

DANNY CLARK blasts off for another Lockney TD in River Road game here Friday night. Other Longhorns pictured (l to r) David Foster, Danny Wilson, Cecil Clark and Joe Rodriguez. (Photo by Tom Burns).



THE MARCHING BAND FROM LONGHORN LAND is pictured as it began halftime performance Friday night in the River Road game. (Photo by Tom Burns).

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NUMBER 78

Longhorns King Of The Road

Pesky Penalties Purge Progress

By Wendell Tooley

Although the referees called back three Longhorn touchdowns and continued to lay on all kinds of penalties throughout the contest, the Longhorns still had no trouble defeating Amarillo's River Road Wildcats 21-3 here Friday night in a non-conference tilt.

The Wildcats carry AA classification, but have only been in the football business some two years. The loss puts their season record at 0-4, while the Longhorns brought their tally up to 3-2.

It was a beautiful night, very little breeze, the Longhorn side of the stadium filled, and only a small crowd of fans and the Wildcat band on the visitor's side of the stadium.

DANNY CLARK SCORES

All the scores were in the first half for both teams, Danny Clark scored all three Lockney TDs and Joe Rodriguez rated a perfect score on three extra points. Coach Jim Warren played 90 percent of his varsity and JV players in the second half.

The Longhorns took the opening kick-off and made one first down before having to punt.

The ball was on the 36 when alert Danny Riddle recovered a Wildcat fumble and Longhorns had the ball again. The Wildcat line got tough about the 13 yard line and the ball went over on downs.

Wildcats completed two long passes via a penalty, but finally had to punt. Longhorns made four first downs, then Danny broke into the clear up the middle and carried from the 35 to the Wildcat seven. Two more blasts and Danny had the TD. With 11:32 left in the second quarter Joe did and the score was Lockney 7, River Road 0.

FIELD GOAL
The Wildcats mounted a good offense as they completed a couple of passes, made one first down on the ground and finally Jimmy Winn kicked the field goal from the 14.

With 8:59 left in the second quarter it was a 7-3 ball game.

Riddle took the Wildcat kick-off and almost broke loose to go all the way...finally pulled down at the 39. Quarterback Billy Sessom, Clark, Rodriguez, Armando Vasquez carried to the ten yard line. At this point Danny Wilson took off around right end and had the TD...but the referees called the play back and Clark carried right down the middle for the second TD the next play. Joe did and the score was 14-3 with 5:23 left in the first half.

Clark's third TD came with 1:02 left in the first half on a 27 yard scamper down the middle again. Joe booted another perfect PAT and the score was 21-3.

BAND PERFORMS
The Longhorn Marching Band received a lot of applause and appreciation for a top notch performance at halftime.

SECOND HALF
River Road took the kick-off and came on strong making two first downs, then losing the ball on downs at the 34. Lockney quarterback Steve Warren began to alternate with Billy at this point.

The Longhorns promptly fumbled the ball with Wildcat Jesse Fincher recovering. Wildcats fumbled on the next play and Longhorn Jim Burt recovered.

At this point Danny made another touchdown, good for some 45 yards, but, alas, it was called back and the Longhorns received a 15 yard penalty. In fact the referees laid on another 15 yard penalty the next play.

Longhorns had to punt...a nice 45 yarder by Junior Galvan.

Clark intercepted a Wildcat pass and the Longhorns were in business again. Clark took the ball in for another TD from the 45...and you guessed it, referees called it back and issued a five yard penalty for offsidcs.

In the last quarter, the game was mostly a defensive contest with the Longhorns getting the ball down to the 17 one time, but receiving another 15 yard penalty.

Well Friends, Tom Burns and I enjoyed covering the game, hope your editor Jim Huggins enjoyed the weekend trip to Red River, N.M.

Services for Pable Ortiz, 18, of Providence were held Saturday in the San Jose Catholic Church in Lockney with the Rev. Richard Casey, pastor, officiating.

Burial was in the Lockney cemetery under direction of Moore-Rose Funeral Home.

Pablo was badly shocked about 4:30 Friday afternoon when an irrigation pipe he was moving came in contact with a high line wire. Justice of the Peace R.A. Ford ruled the death accidental.

Pablo was mowing weeds in a barrow ditch, had got off the tractor to move the pipe. The accident occurred two miles south, two miles east, a quarter of a mile north of Providence according to deputy Olin Poteet.

Survivors include his parents, Mr. and Mrs. Nicholas Ortiz of Providence; three brothers, Louis, Nick Jr., and Joe all of the home; four sisters, Alice, Sharlene and Virginia all of home, and Anita Gutierrez of Providence.

Crossing signals will be improved or installed at highway intersections with nine railroads including the Southern Pacific Transportation Co.; St. Louis-Southwestern; St. Louis-San Francisco; Kansas City Souther; Louisiana and Arkansas, and the Chicago, Rock Island and Pacific.

The individual project for District five is in Floyd County F.M. 2301, A.T.&S.F., four miles west of Lockney.

The LHS principal, R.L. Kinox, announced today that 2 senior students at Lockney High School have achieved Commended student status in the twenty-third annual (1978) National Merit Scholarship Program. This honor is the result of each student's outstanding performance on the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test (PSAT/NMSQT) which was administered nationwide to high school juniors in October 1976. Letters of Commendation were presented to Edward T. Jones and Melinda J. Wilson.

A total of approximately 35,000 Commended students throughout the United States are being honored by the National Merit Scholarship Corporation (NMSC) which administers the yearly scholarship competition. Students in this group represent less than two percent of the total of graduating U.S. secondary school seniors. Although these students scored slightly below the level required for Merit Program participants who were named Semifinalists and who will continue in the competition for Merit Scholarships to be awarded in 1978, each Commended student has demonstrated excep-

Lockney	STATISTICS	River Road
19	First Downs	16
326	Yards Rushing	158
59	Yards Passing	111
7	Passes Attempted	17
3	Passes Completed	9
1	Passes Intercepted	0
1	Fumbles Lost	2
4-109	Punts	2-68
10-130	Penalties	5-55

Providence Youth Killed

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Railroad Crossing Protective Device

LUBBOCK--The State Highway and Public Transportation Commission today approved a 1978 state funded railroad crossing safety program to include 31 projects expected to cost about \$1.5 million.

Work will consist of improvement or installation of automatic grade crossing protective devices in 13 highway districts.

LHS Students Commended In Merit Program

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IN FLOYD COUNTY

Owe \$1,656,000 On National Debt

NEW YORK. To what extent are residents of Floyd County in hock because of Federal deficit spending and the consequent growth of the national debt?

What is their share of the burden? How much will they be forking up during the next fiscal year, through their income taxes and other levies, toward paying off the interest charges on that debt?

The answer is--approximately \$1,656,000. That is merely for the carrying cost of the debt. It will not reduce by one into the capital amount itself, which is now approaching the awesome sum of \$700 billion.

The matter of the debt comes to the fore at this time because Congress has just boosted the limit on it by \$75 billion, bringing the new ceiling to \$775 billion.

The findings are based upon data from the Treasury Department and other sources. They show that the cost of carrying the debt is over \$40 billion a year at the present time.

Related to the average family in Floyd County and to the taxes it pays, it means that some \$460 of the amount

collected from them by the Government in the year will go for interest on the debt.

The debt ceiling has been raised frequently over the years, chiefly to cover deficit spending. The current increase, at the request of the Administration, was approved by Congress with a minimum of debate.

Actually, it is pointed out, debate would have served no realistic purpose. Spending policies had already been determined. The debt limit had to be extended to keep the government functioning.

The nation's outstanding debt has grown rapidly since 1960. At that time it amounted to \$291 billion. By 1970 it had reached \$383 billion and, by 1975, \$544 billion. It is now around \$700 billion.

The annual interest costs have risen sharply, also, going from \$9.2 billion in 1960 to the present \$40 billion or so.

The net effect of these increases on Floyd County residents, is that their taxes attributable to the carrying costs are nearly twice as much as they were five years ago, when the interest was \$20.1 billion.



CHAD FRIZZELL, son of Mr. and Mrs. David Frizzell of Lockney caught these two nice black bass at White River last week in the Plainview Bass Club's Kids Tournament and caught the tourney's largest bass, a nice almost two pounder.

"An Evening Of Miracles, Musicals Missionaries"
At Plains Baptist Assembly Tuesday Night

"An Evening of Miracles, Musicals and Missionaries" is the theme for the Caprock Association's WMU annual meeting Tuesday night at Plains Baptist Assembly. The 22 pastors in the association and their wives will

be honored guests. A salad supper is to be served at 7:30 followed with the program at 8:30. Other coming events at Plains Baptist Assembly for October includes a Day-Camp for grades 1-3 on October 1st from 10 a.m.

until 3 p.m. Children should bring a sack lunch and file cents for registration and insurance. A Caprock Association Annual Meeting will be held at First Baptist Church on October 13 from 3 until 9 p.m.



Homebuilders Meet With Mrs. Trapp

"Time is one of the most valuable things we possess; Jackie Lou Holt of Lockney told members of the Homebuilders Home Demonstration Club Tuesday at their meeting held in the Floydada home of Ruth Trapp. Mrs. Holt was guest speaker and brought the program "Leisure and Our Inner Resources."

An array of handmade items suitable for Christmas gifts were displayed and discussed. Some of the items displayed were table runners, made of eyelet and quilted material; towel painting items; Christmas stockings made of various materials; plain bath towels decorated with appliques; kitchen aprons and an assortment of smaller items.

Mrs. Holt said, "A handmade gift is a labor of love, with valuable time and energy put into it, and is greatly appreciated by the person who receives such a gift because of the thought, time and energy."

Members were reminded that Christmas is only three months away, and a journey from the meeting with determination to start on handmade gifts.

Refreshments were served to Mmes. Raymond Williams, Elmer-Norrell, Gordon Mayfield, Raymond Evans, John Walker, Ernie Widener, Weldon McClure, Bill Smith, guest, Mrs. Holt and son, and the hostess.

Next meeting will be a county-wide affair of home demonstration clubs with Homebuilders as hostess. Guests are especially invited to attend to hear Mike Wortman of Cagle Furniture, Lubbock, demonstrate, "Interior decor for your home." A salad luncheon will be served at the noon hour.

FLOYD DATA

Mr. and Mrs. Truman Webb and family of Childress joined the Lloyd families at the G.W. Smith home Friday for lunch. Mr. and Mrs. Webb are parents of Wayne Webb of Annandell, Va., who is married to the former Janet Lloyd. Mrs.

Notice

There will be a meeting Monday morning of Caprock Hospital Auxiliary in the dining room at the hospital. Meeting starts at 9:30. All members are urged to attend and guests are welcome.

Open House To Honor Visitors From Italy

An open house for visitation with Tony and Maria Antolini and their three children, Paola, Stefano and Alessandra of Rome, Italy, will be held Sunday afternoon, October 2, at 3 o'clock at the Leonard Matsler home, 500 South White in Floydada.

The Antolini family arrived from Rome at Lubbock International Airport late Thursday night for a visit with the Matslers through October 6th. Mrs. Antolini was Floydada High School, exchange student in 1963-64 and Mr. and Mrs. Matsler were her hosts parents.

Antolini is an accountant for Alitalia Air Lines and Maria is in intercommunications for the government in Rome.

Friends of Maria and the Matslers are extended an invitation to attend the open house.

