

EDITORIALS



DON'T FORGET THIS GIFT (A Contributed Editorial)

Is your Christmas gift list all made out? Wait a minute - here's something you may have forgotten.

How about giving one extra gift this year? No, we can't tell you who to give it to. That's up to you. Maybe you will give it to your wife or husband, or one of your children, or a complete stranger. You may even end up giving it to yourself.

The gift is life!
Each year hundreds of persons are killed by accidents during the Christmas - New Year's holiday celebration. Most of these deaths and injuries are in traffic mishaps. The National Safety Council has found that the traffic death toll on Christmas is two or three times the annual daily average - the most dangerous single period of the year.

You may be one of the many drivers and pedestrians who will have it in his power to give a gift of life this Christmas. How?

Well, if you refuse to take that holiday drink before you get behind the wheel - you may be giving life to someone.

If you don't try to pass that car on the hill - life can be your gift.

If you slow down when you see that pedestrian step hesitantly from the curb - you may give the best present of all.

It is an ironic fact that the most joyous season of the year is the one most likely to bring traffic tragedy. The reasons are simple, but too often overlooked.

Family gatherings and other festivities of the year-end holiday season bring about the peak travel of the winter, and when more cars are on the move, there is more chance of

an accident. Early darkness plus bad weather add up to poor visibility. Fogged windshields also make it difficult to see and avoid accident situations.

The good fellowship of the season stimulates more drinking, and too often the celebrants clink glasses with death. Rain, snow and ice, when they are present during the holiday, mean slippery streets and highways. And thousands of drivers still fail to adjust their speed to such adverse conditions.

So get out that Christmas list again and write down one more gift - the life you may give if you drive prudently and safely.

Some of these days we are going back into that thing we've read in Josephus or the bible or something and review the jubilee year story which tells when every debt is cancelled, every man is given a new start. We know only hazily about it, because we have never experienced it. In that day, away back yonder, they cancelled all debts on a certain day of a certain year and it seems to the writer now that it was the seventh year or some year that was a multiple of seven. They had a rule to go by. And was there rejoicing among the people! For the sake of those who are not smart as some of the others, which all admit freely, the less smart ones had to have something or other in our favor to sorter even things up. Every seventh year or every forty-ninth year or something of the kind they got things fixed up for them. They celebrated with a lot of sound and fury. They even got their celebration into Josephus' story of what happened. Josephus, you know, tells the story of old Peter being used for a lantern, turned up side down, and all of that. Josephus was a considerable person. He didn't claim to be "inspired" or anything like that, although some of the elect thought he might better have had credit for it than some others who got their names in the bible.

Don't Be Silly: December in Texas is the most enjoyed month of all the year, assuming you are young in age or young in spirit. Its uplift brings with it many marriages and many truths plighted. It also brings with it carelessness and assumption that everything is going to be all right, let us have our fun. Somebody else will pay the bill for the violation of the rules of prudence and care. And so, the holocaust. Don't you be one who leans back in his chair and assumes that everything will be all right. You take care that your little ones and your family are respected against fire. Don't violate the rules of prudence.

Floyd County 14 Years Ago

(taken from the issue of December 24, 1934)

Prominent among the features for tomorrow will be the charity football game between McDermott and Landrum Posts, American Legion, of Floydada and Lockney, on the local gridiron.

Work of getting right-of-way for the proposed highway from Floydada to Ralls began last week. When all of this sort of work is complete the engineers will begin work on the road.

Miss Rovena Johnson and Seaton Howard were united in marriage Saturday night at 6 p. m. in Plainview. They were attended by Mr. and Mrs. C. W. McCarty who accompanied them on a short wedding trip.

Rev. N. E. Tyler was painfully injured Friday morning when his truck rolled back down the upgrade of a gravel pit southwest of town and turned on its side.

The Chapter of Muskinos and their counsellor, Mrs. O. W. Kirk entertained a group of the parents and friends with a musical and tea December 20 at the home of Mrs. Kirk.

About 100 Sand Hill residents were present Friday night when the making of an independent school district question was brought up. Building a gymnasium in connection with the new school building was discussed.

Marriage license were issued this week to Seaton Howard and Miss Rovena Johnson, C. W. McCarty and Miss Verdine Snodgrass.

Miss Margie Norton, student at Abilene Christian college at Abilene, was one of the five top honor students the second six weeks.

Line Up Heavy Hunting Fines

MATADOR—State Deputy Game Warden Cecil Shelton announced this week that hunters are subjecting themselves to severe fines in shooting quail on the more than 70,000 acres State Game Preserve on the Matador Land and Cattle Company property. He said the acreage had been reinstated as a State Game Preserve and that no hunting permits are applicable on the area.

Shelton warned all hunters to carefully check the territory in which they seek birds. Heavy fines apply in cases of violation. The Matador Ranch Red Lake pasture situated mainly in Dickens county but bordering in Motley county is also in the preserve. The game Warden declared that most of the territory in the preserve is situated west of Highway 18.

Mrs. Geo. M. Finkner is in Amarillo visiting Mr. and Mrs. Houston Lanier, Richard, and new grand daughter, Rita Ann, born December 6.

The apple was introduced into the United States in 1629 by the governor of Massachusetts Bay Colony.

THE STATE OF TEXAS

To C. B. Adams, the unknown spouse of C. B. Adams, if he be married, and in the event either of said parties are deceased, then their respective unknown heirs, devisees, legatees, executors, administrators and other personal representatives Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Floyd County at the Court House thereof, in Floydada, Texas at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 31st day of January A. D. 1949, then and there to answer Plaintiff's Petition filed in said Court, on the 16th day of December A. D. 1948, in this cause, numbered 3787 on the docket of said court and styled J. M. Willson, Jr., plaintiff, vs. C. B. Adams, et al Defendants.

A brief statement of the nature of this suit is as follows, to wit: Trespass to try title suit. Plaintiff alleges that on December 1, 1948 he was the owner in fee simple of Lot Number Ten in Block Number Sixty of the original town of Floydada, Floyd County, Texas; that on said date the hereinabove named defendants entered upon and dispossessed the plaintiff of such premises and withholds from the plaintiff the possession thereof; Plaintiff specifically pleads the five, ten and twenty five year statute of limitation in bar to any defense the defendants may have, as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the

The Floyd County HESPERIAN

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same according to law, and make due return as the law directs.

Issued and given under my hand and Seal of said Court, at office in Floydada, Texas this 16th day of December A. D. 1948.

Attest:
Mrs. J. O. Dudley Clerk,
District Court, Floyd County,
Texas
By Mrs. P. W. Bell, Deputy.
(SEAL) 474tc

Season's Greetings

To one and all we extend . . . sincerest wishes for a very glad Yuletide, and a happy, happy New Year!



Floydada Wrecking Company
L. L. Clark, Owner



May the joy and peace of Christmas be with you through the New Year

A. J. CLINE



May the Christmas Season and the New Year bring you all the good things of life in rich abundance.

WEEMS TEXACO SERVICE

The Employees of
West Texas Gas Company wish you a
Merry Christmas



And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Savior, which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward men.

St. Luke 2:10-14

Christmas Greetings to All



Deck the tree with boughs of jolly good spirits . . . tinsel bright as the faces of little ones on Christmas morning . . . ornaments reflecting happiness, joy, peace on earth - good will to all men. We sincerely wish you all the joys and happiness of the season and a wonderful New Year to come.

FARMERS ELEVATOR COMPANY

Horace Lindley Harry Hitch Jack Greenman

SOCIETY

Study Club Program Given by Children Of 1929 Club Members

Families of the members of the 1929 Study club were guests at their annual Christmas program last Thursday in Fellowship hall. Children of the members presented the program "In Santa's Work Shop". Santa Claus and Mrs. Santa Claus were played by Billy Bert Grimes and Alice Latta respectively, a Biblical character, by Gordon Joiner. "Oh Little Town of Bethlehem" by Linda Hull, "Angels from Realm of Glory," Carolyn McDonald, Senior elves were Johnny Fred Brown, Ann Word, Ray McDonald, Betty Caveny, Junior Elves were Carroll Hull, David Hull, Linda Kay Caveny, Mary Word and George Farris; big doll, Frances Van Wickel, Misses Latta and McDonald were accompanied by Miss Ann Welborn.

Club families present were Messers, and Mmes. E. L. Norman, R. C. Henry, A. H. Kreis, Troy Leonard, J. D. McBrien, John E. Hoffman, S. W. Ross, George Caven, Clement McDonald, George Van Wickel, P. A. Denison, S. J. Latta, E. E. Joiner, L. J. Welborn, James Word; Mmes. W. E. Grimes, A. T. Hull, C. A. Tatum, mother of Mrs. Clement McDonald, and Mr. Rex Brown. Refreshments were served by the entertainment committee.

Council's Yultide Party Held Monday

The Women's Council of the First Christian church held their annual Christmas party Monday afternoon at 3 o'clock in the home of Mrs. Fay Maxey, 913 South Main street. Mrs. Maxey was assisted as hostess by Myrtice Meador.

The devotional program in keeping with the Christmas spirit was given by Mrs. A. E. Powell. The program was followed by a social hour and the exchange of gifts from the lighted tree. Names were drawn for the coming year. Refreshments of Christmas cakes and hot punch were served to Mmes. J. C. Wester, George Van Wickel, J. B. Jenkins, A. E. Powell, Kinder Farris, John Farris, Harry Morckel, W. D. Newell, Edd Brown, D. W. Pyffe, S. L. Powell, T. J. Heard, Victoria Asher, L. H. Dorrell, L. B. Pawver, W. M. Houghton, of Amarillo, Miss Myrtice Meador and Mrs. Maxey.

Center News

CENTER, Dec. 21—Schools are turning out, one after another, for the holidays. One of the first of our young people to reach home was Margaret Green from Wayland. Clyde Green arrived Sunday. Melvin Robertson is home from Canyon. The Green's went to Plainview Saturday shopping and to bring in the youngsters. Don Clark spent the week-end at home.

Sunday was church day, but as the fuel at the church had escaped, the crowd proceeded to the C. M. Meredith home where Bro. Muncy preached a good Christmas sermon to the forty-eight people gathered in the spacious living room. The Lottie Moon Christmas offering, begun Sunday morning, amounts to over sixty dollars to date.

Sunday night after church services most of the congregation went caroling. They spent a most enjoyable evening singing at the several homes in the community and some in town. The visiting young people from Floydada who went along were Loene Williams, Lajuana McAda, Jerry Pearsey, Barbary Dutton, and Reese Grubbs.

Mrs. Wilburn Miller who spent a few days in a hospital last week with a severe case of flu was brought home last Wednesday and is recovering satisfactorily.

Among callers in the Miller home during the week were Mrs. Waggoner, Mrs. Thomas, Mrs. Doyle Sandifer, Mrs. Green, and Mrs. Ashton.

The Center Home Demonstration club Christmas party was held Friday p. m. at the home of Mrs. Clyde Henderson. There was an interesting program and tree. Delicious refreshments were served to fourteen women and three or four children.

Loene Williams spent Sunday night with Frances Ashton. Lajuana McAda spent Sunday night with Eunice Welborn.

MOVING TO MISSOURI

By the first of the new year, Mr. and Mrs. Roy Golden and family of the McCoy community will be settled on their new farm near Norwood, Missouri. Mr. Golden recently bought a farm there and is well pleased with the opportunities that the Missouri land offers.

The family has lived near McCoy since 1935.

Lloyd Pate has leased their farm.

Miss Marjorie Oden, daughter of Mr. and Mrs. Connor Oden, and Miss Oragene Willson, daughter of Mr. and Mrs. Jim Willson, arrived home Sunday morning from S. M. U. in Dallas, Texas, to spend the Christmas holidays with their parents.

Pre-Christmas Dinner Held at Fowler Home

One of the many parties being given in keeping with the holiday season was a pre-Christmas dinner Sunday in the home of Mr. and Mrs. John Fowler, of the McCoy community. Gifts were exchanged among the host of friends and relatives present.

Highlight of the day was a long distance phone call from the Fowler's daughter's Leola and LaJoyce, of Glendale, Arizona.

Present for the day were George Robertson, Mr. and Mrs. R. L. Stephens, Mr. and Mrs. Jack Robertson and sons, Danny and Dwaln, Mr. and Mrs. Frank Robertson and Mr. and Mrs. J. R. Bartlett, all of Ralls; Mr. and Mrs. Charlie Watson, Mr. and Mrs. Bill Robertson and children, Jean, Wayne, Jimmy, Charles and Dale, Mr. and Mrs. Bruce Bishop and Sandra Bruce, Miss Betty Perry and Don Ray Pope, all of Floydada; Mrs. Sadie Yell, Mrs. Miriam Franklin and daughter, Sherri Lynn, and Mrs. Ludean Yell and daughter, Dolores, all of Big Spring.

LAKEVIEW CLUB CHRISTMAS PARTY HELD LAST THURSDAY

The Christmas party for the Lakeview Home Demonstration club was held Thursday with Mrs. G. W. Smith. Members answered roll call with "What I plan to do Christmas." Gifts were exchanged and carols sung by the members.

Leila Petty, County Home Demonstration agent, was guest at the party.

Members present were Mmes. Homer Newberry, R. L. Nichols, Dick Nichols, S. V. Adams, L. D. Gollightly, Orvis Shearer, Earl Edwards, F. Wheeler, G. W. Smith.

SCOUT COUNCIL MEETING

Dr. F. B. Malone, president of the South Plains council, Boy Scouts of America announced today that the annual council meeting will be held in the Hilton Hotel in Lubbock, Texas, on Monday, January 19. The afternoon program will start at 4:00 p. m. with the annual business meeting of the council and with a separate session for all of the Scouters who are not included in the business meeting.

Dr. Malone will preside at the annual business meeting.

Christmas guests of Mrs. Minnie Smartt, Miss Hughetta Smartt and Mrs. Annie Lewis will include Mr. and Mrs. John Lewis and family, Mr. and Mrs. Charlie Lewis of Matador, and daughter, Marihelen Lewis of John Tarleton college at Stephenville, Texas, sons, Jennie Conner of Lubbock and Mr. and Mrs. Henry Salyers of Abilene.

Robert Colville arrived here Sunday from Pullman, Washington, to spend the Christmas holidays with his parents, Mr. and Mrs. J. D. Colville. Colville is a student at Washington State college where he is majoring in horticulture. Other guests in the Colville home Sunday were Mr. and Mrs. W. R. Colville, of Amarillo.

Miss Betty Muncy of Colorado Woman's college at Denver, Colorado, arrived last week to spend the Christmas holidays with her parents, Mr. and Mrs. Robert Muncy.

Mrs. Mable Foster will have her children at home for Christmas. They are Mr. and Mrs. Bruce Foster of Houston, Texas, Mr. and Mrs. Garlan Foster and children, Helen and Linda, of Los Alamos, New Mexico, and Mr. and Mrs. H. S. Calahan, Jr., of South Plains.

Mr. and Mrs. Dean Walls of Albuquerque, New Mexico, are here for the Christmas holidays visiting with Frank L. Moore and with Mr. and Mrs. E. W. Walls.

Miss Venita Green returned home Sunday from Fort Worth, Texas, where she had been since Thursday shopping.

Records
Music for your every mood as you like it . . .
H. G. Parker Furniture Co.

Beware Coughs From Common Colds That HANG ON

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION
for Coughs, Chest Colds, Bronchitis

INSURANCE

Fire, Windstorm, Extended Coverage, Automobile
Surety Bonds
1923 to 1948

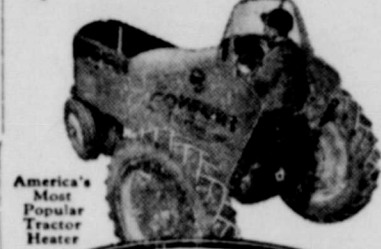
E. P. NELSON AGENCY

Misses Mona and Jean Cummings, daughters of Mr. and Mrs. Zack Cummings of South Plains, arrived home Saturday from Texas State College for Women at Denton, Texas, to spend the Christmas holidays with their parents.

Mr. and Mrs. J. D. Colville Robert Colville, Mr. and Mrs. Lynn Colville and daughter, Juanita, will all be present for a Beedy family get-together at the home of Mr. and Mrs. L. L. McDermott and family of Crosbyton, Texas.

666 GIVES FAST RELIEF
LIQUID OR TABLETS when COLD MISERIES STRIKE

Keep WARM ON Your Tractor



COMFORT COVER TRACTOR HEATER

Side Wings fold around driver for more warmth on cold days.



Yes sir, new Comfort Covers ready now for most popular tractors now have side wings that fold close around you. Windshield is higher, wider for full head protection—front and sides. You get more engine heat around you—yet you can control it as you like. Get Your Comfort Cover Today

We have in stock comfort covers for all popular makes of tractors and can get you covers for any other tractor.

Stansell Collins Co. Lockney Implement Co.

Holiday
GREETINGS

As the years roll by we realize more and more how much it means to have the confidence of folks like you. It is a pleasure to wish you a Merry Christmas.

SPARKS & ALEXANDER GARAGE
Located on Highway 70, East Floydada

IT'S A FACT
That we wish each and all of our friends and customers the very **HAPPIEST CHRISTMAS**
Russell's Blacksmith & Welding

May Christmas blessings fill your heart with true happiness, and bring you joy and peace all through the coming year.

WAYNE BENNETT

Before
Old Santa Gets here

It won't be long until old Saint Nick will be knocking at your chimney, bringing you loads of happiness and joy. But before he arrives, we want to drop in for just a little visit to wish you a **JOYFUL CHRISTMAS**

WICKERSON - STRICKLAND BUTANE CO.

The Best of all Good Wishes for **CHRISTMAS**

BRASELTON IMPLEMENT CO.



Wishing You
A HAPPY

CHRISTMAS

Van's Mens Wear & Shoes

WITH EVERY

GOOD WISH

FOR A

MERRY CHRISTMAS

**THORNTON PHILLIPS
SERVICE STATION**

**SEASON'S
GREETINGS**

with
ALL GOOD WISHES
FOR THE HOLIDAYS

BISHOP PHARMACY



CHEER AND HEALTH
THIS *Christmas*
AND ALWAYS
CURRIE APPLIANCE COMPANY

Hickerson - Strickland Building

**Traffic Boom
Boon to Truck
Men In Texas**

A nation-wide boom in motor carrier shipments is putting more trucks on Texas' highways than at any time since invention of the gasoline engine.

With truckloadings reported up 10 percent or more over 1947, and promising to go even higher, the number of trucks operating within the state's boundaries is expected to total 479,950 units in early 1949, according to an analysis by CKF Industries, Inc.

"This state total reflects the increasing dependence of the nation's commerce upon trucks," said Richard H. DeMott, vice president of the ball and roller bearing firm, who estimates that 1949 will find at least 7,250,000 trucks in service throughout the U. S. With the expansion of the motor truck's role in commerce, he added, has come a trend toward providing more "solid comfort" for the drivers.

Comfort is, in fact, an outstanding feature of any of the trucks now rolling off assembly lines, he explained, with special emphasis on the "cushioning" of both driver and load against jolts, jerks and destructive vibrations that occur at high operating speeds.

DeMott cited, as an example, an anti-friction bearing propeller shaft box which joins the transmission to the rear axle, absorbing vibrations and preventing their spread to the vehicle's chassis. The unit reduces fatigue and maintenance problems by smothering a major source of vibration at its origin.

It is one of a host of innovations designed to make the workday routine of Texas approximately 355,000 truck drivers more comfortable. These include seats mounted on hydraulic shock absorbers and equipped with foam rubber cushions that are adjustable into as many as five positions; roomier and air-conditioned cabs; larger windshields and windows for greater visibility; and better positioning of instruments and driving controls. Some of the more ultra-modern two-man trucks even have built-in beds behind the driver's seat, radios, and hot plates for making coffee.

Mr. and Mrs. M. C. Fuqua of 321 W. Virginia street will have as their guests for Christmas dinner Mr. and Mrs. Joe Dunn and children, Mr. and Mrs. Clarence Ashton and children, Mr. and Mrs. Floyd Fuqua and children, Mr. and Mrs. Hubert Scott, of Amarillo, Mr. and Mrs. Jack Hunter and Beverly of Plainview and Mr. and Mrs. Mack Fuqua of Plainview.

J. I. Hammonds and son, Johnny, of A. and M. college were in Floydada Monday on business before returning to Mineral Wells, Texas, to join Mrs. Hammonds. The Hammonds' will spend Christmas at Mineral Wells.

Jo Dan Bishop of Stephenville is here visiting friends.

**Col. W. H.
SEALE**

AUCTIONEER

Specializing in FARM and
MERCHANDISE SALES
FOR 30 YEARS.

I can sell it for you, and will
appreciate your calls.

DAY PHONE 554
NIGHT PHONE 120

South Plains News

SOUTH PLAINS, Dec 21—The college students home for the holidays are Mona and Jean Cummings from Denton; Reva Thomas, Betty Whitlock, Raymond Reeves, and Charles Beedy from Tech; Mrs. Roy Childress and Louise, Carlene Daniel, and Mr. and Mrs. Walter Burgess from Canyon.

Rev. and Mrs. R. C. Guest had their children home Sunday. They were Dick of Lubbock and Mr. and Mrs. Esell Hutzel of Silverton.

Mrs. Sully Julian is spending the Christmas holidays with her daughter and family, Mr. and Mrs. Bill Harper and children, in Carlsbad, New Mexico.

Grandmother and Grandad Hartman moved to their new home in Lockney on Monday. We wish them every happiness in their new home.

Mrs. J. B. Jarnigan who is now employed at the post office in Floydada during the holiday rush spent the week-end with Mr. and Mrs. H. R. Hartman and family.

Mr. and Mrs. Hartman are moving to their new home this week.

Mr. and Mrs. Peagan of Wichita Falls spent the week-end with Mr. and Mrs. George Beedy.

Terry Julian and Johnnie West visited the Marble boys Sunday.

Mr. and Mrs. H. L. Marble and daughter, June, visited the Raymond Forks Sunday afternoon.

We were very glad to have H. D. Meredith out to church again Sunday morning.

Karen Brown has been ill with the chicken pox.

Mrs. George Weast was hostess to a Home Demonstration club council party on Wednesday afternoon.

Your reporter is planning to be gone over Christmas week end so everyone will please drop their news in the news jar at the store so my substitute can pick them up and get the news in in time for the paper—Thanks.

Mr. and Mrs. Sim Reeves went to Brownfield Thursday to bring Carol home for the holidays.

Mr. and Mrs. Jack McCowan and boys are visiting her parents, Mr. and Mrs. Walter Wood.

The ladies of the church met in a social at the home of Mrs. R. C. Guest Monday afternoon and exchanged gifts and had a nice time.

Mr. and Mrs. Art Willis and Rex spent the week end in Haskell with relatives.

There was a singing in the Johnnie Wilson home Wednesday night.

Winnie Hartman and Peggy Jones attended the 4-H club Christmas party at the Legion hall Saturday afternoon.

Mrs. Johnnie Wilson and Mrs. J. P. Taylor gave their Sunday School classes a party at the home of Mrs. Wilson Friday night. The children exchanged gifts. Those present were: Ronnie and Bonnie Upton, Keith and June Marble, Johnnie and Winifred West, Johnnie Wilson, Louise and Price Pritchett, Virginia and J. Ronald Taylor, Winnie Hartman, Eugene Beedy, Terry and Kendis Julian, Travis and Carol Young, and Denita Milton. Several parents were present.

There was an adult Sunday school party at the home of Mr. and Mrs. Doodle Milton on Tuesday night.

SOUTH PLAINS CHRISTMAS PARTY AT WEST HOUSE

SOUTH PLAINS, Dec 21—The Home Demonstration Club Christmas party was given at the home of Mrs. George Weast on Wednesday evening of last week.

A delicious turkey dinner was served to the members and their husbands. Christmas carols were sung and several Christmas readings were given. Santa appeared with gifts for everyone. Games of forty two were enjoyed.

Those attending were Messers. and Mmes. Gilbert Bean, Bill Beedy, Wade Deavenport, Menard Field, R. C. Guest, H. R. Hartman, Bryant Higginbotham, Oscar Hewitt, M. M. Julian, Lenton Lanham, Doodle Milton, Arby Mulder, Sim Reeves, J. B. Smitherman, E. P. Smitherman, Walter Taylor, Johnnie Wilson, Walter Wood, Art Willis, A. L. Stewart, Carl Daniel, and Mrs. Sula Julian.

TWO SONS AND DAUGHTER TO VISIT THE FERRIERS

Mr. and Mrs. W. M. Ferrier of the Cedar Hill community will have visiting them during Christmas two sons and a daughter. They are Clarence Sisson of Holbrook, Arizona, Mr. and Mrs. Roy Sisson and family of Clovis, New Mexico, and Mr. and Mrs. A. S. Randolph and family of Lubbock.

Mr. Ferrier returned home on November 29 from a visit to his old home place at South Haven, Minnesota, where he went by train leaving November 12. Mr. Ferrier had not been to Minnesota for 21 years. He visited with three brothers and two sisters at Duluth, Mankato and South Haven while gone.

OWENS' NAME DAUGHTER DORIS ELAINE BORN SATURDAY

Mr. and Mrs. Bill Owens are the parents of a new daughter, Doris Elaine, born Saturday night at 9 o'clock in the Plainview clinic.

At birth the baby weighed 6 pounds and six ounces. Mother and baby were brought home from Plainview yesterday and are doing fine.

Mrs. Owens is the former Opal Knight, daughter of Mr. and Mrs. W. M. Knight, of the Sand Hill community. Paternal grandparents of the new arrival are Mr. and Mrs. W. H. Owens. The father operates Day and Nite Texaco Service station on East Houston street.

Here to spend the holidays with their parents, Mr. and Mrs. J. R. Yearwood, are Mr. and Mrs. J. K. Yearwood and family, of San Jose, California, Captain and Mrs. L. D. Barber, of Manila, and Betty Yearwood, student of West Texas State college.

Mrs. Ruby White of Lubbock was in Floydada Monday on business.

CLASS MATES AT BREAKFAST

Miss Marjorie Oden and Miss Orange Willson entertained a group of friends with a breakfast this morning at 7 o'clock at the home of Miss Oden. The girls are former classmates at Floydada High school.

Those present were Misses LaRue Graves, Mary Eunice Hennessee, Lovene Jones, Hughetta Smartt, Marlene Foote and the hostesses.

GRANDSON BORN TUESDAY

Word was received here Tuesday by the J. G. Martins of the birth of a grandson Tuesday morning. Parents of the new arrival are Mr. and Mrs. Richard Walker. The little fellow weighed seven pounds and has been named Richard Barton. The Walkers have a daughter, Sharon, age three.

Mrs. Walker is the former Eugenia Martin. Mother and baby are doing fine.

CARD OF THANKS

Thanks to Scott gin and manager, John R. Gray, Farmers Coop gin and manager, J. W. Lanier, for the cash donations to the Fire department for Christmas presents.

Members of the Fire department

Mr. and Mrs. W. B. Eakin will have as their guests Christmas day Mr. and Mrs. W. M. Dorsey and Mr. and Mrs. Leroy Chowning and daughter, Delores.

*EASY AS ROLLING
YOUR HAIR UP ON CURLERS
BUT THE WAVE STAYS IN
FOR MONTHS!*



WITH PLASTIC CURLERS \$2 plus tax
Bishop's PHARMACY

The
crackling of holly leaves
mistletoe over the door...
caroling voices of children
what could this mean but Christmas?

The crackling of holly leaves, mistletoe over door, caroling voices of children . . . what else could mean but Christmas? Yes, that joyous day is here and we of this organization wish you the most delightful anybody could have.

Norman's 5¢ to \$1 Store

Greetings
AND ALL 6000
WISHES FOR THE
HOLIDAY
SEASON

Fuqua - Barber
FARM SUPPLY — Phone 307

The Week's Social News

Has Christmas Party With Turners Hosts for Evening

Members of the Stitch and Sew Club and their families met at the home of Mr. and Mrs. J. B. Turner on December 15 for their annual Christmas party. A short program was given by different members of the club, and St. Nick presided over the children with a sack full of candy, and gifts were distributed. Games of forty and fifty completed the evening's entertainment.

Christmas Party Ends Good Year For Club

The annual Christmas party of the Dougherty Home Demonstration club was held at 2 o'clock Tuesday afternoon of last week in the home of Mrs. O. G. Glassmoyer. The party followed a short business meeting. Special music was rendered by Mrs. Glassmoyer. A Christmas story was given by Mrs. H. A. Drysdale. Recreation was led by Mrs. Glassmoyer and Mrs. Drysdale with Mrs. Blum and Mrs. Caffee winning the prize. Mrs. Harlon Cage won the attendance prize.

