

# Goals For 1971

Hesperian continues to seek a greater element in community life for the people of Floyd and offers the following goals of achievement in the new year.

Ask the cooperation of every person in this community in working to bring these efforts into

community center, to be enjoyed by both old and young.

Want to see the city begin tearing down the old, unoccupied structures all over Floyd.

Water for the future...progress on the McKenzie Water Authority.

More home building in Floydada, Texas, at least one more industry.

Removal of old appliances near businesses and residences.

Overnight camping area near city swimming pool.

We encourage residents to join together in the city in paving or graveling more streets within the city limits. Better maintenance of dirt roads.

More GP medical doctor.

A continued effort by Floydada merchants to give better service, good value for money with a goal of maintaining an outstanding shopping center that will maintain a business climate as the merchants work to encourage people to shop Floydada.

A bigger and better Floyd County Hesperian each Thursday of 1971.

## Caprock Chat

BY WENDELL TOOLEY

MR. SID THOMAS could very well be named "Mr. Soybean." He has done extensive research on the use of soybeans and after eating soybean waffles Tuesday morning, he has discovered something.

He bought some ground soybeans to the Community Center here Monday night and Mary Tom brought home an eight pound bag of soybeans.

He said this area has recognized the value of the soybean as a cash crop that usually needs no fertilizer, in fact it improves the soil. I suppose more soybeans would be grown if the fact that they require more water than cotton.

As much as grain sorghum.

Finally, the price was very good on soybeans this year and good for next year's crop.

Here's what Sid has found out about soybeans as a food.

100% SOYBEANS

One of soy beans superior content in vitamins, proteins, minerals, which the body requires for good health, it is estimated that 1/2 to 1 cup of beans is added to the diet of a child per day. Growing children, women in pregnancy and men require large amounts.

ING: Beans are low in Vitamin A and lacking in Vitamin C. Vegetables and orange or grapefruit juice respectively supply these two vitamins.

Beans can be added to ground meat any way that it is used, chili, meatloaf, taco filling, Swiss steak, etc.) Use 1/2 cup of beans, any place where flour is used, bread, cornbread, etc. use 1/2 beans. Tiger milk is made with yeast or malt, and chocolate syrup to taste. Add to glass of milk.

Use the above recipes use them in pint beans or as Boston baked beans.

Beans in this bag of beans - 8 cups or 800 grams of protein and 8 pounds of beef.

Beans contain 20.8 milligrams of vitamin B, more than 1/2 cup of beans, more than 3 gallons of fresh milk.

Beans contain 4160 milligrams of calcium, more than 3/4 cup of milk.

Phosphorus content in this bag is 1200 milligrams or 1/2 gallon of milk.

Beans contain 160 milligrams which equals to 4 1/2 cups of milk.

Beans contain 4320 calories.

Beans contain 120 milligrams of Vitamin E, more than 130 cups of carrots or green peas.

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## Births And Deaths Increase In 1970, Divorces, Marriages Down

While births and deaths increased for Floyd County in 1970, marriages and divorces fell short of the number recorded for 1969. Births increased by 11 and deaths went

down from 101 in 1969 to 115 in 1970. The year ended seeing thirty seven divorces filed but only

21 granted. There were 34 marriages granted for the year 1969, 13 less for 1970.

Marriage licenses fell below normal with 88 issued in comparison to 121 for 1969, 372 births, 115 deaths, 88 marriages and 21 divorces.

1970 statistics from the county clerk's office showed 372 births, 115 deaths, 88 marriages and 21 divorces.

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\*\*\*\*\* "Serving The Floyd County Trade Area Since 1896" \*\*\*\*\*

# Floyd County Hesperian

VOLUME 78

FLOYDADA, FLOYD COUNTY, TEXAS 79235

THURSDAY, JANUARY 7, 1971

10¢ PER COPY

NUMBER 1

## Spiritual Life Mission At Methodist Church



Maxine Willis

### Assembly Of God Begins Revival

Rev. W. G. Lillard, pastor of the First Assembly of God Church, would like to express his desire and also that of his congregation for your presence in their coming revival. Their revival will start January 10 and will run through January 24. Services will be conducted nightly at 7:30, including Saturday nights.

Evangelist Maxine Willis from Farmington, Mo. will be the speaker for these revival services. Evangelist Maxine Willis has traveled extensively for the past 22 years in fulltime evangelism work, speaking to adult audiences, also youth emphasis rallies and youth camps. She is a composer and writer.

SEE REVIVAL, PAGE 5

Both youth and adults from this community and all outlying communities are invited to the Floydada First United Methodist Church this Saturday and Sunday for a "Spiritual Life Mission."

