

Babson Predicts People Will Make More, Spend More In 1977

BABSON'S BUSINESS & FINANCIAL FORECAST FOR 1977
By Babson's Reports Inc., Wellesley Hills, Mass., December 30, 1976. Although surrounded a year ago by fears that the then young business recovery might peter out, the staff of Babson's Reports went ahead and issued a reassuring forecast calling for further economic progress in 1976. At the same time, however, we warned that there would not be a return to outright boom conditions because of the absence of such vital ingredients as massive business capital outlays, positive inventory accumulation, and aggressive consumer demand. In retrospect, 1976 did chalk up additional progress, even though economic conditions were indeed a mixed bag. As predicted, consumer spending lacked vigor during much of the past year, capital spending for new plant and equipment was hesitant, and business inventory policies were cautious.

1977 OUTLOOK PROMISING
As 1976 bows out and 1977 makes its debut, studies conducted by the Research Department of Babson's Reports indicate that the upbeat in economic activity can be sustained during the coming twelvemonth. The post-recession revival which began in the spring of 1975 is still far short of maturity. In fact, it should have enough vitality to extend its life span beyond the average length of cyclical recovery-expansion phases seen in the past. There have yet to develop the major economic imbalances which have signaled such reversals before.

STRENGTH IN THE FIRST HALF
In the 1976 Forecast, we looked for economic strength to be concentrated early in the year, and indeed the most impressive year-to-year gain was registered in the first quarter. As of now, it appears likely that in 1977 the high point will occur in the second quarter, owing principally to

the probable extra thrust from strike-hedge inventory accumulation in the face of Big Steel labor talks.

Year-to-year gains are expected in the second half of 1977 over the like 1976 period, but the shape of business progress will be influenced by the steel industry's labor negotiations. Protracted work stoppages could depress production readings for a month or two, but even then business activity for the second half should be able to hold above the prior year. Admittedly, however, the advances over a year ago will likely be more moderate in the second half than for the first two quarters of the approaching annum.

LIGHT OVERCAST AHEAD
While overall prospects for 1977 are favorable, the economy will not be free of trouble spots. One of the most important will be the dampened but still unquenched fire of inflation, which in recent years has wrought havoc with public confidence. Part of the inflation potential is the economy's vulnerability to rising energy costs from a hike in OPEC oil prices and the possibility of even higher prices for domestic natural gas. There will also be pressure on industrial wholesale prices in the wake of climbing wages and other operating costs. In addition, the labor front will be active again. Besides the steel industry, the railroads and some construction groups face contract negotiations. On the international scene there will be military and monetary points that must be carefully watched.

GROSS NATIONAL PRODUCT
U.S. gross national product (GNP)—the value of goods and services produced—in current dollars should be able to

score an increase approximating 12% over 1976. This is not widely at variance from the rate of expansion scored up GNP in 1976 over 1975. Because of the pattern of year-ago growth during 1976—sizeable margin in the first quarter, but disappointingly modest gains in the ensuing three quarterly periods—the GNP in 1977 may well score its widest improvement during the second quarter.

In terms of constant dollars (ex inflation), the nation's real GNP will move ahead at a milder pace. The rate of inflation is expected to account for about half the GNP in current dollars, which means that the real GNP may increase by only about 6% over the deflated GNP of 1976. Although such an increment may seem moderate, it would actually represent a respectable annual rise in terms of the economy's historical rate of growth.

STRENGTH FROM THE PRIVATE SECTOR
A vital feature of the outlook for 1977 business is the likelihood that the bulk of the anticipated upthrust will stem from the private sector of the economy. Consumer expenditures for personal consumption should be in the forefront of the rise in the GNP. Over much of 1976, consumers have been reluctant to buy, but the staff of Babson's Reports looks for some loosening of purse strings in the year ahead. There should be good support from residential construction too, especially since multi-family units have showed signs of a rebound in the latter days of 1976, whereas most of the comeback in home building had previously been borne by single-family units. Spending on services, long in a well defined uptrend, should continue to move higher. There will be increased government spending, but this will not bolster demand for goods

substantially as much of the rise in outlays must be allocated for wages, climbing prices for supplies, and debt service.

INFLATION WILL REMAIN WORRISOME
In 1976 some progress was made in the task of braking the inflation rate. Much credit must be accorded the food sector, which benefited from another bumper outturn of agricultural products. In the second half of 1976, however, prices of industrial commodities took a turn upward. Though the fever of inflation has been dramatically lowered from the heights of 1973 and 1974, it has not been completely beaten into submission. The tempo of inflation during 1977 is expected to average around 6%, showing little change from that of 1976. While there is still considerable under-utilized productive capacity to militate against a sharp resurgence of inflation, a downward tendency in food prices will not be notable in the year ahead. Furthermore, increases in wages and operating expenses will be reflected in price mark-ups, tempered only by the limiting factor of competition. Hence, in public psychology, inflation will undoubtedly continue to be a dark threat. Such concern could become greatly aggravated if government spending and expansion of the money supply should be emphasized in an effort to solve the serious unemployment problem.

INDUSTRIAL PRODUCTION
During much of 1976, industrial output trended upward. But some hesitancy was seen in the late summer and early fall due in part to the auto strike and the deceleration in the economy. The pause in the recovery of industrial activity, however, should be supplanted by renewed vitality during the first six months of 1977. The outcome of labor talks in the steel industry and the magnitude of strike-hedge inventory accumulation will, of course, determine the profile of the production curve in the second half of the year. A long strike would hurt industrial output, but the absorption of steel inventories during the stoppage would result in a rebound after the strike. On the other hand, if a walkout were brief or entirely averted industrial production should be well maintained, although upward momentum would probably be checked until stockpiles were digested.

For much of 1976, year-to-year monthly comparisons of industrial production showed substantial margins of gain over 1975 simply because the early portion of 1975 saw industrial output in a sharp slump. While the remaining months enjoyed a rebound, production rates were still well below the 1973-74 peak range. Year-ago comparisons in 1977 will reveal more limited gains, but the net result for the full year should be an increase of about 4% over 1976. This will not match the expected climb in the real GNP because the production index does not include services—and make-work programs to reduce the jobless ranks will doubtless emphasize service-type employment. Still, industrial production will move into new high ground, at least during the first half of the new year. Among the stronger lines should be autos and trucks, motor vehicle parts (both original and replacement items), aluminum, fabricated metal products, lumber and forest products, computer and peripheral equipment, home furnishings, and minerals extraction (assuming no protracted coal mine strike).

CHANGE IN INVENTORY POLICIES?
During parts of 1973 and 1974, businessmen unwisely stockpiled inventories in anticipation of higher prices and possible shortages and at a time of already brisk demand. This demand sustained business at a peak level some six months or so, but when the inevitable correction arrived, virtual panic liquidation precipitated the painful recession of late 1974 and early 1975. Since then, inventory policies have been wary. Until recently there has been little incentive to do much in the way of forward buying. After all, consumer demand has been indecisive and spotty, prices have ruled on the weak side, and there has been more than enough productive capacity for most items. But some inventory accumulation is likely, much of this in steel and ferrous-based products as a hedge against a possible steel strike. Stronger consumer demand and the upturn in industrial commodity prices will also encourage forward buying, though we doubt that inventory accumulation will be carried to excess.

MORE SUPPORT FROM CAPITAL SPENDING
Economic observers who have been skeptical of the lasting power of the current business recovery point to the lack of vibrancy in business investment for new plant and equipment. This is not an abnormal development, however, during the early-to-middle phase of an economic cyclical expansion. At such a time, the fact of ample underutilized productive capacity forces management to focus on the activation of existing facilities. Not until the surplus productive capacity diminishes will budget allocations for new capital equipment become markedly more liberal.

While there are still differences of opinion as to how much surplus productive capacity actually exists in the economy, the rate of industrial output has certainly reached a level where management thinking turns increasingly to the matter of hiking capacity and making overall operations more efficient. The fact is that 1976 has experienced some pickup in orders for capital equipment, though on a spotty basis. During 1977 we expect business capital outlays to advance approximately 10% over the 1976 average. Much of this will be the result of purchases of new equipment rather than large-scale construction of new plants or additions. Environmental protection requirements will continue to capture a significant share of business capital expenditures. So, there is little likelihood that 1977 will see a capital spending boom of the type that nurtured the periods of economic upsurge in the 1950s and 1960s, even though President-elect Carter's game plan for revitalizing the economy will likely incorporate some measures to stimulate business capital investment.

CORPORATE PROFITS
Business profits in 1976 scored a sizable increase over the year before. This reflected generally favorable raw materials costs, selected price increases, and high levels of operations. We anticipate another good increase in 1977, but the tempo of advance will doubtless be considerably slower than that of 1976. On the strength of the projected further climb in business, a 10% gain in business profits for 1977 over those for 1976 should be attained. This will appear pale compared with the estimated 25% rise for 1976, but there will be plenty of room for more liberal dividend disbursements in the coming year now that corporate liquidity has been materially improved. It is more than likely, however, that the biggest year-ago gains in corporate profits will occur in the first two quarters of 1977.

ANOTHER BUSY LABOR YEAR
With the spotlight on the steel industry's negotiations over new union contracts, 1977 promises to be another year of brisk activity on the labor front. Though not quite as numerous as in 1976, major labor pacts expiring in 1977 will still involve close to 3 million workers. In addition to (See **BABSON PREDICTS**, Page 3)

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The Lockney Beacon

"Serving The Irrigation Belt"

VOLUME 75 LOCKNEY, FLOYD COUNTY, TEXAS

SUNDAY, JANUARY 2, 1977

12 PAGES IN TWO SECTIONS

NUMBER 1

City To Apply For Community Development Grant

The City of Lockney will apply for a Community Development Block Grant in the amount of \$206,129 for the installation of a sewer lift, sewer lines, and paving in the northeast section of

the city.
In a special called meeting Thursday night, Lockney City Council passed a resolution to adopt the preapplication for the grant and authorize Mayor Claude Brown to file the preapplication papers. The council meeting was held after the second of two public meetings held to obtain views of citizens on community development needs.

Should the grant be approved, a sewer lift station would be installed at the corner of East Fourth and Guest Streets, and sewer lines could then be installed in the area (the city has been unable to install sewers in the area because the lines would be too shallow

without the lift).
The proposed paving includes 13 blocks—two blocks on the north end of East First Street; Guest Street from East First to FM 378; East Third from Locust to Guest; East Fifth from Locust to Guest; and East Seventh from Guest to two blocks north.
In preapplication papers for the grant, the city states: "There is no paving and sewer in this part of town...without another sewer lift the lines would be of no help. There have been a few incidents of health problems because of no sewer."
Describing the objective of the project, the preapplication says: "...to upgrade this part of town so that it will

be more attractive for new housing and to encourage pride in the present homeowners and tenants. The paving will also provide a faster way to reach the local hospital which has been a need for some time."
The seven blocks of paving on Guest Street would extend from Lockney General Hospital to FM 378.
Estimated cost of the paving is \$134,071; the sewer lift and lines will cost an estimated \$72,058.
Mayor Brown emphasized that the grant is not yet approved—the city government has merely decided to apply for the grant. The city can apply for other such grants in the future.

