

Mile Run Slated At Palo Duro

Palo Duro. This will also be the starting location for both races. Entry fee is \$4 for all runners except high school and 15 and under, if received before January 12, or \$5 on race day. Entry fee for high school and 15 and under division will be \$2.

The course is located entirely within beautiful Palo Duro, Canyon State Park and it is certified.

Entry fees may be paid to Bob Dunbar, 6526 F. Amarillo 79109.



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LOCKNEY, TEXAS

The Lockney Beacon ^{15¢}

Volume 78¹ Lockney, Floyd County, Texas 79241 Sunday January 7, 1979 14 Pages in Two Sections Number 2

Year End Bank Deposits Up Over \$5 Million

Economic indicators shown through the Floyd County bank deposits and loans seem to express 1978 as a very prosperous year for Floyd County.

Floyd County banks reported a total \$44,578,386.69 in deposits at the end of business Dec. 31, 1978. This is over five

million dollars more than the previous year's record, according to the State bank call.

The First National in Lockney was up in deposits from last year's \$14,644,999.81 to \$16,528,634.69 while loans increased from \$5,613,832.46 to \$6,527,

982.84.

The First National in Floydada was up in deposits from last year's \$25,238,141.93 to \$28,049,752.00 while loans increased considerably from \$10,508,617.00 to \$12,814,889.15.

Lockney Drivers

Being Careful

Through Thursday at least, Lockney motorists apparently had been driving carefully enough on the icy streets to avoid a great number of traffic accidents. Through Thursday morning, the Lockney Police Department reported investigating only two minor traffic mishaps during the bad weather which began last weekend.

One car backed into another on Main Street, and one slid through an intersection and bumped another near the elementary school. There were no reported injuries in either accident.

Police Investigate Hospital Break-In

Lockney police are investigating a break-in which occurred about 3 a.m. December 27 according to Bill McConnell, chief of police.

Someone entered the hospital building, broke open a locked drawer in the hospital's central supply, and broke locks on two offices and a supply room in the basement of the building, McConnell said. Nothing was missing, as

far as the police investigation has determined.

McConnell said the facts in the investigation showed that whoever did it had to have been familiar with the area of the hospital where the burglary was attempted.

He said whoever broke into the hospital apparently was scared off before they found what they were looking for. A nurse heard someone

run out the door when she went to the medication room, apparently while the attempted burglary was in progress.

The police have some possible leads and are still investigating the incident. Steps are being taken to make the area of the hospital where the break-in and burglary attempt occurred more secure. Security is being beefed up in the area, which is isolated from the hospital patient area.

IN FLOYDADA

Abandonment Hearing Tuesday

The community is invited to a meeting scheduled by the Texas Railroad Commission to be held at Light-House Electric Cooperative Tuesday at 7 p.m. The commission is inviting public comments on a proposed abandonment of some Texas railroad lines.

Of interest to area residents and businesses is the re-filing for abandonment of the railroad line running from Floydada to Quanah by QA&P.

Commission rail planners have written studies on the economic impact of

these abandonments, gathering comments from rail users and community governments; but the public hearings are designed to gather comments from others who might be affected in the proposed abandonments.

According to Roger Poage, who has studied a draft prepared by the Texas Railroad Commission, three possible alternatives are recommended.

They are as follows: 1. The state or Federal government assist with temporary operating subsidies; 2. Continue

service with an independent short line operator; 3. QA&P keep the railroad between Acme and Paducah. The line between Roaring Springs and Floydada could be acquired by Santa Fe and the line between Roaring Springs and Paducah would be abandoned.

Any persons interested in the future of Floydada's railroad service are invited to attend as well as provide input at the Tuesday night meeting, Poage said.

Girls Win, Boys Lose In Games With LCHS

The Lady Horns of Lockney High defeated Lubbock Christian High School's girls 46-27 Thursday night in a basketball game played in the Lockney gym. Rebecca Evans and Karla McCarter scored 12 points apiece for Lockney,

and Susan Fitzgerald (who played a "super game" according to coaches) added 10. The other Lady Horns scored two or three points each.

LCHS won the boys' game 82-48. Danny Riddle was high scorer for the

Longhorns with 16 points. Joe Rodriguez had 13 and Breck Record eight for Lockney. Shaun Williams of Lubbock Christian led all scorers with 19, and four other Eagles also scored in double figures.

Lockney Teams Win In Junior High Cage Tourney

Shawnda Brock scored 14 points for the Lockney seventh-grade girls' basketball team Thursday, but the Lady Horns lost the game, 20-18, to Floydada. It was a first-round game in the junior-high basketball tournament being played in Lockney. Hope Torrez and Stephanie Bybee scored the other Lockney points, netting two each. Even though they lost, Coach Tina Slinker

said it was probably the best game the seventh-grade Lady Horns had played all season.

The Lockney seventh-grade boys defeated Floydada handily in another first-round tournament contest. The shortorns breezed by the Breezers 26-12 with Cuvus scoring eight, Molinar six and Hernandez, Molinar and Rendon four each.

Lockney's eighth-grade girls also won

Thursday, taking an 18-14 victory over the Breezettes. The Lockney scorers were Kay Reay, seven; Elizabeth Mathis, six; Connie Coffman, four; Doreen Alaniz, one.

The eighth-grade Shortorns played their first-round game Friday morning, and the tournament was scheduled to continue through Saturday evening, weather permitting.

Council Meeting Short, Routine

The Lockney city council meeting Tuesday morning was short and routine.

All aldermen were present for the hour-long January council meeting.

The council approved the previous meeting's minutes, paid the bills, made department reports, and heard a report from police chief Bill McConnell. They discussed selling the station wagon

which had been used as the city's "second ambulance."

All aldermen were present for the hour-long January council meeting.

GAB MEETING TUESDAY

The Lockney Girls Athletic Boosters (GAB) club will have a meeting in the school cafeteria Tuesday after the Lockney-Muleshoe basketball games. Everyone interested in GAB is invited.

ing year to 59.7 million bales; production outside the United States is still expected to remain at last year's level, 49.1 million bales.

The estimates reflect data compiled since the previous figures were released about one month ago, according to Lawrence Shaw, associate director for supply economics.

The Cotton Incorporated economist says the size of the Texas crop is still uncertain. "As of November 22, hard freezes still had not been general in the High Plains. With producers waiting for killing frosts and hampered by wet fields, only a small portion of the crop in this part of the state has been harvested."

Shaw says the severe lack of moisture in much of the Southeast is expected to lead to substantial abandonment of acreage and a large area with low yields in Texas and Oklahoma.

County Gins Report Almost 140,000 Bales Ginned

In a survey of the 19 Floyd Cotton gins Friday morning, it was learned that approximately 139,061 bales have been ginned this season.

Although there is some cotton still in the fields, it is estimated that the total cotton yield for Floyd County will not reach last year's total of 185,000 bales.

Just before noon Tuesday, High Plains Marketing Services Offices graded this season's one millionth cotton sample, according to Paul R. Dickson, Area Director at USDA's Lubbock office.

Around 192,000 samples were graded

this week bringing this season's total to 1,121,000. This compares to 2,697,000 graded by December 29 last year, Dickson said.

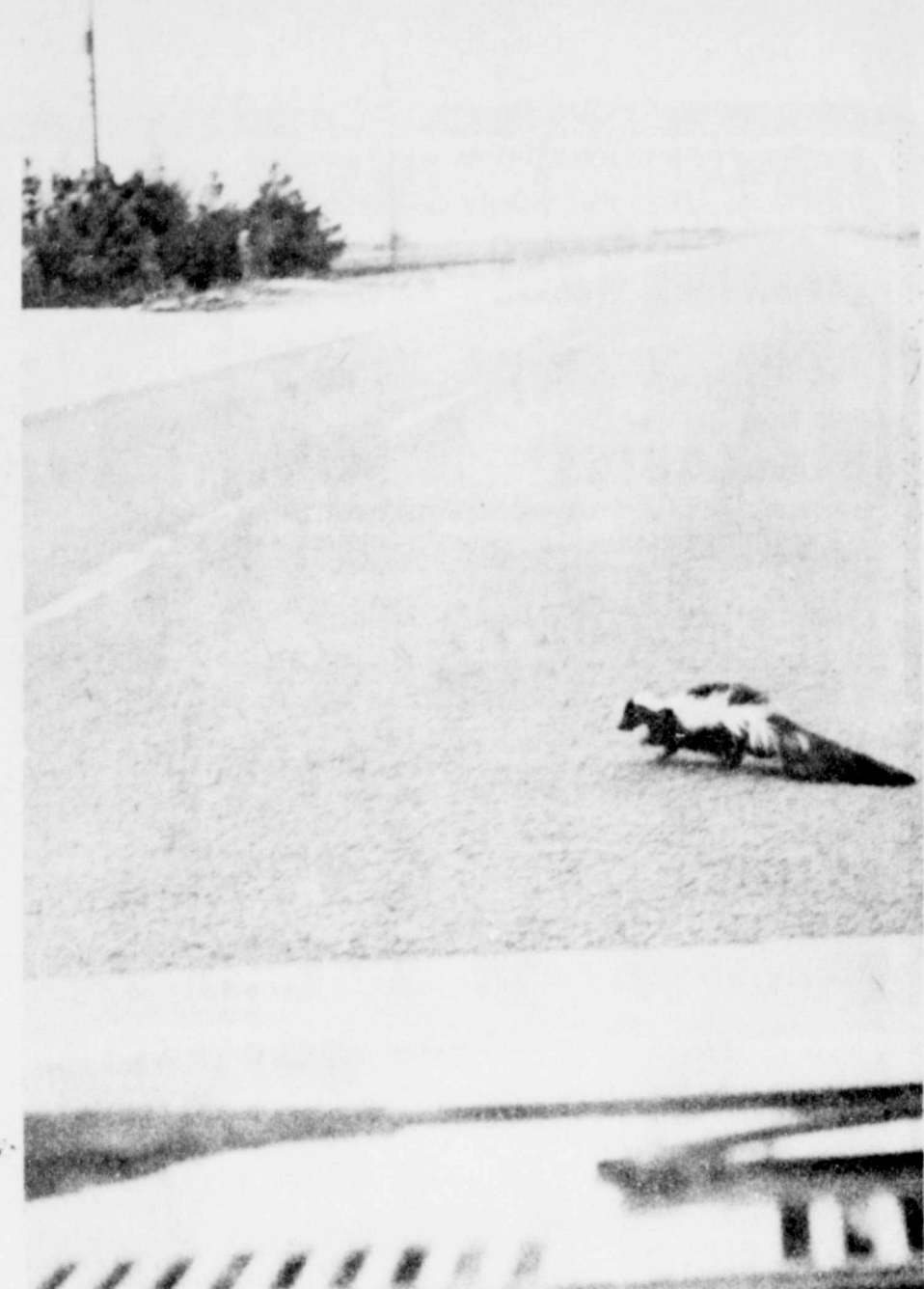
Predominant High Plains grades this week were grade 41 at 15 percent, grade 51 accounted for 14 percent, grade 42 amounted to 37 percent and grade 52 was 21 percent. Twelfth-four percent were reduced one grade because of bark.

