

# Speeding, Drinking . . . And Traffic Fatalities

BY JIM BOB REYNOLDS

A traffic accident on Texas highways, roads, and streets occurs every 66 seconds. And a human life is lost every 2 3/4 hours in a vehicle accident within the Lone Star State!

These alarming figures by the Texas Department of Public Safety point out the mounting number of motor vehicle accidents in Texas.

This is the reason the DPS is asking for the public's help. Not for help in solving any major crime but help in reducing flagrant violations of the law which are committed by an estimated 74 percent of the driving public every day -- exceeding the legal 55 miles per hour speed limit.

"Observance of any law is dependent on the people and is their responsibility," explains Sgt. Ken Evans of Crosbyton, who supervises DPS Area 5A3 which includes seven counties: Crosby, Floyd, Garza, Dickens, King, Kent, and Stonewall.

## DEATH COUNT MOUNTS

Statewide, traffic fatalities have increased eight percent as com-

## Five Perish In County Since September

pared with the same period last year -- 2,467 to 2,675 for a total of 208 additional deaths due to traffic mishaps.

These statewide figures are, to many motorists, merely cold statistics.

But let's bring it a bit closer home.

In Evan's seven county area the number of traffic deaths stood at six through November 15 of 1976. It was more than doubled this year . . . 14 deaths through the same period.

The number of fatal accidents have increased 57 per cent and the number of fatalities is up 133 per cent over the previous year.

Six of the 14 deaths resulted in a six-day span. A Spur woman perished Sunday, Nov. 6, in a one-car rollover near Jayton. The next Friday was truly a black day as an elderly Slaton woman was killed in a pickup-truck crash, eight miles

north of Ralls at 3:40 p.m. Less than five hours later three Lockney residents had their lives snuffed out when their auto collided with a tractor, east of Petersburg.

Multi-death accidents have been more prevalent this year.

## CROSBY FATALITIES

Crosby County experienced months of traffic death-free months before the recent rash of fatalities. Not a single person died on Crosby highways, roads or streets during 1976. That skein continued until early September when two persons died in traffic-related accidents within a week.

Two more persons perished during November to leave the county traffic death figure 400 per cent above the previous year.

A similar situation existed in neighboring Floyd County where a single traffic death was recorded during 1976, that coming in April.

Another did not occur until July '77, followed by four more deaths in the past two months for a total of five this year . . . an increase of 250 per cent.

## TWO CAUSES

Sgt. Evans sees two primary violations as the cause: "speeding and driving while under the influence of alcohol." Listed by the DPS official as a "distant third" as the cause of traffic accidents is failure to yield right-of-way.

To back his opinion, Sgt. Evans points out that 25.2 per cent of all fatal accidents in his area this year have been one vehicle striking a fixed object. The reason: drinking and speeding.

Twenty-three per cent of the fatalities have come as a result of head-on accidents. Again, speeding and drivers under the influence of alcohol are primarily blamed.

One of every five traffic accidents

on Texas roads and streets results in at least one death or injury.

The economic loss from traffic mishaps in the Lone Star State during 1976 was estimated at \$1.485 billion by the DPS.

## POPULATION EQUIVALENT TO CITY'S WIPED OUT!

But property losses are meaningless when one considers that the number of persons greater than the population of Crosbyton have their lives snuffed out each year in traffic fatalities!

Texas recorded 2,421 traffic deaths in 1962. The number has exceeded 3,000 each year since!

Regarding excessive speed, one DPS official points out that "the biggest majority of people who are speeding are doing it through design," adding that there are not enough highway patrol troopers to catch every person who exceeds the 55 mph speed limit.

The same person explains that, on the High Plains, drivers may get a false sense of security because of the flatness of the land and the

seemingly capability of endless vision but, he adds, "We've always killed our share of people."

Also, with the use of the citizen band radio by many drivers, information is exchanged which spots the DPS troopers as they are patrolling highways.

## PUBLIC COOPERATION

Col Wilson E. Speir, director of the DPS, says that the state could increase the number of highway patrol troopers "so that one could be stationed behind every bush, tree or over every hill, but the cost to the taxpayers would be prohibitive."

"We therefore are issuing this appeal to motorists in hope they will realize that slower speeds will pay off in the saving of lives, suffering and money in the form of better gas mileage and insurance costs in addition to extra wear and tear on vehicles."



# The Lockney Beacon



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## Reserve Oil To Drill Wildcatter On Kendrick Farm

Reserve Oil Company of Oklahoma City will drill a wildcatter southeast of the Bob Kendrick home in the near future. Slush pit has been dug and the rig that is drilling the wildcatter south of Dougherty will do the drilling. Drilling is expected to go over 10,000

feet deep.

The location is just southwest of the oil well that flowed, located some five miles east of Lakeview. This well has been shut down and no pump installed. It was reported that the well just north of Lakeview was pumping ten barrels a

day, but production dropped. Storage tanks have been removed on this site, but pump remains in the hole.

With the wildcatter being drilled five miles north of South Plains, wildcatters are drilling at both the north and south extremities of Floyd county.

## LHS Season Grid Stats Revealed

Lockney High School's football Longhorns were outscored by their opponents by a total of three points in the recently completed 4-6 season, according to season statistics released by head coach Jim Warren. The Longhorns scored 169 points during the 1977 grid season while allowing the opposition a total of 172 points.

Danny Clark led the team in scoring with 104 points. Joe Rodriguez scored

22, and Billy Sessom had 12 points for the season. Also adding to the 'Horns' scoring total were Danny Wilson, eight points; Steve Warren, Ray McMahan and Arnold Alaniz, six each; and Johnny Arjona, five points.

The LHS gridgers outscored their opponents 52-22 in the first quarter and 39-20 in the third, but were outpointed 60-50 in the third period and 70-28 in the fourth.

Clark carried 282 times for 1730

yards. Rodriguez notched 279 yards on 53 carries, Sessom picked up 232 yards on 64 rushes, and Armando Vasquez managed 153 yards on 33 totes. Also, Wilson carried 12 times for 58 yards, Warren gained five yards on six carries, and Arjona carried the ball one time, gaining five yards.

Quarterback Sessom completed 17 of 47 passes for the year for a 325 yard total gain, and Warren connected on two of three attempts for 18 yards total. And Clark was 0-for-2 in the passing stats.

In the receiving department, Lyndall Stapp caught five for 108 yards, Wilson four for 60, McMahan six for 87, Alaniz two for 65, and Rodriguez one for 19 yards.

Alaniz punted 44 times, averaging 37.4 yards per kick, and Sessom punted seven times for a 32.2 average.

## SEASON STATISTICS

Lockney	Opponents
135	153
597	678
2462	2239
343	536
2753	2775
53	68
19	31
5	7
7	5
18	20
20	18
46	41

## BEACON LIGHTS

By Jim Huggins

ALTHOUGH SALES TAX figures show that the state retail sales are up 22 percent, Lockney is showing a better increase than Floydada. Lockney is up 16 percent, Floydada 10 percent. How is business in area towns?

Olton 17 percent, Tulia 8 percent, Crosbyton 11 percent, Ralls 23 percent, Spur 20 percent, Hereford 8 percent, Slaton 21 percent and Dimmitt is minus 31 percent.

What can Floyd county towns do to increase business? Two real good points we would guess are better merchandising and advertising. Merch-

andising means a good selection, well displayed, at a fair price. Advertising means asking the consumer to come in via some good bargain items each week.

THE FRONT PAGE story about speed and traffic problems in Floyd county would be complete if we had a few more statistics. Hopefully, by the end of the year we can get a report from the DPS on how many speeding tickets and how many warning tickets they have written this year . . . and how this compares with last year.

## Farmers In County Gross \$26,524,000

For Floyd County farmers as a whole, the past year turned out to be a better one, from the standpoint of gross income, than it was for farmers and ranchers in many sections of the county.

Despite the fact that prices for crops and livestock fluctuated during the year, ending up at a lower level, some local growers succeeded in boosting their receipts above the average of the previous few years.

The fact that there was a gain of any size, in view of the economic problems with which they had to cope, represents an achievement of sorts.

What made it possible was increased output, which compensated for the sluggish situation. Local farmers went all out to get maximum production.

The findings are from a national survey released by the Standard Rate and Data Service. It covers every county in the United States.

In Floyd County, its figures show, farm receipts amounted to \$26,524,000. This compares with the total, a year earlier, of \$26,144,000.

That was the gross return, before any deductions for taxes, fuel, labor costs, supplies and the like.

It represents the overall receipts from the sale of farm products, together with government payments and the value of home-grown products consumed on the farm.

The local rise, 1.5 percent, compares with a 2.4 percent drop in the United States.

A breakdown of the cash receipts in Floyd County from the sale of farm goods, based upon the most recent data from the Department of Agriculture, shows approximately 80 percent com-

ing from crops and 20 percent from marketings of livestock, poultry and dairy products.

Although many local growers have been able to improve their production and raise their gross income, they have not been as successful in turning this gain into greater net income.

Inflation has been the chief culprit. It has boosted the cost of fertilizer, feed grains, fuel, equipment and every other operating expense.

The national figures tell the story. In



1977-78 LADY HORNS VARSITY--Left to right, front: Karla McCarter, Mona Henderson, Kay Tannahill, Sheila Hrbacek, Melinda Wilson. Middle row: Jo Beth Stallings, Bonita McDonald, Susan Fitzgerald, Stephanie Turner, Rise Taylor. Back: Kim Spencer, Paula Ellison, Jody Nance, Rebecca Evans. (Staff Photo)

## Roundballers Sweep Three From Olton

Lockney High School basketball teams treated the home fans to three victories over Olton Tuesday night in the first home games of the 1977-78 season for LHS.

The junior varsity Lady Horns set the pace, winning 35-16, the varsity girls won 42-38 for the second Lockney victory of the evening, and the varsity boys were on the long end of a 59-45 count in the finale. It was the first victory of the season for the Longhorn boys.

## JV GIRLS 35, OLTON 16

The JV girls' game got off to a slow start--the score was Lockney 2, Olton 1 at the end of the first quarter. The Lockney girls were ahead 16-10 at halftime and 26-15 at the three-quarter mark and outscored Olton 9-1 in the last quarter.

Julie Frizzell led a balanced Lockney attack, scoring 10 points, Tammie Hayes scored eight points, Gay Frizzell, seven, Donna Moats five, Penny Sterling three, and Sheris Clark two for the Lady Horns. Coaches said Tammie Hayes had a good defensive game, and said the JV girls are beginning to show improvement in handling the five-player situation they're playing under this season.

## LADY HORNS 42, OLTON 38

Sheila Hrbacek continued her high-scoring ways with a 28-point effort in the varsity girls' game leading Lockney to a 42-38 victory. Stephanie Turner added 12 points and Rebecca Evans got two for Lockney. Melanie Whitten managed 19 for Olton.

Hrbacek averaged 21 points per game in four contests through Tuesday, making her one of the top scorers in the area. And Coach Marsha Sharp said Turner did a good job running the offense and shooting Tuesday night. Lockney had a 29-20 advantage going

into the final period and increased it at one point to 12 points. They'd led 19-12 at halftime, but were up by only one (6-5) at the end of the first quarter.

The Lady Horns hit eight of 10 free-throw tries and fouled 14 times in the game.

## LONGHORNS 59, MUSTANGS 45

The Longhorns, with a 17-point effort by Joe Rodriguez, notched victory number one Tuesday night, defeating Olton 59-45. The Mustangs led by a point, 20-19 at the half, but the 'Horns pulled ahead 36-32 at the end of three and put it away in the fourth, outscoring the visitors 23-13.

Howard Moore scored 11 for Lockney, Aaron Wilson added nine, Danny Clark and Danny Riddley eight apiece, Ray McMahan five, and Breck Record one point. Cox led Olton with 18 points.

Coach Mike Bellar said the Longhorns had an outstanding defensive effort--"I thought our kids really got their face and got after 'em," he said. He added: "I'm impressed with the character of this team. They're learning to keep their poise, and they're getting more disciplined every day."

## GIRLS AT PETERSBURG MONDAY

The LHS varsity and junior varsity girls play at Petersburg Monday, when the JV game starts at 6:30 p.m. and the varsity contest at 8. Boys' games were scheduled but were cancelled because the Buffalos are still in the football playoffs.

Junior varsity and varsity girls and varsity boys play Post here Tuesday. Games start at 5 p.m.

