

Brings Many Families And Friends Together

SON CALLS FROM PARIS Mrs. Charlie Warren received a surprise Christmas greeting Saturday from her son in Paris, France, who called to wish the family a "Merry Christmas". The telephone call came through from Private First Class Donnie Barbee about 4 p. m. US time. He extended his greetings and said he was doing fine. Mrs. Warren said the phone connection was not too good, but that she could hear him fairly well. Barbee has been overseas with an army artillery division since May. Mr. and Mrs. John Schlitter entertained with a Christmas snack supper in the family home last week. Their guests included Mr. and Mrs. Cecil Lewis and family, Mr. and Mrs. Malvin Jarboe and daughter, Mr. and Mrs. Dorris Jones, Hershel Webster of Coleman and Dwane Floyd of Friona. Mrs. E. F. Stovall spent Christmas at Dumas, returning home Tuesday. She was the guest there of her daughter, Mrs. Tucker Teutsch and family.

SUGAR BEET GROWERS ASSOCIATION PUSHED

County Sustains Healthy Growth In Buying Power New Crop For Plains Region Is At Stake To gain the solid support of Floyd County people for a sugar beet organization to help present the claims of the southwest to an equity in sugar beet acreage, is the aim of the Floyd County Sugar Beet Growers Association, organization of which was recently completed. As of last week the association had a membership of 112. It is the hope to gain general county-wide support from farm operators and business people in general, said J. W. Reue, secretary-treasurer this week, in announcing that an appeal for members is going to every business and farm address in the county. Urging this action on the people of the county the letter points out that the raising of sugar beets is strictly controlled by the government and whether or not the western farmers get more sugar beet allotments depends upon proper legislation being passed at the next session of the Congress. With the worsening Cuban situation there is reason to believe that such an effort can be successful, if all work together. Signed by President Richard F. Stovall and Mr. Reue, the letter points out the belief "that it is not in the best interest of the United States to be dependent upon Cuba and other foreign countries for more than 50 percent of the sugar consumed in this country, when a large percentage of this sugar could be raised right here in this area." The campaign for added members, it is hoped, can be completed by Jan. 15 so the campaign to enlist the help of Congress can be started in the opening days of the 1961 session. Mr. Reue said this week that a preliminary survey of Floyd County farmers interested in sugar beet growing is being made for the Fort Worth & Denver Railway Co. for all the refiners of sugar in general and in particular for American Crystal Sugar Company. Cards which are going out with the letter, ask for information, detailed as to block and farm, from prospective sugar beet growers. This information will be of inestimable value, also, in presenting the matter to the Congress. Not only are all area organizations backing the plan to seek more sugar beet allotments for plains farmers, but also the solid support of the regional West Texas Chamber of Commerce has been assured. Owen Thornton is vice president of the county organization, and the directors, in addition to Thornton, Stovall and Reue are Charlie Boedeker, Tom Hutchins, Hershel Carthel, Howard Gregory, Jay S. Hale, L. B. Brandes, Billy Stanforth, and Louis Pyle.

Business And Financial Forecast Calls for Fair Year On Farms

'Sore Spots' In Restive World May Be Cause For 'Explosions' 1961, but may close some loopholes and increase certain excise taxes. Looking back over the years that I have been making these Annual Forecasts, it seems that building and real estate have been the last to profit from a boom, and the last to suffer from the following reaction. Readers all know that from its World War II low point new building, especially of homes, gradually rose to an all-time high in 1959. Part of this growth has been due to increased population and higher incomes. In addition to the natural growth to which new building was entitled, it was greatly encouraged by loans to veterans without any down payment, the acceptance of twenty-year mortgages by banks in place of a maximum mortgage of five years, and by subsidies of various kinds. Like all stimulants, however, these have gradually become less effective. A decline in new building and new home construction is only natural to expect in 1961. I do, however, forecast that a move for urban renewal will be urged and secured by the new President. This means pulling down the slums of large cities. See Babson's Report Page 6)

Plains Football Greats Placed High On Regional, State Lists

Several area boys have been named to recent all-star football teams in the daily papers. High honor to go to a Whirlwind defensive tackle, Bobby Brown, Olton, first team defensive back, Freddie Walker, Spur, first team defensive back. On the number two team beside Teague were Robert Prist, Olton Matador; center Dale Dixon of Matador; backs Bill Mangold of Lockney, Charles Edwards of Ralls, Roy Bearden of Matador, Randle Buchanan of Olton. The Matador Matadors were one of the best represented teams on the all-star picks of the Lubbock paper as six members of that regional champion team either made one of the first or second units or received honorable mention. Star Telegram Picks The Fort Worth Star Telegram picked five players from class A. A ranks to their all-state super team Class A got one, triple A got two berths and four A got three players named. The Star Telegram put Darrell Mott of Taylor at end; Jim Sifton of Cisco at guard; Bert Gravitt of Denver City at quarterback; Ernie Koy Jr., of Belville, at half back; and Budgie Ford of Taylor at half back. Of those named all are seniors except Sifton of Cisco who is a junior. Key was the only class AA player to top 200 pounds in the weight department. Mott was the lightest man on the team listed at 165. Fertilizer Must Be Used Wisely Or it Can Be Wasted, Says Lewis Fertilizer is the key which unlocks the power of your soil. It is an investment in greater profits and a more abundant living from the soil, declares County Agent Cecil Lewis, commenting on the current campaign to raise farm incomes in Floyd County. However, fertilizer is not a "cure-all" and it must be used wisely or it can be wasted, he said. This is the reason why farmers in Floyd County are urged to take the guessing work out of fertilization practices by having soil tests made of their individual farms. Just as the turbine and generator convert the once wasted power of falling water into useful electricity, so can the proper use of fertilizer combine with the forces of water, air, and sun to produce greater crop yields. The same amount of rain, air and sunlight falls on a low-yield-outcrop field as on a nearby field of fertile soil, with a high-yielding crop. The major difference is the fertility level of the two fields. Many fields in Floyd County are losing profits because of low fertility soils Mr. Lewis claims. To overcome this problem, farmers are urged to take soil samples to determine the kind and amount of fertilizer to use for greater crop production at lower cost.

