

The Floyd County Hesperian

14 Pages

FLOYDADA FLOYD COUNTY, TEXAS, THURSDAY, OCTOBER 27, 1966

NUMBER FORTY-TWO

Whirlwinds In Tie For First; Play Memphis Here Friday

da Soldier Home Viet Nam; Plans ter Texas Tech

... nine months and five days. . . .
... Johnny Bonner grinned as he told
... reporter how long he had served
... army, 13-1/2 months of it in Viet



HERE'S WHERE WE WERE! Johnny Bonner points to the spot on the map of Viet Nam where he fought the Viet Cong. (Staff Photo)

VIET NAM
... was up on the line for a little over
... some action against the Viet
... machine gunner. Four of his buddies
... that he served with the First In-
... one time they had their battalion
... by a regiment of Viet Cong. They
... to lose a lot of men, but the air-
... in with helicopter machine gun-
... about 1200 of the enemy were killed.
... battalion lost two killed and five
... the helicopters not only furnished
... power but also brought in rein-
... He said that the helicopters also
... with grenade launchers.
... said that tanks were used along the
... trails to set off smaller mines.
... he was much more afraid of mines
... enemy snipers. Most of the fight-
... at night.
... about Viet Nam weather, he said
... ratures hit 115 to 130 degrees in the
... the mosquitoes and ants were very
... He said there were about 50 spe-

... worked as a clerk typist the last
... in Saigon.

Caprock Chat

WENDELL TOOLEY

... at Denver City will get to eat
... dinner at home this year. For the
... years they have eaten Thanksgiving
... the way to some regional football
... loss to Post Friday night took
... the running for district.
... you can't keep the bucket full all the

... WINDS looked like they knew
... were doing Friday night. They ran,
... they mixed up the plays, they had
... right down the middle when they need-

... Gilliland did a good job of kicking
... er 1 kicker Ross Miller was in-
... like Miller is out for the sea-
... broken foot.

... tation, Kerry Bearden, Larry Bar-
... ell Monday and Steve Marler were
... making yards.

... ed-boys like Bob Murry, Roland
... Mark Goen played an outstanding
... Hunter, the Baker boys, and Jeff
... in there on defense. . . . Tommy
... was snagging passes too. Nathan
... was recovering fumbles.

... I think we would have to mention
... ber of the team. . . . and this is
... ball games. . . . all out effort by
... of the team.

... know why, but I got the impress-
... ward the last of the game that
... ter boys were more interested in
... our backfield than they were in
... game.

... it's Memphis here Friday night!
... the big one. Since Olton was able
... Memphis, there's no reason why we
... them. I'll pick Floydada to win 18

... reminder from Polly Cardinal for
... attend the big pep rally at 3:30
... The team needs your help and
... Make your plans now to attend.
... Memphis" week in Floydada.

... Erie, Pa., a football coach got his
... of a local sports writer riding him
... games. He suggested that the
... try coaching the team that week
... would write his column the next week.
... sports writer took on the coach-
... the team lost 26-0.

... gets to write the sports column
... about the team losing last week
... sports writer will doubtless be lam-
... the poor showing.

... the record, I have made no derog-
... about coach Bill Curry's per-

... FARMERS who plan to enter Pro-
... dit's "tall cotton" contest don't
... Monday is the deadline to get
... of cotton into The Hesperian.
... Saving Bond will be given the

\$32,697,808 INCOME

Floyd County Farms Getting Bigger

A total of 832 farms was counted in Floyd County during the 1964 Census of Agriculture, the U.S. Department of Commerce's Bureau of the Census reports.

In the last previous Census of Agriculture (1959), the total counted in the county was 953 farms.

The 1964 total is published in a preliminary report on the county just issued. The report also shows that average farm size in the county was 761.8 acres and that the average value of the county's farms (land and buildings) in 1964 was \$257,414.

Other important county statistics in the report are:
1. Value of all farm products sold by farms in the county in 1964, \$32,697,808; in 1959, \$23,605,319.

2. Value of all crops sold by county farms in 1964, \$30,455,801; in 1959, \$28,004,960.

3. Value of all livestock and

livestock products sold by county farms in 1964, \$2,241,007; in 1959, \$1,600,359.

Rotarians And Lions Conduct Scout Fund Drive

The Floydada Lions and Rotarians are in the process of soliciting funds for the local boy scout program this week.

Over 100 boys belong to the scout program here and the funds will be used to continue this work.

The Rotarians and Lions will appreciate the business firms and individual cooperation as they seek to make this endeavor a success.

The Floydada scouting program has a goal of \$3500.

Margaret Harper Speaks To Wincco

Margaret Harper, president of the Texas Panhandle Heritage Foundation spoke to a group of persons interested in Wincco Inc. at a dinner here last week at the Colonial House.

Wincco is headed by Welton (Skinny) Winn, who introduced Mrs. Harper to the group. She told them about the two years of successful operation of the Palo Duro park show that was viewed by 36,000 persons the first year and around 60,000 this year to see the musical romance "Texas".

Because light and sound play such an important role in the

success of the show each summer, Mrs. Harper was able to give the Wincco group an insight into the corporation's possibilities for producing this type of entertainment.

Mrs. Harper is interested in Wincco's plan for a production in Oak Creek Canyon in Arizona and much of the discussion centered around its possibilities.

It was Mrs. Harper's imagination which envisioned the possibilities inherent in Palo Duro Canyon and fired the enthusiasm of enough people to make it a reality.

Autograph Party To Honor Mrs. Hattie Price November 4

Mrs. Hattie Price Baker of Brownwood, author of a new book, will be honored with an autograph party at Alma's Gift Shop, 126 West California Street, Friday, November 4, at 2 p.m. The party is being arranged by Mrs. Alma N. Holmes.

Mrs. Baker's book is entitled MY JOURNEY OF LIFE: IN MY GOLDEN YEARS, years, and is an inspirational account of her long life of service in education and in the work of the Baptist Church. Mrs. Baker is well known in the entire West Texas area because of her long association with schools, colleges and churches. Also, she was married to the late R.H. Baker

of Floydada.
In her book, published by The Naylor Company of San Antonio, she traces her work of sixty years in education. This was a joyful service for her, for she had wanted to be a teacher from childhood. From it she developed her philosophy of life: The way to be happy is to make others happy.

Youth Will Trick Or Treat For CROP

Monday night is Halloween night and many of the youth of this community will be trick or treating for CROP (Christian Rural Overseas Program). These youth will be identified by orange tags on their lapel or by arm bands.

They will be passing out information about CROP and

will answer any questions that you may have about the program.

If you would like for your money to go to another relief program, such as the Bishop's fund for Catholics, just indicate this on your check and the money will be sent to the proper place. It is hoped that the public will be generous when the youth trick or treat for CROP Monday night.

Quarterback Club Meets Tuesday

Halloween activities will dominate the Floydada scene Monday night and the regular Quarterback Club meeting has been changed to Tuesday night for next week only.

The meeting will be held at 7:30 in the high school cafeteria. President Bill Cagle urges all fans to attend the meeting where final plans on the big turkey shoot will be completed. The Turkey Shoot is set for November 5 and 6.

Quarterback Club Sponsors Turkey Shoot

The annual Floydada turkey trap shoot will be held Saturday and Sunday, November 5 and 6. The contest is scheduled from 1 to 6 p.m. each day.

This annual event is sponsored by the Whirlwind quarterback club of Floydada.

The location of the event will be on the Lockney highway in Floydada at the Floydada gun club range (behind the bowling alley).

Young Farmers Banquet Tonight

The annual Floydada Young Farmers Banquet will be held tonight at 7:30 in Rogers Restaurant.

All Floydada Young Farmers and their wives are reminded and urged to attend. Special guest speaker will be Jim Morris, of Austin, Texas.

Morris is information director of Texas Electric Cooperatives and has been associated with radio, TV and newspaper publicity.

The Quarterback Club extends a cordial invitation to all interested sports and gun fans in this area to participate in the turkey shoot. There will be flights for all classes of shooters. Only shotguns will be allowed in the contests. Winners may select from turkeys or hams.

Anyone desiring further information about the turkey shoot should contact Bill Cagle, at Producers Cooperative Elevator in Floydada.



COME TO THE PTA HALLOWEEN CARNIVAL - Monday night and see us in the costume contest. Craig Curry left, Joe Covington, center and Monte Covington, right are among just a few who have plans to participate in the annual event held at Andrews Ward School.

Public Invited To Pep Rally

At 3 30 Friday Afternoon

Floydada's Whirlwinds will tangle with the Memphis Cyclones here in Wester Field at 7:30 tomorrow night. A big pep rally is planned for 3:30 tomorrow afternoon and it's "Beat Memphis" week in Floydada.



EMBRÉ R. DOUGLAS

Embré Douglas New Pioneer Gas Manager Here

Embré R. Douglas, 38, Local Manager in Lockney for the past five years has been named by Pioneer Natural Gas Company to replace Ralph Mardis as Manager at Floydada according to an announcement by M. B. Edquist, Vice President, Distribution. Mardis, as announced previously will move to Canyon.

Douglas was employed in 1951 in Plainview and served in various capacities there until August 1, 1961, when he was named Local Manager at Lockney.

He was educated in the public schools in Plainview, served in the U. S. Army from 1946 to 1949 and again from 1950 to 1951 and was discharged with the rank of Sergeant.

He is a Director and Past President of the Rotary Club, Past President of the Lockney Rodeo Association and a Past Commander of the American Legion, a member of the Veterans of Foreign Wars, Lockney Young Farmers and the Lockney No. 867 Masonic Lodge. He attends the Church of Christ.

He and his wife, Billie Lea, have a son, Jerry Lee, 15. Dale Riggs of Lubbock will succeed Douglas at Lockney. He is chief clerk in the Lubbock division office.

dada.
Memphis is sailing along at a 5-2 season pace and a 3-1 record in District 3-AA play. Memphis was number one in the district until last week when the Olton Mustangs took the wind out of them in an upset. Now Memphis is tied with Floydada and Abernathy for first place.

The contest will feature the Cyclone's explosive offense, triggered by QB Tony Pounds, against a Floydada defense that has proven rockhard on occasion.

Pounds heads up a backfield which has Gary Rea, a fancy stepping running back; Junior Graves, a 10 flat back who runs tough; and Ken Cornish, a hard-hitting fullback.

The line is sparked by end Clyde Wilson, an all-state candidate, tackle Bobby Carroll and guard Willie Devorce. Mike McCravy is at center, with James Edwards at the other guard, Larry Gaston at tackle and Roy Long at end.

The Memphis line averages about 175 pounds and the backs go at about 155.

"They have great speed, good size and a strong defense," says Floydada coach Bill Curry.

Rea has been the Cyclone's top running threat and the Pounds-Wilson combo has shined all year in the passing department. In district play Memphis has beaten Dimmitt, 7-0, Lockney 26-14, Abernathy 14-12 and they lost to Olton 20 to 14. In pre-district play Memphis lost to Shamrock 28-20.

FLOYDADA
Floydada will be playing without kicker Ross Miller, who broke his foot in the Hale Center game. Bobby Gilliland will take over the kick-off position.

No other Floydada players were seriously hurt in the Hale Center game. The Floydada starting offensive lineup includes:

Larry Barbee, Derrell Monday, Joe Christian, Kerry Bearden, Nathan Johnson, Mark Goen, Larry Hunter, Hulon Carthel, Larry Adams, Tommy Weatherbee and Bob Murry.

Go Winds Go!



HELICOPTER HOVERS - over box cars in Floydada removing military supplies last Thursday after an explosion and fire developed in one of the cars Wednesday night. FBI men to Army colonels converged on Floydada for the investigation. The cop-ter removed the supplies from the cars and reloaded them after they were thoroughly

checked by army personnel from Fort Gregg, Fort Sill and Reese Air Base. Nothing was disclosed, however as to what the military containers held or what caused the small explosion and fire, according to Francis Gunter of Q&P Railroad. He said following the inspection the cars continued on to their destination in California. (Staff Photo)

Demonstration Agent Reports

Sherry Mullin

A FEW FACTS ABOUT NONSTICK FINISHES IN COOKWARE

Nonstick finishes being applied to every type of cookware available have revolutionized cooking today.

Here are a few facts, based on recent research, about the nonstick finishes. THE NEW NONSTICK FINISHES ARE SAFE TO USE. The U.S. Food and Drug Administration says that the nonstick finishes are safe for food and conventional kitchen use. NONSTICK FINISHES REQUIRE GENTLE TREATMENT. They are made of material softer than surface

to which they are applied and are highly susceptible to scratching. Foods should never be cut with a metal knife in a nonstick coated utensil. Use tools of nylon, rubber, plastic or epoxy-coating when stirring food in a non-stick coated utensil. You may get some scratches, and if they bother you, colorless scratch-repair products are available.

THE NONSTICK FINISHES ARE EASY TO CLEAN - but this has been over-emphasized. A swish and a rinse is not enough for cleaning - it takes hot suds and scrubbing to get rid of grease. If cleaning isn't thorough, you'll get a buildup of greasy film. This affects nonstick qualities and leads to discoloration of all colors except the very dark ones. The nonstick coated utensils can be put in the dishwasher, but never use steel wool metal pads or cleaners because they damage the finish.

DISCOLORATION CAN COME FROM TOO MUCH HEAT AS WELL AS SKIMPY CLEANING - Keep top-stove temperatures medium or below. Take special care not to let a pan overheat when it's empty. Don't deceive yourself that food can't burn in a nonstick utensil. In the oven, the suggested temperature limit is 425 degrees F to 450. Never place a nonstick utensil under the broiler.

Before Using: (1) Wash the utensil with hot soapy water, Rinse thoroughly with hot water and dry. (2) Although the utensil can be used without preconditioning the cooking surface, better results are obtained if the utensil is wiped with a teaspoon of salad oil before it is used the first time. This recommendation is especially important on bakeware.

DISCOLORATION: Over a period of time the "Teflon" finish may discolor in use. However this will not materially affect the performance of the pan. Such staining a heaping teaspoon of baking soda and 1/3 of a cup of liquid, household bleach in water, heated to its boiling point in the utensil. The mixture should be heated for 5 minutes. After this treatment the utensil should be thoroughly washed and rinsed. The utensil must be reconditioned by wiping with salad oil before reusing it.

WORKERS FOR 1966 SALVATION ARMY

- DON PEMBERTON
- PARNELL POWELL
- ERNEST SMITHERMAN
- W.M. TOOLEY
- TOM CARTY
- J.M. WILLSON SR.
- JEFF GLAZNER
- CORKY GUFFEE
- LOUIS ANDERSON
- FRED MARTIN
- DON CHEEK
- DWAYNE MYRICK
- O.M. WATSON, JR.
- JIMMY SEAY
- DAN HAGOOD
- SAM SPENCE
- J.C. WESTER
- C.H. BEDFORD
- NEWELL PARKER
- KEITH BUHRMAN
- JIM LACKEY
- ALDINE WILLIAMS
- KENNETH BAIN, JR.
- TOM SNEED
- BILL HALE
- JACK COVINGTON
- GLENN BLACK
- TOMMY ASSITER
- ARLIS POWELL
- FRED THAXTON
- MILTON WEEMS
- BETTY WEEMS
- LEE NEFF
- NOLAND BRAND
- MIKE EMERT
- BOONE ADAMS
- SAMMY HALE
- WAYNE COLLINS
- HARRY MORCKEL
- CLAUDE WEATHERSBEER
- RAY REED
- DALLAS RAMSEY
- WILLIE BRADSHAW
- J.W. GILBREATH
- BAIRD BISHOP
- CHARLES REID
- SAM BAKER
- DAVID KIRK
- JODIE JAMESON
- JEWELL ELZA
- WILSON BOND
- DON DANIEL
- WAYNE RUSSELL
- DEAN MORRIS

RODGER POAGE
A.J. JESTER
MRS. J.R. FOSTER
ELI NEFF
FLOYDADA PUBLIC SCHOOLS
MR. A.E. BAKER

BANK
CLAY HENRY
LIGHTHOUSE ELECTRIC
ALTON HIGGINBOTHAM
U.S. POST OFFICE
LORIN LEIBFRED
PIONEER NATURAL GAS
MRS. CLYDE HODGES
SOUTHWESTERN BELL TEL. CO.
LAYNE PEMBERTON
SOUTHWESTERN PUBLIC SERVICE
DON PEMBERTON
TEXAS HIGHWAY DEPARTMENT
J.W. GOOCH
RURAL SOUTH PLAINS
MRS. FRED MARBLE
BLANCO
MRS. W.F. DANIEL, JR.
STARKEY
MRS. NEIL PIERCE AND
MRS. J.K. HOLMES
FAIRVIEW AND CENTER
MRS. L.B. COSBY



EVERY GIFT TO CROP...becomes Christian Love in Action to those who need it most. One dollar will provide a glass of milk a day for three children for a month. The Methodist Youth above are among those tak-

ing donations for CROP in Floydada. They are left to right, Josephine DeLeon, Todd Wester, Terry Dyson and Marjion Wylie. Center is Mrs. D.W. Burke. (Staff Photo)

BARWISE
BARBARA BARNARD
SANDHILL
MRS. R.L. BULLOCK
AND MRS. CLEO FULTON
ANTELOPE AND DOUGHERTY
MRS. W.J. ROSS
CAMPBELL
MRS. BILLY HINKLE

McCOY
MRS. LOUIS REDDY AND
MRS. TURNER HUNTER
BAKER
MRS. C.O. LYLES
LAKEVIEW
MR. AND MRS. DON HARRISON
CEDAR HILL
BETTY YEARY AND
MRS. JEAN GILLEY

CENTER NEWS

CENTER, Oct. 24 - What a beautiful Indian Summer day we have this Monday. But the freeze we had last week here makes cotton and tomato vines look like winter is "just around the corner."

Sunday School was slim yesterday at Calvary Baptist on account of so many sick. Among them were our pastor's family who were shut in with a virus. Mr. and Mrs. Olin Miller of Plainview visited the Hal-

Thomas Sunday afternoon.

The Thomases visited in Lockney late Sunday with Mr. and Mrs. Bill Thomas and with Mrs. Maud Brister, who is still in the hospital with her neck she sustained from a fall weeks ago.

Mr. and Mrs. Charley Ball and baby spent Sunday in Lockney - attended church and dined with his parents, Mr. and Mrs. Charles O. Ball.

Mr. and Mrs. O. C. Vinson recently visited Mr. and Mrs. Earl Edwards of the Lakeview community. They dined Tuesday with Mrs. Frank Dunn. Mr. and Mrs. J. A. Hartsell visited the Vinsons last Monday afternoon and Jerrold and Belle Vinson of Harmony came Friday.

