

Floydada Is Ready to Observe Christmas

Annual Play At Sand Hill Xmas Night

For 17th Year PTC Will Have Entertainment At Auditorium

The Christmas night play at Sand Hill this year is a straight comedy, in which Mrs. Ed Holmes has the heavy role as Grandma, a teaching miss modern granddaughter (played by Anna Cates) a lesson that will make a full evening of entertainment. "The Cates are coming" is the title. It is played in three acts.

With Mrs. Holmes and Miss Cates appear Opal Knight as a hillbilly servant, Flora Jeter as a young granddaughter, John Hollums as the supporting cast Lee Pope, Ed Holmes, Irvin Graham, Dewitt Bates and Mrs. Lee Pope.

Sand Hill PTC season tickets will be good for this first play of the series of eight plays. General admission of 10c and 20c will be charged those who do not have season tickets. Regarding the play and the program for the year Ed Holmes, president of the society said:

"This is the 17th annual Christmas night play. We appreciate your help and attendance that has made this annual affair a success year after year."

"You will admit this is a changing world. This year we are permitted to present a dandy comedy for next Wednesday (Christmas) night. You can come to Sand Hill this year and we invite you. Who knows what will happen before December 25, 1942? Why the date might even be changed!"

At least seven more plays will be presented during the current season by the society.

Christian Church Has Final Revival Service Sunday Morning

Floydada First Christian church closed a 10 day Stewardship revival Sunday with approximately 120 persons on hand for the 9 o'clock service. The Rev. L. O. Leet conducted the revival.

An attendance drive was conducted with plans for a 200 person attendance, although this mark was not reached the people present were appreciative and attentive.

To break the "early bird" record set at Detroit some time ago, Martin Brown, and his son, Martin Leeper Brown, arrived for morning service at 4:05 a. m. They received special honors for their early arrival.

The old record was 5:25. A number of others arrived on as early as 5:30 a. m. to also crack the old record. Several others arrived between 7:45 and 8:30 to also win special recognition.

The program was set from 9 until 11:45 a. m. White ribbons were pinned on to those who arrived before 8:15 a. m.

Floyd county home demonstration chorus sang three Christmas anthems, and the Floydada quartet sang two hymns.

The Rev. Leet spoke on "Christmas Consistent with Christ." The Rev. Lawrence W. Bridges, new pastor for the Floydada church, spoke on "Room in our Hearts for Jesus."

MERCHANTS, BUSINESSMEN SEND GREETINGS TO FRIENDS AND PATRONS

More than a hundred Floydada and Floyd county business establishments this week greet you at Christmas-time through The Hesperian.

These firms spend all of their time and effort in an attempt to furnish you essential service and take care of your needs in various and sundry lines. Suppose you acknowledge their thoughtfulness and anxiety to serve you acceptably by personal acknowledgement of their greetings. Very often you take these firms for granted. Suppose you tell them personally how you appreciate them and their services. You couldn't do anything for anybody that would make a broader smile or a happier salesman or proprietor. We suggest you try it.

Flu Epidemic Threat Lessened By Mild Weather Here

Fears of an influenza epidemic in Floyd county seem to be vanishing with the coming of more agreeable weather, doctors said yesterday. A number of serious colds have been reported and it appears that a "flu" epidemic was due to hit the plains. Several cases of "grippe" were reported but so far as can be determined there has been few cases of "flu" and these have been comparatively mild.

It is believed that the sleet and ice of 10 days ago was the cause of so many colds and slight illness. The warmer more pleasant weather is expected to lessen the dangers of an epidemic considerably.

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Basketball League Planned Here

A Thought for the Holidays Offered By State Patrol

State Police Ask For Observance Of Few Common Rules

AUSTIN, Dec. 19.—John Texan is going to decide to drive to another town on Christmas or the day before, but his trip will end in a morgue.

There are 30—perhaps 40—of these John Texans who will become traffic statistics on Texas highways during the two-day Christmas period, department of public safety statisticians estimate.

Since traffic deaths for the year are up roughly 10 percent, as many as 50 are expected in those two days—in comparison to 49 fatalities in the three-day week-end period of last year.

Ten or a dozen will meet death in cities and towns, but approximately three-fourths of these violent deaths will occur on highways, where speed is greater.

When the victims' names are entered in the state police "Death Book," there will be a check mark in the little square under the word "intoxicated" in about 60 percent of the cases.

Some of these John Texans won't even be in a car when death clutches them. They'll just be walking along the road or trying to cross a street (several in the middle of the block), and here again that check mark for "intoxicated" will appear frequently.

Many of these deaths could be prevented by the observation of a few simple common sense rules, said Col. Homer Garrison, jr., director of the Department of Public Safety.

"In starting on a trip, leave soon enough that you can drive at a safe speed and arrive on time," he suggested.

"If you must drink, either take a taxi or let someone who isn't drinking drive your car."

"Avoid loud drives which produce fatigue, dulling the driver's reflexes and making him careless."

"Reduce your speed when visibility is limited or roads are wet, and be especially cautious in passing other vehicles. A large proportion of highway deaths result from head-on collisions."

"Pedestrians should cross streets only at intersections, and both they and drivers should be especially cautious when Christmas crowds create congestion."

STUDENTS ARE HOME Delbert Dillard, Noland Brand, and Luther Norvell, who have been in the N. Y. A. school at Inks Dam, Burnett, Texas, returned home Saturday to spend the Christmas holidays with their parents, Mr. and Mrs. Marion Dillard, Mr. and Mrs. W. E. Brand and Mr. and Mrs. L. H. Norvell.

VISITS DAUGHTER Mrs. E. F. Stovall, who has been living in Roswell, New Mexico, several months, returned to Floydada to stay two weeks with her daughter and son, Mrs. Tucker Teutsch and Richard Stovall, Dorothy Dell of Tech is also here with her.

VISITS PARENTS Mr. and Mrs. Raymond King of Quitaque spent the week-end with his parents, Mr. and Mrs. E. C. King. From here they went to Abilene to visit her parents.

County Officials To Take Offices On New Years Day

Commissioners Court Will Convene Wednesday To Start New Year

Floyd county commissioners court will convene Monday morning, New Year's day, at 10 o'clock to attend to the business of placing county officials on the job for the next two years. The court will also pass upon the bonds posted by the various officials as well as discuss the new "county unit" plan of highway administration.

Tom W. Deen, representative elect from the 120 representative district, is due to leave soon for Austin. The legislature will go into session on January 14 and he will be sworn into office at that time.

Floyd county voters made few changes in the court house personnel. George B. Marshall will move from the district clerk's office, a position he has held for three terms, to the office of county assessor and collector.

Frank L. Moore, who has held the office of assessor and collector, has not announced his plans for the coming year.

Two changes have been made in commissioners court. Henry Robertson will succeed E. R. Harris as commissioner of Precinct 2, and B. E. Cyfert will succeed M. H. Taylor in Precinct 3. Harris and Taylor plan to return to their farm work.

Milton Sims will begin his first term as district clerk, the office formerly held by Marshall.

Returning officials are Alton B. Chapman, district judge; John A. Hamilton, district attorney; G. C. Tubbs, county judge; A. B. Clark, county clerk; Mrs. O. M. Conway, county treasurer; Fred N. Clark, sheriff; John Stapleton, county attorney.

W. D. Newell, county surveyor; Clarence Guffee, county superintendent of schools; W. L. Finley, public weigher Precincts 1 and 4; A. S. Cummings, commissioner Precinct 1; H. J. Nelson, commissioner Precinct 4, and B. P. Woody, justice of the peace Precincts 1 and 4.

Frank Perkins will begin his first term as justice of the peace Precincts 2 and 3, and S. A. Thompson will begin his first term as constable in Precincts 2 and 3.

Office personnel is not expected to change, according to the officials contacted. Mrs. Ethel Graham is expected to remain in the office as assessor and collector; Miss Emma Louise Smith in the office of county clerk, and Walter Hollums as deputy sheriff.

Gold Basketballs To Be Awarded Winners, High Scorers

Plans are being made for the formation of a Floydada basketball league to begin play soon after the first of the year. Present plans are that four teams will participate. Piggly Wiggly, Phillips 66, Home Defense unit, and Floydada High school plan to sponsor teams.

At present, it is planned that the four teams will play a quadruple-round robin, with a record being kept of each game. At the end of the season, the winner will be determined by percentage points, and the season's high scorers (tentatively set at eight) will receive suitable awards, as will the players of the loop winner.

It was also suggested that an "all-star" team be selected at the close of the season and this team play some other outfit from Lubbock, Plainview, or other nearby town. It is possible for these teams to play non-league games on other nights also, possibly as a "double feature" arrangement when the whirlwinds are playing.

A number of former "hot shots" are trying to get hooked on with some of the sponsors. It is likely that "Curley" Wilkinson, former Texas Tech basketballer, will lead the Pig-Wigs, but no other team leaders are known.

Coach Odell Winter has offered to officiate in the league without pay...or possibly serve as a "dollar per year" man in that capacity. The gym rent will be donated, it is understood, and the small admission charge will go toward the buying of gold basketballs or other awards for members of the winning team, and the high scorers. It was suggested that admission be set at five and ten cents.

The league was planned by Floydada sports enthusiasts to fill in the "dull time" between football season, and early spring...and the idea immediately found favor with the above mentioned sponsors.

Since there are a number of ex-high school and college stars in Floydada and nearby communities, it is expected that the league will offer the fans good basketball plus the hilarity which generally ensues when ex-players get together.

Ernest Krause Dies From Injuries In Kansas Hospital

Ernest Krause, brother-in-law of Geo. M. Finkner, Floydada Oldsmobile dealer, died Friday in a Liberal, Kansas hospital from injuries suffered when attacked by a Jersey bull.

Mr. Krause was attacked and gored some 10 miles from his home, which is near Kismet, Kansas, but escaped from the animal and drove to his home. He was rushed to a hospital immediately but his injuries proved fatal.

He is survived by his wife, two sons and one daughter. Funeral service was held yesterday afternoon.

Those attending from here were Mr. and Mrs. George Finkner, and daughter, Esther; W. M. Finkner, and H. A. Krause.

Post Office Reports Larger Volume Mail This Year

Fifty Sacks Dispatched Thursday To Set A Record For Year

The old year 1940 is going out with a bang so far as post office volume is concerned. Postmaster Barbara H. Smith, revealed this week.

Already the 1939 mark has been surpassed and it is possible that several other marks will fall by.

December 19 held the record for one day's business. On that particular date 9,116 letters went through the cancelling machine, Mrs. Smith said. Also 50 sacks of mail went out that day as well.

Jack Henry, postoffice employee, has charge of the mail dispatch and the rush has kept him working at top speed but so far all schedules have been met. Lockney is bringing for dispatch toward the east. Last year Floydada carried a part of their mail to Lockney.

A total of 31,432 letters had been mailed up to Saturday morning, and 220 sacks of mail had been dispatched, Postmaster Smith said. The second largest day, December 20, saw 7,215 letters go through the cancelling machine.

"The people have been most cooperative and gracious this year. It has been a pleasure to serve them," Mrs. Smith told the reporter. "It seems that everyone is making more of Christmas this year than in a long time, if our mail volume is a means of judging."

Last minute mailings may be made today. Packages mailed before the office closes will be dispatched at 9 o'clock tonight.

HESPERIAN TO CLOSE

The Hesperian office will be closed all day Christmas Day.

Fire Danger Greater In Homes Now

Fire Prevention Rules Cited By Insurance Commissioner

AUSTIN, December 21.—During the past twenty years, eight out of every ten fire deaths in Texas have occurred in the home, Marvin Hall, state fire insurance commissioner, reported today.

Commissioner Hall said that \$6,325,000, or approximately 50 percent of the average annual fire loss total of \$12,650,000, resulted from home fires.

Gas, properly used, presents no greater hazard than other fuels, but the fact that in Texas natural gas is used in the home extensively for such household purposes as heating, cooking and refrigeration, makes it imperative that the greatest degree of care be exercised by home owners in observing fire prevention rules and regulations in the use of this fuel.

The law in Texas requires that the natural gas be odorized, and if the odor of escaping gas is detected, windows and doors should be opened, and the gas company notified at once. In improperly ventilated rooms, gas heaters within a few hours of the oxygen within a few hours and death may be the result.

During the past five years, approximately 15 Texans have lost their lives each year in gas explosions. This figure excludes the 294 school children who died in the New London disaster in 1937.

ROSSON HOPES A BAD BEGINNING MEANS A GOOD ENDING

R. B. Rossion, traveler for the U. S. Tire and Rubber company, had a bad beginning for his Christmas holidays, when he arrived home Thursday.

Serving a territory that includes dealers in five states Rossion had made his last call before taking out until after the closing of the year. Enroute to Floydada a forty-minute stop at Vernon for a bite to eat and a chat with a brother cost him all his personal effects including an extra suit and other valuable items. While the two brothers sat in a cafe and talked Rossion's car window was smashed in by robbers.

Instead of coming on home at once he had to spend some hours trying to locate the lost effects and help authorities get trace of the burglars.

Three persons had been apprehended before he left Vernon and a fourth suspect was being sought. However, no luck had been had in locating any of the stolen property, except a brief case. The case had been pitched into the trailer of a truck parked at the curb.

SNACK SHACK CHANGED MANAGEMENT MONDAY

L. T. Hinkerson is now proprietor of the Strick's Snack Shack on highway 70. He purchased the cafe from Ernest Carter.

Orphanages Empty After Governor Makes Plea

Governor W. Lee O'Daniel's idea of having the orphans in orphanages of the state entertained for the Christmas holidays in homes of Texas people hit a responsive chord in Floyd county. And it appeared possible, even probable, that some of these children might be taken into Floyd county homes.

Indications Sunday were that all of the children in the state orphanages at Corsicana and Waco had been spoken for by people of the state, except some of the boys and girls above 14 years of age, and that these homes will be practically vacated for the period of the Christmas holidays.

However, with the time short for the homes of the county to be contacted it is possible that no children from the orphanages of the state will spend their Christmas in Floyd county homes at that.

The Hesperian would like to be a clearing agency for such an effort a year hence, the stage for which would be set some weeks in advance of the holidays, and invites those who are interested to write us or leave their names. The Hesperian,

then, will contact the governor and learn what can be done in the matter in 1941.

The county chairman of the Democratic party this week wrote a letter to the governor congratulating him on the capital idea which the governor had hit upon, complimenting his humanitarianism and the originality of the thought, and urging that he plan for a similar effort a year hence. "Undoubtedly there are scores of homes in Floyd county," Governor O'Daniel was told, "which would be happy to have an orphan child as guest this Christmas, but the time appears too short to get in touch with such homes in time for this year at this distant point."

"If you will repeat the suggestion a year hence and give us time to organize for it many Floyd county homes, I feel sure, would welcome these little guests to their fireplaces at Christmas time," said the letter.

Anticipating that the governor will carry out the idea again in 1941 The Hesperian will keep a list of homes beginning now and will confirm them to the governor next year in ample time for the expected guests to be cared for at a minimum of cost to the state in transportation and to the undoubtedly increased happiness of all.

MISS TWO MEETINGS The Floydada Home Defense unit will not meet again until January 7 due to the holiday season.



O. G. Evers, who for the past two years has served as county welfare worker has assumed his duties as a counselor for the National Youth administration. The appointment was announced out of the district office. He will be stationed in Floydada for the present, it has been announced.

Annual Christmas Party Is Given By Rotarians

Rotary Anns Honored By Club Wednesday Night At Lunch

Floydada Rotary club came through with its annual Christmas party Wednesday night at the Christian church annex with all Rotarians present with their Anns and when it was over a "good time" was had by all.

Lon Davis, Richard Stovall, and Conner Oden were on the entertainment committee and Davis and Stovall took charge, literally showing Oden "plumb" out of the spot light.

First of all, each Rotarian introduced his Ann by her "pet" name...all of which began the evening with laughter and in some cases slightly blushing faces, and to make matters even more precarious, each Rotarian was required to give his first impression when he met his wife. One Rotarian remarked that he met his wife "in a museum."

Following these introductions, which had torn down all formality, the Rotarians marched by the head table and received gardenias which were given to the Anns as favors from the club.

Slips of paper were passed out and each Ann had her chance to retellate upon her husband by writing down her "impression of married life." Not content with the answers written down, Lon Davis switched to some answers previously prepared and let Stovall read those.

After luncheon, a trio from Crosbyton entertained with songs, readings, and a trombone and cornet solos.

Lon Davis then introduced the Rev. L. O. Leet for a short talk, which was also informal in nature.

Rotarians and Anns present were Mr. and Mrs. J. A. Arwine, Mr. and Mrs. Ed Brown, Mr. and Mrs. Lon Davis, Mr. and Mrs. T. P. Collins, Mr. and Mrs. Geo. M. Finkner, Mr. and Mrs. E. Fry, Mr. and Mrs. A. Guthrie, Mr. and Mrs. Cecil Hagood, Mr. and Mrs. Walton Hale.