Berry Watson Passes; Rites Held Tuesday

A Missionary Baptist preacher, in ill health for several years, succumbed in Peoples Hospital at 9:40 Monday morning. He was Berry Watson, 72, former resident of the Matador area, who moved to Floydada only a short time ago. Funeral rites were held Tuesday afternoon in the First Baptist Church at Roaring Springs, where formerly he was pastor. Rev. R. F. Pepper, Turkey, Rev. Glenn T. Smith, Clovis, N. Mex., and Rev. Bob Moore, Roaring Springs, officiated. Interment was in Roaring Springs Cemetery with Eudy Seale Funeral Home in charge of arrangements. Pallbearers were Virgil Booth, Curtis Leatherwood, Don Probasco, Lloyd and Johnny Brawner and Gary Laughlin. Rev. Watson was married to Miss Ada Mitchell in Avery, Tex., on Aug. 15, 1909. He had been a missionary preacher since 1923, and was ordained in Red River County near Clarksville. He was active in church work until ill health over took him. He had pastored churches at Matador, Roaring Springs and Turkey. He was associated with the Buck Creek Missionary Assn., for many years. Survivors include his wife; four daughters, Mrs. Charlie Posey and Mrs. Wayne Russell of Floydada, Mrs. Hubert Halcomb, Crosbyton, and Mrs. Carroll Pierce of Roaring Springs; one son, Omar Watson of Roaring Springs; 13 grandchildren, 11 great grandchildren; two brothers, Ed Watson, Roaring Springs, and Hearsie Watson, Denison; one sister, Mrs. Ida Blasingame, Denison; three half-brothers and stepmother.

Wind Cagers Will See Action In Slaton Invitational Meet

The Whirlwind basketball teams will swing back into action on Tuesday when they get underway in the Slaton tournament. It could not be determined early this week just what teams would be in the Slaton tourney or who would be the first round opponent of the locals. The host Tigers play a good brand of basketball and their girls' teams are usually tops in their district, so local fans do not hold too much hope for a "Wind" victory. The regular district 2AA play starts on January 10 when Floydada plays host to Abernathy.

Knights Plan Slower Pace In New Home

A Floyd County couple who have resided on the same farm since 1928 and farmed all that time, have decided to retire to a small acreage in New Mexico and take up a life of fishing and hunting. Mr. and Mrs. Walter M. Knight of the Sand Hill Community have leased their homestead to Bun Hopper. They left yesterday for their new residence at Blanco, N. Mex., on the San Juan River. The couple plan a new home there as soon as possible. In the meantime they will live in a comfortable home already on the acreage. Mr. Knight has lived in Floyd County since 1916 and Mrs. Knight since 1908. They, like most others, have taken the bitter with the sweet. Although not wanting to get completely away from farm life itself, but wanting to take things a little easier, the couple decided the move, after planning and thinking about it for ten years. The plot of land with its scenery was spotted by Mr. and Mrs. Knight while driving thru that part of the country on vacation. They plan to have fruit orchards and stock farming to keep them busy and for leisure they will fish and hunt. The couple will only be a short drive from a daughter, Mrs. Bill Owens, who resides in Lovington. Mrs. Knight says they will be back to Floydada often to visit friends and her mother, Mrs. Cora Pace and their daughter, Mrs. Odie Elliott and family.

Two South Plains Boys Join Up With Army For 3 Years

Frank D. Jones, son of Mr. and Mrs. Dock J. Jones, and Michael L. Wood, son of Mr. Leonard T. Wood, South Plains, enlisted in the U. S. Army for a period of three years it was announced today by Sfc Willard P. Wang, local U. S. Army recruiter from Plainview. Under the U. S. Army's "Choice of Vocational Training" program, both young men picked Field Artillery as their choice of training. They enlisted under the "Buddy Enlistment Plan" that guarantees them to be together during their basic training. For "Choice of Travel", they picked the European Theatre. Upon completion of basic training and initial training in their chosen field, they will be sent to Europe to join a unit of the 7th U. S. Army. Sfc Wang stated that basic training was suspended from December 21 until January 3 to allow all basic trainees to be home for the Christmas holidays.

Living Costs and Inflation

Living costs may rise somewhat during 1961 due to the increase in population and the desire for more comforts and convenience. A person like myself, who has had children and grandchildren, knows how each succeeding generation considers as necessities what the parents considered luxuries. This, together with the higher cost of labor, is the primary reason for today's record-high (127.3) cost of living. As there is only so much land available, rents will increase

C-C Banquet February 10

John W. Peue, secretary of Floydada Chamber of Commerce announced this week that the annual meeting of the 230-member organization will be held the night of Friday, Feb. 10, at a banquet to be held at the high school cafeteria. Dr. W. H. Gordon, of Lubbock, will be the featured speaker. Tickets for the event will be made available in January.

