

The Floyd County Hesperian



12 PAGES

FLOYDADA, FLOYD COUNTY, TEXAS 79235

THURSDAY, DECEMBER 11, 1969

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NUMBER 49

City Council Works On Long Agenda Monday



SANTA CAME TO TOWN! At left are the children who were waiting at the airport when Doodle Milton flew the grand old man into the city, and at right several more are awaiting him at the Floydada courthouse square. Santa will be back in Floydada Saturday to visit from 2 to 4 p. m. (Staff Photo)



SANTA CAME TO TOWN! At left are the children who were waiting at the airport when Doodle Milton flew the grand old man into the city, and at right several more are awaiting him at the Floydada courthouse square. Santa will be back in Floydada Saturday to visit from 2 to 4 p. m. (Staff Photo)

Inspections, Fire Department, City Employees Agenda

The Floydada City Council labored until past midnight Monday night as they worked on a long 19 item agenda. Although they didn't act on many of the items, they devoted a lot of study and discussion to each.

The council first accepted the low bid of Continental Oil Company to supply 50,000 gallons of diesel fuel for 1970 and 20,000 gallons of regular gasoline. Other bidders included Texaco and Phillips 66.

The council accepted the bid of Crutchfield Tire Company to do the city's tire repair work in 1970. The other bidder was OK Tire Company.

The council approved withholding social security payments from part time workers' checks, according to ordinance number 498.

The city employees, their wage raise schedule, their retirement plan, received a long and detailed study and discussion, but no action was taken on this item of the agenda.

In other business the council instructed city attorney George Miller to work on new ordinances for city fire inspections, building and plumbing codes, improvement in electrical wiring requirements for building in the city.

Billy Joe Baker was employed temporarily as Fire Marshall. He replaces Carroll Sims, who has resigned.

J. C. Wester was approved to assess the city taxes again in 1970.

Sam Baker, local insurance man, explained a new insurance policy for the volunteer fire department with greater benefits for the firemen and the council approved the new policy.

The council approved passing an ordinance to conduct a survey at the city dump grounds to determine what amounts of garbage and refuse are deposited there from outside the city limits.

The last item on the agenda was purchase of a new Elliott addressing machine, which was on display at the meeting.

All councilmen were present except Ray Gene Ferguson.

Caprock Chat

By Wendell Tooley

AREA TOWN has approved a city sales tax. This is the first time in this area of the state who do not charge a city sales tax.

How much business we are retaining in Floydada is not charge this tax. Has anyone seen a slow down in buying?

Next time, I want to take out a day and visit with each of you to get some opinions on this subject.

WORKING on our big Christmas edition which our subscribers' homes the day before Christmas. It's a pretty simple arithmetic to see how many Christmas cards you can send via this Christmas edition.

Send a beautiful Christmas greeting of almost a size for \$25.00. That's only one cent per home. You don't start to buy postage for 2500 Christmas cards, and certainly not the cost of the cards themselves.

Many outstanding Christmas messages 2 column size for only \$8.50. . . that's really reaching 2500 homes.

Want to send your Christmas cards via The Hesperian edition, call or come by not later than December 11. We'll take care of the high cost of cards, postage, addressing, licking stamps, etc.

WAS HONORED with a visit by Mr. and Mrs. Ed Wester as they spent a few hours here enroute to a board meeting in Springfield. Gilliland is chairman and they were traveling in Pullman Car No. 10.

Rumor that the president of Frisco may make his home here next week.

Work that is paving has begun out at the auto transfer area on the new Lakeview highway. Frisco is paving the recently purchased ten acres there.

EVERYONE is enjoying the beautiful Christmas lights on the streets in Floydada. Floydada merchants and we're all mighty appreciative of the three electric companies who furnish the manpower and put the lights up and take them down each year. . . record, the folks at Lighthouse, Southwestern and City Power and Light.

up in a Quaker meeting and said: "I am up here and you are out there to listen. If you get through because your hand."

MAN who was caught with 15 more black bass allowed was taken to court and fined.

anything to say?" asked the judge.

Honor," smiled the fisherman. "I'd like six court record to show my friends."

who got a wristwatch when he was graduated from now has a son who wears one to kindergarten.

Quarterback Club To Feed Whirlwinds And Members

The Floydada Quarterback Club will be host to the Whirlwind Varsity, Jr. Varsity and Quarterback Club members at a barbeque supper Monday, December 15, at 7 p. m. in the high school cafeteria.

All quarterback club members and their wives are urged to attend. The event is planned to show community appreciation for a job well done by the Whirlwind team and their coaches.

Hesperian, Blanco Offset, Moving To New Location

According to an announcement made by Wendell Tooley this week, the two business firms of The Hesperian and Blanco Offset Inc. will be moving to a new location shortly after Christmas.

The Boren Furniture building has been purchased from John Stapleton by the two firms and remodeling has begun on the building. It is located on the north side of the square.

"We hope to expand our office furniture and office machines departments, may add an art supply department in the Hesperian Office Supply," Tooley said Wednesday.

Tooley added that Blanco Offset is "literally bursting at the seams" as its business has increased from printing four newspapers to 11, and is also printing more circulars.

The front two thirds of the building which the firms are vacating is for rent and anyone interested in renting the building should contact Tooley.

Whirlwinds Football Admission Money Amounts To \$11,791.66

It was a good year at the gates of Whirlwind football games this past year as Floydada's share of the admission money amounted to \$11,791.66.

The following amounts were received by the Floydada school athletic office, according to Preston Watson, athletic director: Ralls \$667.98, Tulla \$854.87, Post \$799.93, Hale Center \$450.75, Lockney \$1213.45, Lorenzo \$350.82, Friona \$430.25, Olton \$913.65, Abernathy \$683.25, Dimmitt \$672.85, Frenship \$2614.76, Iowa Park \$2139.10.

Watson said the Iowa Park receipts were down from the Frenship game because expenses for the traveling team were deducted before sharing with each school.

It should be noted that the two low gates Lorenzo and Hale Center will not be played next year and Floydada will replace these towns with Littlefield and Morton.

Band Concert December 18

According to a report from Floydada band director Jim Swofford, both the Jr. and Sr. high bands will be featured in a concert in the high school auditorium at 7:30 p. m. on Thursday, December 18.

Wofford invites everyone in this community to attend the concert and especially urges all band boosters to be present for a meeting during the concert.

Elementary students will be admitted free if they bring their tickets which they will receive at school. Everyone else will be admitted for 75¢ each. Of course pre-schoolers will be admitted free of charge.

Sign Up...Toys For Tots!

The Floydada Fire Department will be signing up needy families or families whose children will not otherwise have a Merry Christmas Sunday afternoon, December 14, from 2-5 p. m. at the community center.

Parents who are not able to give their child a Merry Christmas may come to the community center and talk with the people in charge of the program.

In addition to toys for tots, two Girl Scout Troops will be sponsoring pre-Christmas parties at the community center. On Dec. 16 after 4 p. m. the first Christmas party will be held for 4 to 6 (pre-school) year olds who are not enrolled in the center kindergarten program. If you know of anyone who would like to attend the party, you should contact Mrs. Earnestine Pleasant, phone 983-2534 or Mrs. Billie Jordan at the Migrant Health office in the courthouse, by Friday of this week.

On Dec. 17 after 4 p. m. the second Christmas party will be held for children enrolled in the center kindergarten program. Parents of these children are reminded to return them for the party.

The WEATHER

(Courtesy Producers Co-op)

| DATE | H | L | PREC. |
|-----------------------|-------|----|-------|
| Dec. 4 | 48 | 39 | .06 |
| Dec. 5 | 58 | 31 | .05 |
| Dec. 6 | 58 | 31 | |
| Dec. 7 | 24 | 25 | |
| Dec. 8 | 42 | 25 | |
| Dec. 9 | 50 | 29 | |
| Dec 10 | 55 | 25 | |
| Total Prec. for Week | .11 | | |
| Total Prec. for Month | .11 | | |
| Total Prec. for Year | 31.66 | | |

'WHIRL' PAPER WINS TEXAS AWARD

The Floydada High School "Whirl" was named All-Texas in mimeographed newspapers in a three-day Texas High School Press Association convention held in Denton during the weekend.

Newspapers, yearbooks and individuals from several area high schools won awards.



DIMES OFFICERS - Mrs. Gary Floydada, and Wilbur Mize of Lockney March of Dimes Fund Drive for in January. Mrs. Carthel is head of County and Mize, North Floyd County. Pictured in back are Ed Wester left, and Barry Barker right, who have served the local unit for the past 22 years. Barker is Floyd County chairman and Wester is vice-chairman. (Staff Photo)

Kick Off Banquet Held By County March Of Dimes Unit

The annual "kick-off" banquet by the Floyd County Unit of the March of Dimes was held last Thursday night in King's Restaurant in Floydada. Those from Lockney and Floydada enjoyed a steak dinner, talks by various committeemen and women and a film shown by John Drawhorn, field representative for the National MOD Foundation from Lubbock.

Ed Wester, Floyd County vice - chairman, gave prayer then made introductions. He turned the meeting over to Barry Barker, of Lockney, chairman of the Floyd County Unit. He spoke briefly on research treatment and the prevention of birth defects, the nation's No. 1 child health problem.

Talks were also given by Mrs. Byron Brock and Mrs. Jackie Holt of Lockney, who recently attended the National Foundation MOD Convention in Houston. The two women stressed the need of a rubella vaccination program as soon as the vaccine is available to the public. They said if the new rubella vaccine is given widest use, it can eradicate within five years, German measles, one of the prime causes of birth defects.

The progress made in the prevention of birth defects by the National Foundation is heartening, according to physicians. It can be conquered, they say, just like polio, if there is mass vaccination of children against German measles, greater use of the RH vaccine which, within a generation, can eliminate RH blood factor disease as a cause of birth defects, a program for a central source of information on aid available to the handicapped child and its family and describe the help and information available to prospective parents in the rapidly growing field of genetic counseling.

SEE DIMES PAGE 7

Hesperian To Print Letters To Santa

The Hesperian will be happy to print all letters to Santa between now and Christmas and all the kiddies are invited to send them in to Box 700, Floydada, Texas 79235.

Although Santa is a regular weekly reader of The Hesperian and will see the letters in the Hesperian, the Hesperian staff reports that it will send the letters on to Santa's home at the North Pole, after publication.

School Holiday Begins December 19

According to a report from Floydada Superintendent of Schools A. E. Baker, Floydada schools will recess for the Christmas holidays at 2:30 p. m. Friday, December 19.

Classes will convene again on Monday, January 5, 1970.

So . . . eight more days until school's out . . . 14 more days until Christmas!

History Course To Be Taught Here

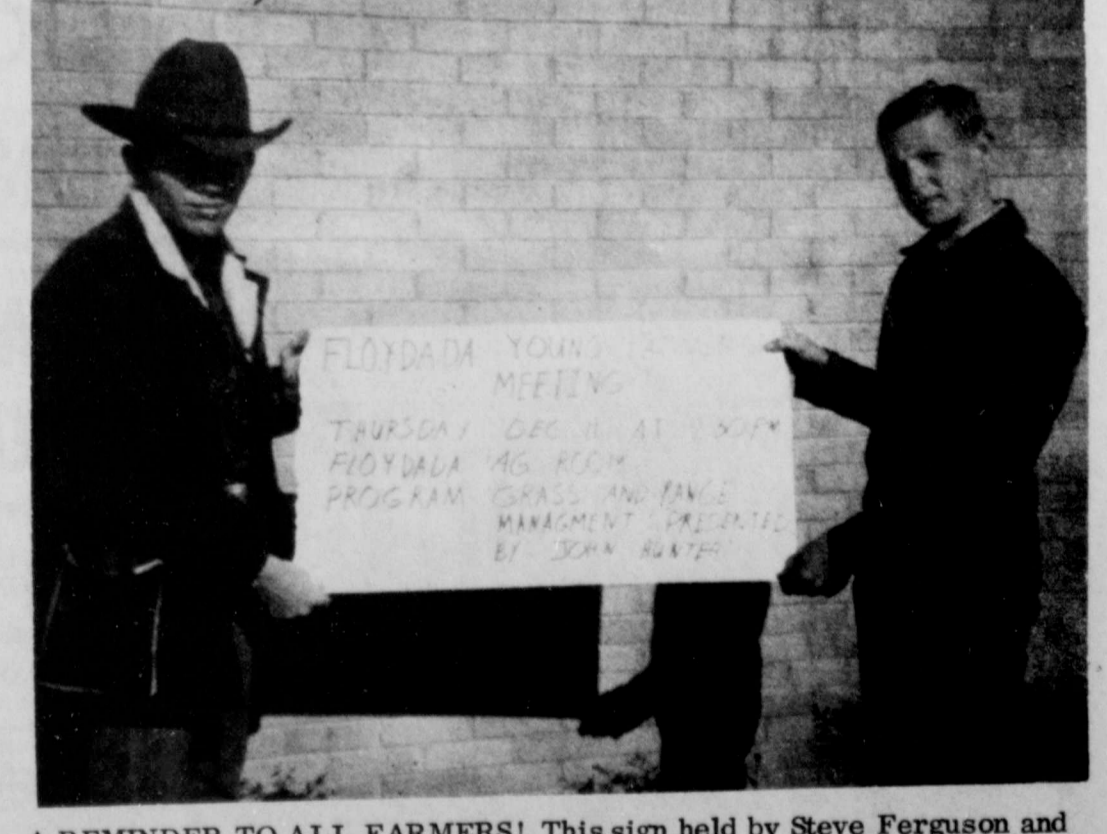
All those interested in taking History 231, which is American History until year 1877, from the Texas Tech Extension Service are urged to call the Chamber of Commerce Office between the hours of 9 a. m. and 1 p. m. and give your name and telephone number.

This is a three hour course and the class will meet one evening per week for three hours at the Floydada High School. The class will begin the week of January 18 and the first class meeting is tentatively scheduled to meet Monday, January 19 at 7 p. m. Cost of the course is \$45.00 plus SEE HISTORY PAGE 7

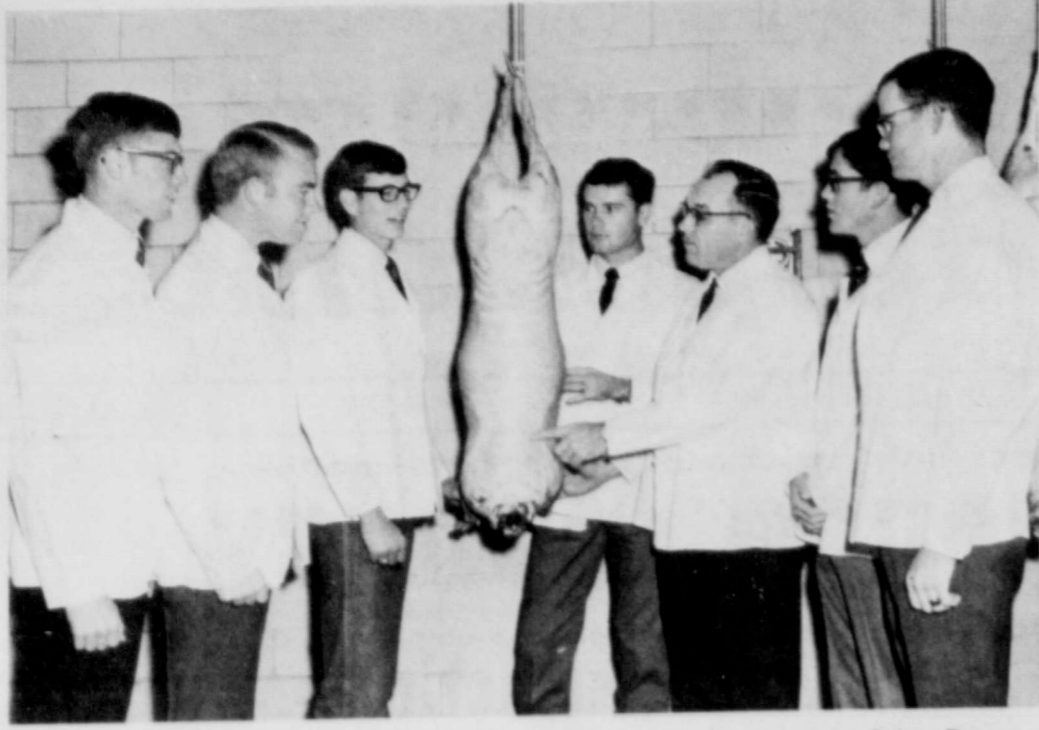
TUESDAY NIGHT Music Program On Christmas

A Christmas program, to be presented by the music students, grades one through six, of Andrews Elementary School, will be held Tuesday night, December 16 at 7:30 in the Floydada High School auditorium.

Theme of the program is "Christmas Around the World." There will be no admission charge and the public is extended a cordial invitation to attend.



A REMINDER TO ALL FARMERS! This sign held by Steve Ferguson and Lee Sinor reminds everyone about the Young Farmers meeting tonight at 7:30 o'clock in the Floydada High School Agriculture Department. Tech ag professor John Hunter will speak on grass and range management.



AIKEN STUDENT WINNER - Oklahoma State added another meats judging victory to its long record of wins, Tuesday at the International Live Stock Exposition, Chicago. And, an OSU team member, Larry Golden of Aiken, Texas, was the top individual judge, with teammates Jerry Arthur, of Fletcher, in 2nd place, and Mark Miller, Grandfield, in 10th. Left to right are: David Messenger, of Blackwell; Arthur; Bob Getz, Bacone; Golden; coach Lowell Walters; Miller; and Dennis Cates, of Sayre.

