

Wellsley Reports Inflation Forecasts Problems, Some Favorable Factors In New Year 1970

Wellsley Hills, December 30, 1969. The new decade has not particularly pleasant for this nation in the past five such intervals, the economy subjected to various for at least a part first year of each decade was a bad year for business and the stock market was an even more

verifying experience on both fronts: 1940 witnessed a sharp slump in the stock market during the spring, with business suffering a mild easing in the forepart of the year before embarking upon the upsurge of World War II; 1950 was a change of pace, as the post-World War II boom provided a fertile environment for both the stock market and general business; but the "jinx" returned in 1960 when — despite the much-heralded promises of the "surging sixties" — a

year-long downslide in business occurred, and the stock market was in a reactionary phase for most of the year before rallying in late summer.

As we enter the decade of the 1970's, once again the initial year seems destined to be hampered by the "freshman jinx" which tripped four out of five of the years which ushered in the past five decades. The year which is now unfolding has many favorable factors, but there are also

many major problems and imponderables which lie in ambush and threaten the economy.

International Prospects Crucial
Domestic social, labor, and will continue to boil, but that the many festering wounds can be kept localized to a sufficient degree to avert a worldwide conflagration.

Inflation — Public Enemy Number One

Presuming, therefore, that American military commitment in Vietnam can gradually be toned down, and that none of the other smoldering trouble spots erupt into full-scale fighting, the primary task in 1970 once again will be to curb inflationary pressures. With its tremendous momentum, there is little hope that the inflationary spiritual can be brought to a standstill in 1970.

LESS FEVERISH INFLATIONARY PRESSURES — Once

strongly entrenched, inflation is hard to contain. The task is rendered all the more difficult by the social problems which must be tackled at the same time. The Administration and the monetary authorities, thus, must tread a narrow path, lest over-zealous anti-inflation measures create an economic "overkill." Nevertheless, with the over-heated economy already becoming more temperate, inflationary pressures are likely to rise at a slower pace relative to 1969.

STILL HIGHER PRICES —
Although inflationary pressures should subside as 1970 progresses, it would be well not to expect overall price deflation. Indeed, indexes of wholesale commodity prices and retail and consumer prices in general are more likely to trend higher in 1970, reflecting the tendency of price changes to lag changes in the economic climate. Moreover, because of the squeeze on business profits, compensatory price increases are likely.

COST PUSH — Perhaps the most crucial factor in the outlook for higher prices is the full calendar of labor negotiations slated for 1970. On the basis of generous contract settlements during the past year, new labor pacts will undoubtedly carry hefty wage increments.

MONEY SUPPLY — One of the signs pointing to the ease of inflationary pressures is the money-supply curve. Reflecting

*****"Serving The Floyd County Trade Area Since 1896"*****

The Floyd County Hesperian



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Hesperian Reviews Events Of 1969



DREN ENJOY light snow in Floydada after blowing snow Sunday and Monday. Joe, Jackie and Belinda Covington, children of the Jack Covington, enjoy playing in snow Tuesday morning. (Staff Photo)

Doctors, Football, Feedlot, Auto Transports, Vegetables, Water News Highlights

By Wendell Tooley
There were many exciting events in the year 1969 for Floyd County, and possibly six page one news stories stand out above all. In the north end of the county it was the announcement of the 20,000 head cattle feedlot operation about four miles northwest of Lockney.

In the southern part of the county, it was a new vegetable packing shed on the Lockney highway in Floydada, the arrival of a surgeon for Caprock Hospital, the bi-district winning Floydada Whirlwinds, an FCC approval of Frisco rates for the auto transport companies, and approval of the Mackenzie Water Authority. Looking at the overall year month by month the following highlights are noted:

JANUARY
Floydada Livestock Auction Hits Record Day.
Case Power and Equipment Opens Business In Floydada.
Floydada Rotarians Observe 40th Anniversary.
Todd Wester Receives "Fighting Whirlwind" Award.
Jimmie Willson receives "Service Above Self" award.
Cockrell Oil Company begins leasing every lot in Floydada and surrounding farms in the county.

FEBRUARY
Floydada voters turn down city sales tax.
Dr. Charles Jarvis Speaks To Chamber Banquet.
City begins removal of junk cars.
Floyd County Water Assn. organized.
Hale Center noses Whirlwinds out of district title by two points.
Vernon Parker Chamber of Commerce president.

MARCH
\$22,000 paid for livestock at Jr. Stock Show.
Mrs. J. B. Colston Named 1968 homemaker.
Kit Martin crowned "Miss Floydada."
Mr. and Mrs. H. G. Barber retire.
Jim Simpson elected president of Stock Show.
Lockney Feedlot begins selling stock for cattle feedlot... estimated two million dollar investment.
Floydada Methodist dedicate church, Floydada's Bishop Alsie Carlton presides.
Track team wins first place at Hereford.
Floydada Development Company goes into contract with Louisiana Strawberries and Vegetable company to expand old bowling alley into packing plant for peppers and cucumbers.

APRIL
Flags at half mast for Dwight D. Eisenhower memorial.
Tooley girls win first in district tennis competition.
Jimmy Seay new mayor, Ed Hammonds and Boone Adams elected to city council.
Newell Burk president schoolboard, Flo Davis and Elmer Biggs elected to school board.
One Act play wins district, golf and track team go to regionals, Doug Cannon, Kelly Smitherman, Christy Brown and Keith Norrell enter regional literary competition.
City council increase taxes and utility rates to pay for fire truck and utility improvements.
Tom Snead elected president of the Lions club, Alton Higginbotham president of Rotary.
J. S. Hale and Walton Hale elected to hospital board.
Lighthouse Electric Cooperative observes 30th anniversary.
SEE 1969 EVENTS PAGE 5

Thursday Is Legal Holiday

Most Floydada businesses will close for the New Year's holiday Thursday, January 1 and will open Friday at the usual hour.

Local schools which turned out for the Christmas and New Year's holiday, will resume Monday, January 5.



J. K. HOLMES
J.K. Holmes Seeks Re-Election As County Judge

Floyd county judge J. K. Holmes this week asked The Hesperian to announce his candidacy for re-election to the office in the May Democratic primary. He has served as county judge for the past five years.

In his statement seeking re-election, he said:
"TO THE PEOPLE OF FLOYD COUNTY:

This is to announce my candidacy for re-election as County Judge, subject to the Democratic Primary. Your past cooperation and patience are very much appreciated, and if you see fit to re-elect me, I will do the best I know how to make a hand at the job."

Respectfully,
/s/ J. K. Holmes
J. K. HOLMES

Troye Stansell Announces For Re Election

County treasurer Troye W. Stansell this week announced her decision to seek re-election to the office in the May Democratic Primary.

She makes the following statement concerning her candidacy for the office:
"To The Voters of Floyd County:

I want to take this opportunity to announce my candidacy for re-election to the office of County Treasurer in the coming year.



S. J. HANDLEY
S.J. Handley Announces For Justice Of Peace

Justice of the Peace S. J. Handley this week announced his intentions to seek re-election to the office. He has served as Justice of the Peace the past four years.

In his statement seeking re-election he said:
"TO THE PEOPLE OF FLOYD COUNTY:

This is to announce my candidacy for re-election as Justice of Peace for Precinct No. 1-4. I appreciate your past support and hope to have your continued support by re-election to this office. I will continue to do my best in this office if re-elected.

Respectfully,
/s/ S. J. Handley
S. J. HANDLEY

City Council Buys Accessories For Fire Truck

In a special called meeting last Monday night the Floydada city council opened bids on accessories for a new fire truck they bought two weeks ago.

A bid of \$5,398.85 from the Fire Appliance Company of Texas in Wichita Falls was accepted for the accessories. Three bids were submitted.

The fire truck bid of \$21,034.00 by Boardman Company of Oklahoma City had been accepted earlier.

Delivery on the new fire truck is anticipated in six to eight months.

Mary McPherson Announces For District Clerk

Mary McPherson has authorized The Hesperian to announce that she seeks re-election to the office of district clerk.

In her announcement statement, she says:
"TO THE VOTERS OF FLOYD COUNTY:

This is to announce my candidacy for reelection as District Clerk. I sincerely appreciate the cooperation and the courtesy you have given me in the past, and if you reelect me, I will make every effort to merit your confidence."

Respectfully,
Mary McPherson

Caprock Chat

By Wendell Tooley
HESPERIAN WANT ads really work. We had a young fellow who "snow wanted for Christmas" ad last week, because as going to bring him a sled. Well, the snow was two or three days late, the sled came on time... and like they say, while your want ad works."

VIETNAM war continues to come home... Newell Burk's from Littlefield was killed in a helicopter, Conner Oden nephew from Pampa, I believe.

er's son, Jim writes an interesting letter from Vietnam want to share with you:
ngs have really been happening fast around here, and I've been putting in the hours. I know the papers say there's ch happening over here, but I know we're working twice as fast as we were two months ago. We set a new record the night for total tons transferred in a single unrep, and that ring a full gale. Transferred 1450 TONS of bombs. It fully dangerous to do in a gale at night, but we've done re thing twice more in a period of a week under the same ons. I made OOD (Officer of the Deck) and am being made y OOD which handles all special situations such as un-entering and leaving port, etc. Did all three of the untold you about, and am really done in. The shortest one ven hours long, and standing out in a gale really does you were so dangerous that I must have been awfully tense, st completely drained. Had a good many men hurt during hen bombs broke loose, and one ship alongside had five wept overboard. Have only had about two days of good r since we've been out on this trip.

also completely revised my job and about doubled my nd responsibility, so I've been putting in my day's work, eel lazy anyway.
get back to Subio on the 16th and leave again on the 20th other 25 days, so will miss having the holidays in port.
SEE CAPROCK PAGE 6

Oil Suppression Meeting Tuesday

person interested in ing hall in Floyd County d to attend a meeting, January 6 at the Hale Agricultural Center in w.
ng time is 2 p.m.
1 suppression meeting d at the Farmers Home stration Building here ek and a considerable of interest has been e project.
(Flip) Calhoun of Plain-member of the Texas Development Boards modification advisory ee, reported on a study

conducted by Atmospherics Inc. of Fresno, Calif.
It was an informational type meeting and no formal action was taken by the group composed of representatives of agricultural agencies in the county.

The study covered nine High Plains counties, including Hookley, Lubbeck, Crosby, Lamb, Hale, Floyd, Castro, Swisher and Briscoe.
Calhoun said the study indicated it would be feasible to establish a hill suppression program in the area.
SEE HAIL PAGE 2



BILL MCNEILL
Bill McNeill Seeks Re Election

Commissioner of Precinct 4, Bill McNeill this week authorized the Hesperian to announce his candidacy for re-election to the office in the May Democratic Primary. He makes this statement:
"TO THE PEOPLE OF FLOYD COUNTY PRECINCT No. 4

It has been a distinct pleasure to serve you as Commissioner of Floyd County Precinct No. 4 in the past, and as the time of election of County Officials is approaching, I want to announce my candidacy for re-election to the office of County Clerk.

Margaret Collier Seeks Re Election

The Hesperian has been authorized to announce the candidacy of Margaret Collier for re-election to the Floyd County Clerk office.

She says in her announcement statement:
"TO THE VOTERS OF FLOYD COUNTY:

I should like very much to be your County Clerk for another term. You are generous and considerate employers, and I have enjoyed working for you; if you again entrust me with the job, I will do my very best to make you a good County Clerk."

Respectfully,
MARGARET COLLIER

Friends Begin Fund For Billie Crutchfield

Friends of LeRoy and Billie Crutchfield have opened an account at the Floydada First National Bank for Billie. She is suffering from a serious illness.

Anyone desiring to give to the fund should contact J. Simpson, Parnell Powell, Bud Rainey, Ray Reed, Frank Breed, Johnny Lloyd, Adrian Helms, Cotton Wilson, Raymond Evans, or Jimmy Seay.

JANUARY CLEARANCE SALES are beginning in Floydada, check this edition of The Hesperian.



WHIRLWIND BAND is pictured at the Christmas concert. (Parker Photo)

A HAPPY NEW YEAR TO ALL!

Hesperian In New Location

The Floyd County Hesperian and the Hesperian Office Supply businesses have moved to the north side of the square.

Although some of the office supplies are still in the boxes, Hesperian office supply personnel are taking care of the customers in the new location.

The moved marked an end to the business at 212 S. Main where the Hesperian had been published for the past 41 years.

Blanco Offset Printing Inc. is still printing 11 area newspapers at 212 S. Main, and manager Art Ratzlaff reports that the printing equipment will be moved to the north side of the square in the next two or three weeks.

STANSELL FROM 1

ing Democratic Primary. It is my sincere desire at this time to express my appreciation for the consideration and support you have given me in the past.

Should you re-elect me as your County Treasurer I will continue to serve you to the best of my ability.

Sincerely yours,
/s/ Troye W. Stansell
Troye W. Stansell



THE FLOYD COUNTY HESPERIAN

Published at 212 South Main St., Floydada Texas, 79235 Each Thursday

WENDELL TOOLEY, Editor-Publisher
PEGGY MEDLEY, Society Editor
SHARRON HUGGINS, Circulation, Classified Adv. Mgr.
FLOE REED, Bookkeeper
GWEN COGDELL, Typesetter
CAROLYN SELLARS, Composer
SHIRLEY MYRCK, Advertising

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NOTICE - Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Floyd County Hesperian will be corrected gladly upon its being brought to the attention of the publishers.

SUBSCRIPTION RATES: LOCAL \$4.00 year
OUT OF TRADE AREA \$5.00 year

Recipe For A Happy New Year

Take twelve, fine, full-grown months, see that these are thoroughly free from all old memories of bitterness, rancor, hate and jealousy; cleanse them completely from every clinging spite, pick off all specks of pettiness and littleness; in short, see that these months are freed from all the past - have them as fresh and clean as when they first came from the great storehouse of Time. Cut these months into thirty or thirty-one equal parts. This batch will keep for just one year. Do not attempt to make up the whole batch at one time (so many persons spoil the entire lot in this way), but prepare one day at a time, as follows:

Into each day put twelve parts of faith, eleven of patience, ten of courage, nine of work, eight of hope, seven of fidelity, six of liberality, five of kindness, four of rest, three of prayer, two of meditation, and one well-selected resolution.

Pour into the whole love ad libitum and mix with a vim. Cook thoroughly in a fervent heat, garnish with a few smiles and a sprig of joy; then serve with quietness, unselfishness, and cheerfulness, and a HAPPY NEW YEAR is a certainty!

As I enter the New Year, I take God to be my Father; Jesus Christ to be my Saviour; the Holy Spirit to be my Guide; the Bible to be the rule of my life; all people to be my associates; Christian work my duty and privilege.

In the New Year take time to be holy. Let the world rush on.

Would You Like To Help Write An Editorial?

Would you like to help write an editorial for next week's edition of the Hesperian?

Everyone will have an opportunity to share in an editorial to be written by Hesperian editor Wendell Tooley.

The editorial will be entitled "The Goals for 1970 in Floydada."

You are invited to write or call the Hesperian your desires for Floydada's progress in the new year. The ideas will all be combined into one big editorial.

Subscription For The Parents Of The First Baby

A free year's subscription to the Floyd County Hesperian will be given to the first 1970 baby born at Caprock Hospital.

Doctors or nurses are requested to call the Hesperian when the first "1970 model" arrives at Caprock and the Hesperian photographer will take a picture of the mother and baby.

HAIL FROM 1

The study proposed a research program for a 3,000 square - mile area north and east of a Lubbock - Plainview line. Cloud seeding would be the hail - suppression technique employed.

"We're not talking about stopping all hailstorms, but evidence indicates we could, with a properly mounted program, anticipate a 50 to 70 per cent reduction in hail damage over a "target area," Calhoun said.

While the cost would depend on the exact area covered and other details which would have to be completed before the project could be initiated, one research proposal would carry an annual price tag of about \$136,000.

The proposal, Calhoun said, "offers a terrific opportunity to the area." He said the potential cost - benefit ratio "could really be astronomical."

Treating Process Outlined Calhoun said the research program would involve treating every possible hailstorm approaching the target area in a five - month hailstorm period each year. The research program would cover three years.

The study, Calhoun said, showed there are an average of 25 "hailstorm days" a year in the nine - county area.

If the pilot project proved successful, a full - scale operational program could be established. Some of the costs associated with research would be eliminated in an operational type program.

Not "Agricultural Program" "This should not be construed as just an agricultural program," Calhoun, a farmer, emphasized. "People in the cities and towns should be every bit as interested as farmers because of the large amount of damage hail does to personal property in this area."

The report by atmospherics Inc., said estimates indicate hail produces a \$15 million average annual crop loss in a 23-county High Plains area. This figure was based on experiences cited in the study area.

MCNEILL FROM 1

announce my candidacy for reelection to this office subject to the Democratic Primary.

I pledge, if elected, to continue faithfully and impartially perform the duties of this office and in cooperation with the other members of the Commissioners Court to give the

Terry Rites

Today

Funeral rites for Johnnie Buford Terry, 62 year old former Floyd County resident, are scheduled for 11 o'clock this morning, Wednesday, in the Crestview Baptist Church in Midland. Terry died suddenly Monday at a Midland garage where he had taken his car for repairs. Death was apparently from a heart attack.

Terry was born in Temple, Tex., June 5, 1907. He came to Floyd County with his parents, Mr. and Mrs. J. R. Terry in 1916 and farmed here until moving to Midland some six years ago.

He was preceded in death by his parents, four brothers and two sisters.