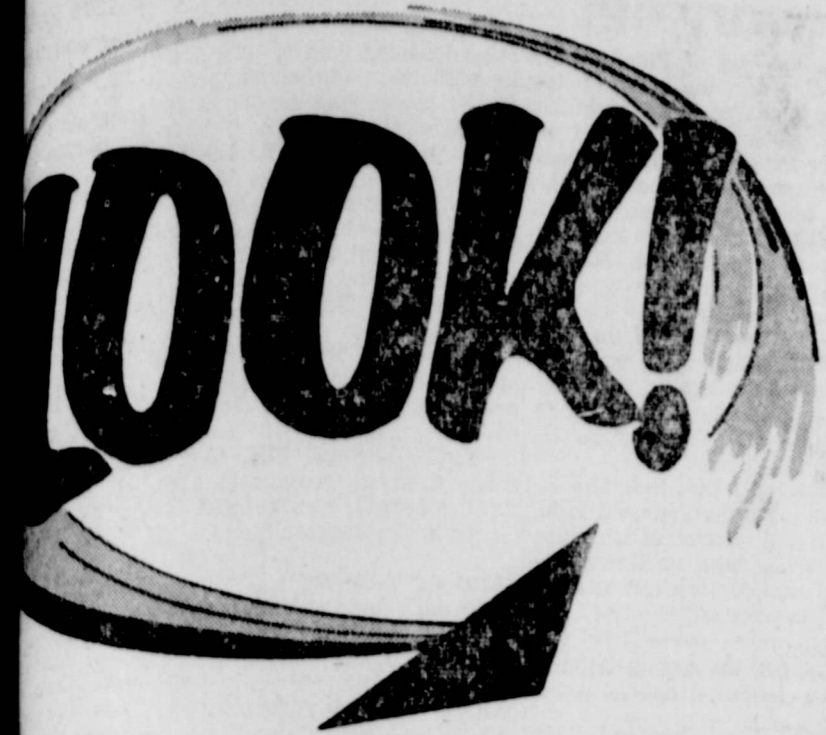
Employment, Wages, and Taxes

The Federal Government will not increase income taxes during 1961. Those executives who now have positions should strive to do better work, not ask for increases, and do everything possible to hold onto their jobs. Labor leaders hope to have a key to the White House with Mr. Kennedy as President. This may apply to the settling of strikes and contract disputes. The AFL-CIO will influence more votes in Congress during 1961-62 than in 1959-60. The conservative Southern Democrats, however, will unite with Republicans to block radical labor legislation. Congress certainly will not outlaw the "right-to-work" legislation which has been passed in certain conservative states, nor will labor get a revision of the Taft-Hartley Act. Congress will not compel industry to collect dues from union members, but may temper the recent Court decisions ruling against excess union spending. All the above means that labor will be able to hold its own during 1961 and secure some small increases in wages, pensions, and improved working conditions; but this may not be what labor expected to get from the election of President Kennedy. The Federal Government will not increase income taxes during 1961. Those executives who now have positions should strive to do better work, not ask for increases, and do everything possible to hold onto their jobs. Labor leaders hope to have a key to the White House with Mr. Kennedy as President. This may apply to the settling of strikes and contract disputes. The AFL-CIO will influence more votes in Congress during 1961-62 than in 1959-60. The conservative Southern Democrats, however, will unite with Republicans to block radical labor legislation. Congress certainly will not outlaw the "right-to-work" legislation which has been passed in certain conservative states, nor will labor get a revision of the Taft-Hartley Act. Congress will not compel industry to collect dues from union members, but may temper the recent Court decisions ruling against excess union spending. All the above means that labor will be able to hold its own during 1961 and secure some small increases in wages, pensions, and improved working conditions; but this may not be what labor expected to get from the election of President Kennedy.

Junior High Plays Jan 5

The junior high teams of coaches Paul Coats and Bert Glascock will play host to Ralls teams on January 5. The Floydada boys team is undefeated in district play. The girls though winless in the loop are fast improving and pushed the league leading Hale Center team before bowing by a narrow two points recently.

BARGAINS GALORE IN OUR GIGANTIC



WHITE SALE

STARTS TODAY
DEC. 29TH

GARZA SHEETS AND PILLOW CASES

BLEACHED WHITE SHEETS
81 x 108 AND DOUBLE FITTED BOTTOMS **\$1.74** EACH
BLEACHED WHITE PILLOW CASES, 42 x 36" **2 for 78c**

PASTEL COLORED SHEETS

81 x 108" AND DOUBLE FITTED **2.17 ea.**
PASTEL COLORED PILLOW CASES
42 x 36" 2 for \$1.00 54c Each

BLEACHED WHITE SHEETS

81 x 99" AND TWIN FITTED **\$1.59** EACH
Garza Sheets Guaranteed not less than 100 washings.

FOR THE BEST SELECTIONS SHOP EARLY

BED PILLOWS **3.97**

100% Dacron Polyester Filled OR 2 FOR **\$7.87**
LARGE SIZE 20x26 Inch

FANCY PILLOW CASES

2 FOR . . . 97c
Assorted Patterns, Fast Colors, Hemstitched!

WHITE SALE

HAMPTON STYLE BEDSPREADS

American Loom Woven
COLONIAL BEDSPREAD
FULL SIZE 96 x 108"
RED WHITE and ANTIQUE
\$7.88 each

SPUNWELL HOB NAIL BEDSPREADS

SUPER SIZE 96 x 110"
FIRST QUALITY, CLOSELY TUFTED CHENILLE ON HEAVY GAUGE SHEETING, LINT FREE. CHOICE OF WHITE, PINK, AQUA, YELLOW, LIGHT GREEN AND SANDALWOOD.
\$3.87 each

GOLDEN SEAL SOLID COLOR BLANKETS

A blend of 75% Rayon, 15% Cotton, and 10% Orlon Acrylic Fibers. Size 72 x 90 with 6 inch Acetate Binding.
\$3.87 Each

LIGHTWEIGHT COTTON BLANKETS

Attractive Stripes With 3" Binding Size 70 x 90
\$2.77 ea.

GOLDEN SEAL COTTON SHEET BLANKETS

Quality, All Cotton, Natural white color, Hemstitched Ends, Size 70 x 90 INCH
\$1.97 EACH

LADIES

BERKSHIRE LINGERIE

SLIPS, HALF SLIPS, PANTIES

SAVE DURING HAGOODS WHITE SALE

REG. **4.97** REG. **1.97** REG. **97c**
5.95 2.98 1.65

CHENILLE SOLID COLOR AND MULTI-COLOR BATH MAT SETS

100% Viscose Rayon, lint free, pre-shrunk, washable, oblong rug, 21 x 34 7 Vibrant Colors
\$2.87 Per Set

MENS

SPUNWELL Snowy White Cotton Handkerchiefs
Fine Quality, Hemstitched

10 for 87c

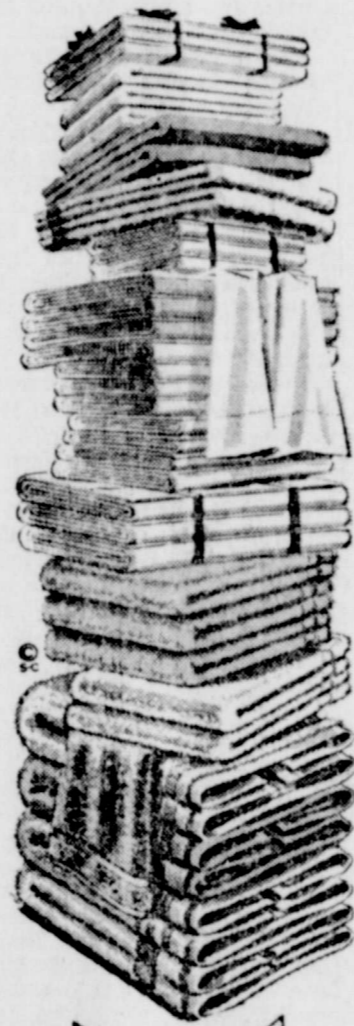
OBLONG AND OVAL LUXURY HOME THROW RUGS

Cut 'N Loop Pattern 100% Rayon, Heavy Latex Back. Choice of 14 Popular Colors. Size 27x48" Oblong and Oval
\$2.77 EACH



PRINTED TERRY BATH MAT

WITH FOAM RUBBER BACKING Safe - use in tub or shower. Prevents slipping. Size 18 x 30 INCHES
\$1.97
OR ROSE PATTERN Terry Finger Tip
3 for 97c



DON'T MISS THIS ONCE-A-YEAR EVENT!

Stock up NOW and SAVE!

TURKISH TOWELS

LASTING COLOR AND BEAUTY 22 x 44 INCH **97c ea.**

Matching Hand Towels SIZE 16 x 27 INCH **57c ea.**

Matching Wash Cloths 12 x 12 INCH **27c ea.**

TURKISH TOWEL

AND WASH CLOTH ASSORTMENT Large Fluffy, Size 22 x 44 Towel, 12 x 12 Wash Cloth, Assorted Stripes and Colors, Aqua, Brown, Pink and Yellow, 22 x 44 TOWEL **2 for \$1**
12 x 12 WASH CLOTH **6 for \$1**

Fringed Turkish Towels

Size, 20 x 40 Assorted Stripes and Solid Colors
3 for 88c

SPECIAL VALUES TERRY WASH CLOTHS

First Quality Wash Cloths 15 IN PACKAGE **97c**
5 ASSORTED COLORS PKG.