Honor Roll Hospital News

JUNIOR HIGH SCHOOL HONOR ROLL
Second Six Weeks
Oct. 13 - Nov. 21

8A - 5 A's: Nancy Ninter, John Cagle; 4 A's: Pauline Cooper, Venita Cranford; 3 A's: Debbie Williams

8B - 5 A's: Phyllis Guffee, Darla Milton, DeAnn Wilson; 4 A's: Dirk Nelson; 3 A's: Lonnie Robinson

8C - 5 A's: Nancy Puckett; 4 A's: Raace Young, Kathy Graham; 3 A's: Danny Bradford, Debbie Armstrong, Marta Martinez

8D - 5 A's: Grace Myrick, Gayland Fleming; 4 A's: None

3 A's: John Willson

8E - 5 A's: La Donna Bilibrey, Sylvia Newton, Shirlene Mathis; 4 A's: Mitzi Reddy; 3 A's: Sara Eastham, Marc Smitherman

8F - 5 A's: Randy Hale; 4 A's: Carol Cogdell, Terry Stovall, Carmen Muniz; Tom Lovell; 3 A's: Debbie Medley

7A - 5 A's: Pam Els, Teresa Hasley; 4 A's: None; 3 A's: Billy Fulton

7B - 5 A's: Leslie Hall, Kathy Hambricht, Dwane Martin; 4 A's: Tony Richards; 3 A's: Dianna Grimes, Brad Tooley

7C - 5 A's: Kathy Hale; 4 A's: Teresa Love; 3 A's: Sharon Decker

7D - None

7E - 5 A's: Mike Ramsey, Linda Norman, Johnnie Mae Bachue; 4 A's: Blair Davis; 3 A's: Cindy Galloway, BraVada Garrett, Kathy Hinsley

7F - 5 A's: None; 4 A's: Kim Harrison, Jimmy Whitely; 3 A's: Linda Lipham, LouAnn Watson, Craig Hambricht

SPECIAL EDUCATION - 3 A's: Sharon Walton, Maria Mercado.

"Give me everything you've got," Lambert had quoted the bandit as saying.

A customer who stopped for gas several minutes after the man had fled found Lambert in a restroom. "There's another man across the street with a shotgun," the gunman reportedly told Lambert when warning him to stay in the restroom.

The warrant charging Williams with the alleged crime was issued by city detectives after information concerning the suspect was provided by Potter County sheriff's officers.

FLOYD DATA
Richard McPeak son of Mr. and Mrs. Vernon McPeak, left November 26 for San Diego, where he is now in basic training in the U. S. Marine Corps; Recruit Depot.

Lawrence Johnson, admitted 12-9, continues treatment.
J.R. Vickers, admitted 11-28, continues treatment.
Sophie Pittman, admitted 12-9, continues treatment.
Mary Torrez, admitted 12-9, continues treatment.
Susie Pittman, admitted 12-9, continues treatment.
Susan Perryman, admitted 12-4, continues treatment.
Oma McBee, admitted 11-25, continues treatment.
Lillie Aubrey, admitted 11-5, continues treatment.
Alpha Ginn, admitted 12-3, continues treatment.
Valentine Garcia, admitted 12-5, continues treatment.
Pearl Field, admitted 12-3, continues treatment.
Maud Hollams, admitted 11-3, continues treatment.
Robin Smalley, admitted 12-1, continues treatment.
Jewel Tinnin, admitted 11-29, continues treatment.
Grace Riggles, admitted 11-29, continues treatment.
Leonard Johnson, admitted 11-23, continues treatment.
Minnie Pittman, admitted 11-28, dismissed 12-8.
Jimmy Waller, admitted 11-28, dismissed 12-7.
Louis Reid Cardinal, admitted 12-7, dismissed 12-8.
Fred Cardinal, admitted 12-7, dismissed 12-8.
Polly Cardinal, admitted 12-7, dismissed 12-9.
Winnie Angus, admitted 12-7, dismissed 12-9.
Marie Cochran, OB, admitted 12-7, dismissed 12-8, baby girl.
Juan Enarequez, admitted 12-5, transferred to Reese Air Force Hospital, 12-9.
Lucille Daniel, admitted 12-4, dismissed 12-6.
Cheryle Reed, OB, admitted 12-4, dismissed 12-6, baby girl.
Floyd Kellough, admitted 12-4, transferred to Ralls Nursing Home, 12-9.
Josie Farmer, admitted 12-3, dismissed 12-5.
George Ledbetter, admitted 12-3, dismissed 12-5.
Lee King, OB, admitted 12-3, dismissed 12-8, baby boy.
Bessie Henry, admitted 12-2, dismissed 12-6.
Emily Jo Barnett, admitted 12-2, dismissed 12-5.
Winnie Gregory, admitted 12-1, dismissed 12-5.
Joe Mack Breed, admitted 12-1, dismissed 12-4.
M.S. Robertson, admitted 12-1, dismissed 12-5.
Thelma Hoffman, admitted 11-28, dismissed 12-5.
Dorothy Elaine Burns, admitted 11-24, dismissed 12-5.



MUSTANG PULVERIZED - The 1967 Mustang was split in two after it struck a power line northeast on the Silverton Highway about 20'clock Friday morning. Valentine Garcia, son of Mr. and Mrs. Jesse Garcia of Floydada, and driver of the vehicle, is hospitalized in Caprock Hospital with neck and foot injuries, cuts and bruises. A passenger, Johnny Enarequez, son of Mr. and Mrs. Manuel Enarequez of Floydada, was transferred to Rock Hospital Tuesday to Reese Base Hospital in Lubbock. Enarequez home on furlough and due to leave for Vietnam duty, suffered a broken injury, cuts and bruises and a head. Relatives said Garcia lost control when it slid off the wet pavement.

School Board Approves Text-Book Committee

To serve on the text book committee are: A. E. Baker, chairman; Anne Swepston, Bob Alldredge, Jerry Livingston, Joe Paty, Curtiss Chatham, Joyce Kimble, Helen Patterson, Charles Tyer, W. P. Nicholson, A. W. Coltharp, Bob Copeland, Kathleen Stewart, Lois Guffee.

The Floydada School Board approved a textbook committee at its regular monthly meeting here Monday night.

The board also appointed Bob and Nina Copeland to conduct the annual school census.

No other business appearing on the agenda, the board adjourned after a short meeting. All board members were present.

Man Held In Robbery

AMARILLO - A 24-year-old Floydada man, charged with the Nov. 24 armed robbery of a night attendant at Neal's Texaco Service, 713 W. Amarillo Blvd., was being held in Potter County jail late Tuesday in lieu of \$5,000 bond.

The suspect, John Williams, was surrendered to officers by his attorney late Monday afternoon.

A warrant had been issued for the arrest of Williams following an early morning robbery in which about \$135 in cash was taken at gunpoint from attendant Thomas Chester Lambert, 41, of 2517-B S. Spring.

Lambert told officers that a Negro man entered the station about 3 a.m., pulled a snub-nose pistol from his pocket and demanded the money from the cash register.

Public Invited To See Narcotics Film

The public is invited to see a film "Narcotics, the pit of despair" at the Jr. High auditorium Thursday morning, December 18, at 9:25.

The film is highly informational for both students and adults, according to Elbert Reeves, Jr. High teacher.

Tilley Gets Citation For Proficiency

AUSTIN - An official State Health Department citation for work proficiency has been awarded to Bobby D. Tilley, plant operations specialist for the Floydada water department.

Signed by the State Health Commissioner and authorities of the Texas Water Utilities Association, the certificate of competency is awarded only to those utility plant operators who have successfully demonstrated their skill and knowledge in modern principles of plant management.

The engineers said the attainment is evidence of Tilley's efforts to better prepare himself for the duties of his profession.

Stays Fresh Longer

MRS BAIRD'S

ANTIQUES
China cabinets, Round tables, Oak bedroom suite, Wash stand, Pitcher & bowl sets, Wash pots, Roll top desk, Pressed glass, Nippon, Prussia, Limoges China.

STEELE'S ANTIQUES
806 Braidfoot, Silverton. Ph. 2811
After 5 p.m. & Weekends.

Palmer Theatre

Sunday & December

The German one they test

SIXTY-ONE

12 MORE SHOPPING DAYS UNTIL CHRISTMAS

BUCCANEER BONUS BUYS EVERY WEEK
Fill Your Books Faster for CHRISTMAS

DAVID L. WOLFE... BRIDG REMA... A del in the... A motion picture in... PANAVISION

FESTIVE FOODS

at MERRY SAVINGS

| | | |
|---------------------------------------|----------|--------|
| CURED HALF OR WHOLE HAMS | LB. | 75¢ |
| SUNRAY THICK SLICED BACON | 2 POUNDS | \$1.59 |
| SUNRAY MILD SAUSAGE | 2 POUNDS | 98¢ |
| FACIAL TISSUE | 2/39¢ | |
| SEEDLESS ALL GOOD GRAPES | 303 CAN | 29¢ |
| BELL, BORDEN OR CLOVERLAKE MELLORINE | | 39¢ |
| MANDARIN GEISHA ORANGES | 11 OZ. | 19¢ |
| GLACE PARADISE CHERRIES | 4 OZ. | 31¢ |
| DICED CITRON | | 25¢ |
| ASSORTED COLORS 4 OZ. PINEAPPLE RINGS | | 29¢ |
| OCEAN SPRAY CRANBERRY SAUCE | | 19¢ |

\$24.95 VALUE SENSATIONAL OFFER
Beautiful Decorator WALL CLOCK \$9.99 here
AFTER YOU PURCHASE \$45.00 OF MERCHANDISE OR SERVICE
Matching Scones FREE with Purchase of Clock

HALL-MART FINE FOODS
SECOND AND MISS. STREETS - FLOYDADA, TEXAS
"HIGHEST QUALITY MEATS AND GROCERIES"
"WE GIVE GOLD BOND STAMPS"

Please include our handling charge
EACH DOT PUNCHED REPRESENTS \$3.00 PURCHASE

DELICIOUS WASHINGTON STATE

| | | |
|---------------------------|-----|-----|
| APPLES | LB. | 19¢ |
| CALIFORNIA NAVELS ORANGES | LB. | 19¢ |
| HOT HOUSE TOMATOES | LB. | 39¢ |

"Special Prices On Fruits And Nuts"

| | | |
|--------------------------|-------------|-----|
| GOLDEN RIPE BANANAS | LB. | 10¢ |
| LARGE FIRM HEADS LETTUCE | EACH | 2¢ |
| DIAMOND IN SHELL WALNUTS | 2 LBS. PKG. | 9¢ |
| IN SHELL BRAZIL NUTS | 2 LB. PKG. | 8¢ |
| IN SHELL FILBERTS | 1 LB. PKG. | 3¢ |

HALL MART

PHONE 983-3928

QUALITY IS OUR HALL MARK

2ND AND MISS.

ATTENTION CHARGE CARD CUSTOMERS - HERE'S ANOTHER



PRE-CHRISTMAS CHARGE SALE

THURSDAY, DECEMBER 11, 12 NOON TIL 9 P.M.

.....BEALL'S WILL BE CLOSED UNTIL NOON.....

NO PAYMENT UNTIL FEB. 1970

CHARGES MADE DURING THIS EVENT WILL NOT BE BILLED UNTIL JANUARY WITH NO PAYMENT DUE UNTIL JUST BEFORE FEBRUARY BILLING DATE.

PRE-CHRISTMAS SPECIAL
LADIES BLOUSES
ASST. STYLES

VALUES TO \$9.00
THURSDAY ONLY **\$5⁸⁸** EA.

PRE-CHRISTMAS SPECIAL
FINE SELECTION OF
LADIES CAR COATS

MANY DIFFERENT TYPES TO CHOOSE FROM
THURSDAY ONLY **20%** OFF REGULAR PRICE

PRE-CHRISTMAS SPECIAL
GOOD SELECTION OF
BOYS SUITS

THURSDAY
20% OFF REG. PRICE

PRE-CHRISTMAS SPECIAL
LADIES DRESSES

KNITS AND OTHER STYLES, MOSTLY JUNIOR SIZES-
VALUES TO \$12.00 ONLY **\$5⁸⁸** EA.

PRE-CHRISTMAS SPECIAL
LADIES QUILTED ROBES

20% OFF REG. PRICE

PRE-CHRISTMAS SPECIAL
60" WASHABLE
DACRON KNIT

REG. \$4.99 A YD.
THURSDAY ONLY **\$3⁹⁹** A YD.

PRE-CHRISTMAS SPECIAL
2 PIECE SUITS

REGULARS AND HALF SIZES
REG. \$25.00 VALUES
THURSDAY ONLY **\$17⁸⁸** EA.

PRE-CHRISTMAS SPECIAL
BOYS SWEATERS

SIZES S-M-L-XL
VALUES TO \$7.95
ONLY **\$4⁹⁹** EA.

PRE-CHRISTMAS SPECIAL
LADIES 3 PIECE
TRAVEL SET

PAJAMAS AND MATCHING ROBE
REG. \$12.00 VALUE
THURSDAY ONLY **\$9⁸⁸** A SET

PRE-CHRISTMAS SPECIAL
LADIES BRUSHED
NYLON GOWNS

REG. \$4.00 VALUE
THURSDAY ONLY **\$2⁹⁹** EA.

PRE-CHRISTMAS SPECIAL
BOYS SPORT COATS

A GOOD SELECTION
THURSDAY **20%** OFF REG. PRICE

PRE-CHRISTMAS SPECIAL
MENS TRENCH COATS

WITH ZIP OUT LINING
REG. \$24.95 VALUES
THURSDAY ONLY **\$19⁰⁰** EA.

PRE-CHRISTMAS SPECIAL
LADIES NYLON VELVET
OXFORDS

REG. \$7.00 VALUES
NOW ONLY **\$5⁸⁸** A PAIR

PRE-CHRISTMAS SPECIAL
MENS LONG SLEEVE
SPORT SHIRTS

PERMA PRESS
VALUES TO \$6.50
ONLY **2 FOR \$5⁰⁰**



WOMEN WORKERS - Mrs. Gary ...
Brock, Mrs. Jackie Holt and seated left Mrs. Merle Brotherton, all of Lockney. Seated right is Mrs. Stanley Simmons, Floydada. (Staff Photo)

Gamma Iota News

The research committee presented the program, introducing the study for the year which is of other cultures differing from our own, concentrating on our own chapter area. Chairman of the committee is Miss Gladys Holley, assistant librarian at Wayland College. Members include Mrs. Lee D. Bomar representing Briscoe County, Mrs. Robert Fulkerson representing Swisher County, Mrs. D. W. Kirby representing Floyd County, and Mrs. g. e. Ragle and Mrs. M. H. McCaghen representing different areas of Hale County.

one way to live - not even a universal concept of right and wrong." Mrs. Nowlin reminded the group that our attitudes concerning values are reflected in the way we accept persons and ideas; the attitudes we hold are a way of responding to certain situations and usually involve feelings and emotions. "Studying the values of other cultures demands a precise effort by each of us to see things clearly and truly so that not only the good is distinguished from the bad, the perfect from the imperfect, but that the whole is fairly analyzed when we make comparisons."

Dinner Party Held For KFLD

The annual KFLD Radio Christmas dinner party was held Monday night in the home of Mrs. Alma Holmes in Floydada. Turkey and dressing with all the trimmings was enjoyed, along with the exchange of Christmas gifts. The home was decorated with a traditional Christmas tree and a driftwood arrangement with Santa on the mantel.

12 MORE SHOPPING DAYS UNTIL CHRISTMAS

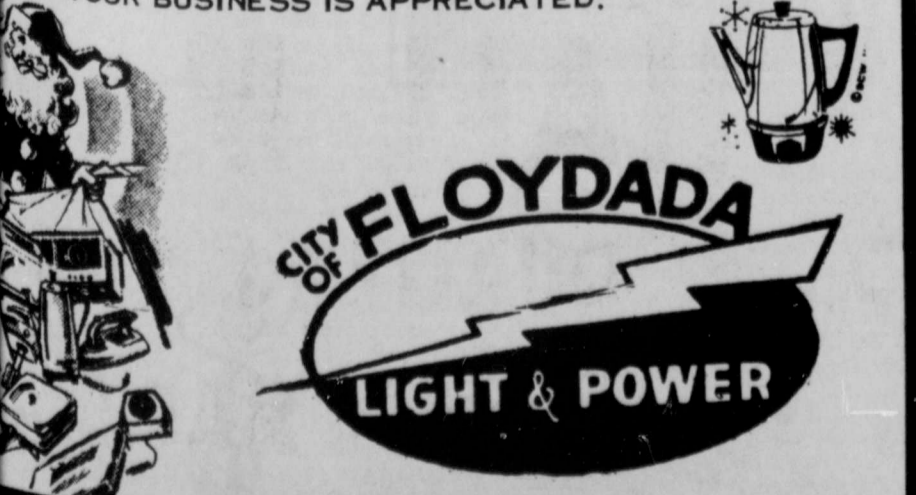


THE FLOYD COUNTY HESPERIAN
212 South Main St., Floydada Texas, 79235

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ELECTRICAL APPLIANCES ARE CONVENIENT AND LOW COST IN OPERATION.
SHOP FOR YOUR ELECTRICAL APPLIANCES IN FLOYDADA, WHERE YOUR BUSINESS IS APPRECIATED.