## District Scout Banquet December 1 In Plainview

Bob Dunbar, president of the South Plains Council, will be the principal speaker at the Haynes District Scout Banquet to be held on Thursday evening December 1st. The annual recognition affair will be held at 7 p.m. in the Garden Room of the First Presbyterian Church, 2101 Utica, Plainview.

Dunbar is regional manager for Southwestern Bell Telephone. As the

volunteer head of the 7,000 member local Scout council Dunbar is an able spokesman for the movement.

Among the awards to be presented will be Scout leader training recognitions, round-up awards, Wood Badge honors and national honor unit awards.

Two Scouters will be honored with prestigious District Award of Merit. This award is the highest honor that an can be given to a Scouter in a local

district.

District officers for 1978 will be installed. Bob Lotspeich, of Hale Center, will be the new district chairman. Don Nelson, of Dimmitt, Mabrey Greenhaw, of Silverton and David Wilder, of Plainview, will be the new district vice-chairman. Dr. N.W. Kramer, of Aiken, will serve as district commissioner.

The banquet is open to the public.



**COUPLE ANNOUNCES WEDDING PLANS:** Mr. and Mrs. Fred Lloyd of Floydada announce the engagement and approaching marriage of their daughter, Nancy Charmaine, to David E. Barker, son of Mr. and Mrs. A. L. Barker of Amarillo. Nancy is a 1975 graduate of Floydada High School and is presently employed by the Floyd County Hesperian. David is with the United States Navy stationed in Orlando, Florida. The couple plan a December 23rd wedding.

**Shower In Lubbock Honors Miss Collins**

Miss Shelley Collins, bride-elect of Ronnie Gammage, was honored November 21 with a seated shower given in the home of Mrs. Della Moreland of Lubbock. The serving table was covered with a lace cloth over blue. Punch and cookies were served from crystal appointments. The centerpiece was a floating candle in a large crystal bowl. Hostesses for the occasion

were Meses. Jeneice Reno, Idell Kinsey, and Della Moreland, all of Lubbock. Special guests were Mrs. Gene Collins, and Mrs. N.H. Gammage of Lockney, and Mrs. Grog Roberts of Lubbock. Also in attendance were Anna Smith, Sherry Cox, Kathy Appleton, Linda Baker, Judy Carey, Roni Taylor, Larita Barkley, and Brenda Rampy, all of Lubbock.

**Recital Set Tuesday**

Piano students of Elaine Hardy will be presented in recital at 7:30 p.m. Tuesday (November 29) in the First Baptist Church in Lockney. Theme of the recital is "Tracing the Origins of American Music." Students will play jazz, boogie, rock, country and western music, and show tunes. The public is invited.

# Society

**Miss Christian, Clifford Mason Exchange Wedding Vows In Providence Church**

Cynthia Christian of Lockney and Clifford Mason of Amarillo pledged wedding vows Saturday night November 12 in the Trinity Lutheran Church at Providence. The Rev. Hugh Daniel of the First United Methodist Church of Lockney directed the exchange of double ring vows.

The couple stood before the church altar which was decorated with tropical foliage and gypsophila tied with yellow satin covered the accessories. A large arched candelabra stood on each side of the altar. The focal point was the kneeling bench holding the unity candle.

The former Miss Christian is the daughter of Mr. and Mrs. Larry Christian. Her husband is the son of Mrs. Ernest Henry of Amarillo and Carl Mason of Friona. Organ music was presented by Ken Watson preceding the ceremony. He accompanied soloist Teresa Duvall as she sang "Color My World" and Mrs. Mitzi Glenn as she sang "We're Only Just Begun." The Wedding Prayer was sung by Miss Duvall and Mrs. Glenn. The bride was attended by Cheryl White of Amarillo as maid of honor. Tracy

Wofford of Lockney as bridesmaid. Paula and D'Lynn Christian, cousins of the bride, were flower girl. Best man was Daniel Mason, the groom's brother. Groomsman was Nick Christian, the bride's brother. Brian Mason, the groom's nephew, was ring bearer. Ushers were Michael Dietrich of Lockney and Nick Christian.

Given in marriage by her father, the bride wore a chiffon gown with a molded bodice of re-embroidered alencon lace and English net. It featured a mandarin neckline adorned in front with tiny seed pearls. The long Juliet sleeves were trimmed with a cuff of matching lace and English net. The empire waistline fell into a fluid skirt with a full chapel train. An alencon lace half cap held her double-tiered butterfly veil of candlelight bridal illusion edged in seed pearls. She carried a cascade arrangement of yellow roses and white daisies.

For something old and blue she carried a blue handkerchief that her grandmother and great grandmother carried at their weddings.

For something new she wore a gold chain with her

first baby ring. For something borrowed was the wedding gown.

The bridesmaids wore floor length dresses of light yellow. They carried cut flower arrangements of pastel yellow flowers. A reception was held in the church fellowship hall following the wedding.

The bride's table laid with a hand cut worked linen tablecloth with yellow flower arrangement. The three tiered wedding cake decorated with cascades of white wedding bells and yellow rose buds and crystal appointments.

Katy and Karen McCarter and Dara Lee McPherson served the wedding cake and yellow punch. Also assisting with the wedding were Mrs. Floyd Lyles, Mrs. Bill Strickland, Mrs. Eugene Tannahill and Mrs. Fritz Schacht. Misses Margaret Schacht and Donna Tannahill.

The bride changed to a red pantsuit with white accents and a corsage of her bridal bouquet for a short wedding trip.

The group has been employed at the Tye Company in Lockney where they will make their home.



MR. AND MRS. CLIFFORD MASON

**Shower In Mathis Home Honors Miss Lisa Scheele**

Miss Lisa Scheele, bride-elect of David Ben Peckenpaugh, was the honoree at a shower November 19 in the home of Mrs. Warren Mathis in the Providence community.

Katie Mahaney registered guests in the entrance hall, on a table appointed with a persimmon and ivory woodrose flower in a crystal bud vase.

In the receiving line were Miss Scheele; her mother, Mrs. Albert Scheele; her grandmothers, Mrs. Ralph Brown and Mrs. M.C. Scheele; and her fiancée's mother, Mrs. Wendel Peck-

enpaugh. Their corsages were made with ivory-colored straw flowers and persimmon-colored bows, with a kitchen gadget attached.

Mrs. Betty Sammann and Mrs. Virginia Ammons assisted in displaying the gifts. Coffee, spiced tea, thumbprint cookies, cheese wafers, sand tarts, nuts and mints were served by Miss Donna Tannahill and Miss Cheryl Samman.

The serving table was covered with an ivory linen and lace cloth, centered with a bride doll with persimmon-colored streamers with "Lisa and Peck" on one side

and "Dec. 31, 1977" (the couple's wedding date) on the other, backed by a silver candelabra bearing persimmon-colored candles. There was a silver tea service at one end of the table and a silver tray with cookies at the other.

Hostesses were Meses. Warren Mathis, Paul Haley, E.M. Quebe, Arnold Dietrich, R.C. Matthews, Eugene Tannahill, Helmuth Quebe, R.L. Ammons, Faye Bramlet, Albert Sammann, Donnie Bybee, L.B. Brandes and Elbert Sammann. Hostess gift was a mixer.



Tennis player Billie Jean King won the American women's title in 1967 without losing a set.

**Circle Meets With Mrs. Sims**

The B.W. Circle met in the home of Mrs. W.C. Sims. Refreshments were served to the nineteen ladies present.

The ladies joined their voices in singing led by Joe Payne. Let's Just Praise the Lord. During roll call the

members answered with a verse from Exodus, followed by a prayer by Mattie West-

Ruth Williams, doing well after her eye surgery, expressed her thanks to the group for the gift she received.

Joe Bingham brought the devotion, reading from the book of Genesis 21, and told explained how the people in Gahana are being taught by the missionaries to build silos, the people there depend on the stored grain to eat during the rainy season and also in drought. A prayer was offered for the missionaries serving in the foreign fields and also those having birthdays.

Bible Study, led by Anne Swepston, presented very interesting information about two of the disciples, Phillip and Simon. The group was dismissed with prayer.

**FLOYD DATA**

Thanksgiving Day visitors of Maurice Campbell were Mr. and Mrs. Max Campbell, Leslie, Jordan and Bryan and Mrs. Lucille Cole all of Levelland and Mr. and Mrs. Robert Barnes of Amarillo.

**MANAGING YOUR MONEY**

**Women Now Have Full Rights To Credit**

Whether you are married, single, separated, divorced, or widowed, the Consumer Credit Institute, representing over 800 consumer finance companies nationwide, suggests that you be aware of the new credit laws that can help women.

The Equal Credit Opportunity Act, which became effective October, 1975, prohibits lenders from discriminating against applicants on the basis of sex and marital status. Although all women can profit from the benefits of the ECOA and its subsequent provisions, married women will notice the most substantial changes.

As of June 1, 1977, all married couples may apply for joint credit accounts and have their credit history reported in their individual names. If you already have a joint account which is shown only in your husband's name, you should request that the account be listed in your name as well. You and your husband must both be responsible for



If you are separated or divorced, your child support and alimony received regularly can be considered income at your option. In addition, the new regulations governing joint accounts can help you because you will have your own established credit history when your husband is gone.

If you are married, you should be aware that lenders cannot ask you about child bearing plans or methods of birth control and must include your income in determining a mortgage. If you are a young woman just entering the job market, you would normally have a minimal credit and employment history. You should not let that deter you from applying for credit. Under the new legislation, the right to the same credit terms as a man with a similar financial history is assured.

You can prevent discrimination against women and their credit if you familiarize yourself with the new credit laws and take advantage of them. Start building your credit history now; it can be very important to your future.

**perry's**  
EASY TO SHOP VARIETY STORE

BEGINNING DEC. 5TH WE WILL BE OPEN UNTIL 7 P.M. FOR YOUR SHOPPING CONVICIENCE

**CHRISTMAS SALE!**

<p><b>BATTERIES</b> 1 PR PER PKG <b>57¢</b></p> <p>BOXED SEVERAL TO CHOOSE FROM <b>STATIONARY</b> PRICED FROM <b>\$1.59 &amp; up</b></p>	<p><b>ASSORTED CHRISTMAS CANDIES</b> <b>79¢ - \$1.99</b></p> <p><b>35 LITE DOUBLE FLASHER</b> <b>LITE SETS</b> <b>\$1.99</b></p>	<p><b>"SAVELE" 100% NYLON KNITTING YARN</b> 400 YD IN 400 YD COLOR 400 YD IN 400 YD COLOR <b>99¢</b></p> <p><b>26-INCH ROLL PAPER</b> 2" CORE <b>88¢</b></p>	<p><b>TAPE</b> 1/2 X 300 IN (1144 T03) <b>44¢</b></p> <p><b>\$5.99</b></p>
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<p><b>2 1/2 INCH SATIN BALLS</b> <b>\$1.97</b></p> <p><b>METAL TREE STAND</b> <b>\$1.99</b></p> <p><b>1000 STRANDS 18 INCHES SILVER ICICLES</b> <b>37¢</b></p>	<p><b>Large Selection GAMES PUZZLES &amp; MODELS!</b></p> <p><b>TRICYCLES</b> 13 INCH UNASSEMBLED <b>\$18.99</b></p>	<p><b>ASSORTED WIDTHS VELVET RIBBON</b> CHRISTMAS COLORS ROLL <b>69¢</b></p> <p><b>CHRISTMAS GIFT TAGS</b> WIDE SELECTION - QUOTE - STRING ENCLASURE - SELF STICK DESIGN TAGS <b>39¢</b></p> <p><b>1/2" WIDE RIBBON</b> 18 YD PER ROLL <b>29¢</b></p> <p><b>10¢-39¢</b></p>	<p><b>DECORATOR DOLLS AND DOLL LAMPS</b> PRICED FROM <b>\$9.95 - \$33.95</b></p> <p><b>CHRISTMAS TREES</b> 6 FOOT <b>\$12.88</b> 4 FOOT <b>\$8.88</b></p>
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<p><b>3 DIFFERENT RELIGIOUS PICTURES</b> METAL FRAME WITH LIGHT <b>\$12.88 EACH</b></p> <p><b>1 1/4 INCH BRIGHT AND SHINY TREE BALLS</b> <b>\$1.29</b></p>	<p><b>Amaryllis Bulbs</b> <b>\$3.97</b></p> <p><b>Ionka Asst. Toys</b> Good Selection</p>
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**Sweet William**

Softness personified...