The new president, Mrs. Ruth Daniel, appointed the committees to serve for the new year's work. They are: Mr. and Mrs. C. T. Pope, Don, Jane Ann and Joyce, Mrs. J. T. Huckaby, Barbara Jean, Jo Ann, Gary Dean, David and Jimmy, Mrs. W. M. Price, Mrs. Jim Stewart and Jim Dan, Mr. and Mrs. Tom Porter, Jean, Joy Ann, and Teddy Mr. and Mrs. H. B. Johnson, Darlene, Jay, Leonard and Sue, Mr. and Mrs. Weldon McCormick and Delmas, and Miss Virginia Dunn.

are education and expansion, Mmes. C. A. Caffee, H. A. Drysdale, A. B. Muncy, Jr., exhibit, Mmes. C. E. Bartlett, C. W. Denison, Maurice Campbell; finance, Mmes. Orland Howard, Sam Lide, J. R. Tinnin; marketing, Mmes. O. G. Glassmoyer, Claude King, Louisa Blum; program-year book, Mmes. Tate Jones, Harlon Cage, C. W. Denison; recreation, Mmes. H. A. Drysdale, C. E. Bartlett, C. A. Caffee; good neighbor, Mrs. Tate Jones; sunshine, Mrs. Harlon Cage.

Mrs. E. L. Angue was enrolled as a new member. Following the appointment of the committees, the little Santa Claus, Patsy Drysdale, passed out the gifts. The Dougherty club has just closed a prosperous and pleasant year. Club attendance has been from 75 to 100 percent throughout the year. Representatives were served to the visitors, Mmes. E. L. Angue, R. W. Lotaspich and Lella Petty, the members, Mmes. C. W. Denison, Tate Jones, C. E. Bartlett, C. A. Caffee, Claude King, Maurice Campbell, Ruth Daniel, W. S. Poole, Jim Harper, Orland Howard, Maude Powell, Sam Lide, Louis Blum, J. R. Tinnin, Harlon Cage, H. A. Drysdale and the hostess and a number of children. The next meeting will be January 5 at 2 o'clock with Mrs. Tate Jones.

Mrs. Thurmon Hosts For Annual Christmas Party of S. S. Class

Mrs. S. E. Thurmon was hostess to the meeting of the Pastors' Helpers Sunday School class of the First Methodist church for the annual Christmas program Wednesday of last week. The all day meeting began with Mrs. P. M. Felton leading the scripture taken from the second chapter of the book of Luke. Description of the nativity was given by Mrs. J. H. Green. Mrs. Shipley told the Christmas story. The members joined in singing "Silent Night", followed by prayer by Rev. Jones.

At the noon hour, a turkey dinner with all the trimmings was served.

In the afternoon a short business session was held. During the business meeting, it was decided to send Christmas cards to people who are ill.

Gifts were exchanged among the members.

Present were Rev. and Mrs. Lloyd H. Jones and son, Bobby, Mmes. Bob Henry, D. D. Shipley, J. E. Laughlin, A. R. Hanna, R. H. Willis, J. H. Green, P. M. Felton, Addie Thagard, Maggie Mayhew, Lula Slaughter, W. R. Johnke, S. E. Thurmon, J. J. McKinney, O. B. Olson, E. C. Henry, Myrtle McCauley, W. H. Alexander, Sarah Walker, Will Snell and W. H. Hilton.

Holiday Recipes

(by Lella Petty, County Home Demonstration Agent)

Correction: The recipe for Fruit Cake published in last week's paper had the fat omitted. One cup of butter should be used.

Hot Spiced Cranberry Punch
3 pints cranberry juice (made from 1 lb. cranberries and water)
1 cup water
1 cup sugar
1/2 teaspoon nutmeg
1/2 teaspoon cinnamon
6 whole cloves
1/3 cup lemon juice
1/2 cup orange juice
Combine cranberry juice, water, and sugar. Stir to dissolve sugar. Heat to boiling, the spices in a bag. Add. Simmer 20 minutes, remove spice bag. Just before serving add fruit juices. Serve steaming hot. Serves 8.

Hot Mulled Cider
1 gallon cider
1 cup sugar
1/2 teaspoon ground allspice
1 teaspoon ground cinnamon
1 teaspoon whole cloves
8 inch stick cinnamon
The allspice, cloves, and ground cinnamon in a small cloth. Add sugar, bag of spices and stick cinnamon to cider. Heat about 20 minutes under boiling point or until flavor suits taste. Longer cooking develops a more spicy flavor. Do not boil. Serve hot in tea cups or punch bowls.

CARD OF THANKS

We wish to express our thanks to all of our friends, the Masonic Lodge, Lucy Crum, and the McIntosh family for their kindness and help during the illness and death of our loved one, Rev. M. M. Robinett.

The Robinett Family

Concord grapes were so named by reason of the fact that the man who originated the variety lived in Concord, Mass.

Childhood Romance Warms Into Wedding

COLORADO SPRINGS, Colo., Dec. 10.—The marriage of Mrs. Ada E. Black, 2106 W. Bijou St., and Charles D. Bird of Matador, Texas, reads like a story book. Childhood playmates, who had not seen each other in sixty-six years, they met last summer, renewing their friendship, which ripened into a romance in their December years—Mrs. Black is seventy-seven years of age, and Mr. Bird is eighty-two. The wedding was solemnized Thursday at 1 p. m. in the home of Mrs. Black's daughter, Mrs. L. D. Powell, with whom she has been making her home for the past two years. The Rev. H. C. Alley, pastor of the Trinity Methodist church, officiated.

Mr. and Mrs. Bird were both born in Buffalo Gap, Taylor county, Texas. Mrs. Black's grandfather was W. S. Sowell, renowned Indian fighter of Texas fame, and first county commissioner of Taylor county, Texas.

Mr. Bird is the owner and manager of the T. Cross-Bar ranch, near Matador, and is still active in business. He is president of the First State Bank of Matador. He was first president of the Old Settlers organization in Motley and Dickens county.

Four generations were present at the wedding—Mrs. Bird, her daughter, Mrs. Powell, Mrs. A. E. Graber, daughter of Mrs. Powell and Patty Graber, ring bearer. Immediately following the ceremony, Mr. and Mrs. Bird left for Matador, where they will make their home on the T. Cross-Bar ranch.

According to the U. S. Census bureau there were 27,550,000 persons living on farms in the U. S. January 1, 1947.



Floydada Floral Shop



To our many good friends and patrons, we extend our warmest greetings. May this Christmas be the best you have ever had—a forerunner of many happy days to come, of wonderful friendships and achievements well done . . .

RUTLEDGE OIL COMPANY

PRODUCER'S CO-OP ELEVATOR

Greetings for Christmas

Merriment, laughter, the shrill sound of children's voices, Christmas carols—we could name a hundred joys of the Yuletide Season—May they All be yours!

HARMON FUNERAL HOME

SEASON'S GREETINGS



We have found that
friendship in business
is an invaluable asset
and we are truly grateful
for yours.
In appreciation
may we wish a most
pleasant Christmas
to you and those about you.

Quannah, Acme & Pacific Ry.



Fyffe Showing New Oldsmobile On Floor Here

Highlighted by the debut of the new "Rocket" engine, and featuring new "Futuramic" design through out all models, the new 1949 Oldsmobiles are now on public display in the showrooms of more than 3,500 Oldsmobile dealers throughout the nation. This announcement was made today by S. E. Skinner, vice-president of General Motors corporation and general manager of Oldsmobile division.

For 1949, all series of Oldsmobiles will be "Futuramic" according to the announcement. The new "Futuramic" series "76" will introduce Fisher's newest body, which along with newly-styled frontal and fender treatment, gives it Oldsmobile's characteristic "Futuramic" look. The "Futuramic" Series "98" will be newly styled outside, and newly appointed inside, Mr. Skinner said. Both Series will offer new engines—the "76" powered by an improved "Big Six", and the "98" featuring an entirely new high-compression power plant—the Oldsmobile 1949 "Rocket" engine.

The Futuramic "76" Series will consist of six body types. In addition to the Four-Door Sedan, Club Sedan, Coupe and Convertible models, there will be an entirely new streamlined Four-Door Town Sedan, and a new deluxe six-passenger Station Wagon with steel top. The "Futuramic" Series "98" model will include three body types—Four-Door Sedan, Club Sedan and Convertible Coupe. The "Futuramic" Series "76" will occupy a substantially lower price range than the Series "98".

The new "Rocket" power plant is the same high-compression, eight-cylinder, valve-in-head engine which General Motors engineers and research experts have had under process of development for several years. It is the product of an entirely new engine plant in Lansing, Michigan, which Oldsmobile calls "the newest, most modern motor plant in the world." According to Mr. Skinner, the compression ratio of the new engine is 7.25 to 1. With only minor mechanical modifications, this ratio can be stepped up in future models to 12 to 1, as soon as higher octane fuels are available.

"Oldsmobile's 1949 'Rocket' engine," Mr. Skinner revealed, "is the most powerful ever installed in an Oldsmobile. Its 135 horsepower is an increase of 20 horsepower over Oldsmobile's eight-cylinder 1948 engine."

The "Rocket" is a 90 degree "banked cylinder" engine with overhead valves. Hydraulic valve lifters have been introduced for quiet operation. Pistons are a new type with cutaway skirts and slotted auto-thermic construction. The new dual down-draft carburetor has a low resistance air intake which allows the engine to breathe freely.

"From an engineering standpoint," said Mr. Skinner, "the most distinctive feature of the 'Rocket' is its vibration-free construction. Engine vibration," he explained, "has always been an obstacle in the development of high compression. Oldsmobile has solved the problem by designing a cylinder block so rigidly reinforced that there is not the slightest distortion under the 3 1/2-ton pressures developed over each piston. Also, the crankshaft has been shortened, and supported with main bearings between each crankshaft throw. The piston stroke has been designed shorter than the cylinder diameter to reduce centrifugal forces and cylinder wall bearing pressures."

BOYCE HOUSE "GIVES YOU TEXAS"

Some of the favorite touches given by the writers for Western magazines and for the cowboy stories are treated rather roughly by George Hendricks in his book "The Bad Man of the West". (Naylor Company, San Antonio).

Very few of the famous real-life gunfighters actually fired two guns at the same time, nor did they fire from the hip.

Of approximately 250 gunfighters whose records Hendricks studied, Billy the Kid was the only one who preferred the double-action 45 to the single action. To fire the double action pistol, all you do is pull the trigger, the mechanism automatically lifting the hammer, then causing it to fall.

With the single action gun, the user had to pull the hammer back with his thumb and then squeeze the trigger with his finger. However the experts usually altered the mechanism so the weapon could be fired merely by pulling the hammer back with the thumb and then letting it fall back, not using the trigger at all. In fact, usually the trigger was filed off.

But it would be almost impossible for the fiction writers to think up situations more exciting or unusual than actually happened, as related in Hendricks' book.

For instance, Red Kelley's final fight. Kelley was credited with having killed Bob Ford, who was the slayer of Jesse James. Kelley and an enemy met at very close range, each went for his gun and each seized the other by the wrist of the gun-hand. As they struggled, each fired three times before they fell heavily to the ground with Kelley on top. His adversary finally was able to free his arm sufficiently to level and fire, killing Kelley; but the victor was so exhausted from the struggle that he could neither throw off Kelley's body nor wriggle from under it but had to ask to be liberated by spectators.

One time, a bad man got the drop on the famous Texas Ranger, Captain Bill McDonald, ordering "Hands up." McDonald slowly raised his hands but just as they reached the elevation of his hat, he grabbed the brim and sailed the hat into the other's face, then whipped out his six-shooter and shot him.

Captain Harry Wheeler of the Arizona Rangers found himself in an even more difficult position. He was unarmed and two outlaws leveled their pistols on him. "Wait a minute," he said, "while I tie my boot" and, after he had tied the boot, as he was raising up, he threw a handful of sand in their eyes, grabbed a gun and covered them.




A Christmas Scene

Nothing reminds us more of the holidays than a Christmas scene, whether it be one of a winter landscape, a roaring fireplace, or children playing with bright new toys. Christmas reminds us of well wishing, particularly to the people whom we enjoy serving . . . our customers. So we say to you with real appreciation,

A HAPPY CHRISTMAS SEASON.

DARDEN'S WELDING SHOP

608 E. Houston Phone 42
M.M. Tingley B. J. Darden, Owner D. J. Kinard



No greater wish could be ours than this:

MAY CHRISTMAS THIS YEAR BE
THE MOST GLORIOUS OF YOUR
LIFE AND THAT THE NEW YEAR
MAY BRING YOU HEALTH, GOOD
FORTUNE AND GREAT HAPPINESS.

We very much appreciate the opportunity you have given us to serve you in the past and even more do we appreciate you as a friend.
May we deserve this friendship always.

T. L. Shipman Gro. & Mkt.

Luther and Sally Shipman

Checking

that list

- ✓ Good CHEER
- ✓ Joyous TIMES
- ✓ Happiness

We're just making a last minute check to make sure that we overlook none in our sincere wishes for cheer with the coming Holiday.

WHITE DRUG COMPANY



Greetings

Once again it is Christmas . . . May it bring you peace, good health and happiness throughout the year.

Worsham & Son's Plumbing Company

Crack Busters Ordinance Fire Works

Crack busters that could be called "hell divers" worthy of the hell divers of Floydada, on Christmas days have been somewhat in the past week of public disapproval of the city council officers.

Crack busters who may have bought "hell-making" fire-works in the past because more than one person has something of the "hell" in their eyes, dealt misery to people on the streets and even invaded the sections for several days.

Crack busters and the tremor of their heavy cannonade is miserable for many who have to do except worry about an awful lot we are raising.

The crack-makers had some victims who were the victims of the crack. As for instance, Mrs. [Name] on the 300 block of West [Street] who was bounced out of her home by one of the crack explosions to find a crack in her porch and one of the crack-makers knocked out.

In another instance a woman had to be treated for injuries to her face when a blast from one of the crack-makers, blew her face or two as she drove up

to park on a down-town street. The side of her car was burned and blistered by the blast. The hospital bill and the automobile body works bill together made a tidy sum. This to sange the upsurge of self-expression in some of Floydada's teenage population.

A bit high thought these and others for what the community got for its money. Anyway, the city council heard from many and a resulting ordinance was passed last week to make such activities illegal. An ordinance already on the books prohibiting the sale of fire works for use in the city had proven ineffective, it was said at the city hall. Now it is against the law (as soon as 10 days from last Thursday elapses) to fire the fire crackers, fire works, or whatever, regardless of whether it is a nuisance. In addition to publishing the ordinance the city council issued circulars and a warning and put on an additional helper for the duration of the holidays in the effort to prevent the spread of fire and the damage by fireworks otherwise.

Meanwhile dealers in the fire-works continue to take the chance of the explosives burning out or blowing out their own and adjacent premises. Others who have chanced the practice for a number of years have been fortunate and it is assumed, hopefully, these 1948 stores will be also.

Fire insurance commission officials are quoted as saying there is nothing more forlorn in their line of endeavor than a dealer whose place of business is gutted by fire-works that exploded and started a holocaust prematurely.

Pueblo, Colo., has a complete collection of Colorado minerals.

Natural gas was first used as an illuminant in 1824, at Fredonia,

Dub December Danger Month

Special attention to fire hazards is essential during the month of December, because fire danger is greater than during any other month, the National Board of Fire Underwriters points out.

During the ten years of 1937 through 1946, an average of \$39,121,000 in property was destroyed each December. When 1947 and 1948 totals are considered, this average will doubtless rise still higher because the nation's general fire losses are climbing steadily.

March ranks second in fire destruction, followed by February, January, and April in that order.

"Dangerous December" is one of the coldest months in nearly every section of the country, and this is one reason for its high average fire loss. Stoves and furnaces are in almost constant use in most houses and buildings during December, and defects in these heating devices account for any fires. Chimneys, flues and stacks are often subjected to heavy use without advance checking.

One special December hazard is the use of flammable decorations and costumes during the Christmas period, resulting in many needless deaths. Christmas trees, candles, defective Christmas lights, and unsafe toys are also responsible for a large number of fires.

Forty-two of the highest peaks in the U. S. are in Colorado.

The town of Mecca, Calif., is nearly 200 feet below sea level.

BOYCE HOUSE "GIVES YOU TEXAS"

The 1920's were the golden age of sports. Can you remember Bobby Jones? Red Grange? Babe Ruth? Jack Dempsey? And Man-o-War?

And speaking of sports, that—unfortunately—reminds us of sports writers. They do the best writing on the papers but as far as being able to tell who is going to win a great athletic event, could anyone be further wrong—always excepting the financial writer who, if they knew one-tenth as much as they owlshly profess, would quit writing tripe for suckers to read at a few simoleons a day and make a million for themselves in the stock market.

All the sports experts picked Louis over Schmeling in their first meeting; Dempsey over Tunney and, if the back numbers were available, we would find no doubt that they rated Goliath at 98-to-1 over David,

and selected the dragon to canter to a decision in 15 rounds over St. George.

What happens to all the old razor blades may be a mystery but I know what becomes of all the old, worn-out sports experts; they wind up with jobs in the weather bureau department in Texas.

On a moss-covered tombstone: "Here lies my wife, Samantha Proctor; Who ketched a cold and wouldn't doctor; She couldn't stay, she had to go—Praise God from Whom all blessings flow."

The Constitution of the United States went into effect the first Wednesday of March, 1789.

The mountain districts of Virginia and West Virginia yield some cranberries.

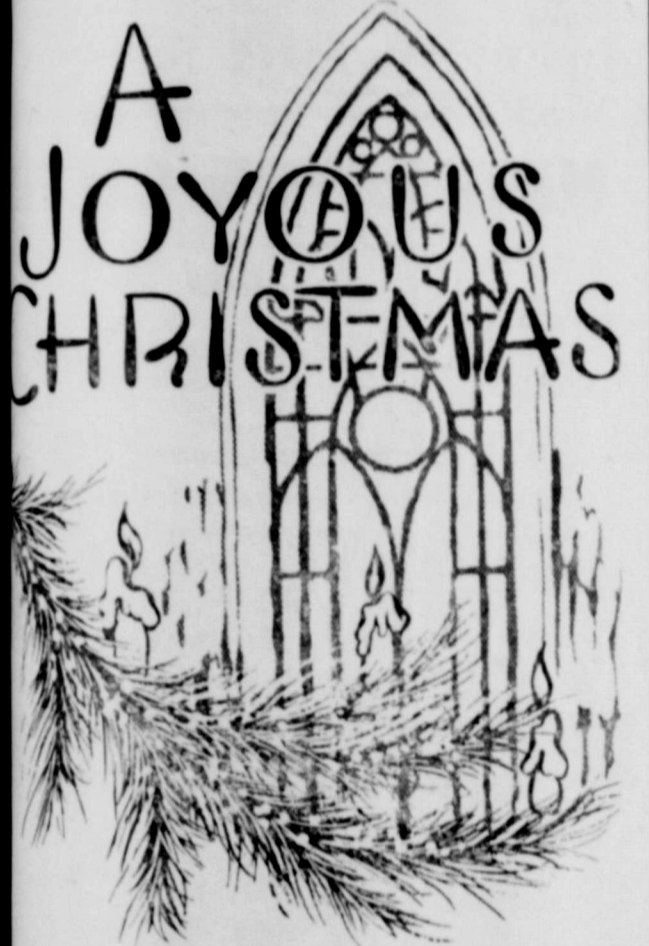
CARD OF THANKS

We wish to express our appreciation to our any wonderful friends for their kindness, love, and sympathy during the illness and death of our beloved wife and mother. Also expressing our thankfulness to the sweet flower girls who were not mentioned in the previous write up. We wish to thank one and all for the beautiful floral offerings.

A. G. Muse, Mr. and Mrs. E. N. Muse, Mr. and Mrs. M. C. Muse, Mr. and Mrs. C. R. Muse, Mr. and Mrs. E. F. Readhimer, Mr. and Mrs. J. L. Bailey.

Robinson Crusoe named the man who became his famous helper after the day on which he found him, Friday.

Cook Forest, a state forest in the state of Pennsylvania, is approximately 150 years old.



ARWINE DRUG COMANY

We Value Your Business
And Sincerely Appreciate
Your Good Will. We Wish
You And Your Household
A Merry Christmas And A
Prosperous New Year

NICHOLS LUMBER COMPANY

W. Quirk Roy Edwards Truitt Hartzell
Jimmy Willson Louise Willson

The foundation of all business is friendship—
and with each Christmas we derive unmatched
joy in wishing our friends all the pleasures of
a Merry Yuletide and a New Year filled with
happiness, good health and peace.

THE FIRST NATIONAL BANK
Floydada, Texas

Letters To Santa



Dear Santa,
I love you very much. Please bring me a cowboy suit. I want a Gene Autry suit, a Gene Autry gun and a little filling station. You could bring me some fruit and candy, too.
Dale Newberry

Dear Santa,
I love you very much. I want a bicycle. Please bring me a blue bicycle. I want a girl's bicycle. You could bring me some fruit and candy too. Thank you very much.
Carol DeAnne Newberry

Dear Santa,
I want a filling station and a football, some fruit, nuts and some candy. I want some fireworks too. I am seven years old and I live at Lakeview.
Love,
Lourie Johnson

Dear Santa Claus,
I am a little boy three years old. I want a truck and a little bear. I want some fruit, nuts, candy and some fireworks.
Your friend,
Wesley Johnson

Dear Santa Claus,
I'm a sweet little boy two years old. I want a rocker horse, a little train and a truck. I'll hang my sock on the door for candy, fruit and chewing gum. Be good to other boys and girls.
Lots of love,
Conley Bradford

Dear Santa,
I'm a little boy six years old. I want you to bring me a little farm, a service station, and anything else you have that I would like. Don't forget my big brother, Alvin Lee, and all of the other kiddies.
Your friend,
Jerry Battey

Dear Santa,
I want a steam shovel and a barn set for Christmas.
Lots of love,
Doyce Stephens

Dear Santa,
I have been good. I would like for you to bring me two guns in a holster, a set of boxing gloves, a football suit, a puzzle and fruit, nuts and candy. Don't forget my little brother.
Your friend,
Buddy Watts

Dear Santa,
I am ten years old and go to school at Cone. For Christmas, I would like for you to bring me a doll and a suit case. Also remember my sisters and cousins.
Love,
Pansy Patterson

BITS O' BUSINESS
Retailing slump continues to worry merchants and grab the interest of business observers and economists. Some experts think slump is largely due to warm weather, others believe causes to be more basic. Meanwhile, a most significant item comes to light: people are again buying savings bonds. For the last six months, people have bought \$400 million more savings bonds than were redeemed. Total sales this year will exceed \$4 billion. So while goods may be slow moving across the counters, there is still evidence that the people's purchasing power is unimpaired. This is confirmed by the Department of Commerce which says that personal income is still rising and the amount available for spending is higher. Farm income, says the department, is off from its midyear peak, but still far above 1947. Retailers, therefore, can take heart. Their customers can buy goods if offered the proper merchandising inducements.

Bollworm Area Faced By New Restrictions

Texas counties within the pink bollworm quarantine area will be faced with a new regulation during 1949, according to information released recently by the Texas Department of Agriculture. During 1948 cottonseed in the quarantined counties could be returned to the farm of origin without treatment, as it was only necessary to treat the seed when being shipped into a non-infested area. Now it is necessary to treat all cottonseed before it can be moved within the infested area, the new regulation states. The treatment is either the heat method, the seed being heated to a temperature of 150 degrees for a minimum period of thirty seconds, or fumigated with methyl bromide in approved treating machines or fumigation chambers.

A Great Dairy State

Wisconsin is one of the nation's greatest dairy states. Agriculture is a leading industry and is diversified. The state is first in production of dairy cattle, milk products and hemp. Its crops of farm products are large, including corn, oats, wheat, rye, barley, sugar beets, and tobacco. Fruit production is large. Letters of marque were license to fit out armed vessels and employ them in capturing enemy merchant shipping.

Want ads save money.
TAKE IT EASY TAKE A BOOK
- Latest Best Sellers
Enjoy a good book from our modern Rental Library.
Call at
BISHOP'S PHARMACY

RUTLEDGE Oil Company
WHOLESALE PANHANDLE PRODUCTS
Phone 68

PENNEY'S Special Purchase



NEW RAYON CREPE
\$5

A special Penney purchase brings you the good-looking rayon crepe prints... at low price! Brand new styles, brand new patterns... very special even here at Penney's where good buys are the rule! In spring's fresh colors. Misses' and women's sizes, too.

HURRY! SAVE!



Girls' Dresses With Whirling Skirts!
1.98

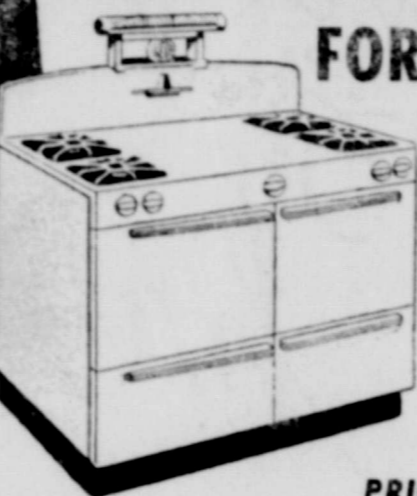
CHECK THESE! SAVE

Men's Shirts, Sanforized
Khakis 1.98
Dress 2.00

PENNEY'S CUTS YOUR COST OF LIVING

SOLVE YOUR CHRISTMAS PROBLEMS WITH APPLIANCES FROM WHITE'S

Now \$40



FOR YOUR OLD STOVE
WHEN TRADED-IN ON THIS
DELUXE KALAMAZOO GAS RANGE
REGULAR PRICE \$199.50

White's has a market for your old stove, even if it's not much more than scrap metal. We'll pay you its full market value regardless of age or condition — and you might be surprised how much it's worth!

PRICE WITH YOUR OLD RANGE DURING OUR CHRISTMAS THRIFT SALE...
EASY TERMS! \$159.50
65 WEEKS TO PAY!

HAAG WASHING MACHINE

- ★ Gentle-Action Wringer
- ★ Dual-Life Gearing
- ★ Turn-Flo Tub
- ★ Double-Quick Agitation

ONLY \$129.95
65 WEEKS TO PAY!

WITH PUMP \$139.95

Here's everything you want in a washing machine... quality and satisfaction are guaranteed. With the Haag you'll get the cleanest, easiest washing you've ever had!

NAXON PORTABLE WASHER

4-SHEET Life Time PORTABLE NEW BEAUTY—NEW COMPACTNESS—NEW STURDINESS!

Just the washer you've been waiting for—up-to-the-minute in modern design—and with supreme performance such as you have never seen in a portable. Washes everything—from delicate lace curtains and silks to full 4-POUND BLANKETS—safely, quickly, cleanly and thoroughly. Ideal for the everyday family laundry.

Now Only **\$67.45**

EASY TERMS \$1.25 PER WEEK

A SEW-GEM IS THE GIFT SHE'LL REMEMBER every day of the 365

Only SEW-GEM GIVES YOU THE RIGHT HAND BOBBIN AND THE SILENT CHAIN DRIVE!

PORTABLE ELECTRIC MODEL—ONLY... **\$149.75**

Indeed... a new sewing ease and convenience! The bobbin is always at your right hand, ready for easy, instant removal. And the silent chain drive that gives you a smooth application of power, assuring positive timing of your stitching.

UP TO 65 WEEKS TO PAY!

Say Merry Christmas! GIVE HER A **MAGNETIC HOME CLEANER**

TERMS \$125 Down \$49.95 \$125 Week WITH 15 ATTACHMENTS!

Easy to operate, sanitary, versatile, complete. It cleans, purifies, sprays, deodorizes, moth treats, polishes, and keeps the home spic and span in every way. MAGNETIC reaches dirt everywhere—above the floor as well as on it.

AUTHORIZED DEALER
WHITE Auto Store
117 West California Phone 323

From Palace Beauty Shoppe MERRY XMAS

Hope every hour of Christmas day And every minute too. Will really be just Loaded down With happiness for each of you.

Bess Cantwell, Prop.
Phone 442

Sixty 4-H Club Girls At Party On Saturday

The 4-H club girls of Floyd county held their annual Christmas party Saturday afternoon in the American Legion hall from 2 until 4 o'clock. All clubs were represented except Providence and Sand Hill. Sixty girls were present for the party.

The program for the afternoon began with the girls singing Christmas carols, led by Mona Williams and Lois Ann Herring. Then games of musical chair, Choo Choo train, and blowing out the candle were played. The girls were then seated and Miss Petty awarded medals to the outstanding girls for their work in 1948.

Refreshments of cookies and tangerines were served and then the girls drew numbers for the exchange of the Christmas gifts which was held around a beautiful tree. To close the program the girls sang "White Christmas."