BEACON

LIGHTS

by Jim Huggins

A newspaper columnist reports this as one of the finest business letter stories ever heard. The letters, obviously written by an illiterate salesman said:
"Dear Boss: I seen this outfit which they ain't never bot a dime's worth of nothing from us and I sole them a couple of hundred thousand dollars worth of guds. I am now going to chawgo."

"Dear Boss: I cum hear and I sold them half a milyon," it said.

Bot letters were posted on the bulletin board with a note appended by the company president:

"We been spendin' to much time hear tryin' to spel, insted of tryin' to sel. Let's watch these letters from Gooch who is on the rode doing a grate job for us, and you GO OUT AND DO LIKE HE DONE."

Faultfinders...
They find fault with the editor:
and say he should be shot;
That columns are as peppy
As a cemetery lot.
They say he shows poor judgement:
The jokes, they say, are stale.
On upper floor they holler,
On lower floors they wail;
But when the paper is issued
(We say it with a smile).
If someone doesn't get one
You can hear him yell a mile.

Don't I Know It!!!
The typographical error is a slippery thing and sly;
You can hunt 'til you are dizzy, but it somehow will get by.
"Til the forms are off the presses, it is strange how still it sleeps;
It shrinks down in a corner, and it never stirs or peeps.
That typographical error is too small for human eyes;
'Til the ink is on the paper, when it grows to mountain size.
The boss just stares with horror,
then he grabs his hair and groans;
The Copy reader drops his head upon his hands and moans.
The remainder of the issue may be clean as clean can be;
But the typographical error is the only thing they'll see.

Water Levels To Be Measured

Water District personnel will begin measuring the depth-to-water in the more than 800 water-level observation wells within the District in early January, 1977.
A tan and white vinyl tag with the recorded measurement of the water level in the subject well will be placed upon the well head equipment for the

owner's information.
Since most of the wells are operational irrigation wells and subject to the user requirements of the individual owners, January was originally selected as the period of time when the water table would most nearly reflect a "static" measurement. This assumption was based upon the probability that the wells had not been pumping for a two or three month period, and to delay measuring into February and March would increase the possibility that the wells would again be pumping for a new crop season. The widespread cultivation and irrigation of a winter wheat crop has disrupted the pumping and resting cycle of many wells. However, January still remains the optimum time to attempt to measure static water levels.

The information obtained from the observation-well-measuring program is utilized in assessment of remaining water in storage, long term projections of decline rates, and as a basis for the income-tax depletion allowance claims on land owners' tax returns.

The District and all area residents owe a vote of thanks to the individual well owners who, by allowing their wells to be used in the maintenance of this program, provide the means for the collection of this vital data.

Oddfellows To Meet Monday

Caprock Circle of Oddfellows will meet at the Lockney lodge hall at 8 p.m. Monday, January 3 for supper and election of officers.
A plaque will be presented to the outstanding Oddfellow of 1976.
Lodges participating in the Caprock Circle activities include Lockney, Floydada, Plainview and Abernathy.

Pre-Trial Hearings Set For January 17

District Judge George Miller has set January 17 at 10 a.m. for filing pre-trial motions and the hearing on pre-trial motions for Larry Carnell Fortenberry, 28, of Mt. Hermon, La., and Stacy Albert Carter, 25, of Olivia, N.C. Both are arraigned recently on charges of capital murder for the November 12 killing of Sheriff Jinks Wilson, and the attempted murder of John D. Rogers of Matador. The hearings will be held in the district court room at Matador. Each entered a plea of not guilty, as charged, when they were brought for arraignment from the Crosby County Jail where they are being held without bail.
Judge Miller has appointed John Montford of Lubbock to represent Carter, and Steve Hurt of Plainview as defense attorney for Fortenberry.
Tom Hamilton of Plainview was appointed special prosecutor to assist District Attorney Randy Hollums of Floydada, in prosecuting the suspects.



JANE ARCHER of Lockney accepts a \$150 gift certificate and \$127.16 refund check for December purchases from Boot Hill Western Store owner David Turbeville. Mrs. Archer was the winner in the Lockney store's Christmas giveaway drawing. (Staff Photo)

Society



Tammie Beth Nichols

January Wedding Planned For Miss Nichols, Calvin Lee McKay

The engagement and approaching marriage of Tammie Beth Nichols to Calvin Lee McKay is being announced by her parents, Mr. and Mrs. James Lee Nichols. The prospective groom is the son of Mr. and Mrs. Chester L. McKay also of Floydada.

The couple plan a late January, 1977 wedding.

Miss Nichols attended Floydada High School and is presently employed by Montgomery Ward Catalogue Store in Floydada. Her fiancé attended Trinity High

School in Euless and is presently a member of the U.S. Army Military Police stationed in Ft. Lewis, Washington.

Harvey Allen and family. The Hunts, former residents of Floydada, also visited other friends while in this area.

Surprise Anniversary Party Honors Mr. And Mrs. Cunyus

Mr. and Mrs. Joe Cunyus were honored with a surprise 25th wedding anniversary party December 26, at

their home by their four sons, Danny, Larry, Ronnie, and Jackie.

Hot spice tea, coffee, punch, nuts, dips, chips, cinnamon rolls and cake were served to about 100 guests.

FLOYD DATA

Mr. and Mrs. Arch March and son, Sean of Eagle Pass leave for home today after visiting since mid-week with Mrs. March's mother, Mrs. J. P. Moss. Also in Floydada during that time were Mr. and Mrs. Steve March of Biloxi, Miss. Steve is also a son of Mr. and Mrs. Arch March, and is a member of the Air Corp. He and his wife left Friday for their home in Biloxi.

FLOYD DATA

Mrs. Beverly Thomas Caddell of Plainview, former Floydada resident, was here one day this week visiting friends.

FLOYD DATA

Visiting Mr. and Mrs. N. W. Williams during the holidays were the daughters, Mr. and Mrs. J. K. Fulkerson of Lubbock; Mr. and Mrs. Katie Riley and Mrs. R. J. Rogers both of Harlingen and the granddaughters, Mr. and Mrs. Mike Gibson of Houston and Mr. and Mrs. Len Layn and sons of Austin.

Mrs. Jill Seal

UTD Graduate

Jill Ann Stansell Seal graduated Cum Laude from the University of Texas - Dallas Dec. 21. She received a BA degree in Commercial Design and also completed a study of Airbrush Art at S.M.U. A reception was held in her honor exhibiting all of her art work Dec. 7 at the University library.

Mrs. Seal plans to join an advertising agency designing and illustrating. She is presently freelance designing Logos for various companies. She won a cash award recently for designing the U.T.D. Logo. She also had art work displayed at a gallery, consignment shop in Dallas.

Married to Fred Seal, a Texas Tech graduate, the couple make their home in Dallas. Mrs. Seal is a graduate of Floydada High School and is the daughter of Mr. and Mrs. Jack Stansell of Floydada.

EXPERIMENT STATION CONFAB-The annual conference of the Texas Agricultural Experiment Station will attract some 500 agricultural scientists to Texas A&M University, Jan. 5-7. The state agricultural research agency is headed by Dr. Jarvis E. Miller. Leadoff speakers will include Dr. R. J. Aldrich, administrator of the Cooperative Research Service, U.S. Department of Agriculture, Washington, D.C. and Dr. Daniel C. Pfannstiel, director of the Texas Agricultural Extension Service. Sessions on special skills and interests are scheduled.



FLOYD DATA
Mrs. Joyce Kimble and three sons, John of Socorro, New Mexico; Jeff of Rochester, New York and Joe of Floydada, enjoyed a visit at Sante Fe, New Mexico on a ski trip from Monday until Thursday. John has returned to Socorro and Jeff will leave for Rochester Monday.

FLOYD DATA

Mr. and Mrs. Skeet Newberry and Tammy of Oklahoma City were holiday visitors in Floydada with her mother, Mrs. W. C. Sims and sister, Ina Hammonds.

FLOYD DATA

Mr. and Mrs. Ricky Copp and baby, Jody of Oberlin, Kan., have been in Floydada through the holidays with their parents, Mr. and Mrs. Jackie Duke and Mr. and Mrs. Bill Womack. They left for home Saturday.

FLOYD DATA

Mr. and Mrs. Sam Baker spent the holidays in Lafayette, Colo., with their daughter and family, Mr. and Mrs. Larry Brand and Davis and their son, Chuck Baker. They also visited the Nolan Brands in Boulder and the Lorin Kings in Broomfield. Mrs. King is the sister of Baker. The Brands, former Floydada residents, are parents of Larry.

FLOYD DATA

Mr. and Mrs. David Campbell and their son and wife, Mr. and Mrs. Greg Campbell of Lubbock returned home over the weekend by plane from Utica, New York where they spent some two weeks with another son and family, Mr. and Mrs. Gary Campbell.

OLD EASY CHAIR-If it's got a wrong shaped back it can become a pain in the back to you.

COFFEE Facts & Fancies

If you're average, you probably drink about 45 gallons of coffee every year! That's right, the total number of cups of America's favorite beverage consumed annually amounts to 140 billion.

What One Person Can Do

A mild-mannered 42-year-old black woman, a seamstress, boarded a bus in Montgomery, Alabama, on December 1, 1955, and quietly sat down. What happened next set in motion a sequence of events marking profound change in America. The bus driver ordered Mrs. Rosa Parks to yield her seat to a white man and to move to the rear which was by law assigned to blacks. She didn't make a scene. She didn't threaten or exhort. She simply didn't move. She was arrested, jailed and subsequently brought to trial.

Mrs. Parks' arrest was the last straw for the black community of Montgomery, including a 27-year-old clergyman, Martin Luther King, Jr. Dr. King organized a bus boycott which lasted 382 days. That confrontation with civil authorities culminated on December 13, 1956, in a U.S. Supreme Court ruling that Alabama laws requiring segregated seating on public conveyances were unconstitutional.

Dr. King became a new voice for black people in America. And the black community became aware of its potential strength in gaining its civil rights.

Mrs. Parks was a woman who had decided, on her own, to contest the "Jim Crow" laws which discriminated against her people. "It wasn't a good feeling," she said of her arrest. "I knew anything could happen." Her husband, a barber, became ill from the pressure. The family ultimately moved to Detroit.

"It's a challenge trying to portray the kind of person she is," says Kim Western who plays Rose in the musical *Selma*, "very, very calm, very patient, gentle."

Martin Luther King once called Rosa Parks "the great fuse that led to the modern stride toward freedom." She simply had a conviction and made a decision.

For a free copy of the Christopher News Notes, "Build Up, Don't Tear Down," send a stamped, self-addressed envelope to The Christophers, 12 E. 48th St., New York, NY 10017.

