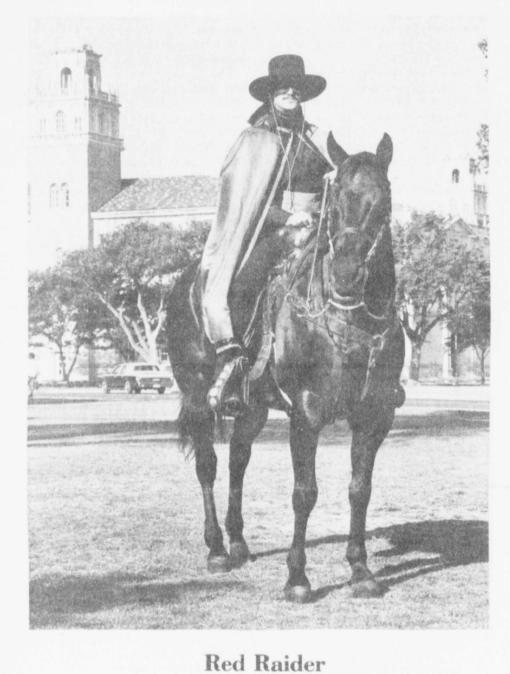
The Lockney Beacon Lockney, Texas, 79241 - USPS - 317-220 Thursday, August 21, 1986 Volume 85 Number 34

Floyd County & Surrounding Counties Fair in Lockney

alle of August 21, 22, 23



Schedule of events

Thursday, August 21

- FLOYD COUNTY SESQUICENTENNIAL DAY
- 1:00 p.m. Judging of Community Exhibits 2:00 p.m. Judging in Women's Division
- 3:00 p.m. Judging in Agriculture Department 6:30 p.m. Talent Show Children and Adult

Friday, August 22

- 9:30 a.m. Ladies Day
- 5:00 p.m. Tractor Driving Contest 7:00 p.m. Gospel Singing
- 9:00 p.m. Square Dance

- Saturday, August 23 8:00 a.m. Rabbit Show
- 10:00 a.m. Parade in Lockney Business District
- 11:00 a.m. Chili Cook-Off Begins
- 1:30 p.m. Lockney FFA Children's Rodeo & Toy Tractor Pull
- 3:00 p.m. Little Miss Floyd County Contest 5:00 p.m. Chili Cook-Off Judged
- 7:00 p.m. Miss Floyd County Contest

9:00 p.m. Dance with SLOW MOTION

Admission to the Floyd and Surrounding Counties Fair for 1986 is FREE.

Color courtesy of: Lockney Chamber of Commerce



Sherre Kinard

- Photo by Wilson Photography

- ★ Talent show ★ Gospel singing ★ Ladies Day programs
- ★ Parade ★ Square dance ★ Rabbit show ★ Miss Floyd County Fair pageant
- ★ Little Miss pageant ★ Chili cookoff ★ Children's playday and rodeo
- ★ Tractor driving contest ★ Children's barnyard ★ Slow Motion dance



Jest Amusement Carnival



Slow Motion

Fair unreels Thursday through Saturday

All signals are go — and the weatherman is forecasting his cooperation — for the 33rd annual version of Floyd County Fair and Surrounding Counties, which unreels Thursday, Friday and Saturday at the grounds in southeast Lockney.

Plans for the '86 fair have been finalized and several new events have been added.

The fair dates were changed this year "to keep from interfering with school activities."

THURSDAY

Thursday, August 21, has been designated as Floyd County Sesquicentennial Day.

A costume contest is planned from 4:30 until 5:30 on the fair grounds, with a covered wagon serving as judging headquarters. Chosen will be costume winners in women's, men's, girls' and boys' divisions.

The Sesquicentennial theme is expected to be carried out in several fair booths, as well as some Lockney businesses and offices.

Also, Thursday will be judging day in the various departments. Persons interested in entering foods, sewing, crafts and working items in the women's and youth departments should plan to have their entries in the fair barns no later than 11 a.m. Thursday.