Girls present from the Floydada 4-H club included Jane Pope, Linda Maxey, Wanda Lee Jones, Nita Joe Lightfoot, Aurie Belle Eubanks, Virginia Morris, Dolores Gee, Sammie Copeland, Marilyn Jones, Ovidia Jones, Rena Mae Willis, Juanice Shearer, Lavern Millean, Alice Latta, Judy Moss, Ina Jean Noland, Marcelita Green, Barbara McNeill, Shirley Harper, Mona Williams, Loyce Ann Herring, Greto Jo Herring, Mary Patterson, Carolyn Williams, Patricia Bayley, Myrna Webb, Helen Hartzog, Mozell Smith, Jo Hall, Barbara Hall, Juanell Baker, Margie Turner, Hattie Boyd, Benevie Boyd, Genevieve Boyd, Wilma Jean, Mae Frances Scott, Margaret Lovell, Marlene Hollins, Sonja Beth Wilson, Gail Darlene Dorrell.

Present from Lockney 4-H club were included: Sue Wofford, Betty Ann Johnson, Clydelle Hill, Katie Ray Rucker, Kathy Warren, Martha Warren, Edile Lynne Hammonds, Joan Hucksabay, Barbara June Hays, Darla Allison.

The Lakeview 4-H club members present included Dorothy Breed, Mary Newberry, Betty Sue Thornton, Patricia Spears.

South Plains 4-H club members present were Winnie Katherine Hartman and Peggy Jones.

Lone Star club included Loretta Marie Peugh, Frances Nell Wells.

Dougherty club members included Ginger Tinnin.

Sponsors present to assist Miss Petty were Mrs. Homer Newberry, Mrs. Orvus Shearer, and Mrs. Joe Dunn.

The Largest Soft Coal Producer

The state of West Virginia is a heavy producer of soft coal, having ranked first in this field for many years. With the exception of Arkansas it is the largest producer of hardwood timber in the U. S. Its mineral production is large and varied, including petroleum, natural gas, glass and glassware.

Mr. and Mrs. J. L. Nichols of Norman, Oklahoma, and Mr. and Mrs. Kenneth D. Johnson and children of Lubbock and Mr. and Mrs. Edward Wester will spend Christmas with Mr. and Mrs. H. N. Powell and Jimmie. Mr. and Mrs. Johnson will also visit with Mr. and Mrs. W. D. Johnson.

Mrs. C. P. McPherson of Lockney will have her children with her for Christmas. They are Miss Mary Louise McPherson of Floydada, Wylie McPherson of Victoria, Texas, Mr. and Mrs. Jay McPherson and children and J. P. and E. C. McPherson of Lockney.

Sunday dinner guests of Mr. and Mrs. W. M. Dorsey will include Mr. and Mrs. John Key West and children, Mr. and Mrs. A. M. Dorsey, Mrs. Bob Henry, and Mr. and Mrs. Bowman Dorsey and children of Lubbock.

Charles Ray Hamilton, son of Mrs. A. J. Hamilton, and Macyl Orman, son of P. L. Orman, are here from A. and M. college at Bryan, Texas, to spend the Christmas holidays with their parents.

Writing fluids. Hesperian

Schools Call Off Athletics Until Jan. 4

Their first game of the basketball season behind them, schools of District 3-A this week called a halt to athletic activities, basketball in particular, with the idea of resuming a furious race for first place honors in basketball as soon as schools re-assemble after Christmas.

Second game of the first round robin will be played on the night of January 4 with Floydada at Spur, Ralls at Paducah, Abernathy at Matador, Lockney at Crosbyton. These games are expected to tell a lot as to the relative strength of the teams and point to the probable winner in the double round robin.

Tuesday night of last week Abernathy won over Crosbyton in the conference opener 25 to 24, Paducah over Lockney 29 to 20, and Floydada over Matador 50 to 12. Spur at Ralls won the most spirited game of the four 36 to 32 in an extra period when the teams tied.

Football Schedule Re-Vamped
At the meeting of the district committee last week the committee ratified the action of the state committee in assigning Tulia High school to district 3-A, and re-vamped their schedules to take care of the ninth school in the district.

A few swaps and a few changes made it an easy job, said T. T. Graves, superintendent of Floydada schools, who is district chairman.

However, the added school in the conference does two things to the schedule for next fall.

(1) It reduces the number of open dates to two; and

(2) It makes the conference football season open in mid-September.

Crosbyton Chiefs will be the first team to lay their district chances on the line with the Hornets of Tulia. The two teams will clash on September 16, the first and only conference game on that date. On September 23 it will be the Spur Bulldogs to take on the new-comers.

Floydada and Lockney, the only two teams in the district which have met the Hornets in previous years, will not have to meet them until later in the season. Lockney will be first with their Tulia game on October 7. The Longhorns will go to Tulia for this game. Floydada Whirlwinds, which have had Tulia as non-conference contenders early in the season, will play the Hornets on November 4.

The meeting of the school officials Thursday was held at Matador and was harmonious throughout, said Mr. Graves.

Mr. and Mrs. Bob Smith will have their daughters and their families visiting with them during Christmas. They are Mr. and Mrs. Phil Merry and Linda and Mr. and Mrs. U. P. Weber of Denver, Colorado. They will arrive tonight and return to Denver January 1.

Miss Marlene Poote, student of the University of Texas at Austin, Texas, arrived home Sunday for the Christmas holidays. She is the daughter of Mr. and Mrs. C. D. Poote.

HYBRID VIGOR IN BEEF

Continuous crossing of three beef breeds seem to indicate that this is a practical method of maintaining hybrid vigor in beef cattle bred for the market, says the U. S. Department of Agriculture.

The Bureau of Animal Industry reports results of a practical test of this method of combining Short-horn, Herford and Aberdeen-Angus cattle at the U. S. Range Experiment Station.

Measured by ability to grow, the first cross of Shorthorn and Hereford produced animals superior to the Hereford. The second generation which introduced an Angus sire in the cross, did not grow as fast as the first cross, but the carcasses showed exceptional quality. Comparing the three-way cross with a Hereford sire, produced beef animals that were the best in the experiment, measured either by carcass quality or by growth.

In reporting these results, the breeding specialists of the Bureau emphasize that this system is in no sense a mongrelization of breeds. Desirable results in beef production, they point out, develop from the continuing use of purebred sires. Each distinct breed of cattle represents a measure of inbreeding. Corn breeders carry inbreeding to an extreme in developing hybrid corn. Such extreme inbreeding in beef herds would not be practical, but a well managed breeding program making use of the best purebred sires available seems to offer to beef breeders a practical method of gaining some of the practical benefits of hybrid vigor.

Mr. and Mrs. Harry Morekel left yesterday morning for Springfield Missouri, to spend the Christmas holidays with Mr. Morekel's father, C. W. Morekel, and Mrs. Morekel's brother, Paul Buchanan.

Miss La Rue Graves of Baylor university in Waco, Texas, is here for the Christmas holidays visiting with her parents, Mr. and Mrs. I. T. Graves. Mr. and Mrs. Perry Bell of Canyon, Texas, are also here for the holidays.

The employees of the First National Bank will be entertained Thursday evening at the home of Mr. and Mrs. Earl Crow with their annual Christmas party.

Mrs. W. M. Houghton of Amarillo is in Floydada visiting Mr. and Mrs. R. P. Stovall and Mrs. Roy Stovall.

Writing fluids. Hesperian

'T WAS THE NIGHT BEFORE CHRISTMAS



And with everybody's mind on Christmas, we particularly think of our friends and patrons whom we have enjoyed serving this past year. We say to all of you, "May you have a very cheerful and happy Holiday."

STEWART'S CLEANERS



In the glistening lights and merry manner of the Christmas Season, may you find complete happiness and joyous festivity. And in the calmness of Christmas Day it is our sincere hope that you will find deep and abiding faith to carry you through the years ahead.

FLOYD CREAMERY
E4 LA ANGUS, Mgr.



SPEARS AUTO CO.



MERRY CHRISTMAS
And Happy New Year
LADIES SPECIALTY SHOPPE

Wishing you THE JOYS OF THE Season
Our pleasant associations inspire sincere appreciation.
May your Holiday Happiness and Good Cheer continue with you throughout the coming twelve months.
LUNCH BOX CAFE



VOGUE BEAUTY SHOP
PHONE 33

Student Night Program For Baptist Church

College students from the First Baptist church will have charge of the student night program Sunday night, December 26, 7-9. Dr. Frank H. Leavell, secretary of the Department of Student Work of the Sunday school board, says, "The worthy purpose of the student night program is that Baptist generally may know more definitely or work among Baptist students; that college students may be kept in vital contact with their home churches; that churches may recognize and utilize their young people; that Baptist work among students may enjoy a service of spiritual uplift from sincere christian witnessing."

The theme of the program Sunday night is "Christ challenge to college youth."

Wendell Daniel will play the organ and Ted Lanham direct the music.

Song service led by Ted Lanham. Scripture reading by Seth Johnston.

Prayer—
Talks by college students;
Home church experiences I found most helpful at college;
Typical day at college;
High lights of B. S. U.
Maximum christianity as I see it;
Permanent values of B. S. U.
Beyond the college gates;
Special music;
Message: Christ's Challenge to College Youth. Rev. Lonnie A. Doyle, pr.

There were approximately 25 students from the First Baptist church in college at this time, it is estimated.

Mr. and Mrs. Ray McEntire and family are leaving this week for Amistad, New Mexico, where they will spend the holidays with Mrs. McEntire's parents, Mr. and Mrs. Jim Bagwell.

Mrs. T. L. Shipman returned home the last of the week from Borger, where she had been for several days visiting with relatives.

Mr. and Mrs. Tink Carter and family of Amarillo, Texas, will spend Christmas with Mr. and Mrs. Everett Perry and family. Mr. and Mrs. John R. Tinnin and family will also have Christmas dinner at the home of Mr. and Mrs. Perry.

Miss Myrtis Sargent of W. T. S. C. in Canyon will visit with her parents, Mr. and Mrs. L. A. Sargent, during the Christmas holidays.

Get the want ad habit.

Business Hours Long Tomorrow For Shoppers

It looks like Floydada is to be a well-closed up town on Christmas day, so far as business activity is concerned in most any line. Gins and elevators and industrial businesses of one kind and another are falling into line with the pre-announced plans of retail establishments, so the reports to the Hesperian office indicate.

For that matter Friday will be a

short business day for the First National bank, where the announcement says, business will be suspended and the bank closed at 1 o'clock. County offices will go one better and be closed all day on Christmas Eve, December 24, it was indicated to a reporter for the Hesperian yesterday. One official said that no business is transacted on Christmas eve anyhow, so the officials had as well make it a holiday as to stand around and do nothing. The offices will be closed officially on Christmas day also.

Business Hours Until Late

Retail establishments of the community will be open tonight for three hours longer than usual and again on Friday night to be sure to give all Christmas shoppers a chance before they close up for the holidays on Christmas day.

Want ads save money.

Mr. and Mrs. Lloyd M. children of Perryton, Texas, home Tuesday to spend the Christmas holidays with their parents and Mrs. Ham Smith, Sr., and Mrs. O. E. Murry.

Mr. and Mrs. David K. spend Christmas in Canyon where they will visit with Kirk's parents, Mr. and Mrs. Cooper and Jack.

Mr. and Mrs. Harold S. Abernathy will have Christmas dinner with Mr. Sparks, Mr. and Mrs. Alva Sparks.



Santa is checking the list for FINE FOODS!

He knows he's going to the right place, where he goes to —

O. K. CAFE

Bringing you
BUNDLES of Happiness and Good Cheer

DANIEL AUTOMOTIVE

And Employees

Charge Filed Against Negro For Maiming

James Lee Smith, the negro man who killed another negro in southwest Floyd county a year ago and disappeared for 24 hours or so, did a repeat act in Floyd county Saturday night, and is being held charged with maiming on a complaint filed in Justice O. B. Olson's court by Sheriff Leland A. Hart.

Smith drove the point of a knife into the forehead and eye of Orvel C. McDaniel, another negro, the complaint alleges. The injured negro's eye was removed this week. Smith pulled out on foot after the altercation, the same as he did a year ago after he killed the negro then. He slew the negro a year ago with a gun.

Smith is at freedom on a 5-year suspended sentence from the murder charge of a year ago. He could be given two to 10 years on the maiming charge, if proven guilty, said District Attorney John B. Stapleton. Smith and another negro came over to Barwise Saturday night, where the maiming is said to have occurred, from Swisher county in a borrowed truck.

Mr. and Mrs. V. H. Boteler will have as their guests for Christmas Mr. and Mrs. Virgil Boteler and Mrs. Rudy Krawl of Albuquerque, New Mexico, Mr. and Mrs. Macey Boteler and Miss Betty Boteler of W. T. S. C. in Canyon.

Mrs. W. J. Kaiser of Dallas, Texas, arrived Wednesday to spend two weeks visiting with Mr. and Mrs. L. L. Switzer and Thelma. Mrs. Kaiser is Mrs. Switzer's sister.

Miss Beth Rinson of Texas State College for Women at Denton, Texas, arrived home Saturday night to spend the Christmas holidays with her parents, Mr. and Mrs. E. E. Rinson. Beth will report back to school January 4th.

Mr. and Mrs. Johnnie Patton and daughter, Hazel Faye, of Salt Flats, Texas, will spend Christmas in Floydada visiting with Mr. and Mrs. R. S. Patton and Hazel.

Mr. and Mrs. K. Terrell and son, Aubrey Kay, will leave today for Fort Worth, Texas, where they will spend Christmas with their daughter and her family, Rev. and Mrs. H. E. Wooten and son, Douglas.

Mr. and Mrs. C. M. Battey will have their children with them for Christmas. They are Mr. and Mrs. Clark Battey and children of Kreek, Mr. and Mrs. Thomas Warren, and Miss Charlene Battey.

Mr. and Mrs. L. T. Hickerson and daughter, Pat, and Mr. and Mrs. Buck Hickerson and family will leave Friday for Grand Prairie, Texas, to visit with their parents, Mr. and Mrs. F. L. Hickerson during Christmas.

Miss Margaret Huckabee of Texas Tech in Lubbock arrived home Tuesday to spend the Christmas holidays with her parents, Mr. and Mrs. Burl Huckabee.

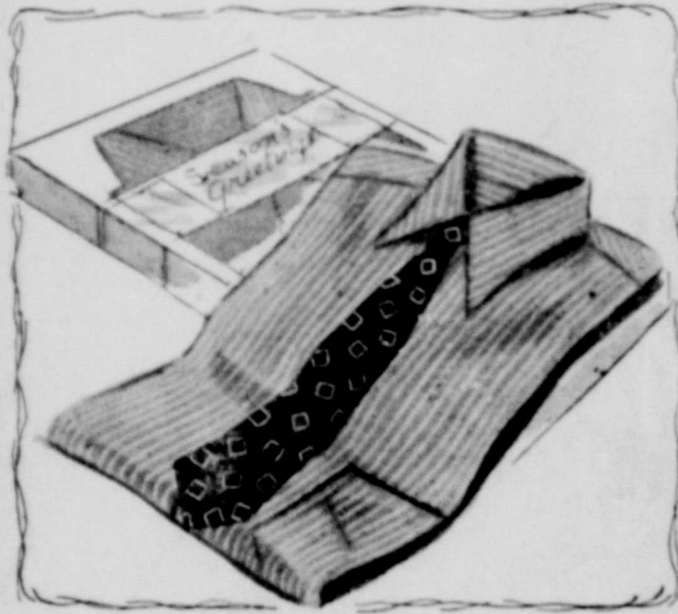
Lella Petty, county Home Demonstration agent, left Monday for Austin where she will spend Christmas with her sister, Mrs. Carl Stone.

Billy Wester of North Texas State Teachers college in Denton, Texas, is here visiting with his parents, Mr. and Mrs. J. C. Wester, during the Christmas holidays.

Mr. and Mrs. J. B. Robertson and daughter, Martha Sue, of Stanton, were week-end visitors of Mr. and Mrs. O. F. Cummings and family.

IT'S NEVER TOO LATE AT PENNEY'S

LAST MINUTE SHOPPERS GUIDE



MEN'S **Town Craft Shirts, 2.98**
Solids, Fancy, White, 14 to 17

MEN'S **PAJAMAS, 3.98, 4.98, 6.90**
Elastic Belt or Draw String

Men's Dress Gloves, 3.98
Lined or Unlined

Men's Mufflers, .98 and 1.98
Rayon or Wool

Genuine Horsehide Coats 24.75

OUTSTANDING SELECTION **MEN'S TIES, 1.49**

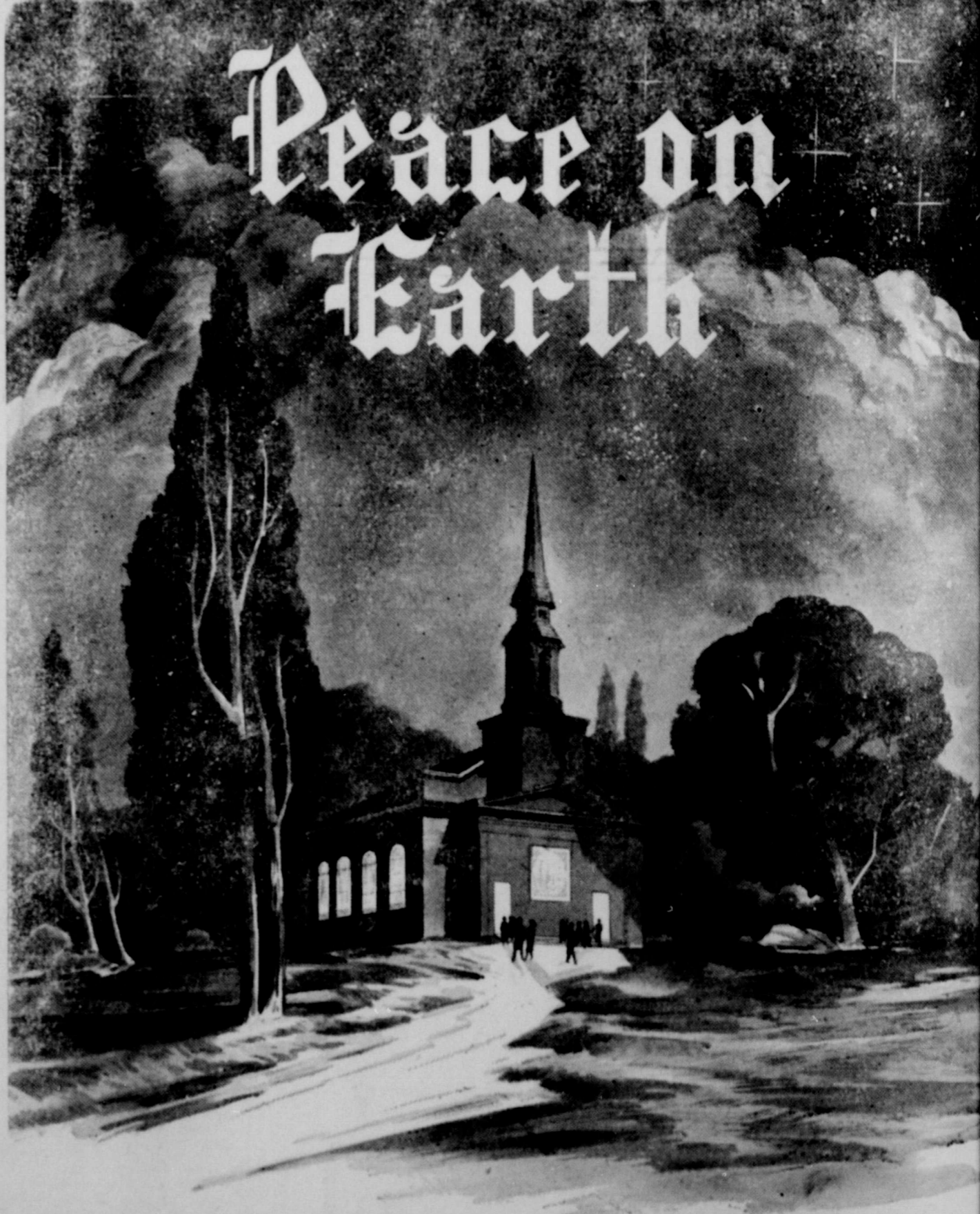
MEN'S ALL WOOL GABARDINE **Western Suits, 34.50**

Travel Kits, 2.98, 4.98

All Leather Luggage, 32.75 44.75 plus tax

Store Open Until 8:30 p. m. Thursday and Friday, December 23 - 24

TOYS REDUCED FOR QUICK SELLING



SOUTHWESTERN PUBLIC SERVICE COMPANY

24 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

SANTA LETTERS



Dear Santa,
I am only one year old so my aunt is writing this for me. I would like for you to bring me a doll and set of plastic dishes. Thank you for the tricycle.
Love,
Judy Switzer

Dear Santa,
I am a little girl seven years old. I go to school at Cone. I have been a good girl the past year. Please bring me a doll and suitcase, some "Old Maid" playing cards, a zipper notebook and a set of dishes. Also some fruit, nuts and candy.
Your friend,
Christine Patterson

Dear Santa,
I am a little girl four years old and live at Cone. I have been very good. Please bring me a doll with a snow suit and suitcase.
Love,
Mary Patterson
Floydada, Texas

Dear Santa,
I am a little boy six years old and in the first grade. I have tried to be good so please bring me a two gun set, doctor kit and a lariat rope, fruit, nuts and candy.
Don't forget my little school mates and teacher.
Lots of love,
Troy Lee Johnston

Dear Santa Claus,
I want a bicycle and a high chair for Lynda.
Love,
Barbara Ann Smith

Dear Santa Claus,
I am a little boy three years old. I want a fire truck, some fire works, nuts, fruit, and candy. Santa please remember my little cousins, La Juana, Lanetta, and Ronie, and all little children.
James Darrell Elza

Dear Santa,
We are little sisters, 10 and 6. We want magic skin dolls, house shoes, baby trunks and doll clothes. Fruits, nuts and candy. We have been good little girls. Don't forget all the other little boys and girls.
We love you,
Gayle and Sue

Dear Santa,
We have been a good boy and girl so please bring us these toys. For Jennifer, a doll, doll house, and furniture, electric sweeper, and a toy piano. For Bill, a two gun holster, cowboy hat, filling station. Conoco, that is and a fire truck with a siren. Be good to the other little boys and girls.
Bill and Jennifer Kay Henry
P. S. We are leaving you some candy under the Christmas tree.

Dear Santa,
I have been a good little boy and I want you to bring me a little train, a tricycle, a wagon, and lots of candy, fruit, and nuts.
Also bring Mommie and Daddy something nice.
Sincerely,
David Ray Hart

Dear Santa,
I am a little boy five years old. I have tried to be a good boy, and would like for you to bring me a two gun cowboy outfit, blackboard, and some fruit, nuts, and candy.
Lots of love,
Kenneth Dale Rimmer

Dear Santa,
I am a little boy two years old. Please bring me a little train for Christmas, and some candy.
I love you, Santa Claus.
Thank you,
Floyd Wayne Lagrone

Dear Santa Claus,
I am six years old but too late to go to school this year. I am learning to print. I want a set of tinkertoys, a little farm, and a boot full of candy for Christmas. David wants a football.
I think we have been good boys.
Your little friend,
Lewis Eugene Lagrone

Starkey School
Dear Santa Claus,
I want a doll for Christmas and a table and chairs. Please don't forget the fruit, nuts and candy.
Lots of love,
Thelma Jo Ferguson

Floydada, Texas
Dear Santa Claus,
Please bring me an electric train and a gun. My little sister wants a tricycle for Christmas.
Your friend,
Jerry Bullock

Derby, Colorado
Dear Santa,
I am a little girl six years old and would like a doll and buggy and a doctor set. Please bring Charles some color books and crayons. I would also like a pencil box, fruit, nuts and candy. We will be at Grandma's in Amarillo.
Linda Sue Carathers

Floydada, Texas
Dear Santa,
I am five years old and have been a good girl this year. For Christmas please, Santa, bring me a doll that goes to sleep, with doll clothes, a doll house and a nurse set. Lots of nuts and candy.
Love,
Sharon Kay Culpepper

Floydada, Texas
Dear Santa Claus,
I am in the third grade. I want a football and an electric train. I wish you would come to Floydada. I go to the Andrews Ward school in Floydada.
Your friend,
Kearney

Since statehood all governors of Oklahoma have been Democrats.

**Volcanic Ash
or Concrete
Building Blocks
Concrete Pipe
DRIVE-WAY
GRAVEL**
available from —
Wayne Bennett

Season's Greetings

It is the "wealth" of good will, and the "strength" of good fellowship that make for a Merrier Christmas and a Happier New Year.

G. C. TUBBS INSURANCE AGENCY

Greetings

To all whose friendship we cherish so much...
A Merry Christmas
A Happy New Year

**D. W. FYFFE
SEED and FEED CO.**

Christmas GREETINGS

As we think of all the good things that we would wish you this Christmas, we cannot help but feel that this sentiment is inspired by your good will and friendship maintained through the years.

**STANSELL-COLLINS CO.
LOCKNEY IMPLEMENT CO.**

HAGOOD'S DEPT. STORE

Presents

The gift they will remember... for the rest of their lives!

never before... Sleep like this!

The greatest advance in sleeping comfort in 1000 years
PLAYTEX Superfoam PILLOW

with extra-fine Sanforized cotton coverings in White, Pink or Blue. **\$9.95**
with luxurious satin coverings in Blue, Tea Rose, Green or Cream. **\$10.95**

Compare these PLAYTEX PILLOW advantages with old-fashioned feather pillows:

- **No more tired mornings**—scientifically designed to give you cool, restful sleep... wake up fresh, full of vitality!
- **No more pillow-punching**—Playtex Superfoam is ever-buoyant... retains its shape always... keeps your head in most restful position all night long.
- **No more perspiration-soaked feathers**—made of hygienic, natural Playtex foam. Can be easily washed at home.
- **100% allergy free**—dust-proof, moth-proof, mildew-proof, vermin-proof. Hygienically packaged.
- **No more restless nights**—millions of tiny air bubbles gently cradle your head... give you new deep sleeping comfort... 100% dust-free!
- **No more hot soggy pillows**—Playtex stays fresh and cool all night long because it actually breathes. Will not hold the heat like feather pillows.
- **No more sagging, lumping, bunching**—takes a third of the time to change a pillow case and a third of the work! Fits into any pillow case.

Mail and Phone Orders Filled

Please send me the Playtex Pillows indicated below:

<input type="checkbox"/> with extra-fine, Sanforized* cotton coverings in	<input type="checkbox"/> Cash
<input type="checkbox"/> White <input type="checkbox"/> Pink <input type="checkbox"/> Blue @ \$9.95	<input type="checkbox"/> Charge
<input type="checkbox"/> with luxurious satin coverings in	<input type="checkbox"/> C. O. D.
<input type="checkbox"/> Blue <input type="checkbox"/> Tea Rose <input type="checkbox"/> Green <input type="checkbox"/> Cream @ \$10.95	<input type="checkbox"/> Money Order

Name _____ (PLEASE PRINT)
Address _____
City _____ Zone _____ State _____

HAGOOD'S DEPT. STORE

COPYRIGHTED 1948 BY INTERNATIONAL LATES CORPORATION

Annual Report Demonstration Agent Given

There are 16 Home Demonstration Clubs in Floyd county with an enrollment at the end of the year of 321 members. These represent about 29 communities. There are 12 Girls' 4-H clubs with an enrollment of 270. Clubs are organized in eight schools and they represent 29 communities, according to Miss Leila Petty, Floyd County Home Demonstration agent.

Demonstrations have been on the living room phase of home improvement and food production in women's clubs, and poultry production and clothing in girls' clubs. Clubs had a demonstrator for each demonstration carried. Most of these were visited during the achievement tours in November. In clothing work reports show 2213 dresses made by women, 40 suits and coats and 360 other garments, while 4-H girls have made 110 dresses and remodeled 21 garments.

One hundred fourteen girls completed projects in home gardens, poultry, dairy cattle, swine, food preparation, food preservation, clothing and housekeeping.

In spite of the drought food preservation has been done in large quantities, with 70,000 quarts fruit, and 65,300 quarts vegetables canned; 32,200 pounds fruit, 4,915 pounds vegetables, and 409,000 pounds meat frozen; and 200,000 pounds meat cured.

Impressive Work Done

Miss Petty says that results of work done in housing and home improvement among club members is quite impressive. Eighty kitchens have been materially improved, 85 living rooms, 83 bedrooms, and 49 bath rooms. One hundred three families have added major equipment such as ranges, refrigerators and washing machines; 40 have added permanent storage in kitchens; and 270 families have added major pieces of furniture, such as chairs, dressers, beds, etc. There have been 1878 cotton household articles added, such as sheets, pillow slips, and towels.