What's Cooking

At FLOYDADA SCHOOLS

January 3-7, 1976

MONDAY

- Pick-A-Snack
- Seasoned Black Eyed Peas
- Buttered Spinach
- Gingerbread & Applesauce
- 1/2 pint milk

TUESDAY

- Chicken Pot Pie
- Early June Peas
- Cabbage, Carrot & Raisin Salad
- Reese Cup
- Hot Rolls
- 1/2 pint milk

WEDNESDAY

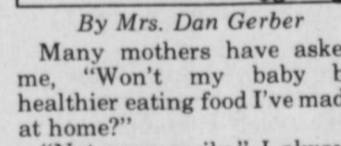
- Chili Beans
- Potato Salad
- Oven Baked Broccoli
- Pineapple Crisp
- Hot Corn Bread
- 1/2 pint milk

THURSDAY

- Battered Fried Fish-Ketsup & Tartar Sauce
- Frozen Corn
- Green Beans
- Peanut Butter Cake with Icing
- Hot Rolls
- 1/2 pint milk

FRIDAY

- Char Burgers on Home Made Buns
- Tomato, Lettuce, & Dill Pickle
- Potato Chips
- Apricot Half & Cookie
- 1/2 pint milk



By Mrs. Dan Gerber
Many mothers have asked me, "Won't my baby be healthier eating food I've made at home?"

"Not necessarily." I always reply. I know that mothers ask this question because they want to give their babies the best, but in some cases they may be risking their infants' health by preparing their food at home.

Chicken: Chinese Taste, American Know-How



Since chicken is invariably a good buy, it probably appears with regular monotony on your shopping list. For a new way to prepare chicken, try this fascinating Chinese-style dish

PINEAPPLE CHICKEN ORIENTALE

- 1/2 cup Wish-Bone Italian Dressing
- 1 can (20 oz.) crushed pineapple, drained (reserve liquid)
- 3 tablespoons firmly packed brown sugar
- 1/2 teaspoon ground ginger
- 4 whole chicken breasts, skinned, boned, and pounded
- 1/3 cup finely chopped green pepper
- 1/3 cup slivered almonds
- 1 tablespoon cornstarch

In shallow baking dish, combine Italian dressing, reserved liquid, sugar, and ginger; mix well. Add chicken and marinate 3 hours in refrigerator, turning occasionally.

Preheat oven to 375°. In small bowl, combine pineapple, green pepper, and almonds. Remove chicken; drain and reserve marinade. Spread 1/4 pineapple mixture on each chicken breast; roll up and place seam side down in baking dish. Pour 1/4 cup marinade over chicken and bake 35 minutes or until chicken is tender. Remove chicken to heated platter. In small saucepan, combine cooked and reserved marinades with cornstarch; heat, stirring constantly, until slightly thickened, about 2 minutes. Serve over chicken. Makes 4 servings.



Orange Pekoe tea refers only to the size of the leaf, not to color or variety of tea.

GIRL SCOUTING TODAY makes BETTER CITIZENS TOMORROW!

FRYERS	GRADE A LB	49¢
SHURFRESH 12 OZ. PKG	FRANKS	69¢
LARGE HEADS	LETTUCE	EACH 29¢
WILSON VIENNA 5 OZ.	SAUSAGE	2/79¢
BANANAS	5 LBS	\$1.00
SHURFRESH 8 OZ. CAN	BISCUIT	2/29¢
NABISCO SALTINE LB BOX	CRACKERS	2/\$1.39
CLOVERLAKE RD. CNT. 1/2 GAL.	ICE CREAM	\$1.19
TEXAS 5LB BAG	ORANGES	79¢
V-8 12 OZ. CAN	JUICE	2/43¢
COKE & DR PEPPER	6-32 OZ. BTL CNT. PLUS DEPOSIT	\$1.39
SHURFINE 32 OZ.	SALAD DRESSING	69¢
SHURFINE 16 OZ.	SHAMPOO	79¢
RUSSETT 10 LB BAG	POTATOES	79¢

shurfresh MILK

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MENS DRESS PANTS & JEANS	REG \$7.99	NOW ONLY	\$4.99
MENS MAVERICK FASHION JEANS	REG \$10 AND \$11	NOW ONLY	\$8.99
MENS PERMANENT PRESS DRESS SHIRTS	VALUES TO \$8.00	NOW ONLY	\$3.50

ALL CHILDRENS WEAR REDUCED 50% OR MORE

Betty's Place

On The Wye Floydada, Texas

person-to-person want ads really work!

REAL ESTATE

100 x 150 lot, 25 x 50 office building tiled floor, paneled. James Nichols day 983-3144 night 983-2626. tfc

Investment property, 320 S. W. First Lockney. Large two story 5 bedroom home with 2 baths. Three rent houses which produce approximately \$160.00 per month. This property needs paint and some repair, but could be an excellent opportunity for the do-it-yourself investor. Priced to sell for \$25,000.00. Call Morgan Eaves Agency in Plainview to see. (296-5514). L1-9c

MOBILE HOMES

FOR SALE OR TRADE: 14 x 65 mobile home on improved lot, 300 Washington St. Lockney, 652-2136. tfc

1975 Lancer, 3 bedrooms, 2 full baths, 401 W. Houston, Lockney. Call 652-3732. tfc

HOME FOR SALE

TWO BEDROOM HOUSE, utility room, with potential income property. Bond Real Estate, Wilson Bond, 983-2151 or 983-3573. tfc

FOR SALE: beautiful new brick home, 3 bedroom, 2 baths, large garage, basement, fireplace, plenty of storage, ready to live in. Call 983-2147. tfc

FOR SALE: Brick house, two bedroom, two full baths, dining room, den, living room, two fireplaces, all rooms extra large. 301 S. W. 2nd, Lockney. Call Don Boyd 652-2211. tfc

FOR SALE: three bedroom brick veneer, single garage in north Lockney, 101 Guest St., new interior paint, carpeted, in very good condition. Priced to sell fast \$22,000.00. ALSO-Good old house on paved road at edge of Lockney will sell for \$7,500.00. Barker Insurance. Ltfc

A HOME FOR THE PARTICULAR-in Lockney. 3 BR BRK veneer, Lv. Rm., Dining area, fabulous kitchen, central heat, ref. air, abundant built-ins and storage, 2 full baths, dbl. garage over 32' wide and storm cellar beneath, corner lot, excellent condition, and choice location. Call Phyllis Reay, 652-3480. RALPH V. GRAHAM REALTORS, 504 Joliet, Plainview, Texas. Phone 293-4246. LTFc

2 BEDROOM house, partially carpeted, utility room, good location. Bond Real Estate, Wilson Bond, 983-2151 or 983-3573. tfc

SEVERAL NICE two and three bedroom homes for sale, loans can be arranged. Call Hale Insurance at 983-3261. tfc

FOR SALE: house on 1/2 acre, one mile South of Aiken. Call 652-3358. Ltfc

HOUSE FOR SALE: in Lockney, 3 bedroom, 2 baths, fireplace, double car garage. Close to school, brick construction, refrigerated air conditioning, central heat, back yard fence. Phone 652-2309. Ltfc

THREE bedroom brick house, 1 1/2 baths, den, big family room, carpet, fireplace. Bond Real Estate-Wilson Bond 983-2151 or 983-3573. tfc

FOR SALE: Beautiful home in Lockney. Two bedrooms, large living room, den, kitchen with eating area, dining room, two full baths, double garage, fenced yard. 302 SW 2nd. Allison Realty, 652-2134. Ltfc

FARMS AND ACREAGE

FOR SALE: good 1/2 section in Cochran County, 1-8" well, 1-6" well, underground pipe, no improvements. \$300 acre, 29% down. Phone 983-3982. tfc

FOR SALE: 906 acres, 419 cultivation, remainder pasture, 2 wells, frontage on Matador Highway, Howe Hines place halfway between Floydada and Matador. If interested contact Hal Hines, 4259 Parklane, Dallas, Texas 75205. Pho. 214-357-1159 nights and 214-522-6930 day. tfc

SOUTH 240 Acres (217 acres in cultivation, all sown in wheat) in Block G-Section 38. Light irrigation, one well, approximately one mile of underground tile. \$380 per acre. Call Plainview 293-1411 D. T. Graham, Owner. 1-27c

BEEF CHOICE CUT & WRAPPED FOR YOUR FREEZER 79¢ LB. YOU CANNOT BUY BETTER BEEF AT ANY PRICE! GOOD - 75¢ LB. Lockney Meat Co. Sam Fortenberry, Mgr. 652-3305 LTFc

BUSINESS SERVICES

PIANOTUNING, Edward C. Lain 25 years experience. Write Box 425 Silverton or call 623-2151. L-tfc

APPLIANCE and air conditioning service. John Van Hoose, Snack Shack building, Lockney. 8-5: 30, phone 652-3721. Early or late, phone 983-2758, Floydada. L-tfc

DONNIE JACKSON ELECTRIC-Wiring and repair. Residential and commercial. 652-3572. Ltfc

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FOR SALE: Two 16-10 John Deere Wheat drills 2 years old, One Rosebud Cotton Picker one year old, 8 8x8x20 wood cotton trailers, Coby chassis, Call Vernie Moore, 983-2006. tfc

FOR SALE? Several hundred feet of good used aluminum pipe, four and five inch for 30 cents a foot. Phone 983-3982. tpf

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WANT TO sell push button Ford radio. Excellent condition, \$15. Phone 983-3982. tpf

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Age 65 and Over Do you have insurance that pays in addition to Medicare? Do you have a funeral expense insurance? If you do not. Please contact: **Randell King Agency** 22nd at Lee St. Phone 983-5028. tfc

PRODUCTION WELDERS Experienced Workers Only BENEFITS INCLUDE PAID VACATION, HOLIDAYS, GROUP LIFE INSURANCE, GROUP MEDICAL INSURANCE. **THE TYE CO.** Hwy. 70 East Lockney, Texas

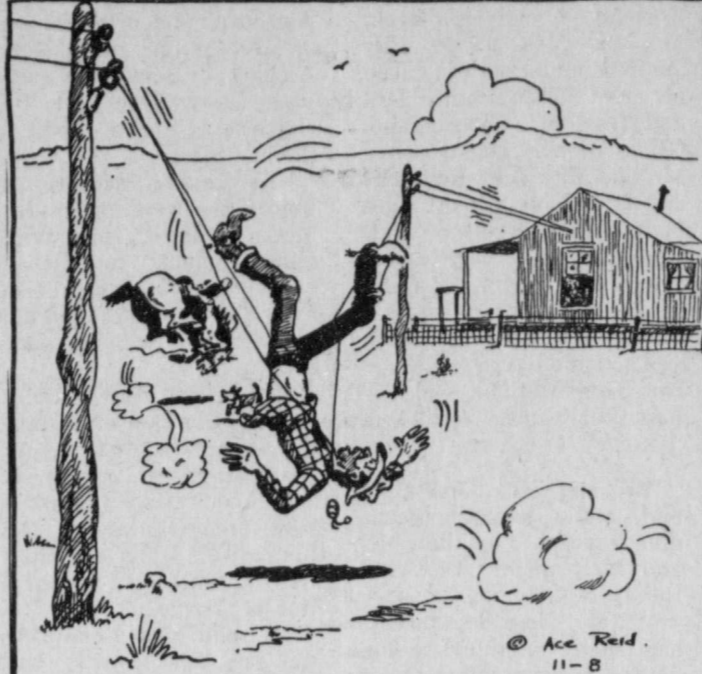
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BISHOP-RAMSEY PHARMACY 208 West Houston 983-3174 FLOYDADA

IF IT IS INSURANCE -- SEE -- **Barker Insurance Agency** LOCKNEY Life - Fire - Casualty - Hospital **B. B. Wilkes, Real Estate** LOCKNEY Farms - Ranches - City Properties Business Leases - Loans

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COW POKES By Ace Reid



"Jake, git off the line . . . you're causin' an awful lot of static!" THIS FEATURE SPONSORED BY **AUTO, FIRE & FARM INSURANCE** Floydada Real Estate & Insurance Agency **Jim Word** --- Phone 983-2360

DAN'S AUTO SERVICE DAN TEUTON, Owner Specializing in Automatic Transmission, Motor Tune-Ups, Auto Air Conditioning. General Repair We Have A BRAKE LATHE to handle all passenger car brake drums. See us for complete brake service. Phone 652-2462

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WANTED TO RENT Corn Stalks, Milo, and Wheat Pasture Call Betty Hise or Archie Flynn 293-1094 Bedford Bros., Cattle Co

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LOST: 6 month old male white American Eskimo dog. Louis Pyle 983-5358. tfc

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Irish Setter 6 Months Old Answers To "Abby" Last Seen December 23 Near Irick Cemetery. If seen, call 652-3488 or 652-3404. L1-2c

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\$500 for lost male silver toy poodle. Answers to the name Tigger. Call 983-2170.