Mrs. Frank Dunn went to Lubbock Friday to spend the weekend visiting her children there - the Jimmy Duns, the Tony Balios family and Joe Lee Dunn and wife.

Mr. and Mrs. Willie Sandifur and son and Clarence Sisson, all of Lockney visited Mr. and Mrs. Walter Sims Sunday. Jack Fuqua called at the Sims home this Monday.

Grandson Bruce Sims he is very much likes his work.

Mrs. Thomas was Sunday with her mother Charley Batley, who home.

The J. E. Green home last Thursday after a two weeks stay, mostly in the state, they visited a son the Don Clark Green Spring, a daughter the Doc Ryman of old friends, the Ed formerly of Center, Whitney, other Penelope, Hollisterdy. Also Mrs. Margaret and baby last Tuesday at Linn County, with a nursing home there (J.A.O.) Bolding mi Parrish. Miss years ago lived in sends greetings to friends in this local.

The Greens visit Friday morning Charley Batley, Joe Evers and M. Custer.

THE BOOK OF THE WEEK

"My Journey of Life"

ALMA'S GIFT SHOP

126 WEST CALIFORNIA YU 3-284

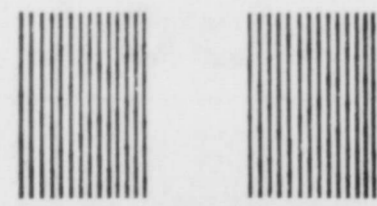
A reminder of SENATOR TOWER'S SERVICE FOR YOU in Washington

Several weeks ago Senator John Tower announced that the Federal Aviation Agency had awarded funds totaling \$67,617 for the construction of a municipal airport at Floydada. In June he informed local authorities that the termination date for disaster and eligibility had been extended by the department of agriculture. These are two recent local examples of how Senator Tower has kept in touch with Texans throughout his term in Washington. Keep Tower. He's doing a good job for Floyd County.



- YOU COME FIRST WITH SENATOR JOHN TOWER
- A STRONG FRIEND OF THE LAW AND OF CIVIL ORDER
- AN EFFECTIVE FIGHTER AGAINST INFLATION AND SKY-ROCKETING PRICES
- A LEADER IN THE PURSUIT OF VICTORY IN VIET NAM

Senator Tower has earned National Congressional seniority no new Senator could replace. With John Tower in the Senate, Texas has the distinct advantage of having its voice heard in the highest leadership councils of both parties.



RE-ELECT SENATOR JOHN TOWER
HE'S DOING A GOOD JOB FOR TEXAS

PD. POL. AD - Pa. for by TEXANS FOR TOWER, Sp. for West. Co.

THE FLOYD COUNTY HESPERIAN

Published at 212 South Main St., Floydada, Texas, 79235
WENDELL TOOLEY, Publisher

Established 1896 by Claude V. Hall. Entered as second class mail at the post office at Floydada, Texas April 10, 1907 under the act of Congress of March 8, 1897.



NOTICE—Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Floyd County Hesperian will be corrected gladly upon its being brought to the attention of the publishers.

Every Card IS A WINNER
when you play...

Hurry! YOU CAN WIN BIG PRIZES!

Grand Prize

EVERY CARD WINS 250 FREE STAMPS

BE SURE TO GET YOUR CARD TODAY.

NO. 2 1 2 CAN PEACHES 2 for 45¢	CUP SHAVING SOAP 2 for 45¢
NO. 303 SIZE PURPLE PLUMS 2 for 49¢	HAVE YOU TRIED MRS. SMITH'S PIES
KIM 16 OZ. CAN DOG FOOD 10¢	PRODUCE
46 OZ. CAN PINEAPPLE JUICE 3 for \$1.00	NO. 1 RUSSETT POTATOES -----
SUNSHINE HYDROX COOKIES 39¢	RUBY RED GRAPEFRUIT ----- 15¢
DIAMOND NO. 303 CAN TOMATOES 15¢	CELERY --- STALK 15¢
KIM 10 LB. BAG FLOUR 89¢	MEATS
NO. 2 1 2 CAN APRICOTS 2 for 49¢	Bologna, Pickle & Olive Loaf --- WILSONS --- 3 for 49¢
NO. 303 SIZE BLACKBERRIES 15¢	EHRESMAN SAUSAGE ----- 2 for 49¢
4 IN 1 FABRIC FINISH 59¢	U.S.D.A. CHOICE CLUB STEAK -----
CLOROX 1/2 GAL. 35¢	T BONE STEAK -----
MINERAL OIL PINT 39¢	FRANKS ----- 3 for 49¢

IF BETTER MEAT COULD BE BOUGHT, WE WOULD BUY IT

KIM 100% PURE

SHORTENING

3 LB. 79¢

LARGE EGGS

49¢

ALLEN'S WHOLE

CHICKEN

52 OZ. CAN 89¢

Thrifty Super Market

HOME OWNED & OPERATED

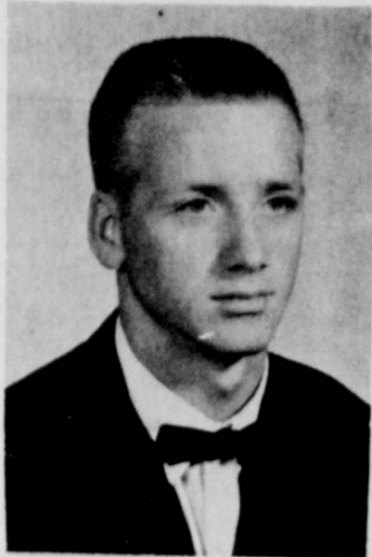
DOUBLE BUCCANEER STAMPS EVERY WEDNESDAY

SECOND AND MISSISSIPPI STREETS

Floydada Pair Leaves For Navy Training

Danny Medley, son of Mr. and Mrs. S. D. Medley and Cliff Southerland, son of Mr. and Mrs. Johnny Southerland, left Monday for Albuquerque, N. M., then the following day for San Diego, Calif., for boot school in the U. S. Naval Training Center at San Diego.

After completing the nine weeks schooling the two will be re-assigned to an aviation mechanics school following boot leave.



CLIFF SOUTHERLAND

"B" Honor Roll: Terry Bunch, Gayle Hill, Pamela Breed, Billy Hinkle, Lee Snor, Mark Vinson.

6B - "A" Honor Roll: Linda Moss.

"B" Honor Roll: Craig Turner, LaNell Thrasher, Rhonda Jackson, Johnny Walker, Cindy Moore, Carl Lewallen, Carla Bean, Danny Fry, Roy Newkirk, Richard Owens, Reta Fitzgerald.

SIXTH GRADE

"A" - Barbara Becker, Ross Hamilton, Lisa Gregory, Cathy Collins, Sherry Harris, Mike Hale.

"B" - Kay Row, Ricky Bennett, Patsy Schulz, Tony Ferguson, Kurt Mize, Don Ed Holmes, Alan Mardis, Sally Mize, Gordon Bales, Steven Hale, Kerry Kirk, Linda Beaver, Tony Goen, Karen Nickel, Karen Shipman, David Sewell.

FIFTH GRADE

"A" Nancy Puckett, Mitzi Reddy, John Cagle, Tom Lovell, Carol Cogdell, Vickie Hensley;

Grace Myrick, Danny Bradford, Kathy Graham, Jeanna Hodges, Mark Parkey, Terry Stovall.

"B" - Hilda Guzman, Eddie Mooneyham, Randy Ward, Sherry Willis, Lonnie Robinson, Lynn Becker, Steven Dunavant, Gayland Fleming, John Willson, Stella Arjona;

Vinita Cranford, Phyllis Guffee, Shirlene Mathis, Carmen Muniz, Kayla Curry, Debbie Medley, Kaye Wedel, Elena DeLeon, Nora Durham;

Randy Hale, Nan McCulley, Dianna DeLeon, Sherri Collins, Mike Muniz, Matt Miller, Ray Evans, Ashley Wester, Connie Anderson, Danny Daniel, Eddie Ellis.

FOURTH GRADE

"A" - Lou Ann Watson, Betty Slater, Becky Phillips, Leslie Hall, Johnnie Bachus, Mike Ramsey, Dwane Martin, Billy Fulton, Randy Fleming, Vance Turner, Kathy Hinsley, Tom Assiter, Craig Ham-

and success have been based on the philosophy of efficient operation, the finest in meat and produce, nationally famous and popular local brands, ALL at the lowest possible price with a double your money back guarantee. Piggly Wiggly employees are of the highest character and provide cheerful atmosphere along with service all the way from the entry, through the store, and all the way to the car.

We as employees are proud of the company and the customer merit we have earned in an honorable and truthful manner. We recognize the need to do everything possible to lower the cost of living. Piggly Wiggly is slashing prices. We are discontinuing all extra expensive promotions. Our Magic Lamp game is being discontinued immediately. Our suppliers have given us their full cooperation; therefore, we are cutting prices to the bone and assure our customers no one beats Piggly Wiggly and we'll be BEST or bust."

Mrs. W.H. Nelson, who has been a patient in Westbryn Haven, was taken by ambulance to West Texas Hospital in Lubbock Tuesday. She was reported yesterday to be some improved after being in a serious condition.

Social Security Offers Disability Under 65

Disability benefits under social security can now be paid to a person under age 65 who has worked under social security at least 5 years in the 10-year period immediately before he became unable to work and is severally but temporarily disabled for at least 12 consecutive months, Manzie King, Officer in Charge of Social Security in Plainview, said today. This change was brought about under the 1965 amendments to the social security law.

King explained that under the old law, a person could get disability benefits only if he had an impairment that was expected to continue over a long or indefinite period or result in death. There was no provision for a worker who was expected to recover in the foreseeable future.

Although benefits can now be paid to people who are not expected to be permanently dis-

abled, King said, there has been no change in the degree of impairment that is considered disabling. Under the new law, as under the old, a person is considered disabled only if his impairment is so severe that

it prevents him from doing any substantial work. This protection is only for people before age 65. The ben-

efits are figured for the disabled person as though he had reached 65.

CO-ORDINATED SLACKS AND TOPS IN THE LATEST COLORS

MATERNITY SHOP
MONTEREY CENTER
LUBBOCK, TEXAS

Fresh Idea from
MRS BAIRD'S
PUL-A-PART

BAKE IT IN YOUR OVEN

Stock REDUCTION SALE

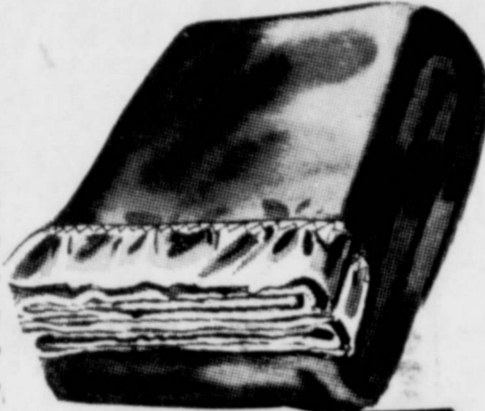
WE'RE OVER STOCKED! WE HAVE MORE GOODS THAN MONEY YOU NEED THE GOODS - WE NEED THE MONEY. IN ORDER TO CORRECT THIS SITUATION, WE'RE CUTTING PRICES ON A NUMBER OF NEW WINTER ITEMS AT HAGOOD'S DEPT. STORE.



SAVE ON coats

- REG. \$17.98 - NOW \$14.97
- REG. \$19.98 - NOW \$16.97
- REG. \$24.98 - NOW \$19.97
- REG. \$29.98 - NOW \$24.97
- REG. \$34.98 - NOW \$29.97
- REG. \$39.98 - NOW \$34.97
- REG. \$44.98 - NOW \$39.97
- REG. \$49.98 - NOW \$44.97
- REG. \$59.98 - NOW \$49.97
- REG. \$69.98 - NOW \$59.97
- REG. \$79.98 - NOW \$64.97
- REG. \$89.98 - NOW \$69.27

TRIMMED AND UNTRIMMED DRESS COATS, SHORTIES, CAR COATS, CORDUROY, WOOLENS.



Famous Name BLANKETS

- NEW MIRACLE FIBERS
LIGHT, FLUFFY, WARM
BEST COLORS
REG. \$5.98 - NOW \$4.97
- THROW RUGS
REG. \$5.98
CHOICE \$3.97

SLACKS

FAMOUS NAME BRAND
REG. \$5.98 - NOW \$3.97
TRIM CUTS OR REGULARS

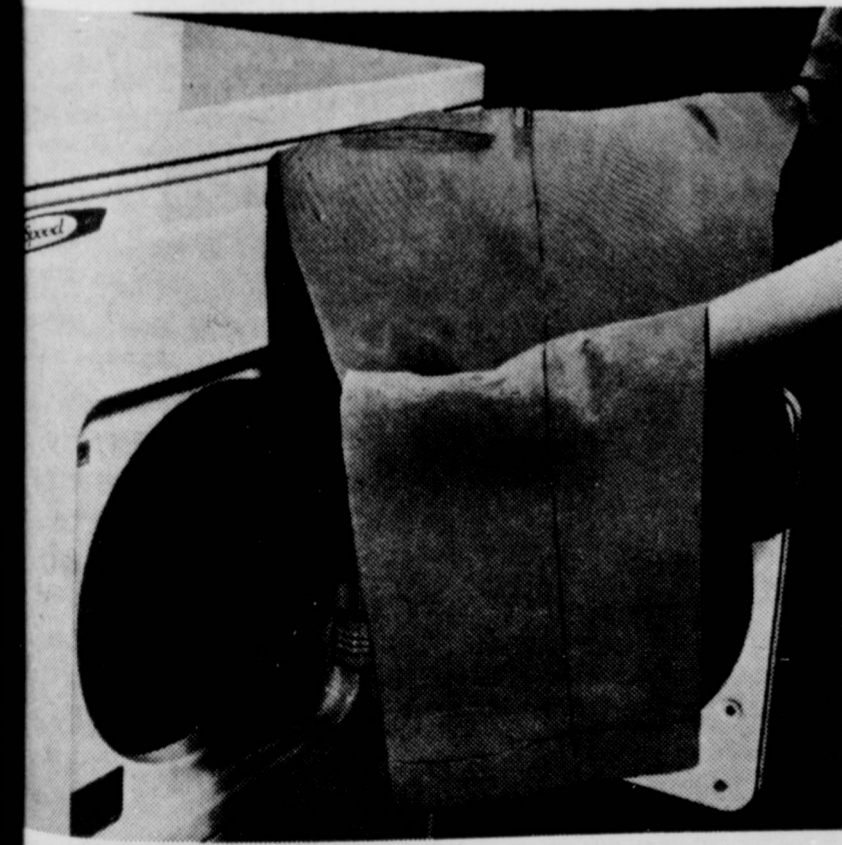
STA-PREST JEANS
REG. \$5.98 - NOW \$3.97
OFF WHITE OR CACTUS.

QUILTED ALL WEATHER JACKET

BLACK OR MAROON,
REGULAR OR LONG
\$9.98 VALUE, NOW
\$7.97
A REAL GOOD FIELD JACKET



Nothing irons no-iron fabrics like a Gas dryer.



ing is as fast . . . nothing is so economical as a Gas dryer. And, its high flexibility and precise heat control, a Gas dryer is ideally perform all manufacturers' recommendations for drying no-iron enjoy all of the work-saving benefits of Permanent Press clothing. with Gas. There's nothing like it.

flame GAS MAKES THE BIG DIFFERENCE . . . COSTS LESS, TOO.
Pioneer Natural Gas Company



PANTS at great savings!

STRETCH SLIM JIMS
REG. \$5.98 - NOW \$4.97

SLIM JIMS
REG. OR TALL IN BLUE, BLACK OR PLUM
REG. \$4.98 - NOW \$3.97

CLOSE OUT SOME NUMBERS IN LORRAINE
GOWNS, SLIPS, PAJAMA SETS

- REG. \$2.49 - \$1.67
- REG. \$4.00 - \$2.67
- REG. \$5.00 - \$3.37
- REG. \$6.00 - \$3.97
- REG. \$8.00 - \$5.37



Sale!

LITTLE GIRLS SLIM JIM SETS
SIZE 2T TO 3X
REG. \$3.98 - NOW \$2.97
SIZE 7-12
REG. \$4.98 - NOW \$3.97



QUALITY MAKE SWEATERS

SMART, COLORFUL SHELLS



SEVERAL COLORS AND FABRICS TO CHOOSE
REG. \$3.98 - NOW \$2.97
REG. \$4.98 - NOW \$3.97
REG. \$6.98 - NOW \$4.97



Hagood's
FLOYDADA, TEXAS PHONE: YU 3-3554

OF INTEREST TO WOMEN

CLUBS • PARTIES • WEDDINGS • PERSONAL MENTION PHONE YU 3-3738

Club Inc., Presents Grant, \$250,000

TOPS (Take Off Pounds Sensibly) came into being because there was a great need for an organization to help the overweight. It was founded in Milwaukee in 1948 by Mrs. Manz who started with four friends and from this modest beginning has grown an international organization with 5,494 chapters located in all 50 of the United States, eight Canadian provinces and twelve other foreign countries.

Mrs Burrow Leads Study

Mrs. Tom Burrow led the study "Affluence and Poverty," with a lively discussion among members on passages from the book, "Keepers of the Poor," when the Wesleyan Service Guild met Monday evening, October 24 in the home of Mrs. W. O. Baker.

The opening prayer was led by Mrs. G. L. Bryant, and business was conducted by Mrs. Virginia Dyson.

Mrs. L. F. Martin gave out prayer cards and self denial envelopes in preparation for the program on "Call to Prayer and Self Denial" to be held jointly with the WSCS circles in the chapel Wednesday October 26 at 6:30 p.m.

The next regular meeting of the Guild will be in the home of Mrs. M. R. Mathis November 14.

Those present were Meses. G. M. Armstrong, G. L. Bryant, Tom Burrow, P. A. Denison, Virginia Dyson, Kyle Glover, E. E. Hinson, Loren Leibfried, L. F. Martin, M. R. Mathis, John McKinney, M. L. Solomon, John Shipley, Martha Caley and the hostess, Mrs. Baker.

A.F.L.-C.I.O. backs Johnson tax plan.