Staple lengths were mostly staple 31 at 33 percent, staple 32 was 37 percent and staple 33 accounted for 12 percent, according to USDA's Agricultural Mar-

keting Service.

Micronaire was mostly in the desirable 35 to 49 range at 68 percent of the total. Thirty-two percent was lower.

High Plains cotton prices were \$1.25 to \$3.00 per bale lower the week ending December 28. Growers sold mixed lots of mostly grades 42 and better, staples 30 to 33, mikes 35 to 49 around \$5.30 cents per pound. New crop lots of mostly grades 43 and 53, staples 30 and 31, mikes to 35 to 49 brought about \$1.00 cents per pound. Gins paid High Plains growers \$115 to \$130 per ton for cottonseed.



STINKIN' WEATHER — This roving skunk seen on a Floyd County highway Thursday morning seems to express the sentiments of many locals who are tired of the cold weather and slippery roads. Weather predictions for the weekend are for more of the same. [Staff Photo by Brad Tooley]



JACKIE CUNYUS scored eight points including this two-pointer, for the seventh-grade Shortorns Thursday afternoon, and the 'Horns defeated Floydada's Breezers in the Lockney tourney game by a score of 26-12. [Staff Photo]



ROBIN HARDY takes a shot in the Lockney-Floydada eighth-grade basketball game. Hardy's team [Lockney] won the contest, 18-14 and advanced in the winners' bracket of the Lockney Junior High Basketball Tournament. [Staff Photo]



ALL EYES WERE ON THE BALL Thursday afternoon as Lockney and Floydada seventh graders waited for this rebound to come down. Floydada won the Lockney tournament game 20-18. [Staff Photo]

LOCKNEY BASKETBALL SCHEDULE

Week of January 7
Jan. 8 — Tulia (7-8-9 girls here, boys there)
Jan. 9 — Muleshoe (V and JV boys and girls here)
Jan. 12 — Floydada (V boys and girls, JV girls here)

JANUARY FOOD BUYS

THRIFTY McSAVER WOULD LIKE TO WISH YOU THE BEST IN 1979!

FROZEN FOODS

FREEZER QUEEN BEER & CO. BEEF
COOKING BAGS 4 5 OZ. BAG \$1
 TREE TOP
APPLE JUICE 6 OZ. CAN 39¢
 SHURFINE FROZEN STEW
VEGETABLES 20 OZ. PKG. 69¢

TOTAL GROCERY SAVERS

SWIFT TASTY
VIENNA SAUSAGE 5 OZ. CAN 39¢
 PETER PAN CRUNCHY/SMOOTH
PEANUT BUTTER 28 OZ. JAR \$1.69
 KRAFT PURE
GRAPE JELLY 2 LB. JAR 99¢
 PURE VEGETABLE
PAM SPRAY-ON 9 OZ. CAN \$1.09
 BETTY CROCKER ASSTD. MIXES
FROSTING 14 OZ. BOX 89¢
 3 MINUTE
QUICK OATS 18 OZ. CTN. 59¢
 KRAFT LOW CAL CREAMY CUCUMBER
DRESSING 8 OZ. BTL. 49¢



WRIGHT'S HICKORY SMOKED SLAB
SLICED BACON
 \$1.29
 LB.

WRIGHT'S HICKORY SMOKED BACON
ENDS & PIECES
 \$1.49
 3 LB. BOX

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THRIFTY GROCERY BUYS

GENTLE DETERGENT
IVORY LIQUID 22 OZ. BTL. 98¢

25% OFF LABEL LAUNDRY
ERA DETERGENT 64 OZ. BOX \$2.59

DAIRY VALUES

KRAFT CREAMY
VELVEETA 1 LB. BOX \$1.39

KRAFT HALFMOON CHEDDAR OR COLBY
LONGHORN CHEESE 16 OZ. PKG. \$1.79

BIG COUNTRY BUTTERMILK
BISCUITS 5 S.C.T. CANS \$1

U.S.D.A. GRADE 'A' COUNTRY PRIDE

WHOLE FRYERS 53¢

LB.

FIVE MORE WEEKS TO COMPLETE YOUR SET!

SPRING GARLAND-STRAWBERRY WATCH WATER CRESS

STONEWARE DINNER PLATES

69¢ EACH WITH EVERY 13th PURCHASE ONLY

YOUR THRIFTWAY STORES SELL & FEATURE ONLY FINE QUALITY AMERICAN GROWN GRAIN FED BEEF, FRESH PORK, AND QUALITY POULTRY.

CUT-UP PAN READY
WHOLE FRYERS LB. 65¢

WHOLE TENDER
SPLIT BREASTS LB. \$1.19

TENDER & DELICIOUS
DRUMSTICKS LB. 98¢

TENDER & DELICIOUS
THIGHS LB. 98¢

RUDY'S FARM WHOLE HOG HOT OR MILD
PORK SAUSAGE 2 LB. PKG. \$3.39

GLOVER'S MEXICAN STYLE
HOT LINKS LB. 99¢

CHILI BOWL
CHILI 1 LB. CTN. \$1.49

RAMIREZ FRESH CORN
TORTILLAS 32 OZ. PKG. 69¢

BATHROOM TISSUE

CHARMIN

4 89¢

ROLL PKG.

SHURFINE VAC PAK REG. DRIP. ELEC.

COFFEE

\$2.19

1 LB. CAN

IN QUARTERS MARGARINE

PARKAY

49¢

1 LB. BOX

KRAFT DINNERS

MACARONI & CHEESE 3 7 1/4 OZ. BOX 89¢

VAN CAMP'S

PORK & BEANS 3 NO. 300 CAN 89¢

SUNSHINE KRISPY SALTINE

CRACKERS 16 OZ. BOX 49¢

BETTY CROCKER SUPER MOIST LAYER-ASSTD.

CAKE MIXES 18 OZ. BOX 63¢

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TOOTH-PASTE 7 OZ. TUBE \$1.19

SOFT. MED. HARD PRO LIFELINE
TOOTH-BRUSHES EACH 47¢

18% OFF LABEL
SCOPE MOUTHWASH 18 OZ. BTL. \$1.19

REGULAR DEODORANT
SECRET SPRAY 4 OZ. CAN \$1.39

5 OZ. CONCENTRATE OR 11 OZ. LIQUID
PRELL SHAMPOO EACH \$1.69

VINE RIPE

TOMATOES 39¢

LB.

CALIFORNIA LARGE

AVOCADOS 4 \$1.00

TEXAS GREEN
CABBAGE LB. 15¢

CALIFORNIA CRISP
CARROTS 1 LB. BAG 29¢

TEXAS RUBY RED
GRAPEFRUIT LB. 23¢

TEXAS FULL OF JUICE
ORANGES 5 LB. POLY BAG 99¢

WASHINGTON FRESH
D'ANJOU PEARS LB. 39¢

ENRICHED FLOUR

GLADIOLA FLOUR

5 69¢

25 LB. BAG \$3.19

1 LB. BAG

S & H GREEN STAMPS

EVERYDAY DOUBLE ON WED.

10 PAGES FOR THIRTYWAY

PRICES EFFECTIVE JAN. 7-13, 1979



MRS. Taylor-Pierce

An afternoon ceremony in the sanctuary of the First United Methodist Church at 3 p.m. Saturday, December 23, united in marriage Miss Katie Gwen and Dale Pennington.

Mrs. Pennington and Mr. Lockney. Following reception, the bride and groom were decorated with an arrangement of white mums, red carnations, and princess pine. The bride wore a white tulle gown with a white lace empire bodice and a white tulle skirt. The groom wore a white tulle suit. The bride carried a white tulle bouquet. The bride and groom were accompanied by their parents and bridesmaids. The ceremony was officiated by Rev. Mr. J. P. Taylor. The bride and groom were married by Rev. Mr. J. P. Taylor. The bride and groom were married by Rev. Mr. J. P. Taylor.

GOOD BUYS

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THRIFTY GROCERY BUYS

WASHING MACHINE DETERGENT
MAJORITY LIQUID 22 OZ. BTL. **98¢**
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MAJORITY DETERGENT 64 OZ. BOX **\$2.59**

DAIRY VALUES

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WELVEETA 1 LB. BOX **\$1.39**
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LONGHORN CHEESE 16 OZ. PKG. **\$1.79**
 WHAFF COUNTRY BUTTERMILK
BISCUITS 5 CT. **\$1.15**

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CHARMIN
 4 **89¢**
 ROLL PKG.

CHEESE **3 89¢**
 7 1/4 OZ. BOX

CANS **3 89¢**
 NO. 300 CAN

16 OZ. BOX **49¢**

18 OZ. BOX **63¢**

ENRICHED FLOUR
GLADIOLA FLOUR
 5 **69¢**
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S & H GREEN STAMPS
 EVERYDAY
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PRICES EFFECTIVE JAN. 7-13, 1979



MRS. DALE PIERCE

Taylor-Pierce Vows Pledged

An afternoon ceremony in the sanctuary of the First United Methodist Church at 3 p.m. Saturday, December 23, united in marriage Miss Katie Gwen Taylor and Dale Pennington Pierce.

Reverend Bob Utley, pastor of Trinity Baptist Church in Lubbock, performed the double ring vows before an altar decorated with an arrangement of white mums, red poinsettias, holly and pine, and flanked by two arrangements of white mums, red carnations, and princess pine. Candelabras tied with red and silver ribbons and other's pews were marked with hurricane candles and the setting.

The bride is the daughter of Mr. and Mrs. J.P. Taylor of Lockney, and the groom is the son of Mrs. A.R. Pierce of the late Mr. Pierce of Lockney.

Given in marriage by her father, the bride wore a wedding gown of white silk tulle over peau, all over lace empire bodice. The bride carried a cascade bouquet of Joffett orchids and holly tied with white ribbon.

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Mrs. Charles L. Record was organist and accompanied Mrs. Eugene Tannahill as she sang "The Wedding Song". Mrs. Joe Taylor gave a reading from Kahlil Gibran's, "The Prophet."

Mrs. Fred Seal of Dallas and Miss Rise Taylor of Lockney registered guests.

Following the ceremony a reception was held in the Fellowship Hall.

