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The Floyd County Hesperian

28 Pa

VOLUME LXXXII — FLOYDADA FLOYD COUNTY, TEXAS, THURSDAY, DECEMBER 22, 1966 — NUMBER FIFTY-

Five New Directors Announced To Chamber Board

Caprock Chat

By Wendell Tooley

GUESSING at how much cotton Floyd County will make is always an interesting sport to me. This year's "guesstimate" isn't particularly a happy one. . . .we knew all along that it would be much less than the 120,000 bales we ginned last year because of the over 30% reduction in acreage.

The forecasters of different cotton organizations in Lubbock put Floyd at 80,000 bales along about August. After the rainy cool days of August they came down to 70,000 bales. Then after an early October killing freeze, they came on down to an estimate of 60,000 bales for our 62,000 acres.

It looks like I owe Dick Guest a cup of coffee. He figured we would get around 55,000 bales. . . .I guessed 57,000.

When the Lockney Beacon and the Hesperian finished a gin to gin count this week it totaled out 55,277 bales.

There are probably another 100 bales dribbling in to be ginned.

This is the first time in four, maybe five years that Floyd County hasn't ginned better than a bale to the acre average across the county.

Well, like they say. . . .this is a good next year country. . . .we've enjoyed four or five perfect fall seasons. . . .can't keep the bucket full all the time etc!

THE ANNUAL Christmas programs that our schools have featured this week and last are the mainstay of community neighborliness and always highlight one of the "glows" of Christmas.

Children. . . .in the home. . . .children in Christmas programs touch the heart. . . . symbolize much of the spirit of Christmas.

The Floydada High School auditorium was almost full for the PTA Christmas program. I enjoyed watching the children sing and act. . . .I enjoyed seeing the happy audience . . . .and I said to myself this is a real joy. . . .to see our people take time off from the tensions, hustle and bustle of Christmas planning to come together for a Christmas program.

Of course the true meaning of Christmas began with another Child. . . .the Christ Child. God gave this baby that he might come to earth and live as a human being. . . .that he might set an example of Christian perfection . . . .and finally that he might suffer and give his life for the redemption of our lives.

Christmas is still three days away. . . . there's the Christmas week following Sunday until the New Year celebration. . . .there's a lot of time to understand. . . .and experience the true meaning of this Holy event.

WE RECEIVED THIS unusual Christmas greeting from Winnie Angus yesterday:

STATE OF TEXAS)
COUNTY OF FLOYD) SS:
TO WHOM SHALL COME THESE PRESENTS:
GREETINGS!

I Winnie H. Angus, of the City of Floydada, in the County of Floyd, and State of Texas, being of sound mind and disposing memory of stout heart and slim purse, and being desirous of remembering bountifully and extravagantly all whom it is my pleasure to love at this Holiday Season, do now graciously bestow and voluntarily bequeath to you the riches of my good will, the fortune of my earnest prayers, and the wealth of my best wishes.

IN WITNESS WHEREOF, I hereunto set my hand this Twenty-fifth day of December in the year of Our Lord, One Thousand Nine Hundred and Sixty-six.

WITNESS:
SANTA CLAUS
MAY U.B. HAPPY

Signed: Winnye H. Angus

ART OF RECEIVING

The old saying that "It is more blessed to give than to receive" is true up to a point

SEE CAPROCK, PAGE 4



NEW CHAMBER OF COMMERCE BOARD MEMBERS (left to right) Ray Gene Ferguson, Carl Minor, Boone Adams, Alton Higginbotham, and Bill Brown. (Staff Photo)

$4,532,714.00 CROP

Floyd Cotton Farmers Make 55,277 Bales On 62,000 Acres

A gin count of the bales of cotton produced in 1966 was made by the Hesperian and the Lockney Beacon Tuesday and the final tally was 55,277 bales.

The Beacon reported 21,981 bales from the ten gins in the northern end of the county and the Hesperian reported 33,296 bales from the other end.

There are possibly 100 bales yet to be ginned.

In determining an estimate of the money the crop brought, ginners indicated an average price of 15¢ per pound and around $7.00 per bale for seed after ginning. This made an average per bale price of $82.00. Farmers in the weak irrigation or dryland received the best price for their cotton.

Lubbock cotton organizations had estimated 60,000 bales from 62,000 acres in Floyd County.

The inclement weather. . . . too much rain in August, and an early October freeze worked against the cotton farmer, but the 9.42 cents paid on the projected yield by the government helped keep him in business for another year.

Next year's government diverted acre price will be up to 11.53 cents per pound. The price on produced cotton will be down 3/4 of a cent, but the projected yield will be up some in the county.

Floyd cotton farmers have indicated a willingness to help cotton's health to improve by voting for a $1.00 per bale assessment for a promotion fund on next year's crop. . . .and many are seeking better varieties of cotton that will be desirable for the mills when they begin planting next year's crop.

GINS

Floyd County gins experienced a big decline in business due to the diversion and short crop results. . . .as did compresses and other allied industries.

Auditorium Full For Christmas Program

The Floydada high school auditorium was full for the annual Andrews Ward Christmas program, as parents and friends of the school enjoyed one phase of community spirit that continues year after year.

"A Gift For Santa" was the theme of the three act Operetta by Frederic Fay Swift. The Andrews Ward music teachers: Sue Burris and Joni Dell Fitzpatrick were directors of the program.

Mrs. Fitzpatrick played the piano.

The setting was the Milford family's living room. Mrs. Jackie Myrick was in charge of costumes and Mrs. Jimmie Sales was in charge of scenery arrangements.

Usherettes were Roberta Garcia, Kathy Houck, Karen Shipman and Ruby Moore.

The characters were:
Father Milford, Mike Hale; Mother Milford, Kathy Phillips; Ann Milford, Cary Brown; Fred Milford, Jimmy Whitley; Janice Milford, Dana Woody; Santa Claus, Ernest Garza; Carolers, 5th and 6th Grades; Santa's Musicians; 5th Grd
sicians; 5th Grade Rhythm Band; Toy Soldiers, 4th Grade; Dolls, 1st Grade; Christmas Trees, 3rd Grade; and Teddy Bears, 2nd Grade.

Last Minute Reminders

To sum up all the last minute details of community life would be impossible, but these announcements stand forth as most important.

Floydada merchants will close their businesses on Monday after Christmas and Monday after New Year's day.

Floydada schools will reopen January third.

Some Floydada merchants will be open for business tonight and some will be open Saturday night. Some will close at regular time Saturday night.

Special church services for Sunday, Christmas day are printed in detail in this issue of The Hesperian.

Rotarians Give Party For Lubbock Children's Home Boys And Girls

The Floydada Rotary Club gave a Christmas party for several boys and girls from the Lubbock Children's Home, at its luncheon yesterday in the Colonial House.

Frances Puckett entertained the children with a story, "The Littlest Angel," and the children sang "We Wish You A Merry Christmas" at the close of the program.

Rotarian Lon Davis was master of ceremonies. Rotary Anns were guests of the club and Rotarian Herschel Thurston introduced the guests.

Rotary president Andrew McCulley presented gifts to John White of the Lubbock home on behalf of the club, a gift to Burr Buchanan, a gift to Kitty Loyd and a birthday present to J. M. Willson Sr. (red tie)



Floydada Folk Send Less Christmas Cards This Year

Floydada residents have mailed about 6000 less Christmas cards this year than they did through Dec. 20 of 1965. Cancelling machine counter shows the following results in letters and cards mailed beginning December 1st through the 20th each year:

1961 – 122,105
1962 – 126,311
1963 – 123,790
1964 – 121,296
1965 – 114,219
1966 – 98,098

The Post Office window service will be open until 12:00 noon on Saturday 24th but Post Office Box Patrons and resident patrons who have package notices may get them until 6:00 p.m. This will also apply to registered and certified notices but to no other type of service. This service will be rendered through the wooden door that opens to the general lobby and box sections.

On Christmas Day and Monday the 26th, which will be observed as a holiday, only Special Delivery and perishable mail will be delivered and regular schedules for holidays will be in effect.

Postmaster Wester noted that the use of ZIP Code has increased significantly over last year and that people mailed early. He wishes to thank everyone for their cooperation in the separation of their mailings into bundles of LOCAL and OUT OF TOWN. In the past you who are our customers, have been very cooperative in understanding our problems and helping us solve them. And, as much as we try, our success in delivering your mail, depends upon your help. I guess it can all be summed up in the phrase, "Only you were able to put Zip into your Christmas Mail."

SEE CARDS, PAGE 4

Jack McIntosh Heads Extension Committee

Jack McIntosh was selected Chairman of the extension program building committee in a meeting held last Thursday night.

The program building process is a means where the people themselves survey the needs and problems of the county and its citizens and then recommend and work toward the solution of the problems.

During the meeting the extension agents reviewed some of the problems the committee determined that existed in the county and reports were given on work done by the agents to solve the problems. Plans for events and activities to be held in 1967 were also discussed at the meeting.

Other officers elected were Henry Hinton, vice chairman and Mary Phillips, secretary.

Adams, Higginbotham, Brown, Ferguson, And Minor Elected

Five new members of the Floydada Chamber of Commerce were announced at a chamber board meeting at Rogers Restaurant Tuesday morning at the regular board breakfast. Adams, Alton Higginbotham, Bill Brown, Ray Gene Ferguson and Carl Minor.

Another highlight of the meeting was the election of officers for 1967. Clay Henry was elected president, Bill Brown vice president and Alton Higginbotham secretary.

The new board members and officers will take office Jan. 1, 1967.

Adams is a relatively newcomer to Floydada. He moved here about two years ago from Ralls and he is manager of the Hall Well Service.

Higginbotham is power use advisor for Lighthouse Electric Cooperative.

Brown is a farmer and is a member of the newly organized airport commission.

Ferguson is manager of the Floyd County Cooperative Gin.

Minor is a retired groceryman.

Henry is president of the First National Bank.

Holdover directors who will serve another year on the board are: Parnell Powell, Jay S. Hale, Andy Anderson, Don Pemberton, John Stapleton, John Fowler, and Henry.

Retiring directors are: Tommy Assiter, Bill Cagle, Troy Jones, Walton Hale, Wendell Tooley, Keller Holmes and the Rev. Herschel Thurston.

ANNUAL BANQUET

The annual chamber banquet is set for Tuesday night, January 17, 1967 at 7 o'clock. A much sought after speaker, Rev. Charles Allen, pastor of the First Methodist Church of Houston will be the speaker.

The Rev. Thurston has issued a challenge to the board of directors that his "super seven ticket salesmen" will sell more tickets to the banquet than will the rest of the directors. The tickets are already selling, price this year per ticket is $3.25.

The "super salesmen" are: J. M. McNeill, Jim Simpson, Tommy Assiter, Doyle Walls, Boone Adams, John Fowler, and Rev. Thurston.

OTHER BUSINESS

In other business the board was introduced to Danny Wade, visitor from the Floydada High School Student Council, approved the reading of the minutes and the financial report.

Bill Brown reported that the city airport is almost finished and that plans were being made for an air show when the airport is formally opened.

Chamber Manager John Reue reported on the Christmas lighting.

Floydada Football Receipts Down

Like most other athletic departments in this area Floydada football gate receipts were down from last year. The Floydada share of the gate in 1966 was $5,765.62 comparing with $6,260.00 last year.

Floydada gets one half of the gate of each of the ten games after referees have been paid. The referees average $27.50 each per game.

The above income does not include reserved seat sales.

It is interesting to note that an out-of-town game (Tulia) pulled the largest receipts for Floydada in 1966.

The ten game gate receipts are as follows:

Dimmitt, $459.20
Olton, $542.25
Post, $698.20
Memphis, $713.20
Hereford, $680.40
Tulia, $730.83
Friona, $373.32
Hale Center, $468.23
Lockney, $591.46
Abernathy, $508.33.

Floydada had a 2-8 last year and a 6-4 record this year as they were co-champions with Memphis.



CO-CHAMPION TROPHY – head football coach Bill Curry presents district co-champion gold trophy to high school principal Charles Tyer. The presentation was made at annual football banquet. (Staff Photo)

We wish you all a MERRY CHRISTMAS

Wendell Flois Peggy Sharron Sue Butch Gwen John Robert Dave

©SCW, INC.

E NEWS Melba Wideman

ec. 19 – The Switzer ion was held during d in the McCoy and unities. On Satur- the group met in Mrs. Pearl Reddy or their Christmas pper and on Sunday ch at the Primitive Building. Those re Mr. and Mrs. W. er, Mrs. Pearl Red- d Mrs. G. W. Swit- and Glenn, all of Mr. and Mrs. Earl Plainview; Mr. and Switzer and Ann, rs. Ray Switzer, Mr. Vernon Blackwell, aron and Tommy, all lo; Mr. and Mrs. mbles, Taresa and nd Carolyn Collier, lls; Mr. and Mrs. er, Mrs. Charles elly, Stephanie, and lls; Mrs. Willie Lubbock; Mrs. rson, Belva Jo and man. A number of r family attended vices at the Baptist Sunday morning as mbles, a minister- at Hardin-Simmons brought the morn- g.

eman, Abilene, ar- y afternoon to spend with his parents, rs. Haney Wideman

y Cox, Ft. Myer, rrived Saturday at his parents, Mr. and Cox, Dorothy, Kenny where he will spend day leave. Others ring the weekend d Mrs. Delman Hil- tle, Lubbock. For- n, Ralls, visited on noon.

al Christmas pro- held at the Baptist day evening. After m, Rev. and Mrs. were hosts to open parsonage. Christ- es", coffee and served.

Mrs. Jerry Vaughan, sited Sunday after- her parents, Mr. and rtin.

guests in the home Mrs. Roy Mara were ter and her husband, Mrs. David Boren, Additional guests lunch were Mr. and Ogle and Scott and ld, Lorenzo.

Mrs. Howard Har- and Diane went to Sunday where they guests of Mr. Har- and family, Mr. and n Allen and Robert day afternoon of last R. C. Guest en- mbers of her Sun- class with a Christ- Party. Those pre- Mrs. Morris Wide- D. A. Barnhart, Mrs. efield, Mrs. Gene , Mrs. Bud Cox, Mara, and Mrs.

Mrs. Harold Reese l and Grandmother Plainview, visited Sunday afternoon with Barnhart.

ris Hillin, Houston, Tuesday til Thurs- her brother, Clinton d Mrs. Denning.

Mrs. Morris Wide- on Saturday after- Clyde Wideman, who ent in West Texas being treated for

Littlefield, Lorenzo, Sunday afternoon with Mrs. C. O. Littlefield. alph Martin, Sr., Mrs. lbreath, Mrs. Pony , and Mrs. Ada Walk- visited in Crosbyton ay. Mrs. Gilbreath Martin visited with d Clark, who is a the hospital there. Mrs. Ophel Jennings, visited on Wednes- oon with Mrs. Roxie

mma Ware and Mel- guests in the home of Mrs. W. C. Snow on fternoon.

arnhart spend Wed- Thursday in Vernon business and also daughter and fam- nd Mrs. Nelson Hil- e Ann and Charles. Mrs. Marvin Hein- family, Ralls, visited ward Harris home on vening. Mrs. Harris and Mrs. Heinrich the Band Concert in School Auditorium that

On Saturday evening Mr. and Mrs. H. R. Nance and Rachel and Elder and Mrs. Joe Jackson attended the annual Nance-Verett Family Christmas tree and supper given this year in the home of Mr. and Mrs. Clarence Verett, Kevin and Steve, Ralls. Others present were Mr. and Mrs. C. O. Gilbreath, Mrs. George Periot and Sha, Normala and Scott Gilbreath, Mr. and Mrs. Carl Jackson and Mr. and Mrs. Elvain Verett, Lubbock; Mr. and Mrs. Eddie Verett, Don Ed and Christy and Mr. and Mrs. Harold Verett and Shawn.

Mr. and Mrs. Silas Wheeler visited in the home of Mr. and Mrs. Clinton Denning on Sunday evening.

Mrs. Roxie Travis was a visitor in Ralls, on Sunday afternoon in the home of Mr. and Mrs. Paul Davis.

Mr. and Mrs. Charley Wright and Mary Elizabeth, Mrs. Leona Neff and Mrs. Mary Neff, all of Floydada, visited during the day on Saturday with the H. R. Nances and Joe Jacksons.

Mr. and Mrs. Howard Harris were guests in the home of Mr. and Mrs. Haney Wideman and family on Thursday evening.

Mrs. George Periot and Lory, Ralls, were guests of her parents, Mr. and Mrs. C. O. Gilbreath, on Tuesday evening.

D. A. Barnhart returned on Monday from Greenville where he had spent three days visiting his sister and her husband, Mr. and Mrs. Herbert Spradling. Spradling has been hospitalized for several days following a minor tractor accident on his farm.

Mr. and Mrs. Jack Starkey, of Flomot, and former residents of the community, visited the Joe Jacksons on Monday morning.

Mrs. Clinton Denning entertained ladies of the community with a Christmas coffee on Wednesday morning. Those attending were Mmes. Dan James, Leon Ferguson, Tommy Assiter and Darla, J. K. Holmes, S. L. Holmes, Sr., Ronnie Stewart and baby, D. A. Barnhart, C. O. Gilbreath, Ralph Martin, R. L. Martin, Jr., Pony Alexander, Paul Wheeler, Eddie Verett and Christy, Silas Wheeler, Emma Ware, Thurman Richards and Connie Roxie Travis, Roy Mara, Norris Boatman, C. L. Davis and Tresa, Don Pulliam, Morris Wideman, C. O. Littlefield, R. C. Guest, Haney Wideman, Wayne Mixon and Jay, Joe Jackson, Doris Hillin, Peachie Parrish, Alfred Clark, A. J. Cowley, and Misses Ruth Bartley, Rachel Nance and Melba Ware.

May we wish to all a Merry Christmas and Happy New Year!

Alexander Rites Held Tuesday

Funeral rites for Richard Gayle Alexander, 50 year old Harmony Community farmer, were conducted Tuesday afternoon in the First Baptist Church in Petersburg. Interment followed in Rest Haven Memorial Cemetery in Lubbock.

Alexander died Sunday morning at Sheppard Air Force Base hospital at Wichita Falls. He and his wife had gone there the previous Wednesday where Alexander was due for a check-up. He had apparently been in good health until stricken with a heart attack.

Reared in Colorado City, Alexander had lived near Floydada for the past two years, moving from Idalou. He had served 22 years in to U.S. Army and retired in 1962.

Survivors include his wife, Cleo; one son, 2nd. Lt. Charles R. Alexander of George Air Force Base in California; one daughter, Janice who is a student at Hardin-Simmons in Abilene; four brothers, H. C., R.C. and Clyde C. all of Odessa and Sgt. Maj. Foster W. Alexander of the U. S. Army stationed in Germany and one sister, Mrs. W. P. Gary of Colorado City.

Among pallbearers from Floyd County were Glenn Pool, Chloma Williams, Bob Hopper and Everett Miller.

FLOYD DATA

Mr. and Mrs. Frank Harmon left this week, stopped over in Austin for his check-up then continued on to other points in Texas to spend the holidays with their children.

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

THREE SHOPPING DAYS LEFT! SAVE DURING OUR

Beall's DEPARTMENT STORES

SHOP TONIGHT TILL 7:30 P.M.

SHOP SATURDAY FROM 8:30 A.M. TIL 7 P.M.

Pre-Christmas CLEARANCE



ENTIRE STOCK

MEN'S SUITS

20% OFF

INCLUDES EVERY SUIT IN STOCK. GIVE FOR CHRISTMAS



ENTIRE STOCK

Girls Coats

REG.	NOW
3.99	3.00
6.99	5.00
11.99	9.00
14.99	12.00
17.99	15.00
19.95	16.00
24.95	19.00

INCLUDES GIRLS CARCOATS AND LONG DRESS STYLES. SIZES 3–6X AND 7–14.



SALE

HUNDREDS OF LADIES STRICTLY FALL DRESSES

REG.	NOW
8.99	5.00
10.99	7.00
14.99	9.00
17.99	13.00
22.95	17.00

ENTIRE STOCK

Ladies Coats Reduced

REG.	NOW
35.00	29.00
40.00	32.00
44.00	35.00
60.00	48.00

CLEARANCE

Mens Dress Shoes

BROKEN SIZES AND STYLES

VALUES TO $10.99

NOW ONLY $5.00

CLEARANCE

ONE TABLE

LADIES & CHILDRENS SHOES

VALUES TO $6.99 PR.

NOW ONLY $3.00

WOMEN'S SHOES



SALE LADIES

FALL SHOES

VALUES TO $14.00

DRESS SUEDES

BLACK AND GOLD

-10.00

LADIES QUILTED ROBES

20% Off



SPECIAL SELECTION

LADIES & GIRLS HOUSESHOES

20% Off

ASSORTED STYLES AND COLORS. IDEAL FOR GIFT GIVING. SELECT EARLY.



ENTIRE STOCK

BOYS COATS

VALUES TO 10.99

$7.00

HOODED STYLES IN DOE–LON LIKE LEATHERS AND CORDUROYS. SIZES 6 TO 18

REDUCED LADIES FASHION BOOTS

VALUES TO 10.00

$7.00

PRE–CHRISTMAS CLEARANCE

MENS FALL JACKETS

20% Off

PRE–CHRISTMAS CLEARANCE

MENS DRESS GLOVES

20% Off

REDUCED MENS ALL WEATHER COATS

ZIP–OUT LINING

REG. $19.95	$15.00
REG. $22.95	$17.00

MENS TOPCOATS

REG. $35.00 AND $39.95	$29.00

PRE–CHRISTMAS CLEARANCE

Boxed Towel Sets

REG. $3.98 VALUE	2.99
REG. $2.98 VALUE	1.99
REG. $1.98 VALUE	1.44

CLEARANCE

Fall Piece Goods

ONE GROUP VALUES TO $1.29 YD.	77¢
ONE GROUP VALUES TO 98¢ YD	50¢
ONE GROUP	3 for $1.00

CAPROCK,

FROM PAGE 1

but there is also something to be said for the spirit in which one receives. He who can receive graciously makes the giver doubly happy. Many have learned to give generously, even with love, but have not mastered the art of 20 children in a day nursery supported by a receiving graciously. . . .A very charitable lady took it upon herself to supply gifts for welfare organization. She was surprised and embarrassed when she learned that each child, in turn, was making a gift for her. When she protested to the matron, that lady looked at her long and silently before she said, "Surely, you would not deny them the joy and spiritual lift they will get from giving you these trifles?" –Irene McDermott, "The Value of Gifts."

CARDS,

FROM PAGE 1

Please remember that if your package does not arrive by Saturday the 24th, it will not be in this office, because we will work until all of them are delivered if it takes until midnight. Usually, we are all through by 4:00 p.m. on Christmas Eve. MERRY CHRISTMAS to each of you.



County Agent's Corner

Brucellosis recertification testing has begun in Floyd County. In order for the county to remain a Modified Certified Brucellosis Free County a small percent of the herds must be tested every three years.

Brucellosis is often called "Bangs" disease in cattle and milk from a diseased animal can cause undalant fever in people.

Any cattle owner may have his herd tested on request. Contact with the County Agent in Floydada should be made in regards to the request. It would be very beneficial for owners of milk cows to have their herds tested.

All counties within 100 miles of Floyd County are Modified Certified Counties. In the event that Floyd County did not recertify every cow leaving the county would have to be tested prior to moving so all owners are asked to cooperate with this program.

Repeat Performance

Who was that blonde I saw you with last night?

The redhead I was with Thursday night.

Local Men On South Plains Boy Scout Council Board

Kinder Farris, Ralph Johnston and J. M. Willson Sr. have been re-elected to the executive board of the South Plains Council of Boy Scouts. Willson is a trustee.

Dr. Charles Craig has been elected as district chairman of the Comanche Trail district.

James Word is on the nominating committee.

Pvt. Hobbs Completes Training

FT. ORD, CALIF. (AHTNC)– Army Private Jerry M. Hobbs, 19, son of Mrs. Verna R. Crenshaw, Matador, Tex., completed eight weeks of advanced infantry training Dec. 16 at Ft. Ord, Calif.

He received specialized instruction in small unit tactics and in firing such weapons as the M-14 rifle, the M-60 machine gun and the 3.5-inch rocket launcher.

His father, Leslie E. Hobbs, lives at 2011 Avenue B, Brownwood, Tex.

His wife, LaQueeta, lives at 409 N. Berkshire, Crosbyton, Tex.

Pvt. Walding Completes 8 Weeks Training

FT. ORD, CALIF. (AHTNC)– Army Private Clarence D. Walding, 25, son of Mr. and Mrs. Clarence N. Walding, 820 W. Virginia, Floydada, completed eight weeks of advanced infantry training Dec. 16 at Ft. Ord, Calif.

He received specialized instruction in small unit tactics and in firing such weapons as the M-14 rifle, the M-60 machine gun and the 3.5-inch rocket launcher.

His wife, Dwana, lives at 1313 65th Drive, Lubbock, Tex.

MT. BLANCO NEWS

MT. BLANCO, Dec. 19 – Mr. and Mrs. Frank Norman visited in the Weldon McClure home Wed. night.

The annual anniversary dinner was at the Brice Allen home on Friday night. Those attending were: Mr. and Mrs. S. G. Appling, W. E. Crawford, Earnest Stewart, Thomas Williams, Weldon McClure, and Brice Allen. All in this group have wedding anniversaries around Christmas time.

Mrs. Anthony Latta gave a book review to the Home Demonstration Council in Floydada on Friday.

Mr. and Mrs. Millard Watson visited in Lubbock Wednesday with Mr. and Mrs. J. H. Watson and Miss Sherry Watson.

Mr. and Mrs. Harold Verett and Shawn went to a family Christmas Tree party Saturday night in the home of Mr. and Mrs. Clarence Verett of Ralls. Supper was served and gifts were exchanged by about 24 members of the Nance family.

Miss Susan Allen visited with Miss Carol Latta Friday night while her parents were entertaining the Anniversary Club group.

Mr. and Mrs. Weldon McClure had supper Saturday night with their daughter's family, Mr. and Mrs. Wayland Jones of Dougherty.

Mr. and Mrs. Millard Watson visited Mrs. Henry Brewer Tuesday afternoon.

Several ladies of the community attended a baby shower for the new son of Mr. and Mrs. Tom Williams Friday afternoon in Crosbyton.

Mrs. Millard Watson went to a shower for Mrs. Danwyn Fowler Saturday.

Miss Debra Moses spent Friday night with her grandparents, Mr. and Mrs. C. F. Flemins. Dee Moses was a Saturday night guest of the Flemins.

Mr. and Mrs. Frank Moore and Mr. and Mrs. Weldon McClure attended the Christmas party of the Esther Sunday School class Tuesday night at the Memorial building.

Mr. and Mrs. B. H. Wheeless visited with Mr. and Mrs. Frank Moore Sunday afternoon.

Mr. and Mrs. Weldon McClure had dinner Sunday with Mr. and Mrs. Tom Williams.

Mr. and Mrs. C. F. Flemins and Debra Moses visited Friday night with Mr. and Mrs. Bobby Kendrick and Byron.

Miss Kathryn Kendrick went to the Junior Harmony Club Christmas party Friday night in the home of Miss Elain Webster.

Sunday afternoon visitors of Mr. and Mrs. B. H. Wheeless were Mr. and Mrs. Vernon Wheeless and Mr. and Mrs. Gene Johnson and Larry.

Mrs. Bobby Kendrick and Byron visited Saturday with Mr. and Mrs. Robert Winegar and Todd, and Mr. and Mrs. George Stewart, and Miss Becky Kendrick. The Winegars came home with them to spent the week end. Mr. and Mrs. Robert Kendrick and Mrs. Verna McSwain were Saturday night visitors.

Mrs. S. G. Appling visited Mrs. Julia Mosely Friday afternoon.

Sunday dinner guests of Mr. and Mrs. Joe Appling were Mr. and Mrs. S. G. Appling, Mr. and Mrs. Olin Watson Jr. and Luane, and Mr. and Mrs. Olin Watson Sr. of Floydada. Sunday afternoon and supper guests were Mr. and Mrs. Gains Temple and Jay, an' Mrs. S. J. Latta, all of Lubbock.

Mr. and Mrs. B. H. Wheeless visited Mr. and Mrs. Hubert Holcom Saturday night.

Mr. and Mrs. C. F. Flemins went to Lubbock Sunday night to see Mr. and Mrs. H. B. Barnett.

Thursday night supper guests of Mr. and Mrs. Bobby Kendrick, Byron and Kathryn were Mrs. Verna McSwain and Mr. and Mrs. Robert Kendrick.

David and Sam Latta visited Steve and Jim Greene in Plainview Sunday afternoon. Their mother, Mrs. Anthony Latta, was attending a birthday celebration for her aunt, Mrs. W. C. Oaley who was 90 years old.

Mr. and Mrs. Anthony Latta and children visited Mrs. S.R. Wright Sunday night and attended church with her.

Crosby County Pioneer Dies

Funeral services were held yesterday in the First Methodist Church in Crosbyton for Mrs. R. B. Smith, pioneer Crosby County resident and Lubbock resident who died early Tuesday in Crosbyton following a brief illness.

A Crosby County resident from 1900 until 1937, when she moved to Lubbock, Mrs. Smith resided at 2702 20th, Lubbock. She was 84.

Officiating at services was the Rev. Earl Ford of Canyon, assisted by the Rev. Lee Crouch of Crosbyton. Burial was in Lakeview Cemetery in Floyd County under direction of King Funeral Home.

Born in Denton County, she came to Crosby County in 1900 and was married to Robert B. Smith the following year. Smith, recorded as the first white child born in Crosby County, preceded her in death in 1945.

Idalou Rites Conducted For Edward Smith

Edward Smith of Idalou, son of Mr. and Mrs. Leonard Smith of Floydada, was buried Monday in Resthaven Memorial Park in Lubbock following rites conducted in the Idalou Baptist Church.

Smith, a former resident of Floyd County, was found dead Sunday afternoon in his pick-up truck near some roping pens three miles west and a quarter mile south of Idalou. An Idalou doctor, called to the scene, said Smith died from carbon monoxide poisoning. His death was ruled suicide. He had been missing from his home since Friday and a statewide missing persons bulletin had been sent out by Department of Public Safety Saturday according to other news sources.

Smith had been a resident of Idalou for the past 20 years, and was a World War II veteran. He was employed as a welder.

Survivors other than the parents include his wife, Billie Fern; two sons, Joe Ed of the home and Eddy Duane of Lubbock; one daughter, Susan of the home; four brothers, L. H. Smith Jr., Amarillo, Billy Joe Smith of Floydada, Bobby George Smith of Idalou and Leo Smith of Lubbock and one sister, Mrs. Mozell Caldwell of Lubbock.

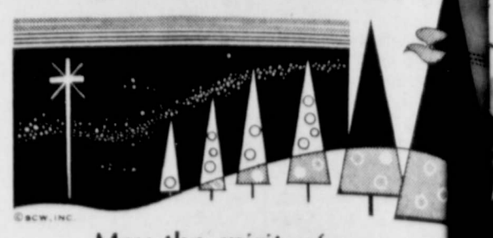
Rev. Joe Motsenbocker of Tucumcari, N. Mex., [illegible] at rites and was [illegible] Rev. B. H. Kendrick [illegible] the Idalou Baptist C[illegible]

For many years, Mr. and Mrs. Smith resided in a rock ranch house north of Crosbyton which has become a noted area landmark.

Survivors include a daughter, Mrs. Viola Brown of Crosbyton; two sons, Frank Smith of Lubbock and A. F. (Flukie) Smith of Floydada; two sisters, Mrs. Mary White of Amarillo and Mrs. Bulah Orand of Lampassas; 16 grandchildren and 24 great grandchildren.

Grandsons were pallbearers.

A Joyous Noel To You!



May the spirit of the season bless one and all

VIRGIL REDD AND GENE

BUILDING AND REDECORATING CONTRACTORS

FROM HALE'S



good times! good cheer- at Christmas!



WISHING FOR ALL OUR FRIENDS THE VERY BEST OF HOLIDAYS.

AND A HAPPY, HAPPY NEW YEAR

HALE'S DEPT. STORE

quality foods at Special Holiday Prices



MEATS

U.S.D.A. CHOICE HEAVY BEEF
ROUND STEAK lb. 89¢
RED RIND CHEESE lb. 89¢
DECKERS FRANKS 3 lbs. $1.19
DECKERS BACON 2 lbs. $1.49
SWINDELL SAUSAGE 2 lbs. $1.39

IF BETTER MEAT COULD BE BOUGHT, THRIFTY WOULD BUY IT.

MINCEMEAT AND PUMPKIN JOHNSONS PIES 69¢	FOLGERS COFFEE lb. 77¢
WHIPPING CREAM 33¢	10 ROLL PKG. TISSUE 79¢
JOHNSONS PECAN PIES 79¢	CHUCK WAGON BEANS 300 SIZE 15¢
VAN CAMP PORK & BEANS 300 SIZE 2 for 29¢	PET AND CARNATION MILK 3 for 49¢
CHOCOLATE FUDGE, CREAMY WHITE FROSTING MIX 13 OZ 28¢	1/2 GAL. MELLORINE 49¢
JOLLY TIME POPCORN 2 lb. bag 29¢	EGGS 49¢
GREEN AND RED CANDIED CHERRIES 4 OZ. BOX 29¢	CHEF BOY AR DEE CHEESE RAVIOLI 303 SIZE 35¢
KIM FLOUR 25 lb. bag $1.99	3 1/2 OZ. COLORED SUGAR 29¢
KIM BISCUITS 3 for 25¢	PILLSBURY APPLE OR CHERRY TURNOVERS 49¢
KIM CHERRIES 303 SIZE 29¢	COMSTOCK FRENCH APPLE PIE FILLING 39¢
KIM FRUIT COCKTAIL 303 SIZE 19¢	JOHNSONS PIE CRUST 2 IN PKG. 39¢
DATES DROMEDARY lb. 49¢	ARGO CORNSTARCH 1 LB. 19¢
LIBBY SLOPPY JOES 15 1/2 OZ. 63¢	GLEEM TOOTHPASTE REG. 79¢ 69¢
OLD ENGLISH RED FURNITURE POLISH 24 OZ. 39¢	QT. SIZE WAGNER DRINKS 3 for 89¢
WHOLESUN FROZEN ORANGE JUICE 6 OZ. 19¢	REG. $1.49 DRISTAN & CONTAC 99¢

ANGEL FLAKE COCONUT 14 OZ. PKG. 59¢

FRUIT CAKES 98¢

PRODUCE

LETTUCE lb. 10¢
BANANAS 2 lbs. 2[illegible]
RUSSETT POTATOES 69¢

3 OZ. FRITO BEAN DIP FREE WITH 69¢ PKG. FRITO CORN CHIPS

Daisies, Bugles & Whistles 3 for $1.00

Thrifty Super Market

HOME OWNED & OPERATED

DOUBLE BUCCANEER STAMPS EVERY WEDNESDAY

SECOND AND MISSISSIPPI STREETS

OF INTEREST TO WOMEN

YU 3—3737 CLUBS • PARTIES • WEDDINGS • PERSONAI MENTION PHONE YU 3—3738



OMOTHER – shows off Christmas tree decorations Granny Buchanan, as she is affectionately known, granddaughter, Kelly Ann Hagood, just how pretty erations can dress up a tree. Mrs. Buchanan will 91st birthday in April. She makes her home with a s. Harry Morckel and Mr. Morckel. Kelly is the r. and Mrs. Dan Hagood. (Staff Photo)

Stewarts Are Honored With Housewarming

Mrs. L. B. Stewart Sr., and daughters, Jimmy Lou and Joyce were honored Friday night with a surprise housewarming in their new home located at 818 West Cedar.