Survivors include his wife, Norine and two sisters, Mrs. W. F. Daniel Sr., of Mt. Blanco community and Mrs. L. L. Stephens of Amarillo.

Interment will be in the Midland Cemetery.



"I FEEL GUILTY ASKING YOU TO TAKE SO MUCH WORK HOME WITH YOU, HARKWORTH, WHY DON'T YOU SLEEP HERE NIGHTS?"

'Quit or Come Back Fighting'

DALLAS, Tex. —A dazed Dallas coach Tom Landry said Monday his humiliated Cowboys had two choices: "Quit or come back fighting."

Landry plans to put the Cowboys under the microscope from A to Z in wake of the 38-14 embarrassment by Cleveland in the National Football League divisional playoff Sunday.

The shaken Landry, who slept very little Sunday night, said "We will take a fresh look at everything after the Runnerup Bowl game with Los Angeles in Miami Saturday. This includes our personnel, our offense—everything."

There was the talk of retirement from middle linebacker Roy Jordan who said "After today, I and some of the other veterans must take a long, hard look at ourselves. It seems like this team plays well at times, but not at championship time. If I can't make it to the top playing football, maybe I had better turn to other avenues and I think I'll do just that."

Jordan's statement must be people of Floyd County the kind of Government to which you are entitled.

I sincerely solicit your vote and influence in my behalf for this office." /s/ Bill McNeill
Bill McNeill

taken in the light that it was made in the gloom of the dressing room after the game but he hit upon the crux of the matter: The Cowboys don't have it in the clutch.

Landry's complex, multiple offense seems to bog down when the Cowboys play on an off track—such as the Cotton Bowl mud Sunday—or when they meet a team of equal talent.

The Cowboys pile up an awesome set of offensive statistics each year but it's as Landry says "You have to re-evaluate it completely when you come down to the wire and it's all for nothing."

Tex Schramm, Cowboy president, said "When your team runs off the field and your own fans boo then you know it's time to do something."

The Cowboys were hooted and howled at by their fans and Cleveland players.

Mike Howell of Cleveland had a laugh when kicker Mike Clark whiffed an onside kickoff attempt: "Can't you do anything right?"

Then there was quarterback Bill Neisen who yelled "Hey, Cowboys, get your swim suits ready."

Fans began deserting the game at halftime with Cleveland leading 17-0 and there was a mass exit early in the fourth period.

Bob Hayes, Dallas split end, was realistic about the boos. "They pay seven bucks for the

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ORANGES CALIFORNIA NAVELS POUND 1

BAKING SIZE POTATOES RUSSETTS POUND 12 1/2

ICE CREAM

BORDENS HALF GALLON 73¢

HALL MART

QUALITY IS OUR HALL MARK

DETERGENT

KIMBELL ALL PURPOSE GIANT SIZE 49¢

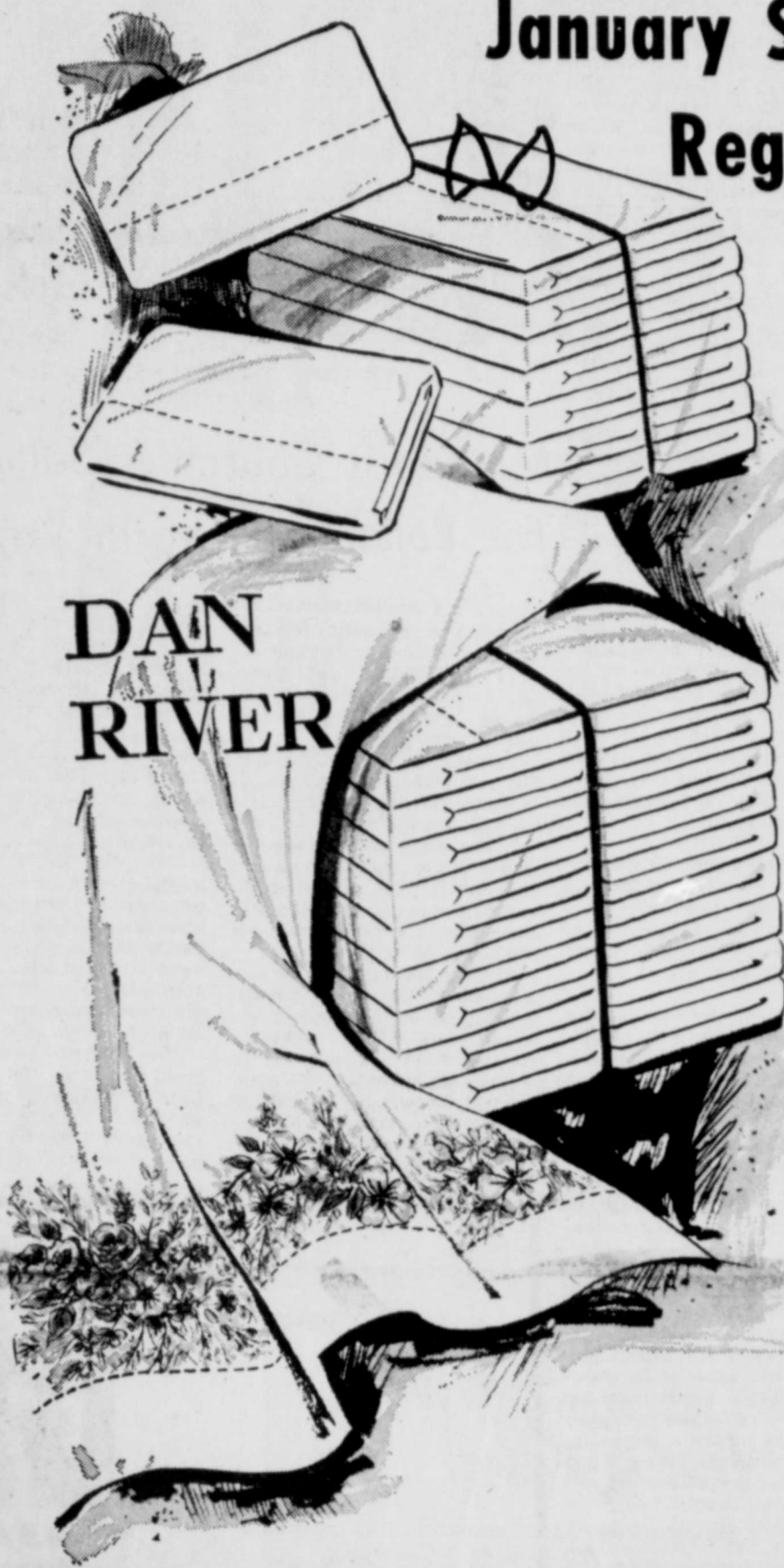


—january—

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Aoudad Season Set to Open Saturday

—SAFELIX PHILLIPS
hunting this season is 116, raised in number from the 71 issued in January, 1969. In the 1969 hunt 97 hunters saw 271 sheep and brought 23 to bag. The hunters who were successful used an average of 18 1/2 hours each in the quest of the Aoudads.

In the last five years from an issuance of 330 hunting permits, 78 of the Aoudads have been killed. Rough terrain, occasional inclement weather, the speed and elusiveness of the Barbary sheep, their ability to "freeze" into immobility, and their light brown coat's blending into the rocky terrain all assist the sheep in clinging to life in the brief five-day hunting seasons.

The Aoudads are found in only two areas in the wild state on the North American continent, in the mountains of northern New Mexico and in the Palo Duro Canyon area, comprised of the counties of Armstrong, Briscoe, Floyd, and Randall.

The Aoudads, originally from the Atlas Mountains of North Africa, are the only wild sheep on that continent. Hunters of this area say the sure-footed animals can travel at near full speed in two directions — straight up and straight down, on the rocky Palo Duro's walls.

The animals are hardy, prolific, tasty when properly prepared for the table, and they have found the Palo Duro much to their liking. Although there are many coyotes and bobcats in the canyon, also no sheep have been slain by predators in any case known to wildlife biologists of the Panhandle region.

Hunting of the bearded Aoudads has attracted trophy seekers from far distances to this area but in the 1969 season Matt Mills of Pampa, 18, killed an Aoudad with record size horns, 32 inches in size, on an Armstrong County ranch.

In that same county in the 1964 hunt an Aoudad ram which field dressed at 270 pounds likely sets a Texas record for weight. Hunters are required to check out their kills of the Barbary sheep at check stations to be maintained by Texas Parks and Wildlife Department personnel, the location of the stations to be announced later this week.

LATE SANTA LETTERS

Dear Santa
I have been very good and I want a doll and it is named April Shower and a brown fall.
Dear Santa
From Jonna

Dear Santa
I would like big talking doll and bunch of books bring my little sister Stacy a little talking doll.
We have been sweet girl all year.
Love
Misty & Stacy Robinson

Dear Santa
I want a wind-up teddy bear and a gun.
I am a little boy 5 years old that has been good all year.
My name is landall Scott Robinson.

FLOYD LATA

Aubrey Neff, a junior at Texas Tech, has completed his fall semester finishing with a 3.3 average and won the Dean's Honor Roll. Neff's married to the former Laur Whitfill and is the son of Mr. and Mrs. O.A. Neff of Floydada.

contacting the following:
ARMY:
Military Pay Division
Finance Center
Department of the Army
Indianapolis, Indiana 46249

NAVY:
Department of the Navy
Bureau of Supplies & Accounts
13th and Euclid Avenue
Cleveland, Ohio 44114

AIR FORCE
Finance Center
Department of the Air Force
3800 York Street
Denver, Colorado 80205

MARINE CORPS:
Commandant
U. S. Marine Corps
Washington, D.C. 20380



—Staff Photo by MEINHARD EICHEL
A suspicious Aoudad sheep warily eyes a visitor at A. J. Britten Ranch near Conway.

on Plays
Football Here
Friday

on Plays
Football Here
Friday

on Plays
Football Here
Friday

on Plays
Football Here
Friday

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Women In News

Peggy's Meddlin's

BY PEGGY MEDLEY



MRS. DAVID WAYNE PARR

Miss Sonja Casey And David Parr Will Exchange Wedding Vows In Rule Today

Wedding vows will be read this evening, Wednesday, December 31, at 6:30 in the First United Methodist Church at Rule for Miss Sonja Jeanne Casey of Rule and David Wayne Parr of Floydada.

The bride is the daughter of Mr. and Mrs. Lamar Casey of Rule and the bridegroom is the son of Mr. and Mrs. Travis Parr of Floydada.

John Greeson, Church of Christ minister in Rule, will perform the double ring ceremony. Susan May of Rule is organist and Lee Ferris of Fort Worth, soloist.

The bride to be given in marriage by her father, will wear an underdress of bridal satin with an A line skirt. The overdress of lace will feature long puffed sleeves with scalloped cuffs and a stand-up scalloped collar, with scallops complementing the open front. A floor-length veil of bridal illusion styled with scalloped lace will be worn by the bride and she will carry a bouquet of white carnations and red roses atop a white lace covered Bible.

Miss Cathy Casey, Rule, cousin of the bride, will be maid of honor and Misses Tommy Jo Anders, Brenda Allison, Jill Fannin, Lynda Matysiak of Rule and Mrs. David Hargrove of San Angelo will serve as bridesmaids and matron.

Each will be gowned in floor length red velvet and carry a single white large mum with white streamers.

Johnny Dunlap, Floydada, will be best man and groomsmen include Larry Noland, Floydada, Gary and Rudy Casey, Barry Hobbs and Donnie Barbee, all of Rule. Ray Clark and Eddie Elmore of Rule will serve as ushers. Candelights are Jerry Parr, Floydada and Lane Hettner of Rule.

Miss Leslie Cary, Roby, will serve as flower girl and Greg Mann of Hamlin will be ring bearer.

Following the wedding a reception will be held in the home of the bride's parents.

After a wedding trip to Ruidoso, New Mexico, the couple will be at home at 1175 Vine in Abilene.

The couple attends McMurry College where the bride is a sophomore elementary major and the bridegroom is a sophomore student, majoring in physical education.

A rehearsal dinner honoring the wedding party was held Tuesday evening in the Bluebonnet Restaurant in Rule. The groom's parents hosted the affair.

Bradley performed the double ring ceremony at 7:30 o'clock. Parents of the couple are Mr. and Mrs. Bill Selman of Floydada and Mr. and Mrs. Oliver Emert of Dougherty.

Given in marriage by her father, the bride wore a floor length gown of white Chantilly lace, styled with a natural waistline and a bouffant skirt. Cascading ruffles on the skirt swept into a Cathedral train. The bodice was fashioned with a Sabrina neckline complimented with pearl scallops. Long tapering sleeves came to petal points at the wrists. Her shoulder length veil of silk illusion was caught to a crown of leaves touched with seed pearls. She carried a cascading bouquet of white and burgundy colored roses with streamers tied in love knots.

For something old the bride wore her grandmother McAnear's wedding ring; something new was her wedding attire; something borrowed were diamond earrings belonging to Mrs. Harry Whitaker, Floydada, and something blue was the traditional wedding garter. She also wore a penny in her shoe for luck.

Feminine attendants were Miss Terri Shipman, maid of honor and Misses Pat McCarty, Lockney, Judy Emert and Barbara Emert, sister of the groom, all bridesmaids. They wore burgundy colored velvet floor length gowns, fashioned with long sleeves and round necklines. White fur accented the neck and sleeves of the ensembles and they wore matching fur muffs and hats. Shele Morris was flower girl. She was dressed in a floor length gown of white, trimmed in red, and carried a white basket filled with flower petals, and trimmed in red.

Scott McCarty was ring bearer. He carried a white satin lace covered pillow, which was made for the occasion by Mrs. Don Pemberton of Plainview.

Larry Ogden was best man. Ushers were Larry Guthrie and Frank Watson and groomsmen were Andy Selman, brother of the bride, Tommy Quisenberry, Plainview and Bobby Gilliland, Lubbock.

Mrs. Bill Hardin was organist and Sharon Hutchins, soloist.

Following the wedding a reception was held in the church parlor. The table was laid with

HOLIDAYS are always hectic. You get behind in daily chores, forget what day it is and eat for too much, but they are nice. We had a good visit with our sister and her family from Austin. They drove in from Amarillo Sunday, planned to spend one night, then continue on home, but after the icy conditions they stayed with us until noon yesterday. They commented on the friendliness of the Floydada people. While having coffee in a local restaurant she said several people spoke, asked if they had a nice Christmas and made them feel like they had lived here all their life. Her husband retires from the Air Force in another year and they have hopes of settling in a town as friendly as Floydada. I told her it would have to be here because no other town sported such people.

DESPITE bad weather all the Baptist high school youngsters took off on schedule Monday morning. They arrived at Gloria about 5 that evening safe and sound, and are due back in Floydada late tonight.

WE have one more holiday before the year is over. Thursday, January 1. In case you don't have anything planned for your husband to do understand there will be nine hours of football televised to entertain him. Let it be his day, fix his lunch, place it on a tray by his favorite chair and forget him. You might as well!

DR. Robert Mitchell of Plainview has four tickets for sale to the Cotton Bowl game and I hear they are on the 50 yard line. Bet he won't have any trouble selling them.

You should see the situation at the Hesperian. We have all of our stock in boxes in our new location, which is going into the shelves rather slowly and being off last Thursday and Friday put us all behind in our work. We hope in a few weeks everything will be back to normal. In the meantime bear with us if you find our service slow.

CANCER is expected to kill 103,000 persons in the United States in 1969, with the year ending tonight. Medical reports indicate there will probably be 615,000 new cases under treatment in 1970. The second most dreaded disease may have a new adversary however, promising hope for treatment of more than 1.5 million people who are suffering from cancer. Researchers at the National Cancer Institute in Bethesda, Maryland, are experimenting with a drug called camptothecin. It is derived from a rare tree, and could become a successful internal medicine for cancer. Doctors working on the experiment say only it is offering promise. The tree, acamptotheca acuminata, looks very much like a slender avocado tree. It originates from interior China and is found in the United States only in a few western states and not in quantity.

DON'T forget to make your New Year's resolution. May each of you have a good year filled with happiness, health and prosperity.

FLOYD DATA
Visiting in the home of Mr. and Mrs. W. M. Spears during the holidays were their two sons, Mr. and Mrs. George Spears, Craig, Gary and Scott of Boulder, Colo., and Lyndel Spears, who flew in from Singapore.

FLOYD DATA
All of the children of Mr. and Mrs. V. D. Turner were home for Christmas. Mr. and Mrs. Elton Turner and baby flew in from Flagstaff, Ariz., Saturday before Christmas and returned home last Friday. Joining them here were Bud Turner and sons of Norman, Okla.; Mr. and Mrs. Dorman Turner and children and Mr. and Mrs. Sherman Irwin and children of Lubbock, all the local children and their families and a granddaughter, Mrs. Clifford Hacker, her husband and baby of Iowa Park. The Elton Turners also visited her parents, Mr. and Mrs. S. D. Roe, during their visit here.

a white lace cloth over a red underskirt. The centerpiece was formed with burgundy colored flowers. Silver appointments were used in serving wedding cake, punch and coffee by Misses Debbie Bertrand and Cindy Ward.

After a brief wedding trip the couple are making their home at 407 South 5th in Floydada. The bride plans to continue schooling in Floydada. Her husband, a 1968 graduate of Floydada High School, is employed by Case Power and Equipment,



MRS. GARY LAYNE ELLSWORTH (nee Judy Bullock)

Methodist Church Is Setting For Bullock, Ellsworth Vows

The First United Methodist Church was the setting for the Saturday afternoon wedding of Miss Judy Bullock and Gary Layne Ellsworth. Rev. C. B. Melton performed the double ring ceremony.