Outstanding young people from McMurry College will be leading the youth, featuring Stan Cosby of Panhandle. Stan has led youth retreats and missions throughout West Texas.

A former Floydada Methodist pastor, Tilden Armstrong of Seminole, Texas will be featured speaker on Sunday.

The two day program is as follows:

Friday, January 8, 1971: 6 p.m. - Prayer Vigil begins.

Saturday, January 9, 1971: 6 p.m. - Prayer Vigil ends.

6 p.m.: Covered dish dinner - Fellowship Hall

6:30 p.m.: The Hour of the Open Heart - In Sanctuary

(1) Explanation of the Meaning of the Mission

(2) The Open Heart Period - Sharing spiritual needs under such general questions as: "Why have I come? What do I

want? What do I really need?" 7 p.m.: Singing, witnessing, preaching - Stan Cosby, McMurry College, Ministerial student.

8 p.m.: Small groups sharing Sunday, January 10, 1971: 8 a.m.: Breakfast for all - Fellowship Hall

8:45 a.m.: Morning Devotions - In Sanctuary

First half (15 min.) in silence with Bibles or Devotional Books.

Second half (15 min.) Group Sharing - thoughts, insights, Third half (15 min.) Reports from Saturday night groups

9:45 a.m.: Everyone to regular Sunday School classes

11 a.m.: Morning Worship - In Sanctuary, Dr. Tilden B. Armstrong, preaching. General Theme: "The New Being"

3 p.m.: Special interests Seminars

Youth Seminar - Growing Spiritually

Adults - Your choice: "Faith Alive" Seminar - Rev. Richard Pittman, Leader

"The Ministry of the Laity" - Mr. Wendell Coffee, Leader

4:30 p.m.: In Sanctuary - sharing, reporting, singing, witnessing

5:15 p.m.: Sandwiches, cokes, etc., for all - Fellowship Hall.

6 p.m.: In Sanctuary - Evening Worship - Dr. Tilden B. Armstrong, preaching. General Theme: "What it Means to be

a New Being" 7 p.m.: The Hour of the Overflowing Heart

Sharing what happened to us during the mission.



FIRST 1971 BABY ... Mr. and Mrs. Jerry Campbell, of 628 W. Virginia in Floydada, are the parents of the first baby born in Caprock Hospital in 1971. The boy, Kary Lee, weighed 6 lbs., 14 ounces at birth. Dr. Jack Jordan made the delivery at 7:50 a.m., January 3. Kary Lee has a brother, Tony, three years old. The father is employed by the State Highway Department.

### Services Today For Mrs. Wilkes

Services for Mrs. Susan E. Wilkes, 90, will be conducted this morning (Thursday) at 11 o'clock in the City Park Church of Christ.

Survivors include four sons, B. B. (Barney) of Lockney, O. A. of Farmington, N.M., F.M. of Vero Beach, Fla., and Roy P. of Medford, Ore.; one sister, Mrs. Minnie Redding of Merritt Island, Fla.; nine grandchildren and six great grandchildren.

Steve Bracken, minister of the City Park Church of Christ, conducted rites. Interment was in Floyd County Memorial Park under the direction of Moore-Rose Funeral Home.

Mrs. Wilkes was a member of the City Park Church of Christ.

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### Voter Registration Deadline January 31

Voter registration in Floyd County is running "about the same as previous years," according to County Tax Assessor-Collector C. J. Payne.

The deadline for registration is January 31 for the voting year beginning March 1, 1971 and ending February 28, 1972.

Persons who will be 18 years old any time this year may register to vote in Federal elections. Those who are under 21 years of age will have their certificates marked "Federal Elections Only Until 21 Years of Age" and will have their birthdate written on the voter registration certificate.

Applications mailed to the local office and postmarked by midnight January 31 will be accepted. The January 31 deadline falls on a Sunday this year, and the tax office will be closed, therefore the last day for in-person voter registration will be Saturday, January 30 Payne said.

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### Student Holiday January 14-15

School semester tests are scheduled Tuesday and Wednesday of next week, which means teachers work days and a student holiday Thursday and Friday, January 14 and 15. January 13 is the end of the first school semester. The second semester begins January 18.

Another student holiday and teacher work day is scheduled for Monday, March 1.

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## ★ Record Grain Sorghum Produced Near Lockney

A Lockney father-son team have produced the highest yield of grain sorghum ever recorded.

