

Christmas Greetings to All

Twenty Four Pages This Week

One of Floyd County's
Oldest Institutions

THE FLOYD COUNTY HESPERIAN

Most Widely Read
News Medium In
Floyd County

VOLUME 56

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, DECEMBER 22, 1949

NO. 47

Business Will Halt for Christmas-Time



As A Farm Woman Thinks

Nellie Witt Spikes
STAR-BRIGHT INTERLUDE
(By Anobel Armour)
The star was not like other stars;
It lay
radiance rick, across the scented
sky
and made a halo for a baby's head
ringed with fire, a lowly stable
bed.
Brighter were deep stars in the
mother's eyes
who was so young and yet so wond-
erful
than even this white star on heav-
en's rim;
because this warm night, her warm
arms cradled Him
who came to be the Saviour of the
world.
How, though, He nodded and his
fingers curled
against her breast. While as the
lull shepherds stood
and three kings found him beauti-
ful and good,
the star-light and among
the sheep
the slim madonna sang her child
to sleep.

MIRACLE OF CHRISTMAS

(By Angela Morgan)
It isn't the holly, it isn't the
snow,
It isn't the tree, or the firelight's
glow;
It is the flame that goes from the
hearts of men,
When Christmas love is abroad
again.
It is the great shining, so pure the
blaze,
Reaches beyond through the stel-
lar ways,
And this is the signal that makes
them know
We have hearths and homes and
their below.
Oh, gods and angels walk by the
stars
That stem from the earth on
Christmas night.

To my many friends who read this
column and for the newspaper folks,
who so kindly print it, these are my
very best wishes to all:
May every hour of Christmas Day
bring something you'll especially en-
joy and remember with pleasure.

When Christmas bells are ringing
And stars are in the sky—
When Christmas lights are burning
And holly wreaths hang high
To you the old, old greeting
Brings wishes for good cheer,
And happiness at Christmas
And through a glad New Year!

Wednesday's Market

Hogs	
200 to 270 lb.	\$15.25
Light Packer Sows,	\$13.00
Heavy Packer Sows,	\$12.00
Heavy Hogs, cwt.,	\$14.00
Under shoats, cwt.,	\$14.50
Hens	
Store Hens, 4 pounds and up	17c
Store Hens, under 4 lbs.	15c
and all Leghorns, lb.,	15c
Cream	
Butterfat, No. 1 lb.,	55c
Eggs	
Eggs per dozen, candled, No. 1	25c
Hides	
No. 1 Hides, lb.	10c
No. 2 Hides, lb.	8c
No. 3 Hides, lb.	5c
Grain	
Best bushel,	\$1.98
Wheat, cwt.,	\$2.00
Barley, cwt.,	\$1.70
Medium Midding	
15-16 basts lb.	20.22
Medium Midding	
15 basts lb.	27.92
Standard ton,	\$46.50

Burglars Make Good Haul At Oden Chevrolet

Burglars Saturday night made a successful break in to Oden Chevrolet company safe and made away with \$265 in cash, together with \$1290 worth of checks, after waiting out a tear-gas equipped strong box.

The yeggs made entry into the establishment through a back window where they broke a heavy pane above a fulcrum-type closing device which they jimmied. They entered the office through an ante-room. After the tear gas had escaped from the safe combination they moved the heavy equipment to the middle of the work shop and there emptied it of its contents.

Adrian Fields was the first to discover the burglary Sunday morning. Conner Oden, C. E. Pyffe, Ray Hopkins and others in the organiza- tion helped to clean up the litter after the Sheriff Leland A. Hart and deputy A. K. Mays reached the scene.

The yeggs escaped by the same window through which they entered, apparently, closing the win- dow after them. They dropped \$27.30 in small change as they left and this was picked up Sunday morning in nickels, dimes, quar- ters and halves.

Knocking the knob of the safe evidently set off the tear gas de- vice and a considerable bit of time elapsed before the safe was lifted from the casters and rolled to the work shop. The tumbler was driven in with a heavy hammer from the work bench of George Lee Allen.

The attempt to rob the safe was the first successful one in three tries. Early in June of this year yeggs attempted the job but gave up and fled when the tear gas attack started after the knob was knocked. The Saturday night suc- cess indicates the burglars were pre- pared to meet this situation.

The cash box with which the thieves fled the scene had checks in it on half a dozen banks in the area. All of these banks were notified Sunday and Monday to be on the look out for the checks to show up, C. E. Pyffe of the Oden firm said.

85.2 Per Cent For Marketing Quotas Here

Floyd county cotton farmers re- turned a heavy majority favoring cotton marketing quotas in voting last Thursday.

The farmer-conducted referendum was held at three places in the county.

The quota plan was favored 265 for to 46 against, representing 85.2 per cent for the plan. A two-thirds majority vote, nation-wide, was re- quired for the marketing quotas to become effective.

At Lockney Raymond Rucker, Robt. W. Smith and C. W. Mitchell conducted the election; at Cedar Hill Robt. Dunlap and Webb Taylor and at Floydada, W. M. Knight Roy L. Hale and John K. Holmes.

The vote by boxes:

total	Yes	No
Lockney	153	131
Cedar Hill	24	19
Floydada	132	115
Totals	311	265

No figures are available on the total number of cotton raisers who were eligible to take part in the referendum.

The figures were released by the office of Production Marketing Ad- ministration.

Party at McCoy on Wednesday Night

The McCoy community announces that a party will be given in the McCoy school house Wednesday, December 28 at 7:00 o'clock.

Everyone is invited to come and bring your dominoes and tables along with enough home-made candy for your family.

MARRIAGE RECORD

James Mannan and Geneva Mc- Curdy, December 15, 1949.

William Fred Martin and Kath- erine Hughes Smartt, December 16, 1949.

Boys and Girls of 4-H Clubs Party Guests

Around one hundred 4-H club boys and girls of Floyd county en- joyed a wonderful Christmas party given by sponsors and agents, Miss Leila Petty, home demonstration agent, Robert Gibson, county agent, and Mrs. O. G. Shearer, sponsor, Saturday night, in Fellowship Hall of the First Christian church. Many of the parents of the boys and girls were present for the evening of en- treatment.

Buena Mae Holmes led the sing- ing, accompanied on the piano by her sister, Dorothy Holmes.

Achievement Awards Given
The 1949 achievement awards were then presented to the follow- ing:

Citizenship award was presented to Jackie Gene Brock;
Gold star, Shirley Womack;
Leadership, Troy Lee McNeill;
Better methods electric, Troy Lee McNeill;

Girls record, Nita Jo Day; Can- ning, Nita Jo Day;

Talent club, Marlene Hollums, who won a trip to South Texas;
Dairy production, Don Pope and Billy Carmack;

Field crops, R. W. Smith;
Gardens, Jim Robertson, Patricia Spears and Naomi Allen;

Poultry, Buena Mae Holmes, Don Pope, Frances Allen and Weldon Pickens;

Farm safety, Troy Lee McNeill, Jo Mack Dunn, Jim Robertson, Wel- don Pickens and Olen Rapp;

Meat animals, Stanley Burleson;
Home improvment, Dorothy Hol- mes, Juanice Shearer, Mona Rae Williams and Hazel Wilson;

Dress revue, Joyce Nell Womack, Loretta Peugh, Juanice Shearer and Shirley Womack.

Three educational movies were shown to the group. Refreshments of apples and candy were served to all of the guests and the party was closed with the singing of Christmas carols.

Bruce still has another year of play left at West Texas and is ex- pected to be one of the greatest tackles the school has ever had.

Other Buffs honored on the list- ing were Charles Kitchens, Chil- dress end, first string; Weldon Bates, Childress guard, second team; and Charles Wright, Canyon tailback, honorable mention.

Coach Frank Kimbrough will lose only eight men from his 43 man squad this year. Indications point to a powerhouse eleven at the Pan- handle college next season.

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Rain, Blast of Winter Herald Cold Season



BRUCE WOMACK
Bruce Womack WTC
Tackle, Named on
Conference Team

CANYON, Texas—Bruce Womack, stellar junior tackle from Floydada, was honored by being one of four West Texas State Buffaloes placed on All-Border Conference selec- tions announced last week.

Womack, 200-pound rough and tough spudman, was placed on the second team of the Cactus loop. One of the most spirited hustlers on the Buff squad, Womack was a menace to opposing backs all season and helped open gaping holes for West Texas backs to plow through.

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Boreas blasted the high plains country beginning Wednesday morning to inaugurate the official calendar winter beginning at 10:30 o'clock last night.

Preceded by rains over this coun- ty Tuesday night temperature drops became pronounced by 10 o'clock Wednesday morning with the prospect of 12 - degree temperatures becoming effective this Thursday morning.

The storm period that is lashing this area is prospectively short-lived with indications of rising tempera- tures late today. Wintry weather of more serious proportions has en- veloped the plains area northward to the Dakotas, according to news reports.

All farming operations, except care for stock, were brought to a halt Tuesday morning by wet and cold. Most promising feature of the storm period for this county are the rain reports. These were gathered from practically all sec- tions of the county by The Hesper- ian, which found that cotton men are not displeased with the moisture fall and wheat men are highly gratified. Here are some of the re- ports of the precipitation of Tues- day morning, all in the form of rain.

Rains Heavier East
Tuesday night's rain has brighten- ed the prospects of many a wheat farmer in this area, breaking a long dry spell. As most of the cotton around has already been gathered, not much damage has been done to the cotton farmer, except around the lower part of the county, in and around Antelope. From two to three inches of rain was reported from that area, which proved to do much dirt to the cotton raiser. Mrs. C. A. Caffee reported from Dougherty that they had one inch and a quar- ter, with no damage there.

Mrs. A. G. Cardinal of the Pleas- ant Hill community said Wednesday morning that they had gotten about a half an inch or more moisture. The rain started around 10:30 p. m., she thought.

In the Lakeview community, ar- ound an inch of rainfall was re- ported and a little damage to the cotton and on this side of Lakeview Wayne Battey reported that on and around his farm, about 75 of an inch fell.

To the east of Starkey, Mrs. W. L. Davis said that they had gotten at least 75 of an inch without damage and G. H. Day, who lives west of Starkey reported from 50 of an inch to 75.

The rain in the Blanco commu- nity was three-quarters of an inch, Mrs. W. F. Daniel said, and Mrs. Clyde Bagwell of the Fairview com- munity, north east of Floydada, said that early Wednesday morning they had received 7 of an inch.

Walter S. Hanna of Harmony said that they had gotten about 25 of an inch. R. G. Dunlap of Cedar Hill reported 35 of an inch and J. A. Baxter of the Campbell com- munity said that they received 7 tenths.

In addition to the Christmas can- tata at the First Baptist church last Sunday night, directed by Mrs. Carl J. Muench, different departments of the Sunday School presented a Christmas program Monday night.

Program Last Sunday
The Nazarene Church was the setting for a delightful Christmas program Sunday, December 18, given by the children of the church. Sun- day night, the young people's group presented a program including Christmas carols.

First Christian and First Metho- dist choirs, directed by Miss Ruby Beville, gave a Christmas program in the Methodist church last Sun- day evening. In addition to the program, the Willson Fellowship, class of the Methodist church was entertained Monday evening at 7:30 with Christmas carols and a book review, "The Greatest Story Ever Told", which was given by Mrs. Jimmy Willson.

The Bible School of the First Christian church will present a Christmas program and tree tomor- row night at the church beginning at 7:30.

Cumberland Presbyterian church children presented the Christmas program for the church last Sun- day morning. The children showed much talent.

Christmas Program Tonight
A Christmas program including several short skits, readings and special singing is being planned for tonight at the Assembly of God Church. The program will begin at 7:30. Directors are Mrs. H. E. Smith and Mrs. H. M. Reid.

The pastor, Rev. H. E. Smith, extends a cordial invitation to the public to attend the program.

The rainfall fell the heaviest in the south and southeastern and to- ward the extreme northern and northwestern parts of the county. Sand Hill, Barwise, Muncy, Allmon, and down around Petersburg reports say heavy sprinkle of rain, just en- ough to make the ground wet.

Mrs. Spears of the Spears gin of Lockney, said Wednesday afternoon that they had received almost an inch of rain accompanied by a lit- tle hail, at Lockney and to the north of Lockney. She did not estimate how much the area lacked being through with cotton harvest, but she stated that they did have around 100 bales of cotton in the yard waiting to be ginned.

Herman Slove of the Paymaster gin of Aiken said they received only a gentle rain of about one half of an inch Tuesday night, starting around 10:00 o'clock. This did no damage to the cotton. He thinks they are just about 90 per cent through with ginning. He estimated they had around 100 bales of cotton on the yard to be ginned. Most of the cotton has been taken off the ground leaving around 1,000 bales waiting to be ginned.

Slick Road Wrecks Pick-Up
Slick roads incident to the winter- opening storm period Tuesday night were responsible for the injury of four Floydada girls, one of them hospitalized with a broken pelvis bone and another dismissed after many stitches were used to close cuts and lacerations about the face and head.

In the party returning from a basketball game at Paducah about 11 o'clock were Joy McCreavey, Billie Newberry, Christeen and Clara Mae Jones. They struck the slick road about six miles west of Matador in a pick-up driven by Joy McCreavey. The machine went out of control, turned over two or three times and came to a stop in the Matador pas- ture headed eastward. Joy McCreavey was thrown clear of the machine.

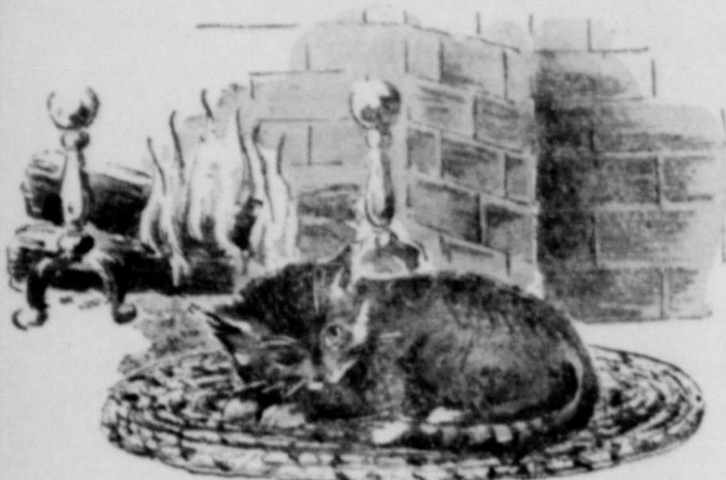
Passersby took the girls to a Mat- ador hospital and Billie Newberry was later taken to Peoples hospital here where x-rays indicated the broken bones. The Jones sisters also had cuts and bruises but were not seriously hurt.

Church School, Class Programs

As the years roll by, we realize more and more what it means to have the friendship of folks like you. That's why it is a pleasure to wish you and yours a Merry Christmas.



Patton Dairy



You will have a
MERRY CHRISTMAS

Won't you?

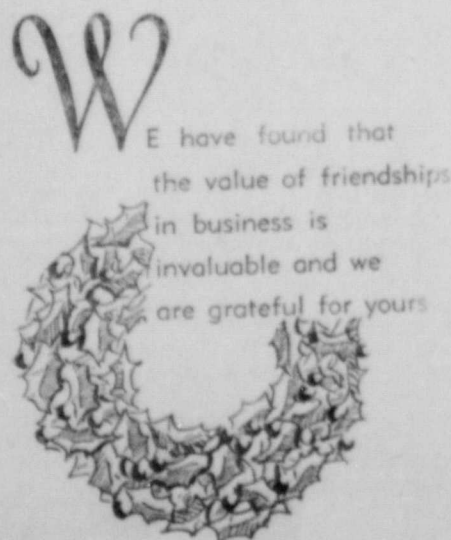
Lunch Box Cafe



To our Friends and Customers

Hotel Coffee Shop

We will be closed for repairs from December 24 until January 1.



**A JOYOUS SEASON
TO YOU**

Floyd Creamery

Cover Cushion Against Rains For Top Layer

If all the water in a 2-inch rain should be dumped on a field at one moment it would have power to lift a 7-inch layer of soil three feet into the air, a monstrous splash. The figure has been calculated by scientists of the Soil Conservation Service, U. S. Department of Agriculture. Actually such a calamity never occurs, says the U. S. Department of Agriculture. In most areas rainfall at the rate of an inch in 15 minutes is an extremely heavy and destructive rain and the total of the smaller splashes in such a rain can cause serious splash erosion. It is against the force of falling rain that the Soil Conservation Service is centering its efforts to keep a protective cover on the land at all seasons when beating rains are likely. More than 100 tons of soil per acre may be splashed by the heaviest rains falling on a bare and highly-detachable soil.

It is only in recent years that this type of erosion has been fully appreciated and the destructive results measured. Scientists and farmers have come to realize that the raindrop splashing which detaches particles of soil from the main soil body is a primary fact in erosion control and that it is not until the soil has been detached by the falling raindrop that the flowing water of the run off outside of rills and gullies can remove it from the field. Even if surface flow is checked by terraces and other conservation devices, an unprotected sloping field will lose over the years a greatly quantity of splashed soil.

The secret of controlling the erosion caused by the falling raindrop is the dissipation of the energy contained in it before it comes in direct contact with the ground surface," says J. H. Stallings of the SCS who is doing research along these lines. A plant cover, living or dead, can act as a cushion and break the impact of the falling drops. These cushions may include growing crops including grass and pasture, mulches applied for the purpose, or the remains of previous crops left on the surface.

BOYCE HOUSE "GIVES YOU TEXAS"

An anonymous poet wrote:
"I never see my pastor's eye;
He hides their light divine—
For when he prays, he shuts his own.
And, when he preaches, mine."

A while back, I was in the Marion Hotel in Little Rock, Ark., and recalled an incident that my friend, W. J. Barnes, now a noted attorney of Houston, used to relate when we first got acquainted in Eastland in the early 1920's when he was district attorney and I was editor.

Barnes was fond of saying that, although he did not get overseas in World War I, he was a member of the A. E. F.—the Arkansas Expeditionary Forces.

He was stationed in Little Rock and one day he was standing in the Marion Hotel lobby. Barnes is, and was, a big man. A farmer walked slowly around the big fellow in his officer's uniform and then drawled: "Young feller, if I was as big as you are, I'd go bear-huntin' bare-handed; it would be a waste of ammunition to take a gun."

William Cameron, Mineral Wells editor, says his favorite paragraph from the pen of the Index's editor of many years ago, Sam Miller, was: "The Inquisitive Idiot wants to know the difference between a cow chewing her cud and a girl chewing her gum. The answer is, The cow looks like she's thinking about some thing."

Why don't railroads put a sign with the name of the town on the side of the station next to the railroad track instead of just on the ends of the depot?

WEATHER WISDOM

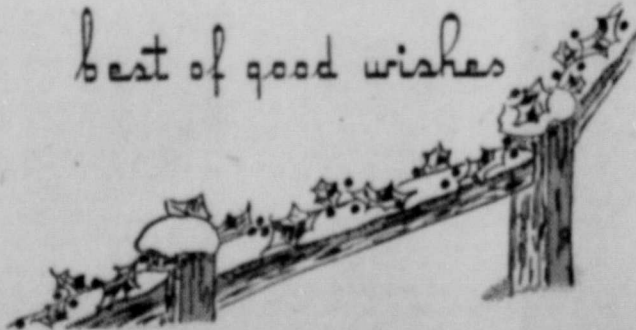
Storms follow the setting of a brilliantly white sun.
Red sunsets bring fine tomorrows.
Evening red and morning gray,
Two sure signs of one fine day.
A red sun has water in his eye.
Lowering smoke brings foul weather.
Creaking snow underfoot—
clear weather.

—Santa Fe Almanac

Trade winds always blow from an easterly direction toward the equator.

CHRISTMAS GREETINGS

and
best of good wishes



Floydada Bakery

Ten Rules in Cooking Fresh Vegetables

DENTON, Tex.—Time, fuel, flavor and food value can be saved by following a set of ten rules in cooking fresh vegetables say food specialists in the Home Economics department of Texas State College for women.

The same suggestions also can help conserve food value, retain natural color and flavor and make the more tasty.

1. Prepare vegetables for cooking just when ready to cook.
2. Start cooking vegetables in a minimum amount of boiling salted water.
3. Cook vegetables whole (perhaps in jackets), or in as large pieces as possible to avoid exposing too much surface to water and air.
4. Cook in a covered utensil at simmering point.
5. Raise the cover and stir only when necessary.
6. Shorten the cooking time to have vegetables just tender.
7. If any cooking liquid is left, serve with the vegetables or use in soups and sauces.
8. Refrain from holding foods hot for long periods of time.
9. Cook frozen vegetables before they thaw.
10. Make raw salads or slaw at the last minute.

SNAGGED SENATOR'S NYLONS

Maine's Margaret Chase Smith (R.), the Senate's only woman member, last week won, by special dispensation, something denied her male colleagues—a reserved seat in the Senate's temporary chamber, says Pathfinder news magazine.

Mrs. Smith appealed to Sergeant at Arms Joe Duke for relief after she had snagged a score of nylon hose on the rough edge of the Senate chairs.

Duke, always equal to any emergency, sent one of the chairs to the carpentry shop and had the rough edge polished down to a satin smoothness. Now, with Mrs. Smith's name place attached, the chair is hers, by priority and unanimous consent.

CRAZE SWEEPS NATION

In fraternity houses, on dormitory steps, at Hi-Y meetings and at the corner drug store, the plunkity-plunk was swelling last week into a bigtime revival of the oldtime "uke" of the Roaring Twenties, says Pathfinder news magazine.

It was in Los Angeles last fall that the craze first showed signs of starting over again. In the East, it was given a boost by TV's ukulele-strumming Arthur Godfrey. By summertime, music shops were swamped by youngsters snapping up ukes as fast as shipments came in.

Ukulele manufacturers, in an effort to meet the sudden demand, will put 300,000 instruments on the market this year, biggest output since the peak year of 1925 when more than a million were sold.

Chester, common ending for English town names, comes from the Roman word castra meaning camp, since many were originally Roman camp sites.

Wyoming granted women suffrage in 1869.



SEASON'S GREETINGS
WITH REGARDS AND
BEST WISHES TO ALL

RICE
Radio Service

MERRY
CHRISTMAS



R. C. HENRY

Distributor for Products of Continental Oil Co.
Floydada, Texas

HESPERETTE

Edited by Pupils of Floydada High School

EDITORIAL

RUDOLPH THE RED-NOSED REINDEER

How many times in the last week have you heard the song and story of Rudolph? Rudolph was the little reindeer who, because of his big red nose, was different from all the rest of the reindeer. He was very much ashamed because he was different and sat around and cried all the time, which made his nose all the redder. Then one day Santa Claus discovered Rudolph. Santa had been needing someone to light the way for his reindeer, and Rudolph was just the one. So he went along with Santa and was so happy that busy he just did not have time to sit around and mope about his big red nose anymore.

All this may seem rather silly to some people, but isn't it true? Are there students right here in F. C. S. who grumble and mope because they can't be more like "so and so"? All their wishing only makes it worse. These "Rudolphs" should be proud of their differences

because they make them extra special. They have a special place and an important part to play in activities the same as "so and so". Maybe they can't live at the North Pole and lead reindeer through the sky on Christmas Eve, but if they will only stop wishing and start working they will find their place.

Guess Who?

Blond hair, blue eyes, plays basketball, very cute, real tall, quiet, bashful, likeable, popular.

Brown hair, blue eyes, hubba hubba! Popular, sweet smile, a class favorite last year, small feet, belongs to band.

Answers next week.

IN SYMPATHY

The students and faculty of Floydada High school wish to express sympathy to Mr. Barber and to Lucella, Herbert, Hershel and Sherman Irwin at the death of their respective fathers.

May God bless you and comfort you in your sorrow.

Our office will be closed Saturday, December 24, at 1:00 p. m. and all day Monday, December 26.

KIMBLE OPTOMETRIC CLINIC

Dr. J. W. Kimble

Dr. O. R. McIntosh

Optometrist

With Cordial
Good Wishes
for a
Merry Christmas



O. K. CAFE

What Do You Want For Christmas ? ?

Nell Reddy—Sweaters.
Dale Roberts—A pretty girl like Sammye.

Billie Chowning—Suede jacket and have my wishes come true!

Grayce Muncy—A black Pontiac convertible filled with good-looking boys . . .

Peggy Collier—I'll just go with Grace.

Dorothy Bshop—A big, big, black panda doll.

Velma Briggs—My two front teeth!

Gleba Ratjen—A sky blue cadillac convertible.

Trois Muncy—Want to be glamorous like Betty Grable and have a picture of Ken.

Joy McCravy—A brunch coat and pajama set.

Mary Plumlee—Suede jacket with a whole big bunch of fringe on it.

Lane Snodgrass—A new car with driver's license and Billee to hurry back from Strawn.

Billee Newberry—A green cadillac and a hair ribbon wrapped in red paper with a white bow, and lots of fun.

Meri Young—Go to Lubbock with Don and have lots of fun.

Sammye Shultz—To be happy—for a change!

Don Pope—Want to go some—(like Amarillo)?

Molly French—A boy 5 feet 11 inches with black hair, blue eyes, and dimples.

Jimmy Hammonds—To get my term theme finished.

Jimmy Powell—A new watch band.

Mack Dunn—A new belt.

Floyd Fuqua—Some help on my Algebra.

Guy Roy—Pair of shoe strings.

Loene Williams—Some brains.

Clara Jones—A fur coat and a new car.

Katie Collier—New black cadillac convertible.

Floy Jackson—Oh! Nothing.

Janet Lloyd—A suede jacket.

Loy Lee Trice—A new car.

Del Turner—Two bits worth of anything.

Jane Johnson—Suede jacket and a package that will not fit in Leroy's car pocket.

Genelle Norman—Well, a suede jacket and a cameo ring.

Pat Hennessee—an "A" on my term theme.

Sherwyn Fyffe—What Bill gives me.

Betty Laminack—A boy friend.

Joy Bunuch—Stay at home for a change. But go with Bill.

DE QUACKER

Well, after a very nice football banquet every thing should be back in order again, but is it, that is the ask? ? ?

Did my eyes really see straight when I saw Dan Hagood with Shirley? A very cute couple. Keep up

the good work. . . .

Peggy and Katie should have had a wonderful time afterwards because just look who they were with, Fred and "T".

Why was Mary Alice so happy when she came home from the banquet, could it have been because she was with David? But was Genelle with him later? ? ? ?

What will Bill Johnston say about this, Genelle? ? ? ?

Will Jr. be left out in the cold, since James Finley is home for Christmas? ? ? Or will Chris be true blue? ? Good luck Jr.

John and Sammie make a cute couple, don't they? ? Too bad that Sammie was sick and couldn't have a much better time. . . . Sammie is Genelle moving in while you are sick? ? ? Who does John have a date with to the Christmas formal?

Billee, if I were you I wouldn't stand for Jimmy to go to Foard county over the Christmas Holidays?

Is he going down to have Christmas with his family or to see Myria Don?

I wonder just who is going with Melvin Robertson when he comes home Wed. Jennie or Mary Alice? ? You had better be careful, Rob!