Parents of the couple are Mr. and Mrs. R. L. Bullock of Floydada and Mr. and Mrs. Alton Ellsworth of Spearman.

Palms, white mums and hurricane lamps formed the wedding altar. Mrs. Bill Hardin was at the organ and also accompanied Larita Stevens as she sang "More."

Given in marriage by her father, the bride wore a formal length gown of peau de soie designed with a high neckline, empire waist and long bishop sleeves which ended in a tight band at the wrists. Inserts of Venice lace enhanced the bodice and sleeves of the gown and a headpiece of matching

Venice lace held a detachable wateau train. She carried a white prayer book topped with an arrangement of white gardenias and stephanotis.

Miss Marijon Wylie, Floydada, was maid of honor and bridesmaids were Misses Marilyn Harris, Ralls, Gayle Ellsworth, Spearman, sister of the groom, and Jan Bullock, Post, cousin of the bride.

Each was attired in a floor length gown of royal blue bonded crepe, styled with high necklines and long bishop sleeves. Bands at the wrist and neck were accented with royal blue sequined lace. They carried crescent bouquets of white mums trimmed in royal blue.

Jim David Crawford of Spearman was best man and Carl Kunselman, Spearman, was usher. Serving as groomsmen were Robert Kozier, Lamesa, Thomas Callard, Spear-

man and Sammy Maxfield of Amarillo. The reception room featured a table laid with a white linen cloth centered with the bouquets of the bridal attendants, Carol Graham, Jo Anne Peek and Teresa Battey served. For traveling to Carlsbad, N.M., the bride changed to a plaid ensemble with beige accessories and the corsage from her wedding bouquet. After December 30 the couple will be at home at 1011 Bellaire in Amarillo. Both attend West Texas State University. The groom is employed at Rietman Lumber Co., in Amarillo.

Vows Read For Miss Ware Paul Douglas

Mr. and Mrs. Freddie Ware of Plains, Texas, announce the marriage of their daughter, Linda, to Paul Douglas. The bride is the sister of Mrs. Bobby Tilley of Floydada where she made her home last summer. She attended during that time as graduate of Plains State. The wedding was December 23, and are now making the Lovington, N.M., bridegroom is an A&W Line Construction.



MRS. PAUL DOUGLAS. Mr. and Mrs. Douglas and baby of Madison visited here and near with their parents holidays.

Mrs. Garland C. Foster Requests the honour of your presence at the marriage of her daughter

Linda June

to Donald Earl Cump

On Saturday the third of January

Nineteen Hundred and Seventy

at seven o'clock

First Baptist Church

Floydada, Texas



MRS. LARRY DON EMERT

Miss Kathleen Selman Larry Don Emert Wed Saturday

The First Baptist Church in Floydada was the setting Saturday evening, December 27,

for the wedding of Miss Kathleen Selman and Larry Don Emert. Rev. Floyd C.

PLAYTEX GIANT JANUARY SALE

SAVE \$1.00
PLAYTEX® LIVING® LONG LINE BRAS
With stretch sides, back and straps: only \$6.95, reg. \$7.95. 32A-44D (D cup \$1 more). Stretch long line with 2" waistband: only \$7.95, reg. \$8.95. 34A-44D (D cup \$1 more).

SAVE \$1.00
PLAYTEX® CROSS-YOUR-HEART® LONG LINE BRAS
(c: 1/2 length): only \$4.95, reg. \$5.95. 32A-44D (D cup \$1 more).

SAVE \$1.00
PLAYTEX® LIVING® STRETCH BRA
Only \$3.50, reg. \$4.50. With stretch straps: only \$3.95, reg. \$4.95. 32A-42D (D cup \$1 more).

SAVE \$2.00
PLAYTEX® made with LYCRA® GIRDLER
Double Diamonds® Panty: only \$10.95, reg. \$12.95. Long Leg Panty: only \$11.95, reg. \$13.95. Sizes: XS, S, M, L. (XL \$1.00 more).

SAVE UP TO \$200

SAVE \$1.00
PLAYTEX® CROSS-YOUR-HEART® SOFT-PADDED BRA
with stretch sides, back and straps: only \$4.00, reg. \$5.00. 32A-36B.

SAVE \$1.00
PLAYTEX® CROSS-YOUR-HEART® STRETCH BRA
with stretch sides, back and straps: only \$4.00, reg. \$5.00. 32A-42D. (D cup \$1 more).

SAVE \$2.00
PLAYTEX® 5 lbs. Thinner™ Girdles
only \$9.95, reg. \$11.95. Zipper girdle: only \$11.95, reg. \$13.95. Sizes: XS, S, M, L. (XL \$1.00 more).

PLAYTEX® Magic Controller® Girdles
only \$6.95, reg. \$8.95. Zipper girdle: only \$7.95, reg. \$9.95. Sizes: XS, S, M, L. (XL \$1.00 more).

Sale prices in effect from Dec. 26, 1969, through Jan. 25, 1970.
All Bras and Girdles—White. "DuPont" registered trademark.
PLAYTEX made with LYCRA® Girdle: Back panel: 74% acetate, 16% rayon, 10% spandex. Crotch: 100% nylon. (Elastic sides: 80% nylon, 20% spandex.) Exclusive of other elastic.
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HALE'S DEPARTMENT STORE

Women's Page

1969 EVENTS FROM PAGE 1

Spring sports banquet observed. CAP receives charter. First Christian Church completes expansion and invites public to open house.

MAY
Sharon Fuller and Jim Kimble top students of FHS seniors. Floyd county goes "hog wild" as many farmers go into hog breeding and feeding business. Old Settlers Round-up well attended.

JUNE
Hail storm slices into Floyd County. Jerry Thompson buys pharmacy.

JULY
Green bugs eating grain sorghum crop. Texas addition approved for \$90,000 paving project. Floydada people watch first men on moon via TV. Becky Scheele crowned Floyd Farm Bureau queen.

AUGUST
Two Floydada baseball teams go to state competition... Floyd County Co-op team and Giants. Heat records recorded, weather dry and hot. Grain sorghum harvest begins, price up to \$2.00 per hundred. County cantaloupe harvest goes to market... also peppers and cucumbers.

Bill Brown and Gerald Hall purchase Thrifty Super Market. Fifth Sunday singers come to Floydada. Cockrell begins drilling wildcaters at Harmony, Floydada, Lockney.

SEPTEMBER
Floydada, Lockney okay Mackenzie Water Authority for municipal water dam near Silverton. Fair in Lockney well attended. Night college begins at Floydada. Pony express teams continue to win.

OCTOBER
City cancels rural fire protection, can't reach agreement with county commissioners on county's share of cost of maintaining fire department.

Floydada beats Lockney for county football championship. Dr. John W. Haenosh opens offices in Caprock hospital. All Texas Air Tour includes Floydada municipal airport. Russell's Equipment expands. Bill Race elected president of Floyd Farm Bureau. Bill Brown president of Floydada Development Co.

NOVEMBER
County NFO organizes here. Frisco buys ten more acres to expand auto transport business.

Whirlwinds beat Frenship for bi-district championship, fall to Iowa Park in regional. Iowa Park wins state.

Brenda Willis and George Finley Gold Star 4-H boy and girl. Three dry wildcaters and three more started at South Plains and Cedar Hill.

District attorney John Stapleton retires, George Miller appointed by Governor to complete term.

DECEMBER
Floydada Day Care Center opens. Another doctor comes to Caprock Hospital.

Nursing Home Visitors

Mrs. Jerrold Powell of Ralls; Mr. and Mrs. Darryle Lindsey of Madison, Tenn.; Mrs. Owen R. Whittitt III of Hanford, Calif.; Dr. and Mrs. H. C. Mitchell of Waco; Mr. and Mrs. J. Buford Terry of Midland; Norman Goen, Zuni, New Mexico; Mr. and Mrs. T. L. Calloway of Lubbock; Mr. and Mrs. B. W. Snell and family, Lubbock; Mr. and Mrs. Clifford David of El Paso; Mr. and Mrs. Kenneth Flowers, Amarillo;

Mr. and Mrs. M. F. Daniel from New Mexico; Mr. and Mrs. Arthur B. Chesley, Kress; Mrs. George Pald and children of Oklahoma; Mr. and Mrs. Clay Henderson of Bart; Mrs. Juanita Reepke of Plainview; Mr. and Mrs. Gayland Anderson, Lubbock;

Christine Echols, Ivan, Gordon and Mark Echols and Zolie Waldrop, all of Lubbock; Mrs. Lee Trice, Robert E. Smith, Mrs. R. R. Waller, Mrs. Juanita Chappell and Kathy, Mrs. J. O. Warren, Effie Roland, Mr. and Mrs. John Walters, and Mrs. Clara Redd, all of Floydada.



MRS. DAVID THOMPSON (nee Nancy Jetton)

Adding Vows Read For Mrs. Jetton, David Thompson

...ing vows for Miss Nan-Jetton and David Thompson read at 10:30 o'clock y morning, December the chapel of the First Church in Plainview. Carlos McLeod, ministered the double ring ny before a background of white and greenery. The bride is the daughter of Mrs. M. G. Jetton of Floydada and the bridegroom is of Mr. and Mrs. R. C. on of Pearlland, Texas. J. W. King of Plain-organist, accompanied Sharon Hutchins of la. The bride, given in marriage by her father, wore a white gown fashioned with long sleeves. Bands of crepe, pearls and crystals accented the sleeves and neck. The empire waist was accented by a cord of and seed pearls which down the back of the Her shoulder length tiered veil of illusion from flower petals of ed pearls and crystal,

accented by a crystal tear-drop. She carried a bouquet of white gardenias surrounded by white rose buds.

Mrs. David Bigby of Fort Worth was matron of honor. Serving as best man was Marion Thompson of San Antonio, brother of the groom. Robert McGuire of Amarillo served as usher.

A reception in the parlor of the church followed the ceremony. In the house party were Mrs. Marion Thompson, San Antonio; Mrs. Shelley Armistage, Vega; Mrs. D. T. Graham and Mrs. J. D. Sams of Plainview.

A silver candelabra holding votive candles, touched with moss green velvet and gardenias formed the centerpiece of the serving table.

After a wedding trip to Dallas the couple will be at home in San Antonio where the bridegroom is stationed. Mrs. Thompson and her husband are graduates of Texas Technological University in Lubbock where she has a BA degree in psychology and he a BBA in marketing.

We carry more news about the people of this community than any other publication in the world...

...and you can quote us on that!

JANUARY CLEARANCE SALES BEGIN IN FLOYDADA.....

- 29, continues treatment.
- Alvia Ginn, admitted 12-3, continues treatment.
- J. T. Pool, admitted 12-16, continues treatment.
- Baby Laura Morren, admitted 11-26, continues treatment.
- Vickie Kinchloe, admitted 12-29, continues treatment.
- Carla Kinchloe, admitted 12-29, continues treatment.
- Mable Rainer, admitted 12-27, continues treatment.
- Ruth Ryan, admitted 12-26, continues treatment.
- Hallie Johnson, admitted 12-17, continues treatment.
- Audrey Spence, admitted 12-30, continues treatment.
- Rex Smitherman, admitted 12-25, continues treatment.
- Mable Kirk, admitted 12-29, continues treatment.
- Winnie Angus, admitted 12-10, continues treatment.

Britain Crippled By Flu Outbreak

LONDON — Disabling flu, an unwelcome Christmas guest in Britain, ravaged industry, hospitals and transport Monday in an outbreak that threatens to top the crippling 1962 epidemic. The outbreak, which caused the deaths of at least 364 persons in a four-week period ended Dec. 19, showed no sign of abating. The Health Ministry identified it as Hong Kong A2. The British Industry Confederation reported a million to a million and half factory workers off their jobs as a result of the disease. This figure does not include shop and office workers, wives or children. Hundreds of nurses became ill, forcing hospitals to send out emergency calls for trained temporary volunteers and to close down some wards. More and more British hospitals went on emergency status, admitting only urgent patients. The number of nurses down with flu ran into the hundreds. It was 134 of 300 at East Birmingham, 100 plus at Birmingham's Selly Oak, 96 at South Victoria, 25 per cent of the am-

January Clearance Starts Monday, January 5th

WE WILL BE CLOSED SATURDAY, JANUARY 3RD IN PREPARATION FOR THIS SEMI-ANNUAL SALE. COME EARLY FOR BEST SELECTIONS IN EVERY DEPARTMENT. INFANTS-TODDLER GIRLS & BOYS GIRLS THROUGH JR. PETITES....

JACK & JILL SHOP

614 Broadway Plainview, Texas

oulance personnel at Blackpool, 200 at London's King's College with 25 per cent of the domestic staff also ill, 150 of 1,000 at London's University Hospital, 100 or 12 per cent at Guy's and more than 10 per cent of the nurses in Dundee, Scotland. "The situation is absolutely overwhelming," a Carlisle doctor said. "Doctors are barely coping," he added. Liverpool, reported in the morning by the Health Ministry to be escaping lightly, reported by afternoon that bed pressures had developed so much hospitals might have to go on an emergency basis. In Edinburgh, the Lothians, Fife and on the borders of Scotland, hospitals went on a red alert, admitting only urgent patients, beginning Tuesday. About a fifth of Blackpool's labor force failed to return after the four-day Christmas holiday and the bulk of the blame was

laid to flu. The city fire brigade lost 25 per cent of its staff from illness. Bus and tram services were cut. London hospitals admitted 375 new cases Saturday, compared to the top one-day admission total of 394 in 1967. Sunday, always a low admission day, brought 248 new cases in London. St. David's Hospital in Cardiff, Wales, had 69 of 187 nurses down with flu and a quarter of the nursing staff at Royal Gwent Hospital, Newport, was ill and three wards were closed. In Scotland, Aberdeen hospitals reported similar conditions. Imperial Chemical said 1,500 of 31,000 employees were out with the flu and Jaguar Cars, Ltd., said one in five of its employees failed to show up, many because of flu. The death toll shot up rapidly this month. Only four died for the week ended Nov. 28, 10 for the week ended Dec. 5, 52 the

week ended Dec. 12, and 294 the week ended Dec. 19. Last week's deaths have not been compiled. The Health Ministry said deaths came from complications, principally pneumonia, and that the chronically ill and very old were suffering most. **MAID OF COTTON CONTEST OPENS** MEMPHIS, Tenn. Twenty of the most beautiful young women from cotton producing states made their initial appearance before judges Monday in their bid to become the new maid and two alternates will be named tonight. The new maid, who succeeds Cathy Muirhead of Denton, Tex will serve as the cotton industry's fashion ambassador with her first app earance scheduled at the Cotton Bowl in Dallas New Year's Day.

ORAL ROBERTS PRESENTS

A 1/2-HOUR TV SERIES IN COLOR EVERY SUNDAY

Featuring: ORAL ROBERTS RICHARD and PATTI ROBERTS and The WORLD ACTION SINGERS from ORAL ROBERTS UNIVERSITY

TUNE IN EVERY WEEK THIS SUNDAY KLBK CHANNEL 13 9:00 A.M. MAKE THIS SERIES PART OF YOUR REGULAR VIEWING.

Four Great TRAGEDIES

- A man struck a match to see if the gasoline tank in his auto was empty. It wasn't.
- A man patted a strange bull dog on the head to see if the critter was affectionate. It wasn't.
- A man speeded up to see if he could beat the train to the crossing. He couldn't.
- A man stopped his advertising to see if he could save money. He didn't.

... Newspaper Advertising ... Is The Strongest Force In Business Today

Floyd County Hesperian

PAUL DO... attended... hat time... of Plains... edding was... r 23, and... making th... n, N. M.,... om is em... ie Construc... nd Mrs. D... baby of Mad... ere and ne... ir parents... . Fos... ar prese... daughter... e... umpt... January... Seventy... k... church... \$1.00... EX CROSS-HEART... TLY PADDED... tch sides, ba... nly \$4.00, res... PITAL... TES... ta Vielma, admitted 12-28. Perryman, admitted 12-28. Perez, admitted 12-25, OB, baby e Robertson, admitted transferred to Lubbock \$1.00... EX SOFT... D BRA... tch sides, ba... nly \$4.00, res... and 5.00... ipper... L... ipper... AS... RE

WATCH AND WAIT FOR Bain's Annual Clearance Sale

OF FINE FURNITURE AND CARPET. SALE STARTS MONDAY, JANUARY 5, 1970.

BAIN'S FURNITURE CO.

EAST OF COURT HOUSE PLAINVIEW, TEXAS

CAPROCK FROM PAGE 1

I would really just as soon be out though.

Also make LT JG while in port. Will get about \$150 month raise since I go over two years on the same day. Sure glad I signed up early now, as that money is really going to help. The first month's is shot though since I have to throw a "wetting down" party plus buy new uniform stuff. That's when I regret having rank shown by gold braid as that's \$30 a uniform shot already.

Mother, I got all the packages you sent, and I and everyone in the wardrobe thank you. We always share our "care" packages and yours are by far the most popular. All these young wives just can't match your cooking.

If you happen to run into Wendell Tooley, tell him he's really got an audience here. They practically fight to see the paper when it gets in. Most are from cities back East and are really amazed by our small town paper. It's really funny because they rattle off the names of people in Floydada just like it was home.

WORDS ON GOSSIP. "I've gossiped about my neighbor," the woman confessed to her minister. "One day I saw her stagger about the yard, so I told a few friends that she had been drunk. Now I find that her staggering was caused by a leg injury. How can I undo this gossip I started?"