Women In News



MRS. CHARLES BROWN

Miss Nora Elise Nagle Is Bride Of Charles V. Brown

Miss Nora Elise Nagle became the bride of Charles Vernon Brown in a ceremony read at 4 p.m. Friday, November 28 in the St. Michael's Chapel at Ft. Bliss. The Rev. (Maj.) Anthony Capitani performed the vows.

Parents of the couple are Mr. and Mrs. Bernard Nagle and Mrs. William R. Mayfield of El Paso and Rex R. Brown of Floydada.

Escorted and given in marriage by her father, the bride wore a formal white satin gown styled with Juliet sleeves and a lace bodice. Her shoulder length veil of illusion fell from a cap of pique de sole petals and she carried a colonial style bouquet.

Miss Molly Nagle, sister of the bride, Denver, Colorado, was maid of honor. Bridesmaids

were Miss Nancy Nagle, another sister, and Miss Sharon McNamee, both of El Paso. Feminine attendants wore dark brown velvet gowns trimmed in aquamarine satin. Each carried colonial bouquets. Best man was John Brown, brother of the bridegroom. Ushers included Thomas Beard and Bill Key.

Following a reception in the Fox Room at Ft. Bliss Officers Club, the couple left for a wedding trip to Big Bend. They will be at home in Houston where the bridegroom is a student at the University of Houston, majoring in accounting. He is active in the Army Reserves.

The bride is a graduate of Hotel Dieu School of Nursing and is employed with the Texas Children's Hospital in Houston.

Miss Jones Is Shower Honoree

Miss Genita Jones, bride elect of Bill Finley of Floydada, was feted with a bridal shower in the Lockney home of Mrs. John Hooten recently.

Greeting guests were Mrs. Clyde Stows, Mrs. Frank Jones, Mrs. Hooten, the honoree, Mrs. F. G. Jones Jr., mother of the bride elect, Mrs. Porter Finley and Mrs. W. L. Finley, mother and grandmother of the prospective bridegroom.

Miss Cindy Barnes presided at the guest register, and Mrs. Byron Schacht and Miss Deborah Mooney served.

The table was laid with a white lace cloth over blue and held a centerpiece of white spider mums. Crystal and silver appointments completed the setting.

Miss Teena Jones presided in the gift room.

Hostesses were Meses. Fred Cardinal, Sam Jack, Kenneth Wofford, Charles Huffman, Frank Duckworth, John Hooten, Kenneth Moody, Louis Ray Stapp, Lynn Ray Smith, Jack Gibson, Herschel Carthel, Joe Huffman, Newell Harper, W. L. Carthel, Florence Dillahanty, Thurman Davis, Ray Aston, Bill Washington, John Lee Carthel, Chuck Wilson, Kenneth Edwards, W. R. Churchwell, Mason Davis and Dickie McCarty.

Their gift was a set of stainless steel cookware. Miss Jones and Finley are planning a December 28th wedding in Lockney.

Bride Elect Of David Parr Is Honored

Miss Sonja Casey of Rule, bride-elect of David Parr of Floydada, was feted with a gift shower Saturday afternoon in the home of Mrs. C. C. Whittle.

Guests were received by Mrs. Whittle and presented to Mrs. Lamar Casey, mother of the bride-elect, Mrs. Travis Parr, mother of the prospective bridegroom, and Mrs. George Eudy, grandmother of the groom-to-be.

Hostesses alternated at the serving table laid with a white net cloth over red and centered with an artificial red floral arrangement, later presented to the honoree.

Hostesses with Mrs. Whittle included Meses. R. G. Dunlap, L. B. Stewart Jr., J. E. Waller, Q. D. Williams, Howard Gregory, W. H. Simpson Jr., R. L. Bullock, E. A. Noland, Collis Roland, Tommy Assiter and Mrs. Billy Joe Baker.

The couple plans a December 31 wedding in the First United Methodist Church in Rule.

Christmas Texas Style, Theme Of Club Meeting

Members of the 1929 Study Club met December 4 with Mrs. Clarence Goins for a program "Christmas, Texas Style." Mrs. Clement McDonald brought the program on Christmas customs and carols. Each member took part by giving the customs of other countries. Gifts were brought and packed to be sent to the State Hos-

Peggy's Meddlin's

BY PEGGY MEDLEY

IT'S Hard to realize that Christmas is just two weeks away and regardless of what I say each year, I never seem to get my shopping done until the last minute. But then I notice I'm not the only one. Floydada stores have a beautiful array of Christmas gifts on display and what I like, they do the "wrapping".

NEW BLUE Cheer? Maybe... San Antonio is looking for a way out way to solve a way-up problem. It seems that the architects who designed the 600 foot Tower of the Americas at Hemis Fair 1968 failed to include a system for cleaning the great slabs of plate glass which enclose the revolving observation platform. Isn't that just like a man? Anyway the Tower, with two million visitors up to last April, is sporting grimy glass and visibility is almost zero. First the City officials hired a mountain climber to swing over the side and spray the windows with cleanser. The sharp slant of the glass and high winds made that approach impossible. Someone suggested swinging a window washer from a helicopter rope, but that didn't work either. Now the Southwest Research Institute has won a \$12,750 contract to try and clean the glass by using giant wipers mounted on magnets.

THE plump housewife was telling her neighbor about a new book on reducing she had just purchased for \$5. "How much have you lost so far?" asked the neighbor. With a sigh and a frown, the housewife threw up her hands in disgust and replied, "Just my five dollars!"

YOU know when a fellow works 22 years for a firm, little is thought of it, he is being paid, but when one works 22 years as a volunteer helper with no pay, then he should be commended. True it's just once a year that the March of Dimes drive is on but during that year Barry Barker of Lockney and Ed Wester of Floydada still put in hours making contacts and doing other paper work for the National Foundation.

Twenty-two years ago when each started in March of Dimes work the word "polio" was feared by everyone. In those years a cure for polio was found. Now its "birth defects". If you ever get a little unhappy being hit for donations, this is one where your heart and pocketbook should open up. If you think I am exaggerating, borrow a film from the field representative of National Foundation MOD in Lubbock. See for yourself what the Centers are doing for children with birth defects. That's where you donations go, for treatment and research, that's why Barry and Ed have stayed with their volunteer work all these years, helping those who can't help themselves.

TWENTY-NINE adults will take final exams Monday in a Psychology course which is being taught in Floydada and I understand all are passing. One man who works 80 hours a week, is taking the course and is expected to pass. He works 14 hours a day and has time for three courses each week. The next course to be taught will be history. You may sign up by calling the Chamber of Commerce office and they say adults are never to old to learn, so don't let your age stand in your way.

THE SAM Bakers have a new boarder in their home, all the way by plane from California. It's their daughter's poodle, who flew in some three weeks ago to board with the Bakers for about a year. Donna, and her husband, Larry Brand, of Long Beach, live in a small apartment, no dogs allowed, so the little fuzzy wuzzle was shipped out here. Understand the pital in Wichita Falls. Members also exchanged Christmas gifts and closed the meeting by singing Christmas carols.

Attending were Meses. J. A. Colston, C. W. Denison, Ernest Kendrick, J. D. McBrien, Clement McDonald, S. W. Ross and the hostess, Mrs. Clarence Goins.



MISS SUSAN MOSLEY

Miss Hammonds, Dr. Hollister Wed Monday In Fort Worth

Miss Linda Hammonds and Dr. Clayton E. Hollister Jr. were married in Fort Worth Monday evening, December 8. Rev. Mike Sutherland, Baptist minister, performed the simple but impressive ceremony in the home of the bride's sister and husband, Mr. and Mrs. Jepp T. Clemons.

Parents of the couple are Mr. and Mrs. Dot Hammonds of Floydada and Mr. and Mrs. C. E. Hollister Sr., of Oak Ridge, Tennessee.

The bride wore a velvet street length suit with black accessories and carried a bouquet of white roses.

Mrs. Clemons served as matron of honor and another sister, Miss Clara Hammonds, Denton, was bridesmaid.

Jepp Clemons was best man and groomsmen were Mike Hammonds, Fort Worth, brother of the bride, and Scott Tucker of Denton.

Following the wedding a reception was held in the Clemons home.

The newlyweds plan a trip abroad in January. They are making their home in Dallas.

Mrs. Hollister is a graduate of Floydada High School and until her marriage was employed in the jewelry department of the Fairmont Hotel in Dallas. Her husband recently returned from 41 months of Navy medical duty in Vietnam. He is employed as an anesthesiologist.

Miss Williams Accepted To David Lipscomb

Miss Nancy Claire Williams, daughter of Mr. and Mrs. Q. D. Williams, of T-Bar Ranch, Floydada, has been accepted for admission to David Lipscomb the fall quarter, 1970.

A future graduate of Floydada High School, Miss Williams will be a first quarter freshman and plans to follow a major program in elementary education. Her acceptance is contingent upon satisfactory completion of her senior year in high school.

Lipscomb opened its 79th year this fall with a record enrollment of 2205 in the four college classes. A privately endowed church related school with the almost unique requirement of daily Bible study for every student every regular school day, it is recognized by the Southern Association of Colleges and Schools and the National Association for Accreditation of Teacher Education.

Whirlers Club

Whirlers will have Jack Thompson of Tulsa for their caller Friday night, December 12. The event will be at 8 o'clock in the Andrews Gym. The Whirlers now meet the second and fourth Friday in each month at 8 p.m.

Hostesses for the next square dance will be Loene and H. Nelson and Juanita and Ozell Chappell.

A new set of square dance lessons will start January 13 at 7 p.m. Everyone is invited to attend the lessons.

Bakers are having to make quite a few adjustments due to their new boarder.

VIEWING a Nativity scene a little four year old boy explained to his grandmother, "That's Mary, that's Joseph and that's Baby Jesus. Then pointing to the magi trio, the child added, "And those are the three Wise Guys."

SOMEHOW or the other, as we get older, work seems a lot less fun and fun seems a lot more work. Too when we come to the close of a perfect day, we might check things over again.

THAT'S Meddlins for this week.

Susan Mosley And Dale Sissney Plan January Wedding

Mr. and Mrs. Boyce Mosley of Lockney announce the engagement and approaching marriage of their daughter, Susan Nanette, to Dale Sissney, son of Mr. and Mrs. H. B. Sissney of Silverton.

'68 graduate of Silverton and is now a senior at West Texas State. At semester he will go to North Texas State in Denton. Church of Christ College and Third in Denton will be the setting for January 24, 1970.

Mrs. Johnston Honored With Gift Shower

Mrs. Tandy Johnston, the former Betty Allen of Floydada, was honored with a recent gift shower in the home of Mrs. Jo Anne Martin in Lockney. The honoree, her mother, Mrs. Ted Allen Sr., and the mother of the bridegroom, Mrs. G. B. Johnston, greeted guests.

Alternating at the serving table and register were Meses Kay Johnston, Diane Ford, Becky Scheele, Naomi Lyles, and Mary Ann Byrd. Pastel pink carnations and hot pink bridal satin streamers centered the table which was covered with a white linen cut-work cloth.

Hostesses were Meses. James Jeffress, Kenneth Wofford, R. V. Webster, Pat Prizzell, Reed Lawson, Clyde Farish, Harold Griffith, Earl Kellison, Jack Frizzell, Art Barker Jr., Jack Shipp, Lane Glenn, R. L. Knox, Fred Byrd, Horton Howler, Floyd Lyles, Embre Douglas, Sterling Cummings, Garvin Beedy, John Beckley, L. N. Johnson, R. D. Baccus, W. J. Mangold, Owen Thornton, and Jo Anne Martin.

Their gift was the accessory dishes to her selected dinnerware.

Mrs. King Gets Modeling Certificate

Mrs. Glendale King, the former Barbara Schulz, daughter of Mr. and Mrs. Monroe Schulz of the Harmony Community, received a certificate for modeling and personality after attending an eight week course. Barbara is modeling for Blackburns, White and Kirk and Alexanders. She modeled December 1 for the annual PGC convention held in Amarillo.

New Arrivals

Mr. and Mrs. [Name] of Lubbock are [Name] daughter, Kimbri [Name] was born Sunday [Name] Lockney General [Name] young lady weighed [Name] and 12 ounces. [Name] brother, Charles [Name] is employed [Name] Cola Bottling Co. Grandparents are Mrs. Therma [Name] and Mr. [Name] Cogswell of Lubbock.

Mr. and Mrs. [Name] of Weatherford, [Name] of a daughter, [Name] chelle, who was [Name] a.m. December 11 [Name] weighed seven [Name] ounces at birth. [Name] Memorial Hospital [Name] erford. The mother [Name] mer Janice [Name] dada. Grandparents are Mrs. Dee Adams [Name] Mrs. M. J. McDonald. Great grandpa [Name] Mrs. G. H. Dyer of [Name] Walter Crab of [Name] Springs.

The course covers [Name] cising, posture, [Name] care, selection of [Name] clothes, hair style [Name] and personality.

12 MORE SHOWS DAYS UNTIL CHRISTMAS GARAGE SALE Friday, Saturday, Dec. 12-13 309 W. Ge Back Pass

Flowers
for CHRISTMAS GIFTING and DECORATING

POINSETTIA PLANTS CAN BE DELIVERED IN FLOYDADA IN A MATTER OF MINUTES! POINSETTIA PLANTS CAN BE DELIVERED ANYWHERE IN THE U.S.A. IN A MATTER OF HOURS!

PICK UP YOUR PHONE NOW AND HAVE PRETTY CHRISTMAS FLOWERS DELIVERED FOR YOU TO ANYONE IN AMERICA.

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Even the most expensive watch can't keep time as precisely as Accutron. That's because all of the mechanical parts that make a conventional watch fast or slow have been left out of it. The Accutron movement is electronic. It's powered by a battery that keeps a tiny tuning fork vibrating 360 times a second, and it comes with the first guarantee of accuracy ever given. You can't give a man a more perfect gift of time.

Solomon Jewelry
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Floydada, Texas

ACCUTRON "214"
Handsome stainless steel case, hand-applied hour markers. Alligator strap. Waterproof, shock protected. \$110 to \$250

TWIRLING LESSONS

WILL START TEACHING PRIVATE AND GROUP TWIRLING LESSONS

JANUARY 3RD. CONTACT JENIS TUCKER 983-5300

300 FREE

This FREE Offer Continues Through December 24th

BE OUR GUEST... 300 LOADS FREE (A \$15.00 VALUE)

Buy your new electric clothes dryer now and, as our customer, you will receive a \$15.00 certificate. It's 5¢ a load, total operating cost. It's just like getting 300 loads dried for free. Don't delay - buy now and take advantage of this valuable 300 offer!

NOW AT YOUR PARTICIPATING DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY

Convenient ELECTRIC Drying

LIGHTNING ELECTRIC COOPERATIVE

OUTH PLAINS NEWS by Mrs. Murray Julian

PLAINS, Dec. 8 - ... weather re- ...

Mr. and Mrs. E. M. Jack- son of McCoy visited here Sun- day with their daughter, Mr. and Mrs. Eugene Beedy, Todd and Mark.

Mr. and Mrs. Wayne Adams and children are now living in Memphis, Tex. where Wayne is agency manager of Hall and Donley County. Wayne grew up in our vicinity.

Parents of Miss Linda Gail Ward, Mr. and Mrs. Chester Morris Ward of Idalou, are announcing the forthcoming wedding of Linda to Allan Adams, Thursday, Dec. 11, at 7:30 p.m. at the United Methodist Church in Idalou.

Mr. and Mrs. L. D. Reid of Dallas spent the Thanksgiving holidays here with her brother, Mr. and Mrs. E. P. Pritchett and with her parents, the H. H. Stevensons of Plainview. They left for home Sunday and came by to spend part of the day with the Pritchetts.

Mrs. Glenda Ford has asked for anyone interested in the Bishop McLeod of Sewing, taught by Mrs. Tannahil, who gives the Basic Sewing Lessons, to get in touch with her, this week or next. The sewing course is 2 hours a lesson, once a week, for 8 weeks.

The South Plains Baptist Church is planning a church supper and Christmas party for all their members at 7 p.m. in Fellowship Hall Wednesday, Dec. 17. There will be Christmas parties for all the children of the church.

Funeral services for James Everett Collier, 63, longtime resident of Floyd County, were conducted Friday in the First Baptist Church in Floydada.

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ROBERT VAUGHN is a Nazi officer in charge of the strategic bridge at Remagen which he con- trivies not to blow up in direct disobedience to Adolf Hitler's orders, in David L. Wolper's "The Bridge at Remagen" which United Artists, an en- tertainment enterprise of the Transamerica Cor- poration, brings to the Palace Theatre on Sunday and Monday, December 14 and 15.

near Bien Hoa. He was scheduled for rest and rehabilitation leave in February and had asked for an early leave to return to college. He would have been shipped out of Vietnam in May, 1970.

SCHOOL LUNCH Menus

SCHOOL MENUS Floydada Public Schools Week of Dec. 15, 1969 MONDAY: Fish Portions with tartar sauce Scalloped potatoes Tomato cup Hot rolls and butter Ginger cake with lemon frosting

Mrs. Childers Mrs. Mallitta Cathrene Childers, 71 year old former Floyd County resident, was buried Sunday afternoon in Lockney Cemetery following funeral rites in the Lockney West Third and College Street Church of Christ.

Mrs. Loggins, Don Loggins Funeral rites were pending yesterday in Lubbock for Mrs. Bobbie C. Loggins, 35, and her five year old son, Don Allen.

bed and the mother's body was draped across it, when found by the husband, Reuben. Each had a single bullet wound through the forehead. A .38 caliber pistol was also found on the bed, Smith said.