One of the outstanding demonstrations of the year was on making leather gloves. One hundred two pairs of leather gloves have been made at an average cost of \$1.97 per pair.

Miss Petty attended the 4-H organization training meeting in Plainview in February; the annual district outlook meeting at Lubbock, the boys' and girls' discussion meeting sponsored by the Farmer-Stockman at Plainview, a two-day training meeting on work simplification directed by Mrs. Florence Low, Home Management specialist, and a 3-day Clothing Construction training meeting at

Plainview, all in March. In April she attended a district meeting at Lubbock devoted to the research study on "The Effectiveness of Extension Work". In May she helped clubs plan for serving dinner to the "Old Settlers" and attended a Rotary club luncheon where the program was given by club women.

District 4-H Camp
Three days were spent in June helping make plans and buying food for the District 4-H camp as her duty as a member of the foods committee, and then attended the camp.

A district meeting for Home Demonstration agents was attended in August. The Girls' 4-H and Women's rally day were held in August. In September she attended a two-day landscape school in Floydada conducted by Miss Sadie Hatfield, landscape specialist, also the tri-district meeting at Big Spring and a board meeting of the Home Demonstration Agents' association at College Station in October. She helped judge in the culinary department of the Panhandle South Plains fair at Lubbock and at the better baking show in Levelland, and chaperoned Dress Revue winners of Floyd, Hale and Castro counties to the state dress revue at the State Fair in Dallas.

In November she attended the luncheon at Lubbock honoring Mrs. B. M. Harris, outstanding district 4-H leader. In addition she has conducted a 4-H dress revue, attended the Simplicity Pattern 4-H Style show, and attended the county livestock show and the swine show. She has been present at all committee meetings of the Council.

Making Good Food Better

Much of the Expansion work has been done through newspapers and office calls. In March Expansion work included the showing of the Extension owned movie "Making a Good Food Better" to 45 students and two vocational teachers at high school; making a talk before 21 members of the Floydada Garden club, two Garden club members attended the training meeting given to home improvement club leaders on "The Care of the Landscape", two members of one of the Needle clubs attended the training meeting on glove making; and there was a visitor from Colorado and one from Iowa at one demonstration on "Floor Coverings for the Home". As a result of a feature story in the Farm and Ranch on "Findings in Floyd County," 14 letters have been received from counties in Texas, New Mexico, Arkansas, and Louisiana by Miss Petty and Mrs. Mal Jarboe (Mrs. Jarboe was featured in the story) about making down and feather comforts.

Directions and one design were mimeographed and sent to the people who wrote about making comforts. Both canneries have bulletins from the Extension service.

Both county newspapers are most cooperative in publishing articles by Miss Petty and club reporters. The two-day county-wide tour was an excellent type of Expansion work. Leadership training has expanded Extension work considerably.

Miss Petty has conducted a total of 10 Leadership training meetings with an attendance of 125 leaders. These leaders have had 71 training meetings with an attendance of 873. In addition they have helped 59 individuals. Sixteen attended the training meeting by Mrs. Florence Low on Work Simplification. These leaders have had 35 training meetings with an attendance of 419 and have helped 27 individuals.

Miss Petty has made 271 home visits during the year, had 450 office calls. Forty-four news articles have been published and 2654 bulletins distributed. She has given 173 method demonstrations in women's and girls' clubs with an attendance of 2969. Forty one result demonstrations have been conducted.

The metropolitan district of Phoenix, Arizona, has a population of more than 121,000.

A Fast Developing State

The state of Wyoming, which boasts the greatest reclamation project in the U. S., is fast developing into a great producing state. It is

claimed that one million head of fine cattle and 3 1/2 million head of sheep graze on its prairies, ranches and farms, that the wool clip each year is of great value, while dairy farming is increasing in the state.



Ira Harrison
Manager

Baptist Book Store

1212 Ave. Q - Lubbock

CHRISTMAS SPECIALS:

Projectors -- Slides -- Film Strips --
Religious Pictures -- Bibles -- Bible
Story Books -- Children's Books --

"Always Dollar Day Here"

FREE REMOVAL
INSTANTLY
OF CATTLE, HOG, SHEEP AND
HORSE CARCASSES
Call Floydada Cold Storage Locker
Phone 328
or Call Plainview 1444 Collect for
Prompt Service
PLAINVIEW RENDERING CO.



The Season's
Best Wishes

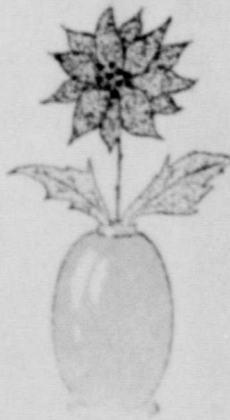
The Yuletide season with its multitude of joys and
manifestations of good cheer, is with us again. Once more
it offers us the opportunity to set aside the routine of
every-day business and in real sincerity wish all our friends
the blessings of A Merry Christmas and a Happy New Year.

ODEN CHEVROLET COMPANY
221 South Main Street
Floydada, Texas

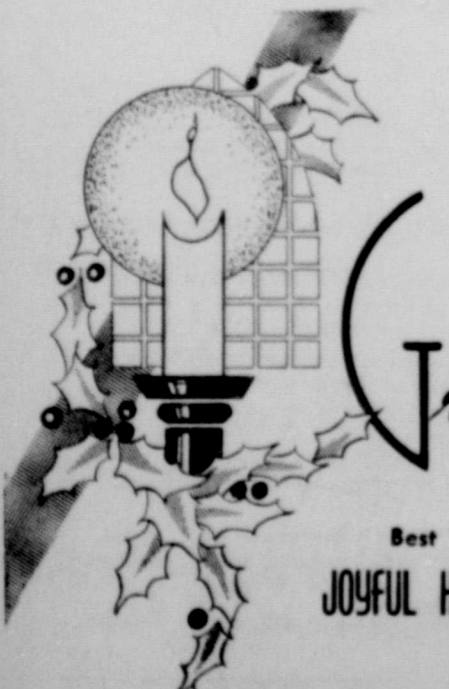
Season's
GREETINGS

WITH VERY BEST WISHES

for
THE HOLIDAYS



Badgett & Probasco
Radiator Shop



Greetings

Best Wishes for a
JOYFUL HOLIDAY SEASON

Y OIL COMPANY
P. Q. Haney

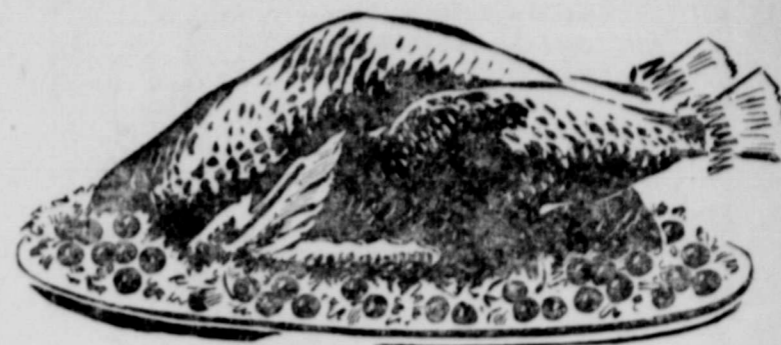
Why Get Excited?

Do your
Christmas Shopping
EASILY AND CONTENTEDLY!...

PIGGLY WIGGLY



PLUMP
DELICIOUS
TENDER
GOLDED



PURASNOW
FLOUR, 25 LB. **\$1.71**

PURE CANE
SUGAR, 10 LB. **87c**

DOLE
PINEAPPLE JUICE, NO. 2 **17c**

DROMIDARY
ORANGE JUICE, 46 OZ. **25c**

DEER NO. 2
KRAUT, **10c**

FOLGERS
Coffee, LB. **55c**

Raisins, 2 LBS. **39c**

JELLO, BOX **8c**

DILLS
Pickles, QT. **27c**

SHELLED
Pecans, LB. **69c**



80 COUNT
Napkins, BOX **15c**

PAPER
Towel, ROLL **19c**

DRESSED HENS, 59c
NICE AND FRESH POUND

CLUB STEAK, 59c
CHOICE BEEF POUND

SLICE BACON, 69c
WILSON CERTIFIED POUND



CHEESE, 49c
KRAFTS ELKHORN POUND

Picnic Hams, 43c
HALF OR WHOLE POUND

Cured Hams, 59c
Wilson's Certified POUND

OLD KENT
CORN, NO. 2 **19c**

ALL GOLD
PEARS, NO. 2 1/2 **45c**

DORMANS
New Potatoes .13

IMPERIAL
Mince Meat, 17c

ALL BRANDS
Cigarettes, CTN. **\$1.69**

DROMIDARY
DATES, 1 LB. **27c**

GREEN
OLIVES, QUART **\$1.17**

OLD MISSION
PIMENTOS, 4 OZ. **17c**

COTTAGE
Cheese
12 Oz. Carton **14c**

PORK
Chops
Lb. **53c**

Dreft
29c

Treet
47c

FARM FRESH FRUITS and VEGETABLES!

GREEN
CELERY, STALK **15c**

CALIFORNIA
ORANGES, LB. **14c**

LETTUCE, LB. **10c**

Yellow Onions, LB. **5c**

FRESH
CRANBERRIES, LB. **27c**

BOX \$6.60

WASHINGTON
DELICIOUS APPLES

POUND 15c

8 LB.

BAG

33c



For GOODNESS SAKE
Enjoy our
CHRISTMAS VALUES!

MIRACLE WHIP
SALAD DRESSING, PINT **39c**

COMSTOCK
SLICED APPLES, NO. 2 **20c**

HERSHEY'S
COCOA, 1/2 POUND **23c**

Cranberry Sauce, NO. 1 TALL **19c**

DOLE
Sliced Pineapple, NO. 2 **33c**

3 LB.
Crisco
\$1.05

VEL
29c

PET
Milk
15c

WHITE
KARO
1/2 GAL. **57c**

HEINZ
KETSUP, 14 Oz. **27c**

LIBBY'S
Pumpkin, No. 2 1/2 Can **19c**

Cake Flour, BOX **41c**

LIBBY'S
Baby Food, 3 CANS **25c**

UWANTA
SALMON, CAN **53c**

THESE PRICES GOOD

THURSDAY

&

FRIDAY

LIBBY'S
SPINACH, No. 2 **18c**

DURKEES
COCOANUT, Pkg. **15c**

WALNUTS, Lb. **43c**

Scott Tissue, ROLL **12c**

FRENCH
Mustard, 6 Oz. **10c**



SHOP EARLY



SHOP EARLY

Piggly Wiggly

3 BARS
LUX
25c

KRISPY
CRACKERS
25c

Babo
10c

DELMAR
Oleo
27c

SHASTA
Peas
12 1/2c

BAR
P & G
9c

QUART
Nuway
13c

MELBA
Cigars
\$2.19

CHRISTMAS WISHES

There's no time like Christmas time to wish all of our friends—
Good Cheer, Good Health and Peace.

FRANKS' GARAGE



WE EXTEND TO OUR FRIENDS

The Season's Greetings

Nelson's Conoco Station




Season's Greetings

A warm and friendly wish of cheer,
For Christmas and the coming year.

BARBEE GARAGE



Merry Christmas to All



and a
HAPPY NEW YEAR

CLINE AND RAINER
Auto Supply
BUICK SALES AND SERVICE

Letters To Santa



Dear Santa,
Please bring me a snow white dresser set, a nurse kit, and doll. Also a suit case for my doll clothes. Don't forget the candy and nuts.
Love,
Mary Elizabeth Thornton

Dear Santa Claus,
I have been a good boy this year and I wish you would bring me a station wagon and a horn I can play in the band with.
Please bring Daddy a tie with birds on it and Mama a pair of house shoes.
With love,
Gary Fultz
306 W. Crocket
Floydada, Texas

Dear Santa,
We are little twin boys, will you bring us a train, a tornado racer and some tinker toy blocks. We really like candy.
Don't forget granddaddy and grandmom.
Your little friends,
Donald and Ronald Thornton

Dear Santa Claus,
Please bring me a filling station, some brick blocks, and a racer. I'll leave my sock hanging on the tree for you to fill with candy and nuts. Remember my teacher, Mrs. Clonts. I'm sure she should have something very nice.
Your little friend,
Pat Thornton

Dear Santa Claus,
I have been a good boy. I am five years old. I would like to have a dump truck, a cap gun and holster, nuts, fruit and candy.
And bring my little sister a baby doll, stove, and a table and chairs. Please bring my brothers a cap gun apiece and a football.
We love you a lot,
Maurice and Janiece Ginn

Dear Santa Claus,
I am in the second grade. I want a truck and a wagon. Please don't forget my sister and brother.
Lots of love,
David Leatherman
Petersburg, Texas

Dear Santa,
I am a little girl 6 years old. Please bring me a doll, nurse set, a baton, house shoes, fruit, nuts and candy. Don't forget the other boys and girls. Thanks,
Your little friend,
Lydia Jane Nelson
Floydada, Texas

Dear Santa Claus,
I would like to have a football and a bicycle, two guns and I want a baseball and bat and a toy truck on a toy car and a steam shovel.
Your friend,
James Badgett
Floydada, Texas

Dear Santa Claus,
I want a bicycle and I want a doll, too, and my little sister wants a little doll. My mother wants a robe, my brother wants a hat and my grandmother wants a robe and some shoes.
Your friend,
Patricia Bartlett
Floydada, Texas

Dear Santa Claus,
I want a football suit and boxing gloves, a wood burn set, pecans, pecans, walnuts. I am nine years old.
Your friend,
Eddie Lee
Floydada, Texas

Dear Santa Claus,
I am a little girl eight years old. I want a dye-dee doll and a set of dishes, a baton and my stockings full of candy, oranges, apples and a doll buggy.
Your friend,
Snow Drop Dunn
Floydada, Texas

Dear Santa Claus,
I am a little girl eight years old. Please bring me a bicycle and dishes and cups. And please bring my little brother a car and an electric train. Don't forget the other boys and girls.
Your friend,
Gloria Carthel
Floydada, Texas

Dear Santa Claus,
I am a boy almost nine years old. I want a chemistry set for Christmas. I live in West Texas. My little brother wants a tricycle. I live on 111 West Jeffie street. My phone number is 251-J.
Your friend,
Billy Crowell
Floydada, Texas

Dear Santa Claus,
I want a BB gun and a box of BB's. I go to school in Floydada. I am in the third grade. My little brother wants a set of guns and a tricycle.
Your friend,
Roger Lean Blinnion

Floydada, Texas
Dear Santa,
I am a little boy two years old. I would like for you to bring me a wagon, a farm set, a telephone, a pair of comboy boots; also bring my little baby brother a rocking horse.
Kenneth Washburn

Merry Christmas

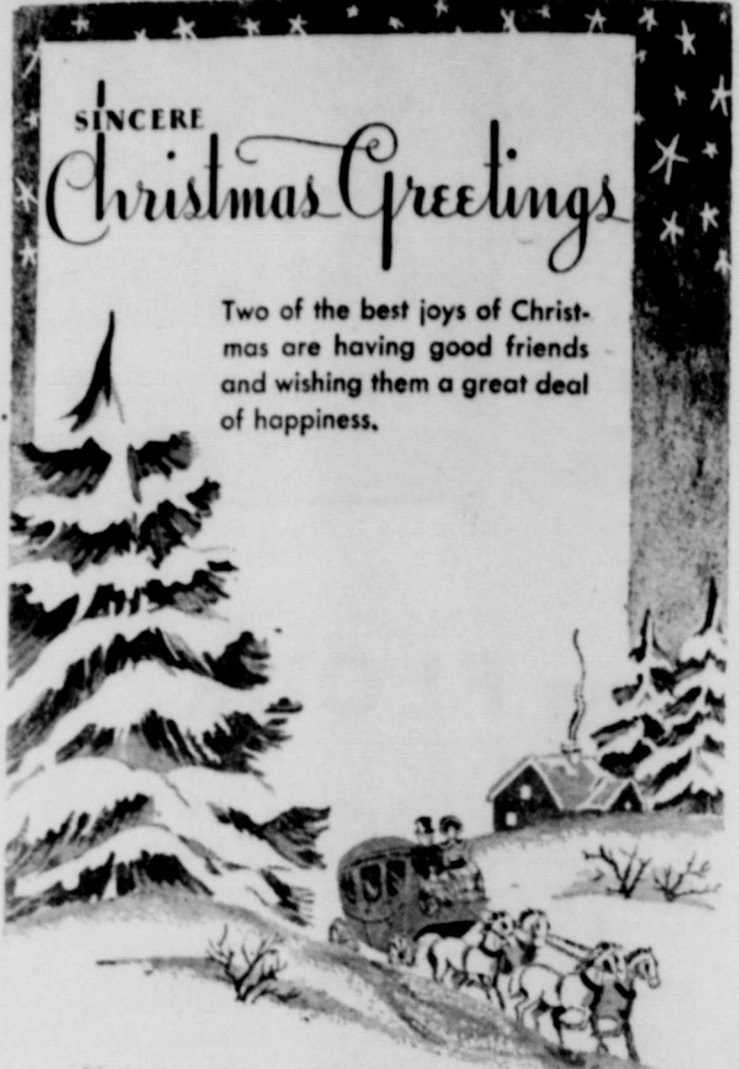
and
joy
for
the
New
Year



S. J. LATA
Implements


SINCERE
Christmas Greetings

Two of the best joys of Christmas are having good friends and wishing them a great deal of happiness.



MAGNOLIA PETROLEUM CO.
A. L. Wylie, Jr., Consignee

Joy to the World...



To everyone -- we wish all the joys of the Christmas season --
its warm and gay spirit, a rich and beautiful fellowship,
the spiritual goodness of its festive flavor. And may the
New Year be one of continued happiness and good health.

THE MASSIE WHOLESALE GROCERY
Floydada, Texas
Phone 45

SANTA LETTERS



Dear Santa,
This letter is including my sister, Nita Jo, who is one year old, my brother, who is five years old and me. I am ten years old.

We hope you think we have been nice this year. My sister wants a doll and a pretty dress, some blocks and candy. My brother wants some cars, a pair of shoes and a pair of house shoes. For me, I would like to have some shoes and house shoes. Also a baton. Don't forget my Mother and Daddy.

Love,
Nita Jo, Glenn Irvin and Darlene Dorrell

Floydada, Texas
Dear Santa Claus,
Would you please bring me a set of blocks and a little rocking chair. Remember all the other boys and girls, too.

Love,
Leslie Patrick

Floydada, Texas
Dear Santa Claus,
Please bring me a doll buggy and doll clothes. I am five and a half years old and will be a school girl next year so I would like to have a school satchel to carry my books.

Thank you,
Dwana Beth Scott

Dear Santa,
I am a little girl four years old. For Christmas, I would like a doll that you can feed with a spoon, clean her ears and shampoo her hair, a table and chairs, set of dishes, cooking utensils, doll bed, a pair of cowboy boots and a rolling pin. Also fruit, nuts and candy.

Lots of love,
Dana Walding.

South Plains, Texas
Dear Santa,
I am a little boy three years old. I would like to have a toy shotgun and my big brother wants a real shotgun.

I help my daddy feed the calves and build fence. Please remember my grandparents as I have seven. Sue and I would like to have some picture books. I hope you have toys for all the boys and girls.

Lots of love,
Gary Wilson

Floydada, Texas
Dear Santa,
I am a little boy six years old. I have a brother two and a little sister four. Please bring them something nice. I would like a small bicycle.

Good-bye,
Van Lewis
Floydada, Texas

Floydada, Texas
Dear Santa Claus,
I am a little boy four years old. I have tried to be a good boy. For Christmas I want a cowboy suit and blackboard and anything else you can spare. Bring my baby brother, Randy, anything a baby can play with. I love you.

Ronny Bertrand
P. S. Don't forget my cousins, Dale and Jerry.

Counter sales books, adding machine paper, carbon, Hesperian

Dear Santa Claus,
I am a little girl six years old. I live at 525 W. Va. and would like for you to bring me a bride doll, an electric cook stove, and new shoes for my old doll.

Please don't forget my big brother Corkey, also Mother and Daddy, Granddaddy Guffee, and Uncle Homer.

I will leave something by the door for you to eat.

Love,
Sonja Kay Guffee
P. S. Please remember my teacher, Mrs. Stewart.

Dear Santa,
I am a little boy six years old. I help my mother with the dishes. I want a service station, a tractor with a trailer, and a pair of house shoes.

Remember all the little boys and girls.
Larry Orman

DRS.
CLOUGH & CLOUGH
Optometrists & Orthoptists
Clough Bldg. 111 West 7th
Plainview, Texas
Pho. 236 for Appointment

QUANAH FEED
By the Sack, Ton or Truck
43% Protein Cotton Seed Cubes.
43% Protein Cotton Seed Meal,
20/80 Mixed Feed.
SCOTT GIN CO.

LANDS

Land for Sale and to Lease for Farming and Grazing purposes in Floyd and other Counties; also large list of Town Lots.

W. M. MASSIE & BRO.

General Land Agents
Floydada, Texas

W. M. Massie J. M. Massie Hollis R. Bond

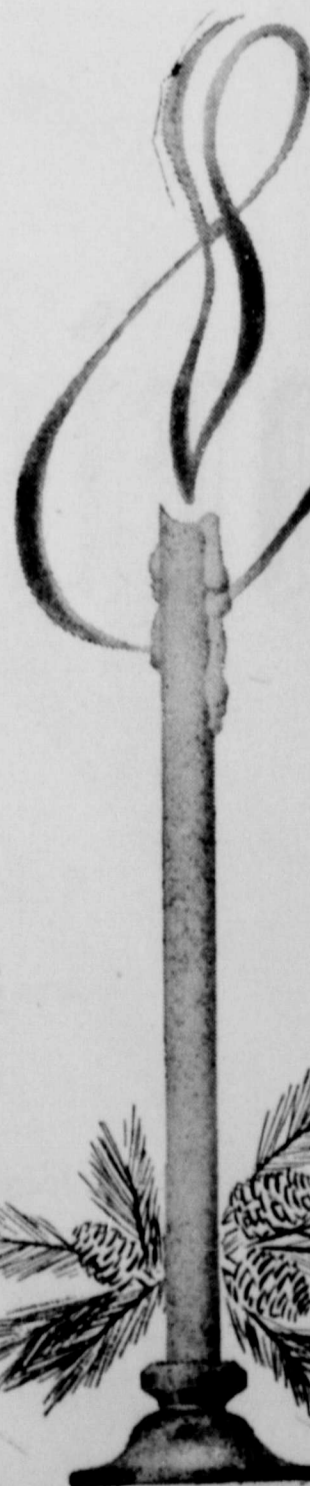


SAVINGS ON YOUR HOLIDAY FOOD NEEDS

Diamond Walnuts, Per Lb.,	39c
Hunt's All Green, Asparagus, No. 1 Can,	33c
Hunt's Fancy Cut, Green Beans, No. 2 Can,	27c
Lakeside Dainty Whole Beets, No. 2 Can,	26c
Hunt's Fruit Cocktail, No. 2 1/2 Can,	39c
Hunt's Boysenberries, No. 2 Can,	33c
Duff's Hot Roll Mix, Box,	27c
Swansdown Cake Flour, Box,	39c
Hi-Pop Corn, 2 Cans,	25c
Sugarkist Marshmallows, 2 Eight Ounce Pkgs.,	25c
Adams Orange Juice, 46 Oz. Can,	25c
None-Such Mince Meat, Pkg.,	19c
Kleenex, 300's, Pkg.,	25c
Ocean Spray Cranberry Sauce, 2 Cans,	35c

HULL & McBRIEN

Phone 292 We Deliver



Merry Christmas

Long-lasting friendships and the ever present desire to serve bring about an understanding of a better way of life and a deeper appreciation of the time-hallowed wish - A Merry Christmas and A Happy New Year.

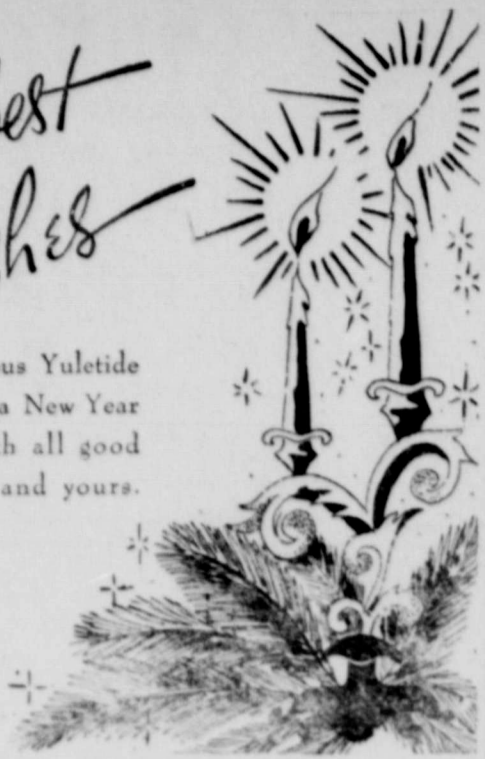
HENRY EDWARDS ELEVATORS

BARWISE

DOUGHERTY

With best wishes

... for a joyous Yuletide celebration and a New Year overflowing with all good things for you and yours.



PARKER FURNITURE CO.

SANTA LETTERS



Starkey School
Dear Santa Claus,
How are you? For me, I am fine. I have been good. I am in the fourth grade. I go to school at Starkey. I want a tractor, a set of plastic balloons, a truck with red lights and a wagon.
With love,
Pete Johnson

Floydada, Texas
Dear Santa Claus,
I would like a mickey mouse watch, baseball bat, combat boots, air racer, house shoes and robe.
Your friend,
Michael Badgett

Dear Santa Claus,
I have been very good. I want a stocking full of candy and chewing gum. I want a doll buggy too. Another thing I want is a bicycle. The main thing I want is a doll. I have studied very hard. I work very hard at home. Remember my sister. She wants a typewriter and a kodak. She has been very good, too.

Your friend,
Naomi Kiker

Cedar Hill, Texas

Dear Santa,
I am a little girl nine years old and in the fourth grade. Please bring me for Christmas a magic skin doll with brown hair that says M-a-m-a. I would also like to have a doll house with miniature furniture so my little sister and I can play dolls. Don't forget to fill my stocking with candy, nuts and some fruit.

Your friend,
Frances Lemons

Cedar Hill, Texas

Dear Santa Claus,
I am eleven years old and in the sixth grade at Cedar Hill. Please bring me a basket ball and goal set and football and remember everybody with nuts, candies and fruit.

Your friend,
James E. Lemons

Cedar Hill, Texas

Dear Santa Claus,
I am just three years old. I have a baby brother this year seven months old. I want a big magic skin doll with light hair and says M-a-M-a, and a doll house with some furniture. Bring some nuts, candy and fruit for everybody.

Yours truly,
Carla Lemons

Paducah, Texas

Dear Santa,
I am a little girl five and a half years old. I have tried to be a nice little girl. I want a little rubber doll with a bathinette, a paint set along with candy, nuts and fruits.

Please don't forget the other little boys and girls all over the world.
I love you, Santa,
Love,
Charlene Wright

Floydada, Texas

Dear Santa,
I am a little girl five years old. I have been a good girl. I help mother with the dishes and sweep the floors. I would like for you to bring me a magic skin doll, a plush rabbit, a wagon and a doll buggy and an electric iron, a table and doll quilt. Lots of candy and nuts.
Merry Christmas to you, Santa.
Joyce Ferguson

Dearest Santa,
We're trying very hard to be good little boys. Please, Santa, leave us a little car you can drive, a football, some cars and trucks and lots of candy and fruit.
Love you,
Bruce and Phil Horton

Floydada, Texas

Dear Santa,
I am a little girl five years old. I have tried to be good this year. I want you to bring me a doll buggy and anything else you want to bring me.

I would like plenty of candy and nuts.

Your friend,
Karen Lynn Reynolds

Starkey School

Dear Santa,
I have been a good girl. Please bring me a doll for Christmas.

Thelma Mason

Starkey School

Dear Santa,
I want a blackboard, fruits and candy, boots and skates for Christmas.

Norman Lee Ferguson

Floydada, Texas

Dear Santa,
I am a little girl five years old. I want you to bring me a little bicycle, a set of dishes, a piano, a telephone, a washing machine; also nuts, candy and fruit. Please don't forget all of my little friends.

Love,
Betty Washburn

Cedar Hill, Texas

Dear Santa,
I am a little boy seven years old and in the second grade at Cedar Hill. I like my teacher and classmates. I have tried to be a good boy and would like to have a pick-up with lights on it, a toy train and tracks, a cap pistol and some caps.

Yours truly
Marvin Lemons

Dear Santa Claus,
I want you to bring me a Chemistry set. My little brother wants a tricycle. I am nine years old.