The minister excused himself for a moment, returned with a pillow and asked the woman to follow him to the side porch. He took out a knife, cut a hole in the pillow and emptied the feathers over the porch railing.

A small breeze soon scattered tiny feathers all about the yard, among shrubs, flowers, even up in the trees. A few feathers floated across the street, heading for unknown destinations.

The minister turned to the woman. "Will you go out now and gather up every one of the feathers?"

The woman looked stunned. "Why that would be impossible!"

"Exactly," replied the minister sorrowfully. "So it is with your gossip."

DIPLOMACY. "That a certain young man is wise beyond his years was proved when he paused before answering a widow who had asked him to guess her age.

"You must have some idea," she said.

"I have several ideas," said the young man with a smile. "The only trouble is that I hesitate whether to make you ten years younger on account of your looks or ten years older on account of your intelligence."

THINK OF THE MACHINE. "A tired-looking man dragged himself through his front door and slumped into a chair. His wife came out of the kitchen and looked at him with misgivings.

"Busy day at the office, dear?" she asked sympathetically.

"Terrible," he answered with a heavy sigh. "The computer broke down in the middle of the afternoon and we all had to think."

IF ALL OF US could hang our troubles on a clothesline and a great downpour began, everyone would run to grab his own.

BABSON FROM PAGE 1

the restrictive credit policies adhered to by the Federal Reserve in 1969, the nation's money supply (bank deposits and currency in circulation) in recent months has leveled off, blunting one of the most potent sources of inflationary pressure. Monetary problems all must be met head-on during the coming year. But in many respects, the manner in which these problems are attacked will depend upon equally pressing world problems which have military significance. At this juncture, the staff of Babson's Reports is of the opinion that the cauldron of world problems surs. The staff of Babson's Reports does not foresee a renewed upturn in the money supply in the early months of the year now underway, since

the nation's leaders will still be preoccupied with price increases. Thereafter, however, if the anticipated down-turn in general business and the consequent unemployment upslant become sensitive areas, the Federal Reserve may be expected to ease credit.

Labor Rules 1970 Prospects

An allusion had been made earlier in this column to the influence of labor conditions upon business in 1970. Indeed, if international conditions maintain a relative status quo, what happens on the labor scene could determine 1970 business. Many major and secondary labor contracts expire within the next twelve months. The most crucial are the labor talks involving the Teamsters and the Auto Workers. If the trucking industry is paralyzed by a nationwide

strike next spring, raw materials and finished goods cannot be transported. Lay-offs and curtailed work weeks in many industrial lines would then result.

To the extent that the automobile industry directly and indirectly (thru the automotive equipment suppliers) employs many workers and consumes a considerable amount of raw materials, a prolonged tie-up—either industrywide or in a succession of strikes against each of the "Big Three" auto producers—could be very damaging to the economy which at that time might be either in the initial stage of a recovery or on the verge of regaining its vitality.

Whether or not labor tie-ups of varying length do occur, the outlook is for costly wage settlements. With the profits squeeze now being experienced by most businesses, management can be expected to bargain harder in order to keep the lid on cost increases. Thus, in 1970 labor and management will lock horns in perhaps the most determined stand on the part of both parties in many years.

Labor leaders are expected to push hard for direct wage increases during 1970. Fringe benefits, with the exception of medical programs, will take a back seat to increments in take-home pay. Management, on the other hand, may concede large pay boosts, but in exchange the tendency will be to seek one-year contracts rather than the multi-year pacts, hoping that an economic breathing spell during 1970 will take the pressure off labor demands.

1970 BUSINESS PROFILE

The latter part of 1969 saw industrial activity turn downward. Even before that development, corporate profits after taxes had already crested over (starting in the second quarter of 1969). The Babson Staff anticipates a further slowdown in business in 1970. There is no anticipation of a serious recession, although we cannot rule out such a possibility if prolonged labor tie-ups upset supply-demand ratios. However, if there are no radical disruptions on the labor front or on the international scene, the general expectation is that business will experience a gradual slippage during the first six to nine months of 1970. If the automobile industry can come to terms with the United Auto Workers without too much trouble, a noticeable pick-up in general business could emerge in the closing months of 1970.

GROSS NATIONAL PRODUCT

The Babson Staff forecasts

a 4 to 5% rise in the total dollar value of goods and services which will be produced in 1970 compared with 1969. However, this in terms of current dollar value, which will reflect the further inflationary rise in price tags expected in the next twelve months. But on a physical volume basis (adjusted for price changes) Gross National Product is not likely to show much change compared with the deflated 1969 GNP.

The components of the Gross National Product figure should be generally firm. The most important segment is personal consumption expenditures, which should continue the upward trend. This reflects not only the increase in price structures but also the natural growth of demand from the shift in the nation's population profile, plus the higher levels of personal income and income per family. However, the sizable increases of recent years in personal consumption expenditures will not occur in 1970.

The next important segment of the GNP is private domestic investment. Here, also, 1970 should see only a small increase over 1969. High borrowing costs, tight credit, and the pinch on corporate profit margins are likely to dampen capital investment.

State and local spending will be one of the stronger elements of the Gross National Product in 1970. The fight to cure major social ills must be waged at the state and municipal levels, with help from the Federal Government. Factors which should lift state and local spending include the need for more public housing, urban redevelopment, improved mass transportation facilities, and highway betterment to prevent traffic strangulation of urban centers. In addition, operating costs of standard municipal facilities for public protection, education, and sanitation are all up sharply.

Federal spending will be the soft spot in the GNP structure. In all probability, Federal spending in 1970 will be little changed to a shade lower because of cutbacks in military spending and stretch-outs in large dollar volume federal projects. However, any savings in military outlays will be absorbed by higher expenditures in the civilian segment of the economy.

INDUSTRIAL PRODUCTION

As indicated in the introductory part of this section of the forecast, we currently expect the downturn in industrial production which began last September to persist through at least the next six months.

BUILDING AND CONSTRUCTION

The building and construction field will not show much vigor until the monetary authorities shift to a less restrictive credit policy. Thereafter, this sector of the economy should pick up momentum and end the year on a strong note. Activity in the home-building field is expected to pace the smart resurgence of new construction outlays. But unless the ease in credit occurs early in 1970, new housing starts for the full year will do well to equal the number of units started in 1969.

with a possibility that it might extend through the summer. Industrial production is generally measured on a physical volume basis and does not reflect price changes.

At this point, the Babson's Reports staff does not foresee a deep recession. Instead, the expectation is that factory output will trace a gradual downward path in the first half, and a leveling off or the start of a revival in the third quarter, at a seasonally adjusted rate. In the final 1970 quarter, industrial activity should show definite upside progress. Overall, the Babson's Reports staff projects a possible slippage of about 5 percent to the low point of factory operations, with the subsequent revival narrowing the net decline for full year 1970 versus 1969 to around 3 percent.

UNEMPLOYMENT

The ranks of the jobseekers, nevertheless, will show a definite increase in 1970 over that of 1969. Slowing business will take the greatest toll upon unskilled and margin workers. The jobs rate may rise to 5 percent of the civilian labor force before business can "turn the corner" in 1970.

Consumers To The Rescue

Prospects for consumer spending in 1970 seem none too promising, particularly for durable goods. The Babson's Reports staff projects a slight downward bias in physical volume of retail trade until industrial activity perks up. Total dollar volume of retail sales, however, again will be bolstered by higher prices.

However, the growth and structure of the nation's population, demographic changes, and wage hikes will augment consumer buying power—the corrosive effect of inflation upon the purchasing power of the dollar notwithstanding. Thus, having already trimmed their sails in 1969, consumers may evidence buying interest sooner than seems justified right now.

Money Rates

There is little doubt that the most onerous phase of the rise in interest rates which has plagued us for the past five years has reached a crest. Although corporate bond offerings in the closing weeks of 1969 still carried generous coupons and yields, the outlook favors some easing in money rates in 1970. Perhaps the most significant reduction will occur in the cost of short-term loans. The cost of long-term money should also ease some, but not to any significant degree. There simply is far too much demand for long term capital for projects which have been postponed by the excruciating credit squeeze, and for upcoming social programs.

MORTGAGE RATES

Mortgage borrowings are in the long-term category. Therefore, while modest reductions in mortgage borrowing rates are very likely to occur in 1970, pent-up demand for housing (both single family units and apartments) pretty well assures brisk demand for mortgage money once interest rates start to slip.

BUSINESS LOANS

Because of the anticipated further slowdown in industrial activity, demand for business loans for the greater proportion of 1970 should moderate

of 1970, which will automatically curtail additionally the amount of overtime.

Bonds And Preferred Stocks

As we enter 1970, prices of bonds and preferred stocks are well depressed, and yields are the most generous in over a century. Therefore, these two types of securities provide very attractive investments for those who are in need of a high current income, but the prospect of an upward adjustment in market prices for bonds and preferred stocks as money rates decline clearly indicates that there is also the opportunity for capital appreciation.

MAXIMUM INCOME

Where the highest possible yield is necessary (in the case of investors who are entirely dependent upon investment income) and for certain institutional accounts, there are many high-quality bonds and preferred stocks which can be purchased to tie down the generous yields now available.

INCOME PLUS APPRECIATION

Many investors are not completely dependent upon current income. For these investors, bonds or preferred stocks which carry a relatively low coupon rate or dividend rate can provide both generous current yield plus capital appreciation potential.

Investors who are interested in a reasonable investment income plus some capital appreciation beyond the immediate future (the latter factor representing an inflation hedge) should not overlook good convertible bonds and preferred stocks. The stock market decline has pulled most convertible securities down to the point where their current yields are quite attractive. Those issues trading close to, or right at, their conversion value stand the best chance of moving upward in price when their respective common shares stage a rebound.

Bargain Counter For Common Stocks

The unnering market performance of 1969 hardly seems to be a source of inspiration for investors, particularly with business and corporate profit prospects uninspiring for the first half of 1970. The long experience of the Babson Organization, however, has shown

relative to 1969. Inventory accumulation will naturally be considerably diminished, if not temporarily replaced by inventory liquidation programs. For these reasons, short-term money rates — including the prime rate, yields or Treasury bills, commercial paper, and other short-term debt instruments — will decline until business perks up again.

GROWTH AREAS

Research staff of Babson's Reports currently favors investments in such stock life insurance, loans, leisure time, electronic data software, pollution, solid waste disposal, and family circuits, and certain (notably silver, aluminum) for investment in longer range.

OVERSOLD ISSUES

REBOUND POTENTIAL

of current income and Mrs. W. themselves shut off and Lanette growth stocks. Buy with Mr. a nothing like a gayne and C.J. shakeout to open and Mrs. C. gains opportunities for a short investment objective with M. short span of time, Bagwell. trodden prosaic day, Dec. 1 cyclical issues. Bill Burgett just as encouraging Mr. and Mrs. the growth issues of Floydada counter. we of the Alden Cart Reports staff point to some of Mr. and recovery potential. common stock group and Mrs. C. oils, the natural gas Christmas and the building machinery I construction equipment of her a The "oversold" lumber, with tacked on to other of the Thai including the stocks of afternoon all in the aircraft, rubber Mr. and ts, and the original for the tree auto parts field. An. overlook the well Tuesday, Chr conglomerate stocks and Mrs. J ong-suffering agricul and Doug pment shares. M. Cannon rday night Cannon hon Mrs. Sherman Bill George of and Carson of Lubbock ill be reme Scoggins. and Mrs. ed new snow Monday a phone ca Light snow has in A. on Chri

Skiing Conditions Excellent in New Mexico

All conditions for skiing in New Mexico are good. Ski Lodges at Eagle Nest, Angel, Tres Ritos reported red new snow Monday. Light snow has in base, said Bill Burgett instructor at Angel

Happy New Year

HALE'S DEPARTMENT STORE

SEMI-ANNUAL SHOE SALE

SALE STARTS FRIDAY MORNING, JANUARY 2, 8:30 AM

HUNDREDS OF SHOES FOR MEN, WOMEN & CHILDREN AT LOW LOW PRICES

WOMENS

Socialite Black Patent	reg. \$15.98	now \$8.99
Red Cross Black Calf	reg. \$18.98	now \$11.99
DeLiso Debs Black Patent	reg. \$20.00	now \$12.99
Mannequin Black Patent	reg. \$12.98	now \$8.99
Red Cross Black Calf	reg. \$18.98	now \$8.99
Socialites Brown Patent	reg. \$18.98	now \$11.99
Socialites Black and Brown Alligator Print Patent	reg. \$18.98	now \$11.99
Red Cross Gray Calf	reg. \$17.98	now \$11.99
Personality 2-Strap Black Calf	reg. \$12.98	now \$5.99
Hi-Brows in Black and Grey Leather		
Black Alligator Print, etc.	reg. \$8.98	now \$5.99

CASUAL LITTLE HEELS

California Cobblers in Black, Grey and Oak	reg. \$14.98	now \$9.99
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FLATS

California Cobblers in Black and Brown	reg. \$10.98	now \$6.99
	reg. \$12.98	now \$7.99
	reg. \$13.98	now \$7.99
Personality Black Flat 2-Strap Style	reg. \$11.98	now \$6.99
Hi-Brows Flats in Gray, Tan and Black	reg. \$7.98	now \$4.99
	reg. \$6.98	now \$4.99
	reg. \$5.98	now \$3.99
Cover Girl Black Patent	reg. \$8.98	now \$5.99
Gold Jewelled Flats	reg. \$9.98	now \$6.99

MENS SHOES

Portage Mens Shoes Loafers and Ties	\$17.98 and \$18.98 - \$11.99
Pedwin Loafers in Black and Antique Brown	\$16.98 now \$11.99
Pedwin Black Loafers	\$14.98 now \$9.99
Pedwin White Loafer	\$16.98 now \$11.99
Trujan Handsewn Penny Loafers Black and Tiajuana Brass	\$13.98 & \$14.98 now \$9.99
Brown Wing Tip	\$12.98 Now \$8.99
City Club Mens Dress Shoes in Black and Brown	\$14.98 now \$9.99

LOAFER SPECTACULAR

Sportables "new look" Loafers \$8.98 and \$9.98

Now \$6.99

Personality "new look" Loafers \$10.98 now \$6.99, \$12.98

Now \$8.99

Viner "new look" Loafers \$13.98 and \$14.98

Now \$9.99

Basic Loafers by Viner \$9.98 and \$10.98

Now \$4.99

ONCE IN A LIFETIME SALE ON WOMENS DANIEL GREEN HOUSESHOES!

HOUSESHOES

\$4.49

STYLES INCLUDE DE LITE, CARLA, HAREM, BANGKOK, PAL, SABRA, DORMIE IN PINK, BLUE, AND WHITE.

THIS YEAR, FOR THE FIRST TIME WE ARE PUTTING 100'S OF CHILDRENS SHOES ON SALE. YOU WILL FIND DRESS AND SCHOOL SHOES FOR BOYS AND GIRLS IN THESE FINE QUALITY SHOES. WE ARE CLEANING HOUSE THIS YEAR AND YOU WILL FIND LOAFERS, STRAPS AND LACE-UP STYLES, COME IN AND STOCK UP ON THESE LOW, LOW PRICES.

VIEW, Dec over the h and mild. M the comm had their

Christmas Day D home of M and Mrs. Ea satherman o Mrs. Ben ms of Lubbo Dee Clark a Mr. and M Clovis, N. F.T. Smith G.D. Tate electronic data F.T. Smith (notably silver, and Phyllis, in the hor er, Mrs. C there we Mrs. Green; and Mauric

and Mrs. Wi Mrs. W. Lanette growth stocks. Buy with Mr. a nothing like a gayne and C.J. shakeout to open and Mrs. C. gains opportunities for a short investment objective with M. short span of time, Bagwell. trodden prosaic day, Dec. 1 cyclical issues. Bill Burgett just as encouraging Mr. and Mrs. the growth issues of Floydada counter. we of the Alden Cart Reports staff point to some of Mr. and recovery potential. common stock group and Mrs. C. oils, the natural gas Christmas and the building machinery I construction equipment of her a The "oversold" lumber, with tacked on to other of the Thai including the stocks of afternoon all in the aircraft, rubber Mr. and ts, and the original for the tree auto parts field. An. overlook the well Tuesday, Chr conglomerate stocks and Mrs. J ong-suffering agricul and Doug pment shares. M. Cannon rday night Cannon hon Mrs. Sherman Bill George of and Carson of Lubbock ill be reme Scoggins. and Mrs. ed new snow Monday a phone ca Light snow has in A. on Chri

Happy New Year.....