Printed Terry Dish Towels

Large Size 18 x 30 inch, Assorted Patterns, Bright, Cheerful Colors.
2 for 97c

Knitted Dish Cloths

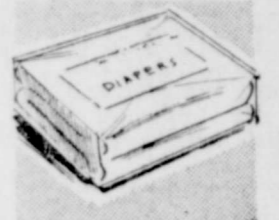
Special Value, White With Colored Stripes 12 in Package **87c**

FLOUR SACK TYPE DISH TOWELS

BLEACHED MUSLIN Hemmed, Large 27 x 4 Inch Size
4 for 97c

IDEAL DIAPERS

Bleached, heavy duty, White cotton diaper. Full 27 x 27 inch size. One dozen Birdseye diapers to package.



\$1.69 doz.

PRINTED OUTING FLANNEL

Special 36 inch wide prints in assorted Juveniles, Geometrics, and Florals. Made of sewing soft, comfortable, washable garments 3 YARDS FOR **\$1.00**

UNBLEACHED MUSLIN

Best for sewing all useful household items. 36 NCHES WIDE 5 YARDS FOR **97c**

WASH 'N WEAR PRINTS



High Style Special Assortment of drip-dry prints, fashionable bright colors, Fast color fabrics. Regular 59c Yard. NOW

3 yds. for \$1

WYNNE 80 SQUARE

BLEACHED MUSLIN

Fine Quality, 36 inches Wide, Bleached White Muslin
4 yds. for \$1

EXTRA SPECIAL ASSORTMENT Top Quality White Goods

Organdy, Batiste, Pique, Dimity, Broadcloth **44c yd.**

PLISSE CREPE

PRINTED AND SOLID PASTELS 36 inches wide. Easy to sew. Pleasant to wear. Little or no ironing. Juvenile, Geometrics and Floral Prints Pastel Shades and ever popular White **39c yd.**

WHITE SALE

Hagood's

FLOYDADA, TEXAS PHONE: YU 3-3554

Dorcas SS Class Has Christmas Program, Party

The Dorcas Sunday School class of the First Baptist Church, with their teacher Mrs. J. D. McBrien, met in the home of Mrs. Clarence Goins Tuesday evening, December 20 for their Christmas social. "Joy To The World" was led by Mrs. E. L. Angus to open the program, followed by prayer given by Mrs. Ethel Frizzell. Mrs. Frizzell also quoted the following poem in keeping with the holiday. "There was a gift for each of us left under the tree of life 2000 years ago by Him whose birthday we will soon celebrate. The gift was withheld from no man. Some have left their package unclaimed. Some have accepted the gift and carry it around but have failed to remove the wrapping and look inside to discover the hidden splendor. The packages are all alike. In each is a scroll on which is written, 'All that the Father has is thine. Take it and live.'"

The scripture reading was from the second chapter of Luke by Mrs. Prudie Mae Walls. Mrs. Allen Bingham gave the Christmas story, "The Unexpected Guest", by Mrs. Carter Wright. A number of Christmas carols were played by Mrs. C. W. Burton. Gifts were exchanged from under a decorated tree. Members also brought gifts and food for the needy and the Mexican Mission.

Refreshments of fruit pudding with whipped cream, hot punch and home made candy were served. Plate favors were miniature candle lamps.

Present for the occasion were Mmes. T. S. Brown, C. W. Denison, W. U. Riggles, L. G. Norrell, A. C. Rainer, Ethel French, T. T. Hamilton, Elmer Warren, A. S.

Mize, E. I. Durham, Edell DuBois, Mary Stanley, Prudie Mae Walls, W. N. Anderson, Roy Fawver, Clarence Goins, Ed Thornton, J. O. Warren, C. W. Burton, Carl Smith, E. L. Angus, Ethel Frizzell, Robert Garrett, C. M. Meredith, J. D. McBrien, Miss Vera Meredith and guest, Mrs. Allen Bingham.

Derryberry-Hart

Double-ring wedding vows solemnized on Christmas Eve at mid-afternoon, united in marriage Mrs. Dovie Louise Derryberry and Billy Adolphus Hart.

The bride is the daughter of Mr. and Mrs. Clifford Willis, Floydada, and the bridegroom is the son of Mrs. Sam Gaston of Emory, Tex.

Rev. J. R. Williams, pastor of the Calvary Baptist Church, read the ceremony in his home. Attendants were Mr. and Mrs. Bud Graham, uncle and aunt of the bridegroom. Mr. and Mrs. Hart are residing at 406 West Mississippi in Floydada. Mr. Hart is employed by the County.

BERRYS ARE CHRISTMAS DAY DINNER HOSTS
The C. L. Berrys were hosts to several friends and relatives during the holidays.

Mr. and Mrs. Lloyd Wofford, Mrs. Havah Hightower, daughter Madeline and grandson of Lockney, Mrs. Vida Womack, Mrs. Oleta Pruitt, Kay and Gay of Floydada, Harold Berry and family of Amarillo, and Mr. and Mrs. Tubal Cain and family of Wellington were those present.

Mr. and Mrs. Charley Berry spent Monday visiting Woodrow Urrait and family and other friends and relatives in Muleshoe, then coming back by way of Earth and visiting C. L. Berry, Jr., and family, also the Walter (Shorty) Newkirk family in Earth.



MRS. GENE C. O. WOODY

Public Service Personnel Has Buffet Dinner

Employees of Southwestern Public Service Co., Floydada District, comprised of Lockney, Silvertown and the local office, held their annual Christmas gathering Saturday night, Dec. 17. A turkey dinner was served buffet style in the dining area of the Floydada office.

Children present were presented a Christmas stocking and the remainder of the evening was spent playing Bingo.

Attending from Lockney were Mr. and Mrs. Joe Parrish, Mr. and Mrs. Roy James and Mr. and Mrs. John Riley and family; Mr. and Mrs. Kenneth Tate and children, Silvertown; and attending from Floydada were Dr. and Mrs. Keith Patzer and children, Mr. and Mrs. Doyle Gibson and family, Mr. and Mrs. Fred Thaxton and children, Mr. and Mrs. Cliff Golightly and children and Mr. and Mrs. Don Pemberton and family.

Johnnie Barnhart To Take Wedding Vows in February

Mr. and Mrs. D. A. Barnhart, of Cone, announce the engagement and forthcoming marriage of their daughter, Johnnie Barnhart to Nelson Hilliard of Vernon. The prospective bridegroom is the son of Mr. and Mrs. Frank Hilliard, also of Vernon.

Vows Repeated In Home Wedding By Young Couple

Baskets of pink mums and white lighted tapers formed the wedding scene on Friday evening for the wedding of Miss Sandra Charlene Wright and Kenneth Don Martin, both of Floydada.