Your friend,
Carr



Ring out, oh bells, ring out our Yuletide wishes to one and all. May the joy and peace of the Holiday be with our friends always.

RAINER SHOE SHOP

To our many friends—old and new—May the spirit of Christmas linger with you to brighten every day of the New Year.

Felt And Dillon Patterson
PHILLIPS 66 STATION

Holiday Greetings

We wish you each—we wish you all—the blessings and happiness of this Yuletide season. Our best wishes for your happiness now and all through the New Year.

It is again our pleasure to thank you most sincerely for your past patronage. We tried to serve you well—we hope to serve you even better in '49.

COPE'S DRIVE IN

GREETINGS

May all the joys and pleasures of the Yuletide be yours this Christmas.

And may the New Year be one of abundant good health and good fortune.

Thomas Grocery & Market
312 South Second on Highway 70

Christmas...

With another Christmas upon us, we feel a special pride, a personal glow of happiness in greeting our many friends in the real spirit of this glorious holiday.

For your peace of mind, your health and good cheer, we wish you all bountiful blessings of the Yuletide season.

It is in this spirit that we convey to you our message of a very merry Christmas and Happy New Year.

PLAINS EQUIPMENT COMPANY

CHRISTMAS GREETINGS

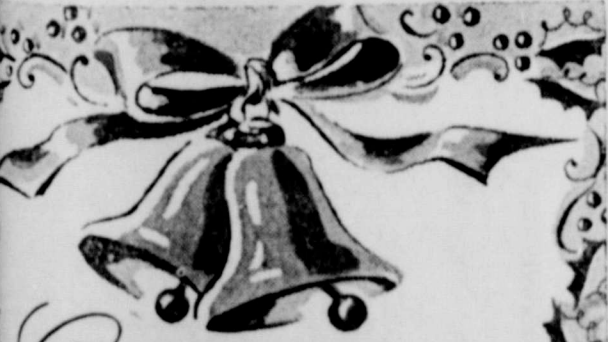
At this happy time of the year it is our great pleasure to extend to one and all sincere wishes for a joyous Yuletide.

Glover's Barber Shop
And
Health Clinic

With best wishes for Christmas

In appreciation for your valued friendship we wish to express our sincerest wishes for A Merry Christmas and A Happy New Year.

Bishop Motor Co.



Greetings and Best Wishes

Our cheeriest Yuletide sentiments harmonize with the merry notes of Christmas bells as they ring out—Joy to the world and Happiness to all.

ARTHUR'S SERVICE STATION
ONE 552 FLOYDADO, TEXAS
Phillips 66

Letters To Santa



Floydada, Texas
Dear Santa Claus,
Please bring me a doll with an evening gown on, a game, a cowbird suit with boots and guns. Also a doll house full of furniture. Daddy would like a pair of boots. Also, you can bring some nuts, fruit and candy.

I guess you can find me, Santa. I am going to Missouri to visit my grandmother. Be sure and bring my toys up there. Don't forget my teacher, Mrs. Hamilton.
Love,
Rilla Sue Duncan

Dear Santa Claus,
I have been a very nice boy this year. I am in the fourth grade. I would like to have two guns and holsters and a wood burning set. Don't forget my sister Kay. I don't know what she wants but I guess a doll. Don't forget to bring nuts and candy too. Think of other boys and girls too.

With love,
Bobby Assiter

Lockney, Texas
Dear Santa Claus,
I am a little boy six years old, but not hardly old enough to go to school. I have tried to be a good little boy, but am sure I have been mischievous at times. Anyway, I am still trying to be good. I am learning to make my ABC's and numbers. Please bring me a two gun holster set and a big wagon. Don't forget the many other boys and girls; also all our parents.

Always a pal,
Joe Melvin Allard

Tulare, California
Dear Santa Claus,
Bring me a doll with hair, a doll bathinette and any doll clothes that fit my doll, if you please. I have a little brother, Dennis. He isn't very particular so he would like most anything for a year old boy.
Don't forget my little friends in Floydada and my grandmother and grandfather Hennessee.

Love,
Jacquelyn Taylor

Floydada, Texas
Dear Santa Claus,
I am a little girl eight years old. My name is Sylvia. For Christmas I want a bicycle and baton and twin dolls. My little brother wants a tricycle and football suit and a dairy barn.

Your friend,
Sylvia

Floydada, Texas
Dear Santa Claus,
I am a little girl eight years old. I would like it if you would bring me a doll in a suit case with some clothes and a baton and a mickey mouse watch.

Your friend,
Neida June Barbee

Floydada, Texas
Dear Santa Claus,
I wish you would come to my home. I hope you will come and bring some toys to me. We have a Christmas tree. And bring fruit to me. Please, I want a bicycle.

Your friend,
Sammye Chick

Floydada, Texas
Dear Santa Claus,
I am a little girl eight years old. I would like for you to bring me a toy refrigerator, a toy cash register and two puncture proof tubes for my bicycle. I am in the third grade and have been on the honor roll every time. Bring Miss Meredith, my teacher, what she wants. Bring me lots of candy and nuts.

Your friend,
Janece Johnston

Floydada, Texas
Dear Santa Claus,
I would like an electric train. I have never had one in my life. My brother has had a wind-up train, but I have never had a train, so please bring me an electric one.

Your friend,
Jerry Chapman

Floydada, Texas
Dear Santa,
I am a little boy nine years old and I would like to have a bicycle. I would like to have a football, baseball bat and a baseball. Wish you would come to Floydada, Texas.

Your friend,
Harrell

Floydada, Texas
Dear Santa Claus,
I would like for you to bring me a big set of American bricks. I would also like a Black Sambo target game. And don't forget Mother and Daddy and sister.

Your friend,
Kenneth Baker

Floydada, Texas
Dear Santa Claus,
Bring me a baton and a game. Bring my brother a football and a helmet. Bring my teacher what she wants.

Your friend,
Maudine Barbee

Merry Christmas and Happy New Year

One of the real pleasures of Christmas is the genuine joy of wishing happiness and good health to our many friends.

Consumers Fuel Association

Merry Christmas

May your Yuletide be gay,
Your family near,
May your table be laden with food,
May all our good wishes extended today
For happiness, health and good cheer
Bring you and your friends and those you hold dear — a Happy and Prosperous New Year!

MARTIN & COMPANY
Your McCormick - Deering Dealer

SANTA LETTERS



Dear Santa,
I am a little girl seven years old. I go to Sand Hill school. Please bring me a magic skin doll and a doll buggy.
Good-bye,
LaJuana Womack

Floydada, Texas
Dear Santa,
I am a little girl seven years old. Please bring me a bride doll and a color book. Please bring some water colors too.
Good-bye,
Sandra Kaye Harber

Floydada, Texas
Dear Santa,
I go to Sand Hill school. I am a little girl seven years old. I want a color book for Christmas. Bring some crayons and a rubber doll, too. I love you.
Sue Adams

Floydada, Texas
Dear Santa,
I am a little girl six years old. I work hard at school. Please bring me a rubber doll. I live at Barwise now. Remember my sister, Twila Sue. She wants a sweater.
Good-bye,
Carolyn Hampton

Crosbyton, Texas
Dear Santa Claus,
I am a little boy whose name is John Taylor. I am seven years old, and would like very much to have a gun and scabert for my gun to go in.
I have a little brother whose name is Joe, and he would like very much to have a baby doll and a red John Deere tractor.

And my other little baby brother Tom would like to have a little pink and blue squeaky rabbit.
All three of us would like to have some nuts, candy, and fruit in our stockings when we get up Christmas morning.
Love,
John, Joe and Tom Taylor.

Dear Santa Claus,
I am a little girl seven years old. I have a little sister who is three years old. Her name is Lynn. Dear Santa will you please bring Lynn a doll and doll house with furniture.
Santa, I would like a doll, a sweet-heart necklace and bracelet set, and other toys if you would like to give them to us.
Thanks,
Judy and Lynn Jackson

Floydada, Texas
Dear Santa,
I am a little girl four years old and I have been good most of the time.
This Christmas I would like you to bring me a bride doll with blonde curls, a horn, a robe, some house shoes, some vanity lamps, some Donald Duck scissors, a little cooking set with silverware, and a ball.

Also please bring my Kitty a rubber mouse.
Love,
Mary Kay Asher
Route 1
Floydada, Texas.

Rome is divided by the Tiber River.

South Plains, Texas
Dear Santa,
Every day I ask my mother how many days until you come. I am a little girl four years old. I help my mother dust and dry dishes. I would like to have some little dishes and a doll. I would like for you to bring some bolts and fix the handle on my doll buggy.
Don't forget my big brother, Johnnie, and my little brother, Gary. Remember my cousins, Barry and Phil at Plainview, Ricky in Floydada and Billy at South Plains.
Love,
Sue Wilson

Dear Santa
I am a little girl 2 years old, and want you to bring me a doll with a bottle, also a telephone and a little table and chair.
Your little friend,
Becky Steen

Dear Santa,
I am a boy in the second grade. Please bring me a doctor set, boots, two guns and holsters, cowboy shirt, good rope, blue mickey mouse watch and boxing gloves and punching bag. Also fruit, nuts and candy. Boot size 13 1/2. You can find them at Hagoods. I love you.
Love,
Doug

Floydada, Texas
Dear Santa,
I am a little girl who will be six years old Christmas Day. I would like to have a magic skin doll with clothes, some glass, colored dishes, a cash register and a pink teddy bear. Don't forget all the other little girls and boys and bring us some nuts, fruit and candy.
Love,
Karen Sue Ring

Floydada, Texas
November 27, 1948
Dear Santa Claus,
I want a doll cart, a magic skin doll, a doll bed, and apples, oranges, nuts and candy. Please.
Love,
Pauline Ward

P. S. I will be moved to Matador by Christmas so please don't forget me. I have been a good girl.
Dear Santa Claus:
I want a set of boxing gloves, a tool chest and a gun and holster. Please bring all the other little boys and girls something nice. I've tried to be a good little boy.
Love,
Billy Walter Owens.

Dear Santa Claus
I am in the first grade this year and I am trying to be a good boy. Please bring an electric train and wagon to our house. I would like a filling station and a typewriter. My little brother, Charles, wants a cash register and some new records. Please remember all the other little boys and girls.
Bobby Christian

Dear Santa Claus
I can't write so my sister is writing for me. I am three years old and have tried to be a good little girl. I want some nuts, candy, a "Sunbabe" rubber doll, a stove, a refrigerator, a cabinet, a telephone and a big wagon.
Goodbye until Christmas.
Love,
Imo Jean Jones

Floydada, Texas
Dear Santa,
I am seven years old. I go to Sand Hill school. I want a gun, a bicycle and a bat.
Good-bye Santa,
Rex King

Floydada, Texas
Dear Santa,
I am six years old. My little sister is three. Her name is Darla Ann. Please bring her a doll bed. I would like for you to bring me a bicycle and a wagon.
I love you.
Richard Crow

Best Wishes

... May the Yuletide season be the harbinger of a year of peace and prosperity for all our friends.

Seale's Bargain Store

Christmas joy to All

H. M. McDONALD HARDWARE

Greetings for this Happy Season

... and may its spirit of love and of giving unfold you throughout the New Year.

Home Oil Company
M. C. Smith, Owner, Phone 64

Dear Santa Claus:
I want a set of boxing gloves, a tool chest and a gun and holster. Please bring all the other little boys and girls something nice. I've tried to be a good little boy.
Love,
Billy Walter Owens.

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I love you.
Richard Crow



HOLIDAY GREETINGS

To everyone whom we are privileged to call "friend and neighbor" go our heartfelt expressions of the Season's joyous sentiments.

O'NEAL AND COMPANY

Greetings for Christmas

The most cherished of gifts bestowed upon us by the outgoing year is the confidence of those we have been privileged to serve. Ever appreciative of this pleasant relationship, we want to express to our many good friends our sincerest wishes for a joyous Christmas season and a very happy New Year.

LIGHT & POWER DIVISION CITY OF FLOYDADA

F. C. Harmon, Mayor B. K. Barker, Secretary
Aldermen:
Walton Hale, M. H. Martin, Lewis Norman, J. A. Patterson, J. D. McBrien; Alfred R. Fuchs, Superintendent, Light and Power Division.

SANTA LETTERS



Dear Santa,
I am a little boy four years old, and have been very good most of the time.
Would you please bring me some cowboy boots, two guns and holsters, some spurs and a cowboy hat.
Thank you,
Ronnie Payne

Floydada, Texas
Dear Santa Claus,
I am a little girl six years old. I do not go to school, but I read at home. Please bring me a "coo doll" and an electric iron. Don't forget the other boys and girls.
I love you.
Judy Anne Williams

Floydada, Texas
Dear Santa,
I am a good little boy. I stayed out of school and pulled cotton. Please bring me a gun and scalper. I would like some crayons and scissors too.
Good-bye,
Clifford Deen Hill

Floydada, Texas
Dear Santa,
I am seven years old. I am a good girl. Bring me a doll buggy and some dishes. Don't forget my three little brothers. Bring them something too.
Good-bye,
Dorothy Lee Horn

Floydada, Texas
Dear Santa,
I am eight years old. Please bring me a bicycle and a wagon.
Good-bye,
Bobby Courson

Floydada, Texas
Dear Santa,
I am a little boy six years old. I am a good boy so please bring me a bicycle and a wagon. Don't forget my little sisters. We will be waiting for you.
Ray Strickland

Floydada, Texas
Dear Santa:
I am six years old and in the first grade. Please bring me an Erector set with motor, some tools and a toy filling station.
Don't forget sister, my mother and daddy, and my grandparents here and at Lubbock.
Love,
Ray McDonald

P. S. Please bring my dog Ginger a bone.
Dear Santa Claus
I am a little boy four years old. I have tried to be very good. For Christmas, I would like for you to bring me a double barrel shot gun, a Roy Rogers cowboy suit and a lariat rope.
Love,
Don Switzer

Dear Santa,
I am a little boy four years old. I have tried to be good. Will you please bring me a fire gun and a wagon, lots of candy and fruit. Oh yes, Santa, I have a little baby sister this Christmas. Will you please bring her a rubber doll. We both love you.
Love,
Nathan Mulder

Floydada, Texas
Dear Santa,
I am seven years old. I go to Sand Hill school. I want a bride doll.
Billie Gail Holmes

Floydada, Texas
Dear Santa,
I want a bicycle for Christmas. Bring Mrs. Williams an iron.
Good-bye,
Raymond Lee Holladay

Starkey School
Dear Santa Claus,
I have been a pretty good boy. I am in the fourth grade. I want a two gun holster set, a micky mouse watch and a pair of skates. I have a little sister who wants a doll and buggy for Christmas. Remember the other boys and girls of other lands.
Your friend,
Norman Davis

Dear Santa Claus,
I am a little boy six years old. I am in the first grade at school. I think I have been a very nice little boy. I help my mother some.
Santa, will you please bring me a cowboy suit, Gene Autry scalper and guns. Don't forget my teacher, Mrs. Hamilton, because she is so nice to me.
I have two sisters, Santa. One is eight and the baby is two. Would you please bring Corryne a sewing machine, washing machine, baton and doll clothes. Corryne is in the third grade and please, Santa, don't forget her teacher, Mrs. Reagan. She is very nice to her.
Santa, Bennie Darlene is my baby sister. She is very sweet and nice most of the time. Please bring her a doll buggy, tricycle and dishes. Don't forget all the other little children, Santa. Please be nice to my mother and daddy. We would like some candy, nuts and fruit, too. We'll be looking for you, Santa.
Your little friends,
Douglas, Corryne and Bennie Darlene Galloway

Lockney, Texas
Dear Santa Claus,
Thanks so very much for being so good to my sister and me last year. We have been pretty good little girls this year and want you to bring us lots of toys and things. We want a robe and house shoes, some story books. I want a micky mouse wrist watch. Please bring my little sister a toy watch so she won't cry to wear mine. I want a big drum and majorette boots. Please bring Barbara Sue a doll buggy to push her dolly in and a big ball. I'd like more furniture for my doll house, a new blouse and some bubble bath for all of us. Please don't forget the other little boys and girls. And fill all socks with candy, fruit, and nuts.
I love you,
Donita Milton

Floydada, Texas
Dear Santa Claus,
I am a little boy six years old. I have tried to be a good boy and help my grandpa all times. Will you please bring me a red bicycle. I would also like some fruits, nuts and candy and anything else you think I might like.
Lots of love,
Kenneth Dale O'Neal

P. S. Don't forget my brother, Tommie, and my little cousin, Janice.
Floydada, Texas
Dear Santa Claus,
I am a boy nine years old. I want a wood burning set and a paint set and some ladyfingers and little firecrackers.
Your friend,
Billy Orman

Best wishes for a very merry and joyous Christmas and a happy and prosperous New Year.

Bunnell O. K. Rubber Welders

SEASON'S GREETINGS

The shining star of Bethlehem is symbolic of the joy in our hearts which we want to share with all our friends when we say "Merry Christmas".

M. L. Solomon Jewelry

Let's be different THIS CHRISTMAS

While Christmas is a Season of Great Joy to all... most of us find the selection of appropriate and unusual gifts a real problem. With this in mind we offer the perfect solution... Give Books of Happiness to family and friends and you'll give weeks of entertainment, education and fun. Surely this is Decidedly Different... then too, what more appropriate gift could be chosen. Available in denominations of \$1.00, \$2.50 and \$5.00. Get yours today.

Give Entertainment with the BOOKS of HAPPINESS

PALACE THEATRE

SEASON'S GREETINGS

Place your order for the finest chickens anywhere. First hatch around January 10.

Try TEXO feeds. We have a full line of dairy and poultry feeds.

PATTON'S HATCHERY

Greetings!

May gifts galore grace your hearth, may joy rule in all your hearts!

Way Laundry
Mrs. W. J. Wilkes

MERRY CHRISTMAS

From the bottom of our hearts we wish for all our good friends a Yuletide brimming over with merriment and all good things.

Merry Christmas

This is the season of good will to be shared by new friends and old. It is in this spirit that we extend our sincerest wishes for a very merry Christmas to all.

Leonard's Cafe

Here they come —

THE NEW FUTURAMICS!

White sidewall tires optional at extra cost. Hydra-Matic Drive standard equipment on Series "98," optional at extra cost on "76."

Oldsmobile rolls forward into '49—with an All-Futuramic line—a new "76," a new "98," and a revolutionary new "Rocket" Engine

They're here! They're new! They're both Futuramic! Two sparkling new Oldsmobiles... rolling forward into '49. Upper left, the Futuramic "76"... with Fisher's newest body, panoramic vision, plus a remarkable new "Big Six" Engine. And out in front, a newly styled Futuramic "98"... with that revolutionary new "ROCKET" Engine you've heard so much about. It's a completely new, high-compression, valve-in-head eight that actually gives you more power on less gasoline! Combined with GM Hydra-Matic Drive, the "Rocket's" performance is so smooth, silent, and spirited, you've got to try it to believe it! Your Oldsmobile dealer invites you to inspect the new Futuramics—examine the new "Rocket" Engine—and experience "The New Thrill!"

HERE IT IS! Oldsmobile's new "Rocket" Engine, which offers all these features: Rigid-Block Valve-in-Head Construction; Dual Down-Draft Carburetion; Five-Bearing Precision-Balanced Crankshaft; Hydraulic Valve Lifters; Short Sturdy Camshaft; Steel-Reinforced Alloy Pistons.

FUTURAMIC

OLDSMOBILE

C. E. FYFFE CO., Floydada, Texas

Radio Electric Co.

SANTA LETTERS



Dear Santa Claus,
I'm a little boy who was eight years old Sunday, December 19 and am in the second grade. I've been pretty naughty sometimes, but most time I'm good. Will you please bring me a red wagon and double barrel shotgun, plenty of fruit and nuts. Remember all poor little boys and girls, Daddy and Mother and Aunt Shorty.
I love you.
Your pal,
Paul Wendall Atteberry, Jr.
Floydada, Texas

Dear Santa,
I am a little boy twenty months old. I have been real good and am looking forward to your visit Christmas. Please bring me a stick horse, aeroplane and a story book. Don't forget all the other little boys and girls.
Love,
James Lewis Norrell

Dear Santa Claus,
"Hello" Santa. I am a girl six years old. Have you can bring me a doll with blue eyes and magic skin, a doll stroller, sewing machine, and a cooking set if you can spare one.
Please remember to leave tricycles and tractors for my twin brothers, Ronald Lynn and Donald Kern.
Please remember all my little friends.
Barbara Janette Hamblen
Glenn, Texas, Box 235

Dear Santa,
I am a boy 19 months old. I am pretty good some times.
Would you please bring me a football and some blocks, also a racer.
I would like a yellow bus like my Buba rides. I guess you will have lots of little boys and girls to see so that's all I'm asking for. You could leave me some fruit too, I can't eat nuts.
Your Pal,
James Stanley McNeill

Dear Santa Claus,
I am a little boy eight years old and go to school at Dougherty. I want you to bring me a B B gun, nuts, and candy. I have two little sisters, six and four. Neida Ann wants a doll and cash register. Linda Sue wants a magic skin doll, buggy, nuts and candy.
Your little friend,
Gene Edward Jones
Lockney, Texas

Dear Santa Claus,
I am a little girl four years old and I've been a good girl all this year. Will you please bring me a sleepy doll that cries, a pair of skates and a stove. Also some fruit, nuts, and candy.
Barbara Helen Jarnigan

Cone, Texas
Dear Santa Claus,
Thank you for the bicycle that you have already given me. For Christmas, please bring me two guns and a holster and belt, a Roy Rogers cowboy suit and a rope. Hope I am not asking for too much.
Your friend,
James Arvie Switzer

Dear Santa,
I want doll clothes and fruits, nuts, and candy, also a pair of levis. Don't forget all the little boys and girls.
My love,
Mary Ann Odam
Lockney, Texas

Dear Santa Claus,
I am a little boy two years old. I have tried to be a good little boy, so please bring me a big fire truck, a little drum, and a tractor. Also some fruit, nuts, and candy.
Ronald Dean Jernigan
Floydada, Texas

Dear Santa,
I would like a bicycle and for my little nieces, a tricycle and a doll.
Your friend,
Jerry Cardinal

Wilson Kimble Optometric Clinic
Phone 254 FLOYDADA Write, Box 518
Specializing in Eye Care and Visual Efficiency
We maintain a modern optical laboratory for the prompt and accurate filling of ophthalmic prescriptions.
Dr. J. W. Kimble, Optometrist

AM STILL WRITING FARMERS UNION — All-Coverage Insurance
See me before you have a disaster. It's full coverage at low cost.
I solicit your listings on Real Estate and Farm Machinery.
E. C. KING
Phone 373-J 311 W. California

FARM LOANS
4% Interest — Liberal Appraisals
No Commission or Brokerage
Authorized Representatives
THE TRAVELERS INSURANCE COMPANY
J. W. Chapman & Sons
1006 — 13th Street, Lubbock, Texas

Expert Typewriter and Adding Machine Repair
Plains Typewriter Service
Plainview Phone 630 C
Truck in Floydada Each Friday
West Side of Square

for a **MERRY CHRISTMAS** FEAST

Felton - Collins is Prepared to Care for your needs for Holiday Feasting as never before since the beginning of the war. Many Families can testify to the wholesome Goodness and High Quality which we always put first in every package.

Merry Christmas

SEASONS GREETINGS

INCLUDE IN YOUR SHOPPING LIST FOR THE HOLIDAY SEASON THE FOLLOWING ITEMS



For a Christmas treat try Mrs. Moreckel's delicious cakes.

- SUGAR,** 10 Lb. Bag, **90c**
- CRISCO,** 3 Lb. Tin, **\$1.07**
- Sturgeon Bay **CHERRIES,** No. 2 Can, **27c**
- Hunt's No. 2 1/2 Can, **Fruit Cocktail,** Can, **39c**
- DOLE **Pineapple Juice** 44c
46 Oz. Can.
- FOLGERS **COFFEE,** 1 Lb. Can, **55c**
- EMPSON'S **Pork & Beans,** No. 2 Can, **12c**
- ADMIRATION **Oleomargarine** 29c
Lb.

- RANCH STYLE BEANS,** No. 300 Can, **12c**
- SUREFINE **Apple Sauce,** Can, **20c**
- Sliced **Pineapple,** Crushed, Chunks, **33c**
- Crackers,** Crispy, Box, **25c**
- Mustard,** Qt. Jar, **15c**
- Cranberries,** 1 Lb. Pkg., **29c**
- HUNT'S **SPINACH,** No. 2 1/2 Can, **35c**
- Ivory Flakes,** Large Box, **33c**
- DREFT,** Large Box, **30c**

You'll find us your headquarters for nuts, fruits, candies, and fireworks.

Large Box
VEL
30c

CHRISTMAS FOODS

- MRS. TUCKERS **SHORTENING,** 3 LB. CAN, **99c**
- SLICED **PINEAPPLE,** NO. 2 CAN, **33c**
- HUNT'S **PEAS,** NO. 1 CAN, **15c**
- SUREFINE **COFFEE,** LB. CAN, **53c**
- HUNT'S STRAWBERRY **PRESERVES,** 1 LB. JAR, **39c**
- CHASES CHOCOLATE COVERED **CHERRIES,** LB. BOX, **69c**

PRODUCE

- FANCY GREEN **CELERY,** STALK, **19c**
- TEXAS RUBY RED **GRAPEFRUIT,** POUND, **8c**
- TEXAS **ORANGES,** 5 or 8 LB. BAGS, **???**
- Washington Delicious **APPLES,** LB., **14c**

MEATS

- BROOKFIELD **SAUSAGE,** POUND, **59c**
- PURITAN **BACON,** POUND, **69c**
- FRESH **OYSTERS,** PINT, **89c**
- MIRACLE WHIP **Salad Dressing,** QUART, **69c**
- FLOYD CREAMERY **BUTTER,** POUND, **69c**

FOR HOLIDAY BAKING

GOLD MEDAL ENRICHED FLOUR
"KITCHEN TESTED"
5 LBS. **45c**

SAVE ON XMAS FOODS

SOFTASILK CAKE FLOUR 43c
DUFFS HOT ROLL **Mix** 27c
BAKERS MOIST **Coconut** 22c
CRANBERRY Sauce 23c

Xmas Candy LB. **25c**
FANCY **Pecans** 5 LB. BAG **\$1.29**

STAR CASH VALUES

Floydada's Oldest Food Store

Phone 40 We Deliver

STORE WILL BE CLOSED **DECEMBER 25**

Felton-Collins
Phone 27 • Grocery & Market • 122 W. Calif.

WE DELIVER

Social Events, Clubs

Christmas Party Turkey Club Held Afternoon

Turkey Home Demonstration Club had a Christmas party at the home of Mrs. J. K. Kiker. An interesting program consisting of the following:

Christmas story told by Mrs. J. K. Kiker, readings by Mrs. J. K. Kiker, Mrs. Paul Sparkman, recorded Christmas music, exchanged and every one her pollyanna was. S. Harless resigned as delegate and Mrs. W. L. Underwood to fill the office.

Class Has Christmas Program

Methodist Sunday School class at First Baptist church met for the last week in the parlor for the annual Christmas program and tree. The devotion was by Mrs. Jordan reading the prayer, followed by the story by Mrs. Cates. The prayer was led by Mrs. Cates.

June Dunford And Wayne Carmickle Wed December 14

Wayne Carmickle and Miss June Dunford were married Tuesday evening December 14, at 2:00 in the Presbyterian parsonage in Petersburg. Rev. R. E. Boyle performed the ceremony and the couple was attended by Kendred and Bobbie Underwood.

Miss Dunford is the daughter of Mr. and Mrs. Lee Dunford of the Lakeview community and Wayne is the son of Mr. and Mrs. Ed Carmickle of Petersburg. The bride is a graduate of Floydada High school and was employed at Penney's Department store in Floydada. Wayne is a graduate of Petersburg High school and was in the Army of Occupation of Japan.

The bride wore a powder blue suit with cocoa brown accessories and carried a tulle rose on a white Bible.

The couple are at home in Petersburg after a short honeymoon.

Fairview News

FAIRVIEW, Dec. 20—Mr. and Mrs. L. B. Cozby, Jr., arrived last week from Los Angeles, California, to be here until after the holidays, with his parents, Mr. and Mrs. L. B. Cozby and other relatives. L. B. Jr. is a civilian again after a number of years in the army.

Preserving Carrots

(by Leila Petty, County Home Demonstration Agent)

Canned Carrots
Use small whole carrots or cut larger ones lengthwise. Pack tightly. Have pieces about 1/2 inch below rim of container. Add salt (1 teaspoon to each quart). Cover with boiling water. Steam pints and No. 2 cans 10 minutes; quarts and No. 3 cans 15 minutes. Seal cans. Pressure pint jars and No. 2 cans at 12 pounds pressure for 20 minutes; quart jars and No. 3 cans 25 minutes.