Mr. and Mrs. Wilson Kimble, Mr. and Mrs. H. M. McDonald, Mr. and Mrs. Carl Minor, Mr. and Mrs. Harry Moreck, Dr. and Mrs. D. H. Pitts, Mr. and Mrs. S. W. Ross, Mr. and Mrs. Glad Snodgrass, Mr. and Mrs. Richard Stovall, Mr. and Mrs. G. C. Tubbs, Mr. and Mrs. Walter Travis, Mr. and Mrs. J. C. Wester.

Mr. and Mrs. V. Williams, Mr. and Mrs. N. W. Williams, Mr. and Mrs. J. M. Willson, Mr. and Mrs. Cline Wakefield, Mr. and Mrs. H. G. Barber, Mr. and Mrs. Robert Linder, Rev. and Mrs. R. T. Breedlove, Mr. and Mrs. Alton B. Chapman, Miss Nell Swinson, pianist, Rev. L. O. Leet and Conner Oden.

Blooded Shorthorn Cattle Come To South Plains Area

Several head of blooded milking shorthorn cattle have been added to the livestock population of Floyd county and the south plains in the past week.

Among these are two blooded heifers that Judge Alton B. Chapman brought home last week from Kansas City. Two outstanding herds of Kansas City contributed to this south plains showing, one the Parker herd, the other the Jno. B. Gage herd. The last-named is mayor of Kansas City.

In addition to these outstanding calves L. R. Vaughn, of Anton, brought home a heifer from the Parker herd at Kansas City, and a heifer calf from the International show at Chicago. V. M. Peterman, of Amherst, who made the trip to Chicago and Kansas City, has a choice bull calf that he got from the Stanley herd at Kansas City and a red bull calf, a son of the grand champion cow at the International sale.

Stores To Be Closed For Christmas

Public Offices Will Also Observe One Day Of Cheer

Floydada will be practically a deserted city so far as the business section is concerned tomorrow. All merchants are planning to lock up and go home late tonight and not give even another thought to business until late Thursday morning.

Drug stores, cafes, and the theatres as well as service stations plan to remain open either all day or part of the day Christmas, but otherwise business will be at a standstill as turkey with the "trimmings" get a thorough going over.

It is probable that Christmas morning will not be suitable for the late sleeper because the youngsters will be trying out their many bicycles, tricycles, wagons, etc., which Santa left during the night...and also the old gent will undoubtedly leave a "batch" of fireworks in the neighborhood.

But who wants to sleep late on Christmas morning when it is customary from time back to climb out of bed long before the old Plymouth Rock rooster awakes, sneak around to each room and awaken the occupant with shouts of "Christmas gift."

Then too, there is always that 5 a. m. rush by the whole family to the Christmas tree to get a glimpse of what Old Saint Nick left during his travels over the world. Long before the heaters have thawed out the morning chill oldsters and youngsters alike will be unwrapping and exclaiming over their gifts.

With crack of sun, every youngster will tear from the house to visit his chum next door and compare results of Christmas night.

The mothers of the household will be placing final touches on the holiday dinner, while the remainder of the household swap "yarns" and await the coming of guests. Of course, it is possible that they are guests, and in that case soon after the packages are unwrapped, the household will climb in their auto and head for the home of their host.

Wednesday afternoon, you can bet that you will meet your neighbor downtown, if the weather isn't too bad, strutting about in some of his newly acquired Christmas finery.

Undoubtedly some of those "loud" neckties and flaming Sox will appear...as well as stylish suits and hats...and some few may be sporting a new automobile.

Christmas evening is always cheery as friends shout greetings to one another or compare notes on gifts.

But to get back to the story—offices in the court house will be closed all day Christmas. That of the county superintendent will be closed from today noon until Friday morning. Several of the county officials plan to be absent later but the offices will be open with deputies in charge.

Naturally the post office staff will rest from their labors except for the routine dispatches. First National bank will observe a holiday as will the Floyd County ACA offices. Utility offices will also be closed. City hall expects to be open during the afternoon.

PRESIDENT Q. A. & P. SENDS GREETINGS FROM HOSPITAL BED TO SOUTH PLAINS

Chas. H. Sommer, president of the Quanah, Acme and Pacific railway company is sending his greetings to Floyd county friends and customers this week from a hospital bed.

Mr. Sommer recently underwent an operation, but is reported to be recuperating nicely and is expected to be home for Christmas day.

Community Tree Given Friday Night Here

Old Santa Claus visited Floydada Friday night and personally distributed 800 sacks of fruit, nuts and candy to an equal number of youngsters.

The proceedings began at 7 p. m. with Mayor Glad Snodgrass acting as master of ceremonies. The Rev. Vernon Shaw read scripture, and Rev. L. O. Leet gave the invocation and then turned the proceedings over to a chorus, members of which had been selected from the various social and civic clubs of the city, which offered a number of Christmas carols.

Downtown Floydada was crowded with cars and the tree was surrounded with a large number of people, both old and young, who had come to see Santa and otherwise join in the Christmas season cheer.

Boy scouts had circled the tree and formed a rough semicircle which gave Santa and his assistants sufficient working room to carry on without confusion or interruption.

The crowd was well behaved and the gifts were passed out in record time.

Letters to Santa



Floydada, Texas.
Dear Santa Claus:
You are a nice old man. I love you. Please bring me a doll with skates, a set of dishes, a nurse's kit, an iron, a chenille housecoat and slippers, and candy, fruit, and nuts. Remember my cousins.
Much love,
Myrna Lee Marshall.

Floydada, Texas.
Dear Santa Claus:
Thank you for the nice things you brought me last Christmas. I have tried to be good. Please bring me a cowgirl suit, a talking doll, a doctor's kit, a sewing machine, a chenille housecoat and slippers, and plenty of good things to eat. Remember all the other boys and girls. Don't forget my kinfolks.
Love,
Barbara June Marshall.

Floydada, Texas.
Dear Santa:
For Christmas, I would like to have a small cedar chest, a brown football purse, and lots of fruit, nuts and candy. Bring anything else you would like.
Your friend,
Ethel McNeely.

Floydada, Texas.
Dear Santa:
I have tried to be a good little boy. I am ten years old. I want a submerging submarine, a football, a junior gym set, and some fruit, nuts and candy. Also don't forget the fireworks.
With lots of love,
Billy Gilbreath.

P. S. Please don't forget my brother and sister.

PURE PROPANE GAS

\$2.50 PER DRUM



Bring Us Your Empty Drums and Exchange for Pure Propane

MR. FARMER:-

We guarantee our Propane to give you no trouble in the coldest weather.

INVESTIGATE

- Flash-o-Gas Systems
- Roper Ranges
- Rex Water Heaters
- Adams Heaters
- Cirkclair Heaters
- Woods Brooders
- And
- Our Low Prices Plus
- The Safest Installations
- And
- The Best Service in Texas.

Baker - Fleming Co.

Map Shows How Big Cold "Snap" Caught Car Owners

MORE car owners than ever before in all automotive history were caught napping by the record-breaking cold spell that recently swept the country. Hundreds of thousands of winter drivers are on the alert now, and the subject of car protection is a live topic, especially to owners of new models.

is using some kind of alcohol anti-freeze. Then he has to check his solution occasionally. If he is using a permanent anti-freeze, practically his only job is to see that his radiator is never over-filled. When that happens, heat expansion may force some of the liquid out through the overflow pipe.

The owner who wants to get

which are part of their composition. But combining "inhibitors" with a permanent type anti-freeze is a difficult chemical process, it is pointed out. So the permanent anti-freeze which has proved its effectiveness beyond all doubt is the kind to be preferred. One of them has been used in more than 40,000,000 cars. If the car is not brand new, the



It is natural to want to keep the new car new, in spite of blizzards and zero temperatures. And, the experts assure us, the fact that a car is new makes its protection very easy. Its cooling system is clean and the chances of leaks are slight. Put in a good anti-freeze and the owner is all set for the winter.

He is all set, of course, unless he

through the winter one hundred percent safe, must have, however, one more point in mind, the engineers say. He should, if possible use an anti-freeze that has behind it a long record of performance. Good anti-freezes do quite a bit more than merely keep freeze-up away.

They keep the formation of rust, corrosion, and scale at a minimum. They do it by means of "inhibitors"

only safe course is to have it power-flushed and checked before putting in the anti-freeze. Even when the solution has already been put in, the check-up can be made just as easily, draining off the solution and replacing it after the job is finished. Then the owner will have a leak-proof, boil-proof car that will defy winter weather just as well as one fresh off the assembly line.

Floydada, Texas.

Dear Santa:
I am a little girl almost three years old and I am looking forward to your coming to see me this year. I have tried to be good so please bring me some toys. I want a train, a doll, doll bed, table and chair set, and a set of dishes. Don't forget to fill my stocking with lots of candy, nuts and fruit.
I will leave you a piece of my birthday cake by the tree at my grandmother's house.
Your little friend,
Lanita Gamblin.

Floydada, Texas.
Dear Santa Claus:
I am a little girl 5 years old. I have tried to be good.
Please bring me a doll, house slippers, coloring book and any other toys you have to spare also plenty fruit, nuts and candy.
Your little friend,
Louise Parrish.

Mrs. E. C. Henry is here for a holiday visit with her children in Floydada and Lockney. She expects to return to Munday shortly after Christmas.

Mr. and Mrs. Jack Callahan and Mr. and Mrs. Gail Rainey of Denton came Saturday to spend the Christmas holidays with relatives.

Pleasant Hill School.

Dear Santa:
I am a little boy six years old. I go to school and like it fine. Please bring me a pair of cowboy pants and a story book, also nuts, fruit and candy.
Your friend, Bob Hambright.

Floydada, Texas.

Dear Santa Claus:
I am a nice little girl 3 years old. Please bring me a tricycle, wagon, and a papa, mamma doll and candy. Peanuts, apples and oranges.
Your friend, Rena Mae Willis.

Mrs. Siler Paulkner, Jr., of Pampa, and her son are here for the Christmas holidays. They will be joined by Mr. Paulkner for Christmas. They are guests in the home of Mrs. Fred Zimmerman, her mother, and Mr. Zimmerman.

Mr. and Mrs. O. C. Vinson and family left Saturday for Harlingen, Texas where they will visit during the Christmas holidays in the home of their daughter and other relatives.

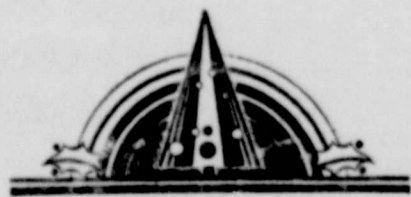
Mr. and Mrs. Clement McDonald and daughter, Carolyn, left Sunday for Enid, Oklahoma, where they will spend Christmas with Mrs. McDonald's parents, Mr. and Mrs. C. T. Tatum.

BEST OF GOOD WISHES

FOR CHRISTMAS AND THE NEW YEAR
FROM EACH OF THE MEMBERS OF THIS
FIRM TO EACH OF YOU.

SAM'S BODY & FENDER WORKS

Merry Christmas



We cherish the thoughts of the fine friendships that have been ours in the past and we desire to take this means of expressing our genuine thanks for your courtesies.

We wish you the best of good things for Christmas and the New Year.

Smith & Smith Clinic

COW THAT BROKE THE RANGE WAS HARMFUL AS THE PLOW

The "plow that broke the plains" has a counterpart in the cow that broke the range, and the effects are much the same, according to Dr. H. L. Shantz of the Forest Service, U. S. Department of Agriculture.

Short season annual grain crops replaced the native short grass cover in the wake of the sod breaker on the Great Plains. And when overgrazing destroyed the perennial grass and shrub cover of the range, short season annual weeds followed—downy chess, Russian thistle, peppergrass or stickseed. "In both cases," says Shantz, "soil formation, soil binding, and watershed protection have been sacrificed for a short season annual crop."

Comparing plowing and overgrazing to illness, Doctor Shantz points out the first is like an acute disease and the second like a chronic malady. Recovery of a normal vegetation is likely to be a long process, a matter of years at best, "possibly several centuries if the surface soil is lost." But in cases of overgrazing, skilled diagnosis helps. The capable range physician can detect symptoms of the early stages of the malady.

Shantz defines six stages, between good range well covered with grass, and eroded waste with the surface soil washed or blown away. "On shortgrass land in the North, the Silvery hue of the pasture—sagebrush," he says, "tells at once of over-use and warns to lower the number of animals using the land. In the southern plains the bright green or yellow of snakeweed indicates a like over-use." It is when the symptoms first show that the cure should be applied, he says. Recovery from an early stage of over-use may require only a year or two of adequately restricted grazing to permit the perennial grasses to regain vigor.

Ben Graham of Belen, New Mexico visited his brothers Lindsey and Bill Graham and families and his sister Mrs. Grover Edwards of Dougherty from Wednesday until Friday of last week.

Mr. and Mrs. O. G. Glassmoyer are at Springfield, Missouri that week where they are visiting during Christmas with relatives at their former home. They left Thursday.

Mrs. Bertha Gilbert left Sunday for Kilgore where she will visit in the home of her son Grover Gilbert and family during the holidays.

Dr. E. A. Hopkins, Miami came Friday to spend Christmas with his daughter, Mrs. Jack Henry and Mr. Henry.

Mrs. Hayes Oneal of Mineral Wells has arrived to spend the Christmas holidays with her parents, Mr. and Mrs. J. R. Maddox.

Mr. and Mrs. D. W. Fogerson and sons Dave and Don will spend Christmas with her parents, Mr. and Mrs. E. M. Thomas of Tulsa.

Miss Carolyn Wester will spend Christmas at Sulphur Springs with her parents, Mr. and Mrs. Frank B. Wester.

Miss Beryl Busby will spend the holidays with her mother at Mart.

On mules we find two legs behind. And two we find before. We stand behind before we find. What the two behind are for.

Without even trying, anybody can be late occasionally, but it requires forethought to be late regularly.

LAND

We have land to Sell and to Lease for Farming, Stock-Farming, and Grazing purposes, and about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties. Also large list of Lots in Floydada.

W. M. Massie & Bro.
Floydada, Texas

DRIVER MISSING

Two slightly drunken gentlemen decided to take a bus ride and soon after a double decker approached. Both men got on, but one went up to the top deck while the other decided to ride on the ground floor. Soon the gentlemen who had mounted to the top deck came staggering down and joined his colleague on the ground floor.

His companion was a bit puzzled, so he asked:
"Why did you come down here and join me?"
His pal didn't even hesitate and ponder. He knew the reason right away and at once popped out:
"It ain't safe up there. There ain't no driver."

Mrs. Ama Smalley and son George of Bryan came this mid-week to visit during the holidays with Mrs. Smalley's brothers Walter and Gene Collins and sister Mrs. O. L. Stansell. They plan to leave Tuesday for Clovis where they will visit in the home of her daughter Mrs. Jim Hardgrove and family.

Mr. and Mrs. John W. Buchanan and daughters left Friday for Lamar, Missouri to spend the Christmas holidays.

Mr. and Mrs. George Sherrill will spend the Christmas holidays at Weslaco with her parents, Mr. and Mrs. L. D. Morgan.

We Wish You All A Merry Christmas

We appreciate having been able to serve you this past year, and hope we may be able to count you among our friends and customers in the New Year of 1941. To each and every one we wish the very best in health, wealth, and happiness.

Wooldridge Lumber Company

FLOYDADA, TEXAS

Merry Christmas To All —

APPRECIATING to the fullest extent the cordial relations existing between us in the past, we take this opportunity to cordially wish you an old fashioned Merry Christmas

May the Happiness and Good Cheer which we hope is yours this Christmas never cease in the days to come, and may the New Year bring each of you the Prosperity, Health and Real Happiness you so much deserve

BEST WISHES

For The Best Days Of The Year From

J. B. BLONDY	JOHN VERNE	BILL GREER
ROSS	CECIL ELMER	ALVA TAD

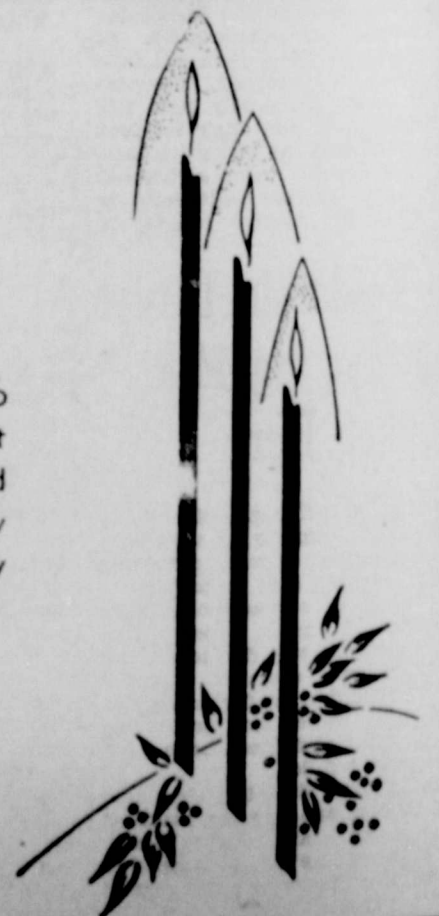
Bishop Motor Co.