SALVATION ARMY - campaign drive workers look over material received after the kick-off luncheon last week. Shown from left to right front row are Mrs. W. J. Ross, Mrs. J. K. Holmes, Mrs. Cleo Fulton, Mrs. Fred Marble and Mrs. Robert Smith. Back row are Mrs. Don Pemberton and Andy Anderson. (Staff Photo)

Local Hospital Auxiliary To Meet Nov. 1st

The Floydada Hospital Auxiliary will hold their regular monthly meeting Tuesday morning at 9:30 November 1 in the home of Mrs. Kinder Farris, 800 W. Kentucky.

All members, both participating and contributing are invited and urged to attend according to Mrs. Jimmy Willson Jr., president.

Mrs. C. B. Carmack is membership chairman for the Auxiliary and will appreciate any interested person contacting her about joining the organization.

The Floydada Hospital Auxiliary continues to work each Tuesday and Thursday afternoons at Westbrynn Haven Convalescent Home. At the October meeting ideas were discussed for adding small conveniences to the home, and ways

One In 6 Texans Has TB Germs

Christmas Seals fight TB and other respiratory diseases such as emphysema, bronchitis, and asthma.

Yes, one in 6 Texans does have TB germs in his body! Our West Texas Tuberculosis Associations X-Ray Unit will be in Floydada Monday and Tuesday, Nov. 14th - 15th. So plan to have an X-Ray made when this Unit is here.

Former Floyd Woman Has 100 Birthday

Mrs. Emma Waller, former Floyd County resident who has resided in Kress since 1943, celebrated her 100th birthday last Friday in the home of a daughter, Mrs. H.H. Trussell in Kress. Mrs. Trussell is one of nine Waller children, five of whom are living.

Mrs. Waller was born October 21, 1866 in Cedar Hill, Dallas County and in 1885 married N. G. Waller at Thorpe Springs where she attended Ad-dran Christian College.

In 1890 the couple moved to Silverton in Briscoe County where their first home was a dugout in the canyons, later building an adobe house with a lean-to attached. She was the first white woman to live in Briscoe County. Mr. and Mrs. Waller helped to organize the county and the Church of Christ there. They moved to Lockney in 1901.

Since 1905 Mrs. Waller has been a widow.

The five living children are Mrs. Trussell and Mrs. Marvin Morton of Kress; B. M. Waller of LaMerado, Calif.; Mrs. Jesse Moore of Tulsa and N. G. Waller of Live Oak, Calif. Mrs. Waller also has 14 grandchildren, 22 great grandchildren and six great great grandchildren.

Mr. and Mrs. Leslie Leon Williams of Floydada are parents of a baby son named Brent Alton, who was born in West Texas Hospital October 19 at 3:50 p.m. The baby weighed seven pounds and four ounces. The father works for the State Highway Department.

Grandparents are Mr. and Mrs. Chloma Williams of Harmony Community and Mr. and Mrs. Elmer Williams of Crosbyton. Great grandparents include Mr. and Mrs. L. A. Williams of Amarillo and Mrs. R.B. Gary and Mrs. Mather Carr of Harmony Community.

De Gaulle promises Tahiti \$4-million for road.

Club Meets In Whitaker Home

Members of the 1922 Study Club met with Mrs. Ben Whitaker Thursday, October 20th for their regular monthly meeting with the vice president, Mrs. P. D. Helms presiding, in the absence of the president, Mrs. W. O. Tye.

The treasurer, Mrs. D. S. Battey, gave a report, and also acted as secretary, in the absence of Mrs. Kenneth Bain, who was ill.

Mrs. R. L. Nichols, gave a report on arrangements for the City Federation tea, which is November 1st, in the parlor of the First Baptist Church. At this time, the state president of Womens Clubs will be the guest of honor, and the Caprock District president will also be present.

Mrs. W. H. Henderson was program director for the meeting with "Americanism" as the topic.

Mrs. L. E. Crabtree gave an interesting paper on weddings in the White House. Roll call was answered with "A First Lady I have admired."

Allegiance to the American flag was read, after which the club adjourned to meet again November 15th for a Thanksgiving program.

Members of the club present were: Meses. D. S. Battey, L. E. Crabtree, D. W. Burke, J. V. Daniel, Pearl Fagan, P. D. Helms, W.H. Henderson, Willson Kimble, R. L. Nichols, E. F. Stavall, and Mrs. E. L. Angus.

FLOYD DATA

Terry and Barbara Breeding, children of Mr. and Mrs. C. A. Breeding left last week for Oxnard, Calif., to enter school. They will make their home with a sister, Mrs. Gladys Chandler in Oxnard.

Halloween Tacky Party Held By 1956 Study Club

Members of the 1956 Study Club and their husbands held a tacky party in observance of Halloween Tuesday night at their regular meeting in the Colonial House. Husbands were guests for the meal and old fashioned Halloween games and refreshments.

The invocation was brought by Bill Hardin and members' husbands answered roll call with when does your wife look the tackiest?

Following the meal the president, Mrs. Bernie Parkey, called for a brief business meeting during which time members were reminded of the rummage sale November 5th at the courthouse. Clothing may be taken to Mrs. Roy Kinard by October 31.

The following committee was appointed for the rummage sale: Price, Mrs. Glad Norman, Mrs. Fred Marble, Mrs. Eugene Beedy; Set-up, Mrs. Roy Kinard, Mrs. Norman Muncy, Mrs. Sue Chandler; Clean-up, Mrs. Gary Carthel, Mrs. Ronald Evans and Mrs. Laron Fulton; Sale, Mrs. Charles Reid, Mrs. Gordon Hambricht, Mrs. Becky Durham, Mrs. Ray Johnson, Mrs. Bill Hardin, Mrs. Ray Gene Ferguson, Mrs. A. C. Pratt, Mrs. Jake Younger, Mrs. Max Dyess, Mrs. Herman Galloway and Mrs. Day. Hours of sale are from 9 a.m. until 5 p.m.

29 Club Meets In Goin Home

Volunteers are needed to assist in the Community Clothing Center. Additional information may be secured by calling Mrs. Claude Weathersbee, Mary Day was voted in as a new member of the club during business.

Mrs. Alexander Hostess For Harmony Club

Mrs. Gale Alexander was hostess for the Harmony Home Demonstration meeting at the Community Center on October 13th.

Mrs. Zant Scott, 4-H leader, announced that 17 4-H records were turned in from the Harmony 4-H club, each receiving a year pin for their work. Fourteen of these records merited county awards and one received a bonus first year record award. Mrs. Scott stated this was a very good record for the young people.

Following the business meeting Mrs. Alexander presented Miss Sherry Mullin, HD agent, who gave pointers on clothing construction using wool synthetic fibers.

Mrs. Scott led the group in a "matching" game then served refreshments of brownies and coffee to members and guests attending.

City Federation Tea In Floydada, Nov. 1

Floydada Study Clubs will be hostess for a City Federation Tea next Tuesday night at 7:30 November 1, in the parlor of the First Baptist Church. Mrs. B. F. Seay of Andrews, State THWC president, will be guest speaker.

Other special guests will be Mrs. Louis Cummings of Plainview, president of the Caprock District and Mrs. R. L. Nichols, Floydada Federation president.

Floydada Girls Pledge Tech Sororities

Miss Dee Ann Wilson, daughter of Mr. and Mrs. Woodrow Wilson, Jancy Ginn, daughter of Mr. and Mrs. Guy Ginn, and Becky Dunlap, daughter of Mr. and Mrs. R. G. Dunlap, all of Floydada, have recently been accepted into sororities in Lubbock at Texas Tech College. Dee and Jancy pledged Gamma Phi Beta and Becky pledged Delta Gamma.

Last week end was spent at a retreat near Slaton at a ranch for the Gamma Phi Beta's. New officers were elected for the following year. Miss Wilson was elected activity chairman and Miss Ginn was elected treasurer for their sorority.

Both Sororities are international in scope and of the oldest and most firmly established women's organization in the United States.

The girls were selected for membership on the basis of fine character, academic potentiality, and congeniality.

All three girls are freshmen at Texas Tech. Miss Wilson is majoring in commercial art and Miss Ginn and Miss Dunlap are majoring in home economics.

FLOYD DATA

Carl Yeokum is in room 404, Methodist Hospital in Lubbock, where he is recuperating from surgery on his back. He is reported to be doing nicely.

U.S. division builds military town in Vietnam.

Indonesia takes steps to rejoin world institutions.

All Floydada Study Club members are urged to attend.

Report Given On Austin Trip At Club Meet

Mrs. Lane Decker, Caprock District first vice president, gave a report on her trip to Austin where she attended the annual State Board meeting, at the 1950 Study Club meeting in the PCA room Tuesday night, October 19. The meeting was opened with prayer by Mrs. Howard Bishop after which each member answered roll call with a "Family pastime enjoyed."

Mrs. Jimmy Seay, club president, presided over the business meeting. The Caprock District Board meeting will be in Ralls October 29. Mrs. Seay encouraged all members who can to attend.

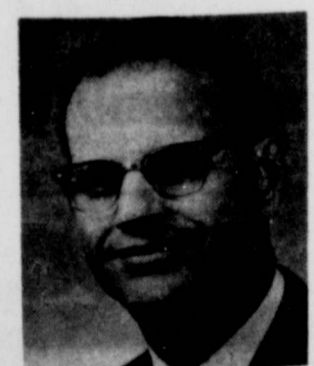
Title of the club's meeting was "Building Family Ideals." Mrs. Doyle Moore gave a talk on working housewives and Mrs. Jack Covington gave ideas on what is roll of a homemaker?

After each part members were asked questions pertaining to that part of the program and were asked to discuss the question.

Mrs. Dallas Ramsey and Mrs. Herman Graham, hostesses for the meeting, served refreshments to Meses. Howard Bishop, W. R. Bradshaw, Don Cheek, Bob Copeland, Jack Covington, Charles Craig, Lane Decker, Wilbur Floyd, Jeff Glazner, Kenneth Hill, Doyle Moore, Jimmy Seay, Claude Weathersbee and Miss Nell Swinson.

The next meeting will be the "Federation Day Tea" to be held November 1st in the First Baptist Church. All city Federation Clubs will meet together for the event. Guest speaker is Mrs. B. F. Seay, TFWC president. Her topic will be "Toward Ideal Club Membership." All members are urged to attend.

WE INVITE YOU TO COME HEAR THE MESSENGER OF CHRIST



Jack L. Mackey
Amarillo, Texas

SERVICES
Morning 7:00
Evening 7:30

SUNDAY SERVICES
CLASSES - 9:30 WORSHIP - 10:20
EVENING WORSHIP - 6:00

GEO. T. ELKINS, JR., Minister

CITY PARK Church Of Christ

Floydada, Texas



Mr. and Mrs. Leslie Leon Williams of Floydada are parents of a baby son named Brent Alton, who was born in West Texas Hospital October 19 at 3:50 p.m. The baby weighed seven pounds and four ounces. The father works for the State Highway Department.

BISHOP'S FEATURES Cosmetics

WE HAVE A COMPLETE LINE OF COSMETICS IN MAX FACTOR.

PROMESSE - NEW FRAGRANCE IN PERFUME
BAZAZZ AGE COLORS - LIPSTICK
NAIL POLISH, EYE SHADOW, LIPSTICK IN BAZAZZ AGE COLORS.

COMPLETE LINE IN ELIZABETH ARDEN.

BLUE GRASS PERFUME MIST WITH INTRODUCTORY OFFER -
FLUFF MILK BATH BATH AND BODY PERFUME
ALL FOR \$5.00

DOROTHY PERKINS CLEANSING CREAM, REGULARLY \$2.00 ONLY \$1.00

WE HAVE MANY GIFT SETS IN ALL THREE BRAND NAMES

FAMOUS YARDLEY PERFUMED SOAP IN ATTRACTIVE GIFT BOXES
COMPLETE LINE OF MAX FACTOR LIPSTICK INCLUDING LIP FROSTINGS
VARIETY OF BATH OIL
HAIR CONDITIONING
VO-5 HAIR COLORING
MISS CLAIREL
SEVERAL LINES OF HOME PERMANENTS
MAX FACTOR STRONG HOLD NAIL MENDING AND STRENGTHENING LIQUID.



DRIVE IN WINDOW



You can depend on Piggly Wiggly to come through!

1500 PRICES REDUCED!

WE'LL BE BEST OR BUY

FOOD ALWAYS COSTS LESS AT Piggly Wiggly!



DOUBLE YOUR MONEY BACK GUARANTEE!

ON EVERY ONE OF YOUR PURCHASES AT Piggly Wiggly!

- ★ Piggly Wiggly has the biggest variety of all the brands you know and trust!
- ★ Farm-fresh fruits and vegetables . . . always the freshest and biggest variety available!
- ★ U.S.D.A. CHOICE Valu-trimmed Meats! . . . the cut and quality you desire and guaranteed to please or DOUBLE YOUR MONEY BACK!
- ★ S&H Green Stamps . . . double every day with \$2.50 purchase . . . the only known trading stamp . . . at no extra cost to you!
- ★ Complete customer service! . . . from the minute you enter our door . . . and all the way to your car!
- ★ The cleanest, most cheerful store in the area!

EFFECTIVE IMMEDIATELY MAGIC LAMP PROMOTION
will be discontinued
ALL OUTSTANDING MAGIC LAMP CARDS WILL BE HONORED THROUGH NOVEMBER 15.

Come in and watch the prices go DOWN!

	OLD PRICE	NEW PRICE
SHRIMP THUNDERBOLT BREADED FANTAIL, 8 OZ.	83c	81c
SHRIMP, THUNDERBOLT, CHUNKIES BREADED, 2 LB.	\$2.29	\$2.25
FRYER BREASTS, BLUE STAR, 2 LB.	\$1.39	\$1.35
TURKEY ROAST HONEYSUCKLE 2 1/2 LG.	\$3.99	\$3.59
SLICED TURKEY, HONEYSUCKLE WITH GIBLETS, 2 LB.	\$2.19	\$1.99
TURKEY, HONEYSUCKLE 10 TO 12 LB. PER POUND	59c	53c
TURKEY, HONEYSUCKLE 12 TO 14 LB. PER POUND	59c	53c
TURKEY, HONEYSUCKLE 14 TO 16 LB. PER POUND	59c	53c
TURKEY, HONEYSUCKLE 16 TO 18 LB. PER POUND	59c	53c
SLICED BACON, BUTCHER BOY	79c	75c
SLICED BACON, FARMER JONES	79c	73c
SLICED BACON, RATH BLACK HAWK	\$1.89	\$1.79

FRESH FROZEN FOODS

DRINK, HAWAIIAN PUNCH RED, 12 OZ.	33c	29c
DRINK, LIBBY, 6 OZ. ALL FLAVORS	2 FOR 29c	2 FOR 25c
PINK LEMONADE, LIBBY, 6 OZ.	2 FOR 29c	2 FOR 25c
BEEF DINNER, BANQUET, 11 OZ.	49c	45c
CHOPPED BEEF DINNER, BANQUET, 11 OZ.	49c	45c
GINGER ALE DRINK, RITE GOOD, 28 OZ.	2 FOR 39c	2 FOR 35c
ORANGE DRINK, RITE GOOD, 28 OZ.	2 FOR 39c	2 FOR 35c
ROOT BEER DRINK, RITE GOOD, 28 OZ.	2 FOR 39c	2 FOR 35c
SPARKLING WATER DRINK, RITE GOOD, 28 OZ.	2 FOR 39c	2 FOR 35c
STRAWBERRY DRINK, RITE GOOD, 28 OZ.	2 FOR 39c	2 FOR 35c
INSTANT BREAKFAST DRINK, ALL FLAVORS, CARNATION	79c	69c
DIET BREAKFAST DRINK, ALL FLAVORS, 6 OZ.	79c	69c
INSTANT COCOA DRINK, HERSHEY, 2 LB.	89c	85c
INSTANT BREAKFAST DRINK, ALL FLAVORS, FOREMOST	79c	69c
PDQ CHOCOLATE INSTANT FLAVOR BEARS DRINK 14 OZ.	53c	49c

	OLD PRICE	NEW PRICE
GREAT SHAKES CHOCOLATE REFILL DRINK, 10 CT.	75c	69c
GREAT SHAKES VANILLA REFILL DRINK, 10 CT.	75c	69c
CHERRIOS, GENERAL MILLS, 7 OZ.	29c	25c
CORN FLAKES, KELLOGGS, 8 OZ.	25c	21c
CORN FLAKES, KELLOGGS, 18 OZ.	43c	39c
RICE KRISP, KELLOGGS, 5 1/2 OZ.	27c	23c
SPECIAL K, KELLOGGS, 10 1/2 OZ.	53c	49c
POST TOASTIES, 1 LB.	43c	39c
CREAM OF WHEAT 5 MINUTE COOK CEREAL, LRG.	49c	45c
CREAM OF WHEAT INSTANT COOK CEREAL, LRG.	49c	45c
CREAM OF WHEAT REGULAR COOKED CEREAL, LRG.	49c	45c
LIPTON TEA, 1/2 LB.	89c	85c
LIPTON TEA, 1 LB.	\$1.69	\$1.65
BUGLES, GENERAL MILLS SNACKS, 7 OZ.	39c	37c
DAISYS, GENERAL MILLS SNACKS, 4 3/4 OZ.	39c	37c
WHISTLES, GENERAL MILLS SNACKS, 5 1/2 OZ.	39c	37c
POWDERED MILK, BELLE, 14 QT.	\$1.29	\$1.19
DIET FRUIT COCKTAIL MONARCH NO. 303	35c	31c
DIET GRAPEFRUIT SECTIONS MONARCH, 8 OZ.	29c	26c
DIET HALF PEAR, MONARCH, NO. 303	37c	33c
DIET STRAWBERRY JAM, SLENDERELLA, 8 OZ.	45c	42c
DIET MAPLE SYRUP, MONARCH, 8 OZ.	37c	34c

	OLD PRICE	NEW PRICE		OLD PRICE
METRECAL CHOCOLATE COOKIES, 6 OZ.	99c	93c	MILK CHOCOLATE DAINTIES, HERSHEY, 12 OZ.	49c
METRECAL LEMON CRISP COOKIES, 6 OZ.	99c	93c	ANGEL FLAKE CANNED COCONUT, BAKER, 3 1/2 OZ.	27c
POPCORN, 3 MINUTE WHITE, 2 LB.	37c	33c	PREMIUM COCONUT, BAKER, 8 OZ.	39c
POPCORN, 3 MINUTE YELLOW, 2 LB.	37c	33c	SOUTHERN STYLE COCONUT, BAKER, 4 OZ.	27c
LARGE DRIED PRUNES DEL MONTE, 1 LB.	43c	39c	ANGEL FLAKE COCONUT BAKER, 14 OZ.	69c
BAKING CHOCOLATE BAKER PREMIUM 1/2 LB.	49c	47c	GROUND CHICI BLEND MORTON, 8 OZ.	43c
DRIED APRICOT, GOLDEN GLOW, 8 OZ.	47c	43c	GROUND CINNAMON, SCHILLING, 4 OZ.	79c
LARGE DRIED PRUNE, DEL MONTE, 2 LB.	83c	77c	GROUND SAGE, SCHILLING, 1 OZ.	23c
PITTED DATES, BETTY BAKER, 16 OZ.	53c	49c	VANILLA EXTRACT TASTIS, 8 OZ.	33c
BAKING POWDER, KC, 50 OZ.	73c	69c	GOOD N RICH CAKE MIXES ALL FLAVORS, 19 OZ.	29c
SEMI-SWEET DAINTIES, HERSHEY, 12 OZ.	49c	45c		

TOILET TISSUE
DAMITA
4 ROLL PACK
25c

BLEACH
DURITE OR NUWAY
1 2 GAL. JUG
29c

TOMATO JUICE
HUNTS
46 OZ. CAN
28c

MACARONI or SPAGHETTI
AMERICAN BEAUTY
6 OZ. BOX
10c

WATCH PIGGLY WIGGLY FOR MORE AND MORE . . .
LOWER FOOD PRICES!