Carrot Juice
Steam carrots 5 minutes, run through sieve, strain juice, heat almost to boiling and pour into jars or plain tin cans. Add 1 teaspoon salt to each quart. Seal. Process at 12 pounds pressure pints and No. 2 cans 20 minutes; quarts and No. 3 cans 20 minutes; quarts and No. 3 cans 20 minutes. STORING CARROTS: Carrots may be stored in clean damp sand in the cellar or pantry.

Fairview News

Mr. and Mrs. Leo Jackson and daughter, Myrna, of Cameron, Texas, arrived Sunday to spend the holidays in Floydada visiting with Mr. Jackson's parents, Mr. and Mrs. A. G. Jackson, and in Flomot, Texas, with Mr. and Mrs. R. H. Tanner, Mrs. Jackson's parents.

Mrs. Walton Wilson Friday night where they were entertained by their teacher and sponsor, Rev. and Mrs. Bill O'Dell. Gifts from a Christmas tree were given to those present.

Mrs. E. W. Walls and Mrs. Walton Wilson went shopping in Plainview last Wednesday.

Clyde Bagwell returned home Saturday night from a ten day trip to Los Angeles, California where he visited his mother and other relatives.

Mr. and Mrs. Walton Wilson and Judy were Sunday dinner guests of Mr. and Mrs. Clyde Bagwell.

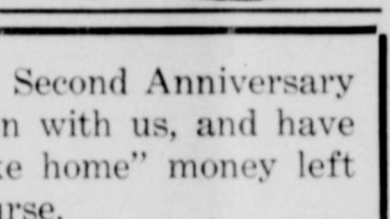
E. W. Walls returned home Friday night from Lexington, Oklahoma, where he had been for the past week with his parents. Mr. Walls' father has not been feeling well for the past several months.

Mrs. C. W. Payne and June Kathryn visited Sunday afternoon at Floydada with Mrs. W. W. Payne.

Typewriter Ribbons, Hesperian.

Can Black-Draught Help an Upset Stomach?

Yes, Black-Draught may help an upset stomach if the only reason you have an upset stomach is because of constipation. Black-Draught, the friendly laxative, is usually prompt and thorough when taken as directed. It costs only a penny or less a dose. That's why it has been a best-seller with four generations. If you are troubled with such symptoms as loss of appetite, headache, upset stomach, flatulence, physical fatigue, sleeplessness, mental haziness, bad breath—and if these symptoms are due only to constipation—then see what Black-Draught may do for you. Get a package today.



The Original
ASK FOR IT
By
NAME
THIRSTY or NOT

IT'S NEVER TOO LATE AT PENNEY'S

LAST MINUTE SHOPPERS' GUIDE

Just the Time for Cold Weather Comfort!



Women's Robes

Thick-Tuft Chenille!
4.98

You'll like the toasty warmth of these tufted chenilles... the flattery of their glamorous wrap-around styling! Aqua, tearose, cherry, white and copen blue. Sizes for everyone: 12-20, 40-46.

Chenille Wraparounds! Girls' Robes

4.98

She'll love the luxury of thickly tufted chenille—the glowing colors of copen, aqua, scarlet, tearose, maize, 8-14.

Cuddly Chenille! Toddlers' Robes

Two cunning styles to keep 'em warm! Wraparounds like Mom's in copen, red, aqua, peach; or pastel applied styles. 2-6.
2.98

AT PENNEY'S

Your Dollars Go a LONG Way!

- Women's House Shoes, . . 1.98 . 2.98 . . 3.98
- Children's House Shoes, . . . 1.98 . . 2.98
- Women's Slips, . . 1.49 1.98 2.98 3.98 4.98
- Women's Adonna Panties,79
- Misses Prep Panties,39
- Women's Gowns, . . . 1.98 2.98 4.98
- NYLON HOSE
- 42 Gauge, 30 Denier,98
- 45 Gauge, 30 Denier, 1.15
- 51 Gauge, 30 Denier, 1.49
- 51 Gauge, 15 Denier, 1.59

5 LBS. KITCHEN MIX
CHOCOLATE CANDY, 2.98
2½ lb. HARD CANDY,98
50% FILLED

Store Open Until 8:30 P. M. Thursday and Friday
December 23 and 24

Holiday Food Specials

Enjoy our Second Anniversary Celebration with us, and have some "take home" money left in your purse.

Quality CHRISTMAS FOODS

WHITE HOUSE FLOUR, 25 LBS.	\$1.53
PURITAN MARSHMALLOWS, 4 OZ. PKG.	10c
WALTER WILLIAMS Fancy Chocolate Candy, 5 LB. BOX	\$1.89
The Kind You Like	
PICKWICK PREMIUM GELATIN DESSERT, 1½ LB. CAN	25c
WHITE SWAN COFFEE, LB. CAN	50c
WHITE SWAN Pumpkin, CAN	14c
Sunshine Krispy Crackers, LB.	25c
RED & WHITE Beauty Soap, 4 BARS	41c
With Wash Cloth	
GIVE US YOUR ORDER FOR PURE LYNDALE WHIPPING CREAM	
Large Box Kleenex,	25c

THE BEST POUND **Beef Roast 59c**

LEAN & TENDER POUND **Pork Chops 56c**

VELVEETA 2 LB. Box **Cheese Food 83c**

Sugar Cured POUND **Slab Bacon, 65c**

- FRUITS AND VEGEABLES**
- FRESH EACH Pineapple, **65c**
 - 8 LB. BAG Oranges, **40c**
 - 8 LB. BAG Grape Fruit **32c**
 - Firm and Green LB. Cabbage, **5c**
 - POUND Tangerines **15c**
 - POUND Tangelos, **10c**
 - Xmas Basket 4/5 Bu. MIXED EACH **\$3.29**

- Now Crop Frozen FOODS**
- Package Broccoli, **29c**
 - PKG. CROPS AS, **30c**
 - Package Corn on the Cob **29c**
 - (Makes 2 PTS.) Orange Juice, **29c**
 - POUND CORN, **39c**

PATTERSON'S GROCERY & MARKET
FREE DELIVERY — FREE PARKING LOT REAR OF STORE —
PHONE 24 — 102 MAIN — FLOYDADA

Will Be Closed
December 25

Clubs Do Good Job Supplying Aid For Needy

Completing their canvass of the needs of the unfortunate of the community as well as the assembling of funds to care for them in a manner appropriate of the Yuletide season, women's civic clubs of the community yesterday reported through Mrs. W. S. Poole, general chairman, that results have been most gratifying.

The 1922 Study club, the 1929 Study club, 1934 Study club, the Floydada Garden club, and Our Home Garden club, were joined by many firms and individuals in providing funds for the Christmas distribution which this year is taking the place of the Christmas tree program.

Mrs. Poole said the women of the clubs canvassed the situation and then really shined so as to do the most good for the most people. "It was all so pleasant and so nicely done that we all feel a warm glow as a result of the effort made," said Mrs. Poole. "We had most wonderful cooperation from everybody contacted and we feel that the needy we found are helped, not only in a practical way, but also in the uplift which they have gotten from the interest shown in them by their more fortunate neighbors.

Club women of the community, Mrs. Poole said, feel that a great deal of wholesome good will has been one of the results of the abandonment of the Christmas tree program and the adoption of a personal canvass and actual aid to individuals and families.

Mrs. Len M. Davis who has been in Dallas for the past few weeks is expected to return home tonight.

1922 Study Club Has Christmas Party At Home of Mrs. Angus

A lovely Christmas party was given for the 1922 Study club last Thursday afternoon at 3 o'clock in the home of Mrs. E. L. Angus with Mrs. Wilson Kimble as co-hostess. The house was beautifully decorated with Christmas colors. Carols were played as the guests arrived.

Refreshments were served from a beautifully decorated table. Mrs. Poole served the coffee. She was assisted by Mrs. Angus and Mrs. Kimble. Plate favors were red stockings filled with candy and nuts fastened around the edge of the table.

A short business session was held following the social hour. Committee reports were given. The international relations chairman submitted names and addresses of foreign women for correspondence.

Mrs. J. M. Willson was leader of the program. She introduced Mrs. I. T. Graves who in a very charming manner brought the Christmas story, "The Littlest Angel". The story was enjoyed immensely. By the time the program was over, all eyes were turned toward the lovely tree with its numerous packages beneath it. Mrs. Caffee acted as Santa Claus and distributed the gifts.

Next meeting of the club will be January 20 with Mrs. Leona Bell.

Members present for the Christmas party were Mrs. E. L. Angus, C. K. Arnold, Kenneth Bain, Leona Bell, C. A. Caffee, W. I. Cannaday, R. E. Fry, J. B. Jenkins, Edd Johnson, Wilson Kimble, E. J. Morehead, O. P. Rutledge, Lon V. Smith, Glad Snodgrass, E. F. Stovall, W. S. Poole, J. M. Willson and the guest speaker, Mrs. I. T. Graves.

Here to spend Christmas with Mayor and Mrs. F. C. Harmon are Mr. and Mrs. Jack Cogswell of Houston, and Ruth Elaine Harmon of George Pepperdine College in Los Angeles, California. Dr. and Mrs. F. C. Harmon will join the family here this week end.

Shower Compliments Miss Cummings

Th home of Mrs. Thelma Jones, 601 South Main, was the scene of a lovely miscellaneous shower honoring Loveta Cummings, bride-elect of Otis Campsey, Friday night, December 17.

Loveta is the daughter of Mr. and Mrs. O. P. Cummings of McCoy, and is employed at the Hesperian. Campsey, son of Mr. and Mrs. A. D. Campsey of Jacksboro, is employed at Patterson's Grocery store.

Hostesses for the occasion were Thelma Jones, Mrs. J. T. Embry, Mrs. J. A. Patterson, Mrs. L. H. Smith, Jr., Mrs. W. G. Collins, Mrs. Mrs. T. L. Gilley, Mrs. W. W. Smith. On arrival, the honoree, Mrs. Cummings, and Mrs. O. E. Murry, aunt of Mr. Campsey, were presented with beautiful Christmas corsages.

The entertaining room was cleverly decorated with pages from the Floyd County Hesperian showing Patterson's grocery advertising.

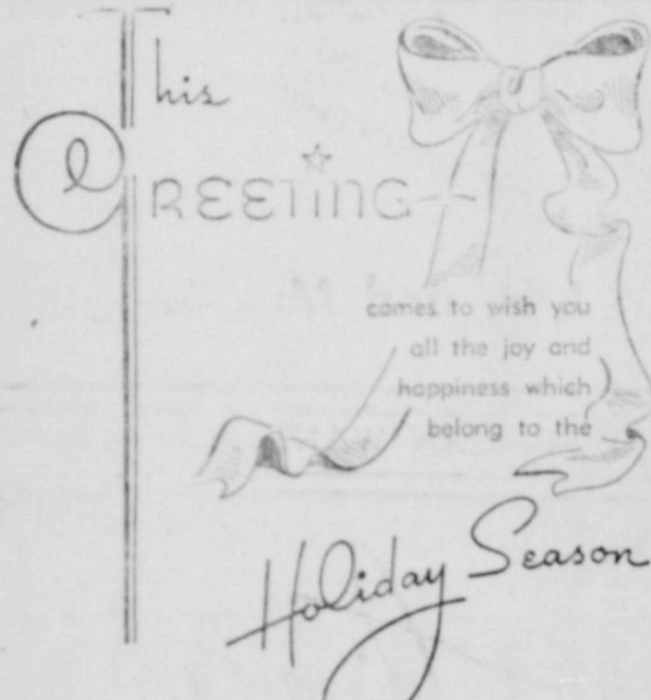
Mrs. L. V. Harper gave a toast to the bride which was followed by gifts presented to the honoree in grocery carts pushed by little Miss Sheila Patterson and Aubrey Smith, wearing grocery caps. The gifts were wrapped in newspapers and grocery sacks.

Registering and sending gifts were Mrs. Jennie Bishop, Sam Lide, H. R. Blum, I. T. Graves, M. A. Wood, W. W. Smith, H. G. Parker, Helen Steen, Kay Steen, T. L. Gilley, Jess Patterson, Annie Asseiter, H. R. Stanley, L. V. Harper, Thelma Jones, T. J. Embrey, Bobby Phillips, Gilliland and Rutin, J. W. Ginn, E. R. Borum, Finley, Harry Morchel, L. L. Switzer, J. H. Tribble.

Mr. and Mrs. O. W. Kirk, Bill Hinkle, Mr. and Mrs. L. H. Smith, Jr., Miss Ethel McNeely, Mr. and Mrs. O. E. Murry, Miss Rena Taylor, Mr. and Mrs. Bill Jackson, Mr. and Mrs. Walter Collins, Mr. and Mrs. W. N. Anderson, Mr. and Mrs. Robert Day, and Nita Jo, Mr. and Mrs. O. P. Cummings, Mr. and Mrs. J. M. McNeill, Miss Thelma Switzer. Refreshments of fruit and candy were served.



FOOTE BUTANE COMPANY



Jack Burleson Real Estate
108 W. California

Merry Christmas To You

Do as hundreds of others have done... when out-of-State Stock companies make you see RED....

TELEPHONE 656-J-1

for FARMERS UNION ED

Your Texas companies are here to pay and stay.

In 1949, I pledge you all of my time when necessary, to see after your losses as well as write the business.

In connection with your hospital, its unbelievable how much protection you can get from your own —

NATIONAL FARMERS UNION LIFE ASSOCIATION

for your whole family for \$34 per year

Listen to "A Farmers Life as He Lives It" every Saturday 12:30 to 12:45 over KVOP

Telephone the farm 656-J-1

ED HOLMES

(Still selling Farmers Union Fire Insurance... no deductible clauses)

'X' Is Disease That Puzzles Veterinarians

COLLEGE STATIO—High school algebra keeps the students busy trying to solve for "X". And, right now it's the same thing veterinarians are trying to do—solve for "X". Only in this case "X" is a cattle disease that was first reported in New York nearly ten years ago. Later it began cropping up in other states around 1943.

Now it almost covers the nation, except for the Pacific Coast states. At the latest count it was reported in over 30 states including Texas, says Dr. W. C. Banks, extension veterinarian of Texas A. & M. College.

"X" doesn't seem to affect anything except cattle. And, according to a recent survey made in the Southeast, it was found that nine beef animals were infected to one dairy animal. The most severely affected animals die from the disease. This survey also showed that 21 percent of all animals in 26 herds were infected, and 59 percent of the affected animals died. One of the common things among pregnant animals is abortions.

Symptoms of the disease include a watery discharge from the eyes and nose, and later on, as the disease develops, the animal's appetite falls, it loses condition, and becomes depressed. The skin gets thick, wrinkled, hard and leathery and lesions sometimes appear on the muzzle or in the mouth.

This "X" disease may be confused with pink eye, cobalt deficiency, Dallas grass poisoning or scabies by the stockmen. But for the veterinarian who knows the disease, it's not hard to diagnose.

It may hit the herd anytime of year, but is more likely to occur in the late winter and early spring months, says Dr. Banks. Its cause is not known, and for this reason, there isn't any known treatment for the disease. No drug treatments have been effective for control.

Just about the only thing the stockmen can do is feed a good balanced ration and keep the herd and barns clean. Sanitation, good feeding and quarantine of new animals in the herd are about the only control measures there are.

PITTS HOSPITAL NOTES

Mr. and Mrs. N. P. Cooper of Lockney are the parents of a son born December 20 weighing 8 1/2 pounds.

Mr. and Mrs. Grant Barclay are the parents of a daughter born December 22 weighing 6 pounds.

FLOYDADA HOSPITAL NOTES

Mrs. O. R. Beard was dismissed December 18 after medical treatment.

Mrs. Floyd Lyles was dismissed December 18 following surgery.

Anne Jones was admitted December 22 for medical treatment.

Miss Maggie R. Rogers of Marlin is here to spend Christmas with her niece and family, Judge and Mrs. Alton B. Chapman. Miss Rogers is a former Methodist missionary to China.

Miss Mary Louise Fine, student at Southwestern Baptist seminary in Fort Worth, was a guest last week-end of Miss Rena Taylor.

Rev. and Mrs. Lonnie Doyle and daughter of Mineral Wells are here visiting his parents, Rev. and Mrs. L. A. Doyle.



May blessings of peace, joy and prosperity lighten your hearts this Happy Yuletide... and may the New Year fulfil your every Christmas wish!

HIGGINBOTHAM - BARTLETT CO.

Clarence Goins, Mgr.

Hospital Open House Set for January Second

that open house hospital will be held on January 2, prior to the inauguration of hospital service on January 3, was made this morning by W. W. Haley, manager of the hospital. The announcement was made at a conference of the hospital board.

The open house will be coincident with the power of many needed articles for the use of the hospital. Considerable success has marked the efforts of the selling committee in securing memberships for the hospital from the report from a continuing campaign. The members of the big time, it was said last night by A. Lloyd, president of the board of directors, and John W. Haley, manager of the hospital, who attend the open house after noon will find the hospital of considerable more interest than they expected to find. It is hoped that progress has been made in completing the hospital and facilities.

There got a good many people to do but we have a good time, too. All we need, we hope people to see the progress so far and to visualize the possibilities. Manager Haley said the open house is the purpose of giving the people of Floydada and Floyd county a chance to see what has been accomplished and what the possibilities will be held all day.

with time allowed, of course, for visitors to attend the church and Sunday school of their choice. In connection with the shower the following is a list of gifts that would be greatly appreciated.

List of Gifts Needed

Electric mixer, bibles, heating pads, hot water bottles, ice bags, ice caps, ice collars, bath towels, 18 X36 hand towels, wash rags, sheets 72 X 108, pillow cases, blankets, 72 X 108, pillows, bedspreads, 72 X 108;

Push brooms, straw brooms, heavy mops, mop buckets, smoking stands, ash trays, costumes (Hall trees), fountain pen desk sets, desk lamps, water sets (pitcher, 2 glasses and tray), flower vases, heavy duty, stainless steel pots and pans, hot pads, dish rags, dish mops, dish towels, cleaning brushes, dust rags.

Cash contributions will be greatly appreciated.

Numerous rooms are being furnished by donations from residents of the area. In each room so furnished a plaque is to be placed giving credit to the donor for the gift.

Woodrow Wilson was president when the Federal Reserve System was inaugurated.

The state of Florida has 1,197 miles of general coast line.

Mary Ball, mother of George Washington, was born in Virginia.

Judges Look At Christmas Lights Tonight

Judges named by the Floydada Junior Chamber of Commerce will view the residences of Floydada tonight and will award prizes of \$25, \$15 and \$10 offered by the young civic-minded men's organization for the best or most original and attractive Christmas lighting, yard or window arrangement.

The way the home makers of the community have joined in the effort to add to the air of Christmas in the community has been an inspiration, said Fred Zimmerman, Jr., president of the Jaycees. This organization has worked to keep the tape and formally out of the campaign for more and prettier designs at Christmas-time in the community with the result that scores and scores of homes have been "entered" in the campaign by the simple process of putting up lighting in yards and windows.

J. M. Willson, Jr., is chairman of the Christmas lighting committee. Due to the fact that materials and electrical equipment has been more available than formerly for a number of years, or to the fact that the idea appealed more this season the number of people in the residence area who have joined in the effort has been multiplied several times over former years, Mr. Willson said. He has traveled the streets a number of times the past several evenings and said each evening a new display or several new displays were in evidence. Vandalism, which plagued home owners in former years, has not been in evidence this year.

City Swimming Pool Job Gets Going At Last

Latest news for Floydada kids and for their elders who are interested in the municipal swimming pool project:

The contractors have a crew on the job who have finished digging the hole for the pool and yesterday were laying the steel for the foundations at a site immediately west of the city well in northwest Floydada. It is a pretty setting and when everything is finished and all done will be a pleasant place to spend a hot summer afternoon.

Jack Forga is foreman on the job for Oliver & Bellamy, the Tyler firm which has the contract for making the pool. Mr. Forga said that laying the steel would be finished soon but that concrete for the walls would not be run until two weeks or so after Christmas, and this is assuming that weather conditions are favorable. Contract calls for the job to be finished on or before May 1.

The contractors are carrying the Floydada job with a similar one at Boy Scout camp, three miles out from Post.

Pool size, inside measurements, here in Floydada will be 35 feet by 90 feet, depth ranging from one and a half feet on the shallow south end to slightly more than 11 feet for divers on the north end.

The city also has arrangements made for installation of the filtration plant when the pool is finished, but to date funds have not been found to provide for the bath house. Twenty-five thousand dollars was provided by a bond issue to be spent for the purpose. A little money will be left in the fund when the pool is finished and the filtration plant installed, but not enough to put up the bath house and complete the job as originally planned. While the city waited for federal permission to obtain critical material for the job, costs climbed and the money that would have been sufficient to complete a very pretty landscape pool and bath house turned out to lack quite a bit of being sufficient.

County CROP Campaign Over

Completion of the Christian Rural Overseas program campaign in Floyd county last week-end was announced Wednesday by Robert Crowell, secretary of the county drive committee, and with measurably good results, he said.

The close of the drive finds the committee with many thousand pounds of canned goods and considerable clothing.

Forwarding of the commodities and or cash will await shipping clearance from the state office. The committee hopes to make a complete report to the people of the county at an early day, said Mr. Crowell.

Mayos Take Off For Vacation Trip

To give the owner and employees a much needed vacation and a chance to visit with kinpeople during the holidays, Mayo Motor Company will remain closed through December 28. With the coming of the holiday Tuesday afternoon, Mr. and Mrs. D. T. Mayo and their son and wife, Mr. and Mrs. G. E. Mayo, left for Madison, Wisconsin, where they will spend the coming week with their daughter and sister, Mrs. L. H. Hodges, and family.

Another employee of the company, S. D. Roe, with his family, will spend the holidays visiting with relatives in Fort Worth.

STUDENTS AT HOME

Among college students home for the Christmas are LaRue Graves, Jo Muncy, and D. I. Bolding of Baylor; Ruth Elaine Harmon of George Pepperdine; Charles Ray Hamilton, Macy Orman, Earl Edwards, Buster McIntosh of A. & M. Oragene Willson, Marjorie Oden, and Bobbie O'Bannon of S. M. U.; Billy Morrison, College of Mines, El Paso.

CUP RACE WITH SWEDEN


Because of its size as well as its fondness for coffee, the United States is much the most important market for the coffee producing countries, but up to the last war, at least it was not the country with the greatest per capita consumption of coffee. In the years 1934-38 Sweden averaged a consumption of 17 pounds per capita and Denmark followed close with 16½ pounds, at a time when the United States was using about 14 pounds per capita, according to a study of coffee in international trade which Kathryn H. Wylie has been making for the U. S. Department of Agriculture's office of Foreign Agricultural Relations.

"For United State consumers,"

THIS Christmas BE A MERRY ONE FOR YOU
WHITFILL LAUNDRY

Merry Christmas The Season of GOOD CHEER AND HAPPINESS
May you have a full share, our wish for you.
DR. J. G. PRUITT

Trace of God that solutions hath appointed to all men.
Titus 2:11



FRANK L. MOORE
JOE DICK MOORE

Merry Christmas
It Adds Much to the Joy of Christmas to Send Our Very Best Wishes to Those Whom We Serve
GOEN & GOEN
INSURANCE AGENCY

AN OLD, BUT PLEASANT TRADITION
MERRY CHRISTMAS
MCCARTY'S FEED MILL
Featuring *El Rancho* Feed


says Mrs. Wylie, "the past two or three years have witnessed a dramatic increase in coffee consumption of about 20 pounds. Coffee prices have had ups and downs in the last quarter century, but she remarks that on the consumption side changes in price do not seem to have a corresponding influence on demand. She says, "For the United States, at least, purchasing power in the hands of consumers appears to be of importance in determining the quantity of coffee to be purchased. With a higher level of per capita income, there is a tendency to use more coffee per cup; more social functions at which coffee is served are given; coffee and light refreshments are served at meetings; and between-meal coffee drinking at snack bars is more prevalent."

The United States supplements its 20 pounds of coffee with a little more than a half pound of tea per capita.

In contrast the United Kingdom used more than 8 pounds of tea and less than three-quarters of a pound of coffee per capita. Canada uses about 3½ pounds each of tea and coffee, but that allows several times as many cups of tea as of coffee.

Typewriter Ribbons. Hesperian.

DO YOU KNOW -



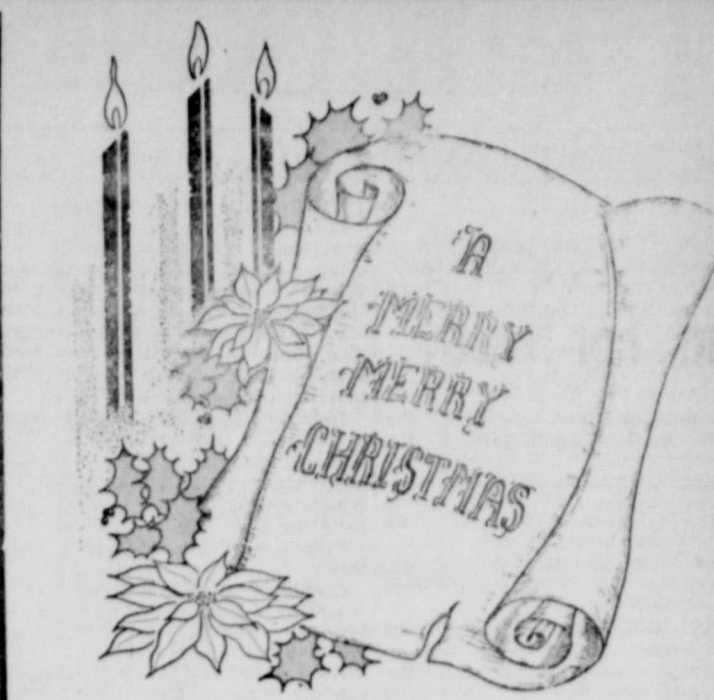
Silent night Holy night All is calm All is bright
WISHING YOU ALL THE JOYS OF CHRISTMAS

how to take care of your tires?

1. Be sure that they are properly inflated. Under-inflation causes sidewall breakdown; over-inflation stretches the tire fabric, causing blow-outs.
2. Check frequently for cuts, blisters, distortions, nails or glass in the tires.
3. Make sure your wheels are in line. Uneven and rapid wear is the result of wheels not in line. Take care of your wheels and they'll repay you with longer life—years and theirs.

This message presented in the interest of our policyholders and all other motorists of this community.

Floydada Real Estate & Insurance Agency
Phone 440
Representing **HARTFORD ACCIDENT AND INDEMNITY COMPANY**
Hartford, Connecticut



DAY & NITE TEXACO
Floydada, Texas

J. H. and Mrs. Reagan

HESPERIAN WANT ADS PAY OFF

SEASON'S Greetings

The arrival of another Christmas season brings with it the joyous recollections of many pleasant and friendly associations with those whom it has been our pleasure to serve in this community.

Each year we find ourselves eagerly awaiting the Christmas season because in it we find the opportunity to express again our appreciation for your thoughtfulness and consideration.

And as we extend our thanks, we hasten to add our best wishes to you for the Holiday Season. May it be one of manifold blessings... a time of merriment and thanksgiving. May this Christmas be your happiest.



S. CLA

KINGS GROCERY AND MARKET
120 E. California Phone 13

The Hesperette

Edited by Pupils of Floydada High School

HESPERETTE STAFF

Editor Ivy Pearl Simmons
 Sports Writer Ted Davis
 Reporters Brad Beedy, Claudean Goen, Roberta Garrett, Hope McIntosh
 Typist Wilma Hamilton and Charlene Perry

EDITORIAL

THREE CHRISTMAS GIFTS

In the December issue of West Texas Wings we found three Christmas gifts which Lone Read was bestowing on her friends. We would like to pass them on to you.

"To the children and young folks everywhere I would give faith—faith in themselves and in the goodness of God—and faith in the people around them." This gift of faith is priceless to any young person, for all things worthwhile have been given to us because of the faith that people had in themselves.

"To my friends of middle age I would give courage. I wish that you might have the courage to quit trying to keep up with the Joneses. I wish that I might give you the capacity to forget worries and past mistakes and to enjoy the riches of each tomorrow as it comes.

"To some of my friends, who have walked a little farther toward the sunset, I would give peace. Youth is a time of unrest. Middle age is loaded with responsibility. But yours is the age that does not require so much hurrying and working. Yours is a beautiful age. Peace be with you always.

"May Christmas be a blessed season for youth and maturity and old age throughout the world."
 Merry Christmas!

Roving Reporter

What do you want Santa to bring you?