Lodge Ceremony Is Held By Rebekahs

A candlelight ceremony at the Rebekah Lodge last week was for the purpose of conferring the degree of Rebekahship on Mrs. Willie Dee Hill. Laules Parkey, Noble Grand, and Barbara Hatley, Vice Grand, presided.

Mr. and Mrs. Dorris Jones Entertained Members of Her Family During the Holidays

Mr. and Mrs. Dorris Jones entertained members of her family during the holidays. They were John R. Freeman, father of Mrs. Jones, Mr. and Mrs. Rob Hefflin and daughter, Shawanda, and Mr. and Mrs. George Caddel and children, Sherry and Jerry of Olton. Mr. Freeman remained the week for a longer visit with his daughter.



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Beall's
QUALITY MERCHANDISE

Entire Stock Ladies Flannel Gowns & Pajamas
All sizes, nice assortment of colors.
Reg 2.98, now 1.99
Reg 1.98, now 1.44

Boys
SPORT COATS & BOYS SUITS
Reduced — See Them Marked for this event
BOYS SWEATERS REDUCED
See Them Tagged

MENS WINTER SUITS
Reduced to Clear FLANNEL SUITS
REG. 29.95 NOW \$22.00

PRE-Inventory CLEAROUT

SALE NOW IN PROGRESS

Other Wintery SUITS
Including Wool Worsted Also Reduced
TAGGED FOR THIS EVENT

MENS DRESS PANTS
Reg. 6.95 to 7.95 Val. NOW \$6.00
OTHER BETTER PANTS REDUCED ACCORDINGLY

Beall's
QUALITY MERCHANDISE

COLOR BRIGHT WHITE SALE

Contour Mattress Protectors
39x76" Twin 2.99
54x76" Double 3.99

Bleached Cotton filler. Double Stitched. Sanforized with Government Stamp of Approval! Save During This Annual Event!

White Sale Special Purchase
3-Piece Valance Tier Set

Ideal for Dens, Childrens Rooms Kitchen or Dinette! Natural Osbornburg with brown Sailcloth trim! Valance 68 1/2 x 83 1/2" Tier 30 x 36"!

1.98

Sale Starts DOLLAR DAY Tuesday, January 3

stacks of sheets

72 x 108 Twin Fitted or 81 x 99 NOW

81 x 108 Double Fitted 1.63 CASES 2 1/2 78c

Yes, They're Famous Dan River. Bob White Muslins with over 134 threads per square inch! Full-tightly stitched hems. Sanforized shrunk Firm Balanced weave. Salvages are strong.

DAN RIVER PERCALES
The finest money can buy! Over 190 threads per inch. Luxury finish, bleached white—A quality-plus sheet!
81 x 108 Doubles 2 15 43x38 1/2 2.10 CASES 72 x 108 FITTED TWIN 1.93

Specially Priced for This Event
DAN RIVER FINE MUSLIN SHEETS

Big, Thirsty Cannon
TOWELS 2 for 1.00
Size 22x44" in White, Green, Blue, Yellow, Pink. Also 20 x 40" Stripes in Blue, Pink, Green and Yellow! Highly Absorbent, excellent Quality!

FEATHERWARM
ELECTRIC BLANKETS
Fully automatic and safe! Set it and sleep warm all night! Twin or Double. Bed size in Pink, Blue, Green and Coral! Takes the place of 3 ordinary blankets! Made of 10% Acrilan* 70% Rayon and 20% Cotton!
13.99
Single Control

Pastel, Multi-Colored And Floral Sheets

72 x 108" Twin Fitted 2.27
81 x 108" Double Fitted 2.47

Luxurious Pepperell Percales and Stevens Muslins! Blue, Pink, Maize, Green and Lilac colors! Sanforized! Matching 42x38 1/2 Pillow Cases 2 for 1.09!

Famous Pepperell Brand
Pastel Colored Muslins
You've used these for years—Now they're even better with over 134 threads per inch. Sanforized and Strong Salvages! Pink, Blue, Maize, Green and Lilac colors. Matching Pillow Cases. Size 42 x 36 inches. 2 for 78c!

81x108 Double Fitted 2.17
1.97
72x108" or 81x99" Size

PERL-AIRE COMFORT
PILLOW
FILLED WITH FAMOUS WHITE VIRGIN FIBERS — WASH PROOF, MOTH PROOF, MILDEW PROOF — ODORLESS.
21 x 27 INCH
REGULAR \$2.98 VALUE 2 for \$5.00

THE FAIR Dept. STORE
ENTIRE STOCK MUST BE SOLD!

GOING OUT OF BUSINESS SALE

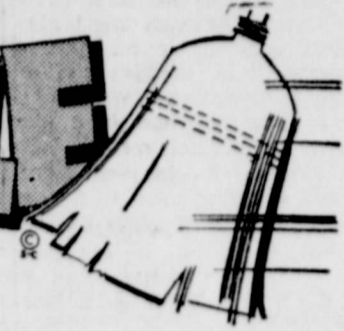
Sale!

YES FOLKS, WE ARE QUITTING. CLOSING OUT TO BARE WALLS. SALE STARTS THURSDAY, DECEMBER 29, 9:00 A.M. COME EARLY FOR BEST SELECTIONS. MANY UNADVERTISED SPECIALS FOR THE BENEFIT OF THE EARLY SHOPPERS

SAVE UP TO 50%

CLEAN SWEEP SALE

EVERYTHING GOES AT BIG DISCOUNTS!



MENS HOODED
Sweat Shirts
 2.99 VALUES
SALE PRICE \$1.79

MENS E & W
Dress Shirts
 VALUES TO 3.95
SALE PRICE \$1.79

MENS UNDER SHIRTS
 SIZES 34 TO 44
4 for \$1

MENS & BOYS STRETCH SOX
SALE PR. \$1.50 FOR 4

BOYS BRIEFS
 SALE ALL SIZES
4 PR. \$1.50 FOR 4

LADIES Ship 'n Shore BLOUSES
 Values to 4.98
SALE PRICE 1.79 & 2.79

KIDS DRESS GLOVES
 1.99 VALUE
SALE PRICE 79c PR.

BIRDSEYE DIAPERS
 SALE 2 doz. for \$3 OR
\$1.59 DOZ.

Mens Khaki SUITS
 Pants & Shirts Together
 REG. 5.48
SALE PRICE 3.99 A SUIT

SWEAT SHIRTS
 1.29 VALUE
SALE PRICE 79c EA.

A Group Of SHOES
 Including Dress - Tennis Play & House Shoes. While they last.
\$1 Pr.

BABY PLASTIC PANTIES
 SALE
19c pr.

GIRLS PANTIES
 RAYON OR COTTON
 SALE PRICE
19c pr.