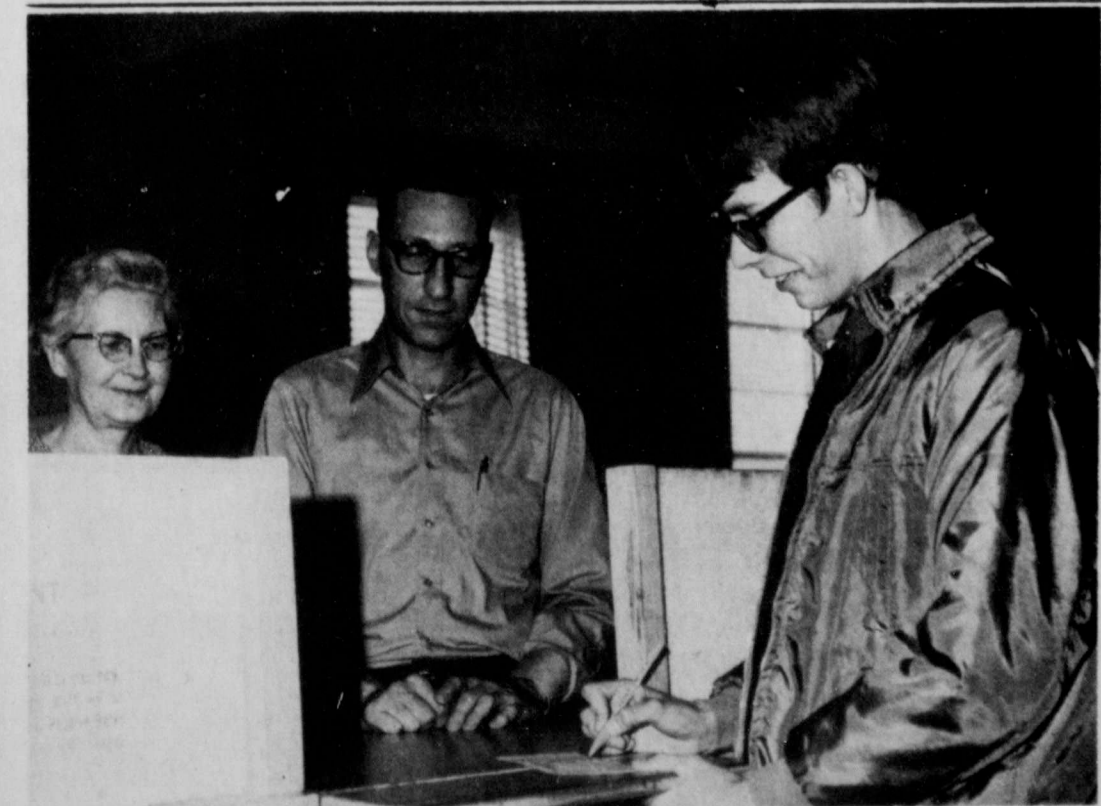
The yield - 13,229 pounds per acre with 14.6 per cent moisture content - was produced on the Charlie Boedeker farm, seven miles northwest of Lockney.

Actually, the five-acre block was a Future Farmers of America project by Boedeker's son, Terry. The son also garnered 79.8 bushels of wheat per acre and 13 bales of cotton from nine acres this year.

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### The WEATHER

DATE	H	L	PREC.
Dec. 30	55	22	
Dec. 31	55	22	
Jan. 1	55	23	
Jan. 2	40	24	
Jan. 3	27	8	
Jan. 4	23	-2	
Jan. 5	24	-2	
Total Prec. for Week	None		

Ron Snowden, assistant district manager for DeKalb seed company, reported the yield to The Beacon. He noted that no previous yield of 12,000 pounds per acre has been recorded.

The land was planted in late May to DeKalb F55 seed. It was rotary hoed following a severe May 31 storm and was "up to a good stand June 5 or 6."

The record shattering grain was harvested October 12.

Heavy fertilizer - 380 pounds of anhydrous ammonia and 100 pounds of 0-46-0 - was applied to the crop, which received eight irrigations.

### Pie Supper At Dougherty Friday Night

A Dougherty Social will be held Friday night, January 8, at 7:30 in the Dougherty School. The Community Club will be sponsoring a pie supper at the time and the program will be presented by Wendell Tooley, who will show slides of his European tour.

Everyone is invited to attend.

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### Minus Two Degrees In Floydada Tuesday And Wednesday Morning

Area residents still shivered from the frigid cold which has hung on in the Floydada area since Sunday. Tuesday and Wednesday mornings saw the official temperature gauge drop to minus two degrees. Little relief from the cold is seen by forecasters for at least the remainder of the week.

Another cold spell is to move into the area by today with a promise of snow flurries.

The temperature never rose above the freezing mark in Floydada Sunday, Monday or Tuesday, remaining in the lower 20s. It was doubtful if the temperature would rise above 30 degrees yesterday.

Floydada didn't have the problems suffered by cities to the north as no moisture fell here during the spell, however mechanics were kept busy due to the malfunction of automobiles and plumbers were busy thawing frozen pipe lines.