Friends and relatives attending brought refreshments of cookies, hot punch and coffee and later enjoyed a tour of the home. Fireplace accessories were presented the honorees.

Attending or sending gifts were Mr. and Mrs. Bill Feuerbacher, Mr. and Mrs. Leonard Matsler, Mr. and Mrs. Junior Simpson, Mr. and Mrs. Louis Anderson, Mr. and Mrs. Roe Jones, Mr. and Mrs. John Smitherman, Mr. and Mrs. Melvin Terrell, Mr. and Mrs. Freddie Edwards, Mr. and Mrs. J. W. Cannon, Mr. and Mrs. Wesley Johnson, Mr. and Mrs. Norman Ferguson, Mr. and Mrs. Marshall Haney;

Mr. and Mrs. Bobby Welborn, Mr. and Mrs. Bobby Tilley, Bobby Cantrell, Mr. and Mrs. Thomas Rucker, Mr. and Mrs. Walter Divack, Mr. and Mrs. Billy Jo Baker, Virgil Williamson, Mr. and Mrs. George Polk, Mr. and Mrs. Harold Huggins, Mr. and Mrs. E. L. Ginn, Mr. and Mrs. Leonard Smith, Mr. and Mrs. Henry Hague;

Mr. and Mrs. Connie Reed, Mr. and Mrs. Homer Steen, Valarie Green, Mr. and Mrs. S. D. Medley and Debbie, Mr. and Mrs. Roy Miller, Bobbie Simmons, Mr. and Mrs. Wendell Tooley, Mr. and Mrs. K. Ferguson, Mr. and Mrs. Woodie Morris, H. H. Roberts, Phil Owens, Mr. and Mrs. Jerry Galloway, Mr. and Mrs. Weldon McCuthens, Mr. and Mrs. L. B. Stewart Jr., and Jo Anne, Mr. and Mrs. Johnnie Lloyd and Mitchell and Mr. and Mrs. Dwayne Myrick.

Holiday Beauty Theme Of Luncheon

"Holiday Beauty" was the theme for the guest luncheon Friday in the Colonial House dining room in Floydada which was hosted by the Lockney Garden Club. Mrs. Gene Collins Jr., of Lockney served as luncheon chairman.

Dining tables were in banquet shape and featured three centerpieces of red candles nestled in pine cones and greenery. Table favors were miniature pine cones designed to decorate the individuals Christmas trees.

Mrs. Clyde Baxter of Lockney gave the welcome and Mrs. P. D. Helms, president of Floydada Garden Club voiced the response.

A film "Holiday with Flowers" was shown by Mrs. Collins.

Members of the Floydada club attending were Mmes. P.F. Bertrand, D. W. Burke, P. D. Helms, John Hoffman, S. D. Hunter, C. W. Jones, J. P. Moss, Bob Muncy, Edd Muncy, Dallas Ramsey, B. A. Robertson, George L. Smith, A. V. Stewart, W. G. Walker, O. M. Watson and Mrs. L. T. Wood.

Sixteen Lockney club members attended along with special guests, Mmes. Fred Drake, Donnie Jackson, L. K. Sherman, Chester Mitchell and Mrs. Joe Cargile.



WELL, .NOW LETS SEE. . . .what do I want for Christmas? Shanna Carver seems to be pondering the situation as she sits on Santa's knee at the Lighthouse Electric Christmas party. Shanna is the daughter of Mr. and Mrs. Mike Carver. (Staff Photo)

Coffee Held In McAdams Home At Lubbock

Mrs. J. O. Warren and Mrs. Gordon Hambright assisted Mrs. Y. E. McAdams Jr., with a Christmas coffee December 14, at 3706 63rd Drive, Lubbock.

Other members of the house-party were Mrs. Roland Willis, Mrs. R. H. Rogers and Miss Maurice Burton, all of Lubbock.

Refreshments of date cake, winter strawberries, nuts, and coffee were served from hand painted china appointments.

The refreshment table was decorated in a holidays motif.

Guests attended from Floydada, Lubbock and Plainview.

Meets loway

d the 1956 Study mber 13 in the Herman Gallo- nie Parkey was r the meeting. Carthel brought nd members an- tall with "The remember best." dy children were lso a cash dona- the State Mental

s reading from ld" was given by orman and "The mas Story" was Mrs. Max Dyess. s sang carols as ts were distribu-

were Mmes. Eu- Gary Carthel, der, Max Dyess, Laron Fulton, loway, Gordon Bill Hardin, Ray Kinard, Norman Norman, Bernie C. Pratt, Charles Shurbet, Jakey y Day and Becky

eeting is Jan. 10, s. Dyess as hos-

Hello World

Mr. and Mrs. Richard Marler of Lubbock are parents of a daughter born December 11 in West Texas Hospital. The baby weighed five pounds and 13 ounces and has been named Trisha DeLynn. Richard is doing practice teaching at Coronado High School and is employed part time at Sears Roebuck in Lubbock. His wife is the former Linda Hammonds.

Grandparents are Mr. and Mrs. E. M. Hammonds and Mr. and Mrs. Orville Marler, all of Floydada.

HELLO WORLD

Mr. and Mrs. Gerald Howard of Floydada announce the arrival of a son, born Friday evening at 6:26 in Lockney General Hospital. The young man, named Ronald Gerald, weighed six pounds two and a half ounces at birth. Mother and son are reported doing nicely.

The father is stationed in Floydada as Texas Highway patrolman.

Grandparents are Mr. and Mrs. J. G. Adcock of Truscott and Mr. and Mrs. E. D. Howard of Crowell.

Soviet sets guaranteed wage for farmers.

Jr. Club Has Christmas Fete

The 1962 Jr. Study Club held its Christmas Dinner at Rogers Restaurant, Dec. 13. After the meal members and their husbands gathered at the Dean Morris home where games were played before exchanging white elephant gifts. Following refreshments games of "42" were enjoyed by all.

One new member, Mrs. Ron Loose, and her husband, were welcomed into the club.

Mrs. Dean Morris was the hostess and Mrs. Melvin Lloyd was the co-hostess.

Those present were Mr. and Mrs. Mike Carver, Mr. and Mrs. Jackie Myrick, Mr. and Mrs. Harvey Allen, Dr. and Mrs. Ron Loose, Mr. and Mrs. Alton Higginbotham, Mr. and Mrs. Dean Morris, Mr. and Mrs. Elmer Dean Williams, Mr. and Mrs. Kay Crabtree, Mr. and Mrs. Henry Watson, Mr. and Mrs. Jimmie Ed Sales and Mr. and Mrs. Melvin Lloyd.

Miss Johnson, Bride-Elect Is Honored

A miscellaneous bridal shower honoring Miss Phyllis Johnson, bride-elect of Danny Martin, was given on Saturday afternoon in the Educational Building of the Baptist Church in Cone.

The bride-elect's chosen colors of red and white were used in decorations throughout the room. Angel food cake fingers iced in red, mixed nuts, and punch were served to approximately twenty guests attending. Mrs. Earl Martin, mother of the groom-elect, Miss Johnson, and her mother, Mrs. Clark Johnson were in the receiving line.

Hostesses were Mmes. Joe Jackson, Don Pulliam, Bob Wideman, Wayne Mixon, R. C. Guest, and Haney Wideman.

Martin and Miss Johnson will marry December 30 in Bowman Chapel of the First Methodist Church in Lubbock.

Announces Engagement

Engagement and approaching marriage of Miss Cynthia Ann Frazier to Charles Allen Grubbs of Lubbock is announced by the bride-elect's parents, Mr. and Mrs. Calvin C. Frazier, 901 W. 25th, Plainview.

Miss Frazier, an employe of Ideal Food, is a 1965 graduate of Plainview High School and attended Lubbock Christian College.

Son of Mr. and Mrs. R. H. Grubbs of Floydada, the prospective bridegroom is employed in the office of Piggly Wiggly in Lubbock. He graduated in 1960 from Petersburg High School and attended Oklahoma State College where he was given a football scholarship.

The couple will be married at 9th and Columbia Church of Christ on Jan. 20.

Smitherman Home Setting For Staff Party

The John Smitherman home was the setting for the staff Christmas party last Thursday night of Westbrynn Haven Convalescent Home.

Those enjoying refreshments and the exchange of gifts included Mr. and Mrs. Ocie Forbes, Mrs. Inez Stewart, Mrs. Martha Griggs, Miss Lupe Nuncio, Miss Trini Soliz, Mrs. Doris Rucker, Mr. and Mrs. Salvadore Barrientos;

Mr. and Mrs. Gilbert Castillo, Mr. and Mrs. Horace Carr, Mr. and Mrs. Francis Gonzales, Mr. and Mrs. Bob Dyson, Mrs. Cordie Stephens, Mrs. Kathy Hearon, Miss Minnie Soliz, Mrs. Vera Bennett, Mrs. Minta King;

John Santana, Mrs. Grace Allen, Mrs. B. Fields, Mrs. Lavader Kinard, Mr. and Mrs. Marcilino Mandoza, Mrs. Merline Breeding, Mrs. Ruth Dutton, Mrs. Verna Cardinal, Mrs. Marie Tardy, Mr. and Mrs. Paul Williams and Mr. and Mrs. Gilberto Luna.

Wesley SS Class Party Held Dec. 16

The Wesley Sunday School class of the First Methodist Church held their Christmas social December 16 in the home of Mrs. George Smith. Assisting Mrs. Smith with hostess duties were Mrs. Wilson Kimble and Mrs. J. G. Wood.

A lovely Christmas story, "Jesus, My Son," was presented by Mrs. Emma Lou Whitaker.

Refreshments were served to Mmes. J. M. Willson, Lillie Henry, Roy Curry, D. W. Burke, Eula Thurmon, E. S. Randerson, Belva Henderson, H. L. Rafferty, S. D. Hunter, E. J. Barker, J. B. Turner, W. O. Tye, H. L. Thurston, Jim Colston, Hallie Bertrand, Emma Lou Whitaker, Ruth Pitts Battey, Ham Smith, M. L. O'Bannon and Mrs. J. B. Tinnin.

FLOYD DATA

Mrs. James Murry was hospitalized in Nichols Clinic in Plainview Monday and underwent a gall bladder operation yesterday. She is resting well at this time.

Mrs. Farris Hostess For Club Meeting

Mrs. Kinder Farris was hostess for members of the 1929 Study Club Thursday, December 8th.

In keeping with the Christmas observance a story in song was presented in a very appropriate way by Karen, Darrell Ray and David Faires, assisted by their mother, Mrs. Darrell Faires.

Members attending were Mmes. J. A. Arwine, Hollis R. Bond, C. W. Denison, Clarence Goins, J. D. McBrien, L. C. McDonald, S. W. Ross, Geo. V. Smith, the hostess and Miss Vera Meredith.

Caprock District, TFWC, Committee Sets Goal For Training Center Aid

The projects committee of Caprock District, Texas Federation of Women's Clubs, in a meeting recently in Plainview, set a goal of a minimum average of $1 donation annually per district clubwoman, for the Children's Training Center in Plainview. Floydada has six clubs in the Caprock District.

A challenge to 2500 women who make up the 100 clubs in the district, the Center was adopted as the district's project for 1966-68.

Several clubs have already indicated that their members expect to add individual service to their money contribution, said Mrs. Louis Cummings, Caprock District president.

Although money is of first importance to buy equipment, the Center also needs some items which club members may donate. These are mats for tumbling, a long mirror 3 by 6 feet, two dozen bean bags, two typewriters, and educational toys.

Presently the Center has 28 children enrolled for daily training; five teenagers; 18 outpatients – those who come for training and therapy that they learn to practice in their own homes – and 45 case-load children – those who come for counseling.

When the District board inspected the Center facilities in early November, Mrs. Eleanor Griffin, director, with her staff, and Dr. Mary Davis Bublis, psychiatrist, explained and demonstrated phases of the Center's daily program. The center enrolls children from all over Caprock District.

Open house at the Center was held by Caprock District clubwomen on Nov. 13 so that the general public, as well as club members, could see the work being done and the opportunities afforded for service.

Support of the training center will be Caprock District's entry in the Community Improvement Program sponsored jointly by the General Federation of Women's Clubs and the Sears Roebuck Foundation.

Members of the district projects committee are Mrs. Rufus Gilbert, Muleshoe; Mrs. A. D. Parker, Tulia; and Mrs. C. R. Thaxton, Post.

All donations from district clubs to the Center should be sent to Mrs. Cummings, who with her committee, will act as clearing agents to keep accurate account of everything given to or done for the Center.

Mrs. Kimble Hostess For Club Christmas Party

Mrs. Wilson Kimble was hostess to members of the 1922 Study Club in her home last Thursday for their annual Christmas program and gift exchange.

Mrs. W. O. Tye, president, presided during the business session and Mrs. Pearl Fagan, program director, gave the devotional on faith.

A Christmas story, "The Three Gifts," was presented by Mrs. E. L. Angus, followed by the exchange of gifts.

The hostess served lovely refreshments from a table decorated in keeping with the Christmas motif.

Members present were Mmes. D. S. Battey, P. W. Bell, D. W. Burke, J. V. Daniel, Pearl Fagan, P. D. Helms, W. H Henderson, R. L. Nichols, Lon V. Smith, E. F. Stovall, Ben Whitaker, W. O. Tye, J. M. Willson Sr., and Mrs. E. L. Angus.

The next meeting of the club will be with Mrs. Burke on January 5th.

In Play At WT

Mina McClendon of Floydada appeared in a readers' theatre production, "On Looking at the Nativity" at West Texas State University Dec. 20.

Written by Lee Williams, Dalhart freshman, the play was presented as an annual selection of students in the interpretation class of William Moore, associate professor of speech.

Daughter of Mr. and Mrs. Joe McClendon, Miss McClendon is a sophomore majoring in journalism.

MILLIONS of FREE STAMPS!

...between now and Christmas Eve the BUCCANEER STAMP CO. will award literally millions of FREE stamps to help its' many thousands of thrifty savers have a very Merry Christmas

GRADE A FRYERS lb. 29c	SHURFINE GRAPE JUICE 24 OZ. 3 for $1.00
CELERY HEARTS PKG. 29c	SHURFINE CHEESE SPREAD 2 lbs. 89c
SHURFINE COFFEE REG. OR DRIP lb. 69c	SHURFINE TOMATO SAUCE 8 OZ. 9 for $1
SOFLIN TISSUE 10 ROLL PKG. 79c	SHURFINE PORK & BEANS 300 CAN 9 for $1
SHURFINE FLOUR 10 LB. PAPER BAG 98c	SHURFINE SWEET POTATOES NO. 3 SQUAT CAN 3 for $1
AQUA NET HAIR SPRAY 13 OZ. 59c	SHURFINE CUT BEANS 303 CAN 8 for $1
SHURFINE PEACHES HALVES, SLICED NO. 2 1/2 CAN 2 for 47c	SHURFINE APPLE BUTTER 28 OZ. 3 for $1
SHURFINE WHOLE IRISH POTATOES 303 CAN 2 for 25c	GIANT CHEER DETERGENT 69c
SHURFINE ASST. CAKE MIXES 4 for $1.00	BANANAS lb. 12 1/2 c

Specials Good
THROUGH SATURDAY
Double Buccaneer Stamps on Wednesday
L & J FOOD STORE
316 N. 2nd WE DELIVER YU 3-3105



Send Christmas Flowers!

THERE IS NEVER ANY WORRY ABOUT COLOR – SIZE – PRICE OR EXCHANGING
FLOWERS WILL PLEASE EVERYBODY ON YOUR XMAS LIST!
Park Florist

Jo's Specialty Shop
In the Colonial Shopping Center

Comes but once a year... the After Christmas Sale!

-Starts next Tuesday-

Lovely after five and daytime dresses--- at 1/3 to 1/2 off prices!

A marvelous opportunity to fill in the gaps in your Fall wardrobe....

Do come by—

Social Calendar

Floydada Schools. . . . . .Dec. 21 - Jan. 3
Young Republican party. . . .Brewer home. . . . . .Dec. 22
Christmas program, Aldersgate Church. .7:30 p.m. . . .Dec. 23
Christmas Eve Communion. .Meth. Church, 6-7 p.m. . .Dec. 24
Candle light service. . .City Park Church. . . . . .Dec. 25
Floydada business holidays. . . . . .Dec. 26 & Jan. 2

Miladies Club Has Annual Dinner Party

Miladies Club held their annual Christmas dinner and party Monday night in the home of Mr. and Mrs. J. D. Woody. Following the exchange of gifts, the husbands who were special guests, played games of 42 while members wrapped candy and cookie boxes and delivered them to Westbrynn Haven Convalescent Home.

Those attending were Mr. and Mrs. W. A. Lovell, Mr. and Mrs. Frances Gunter, Mr. and Mrs. Frank Pratt, Mr. and Mrs. Rusty Birchfield, Mr. and Mrs. Charlie Cross, Mr. and Mrs. Wayne Bennett;

Mrs. Beedy Owens, Mrs. Jennie Irwin, Mrs. Beaulah Baker, Mr. and Mrs. Woody and children, Mrs. Vida Womack, Mrs. Audrey Nelson, Carla Nelson and Mrs. Shirley Carthel.

John Risse, Miss Seago Pledge Vows

BROWNFIELD (Special) — Carolyn Marie Seago and John Lawrence Risse were married Saturday, December 17 in First Methodist Church in Brownfield with the Rev. H. Dewitt Seago, father of the bride, officiating.

Parents of the couple are the Rev. and Mrs. Dewitt Seago and Mr. and Mrs. John C. Risse of Bovey, Minn.

Given in marriage by her father, the bride wore a formal gown of white silk peau de soie, featuring a fitted bodice of Chantilly lace with a Sabrina neckline and long tapered sleeves ending in petal points over her hands. Her bouffant skirt, ending in a chapel train, was enchanced by an inverted pleat with a straight front panel bordered with Alencon lace. Her waist-length veil was attached to a velvet bow, and she carried a bouquet of gardenias and frenched carnations.

Mrs. Fredrick von Ende of Fort Worth was her twin sister's matron of honor, and Miss Linda Seago was bridesmaid. They wore light green street-length dresses of peau de soie with long sleeves, and they carried bouquets of poinsettias and holly.

Robert Connor of Vandergrift, Pa., was best man, and Clarence Losey of Abilene was groomsman. Ushers were Frederick von Ende of Fort Worth and Bill Kilgore of Odessa.

Following the ceremony, Mr. and Mrs. Risse greeted guests at a reception in Fellowship Hall of the church. They will reside in Abilene.

Mrs. Risse is a 1962 graduate of Big Spring High School and received a B.S. degree in elementary education from McMurry College in Abilene. She is employed by the First National Bank in Abilene.

Her husband is a 1960 graduate of Greenway High School and is stationed at Dyess AFB in Abilene.

Dougherty Club Has Christmas Luncheon

Members of the Dougherty Home Demonstration Club culminated their year's activity with a Christmas luncheon in the home of Mr. and Mrs. G.W. Smith on Dec. 14. After a sumptuous meal featuring the traditional turkey and all the trimmings the group sang Christmas carols, led by Mrs. Wayland Jones.

Games were directed by Mrs. W. J. Ross, secret pal names were revealed and gifts were exchanged.

All club members were able to be present for the festive occasion, accompanied by their husbands who were special guests. Only one husband, that of a new member, was unable to be present.

Present were Miss Sherry Mullin, HD agent, Mrs. C. A. Caffee, former club president and district officer, Mrs. Earl Watson who joined the club in November; Beverly Vickers, Amy and Greg Jones and Mr. and Mrs. A. H. Kreis, Mr. and Mrs. Claude Ring, Mr. and Mrs. W. J. Ross, Mr. and Mrs. R. H. Crawford, Mr. and Mrs. Johnny Cates, Mr. and Mrs. Howe Hines, Mr. and Mrs. Bob Vickers, Mr. and Mrs. Carmel Eastham, Mr. and Mrs. Wayland Jones and host and hostess, Mr. and Mrs. G. W. Smith.

Friday Mrs. Kreis, Mrs. Cates, Mrs. Smith and Mrs. Ross attended the Council Christmas party in Floydada.

The first meeting of the club in January will be in the home of Mrs. Kreis.

Probably So!

Doctor (after examining patient: "I don't like the looks of your husband, Mrs. Adamson."

Mrs. Adamson: "I don't either, doctor, but he's so kind to the children."



SAMPLING CHRISTMAS CANDIES – as it's being prepared is only natural for youngsters, and the three above are no exception as they reach for their share from mother, Mrs. Bill (Mary) Phillips, home economist at Lighthouse Electric. The children are left to right, Sharla, Mark and Rhonda. (Staff Photo)



FLOYDADA CHILDREN – Kelly and Kaylene Reed visited with Santa Saturday and while Kaylene looks as if she might be enjoying the visit, her little brother looks as if he is just a little bit skeptical of the whole situation. Kelly and Kaylene are the children of Mr. and Mrs. Connie Reed.

Former Floyd County Woman Succumbs

Mrs. Dora Glenn Thornton, 85 year old former Floyd County woman, died Tuesday morning in West Texas Hospital in Lubbock. The deceased was an aunt to Mrs. Carl Lewis and Mrs. Harvey Reynolds of Floydada.

Mrs. Thornton was the daughter of early day pioneers in the McCoy Community, Mr. and Mrs. Melvin Cox. She was born in 1881 and moved to Lubbock in 1944. From 1901 to 1905 Mrs. Thornton served as postmistress at the old Starkey post office in Floyd County.

Funeral rites were held yesterday afternoon in the Emma Church of Christ in Crosbyton. Burial was in Estacado Cemetery.

Survivors include two sons, Clayton of Lubbock and Dick of Petersburg; one daughter, Miss Irene Thornton of Lubbock; one brother, Judson G. Cox of Stephensville; three grandchildren and five great grandchildren.

VETERANS ASK

January 1 will bring an increase in monthly compensation payments to parents and children of servicemen and veterans who die of service-connected causes, Jack Coker, Manager of the Veterans Administration Regional Office in Waco said this week.

Legislation calling for increases in Dependency and Indemnity Compensation rates was signed into law by President Johnson on November 3.

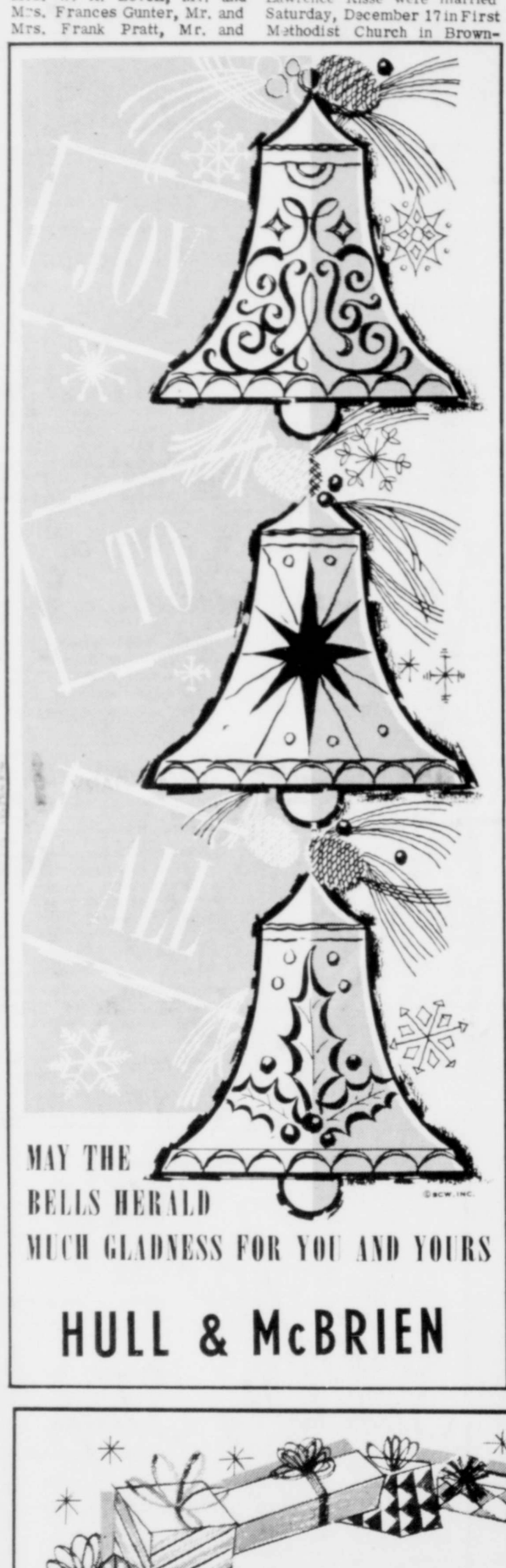
Monthly payments for children will be increased from $77 to $80 for one child; from $110 to $115 for two children; from $143 to $149 for three children, and from $28 to $29 for each child in excess of three.

In case of dependent parents, monthly payments are increased from $83 to $97 for a single parent and the maximum income limitation is extended from $1,750 to $1,800.

Changes in income deductions for parents were made in the new law to bring it into line with the pension and income rules for veterans' widows.

Could Ha
"The new
father's nose and
eyes."

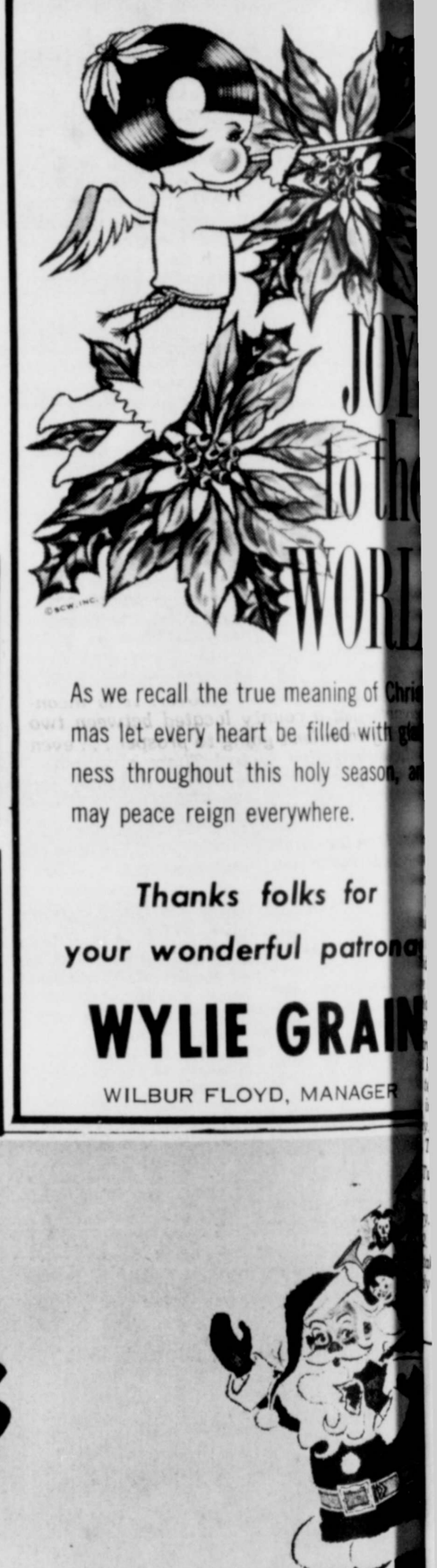
"Yes, and if gr
stop leaning
it's going to ha



HULL & McBRIEN

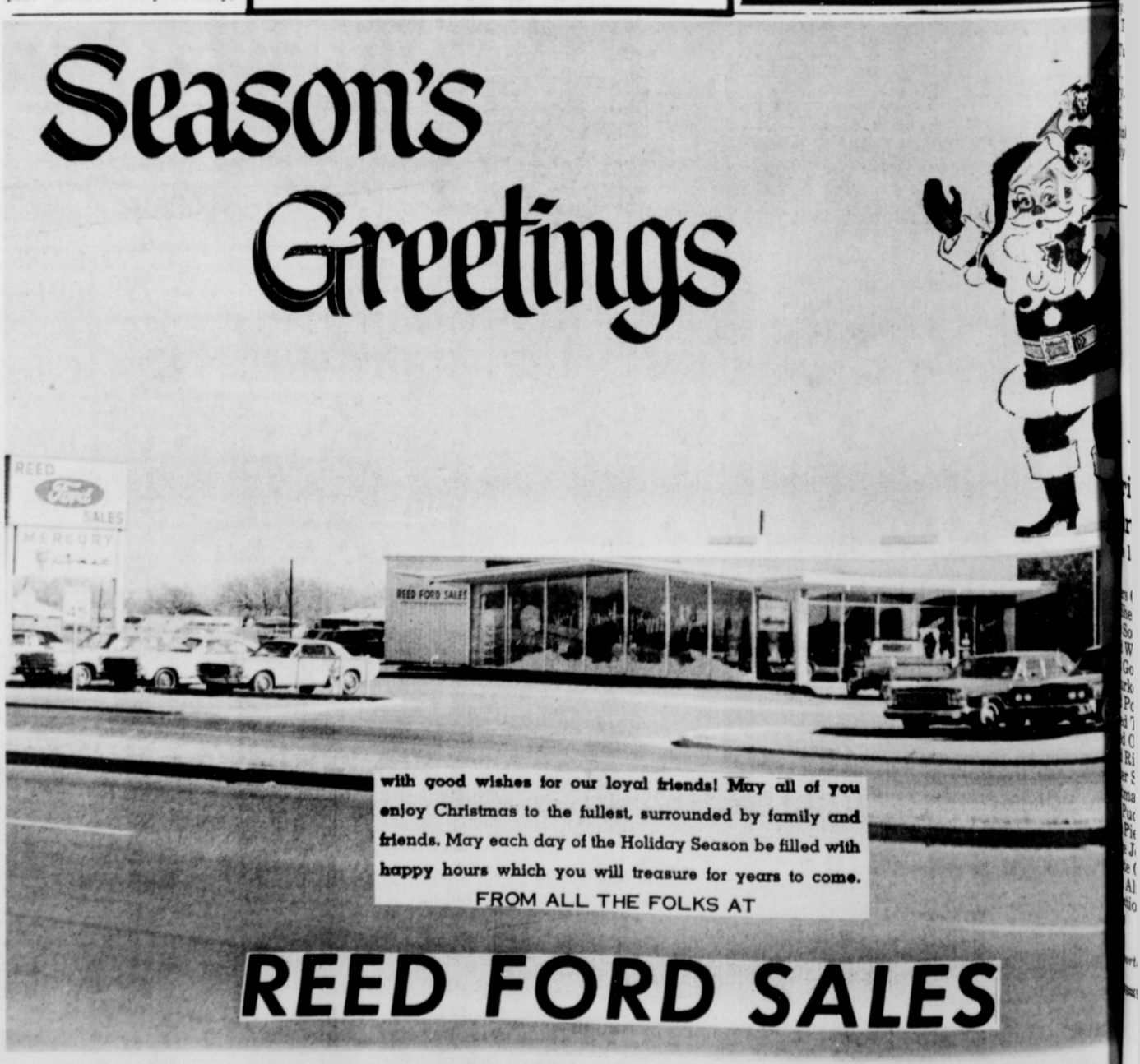


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GREER CHRISTIAN HOME
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SEE MR. OR MRS. GREER CHRISTIAN FOR PRICE AND TERMS
PHONE YU 3–3980



...est Editorial

The Happiest Position

The happiest position in which a person ...nd himself is on his way up. The in... ...e salesman is happy when he sees his ...ncrease each month. The city is happy ... each month's building permits set a ...ecord. The bank is happy when its de... ...are up at each report. The manufac... ...is happy when his profits set new re... ...each year. The politician is happy when ...ceives near 100 per cent of the votes

The most precarious position in which a ...n finds himself is at the top. In each in... ...e cited above, the saturation point may ...ched, at which time the only direction ...travel is down. Just as the happiness ...ned is partially psychological, so it is ...he unhappy trip downward . . . or even ...a level . . . is also psychological.

...ecently General Motors set an all time ...l netting a billion dollars, after taxes, ...ear's time. Business analysts were ...t. The next year the time to net the ...was only nine months . . . and follow... ...at it netted the billion in six months! ...g as this trend continued, business was ...s. But the next year, the time to net ...lion went back to nine months . . . and ...ss magazines shouted "Depression!"

...he fact was, the upward trend couldn't ...ue. Did they expect to cut the time to ...months? Certainly not. Even though the ...ownward sent the business community ...ear panic, still General Motors was still ...ng one of its best years.

...he same situation exists here in Tulia. ...d a lot of lush post war years. Every... ...was on the incline. Each year set new ...s in many areas. The farmer's standard ...ng skyrocketed. The farmer still has a ...rd of living as high as ever. His bank ...nt or investments may be slightly down. ...y not be able to buy a new car every ...r tour the world as often as he would ...but he isn't eating less expensive food, ...g cheaper clothing, or moving into less ...ious homes. Yet we hear more crying ... than at any time since the Great De...

...f upward trends never came to an end, ...rst thing we would know we would all ...illionaires . . . then billionaires.

...he long range picture is good. Swisher ...y is midway between two growing ...

...ur location is not unlike the area be... ...n Dallas and Fort Worth. With our popu... ...growing at a rapid rate, the demand ...erything is going to continue to grow. ...'s no way on earth to slow the demand ...od in a world three fifths hungry unless ...esurrect Herbert Hoover! It is incon... ...le that a county located between two ...g cities isn't going to prosper . . . even ...t irrigation water! There are many ...erous communities without water for ...ion.

...fter all, the world has many needs ...than for agricultural products. There is ...lid reason why this area can't be in... ...alized.

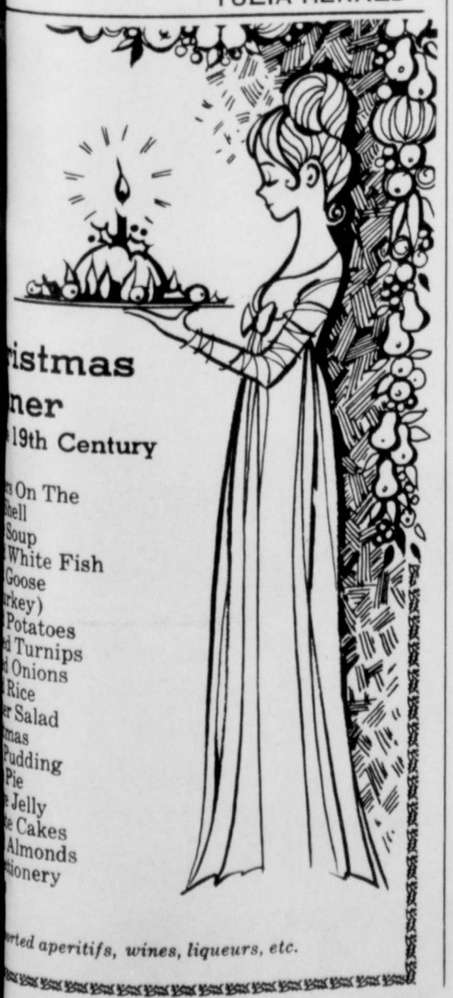
...e are told that towns less than 10,000 ...ation normally have to develop their ...ndustry. When they pass that figure, ...e industry usually begins to come in. ...emphasis needs to be placed on home... ...oped industry. We have some now and ...rowing. But there are other possibilities. ...re better off with one Taylor-Evans, one ...Roll-a-cone, one B & W Products, than ...en outside industries that are interested ...in what they can take out of a com... ...These local industries are here to ...This is their home.

...ulians need to do two things:

...Think more of home developed in...