Lowest Prices . . . Greatest Variety . . . always at . . .
Piggly Wiggly

SEE STORY ON SOCIETY PAGE



AND LARON FULTON

MRS. JAKEY YOUNGER

MRS. GORDON HAMBRIGHT

MRS. JAKEY YOUNGER AND MRS. EUGENE BEEDY

RAY GENE FERGUSON AND LARON FULTON

Floyd County Hesperian

THURSDAY, OCTOBER 27, 1966

PAGE ONE

Students In High School Distributive Education Program

Education is the organization operates in public schools to attract young people in marketing. It encourages and economic studies in Market-Creative Market-posure to success leaders, and experience in busi-ness. DE en- responsibility regional confer-activities school.

improvement projects, and support of community activities. It maintains a series of State and National Contests all designed to stimulate and motivate classroom interest, career encouragement, and vocational competence. Also DE believes in competition and offers awards and recognition to student members for outstanding accomplishment.

Distributive Education is a training program for people preparing for employment in the field of distribution—the retail, wholesale and service marketing occupations—and for training of people already employed in the field for the purpose of assisting them to become more proficient in the jobs in which they make their living.

This program was started in 1937, with only one high school class in operation. In 1938 the program grew to include eight high school classes for young people who desired to prepare for employment in distributive occupations. That year the program also included two full-time people, who gave training to employed adults.

Thus, the program of Distributive Education has grown from 1937 up to 1966 on a course of normal development to serve an increasing number of high school boys and girls who desire to be educated for successful employment in the field of distribution, a field employing more Texas citizens than any other occupation. And, this program has served an increasing number of young out-of-school youth and adults, already employed in distribution, channeling the products of our farms and factories into final consumption and serving the daily needs of our citizens.

There are 30 students employed at 27 business firms here in Floydada. The 27 different business firms are: Arwine Drug, Johnson Drug, Ben Franklin, Perry Brothers, Kirk

and Sons, Floydada Real Estate and Insurance, Lighthouse Electric, Hales Department Store, Hagood's Department Store, L and J Food Mart, Carthel Oil Company, Powell Super Market, Piggly Wiggly, McLains Conoco Service Station; Wylies Travel Center, Dental Clinic (Dr. Craig), White Auto Store, Parkers Studio, First National Bank, Odens Chevrolet, Hesperian, Park Florist, City Auto Co., Plains Salvage Co., Dairy Mart, Glibreath Enco Service Station, Merle Norman Cosmetics.

YOUR SUPPORT OF DECA WILL HELP IN DEVELOPING FUTURE LEADERS FORMARKETING AND DISTRIBUTION.

Local AGA Stores Report On Food Prices

In regard to the cost of food, the following statement was made this week by Mel Hoelscher, executive assistant of the Panhandle Associated Grocers, "Independents will be competitive regardless of where the prices end up."

He said the independent grocers "have always been competitive and always will be." PAG operates a non-profit warehouse for 240 affiliates, four of them in Floydada. Hoelscher said most independent stores are currently participating in a two-week promotion "which offers food at about what its cost price is on 50 items.

Local AGA stores are L&J Food, Powells, Westers and Hull and McBrien.

U.S. draft dodgers find haven in Canada.



County Agent's Corner

Cotton harvest will be in full swing very soon because of the killing frost. Care should be taken when harvesting cotton to set the machine correctly where you will be taking the most and best quality cotton to the gin.

Be sure your cotton is dry before harvesting. Each year many farmers hurt their cotton grades because they don't wait an extra hour of morning for their cotton to dry.

Many farmers and businessmen have been asking me how bad the cotton is hurt this year due to the early frost. As a general rule over the entire county it was damaged.

However there are a few fields that it did not hurt. Those fields were about 80% open at the time of the frost. The frost will enable that cotton to finish opening and be harvested at the proper stage.

Most of the fields in the county did not have much open cotton in them so fiber growth was still taking place. The frost of course stopped this so the grade of the cotton will be down. How much the grade is hurt will depend upon the stage of growth the cotton was in. The cool wet weather the latter part of August and first part of September put most of the cotton later than the average year, by one to two weeks. That cool spell also can be blamed for some of the low micronaire reading that our cotton will get.

The total yield will be hurt some due to the early frost but if we have some good warm dry weather most of the bolls will go ahead and open. As a whole probably the grade will be hurt more than the total yield.

Now is the time to treat your peach and plum trees that are infested with peach borer. October and November is the only time you can successfully control this insect.

Treatment should be made by putting paradichlorobenzene crystals in a groove about 2 inches from the trunk of the tree and put about 6 inches of soil over the crystals in a shape around the tree. Then compact the soil with a shovel.

Loosening the soil around the tree before the treatment will also give a better kill of the insect.

The mound around the trunk should be removed in early

Farmers Union Meeting Monday

A meeting to elect new officers for the Floyd County Farmers Union organization has been called for Monday night. The meeting will be held at the Caprock Cotton Building at 7:30. All members are urged to attend.

The dosage of chemical varies as follows with the age of the tree.

2-3 year old trees 1/2 oz. of crystals; 4-5 year old trees 3/4 oz. crystals and mature trees 1 oz. crystals. The insects are in the ground around the tree at this time of the year. A heavier than air gas is given off by the crystals that penetrates the soil and kills the insects.

FROM THE ASSISTANT COUNTY AGENT

Now is the time for 4-H members who are interested in showing barrows to start buying weaning pigs. Since the Floyd County Jr. Fat Stock Show will be held in early March, pigs being weaned now will be of the age usually best for showing. There are several pig sales being held over the area. The following is a list of locations and dates for some of the sales.

1. October 27, 6:30 p.m. at Lamesa.
2. October 27, 7:00 p.m. at Levelland.
3. October 29, 12:30 p.m. at Olton.
4. October 29, 1:00 p.m. at Oklaunion, Texas.
5. October 29, 1:00 p.m. at Llano, Texas.
6. October 29, 12:30 p.m. at Seminole.
7. October 29, 1:00 p.m. at Woodward, Oklahoma.
8. November 5, 11:00 a.m. at Pauls' Valley, Oklahoma.

A point to remember is that the minimum weight on barrows for the forthcoming show will be 190 pounds instead of 180 pounds as it has been in the past.

With the purchase of barrows, 4-H stock for the spring show will be on beef.

Members already have approximately 35 beef steers are around 80 lambs on feed for the show.

A reminder of SENATOR TOWER'S service in Washington for TEXAS FARMERS

HERE ARE A FEW OF THE MAJOR PROJECTS SENATOR TOWER HAS UNDERTAKEN FOR YOU:

- He supported soil and water conservation projects so necessary to the future of agriculture in Texas.
- He sponsored six key bills on water resources, conversion of brackish water, desalination, and rural water systems. Five of the six already have become law and are benefitting Texas farmers.
- He served as a leader in the action against suspension of the investment tax credit which would amount to \$100 million tax increase on American agriculture.
- He supported necessary subsidies to help offset the artificial economic conditions created by too much government in agriculture.
- He flatly rejected the contentions of some federal bureaucrats that farmers and ranchers are somehow responsible for the inflation really caused by federal deficit spending. He has fought hard against restricting or freezing farm prices.
- He sponsored legislation making federal crop insurance available in high risk areas.
- He sponsored legislation to allow states to regulate recruitment of foreign agricultural workers needed to harvest crops.
- He has supported the REA's position in working to maintain status independent of Federal Power Commission control. He also cooperated with the REA's efforts in supporting federal bans for rural community water systems.



YOU COME FIRST WITH SENATOR JOHN TOWER

Senator Tower serves you as a STRONG FRIEND OF THE LAW AND OF CIVIL ORDER.

Senator Tower serves you as an effective FIGHTER AGAINST INFLATION AND SKY-ROCKETING PRICES.

Senator Tower serves you as a LEADER IN THE PURSUIT OF VICTORY IN VIET NAM.

YOU CAN COUNT ON THINGS GETTING DONE WITH SENATOR JOHN TOWER ON THE JOB.

He has earned National Congressional seniority and gained experience no new Senator could replace. With John Tower in the Senate, Texas has the distinct advantage of having its voice heard in the highest leadership councils of both parties.

KEEP TOWER

U.S. SENATOR

HE'S DOING A GOOD JOB FOR TEXAS

PD. POL. AD-Pd for by TEXANS FOR TOWER, Sproesser Wynn, Chrm.

WAR GIFT DAYS



BUY NOW FOR THAT SOLDIER BOY

TAPE RECORDERS
\$14.95

NOREICO RAZOR
\$14.95

SPEIDEL WATCH BANDS
\$4.95 UP

BILLFOLDS
\$2.00 UP

CAMERA KIT
\$9.99

TRANSISTOR RADIOS
\$6.99 UP

MENS STATIONERY
\$1.00 UP

COLOGNE & AFTER SHAVE
CHOICE
\$1.00 UP

SUNGLASSES
\$1.00 UP

CHOCOLATE BOX CANDY
69¢ UP

HAIR BRUSH
\$1.00 UP

JOHNSON
Rexall

YEAR'S GREATEST TEAM-UP FOR SAVINGS!

Shurfine CARNIVAL '66

OCT. 24 thru NOV. 5, 1966

SHOPPING LIST

Apple Butter 28 oz.	3/\$1.00	Shurfine Luncheon Meat 12 oz.	2/\$1.00
Apple Sauce 303	6/\$1.00	Shurfine Margarine 1 lb. Qtrs.	5/\$1.00
Apricots Hlvs. Unpl. 303	4/\$1.00	Shurfine Milk Evap. Tall Can.	7/\$1.00
Asparagus All Gr. Cut 300	4/\$1.00	Shurfine Olives 7oz. Stuff-Thr-Manz.	2/\$1.00
Beets Cut 303	8/\$1.00	Shurfine Orange Juice Frozen 6 oz.	5/\$1.00
Biscuits Sw-But. Milk 8oz.	13/\$1.00	Shurfine Peaches YC Hlv-Sli. 2 1/2 Can.	4/\$1.00
Blackeyes Fr. Shelled 300	7/\$1.00	Shurfine Peanut Butter 12 oz.	3/\$1.00
Broccoli Sp. 10 oz. Frozen.	4/\$1.00	Shurfine Pears Hlvs. Bart. 303	4/\$1.00
Cake Mixes Ass't'd. 19 oz.	4/\$1.00	Shurfine Pickles Wh. Sweet 22 oz.	2/\$.89
Catsup 14 oz.	5/\$1.00	Shurfine Pork & Beans 300	9/\$1.00
Cheese Spread 2 lbs.	\$.89	Shurfine Potatoes Irish Whole 303	8/\$1.00
Coffee Reg-Drip 1 lb.	\$.69	Shurfine Pumpkin 300	8/\$1.00
Corn C.S.-W.K. Golden 303	5/\$1.00	Shurfine Salad Dressing Qt.	\$.39
Corn Frozen Cut 10 oz.	5/\$1.00	Shurfine Salmon Red Alaska Tall Can.	\$.89
Crackers 1 lb.	2/\$.45	Shurfine Sauer Kraut 303	6/\$1.00
Cranberry Sauce Str. 300	4/\$1.00	Shurfine Shortening 3 lb.	\$.79
Cucumber Chips F.P. 16 oz.	4/\$1.00	Shurfine Spinach 303	7/\$1.00
Dog Food Canned No. 1 Can	13/\$1.00	Shurfine Sweet Peas Early Harv. 303	5/\$1.00
Flour 10 lb. Paper Bag	\$.98	Shurfine Swt. Potatoes Wh. No. 3 Squat.	3/\$1.00
Flour 25 lb. Print Bag	\$2.19	Shurfine Strawberry Preserves 18 oz.	2/\$1.00
Fruit Frost. Mix Wht-Choc. 1 1/2 oz.	4/\$1.00	Soffin Toilet Tissue 2 Ply Asst'd. 10 rolls ..	\$.79
Fruit Cocktail 303	5/\$1.00	Shurfine Tomatoes Wh. Peeled 303	5/\$1.00
Grape Jelly 18 oz.	3/\$1.00	Shurfine Tomato Sauce 8 oz.	9/\$1.00
Grape Juice 24 oz.	3/\$1.00	Shurfine Tuna Chunk Style Flat Can.	3/\$.89
Gr. Beans 4 Sv-Cut B.L. 303	5/\$1.00	Shurfine Waffle Syrup Qt.	2/\$.79

SHURFRESH BACON 1 LB. SLICED 79¢

HULL & McBRIEN

We Deliver YU 3-3164

ONLY THIS WEEK-END

MOVIE FILM

KODACHROME II
SUPER-8
REG. \$2.95

\$1.91

JOHNSON
Rexall

Thanks Folks!

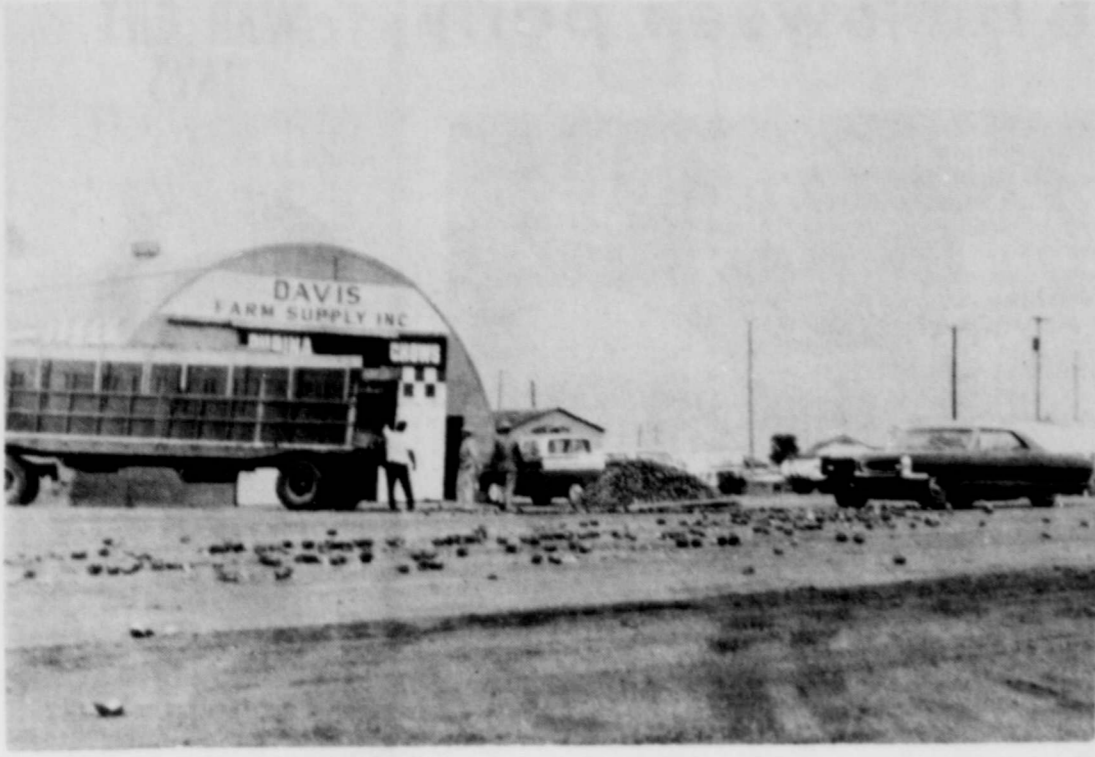
for a good Grain Sorghum Season

THE GRAIN SORGHUM HARVEST IS COMPLETE IN THIS AREA NOW AND WE WANT TO TAKE THIS MEANS OF EXPRESSING OUR THANKS TO MR. AND MRS. FARMER

PRODUCERS COOPERATIVE ELEVATORS

FLOYDADA BILL CAGLE, MGR. DOUGHERTY

JOHNSON
Rexall



PEPPERS ANYONE? - A Hesperian photographer caught this picture of a truck load of peppers after the end gate came loose. (Staff Photo)

SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, Oct. 24 - About 150 people were present for Baptist Sunday morning services here with the Rev. Weldon Barnard of Plainview bringing inspiring messages both morning and night. Visitors noted were Mrs. Barnard and children, Ruth, Jimmy, Danny and Stephen of Plainview, Mr. and Mrs. Wilbur Wright of Lubbock, Bud Higginbotham and Miss Myra Myers of WT at Canyon, and Boyd and D'Ann McClure, and three Powell grandchildren of the Grigsby Miltons.

Dr. Fred Howard, the Rev. and Mrs. Weldon Barnard and four children, and Mr. and Mrs. J. Ronald Taylor were dinner and supper guests Sunday with Mr. and Mrs. J. P. Taylor and Katie.

Members of the Baptist Church went to Lockney Sunday afternoon at 3 o'clock to hold services at the Nichols Manor, where the aged people stay, and Dr. Fred Howard brought the Bible message. The group

sang old hymns for the men and women. Those who went from the church were Dr. Fred Howard, Mrs. L. T. Wood, Mrs. Roy Burks, and Messrs. and Mmes. Nathan Mulder, J. Ronald Taylor, Shelby Calahan, Murray Julian, and Misses Katie Taylor and Ruth Barnard. It was an enjoyable experience for all those who attended.

This next Friday night at 8 o'clock will be the third night of the Baptist Mission work. Wayland students are conducting services each Friday night, and around twenty have been in attendance.