Dorcas Class

Has Social

The Dorcas Sunday School class of Lockney First Baptist Church met for their regular monthly business and social meeting at the home of Mrs. Maudie Muncy on Tuesday afternoon. Members present were: Mmes. Pauline Sams, Annie Cunningham, Sylvia Yearly, Edna Lackey, Lillian Payne, Irene Fowler, J. B. Allen whose sister was a guest, Mrs. Lorena Aitken from Mineral Wells, Tx., Emma Thomas, and the hostess, Mrs. Muncy. Delicious refreshments of sandwiches, cake, punch and coffee were served.

Wayne Webb is here visiting a few days with her family.

Society

National 4-H Week

This is National 4-H Week. 4-H reaches out to all young Americans, no matter where they live. On farms or in big cities—in small towns or in the suburbs. 4-H gives kids a chance to learn-by-doing. To develop practical skills they can carry with them all through life.

Would you as parents like to find out more about 4-H? You will have the opportunity to do just that on October 3, 1977 at 7:30 p.m., County Extension Agent Sharon Hillis, and Assistant County Extension Agent Laura Jacobs and Birch Lobban will be at the First National Bank Community

Room in Floydada to present a program on What is 4-H? A slide set developed by Martha Couch, Area 4-H & Youth Specialist, entitled: Freedom to Be-In 4-H will be presented as well as other materials dealing with the 4-H program.

If you're a parent with a youngster in 4-H, you know how much it can mean to your son or daughter. 4-H is something you can ALL get involved in—something that can bring you together.

If you're not a 4-H family now, you can be. Come find out what 4-H is, you'll be glad you did.

"A World Of Home Economic"

Theme Of 4-H Extravaganza

"A World of Home Economics" is the theme for a 4-H Home Economics Extravaganza for volunteer leaders conducted at the Texas 4-H Center, Brownwood, Texas, October 11-13, 1977.

The Extravaganza is something extra special for 4-H leaders. Training will be given in five areas of emphasis. The leader will choose one area of training for the 3-day training.

"Clothing's Optical Illu-

sion" will provide opportunity to explore how design elements—color, line, and texture—affect you and those you observe.

Family Life sessions will deal with "Personality Development—how 4-H youth can explore their environment to improve society."

Family Resource Management sessions will assist leaders in planning and conducting challenging 4-H activities in family resource management.

Training in Foods and Nutrition will include: "Metries in the Kitchen," "Food Safety," "Food Preservation," and current Food Misconceptions."

The Housing and Home Furnishings training will feature "Creative Home Decoration."

Along with the special in-depth training, general sessions for everyone will include a fashion show, cooking demonstrations and a few surprise extras.

Cost for the workshop is \$26.50 per person and includes, room, meals, linens and snacks for the three days. Travel reimbursement is also available.

Leaders interested in receiving this training should call the County Extension Office, 983-2806, October 3 to insure a reservation.

"A World of Home Economics" will provide you with a world of training and fun—give it a try.

Adams Family Has Reunion

The Virgil Adams family had their annual family reunion Sunday, September 25 in the Massie Activity Center at Floydada. They spread a covered-dish lunch for the noon meal. Those in attendance were: Virgil and Ruby Adams (the parents) of Plainview; and the following children, and grandchildren residing at home, Red and Frankie Adams of Amarillo; Johnny and Pat Adams, Johnny Wayne, Red, Tammy and Tracy; Red and Jane Archer, Wilmer, Janie and Cathy; Gordon and Dimple Adams, Just-in and Joey - all of Lockney; Ruby Nell and Tommy Cavitt, Lubbock. The Virgil Adams married grandchildren and their families in attendance were: Jackie and Bryana Adams, Chris, of Amarillo; Tommy and Nita Adams, John, Brylin and Todd from Amarillo; Ricky and Ann Adams, Brandon and Brian from Amarillo. Mr. Virgil Adams' sister and husband, Dawsie and Tom Sullivan from Clarendon and their son, W. T. Sullivan of Claude were in attendance. Three visitors present were: Susan Savage, Aimee and Max Green, all of Lockney.

Genealogical Society To Meet

The Hi-Plains Genealogical Society will have their monthly meeting Tuesday, October 4th at 7:00 p.m. at the Unger Memorial Library in Plainview. Any interested persons are invited to attend.

NEWS 'N' NOTES

(by Sharon Hillis)

Something special is happening in Floyd County, October 4, 1977 is the day of the Floyd County Home Demonstration Clubs county-wide meeting. Sponsored by the home demonstration club council and hosted by the Homebuilders club, this promises to be an exciting program.

Mike Wortman of Cagles Furniture in Lubbock will be presenting the program. He

FLOYD DATA

Mr. and Mrs. Ralph Ethridge of Cashmere, Wash., left for home Friday after visiting in Floydada several days with his cousins, Mrs. Johnney Cates and husband and Mrs. Leslie Fawver and husband. They also spent some time at Lockney Nursing Home with his aunt, Mrs. D. W. Burke, who is reported much improved.

"The real value of love is the increased general vitality it produces." Paul Valery

John A. Loyds

Hold Reunion

The John A. Lloyd children have been holding reunions in Floydada this week after the arrival of Johnny Lloyd from Hilton Natal, Republic of South Africa last Saturday and the arrival of Mrs. Wayne (Janet) Webb on Sunday from her home in Annandell, Va.

The out of state and out of country guests gathered with their father, John A. and Mrs. Lloyd each day at the homes of different sons and their families in Floydada.

On Wednesday the group lunched and visited in the Louis Lloyd home; on Thursday at the Fred Loyds; Friday at the G.W. Smiths and on Saturday at the Ray Loyds.

Johnny, a former Floydada resident, will leave to return to Hilton Natal next Thursday. Mrs. Webb, who is a school teacher, will leave Sunday for her home.

Donna Cates

Graduates

Cum Laude

Donna Cates graduated Cum Laude recently receiving a Political Science degree from Texas Tech and a minor in History. Miss Cates, a 1969 graduate of Floydada High School, is employed at Tech and working on her Masters Degree in Political Science.

She is the daughter of Mr. and Mrs. Johnnie Cates of Floydada.

will be bringing some new and interesting ideas on accessorizing the home.

An invitation is extended to all Home Demonstration Club members and any other interested homemakers to attend the meeting, bring a salad and stay for lunch.

The program will be held October 4, at 9:30 a.m. at Lighthouse Electric Cooperative in Floydada. Mark your calendar now.

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"The real value of love is the increased general vitality it produces." Paul Valery

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HAPPY 72nd BIRTHDAY
Grandma Hutton!

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3 ways energy can be saved in the home.

- By improving the thermal integrity of the structure itself; by adding insulation, installing double glazed windows, reducing hot and cold air infiltration.
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The heat pump uses electricity efficiently because it can deliver as much as two units of heat for every one heat unit of electricity it uses during the heating season. The heat pump makes efficient use of fuel resources because it uses electricity for heating and cooling, and thus allows use of the nation's more plentiful fuels like coal. Southwestern Public Service is now reducing its dependence on natural gas as a fuel and is building plants that use coal to make electricity. Using fuels like coal preserves the nation's scarce petroleum resources for other uses. The heat pump saves electricity... and saves you money. It's the electric-savings machine!

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Mrs. Vernon Lee Martin Jr.

Miss Sandra Thompson, Vernon

Martin Wed Saturday In Lockney

Miss Sandra Kay Thompson and Vernon Lee Martin Jr. were married Saturday in a 3-p.m. double ring ceremony in the First Baptist Church of Lockney. The bride is the daughter of Mrs. Edna Thompson of Lockney, and the groom is the son of Mrs. and Mrs. Vernon L. Martin of Cedar Park, Texas.

Vows were said before a candle arch holding white wedding tapers covered with tropical greenery and tied with yellow satin. Urns of gladiola and yellow daisies completed the nuptial setting.

The bride's dress was of candlelight chiffon, styled with a molded bodice of re-embroidered alencon lace and English net. It featured

a mandarin neckline adorned with seed pearls, Juliet sleeves trimmed with matching alencon lace and English net. The Empire waistline fell into a fluid triple layered skirt with a full chapel train. The half cap of alencon lace held a double-tiered butterfly veil edged with seed pearls. Her bouquet was a cascade arrangement of yellow roses, white daisies and gypsophylla, softened with streamers of candlelight lace.

Her "something old" was a linen handkerchief, a childhood gift from a friend; "something new" was a pair of pearl earrings, a gift from the groom; "something borrowed" was the dress and veil; and "something blue" was her garter.

Maid of honor was Miss Margaret Schacht of Lockney. She wore a dress of yellow qiana crepe featuring an empire waistline, high neckline, and flowing floor-length skirt. She carried an Edwardian arrangement of daisies and ming fern.

Best man was Steve Jennings of Leander, Texas. Ushers were Weldon Jones of Hale Center (nephew of the bride) and Berry Hooten of Lockney.

Mrs. Carolyn Montague of Silverton was organist. Mrs. Ann Ford of Lockney sang "More," "The Twelfth of Never" and "The Wedding Prayer."

Mrs. Patsy Jennings of Leander and Mrs. Sandy Jones of Hale Center served

at the reception. The serving table was covered with an organdy-and-lace cloth. The punch bowl was silver, and a silver candlestick on the table held yellow candles, baby's breath and daisies. The three-tiered wedding cakes was decorated with yellow roses.

Receptions guests were registered by the groom's sister, Brenda Martin of Cedar Park.

The newlyweds went to the Texas coast for a wedding trip.

FLOYD DATA

Mr. and Mrs. W.A. Johnson of Quitman left Thursday for their home after visiting in Floydada with Jewel Reeves and with other relatives and friends in Idalou.

909.3

Community Action Center To Hold Free Clinic Monday Night

Community Action Center will hold their monthly board meeting Monday night, October 3, at 7:30. There will also be a free blood pressure clinic and a

film presentation. The program will be presented by Mrs. Billie Jordan, RN. Everyone is welcome and urged to attend.

"The Man Who Came To Dinner" Scheduled

The play, "The Man Who Came To Dinner" is scheduled to be presented on November 12 at Floydada High School, free of charge. Mrs. Robert Bell, drama teacher, has announced.

Members of the cast include Kristi Ward, Phyllis Johnson, Robbie Thrasher, Pam Muncy, Gary Hill, Ronett Kitchens, Rhonda Ward, Judi Bean, Kelly Marble, Teresa Whitely, Clay Hamilton, Jett Cheek, Tammy Payne, Kalvin Dick, Breck Stapleton, Kelli Lyons, Dwayne Marble, Derek Cheek, Gary Hill and Terry Willson.

Woman's Interaction Following Divorce

COLLEGE STATION--Divorced and remarried women see little of their ex-laws, reports Debby Johnson, family life education specialist, Texas Agricultural Extension Service, The Texas A&M University System.

Eighty per cent of divorced and remarried women rarely see their former spouse's family, according to a recent study, even when children are involved.

The study further indicates that the majority of remarried divorcees do not contact their former husband's family even though they may live in the same metropolitan area.

On the other hand, these same women tend to increase the number of contacts with their own family. This interaction is apparently an important source of support after a divorce.

In regard to providing help and support, divorced and remarried women rarely seek help from former kin. Remarried women, although accepted into their new spouse's family, are more likely to seek help from their own family, rather than from step-kin.

Admittedly, after a traumatic divorce, it is hard to

be ecstatic about seeing the former spouse's family. But, says Miss Johnson, there is more at stake here than personal preferences.

For the sake of the children, a conscious effort should be made to maintain family stability. It is difficult says the specialist, but worth it in the long run.

Elvis returns to Graceland

MEMPHIS, Tenn. (AP) — Elvis Presley is going home to Graceland Mansion one last time.

The family of the singer received approval Wednesday to move his body and the body of his mother, Gladys Smith Presley, to the grounds of the 13½-acre, wooded estate he bought in 1957 for \$100,000.