A malfunction of furnaces, failing to put forth heating, at Duncan School yesterday prompted school officials to think about dismissing classes, but the problem was believed solved by noon.

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A malfunction of furnaces



## SPORTING EVENTS



**TWO TROPHIES FROM SLATON TOURNEY ...** Terri Shipman of the Whirlettes displays All-Tournament and Free-Throw trophies she won at the Slaton Tournament last week. Terri scored 87 points in three games at the tournament; it's her second time to make All-Tournament this season. (Staff Photo)



**STEVE PUCKETT** tries for two from beneath the basket in Tuesday night's game. The Whirlwinds lost to Morton. (Staff Photo)

### 'Winds Lose To LCHS

The Floydada Whirlwinds lost out in the consolation round at the Caprock Holiday Tournament in Lubbock last week, bowing Wednesday to Lubbock Christian High School, 84-69. Lubbock Christian led at halftime, 49-37. The Lubbock team jumped in front early in the game and the Whirlwinds couldn't recover; LCHS hit 60 per-

cent of their shots from the floor. Charles Jackson scored 23 points for Floydada; Walter Harris hit for 10. Jackson led the 'Winds in rebounding with ten, and Harris had four steals for the Whirlwinds. Jackson was named to the All-Tournament team for the third tournament in a row.



**COWBOY FAN ...** "Big D" cap and all ... St Medley reads the Monday morning headlines saying "his" Cowboys finally won the NFC Championship. Wife Peggy says he donned the cap Monday only after the 'Pokes had wrapped up the title; St vows he wore the headgear before his TV Sunday, and that's why the Cowboys won. (Staff Photo)

### Whirlettes Lose To Klondike

After defeating Ralls 43-40 and Paducah 45-40 in the first two games at the First Annual West Texas Girls Invitational at Slaton during the holidays, the Whirlettes were defeated by Klondike 58-40 in a quarter-final game. Klondike is a Class B. school which won their state title two years ago. Joyce Wilcher, an All-State forward two years ago as a sophomore, led Klondike with 30 points.

Terri Shipman, as she has most of the year led the Whirlettes with 33 points. Debra Baird led the defense with six rebounds.

For her effort in the tournament, Terri was selected to the All-Tournament team. Others on the team were forwards Joyce Wilcher, Klondike; Shir-la Coswell, Meadow; Cathy Wilson, Petersburg; Sue Brake, Slaton; Tanya Toles, Tulsa. The guards were Cam Davis, Canyon; Sue Hammitt, Hale Center; Judy Carlisle, Tulsa; Ann Adams, Petersburg; Bennie Weeks, Sundown; and Debbie Greenfield, Slaton.

Terri also won a trophy for winning the free-throw championship. Each of the 22 schools had one forward in the free-throw competition.

The tournament was won by host Slaton over Petersburg and Klondike took third place by beating Kalamazoo.

### JV Loses To Morton

The Whirlwinds Junior Varsity led the Morton JV until the last two minutes here Tuesday, only to go down by a 44-43 score at the final buzzer. Leading 17-14 going into the second period, the JV 'Winds increased their lead to 27-20 at halftime, and held a 35-31 third-quarter edge.

Mark Vinson paced the Whirlwind scoring with 23, and

### Morton Bests Whirlwinds, 63-59

The Morton Indians spotted the Whirlwinds a six-point halftime lead here Tuesday night, then came back to take the District 3-AA contest, 63-59. Floydada led 19-17 after the first period and 35-29 at the

## Whirlettes Defeat Christ The King

After the game being tied at halftime, 21-21, the Whirlettes opened up in the third quarter Tuesday night and outscored Christ the King in the last half 21-12 to take a 42-33 victory. Terri Shipman tossed in 26 points to lead the effort and Mychele Reed and Sherry Harris chipped in with seven points

apiece. Debra Baird had five rebounds and Sarah Williams four steals to lead the defense.

The Whirlettes are now 11-7 for the year and 1-2 in district. They will resume district play when they travel to Friona Friday night. Next Tuesday, Abernathy comes to Floydada.

### Jackson Leads 'Wind BB Scorers

Through December 31, the leading scorer for the Floydada Whirlwind cagers was Charles Jackson. Jackson had a total of 196 points, and a per-game average of 16. He also had 136 rebounds, for an aver-

age of 11 per game.

Steve Puckett scored 127 points for the same period, averaging 11 points per game. Richard Hale averaged 12 points per game with his 99 points. Hale, averaging nine rebounds per game, was out the first part of the season with an injury sustained in the Denver City football game.

Andy Hale leads the Whirlwinds in assists, with seven so far this season. Walter Harris is the team's leader in steals, with 30 so far.