Mr. and Mrs. Bill Thomas of Lockney visited Sunday afternoon in the home of Mr. and Mrs. Early Pritchett. We are glad to hear that Mrs. Thomas is out of the hospital and doing very well.

Mr. and Mrs. Tom Respondek had their son, Jimmy Respondek and family from Lubbock with them the past weekend, and Sunday they all went to Petersburg to the home of

the Tommy Respondeks. There they enjoyed a birthday celebration for Lisa, three year old daughter of the Tommy Respondek's. Lisa was 3 years old Oct. 16.

Mr. and Mrs. Raymond Upton went to Lockney last week to visit her sister, Mrs. Elster McLeod, and found her much better.

Those who are going to Silverton this Monday, Oct. 24, for the funeral services of Mrs. E. L. Gardner, 73, are Mr. and Mrs. Garland Tucker, Mr. and Mrs. Fred Fortenberry and Mr. and Mrs. Arby Mulder. Mrs. Gardner died Saturday and the services are to be held in the First Methodist Church in Silverton.

Mrs. L. N. Johnson went to Lubbock Saturday and brought Mr. and Mrs. Wilbur Wright of the Peace Corps, here with them for the weekend. Sunday night Mr. and Mrs. L. N. Johnson and children and Mrs. Bryant Higginbotham took the Wrights back to Lubbock.

Mrs. Deral Young, Carlen and Rance had Sunday dinner in Floydada with her parents, Mr. and Mrs. Pike Hanna, while Deral was with his sister, the Don Shurbets, helping them in their new home on the Silverton Highway near Floydada.

Mr. and Mrs. R. J. Hamm from Greenwood, Ark. left Saturday after spending a week visiting here with his brother, Mr. and Mrs. Harold Hamm and girls.

Mr. and Mrs. H. L. Marble left Wednesday for Weatherford to visit her sister, Mrs. Charles Byars, who is in the Weatherford Hospital. They are also visiting their daughter, Mr. and Mrs. Marvin Wells and girls in Mineral Wells. Mrs. Walter Wood accompanied the Marbles to Lake Whitney where she is visiting her daughter, Mrs. Jack McCown and family.

Dwayne Marble, Russ Wood, Mark Beedy and Judi Bean are attending kindergarten in Floydada at the First Methodist Church, and the parents take time about taking the children back and forth.

Mr. and Mrs. Don Probasco went to Lubbock for the Tech festivities Saturday afternoon and were on hand for the Texas Tech - SMU football homecoming game.

Brett Marble, son of the Don Marbles, celebrated his sixth birthday on Monday night, and had his cousins, Kelly and Dwayne Marble with him for the night and for play on Tuesday. They enjoyed a chocolate birthday cake and a boys slumber

party.

Mr. and Mrs. Harry Hartman returned Friday night from a two week vacation which took them to various towns and parts of Iowa, where they visited with Harry's uncles, cousins and other relatives whom they had not seen for years. Harry's sisters, Ethel and Mildred accompanied them on the trip.

Mr. and Mrs. Fred Fortenberry went to Amarillo Saturday on a business and visiting trip, and they spent the night and Sunday with her brothers, John and Clifton McCain, and families.

Mr. and Mrs. Travis Young and four children went to Floydada Sunday to have dinner at his folks, Mr. and Mrs. R. E. Young, and to help celebrate the birthday of Peggy Young, of the home. Mrs. Travis Young baked a big birthday cake for the event.

Mr. and Mrs. Johnney West accompanied by Mr. and Mrs. Kent Covington of Dougherty went up to Canyon Saturday night for the football game between West Texas State and New Mexico University.

Mr. and Mrs. R. L. Holland of Lockney had Sunday dinner here with their daughter, Mr. and Mrs. Don Marble, Brett and Donette.

Mr. and Mrs. E. J. Kinslow, Phil and Steve went to Lubbock Friday on business and that evening visited with E. J.'s parents, Mr. and Mrs. D. E. Kinslow. Saturday afternoon E. J., Steve and Phil went to Lubbock for the Texas Tech - SMU football game and the homecoming activities.

Mrs. Travis Young accompanied her mother, Mrs. V. D. Turner to Agra and Oklahoma City, Okla. last weekend, where on Friday night, Oct. 14, they attended the wedding ceremony for Margie's cousin, Miss Jeanene Ford and Truman Lange. The wedding was held at the Agra Baptist Church, Friday night at 7:30.

WMU members met Tuesday afternoon at three o'clock at the Baptist Church with Missions book, "Great is the Company," reviewed by Mrs. L. T. Wood. Mrs. Bryan Karr reported on Commissions, a story of how the Baptist Rhodesia Missionaries work. WMU members go to Spur October 27 for an all day meeting. Those present for the Mission Study were Mmes. L. T. Wood, Fred Fortenberry, Murray Julian, Tom Maurer, Bryan Karr, Roy Burks and Mrs. John Kinnibrugh. Mrs. Fortenberry gave a report of the meeting which the messengers attended in Floydada last Thursday.

Rev. and Mrs. Sealy Smith moved to Weatherford last Saturday from Fort Worth, and Rev. Smith will drive back and forth to the Theological Seminary each day. He has accepted a church six miles from Weatherford and will be minister there. Mrs. Smith is a nurse at the Childrens Hospital in Fort Worth.

Bud Higginbotham and Miss Myra Myers from WT at West Texas State in Canyon were weekend guests of his mother, Mrs. Bryant Higginbotham, and went to church services Sunday at South Plains. Other guests Sunday with Mrs. Higginbotham were another son, Mr. and Mrs. Alton Higginbotham and children of Floydada.

Mrs. Loyd Deavenport of Denver, Colorado accompanied Loyd's parents, Mr. and Mrs. J. A. Deavenport of Boulder, Colo. here the past Monday, and while here she visited Mr. and Mrs. Noel Davenport, Mr. and Mrs. Herman Thornton, and Mr. and Mrs. Bryan Karr. Addison Deavenport of Boulder also accompanied the Deavenports here, and they were all to return home Wednesday morning.

Mr. and Mrs. Bryan Karr

left Friday for Fort Worth where they were to meet his sister, Mrs. Ben Williams from La Jolla, Calif. and they were to take Mrs. J. H. Karr from the hospital and get her settled.

Rev. Larry Faus who has been minister of a Baptist Church in South Dakota the past two years has resigned, and will leave soon for LaCrosse, Wisconsin, where he will be a counsellor for the Job Corps. He was formerly a minister at the South Plains Baptist Church.

Frost sparked like snow on everything last Tuesday morning, Oct. 18, and our community has had several such frosts, with ice on everything. The wind whipped around us several days of last week.

Mr. and Mrs. Donald Bean and Mr. and Mrs. Eugene Beedy went to Lubbock Saturday afternoon for the Texas Tech - SMU homecoming football game.

Mr. and Mrs. Sylvain Kinnibrugh were hosts last Sunday at a dinner with several present for the gathering. The occasion was the seventeenth birthday of the Kinnibrugh's daughter, Beth. Guests were Mrs. J. R. Spivey, Mr. and Mrs. W. H. Simmons and Ronnie Simmons, all of Truscott, Mr. and Mrs. Ray Dillard of Lockney, Mr. and Mrs. Teddy Horne of Lubbock, and Britt Gregory of Floydada. Mrs. Kinnibrugh served a turkey for the birthday dinner.

Mrs. J. P. Taylor and Mrs. J. Ronald Taylor have been preparing dinner each noon the past week for nine men, who are working in this area, gathering the cattle for the Taylor Ranches. This Monday will be the last day, as the cattle are ready for the market at this time.

The mother of Tom Respondek, Mrs. Mary Ann Respondek, of Wilson, recently celebrated her 99th birthday. Mrs. Respondek has been a Wilson resident since 1921, and is now at University Convalescent Center, in Lubbock. She speaks very little English, preferring to use Polish or German, but she enjoys a daily walk, and she can sweep, or dust on occasion, and enjoys the singing groups who come out to the convalescent home where she lives. Nine of Mrs. Respondek's children are still living, and one son is Tom Respondek of our community. We extend our congratulations to Mrs. Respondek on her 99th birthday.

The South Plains Hobby Club met Wednesday, October 20 in the home of Mrs. Grigsby Milton with Mrs. Fred Fortenberry and Mrs. Frank McClure as co-hostesses. Mrs. Harold Hamm presided over the business meeting, and the November meeting has tentatively been set for Nov. 23rd, at 2 p.m. in the home of Mrs. Sylvain Kinnibrugh. Mrs. Bryant Higginbotham gave the devotional from "Leaves of Gold" and Mrs. M. M. Julian was elected as publicity chairman for the club. Mrs. Mary Phillips from Lighthouse Electric Co-op was a guest of the Hobby Club and gave an interesting demonstration for things to make during October, November and December. Jack-O-lantern, c w men, candy tree, candle trimmed with poinsettia for Christmas, dolls, card holders, rolling pin and a lovely Christmas bowl decoration were among the things Mrs. Phillips showed the group, and then she made old-fashioned mincemeat pies, and cheese ball and tuna dip. All the above were served by the hostesses with pumpkin pie and coffee in the refreshment period. Those who attended the club meeting were Mmes. J. P. Taylor, Bryant Higginbotham, L. T. Wood, Harold Hamm, Alvin Nichols, Murray Julian, Frank McClure, Fred Fortenberry and guest, Mrs. Mary Phillips.



VENGEANCE REACHES OUT ON A MUD SPATTERED ROAD! Christopher Lee is terror stricken as a lone hand grasps for his life in this scene from "Dr. Terror's House of Horrors," Paramount's exciting new horror thriller which will show at the Capada Monday night, a Halloween feature. Filmed in blood-curdling Technicolor, "Dr. Terror's House of Horrors" has a top cast which includes Peter Cushing, Roy Castle, Donald Sutherland, Neil McCallum, Alan Freeman, Max Afield, Edward Underdown and Ursula Howells.

Pick-Up And Grain Truck Collide

A pick-up and loaded grain truck collided at the Sandhill intersection on Wednesday afternoon of last week, causing injuries to the three occupants, according to reports from Moore Funeral Home, whose ambulance took the injured to Lockney Hospital.

Delbert Hensley of White-wright, who was traveling east in the loaded truck, was treated and released and two men in the pick-up, traveling south, remained overnight in the hospital for treatment of a head and arm lacerations. They are Elton Gloza and James Dameron of Lubbock, who are employed by Commercial Contractors.

Rites Held For Elder Jackson

Funeral rites for Elder Ethrick Jackson Norman, 70 year old pastor of the Primitive Baptist Church in Wellington and brother of Elbert and Lewis Norman of Floydada, were conducted Sunday afternoon.

Norman died Friday morning in Childress General Hospital. He was born in Killeen and attended West Texas State University. He had pastored several churches in the West Texas area including churches in Borger and Amarillo. Norman had continued as pastor in Wellington after moving to Childress in 1954.

Survivors include his wife; one son; six brothers; one sister and five grandchildren.

More Social Security Benefits For Working People

The Plainview Social Security officer in charge, Mancel King, noted today that recent amendments to the social security law liberalize the conditions under which benefits are paid to people who continue working after applying for retirement benefits.

"Here are the new rules for taxable years after 1965," King said:

"If you earn \$1,500 or less in a year, you get all the benefits."

"If you earn more than \$1,500 in a year while you are under 72, the general rule is that

Dr. John W. Kimble, O.
Floydada, Texas. YU 3
AS FOR THE PAST 48 YEARS
OPEN ALL DAY SATURDAY
Contact Lenses—Visual Analy

LOOK INTO YOUR HEATING SYSTEM ■ YOU MAY WIN 3 NIGHTS AND 2 DAYS IN FABULOUS MEXICO CITY

HERE'S ALL YOU DO...

Simply check the appropriate blocks in the official entry form below, then take or mail your entry to any Reddy Kilowatt Recommended Electric Heating Dealer or Public Service office. A drawing will be held shortly after October 31, 1966 and the winner will be notified regarding travel arrangements.

ELIGIBILITY

ALL CUSTOMERS IN THE CITY OF FLOYDADA AND ALL SOUTHWESTERN PUBLIC SERVICE COMPANY RURAL CUSTOMERS WHO OWN THEIR OWN HOMES AND ARE 21 OR MARRIED ARE INVITED TO ENTER ONE ENTRY PER PERSON.

ENTER TODAY

OFFICIAL ENTRY

HOW DOES YOUR HEATING SYSTEM RATE?

Check its overall performance and efficiency with this easy quiz...

Does your present heating system fail to provide enough heat in severe weather?	YES	NO
Is it a problem to keep certain rooms as warm as others?	<input type="checkbox"/>	<input type="checkbox"/>
Are certain rooms in your home drafty?	<input type="checkbox"/>	<input type="checkbox"/>
Are you uncomfortable near windows and outside walls in cold weather?	<input type="checkbox"/>	<input type="checkbox"/>
Are your floors cold during the winter?	<input type="checkbox"/>	<input type="checkbox"/>
Could your home use more insulation in walls, ceilings or floors?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a blast of hot air when heat first comes on?	<input type="checkbox"/>	<input type="checkbox"/>
Do you ever hear a roar or rumble in the system?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have just one thermostat for the entire house?	<input type="checkbox"/>	<input type="checkbox"/>
Do you frequently readjust the thermostat for more comfort?	<input type="checkbox"/>	<input type="checkbox"/>
Do members of your family disagree on the proper thermostat setting?	<input type="checkbox"/>	<input type="checkbox"/>
Is your heating system noisy?	<input type="checkbox"/>	<input type="checkbox"/>
Is the air in your house too dry?	<input type="checkbox"/>	<input type="checkbox"/>
Do you consider your present heating system	clean?	<input type="checkbox"/>
	safe?	<input type="checkbox"/>
	modern?	<input type="checkbox"/>

NAME _____

ADDRESS _____ CITY _____

Your entry is valid whether you do or do not check the following box. Please have your representative call to explain the advantages of modern electric comfort heating

Save The Insured Way...

EFFECTIVE OCTOBER 1st, 1966

5% PER ANNUM

CURRENT DIVIDEND RATE PAID OR COMPOUNDED QUARTERLY

FUNDS RECEIVED BY 10TH ANY MONTH EARN DIVIDENDS FOR THE WHOLE MONTH.

PLAINVIEW SAVINGS & LOAN ASSOCIATION

716 BROADWAY PLAINVIEW, TEXAS

CA4-6393

67 CHEVROLET and OLDSMOBILE SALES ARE GOING GREAT

Impala Super Sport Coupe

WE ARE OVERSTOCKED ON GOOD, CLEAN, LATE MODEL USED CARS. TAKE ADVANTAGE OF THIS AND SAVE HUNDREDS OF DOLLARS NOW!

2-1965 4-DOOR 88 OLDSMOBILES
LOW MILEAGE, ONE OWNER AND LOADED WITH POWER AND AIR CONDITIONER

1964 88 4-DOOR OLDSMOBILE
LOCAL ONE OWNER CAR WITH LOW MILEAGE. FULLY LOADED

3-1963 OLDSMOBILE 4-DOOR SEDANS
FULLY LOADED AND EXTRA CLEAN. ALL LOCAL ONE OWNER CARS.

3-1962 OLDSMOBILE 4-DOOR SEDANS
FULLY LOADED AND EXTRA CLEAN

1963 IMPALA CHEVROLET SPORT COUP
327 V-8 ENGINE WITH STANDARD TRANSMISSION. 42,000 ACTUAL MILES AND EXTRA CLEAN.

SEVERAL '63, '64, AND '65 MODEL PICKUPS AND OLDER MODEL USED CARS AND PICKUPS TO CHOOSE FROM

Don't buy any used car or pickup anywhere until you check our cars and prices

ODEN CHEVROLET COMPANY

221 SOUTH MAIN STREET FLOYDADA, TEXAS

THE AMENDMENTS

Highlights And Sidelights

Your State Capitol

Exempt agricultural lands in urban areas from full-value taxation (No. 1).
 Provide that taxes or bonds voted by school district will not be invalidated by changes in boundaries (No. 10).
 Remove limitations on voting by armed services personnel (already invalidated by federal court) (No. 14).
 Set legislator's term beginning on opening day of regular lawmaking sessions (No. 16).
 Remove Arlington State College from the permanent university fund (No. 3).
 Authorize Legislature to pass laws to accomplish the following:
 Create airport authorities (No. 2).
 Set terms of conservation district directors up to six

years (No. 4).
 Provide a statewide retirement system for employees of counties and subdivisions (No. 5).
 Permit benefit payments to survivors of law officers, prison guards and firemen killed on duty (No. 6).
 Ease voting restrictions for those who have recently moved (No. 8).
 Provide for dissolving hospital districts (No. 12).
 Permit major counties to consolidate some governmental functions and make contract with each other for services (No. 13).
 Authorize acceptance of private or federal funds for aid to physically and mentally handicapped (No. 15).

Co-op Elevator Annual Meeting

Meeting of stockholders of the Co-op Elevator Co. will be held at the Co-op Elevator Co. building in Floydada, Texas, on November 8, 1965. The meeting will be held at 7:30 p.m. and will include a dinner. Refreshments will be served at the close of the meeting. All members and families are cordially invited. This announcement was made by C. L. Gilly, Secretary.

County Board Members Meet Tonight

The Floyd County Board of Commissioners will meet tonight at 7:30 p.m. in the county office building in Floydada, Texas. The meeting will be held in the presence of the public. The agenda includes the report of the county auditor, the report of the county clerk, and the report of the county engineer. The board will also consider the report of the county health officer and the report of the county assessor. The meeting will be held in the presence of the public.

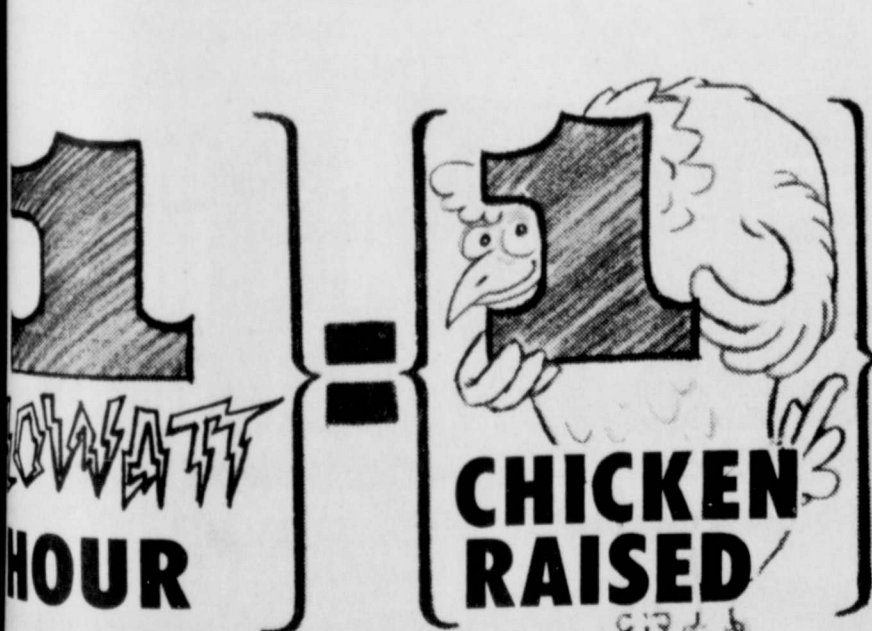
DESERVE THE BEST —

OF SERVICE!