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S REA

NEWS by Mrs. Clyde Bagwell

VIEW, Dec. 27 - The over the holidays was and mid. Many visited the community while no had their folks with

Christmas Day Dinner guests home of Mr. and Mrs. Burton and family were and Mrs. Earl Huckabee; Mr. and Mrs. Jersatherman of Hereford;

nd Mrs. Ben Johnson of Mr. and Mrs. E.R. Lubbock; Mr. and

Dee Clark and family of Mr. and Mrs. D.D. Myclovis, N.M.; Mr. and G.D. Tate of Denver City; F.T. Smith of Yoakum;

fr. and Mrs. J.T. Myand family of Sandhill, Mr. and Mrs. Lee Sharon, Richard, Carand Phyllis, were dinner in the home of Lee's r Mrs. C. W. Burton.

s there were Mr. and Mrs. H. Green and family of and Maurice Burton of

come and Mrs. Winfred Payne, out of and Lanette visited Wed. Bur with Mr. and Mrs. Ce a goyne and C.J.

open and Mrs. C.W. Denison nities a short time Monday

bjective with Mr. and Mrs. Bagwell.

saic Jay, Dec. 21, Mr. and Bill Burgett of Shallow Mr. and Mrs. Carl Nel dr. and Mrs. Billy Bak of Floydada and Mr. and

of the Alden Carthel and son were dinner guests in

ome of Mr. and Mrs. Bagwell.

g Mrs. Clyde Bagwell Christmas Day in Lubbock where they had dinner at

equime of her aunt, Mrs. C. labacker, with other mem

other of the Thacker family. ocks of afternoon all went to the t, ruboff Mr. and Mrs. Dwight

original for the tree and gift exeld. As

well nesday, Christmas Eve, stocks and Mrs. J.W. Cannon, agricultural and Doug were dinner

of his parents, Mr. and M. Cannon.

rsday night guests in the Cannon home were Mr. Sherman Stewart and

ns for and Carson and daughter of Lubbock; Mrs. Carl

at Re will be remembered here

Monday a phone call from their s to imp

ll Burge Angel

R.A. lives at Covina, Calif. Monday Mr. and Mrs. Edell DuBois went to Tulsa where they spent the night with their son and family, Mr. and Mrs. Bud DuBois and family. Tuesday Mr. and Mrs. Edell DuBois went on to Amarillo where they visited in the home of Mr. and Mrs. R.A. McMeans. Roy DuBois of Jewett was also a guest in the R.A. McMeans home.

Mr. and Mrs. Ray M. Cook of Austin came Christmas Eve and stayed until Friday with his father, Mr. and Mrs. Ray Cook. The Ray M. Cooks went home by the way of Dallas where they visited other relatives.

Christmas morning Mr. and Mrs. Don Rainer had breakfast in the Ray Cook home with their other guests, the Ray M. Cooks, Mr. and Mrs. C.H. Wise and Charles Denton had as their guests for Christmas Mona Dell Wise and Mrs. Lavina Blair and daughters, Brenda and Sharon, who came Tuesday and stayed until Friday.

Wednesday night the Wise family talked by phone with Mr. and Mrs. Louie Caffee, Nancy and Marc of Turlock, Calif. and also with Mr. and Mrs. George Field and children of Ft. Worth.

Mr. and Mrs. Harvey Allen, Mike and Norman, Mr. and Mrs. Ted Bell, Shannon and Rex, and Mrs. Sim Reeves, the latter of Memphis, were Christmas Day dinner guests of Mr. and Mrs. Walton Wilson.

Bill Tye of El Paso came last Sunday and is spending the week here with home folks. Others in the home of Mrs. W.B. Wilson and Mrs. Bill Tye for Christmas day and for dinner were Jim Tye, of Lubbock; Eugene Beedy, Mark and Todd of South Plains; Mr. and Mrs. Weldon Pruitt, Greg, Karen and Christy; Mr. and Mrs. A. S. Mize and Mrs. W. O. Tye. A number of other relatives came in later in the day for a visit.

Mr. and Mrs. Lindsey Graham and Mrs. Jewell Teague went to Greenville Wednesday morning and stayed over Christmas Day in the home of Lindsey's cousins, Mr. and Mrs. Gidian Bush.

Mr. and Mrs. T. L. Perry went to Lubbock Wednesday and were supper guests in the home of her sister and family, Mr. and Mrs. Gary Reeves, Mike and Clinton of Zion, Illinois; (Gary is stationed at the Naval base there) Mr. and Mrs. Ran-

dell Reeves of Plainview; Mr. and Mrs. Don Branson, Steve and Melissa of Denver, Colo. Mr. and Mrs. T. L. Perry spent Wednesday night in the home of their daughter, Mr. and Mrs. Eugene Watts, Scotty and Kimberly Jan.

Christmas Day the Perrys and Watts went to the home of Mr. and Mrs. James Cogswell where they all had Christmas dinner together.

Later Thursday afternoon Thurman and Ruth went to the home of his sister, Mr. and Mrs. Leo Brown, where a number of the Perry family met.

Mr. and Mrs. Charles Beedy, Cindy and Randy of Stinnett, and Jim Tye of Lubbock spent Friday night with Mr. and Mrs. Bill Tye and Mrs. W. B. Wilson, Mr. and Mrs. Leslie Fawver visited Tuesday night with Mr. and Mrs. T. L. Perry.

Mrs. Kate Crabtree spent Christmas Eve with Mr. and Mrs. Kay Crabtree, Becky and Sammy. On Christmas Day all of the above named went to Idalou to spend the day in the home of Hope's parents, Mr. and Mrs. Elmer Griffith.

Mrs. Lige Moore and Robbie of Northport, Ala. will arrive today (Saturday) by plane for a week's visit with her mother, Mrs. Kate Crabtree and other relatives.

Those gathering in the home of Mr. and Mrs. A. S. Mize Friday and having supper with them were Mr. and Mrs. Bill Beedy of Claude, Mr. and Mrs. Charles Beedy, Cindy and Randy of Stinnett; Mr. and Mrs. Kenneth Penrod, Lisa and Jane of Lubbock; Mr. and Mrs. David Randolph and David Jr. of Lubbock; Mr. and Mrs. Henry Randolph, Mark and Carla of Belvedere, S.C.; Mr. and Mrs. Bill Tye and Jim, Mr. and Mrs. Weldon Pruitt, Greg, Karen and Christy; Mr. and Mrs. Walton Wilson, Mrs. W. B. Wilson and Eugene Beedy. After supper, games of 84 were enjoyed by the group.

J. C. Bullard is in Woodward, Okla. spending the holidays in the home of his niece and husband, Mr. and Mrs. John Brosh.

Visiting Mrs. Gracie Riggles during Christmas week were Mr. and Mrs. Roscoe Riggles of Hayes, S.D.; Mr. and Mrs. Ricky Riggles of Spearfish, S. D.; Mr. and Mrs. Danny Riggles and baby of Jeffersonville, Ind.; and Mr. and Mrs. H. N. Bennett of Littlefield.

Mrs. Gracie Riggles was among the ones enjoying Christmas Day dinner in the home of Mr. and Mrs. Wayne Russell.

Mrs. Beulah Jernigan was able to leave Caprock Hospital Friday and go to the home of

her daughter, Mrs. Leonard Finley in Plainview, where she will be for awhile.

I REMEMBER, I REMEMBER

"Everybody" was there

Distribution of gifts from the Christmas Star in Floydada was quite simple. I am speaking of the Christmas Eve nights shortly after 1900 and possibly in the years before.

"Everybody" covers quite a good many people, but so far as I was concerned and the kids I knew they were all there. (This was childish fancy, of course. My own parents did not attend. Mamma was an invalid for some time in those years.) It must have been an established custom because youngsters already here when we came to the country, introduced me to it as one of the things you did-go to the Christmas Star. It was held on Christmas Eve or on a date as near it as possible.

Principal reason one must be there on the important night was the way in which the distribution was conducted. The present or gift was lifted from its place on the Star and the name called out. If you were present you cried out "here." If you were not there - reckon what it was and what became of it?.....

J. C. Bolding Looked On On two different nights in those old days I recall J. C. Bolding coming up the stairway and leaning on the banisters for awhile, taking in things I suppose. He was interested in getting ideas for the Lakeview Christmas event no doubt. One night he did not say anything that I heard. The other night he said "We have ours tomorrow night."

Mr. Bolding was a bachelor, a young mature man at that time. He did not tell me ever why he was interested, but I am sure he wanted to help promote a good social life at Lakeview, and he had a soft place in his heart for kids. I think the man was aware of that age old fact - one is always touched, remembers and never forgets - if he is remembered.

Hard, Expensive Lesson West Texas communities lost many useful men and women in the process of learning the hard lesson of sanitation - just plain cleanliness, absence of filth. In 1900 there was no problem of sanitation. By the end of the decade sanitation was

our principal problem. It was hard to learn because we had so much to un-learn.

A look at vital statistics records will reveal many reports of death from typhoid in the period from 1907 to 1912 We called it slow fever, but it seemed to get into the record books as typhoid. When you had slow fever you burned up alive from fever and you sometimes died. If you didn't die the fever broke on the 22nd day. You gradually regained strength and as you did the 22 days of fasting while you had fever made you ravenous for food.

Somebody had to watch you every minute. Your illness and your hunger left you with no will power. With the attendant's back turned for only a minute the patient stole what food he could find and gorged himself. The resultant shock was almost sure death.

Hard to Realize It still makes me sick at the stomach to think of it - horses and milk cows and hogs and chickens and open toilets all over town - and no screens. All the communities had the problem. I was right in the middle of it both in Floydada and Lockney. Lockney incorporated in 1908 and Floydada in 1909, both for the purpose of trying to get the situation under control.

How could we have let it go on! Well, at first we didn't grasp the idea, it was so simple. We were used to ownership of these domestic animals and fowls, and your fathers before us as far back as memory or legend goes. And hadn't the world had flies since the beginning of time?

In Floydada we had a newspaper man for a year or two who was a problem. When I went to Lockney in the late winter of 1908 I lent all my 19-year-old fervor to the disheartening battle.

Floydada lost any number of useful people to the plague. I remember Ray Engel, highly esteemed young man who was bandmaster here for more than a year following Albert G. Hinn. He succumbed to slow fever only a few months after moving to Plainview, sometime in 1909 or 1910. We also lost W. W. Nelson, a hard blow, when four days before Christmas in 1909 he passed from the earthly scene. He was the cashier and one of the moving spirits in the First National Bank. He was a hard man to lose.

--Homer Steen

Four Boys Spend Night In Ditch

Four boys, ages from six to nine years, spent last Saturday night in a ditch about 15 miles northeast of Floydada. They were discovered lying in the grass by an unidentified Latin-American on his way to feed cattle.

The boys had started from the home of their father to the home of their mother Saturday afternoon, became tired and went to sleep in the ditch.

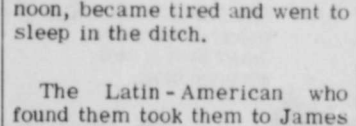
The Latin-American who found them took them to James McNeill's home where they were "thawed out"...then they were taken to Fred Cardinal who brought them to Floydada and found their home.

Cardinal said they would have possibly frozen to death if they hadn't been found, as it was just beginning to snow Sunday morning.

Two of the boys were sons of Nora Lee Williams, the other two were unidentified.

Don't tie yourself down to high interest rates.

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



Jake B. Watson, Mgr. Jackie Eubanks, Asst. Mgr. FEDERAL LAND BANK ASSN. 319 S. Main, Floydada Branch Office Quitaque

POWELL'S PRICES GOOD JAN. 1 THROUGH JAN. 7

ON THE WYE - YOUR HOME OWNED STORE

DOUBLE STAMPS ON WED. WITH \$2.50 PURCHASE OR MORE

GET GOLD BOND STAMPS FREE WITH EVERY PURCHASE

JUMBO PIES 12 COUNT BOX **39¢**

N.B.C. PREMIUM CRACKERS 1 LB. BOX **33¢**

GALA PAPER TOWELS TWIN PAK **39¢**

KRAFT'S MAYONNAISE QUART **69¢**

SHURFINE FLOUR 5 LB. BAG **39¢**

LIQUID DETERGENT JOY REG. SIZE **25¢**

HAWAIIAN PUNCH ROSY RED 46 OZ. CAN **33¢**

SHURFINE TURNIP GREENS 303 CAN 2 FOR **27¢**

STRAWBERRY PRESERVES KERNES PURE 20 OZ. JAR **49¢**

DETERGENT TIDE FAMILY SIZE **\$2.39**

WHOLE SPICE PEACHES SHURFINE FANCY NO. 2 1/2 CAN **33¢**

HAPPY NEW YEAR !! We will be CLOSED Jan. 1, 1970

PET MILK 99% FAT FREE TALL CAN **10¢**

AQUA NET HAIR SPRAY EACH **55¢**

SHURFINE FROZEN ORANGE JUICE 12 OZ. CAN **37¢**

PEPPERIDGE FARM CHOCOLATE FUDGE LAYER CAKES EACH **69¢**

JOHNNYS HOT OR MILD SAUSAGE 2 LB. BAG **\$1.45**

WILSON CERTIFIED FRYER BREAST 2 LB. BOX **\$1.25**

WE FEATURE WILSON CERTIFIED COLD CUTS

GROUND BEEF 2 Lbs. **89¢**

Save Shurfresh COUPONS FOR VALUABLE PRIZES ABSOLUTELY Free

DUE TO BAD WEATHER THE LAND AUCTION

Previously Scheduled Dec. 29, 1969 Will Be Held **FRIDAY, JANUARY 2, 1970**

Sale Time 10:00 a.m.

317.96 Acres of Good Irrigated Farm Land

Survey No. 8 Block P, County of Floyd, Located one mile Southwest of Floydada, Texas, City Limits on Ralls Highway No. 62.

Improvements

2 - 8" Pumps and Motors - One Good Producer, One Fair Producer, One Permanent Lake Pump Tied to Underground Tile. 3/4 Mile of underground Tile On Place. Liveable House With Barn and Corrals, On Pavement.

1970 Allotments and Yields

88.2 Acres Cotton, 555 Pounds, 24.2 Acres Wheat, 25 Bushels, 29 Acres Corn, 83 Bushels, 94 Acres Milo, 88 Bushels, 50 Acres Barley, 30 Bushels, 10 Acres Midland Bermuda. 300 Total Cultivated Acres. This is Farm No. G - 96.

1/2 Mineral Rights Go With Sale of Land Existing Loans \$53,000 at 5%, \$43,000 at 6%. Possession of Land on Payment of 10% Escrow Day of Sale. Land Will Be Sold in One Tract Or Quarters. If Sold By Quarters, Existing Loans Do Not Apply. Owner Reserves The Right To Refuse All Bids.

If Unable To Attend Auction, Send Bid By Mail.

HOWARD GREGORY, Owner

Faulkenberry Auction Service

SCOTT FAULKENBERRY, REAL ESTATE SALESMAN AND AUCTIONEER Phone 983-2756 FLOYDADA, TEXAS

RANDALL KING, REAL ESTATE BROKER Phone 758-3824 SEMINOLE, TEXAS

SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, Dec. 29 - The first snow of any consequence began falling here Sunday afternoon with plenty of wind behind the fast moving storm. Church services were dismissed at the Baptist Church Sunday night. This Monday snow has fallen throughout the day, with around 22 degrees temperature. Many families have been unable to get home after visiting relatives throughout the holidays.

Rev. and Mrs. W. L. Trice and children went to Abernathy Sunday morning to attend services at Northside Baptist Church where Rev. Hollis Shewmake is pastor. The Trice family went home with the Shewmakes to have lunch and the afternoon with them.

Mr. and Mrs. Harry Hartman had all their children and their families home with them for dinner and the day Sunday.

Mr. and Mrs. Bruce Julian left for Austin Sunday morning after being here Christmas day visiting the Murray Julians, the Ronnie Tuckers, Mrs. Jerry Moore and the Edell Moores. The Julians will be home to stay, around January 8, following the finishing of his law studies at Texas University, and her work at the Texas State Library.

Mrs. Hollis Shewmake of Abernathy, formerly from here, underwent surgery for gall stones last week at the Hill Plains Hospital in Hale Center. She was able to come home from the hospital Wednesday, and is doing well, and we are glad to hear.

We were sorry to hear of the fall Mrs. George Weast sustained a week ago Saturday when she was at the home of the Bryan Smiths in Lockney. She has her hip broken in two places, and is in High Plains Hospital in Amarillo. She will probably be there another week.

Mr. and Mrs. Donald McClure and children left for home Saturday, after hearing reports of bad weather approaching. They arrived here last Saturday a week ago from Houston to spend the holidays with his parents, Mr. and Mrs. Frank McClure and his sister, Mrs. Jean McClure and children of Plainview.

We extend our sympathy to Mrs. J. P. Taylor whose brother-in-law, Wayne Pigg, of Lone Star, died after an extended illness of about a year. He died in Plainview Friday afternoon. Services were held Sunday afternoon in the Lone Star Baptist Church and interment was made at the Grey Mule Cemetery near Quitaque. Several from our area attended services for Pigg.

Sunday, Dec. 28, Mr. and Mrs. Ernest Wells entertained with a dinner. Attending were their son, Mr. and Mrs. Marvin Wells and girls from Mineral Wells; Mrs. Wells' brother, Mr. and Mrs. Melvin Walter and their son, Mr. and Mrs. Larry Walter, Brian and Blake, all from Plainview.

In the absence of Rev. W. L. Trice, Sunday morning services were held here with Don Smith of Plainview speaking. Many people were gone during the holidays, and several have been ill. Only forty were in attendance with Mr. and Mrs. Bryan Karr from Lockney here and Mr. and Mrs. H. S. Calahan and Bary Craig present from their Burleson Baptist church, which is near Fort Worth.

Mr. and Mrs. Marvin Wells and girls have been here the past week visiting with relatives, and enjoying the Christmas holidays. Marvin is instructor at Fort Walters training Vietnamese boys in the art of flying helicopters. We congratulate Marvin on his receiving a bronze medal plaque at Fort Walters for a three year safety record.

Mr. and Mrs. Fred Forten-

berry had their children, Mr. and Mrs. Elmo Fortenberry and children of Sunray, Mrs. N. C. McCain of Lockney and Mrs. John Fortenberry, here with them Tuesday night and Wednesday. Friday night her brother, Mr. and Mrs. Cecil McCain and children of Albuquerque, N.M., arrived to spend the night Sunday, Dec. 28, all the families of the McCains gathered in Lockney at the home of Mr. and Mrs. Larnce McCain for a family dinner, with 27 present for the gathering.