The bride's table was decorated with a formal arrangement of the bride's chosen flowers in a silver candelabra. Silver punch-bowl and the silver appointments were used.

The table was covered with a white lace cloth over an emerald green cloth.

At the groom's table a red candle was surrounded by holly and fir. Coffee was served from a silver coffee service and other silver appointments were used. The table was covered with off white cloth and emerald green runners.

Assisting with the reception were Mrs. Byron Brock of Lockney, Mrs. Gail Gregg of Afton, Mrs. Donald Taylor of Colorado Springs, Colorado, Mrs. Jody James of Floydada, Mrs. Charles Bell of Lubbock, Mrs. Truman Merrell, the Misses Cheryl and Jayne Merrell of Quitaque, Mrs. Jane Welch of Silverton, Mrs. John E. Wise of Plainview.

For travel the bride changed to a beige Quiana knit peasant styled top with gathered attached skirt. She wore a shoulder corsage of a Joffett orchid and holly tied with velvet.

The bride is a graduate of Floydada High School and Texas Tech University. She is now a kindergarten teacher at Lockney. The groom is a graduate of Slaton High School and Texas Tech University. The groom is employed as a field auditor for A.C. Neilson Company.

Floydada First Lady Of Year To Be Chosen

A local woman will be recognized for accomplishments in her special field with the title of First Lady of the year. A certificate of Recognition will be presented to her on March 11, 1979, by Alpha Mu Delta and Alpha Sigma Upsilon Chapters of Beta Sigma Phi. The women nominated should be of high character; qualified, and recognized in her field; and an asset to the community. Names of local women will be submitted to the nominating committee and they will turn the names and qualifications over to the judges. Members of the sorority will not be eligible for the title.

Women are increasingly making important contributions in community life, business, government, social welfare, research and education. The sorority's honorary membership includes such distinguished names as; Margaret Chase Smith (Former U.S. Senator), Mrs. Lillian Carter (Peace Corps).

Mrs. Ernestine Nobles, Amarillo, Texas (Community Service, YWCA Counselor).

Beta Sigma Phi is an international cultural and social organization with approximately 240,000 active members in about 10,500 chapters throughout the United States, Canada and twenty-one other countries and territories around the world. The sorority was founded in 1931 and maintains its International Headquarters in Kansas City, Missouri.

Through the Beta Sigma Phi International Endowment Fund, chapters have contributed more than \$280,000 for cancer research and more than \$750,000 for other projects including Cystic Fibrosis research, Literacy Village in Lucknow, India, Girlstown, U.S.A., scholarships and other worthwhile projects. New projects are approved by the over-all membership from time to time.

The First Lady of the Year committee will be sending out letters to the different women's organizations of

Social Events

Double-ring Ceremony Unites Collins, Turnbow

Sheri Lynn Collins and Roy Dan Turnbow were married December 30 in the First Methodist Church of Floydada with Reverend James W. Smith officiating. The double ring, candlelight service began at 7 p.m.

The bride is the daughter of Mr. and Mrs. Wayne Collins of Floydada and the groom is the son of Mr. and Mrs. Royce Turnbow of Lubbock.

Given in marriage by her father, the bride wore a white Qiana magic knit gown featuring a high neckline with keyhole effect and trimmed in Venise shiny lace and seed pearls. The long fitted sleeves also featured Venise lace trim and seed pearls. The empire waist was outlined in lace as was the full skirt and chapel length veil. She carried a cascade bouquet of white sweetheart rose buds and white daisies on a white bible given to her by her grandparents, Mr. and Mrs. Walter Collins. In addition to the six pence in her shoe, she wore a pearl necklace that belonged to her aunt, Mrs. Ersel Matthews, a blue garter that belonged to an aunt, Mrs. Floye Gosch and an opal ring that was given to her by her grandmother, Mrs. Floyd Massey.

A large altar arrangement of fresh holly, peppermint carnations, and red glads in the background flanked by brass candelabra decorated in noble spruce, formed the wedding scene. The aisles were decorated with arrangements of noble spruce and red velvet streamers; and the unity candle complemented the scene.

Penny Bertrand provided special music selections before the wedding and played the "Lord's Prayer" during the service.

Bridesmaids for the occasion were Mrs. Tina Mason of Wolfthor, Mrs. Elizabeth Parks of Lubbock, Miss Frances Turnbow and Miss Karen Turnbow, the groom's sisters of Lubbock. Mrs. Charlotte Carpenter, the bride's sister of Claremore, Oklahoma, was the maid of honor; and D'Ann Gosch, the bride's cousin of Choctaw, Oklahoma, was the flower girl.

Bridal attendants dressed in red, floor length dresses featuring an empire waist, long sleeves and small collar. Each carried a brandy snifter holding a red voice candle. The snifters were decorated with garlands of fresh holly and red velvet ribbon. Each wore fresh holly, baby's breath and a red velvet ribbon in her hair.

The flower girl carried a white basket holding fresh holly and peppermint stripe carnations.

Best man was Paul Mason of Wolfthor. Groomsmen were cousins of the groom, Don Davis, Mac Hill, and Carmon Turnbow, all of Lubbock and Andy Turnbow of Littlefield.

The father of the bride and other attendants wore black tuxedos with red ruffled shirts and peppermint striped carnations. The groom wore a white tuxedo with a red ruffled shirt.

Ushers were Leslie Davis of Lubbock and Rance Powers of Post. Ty and Grant Stovall were candlelighters; and David Davis, cousin of the groom of Lubbock, was ring bearer.

Following the wedding ceremony, a reception, hosted by the bride's parents, was given in Fellowship Hall, with Mrs. Robert Stovall registering guests. The bride's table was laid with a white cutwork cloth and the centerpiece was of noble spruce, fresh holly and red velvet streamers. The three tiered cake was decorated with green holly leaves and red berries.

Those serving at the bride's table were Cindy Simpson of Austin and Mrs. Eddie Don Davis of Lubbock; and those at the groom's table were cousins of the bride, Mrs. Larry Denman of San Antonio and Mrs. Keith Matthews of Portland. The



MRS. ROY TURNBOW

The groom's table was laid with a white cloth; silver appointments were used; and silver candelabra held red candles. Chocolate cake was served.

Mrs. Turnbow wore a rust suede dress and rust boots as a going away ensemble. A corsage of white sweetheart

roses completed the effect. After a wedding trip to South Padre Island, the couple will be at home in Lubbock.

A rehearsal dinner was held at King's Restaurant Friday night December 29. Mr. and Mrs. Royce Turnbow hosted the event.

The bride is a 1974 graduate of Floydada High School and a December graduate of Texas Tech. She is employed as a P.E. Teachers Aide in the Lubbock Public Schools. The groom is a 1975 graduate of Frenship High School and is a farmer.

SUNSHINE BRIGHT BUYS IN OUR JANUARY

white sale

Dan River No-Iron Muslin Prints and Stripes

Twinsize Flat & Fitted reg. 4.99	3 ³⁷
Full Size Flat & Fitted reg. 6.99	4 ³⁷
Queen Size Flat & Fitted reg. 9.99	6 ⁴⁷
King Size Flat & Fitted reg. 12.99	7 ⁹⁷
Standard Case 2/3.99	2/2 ⁹⁷
King Case 2/4.59	2/3 ⁹⁷

Beautiful Dan River Muslin of 50% polyester and 50% cotton in assorted prints and colors.

Martex Luxor Vellux Blankets

72 x 90 Full Size . . . Reg. 22.99 . . . 17⁸⁸

Lush, warm blankets have polyurethane foam inner core insulation. Four-inch nylon binding at ends. Available in ivory, powder blue, yellow, copper, navy, bright green, beaver brown, poppy red and antique gold.

Discontinued Bedspreads

Aztec, Buena, White, Gold, Pink, Blue, Yellow

Twin Reg. 19.99 to 22.99

Both Style **25% off**

Full 20.99 to 24.99

Both Styles

King Size Reg. 32.00

Bueva Only

Not all colors available in all sizes

Crisp, White, No-Iron "Dan River" Sheets

Twin Flat/Fitted- Reg. 3.19 . . .	2 ⁷⁷
Full Flat/Fitted- Reg. 4.19 . . .	3 ⁷⁷
Standard Cases - Reg. 2/2.19	2/1 ⁹⁷

What could look fresher, cleaner, or crisper than bleached white sheets? Stock up now on these easy-care, comfortable 50% polyester, 50% cotton sheets and pillow cases.

Martex "Sovereign" Bath Towel Ensemble

Bath Size 22 x 44 Reg. 3.79	2 ⁹⁷
Hand Size 16 x 26 Reg. \$2.69	1 ⁹⁷
Wash Size 12 x 12 Reg. 1.2997

Absorbent cotton terry towels with dobby border in lush colors of blue, mimosa, pink, bark, lettuce, white, copper, and camel.

Selections for **Nancy Puckett** BRIDE-ELECT OF **Rance Young**

Nancy has selections of Corelle Dinnerware, Fitz & Floyd China, Corning Cookware and Other gift ideas at **Cozy Corner Gifts**

231 W. Calif. 983-5312 Floydada

Bealls

Miss Tyer, Hawkins Vows Pledged In Floydada



MRS. THOMAS BUNTON HAWKINS

Baskets of pink and white flowers flanked the altar of the First United Methodist Church in Floydada, as Tammy Lyn Tyer became the wife of Thomas Bunton Hawkins, Dr. Charles Lutrick, minister of First United Methodist of Midland, officiated at the 7 p.m. ceremony on January 5.

The bride is the daughter of Mr. and Mrs. Charles Tyer of Floydada and the groom is the son of Mr. and Mrs. T.M. Hawkins of Odessa.

Escorted to the altar by her father, the bride wore a gown of white organza and Brussels lace. The flowing princess line gown featured a peasant style bodice and collar with a pleated flounce trimmed in Brussels lace. The full, billowy sleeves were delicately sprinkled with Venise lace motifs and seed pearls. The cuffs repeated the style of the pleated flounce trimmed

in Brussels lace. The full circular skirt featured Venise lace motifs with tiny seed pearls. The skirt was swept back fullness forming a chapel length train. A soft flounce of Brussels lace encircled the entire hemline and train.

Tammy's veiling was caught to a lace covered Camelot capulet. The silk illusion veiling was edged in schiffli lace and fell to fingertip length. For "something old" she wore a pearl necklace loaned to her by her grandmother, Mrs. Lloyd Wells. "Something new" was her wedding gown and attire; "something borrowed" was her grandmother Mrs. Charles Tyer's engagement ring; and "something blue" was a blue garter. In her shoe she wore a penny from the year, 1958, signifying the births of her and the groom; and a lucky sixpence

given to her by the First National Bank of Odessa.