"We just want to bring Elvis home," D. Beecher Smith II, attorney for the estate, told the Memphis and Shelby County Board of Adjustment, which voted unanimously to approve the transfer application.

Presley and his mother are to be moved from a white marble mausoleum at Forest Hill Cemetery to a site called Meditation

Water Conservation Director To Be Elected October 4

An election for a director to serve in zone 4 on the Floyd County Soil and Water Conservation District Board is scheduled for October 4th at the Booth Spur Elevator located in the Baker Community. According to G.L. Fawver, Chairman of the board, the election will be held at 8:00 p.m.

Current members of the board of directors of the Floyd County Soil and Water Conservation board are G.L. Fawver, R.G. Dunlap, Herman R. King, Gerald D. Lackey, and Cecil Purcell.

The purpose of the Floyd County SWDC is to promote sound soil and water conservation programs on farm and ranch lands within the district.

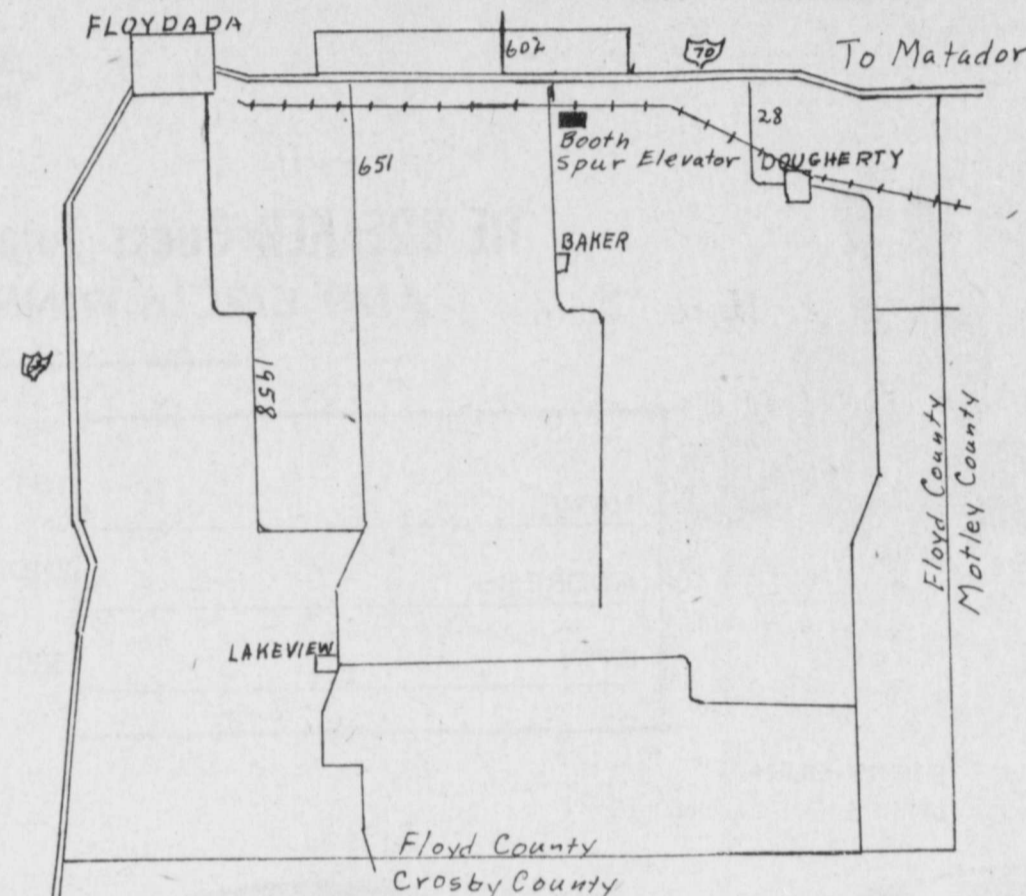
The district board of directors coordinates the conservation efforts of various local, state and federal agencies and has the authority to enter into working agreements with these governmental agencies and private concerns to carry out its program.

State law decrees that to be eligible to vote in a soil and water conservation district director's election, a person must own agricultural land within the subdivision where the election is being held. The person must also live in the county and be at least 21 years of age. Qualifications state that a

candidate for the office of district director must own land in the zone, live in the county, be at least 21 years of age and be actively engaged in farming or ranching.

Zone 4 of the district includes an area that is bounded by the Floydada-Ralls Highway (west bound-

ary), the south boundary is the Floyd-Crosby county boundary, the east boundary is the Floyd-Motley county boundary and the north boundary is the Floydada-Matador highway with the exception of 7 sections that lie north of the highway, these are sections 69, 70, 71, 72, 73, 74, 75.



ZONE 4

Garden.

Smith said the bodies would be buried in a grassy area between a fountain and a crescent-shaped stone wall containing four stained glass windows depicting religious scenes.

To test your refrigerator door: put a dollar bill on the frame and close the door against it. If the bill drops out, or can be pulled out easily, the door needs ad-

justment or the gasket need replacing, says Dr. Carolyn McKinney, family resource management specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

GROCERY AISLE ETIQUETTE

COLLEGE STATION--Courtesy makes grocery shopping more pleasant, says Marilyn Haggard, foods and nutrition specialist, the Texas Agricultural Extension Service, The Texas A&M University System.

Check your own supermarket behavior, Miss Haggard suggests.

A courteous shopper:

- 1) Pushes cart to the right side of the aisle.
- 2) Makes certain that the cart is out of the flow of traffic before comparing prices on the shelf.
- 3) Handles produce as little as possible.
- 4) Examines and selects purchases without mishelving and scattering other items.
- 5) Selects all items before getting in checkout lane.
- 6) Refrains from pulling in "quick check" lanes if more items than allowed are in cart.
- 7) Respects limits set on special price items.
- 8) Has food stamp and non-food stamp items separated.
- 9) Has checkbook and identification or cash handy for payment.
- 10) Smiles at the checkout clerks. They sometimes have long days, too!

The normal adult pulse beats 60-90 times a minute—more than 85,000 beats a day, reports Carla Shearer, health education specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

Got Heating Or Plumbing Problems?

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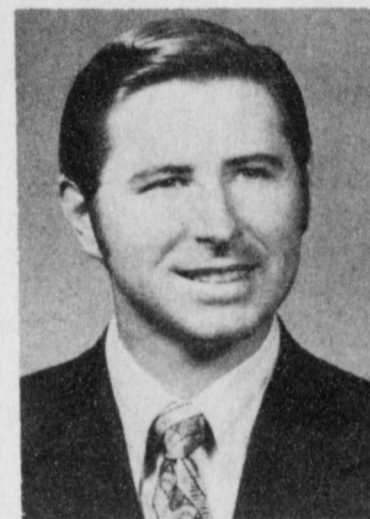
TWO FOOT, FOUR INCH CAT...was taken from Lake Theo last Sunday by Rosie Lee Jones, of Floydada, who is pictured holding her catch.

FLOYDDATA

In Floydada this week visiting were Mr. and Mrs. Alton Morris of Anaheim, Calif. The couple spent some time visiting Mr. and Mrs. Wayne Collins, Calvin Steen and Mr. and Mrs. Walter Collins. Morris is a grandson of the late J.T. Morris who

had an early day business in Floydada. His mother, the late Nell Steen Morris was a sister of Mrs. Walter Collins. Mr. and Mrs. Morris went on to Fayetteville, Ark., to visit members of her family before they return to California.

REVIVAL



Rev. Donald L. Watson
Revival Speaker

Victory Baptist Church

607 West Lee

October 2 through 8

Evening Service 7:30 p.m.

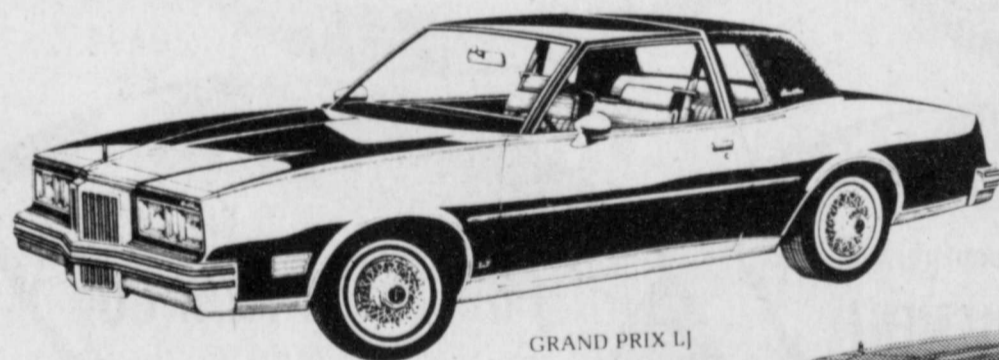
Sunday School 10:00 a.m.

Sunday Preaching 11:00 a.m.

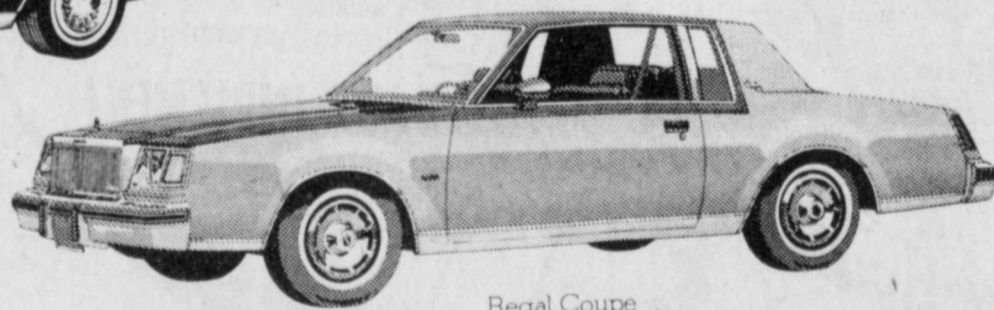
Sunday Night 6:30 p.m.

AUTO SHOW 1978

FREE REFRESHMENTS
ALL DAY
LONG
THURSDAY OCT. 6TH



GRAND PRIX IJ



Regal Coupe



Skylark Coupe



GMC TRUCKS



The show of the year is here! Featuring the brand new '78s... on display in our showroom for public viewing and inspection! You won't want to miss seeing all the latest styles and developments that American automobile manufacturers have been working on this past year. You'll find every make and model imaginable, from the most elegant luxury cars... to the increasingly popular fuel-saving compacts!

OFFICIAL SHOWING IS
OCTOBER 6th..... BUT YOU
CAN SEE THEM NOW

FREE GIFTS
FOR KIDDIES
AND
ADULTS

CITY AUTO INC.

REGISTER
FOR FREE
DOOR PRIZES
DRAWING TO BE HELD
THUR. OCT.
6 TH 6 P.M.

HAVE FUN ...

WIN PRIZES ...

\$20 IN CASH PRIZES
EACH WEEK

**FOOTBALL
CONTEST**

HESPERIAN

**AND
QUARTERBACK
FORECAST**

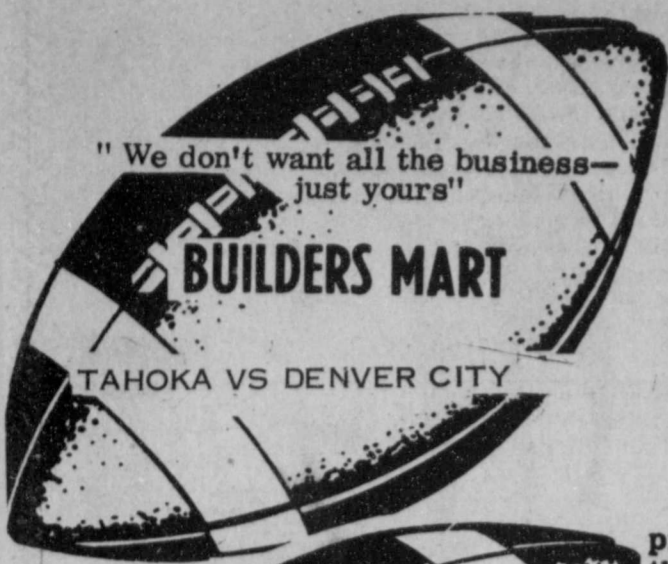
CONTEST RULES:

Anyone can enter except the employees of the Hesperian. Three cash prizes are given each week - ties will split prize money. Members of the sports department are sole judges of the contest and their decision is final.