**REBOUNDING FOR THE WHIRLETES** is Sarah Williams. The other Whirlettes in the picture are Linda Beaver (at left, in white) and Cindy Moore (30). (Staff Photo)

got 11 rebounds. Mike Hale had 10 rebounds for Floydada.

### Junior High Girls Win, Lose

Floydada Junior High's seventh grade girls beat Abernathy Monday, 14-13, and the eighth grade Breezettes lost by a 16-12 count in games played at Abernathy.

Jodie Eastham led the seventh grade Breezettes' win with six points, five rebounds and five steals. Carol Cozby had five rebounds for the eighth graders.

### Breezers Take Abernathy

The seventh and eighth grade Breezer basketballers won a

The Breezettes host Olton Monday for their next basketball action.

pair of games from Abernathy here Monday night. Steve Moore paced the seventh graders with 14 points as they won 42-27 over the Abernathy seventh. Floydada's eighth grade

Breezers took the Abernathy team, 30-14, with MacArthur Mitchell scoring seven points for the Floydada eighth.

The Junior High boys next take on Olton there Monday.

### Whirlwind Express Organized

Back in the running...the new Floydada Whirlwind Express, which originated from the old Floydada Pony Express team, had their Annual Meeting on Tuesday, December 29. New officers were elected and the club rules were set.

Officers are as follows: Harold Wayne Bennett, pre-

sident; Larry Guthrie, vice president; Peggy Lee, secretary - treasurer; Judy Daniel and Rhonda Guthrie, reporters; Rene Daniel, alternate queen; and Rhonda Guthrie, queen.

Everybody's invited to come and whirl in the fun and excitement with the Whirlwind Express.



**MARINE PVT. NATHAN L. JOHNSON**, ward of Mr. and Mrs. Travis Jones of Floydada, was recently graduated from basic training at the Marine Corps Recruit Depot in San Diego, Calif.

Now is the time to cover Windows, Doors, Porches & Breezeways FOR WINTER-LONG PROTECTION

**Warp's Crystal-Clear, Flexible Plastic FLEX-O-GLASS**

ONLY 36¢ per foot 3 ft. wide. Also in 4 ft. widths

Genuine FLEX-O-GLASS is far stronger than polyethylene - It's the only plastic window material

**GUARANTEED 2 FULL YEARS**

At Hardware and Lumber Dealers Everywhere

Warp Bros. Chicago 60651 Pioneers in Plastics Since 1924

**TOOL POWER**

110 VOLTS ELECTRICITY FROM ANY CAR'S ALTERNATOR

Operates heavy-duty drills, saws and lights. Charges all batteries. Good arc welding on plate steel. Install in five minutes. Guaranteed five years. Post paid \$25.00. (Cables \$10.00 & Throttle \$3.00 Optional)

**JACK BOWMAN LOR-TEX SALES**

P. O. BOX 356 LORENZO, TEXAS 79343 806/634-5444



**MYCHELE REED** goes up for the rebound against Christ the defender. Other Whirlettes - Terri Shipman (52) and Sherry (54). (Staff Photo)



**WHIRLWINDS' LEADING SCORER ...** Jackson in action in the Morton game. (Staff Photo)

**\$300.00 DOWN**

TOTAL MOVE-IN COST TO PURCHASE

3&4 BED ROOM - 1&2 BATHS - GARAGES - FENCED YARDS - CENTRAL HEATING - BRICK

As Low As

**\*\$54.00 per month**

**FHA HOMES**

TO QUALIFY FOR INTEREST SUBSIDY UNDER THE FARMERS HOME ADMINISTRATION HOUSING PROGRAM A FAMILY'S ANNUAL INCOME CANNOT BE MORE THAN THE FOLLOWING:

- \$5,250.00 for a family of 2
- \$5,600.00 for a family of 3
- \$5,900.00 for a family of 4
- \$6,200.00 for a family of 5
- \$6,500.00 for a family of 6
- \$6,800.00 for a family of 7

**Orville Atkinson**

**Builder**

900 ITASCA ROAD PLAINVIEW, TEXAS

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A VISITED Mrs. Lillie Luttrell, her children and grandchildren, the Floydada Nursing Home Christmas Party. (Staff Photo)

## LAKEVIEW NEWS by Mrs. Clyde Bagwell

VIEW, January 4 - I many of the Lakeview with either bad colds or the Max Harrisons had close at home over the mas holidays, because had the chicken pox. Emily was able to have a celebration on New Day, and then Tracy me to return to her kin- ten classes today (Mon- se having dinner and ng the day Jan. 1st at and Mrs. Max Harrisons Mr. and Mrs. F.M. Mar- Mr. and Mrs. D.C. Har- and J.A. Kincheloe. Those g New Year's Eve night Mr. and Mrs. Johnny Sue yns, Sheldon and Kelly yada, and Mrs. C.B. Hartsell o Houston Tuesday, Dec. ere they spent Christ- ith their daughter, Mr. rs. H.D. Lamberth and eyville with their son, e and Mrs. Larry Hartsell, returned home Dec. 29. sympathy is with the fa- Roy McCravery of Mem- who passed away Wed. 10 in a Memphis Hospi- tal services were held nphis, Jan. 1st and grave- services and burial was in

the Lakeview Cemetery.