Sweet William takes the languid approach to evening dressing with their fluid "angel" pantsuit. Soft pajama pant and top accented with gathers and butterfly sleeves sets the stage for a great holiday season!

In luscious shades of pink, yellow, light blue, hot pink, green, camel, royal, red and black. \$46.00

**Brown's**

**DEPARTMENT STORE**

104-06 North Main Lockney, Texas



KAY TINNEY of Roye's Merle Norman store in Floydada shows some of the new merchandise in one of Floydada's newest businesses. The store features cosmetics, clothes and gifts and is located next door South of Thompson Pharmacy. (Staff Photo)

### Kelley Attends Meeting

Obie Kelley, Soil Conservation Technician with the Floydada Soil Conservation Service recently attended the Orientation and Basic Resources Conservation Training Conference for new employees at Vernon, Texas for one week. Approximately thirty six men from the Northwest Texas area attended the conference. Training was basically on the subjects of Range Management, Agronomy, Recreation, Woodlands, Biology, Soils, and Plant Materials. The instructors from the Temple State SCS Office included: Budd Fountain, Deputy State Conservationist; R.E. Hovel, Assistant State Conservationist; Sam Nix, Personnel Officer; Harlen Johnston, Personnel Management Specialist; D.E. Polk, State Resource Conservationist; Gaylene Lane, Soil Scientist; Edward Holcome, State Forester; Jerry Waller, Conservation Agronomist; Rhett Johnson, State Range Conservationist; Gary Valentine, Biologist.

The purpose of the training is to up-date and prepare Conservationist for working with land users. The Floydada SCS office works through the local Floyd County Soil and Water Conservation District.



THE LIONS ARTS AND CRAFTS SHOW in the Massie Activity Center was a huge success with all booths filled. Artists and craftsman from Floydada and Lockney displayed most of the items. (Staff Photo)

God never gives talents or abilities simply to draw attention or glory to their possessors. Each of us has gifts. Some are unusual enough to earn world acclaim. Others are more ordinary. Either way, we can use those talents, as Paul Anderson has, to show love for others. That is a very effective way of returning thanks for God's gifts.

For a free copy of the Christophers News Notes, "You're Really Something," send a stamped, self addressed envelope to The Christophers, 12 E. 48th St., New York NY 10017.

"We always love those who admire us, but we do not always love those whom we admire." La Rochefoucauld

### 4-H Honors Outstanding Members

Clay Hamilton, son of Mr. and Mrs. Charles Hamilton of Floydada, and Tracy Lyn Beedy, daughter of Mr. and Mrs. Austin Beedy of Lockney, were among the forty outstanding 4-H members who were saluted in Lubbock Monday evening, November 21, by parents, government officials, Extension leaders and other supporters at the annual 4-H Gold Star Banquet.

The youths received the highest county award offered in the 4-H club program—the Gold Star—at the program in the Coronado High School cafeteria. Twelve member-owned electric cooperatives serving Extension Service District 2 were hosts for the event. The 4-H program in Texas is directed by the Texas Agricultural Extension Service.

A boy and girl from each of the 20 counties in the district are eligible to receive this top award each year. It is based on outstanding achievement, leadership, and contributions to the county 4-H program.

Speaker for the banquet was Dr. Terence R. Greathouse, Associate Dean of Agriculture of the Texas A&M University, College Station. The group was welcomed by Bailey Reese, General Manager of Dickens Electric Cooperative Inc., Spur, Texas. State Rep. Michael Ezzell, Snyder, was Master of Ceremonies.

The awards were presented by Billy Gunter, District Extension Agent, and Miss Martha E. Couch, Area 4-H and Youth Specialist, with the Texas Agricultural Extension Service. John Johnson, Assistant Farm Director, KFYO Radio, Lubbock, described the achievements for which the youths were honored.

To qualify for the special award, a 4-H member must be at least 13 years old, have completed at least three



CLAY HAMILTON AND TRACY LYN BEEDY

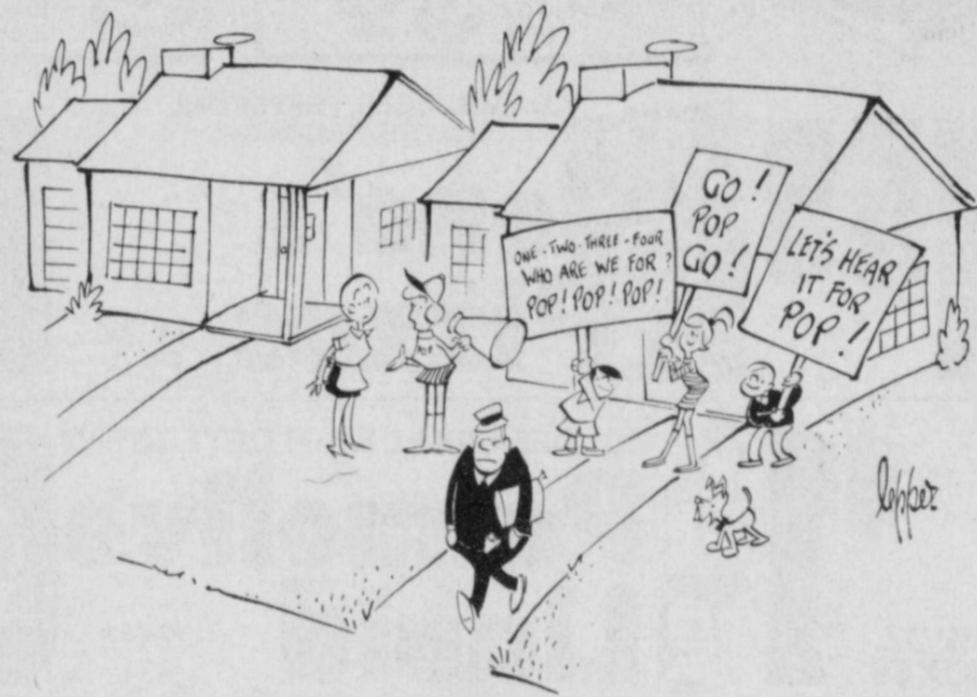
years of club work, and be currently active in 4-H. Gunter said the Gold Star award is to stimulate the winners to additional achievements and encourage other young people to participate in the county 4-H program.

Greathouse noted the disparity between governmental definitions of "farmers" and those farmers who really produce the nation's agricultural commodities.

Under current census definitions these are some 2.8 million farms, "but many buy more food than they produce," he said. Farms which gross less than \$20,000 make up 63 percent of the nation's farms, but produce less than 10 percent of its agricultural products, he said.

Farmers make up only 3.9 percent of the nation's population. Greathouse said, "so you can imagine what that does to us politically."

For the youthful honorees, the educator suggested four rules to continue their growth and achievement: Don't be afraid to question; don't be afraid to make mistakes; be tolerant; and continue your education throughout your life.



"You wouldn't believe what we go through to get Walter off to work each morning!"

**RANUNCULUS FOR SPRING COLOR**—Ranunculus tubers planted the next few weeks can provide a spectacular color display in your landscape next spring. points out a landscape horticulturist with the Texas Agricultural Extension Service. Plant the tubers in pots

### What One Person Can Do

PAUL ANDERSON, OLYMPIC STRONGMAN

A purpose as strong as his massive chest and biceps has dominated the life of Paul Anderson, 1956 Olympic weightlifting champion and still the world's strongest man. Anderson, who lifts

a record 6,270 pounds on his back and drives nails through two-by-fours with his palm, maintains homes for 45 disadvantaged boys in Georgia and Texas.

Anderson became concerned about the plight of homeless and wayward boys after visiting juvenile halls and prisons as an amateur athlete. "I'd always felt God had a special calling for me," he recalls, "and when I came back from the '56 games I just felt something was needed."

He began the first home in

Vidalia, Georgia, where he still lives with his wife, Glenda, and their 10-year-old daughter, Paula. The Andersons supervise three cottages of boys, with three couples who are house parents. Over 400 youngsters have stayed at the Vidalia Home, and many return from college and jobs to visit.

A second home was begun in Lewisville, Texas. Anderson makes hundreds of speeches a year to earn the money needed to support the homes for "his boys."

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<b>TOMATO SAUCE</b>	8 OZ. CAN	5/\$1.00
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<b>TOLIET TISSUE</b>	8 ROLL PKG	\$1.29
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THESE VALUES GOOD MONDAY, NOVEMBER 28 THROUGH SATURDAY, DECEMBER 3		
<b>GREEN STAMPS</b>	<b>KIRTLEY'S MARKET</b>	<b>AFFILIATED FOOD STORES</b>
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### Bush Attends Meeting

Linda A. Bush, soil conservationist, with the Soil Conservation Service in Floydada, recently attended a weeks FEDERAL WOMEN'S SEMINAR for all the Soil Conservation Service women employees in the state of Texas. About 150 women were in attendance. The meeting was held in Temple, Texas.

Some of the topics of discussion were Greater Opportunities For Women In The Soil Conservation Service, What An Executive Expects Of An Employee,

and Career Competition For Career Women.

Speakers at the meeting were Ruby Townsend, Coordinator For The Federal Women Program in Texas; Mona Beard, Employee Development Officer SCS, Washington, D.C.; George C. Marks, State Conservationist; Ann Huffines, Guidance Counselor, Southern Methodist University; Elizabeth Wells, Soil Conservationist, SCS Gainesville, Georgia; and Ernest Shillingburt, State Administrative Officer.



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Audrey Thomas - Owner

# What Happened To 55 MPH Speed Limit

WASHINGTON (UPI) — Americans are increasingly ignoring the 55 mph speed limit as memories fade of long service station lines during the 1973 Arab oil embargo, a Transportation Department report says.

The report said depressed accelerator pedals are cutting back savings in lives and energy that accompanied the mandatory speed limit.

"Highway speeds, after dropping significantly in 1974, and remaining at 1974 levels in 1975, are gradually increasing," Transportation Secretary Brock Adams said in the recent report to President Carter.

The report added that "a significant portion of motorists violate the 55 mph speed limit."

From 30 percent to 77 percent of vehicles in various states exceeded the limit during the first six months of the year, it said.

The average speed of free-flowing vehicles was 58 mph on rural interstate highways in 1976 compared with 57.6 in 1975; and 56 mph on urban interstates, compared with 54.7 for 1975, according to the report.

Wyoming and Connecticut shared the worst speed records, with 77 percent of vehicles exceeding the limit, it said. Missouri had 74 percent, Maine 71 percent and Texas 70 percent. Virginia had the lowest rate, with only 30 percent of its vehicles exceeding 55.

At the same time, the report said, highway deaths increased for the first time since enactment of the 55 mph speed limit from 46,011 in 1975 to 46,820 in 1976.

Carter has sent a telegram to 22 governors whose states had 60 percent or more traffic over the limit, expressing concern about the trend.

"If we are to retain and improve on the fuel and life savings benefits experienced over the past three years, a stronger effort must be made by all of us responsible for gaining increased compliance with the 55 mph speed limit," the president said.

"I urge you to redouble your efforts in communicating the importance of the 55 mph limit to the people of your state and to take all available steps to effect a greater degree of compliance."

Telegrams went to Connecticut, Maine, Texas, Missouri, Wyoming, Massachusetts, Vermont, Georgia, North Carolina, Tennessee, Illinois, Indiana, New Mexico, Oklahoma, Iowa, Kansas, North Dakota, South Dakota, Utah, Arizona, Nevada and Washington.

To continue receiving federal highway aid, governors must sign a statement each Jan. 1 pledging support for the speed limit.

The statistics used in the Transportation Department report were drawn from information submitted annually by the states to show they are enforcing the 55 mph limit.

WASHINGTON (UPI) — Here is the Transportation Department list by state of the percentage of vehicles exceeding the 55 mph limit for the first six months of the year:

State	Percent
Wyo	77
Conn	77
Mo	74
Maine	71
Texas	70
N.D.	67
Utah	67
Ariz	67
Ind	66
Tenn	65
Okla	64
N.C.	64
Vt	64
S.D.	64
N.J.	63
Nev	62
Kan	62
Wash	62
Neb	61
Mass	60
La	60
Iowa	60
Pa	59

Mont	58
Ill	58
Miss	57
Ala	57
W.Va	56
S.C.	56
Del	56
Ark	56
Ohio	54
Calif	52
Wis	51
R.I.	51
Or	50
Minn	50
Mich	49
Idaho	46
MD	45
Pa	45
N.H.	44
N.J.	43
Alaska	40
Colo	38
N.Y.	38
Ky	37
Hawaii	38
Puerto Rico	31
Va	30

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## City Sales Tax Up 22%

AUSTIN—State Comptroller Bob Bullock said Tuesday that Texans may be headed for their biggest Christmas holiday shopping spree ever if retail sales

continue at their current brisk pace.