Grace and Arlen seem to be getting along pretty good these days, may you have the best of luck. . . .

Jerry, you had better watch some certain boys from out-of-town. Billee might take a notion to see just what they would be like to go with. . . .

Jane, could it be that you just like white Mercurys or is it the boys from Silverton that drive it? ?

Boy, do I know the Christmas gifts that different people are getting, would I be a meanie to tell some of them? ? But I like surprises and maybe you do too, so just wait and see what that certain boy is giving you or what that pretty girl is going to give you. . . .

Bettye, did I see Leonard home over the week-end? ? ? I believe I did but I don't believe that I saw you with him? ? ?

Well, well Joe Richard Noland and La Jauna McAda were talking love words in the 7th period study hall the other day. What about this? ?

Why has Trois changed her mind about going to W. T.? Could it be some one she met at Tech? ?

Anita Tooley is having tough luck with Carolyn. Could it be because she is taking Cecil away from Anita? I wonder if Anita will give up her other boy-friends to get Cecil? ? ?

Doesn't look as though Sammie V. is waiting for Randel Handley to get home. She was doing O. K. when I saw her last Friday and Saturday night with C. M. Norris.

Maybe Lee H. thinks she can get Randel on the rebound now. She sure has been trying to get him away from Sammie.

Well, well if LaJauna McAda can't (See De Quacker) next page)

INSURANCE

Fire, Windstorm, Extended Coverage, Automobile
Surety Bonds
1923 to 1949

E. P. NELSON AGENCY

WHEN IN NEED OF

Fire, Hail And Tornado Protection

On your property, see me for a Farmers Union Mutual Insurance Policy. Adjustments made promptly.

Also soliciting your listing on Farm and City property, and anything you have to sell.
311 West California St. Phone 373-J

E. C. KING

APPLES, per bu. **\$1.25**

Pink Grapefruit, per sack, **\$2.25**

We Are Planning An Expansion Program For 1950

And Offering Our Present building and warehouse for sale or long-term lease.

D. W. FYFFE SEED CO.

Phone 91



Badgett & Probasco Radiator Service



**"A VERY MERRY CHRISTMAS
and a
PROSPEROUS NEW YEAR"**

**SOUTHWESTERN
PUBLIC SERVICE
COMPANY**

25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



— And the wish of the entire personnel at Oden Chevrolet Company that this may be a Holiday Season of Happiness for all our friends and Customers.

**ODEN
CHEVROLET
CO.**

HESPERETTE DE QUACKER.

(Continued)

get Cliff Ware, she will settle for Bob Durham!

Wayland Jones and Carolyn McDonald seem to be teeing off just grand. He appears to be the only one on her line now. Ain't love just "Peachy"?

Who is this little girl Bob Hargis is sending love letters to? ? ?

The Foster twins were really excited over the McCoy Ramblers in assembly Tues. Billy Joe can sing pretty good, can't he? ?

Alvin S. and Beverly T. were really enjoying themselves back stage Tues. Maybe we should have ensembles more often.

John Moss sure seems to be the lucky one because he is going with Genelle to the Christmas Formal. What is Bill going to say about this? ? ?

Duane and Ima Nell sure do have a lot of fun in Eng. III. Could be a new romance no doubt.

It seems that Jerry really loves Billie, Billie, how does it stand with you, or do you still think Plainview is about tops?

Wayne R. with your looks and personality you should be able to get just about any girl you wanted. Look around and see what you are missing.

Leroy make up your mind. Is it Jane or is it Doris? Both of them are cute but you had better decide before they get together and decide to quit playing ball with you.

True Blue is Joy. While in Lubbock Joy was lonesome and blue for Bill, but it seems that she stayed true. That's the way to have these true loves.

Keep up the work kids.

When a boy gives a gal the nicest present on earth, besides himself, that is true love. Jimmie S. seems to have given Hazel a watch. That's the way to hold these women.

Dale Roberts better make up your mind. First its Jean Porter in play practice, then its Virginia Morris. Then Sunday in the show it was Ruth Maxey.

Although we will be out of school for the next paper, if everyone will help just a little, I will still have my paper out for the enjoyment of the people.

Candid Camera

A very pretty brunette about 5 ft. 2 1/2 inches tall with sparkling brown eyes sitting in the football queen's royal chair with a flowery crown upon her head poses for our Candid Camera's outstanding picture of the week. The brunette who hit the innocent little town of Floydada on December 11, 1933, like a big cyclone is none other than the peppy little gal known as Joy McCravery.

Picture shows, slumber parties, swimming, pecan pie, fried chicken, having a big time, levis, pretty shirts, friendly people, horses, and blue eyes are just what Joy ordered. Her biggest weakness is "Handsome" men!

Joy was never in all her seventeen years of living so thrilled as when Polly told her she was the '49 football queen.

After much prodding Joy finally revealed her pet peeves as being hateful conceited people, celery, studying, cold, windy weather, boys that bleach their hair, and driving Polly's car.

Like everyone Joy has one great ambition, that is to get married, raise a fine family and live in the sunny state of California.

The handsome guy she sees in her dreams everynight is 6 ft. tall, weighs about 180, has a good physique with dark curly hair and ice blue eyes. Is real sweet with a nice personality.

Joy loves to skip classes and she says her worst habit is using foul language.

She has a passion for the lovely song "I Can Dream Can't I" and the best show she's seen is "She Wore A Yellow Ribbon" starring Shirley Temple.

Joy just likes all her teachers, and she's partial to her typing classes.

McCravery's favorite sports are football, basketball, and volleyball. Red and blue are her favorite colors.

Among her many accomplishments Joy was elected Jr. queen; she served as F. H. A. president of '48 and as a member of the Pep Squad. She was also sec-treas. of her junior class.

To begin Joy's perfect day she and her ideal boy would saddle up a pair of Palomino horses and take a good ride in the early morning. Then they'd go swimming in Joy's pool till noon. For lunch they'd eat fried chicken, gravy, cream potatoes, fresh spinach, pineapple salad, hot rolls with butter, ice tea, and ice cream with pecan pie. Joy would relax after lunch until her ideal boy would pick her up in his green, Lincoln convertible to go skating till 4:30. About 4:30 she'd hobo aboard an airplane and fly to Austin to see the basketball state play off. Then she and her ideal boy friend would go to some swanky nightclub to eat a delicious steak supper. They would catch a plane home just so Joy could go to Sherwyn's slumber party, kick up her heels, and have a wonderful time.

Here's wishing you, Joy a sweet girl with a sunbeam smile, all the luck and happiness this old world can offer.

Assembly Program

The assembly program December 13 was given by Mr. Foster. The skit of teachers opened the program. The students who impersonated them were the following:

Don Pope—Mr. Foster; Grayce Muncy—Miss Cline; Jean Friske—Mrs. Thomas; Jackie Hutchinson—Mr. Kattner; Joy McCravery—Mrs. Cardinal; Ray Cook—Mr. Baker; Don McGuire—Mr. Graves; Joy Bunch—Mrs. Graves; Doral Young—Mr. Barber; Mary Plumlee—Mrs. Jones; Dorothy Bishop—Miss Sweep-

Football Banquet For '49 Is History

Floating footballs, Varsity Vics and Kampus Katys (miniature cheerleaders and football players), "Jesty Pins", photographs of our '49 Whirlwind team lining the walls, delicious food, and colorful green and white decorations of crepe paper were the outstanding features of the annual football banquet of the 1949 season held Saturday night, December 17, in the Floydada High school cafeteria.

The green peppers with clever decorating dressed the cafeteria in the gay school colors. On the tables were placed green and white candles, place cards, plate favors, and attractive center pieces.

The program began with the invocation given by Superintendent I. T. Graves. The crowning of the football queen, Joy McCravery escorted by Bobby Finley came next. Mary Plumlee, escorted by David Willson, and Peggy Collier, escorted by Junior Perry, were the queen's attendants. The queen was seated on her throne; Coach L. F. Gresham crowned her and presented her with a gold engraved football, a gift from the Whirlwinds. The center piece for the queen's table was a big picture of the captain and co-captain and a heart made of plastifoam covered with tiny mums with the letters J-O-Y written in green letters across it.

Peggy Collier gave the toast to the Whirlwinds followed by the response given by Bobby Finley. Miss Ruby Lee Bevil arranged the music for the evening consisting of two Christmas songs, "Silent Night" and "White Christmas" sung by eight pep girls. After the delicious meal was served, Sherwyn Pyffe introduced the guest speaker, John B. Linn (Uncle Jay), radio entertainer from K. G. N. C. Amarillo, and his wife, Mrs. Thelma Linn. Uncle Jay gave a very interesting talk which everyone thoroughly enjoyed.

Announcement of the '50 captains—Wayne Robertson—Captain; Aubrey Guthrie—co-captain; was given by Junior Perry.

Mary Plumlee announced the '50 cheerleaders as Meri Young, head leader; Katie Collier, and Ann West. Ending an unforgettable and very enjoyable football banquet, all those present stood and sang the beloved school song.

Hubert Ring—Coach Gresham; Walter Anderson—Mrs. Johnson; Beverly Thomas—Mrs. McMullan; Earl Robertson—Coach Read.

The McCoy Ramblers played several numbers.

A radio quiz, Truth and Consequences, was conducted with Arminia Berry as master of ceremonies. The contestants were Shirley Womack, Fern Patterson, Carolyn McDonald, Mack Hickerson, Denny Smalley, and Adrain Helms. The advertising announcer of the radio program was Don McGuire.

The Foster twins sang, "Santa Claus Is Coming To Town" and "Temptation."

Several magic tricks were performed by Junior Perry, Bob Finley, and Loy Lee Trice with Bill Jones announcing what they were doing. Beverly Thomas and June Ware sang, "Star of the East", accompanied by Mrs. Christensen on the piano.

Trois Muncy and Joy Bunch played "I Never See Maggie Alone" on their saxophones accompanied by Dorothy Bishop at the piano.

Ima Nell Jones was the announcer for the program with Ruth Rigles director of the skit of the teachers.

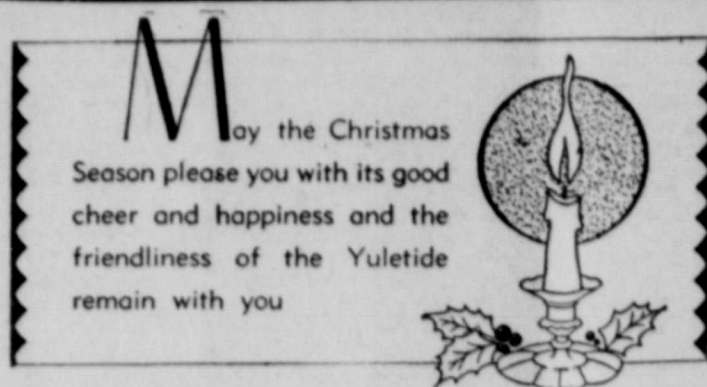
The program was enjoyed by all.

"Do you know what? Big balls in cow town."
"Gah-u-ly!"
"Fair to middleen."
"Just soon to as eat a bug!"
"Yeah-fun."
"What cha doin'?"

IN APPRECIATION

The 1949 Pep Squad girls and leaders wish to extend their sincere appreciation and thanks to two grand sponsors—Mrs. Polly Cardinal and Miss Doniece Cline—for devoting their time in helping to make this year's pep squad a good one.

We will always remember the many times you gave us a helping hand and the many things you did for us. Thanks so much. We love you both.



CHOCOLATE COVERED	1 Lb. Box
CHERRIES,	49c
DELICIOUS	Pound
APPLES,	12c
OCEAN SPRAY	Can
Cranberry Sauce,	17c
BRIMFUL FANCY, Whole	Large Can
Sweet Potatoes,	23c
WAPCO	Bottle
CATSUP,	17c
BRIMFUL	QUART
PICKLES,	32c
COCONUT,	4 Oz. Box
PEACHES,	18c
BRIMFUL	No. 2 1/2 Can
PINEAPPLE,	24c
SLICED	No. 2 Can
POTATOES,	32c
WHITE	10 Lb. Bag
JELLO,	49c
WILSON'S CERTIFIED	3 Boxes
HAMS,	25c
CUDAHY OR WILSON	Half or Whole
Bacon Squares,	59c
Sliced Bacon,	Pound
	29c
	Pound
	49c

WESTER & SON GROCERY & MARKET

Phone 287

We Deliver

TO OUR FRIENDS AND CUSTOMERS

We have enjoyed our stay in Floydada, and our daily contact with each of you in and around Floydada.

We have sold our stock of merchandise to the Foote Butane Co. Mr. Foote will continue to offer sales & service on Servel refrigerators, Bendix Automatic washers, Roper ranges and Deepfreeze homefreezers.

May we take this opportunity to wish you a Merry Xmas and a Happy and prosperous New Year.

Thank you for your patronage and kindness.

Mr. & Mrs. J. A. Currie

IT'S NEVER TOO LATE AT PENNEY'S

LAST MINUTE SHOPPERS' GUIDE

SANTA CLAUS will be at Penney's Thursday Night and Friday night from 6:30 to 8:30. Come to see him and bring the children.

NYLONS FROM PENNEY'S
WORLD OF THRIFTY GIFTS

... top choice of millions of fashion-wise, budget-smart women! The perfect gift for every lady on your Christmas list! Penney's wonderful Gaymodes! Full fashioned 51 gauge, 15 denier luxury sheers with reinforced tops, heels, and toes for extra long wear! In smart winter tones of Acorn, Butternut, Chestnut, Hickory Smoke, and Nut Brown. Sizes 8 1/2-10 1/2.

Women's Nylon Gowns, \$5.90	81 x 108 Colored Sheets, \$2.79
Women's Nylon Slips, \$3.98	Cases to Match, each, 59c
Girls' Rayon Pajamas, \$2.98	Cannon Guest Towels, Box of Six Pastel Huck Towels, \$1.69
Sizes 2 to 16	Bath Set, \$2.98
Little Girls	Bedroom Rug, Generous Size, \$4.98
Plastic Aprons, 79c	



FOR HIM

Men's Unlined Dress Gloves,	\$3.00
Men's Lined Dress Gloves,	\$3.00
Men's Nylon Ribbed Socks,	79c
Men's Rayon Socks,	49c
Boys' Sport Socks,	39c
Men's Pajamas, Slip-over or Coat Style,	\$3.98
Boys' Flannelette Shirts, Solids or Plaids, sizes 6 to 16	\$1.79

STORE WILL BE CLOSED
MONDAY, DEC. 26

MERRY CHRISTMAS TO ALL

MAY OLD SANTA REMEMBER YOU WELL

We hope the old gent just brings loads and loads of nice things to make this the happiest Christmas of them all.



Hull & McBrien



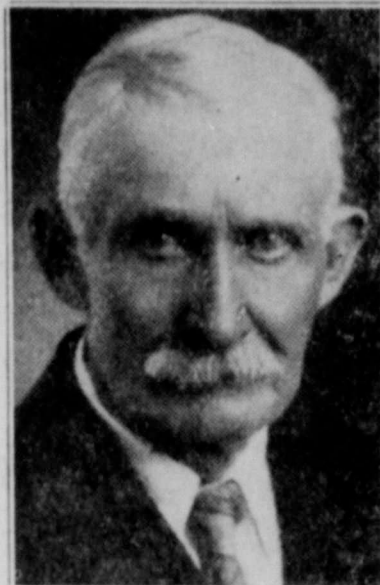
STEWART'S CLEANERS



As the Christmas bells ring out to herald the approach of another Yuletide, we are reminded of the many pleasant associations enjoyed during the past year. In appreciation of your friendships may we extend our very best Christmas Wishes.

Orman's Grocery & Market

Mr. and Mrs. R. C. Bennett Celebrated Their 60th Wedding Day at Homestead Near Lockney



MR. AND MRS. R. C. BENNETT, OF LOCKNEY

LOCKNEY—Ten years ago Mr. and Mrs. R. C. Bennett observed their golden wedding anniversary in December, and this year of our Lord 1949 found them still at the same home they founded nearly sixty years ago in Floyd county and observing their sixtieth wedding day.

Their farm home three miles southwest of Lockney was the scene of both observances, ten years apart, and their children and grand children joined with them in the event on the occasion this year in much the same manner, but with increased numbers, as they did in 1939.

The 60th wedding anniversary was celebrated on Sunday, December 11. The Bennetts were married December 19, 1889, in Hill county, Texas, but in June of the following year came to Floyd county and bought the place they now live on. All but these first few months of their married life have been spent on the same place.

The Bennetts bought the section of land which forms their homestead with a down payment of \$75. It was owned by an old bachelor who had filed on the place in the hope that Lockney would be selected as the county site. When Floydada was selected as the site he became discouraged and was ready to sell his claim. A drought had struck the area and the Bennetts bought the place for \$1 per acre, complete with a well and a sodhouse seven years

before building a home. Another celebration in connection with the wedding anniversary was Mr. Bennett's birthday. He was 90 years of age on December 19. He spends considerable time at Mineral Wells. The Bennetts have extensive farming and ranching interests in this area.

Their eight living children include Mrs. Barney Manning of Lockney, Irving Bennett of Lockney and Davis, Oklahoma, Mrs. Burton Thornton, South Plains; Virgil Bennett of Lockney; C. K. Bennett of Clovis, N. M.; Mrs. E. R. Bryant, Fountain, Colorado; Faye Crawford of Dallas; Heston Bennett of Decatur. Three children are deceased. There are 22 grandchildren and 16 great grandchildren.

Alex Norris' Mother Died at Crowell

LOCKNEY—Mrs. S. L. Norris of Crowell, Texas, mother of Alex Norris of Lockney, passed away December 2 at the home of another son, S. E. Norris in Crowell where she had made her home for the past several years.

Funeral services were held at the church of Christ in Crowell Tuesday, December 13 at 2:30. Those attending from Lockney included Mr. and Mrs. Norris and daughter Virginia, and Mr. and Mrs. W. W. Miller and Vincent Felty.

Mrs. Norris was born S. Louise Farris January 4, 1862 at Smithville, Texas. She was married to John W. Norris in 1881. Nine children were born to the couple. Survivors include four sons, Alex of Lockney, Ed and S. E. of Crowell, Will of McGargle, one daughter Mrs. Johnnie Summer, Hamilton, fifteen grandchildren, eighteen great grandchildren and four great-great grandchildren.

Mrs. W. W. Miller of Lockney was a granddaughter and Vincent Felty was a great-grandson of Mrs. Norris.

INFANT SON DIES

Graveside services for Donald H. Mann were held in the Floydada cemetery Sunday afternoon at 3 p. m., with Elder Alfred Waller officiating.

Donald, the infant son of Mr. and Mrs. R. T. Mann of the Barwise community, died five hours after birth Saturday, December 17 in Pitts hospital.

He is survived by the parents, one brother, Gregory Rex, one sister, Monica Ann and both grandparents.

Interment was made in Babyland in the Floydada cemetery, directed by Harmon Funeral Home.

Largest reptile in the U. S. is the alligator.

To Relieve
Misery of
COLDS
take 666
LIQUID OR TABLETS - LONG LASTING RELIEF

RUTLEDGE
Oil Company

WHOLESALE
PANHANDLE
PRODUCTS
Phone 68

A Very Merry Christmas

MAY IT BRING MUCH
HAPPINESS TO YOU
AND YOURS

Arwine Drug Company

ate in order to pass certain reconstruction measures. They appealed to the people of Nevada to join the Union and cast the deciding votes.

Their appeal was successful, and on October 31, 1864, President Lincoln officially announced the acceptance of Nevada as a new state.



Plains Coop Inc.
Floydada



Wrapped up in our greeting is all the unspoken appreciation for your patronage during the year.

Closed All Day Sunday and Monday
December 25 and 26

CURLEY'S CAFE

JUST AN
OLD - FASHIONED

MERRY CHRISTMAS

And

HAPPY NEW YEAR

Lyndale Farm Dairy Store



From Christmases past there are remembrances of associations with loved ones and friends . . . of tokens of esteem from those about us . . . there have been Christmas festivities . . . family reunions . . . religious worship . . . the joy of giving . . . and the happiness that comes from being remembered. These and many others are the impressions that make Christmas meaningful and joyful.

It is our sincere wish that you may enjoy every one of these blessings this Holiday Season . . . that the Christmastide this year may be the most impressive of them all.

Merry Christmas, all !

G. C. TUBBS INSURANCE AGENCY

DO YOU HAVE COTTON ON THE GROUND

We have two loaders, with ten bale per hour capacity. Will load any time — any place.

BARWISE GIN

Phone 736 W-2



Compliments of the
Christmas Season

May all the joys and pleasures of the Yuletide be yours in this Christmas.

And May the New Year be one of Abundant good Health and good Fortune.

H. M. McDonald
HARDWARE

**WE WILL CLOSE FOR CHRISTMAS
ON SATURDAY, DECEMBER 24
AT NOON**

**AND BE READY TO GIN AGAIN ON MONDAY
MORNING, DECEMBER 26 AT 7 O'CLOCK**

We would like to express to our customers our sincere appreciation and thanks for the nice business you have given us. We surely appreciate the patience and courtesy shown during the rush season.

It has been such a nice ginning season all the way. Even the weather man has helped with perfect weather.

We are wishing for all our friends a very joyful Christmas season and a happy new year filled with Health, Happiness and Prosperity.

DAVIS GIN
FLOYDADA, TEXAS

SOCIETY.

Buffet Supper Given by R. E. Employees for Large Group Friday

The employees organization of the Floyd County Rural Electric Cooperative, Inc., entertained their families and the directors and their families with a buffet supper at the headquarters building, Friday night, at 7:30 p. m.

Turkey, dressing, and giblet gravy, furnished by the employees was supplemented by covered dishes of food brought by those attending. Mr. and Mrs. W. A. Ricketts of Lubbock were guests. Mr. Ricketts was guest speaker, he is field representative of the R. E. A.

Mrs. Bill McNeill and son Troy Lee of Floydada, were guests too. Troy Lee was 4th place winner in the better methods electric state contest.

Visiting and games of "42", canasta, and rummy, were enjoyed until a late hour.

Those attending were: Mr. and Mrs. T. T. Hamilton and daughter Wilma; Mr. and Mrs. L. W. Chapman; Mr. and Mrs. Melvin Henry; Mr. and Mrs. Glenn White; Mr. and Mrs. Carl Lewis; Mr. and Mrs. Wyle Rogers; Mr. and Mrs. Rainer and daughter Shirley Ann; Mr. and Mrs. K. L. Gregory; Mr. and Mrs. Arthur Womack Jr.; Mr. and Mrs. Edwin Pollan and daughter; And Mr. and Mrs. W. A. Neff; Mr. and Mrs. O. A. Neff; Mr. and Mrs. George White; James Maricic; Paul Tucker; Mr. and Mrs. W. E. Grimes; Mr. and Mrs. Mal Jarboe; Mr. and Mrs. J. C. Ginn; Mr. and Mrs. Walter Patterson of Plainview; Mr. and Mrs. Lee Trice and son Loy Lee; Mr. and Mrs. A. M. Battey; Lyle Donovan; Mrs. J. H. Buchanan; Mr. and Mrs. Will Taylor and son; Mr. and Mrs. Harry Morchel; Mr. and Mrs. J. C. Covington; Dick Shackleford; Mr. and Mrs. W. A. Ricketts; Mrs. Bill McNeill and son Troy Lee.

Gullion Anniversary Happy Event as Many Join in Celebration

Beautiful weather with clear skies and mild climate aided in making Sunday afternoon one of the happiest occasions in the lives of Mr. and Mrs. John N. Gullion. The day marked the celebration of their golden wedding anniversary.

Old friends and new visited at the family home at 222 West Kentucky street during the day, bringing words of congratulations and gifts to the honored couple.

Gold and white was used in decorating the reception rooms. The dining table was laid with lace cloth and centered with a three-tiered cake with 50th Anniversary decorations in gold and white. Mrs. Duncan Hollums, Mrs. Henry Love, Mrs. P. L. Orman, Mrs. W. M. Spears and Mrs. Hal Thomas assisted in serving the guests.

Mrs. John Smith, youngest of the three children and the former Edna Mae Gullion, was the only child present. Telephone calls from the other two children, John E. Gullion of Tulsa, Oklahoma, and Mrs. Annie Ruth Nelson of El Cajon, California, to their parents made the day complete for Mr. and Mrs. Gullion. R. W. Smith, the only grandchild was present for the day.

Cousin John Sends Pecans
Mr. and Mrs. Gullion were married on December 20, 1899 and have been residents of the county since June, 1921. He retired from active business four years ago from the Gullion Tire Service.

Among the gifts received by Mr. and Mrs. Gullion was a five-pound box of shelled pecans from his cousin, Ex-Vice President John Nance Garner from his home at Uvalde, Texas.

Guests who registered were Mr. and Mrs. Ivan Bagwell and children, Milton and Nelda of Dimmitt; Mr. and Mrs. Henry C. Ford, Lockney; Mrs. W. S. Holloman, Joy and Edith, Ann of Slaton;

Mr. and Mrs. L. A. Sargent, Mr. and Mrs. Duncan Hollums, Mr. and Mrs. Clinton Pyffe, Mr. and Mrs. Conner Oden, Mr. and Mrs. V. H. Boteler, Mr. and Mrs. Fred Cardinal, Mr. and Mrs. Jack Burleson, Mr. and Mrs. Menard Field;

Mr. and Mrs. Earl Edwards, Mr. and Mrs. W. A. Shaw, Mr. and Mrs. S. H. Wright, Mr. and Mrs. J. M. Daniel, Mr. and Mrs. L. T. Hickerson, Mr. and Mrs. George Smith, Mr. and Mrs. P. A. Denison, Mr. and Mrs. G. N. Shirey;

Mr. and Mrs. Poyner Roberts, Mr. and Mrs. Ross Henry, Mr. and Mrs. Emmett Hinson, Mr. and Mrs. Henry Love, Mr. and Mrs. W. C. Collins, Mr. and Mrs. J. D. Cleveland, Mr. and Mrs. P. C. Harmon, Mr. and Mrs. E. I. Durham and Sue;

Mr. and Mrs. W. H. Foster, Mr. and Mrs. C. L. Berry, Mr. and Mrs. A. M. Battey, Mr. and Mrs. Henry Willis and Rena Mae, Mr. and Mrs. Hal Thomas, Mr. and Mrs. W. D. Johnson, Mr. and Mrs. Will Snell, Mr. and Mrs. W. D. Newell, Mr. and Mrs. W. M. Spears;

Mr. and Mrs. Bob Smith, Mr. and Mrs. S. W. Ross, Mr. and Mrs. Finis Holland, Mr. and Mrs. Ben G. Morton, Mr. and Mrs. A. F. Waller, Mr. and Mrs. Fred Battey, Mr. and Mrs. Mark Martin;

Mrs. A. E. Guthrie, Bob Owens, Carl Rodgers, Fred Lambert, H. O. Cline, J. E. Daniel, Mrs. G. R. May, George Reid May, E. L. Cornwell, Mrs. Julia Moss, Mrs. Arthur Stewart, Mrs. P. M. Felton, Mrs. D. D. Shipley, Mrs. L. H. Newell, Mrs. E. C. Henry, Mrs. W. E. Walker, S. N. McPeak;

Mrs. Jess Brown, Mrs. W. F. Bishop, Mrs. J. W. Freeman, Mrs. R. C. Powell, Mrs. Bob Henry, Mrs. P. L. Orman, Mrs. Mary A. Norton, Mrs. Sam Lide, Mrs. H. R. Blum, Mrs. F. Power, John L. West, Mrs. Pierce King and Leora, Mrs. J. R. Maddox,

Joint Hostesses Have Pastors Helpers For a Christmas Program

Mmes. W. H. Hilton, Sarah Walker, O. B. Olson and J. J. McKinney were hostesses to the Pastors Helpers class of the First Methodist church for the annual Christmas program in the Hilton home, Tuesday, December 20.