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CANE BUNDLES for sale. W. H. Finley 983-3443. 1-13c

USED appliances for sale. Sears, Floydada, 983-2862. tfc

LEGAL NOTICE

LOCKNEY ISD The Board of Trustees of the Lockney Independent School District is taking bids for a stack oven for the Elementary cafeteria. Sealed bids addressed to the Superintendent of Schools, Box 428, Lockney, Texas, 79241, will be received until 5:00 p.m. January 10, 1977. Bid sheets and specifications may be picked up at the superintendent's office at 6th and Willow in Lockney or by requesting them from the Superintendent of Schools, Lockney, Texas. This is a solicitation for bids and is not an offer. The school reserves the right to reject any and all bids and to waive formalities. Board of Trustees Lockney Independent School District L12-19. 12-16. 1-2

Treflan Less Than \$112 Can Leather Gloves \$2.99 Insulated Gloves \$3.99 FEED & SEED Roaring Springs

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Gather up all those great finds and advertise them "for sale" in our Want Ads. You're sure to end up with a pocketful of extra spending money for the holidays!

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FRESH GROUND 81% LEAN **Ground Beef** **99¢** LB.

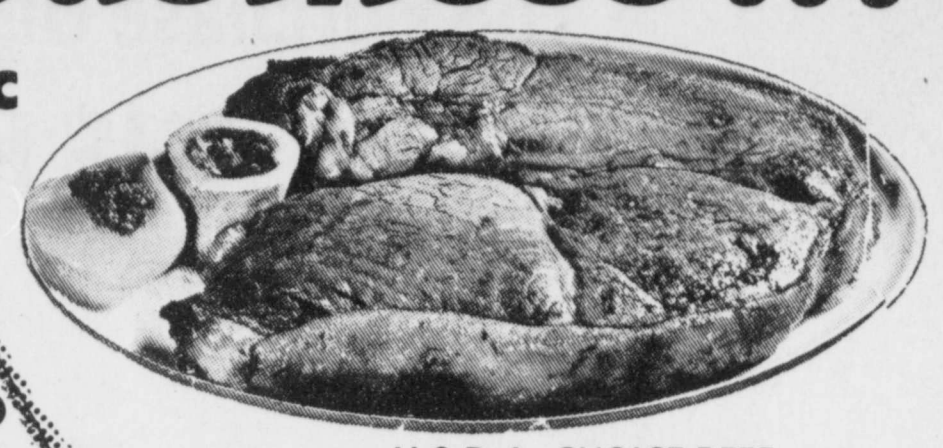
U.S.D.A. CHOICE BEEF BONELESS **CHUCK ROAST** **99¢** LB.

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HEAVY GRAIN FED BEEF **BRISKETS** **89¢** LB.



U.S.D.A. CHOICE BEEF **Round Steak** **\$1.19** LB.

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U.S.D.A. CHOICE TENDERIZED BEEF **CUTLETS** **\$1.79** LB.

SHURFRESH REGULAR OR ALL BEEF **FRANKS** **69¢** 12 OZ. PKG.

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U.S.D.A. CHOICE BEEF BONELESS **Chuck Steak** **\$1.19** LB.

U.S.D.A. CHOICE BEEF BONELESS **Shoulder Roast** **\$1.29** LB.

OWENS WHOLE HOG **Sausage** **99¢** 1 LB. ROLL **\$1.98** 2 LB. ROLL

SHURFINE GRANULATED **SUGAR** **89¢** 5 LB. BAG

SHURFINE FROZEN **ORANGE JUICE** **4 77¢** 6 OZ. CANS

BAKE-RITE PURE SHORTENING **FOR BETTER BAKING** **BAKE-RITE SHORTENING** **99¢** 3 LB. CAN

KRAFT DELUXE MACARONI & **Cheese Dinner** **59¢** 14 OZ. BOX

HUNT'S **Tomato Juice** **57¢** 46 OZ. CAN

SHURFINE CREAM STYLE OR WHOLE KERNEL **Golden Corn** **3 77¢** 17 OZ. CANS

SWIFT'S **Beef Stew** **77¢** 24 OZ. CAN

HUNT'S **Tomato Ketchup** **77¢** 26 OZ. BTL.

REDENBACHER **Popping Corn** **77¢** 15 OZ. JAR

TEXSUN UNSWEETENED **Grapefruit Juice** **77¢** 6-6 OZ. PACK

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CALIFORNIA ZIPPER SKIN **Tangerines** **29¢** LB.

SWEET **Yellow Onions** **12¢** LB.

LARGE **Bell Peppers** **49¢** LB.

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NICE 'N SOFT BATHROOM **TISSUE** **69¢** WHITE OR ASSORTED 4 ROLL PKG.

5 LB. BAG TEXAS FULL OF JUICE **ORANGES**

3 LB. BAG RED DELICIOUS **APPLES** **69¢** YOUR CHOICE

32 oz. 6 btl. ctn. **COCA COLA** **\$1.29** Plus Deposit

Honey Boy Tall can **Salmon** **\$1.39**

FROZEN FOODS AND DAIRY

Cloverlake **Cottage Cheese** **57¢** 12 OZ. TUB

Cloverlake **Buttermilk** **79¢** 1/2 GAL. CTN.

MORTON 12 CT. FROZEN **Glazed Donuts** **77¢** 12 OZ. CTN.

MORTON BEEF/CHICKEN/TURKEY **Pot Pies** **3 77¢** 8 OZ. CTNS.

KRAFT AMERICAN, OLD ENGLISH OR PIMENTO **Sliced Cheese** **77¢** 8 OZ. PKG.

WHITE OR PINK-4 OFF LABEL **DOVE** **2 69¢** BATH BARS

SHURFINE FRUIT **Cocktail** **2 77¢** 16 OZ. CANS

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SUNSHINE **Krispy Saltines** **49¢** 16 OZ. BOX

WITH BEANS **Swift Chili** **\$1.00** 15 OZ. CANS

PAMPERS NEW **Newborn Diapers** **\$1.99** 30 CT. PKG.

HOUSEHOLD **Shurfine Bleach** **69¢** 1 GAL. JUG

PRESTONE **Anti-freeze** **\$3.69** 1 GAL. JUG

ROXEY RATION **Dog Food** **5 77¢** 15 OZ. CANS

CARNATION **Hot Coco Mix** **77¢** 12 CT. BOX

Viva Or Fiesta **Towels** **59¢** Jumbo Roll

DOUBLE **GREEN STAMPS** EVERY WEDNESDAY WITH \$2.50 PURCHASE OR MORE

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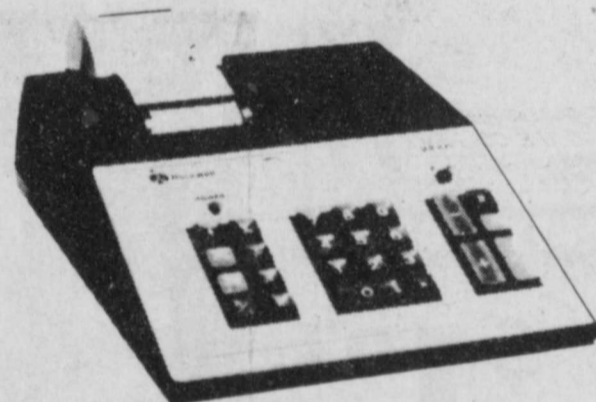
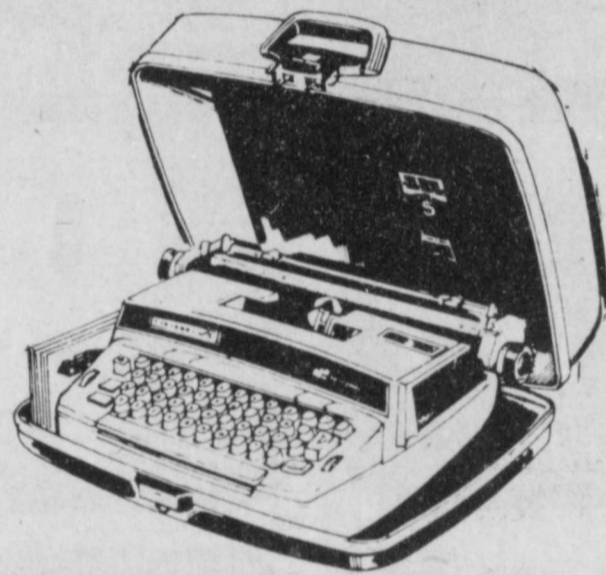
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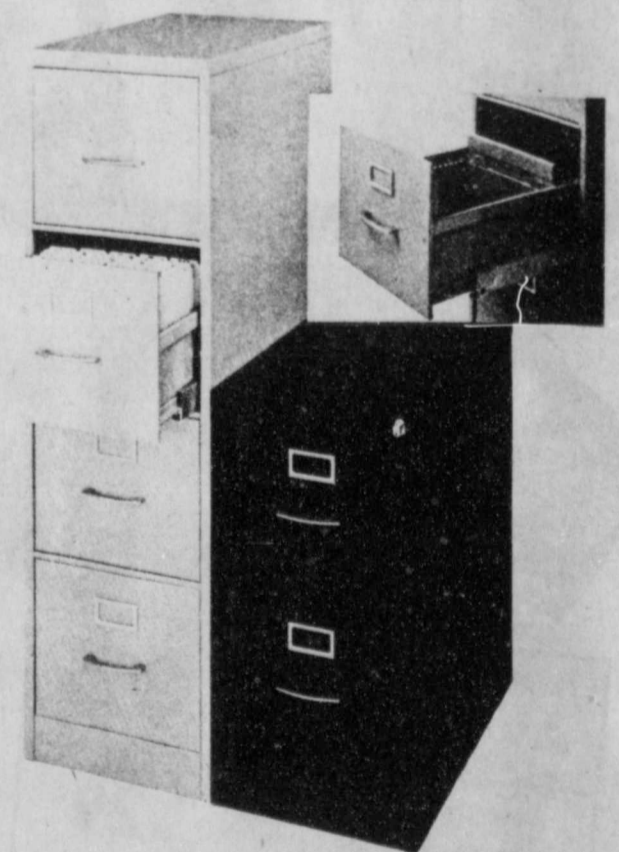
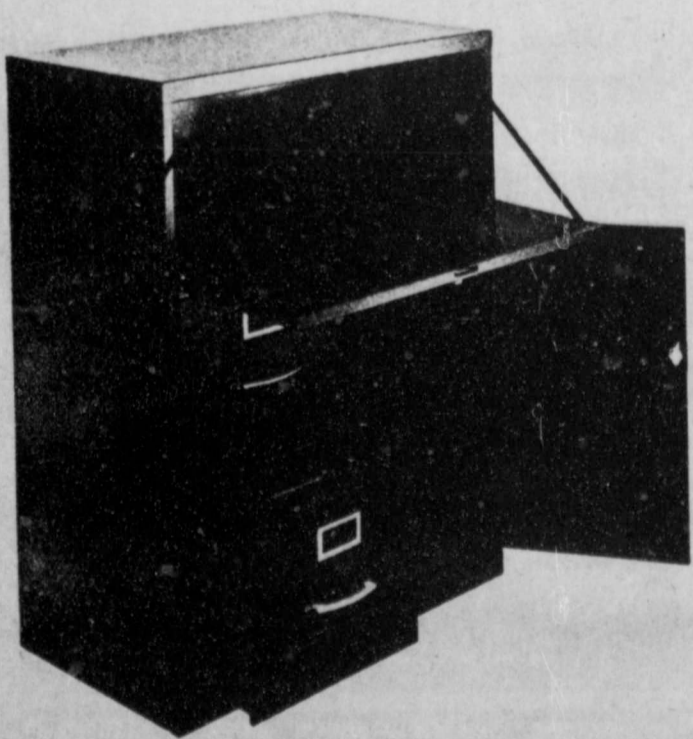
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- ★ ROYAL
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- ★ OLIVETTI