FLOYDADA, TEXAS

Greetings!

The spirit of the season prompts us to express to you appreciation of our pleasant business relations during the past year and to most heartily wish you a very Merry Christmas and Happiness and Prosperity for the New Year

WHITE Drug Co.



Use Care Around Machinery Says Co. Supervisor

Carelessness Takes Tremendous Toll Around Machinery, Live Stock

The care around machinery because it may injure you or even kill you, is the advice given farmers in Floyd county by Arvol R. Hays, county supervisor for the Farm Security Administration.

Mr. Hays said a survey covering 15,000 farms of FSA borrowers in the midwestern states showed that 300 persons lost time from their work and incurred medical expense in 1939 as a result of injuries. Twelve involved permanent disability and 15 resulted in death.

"Most of the injuries," Mr. Hays said, "were caused by accidents resulting from carelessness and which could have been avoided. For instance, a study of the survey disclosed that many were caused by careless handling of animals, cranking engines or adjusting machines while they were in motion, failure to keep boiling water out of the reach of children, and so forth."

He said 66 per cent of the accidents occurred in connection with farming operations — the majority while objects were being handled. Accidents in and around the home accounted for 21 1/2 per cent of the total, falls being responsible for the greatest number, burns coming next. About 12 1/2 per cent were on-farm accidents, mostly automobile collisions.

Infection and serious illness resulted in many instances because of failure to administer first-aid

treatment to cuts and scratches which seemed inconsequential at the time. Unrailed porches, unlighted stairways, and uncovered openings, rotten or loose boards in barn lofts, corn cribs, walks and porches were responsible for falls which accounted for a large number of farms and home accidents.

Mr. Hays urged parents to keep children away from machinery while it is being operated, "because," he explained, "although the percentage of children injured in this way is not large, such accidents are needless and often result in life-time disabilities. A study of the FSA survey of farm accidents reveals that of the 388 persons injured, one was a nine-year-old boy who suffered scalp wounds and brain concussion when he slipped and fell into the belt of a running tractor." Another nine-year-old boy sustained a broken leg when kicked by a horse, Mr. Hays said, adding that farmers should avoid risks in handling livestock.

Aside from the suffering and lost time, injuries are a drain on the pocketbook which most farm families can't afford, especially when they're having a hard time meeting their ordinary obligations, Mr. Hays said. "The average cost of all farm accidents covered in the FSA survey was \$44.41 and 16 accidents cost an average of \$513 each."

Mr. and Mrs. Ed Bishop of Dalhart and Tom and Miss Bernice Bishop of Amarillo will arrive Tuesday to spend Christmas with their mother, Mrs. Jennie Bishop and brothers, Baird and J. B.

Mr. and Mrs. Kyle Glover will spend the Christmas holidays in Abilene with his mother, Mrs. W. B. Cardwell.

Mr. and Mrs. A. A. Hoots left Sunday for Winters and Ballinger to visit relatives and friends.

How Wheat Varieties Differ in Baking Tests



Wheat is not just wheat as most people believe. Claims presented by the Texas Wheat Improvement association of Amarillo are that different grades of wheat when made up into bread, produce loaves as indicated above. The association claims quality is going to be represented in the prices paid for wheat.

Woolcott Recalls Youthful Christmas In Old Homestead

"If nowadays I try to fill each Christmas Eve with the hubbub of many manufactured preoccupations it is probably in the dread of being trapped alone in the twilight by the ghost of Christmas past." Thus meekly writes the celebrated raconteur, Alexander Woolcott.

And in the same vein, he continues, "Then sharp but unmistakable and inexpressible dear to me, there would be borne across the years a music that is far more full of Christmas than sleighbells ever were. It is the ghost of a sound that must haunt many an old dirt road—the thud of hoofbeats on a wooden bridge. By them when I was young, we could tell on the darkest nights that we were nearing home."

Home to Woolcott was a large ramshackle building covered with myriads of vines which tactfully concealed that it had not been painted since before the Civil War. But there, a far-flung family all returned at Christmastime. Often, Woolcott recalls, the railroad fare was hard to come by, but somehow it was always managed.

When at last his journey was completed, after dark on Christmas eve, the familiar hack, creaking of mothballs and manure, was lying in wait to speed him home. Breathlessly he counted the bridges, told by the hoofbeats of the horses, till through the leafless trees he saw the welcome lights of his home in the distance.

"Small wonder," Mr. Woolcott comments in closing, "that I like to be busy at Christmas. Small wonder I feel a twist at my heart whenever at any time anywhere in the world I hear the sound of a hoofbeat on a wooden bridge."

Lighting Your Christmas Tree

It's going to be another electrical Christmas. No doubt of that. The interest in Christmas tree lights has grown to the proportions of a mania almost exceeding the love of trees and tinsel. Whether this is a trouble-free, brilliantly beautiful Christmas, however, remains to be seen. It depends on your luck in avoiding burned-out lamps, on your skill in arranging the lights for the greatest effect. Actually, no special finesse is required to handle these strings of lights. But if, in years past, you have had troubles—searching for the lamp which put out a whole string of lights, or combating the moisture which ruined outdoor connections—here are a few tips, to help you over the rough spots.

Indoor Lights. There are three sizes of lamp bases and sockets used for home Christmas decoration. They are known as miniature, candleabra and intermediate, and they determine the size of the bulbs. Some are wired in series, some in parallel or multiple.

The series lamps so commonly used during the past decade have miniature bases, come in strings of eight lamps. They are wired so that each lamp is dependent on the other for its supply of current; in other words, the current must pass through one lamp before it reaches the next. If one lamp burns out, therefore, the current is stopped and the other seven also go out.

CLIPPING BUREAU HAS HESPERIAN ON FILE IN MANHATTAN OFFICE

NEW YORK.—If you were to visit Brunelle's Press Clipping bureau in downtown Manhattan, you'd find a hundred young girls doing nothing but reading newspapers and magazines. The offices, which overlook the Hudson River, are as quaint as a library reading room, and all you see are newspapers stacked in piles ready to be read and clipped. Harold Wynne, a young college graduate who is president of this unusual organization, says, "Our girls enjoy reading the Floyd County Hesperian because it contains so many interesting items about our clients."

Burrelle's Press Clipping bureau was started back in 1888 with two readers and a handful of papers. Frank Burrelle, the originator of the clipping bureau idea and founder of Burrelle's, overheard one man ask another if he had seen the article in the morning paper which mentioned his name. From this conversation began an organization which today has branch offices all over the world and spends more than \$40,000 a year for newspaper and magazine subscriptions.

PARACHUTING DOCTOR PIONEERS IN FOREST EMERGENCY PRACTICE

Parachute jumping for practice, Dr. L. P. Martin has been preparing this summer for parachute jumping in earnest when forest fires create the need for his professional service. Formerly a look-out fireman for the Forest Service, now a practicing physician at Missouri, Mont., Doctor Martin, 35 years old, tough and wiry, is with the Forest Service again, but as a volunteer, ready to respond when the risks of fighting fires in the forests result in injuries to men on the ground that call for emergency treatment in the back country. The Forest Service believes that this volunteer aid to its parachute corps of fire fighters is the first doctor to venture on this hazardous form of medical practice.

Doctor Martin plans to take with him a folding operating table, anesthetic kit, lights and other equipment needed to provide an emergency hospital service on the spot for injured or ill firefighters—the equipment to be landed by other parachutes similar to those already used by the Forest Service in dropping tons of food supplies and fighting equipment to crews working in inaccessible areas.

Training for the jumping doctor has been provided by the Forest Service at its Moose Creek, Montana, air field which has been made the headquarters for one group of the smoke-jumpers who are using parachutes to drop down on forest fires spotted in the back country. The smoke-jumpers are equipped with compact short-wave radios to permit communication with the plane above or with fire-fighting headquarters, and equipment follows them to the ground on burlap chutes.

Started as an experiment a year ago, parachuting of firefighters has been proving its worth on fires this summer, according to the Forest Service. Crews of smoke-jumpers trained this summer have been making regular jumps since July 13 to put out dozens of fires reported in back-stretches, that might have turned into disastrous conflagrations before land crews could reach them.

A flying rescue squad promises to be of wide-spread service outside of fire-fighting in this region; in cases of airliner crashes; seriously injured or ill miners, hunters, or trappers; or in helping automobile parties snowbound in uninhabited areas, the Forest Service believes. The possibility of medical service by parachute is also envisioned for many other areas in the western mountains of the United States and Alaska, where delivery of serums or jumping doctors to isolated villages or homes could be accomplished in short order when the need is urgent.

Miss Ruth Tribble, who is registered nurse for Phillips university at Amarillo and a student in that school, is at home for the holidays, having arrived last week. She will be here until about the first of the year with her parents, Mr. and Mrs. J. H. Tribble.

Mr. and Mrs. S. W. Ross will have as their guests Christmas day, their daughter, Mrs. David E. Flowers, Mr. Flowers and Mr. and Mrs. F. M. Shenefelt of Amarillo; and Mr. and Mrs. E. P. Nelson, and Mr. and Mrs. H. M. McDonald of Floydada.

Mr. and Mrs. George Linder returned Saturday from a business trip to San Antonio. They also visited Mrs. Linder's sister, Mrs. Doris Crain, at Corpus Christi while they were away.

FLOYDADA GIRL IS MEMBER OF COLLEGE SORORITY

CANYON, Dec. 20. — Marjorie Kirk of Floydada, a junior at West Texas State college, became a member of Pi Omega sorority last week when she received formal vows of initiation in an impressive ceremony. After the initiation, the sorority entertained the new members with a winter formal at Stafford hall. Miss Kirk's escort was Ray Showers of Pampa.

The State Trooper Has A Heart

To the average motorist, a state trooper with his screaming siren and gruff command of "pull over, there" is just another officious cop. But how many motorists, ridden off the road by speeding fools who won't wait for the top of the hill or a clear vision around the curve, have muttered, "that guy ought to be arrested."

The state trooper has a story of his own to tell on the subject. "So, if I'm a bit short in my speech when I stop you, don't think it's because I have no heart. I simply want to stop death on an open road. That's part of my job and you'd be the last one to want me to shirk it."

Nor is the business of harassing speeders the only job that a state trooper has. He is the man who fights his way through snow drifts to rescue a school bus filled with frightened, freezing children. He is the man who drives thirty miles to carry a death message to the isolated farmer who has no telephone. He is the man who has to wade in swamps or forests in pursuit of hoodlums who have robbed a bank, killed a man or woman, bombed a munitions plant.

His general or average type? He is a country boy, around 28, weighs between 175 and 180. He can shoot straight, swim better than the average man, rebuild a gasoline engine, handle a horse or five or six drunks. In one state, he gets \$125 a month; if he works hard he may, in 12 years, become a sergeant and get \$160. He is usually unmarried, lives at the state troopers post, has his own room with blankets, linen and soap provided. The state provides him with one free uniform a year, he is on duty twenty-four hours a day, with one day in five free unless something special turns up. He is the man who is protecting you. He asks no help from you beyond an intelligent recognition of what he is trying to do.

Miss Merle Eaton left Friday for Rule where she will spend the holidays with relatives.

It's Christmas

May yours be a merry one and the New Year be filled with joy and happiness

MERRY CHRISTMAS AND A HAPPY NEW YEAR

KIRK & SONS
FLOYDADA, TEXAS

A Friendly Greeting!

TO YOU—AND A SINCERE THANKS FOR YOUR PATRONAGE



May The New Year 1941 Bring You an Increased Measure of Health . . . Happiness and Prosperity

Home Oil Co.

C. FOSTER, Manager

Best Wishes

TO OUR FRIENDS AND CUSTOMERS AND MAY YOUR NEW YEAR BE FILLED WITH PEACE AND HAPPINESS.

Carmack & Jones

We send you sincere and hearty greetings, full of good cheer for each of you. And may the coming twelve months find you happy and contented in your every undertaking.



Jones Market

MERRY Christmas



Happy New Year

A SINCERE GREETING TO OUR MANY FRIENDS AND CUSTOMERS.

F. C. Harmon Grady Parker
C. B. Chandler S. J. Chenoweth
Ralph Hammonds Ed Stewart
Leveret Smith Melvin Ray

WARM GREETINGS
GLAD THOUGHTS
AND HEARTY WISHES
FOR A



NICK'S
GULF STATION

IT'S CHRISTMAS



MAY YOURS BE
A MERRY ONE
AND THE NEW
YEAR FILLED
WITH JOY AND
HAPPINESS

RADIO
ELECTRIC CO.

NEW 1941 MODEL K-1

International Half - Ton Pick - Up

We invite you to call and see this marvel of Modern Hauling Efficiency and let us talk to you about the model you need to solve your hauling problems.

Speas & Daniel

Located in Garage Building, Opposite Post Office

CHRISTMAS



GREETINGS

Once more it is our pleasure to extend the compliments of the Yuletide Season to our friends in this community. It is a very pleasant and cheerful custom to renew these associations—that's why

we await Christmas time with eager anticipation.

You have been good to us—may old Santa be just as good to you.

R. C. Henry, Distributor

CONTINENTAL OIL COMPANY PRODUCTS

The WOMAN'S Page

Edited by
Mrs. Robert McGuire
Telephone 325

Marriages Fill Calendar of Floyd County Yuletide Week

Floyd Bell, Edmin Harris Married Sunday

TEXARKANA, Dec. 23.—A wedding of much interest was that of Miss Edmin Harris, daughter of Mr. and Mrs. Merton L. Harris, of Texarkana, to Floyd Bell, of Austin, son of Fred Bell of Floydada, Texas, which took place Sunday afternoon at 5:30 o'clock at "The Pines," beautiful country estate of Mr. and Mrs. Harris on the New Boston road.

Pedestal baskets of giant white chrysanthemums and candytuft formed an improvised altar, on each side of which were tall white seven-branched candelabra holding lighted cathedral tapers.

The Rev. Arthur DeLoach, pastor of the Highland Park Baptist church, officiated in the ring ceremony.

The bride wore a smartly tailored black and white costume suit with harmonizing accessories, and a shoulder corsage of orchids.

Immediately following the ceremony an informal reception was held with the bride cutting a beautifully ornamented cake. The table laid with handmade lace cloth was centered with a beautiful arrangement of flowers in a crystal epergne, flanked with white candles. Assisting in the serving were the bride's sister, Mrs. Richard Andrews of Austin and Mrs. Pansy Watts. Mrs. Andrews was wearing a black crepe dress with a corsage of ranunculus and Mrs. Watts wore a black velvet gown with pink japonica corsage. Mrs. Harris, mother of the bride, wore a wine dress with a corsage of white carnations.

Guests were immediate relatives, a few close friends and two out-of-town guests. Mrs. Richard Andrews, of Austin, and Mrs. Bill Collins of Shreveport.

The bride is a member of the Nash schools faculty.

Mrs. Tucker Teutsch Hostess Monday To Homemakers Class

The Homemakers class of the Baptist Sunday school met Monday night, December 16 at the home of Mrs. Tucker Teutsch for their annual Christmas party. Mrs. Vernon Shaw, teacher of the class entertained with a Christmas story. Gifts were exchanged from the tree and each one. Lovely refreshments were served.

Mrs. Vernon Shaw, teacher of the class, entertained with a Christmas story. Gifts were exchanged from the tree and each one. Lovely refreshments were served.

Those attending were Mrs. Vernon Shaw, Mrs. Everett Collier, Mrs. J. C. Odum, Mrs. J. B. Grundy, Mrs. Wilmer Jones, Jr., Mrs. R. C. Patton, Mrs. E. B. Rainer.

Mrs. L. T. Hull, Mrs. W. B. Bates, Mrs. Dick Penner, Mrs. Odell Winter, Mrs. B. C. Bullock, Mrs. Everett Price, Mrs. Raymond Nelson, Mrs. R. S. Wilkinson, Jr., Mrs. Joe Browning.

Mrs. L. W. Chapman, Mrs. Grady Harris, Mrs. Orville Newberry, Mrs. Russell King, Mrs. Buck Sims and Mrs. Teutsch.

Turkey Dinner Given Friday At Home Of Dr. and Mrs. Smith

In keeping with an annual custom which has been followed for several years, Dr. and Mrs. Geo. Smith and Mr. and Mrs. Wilson Kimble, entertained with a turkey dinner Friday evening, December 13, at the home of Dr. and Mrs. Smith in celebration of the birthdays of Dr. and Mrs. Smith. Kimble and Rev. I. A. Smith of Snyder. All of their birthdays come within a few days of each other.

Those attending were Rev. and Mrs. I. A. Smith and daughter, Verlaene, of Snyder; Rev. and Mrs. R. T. Breedlove, Irma Tom, Dr. and Mrs. Kimble and Dr. and Mrs. Smith.

Mrs. L. T. Bishop Hostess At Club Party Tuesday

Mrs. L. T. Bishop was hostess to the annual Christmas party Tuesday afternoon, December 17, for the Tuesday Afternoon Bridge club members. Mrs. A. B. Keim made the highest score in the games played during the afternoon. The Yuletide motif was featured in the decorations and gifts were exchanged.