12 MORE SHOPPING DAYS UNTIL CHRISTMAS

LEGAL NOTICES

THE STATE OF TEXAS D. W. JENKINS, T. B. TURNER, BERTHA HOUGHTON, R. S. WILLIAMS and wife ELLEN S. WILLIAMS, A. W. HAYWOOD and wife ELLA HAYWOOD and the spouse, if any, each name of which is unknown to Plaintiffs, of each of D. W. JENKINS, T. B. TURNER and BERTHA HOUGHTON, if living, and if dead, their unknown heirs and legal representatives of each unknown heir and legal representative.

POWELL'S PRICE'S GOOD DEC. 11 THROUGH DEC. 17 ON THE WYE - YOUR HOME OWNED STORE PET 10 OZ. JAR INSTANT BREAKFAST 49c DEL MONTE 16 OZ. PITTED DATES 49c GLADIOLA 3 PKGS. CORN BREAD MIX 25c OR BISCUIT MIX NONE SUCH 18 OZ. JAR MINCE MEAT 47c MARSHMALLOW 19c CREME HIPOLITE PINT JAR COLLEGE INN 16 OZ. JAR CHICKEN & NOODLES 3 FOR \$1 or BEEF & NOODLES WILSON'S CERTIFIED 24 OZ. CAN CHILI 69c SHURFINE WHOLE SPICED PEACHES NO. 2 1/2 CAN 33c CHIFFON BATHROOM 2 ROLL PACK TISSUE 23c ALCOA 18"X25' ALUMINUM FOIL ROLL 49c MORTON'S 4 FOR \$1 HONEY BUNS OR ENGLISH MUFFINS ALCOA ALUMINUM FOIL 4 PACK 23c PIE PLATES PKG. OLD SOUTH 89c COBBLER PIES EACH VEL LIQUID 49c DETERGENT 22 OZ. BOTTLE MORTON TWIN PACK 49c POTATO CHIPS 69c BAG N.B.C. PREMIUM 33c CRACKERS POUND SHURFRESH 3 CANS 25c BISCUITS SHURFRESH 2 FOR 39c OLEO NORBEST GRADE 'A' TURKEY FOR CHRISTMAS FRESH GROUND BEEF LB. 49c POWELL'S SUPERMARKET FEATURES WILSON CERTIFIED FRANKS U.S.D.A. CHOICE T-BONE LB. \$1.19

OBITUARIES

Everett Collier

Funeral services for James Everett Collier, 63, longtime resident of Floyd County, were conducted Friday in the First Baptist Church in Floydada.

Lloyd Bullock

Funeral rites for Floyd W. Bullock, 71 year old rancher at Nara Visa, N.M., were held Saturday in the First United Methodist Church in Shamrock.

Sidney Mcfall

Funeral services for Sidney Oliver McFall, 78, a resident of Briscoe County since 1927, and father of Sid McFall Jr., of the Cedar Hill Community, were held Sunday in the First United Methodist Church in Quitaque.

Frank McClure

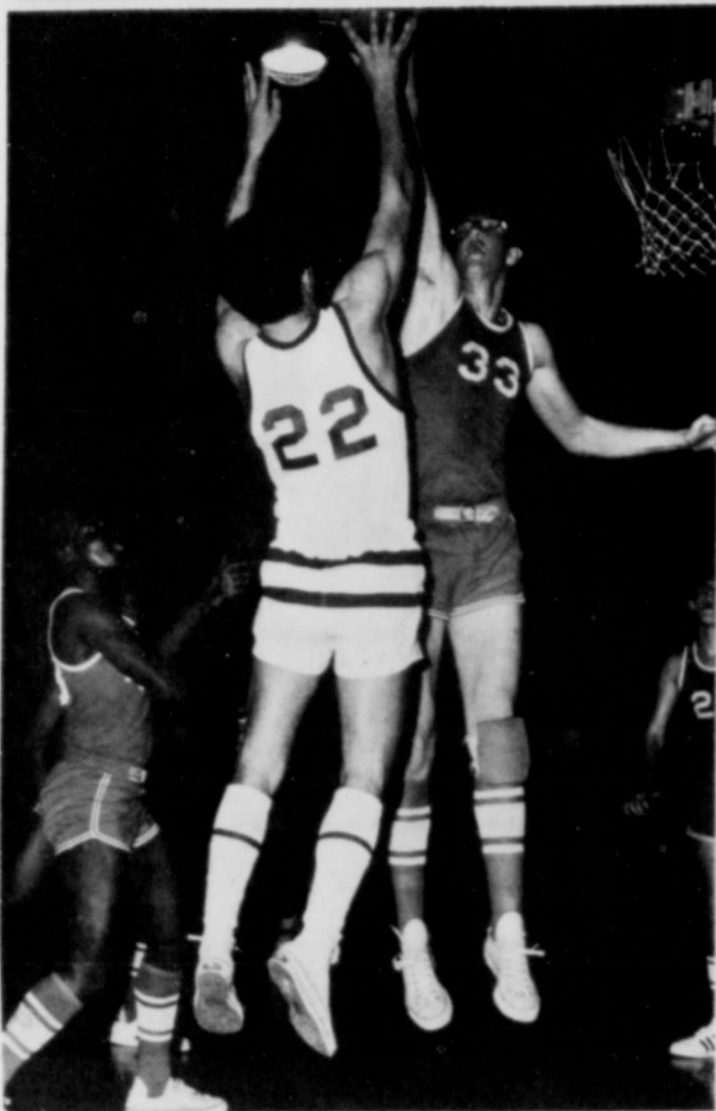
Funeral rites for Frank Ray McClure, 64, former Plainview restaurant owner and a resident of Floyd County for some 22 years, were held Saturday in Garland Street Church of Christ in Plainview.

Jimmy Burk

Sp. 4 Jimmy Burk, 22 year old son of Dr. and Mrs. Glenn S. Burk of Littlefield and a cousin of Mrs. Dorris Jones and Nellie Burk of Floydada, was killed in a helicopter crash in South Vietnam Sunday, Nov. 30.

Whirlettes Basketball Tournament Cham

SPORTS



ANDY SELMAN jumps high to get ball in Paducah game. (Staff Photo)

Four From Floydada Make "All Tournament" Team

Four Floydada basketball players received the honor of selection to the "all tournament" team following the tournament here Saturday night. Whirlwind Richard Hale made the team for the boys' team and the Whirlettes placed three players on the team: Marilyn Harris, Cindy Ward, and Jill Bertrand.

FLOYDADA
Alton Higgabotham is in Salado, Texas attending a heating and air conditioning school. It is a three day school conducted at the Stage Coach Inn.

FLOYD DATA
Kit Martin, daughter of Mr. and Mrs. Fred Martin underwent dental surgery at Lubbock Monday. She is home and recovering.



WHIRLETTES who were selected to the "all tournament" basketball team here Saturday night include (l to r) Marilyn Harris, Cindy Ward and Jill Bertrand. (Staff Photo)



CHARLES JACKSON sinks a couple more points in Paducah game. At left is Whirlwind Jack Gregory. (Staff Photo)



RICHARD HALE... (No. 40) was selected to the "all tournament" team. In above action Jackie Gregory goes down trying to get the ball from a Paducah player. No. 14 is Andy Hale.

SHOP FLOYDADA

Whirlwinds, Whirlettes Beat Silvertown Here

It was a good night for both the Floydada Whirlwinds and Whirlettes came out of the Floydada tournament in good condition and will travel out of town this week for tournament play. The Whirlettes will be playing in the Springlake tournament for Floydada with 16 points. The Whirlettes were behind one point at half time, but came ahead in the last half to win 59-50. Cindy Ward scored 28, Marilyn Harris 24. The Whirlwinds will be play-



MARILYN HARRIS sinks another two points in Petersburg game. Whirllette Cindy Ward at left. (Staff Photo)

Whirlwinds Win Second Place Tro

By Wendell Tooley
The Floydada Whirlwinds breezed to an easy championship in the Floydada Basketball Tournament in Graves Gymnasium Thursday, Friday, and Saturday.

The Whirlwinds with only two practices under their belts won their Thursday and Friday games, but lost out to Paducah on the championship game Saturday night.

The gymnasium was full Saturday night.

WHIRLETTES
The Whirlettes took Jayton 62-22 on Thursday night, beat Shallowater Friday night 63-45 and on Saturday night took the championship, beating Petersburg 62-52.

In the Petersburg game the Whirlettes got a slow start and were tied with Petersburg 16-16 at the end of the first quarter. However they were ahead at the half 33-28, at the end of the third quarter still ahead 45-42.

Marilyn Harris led the Whirlwinds. She sunk 21 and missed only two in the game. Cindy scored 23 points.

In the Friday game Marilyn scored 20 lead the Whirlwinds. It was Cindy who scored with 24 points.

WHIRLWINDS
The Whirlwinds on Thursday night of Flomot 50-49 on Friday then lost to Paducah on Saturday night.

Paducah's big problem was a problem to their No. 15 was the Whirlwinds. The Whirlwinds from the beginning end of the first quarter at half, 30-07 at the third quarter.

Richard Hale scored Thursday night, scoring again on Saturday with 16 points.

Whirlwinds And Whirlettes Tournaments This Week

The Floydada Whirlwinds and Whirlettes came out of the Floydada tournament in good condition and will travel out of town this week for tournament play.

The Whirlwinds will be playing in the Springlake tournament for Floydada with 16 points.

The Whirlettes were behind one point at half time, but came ahead in the last half to win 59-50. Cindy Ward scored 28, Marilyn Harris 24. The Whirlwinds will be playing in the Colorado tournament, the Whirlwind Springlake tournament, Friday and Saturday. The Whirlwinds are...

ment, and the Whirlwind be playing in the Colorado tournament Thursday and Saturday.

The Clute girls playing here next Tuesday the Spade Varsity boys on the Whirlwinds.

ing in the Colorado tournament, the Whirlwind Springlake tournament, Friday and Saturday. The Whirlwinds are...



TOURNAMENT CHAMPIONS... Floydada Whirlettes are pictured with championship trophy here Saturday night. (left to right) Pam Lewis, Cindy Carthel, Marilyn Harris, Terri Shipman, Sarah Williams, Kathy Chappell, Cindy Ward, Kim Campbell, Trudy Miller, Mychele Reed, Jill Bertrand, coach Don Ford. (Staff Photo)



SECOND PLACE trophy in the Floydada basketball tournament went to the Floydada Whirlwinds. Pictured above is part of the team just after receiving the trophy. (l to r) Bob Marler, Langston Williams, Walter Harris, Charles Jackson, Joe Kimble, Mike Moore, Ricky McDowell, Ricky Biggs and Andy Selman. (Staff Photo)

BREEZERS PLAY HALE CENTER

The Floydada Jr. High Breezers won one and lost two at Hale Center Monday night. The seventh boys lost 31-28. McArthur Mitchell was high scorer for Floydada.

The eighth girls lost 18-13 and De Aun Wilson made seven to lead the locals scoring.

The Breezer eighth boys eked out a 32-28 victory with Mark Smitherman leading the scoring with 9.

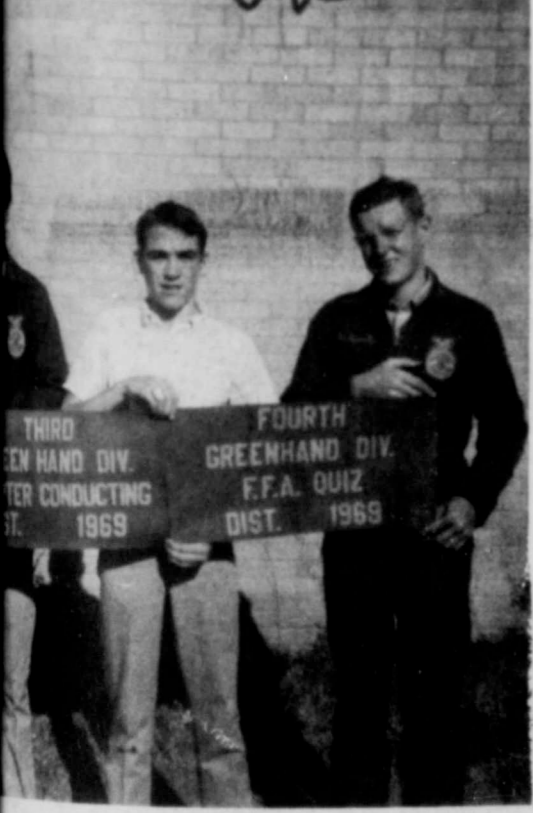
The Breezers will play Lockney here Monday night.

HARMONICAS, UKES & BONGOS ARE FUN GIFTS FOR CHRISTMAS

Harmonicas, ukes and bongos are always welcome under the Christmas tree... simple to learn... you can play in minutes! No sizes to worry about... year round enjoyment.

Mary Spence
MUSIC CO. INC.
710 Broadway
293-1681
PLAINVIEW, TEXAS

SPORTS



Annual Rotary Jr. High Basketball Tournament Begins Today

The annual Floydada Rotary Jr. High basketball tournament begins today with Rotarian Bob Kirk in charge of admissions and trophy presentations.

Eight trophies will be given Saturday night and a total of eight towels, both boys and girls teams, will compete in the tournament.

A complete tournament bracket for both divisions is printed on page seven of this edition of The Hesperian.

Spring. Thirty people were present. Rev. and Mrs. Carl Neal, Steve and Jennifer of Floydada were Sunday dinner guests in the D. A. Barnhart home. Rev. Neal held preaching services at the Baptist as a supply preacher.

Spike Wideman and Miss Camilla Nash attended the Carol of Lights celebration at Texas Tech University Tuesday night. Miss Nash is a student at Tech.

Mrs. C. O. Gilbreath visited her sister, Mrs. R. L. Martin Sr. Sunday afternoon.

Messrs. O. W. Denning and Douglas Denning of Floydada and Mrs. Peachie Parrish were dinner guests in the Clinton Denning home Sunday.

Diane Harris spent Friday night with Lee Ann Bates in Ralls.

Mr. and Mrs. Haney Wideman and Mardi attended a portion of the basketball tournament in Floydada during the weekend.

Mr. and Mrs. Thurman Richards and family visited the Rev. John Tubbs family at Anton Friday evening.

Mrs. Vada Wideman stayed from Tuesday until Saturday with her grandchildren, Kenny, Belva and Ray Don at Ralls while the parents, Mr. and Mrs. Bob Wideman attended a Coop. Convention in Kansas City, Mo.

Butch Goble of Lubbock visited the Howard Harris' Sunday afternoon.

Mr. and Mrs. George Pierott, Lori and Sha of Ralls were supper guests Saturday in the home of their parents and grandparents, Mr. and Mrs. C. O. Gilbreath.

Mr. and Mrs. Clinton Denning and Mrs. Peachie Parrish attended the Parrish family Christmas party in the "Doc" Switzer home in Amarillo Saturday evening.

Mrs. Paul Ely and Mrs. R. L. Martin Jr. were Plainview visitors Monday. Mrs. Buddy Swinney of Halfway met them there.

Mr. and Mrs. C. W. Edwards attended the funeral of her brother-in-law, Guy Taylor in Ralls Thursday.

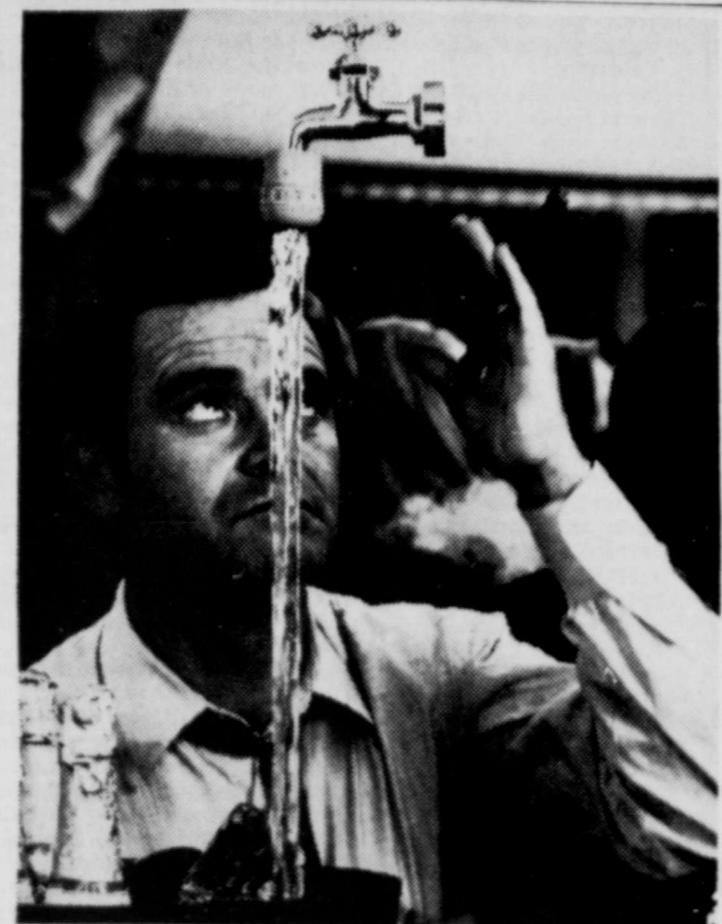
Mr. and Mrs. L. Parker of Floydada visited H. R. Nance and Rachel Saturday afternoon.

The Intermediate Sunday School class of the Baptist Church enjoyed a bowling party Friday evening in Lubbock. Those attending were Peggy Littlefield, Jan Mize, Mardi Wideman, Wayne Carroway, David Pair, the teacher, Mrs. Edd Martin, and Mr. and Mrs. Haney Wideman as car helpers. Spike Wideman and Miss Camilla Nash joined them there.