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Clayton Feels Texas House Ready For Action

By LEE JONES
Associated Press Writer
 AUSTIN (AP) - As Speaker Bill Clayton sees it, the 1977 House will be a moderate lot, primed for action on middle class Texans' complaints about school taxes and high crime rates.

Clayton predicts a school finance package that will mandate property tax reductions by school districts and predicts passage of anti-crime bills backed by himself and Gov. Dolph Briscoe.

And there will be no serious attempt to buck the governor on "no new taxes," Clayton said in a pre-session interview that

touched on several major issues.

Clayton, 48, is unopposed for a second term as speaker when the legislature convenes on Jan. 11.

While labor sees the House as more liberal than it was two years ago, Clayton counts three or four more conservative votes but says "both sides have moderated somewhat to the center."

The speaker said all the major proposals for school finance and there are about five of them approach the question similarly. Beef up total state aid, reduce local shares of the Foundation School Program and base local contributions on

market value of taxable property.

"I think we will find the magical numbers to plug in and have a pretty good school finance bill this time," he said.

He predicted that state funding would increase from about 75 per cent to between 90 and 100 per cent of the total, with a stipulation that local districts lower their taxes.

"If most legislators had the complaints I've had from property taxpayers, I wouldn't be a bit surprised if we got some mandate for lower taxes passed," Clayton said.

Clayton and Briscoe have proposed similar packages of

crime control legislation, including the use of oral confessions as evidence, procedures for wiretaps, restriction of bail, harsher penalties for crimes committed with guns and mandatory supervision of ex-convicts after their release from prison.

"This is one of the issues that is among the top in public concern," Clayton said.

He predicted the House would at least make a start in allowing prosecutors to introduce defendants' oral remarks as remembered by policemen-as evidence in trials.

"I think the majority of the

anti-crime legislation presented this time will pass. People around the state are not just telling me this. They are telling the members," Clayton said.

He said control of crime is important for the state's economic development.

On a recent trip to Cleveland to promote Texas as a location for industry, Clayton said, "I learned that one corporation asks before it moves in. 'What is a community's number of unsolved crimes and number of murders?' " A high rate of violent crime makes it hard to attract and keep workers, many of whom must work at night, Clayton explained.

Clayton predicted that Briscoe won't get the \$825 million transfer of general revenue to highway construction that he requested. He said the final figure will be somewhere between that figure and the \$135 million recommended by the Legislative Budget Board.

Clayton, a member of the board, views the board's recommendation as "a pretty good indicator that just because the highway department asks for more, that doesn't mean it is going to get it."

He said he has no qualms about holding most agencies' budgets near present levels.

think they can deliver services to the people at those levels."

But he would like to see tighter controls over how the money is spent, perhaps through between-sessions oversight by either the governor or an arm of the legislature. He is having a constitutional amendment drafted to give such power to the governor and has asked for an attorney general's opinion on legislative oversight.

On other issues, Clayton said:

-He looks for lawyers and doctors to resolve their differences and for the legislature to pass some kind of permanent means of enabling

doctors to get malpractice insurance at reasonable rates.

Eminent domain for coal slurry pipeline rights of way "could come down to a bitter fight" between the utilities that want the coal slurry lines and the railroads opposing them.

A bill setting up a permanent system of presidential preference primaries probably will be considered, and "I am hopeful we institute a presidential primary-I like it."

-Legislation standardizing the property tax system and placing assessment in a single office in each county probably will pass the House.

Farm-facts

A Weekly Report Of Agri-Business News

Compiled From Sources Of The
TEXAS DEPARTMENT OF AGRICULTURE
 John C. White, Commissioner

At Year End ... Cattle On Feed Up And Down ... Milk Production Likewise.

Texas' farmers in the final week of 1976 are finding adequate moisture in most fields. Aside from cotton, pecan, and vegetable harvest, all other major crop harvesting is finished for the year.

Wheat development across the state has been slowed by freezing temperatures as grazing in all areas remains limited. Warm, dry weather is needed to stimulate growth of wheat and oat fields.

As of Dec. 1, about 37 per cent of the wheat acreage in the state had sufficient growth to pasture; this is slightly above a year ago, but still below normal.

Available forage was rated fair to poor with about 23 per cent actually being grazed.

The pecan harvest is more than three-fourths finished. The crop this year is almost three-fourths below that of 1975. Only 18,000,000 pounds are expected to be gathered this year compared to 68,000,000 pounds a year ago.

While cotton farmers on the High Plains are busy with harvest of that crop, others in that section are preparing land for spring planting.

In the Rio Grande Valley, cabbage harvest continues. Onion transplanting is active, and citrus harvest continues as weather conditions permit.

CATTLE ON FEED IN TEXAS FEEDLOTS show a decline as well as an increase. The Texas Crop and Livestock Reporting Service notes that as of Dec. 1, there were 1,725,000 head of cattle and calves on feed in the state.

This is five per cent below a year ago but four per cent above last month.

Texas cattle feeders placed 380,000 head into their lots during November. This is 11 per cent above a year ago but 27 per cent below the previous month.

Cattle marketings were up eight per cent during November of this year compared to a year ago.

In the seven major feeding states - Texas, Arizona, California, Colorado, Iowa, Kansas, and Nebraska - cattle and calves on feed totaled 8,000,000 head.

This is down three per cent from a year ago.

MILK PRODUCTION IN TEXAS during November amounted to 262,000,000 pounds. This is six per cent above a year ago, but five per cent below the previous month's production.

Milk production per cow averaged 825 pounds during November which is 55 pounds above a year ago, but 35 pounds down from the previous month.

Nationwide, milk production in November was 4.4 per cent above a year ago.

A DECLINE IN GRAIN SORGHUM production and an increase in corn production is expected in Texas this year.

A total of 318,000,000 bushels of sorghum are forecast as of Nov. 1; this is down 56,400,000 bushels from a year ago.

Corn production at 161,000,000 bushels is almost 50,000,000 more bushels than last year.

The Change Is Here ... One More Time.

With the new year comes a new system in seed standards for Texas, and when you buy certified seed they will apply to you.

Certified seed carries two labels. One label will be the official certification; this will assure that the seed is the variety stated on the label.

The other label will list analysis of the seed. These will include such factors as purity, inert matter, other crop seed, weed seed, noxious weed seed, and germination percentage.

That's the label you'll need to study carefully to determine if the seed will meet your requirements.

It will be up to you as an individual producer to study the label to make sure you are getting the seed best suited for you.

The Texas state seed law has as its purpose to assure agricultural producers of getting the best seed possible. Reasons for the change include encouraging competition for producing higher quality seed; allowing production of certified seed having quality characteristics for different markets; encouraging international seed trade; and establishing uniformity with the federal seed act.

Producers having questions about the change should contact Texas Department of Agriculture officials. The TDA is charged with the responsibility of administering the Texas seed law.

One of the most asked questions concerns how the variety identification is insured by certified seed. The registered class of seed must be produced from foundation or breeder class of seed. The certified class of seed must be produced from foundation, registered, or breeder class of seed. Seed production fields and processing plants are inspected by the TDA to insure that genetic identity is maintained.

Another question relates to certified seed having a high germination percentage. The germination percentage may vary. It is required that the analysis label give the germination percentage, and you must then determine if this meets your requirements.

Aerial goose survey underway

A lack of water and dry winter storms in the Texas Panhandle and South Plains are being credited with a low count in the number of geese observed by Texas Parks and Wildlife Department personnel during the annual December count.

"There is a lack of adequate water levels in most lakes in all areas from Dalhart to Lubbock," said Max Traweek, waterfowl biologist.

"An estimated 30 to 40 thousand short-grass prairie

Canadas were counted during the week-long survey which is one-half the number of birds we had in 1975" Traweek continued.

Reports from hunters and out-of-state fish and game personnel indicate large concentrations in Colorado and it will take very cold weather in January to bring the geese to Texas.

Areas of the Panhandle with good concentrations of geese include the western half of Farmer and Deaf Smith counties and Castro

county. Buffalo lake, a National wildlife refuge near Umparger, has a little water and the lake is holding approximately 10,000 geese. Various flocks of geese are using the large man-made lakes including Meredith, near Fritch, Greenbelt, near Clarendon, and Bull lake, a natural reservoir near Littlefield.

The 1976-77 goose season in northwest Texas continues through Jan. 23, 1977, with a daily bag limit of five, not to include more than one Ross'

goose nor more than either two Canada or white-fronted geese in the aggregate.

Texas hunting license regulations apply to waterfowl hunters plus a federal waterfowl migratory bird stamp is required of all duck and goose hunters. These special stamps can be purchased at most U.S. post offices.

Most successful Texas goose hunters scout the areas where the geese feed and spread decoys before the legal shooting time

trees and shrubs time to set our good root systems before top growth begins in the spring. However, several precautions should be taken. Plants should be kept watered to avoid damage from freezing weather. Also, staking is important to prevent damage from high winds. A good mulch of hay, dried grass or leaves will protect the root system and retain moisture. Plants should not be fertilized until after the first growing season.

COLLECT SOIL SAMPLES NOW--Soil testing holds the key to profitable crop production and efficient use of fertilizer. And the time to collect samples for testing is now, contends a soil chemist with the Texas Agricultural Extension Service. Soils contain various levels of nutrients for plant growth, and most soils require additions of these nu-

OUR Patriots!