The bridal bouquet was an Edwardian nosegay of white cushion poms and pink daisies showered with German statice and tied with bridal satin tied in lovers knots.

Bridal attendants, Matron of Honor Mrs. Scott Brown of Lubbock; bridesmaids Tracy Tyer and Tana Tyer, sisters of the bride, and Chachi Hawkins, sister of the groom, of Dallas, wore floor length princess style dresses trimmed in Brussels lace. The chelsea pink dresses were accented with baskets of silk flowers carried by the attendants.

Flower girl for the occasion was Shayla Moore of Floydada. Candelighters were Judi Bean of Floydada and Glenna Wells, cousin of the bride of Las Cruces, New Mexico. At the organ was Mrs. Bob Copeland. Solist was Mrs.

Terry Steele of Shamrock, sister of the groom, who sang "The Wedding Song" and "The Lords Prayer."

Best man was Mr. T.M. Hawkins, father of the groom, of Odessa. Ushers were Terry Brent, Odessa; Donnie Rhoads, Odessa; Lee Wells and Mike Wells, cousins of the bride from Las Cruces, and Craig Mann, Odessa.

After the wedding ceremony, a reception was given by the bride's parents. Guests were registered by Charlene Franklin, cousin of the bride from Bedford. Serving at the bride's table were Terry Tyer and Tanya Tyer, cousins of the bride of Hale Center; Sharon Wadlington, also a cousin of the bride, of Barrington, Illinois; Cheryl Wadlington of Tyler and Diane Brent of Odessa did the honors at the groom's

table. Eden Moore, daughter of Mr. and Mrs. Vernie Moore of Floydada, handed out rice bags to guests.

The bride chose a pink pant suit for travel and wore a diamond necklace given to her by her grandmother, Mrs. Lloyd Wells which had been worn as a pin by her late grandfather, Mr. Lloyd Wells. After a couple will be at home in Odessa.

Tammy is a 1976 graduate of Floydada High School, 1978 graduate of Midland Junior College and is attending U.T.P.B. in Odessa. Hawkins is a 1974 graduate of Odessa High School, attending Midland Junior College and now attending Odessa College and working for Hawkins Construction Company in Odessa.

Local Youth Ski in Colorado

A large number of youth adults left Floydada at 4 p.m. December 26 bound for Colorado ski slopes. The group, who was sponsored by the First United Methodist Church of Floydada, stayed at a lodge near Paoli Creek, returning to Floydada December 30.

Floydada sponsors were Laren Fulton, Janice Darrell McCandles, Les Hinton and Jack and Ha Gregory. Specialists from Arlington were Walter and Robin Lyle, led in group singing and a study.

The group enjoyed skiing, snowmobiling and riding. Dara Carthel, Dar-

la Assite, Julie Bean, Dan West, Shelly Lyles, Lyle Poteet, Bearden, Cy Tyer, Faulkenb, Carlos Covington, Martin Erbacher, ney Rath, Joey Ha, Chris Fu, Jay Waller, Troy Neel.

In spite of being involved in some kind of long



S Cotton Takes Heavy

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ENGAGED — Mr. and Mrs. George A. Sparkman of Lockney and approaching marriage of a daughter Tina Kay to Henry G. Presley III, son of Mr. Hank G. Presley, Jr. of Richardson, Texas. The couple will reside in Waco and complete their education at Baylor University.

everyone and proceeded distribute gifts for the gift exchange.

After the tables cleared, Patti Tannahill the group in playing several fun games. To close the evening, the group Christmas Carol.

Those attending the party were: Sherree Cannon, and Sally Carthel, Larry Jill Golden, Paul and Hrbacek, Bill and Hunter, Jerry and Kleinf. Karen Koonsing them some of the Raymond and Martha Lusk, Warren and Bar Mathis, Doug and Dae Meriwether, Wilbur and Gene and Judy Program learn adult clar, Roy and Sandra Eugene and Pattie Tans and Maxine Loran.

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FLOYD DATA Visiting Mr. and Mrs. Poole during the Christmas holidays were Mrs. Phyllis a chance to learn and sister Mrs. Ellie Dan management skills with Fort Worth and her the fear of real-life consequences. Mrs. Frances, notes Lobban.

H home management and activities go far and teaching 4-H mem- how to manage a home. nate objectives are to top leaders and good ens by helping girls and 9-19 set realistic goals, rove potential skills, n to apply potential s, learn to apply proven agement methods to get they want, and help rs do the same.

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4-H Home Management Program is conducted by Cooperative Extension Service and supported by various Home Parties. Service donates eight 10 scholarships at the national level, expense-paid to National 4-H Contest winners in the state, and four medals per county.

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More information on the Home Management Program is available at the

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The group enjoying skiing, snowing and snowmobile riding. Dara Carthel, Dar-

la Assiter, Caren Campbell, Julie Faulkenberry, Judi Bean, Danielle Biever, Jonna West, Shawnda Fulton, Lori Lyles, Lisa Noland, Michelle Poteet, Amy Jones, Shelly Bearden, Dee Ann Fry, Tracy Tyer, Tana Tyer, Kay Faulkenberry.

Carlos Rainwater, Rick Covington, Jim Covington, Martin Eastham, Brad Feuerbacher, Greg Jones, Rodney Ratheal, James Hale, Joey Hale, Jack Carthel, Chris Fulton, Jim Waller, Jay Waller, Brad Fulton and Troy Neeley.

In spite of the large number involved, no one sustained any injuries...there was some kind of tale about a pair of long johns, though...



JR. VARSITY WHIRLWIND ROUNDBALLERS—These Floydada Jr. Varsity basketball players, coached by Daniel Coward are from left to right (front row) Michael Self, Andre Ledbetter, John Fortenberry, Simon Herrera and David Cochran. Standing are Coach Coward, Bart Patzer, Daniel Edwards, Kevin Noland, Jeff Rainey and Monty Seymour. (Staff Photo)

Farm Population Increases On Large Farms

WASHINGTON, Dec. 27—While total farm population is declining, more people are living on the larger farms which produce the bulk of the nation's food and fiber, according to a study released today by the U.S. Department of Agriculture.

Although the total farm population declined during the 1970-75 study, the number of people living on farms with annual sales greater than \$40,000 increased by 76 percent, said demographer Vera J. Banks of the department's Economics, Statistics, and Cooperatives Service (ESCS).

for about 80 percent of total U.S. farm receipts but only 24 percent of the U.S. farm population.

Banks said in 1975 farms with under \$2,500 in annual sales contained a third of the

U.S. farm population, or about 2.8 million. This compares with 3.6 million in 1970. Operators of these farms usually earn most of their money income from off-farm sources.

In 1975, two-thirds of the total U.S. farm population lived on livestock and cash-grain farms.

Single free copies of the report, "Farm Population Trends and Farm Characteristics" (RDRR-3), are available from ESCS Publication, 0054-S, U.S. Department

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ENGAGED — Mr. and Mrs. George A. Sparkman of Lockney announce the engagement and approaching marriage of their daughter Tina Kay to Henry G. Presley III, son of Mr. and Mrs. Hank G. Presley, Jr. of Richardson, Texas. The couple plan a May wedding in the First Baptist Church in Lockney. They will reside in Waco and complete their education at Baylor University.

Cotton Takes Heavy Blows

Cotton took several heavy blows in 1978. An announced in June a number of mills to close away from cotton. The market went into the red and production of leading consumer of cotton fell more than 40 percent. Textile imports are nearly 30 percent to an annual rate of 1.8 million bales, three-quarters of which is foreign cotton.

Recently built a consumer base strong enough to withstand such hardship.

Cotton Incorporated has been promoting the comfort, performance and natural beauty of cotton for 9 years. After more than two decades of slick, uncomfortable, snagging synthetics, consumers were receptive to these messages. Thanks to adequate cotton producer dollars, consumers are now hearing these messages with far greater frequency.

Through research at Cotton Incorporated, improved cotton products such as Natural Blend TM shirts and sheets were developed to keep pace with consumer demand. A new 100 percent cotton durable press shirt will be on the market by spring of 1979 which will surely increase this demand. All these market forces, which would not have been possible without producer contributions, have prevented catastrophic market share losses for cotton in a very difficult period.

The National Cotton Council continues to lead the political and legal efforts to moderate the cotton dust standard, resulting in several key Congressional votes regarding OSHA handling of the standard until judicial review is completed. These developments are obviously encouraging and the ultimate solution lies within reach.

Also to the favor of cotton producers, the weak denim market has been due more to working off over-production than to falling consumer demand. There are now signs that excess stocks have been largely depleted. In October, the biggest denim producer announced a price increase for the first quarter of 1979 after sharply reducing prices earlier this year. There is talk that denim mills may be back to full work weeks by as early as December.

Cotton Incorporated has been heavily involved in cotton dust research but the severity of the new standard calls for a redoubling of this effort. The crying need is to identify the problem agent in cotton dust and this can only be accomplished by more research. A promising lead on "washed" cotton is now being investigated by Cotton Incorporated, USDA, and the textile industry.

One thing is certain. Producer investments in cotton research and promotion have paid off and this is no time to allow market development to slacken. Every possible dollar is needed to increase cotton markets and to fund research to cut farmers' costs and increase their profits.

Athenians Celebrate Christmas

The annual Athena Jr. Study Club Christmas Party was enjoyed by seventeen Athena members and their husbands on December 15, 1978. The event took place in the home of Mr. and Mrs. Paul Hrbacek. Co-hostesses were: Barbara Mathis, Ann Favor, Kathy Hunter, and Martha Sue Lusk.

Jan Mize read the story of Christ's birth from Luke, chapter two, for the evening devotional. A delicious turkey dinner was served, and everyone enjoyed the atmosphere of a burning fireplace.

Just as everyone finished eating, two surprise guests appeared: Mr. and Mrs. Santa Claus (really, it was Barry and Algean Barker pretending!). Santa and Mrs. Claus passed candy canes to everyone and proceeded to distribute gifts for the night gift exchange.

After the tables were cleared, Patti Tannahill and the group in playing several fun games. To close the evening, the group sang Christmas Carols.

Those attending the party were: Sheree Cannon, Jan Mize, Sally Carthel, Larry Lusk, Jill Golden, Paul and Virginia Hrbacek, Bill and Janice Hunter, Jerry and Janice Klein, Karen Koons, Raymond and Martha Smith, Mathis, Doug and Donna Meriwether, Wilbur and Virginia Owens, Clar and Judy Smith, Roy and Sandra Turley, Eugene and Pattie Tannahill, and Maxine Loran.

Fathers Sharpen Management

Members are playing a board game that is designed to help them some of the techniques of growing up.