Elder and Mrs. Joe Jackson went to Brownfield Sunday evening where Joe held preaching services in the Primitive Baptist Church.

Mr. and Mrs. C. W. Edwards and Mr. and Mrs. Wesley Edwards were supper guests in the L. M. Powell home Sunday.

Mrs. Tom Dillon, the former Miss Raylene Davis of Ralls, Mrs. Kay Brownlow, teachers in the Roswell school and Mrs. Donna Rogers of Artesia, spent Friday night with Mrs. Roxie Travis.



ACADEMY AWARD WINNER... Jack Lemmon apparently thinks the suspended water faucet is an April Fool's joke, or a feat of legerdemain, in the romantic fantasy "The April Fools". Showing at the Capada Sunday, December 14.

Nursing Home Visitors

O.N. Bertrand, Penny and Jeff visited Mrs. Bertrand; Mrs. George Wexler, and Mrs. Ivola Walters visited Mrs. Irsons; Mrs. R.H. Finley visited Mrs. Bessie Lanier; and Mrs. G.M. Armstrong visited Will Snell.

Those visiting from out of town were Mrs. Arthur Cheves, Kress, with Mr. and Mrs. John Newton; Mr. and Mrs. S.K. Porter, Lubbock with Mrs. Wise; Mr. and Mrs. W.R. Sedgwick, Lubbock with Mrs. J.R. Sedgwick and Mrs. M.D. Lynn of Milan, N. Mex., with Roy Handley.

DIMES FROM 1

This year 300 applications for professional therapy, were received by a special treatment center, who has only 45 places. They can take a child without arms or legs and teach him to write and walk. A grant from the National Foundation MOD has made it possible for the hospital to train health professional in comprehensive recreation therapy for the handicapped child. The grant was made possible through public donation. There are now 111

Elder and Mrs. Joe Jackson attended church services at the Primitive Baptist Church in Muleshoe Friday evening.

MARCH OF DIMES DEFECTS CENTERS IN THE U.S.

The public response to the January March of Dimes appeal will help expand the treatment and cure of birth defects.

Mrs. Gary Carthel of Floydada is chairman of the Mother's March of Dimes and South Floyd County chairman, and Wilbur Mize is North Floyd County chairman.

The Mothers March is planned for January 29th, in Floyd County.

HISTORY FROM 1

The extension course in progress at the present time, Psychology 230, will end Monday, December 15 with the final examination. Twenty-nine were enrolled in this course.

"Don't Hurt The People You Love"

Suggestion from the Post Office, "DON'T HURT THE PEOPLE YOU LOVE".

If you haven't completed your Christmas Mailings, do so immediately.

MAILING DEADLINES Distant States PARCELS - by Dec. 1 (Should already be mailed) Christmas Cards by Dec. 10 (Mail immediately) Local and Nearby States PARCELS - By Dec. 13 Christmas Cards by Dec. 15.

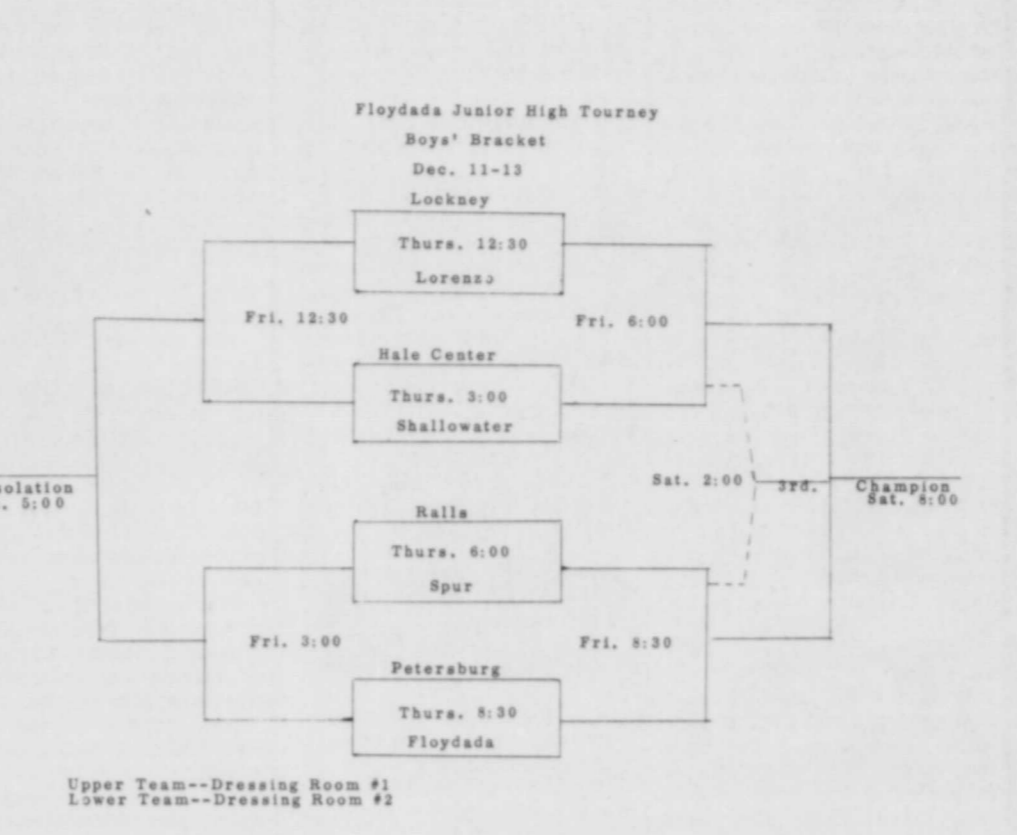
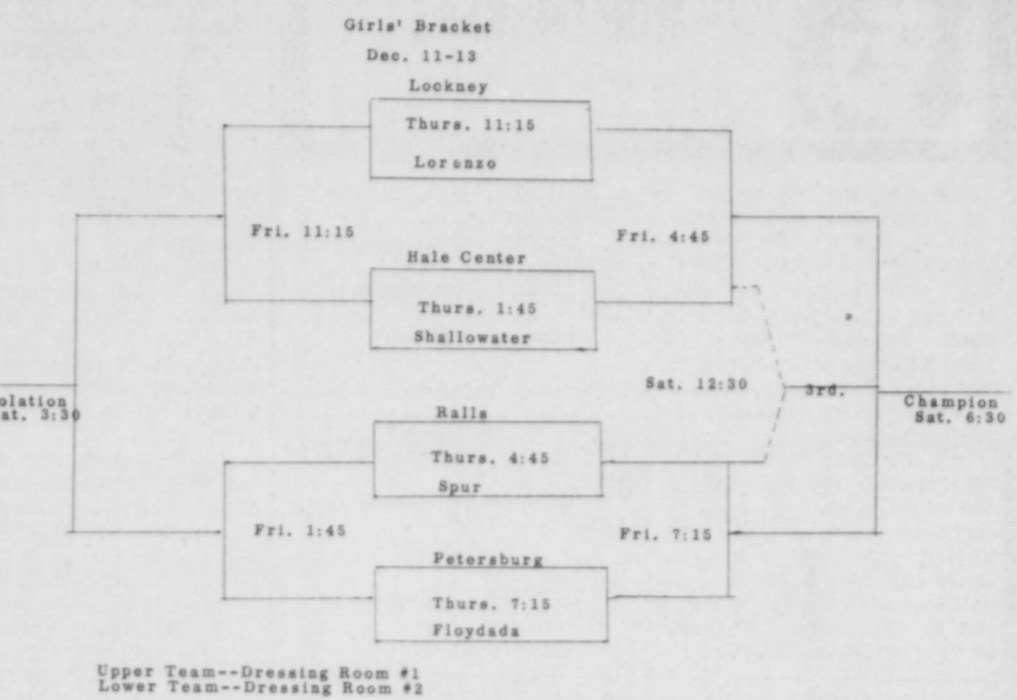
hours of 8:30 to 5 p.m. during the week and 8:30 to 12 on Saturdays, however, we will not close as long as we have someone wanting service.

LETTER TO SANTA

Dear Santa, I have been pretty good all this year. I would like to have a

Jack-in-Box, Buffy Doll, Snow Maker, Trampoline. I hope I can see your rain-deers. I will leave you something to eat on the table. Also please bring my brothers, Steve & Joel something. Thank you, Susan Hendrix

SHOP FLOYDADA



DISTRICT FFA CONTEST... Top picture Wylie, winner of talent contest, picture is Gail Harrison, plow girl and members Terry Bunch, Steve Ander-Lee Sinor with third and fourth place

NEWS Mr. and Mrs. J. D. Thomas of Littlefield spent Saturday night with her sister, Mrs. Vada Wideman. Sunday all three attended a birthday dinner honoring another sister, Mrs. Addie Kilpatrick in the home of a daughter and son-in-law, Mr. and Mrs. Carrol Choate at Big

IS NOT LATE SHOP SEARS! Call 983-2862 or Come By 100 S. Main And Do Your Christmas Shopping. IT TAKES ONLY THREE DAYS!

CAPADA DRIVE-IN FRIDAY AND SATURDAY SPECIAL LIMITED ENGAGEMENT! Your last chance to enjoy all the might and magnificence of the Academy Award-winning spectacle! METRO-GOLDWYN-MAYER PRESENTS A CARLO PONTI PRODUCTION DAVID LEAN'S FILM OF BORIS PASTERNAK'S DOCTOR ZHIVAGO ROBERT BOLT-DAVID LEAN PANAVISION AND METROCOLOR SUNDAY ONLY Jack Lemmon and Catherine Deneuve are "The April Fools" Technicolor A Cinema Center Films Presentation A National General Pictures Release.

Holiday Foods SHURFINE SHORTENING 3 LBS. 69c SHURFRESH TWIN PACK POTATO CHIPS 49c SHURFRESH BISCUITS 3 CANS 25c CLOVERLAKE ICE CREAM 1/2 GAL 69c DRIVE DETERGENT GIANT BOX 79c ROXEY DOG FOOD 12 for \$1.00 SHURFINE CRUSHED PINEAPPLE NO. 2 CAN 39c SWINDELLS SAUSAGE 2 LB. SACK \$1.44 MARGARINE SHURFRESH 2 LBS. 38c PREMIUM SALTINES CRACKERS LB. BOX 34c WE GIVE BUCCANEER STAMPS DOUBLE ON WEDNESDAY HULL & McBRIEN 983-3164

IF YOU'RE LOOKING FOR A Brute-powered diesel TRACTOR LOOK AT CASE Model 1030 General Purpose BUY-NOW BONUS FREE! FREE! CHRISTMAS BONUS GOOD UNTIL 12-24 ON 830, 930, AND 1030. Motorola Computer Crafted Color 18" dia-180 sq. in. LIMITED TIME ONLY We're the Dealer that Service Built CASE POWER & EQUIPMENT



NEWS FOR HOMEMAKERS

by Sherry Mullin
Floyd County H. D. Agent

SPARKLING HOLIDAY PARTIES FOR EVERYONE YOU KNOW

HOLIDAY PLANNING

It's that "entertaining" time of year again those joyous weeks between Thanksgiving and New Year's when even the most impromptu get-togethers become occasions for holiday parties.

But, no matter how casual the occasion, careful thought and planning are the keys to successful party giving. In particular, the food you serve which adds so much to the festivities should be prepared ahead to need only last minute touches before serving.

If you have a freezer, most baked foods can be prepared and baked, carefully wrapped first in fruit juice - moistened cheesecloth then in foil, tastes best if prepared at least one week and, better yet, three weeks ahead to allow flavors to ripen and mellow. Store wrapped fruitcakes in a cool, dark place.

If you're without a freezer, here is a timetable guide to baking ahead. Most cakes and cookies (except spritz-type butter cookies which you can make weeks in advance) can be prepared about a week before giving. Breads should be baked no more than a day or two ahead. Foods which must be refrigerated such as cream-filled cakes or pies should not be prepared more than one day in advance and then kept chilled. Attach instructions for refrigerating and serving as soon as possible after being received.

Take special care with the gifts you mail so that they will arrive at their destination as fresh and attractive as when you packed them. Line the container - metal boxes or coffee cans are ideal - with wax paper. Then wrap each food item individually in moisture-vapor-proof material.

Cover the base of the container with popped popcorn, then arrange wrapped baked foods in single layers with additional popcorn or cardboard between each layer. Top with and fill in any spaces along the sides of the container with more popcorn to prevent the foods from "jostling" around in shipping. Overwrap the container with heavy brown wrapping paper. Attach a clearly addressed mailing label and write the words FRAGILE and PERISHABLE on the package.

ORANGE DATE BREAD

1 cup hot water
1 1/2 cups pitted dates, chopped fine
1/2 cup (1 stick) butter, softened
3/4 cup sugar
3/4 cup brown sugar, firmly packed
2 eggs
1 cup orange juice *
1 teaspoon grated orange rind
2 cups chopped orange gumdrops
4 cups sifted all purpose flour
2 teaspoons baking powder
2 teaspoons soda
1 teaspoon salt

1. Pour hot water over dates; let stand 15 minutes
2. Cream together thoroughly in large mixing bowl, the softened butter and both sugars. Beat in eggs, one at a time.
3. Stir in orange juice, rind, gumdrops, the hot water and dates.
4. Sift dry ingredients together into the batter, adding gradually. Stir to mix well.
5. Divide into two well greased loaf pans 5" x 9". Bake in moderate oven (350) degrees for 1 hour or until tests done. (Insert toothpick in center. It should come out clean.) Cool in pan four minutes; turn out on rack to finish cooling. Makes 2 loaves.

* If using frozen orange juice, dilute the concentrate with only 2 cans water rather than 3.

in-law of Mrs. Sandifur's sister.

The Sandifurs visited one day last week at her brother's, S. Crump, near Flomot, the old home of their parents.

Mrs. Eunice Arney was hostess to a birthday party honoring her father, J. D. Welborn, Saturday evening.

Other local children present were Bobby Welborn and family, and Roger Gooch and family. Another guest was Mrs. Frank Dunn.

Visitors in the J. E. Green home Sunday afternoon were Mr. and Mrs. W. L. Hartline, Floydada, and Mr. and Mrs. James Hartline and boys of Levelland. James and family visited his parents over the weekend.

Visitors in the Bob Thompson home for the weekend were Mrs. Thompson's cousin and family, Mr. and Mrs. Bob Vogelgesang and Sue of Beaver, Okla. All attended the football game at Plainview Friday night.

Charley Spence, who has been in a Lockney hospital for some ten days or more, is reported better and may be able to come home some time this week.

Mr. and Mrs. Thomas Warren and children attended a party Friday evening at the Bob Allred home.

Mrs. C. W. Denison, in company with Mrs. Roy Fawver, and Mrs. P. D. Helms, were in Lockney last Tuesday attending a pattern and fabric demonstration at the Lockney High School.

C. W. Denison Jr. of Brownfield is visiting his parents this Monday.

Mr. and Mrs. B. Parrack of Lubbock visited the Denisons Sunday afternoon.

Mr. and Mrs. Denison attended an 84 party at Mr. and Mrs. Sam Lide's Friday evening. Other guests were Mr. and Mrs. D. W. Burke and Mr. and Mrs. W. A. Lovell.

Mrs. Fred Battey is ill with a cold.

The Lottie Moon week of prayer for foreign missions was held evenings of last week at Calvary Baptist Church. It was enjoyed by all who attended.

Bro. and Mrs. Payne's small son, Joey, is recovering from a cold.

We regret the passing of Frank McClure who years ago lived with his family east of Center, but more recently of B'ham, Ala. Our sympathy goes out to his loved ones.

And also the family and loved ones of Everett Collier.

Mr. and Mrs. Leo Frizzell, Mr. and Mrs. A. E. Frizzell and Mrs. Ava Jackson were in Wichita Falls this weekend attending the Golden Wedding anniversary of their sister and husband, Mr. and Mrs. Fred Cone.

With the arrival of packages and Christmas cards and messages it begins to feel like Christmas is here. We've heard from two former Centerites, Mrs. H. B. Mankins and Mrs. Walter Sims.

DOUGHERTY NEWS

DOUGHERTY, Dec. 8 - Mrs. Elmer C. Watson went to Lamesa and spent Monday night with Mr. and Mrs. J. L. Battey.

Mrs. Mayme Lou Denley spent the weekend at her home in Wellington.

The Adult III Sunday School Class of the Dougherty Baptist Church held their annual Christmas dinner at the Alcové Restaurant in Plainview Saturday night. The young people of the church also attended.

Mr. and Mrs. J. W. Womack from Dallas, Charlie Womack from Lubbock, a student at Texas Tech, and Mr. and Mrs. Jim Haley from Denton were weekend visitors with Mr. and Mrs. Claude Ring. Mrs. Womack is the Ring's daughter. Mrs. Haley is Ring's sister.

Earl Robertson spent Friday and Saturday in the home of his brother, Mr. and Mrs. Kenneth Robertson and family.

Harlan Cage and J. G. Cage went to Lubbock Sunday to visit a sister, Mrs. R. C. Hay.

Mr. and Mrs. Claude Ring visited with his sister, Mrs. Edith Hicks, Thursday. She is a surgical patient in the Plains Hospital at Levelland.

Mr. and Mrs. Seaton Howard of Petersburg visited in the home of Mr. and Mrs. Orland Howard Sunday.

Mrs. C. A. Caffee visited Mrs. Claude Ring Saturday afternoon.