The devotional was given at the regular hour, and the scripture lesson was the second chapter of Luke, given by Mmes. P. M. Felton and J. H. Green.

A turkey dinner with all of the trimmings was served at the noon hour and the afternoon program included a Christmas tree and exchanging of gifts. The group was dismissed by Rev. R. N. Huckabee.

Those present were Mmes. Sarah Walker, E. C. Henry, J. H. Green, Ella Johnke, W. H. Alexander, J. J. McKinney, Lula Slaughter, Will Snell, D. D. Shipley, Shaw, Finley, J. H. McLaughlin, P. M. Felton, W. H. Hilton, and the visitors, Nell Scobe of Waco, and Mrs. Tyson of Calvert, Texas, also Rev. and Mrs. R. N. Huckabee.

Martha Sunday School Class Guests of Mrs. Leatherman at Dinner

Mrs. C. M. Leatherman was hostess to members of the Martha Sunday School class of the First Baptist church for a turkey dinner in her home, 624 West Virginia street, Tuesday evening of last week. The turkey with all the trimmings was served by candlelight from lace covered tables. The Christmas motif was predominant throughout the house.

Gifts were exchanged and an enjoyable time was spent by the members, said a spokesman from the class.

At the dinner were Mmes. R. G. Dunlap, Jess Patterson, C. T. Hammonds, O. G. Shearer, Cecil Baxter, Marvin Rape, J. B. Grundy, R. E. Irby, Arthur Stewart, Fay Hart, O. B. Jones, C. W. McCarty, David LaGrone, Doyce Smalley, Porter Finley, Harry N. Jones, Edna Huckabee, L. W. Chapman, W. H. Bunch, N. L. Jones, A. J. Cline and her mother, Mrs. Coker, and the hostess, Mrs. Leatherman.

Home Builders Club Entertained Families

The Homebuilders club entertained their families with a turkey dinner December 12, at 7 o'clock, in the home of Mr. and Mrs. Floyd Fuqua.

After a sumptuous dinner and a Christmas carol, a Christmas story was read by Mrs. J. P. Moss. Santa put in an appearance and gifts were distributed to all.

Those present were Messrs. and Mmes. D. T. Mayo, P. F. Betrand, John Moss, Raymond Evans, B. P. Sandefur, T. J. Heard, Raymond Williams, W. R. Daniel, O. G. Mayfield, Riley Teague and Floyd Fuqua, Mmes. D. D. Sperry, John Lloyd, J. E. Horton, Robert Clem and W. A. Cates.

Others present were Judy and Margaret Moss, Janet Lloyd, Mona and Carolyn Williams, Ronnie Evans, Roy Heflin, James Earl and Ronnie Teague, Jo Mac Dunn, and Bonnie, Toady and Jackie Fuqua.

Wesley Girls Class Have Christmas Party

The Christmas party for the Wesley Girls Sunday school class was held in the home of Mrs. Maud Merrick, Wednesday evening, December 14, at seven o'clock.

Each member brought a gift to be exchanged, and a Christmas play, entitled "The Light in the Window," was given by several of the ladies.

Refreshments of coffee and angel food cake were served to Mmes. D. T. Mayo, W. H. Bethel, E. J. Barker, M. L. O'Bannon, Bob Henry, C. J. Parr, Scott King, B. F. McIntosh, James Colville, Bob Smith, T. C. Herring, Lon Blasingame, G. R. May, Roy Curry, W. E. Grimes, E. C. Henry, L. C. McDonald, J. G. Wood, and

Mmes. Wilson Kimble, R. M. Stovall, V. W. Hennessee, Noel Troutman, R. N. Huckabee, E. S. Randserson, Edd Johnson, Geo. V. Smith, H. M. McDonald, Geo. Stiles, and to visitors, Miss Maurice Burton, Mrs. Smith, and the hostess, Mrs. Merrick.

Alathean Christmas Social Given Friday

The Alathean Sunday School class met December 16 for their Christmas social in the Baptist church parlor. The devotional was given by Mrs. R. E. L. Muncy and Mrs. W. A. Cates told a Christmas story. Also on the program was a reading by Mrs. W. C. Sims and a poem by Mrs. L. H. Newell.

The group exchanged gifts and were served refreshments.

Members present for the evening were Mmes. W. F. Culpepper, C. L. Briggs, J. R. Terry, Morgan Wright, W. A. Amburn, Jennie Bishop, J. L. Coppell, J. E. Snodgrass, W. F. Weatherbee, A. H. Manning, J. H. Poore, W. A. Cates, J. A. Grigsby, L. H. Newell, C. Surginer, and Sam Bishop.

Visitors were Mmes. W. C. Sims, W. J. Rhodes, J. E. Horton and Miss Ita Coppell.

Jess Elder, of Cisco and Fort Worth, one-time resident of Floyd county, was here the latter part of last week for a short time seeing old friends. He was the guest of Mr. and Mrs. Tom McLain in Floydada over-night Friday.

Mrs. J. G. Deakins, Mrs. Hayes O'Neal and E. T. Hanks.

Mr. and Mrs. Stan Goen, Mr. and Mrs. Polk Goen, Mr. and Mrs. Elton Goen, Mr. and Mrs. Harry Stanley,

Attentive Audience Hears Cantata, "The Music of Bethlehem"

Presentation of the Christmas cantata, "The Music of Bethlehem" was received by an attentive audience Sunday night at 7:30 in the First Baptist church. The cantata was given by the Baptist Youth choir and was under the direction of Mrs. Carl J. Muench. Mrs. Clement McDonald was organist and Miss Nell Swinson pianist.

The choir was assisted in giving the program by the men's quartet composed of Henry Barber, N. S. Abbott, Dr. E. E. Joiner and Carl J. Muench.

In talking with a reporter from The Hesperian the first of the week, Mrs. Muench expressed her appreciation for the choir, the quartet, the organist, pianist, the newspaper and for the aid of anyone else who had a part in making the cantata a success.

Husbands Entertain'd

The Blue Bonnet club entertained their husbands at the B&M dining room last Friday night with a Christmas dinner and tree. The group exchanged gifts following the dinner.

Attending the party were Messrs. and Mmes. Everett Perry, John R. Tinnin, Bob Collier, Oliver Allen, Ernie Widener, Woodrow Wilson, Poyner Roberts, John Edward Smith, Woodrow Goen, Wayne Finley, and Layton Dorrell.

The next meeting will be in the home of Mrs. John Edward Smith Thursday, January 5.

MEREDITHS IN NEW HOME IN FLOYDADA; HUCKABEE BUYS MEREDITH FARM

The C. M. Merediths, who recently bought a home from Clarence Goins at 617 West Mississippi street, have taken up residence there and, have given possession of their highly-improved farm six miles north-east of Floydada to Earl Huckabee, the purchaser.

The Huckabee family also have moved now and are domiciled in the Center community to engage in farming. The Huckabees had been living at McCoy for three years.

Mr. Meredith has extensive business interests which he will continue to give his attention.

STITCH AND CHATTER CLUB

The Stitch and Chatter club met with Robbie Stewart December 14. We postponed our Christmas party as several of our members were unable to be present on the 17th.

We will have this party Tuesday December 27 at the home of Claudia Porter. The party will begin at 7 p. m.

Our next club meeting will be with Mamie Bunch, on January 11 at 1:30 p. m.

The hostess served refreshments to eight members.

MERRY CHRISTMAS NEIGHBOR

We Will Be Closed

SATURDAY, DECEMBER 24

at Noon

WILLSON & SON LUMBER CO.
BUILDERS MART

**MERRY
CHRISTMAS**

May this be a Most Happy Season for each of you — Is our wish for all our Friends and Customers.

STANSELL - COLLINS CO.

John Deere Implements

Mr. and Mrs. Milton Weems and small son, Travis Joe, and Mrs. R. J. Weems returned last week from Winnsboro, Texas, where they had been visiting Mr. and Mrs. A. A. Whitworth.

BAIN and BAIN

Kenneth Bain

Kenneth Bain, jr.

Attorneys at Law

Income Tax Reports Made

Bishop Building

FLOYDADA

TEXAS

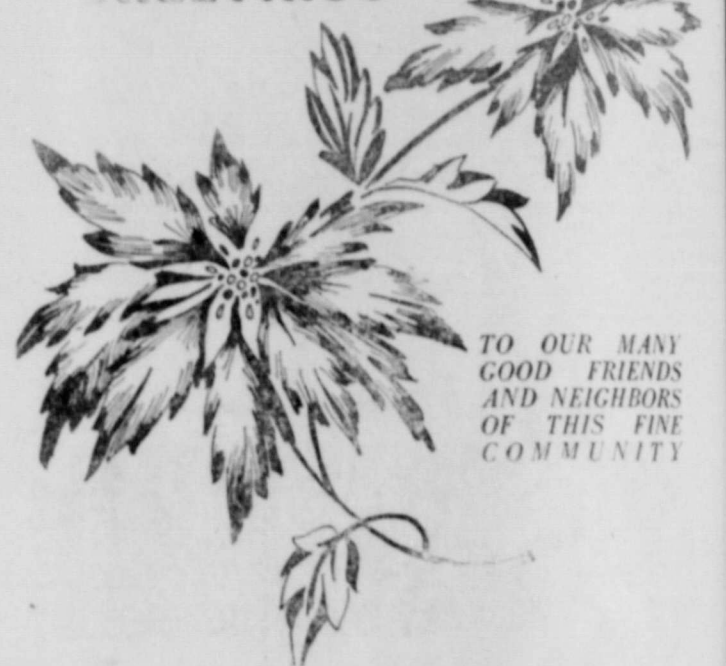
CHRISTMAS GREETINGS

We are wishing for you, health and happiness and continued prosperity in 1950.

Listen to "A Farmer's Life as He Lives Is" Saturday Dec. 24th, 12:45 to 1 p. m. over KVOP.

ED HOLMES

**SEASON'S
GREETINGS**



TO OUR MANY
GOOD FRIENDS
AND NEIGHBORS
OF THIS FINE
COMMUNITY

BOB COKER

Distributor of Mead's Fine Bread

Santa Letters

December 20, 1949

Dear Santa,
I want a two gun holster set and a football. My little brother wants a shot gun and a tricycle.
I have been a pretty good little boy, and my little brother has been, too. Please, don't forget the other little girls and boys.

Love,
Bill and Butch Gilliland

Floydada, Texas
December 13, 1949

Dear Santa,
I am a little girl in the first grade. I am six years old. My Teachers name is Mrs. Hill. I like her very much and I also like school.
I try to be a good girl so you can bring me a pair of cowboy boots, cowboy slacks, a doll with short red hair and some little surprises. Please be sure to put lots of nuts, oranges and apples in my stocking. Don't forget my sisters, Bo Dean and Nelda Jean.

Bye,
Verna Dell Pate

Floydada, Texas
December 13, 1949

Dear Santa,
Would you please bring me two guns and a scabbard, some spurs, chaps, and a cowboy hat and boots. I think I have been a good little boy, most of the time, anyway, when I'm not fighting with Don. Oh yes, don't forget the fruit, nuts and candy.

Thank you,
Ronnie Payne

Floydada, Texas
December 19, 1949

Dear Santa,
I am a little girl six years old, and have a little sister three and a brother two years old. We have been good little boys and girls, and this is what we would like for you to bring us for Christmas.
My little brother wants a car, tractor, and a football. My little sister wants a little ironing board

and iron and washing machine. I want a bride doll, sewing machine and a toaster.

Thank you so very much Santa, and we wish you a Merry Christmas.
Linda Lee Smith
Mary Lynn Smith
Gene Smith

P. S. Oh, yes, Santa, we want some fruit, nuts and candy, too.

December 17, 1949

Dear Santa,
I have been a good little boy and would like for you to bring me a fire truck with a ladder and siren on it, also some fruit, nuts and candy.

Love,
James Lewis Norrell

Dear Santa,
I am a little girl in the second grade. I have tried to be good. Would you please bring me a Toni doll with blonde hair and a pair of cowboy boots. Also a wrist watch with a red band.
My little cousin, Rebecca North, will stay all night with me so please leave her toys here. Leave her a panda and a doll. I would like to have some candy, fruit and nuts too, please.

Thank you for everything,
Rilla Sue Duncan

Dear Santa,
I am a boy seven years old, I have tried to be a good boy all year. I would like to have a pair of guns, a pair of spurs, a pair of house shoes and a little flashlight gun. Santa please bring my little sister a baby doll, bring me some fruit, nuts and candy. Please remember all the little boys and girls.

Yours very truly,
Troy Lee Johnston
420 West Virginia.

Floydada, Texas

Dear Santa Claus,
I am six years old and I like to go to school.
Will you please bring me a bicycle, a beacon light for my train, and a big chief tent.

Thank you,
Jim Bob Gibson

Route M
Lockney, Texas

Dear Santa,
I am a little girl seven years old. I am in the second grade. Will you please bring me a bicycle, baton and doll for Christmas, also some fruit, nuts and candy.

Please bring all of the other little boys and girls something.
I love you,
Carolyn Cates

Floydada, Texas

Dear Santa Claus,
I am a little boy three years old. I am trying very hard to be good and I hope you will come to see me at my grandmother's house.

Will you please bring me a fire-truck, an open truck, a gun with a shoulder strap and a wagon.

Thank you,
Charles Mac Gibson

Route M
Lockney, Texas

Dear Santa,
I am a little girl five years old, and I try to help my mother all of the time.

I would like for Christmas, a doll, a baton, and a drum.
Please bring my baby sister, Donna Dale, something.

I love you,
Jann Cates

Floydada, Texas

Dear Santa,
We have been good all year. I want a bicycle. My little brother wants a bicycle too. We want some nuts and some candy. We have a pretty Christmas tree.

Love Santa,
Carolyn and Larry Hartsell

Floydada, Texas

Dear Santa,
I am a little boy 5 years old and I sure love Christmas and you. I have been pretty good, I help mother. I want a tractor, some cars and you could bring me a new red bike. I'll really be good for some fruit and candy.

Love,
Eugene Watts

Dear Santa,
I would like a red rider air gun and some bee bees. I am a little boy eight years old and in the second grade. My name is Danny Ray Shipley.

Floydada, Texas

Dear Santa,
Please bring me a base ball and bat. I need a new bicycle peddle, and how about leaving me a big wagon, and a leather cap with a bill that will turn up.

I want some fire crackers, roman candles, and a sky rocket to shoot out at Grannys.

Love,
Ronald Amburn

Dear Santa Claus,
I am a little girl two years old. I would like for you to bring me a big baby doll and a suitcase full of doll clothes and a rocking chair, also fruit nuts and candy.

Wynnett Bradshaw

WHITE SWAN COFFEE
So Rich... So Mellow... So Fragrant!

MERRY CHRISTMAS
GRIGSBY LAUNDRY

Our LOW PRICES
Play Santa to Your Budget

There IS a Santa Claus when it comes to bringing you top quality foods at bottom prices—and Patterson is his name! Yes—our low, low prices play Santa to your budget by giving you worthwhile savings on all the foods for your Christmas Dinner and Holiday Festivities. So bring your food list here today and fill it completely with these super values in fine feasting with which we say "Merry Christmas to all and to all a happy Holiday Dinner."

WILSON'S CANNED MEATS

	BOX
B - VS,	29c
	CAN
MOR PORK,	41c
	4 Oz. CAN
VIENNAS,	18c
	CAN
ROAST BEEF,	50c
	CAN
CORNER BEEF,	42c

BEST QUALITY BEST VALUE BLUE RIBBON MEATS

LEAN TENDER PORK CHOPS,	POUND	49c
WILSON'S CORN KING SLICED BACON,	POUND	42c
SWIFT'S Cooked and Fruited PICNIC HAMS,	Pound	55c
HAMS		
WILSON'S CERTIFIED, ARMOUR'S STAR, lb.,		59c
SWIFT'S PREMIUM, lb.,		62c
GOOD GRADE BEEF ROAST,	Pound	53c



AND THANK YOU FOR ALL
THE SWELL PATRONAGE LAST YEAR.

D and D LAUNDRY

GIFT IDEAS *by the score*

... AT YOUR MERRY CHRISTMAS STORE

FOR THE LAST MINUTE SHOPPER

FOR HER!

FOR HIM!

SLIPPER SATIN Down Comforts \$29.75 & \$32.50
TOWEL SETS \$2.49 to \$5.95
Sheet & Pillow Case Sets \$5.95
WOOL BLANKETS \$9.95 to \$24.75
Womens House Shoes \$2.98 & \$3.98
Ladies Genuine Leather Bags \$3.49 plus tax
Nylon, Crepe, Jersey Gowns \$2.98 to \$12.95
Nylon, Crepe, Jersey SLIPS \$1.98 to \$7.95
Nylon, Crepe, Rayon, Satin PANTIES 65c to \$1.95
Suede, Doeskin, Kid GLOVES \$1.49 to \$4.95

Gaberdine Robes, \$9.95
White Arrow SHIRTS \$3.65 & \$4.50
SHEEPLINED HOUSESHOES \$4.49 & \$4.95
Mens Dress Gloves \$2.25 to \$6.50
BOXED HANDKERCHIEFS 79c to \$1.25
MENS HATS \$4.98 to \$50.00
MENS PAJAMAS \$2.98 to \$4.98
Arrow and Ever Smart TIES \$1.00 to \$2.50
PHOENIX SOX 55c to \$1.00
Kid and Pigskin GLOVES \$2.98 to \$6.50

FRUITS - NUTS - CANDY - GUM ?

Harmony Brand, CHOCOLATE COVERED	1 Lb. Box
CHERRIES,	45c
PURE RIBBON CANE or	5Lb. Pail
SORGHUM,	69c
COLORADO, PURE	5 Lb. Jar
HONEY,	90c

Holiday Foods

Candied Fruits - Fruit Cakes - Cookies		
BEST-YETT	(Salad Dish Free)	Quart
Salad Dressing,		39c
OUR VALUE, Early June		2 No. 2 Cans
Sweet Peas,		25c

AMERICAN BEAUTY	10 Lbs.
FLOUR,	75c
MONARCH, SEA FOOD	14 Oz. Bottle
Cocktail Sauce,	35c
MONTEREY	PINT
Grape Juice Punch,	20c
COLGIN, PLAIN SALT - SMOKED	7½ lb. Box
Sugar Curing,	85c

Fire Works All Kinds

CRYSTAL WHITE Syrup, Pennant, Can,	52c
DATES, 1 Pound,	28c
SU-MAR Pork-Beans Can,	10c
JELLO, 3 Boxes,	25c

CIGARS

By Box - Each
Pink Grapefruit
LOAD FRESH FRUITS
VEGETABLES FROM
VALLEY

KRAFT Carmels, 1 Lb. Bag,	35c
---------------------------	-----

White Swan
MILK
Tall Can
10c

White Swan
COFFEE
Pound
75c

BAKERS Coconut, Small Box, 17c
ALL BRANDS Crackers, 2 Lb. Box, 50c



CELERY
Large Stalk
15c

Alma Brand, Turnip or Mustard 2 No. 1 Cans
GREENS, 15c

Cracker Jacks
WE HAVE EM

HALE'S DEPT. STORE

EVERY DAY
LOW PRICES

PATTERSON'S
Grocery & Market

QUALITY
DEPENDABILITY
SERVICE

FAST
FREE
DELIVERY

WHERE PARKING IS A PLEASURE

FAST
FREE
DELIVERY

PHONE 24

FLOYDADA, TEX.

Cancer Study Reveals Many Cases Curable

Some people believe that a single injury, such as a blow in the breast, can cause cancer.

Some believe that cancer is hereditary, that parents pass it on to their children.

Many believe that cancer is generally incurable, and that there is nothing the individual can do to protect himself and his family.

All these false beliefs and many others are dealt with in the first five of a series of popular pamphlets on cancer, publication of which is announced by John S. Thurston, acting Federal Security agency administrator.

The pamphlets, which were prepared by the National Cancer Institute of the national institutes of health, public health service, emphasize that early cancer is frequently accompanied by warning signs and symptoms, and that persons who can recognize them and obtain prompt medical attention can usually be cured.

Folder Tells of Cancer

The first of the publications, "Cancer—What to know, What to do about it," is an illustrated folder that describes the cancer process, the known facts about its causes and approved methods of treatment, and lists the most usual signs of possible early cancer. As listed in the folder, these include:

1. Any lump, especially in the breast.
2. Irregular bleeding or discharge from body opening.
3. Persistent indigestion.
4. Unexplained changes in bowel movements.
5. Unexplained weight-loss.
6. Changes in color or size of a mole.
7. Any sore that does not heal promptly.

The other four pamphlets, which were prepared in cooperation with the American Cancer society, discuss in simple, interesting language but with scientific accuracy the essential facts about cancer of specific sites of the body. One of these is on cancer of the breast, a second is on female reproductive organs, a third on the digestive tract, and a fourth on the mouth and respiratory tract. Later pamphlets in the series will discuss cancer of the genitourinary tract and skin cancer.

Many Deaths Unnecessary
"Through personal alertness to the signs and symptoms of early cancer, the American people could prevent up to 100,000 unnecessary cancer deaths a year," according to Surgeon General Leonard A. Scheele

Cave-In Suffocates Youth at Quitaque

QUITAQUE—A deplorable tragedy occurred last Friday afternoon in the Fairmount community. While three boys played on the creek their disturbance of the steep bank caused the bluff to cave in. One youth was buried under the landslide, and suffocated before he could be rescued.

Bobby Mack Trotter, 13 year old son of Mr. and Mrs. Ernest Trotter was the lad who lost his life. With him at the time of the accident were two younger boys, sons of Mr. and Mrs. Tom Sperry.

MOVING TO LAMPASAS

Residents of the plains since 1916, Mr. and Mrs. S. E. Rush are this week moving to Lampasas, where they have bought a place and will engage in stock farming.

The Rush's have lived in Floyd county the past seven years and recently sold their farm in the Baker community to Mr. and Mrs. H. B. Mankins.

Mr. and Mrs. T. W. Whigham and son, of Amarillo, and Mr. and Mrs. Ernest Rush and family, of Yeso, New Mexico, were week-end visitors of Mr. and Mrs. S. E. Rush and Mr. and Mrs. E. E. Hinson.

Psittacosis is a parrot disease or fever, communicable to man.

Most Antarctic explorers have been English.

of the Public Health Service. "Without becoming a nation of cancer-phobes, we can learn and apply the few simple precautions that every citizen ought to know. Watchfulness for possible cancer. Symptoms should be as commonplace and matter-of-fact as watching the traffic lights while driving a car. If you notice any of the signs or symptoms, there is no cause for panic. They probably signify a condition other than cancer, but to make sure, go to your physician for a thorough examination. The best safeguard, especially if you are over 35, is to have a complete physical examination at least once a year."

Warn Against Cure-Alls
Dr. Scheele explained that the five pamphlets were published in response to a widespread demand for a simple, clear explanation of what cancer is and how the individual can protect himself and his family against this second most common cause of death. Numerous requests for such materials have also come from state and local health agencies which now conduct cancer education programs as an important part of their public health work.

All pamphlets in the series warn against reliance on diet, pills, or other "cure-all" remedies in the treatment of cancer, and emphasize that science knows only three ways to cure cancer: Surgery, X-ray, and radium or radon gas.

FARMERS "POWER MINDED"

The basic facts of why the American farmers have become increasingly "power minded" in recent years and are buying more tractors are outlined as follows by I. F. Reed of the U. S. Department of Agriculture, senior agricultural engineer at the Department's Tillage Machinery Laboratory, Auburn, Alabama.

Agriculture as an industry, says Reed, has become cost conscious. Most people working in this field now realize that an agricultural worker can prosper only in proportion to the power he uses effectively.

Experiments conducted years ago showed that a mature man of average size and in good physical condition could produce continuously for an 8-hour day at the rate of only one-tenth horsepower hour, says Reed. "If the laborer is working with one or two mules—and I mean working with—the cost per

SOUTH PLAINS BABY RITES HELD MONDAY MORNING

Earl Evans Ellis, infant of Mr. and Mrs. W. T. Ellis of South Plains died at birth Saturday, December 17, 1949.

horsepower hour, including the man is still very high and the amount produced per worker is limited to the amount the one or two mules can produce."

On the other hand, says Reed, the cost for a farm tractor may be as low as 5 cents per horsepower hour. The worker operating a 20- to 40-horsepower unit can produce many times as much as a man with one or two mules, thus enabling him to produce more efficiently, to have an easier life, and to have a much better standard of living. The aims of the Tillage Machinery Laboratory are to aid in helping to bring this about.

at 11:15 p. m. in the Pitts hospital. Graveside services were held Monday at 11 a. m. in the Floydada cemetery with Elder Alfred Waller officiating.

The Ellis' moved from Raton, New Mexico to South Plains on May 25 of this year.

Baby Earl is survived by parents, two brothers, and one sister.

Typewriter Ribbons. Hesperian.

W. E. GRIMES

Attorney-at-Law

INCOME TAX SERVICE

Room 2, Bishop Building

Floydada, Texas

Mr. and Mrs. C. P. Weber are due to arrive here tomorrow from Denver, Colorado to spend the holidays with Mrs. Weber's parents, Mr. and Mrs. Bob Smith.

RELIEF AT LAST For Your COUGH

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back. **CREOMULSION** for Coughs, Chest Colds, Bronchitis



Magnolia Petroleum Co.
A. L. Wylie, Jr., Consignee



Gift Tips

FOR LAST-MINUTE SHOPPERS

FOR HIM

OPEN TO 8:30 P. M. THURSDAY AND FRIDAY. CLOSE 6:30 P. M. SATURDAY

FOR HER

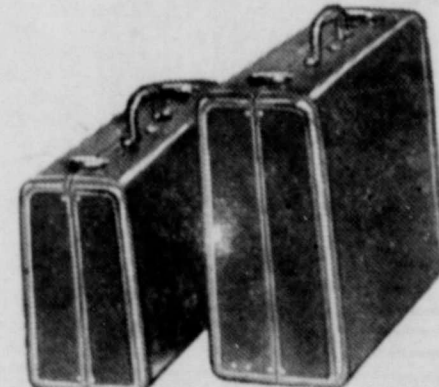


Beautiful Matched Luggage
Samsonite
Samsonite Ladies' O'Nite \$17.50
Matching Ladies Wardrobe \$25.00



Breathes there a woman fair . . . who couldn't use another pair of precious nylons. Berkshire & Vanette.