It is not necessary to indicate scores on all the games....But score must be indicated on the tie breaker game at right.
Simply circle the team you choose to win in each of the footballs. Deadline for submitting entries is 5 p.m. Friday - winners will be announced the following week. Enter as many times as you wish, print name and address plainly on blank below and mail or bring entire page to The Hesperian office

Tie-breaker game will be considered only in case of ties.
Limit One Winner Per Family Per Week.

DEADLINE FOR ENTRIES - 5 P.M. FRIDAY
IN HESPERIAN OFFICE OR POSTMARKED



BUDDY LUTRICK
FLOYDADA 7 LEVELLAND 6

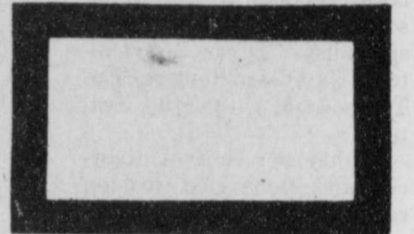


RICKY BURNS
FLOYDADA 14 LEVELLAND 13

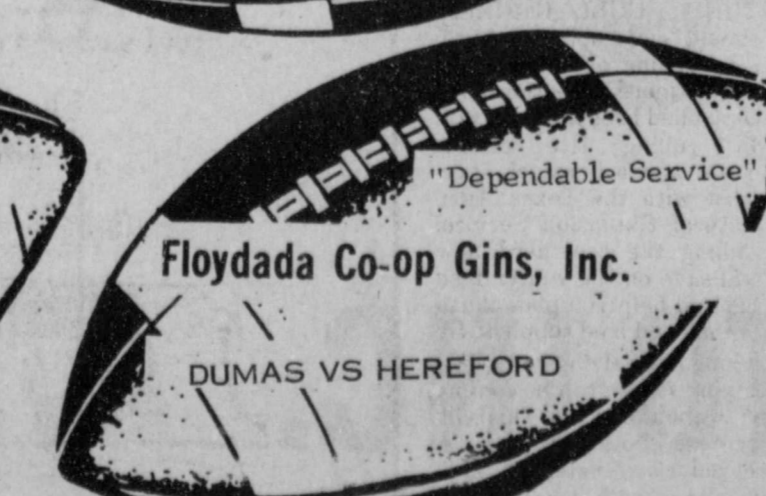
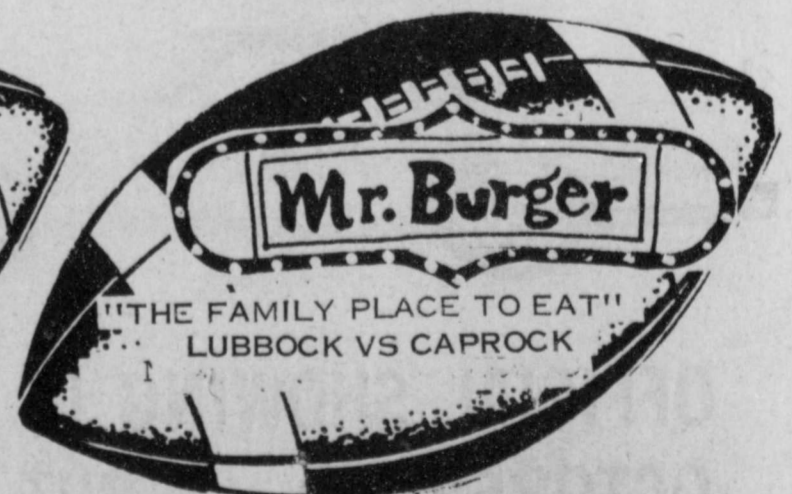
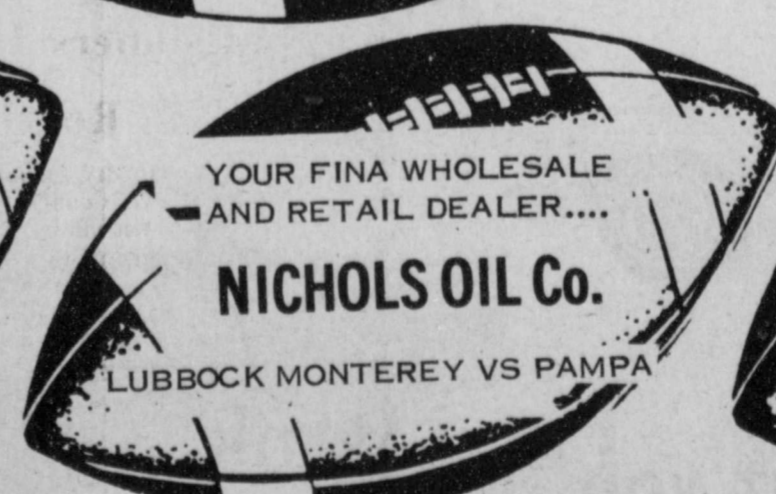
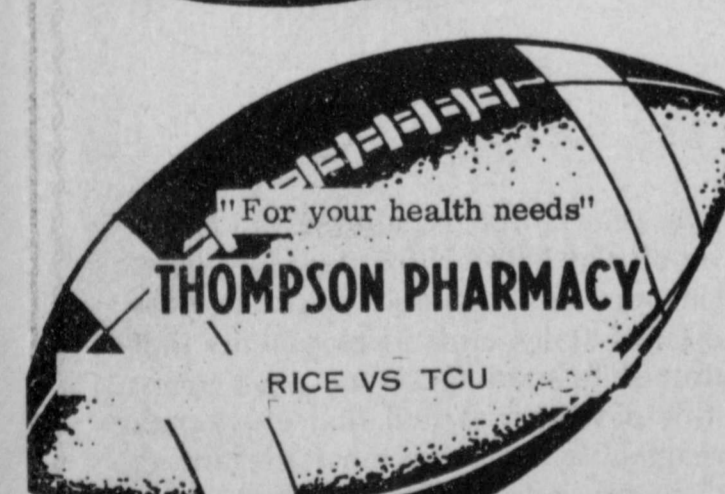
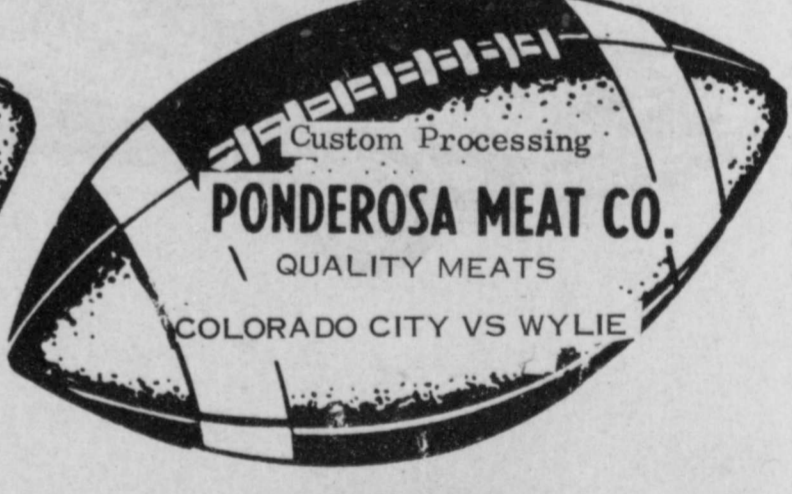
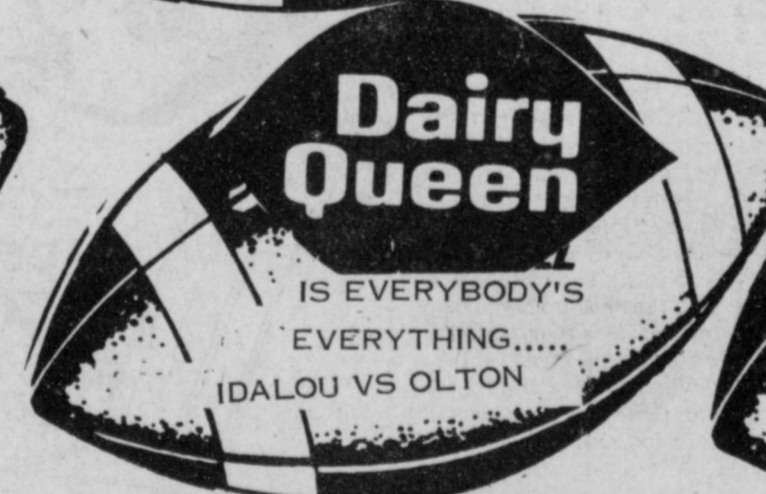
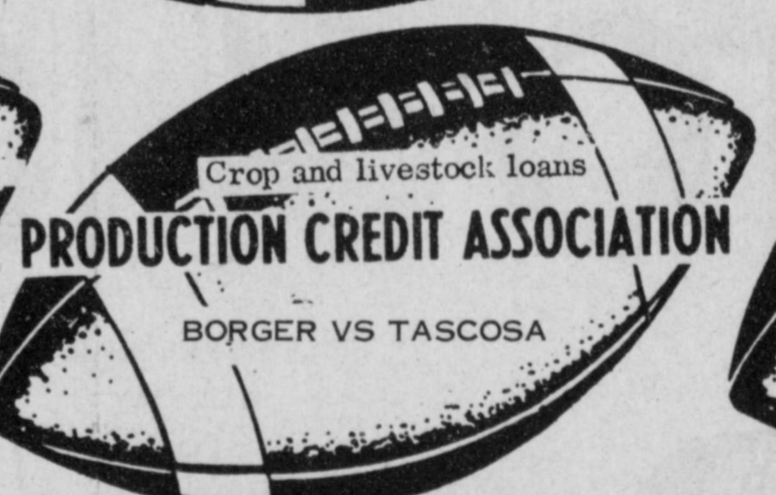
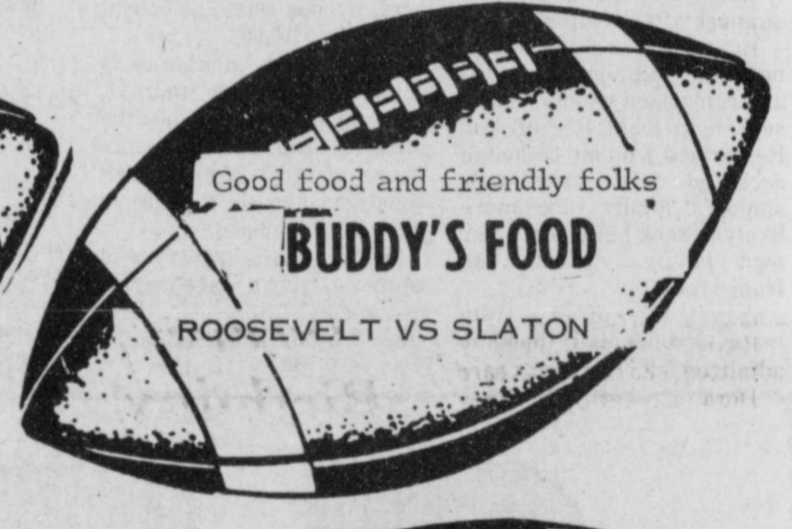
**TIE BREAKER-Guess Total Points
AND CIRCLE WINNER**

NAME
ADDRESS
CITY

1ST PRIZE \$10.00
2ND PRIZE \$6.00
3RD PRIZE \$4.00



**Floydada
at
Levelland**



Lockney LUNCH MENU

Monday	Thursday
Sliced turkey	Pizza
Dressing-cranberry sauce	Orange whip
Green beans-tomatoes	Buttered peas and carrots
Biscuit	Peaches-milk
Mince meat pie	Vanilla waffles
Milk	Friday
Tuesday	Fish burger-salad dressing
Corn dog	French fried potatoes
Sourkrot-carrots	Lettuce and tomatoes
Orange slices-sliced bread	Gelatin w/fruit cocktail
Mustard-milk-gingerbread	Pound cake-milk
Wednesday	
Round steak (chicken fried)	
Creamed potatoes	
Buttered spinach-hot rolls	
Apple cobbler-milk	

Joe Ochoa

Completes

Army Course

Ft. Knox, Ky. (AHTNC) Sept. 26--Army Private Joe Ochoa, whose wife, Angie, lives in Lockney, Tex., recently completed an eight-week tracked vehicle mechanic course at the U.S. Army Armor School, Ft. Knox, Ky.