Ladies Bags
 ENTIRE STOCK ON SALE
\$1.88
 Plus Tax

BOYS SHOES
 ENTIRE STOCK REDUCED
 VALUES TO 5.95
\$1.88 pr.

ENTIRE STOCK MENS DRESS PANTS
 VALUES TO 9.00
3.79 pr.

FRUIT OF THE LOOM BOYS WESTERN BLUE JEANS
 ENTIRE STOCK REDUCED TO ONE LOW PRICE OF
\$1.39 pr.

BLUE DENIM Western Jackets
 SIZES 1 TO 16
 SALE PRICE
\$1.79
 SAVE!!

MENS BOOTS SALE
 • Rough Out
 • Wellington
 • Lace
 • Insulated
 • Engineer

in RIGHT RUGGED SHOES

ENTIRE STOCK REDUCED TO ONE LOW LOW SALE PRICE
\$8.88 pr.

Bates Discipline Material
 First Quality **2 YDS. \$1**

ONE GROUP OF MATERIAL
 IN CHECKED - PLAIDS - SOLIDS. INCLUDING INDIAN HEAD - GINGHAM & QUADREQA
4 YDS. \$1

HAPPY HIKERS & WEATHERBIRD GIRLS SHOES
 VALUES TO 5.95
 OUR ENTIRE STOCK REDUCED TO ONE LOW LOW
SALE PRICE \$1.88 pr.

WASH 'N WEAR 6.95 Ladies Dresses
 SALE PRICE
3.97
 ENTIRE STOCK REDUCED

SHORTS
 MENS UNFORZED REGULAR 59c SALE PRICE
PR. \$1 FOR 3

BOYS' TEE SHIRTS
 REG. 39c SALE PRICE
4 FOR \$1

MENS T. SHIRTS
 Reg. 59c SALE PRICE
3 FOR \$1

SMART SOCKS
 BANLON & COTTON SPORT & DRESS
 Values To 1.00 Pr.
39c Pr.

MENS WORK SOX
5 pr. for 79c

BOYS SUITS
 Size 2-8 Only Sale Price
2.79

BOYS CAR COATS
 VALUES TO 5.95
SALE PRICE 2.79

BOYS WASH 'N WEAR DRESS SHIRTS
 SALE PRICE
1.59

WOMEN'S PANTIES
 RAYON REG. 39c NOW
4 FOR \$1

NYLONS
 REG. 59c NOW
3 FOR \$1

BRAS SALE
 ONE GROUP VALUES TO 2.00
SALE PRICE 2 FOR \$1

WOMEN'S HALF SLIPS
 RAYON
69c

NYLON BY MOVIE STAR
\$1.59

BENEATH IT ALL... A GOOD FOUNDATION

Values To 5.00

ENTIRE STOCK REDUCED TO ONE LOW PRICE
\$1.79

NYLON HOSE
 FIRST QUALITY SELF SEAM
 Sizes 8 1/2 - 11 REGULAR 69c
SALE PRICE 3 FOR \$1

LADIES Quilted Pajamas
 3.98 VALUE
SALE PRICE 2.59 or 2 for 5.00

Cotton Dresses & House Coats
 Entire Stock Reduced VALUES TO 4.98
SALE PRICE 2.59 or 2 for 5.00

GIRLS BOXER PANTS
 SIZES 1 TO 14 ENTIRE STOCK RED
 ONE LOW SALE PRICE
88c

ONE GROUP OF GIRLS DRESSES AND SLIPS & BLOUSES
 SALE PRICE
88c

LADIES SHOE SALE
 Entire Store Red VALUES TO 3.99
SALE PRICE \$1.88

5.95 VALUE
SALE PRICE \$2.88

LADIES 100% NYLON SLIPS
 SHADOW PANEL
\$1.59 ea. or 2 for \$3

SPORTSWEAR

Hobnail Spreads
 3.98 Value SALE PRICE
2.59 or 2 for \$5

1.49 Bath Towels
 26 x 47 KING SIZE HEAVY WEIGHT
SALE PRICE 79c

Wash Cloth Sale
15 for \$1.00

LADIES Knit Shirts Blouses Skirts Slacks
 VALUES TO 5.95
SALE PRICE 1.79

BLANKET SALE
 BY BEACON
 3.98 & 4.98 VALUES
SALE PRICE 3.33

MENS WORK HATS
 1.98 VALUES
SALE PRICE \$1 EA.

MENS & BOYS CAPS
 ENTIRE STOCK VALUES TO 1.79
SALE PRICE 79c ea.

Boys Pajamas
 Carnegie Sanforized
 SALE PRICE
1.59 PR.

MENS & BOYS Jackets & Coats
 VALUES TO 14.95 REDUCED TO
SALE PRICE 4.79 & UP

CHILDREN CAR COAT JACKETS
SALE PRICE \$1.79

MENS DRESS SHOES
 5.95 Values **\$3.79**
 9.95 Values **\$6.79**

ENTIRE STOCK MENS DRESS HATS
 VALUES TO 9.95
SALE PRICE 3.79 ea.

WESTERN HATS
 VALUES TO \$9.95
SALE PRICE 4.79 ea.

MENS WESTERN & BETTER Sport Shirts
 VALUES TO 4.99
SALE PRICE 2.59 ea. or 2 for \$5.00

MENS & BOYS Sport Shirts
 VALUES TO 2.99
SALE PRICE \$1.59 or 2 for \$3.00

MENS THERMAL Underwear
 EXTRA WARM
SALE PRICE 88c ea.

6.98 BLANKETS
 BY BEACON
SALE PRICE 5.33 EA.



STATE CAPITAL Highlights AND Sidelights

by Vern Sanford

TEXAS PRESS ASSOCIATION

... of an odd... brings a "chang... at the state... of turnovers this... with Gov. Price... Ben Ramsey and... Wilson continuing... will be in the Su... Chief Justice John... is retiring after... career, including... court serv... will be succeed... Calvert, now an... of the Supreme

NOTICE OF ELECTION

TO BE HELD

Monday, January 10, 1961
Water District County Commit-

Places in Floyd County:

County Courthouse, Floydada

City Hall, Lockney

County Committeemen:

Precinct No. 2,

(for One.)

H. Kellison, Box 846, Lockney

Ernest Micky, Route M, Lockney

Precinct No. 4,

(for One.)

L. Fawver, Route 5, Floydada

L. Neil, Route 5, Floydada

URE TO CAST YOUR VOTE

AINS UNDERGROUND WATER CON-

ION DISTRICT No. 1

room where he has presided as judge for the past five years: His brother, Reed McDonald, a notary public, will administer the oath. Already sworn in and ready to go when his term as land commissioner begins on January 1 is Jerry Sadler. Mrs. Dorothy Hallman, chief clerk of the House of Representatives in which Sadler served three terms, gave the oath. Sadler was sworn in nearly two weeks ahead of time in order to be "ready." He defeated the incumbent, Bill Allcorn.