Mr. and Mrs. Don Staggs and their children left Wednesday noon for Arkansas to be with his folks during the Christmas holidays.

Mr. and Mrs. Carl Craig and children of El Paso came Saturday to spend Christmas here with her folks, Mr. and Mrs. Raymond Upton. She was a visitor at the South Plains Baptist Church last Sunday. They returned home Sunday.

Mr. and Mrs. Ronnie Upton and children of White Plains, New York, arrived here Tuesday for a two weeks stay with his parents, and other relatives during the Christmas and New Year holidays. Mr. and Mrs. Jimmy Upton and daughter of Canyon were also here with the family during the holidays with the parents, Mr. and Mrs. Raymond Upton.

Rev. and Mrs. W. L. Trice and children left last Monday to spend the Christmas holidays in Albany with her mother, Mrs. Minnie Childers and in Dublin with his mother, Mrs. Mae Trice. They also visited friends and other relatives while gone, returning home Friday evening.

Mr. and Mrs. Walter Babb of Beaver, Okla., have been visiting here during the holidays with their daughter, Mr. and Mrs. Dean Stewart and family and with other relatives in Plainview.

College students home for the holidays have been Irene and Diane Bean, Bill Bledsoe, Douglas Bradford, Carlton Johnson, Bruce Julian, Katie Taylor, Phil Kinslow, Kelvin and K. Cummings, Mrs. Beth Norrell, Johnnie Calahan, and possibly others.

Mr. and Mrs. Tillman Powell, Donna, Sandy and Warren left last Thursday for Anna, Texas, to spend Christmas with his folks, Mr. and Mrs. T. S. Powell. Due to the sleet, snow and icing of roads down that way, they were not home Monday.

Mr. and Mrs. Terry Julian and children of Roscoe arrived Saturday afternoon. They had supper that night with Mr. and Mrs. Kendis Julian and girls. The Bruce Julians and the Murray Julians were also supper guests. The Terry Julians are still here this Monday due to icy roads.

Rex Smithman has been ill at the Caprock Hospital since Christmas night, and is still not yet able to go home. We hope for good news of him soon. Mrs. Bryant Higginbotham had as supper guests Christmas eve night her sons, the Alton Higginbothams and children of Floydada, the Bud Higginbothams of Wellington and Mr. and Mrs. L. N. Johnson and children. Christmas day Mrs. Higginbotham was dinner guest in the home of the Bates McClungs in Floydada.

Mr. and Mrs. Shelby Calahan had their children, Mr. and Mrs. James Norrell of Canyon and Mr. and Mrs. Johnny Calahan of Bryan, Randy and Jerry of the home.

Mr. and Mrs. A. V. Bethel are in the process of moving into South Plains, their former home recently occupied by the Bryan Karrs, who moved last week into Lockney.

Mr. and Mrs. Alvin Nichols celebrated their 45th Wedding Anniversary at their home Sunday, December 28, with Mr.

and Mrs. Bill Nichols of Boulder, Colo., as breakfast guests. The children, Mr. and Mrs. Glen Whitfill and Cindy of Sweetwater were with them over the weekend, and Mr. and Mrs. David Allen of Alpine, and his niece, Mary Helen Gullihur, who are still here with them until Wednesday. Other callers during the afternoon were Mr. and Mrs. C. H. Rose, Mr. and Mrs. John Cox, and Margery Martin, all of Lockney. The Glen Whitfills went home Sunday afternoon, and encountered icy roads from Post to Sweetwater.

Mrs. Don Probasco was in the Plainview Hospital from Friday until the middle of last week. She is home and doing much better now.

H. S. Calahan Jr., pastor of the Baptist Church in Burleson, near Fort Worth, went to Magdalena, N. M. during Christmas to take a pick up load of gifts, food, and other materials to the Indians, where he preached a revival during last summer. The Calahans spent Christmas here with her mother, Mrs. Smith, and other relatives. This Sunday they returned to Burleson, after they had dinner with Mr. and Mrs. Sylvin Kinniburgh, and then took Mrs. Calahan's mother to Shallowater where she attended the 64th wedding anniversary of her sister.

School will resume at South Plains Monday, January 5.

FLOYD DATA
Holiday guests in the home of Mr. and Mrs. W. D. Newell and son, Louis, arrived for breakfast at 8 a.m. Thursday for Christmas Day festivities that ended at 8 p.m.

Miss Dorothy Perit of Plainview, a friend of the family, was present with the following Newell relatives.

Louis O. Newell and wife Mildred, of Albuquerque, N.M., Mrs. Mable Scott of Petersburg; Cecil Sluder and wife Lena of Lubbock and Miss Fay Newell of Plainview.

Louis and Mildred left for Lubbock where they planned to visit her mother, Mrs. R.O. Daniel, a former Floydada resident, before returning home.

FLOYD DATA
Guests during the holidays in the C. W. Denison home included Mr. and Mrs. C. W. Denison Jr., Bob and Carol of Brownfield; Mr. and Mrs. Gilmer Denison, Terry and Penny of Lubbock and their married daughter and family, Mr. and Mrs. Darnce Ritchey and Trent of Dallas.

SOCIAL SECURITY REMINDER
A reminder to those interested. The Social Security representative is to be in Floydada Wednesday, January 7 at 9 a.m., in the Floyd County Court House.

SWPS Builds New Plant

More than \$25,000,000 will be invested in new plant and equipment in 1970 to meet the needs for electric power in the Southwestern Public Service Company's 45,000 square mile service area, according to Roy Tolk, president.

The major project in the 1970 construction program will be continued construction on Jones Station, a new generating station located on the Texas South Plains, near Lubbock.

Ground was broken earlier in 1969 on the new plant, which will have an original generation capability of 210,000 kilowatts, and is scheduled to go into operation in mid-1971.

Approximately \$2,500,000 of the 1970 improvement investment will go for new facilities in the Plains Division of the company, made up of communities in 8 Texas and 2 New Mexico counties including Littlefield.

"When it comes to electric service, people are mainly concerned about two things these days, reliability and cost. We share these concerns with our customers. That's why it has been necessary for us to invest an average of 20-million dollars a year in new equipment every year for the last 10 years.

"New equipment improves reliability, adds to efficiency, and thus, gives us a chance, at least, to fight galloping inflation," Tolk said in announcing the construction program.

"There are a few areas of the country, none of them close to this region, in which some power shortages may develop in the future. If these shortages do come about, one of the reasons will be that some companies have been prohibited from building necessary plants and transmission lines by special interest groups—a handful of people.

"It sometimes appears to me that we have quite a few people living in this 20th Century who want all the comfort and convenience of the space age, including low cost electric power, but want the landscape to look the way it did at the time of the landing at Plymouth Rock, with no cities, no railroads or airports, no highways and no power lines," Tolk added.

Tolk asked the press to help draw the distinction between a "blackout" and an "outage." He described a "blackout" as a shortage of power and an "outage" as a service interruption caused by some other reason than a power shortage.

"Let me say, too, that we won't have any blackouts in our service area in 1970, but we will have some service interruptions. We aren't perfect yet, our reliability record is 99.997, and there will be some

times when we'll have all the power anybody needs, but there'll be a lightning storm or a squirrel in a substation or an equipment failure or a human failure, and we'll have a service interruption for some of our customers. So, interruptions, yes; insufficient power supply and blackouts, no," Tolk concluded.

Southwestern Public Service Company's 45,000 square mile service area covers parts of four states, beginning in the southwest corner of Kansas, crossing the Oklahoma and

Texas Panhandles, moving down on to the South Plains of

Texas and then west to include the Clovis-Portales and Pecos Valley regions of New Mexico.

The company meets the electric service needs of its 220,000 customers with an interconnected generating and transmission system that has a generating capability of 1,820,200 kilowatts, more than twice what it was 10 years ago, and is tied together by a 4,400 mile transmission line network.

CENTER NEWS

CENTER, Dec. 22 - Mrs. Norma Robertson and four children arrived Tuesday from Denver, Colo., to spend the Christmas season with her mother, Mrs. R. C. Ross.

Soon after they came the teenage daughter, Linda, became ill with a throat infection and has spent several days in Caprock Hospital, to be dismissed today, Mo. day.

Mrs. Ross also expects her other children home Christmas Day.

Mr. and Mrs. Doyle Sandifur were in Plainview the 14th, visiting in the R. E. Waggoner home. Waggoner is just recently home from the hospital.

Mr. and Mrs. W. C. Plumlee were in Plainview Thursday and saw their daughter, Mrs. Mary Hinds.

Mrs. Beulah Jernigan is again in Caprock Hospital, but reported improving. Her children, Jack of Lubbock, and Bertha (Mrs. Leonard Finley) of Plainview, are with her much of the time. Some other visitors and former Center neighbors in to see her during the week were Mrs. Plumlee, Mr. and Mrs. Green, Mrs. Stella Crabtree of Lubbock, and Mrs. Kate Crabtree, Mr. and Mrs. Leo Frizzell, Mrs. Frank Dunn and Mrs. Ross and Norma Robertson. The Frizzells and Mrs. Ross and Norma and others also visited Linda Robertson.

Charley Spence had to return to Lockney Hospital after a short stay at home. He hopes he can come home Christmas.

Mrs. Ross and Norman and children called to see Mrs. Frank Dunn while Sunday afternoon.

Mr. and Mrs. Floyd Montgomery of Plainview visited Mrs. Dunn Thursday evening. All visited the Carrol family, who live on the Dunn and Montgomery farm.

Funeral services for John Miller, 90, were held Saturday in Bucklin, Kansas. He was the uncle of Mrs. Dunn and Floyd—their mother's brother-in-law.

Bobby Welborn and family and Mr. and Mrs. Roger Gooch visited Sunday p.m. with their parents, the J. D. Welborns. Visitors in the C. W. Deni-



A MAJOR INVESTMENT in Southwestern Service Company's 1970 construction program, the Clifford B. Jones Generating Station being constructed on the South Plains near Lubbock, electric company plans to invest more than \$25,000,000 in plant and equipment in 1970.

The J. D. Welborns had all their children and families home for Christmas eve. All were present for Christmas dinner except James and family of Fort Worth, who dined with the wife's mother in Lubbock, and the Roger Gooches, who were at his parents.

Mr. Frank Dunn had for Christmas her two daughters and families, the Tony Ballos of Lubbock and the Eddie Parks family of Houston.

Christmas dinner guests of the Leo Frizzells were their daughter and family, the Garvin Beedys of South Plains. A highlight for the group was a phone call from the son and grandson Larry Beedy who is in Vietnam. He had just returned from a Christmas holiday in Australia.

Visitors with the Leo Frizzells and other local relatives, from Friday until Sunday were Mr. and Mrs. Fred Cone of Wichita Falls.

Mrs. R. C. Ross had all her children and their families home for Christmas, Norma from Denver, Maxine of Bailyboro and Melvin from Sunray. Also present were Maxine's mother-in-law and a sister-in-law from Plainview.

Present at the Green's get-together Saturday were Don Clark Green and family of Big Spring; Margaret and Doc Ryman of Hubbard; Vic and boys

of Plainview and the Greens of near Ketchikan, Alaska. Also present were Anthony Lattas of Ft. Worth, and Mrs. Will Latta of Ft. Worth, Miss Francis Floydada, came that night.

Mr. and Mrs. Hal Thomas visited in Plainview Friday in the Olin Miller home. Miller is not very well.

Mrs. Thomas has word that her sister, Mrs. Allie Morse of Buena Park, Calif., is in declining health. The Morse family lived in the Center community over twenty five years ago.

The Greens enjoyed the Christmas carols given at the Green home Friday evening by the Juniors and their sponsors, of Calvary Baptist Church.

Mrs. Charley Spence enjoyed the carols given at her home Sunday evening by young people from the First Baptist Church. A beautiful way to celebrate Christmas! Thanks to all of them.

And a good Christmas and New Year to all.

CENTER, Dec. 29 - Well, we are having a "white AFTER Christmas." We've had a wonderful holiday season so far, except our Sue (of Plainview) woke up Saturday morning with a severe cold - and Saturday was the day of our all getting together. Sue is feeling better this morning.

Mrs. A. W. Anderson, Mr. and Mrs. Louis Anderson and Mike, and Mrs. Nita Kastner visited the J. E. Green home Thursday evening. Others present were Mr. and Mrs. Victor Green, Plainview, and the Clyde Greens, who arrived early Wednesday morning from Alaska.

Clyde and Ma Green visited Mrs. Jernigan briefly at the local hospital Christmas afternoon.

All of Mrs. Everett's children and all her grandchildren were present for Christmas Day. Present were Mr. and Mrs. Virgil W. Guadalupe family and Mr. and Mrs. Bauman and family, as Contrera Mr. and Mrs. D. T. Graev.

We had a nice Sunday morning when Mrs. J. B. Jordan of Calvary Baptist Church, her longtime Center now live in Albuquerque. They were back from where they visited and Ulmon Mosses.

FLOYD DATA
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Olan Alexander, Executive Vice President
995-3521 Tulia, Texas 200 N. Maxwell

OBITUARIES

S. Bradley

Funeral services for Mrs. Brooks Bradley were conducted in the Sparkman-Hill Funeral Home chapel in Floydada on December 20, with burial following in Sparkman-Hill Cemetery. Mrs. Bradley was the Baylor Hospital following an extended illness.

Survivors include her husband, Brooks Jr., of Dallas; one brother of Dallas and a sister of California. She was a sister-in-law of Nedley of Antelope Community and her husband frequent visitors in the home before her illness.

Homer McDaniel

Funeral rites for Homer Williams McDaniel were held Sunday in the Petersburg First Baptist Church. McDaniel, a patient in the Floydada Nursing Home, died Thursday night. He was a retired bookkeeper and had resided in Floydada most of his life. He was a native of Missouri and a member of the Baptist Church.

Survivors include two sons, Roy and Carl of Petersburg, and three sisters, who live in other states.

Funeral services were held at the Moore-Rose Funeral Home in Floydada in charge of arrangements with burial in Petersburg Cemetery.

Ruel Contreras

Ruel Contreras, infant son of Mr. and Mrs. Antonio Contreras of Route 3, Floydada, died Saturday following funeral rites at the St. Mary Magdalene Catholic Church.

The baby, born March 1, 1969 in Caprock Hospital at Floydada, died at 5 a.m., December 28 of a brain disorder.

Survivors include the parents, Press, and grandparents, Mr. and Mrs. Guadalupe Torres of Dallas and Mr. and Mrs. D. T. Graev. Burial was in the Moore-Rose Funeral Home in charge of arrangements.

Jane Segura

Funeral rites for Diane Segura, year old daughter of Mr. and Mrs. Damacio Segura of E. Price, Floydada, were held Sunday in the St. Mary Magdalene Church. The baby pronounced dead on arrival at Caprock Hospital December 28.

Funeral services were held at the Moore-Rose Funeral Home in charge of arrangements.

FLOYD PHILOSOPHER Looks Toward New Year With Confidence, Still Prepared To Dodge



Since it's customary at the end of a year to look back and review what happened and to look forward and guess what's going to happen, I'd like to report that I have done this and still remain puzzled, regardless of which direction I'm looking.

For example, I know I wrote The Hesperian a letter every week and I touched on many subjects, from here to Moscow and from Congress to kindergarten, but I don't want anybody pinning the 1969 results on me.

I forget what it was I predicted would happen in 1969, but whatever it was I hope nobody looks it up.

As for 1970, the only sure thing I can say about it is there's no way of stopping it.

In the newspapers I've been reading lately the economists are predicting money will be tight in 1970 and the cost of living will rise, which is the same as saying the year will have 12 months in it and Sunday will always follow Saturday.

Personally, my prediction is that 1970 will

be succeeded by 1971, 1971 by 1972, 1972 by 1973, and possibly on through 1980 or 85, but that's about as far as a man can safely go, as by then the young people who are so unhappy with things now will be getting in charge. It will be interesting to see whether they abolish all stop-lights or install twice as many as their children come of driving age.

I never have seen the world when it was run to suit the young people, and very few times when it was run to suit the old people. This is due to the fact people don't run the world anyway. It's the other way around.

However, until they find something better than the moon, this world will continue to be a fairly handy place to be, and a man ought to look forward to any new year with confidence and good cheer, provided he knows when to dodge.

Yours faithfully,
J.A.

New Texas Almanacs On Sale At Hesperian

Many new features have been combined with traditional information in the 1970-'71 edition of the Texas Almanac, published by The Dallas Morning News.

The 704-page publication includes, among other material, the following information not found in previous editions, Walter B. Moore, editor, said:

Texas athletic records since World War II.

A new map for use in calculating sunrise and sunset times in Texas.

A summary of major nonpetroleum minerals in Texas.

A history of the sheep and goat industry in Texas.

Number of deer killed in each Texas county.

The original account of Col. Wm. B. Travis drawing a line with his sword in the Alamo, as first published in the 1873 Texas Almanac.

New listings of courts, Congressional, Texas Senate and House districts by counties.

Latitude and Longitude of 254 county seat towns.

Literary awards to Texas authors, and list of poets laureate of Texas.

Updated information will include the vote in elections, names of state, county and municipal officials, members of appointive boards, officials of state and regional civic organizations, enrollment in colleges and universities, estimated populations of cities and counties, statistics on employment, payrolls, banking, insurance, public welfare and much other material.