Mr. McCravery was the step- father of Rudolph McCurdy and at one time lived here.

Mr. and Mrs. Henry Price spent Christmas at Waurika, Oklahoma with her sister, Mrs. Bess Jones.

Mrs. Price reports their son, Stanley Price is out of the hos- pital and is at home at Wayne, Penn. He will have to take it easy for 8 more weeks, how- ever.

Mr. and Mrs. Donald De- Busk of Hamilton visited Mr. and Mrs. Henry Price Satur- day.

Mr. and Mrs. Ted Ander- son, Angie and Quint left home Wednesday and returned Sunday night from a trip to Lipan where they visited Mr. and Mrs. Earl Wright and family.

Mr. and Mrs. A.L. Smith visited Sunday afternoon in Floydada with Mr. and Mrs. Choise Smith and family. Mr. and Mrs. George D. Jackson were also there, they had just returned from a trip to Hous- ton.

Brother and Mrs. Earl Fort and family of Canyon were Tuesday dinner guests of Mr. and Mrs. A.L. Smith. In the afternoon Mr. and Mrs. D.C. Adkins of Amherst visited in

the A.L. Smith home.

Mr. and Mrs. Jerry Battey and children returned home Sunday night from Paris where they had gone on Wednesday to spend the New Year Holidays with Mr. and Mrs. Wayne Bat- tey.

Sunday Mr. and Mrs. Q.D. Williams, Nancy and Monte went to Midland to the home of Mr. and Mrs. Brian Aken to see their daughter-in-law, Mrs. James Williams who is now staying in the home of her parents, Mrs. James Williams just recently arrived from Frankfurt, Germany, where she had been with her husband who has been stationed there for the past two years, James will have his time served overseas and is expected to arrive back in the states soon.

Mr. and Mrs. Orville Poor of Springfield, Mo., spent Friday night with her uncle and aunt Mr. and Mrs. B.L. Breed. The Poores formerly lived in this area.

Mr. and Mrs. Milton Duna- vant and family of Ft. Worth were here Thursday until Sun- day with his parents, Mr. and Mrs. Grady Dunavant.

Saturday all of the above named along with Mrs. E.T. Wil- lamson of Floydada, Marvin



Williamson and daughter, Mar- sha Ann of Dumas; and Mr. and Mrs. Carrol Hayes and family of Plainview, went to Idalou to the home of Mr. and Mrs. John Redding and family Sunday Mr. and Mrs. Grady Dunavant and Marvin William- son had dinner with their mo- ther, Mrs. E.T. Williamson in Floydada.

New Year's Day, Mrs. Ma- ry White and daughters, Dora and Francis and a grandson, Mikey, of Amarillo visited with Mrs. White's niece, Mrs. Vi- ola Brown.

Mrs. Viola Brown spent Fri- day and Saturday nights with her daughter and family, the Billy Joe Hambrights.

New Year's Day Mr. and Mrs. Travis Gentry and family went to Lubbock and spent the day with her parents, Elder and Mrs. S.B. Gowens.

Mr. and Mrs. J.T. Brewer of Lawton, Oklahoma came by and spent Saturday and Sunday here with Mr. and Mrs. Henry Brewer. The J. T. Brewers were on their way home from Coolidge, Arizona where they had spent Christmas. Others having Sunday dinner with the Henry Brewers and their guests were Mr. and Mrs. M. H. Watson, Mr. and Mrs. Dean Watson, Mrs. Fred McDougle and Sharon McDougle.

Mr. and Mrs. Clifford Helms and Mark, Mr. and Mrs. Don Wall, Beverly and Misti and Alice Helms spent part of hol- idays at San Saba with Mr. and Mrs. Doug Rainbolt and Denise.

Mr. and Mrs. Clifford Helms and Mark spent Christmas Day at Mr. and Mrs. P.D. Helms in Floydada where all of the Helms children were present except Mrs. Tom (Pat) Pennington of St. Louis, Mo.

Mr. and Mrs. F.D. McClint-ock spent the past weekend at Levelland and Morton. They visited at Levelland with Mr. and Mrs. Donnie Guess and Amy, and at Morton with Mr. and Mrs. Carl McClintock and son, and Mr. and Mrs. Derwood McClintock and son. All of the men went bird hunting.