\$1.50 & \$1.95



Van Heusen and Tru Val Sport and Dress Shirts accented with one of our Wembley ties makes a perfect gift "for him."

Shirts: \$2.49 to \$4.95
Ties \$1.00 \$1.50 \$2.00



Van Heusen and Tru Val Pajamas. A gift no man should be without.

\$3.98 - \$4.95

Whether its "for him" or "for her" our selection of bedroom slippers make that last minute shopping easier. We have them for all the family.

Dress Gloves

"The perfect gift"
\$2.49 to \$4.95



Miss Elaine Nylon Slips

and gowns. Gifts to make her feel cherished. \$3.98

Luxurious panties in the most wanted colors.

Merry Christmas and GOOD WISHES

TO EACH OF YOU



BRASELTON IMPLEMENT CO.

FORD TRACTORS

Dearborn Equipment

MERRY CHRISTMAS AND HAPPY NEW YEAR

Hagood's Dept. Store

Standard Brands

Priced Right

Classified Ads

For Sale

CAR GLASS
Pay Maxey Shop 7tfc

FOR SALE—1/2, 3/4, 1 1/2 and 2 ton trucks in stock. Mayo Motor Co. 37tfc

FOR SALE—I am quitting farming so have my good new 1948 Chevrolet pick-up, 1/2 ton, two new tires for sale. See R. B. Gary Phone 776-W3. 45tfc

FOR SALE—Good used refrigerators, various sizes and styles. Oden Appliance Company. 30tfc

FOR SALE—Hegari bundles. Phone 638-W2 Ray Latham. 46tfc

FOR SALE—I have several large size tarps at bargain prices. Fred Brown, Phone 142. 42tfc

FOR SALE—1937 Dodge car, \$150.00. George H. Mize. Phone 196-M. 46tfc

FOR SALE—1949 Ford tudor sedan, load d; 1948 Chevrolet half-ton pick-up. See LeRoy at Ford garage. 46tfc

FOR SALE—Boston screw tail pups, be ready to go by Christmas. See Mrs. Elmer Williams or call 470-W. 46tfc

FOR SALE—A boy's bicycle, 20 inch, priced at \$20. Call 723 J-1 or see Weldon Smith. 47tfc

HAVE plenty of Water pressure systems on hand, with or without pipe. S. J. Latta Implement Company. 7tfc

TAILOR MADE SEAT COVERS.
Pay Maxey Shop 28tfc

CHRISTMAS TREES—Cut fresh in Colorado last week. Speciman Spruce trees. Holly, Mistletoe, Spruce, Pine and all Christmas decorations. Park Florist. 46tfc

Lost, Strayed, Stolen

LOST—A black leather glove. Call C. L. Berry. 47tfc

Live Stock

FOR SALE—9 weeks old pigs. \$8 a piece. W. F. Hinkle. 45tfc

Farm Machinery

STALK CUTTERS—2 to 4 rows to fit any tractor at moderate price. S. J. Latta Implement co. 45tfc

Wanted

WANTED—to rent or lease small patches close in for cotton. Mose Simpson. 45tfc

WANTED—Someone to accompany me to California, to share expenses. Will be leaving Thursday, December 29. Call at J. D. Elvas. 47tfc

WANTED—Renter to farm 160 acres irrigated and care for aged couple. Nellie Brown, phone 730J4. 47tfc

WANTED—Dishwasher. Steady. Apply Lunch Box Cafe. 47tfc

For Rent

OFFICE SPACE for rent. See J. B. Bishop at Bishop Motor Co. 23tfc

FURNISHED APARTMENTS—102 East Houston st. 39tfc

FOR RENT—Irrigation land at Pecos, Texas. See O. C. Bailey, Lockney. 39tfc

FOR RENT—Apartment. 720 South Main. Phone 119-W. G. N. Shirey. 46tfc

FOR RENT—Furnished apartment, adults only. Call at 129 W. Georgia street. 46tfc

FOR RENT—Bedroom with stove. Close in. 115 W. Kentucky. 47tfc

Miscellaneous

DODGE & CHRYSLER
6's and 8's
IRREGATION MOTORS
We pick up and deliver
MAYO MOTOR CO.,
Phone 237

Arthur B. 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

CUSTOM GRINDING
McCARTHY'S FEED MILL
at Kimbell Elevator 28tfc

YOUR cement and road gravel hauling appreciated. C. Poteet, phone 764-J-4. 16tfc

MONEY TO LOAN—On farms and ranches. See R. E. Fry. 6tfc

AUTHORIZED MAYTAG SERVICE
Genuine Maytag parts, Oils & Grease. See your Maytag dealer.
H. M. McDonald, Hdwe. 49tfc

THE SEWING SHOP—Dress making, alterations, hemstitching, buttonholes. 110 W. Missouri, next door to Express office. 444tfc

FLOOR SANDING—Call 482-W. Earl Baker. 36tfc

EXPERT repairing on home and auto radios. Rice Radio Service at Rice Hatchery. 27tfc

MAKE ME an offer on two 1000 bushel storage bins. Ready to fill. Lewis Norman. 44tfc

GENERAL hauling and moving. Long and short distances. W. A. Shaw, 393 W. California, Phone 191-W. 474tfc

WE ARE planning an expansion program for 1950, and offering our present building and warehouse for sale or long-term lease. D. W. Pyffe Seed Co., phone 91. 47tfc

HOUSEWIVES buy your eggs and fancy dressed poultry now for the Christmas holidays. Special prices. Berry Drive In Produce. 46tfc

ATTENTION—Farmers—bring your cotton to T. J. Buske cotton office. We pay considerable over the loan on low grades cotton. Office located first door east of Chamber of Commerce. Try us. 46tfc

Land for Sale

FOR SALE—Here is something you have been looking for. 150 acres of land. Six room house. Good irrigation well. A fine farm. Can be bought this week. There is not a better buy in the county. C. T. Warren 401 West California. 41tfc

FOR SALE—Several choice irrigated tracts, some improved, some not; also dry land farms in most any size tract wanted. Some good buys in city property. See or call Leonard Smith at McCoy store or Harry Stanley at Stanley's Barber shop. 46tfc

LOW INTEREST RATE LOANS
See us for your farm loan. More money per acre, no commission charge, quick inspection, low interest rate, splendid pre-payment options. Goen & Goen. 49tfc

FLOYD COUNTY IRRIGATION FARMS

160 A. Improved, well located, good irrigation well, \$170. Acre.
160 Unimproved, good irrigation well, \$150. Acre.
213 A. Fair improvements, on pavement. Good well, \$175 Acre.
J. G. Wood. Bank Bldg. 42tfc

FARMS RANCHES, BUSINESS & RESIDENCE PROPERTY
IF YOU WOULD BUY, SEE WOOD
IF YOU WOULD SELL, SEE WOOD
J. G. WOOD, Room 5, Bank Bldg.
Phone 236, residence No. 444-W.

FOR SALE—Crosby county 200 acres with 8 inch well. 79 acre cotton allotment. Price at \$150. per acre. 100 acres, 4 room house, \$120 an acre. See Charles Clanton at the Ralls trading post. 47tfc

Houses for Sale

FOR SALE—House with 3 lots, \$3500; one house \$2750. Would like to have your listings. Have some farms for sale. 7 room apartment reasonably priced. Nice Barber shop worth the money. 8 room house well located worth the money. 4 room house with 3 lots \$1,500 down \$40 a month on balance. If you want to buy or sell, see C. T. Warren, 401 W. California. 37tfc

A BARGAIN—A house to be moved, five room efficiency, eight hundred feet hard wood floor space. Well insulated, newly finished inside. Priced for quick sale, located on North eleventh street, one block off Silverton highway. See J. C. Anderson, at same location. 47tfc

FOR SALE—5 room house close in. L. C. Winters, City Barber Shop. 454tfc

WE HAVE several good buys in houses with immediate possession. Goen & Goen. 101tfc

HOUSE BARGAIN

Four room modern stucco, with garage located close in on gravelled street priced for quick sale at \$3500.00.
J. G. Wood. Bank Bldg. 42tfc

FOR SALE—Modern six room and bath, stucco on gravel street. Pho. 477-J. 46tfc

FOR SALE—Four room house and bath on 3 lots, deep well, gravel street. Three blocks of school and square. E. T. Williamson. 463tfc



Merry Christmas

May you have a
Merry Christmas
and a wealth of all
the things
that the finest season
can bring you

E-Z WAY
Laundry

Half Minute Interviews

Frank Webber: "We are so far behind with our road maintenance work I don't have any idea when

we'll catch up."

C. E. Pyffe: "Oden Chevrolet company is hunting for a safe. We'd rather have one a burglar can't break in to."



CHRISTMAS GREETING

Withers' Cafe



Bringing You
BEST WISHES
for the
Holiday Season

WHITFILL
LAUNDRY



Fuqua - Barber

FARM SUPPLY — Phone 307



May the Peace of Christmas surround you,
The Joyousness of Christmas inspire you;
The Spirit of Christmas abide with you always.

Aaron Carthel, Wholesaler

RETAILERS
J. F. Patterson
E. W. Cooley

Bob Montgomery
McCoy Grocery

L. R. Thomas
S. R. Thornton

GIN NOTICE

In announcing our Christmas Ginning plans we want first to:

Wish all our Friends, Customers and Stockholders a Merry Christmas and a year of Health and Prosperity in 1950.

We thank you for the Ginning Patronage we have enjoyed and hope to continue to serve you.

This gin will close down
SATURDAY MORNING, DECEMBER 24 at 7 o'clock
and Resume operations again
MONDAY MORNING, DECEMBER 26 at 7 o'clock

To give all hands Christmas Eve at home and Christmas dinner with their families.

FARMERS
COOPERATIVE GIN



WE'RE SPREADING
Christmas Savings
ALL OVER



LIBBY'S
PINEAPPLE,

No. 2 Can
29c

DORMANS
NEW POTATOES,

No. 2 Can
13c

WALTER WILLIAMS
XMAS MIX CANDY,

1 Pound
29c

BABO,

2 CANS
25c



DRUG SPECIALS

CAN
18c

PEPTO BISMOL,

4 Ounce
39c

No. 2 Can
19c

LISTERINE,

50c Size
39c

300 Size
39c

PLUS TAX
CHAMBERLAIN LOTION,

\$1.00 Size
69c

24 Oz.
33c



FROZEN FOOD FEATURES

No. 2
14c

SNOW CROP

STRAWBERRIES,

14 Oz. 3 For
\$1.00

TALL CAN
45c

FORD HOOK

LIMA BEANS,

12 Oz.
39c

1 POUND
35c

GREEN PEAS,

12 Oz.
33c

LIBBY'S
CREAM STYLE CORN,
LIBBY'S
PINEAPPLE JUICE,
NIBLETS SPEARS
ASPARAGUS,
HEINZ FRESH
CUCUMBER PICKLES,
ALLENS
GREEN BEANS,
HAPPY VALE
PINK SALMON,
ANGELUS
MARSHMALLOWS,



PIGGLY WIGGLY QUALITY MEATS

CHRISTMAS HAMS,
WILSON'S CERTIFIED 1/2 OR WHOLE
SLICED BACON,
CUDAHY PURITAN
SACK SAUSAGE,
WILSON'S CERTIFIED, PURE PORK
PICNIC HAMS,
ARMOUR'S 1/2 OR WHOLE
FRESH HENS,
NICE AND FAT
ROUND CHEESE,
KRAFT'S ELKHORN

55c

Pound

53c

POUND

29c

POUND

39c

POUND

55c

POUND

49c

POUND



FRESH FRUITS AND VEGETABLES

WASHINGTON DELICIOUS

APPLES,

POUND
13c

CALIFORNIA GREEN

CELERY,

STALK
15c

FIRM HEAD

LETTUCE,

POUND
9c

CALIFORNIA

BELL PEPPER,

POUND
12c

GOLDEN FRUIT

BANANAS,

POUND
12 1/2c

IDAHO NO. 1

POTATOES,

10 Lb. Bag
59c

ARMOURS
MILK
TALL CAN
10c

JELLO,
LIBBY'S CUT
BEETS,

BOX
5c

RITZ,

No. 303
13c

WALNUTS,

Large Box
31c

ALL BRANDS
Cigarettes,

Pound
43c

DELMAR
OLEO,

Carton
\$1.69

PILLSBURY
PIE CRUST,

Box
19c

MARISCHINO
CHERRIES,

8 Oz.
19c

OXYDOL,

BOX
35c

DUZ,

BOX
28c

SCOTTS
TISSUE,

ROLL
28c

HEINZ
SPAGHETTI,

CAN
12c

LIBBY'S
CATSUP,

14 Oz.
17c

HEINZ
Baby Food,

3 Cans
19c

HEINZ
Veg. Soup,

CAN
25c



PIGGLY WIGGLY

DAVIS & HUMPHRIES

OWNERS & OPERATORS

Man Is Given Proper Place in a Wedding

The positive necessity for having a man at a wedding and his importance on an occasion when marriage vows are to be said is stressed in the society story written below as it appeared in the Hodge column of the County Wide at Littlefield. Mr. Hodges sets a pattern to which he directs the attention of the people who gather up news of social events. Here is how the story came out of his typewriter:

Wedding vows were read Sunday at the First Baptist church for Mr. B. Blank, and the girl he had chosen to support, Effie Doe. The handsome, striking Mr. Blank was jauntily attired in a dark double breasted suit, with a

light pin stripe. His carefully matched accessories included a white shirt, and colorful red tie with blue figures, blue socks and brown sport shoes.

"For something old, he carried a billfold belonging to his great grandfather, who carried it in the Civil War. His suit was new and blue, purchased from the X Tailoring establishment. His shoes were borrowed.

"His bride wore a white dress. "The best man, who had labored long and loyally in getting the groom ready for the ceremony, was the gallant man-about-town, Thomas Nonsuch. He chose for the ceremony a flashing ensemble, contrasting nicely with that worn by the groom. His double breasted suit was grey, and he wore a tight blue shirt with a blue and grey polka-dotted tie, a pair of grey socks and two brown shoes.

"Special recognition was given to the best man at the ceremony for his unflinching help in getting the groom packed for the honeymoon, getting him dressed for the ceremony, shaving him, and supporting him constantly with a strong right arm. At the wedding, his bearing was magnificent, with

never a tremor as the vows were read.

"The bride's father, who had spent approximately seven hundred dollars in marrying off his daughter, had an old brown suit, modeled after the style of five years ago, with a slightly frayed white shirt and a red tie, the same one he wore two years ago when his older daughter was married. His socks were brown, and his black shoes were slightly run down at the heels.

"Many people congratulated the bride's father, because this is the last daughter.

"The bride's mother wore a blue dress and the groom's mother wore a green dress."

WEATHER WISDOM

Before wet weather cats are usually restless and rub themselves a great deal behind the ears.

One crow flying alone is a sign of foul weather. If crows fly in pairs, expect fine weather.

Rain may be expected when fish bite readily and swim near the surface.

Cloud streamers pointing upward indicate rain; when they point downward, look for dry weather.

Mark Twain's humor sometimes had depth, irony, even bitterness as when he declared, "If the desire to kill and the opportunity to kill came together, who could escape hanging?"

And: "It takes your enemy and your friend working together to hurt you to the heart; the one to slander you and the other to get the news to you."

Distribution of Congressional districts is made every ten years when the Federal Census is taken.

Galileo invented the pendulum.

Recipe of The Week

WHITE FRUIT CAKE

1 1/2 lb. bleached almonds
1/2 lb. candied citron
1/4 lb. candied pineapple
1/4 lb. candied cherries
1/2 lb. golden raisins
4 cups sifted all-purpose flour
6 eggs
1 1/2 cups butter or margarine
2 cups sugar
1 cup milk
1 teaspoon almond extract
1 teaspoon cream of tartar

Cream the butter, add sugar gradually, and beat until smooth. Beat egg yolks until thick and lemon colored. Combine with butter and sugar mixture and beat thoroughly. Dredge the fruit and nuts with part of the flour. Sift other flour and cream of tartar together. Combine fruit and nuts with the first mixture. Then add rest of flour alternately with the milk. Fold in the stiffly beaten egg whites. Add the almond extract. Bake in a slow oven (250°-300° F.) from 3 1/2 to 4 hours.

WHEATGRASS HYBRIDS

One of the many questions on which Russians and Americans do not agree is the desirability of "perennial wheat". The Russians are reported to have such a wheat that does not require reseeding each year. It is the result of a cross between wheat and one of the perennial wheat grasses (known botanically as agropyron). U. S. Department of Agriculture wheat specialists doubt that a perennial type of wheat would suit American conditions. Yet they, too, are continuing to make similar crosses of wheat with the wheatgrasses. Their object, however, is to capture some of the disease resistance of the wheatgrasses. It might even happen that if they succeeded in getting a highly resistant perennial wheat that they would continue breeding to get it back to annual habit while keeping the disease resistance.

Dr. S. C. Salmon says that continuing experiments with this type of cross seek to capture some of the genes in the wild agropyrons that would be desirable in wheat such as those carrying resistance to rusts and other diseases, and hardiness in drought, heat and cold. Some of the agropyrons have just such qualities. Wheat is always threatened. New and virulent races of rusts and other diseases may arise to attack the most disease resistant wheat we now have. Breeders seek to forestall such a threat to our future bread.

The first successful cross between wheat and an agropyron was reported from Russia in 1930, and many others have been reported since. So far, no new varieties with agropyron characteristics and of farm value have been bred in this country. But much progress has been made.

A recent report by Federal geneticists working with the Kansas Agricultural Experiment Station covers 300 tests of various of these crosses from several investigators in Montana, Washington, California, Missouri, Saskatchewan, Ontario, and Russia. Last year the test fields suffered a severe attack of Septoria leaf blotch. The wheatgrass strains showed only slight infection. A greenhouse test confirmed the disease resistance of many of these strains. Although they did not look promising for grain, the good qualities of the agropyron hybrids offer reason to hope that it may be possible to breed these desirable agropyron qualities into market wheats annual or perennial.

Farmers in the South Plains area can enter dairy production as a supplement to cotton or sorghum crops on a \$6,000 investment. At current prices, the investment in 10 head cattle should produce a daily gross income of \$20.

Waco's suspension bridge across the Brazos river, was built in 1870 and was the first bridge to span the Brazos.

Halle Selassie claimed descent from Solomon and the Queen of Sheba.

Get the want ad habit.



RAINER'S Shoe Shop



Hickerson - Strickland Butane

Gas Systems
Sales &
Installations



Floydada, Texas
Phone 89

Main Office in
Floydada
West Side of Y

Irrigation
Motors

Lockport, Texas
Phone 156

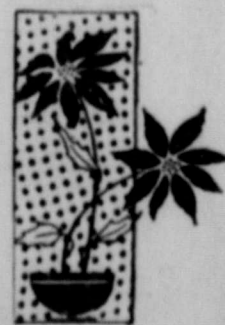
1950



Swansdown's

briefed box fleece coat
is the best investment
you can buy!

This is the year for fleece... and this is the fleece coat of the year! Boxy, beautiful, so soft, so light-weight... a born companion to all your casual clothes! Its smart three-quarter length makes it usable four seasons a year... its oversized patch pockets, big-and-gold buttons, wingspread collar and notched cuffs are dramatic details that never go out of style! And what a wonderful traveler it is! In pure wool fleece by Stroock.



As Seen In
MADEMOISELLE



Ours Alone

At this
Holiday Season, we extend to
you, not only as a customer but
as a friend, the best of wishes
for the Christmas occasion.

Miladies Specialty Shoppe

May Your
CHRISTMAS
be a Happy One



This is the sincere wish of every member of this organization.

We are deeply appreciative of the opportunity we have had in serving you... and we truly hope that for each of you, this may be a day of great joy.

PARKER FURNITURE COMPANY

Babies in the News at Peoples Hospital

Congratulations to the following parents:

Mr. and Mrs. Greer Christian, who are the proud parents of a fine son, Joe Edwin, born December 8. Joe made his arrival at the Peoples hospital at 9:55 a. m. and weighed in at 7 lb. 3 oz.

Mr. and Mrs. E. J. Huckabee, South Plains, who are proudly boasting the arrival of a daughter, Judy Erlene, who was born at 6:55 p. m. December 4. Both parent and daughter are doing well. Mrs. Huckabee and Judy Erlene were dismissed December 9.

Mr. and Mrs. Melford Adams who welcomed the arrival of a 4 1/2 lb. daughter, Caroline Marie. Caroline was born at 11:00 a. m. December 1. Mrs. Adams and Caroline Marie were dismissed December 8.

Lee and Dorothy Campbell who are the proud parents of a 5 lb. 1 oz. son, Donald Wayne, born at 12:30 p. m. December 4. Dorothy and Donald Wayne were dismissed December 12.

Mrs. M. O. Field was dismissed on December 7 after medical treatment and clinical diagnosis.

Miss Janice McNeill, daughter of Mr. and Mrs. M. J. McNeill, was dismissed December 8 following medical treatment.

Mr. H. M. Rose, Jr., was dismissed on December 8, after medical treatment.

Mrs. T. W. Battey was dismissed December 12 following medical treatment.

Mrs. Lewis Norman returned home December 7 after medical treatment.

Mrs. L. P. Adams was dismissed December 10 following minor surgery.

gery.

Mrs. R. J. Hinsley was admitted on December 6 and underwent major surgery on December 7, 1949.

Master Dennis Donovan was admitted on December 12 for tonsillectomy.

J. B. Colston was admitted December 11 for medical treatment.

Master Billy Brown, son of Mr. and Mrs. Joe Brown, was dismissed December 14, after receiving medical treatment.

Mrs. George Caven was dismissed Friday December 16, after clinical diagnosis and medical treatment.

Mrs. B. T. Davis' condition is reported good after having major surgery December 14.

Miss Nita Beth Cagle, daughter of Mr. and Mrs. H. J. Cagle, was dismissed December 15 after receiving medical treatment.

Mrs. Greer Christian and son, Joe, were dismissed December 15.

Mrs. E. H. Burke, Lockney, was dismissed December 16 after receiving medical treatment.

Miss Opal Rogers, daughter of Mrs. D. F. Rogers, was admitted December 17 for major surgery. Her condition is reported as good.

Larry and Marion Cross, Plainview, were dismissed December 18, after having minor surgery.

Mr. J. D. Newman was admitted December 17 for medical treatment.

Walter Harris was admitted December 18 for minor surgery and medical treatment.

Mr. Bill McNeill was admitted December 17 for medical treatment.

Dear Santa,

I have tried to be a good girl. Will you please bring me a cowgirl suit and a pair of warm house shoes. If you have a ring and bracelet bring me one.

Thank you,
Randle Ring

Fairview News

FAIRVIEW, December 20—We are having some damp cloudy weather and the weather man says it will be more so. The wheat needs a good rain.

Death came to our community again this week in the passing of F. C. Irwin on Sunday night. Mr. Irwin had been in Peoples hospital for three weeks, as a victim of a plane crash that took the life of his daughter, Leola. Our deepest sympathy goes out again for the Irwin children in their sorrow.

Mr. and Mrs. Carman Irwin and family of Clayton, New Mexico, who were among the relatives here for the funeral of his brother, Clyde Irwin, remained for a visit with the Irwin children.

Word was received Tuesday morning by L. B. Cozby of the death of his brother at Spur. Mr. and Mrs. Cozby and Rev. Joe Wilson left immediately for Spur.

A large crowd of friends and neighbors gathered in the home of Mr. and Mrs. R. M. Cannon Wednesday night of last week for a friendly get-together before Mr. and Mrs. Cannon moved to their home in Vernon. We regret losing the Cannons from our community, but wish them well in their new home.

Mr. and Mrs. Clyde Bagwell received a nice Christmas gift from their landlady, Mrs. W. T. Branson, the wiring of the house for electricity.

XMAS PARTY OF STARKEY HOME DEMONSTRATION CLUB HELD FRIDAY AFTERNOON

The Starkey Home Demonstration club had a Christmas party December 16, in the home of Mrs. Annie Assiter. An interesting program was given, as follows:

A Scripture reading given by Mrs. N. S. Abbott; Christmas poem by Mrs. Paul Sparkman; music by Mrs. L. E. Kiker; a solo rendered by Mrs. J. T. Myrick, Jr., and prayer given by Mrs. W. F. Ferguson.

After the Christmas packages were received, all told who their pollyanna's were for the past year.

Mrs. G. H. Day received a lovely new dress for not being absent a meeting during the year. Mrs. Paul Sparkman, club president, was given two lovely sheets.

Refreshments were served to Misses W. W. Blair, G. H. Day, J. K. Holmes, S. L. Holmes, W. F. Ferguson, P. F. Stephens, G. E. Assiter, G. W. Wilson, L. E. Kiker, J. W. Day, Jr., William Culppepper, Loyd Pate, W. L. Davis, John Shipley, Wilson Edwards, Wanda O'Neal, Paul Sparkman, E. M. Jackson, N. S. Abbott, Leon Ferguson, J. T. Myrick, Jr., Annie Assiter, the hostess, and Miss Leila Petty, the county home demonstration agent.

The next meeting will be on January 6, with Mrs. N. S. Abbott as hostess.

MARILYN REBECCA LEWIS IS A DECEMBER BABY

The John F. Lewis' have a new daughter, born on December 4, which they have named Marilyn Rebecca. The baby was born at Trawick hospital in Matador, and has been at home, 706 West Lee street, for several days.

Marilyn Rebecca has an elder sister, Edna, and a brother, Lawrence.

Mr. and Mrs. E. J. Barker will leave this week-end for Chicago to spend the Christmas holidays, expecting to return home around the first of the year. They will be guests of their daughter there, Mrs. L. V. Assiter, Mr. Assiter and family.

Mrs. Eula Woods and son, Bobby of Fort Worth, spent the week-end here visiting with relatives and friends.

Dear Santa,

I have tried to be a good girl, will you please bring me a nurse kit and a pair of warm house shoes. If you have a ring and bracelet bring me that. Please remember all the other children.

Thank you,
Jackie Ring
110 East Hollie

P. S. I will leave some cake and coffee for you.

Dear Santa Claus,

I am a little girl six years old. I would like for you to bring me a big baby doll and a suitcase full of doll clothes and a set of dishes, also fruit, nuts and candy.

Lynnea Bradshaw

XMAS TURKEYS OR HENS

Fully Dressed
NONE BETTER
Our Price High
Quality High
BEST WISHES

Charley Berry

Pho. 74 304 E. Ga.

CARD OF THANKS

We wish to take this means of expressing our thanks to those who helped to lighten our burden during the recent illness and death of our husband father and grandfather.

We shall always have a warm place in our heart, especially for the doctors and nurses who cared for him, for those who were so faithful in setting up during his illness, for those who brought food and served it, for those who sent flowers and cards or spoke words of comfort and also we sincerely thank any one who offered to help in any way.

In your hour of sorrow, may you have just such friends.

The T. J. Day family.

Beth Hinson, who is attending school at Texas State College for Women at Denton, returned home to spend the Christmas holidays

with her parents, Mr. and Mrs. E. E. Hinson. Because of her high grade average, Miss Hinson was excused from classes two days early.