Members playing were Mrs. W. L. Fry, Mrs. Jno. Reagan, Mrs. C. L. Minor, Mrs. J. A. Arwine, Mrs. A. B. Keim, Mrs. Richard Stovall, Mrs. T. P. Collins and Mrs. Bishop.

The club will meet with Mrs. Collins Tuesday afternoon, January 7, at 2 o'clock.

Social Calendar

MONDAY

The Woman's Society for Christian service of the Methodist church will meet Monday afternoon, December 30, at 2:30 o'clock.

The Woman's council of the First Christian church will meet Monday afternoon at 3 o'clock at the church annex.

The Woman's Missionary society of the First Baptist church will meet in circles Monday afternoon at 3 o'clock at the church.

THURSDAY

Mrs. Lola Gallaway will be hostess to the Floydada Music club Thursday evening, January 2, at 7:30 o'clock.

Mrs. Bill Poole will be hostess to the 1922 Study club Thursday afternoon, January 2 at 3:30 o'clock.

Hostesses Honor Mr. And Mrs. Jordan Thursday Afternoon

Mrs. C. M. Meredith with Mesdames Travis Lightfoot, Olin S. Miller, Clyde Bagwell, O. G. Mayfield and W. P. Sims as co-hostesses honored Mr. and Mrs. J. B. Jordan Thursday afternoon, December 12 from 2 to 4 o'clock at the Meredith home with a miscellaneous shower. The newlyweds received varied and useful gifts.

When the guests arrived they were registered in the bride's book and given numbers, then ushered to the dining room where the table was covered with a lace cloth with Christmas decorations for an attractive centerpiece. Mrs. W. P. Sims poured tea and served cookies.

The whole house was made bright with decorations of the Christmas season, lighted with candles and colored lights. A Christmas tree was laden with lovely gifts and each person present, beginning at Number One went to the tree and took a gift to the honorees until all the gifts were presented. Those present or bringing gifts were:

Mrs. Roy L. Pawver, Mrs. O. R. Goughly, Mrs. L. D. Goughly, Mrs. E. E. Husky, Mrs. Claud Carpenter, Mrs. O. G. Mayfield, Mrs. Frank McClure, Mrs. C. J. McClure, Mrs. J. R. Austin, Mrs. Olin Miller, Mrs. W. P. Sims, Mrs. Jas. E. Green, Mrs. W. H. Henderson, Mrs. John Hoffman, Mrs. Bob Muncy, Mrs. Ed Muncy, Mrs. Earl Smalley, Mrs. Bennie Teaf, Mrs. G. C. Tubbs, Mrs. Wilmer Jones, Mrs. A. A. Tubbs, Mrs. Tom Jernigan, Mrs. R. C. Ross, Mrs. J. L. Montgomery, Mrs. W. B. Jordan, Mrs. Doris Jordan, Mrs. Clyde Bagwell, Mrs. H. B. Mankins, Mrs. Travis Lightfoot, Mrs. J. D. Wellborn, Mrs. Ida Wellborn, Mrs. Floyd Willis, Mrs. N. R. Austin, Mrs. J. D. Farrell, Mrs. Vernon Shaw, Mrs. L. B. Cooby, Mr. and Mrs. T. R. Noland, T. M. Noland, Mr. and Mrs. Leo Prizzell and Virginia, Mr. and Mrs. G. M. Bullard, Mrs. Guy Jackson, Mrs. Roe Jones, Mrs. E. M. Jackson, Mr. and Mrs. George Taylor, Mrs. A. W. Anderson, the Anderson children, Mrs. C. A. Cumble, Truman Cumble, Betty Muncy, Mrs. E. W. Lightfoot, Miss Nadine Lightfoot, Miss Mary Louise Tubbs, Mrs. Doyle Smalley, W. B. Jordan, Mr. and Mrs. Edgar Duncan, Mrs. H. D. Meredith and Juanita Jean, and Mrs. C. M. Meredith.

Mrs. Bryan Hinkle Hostess At Party Honoring Her Sons

Mrs. Bryan Hinkle entertained Wednesday afternoon, December 18, with a birthday party honoring her two small sons, Eldon Wayne, who was eight years old and Kenneth Eugene who was six years old Thursday. Each child had a birthday cake decorated with candles. Mrs. Hinkle was assisted in entertaining the children by Mrs. Joe Browning. Refreshments were served and favors of balloons and sticks of red peppermint candy were given as favors.

The guests included Billie Newberry, Robert Browning, Franklin Stovall, Grover Warren Smith, Arlin Gilbert, Lockney, Natha Burleson, Betty June Burleson, Wanda Newberry and Sandra June Price.

Granddaughter Given Party On Birthday

Mrs. S. G. Bishop entertained with a birthday party Saturday afternoon, December 14, for her little granddaughter, Dorothy, who was eight years old. The children played games and were served refreshments. Whistles were given as favors to the boys and small dolls were given to the girls.

The guests were Roberta Mae Garrett, Edith Payne Garrett, Janus Bishop, Keith Bishop, Katie Collier, Peggy Collier, Wilma Hamilton, Ruth Beedy, Mack Travis and Doris Elaine Amburn.

Business man's department store, Hesperian Publishing Co.

Fry-Walling Vows Spoken Sunday Morning

Miss Fernie Fry, daughter of Mr. and Mrs. O. W. Fry, 1510 Trass street, Amarillo, formerly of Floydada became the bride of Lt. Craig Walling, son of J. L. Walling of Farwell, Sunday morning at 9:30 o'clock in the home of her uncle and aunt, Mr. and Mrs. R. E. Fry. Rev. Choice L. Bryant officiated at the single ring ceremony.

Pre-nuptial music included Cadman's "At Dawning," Bond's "I Love You Truly," and the wedding march from Wagner's "Lohengrin," played by Miss Selma Linder, cousin of the bride.

The ceremony was read in front of the fireplace which was flanked with spruce boughs and holly with a large bouquet of poinsettias on the mantle. White candles in wrought iron stands were placed on each side of the altar. The couple stood on a beautiful hooked rug made by her grandmother, Mrs. J. L. Norris, of Borger.

Mrs. Holt Waldrep of Lubbock, cousin of the bride and her only attendant, wore a copy of the bride's gown in blue mousseline de sole with matching mitts and headpiece. She carried a small colonial bouquet of Johanna Hill roses.

Clark Walling of Farwell, brother of the bridegroom, served as best man. Forest Fry, brother of the bride, acted as usher and lighted the tapers at the altar.

Wore White Dress

The bride, who was given in marriage by her father, wore a white mousseline de sole gown fashioned with tucked bodice, lace pointed midriff, puffed sleeves, and lace edged flounces making the full skirt and short train. She wore matching lace edged mitts and her finger-ring veil fell from a lace headpiece. She carried a colonial bouquet of gardenias and Johanna Hill roses and for "something borrowed" and "something old" she wore her aunt's pearls. The wedding gown had been worn before by the cousins of the bride, Mrs. Waldrep and Mrs. Hugh D. McCullough of Clarendon, who were formerly Misses Marilyn and Maxine Fry, respectively, daughters of Mr. and Mrs. R. E. Fry.

The bride's mother was given in marriage by her father, who was given in marriage by her father, who was given in marriage by her father.

Reception Given

An informal reception was held following the ceremony. A large bouquet of poinsettias was used as the centerpiece for the lace covered table. Mrs. W. L. Fry, Miss Geraldine Gambill, Miss Kathryn Daniel and Mrs. F. C. Harmon, Jr., of Dalhart were at the reception table, serving coffee and the three-tiered wedding cake. Mrs. McCullough presided at the guest book.

Lt. and Mrs. Walling will visit relatives and friends in this vicinity until December 26, when they will leave on a wedding trip enroute to Langley Field, Virginia, where they will be at home January 2. The bride's going-away costume was brown wool crepe with a gold velvet yoke and sleeves, matching accessories, and a corsage of Tallman roses.

Graduate W. T. College

The bride is a graduate of Floydada High school and West Texas State college, Canyon, where she was a member of Pi Omega Sorority and the Y. W. C. A. She was elected one of the college beauties during 1939-40 and was football queen during 1937-38. Since September, she has been teaching in Sunray.

Lt. Walling is a graduate of West Texas State college where he was a member of the Buffalo T club and Alpha Sigma Xi fraternity, and played football and basketball four years. After his graduation he completed courses in Randolph and Kelly Fields in San Antonio and is now stationed in Langley Field, where he is in the flying corps of the United States Army.

Wedding Guests

The guest list included Mr. and Mrs. Bob Lindsay of Houston; Mrs. Farris Bass and son Johnnie of Big Spring; Cloy Dorris, Harley Goetsche and O. R. McCollum all of Amarillo; J. L. Walling and Milton Walling, of Farwell; Mr. and Mrs. F. C. Wood and children, Edith and Floyd Carroll, Miss Elaine Phillips of Sunray; Mr. and Mrs. Waldrep, Mr. and Mrs. S. A. Henry Mr. and Mrs. John Fry of Lubbock; Miss Juanita Goetsche and Miss Charlotte Alice Tubb of Canadian; Mr. and Mrs. Henry Hoyle, Misses Maurine and Maxine Hoyle of Plainview; Mr. and Mrs. Alex Norris, Miss Virginia Norris, Mr. and Mrs. Ernest Waller, of Lockney; Mr. and Mrs. Olin Walling and Jimmie Walling of Clovis;

Mr. and Mrs. McCullough of Clarendon, Mr. and Mrs. F. C. Harmon, Jr., of Dallas; Mr. and Mrs. R. E. Fry, Mr. and Mrs. W. L. Fry, Forest Fry, Mr. and Mrs. G. A. Linder, George Fry, Linder, Mr. and Mrs. J. M. Gamblin, Miss Gamblin, Mr. and Mrs. Pete Nelson, Mrs. Lillie Britton, Mrs. Ham Smith, Mrs. D. W.

FASHION PREVIEW



Christmas and toys are synonymous for most children, and this means wear and tear on their clothes. A solution to this vexing problem is offered with these crown-topped rayon challis dresses featuring trim velvet-trimmed basques. They are practical for play, but still look festive enough for the special holiday.

Study Club Holds Annual Christmas Party at Travis Home

The 1934 Study club held their annual Christmas party Tuesday evening, December 17, at the home of Mrs. Walter Travis with Mrs. Travis, Mrs. Russell King and Miss Merle Eaton, as hostesses. Decorations symbolic of Christmas were used throughout the house. Dinner was served in the living room at beautifully appointed tables arranged for four.

The entire group sang Christmas carols; Miss Emma Louise Smith gave a reading; a piano solo was given by Miss Carolyn Wester; Miss Beryl Busby entertained with a Christmas story; a vocal duet was given by Miss Betty Newell and Miss Lois Wren, accompanied at the piano by Miss Carolyn Wester.

Following the program Miss Merle Eaton acted as Santa Claus and distributed the gifts from a beautiful Christmas tree which completed the decorations in the living room.

The following members of the club were present: Misses Bernice Patton, Reba Copeland, Lois Wren, Betty Newell, Merle Eaton, Carolyn Wester, Maurice Hoyle, Imogene Roy, Emma Louise Smith, Edith L. Wilson, Fannie Mae Ball, Polly Smith, Ann Sweptson, Mrs. Walter Travis, Mrs. Russell King, Mrs. Virgie Shaw, Mrs. Jessie Gordon, Mrs. Oleta McCaskill, Mrs. Bill Colston, Mrs. Jim Clonts and Mrs. Robert Linder.

The club adjourned to meet January 7 with Miss Selma Linder at 6:45 o'clock.

Sports Editor Host At Chili Supper At Mrs. Stegall's Home

Bill Hams, sports editor of The Floyd County Hesperian, was a gracious host to his fellowworkers, their husbands and wives, with a chili supper Thursday evening, December 12, at the home of Mrs. P. G. Stegall. He was assisted in entertaining by Mrs. Stegall and Mrs. D. W. Newell. Decorations were suggestive of Christmas time and holly and mistletoe adorned the fireplace mantle.

Tables were laid in gay colored covers and places were marked with Santa Claus made of red apples and marshmallows. Each favor bore a number which was the key to clever horoscopes for each guest. Following the dinner several games were played with bingo as the concluding game. Prizes were distributed from a Christmas tree which adorned the center of the dining table. Miss Betty Newell was winner of the grand bingo prize.

Those attending were Mr. and Mrs. P. G. Stegall, Mr. and Mrs. W. A. Amburn, Jr., Mr. and Mrs. Kenneth Rimmer, Mr. and Mrs. Jack Stansell, Mr. and Mrs. Robert McGuire, Mr. and Mrs. J. C. Gilliam, Miss Florine Dorrell, Miss Newell and Mrs. Stegall.

Pyffe and Mr. and Mrs. Malcolm Daniels, all of Floydada.

Mr. and Mrs. J. L. Norris of Borger, grandparents of the bride, were visiting in Billings, Montana and were unable to be present for the wedding.

Martha Girls Given Annual Christmas Party At Mrs. Bishops

Twenty-six members of the Martha Girls Sunday School class of the Methodist church and their teacher, Mrs. J. M. Willson, were entertained with a Christmas party Thursday evening at the home of Mrs. L. T. Bishop with Mrs. Bishop, Mrs. J. M. Daniel, Mrs. G. L. Kirk and Mrs. W. L. Knapp as hostesses.

A short program was opened with the singing of Christmas carols, directed by Mrs. T. P. Collins, and accompanied at the piano by Mrs. E. E. Hinson. A reading "It is More Blessed to Give Than to Receive" was given by Oragne Willson and Miss Sudie Miller gave a Christmas story.

Mrs. A. E. Guthrie distributed the gifts from the beautiful Christmas tree which were exchanged by the members. Decorations were in keeping with the holiday season and were further emphasized in the delightful refreshment plates served by the hostesses.

Those attending were Mrs. T. P. Collins, Mrs. C. K. Arnold, Mrs. A. B. Keim, Mrs. E. E. Hinson, Mrs. Noel Troutman, Mrs. D. F. Breddthauer, Mrs. C. L. Minor, Mrs. Jack Deakins, Mrs. R. Clint Wakefield, Mrs. G. L. Kirk, Mrs. W. L. Knapp, Mrs. L. T. Bishop, Mrs. J. M. Daniel, Mrs. J. M. Daniel, Mrs. Robert McGuire, Mrs. Verne Elliott, Mrs. Walter Wood, Mrs. Terrell Loran, Mrs. A. E. Guthrie, Mrs. Henry Edwards, Mrs. Lorin Leibfried, Mrs. J. M. Willson, Miss Oragne Willson, Mrs. R. T. Breddlove, Miss Lillie Solomon, Mrs. Ona Rodgers and Miss Ruby Norton, a guest.

Houstons Are Hosts At Party Thursday

Mr. and Mrs. J. B. Houston were hosts to a group of friends with a 42 party Thursday evening. The Yuletide motif was observed in the decorations and refreshments. Gifts were exchanged.

Those playing were Mr. and Mrs. E. L. Norman, Mr. and Mrs. J. G. Wood, Mr. and Mrs. L. W. Chapman, Mr. and Mrs. Clement McDonald;

Mr. and Mrs. J. G. Wood, will be hosts to the group Friday evening, January 3, at 7:30 o'clock.

Friendship Bridge Club Given Christmas Party Friday Night

Mr. and Mrs. B. K. Barker were hosts to the members of the Friendship Bridge club at the annual Christmas party Friday evening. The house was appropriately decorated with seasonal greenery tied with red cellophane. A delightful dinner was served preceding the games of bridge. Gifts were exchanged from the Christmas tree.

Members attending the party were Mr. and Mrs. L. T. Bishop, Mr. and Mrs. A. E. Guthrie, Dr. and Mrs. A. E. Guthrie, Mr. and Mrs. Hale, Mr. and Mrs. A. B. Keim.

Mr. and Mrs. Bishop will be hosts to the club Friday evening, January 10, at 7:30 o'clock.

Business man's department store, Hesperian Publishing Co.

Ward School Teacher Weds Amarillo Girl

Miss Edith Gibson of Amarillo and Howard Amick, athletic coach and social science teacher at Andrews Ward school, were married Saturday morning, December 22, at Amarillo.

Mrs. Amick is a daughter of Mr. and Mrs. R. M. Gibson of Alameda and a graduate of the Alameda High school.

Mr. Amick is the son of Mr. and Mrs. R. W. Amick of Flomot. He is a graduate of West Texas State college, Canyon and was an assistant in the education department office while in college. He attended Flomot High school.

Christmas Customs Of Many Lands Told By Miss Caldwell

"Christmas Customs of Many Lands" was very ably discussed by Miss Elizabeth Caldwell at the meeting of the Floydada Music club held Tuesday evening, December 17 at the home of Mrs. Calvin Steen. Famous musical selections from the various countries were given by the members.

"The First Noel" was given as a vocal duet by Mrs. J. B. Bishop and Mrs. Dean Hill; Carolyn McDonald sang, "Away in a Manger"; Miss Dorothy Nell Swinson played a medley of Christmas carols; and Mrs. L. W. Chapman concluded the program with a violin solo, "It Came Upon the Midnight Clear." Following the program gifts were exchanged from the tree.