"Resource Game" is a young people in the 4-H Home Management Program learn adult techniques for thinking their way through to major decisions. The aim of the game is to help them learn how to get to where they want to go by using the resources you have rather than dreaming of the ones you wish you had, points out Lobban, county agent of the Texas Agricultural Extension Service.

county Extension office, adds Lobban.

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion, or origin.

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FLOYDADA'S CAPROCK HOSPITAL REPORT

Clara Murray, admitted 12-30, continues care.
William R. Hale, admitted 12-30, dismissed 1-2.
Frances Powell, admitted 12-31, continues care.
Joe Marroquin, admitted 12-31, dismissed 1-2.

Jewell Jackson, admitted 1-3, continues care.
Mary McNary, admitted 1-3, continues care.
Lupe Vega, admitted 1-3, continues care.
James Jenkins, dismissed 12-31.

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FLOYD DATA
Visiting Mr. and Mrs. J. Poole during the Christmas holidays were Mrs. Poole's sister Mrs. Ellie Daves Fort Worth and her granddaughter Mrs. Fran Hart and daughter Sicill of Shreveport, La. Mr. and Mrs. John Hale Sr., Mr. and Mrs. Johnny Hale Jr., of Birmingham, Alabama.

Local visiting relatives were Mr. and Mrs. Kenneth Poole and Mr. and Mrs. Lance Poole and Amber, who hadn't seen John Hale and son Johnny in 26 years. John Hale and J.T. and Ovie Poole were old school mates but do the same.

Flowers accumulate four sets of resource cards representing skill, time, money and energy. Then they "spend" cards one by one in order to reach a pre-determined goal. The trick is for the player to figure out clever ways of getting what he needs by substituting "skill" for "energy" cards, for example, when faced with a shortage of expendable money or "time".

Playing the game gives players a chance to learn and management skills with the fear of real-life consequences, notes Lobban.

4-H Home Management Program is conducted by Cooperative Extension and supported by 4-H Home Parties. The program donates eight \$100 scholarships at the national level, expense-paid to National 4-H Contest state winners in the program, and four medals of merit county.

Winners are chosen by Cooperative Extension and announced by the local 4-H Council. For more information on the Home Management Program is available at the

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Clearance On Mens-Flannel-Shirts & Sweaters Reduced 1/3 Off Reg. Price	Clearance On Ladies Jr. Dresses-Coats-Blouses & Sweaters Reduced 1/3 Off Reg. Price
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SUNDAY 01/07/79 TV schedule grid with columns for AM, PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

SUNDAY 01/07/79 TV schedule grid (continued) with columns for AM, PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

MONDAY - FRIDAY TV schedule grid with columns for AM and PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

MONDAY 01/08/79 TV schedule grid with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

TUESDAY 01/09/79 TV schedule grid with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

WEDNESDAY 01/10/79 TV schedule grid with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

THURSDAY 01/11/79 TV schedule grid with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

FRIDAY 01/12/79 TV schedule grid with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

SATURDAY 01/13/79 TV schedule grid with columns for AM and PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

SATURDAY 01/13/79 TV schedule grid (continued) with columns for AM and PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

SATURDAY 01/13/79 TV schedule grid (continued) with columns for PM and channels WTCG, KTXT, PTL, KMCC, WGN, KCB, KLBK.

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Guest Editorial: Homosexuality
Constitutional Right, "Life Style," or Abnormality

HOMOSEXUALITY: CONSTITUTIONAL
by
Robert R. Reilly
Mr. Reilly is National Director of
Intercollegiate Studies Institute,
inc.

...speak of man's nature we mean those ends toward which man's being is ordered. It is the fulfillment of those natural ends which makes man fully human. If nature is gone as a rational guide, each person can decide these things for himself only on the basis of arbitrary will. Each person invents his own happiness, creates his own "good." The way one lives then becomes a matter of "life style." The elevation of the words "life style" to their present prominence is an indication of the total loss of any serious meaning in one's choice of how to live. What used to be man's most profound ethical concern has been reduced to an element of fashion.

"The only thing our children need protection against is ignorance, bigotry, fear and dishonest politicians!" says a politician, evoking shades of FDR. Are we at a PTA meeting of concerned parents?
"As a religious person I want to thank God for this victory tonight. We are tired of religious hypocrites... We are moral people." Is this a fundamentalist religious revival?
"Once one group's rights are endangered, then all groups are endangered... If we start with one group, where will it stop?... the Jews, the Blacks..."

This trivialization of life has inevitably resulted in the degradation of sex as the source of life. Indeed, we would hardly see the argument being publically made today for homosexuality had there not been a preceding set of distinctions obliterated. Go into almost any grocery store newsstand and you will see side by side on the shelf **Playboy** and **Good Housekeeping**. What does any sensible person learn from seeing this odd juxtaposition? Certainly the way of life espoused by **Playboy** is inimical to good housekeeping. Yet there they are together, take your pick. In other words, the person learns, if only by osmosis, that is a matter of public indifference as to whether one properly uses or abuses sex. More accurately, legal commerce in pornography teaches that no such distinction exists. Once this teaching has been learned, where does one draw the line? If heterosexual sex is only a form of play or recreation, what could be wrong with a little sodomy? Or even incest? Indeed, why not even defend and promote homosexuality as a basic American right? Surely it must be guaranteed by the Constitution. Through a dizzying feat of biblical interpretation, we may even end up with "God on our side."

A civil rights rally for ethnic minorities?
No. We are here on election night, November 7th, in the Grand Ballroom and Salon of the Beverly Hilton Hotel with thousands of homosexuals who are anxiously awaiting the election outcome of Proposition 6, which would allow the firing of homosexuals teachers in the California state school system.
The speakers I have just heard are, in order, an L.A. city councilman, the homosexual leader of the anti-6 campaign, who treats us to an introduction on stage of "my brother, my mother, my lover," and an L.A. city attorney. We also hear from State and Assemblyman Herschel Rosenthal, who exults, "I am convinced God is on our side."

And here we finally arrive upon the supreme irony which makes the display of the politicians at the Beverly Hilton so grotesque. Here are men whose occupational duty is to guard and maintain the principles upon which our system of rights is based. These rights are founded firmly in and are fully dependent on the existence of "The Laws of Nature and of Nature's God" which the Declaration of Independence appeals to for our justification as a new nation. Yet they are supporting a cause which can succeed only by obliterating that very understanding of "Nature" upon which our existence as a free people depends.

Apparently, the author of Proposition 6 did not write a very good proposition. The opposition to it was bipartisan; Reagan, Ford, and Carter all were anti-6. As a piece of legislation, it appears to have allowed too many opportunities for abuse.
By 9:30 p.m., the voting trend is clear. Proposition 6 is going down to defeat. The crowd is ecstatic, hysterically emotional, tears are running, there is great hugging and kissing. Near me standing two fellows accoutered in their "On the Waterfront" leather outfits and holding hands. They are pop-eyed with stimulants and cheer gustily. Fists are raised as signs of homosexual power.

My attack on homosexuality is not an attack on homosexuals. I do not believe that they should be persecuted. However, I would never do any of them (among whom I number of some friends) the disservice of telling them that homosexuality was perfectly normal, anymore that I would tell an alcoholic that I thought his excessive drinking was just fine. But when homosexuality is elevated to and advanced on the level of moral principle, (as was just done by the new mayor of San Francisco, Diane Feinstein, who announced her moral obligation to appoint a homosexual in the late Harvey Milk's place as city supervisor; then action must be taken to defend the health of the community—not because this would mean wholesale defection to the ranks of the homosexuals or that more children would be corrupted (though more of both would inevitably happen), but because the teaching itself is pernicious and will affect and form the attitudes of the body politic in other matters as well. Each distinction we erase makes it harder for us to see or make other distinctions. The ability to discriminate is, of course, essential to the ability to choose. If we lose it, the charge in our own character cannot help but profoundly change the character of our government. And what sort of government do you suppose it would be?

But the crowd here tonight is not celebrating the victory of judicial prudence; they are celebrating the public vindication of homosexuality as a "life style" and they see the anti-6 vote as a message to America to that effect.
Now one of the leaders of the San Francisco lesbians, a plump middle-aged woman, takes the stage. She begins with a Janis Joplin-like whooping sound that has the crowd screaming. She is more demonstrative than her male predecessor who was content simply to introduce his "lover" to us. She explains, "I have been accused of flaunting my homosexuality and I have learned to live with it." She brings her "lover" on stage. They embrace and give each other a prolonged kiss. The crowd roars its approval.

An hour of this hysterically emotional scene is enough for me. I decide not to wait for Mayor Bradley's arrival and retire to reflect upon this new nadir in American political life. I later watch the TV coverage of the event. It is done with the typical cool detachment of TV news reporters: just another happening in this wonderful pluralistic society of ours. And now, the weather.
The justification of homosexuality by Assemblyman Rosenthal and the other non-homosexuality politicians who appeared to collect political chits, rests upon the inability to make distinctions, the quintessential liberal affliction. True distinctions are differences founded in nature. When we

FRIDAY 01/12/79

PM	WTCH	KTXT	PTL	KCBD	KLBK
	CH. 17	CH. 5	CH. 6	CH. 11	CH. 13
	Atlanta	Lubbock	Charlottesville	Lubbock	Lubbock
	Cable 4	Cable 5	Cable 6	Cable 11	Cable 13
6:00	Carol Burnett and Friends Sanford and Son	Air Power Series MacNeil-Letter Rept.	Tammy Faye Show Happy Hour	News	News
7:00	Sweet Auburn Ave. NBA Basketball	Wash. Week in Review Wall Street Week	Jimmy Swaggart Transformation	Diffrent Strokes Joe and Valerie	New Adventures of Wonder Woman
8:00	Atlanta at Chicago	Congressional Outlook Turnabout	PTL Club	Rockford Files	Incredible Hulk
9:00	Love, Ameri	Masterpiece Theatre: Duchess of Duke Street		Eddie Capra Mysteries	
10:00	Hogan's Heroes	Dick Cavett	Good News	News	News
10:30	Movie: Curse of the Werewolf	Captioned ABC News	Human Dimensions	Tonight Show	New Avengers
11:00		Sign Off	Accent on Music		Movie: J.W. Coop
12:00				Midnight Special	

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KLBK CH. 13 Lubbock Cable 13

News
Joker's Wild
International Circus

KLBK CH. 13 Lubbock Cable 13

News
Joker's Wild
Your Turn

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News
Joker's Wild
Watsons

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Joker's Wild
Barnaby Jones

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News
Joker's Wild
M*A*S*H

KLBK CH. 13 Lubbock Cable 13

AAM Wants To Attain Major Lobbying Status

The American Agriculture Movement, a group of rural activists trying to save the family farm, wants to establish itself as a major lobbying force in Washington.
A nationwide tractorcade to Washington this month will kick off the 1979 campaign.
A tractorcade will leave from Lubbock on January 13, and two more will head out January 15 from Amarillo and Abilene enroute to Washington, according to Arnold Schwertner, a Floyd County farmer.

for cost of production and then some.
"If we do not achieve 100 percent parity, the American family farm cannot exist," said Alabama delegate Buddy Rose.
Without the family farm, Rose said, corporations eventually will control agriculture. "Then the consumer will better realize what the farmer has been doing this year with tractorcades and his efforts in Washington," he said.
The AAM January tractorcade to Washington will be from cities in the Dakotas, Nebraska, Colorado and Texas.
Organizers said the protest calls on the government to set loans levels for basic commodities at 90 percent of parity. They also want an improved set-aside program and laws to protect U.S. farmers against foreign imports.