Bullock said that city sales tax collections—a prime indicator of the buying public's mood—are up an impressive 22 percent to date over last year, the biggest increase in recent years.

"This increase in retail sales reflects a growing confidence in the Texas economy which we feel will carry over into the holiday shopping period," Bullock said.

"If everything continues to go as expected, Texas merchants should have one of their best holiday sales seasons yet."

Bullock said that 880 Texas cities were mailed checks Tuesday totaling \$19.2 million as their November

share of the one percent city sales tax. This brings the total to date for the year to \$307.7 million, up from \$252 million for the same period last year.

City sales tax collections registered a 13 percent in 1975 were up 14.5 percent last year.

The City of Houston will receive the largest of the November rebate checks—\$4.3 million. That raises the city's total for the year to \$62.6 million, up 19 percent over last year.

Dallas will get \$2.1 million, San Antonio, \$958,009 and Fort Worth, \$705,748. Floydada, \$4,741.11, \$3,619.75, \$61,354.99, \$55,529.03, 10%, \$1,205.45, \$29,543.53, \$25,449.12, 16%

## OBITUARIES

### CHARLES WARREN

Services for Charles I. "Jack" Warren, 83, of Lockney were held Friday morning in the Moore-Rose Funeral Chapel.

The Rev. John Jenkins, pastor of the First Baptist Church of Lockney, officiated.

Burial was Friday afternoon in The North Cemetery in Sando.

Warren died Tuesday about 10 p.m. in Lockney Care Center after a lengthy illness.

He was born in Milsap and was married to Alta Young, January 19, 1927, in Weatherford. They moved to Floyd County in September 1952.

He was a veteran of World War I and was a member of the First Baptist Church.

Survivors include his wife; two sons, Charles E. of Springfield, Ohio, and Alton R. of Bisbee, Ariz.; a daughter, Shirley Griffith of Iowa Park; seven grandchildren and three great-grandchildren.

## CEDAR HILL NEWS

By Grace Lemons

Mr. and Mrs. Les Thompson of Hereford spent two days this week with their son and family Rev. and Mrs. Jackie Thompson.

Rev. and Mrs. Earl Arnold of Odessa will be the guest speakers at the Assembly of God Church. We urge everyone to be present for the services.

Christ Ambassador Rally was held at the Assembly of God Church Monday evening and refreshments were served following the services at the parsonage.

The Assembly of God Church still have several of the cook-books, "Cedar Hill Favorites". If you want one you can get one at the parsonage.

Mr. and Mrs. J.R. Conner spent Monday night in Amarillo with their son, Mr. and Mrs. Robert Conner and family.

Edna Gilly was among the Singles group that enjoyed a Thanksgiving supper Saturday evening at Lighthouse Electric.

Edna Gilly and Gladys Fortenberry and Imogene Fortenberry attended the Revival services at the Assembly of God Church in Floydada Thursday evening.

Ruth Hill of Floydada accompanied Edna Gilly to Lubbock on business Friday. Renee and Kim Patton spent Monday night in the home of Mr. and Mrs. Phil

Imogene Fortenberry Tuesday afternoon.

Linda Lemons, Traca, Shawn and Shanda Glidewell, Cole DuBois and Mrs. Carl F. Lemons enjoyed a luncheon in honor of Jessica's 4th birthday in the home of Mr. and Mrs. Marvin Lemons Saturday. Others present were Jessica, David, Marvin and Linda.

Mr. and Mrs. Marvin Lemons and Jessica of Lockney had lunch Monday with Mr. and Mrs. Carl F. Lemons.

Mr. and Mrs. John Kelly accompanied Norma Welch Saturday to Houston to see Mr. Kelly's sister, Callie who is very ill.

Paula and Ron Vick of Amarillo spent last weekend with Mr. and Mrs. Tom Fortenberry. They went to Lubbock Saturday and spent the night with Mr. and Mrs. Lafayette Boone and came back Sunday night and visited with the Fortenberrys.

Lemons and family.

Funeral Services for Laura Pyles were held in the Assembly of God Church at Childress Sunday afternoon. Those attending the services

from here were Imogene Fortenberry, Billy Ruth Lackey, Guy and Mattie Davis, and Junior and Martha Taylor, and Dosheer Dillard, Clifton and Ernestine Gilly of Floydada.

We learned at the time of this writing on Monday that Ruth Fortenberry will un-

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**Tortilla Chips** PINATA PLAIN MARGO 16 OZ. PKG. 99¢

**Jumbo Tamales** GEBHARDT'S NO. 2 1/2 CAN 59¢

**Tomato Sauce** SHURFINE 8 OZ. CAN 5/\$1.00

**Nestea** INSTANT TEA 3 OZ. JAR \$1.89

**Better Burger** LIPTON MAKE - A 3 OZ. BOX 39¢

**Corn Oil** SHURFINE 32 OZ. BTL. \$1.29

**Dill Pickles** SHURFINE WHOLE 16 OZ. JAR 49¢

**Hair Spray** MISS BRECK 11 OZ. CAN 88¢

**Karo Syrup** PINT BOTTLE WHITE 55¢

**Herbal Essence** 20% OFF LABEL SHAMPOO NORMAL OR OILY 8 OZ. BTL. \$1.19

**Margarine** SHURFRESH CORN OIL 1 LB. PKG. 49¢

**Rolls** SHURFINE CINNAMON 2 3/4 OZ. CANS \$1

**Long & Silky** HAIR CONDITIONER REG. or EXTRA BODY 4 OZ. BTL. \$1.19

**Cheese Food** SHURFRESH AMERICAN 16 OZ. Sliced PKG. \$1.39

**Nice & Easy** HAIR COLOR SHAMPOO 8 OZ. BTL. \$1.79

**Crispers** ORE IDA 20 OZ. PKG. 59¢

SHURFRESH SALTINE **Crackers** 16 OZ. BOX 39¢

SHURFINE BARTLETT **Pear Halves** 16 OZ. CAN 39¢

**Pepeno's Pizzas** HAMBURGER, PEPPERONI, CHEESE, SAUSAGE 13 OZ. PKG. 69¢

**Palmolive Liquid** 10% OFF LABEL DISH DETERGENT 22 OZ. BTL. 69¢

**Whole Fryers** GRADE A U.S.D.A. COUNTRY PRIDE LB. 49¢

**Cut-Up Fryers** U.S.D.A. GRADE A COUNTRY PRIDE PAN READY LB. 55¢

**Slab Bacon** WRIGHT'S HICKORY SMOKED SLICED LB. 99¢

**Fryer Breasts** U.S.D.A. GRADE A LB. 79¢

**Backs or Necks** 19¢

**Drumsticks** U.S.D.A. GRADE A FRYER LB. 79¢

**Giblets** 69¢

**Fryer Thighs** U.S.D.A. GRADE A LB. 69¢

**Livers** 69¢

**Crackers** RICH INT CHIPS & CHOCOLATE DROP 14 OZ. PACKAGE 79¢

**Crackers** CLUB 16 OZ. BOX 69¢

**Portable Radio** EACH \$19.99 LIMITED SUPPLY

**Potatoes** ALL PURPOSE RUSSET 10 LB. POLY BAG 79¢

**Oranges** TEXAS 5 LB. BAG 89¢

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**Grapefruit** RUBY RED U.S. NO. 1 LB. 19¢

**Carrots** CALIFORNIA 2 1 LB. PKGS. 49¢

**Pears** WASHINGTON D'ANJOU 3 LBS. \$1

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## Mrs. Wofford Tells Of Trip To New Zealand

By Mrs. Myri Wofford  
By chance I get to make the most wonderful trip of my life. My sister, Gladys Broddrick and her husband, Bob, members of the West Coast Iris Society, were invited to the Iris Convention of New Zealand. Bob was unable to go so I was invited to go. After hasty preparations, we left San Francisco on October 21 at 8:00 p.m. on a Pan-Am 747-C. We landed in Honolulu for a four hour lay-over, then on to Nadi, Fiji Islands for about an hour. We arrived in Auckland (pronounced Oakland), New Zealand Sunday morning. We left on Friday and landed the next morning on Sunday, losing Saturday completely. After going through customs, we got a taxi to our hotel, The South Pacific. We took a tour in the afternoon and saw a KIWI bird (in a zoo). This bird is nearly completely extinct and is a native of New Zealand. It is pictured on some of their coins. It lays an egg that is one fourth the size of the bird.

We left the next day for Taurango. Our host and hostess, Mr. and Mrs. H.C. Collins, met us there. She was waving a large bouquet of iris and was easy for us to locate. Such hospitality is almost unbelievable. The week long Convention was full of meeting new people, eating new foods with a lot of mutton in different dishes and cooked many ways. 'Hogget' is a one-year old lamb and is the most popular.

The President of the Iris Convention, Mrs. Madge Snow, invited us to their sheep station on the South Island. It consists of 35,000 acres of land, with 14,000 sheep and 600 Hereford cattle. We saw sheep dogs working, and they work by orders only and are very highly trained. We rode to the top of a mountain in a Land Rover with our host, Max Snow, in order to open gates to let out the sheared sheep. Most sheep are raised on the South Island, and most cattle on the North Island. I believe they have three million people, six million cattle, and sixty-three million sheep.

seeing, we went back to the North Island to Taurango. Our host and hostess then took us on a walking tour in the native bush country, and then to Glowworm Cave. It was much like Carlsbad Cavern except that we got into a boat and went down an underground river to see the glow worms on the walls and roof of the caves. One of our new friends, Nancy Smith and her husband took us back to Auckland by car, stopping along the way for various sights and to pick up sea shells. On arriving in Auckland, we found a very nice Motel where we stayed until we were leaving for home. We took a tour of the Bay of Islands on a real cold and gusty day. Living so far from any large body of water, some of these tours were quite frightening to me. We also visited a large forest of 'Kauri' trees and

they are very large and tall. Extinct now as native trees, they are grown only in protected places. Then we were ready to come home, so our friends David and Jill Hill took us to the airport and we returned on a 747-Special, flying non-stop to Los Angeles—on elev-

en hour flight without any rest. Our luggage was lost and we had to wait four days for it to be found, and it was pretty badly torn up when we did get it. Then we went to Sacramento and from there I came to Lubbock and home—to the best place anywhere to live.

## LOCKNEY LOCALS

Mrs. Henry Bollman attended the dedication of the Lake Plainview Marker north of the Santa Fe depot in Plainview Saturday afternoon. The marker commemorates the beginning of irrigation wells on the High Plains with the first wells being drilled by the T.L.D. company. She also attended the historical meeting in Llano Estacado Museum at Wayland, and Saturday night saw the performance of Romeo and Juliet at Harrah Auditorium.

Mr. and Mrs. Don Allison and girls, Andrea Lynn and Rene', of Memphis, Tenn. were here several days visiting his parents Mr. and Mrs. O.C. Allison, and for the wedding of Don's niece, Kelli Cross, in Plainview Saturday evening.

Mr. and Mrs. A.O. Foster of the Lone Star community had as Thanksgiving Day guests two of their daughters and their families, Mr. and Mrs. Dan Teuton and children, Mrs. Rick Offutt and Bruce Williams both of Lubbock; Mr. and Mrs. Frank McAlpine and Brian, and Mr. and Mrs. Fred Huffman and Monty from Eules, Texas.

Mr. and Mrs. Don Vernon and daughters, Donna and Tami, had Thanksgiving Day dinner with Mrs. Vernon's father, E.L. Burris of Brownfield, and other family members.

On Monday Mrs. Henry Bollman attended graveside services for Mrs. Bert Northcutt at the Silverton cemetery. She later visited in Tulia with Mrs. F.T. Day and Mrs. Roy Allard.

Mrs. David [Sarah] Cameron of Canyon attended Schacht's open house on Sunday November 20.