LITTLE MISS CONTESTANTS in the 7 to 9 year old division are [top row] Tikka Smith and Cynthia Martin; center, Mary Lindsey Poole; bottom row, Joyce



LITTLE MISS CONTESTANTS in the 7 to 9 year old division are [top row] Jill Gowens, Chelsea Patridge; center, Dee Dee McCarty; bottom row, Brandy Wilson and Kacie Lackey. Not pictured are Kellye Crump, Tiffany Ellison and Danika

Tractor driving

contest at fair

For the 1986 Floyd County Fair, the tractor driving contest, which had been

deleted from fair events has been reinstated. It will be held on Friday afternoon at 5 p.m. on the northeast

This year's contest will feature three

divisions including men's, women's and youth driving classes. Several tractor

driving skills will be tested in the contest and the winners will be deter-

Fair board president Jim Bob Martin

side of the main fair building.

mined on a point basis.

This same deadline holds for the art. community exhibits and agriculture departments.

Judging of community exhibits will take place at 1 p.m. on Thursday, followed by judging of the women's department at 2:00 and at 3:00 with judging of the agriculture depart-

The annual talent show is also to be held Thursday in the fair entertainment building. This year the talent show will include both adult and youth talent from the area. Reeda Cay Smith is in charge of the talent show.

FRIDAY

Friday, August 22, is again Ladies Day at the fair.

"The Myths and Magic of Color Analysis" is theme for a 9:30 a.m. program given by Nelda Howard, certified color analyst with Beauticontrol Cosmetics.

Ms. Howard, along with other certified consultants from this area, will also demonstrate some myths and magic in the way of a right and wrong makeup and wardrobe, and also a color analysis and make-over in the color coded

A door prize will be given.

A fall fashion show will be presented from 10:45 until 11:45 a.m. Featured will be Leiter Fabrics.

Focal point will be on transitional styles for fall and accessories. Many accessories "individually created" are to be modeled. Directions for all the accessories are to be provided.

Along with the style show, Anne Carthel of Floydada is to exhibit many new sewing notions to "demonstrate how rapidly the sewing industry is changing.'

Lunch break is planned from 11:45 until 12:45.

Opening the afternoon session at 1 o'clock will be Vickie Chance from Chance's Country Collections in Lubbock, who will be demonstrating the new Bernette Averlock sewing machine. Various uses of the sewing machine are to be demonstrated.

Clara Harris of Floydada will demonstrate "her fascinating talent of basket weaving" from 2:15 until 3:15 p.m.

She will have on display different items she has made. She is to present

different patterns used in weaving. Also on Friday at 5 p.m. the tractor driving contest has been reinstated. This event has been deleted from fair events for the past few years but has

been brought back for the 1986 fair. Gospel singing will be held at 7 p.m. on Thursday and the square dancing will be held at 9 p.m. Both of these events will take place in the entertainment building.

SATURDAY

Saturday, August 23, is the final day of the '86 fair and will hold a wealth of

Starting at 8 a.m. a sanctioned rabbit show will be held in the livestock building. This replaces the livestock show which is normally held at that

The parade begins at 10 a.m. in the downtown area. Parade details are given in a separate article.

At 11 a.m. all entrants in the chili cook-off must be in place at the east end of the main fair building. Judging of the chili cook-off is to take place at 5 p.m. and chili samples will be for sale

following the judging. The Lockney FFA children's rodeo and miniature tractor pull is to take place at 1:30 p.m. in the rodeo arena and on the slab just east of the livestock

At 3 p.m. the Little Miss Floyd County contest will be held in the entertainment building. Age divisions for afternoon judging will include the three to six years old, seven to nine and ten to twelve year olds.

The Miss Floyd County Fair pageant, for 13 to 17 year old young ladies will be held at 7 p.m. on Saturday.

Providing music for the dance will be Slow Motion, a group formed at Clarendon College and featuring two of Lockney's hometown boys, Earl Broseh and Keith Owens.



LITTLE MISS CONTESTANTS in the 3 to 6 year old division are [top row, l-r]

Michelle Smith, Dana Martinez and Heather Graham. In the center is Lauren

LITTLE MISS CONTESTANTS in the 3 to 6 year old division are Meredith Schacht, Kristen Kellison; bottom row, Maggie Hamersley, Elizabeth Torrez and Jennifer

Coach's Corner

starts today Beginning this week we are pleased to announce that head football coach Bob Purser will be a featured writer for the Beacon. His column, entitled Coaches Corner, will include his thoughts and feeling about the 1986 Lockney Longhorns.

He will also discuss the games each week and will follow the next week with his thoughts on the game from the previous week.

"We are very pleased that Coach Purser has consented to write a column which will keep the followers of the Longhorns up to date on the football activities and what the fans can expect from the team each week," says reporter Pam Armstrong.