Many agreed with Ed Osborne, a Tulelake, Calif., farmer.
"American Agriculture will get parity for their products, or the rest of the economic sectors in this country will fall with us."

As the tractorcade moves eastward at 100 miles a day, it is meant to cause traffic jams through such cities as Chicago, St. Louis, Memphis and Indianapolis.

A survey by the AAM's Darlene Harrison of Mohridge, S.D., asked delegates about the future of the movement, which a year ago began farm strikes, rallies and tractorcades.

As the tractorcade moves eastward at 100 miles a day, it is meant to cause traffic jams through such cities as Chicago, St. Louis, Memphis and Indianapolis.

Farmers will never again be content to let other people speak for them.
Gene Schroder, Colorado's delegate, said, "When the goals of this group begin to be achieved, the movement can become one of the most important organizations of the country. It may be the only group that can bring about economic stability."

As the tractorcade moves eastward at 100 miles a day, it is meant to cause traffic jams through such cities as Chicago, St. Louis, Memphis and Indianapolis.

The movement for the first time has involved dirt farmers in the full business of agriculture.
Farmers will never again be content to let other people speak for them.

As the tractorcade moves eastward at 100 miles a day, it is meant to cause traffic jams through such cities as Chicago, St. Louis, Memphis and Indianapolis.

The goal for which the AAM was founded is 100 percent parity, which its members call the "farmers minimum wage." It provides

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AUCTION SALE

THURSDAY, JANUARY 11, 1979
SALE TIME 1:00 P.M.

LOCATION: 215 SOUTH EIGHTH FLOYDADA, TEXAS
1 Block East of Piggly Wiggly; 1/2 Block North

- 1 - 1977 G.M.C., 10,000 Miles, 4-Speed, 350, 4-Wheel Drive
- 1 - 1977 G.M.C., 13,000 Miles, 4-Speed, 350, 4-Wheel Drive
- 1 - Mimeograph Machine
- 1 - Motorola Base Radio
- 2 - Motorola Mobile Radio
- 1 - Extra Radio Unit
- 1 - Typewriter
- 1 - Kodak Slide Projector
- 5 - New L78-15 Tires
- 1 - Air Tank
- 2 - Measuring Wheel
- 1 - Pickup Gas Tank
- 1 - Mop Bucket
- 9 - Buckets of Accelerate Cotton Defoliate
- 1 - Floor Jack, 2 Ton
- 1 - Coke Box
- 1 - Forney Electric Welder
- 1 - Central Heater
- 1 - Tires & Wheels
- Few Tools
- 1 - Evaporative Air-Conditioner
- 2 - Complete Spray Units, Gas Motors, 200-300 Gallon Tank
- 1 - Extra Spray Tank Mounted On Trailer
- 1 - 2-Wheel Trailer
- 2 - Transfer Pumps With Gas Motors

OWNER: FLOYD COUNTY NOXIOUS WEED CONTROL DISTRICT

PLEASE BRING OWN CHECKBOOK TERMS OF SALE CASH NOT RESPONSIBLE FOR ACCIDENTS YOUR BUSINESS APPRECIATED ALL ACCOUNTS SETTLED DAY OF SALE

Faulkenberry Auction Service

Scott Faulkenberry (TXGS-019-0026) (806) 983-2756 FLOYDADA, TEXAS 79235
Don Faulkenberry (TXGS-019-0027) (806) 983-2204 FLOYDADA, TEXAS



The difference is you in a Fabergé. Givenchy, Von Furstenberg, Dior, de la Renta. At TSO you'll find the greatest designer frames in the world, with each lens made exactly to the doctor's prescription. TSO—quality you can see.

The difference between just wearing glasses and a Fabergé from TSO.

TEXAS STATE OPTICAL
Offices in Louisiana, New Mexico, and throughout Texas. Convenient credit available.



FIBROUS FOODS are an essential part of a well-balanced and healthful diet.



Culligan Soft Water

Now Under New Ownership
And Management
TED PATTON

"Hey Culligan Man!" This is a familiar sound when there's trouble with YOUR water softening system. Your Culligan man can be expected to respond to your problem and take care of it in an absolute minimum of time because "Culligan Men" are the leaders in the soft water field, and they know they

must do a better job! In Plainview, your Culligan man is the CULLIGAN SOFT WATER located at 3408 Olton Road. Just phone 296-2104 for fast service on all Culligan soft water units. With a famous Culligan water softening unit installed in your home, you can experience a new sensation in cleaner washing, softer skin

every time you bathe, and longer lasting pipes and drains due to the lack of minerals in the water. There are many other benefits, too, and to find out about all of them...call Ted Patton TODAY!

The editors of this 1979 Consumers Message suggest that you call now for a free water analysis today!

H & R Block Tax Service

The World's largest tax return specialists, H&R BLOCK, has become synonymous with quality and a high standard of efficiency when it comes to preparing your personal, farm and business returns.

In Plainview, the H&R BLOCK offices are located at 1800 W. 19th (corner of 19th and Quincy), phone 296-

6265, and in Floydada at 106 W. Missouri (the first door west of the Square), phone 983-5233, and they're just waiting to help you with your tax problems.

Whether you're filing an individual, joint or business return...they have the experience and the ability to get it done faster and better. H&R BLOCK is, of course, fully bonded and insured, and in

the event that your taxes are figured incorrectly and you are assessed a penalty charge...H&R BLOCK will pay that for you! It's simply the best way to make an easy tax job out of the mountainous task of filing out your taxes returns.

The editors of this 1979 Consumers Message urge all area residents to see H&R BLOCK this year at tax time.

Nabors Automotive

CHARLES NABORS
OWNER

Been searching high and low for an auto repair shop that will do just the work you need without the usual hassle of hidden charges, incomplete jobs or costly waiting? Search no more! NABORS AUTOMOTIVE, located at 408 W. 3rd in Plainview, phone 293-4411, is just what you've been looking for.

NABORS AUTOMOTIVE can install mufflers and tail pipes in your car. They now feature custom pipe bending and custom dual exhaust

systems to "personalize" your car to your specifications.

Experts in all phases of automobile repair await your every request with dedicated and courteous service. Electronic diagnostic equipment and the proper tools for the job assure you of a completed repair which will not require your bringing the car in again for the same thing. Qualified technicians are fully trained to deal with any problem in a minimum of time and at the least ex-

pense. Car dealers, fleet operators and other men who depend on a smooth running automobile have found the service and reliability offered by NABORS AUTOMOTIVE to be among the very best, and as the editors of the 1979 Consumers Message, we think you will too!

The entire staff of NABORS AUTOMOTIVE wishes all their customers and friends a happy and successful 1979!

Wayne Houlette Computer Services

Wayne Houlette has recently incorporated a computer center into his business and is now fully equipped to handle all bookkeeping and general ledger work, including accounts receivable and accounts payable, and payroll. He can expertly do your retail inventory and invites all retail concerns to contact him for full details.

Do yourself and your business a favor this year and contract the services of WAYNE HOULETTE COMPUTER SERVICES, one of

the area's leading tax consultants. With offices located at 2304 West 5th in Plainview, phone 293-4394 and in Lubbock, phone 762-4631. This is one computer service which gives just that: SERVICE!

The staff is skilled experts in constantly studying new tax laws and scrutinizing all of the problems which are prevalent in both business and personal tax situations. Place your complete trust in their experience and you won't be disappointed.

WAYNE HOULETTE COMPUTER SERVICES will do your quarterly returns as well as your yearly ones and

they're always available for consultation on any tax question. The editors of this 1979 Consumers Message suggest

that you make this recognized firm YOUR personal computer center. We don't think you'll have any worries about taxes with this outstanding concern on the job!



Mathis Irrigation Service

For information on the effectiveness of your irrigation system, contact MATHIS IRRIGATION, located at 408 East 6th in Plainview, phone 293-2634. If your irrigation system is not working properly, you probably don't need a whole

new system. Many times, it's only a case of replacing the engine. MATHIS IRRIGATION specializes in used and rebuilt Waukesha and Mo-line Irrigation Engines, and can give you a better price! They also carry Deutz Diesel

Engines and have the skill to install them expertly. And, of course, all their engines come with a service warranty. Call today to be sure your irrigation system will be in top shape for spring.

The editors of this 1979 Consumers Message recommend this fine company to all of our readers. The staff of MATHIS IRRIGATION ENGINE SERVICE would like to take this opportunity to wish all area farmers and residents a happy and very prosperous 1979.

Southwest Business College

OPAL & HULDA PIERSON-ADMINISTRATORS

Learn a valuable trade in the fast moving business world at the SOUTHWEST BUSINESS COLLEGE in Plainview at 302 West 8th, phone 296-5304: one of the region's leading business colleges.

Men and women can benefit from the specialized training this fine school has to offer. There's personal instruction in all types of clerical fields, secretarial, accounting, and administrative work. You'll really learn the ropes from the ground up when you enroll in the studies of your choice at this accredited school AND you'll

be well on your way to a highly rewarding and profitable career you can stay with!

Many of the SOUTHWEST BUSINESS COLLEGE graduates are now successful businessmen and businesswomen with the job they want and some real security for the future. New classes are beginning March 26th, so call today for further information and details.

The editors of this 1979 Consumers Message are pleased to be able to list and recommend this outstanding business college to all of our readers.

Merle Norman

Cosmetics Studio

HELEN MAULDIN

OWNER

With such services as trained beauty consultants, free beauty and make-up lessons, and "trial before purchase," Merle Norman Cosmetics have become very popular with discriminating ladies throughout the area.

The area distributor for these famous beauty aids is the MERLE NORMAN COSMETICS STUDIO at 3202 Olton Rd. in the Village Shopping Center in Plainview, phone 293-1783, and they're waiting to serve you in every way they can! Call or drop by for a free demonstration of these well-known products. They also have one step car piercing, pre-sterilized studs, costume jewelry, free beauty lessons and a

chance to try before you buy.