...Quit singing the blues because it may ...ke nine months to net a billion instead ...y six.

TULIA HERALD



...istmas
...ner
...19th Century

...n On The
...ell
...Soup
...White Fish
...Goose
...rkey)
...Potatoes
...d Turnips
...d Onions
...Rice
...r Salad
...mas
...Pudding
...Pie
...e Jelly
...e Cakes
...Almonds
...tionery

...rted aperitifs, wines, liqueurs, etc.

New Mexico Celebration Goes Back 2000 Years

The Yuletide spirit in Santa Fe is a mixture of Indians, luminaries and piñatas, singing processions and holiday fun.

In Santa Fe, homes gleam with hundreds of luminarias — paper sacks lighted by a single candle inside each sack.

Roaring bonfires are lighted and miracle plays take place. Families gather to break piñatas — colorful dolls filled with candy and hung from the ceiling to be broken by blindfolded children.

Finally on Christmas Day, Santa Fe bursts with fiesta fun. In homes are roasted turkeys stuffed with pinon nut dressings. There are aso marranitos — roast suckling pig. And there is corn, rice, squash, tortillas and a glass or two of sugary chokecherry wine.

Early in December, the luminarias go up on the flat roofs and walls of Santa Fe homes. Traditionally the lights lead the way for the lost Christ Child, El Nido Perdido, who will walk among the faithful at Christmas time.

The fiesta of the Virgin of Guadalupe begins Dec. 11 and honors the patroness of the Americas. Then comes the nine-day re-enactment of the holy family's search for shelter in Bethlehem.



In Rio Grande villages around Santa Fe, folk plays with local casts are performed. Stories of the ancient shepherds — Los Pastores — are retold. Churches in the villages are lighted by incense candles made by the natives especially for Christmas.

Never Satisfied!

In some parts of Mexico hot springs and cold springs are found side by side. The women often boil their clothes in the hot springs and rinse them in the cold springs. A tourist who had been watching this procedure, remarked to his Mexican friend, "I guess they think old Mother Nature is pretty generous."

"No, senor," the other replied. "There is grumbling because she supplies no soap."

Czechs bar access to U.S. travel agent.

BUILDING SERVICES
ADDITIONS
NEW CONSTRUCTION — REPAIRING
• Kitchen Cabinets • Paper Hanging
• Interior or Exterior Painting • Brush or Spray Painting
• Stuccoing and Dashing
ALL WORK GUARANTEED
Reasonable Wages or Contract Price
GO ANYWHERE
VIRGIL REDD YU 3-5234 — FLOYDADA — GENE REDD YU 3-2323

Fresh Idea from
MRS BAIRD'S


PUL-A-PART
BAKE IT IN YOUR OVEN

SANTA'S FAVORITE MARKET FOR FOOD SAVINGS
These Prices Good Thurs., Dec. 22 Thru Sat., Dec. 24

BELL'S — BORDEN — CLOVERLAKE WHIPPING CREAM 1/2 PT. 27¢
SHURFRESH EGG NOG QT. CARTON 49¢
CLOVERLAKE ICE CREAM 1/2 GAL. 69¢
FRESH STALK CELERY EACH STALK 10¢
PILLSBURY FLOUR 5 LB. BAG 59¢
CRANBERRIES FRESH LB. BAG 29¢
SHURFRESH BISCUITS 3 CANS 25¢
SHURFRESH OLEO LB. PKG. 2 FOR 39¢
CARMACK GRADE "A" MEDIUM EGGS DOZ. 49¢
SCOTTIE LUNCHEON NAPKINS 50 COUNT PACKAGE 19¢
JOHNNY'S HOT OR MILD SAUSAGE 2 LB. BAG $1.19
SHURFINE COFFEE LB. CAN 69¢

ALL BRANDS SOUR CREAM 8 OZ. CARTON 25
DURKEES COCONUT 14 OZ. BAG 49¢
HERSHEY'S CHOCOLATE DAINTIES 12 OZ. BAG 45¢
DROMEDARY CHOPPED DATES 8 OZ. PKG. 29¢
PAPER PLATES DIXIE 100 COUNT PACKAGE 79¢
PAPER TOWELS ALL BRANDS JUMBO ROLL 33¢
SHURFINE CHUNK PINEAPPLE NO. 211 CAN 23¢

WE WILL BE CLOSED MONDAY AFTER CHRISTMAS

COKES SPRITE FRESCA 6 BOTTLE CARTON 39¢ PLUS DEPOSIT

SHOP POWELL'S MARKET FOR YOUR "PONDEROSA BONELESS HAMS" "NORBEST TURKEYS" OR "SWIFT PREMIUM HENS" FOR YOUR CHRISTMAS DAY FEAST



Make Sure Your Children drink the best . . . SHURFRESH MILK

WE GIVE FRONTIER STAMPS
DOUBLE ON WEDNESDAY WITH $2.50 PURCHASE OR MORE

POWELL'S SUPER MARKET
YOUR HOME-OWNED, HOME-OPERATED STORE ON THE WYE



SOME LIKE HIM AND SOME DON'T – Santa Claus that is. There is just no getting around it, Santa's long beard fascinates some but for the tiny tot on this Santa's knee, he looks like he had rather be back in mother's arms. The group of youngsters were among those entertained at Lighthouse Electric party last week. Santa is holding Donnie James, son of Mr. and Mrs. Andrew James and Debbie Martinez, daughter of Mr. and Mrs. Junior Martinez. (Staff Photo)



PTA CHRISTMAS PROGRAM....ERNEST GARZA SINGING, JONI DELL FITZPATRICK AT THE PIANO. ....STAFF PHOTO



Dear Santa,
I want a Tressy doll and her cloths. I want a Susie Homemaker stove and over. And I want a slip and slide. I would like to have a play house and furniture and a table with chairs. I hope God is with everyone on Christmas. Thank you and good-by,
Karen Looney,
age nine

Dear Santa,
I want an electric train, some cowboy guns, a car-truck, a milk truck, roller skates, jumping skates, some little cars and a big bike and may God be with everyone on Christmas. P.S. Also a slip and slide. Thank you,
Anthony Looney

Dear Santa,
I want a Batman suit and a Superman suit, some pups given away, all but two, and Susie. I want a road race set. Don't forget a Get-A-Way chase game, and don't forget some records, record player and the Firestone record album. I am age 10 going on 11. Don't forget our slip-n-slide.
One of your costermers,
Edward Looney

Dear Santa Claus,
Please bring me an iron, a real stove that cooks, a real vaccumn cleaner, and a doll that walks, talks and some roller skates. Also some boots, jeans, and a cowboy shirt. Thank you,
Tammy Watson

Dear Santa,
I want a big truck and a car that is small. That is what I want for Christmas. I am five years old and go to Kindergarten. I am a good boy.
Thank you,
Ernie Nino

Dear Santa,
I want some film for my 104 outfit, color and black and white film. I want a Stingray bike and a linchy and a Cheerful Tearful doll and a easy bake oven please for Christmas,
Love,
Kristi Ann Kirk
821 W. Mesquite

Dear Santa,
I am three years old and I have been a good girl most of the time. Please bring me a doctor's set and bring my baby brother a wind-up toy. Don't forget the other boys and girls who have been good this year.
Love,
Jana and Shannon
Shurbet

DEAR SANTA,
My name is Michael (everybody calls me Mike) and I want a Big Bruiser and a machine gun for Christmas. Last year I got a Big Bruiser but I tore it up. I promise not to tear it up. I have been very good this year but Steff doesn't think so and she said she wasn't going to get me anything. I lover anyway. She wants a stereo record player please bring it to her, she has been very good too.
THANKS,
MICHAEL SCOTT ARWINE
827 WEST JACKSON
FLOYDADA, TEXAS
P.S. DON'T FORGET STEPHANIE OR ME. SEE YOU THE 25th.

WE WILL BE CLOSED
SATURDAY, DECEMBER 24TH
THROUGH
MONDAY, DECEMBER 26TH
FOR YOUR EMERGENCY NEEDS CALL
YU 3–3114
BUILDERS MART

FLOYD DATA

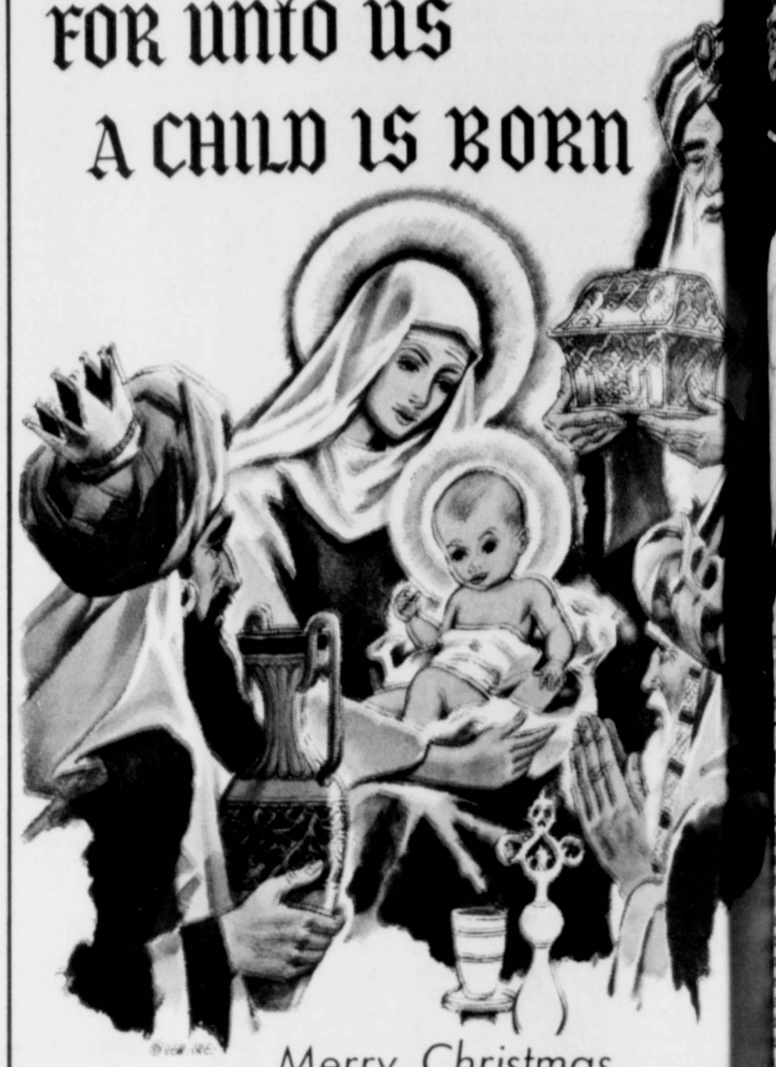
Sp. 5 James A. Duvak, son of Mr. and Mrs. Walter Duvak of Floydada, is spending the Christmas holidays with area relatives. Duvak is stationed at Fort Polk, La.

FLOYD DATA

Margie Oden, daughter of Mr. and Mrs. Conner Oden, arrived in Floydada over
from her home in
Miss Oden will spe
day here with her
fore returnin

Mrs. A. T
dada was ta
Hospital yes
Moore-Rose
medical trea

FOR UNTO US
A CHILD IS BORN



Merry Christmas

The Joyous Christmas Season is here, filling our hearts with its spirit of happiness and good cheer. May you enjoy an abundance of pleasures among family and friends. And please add our sincere greeting for a very, Merry Christmas.

ARTHUR B. DUNCAN ABSTRACT CO.
Floydada
MAUDE HOLLUMS, Owner and Manager
S. DUNCAN HOL

SAILORBOYS HOME ON HOLIDAY LEAVE

Three sailorboys arrived home this week for holiday leaves with their parents. Danny Medley and Clifford Southerland arrived by plane in Lubbock Tuesday night from their Navy base in San Diego, Calif. and David Hull, also stationed at San Diego, arrived yesterday by plane from his base.

The Floydada trio are sons of Mr. and Mrs. S. D. Medley, Mr. and Mrs. Johnny Southerland and Mr. and Mrs. A. T. Hull, respectively.

Hull completed basic training several months ago and Medley and Southerland will graduate Jan. 28th, after which they will commence training as aviation machinists.

FLOYD DATA

E/2 Royce O'Neal, son of Mrs. Hayes O'Neal, arrived last Saturday from Fort Carlson, Colo., for a holiday furlough. O'Neal just recently completed basic training and will return to Fort Carson December 31 for his new assignment.

COURTHOUSE NEWS

(Probate Docket)

Estate of Hallie Mildred Nelson, application to probate will.

Estate of Wilmetta Handley, application to probate.

Estate of Ruby Merrick, application to probate.

(Marriage Licenses)

Manuel DeLeon and Melinda Ortis Alaniz, Dec. 19.

(Warranty Deeds)

Edward Bartley etux to Jimmy L. Seay etux, the east 35 feet of lot 2 and the west 50 feet of lot 3 in block 3 in Caprock Addition in Floydada; $20.90 stamps.

J. W. Williford etux to James Jeffress etux, the south 160 feet of lots 20 and 21 and the south 160 feet of the west 15 feet of lots 22 in block 1, Town and Country Addition in Lockney; $26.40 stamps.

Carl Meriwether etal to J.R. Turner, 341.52 acres of land being 300.36 acres out of the east one-half of survey 43, block D-6; 1.19 acres out of the northeast part of the east one-half of survey 43, block D-6 and 39.97 acres out of the northeast part of survey 44, block D-6; $220.55 stamps.

Perry Threadgill etux to J.M. Willson, lots 1 and 3 in block 7, Highland Addition in Floydada; $5.50 stamps.



. . . we sincerely thank you for your patronage.

Ray Gene Ferguson, Mgr.

FLOYD COUNTY CO-OP GIN

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

The Floyd County Hesperian

SECTION B | THURSDAY, DECEMBER 22, 1966 | PAGE ONE



HE NIGHT BEFORE CHRISTMAS – great the temptation. These cute tykes e pondering over the idea of opening s early but decide not to for who is that but Santa's helper looking over their shoulder. The little girls are daughters of Mr. and Mrs. Glad Norman, Laurie Ann who is two, and Kerri Lyn, age four. (Staff Photo)

y Family To Give Chalk Talk Program

nditional Christmas l be used as the Rev. y portrays a scene on g board, Mrs. Ellzey he message and their n, sings Christmas ring a special Chalk gram on Friday even- mber 23rd, 7:30 o'- the Aldersgate Span- dist Church, here in

number of years, Mr. Ellzey have given of program during asons of the year, and happy to have John with vocal numbers asion. The presenta- n excellent appeal not dults but also for chil- youth, so you will want attendance a family

There will be a pinata supplied the church for the small children in the yard of the church at 6:30 p.m.

Rev. Ellzey just a month ago was appointed as pastor of the First Methodist Church, Lamesa, from Littlefield where he spent five and one-half years. Before then he was at St. Luke's Church, Midland, and First Church, Colorado City. Previous church pastorates were in the North Texas Conference. Creative arts has been his hobby interest; Mrs. Ellzey has been interested in creative writing; and, John has for two or three years been quite active in school and church choirs.

SUNDAY

The Rev. Buenger Dickson, associate pastor of First Methodist Church will conduct the 9 a.m. services at Aldersgate, Sunday, Christmas Day in the absence of the regular pastor, the Rev. Juan Salinas.

Ferguson Show Swine ock Show

WORTH (Spl) – Larry of Floydada will have ompetition at the 1967 ern Exposition and k Show, January 27 February 5.

Show President and W. R. Watt, reports r the 1967 exposition being counted. "We're 967 will be another re- ing year for entries, e it's still a little early any definite predic- said. Entries at Fort ave averaged over recent years.

star for the 1967 Fort Rodeo will be Festus of CBS-TV's "Gun- Festus, known off- as Ken Curtis, will be uring his Fort Worth ce by "The Frontiers- Joanie," a Country and music group. Curtis, talented entertainer od background in sev- es of show business, a vocalist with both the Dorsey Orchestra and s of the Pioneers." ppeared in many fea- s including "The Alamo," "How The West Was Won," and "Cheyenne Autumn." Before taking the Festus role, Curtis was the star of "Ripcord," a syndicated television series.

Rodeo stock for the 1967 Fort Worth Rodeo will be furnished by Tommy Steiner and Associates. Over 450 cowboys will be competing for a rodeo purse of nearly $75,000 in prize money and entry fees.

Rodeo tickets are now available from the Southwestern Exposition and Fat Stock Show, P. O. Box 150, Fort Worth, Texas 76101.

FLOYD DATA

E/2 Gene Smith, son of Mr. and Mrs. Truitt Smith, arrived home Saturday for a holiday furlough with his parents, Mr. and Mrs. Truitt Smith and other relatives. Gene, who is stationed at Fort Gordon, Ga., is in signal corps training.

First Baptist, Methodist Schedule Early Christmas Morning Services

The Floydada First Baptist and First Methodist Churches have scheduled early morning services, Sunday, Christmas Day.

The First Baptist service is set for 9:45 a.m. . . . there will be no Sunday School nor will there be an evening service.

The First Methodist service begins at 9 a.m. and there will be no Sunday School nor evening service.

The Methodists have also scheduled a communion service Christmas eve from 6 to 7 p.m. Persons may come at their convenience during this hour period, and stay as long as they desire.

LETTERS TO SANTA

Dear Santa Claus,

My name is Brad. I am four years old and have been a good boy this year. Would you please bring me a racing track, motor scooter, Munster that talks and a fighting thing. Please bring my little sister, Shanna, a doll, a phone and a ball. Thank you for the toys you left us last year.

Love, Brad Carver
121 W. Crockett

Dear Santa,

Please bring me a doll that walks and talks, that is what I want for Christmas. I will be a nice girl. I am nine years old.

Thank you,
Lydia Nino

Dear Santa, Dec. 15

Please bring me a bike and a doll. Remember all the other Children.

Love,
Ronnette Kitchens
Age 7

LARRY MILNER SPEAKS TO FLOYDADA ROTARIANS

The "We" Attitude Helps A Town To Grow

"The 'we' attitude is what makes a town grow," was the keynote of a talk made by Larry Milner to the local Rotary club here last week.

Milner, head of the industrial development division of Southwestern Public Service said that it was the "we can do this and we can do that attitude" that was as important as new industry to help any town to grow. The "they can do it attitude" is what keeps towns from growing he added.

Milner complimented Floydada on "getting its house ready for industry." He mentioned that hospitals, airports, schools were very important to a town's image . . . and this is one of the big points in an industry deciding to move to a particular town . . . it's image.

The projected outlook for Lubbock is 800,000 people by the year 2000 and Amarillo is expected to have 700,000, Milner told the Rotarians, "In fact . . . there will be a solid metropolitan area between Amarillo and Lubbock and Floydada should be planning its future in being located right on the edge of this metropolitan complex," he added.

INDUSTRIAL FOUNDATION

"An Industrial Foundation should be Floydada's next step in its efforts to gain new industry . . . and I will be happy to help you with a foundation here when you are ready," Milner concluded.

Ray Reed, head of the industrial committee of the Floydada chamber of commerce and Olin Watson, a member of the committee, were present to hear Milner.

Milner was introduced by local chamber manager, John Reue, in the absence of Don Pemberton, local Southwestern Public Service manager, who is recuperating from a back operation.

Employment In County Fell In One Year Period, Census Indicates

Employment in Floyd County fell 3 percent between March 1964 and March 1965 according to one of the nation's economic indicators "County Business Patterns 1965 – Texas" issued recently by the U. S. Department of Commerce's Bureau of the Census.

County Business Patterns, now published annually, uses payroll information gathered for the first quarter of each calendar year by the Social Security Administration covering employment in most kinds of business and industry but excluding notably agricultural and government workers and the self-employed.

Number of employees in the county, in businesses covered by the report, for March 1965 totaled 1234 as against 1270 for the same month a year earlier. First quarter payrolls for the two years were $1.1 million and $1.1 million respectively.

Retail trade, the largest group of employers in the county reported a March 1965 total of 625 employees and 3-month payrolls of $505,000. Service firms, the county's second largest group of employers, had a total of 197 employees and $130,000 in quarterly payrolls.

The county ranked 144th among the 254 counties in the state in March 1965 in number of employees in businesses covered in the report. The leading counties in the state in this respect were:

	EMPLOYEES
HARRIS	451935
DALLAS	414551
TARRANT	165420
BEXAR	140801
JEFFERSON	66857

Comparable figures for Texas as a whole show the state's employment rose some 5 percent from 2197331 to 2313891 between March 1964 and March 1965. Total January - through-March 1965 payrolls amounted to $2,607.2 million as against $2,461.2 million for the previous year's first quarter. For the state, manufacturing led with 565436 employees and a quarterly payroll of $795.6 million.

More detailed data for the state, counties, and metropolitan areas by type of industry and employment-size are shown in "County Business Patterns, 1965 – Texas" for sale ($1.50) at U. S. Gov't Printing Office, Washington, D.C. 20402 or at any U.S. Dept. of Commerce Field Office. Other state reports and a U.S. summary range in price from $25 to $2.00. State reports will be reassembled into a set of five volumes and will also be available on tapes and punch cards. Address questions to Business Division, U.S. Bureau of the Census, Washington, D. C. 20233.

Special Services Scheduled At St. Mary Magdalen

Nativity Services this year at St. Mary Magdalen Church will begin at 10:30 p.m. on Christmas Eve with the singing of Carols. The traditional First Mass of Christmas will follow at 11:00 p.m. The Second Mass of Christmas will be celebrated in the morning at 11:00 a.m. The community is cordially invited to the Services.

FLOYD DATA

J. R. Vickers, who underwent surgery last week in Methodist Hospital, is reported to be doing as well as could be expected. Relatives said he was eating well Monday and seemed relatively alert.

A LADY'S BEST ACCESSORY IS A WELL GROOMED MAN

MEN, MANIFEST YOUR WIVES – HAVE YOUR HAIR CUT WEEKLY.

CITY BARBER SHOP

The Summit In Men's Hair Cutting

111 W. Calif St. Floydada

Night Over The Snow Covered Plains

Night over the snow covered plains,
Crisp with chilling frosty coldness,
Lifts its shadows under the distant moon
And waits long hours to bring day again.

Silence has no echo
And crackling noises have no feet;
It's simply cold,
Night cold on the snow covered plains.
The moon reflects the light of sun we're told;
But, Lord, how far the moon, when night is cold – so cold!

No lonely howl of lonesome dog,
Nor wail of coyote on the trail,
No night bird chirps or screams tonight,
No light from farm house window strikes
A warming glow,
It's cold, night cold, on the snow covered plains.

December 11, 1943
At home, 10:20 p.m. Perryton, Texas

(Herschel L. Thurston)

Wester's
Weekend Specials
Dec. 21 Thru Dec. 24th
Call Us We Deliver
100 Main Yu 3-2534

MRS. TUCKERS 3 LB. CAN SHORTENING 69c
STALK CELERY 19c
JERGENS BATH SIZE SOAP 10c
KOUNTY KIST 12 OZ. SIZE CORN WHOLE KERNEL 2 for 39c
HUNTS NO. 300 SIZE FRUIT COCKTAIL 5 for $1
HUNTS NO. 300 SIZE SPINACH 6 for $1.00
HUNTS NO. 300 SIZE TOMATO JUICE 6 for 69c
HUNTS 14 OZ. BOTTLE CATSUP 4 for 89c
HUNTS TOMATO SAUCE 6 for 69c
SHURFINE WHOLE 22 OZ. JAR SWEET PICKLES 49c

Market Specials

CHECKERBOARD FROZEN SLICED TURKEY LB. BOX $2.09
14–16 LB. AVERAGE CURED HAMS HALF OR WHOLE 69c
SWIFTS PREMIUM 2 TO 6 LB. FROZEN HENS lb. 49c
PORK CHOPS lb. 79c



Good cheer, prosperity and good health – these are our wishes for all our wonderful friends!

BOB DURHAM, Manager
CEDAR HILL GRAIN CO., Inc.



howdy, neighbor!
may old-fashioned joys be yours!

It is with genuine appreciation of your friendship and patronage that we extend this heartfelt good wish.

Sanders Pump & Drilling

CURTIS SANDERS YU 3–3641
RICHARD SANDERS YU 3–3825

TRADE CLASSIFIED SELL BUY ADS

ANNOUNCEMENTS

FLOYDADA Chapter No. 227 Royal Arch Masons Lodge will hold their stated meeting on the fourth Saturday night of each month at 7:30. Keller Holmes, H. P., Ray Gene Ferguson, Secy.
tfc

FLOYDADA Masonic Lodge No. 712 A.F. & A.M. will hold their stated meeting the second Saturday night of each month at 7:30. Malcolm McNeill, W.M., Ray Gene Ferguson, Secy.
tfc

FLOYDADA IOOF Lodge No. 34 meets Thursday nights. Bud Turner Noble Grand, Floyd Webb, Secy.
6tfc

VFW Post 5616 will be meeting each first and third Tuesday at 8 p.m. All members are urged to be present.
tfc

CARD OF THANKS

We shall long remember your kindness in the days of our sorrow. Our consolation is in the help and understanding of our friends. We want you to know how much we appreciate all that you have done for us in our recent bereavement.

Mrs. L. L. McDermett
Mr. and Mrs. Lawrence McDermett
Mr. and Mrs. Billy Joe Jenkins and Girls
Mr. and Mrs. J. H. Whitehead and Children
Mr. and Mrs. Otis Collins and Children
Mr. and Mrs. Wayne Rainwater and Boys
Mr. and Mrs. Bill Walker and Kelli
12-22p

We want to thank all our friends for their prayers, calls, and cards sent since Scooter's heart surgery. The doctors are most pleased with his progress and feel the operation will be a success, but he will not be allowed any company for some time. To all a Merry Christmas and the best New Year.

The L. R. Rainbolts
12-22c

We wish to express our gratitude and appreciation to the many people for your kindnesses shown in the death of C. J. Pharr. Thank you for the cards, flowers, and memorial books. We are especially grateful to the Women's Society, the Adult Bible Class, and the Rev. Herschel Thurston of the First Methodist Church for luncheon preparation and services.

Mr. and Mrs. Travis Pharr
David and Jerry
12-22p

THIS SPACE
FOR RENT

Bishop's PHARMACY



FRANKLIN
Pfizer
VACCINES & SUPPLIES
ON THE HIGHWAY
FLOYDADA, TEXAS.

REAL ESTATE

HOUSES FOR SALE

FOR SALE – 3 bedroom, 2 baths, brick, 717 West Tennessee. YU 3-2496.
tfc

FOR SALE – Three bedroom house, living room and dining room. All carpeted. Call YU3-3253 or YU3-3524.
tfc

FOR SALE – 1964 Curtis Mathis TV set, maple console, just like new. Call YU3-3982 or YU3-3737.
tfp

FOR SALE – Three bedroom house with den and basement, carpeted. Contact Glad Norman. YU3-4172.
tfc

FOR SALE – Real nice 3 bedroom house, wall to wall carpet, attached garage and well located. Hale and Hale Ins., YU3-3261.
tfc

FOR SALE – 6 room house and 5 acres of land. YU3-2872.
tfc

FOR SALE – 7 room house with bath. To be moved. Contact W. H. Nelson at YU3-3894.
tfc

FOR SALE BY OWNER – Brick 4 room and bath near Andrews Ward School $3750.00. YU3-3967.
tfc

FOR SALE: Beautiful new brick three bedroom home. Paneled den, two baths, fenced back yard. On Garrison St. Call YU 3-3031.
tfc

FOR SALE – two new three bedroom all brick homes near completion in Steen Addition. Built-in ranges, Delta trim, rough-in for evaporative cooling, approved for FHA loans. Call YU3-5348 for information.
tfc

RENTALS

FOR RENT – Trailer house to couple. H.A. Copeland. YU3-3558.
tfc

FOR RENT – Adding machines and typewriters. Hesperian Office Supply. YU 3-3737.
tfp

FOR RENT – Furnished apartments and bedrooms. 102 E. Houston on Highway 70.
tfc

FOR RENT – Two bedroom brick apartment, carpeted and draped, central heating. 1109 Menefee. YU3-3462.
tfc

FOR RENT – Two room furnished house with bath. YU3-3670.
tfc

FOR RENT – 3 bedroom house plumbed for washer. YU3-3123.
tfc

FOR RENT – Nice 2 bedroom house at 314 W. Jackson. Call YU3-3464.
tfc

FOR RENT – One bedroom modern stucco house 3 miles east of Floydada on pavement. E. L. Norman, YU3-2158 or at First National Bank.
tfc

FOR SALE – several used office desks, chairs, $5.00 up. Hesperian Office Supply. Phone YU3-3737.
tfp

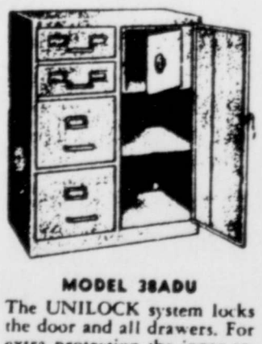
FOR RENT – 3 bedroom house with 2 baths. Carpeted and plumbed for washer and dryer. Has garage. Call YU3-2202.
tfc

FOR RENT – 3 room unfurnished apartment. Call Clinton Fyffe at YU3-3787.
tfc

FOR SALE – Almost new Paymaster check writing machine. $27.50. Hesperian Office Supply, Phone YU3-3737.
tfp

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MODEL 38ADU
The UNILOCK system locks the door and all drawers. For extra protection the inner security vault is equipped with a dial lock. Two other storage compartments, two letter drawers and two card drawers comprise this unit. Dimensions: 38 inches high x 29 wide x 16 deep.

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Wul, this ole critter 'll Grade Choice in no time with jist a little barley cnd corn and a lot of Adolph's Meat Tenderizer!

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Floydada Real Estate & Insurance Agency
JIM WORD — PHONE YU 3-3360

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tfc

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FOR SALE – Bundled hegari and baled cane. YU3-2272.
tfc

FOR SALE – Baled sorghum alum. Travis Young, YU3-2933.
tfc

FOR SALE – 25,000 maize and Hegari bundles, small stalk, some grain, heavily fertilized. $20.00 a ton. Four miles south, 9 miles west of Floydada. Hal Scott, YU3-3097.
tfc

FOR SALE – N. K. 300 stalks in field. 65¢ per bale. Burl Daniel, YU3-2775.
12-29c

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IF YOU ARE thinking of selling Floyd County land, we need your listings, dry land or irrigated. B. B. Wilkes, broker c/o Barker Insurance Agency, corner Main and Locust, Lockney, Texas.
tfc

FOR SALE OR LEASE – 160 acres. Mrs. Fred Gross, YU3-3648.
tfc

FOR SALE – Three small tracts of land near Floydada. Hale & Hale, YU3-3261.
tfc

FARM MACHINERY

FOR SALE – 1964 international pick-up. 1/2 ton, 3-speed, V-8, radio and heater. $795. Call YU3-5249.
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THIS SPACE
FOR RENT

FOR SALE – Used Farm Machinery. Lawson Bros. E. Missouri St.
tfc

WE NOW have in operation a new portable disc roller. Will appreciate serving you. Lawson Bros. Welding and Blacksmith. 503 E. Missouri, YU3-3940.
tfc

NORREL TRACTOR PARTS – For Tractor and Irrigation Supplies and Accessories.
tfc

FOR SALE – One John Deere 55 combine, one International 141 combine, one New Holland 69 baler, one Ferguson side delivery rake, one 1963 Ford baler, two Dempster drills, one 17 ft. Krause one-way, one 15 ft. Krause one-way and one 14 ft. Hume reel. Dick Mayfield, Phone Bean 4550.
tfc

YES – WE REPAIR ADDING MACHINES, CALCULATORS, TYPEWRITERS. ALL WORK GUARANTEED. HESPERIAN OFFICE SUPPLY, YU3-3737.
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MARY KAY
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$69.95
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TO LUBBOCK & BEYOND
Lv. Floydada 9:55 A.M.
Lv. Floydada 3:25 P.M.

TO PLAINVIEW & AMARILLO
Lv. Floydada 9:50 A.M.
Lv. Floydada 3:45 P.M.

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CLASSIFIED ADVERTISING RATE: 5 CENTS PER WORD FIRST INSERTION, 3 CENTS EACH SUBSEQUENT INSERTION. MINIMUM CHARGE 50 CENTS.

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CARDS OF THANKS, $1.

COPY DEADLINE 5 P.M. TUESDAYS.

WANTED

WANTED – Wheat pasture. We gave Buccaneer stamps with each pasture. Day phone 285-2454. Night phone 285-2817.
12-22c

WANTED – children to keep in my home. Mrs. Dave Hoop, 121 J. B. Ave.
tfc

YES – WE RENT ADDING MACHINES, TYPEWRITERS, AND CALCULATORS. HESPERIAN OFFICE SUPPLY, YU3-3737.
tfp

WANTED – Wheat pasture for 50 to 500 head of cattle. Call L. D. Smith at YU 3-2291 after 7 o'clock.
tfc

EMPLOYMENT

HELP WANTED

WANTED – 2 year around farm hands. Must be able to furnish references. Write Box 52, Dougherty, Tex.
tfc

WANTED – Full or part-time representative for well known Floydada firm. Should be in good health and enjoy meeting people. Good pay. Box 490 or YU3-2841.
12-22c

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MISCELLANEOUS

FOR SALE – Good Ironrite electric ironer. Ideal for large family or linen business. YU3-2371.
12-22c

FIREPLACE WOOD for sale, $35 per cord, hauled and stacked. Phone YU3-2847 or see Lawrence Stovall, 1020 S. Wall.
tfc

FOR SALE – I have retired. My blacksmith equipment for sale. Ted Tedford, Crosbyton, Phone 5911.
12-22p

LOST – FFA land float No. 2. Will party please contact H. G. Barber at once.
tfc

REDUCE Safe, simple and fast with GoBese tablets. 33 days supply only $3.98. Johnson Pharmacy.
1-5c

FOR SALE – 1962 Chevrolet pick-up. Long wheelbase, new tires, new factory motor. Call YU3-2261.
tfc

NOTICE – Private bookkeeping, public accounting and income tax reports. No job too small and none too large. Jack Meredith, 803 W. Lee, YU3-5345.
tfc

LOST bright carpet colors – restore them with Blue Lustre. Rent electric shampooer $1. Boren Furniture.
12-22c

FOR SALE – Big assortment of arm chairs, wooden pupil desks. Priced at from $3.00 down. See at Junior High or Andrews Ward Schools.
tfc

FOR RENT, SALE OR TRADE – 7,000 square foot modern building on Highway 70. Will remodel to suit tenant. Call Glenn Batson, 385-5990 or nights 385-3984, Littlefield.
tfc

EVERYTHING in musical instruments and accessories – and repair parts. Johnson's Pharmacy.
tfc

FOR SALE – One slightly freight damaged Hon Steel executive desk. Sells for $164.95 – will take $110.00. Hesperian Office Supply.

FOR SALE – to party with good credit: Repossessed 1966 Singer sewing machine in walnut console. Automatic zig-zagger, blind hems, fancy patterns, etc. Total balance $23.76, terms. Write Credit Dept., 1114-19th St., Lubbock, Texas.
tfc

FOR SALE – 22" x 34" aluminum sheets which would be fine for covering outside of barns, garages, etc. – make good roof with tar sealer. 10¢ each. Blanco Offset Printing. Phone YU3-3737.
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FOR SALE – AKC registered German Shepherds. See Dwayne Myrick, 615 W. Missouri. Call YU3-4131 days.
tfc

CRAWL IN – Wheel out in a wheel chair. We rent or sell. Complete supply of convalescent aids. Johnson's Rexall Pharmacy.
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WE FIX IT – Hea... pair on all kin... Pharmacy.