THE LOCKNEY BEACON [USPS 317-220]

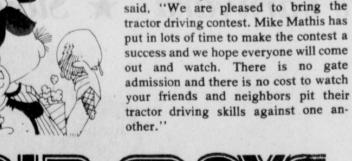
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Publisher Ken Towery Office Manager/ Pam Armstrong Advertising Editor Alice Gilroy







R QDANYSSD

Welcome to the Floyd County Fair!

The Fair offers something for everyone member of the family - so make plans to attend.

August 21, 22, 23





FAIR SPECIAL

SERVING: Lockney Petersburg Anton Woodrow Lorenzo Paducah Matador Crowell Silverton Amherst **Buffalo Springs Lake**

Disney Cinemax HBO plus Your Favorite Channels

CABLEVISION OF TEXAS

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ON ALL SERVICES In Lockney 652-3331

QUEEN CONTESTANTS-Contestants in the Miss Floyd County Queen contest in the 13-17 age division are [bottom row, r-l] Renee Brotherton, Veronica Blanco, Jamey Laney and Patricia Garcia. On the top row are Angle Hinsley and Julie



QUEEN CONTESTANTS in the 10 to 12 year old division are [top row, l-r] Kori Kellison and Dana McCarty. In the center is Jennifer Fortenberry and on the bottom row are Deann Ellison, Brandy Lackey, Stephanie Neely and Amber Poole.

Blendons visit in Maryland

Easton and Dewanda Blendon, their son. Brad, and his five-year-old son, Brett, of Amarillo have just returned from a 13-day vacation to Johnston, Pennsylvania, and Ocean City, Mary-

They visited their son and brother, Elton, his wife, Ruth, and their children, Courtney and Stacey Blendon. Elton preached Sunday, August 10, at Richmond Church of Christ.

Two of the outstanding events the Blendons will long remember are the 41/2 mile crossing of the Chesapeake Bay Bridge and going deep sea fishing. (They didn't catch anything big enough

Brett's favorite place was Idle Wild Park. This is an amusement park featuring story book characters. His favorite character was Goldilocks.

Care Center Capers

Well, this past week we sure had alot of people think of us. The Lockney Coop brought beautiful flowers to share with us. The residents sure did enjoy these flowers. Amber Clark came and shared a day with us. She visited and helped us with all our activities. Thank you Miss

Joe Cunyus tried his hand at ball again. Of course, as usual the residents played him out! Thanks Joe! Do come

We also want to say thank you to Mrs. Eunice Lynn. She brought a giant watermelon to share with us. Mrs. Lynn is the oldest daughter of Mr. and Mrs. Esker Pyle who reside in the Care

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Mrs. Edwina Hollums rode on our bus trip last week. We sure do appreciate her volunteering her time. Mrs. Hollums is from Floydada and is a very special person! We are proud to have her as a volunteer.

We have been working very hard on our float this week. The residents are very excited about the parade.

We hope to see everyone out for this

Until Next Week, Cinde Clark



QUEEN CONTESTANTS—Contestants for the Miss Floyd County Queen contest in the 13-17 age group are [bottom row, r-l] Shea Jackson, Gwen Lane, Martha Garcia and Suzy Montgomery. On the top row are Angela Shubert and Crystal Rowley. Not pictured are Sharon Smith and Kelli LaBaume.

Fair parade promises 'fun for everyone'

Main Street.

south of the railroad tracks on north

In addition to the floats, antique cars,

bands and riding clubs the Kiva go cart

squad will be in Lockney for the parade.

They will be bringing at least six go

carts. Also the Kool-Aid Kid will be

This year's Floyd and Surrounding asked to assemble at the vacant lot just Counties Fair parade has a wealth for entries which will be of interest to anyone coming out to watch.

In addition to the Texas Tech Red Raider, who is the grand marshall of this year's parade, there will be a giant jar of hot sauce and much more.

At least 15 antique cars have been confirmed and parade co-chairman Cindy Cotham said, "It is not too late to enter the vehicles. Just call one of the chairpersons or just show up Saturday morning." The antique cars will line up in front of the Lockney Energas office.

Several floats have entered the parade and float drivers are asked to line up the floats on the northeast side of Lockney General Hospital.

Those riding bicycles and participating in the jam band are asked to line up in front of the Lockney Care Center. Jerod Mosley will be leading the Lockney jam band with his three wheeler and anyone wishing to march in the jam band needs only to be in front of the Care Center by 9:30 a.m. Saturday morning with a jam box. The Lockney jam band is asked to wear red and Floydada jam band members are asked to wear green for the parade.