Mr. and Mrs. Waverly Washington had two daughters, a son and three grandchildren at home for Thanksgiving Day and the weekend. They are: Mrs. Mae Frances Goffney and children Christie, Alicia and Sylvia, Wezerley Ann Washington, and Travis Deval Washington, all from Dallas, Tx.

Mr. and Mrs. Ernie Widener and family spent Thanksgiving Day with her family, Mr. and Mrs. Herman Lawhon of O'Donnell, Tx.

Mr. and Mrs. Clar Schacht flew to Houston Thursday to spend the Thanksgiving weekend with her brothers.

Mr. and Mrs. Jim Burt have visiting them during the holidays their children Patsy and Tommy, students at Texas Tech.

Mr. and Mrs. Claude Stallings and family had as Thanksgiving Day guests her mother Mrs. Beatrice Lee from Pottsboro, Tx.; her sister Mr. and Mrs. Robert Thompson and children from Sunray, Tx.; and her brother Mr. and Mrs. Terry Lee from Dumas, Tx.

Anna Schacht's dinner guests Thanksgiving Day were Beulah Puckett, Mrs. Fritz Schacht and Margaret Schacht.

Mrs. Grace Colson returned last week from an extended visit with relatives in California. Her niece from Detroit, Michigan is visiting with her at the present time.



The first Christmas stocking is believed to have belonged to a fourth century child in Turkey. It's said a poor boy hung his stocking up to dry by the fireplace when St. Nicholas, a charitable Bishop, dropped into it a bag of gold.



The Pekingese, once the royal dog of China, could at one time only be owned by people of royal blood.

"To every man his own life is a mystery." Latin proverb

## "I Wants To Go To The Prose"

FELICIA APPLEWHITE brought this in. It's by a college English teacher:

**"I WANTS TO GO TO THE PROSE"**  
I'm tired and have been for quite a while. In fact, I think I can pinpoint the exact minute at which I first felt the weariness begin. I had been teaching for three years at a community college. I had, for quite a while, overlooked ignorance, dismissed arrogance, championed fairness, emphasized motivation, boosted egos and tolerated laziness. I was, in short, the classic modern educator.

One day a student, Marylou Simmons, dropped by my office. She had completed a single assignment and had missed perhaps 50 per cent of her classes. Her writing, what little I saw of it was illogical, grammatically incorrect and sloppy. "Can I help you, Marylou?" I said cheerily, ever the understanding and forgiving teacher. Her lip began to tremble; her eyes grew teary. It seemed she had been having trouble with her boyfriend. "I'm sorry, but what can I do?" I asked. Suddenly all business, Marylou said, "Since I've been so unhappy, I thought you might want to just give me a D or an Incomplete on the course." She smiled encouragingly, even confidently. That's when the weariness set in, the moment at which I turned into a flaming conservative in matters educational. Whatever Marylou's troubles, I suddenly saw that I was not the cause, nor was I about to be the solution.

### NAMBY-PAMBY COURSES

When I read about declining SAT scores, the "functional illiteracy" of our students, the namby-pamby courses, the army of child psychologists, reading aides, educational liaisons, starry-eyed administrators and bungling fools who people our school systems, my heart sinks. Public schools abide mediocre students; put 18-year-olds, who can't decide what to wear in the morning, into independent study programs; excuse every absence under the sun, and counsel, counsel, counsel. A youngster in my own school system got into a knife fight and was expelled for one week. I noticed in the paper that bus drivers regularly see riders smoking marijuana and drinking wine on the bus at, for God's sake, 8 in the morning. I could go on, but the public knows well enough the effects of a system of education gone awry.

Consider for a moment what caused the mess. A few years ago people began demanding their rights. Fair enough. They wanted equal education under the law. I'm for it. Social consciousness was born. Right on. Now, enter the big wrong turn, the one that sent our schools into never-never

land. We suddenly, "naively, believed that by offering equal opportunities we could (1) make everybody happy, (2) make everybody well-adjusted, (3) forgive everybody who failed, and (4) expect gratitude to boot. When students were surly, uncooperative, whiny and apathetic, educators decided they themselves didn't know how to teach. So they made it easier on the poor disadvantaged victims of broken homes, the misfits, the unloved. Well and good. But the catch to such lofty theories is evident. Poverty, ignorance and just plain orneriness will always abound. We look for every reason in the world for the declining test scores of our children, except for stupidity and laziness.

### A CURMUDGEON SPEAKS

I'm perfectly aware that I sound like an old curmudgeon and it frightens me more than it offends you. But I have accepted what educators can't seem to face. The function of schools, their first and primary obligation, is not to probe tender psyches, to feed and clothe the homeless, nor to be the papa and mama a kid never had. The job is to teach. The teacher's job is to know his subject, inside out, backward, forward and every which way. Nothing unnerves a student more than to have a teacher who doesn't know his or her stuff. Incompetence they cannot abide. Neither can I.

Before the educators lost their way and tried to diversify by getting into the business of molding human beings, a teacher was, ideally, someone who knew a certain body of information and conveyed it. Period. Remember crochety old Miss Dinwiddie, who could recite 40 lines of the "Aeneid" at a clip? Picture Mr. Wasseheimer, who could give a zero to a cheating student without pausing in his lecture on frog dissection. Every student knew that it wasn't wise to mess around with a teacher who had the subject down cold. They were the teachers we once despised and later admired.

I want them back, those fearsome, awe-inspiring experts. I want them back because they knew what a school was for and didn't waste any time getting on with the task at hand. They were hard, even at times unjust, but when they were through, we knew those multiplication tables blindfolded with both trembling hands tied behind our backs.

Before the schoolmasters and administrators change, they will have to shake off the guilt, the simpering, apologetic smiles and the Freudian theories. Which is crueler? Flunking a kid who has flunked or passing a kid who has flunked? Which teaches more about the realities of life: Which, in

fact, shows more respect for the child as a human being?

Just today I talked to a big blond bruiser of a football player who wants to learn the basics of grammar. I didn't tell him it was too late. You see, he was a very, very good football player, so good that he never failed a course in high school. He had written on a weekly theme, "I wants to go to the prose and come fames." He may become a pro, may even become famous, but he will probably never read a good book, write a coherent letter or read a story to his children. I will, however, flunk him if he does not learn the material in the course. My job means too much to me to sacrifice my standards and turn soft. Suppose that every time my student played football badly, the coach said it was "just a game." Suppose the coach allowed him to drink booze, stay up all night, eat poorly and play sloppily. My student would be summarily dismissed from the team or the team would lose the game. So it goes with academic courses.

### LIFE IS REAL

The young people are interested. I think, in taking their knocks, just as adults must take theirs. Students deserve a fair chance, and failing to take advantage of that chance, a straightforward dismissal. It has been said that government must guarantee equal opportunity, not equal results. I like that. Through the theoretical fog that has clouded our perceptions and blanketed our minds, we know what is equitable and right. Mother put it another way. She always said, "Life is real; life is earnest." Incidentally, she taught me Latin and never gave me air in a jug. I had to breathe on my own. So do we all.

Jordan teaches English at North Carolina State University at Raleigh.

In ancient Greece, a person erroneously mourned as dead was not treated as alive again until he had gone through a re-birth ceremony — including being dressed in baby clothes.

### THE LOCKNEY BEACON

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# FARM & RANCH NEWS

## Farm Price Decline Keeps Costs Level



The 1977 High Plains Boll Weevil Control Program drew to what officials termed a "successful conclusion" November 8 after meeting and overcoming a challenge not seen before in the program's 14-year history.

The earliest maturing crop in at least two decades caused weevils in the infested area to fan out over more acres than in previous years, explains Ed Dean, Field Service Director for Plains Cotton Growers, Inc., the program's coordinator.

"But good weather and additional aircraft for insecticide applications made it possible to keep the weevils in check and prevent excessive numbers from going into hibernation — and that's the program's objective," Dean states.

Weevils prefer to feed on and deposit eggs in cotton squares and young bolls. When a scarcity of this young fruit develops, as happens in mature cotton, migration from field to field is greatly accelerated, entomologists note.

About 435,000 acres along the eastern edge of the High Plains were sprayed at least once, Dean figures, the largest base acreage ever compiled. Some fields were sprayed as many as five times and the aggregate acreage total came to just over 1,250,000. This compares with 1,161,500 acres sprayed in 1976 but is well below the all-time high of 1,512,000 acres treated in 1965.

The first application of weevil-killing malathion covered only 132,000 acres, with treatment of some infested acreage being deferred to avoid aggravating an unusually serious bollworm threat. Most acres sprayed in any one application this year was 377,500. As cotton was defoliated and harvested, this figure dwindled to only 53,000 in the final application.

A total of 25 spray planes, under contract from three companies, spread 118,000 gallons of malathion at an estimated total cost of \$1.8 million, roughly the same as the program cost in 1976.

Cost of the program, initiated by PCG in 1964, is borne jointly by High Plains cotton producers, the U.S. and Texas Departments of Agriculture. USDA matches funds contributed by producers and the TDA.

Infested acreage was found and treated in 16 counties during 1977, including Andrews, Borden, Briscoe, Crosby, Dawson, Dickens, Floyd, Garza, Hale, Hall, Howard, Kent, Lubbock, Lynn, Martin and Motley.

"Considering that we were able to kill the maximum practical number of weevils before they could go into winter hibernation sites, we are optimistic that weevil emergence in the spring of 1978 will not be excessive," Dean stated.



SOME FLOYD COTTON is stored in long ricks instead of modules.

### Assiter Elected To Institute Board



Tim Assiter

Mr. Tim Assiter of B & B Farm Industries, Spearman, was elected to the Board of Directors of the Texas Plant Food Institute earlier this month during the organization's annual convention in McAllen. Texas Plant Food Institute (TPFI) is a trade association with over 550 members who manufacture, distribute and apply commercial

fertilizer throughout Texas. The Texas Plant Food Institute through its staff and membership is generally recognized as the official voice of the fertilizer industry in Texas. The organization primarily devotes its efforts to the more efficient use of commercial fertilizer and related products by farmers and ranchers in Texas. Members of this organization receive the latest available information in fertilizer blending techniques, modern and efficient methods of application and safer means of handling and applying pesticides. This ongoing educational benefit provides a professional position from which the TPFI member may offer sound and professional recommendations to his farmer customer back home and thereby provide that customer the opportunity for optimum production capabilities.

Mr. Assiter has been affiliated with the Institute for 5 years. He and his wife Janie, live with their daughter in Spearman.

program designed to help their son do just that, while helping him get ahead with his life, too.



A GOOD MARINE is a better civilian.

Here's how it works: If your son qualifies, the Marine Corps Reserve will pay him about \$53 a month for working one weekend a month while in high school. After graduation, he can earn about \$2,200 for approximately 143 days of active duty training. Then he returns home to his friends and family — and a good-paying part-time job one weekend a month, two weeks each summer.

As a Marine Reservist he'll have all the benefits of Marine training and all the advantages of civilian life. For further information about this program call 800-423-2600 toll free, or in California 800-252-0241. It's a good way to get it all together.

### Career Success

#### TIPS ON PLANNING

GETTING IT TOGETHER More and more parents who have wished that their high school youngster would get it together, are looking at a new

WASHINGTON (AP) — A small rise in food costs held the overall rise in consumer prices to 0.3 percent in October for the third consecutive month, the government reported today.

The relatively small rate of increase, about 3.6 percent at an annual rate, reflected the declines in wholesale farm prices last summer that have continued to exert a moderating effect on retail food prices.

Grocery prices rose only 0.1 percent in October, the same as in September, and have been largely responsible for bringing down the nation's inflation rate since mid-year. Food costs comprise about one-fourth of the Consumer Price Index.

Consumer prices have risen at an annual rate of only 3.8 percent over the past three months. This a marked improvement over the 10 percent rate during the first three months of the year, when the effects of cold weather and fuel shortages pushed up the price of food and other goods at a rapid pace.

Wholesale farm prices had fallen nearly 13 percent in May through September before jumping 2.4 percent last month.

However, government economists said all of the decline had been reflected at the retail level and predicted that processors and other middlemen would be able to absorb some of the October increase in wholesale prices.

In October, the Labor Department said, the Consumer Price Index stood at 184.5, meaning that a marketbasket of goods and services selling for \$100 in the 1967 base period now costs \$184.50.

The index also showed that consumer prices in October were 6.5 percent higher than those of a year ago.