COMPLETE Vac... Service includ... stalled on all ... Appliance Serv... Missouri Street

WANTED – Electr... pair service. C... pliance, 116 W. ... YU3-2846.

ALL Parts for so... some parts for ... Complete line ... all washers ... Home Appliance ... W. Missouri -S... 2846.

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FOR SALE – 50 x 1... house, YU3-2738

OUR NEW PORT... rolling equipmen... your field to d... you can bring yo... our shop on t... Highway. Have ... ready for Fall p... Russell's Shop ...

FOR SALE – Argu... jector. Good con... YU3-2541 after 5

FOR SALE – The ... cery and statio... Terms if desired

FOR SALE – Portable T... stand and Dearborn ... both in good condition. ... 3503.

LEGAL NOTICE

NOTICE TO BIDDE...
STATE OF TEXAS
COUNTY OF FLOYD

Notice is hereby given ... the Commissioners' Co... Floyd County, Texas, will ... ceive bids for purchase ... following described equi... for Floyd County, Texas ... 11:00 o'clock A.M. ... January 9, 1967, being ... lar monthly term ... Court; at which time ... be opened and read ... bids for purchase of equ... as follows:

1 – 75 ton air cooled ... denser placed on the ... East of the equipment ... Installed and include... bor, copper pipes and elec... wiring to condenser ... to remove old condenser ... basement, condenser pum... old water pipe.

All bids shall be sealed ... presented or filed and ... opened at above date and ...

Payments for above ... ment will be made in c... by special terms ... agreed upon by Court ... er at time of purchase.

The Court reserves the ... to reject any and all bi... waive all formalities.

This 19th day of Dece... 1966.

/s/ J. K. Holmes
J. K. Holmes, Fl...

...rry Hunter Receives "Fighting Whirlwind" Award



...33 - at left is H. T. Smith, top scorer for Hale Center, ...scorer for Floydada, Jeff Kimble (No. 30) is up for ...Staff Photo)

JEFF KIMBLE TOPS

Floydada Boy's Varsity Loses To Hale Center

The Floydada Boys Varsity basketball team lost to Hale Center Friday night 68-60.

The locals were away out front 36 to 18 at halftime, but Hale Center warmed up the last half.

Big Jeff Kimble made 9 out of 12 field goals and led the locals' scoring with 19 points.

Hale Center's H. T. Smith made 30 points as leader.

Whirlettes Beat Hale Center

Marilyn Harris was again top scorer as the Whirlettes beat the Hale Center girls here last Friday, 52-31. Marilyn scored 22 points.

The Whirlettes got off to a fast start, ahead 15-2 at the end of the first quarter. At halftime they led 32-10.

The defense looked very good . . . .especially the first half.

Nona Pernell played her first full game and was high rebounder with 10. Nona was an all district guard before being injured in the bi-district game last year. The knee has finally recovered. . . .and she should strengthen the Whirlette defense.

Veda Thayer Selected Football Sweetheart

Larry Hunter, Floydada Whirlwind senior lineman, received the coveted "Fighting Whirlwind" trophy and Veda Thayer was selected as football sweetheart at the annual football banquet Saturday night here.

Head football coach Bill Curry presented the trophy to Larry with the statement, "we believe you have best exemplified the merits of this outstanding award."

The sweetheart received a little silver crown and a selection of roses presented to her by captains Mac Baker, Kerry Bearden and Steve Marler.

1967 CAPTAINS

Another part of the big event was the announcement of captains for the next year's Whirlwinds; Hulon Carthel captain, co-captains Joe Christian and Larry Barbee.

DISTRICT TROPHY

Coach Curry officially presented a big gold football trophy to high school principal Charles Tyer for placement in the school's trophy case. The Whirlwinds were district co-champions with Memphis.

PROGRAM

Linda Willson was mistress of ceremonies, invocation was given by superintendent of schools A. E. Baker and the toast to the Whirlwinds was given by the president of the Quarterback Club, Bill Cagle.

Coach Delbert Wiley made the tribute to the senior Whirlwinds, Coach Curry gave tribute to the Whirlwind team and Coach R. J. Millikin gave the tribute to the cheerleaders: Linda Willson, head cheerleader, Veda Thayer, Susan Reed, Sara Staniforth, Jill Bertrand and sponsor Mrs. Fred Cardinal.

Special music was two vocal numbers by Tomi Dycus, she was accompanied on the piano by Susan Hotchkiss.

Coach Jack Bell gave certificates to the Whirlwinds who made all district teams.

The tribute to coaches was made by Mac Baker, Kerry Bearden and Steve Marler. All coaches received gifts.

The annual prom followed the singing of the school song, led by the cheerleaders.

The banquet room was attractively decorated and life size drawings of coaches Curry, Wiley, Millikin, Bell, Hill and Allen were displayed on the walls.

Plate favors were tiny football helmets on styrofoam ships with name banners. Mrs. Cardinal and the cheerleaders decorated for the event.



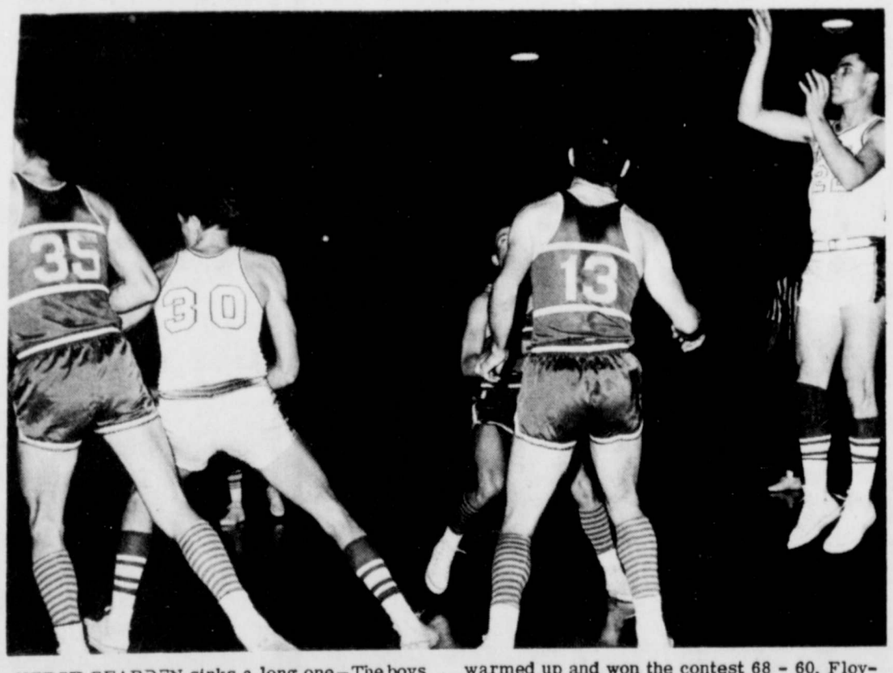
"FIGHTING WHIRLWIND AWARD" – is presented to Larry Hunter by Coach Curry. In background is Linda Willson, Steve Marler, Mr. and Mrs. Bill Cagle. (Staff Photo)



FOOTBALL SWEETHEART – is Veda Thayer – presented to the banquet by football captains: (left to right) Kerry Bearden, Mac Baker and Steve Marler. (Staff Photo)



"IT'S MINE" – a Hale Center girl goes down with the ball. At left is Whirlette Sally McIntosh and No. 33, (Janice McNeill) tries to avoid running over Hale Center girl with ball. Floydada won 52-31. (Staff Photo)



KERRY BEARDEN sinks a long one – The boys varsity was leading 36-18 when this shot was made just before halftime here against Hale Center last week. . . .however, Hale Center warmed up and won the contest 68 - 60. Floydada's No. 30 (Jeff Kimble) sets up zone offense. (Staff Photo)

Girls Win Two Games

...da girls "B" team ...es. . . .beat Ab... Monday night in a ...-30 and defeated ...ere last Thursday

Ann Hammonds was top scorer for the green and white both games. . . .making 17 points against Abernathy and 16 against Hale Center.

...Win, Boys Lose At Olton

...da varsity boys ...ravelled to Olton ...t for a basketball ...ended with the girls ...se one 49-44 and ...ng 52-43.

Cindy Ward was high scorer with 19 points for the girls and Tommy Weathersbee was high point man with 12 for the Whirlwinds.

The girls now have a 2-1 record and the boys have a 0-3 record in district play.

One Minute Sports Quiz

1. Who won the Texas-SMU game?
2. Who is Steve Spurrier?
3. When is the Yale-Harvard game?
4. For whom does Norm Snead play?
5. Who is the new manager of the Detroit Tigers?

The Answers

1. SMU, 13-12.
2. Star quarterback for the University of Florida.
3. November 19th, at Harvard.
4. The Philadelphia Eagles (NFL).
5. Mayo Smith.

Seventh And Eighth Boys Beat Hale Center

The Floydada seventh and eighth grade boys took a clean sweep at Hale Center Monday night. The seventh graders won 29-14 and the eighth graders won 32-29.

Walter Harris was tops for the seventh graders with 19 points and Billy Ray Chism was high scorer for the eighth graders with 16 points.

Dispute revived over Macedonian language.

Eighth Grade Girls Lose To Hale Center

The Floydada eighth grade girls lost their first district game Monday night at Hale Center 32-29. Their record is now 4 - 1 in district play. Hale Center leads with a spotless 5 - 0 record.

Terri Shipman led with 17 points for top Floydada scorer.



BEST FAN – Migaku Sato, Japanese foreign exchange student was introduced to the banquet as one of the most outstanding fans and supporters of the Whirlwinds. He received an autographed football and is pictured with Larry Hunter, recipient of the "Fighting Whirlwind Award." (Staff Photo)

1967 FOOTBALL CAPTAINS – (left to right) Joe Christian, Hulon Carthel and Larry Barbee. (Staff Photo)

ROBERT MCGUIRE SOME IMPROVED

Robert McGuire, Anton merchant who was injured in a car accident at Springfield, Mo., during Thanksgiving holidays, showed a slight improvement this week, however he remains unconscious and in a paralyzed condition, friends said. McGuire is in St. John's Hospital in Springfield.

...LACE
...-SATURDAY
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...CO...CICCIO
...ANTONELLI
...ANICOLOR
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..., 26, 27
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...E EDWARDS
...e Great Race"
...OR PANAVISION
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FRIDAY NIGHT
FREE SHOW
"The Thrill Of It All"
STARRING
DORIS DAY
SUNDAY–MONDAY
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WRAPPING GIFTS FOR SOLDIER HUSBANDS—These four young ladies are preparing for Christmas and the arrival of their respective husbands for the holidays. Two husbands are already in Floydada while the other two plan to arrive by the weekend or shortly thereafter. Reading from left to right are Mrs. Tommy Ogden, whose husband is stationed at Ft. Huachuca, Ariz.; Mrs. Merle Stephens, whose husband is at Fort Benning, Ga., and will arrive Dec. 26th; Mrs. Clarmon Booth, whose husband is now on furlough and stationed at Fort Sill, Okla., and Mrs. Norman Ferguson, whose husband arrived last week from Fort Huachuca. (Staff Photo)

J. W. Chapman, Former Floyd Resident, Dies

Services for J. W. Chapman, 72, widely-known Lubbock realtor, were held Tuesday in First Baptist Church, Lubbock, with Dr. J. Ralph Grant, pastor emeritus, officiating.

Burial was in City of Lubbock Cemetery under direction of Sanders Funeral Home.

Chapman suffered a stroke at his home, 3314 24th St., in Lubbock, about 7 p.m. Sunday and died at 5 a.m. Monday in Methodist Hospital.

Chapman came to Lubbock in 1941 from Floydada and established his real estate business here.

He was born at Sulphur Springs, Oct. 6, 1894. He was married to the former Miss Bertha Minter in 1915 at Pine Forest, Hopkins County.

Taught School

The couple taught school in Hopkins County until 1929 when they moved to Floyd County. He taught school there in the Baker and Sand Hill schools and later entered the real estate and insurance business in Floydada.

Survivors include his wife; two sons associated in the real estate firm of J. W. Chapman & Sons, Ray Chapman of 3615 59th St., and Harold Chapman, 3302 20th St.; two daughters, Mrs. Bud (Nelda) White, 3211 27th St., and Mrs. Richard T. (June) Moody of Marlow, Okla.; three sisters, Mrs. J. F. Anderson of Brownfield, Mrs. L. V. Rea of near Carlisle, and Mrs. H. Y. Choate of Mineola; 13 grandchildren and 2 great-grandchildren.

One son, Joe, preceded his father in death.

FLOYD DATA

Lt. Charles Holland of the Air Force, who is stationed at Tampa, Fla., arrived home last night for a week's furlough with his parents, Mr. and Mrs. T. L. Holland Jr. Joining the family for Christmas will be David, who is a Texas Tech student and Mr. and Mrs. Ricky Holland of Lubbock. Ricky is also attending Tech.

Tripping The Light Fantastic



DOROTHY Provine and Tony Curtis indulge in some fancy stepping in this scene from the Warner Bros. comedy hit, "The Great Race," in Technicolor and Panavision, opening Sunday at the Palace Theatre. Jack Lemmon and Natalie Wood also star in this mad story of a round-the-world auto race. Blake Edwards directed the film.

AND.....DON'T MISS "DR. GOLDFOOT AND THE GIRL BOMBS".....FRIDAY AND SATURDAY AT THE PALACE....STARRING VINCENT PRICE AND FABIAN.....THE GIRL BOMPS ARE THE MOST TITILLATING TIME—BOMBS YOU WERE EVER TEMPTED TO TRIGGER.

Troy McNeill Develops Fertilizer Pump At Dumas

Troy McNeill, son of Mr. and Mrs. Bill McNeill of Floydada has just developed an irrigation fertilizer pump in conjunction with his fertilizer business at Dumas and the Dumas newspaper reports the following developments:

Two Dumas men -- both partners in a farm supply and fertilizer distributing firm -- will be "world premiering" a device they were told "would never work" at a World Agri-Forum in Miami Beach, Fla., next week.

Showing off a pump unit that does work -- and works "better than expected" -- will be Don Anthony and Troy McNeill. Their showing will be at the annual convention of the National Fertilizer Solutions Association.

The convention sessions start Monday and extend over a three-day period.

The device they developed is designed to accurately meter and inject liquid fertilizer solutions into sprinkler-type irrigation systems.

The whole project started some three years ago "when we were trying to figure out some way to top dress fields without disturbing crops," says McNeill.

"We felt that if fertilizer solutions could be injected in irrigation water pipelines, it would save a farmer a number of trips over a field and result in considerable savings to him," he adds.

Told that their ideas would "never work," the two Dumas men went ahead with the development. After three years of looking, testing and experimenting, they have come up with a simple piece of machinery driven either by an electric motor or off the well drive shaft.

Only one other type of injection system is in use today and in a different section of the country. The system is described as "more complicated and a lot more expensive" than the one developed here.

The pump unit -- designed primarily for sprinkler irrigation systems -- measures only about 14 inches long. Its internal parts are Teflon and casing and piston are stainless steel.

Mounted on an irrigation pump, the unit takes its power from the pump drive shaft or electric motor through a gear reduction unit. Accurate metering allows the injection of from 4 ounces of liquid to 18.2 gallons per hour.

Liquid fertilizer for the system comes from a large tank located nearby and connected up by hose to the metering device. With each stroke of the pump, a measured quantity of solution is injected in irrigation water.

"This pump, coupled with a sprinkler system has taken the guess out of the amount of fertilizer applied to a field," claims McNeill.

"If a farmer knows how much water he pumps and the acreage covered in 24 hours, the fertilizer application can be set to a gnat's hair," he adds.

The unit has been particularly successful in the Channing, Hartley and Dalhart areas where soils are best suited for sprinkler-type irrigation, the two partners point out.

Its successful use, they add, is primarily the reason for an enlarged operation by the firm and the opening of a new store in Dalhart. Started up last July, the store was "built on the strength of the fertilizer injection device," McNeill notes.

The pump unit settled on by the firm, incidently, is a part used by the oil industry to meter additives put into petroleum products. It is, however, manufactured by several firms to North Plains Fertilizer specifications.



NARROW ESCAPE – Jimmy Stewart races to the rescue of Maureen O'Hara and Juliet Mills after their wagon is overturned during a wild stampede of longhorn steers in Universal's stirring western drama, "The Rare Breed," in Technicolor and Panavision, starring Stewart, Miss O'Hara and Brian Keith; co-starring Miss Mills, Don Galloway, David Brian. Showing at the Capada Sunday and Monday.

DOUGHERTY NEWS

by Mrs. W. J. Ross

DOUGHERTY, Dec. 19 – A longtime resident of Dougherty, Mrs. J. E. (Zuma) Newton passed away at the convalescent home in Lubbock last week, where she had been for several months. (Her funeral is published in this issue of the Hesperian).

Mr. and Mrs. Howe Hines attended the graduation exercises for their son, Hal Dean, at the Naval Air Station in Corpus Christi Dec. 9. Impressive ceremonies were held in the open on a beautiful day. There were twenty one members in the class. A very touching note was the pinning of wings. Mrs. Hines was surprised when Hal pinned wings on her and then on his wife. Several boys were from distant points and their parents were unable to attend.

Hal Dean will be an instructor at Pensacola, Fla.

Kenneth Thomas, who is a government employee as an architectural engineer was in the area on business and visited in the home of his sister, Mrs. Howe Hines and family over the weekend. Thomas assisted with the Canadian Dam project and is currently working on a pipeline project in California.

Cindy, Christi and Carlton Carpenter of Roaring Springs were weekend guests in the home of their grandparents, Mr. and Mrs. Howe Hines.

Mr. and Mrs. Kent Covington and sons and Mr. and Mrs. F. M. Covington enjoyed a pre-Christmas celebration in the home of Mr. and Mrs. Warden Mayes of Big Spring Sunday.

The Rev. Dewese and family and a guest, Roger Edwards of Kress were entertained in the Kenneth Poole home Sunday. The Dewese family plans to visit relatives in Sonora during the holidays.

Mr. and Mrs. R. H. Crawford accompanied their son, Jerry, to Seattle, Washington, where they will visit their son, David and family during the holidays. Jerry is due to report to Mather AFB, Calif. early in January for navigator training.

Mrs. Gower of Tachecai, Calif. is spending the holidays in the home of her sister, Mr. and Mrs. J. G. Cage.

Mrs. Mary Erwin and Miss Nina Kincannon of Matador were Sunday guests in the C.A. Caffee home.

Jodie Campbell, daughter of Mr. and Mrs. Maurice Campbell and a sophomore at Tech will visit friends near Niagara Falls, New York, during the holidays. A sightseeing tour into Canada has been planned.

Max Campbell will spend the holidays with his parents. He is scheduled to graduate from Tech at the end of the current semester.

MERRY CHRISTM... HAPPY NEW YEAR...

FLOYD DAT...
Mr. and Mrs. Oscar ... of Providence visit... Monday with her moth... F. S. Byars.

FLOYD DAT...
Lee Rushing is h... to spend the holida... daughter and family.

FLOYD DAT...
Mr. and Mrs. Ke... gene Probasco and... will leave this ... Worth where they ... the holidays with ...

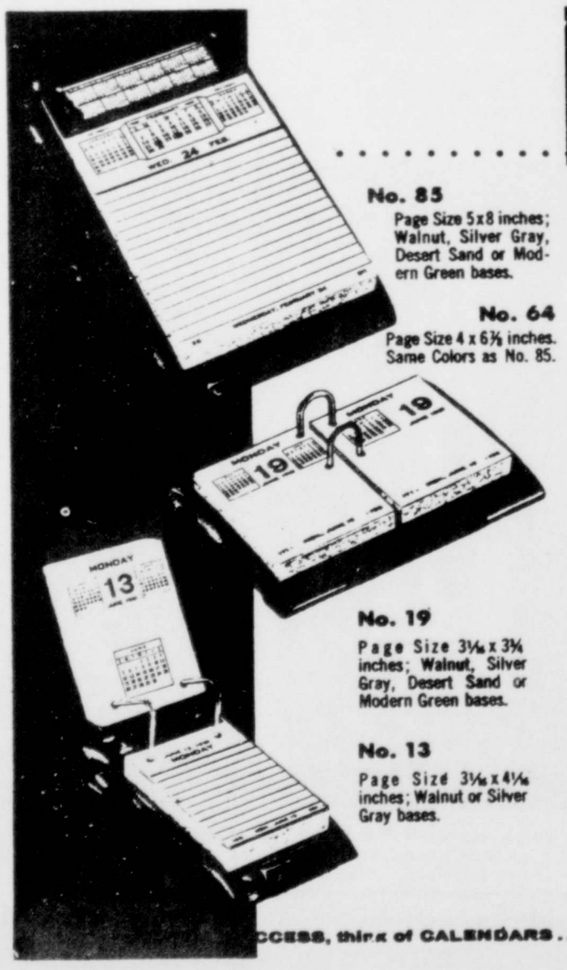
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PEACE
Through the years, man has sought peace. Let us seek it where it must begin...within our hearts. May Christmas bring that peace that passes understanding.
Wishing you and your loved ones all the joys that the holiday season can bring!
MR. AND MRS. TOMMY ASSITER AND FAMILY
MRS. MAY GARRETT AND KITTY LLOYD
MR. AND MRS. CLAY HENRY AND SAM
DR. AND MRS. KEITH PATZER AND FAMILY
THE JACK McINTOSH FAMILY
THE JOHN R. TINNINS
MR. AND MRS. MIKE CARVER AND FAMILY
MR. AND MRS. HENRY WATSON AND TAMMY
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MR. AND MRS. WENDELL TOOLEY
MR. AND MRS. WALTON WILSON
MR. AND MRS. BILL McNEILL
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...EW

Dec. 19 – Mr. ...dsey Graham and ... Teague went to ... Tuesday night ... visited Mr. and ... Bradshaw.

... Walls, Mrs. Clyde ... Mrs. Jewell ... among the ladies ...ristmas party for ...nday School class ... Baptist Church in ... Mrs. P. D. Helms ...noon.

... Mrs. E. W. Walls ...day in Plainview. ...hey visited Mrs. ... On the return ...opped at Lockney ...r. and Mrs. D. D.

...rs. Lee Burton ...n Saturday to get ... Sharon who re- ...hem to spend the ... Sharon is a stu- ... Texas State in

...ght the Irwin bro- ...r sister got to- ...oosevelt school, ... for their annual ...arty and dinner. ...embers of the ...resent this year. ...r. and Mrs. R.C. ...ly, Mr. and Mrs.

...R NEWS

...ec. 19 – Did we ...h beautiful pre- ...uther! We hope ... have a good ... one had been in ...res any day last ... have seen happy ...le "getting San- ... the family. And ...t spirit.

... Dunn who has ...ston for two or ... with her daugh- ...ily, the Eddie ...ned home last ... reports the new ...r, Lee Ann, is lit- ...r and sweet.

...st week Mrs. Dunn ... Roger Gooch and ... Mrs. Elmer War-

...er guests of Mrs. ...rs. Lolo Pohl of ...er mother, Mrs. ...n, Mr. and Mrs. ...mery and Mr. and ...McCarty of Plain-

...rs. C. W. Denison ...arillo Wednesday ...Lide who had sur-

...e Denison home ...g were Mr. and ... Walls and Mr. ...on Wilson. Guests ...ng were Mr. and ... Burke, Mrs. B. ...nd Mr. and Mrs.

... Reeves of Gruver ... Denisons Sunday. ...r Irwin and Mrs. ...visited Sunday af- ...d Miss Alma Ruth ...has been ill.

... Mrs. Joe R. Rob- ...sadena, formerly ...were in Floydada ...eeting old friends. ...as Warrens vis- ...afternoon with Mr. ...red Battey. Other ...he Battey's daugh- ...milies, the Julian ... of Phillips and ...ooks of Amarillo. ... Warrens attended ...at Westbrynn Ha-

...C. Vinson visited ... Dunn Friday af-

... Mrs. Glen Stroup ...and Mr. and Mrs. ...on and family were ...er guests of the ...n.

... Mrs. Walter Sims ... for Alvin, Texas, ... will visit their ...husband, Mr. and ...e Horton, and the ...d wife, the Phil ...g the Christmas

...er guests of Mrs. ... were her son, ...on of Kermit and ...r's sisters and ...ds, Mr. and Mrs. ... and Mr. and Mrs. ...d.

...weekend, guests of ...rsons were their ...ckson and family ...eir daughter and ...er Smithermans of ... joined the get- ...Sunday dinner.

...rs. Joe Guffee of ...isited the R. C. ...day afternoon. R. ...been indisposed the ...k.

... Thomas is in Plain- ... to see her bro- ...ther, who has been ... at the Medical ...several days.

... Greens visited the ...rs briefly late Sun- ...noon. Vic Green, ... saw his parents

...ard Smith family ...rs who have lost lov- ...recently have our ...pathy.

...rs. Clarmon Booth ...weekend at Paris, ...ng his relatives.

... the Welborn clan ...ening with James ...Welborn at Plain- ...brate the birthday ...ley.

L. F. Irwin and family, Mr. and Mrs. Sherman Irwin and family, Mr. and Mrs. Herbert Irwin and family, Hershel Irwin and children, all of Lubbock, Mr. and Mrs. Roy McCarter and family of Canyon, and Mr. and Mrs. Shirley Irwin and family from here. Mrs. Hershel Irwin was unable to be with the group as she had to remain home with a sick baby.

Mrs. Ruey Irwin spent Sunday and Monday in Floydada at the home of her daughter, Mrs. Carl Nelson.

Mr. and Mrs. Cecil Payne returned home last week from a trip to Stamford Lake where they spent a week at the trailer court there.

Mr. and Mrs. Galen Holl. 1 accompanied by Mr. and Mrs. Earl Thompson of Matador went to Lubbock Friday. Mrs. Holland had a checkup at Methodist Hospital and we are pleased to state that Mamies' report was good.

Mrs. C. W. Payne and Mrs. Jewell Teague attended the staff Christmas party at Lockney General Hospital Saturday night.

Mr. and Mrs. Walton Wilson and Mr. and Mrs. C. W. Denison were guests Monday night of Mr. and Mrs. E. W. Walls. The group played 84.

Mr. and Mrs. A. S. Mize visited Sunday night in the home of Mr. and Mrs. George Mize.

Mrs. Kate Crabtree arrived home today (Monday) from Northport, Alabama, where she had been since Thanksgiving with her daughter and family, Mr. and Mrs. Lige Moore and baby son.

Mr. and Mrs. T. L. Perry attended the Perry family get-together Sunday morning at the home of Mr. and Mrs. Charlie Perry. After a short stay there Thurman and Ruth went to Snyder where they attended the Golden Wedding Anniversary held for Mr. and Mrs. Bart Bransom.

Mr. and Mrs. Bill Tye and Mrs. W. B. Wilson went to Lubbock Monday where Mrs. Wilson saw a doctor.

Jerry Don Denton of Littlefield came Sunday to visit in the C. H. Wise home with them and Mrs. Ella Lawhon.

Mrs. W. B. Wilson visited Sunday with Mr. and Mrs. Bill Tye and had lunch with them.

Mrs. Dot Hammonds spent the day Monday with Mrs. Walton Wilson.

Mr. and Mrs. A. S. Mize and Mrs. W. B. Wilson went to Matador Saturday where they spent the day with Mr. and Mrs. Vance Gilbreath.

Mrs. Jewell Teague attended a Spanish luncheon in Lockney Monday at the home of Mrs. Elvity Munizy. Others present were Mrs. Dorothy Lloyd of Lubbock, Mrs. Ruby Johnson and Mrs. Laura Williams.

Mr. and Mrs. Walton Wilson went to Lubbock Sunday where they attended the Austin family Christmas get-together at the home of Mr. and Mrs. John Austin. Others enjoying this get-together were Mr. and Mrs. Truitt Austin and family of Lubbock, Mr. and Mrs. Hub Austin and Gary of Borger, Mr. and Mrs. Sim Reeves of Memphis. They group went to the El Toreador Room at Furr's Cafeteria where they had dinner. In the afternoon Mr. and Mrs. Jim Mallard and family and Mr. and Mrs. Garnet Reeves and family, all of Lubbock, joined the group.

Mr. and Mrs. Hub Austin and Gary returned home with Mr. and Mrs. Walton Wilson and spent Sunday night and Monday with them before going on to their home in Borger.

Mrs. A. S. Mize was among the ladies attending the Love Class Christmas party of First Baptist Church Friday afternoon at the home of Mrs. W.F. Daniels.

We wish all who read this news a Merry Christmas and a Prosperous New Year.

FLOYD DATA

Mr. and Mrs. Elton Turner of Phoenix, Ariz., are due to arrive Saturday for a visit during the holidays with their parents, Mr. and Mrs. V. D. Turner and Mr. and Mrs. S. D. Roe and other relatives.

FLOYD DATA

Lt. and Mrs. Robert Ragsdale and son, who have been stationed at Fort Richards in Anchorage, Alaska, are due to arrive in Floydada Friday for a holiday visit with her parents, Mr. and Mrs. Clarence Guffee. The Ragsdales are now visiting his parents in Stratford.

Lt. Ragsdale received his discharge from service recently. Future plans were not immediately known. Mrs. Ragsdale is the former Sonja Kay Guffee.

Lunar Orbiter 2 sends back more photographs.

FROZEN FOOD BUYS

ROLLS, FOOD MART, PARKERHOUSE, 24 CT. BAG.....25¢
FRUIT PIES, JOHNSTON, GREEN APPLE, BIG 9 IN. .....69¢
CAULIFLOWER, LIBBY, 10 OZ. PKG. .....29¢
YAMS, HILLS 'OF HOME OR LIBBY, 12 OZ. PKG. .....29¢
PIE SHELLS, CRUST O GOLD OR DUTCH ANN, 2 PER PKG.....25¢

S&H GREEN STAMPS — AMERICA'S MOST VALUABLE STAMPS

We Will Be CLOSED, Sunday, Christmas Day, December 25, 1966, and Also, Monday, December 26, 1966.

BIG MEAT VALUES

TURKEYS U.S.D.A. "A" Grade, Fairview Brand, Tom, 14 to 20-Lb. Sizes ..... Lb. 39¢
Hens, 10 to 14-Lb. Average, 43¢

COOKED HAMS Fully Cooked, Swift's Premium, Dry Cure, Full Shank Portion ..... Lb. 55¢

PIGGLY WIGGLY IS "HEADQUARTERS" FOR YOUR CHRISTMAS NEEDS — ON CANNED HAMS, FULLY COOKED AND SMOKED HAMS, ALL SIZES, FAMOUS BRANDS

Fully Cooked Hams Boneless, Hormel's "Cure 81", Whole or Half ...Lb. $1.39
Ducklings U.S.D.A. "A" Grade, Michigan White ..... Lb. 49¢
Rib Roast U.S.D.A. Choice Beef, Semi-Boneless ..... Lb. 79¢

Pork Loin Roast Lean, Northern Pork, 2½ to 3½-Lb. Size ..... Lb. 69¢
Cream Cheese Kraft's Philadelphia ..... 8-Oz. Pkg. 29¢
Rump Roast Boneless, U.S.D.A. Choice Beef ..... Lb. 99¢
All Meat Franks Swift's Premium ..... 12-Oz. Pkg. 49¢
Leg-O-Lamb U.S.D.A. Choice, Swift's Premium ..... Lb. 79¢
Fresh Oysters Wilis Point Pacific, Large ..... 8-Oz. Can 79¢
Turkeys Swift's Butterball, 10 to 20-Lb. Size ..... Lb. 49¢

Party Snacks
Whipped Cream Cheese Kraft's, All Varieties 4-Oz. Cup ..... Each 33¢
Hostess Cups Kraft's, Cream Cheese, Chive, Pimento, Pineapple, 5-Oz. Cup ..... Each 39¢
Sliced Cheese Kraft, Natural Slices, Brick, Jack, Muenster ..... 6-Oz. Pkg. 45¢
Kraft's Cheese Dips All Varieties, 8-Oz. Cups ..... Each 49¢
Cracker Barrel Cheese Kraft's Sharp ..... 10-Oz. Stick 69¢

EGGS (Brand) Grade A, Medium ...Dozen 53¢

COFFEE Maryland Club, All Grinds 1-Lb. Can 69¢
2-Lb. Can — $1.37
3-Lb. Can — $1.99

SUGAR C & H, Holly or Imperial 5-Lb. Bag 49¢

COCKTAIL Stokely's Fruit Finest No. 303 Can 19¢

Butter Bonnebelle, Sweet Cream ..... 1-Lb. Pkg. 77¢
Ice Cream CLOVERLAKE ..... ½ Gallon 69¢
Pecans DEL CERRO, HALVES AND PIECES ..... 10-Oz. Pkg. 68¢
Peaches Hunt or Stokely ..... No. 2½ Can 25¢
Coconut Durkee's, Flaked ..... 14-Oz. Pkg. 39¢
Flour Pillsbury's Best ..... 5-Lb. Bag 55¢
Cranberry Sauce Ocean Spray, Strained or Whole ..... 16-Oz. Can 19¢
Crisco Pure Vegetable Shortening ..... 3-Lb. Can 79¢

Store Manager's Special!
Whipping Cream ALL BRANDS ½ PINT 27¢

TEMPTING PRODUCE

Bananas Chiquita, ... Lb. 12½¢
Celery Pascal ..... Lb. 7¢
Onions Yellow, Sweet Spanish ..... Lb. 5¢
Leaf Lettuce Delicious Wilted ..... 2 Large Bunches 29¢
Nuts in the Shell All Varieties ..... Lb. 39¢

"Schilling for Christmas Seasoning"
Poultry Seasoning Schillings, Ground ⅛ Oz. Can ..... 19¢
Sage Schillings, Ground 1-Oz. Can ..... 23¢
Pumpkin Pie Spice Schillings, Ground 1¼-Oz. Can ..... 37¢
Cinnamon Schillings, Ground 1⅛-Oz. Can ..... 33¢
Cake Decorators Schilling, Assorted Colors 2 Oz. Size ..... 19¢

Corn Oil Mazola, Pure Quart Bottle ..... 69¢
Candy Brach's, Assorted Royals & Toffees, Pkg. ..... 39¢

HOLIDAY SPECIALS

Fig Bars Sunshine 1-Lb. Box ..... 37¢
Cherries Towle Maraschino 10½-Oz. Bottle ..... 37¢
Flour Pillsbury's Best ..... 5 Lb. Bag 59¢
Cake Mixes Pillsbury, Layer Cakes, Assorted Flavors ..... 3 20-Oz. Boxes $1.00
Black Pepper Schilling 4-Oz. Can ..... 43¢
Marshmallows Doumak, Miniature 10½-Oz. Pkg. ..... 23¢
Mincemeat None Such 9-Oz. Pkg. ..... 33¢
Chocolate Chips Nestle's Morsels, 5¢ Off Label, 12-Oz. Pkg. ..... 44¢
Marshmallow Creme Kraft 7-Oz. Jar ..... 23¢
Nutmeg Schillings, Ground 1½-Oz. Can ..... 59¢
Corn Meal Aunt Jemima, White or Yellow ..... 5 Lb. Bag 49¢
Condensed Milk Eagle Brand, Large Can ..... 37¢
Pineapple Paradise, Red, Green or Natural, 4-Oz. Pkg. ..... 33¢
Cherries Paradise, Red or Green 4-Oz. Pkg. ..... 35¢
Vanilla Schillings, Extract 2-Oz. Bottle ..... 47¢
Egg Nog All Brands, Fresh Mix, Quart ..... 49¢
Sour Cream Borden's 8-Oz. Carton ..... 33¢
Aluminum Foil Reynolds 25-Ft. Roll ..... 33¢
Croutettes Kellogg's 7-Oz. Box ..... 37¢
Paper Plates Diamond, Deluxe 15-Ct. Pkg. ..... 49¢
Napkins Zee, Mix N Match Colors ..... 2 60-Ct. Pkgs. 27¢
Rolls Pillsbury, Parkerhouse 10½-Oz. Can ..... 33¢
Cookies Pillsbury, Refrigerated Roll ..... 49¢
Cherries Brach, Chocolate Covered 12-Oz. Box ..... 49¢
Cracker Jacks Famous Treat ..... 3 Pkgs. 27¢

REDEEM THIS COUPON FOR FIGHTING ACE ONLY $1.79 with this coupon. LIMIT ONE COUPON PER CUSTOMER. COUPON GOOD THRU DEC. 22

COUPON GOOD THRU DEC. 22 ANY $2.39 FIGHTING ACE SERVICE UNIFORM ONLY $1.99 with this coupon. LIMIT ONE COUPON PER CUSTOMER

COUPON GOOD THRU DEC. 22 ANY $1.20 FIGHTING ACE COMBAT ACCESSORY ONLY 79¢ with this coupon. LIMIT ONE COUPON PER CUSTOMER

COUPON GOOD THRU DEC. 22 ANY $1.29 WENDY DOLL FASHION OUTFIT ONLY 99¢ WITH THIS COUPON. LIMIT ONE COUPON PER CUSTOMER

COUPON GOOD THRU DEC. 22 ANY 79¢ WENDY DOLL FASHION OUTFIT ONLY 59¢ WITH THIS COUPON. LIMIT ONE COUPON PER CUSTOMER

COMPARE & SAVE

Yams Del Monte, Whole No. 303 Can ..... 33¢
Pears Del Monte, Halves No. 303 Can ..... 29¢
Pineapple Del Monte, Crushed No. 2 Can ..... 35¢
Oranges Cliffhouse, Mandarin 11-Oz. Can ..... 25¢
Corn Del Monte, Cream Style or Whole Kernel ..... 5 No. 303 Cans $1.00
Asparagus Del Monte, Mary Washington ..... 2 No. 303 Cans $1.00
Sweet Peas Del Monte ..... 4 No. 303 Cans $1.00
Green Beans Del Monte, Whole No. 303 Can ..... 29¢
Spiced Peaches Gold Coast No. 2½ Can ..... 25¢

Gum Beechnut, Assorted Flavors, 6 Pack ..... 25¢
Mixed Nuts McCormick 13-Oz. Can ..... 55¢
Mayonnaise Kraft's Quart Jar ..... 69¢
Cranberry Juice Ocean Spray 48-Oz. Bottle ..... 79¢
Apple Cider Paw Paw ½ Gallon ..... 49¢
Beverages Canada Dry, Assorted Flavors ..... 4 28-Oz. Bottles $1.00
Olives Towle Stuffed No. 610 7¼-Oz. Jar ..... 59¢
Ripe Olives Early Calif Select, No. 1 Can ..... 37¢
Sweet Pickles Mother's 16-Oz. Jar ..... 47¢

Health & Beauty Aids!
Alka Seltzer Regular 67¢ Value 25-Ct. Bottle ..... 47¢
ASPIRIN, BAYERS, REG. 89¢, 100 CT. BOTTLE.....69¢
HAIR SPRAY, NESTLE, REG. 89¢, 13 OZ. CAN.....39¢
DEODORANT, MENNEN, REG. 98¢, 4 OZ. AERO CAN.....79¢
CREME RINSE, BRECK, REG. 98¢, 8 OZ. BOTTLE.....79¢

Samsonite FOLDING CHAIR ONLY $3.99 with $15 worth of regular items

THESE PRICES GOOD DEC. 22–24 AT YOUR PIGGLY WIGGLY IN FLOYDADA
WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

Lowest Prices . . . Greatest Variety . . . always at . . . Piggly Wiggly

SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, Dec. 19 – Ninety-three attended Sunday School Sunday morning at the Baptist Church with several others coming in for church services. Frank D. Jones of Floydada, home on leave from the Armed Forces where he is stationed in Germany, was present, and Jimmie Upton fromNTSC at Denton was home with his folks, and attended church. D'Ann and Boyd McClure from Plainview were also visitors. Frank Jones grew up at South Plains and he is home for a month on Christmas leave. He hopes to make the army his career.