During the course, students were trained to repair engines, transmissions, and the fuel, electrical and hydraulic systems of the Army's tracked vehicles. They also learned to perform recovery operations for abandoned, damaged, disabled or mired vehicles.

Pvt. Ochoa entered the Army in March of this year. He is the son of Mr. and Mrs. Joe L. Ochoa, 712 Crockett, Pleasanton, Tex.

Happy Anniversary

Oct. 3 -- Mr. and Mrs. Travis Jones.

Oct. 11 -- Danny and Lesca Durham.

Oct. 12 -- Van and Cheryl Bradley, Joe and Virginia Taylor.

Oct. 13 -- Bryan and Charlotte McCulloch.

Happy Birthday

Oct. 5 -- Travis Hayes.

Oct. 9 -- Linnie Abbott, Michael Rose, Sue Emma Salinas, Faye Holmes, Bill McCarter, Amy Ansley, Lisa Bye, Viola Powell, Bonnie Edwards.

Oct. 10 -- Bertha Reyna, Kevin Stennett, Nancy Henderson, Jack Frizzell, David Hernandez, David Balderas, Mary McCarty.

Oct. 11 -- Robert Murdock, Martin Bradley.

Oct. 12 -- Katy Ansley, Rodney Edwards, Jerreas Cuellar.

Oct. 13 -- Floyd Jackson, Roy Turley.

Oct. 14 -- Johnny Gaskins, Barbara Cunyus, LaWayne Strickland.

Oct. 15 -- Glen Lane, Clyde Farish, Davis Lewis, Sheryl Perry.



More than one million American children between grades one and six have no formal care after school until their parents return from work, reports Debby Johnson, family life specialist

LOCKNEY LOCALS

Mrs. Lorena Aitken of Mineral Wells arrived last Saturday for a visit with her sister Mrs. J. B. Allen. She plans to stay until the first part of next week.

Mrs. E. O. Barrett gave a birthday dinner for her husband on Sunday, Sept. 18th, his birthday being the following day. Present for the occasion were the following family members: Mr. and Mrs. J. B. Barrett (son) and children, Jana Kay and Bee from Bovina, Mr. and Mrs. Monty Barrett (son) and Beverly from Bovina, Mr. and Mrs. Randy Barrett (grandson), Daphne and Tye from Farwell, Mr. and Mrs. Joe Bradburn (granddaughter) of Bovina, Messrs. Nolan and Rolan Hawkins (brothers of Mrs. Barrett) from Roscoe, Tx.

Mrs. Henry Bollman attended graveside services for Jack W. Boone of Dallas in Lubbock Saturday, Sept. 24th. Jack Boone, 55 years of age, was the son of early Lockney residents, the late Oliver Boone and Lillian Cowart Boone. The Boones were related to the Floyd Barber family.

Red and Jane Archer, Hurl and Florine McCoy spent from Tuesday until Thursday of last week fishing in lakes in southwestern Arkansas in the vicinity of DeQueen. They were met there by Mr. Archer's and Mrs. McCoy's parents, Mr. and Mrs. Wilmer Archer of Amarillo. They visited with an uncle and aunt in the area, Jack and Odie Archer.

Mr. and Mrs. E. O. Barrett were in Ft. Worth last

COMPUTERS HELP WITH CITY PROBLEMS-- Through a computer hookup at Texas A&M University, Texas cities are obtaining financial as well as technical assistance in solving problems and improving their well-being, says a community resource development specialist with the Texas Agricultural Extension Service. Called the Federal Assistance Program Retrieval System (FAPRS), it can provide the latest information on federal grants, loans and related support. The system has handled some 112 requests since its initiation about a year ago.

"Outside gas lamps are luxury lighting," says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University System. Save energy; turn them off, she advises.

ON TARGET--Although she may not be a modern Day Annie Oakley of Old West fame, Beverly Poteet is one of many women across the nation stepping into roles traditionally held by men, especially in law enforcement. A Floyd County deputy sheriff and Lockney resident, she is one of two women among several area police officers who qualified the first day of firing on the pistol range in Plainview. She is attending Texas A&M University's basic law enforcement class being held on the Wayland Baptist College campus. However, all target practice was held off campus on a regular police firing range. Above, Deputy Poteet (No. 1) is given last minute instructions by L.L. (Bud) Rainey, Texas A&M police instructor and former Floyd County sheriff. Following rapid fire (No. 2), she reloads her weapon, and finally, (No. 3) gets off the last volley of six shots to qualify with her male counterparts. Over-all firing instructions were given by a U.S. customs agent not shown in these pictures. The student lawmen are attending a 240-hour course required for state certification and are scheduled to graduate Wednesday, Sept. 28.

Commissioners To Decide On \$105,000 Revenue Money

At the Monday, October 10 meeting of the Floyd County Commissioners Court decision will be made on how to spend \$105,073.00 in Revenue Sharing Funds.

The meeting will begin at 1 p.m. and the public is invited to submit its

suggestions on how the money be spent.

PREGNANCY TEST THEN CULL--Cattlemen should "clean up" their herds by culling open cows and giving more attention to a controlled breeding program by culling late calving cows, says a livestock specialist with the Texas Agricultural Extension Service. Culling the cow herd now will save on the winter feed bill and help you plan ahead for hay and feed supplies. By culling late calving cows, the calving season can be confined to about 60 days. This will increase both the herd's reproductive potential and pounds of calf weaned.

"More light generates more heat," says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University System. Heat adds to the load of the air conditioner, so turn off unnecessary lights, she suggests.

Serve frozen fruits still icy, advises Marilyn Haggard, foods and nutrition specialist with the Texas Agricultural Extension Service, The Texas A&M University System. When frozen fruit fully thaws, the texture is soft and mushy, the specialist says.

GO RAGIN' RED.....

U.S. POSTAL SERVICE
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION
(Required by 39 U.S.C. 3685)

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EDITOR (Name and Address) James Huggins Box 686 Lockney, Texas 79241			
MANAGING EDITOR (Name and Address) James Huggins Box 686 Lockney, Texas 79241			
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NAME ADDRESS Floyd County Publishing Company 111 E. Missouri, Floydada, TX 79235 W. M. Tooley, president Rt. 1 Floydada, TX 79235 Mary Tom Tooley, vice pres. Rt. 1 Floydada, TX 79235			
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PS Form 3526 (Page 1) (See instructions on reverse)

When it's a SQUARE DEAL

you want in financing

... a car, a household appliance or a major business move ... you can depend on us.

Don't Forget, Our New Banking Hours Are:

Monday
9 a.m. - 5 p.m.

Tuesday-Friday
9 a.m. - 3 p.m.

"Helping you change things for the better"

THE FIRST NATIONAL BANK OF FLOYDADA
FLOYDADA, TEXAS 79235 MEMBER F.D.I.C.

"A life insurance specialist should be on your team of estate planning professionals. We help keep more dollars in your family."

Let's talk teamwork. Professionally."



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Helping people - person to person



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FOOTBALL CONTEST

MEET THE LONGHORNS

PICK THE WINNING TEAMS!

WIN

FIRST PRIZE..... \$10⁰⁰
 SECOND PRIZE..... \$6⁰⁰
 THIRD PRIZE..... \$4⁰⁰

**GO,
 FIGHT,
 WIN!!!**



No. 82
 ARNOLD ALANIZ
 145 POUNDS
 SOPHOMORE END



No. 13
 CECIL CLARK
 134 POUNDS
 JUNIOR WINGBACK



No. 81
 DAVID IEE
 134 POUNDS
 JUNIOR END

**GO
 LONGHORNS
 GO**

**RAGIN'
 RED**

CONTEST RULES

Circle on the official entry blank the number of the team you think will win each game. Circle the winner and indicate the total score in the tie-breaker game. Each entry must be validated by one of the merchants on the contest page. Take the entry form to the merchant of your choice for validation. (Validation by only ONE merchant is necessary.) Contestants may mail their entries or bring them to the Beacon Office, 120 South Main. Mail entries must be postmarked no later than 5 p.m. Friday, and in-person entries must be at the office by the same time. Mail entry address is Box 187, Lockney 79241. One Winner Per Family Per Week.

JERRY ULMER
TEXAS INSULATION SYSTEMS Box 591
 Lockney, Texas 79241
 652-3348 (806)
 33. SNYDER AT 34. LAM ESA

Baccus Motor Co. 321 SO. MAIN ST. LOCKNEY 1. SMU AT 2. BAYLOR	Moore-Rose Funeral Home Lockney Tx. 13. HARVARD AT 14. CORNELL	CONSUMER'S FUEL ASSN. Lockney, Texas 23. HALE CENTER AT 24. PALO DURO	Perry Implement Company John Deere Implements 35. TASCOSA AT 36. BORGER
Page's Thriftway No. 3 "A Better Way To Save" 3. TCU AT 4. RICE	Boot Hill WESTERN WEAR Lockney, Texas 15. SWEETWATER AT 16. BROWNFIELD	White's Auto Store Lockney, Texas 25. LSU AT 26. VANDERBILT	First National Bank In Lockney Member of F.D.I.C. 37. TULANE AT 38. BOSTON COLLEGE
Caprock Appliances LOCKNEY, TEXAS HOME OF MAYTAG APPLIANCES, SERVICE YOU CAN DEPEND ON. 5. TAHOKA AT 6. DENVER CITY	Mize Pharmacy & TV Your Complete Family Drug Store Gift Headquarters ★ RCA Television 17. ANTON AT 18. SUNDOWN	Webster Service & Supply "Where You're Always Welcome" 27. KERMIT AT 28. SEMINOLE	Thomason Grocery LOCKNEY, TEXAS 39. MATADOR 40. SUDAN
Carter's Market LOCKNEY, TEXAS 7. IDALOU AT 8. OLTON	 Dairy Queen LOCKNEY, TEXAS RAY & DAVIE STEGALL 19. CROSBYTON AT 20. PETERSBURG	Floyd County Insurance Agency "Around The Clock Protection" 29. MONTEREY AT 30. PAMPA	The Tye Company On The Plainview Highway 41. OKLAHOMA VS 42. TEXAS
Byrd Pharmacy "Accurate Prescription Service" 9. TEXAS TECH AT 10. ARIZONA	Reecer's Cleaners "The Finest In Dry Cleaning" 21. HALE CENTER AT 22. LORENZO	Ansley & Son LOCKNEY, TEXAS 31. UCLA AT 32. STANFORD	Longhorn Inn "Where School Friends Meet To Eat" 43. CAPROCK AT 44. LUBBOCK HIGH

OFFICIAL ENTRY FORM

NAME _____ ADDRESS _____
 CITY _____ MERCHANTS STAMP _____
 1-2 3-4 5-6 7-8 9-10 11-12 13-14 15-16 17-18 19-20 21-22 23-24
 25-26 27-28 29-30 31-32 33-34 35-36 37-38 39-40 41-42 43-44 45-46
 TIE BREAKER **DIMMITT at LOCKNEY** TOTAL SCORE.....