Merle Norman Cosmetics are designed and specifically manufactured, to add to the beauty and charm of any woman. Scientifically balanced and graded, to coincide with the exact requirements of your skin, here's a line of cosmetics which are naturally right for every woman! As the editors of this 1979 Consumers Message we know that you'll soon become a regular user once you discover just how much the proper balance of natural cosmetics can do for your appearance. Contact the MERLE NORMAN COSMETIC STUDIO for famous Merle Norman Cosmetics... today!

EXPERIENCED SOLDIERS NEEDED PART-TIME. Lend us your previous military experience 16 hours a month, and we'll start you at a higher-than-usual pay grade. See what you're worth. Call your local Army Reserve unit, listed in the white pages under "U.S. Government"



REGISTRATION DEADLINE JANUARY 7 CARIBBEAN CRUISE

DELUXE 7 DAY AIR-SEA CRUISE

- Montego Bay Santo Domingo
- Antigua Guadeloupe

SINGLES \$698
DOUBLES \$798

Leaving March 3 or March 10
Call 983-3982 Or 983-3737

FOR BROCHURE WITH ALL INFORMATION

TOOLEY TOURS

Floydada, Texas
79235

Plainview Ford Tractor, Inc.

"Now At A New Location To Serve You Better."
EDDIE MORTON-OWNER

To be efficient, a piece of farm machinery must be built to stand the rough use necessarily involved in the working of farm lands. PLAINVIEW FORD TRAC-

TOR, INC. features the famous FORD line of farm machinery which has stood the test of years of rugged usage and has proven satisfactory in every phase to the farmers in this area. They

also feature a complete parts and service department so that when your equipment needs repair, they can give you the best service in the shortest time at the least possible expense to you.

Be sure and contact them first when in the market for any type of farm equipment. Just call for information or stop in the next time you are in the area and let one of

Hi-Plains

The danger of driving on tires with worn treads is very real. If you don't have enough rubber on the tire face for good traction, the results of a panic stop could suggest you depend on PLAINVIEW FORD TRACTOR, INC. at the location on I-27 North of Plainview, phone 293-3621, for all your farm equipment purchases, replacement parts, and service.

RETRAIL tires more wear, and Located Plainview very fine money can DAG CO TREADIN produce a tread life of a new longer an

Linda's Grooming Hut

LINDA LANGSTON OWNER

The place to have your dog groomed professionally is LINDA'S GROOMING HUT at 2414 Ferrell in Plainview, phone 296-5994. This well known establishment features expert cutting and styling for all breeds of dogs for show and comfort.

You don't have to have a pedigree poodle to enjoy the services of this fine dog grooming studio. All breeds need regular grooming, and many breeds look and feel much better when their coats

are trimmed at regular intervals. Whatever breed of dog YOU own, it will look and feel a lot better if you have it cared for at LINDA'S GROOMING HUT. LINDA'S GROOMING HUT now offers a complete boarding kennel. Your dog or cat will be cared for and special attention is paid to your pet's exercise needs and eating habits. The rates are very reasonable and you can relax knowing your pet is at the next best place to

Luxury Living

Quality is a new mobile home from LUXURY LIVING MOBILE HOMES! This respected mobile home dealer has the full line of these outstanding homes 1979 and he's just waiting quiring a pet, or show them off to you! Stop make a gift of one of the large lot at 6325 and look over Canyon Drive in Amarillo, GROOMING HUTS phone 352-4302, where puppies, and full bred homes await your inspection.

In compiling this Consumers Message business through the area, we, the editors like to make special mention of this fine grooming pet all breeds of dogs.

You may variety of floor plan to fit your AND you tric and featured a full furnish able for the MOBILE

Tillerson-Fish, Inc.

"Best Service in West Texas"

For the ultimate in farm equipment and a host of other outstanding products, see TILLERSON-FISH, INC. your International Harvester and Krouse Plow dealer on Highway 87 Bypass South in Plainview, phone 293-2568!

This respected dealer has established an enviable reputation for carrying the finest equipment and rendering the best possible service to the local farmers and ranchers. Whether it's sales, rentals, or parts, you won't find better machinery OR a better

deal ANYWHERE! Call or drop in today and find out about what's new for 1979 at your International Harvester & Krouse Plow dealer! Jim Williams and Jack Rowe will help you select the machinery that you need for your farm. They are completely versed in all the new models and can advise you as to which International Harvester or Krouse Plow is best suited to your needs. The service department is managed by Gavin Hayes who has specialized in farm

machinery maintenance nursing home they offer more than 20 years of people of this area this with Derald Gray usage.

We Americans are not living longer, we are living more useful and productive lives. But an increasing number of the old, the infirm, and those who need daily care, need a place other than the

hospital, where the clock at portunity their live your facility make t Here are See y determin you need Feel facility. Ask and fin

Plainview Trim Shop

Complete Auto Trim & Upholstery Service

Complete service, low, low rates and the best looking finished product you've ever seen. That's what you get when you let the PLAINVIEW TRIM SHOP at 607 Yonkers in Plainview, phone 293-4156, take care of your auto seat covers! They have the original factory replacement for your car.

This qualified firm can recover and rebuild most any type of car seat, truck seat,

boat covers, carpets, landau tops, body side moldings, convertible tops, tonneau covers and other items made from vinyl leatherette. Their years of experience and their

many satisfied customers are your assurance that you're dealing with the pros when you bring your seat covering problems to this dedicated company. They offer free pick-up and

delivery as well as the fastest service in the area. The completed project will be of great value to you'll be more than satisfied with the handsome

The editors of this Consumers Message like all of our readers remember the name PLAINVIEW TRIM SHOP comes to auto trim & upholstery service.

With the cost of heating going up, and the need cut down on the use of electrical energy, it makes sense to save heat in winter and conserve air conditioning costs in the summer. How can you accomplish both of these objectives at the least cost? Insulation!

THE BIG M COMPANY, located at 1501 N. Columbia in Plainview, phone 293-4040, can completely insulate your home or business so your fuel consumption is greatly reduced, as your use of electricity for conditioning! You might

This a wide ideas of concisness

Melvin Bramlet Oil Company

MELVIN BRAMLET OWNER

A major factor in the growth and development of the Plainview area, the MELVIN BRAMLET OIL COMPANY has proven to be a valuable asset to the overall well-being of the community and, in particular, those residents who depend on oil marketed products. This well-known firm is located at 1400 Galveston, phone 296-

6684, and YOU'RE invited to drop in anytime!

For many years, this quality-conscious concern has been providing local people with the very best in oil products their reputation for maintaining the "old fashioned" business policies of trust, courtesy and honesty has won them many new friends and solidified the

Cotton growers throughout the section of the state come to respect the fair business practices and community-minded services offered by the EAST MOUND OIL CO., INC., one of the area's most cotton brokers. Located at Rt. #2 East of Plainview, phone 293-7591, this respected dealer specializes in serving the interests of the area producers by securing the best possible prices for

their co-traded broker to keep tuating his gr shrewd ques. F the year offering ket pre produce Thro EAST use gro

Bell Dairy Products

The next time you're shopping for dairy products, pick up a carton of famous Bell up a carton of famous BELL QUALITY CHEKD milk and see if your family notices the fantastic taste! If you're like

most people, the better, fresher taste of this outstanding milk will soon make you a regular user.

BELL DAIRY PRODUCTS makes a complete line of high quality dairy products, and you can taste the difference in every one of them! Look for their symbol on

cottage cheese, sour cream, ice cream, and everything else that's delicious in the

dairy case. You'll soon discover that freshness and purity are the things which

set BELL DAIRY PRODUCTS apart from all the others.

Produced in Plainview, at 711 Austin, phone 293-1367, the same freshness and pur-

ity that makes these products taste so good also makes them really good

One more reason you should be using BELL DAIRY PRODUCTS!

The editors of this Consumers Message like to make special

of these fine dairy products. The entire staff of BELL DAIRY PRODUCTS like to wish everyone a happy 1979!

East Mound

J.B. CRE

Hal Sand

"Wal

your becau deave exact convetomet Sim produ grave de much usual produ a hon service

Plainview Tractor, Inc.

Now At A New Location To Serve You Better.
EDDIE MORTON-OWNER

no feature a complete parts and service department so that when your equipment needs repair, they can give you the best service in the shortest time at the least possible expense to you.

Be sure and contact them first when in the market for any type of farm equipment. Just call for information or stop in the next time you are in the area and let one of

their representatives show you the advantage of having FORD equipment to put you on a really paying business. In this 1979 Consumers Message, we, the editors, suggest you depend on PLAINVIEW FORD TRACTOR, INC. at their location on I-27 North (across from Producers Grain Elevator) in Plainview, phone 293-3621, for all your farm equipment purchases, repair, or service.

Hi-Plains Bandag Inc.

BEN LOEWER
PRESIDENT

RETREADING gives your tires more traction, longer wear, and lower tire costs.

Located at 628 Ash in Plainview, phone 293-4365, this shop specializes in the very finest retread tires that money can buy. With BANDAG COLD PROCESS RETREADING, this firm can produce a recap which yields a tread life nearly equal to that of a new tire. There is no longer any excuse for driving

on an unsafe tire. HI-PLAINS BANDAG INC. has an excellent stock of retreads on hand at all times as well as a good selection of used tires with lots of miles left on them. The editors of this 1979 Consumers Message urge you to take a long look at your tires and then see this outstanding recapping firm for the original BANDAG COLD PROCESS RETREADING.



Gee-Gee's Arts & Crafts

VIRGINIA [GEE GEE]
SNIDER - OWNER

Everything for the artist is featured at GEE-GEE'S ARTS & CRAFTS in Plainview at 1115 Quincy, phone 296-6653.

This well-known art supply store carries a complete line of plasters, picture frames, Tole painting supplies, and much, much more. There are drawing pads of all types, water color papers, canvas, stretching frames and everything else needed for better

painting and drawing. Whether you're a beginner or an accomplished professional artist...there's just what you need at this fine shop.

GEE-GEE'S ARTS & CRAFTS is the official headquarters for many school art courses and students can pick up the items they need at very reasonable prices. Stop in today and look over the tremendous assortment of high quality art supplies.

GEE-GEE'S workshop has Tole painting classes, Elizabeth Dixon, instructor and decorative painting with acrylics classes, Linda Mo-

sher, instructor. GEE-GEE'S and staff wish to extend to all of their art students and friends a very happy and prosperous 1979!