J.R. Bradshaw and son, Greg of Lewisville, came Thursday to the home of his parents, Mr. and Mrs. V.W. Bradshaw. His wife and other children had been here during the holidays. They all returned home Sunday afternoon. Others taking Sun- day dinner in the home of Mr. and Mrs. V.W. Bradshaw were Mr. and Mrs. Jerry Sargent and family of Lewisville, who were in this part of the country on a bird hunt, and Mr. and Mrs. W.R. Bradshaw and chil- dren of Floydada.

Mr. and Mrs. Homer New- berry had all of their children home for New Year's weekend, Mr. and Mrs. Ronnie Autry and Wendy of Grand Prairie and Mr. and Mrs. Nathan Woody, Jeff, Nathalie and Kevin of Floydada.

Others there New Year's Day for dinner were: Mr. and Mrs. H.L. Newberry and Tammy, Mr. and Mrs. Phil Newberry all of Amarillo, 2nd Lt. Dean Newberry, who is stationed in Georgia and Cindy Davis of Plainview, and Mrs. Gladys Crawford of Crosbyton.

Christmas Eve Night, Mr. and Mrs. Howard Bishop, Mike and Greg, Mr. and Mrs. Sid Brown, Mr. and Mrs. Winston Brown, and Barry, Mr. and Mrs. T.L. Calloway, Mr. and Mrs. Jimmy Smith, Rodney and Tammy, Mrs. Donie Hanson, and Mrs. Annie Smith all met in Lubbock at the home of Mr. and Mrs. Bob Teal, Mr. and Mrs. Ronnie Brown and Mr. and Mrs. Robert Teal were also there.

Christmas Day, Mr. and Mrs. J. E. Peggram and girls of Plainview, Mrs. Betty Howard and Gail of Lubbock, Mrs. H. M. Thomas and Holt Bishop all had dinner in the home of Mr. and Mrs. Howard Bishop, Mike and Greg. In the after- noon all of the above named visited Mr. and Mrs. Riley Teague.

Mr. and Mrs. Howard Bish- op made a trip to Ft. Worth last Monday and returned home Tuesday.

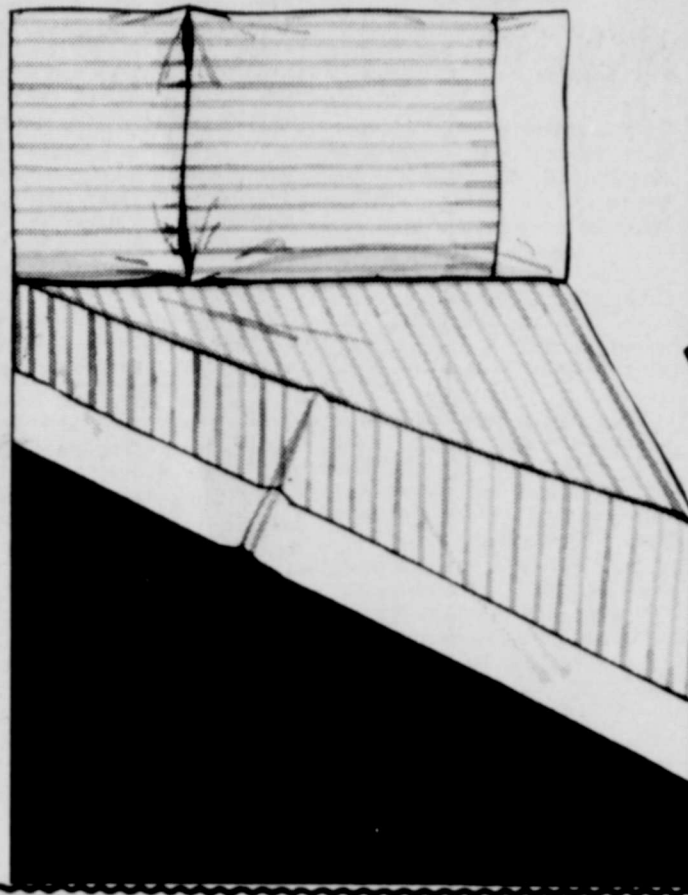
Today (Monday) is Greg Bishop's 13th birthday and his mother prepared a supper in his honor. Those enjoying the event with Greg other than pa- rents, Mr. and Mrs. Howard Bishop and brother Mike, were Mr. and Mrs. Sid Brown, Mrs. Donie Hanson and Mrs. Annie Smith.

The community sympathizes with the family of R.J. Wilkes.

## WHITE SALE SAVINGS

GOOD THRU SATURDAY - JAN. 16TH.