Another of our boys arrives home Friday. Ray Taylor, son of Mr. and Mrs. Ursel Taylor will be home eight days from Fort Bliss, near El Paso. Ray is in the medical corps. The Taylors will have a daughter, Mr. and Mrs. Bearl Gilbert of Flomot, and Mrs. Taylor's mother, Mrs. Ora Jacobs of Quitaque all home with them for Christmas.

Friday morning a group from the Baptist Church met to clean the grounds and prepare the parsonage for Rev. and Mrs. Charles Conger and boys, Brent and Bentley, who will move here Christmas week. Mr. and Mrs. Fred Fortenberry, Mr. and Mrs. Bryan Karr, Murray Julian, Mrs. Bryant Higginbotham and Mrs. Charles Conger spent Friday working until night shining windows. With the parsonage newly painted, new floors in parts of house, and new storm windows, it is all ready for occupancy.

Mr. and Mrs. Sylvin Kinnibrugh and Beth were hosts Sunday with guests Rev. Charles Conger, and Mr. and Mrs. Philip Smitherman, Marc and Monty. Mrs. Conger and boys were not able to be at church because of illness of the older son, Brent.

The home of Mr. and Mrs. Wayland Fitzgerald in Rock Creek was the scene of a pre-Christmas family gathering of the Fitzgerald brothers and sisters Saturday night. Seven of the nine children were present including Mr. and Mrs. Pete Land of Clarendon, Mr. and Mrs. Dale McGaugh, Mr. and Mrs. Fladger Fitzgerald, and Mr. and Mrs. Dock Minyard, all of Littlefield; Mr. and Mrs. Arby Mulder and Mr. and Mrs. C. G. Cobb of Tulia. The group exchanged gifts around the Christmas tree and enjoyed the fireplace, later singing Christmas songs until a late hour.

Intermediate and young girls of the Baptist Church will meet at the home of Mrs. L. T. Wood on Wednesday evening at 5:30 for refreshments, and then the group will go throughout the community Christmas caroling.

Baptist Church services will begin at 9 a.m. Christmas Day, Dec. 25, and go through 11 o'clock. There will be no night services. Wednesday night members will meet for prayer services and Christmas carols at the church.

Mr. and Mrs. Bob Reeves and children will go to Brownfield to have their Christmas with her parents, Mr. and Mrs. Jim Hayes, and other members of the Hayes family.

Mr. and Mrs. Bryan Karr plan to leave Wednesday for Boulder, Colo, where they will spend the Christmas holidays with their daughter, Mr. and Mrs. Steele Deavenport and Sherre, and also visit the Loyd Deavenports in Denver, Colo. They will go in their pickup to take a piano to their daughter.

L. N. Johnson went to the Lockney Hospital Saturday and is still there this Monday. He was suffering severe headaches and this Monday is undergoing x-rays. We hope he can be home soon.

Mr. and Mrs. Arby Mulder celebrated their Christmas this Sunday with children, Mr. and Mrs. Nathan Mulder and Cindy, home, and Kathy home from Amarillo Junior College. Kathy will be home until Jan. 3. The pre-Christmas tree and dinner were early because Nathan and family will leave by train this Monday evening from Amarillo, for Charleston, West Virginia, to spend Christmas with her sister, Mr. and Mrs. Bill Brown and Corky. The Nathan Mulders will be home around Wednesday Christmas week.

Mrs. L. T. Wood, Mr. and Mrs. Fred Fortenberry and Mrs. Bryan Karr held a pre-Christmas party at the Baptist Mission Church Friday night for the Latin-American boys and girls. Cookies, cake and punch were served, and Christmas stories and games were enjoyed.

Mr. and Mrs. Rex Smitherman, Kelly and Brynn attended a pre-Christmas dinner at the home of Mrs. Smitherman's parents, Mr. and Mrs. Alvie Jackson in Floydada Sunday. Joy's brother, Mr. and Mrs. Lynn Jackson and twin sons, Mike and Mark were home with them over the weekend from Duncanville, Tex. They will not be able to be home over the holidays.

Mr. and Mrs. E. J. Kinslow, Phil and Steve went to Lubbock Sunday morning to hear her nephew, Gordon Wright, preach at the 25th Street Baptist Church. Later all the families had dinner together. Rev. Wright, wife and 4 year old daughter are leaving for New York this Monday and from there will board ship on Dec. 28, for a 30-day voyage to Ethiopia, where the Wright family will be missionaries for the next four years. They will spend some time learning the language, and then go to work with the natives. The Kinslows went later to visit his father, D. E. Kinslow, who came home from the hospital Saturday, following major surgery. He is doing as well as possible.

Mr. and Mrs. Tillman Powell, Sandy, Donna and Warren plan to leave Thursday for Anna Texas, where they will spend the Christmas holidays and weekend with Tillman's folks, Mr. and Mrs. W. S. Powell. The Fletcher Powells of Lockney will also be there for Christmas. Tommy Powell, who is in the Air Force at Omaha, Nebr. will not be home until the middle of January.

Mr. and Mrs. J. C. Scott spent Saturday in Lubbock on a business trip. They had all their family home with them for the Thanksgiving holidays.

Mr. and Mrs. Harold Johnston, and youngest son, about five years old, were in a bad wreck last Wednesday afternoon as they were coming home from Plainview. They had a collision with a man on a tractor, who turned in front of them. Mrs. Johnston was badly injured, and the boy was hurt, but this Monday neighbors who visited Mrs. Johnston and boy at the Plainview Hospital find them both much improved, although she has suffered a broken ankle, and ribs injured, also multiple bruises, etc. It is hoped that she can come home before Christmas. The Johnstons other five children are staying with the grandparents in Tulia.

Mrs. G. E. Trimble reports this Monday that word has come from Charlie Grant, who was in the terrible pickup accident on Nov. 17, that he will be moved to the hospital in Woodward, Okla., where the family lives. He underwent brain surgery recently and earlier had surgery on his jaw. Relatives say he has never regained consciousness since the accident.

Mr. and Mrs. John Key West and Mr. and Mrs. Frank McClure went to Ralls Tuesday afternoon for the funeral services of Linnie L. McDermett, building contractor who died last Sunday night in Lubbock. He was the brother-in-law of George and Bill Beedy.

Mrs. Fred Riggs and son, Cherry Mullins of Irving, who formerly lived here, were in South Plains Wednesday for the funeral services of Albert Bean. Others who came from afar were Mrs. Walter Brown of Amarillo, H. S. Calahan Jr. of Abilene, and Hollis Shewmake of Plainview.

Mr. and Mrs. Sterling Cummings, and their five children plan to leave this Thursday for Siloam Springs, Ark. where they will spend the Christmas weekend with her parents, Mr. and Mrs. Earl Norman, and other relatives. They hoped to come back in time for the Calahan Christmas get-together.

Mr. and Mrs. Joe Taylor, and children of Lockney, Mr. and Mrs. J. Ronald Taylor and Mr. and Mrs. J. P. Taylor will have their Christmas Day in Quitaque with Mrs. J. P. Taylor's parents, Mr. and Mrs. W. W. Merrell.

Signs of Christmas are all about us with school program, tree, Santa Claus visiting here Tuesday night, all the decorated homes, and plans for Christmas visits of relatives, or trips elsewhere for the Christmas Day celebration on Sunday.

Mr. and Mrs. Hansel Sanders and Gary, Mr. and Mrs. Don Probasco and their five children, and Mr. and Mrs. Philip Smitherman went to the schoolhouse Friday night to decorate the tree for the school program. The whole group later gathered at the Smitherman home to partake of coffee, cokes and cake.

R. H. Adams was brought home from the hospital in Lubbock Saturday where he had been since Monday taking tests. He is to have medication and a special diet for six weeks, in hopes they can clear up the trouble.

Mr. and Mrs. Sylvin Kinnibrugh spent Wednesday and Thursday in Vera with his parents, the J. A. Kinnibrughs, on a business trip.

Mr. and Mrs. Roy Burks will leave Friday afternoon for Dallas, and for the different homes of all their four children where they will spend the Christmas holidays.

Johnny Powell, son of Mr. and Mrs. Fletcher Powell, is due to be home this Monday by bus from Fort Gordon, Georgia, where he is stationed with the Armed Forces. He will spend his Christmas holidays with home folks.

Mr. and Mrs. Frank McClure visited in Lubbock Thursday with his sister, Mr. and Mrs. C. R. Givens.

Several from here went to see the Billy Graham show, "The Restless Ones" at a theatre in Plainview first of last week. Those attending were Mr. and Mrs. Grigsby Milton and Darla, Mrs. Bryant Higginbotham, Mrs. Frank McClure, Donna, D'Ann and Boyd McClure.

Mr. and Mrs. John Kinnibrugh, Beverly and John Mark, and Mr. and Mrs. Sylvin Kinnibrugh and Beth will go to Lubbock Wednesday night to the home of Mr. and Mrs. Teddy Horne. There they will have supper and exchange gifts at the Christmas tree, then all go to see the Christmas lighted homes there.

Raymond Reeves and Deral Young left for Ozona, Tex. Friday on a deer hunt, and returned home this Monday with two deer each. Mrs. Young spent the weekend in Floydada with her folks, the Pike Hannas, and Mrs. Reeves and children went to Turkey where Sunday her brothers, Mr. and Mrs. John Bingham and children of Montgomery, Ala., and Mr. and Mrs. Jerry Bingham and children of Plainview arrived for a pre-Christmas visit. Linda Pruitt accompanied Mrs. Reeves to Turkey to the home of Mr. and Mrs. Bruce Gibson, Mrs. Reeves' parents.

The home of Mrs. L. N. Johnson at the ranch was the setting for the La Than Club members Christmas Coffee. Guests called Thursday morning at 9:30 and were served apple, orange, and apricot fruit cakes and coffee. Assistant hostesses were Mmes. John Kinnibrugh, Philip Smitherman and Glen Wood. Secret pals were revealed, and new names were drawn for the coming year. Attending were Mmes. Sterling Cummings, Zach Walton Cummings, Dean Stewart, Don Marble, Tom Maurer, Kenneth Bean, Keith Marble, Don Shurbet, Fred Marble, Eugene Beedy, Kendis Julian, Larry McCormick, Deral Young and Ronald Kitchens.

The Junior boys and sponsors Mr. and Mrs. J. Ronald Taylor, and the Junior girls with sponsor, Mrs. Bob Reeves met for their Christmas party at the Fellowship Hall of the Baptist Church Saturday night. The leaders and children played games for an hour, then they had refreshments of hot chocolate, cookies and candies and coffee, after which they all exchanged Christmas gifts. Attending were Marc Smitherman, Joel and Doyle York, Randy Calahan, Stevie Pritchett, Zach and Paula Cummings, Zenda and Natalie Cummings, Darla Milton, Arlaine Hamm, Jean Reeves, Brynne Smitherman, Donna and Wanda Powell.

Messrs. and Mmes. I. H. Parks, Harold Hamm and Raymond Upton were hosts at a forty-two party at the Sterley Community House, Saturday night, Dec. 17, with games played at four tables. Salads, cookies and tea and coffee were served and those who came were Messrs. and Mmes. Fred Fortenberry, Early Pritchett, L. T. Wood, Mrs. Bryant Higginbotham and the hosts.

Mr. and Mrs. Harold Hamm were hosts at a pre-Christmas dinner Sunday with all the brothers and sisters present. Those who came were Mr. and Mrs. Vern Nelson of Amarillo, Mr. and Mrs. Raymond Teeple from Lone Star, Mr. and Mrs. Gaines Teeple, and Mrs. Wanda Dobbs from Floydada, Mr. and Mrs. Leighton Teeple and Rhonda from Plainview, and Mr. and Mrs. David Reddout and Ricky from Dallas.



SOLDIERS IN VIET NAM AT CHRISTMAS – Many parents in the Floyd County area have sons fighting in Viet Nam but Mr. and Mrs. Huell Peace of Floydada have two sons there. The couple have no other children. Both men are married and each have a son. Mrs. Peace is seen holding pictures of the soldiers, Haroldean and David Wayne Peace. (Staff Photo)

FLOYD DATA

Mr. and Mrs. Darryl Lindsey of Austin are here spending the holidays with their parents, Mrs. B. V. Carver and Mr. Carver and Mr. and Mrs. Kenneth Rimmer at Providence.



All the best wishes to our good friends.

COLONIAL BAKE SHOP



to you and yours!

holiday greetings from

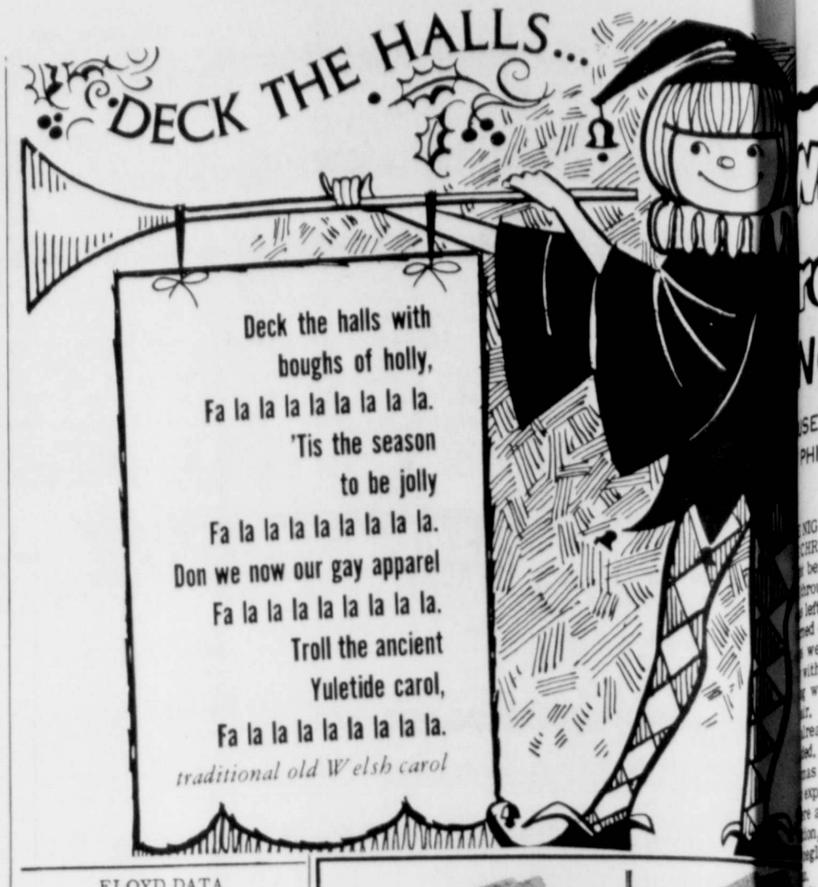
FLOYDADA SALVAGE AND SUPPLY



It's time to wish our many friends the best!

SAM BAKER

BAKER INSURANCE





TO A

OUR KIND PATRON

ALLEN CHRYSLER PLYMOUT

TED ALLEN SHELLY A



Sincere best wishes for a ver merry Christmas!

LIGHTHOUSE ELECTRIC CO-OPERA

INCORPORATED



CONOCO SERVICE STATION NO. 1

WELBORN AND SPARKS

Willie Freehand NOTES

LIGHTHOUSE ELECTRIC COOPERATIVE, INC.
BY PHILLIPS, HOME ECONOMIST

NIGHT
CHRISTMAS
before Christ-
through the house
left burning, the
ead out.
were hung by
with care,
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n,
glected to call
lights for good
behind the fuse
beds the whole
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dreaming of
began to glow
ht there came
om their beds
was the matter.
rough the win-
Santa on high.
prise they saw
sky.
had set the
flame,

So Christmas for these folks
would be one of pain.
The penny which had taken the
place of a fuse
Is a practice people never
should use.
And big fuses too can be just
as bad...
They take away protection that
should be had.
So, as Christmas approaches
with the joy that it brings,
Of children and family, of toys
and things,
Make sure of your wiring and
do it quick...
Then instead of a fire, you can
welcome St. Nick.

MERRY CHRISTMAS AND A VERY HAPPY NEW YEAR TO EVERYONE FROM THE EMPLOYEES OF LIGHTHOUSE ELECTRIC COOPERATIVE, INC.

* * * * *

The employees of Lighthouse Electric and their families met at the Lighthouse Kitchen on Thursday night for a Christmas get-together and a visit from Old Santa Claus for the little ones.

The "gentleman" arrived on time with bags of goodies for all of the little ones.

The parents were served coffee, spiced tea, and Christmas cookies. Approximately 75 attended.

YORKSHIRE CHRISTMAS PIE

Make a crust with sides and bottom thick and large enough to hold a turkey, goose, fowl, partridge, and pigeon, all boned. Season well and place the meat as close together as possible in the crust. Fill the spaces with woodcock, moor game, and any other wild fowl at hand. Add four pounds of butter, lay on a top layer of crust, and bake for at least four hours.

from an 18th Century cookbook.

Mr. and Mrs. Lawrence Stovall and children had an early Christmas dinner with his mother, Mrs. R. M. Stovall in Plainview Sunday.

Mr. and Mrs. James Freeman and son, Mitchell of Amarillo; Mrs. Calvin Meason and son, Shannon of Canyon; and Mr. and Mrs. Gene Webb and Linda of Sweetwater were all visitors in the home of their parents, Mr. and Mrs. Grady Freeman during the weekend.

Mr. and Mrs. Terry Clark and son, Chris of Canyon were overnight guests of Mr. and Mrs. Nolan Arney and Steve, Friday.

Mr. and Mrs. Edd Neff hosted a family dinner Sunday for several of his relatives.

Mr. and Mrs. Corky Guffee, Phyllis and Larry spent the week-end in Sunray with the C. N. Hill family.

Mr. and Mrs. Bill Phillips and children were guests at a Christmas party Saturday night in Lubbock for employees of National Linen Service.

Miss Carolyn Cunningham visited in Pampa with friends during the week-end.

Mr. and Mrs. Manuel Joslin and family of Alice visited their son and family, Mr. and Mrs. Israel Rodriguez and daughter, Cassandra during the weekend.

His Birthday

Is there really a Christmas?
Was there a star in the sky
To guide the Wise men to Jesus
With purpose that didn't ask why?
Was there a child in a manger?
Was GOD's SON in that lowly place?
Did angels REALLY announce Him,
And did wise MEN look on His face?
Were there some shepherds abiding
Watching their flocks near at hand?
And were THEY invited to see Him
As well as the wise and the grand?

Is Christmas only for children?
Was God's gift just for the young?
Were there no tidings for grown-ups
In words by the angel choir sung?

Was there a cross on a hill top?
Was there a grave where He lay?
Did He defeat death in Victory?
Do God AND His Son LIVE today?

Yes, there were angels and shepherds,
Also the Wise Men and star
When God in His love sent His baby,
As gift to the world where we are.
Yes, Jesus WAS born in a manger
And on a cross later He died;
But He rose and will live forever!
Such love cannot be crucified!

Nor was it only for children
That God His beloved Son gave,
But ALL who believe shall not perish.
The sting was removed from the grave!

Yes, there will ALWAYS be Christmas,
And Jesus is still the great light
That WISE MEN in any age follow
Through darkness of spiritual night.

Mrs. A. Bailey Duncan "Louellyn"
Dallas, Texas

Mice Munched on Bellows .. Silent Night!

A church organ was put out of commission . . . as a result, one of the best-loved carols came into being, and, for the first time in recorded history, the guitar entered the hallowed circle of church music!

Here's what happened:

Christmas Eve, 1818, was a discouraging time for Father Joseph Mohr, pastor of the church, in Obendorf, Austria. With the organ suffering from nibbling mice, a new hymn had to be



created immediately for midnight Mass, something that could be sung with the accompaniment of another instrument.

Walking through snowy fields, Father Mohr developed the words to "Silent Night". Church organist Franz Gruber then composed the music.

They sang the new song together at Christmas services — to guitar accompaniment.



One Solitary Life

HE WAS BORN AND GREW UP IN AN OBSCURE VILLAGE THE CHILD OF ORDINARY PEOPLE. HE WORKED AS A CARPENTER AND AN ITINERANT PREACHER. HE NEVER WROTE A BOOK, NEVER HELD AN OFFICE, NEVER HAD A FAMILY, NOR OWNED A HOUSE. WHEN HE WAS ONLY THIRTY THREE HIS ENEMIES HAD HIM NAILED TO A CROSS.

HIS EXECUTIONERS GAMBLED FOR HIS CLOTHING. HE WAS LAID IN A BORROWED GRAVE. AFTER NINETEEN CENTURIES HE IS THE CENTRAL FIGURE OF THE HUMAN RACE. ALL THE KINGS THAT EVER REIGNED, ALL THE ENEMIES THAT EVER MARCHED HAVE NOT AFFECTED THE LIFE OF MAN AS MUCH AS THAT ONE SOLITARY LIFE.

Merry Christmas from Dr. & Mrs. O.R. Mc Intosh and Paul

Free! $9.95 TYPING TABLE WITH EACH ROYAL PORTABLE TYPEWRITER



Give the Gift of Better School Work

GIVE A ROYAL

No finer gift for a youngster. Actual tests conducted at Columbia, Illinois and Boston universities proved that a Royal Portable improves "general academic achievement." Choose from our wide selection of Royals: from the full-featured Safari® with Magic® Margins, the world's finest manual portable... to the smart office-typewriter-featured Parade®. Also for budget minded givers, the compact Royal Royalite®. ROYAL

Good Housekeeping GUARANTEED

$105.95

HESPERIAN OFFICE SUPPLY

SOUTH MAIN FLOYDADA PHONE YU 8-3737



May the Holy Babe shower your home with every blessing at Christmastime. May you know peace and plenty throughout the days to come.

GRUNDY IRON AND METAL
FREDA'S BEAUTY BOX
HALE & HALE INS. — BADGETT RADIATOR
RUSSELLS CLEANERS — JO'S SPECIALTY SHOP
ASSITER INSURANCE — McCOY GRAIN, INC.
IRENE'S BEAUTY SHOPPE — McCOY GIN, INC.
COVINGTON OIL & BUTANE

Missionaries Lonnie And Janelle Doyle Report On Work

Dearest friends:

Those Christmas cards coming in the mail always serve as a reminder that we must get our Christmas note written to you. After a year's furlough we were ready to return to Brazil for a rest. We did have the privilege of speaking in eleven states and our second-hand Chevy station wagon was beginning to groan under the strain of the thirty-five thousand miles we managed to drive (besides bus and plane).

Arriving in Manaus was most difficult for the Doyle family. Without giving any details, it wasn't easy to leave our "Teegee" in the states. Every plane we got on we got exciting thinking we'd left a child behind, and sure enough, that is exactly what we did. Seeing the Loyd Moons and Ona Bell Cox in Belem was something of a shock too. We had all worked together for ten years in the city of Manaus. So for us, home wasn't exactly the home that we'd left and yet the lovely reception given by the Brazilian people made us assured that we were still needed. Sid and Ruth Carswell will be returning next June from their first furlough. At that time Richard and Bea Walker will be going home for the first time since their appointment. Dorothy Latham still works in the Good Will Center and Baptist School, and we will certainly miss her as we wave good-bye on the 15 of December, as she leaves for furlough.

Lonnie assumed his duties as Executive Secretary of our State Convention and has certainly been kept busy. Branching out into new types of work keeps one moving. The radio programs that were started just before we went home have been a real blessing to many. Last week, a man near the Good Will Center died. Dorothy went to visit the family and while there read from the Bible. The wife said, "Oh my husband would loved to have heard you. He enjoyed the radio program, especially the prayers and Bible reading"....that man came so near to knowing Jesus and yet died unsaved. So pray that our radio ministry will help many to know our Savior. Our new camp will be such a blessing. Much work was done on the camp during the year we were gone and is being used by several groups this summer. We just had a good G. A. camp and it was most interesting to see the girls ready "for bed"...their hammocks all hung from a center post, and then spread out to the eight sides of the building... looks like a big wheel with spokes. R. A. and W.M.U. camps are in December.

Lonnie has done a great deal of traveling but the family has gone only on two short trips because of the children's schooling. One was by launch and we always enjoy that... but during the year's absence I'd forgotten how big their mosquitos grow. The other trip was by car. Yes, we did make that trip to Itacoatiara, the only road we have in our state. And one simply cannot describe such a trip. In the first place, you fill the jeep with tools and gasoline, for there are no stations in this two hundred mile stretch. Next you breathe a prayer that it won't rain, well, very hard anyway for only part of the road is paved and third, you surely hope the ferries are working because it's a pretty far swim. But really and truly, it was a trip that I'll never forget...that ribbon cut through the towering trees of the Amazon jungle, the strange sounds of the birds and animals that soon will disappear as towns spring up along this road. And we actually felt cold as we drove through the jungle. But as we returned we felt good that the gasoline didn't run out, that it didn't rain very hard and the hand-pulled ferries were working. Lonnie has made the trip several times. We can make the trip in less than five hours (when the ferries are on your side) and it takes 12 to go by launch. Elizabeth especially liked this trip for we hung our hammocks in the church...was a real experience to go to Sunday School in the room where you'd slept.

We have several bees in our bonnets right now and we are surely going full speed. I was asked by out State Board to help with the Vacation Bible School in our Convention Territory, which is Acre, Amazonas and the Territory of Rondonia. We hope to have 41 schools and it has fallen my job to get everything in order. Today Lonnie mimeographed the first thousand booklets. I go by plane this Sunday to the Territory of Rondonia to meet with their V.B.S. teams. I'll take the teachers manuals, handwork, crayolas, etc. to be used in their schools. I believe we have 8 groups of young people working this summer. It's a real challenge, pray for them. Also falls on me to help with the camps, and with no equipment, it is no small problem. No stove, no tables, no chairs, no dishes, no cooking utensils...yes, it is a real job of collecting before and distributing after a camp is over. But we do feel it is worth the effort and inconvenience involved. Camp programs are new in our convention and we hope to be able to start on the right road. . . .wish I had some of you old campers down here to give advice.

The other project that is so near, is the organization of the congregation where we are working. We were working in this place before we went home. It is a mission of the church where Lonnie pastored for ten years. But while on furlough we felt we would not return to this place. However, after many invitations from churches in our city we felt led of the Lord to work again in this place. It is the most difficult place the Lord has ever called us to work. And yet, the work is going strong and we have plans to organize on the night of Dec. 1. Hope Baptist Church will be organized with 36 members with Lonnie as pastor. We are meeting in a rented building. We had hoped so much to find property before the organization. This has been a real object of prayer for us. Good property has been located but the heirs have not come to an agreement to sell. With 76 people in Sunday School last Sunday we found it almost impossible to seat them all in the 15 x 24 foot room. Our old benches are breaking under the weight but our young people are helping to remake and paint them. In my S.S. class I have 24 young people (boys and girls for we have no room to divide) so you can see something of the challenge we are facing.

And in his spare time, Lonnie is drawing plans for five buildings. This is something he truly enjoys and because of his love for building, he always manages to come up with something.

Now about our children. . . .I can never decide whether to start at the top and come down or at the bottom and go up, but it's a long list any way you go. Lonnie suggested I start in the middle and go both ways, so that is what I'll do. Margaret graduates Saturday and will be the class speaker...she is finishing with a 97 average. Margaret had a most unfortunate experience this past week. She was baby sitting with our English friends children, when a masked thief came into the house with a key. It was raining very hard but she heard the front door open and she and the two children went to meet the parents. She saw the man in the rain coat and said, "You got home..." she started to say "early" when the man with a mask turned around. He flipped off the light and motioned for her to get back...she said he held something in his hand; what she thought was a gun but she could not swear to it. With a 6 month old baby in her arms and a 3 year old she went to the back part of the house. Rachel asked who that was and Margaret told her it was a man wanting to see her daddy and that he had gone. . . .and again she heard the rustle of his raincoat. It was a terrifying time but she put both girls to sleep. The parents were upset to arrive and find the room dark with the door wide open, but they were really upset when they heard what had happened. We all were. But we feel Margaret used a great deal of common sense. She said she prayed as never before that she could get out with the girls if he should come to the back part of the house. The house has only a front entrance. But we are so grateful that she was unharmed. Robert takes his state exams Saturday, Monday and Tuesday, then school is out until March 11. (We still have English every day)...But what plans he has for his tree house. David is doing his H.S. work by correspondence from the University of Nebraska, which isn't proving a snap. But it was impossible to return to our Brazilian system without losing a year or two, so he decided against going. However, he needs the fellowship of students. He has had an unusual treat as Eddy Vikeki, fourteen years old and from New York state, came with Dr. Prance, the English botonist. Eddy made trips to the jungles with Dr. Prance to find and classify plants, but he spent many hours in our home. He was here almost 3 months. We miss him. And Elizabeth is speaking Portuguese once more but is quite frustrated when I tell her on Sunday Mornings to be quiet in the Lord's house...that rented wooden house doesn't look like the Lord's house in Anson. And then there is our Thelma Gayle. I saved her until last 'cause I can't talk about her very much without bawling...and the space is almost gone. But in spite of how much we do miss her, we are so grateful for the opportunity she has of attending college at Hardin-Simmons University and we believe she is a busy, happy freshman. Her address is Thelma Doyle, Box 1107, Hardin-Simmons, Abilene, Texas. So many of you have made a special effort to help her over the hump and we believe she has successfully made it... now let's work on me.

May the Lord bless you during this Christmas season. Some how we don't feel quite so far away this Christmas as usual because we have state side "stuff" for our fruit cake.

Merry Christmas. Hear your church is lovely!

Most sincerely,
Lonnie and Janelle Doyle

Students Trek Home For Holidays

College students expected home for the holidays will converge on Floydada and the county this week as they arrive here to visit parents and other relatives. We are sure several names will be unintentionally omitted but with our regrets.

Among them will be first year students Johnny Cantrell, Joe Cox, Dwight Cummings, Clinton Fawver, Dan Hale, David Holland, Aubrey Neff, Zeke Robertson, Monte Westfall, Becky Dunlap, Jancy Ginn, Camilla Nash, Cynthia Williams and Dee Wilson from Texas Tech;

Ronnie Gaston, David Hart, Gary Lyles, Anna Badgett, Maria Costillo, Hope Nino, Jenis Moore, Shirley Rainer and Sue Shurbet of West Texas State;

Dana Galloway and Lon Johnston of Baylor; Dennis Gotcher, Oklahoma Electronic School; Thumper Morgan, Spike Wideman and Donna Bertrand of Hardin-Simmons; Charles Overstreet, Clarendon College; Sylvester Perez, Trinidad State College;

Billy Staniforth, University of Texas; Danny Swepston, John Tarleton State University; Doris Fawver, Connie Reed, Linda Rucker, Vicky Smith, Juanita Stewart, Joy Willis, Phil Green and Gary Thompson, South Plains Junior College;

Janice Cockrell, Denver Technical College, Colo.; Diana Delgado, Henderson County Junior College at Athens; Jan Dyson, Phillips Junior College at Borger; Vicky Gregory, McMurry; Nancy Isaacs, Christian College of the Southwest at Dallas; Kathy Mulder, Amarillo Junior College and Mary Respondek of Draughons.

CHARLIE GRANT REMAINS IN GRAVE CONDITION

Charlie Grant, former Floyd County resident who was critically injured in a one vehicle mishap November 17 remains in a grave condition in Oklahoma. He was to be moved this week from an Oklahoma City hospital to a hospital at Woodward, Okla., where the family resides.