Brown's Department Store
 LOCKNEY, TEXAS

45. FLOYDADA 46. LEVELLAND

<p>1 Lb White Swan Soft MARGARINE 69¢ value 2/99¢</p>	<p>½ Gallon Clorox BLEACH 68¢ value 39¢</p>	<p>6-32 Oz. Bottle Carton COKE Plus Deposit 99¢ with \$7.50 or more purchase \$1.49 WITHOUT \$7.50 PURCHASE</p>	<p>1 Lb. Maryland Club COFFEE \$2.99 \$3.99 value</p>
---	---	---	---

THESE VALUES GOOD SUNDAY, OCTOBER 2 THROUGH WEDNESDAY, OCTOBER 5



WE HAVE ICE

BUDDY'S

200 South 2nd Street 983-3149
HOURS MON-SAT 8 A.M.-8 P.M. SUNDAY 9 A.M.-7 P.M.



WE GIVE
DOUBLE ON WEDNESDAY

Milnot - Tall Can So Rich It Whips
 MILK
4/\$1.00

5 Lb. Imperial
 SUGAR
19¢
with purchase of 4 light bulbs
99¢ without purchase

DECKERS SMOKED **SAUSAGE** **\$1.29** LB

1 LB DECKERS **BACON** **\$1.39** 3 LB DECKERS **HAM** **\$4.99**

FAMILY PACK **GROUND BEEF** **59¢** LB

USDA **SWISS STEAK** **\$1.09** LB USDA **ARM ROAST** **89¢** LB

USDA RANCH STEAK 79¢ LB	LONGHORN CHEDDAR CHEESE \$1.49 LB	USDA BONELESS SIRLOIN STEAK \$1.49 LB	USDA BEEF RIBS 59¢ LB
---------------------------------------	---	---	-------------------------------------

10 Oz. American Beauty
RONI MAC
41¢ value
4/\$1.00

17 Oz. Our Darling
Whole Kernel **CORN**
41¢ value
4/\$1.00

15 Oz. 99¢ value
PINE-SOL
69¢

12 OZ. LAND O' DIXIE DRY ROAST
PEANUTS
79¢ \$1.15 VALUE

2 LB SMUCKERS \$1.19 VALUE
GRAPE JELLY
79¢

5 LB GLADIOLA 79¢ VALUE
 FLOUR
59¢

28 OZ. KRAFT BAG
CANDY \$1.99 VALUE **\$1.49**
½ PRICE SALE
On Special Marked 32 Oz.
 WISK \$1.49 regular **75¢**

12 OZ. NESTLES \$1.79 VALUE
CHOCOLATE CHIPS **\$1.39**

12 OZ. TOM SCOTT \$1.49 VALUE
MIXED NUTS **\$1.09**

6 OZ. SNACK 67¢ VALUE
MUNCH & CRUNCH **2/99¢**

6 OZ. MARYLAND CLUB \$4.69 VALUE
INSTANT COFFEE **\$3.89**

24 OZ. CLOVERLAKE \$1.33 VALUE
COTTAGE CHEESE **97¢**

GRADE A LARGE **EGGS** **67¢** DOZEN

10 OZ. CANISTER
SPIC & SPAN **4/\$1.00**

7 LB 3 OZ. ARM AND HAMMER
DETERGENT **\$1.69**
WITH COUPON
\$1.99 WITHOUT COUPON
GOOD AT BUDDYS EXPIRES 10-5-77

NEW CROP DELICIOUS
APPLES 5 LBS. **\$1.00**

10 LB **POTATOES** **79¢**

CUCUMBERS 4 LBS. **\$1.00**

FRESH CORN 6/\$1.00

2 OZ. DECORATIVE
AIR FRESHNER 99¢ VALUE **79¢**

1 LB ZESTA 73¢ VALUE
CRACKERS **59¢**

6 1/2 OZ. FAMILY SIZE PEPSODENT
TOOTH PASTE **99¢** \$1.75 VALUE

BATH SIZE CARRESS
SOAP **3/\$1.00** 45¢ VALUE

3 OZ. WHITE SWAN
INSTANT TEA **99¢**
WITH COUPON
\$1.19 WITHOUT COUPON
GOOD AT BUDDYS EXPIRES 10-5-77

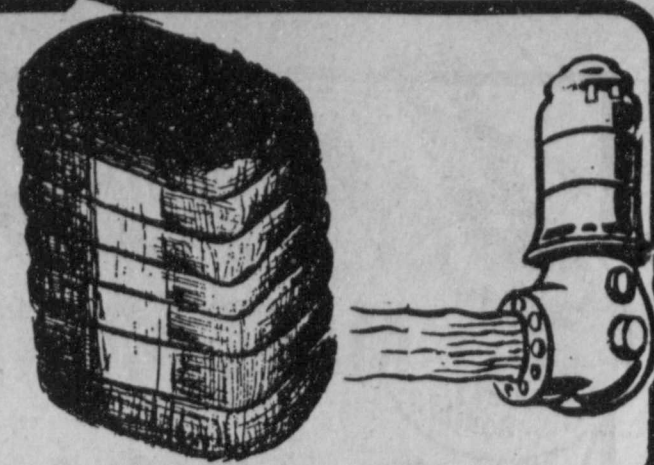
10 OZ. WEST PAK 45¢ VALUE
PEAS & CARROTS **5/\$1.00**

112 GALLON CLOVERLAKE
ICE CREAM **\$1.09**

2 LB NESTLES CHOCOLATE
 QUIK **\$1.69**
WITH COUPON
\$1.99 WITHOUT COUPON
GOOD AT BUDDYS EXPIRES 10-5-77



FARM & RANCH NEWS



Cotton Will Market 10¢ Above Synthetics

"I feel we can sell cotton for 10 cents (a pound) above synthetics and compete without any trouble!" J. Dukes Wooters, president of Cotton Incorporated, told a sparse but interested group of approximately 80 cotton producers and agri-business people here Thursday night. He warned that "if we get much above that (price), we have problems."

Since polyester has a list price of 60 cents a pound and a "street price" of 58 cents, this means that cotton would be attractive to mills at approximately 70 cents a pound.

Wooters further added that, in his opinion, "price fluctuation hurts the market." Suppressed cotton prices harm the producer, and excessively high prices hurt the mills and force them to synthetics.

The knowledgeable CI prexy told the gathering in Pioneer Memorial Building during his only South Plains public address this year that he believes the mills are "playing a waiting game" at present. They anticipate that at harvest time many producers will be forced to sell cotton at low prices.

Numerous mills shifted to polyester last year due to the "price difference," he stated. "Mills are looking for economy."

Wooters was questioned from the floor about his statement that synthetics presently bring 58-60 cents and cotton could be competitive at a dime over, but "I haven't seen 70 cent cotton recently." The cotton executive explained that "Nobody will buy a product and pay a penny more than they have to. Mills think they have producers over a barrel."

COTTON DUST STANDARD CREATED BY COMPETITION

Cotton Incorporated has budgeted \$1 million for byssinosis study, the audience was told. The reason for this is that the Occupational Safety and Health Administration (OSHA) of the U.S. Department of Labor has proposed a cotton dust standard which could cost the mills \$1 billion to meet proposed standards.

Byssinosis is an illness supposedly contacted by workers through cotton dust.

This subject struck a nerve with Wooters, who suggested that the proposed OSHA standard was prompted and encouraged by synthetic companies. This is indicative of the "vicious competition" present in the fabric industry.

Noting that "we certainly do not want to see a single worker become ill because of cotton dust," Wooters brought out the fact "people carry more dust into plants on their shoes than the standard allows" inside mills.

NEW PRODUCTS

The Cotton Incorporated president

showed a CI film entitled "building a fiber company" before he addressed the gathering, which included primarily Crosbyton, Ralls, and East Plains residents. He pointed with pride to many new products and finishes which have been introduced to the public due partially to the efforts of Cotton Incorporated. "The Natural" had been adopted by CI as its trademark.

Several shirt companies now are producing the popular 60-40 percent blend shirts. A CI survey revealed that "the public is willing to pay \$1 more for cotton blend sheets" and cotton is making inroads in the sheet industry.

After studying fire resistance available in cotton, thanks to CI studies, New York City officials have made it mandatory that all uniforms worn by NYC firemen are of the fire resistant cotton material, "a superior product."

All-cotton knit shirts are coming on the market, Wooters noted. They feature no ironing, permanent color, and no shrinkage.

"Cotton Incorporated represents the oldest fiber and is the newest fiber company," Wooters said of the cotton producers' company which was founded in 1971.

INDUSTRY INNOVATIONS

Mill machinery normally can handle 75 pounds of lint cotton per hour. A

small South Carolina mill has introduced equipment with 10 times that speed, making cotton even more attractive.

Working closely with mills, "Cotton Incorporated is building confidence of the mill people." One reason is the interest. A CI chemist was able to save one mill \$35,000 on a dye process.

"Superior selling and more advertising are the keys to increasing the cotton market," the guest speaker stated. He explained that Du Pont's budget calls for \$27 million in advertising and \$100 million in research. The CI budget is \$20.5 million.

In discussing the budget, he noted that TV advertising costs increase approximately 20 per cent annually.

The president emphasized that Cotton Incorporated works with all phases of cotton, from planting, to insect control, to harvesting, to marketing and numerous other items.

NOT ENOUGH LAND?

Tactics and propaganda of "synthetic companies" draw fire from Wooters. He pointed out that last year spokesmen for synthetic companies were cautioning mills that "there is not enough land to produce a sufficient amount of cotton." Now we have a cotton surplus, he added.

Several of the questions addressed to Wooters from the floor and his answers: Q. How can producers attain a more balanced price?

A. Cotton Incorporated advises selling one-third of the crop at planting time, one-third "about half way through," and the final one-third after harvest. "If you flood the market, you depress the market."

Q. Why is polyester now used in men's underwear?

A. Strictly a cost factor. Low cotton inventory last year drove up the price and made synthetics more economical for manufacturer use.

Q. How can we promote cotton?

A. Producers urged to support their own product by buying cotton. All-

cotton shirts comprise only 3-5 percent of the shirt market.

Q. The film suggested that CI has extremely competent people on its staff.

A. "It is my philosophy to get a person who does the work of two . . . and pay this person 1 1/2 times the normal salary. We get the best people possible." However, Cotton Incorporated apparently is "not paying too much" because it has lost one-third of its key personnel in five years to better paying positions.

Q. (from youngster) Is cotton or polyester stronger?

A. Polyester is stronger . . . "It is good for tires, but I don't want any next to my body!"

Q. Question concerning additional new products.

A. "Cotton-wool blend will be introduced to mills, and if the mills are interested this new fabric will be placed on the market in the fall of '78."