Mrs. Clyde Alexander, who lives north of Dougherty, spent Friday night with Mr. and Mrs. F. M. Covington.

Mr. and Mrs. Lon Emert, Mr. and Mrs. Bruce Johnson

and Mr. and Mrs. Sam Graham, Scott and Stacey surprised Mrs. Claude Ring with a birthday party the night of December 3rd.

The Dougherty Home Demonstration Club met Wednesday afternoon in the home of Mrs. Claude Ring. The hostess read the devotional from Proverbs. All members were present. Plans for the Christmas party were completed. Mrs. Carmel Eastham, Mrs. Ray Carthel, and Mrs. Elmer Watson will be in charge of the program. Mrs. Russell Crawford presented a most interesting program on Famous Historical and Biblical Trees. Games were led by Mrs. Johnnie Cates, with prizes going to Mrs. Carmel Eastham, Mrs. Earl Edwards and Mrs. C. A. Caffee, a new member of the club.

The Christmas program at the Dougherty School is set for Dec. 18 at 7 o'clock. Santa Claus will be there to hand out the traditional sacks of fruit and candy.

The gift exchange for the school children and teachers will be held Friday afternoon, Dec. 19, during the home room parties. This is a change from previous years practice. School officials request that no gifts be brought to school to exchange the night of the program.

The Dougherty Community Club met Wednesday morning. Beginning in January, the club will meet on the first Monday morning of each month at nine o'clock a.m.

Jodie Eastham accompanied her Scout Troop, Troop 181,

The "Old" Draft Law

When America decided to get into World War I, the Congress early set up a method of inducting men into the armed forces. Remembering the scandals which tainted the 1860 draft, the law makers came up with the title "Selective Service Law", and, by and large, made it work just the way it sounds. Few found fault with the new law. It looked right and fair. Except for the right of appeal, it was to be administered on the local level.

The way it worked, every man from 21 to 42, inclusive, registered in his home precinct. This was on June 5, 1917. My registration number was 133. As required by law this is the number of the card I carried on my person at all times.

Collating the registration cards by alphabet the local board gave us "serial numbers" to be used in the big drawing in Washington. Dandridge Joseph Able had Serial No. 1. His name was drawn for Order No. 328.

One Big Drawing
The big drawing under bright lights in the rotunda of the capitol building was to determine the order in which the registrants would be called up for classification and service. The drawing took quite awhile. Some precincts had as high as 10,000 men registered, so they kept drawing long after all our country's 924 registrants knew their

was the registrant.
For both 1917
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session. I had
me until a noon
that I still had
my billfold for me
I had carried one
52 years, the
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Home

RAILROADS
\$29,864 TAX
FLOYD COU

Current annual
ty's share of the
railroads in Flo-
yada totaled \$29,864, a
by the Texas Rail-
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That amount is
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Large sums were
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and bridge funds.

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Walter Caven, pre-
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tent upon the ab-
youth," he said.

CENTER NEWS

CENTER, Dec. 8 - Cloudy, cold days, and a few spits of snow now and then.

Mrs. A. W. Anderson has been shut in with a virus, as also some of the Louis Anderson family.

Mrs. R. C. Ross' company Sunday afternoon were Mr. and Mrs. Homer Guffee and Mr. and Mrs. Clarence Guffee, of Floydada.

Mrs. R. E. Waggoner of Plainview visited the Doyle Sandifurs a while Sunday afternoon. She came to oversee their farm work east of Center. Waggoner is in a Plainview hospital with asthma, and following a light heart attack.

Mr. and Mrs. Doyle Sandifur were in Tulsa Saturday week to attend funeral services of Mrs. Viola Loftin, the mother-

LAKEVIEW NEWS by Mrs. Bagwell

LAKEVIEW, Dec. 8 - Saturday night Mr. and Mrs. Travis Gentry and family went to Lubbock where they met other members of the family of Mrs. Gentry's parents, Elder and Mrs. S. B. Gowens at Furr's Cafeteria. They had a surprise party and dinner in honor of Elder and Mrs. Gowens' 40th wedding anniversary. All of their six children and their 15 grandchildren were present for this occasion. Most of the family remained over Sunday in the home of Elder and Mrs. Gowens.

Mr. and Mrs. W. H. Bunch went to Lubbock Friday night to the home of Mr. and Mrs. Rodney Bunch where they enjoyed supper with them. The occasion was Rodney's birthday.

Dr. and Mrs. R. E. Cogswell of Plainview visited Wednesday with Mr. and Mrs. Leonard Alexander and family.

Mrs. Nathan Woody, Jeffery and Nathalie of Floydada, visited her parents, Mr. and Mrs. Homer Newberry Sunday.

Mr. and Mrs. Edmond Brown were hosts Sunday night for a Mexican supper. Guests were Mr. and Mrs. Frank Knox Moore and children and Mr. and Mrs. Harold Verett and family.

Mrs. A. L. Smith went to Lubbock Thursday to see her mother, Mrs. Bird Oats.

Sunday night supper guests in the home of Mr. and Mrs. A. L. Smith were Mr. and Mrs. Choise Smith, Jody and Tye Hunter of Floydada and Mrs. Viola Brown.

Mr. and Mrs. Earl Edwards, and Mr. and Mrs. Fred Cardinal went to Lubbock Thursday where they attended the funeral for Mrs. Arthur Earl Gamble at the First Methodist Church.

Mr. and Mrs. B. L. Breed went to Smyer Friday where they visited through Sunday with their daughter and family, the Bobby Brittons.

Mr. and Mrs. W. H. Bunch went to Lubbock Saturday where they met their daughter and family, Mr. and Mrs. James Finley, Kristi, Melanie and Suzanne of Midland. They spent the day in Lubbock together and all came to the Bunch home Saturday night where the Finleys spent the night and Sunday all attended church at First Baptist in Floydada.

Sunday afternoon Mr. and

Mrs. R. T. Bunch of Lipan came for a visit with their brother and sister, Mr. and Mrs. W. H. Bunch and with their mother, Mrs. J. C. Raley who has been here some three weeks in the W. H. Bunch home. Mrs. Raley returned home with her other daughter, Mrs. R. T. Bunch, where she will spend a few weeks.

Mrs. J. H. Watson of Lubbock is here spending several days with her daughter, Mrs. Rudolph McCurdy. Mr. and Mrs. McCurdy and Mrs. Watson went to Lockney Sunday where they spent the day with Mr. and Mrs. Raymond Watson. Mr. and Mrs. Millard Watson were also there visiting in the Raymond Watson home.

Sunday afternoon visitors in the home of Mr. and Mrs. B.P. Neff were Mr. and Mrs. Lesol Parker of Floydada.

Mrs. Viola Brown and her daughter, Mrs. Billy Joe Ham-bright, spent Tuesday in Plainview.

Sunday, Mrs. Viola Brown, Mrs. Helen Patterson, Mrs. Helen Solomon, Mrs. Ollie Jordan, and Mrs. Effie Roland met at the home of Mrs. Thelma Jones where they enjoyed a Christmas dinner and gift exchange.

Mr. and Mrs. V. W. Bradshaw went to Graham Wednesday to the home of their daughter, Mrs. Bob Elsom and family. He returned home that night but Mrs. Bradshaw remained for a visit of about 10 days.

Visitors during last week with Mr. and Mrs. P. J. Wilkes were their son and daughter-in-law, Mr. and Mrs. B. B. Wilkes of Lockney, Mrs. Joe Thurston, Mrs. Ned Bradley, Mrs. Earl Edwards and Mr. and Mrs. Fred Battey.

Travis Gentry went to Llano Thursday morning on a hunting trip, returning home Saturday.

Mr. and Mrs. Earl Bishop of Floydada visited Sunday afternoon with Mr. and Mrs. Howard Bishop.

Late Sunday afternoon Mrs. Howard Bishop went to Floydada to the home of her parents, Mr. and Mrs. Sid Brown, to see her sister, Mr. and Mrs. T. L. Calloway of Lubbock who were visiting in the Brown home.

Mr. and Mrs. Henry Mitchell spent the day Friday in

Lubbock.

Mr. and Mrs. D. C. Harrison went to Lubbock Friday afternoon to the home of their son, Mr. and Mrs. Jerry Bob Harrison. Mrs. D. C. Harrison remained in Lubbock over the weekend after finding their granddaughter had to return to St. Mary's Hospital where she had her arm rebroken and set again. Kay had the misfortune of falling from a horse during the Thanksgiving holidays. The arm was set then, but did not heal as it should so had to be done over. Kay is back home now and we hope she will do just fine.

Sunday visitors in the home of Mrs. R. C. Smith were Mr. and Mrs. Roy Smith of Tulsa, Mr. and Mrs. Bill Smith of Floydada, Mrs. Travis Dunn and Jean of Plainview.

Sunday afternoon Nancy Williams took her mother's place to help other members of the board of directors at the open house at the Neighborhood Center's showing of the new day care nursery. Mrs. Q. D. Williams is on the board of directors but was unable to attend the open house.

Mr. and Mrs. Grady Dunavant spent Thursday night at Idalou with their children, Mr. and Mrs. John Redding, Rebecca and Mathew.

Tuesday night Mrs. Q. D. Williams taught a cooking lesson to teenagers at Guadalupe Center in Lubbock.

Mr. and Mrs. Billy Joe Ham-bright spent Monday in Lubbock.

Mrs. Grady Dunavant is helping out during the Christmas season at White's Auto Store in Floydada.

Thursday Mrs. Q. D. Williams and Mrs. J. T. Myrick helped at the Floydada booth of the L.C.C. Associates at Monterey Center in Lubbock.

Saturday afternoon Mrs. Q. D. Williams was one of the hostesses for a shower for David Parr at the home of Mrs. Cleo Whittle.

"...an early Christmas present for the saving bank customer!"



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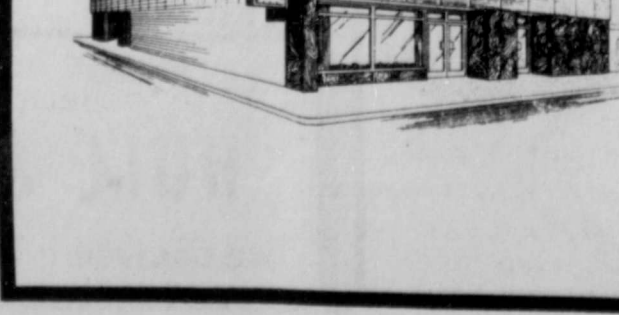
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MINIMUM \$1,000

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ACCOUNTS, COMPOUNDED AND PAID QUARTERLY. NO MINIMUM.



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Floydada, Texas

SHOP FLOYDADA

Letter To Editor

December 3, 1969

Dear Editor:

You'll never catch me standing in the way of progress of anything else if I can find a place to sit down, so it was with considerable interest I read in a newspaper last night that Washington has announced the creation of a Rural Affairs Council.

The purpose of the Council is to "revitalize the nation's small towns," to keep people from moving away to the big cities. While some people argue that the reason small towns are such nice places to live is that a lot of people have left and gone to the city (why, I heard one man in town the other day say while it's true Lubbock is a better place because a good many people from Floydada have moved there, still you have to remember Floydada may be a better town because they left, but that's out of my province, I wouldn't care to say whether this is true or not), still I guess a little revitalization wouldn't hurt most towns, provided you didn't over-do it.

But the thing that has me pondering is that have the right and the freedom to determine who they feel has the right and ability to govern them; so how can anyone say that we should have a complete rapid pullout of all of our troops? Because if we pull out so completely and rapidly, as so many people feel we should, I feel that the Army of South Vietnam couldn't hold back the influx from the North. Of course, this is nothing but my own opinion. Needless to say, I'll be one of the first people (along with most of the men over here as well as our government) that will agree that this should be a war fought by the people of Vietnam, but after all how can we just pull out and leave them? There have already been so many men killed in this war, but if we pull out won't it appear that all of these men have given their lives in vain? Of course, no one wants to have to give their life in a land so far from the United States, but I'm sure that everyone of them will and would be happy to, if it will mean help for this country, not to mention help for our own country!

Being a graduate of Texas Tech I have had many chances to be proud of "my" great school; however I think the proudest I have ever been has since I've been over here. Texas Tech was listed in the PACIFIC STARS AND STRIPES as having only 300 students taking part in the Moratorium. That is really something when you consider their total enrollment. It's great to know that there are still some college students who think that college is there for an education rather than a nice place to go to take part in demonstrations!

I only wish that someone could come up with some "instant solution" to this war and get everyone home. However I feel that President Nixon is doing a great job at doing just that. Of course there is no "instant solution" but there is some progress being made in that direction. At least all of the men here can have the knowledge that when their year is up they can all return back to America and to their homes and families, and that is a lot more than the majority of the people of Vietnam can say. We can leave but they have to stay! I only pray that America never has to fight a war on its own soil!

Again let me thank you for the Hesperian and also wish you and your staff and their families a very merry Christmas!!

Yours very truly,
Kenneth Smith

FLOYD PHILOSOPHER Takes A Sidelong Look At New Plans To Revitalize The Rural Areas

Editor's note: The Floyd Philosopher on his Johnson grass farm reviews a new plan out of Washington. He may not have it just right.

Dear editor:

You'll never catch me standing in the way of progress of anything else if I can find a place to sit down, so it was with considerable interest I read in a newspaper last night that Washington has announced the creation of a Rural Affairs Council.

The purpose of the Council is to "revitalize the nation's small towns," to keep people from moving away to the big cities. While some people argue that the reason small towns are such nice places to live is that a lot of people have left and gone to the city (why, I heard one man in town the other day say while it's true Lubbock is a better place because a good many people from Floydada have moved there, still you have to remember Floydada may be a better town because they left, but that's out of my province, I wouldn't care to say whether this is true or not), still I guess a little revitalization wouldn't hurt most towns, provided you didn't over-do it.

But the thing that has me pondering is that

this council to revitalize small towns is made up of big city people.

I don't want to throw a damper on their plans, but if they've got some ideas that'll work, a good place to try them out would be in whatever city they happen to live. The way it looks to me, big city problems are about a thousand times bigger than small town problems, but still the move makes sense because if I was living in a big city I'd be hollering for an improvement in rural living. Anything to get the spotlight off of me.

Moreover, the Council said that "60 per cent of rural housing is sub-standard," and I suppose it's right, if you use city standards. I mean, most rural housing is surrounded by fresh air and sunshine, and for a city man breathing smog and getting a glimpse of the sun between two tall buildings for 30 minutes only at noon, that's certainly sub-standard. Come to think of it, I may be living in a sub-standard house myself. It's over a hundred years old, the roof needs fixing and the closest neighbor lives a mile away. But don't tell the Council about it.

Yours faithfully,
J. A.



Letters to Santa

Dear Santa,
My name is Todd, I have been good this year. I would like a Hot Wheel Stunt action racing set, a wood burning set, combine, tetherball set and anything else you think I would like. Remember all the other boys and girls. Merry Christmas.

Love,
Todd Williams
Rt. 1, Floydada

Dear Santa Clase I want a gun and a fire truck and a recerd and a Hot wheel set and Hot-wheels.

Sign. Michael Jones

Dear Santa,
I'm a little boy 5 years old, I have tired to be good this year. Would you please bring

ther, Mrs. Beulah Jernigan. Mrs. Jernigan reports her daughter-in-law, Mrs. Jack Jernigan of Lubbock, is not doing too well, following major surgery.

Mrs. G. C. Hillburn, former resident of Floydada, now of Lubbock, visited Thursday afternoon with Mrs. C. H. Wise.

me a green Pony Bronco Bicycle, combine, dump truck and fruit and nuts. Don't forget all of my cousin and all the other boys and girls.

Love,
Monty Williams
Rt. 1, Floydada

Dear Santa,
My name is Patty Willis. I would like an easy-curl hair setting kit. I would also like a Polly doll.

Love,
Patty

SHOP IN FLOYDADA FOR CHRISTMAS

CHRISTMAS SPECIALS!

SUNBEAM ASST. COLORS

HAND MIXERS \$10.95

DRITZ

ELECTRIC SCISSORS \$8.00

NUT CRACKERS \$5.95

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| USDA CHOICE CLUB STEAK LB. | 79c | SHURFINE 25 LB. FLOUR COTTON BAG | \$1.99 |
| USDA CHOICE COIN STEAK LB. | 89c | CLOVERLAKE MELLORINE 1/2 GAL. | 39c |
| FINE FRESH SHELL CRACKERS 303 CANS | 7 for \$1.00 | SHURFINE COFFEE REG. OR DRIP LB. | 65c |
| BAR 5 LBS. | 55c | AQUA NET 13 OZ. CAN HAIR SPRAY | 59c |
| FINE NO. 303 CAN PEACHES | 4 for \$1.00 | NO. 1 WHITE RUSSETT POTATOES 10 LB. BAG | 59c |
| ANAS LB. | 10c | FINE PINEAPPLE GRAPEFRUIT 46 OZ. | 3 for 89c |
| ES 6 BTL. CTN. PLUS DEP. | 39c | | |

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MORE FAIRVIEW NEWS

Mr. and Mrs. Carl Nelson spent Saturday night and Sunday in Amarillo with Mr. and Mrs. George Burgett and family. George is being sent to Vietnam in a week or so. Mrs. Ruey Irwin went to Amarillo Sunday night where she will spend several days in the home of her son, George Burgett and family.

Mr. and Mrs. E. W. Walls went to Plainview Monday and on the way home they visited at Lockney with Mr. and Mrs. D. D. Tate.