Miss Billie Frances Sisson of Lubbock spent the week-end here with her parents, Mr. and Mrs. O. T. Sisson. Miss Sisson is employed with the Lubbock Branch of the General Motors Acceptance corporation.

Mr. and Mrs. Bill Poole will leave Saturday for Oklahoma City where they will spend the holidays with their son and family, Dr. and Mrs. Warren Poole. The Poles expect to be gone until after the first of January.

Travis Jones and Melvin Robertson were among the students of West Texas State College who visited with their parents this week-end

BROWN SELLING HOLMES ELECTRICAL SERVICE DEVICES

S. M. Brown, for the last eight months employed at Currie Appliance company, last week assumed duties as a salesman for Holmes Electrical service. Mr. Brown will be in the store part time, but will spend most of his time selling appliances in the outside territory.

Mr. and Mrs. Irvin Allen and son of Andrews, Texas were week-end guests of Mr. and Mrs. Oliver Allen and Mr. and Mrs. Layton Dorrell and family.

Major Ervin L. Turner and family of Albuquerque, N. M.; the James Byerly family of Dove Creek, Colo-

rado; and Ira N. Worsham of Grand Junction, Colorado will be spending the Christmas holidays in the home of the E. W. Turners.

The E. W. Turners have been visiting at Lockney some this week with Mrs. George Worsham, who underwent a major operation in the Lockney hospital on Monday of this week. Mrs. Worsham was reported as improving at midweek.

AT2 James Boyd, who is stationed at El Centro, California, is visiting here this week with his parents, Mr. and Mrs. J. D. Eaves and family. He plans to return to California December 29.

Get the want ad habit.

LANDS

Farm and Grazing Lands in Floyd and other Counties
Town Lots in Floydada.

MASSIE & BOND

(Successors to W. M. Massie & Bro.)

MONEY TO LOAN

On Farms and Ranches - To Buy new farms or to take up Vendor's Lien Notes at LOWER RATE OF INTEREST.

No Commission to pay - Very Attractive Terms.

R. E. FRY

Bank Building

Floydada

Phone 65



YOUR CHRISTMAS SHOPPING GUIDE TO

Fine Food Values



GREETINGS

To you and to all your house... happiness, peace, joy and a Very Merry Christmas!

HUNT'S ALL GREEN

ASPARAGUS,

No. 1 Can

33c

GOLD MEDAL

FLOUR

5 Lb. Bag

49c

FRUITS and VEGETABLES

FANCY DELICIOUS

APPLES

POUND

10c

Avocadoes

Large Size

27c

CHASE CHOCOLATE

CHERRIES

1 Lb. Box

49c

HUNT'S PEAS

No. 1 Can 15c

ELMDALE

CORN, 25c

2 Cans

FROZEN

Strawberries, 55c

BOX

Broiled in Butter

Mushrooms 28c

Can

PURE CANE

SUGAR

10 Lb. Bag

89c

CRISCO

3 Lb. Can

79c

Large Soft Shelled

PECANS

Pound

39c

WALNUTS

FILBERTS

Brazil Nuts

ALMONDS

SCOTT COUNTY

PUMPKIN,

No. 2 Can

9c

HUNT'S STRAWBERRY

PRESERVES,

Lb. Jar

35c

PILLSBURY

HOT ROLL MIX,

14 1/2 Oz. Pkg.

28c

PETER PAN

PEANUT BUTTER,

12 Oz. Glass

33c

Holiday Treats

OCEAN SPRAY

CRANBERRY SAUCE, 19c

Size 300

BAKERS

COCONUT, 19c

4 Oz. Can

SHELLED

PECANS, 98c

Pound

MARASCHINO

CHERRIES, 15c

4 Oz. Jar

Whole Spiced

Peaches, 33c

2 1/2 Can

JOHNSON'S

WAX, 98c

QUART

DREFT,

27c

BOX

LUX

Toilet Soap, 25c

3 Bars

ALL THE FIXIN'S for the FEAST DAY

GREETINGS.—It's a very happy holiday we're wishing you and your family throughout this Christmas season. At Star Cash we have prepared well to meet your food needs for the festive board.

GOLD COAST, Pickled PEACHES, 29c

No. 2 1/2 Can,

HUNT'S PEARS, 30c

No. 2 1/2 Can,

CRANBERRY SAUCE, 19c

Can,

SEEDLESS GRAPES, 20c

Can,

SHURFINE FANCY PEAS, 55c

2 Cans,

SHURFINE, Extra Fancy WHOLE Green Beans, 35c

Can,

GOLDEN YAMS, 22c

In Syrup, Can,

SHURFINE, TOMATO JUICE, 23c

46 Oz. Can,

FIREWORKS FOR THE KIDDIES

FRUITS

By Dozen or Box

BREEZE, 39c

2 Boxes,

Super Suds, 28c

Box,

CAMAY SOAP, 25c

3 Bars,

PICKLES

Sweet, Sour or Dill

NUTS

ALL VARIETIES

SALMON, 49c

Can,

HERSHEY BARS, 25c

6 For,

SLICED BACON, 49c

Pound,

OLIVES

Ripe, Green, Stuffed

STAR CASH GROCERY

Felton-Collins

Phone 27 • Grocery & Market • 122 W. Calif.

WE

DELIVER



Would you please bring me some cowboy boots, hat and a "20-06" gun?
I would like for you to bring my sister, five months old, a cowboy hat and doll. I think she would like a red hat.
I will be at Mema and Pops Morehead's hotel. They will have some decorations on the tree and some candy for you.
I love you Santa.
Sammy Hotchkiss
P. S. I would like a horse if you have one. Not the kind with wheels and not a rocking horse, but one with really "feet".
Bye now,
Sammy
Floydada, Texas
December 9, 1949

Dear Santa,
Remember me? I am a little girl 6 years old. I live north of the Harmony school, but go to Floydada school. I would like for you to bring me a doll house with furniture. My teacher is Mrs. Hill, so be nice to her and bring her what she wants.
I have a baby sister this year, so bring her a cuddly toy.
I have tried to be good and get up early so I could catch the school bus on time. Will look for you at the church Christmas Eve.
A little friend,
Dwana Beth Scott
South Plains, Texas
December 5, 1949
Dear Santa,
I am a little boy four years old.

I would like a car, road grader and a small football. I am god most of the time. My big brother wants some shot gun shell and a radio.
We will have a tree for you to put the things under.
Lots of love,
Gary Wilson
Dear Santa,
I have tried to be a good little boy. Please bring me two guns and holsters. I want a pair of boots too.
Your friend,
Freddie Morrea

Dear Santa,
I want two holsters and two guns. I was a good boy.
Ray Strickland

Dear Santa,
I want two holsters and two guns. I was a good boy.
Your friend,
James White

Dear Santa,
I have tried to be a good little girl so please bring me a cowgirl suit, a doll and doll buggy. I would like a little sister, too.
I love you,
Pat Allen

Dear Santa,
I have tried to be a good little girl. Please bring me a cash register, a wagon and a doll. Do not forget the other boys and girls.
Your friend,
Lucille Strickland

Dear Santa,
I have tried to be a good girl. I want a watch and record player. My little brother's name is Raymond. He wants a tractor.
Your friend,
Dorothy Robertson

Dear Santa,
Please bring me a doll 24 inches tall. I have been a good little girl.
Bye,
Elfa Jean Womack

Dear Santa,
I have been a good boy. I want you to bring me a BB gun, a jeep with lights and some little cars. Bring Glen a tractor and combine. I have a new brother. Bring him a rattler. Please bring some fruit, nuts and candy.
Dewain Finley

Dear Santa,
I want a cowboy suit and a bicycle. Bring Sue a doll. She is my little sister.
Jerry and Sue Warren
Floydada, Texas
November 29, 1949

Dear Santa,
I want a record player and one or two records. My little brother wants a bicycle like mine. My name is DeAnne and my little brother's name is Dale. We want some candy and fruit.
Love,
DeAnne and Dale Newberry

Dear Santa,
Please bring me a table and chairs, a doll house and some dishes. I will try not to ask for too much as I want all the other little girls and boys to have some toys too. Don't forget my little sister, Sherry Dianne.
I love you,
Linda Gayle Robertson

Dear Santa,
I am a little boy. I want an electric train and track to go with it, and a big wagon.
Roy Strickland

Dear Santa,
I have tried to be a good little boy. I want some boxing gloves and football. Please bring my little sister a doll. Please bring my little brother a tricycle.
Your friend,
Van Lewis

Dear Santa,
I have tried to be a good little girl. Please bring me a buggy and doll, too. So please don't forget me.
Your friend,
Mary Strickland

Dear Santa,
I have tried to be a good little girl. Please bring me a cash register and a wagon. Do not forget the other boys and girls.
Your friend,
Genell Strickland

Dear Santa,
I have tried to be a good boy. I want a gun, a bicycle, a hat, a wagon and a truck.
Your friend,
James Morris

Dear Santa,
I have tried to be a good little girl. Please bring me a cash register and a wagon. Do not forget the other boys and girls.
Your friend,
Judy Anne Williams
Floydada, Texas
December 10, 1949

Dear Santa,
I'm sure you know me. My name is Karen Goen, and I am eight years old. I want a Bible and a baton for Christmas. It that too much? I hope not.
Your friend,
Karen Goen
Floydada, Texas

Dear Santa,
I love you. I hope you come to Floydada. I want a doll for Christmas. I am a little girl eight years old.
Your friend,
Myrtle Calhoun
Floydada, Texas
December 9, 1949

Dear Santa,
I am a big boy nine years old. I go to Andrews Ward school. I would like a Cub scout suit.
Your friend,
Jerry Dean Hinkle

Typewriter Ribbons. Hesperian.
Typewriter Ribbons. Hesperian.

Floydada, Texas
December 12, 1949
Dear Santa,
I am a little girl and I am nine years old. I am in the third grade and go to Andrews Ward school.
I want a record player and a doll and a baton, and also a blue rain coat, and a new set of dishes. And bring my sister a queen doll, and give all the other little boys and girls a Merry Christmas.
Your friend,
Mary Cogdell

Floydada, Texas
December 12, 1949
Dear Santa,
I am a little girl eight years old. I am in the third grade, and go to Andrews Ward school.
I would like for you to bring me a big doll, rain coat, fruits, nuts and candy. Don't forget other boys and girls.
Merry Christmas and a Happy New Year.
Your friend,
Leora King
Floydada, Texas
December 11, 1949

Dear Santa,
I am a little girl four years old. I have tried to be good so please bring me a cowboy gun, some doll clothes and dishes, a suitcase, housecoat, house shoes, a baton and also some fruit, nuts and candy.
Don't forget my brother, Dale, and the other boys and girls.
Your little friend,
LaJuana Ann Rimmer

GET YOUR FARM LOANS

FROM
John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

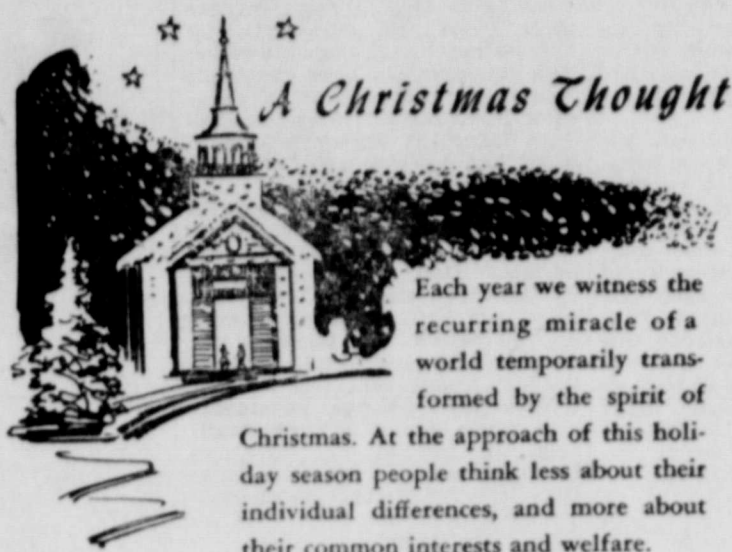
FARM and RANCH LOANS

At low rate interest. No Brokerage. Loans available for improvements and irrigation wells.

See Jim Word —

FLOYDADA REAL ESTATE and Insurance Agency

First National Bank Building



Each year we witness the recurring miracle of a world temporarily transformed by the spirit of Christmas. At the approach of this holiday season people think less about their individual differences, and more about their common interests and welfare.

Why must this transformation be temporary? The greatest need of the world today is the growth of an all-year Christmas spirit of good-will and co-operation.

It is in this spirit that the officers, directors and employees of this bank wish you a Merry Christmas.

First National Bank

Floydada, Texas

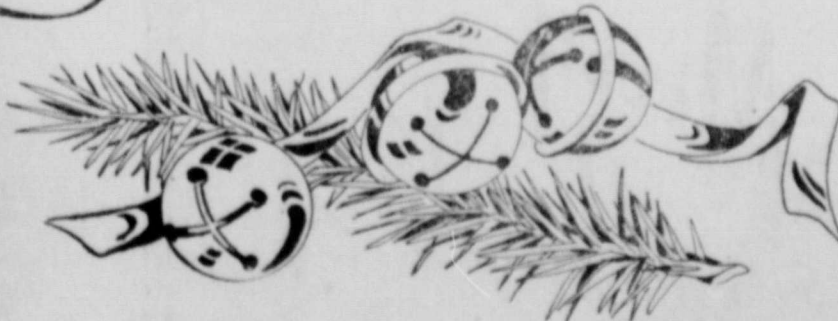
WE SELL SAVINGS BONDS

Christmas and another year has

passed. To us here it has been a year of accomplishment and satisfaction. But without your friendship and goodwill, and the friendliness of other splendid folks like you, such achievement could not have been possible.

So we say thank you. Thank you very sincerely for the contribution you have made toward our success this year. We hope that your Christmas will be a Merry one.

SEASON'S GREETINGS



MORCKEL FARM CHEMICAL CO.



Y OIL COMPANY

P. Q. Haney, Proprietor

Christmas Greetings

Christmas is a good time, a pleasant time — the one day in the long calendar of the year when people everywhere lay aside the cares of the every day world.

With gay tidings all around us and with the blessings of the Christmas season so greatly in evidence, let us all acclaim the Yuletide and welcome it with a sincere and heartfelt happiness.

May all of us in our own way observe the customs essential to a joyous and successful Christmas Season.



Quanaah, Acme & Pacific

Railway Company

Special Gifts Solicitations In Polio Drive

Special gifts for financing the infantile paralysis campaign in this area are now being taken, said Ernest Carter, special campaign chairman this week.

Commenting on the fact that poliomyelitis has grown into a tremendous problem and that to campaign against it now calls for dollars where dimes formerly sufficed, Carter said this week it came about fortunately that large donors would find any funds they directed into this channel could be deducted from income taxes. His efforts in this connection, therefore, will be directed to obtaining as much help as possible for the Floyd County chapter between now and the first of the year. "Any donations we obtain for the polio fund are deductible," Mr. Carter said, and he pointed out that "a much higher total fund for the infantile paralysis chapter could thus be obtained with very little increase in the personal sacrifice of the donor."

The March of Dimes campaign will come later, in January. Carter pointed out, and the help given in advance by those who are in position to do so, will be a tremendous advantage and encouragement in that campaign period.

HIGH LINE SANTA CLAUS

More than half a million rural families will celebrate their first electric Christmas this year as a

result of the rural electrification program, says the U. S. Department of Agriculture. Connections to systems (mainly cooperatively owned) financed by loans from the Rural Electrification Administration have passed the half million mark since Christmas 1948, say the REA. This beats even the record-breaking figures for 1948 which ran close to 500,000 connections.

Most rural homes can now have electric lights on their Christmas trees. Four million farm families which could not have electrically lighted trees before the start of the REA program can have them this year. The total number of electrified farms has increased from less than 750,000 at Christmas 1934 to more than 4,800,000 this Christmas, according to REA estimates.

Appliance sales always boom in the weeks before Christmas in the areas newly served by REA-financed lines. Desk and reading lights, curling irons, electric shavers, hot plates and waffle irons, motor mixers, percolators and toasters, electric heating pads and blankets, toy trains, shop tools, and reflector heaters make welcome intrafamily gifts when current is newly available. Or families pool Christmas buying in such major comforts as electric ranges, washers, water heaters, and refrigeration—or in some areas, television sets.

Many farmsteads offer unusual opportunities for effective outdoor lighting schemes with colored globes on one or several trees or buildings, as well as indoor lights on trees.

Farmers in the South Plains area should plant wheat grasses, orchard rye and sweet clover during October. The clover should be inoculated before planting to permit a nitrogen increase in the soil.

Typewriter and pencil carbons, Hesperian office

Santa Letters



Dougherty, Texas

Dear Santa,

I am a little girl in the third grade. I go to Dougherty school. I have studied hard and made good grades so will you please bring me a doll and a bicycle. I would like the bicycle so I can go to the store for grandfather, then he wouldn't have to stop his work to go to the store. I also want to learn to embroidery, so please bring me an embroidery set.

Santa, please do not forget my teacher, Mrs. Senn, and the other little girls and boys.
All my love,
Joy Woody

Floydada, Texas

December 5, 1949

Dear Santa Claus,

I'm already watching for you to tell you what I want for Christmas. And if I miss seeing you surely this letter will reach you.

I am a little boy four years old and I've been as good as it is possible for a boy to be. So don't forget that I want a big old fire truck with siren on it.

Baby Rebecca needs a soft rubber doll or fluffy white kitten.

Your little friend,
Lon Eddie Miller

South Plains, Texas
December 2, 1949

Dear Santa Claus,

I like you because you are a jolly old fellow, please bring me a little accordion, a baseball, glove, bat, blouses, some boy's socks, 2 pairs of levis, a big 199 page color book.

I have a little sister named Barbara Sue Milton. Bring her a little bicycle, a horn, and a gun.

My little sister is 3 years old, her birthday is May the 12th. My birthday is January 2, I am 9 years old.

Fill our stockings with nuts, apples and candy.

Love,
Donita Milton and
Barbara Sue
Route 4

502 W. Jackson St.
Floydada, Texas

Dear Santa Claus,

I am a little girl four years old. I have been pretty good this year so would you bring me some dishes and a nurse's kit and doll house? Thank you very much.

Elaine Wilks

Petersburg, Texas
December 5, 1949

Dear Santa Claus,

I am a little boy eight years old, I go to school and am in the third grade. I have been a good boy.

Please bring me a bicycle, a BB gun and an electric train, nuts, fruit and candy.

Please remember the other boys and girls.

Your friend,
George Willis, Jr.

Floydada, Texas

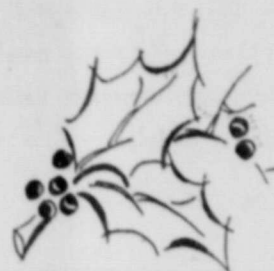
Dear Santa,

I am a little boy 6 years old, I am in the first grade. I have tried to be good. Please bring me a desk and radio for my room, candy and nuts.

Your little friend
Curtis Sanders

TO WISH you a very Merry Christmas and to express the hope that our present cordial relations may continue for many years to come. It is our desire that you will enjoy the Season of Christmas, its fine friendly associations and its thoughtful tokens of esteem.

MERRY CHRISTMAS



You have been considerate and generous with your patronage and we are truly grateful for these courtesies. Merry Christmas to one and all.

DARDEN'S
Welding Shop



The Christmas Season

brings to mind the

Many happy friendships

that we have

had the pleasure of

enjoying during the past

twelve months.

We trust that we may

continue to merit

Your trust and confidence

and that the season

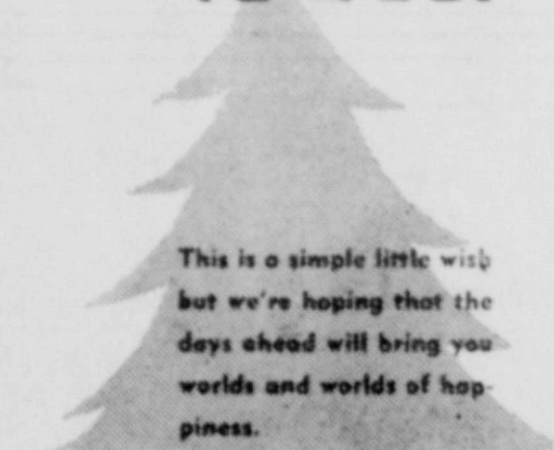
will be one of

many blessings.

MAYO MOTOR CO.
Floydada, Texas

DR. WALTER J. WILLIAMS
Osteopathic Physician and Surgeon
Special Attention to Rectal Diseases
Over Cretney Drug Store
Plainview

HERE'S
TO YOU!



This is a simple little wish
but we're hoping that the
days ahead will bring you
worlds and worlds of happiness.

Compliments
OF THE SEASON
TO EACH OF YOU

WHITE DRUG CO.

WE HOPE YOU DON'T OVERDO
IT... BUT WE WISH YOU



T. L. Shipman Grocery & Market

Merry
Christmas

Now that the Yuletide Season is here again, we find ourselves eager to express to you our good wishes for a Christmas long to be remembered in years to come as the most enjoyable of them all.



FLOYDADA IMPLEMENT COMPANY



Santa Letters

Petersburg, Texas
December 4, 1949

Dear Santa Claus,
I am a little girl six years old.
I go to school. I made A straight
A. Please bring me a doll house, bi-
nary and lots of candy, nuts and
candy.

Your little friend,
Doris Willis

Dear Santa,
I want a twin gun set and I
like to have a football and
a gun.

Don Vickers

Dear Santa,
I want a pair of boots for Christ-
mas. I want them to be red and
black.

Geneva Mae Norvell
Route 3

Dear Santa,
Will you please bring me a bill
a knife, an eversharp, a foun-
ten pen, and a pair of boots,
Your friend,
Bobby Ross

Dougherty, Texas

Dear Santa,
Please bring me a BB gun, a
small and a football suit.
Your little boy,
Gene Edward Jones

One-Day SERVICE

Cleaning That
Excels

STEWART'S
CLEANERS

Floydada, Texas

Dear Santa,
I am a little girl almost 4 years
old. Mommie says I have been nice
so would you please bring me a doll
and doll bed? Please bring my lit-
tle brother Leslie a wagon and a
fire truck and my baby sister, Kathy
a rattle and some soft toys.

Santa, please remember all the
other little boys and girls and bring
them some nice toys.
Thank you for my present last
year and thank you for these, too.

I love you,
Rita Patrick

Floydada, Texas

Dear Santa,
I have been a very good boy and
I want you to bring me an electric
train, a little car I can ride in, a
bath robe, and house slippers.
Be sure not to forget Daddy and
mother.

Your friend,
David Ray Hart

Dear Santa,
I would like to have a baby doll,
some pajamas, house coat, and
house slippers, fruit, nuts, and can-
dy. But most of all bring my little
cousins, Danny Boy and Ricky home
to my grandmother Riggie's for
Christmas. I am six years old and
live at Lubbock.

Sharon Kay Baker

Dear Santa,
I go to school at Sanders school
at Lubbock. I lived at Tulsa, Okla-
homa last Christmas but will be at
my grand parents home at Floydada
this time. Please leave my gifts at
their place. I would like some blue
jeans, house coat, and slippers. You
may leave anything else that you
care to.

Joyce Edell Baker

Dear Santa,
I want a big soft skin boy doll,
a musical toy and some candy.
Will you please bring my little
brother, Douglas a squeaky toy.
We have both been good children.

Love,
Delores Chowning

Dear Santa,
I have tried to be a good little
boy. Please bring me a base ball
bat, a baseball, a football, a pair
of skates and a stopper gun.
Please remember all the other lit-
tle boys and girls.

Love,
Billy Don Colston

Dear Santa,
I have tried very hard to be a
good boy. I have been naughty a
few times but if you will come by
Christmas Eve I will have a big
piece of cake waiting for you.

I would like to have a record
player and some of Roy Rogers re-
cords, an Indian suit and a pair
of skates by my tree Christmas
morning.

Please remember to visit all my
cousins and friends.
Love,
Denny King

Get the want ad habit.

Some Christmas Trees Are Tops

A few of the finest Christmas
trees on the market each season
are the tops of medium-size ever-
green that owners have harvested
primarily for other purposes—for
poles, pulp and timber. These thou-
sands of Christmas trees among the
millions are really forest by-pro-
ducts which would otherwise be was-
ted and left to rot. Owners plan
to thin over-crowded stands of ever-
greens and arrange to do the work
in time for Christmas.

More than 29 million trees are cut
each year in the U. S. for the
Christmas market, according to a
survey by the Forest Service of the
U. S. Department of Agriculture.
National Forests supply only a small
percentage of the supply, mainly be-
cause most of the National Forests
are far from the big urban markets.
Cutters contract for trees that
should be removed in improvement
cuttings to allow remaining timber
trees a better chance to grow.

Most of the trees are cut from
forest lands, second growth wood-
lands, and pastures and old fields
where evergreens have seeded natu-
rally. Prices to cutters are in line
with wages for work. Prudent thin-
nings of crowded stands can im-
prove woodlands with the Christ-
mas tree market to help bear the
expense.

Some Christmas trees come from
reforested tracts. Tree planting
calls for many more trees to the
acre than mature as timber. The
first thinnings can be sold in a
few years as Christmas trees. Plant-
ed stock is spaced so that thinned
trees are likely to be shapely. Later
thinnings can supply poles and pulp
wood—and tops for Christmas trees.

A few farmers with land not fer-
tile enough for cropping but within
easy trucking distance of city mar-
kets grow Christmas trees as a crop
that matures in from four to eight
years. They plant each year as
many acres as they can clear to ad-
vantage, and replant cleared acres.

Floydada, Texas

Dear Santa,
I am a little boy three years old.
I wish you would bring me a baby
that nurses a bottle and loves a
bath, a doll buggy, a harness for my
dog, Buster, and a box of cherry
candy. I will hang my stocking up
and I hope you fill it full of pea-
nuts, fruit and a soda pop.

With love,
Conley Bradford

Dear Santa,
Please bring us a Filling Station,
a train, some cars and just anything
you think we will like.

Love you,
Bruce and Phil Horton

New Hampshire and Indiana are
the only states which have no
mottos.

Campfire Girls Unit Earnings Pay Off May Be Organized Installment Early

Miss Glenda Hargis is making
plans and seeking a signed state-
ment from the mayor okeying the
organization of a Campfire Girls'
group in Floydada. Miss Hargis
moved here the latter part of Nov-
ember with her parents, Mr. and
Mrs. P. L. Hargis, who have taken
up residence in the Blanco com-
munity.

Miss Hargis has done research
work in Abilene, Dallas, Austin and
Denison that has qualified her to
undertake the task of organizing
this girls' group. Girls from the
age of 10 to 15 are eligible to become
Campfire girls.

In addition to the taxes which
they themselves pay, the railroads,
at great expense to the carriers, col-
lect for the Federal Government
more than one billion dollars an-
nually, levied by the Government on
income of railroad employees, re-
tirement tax withheld from em-
ployee's wages, and the tax levied on
passenger and freight transporta-
tion.