AN ESPECIALLY DARING CHAPTER OF THE AMERICAN REVOLUTION WAS WRITTEN BY BLACK PATRIOTS WHOSE SPYING ON THE BRITISH HELPED THE AMERICANS WIN CRUCIAL VICTORIES.

THE MOST FAMOUS WAS JAMES ARMISTEAD, A FORMER VIRGINIA SLAVE WHO BECAME A SPY FOR GENERAL LAFAYETTE IN 1781. IT WAS LARGELY DUE TO THE INFORMATION HE SUPPLIED LAFAYETTE THAT THE AMERICAN ARMY WAS ABLE TO TRAP BRITAIN'S GENERAL CORNWALLIS AT YORKTOWN.

AS A REWARD FOR HIS OUTSTANDING SERVICE TO THE COUNTRY, ARMISTEAD WAS GRANTED HIS FREEDOM IN 1786 BY THE VIRGINIA LEGISLATURE.

TODAY, AS IN 1775, BLACK VOLUNTEERS IN THE U.S. ARMY RESERVE CONTINUE TO PLAY A VITAL ROLE IN THE NATION'S DEFENSE.

DEER FOR DINNER?--A Texas A&M University study shows that deer hunters can bring home quality meat by following certain guidelines. Female deer were found to have a less "gamey" taste but their meat became more flavorful with aging. Juiciness of deer meat was enhanced by aging the deer before skinning it. Aging the carcass also increased tenderness. Since doe meat is superior to that of the buck, hunters might consider obtaining doe permits where they have been issued to landowners by the Texas Parks and Wildlife Commission, suggests a wildlife

specialist for the Texas Agricultural Extension Service.

Floyd doctors to staff Briscoe Clinic

SILVERTON - The Briscoe County Clinic Association Board of Directors has announced that arrangements have been made with Pedro Ochoa, M.D. and Terry James, M.D., both of Floydada, to open the Briscoe County Clinic for two days a week beginning Jan.

Your seed dealer can also answer other questions relating to the new standards now in effect throughout the state.

ONE MORE REMINDER comes from the Texas Crop and Livestock Reporting Service about those crop and livestock questionnaires.

About 75,000 Texas agricultural producers have or will be receiving a crop or livestock questionnaire.

If you do receive such a form, you are requested to fill it out as accurately as possible and return it promptly.

These will be the basis for determining the financial balance sheet for Texas agriculture, our state's most basic and important industry.

The reports will be confidential and will not be released on an individual basis to anyone.

All figures will be used as they relate to county, state, and national totals for agriculture production figures.

NEW STORE HOURS
 Beginning December 26th

- ★ Closed On Sundays
- ★ Winter Months 7 a.m. - 7 p.m.
- ★ Summer Months 7 a.m.-9p.m.

GILBREATH EXXON SERVICE STATION
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\$15⁰⁰ PER SQUARE FOOT

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TDA Steps Up Inspection With Grain Elevators Full

AUSTIN—With grain elevators filled to the brim this year in Texas, Agriculture Commissioner John C. White has asked for a stepped-up program to protect those in the business. "Grain handling is probably one of the most complex market systems in agriculture—and the one where the potential is greatest for farmers and elevator operators to sustain losses," White said.

The Texas Department of Agriculture (TDA) Grain Warehouse Division has a two-pronged program to decrease the dollars lost each year.

One is the monitoring of accounts and the actual measurement of grain in warehouses licensed by TDA. The other is continuous investigation into criminal activity in relation to grain handling.

Grain storage capacity in Texas elevators is over 392 million bushels, and monitoring the actual amount of grain stored is a big job, White stated.

TDA inspectors record all of the grain that has been brought into elevators by the individual grain-weight tickets and receipts to determine how much grain is in storage for farmers and

how much is company-owned.

After determining how much grain should be stored in a particular warehouse, inspectors physically measure the grain. To do this in an upright elevator, the inspector drops a line from the top of the structure (sometimes 60 feet high) to determine the depth of the grain and by further calculations, check to see that the company's books are correct.

Other types of warehouses require the inspector to get down inside the container to get an average height of the grain so that volumes can be computed. "It's no place for a man with an allergy," White said.

Taken into consideration

are such factors as trash, chaff, dust, damaged kernels, settling of grain, and moisture. If there is a three per cent difference, there may be a complete re-check of books and grain, but if the shortage is proved, the company must make up the difference.

Tips on how to avoid grain thefts from fields and warehouses are published periodically by the Texas Department of Agriculture, especially during harvest time—the time when thieves take advantage of farmers and warehousemen pressed for transportation and storage space.

Department personnel also aid law enforcement officers in investigating methods of grain thefts and scale manipulation and in obtaining evidence against



Agriculture Commissioner John C. White reports that the Texas Department of Agriculture is intensifying its grain inspection activities with the increased amount of grain stored this year. Here two TDA inspectors make their way along a catwalk 60 feet above ground to measure grain in a licensed warehouse.

Ag Statistics Available

Figures on agricultural production for each county in the state can be found in a Texas Department of Agriculture publication, "1975 Texas County Statistics."

Copies are available from the Texas Department of Agriculture, P.O. Box 12847, Austin, Texas 78711, or from the Texas Crop and Livestock Reporting Service, Box 70, Austin, Texas 78767.

Individual county sheets showing all of the data for a given county are also available.

ANYONE FOR ECONOMIC GROWTH?—For local communities interested in attracting new industry, the first step to economic development is to determine if

growth is really wanted, what type of industry may be attracted, and the impacts of these industries. Issues that must be considered include identifying local interests and resources, determining what types of growth will most benefit the community, and determining what types of growth will most benefit the community, and determining the economic effects of growth upon the community, says a community resource development program leader with the Texas Agricultural Extension Service.



Never put an airtight bandage over iodine. It keeps the iodine from evaporating off the skin and might cause a burn.



Prices good thru Jan. 5, 1977. We reserve the right to limit quantities. None sold to dealers.

invites you to play

FREE! No Purchase Required—Adults Only

BANK VAULT BINGO

Winning CASH with Bank Vault Bingo is easy!

ODDS CHART as of Dec. 21, 1976		Program #478	
GAME	NUMBER OF PRIZES	ODDS FOR ONE GAME PIECE	ODDS FOR 26 GAME PIECES
\$1,000	61	1 in 179,885	1 in 13,837
\$100	66	1 in 166,258	1 in 12,789
\$50	128	1 in 85,727	1 in 6,594
\$20	444	1 in 24,714	1 in 1,901
\$10	888	1 in 12,357	1 in 951
\$5	5,001	1 in 2,194	1 in 169
\$2	7,824	1 in 1,402	1 in 108
\$1	25,291	1 in 375	1 in 29
TOTAL	43,703	1 in 250	1 in 19

This Program is available at 110 Piggly Wiggly stores located in Texas, New Mexico and Oklahoma. Scheduled termination date of this Program is January 15, 1977, but game officially terminates with distribution of all game pieces. This Program may be repeated by special demand. Game pieces and game folders may be obtained free by writing Bank Vault Bingo, Program No. 478, P.O. Box 5055, Dallas, Texas 75222. Only one game piece and game folder may be requested per envelope and a self-addressed stamped envelope must accompany each request.

Heavy Aged Beef Chuck

Boneless Roast

\$1.18

Lb.

Heavy Aged Beef

Sirloin Steak

\$1.19

Lb.

Heavy Aged Beef "Shoulder Arm Cut"

Swiss Steak

\$1.08

Lb.

Heavy Aged Beef, Boneless Rump or Bottom

Round Roast

\$1.48

Lb.

BEEF SPECIALS

- Heavy Aged Beef, Shoulder Arm Roast Lb. \$1.18
- Heavy Aged Beef, Tenderized Bottom Round Steak Lb. \$1.58
- Heavy Aged Beef Chuck Boneless Steak Lb. \$1.18
- Tender Cube Steak Lb. \$1.88
- Heavy Aged Beef T-Bone Steak Lb. \$1.88
- Boneless Lean Stewing Beef Lb. \$1.18

PORK SPECIALS

- CENTER CUT PORK CHOPS Lb. \$1.59
- Fresh Spare Ribs Lb. \$1.18
- Fresh WAFER THIN PORKCHOPS Lb. \$1.69
- Quarter Pork Loin 8 to 10 Pork Chops Lb. \$1.29
- Fresh COUNTRY STYLE Pork Spare Ribs Lb. \$1.19
- Fresh Ground Beef Lb. 78¢

FRESH POULTRY

- Breast or Leg, Fresh Fryer Quarters Lb. 49¢
- Grade A, Cut Up Fresh Fryers Lb. 59¢
- Swift's Cornish Game Hens Lb. \$1.29
- Banquet Chicken Livers 1-Lb. Cup 79¢
- Banquet Chicken Gizzards 14-oz. Cup 79¢
- "Chuck Quality" Lean Ground Beef Lb. \$1.18

SPECIAL TREATS

- Farmer Jones Tasty Franks 12-oz. Pkg. 79¢
- Farmer Jones Sliced Bologna 12-oz. Pkg. 88¢
- Farmer Jones Sliced Bacon 12-oz. Pkg. 98¢
- Heat & Serve Eckrich Smoked Sausage Lb. \$1.69
- Owen's Country Style (2-Lb. Pkg. \$2.59) Roll Sausage 1-Lb. Pkg. \$1.31
- Kraft's Slices American Cheese 12-oz. Pkg. \$1.09

PIGGLY WIGGLY'S

US No. 1

Russet Potatoes

79¢

10-Lb. Bag

Washington Golden Delicious

Apples

3 \$1

POUNDS

Frozen Foods

All Varieties Frozen

Patio Dinners

13-oz. Pkg. 49¢

Piggly Wiggly Frozen

Orange Juice

6-oz. Can FOR 4 \$1

Piggly Wiggly Frozen

Waffles

5-oz. Pkg. 21¢

Piggly Wiggly Whipped Topping 9-oz. Ctn. 49¢

Pet Rit 2-Pack

Pie Shells

10-oz. Pkg. 49¢

Green Giant Frozen

Niblets Corn

2 10-oz. Pkgs. 99¢

Fresh Dairy

Piggly Wiggly, Sweetmilk or

Buttermilk Biscuit

2 8-oz. Can 25¢

Piggly Wiggly

Cottage Cheese

12-oz. Ctn. 59¢

Delicious

Piggly Wiggly Buttermilk

1/2-Gal. Ctn. 79¢

Gandy's, Plains or Clairdy

Fresh Yogurt

8-oz. Ctn. 39¢

- California Avocados Ea. 3 \$1
- Sweet Yellow Onions Lb. 19¢
- Crisp Carrots 1-Lb. Pkg. 37¢
- California Choice Navel Oranges 5 / \$1.00 Lb.

- Red Delicious Apples 3-Lb. Bag 99¢
- Texas Sweet Juice Oranges 5-Lb. Bag 99¢
- Delicious D'Anjou Pears Lb. 49¢
- Texas Ruby Red Grapefruit 4 \$1 LBS.

Year-End Farm Prices Offer Gloomy Prospects

AUSTIN—Year-end farm prices in Texas do not offer much hope for a prosperous 1976.