FLOYD DATA
John R. Freeman, father of Mrs. Dorris Jones, has shown a slight improvement after being in a serious condition the past week. Freeman is under medical treatment in Lubbock Methodist Hospital.

FLOYD DATA
Sanford Webber, who formerly lived in Floydada and was employed by the Texas Highway Department here, underwent surgery last week in Lubbock Methodist Hospital. He was able to return to his home in Plains this week.



Don't tie yourself down to high interest rates.

Get a variable rate Federal Land Bank loan on your farm or ranch.

Federal Land Bank Association

Jake B. Watson, Mgr.
Jackie Eubanks, Asst. Mgr.

FEDERAL LAND BANK ASSN.
319 S. Main, Floydada
Branch Office Quitaque

WHAT'S BETTER THAN A CHRISTMAS GIFT? TWO CHRISTMAS GIFTS!

THE PATIO PAIR!

This popular patio pair is now being offered at this special sale price especially for the holiday season. And, while the next few months may not be patio weather, there's no reason you should wait 'til Spring to give your family these fine gifts.

Come warmer weather the economical gas barbecue grill and the charming gas light will be a welcome addition to your patio scene. So, call Pioneer Natural Gas and tell them you want to give the patio pair to your family for Christmas. Why wait 'til warm weather to be nice to your family?

THE SPECIAL "PATIO PAIR" PRICE \$99.95 Installed, plus tax

PIONEER NATURAL GAS COMPANY

The Facts About Business In A Country Town

AREA NEWSPAPERS, including the dailies, all have a common problem. . . their business is off! Vacant stores in the various communities reduce advertising revenue, the life blood of a newspaper.

Incidentally, most of the closed businesses were non-advertisers.

Each type of business has its peculiar problems.

A problem of the weekly newspaper is that it finds it difficult if not impossible to reduce overhead to compensate for less advertising. Most operate with the very minimum of personnel, so that area provides no possibility for economy. Most all overhead costs are fixed.

JUST THIS MONTH the cost of newsprint went up. . . and of course this is the case with everything that goes into the production of a newspaper.

The one alternative a newspaper has is to reduce the quality of its product. That means a smaller paper and necessarily less news content.

An economic balance must be maintained between advertising and non-advertising matter. In any newspaper, the advertising department determines the size of the paper.

THE IDEAL SITUATION FOR A newspaper is a growing community. As advertising grows, new features are added. The human is so constructed that he can always accept something additional for his money. . . but he doesn't like to accept less! One can always accept a raise, but never a cut!

Since the end of World War II, Tulia and most of the area, has been growing. As The Herald grew, we have added many new features, some of our own selection, some at the request of readers.

WHEN WE RE-ENTERED the newspaper field in Tulia the first week of November 1950, we took over an 8 - page paper. The policy was to stack seven of these pages with as many ads as would go. The stopping place was . . . when no other ad was small enough to fit in the remaining space.

Of course there was no editorial page, no columns, no features. Most news carried was the obvious, deaths, wrecks, Kiwanis club meetings, and the like. A wedding picture and story almost had to be placed on the front page if it was carried at all because that was the only place with sufficient space.

Club reports and other contributed material was used to fill in the limited space around the ads.

Most club reporters had long ago given up because there just wasn't enough room for their stories. They had tired of submitting stories which were consistently crowded out.

THIS IS NOT MEANT as a major criticism of the former owners inasmuch as the paper had problems. . . serious problems. The equipment was worn out and was barely able to turn out eight pages a week which meant two runs on the old Babcock press.

AS ADVERTISING REVENUE increased through the years, we have been able to give the readers much more.

In October of 1950, few Tulia papers had more than one or two small pictures. . . if any at all. If a wedding or engagement picture was carried, or if a student won some honor, the person involved had to provide the picture and was then charged for the engraving. At that time, an ordinary wedding picture engraving cost about \$5.

Today, our picture and engraving expense averages near \$200 a month.

OUR POLICY FOR YEARS has been to carry almost all Swisher county news we discover or have reported to us. Many times we carry stories that most papers would reject due to the fact that it lacks timeliness or general interest. . . but we try to give our readers what they, as individuals, want. We try to please them instead of ourselves.

Seldom if ever do we reject a news story.

But in addition to straight news, we found the following features in a recent edition of The Herald: A political column, an inspirational column, and an editorial written by the editor; Memory Lane; more quotes from other papers than can be found in any other paper in the United States; a full page of syndicated material including the late Drew Pearson, Jack Anderson and famed Cartoonist Herblock; Marie's Malarky, one of the most complete personal columns to be found in any newspaper; Buzzin' Happy, something never found in a weekly concerning a community outside the town of publication; Kress Kalling; Notes from Nazareth; Vigo Park Varieties; Fairview Frolicking (Fairview is not even in Swisher County); a regular column by the home demonstration agent; Nursing Home News, a column contributed to residents of a private convalescent home; The Senior Citizen, a column for the oldsters; Square Dance Notes; The Empty Pew, a column written by a minister on issues of the day; NFO News, a weekly column by a farm organization; Cowboy Corral, a sports column concerning Hooty athletics; Strickette, a column for bowlers; Girl Scout Gleanings, a column for girl scouts; Cole Facts, a sports column concerning Tulia High school athletics; The Police Blotter; Cotton Talks, a weekly column; Water Inc.

Then there is nearly a page of school news.

MOST OF THESE FEATURES not only cost us space but cash! Whenever a paper's size must be curtailed, where do you start applying the axe?

Of course, this seems like a small problem to the individual reader. Any reader we have can find features which do not appeal to him. Just the other day somebody told us we could leave out all the sports news, so far as he was concerned. Another wanted to know why we spent money on Jack Anderson.

There are those who care nothing about the editorial comments of the editor.

This problem is similar to the problem of cutting government spending. Sure. . . let them close Brooklyn Naval Base. . . let them nix the proposed post office at Caribou, Maine! But for

heaven's sake, don't start interfering with Texas road construction!

JUST LAST WEEK we talked with a publisher in an adjoining town much larger than Tulia. He has the same problem we have. . . said he wasn't even able to carry all the news that should be carried now, but the community wouldn't support a larger paper.

If we carry some feature you would like continued, you'd better be putting in a good word for it because that's the only way we know what to keep.

Something's got to go!

Ineligible to voice an opinion are those who do their trading out of town. After all, these are the people responsible for the problem in the first place. Tulia would have no economic problems at the present time if local people kept the money they make in Swisher county in Swisher county.

The owners of Tot 'n' Teen Shop have gone out of business not because there is no demand for fine merchandise for youngsters in Tulia but because too many Tulians want "exclusives" for their grade school children.

So we were told by a Tulia mother who knows. The quality and prices were right. . . but little Mary's frock must be the only one of its kind in Tulia!

TULIA COULD HAVE a much better newspaper, perhaps two issues a week, if Tulians traded at home.

Every vacant business building in Tulia would be occupied within 30 days' time if Tulia dollars were spent in Tulia. . . if the county's income was not increased one penny.

Tulia could support many types of business houses not found here now. . . if Tulia dollars were only spent in Tulia.

But that dream's as impossible as expecting to steer all Tulians in the direction of heaven. We've got a group here bound for hell and Amarillo. . . and no amount of logic can stop them!

WHAT IF THOSE WHO INSIST on going elsewhere to buy groceries, automobiles, television sets, and all the other items available in Tulia at competitive prices, were not allowed to buy anything in Tulia? What if the merchants would refuse to sell them even a pair of shoe laces? What if they had to drive 100 miles every time they wanted a gallon of gas or a loaf of bread? Those who trade out of town are driving a knife into the back of local merchants. . . and indirectly are cutting their own throats. It might be said that they are committing not only murder but suicide.

There's enough business here NOW without new people or industry. . . to create a business boom, to open every closed store. . . if Tulians had an IQ high enough to understand elementary economics, if they had enough sense to keep business here that presently goes out of town. . . unbusinessarily.

And some of these economic morons are teaching their children, are even trying to eke out a livelihood here in Tulia while refusing to patronize fellow merchants!

TULIA HERALD

the city," said Thomas. "And the banking attitudes here have been favorable to the expansion of new concepts in this thing we call agribusiness."

The commerce report said that 133 million people, nearly two-thirds of the nation's population, were concentrated in 455 metropolitan counties in 1966. The remaining third of the population were scattered through some 2,650 remaining counties across the nation.

Eight states had 80 per cent of their population in the metropolitan communities. Massachusetts led here with 97 per cent of the people in urban areas, followed by California with 90 per cent packed together in the cities.

New Alfalfa Plant Slated for Memphis

MEMPHIS — Executives of Western Alfalfa Corp. of Kansas City, Mo., announced Wednesday that southwest ternational firm will be established here this winter to establish alfalfa processing plants in Texas.

The new move into the Texas Panhandle is expected to boost alfalfa production in the Hall County area from 10,000 acres to more than 30,000 acres, which would gross out about \$9 million a year.

"Authorization has been granted enabling us to become an employer in the state of Texas beginning in 1970 and to establish Memphis headquarters as a base operation," said Carol Fyversson, executive vice president of Western Alfalfa Corp.

In a written release to the Hall County Industrial Foundation, Fyversson said his firm's board of directors approved necessary funds for the Texas operation Nov. 20 during a board meeting.

Oliver G. Kensingler of Garden City, Kan., has been named general manager for the newly created Panhandle District of the Feed Processing Firm.

"We plan for him (Kensingler) to move to Memphis soon after the first of the year," said Fyversson.

Fyversson said one other executive would be appointed to the Memphis headquarters from the company's own work force, with the balance of employment to come from the Hall County area.

The plant will begin operations with about 20 employees. The total field force will be determined later by the number of acres planted to new alfalfa production.

Jack Davis of Memphis, president of the First National Bank here and a member of the Hall County Industrial Foundation board, said members of the foundation and Western Alfalfa officials are expected to decide next month on a specific site for the base operation.

"We have two or three selections for a site here, and it is just a matter of deciding which one is best suited for the firm," said Davis.

Though Western Alfalfa executives did not present specific details of the new operation, the Memphis plant is expected to include a dehydrating and processing plant and a shipping point for feedstuff. It will serve as base headquarters for regional field-dried alfalfa processing.

Utilizing the field-dried system, Western officials plan to use their own crews to handle all harvesting operations . . .

"All the farmers have to do will be to just grow the alfalfa," Zack Fisher of Memphis, the key man instrumental in getting the new firm for Hall County, said the field dried system will be used next year for the first time by the far-flung feed processing company.

"They mow the alfalfa, rake it and pick it with chopper and drier right behind the rake," said Fisher. "We believe that by getting the hay out of the field this quickly, we may be able to get an extra cutting from a season."

"We are now getting between four and five cuttings a season, and new processes could push production up to six cuttings a season."

He said that there are now about 10,000 acres of alfalfa in production in the Memphis trade territory with the average production running slightly less than 2 tons per acre per cutting.

"A survey taken this fall revealed that we could easily place 30,000 acres into alfalfa

production," said Fisher. He is also a farmer and operates a feed processing Agency in Memphis.

Western Alfalfa Corp. is a wholly-owned subsidiary of Kansas-Nebraska Co., which has been in Phillipsburg, Mo., since 1954. Administrative offices are in Hastings, Neb.

Western Alfalfa operates 26 dehydrating plants in Missouri, Kansas and Colorado, with operations in Latin America and Europe. It operates six processing plants in order to produce around feed supply cattlemen across the States.

"In view of our location with the cattle industry and being close to them, we feel we can provide a very service to the rapidly growing cattle feeding industry only a short distance area," Fyversson said.



AROUND THE CLOCK

We keep a constant check on our drugs to make sure you get only the freshest of medication. Day out, you can depend on us to provide you with the finest in pharmaceutical health supplies.



ARWIN DRUG

PHONE YU 3 2856 FLOYDADA, TEXAS
OUR LABEL IS YOUR PROTECTION

Deaf Smith Growth Seen State's Fastest

HEREFORD — A survey released by the U.S. Department of Commerce has revealed that Deaf Smith County in the Texas Panhandle is the fastest growing county in the state and the 13th fastest growing county in the entire United States.

Geared to a high level of agricultural production, the county is centered in the heart of the world's largest concentration of commercial cattle feedlots which have been key factors in the area's growth.

There are now more than 400,000 head of cattle being fed for slaughter within a 60-mile radius of Hereford — building side-by-side with other agribusiness operations such as

sugar beet processing, beef packing plants, vegetable packing plants, textile work and irrigation farming.

"Basically, the growth of Deaf Smith County can be attributed to the people here who have an attitude of optimism and imagination to develop natural resources," said Wayne Thomas of Hereford, past president of the Deaf Smith County Chamber of Commerce and past chairman of the Industrial Committee.

Thomas pointed out that Deaf Smith County leaders have taken new concepts in agribusiness and developed industrial operations which linked city businessmen with farm leaders.

"Around here, you don't speak of someone living in the city or the country — we speak of

our people as being from Deaf Smith County," Thomas said. The survey showed that Deaf Smith County had an increase in growth of 58 per cent from 1960 to 1966.

"Of the 27 counties with population increases of 59 per cent or more since 1960, nearly half were suburban counties in metropolitan areas, and five had had large military and military-related installations.

"In contrast to nearly all the other fast-growing counties, Deaf Smith County, Tex., is primarily agricultural. Recent expansions in sugar beet processing, meat packing and beef feed lot operations have created a boom in the local economy."

The U.S. report showed that the county increased in population from 13,187 in 1960 to 20,800 persons in 1966.

There have been 3,200 births during the period while only 706 deaths were listed.

One of the latest expansions of industry here is the new meat packing plant now being built 3½ miles west of town by Wilson & Co.

The new plant is expected to be in production by Jan. 1, with the initial payroll to include about 225 employees.

Plant production is expected to handle about 8,000 head of cattle a week, making the unit one of the three largest in the Panhandle.

Thomas said that city businesses and community programs have kept pace with the vast industrial growth.

"We have excellent schools, an accredited hospital, fine churches and a Community Center for the youth staffed by

on temporary duty at U-Tapao Airfield, Thailand.

The lieutenant, a 1962 graduate of Lubbock High School, earned his bachelors degree from Texas Technological College where he was commissioned through the Air Force Reserve Officers Training Corps program.

His wife, Sandra, is the daughter of Mr. and Mrs. Bob Kendrick of Rt. 1, Floydada.

FLOYD DATA
Mr. and Mrs. A. C. Lloyd of Nappa, Calif., left for home Monday after spending the past week here with his brother and wife, Mr. and Mrs. John A. Lloyd and other relatives.

SHOP FLOYDADA FOR CHRISTMAS



Give The Gift

They'll Enjoy

52 Times A Year

WHAT BETTER CHRISTMAS PRESENT FOR THE ENTIRE FAMILY THAN A YEAR'S SUBSCRIPTION TO THE FLOYD COUNTY HESPERIAN?

CALL 983-3737 RIGHT NOW, GIVE NAME AND ADDRESS OF THE PERSON OR FAMILY YOU WANT TO GIVE A YEAR'S SUBSCRIPTION TO, AND THE HESPERIAN CIRCULATION DEPARTMENT WILL SEND A BEAUTIFUL CHRISTMAS CARD TO THE RECIPIENT.

THE SUBSCRIPTION WILL BEGIN IMMEDIATELY THEREAFTER.

Floyd County Hesperian

TIME AND LABOR SAVING

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INDUSTRIAL • RESIDENTIAL

When your job calls for concrete, call on us. Prompt delivery, specialized mixes will insure you of quality concrete at low, low prices. Call today!

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CLASSIFIED ADS

ANNOUNCEMENTS

Chapter No. 227
Masonic Lodge
will hold their
stated meeting
Tuesday follow-
ing Saturday night
at 8:00.
tfc

Masonic Lodge No.
4 A.M. will hold
meeting the sec-
ond night of each
month at 8:00.
tfc

Lodge No. 34
Thursday night
at 7:00. Noble
Master Amburn, Secy.
tfc

will be meeting
third Tuesdays
at 8:00. All members are
present.
tfc

THANKS

When I will be
in the hospital but
letters, visits and
certainly made my
stay more pleasant. We
are grateful for all the
love since my acci-
dent words cannot be
to express our love for
you and yours
each day for your
love.
Mrs. Doyle Mount
12-11c

This means of
expressing our love
to everyone for
letters, gifts, and
to stay in the hospi-
tal my return home.
Each of you.
Mrs. T. E. Adcock
12-11p

To express our
love to every-
one so kind and
to be in the hospi-
tal, my husband, and
brother. The
flowers, the many
calls, all of the
kind lovely cards
to us. Each act
that showed your
love is deeply ap-
preciated by God
and each of you.
Conner
Conner
Parkey
Conner
Conner
12-11p

Mrs. L.A.
acknowledges with
appreciation your kind
sympathy through
flowers, memorial
cards and many acts
during the loss
of one. May God
bless you is our pray-
er.
Mrs. Raymond
and family
Mrs. Aaron Williams
and family
Mrs. Chloa
and family
Mrs. Aldine
and family
Mrs. J.T. Freeman
and family.
12-11p

ALDS
Take 666

Dr. O. R. McINTOSH
OPTOMETRIST
221 SOUTH MAIN ST.
Floydada, Texas
3460

REAL ESTATE

FOR SALE - 2 bathroom home
close in, small down pay-
ment, Phone 983-2160 after
5 p.m. tfc

FOR SALE - Beautiful new 3
bedroom brick home, pan-
eled den, two baths, plenty
of storage space, 908 Leon-
ard. Call J. K. West, 983-
30301. tfc

FOR SALE - 4 room house close
in. Also antique dining table.
Call 983-3426 after 6 p.m.
tfc

FOR SALE - Three bedroom
brick, bath and 1/2, car-
peted throughout, fireplace.
Central heat and air. Fully
electric kitchen. 983-3387.
12-11p

FOR SALE - 3 bedroom house,
with den. 206 Jeffe Ave.
983-3491. 11-27c

FOR SALE - Three bedroom
brick home. Fenced back
yard. Down payment. Old
interest rates. 983-2325. tfc

FOR SALE OR TRADE - House
2200 square feet living space.
Den with fireplace. Call 983-
2315 after 5 p.m. tfc

FOR SALE
3 bedroom home
Call 983-5069
after 5 p.m.