Mrs. Lola Gallaway will entertain the club Thursday evening, January 2, at 7:30 o'clock.

Christmas Party Entertains Music Club Wednesday

Mrs. Clement McDonald entertained the Lo-Kno-Pia music club with a Christmas party Wednesday afternoon, December 18, at 3:30 o'clock. Decorations featured the Yuletide motif and a lighted Christmas tree adorned the living room.

Refreshments were served to the following members: Joyce and Doran Stanley, David and Oragne Willson, Katherine and Tom Wilkinson, Beth Hinson, Bobbie Gene Medlen, Jack Loran, Mary Lee Thacker, Enna Pawver, Maurine Hart, Marjorie Oden, Carolyn McDonald, Wendell Daniel, Mary Lee Thacker and Mary Louise Tubbs, Lanell Teague, Lajuana Liebfried, president of the club, was absent.

Other officers of the club are Mary Louise Tubbs, secretary, Mary Lee Thacker, pianist, and Wendell Daniel, sergeant-at-arms.

The club meets the last Wednesday of each month at 3:30 o'clock.

Christmas Pageant Given By Baptist W. M. S. Monday

The Woman's Missionary society of the Baptist church met Monday afternoon, December 16, at the church service, carrying out the theme "Difficulties in the Orient." Those taking part on the program were in appropriate costumes and were as follows:

Mary, Mrs. John Myers; China, Mrs. Chas. Camden; missionaries, Mrs. J. V. Daniel and Mrs. E. L. Norman; Japan, Mrs. G. N. Shirley and Mrs. A. T. Hull; Spirit of Christmas, Mrs. Dick Penner; soloist Mrs. E. L. Angus.

Others taking part on the program were Mrs. J. B. Houston, Mrs. E. P. Nelson, Mrs. Herschel Stanley, Mrs. R. C. Henry and Mrs. J. D. Brown.

The meeting which was to have been held Monday afternoon, December 23, was dispensed with and the society will meet in circles at the church Monday afternoon, December 30, at 3 o'clock.

Husbands Are Honor Guests At Christmas Party Thursday Night

The Thursday Evening Bridge club members entertained their husbands with a Christmas party Thursday evening, December 12, at 8 o'clock at the American Legion home. Various games were enjoyed during the evening and gifts were exchanged. Refreshments were served buffet style.

Those attending the party were Mr. and Mrs. J. B. Claiborne, Mr. and Mrs. Arthur Stewart, Mr. and Mrs. Clinton Pyffe, Mr. and Mrs. Aubrey Stewart, Mr. and Mrs. Lewis Norman, Mr. and Mrs. Ernest Carter, Mr. and Mrs. Bill Fowler, Mr. and Mrs. J. D. Moore, Mr. and Mrs. S. Wilkinson, Jr., Mrs. Hazel Horn and Virgie Orman.

Miss Morehead G. A. Hehmpill Are Married

Miss Eleanor Morehead of Canyon became the bride of Gayle A. Hehmpill, business administration teacher in Floydada High school, Saturday morning at the home of the bride's parents, Mr. and Mrs. Vance Morehead, of Canyon. Rev. Sam A. Thomas, pastor of the First Methodist church of Canyon, officiated at the double ring ceremony.

Preceding the ceremony, Miss Ernestine Cundiff of Littlefield played "I Love You Truly" and Wagner's "Bridal Chorus." "Beautiful Dreamer" was played softly during the ceremony.

Miss Iola Morehead, sister of the bride, was maid of honor, and Dan Hehmpill, brother of the bridegroom, served as best man.

The bride wore a white satin gown fashioned on princess lines with a sweetheart neckline and finger-tip veil. She wore orange blossoms in her hair and carried a bouquet of white roses and lily of the valley. Her "something old" was a watch worn by her mother at her wedding.

Guests were Mr. and Mrs. Smith Morehead, Mrs. J. H. Wheeler and Lester Wheeler, all of Canadian; Mr. and Mrs. A. G. Hemphill and Mr. and Mrs. Floyd A. Hemphill of Littlefield.

Mrs. Hemphill is a graduate of Canadian High school and West Texas State college.

Mr. Hemphill, a graduate of Littlefield High school, was graduated from West Texas State and taught at Spade High school last year.

The couple will return to Floydada to make their home after a short trip to New Mexico.

Club Members Given Dinner Party By Mr. And Mrs. Henry

Mr. and Mrs. Jack Henry entertained the Pla-Mor Bridge club members with a dinner party Thursday evening. The table which was laid with a pink satin cloth was decorated with red candles grouped on each side of an artistic arrangement of evergreen twigs, pine burs and Christmas balls, placed on a reflector. Miniature Christmas trees marked the places for the guests. A delightful turkey dinner was served.

Old Santa and his reindeers and other seasonal decorations were used in the living room. A Christmas tree was at one end of the room and gifts were exchanged by the members.

Guests were Mr. and Mrs. Richard Stovall, Mr. and Mrs. Jno. Hammonds, Mr. and Mrs. Homer Steen, Mr. and Mrs. Calvin Steen, Mr. and Mrs. W. L. Fry, Mr. and Mrs. Henry, host and hostess. The club will meet with Mr. and Mrs. Fry in January, the date to be announced later.

1922 Study Club Observes Yuletide Season Thursday

The 1922 Study club met at the home of Mrs. O. P. Rutledge Thursday afternoon with Mrs. Rutledge and Mrs. Glad Snodgrass as co-hostesses. Guests were greeted by Mrs. and Mrs. Santa Claus. Caps in keeping with the Yuletide season were given each one present. The home was decorated with lights, evergreens and a Christmas tree, from which gifts were exchanged at the close of the program.

Roll call was answered by a Bible verse. A short business session was held with the president, Mrs. Rutledge in the chair. The program was given as follows: Two Yuletide poems were read by Mrs. Kenneth Bain; "The Bible Story," Mrs. R. S. Wilkerson, solo, "Silent Night" Mrs. E. L. Angus; A Christmas Story, "Why the Chimes Rang," Frances Fields.

A delightful social hour concluded the meeting, during which the hostesses served a pretty refreshment plate with unique favors to be worn as corsages.

Mrs. Bill Poole will be hostess to the club Thursday afternoon, January 2, at 3:30 o'clock.

MRS. WILKES HOSTESS AT CHRISTMAS PARTY

The Lakeview Needlecraft club met Thursday afternoon at 2 o'clock at the home of Mrs. P. J. Wilkes.

The house was decorated in Christmas colors with a beautifully lighted tree from which gifts were exchanged.

Those present for the affair were Mrs. J. M. Harrison, Mrs. Harry Thomas, Mrs. Holt Bishop, Mrs. O. V. Vinson, Mrs. R. C. Smith, Earl Edwards, Mrs. John Conway, Mrs. Willie Bunch, Mrs. Tom Porter, Grandmother Bunch and the hostess, Mrs. Wilkes.

Ginners supplies, Hesperian.

Rev. Vernon Shaw Brings Christmas Message To Club

Our Father's Star
The star that shone so still and clear
Where wise men sought the way,
For ever shed its radiance o'er
A manger filled with hay.
The glory who watched their sheep,
To lead who watched the hearts of men
Whispered to the hearts of men
A world's cry from manger-crib
The Baby's cry from manger-crib
Stirs every gentle breast,
As mothers whisper soft his name
To those they sing to rest
Who saw the guiding
star.

Our homage now we pay
To Christ, who brought the Father's
love
To earth on Christmas day.

This poem above was given by
Rev. Vernon Shaw to conclude a
beautiful Christmas message de-
livered at the meeting of the 1939
Study club held Thursday after-
noon at the home of Mrs. Terrell
Loran with Mrs. A. J. Hamilton as
guest hostess. Rev. Shaw used as
his subject "Christmas and its rela-
tion to the Bible." He told of
the first Christmas and made the
following comparison: "The preach-
ing of the Angel; the congregation
of the shepherds; the choir was the
heavenly host; behold I bring you
tidings of great joy, which shall be
to all the people. For unto you is
born this day in the city of David
a Savior, which is Christ the Lord."
The song which was sung at the
birth of Christ was "Glory to God"
the aim of Christmas; "Peace on
earth; the practice of Christ-
mas; "Good will among men" the
result of Christmas. "All our ef-
forts would be to promote Good
will. Science can make a neigh-
borhood out of the world with the
radio and all the other modern in-
ventions but it takes Christ to make
a brotherhood out of it." Rev. Shaw
said. Besides those appearing on
the program, Mrs. Shaw was a guest.
Tea was served from the dining
room table which was appointed
attractively in the Yuletide motif.
Plate favors were Christmas candies
in small red cellophane bags.
Mrs. R. Clint Wakefield poured tea.
Mrs. Walter Wood was director
of the program. Roll call was an-
swered by naming a woman of the
Bible; Miss Elizabeth Caldwell gave
a vocal solo, accompanied at the
piano by Miss Maurine Hart; and
Miss Emma Louise Smith, in her
very gracious manner read "Star
in the East" and Christmas carols,
sung by the club members and di-
rected by Miss Caldwell concluded
the program.

Mrs. Richard Stovall, president of
the club conducted a short business
meeting, during which she gave the
members a very humorous as well
as instructive report of her recent
trip to the state convention held at
Austin, when Mrs. J. W. Walker, of
Plainview, was elected president.
Mrs. W. D. Newell and Mrs. Wal-
lace King were elected to member-
ship.
A Christmas auction sale con-
ducted by Mrs. Robert McGuire,
concluded the meeting.

Blue Bonnet Club
Gives Turkey Dinner
For Husbands

The Blue Bonnet Needle club en-
tertained with a turkey dinner
Thursday evening, December 12 at
the home of Mr. and Mrs. D. Fyfe,
with their husbands as honor guests.
Gifts were exchanged from a lovely
Christmas tree that occupied one
corner of the reception room.
Members and their husbands at-
tending were Mr. and Mrs. Shorty
Price, Mr. and Mrs. Everett Perry,
Mr. and Mrs. Edd Duncan, Mr. and
Mrs. Oliver Allen, Mr. and Mrs. Al
Edwards, Mr. and Mrs. Seaton How-
ard, Mr. and Mrs. Alva Sparks, Mr.
and Mrs. Jno. Buchanan, Mr. and
Mrs. Roy Nabors, Mr. and Mrs. W.
B. Eakin, Mr. and Mrs. Blondy Fin-
ley, Mr. and Mrs. Elvin Rainer, Mrs.
Tink Carter and Mrs. Fyfe.
Mrs. Tink Carter will be hostess at
the next regular meeting at the
home of Mrs. T. M. Carter, Thurs-
day afternoon, January 9, at 3 o'-
clock.

HERE FROM WICHITA
Dr. and Mrs. John Mast of Wich-
ita Falls will arrive Tuesday to
spend Christmas with her parents,
Mr. and Mrs. O. P. Rutledge. They
also plan to visit in Lubbock a few
days and return by way of Floyd-
ada where Mrs. Mast will remain
with her parents for an indefinite
stay.

VISIT RUTLEDGE FAMILY
Mr. and Mrs. Sam Rutledge of
Amarillo visited Sunday with his
parents, Mr. and Mrs. O. P. Rut-
ledge.

Mr. and Mrs. Sam Rutledge of
Amarillo visited Sunday with his
parents, Mr. and Mrs. O. P. Rut-
ledge.

New Pastor



Lawrence W. Bridges

State evangelist for the Christian
churches of Texas has accepted the
pastorship of the First Christian
church. He with his wife and four
children will arrive in Floydada
January 2 to take up his new duties.
He comes from Fort Worth where
he spent most of his life having
received his high school and college
education in that city. He is a
graduate of Texas Christian uni-
versity. Since his college days he
has served several successful pas-
torates in West Texas. Recently
he was called by the State Christ-
ian Missionary society to do even-
gelistic work in Texas.

He was guest speaker Sunday at
the church. He delivered an ad-
dress entitled, "Room for Jesus in
Our Hearts." The sermon was part
of a program, "Worship Through
Education," arranged by Rev. L. O.
Leet, evangelist who closed an
eleven-day revival at the church.

Mrs. Roosevelt Is 'Just Folks' To Mrs. J. W. Walker

PLAINVIEW, Dec. (Special) —
Mrs. J. W. Walker of Plainview,
president of the Texas Federation
of Women's clubs, said Mrs. Frank-
lin D. Roosevelt impresses her as
"just folks," after the first lady
and the Plainview woman appeared
on the same program recently at
Victoria.

After the program Mrs. Roosevelt
and Mrs. Walker were honored
jointly at dinner in the home of
Mrs. Royston Nave. There were on-
ly 10 guests at the affair and the
club president and first lady sat
opposite each other. They talked
about their families and clothes.
Mrs. Roosevelt bemoaned the fact
that Son John would not be home
for Christmas, since he will have
only one day off, Franklin, Jr., who
helped his father in the recent cam-
paign will be with the family during
the holidays and is on the lookout
for a job.

The thing about Mrs. Roosevelt
which intrigued Mrs. Walker was
her genuine interest in the com-
monplace and in people. She dresses
simply, and in very good taste, and
possesses an intangible quality of
personality which is lost through
the camera lens.

Told of Visit Here
Mrs. Walker laughingly told Mrs.
Roosevelt about the time she went
to Amarillo to see the President. It
was a day in summer when the el-
ements apparently conspired to re-
fute the reputation for drought which
the Plains of Texas has acquired.
The President arrived concurrently
with a downpour of rain which con-
tinued, as long as the President
stayed.

Like many another person with
heart set on seeing the President,
Mrs. Walker set forth afoot in the
rain and, like many another woman
on the same mission, found her
skirt drawing several inches above
its wonted length.

Recalled Similar Incident
The first lady seemed to get a
kick out of Mrs. Walker's predic-
ament and recalled a similar one.
She had gone with one of her sons
to a hospital in Rochester, where
he was to undergo surgery. They
were caught in a rain and her skirt
began an upward climb much to
the embarrassment of the Presi-
dent, who, with much concern in-
quired if she had brought another
dress. Luckily, she said, she had
brought one other.

Mrs. Walker and her acting sec-
retary, Miss Johnnie Ruth Martin,
returned Monday night from Aus-
tin where Mrs. Walker met with
the executive committee of the
Texas Federation and appointed
members of the state board for the
next two years.

Hosts To Tuesday Club With Turkey Dinner Friday

Mr. and Mrs. R. C. Wakefield en-
tertained the Tuesday Evening
Bridge club with a turkey dinner
Friday evening December 13, served
buffet style from a table artistically
arranged to carry out the Yuletide
motif. A crystal bowl of autumn
flowers, placed on a reflector, sur-
rounded with sprays of holly, form-
ed the centerpiece for the table.
Crystal holders with red tapers used
at each end of the table furnished
the only light.

Mrs. C. L. Minor and T. P. Col-
lins received high score in the games
of bridge played during the evening.
After the games gifts were ex-
changed on a Christmas tree.

Members present were Mr. and
Mrs. L. T. Bishop, Mr. and Mrs. C.
L. Minor, Mr. and Mrs. C. L. Hagood
Dr. and Mrs. Donald H. Pitts, Mr.
and Mrs. J. C. Gilliam, Mr. and Mrs.
T. P. Collins and Mr. and Mrs. Ter-
rell Loran.

Mr. and Mrs. L. T. Bishop will en-
tertain the club Monday evening,
January 13 at 7:45 o'clock.

Mr. and Mrs. Troy Pope and
daughter, Ruth, of Dallas visited
from Wednesday till Friday with
his parents, Mr. and Mrs. H. O.
Pope.

The board, says Mrs. Walker, will
meet in council session on Friday,
January 10, at Fort Worth for the
purpose of making plans for the
next two years. Board of trustees
will meet January 9 at Fort Worth.

Mrs. Walker visited at Houston
with Mrs. J. W. Fincher, a former
state president, and was honored
there by the Parliamentary Law
club. She stopped at College Sta-
tion for a short time with Mrs.
Maggie W. Barry, Misses Kate
Adelle Hill and Helen Swift.

The Bonnie Ray Girls auxiliary
met Monday evening with Miss
Frances Ruth Garrett as hostess at
the home of her parents, Mr. and
Mrs. R. A. Garrett. Mrs. Garrett
assisted her daughter in enter-
taining. The girls were seated in a
semi circle about a beautifully
lighted tree from which gifts were
exchanged at the conclusion of a
simulated Major Bowes program.
Many lighted red tapers completed
the effect.

The program was given as fol-
lows: "The Visit of the Shepherd,"
Roberta Mae Garrett, poem "Roses
on my Shoulder," Mary Frances
Jones; song, "Into My Heart," Eu-
genia Martin; song, "Silent Night,"
Joy Cardwell; song, "Silent Night,"
Donice Cline; story, "The Coming
of Jesus," Mrs. John Hoffman; tap
dance with their hands, Billy Lace-
well and Ruth Hamilton; physiolo-
gical report, Mrs. Garrett; reading,
Edith Faye Garrett.