Benefit of his knowledge.

ARWINE DRUG
 ONE YU 3-2856 FLOYDADA, TEXAS
 OUR LABEL IS YOUR PROTECTION



brooder to broiler this tender used just one kilowatt hour electricity. And because of electricity she grew to a faster, health-... Whether she is destined to be a layer or a fryer, power from LIGHTHOUSE ELECTRIC COOPERATIVE will play a part in her future as well. Egg processing in rural areas operate electrically and it's amazing how fast a plump chicken and freeze it for the frying pan at home, on the farm, in every field of rural endeavor. LIGHTHOUSE ELECTRIC COOPERATIVE is Helping Texas Grow.

Lighthouse Electric Cooperative Inc.

EDITORIALS

A Big Man

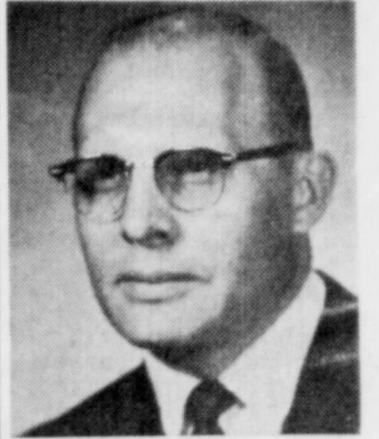
Politics again hits the scene and interest in the Senatorial race is sparked as our people began to discuss the issues and the men seeking the office of United States senator. It is interesting to listen to people talk about politics... and it is interesting to note the dislikes that are expressed for the person who does not see eye to eye with another. It takes a big man to say, "Okay, you don't agree with me... and I don't agree with you... but I like you anyway!" It is so easy for a person to dislike... sometimes even hate... another person just because that person has a difference of opinion. Maybe it doesn't concern politics. It can happen in a committee meeting within our churches. A difference of opinion and soon two persons won't even speak to each other... and it all started at church. I was sitting in a board meeting a month or two ago when two members became involved in a pretty heated argument. The vote was called for and the members of the board voted. After the vote one of the two persons who had been involved in the argument immediately turned to the man with whom he had disagreed... offered his hand, and said, "no hard feelings." They shook, smiled, and went on with the meeting. These are big men... they didn't let their difference of opinion hinder their feeling for each other. We once knew an old timer who said, "I don't never fall out with any feller... just because he disagrees with me." It takes a big man to maintain an open mind... the ability to disagree... and not dislike.

Cotton Harvest Behind

Cotton harvesting continued to gain momentum on the South Plains during the past week, according to W. K. Palmer, in charge of the Lubbock Cotton Classing Office of the USDA. The Lubbock classing office classed 2,700 samples during the week ending October 21st. This brought the total classed for the season to 4,000. Despite the fact that this was an early planted crop, harvesting of this year's crop still lags behind the 1965 season. Through October 21st last year, the three South Plains Classing Offices had classed 26,000 samples. Approximately two-thirds of the cotton classed at the Lubbock Classing Office last week was in the White grades and the remaining one-third in the Light Spotted and Spotted grades. Strict Middling made up only one per cent of all cotton classed last week, Middling 47 per cent, Strict Low Middling 19 per cent, Middling Light Spotted 22 per cent and Strict Low Middling Light Spotted 5 per cent. Average staple length improved during the week and averaged 32.8 thirty seconds, or nearly 1-1/32 inch. Forty-nine per cent averaged one inch and better compared to 44 per cent the previous week. Micronaire readings continued to be very good but were not as high as the previous week. Eighty-six per cent of all cotton "miked" 3.5 and better, compared to 91 per cent the previous week. Cotton prices paid South Plains farmers, as reported to the Consumer and Marketing Service of the USDA, ranged from the loan to \$3.00 per bale over the loan for the White grades. Light Spotted grades were bringing from \$1.00 to \$5.00 per bale over the loan. The most predominant grade,

Middling, has been bringing the loan level to 50 cents per bale over the loan. Prices paid farmers for cottonseed ranged from \$65 to \$70 per ton. Step-up of Warsaw talks with Peking is urged. Ford is developing a battery-powered car.

YOUR FRIEND FOR LIFE



Ever wonder if your life insurance really fits your needs? Talk with your Southwestern Life Agent. Special courses — involving 500 extra hours of study — teach him to analyze particular cases for particular people. You'll see why he's called "Your Friend for Life." 206 W. CALIFORNIA PHONE YU3-2511 Southwestern Life

GUEST EDITORIAL

Developing A Good Attitude

DID YOU EVER notice the reaction of people to news about their neighbors? Word is received that a couple has married. One smiles his congratulations. Another, with a sarcastic grin, remarks, "I'll bet they had to."

OR PERHAPS news is received that so-and-so has left town to accept a new position. Again, one expresses his delight that so-and-so has bettered himself. And the other quips, "I've been expecting him to get the axe."

THESE LITTLE dramas, with slight variations, go on over a hundred cups of coffee every day. Behind them is something deeper than the subject of the moment. Behind them is an attitude towards humanity.

One person displays a neighborly love for people in general. He tends always to give the other fellow the benefit of the doubt. Unless he has definite reason to believe that the facts are to the contrary, he looks for good news when he hears information concerning a fellow human being. He assumes that the couple did not have to get married. He assumes that the person is changing jobs because of an opportunity to better himself. When the first baby is born, he never searches his memory or the newspaper to see when the couple was married. And if the baby was premature, he gives the couple the benefit of the doubt.

HE REJOICES with those who rejoice and weeps with those who mourn. This is the person who will have friends. This is the person with whom people will sympathize if by chance misfortune visits his own family. This is the person about whom people will not say in his hour of trouble, "It's good enough for him. He's getting just

what he deserves." PERHAPS THERE is momentary satisfaction in being a cat. Perhaps one experiences a brief period of enjoyment in clogging a sorority sister or a fraternity brother. But associates are too polite to say that they can see straight through us, that they can detect the jealousy and spite which in-dwells our heart. THERE ARE SOME to whom it is never safe to pass a kind word about a third party. The reply will be, "Yes—but I remember her when..."

HEAVEN'S BRIGHTEST crown should go to those noble souls who are big enough to forego the pleasure of bursting someone's balloon, who are willing to forget that childhood mistake after so many years have passed and so many new people have moved into the community who will never know unless someone tells them. Sometimes the reformed ride pretty high and almost invite catty remarks with their high and mighty attitude—but these souls still forego the temptation. The noble person is he who delights in seeing the new life now being lived by the former transgressor, who rejoices that a soul has been reclaimed, who enjoys keeping the secret that a mistake was made.

IT ISN'T A question of guarding one's tongue, of watching one's words. Rather it's an attitude to be developed. If one is determined to like other people, it will never occur to him to say something unkind. If he hears an unkind word, the natural thing will be to rush to their defense. There will be no tongue-biting to keep from saying what is within one's mind. THESE COMMENTS are idealistic. We are all cut off the same bolt and all have the same old uncharitable tendencies. Yet they're something for all of us to ponder.

FROM TULIA HERALD

In the Floydada Area, you know where the In Crowd is? At your Quality Buick dealer's. (Where else?)

CITY AUTO INC.

201 E. MISSOURI FLOYDADA, TEXAS



New Special GS. Low-priced. Nice?

IN '67 BUICK

Get in with the In Crowd at your Quality Buick dealer's now.

Why fuss about a little dirt?

Honestly, he didn't mean to get so dirty. Mud has a way of getting on little fellows. Besides, he'll promise to be extra careful next time... and the time after that, too!

What should you do? Chances are about a billion to one that you'll never really separate a healthy boy (or girl) from dirt. But you can make washing easier with an all-electric laundry. Just put the dirty clothes in an automatic washer... set the dial... and you have wonderfully fresh clothing in minutes. With an electric clothes dryer, you can finish the family laundry any time... rain or shine. Why, it takes the fuss right out of a little dirt!

ALL-ELECTRIC LAUNDRY

You'll lighten your work and always have fresh clothes with an all-electric laundry. You can safely dry all your wash in today's modern, electric clothes dryers. It's safe because it's flameless!

LIGHTHOUSE ELECTRIC COOP



Whirlwinds Ruffle Owls Feathers 28 to 7

Dominate Second Half Play

With a big following of Floydada fans, the Whirlwinds invaded the Owl's roost in Hale Center Friday night and defeated them 28 to 7.

Although the Winds were lagging 7 to 6 at halftime, the fans never let up backing them and it was the Winds game from half time on.

The Winds experienced a new "Spread formation" by the Owls that they hadn't seen before and a considerable amount of roughing up near the close of the contest, but it only seemed to make them play harder.

It was a "team effort" all the way. All of the backs turned in an outstanding performance, combined with an excellent defensive action by the linebackers and linemen.

The win for the 'Winds put them into a three-way tie for first place in the district with Memphis and Abernathy.

Hale Center had a 7-6 lead at the half after scoring on a double reverse that left the Whirlwind defenders completely fooled. Mike Jones romped 26 yards for the touchdown and Willie Compton booted the point-after to give the Owls their temporary lead. Melvin Roberts set up the TD with a pass interception near the Owl 35 yard line.

Earlier Floydada scored on a beautiful pass play from Larry Barbee to Steve Marler to cap a drive that also began with an interception. The 'Winds went for a two point conversion with a pass, but Barbee over-threw his receiver.

Floydada opened the second half scoring with a 45 yard pass-run from Barbee to Derrell Monday. Monday caught the ball near the Owl 30 yard-line and then fought Hale Center tacklers into the end zone. Barbee hit Tommy Weathersbee for the conversion and the 'Winds led 14 to 7.

The next 'Wind TD came early in the fourth period after Marler intercepted a stray Owl pass on the Hale Center 25-yard line. From the 25 to paydirt, Joe Christian was the workhorse for Floydada, plowing up the Owl line for two first downs before Kerry Bearden took the ball in from the one-yard line to make it 20-7.

The last Floydada score came with the final gun. After a roughing the kicker penalty gave the 'Winds a first down on the Owl's 15 yard line, Barbee loosened up and tossed a bomb to Marler who fought a Hale Center defender for the ball and won, falling just inside the end zone. After a similar penalty gave the 'Winds a second chance on the conversion Barbee passed to Weathersbee for two points, giving Floydada a 28-7 win.

Two backs who saw action after Floydada began to hold a good lead were Tim Rose and Tommy Jackson. Bobby Gilliland took over the kicking chores when Ross Miller broke his foot in the first few minutes of the contest.

The statistics were heavily in favor of Floydada: Floydada led in yards gained rushing 192-80, passing 132-14, punting 102-90, first downs 14-6. Floydada received six penalties for 40 yards, Hale Center three penalties for 45 yards.

HIGHLIGHTS
Kerry Bearden opened the game with a ten yard sprint for a first down, Larry Barbee ran for ten yards a few moments later for a first down. Bearden made another 11 yards rushing. Bearden made 37 yards in a long run just before the first Floydada touchdown. Just before the half Barbee hit Weathersbee with a 28 yard pass - and a repeat two plays later of 15 yards. Just after the half Joe Christian powered up the middle for 15 yards. A little later in the third quarter Christian repeated up the middle with a 19 yard gain. The Barbee to Monday pass and run netted 44 yards shortly after the half. Bearden ran for 20 after a recovery by Johnson in the third quarter. Christian made 12 again down the middle.

Defensive standouts in the contest for Floydada included: Hulon Carthel, Larry Adams, Mac Baker, Mark Goen, Larry Hunter, Jeff Kimble, Tommy Jackson, Bobby Gilliland, Nathan Johnson, Connie Bearden and Brynn Waidling.

Rusk doubts U.N. will admit Red China.
Impasse reached on U.N. space pact.



SIX POINTS COMING UP - Derrell Monday takes a pass from Larry Barbee and heads for paydirt, in the Hale Center - Floydada tilt last week. Referee signals touchdown. (Staff Photo)



TWO EXTRA POINTS - Tommy Weathersbee takes a pass for two extra points during the Hale Center - Floydada game last week. (Staff Photo)



KERRY BEARDEN goes for 37 yards - in the Hale Center - Floydada game. Three Hale Center Owls close in to make the tackle. (Staff Photo)

FOR FIRST TIME Post Is In District 4-AA Driver's Seat

Post is in the District 4-AA driver's seat right now, but the big question these days is "Does anyone want to win the 3-AA championship?"

There are eight teams in that district and after four weeks of play, only two clubs, Hale Center and Lockney, are considered out of the running.

Memphis was dropped by Olton, 20-14, Friday night and now, every member has lost at least one. Three teams are tied for the lead, Abernathy, Memphis and Floydada, and Dimmitt, Friona and Olton are just one game back.

Memphis hooks up with Floydada Friday, while Dimmitt goes to Abernathy, Hale Center is at Friona and Lockney tangles with Olton.

Floydada got back in the running with a 28-7 win over Hale Center and Abernathy posted a 16-0 victory over Lockney. Dimmitt stayed alive with a 35-6 win over Friona.

Post ended Denver City's seven-year district record without a loss by downing the Mustangs, 14-0, and now, only Slaton stands in the way of the Antelopes winning their first title since the early '50's.

Slaton kept its hopes alive with a 21-6 win over Frenship, and the Tigers are now 1-1.

Stanton broke into the win column for the first time this year with a 20-12 verdict over Morton, the only area AA club still looking for its first win of the year.

Abernathy continues to pace the AA teams in scoring in 152 points and the best defense, 28 points allowed. Post is now second in both categories, scoring 140 points to 46 given up.

The winners of the two districts will clash in the first round of the playoffs.

Patton Wins Football Contest

George Patton of 1002 S. 4th is first place winner in the Hesperian football contest with only four misses and will receive the \$7.50. He missed the Spur - Petersburg tie, Perryton - Tulla, Friona - Dimmitt and TCU - Auburn games.

In second place is Jim Bob Reynolds of Lockney who also missed four games. The tie-breaker game was used to determine first and second. Patton picked Floydada with a total score of 24. Reynolds picked Hale Center to win with a total score of 21. Floydada won with a total score of 35. Reynolds missed the Spur, Perryton, Friona and TCU games. He will receive the \$5.00 second prize.

The third place winner is Steve Craig of 400 W. Tennessee. He missed five games and will receive \$2.50. John Fields, Mark Havens, Junior Martinez and Donny James also missed

five, but Steve took them on the tie breaker game, correctly guessing Floydada to win on a total score of 35!

Another big contest appears in the second section of this issue of the Hesperian - make your predictions and get your entry in before the deadline.

DISTRICT 3AA												
Team	Season	W	L	T	Pts.	Opp.	Team	Season	W	L	Pts.	Opp.
Abernathy	5	1	0	0	152	28	Stanton	5	1	0	40	20
Memphis	4	1	0	0	135	30	Morton	5	1	0	40	20
Friona	4	0	0	0	87	72	Post	5	1	0	24	29
Dimmitt	4	0	0	0	101	102	Denver City	5	0	0	14	27
Floydada	4	0	0	0	87	102	Frenship	5	0	0	14	27
Hale Center	4	0	0	0	104	82	Slaton	5	0	0	28	27
Olton	3	4	0	0	96	132	Hale Center	5	0	0	24	28
Lockney	3	5	0	0	28	118	Lockney	5	0	0	46	41

DISTRICT 4AA												
Team	Season	W	L	T	Pts.	Opp.	Team	Season	W	L	Pts.	Opp.
Post	4	1	0	0	139	46	Post	4	0	0	29	0
Stanton	2	0	1	0	97	77	Stanton	4	0	0	24	29
Denver City	2	0	1	0	24	117	Denver City	4	0	0	14	27
Frenship	2	0	1	0	74	117	Frenship	4	0	0	14	29
Slaton	1	2	1	0	77	84	Slaton	4	0	0	28	40
Morton	0	7	0	0	20	237	Morton	4	0	0	12	20

LAST WEEK'S RESULTS
Abernathy 16, Lockney 0, Olton 30, Memphis 14, Floydada 28, Hale Center 7, Dimmitt 20, Friona 8, Post 16, Denver City 0, Stanton 21, Frenship 6, Stanton 26, Morton 12.

THIS WEEK'S RESULTS
Dimmitt at Abernathy, Lockney at Olton, Memphis at Floydada, Hale Center at Friona, Post at Frenship, Stanton at Stanton, Denver City at Morton.

Seventh, Eighth And B Lose

The Floydada minor leaguer football teams all went down in defeat; Tuesday night the seventh graders lost to Plainview Estacado 28 to 8 and the eighth graders also lost to Plainview 22-0. Carl Huey made the lone seventh grader touchdown and also scored the extra points.

Last Thursday night the B team lost to Abernathy 18 to 6.

The Freshman team will play Lockney here at 6:30 tonight. There will be no B team game.

Tech Plays Rice At Houston

LUBBOCK, Oct. 24--Rice and Texas Tech, a pair of teams with more scrap than strength, collide in Houston at 2 p.m. Saturday.

Rice, low-rated by the experts, opened by upsetting Louisiana State University. Following a loss to Tennessee the Owls came within inches of beating three other favored foes--UCLA, Southern Method-

Floydada Girls Basketball Team To Play At Wayland

PLAINVIEW, Tex., (Spl.)--Eight outstanding girls basketball teams, including two Texas state championship teams, are featured at the Ninth Annual Hutcherson Flying Queens Basketball Clinic Nov. 12.

One of the largest of its type in the country, the clinic, held at Plainview High School Gymnasium, is largely devoted to the teaching of fundamentals and basic basketball skills to high school teams, Queens coach Harley Redin said.

Beginning at 4 p.m. with a clash between Tulla and Spearman, the highlighted games include Floydada and Quitaque at 5:30, Friona and Springlake at 7 p.m. and concluding with Dimmitt and Roosevelt at 8:30. Registration for the entire clinic begins at 8 a.m. Redin said. Over 1,000 girls are expected from the Texas, New Mexico and Oklahoma area.