The purchasing power of the average worker's paycheck increased 1.1 percent last month, the largest gain this year. The government said this was due to a 1.3 percent increase in average hourly earnings combined with a 0.3 percent rise in the work week, which more than offset the pace of inflation last month.

Over the year, real earnings — take-home pay adjusted for inflation and taxes — have increased 4.6 percent. The over-the-year gain was due largely to the increase in the federal tax deduction that reduced withholding taxes in June.

Non-food prices also continued to moderate last month, rising by only 0.3 percent, about the same as in the four previous months. This came despite the fact that higher prices for the new 1978

model cars were introduced into the index for the first time in October.

The Labor Department said the new-car index rose 0.6 percent. However, used car prices fell 2.1 percent.

Prices for gasoline and motor oil jumped 1.4 percent last month, considerably more than each of the preceding two months. Clothing prices also rose in October following a decline in September, and prices for tobacco products continued to rise sharply.

The cost of services, including rent and utility rates, rose 0.4 percent in October, compared with increases of 0.5 percent in both September and August and monthly increases averaging 0.8 percent earlier in the year.

Charges for electricity declined slightly last month but natural gas costs rose sharply, the government said. Rents increased 0.4 percent, while the cost for medical care rose 0.7 percent.

Among food prices, there were declines for sugar, cereal and bakery products, ground coffee, eggs, dairy products and pork.

Fresh vegetable prices also declined last month following a sharp rise in September. Prices for fresh fruits turned up in October. Poultry prices increased after declining for four months and the price of beef rose for the second consecutive month.

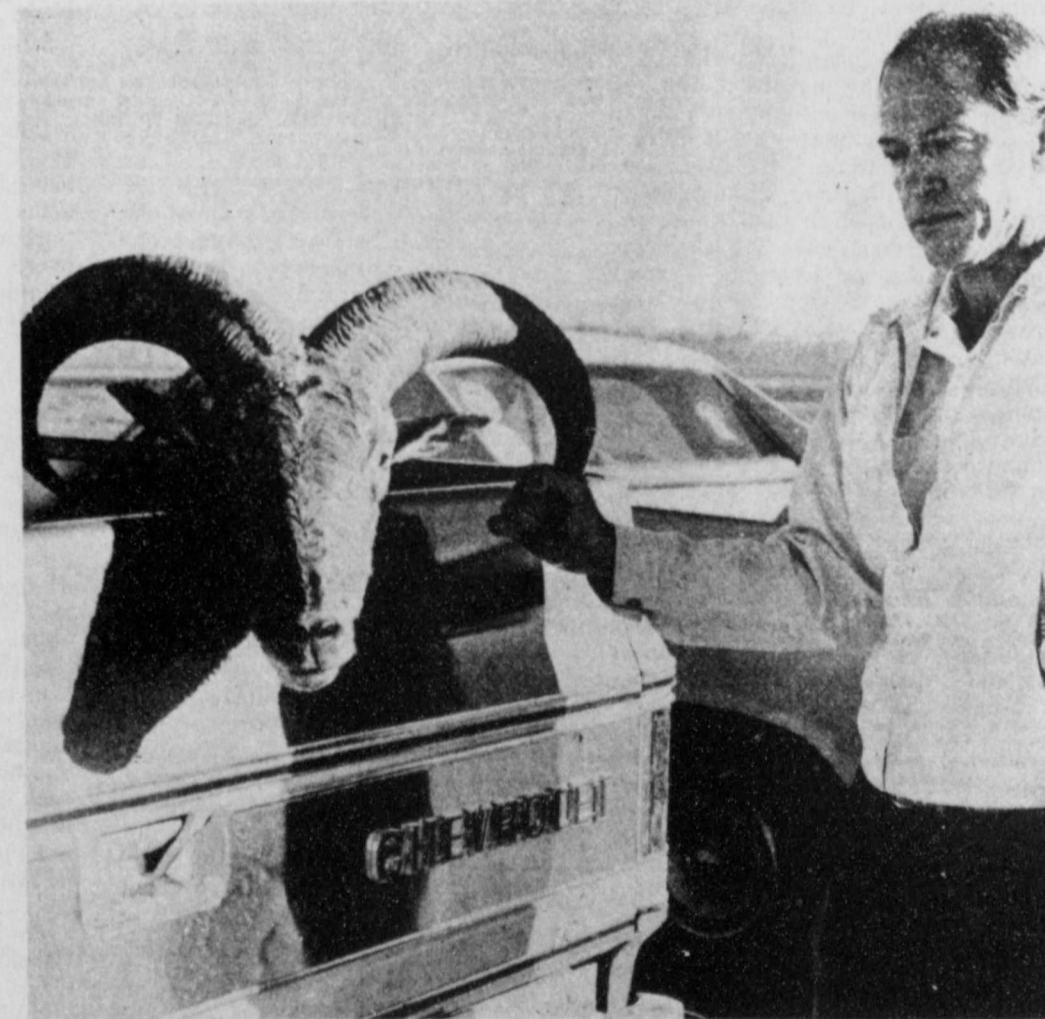
The administration has forecast an inflation rate of about 6 percent for the year, compared to a rate of 4.8 percent in 1976.

Food prices, which rose 3.1 percent last year, are expected to increase about 6.5 percent this year. A slightly lower rate is predicted for 1978 by the Agriculture Department.

Earlier this year, food prices were partly responsible for an annual inflation rate of 10 percent in the first quarter. The inflation rate fell to about 8 percent in the second quarter, and to 4.2 percent in the July-September period.

The slowing of inflation during the third quarter has been one of the few bright spots in the nation's economic picture, which has been the unemployment rate persist at about 7 percent since April with a marked slowdown in the rate of economic growth.

The Consumer Price Index is based on a monthly nationwide survey of about 400 items selected to represent the movement of prices of all goods and services purchased by urban wage earners.



—Staff Photo by Kenny Redin

LAST DAY SHEEP — Andy Fish barely got his aoudad sheep this season. Just before dark on Friday the final day, he bagged this fine aoudad sheep on the D.M. Cogdell Ranch. His sheep weighed nearly 300 pounds and supported horns of 25½ inches.

### Concrete bridges lead 'double' lives

AUSTIN, Texas (Spl.) — A process has been developed by University of Texas engineers that could double the life of concrete bridges.

The process impregnates concrete with a polymer (a

plastic-like material similar to Plexiglas) that seals the surface without changing its appearance. The treated concrete is stronger, skid resistant, highly resistant to acid and water adsorption, and able to withstand up to 15 times the average freeze-thaw stress of non-treated surfaces. The first commercial

application of the sealant process was made recently on a railroad overpass in Big Spring.

Mac's Backhoe Service  
Call Harvey McJimson  
Silverton, Texas

# The heat pump

## "THE ELECTRIC SAVINGS MACHINE"

### Here's how heat pump pumps

Think of it as a two-way electrical wonder, an amazing machine that cools your home or office in summer... then automatically reverses itself to heat in winter.

Think of it as a savings machine that costs less to operate than other electric heating, cooling systems now on the market. You know that all air — even frigid arctic air — contains heat. The heat pump just puts this simple principle to work. In winter, it squeezes heat from outside air and pumps it inside. In summer, it extracts unwanted heat from the inside air and pumps it outdoors.

Or consider something already in your home that accomplishes the same thing as a heat pump: your refrigerator. It removes heat from the interior of the box and expels it. Like a refrigerator, the heat pump's basic components are simple — electric motor, compressor, condenser, evaporator, and blower system. Unlike a refrigerator, the heat pump has a reversing valve that lets it change the direction warm air is pumped — inside in winter, outside in summer.

WINTER

It Heats

SUMMER

It Cools

OUR GENERATION IS FOR YOU!

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## Library News

The Floyd County Library announces the receipt of **EARTH HAS NO SORROW**, presented by the Voluntary Action Center of Caldwell County and the Texas Commission on the Arts and Humanities.

**EARTH HAS NO SORROW** is the result of a year long Oral History project funded by the Emergency School Aid Act in Lockhart, Texas. Approximately 150 elderly life long residents of all ethnic groups were interviewed and taped by local county volunteers. Twenty of the tapes were then transcribed verbatim and edited for inclusion in this publication.

This one hundred and thirty-two page soft bound book included 25 photographs by Dee Azadian illustrating life in Rural Texas. An introduction by Robert Thompson, Professor of English at Southwest Texas State University, sets the scene for the personal and historical remembrances.

In the words of native Texans, the reader sees the joy and sorrow of the lives of Anglos, Blacks, and Mexican-Americans in a rural Texas county.

### 16 MM TAPES NOW IN THE FLOYD COUNTY LIBRARY

**BACKING**, 15 min. color. 1975. West Wind Productions. JH-A A guide to being self sufficient and safe while backpacking. Explains what implements to bring on a trip, clothing, food and cooking, and the method of packing gear. Advocates the beauty of backpacking.

**BIP AS A SKATER**, 8 min. Color. 1976. Encyclopedia Britannica. All ages Marcel Marceau presents famous character Bip as a game, but novice, ice skater, who finds that trying is the beginning of all good things.

**LITTLE MERMAID**, 25 min. Color. 1974. Pyramid Films. El-JH An animation version of the tale by Hans Christian Andersen, this is a story of the unselfish love of a little mermaid for a handsome prince. At a risk to her life, the mermaid is able to become human; will the prince fall in love with her as she has with him?

**THE MONGREL DOG**, 6 min. Color. 1972. McGraw-Hill. Pre-El An allegory about the difference between acceptance and love. Clever animation of simple figures made from newspaper and wooden blocks conveys the humor and sadness inherent in the story.

**RED, WHITE AND BLUEGRASS**, 27 min. Color. 1974. Time-Life. JH-A Award-winning documentary of the bluegrass music that spilled out of the Appalachian Region to rural areas throughout the country. North Carolinians such as the Brushy Mountain Boys and the Little family play and talk about the entertainment their families have been making for generations.

**ROBERT FROST'S NEW ENGLAND**, 22 min. Color. 1975. Churchill Films. JH-A In this film we see Robert Frost's New England landscape and hear numerous poems inspired by it. Footage of Frost from a previous

film is interspersed with the quiet photography and mood.

**THE SHOEMAKER AND THE ELVES**, 15 min. Color. 1971. Films, Inc. Pre-El Puppets are used to imaginatively recreate the European folk story of the poor shoemaker who receives help from two industrious, fast-working elves.

**SKI SLYING**, 6 min. Color. 1974. Encyclopedia Britannica. El-A The non-narrative film uses the camera from unusual angles to catch the skill and beauty of ski jumping. Although still a fledgling sport in America, we know of its grace from the televised Olympic games.

**THE WAR OF THE EGGS**, 27 min. Color. 1975. Paulist Productions. SH-A A sensitive portrayal of possible underlying reasons for child abuse and the effect of that abuse on the marital relationship. Stunning acting from Elizabeth Ashley and Bill Bixby.

**WHERE THE WILD THINGS ARE**, 10 min. Col-

or. 1973. Weston Woods. Pre-El An unruly boy named Max thinks that the land where the wild things are is just his cup of tea. But he finds that one thing is missing there - love.

### NEW BOOKLIST

The Rich Are With You Always-Malcolm MacDonald  
The Ginger Tree-Oswald Wynd  
Sleeping Murders-Agatha Christie

For Your Reference:  
National Geographic Index 1947-1976  
Texas State Directory  
Congressional Staff Directory

For the Young:  
Mine, Yours, Ours-Burton Albert, Jr.  
Prairie Christmas-James Rice  
Cowboy Alphabet-James Rice

Earth has no Sorrow-Voluntary Action Center; donated from Caldwell County

## Fairview News

By Mrs. Clyde Bagwell

Weekend guests in the home of Mr. and Mrs. Kay Crabtree and family was her nephew Shawn Stovall and a friend Robert Anna of Dallas.

Sunday Mr. and Mrs. Kay Crabtree, Becky, Sam and Anissa went to Idalou to spend the day with her parents Mr. and Mrs. Elmer Griffith.

We are sorry to report Mrs. Gracie Riggles is still suffering from bronchial pneumonia and is now in Plainview Central Plains Hospital. Her daughter, Mrs. Raymond Baker and granddaughter, Mrs. Phillip Wilson went to Plainview Tuesday afternoon to see Gracie and they report her feeling much better.

Mr. and Mrs. Bud DuBois of Lubbock visited last Sunday here with their parents Mr. and Mrs. Edell DuBois.