Luxury Living Mobile Homes

LINDA LANGSTON
OWNER

Quality is a new mobile home from LUXURY LIVING MOBILE HOMES! This respected mobile home dealer has the full line of these outstanding homes or 1979 and he's just waiting to show them off to you! Stop by the large lot at 6325 Canyon Drive in Amarillo, phone 352-4302, where model homes await your inspection.

You may choose from a variety of sizes, styles and floor plans. There's a model to fit your family, your needs AND your budget! All electric and all gas homes are featured and there's practically no end to the distinctive furnishings which are available for you. The LUXURY LIVING MOBILE HOMES can offer easy terms in the form of bank, VA and FHA financing. They also specialize in liberal trade-ins on used mobile homes and will even buy for cash. The writers of this 1979 Consumers Message think you'll be in good hands when you plan to deal with this outstanding mobile home specialist.

Care Inn

MARK A. JONES
ADMINISTRATOR

CARE INN, located at 224 S. 1st, phone 293-5201, is doing their part for the care of the chronically ill and the convalescent. To assist you in selecting the right nursing home they offer more than 20 years of experience with Derald Gray as manager, you'll be able to find the part you need for their complete parts department.

hospital and their home where they can receive personal health care, round the clock attention and the opportunity to continue to live their lives with meaning. As your community health care facility we want to help you make the right decision. Here are some guidelines: See your family physician to determine the type of facility you need. Feel free to visit our facility. Ask us for cost in writing and financial advise about Medicare and Medicaid. Examine all of our facilities. Check our food quality. Verify our safety features. Finally, observe how our residents spend their time. There is a lot more to selecting the right nursing home. We want to help-if you have any questions please call or visit us. The editors of this 1979 Consumers Message appreciate this message from CARE INN and highly recommend them to all our readers.

Person-Fish, Inc.

"Best Service in West Texas"

deal ANYWHERE! Call or drop in today and find out about what's new for 1979 at your International Harvester & Krouse Plow dealer! Jim Williams and Jack Rowe will help you select the machinery that you need for your farm. They are completely versed in all the new models and can advise you as to which International Harvester or Krouse Plow is best suited to your needs. The service department is managed by Gavin Hayes who has specialized in farm

machinery maintenance for more than 20 years. As a person of this area this manager, you'll be able to find the part you need for their complete parts department. The editors of this 1979 Consumers Message suggest that ALL area agriculturalists check with TILLERS FISH, INC. and find out more about the complete International Harvester & Krouse Plow line-up of quality machines and components for 1979!

The Big M Company

ORVAL MURRAY
OWNER

With the cost of heating fuel going up, and the need to cut down on the use of electrical energy, it makes good sense to save heat in winter and conserve air conditioning costs in the summer. How can you accomplish both of these objectives at the least cost? Insulation!

THE BIG M COMPANY, located at 1501 N. Columbia in Plainview, phone 293-4000, can completely insulate your home or business so that your fuel consumption will be greatly reduced, as will your use of electricity for air conditioning! You might call them "the energy savers!" They will do more than just insulate your home or office. These experts will completely survey your existing conditions with regards to ventilation, as proper ventilation can improve existing efficiency by 20%. Perhaps all you need are properly installed turbine vents, and they can do it.



WINTER SPECTACULAR—This week's weather was slippery to the tires, but beautiful to the eyes of many local who had to get out in it. [Staff Photo]

Comet 1 Hour Cleaners Of Plainview

JOE CASTILLO MANAGER

Why send your shirts to a laundry and your other clothing to a dry cleaner when you can send everything to the COMET 1 HOUR CLEANERS OF PLAINVIEW? This well known cleaning firm specializes in all types of garments and their shirt laundry offers fast, one day service for the busy individual.

Located at 3204 Olton Road in Plainview, phone 293-1904, this quality-minded cleaner will take care of all your laundry and dry cleaning problems quickly and easily. Featuring 1 hour service at no extra charge for fast service, odorless, sanitary, brighter cleaner garments, draperies, sheets and towels and everything else

you have which requires cleaning or laundering. The COMET 1 HOUR CLEANERS OF PLAINVIEW is anxious to please you. The authors of this 1979 Consumers Message suggest that you make this well known cleaners and laundry YOUR headquarters for better looking clothing.

Ring Around Seed

RING AROUND SEED is located in Plainview on Dimmitt Highway, phone 293-2676.

As any agriculturist will tell you, your crop is only as good as the seed you use. Oh, there's a lot more to it than just using the best seed, but when you start with the finest and add your own special kind of care...then you've really got a crop to be proud of! RING AROUND

SEED features milo, corn, sorghum, soybeans and millet seeds.

Through all periods of economic fluctuation this firm has always been ready to serve the best interests of the farmers and general public of this area. They have derived more than the mere profit as measured by dollars and cents because there has been a real and genuine satisfaction to this firm to be

able to render this service. A business of this kind is essential to the entire farming community. By fair and honest methods they have gained the confidence and patronage of the people of this community. A fine spirit of cooperation has always been in every transaction with this firm and we, the editors of this 1979 Consumers Message, wish to compliment them.

Plainview Mattress & Upholstery Company

E.L. [TOP] & JUNE FOREMAN - OWNERS

"If We Don't Have It, We'll Make It"

PLAINVIEW MATTRESS & UPHOLSTERY COMPANY, located at 607 Yonkers in Plainview, phone 293-5673, offers a complete service in mattress renovating and custom made mattresses. Both inner spring and box springs are featured.

This company is well equipped to do an expert job on your mattress in the shortest time possible. You can save the price of a new

mattress and yet your old one will be goods as new. Their prices are fair and their reputation for turning out satisfactory work is well known.

They have been serving the community for some time and it will pay you to have a consultation with them before you have any mattress renovating done. This modern firm has all

the latest machinery with which to turn out quality work at the most reasonable prices, and they know that a satisfied customer means more customers for them. They also stock all sizes of new mattress at factory prices. The editors of this 1979 Consumers Message are pleased to recommend this mattress company to the people of this section.

Plainview Trim Shop

Complete Auto Trim & Upholstery Service

boat covers, carpets, landau tops, body side moldings, convertible tops, tonneau covers and other items made from vinyl leatherette. Their years of experience and their many satisfied customers are your assurance that you're dealing with the pros when you bring your seat covering problems to this dedicated company. They offer free pick-up and

delivery as well as some of the fastest service anywhere. The completed project will be one of great beauty and you'll be more than satisfied with the handsome results. The editors of this 1979 Consumers Message would like all of our readers to remember the name: PLAINVIEW TRIM SHOP when it comes to auto trim & upholstery service.

East Mound Gin, Inc.

J.B. SMITH & ELMER CRISWELL - OWNERS

Cotton growers throughout this section of the state have come to respect the fair business practices and community-minded services offered by the EAST MOUND GIN, INC., one of the area's most cotton brokers. Located at Rt. #2 East of Plainview, phone 293-7591, this respected marketer specializes in serving the interests of the area producers by securing the highest possible prices for

their cotton. As a nationwide tradesman, this dedicated broker is constantly striving to keep abreast of the fluctuating market and increase his grower's profits with shrewd wholesale techniques. His basic concept over the years has been based on offering the highest fair market prices possible to his producers. Through the efforts of the EAST MOUND GIN, INC. to use grower's products wisely,

he has been instrumental in the financial growth and prosperity of the region's economy. The property of many people is directly dependent on this broker's dealings and he wouldn't let his friends down!

The editors of this 1979 Consumers Message would like to take this opportunity to commend the fair business practices of this reliable cotton broker.

Melvin Bramlet Oil Company

MELVIN BRAMLET
OWNER

6684, and YOU'RE invited to drop in anytime! For many years, this quality-conscious concern has been providing local people with the very best in oil products their reputation for maintaining the "old fashioned" business policies of trust, courtesy and honesty has won them many new friends and solidified the

faith of their old friends. They're one of the best business firms in the area! When you need quality oil products, see the MELVIN BRAMLET OIL COMPANY and get the very best. Located in Plainview, phone 293-7591, this respected marketer specializes in serving the interests of the area know this outstanding company.

Hale County Sand & Gravel

"Washed And Graded Sand & Gravel"

Experienced construction men have come to rely on the HALE COUNTY SAND & GRAVEL for all of their needs when it comes to the finest sand and gravel. This is one firm which isn't content just to offer the best selection...they SPECIALIZE in service! Located 2 miles West of Plainview, on Dimmitt Hwy. in Plainview, phone 293-1765, this outstanding community member knows that your job cannot be held up because of delays. They endeavor, therefore, to keep an exact schedule to suit the convenience of their customers. Since they carry so many products, graded and sized gravel, masonry sand, crushed rock, fill material and much more, this reliable firm usually has just the right products for the job! If you're a homeowner, call the "fast service" sand and gravel

company: The HALE COUNTY SAND & GRAVEL! The editors of this 1979 Consumers Message know you'll get the kind of service and quality products that you've been looking for! HALE COUNTY SAND & GRAVEL and its staff express their thanks to all of the residents in Plainview for their patronage and wish them and their friends a very happy and prosperous 1979!

Dairy Products

cottage cheese, sour cream, ice cream, and everything else that's delicious in the

ity that makes these products taste so good also means they're really good for you!

dairy case. You'll soon discover that freshness and purity are the things which

One more reason you should be using BELL DAIRY PRODUCTS!

set BELL DAIRY PRODUCTS apart from all the others.

The editors of this 1979 Consumers Message would like to make special mention

Produced in Plainview, at 711 Austin, phone 293-1367, the same freshness and pur-

of these fine dairy products. The entire staff of BELL DAIRY PRODUCTS would like to wish everyone a very happy 1979!

clean electric energy will power progress in 1979



Electric utilities have been one of America's fastest growing industries, normally doubling capacity every 10 years. The rapid growth of this industry has made possible the tremendous industrial capacity of our Nation... It has lightened the burdens of homemakers... It has made our offices and commercial establishments more comfortable and more attractive. There is every indication that your electric energy requirements will continue to grow. And, it is the responsibility of your electric utility and

others throughout the country to meet the needs of their consumers. In the future years, tremendous quantities of electrical energy will be required to reduce pollution and protect our natural resources. Electric automobiles and electrified rapid transit systems may remove much of the pollution now created by internal combustion engines. Electric energy will be increasingly used to dispose of waste, re-cycle waste, remove salt from sea water, and treat sewage. Electric heat and climate control devices may

be the means to stimulate the abundant, year round crop growth needed to feed a growing world population. To meet your long range future needs for electric energy without detriment to the environment will be a difficult, expensive and time consuming job. But we believe that with careful planning, intensified research and determined efforts, clean electric energy will be a positive force in protecting and enhancing our environment today and for generations to come.

...and for years to come!