A lovely refreshment plate was
served by the hostesses to the fol-
lowing: Mrs. Hoffman, Mrs. R. C.
Henry, Mary Frances Jones, Donice
Cline, Eugenia Martin, Joy Card-
well, Billy Frances Lacewell, Ruth
Hamilton, Billie Jean Swinson,
Edith Faye and Roberta Mae Gar-
rett.

Robert Montgomery, student of
Eastern New Mexico college, Por-
tales, came Friday to spend Christ-
mas with his mother, Mrs. W. M.
Dorsey and Mr. Dorsey.

BIRTHDAY DINNER

Mr. and Mrs. Herschel McNutt
entertained at their home at high

noon Thursday in honor of the
birthdays of Mrs. McNutt and Webb
Garland.

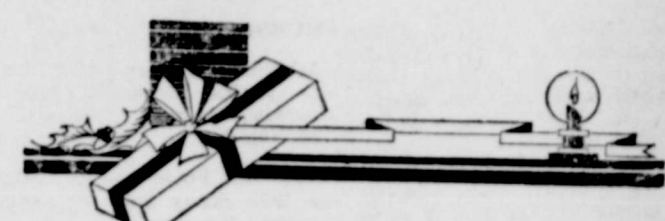
THE SEASON'S CHEER TO EVERYBODY



To Our Many Friends
And Customers

The Season's Best Wishes

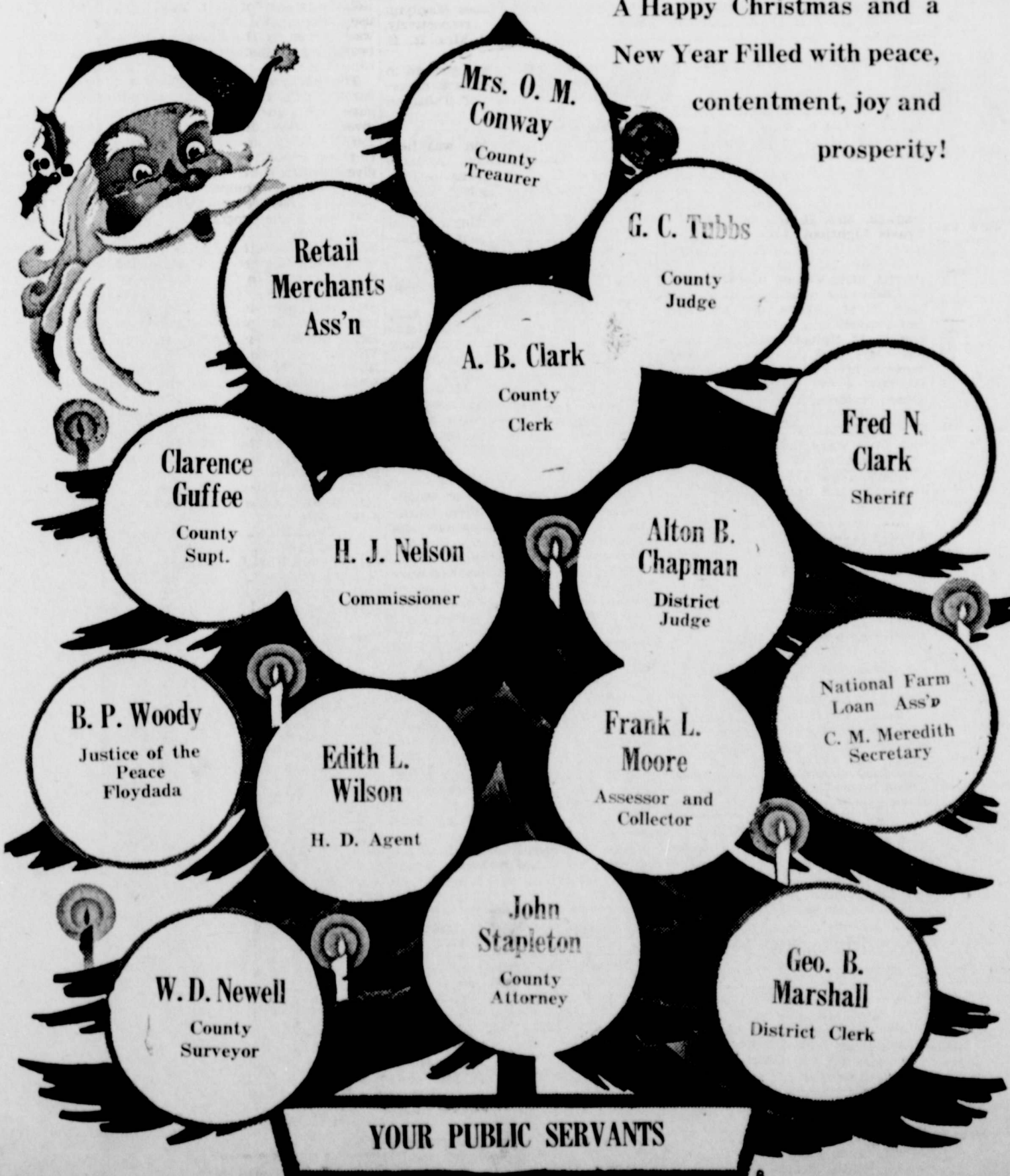
FOR JOY AND HAPPINESS. BY YOUR
THOUGHTFULNESS YOU HAVE HELP-
ED TO MAKE OUR CHRISTMAS A GOOD
ONE AND WE WISH THE SAME FOR
YOU.



Brown's Texaco Service

TO WISH FOR YOU

A Happy Christmas and a
New Year Filled with peace,
contentment, joy and
prosperity!



YOUR PUBLIC SERVANTS

Merry
Christmas

—and may the New Year bring you Peace, Happi-
ness and Good Health!

H. M. McDonald Hardware Co.

Adult Texas Health May Be Better

General Average Of 32 Per Cent Unfit For 1917 Service

AUSTIN, Texas, Dec. 26. — "The results of the examination in connection with the World War draft disclosed that a general average of thirty-two percent of the young men this country at that time were either temporarily or permanently unfit for active service."

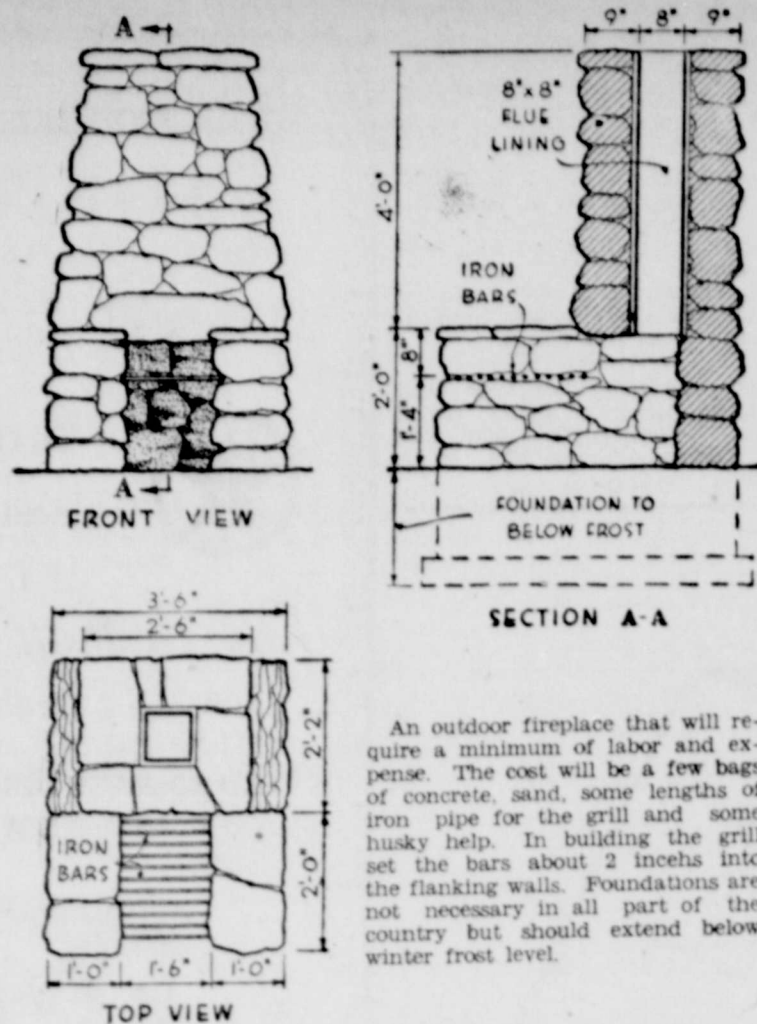
"While those being called before medical boards under the present selective service law include a greater proportion of acceptances than was the case twenty-three years ago, the percentage of rejects so far reported, despite the small sample from which figures to date have been obtained, indicates that an approved physical condition is lacking in too great a proportion of the young men called," states Dr. Geo. W. Cox, State Health officer.

"If this age group, in the age bracket where the physical condition normally should be at its very best, indicates a certain amount of physical inefficiency, the question naturally arises: what is the physical status of the older men and women in America? In the present preparedness program, this query is important," Doctor Cox points out.

While there is no desire to imply that the general health of either adult America or adult Texas is unsatisfactory, there is reason to believe that, good as it may be on the average, there is room for improvement. Of course, it is not expected that physical qualifications for military service could be met by the majority of those of middle-age and beyond; nevertheless, it is too much to ask that the best physical condition corresponding to age be attained by every one.

Barring fundamental defects and chronic conditions, the vast majority of middle-age men and women can achieve top-notch vigor, if lacking it. Moreover it would not be wise to maintain robust health not only for the best that will be experienced, but for any eventuality that the future may bring.

In all probability minor adjustments only will be necessary to change fairly and quality of the food intake, the daily walk, or other exercise in the outdoors, moderation in the use of any or all kinds of stimulants, and obtaining the amount of sleep required nightly should go a long way toward realizing the maximum health goal. It is disregard of one or more of those basic requirements that often represents the difference between



The above design appears in House Beautiful. In connection with outdoor fireplaces and "outdoor rumpus rooms," the annual House Beautiful competition held for architects of the Beaux Arts Institute of

superior well-being and slow-gear vitality.

Consequently, if upon reflection of one's daily habits, a barrier to good health is spotted, it not only will be patriotic, but will be to the greatest personal advantage to remove it.

"The heart of the conservation program is human welfare," comments Paul H. Walser of the U. S. Department of Agriculture. "Land is not preserved for the land's sake, but for the sake of the people who live and work the land and the people who depend on the land for the necessities of life — food, clothing and shelter."

Mrs. L. G. Stewart and daughter Margaret and son, L. G., Jr., of Wichita Falls, were guests of her parents, Mr. and Mrs. W. I. Cannaday from Thursday until Saturday.

Norman Norman, student of Cameron college, Lawton, Oklahoma, came Wednesday, December 18, to spend Christmas with his parents, Mr. and Mrs. E. L. Norman.

Miss Maurine Hoyle will spend Christmas with her parents, Mr. and Mrs. H. C. Hoyle of Plainview.

An outdoor fireplace that will require a minimum of labor and expense. The cost will be a few bags of concrete, sand, some lengths of iron pipe for the grill and some husky help. In building the grill set the bars about 2 inches into the flanking walls. Foundations are not necessary in all part of the country but should extend below winter frost level.

Design was centered around those subjects. First prize winner was M. Gruenfelder of Notre Dame university; second prize went to Charles W. Sanders University of Illinois.

BULLETIN ON ELECTRIC LIGHTING

With electricity available today to nearly 2,000,000 U. S. farms and more lines building every month, a new Farmer's Bulletin, Electric Light for the Farmstead, just published by the U. S. Department of Agriculture will supply lighting information to old, new and prospective users.

The sixty-page illustrated bulletin, prepared by the Bureau of Agriculture Chemistry and Engineering and the Bureau of Home Economics covers equipment for various purposes in farmhouses, barns and other buildings. It gives directions for selection and installation. A section tells how to determine the number and size of globes needed in various locations and for different purposes. The authors emphasize that good lighting is an important factor in health, comfort, convenience, efficiency and safety.

Copies of Electric Light for the Farmstead, Farmers' Bulletin 1838, may be obtained free from the U. S. Department of Agriculture, Washington, D. C.

Hesperian Want ads work cheap and fast.

BREEDING CROP PLANTS TO IMPROVE ON NATURE

Experiments with Dallis grass present a good example of how plant scientists go about the job of improving on nature in providing crops for American farms. On suitable soils, Dallis grass is one of the most nutritious and palatable grasses available for growing in the South. The seed heads, however, are subject to attack by ergot, the same fungus that attacks rye and other cereals. The disease injures the seed, reducing the seed yield. Also, ergot is dangerous to grazing animals and is likely to cause abortion. A first effort by Dr. G. W. Burton, U. S. Department of Agriculture plant breeder at Tifton, Ga., was to find a strain of Dallis resistant to the disease. When this failed he tried another approach. He crossed Dallis with a related plant not so desirable as a pasture grass but immune to the ergot disease. His effort now is to isolate a strain that will have the good qualities of Dallis and the disease resistance of the other parent. If the first hybridization fails to reveal such a variety it may be necessary to repeat this crossing or try some other method.

FEED STEERS ON SORGHUM IN OLD RANGE COUNTRY

Nowadays grain-fed cattle go to market riding in motor trucks along short stretches of the old Chisholm Trail over which their predecessors trudged for hundreds of miles to pass from the cattle breeding ranges to the cattle feeding areas. Growing of the grain sorghums as a productive crop in areas too dry for reliance on corn is a principal factor in this change. The old breeding areas have become feeding areas, too, to help in the marketing of the sorghum grain crop which has been averaging nearly 50,000,000 bushels a year in Texas alone. The U. S. Department of Agriculture and the Texas Agricultural Experiment Station have just reported a four-year experiment to make clear the most economical and profitable methods of making use of the milo crop.

It does not pay to thresh the grain, but it does pay to grind or crack the heads. Full-feeding of the cattle with all the grain they will clean up is slightly more profitable than feeding only four-fifths of a full-feed ration, although the limited ration is slightly more efficient in producing more pounds of beef to each hundred pounds of grain. The tests included use of other feeds available in the area, cottonseed meal, sorgo forage and sorgo silage, and blackstrap molasses.

Another striking contrast between the old and new methods is in the age of the animals. Most of the trail herds were composed of mature steers, three or four years old. Nowadays well-bred young animals born in the spring go on grain feed in the fall or winter and are ready for market after six or seven months in the feedlot.

TERRACES IMPROVE FARM

Level terraces built in 1936 are now paying good dividends, according to S. L. Stevens, operator of a 320-acre farm in Dawson county, Texas. "Sheet erosion has been eliminated, gullies have been filled and the crop yields have increased," says Mr. Stevens, "as a result of terracing and other conservation practices."

The conservation program was started in October, 1935 when Stevens and W. H. Fulton, owner of the farm entered into an agreement with the soil conservation CCC camp at Lamesa. Until this well rounded soil and moisture conservation program was adopted a large wet weather lake had covered about 20 acres of land. This lake has now almost completely dried and the area is producing some of the best crops on the place. Instead of rain-fall running off the fields and sweeping away topsoil, it is now held where it falls for the benefit of growing crops, Stevens reports to the Soil Conservation Service.

The terraces have been raised a little each year by plowing until now they have an effective height of 20 inches. All tillage is on the level parallel to the terraces. The terraces have been planted continuously to corn and other soil-conserving crops. Between the terraces cotton is planted in a strip crop pattern in yearly rotation with close growing crops.

HI-JACKS ANT'S HARVEST

By hi-jacking the harvest of buffalo-grass seed with red ants accumulate—probably as a source of winter feed—southern farmers and ranchers can sometimes gather a supply of seed at slight cost. One farmer in Bell county (Texas) got about 200 pounds of clean seed in two days from ant hills in a pasture of native buffalo grass, says W. J. Uelman, in charge of a soil conservation project of the U. S. Department of Agriculture, near Temple, Texas.

Soil Conservation Service men, who noticed that red ants collect buffalo-grass seeds and pile them around ant hills, were able to tell the farmer how to get seed for planting. The seed material was swept together with a stiff push broom and then run through a commercial cleaner to separate the seed from soil, trash, and weed seeds. In two days one laborer collected nearly 800 pounds of sweepings from which the farmer got about 200 pounds of grass seed.

The Texas Experiment Station, which tested the grass seed for germination and purity, said the seed gathered by the ants germinates about as well as if gathered in the usual way, but it contains more foreign matter. To get a good grass stand, the soil conservation men advise sowing 8 pounds of seed to an acre, when drilled in 3-foot rows.



- ★ With the splendid remembrances of the harmonious associations we have had with our many good friends in this area during the past, we earnestly look forward to a continuance of them in the future!
- ★ We sincerely hope these friendships have been as pleasant to you as they have been to us!
- ★ May this be your Happiest Christmas ... and ... May the New Year bring you some New Joy each day.