Texas Tech, too, began its season with a win, over University of Kansas. But loss of more than a dozen first stringers due to illness and injury took its toll, and the Raiders have lost five straight to Texas, Texas A&M, Texas Christian, Florida State, and Southern Methodist.

The morning and early afternoon sessions will be devoted to the teaching of fundamentals by the nationally ranked Hutcherson Flying Queens of Wayland College and coach Redin. Lectures and demonstrations will be presented by outstanding high school coaches and their teams.

Redin said that tuition for each school attending the clinic is \$10 for the entire team.

PAT & PAM
BY
SAM BAKER

BAKER
Insurance Agency
127 W. California
Ph. YU 3-3270

Armstrong has done something big to ceiling tiles!



Armstrong BRUNSWICK **Armstrong DOVER**

New Armstrong Brunswick and Dover Ceilings produce an entirely new ceiling effect. The extra-big bevel and distinctive surface patterns unique, rich ceiling design giving rooms the look of a custom inlaid ceiling. Ask about Armstrong Brunswick and Dover Ceiling Tiles today.

111 N. WALL ST. BUILDERS MART YU 3-3

SPECIAL OFFER

While they last... the original TV sound track for the Armstrong presentation "Brigadoon" starring Robert and Sally Ann Howes.

\$100*



DANCE AT THE FLOYDADA VFW

SATURDAY, OCTOBER 29

8-12 P. M.

MUSIC BY

"CAPROCK RAMBLERS"

FEATURING DENZIL BOYER, FIDDLER

ADMISSION - \$1.50 PER PERSON

PREVENT THIS



THIS WINTER BE PREPARED

WINTERIZE YOUR CAR NOW!

AT ALLEN

CHRYSLER & PLYMOUTH

114 W. CALIF. FLOYDADA

HAVE FUN ... WIN PRIZES ...

\$15

IN CASH PRIZES
EACH WEEK

HESPERIAN

FOOTBALL CONTEST

AND QUARTERBACK FORECAST

CONTEST RULES

ANYONE CAN ENTER EXCEPT THE EMPLOYEES OF THE HESPERIAN. THREE CASH PRIZES ARE GIVEN EACH WEEK—TIES WILL SPLIT PRIZE MONEY. MEMBERS OF THE EDITORIAL DEPARTMENT ARE SOLE JUDGES OF THE CONTEST AND THEIR DECISION IS FINAL. IT IS NOT NECESSARY TO INDICATE SCORES ON ALL THE GAMES, BUT SCORE MUST BE INDICATED ON THE TIE BREAKER GAME AT RIGHT.

DEADLINE FOR ENTRIES — 5 P.M. FRIDAY IN HESPERIAN OFFICE OR POST MARKED

SIMPLY CIRCLE THE TEAM YOU CHOOSE TO WIN IN EACH OF THE FOOTBALLS. DEADLINE FOR SUBMITTING ENTRIES IS 5 P.M. FRIDAY — WINNERS WILL BE ANNOUNCED THE FOLLOWING WEEK. ENTER AS MANY TIMES AS YOU WISH, PRINT NAME AND ADDRESS PLAINLY AT TOP OF THE PAGE YOU TURN IN AND MAIL TO THIS NEWSPAPER.

TIE BREAKER — Guess Total Points
FLOYDADA VS. MEMPHIS

1ST PRIZE \$7.50

2ND PRIZE \$5.00

3RD PRIZE \$2.50

ARMCHAIR QUOTES

BOOTS DOBBINS



FLOYDADA.....12
MEMPHIS..... 6

RAY GENE FERGUSON



FLOYDADA.....12
MEMPHIS..... 6

HOME OF TOP-FLIGHT FEEDS
CARMACK FEED & SEED
TEXAS A AND M VS. ARKANSAS

FARM BUREAU INSURANCE
SAM PUCKETT, AGENT
NORTH TEXAS VS. DRAKE

MASSEY-FERGUSON EQUIPMENT
FLOYDADA IMPLEMENT CO.
SMU VS. TEXAS

BRING US YOUR GRAIN SORGHUM
MUNCY ELEVATOR
TCU VS. BAYLOR

"GOOD LUMBER!"
HIGGINBOTHAM BARTLETT LUMBER
WEST TEXAS VS. MEMPHIS STATE

FLOYD COUNTY CO-OP GINS
OKLAHOMA VS. COLORADO

RUCKER'S OK TIRE STORE
COMPLETE TIRE SALES—SERVICE
MATADOR VS. LOCKETT

JOHN DEERE FARM MACHINERY
COLLINS IMPLEMENT CO.
TAHOKA VS. SEAGRAVES

AC AND NEW HOLLAND EQUIPMENT
McDONALD IMPLEMENTS
IDALOU VS. ROOSEVELT

M. G. WELLS, AGENT
American National Ins. Co.
RALLS VS. NEW DEAL

SANDERS PUMP & DRILLING
WESTERN PUMP REPRESENTATIVE
CROSBYTON VS. SPUR

PONTIAC, BUICK SALES—SERVICE
CITY AUTO, INC.
PETERSBURG VS. LORENZO

ODEN CHEVROLET
CHEVROLET—OLDSMOBILE
SILVERTON VS. McLEAN

HAMMOND SHEET METAL
LOCKNEY VS. OLTON

Producers Cooperative Elevator
SEEDS • FEEDS • GRAIN • FERTILIZER
FLOYDADA TEX. No. YU3-3908
DOUGHERTY TEX. No. YU3-3020
HALE CENTER VS. FRIONA

"EXPECT THE BEST!"
GIFFORD-HILL WESTERN
ABERNATHY VS. DIMMITT

KELVINATOR APPLIANCES
DANIEL AUTOMOTIVE
AMARILLO VS. MONTEREY

COMPLETE BUILDING SUPPLY
BUILDERS MART
BORGER VS. PLAINVIEW

FARMALL TRACTORS AND EQUIPMENT
MARTIN AND CO.
CAPROCK VS. PAMPA

HOUSEWIVES SHOP AND SAVE AT
PIGGY WIGGLY
LUBBOCK VS. CORONADO

"DEEP ROCK" BOTTOM PRICES
WYLIE PETROLEUM
LITTLEFIELD VS. SNYDER

Halloween Carnival At Dougherty

DOUGHERTY, Oct. 24 - The Dougherty community will sponsor the traditional Halloween Carnival at the school house Monday evening, Oct. 31, beginning at 7 p.m.

There will be a costume parade for pre-school, school children and adults with prizes for winners in each division. Among the features of entertainment will be bingo, a cake walk, fortune telling, a full length door mirror and a turkey will be given the holder of the lucky ticket. Everyone come.

CONE NEWS

CONE, Oct. 24 - Mrs. Earl Martin left Friday for Whitesboro where she will visit several days with her mother, Mrs. C. P. Roberts and other relatives and friends there.

Mr. and Mrs. Bud Cox, Dorothy, Linda and Kenny were Sunday dinner guests of their daughter and family, Mr. and Mrs. Delman Hilton and Kristie, Lubbock.

Spike Wideman, a student at Hardin-Simmons in Abilene, spent the weekend in the home of his parents, Mr. and Mrs. Haney Wideman, Mark, Mel and Mardith.

Mrs. O. M. Wright, Mr. and Mrs. P. E. Peterson and Paula, Levelland, visited Sunday afternoon with Rev. and Mrs. R. C. Guest and were visitors at the Baptist Church at the evening worship service.

Mr. and Mrs. David Boren, both students in South Plains College in Levelland, were dinner guests of her parents, Mr. and Mrs. Roy Mara Sunday.

Stephanie, Phillip and Kelly Mullins, Ralls, spent Friday night with their grandmother, Mrs. Oma Patterson.

Mr. and Mrs. Tom Reed, Ralls, visited Sunday afternoon with Mrs. Emma Ware and Melba and later they all visited with Mrs. Emma Noble.

Mr. and Mrs. Silas Wheeler, accompanied by their daughter and her husband, Mr. and Mrs. Bobby Wilson, Ralls, spent the weekend in Ft. Worth.

Mr. and Mrs. Gary Shrum and Glenn, Lubbock, were visitors in the home of his parents, Mr. and Mrs. Ralph Shrum and Guy Saturday.

ade for pre-school, school children and adults with prizes for winners in each division. Among the features of entertainment will be bingo, a cake walk, fortune telling, a full length door mirror and a turkey will be given the holder of the lucky ticket. Everyone come.

Mrs. Elmer Watson has been hospitalized at Methodist Hospital, Lubbock since Friday.

Mr. and Mrs. Thacker Gross and family of Clovis were guests in the Henry Hinton home Wednesday night and Thursday.

Nancy Williams and Jill Bertrand were house guests of Jean Campbell during the weekend.

Mr. and Mrs. Lon Emert and the Wendell Graham family spent the weekend at Lake Kemp.

Mrs. W. J. Ross visited relatives in Ralls Sunday.

Mr. and Mrs. Wayland Jones and children attended a family dinner party at the home of Mr. and Mrs. Brice Allen Sunday.

Mrs. F. M. Covington and her mother, Mrs. R. F. Hall of Floydada visited relatives at Ranger several days last week.

Mrs. Hall has two sisters in that area who are seriously ill.

Mrs. A. T. Emert is visiting relatives in the vicinity of Houston.

Mr. and Mrs. Malcom Turner and Johnny of Flomot were Sunday guests in the home of Mr. and Mrs. J. T. Poole.

Jodie Campbell of Tech was the houseguest of Phyllis Bradley at Baylor University over the weekend.

Mr. and Mrs. Jerry Finley and children were Sunday dinner guests in the home of Mrs. Ruth Daniel.

Mrs. Ruth Daniel visited with her son at Tech and attended the homecoming activities Saturday.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Mr. and Mrs. Cecil Payne

visited Sunday in the home of Mr. and Mrs. Winfred Payne. Mr. and Mrs. Gene Payne and family of Muleshoe were also there.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Postmaster Pleased With Zip Code Response

Postmaster Edward Wester expresses a "Thank you for your response to our ZIP Code Promotion Week." He said, they had been swamped with ZIP Code lists, but are returning some every day and will get them all returned as soon as possible. The response is much better than expected but its an indication that people are interested in cooperation in the ZIP Code Program.

Wester encouraged mailers to use the ZIP Codes on all addresses because with mail moves by a more direct route and is handled fewer times.

LETTERS AND PARCELS AIR-LIFTED TO SERVICEMEN IN VIETNAM

Letters intended for members of our Armed Forces in Vietnam and contiguous waters when paid at the first-class rate 5 cents per ounce or fraction are given airlift service from the airmail facility nearest the post office to destination.

Parcels weighing up to 5 pounds not exceeding 60 inches in length and girth combined, when paid at surface rates, will be airlifted from the west coast to Vietnam. Address mail legibly and completely. Include in the address the serviceman's full name, military number, rank or rating, unit or organization, and the APO or NAVY POST OFFICE NUMBER, SAN FRANCISCO, CALIFORNIA.

Example: John M. Doe QMSN 686 54 70 USN, USS Lyman K Swenson (DD 729) FPO San Francisco 96601

Mail Service For Caprock Addition

Mail service will begin Saturday November 5, 1966 for the Caprock Addition, a subdivision of Block No. 7, Price First Addition, known to most people as Williford Addition.

This addition will be served by Rural Route 2, Lorin Leibfried, but your address will be that of your house number and street without mention of Route 2, unless you desire to use it.

Service will begin November 5 but this does not mean you have to rush to get your mail box up by this date. Take your time, choose what you like, but make sure that somewhere on the box you buy, there is an inscription that says, "U.S. MAIL AND APPROVED BY THE POSTMASTER GENERAL."

Your box may be of any color but your house number and street should be of a contrasting color in neat letters and numerals not less than 1 inch high on the right side of your box, as you face it.

This is the side that will be visible to the carrier as he regularly approaches. It is not necessary that your name be on the box, unless you desire it.

Post and supports must be neat and of adequate strength and size. They must be painted but not necessarily the same color as the boxes. The box height should be about 44 inches from the bottom of the box to ground level and the front of the box should be about 6 inches back from the curb.

Boxes must be placed so that they may be safely and conveniently served by carriers without leaving his vehicle. Try to place them where they will not be blocked by a parked vehicle during time of delivery, 9:30 a.m. to 10:00 a.m., Monday through Saturday.

No one in this addition will be required to change their mail service, if you are happy with your present address, keep it. Those who do change should notify the Post Office on a Change of Address Card when their mail box is ready.

SCHOOL Menu

MENUS FOR OCTOBER 31

MONDAY:
Texas Hash
Seasoned Green Beans
Cole Slaw
Rolled Wheat Bread and Butter

TUESDAY:
Barbecued Chicken
Tossed Vegetable Salad
Blackeyed Peas
Hot Rolls and Butter
Apricot Nectar Cake
1/2 pt. Milk

WEDNESDAY:
Baked Vienna
Seasoned Pinto Beans
Glazed Carrots
Hot Cornbread and Butter
Apple Pineapple Cobbler
1/2 pt. Milk

THURSDAY:
Hamburgers
Tomatoes, Lettuce, Dill Pickles
Potato Chips
Banana Pudding with Wafers
1/2 pt. Milk

FRIDAY:
Chicken Fried Steak and Cream Gravy
Creamed Potatoes
Buttered Broccoli
Fruit Cocktail Cake
1/2 pt. Milk

visited Sunday in the home of Mr. and Mrs. Winfred Payne. Mr. and Mrs. Gene Payne and family of Muleshoe were also there.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Mr. and Mrs. Cecil Payne

visited Sunday in the home of Mr. and Mrs. Winfred Payne. Mr. and Mrs. Gene Payne and family of Muleshoe were also there.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Mr. and Mrs. Cecil Payne

Public Health Careers Meeting Held

A meeting, sponsored by the South Plains Hospital Association was held Monday night in Lubbock, for the purpose of giving information regarding vocations open to a career in the field of public health.

Attending from Floydada were Mr. and Mrs. Travis Jones, Mr. and Mrs. Hollis R.

Ten County Sing Convention At Memphis

There is to be a 10-county singing convention at Memphis, Tex., Saturday and Sunday, October 29 and 30, according to Fay Hart, vice-president of the association. James S. Campbell of Hale Center is president.

Persons are expected to attend from the counties of Floyd, Hale, Motley, Dickens, Crosby, Brisco, Hall, Childress, Kent and Swisher.

H. Wise Thursday and Friday of last week.

Mrs. Jewell Teague visited Monday with Mrs. Clyde Bagwell and Mrs. C. L. Joiner.

Last Monday visitors in the C. H. Wise home were Mr. and Mrs. J. P. Denton of Kingsland Lake near Austin, Mrs. Grace Oldham and Rene Anderson of Littlefield. On Sunday all of the above named and Mrs. Brenda Anderson of Littlefield were here again to visit in the Wise home and with Mrs. Ella Lawton.

Petty, formerly of Levelland, was at one time a member of the Texas Legislature. He came to Tulia from Floydada where he served as city manager.

visited Sunday in the home of Mr. and Mrs. Winfred Payne. Mr. and Mrs. Gene Payne and family of Muleshoe were also there.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Mr. and Mrs. Cecil Payne

Twenty-Five Years Ago

Such discussion and many arguments have been had over the freeze in October of the year 1925 that hung on so long and did so much damage to cotton and late crops of other kinds. Some old timers remember it was one date, some another. Headlines in the Hesperian issue of October 29, 1925 stated temperatures down to 20 degrees Wednesday morning in Floyd County however there was frost before that date.

Mr. and Mrs. R. Ross of Fresno, Calif., parents of S.W. Ross and former residents of Floydada, celebrated their golden wedding anniversary Saturday at their home.

The Floydada Whirlwinds take a 19-6 loss at Phillips.

Many discussion and many arguments have been had over the freeze in October of the year 1925 that hung on so long and did so much damage to cotton and late crops of other kinds. Some old timers remember it was one date, some another. Headlines in the Hesperian issue of October 29, 1925 stated temperatures down to 20 degrees Wednesday morning in Floyd County however there was frost before that date.

Mr. and Mrs. R. Ross of Fresno, Calif., parents of S.W. Ross and former residents of Floydada, celebrated their golden wedding anniversary Saturday at their home.

The Floydada Whirlwinds take a 19-6 loss at Phillips.

FAIRVIEW NEWS by Mrs. Clyde Bagwell

FAIRVIEW, Oct. 24 - Mr. and Mrs. Kay Crabtree and children Becky and Sammy and Mrs. Kate Crabtree went to Idalou Sunday where they spent the day with Hope's parents, Mr. and Mrs. Elmer Griffith and her grandmother, Mrs. Donathan who is returning to her home in Los Angeles, Calif. after being here several months in the Griffith home.

Mr. and Mrs. Bill Tye and Mrs. W. B. Wilson returned home last Tuesday from Claude. They came by Plainview and spent some time visiting with Mrs. L. A. Horton before coming on home.

Mrs. C. H. Wise visited Sunday evening with Mrs. Clyde Bagwell and Mrs. C. L. Joiner.

Mrs. Walton Wilson and Mrs. Dot Hammonds were Wednesday morning callers with Mrs. Bagwell and Mrs. Joiner.

Mr. and Mrs. Bill DuBois and sons of Cedar Hill were Sunday dinner guests of his parents, Mr. and Mrs. Edell DuBois.

Mrs. Galen Holland got a good report Wednesday when she went back to her doctor at Methodist Hospital for a checkup. We are glad Mamie is doing so well.

Weekend callers in the Holland home were Mr. and Mrs. Ruy Irwin who called on Saturday and Mr. and Mrs. W. M. Spears and their grandson, Craig Spears who were there Sunday afternoon. Mr. and Mrs. Edell DuBois also called Sunday evening for a short visit.

Mrs. C. L. Joiner who was seriously ill for over a month is up and about in the house now and is improving each day. Mrs. Joiner wants to thank each and everyone for the concern shown her, for the visits, phone

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

Mr. and Mrs. Cecil Payne

visited Sunday in the home of Mr. and Mrs. Winfred Payne. Mr. and Mrs. Gene Payne and family of Muleshoe were also there.

Mrs. O. F. Cummings and her sister, Mrs. Arnold visited Mrs. Kate Crabtree Tuesday.

Ronnie Payne who has been an accident patient in Methodist Hospital, was able to be brought here to the home of his parents, Mr. and Mrs. Winfred Payne on Friday where he is convalescing nicely.