This week directors of the Pro-
ducers Cooperative elevator have or-
dered paid before the end of the
year a \$15,000 installment on their
new elevator unit, Roe Jones, man-
ager, said.

The payment on the new \$94,000
addition to the storage plant, is due
next June. It is being paid out of
earnings, said the manager.

The addition represented more
than 200,000 bushels addition to the
storage for grain available at this
point.

VOTE HOSPITAL BONDS

Dickens county voters approved a
bond issue for \$125,000 December 3,
to build a county hospital at Spur.
The vote was 538 for the hospital
bonds and 213 against.

Spur voters favored the issue heav-
ily, while most of the remaining
boxes in the county were against it.
Spur citizens cast 526 votes of the
total of 751 cast, however. Dickens
cast only 10 votes for the hospital
and 80 against.

The county hopes for govern-
ment assistance in building the hos-
pital, according to reports.

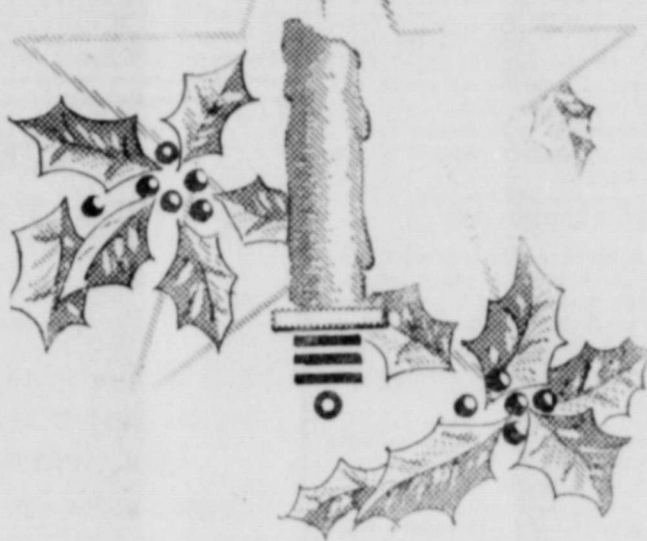
Installment plan buying in Eng-
land is known as the "hire pur-
chase" system.



WAYNE BENNETT

Block Blends With Beautiful

MERRY CHRISTMAS



Barton's Cafe

Floydada

Join the Cheery Fires of CHRISTMAS



and accept best
SEASON'S WISHES
from

Rudy's Service Station

S. J. Latta Implement Co.

Your M-M Dealer
FLOYDADA, TEXAS

Dear Friend:

Please acknowledge my knock on your door and allow me to come
in for a visit and a chat — via this letter.

We have been serving you and this community almost eleven
years, and we believe you all appreciate our efforts as much as we appre-
ciate your sincere good will and patronage. The reason we think you like
us as much as we like you is that we have continued to grow and expand the
services we can render you, because so many people have become our custo-
mers and friends.

We all here at S. J. Latta Implement like people. We are people
ourselves so that isn't odd. We make every effort to understand people,
their wishes, wants, desires, habits and errors. Therefore, we always wel-
come you, and it makes us glad when you come to the store.

You know we appreciate a small order and we appreciate a large
order, it takes them both to make the wheels of progress turn. The business
of making a living and making money is as important and serious to the
small operator as it is to the large one. Many of the problems are akin as
well as the heart and headaches. We want everybody to be our friend. One
cannot stand alone in this world, no matter how it might be tried. Friend-
ship and business can go hand in hand, and it is a wonderful thing when the
combination is carried on so. It makes it so much nicer for all concerned.

We hope that you have had a successful business year, and will
enjoy a most happy and halooed Christmas, that your well-laid plans for the
coming year will be no disappointment to you.

It has been nice of you to grant this little visit, let's continue it
next time you are in Floydada. Drop in and say hello. If we can render a
service, well, tell us that too.

Happy New Year. May it be healthy, happy, and prosperous for
you and yours.

S. J. LATTA IMPLEMENT CO.



Christmas GREETINGS

to all of you whom we
have been of service in the past.

L. C. McDONALD
CLEMENT McDONALD

PONTIAC

GMC

ALLIS CHALMERS



Norman's 5c to \$1 Store



Vogue Beauty Shop

Thelma McGaugh

Mary Hennessee

Tracer Used in Tree Study

A "shot" of radioactive materials in the trunk, branches, or roots offers a new and rapid means of studying tree nutrition, reports Dr. Harold E. Hammar of the U. S. Department of Agriculture Pecan field station, Albany, Ga.

He used radioactive isotopes in a recent study to trace the uptake and movement of phosphorus in pecan trees.

Giving a tree a shot of radioactive phosphorus isn't as complicated a procedure as it might appear. Dr. Hammar simply drilled holes in the tree with an ordinary bit, inserted salts of potassium phosphate, added radioactive phosphorus solution, then plugged up the holes with rubber stoppers.

Samples of leaves, stems, wood, bark, roots, and nuts from the treated trees taken at intervals during the next five months showed that:

1. The tagged phosphorus moved rapidly immediately after it was injected into the wood.

2. Movement was largely upward and outward from the point of injection. Significantly higher accumulations were found in the upper parts than in lower parts.

3. Materials injected in the trunk was distributed more uniformly through the tree than that from the roots or branches. Phosphorus applied to one side of the tree was not readily moved to the opposite side.

4. Apparently the phosphorus accumulates in the wood rather than in the bark. Approximately twice as much of the applied phosphorus was found in the wood as in the bark of the same limb.

5. Phosphorus was found to accumulate in certain tissues of the developing nut.

PARENT PSYCHOLOGY

Two modern youngsters were discussing the subject of piggy banks.

"I think it's childish to save money that way," Mary opined.

"I do, too," Annie replied. "And I believe also that it encourages children to become misers."

"That's not the worst of it," Mary exclaimed. "It turns parents into bank robbers, too!"

—Santa Fe Magazine

MATADOR—Mrs. Harrison Williams was dismissed last Wednesday from Trawick hospital where she has been a patient the past three months, and has returned to the home of her daughter, Mrs. E. F. Springer, with whom she lives.

Mr. and Mrs. P. P. Merry and daughter, Linda, of Denver, Colorado will be visiting here during the Christmas holiday with friends and relatives. Mrs. Merry is a daughter of Mr. and Mrs. Bob Smith.

BACK LOG OF FARM BUILDING

An estimate of the farm building situation in the United States is offered by Wallace Ashby, agricultural engineer of the U. S. Department of Agriculture in charge of research on farm buildings and rural housing.

"The picture," he says, "should include 7 million dwellings and 27 million people. In the absence of statistics, I estimate that there also are about 6 million barns and 20 million other permanent structures, housing 25 million cows, 60 million hogs, 525 million chickens, and large numbers of other livestock.

"The buildings provide seasonal storage for about 5 billion bushels of grain and seeds, 50 million tons of hay, and 40 million tons of silage. A large part of the 500 million bushel production of potatoes, sweet potatoes, apples, pears, and other late vegetables and fruits is stored on the farm or in community storages controlled by farmers.

"Farmers' investment in land and buildings as of January 1, 1948, is estimated at about 63 billion dollars. Assuming that buildings, including dwellings, represent 30 percent of this amount, as was the case when the 1940 census was taken, their value would be about 20 billion dollars.

"Study of the available information indicates to me that the amount of new farm building in 1947 was somewhat above the 1935 to 1939 average, and still higher in 1948, but that the amount of repairing and remodeling, including installation of equipment, was much above the pre-war average in both years, being higher in 1948 than in 1947. However, the farm building improvement needed is so great that it will take many years to replace or modernize present obsolete buildings."

Spikes Family Honor Pioneer

PETERSBURG—Mrs. Sam Spikes, hardy little pioneer of the South Plains was honored on the occasion of her 90th birthday Sunday with a reunion of the entire Spikes family.

All eight of her children and their families attended the reunion, held at the home of Mr. and Mrs. E. T. Beard, 1720 Ave. J, Lubbock where Mrs. Spikes resides. There were five generations of the family represented at the affair, little Miss Joretta Ann Pullingim, one and one half year old daughter of Mr. and Mrs. Gene Austin Pullingim of Petersburg being the only great great grandchild in the family.

Mrs. Spikes, born in Tennessee, came to Texas as a child and the family moved from Kaufman county in 1890 to old Estacado in Crosby county. They moved to Lubbock in 1902. Mr. Spikes died in 1923.

Children present included: Two sons, John Spikes, 1903 Twenty-third; W. J. (Bill) Spikes, sr., 1913 Twenty-third; both of Lubbock, and six daughters, Mrs. Coke Pullingim, Petersburg; Mrs. Leslie Ellis, Southland, Mrs. R. C. Lawson, Dallas; Mrs. Martha Senseman, Tulsa, Mrs. Gertrude Johnston, and Mrs. Beard, Lubbock.

Mrs. Spikes still able to see and hear distinctly, sat at the honor place at a big dinner staged at the reunion.

Because the earth's atmosphere bends the moon's rays, the moon is not actually where it appears to be when looked at from the ground.



May the blessings of the Season

be with you — and bring you

deep and abiding happiness

John and Dell Reagan



The Warm Glow of Christmas Candles

It is our fondest wish that you will enjoy the same warm friendships and associations of those about you on this, the greatest day of them all - - Christmas.

Holmes Electrical Service

Phone 441

COTTON ATTENTION FARMERS

We Are in the market for your cotton on the green card

Also we are writing up LOAN NOTE PAPER and can pay you off same day on loan note.

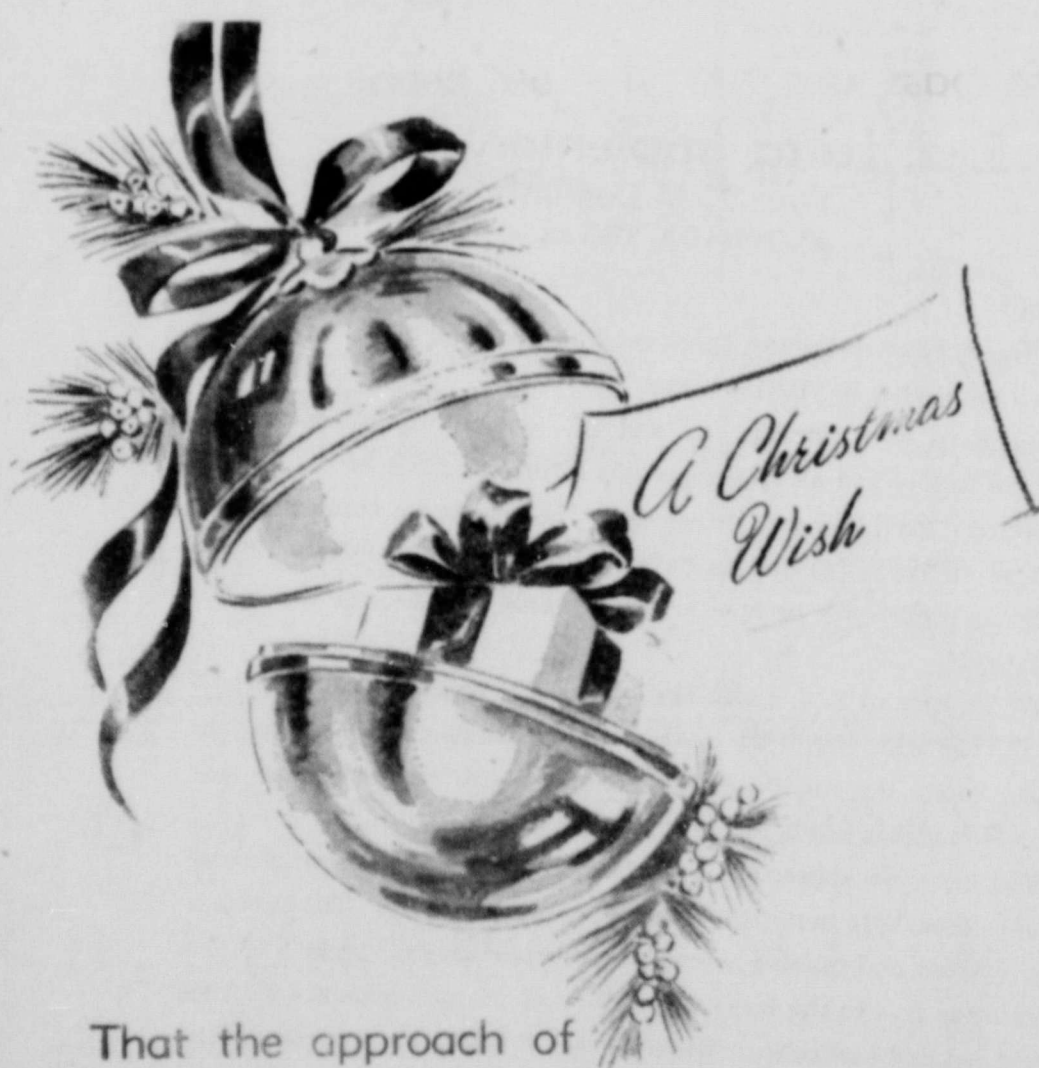
WE APPRECIATE YOUR BUSINESS

Located north side square over Bryan's Food Store

Chapman & Davis Bros.

Telephone 1210

Plainview, Texas



That the approach of another Christmas season will bring with it loads of good cheer and happiness for each of you, our friends and customers.

WHITE AUTO STORE



CHRISTMAS

Greetings TO YOU

PLAINS EQUIPMENT CO.



Santa Letters

Floydada, Texas
Dear Santa Claus,
Please send me a doctor's set because my dog is sick. I would also like to have a wedding doll, a baby and a big round ball.

Thank you Santa,
Sandy Davis

Floydada, Texas
Dear Santa,
I want a BB gun, a toy gun and a train with a track. Also a truck. Minnie would like a doll and typewriter. David wants a wagon and a pick-up truck.
Would you please bring us these things?
Your friend,
Jerry Crawford

Dear Santa,
Please bring me a bicycle, a doll and a little piano, also a washing machine, some fruit, nuts and candy.
Please bring mother some perfume and finger nail polish.
Your little friend,
Darline Johnson

Floydada, Texas
Dear Santa Claus,
I am a little girl, and will be four years old Christmas day. I have been very good.
I would like for you to bring me a doll, stove, ironing board, and nut nuts and candy.
Santa, please don't forget my little cousin, Ricky Alan Field.
Your friend
Edna Kay West

WE HAVE

Fruit, nuts, candy, and a selection of xmas trees.

All trees for churches sell at 25 per cent discount.

NEFF'S Fruit Stand

East Side of Square

Dougherty, Texas
Dear Santa,
I am a little boy in the second grade at Dougherty. I try to be a good boy, so please bring me a BB gun, and anything else you would like to bring — will you?
Remember my little brother, Teddy, and my little sister, Janice. Please don't forget Mr. and Mrs. Semm, also all the other little boys and girls who have been good.
A little friend,
Ronnie Smith

Dear Santa,
Here is a list of the things that my little sister and I would like to have for Christmas. I would like a tractor set, double guns and holster set, tool set, books, blackboard, blocks and a car.
My little sister, Nancy Darlene, would like a doll, doll bed, rocking chair, table and chairs, duck and dishes.
Would you please try to bring them to us on Christmas Eve?
Thank you,
Love, Douglas Emert

Floydada, Texas
Dear Santa,
I am a small girl. For Christmas, I would like a magic skin doll, some picture books, a big doll and a little lawn mower.
Please remember all the other little boys and girls.
Love,
Becky Dunlap

Floydada, Texas
Route 5
Dear Santa,
I am six years old. I am in the first grade. I would like a little car and a bicycle and a doll and doll clothes.
I would like some candy and nuts too.
Merry Christmas and a Happy New Year.
From,
Mae Bell Johnson

Dear Santa,
This is what I would like for Christmas. I would like a football suit, a little truck, a Monopoly game and lots of fireworks and goodies.
Please, Santa, bring my little sister, Linda, a dolly and doll bed and an iron and little ironing board.
Don't forget my other sister, Delores, and all of my little friends.
Your friend,
Michael Barnett

Dougherty, Texas
Dear Santa,
I am a little boy in the second grade. I go to Dougherty school. I have tried hard to be good, so will you please bring me a BB gun and a cork gun, too. I would also like a truck and a bow and arrow.
Santa, please bring Ross a air-gun and an Indian suit. And don't forget Jimmie Wayne, he needs a little truck. I also have some other cousins, too, so please be good to them.
With love,
Billy Don Colston

Floydada, Texas
December 14, 1949
Dear Santa,
I am a little boy one year old. I would like for you to bring me a rocking chair, telephone and tractor. I have been pretty good for a one year old boy.
Please don't forget my little girl friend, Brenda Diane Walls.
Your friend,
Ricky Alan Field.

Dear Santa,
I want a doll and a bicycle, a doll buggy and a new dress.
Please don't forget my mother and grandmother.
All my love to you,
Jimmy Jo Woody

Dear Santa Claus,
I am a little boy. This is my first year in school. I would like to have a steam shovel with the truck.

Please fill my stocking with nuts, candy and fruit. Don't forget my mother, daddy brother and sister.
David Carry Crawford

Dear Santa,
I am five years old and my brother, Royace is three, we have been good so will you please bring me a doll and a fire truck. Royace wants a dump truck, cowboy suit and a scabbard. We would also like some fruit, nuts and candy, fire works. We live at 1117, South Main and will leave you some candy under the tree.
Vicky and Royace O'Neal

Dougherty, Texas
Dear Santa,
I have tried to be a good boy. Please send me a BB gun, a pair of boots and a Roy Roger gun, also some fruit, nuts and candy.
Love,
James Roy Cage

Dear Santa,
I am a little girl 2 1/2 years old, would you please bring me a tricycle, a doll, and a doll buggy. You can bring me anything else you think I should have.
Love,
Vickie Dianne Jarboe

Dear Santa,
Please bring me a maintainer, a set of Lone Ranger books and a knife, a long barrel pistol and some nuts and candy.
Your friend,
Larry L. Smitherman

Dear Santa,
Will you please bring me a filling station, electric car, cowboy boots and suit, gun and holster and also bring me a doctor set.
Remember my little cousins at Amarillo and Dallas.
James Elza



Moore's Shoe Shop & Leathercraft

SANTA'S HERE

to Make You Happy!

Let's prepare a warm welcome for the kindly old gentleman.

He's not likely to pass up the type of people we have in this community, the finest anywhere. He likes to visit where folks are friendly, considerate, thoughtful and that is just what we have here. We know from experience.

So, friends, get ready! Old Santa's sure to come by.

Let's give him the warmest, kindest reception he ever had, one that will remain with him through the Christmas season and for many years to come.



HENRY EDWARDS ELEVATORS

DOUGHERTY

BARWISE

Christmas Happiness



It's always a pleasure
to wish you
the Merriest Christmas
that you have ever known

Daniel Automotive

FLOYDADA

LOCKNEY

**FIRST NATIONAL
BANK**

**PARKER
Furniture**
PHONE 46

**Bryan Home And
Auto Supply**
"FIRESTONE"

**Day And Nite
Texaco**
PHONE 9505

**PATTERSON'S
Grocery & Market**
PHONE 24

**M. L. SOLOMON
Jewelers**
Watches, Diamonds,
Silverware

Radio Electric Co.
Your Westinghouse Dealer

**CLINE &
RAINER**

**HARMON
Funeral Home**

DAY'S CLEANERS
PHONE 546

**RUTLEDGE OIL
Company**
PHONE 68

**FLOYDADA
Implement Co.**
Massey - Harris Dealer

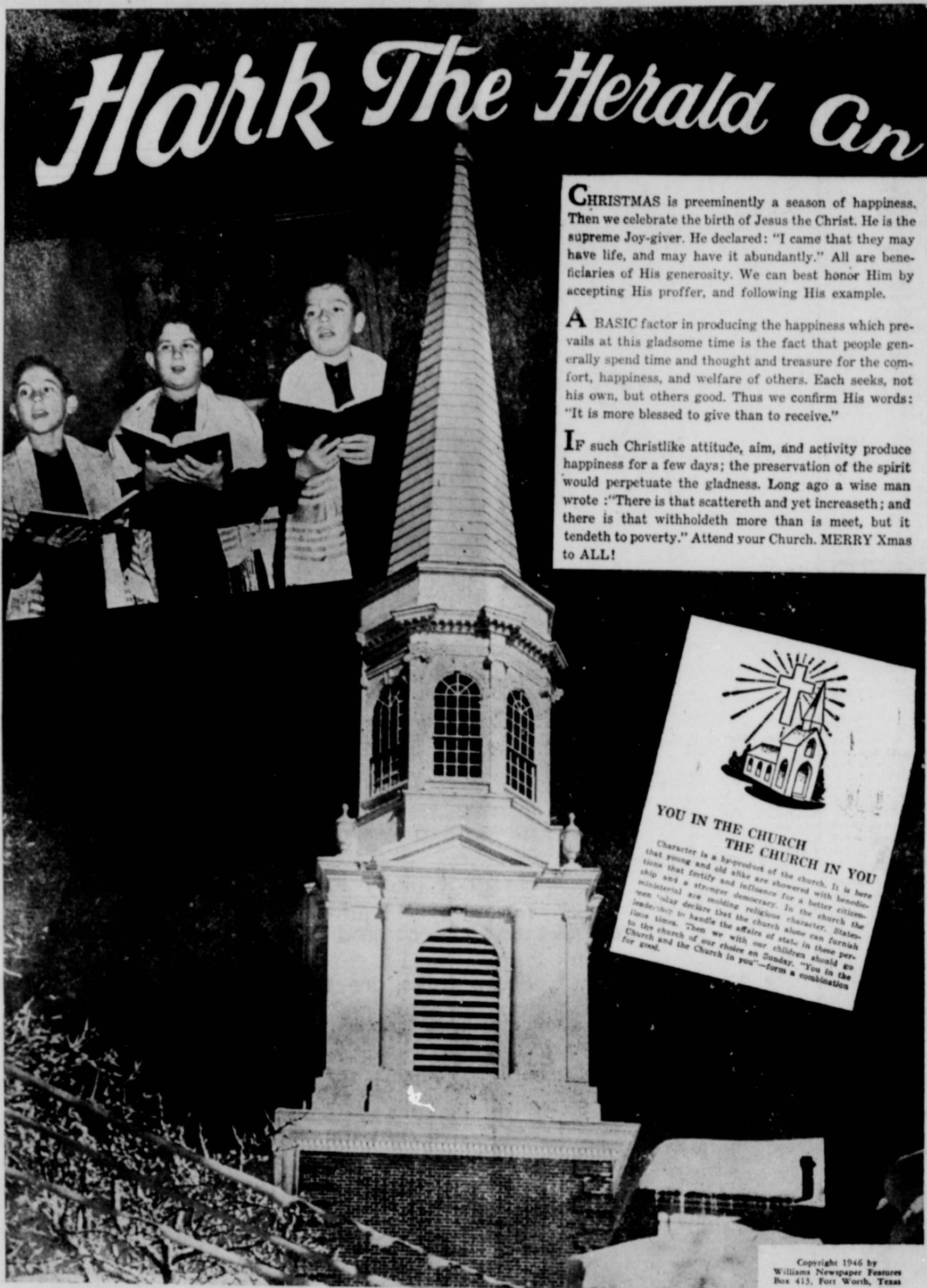
MAYO MOTOR CO.
Dodge - Plymouth
Dodge Job - Rated Trucks

**JOHN And DELL
REAGAN**
INSURANCE

**L. C. McDonald
Pontiac - GMC**
Allis - Chalmers

PENNEY'S

Be Sure To Attend Church Regularly



This Church Page Is Being Published Each Week With the Hope of Getting More People to Go to Church. It Is Sponsored By These Business Firms Who Believe We Should Attend Religious Services Regularly.

First Methodist Church
400 S. Fifth Phone 361
Rev. R. N. Huckabee, Pastor
Morning Services 11:00
Evening Services 7:30

First Baptist Church
401 S. Main Phone 271-J
Rev. R. H. Falwell, Supply Pastor
Morning Services 11:00
Evening Services 7:00

City Park Church of Christ
Corner W. Tennessee & 5th
A. F. Waller, Minister
Morning Services 10:55
Evening Services 7:30

Cumberland Presbyterian Church
400 W. Kentucky Rev. A. C. Durant, Pastor
Preaching Every Other Sunday
Morning Services 11:00
Evening Services 7:30

First Christian Church
301 W. Missouri Phone 180-W
E. A. Powell, Pastor
Morning Worship 11:00
Evening Service 7:30

Fundamental Baptist Church
Rev. Jack Young, Pastor W. Grover Street
Morning Services 11:00
Evening Services 7:30

Calvary Baptist Church
Grover Street Phone 745-J
Rev. J. T. Bilbrey, Pastor
Morning Services 11:00
Evening Services 8:00

Church of The Nazarene
416 S. 4th Street Phone 379-W
Rev. C. C. Calhoun, Pastor
Morning Services 11:00
Evening Services 7:30

New Hope Baptist Church
Elders C. L. Jarrett & D. L. Handley, Joint Pastors. Meet first Sunday and Saturday night before and second Sunday and Saturday before in each month.

Grace Tabernacle
328 West Virginia Phone 530-W
(Assembly of God Church)
Rev. H. E. Smithee, Pastor
Morning Worship 11:00
Evangelistic Service 7:45

New Salem Baptist Church
Elder L. M. Handley, Lubbock, Pastor
Meet second Saturday and Sunday of each month.

Wall Street Church of Christ
Morning Services 10:30
Evening Services 7:30

**FUQUA - BARBER
Farm Supply**
PURINA CHOWS

**FELTON - COLLINS
Grocery Co.**
PHONE 27

**FINN'S GULF
STATION**
Your Good Gulf Dealer

**HAGOOD'S DEPT.
Store**
Standard Brands
Priced Right

Stewart's Cleaners
One Day Service

**Mollie A. Morton
Style Shop**
South Side of the Square

**NORMAN'S
5c to \$1 Store**
Variety Merchandise
at Lower Prices

Oden Chevrolet Co.
Chevrolet - Olds.
Sales and Service

ARWINE DRUG
"Goteverything"

**Carmack & Smith
Tractor Co.**

KING'S GROCERY
PHONE 13

**S. J. LATTA
Implements**
PHONE 58

**Plains Equipment
Company**
Oliver and Studebaker

SCOTT GIN

Bishop Motor Co.
Your Friendly Ford Dealer

**Farmers Co-Op
Gin**
PHONE 208

Rice Radio Service
210 North Main

**CURRIE
Appliance Co.**
Your Friendly Appliance
Store

**FLOYD
CREAMERY**

**BOB'S SERVICE
Station**
N. E. Corner Square

Santa Letters



Dear Santa,
I have tried to be a good little girl so please bring me a magic skin doll, a coll buggy, a housecoat and some candy and nuts.
Your friend,
Sandra Kaye Harber

Dear Santa,
I have tried to be a good little girl so please bring me a doll 24 inches high with sleepy eyes and dressed in blue with pink bows on the dress and I want a cash register to play with too.
Lots of love,
La Juana Womack

Dear Santa,
I want a cowgirl suit and a doll. Bring my little sister, Myla, a doll. Myla is three years old. I am six.
Your friend,
Linda Thompson

Dear Santa,
I have tried to be a good little boy. I am 8 years old. Will you bring me a Mickey Mouse wrist watch and a toy filling station and a pair of boots. Bring me some nuts and candy.
Your friend,
Rex King

Dear Santa,
I have tried to be a good little girl so please bring me a bicycle and two guns and a holster set. Bring Darla Ann a ball and a Choo-Choo. Please bring a toy to my little sister.
Your friend,
Richard Crow

Dear Santa,
I am a nice little girl. I am eight years old. I would like a doll that you can wash it's hair. That is all.
Your friend,
Linda Hammonds



Long distance telephone operators will be rushed, too. Every operator who can help will be on the job Christmas Eve and Christmas Day. But circuits will be jammed. Delays will be unavoidable. If your call is delayed, please be patient.