Other features include the complete text of the Texas Constitution, up-to-date maps and historical, agricultural and economic information for 254 counties, and chapters on minerals, agriculture, business, transportation, and other phases of Texas today.

Tourism and recreation are emphasized in the 1970-'71 edition, with a description of recreational attractions written especially for the Texas Almanac by Texas Tourist Development Agency.

Elisabet Ney's famous statue of Sam Houston, which stands in the Texas Capitol, is shown on the cover. The new edition contains more color photographs than any previous Texas Almanac, which has been published since 1857.

Texas newspaper editors, county agricultural agents, chambers of commerce, trade association and civic organization executives, authorities of the University of Texas Bureau of Business Research and Bureau of Economic Geology, U. S. Department of Agriculture, Texas A&M University and many others have contributed information for the new edition.

ASCS Newsletter

A change in procedure has been made, granting relief in some instances, where producers could not prove a higher cotton yield because there was no production on their farm one or two of the base years (1966 - 1967 - 1968) because the entire crop was hailed out (or other reasons). Farms with less than 25% of their permitted acreage harvested in any of the 3 years could also qualify under this change.

Revised instructions provide for weighing that years allotment and the 1970 yield for those base years when no or very little harvesting occurred. Some producers may now be in a position to prove a more favorable yield.

Although the 15 day appeal period has ended, these producers will be afforded an opportunity to file late appeals. This does not reopen the appeal period for those who could have proven their production in the original appeal period.

Producers appealing under this procedure must sign Form ASCS 658 and submit production data no later than Jan. 13, 1970.

If there are any questions concerning this appeal procedure, please contact this office.

PRODUCERS RECEIVING PAYMENTS. - As required by law, ASCS must report to the Internal Revenue Service all program payments made to you during 1969 under ACP, cotton, feed grain, wheat, sugar, and other direct payment programs. This report will include payments made directly to you, to your assignee, and to the U.S. Government agencies for any debt owed by you. It will not include commodity loans, commodity purchases, resale storage payments, or ACP cost-share payments to a vendor or a purchase order.

As an additional service, you will receive a notice of the amount reported. This notice will be prepared on Form CCC-182 and will be mailed during the last two weeks of January. You may also receive a supplemental report on Form CCC-182-1. This supplemental report will include additional program payments, if any which were not included in the report to IRS.

When you receive one or both of these notices, we suggest that you carefully read the explanation on the form and check the total against your records to see that the amount reported is correct. If you find that the amount is not correct, or if you have any questions regarding the form, you should contact the county ASCS office from which the payment was received.

We appreciate the opportunity to be of service to you during this past year. We also hope this report of program payments will be of assistance to you in preparation of your income tax return.

ACP: We are now accepting applications for conserving practices to be carried out in 1970. Make your applications before you start work on a practice.

Sincerely yours,
/s/ Thomas E. Moore
Thomas E. Moore
Office Manager
Floyd County ASCS

Total Prec. for Week - .10
Total Prec. for month - .21
Total Prec. for Year - 31.76

TULIA SAVINGS, LOAN PROMOTES OLAN ALEXANDER

Olan Alexander, vice president and secretary as well as managing officer of Tulia Savings & Loan Association since Aug. 1, 1964, has been promoted

to executive vice president and secretary. He will continue as managing officer.

The advancement was made last year.

Assets of the Association have grown from \$2,250,000 to near \$7,000,000 since Alexander assumed management.

TOO LATE TO CLASSIFY FOR SALE - Whole Oats 983-3035.

Girls Burned In Accident

Carla and Vickie Kinchloe are in Caprock Hospital with burns suffered Tuesday night at the home of their grandparents, Mr. and Mrs. Rimmer Rainer in Floydada. The grandfather said the girls were burned when hot grease caught fire on the cook stove.

He related that Vickie was putting potatoes on to fry, in a skillet of hot grease on the stove, when some spattered and caught fire. She grabbed the handle of the skillet and was rushing outside when she accidentally fell, splattering the grease. The hot liquid hit Carla's back causing third degree burns and Vickie's hand was scalded with second degree burns.

Their grandmother Rainer is also in Caprock Hospital in critical condition from a lengthy illness.

The mother, Mrs. Kathy Williams and children, all of Freeport, were here for the holidays, when the accident marred their visit.

Farm Bureau To Present Health Program

The Blue Cross and Blue Shield Special Texas Farm Bureau Health program which was to be presented in Floydada Monday, has been re-scheduled for Monday, January 5 at 2 p.m.

The event was postponed due to bad weather.

A representative of Blue Cross and Blue Shield will be at the meeting to explain the many advantages of the new hospitalization program, according to local representatives.

The WEATHER

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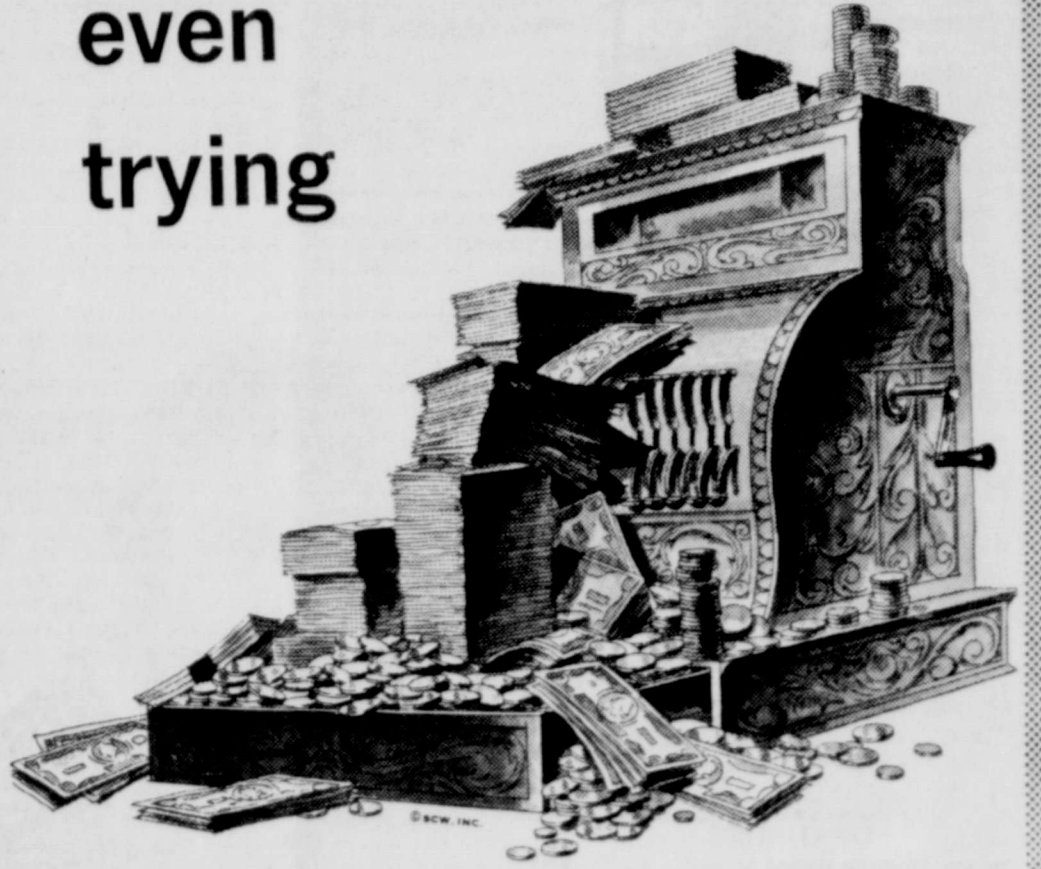
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Come to Church Sunday



ST. MARY MAGDALEN CATHOLIC CHURCH
 REV. ROLAND BUXKEMPER
 SUNDAY: 11:00 a.m. Service of the Word of God and Holy Communion
 The Service of the Word of God and Holy Communion is also celebrated on Monday and Thursday at 8:00 p.m. and on Saturday at 7:30 p.m.
 MONDAY: Christian Education Classes:
 3:30 p.m. Grades 1-3
 4:30 p.m. Grades 4-8
 6:00 p.m. High School Students
 9:00 p.m. Adults
 BAPTISMS: 1st Sunday of the month at 11:00 a.m.
 Confession of Sin: Before all Services
 Church Council: meets the 3rd Sunday of the month at 3:00 p.m.

WEST SIDE CHURCH OF CHRIST
 Sunday Morning Worship.....10:30
 Evening Services.....7:00
 Wednesday Evening.....7:00

SANDHILL BAPTIST CHURCH
 CRAIG WILCOX, Minister
 Sunday Services
 Sunday School.....10:00
 Morning Worship.....11:00
 Training Union.....6:30
 Evening Worship.....8:00

FIRST UNITED METHODIST CHURCH

C.B. MELTON, Pastor
 Sunday Services
 Sunday School.....9:45
 Worship Service.....11:00
 Youth Fellowship.....5:00
 Evening Worship.....6:00

FIRST CHRISTIAN CHURCH
 DWAYNE GRIMES, Pastor
 Sunday Services
 Sunday School.....9:45
 Worship Service.....11:00
 Youth Meeting.....6:00

FIRST BAPTIST CHURCH
 F.C. BRADLEY, Pastor
 Sunday Services
 Sunday School.....9:45
 Morning Worship.....11:00
 Training Union.....6:00
 Evening Worship.....7:00

CALVARY BAPTIST CHURCH
 HOLLES PAYNE, Pastor
 Sunday Services
 Sunday School.....9:45
 Morning Worship.....11:00
 Training Union.....6:30
 Evening Worship.....7:30

BIBLE BAPTIST CHURCH
 JOHN K. FAULKNER, Pastor
 Sunday School.....9:50
 Morning Worship.....10:45
 Sunday Evening Prayer Meeting.....6:00
 Sunday Evening Services.....6:30
 Wednesday Evening Services.....7:30

NEW HOPE PRIMITIVE BAPTIST CHURCH
 BEATHEL JEFFREY, Pastor
 Sunday Services
 2nd Sunday
 Morning Worship.....11:00
 2nd Saturday Afternoon.....2:00
 2nd Saturday
 Evening Worship.....7:00

CEDAR HILL ASSEMBLY OF GOD CHURCH
 Cedar Hill Assembly of God Church
 ROBERT G. SLATON, Pastor
 Sunday Services
 Sunday School.....10:00
 Morning Worship.....11:00
 Evangelistic Service.....7:30

ALDERSGATE SPANISH UNITED METHODIST CHURCH
 Sunday Services
 Sunday School.....10:00
 Morning Worship Service.....11:00
 Evening Prayer Service.....7:00
 Wed. Evening Bible Study.....7:00
 Every Second Sunday of the Month Family Day



Pastor W. G. Lillard
 First Assembly of God

"A New Lease On Life"

The thought for today is taken from St. Luke's gospel, the fifteenth chapter. This scripture setting deals primarily with a young man and his misfortune in life. Like many people today, this young man made errors in his life and due to those errors, he greatly suffered. Misfortune, trouble, and heartache fell his lot. This young man journeyed into a far country. A country strange and foreign from any that he had ever known or encountered. In the midst of this strange and foreign country he wasted his substance with riotous living. And as true as the old, old saying, "When it rains, it pours," a famine arose in the land and the man began to suffer and be in want. But in the midst of a seemingly hopeless situation, one of the greatest things that could have happened to him, and millions just like him today, took place in his life. No, he didn't inherit his rich uncle's estate; nor did he receive an increase in his salary; but, rather, he came to himself.

We've encountered situations and problems over the last year that were as strange and foreign to us as was the far country to the young man in the scripture reading today. We've encountered the famine that has swept the land and in many cases we've even become a part of it.

And, even as the young man, we've begun to be in want, though the world has everything to offer right at our finger tips. And though these things have existed and prevailed in the passing year, let us remember that the companionship and security that the Father and home bring have always been there all the time. They didn't "up and walk off," but; rather, we were the ones that have walked off.

As we exit the year 1969 there are those in our world that have memories of sadness, tears, pain, and even tragedies. For these millions of suffering and desperate people there is a longing within their hearts for a NEW LEASE ON LIFE.

That NEW LEASE ON LIFE will only come as it did with the young man in Luke's gospel; when we come to ourselves and realize our dependence on the Father back home.

We're about to cross the threshold of the year 1970 and there is already doubt and fear that fill our hearts for what the new year holds. We don't know what the future holds; but, we know who holds the future, and that NEW LEASE ON LIFE.

W. G. Lillard, Pastor
 First Assembly of God Church

THE CHURCH OF THE NAZARENE

HERBERT ELS, Pastor
 Sunday Services
 Sunday School.....9:45
 Morning Worship.....11:00
 N.Y.P.S.....5:45
 Evening Worship.....6:30
 Prayer Meeting, Wed.....7:30

CUMBERLAND PRESBYTERIAN CHURCH

Sunday School.....9:45
 Bible Study.....6:30

FULL GOSPEL CHURCH

202 Marivena
 Sunday Services
 Sunday School.....10:45
 Morning Worship.....11:00
 Evening Worship.....7:30
 Prayer Meeting, Thursday.....7:30

DOUGHERTY BAPTIST CHURCH

JIM DEWESE, Pastor
 Sunday Services.....10:00
 Morning Worship.....11:00
 Training Union.....7:00
 Evening Worship.....8:00

CITY PARK CHURCH OF CHRIST

Sunday Services
 Bible Study.....9:45
 Morning Worship.....10:40
 Bible Study.....5:15
 Evening Worship.....6:00
 Bible Study Wednesday.....8:00
 Ladies Bible Study, Wed.....9:30 a.m.
 DELMAR ANDREWS, Minister

WALL STREET CHURCH OF CHRIST

O.W. KIRK, Elder
 Sunday Services
 Communion and Morning Worship.....10:30
 Evening Worship.....5:00

SOUTH PLAINS BAPTIST CHURCH

REV. W.L. TRICE, Pastor
 Sunday Services
 Sunday School.....10:00
 Morning Worship.....11:00
 Training Union.....6:00
 Evening Worship.....7:00

CARRS CHAPEL

Services Every Sunday
 Rev. Russell McAnnally of Petersburg, Pastor
 Teaching.....9:30 a.m.
 Sunday School.....10:30 a.m.
 Evening Services

VICTORY BAPTIST CHURCH

PETE LOONEY, Pastor
 Sunday Services
 Sunday School.....10:00
 Morning Worship Service.....11:00
 Sunday Evening Worship.....7:00
 Mid - Week Worship - Wed. Eve.....7:30

NEW SALEM PRIMITIVE BAPTIST CHURCH

JOE M. JACKSON
 Sunday Services
 Congregational Singing.....10:00
 Morning Worship.....11:00
 Regular Conference Meeting each
 Second Saturday Night.....8:00

SPANISH BAPTIST MISSION

RAYMOND ASEBEDO, Pastor
 Sunday Services
 Sunday School.....9:45
 Morning Worship.....11:00
 Training Union.....6:00
 Evening Worship.....7:00

FIRST ASSEMBLY OF GOD CHURCH

W.G. LILLARD, Pastor
 Sunday Services
 Sunday School.....9:45
 Morning Worship.....11:00
 Youth Service.....5:30
 Evangelistic Service.....6:00
CEDAR HILL BAPTIST CHURCH
 Sunday Services
 Sunday School.....10:00
 Morning Worship.....11:00
 Evening Worship.....7:30

This Inspirational Message Is Sponsored By The Following Civic-Minded Firms:

Carthel Fertilizer & Oil
 Federal Land Bank Of Floydada
 Hale & Hale Insurance
 Edmiston Plumbing & Heating
 Russells Shop & Equipment
 Floydada Real Estate & Insurance

McDonald Implements
 Gilbreath Humble Products
 Consumer Fuel Association
 Parker Furniture
 Wylie Butane
 City Auto Inc.

Floydada Implement Co.
 Martin & Company
 Carl Jarrett Service & Oil Co.
 Reed Ford Sales
 Farmers Co-op Gins
 Goen & Goen Insurance

Collins Implement Co.
 M.J. Weems Oil Co.
 Quality Body Shop
 Solomon Jewelry
 Hesperian Office Sup
 Ponderosa Meat Co.