CROSBY COUNTY COTTON CLUB ARRANGES VISIT

Wooters visit here was arranged by the Crosby County Cotton Club. Mrs. Lawrence (Bonita) McDowell of Ralls, club president, emceed the program. She introduced guests, including one person from Memphis, Tenn., and representatives of various other cotton organizations and area media.

Wooters was presented a Hank Smith coin set as a commemorative of his Crosbyton visit by Joe Cargile, president of Crosbyton Chamber of Commerce.

Gary Ivey, secretary of Plains Cotton Growers and a Crosby County PCG director, introduced Wooters. "I've never met anyone who shows more dedication for his job than this gentleman," Ivey remarked.

Gene Reed ran the projector for Wooters slide presentation.

often we unconsciously commit similar errors while being preoccupied with another person's driving habits, says a safety engineer



COTTON Incorporated President J. Dukes Wooters smiles and voices appreciation after he is presented a Hank Smith coin set by Joe Cargile, president of Crosbyton Chamber of Commerce [behind speakers]. The coins were given to Wooters as a memento of his Crosbyton visit.

with the Texas Agricultural Extension Service. We need to take positive action when we see driving errors. This means learning from the incidents and applying the results to our own driving, or "cleaning up our own driving act."

ACCIDENT CONTROL

The number of workdays lost annually due to on and off the job deaths, injuries, and work slowdowns and stoppages caused by accidents is equivalent to an annual one-week nationwide strike of all businesses and industries, says the Texas Agricultural Extension Service.

ACCIDENT CONTROL

Forage and other harvesters are potentially lethal. Stop equipment and wait until all moving parts have stopped before unplugging or making adjustments, cautions the Texas Agricultural Extension Service.

Mac's Backhoe Service
Call Harvey McJimsen
Silverton, Texas

Let Us DEFOLIATE YOUR cotton
Joe Mack Breed 983-3445
Rex Breed 983-2324

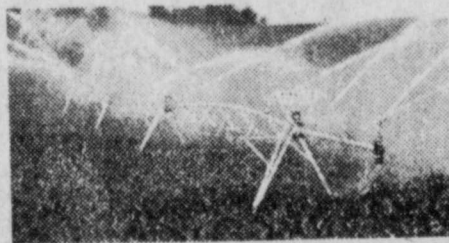
Now!

What you pay to lease a Zimmatic depends on the price of corn.

Here's another first from Lindsay—the Zimmatic Corn Crop Lease. Instead of a fixed lease payment, you pay for your Zimmatic based on the price of corn. If corn prices plunge, so does your lease payment.

By offering this new lease, Lindsay is sharing some of the same risks that you face every year. Corn prices fluctuate, which affects your profit picture. That's why Lindsay developed the exclusive Zimmatic Corn Crop Lease—a revolutionary program that tailors your lease payments to the changing price of corn, from one year to the next.

The Zimmatic Corn Crop Lease is designed so you can lease a Zimmatic without using your normal operating credit sources. . . your Zimmatic pays its own way by turning on your production.



The number of Zimmatics available under this program and the time period of this offer are limited so come in soon and get all the details on the Corn Crop Lease and other exclusive leasing programs available only through Lindsay Credit Corp.

Take advantage of a program that has never been offered in the industry before. . . it's the lease we can do for you.

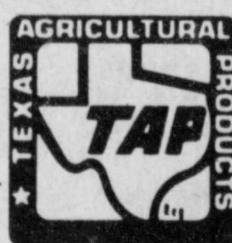
LINDSAY

christian irrigation, inc.

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REPRESENTATIVE—DELVIN BYBEE, LOCKNEY 652-3179
PLAINVIEW OFFICE—870 E. 6TH.—293-4337

Texas Food and Fiber

by Reagan V. Brown, Commissioner
Texas Department of Agriculture



This year's drought has made all of us aware that the great American food machine could not continue to operate without irrigation.

Research scientists are turning to every possible source for water, and the promise of the use of sea water for agricultural production is becoming more of a reality every day.

After more than five years of work, researchers at the University of California at Davis have had encouraging results in growing both barley and tomatoes using sea water. By 1978 they will be experimenting with wheat production. Certain crop strains with total sea-water tolerance may be on the market within ten years.

This is welcome news, especially to those in Texas who have long viewed the Gulf of Mexico and the vast quantities of brackish water in West Texas and the Gulf Coast as possible sources of irrigation water. Salt water could have vast importance for the result of the world as well.

AGRICULTURAL BRIEFS

CROP PRICES SET ASIDE TO AFFECT '78 PLANTINGS—Price changes for wheat, cotton and feedgrains and the new wheat set-aside program will affect 1978 planting decisions, contend economists with the Texas Agricultural Extension Service. If the new farm program is enacted, producers will be required to set-aside 20 per cent of their wheat acreage to qualify for price support

The salt-tolerant crops could also be used where small but gradually accumulating deposits of salt from fresh-water irrigation threaten to destroy present fertile farming regions.

There are limitations, however. Such irrigation ideally should be employed only below altitudes of 100 feet to avoid high pumping costs. The crops also must be grown in sand. In normal soil, sodium and other salt compounds would eventually build up, preventing water from reaching the plant roots.

By studying the characteristics of a plant that make it salt-tolerant, researchers hope to breed these characteristics into crop strains for use on inland farms in an effort to guard against salinity problems.

We in Texas hope that research continues. It could well help Texas solve, at least partially, its agricultural water problems.

loan, target price and disaster payments. With crop prices generally under pressure, producers may want to go with the 20 per cent set-aside option unless they need to make adjustments from above normal plantings in 1977.

CLEAN UP DRIVING ACT—When we see others committing driving errors, we often feel frustrated, wishing we could correct the discourtesy or injustice. But

THE NEW IRON HORSES
MORE HORSES MORE IRON
They're here! Now! Stop by the store and see one up close
Profitable farming requires a powerful tractor. That's where our new tractors come in. The new 90-hp 4040, 110-hp 4240, 130-hp 4440, 155-hp 4640 and 180-hp 4840 deliver new power at every point—more power to the PTO, more pulling power at the drawbar, more lifting power at the 3-point hitch and more capacity from the closed-center hydraulic system. More farm muscle for more farm profit. Stop by for more details on the tractors with more horses and more iron.
Collins Implement Co.
RALLS HIGHWAY

Do It the CLASSIFIED WAY...

HOMES FOR SALE

FOR SALE: New 3 bedroom and garage, two bath frame home. 325 West Missouri, Floydada, James Lovell, 983-2633. tfc

FOR SALE: 1 1/2 story brick house 1 mile west on Iandhill Highway. 4 bedrooms, 2 1/2 baths, kitchen, living room, and double garage. Phone after 5 o'clock 83-2276. tfc

NEW HOME FOR SALE: 3 bedroom, 2 bath, large double garage, built-in kitchen. Inquire First National Bank in Lockney. Lfc

2 BEDROOM home fully carpeted. Lots storage, extra large kitchen. Must see to appreciate. 983-3813 after 5:00. tfc

2 BEDROOM house, needs repair, fully carpeted, extra large. Kitchen, storage house. 610 W. Lee. 983-3347 after 5:00 p.m. or 983-2841 during day. tfc

SPACIOUS LIVING for large family, 5 bedroom or 4 bedroom with TV room. 3 1/2 bath, shown by appointment only. 983-2856 ask for Gene Arwine or 983-2393. tfc

FOR SALE: Five room house and bath, garage and storage on big lot, good investment property. 414 Mississippi, Floydada. For information call Marvin Gilbert, phone 652-2337. Box 373, Lockney. L-tfc

2 BEDROOM, 1 bath, garage, storage house, 529 W. Missouri. Day 983-3929 After 5:00 p.m. 983-5227. tfc

FOR SALE-New three bedroom, two and a half bath home. Double car garage and storage. 3,751 square feet. 983-3828. tfc

LARGE 3 bedroom, 2 lots, double garage 983-3695, 802 South 5th. Joe Reid J ones. tfc

FOR SALE: 3 bedroom, 2 bath, large living room, large den, lots of storage. Pine panelling, Central Heat and Air Conditioning. Near schools. Call Guy Ginn, 983-2593. tfc

FOR SALE: 3 bedroom brick home, 1 1/2 baths, refrigerated air-central heat, on corner lot with cedar fence, 20' x 30' insulated metal building in back yard, has gas and electricity. Call 983-3840 after 5:00 p.m. tfc

FOR SALE: Remodeled brick duplex note carried by owner. Call 652-2688. L-tfc

NICE 2 bedroom home, call after 4:30 p.m. 983-3310. TFC

FOR SALE-2 bedroom house. Fully carpeted, storm windows, wall heaters, plumbed for washer and dryer. Good storage house. Contact Georgia Finley 983-3871 or Ann Ferguson 983-3157. tfc

WANTED

RESPONSIBLE Married Couple desires to rent or lease house in vicinity of Lockney. Call Gary Gentry 652-3308. L 10-6 P

EMPLOYMENT

EARN \$80.00 WEEKLY at home stuffing envelopes. Information: Rush 50 cents and stamped self-addressed envelope: Financial Miracles P.O. Box 15129 Forth Worth, Texas 10-6p

FARM MACHINERY

FOR SALE: Aermotor, 8 foot new wood tower, and 250 pound Swedish anvil, 806-271-4180 10/2p

90 INTERNATIONAL Stripper, with large basket. Call 983-3073. tfc

AUTOMOTIVE

FOR SALE: 1975 442 Oldsmobile, loaded. Call after 6 p.m. 652-2454. L-tfc

1968 BUICK ELECTRA 225-all electric and power-good transportation. 983-2994. tfc

98 OLDSMOBILE-73 Regency, extra clean. Call 983-3073. tfc

FOR SALE, 4 large mixer drums good for septic tanks, liquid storage or grain storage. Wayne Bennett, 983-3209. tfc

Real Estate

FOR SALE-Three bedroom home in Lockney. Large rooms, cement cellar, double garage. Call 652-2134. Allison Realty. L-tfc

SEVERAL nice two and three bedroom homes for sale. Loans can be arranged. Call Sam Hale, Licensed Real Estate Broker at 983-3261. tfc

THREE bedroom house, carpeted, one-bath, utility work and all phases of carpentry. Call Mike, 983-5103, 220 W. Houston, Floydada. tfc

HAVE BUYERS for Floyd County land. If you have land for sale, please call Turner Real Estate, 983-2635. tfc

FOR SALE: store building, downtown Floydada, good location. Bond Real Estate. Call Wilson Bond 983-2151, 983-3573. tfc

PASTRIES OF ALL DESCRIPTIONS... Homemade and delicious for any occasion. Roger's Pastries. tfc

Mr. and Mrs. House Buyer Looking for a nice home in Floydada? Like a 3 bedroom brick garage, central heat, exp. air, fenced yard and a low interest loan? Call 983-5315 after 6 Mon day through Friday. tfc

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

BUSINESS SERVICES

MR. FARMER
Let us clean your harvest equipment and well engines on your farm. Call Lone Star Chemical, Inc. 652-3594, 652-3504, or 652-3434. L-tfc

NORRELL TRACTOR PARTS for tractor and irrigation supplies and accessories. tfc

FEET TIRED? Try Mason Shoes with "Velvet-ez" air cushioned innersoles. Keith Emert, 652-3116. L-tfc

PAINTING-residential and commercial, spray and brush. Acoustic ceilings and paneling. Economical prices-Free Estimates-Call 983-3306 Floydada. tfc

PIANO TUNING. Edward C. Lain, 25 years experience. Write Box 425 Silvertown or call 823-2151. L-tfc

CARPENTER work wanted, additions, remodeling repairs, and cabinets. Call 296-5074, Plainview. L10-2c