SOUTHWESTERN BELL TELEPHONE CO.



Dear Santa,
I have tried to be good. I am a little boy 6 years old. I want a tractor and some tools.
James Adams

Dear Santa,
I have tried to be a good little girl so please bring me a doll 24 inches high with sleepy eyes and dressed in blue with pink bows on the dress and I want a cash register to play with too.
Lots of love,
La Juana Womack

Dear Santa,
I have tried to be a good little girl. I want a Betsy-Wetsy doll and a cowgirl suit. I want a doll house, too.
Your friend,
Virginia Adams

Dear Santa,
I want two holsters and two guns and a dart board. I was a good boy.
Norman Lee Ferguson

Dear Santa,
I have tried to be a good little girl so please bring me a doctor's kit, Betsy-Wetsy doll and volley ball and cash register to play with.
I love you,
Billie Gail Holmes

Dear Santa,
I have tried to be a good little boy so please bring me a wagon and two guns and two holsters.
Your friend,
Bobby Courson

Dear Santa,
I am a little girl three years old. I have been a good girl. Would you please bring me a big doll, a doll stroller and a table and chairs?
Remember all the other little boys and girls.
Jacqueline Yeary

Dear Santa,
I am a boy in the first grade. I have been a good boy and never had a whipping at school. I want a silver truck, a road grader, a earth hauler and a basketball. My big brother wants a basketball goal.
Give all the poor kids somethings.
Your friend,
Ray Walker

Dear Santa,
I am a boy in the first grade. I have been a good boy and never had a whipping at school. I want a silver truck, a road grader, a earth hauler and a basketball. My big brother wants a basketball goal.
Give all the poor kids somethings.
Your friend,
Ray Walker

Dear Santa,
Please bring me a big doll that crys and a suit case, some candy and nuts.
Love,
Joy Roberts

Dear Santa,
Please bring me a bike with a light and horn on it. I would like two guns with holsters, some candy and nuts.
Love,
Dale Roberts

Dear Santa,
I am a little boy six years old. I have tried to be a good little boy. Please bring me two cowboy guns, a rope, a pair of gloves, belt, foot-ball, a robe and house shoes. Also some fruit, nuts and candy.
Don't forget my little sister, La-Juana Ann, and the other little boys and girls.
Your little friend,
Kenneth Dale Rimmer

Dear Santa,
I'll soon be 9 years old. I've tried to be a good boy, Santa, so will you bring me a BB gun and a box of candy.
Please remember everybody.
Love,
Paul W. Atteberry

Dear Santa,
I want a tool set for Christmas and a BB pistol. I have been a good boy. I have a little sister and she wants a tricycle.
I have a big brother and he wants a steel set. And bring us all some fruit and candy and nuts.
Your friend,
Ronnie

Dear Santa,
I am a little girl nine years old. I am in the third grade and go to Andrews Ward school. I want a baby doll and a watch, a nurse set too.
Your friend,
Tommie Copeland

Dear Santa,
I am a little girl eight years old. I am in the third grade and go to the Andrews Ward school. Please bring me a set of dolls. Give my brother a tommy gun and a tent.
Do not forget the other little boys and girls a Merry Christmas.
Your friend,
Carolyn Wanece Heath

Dear Santa,
I am eight years old. I have been a good little boy. I go to school. Will you please bring me a chemistry set and a gun, and a bow and arrow.
Love,
Ben

Dear Santa,
Soon it will be time for your visit so guess I had better send my letter. First, dear Santa, I would love to have a Roy Rogers rain coat. Second a double gun scabbard with a long barrel gun to go with it. Last I would like a doctor's kit.
My little sister wants a nigger baby doll, a butcher knife like Mother's and a gasoline station that is full of candy and a nurse's kit. I know that you will bring candy and nuts and I promise that sister and I will try not to eat enough to make us sick.
Will be looking for you soon, Santa, and I love you.
Your pal,
Randy Hollums

Dear Santa,
Please bring me a blackboard, a Sparkle Plenty doll and doll clothes.
Your friend,
Mary Elizabeth Thornton

Dear Santa,
I am a little girl six years old. Please bring me for Christmas, Santa, a big doll, a doll buggy, doll bed and a cash register. Also lots of nuts, fruits and candy. Remember all the other little boys and girls too.
Love,
Sharon Kay Culpepper

Dear Santa,
I am a little girl six years old. Please bring me for Christmas, Santa, a big doll, a doll buggy, doll bed and a cash register. Also lots of nuts, fruits and candy. Remember all the other little boys and girls too.
Love,
Sharon Kay Culpepper

Dear Santa,
I am a little girl six years old. Please bring me for Christmas, Santa, a big doll, a doll buggy, doll bed and a cash register. Also lots of nuts, fruits and candy. Remember all the other little boys and girls too.
Love,
Sharon Kay Culpepper

Dear Santa,
I am a little girl six years old. Please bring me for Christmas, Santa, a big doll, a doll buggy, doll bed and a cash register. Also lots of nuts, fruits and candy. Remember all the other little boys and girls too.
Love,
Sharon Kay Culpepper

FOR SALE

4 and 5 Row Stalk Cutter
HODGES ROTARY CUTTER
1936 Dodge Truck, \$250

DARDEN WELDING SHOP
608 E. Houston Phone 42

BORASCU FOR WEED CONTROL

CONTAINS BORON

Kills weeds when applied directly to the soil in large amounts. Is safe to use, Non-combustible, Non-Corrosive, and Non-poisonous.

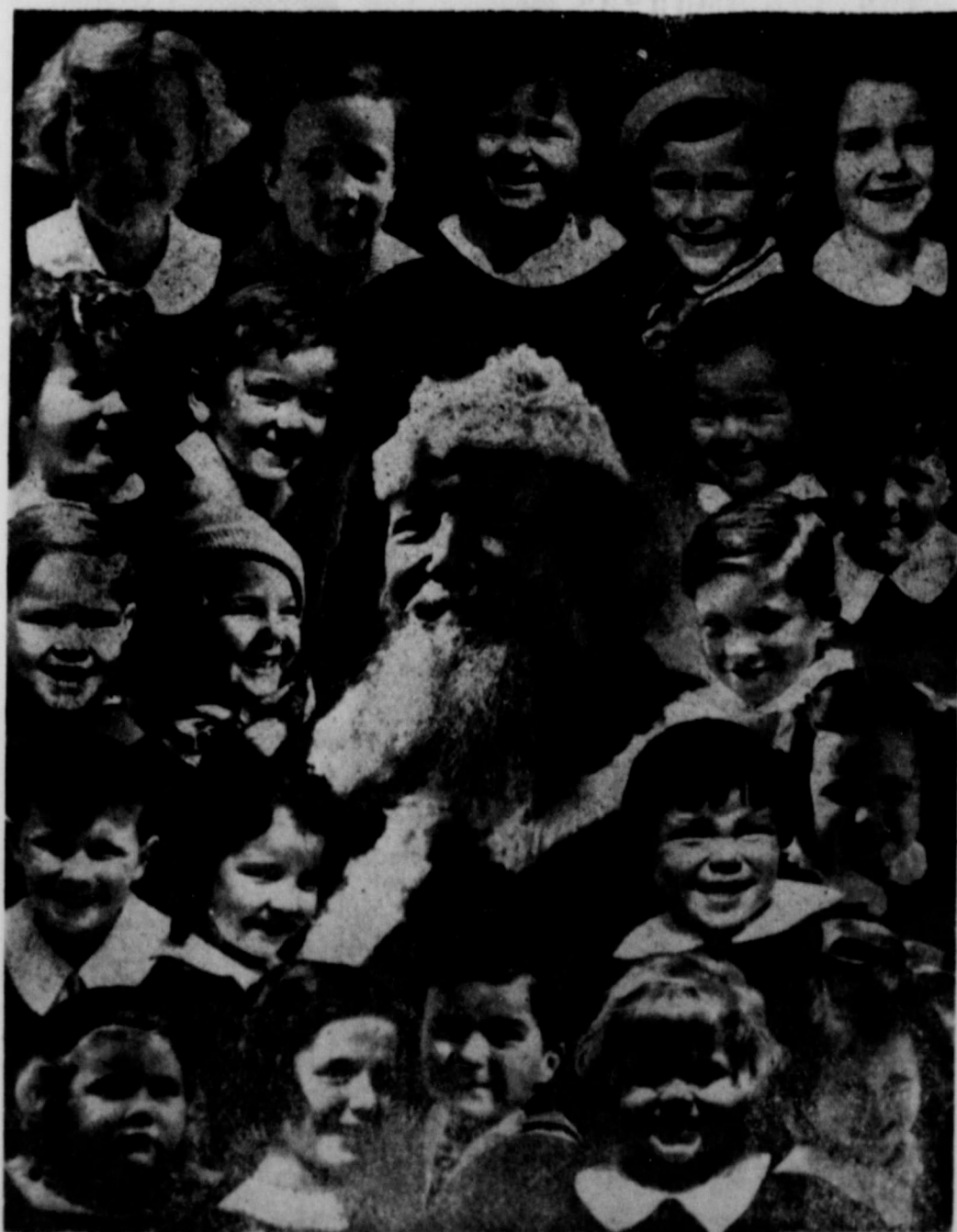
Can be applied any time. A product of the Pacific Coast Borax Co.

For Sale By

MORCKEL FARM CHEMICAL CO.

116 W. Missouri Floydada Phone 539

Merry Christmas To You



From the
EMPLOYEES of
West Texas Gas Company

Here's holiday refreshment for your Buick!

TIME'S coming when the air is full of good spirits, and we all feel pretty chipper—but what about that faithful Buick of yours?

Wet winter driving is roughest on cars—and even though it still handles like a sweetheart, your Buick may have slipped a notch or so in performance, or gradually acquired a squeak you haven't been aware of.

So do this...

Bring it to us for one of our winter tune-ups, plus a special winter LUBRICARE treatment. (This Lubricare is something you and your Buick should know about—it's an over-all trouble-check,

plus a wonderfully thorough lubrication routine!) Between these two refreshing treatments, you'll have all your Buick's glad and breezy power back—plenty of Fireball zoomph to pull you out of any traffic fuss. You'll have a quiet-riding body and chassis that make every mile a glad glide. And you'll have top mileage efficiency, with a motor that starts on the coldest morning as quick as a scared alarm clock!

Why put it off? Our service is quick and expert, our prices lower than you'd think. The driving pleasure you get is immense. Phone us now and make a holiday for bringing your Buick's spirits up to those of the season!

Buick care keeps Buicks best

CLINE & RAINER

201 South Wall St.,

Telephone 37

Floydada, Texas



Merry



Christmas

The quietness and peace

of Christmas blends

with the spirit of thanksgiving

to remind us of

the joys of associating

with folks like you.

Radio Electric Co.

106 South Main

Floydada

Phone 201



Santa Letters

Floydada, Texas
December 12, 1949

Dear Santa,
I am a little girl eight years old and in the third grade. Miss Meredith is my teacher. I like school real well. I have tried to be a good girl.

I would like a doll the size of a real baby, and a suit case for my doll clothes. Don't forget any of the other little boys and girls.

Your friend,
Pat Hickerson

Dougherty, Texas

Dear Santa,
I am a little girl in the third grade. I would like a doll and anything else that you bring me. Don't forget my baby brother, Jimmie Wayne, and my big brother, Ross. Please bring fruit and nuts.

Your friend,
Georgia Anne Flaherty

Floydada, Texas
December 11, 1949

Dear Santa,
I am a little girl eight years old. I am in the third grade.

I would like to have a bicycle. I have a little sister six years old and one three months old. Please bring them something nice, too.

Your friend,
Nelda Jean Portenberry

Floydada, Texas

Dear Santa,
Please send me a big red fire truck for Christmas. I have been a good boy.

Teddy Porter

Floydada, Texas

Dear Santa,
How are you? Are you okay? It is nearly Christmas now. I want a doll that wears it's pants, an umbrella, cash register, a little doll to go in the doll house that you brought me last year.

Love
Carolyn Jeanett Wheeler

Dougherty, Texas

Dear Santa,
I want a ring and a doll. Please don't forget other children and my brother Dale G.

Your friend,
Freida Ann Smith

Money makers—Hesperian Classified advertisements.

Floydada, Texas
December 10, 1949

Dear Santa,
I am a little girl eight years old and in the third grade. I make very good grades.

I have a little sister that is four years old. I would like you to come to see her. She wants twin dolls, a cabinet and a sink.

I want a large boy doll, a baton and a ring.

And we both want some candy and nuts.

Your friend,
Judy and Lynn Jackson

Floydada, Texas

Dear Santa,
Please bring me a doll with a bottle, a doctor set, skates, an ironing board, and purse, also a record player. I just started to school this year, so I am only six years old.

Don't forget my little sister Sue. She wants a negro doll and some skates.

Your little friend,
Nelda Ann Jones

Matador, Texas
December 13, 1949

Dear Santa,
Please bring me a cow-boy suit, a truck and trailer and a transformer for my electric train. Don't forget the candy, fruit and nuts.

Love,
Freddie Mac Dillard

Matador, Texas
December 13, 1949

Dear Santa,
Please bring me a doll with clothes and an accordion. I would also like a house coat and slippers, and an iron and board. Don't forget the other boys and girls.

Love,
Carolyn Kay Dillard

Dear Santa,
I love you very much. I have a little niece now. Please bring her a pretty little doll and don't forget me. I want a pretty doll too. I am a little girl eight years old, my name is Shirley Faye Ginn. Merry Christmas to you.

FERTILIZERS

Dry or Liquid

a formula for every need.

MORCKEL FARM
CHEMICAL CO.

Phone 539

Floydada, Texas

Floydada, Texas

Dear Santa,
Please bring me a big toy service station and a wagon with sideboards. Bring me candy, fruit and nuts. I have tried to be a good boy all year.

Love
Sonny Spears
Floydada, Texas

Dougherty, Texas
December 13, 1949

Dear Santa Claus,
Lon and I have tried to be good boys. Please bring me a train and Lon some blocks. We would also like a wagon and a table and two chairs.

Thank you, and please don't forget other boys and girls.

Your friend
Ralph Johnson, Jr.



Records

Music for your
every mood as
you like it . . .

H. G. Parker Furniture Co.



ARE HOGS IN YOUR OWN
FEEDLOT MAKING GAINS
AS CHEAPLY AS I'M
DOING IT HERE?
COME IN AND SEE!

I'm making pork at a mighty low cost per pound of gain . . . right here in the store. Come in and see what a difference a little Purina makes! See me today.

Purina Mike

Fuqua - Barber
Farm Supply

Merry
Christmas

SPEARS AUTO COMPANY



Greetings
of the Season

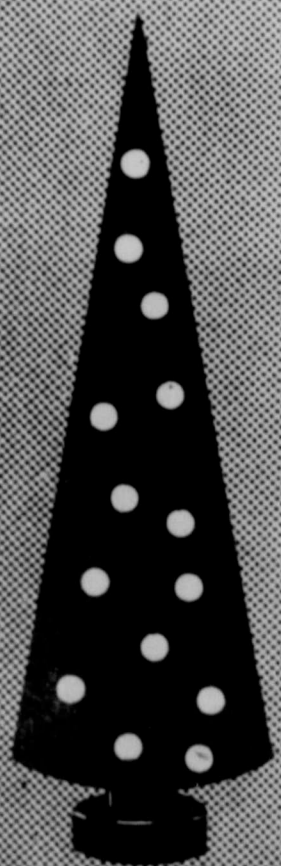
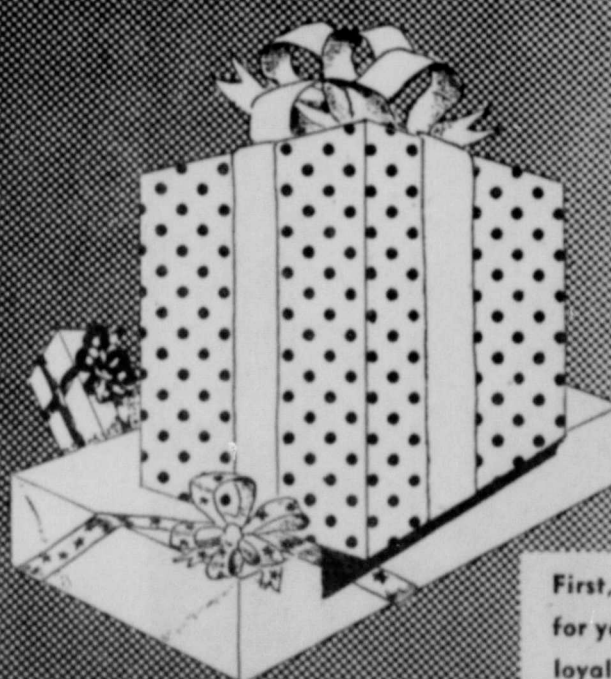
We wish for you every happiness

that you may enjoy fully

The Season of good cheer.

BISHOP MOTOR COMPANY

CHRISTMAS
GREETINGS



First, a sincere "Thank You" for your courtesy, good will and loyal cooperation, they have made our associations with you a real pleasure.

Then, a cordial wish for the best for you and yours in the Holiday Season.

MARTIN & COMPANY

INTERNATIONAL HARVESTER AGENCY

Floydada, Texas

Enhance Stew With Variety of Seasonings

Hearty chunks of meat and colorful vegetables making up a savory stew temptingly answer the demand of wintry day appetites. And for new and interesting stews to serve the family use a variety of seasonings, suggests Reba Staggs, home economist.

Among the seasonings to enhance the flavor of stew there is bay leaf, celery seed, thyme, cloves, pepper-corns, chili powder and curry powder. Each seasoning provides its own distinct flavor to add to the glory of this winter favorite.

When preparing stew, there is the choice of light stew or brown stew. For the latter, the meat is browned in meat drippings. For a richer color it is first dredged with flour. Either browned or not, the meat is seasoned as desired, then completely covered with water. The utensil is tightly covered and the meat is allowed to cook slowly until tender. The slow cooking—simmering, not boiling—results in more flavorful and more attractive appearing meat.

Vegetables cooked with the meat are added just long enough before the end of cooking time so they will be just cooked, and will retain their bright color. Besides the common stew vegetables, carrots, onions, potatoes and peas, such vegetables as parsnips, celery, cauliflower, green pepper, lima beans and Brussels sprouts may be used. They are left whole, cut in halves, diced, quartered or sliced.

With the meat and vegetables cooked, the next step is preparing the flavorful gravy. The liquid is drained from the stew and thickened with two tablespoons of flour for each cup of liquid.

The method of serving allows more variety with stews. Meat cubes and vegetables may be attractively arranged on the platter with the gravy served in a boat. Or the vegetables may be arranged around the outer edge of the platter with the meat cubes inside. Or the meat and vegetables may be arranged as individual servings on a large platter or chop plate.

Meat pie is closely related to stew—ideal for planned leftover stew. The meat, vegetables and gravy are placed in a casserole with hot biscuits, pearl, or mashed potatoes on top. Or they may be topped with a shortcake crust, pie crust, or dressed with mashed sweet potatoes or rice. The casserole is then placed in the oven just long enough to thoroughly heat the stew and to bake or brown the crust.

West Texans Above Average Near Supermen

LUBBOCK—West Texans aren't supermen, but they are above average when it comes to handling a monkey-wrench or tractor carburetor.

Dr. Albert Barnett, Texas Tech psychologist, has statistics to support his thesis that West Texans are "superior" in their mechanical ability. His article supporting the conclusion is carried in a recent issue of the Journal of Applied Psychology.

Tests of 371 freshmen at Tech, most of them from West Texas, showed they had exceeded the standard grade in 70 per cent of the tests.

"As yet, there is no satisfactory explanation for this superiority," Dr. Barnett said.

He said mechanized farming in West Texas has brought most young men into contact with tractors and other machines since their boyhood and might possibly afford one reason for outstanding aptitude. On the other hand, he explained, the test is designed to be comparatively of influence from prior mechanical experience.

The test used was the Revised Minnesota Paper Form Board AA.

RAY HORN IN HOSPITAL

CROSBYTON—Word has been received here that Ray Horn, former Crosbyton resident, has suffered a heart attack and is in serious condition in a San Antonio hospital. His brothers, Roy and Johnnie Horn, left immediately to be with him. Mr. Horn is now living at Levelland but had planned to move to San Antonio.

Knots in pine logs are almost imperishable, decaying much less rapidly than the log itself.

When you buy insurance, why pay Extra for deduct-BULL clauses? ? ?

ED HOLMES

Why we get the Business? We are organized to pay losses and not profit.

Phone 656-J-1 for ED

(or see your local agent)

Route Examination Results Announced For Quitaque Job

QUITAQUE — Unofficial reports were released this week of the results of the examination for rural mail carrier at Quitaque, which was held last summer. More than twenty applicants took the examination.

Individual grades were mailed to ones who took the examination, from the Civil Service Commission at Washington, D. C. According to this grading J. J. (Skeet) Hall headed the list, Morris Wilson was second and Bud Bailey was third.

GETTING READY FOR GRASS

Two outstanding increases appeared in the final goals for farm production in 1949 as announced by the U. S. Department of Agriculture. These are:

(1) A 47 percent increase in acreage of crops producing seed for planting winter cover crops.

(2) A 59 percent increase in acreage for production of hay and legume seeds.

No one of the goals for any other important crop or livestock product exceeded a 20 percent increase over 1948 production.

The explanation is simple: The wartime and postwar period of high pressure on the productive acres of the United States is passing. By 1950 many farmers will be encouraged to give some of their overcropped acres a chance to recuperate from the wartime strain by seeding more hay and pasture crops and fewer acres of row crops. The trend toward conservation through Grassland Farming will be possible and will be encouraged.

The 1949 production of these groups of seeds was light and the carryover is small. But the main reason for active encouragement of greatly increased production is to have a supply of seed that will make possible the seeding of the millions of acres that need restoration under legume and sod crops.

BANK MAN BUYS GROCERY AND MARKET AT PETERSBURG

PETERSBURG—A deal was made this week whereby Warren Embree, cashier of the First State bank, purchased the Lemons Grocery and market, and plans to take charge of this newly-acquired business the first of January. No announcement has been made as to who would succeed Mr. Embree as cashier of the bank.

YELLOW BEEF FAT RICH

"The yellow color of the fats of cattle that are fed on grass is due to carotene. Hence, yellow fat of beef is a better source of vitamin A than the more commonly favored white fat. Fat of cattle fed on grass has been found to have as much as 20 times the vitamin A value of cattle on a low carotene ration," says Paul E. Howe of the Bureau of Animal Industry, U. S. Department of Agriculture.

Two friends were always badgering each other. One was bald. The other said, "I never realized you were such a great man until I learned that they had named a town in Arkansas for you."

"I hadn't heard about it," was the unsuspecting reply. "Yes," replied the other, "Bald Knob." The bystanders laughed and then the bald-headed man said, "You're a great man, too. There's a town in Massachusetts named for you."

"There is?"

"Yes—Marble Head."

Salt content of the Great Salt Lake is high because there is no outlet. The lake loses water only through evaporation, leaving only the salt.

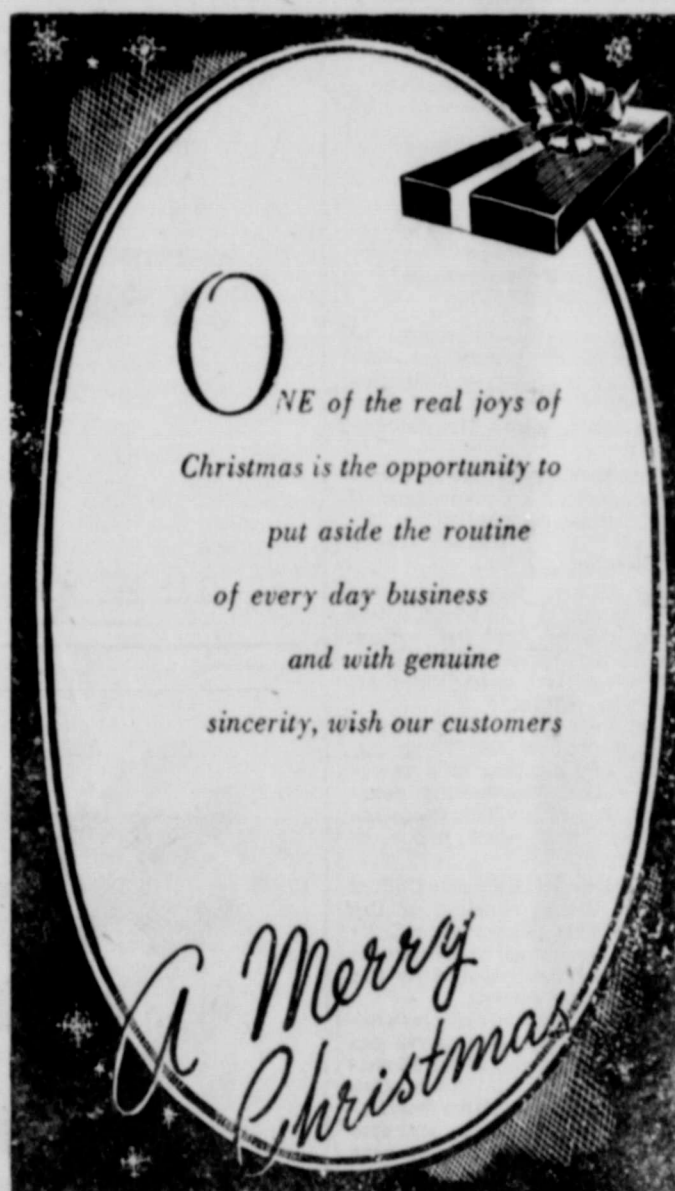
GIVE YOUR FAMILY A CHRISTMAS GIFT

That will keep on Giving through the years. Give them a set of World Books.