HOME WORK — While they're still home, members of the next Legislature can take their minds off Christmas bills by studying Governor Daniel's proposed budget for state government. It calls for spending \$376,000,000 from the general revenue fund for the 1962-63 biennium. This is \$54,000,000 more than was appropriated for the present two-year period, but is 49 per cent less than the agencies requested. It does not include any funds for public-school-teacher pay raises, a recommendation which the governor said he will present after the legislature convenes.

Governor Daniel will propose a \$600 a year increase per teacher, adding approximately \$94,000,000 to the state's two-year costs. This \$94,000,000 plus the \$54,000,000 increase above, plus the \$76,000,000 general revenue fund deficit, adds up to a \$224,000,000 problem which the new legislature will face.

MAVERICK TO RUN — Latest to announce for the U. S. Senate seat to be vacated by Sen. Lyndon Johnson is Maury Maverick of San Antonio, former member of the Texas House of Representatives.

The former legislator from San Antonio is a member of the State Democratic Executive Committee and son of the late Congressman and Mrs. Maury Maverick of the Alamo City.

His great grandfather was Samuel Maverick, also of San Antonio, one of the signers of the Texas Declaration of Independence.

Other announced candidates for the Senate seat are: Rep. Jim Wright of Fort Worth; Former Senator William A. Blakely of Dallas; State Senator Henry Gonzalez of San Antonio and John G. Tower of Wichita Falls.

COLORADO DAM APPROVED — State Board of Water Engineers approved plans to build a \$21,690,000 reservoir on the Colorado River between La Grange

Beauty With Dates



Vivian Arviso, 19, Gallup, N. M., looks forward to a year filled with exciting dates as she leafs through Santa Fe Railway's 1961 calendar. Recently judged "Miss Indian America" at Sheridan, Wyo., the Navajo lass is intelligent as well as beautiful. Winner of a college scholarship provided by the Santa Fe Foundation, she is on temporary leave from Colorado College to fulfill her duties as the reigning Indian beauty. The railroad's calendars, more than 450,000 of which are distributed annually, have featured an Indian theme for nearly half a century. The new calendar is illustrated by an original painting, "Navajo Silversmith," by the late E. Martin Hennings of Taos, N. M.

As a Farm Woman Thinks

Nellie Witt Spikes

For The New Year
Katherine Atherton Grimes
Let us go back to the good old days.

Before we were grown so blind;
Let us go back to the good old ways,
And love, and hope, and be kind.

So let us be through with passion,
And bury the knives of hate.
For right is an old, old fashion
Though Justice seems long to wait.

Seek as we will for an answer
There is only this truth to find,
The years will take care of the heart-aches
If we love, and hope, and are kind.

What Shall We Bring
By Edgar Guest
"What shall the New Year bring to us?"
Strange question we often hear,
But I thought it wiser if we'd discuss
Just what we shall bring to the year.

For its little a new year comes to bring
Save sunrise and sunset gold,
Autumn and Winter and Summer and Spring,
The same as the years of old.

And time must become what men make of it,
As the paper, spotless and white,
Must to the good and the bad submit
Accordingly as men write.

Shall we bring courage and faith,
and cheer
And a willingness for the task?
This the question the coming year
May pause at the gate to ask.

Morning and evening of Summer and Spring,
And twelve brief months to strive
Will come to us all, but what shall we bring
As our gifts to Thirty-five?

And what shall we bring to the New Year of 1961?

The New Year
By J. D. Templeton

I am the New Year, and I come to you pure and unstained,
Fresh from the hand of God.
Each day, a precious pearl to you is given
That you must string upon the silver threads of life.
Once strung can never be unthreaded but stays
An undying record of your faith and skill.

Each golden minute link you then must weld into the chain of hours
That is no stranger than its weakest link.

Into your hands is given all the wealth and power
To make your life just what you will.

I give to you, free and unstinted twelve glorious months
Of soothing rain and sunshine golden;
The days for work and rest,
The nights for peaceful slumber.
All that I have I give with love unspoken,
All that I ask - you keep the faith unbroken!

To you who read this: A quotation from a learned man: "What seems to grow fairer to me as life goes by is the love and peace and tenderness of it; not its wit and cleverness and grandeur of knowledge, grand as knowledge is, but just the laughter of little children and the friendship of friends, the cozy talk by the fire-side, the sight of flowers, and the sound of music".

How much happiness the above contains. Friends, little children. Quiet talks. Flowers. Music. And God above all.

So may our Heavenly Father bless all of you this coming year, blessings to the world the coming twelve months!

Five January Foods Listed As Plentiful

COLLEGE STATION, Dec. — Broiler-fryers, cranberries, onions, cabbage and canned ripe olives—those are the food items expected to be in plentiful supply this January, reports the Texas Agricultural Extension Service.

The plentiful foods list of the U. S. Department of Agriculture is compiled each month by the Agricultural Marketing Service and the food trade on the basis of anticipated availability in each state. Specific foods are eligible for listing if supply exceeds normal demand.

Consumers usually find it wise to serve plentiful often, as farmers, wholesalers and local stores cooperate in "moving" the abundance by intensive promotions and weekend specials.

Tender broiler-fryers are the only meat on the January list. Marketings this month are expected to run about 12 percent more than a year ago.

Both fresh and processed cranberries will be plentiful, as the record-large 1960 harvest holds up well even after increased holiday purchases.

Onions and cabbage are among the most versatile vegetables for delicious and economical dishes. Onions from ample storage stocks are of high quality. Increased cabbage shipments result from larger winter-month acreages.

Canned ripe olives from California are in near-record supply for appetizers, salads, meat stuffings, sauces, gravies and for accent in many dishes.

W. M. Dyer spent the Christmas weekend in Carlsbad, N. Mex., where he was a guest of his daughters.



CALL YU3-3226

FOR DELIVERY BUTANE - PROPANE Gasoline - Oils - Greases

FOOTE BUTANE & OIL CO.
East Highway 70
Floydada



TO OLD and NEW FRIENDS A Happy New Year

We extend this greeting of good cheer and happiness to you, our friends and patrons . . . not just because it's the thing to do, but because of the genuine sentiment we feel, of thankfulness for countless, cherished friendships.

McCOY GIN CO.
AND

McCOY GRAIN STORAGE CO.
DICK SMITH, Manager

BUYING A NEW CAR?
CUT FINANCING COST
WITH A
BANK AUTO LOAN
HERE!