Agriculture Commissioner John C. White made this gloomy summary following the monthly report by the Texas Crop and Livestock Reporting Service on agricultural prices. Averages for November 1976 marked the seventh consecutive month of decreases in prices for livestock and products.

All slaughter livestock except sheep declined in prices from those in October with hogs down 70 cents at \$31 a hundredweight (cwt.), beef cattle 60 cents lower to \$29.50 per cwt., lambs

dropping 50 cents to \$46.10. Sheep prices were up 40 cents from October to \$13.30.

Baled hay prices have remained steady with the demand high due to the effects of severe weather on pastures.

Grains have continued a downward trend. Current prices for major grains are averaged at \$3.31 per cwt. for sorghum and \$2.27 for a bushel of corn.

Even with small average reductions in feed prices, none of the market averages for livestock or other commodities (except oats) were above production costs.

"At the same time that

farm prices are slumping, the farmer's share of a dollar spent in retail food stores was down to 37.6 cents in October, the lowest level in five years," White said.

SBA LOANS TO FARMERS—The Small Business Administration (SBA) may soon be offering loans and loan guarantees to farmers and their lenders, says an economist with the Texas Agricultural Extension Service. However, there are still some details to be worked out between the U.S. Department of Agriculture and the SBA to minimize overlaps with the Farmers Home Administration (FmHA)—currently the only large agency serving farmers' large financial needs. The SBA loans will be designed to overcome some of the restrictions on FmHA loans.

Floyd Economy On The Increase

NEW YORK—A look at the record books shows that the Floyd County economy made surprising gains in the last few years.

Despite inflation, unemployment, high taxes and the various other problems that arose, common to all sections of the country, there was progress locally.

A principal indicator of this progress is the volume of business that was done by local retail establishments. The reports show that it increased considerably during the five years ending January 1, 1976.

It reflects the fact that area families, most of whom had their pay envelopes fattened each year, remained active in the marketplace, spending as much as was necessary to maintain the standard of living to which they had become accustomed.

The growth in the period is brought

out in data compiled by the Standard Rate and Data Service.

It shows that retail sales in Floyd County stores, as of the beginning of this year, reached an annual rate of more than \$18,319,000.

It was a bigger increase than was recorded in many parts of the country. Much of it was due, of course, to inflation.

It was equivalent to consumer spending last year at the rate of \$4,859 per local household.

Fundamental to the growth in retail activity in the local area during the five-year span was the marked increase in income accounted for by the average family.

During most of the period it more than kept pace with the rising curve of inflation, compensating for the mounting taxes, the bigger grocery and housing bills and the zooming medical

costs.

The figures for Floyd County show that personal income, after deduction for taxes, climbed to \$41,720,000.

Currently, with inflation under somewhat better control than a year ago and with measures being planned to stimulate the faltering economy, the expectation is for an upturn in the months ahead.



The world's largest non-profit scientific and educational institution is the National Geographic Society, founded in 1888.

FLOYD DATA
Mr. and Mrs. Jack Stansell had their daughters and their families home for the Christmas holidays. They are Mr. and Mrs. Joe Henning, Melanie Shay and Brandon Joe of Tyler, and Mr. and Mrs. Fred Seal, Dallas.

FLOYD DATA
Visiting during the Christmas holidays with Mr. and Mrs. Lupe Luna at South Plains were their children, Mr. and Mrs. Julio Salazar and children of Grand Prairie, and Ester and Rosie Luna and a friend, Roy of Amarillo, and Mrs. Luna's sister and her family, Mr. and Mrs. Tony Montonyo and two children of Grand Prairie.

CRUZ MARTINEZ

\$1,000.00

WINNER

BANK VAULT BINGO

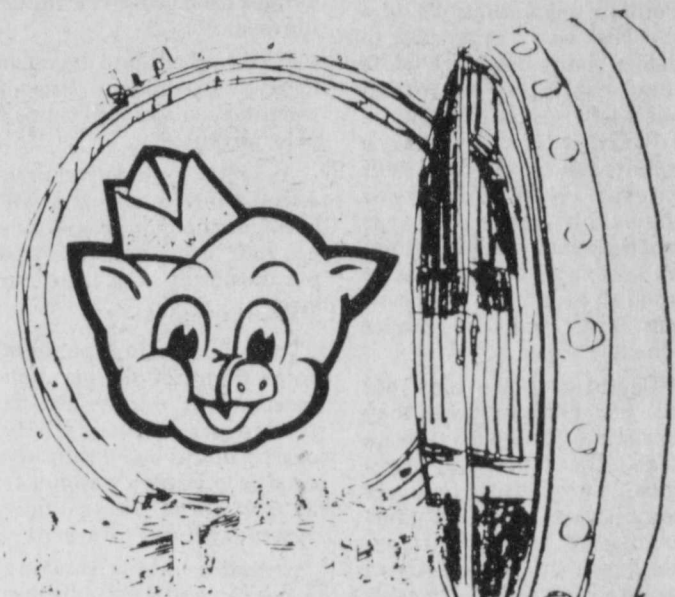
WINNERS OF THE WEEK:

- Mrs. D.R. Cannon
- Denise Bartley
- Jesse Johnson
- Jean Candle
- Julian Valdez
- Dedla Bell

INSTANT WINNERS

YOU CAN WIN up to \$1000 on your FIRST visit to our stores!

Get your FREE Game Folder at our stores and start WINNING CASH today!



WIN \$1000
UP TO

Each of these advertised items is required to be readily available for sale at or below the advertised price in each store, except as specifically noted in this ad.

Golden Best

Shortening

42-oz. Can **89¢**

EVERYDAY LOW PRICE

Cooking Spray
Mazola No Stick 13-oz. Can **\$1.29**

Baking Mix
Bisquick 6-oz. Pouches **\$1**

Piggly Wiggly
Pancake Mix 2-Lb. Box **69¢**

Piggly Wiggly
Pancake Syrup Qt. Btl. **89¢**

Tomato Rich
Del Monte Catsup Qt. Jar **79¢**

Del Monte, Cut

Green Beans

16-oz. Cans **4 \$1**

EVERYDAY LOW PRICE

Italian or Garlic French
Kraft's Dressings 8-oz. Btts. **2 99¢**

Del Monte Kosher Halves
Dill Pickles 22-oz. Jar **59¢**

Del Monte
Sweet Relish 12-oz. Jar **49¢**

Del Monte Hot Chili or Mild
Cherry Peppers 11-oz. Jar **49¢**

Del Monte
Green Peas 16-oz. Cans **3 89¢**

Del Monte Cream or Whole Kernel

Golden Corn

17-oz. Cans **4 \$1**

TODAYS GOOD BUYS

Golden Best
Whole Tomatoes 3 16-oz. Cans **\$1**

American Beauty
Instant Potatoes 16-oz. Box **69¢**

All Cuts, Syrup or Natural Juice
Del Monte
Pineapple 2 15-oz. Cans **99¢**

Del Monte
Pear Halves 2 16-oz. Cans **99¢**

Del Monte
Fruit Cocktail 2 16-oz. Cans **89¢**

309 S. Wall
Floydada, Texas

STORE HOURS
DAILY 8 a.m. - 8 p.m.
SUNDAY 9 a.m. - 7 p.m.

Keebler

Zesta Saltines

1-Lb. Box **49¢**

DEL MONTE SALE

Health & Beauty Aids

Right Guard Deodorant 7-oz. Can **\$1.09**

Trac II Cartridges 5-Ct. Pkg. **\$1.09**

Regular, Menthol, Lemon-Lime
Gillette Foamy 11-oz. Can **\$1.09**

Super Stainless
Gillette Blades 5-Ct. Pkg. **79¢**

Special Buys

Johnson's
Baby Lotion 9-oz. Btl. **\$1.29**

The Moisture Maker
Normal to Dry Skin — Raintree
Moisturizing Lotion 4-oz. Btl. **\$1.39**

For Your Eyes
Murine Eye Drops .6-oz. Btl. **\$1.09**

Red
Close-Up Toothpaste 2.7-oz. Tube **43¢**

Now At Piggly Wiggly
The World Famous
Britannica Junior Encyclopaedia

This Week's Feature
Volume **\$2.99** Only
Twenty "Storks"
One Of The Many Varied Topics

Soft & Pretty

Bath Tissue

4-Roll Pkg. **69¢**

Lady Scott, Decorator
Facial Tissue 2 200-Ct. Boxes **99¢**

Aerosol Disinfectant
Lysol 7-oz. Can **99¢**

Textize, With Trigger Sprayer
Spray N Wash 22-oz. Btl. **\$1.49**

Piggly Wiggly Regular Powdered Laundry
Detergent 49-oz. Box **99¢**

Del Monte, Halves, Sliced or Diced
Cling Peaches 2 16-oz. Cans **69¢**

Del Monte

Tomato Juice

46-oz. Can **49¢**

All Flavors Kraft's
Cheese Whiz 8-oz. Jar **89¢**

Twin Pack Potato Chips
Pringles 9-oz. Canisters **79¢**

Libby's
Vienna Sausage 3 5-oz. Cans **\$1**

Pace's
Picante Sauce 16-oz. Jar **89¢**

Dry Dog Food
Purina Chow 25-Lb. Bag **\$5.39**

Caprock Hospital Report

Raymond Kimbrel, Ralls, admitted 12-17, dismissed 12-24. Gloria Helen, Ralls, admitted 12-19, dismissed 12-22. Baby girl Helen, born 12-19, dismissed 12-22. Della Younger, admitted 12-19, dismissed 12-27. Carl Minor, admitted 12-19, dismissed 12-28. William Isbell, Petersburg, admitted 12-20, dismissed 12-23. Ruby Leonard, admitted 12-20, dismissed 12-23. Robert Junior Ellis, admitted 12-20, dismissed 12-22. Martha Mankins, Spur, admitted 12-20, dismissed 12-25. Elvira Zavala, admitted 12-20, dismissed 12-27. Varney Permenter, admitted 12-22, dismissed 12-24. Ralph Warren, admitted 12-22, dismissed 12-26. William B. Cates, admitted 12-24, dismissed 12-27. Mark Jordan, admitted 12-4, dismissed 12-27. Santos Billegas, admitted 11-26, continues treatment. Susie Mooney, admitted 12-19, continues treatment. John Fowler, admitted 12-20, continues treatment. Beverly Barbee, admitted 12-27, continues treatment. Sudie Thomas, admitted 12-27, continues treatment. Coy Payne, Lockney, admitted 12-27, continues treatment. Mary Gilbert, admitted 12-27, continues treatment. Verba Jackson, admitted 12-27, continues treatment. Gloria Helen, Ralls, admitted 12-28, continues treatment. Icy Biggs, Lockney, admitted 12-28, continues treatment.