THIS MESSAGE SPONSORED BY THE FOLLOWING FIRMS:

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Replacement Parts ... Oldsmobiles ... Everything Automotive

READ THESE WANT ADS for what YOU WANT

For Sale

423 SEATS for sale at Sand Hill to see "The Campbells are Coming" Christmas day night of December 25, 10c and 20c. 461tc

FOR SALE—Well grained hegar 5c bundle. C. T. Warren, Rt. 4, 4 mi. N. W. Sand Hill. 453tp

FOR SALE — Windmill complete with tower, tank, 65 feet pipe and sucker rod. Also John Deere boll puller. Aaron Carthel. 452tp

GOOD used New Perfection Oil Cook Stove and Battery Radio for sale, or will trade for live stock or feed. 329 W. Tenn. St. 431tc

FOR SALE — Cheap Butane Plant with cook stove like new. See G. A. Stewart. Fairview. 444tp

ALFALFA Hay for sale. See W. G. Walker, 1 mi. East of Starkey. 444tp

WELL grained hegar bundles. \$7.00 per ton. H. H. Graham — Phone 919-22. 452tp

HEGARI and cane bundles. \$6.00 per ton at field. F. C. Haight, Shallowater, Texas. 444tp

FOR SALE—750-watt Delco light plant, cheap. Also buff Minorec pullets, laying. See Albert Parrish Route 1, Floydada. 452tc

GOOD used cream separator at a bargain. Gilliam's Appliance. 441tc

R. E. A. Customers, you can buy a range or refrigerator now and have no payments until July at Gilliam's Appliance. 441tc

3 MEAT HOGS for sale. Miss Myrtle Wilkinson. Rt. 1, Mile West Floydada. 452tp

ALL colors shoe polishes and laces at Fogerson's. 131tc

BRUNSWICK Tires, liberal trade-in at Dyer's Auto Parts. 291tc

FOR SALE—Well grained irrigated hegar bundles \$7.25 ton. Phone 929F2. Frank Probasco. 444tp

USED ELECTRIC ranges, Gasoline Irons, Gasoline ranges, used shotguns and rifles at Gilliam's. 361tc

FOR SALE — Hegari bundles 2c, threshed hegar pummies \$5 ton. 2 mi. So. Lockney. Mac M. Worthington. 434tp

YOUR TRADE-IN will have more value on a New 1941 Servel Electrolux, if you buy before December 30, 1940. Elliott Appliance. 431tc

WHEN buying a larger appliance, you may add a mixer, sweeper, floor lamp, roaster or any other small appliance on your EHPA contract. Gilliam's Appliance. 441tc

Land For Sale

DANDY, well improved 100 Acre farm. Shallow water, all in cultivation, near Kress—\$320 cash payment. Goen & Goen. 431tc

5-ROOM house, windmill, outbuildings and 10 acres, near high school. Sale or trade, John Custer. 271tc

Wanted

S. T. HARRIS wants your courtesy cards for ethyl-treated gas. Gulf Station, Highway 70. 4012tc

WANTED—Your saws to file. S. T. Harris Service Station. 171tc

WHEAT, STALK pasture. J. C. Bolding. 371tc

Miscellaneous

INVESTIGATE the New 1941 Servel Electrolux, the only perfect Gas Refrigerator. Elliott Appliance. 431tc

WELDING—Tires and Tubes. O. K. Rubber Welder, work guaranteed. 341tc

Used Tires...Used Tubes. East side Square. 341tc

OUR Flowers are FRESH and are beautifully arranged. Holthaus Floydada Florists. 291tc

SUEDE or LEATHER jackets re-finished or dyed. Fogerson's Shoe Shop. 371tc

GUARANTEED Radio Repairing—lowest possible cost. Brown's Household Supply. 441tc

FLORIST OF DISTINCTION, choicest pot plants and cut flowers. Careful, personal and artistic arrangements. Park Florist, member Floral Telegraph Delivery Association. telephone 78. 271tc

USE Cosden products and be satisfied. Home Oil Co. 241tc

Arthur R. Duncan Abstract Company

Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles. S. E. Corner Public Square. Mrs. Maud E. Hollums, Manager. 271tc

WHY buy a new Radio? A tune-up on our modern equipment will make your set perform like new. Brown's Household Supply. 441tc

TELEPHONE 83 Gullion Tire Service, for quick repair. 219 South Main Street. 521tc

VISIT REDD'S Fruit Stand and Cafe for bargains. 171tc

LET BILL renovate your mattresses. W. E. (Bill) Vandell Mattress Factory, East Grover Street. 3710tp

HAVE your Radio tuned by the most modern scientific instruments. Satisfaction Guaranteed. Brown's Household Supply. 441tc

FLOWERS by wire anywhere in the world. Park Florist, telephone 78. Member Floral Telegraph Delivery Association. 271tc

ARCH SUPPORTS at Fogerson's. 361tc

PERSONAL

AIRCRAFT BUILDERS Earl M. Strong has best deal! Thousands of Texas men will be needed to build airplanes. Our school near Grand Prairie and other plants. Former students now employed, recommend this school to men 18 to 35; good wages to start when employed; you pay school only \$75.00 before starting course; balance \$50 after work is secured. Earl M. Strong, 515 Century Bldg., Fort Worth, Texas. Bonded Representative for Southwest Aeronautical Institute. Harvey Lee Newberry, bonded representative, Floydada, Texas, Route 2. 443tp

Poultry and Eggs

POULTRY FEEDERS—A new feed for your laying hens. New Deal Laying Mash, protein 19%. Will produce eggs in coldest weather. 100 lbs. in dress print bags, \$1.85 Rice Hatchery. 451tc

Houses For Sale

HOUSES for sale and rent. W. Edd Brown, owner. 291tc

MODERN Homes for sale, easy terms Phone 273 W. H. Henderson. 161tc

For Rent

FOR RENT—Rooms as low as \$3.00 a week at Commercial hotel. 463tp

Toast to Higher Ideals Given At Candle Lighting

A carol candle lighting service was featured at the regular meeting of the Andrews Ward Parent-Teacher association held Monday night, December 16 at the school building. A choir composed of singers from the Parent-Teacher association and directed by Miss Elizabeth Caldwell were grouped around a beautiful Christmas tree and sang the Christmas carols very softly as the candles were lighted one by one by representatives of civic organizations and homes.

Toasts to the ideals of higher achievements were given by the speakers as they lighted the white candles arranged across the front of the stage. Little Doris Elaine Amburn and Sandra Price handed the speakers a lighted paper from which they lighted the candles.

The carol singers were Mrs. John Myers, Mrs. Alva Sparks, Mrs. Walton Hale, Mrs. T. A. Hamilton, Miss Carolyn Wester, Miss Maurine Eyle, Miss Beryl Busby, Mrs. Silas Egan, Miss Vera Meredith, Mrs. Doris Price, Mrs. C. L. Berry, Mrs. Edna Ralner, Mrs. G. L. Kirk, Miss Marie Eaton and Mrs. W. L. Knapp. Mrs. Clement McDonald played the piano accompaniment.

Those taking part in the service

were: schools, Walter Travis; childhood and youth, John H. Myers; churches, Rev. Vernon Shaw; education, Mrs. Robert McGuire; motion pictures, Jack Deakins; The Floyd County Hesperian, Homer Steen; Boy Scouts, Wendell Daniel; Girl Scouts, Phyllis Jean Simon; Rotary club, Walton Hale; Lions club, Ed Johnson; women's clubs, Mrs. O. P. Rutledge; Chamber of Commerce, Herwin Strickland; Red Cross, Mrs. A. E. Guthrie; parent-teacher, Mrs. T. B. Wilkerson; homes, Mrs. Clarence Guffee; music, Mrs. Terrell Loran; radio, Mrs. Floyd Fuqua; Democracy, Mayor Glad Snodgrass.

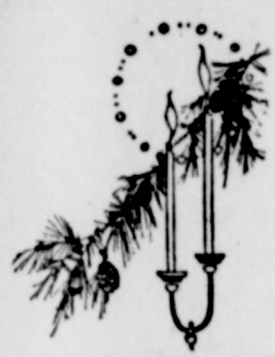
A very inspiring Christmas message was brought by Rev. R. T. Breedlove, pastor of the Methodist church.

A violin arrangement, "Holy City" was played by James Wester, Muriel Fagan and Wanda Withers, accompanied on the piano by Mrs. Pearl Fagan. The program was arranged by Mrs. Cecil Hagood, Mrs. Conner Oden, and Miss Fannie Mae Ball.

During a short business session it was announced that Mrs. B. K. Barker will teach the Parent-teacher study course again this year, beginning on Thursday afternoon at 4 o'clock at Mrs. Barker's home.

The next regular meeting of the association will be held Wednesday afternoon, January 15, at 3:30 o'clock.

Business man's department store, Hesperian Pub. Co.



Greeting You
at Christmas
and
Wishing You
Every
Happiness

PARK FLORIST

Mrs. W. S. Goen

A Very Merry Christmas

And a New Year of Prosperity and Good Health is Our Wish for Our Friends throughout this trade territory.

PENNEY'S
J. C. PENNEY CO., INC.



The
Season's Cheer
to Everybody

May the coming New Year bring you every happiness, and the fullness of success reward your efforts in all your undertakings.

R. E. FRY, REPRESENTATIVE
Southwestern Life Insurance Company
"C-Me-B-4-U-Die"

Mesquite Invasion Pestering Ranchers All Over Texas

Invasion of mesquite into Texas grasslands has become a nuisance. Robert R. Lancaster, extension pasture specialist for Texas A. and M. college, estimates that about 35,000,000 acres of farm pasture and ranchland in the state are infested.

Such food for animals as the tree provides, especially the richly protein pods, is more than offset by its competition with grass for moisture and sunlight. Growth of grass requires an average of about 500 pounds of water to produce one pound of dry matter, while mesquite absorbs 2,000 pounds in the same process.

Mesquite, however, is not the only shrub menace, and Lancaster estimates that at least 80 percent of all pasture land in the state needs to be rid of some noxious shrub. Problems of control are seriously acute almost universally throughout the state, he explains, adding that Texas grasslands would be much improved by removal of worthless shrubs "amounting to 10,000,000 solid acres."

Analyzing data from the United States bureau of the census, the pasture specialist found that the area of "woodland pastures" in the state increased 110 percent from 1924 to 1934, or from 11 1/2 million to 23 1/2 million acres. "Woodland pasture" includes only land that has trees suitable for fuel or posts. Examination, he says, revealed that only 10 percent of that increase occurred in the 50 counties east of the 99th meridian. Therefore, "the indictment covers chiefly the western range country which originally was prairie and plains."

Considering means of control, Lancaster says that a kill of 75 percent by the commonly used kerosene treatment in considered good, but questions the efficiency of having to retract the whole area to clean up the remainder. The cleanup necessary from trial and error methods increases the cost of work 50 percent.

Effective and discriminating control is a big question because research has not determined in what areas and types of soil mesquite growth is wholly destructive to grass. Moreover, the specialist says, "it is becoming increasingly and urgently important that we should learn more than is now known about shrub control, its value and the most economical means of getting it done." This points to the need of a long range study of climate, germination and seed distribution to find the cause for the spread of mesquite.

Lancaster endorses a conclusion of the Agricultural Experiment Station of the college of Agriculture, university of Arizona, that "the expense and labor of eradication of mesquite or other undesirable plants on grassland ranges is justifiable only where it is quite certain that palatable grasses and forage plants will take their places. The problem of rehabilitating deteriorated ranges must be solved by further experimental work."

Meanwhile the problem of evolving a broad and effective method of controlling shrub pests remains unsolved, Lancaster says.

NATION-WIDE RESEARCH

"The Department of Agriculture has been searching for new and wider industrial outlets for farm products for a good many years," says Dr. Henry G. Knight in comment on the four new regional research laboratories which Congress directed the department to establish and which are now getting into action. "Research has advanced in a small way and with limited funds," he says, "but this is the first time the department has ever attacked the problem on a nation-wide basis. The industrial utilization of farm products is one of the most important projects in the agricultural field and many people believe that it holds the key to the solution of some of our toughest farm problems."

"Industry is now and has been utilizing farm products in considerable volume in the manufacture of alcohol from molasses, corn, and other starchy materials; the manufacture of box board, building board and paper from straws; the manufacture of starch from potatoes and corn; cellulose products from cotton linters; paint vehicles from flaxseed and so on."

"As specialists in our fields we are being asked to try and find new and wider uses for these materials, and it is our duty as businessmen, chemists, technologists, and agriculturists to consider the situation carefully, weigh logically without emotion the possibilities, enlist the best talent, and advance along practical promising lines with definite objectives in view."

Miss Joyce Hopkins of Amarillo was a guest of her sister, Mrs. Jack Henry and family, Sunday.

To Begin Revival



Rev. C. M. Whitley and wife of Electra, above, are scheduled to begin a revival meeting at the Nazarene church here January 1. The revival will be held at the church on West Tennessee street. Services will start at 7:15 p. m. and at 10 a. m. except Saturdays and Mondays. Ted Ferguson and Mrs. Hazel Ferguson will be in charge of the song service.

'CONSERVATION' TRANSLATED

When the term, "agricultural conservation," is tossed into the American melting-pot, it emerges in a dozen or more different languages spoken in U. S. farm communities, say field workers of the Agricultural Adjustment administration.

The idea of the AAA Farm Program is distinctly American, but the American language alone cannot carry it into some American communities. The program may have to be translated into a European tongue if the old folks are to understand.

Pick up a circular letter prepared by the AAA committee in north St. Louis county, Minnesota, and it may be written in Finnish. Down in Louisiana the farm program is being explained in French. In a county office in southern Texas, someone is explaining agricultural conservation in Spanish. Louisiana speaks of parishes, rather than counties. The Louisiana state AAA office says the program must be translated into French in 24 parishes.

The state AAA office in Texas found that six different languages were employed by county committees in explaining conservation. "Reports from counties," said the state office, "indicate that the following number of families do not speak English and require translation: 12,150 Spanish, 2,900 German, 300 Czech, 200 Bohemian, 100 Italian and 100 French. These figures do not include large numbers of families in which some member of the family speaks enough English to keep the other members informed."

Mr. and Mrs. R. C. Patton and Mrs. Patton's mother and sister, Mrs. S. G. McRoberts and Mary Frances, will spend Christmas day with Mr. and Mrs. V. C. Norman at Vernon.

A FRIENDLY GREETING

To You

Our Friends and Customers
Season's best wishes and thanks for your patronage during 1940.
We hope to merit your continued confidence.

Phillips 66

Wholesale and Retail Station
AARON CARTHEL

Christmas
GREETINGS

AND WHEN THE HOLIDAYS ARE OVER WE'LL STILL BE HERE TO SERVE YOU DURING 1941

Withers Cafe

MORE DAIRY SIRES PROVED

The fourth annual list of proved dairy sires issued by the Bureau of Dairy Industry includes 3,183 names compared with 1,348 in the third and 992 in the second lists each of which also covered a full year of reports from dairy herd-improvement associations. The "proving" of a dairy sire includes comparisons between the record of at least five of the daughters of the sire and of their dams, as shown by records of a dairy herd-improvement association.

"Proving" a sire is not an indication that he is a valuable animal, the Bureau of Dairy Industry emphasizes. The "proof" may be that he is an inferior sire and is reducing the production of the herd. The value of the "proof" is in furnishing definite information to the breeder as to the quality of the sire.

The increase in the number of sires proved is an indication of progress in dairying, the Bureau believes. The proving of sires is a constructive step toward consistent long-term improvement in milk and butter production, and members of the associations are making good use of the information, says the bureau, in weeding out inferior sires. Although many of the sires with good records are now dead, the information is still valuable in pointing to young sons still available for breeding. A son of a good proved sire is a better risk than a full of unknown performance.

Mr. and Mrs. John E. Hoffman will spend Christmas at Portales, New Mexico with Mr. Hoffman's aunt, Mrs. Henry Carr and family. All of the Wilkins children who are former residents of Floyd county will be guests at the dinner.

Mr. and Mrs. John E. Hoffman had as their guests at a 6 o'clock dinner Sunday Mr. and Mrs. Dorman Clanton and daughter, Dornia Gene of Plainview and Mr. and Mrs. Chas. Lewis and daughter, Mary Helen of Floydada.

Greetings!

May this be your happiest Christmas! And may the New Year bring you some new joy each day!

Rainer's Shoe Shop
South Side Square

A
Merry
Christmas
To All—

Airplane Builders Men Wanted

"We want men, thousands of them, but they must be properly trained." That is the cry from all California Aircraft Manufacturing Plants.

Many fine young men from this section of Texas whom we have trained and placed on good jobs in the Aircraft Industry recommend our training and placement program for men 18 to 35 years of age. The State Managers of the Anderson Airplane School of Los Angeles, an old reliable Institution will be in room 510 Hilton Hotel, Lubbock, on December 26th, 27th, 28th, 29th and 30th to select men for immediate training and placement. Part tuition paid in small monthly payments after placed on job. Remember the dates and address and call, as this may be your greatest opportunity for permanent employment.