If interested, call 499-W after 4 o'clock or on Saturday—



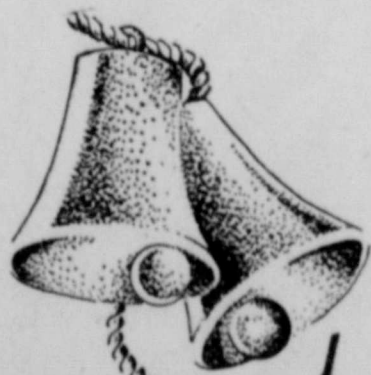
Panhandle Service Station



And a Good Year in 1950

ALVA SPARKS

Successor to Sparks and Alexander



May the peace and joy remain with you always

**Bishop's
PHARMACY**

MERRY CHRISTMAS

May the deeper meaning of the Christmas Season be strengthened by the memories it will recall. May it bring to you a genuine happiness that will add to the pleasure of this glorious time of the year.

While you are enjoying the pleasant moments the occasion affords, we trust you will pause a moment to accept our kindest wishes and sincere greeting of the Season.

CONSUMERS FUEL ASSOCIATION

of Floydada

Station Closed All Day Monday, December 26



We hope you and your loved ones and friends enjoy this occasion to the fullest extent and that you may have an abundance of joy and happiness.

A very merry Christmas to you, our friends.

Officers, Directors and Employees of
PRODUCERS COOPERATIVE ELEVATOR
Floydada, Texas

EDITORIALS

Micah 5:2: But thou, Bethlehem Ephratah, though thou be little among the thousands of Judah, yet out of thee shall he come forth unto me that is to be ruler in Israel; whose goings forth have been from of old, from everlasting.

A good reporter is the salt of the earth, one who can tell it the way it happened is a jewel beyond compare. We have some good men in modern journalism who would have been better had they not sharpened their news noses on their own grindstones before they went out to get the story. Then, also, there are those who are not that way. Some of these latter must have read the account of the nativity from four fellows who got their information directly from the people who witnessed, from the people who quoted what they had been told, or from others who told of their impressions on the great night of the Nativity. Mathew, Mark, Luke or John could surely get a by-line in many a modern newspaper office and an offer soon thereafter to write for a syndicate or a tycoon, we rethey living now. Sheer beauty is in their word arrangements as they record, each on his own "assignment," the first days and years following the birth of Our Lord, one of them even the background of that eventful calendar day. If you'd like to read some good reporting read again the first chapter or so of Matthew, then turn to Mark, then to Luke and finally to John in a book you'll find very, very interesting, if you like things of the kind.

King James had some scholarly men assigned to translate from the original the books of the bible in the version which many still prefer over the more modern versions, doubtless done by men just as scholarly. King James' men had a more leisurely background for their labors, we assume. If you were on the king's subsidy list there you were and there was no hurry. The king didn't telephone down every morning for a progress check-up. Maybe the moderns didn't either but we sometimes think the ancients came up with more rounded and pretty verbosity than do their more matter of fact modern translators of the originals. To illustrate what we mean by leisurely progress, we are told the men of Merrie England argued for some generations about which "books" should be included in Holy Writ and which should be set down as contemporary or corollary history or opinion of deeply religious men. There was a time in the period when Europe was emerging from the Dark Ages when learned men came to blows over the question of how many angels could stand on the point of a needle. All of this can be brushed aside as having nothing to do with the final translation of the bible as we know it now but in those days blood ran freely over such disagreements.

There is little or nothing post office people can do about the parcel wrapping problem except to be patient and go by the rules when the would-be mailer hands a package in to be weighed and mailed. Some offices may be a bit more exacting than others but by and large the rule is the rule and they go by it. For instance, the difference between a sealed parcel post package and one that is not. What the average mailer might try to keep in mind first is that a package should be wrapped so that it will stand the weight of other hundreds of packages in a mail terminal and handling from truck to car and back without damage. And then if the package is string-tied and addressed on the wrapper it must not bear the legend, "Postmaster—this parcel may be opened for postal inspection if necessary." Nor must it be sealed or bound otherwise than with the strings and wrapper. Contrariwise a package that is sealed up goes right on through the mill if it bears the legend and seems securely wrapped. What we mean is if you are going to string-tie, don't seal; if you are going to seal don't string-tie. Might remember that against next Christmas. The clerk at the window is enjoined to say no if you don't do the package according to the rules. He or she tries to smile or at least be pleasant about it. There is usually a patron of the office right behind you whom the clerk must wait on. He mustn't let his blood pressure go up simply because you leave indignantly huffing.

Livestock numbers should be adjusted to fit the grazing capacity of the range and this should be based on the number and amount of good grasses present. Low producing and poor quality animals eat more than their share of the range vegetation. They should be replaced with quality livestock.

American agriculture has never come out winner from wartime inflationary periods. It has been the same story after each war; prices paid farmers have gone down faster and lower and stayed longer than the prices for things the farmers had to buy.

Russian scientist attributes man's troubles to not walking on all fours. We suspect this is Moscow's subtle hint to the rest of the world to make a monkey of itself. —St. Louis Globe-Democrat.

All pork, regardless of the cuts should be cooked to the well-done stage. For the large cuts of pork such as hams, etc., one-half hour of cooking time per pound is a good allowance.

The Floyd County HESPERIAN

HOMER STEEN, Editor

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Santa Letters

Floydada, Texas
December 12, 1949

Dear Santa,

I am a little girl nine years old. I am in the third grade and go to the Andrews Ward school. I want a big baby doll and a watch. My sister wants a doll and a tricycle. Don't forget my mother, daddy and brother.

Your friend
Gaynelle Boothe

Dougherty, Texas

Dear Santa,

I have tried to be a good boy so please send me a digger, some Roy Rogers guns that shoot crows. My little sister Nita Beth would like a doll with a suitcase and a cabinet. Also bring us some fruits, nuts and candy.

Love, Wayne Cage

Floyd County 14 Years Ago

(Taken from the issue of December 19, 1935)

With the harvest of cotton in this section about ninety per cent complete for the season of 1935, gins in Floydada are making their final runs this week before the holiday season.

The first meeting of the National Youth administration committee of Floyd county has been called for this evening at 6:30 by Walter Travis, county director.

Official ginner figures for ginnings to December 1 in Floyd county as compiled by Fred Bell, cotton reporter of the Bureau of the Census, shows on that date this year, 6,615 bales of cotton.

G. L. Fawver, Baker farmer, was elected president of the Floyd county farm organization at a meeting of the farm community committees of the county last Saturday afternoon in the court house of Floydada.

G. L. Kirk and Miss Ruth Collins attended a district meeting of the West Texas Gas company in Lubbock Monday evening. A Christmas tree and party was enjoyed by the employees of the district.

A saving of considerable proportions of small users of natural gas in the forty cities, including Floydada, served by West Texas Gas company, is made effective beginning with January 1 billings, and also a small saving for larger users over their former rate is vouchsafed by it, according to Mayor W. C. Hanna. Minimum rate for 2,000 feet was cut to \$1.35 from \$1.50.

Mrs. Lillie Britton will leave Friday for San Diego, California, to spend the Christmas holidays and the next few months there with her son, Dave Britton and family.

Mr. and Mrs. Howard Welborn and son, J. D. of Gotebo, Oklahoma, arrived Sunday to spend the Christmas holidays here with his parents, Mr. and Mrs. D. E. Welborn.

A full week of rest from their studies while they observe the Christmas holidays is in prospect for the students and faculty of the Floydada Public schools.

Typewriter Ribbons, Hesperian.

RADIATOR
Cleaning
and
Repairing
GUARANTEED
WORK

A clogged or leaking radiator can result in serious motor damage. Let us clean and repair your radiator now.

See us for Service

BADGETT & PROBASCO
PHONE 572

Professional Directory

People's Hospital

1100 South 3rd
Wishes to announce to the public the visiting hours and clinic hours.
visiting hours for
Hospital Patients:
10-11 a. m.; 2-4 p. m.
7-8 p. m.

Clinic open Monday thru Saturday from 8 a. m. to 5 p. m. Closed Sunday.

Visitors wishing to inspect the hospital are welcome at any time.

Stapleton & Jones

LAWYERS
204 Bishop Bldg. Phone 14

Kimble Optometric Clinic

Dr. J. W. KIMBLE
Dr. O. R. McINTOSH
OPTOMETRISTS
Floydada, Texas

Hesperian Want Ads



SEASON'S GREETINGS

The approach of another season brings with it our heartiest wishes for a season of — will and happiness.

KIMBELL MILLING CO.
and
K. B. FEED STORE



Christmas
Greetings

It's been a good year, and a happy one and we're glad that we have the opportunity to extend good wishes.

Terrell Brothers, Implement

112 W. Missouri

Floydada, Texas



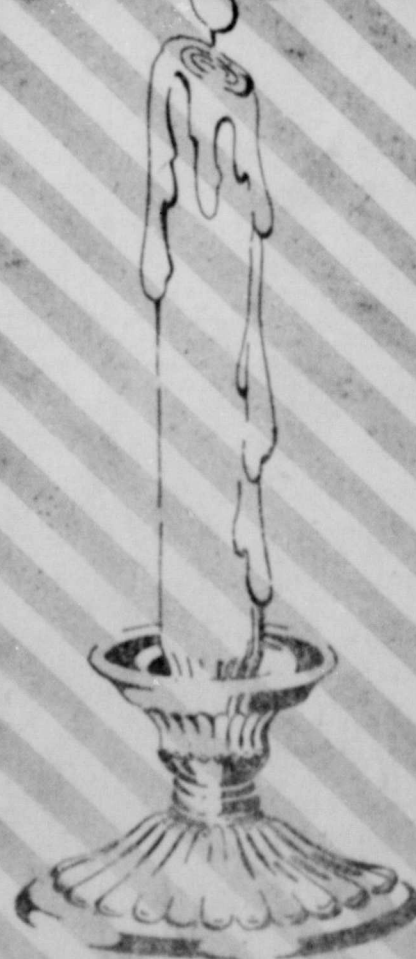
Merry Christmas
Greetings

Sincere
Good Wishes



Higginbotham - Bartlett Lumber Co.
Floydada, Texas

Merry
Christmas



To Each
of You, Our
Friends

FARMERS ELEVATOR COMPANY
Phone 43

Letters To Santa Claus



Wednesday, December 14, 1949
Dear Santa Claus,

I am writing you again this year to tell things that I would like to have for Christmas. I would like a doll house, a cow-girl suit with a gun, a baton, a play stove and a surprise package. If you have any play typewriters left, I would like one of those also.

I hope that you don't have too hard a trip, bringing toys to all the boys and girls.

Love

Mary Kay Asher

Floydada, Texas

Dear Santa,
I'm seven years old and in the first grade. I make good grades, and I've been a good boy part of the time.

I want you to bring me some puzzles, a penny machine, a ring, a large dump truck, and anything else that you can spare. Don't forget my teacher, Mrs. Hamilton, because she has been good.

Please remember all the boys and girls this year.

Your little friend,

Jerry Battey

Dear Santa,
I've tried to be a good boy and studied very hard. Please bring me a tool chest, a cowboy outfit and anything else that you'd like to bring.

Sincerely yours,

Billy Walter Owens
P. S. Please bring my baby sister a doll and don't forget all the other little boys and girls.

Floydada, Texas
December 12, 1949

Dear Santa,
For Christmas I want a watch, a bow and arrow set and candy, nuts and fruit.

Don't forget all of the other little boys and girls.

Your friend,

Joe Max Harrison

Cone, Texas

Dear Santa,
I love you very much. For Christmas I want a doll bed, a scarf, three puzzles, and that is all.

I have a little sister, she wants a doll buggy and a doll. We want some nuts, apples, oranges, and Christmas candy.

Love,

Mary and Christeen Patterson



Patterson Grocery & Market



The grocer in your town may be a smart fellow but we'd be surprised if you relied on him for advice about the latest soil conservation techniques. You'd go to an authority . . . the soil conservation expert.

The same should apply to servicing of your John Deere Equipment. Take it to the shop that knows it best . . . your John Deere dealer.

Here, in our shop . . . the mechanics are specialists, trained in servicing methods approved by John Deere. They'll do only the work that's necessary . . . do it efficiently and at the lowest possible cost. Our shop is equipped with precision equipment to meet every servicing need. And, on every job, we use only genuine John Deere Parts. They're made to fit right . . . to last longer.

No other shop in this community is equipped to match this efficient, economical service. See us about your John Deere servicing problems soon.

Stansell - Collins Co.
Floydada, Texas

Lockney Implement Co.
Lockney, Texas

Remember ONLY GENUINE JOHN DEERE PARTS
FIT AND WEAR LIKE THE ORIGINALS

Dear Santa,
I am nine years old and in the fourth grade.

Well let me think, oh yes, I want a bicycle and that is all. That seems a lot to me.

I have a brother seven years old, he is in the second grade, he would like a cash register and a ball bat please. He has blue eyes and red hair.

I have a baby sister that is three years old, she has long curly hair and blue eyes, would you please bring her a doll buggy and a negro doll. Thanks a lot.

Please bring us some nuts, fruit and candy. Don't forget our aunt Annie Willis. Her address is 109 North First street.

We love your, your friends
Corrynne, Doug Bennie, Darlene Galloway

Dear Santa,
I am a little boy nine years old, I would like to have an electric train and a roadgrader. Please don't forget my Mother and Daddy, and my grandparents. I'll be looking for you Christmas eve.

Your friend,

Wyman Lynn Cooley

Route 2

Lockney, Texas

Dear Santa,
I am three years old and have been pretty good. I would like for you to bring me a table and chairs, a fire truck, some dishes, and a scooter. You may bring me anything else that you have to spare.

Love,

Jan Stansell

Route 5

Floydada, Texas

Dear Santa,
I have been a good girl all year. I am six years old and in the first grade. I like my teacher very much. I would like to have a big girl's bicycle, a big horse, and a car.

Please bring me some candy, fruit, nuts and fire works.

I will leave my stockings hanging by the stove.

My sister has been good too. Mother would like some good smelling perfume. I love my mother and daddy very much and bring my daddy some cigarettes.

Merry Christmas and a happy new year to you Santa Claus.

Mae Bell Johnson

Floydada, Texas

Dear Santa,
I want a "magic skin" doll. I want it to be a boy with a gray cap and a gray pants on, and also a little checked gray shirt that has yellow on it too. I would like some nuts, candy and fruit.

I am a little girl five years old and have been good this year.

Melinda Gay Barker
123 W. Hallie

Dougherty, Texas

Dear Santa,
Christmas is almost here and you will soon be visiting little boys and girls. I am going to Arkansas to spend Christmas with my grandparents.

I wish you would bring me a BB gun, a football, and a football suit, candy, nuts and fruit. If you have anything else you think I would like leave it too. I have tried to be a good boy. I am a little boy seven years old and in the second grade. I have a little sister all most two. Please bring her a nice little doll that sleeps and has a pretty dress and shoes. I hope you don't have any trouble finding us. We will be expecting you. We will thank you a lot, Santa Claus.

Please do not forget other boys and girls.

Your friend,

Tommie Walker

Dougherty, Texas

Dear Santa,
I want a cowboy suit, a big bicycle, two guns with holsters. Please bring me a Roy Rogers cut outs and a magic skin doll, some boots, a rubber knife, nuts, fruit and candy. Please don't forget the poor children.

Love,

Sue Ring

Dougherty, Texas

Dear Santa,
I am a little girl seven years old, and in the second grade. I want you to bring me an electric stove and a doll. I would like for you to bring my brother a ball, a farm set, also candy, fruit, and nuts. Please don't forget my teacher and other children.

Julia Ann Daniel

Dougherty, Texas

Dear Santa,
Please bring me a dart gun, an Indian suit, a drum, a story book, a pencil box, and book satchel.

All my love to you,

Bud Hall

P. S. Please bring my two little

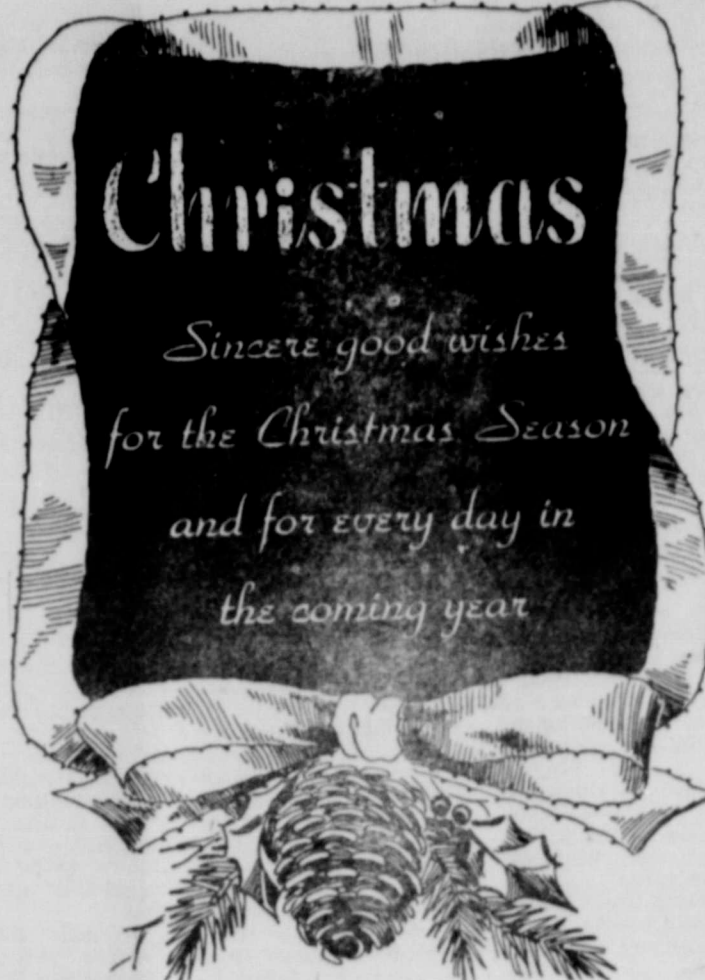
sisters dolls that will cry. And don't forget my tiny baby brother. He is only four days old, I don't know just what he needs, but I think a little sweater, cap and booties in blue would be nice for him. Don't you? Don't forget all my little friends.

Petersburg, Texas

Dear Santa,
Please bring me a sweetheart bracelet, a billfold, a doll and some house shoes. Don't forget the other little boys and girls. Thank you. Your Little Friend,
Lydia Jane Nelson

DRS.

CLOUGH & CLOUGH
Optometrists & Orthoptists
Clough Bldg. 111 West 7th
Plainview, Texas
Pho. 236 for Appointment



Leonard's Cafe

Mr. and Mrs. Leonard Matsler



To thank you as we would like to is far beyond us. For if we had no friends like you there would be no firm like ours.

Our sincere thanks for the association and patronage with which we have been favored.

M. L. SOLOMON
JEWELER



GREETINGS

As you decorate your Christmas tree

and light the Yule logs,

May you accept our best wishes for a

glorious Christmas Season

BRYAN - HOME & AUTO SUPPLY

S. W. BRYAN

HERSHEL SANDERS

FIRESTONE

MONDAY THE 26th WE WILL BE CLOSED. OPEN
AGAIN THE 27th. —THANK YOU.

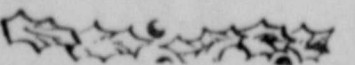
BRYAN - HOME & AUTO SUPPLY

FIRESTONE

SEASON'S
GREETINGS

and

Best Wishes



Grover Smith
Hog Co.

Letters To Santa Claus

Amarillo, Texas
2902 Pierce St.
General Delivery

Dear Santa,

Please bring me a football and helmet, Taxi cab and some new Levi's, also some candy, nuts and fruit. Don't forget my little baby brother, David. He wants a teether chair. We will be at Grandmother Willis' at Lakeview, so don't miss us as we have been good boys. Please bring mother, daddy, grandma and Uncle Everett something nice.

Bye for now,
Benny Earl Willis

Floydada, Texas
Route 5

I am a little boy nearly three years old. Santa, please bring me a tricycle, a train and a gun. Remember all the other little boys and girls.

Your friend,
Gary Jarnagin

Dear Santa Claus,

I want a great big doll for Christmas. A doll buggy and a bicycle. Don't forget all the other boys and girls at Christmas time.

Gail Vickers

Olton, Texas
December 6, 1949

Dear Santa,

Please bring me a horse on wheels or a tricycle and teddy bear. Also some candy and nuts.

Love,
Steve Roberts

Olton, Texas
December 6, 1949

Dear Santa,

Please bring me two guns with holsters and a bike that has a light and horn, and some candy and nuts.

Love,
Jerry Roberts

Dear Santa,

I am a little boy five years old and have been good to help my mother with the housework and with my little baby sister, Peggy. For Christmas, Santa, please bring me a little dairy farm, milk truck and a cash register. Don't forget little Peggy. Bring her a rattle and doll.

Love,
Don Switzer

Floydada, Texas
November 29, 1949

Dear Santa,

I am a little girl 6 years old. I go to school and am in the first grade. I try to be good. I would like for you to bring me a doll buggy and a doll that cries and sleeps and a bicycle and new dress.

Love to you,
Joyce Adell Ferguson

Dear Santa Claus,

We are two little boys 5 and 6 years old. Would you please bring us a steam shovel, a holster set, a little carpenter set and a little tractor and equipment. Don't forget the other little boys and girls, also Granie, Granpa and Gramma. Thank you very much.
Glen and Don Hopkins

Floydada, Texas
December 7, 1949

Dear Santa,

We are little twin boys five years old. Will you please bring us some guns, a cowboy hat and a rope. We would like a wind-up toy too.

Your little friends,
Ronald and Donald Thornton

Floydada, Texas
December 7, 1949

Dear Santa,

Will you please bring me two guns and holsters, a six wheel truck and a rope.

Your friend,
Pat Thornton

Dear Santa Claus,

I am a little boy five years old. Most of the time I am good and would like to have a tool box, a cowboy shirt for Xmas. Anything else you can spare, I would like. I have a little brother, Randy, who is 19 months old and he would like something to hammer with and a tractor or anything to play with.

Please stop before we go to bed. I will have you something to eat.
Lots of Love,
Ronny Bertrand

Dear Santa Claus,

I am a little boy five years old, and have been good most of the time. I would like a white two gun holster set, a basketball, a wind-up airplane and some fire works.

Love,
Charles Christian

Dear Santa Claus,

I am eight years old and in the second grade.

I would like a baseball glove, and two-gun holster set, a metal construction set and a basket for my bicycle.

Please don't forget my friends.
Your friend,
Bobby Christian

Dear Santa,

Please bring us some dolls that will laugh and cry and open and shut their eyes. Bring us some cowboy boots and some cotton picking gloves. Bring Grandma some cotton picking gloves, too.

Love, We've been good little girls, too!!
Sara and Nancy Holmes

Dear Santa,

I am a little boy two years old. I would like for you to bring me a football, a top, and little red rock-er. Don't forget the other little boys and girls and Mommy and Daddy.

I love you Santa,
Jimmy Dale Elliott
Route 4
Floydada, Texas

Dear Santa,

I'm a little girl 8 years old. I have been a good girl all year so has my sister, Mae Bell. I would like for you to bring me these toys.

I want a bicycle, doll and doll clothes, table, little piano, washing machine, sewing machine, car, perfume, and finger nail polish.

Bring me some candy, apples, oranges, nuts and firecrackers and roman candles.

Well Santa I guess this is all, Merry Christmas and a Happy New Year.

Darlene Johnson

P. S. I would like to have a dress-er set.

Floydada, Texas
December 5, 1949

Dear Santa,

I am a little boy six years old. I try to remember to take "turns" when playing with my little play-mates, so if you think I have been good enough.

Please leave a little bicycle for me under mine and "Tooda's" X-mas tree.

I'll be happy to have anything else you might want to leave for me. Please don't forget to bring my little friends, Bennie, Eddie, Mike, and Jimmy nice toys, too.

Oh, yes we all like candy, fruit and nuts.
You will find sandwiches and a cake on the coffee table by the fire place, they are for you.

Love and Thanks,
George Stewart
621 W. Virginia

Dear Santa,

I want a camera.

Love,
Barbara Anne Smith

Floydada, Texas

Dear Santa,

I am a little girl seven years old and I am in the second grade. I have been a good girl sometimes.

I would like for you to bring me a big magic skin doll, fruit, nuts and candy. Please don't forget my teacher, Mrs. Phipps and all the other boys and girls.

This will be my little cousin, Linda's first Christmas, please do not forget her. Thank you Santa.

Your friend,
LaJuana Sue Williams

Dear Santa,

I have been a good girl, and I wish you would bring me a pair of skates, a baton, a doll with clothes and a typewriter.

Please bring my brother a punching bag, a double holster set, spurs and an adding machine.

We'd like to have plenty of nuts, candy and fruit.

We love you,
Janet and Earl Holmes.

Dear Santa,

I want a football, a twin gun holster and a baseball and bat.

Please Santa.

Your friend,
Rannie Vickers

Counter sales books, adding machine paper. THE HESPERIAN.

WAKE UP SANTA!!



IT'S TIME once more to tell those swell

folks, our customers, how much their patronage

has meant to us in the past, how their friendliness

to us has made serving them worthwhile, and

how we wish them the Biggest, Happiest, and

Merriest CHRISTMAS ever.

KING'S GROCERY & MARKET

E. L. Cornelius
J. L. King

C. C. Calhoun

Mrs. Pierce King
Stanley Vickers

TO OUR FRIENDS AND CUSTOMERS



May your every wish for the Holiday Season be realized — that's our wish for you.

DAY'S CLEANERS

Phone 546

Floydada

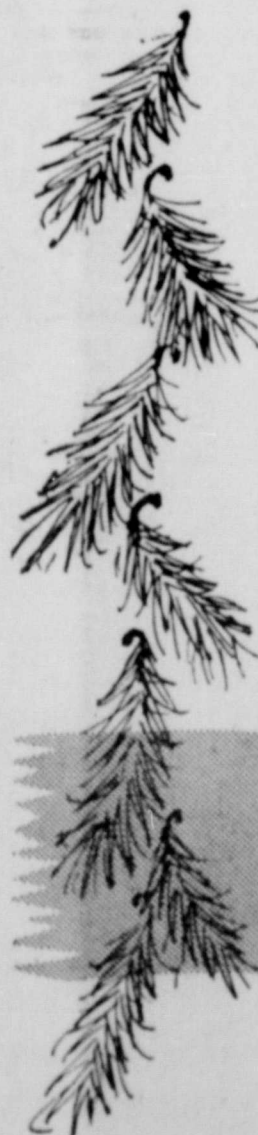


EVERY time we hear a

Christmas carol, we're going to think of you. It's folks like you, our customers, who have been so considerate in the years past that make our Holiday complete. So when that day rolls around again, we'll think of you, and wish you a very Merry Christmas!

FOOTE BUTANE COMPANY

GREETINGS



The spirit of Christmas helps us to appreciate the true value of the friendly folks whose loyalty makes it possible for us to successfully go on Christmas after Christmas.

Business has friendships . . . many of which gain strength as they go down through the years. Old names on the ledgers, old familiar voices on the telephone, old customers entering our doors . . . all make us realize that behind every successful business there is a powerful force of friendship that gives warmth and feeling to the everyday things of life.

SCOTT GIN COMPANY

John R. Gray, Manager
OFFICE AND GIN CLOSE SATURDAY 7 A. M. FOR CHRISTMAS