News & Reviews

First Baptist Church Media Center/Library Reflections are in order as the new year is ushered in and we pause to consider those tasks accomplished and perhaps mourn over those undone. In the Norma Allen Memorial Library at First Baptist, Floydada, much has been accomplished. Even more is waiting a faithful hand. Staff members are all volunteers with busy schedules who give unselfishly of time and effort that you may have access to the best in Christian thought in books, cassette tapes and filmstrips. Their reward is in seeing you make the best use of these materials. As we renew our determination to do a better job this year, we hope that you make a commitment to yourself to enrich your life in 1977 in checking out books and tapes from the church library. With much awareness this time of the year about the

contagious disease of influenza, you might be surprised to note the title of the first chapter of Leslie B. Flynn's book YOUR INFLUENCE IS SHOWING! Entitled "You are Contagious" his first chapter reminds us that our influence is capable of modifying behavior in our close circle of acquaintances and around the world as well. Flynn says "Everyone is a star on somebody's horizon. Someone quietly watches us who may copy us. Every individual is an impact for good or for evil. Everybody is contagious." Some of the other chapter titles are "You're on Candid Camera," "Do You Provoke People?", "Like Father, Like Son" and "You Never Know." This would be a good book to begin the New Year as it will inspire one to take more care in daily affairs. Thinking about influence reminds us of Grady Nutt's cassette tape entitled "The gospel according to Pinnocchio." The real question here is who is pulling your strings. What or who is the dominant influence in your life? Grady Nutt is always entertaining as well as thought provoking. Thought for the week: "How many a man has dated a new era in his life from the reading of a book." -Henry David Thoreau.

How Not To...

It is as meaningful today as it was over 100 years ago:
-You cannot strengthen the weak by weakening the strong.
-You cannot help small men by tearing down big men.
-You cannot lift the poor by destroying the rich.
-You cannot lift the wage earner by pulling down the wage payer.

-You cannot keep out of trouble by spending more than your income.
-You cannot further the brotherhood of man by inciting class hatreds.
-You cannot build character and courage by taking away a man's incentive and independence.
-You cannot help men permanently by doing for them what they could and should do for themselves.

-Abraham Lincoln

BUDDY'S FOOD

Buddy Widener, Owner - Forrest Shannon, Mgr. in Floydada, 220 South Second

DOUBLE NEW STORE HOURS Monday - Friday 8 a.m. - 7 p.m. Saturday 8 a.m. - 8 p.m. Sunday 9 a.m. - 7 p.m. FEDERAL FOOD COUPONS

THESE VALUES GOOD SUNDAY, JANUARY 2 THROUGH SATURDAY, JANUARY 8

We Reserve The Right To Limit Quantities

GIANT 49 OZ. DETERGENT \$1.67 VALUE ALL 99c 3 LB PURE VEGETABLE CRISCO 79c WITH PURCHASE OF 2 CUT UP FRYERS \$1.49 WITHOUT GRADE A LARGE DOZEN EGGS 87c 24 OZ. WILSONS \$1.29 VALUE CHILI "NO BEANS" 79c 2 COUNT OLD SOUTH 49c VALUE PIE SHELLS 3/\$1.00 7 OZ. KRAFT 69c VALUE MARSHMALLOW CREME 2/99c 24 OZ. STALEY \$1.23 VALUE PANCAKE SYRUP 79c

3 OZ. WHITE SWAN \$1.49 VALUE INSTANT TEA 99c 6-32 OZ. REG OR DIET DR PEPPER \$1.39 PLUS DEPOSIT

1/2 GALLON CLOVERLAKE \$1.35 VALUE SLIM & TRIM 99c 1 LB MARYLAND CLUB \$2.99 VALUE COFFEE \$1.89 LIMIT 2 12 OZ. HERSHEY 99c VALUE CHOCOLATE FLAVOR CHIPS 59c 24 OZ. CLOVERLAKE \$1.33 VALUE COTTAGE CHEESE 87c 14 OZ. SPRAY DISINFECTANT \$1.83 VALUE LYSOL \$1.39 3 OZ. SWIFTS 25c VALUE POTTED MEAT 6/\$1.00 25 FT DIAMOND 50c VALUE ROIL 3/\$1.00

5 OZ. SWIFTS 43c VALUE VIENNA SAUSAGE 4/\$1.00 15 OZ. CONTIDINA 43c VALUE TOMATO SAUCE 5/\$1.00 10 COUNT OVALTIME HOT COCOA MIX 2/99c 200 COUNT NOTEBOOK \$1.19 VALUE NOTEBOOK FILLER PAPER 89c

SUNKIST NAVEL ORANGES 4 LBS/\$1.00 GOLDEN RIPE BANANAS 6 LBS/\$1.00 RUBY RED GRAPE FRUIT 7/\$1.00 RED DELICIOUS APPLES 4 LBS/\$1.00 10 LB ALL PURPOSE POTATOES 69c

1 LB TALL KORN BACON \$1.19 2 LB TASTE WRITE SAUSAGE \$1.49 USDA BONELESS ROUND STEAK \$1.39 USDA TENDERIZED STEAK \$1.59 USDA ARM ROAST 89c USDA RANCH STEAK 79c USDA PORK LOIN \$1.09 ECKRICHS SMOKED SAUSAGE \$1.39

1 LB WILSONS TONY'S BOLOGNA \$1.29 1 LB KRAFT VELVETTA CHEESE \$1.19 TONY'S HAMBURGER, SAUSAGE, PEPPERONI PIZZA \$1.19 CHEESE 99c CANADIAN BACON SUPREME \$1.39 \$1.59

3 OZ. WHITE SWAN \$1.49 VALUE INSTANT TEA 99c 6-32 OZ. REG OR DIET DR PEPPER \$1.39 PLUS DEPOSIT

1/2 GALLON CLOVERLAKE \$1.35 VALUE SLIM & TRIM 99c 1 LB MARYLAND CLUB \$2.99 VALUE COFFEE \$1.89 LIMIT 2 12 OZ. HERSHEY 99c VALUE CHOCOLATE FLAVOR CHIPS 59c 24 OZ. CLOVERLAKE \$1.33 VALUE COTTAGE CHEESE 87c 14 OZ. SPRAY DISINFECTANT \$1.83 VALUE LYSOL \$1.39 3 OZ. SWIFTS 25c VALUE POTTED MEAT 6/\$1.00 25 FT DIAMOND 50c VALUE ROIL 3/\$1.00

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25 LB FRISKIES DOG FOOD \$3.99 WITH COUPON \$4.99 WITHOUT COUPON GOOD AT BUDDYS EXPIRES 1-8-77 18 OZ. BETTY CROCKER LAYER CAKE MIX 2/99c WITHOUT COUPON 2 FOR \$1.19 GOOD AT BUDDYS EXPIRES 1-8-77

What One Person Can Do

When Virginia Lynn Jordan left her job as computer programmer, she gave up a \$17,000 yearly income to do something about consumer problems.

She joined in leading the 1973 boycott, became vice president of the Consumer Federation of America and later president of the Virginia Citizens Consumer Council. She and her husband, also a computer specialist, live in the suburbs of Richmond.

One day she reached the boiling point of her indignation over the prices of prescription drugs - in one case there was a price spread of 55 percent between one pharmacy and another. Aware that not many have time to shop around she started a campaign to press for competitive pricing among druggists.

In Virginia, as in 20 other states, advertising of such products was called "unprofessional conduct" - grounds for suspension of a druggist's license. But Lynn Jordan was convinced that advertising benefits consumers by helping equalize costs. In the name of Virginia consumers and with the state AFL-CIO, she challenged the State Board of Pharmacy in the courts.

As Mrs. Jordan was recovering from an operation, she got the good news that the Federal Court in Richmond had upheld the right of discount druggists to advertise. Still that wasn't the end. When the state legislature passed a law which would implement the ruling, the Governor vetoed it. The consumers' case went to the United States Supreme Court. Two and a half years after the first decision, that body ruled that no state could prohibit such advertising.

"Actually nobody likes competition - except us customers," said Lynn Jordan, as she savored that final victory. She's one customer who did something about it.

For a free copy of the Christopher News Notes, "Only a Consumer," send a stamped self-addressed envelope to The Christophers, 12 E. 48th St., New York, NY 10017.

FLOYD DATA

Dr. and Mrs. K. C. Patzer and son, Bart returned home Tuesday from Wausaw, Wisconsin after spending the holidays there with Dr. Patzer's parents.

Pledged to Progress in... '77

Dollars doing things

Plainview Savings & Loan Association

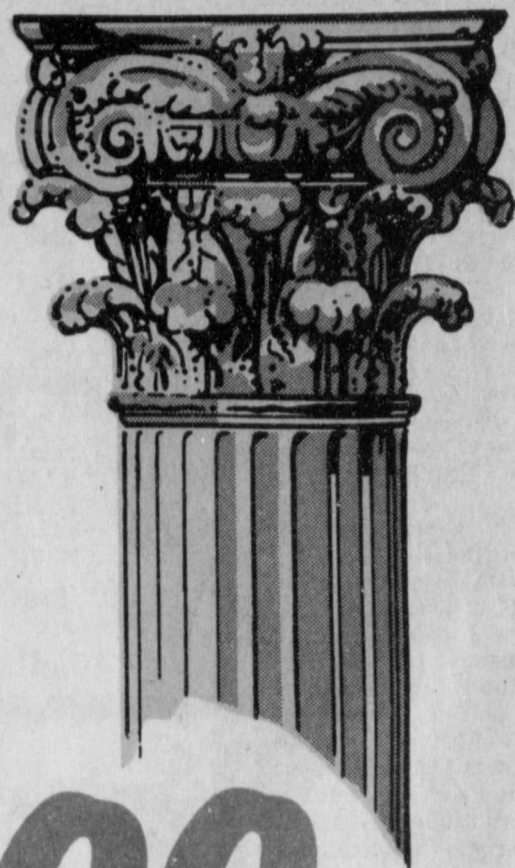
"Serving This Area For Over 41 Years"

In 1976, Paid or
Accrued Over

\$2,400,000.00

DURING 1976

DID YOU GET YOUR SHARE?



DECEMBER 1976



First Mortgage Loans	\$31,701,405.90
Savings Accounts	38,264,869.17
Permanent Capital Reserves and Undivided Profits	3,245,166.98
TOTAL ASSETS	\$43,424,975.29

OFFICERS

E. M. Osborne Chairman of the Board
 Lester W. James, Sr. President
 Lester W. James, Jr. Exec. Vice-Pres.
 Cloyce D. Bennett Vice-President
 Myron E. Morgan Vice-President
 John D. Stoneham Vice-President
 Joe Josslet Asst. Controller
 R. E. Cross Treasurer
 Lorraine Mitchell Asst. Treasurer
 Evelyn Mitchell Secretary
 Betty Ann Morris Asst. Secretary

Margie Cline
 Jackie White
 Joann McCormick

OFFICE STAFF
 Beth Blakney
 Suzy Quisenberry
 Barbara Morgan

FLOYDADA BRANCH
 Joy Assiter, Mgr. Waylene Mankins

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 E. M. Osborne
 John C. Carter
 John D. Stoneham
 Robert H. Gardner
 Lester W. James, Jr.
 Lester W. James, Sr.
 Lawrence Ludeman*
 *Advisory Director

Lynne Reece
 Marilyn Dean

Floydada Branch

Plainview SAVINGS & LOAN Association

217 W. CALIFORNIA FLOYDADA, TEXAS



...Dollars doing things



Organized
January 1, 1936

Hale Center Branch Office
Approved by Savings & Loan Dept.
State Of Texas

OPENING SOON!