Roberta—an exemption grade in Chemistry and a big ole snow man.
 Ivy Pearl—I still want what I wanted last year. A great big doll

with blonde hair & blue eyes.
 Wenona—passing grade in Chemistry.
 Mary Dee—a fairy to tell me the answers to the Chemistry test.
 Gladys—my hair back.
 Bobby Bishop—my two front teeth.
 June Powell—some false teeth where my teeth ain't.
 Mary—I want "A Sunday Kind of Love."
 Brad—Someone to call my own.
 (That shouldn't be hard to find).
 Bob White—just anything as long as it is female.
 Bob Hartman—a blue-eyed baby blond.
 Lounie Cates—a new car.
 Melvin Dunavant—just give me a brunette and a new Buick (not much is it).
 Gene Jackson—I don't know, Hope but you'll do.
 Bob Cline—a fifth of Christmas spirits.
 Mr. Reagan—a new Buick.
 Grace M.—a "real" cute boy friend.
 Arlen—a new girl; I ran out of old ones.
 Bill Jones—a real cute girl.
 Aubrey—I know what I want but I won't tell you.
 Jennie—a box of cigars.
 Joy Jackson—a good grade on my term theme.
 Dan McCleskey—I could use a new girl friend.
 Charlene Perry—a piece of luggage.

OLD SAINT NICK

S-tockings by the fireplace;
 A-pples, bright and red;
 N-oses that set the pace;
 T-oy's piled in a sled;
 A-nimals, that work their feet;

C-andy, sticky and sweet;
 L-aughter, gay and loud;
 A-nimals, that work their feet;
 U-niversal joy being proclaimed aloud;
 S-anta Claus thus cheers the crowd!

There are 40 farms within the bounds of the District of Columbia.

Whirlwind Cagers Best Matador 50-12

Floydada got under swing with their first conference game by whipping Matador. Floydada was led by Finley with 14 points, and Bishop was right behind him with 13 points.

It was a runaway all the way. The score was 16-0 in the first period, and the second string boys saw action and at the half the score was 72-7, still in the Whirlwinds' favor; in the next half Matador made only 5 points while allowing the green and white boys to make 23 points.

"B Squad"
 The B squad boys also won their game, but by a slim margin of 12-8. Every boy got to play in this game. Don Hill was the high point man with 3 points. That was the B squad's first game, in which they got off to a very good start.

Lose At Dimmitt
 The Whirlwind cagers also traveled to Dimmitt Friday night taking only nine men. They lost to Friona 46-44, and the Floydada boys played the last six minutes with only 4 men. Bob Finley who has been high point man in every game Floydada has played was again high man with 16 points.

THESE ARE ALL WISHING YOU A MERRY XMAS:

M-ary
 E-tta Hope
 R-uth
 R-andall
 Y-ou bet! We all wish you all a Merry Xmas.

C-hris
 H-arvey Dale
 R-oberta
 I-vy Pearl
 T-ed
 M-olly June
 A-rminta
 S-herwyn

DE QUACKER

Well, Kids, I guess Santa Claus will soon be climbing down all our chimneys.

De Quacker wants to wish you a Christmas that's Jolly and glad.

An the Happiest New Year

That you ducklin's ever had! Billie Newberry and Lloyd Edgar Allen seem to be doing O. K. but Billie is kinda sad since Jerold got mad at her.

Bobby Cline and Verna L. had a nice ride Monday evening. It just might be a new romance!!!

June Powell went with Dan Hagood the other night. Have you and Bill broken up, June???

Well, well, "Sleepy" and Sammie Vickers were having a swell time Saturday nite!

Sammie B. and Hershell Nelson are getting pretty serious. They were together Friday and Saturday night too.

Who was the boy that Evelyn was talking to the other day after school? Cute boy and pretty car. How do you do it, Evelyn?

Mary Maxey and Troy Welch are seen together quite a bit lately. What happened to you and Jon Parkey?

Dorothy Bishop and Fred Conner love to go with each other. They are cute together!!!

I overheard Ruth ask Lee if she and Curley had made up. Well, have you, Lee?

Dale Roberts and Ruth Maxey were together Saturday nite. Where was Roberta, Dale??

Ivy Pearl, why did you come running in the auditorium Sunday afternoon when you heard Corkey's record being played back? Is this getting serious??

"Happy" and Bobby McGuire were really painting the town red Sunday afternoon and Sunday nite!!

What's this I hear about Barry and Grace? They seemed to be doing just fine Sunday nite!!

Aubry and Ruth W. were together after church Sunday night.

Well, James F. must really think a lot of Christeen. He gave her some luggage for Christmas. How do you feel, Christeen?

Who was it Betty Johnson was with Sunday night. He sure was

cute? Jennie is losing her technique with Bobby Bishop. June and he were having a real good time together a few nights ago.

(see Hesperette next page)

Air express service was started on a commercial basis September 1, 1927.

The state of Illinois has 204,236 farms.

Want ads save money.

Merry Christmas

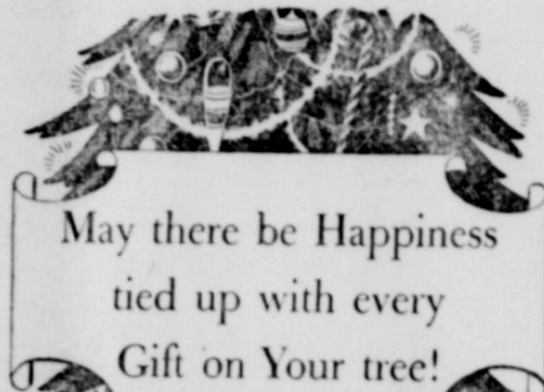


May the Christmas bells play their sweetest music to bring you full happiness at Christmas

Stanley's Barber Shop



OLETA'S BEAUTY SHOP



HAGOOD'S LAST MINUTE SHOPPING VALUES FOR THURSDAY and FRIDAY

MEN'S DEPARTMENT

SPORT SHIRTS, popular plaids and solid colors in sanforized cottons, sizes S-M-L
 Regular \$3.95 Xmas value **\$2.50**

GABARDINE DRESS SHIRTS, in rayons or wool, size 14½ - 17, Regular \$6.95 and \$7.95 Xmas value **\$5.00**

WOOL PLAID SHIRTS, ideal for hunters, in 100% wool, size 15 - 16½ Regular \$7.95 Xmas value **\$5.00**

WOOL PLAID SHIRT JACKET, to be worn in or out of trousers, in red and black plaids, size S - M - L Regular \$5.98 Xmas value **\$3.00**

SHOE DEPARTMENT

A table of ladies and children's house shoes
 Xmas Value ½ Price

LADIES READY TO WEAR

ROBES, Washable crepe in new popular pattern, regular \$10.90, Xmas value **\$8.95**

BOY'S DEPARTMENT

ROBES, in washable plaids, size 4-6, regular \$2.98, Xmas value **\$1.50**

LONG SLEEVE "T" SHIRTS, washable, sanforized material, size 6 - 16 regular \$1.50 - \$1.98 Xmas value **98c**

SWEATERS, Part wool in men like patterns, size 26 - 38, regular \$2.98 - \$3.98 Xmas value **\$1.98**

BOYS' WOOL SHIRT JACKETS, to be worn in or out of trousers, in part wool, size 8 - 14 regular \$3.98 Xmas value **\$2.50**

FLANEL SHIRTS, sanforized washable material, plaids, solids and patterns size 6 months - 12 years. Regular \$2.25 - \$2.98 for **\$1.98**, Size 12 - 20 Regular \$2.49 - \$2.98 for **\$2.25**

HOME GOODS

KITCHEN TOWELS, color fast, size 15" X 28" regular 39c Xmas value 29c each, 4 for **\$1.00**

WASH CLOTHS, Cannon, color guaranteed, regular 25c each Xmas value 18c 6 for **\$1.00**, Regular 35c each, Xmas value 23c each or 5 for **\$1.00**

YOUR GIFTS BEAUTIFULLY WRAPPED FREE

Hagood's Department Store

Open Thursday and Friday evening until 8:30 for your shopping pleasure



Christmas Wishes

May the blessings of good cheer, good health and good friends visit you this Christmas.

RUSSELL'S CLEANERS



WHITE AUTO STORE

ESPERETTE
(Continued)

Did Camera

comes Santa Claus. Here brought us a very charming Mary Maxey. Mary Maxey has a very beautiful brown hair and lately had a red streak down the back. She weighs about seventy-seven lbs. and is 5' 3 1/2" tall. She also has very green eyes.

She was born in Middletown, Missouri, about seventeen years ago. She moved to Floydada she lived in Texas. She started school in Texas and then moved to Floydada for the sixth grade. She has always been an excellent member of her class. She likes to spend her vacation taking a vacation and sewing when she has a notion. She would also like to go to Red River, New Mexico for a while and enjoy the view.

She has four years in high school. She has a long list of accomplishments. She is senior class vice-president of the Theatricals and a member of the Chemists and A. Y. She was footlocker manager of the play cast, "The" her junior year; she has been a member of the

Spanish Club, Pep Squad, Orchestra, Glee Club, and the Social Club. Mary can usually be seen in the halls of F. H. S. wearing a skirt, sweater, and her green and white saddle-oxfords.

She likes the colors green, white, and red either together or separate. Other likes are watermelon, apples, ice tea, Christmas candy, fruits, salads, gravy, speech, typing, organ, and basketball.

Her favorite pastime is studying peoples personalities, eating, and writing letters.

Other "loves" are clothes, slumber parties, music, all kinds except hill-billy, perfumes, Mr. Reagan, Social Club, lipstick, children, and the Senior pictures.

Bugs head the list for dislikes. A few more dislikes are gossip, chain letters, sandstorms, okra, and term themes.

Mary's favorite expression is "Well bless your heart."

She has always admired Abe Lincoln more than any other character she can think of.

Her ideal boy must have brilliantly colored hair, changeable eyes, a perfect physique, irreproachable manners, faultless attire, be a divine dancer, and someone who can work her geometry for her. This dream man should also be an absolute toototaller, and angelic tenor voice, and be a devout Christian; a 49 Hudson would also help. Mary said that she never expects to find him; and in the meantime she will take them like they are.

Her life's ambition is to be a missionary to the moon or thereabouts.

Mary, your charming and magnetic personality, as well as just always being yourself, has won you many friends during your school days. You have definitely been an outstanding asset of your class for these past years.

EVENING OF CAROLING

Members of the Gamma Sigma Kappa enjoyed an evening of caroling last Friday night, Dec. 17. Each member and the two sponsors met at the home of Gladys Roberts; and each brought fruit and a gift to be given to a needy family. After coffee and doughnuts were served, the girls went caroling.

Those enjoying the caroling were Joy Jackson, Mary Maxey, Gladys Roberts, Chris Jones, Grace Muncy, Sherwyn Fyffe, Jane Johnson, Sammie Vickers, Sammy Shultz, Hope McIntosh, Jennie Chowning, Ann Sweepston, and Polly Cardinal.

Mrs. A. J. Beedy and children and Lynn Ely, of Fort Worth, were here the first of the week, guests of Mrs. Beedy's daughter and husband, Mr. and Mrs. Glenn Amburn and of Mr. Ely's parents, Mr. and Mrs. W. H. Ely.

Pay Newell of Plainview and Mr. and Mrs. S. D. Scott of Petersburg visited Sunday with Mrs. L. H. Newell.

Proposed Bond Issue Vote At Lockney Jan. 4

LOCKNEY—The Lockney City Council has called for an election to be held on January 4, 1949, to determine whether or not the qualified voters of the city shall authorize the council to issue water and sewer revenue bonds in the amount of \$135,000.

At the election the voters will vote on two propositions: First, whether or not the council will be authorized to issue \$21,000 revenue bonds for the purpose of constructing improvements, enlargements, extensions and repairs to the city's sewer system; and second whether or not the Council will be authorized to issue \$114,000 water revenue bonds for the purpose of constructing improvements, enlargements, exten-

sions, and repairs to the city's water system.

Although the combined amount of the two propositions is \$135,000, the City Council has given notice that only \$65,000 of the amount will be issued at the present time. The additional \$70,000 will be set up to issue in future years if needed.

BIRTHDAY DINNER SUNDAY HONORS MRS. J. E. WATSON

Mr. and Mrs. Gene Collins and son, Jimmie, and Mrs. Ama Smalley of Clovis, New Mexico, spent the week-end visiting in Leonard, Texas, with Homer Collins who is ill.

Mr. and Mrs. J. E. Watson had all their children present for dinner Sunday at which time Mrs. Watson's birthday was observed. Those present were Mr. and Mrs.

W. Mitchell Jones and son, Mitch and Marshall, Mr. and Mrs. J. A. Edwards and children, Jerome and Wanda Jean, all of Canyon, Texas, and Mr. and Mrs. Jake Watson and daughter, Nancy, of Floydada.



Just two words . . .
but a million good wishes
come with our greeting to
all our customers and
friends for the coming
season.

**Wither's
Cafe**

BUSINESS . . .

goes where it is invited and stays where it is well treated.

**J. H. & Dell Reagan
Insurance
Floydada, Texas**



With the pleasant thoughts
that come from the knowledge
of many new friendships formed
the past twelve months,
we warmly wish each of you
A MERRY CHRISTMAS

PANHANDLE SERVICE STATION

**G. C. TUBBS
INSURANCE AGENCY**
216 Bishop Bldg.
Phone 162

**One-Day
SERVICE**

Cleaning That
Excels

**STEWART'S
CLEANERS**



We Wish You A Happy And Prosperous New Year

Plenty of Nuts, Fruits and Candies for Your Xmas

GRAPES, Pound,	10c
Oranges, Large Nice Ones, Pound,	7c
CRANBERRIES, Quart,	25c
Vienna Sausage, Can,	15c
XMAS WRAPPED BACON & HAMS	
Sliced Bacon, Swift Premium, Pound,	69c
PORK ROAST, Pound,	49c
BEEF ROAST, Baby Beef, Pound,	49c

FRESH DRESSED HENS

Looper-Fenner

Your Friendly Food Store

Attention Floyd County Farmers!

We believe Floyd County farmers support Floydada and not that Floydada supports Floyd County farmers. You could get along without the town but the town cannot get along without you.

The Lyndale Farm Dairy Store is owned by a Floyd County farmer and we are paying out each month about \$7000.00 direct to your farmer friends and neighbors. Our dairy plant is as modern and up-to-date as any dairy plant in this territory, and we can provide the county with just as good or better dairy products as any Wall Street Controlled plant. We know a fresh egg is better than a cold storage egg and we know fresh milk is better than milk that has been hauled in from Ohio, Wisconsin or Illinois in a tank truck.

We employ eight men, all with families, who buy their groceries and other necessities right here at home. We own our farm and business establishment and pay quite a few dollars in school and other taxes. We are the **Largest user of City Light and Power** of any Floydada institution. We urge your support of your home town and county by trading with the following food establishments who are supporting you:—

- | | | |
|--------------------|------------------------------|------------------------------|
| Leonard's Cafe | Orman's Grocery | Star Cash Grocery |
| O. K. Cafe | Thomas Grocery & Station | Patterson's Grocery & Market |
| Hotel Coffee Shop | Blue Goose Grocery & Station | Looper and Fenner |
| L. G. Withers Cafe | B & M Cafe | Hull and McBrien |
| Malt Bar Cafe | | King's Grocery & Market |

Lyndale Farm Dairy Store

P. S. We wish you all a very Merry Xmas and a happy and rainy New Year — Whether you do or whether you don't!

Classified Ads

For Sale

BUSINESS OPPORTUNITY—Sam's Body and Fender Works to sell at invoice price. Doing best business. Call 199-W. 461tc.

FOR SALE—One 8 inch bench saw with one H. P. motor. H. M. McDonald Hardware. 462tc.

FOR SALE—A Bargain! One little Spinnet piano, slightly used. Inquire at Kirk and Sons. 462tc.

FOR SALE—A GE Airline electric cook stove. Used only four months. See at Higginbotham-Bartlett Lumber Co. 453tp.

FOR SALE—Bundles, cane and hegarí, 5 miles East of Floydada. Glen Jarnagin. 451tc.

FOR SALE—At sacrifice, one Van Horn All Purpose sprayer. McCarty's Feed Mill. Phone 490-J at night. 451tc.

FOR SALE—Two white French doors, size 32 in. x 6 ft. 8 in. with hardware. 521 West Kentucky Street. T. T. Hamilton. 453tp.

FOR SALE—5,000 cane bundles, 1 1/4 miles west town. Kearney Edmiston. 504 W. Jackson. 453tp.

NEW and used tractors, all makes. Braselton Implement Company. 411tc.

FOR SALE—Model 14 Remington 35 caliber hunting rifle, equipped with Weaver K 2.5 scope. \$125.00. Call 263-W after 5:30 p. m. 441tc.

MARTIN Ditchers. Braselton Implement Company. 411tc.

Live Stock

FOR SALE—Small paint kid pony gentle for any child, and Schweitzer made saddle, \$150. Braselton Implement Co., Roaring Springs. 471tc.

FOR SALE—51 ewes to lamb in 2 or 3 weeks, two bucks. Priced for quick sale. Geo. May, 1 mile north Baker school, call 638-W-1. 463tp.

Farm Machinery

FOR SALE—11 foot pieces with sweeper and chisels for International tool bar. 2 1/2 miles north Fairview. 472tp.

FOR SALE—1946 Oliver 70" with listers and planters; also two-way mold-board. Priced at \$2100. See or call Joe Pinner, Lockney Phone 165-J. 473tp.

FOR SALE—Two ton Dodge motor, 1 year old, Pomona gearhead; 1,000 gallon butane tank. W. H. Eakin, call 181. 462tc.

FOR SALE—Ford tractor with equipment. Equipment consists of ditcher, cultivator, 7 ft. Tandem disk, two bottom breaking plows, two row go-devil, lister and planter. Also two row stalk cutter, John Deere power mower and side delivery rake, 6 ft. one way, and 1937 A. C. combine. William Wood, 6 1/2 miles north of Lockney. 462tp.

FOR SALE—Graham-Hoeme 12 ft. \$300.00 in good condition. See Grady Dunavant, Floydada, Texas, four miles east and three and four quarters south on Lakeview highway. 464tp.

FOR SALE—Good used 14" mold-board plows, \$135.00. Power lift type ditcher for M Farmall or G John Deere, \$200.00. New two and three row power lift stalk cutters, \$110.00 to 137.00. Braselton Implement Company. 451tc.

FOR SALE—1947 H Farmall with equipment. E. T. Pritchett, 12 miles north of Floydada on Silvererton highway. 453tp.

SEE the New Ferguson Tractor now on display. Limited number for immediate delivery. Genuine Ferguson Implement, 6 to 12 foot tandem disc harrows, Cotton Tractors.

H & H Tractor & Implement Co. Authorized Dealers for Ferguson Tractors, East Broadway just west of Canyon, Lubbock Texas. 30 tfe.

WATER WELLS

Drilled and deepened. Wells moved and pumps set. I put the water on top. No irrigation wells. O. N. Ramsower, 702 Cedar St. Phone 439-J. Plainview, Texas. 454tp.

WANTED—Job on farm. Three men to work. Walter Harbin, Gen. Del. Lubbock. 453tp.

SEWING WANTED—Specialize in little girls clothing. Call 356-W. Phone 499-W. Mrs. Morgan Wright. 441tc.

WANTED—Good clean cotton rags Spas & Alexander Garage on Highway 70 east. 35 tfe.

WANTED—Clean cotton rags. Odens Chevrolet Company. 181tc.

Miscellaneous

I AM no longer connected with the Y Oil company in any way. W. A. Stewart. 473tp.

AM AGAIN doing papering and painting. Work guaranteed. L. E. Fancher, 301 West Lee. 463tp.

BRICK block stucco and plastering, also fire places. No worry about mortar freezing as I am from the north and guarantee my work. Also glass block work and general contracting. S. M. McCurdy, 309 West Miss. 461tc.

Riftons, buckles, bells, custom made, from your material. Mrs. Mary Lee Dillard, 502 West Jackson Street, phone 541-J. First door West Orman's Grocery. 444tp.

SEWING MACHINES
Bought, repaired and sold. Parts for all kinds of machines. Motors on hand at all times. S. H. Wright, 226 East Tennessee. Phone 113-J. Floydada, Texas. 458tp.

DODGE & CHRYSLER
6's and 8's
IRRIGATION MOTORS
We pick up and deliver
MAYO MOTOR CO.
Phone 237

FOR FLOOR sanding see Earl Baker at Willson & Son Lumber Co., or call residence phone No. 482-W. 40 12tp.

SPECIAL price on farm wagons. Two wheel trailers, rebuilt motors. Floydada Wrecking Co. L. L. Clark. 38 tfe.

Arthur B. Duncan Abstract Company
Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles. S. E. Corner Public Square. Mrs. Maud E. Hollums, Manager.

Order of the Eastern Star will meet Thursday night December 23 at 7:30 o'clock. 462tc.

AUTHORIZED MAYTAG SERVICE
Genuine Maytag parts, Oil & Grease. See your Maytag dealer. H. M. McDonald, Hdwe. 491tc.

MONEY TO LOAN—On farms and ranches - 4% interest. Interest due date to suit borrower. R. E. Fry Floydada. 37 tfe.

EXPERT repairing on home and auto radios. Rice Radio Service at Rice Hatchery. 271tc.

MATRRESS renovating and new mattresses made to order. Phone 921-F 33. Lester Burgett. 111tc.

FOR RENT—Ready within a few days one newly decorated two room apartment and one nice three room apartment. Both furnished or unfurnished with outside entrances. Mrs. T. E. Adcock, 419 W. Kentucky St., Phone 438-W. 471tc.

FOR RENT—Three room furnished house, new furniture, utilities paid. Couple, no transients. Calls 78. 471tc.

FOR RENT—Unfurnished apartment, adults only. See Mrs. Green, 129 W. Ga. 462tp.

BEDROOM for rent. Phone 145-W. Mrs. W. N. Paschall. 451tc.

FOR RENT—Bedroom, completely modern, 227 West Georgia. Phone 584-W. 462tc.

FURNISHED apartments 102 East Houston St. Phone 459-J. 421tc.

FOR RENT—Furnished garage apartment. Call Commercial Hotel. 441tc.

FOR RENT—Bedroom. Private entrance. 508 South Main, phone 263-W. 431tc.

FOR RENT—Rooms for light house-keeping or bedrooms. 229 W. Miss. Phone 499-W. Mrs. Morgan Wright. 441tc.

Wanted
WANTED—Job on farm. Three men to work. Walter Harbin, Gen. Del. Lubbock. 453tp.

Lost, Strayed, Stolen
LOST—Brown velvet tam with plaid lining. Call Adelaide Lloyd at Milladies. 471tc.

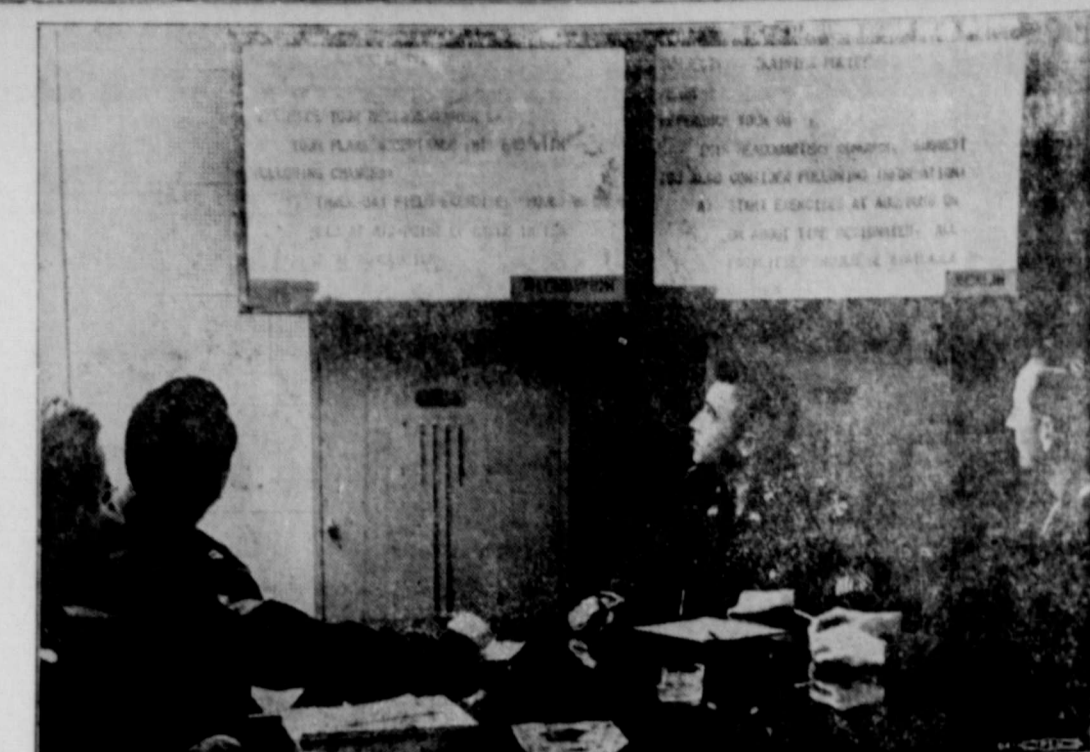
LOST—Brown "Scott Gln Co." bill-fold containing \$15 in bills. Please return to Hesperian office. 471tc.

LOST—Tan billfold. Contains three \$20 bills and identification cards. Mrs. P. L. Marble. Reward offered. Leave at sheriff's office or Hesperian office. 472tp.

Houses for Sale
GOOD homes for sale in Missouri. cheap. Contact Marshall Brooks, Cabool, Missouri or Roy Golden, Norwood, Missouri. Five miles north on highway E after 1st of January. Can fix you up with a real home cheap. 466tp.

FOR SALE—Three bedroom house with 2 1/2 lots, near high school. Priced to sell. 118 West Crockett or phone 199-W. 461tc.

FOR SALE—Old four room house Good lumber. Cheap. See N. O. Wright, 6 miles east Lockney. 453tp.



CONFERRING WITH BERLIN VIA "TELE-CON"—Daily conference of military leaders in Washington with Berlin, Tokyo and other occupation headquarters are possible through use of the Army's overseas communication network. Messages prepared by conferees at the Pentagon are sent over radio teletype and simultaneously projected on a screen for comparison with incoming messages flashed on an adjoining screen. Transmission is instantaneous and secret.

Houses for Sale

WE HAVE several good buys in houses with immediate possession. Goen & Goen. 1011tc.

TO CLOSE THE W. T. BROWN ESTATE, we offer for sale one modern residence on West Mississippi and one small house on East Kentucky. See or phone W. Edd Brown or R. Fred Brown, Floydada. 35 tfe.

FOR SALE—Five room modern house, \$5,500.00. 911 So. Main. Fay Masey. Call 372-J. 441tc.

HOUSES FOR SALE
5 room modern stucco, close in, \$5,000.
5 room modern stucco, close in, \$5,250.
Modern stucco Duplex, located on pavement, and 12 residence lots, this property will bring good returns on investment. \$6,300. Immediate possession on all the above properties. J. G. Wood Bank Building. 411tc.

Land For Sale

DAIRY SALE 4 1/2 miles south of town on Roy Curry place, January 10. If anyone wishes to sell live stock or farm machinery, see Harvey Brock or Roy Curry, or call 650-J-4. 471tp.

FARM FOR SALE
Choice level 160 acres irrigated, good well, plenty water, good improvements on paved highway, near Herford. Price reasonable. E. G. Wright, Hereford, Texas, Route 4, owner. 473tc.

SEE THIS FARM BEFORE YOU BUY
400 acre farm, good irrigation well, 8 room house and bath, 1 mile from Floydada on pavement. A real buy at \$125 an acre. See J. Sam Hale, Floydada, phone 481-W. 463tc.

FOR SALE—Several choice irrigated tracts, some improved, some not; also dry land farms in most any size tract wanted. Some good buys in city property. See or call Leonard Smith at McCoy store or Harry Stanley at Stanley's Barber shop. 461tc.

TRUCK farms, irrigated, 5 acres and up. Lots, homes and farms. Room 7, Slaton Bldg., Plainview, Tex. 454tp.

FACTS ABOUT OZARK RANCHES
Free circular available. M. Brooks, Cabool, Mo. 453tp.

320 acres, 1 1/4 mile of Highway, 6 room house, modern, REA, 14 miles town, 280 acres in cultivation irrigated, a real buy at \$150 per acre. Two 80 acre tracts irrigated, well located, well improved, priced right.
160 acres irrigated, on REA, well located, well improved, \$200.00 per acre.
123 acres, 6 room modern house, REA, 1/2 mile school, store and church, \$105.00 per acre.
160 acres, all in cultivation, irrigated, no improvements, \$135.00 per acre.
152 acres in irrigation belt, 1 1/4 miles of town, fairly well improved, \$140.00 per acre.
5 acres, 4 room house, all modern conveniences, \$4750.00.
5 acres, 6 room house, all modern conveniences, \$6300.00.
6 room house, two lots, close in, modern, \$6000.00.
A number of other houses in town priced to sell. Other farms to choose from, see Warren, Tubbe & Roberts, 216 Bishop Bldg. Phone 162. 401tc.