Anyone riding horses, marking in the high school bands and anyone else who is marching or riding in the parade are

Lockney **Briefs**

Sunny and Larry Hammit of Pittsburg, Pennsylvania, and their daughter, Julie Sibio and Ashley of Fairfax, Virginia, left Tuesday after visiting since August 6 in Lockney with Sunny's parents, Reed and Maudie Lawson; and Sunny's sister, Reeda Cay and Dan Smith, Tikka and Michelle.

The Hammits were met in Lockney by their son, Garry and Ermi Hammit of Austin, for a weekend visit. The Hammits also visited in Plainview with Larry's mother, Gertrude Hammit, formerly of Lockney. Larry's brother, Charles and his family from Colorado, also were in Plainview.



Talent show slated tonight

will begin at 6:30 p.m. tonight, August 21. Some of the entertainers are Brownie troops 51 and 54 and Daisey troop 50; Linda Terrell's 3rd and 4th grade 4-H group, Mary Lindsey Poole, Allison Mangold, Lauren Mangold, Jennifer Fortenberry, the Floydada Cheerleaders: Angie Bertrand, Angie Hinsley, Becky Reeves, Lori Christian, Debbie Powell and Paige Cannon.

Also, Tikka Smith, Michelle Smith,

Jack Gregory and Lisa Mosley, Kaci Mathis, Allen Martin, Trudy Lambert, Jerri Ann Lambert, B.W. Cox, Dowell Brewer and Louis Ray Stapp, Tiffany and Zelda Ellison and Gwen Lane.

"We have a large variety of entertainment this year so come join us for the fun!" said chairman Reeda Cay Smith. Several accompaniments will be played by Amy Thornton, co-chairman of the event.

Jessie Castro will attend Pan American University

Lockneyite Jessie Castro has recently accepted a scholarship to run track for Pan American University at Edinburg, Texas. Castro is one of six top college freshmen recruited to run for the university.

Castro ran cross country all four years he attended Lockney High School and was a member of the state champion team in 1986. He qualified for regionals in cross country all four years and also qualified for state three consecutive

He also ran track all four years and qualified for regionals three times and state two times.

In addition to running track and cross country, Castro was a member of the Longhorn band four years, was a member of the National Honor Society and FHA for two years. He also played football two years and served as the co-class president of his senior class.

Track coach Reid Harter from Pan American states, "Jessie finished second in the state in the Class 2A cross country run and was a member of the state championship team and he will make an excellent addition to our running program. Like our other five recruits he is an excellent student, having scored a 20 on his ACT test. We are looking forward to have this two-time all-state cross country runner

Jessie is the son of Richard and Felicita Castro of Lockney.

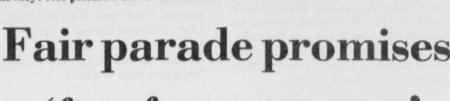




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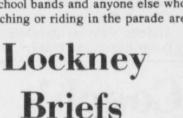


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School board makes final decisions for new year

In the regular monthly meeting of the Lockney school board, members approved several small items in preparation for the 1986-87 school year.

Among items approved were bids from Bell Dairy, the only company bidding, to provide one pints of milk for the Lockney school system for the coming school year.

Board members also approved the lunchroom prices for the coming year. They will remain the same as last year. Prices include elementary lunches are 60 cents, junior high and high school lunches are 65 cents, breakfast is 30 cents, reduced lunch is 35 cents and a reduced breakfast will be priced at 25 cents.

The board also approved the installation of nine ceiling fans in the elementary school cafetorium at a cost not to exceed \$900.00. The installation will be done by Bill Hunter of Lockney.

Accepted in the Thursday night meeting was the resignation of Edith Clark, first grade teacher at Lockney Elementary for the past 31 years. Clark is resigning due to family health problems.

The board approved hiring Sandra (Terrell) Watson as the special education and resource teacher and Naomi Jones as her aide. They have also approved transferring Violet Cooper to junior high as a teacher's aide.

Other items approved by the board included blinds for the open windows in junior high, a few amendments to the discipline management plan, a washing machine for the field house and approved the Floydada radio station to broadcast the Lockney football games on Friday night.

Present for the meeting were board members Kelton Shaw, Eddie Teeter, Jim Bob Martin, Paul Glasson, Clar Schacht and Keith Jackson.