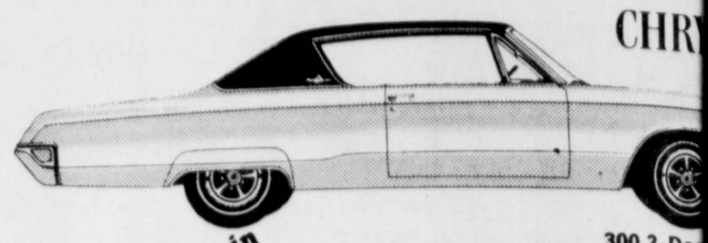
Grant has never regained consciousness since the accident. He underwent jaw and brain surgery shortly after being injured, however his condition remains the same.

FLOYD DATA

Virgil Williamson, city of Floydada employe, underwent surgery Monday morning in M. D. Anderson Hospital and Tumor Institute in Houston. Friends said his condition was reported good Tuesday night. Williamson will be confined to the hospital some eight to ten days.

89th Congress led in health legislation.

Think a '67 Chrysler's out of your rea
Has (Dealer Name) got news for yo



stop in

TAKE CHARGE
MOVE UP TO CHRYSLER '67

AUTHORIZED DEALER

ALLEN CHRYSLER-PLYMO
114 W. CALIFORNIA STREET FLOYDADA, T



MAY THE GIFT OF PEACE BE YOURS

At this holy Christmas season may we offer Him the gifts of our selves, rededicated to His service, for all mankind.

May the wondrous Star of peace and joy brighten your life and way, today and always!



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First National bank FLOYDADA, TEXAS
MEMBER F.D.I.C.

"THINK FIRST....OF THE F

Floyd County Hesperian

SECTION C — THURSDAY, DECEMBER 22, 1966 — PAGE ONE



TOGETHER – for a Christmas jam session and ...ed in the middle seems to wonder just what it is ...e group are left to right, La Trece Winn, daughter ...s. Welton Winn; Melissa McReynolds, Todd White, son of Glenn White, Leslie McReynolds, holding sister, Mary Morgan, Eddie Kinard and Terri Kinard, children of Mr. and Mrs. Roy Kinard. The McReynold girls are daughters of Mr. and Mrs. Morgan McReynolds. (Staff Photo)

'YES, VIRGINIA', EDITOR'S CLASSIC ANSWER LIVES...

"Dear Editor — Some of my little friends say there is no Santa Claus . . ."

VIRGINIA, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus,

SEE VIRGINIA, PAGE 12

NOEL



May peace be with you!

M & N Auto Repair

F. M. MARQUIS AND DEE NOYES

...DATA
...s. W. D. Newell
...s plan to spend
...r in Plainview
...Miss Faye New-
...tives expected to be present are Mrs. S. D. Scott of Petersburg; Mr. and Mrs. Cecil Sluder of Lubbock and Mr. and Mrs. Louis O. Newell of Albuquerque, N. M.

Thank You

...r your Christmas
...ards.

...e sent the money
... yours to the
...ildren's Home

...d & Lorella Bradley



COUNTY AGENTS CORNER

by Joe Wilson

Seedling trees to be used for windbreak may be ordered from the Texas Forestry Service for $1.50 per 100 seedlings.

Seventeen different varieties of trees are available, however some are not environmentally suitable for the high plains. The variety that has been most popular in Floyd County is the Redcedar.

The Arizona Cypress, a variety that has been available in past years, will not be available this year.

Orders must be for 100 or more trees and ordered in multiples of 50. The order should be received by the Forestry Service by February 11. The number of trees available are limited so the earlier an order is received the better the chance of getting it filled.

The person receiving the trees must agree to plant the trees in Texas, refrain from using or reselling the trees for ornamental purposes, and protect the plantings from fire, cattle, and destructive insects.

Order blank and more information may be obtained at the county agent's office in Floydada.

* * * * *

Rat infestations are increasing within the county. The rodents have become a real pest in the Lone Star-Sterley area. There are several methods to follow in poisoning rats. Where water is limited, poison in the water may work with success. Rats unlike mice must have water to drink. Probably poison bait has met with greater success in this area. The technical poison varies from the quick acting highly poison chemicals to the slow working anti-coagulant type poison. Extreme care should be taken in using the highly toxic chemicals such as strychnine as farm animals, pets and children could be harmed or killed by a small dosage.

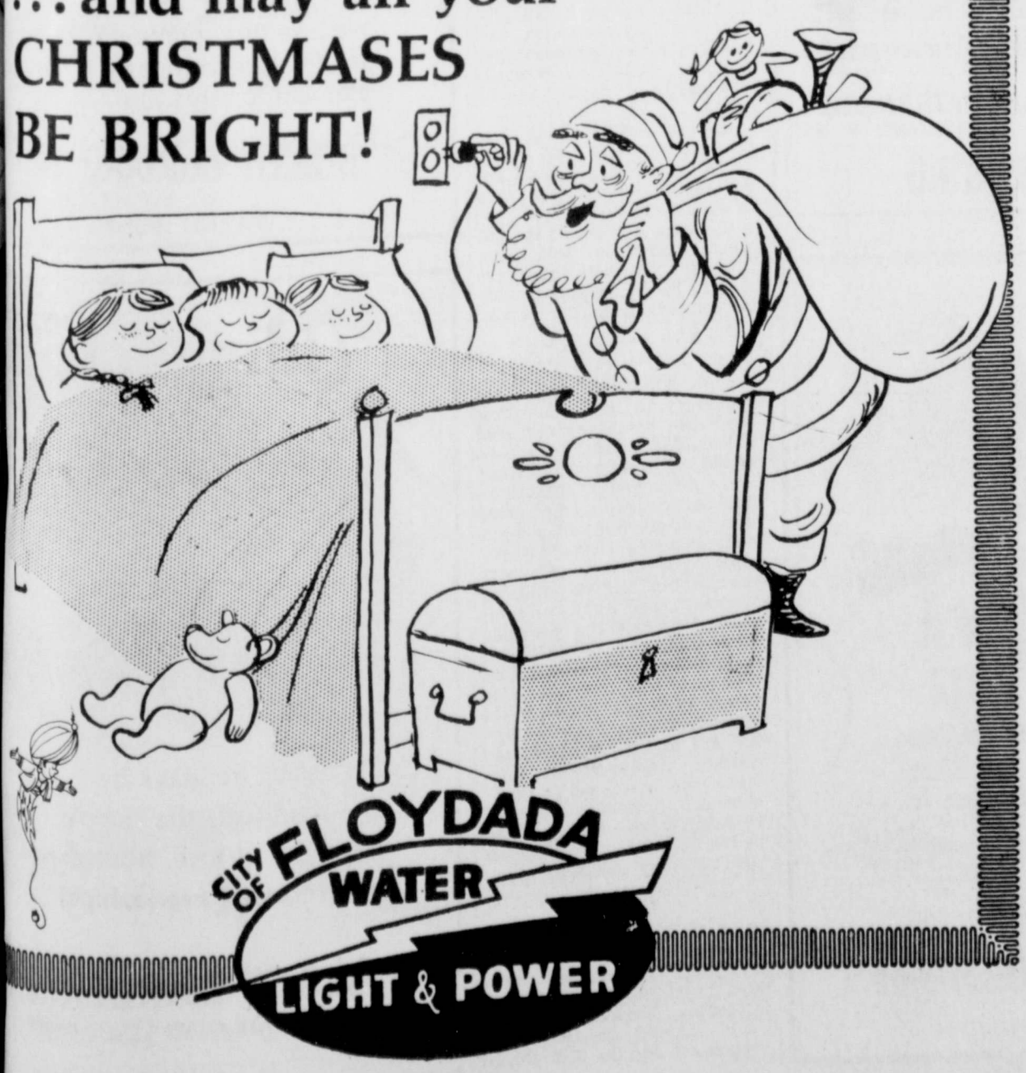
Generally poison bait can be purchased commercially. The bait should be put in the path ways – near walls or on top of rafters and joists.

LETTERS TO SANTA

Dear Santa,
Please bring me a doll with a bottle, a ball and a telephone. I'll leave some candy and milk for you.
Love,
Shanna Carver

Dear Santa,
Please bring me a tractor and a cement mixer truck, also an army gun.
Remember all the other boys and girls.
Love,
Blake Kitchens
Age 5

...and may all your CHRISTMASES BE BRIGHT!



CITY OF FLOYDADA WATER LIGHT & POWER



Merry Christmas

May the beauty of the season be reflected in the hearts of all men. We extend our warmest Yuletide greetings and thank you for your thoughtful patronage.

CHEVROLET

From All the Folks At

ODEN CHEVROLET CO.

FLOYDADA



Silent NIGHT

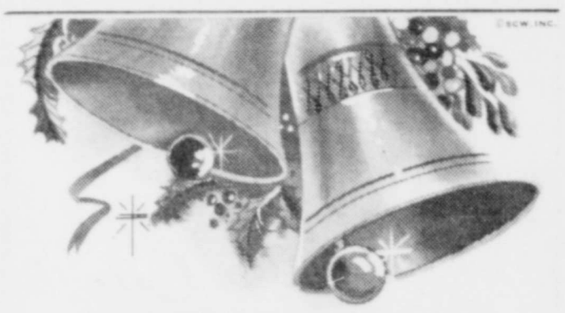
MAY THE JOY OF THE FIRST CHRISTMAS BE YOURS!

Our Very Best to You & Yours!

BEN FRANKLIN STORE

MR. AND MRS. THOMAS CARTY AND GLEN

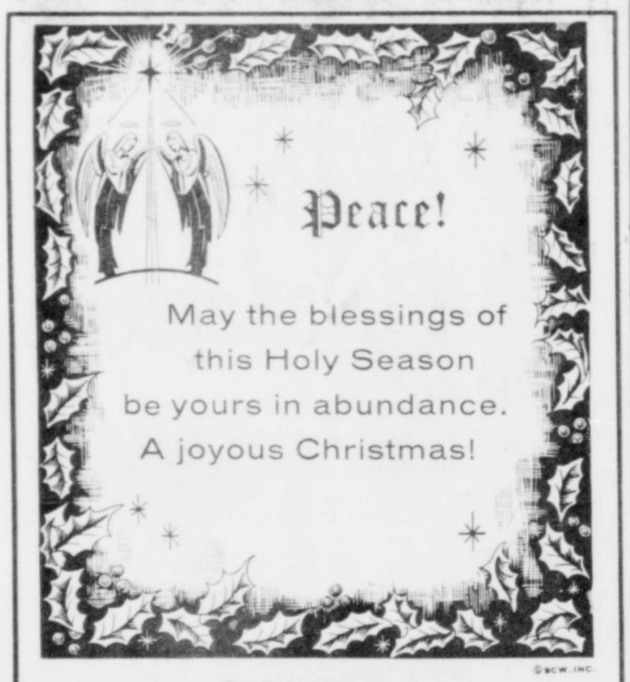
GREETINGS



MAY THE HOLIDAY SEASON RING JOYOUSLY FOR YOU!

All the best wishes to our good friends.

Neff's Grocery & Market



CARMACK'S FEED & SEED

GREETINGS



May our friendship stay ever-green, now and always!

SPEARS AUTO SUPPLY

W. M. SPEARS GEORGE SPEARS



Tom Woodward New District Grand Master

Tom Woodward of Plainview has been named District Deputy Grand Master of Masons for Masonic District No. 96, which includes eleven Masonic Lodges in Briscoe, Floyd, Hale and Swisher counties.

Woodward, who is a farmer, is a Past Master of Arch J. Keys Lodge 1395 in Plainview. He is also active in other Masonic organizations.

A member of the First Presbyterian Church, he is currently serving as a Deacon.

His appointment as District Deputy Grand Master was made by the newly elected Grand Master of Masons in Texas, J.D. Tomme, Jr., of Fort Worth, as the 131st Annual Communication of the Grand Lodge of Texas was concluded in Waco December 8.

District Deputy Grand Masters are appointed for each of the 132 Masonic Districts in Texas. They are the personal representatives of the Grand Master, head of the state's largest fraternal organization with nearly 250,000 members.

Surprisingly enough, the British Victorians were the folks who introduced the custom of kissing under the mistletoe at Christmastime. Who says they were straitlaced?

STORY OF THE STOCKINGS

"The stockings were hung by the chimney with care, in hopes that St. Nicholas soon would be there . . ."

It's not known how this tradition got its start, but there is a lovely legend about the custom's beginning.

It seems that in the town where the "first" Saint Nicholas lived, there was a merchant who had three daughters who were not married. In those days, the 4th century, a maiden had to have a dowry before she could marry. And the merchant was bankrupt.

Nicholas, who was then a boy, heard of their plight. He went to the house late one night and dropped three bags of gold down the chimney. They fell into the girls' stockings which were hanging by the fireplace to dry.

The gold was enough for the girls' dowry so they were married and lived happily ever after taking care of their poor father as well.

If you were living in Denmark instead of the United States, you'd say "Glaedelig Jul" rather than "Merry Christmas." Spaniards say "Feliz Navidad"; Italians, "Buone Feste Natalizie." In Germany, they say, "Froeliche Wienachten"; in Ireland, "Nodlaig Mhaith Chugnat." And everyone knows the traditional French greeting . . . "Joyeux Noel!"



Just what the doctor ordered: best wishes for a healthy, happy holiday!

from all your friends at

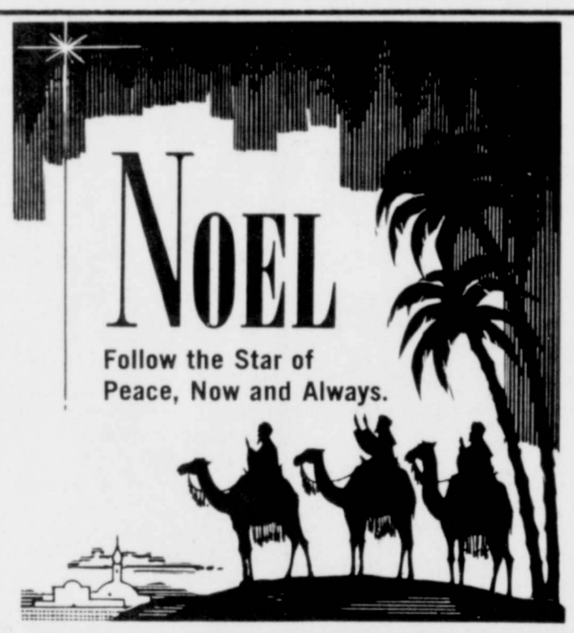
ARWINE DRUG CO.



Blessings to You at Christmas

May the Holy Infant bless your family with love . . . may He grant you your most heartfelt wish.

CAPROCK MOTOR PARTS AND HARDWARE



May true joy be yours this Christmas!

THANK YOU FOR YOUR PATRONAGE

JOYCE DWAYNE

STEWART PRINTING



Gilbreath Humble Station

J. W. GILBREATH

Score A Point For Safety In Traffic Count

AUSTIN -- The Texas Safety Association today issued a "New Year's Accidental Death Alert" and challenged Texas drivers to help "score a point for safety" in the weekend traffic countdown.

"The needless loss of life, disabling injuries and suffering caused by traffic accidents can be avoided," S. Ross Carr of Houston, TSA President said. "But, it will take the cooperation of every driver to do so."

He urged every driver to accept personal responsibility for his actions in traffic.

"Put all your driving skills to work, obey traffic laws, drive soberly and be courteous as well as cautious," he said. "Help make the weekend traffic countdown - a countdown of lives saved. Score a point for safety."

Past experience indicates that some 36 persons will be killed in traffic accidents in Texas this weekend. Other lives may be lost in accidents in the home or public places.

The TSA "New Year's Accidental Death Alert" begins at 6 p.m. Friday, December 30, and ends at 11:59 p.m. Monday, January 2, 1967. It coincides with the period set by the Texas Department of Public Safety for "Operation Deathwatch."

The Association joins the DPS, the Texas Highway Department and other groups in coordinated safety programs aimed at reducing accidental deaths during the holiday period.



Ronald Hardin

Ronald Hardin Enters Training

SAN ANTONIO, Tex. – Airman Ronald E. Hardin, son of Mr. and Mrs. Garland E. Hardin of Rt. 1, McAdoo, Tex., has been selected for training at U. S. Naval Station, Port Hueneme, Calif., as an Air Force construction equipment operator.

The airman, a 1963 graduate of McAdoo High School, recently completed basic training at Lackland AFB, Tex.

He attended Hardin-Simmons University at Abilene.

His wife is the former LaFreda Parsons of McAdoo.

VETERANS ASK

EDITOR'S NOTE: Veterans and their families are asking thousands of questions concerning the benefits their Government provides for them through the Veterans Administration. Below are some representative queries. Additional information may be obtained at any VA office.

Q – I draw $66 a month from Social Security, but $3 is deducted for Medicare. Do I report the full amount when I turn in my income to the VA?

A – Yes. You report the full amount before any deductions.

Q – If a veteran's child marries is he or she still eligible for compensation from the VA?

A – N

Q – What procedures are necessary to have other than honorable discharge reviewed in accordance with the new laws signed by President Johnson?

A – An exemplary rehabilitation certificate may be issued when certain requrements are met, such as evidence that over a period of not less than 3 years the veteran has rehabilitated himself. This evidence includes notarized statements from employers, law enforcement officers and not less than 5 persons who have known the veteran for this period, to the effect that he is of good character and has shown exemplary conduct. Applications and instructions will soon be available at U. S. Employment Service offices, and will be handled by the Department of Labor, not the Veterans Administration.

RUSK ON TRUCE

Secretary of State Dean Rusk says there is a possibility of a brief Christmas truce in the war in Vietnam. The actual decision would depend on the South Vietnamese and the Viet Cong.



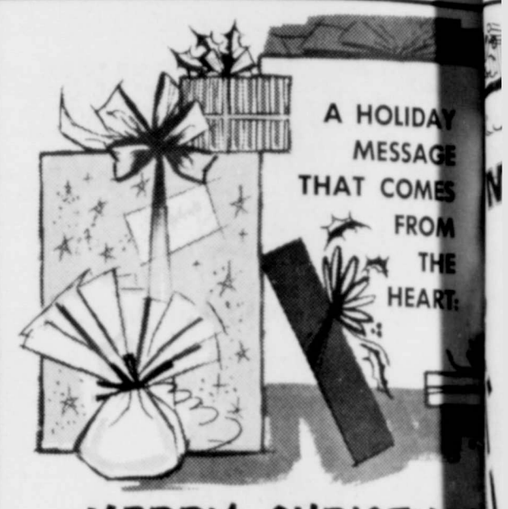
Serving Up...

BEST WISH to our FRIEN

We appreciate your patronag

TRAVEL CENTER RESTAURANT

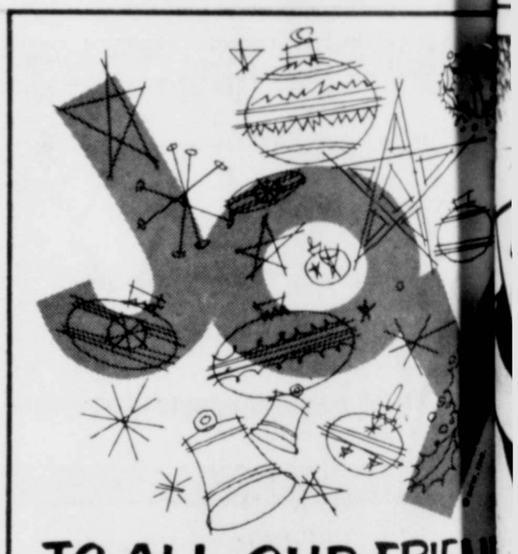
MR. AND MRS. A. J. JESTER



MERRY CHRISTMAS TO OUR FRIENDS!

CITY TRIM SHOP

PANSY AND WAYNE FINLEY



TO ALL OUR FRIEN

We take this opportunity to thank you for your patronage. It has been a pleasure to serve you!

BENNETT BUILDING MATERI

WAYNE BENNETT

Tidings of Jo



May your holidays be enriched with the happy harmony of love, abundance, and renewed friendships!

PALACE BARBER SH

"HAIRCUTS THAT FIT"



The purr-fect time to wish you, our loyal patrons, the Season's very best!

m's House Of Beauty
DOROTHY HELMS





FROM VIETNAM

The Officers and Men of the First Cavalry Division (Airmobile) invite you to join with them on this Christmas Morning as they pray in their Chapels:

"Glory to God in the Highest, And on Earth, Peace to men of Goodwill."



Friends, we thank you for your patronage. May everything that's bright and gay bless your house this holy day.

RALPH COGDELL
REPRESENTING
SOUTHWEST IRRIGATION CO
PHONE YU 3–2455



Served with our best wishes for the holidays.

Rogers Restaurant

THE STORY OF OUR CHAPELS

As in Home Town, U. S. A., Base Camp of the "First Cav" is dotted with Chapels, only six of which are shown here.

These Chapels were built by American Soldiers who are conscious of their responsibilities to God and Country. While they would prefer to live in peace in America, they realize the necessity of fighting for Freedom in Vietnam.


1st Brigade Chapel

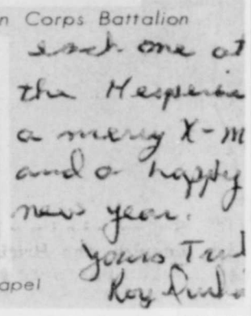

Division Artillery Chapel


2D Brigade Chapel


15th Transportation Corps Battalion


1st Battalion / 7th Cavalry Chapel


1st Battalion / 8th Cavalry Chapel



CHRISTMAS CARD FROM VIET NAM... showing the various chapels of worship on base camps. These chapels were built by American soldiers. The card is a greeting from the officers and men of the First Cavalry Division (Airmobile) to the Hesperian staff sent by Roy Durham, one of several Floyd County men receiving the paper free of charge in Viet Nam. His wife is the former Jean Fortenberry, who lives with her parents in the Cedar Hill Community.



Peace on Earth

. . . to men of good will. Such is our earnest hope for Christmas, 1966!

We thank you for your patronage.

SOLOMON JEWELRY
MRS. HELEN SOLOMON



Greetings to All Our Friends from

RUSSELLS BLACKSMITH SHOP
WAYNE RUSSELL



News for Homemakers

BY SHERRY MULLIN
FLOYD COUNTY H.D. AGENT

KEEPING CHRISTMAS

It is a good thing to observe Christmas Day. The mere marking of times and seasons, when men agree to stop work and make merry together, is a wise and wholesome custom. It helps one to feel the supremacy of the cottom life over the individual life. It reminds a man to set his own little watch now and then, by the great clock of humanity which runs on sun time.

But there is a better thing than the observance of Christmas Day, and that is, keeping Christmas.

Are you willing to forget what you have done for other people, and to remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to put your rights in the background, and your duties in the middle distances; and your chances to do a little more than your duty in the foreground; to see that your fellow men are just as real as you are, and to try to look behind their faces to their hearts, hungry for joy; to know that probably the only good reason for your existence is not what you are going to get out of life, but what you are going to give to life; to close your book of complaints against the management of the universe, and to look around you for a place where you can sow a few seeds of happiness – are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to stoop down and consider the needs and the desires of little children; to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you, and ask yourself whether you love them enough; to bear in mind the things that other people have to bear on their hearts; to try to understand what those who live in the same house with you really want, without waiting for them to tell you; to trim your lamp so that it will give more light and less smoke, and to carry it in front so that your shadow will fall behind you; to make a grave for your ugly thoughts and a garden for your kindly feelings with the gate open. Are you willing to do these things even for a day: Then you can keep Christmas.

And if you keep it for a day, why not always?

But you can never keep it alone.

Two new Communist parties planned in Japan.

Yule Tree First Lighted Here by Enemy Soldiers



Just as soldiers long for their homeland all over the world today, so did the mercenaries, as they were called, who aided the British "for pay" in the American Revolutionary War.

It was Christmas Eve and a group of Hessian soldiers huddled around their sputtering fire at their camp on the icy banks of the Delaware River.

They sadly missed the Gemuetlichkeit, the good cheer, shared by family and friends during the holy season.

Soon some of them hauled fir trees and brought them indoors to be decorated with berries and whatever else they could find in the snow . . . makeshift ornaments that reminded them of happier times.

They lighted candles on the trees and, just like at home, gathered 'round the tree to sing familiar Christmas hymns.

A few days later these soldiers would be taken prisoner and a harsh world would dispel the pretty visions like smoke from their fires. But by this spontaneous act, in a strange land, enemy soldiers left an imprint on the new country which has become part of our own heritage.

Especially from Germany come the traditions we cherish so to this day.

So important is this custom of decorating trees, a leading greeting card manufacturer has displayed an unusual exhibit of Christmas trees on Fifth Avenue, New York City.

Virtually every example of decorated and ornamented tree graced the collection, each decorated by a well-known person . . . including Shakespearean actors, princes of the Church, famous authors and others who give their tree-trimming a special, individual distinction.

So, whether you trim your tree with stars and bells and conventional decoration, hang cookies and gumdrops on it, or make it topical with moonmen and space-magic, the tree you trim can speak especially for you and your love of this beautiful Season, expressed in a tree that has become in a very real sense your creation.



We hope your Christmas is the happiest yet. You deserve the best!

COLLINS IMPLEMENT CO.
YOUR JOHN DEERE DEALER IN FLOYDADA



A wreath of good wishes for health, wealth and happiness from all your friends at . . .

DOUGHERTY FARM SUPPLY
RAY CARTHEL

WE JOIN SANTA'S ELVES IN WISHING EACH OF YOU THE HAPPIEST HOLIDAY SEASON!

To you and yours, best wishes for a very merry Christmas, from

DANIEL AUTOMOTIVE

FIELDAN MOTEL
AND MRS. ERNEST SMITHERMAN

Christmas Shopping, Holiday Traffic Dangerous Combination

AUSTIN -- Christmas shopping and heavy holiday traffic are a dangerous combination, the Texas Safety Association warned today.

"Rushed and distracted shoppers in busy downtown areas and shopping centers create a special traffic safety hazard during the last few days before Christmas," J. O. Musick, TSA General Manager, said. "They often forget basic safety rules in the hustle and bustle of last-minute holiday preparations."

He noted that in spite of obvious dangers created by more motorists and street crowds, many shoppers seem to operate on the theory that they "lead some sort of a charmed existence - and - are utterly immune to traffic accidents."

"However, this just isn't so. Studies show that Christmas-time is one of the most dangerous times for pedestrians. About one out of four traffic accidents involve pedestrians," he explained.

Musick said the average Christmas shopper finds himself in the predicament of having waited too long before beginning his round of shopping, with the result that he unwittingly becomes a part and parcel of the huge holiday traffic "crush."

"With each passing hour before the Christmas holiday begins, this crush becomes heavier and more complicated. Almost 40 percent of the pedestrian accidents at Christmas-time and nearly 75 percent during the first 30 hours of the holiday occur between 4 p.m. and midnight Christmas Eve," he said.

As throngs of shoppers, scurrying here and there, laden themselves down with bundles and packages, they increase their vulnerability to accidents. Their vision often is obscured and they may not see danger until it's too late.

Intersection crowds frequently jump traffic lights, stepping off curbs while traffic is still in the crosswalk or darting hurriedly across the street as traffic apparently slows, but does not actually stop.

Musick also explained that winter weather and the early hours of darkness increase hazards for pedestrians. They must be especially watchful of traffic during bad weather. They also should be alert to sidewalk hazards.

"Rain-slick walks and pavement can be the cause of death-dealing or disabling falls," he said.

He advised shoppers to wear something white, or light in color, when walking at night. Also, strips of florescent tape on umbrellas and handbags help drivers identify pedestrians.

Musick had these tips for holiday drivers:

*Keep a sharp look-out for pedestrians at all times, particularly the bundle - laden shopper. Remember, that his vison may be obscured when crossing streets.

*Avoid window - shopping when behind-the-wheel of your car.

*Don't pile Christmas packages so high in the back seat of your car that the rear view window is blocked.

*Stay alert for traffic lights. In gaily decorated shopping areas, it is easy to mistake a traffic light for an ornamental light.

* Plan shopping trips to avoid last-minute rushing.

In closing, he warned drivers and pedestrians to leave the holiday "spirits" at home.

"In the pandemonium of Chrstmas traffic, you need all your wits for driving ... or walking," he concluded.

MANNED APOLLO FLIGHT

The National Aeronautics and Space Administration announced the second manned orbital flight of an Apollo next year will involve a rendezvous and transfer of crew. The first flight is scheduled for January.

dear Santa,
I want A Baby Magic Doll.
and I want an Easy-Show.
Movie Projector.
I will be at My Mother-
gil's house in Memphis.
Love,
Roijon Adams

CLEAR OF INDEBTEDNESS

Fair Board Elects Office

Directors of Floyd County Fair Association heard reports on the 1966 Fair revealing that all indebtedness has been paid and there is an approximate $500 balance in the bank.

Boyce Mosley was elected president for the coming year. His co-workers named were Keith Patton of Matador, vice-president; Mrs. John Powell, secretary; and Deanie Henrerson, treasurer.

L. N Johnson and Mrs. John Powell were elected to the board to replace Mrs. Ruby Lee Higginbotham and Mrs. Max Marble, respectively, who retired from the board.

Board members voted to send four persons to the Texas Exposition and Fairs State Meeting Feb. 2, 3, and 4 in Dallas.

Attending were retiring president, C. L. Henderson; Gene Handley, Mr. and Mrs. John Powell, Mrs. J. P. Taylor, Mrs. Ruby Lee Higginbotham, L. N. Johnson, Mr. and Mrs. Max Marble, Kenneth Broseh, Deanie Henderson, and Boyce Mosley.

ANTIMISSILE SYSTEM URGED

Senator Strom Thurmond (R.,-S.C.) has urged this country to begin installation of an anti-missile system to counter the one in Russia. The retired Army major and member of the Armed Forces Committee said the continued delay could be disastrous.

THE JOY
Somehow, no
Christmas
But all the y
The joy that
others
Is the joy th
to you;
And the mor
blessing
The poor and
sad,
The more of
possessing
Returns to m
—John Gr

John Reue Finds Minutes Of First Chamber Of Commerce Meeting

Minutes of a called meeting for the purpose of organizing a commercial body of the citizens of Floydada, Texas, held in the County Court room, at Floydada, on the evening of the 5th of November, 1915.

The meeting was called to order by R. O. Fields who suggested the name of J. D. Price as temporary chairman and Homer Steen as temporary secretary, which was endorsed by those present.

The purpose of the meeting was then stated by Mr. Fields as indicated in the heading of these minutes and the meeting was turn turned over to open discussion of the practicability and feasibility of successfully maintaining a commercial organization. This discussion was entered into freely by most everyone present and all present seemed to realize a need for such an organization and spoke encouragingly of the prospects. C. K. Holloway then suggested that an organization be entered into and plans made to perpetuate same. Acting on this suggestion the chair called for ideas as to what the name of the organization should be, many names were suggested and discussed and finally the three following names were put to a vote: Floydada Progressive League, Chamber of Commerce and Commercial Club, after one vote the name of Floydada Chamber of Commerce was adopted unanimously.

It was then moved and seconded that we go into permanent organization of the Floydada Chamber of Commerce and proceed to elect officers to serve until the first meeting of the New Year, 1916, which carried. It was proposed to elect the following officers, President, Secretary and five Directors;

The following names were presented for President, J. D. Price, C. K. Holloway and G. A. Lider; J. D. Price was elected as President.

For Secretary, G. A. Lider was unanimously elected.

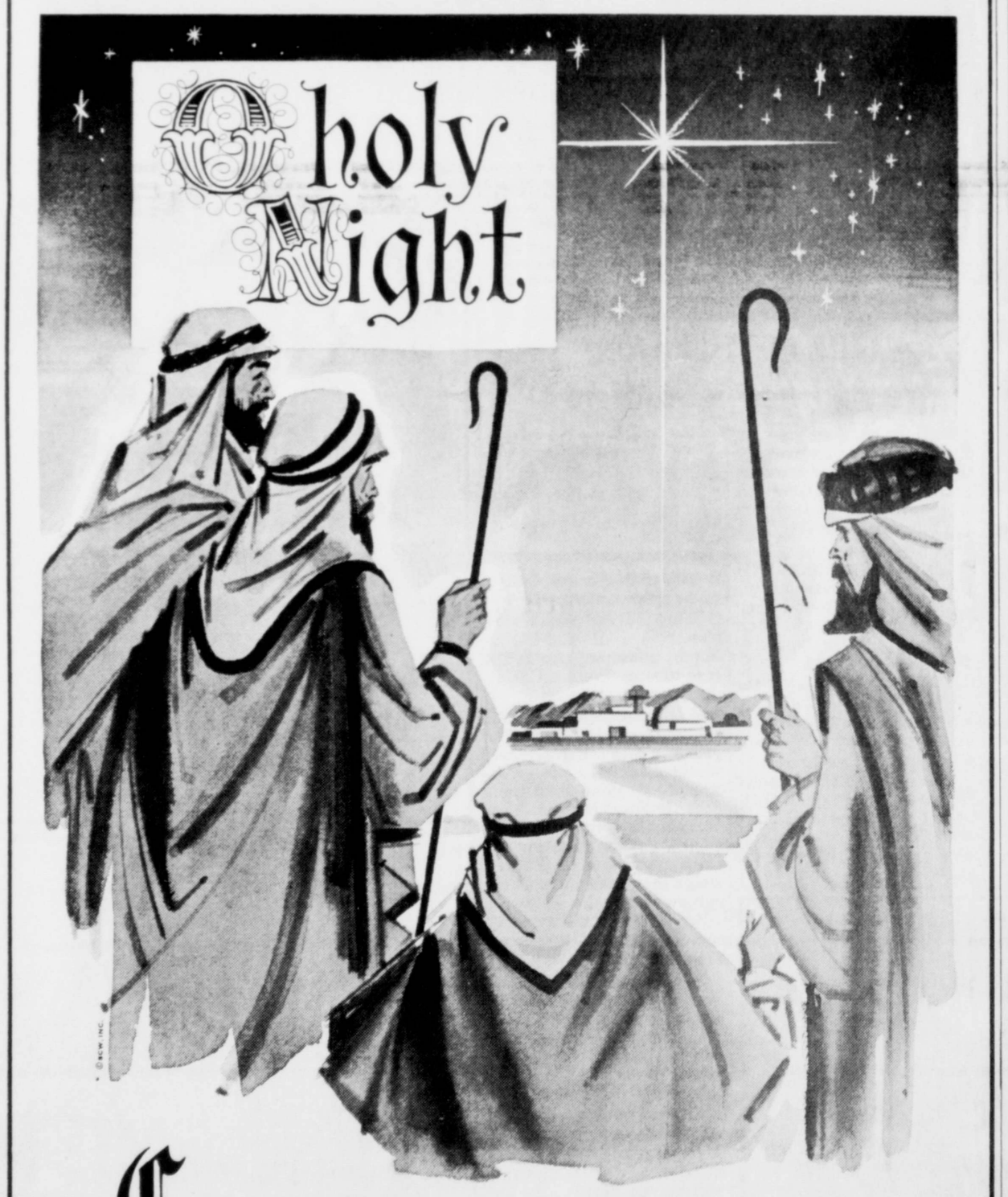
And the following were elected as Directors: C. Snodgrass, R. O. Fields, C. H. Featherston, Dr. J. H. Massie and L. H. Liston.