Poinsettia Plants . . . Table Flowers . . . Christmas
Roses . . . Smart Corsages.
Telephone No. 69 or 77

FLOYDADA'S OLDEST LEADING FLORIST

HOLLUM'S
FLOYDADA FLORIST

WE DELIVER ANYWHERE



The publishers, the editors, and the entire staff of this newspaper are here to say Merry Christmas to all our readers! For us, in America, the unique privilege of a thoroughly joyous holiday may be shared by all, whether poor or richly endowed with this world's goods; whatever their race, religion, or creed—so long as they are at heart Americans, free of hatred, free of fear, and free to speak their minds. As creators of one of America's many country newspapers, we find this Christmas time an occasion for a rededication to all those principles which make the press in this nation an instrument for the furtherance of all those aims conceived at the birth of our Democracy. Indeed, we wish you a good old-fashioned, Merry Christmas in the true American spirit. And we hope that your enjoyment of this holiday will be reflected throughout the year ahead in your enjoyment and contribution to the American way of life. For though our progress in learning science, and industry has been great—our old-fashioned faith in Democracy is something for us to cherish; just as we nurture the faith our children have in that grand old fellow, Santa Claus.

HOMER STEEN	MRS. W. D. NEWELL	FLORIENE DORRELL
B. F. McINTOSH	KENNETH RIMMER	MRS. ROBT. McGUIRE
W. A. AMBURN, Jr.	BILL HAMS	MRS. JACK STANSELL
B. F. McINTOSH, Jr.	G. W. (Dub) HODGE	GLEN AMBURN

The Floyd County
HESPERIAN

R. H. Muir, Brother Of Mrs. A. A. Beedy, Victim Of Car Wreck

R. H. Muir, resident of Amarillo for many years, a brother of Mrs. A. A. Beedy of this city, died last week in a San Angelo hospital where he was taken following a highway wreck.

He was enroute to Amarillo from San Antonio where he had taken his wife to be at the bedside of their son, R. H., Jr., who was injured a short time previously. Their son was thrown from a horse on a down-state ranch.

The funeral for Mr. Muir was held Saturday afternoon at San Antonio. He is survived by his wife and son, R. H., Jr., and two daughters, Mrs. John McClelland, of Tyler; Mrs. John Craig of California; and two sisters, Mrs. A. A. Beedy of Floydada, and Mrs. J. E. Mongole of Clarendon, five grandchildren and four nephews, A. J., George, and Bill Beedy and a niece, Mrs. James Colville of Floyd county.

Miss Edgar May Monogole of Clarendon and M. H. Zachry, of Borger and Arthur Beedy, niece and nephew attended the funeral. The two sisters were unable to make the trip.

GULLY GREAT-GRANDFATHER

Born to Mr. and Mrs. P. W. Attebury Thursday a son that was named Paul Windell, Jr. The little boy is a great grandson of B. B. Gully.

Mrs. Attebury and son are doing nicely at the Floydada hospital and clinic.

Miss Dorothy Brock ex-student of Floydada High school is a senior student nurse at St. Mary's Infirmary nursing school at Galveston. Several weeks ago she was honored by having been one of the four students chosen to accompany the Badgett quads to attend the Shriner's circus.

Mr. and Mrs. G. E. Fuller left Monday for Abilene where they will be joined by their son and wife, Mr. and Mrs. Charles E. Fuller and daughter Miss Doris Fuller, a student of Hardin-Simmons university. From Abilene they will go to Belton and Temple where they will spend the Christmas holidays with relatives.

L. L. Nixon was dismissed from the Floydada hospital Monday where he had received several days treatment for the flu.

Three Little Boys Sure Want Santa To Remember

From Way Off In California They Send Air Letter

Santa Monica, California, December 16, 1940.

Dear Santa: We are three little boys, 13, 20 and 20 years old, way out in California. We have been good boys this year and we would like for you to remember us. We don't want much but we just thought maybe if you would bring us what we want we had better write and tell you. If you have enough room on your sleigh we wish you would bring us three airplanes. Gerald wants a Douglas DC 3, James wants a Douglas DC 4 and T. W. wants a Douglas B19. We also want a little electric train that will go real fast, just like the Q. A. & P. And Santa please don't forget Mr. Douglas cause he is a good man and I know he wants something too. I guess that is all that we want cause if we told you everything that we wanted you wouldn't have anything to give the other boys.

Love, The Three Little Douglas Stoozes Gerald Lackey, James Asher and T. W. Salisbury.

FYFFE AND TUCKER ARE ABSOLVED FROM CHARGE OF PHENAGLING AT CLUB

Members of Floydada Lions club Monday noon hustled around to Gilliam's store to get their presents and hurried off soon after Mr. Gilliam's assistants, Mrs. Gilliam and Miss Jane Clark, had served coffee and cakes.

There was no program except a brief prayer said by Rev. Vernon Shaw. W. H. Henderson, club taster, passed out the gifts.

It was the Christmas week meeting of the club the second in succession at which there was 100 per cent attendance.

C. E. Pyffe, club secretary, and Tucker Teutsch, member, ran a race for club popularity. Both had a lot more presents on the Christmas tree than any other member. They had charge of the drawing a week previous. Phenagling charged was stoutly denied by them. Pyffe's name got in the drawing more times than that of Teutsch. He won 7 to 5 it was determined by a secret committee.

It was a pleasant interlude in a busy day and the club voted thanks to the hostesses who helped Mr. Gilliam entertain.

HOME FROM BROWNWOOD

Privates Harold Chapman, Ray Lloyd and Clifford Gollightly, members of the T. N. G., are home from Brownwood today. They came home in an army truck loaned for the purpose.

Burford Terry and Judson Abernathy, of the same quartermaster outfit, are in the hospital with influenza and Hermas Olson was detained by official duty from coming home.

The Floydada boys will return to Brownwood Thursday.

Mr. and Mrs. R. E. Fry have as their guests for Christmas day, their daughters, Mrs. Hugh D. McCullough and Mr. McCullough of Clarendon, and Mrs. J. Holt Waldrep and Mr. Waldrep of Lubbock. Mrs. McCullough came Friday and will be here until late Wednesday when she and Mr. McCullough will leave for Waco to spend a few days with his parents, Mr. and Mrs. W. H. McCullough.

A. E. Bell will be sworn in as constable of Precincts 1 and 4.

FARM FAMILIES COOPERATING IN COMMUNITY HEALTH CHEST

What might be called a "community health chest," is a real chest made of wood and full of supplies people need when there is sickness in the family. It belongs to a group of low-income farm families in Candler county, Georgia.

The idea started about fifteen months ago when a home management supervisor of the Farm Security Administration realized how greatly the borrower families needed certain things during sickness which they could not buy individually.

A meeting was called and nineteen families became charter members of the plan. They elected a chairman and made a list of articles needed. Each family contributed a dollar to the purchase fund. So far the chest contains 2 dozen towels, 2 hot water bottles, 2 ice caps, 2 rubber sheets, 2 bed pans, 2 syringes and 2 slop jars. The county welfare department aided by furnishing sheets, pillow cases and hospital gowns.

An FSA homemaker is caretaker. She reports that 31 families have used the chest since it was started. They have borrowed needed supplies for cases of flu, pneumonia, paralysis, obstetrical cases, convalescence from appendicitis, and other illnesses. The chest is open to all families in the community, not just to FSA families. Candler county families say they now wonder how they ever got along without it.

5 WOMEN; 5 WASHDAYS; 5-DAY WEEK FOR MACHINE

A community washing machine has changed the laundry problem for five women of Guilford county, N. C., says an informal report to FSA headquarters in Washington.

The five farm women bought this washing machine—a gas engine powered model—with a community service loan from the Farm Security Administration. They had seen their husbands and neighbors use tractors, hay balers, harvesters and other equipment bought cooperatively, and decided to follow the example. Now every day is washday. One woman washes Monday, one Tuesday and so through Friday. If someone can not keep her date with the machine, she trades time with a neighbor or uses the free day, Saturday.

The FSA loan is repayable over a five-year period at 3 percent interest. Such loans are available only to low-income farm families who cannot get credit elsewhere. Groups of needy farm women have bought other types of equipment with the community service loans—particularly pressure cookers for canning meats and home-grown produce from gardens and orchards.

WILDLIFE SEEKS 'COVER'

Most animals, and many birds, require three different types of "cover" to keep them safe and contented, says H. G. Towns, biologist of the Soil Conservation Service. Many of the birds and small animals are distinctly helpful to farmers, and where a farmer wishes to encourage these wild helpers and conserve soil at the same time, he can frequently make plans for improving the cover without interfering with farm operations.

The three types of cover are: (1) of ordinary quality to conceal the normal activities of the birds and animals; (2) denser cover in which they can escape from immediate danger; and (3) special types of cover for nesting or breeding. Forests, shrubs, tall grasses and crops are examples of the first type. Thicketets, tangles of shrubs and vines along fence rows, stone fences, hollow logs, and piles of brush give protective cover, both for escape and for normal travel. Ground nesting birds and many small animals need tall grasses or reeds for nesting. Brown thrashers, cardinals and finches often nest in shrubs, and other birds in trees. Nuthatches, bluebirds, woodpeckers, and titmouse nest in holes in dead snags or trees. For each species, the suitable type of nesting cover is essential.

Unless the wildlife can have the sense of security that the three types of cover afford, they will not remain long in one place but will move on to where they will be better suited, says Towns.

'RUN IT ON PAGE ONE'

Since most newspapers no longer run advertising on page one, the advertiser who says, "Run it on page one!" is usually joking. But he ought to be interested in a recent survey of what people read in home newspapers. The University of Missouri school of journalism checked readers of five Missouri papers.

One of the most interesting things found out was that an ad's being on the front page didn't mean that it was read any better than other advertisements.

A theatre ad on page one of one paper was read by only 61 per cent of the readers. But a grocery ad on the back page of the same paper was read by 75 per cent of the people and a public sale advertisement on an inside page was read by 77 per cent of the people.

What you advertise, how well designed that advertisement is, and the amount of space used for it are more important than what page it appears on, so long as it is in a good newspaper with reader interest straight through it.

The tourist had stopped to change a tire. "I suppose," he remarked to the native onlooker, "that in these isolate parts the necessities of life come pretty high."

Mr. and Mrs. Wilson Kimble will have as their guests for Christmas their daughter, Miss Mary Anne, who is teaching at Littlefield, and their son, John, of Port Worth.

HOME FROM SCHOOL

Marshall Patterson arrived Friday to spend Christmas with his parents, Mr. and Mrs. H. R. Patterson. Marshall has been attending the Wichita Engineering company aviation school at Wichita Falls.

Mr. and Mrs. Earl Crow and Mrs. G. W. Crow of Plainview left Sunday for Bentonville, Arkansas where they will spend Christmas with Mr. Crow's parents, Mr. and Mrs. H. L. Crow, and family. H. L. Crow is Mrs. G. W. Crow's son. They plan to return Friday.

Mrs. G. R. May and daughter, Miss Bert Ione Smith, and son George Reid will spend Christmas at Slaton with Mrs. May's mother, Mrs. J. C. Edwards, and sister, Mrs. W. L. Holloman, and family.

Dr. and Mrs. D. H. Pitts and daughter, Mrs. Ralph Hammonds, returned from Stephenville Saturday. They made the trip for their son, Douglas, who has been in the hospital there with the flu but was able to accompany them home.

Mrs. Lloyd Murray and little daughter Rebecca Jo came Thursday from Amarillo and will visit in the home of her parents Mr. and Mrs. Ham Smith during the holidays.

Mr. and Mrs. M. J. Rhew of Dallas, came Saturday to spend Christmas with her parents, Mr. and Mrs. Tom Shaw.

Mr. and Mrs. Tom Stansell of Olton visited Sunday with Mr. and Mrs. O. L. Stansell. They also had as their guest their son, Pat, of Lubbock.

Mr. and Mrs. Chester U. Todd, of Beeville, came Monday to spend Christmas with her parents, Mr. and Mrs. B. Nichols.

Dr. and Mrs. D. H. Pitts will have as their guests Christmas, Mr. and Mrs. S. E. Ayers of Abilene.

Louis Cardinal, son of T. J. Cardinal is much improved from injuries sustained several weeks ago while practicing basketball.

Affectation is a self-evident imitation trying awkwardly to act as he mistakenly thinks the real thing would.

Mrs. Joe Oldham of Owens spent the week-end here with her mother Mrs. A. F. Norton and sister Miss Ruby Norton.

Carl G. Davis, agent of the American Life Insurance company, and his wife and little daughter Glena Ruth, left Tuesday for Portales, New Mexico and Farwell to spend the Christmas holidays.

Billy Brown returned home this midweek from Denton where he has been visiting in the home of his uncle the past ten days.

The biggest newspaper ever printed was the Miami Daily News, July 26, 1925, which contained 504 pages and was 2 inches thick.

De von Anderson of Brigham Young University didn't stint on paper when he wrote his thesis. He used a sheet of paper 1600 square feet in area.

"Yer right, stranger," replied the native gloomily, "an' it ain't worth drinkin' wen ye get it!"

LIVING TRADEMARK

Probably the most valuable living trademark today is Johnny, the midget who yammers, "Caw! for Phillip Morris" in person and by radio. For doing this well, he gets \$20,000 a year and expenses.

Johnny Roventini got started in his strange career when a New York advertising man found him working as a bell hop in the Hotel New Yorker and asked him to page a fictitious Morris Phillips to try him out. When Johnny returned, he had a job but no tip.

Johnny, who is now nearly 30 lives in Brooklyn and is hedged with more than a few rules. He can't fly or hang around bars and the doctor checks him over regularly. Phillip Morris has insured him for \$100,000 against growth. Now he weighs 59 lbs. and is 47 inches tall. He wears a size 2 shoe and size 8 shirt.

Although the company some Johnny around the country some an Austin roadster, don't be too sure you're seeing Johnny. Through the south roams a substitute name, Tony Boris and out west Al Altier imitates Johnny.



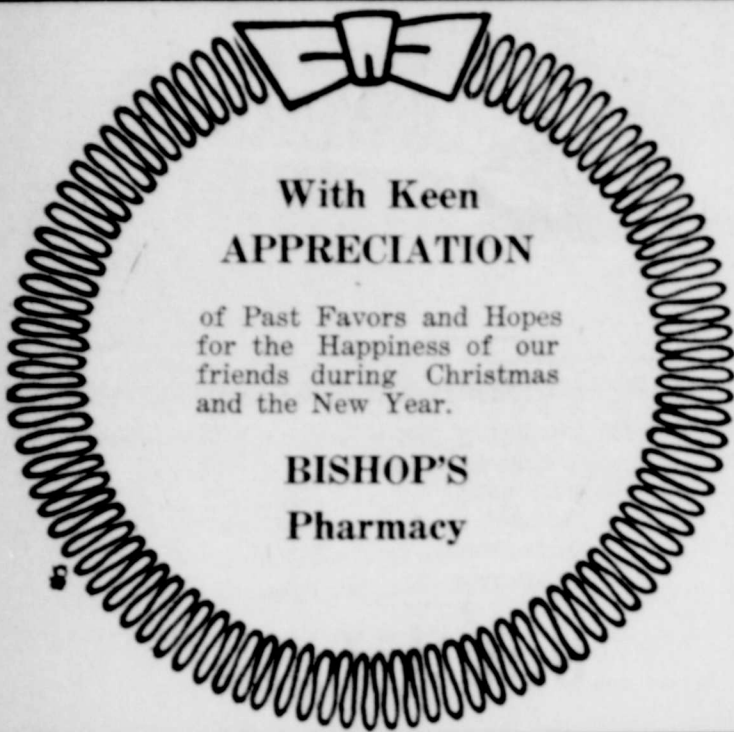
The Season's Cheer to Everybody

Because we are proud to number you among our friends we send you these Christmas Greetings. May this Christmas bring added pleasures of true health and happiness to every one of you.

May the coming New Year bring you every happiness, and the fullness of success reward your efforts in all your undertakings.

Roy Patton Dairy

"DRINK PASTEURIZED MILK FOR HEALTH"



AND BEST WISHES TO YOU FOR A PROSPEROUS NEW YEAR IS THE WISH FROM

Elliott's Appliance

LAMBERT SMITH, Manager
LILA McDORMAN, Stenographer
VERNARD BRISTOW, Service
ELBER EWING, Butane Truck Operator
T. J. RIGDON, Field Representative
MRS. GEO. BEEDY, Field Representative

Merry Christmas!



AS WE cannot see each of you individually to tell you our Christmas wishes, we must find another means. We want you to feel that this message is for you, personally, and we want you to believe us when we say that we are proud of your friendship and that our amicable association is tremendously important in our policy of service

WE PLEDGE anew our willingness to serve you in any capacity that may be your pleasure!

PIGGLY SUPER MARKET WIGGLY

WATCH Our WINDOWS For SPECIALS Next FRIDAY and SATURDAY



Christmas comes and reawakens the appreciation of happy relationships . . . rekindles the warmth of friendships made during the time it has been our privilege to serve you.

To those whose friendly support has contributed so greatly to our welfare, we extend our most cordial appreciation.

Best wishes for the Christmas Season and the New Year

Martin Dry Goods Company