Mr. and Mrs. Cecil Payne went to Lubbock Sunday where they visited at Methodist Hospital with Carl Yeokum and T. T. Hamilton who are patients there.

Mrs. J. L. Day visited with Mrs. Ella Lawton and Mrs. C.

calls, food and beautiful flowers, and especially Dr. Guthrie for his promptness in coming when needed.

Mr. and Mrs. W. A. Thornhill of Seymour and Doyle Thornhill of Crosbyton were Sunday dinner guests of Mr. and Mrs. R. M. Cannon. In the afternoon all of the above named went to Plainview where they attended the Golden Wedding anniversary of Mr. and Mrs. N. A. Armes.

On Monday Mr. and Mrs. R. M. Cannon went to Littlefield to spend the day with Mr. and Mrs. Clarence Cannon.

Mrs. Walton Wilson spent Friday in the Bill Tye home. Last Monday dinner guests in the home of Mr. and Mrs. Ruy Irwin were Mr. and Mrs. Travis Burgett of Ft. Worth and Mr. and Mrs. Carl Nelson and Mrs. Shirley Carthel of Floydada.

THE YEAR'S GREATEST TEAM-UP FOR SAVINGS!

Shurfine CARNIVAL '66

OCT. 24 thru NOV. 5, 1966

SHOPPING LIST

<input type="checkbox"/> Shurfine Apple Butter 28 oz.3/\$1.00	<input type="checkbox"/> Shurfine Luncheon Meat 12 oz.2/\$1.00
<input type="checkbox"/> Shurfine Apple Sauce 3036/\$1.00	<input type="checkbox"/> Shurfine Margarita 1 lb. Qtz.5/\$1.00
<input type="checkbox"/> Shurfine Apricots Hlvs. Unpl. 303.....4/\$1.00	<input type="checkbox"/> Shurfine Milk Evap. Tall Can.....7/\$1.00
<input type="checkbox"/> Shurfine Asparagus All Gr. Cut 300....4/\$1.00	<input type="checkbox"/> Shurfine Olives 7 oz. Stuff-Thr-Manz...2/\$1.00
<input type="checkbox"/> Shurfine Beets Cut 3038/\$1.00	<input type="checkbox"/> Shurfine Orange Juice Frozen 6 oz.5/\$1.00
<input type="checkbox"/> Shurfine Biscuits Sw-But. Milk 8 oz.13/\$1.00	<input type="checkbox"/> Shurfine Peaches YC Hlv-Slt. 2 1/2 Can....4/\$1.00
<input type="checkbox"/> Shurfine Blackeyes Fr. Shelled 300.....7/\$1.00	<input type="checkbox"/> Shurfine Peanut Butter 12 oz.3/\$1.00
<input type="checkbox"/> Shurfine Broccoli Sp. 10 oz. Frozen.....4/\$1.00	<input type="checkbox"/> Shurfine Pears Hlvs. Bart. 3034/\$1.00
<input type="checkbox"/> Shurfine Cabbage Ass'd. 19 oz.4/\$1.00	<input type="checkbox"/> Shurfine Pickles Wh. Sweet 22 oz.2/\$.89
<input type="checkbox"/> Shurfine Catsup 14 oz.5/\$1.00	<input type="checkbox"/> Shurfine Pork & Beans 3009/\$1.00
<input type="checkbox"/> Shurfine Cheese Spread 2 lbs.\$.89	<input type="checkbox"/> Shurfine Potatoes Irish Whole 3038/\$1.00
<input type="checkbox"/> Shurfine Coffee Reg-Drip 1 lb.\$.69	<input type="checkbox"/> Shurfine Pumpkin 3008/\$1.00
<input type="checkbox"/> Shurfine Corn C.S.-W.K. Golden 303.....5/\$1.00	<input type="checkbox"/> Shurfine Salad Dressing Qt.\$.39
<input type="checkbox"/> Shurfine Corn Frozen Cut 10 oz.5/\$1.00	<input type="checkbox"/> Shurfine Salmon Red Alaska Tall Can....\$.89
<input type="checkbox"/> Shurfine Crackers 1 lb.2/\$.45	<input type="checkbox"/> Shurfine Sauer Kraut 3036/\$1.00
<input type="checkbox"/> Shurfine Cranberry Sauce Str. 3004/\$1.00	<input type="checkbox"/> Shurfine Shortening 3 lb.\$.79
<input type="checkbox"/> Shurfine Cucumber Chips F.P. 16 oz.4/\$1.00	<input type="checkbox"/> Shurfine Spinach 3037/\$1.00
<input type="checkbox"/> Shurfine Dog Food Canned No. 1 Can13/\$1.00	<input type="checkbox"/> Shurfine Sweet Peas Early Harv. 303.....5/\$1.00
<input type="checkbox"/> Shurfine Flour 10 lb. Paper Bag\$.98	<input type="checkbox"/> Shurfine Swt. Potatoes Wh. No. 3 Sqaat...3/\$1.00
<input type="checkbox"/> Shurfine Flour 25 lb. Print Bag\$2.19	<input type="checkbox"/> Shurfine Strawberry Preserves 18 oz.2/\$1.00
<input type="checkbox"/> Shurfine Frost. Mix Wht-Choc. 1 1/2 lb.4/\$1.00	<input type="checkbox"/> Soflin Toilet Tissue 2 Ply Ass'd. 10 rolls\$.79
<input type="checkbox"/> Shurfine Fruit Cocktail 3035/\$1.00	<input type="checkbox"/> Shurfine Tomatoes Wh. Peeled 303.....5/\$1.00
<input type="checkbox"/> Shurfine Grape Jelly 18 oz.3/\$1.00	<input type="checkbox"/> Shurfine Tomato Sauce 8 oz.9/\$1.00
<input type="checkbox"/> Shurfine Grape Juice 24 oz.3/\$1.00	<input type="checkbox"/> Shurfine Tuna Chunk Style Flat Can....3/\$.89
<input type="checkbox"/> Shurfine Gr. Beans 4 Sv-Cut B.L. 303.....5/\$1.00	<input type="checkbox"/> Shurfine Waffle Syrup Qt.2/\$.79



Wagoner Carr

Democratic Candidate for U. S. SENATOR

Examine the 47 year old Lubbock Attorney's Record:

- Graduate of Texas Tech and University of Texas Law School
- Assistant District Attorney in 72nd Judicial District
- Lubbock County Attorney
- Member of the Texas House of Representatives (five terms)
- Speaker of the House (two terms)
- Texas Attorney General Twice
- Received more votes than any other major statewide candidate in that election.
- Chairman, Southern Association of Attorneys General
- Recently Selected as Outstanding Attorney General in nation

Vote Nov. 8 for WAGGONER CARR
(PAID POLITICAL ADV.)

The Winds are to first home game Friday against Paducah Dr...

Warp's FLEX-O-GLASS
Only **33c** WINTER DRAPES
Lin. Ft. 36" wide and 48" width
Genuine FLEX-O-GLASS plastic window material a 2 year guaranteed FLEX-O-GLASS is the edge for your protection

Builders
111 N. WALL
YU 3-3118

Don't Let Cold Weather Catch You Unprepared
IT'S TIME TO TACK UP
FLEX-O-GLASS
Cover Your PORCHES & BREEZEWAYS WITH GENUINE SHATTER-RESISTANT FLEX-O-GLASS
The Only Plastic Window Material with a 2-year guarantee. The name is printed on the edge for your protection.
IT'S SO EASY ANYONE CAN
only **33c** Lin. Ft. 36" wide and 48" width
Costs So Little, Anyone Can Afford It! \$20.00 is all that it takes to cover an average screen porch... a breeze less than \$15.00. Have a dry, protected room for children's play or storage area all winter long.
Look For Genuine FLEX-O-GLASS At Your Local Hdwr. or Lmbr.



LUBBOCK, Friday, October 21, 1966 --

It is now almost a certainty that cotton producers will be called on in a mail referendum during the week of December 5 to vote on whether to assess themselves \$1 per bale to finance the Cotton Research and Promotion Act.

Most are aware that the future of cotton both on the High Plains and elsewhere will depend on markets. Donald Johnson, Executive Vice President of Plains Cotton Growers, Inc., has pointed out that "Government programs will be with us for a long time, and they will doubtless help to keep the industry alive during periods of stress, but they cannot be counted on to sustain it forever, and certainly not to build a bigger and better industry. That can only be done in the marketplace."

Few will argue with that statement.

But, admitting that progress is dependent on markets, producers faced with an additional \$1 a bale input on a crop already in a vicious cost-price squeeze are asking what the Research and Promotion Act can do about building markets, and how it can do it. The question is well put, and it deserves an answer.

It is not enough to say that the Act, if approved by producers, will raise \$10 million or \$11 million to be spent on research and promotion.

Producers know that cotton has been under the weight of a 16 to 1 handicap in sales pressure. They know that cotton has lost ground, competitively, in 42 out of 48 of its most important markets, held its own in 2 and gained in only 4 during the five years from 1961 to 1965. And this is in spite of a reduction of about one-third in the domestic price of cotton since early 1964.

Even including direct payments as a part of the price of cotton, producers themselves have suffered about five cents per pound of that one-third price decrease, and that's one of the reasons they are intent on knowing whether their \$1 per bale contribution to research and promotion will do the job before they put it up.

Research, naturally, is set to receive a significant part of the total funds raised under the Act -- research to cut the costs of producing cotton, improve the quality of both raw cotton and its end products, and to find new uses for cotton. Such research is vital, indispensable. No business can long survive without it.

But a big increase in research will require additional highly trained personnel and additional facilities, over and above those already being utilized. So this may take a little time to get up to full speed.

Promotion, on the other hand, can be stepped up almost immediately, and it is in this field that plans are farthest advanced.

Here, substantial funds are scheduled to be used to reclaim and build markets especially in the area where synthetic manufacturers have cut deepest into cotton's markets over the past several years -- national advertising in newspapers and magazines, with much of it on a cooperative basis with retailers.

A year-round barrage of ads in magazines and newspapers will help cotton's markets in four ways.

One, such advertising strongly and directly influences individual fabric consumers. Magazine readership tends to be concentrated in those sectors of the consuming public where education and disposable income are above average, so the effect on consumer buying and on consumption of textiles should therefore be above average. Newspaper advertising, on a cooperative basis with individual stores, doubles the funds available for cotton promotion in this sector, and has an even more direct effect on immediate purchases of specific items.

Two, national advertising will strongly influence the retailers themselves. Both in soft goods and other lines, retailers are naturally inclined to stock, display and push those items which have been most effectively pre-sold to the public and those items which they themselves can advertise for half normal cost through cooperative agreements with the raw material producers.

Three, garment manufacturers and other fabricators

of textile products will be induced to use more cotton constructions as the result of national advertising.

Four, the demand built by such advertising will have its effect on the textile mills who spin and weave the fabrics for the manufacturers.

In these latter two instances, the effect will be less direct, but no less beneficial to cotton producers. The basic job of both textile mills and textile manufacturers is to make and sell, at a profit, as much merchandise as they can. If consumers are influenced toward cotton, and if retailers are stocking and pushing cotton, fabricators will ask mills for cotton and the mills will certainly spin cotton.

And the chain reaction on fabricators and mills does not stop with just the effect of those major stores getting cooperative advertising funds. When the major stores call on the manufacturers for cotton, they are going to supply cotton. And as a result even the smaller stores who get no advertising money from the cotton producers fund will find themselves buying cotton because that's what the manufacturers have in their showrooms and in stock.

Window and interior displays which stores normally and logically use in conjunction with their advertising will also benefit cotton producers -- if those displays are of cotton goods. And cotton producers will benefit from the emphasis given by sales personnel to heavily advertised items -- if those heavily advertised items are cotton.

It is true that even with passage of the Research and Promotion Act and the funds it will develop, the synthetic manufacturers will still be outspending cotton on promotion by a wide margin. But, their promotion will be split between dozens of fibers and hundreds of brand names, while money spent by cotton producers will promote only one fiber with only one name.

The technique outlined above has already been tried and tested with the limited funds available to Cotton Producers Institute for the past five or six years.

Results show conclusively that the effort directly increased sales of cotton merchandise, that it more than doubled the amount of advertising devoted to cotton by retail stores, that stores backed the advertising with window displays, floor displays and fashion shows, that new goodwill and prestige was created among supervisors and sales personnel in retail stores, and that some stores planned additional tie-in advertising with their own money.

The need for two other phases of cotton promotion have been outlined and experienced merchandisers describe them as basic to an all-out merchandising program for cotton.

One would be the establishment of central fabric libraries in major garment manufacturing centers where representatives of fabricating houses and buyers of piece goods each year can see and select from the entire broad range of cotton offerings for the season ahead. DuPont, Celanese, Chemstrand, Allied Chemical and other maintain such libraries, and they are heavily used. But there is now no place in America where a prospective buyer can examine in one location a comprehensive cross section of cotton's offerings or even a major portion of them.

The other phase of cotton promotion would be in the form of sales presentations and cotton demonstrations at the nation's major market openings and press weeks.

A test run on this type promotion was made by CPI during the January, 1966, market week at Dallas. CPI sponsored a series of three showings for retail buyers at the new Apparel Mart.

More than 1,400 retailers attended the presentations and manufacturers whose garments were exhibited reported substantial immediate follow-up buying of the garments shown.

FLOYD DATA
Mr. and Mrs. W. D. Newell explained from Lubbock for Los Angeles, Calif., where they were met by their daughter and her husband, Mr. and Mrs. G. D. Shirley of Ventura. The Newells plan to visit there some two weeks before returning home.

Philosopher Believes Scientists Have Forgotten There's No Moonlight On Moon

Editor's note: The Floyd Philosopher on his Johnson grass farm looks into a minor problem this week.

Dear editor:
On the theory that some day the Viet Nam problem will be solved, well I really don't mean solved, most problems like that aren't solved, they just dissolve, I was looking around on the inside pages of a newspaper last night to sort of change the subject and ran across a couple of items that interested me. One of them was an article saying an official of the National

Space Council believes that by the year 2001 spaceships to the moon will be a regular thing and he predicts that trips to the moon will be more popular for honeymooners than trips to Niagara Falls used to be. Maybe so, but I'm afraid he's not taking any practical view of the proposition.

In the same paper I read another item about the moon, and this one pointed out that the rockets already put on that planet have reported back that at night up there the temperature drops to 260 degrees below zero. Also, the night lasts two

weeks. Anybody who alread this year felt the first twinges of oncoming winter, where temperatures in the 30's and 40's feel chilly, can get some notion of how cold 260 below zero is.

Furthermore, when day finally dawns, and a day up there lasts two weeks too, the temperature soars to 260 degrees above zero.

I don't know how many honeymooners now go to Niagara Falls, but I can tell you how many will want to go to the moon under those weather conditions. None, outside maybe a flagpole-sitter here and there.

The last place I'd want to invest any money in would be a motel on the moon. About the time you got enough ice in the swimming pool to get it cool enough to swim in during the 260-degree day, the sun would go down and you'd have to bring it up to a boil for night use.

And I guess I just don't have a scientific mind, because I can't imagine two honeymooners strolling around the moon hand in hand, each one locked up inside a 50-pound space suit and both preoccupied with watching their control panels

to see if the oxygen supply is holding out.

The trouble with scientists is that they can't see the people for the science. They don't seem to realize that there's no moonlight on the moon.

Yours faithfully,
J. A.

Peso Unit Meeting Held In Crosbyton

All the schools except one was represented at the Unit VII PESO Meeting at the 82 Cafe in Crosbyton, Wed., Oct. 19th at 9:30 a.m.

An explanation was given by Dr. Emmitt Smith of the Buff Morris Opportunity Plan, which was the forerunner of the State Opportunity Plan, of affording ways for students to go to any college in the state.

A part of this program will

VFW Dance

The "Caprock" will be the featured dance at the VFW night, October 29. The dance is scheduled to 8 to 12 p.m.

be a testing service to students of all PESO at a charge of only of the test.

These results also personal interview will counseling opportunities Morris.

Dr. Smith also discussed new Public Law III Program operating the PESO area. This deals with gathering formation and personally to teachers school systems in be used with our

Attending from was A.E. Baker, Schools. Also Henry Coordinator PESO

SHURFRESH Cheese Spread 2 LB. BOX 89¢	SHURFINE 303 Apple Sauce 6 FOR \$1	SHURFINE Olives 2 FOR \$1 7 OZ. STUFFED	SHURFINE COFFEE 69¢ LB. CAN
SHURFINE FROZEN BROCCOLI SPEARS 4 FOR \$1	SHURFINE Flour 98¢ 10 LB. BAG	SHURFINE ORANGE JUICE 5 FOR \$1 SHURFINE FROZEN 6 OZ. CANS	SHURFINE SHORTENING 79¢ 3 LB. CAN
SHURFINE FROZEN Corn 5 FOR \$1	SHURFINE Tuna 3 FOR 89¢	SHURFRESH BACON 79¢ LB. PKG.	SHURFRESH MARGARINE 5 LB. \$1 PKGS.
ROXEY Dog Food 13 FOR \$1	SHURFINE 303 Fruit Cocktail 5 FOR \$1	SHURFINE CAKE MIXES 4 FOR \$1	SHURFINE PEACHES 4 FOR \$1 NO. 2 1/2 CAN
SHURFINE 24 OZ. Grape Juice 3 FOR \$1	SHURFINE 303 PEARS 4 FOR \$1.00	SHURFINE 300 PORK & BEANS 9 FOR \$1.00	SHURFINE 303 SWEET PEAS 5 FOR \$1
SHURFINE CUT 303 Green Beans 5 FOR \$1	SHURFINE WHOLE IRISH POTATOES 8 FOR \$1.00	SHURFINE SWEET POTATOES 3 LARGE CANS \$1	SHURFINE RED SALMON 89¢ TALL CANS
SHURFINE 12 OZ. Luncheon Meat 2 FOR \$1	SHURFINE EVAP. CAN TALL CANS Milk 7 FOR \$1	SHURFINE 303 TOMATOES 5 CANS \$1	SHURFINE TISSUE 79¢ 10 ROLL PKG.
SHURFRESH BISCUITS 13 CANS FOR \$1			

PRICES GOOD
THURSDAY,
OCT. 27
THRU
SATURDAY
NOV. 5

POWELL'S SUPER MARKET

YOUR HOME-OWNED, HOME-OPERATED STORE ON THE WYE



Dr. O. R. McINTOSH
OPTOMETRIST
211 SOUTH MAIN ST.
Phone YU 3-3460—Floydada, Tex.

Make Sure Your Children drink the best... SHURFINE MILK