Motion was made and seconded that Secretary be made Treasurer too, which carried. Motion made and seconded that Glad Sondgrass and Homer Steen be appointed a Committee to solicit members, which carried. Motion was made and seconded that the chair appoint a Committee on Constitution and By Laws, which carried, the chair appointing the following, C. K. Holloway, R. O. Fields and A. V. Haynes.

It was moved and seconded that we meet again next Thursday to further perfect our plans and discuss reports of the committees appointed.



SI MEDLEY
PAINTING CONTRACTOR



Christmas blessings to all our good friends and patrons and to your families ... may peace and joy abide with you throughout the holiday season.

SCOTT GIN

FLOYDADA J. T. HODGES



Our heartiest greetings to you and yours!

IN THE SPIRIT OF THIS GLADSOME SEASON, AND WITH PRIDE IN THE FRIENDSHIP OF OUR CUSTOMERS, WE OFFER OUR SINCERE BEST WISHES AND WARM THANKS.

Production Credit Assoc

FLOYDADA

105 South 5th Phone YU 3-

JIM LACKEY, MANAGER

SECRETARY DARLENE LAMINACK

CHARLES DAN ASST. MGR

Plainview Production Credit As

OFFICES IN: PLAINVIEW, OLTON, TULIA, MULESHOE, FLOYDADA, DIMMITT, SILVERTON, FRIONA, LITT



TEDDY BEARS AT PTA CHRISTMAS PROGRAM

Gift-Exchange U.S. Idea

Americans are famous the world over for their generosity toward other peoples, other nations. It seems only fitting that they for the most part originated the gift-exchange idea at Christmas.

In many parts of Europe Christmas is strictly a religious day. Gift - giving does not "intrude" on the solemn traditions.

Gift-giving as such dates back to the Roman Emperors from about 27 B.C. to 363 A.D. Everyone sent the Emperor gifts at the start of the New Year. Later the Romans brought this custom into their own lives, among the "common" people. As the Roman culture spread throughout Europe, so did their new custom.

The ancient Chinese also celebrated the New Year by exchanging gifts; they introduced gift wrapping and paper honeycomb.

But Christmas gift –exchange seems to have begun in the U.S.

• The present date acknowledged by the modern world as the birthdate of Christ is **December 25th.** This was established as late as the sixth century.

PRIVATE MITCHELL COMPLETES RADAR COURSE

FT. BLISS, TEX. (AHTNC)– Private First Class Wilmer B. Mitchell, 19, son of Mr. and Mrs. Wilmer A. Mitchell, Route 2, Box 41, Petersburg, Tex., completed a 42-week radar repair course at the Army Air Defense School, Ft. Bliss, Tex., Nov. 25.

Pvt. Mitchell was trained in the maintenance and repair of radar systems used in air defense missiles and equipment.

A CRIME REPORT

The National Council on Crime and Delinquency has released a report showing state and local governments are spending about $1 billion a year keeping prisoners locked up and less than $200 million for rehabilitation.



may every joy be yours!

CITY BARBER SHOP

111 WEST CALIFORNIA



We wish you a joyous and holy Christmas and thank you for your friendship and patronage.

ARTY GIN

R. D. HOLLY

DOUGHERTY, TEXAS

Lo...Even the Lowly Cranberry Has History

Delightfully tangy yet sweet, the cranberry lends a jolly, colorful note to Christmas . . . frequently helping to trim the tree.

Yet the berry we take so for granted has a noble, even a distinguished history. It has consorted with governors and "heads of state," as well as the common man, since America's early beginnings. It has even been served medicinally.

The American cranberry **(Vaccinium macrocarpum)**, was used by the Indians when the colonists settled this country. The Indian word for cranberry, **Ibimi**, meant "bitter berry." The Colonists saw cranes feeding on this fruit, which grew near water, and they called it crane berry, which in time became cranberry.



Indians made a paste out of the berries and ate it with their dried meat, which they had pounded into a pulp and mixed with hot grease. This pemmican, as they called it, was a highly concentrated food that could be carried for days without spoiling.

Indians also used cranberries as a poultice for blood poisoning . . . They taught the Colonists to eat the cranberries, and because they were so colorful, housewives strung them with popcorn to decorate Christmas trees.

A Revolutionary War veteran, Henry Hall, cleared a swamp and started cultivating cranberries back in 1816. Today there are many such farmers.



The special joy of Christmas blesses the world once more, bringing its message of hope and love to all men. May we wish you much happiness!

Our Sincere Best Wishes To You For A Merry Christmas And A Happy, Prosperous New Year

This Christmas Message from your Public Officials

O. M. WATSON, JR. COUNTY AUDITOR	**JOHN B. STAPLETON** DISTRICT ATTORNEY
W. C. PLUMLEE COMMISSIONER PRECINCT 3	**W. D. NEWELL** COMMISSIONER PRECINCT 4
L. D. RATLIFF DISTRICT JUDGE	**BILL McNEILL** COUNTY SURVEYOR
KELLER HOLMES COUNTY JUDGE	**WALTER HOLLUMS** COUNTY SHERIFF
D. G. AYRES COUNTY SERVICE OFFICE	**JOHN FOWLER** COMMISSIONER PRECINCT 1



We rejoice in the opportunity to wish you and yours a very Merry Christmas!

PETE NASH

GIFFORD-HILL WESTERN



RHYTHM BAND AT PTA CHRISTMAS PROGRAM

So, perhaps, in the same mood as Hawaiians at the Yule season, Australians may one day come around to celebrating Christmas in a more practical fashion . . . with light, cooling meals none-the-less festive . . . and in light, cooling raiment akin to the Season only in joyous color.

Bulgarian peasants eat sparrows on Christmas Eve so that they will have music in their souls and will feel as if they have wings.

The sparrows are caught in wheat fields weeks before Christmas, killed, and hung to dry under the house eaves. On Christmas Eve they are soaked, broiled, and eaten.

Candles have long been a a part of Christmas. In medieval days, Yule candles, like Yule logs, were of tremendous size. Holes were chiseled in the stone floors to act as holders, and Christmas dinner lasted as long as the candles burned.

fellowship and good cheer be all-inclusive.

How the Legend of th Christmas Bells Beg

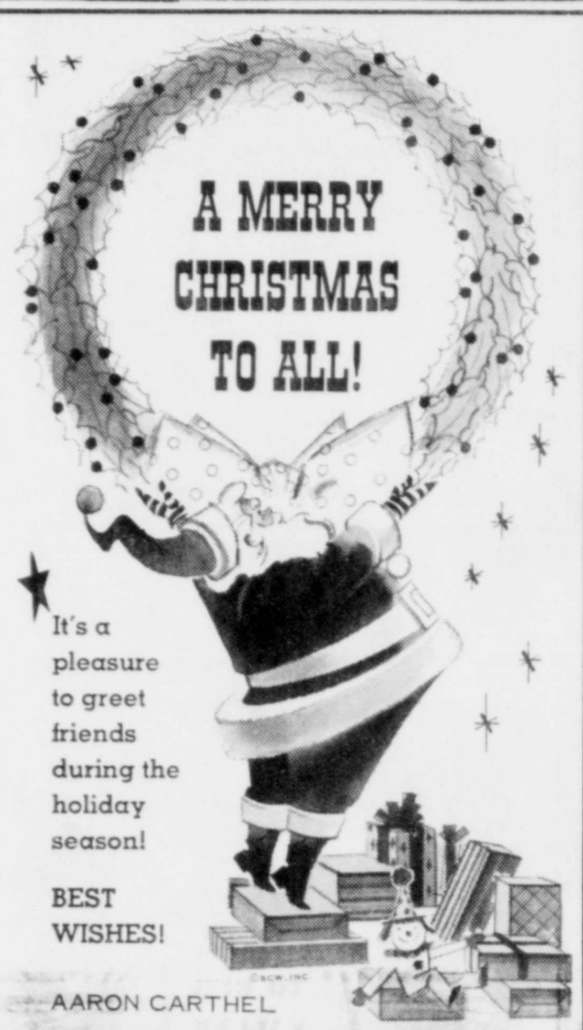
A delightful legend surrounds the custom of ing at Christmas. Many years ago, so the st the little town of Locen, Holland, boasted two that gave forth clear, lovely tones. But one ni mysteriously disappeared. In vain the searched for them; then, on Christmas stroke of midnight, the familiar bell ton No one knew where the sound came from successive Christmas Eve the bells rang out little town and their fame spread far and wid



WE'D LIKE TO DASH RIGHT ON IN
TO WISH YOU, OUR FAVORITE CUSTOMI
THE BEST OF THE HOLIDAY SEASON!

CITY AUTO INC.

NORTHEAST CORNER SQUARE
FLOYDADA, TEXAS
BUICK & PONTIAC



It's a pleasure to greet friends during the holiday season!

BEST WISHES!

AARON CARTHEL

CARTHEL OIL COMPANY

PHILLIPS 66 DISTRIBUTOR

Christmas Very Warm 'Down Under'

In sweltering Sydney, Australia, the temperature hovers around 90°, but Santa Claus manfully endures red flannel and ersatz ermine . . . in air-conditioned stores.

Although the climate resists the traditional 7-course Christmas dinner, the frosted effects on tree and window, the youngsters won't let the oldsters relax. They want the whole "package" and they get it.

Christmas trees are everywhere. Shops spray imitation frosting on show windows.

The tradition of following the old traditions is a tradition in itself. Australia was colonized by convicts. "They were people who didn't want to be here, half a world from their homes," explains a government official. "The best thing they could do was to try to make the country as much like the old country as possible. They started by following the old customs."

Today the waves of immigrants settling the continent may come willingly but Christmas can bring nostalgia.

Oddly, the customs followed are more American than British or other origin. It's Santa Claus the children write to, not Father Christmas. And grumbling housewives slave over roasting turkey, not goose. "Of course," notes a London radio writer, "the British themselves are adopting the American customs, so it's not surprising the Australians are, too."



But more and more Australians are maintaining that the country should have its own traditions. "Christmas here is a summer holiday like your Fourth of July," says Mrs. Ford. "We should count our blessings — one winter is enough."

Give of Yourself! It Costs Little

Try these ways of giving of one's self:

☆ It can be as little as a smile and sympathy for a saleswoman who's been receiving nothing but complaints.

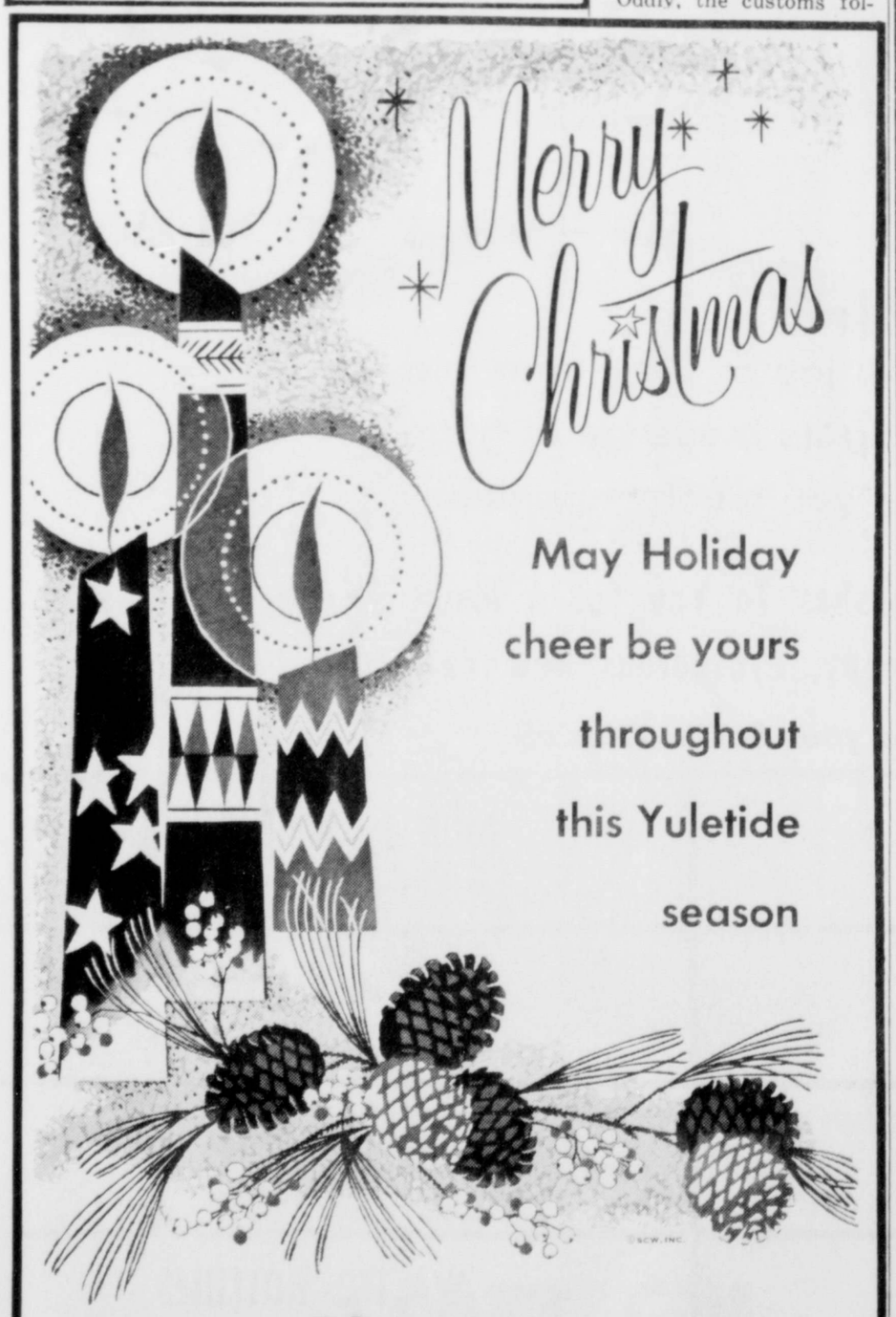
☆ It is offering thanks and a cup of coffee to a delivery man whose rounds are keeping him out late.

☆ It is giving your maid or secretary a few free mornings for her shopping rather than letting her battle the evening crowds.

☆ It is seeking out the less-noticed service people — the librarians, choir master, answering-service girls — with a card or token gift or even just a few words with a smile.

☆ It is being patient and polite in traffic.

☆ In short, it is letting



Plainview Co-op Compress, Inc.

Season's Greetings



May the timeless beauty of the holiday season enrich your life and bring peace into your heart. To you and all your loved ones, we extend our very best wishes for a joyous and prosperous Christmas!

MARTIN & COMPANY

MARK

YOUR INTERNATIONAL HARVESTER DEALER
IN FLOYDADA

FRE



EASON'S
OYS

ay the holidays strike
a merry note for our
ends in the community
and their loved ones!

FLOYDADA GRAIN CO.

M. S. TUBBY ROBERTSON



CHRISTMAS DOLLS AT PTA CHRISTMAS PROGRAM

LETTERS TO SANTA CLAUS

Dear Santa Cluse,
Here I am writing you this few lines just to say hi and ho. At the same time. Will you please bring me Kint and a set of UNCLE agent guns also bring me a Johnny Eagle pistole, and will you bring my sister Rosemary a Baby first step doll and a Baby boo doll please. Will you bring my brothers Ralph and Johnny Rammer some Tex trucks and Clark and Kint. Will you please bring my brother, Martine, a pony and cowboy suit and some guns. This is what we want for Christmas and I hope you understand my letter. Sincerely yours,
Oscar Garcia
Star Route
c/o S. L. Holmes Jr.

Dear Santa,
I am a little boy seven years old. I have been a good boy and I would like for you to bring me a little BB gun and electric train, some guns, some fighting ace cloths, come trucks, some candy, nuts and fruit. Don't forget the other little boys and girls. I love you Santa.
Kelly Warren
204 E. Jeffie St.
Floydada, Tex.

Dear Santa Claus,
I have been a very good boy this year. For Christmas would you bring a race horse if you can find one just right. If you can't, I would like two more toy boxes, a stopper gun, a BB gun and a play knife. Don't forget to come to Grandma's house, I love you,
Harol Woody
five years old

Dear Santa Claus,
I have been a very good little girl all year and I am three years old. This year for Christmas please bring me a Baby-boo, a cradle, and if you have room I would also like a baby buggy. But I'll understand if you don't. I'll have lots of cookies and milk waiting for you at Grandma's house on Christmas Eve. I love you,
Carrie Sue Woody

Dear Santa,
I am a little girl five years old. My name is Kim. Would you please bring me a Cheerful Tearful, training bicycle and some dishes. I have a three year old sister named Jill. She would like a Baby First Step that talks, a doll bed and dishes.
We have tried to be good girls this year. Thank you for the toys you brought us last year. Santa we have moved since then so pleast bring our toys at Me-Mas at South Plains.
Love,
Kim Wells

Dear Santa Claus,
Please bring Martia a Baby first step. Will you bring me a Baby Boo too. Will you bring my sister a talking doll and please bring my brother Jessi, a big teddy bear and my brother Frankie a set of Johnny Eagle guns and a set of uncle agent guns. That is what we want for Christmas. Hope you understand my letter. Sincerely yours, Martia.
Star Route
c/o S.L. Holmes Jr.

Dear Santa,
I want a Baby Magic and if they do not have her I want a Cheerfull Tearfull. If you can find a real bake oven I sure would like to have it. But if you can not find it I really would like it if you would surprise me if you would bring me a sewing machine. But I really would like it if you would surprise me with those four things. You pick two things from the four things.
Love,
Brenda, age 7.

Dear Santa Claus,
We would like to have a monopoly set.
Rene Gonzales.



May
Christmas
Ring with Joy!

The best of the season to our customers—we've enjoyed serving you and hope to do so again! Thank you for your patronage!

JAKE WATSON
Federal Land Bank
OF FLOYDADA



Yuletime Cheer!

We bring to you the good cheer of the Yuletime, wishing you a Christmas that will be merry and bright; a New Year, joyful.

DOUGHERTY
GRAIN & CATTLE CO. INC.
DOUGHERTY, TEXAS

LETTERS TO SANTA CLAUS

Dear Santa Clause,
I will like a Batman car.
Alonzo Gonzales Jr.

Dear Santa, Please bring me a trampoline and football.
Love,
Roy Davis,
Rt. 1, Floydada

Dear Santa,
My name is Suzanne Holladay. I have tried to be a good girl. I would like to have a baby Cindy and a bicycle for Christmas. Don't forget my brothers. They want trucks and boys stuff.
Thank you, Suzanne Holladay
320 W. Lee, Floydada, Tex.

Dear Santa,
I got your letter that you sent to me and I am going to be good so I can get a chemistry set. But I want a monkey now I want a chemistry set.
Your friend,
Leslie Sinor, Rt. 4,
Floydada, Tex.

Dear Santa,
I am a little girl five years old. Please bring me a record player, some records and a new game. Remember all the boys and girls in our kindergarten class and our teacher, Mrs. Bell. Bring us some nuts and candy.
your friend,
Kimberly Barnett

Dear Santa,
I am a little boy six years of age. I would like a train set, a play rifle and a cowboy hat. I love you,
Todd Vickers

Dear Santa Claus,
Please bring me a baby first step doll. I would also like a Cinderella watch and ironing board. I am six years old. I love you,
Kim Warren

Dear Santa Claus,
Please bring me a baby first step doll. I would also like a Cinderella watch and ironing board. I am eight years old. I love you,
Janie Warren

Star of the East

Bishop Reginald Heber (1783-1861)

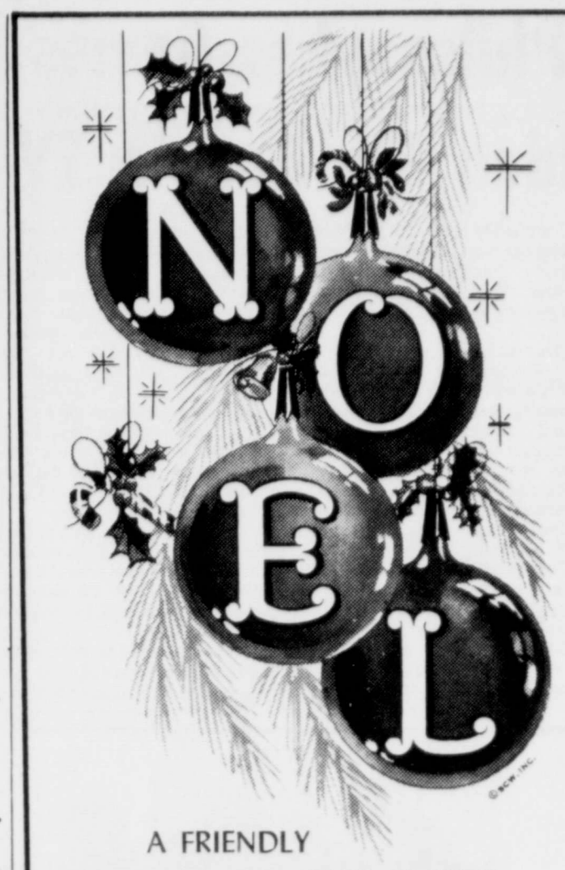
Brightest and best of the sons of the morning!
Dawn on our darkness and lend us thine aid!
Star of the East, the horizon adorning,
Guide where our infant Redeemer is laid!

Cold on His cradle the dewdrops are shining,
Low lies His head with the beasts of the stall;
Angels adore Him in slumber reclining,
Maker and Monarch and Saviour of all!

Say, shall we yield Him, in costly devotion,
Odors of Edom and offerings divine?
Gems of the mountain and pearls of the ocean,
Myrrh from the forest, or gold from the mine?

Vainly we offer each ample oblation;
Richer by far is the heart's adoration;
Dearer to God are the prayers of the poor.

Secretary of the Treasury Henry H. Fowler told a conference of 500 European travel agents and travel writers who recently visited the U.S. that the way to hold down the American travel dollar drain was to encourage foreigners to come to America.



NOEL

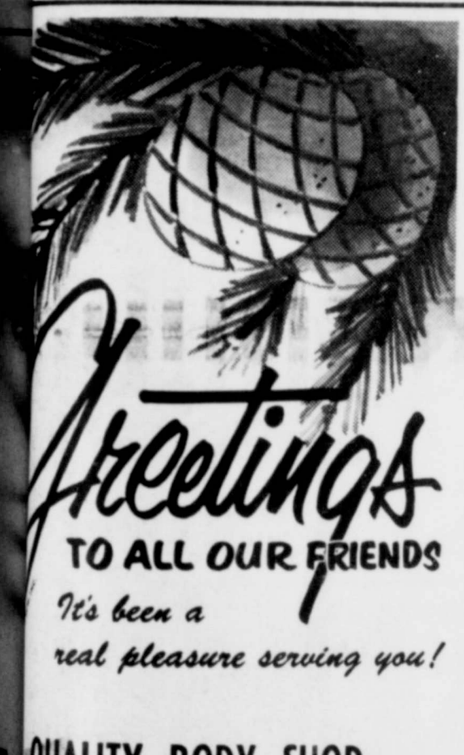
A FRIENDLY
GREETING THAT CARRIES
EVERY WISH FOR JOY!
OUR THANKS TO EVERYONE FOR MAKING THIS A GOOD YEAR. WE WISH YOU A HAPPY AND PROSPEROUS NEW YEAR.
KEARNEY EDMISTON
EDMISTON PLUMBING



Greetings
TO OUR VALUED FRIENDS

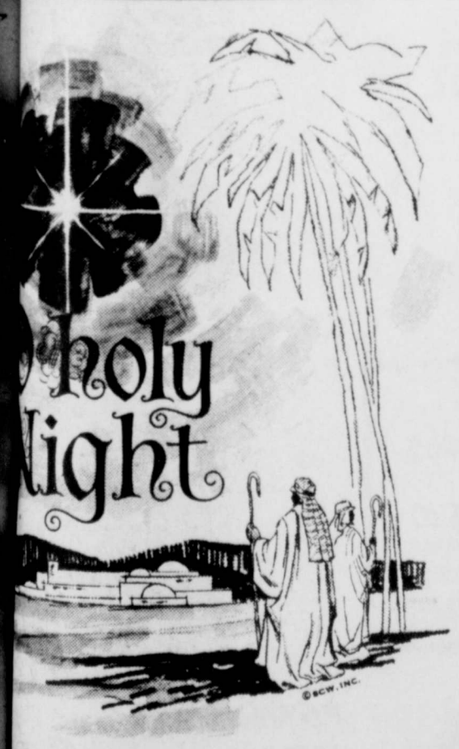
We've enjoyed serving you.. hope to serve you again!

NORRELL TRACTOR PARTS
ELMER NORRELL



Greetings
TO ALL OUR FRIENDS
It's been a real pleasure serving you!

QUALITY BODY SHOP



Holy Night

We hope that the Christmas Season will bring blessings to you and your loved ones, and peace to men everywhere!

IGGINBOTHAM BARTLETT
T. L. HOLLAND



Merry Christmas

MAY THE HOLIDAYS
BRING YOU AND YOURS
EVERY HAPPINESS!
BEST WISHES FROM

PARKER FURNITURE

Philosopher Comes Out With Brand New Idea For Double TV Coverage Of Football

Editor's note: The Floyd Philosopher on his Johnson grass farm discusses football this week. We didn't know he knew anything about it.

Dear editar:

Professional football is a little out of my line, but since nearly everything else is too and I don't let that stop me, I thought I'd make a suggestion to the National Broadcasting Company and the Columbia Broadcasting Company. Surely one of them subscribes to The Hesperian.

According to an article I read in a newspaper last night, the two companies couldn't decide who's going to televise the Super Bowl, the game for the world championship between the two professional football leagues about the middle of January. NBC has been televising one league, CBS the other, so they agreed they'd both televise the Super Bowl, and a viewer with two channel choices could take his pick.

This is all right, it shows a fine spirit of compromise and financial shrewdness, but it misses a golden opportunity to boost the rest of the economy by a few billion dollars, plus developing a brand new idea in televised sports.

The idea is, instead of each network televising the game in the usual manner, why couldn't NBC concentrate its cameras on the offense, CBS its cameras on the defense?

This obviously would require two television sets in your living room, sitting side by side. At the kickoff, one set would show the right half of the field as the kicker approached the ball, the other would show the left half, where the receiving team awaited. As the play got underway, your eyes would move from one set to the other, you'd have a full view of the entire field instead of a close-up of a quarterback, and throughout the game you'd continue to have unlimited vision, the same as if you'd paid $12 to get in the stands. You could watch the quarterback fade back to pass and at the same time look over to the other set and watch the receivers running their patterns downfield. Only one set of announcers would be needed but that's all right, they talk too much anyway as it is.

Now this would require everybody to have two sets, but since still have nearly three weeks to get them bought, that's plenty of time, and you can imagine what it would do to the economy to have at least 30 million new TV sets bought between now and January 15, even on credit. What's wrong with buying a second set on credit? That's the way the first one was bought.

Yours faithfully,
J. A.

Milton Buchanan Commissioned



SECOND LIEUTENANT
MILTON O. BUCHANAN

SAN ANTONIO – Milton O. Buchanan, son of Mr. and Mrs. M. O. Buchanan of Petersburg, Tex., has been commissioned a second lieutenant in the U.S. Air Force upon graduation from Officer Training School (OTS) at Lackland AFB, Tex.

Lieutenant Buchanan, selected for OTS through competitive examination, is being assigned to Laredo AFB, Tex., for pilot training.

The lieutenant, a 1960 graduate of Lockney High School, attended Texas Technological College, Lubbock, and Boise (Idaho) Junior College. He received his B.S.E. degree in 1966 from Arizona State University, Tempe. He is a member of Alpha Pi Mu.

His wife, Patricia, is the daughter of Mrs. Hugh Brock of Portland, Ore.



SEAS
GREETI
We thank you
friendship and
that only good
will come to
holidaytime.
LEONARD'S

James Bertrand Expert Rifleman

FT. HOOD, TEX. (AHTNC) – Army Private James R. Bertrand, 18, son of Mr. and Mrs. William F. Bertrand, Route 2, Floydada, fired expert with the M-14 rifle Dec. 1 near the completion of his basic combat training at Ft. Hood, Tex.

The expert rating is the highest mark a soldier can achieve in his rifle qualification test.

FLOYD DATA

Mrs. Merle Bridge of Amarillo was a recent guest of the Harry Morckels. Mrs. Bridge is with Southwestern Public Service.



Greetings
TO ALL OUR GOOD
WE'RE GLAD OF THE
TO SAY HELLO AND
YOU THE VERY
Boren Furni
& Appl

Twenty-Five Years Ago

Dec. 25, 1941

Christmas holds sway in Floyd County homes as war activities tinge the holiday observance.

Mr. and Mrs. R. F. Jackson, residents of Floyd County for the past 24 years, celebrated their golden wedding anniversary Sunday in their home. The couple have six children and nine grandchildren all of whom were here for the event.

Coach Floyd Murry and members of the Whirlwind football team were honored Friday evening when five of the mothers of the boys entertained with a chicken dinner in the home of Mrs. C. T. Camden. The other four hostesses were Mrs. Lee Rushing, Mrs. F. O. Conner, Mrs. Roy Fawver and Mrs. A. W. Chowning.

Mrs. Geo. McAllister, who underwent major surgery in a Lubbock hospital recently, was able to come home Sunday where she is convalescing nicely.

A baby daughter was born to Mr. and Mrs. W. H. McClung at Perryton Sunday, Dec. 14. She has been named Sue Wynell. Grandparents are Mr. and Mrs. Roy Patton of Floydada and Rev. and Mrs. S. R. McClung of Perryton.

CEDAR HILL 4–H NEWS

by Sue Whitehead

Cedar Hill 4-H met Monday, November 21, at the home of Durrell Fortenberry. The meeting was called to order by the club president, Larry Noland. Motto, pledge, and prayer was led by Donnie Fortenberry.

The business transacted at the meeting was the election of officers. The officers for 1967 are as follows: president, Max Yeary; vice president, Cathy Gilly; secretary, Sue Whitehead; reporter, Larry Noland; parliamentarian, Donnie Fortenberry; council delegates, Pam Breed and Edwin Warren; and calling committee, Rex Yeary and Craig Gilly.

Those attending the meeting were: Joe and Pam Breed, Larry Noland, Craig and Mark Gilly, Rex and Max Yeary, Cathy Gilly, Randy and Rhonda Hall, Donnie and Michael Fortenberry, and Sue Whitehead. Adults attending were Mrs. Frank Breed and Mrs. Durrell Fortenberry.



Our Christmas wish to our friends: may the good cheer of this season bring joy to your hearts and much real happiness to your families.

HENRY WATSON

PANHANDLE
COMPRESS & WAREHOUSE

PEACE
to you at
Christmas



MAY JOY DWELL IN YOUR HEART AT CHRISTMAS

CLUBB ELEVATOR
SOUTH PLAINS ROY BLEDSOE. Mgr.

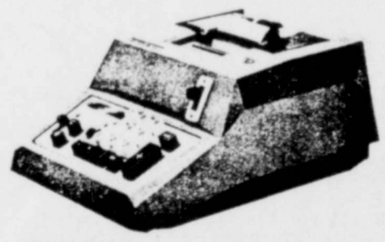
THE TIME'S NEAR! the Gifts are Here!

GIVE A GIFT FOR HIS OFFICE

Smith Corona
ADDING MACHINES



$68.88 $95.00



QUANTA ADDS, SUBTRACTS, MULTIPLIES BY REPEAT ADDITIONS, GIVES CREDIT BALANCES, AND PRINTS ALL STEPS AND RESULTS OF EVERY CALCULATION--ELECTRICALLY, TOTALS UP TO 11 DIGITS, CALCULATES DISCOUNTS AND PERCENTAGE INCREASES, CHECKS CASH RECEIPTS AND FIGURES PAYROLLS, COMPLETE, COMPACT--AND PORTABLE, AT ONLY 11 LBS. SIMPLIFIED TENCKEY KEYBOARD LAYOUT AND FULLY ELECTRIFIED CONTROLS ...
SUGGESTED RETAIL PRICE $168.50

$139.95

USED ROYALS



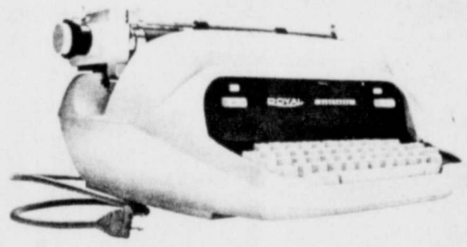
$135.00



ROYALS

USED ROYAL PORTABLES

$35 UP

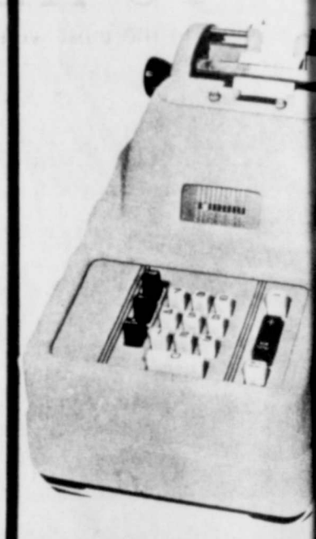


ROYAL ELECTRICS

$250 UP

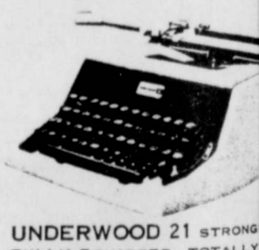
USED ITEMS

Royal Typewriters $65
Secretarial Chairs $20
"99" Remington Calculators $225



USED ELECTRIC SUNSTRANDS

$89.95



UNDERWOOD 21 STRONG... FULLY EQUIPPED, TOTALLY... FILLS THE GAP BETWEEN ST... MACHINES THAT ARE MORE ... ENOUGH AND PORTABLES THA... NOT QUITE ENOUGH FOR THE... PROFESSIONAL MAN WHO DO... OWN TYPING AT HOME, OR I... OWN OFFICE, OR IN A STUDIO... CONTROL, FULL TABULATION... ING TABLE, CARD HOLDERS, ... COLOR RIBBON AND STENCIL ... TROL, WITH STURDY CARRYI...
SUGGESTED RETAIL PRICE $1...

$91.95

SMITH CORONA TYPEWRITERS
$51.95 to $112.95



PAYMASTER CHECK WRITER



$27.95

HESPERIAN OFFICE SUPPL...

212 SOUTH MAIN FLOYDADA PHONE YU 5...

Nancy's Last Minute Christmas Cooking Recipes For Good Eating!



MORCKEL

...en devote their ...children, but there ...e homemaker who ...ost of her time ...people.

...s. Harry Morckel ... Although profes... ...loyed, Nancy, as ...n to her friends, ...any "past-work... ...to individuals, ...anizations to try ...helps and hints ...day living. From ...demonstrations, ...gained from the ...s Nancy has giv... ...the area.

...anksgiving is ov... ...stmas is in the ...important once... ...n is being plan... ...this column is a ...s and recipes that ...d at the Morckel ...Christmas day.

ROAST TURKEY

For a beautiful golden-brown turkey to carve at the table, place turkey breast up in a shallow roasting pan. Roast at a low temperature according to cooking chart. Place a tent of aluminum foil loosely over bird. When turkey has started to brown or when it is first put into oven it may be covered with a white cloth dipped in melted oil. When cooked this way, the breast meat will be slightly less moist than the thigh meat. Set oven at 325 degrees.

BASIC DRESSING RECIPE

1 loaf light bread, toasted
1/2 recipe cornbread
2 cups celery, chopped
1 onion, chopped
1 to 2 tablespoons poultry (or sausage) seasoning
6 hard boiled eggs, chopped
Broth to make dressing proper consistency.