FARMS FOR SALE
265—Acres good improvements, well located 6 1/2 miles Floydada, will be on paved farm to market road; A real bargain at \$75.00 A.
160—Acres irrigated, all in cultivation \$135. A.
151—Acres improved, good irrigation well \$155 A.
500—Acres in proven irrigation district \$67.50 A.
160—Acres improved, good irrigation well \$135 A.
J. G. Wood, Bank Bldg. 391tc.

LOW INTEREST RATE LOANS
Give us for your farm loan. More money per acre, no commission charge, quick inspection, low interest rate, splendid pre-payment options. Goen & Goen. 491tc.

FARMS RANCHES, BUSINESS & RESIDENCE PROPERTY
IF YOU WOULD BUY, SEE WOOD IF YOU WOULD SELL, SEE WOOD
J. G. WOOD, Room 5, Bank Bldg. Phone 236, residence No. 562-W.

Want ads save money.

Wednesday's Market
Colored hens, 4 pounds and up. 28c
Colored hens, under 4 lbs. 26c
Cocks, lb. 10c
Cream
Butterfat, No. 1 lb. 65c
Eggs, per dozen, candled, No. 1 45c
Free from holes
No. 1 Hides, lb. 18c
No. 1 Hides, lb. 6c
No. 2 Hides, lb. 6c
Hogs
Tops, cwt. \$21.00
Heavies, cwt. \$18 to \$20
Packer Sows, cwt. \$16 to \$17
Grain
Wheat, bushel, \$2.06
Mats, cwt. \$2.15
Dehydrated, ton, \$18.80
Cotton (Government loan)
Cottonseed, ton, \$75.80

Farm and Ranch Loans for Long Terms at 4% interest. Pay off in advance at any time. Available to repair, rebuild improvements, finance old loans and for the purchase of farms and ranches. Floydada National Farm Loan Association. 12 tfe.

TWO corner lots in New Home addition. Will trade in on house and lot. Phone 42. Darden's Welding Shop. 38 tfe.

NOTICE
Still soliciting your listings. Have several choice farms for sale. Some irrigated, some dry land. Also several houses here in town. See me at Palace Barber Shop, or phone 526-J. Jack Burleson. 8 tfe.

Texas and Louisiana are the leading sulphur producing states of the U. S.

BOYCE HOUSE "GIVES YOU TEXAS"

One view is that opportunity knocks only once at each man's door but Walter Malone, the poet, quotes opportunity as saying: "Each morn. I bid you wake to rise and fight and win."
I. D. McEachern of Hale county agrees with this view—and the career of the wiry, little farmer is convincing.
After several successes in life, followed by reverses, McEachern, a few years ago, found himself, at the age of 55, with just \$350 in cash.
But his blue eyes only sparkled with greater determination as he decided to make a comeback. He proposed to become a grower of certified seed—not cotton or corn but grain sorghum.
He went to one grower but was turned down because of shortage of supply. Undiscouraged, he went to another and, from him obtained 12 1/2 pounds on the promise to pay it back four to one.
McEachern planted the seed on the farm of a friend in South Texas and harvested 1,700 pounds. He then had seed enough to plant on his own farm near Petersburg.
But rain wouldn't fall to get the seed started. One day, he and a friend visited the field and dug up a few of the seed. The visitor slowly shook his head and remarked, "you've got to have rain by Saturday night." What made his statement especially tragic was that it was then Saturday morning.
It didn't rain Saturday night but it did rain Sunday—and the seed did so well that McEachern sold his crop for \$20,000!—besides paying back 50 pounds of seed for the 12 1/2 pounds he had borrowed.
The old saying is that "it never rains but that it pours," and McEachern found that to be true.
Four years before he had decided to build a two-row ensilage harvester. As an investor, he had one slight drawback—he had never intended anything before, but that didn't deter him. All he had to work with was a cold chisel, a hammer and a punch and he proceeded to build a machine.
Then he applied for a patent. The application dragged along for four years and at last was granted.
Then one of the biggest farm implement manufacturing concerns offered him \$500 for his rights. He refused, so the company sent a representative down and the visitor asked, "What will you take?"
"Oh," replied McEachern in an unconcerned tone, "ten thousand dollars."
The company took him up on the proposition, so, along about the time that he sold \$20,000 worth of certified grain sorghum seed, here came a check for the invention and he used it to buy his present farm—a half section; and in there, in a modern home with a yard that looks like a park—so bright are the flowers and so trim the trees and so green the lawn—he and his wife live.
They have nine children—all grown—eight sons and a daughter.
Last year, McEachern sold 12,000 sacks of Plainsman grain sorghum. County Agent Manuel W. Ayers says the market price was around \$4.75 to \$5.00, which would figure out something like \$57,000.
McEachern keeps adding to his holdings. "My wife won't let me buy but a quarter section a year," he says, with a grin. He has added 816 acres to the original half-section, 10 miles west of Plainview, and has seven irrigation wells.
Not bad, not bad at all for a farmer who, four years before, at the age of 55, was "down" but refused to quit.
Mr. and Mrs. Louis O. Newell of Denver, Colorado, are here to visit Mr. Newell's mother, Mrs. L. H. Newell.
Mr. and Mrs. J. O. Warren and family spent Sunday in Plainview with Mr. and Mrs. Paul Williams.
Maurice Burton spent the weekend in Lubbock with Mr. and Mrs. R. H. Green and Mr. and Mrs. A. A. Hoots.
Mr. and Mrs. Fred Stewart will spend Christmas in Eddy, Texas, visiting with relatives.
Miss Bonnabelle Fuqua of W. S. C. in Canyon will spend Christmas holidays with her parents, Mr. and Mrs. Floyd Fuqua.
Want ads save money.

Don't Throw Away the Hoe

A warning on the use of weed-killing chemicals by L. W. Kephart applies pointedly to home gardeners, says the U. S. Department of Agriculture. Kephart is weed eradication specialist in the Bureau of Plant Industry, Soils, and Agricultural Engineering. He comments on the wide interest in chemical killing of weeds which has come to overshadow the older methods because of the results obtained with 2-4-D and other seemingly "miraculous" weed killers. He advises the gardener to go slow and to try the new ways on a small scale, if at all, and make sure that results are desirable under his special conditions before launching into full scale use of new chemicals.
For home gardeners, the suggestion is to stick with the hoe and wheel cultivator. In most gardens a row, or a few rows, of one vegetable from the whole planting. Destruction of relatively few food plants by unskillful use of a weed killer might destroy the year's crop. In home gardens, rows are commonly close together and different vegetables are close neighbors. The chemical that might satisfactorily weed a row of carrots might easily kill beets on one side and tomato plants on the other.
Kephart recognizes the bright possibilities of successful development of chemical methods of weed control that may come to work as well in the garden as the controlled use of 2-4-D does on lawns. But until research and experiment have time to test these he says:
"I do not think that any of the fifty or more methods now being suggested to control weeds in vegetable gardens with herbicides are as sure-fire, or ready for wide-scale acceptance. With the possible exception of the use of Stoddard Solvent on carrots, every one of the methods that is being discussed at present is still very much in the experimental stage, and anyone who uses one of these methods on a field scale without first making positive that they are fool-proof for his conditions will be doing so at his own risk."

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Dehydrated, ton, \$18.80
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Coddling Moth on Way Out

Faithful 1948 adherents of the "apple a day" maxim—if they can think back to pre-war experience—will realize that nowadays they are not nearly so likely as they used to be to find a worm—or half a worm—in their apple. Also, says the U. S. Department of Agriculture, the "spray residue" problem is not nearly so troublesome as it was.
The apple worm—or coddling moth—problem, says the bureau of Entomology and Plant Quarantine, appears to be on its way out as a major concern in apple growing. DDT—introduced during the war—has proved to be an effective spray. In fact in some isolated orchards that do not draw moths from unsprayed or poorly sprayed trees nearby a good early spray program with DDT may so reduce coddling moths that there is no need to spray against the second brood.
But DDT has not proved a full solution of apple insect problems. It does not make a clean sweep of all the pests. Thus, DDT sprays permit a build up of some pests that it does not control—the apple mites, for example. The problem shifts but a problem remains. The mites do not cause wormy apples, but the apples are smaller and of poorer color.
Entomologists will need to continue improving spraying schedules to fit the combination of pests that exist in the various apple growing areas. They are now hopefully testing several new and promising insecticides which may supplement or supplant DDT in orchard spraying. Some of these are proving about as effective as DDT against the coddling moth and are also deadly to several pests that DDT does not cope with. An all purpose apple insecticide is possible but not probable, they say.
The new insecticide, parathion, is making an impressive showing against nearly all the apple pests. Federal entomologists say however that it can not yet be recommended for general use, that considerable more controlled and expert testing is needed. It is an extremely poisonous material and may have public health hazards.

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Mt. Blanco News

By Mrs. Weldon McClure
MT BLANCO, Dec. 21—Well, everyone is hoping for a white Christmas or a wet one anyway. That would really be a grand Christmas gift.
Mrs. Guy Haverstock and baby Ruth Ann of Midland spent a few days last week with her parents, Mr. and Mrs. Bill Keith and Mr. and Mrs. R. D. Armstrong.
Mr. and Mrs. Robert Moss and sons of Memphis visited Thursday with her parents, Mr. and Mrs. C. A. McClure.
Mr. and Mrs. R. D. Armstrong visited in Lubbock Friday.
Mrs. Rudolph McCurdy and Larry visited relatives in Memphis last week.
Sunday dinner guests of Mr. and Mrs. Delmer Forguis and children were Mr. and Mrs. Bud Kelly of Petersburg, Mr. and Mrs. J. W. Wood, Roberta Dell Reed, Mrs. R. C. Wood of Crosbyton and Kay Don Spurgin. The occasion was a birthday dinner for Ronnie and Sandra Forguis.
Mr. and Mrs. Weldon McClure entertained Monday night with a surprise birthday dinner honoring Mrs. Dennis Taylor. Those present were Mr. and Mrs. C. A. McClure, Mr. and Mrs. Brice Allen and girls, Mr. and Mrs. Hoyt McClure and Duane, and Mr. and Mrs. Dennis Taylor and sons.
Dennis Taylor and Bill Norris were business visitors to Herford Monday.
Sunday afternoon visitors of Mr. and Mrs. M. J. Mosley were Mr. and Mrs. Weldon McClure, Margaret and Mrs. Homer Newberry and Judy.
Margaret McClure was a Sunday guest of Wandell Russell.

Mr. and Mrs. C. A. McClure Sunday dinner guests of Mrs. Mrs. Hoyt McClure and Mrs. Weldon McClure afternoon visitors.
Mr. and Mrs. V. R. O'Brien Brownfield were Friday night guests of his sister, Mrs. R. E. Mr. Spurgin and Kay Don. Roy D. Armstrong was a guest of Jerry McClure.
A merry Christmas and New Year to everyone.

YOUTH RALLY NEWS
There were approximately 100 people who attended the rally at the First Baptist Church last Saturday night. Christmas theme was carried throughout the program. "The Music was Directed by Rena Taylor gave the dedication of the Christmas tree by the Cone church. Rev. R. T. Barton gave the story of the other wise man. Rev. F. E. S. of Plainview district, brought the next Young Rally with the First Baptist Church, January 22. The national Youth Rally also with the First Baptist Church, January 8. A very program has been planned for meetings.
West Virginia became the state of the Union in 1863.
Copper ores are most abundant in New York.
California is the largest producer of cantaloupes.

Braselton & Mc
Building Contractor
Building and Re-Modeling
FREE ESTIMATES
Commercial and Home Building
PHONE NO. 29

LAST MINUTE SELECTIONS HE WILL WEAR USE LONG AFTER CHRISTMAS
Luggage for men and S heart too. Stockman's by Pendleton Woolen Billfolds, Hose, Pajamas, Robes, Stetson and Hats, Top Coats and New wool Fall Patterns. Wear that bleeds—Yet he wants. Pendleton wool blankets.
MANY items can still had at —
Glad Snodgrass
"Smart Wear For Men Since 1900"



REALIZING that we are closing another year's activities, I want to thank all my customers and friends for their very pleasant co-operation and wish for a very happy Christmas and a prosperous new year.

E. C. KING
REAL ESTATE AND INSURANCE

T., N. M. & O. COACHES
Schedules Effective March 15, 1948

In effect now, make your travel in Air-conditioned buses easier, time-saving.
East Bound
Leave Floydada 8:40 a. m., 2:05 p. m., and 8:15 p. m. making direct connections at Vernon for Oklahoma City, Dallas and all points east;
Connections at Vernon for all points east

West Bound
Leaving Floydada 10:25 a. m., 4:20 p. m., and 9:45 p. m., making direct connections at Lubbock for all points North, West and South.
Northeast Bound 2:05 p. m.
To Silverton, Quitaque, Memphis, Childress.
A. J. CLINE, Agent

AT THE PALACE
THIS WEEK



THURSDAY & FRIDAY

DECEMBER 23 - 24

Matinee Each Day 2 P. M.

GENE AUTRY, IN

"STRAWBERRY ROAN"

The story about a Great Horse -- And Its The Best Picture Gene Autry Has Ever Made --- And Its in Color.

PLUS GOOD SLAP STICK COMEDY

XMAS DAY, DEC. 25

Matinee & Night

BETTY DAVIS, ROBERT MONTGOMERY, IN

"JUNE BRIDE"

Betty Davis & Montgomery team up to make one of the best comedies of The Year. Plan now to bring the Family and see this Xmas Day!

MID-NITE XMAS NIGHT DEC. 25

11:30 P. M.

"The Ghost Of Frankenstein"

Shocking --- Startling --- Thrilling, Plan Your Parties --- SEE IT!

AT THE RITZ

XMAS EVE & XMAS DAY

FRIDAY & SATURDAY DEC. 24 - 25

Matinee Each Day

EDDIE ALBERT, GALE STORM, IN

"THE DUDE GOES WEST"

PLUS COMEDY & SERIAL

Shows To Help Entertain On Christmas Day

Floydada's cinemas will help entertain the Christmas crowds in town this week-end. Jack Deakins, manager of the Floydada shows, expects the midnight December 25 feature, "The Ghost of Frankenstein", to be a killer diller. It will begin at 11:30 Saturday night. He expects several Christmas parties to see the feature.

Today and tomorrow the Palace feature will be the Gene Autry story, "Strawberry Roan." It is in color, is about a great horse, and Deakins says it is the best picture Autry has ever made. Both days matinee will begin at 2 o'clock in the afternoon.

Christmas day matinee and night at the Palace, Deakins has set in the feature "June Bride," Bette Davis and Robert Montgomery in the title roles. It is a most enjoyable comedy, says the show man.

At the Ritz Friday and Saturday matinee shows will feature Eddie Albert and Gale Storm in "The Dude Goes West," with a comedy and serial as added interest.

None of the shows will carry any added charge for admission.

Campbell News

CAMPBELL, Dec. 20--Mr. and Mrs. Jay Kinnard and Kay of Lubbock visited her parents, Mr. and Mrs. Richard Stovall and family Sunday.

Mr. and Mrs. Richard Stovall and family leave for National City, California Tuesday. They will visit Dorothy J. T., and their families. Mr. and Mrs. Everett Warren, Virgil, Maxine, and Dennis, visited Mr. and Mrs. Foster Amburn Tuesday night.

Mr. and Mrs. J. A. Baxter and family visited Mr. and Mrs. R. F. Finley and Mr. and Mrs. W. W. Baxter Sunday.

Mr. and Mrs. J. L. Baxter, Ann, and Bill spent Sunday night with Mr. and Mrs. J. A. Baxter.

Mr. and Mrs. C. W. Jones and family visited Mr. and Mrs. C. B. Lyles and Mrs. Rita Lyles who is at the home of Mr. and Mrs. Weldon McCormick, Sunday.

Mr. and Mrs. W. H. Bethel were Sunday dinner guests of Mr. and Mrs. A. H. Kreis.

Mr. and Mrs. Masten of Amberst, parents of Mrs. Green, visited with Mr. and Mrs. Sam Green Sunday.

Mr. and Mrs. E. B. Chestnut visited Mr. and Mrs. C. B. Lyles and Mr. and Mrs. Bud Sparks Sunday. Dean Beck, who has been in the Marines, was a guest of the Sparks family Sunday.

Our "42 social was well attended Friday night. Sam Green made high score in "42". Everett Warren and W. P. Hinkle were best domino players.

Mr. and Mrs. J. H. Norvell and Geneva visited her father, Mr. J. P. Dunn of Spur Sunday.

Mr. and Mrs. Seaton Howard and Sharon visited Mr. and Mrs. B. M. Johnston Sunday afternoon.

There will be no singing Sunday night, December 26. At the last singing Sunday, Mrs. Bethel and Mrs. John Hopper sang "No Disappointments in Heaven." A quartet composed of Mrs. Bethel, Mrs. Hopper, Mr. Chestnut, and Mr. Smith sang "Heaven Holds All to Me," and "When They Ring the Golden Bells." Mrs. Sam Green played a piano solo.

We shall have a short program and Christmas tree Thursday night, December 23. There will also be a "42" party. Please bring dominoes and card tables.

Lakeview News

LAKEVIEW, Dec. 21--Rev. G. A. Rowell, pastor of the Lakeview Baptist church, has announced a watch night service at the church for December 31, beginning at 8 p. m. and to continue until shortly after midnight. This service will consist of singing, prayers, and talks. Several speakers of note have promised to be present as well as a quartet. A fellowship hour will be observed during the service at which time coffee and doughnuts will be served.

Mr. and Mrs. William Powell and daughters left Monday for Cortez, Colorado, where they will make their future home.

Schools closed Tuesday for the Christmas holidays. In the afternoon pupils and teachers exchanged gifts. Classes will resume work Tuesday, January 4.

Miss Anna Mae Jones substituted as primary teacher Monday in the absence of Mrs. Tooley.

A large crowd attended the beautiful and well rendered Christmas program given by the school Friday night. A number of visitors from other communities were present.

Mr. and Mrs. Leo Danford and daughters visited Sunday in the home of Mr. and Mrs. Wesley Gentry and children of Wilson.

Mr. and Mrs. Wayne Battey and boys visited in the home of her sister and family, Mr. and Mrs. Van Thornton and children of Lubbock.

Mr. and Mrs. M. D. Thornton returned home Tuesday from Fort Worth where they had been the past week by the bedside of his mother, Mrs. Frank Thornton. She passed away Saturday and was laid to rest Sunday afternoon near Fort Worth.

B. F. McIntosh, Jr. of A. and M. College at Bryan, Texas, arrived home Saturday to spend the Christmas holidays with his parents, Mr. and Mrs. B. F. McIntosh.

Dick Sparks and Mrs. J. C. Sparks of Lubbock visited in the home of Mr. and Mrs. Alva Sparks from Monday until Wednesday.

Carolers Sing For Dougherty People

Forty young people and adults from the Dougherty Baptist church climbed into a truck Tuesday night and went Christmas caroling over the entire vicinity of Dougherty.

With a piano loaded on the truck they were heard singing at every house in Dougherty and many of the residents on the outskirts of town.

The group sang everything from "Jingle Bells" to "Here Comes Santa Claus" including "Silent Night", "Joy to the World", "The First Noel", "It Came Upon a Midnight Clear" and many others.

Many of the people invited the singers into their homes and served them candy, cake, apples, oranges, nuts and popcorn.

The carolers wish to express their regret because they were not able to visit every home around Dougherty and sing for them but "Ole Father Time" just wouldn't permit.

This was the second succeeding year that these young people and adults have gone caroling in a truck with a piano on it. Many of them said it was a lot of fun and expressed their desire to go again next year.

There were also some visitors from out of town.

THORNTONS ARE GRATEFUL TO THEIR MANY FRIENDS

We are certainly grateful to our many friends for their kindness of the past few weeks, following the fire which destroyed our household effects and also in the death of Mr. Thornton's mother last week in Fort Worth. Your friendship and interest in our welfare will always be treasured in our hearts.

Mr. and Mrs. M. D. Thornton.

NOTICE TO THE PUBLIC

The partnership which has heretofore existed between W. A. (Al) Stewart and P. Q. Haney, operating as Y Oil Company was terminated as of date December 20 by agreement, the said P. Q. Haney assuming all liabilities of the company and retaining for himself all right, title and interest to said property. All accounts due and payable to Y Oil Company are the property of the undersigned, and said W. A. Stewart is no longer associated with the company in any way whatsoever. 47 3tc. P. Q. Haney

Mr. and Mrs. W. S. Poole, of Dougherty, are leaving tomorrow for Oklahoma City, where they will spend the Christmas holidays as guests of their son, Dr. Warren Poole and family.

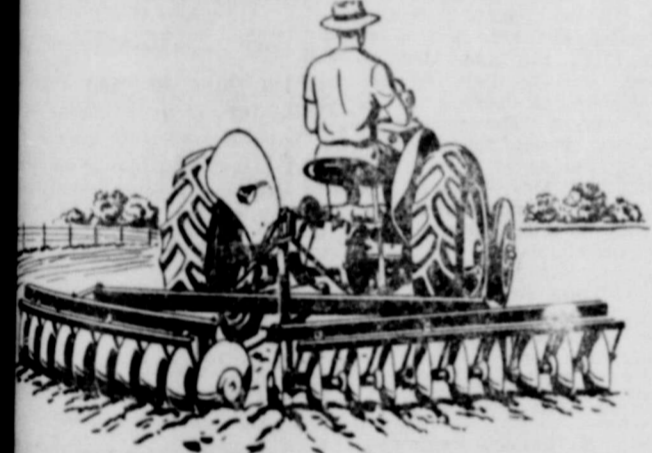
Mr. and Mrs. W. T. Elza and daughters, Lajana Ann and Lenetta Gail, of Amarillo and Mr. and Mrs. Jewell Elza and family will spend Christmas with their mother, Mrs. A. Elza.

May the true Peace of Christmas abide with you always



FLOYDADA IMPLEMENT CO.

On Hiway 70 East



For The **DISC HARROW**

That is worth your money and does a good job of --

Pulverizing and leveling,

Try

DEARBORN

Power-Lift Type

SINGLE DISC HARROW

Try Our Genuine

Dearborn Two-Way Plows

For Your Deep Breaking Needs

\$285

Come in and let us check your Ford tractor today. We have factory trained mechanics on duty for all repair work.

Braselton Implement Co.

ALL ABOARD...

for a Merry Christmas



W. M. MASSIE & BRO.
General Land Agents
FLOYDADA, TEXAS

W. M. Massie

J. M. Massie

Hollis R. Bond

A LITTLE CHRISTMAS NOTE OF CHEER TO YOU



DAY'S CLEANERS



Y COURTS



SANTA, swell fellow that he is, has told us that you've been mighty good folks the past year and so we're hoping that you will enjoy the festive occasion of Christmas to its fullest extent.

THE MALT BAR

MERRY CHRISTMAS

We are thinking of you at Christmastime and wishing you

Good Luck
in all you do

FLOYDADA BAKERY

SANTA LETTERS



Santa Letter From Grown-Up

A letter to Santa Claus that originated in Greenville, Texas, and which was published in the Greenville Morning Herald recently has occasioned many nostalgic sighs from people of the Southwest in the past several days.

Received from an anonymous source it impressed newspaper publisher Poole so much that he used it in his "column" and released to AP newspapers of the state. "We think everyone who reads it will be as deeply impressed as we were," says the Greenville newspaper man. The letter in full follows:

Dear Santa Claus,
I am a little girl in the first grade. I have tried to be good, so will you bring me a baton and a girl's bicycle, candy, nuts, and fruit. Don't forget the other little girls and boys.

I love you, Santa,
Pleeta Carthel

Dear Santa,
I have tried to be a good boy. Will you please bring me a cement mixer and a football helmet? Please bring my presents to Nana's. I will be there for Christmas. She has a big chimney.

George Russell Farris
Sand Springs, Okla.

Dear Santa,
Please bring me a doll buggy, set of dishes and a small doll house with the furniture. Also bring Grandpa G. I something too.

Love,
Lynda Gay Wright

Dear Santa,
I have been a good little girl this year. I want a grown-up doll that has real hair. And I also want some apples, oranges, candy and nuts.

Your friend,
Melinda Barker
Floydada, Texas

Dear Santa,
I am a little girl six years old. Would you please bring me a cow-girl suit, a blackboard that stands up, some chalk and a little piano. Don't forget the nuts, fruit and candy.

I love you,
Alice Gayle Dillard

Dear Santa Claus,
I have been a good boy this year. I want a razor and some "Old Maid" cards and some apples, oranges, candy and nuts.

Your friend,
Kenneth Barker

Dear Santa,
I have been a good girl, studied hard, and helped my mother.

Please bring me a baton, a doll, doll clothes, and a bracelet. Don't forget the other children.

Love,
Sue Fenner

Mr. and Mrs. Zack Felton of Clovis, New Mexico, have a baby daughter born December 14 and named Carolyn. The Feltons have two other daughters. The baby is the granddaughter of Mrs. P. M. Felton of Floydada.

Mrs. J. H. Buchanan left Saturday morning for Los Angeles, California, where she will visit with her son and family, J. W. Buchanan, and her daughter, and husband, Mr. and Mrs. Hershel Frieleds.

Petroleum and natural gas are California's most important resources.

"Dear Santa:
"It has been a long, long time since I have written you.
"I have now moved from the old home on happy street to a house of loneliness and doubt which stands at the end of Disillusion Ave.
"All of the gloriously bright little bubbles that I had in years gone by are now either broken or tarnished and tear-stained.
"Please bring me a few of those precious toys that I once had—the shining bubbles of joy; the tinkling bells of cheer that rang in my voice; the candles of faith that shone in my eyes; the frankincense and myrrh of steadfast hope that strengthened my soul and the lode star of universal love that gleamed in my heart.
"In the years past, I realize I did not appreciate those priceless treasures or care for them as I should have—but now I repent my carelessness and humbly ask you to remember me with another supply for Christmas.
"I will hang my empty heart right by the chimney, Santa and, please, this is what I want:
"Give me a large basket of forgetfulness, with which to cover up all bitterness and useless brooding; a large box of forgiveness for those who robbed me of laughter and filled my eyes with tears; leave me enough of the cement of hope to mend the shattered fragments of joy; tuck in a little song of cheer and, please Santa, leave quite a lot of plain old-fashioned faith, understanding, unselfishness and tolerance that I can share freely with my neighbors.
"Sincerely and thankfully,
"A GROWN-UP CHILD"

Out of town relatives and friends in Floydada last week for the funeral services of Rev. M. M. Robinett included Mr. and Mrs. J. P. Menefee, Lynn Menefee, Mr. and Mrs. Clayton Menefee, Donald Menefee all of Artesia, New Mexico, Rev. and Mrs. F. E. Curry of House, New Mexico, Mr. and Mrs. Rush Robinett of Throckmorton, Rush Robinett, jr., of Lubbock, C. A. Menefee of Springer, New Mexico, Mr. and Mrs. Howard Menefee of Hagerman, New Mexico.

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C. A. Boothe & Sons

Merry Christmas

*Good Luck
Good Cheer
and Many
Happy Days*

COLLIER AUTO & ELECTRIC



CHRISTMAS GREETINGS

May the sincere greetings and best wishes of many friends warm your heart and brighten your holidays.

**L. C. McDONALD
CLEMENT McDONALD**

PONTIAC GMC ALLIS CHALMERS

IT'S LATE-

BUT NOT TOO LATE

FOR HER

**Pretty House Shoes
1.98 to 3.98**

**Robes & Negligees
14.95 to 29.75**

**Nylon Hose
1.50 to 2.25**

**Gloves, All Kinds
1.49 to 5.95**

**Lovely Gowns
4.95 to 7.95**

**Costume Jewelry
1.00 & UP**

**Colored Sheet Sets
7.98 Set**

**Towel Sets
1.00 UP**

**Panties
.79 to 4.95**

**Beautiful Slips
2.98 to 7.95**

FOR HIM

**House Shoes
3.98 & 4.98**

**Curlee Suits
From 49.50**

**Mens Sox
.35 to 1.00**

**Dress Gloves
2.98 to 6.50**

**Pajamas
3.25 to 6.75**

**Stetson Hats
10.00 to 50.00**

**Curlee Top Coats
29.75 UP**

**Large Selection Ties
1.00 to 3.50**

**Shirts, Sport & Dress
2.25 to 5.95**

**Men's Hickok Jewelry
1.00 & UP**

**THE BEST OF ALL GOOD WISHES FOR
CHRISTMAS & THE NEW YEAR**

HALE'S DEPARTMENT STORE