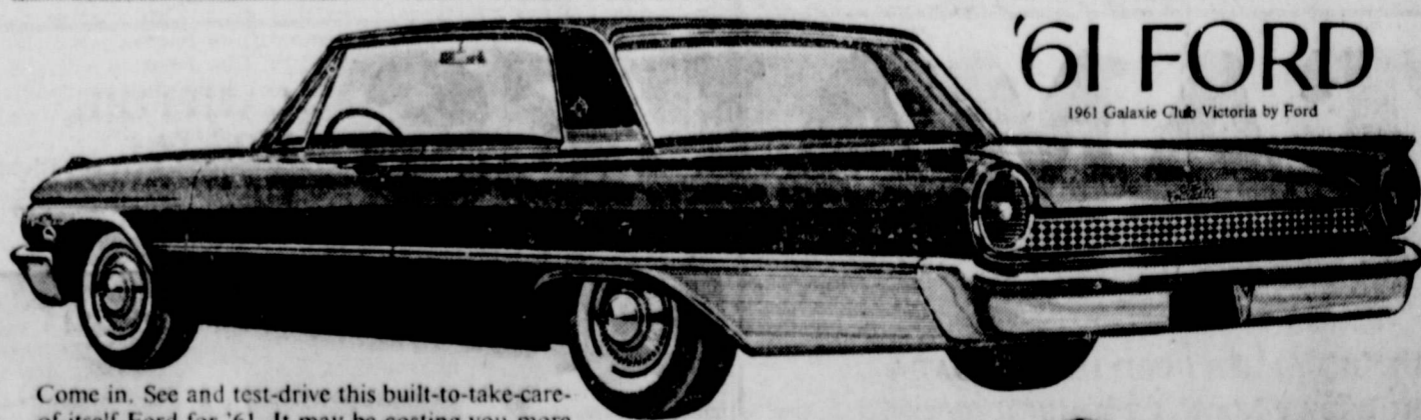
First National bank
FLOYDADA, TEXAS

When you think banking — think First of FIRST.

BANK WILL BE CLOSED MONDAY, JANU-2 — NEW YEAR HOLIDAY.

Wow! No chassis lubrication for 30,000 miles in normal service.
You'll go 4000 miles between oil changes.
Adjusts its own brakes automatically.
Takes care of its own finish! NEVER needs waxing.
Muffler lasts up to 3 times longer than ordinary kinds!
Can really cut your operating costs almost in half!
Specially protected against rust and corrosion, even to galvanizing body panels beneath the doors.
And now, low FORD prices blow the whistle on everybody!

BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF!



'61 FORD
1961 Galaxie Club Victoria by Ford

Come in. See and test-drive this built-to-take-care-of-itself Ford for '61. It may be costing you more to drive your old car than to enjoy a new Ford.

See the beautifully built '61 Fords

BISHOP MOTOR COMPANY

114 WEST CALIFORNIA ST.

FLOYDADA, TEXAS

PIGGLY WIGGLY Resolutions for the NEW YEAR



We Resolve:

1. To give you finest and friendliest service
2. Lowest prices every day
3. The greatest variety of food brands you know and trust.
4. More One-Stop Coniences
5. Your every day needs of health, with variety and housewares
6. New and exciting items
7. Finest meats and produce available
8. Pleasant, Easy Shopping
9. All this, plus your extra bonus of 3¢ off Green Stamps... Double every Wednesday!!!!



- CAMPFIRE, No. 16 Oz. Can
Pork & Beans . 3⁰/₁₀ 25c
- FACS, 49c Bag
Potato Chips . . 39c
- SWIFT'S, No. 1/2 Can, 3c off Label, Net
Vienna Sausage . 19c
- HUNT'S, No. 300 Can
SPINACH . 2⁰/₁₀ 25c
- SMUCKER'S, 20 Oz. Jar
Cherry Preserves 49c
- LUCKY STRIKE, Chunk, No. 1/2 Can
TUNA . . . 25c
- BREMNER, Asst. Flavors, 12 Ct. Box
Jumbo Pies . . 39c
- OUR DARLING, Golden, No. 303 Can
CORN . . . 19c
- ELGIN, 1 Lb. Package
OLEO . . . 2⁰/₁₀ 35c
- MONARCH, No. 303 Can
Diet Applesauce . 23c

WE WILL BE CLOSED
JAN. 1 and JAN. 2
STOCK UP NOW!

Lowest Prices . . . greatest variety . . . all year long

BAKERITE	SHORTENING, 3 LB. CAN	50
BLACKKEYES	CAMP-FIRE PEAS	2⁰/₁₀ NO. 300 CANS 13
SHOTGUN SHELLS	12 GAUGE, BOX	2
TOMATO SOUP	CAMP-BELL'S, NO. 1 CAN	1

Always the best meats at Piggly Wiggly at lowest prices!

DRY SALT JOWL	WITH YOUR BLACK EYE PEAS, LB.	1
CHUCK ROAST	USDA CHOICE BEEF, LB.	4

16 OZ. BOX NABISCO CRACKERS	DIXILAND, 16 Oz. Jar CHOW CHOW	FACS, 49c Bag CORN CHIPS
29^c	29^c	39^c

Take your pick from our **HUGE** variety!

NEW POTATOES	FRESH FROM TEXAS VALLEY, LB.	7¹/₂ 29c
ORANGES	TEXAS NAVELS, FULL OF TASTY JUICE, 5 LB. BAG	39c
GRAPEFRUIT	TEXAS MARSH SEEDLESS, 5 LB. BAG	36c
TAMALES	CAMPFIRE NO. 300 CAN	19c

- BLUE MORROW, Pure Pork, 2 Lb. Bag
- SAUSAGE**
- SWIFT'S PREMIUM, SLICED, LB.
- SLICED BACON**
- HORMEL'S DAIRY BRAND, Ready to Eat, 1/2 or Whole, Lb.
- HAM**
- U.S.D.A. CHOICE BEEF, LB.
- ROUND STEAK**
- KRAFT'S, CHUNK STYLE LONGHORN, LB.
- CHEESE**
- COUNTRY STYLE, LEAN AND MEATY, LB.
- PORK BACKBONE**

HOME PERMANENT, 1.59 VALUE

LILT 9

CREST, 53c SIZE
TOOTH PASTE

DESERT FLOWER, \$2.00 VALUE
HAND LOTION

PERTUSSIN, 79c SIZE
COUGH SYRUP

Stock Your Freezer!

**BLACK EYE
PEAS**

FROZEN,
HILLS-O-
HOME,
10 Oz. Pkg. **12**

- SPARETIME, FROZEN
MEAT PIES
- SEABROOK, 10 OZ. FROZEN
CUT OKRA
- SEABROOK, 10 OZ. FROZEN
CHOPPED BROCCOLI

Shop Rite . . . Always Shop



THESE VALUES GOOD IN FLOYDDADA—
THURSDAY NOON, DECEMBER 29, THRU
THURSDAY NOON, JANUARY 5.
WE RESERVE THE RIGHT TO
LIMIT QUANTITIES!

DOUBLE
EVERY
WEDNESDAY

With 2.50 purchase