Put toasted bread into large bowl and cover with cold water. Let set until bread has softened then put into colander to drain. After it has drained add cornbread and mix well. Then add celery and onion (that has been simmered until tender, either in some of the broth or water with butter added). Mix thoroughly; add seasoning and eggs. Add enough broth to make it proper consistency. Put into a well buttered pan to bake until bubbling and browned, in 375 degree oven. Bake approximately 1 hour.

This is a basic recipe – it may be varied in many ways, such as – adding oysters, nuts, sausage, parsley, etc.

GOOD GRAVY

No turkey dinner is complete without smooth, delicious flavored gravy. There will be fat and juices in the pan in which the turkey was roasted. There will be good giblet stock where the neck and giblets have been cooked, enough for the dressing and gravy. Add flour mixed with water to thicken broth to consistency desired to serve over the dressing. Season with salt and pepper to suit taste. Add sliced hard boiled eggs and the giblets, that have been finely chopped.

BRIOCHE FRENCH BUTTER ROLLS

These golden rolls are angel-light, delicately yeasty-nice to serve for any special occasion, breakfast or party snacks. (You'll like the hint of lemon.)

1 cup milk
1/2 cup butter or margarine
1 teaspoon salt
1/2 cup sugar
2 packages granular or compressed yeast
1/4 cup water
4 eggs, beaten
1 teaspoon grated lemon rind
5 cups sifted flour (about)
Melted butter

Scald milk, stir in butter, salt and sugar. Cool until lukewarm. Sprinkle granular yeast over warm water or crumble compressed yeast over lukewarm water. Let stand 5 minutes. Add eggs and lemon rind. Mix well.

Combine with cooled milk mixture. Add flour gradually to make a soft dough. Knead lightly until dough is smooth and satiny. Place in greased bowl; cover with cloth and let rise in warm place until doubled in bulk – about 2 hours. Punch down and turn out on lightly floured board. Knead lightly again.

Shape two-thirds of dough into smooth balls about 2 inches in diameter. Shape other third into smaller balls, about 1 inch. Place larger balls in greased muffin tins; set one ball firmly on top of each one. Brush surface with butter; let rise until doubled in bulk. Bake in hot oven, 425 degrees, about 10 minutes. Remove from pans at once. Makes about 3 dozen rolls.

QUICK CANDIED SWEET POTATOES

Mix 1 cup brown sugar, packed, 1/4 cup water, 1/4 cup butter, and 1/2 teaspoon salt in a skillet. Cook until mixture bubbles. Add 6 or 7 cooked sweet potatoes. Cook a few minutes until potatoes are carmelized. Then place potatoes in baking dish, dot with marshmallows and place in moderate oven until tops of marshmallows turn golden brown.

GREEN RICE

2 cups uncooked rice (regular, not precooked)
1 cup chopped green pepper
1 cup chopped parsley
1 1/2 cup milk
1/2 cup vegetable oil
2 minced garlic buds
1 lb. sharp cheese, grated
Salt and pepper

Cook rice, add milk and all other ingredients, mix well and bake in greased casserole, covered, at 325 degrees for 30-45 minutes.

NON-COLLAPSIBLE CRANBERRIES

4 cups cranberries
2 cups boiling water
2 cups sugar

Place berries in the boiling water where they promptly start popping. Cook 6 to 8 minutes. Press through a sieve and add sugar. Place on the fire and stir with a wooden spoon until mixture is rolling in a bubbling boil. Pour in glasses or molds. (If placed in small straight glasses when ready to serve it may be turned out and sliced in circles for serving.)

SOUR CREAM FRUIT SALAD

1/2 cup chopped apples
1/2 cup pineapple chunks
1/2 cup grapes (seeded and cut in half)
1/2 cup miniature marshmallows
2 tablespoons chopped pecans
2 tablespoons sour cream

CARMEL CREAM CAKE

2 1/2 cups sugar
1 cup shortening
1 cup buttermilk
5 eggs
3 cups flour
1 teaspoon soda
1 teaspoon baking powder
5 teaspoons strong cold coffee
4 teaspoons cocoa
2 teaspoons vanilla

Mix as for a butter cake. Fold in beaten egg whites last. Makes 3 layers (large ones). Bake in 350 degree oven 25 minutes or until done.

ICING

1/2 cup butter
1 egg yolk
2 teaspoons cocoa
6 teaspoons strong coffee
1 box powdered sugar
2 teaspoons vanilla

Sift cocoa and sugar. Beat egg yolk until lemon colored and stir into it the coffee and vanilla. Add to creamed butter and sugar. Beat until consistency of whipped cream (a little more liquid may be added it needed).

DATE CAKE
(For those who prefer a fruity taste)

2 lbs. seeded dates
3 cups shredded coconut
6 cups pecans
2 cans Eaglebrand milk

Mix all ingredients together thoroughly. Bake as for fruit cake (45 minutes per pound) in 275 degree oven.

The regular iced tea, coffee, juices, and candies will be available throughout the holiday season.

The first "true" Christmas in America was celebrated three-hundred and forty-four years ago, in Jamestown.

Young Hiroshima Victim Inspires World Peace

There are many moving stories of man's struggle for peace, but none is more inspiring that that of a small group of Japanese children, known as the Folded Crane Club.

It all began with Sadako Sasaki who was only 2 years old when The Bomb fell a mile from her home in Hiroshima. She was not hurt at the time, and as she grew up, she seemed a normal healthy child. Then in 1954, she developed signs of leukemia and before a year had elapsed, she died.

The legend which now retells Sadako's last days, relates a brave young heart that greeted her classmates with joy when they came to visit her in the hospital. She spent the time in between visitors making paper cranes.

It is a Japanese folk belief that the crane can live for 1,000 years; and if you fold 1,000 paper cranes, they will protect you from illness. Sadako had faith in the cranes and she spent her last months trying to fold the required paper cranes. But time ran out for this courageous little girl and when she died in October, 1955 she had completed only 964.

Sadako's friends made the remaining cranes and forming them into a wreath they were placed at rest with her. It could have ended there, but it didn't, for Sadako's classmates were determined to have a monument erected in her remembrance and to remind the world what an atomic bomb can do to the young.

It was a long hard struggle to raise the money, for money was still scarce in Japan in those days. But with the help of their teacher and a great deal of effort, finally in 1958 a monument was constructed and placed in Peace Park.

Having achieved their first goal, her classmates decided to stay together as a group and formed the Folded Crane Club. The original purpose of the club, which still meets today, is to help the poor and ill among the bomb survivors. They visit the hospitals, hold memorial services for the children who have died and print a weekly newspaper of their activities.

Over the years younger children have joined the Folded Crane Club and although they have no memory of the bombing, they are inspired by Sadako's legend and the altruistic activities of the group.

In recent years, the group has added still another aim to its activities, that of a plea for peace. Its members have worked indefatigably in the cause of peace, writing letters to the heads of state and the United Nations. It is their hope that if the world knows what the first nuclear bomb did to the children of their city, there will never be another dropped anywhere.

THE YULE LOG STORY

Oh, how warm and bright that Yule Log burns on our Christmas night. The Yule Log's beginning can be traced centuries back. It is also generally believed that the traditional burning of the Yule Log was handed down to Scandinavian countries from English-speaking countries.

The Scandinavian feast of Winter Solstice was observed by the kindling of huge bonfires to the god Thor. In England the Yule Log was burned amidst great noise and song.

> And the angel said unto them, Fear not; for behold, I bring you good tidings of great joy, which shall be to all people. Luke 2:10

CHRISTMAS BLESSINGS



Let us pray: we thank thee Lord for this bountiful year and wish all of our friends and patrons a special Christmas blessing.

May Christ be with you always.

CARL JARRETT SERVICE & OIL CO.



...OY TO ALL!

...greetings to the most wonderful ...e in the world . . . our patrons!

...OYDADA BUTANE

Mr. and Mrs. A. C. Carthel

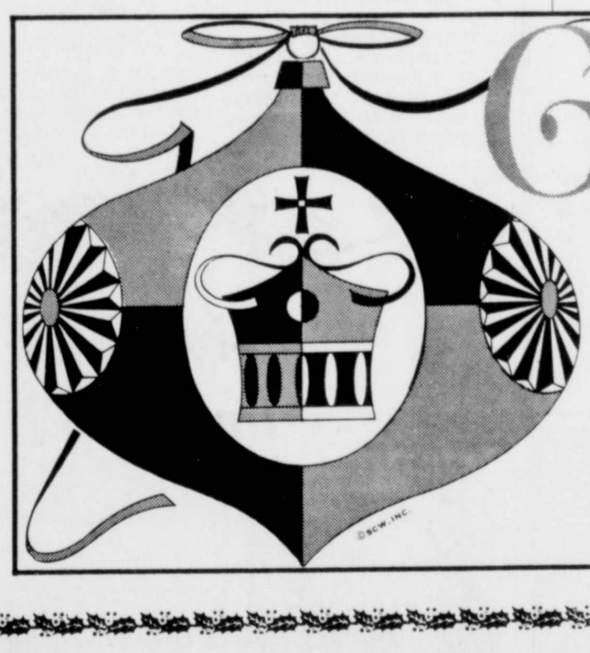


TRIPLE GOOD WISHES TO YOU!

...matter how many times you may say it, there's one wish that always comes ...ght from the heart . . . "Merry Christmas!" May the holiday season be truly ...y for you, your friends and your family. We're glad to have had your patron... ...n the past and look forward to serving you again.

AND A HAPPY NEW YEAR FROM THE FOLKS AT.....

...ONSUMERS FUEL ASSN.



Greetings

Here's to a very merry Christmas! May the season bring you abiding joy.

A HEARTY THANKS FOR YOUR WARM PATRONAGE AND A HAPPY NEW YEAR

HAMMOND SHEET METAL



SOUTHWESTERN PUBLIC SERVICE COMPANY

The ELECTRIC Company

56-7



We pray for lasting peace
at Christmastime and always.

McDONALD IMPLEMENTS

CLEMENT McDONALD DON CHEEK

Definition Of A Boy

After a male baby has grown out of long clothes and triangles and has acquired pants, freckles, and so much dirt that relatives do not dare to kiss it between meals, it has become a Boy.

A Boy is nature's answer to that false belief that there is no such thing as perpetual motion.

A Boy can run like a deer, swim like a fish, climb like a squirrel, balk like a mule, bellow like a bull, eat like a pig, or act like a monkey, according to climatic conditions.

The world is so full of Boys that it is impossible to touch off a firecracker, strike up a band, or play a ball game without collecting about a thousand of him.

He is a piece of skin stretched over an appetite. A noise, covered with smudges and eats only when awake.

He is called tornado, because he comes at the most unexpected times, hits the most unexpected places, and leaves Everything a wreck behind him.

Boys are not just ornamental; they are useful. If it were not for Boys, the newspapers would go undelivered and unread, and motion picture houses would go bankrupt.

Boys are useful in running errands. A Boy can easily do the family errands with the aid of five or six adults. The zest with which a Boy does an errand is equalled only by the speed of a turtle on a July day.

The Boy is a natural spectator. He watches parades, fires, fights, ball games, automobiles, boats, and airplanes with equal fervor. But he will not watch the clock. In fact, the person who invents a clock that will stand on its head and sing a song when it strikes will win the undying gratitude of millions of mothers with Boys who are forever coming home to dinner at supper time.

Boys faithfully imitate their Dads in spite of all efforts to teach them good manners.

Boys are durable. A Boy, if not washed too often, and if kept in a quiet, cool place after each accident, will survive broken bones, hornets, swimming holes, fights, and nine helpings of pie.

A Boy loves to trade things. He will trade frogs, knives, fish hooks, marbles, and snakes for anything that is priceless or worthless. When he grows up, he will trade puppy-love, energy, warts, bashfulness, and cast-iron stomach for pride, ambition, pretense, a bay window, and a bald head, and will immediately begin to say that Boys are not what they were in the good old days.

This Boy is the person we are dependent upon to finish what we have started. He is going to sit at our desks and do all the work that we are doing—in his own way. We can make policies and devise plans, but whether, and how, they will be carried out depends on him.

We will make laws, negotiate treaties, and form leagues, but he will have the power to amend, repeal, or annul them.

He will occupy the seats in the Senate and the benches in the Courts. Our cities, states, and the nation will soon be subject to his will. He will take over and manage our churches, schools, universities, hospitals, charitable institutions, prisons, and corporations.

All our labors and plans are going to be judged and praised or condemned by him.

Whether our names and achievements are rememberd and honored, depends upon his estimation of us and our performances.

In short, all our work is for him, a Boy – growing animal of superlative promise which must be fed, watered, and kept warm. A joy forever, a periodic nuisance, the problem of our times, the hope of our nation; and every Boy born is evidence that God is not yet discouraged with men.

Rites Conducted For Mrs. Newton

Funeral rites for Mrs. Zuma Newton, 78 year old longtime Dougherty resident, were conducted Friday afternoon in the First Methodist Church in Floydada. Mrs. Newton, widow of the late J. E. Newton, died Wednesday night of last week in a Lubbock rest home, following a long illness.

Mrs. Newton was born Dec. 5, 1888 in the Post Oak community of Jack County, Texas and moved to Clay County in 1893. She was married Jan. 5, 1915. The family moved to Crosby County in 1916 and to the Lakeview community in 1924. Four years later Mr. Newton built a cotton gin and later moved to Dougherty where he built one there in 1928. The family resided in Dougherty until his death March 1, 1966.

Mrs. Newton had been a member of the Methodist Church at Dougherty for many years, later becoming a member of the First Methodist Church in Floydada.

Survivors include one daughter, Mrs. Allen H. Leach Jr., of Lubbock; one son, Glenn White of Floydada; two grandsons; and two sisters, Mrs. O. R. Dorsey of Longview and Mrs. L. B. Gowan of Temple.

Dr. Lloyd Hamilton, pastor of the St. Luke Methodist Church in Lubbock, officiated at rites and was assisted by Rev. Herschel Thurston, pastor of the Floydada Methodist Church.

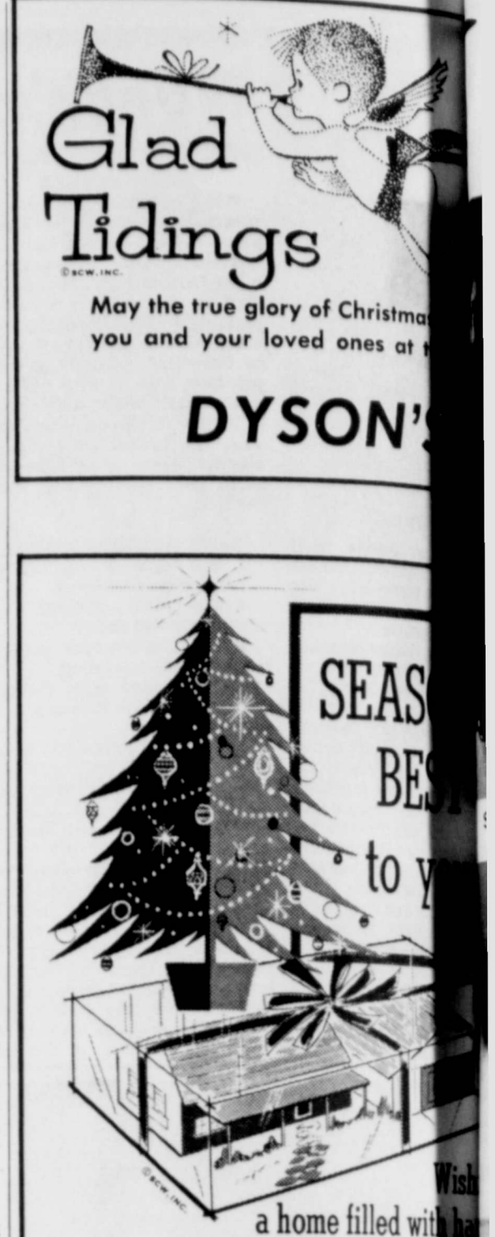
Interment was in Floyd County Memorial Park under the arrangement of Moore-Rose Funeral Home.

Pallbearers were Claude Ring, Billy Joe Hambright, Kent Covington, Milton Covington, H. N. Powell and Orland Howard.

FLOYD DATA

Mr. and Mrs. Hershel Frields of Huntington Park, Calif., left Tuesday for Carthage, Mo., for a visit after spending the past three weeks here with her mother, Mrs. Buchanan, sister, Mrs. Harry Morckel and husband and her brother, John Buchanan and his wife and other relatives.

Mr. and Mrs. Jed Brown of Carthage came for the Frields last week. Mrs. Brown is a sister of Frields.



May the true glory of Christma
you and your loved ones at t

DYSON'S



Rejoice in the holiday spirit!

All the best wishes to our good friends.

SUPERIOR
CLEANERS & STORAGE

SANITONE

111 S. 5TH
FLOYDADA, TEXAS

ALTHA GINN
VERNOLA HANNA
BENNIE GOLIGHTLY

JEWELL GINN
RANDY JORDAN
GEORGIA MOUNT

THE ELZAS

Crawford Commissioned 2nd Lieutenant

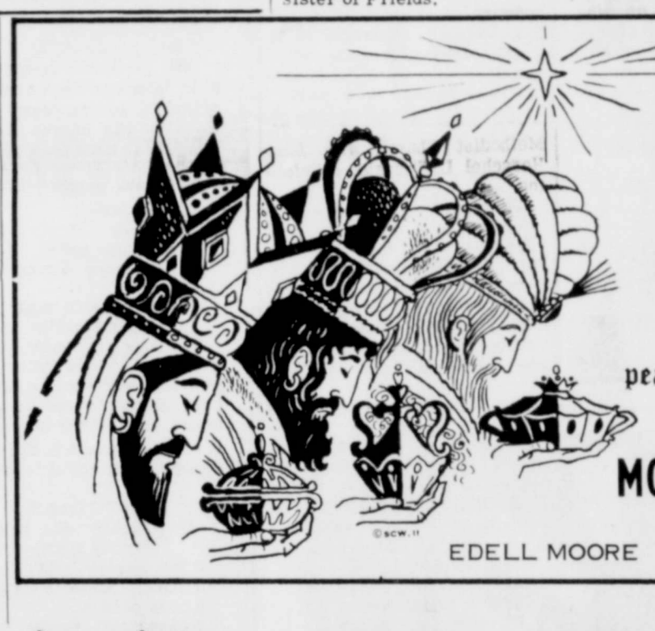


HARVEY J. CRAWFORD

SAN ANTONIO – Harvey J. Crawford, son of Mr. and Mrs. Russell H. Crawford of Rt. 2, Floydada, Tex., has been commissioned a second lieutenant in the U. S. Air Force upon graduation from Officer Training School (OTS) at Lackland AFB, Tex.

Lieutenant Crawford, selected for OTS through competitive examination, is being assigned to Mather AFB, Calif., for navigator training.

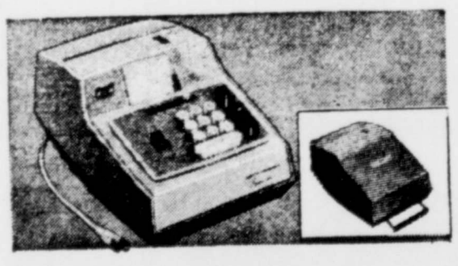
The lieutenant is a 1959 graduate of Floydada High School. He received an A. A. degree in government in 1961 from Schreiner Institute, Kerrville, Tex., a B. A. degree in government in 1963 and an LL. B. degree in 1966, both from the University of Texas.



GLORY TO GO
... in the highest, and on ear
peace, good will toward
We wish men everywhere
peace which passes understandi

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EDELL MOORE ALTON RO



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THE FLOYD COUNTY HESPERIAN
This Christmas!

Probascos Enjoy Christmas Activities Five-Fold



SCHOOL TIME REMINDERS FROM THE BOSS



DY, MITCH, MARK, MAX AND JILL SET FOR SANTA

Christmas is probably the most family oriented holiday on the calendar. And the more children in the family the greater the anticipation.

Peggy and Kenneth Probasco of Floydada are able to enjoy the holiday festivities five-fold...through the eyes of their children who range in age from 6 through 14. This year the Probascos plan to spend Christmas in Fort Worth with Peggy's parents, Mr. and Mrs. Verne Garrison.

However, this won't keep the Probasco home from donning its own yuletide attire and decor. A flocked tree has already found a nesting spot near the fireplace where seven ornate, velvet stockings have been hung with care.

Santa may have difficulty fulfilling Judy's wish via the chimney. She's hoping for a bedroom set for her room in their lovely new home. But with St. Nick's ingenuity he is bound to find a way. Judy, who will celebrate her 15th birthday in January, is a freshman at Floydada High School where she is active in 4-H Club, Student Council and girls' basketball. She has won a grand championship with a prize lamb, the swine showmanship award and blue ribbons for 4-H clothing projects.

Mitch, 12, and a seventh grader, also is active in 4-H and basketball. Last year he received the grand champbarrow award with his entry.

During the summer months he and his two younger brothers are active in Little League. His Christmas list includes equipment for expanding his leathercraft hobby. He also is making leathercraft gifts for the other members of the family.

A torture track heads the Christmas list for 11-year-old Mark. As the youngest family 4-H'er he gets first choice of lambs and pigs to be shown this year. He is a fifth grader.

Eight-year-old Max hopes for some 'changes' for his Johnny Express truck. He is a third grader.

Jill, aged 6, has very definite plans for Christmas morning which include a Suzy Homemaker set. This is her first year in school.

The Probascos have farmed in Floyd County some 15 years. Kenneth has lived in the area all his life. He is the son of Mr. and Mrs. Frank Probasco of Floydada. Peggy was born and grew up in the Fort Worth-Dallas area.

They are both graduates of Texas Tech. She received her degree in home economics and he in agricultural engineering. While at Tech Peggy was a member of the KoShari Social Club and was named La Ventana beauty and Kenneth was a member of College Club.

Until last June the Probascos lived some 15 miles from Floydada. Their elegant new brick home is located just one and a half miles west of Floydada on Sand Hill highway. Halls to each side of the recessed entryway open onto four of the five bedrooms. The east hall marks off the boys' territory and the girls rooms are located on the west. All four rooms for the children have neat built-in desks and bookcases for marvelous study space.

The entrance opens directly into paneled den dominated by a large fireplace. The fireplace's second face creates a unique barbecue on the patio. Folding panel doors open from the den into the formal living room on one side with the kitchen joining on the east. A serving bar looks into the Spanish colonial dining area. It features an avocado antiqued oak dining table and a decorative hutch.

The house includes three and a half baths, large utility room, a basement combination playroom and storm shelter and more storage in closets than one could count on the first tour. The master bedroom is located on the northwest wing.

The half-bath near the garage entrance is unique and specially designed for the farm family. It is referred to as the mudroom and is designed with pull-out hose and tile floor drain for washing off irrigation mud. The double garage features a workshop and three huge walk-in storage areas.

And located back of the house and extensive lawn area is any stockman's dream, one of the most unique and versatile barns in West Texas. The all metal structure is constructed with removable side panels for cleaning and airing. It can be heated during cold weather and has adjustable partitions to fit stall area to the need at any given time.

In addition to raising registered Hampshire swine and sheep, Kenneth farms some 1,300 acres of land scattered over a 25-mile area. He says the current cotton harvest is yielding about a bale and a quarter per acre. Other crops include wheat and grain sorghum.

Kenneth is a district supervisor in the Soil Conservation program and served as a director and vice president of Floyd County Farm Bureau last year. He shares his children's interest in model railroads.

Peggy is a past organizational leader in 4-H and an active Little League mother.

In her leisure moments she enjoys sewing, bridge and furniture refinishing. The Probascos are members of the First Baptist Church.



PROBASCO UNLIMITED RIGHT ON TIME

Churches, homes, stables--Christ, children, parents, grandparents--carols, parties, gifts--adorned trees, stockings, chimneys, Santa Claus--each in its own way adds to the deep meaning of Christmas for the Probascos.

– Martha Brewer, Farm Bureau News and Views.



CHRISTMAS SECRET TIME

Held For C. J. Parr

...s were conducted ...loydada for Clyde ...ear old longtime ...yd County. Parr ...fter an apparent heart attack in a doctor's clinic in Decatur. He had been making his home in Decatur for the past six months.

Rites were held in the First Methodist Church with Rev. Herschel L. Thurston officiating.

Parr, a retired farmer, had lived in Floyd County since 1934. He was born in Texas July 11, 1892 and moved to Decatur last May where he was ranching at the time of his death. He was preceded in death by his wife July of 1963. Parr was a member of the Methodist Church.

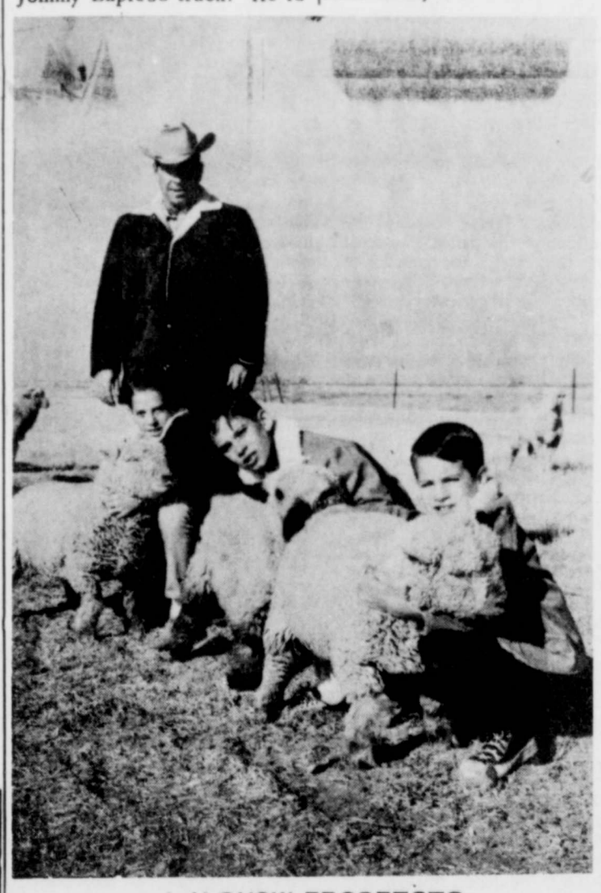
Survivors include one son, Travis of Floydada; two brothers, Grady of Childress and Rev. F. O. Parr of Kankakee, Ill.; three sisters, Mrs. Ralph Caldwell and Mrs. Wade Chewing both of Amarillo and Mrs. R. J. Clark of Slaton and two grandchildren.

Interment was in Floydada Cemetery under the direction of Moore-Rose Funeral Home.

Pallbearers were Lon Davis Jr., Neil Bertrand, Audie Noland, Bennie Teaff, C. O. Spence and Kenneth Bain Jr.

OSCAR GOLDEN SELLS REGISTERED ANGUS BULL

Oscar Golden, Aiken, recently sold an Aberdeen-Angus bull to Jason Latimer, Olton, Texas.



4—H SHOW PROSPECTS

Mrs. Peck--When you married me, you deliberately deceived me.

Henry--In what way dear?

Mrs. Peck--You told me you were well off.

Henry--Well, I was well off. In fact, I didn't realize myself how well off I really was.



CHEER

May you enjoy a very happy holiday! From the staff of

Betty's House Of Styles

BETTY BATTEY



May all the joys of Yuletide ring out for you.

TASTEE FREEZ



MERRY CHRISTMAS TO ALL!

...our holiday ...be filled ...very happiness.

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JIM WORD



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THANKS FOR SELECTING CLOVERLAKE DAIRY FOODS IN 1966.
MAY WE PLEASE YOU AGAIN IN 1967?



VIRGINIA

FROM PAGE 1

but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.



"YES, VIRGINIA . . ."—Virginia O'Hanlon Douglas, now 77, relived for a few moments Friday night the satisfaction she knew 69 yea rs ago in reading in The New York Sun; "Yes, Virginia, there is a Santa Claus . . ." Mrs. Douglas' letter, asking for "the truth," prompted the famed editorial in The Sun. Reading it publicly for the first time in two years, Mrs. Douglas read the editorial to North Chatham youngsters at a community party Friday night.

'Virginia' Reads Famed Editorial

NORTH CHATHAM, N.Y. — Weakened by months of illness but smiling at the glow of children's faces, Virginia O'Hanlon Douglas relived Friday night the happiness she knew 69 years ago in reading, "Yes, Virginia, there is a Santa Claus."

Mrs. Douglas, 77 and a great-grandmother, read the famed New York Sun editorial at a community Christmas party for the children of North Chatham, her home for the past seven years.

"This is a season of gratitude," she had said in an interview shortly before the party, explaining why she wanted to read to the children despite a series of mild strokes that briefly left her unable to speak.

No Hesitation

Sitting in a chair covered with red velvet, she read through the editorial without hesitation.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist. How dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no Virginias."

The editorial, written in 1897 by assistant editor Francis P. Church, had been published in answer to a letter from Douglas. As a gi wrote: "Some of my friends say there Claus ... Please truth, is there a San

At the time, Mrs. called, she believed "was a jolly old ma come bounding dow ney at any minute. time before I thoug ly."

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That's why your druggist deals only with highly qualified, reputable pharmaceutical companies. He keeps careful check on his stock too, assuring you of the freshest drugs.

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YOUR LABEL IS YOUR PROTECTION

Plains Cotton Growers Praise Farmers For Approval Of Promotion Referendum

Officials of Plains Cotton Growers, Inc., Lubbock, one of the nation's largest regional cotton producer organizations, are hailing recent passage of the Cotton Research and Promotion Act as the dawning of a new day for cotton as a fiber and for those who earn their livelihood from it.

Donald Johnson, PCG Executive Vice President, said "Cotton farmers on the Plains and elsewhere are to be congratulated on their foresight and on their long range confidence in the future of cotton."

More than two thirds of U.S. cotton producers voted December 5-9 to assess themselves $1 per bale on future production, the money to be used for research and promotion on cotton. Beltwide, the vote was 68.2 per cent for the Act. The High Plains favorable vote, at 76.8 per cent, was well above that figure.

Also of significance in the final outcome of the referendum was the heavy turnout on the Plains. A total of 21,941 voters cast ballots out of an estimated eligible voter list in the 23 Plains counties of 46,000.

John D. Smith of Littlefield, PCG President pointed out that people have always said farmers could not get together on anything. "But here we have proven that this old saw is a thing of the past. We are all going to be together on this effort to restore cotton's markets through research and promotion, and I have every confidence the job will be done and that we'll be back in a progressive, growing industry within a few short years."

PCG is also a cotton research, promotion and service organization, serving almost 25,000 members in the 23 High Plains counties surrounding Lubbock. And there has been some speculation as to how institution of the $1 a bale national program might affect PCG.

On this question, Johnson said "There is every reason to believe that passage of the Research and Promotion Act will strengthen Plains Cotton Growers."

He explained that by their vote in this referendum producers in the area have clearly shown that they recognize the need for concerted action to get cotton back on its feet and that they are willing to pay their fair share to get it done.

"PCG's research and promotion," he said, "is all directed specifically at the problems encountered in growing and marketing High Plains cotton, and it in no way overlaps or conflicts with the research and promotion that will be done in the national program."

He called attention to the fact that the law specifically prohibits spending national research and promotion funds either researching the specific problems of any one area or in promoting any particular brand or type of cotton.

"Certainly much, if not all, the national research and promotion done under this Act will be of direct or indirect benefit to our cotton and our cotton producers," he went on, "but we will still have our own battles to fight. No one is going to go to bat for the High Plains except the High Plains itself.

Johnson also pointed out that the allocation of funds generated under the new Act, some 10 or 12 million dollars expected in 1967, will be done by a group of cotton producers selected by state and regional cotton producer organizations.

"And if we are to have our fair share of the say as to how this money is spent, we must have a strong and active area producer organization," he said.

Each area or state's representation on the cotton producer board which will develop and carry out the various research and promotion projects under the Act will be in proportion to that area's financial contribution to the fund, adjusted for any refunds which may be requested.

The High Plains, producing about one-eighth of the nation's cotton each year, should therefore have more representation on the cotton board than any other section of the cotton belt.

Most of PCG's financial support comes from cotton producers on the Plains who pay 15 cents per bale. These are paid through the gins, and ginners themselves pay one cent per bale dues. Oil mills, compresses and other cotton-related businesses make proportionate contributions.

"PCG dues are not a heavy expense burden on anyone," Johnson said, "but they are absolutely necessary if the High Plains cotton industry is to keep pace with the rest of the cotton belt and reap an equitable share of the substantial benefits we expect to be forthcoming from increased national research and promotion."

ON CHRISTMAS

. . . the crowing of the cock.
Some say that ever 'gainst
that season comes
Wherein our Saviour's birth
is celebrated,
The bird of dawning singeth all night long;
And then, they say, no
spirit can walk abroad;
The nights are wholesome;
then no planets strike
No fairy takes, nor witch
hath power to charm,
so hallow'd and so gracious
is the time.

— William Shakespeare,
Hamlet (1600)

Peace on Earth



May every heart warm to the radiance of the Star... and feel His glory today and always.

OUR SINCERE THANKS TO EVERYONE FOR A GOOD YEAR.....AND WE LOOK FORWARD TO SERVING YOU IN 1967.

WYLIE BUTANE

JOLLY GOOD WISHES!



In the friendly spirit of the Christmas Season, we wish you all an old-fashioned Yuletime just packed with cheer and happiness. Merry Christmas to you all!

MUNCY ELEVATOR and SANDHILL ELEVATOR

Extending our Old-Fashioned Greetings



Good friends, good times – all the bounty of the Season to you!

ANDY ANDERSON

SIMMONS MACHINE & IRRIGATION, INC.

LOCKNEY HIGHWAY

TO OUR PATRONS

Greetings for a very happy holiday!

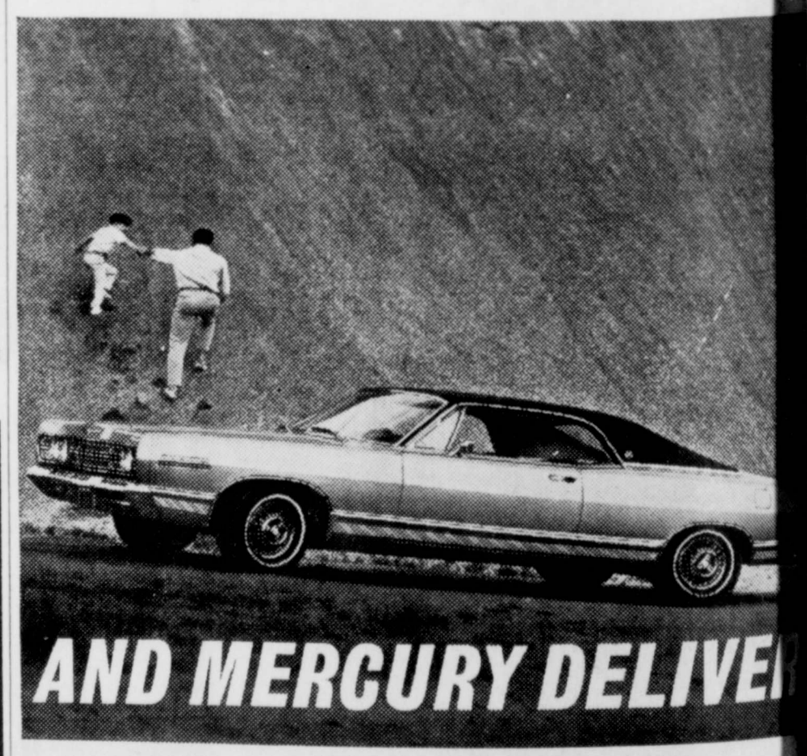


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Mercury...the Man's Ca

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