CLASSIFIED ADS

ANNOUNCEMENTS



FLOYD COUNTY NOXIOUS WEED CONTROL DISTRICT Chapter No. 227 Arch Masons Lodge held their stated meeting first Tuesday night second Saturday night of each month at 8:00. tfc



FLOYD COUNTY MASONIC LODGE NO. 227 F. & A.M. will hold stated meeting the second Saturday night of each month at 8:00. tfc

FLOYD COUNTY LODGE NO. 34 every Thursday night O. Fay Gooch, Noble Foster Amburn, Secy. tfc



Meeting at 5:16 will be meeting first and third Tuesdays a.m. All members are to be present. tfc

THIS SPACE FOR RENT

SALE

LIGHT GREEN ADDING MACHINE PER, 2 1/4"

15¢ PER ROLL

HESPERIAN OFFICE SUPPLY FLOYDADA 983-3737

FLOYD COUNTY TITLE TRACT CO. Tracts of Title Insurance on L. Stewart and Manager 17 W. Calif. 983-3728 Floydada, Texas

LEGAL NOTICES

REAL ESTATE

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

FOR SALE - Beautiful new 3 bedroom brick home, paneled den, two baths, plenty of storage space, 908 Leonard. Call J. K. West, 983-3031 tfc

THIS SPACE FOR RENT

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 house, with den, 206 Jeffie Ave. 983-3491. 1-1c

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

THIS SPACE FOR RENT

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

FOR SALE

3 bedroom house, 1-3/4 bath, carpeted, Buy Equity, Assume Old Loan - Low Interest. HALE & HALE 106 S. Main 983-3261

FOR SALE - Almost new \$25.00 metal office chair with naugahyde upholstery. \$16.95. Hesperian Office Supply. tfp

FOR SALE - Three bedroom modern home. Fully carpeted, central heated, one bath. Close to school. Low interest 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. Jackson, Floydada. Call Mrs. J. E. Wigginton, Lockney, 652-2162. 12-25c

FOR SALE

Two tracts, approximately 500 acres each, partly cultivated, on pavement, convenient to markets. Also one section of land. About 255 acres in cultivation. Near Floydada. Hollis R. Bond Real Estate, 983-2151. tfc

RENTALS

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

FOR RENT - Two bedroom unfurnished 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

THIS SPACE FOR RENT

FOR RENT TO LADY - Bedroom and Garage, 819 Cedar, Ph. 983-3255. tfc

FOR RENT - Four room furnished house 920 S. 3rd. 1-8c

FARMS & RANCHES

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

FOR SALE - 2 tracts 221 acres, 11 miles south of Floydada. Good allotments. 4 wells. 280 additional acres available. 983-2663. tfc

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

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

FOR SALE - 80 acres land. Call 983-3426 after 6. tfc

THIS SPACE FOR RENT

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

FOR LEASE - 160 acre farm. Subject to irrigation. Mrs. V. C. Rapp, 301 W. Jackson, Floydada. 1-1p

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 evenings 744-6188 or 744-6221. 1611 Ave. M., Lubbock, Texas. tfc

CASH LEASE - 160 acres dry land farm. Mrs. Fred Gross. 983-3648. tfc

COW POKES

By Ace Reid



"I shore bet that feller that invented heaters fer pickups wuz an ole cowboy!"

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 Machinery. Lawson Bros. E. Missouri St. tfc

LIVESTOCK

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

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

FOR SALE - Good young Yorkshire boar. Willie B. Eakin. Phone 667-2289, Petersburg. tfc

FOR SALE - We have in stock some new electric Smith Corona typewriters \$159.95 up. Hesperian Office Supply. 983-3737. tfp

THIS SPACE FOR RENT

FARM LOANS

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

HESPERIAN CLASSIFIEDS SELL

Call 983-3737
CLASSIFIED ADVERTISING RATE: 6 CENTS PER WORD FIRST INSERTION, 4 CENTS EACH SUBSEQUENT INSERTION, MINIMUM CHARGE 75 CENTS.
CLASSIFIED DISPLAY RATE: 8 CENTS PER COLUMN INCH.
CARDS OF THANKS, \$1. COPY DEADLINE 5 P.M. TUESDAYS.

EMPLOYMENT

HELP WANTED - School crossing guard. Female preferred. Call city secretary or city manager, 983-2834 for additional information. tfc

INTERVIEWER WANTED for part-time telephone survey work. Give phone number. Must have private line. Not a selling job. Air mail letter including education, work experience and names of references to: American Research Bureau, Field Staff Department, 4320 Ammendale Road, Beltsville, Maryland 20705. 1-15p

MISCELLANEOUS

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

1969 MODEL Design-O-Matic Sewing Machine in optional 8-drawer Early American Cabinet with chair. Buttonholes, fancy patterns, etc. Half paid out. Free Home Demonstration, 20 year parts and service guarantee. Write: Lubbock Sewing Center, 1114 19th St., Lubbock, Texas 79401, PO2-3126. tfc

OVERWEIGHT REDUCE water build-up - safe and fast with Wasser Tabs (water-tabs) available at Arwine Drug Store. 1-1c

WANTED - Custom feeding. Floydada Feeders 983-5211. tfc

\$50 REWARD for information leading to conviction of vandals who damaged building at 313 S. Wall St., Floydada. FW 5-0158 or SW 5-5878, Lubbock. tfc

WANTED

WANTED... big snow Wednesday, Thursday, and Friday, so I can use my new sled. Thanks. 12 25p

WANTED TO BUY - Nice good home in vicinity of South Plains community. Would consider some acreage. Write Box Q, c/o Floyd County Hesperian, Floydada Texas. tfc

FOR SALE

FOR SALE - Small child's bicycle. Good condition. \$10. Call 983-3034. 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

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

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

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

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

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

LIKE SWEET ONIONS? New Blue Ribbon assortment 600 Sweet Onion Plants, \$3.60 postpaid (with free planting guide). Remit by check or money order to Texas Onion Plant, Care of Floyd County Hesperian, Box 700, Floydada, Texas 79235. 3-26p

AMPEG Jet Guitar Amplifier with Tremble Control. \$50. 983-2375. 1-1p

TO PARTY with good credit repossessed 1968 model Singer Sewing Machine. 5 payments at \$5.56. Will discount for cash. Write - Lubbock Sewing Center, 1114 - 19th St., Lubbock, Texas 79401, PO2-3126. tfc

"NEVER used anything like it," say users of Blue Lustre carpet cleaner. Rent electric shampooer \$1. Perry's, 104 California St., Floydada. 1-1c

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

BOGEN MODEL RT 4000, FM Stereo Transistor Receiver for component stereo. Peak Power 40 Watts per Channel. New price was \$279.95. Will sell for a firm \$95. Charles Holland, 983-2375. 1-1p

THIS SPACE FOR RENT

For COLDS take 666

SERVICES

MATTRESSES - New or renovated. For appointment call City Trim Shop. 983-2332. tfc

GUARANTEED REPAIR SERVICE on typewriters, adding machines, calculators. Hesperian Office Supply. Phone 983-3737. tfp

COMPLETE Vacuum Sweeper Service including hose installed on all makes. Home Appliance Service, 116 W. Missouri Street, 983-2846. tfc

YES - WE REPAIR ADDING MACHINES, CALCULATORS, TYPEWRITERS. ALL WORK GUARANTEED. HESPERIAN OFFICE SUPPLY, 983-3737. tfp

ALL PARTS for some washers. Complete line of belts for all washers and dryers. Home Appliance Service, 116 W. Missouri St. 983-2846. tfc

RENEW YOUR SUBSCRIPTION or enter your new subscription to the LUBBOCK AVANCE-JOURNAL at the Floyd County Hesperian. See the Hesperian for subscription rates for morning or evening papers, for 1 month, 3 months, 6 months, or one year. tfp

MR. FARMER - Come to Blanco Offset in Floydada and buy 28" x 34" aluminum sheets to cover your truck beds and granary floors so the grain won't leak out. 10¢ a sheet. Phone 983-3737. tfp

DO PEOPLE READ A TWO-INCH AD?

YOU ARE RIGHT NOW

Arthur B. Duncan Abstract Company MAUD E. HOLLUMS Owner and Manager ABSTRACTS - TITLE INSURANCE

Agents for Stewart Title Guaranty Company, member Texas Title Association and American Title Association. TELEPHONE 983-3167 Office on South East Corner public square. Corner California and Wall, Floydada, Texas.

"The Oldest Abstract plant in Floyd County."

SUPERIOR CLEANERS For Quality Dry Cleaning the Approved Sanitone Way CALL 983-3540

NOW! WE STOCK GENUINE

3M THERMOFAX PAPER

500 SHEETS WHITE \$17.95

Hesperian Office Supply

MISTLETOE TRANSIT CO.

OF FLOYDADA Offers You SECOND MORNING SERVICE OUT OF DALLAS OVERNIGHT SERVICE OUT OF LUBBOCK AND AMARILLO

Delivered To Your Door INSIDE CITY LIMITS

SMALL PACKAGE EXPRESS; WE CANNOT HANDLE SHIPMENTS OVER 100 LBS. ROY KINARD 983-3321

IT'S SUCH A COMFORT TO TAKE THE BUS AND LEAVE THE DRIVING TO US

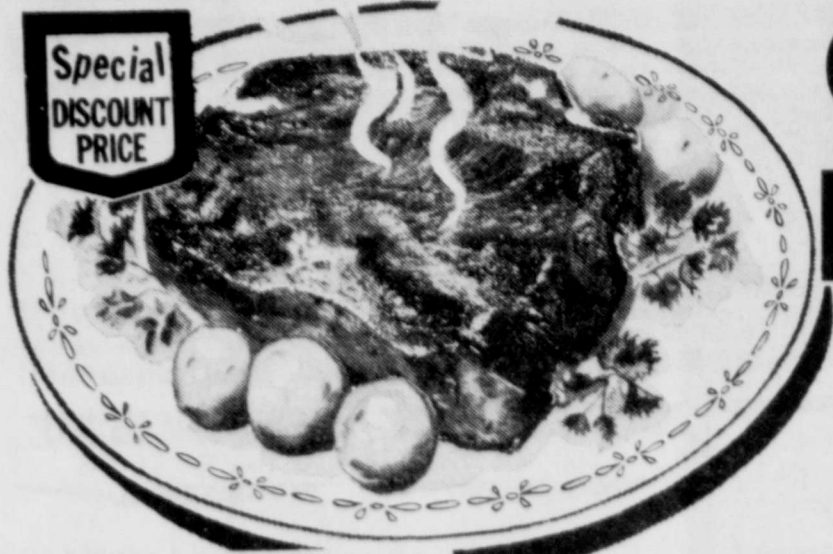
TO VERNON & BEYOND LV FLOYDADA 7:55 a.m. LV FLOYDADA 4:20 p.m.

TO PLAINVIEW & AMARILLO LEAVE FLOYDADA 9:40 a.m.

TNM&O COACHES, INC. 130 W. MISSOURI PHONE 983-2306

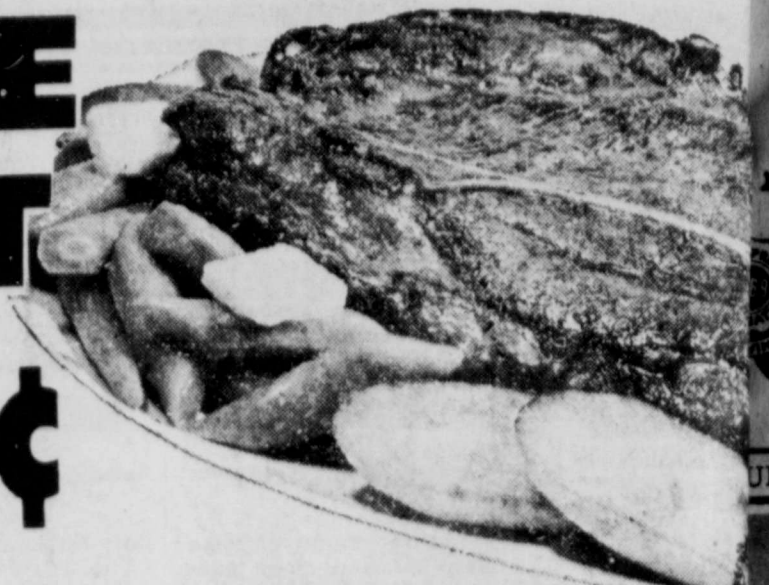
Hollis R. Bond Real Estate

BOOTHE BUILDING FLOYDADA



CHUCK 7-BONE ROAST
Blade Cut U.S.D.A. Choice Pound **48¢**

CHUCK 7-BONE ROAST
Center Cut Chuck U.S.D.A. Choice Beef Pound **68¢**



- Special DISCOUNT PRICE**
- Boneless, Waste Free, U.S.D.A. Choice Beef **CHUCK ROAST** Pound **88¢**
 - Bread and Pan Fry, Cut From Grade A Fryers **SPLIT FRYER BREASTS** Pound **79¢**
 - Fairmont Brand, Five Varieties **SOUR CREAM DIPS** 8-Ounce Packages **33¢**
 - FARMER JONES Hickory Smoked **SLICED BACON** Pound **79¢**
- Compare Dairy Values!*
- Imperial Soft Spread **MARGARINE** 1-Pound Package **47¢**
 - Pillsbury Parkhouse **ROLLS** 10 1/2-Ounce Cans **39¢**
 - San Francisco Corn Meal **TORTILLAS** 50-Count Package **59¢**

- Serve with Blackeyed Peas **SALT JOWLS** Pound **39¢**
- Boneless Waste Free, U.S.D.A. Choice Beef **ARM ROAST** Pound **94¢**
- Stew or Boil for Soup, U.S.D.A. Choice Beef **PLATE BOIL** Pound **28¢**
- Shoulder Cuts, U.S.D.A. Choice Beef **SWISS ARM STEAK** Pound **88¢**
- Braise or Barbecue, U.S.D.A. Choice Beef **SHORT RIBS** Pound **38¢**
- Larded and Tied, U.S.D.A. Choice Beef **PRIME RIB ROAST** Pound **88¢**

- Add Seasoning and Simmer, Coarse Ground **LEAN CHILI MEAT** Pound **79¢**
- Farmer Jones, 100% All Meat **FRANKFURTERS** 1-Pound Package **79¢**
- Oven Broil or Barbecue, U.S.D.A. Choice Beef **NEW YORK STEAK** Pound **38¢**
- Lean Northern Pork, 6 to 8 Pound Average **FRESH PICNIC ROAST** Pound **49¢**
- Low Everyday Prices on Baking Needs!*
- Keebler, Old Fashion Peanut Butter **COOKIES** 14-Ounce Package **49¢**
 - Sunshine, Hi Ho's **CRACKERS** 16-Ounce Box **39¢**
 - Nabisco **WAVERLY WAFERS** 11 1/2-Ounce Package **39¢**

PORK CHOPS Full 1/4 Pork Loin Lean Northern Pork Pound **79¢**

RING-IN The New Year WITH LOW DISCOUNT PRICES



LOW DISCOUNT PRICE

SUGAR
C&H, Holly or Imperial 5 Pound Bag **49¢**

Norwich, 15-Grain **SACCHARIN** 500-Count Bottle **73¢**

- Hi Plains **TOMATOES** 8 No. 303 Cans **19¢**
- Cal Vale, Yellow Cling **PEACHES** 4 No. 2 1/2 Cans **88¢**
- Campfire **PORK & BEANS** 10 No. 300 Cans **19¢**
- Bonne, 20c Off Label **LIQUID DETERGENT** Quart Bottle **29¢**
- Bonne, Heavy Duty, 10c Off Label **DETERGENT** Giant Box **49¢**
- Grape or Red Plum **BAMA JAMS** 3 18-Ounce Jars **19¢**
- Pride Saltine **CRACKERS** 1-Pound Box **19¢**

SWEET PEAS
Del Monte Cut No. 303 Cans **5 \$1**

Carol Ann **SWEET PEAS** No. 303 Can **19¢**

GREEN BEANS
Del Monte No. 303 Cans **5 \$1**

Carol Ann, Cut **GREEN BEANS** No. 303 Can **19¢**

TOILET TISSUE
Family Scott Asst. Colors 4-Roll Pkgs. **3 \$1**

Damita Assorted **TOILET TISSUE** 4-Roll Package **33¢**

PAPER TOWELS
Frontier Asst. Colors Jumbo Rolls 2-Roll Package **45¢**

Soft Ply **PAPER TOWELS** 2-Roll Package **39¢**

GOLDEN CORN
Kounty Kist Whole Kernel 12-Ounce Cans **7 \$1**

Carol Ann **GOLDEN CORN** 5 No. 303 Cans **19¢**

- Low, Low Prices on Frozen Foods!*
- Silverdale **ORANGE JUICE** 6-Ounce Can **17¢**
 - SILVER DALE **SWEET PEAS** 10 OZ. PACKAGE **20¢**
 - Patio **ENCHILADA DINNERS** 12-Ounce Package **49¢**
 - Sara Lee **CINNAMON ROLLS** 8 1/2-Ounce Package **73¢**

THIS WEEK'S BONUS MONOGRAMMED GLASSWARE COUPONS

FREE WITH THIS COUPON ONE 12-OZ. MONOGRAMMED BEVERAGE GLASS (your choice of initial) WITH \$3.00 PURCHASE OR MORE. Excluding Cigarettes. (LIMIT ONE COUPON PER FAMILY.)

BUY ONE, GET ONE FREE ONE 12-OZ. MONOGRAMMED BEVERAGE GLASS Expires Jan. 7, 1970 **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 These Everyday Low, Low Prices!*
- Right Guard Anti-Perspirant **88¢** Reg. \$1.29 Retail 5-Ounce Size
 - Vote, Regular 69¢ Retail **TOOTH PASTE** Regular \$1.09 Retail
 - EXCEDRIN** 60-Count Bottle **79¢** Greaseless, Special 49¢ Offer, Regular 89¢ Retail
 - VITALIS** Medium Size Plastic Bottle **44¢**

PINTO BEANS Chef's Pride 2 Pound Bag **19¢**

Chef's Pride **PINTO BEANS** 1-Pound Bag **14¢**

THESE PRICES GOOD JANUARY 1, 2, 3, 1970 IN FLOYDADA, TEXAS

PIGGLY WIGGLY

1st in Savings!

- Special DISCOUNT PRICE**
- Garden-Fresh Produce from Piggly Wiggly!*
- Golden Ripe **BANANAS** Pound **10¢**
 - TEXAS Ruby Red **GRAPEFRUIT** 5-Pound Bag **39¢**
 - Rome Beauty **APPLES** Pound **25¢**
 - Adds Color to Your Salad **RED ONIONS** Pound **29¢**
 - Zipper Skin **TANGERINES** Pound **39¢**
 - Fresh **D'ANJOU PEARS** Pound **39¢**