PLUMBING REPAIR WORK-Day or night, call 983-5103. tfc

FARMS AND ACREAGE

WANTED TO BUY irrigated or dryland farm in Floyd or surrounding area. Write Box XRO, c/o Hesperian, Box 700, Floydada. tfc

REMODELING, All types Building, Built-Ins, Cabinet Work CALL CHRIS RINK 983-5117 222 W. Miss Floydada

CARPENTER WORK WANTED
Additions, repairs, remodeling, cabinet work and all phases of carpentry. Call Mike, 983-5103, 220 W. Houston, Floydada. tfc



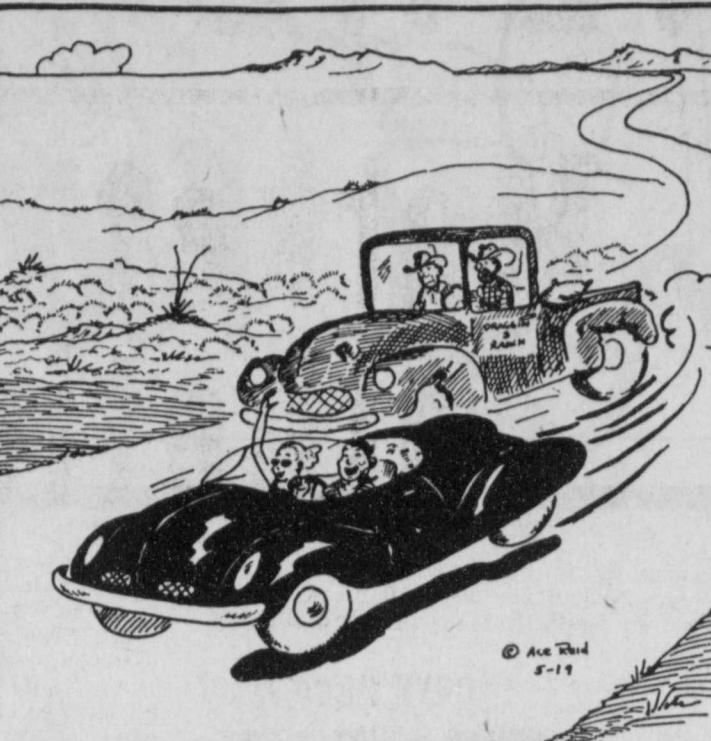
WE WANT YOU TO KNOW - We sell all kinds of Goodyear tires... tractor, auto, truck, a good tire, good service. Best deals in West Texas. Truck winch and hauling service. BABE'S SERVICE CENTER FLOYDADA. tfc

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helps beat the heat!

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ThermoCon Spray on for Metal Buildings & Shops ThermoCon Loose-fill for Residential Application "Insulation doesn't cost, it pays!"
Please call for a free estimate without obligation.

COW POKES

By Ace Reid



"I've worked for 45 years to get enough money to own a second hand pick-up and that kid gets a \$6000 car for graduation from High School."

THIS FEATURE SPONSORED BY Floydada Real Estate & Insurance Agency AUTO, FIRE & FARM INSURANCE Jim Word --- Phone 983-2360

INSULATION
Fire-Resistant, Installed and Guaranteed
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Tom Marr Owner 652-3593

LEGAL NOTICE

Notice is hereby given that effective as of the 15th day of September, 1977 the feedlot located 3 1/2 miles N.W. of Lockney, Texas, which was formerly owned and operated by Lockney Cooperative Gin will be under new management. The new operator of the feedlot is a Texas Limited Partnership known as Crofoot-Lockney, Ltd. After the above-mentioned date, Lockney Cooperative Gin will no longer be responsible for the operations at the feedlot.
LOCKNEY COOPERATIVE GIN
By Rainey Davis, General Manager L10-2c

LOST & FOUND

REWARD for information leading to the return of small black male dog lost Friday or Saturday. 983-2300. 10-6c

PETS

MUST SACRIFICE two registered Saint Bernards, one male and one female, Dennis White, 983-3357. tfc

LIVESTOCK HAULING
Day or Night Good, Fast, Dependable Service
Brooks Carroll 806/983-3050
If No Answer Call M.T. Carroll 806/983-3081

CARROL CATTLE CO
Star Route Floydada 10/23p

CUSTOM DEFOLIATION
Skip Row or Full Row
B & B SPRAYING
652-3823 L10-9c

Custom Upholstery
Guaranteed Quality Work
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Jesse Savage L-tfc

Diamond Industrial Supply Co., Inc.
Phone Days 296-7418 Nights 296-1230 or 296-7828
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Chain U-joints
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SKF BCA Timken Bower
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"We Appreciate Your Business More"
L-TFC

For Sale

OPEN for business, vegetable shed on Highway 70, Floydada. All kinds of vegetables. tfc

FOR SALE-Aliche grass hay. High in protein. Call 983-3828. tfc

TOMATOES
15 cents a pound, you pick. 983-2671. tfc

CONCORD-GRAPES for sale, Lindsey Graham. 983-3038. tfc

SWEET POTATOES for sale, 6 1/2 miles North of Flomot on Farm Road 599. Joe Edd Helms 469-5387. L 10-13c

KENMORE electric range, continuous cleaning oven, was \$325.95, CLOSE OUT \$239.95. Sears, Floydada. tfc

KENMORE gold 5 cycle washer was \$331.95, NOW \$259.95. Sears, Floydada. tfc

KENMORE gold 5 cycle washer, also 1977, 16 ft. Sterncraft Tri-Hull, walk thru windshield, ski rig with 115 H.P. mercury with power tilt and trim. Call Silvertown, nights 823-2258. L 10-2 C

FOR SALE: good 90" couch, just redone, See 724 West Lee, 983-5097. 10/6c

FOR SALE: Conn Trumbone, call after 5:00 p.m. 983-5254. 10-23c

FOR SALE: Two excellent Dearborn circulating heaters with thermostatic controls and automatic pilots, also smaller heaters. Workman Plumbing 652-3619. L 10-2c

REAL BARGAINS

BOATS-new 78, 15 ft. Tri-Hull bass boat with 70 H.P. mercury, with custom trailer, also 1977, 16 ft. Sterncraft Tri-Hull, walk thru windshield, ski rig with 115 H.P. mercury with power tilt and trim. Call Silvertown, nights 823-2258. L 10-2 C

MOBILE HOMES

FOR SALE-1974 ultimate 14 x 80, garage and lot. \$19,500. Call 652-2524. L-tfc



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Newspaper advertising is like having a party line to our entire circulation! Place your message today!

The Floyd County Hesperian or The Lockney Beacon



CARD OF THANKS

WITH DEEPEST GRATITUDE we extend this word of thanks for the many kind acts of sympathy, expressed by thoughtful friends since the loss of my mother. Mr. and Mrs. Leone Ferguson 10/20

Thank you for your expressions of kindness, the food, and the lovely flowers. We appreciate your prayers on our behalf at this time of sorrow.
The Tom Nance Family
L 10-2 P

SPECIAL THANKS to Lockney Ambulance service and to Madge Huff and Mary Glen Dege for the first aid given me.
Richard Phillips
L 12-2 C

CLASSIFIED RATES

CLASSIFIED ADVERTISING RATE: 10 CENTS PER WORD FIRST INSERTION; 7 CENTS PER WORD EACH SUBSEQUENT INSERTION. MINIMUM CHARGE \$1.50. CLASSIFIED DISPLAY RATE: \$1.20 PER COLUMN INCH-CARD OF THANKS: \$1.50.

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Parker Home Furnishings in Lockney, 652-3315 L-tfc

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Complete Irrigation Service, All Size Domestic Submersible Pumps In Stock, 1 Day Service On Submersibles.
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QUALITY SHAMROCK PRODUCTS
Always Make A Good Deal On SONIC TIRES and SOUTHLAND BATTERIES
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Barry Barker, Solicitor
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IF IT IS INSURANCE -SEE-
BARKER INSURANCE AGENCY
LIFE-FIRE-CASUALTY-HOSPITAL

SALES

GARAGE SALE: Methodist Personage, 127 W. Kentucky 9:00 to 5:00 P.M. Tuesday, October 4.
Electric Stove
2 sofas
3 chairs
Double sink
Kitchen cabinets
Wall lavatory
Dish washer
Children clothes
3 Braided rugs
Toys, Misc.

GARAGE SALE, Sat. and Sunday. Two miles north Aiken, two story white house. Misc. L 10-2c

YARD SALE: 805 Spruce, Lockney. Monday and Tuesday suit cases, blankets, bed spreads, gold area rug, floor waxer plus misc. items. L 10-2

FLOYD COUNTY ABSTRACT CO
Abstracts Of Title
Title Insurance
Verna L. Stewart
Owner, Manager
217 W. California 983-3728
Floydada, Texas



Auto Accidents DO Happen...
If one happens to you, be protected. Our car insurance offers coverage to meet your special needs - repairs to personal liability.

BAKER Insurance Agency
127 W. Calif. Ph. 983-3270

Can You Use Some Extra Money? Let Us Help!!!
WE BUY SCRAP IRON, OLD JUNKERS, COPPER BRASS.
Call 983-5277
Help Us Keep Our Country Clean

Sleep While Your Want Advs. Work



You can Count on Us
To Bring You
FOOD SAVINGS!

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

"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."

<p>Full Cut Heavy Aged Beef</p> <p>Round Steak</p> <p>\$1⁰⁸</p> <p>Lb.</p> 	<p>Heavy Aged Beef</p> <p>Sirloin Steak</p> <p>\$1⁰⁸</p> <p>Lb.</p> 	<p>USDA Grade A</p> <p>Whole Fryers</p> <p>39¢</p> <p>Lb.</p>
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Rump

Roast

98¢

Lb.



Piggly Wiggly

Golden Corn

Piggly Wiggly, Cut

Green Beans

Piggly Wiggly, Garden Sweet

Green Peas

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

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

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

8-Lb. U.S. No. 1

Russet Potatoes

79¢

10-Lb. Bag

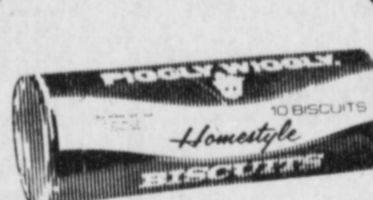


Heavy Aged Beef

T-Bone Steak

\$1⁶⁸

Lb.

Piggly Wiggly

Canned Biscuits

10 **\$1**

8-oz. Cans



Delta, 125-Ct., 2 Ply

Paper Towels

3 **\$1**

125-Ct. Rolls

Washington, Extra Fancy Red or Golden

Delicious Apples

3 **\$1**

Lbs.



Breast or Leg

Fryer Quarters

49¢

Lb.



Franco-American

Spaghetti 4 15-oz. Cans **\$1⁰⁰**

Libby's Vienna

Sausage 3 5-oz. Cans **\$1⁰⁰**

Texaco

Anti-Freeze Gal. Can **\$2⁸⁹**

Piggly Wiggly

Spinach 4 16-oz. Cans **\$1⁰⁰**

Old Pal

Dog Food 7 15-oz. Cans **\$1⁰⁰**

Johnson's Disposable, Daytime

Diapers 24-Ct. Box **\$2²⁹**

Slim Jim Frozen, French Fried

Shoestring Potatoes

4 **\$1**

20-oz. Pkgs.



Assorted Flavors

Jello Gelatin

5 **\$1**

3-oz. Pkgs.




Assorted Flavors

Wagner Drinks

3 **\$1**

Qt. Btls.



Piggly Wiggly

Cottage Cheese

53¢

12-oz. Ctns.

Piggly Wiggly

Tomato Sauce

8 **\$1**

8-oz. Cans