SPECIAL CALLED MEETING

In a special called meeting on Monday, August 18, the school board members adopted the 1986-87 school budget and approved the resolution for the tax rate for the same year.

Board members unanimously approved a budget which calls for an estimated expenditure of \$2,491,802 which is down \$117,302 from the 1985-86 year. The budget also calls for expected revenues of \$2,618,171.00 which is also down by \$10,643.00 from the previous year.

In adopting the budget and setting the tax rate the board had put the new budget together on the same tax rate as last year and when the motion was made to set the tax rate at the same 67 cents per \$100.00 valuation the vote was unanimous to leave the rate the same.

Present for the budget meeting were board members Shaw, Teeter, Schacht, Glasson, Martin and Jackson.

LOCKNEY BRIEFS

Dorothy and Maurice Young of Hobbs, New Mexico, were recent visitors with Dorothy's sisters, Edna Cox and Lena and Frank Hawkins. Edna returned to Hobbs with the Youngs for a week's visit, but is now back home.

Recent visitors with Aubria and Bernice Kent and Gary were their son, Deral and Carol Kent, Andy, Jeff and Bryan of Houston. Another recent guest was Bernice's sister, Nora Thompson of Ardmore, Oklahoma, and their cousin, Jack Howell of Dennison. Nora and Jack also visited with Nora's and Bernice's brother, Granville and Jo Webb.

Visiting recently with Zora and Paul Reecer were Zora's sister, Polly and Charles Hunter of Waco. The Hunters were enroute home from a vacation in Colorado.

Jeannie and Les Wilkes of Austin recently visited five days with their parents, Ruth and R.C. Mitchell and Laura Mae and Barney Wilkes.

Sue and Bill Smith of Garland recently visited with Sue's parents, Lloyd and Myrl Wofford.

ACCIDENT SITE—This accident, in-

volving a railroad owned pickup and a

private vehicle occured at about 2:30

p.m. Friday afternoon at the railroad

tracks just northeast of Lockney. The

driver of the 1977 Lincoln Continental

apparently did not see the railroad

pickup coming along the tracks. The car

was driven by Jesus Solis of Lockney

and the pickup was driven by Danial

Martinez of Lubbock. There were no

apparent injuries as a result of the

accident and at the scene the only ticket was issued to Mr. Solis for having an

expired vehicle registration.

While the Smiths were here, Johnny Mac Quisenberry was hostess for a get-together of several of Sue's high school classmates. Present were Barbara Mathis, Patty Tannahill, Clydelle Jack, Johnny Mac, Sue and her mother, Myrl Wofford.

Florene and Leon Wofford recently returned from Marion, Louisiana, where they had been due to the illness of her brother, W.T. Miller. They brought home Florene's mother, Mrs. J.L. Miller to visit for a while.

Eleanor and Margaret Schacht, Otto Byron and Madonna Schacht, Jackie Don and Fritz of Lubbock attended the recent Morris family reunion in Liberal, Kansas. Eleanor's sister, Blanche Warden, and her family were hosts.

Among those attending the Aug. 2 wedding of Jeff Reecer and Dena Adams in Stephenville were Jeff's parents, Zora and Paul Reecer; his uncle, Donald and Mavis Reecer and Julie; and from Lubbock, Audry and Barbara McCormick, Kerry and Lisa Cornutt.

This Week ...

WHIRLERS

Whirlers will not have workshop Thursday (tonight). They will dance Friday night at the fair starting at 9 p.m. All members are reminded to wear red and white. Anyone who can help or dance on the float for the parade Saturday morning, call Annabel, 652-3441, or Mary Louise, 652-2609.

MOTHERS DAY OUT

The Mothers Day Out program at the First United Methodist Church of Lockney will be open Thursday and Friday of this week for mothers needing someone to watch their children while they are at the fair. The day care facility will be open from 9:00 a.m. to 5:00 p.m. Thursday and Friday.

Have a good day

OUPON GOOD FOR

LADIES FAIR ENTRIES

Ladies — Gather up your arts and crafts, needle work, home canning, cake and cookies and enter them in the fair. Entries will be taken from 4-7 p.m. on Wednesday, Aug. 20, and from 9 a.m.-12 noon on Thursday, Aug. 21.

FLOWERS AT FAIR

The Floyd County and Surrounding Counties Fair will have a Flower Department again this year. Officials invite area residents to "Check out the garden and bring your prettiest flowers to the fair on Thursday, Aug. 21, from 9 a.m. to 12 noon.