Mr. and Mrs. E.W. Walls visited last Wednesday at Lockney with Mr. and Mrs. D.D. Tate.

Mr. and Mrs. J.D. Lucado of Andrews spent the weekend here in the home of his sister and brother-in-law Mr. and Mrs. L.H. Blum.

Mr. and Mrs. Harvey Nicholas, Lance and Chad of Oklahoma City arrived Wednesday night to spend the Thanksgiving holidays with her parents Mr. and Mrs. C.W. Payne.

Mrs. Ray Cook visited Mr. s Clyde Bagwell Monday

afternoon.

Mr. and Mrs. Grady Reeves of Plainview visited Friday night with Mr. and Mrs. T.L. Perry.

Burl Huckabee visited Thursday with Mr. and Mrs. Lindsay Graham, P.L. Hart and W.C. Cates were there Friday and on Sunday afternoon. Mr. and Mrs. R.B. Hatley visited in the Lindsey Graham home.

Mrs. Kate Crabtree visited the Floydada Rest Home Sunday afternoon.

Mr. and Mrs. C.H. Wise drove on to their farm Sunday afternoon and later visited Lee Burton and daughter Carolyn and then onto the home of Mr. and Mrs. Leslie Nixon for a visit.

Saturday afternoon Mrs. C.H. Wise visited Mrs. Ora Hilliland.

Mrs. Maurice Campbell and Mrs. Ray Cook visited at the Rest Home with Mrs. G.D. Bostick and her roommate Mrs. Knight.

Last Monday Mrs. Kate Crabtree visited Mrs. Edna Phillips.

Mrs. Bobby Cozby and Kara attended the Crafts and Art Show at the MAC Saturday, her mother Mrs. Ray Gene Carthel was showing her paintings.

Mrs. E.W. Walls visited briefly Monday morning with Mrs. Jack Moon and with Carolyn Burton.

Mrs. Kate Crabtree spent Monday morning with Mrs. Kay Crabtree.

### Savings & Loan Winners

There were two winners in the Plainview Savings and Loan Association Anniversary celebration last Friday.

Bill Hale of Floydada received the Magnavox stereo set and R.L. Knox of Lockney received the A.M.-F.M. radio. The firm was celebrating its fourth anniversary of business in Floydada.



The English call the merry-go-round a "roundabout." In France, where it was first made 300 years ago, it is named a carrousel.



The first recorded coffee houses, in 16th century Turkey, were known as "Mekteb-i-irfan," meaning "schools of the cultured."



**STORE HOURS**  
8 a.m. - 8 p.m. Weekdays  
9 a.m. - 7 p.m. Sunday

Prices good thru November 30, 1977. We reserve the right to limit quantities. None sold to dealers.

Heavy Aged Beef  
Rump or Bottom Round  
**BONELESS ROAST**  
**\$1.58**  
Lb.

**QUALITY, VALUE AND SERVICE**

Quarter Pork Loin  
Assorted Chops  
Cut Into 7-10 Slices

**PORK CHOPS**  
**\$1.28**  
Lb.

**BONELESS CHUCK ROAST**  
**98¢**  
Lb.

Libby's  
**TOMATO JUICE**  
46-oz. Can **49¢**

Bath Tissue, 500 Sheets  
**CHARMIN**  
1 Ply 4 Roll Pkg. **79¢**



Delta, 1 Ply  
**PAPER TOWELS**  
125-Ct. Jumbo Roll **39¢**

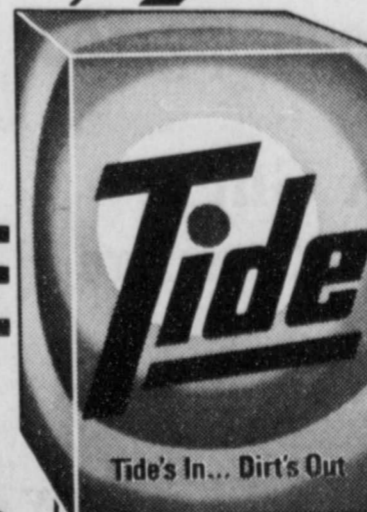
Van Camp's  
**PORK & BEANS**  
4 15-oz. Cans **\$1**

Ripe  
**GOLDEN BANANAS**  
**4 POUNDS For \$1**

"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."

All Varieties, Frozen

**FOX DELUXE PIZZA**  
**79¢**  
13½-oz. Pkg.



Tide's In...Dirt's Out  
**TIDE DETERGENT**  
**99¢**  
49-oz. Box

**WANTED**

Reduction in Heating Cost  
Call The Energy Savers Today

**C-D-J INSULATION**  
FOR FREE ESTIMATES  
**983-2601**  
504 N. 2nd St. Floydada

**Happy Birthday**

Nov. 27 - Joy Frizzell, Joy Hardy, Clara McCain, Clyde Baxter.  
 Nov. 28 - Brenda Elam, Allen Stallings, Flora Lee Jack.  
 Nov. 29 - Jane Archer, Donna Lyn Vernon, Quova Nell Carlton, Fred Byrd.  
 Nov. 30 - Jim Ansley, Audry McCormick.  
 Dec. 1 - Arcenio Martinez Jr., Ricky Gonzales, Eugene Gonzales, Kathy McCarter, Thurman Chapman, Ofelia Guerrero, Lori Jo Poole.  
 Dec. 2 - Johnny W. Adams, Tim McCain, Valerie Gallega, Durward Jack, Lorraine Nance, Jessica Marks.  
 Dec. 3 - Ronald Kell, Lidia Gonzales.

**Happy Anniversary**

Nov. 27 - James and Gladys Bobbitt.  
 Nov. 29 - Bob and BooBoo Lane.  
 Nov. 30 - Mr. and Mrs. Robert Smith.  
 Dec. 3 - Mr. and Mrs. Thomas Taylor.

**Dr. Green Sees Water Second Greatest Asset**

Dr. Donald E. Green, professor of history at Central State University in Edmond, Okla., once believed that the greatest resource in this region was its water. "I was wrong. The greatest resource is the people who have been able to adapt to the realities of the region."

Dr. Green married the former Ozella Crawford of Tulsa.

The foremost reality he cited is water depletion. Green's first statement was made in his recently published book, "Land of the Underground Rain." Since the book was published in 1973, he has come to believe that the people of this region must explore the options to water importation as the only alternative to water depletion.

He noted that at an earlier time farmers thought that the water supplies of West Texas were inexhaustible. "Water importation is now

as much of a myth as water being an inexhaustible resource. People have lived a long time on that myth."

The problems with water importation cited by Green include political problems, where to get the water and the cost of energy to bring the water to the region. One political problem has already been encountered. "The rumor in Oklahoma is that Texans are trying to steal their water. To keep this from happening, plans have been started for transporting water from eastern Oklahoma to western Oklahoma."

Green emphasized that water has always been instrumental to the economy of the region. Land speculators used water as a selling point to bring settlers to the area early this century.

D. L. McDonald, a Hereford land speculator, tried the first vertical centrifugal pump in West Texas after seeing them used near Por-

tales, N. M. in growing vegetables. The crops that he planted in 1909 flourished with the water that he pumped and his idea rapidly spread. Four problems were mentioned by Green which attributed to the slowness with which the movement was accepted.

The first of these was finding crops which would grow on irrigated land. Second was the cost of the irrigation units. Lack of experience in using this method was also a setback and mechanical breakdowns were frequent.

The movement did grow during the Dust Bowl period when farmers were desperate and federally-funded irrigation program was begun by Artimus Baker of Lockney. Then between 1950 and 1954 the movement picked up again with the number of irrigation plants doubling.

"The early problem was simply getting the water out

of the ground," said Green. "Farmers had to have the right technological unit or the pumping plant which was not used until 1900. Then the technology was so good that too much water was removed in a very short time."

This lack of conservation, due to the myth of inexhaustibility, has resulted in the current problem of depletion. "We no longer have a case of the individual doing what he believes is best for him and his family. The entire region is really going to have to pull together if a solution is to be found."

Green presented these views Thursday evening for the Phi Alpha Theta historical fraternity at Wayland Baptist College and for area residents. He is a native of Wellington, Texas. His bachelor's degree is from Abilene Christian College, his master's degree is from Texas Tech University and his doctorate degree is from the University of Oklahoma.

As a historian, Green's interest and research have been in the history of water utilization, western agricultural history, American Indians, and the American West in general. Prior to his academic experience, he worked on his father's ranch in Collingsworth County of Texas. Later he worked in the fields of the Southwest Collection of Texas Tech in collecting archival materials, most of which related to the agricultural history of the Southern Great Plains.

A prolific writer, his most recent book is entitled "Fifty Years of Service to West

Texas Agriculture: A History of Texas Tech University's College of Agricultural Sci-

ences." It will be published this month by the Texas Tech University Press.

**Your Stake in Money and Economics**



Not a day passes that the average American does not make decisions regarding money. Insurance, tuition, rent, bills, taxes—all these require some knowledge of money matters.

Yet too many Americans do not understand economics and too many do not realize that economics and money are really different ways of talking about the same thing. Economic institutions with esoteric sounding names often affect us personally but many of us don't realize it. For example, most people couldn't care less about Federal Reserve Bank rates until they discover that rates set by the Federal Reserve will determine how much interest will be paid on their auto loans.

Because Champion International Corporation is concerned about the low level of economic literacy in this country, it is sponsoring a nationwide competition which is being administered solely and independently by the Amos Tuck School of Business Administration at Dartmouth College.

Called the 1977 Media

Awards For The Advancement of Economic Understanding, the \$100,000 award program is directed toward working newspaper, radio and television professionals. The competition's aim is to encourage reporting and programming of all kinds that will increase the public's knowledge and understanding of economics. It seeks to encourage newspaper and broadcast reporters to effectively explain how the economic system works to the average consumer and how it affects him.

Most Americans get a major part of their information from the media. A single story in a big city newspaper or on national television reaches more people than a teacher will instruct in his lifetime. Therefore, the Awards program has been structured to reward excellence in economic reporting in the media as it is this group that must lead the way in translating the often confusing economic terminology into a language we can all understand.

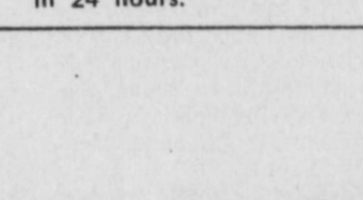
VA will provide a headstone or grave marker for eligible veterans, and memorial markers are provided for certain members of the armed services who die on active duty and whose remains are not recovered, or who are buried at sea.

An American flag will also be provided upon request for use in covering the casket.

Veterans eligible for the VA plot and burial allowances and for burial in a national cemetery are those discharged under conditions other than dishonorable and who served in the Spanish-American War, Mexican Border period, World Wars I and II, the Korean Conflict, or the Vietnam Era. Also eligible are peacetime veterans entitled to service-connected compensation at time of death or discharge or who were retired for disability incurred in the line of duty, it was pointed out.



In old China a registry was kept listing all the local gods incarnate.



Billions of bacteria may be formed from a single parent in 24 hours.

**The Hesperian or The Beacon**

**Make A Dandy Stocking Stuffer.**

Give Someone On Your Gift List A Full Year Of Information, And Entertainment With A Subscription



It's easy.

Just Call Us And We'll Start Your Subscription On Christmas Day.

We'll Also Mail A Card Announcing Your Gift.

Prices For A Gift That Lasts All Year Are

\*9<sup>50</sup> For County Residents and \*10<sup>50</sup> For Out Of County

652-3318 or 983-3737

**Private Martinez At Fort Hood**

Ft. Hood, Tex. (AHTNC) Nov. 17 - Private Guadalupe A. Martinez Jr., son of Mr. and Mrs. Lupe L. Martinez of Lockney, Tex., recently was assigned as an infantryman with the 9th Cavalry at Ft. Hood, Tex.

Pvt. Martinez entered the Army in June 1977. He is a 1976 graduate of Lockney High School.

**it's elementary**



**The Clue To Increasing Sales... Advertise In The Newspaper!**

Can you solve this riddle? What advertising medium can get your message across to the most amount of people... and for the least amount of money? We'll give you a hint. It's black and white... and read all over the community... (our entire circulation, in fact!)

You guessed it! Newspaper advertising does it all and may be the answer to your sluggish sales problem! Now that you have the answer... call us right now!