FOR SALE
2 bedroom house,
1 3/4 bath, car-
peted.

HALE & HALE
114 S. Main
983-3261

FOR SALE OR RENT - Four
bedroom, two bath house.
Also antique piano. Call 983-
3441 after 5:30 p.m. 12-11p

FOR SALE - Three bedroom
modern home. Fully car-
peted, central heated, one bath.
Close to school. Low inter-
est rates. 983-3157. 613 West
Virginia. tfc

FOR SALE OR RENT - 313
S. Wall Street building. Will
remodel to suit tenant. Call
FW 5-0158 or SW 5-5878,
Lubbock. tfc

FOR SALE - 4 room house,
bath, large lot. 502 W. Jack-
son, Floydada. Call Mrs.
J. E. Wigginton, Lockney,
652-2162. 12-25c

**lightweight ALUMINUM
CANES & CRUTCHES**
• Sturdy
• Dependable
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Wide selection for every
prescribed need.
• Forearm and underarm
crutches
• Adjustable telescopic canes
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PHARMACY**
208 W. HOUSTON
983-3172
FLOYDADA

Dr. O. R. McINTOSH
OPTOMETRIST
221 SOUTH MAIN ST.
Floydada, Texas
3460

RENTALS

FOR RENT - Modern downtown
Floydada building, 25 x 150
feet. \$75 month. Phone 983-
3737. tfp

FOR RENT - Two bedroom un-
furnished house. Hale & Hale
Ins. and Real Estate, 983-
3261. tfc

YES, we rent adding machines
and typewriters by the month.
Hesperian Office Supply,
Phone 983-3737. tfp

FOR RENT - Furnished 2 bed-
room house. Ph. 983-2241.
tfc

FARMS & RANCHES

FOR SALE - 325 acres, 2 wells,
on pavement. R. R. Ferguson,
Phone 983-2150. 12-18p

NEW LAND NEAR LAMESA -
Sub-dividing 14,000 acres.
Mesquite-Catclaw land into
farm. Proven farming area.
Six miles south of Patricia.
\$50 to \$90 per acre. 25%
down. Call John or Marvin
McLarty, 765-8816 or even-
ings 744-6188 or 744-6221.
1611 Ave. M., Lubbock, Tex-
as. tfc

FOR SALE - 1/2 section 1
mile from city limits on
Ralls Highway. 20% down,
5 1/2% insurance company
loan. Balance 6%. Would di-
vide into 1/4 section. How-
ard Gregory, Ph. 983-2915.
tfc

FOR SALE - 2 tracts 221
acres, 11 miles south of
Floydada. Good allotments.
4 wells. 280 additional acres
available. 983-2863. tfc

FOR SALE - To Settle Estate -
160 acres irrigated land 1
mile south of Floydada. Con-
tract W. R. Daniel, Route 1,
983-3605. tfc

FOR SALE - 160 acres irriga-
ted land near South Plains.
Contact H. E. Bradshaw,
Route 2, Claude, Texas 79019
tfc

FOR SALE - Two tracts, ap-
proximately 500 acres each,
parts cultivated, on pave-
ment, convenient to markets.
Hollis R. Bond Real Estate,
983-2151. tfc

**TO SETTLE ESTATE OF
MR. & MRS. E. R. HARRIS**
160 acres, 1 mile southeast of
Lockney, 8 1/2 mi. underground
tile. For information write
Mrs. Jack Harris, Rt. 1, Box
36, Silvertown, Texas or call at-
ter 7:30 p.m. Phone 806-847-
4761. tfc

**THIS SPACE
FOR RENT**

COW POKES By Ace Reid



"Can't figure all them people goin' to the inauguration, Maw! Jist who's goin to do their milkin'!"

AUTO, FIRE & FARM INSURANCE
Floydada Real Estate & Insurance Agency
Jim Word --- Phone 983-2360

FARM MACHINERY

FALL PLOWING is next and
our portable disc rolling
equipment is available to
work in your field or our
shop on the Matador Highway.
Call or come in to Russell's
Shop, 983-3148. tfc

NORRELL TRACTOR PARTS -
For tractor and Irrigation
Supplies and Accessories. tfc

FOR SALE - Used Farm Ma-
chinery. Lawson Bros. E.
Missouri St. tfc

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FOR SALE - 3 farrowing crates
for sale. One good Angus bull
calf. W. B. Eakin, 667-2289,
Petersburg. tft

FOR SALE - Registered Angus
Bull. 20 mo. old. Kenneth
Willis, 983-2081. tfc

WANTED - Good pigs and feed-
er shoats. W. B. Eakin, 667-
2289, Petersburg. tfc

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FARM LOANS: See us for Farm
Loans, higher appraisals,
prompt closing and excellent
prepayment options, GOEN &
GOEN. tfc

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Call 983-3737
CLASSIFIED ADVERTISING
RATE: 6 CENTS PER WORD
FIRST INSERTION, 4 CENTS
EACH SUBSEQUENT INSERT-
ION, MINIMUM CHARGE 75
CENTS.
CLASSIFIED DISPLAY
RATE: 85 CENTS PER COL-
UMN INCH.
CARDS OF THANKS, \$1.
COPY DEADLINE 5 P.M.
TUESDAYS.

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BUSINESS OPPORTUNITY
FARMERS or anyone with agri-
cultural background please
contact us. Responsible Agri-
businessmen looking for area
distributors, investment re-
turnable. This opportunity has
excellent potential for solid
income. Please write Farmco
Inc. Suite 200, 1203 University
Ave. Lubbock, Texas or call
762-2225, evenings or week-
ends 795-9164. 12-11c

**DO PEOPLE READ A
TWO-INCH AD?**
YOU ARE RIGHT NOW

We Go A Long Way To Make Friends!

IT'S SO MUCH SAFER
THAN DRIVING YOUR
CAR, AND YOU CAN
SAVE MONEY, TOO!
HERE ARE SAMPLE
FARES FROM FLOYDADA:
Amarillo..... \$ 4.00
W. Falls..... 6.75
Dallas..... 12.10
Lubbock..... 2.05
San Antonio..... 16.30
Ft. Worth..... 11.20
Big Spring..... 5.85
Odessa..... 7.05

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130 W. MISSOURI ST.
PH. YU 3-2306

AUCTIONEERS

Selling All Types
Sales!
J. D. Ellis
Donald Patterson
Phone 293-1008
Plainview, Texas. tfc

FOR SALE

FOR SALE - 1969 Honda, driven
2300 miles, price \$250.
Can be seen at Pat's Texaco.
tfc

FOR SALE - Half or whole beef.
Grain fed. Floydada Feeders.
983-5211. tfc

FOR SALE - We have several
good used typewriters. Prices
start at \$30.00 up. Hesperian
Office Supply. tfp

FOR RENT - Modern downtown
Floydada building, 25 x 150
feet. \$75 month. Phone 983-
3737. tfp

IT'S NOT TOO LATE - to shop
at Sears Catalog Store. Orders
returned in 3 days. 983-
2862. 12-11c

FOR SALE - Attention farmers
and ranchers. We have the ideal
bookkeeping system.
\$5.50. Hesperian Office Supply.
tfc

FOR SALE - Cub Scout uniform
size 8, excellent condition.
Call 983-5192. tfc

FOR SALE - We now have the
brand new D-14 Olivetti Cal-
culators. On sale at \$299.95.
Hesperian Office Supply. Ph.
983-3737. tfp

CARPET
Shag & Loop. Nylon, Acrylic,
Polyester. \$5.30 to \$6.95 sq.
yd. installed. M and F Car-
pet, 2112 Amarillo St. #3.
Plainview, Texas, Ph. 293-
5554. 2-26c

FOR SALE - New Brunswick
pool table, regulation size,
\$295 retail sale price \$185.
New White brand walnut cabi-
net sewing machine, does
everything, \$428 retail sale
price \$225. New electric hospi-
tal bed with mattress, \$390
retail, sale price \$195. Call
983-3883. 12-18c

PENNY RICH BRAS - Ladies,
you have to wear it to appreci-
ate it. Call 983-5169. Bir-
die Lee's Salon, 112 South
First, Floydada. tfc

FOR SALE - 10 x 55 foot trail-
er house. 983-5227. tfc

FOR SALE - New electric gui-
tar and amplifier. Call 983-
3638 after 5:30 p.m. tfc

MR. BUSINESSMEN! - Have you
looked at your secretary
lately? She may need a new
naugethyde swivel secre-
tarial chair. \$29.95. Hesperian
Office Supply. tfp

GOOD AND CHOICE BEEF
grain fed. Half or whole. W.B.
Eakin. tfc

**FROM wall to wall, no soil at
all, on carpets cleaned with
Blue Lustre. Rent electric
shampooer \$1. Perry's, 104
California Street, Floydada. 12-11c**

FOR SALE - Small child's bi-
cycle. Good condition, \$10.
Call 983-3034. tfc

SERVICES

MATTRESSES - New or reno-
vated. For appointment call
City Trim Shop, 983-2332. tfc

**GUARANTEED REPAIR SER-
VICE** on typewriters, adding
machines, calculators. Hesperian
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**COMPLETE Vacuum Sweeper
Service** including hose in-
stalled on all makes. Home
Appliance Service, 116 W.
Missouri Street, 983-2846.
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TORS, TYPEWRITERS. ALL
WORK GUARANTEED. HESPERIAN
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**ALL PARTS for some wash-
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Floyd County Hesperian. See
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28" x 34" aluminum sheets
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**SUPERIOR
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For Quality Dry
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SATURDAY, DECEMBER 20 - 10 A. M.
SUNDAY, DECEMBER 21 - 1:00 P. M.
TOM FRENCH COMPANY
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Quitting Business - All Goes!
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Offers You
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Delivered To Your Door
INSIDE CITY LIMITS
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CANNOT HANDLE SHIPMENTS OVER
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LOW DISCOUNT PRICE

GROUND BEEF

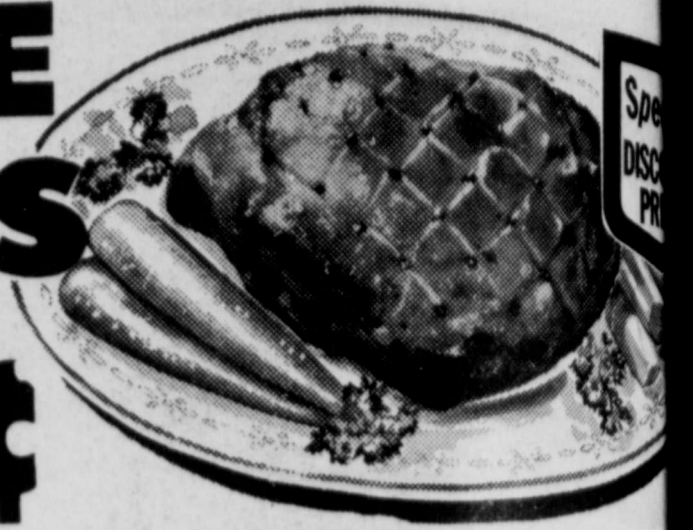
Dated for Freshness U.S.D.A. Choice Beef
Pound

59¢

WHOLE PICNICS

Decker Quality Hickory Smoked
Pound

45¢



LOW DISCOUNT PRICE

- Small Smoked Picnics, Boneless, Slice & Fry **\$1.09**
- DAINTEES** Black Hawk **69¢**
- Fresh and Lean, Northern Pork **69¢**
- BOSTON PORK ROAST** BUTT
- Semi-Boneless, Lean Northern Pork **69¢**
- PORK STEAK**
- Hormel Black Label, Hickory Smoked **79¢**
- SLICED BACON**

- Farmer Jones, 100% All Meat **69¢**
- SLICED BOLOGNA**
- Choice Cuts, Steak, U.S.D.A. Choice Beef **\$1.29**
- TOP ROUND** Boneless
- Blade Cuts, U.S.D.A. Choice Beef **58¢**
- CHUCK ROAST**

- Oven Ready, U.S.D.A. Choice Beef **89¢**
- RUMP ROAST**
- Braise or Barbecue, U.S.D.A. Choice Beef **43¢**
- LEAN SHORT RIBS**
- Swiss Cut, U.S.D.A. Choice Beef **88¢**
- ARM STEAK** Shoulder

- Fresh Thighs, Bread & Fry **FRYER PARTS**
- Drumsticks, Children's Favorite **FRYER PARTS**
- Medium Chunks, for Frying or Seasoning **SALT PORK**
- Blue Morrow, Bread and Fry **BEEF STEAKS**

Compare Dairy Values!

- Fleischmann's **SOFT OLEO** 1-Pound Package **47¢**
- Mericco **CINNAMON ROLLS** 9½-Ounce Can **29¢**
- Pillsbury Crescent **DINNER ROLLS** 8-Ounce Can **39¢**

PICNIC HALVES

DECKER QUALITY HICKORY SMOKED

POUND

49¢

Compare Bakery Values!

- Farmer Jones, Regular or Dip Style **POTATO CHIPS**
- Morton's **PRETZELS**
- Morton's **PUFFED CORN**

Compare Our Low Discount Prices

BONUS

100 EXTRA S & H Green Stamps
With \$5.00 Purchase or More

OR

200 EXTRA S & H Green Stamps
With \$10.00 Purchase or More

OR

300 EXTRA S & H Green Stamps
With \$15.00 Purchase or More

Redeemable only in Piggly Wiggly stores operated by Shop Rite Foods Inc.

TOMATO CATSUP 28-Ounce Bottle **47¢**

GOLDEN CORN

Libby's Cream Style or Whole Kernel

6 No. 303 Cans

\$1

LOW DISCOUNT PRICE

County Kist **GOLDEN CORN** 6 12-Ounce Cans \$1.00

GREEN STAMPS

FREE! WITH THIS COUPON AND 1 LB. CAN MAXWELL HOUSE COFFEE

Redeemable only in Piggly Wiggly stores operated by Shop Rite Foods Inc.

GREEN STAMPS

FREE! WITH THIS COUPON AND 1 BOTTLE OF 14 OZ. LISTERINE

Redeemable only in Piggly Wiggly stores operated by Shop Rite Foods Inc.

SUNLIGHT FLOUR

Fully Guaranteed

5 Pound Bag **29¢**

Golden West **FLOUR** 5-Pound Bag **43¢**

BAKERITE SHORTENING

Pure

3 Pound Can **49¢**

Bessie Lee **VEGETABLE OIL** 24-Ounce Bottle **47¢**

HIGH PLAINS TOMATOES

2 No. 303 Cans **25¢**

Renown **TOMATOES** 6 No. 303 Cans \$1.00

TOMATO SAUCE

STOKELY

3 8-Ounce Cans **25¢**

Stokely **TOMATO SAUCE** 8-Ounce Can **10¢**

TABLE SALT

Western, Plain or Iodized

2 26-Ounce Boxes **15¢**

Morton **TABLE SALT** 2 26-Ounce Boxes

Low, Low Prices on Frozen Foods!

PUMPKIN PIES

OR **MINCE** Morton's

3 20-Ounce Packages **\$1**

THIS WEEK'S BONUS MONOGRAMMED GLASSWARE COUPONS

FREE WITH THIS COUPON ONE 12-OZ. MONOGRAMMED BEVERAGE GLASS (your choice of initial) WITH \$5.00 PURCHASE OR MORE (Excluding Cigarettes) (LIMIT ONE COUPON PER FAMILY)

BUY ONE, GET ONE FREE ONE 12-OZ. MONOGRAMMED BEVERAGE GLASS Expires Dec. 17, 1969 **FREE** WITH THIS COUPON and the purchase of an identical 12-OZ. BEVERAGE GLASS! Subject to State and Local Taxes **49¢** (LIMIT ONE COUPON PER FAMILY)

Compare! Piggly Wiggly has the Low, Low...

BLACK PEPPER

ARROW

4 OUNCE CAN **19¢**

- Whipped Cream Topping **REAL WHIP** Quart **49¢**
 - Patio **MEXICAN DINNERS** 15-Ounce **49¢**
 - Silverdale **BROCCOLI SPEARS** 8-Ounce Package **25¢**
- THESE PRICES GOOD DEC. 11, 12, 13, IN FLOYDADA, TEXAS

PAPER TOWELS

FRONTIER Assorted Colors Jumbo Rolls

23¢

Soft Ply **TOWELS** 2-Pack **39¢**

CAKE PLATE & COVER

REG. \$1.25 **\$1.00**

We Reserve the Right to Limit Quantities



BANANAS Golden Ripe **10¢** Pound

ORANGES TEXAS Sweet & Juicy **12½¢** Pound

ONIONS California Fresh **15¢** Pound

D'ANJOI PEARS **39¢** Pound

Ocean Spray, 1-Pound Bag **CRANBERRIES** Each **49¢**

Cooking or Eating **APPLES** Rome Beauty **25¢** Pound

Special DISCOUNT PRICE

PIGGLY WIGGLY

1st in Savings!