PHOTOGRAPHY DIVISION

The Art Department at the fair has a division for photographs. "We want your pictures," report officials. "Bring your entries to the fair on Wednesday afternoon or Thursday morning.

Twist & Turn with

Feel the wave in our new 9,000 sq. ft. "Tidalwave Pool" Experience the thrills at Islands Race Way



Lockney Briefs

Libby Williams recently attended cheerleading school at Southern Methodist University in Dallas. She is a member of the Texas Tech University varsity cheerleading squad where she will be a junior this fall.

Carol Leonard of Del Rio recently visited with her grandmother, Mable

Perkins.

Paul and De Linda Glasson, Phillip and Jerod, and De Linda's parents, D.J. and Almeda Phillips, vacationed recently in Red River, New Mexico. They were met there by another Phillips daughter, Jane and Ronnie Lacewell, Chad and Ashley of Bryan.

John L. Hooten, Lockney, adm. 7-30,

Soila Amador, Lockney, adm. 7-31,

Connie Yarbrough, Plainview, adm.

Caroline Martin, Matador, adm. 8-1,

Dennis Grabbe, Lockney, adm. 8-6,

Leticia Galvan, Amarillo, adm. 8-7,

Fidela Nuncio, Lockney, adm. 8-7,

Martha Becerra, Lockney, adm. 8-7,

Archie Jones, Lockney, adm. 8-7, dis.

8-2, baby boy Pierre born 8-2, dis. 8-4

baby boy Brandon born 8-1, dis. 8-5

baby boy John Jr. born 8-7, dis. 8-9

baby girl Martha born 8-7, dis. 8-12

dis. 8-9.

dis. 8-2

dis. 8-14

8-15

Virgil and Esther Brasher recently attended a Brasher family reunion at Clifton.

Dub and Peggy Hallmark, Todd and Brent, and Pat and David Frizzell and Chad vacationed recently in Colorado near Antonio, on the Conjez River.

Vida Hrbacek recently visited in Midland with her sister, Elizabeth Sanders and family.

Shella Roberts and Chase of Melrose, New Mexico, were recently visitors with her parents, Paul and Vida Hrbacek, and her brother, Ricky and Renee Hrbacek and Janee.

Lockney Hospital Report

August 4-18

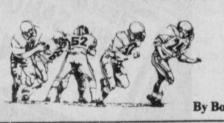
Olive Myers returned home Sunday after visiting a week with her daughter, Kay and Jay McPherson in Midland. She was brought home by her son, Jackie Myers of Lubbock. The McPhersons had visited in Lockney with her sister, Merle and Mike Mooney, before taking Mrs. Myers home with them.

While Nora Thompson was in Lockney, word was received of the death of Jimmy Mosley of Garden Grove, California, husband of Frances Webb Mosley. Aubria and Bernice Kent, Granville and Jo Webb and Nora Thompson all flew to Los Angeles to attend the funeral of their brother-in-law.

Charlotte Carthel, Lavona Pitchford, Brandi and Teresa, were in Lamesa this past weekend to attend the Steen family reunion.

In Colorado for a recent insurance training school was Charlie Carthel.

Jewell Thompson recently visited in Amarillo with her daughter, Jill and Ronny Rogers and Brandy.



Coach's Corner

The first week of two a days for the 1986 season came to an end Saturday with picture taking and a brief intersquad scrimmage.

Diana Long, Plainview, adm. 8-10, baby girl Lacy, born 8-10, dis. 8-13
Carmelita Hooten, Lockney, adm. 8-10, dis. 8-12
Mary Blanchard, Lockney, adm. 8-11, dis. 8-14
Isabel Cavazos, Lockney, adm. 8-17

We saw many good things during the week, probably the most impressive was the leadership of our seniors. I believe this group will do an excellent job all year of playing the leadership role and guiding the younger players in the true Longhorn tradition.

continues care

Rosalinda Mendoza, Plainview, adm.
8-18, continues care

Mary Davila, Plainview, adm. 8-17, continues care

with an ankle injury. He should be back within one to two weeks.

I think our most glaring weakness is the lack of depth. For the first time in five years we have less than 40 youngsters playing football in Lockney. We have 13 seniors, nine juniors, five sophomores and eight freshmen. This kind of participation creates great concern for the future of Longhorn football. We hope that by the time school begins we will have a better

response out of our freshmen.