**THE LOCKNEY BEACON**





### "His Land" To Show At Methodist Church

Across a barren land, scarred by centuries of war and neglect, the spectres of ancient Israel appear, hover, and fade away. Suddenly there is movement of a different sort, and slowly, steadily, a startling transformation begins to take place.

Thus begins "HIS LAND," the thrilling story of Israel from ancient to modern times. "HIS LAND," a one-hour color feature motion picture, takes you on a journey through space, time and current events. You see graphically, the fact that Israel today is a living testimony to the words of the prophets when they proclaimed that Israel would take her place among the nations of the world.

In the company of Cliff Barrows and Cliff Richard, England's popular star, who sings a number of Ralph Carmichael songs, some of

which were actually written on location, you travel the vibrant streets and lonely solitary paths of this nation whose destiny is daily discussed in the counsels of governments all over the world...the same paths taken by Jesus and the prophets: Galilee...the wilderness... Jerusalem... the Mount of Olives...mingle with the people of modern Israel as they work, play and

build a nation. Words of Scripture come to life as the two men reflect upon the events that in recent years have confirmed much of the ancient prophecies. You are witness to the fact that out of death and desolation is emerging a new land...a "Land of milk and honey," where the future climactic events of history will take place. "HIS LAND," rich in color

and authentic sights and sounds, with a popular musical score composed and arranged by Ralph Carmichael has been called a musical journey into the soul of a nation, and will be shown on November 27, 1977 at 6:00 p.m. at the First United Methodist Church.

"HIS LAND," is truly a feast of color, sound and song. An unforgettable experience!

### What One Person Can Do

MARGARET DAVIS, FUND RAISER

Margaret Davis, a retired school teacher in Mountain City, Tennessee (pop. 2,000), makes doll clothes which she mails to England, Japan, Germany, African countries and 42 states.

But she doesn't keep the profits. They go to the Johnson County Rescue Squad. Ten years ago, Miss Davis, now in her 70's, began making the doll clothes and giving the group the proceeds. "I never dreamed," she says, "that it would be anything like this."

It started one day when she saw the newly-formed volunteer squad trying to raise some money for rescue equipment. She wanted to help and so put their needs and hers together. She had

no family, and children had been her life. "I had been sewing since the age of nine," she recalled. "Perhaps I could make doll clothes for children just to keep busy, and still be a part of their lives".

So she got busy with her 1914 treadle sewing machine. Since then she has sent the organization a monthly check for \$20, much more at Christmas.

The appreciative men made Miss Davis an honorary member and unveiled her portrait in the squad

room last Christmas. Children come to visit her. Local businesses contribute fabrics and supplies. "Everyone helps me so much," says the busy retiree.

Margaret Davis lives alone and her health is not as good as it was. "Both I and my sewing machine," she says, "are about to wear out." But her work keeps her going. Getting ready for another Christmas, she gets as excited as the kids.

A person can live fully at any age. Maybe helping others makes it easier.

### Older People Get TV Show

Older people are finally getting a national television series for and about themselves, thanks to the cooperative efforts of two government agencies and a public television station.

Beginning November 14, half hour daily television series entitled "Over Easy" will be carried by the Public Broadcasting Service over Station KXTX, Channel 5, at 5:30 p.m. Monday - Friday, for the remainder of the 1977-1978 television season.

This prime time program will present a variety of subjects and issues of interest to older people, their families and friends, and others concerned with the well-being of older people.

And older people themselves, such as actors Robert Young and Milton Berle, Senator Frank Church, representative Shirley Chisholm, and anthropologist Margaret Mead, will be celebrity guests on the program.

The program will be hosted by veteran television personality Hugh Downs, and produced in public TV station KQED's San Francisco studios.

Funded by the Administration on Aging and the Corporation for Public Broadcasting, the series will contain 130 shows.

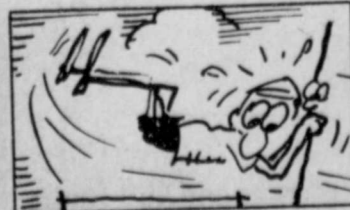
Each half-hour show will be handled in a magazine format in which major segments will be devoted to guest celebrities, detailed reports on subjects such as nutrition, health and medicine, money management, housing and legal rights of older people, and portraits of older Americans who have found imaginative ways to cope with and thrive in their later years.

Material used on the program will be designed to help change some of the stereotypes about older people, help build self-esteem and provide helpful information.

U. S. Commissioner Arthur D. Fleming has asked the local South Plains Office on Aging and other organizations concerned with older people, to use this new series as a "major, new resource for serving older persons."

"We anticipate that this series will bring millions of older persons into contact with information and services that are designed to improve their living conditions and lifestyles."

Commissioner Fleming has also asked the South Plains Office on Aging to help publicize and promote this new program, the Office on Aging is doing this through the media, multi-purpose senior centers and the help of the County Committees public information network. The Chairman of the Public Information network is Maxine Marks of Post and her committee members are the representatives from each of the population centers over the 15 county areas.



The first pole vaulter to clear the bar at 15 feet was Cornelius Warmerdam on April 13, 1940, in Berkeley, California.

THESE VALUES GOOD SUNDAY, NOVEMBER 27 THROUGH WEDNESDAY, NOVEMBER 30

**BUDDY'S**

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

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

WE GIVE GREEN STAMPS

DOUBLE ON WEDNESDAY

<p>16 OZ. RITZ \$1.05 VALUE</p> <p><b>CRACKERS</b></p> <p><b>79¢</b></p>	<p>15 OZ. 99¢ VALUE</p> <p><b>PINE SOL</b></p> <p><b>69¢</b></p>	<p>2 LB WELCH OR JELLY</p> <p><b>GRAPE JAM</b></p> <p><b>69¢</b></p> <p>\$1.19 VALUE</p>	<p>6 OZ. MORRISON</p> <p><b>CORN KITS</b></p> <p><b>6/\$1.00</b></p> <p>21¢ VALUE</p>
<p>14 OZ. KEEBLER COCONUT CHOCOLATE OR RICH N CHIPS</p> <p><b>COOKIES</b></p> <p>\$1.09 VALUE</p> <p><b>79¢</b></p>	<p>15 OZ. WHITE SWAN WHOLE NEW 34¢ VALUE</p> <p><b>POTATOES</b></p> <p><b>4/\$1.00</b></p>	<p>15 OZ. WHITE SWAN BLACK EYE 34¢ VALUE</p> <p><b>PEAS</b></p> <p><b>4/\$1.00</b></p>	<p><i>Stainless Flatware</i></p> <p><b>only 25¢</b></p> <p>for a 5 Piece Place Setting</p> <p>Imagine a 40 piece service for only \$2.00</p> <p>HERE'S HOW IT WORKS!</p> <p>Simply show this cash register tape, you receive each time you shop at Buddy's. Ask for your Savings Ticket. Exchange when you've collected \$7.00 in tapes exchange them and 25¢ for the 5 piece place setting in your choice of pattern. The 5 piece place settings are available in 25 items, with a tape at \$2.50. Start saving tapes now for the pleasure of your choice.</p>
<p>4 OZ. ADAMS \$1.19 VALUE</p> <p><b>VANILLA</b></p> <p><b>89¢</b></p>	<p>1 OZ. NESTLES HOT 10¢ VALUE</p> <p><b>COCOA MIX</b></p> <p><b>6/39¢</b></p>	<p>15 OZ. WHITE SWAN 34¢ VALUE</p> <p><b>SPINACH</b></p> <p><b>4/\$1.00</b></p>	<p>17 OZ. WHITE SWAN CREAM STYLE</p> <p><b>CORN</b></p> <p>34¢ VALUE</p> <p><b>4/\$1.00</b></p>
<p>16 OZ. WHITE SWAN \$1.07 VALUE</p> <p><b>COFFEE CREAMER</b></p> <p><b>79¢</b></p>	<p>14 OZ. POWDERED CLEANSER</p> <p><b>AJAX</b></p> <p>34¢ VALUE</p> <p><b>4/\$1</b></p>	<p>18 OZ. SIGNAL \$1.99 VALUE</p> <p><b>MOUTH WASH</b></p> <p><b>\$1.29</b></p>	<p>USDA BEEF</p> <p><b>SHORT RIBS</b></p> <p>LB <b>59¢</b></p>
<p>50 OZ. \$1.99 VALUE</p> <p><b>CASCADE</b></p> <p><b>\$1.39</b></p>	<p>USDA BONELESS</p> <p><b>ROUND STEAK</b></p> <p>LB <b>\$1.59</b></p>	<p>USDA</p> <p><b>ARM ROAST</b></p> <p>LB <b>99¢</b></p>	<p>CENTER CUT</p> <p><b>PORK CHOPS</b></p> <p>LB <b>\$1.59</b></p>
<p>1/2 GALLON CLOVERLAKE</p> <p><b>BUTTERMILK</b></p> <p><b>69¢</b></p> <p>\$1.03 VALUE</p>	<p>6 OZ. DECKERS</p> <p><b>BOLOGNA</b></p> <p>OR SALAMI <b>59¢</b></p>	<p>12 OZ. DECKERS</p> <p><b>FRANKS</b></p> <p><b>79¢</b></p>	<p>1 LB DECKERS</p> <p><b>BACON</b></p> <p><b>\$1.49</b></p>
<p>6-32 OZ. BOTTLE CARTON</p> <p><b>COKE or 7-UP</b></p> <p><b>\$1.39</b></p> <p>PLUS DEPOSIT</p>	<p>1/2 GALLON CLOVERLAKE</p> <p><b>MELLORINE</b></p> <p><b>79¢</b></p>	<p>6 OZ. GLADE SOLID 59¢ VALUE</p> <p><b>AIR FRESHNER</b></p> <p><b>3/\$1.00</b></p>	<p>2 LB CHOCOLATE</p> <p><b>QUIK</b></p> <p><b>\$1.69</b></p> <p>\$1.99 WITHOUT COUPON</p> <p>GOOD AT BUDDY'S EXPIRES 11-30-77</p>
<p>24 OZ. CLOVERLAKE \$1.33 VALUE</p> <p><b>COTTAGE CHEESE</b></p> <p><b>97¢</b></p>	<p>16 OZ. LIQUID \$1.79 VALUE</p> <p><b>WOOLITE</b></p> <p><b>\$1.19</b></p>	<p>10 OZ. A-1 \$1.09 VALUE</p> <p><b>STEAK SAUCE</b></p> <p><b>89¢</b></p>	<p>3 BAR PACK FOREVERY YOURS</p> <p><b>CANDY</b></p> <p>59¢ VALUE</p> <p><b>3/\$1.00</b></p>
<p>RED RIPE</p> <p><b>TOMATOES</b></p> <p>LB <b>59¢</b></p>	<p>BATH SIZE JERGENS 25¢ VALUE</p> <p><b>SOAP</b></p> <p><b>6/\$1.00</b></p>	<p>PET DEEP DISH</p> <p><b>PIE SHELLS</b></p> <p>77¢ VALUE</p> <p><b>59¢</b></p>	<p>40 OZ. DETERGENT</p> <p><b>SUPER SUDS</b></p> <p><b>69¢</b></p> <p>89¢ WITHOUT COUPON</p> <p>GOOD AT BUDDY'S EXPIRES 11-30-77</p>
<p>LARGE HEADS</p> <p><b>LETTUCE</b></p> <p><b>49¢</b></p>	<p>24 OZ. RUG CLEANER \$2.29 VAL</p> <p><b>GLORY</b></p> <p><b>\$1.49</b></p>	<p>27 OZ. FLOOR WAX</p> <p><b>FUTURE</b></p> <p>\$2.39 VALUE</p> <p><b>\$1.69</b></p>	<p>25 LB. NET WT</p> <p><b>GLADIOLA FLOUR</b></p> <p><b>FLOUR</b></p> <p><b>\$2.59</b></p> <p>\$2.89 WITHOUT COUPON</p> <p>GOOD AT BUDDY'S EXPIRES 11-30-77</p>
<p>US NO. 1 10 LBS</p> <p><b>POTATOES</b></p> <p><b>99¢</b></p>	<p>5 LB IMPERIAL \$1.09 VALUE</p> <p><b>SUGAR</b></p> <p><b>89¢</b></p>	<p>PURPLE TOP</p> <p><b>TURNIPS</b></p> <p><b>5 LB/\$1.00</b></p>	