Like many have said in the past however the future is now and we have to look at the '86 Horns to carry on the tradition. That is to play with great effort and perhaps by the end of October we'll be in the race for another district title.

Friday night at 7:00 p.m. we will travel to Roosevelt for our first scrimmage of the year. Roosevelt returns a number of starters of a playoff year in '85. This will be a tremendous test for our young men and we hope you can make the trip. If not we will see you next week when we host New Deal in a scrimmage here.

Together We Go The Horns of '86

Birthdays and Anniversaries

Aug. 27: Cecil Carthel, Toby Miller, Jeffrey Griffith, Wymon Rexrode, Robbie Latimer, Patrick Griffith

Aug. 28: Garrett Mathis, Julia Segovia, Rick Hayter

HAPPY ANNIVERSARY

Aug. 21: Eddie and Cheryl Teeter, Gregorio and Tomasa Banda

Aug. 22: Kenneth and Juanita Broseh Aug. 23: Dickie and Debbie McCarty Aug. 24: Rocio and Cecilia Reyes, Mr. and Mrs. Nick Muniz Sr., Archie and Nora Bybee

Aug. 26: Bruce and Susan Williams
Aug. 27: Mr. and Mrs. Rodolfo
Blanco

HAPPY BIRTHDAY

Aug. 21: Sundai Workman, Robin Carthel, Amy Solorzano, Lindan Morris, Kenny Hooten, Miguel Padirla Aug. 22: Terry Ellison, Lori Smith,

Aug. 22: Terry Ellison, Lori Smith, Tyrell Stapp, Linda Terrell, Tommy Silva Aug. 23: Maria Isabel Nolan, Royce

Latimer
Aug. 24: Amy Gilly

Aug. 25: Eden McAda, John Phillip Dunnavant, Becky Pitchford, Cecilia Reves.

Aug. 26: Charlotte Carthel, Cindy Cooper, Rayford Cumbie, Jennifer Fortenberry, Charlene Tellez, Junior Taylor, Sammy Silva



GROUP RATES

Texas rates among nation's lowest

I recently came across a national survey conducted by the investment firm Smith Barney that shows residential rates for local basic monthly phone service in Texas are among the lowest in the country.

The study says Texans serviced by Southwestern Bell Telephone (SWBT) pay on average less than \$10 per month, despite the fact that the cost per line is more than double that amount.

A quick review of my files confirmed for me that most of SWBT's residential customers haven't experienced a rate increase in more than two years. What's more, basic local phone rates will remain unchanged even with the recent rate case.

Compared with costs of other goods and services, local telephone service is an excellent value. The average one-party residential rate for most Texans has increased in the range of 40 to 50 percent since 1977. In contrast, the Consumer Price Index has increased about 80 percent during the same period.

A commitment to technology

One reason we are able to provide convenient, efficient service to you at such reasonable prices is that we constantly look for new and innovative ways to improve our technology and reduce our expenses.

I learned just how true this statement was the other day when I read some interesting numbers: It seems that in 1925, we employed 208 people for every 10,000 access lines (roughly equivalent to a phone number). By 1950, we had reduced that ratio to 173 per 10,000. This year, we employ about 54 men and women for every 10,000 lines.

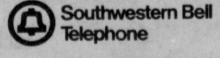
These numbers are truly impressive when you consider that in the same time span, SWBT has dramatically increased the number of customers it serves, while developing quicker and clearer call transmission to virtually every nook and corner in Texas. Of course, these developments were made possible by technological wizardry.

technological wizardry.

An investment in the future

To support our technology, SWBT has continued to commit significant dollars to growth: Over the last eight years, we have invested \$1 billion annually to maintain, expand and improve our service.

Rest assured, SWBT will always look for ways to improve the quality of your phone service, while keeping the cost affordable. Telephone service has come a long way since our pioneering days — many of you may remember some of our milestones. With this proud history behind us and our continued commitment to you, our valued customers, that service will be even better tomorrow than it is today.



Texans providing telecommunications for a growing state.

Jim West SW Bell Telephone 916 Denver Plainview, TX 79072 296-7493



Snoozy's Room * McCubbin * Baby Togs * Piccolo * Buster Brown *

James Conner, Lockney, adm. 8-17,

Maria Prieto, Floydada, adm. 8-16,

Michael Ramon, Plainview, adm.

continues care

continues care

8-15, continues care