The Fabric of American Life  
**DAN RIVER**



# Color White Sale

Save! **DAN RIVER** Sheets, Cases

BLEACHED COTTON MUSLINS  
Twin Fitted, 72 x 104 \$1.44  
Double Fitted, 81 x 104 \$1.74  
Cases, 42 x 36 2/ \$ .87

BLEACHED PERCALE  
Twin Fitted, 72 x 104 \$1.83  
Double Fitted, 81 x 104 \$2.13  
Cases, 42 x 36 2/ \$1.09  
Queen Fitted, 90 x 120 \$3.73  
King Fitted, 108 x 115 \$6.34  
King Cases, 42 x 48 2/ \$1.74

NO - IRON MUSLINS  
Twin Fitted, 72 x 104 \$1.77  
Double Fitted, 81 x 104 \$2.67  
Cases, 42 x 36 2/ \$1.43

NO - IRON PRINT, STRIPE  
Twin Fitted, 72 x 104 2/ \$5.00  
Double Fitted, 81 x 104 2/ \$7.00  
Cases, 42 x 36 2/ \$2.00

## WHITE SALE SPECIAL MATTRESS PROTECTORS

100% POLYESTER FILLED WITH ANCHOR BANDS  
FULL SIZE REG. \$4.99 **\$3.99**  
TWIN SIZE REG. \$3.99 **\$2.99**

## WHITE SALE SPECIAL BATH SETS

REG. \$4.98 VALUE **\$3.99** NOW  
REG. \$3.98 VALUE **\$2.99** NOW

## WHITE SALE SPECIAL BLANKETS

REG. \$6.99 NOW **\$6.44**  
REG. \$5.99 NOW **\$5.44**  
REG. \$4.99 NOW **\$4.44**  
REG. \$3.99 NOW **\$3.44**

## REMEMBER

## Beall's-Year-End-Sale-Now-In-Progress

## CLEARANCE ON BOYS SPORT COATS

VALUES TO \$20.00 NOW ONLY **\$12**  
VALUES TO \$14.99 NOW ONLY **\$9**

## CLEARANCE ON MENS SWEATERS

VALUES TO \$22.00 NOW ONLY **\$18.00**  
REG. \$18.00 VALUES NOW **\$15.00**  
REG. \$15.00 VALUE NOW **\$11.00**

## CLEARANCE ON BOYS SWEATERS

REG. \$9.95 VALUE NOW **\$7**  
REG. \$8.95 VALUE NOW ONLY **\$6**

## CLEARANCE ON BOYS JACKETS SIZES 2-6

REG. \$7.95 VALUES NOW **\$5.00**  
REG. \$15.95 VALUE NOW **\$11.00**  
REG. \$9.99 AND \$10.95 **\$7.00 & \$8.00**

## CLEARANCE ON LADIES SLIPS

SIZES 32-40  
VALUES TO \$6.00 NOW ONLY **\$1.88**

## CLEARANCE ON ONE GROUP OF LADIES FALL HANDBAGS REDUCED

## CLEARANCE ON DRESSES, COATS And SPORTS WEAR ALL REDUCED

LADIES CAR COATS ALL WEATHER COATS LADIES ROBES AND SWEATERS AND ONE RACK OF SPORTSWEAR REDUCED

SPECIAL LADIES CAPRIS  
REG. \$9.00 NOW **\$6.88** A PR.  
BLOUSES VALUES TO \$13.00 NOW **\$6.88**

## ORDER Success CALENDARS

No. 85 Page Size 5x8 inches: Walnut, Silver Gray, Desert Sand or Modern Green bases.

No. 64 Page Size 4 x 6 1/2 inches. Same Colors as No. 85.

No. 19 Page Size 3 1/4 x 3 1/4 inches: Walnut, Silver Gray, Desert Sand or Modern Green bases.

No. 13 Page Size 3 1/4 x 4 1/4 inches: Walnut or Silver Gray bases.

No. 21 Page size 4 1/2 x 8 inches. Walnut or Silver Gray bases.

No. 17 Page Size 3 1/4 x 6 inches: Walnut, Silver Gray, Desert Sand or Modern Green bases.

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WE HAVE YOUR 1971 REFILL

HESPERIAN OFFICE SUPPLY

CALL 983-3737



# Society



MR. AND MRS. VERNON PARKER

## Reception Will Honor Vernon Parkers On 25th. Anniversary

Mr. and Mrs. Vernon Parker, local commercial photographers, will be honored Sunday, January 10 in observance of their Silver Wedding Anniversary. The couple's two children, Patsy Parker, student nurse in Amarillo, and Jimmy Parker, high school student, will host the reception honoring their parents, in the family home, 812 W. Cedar.

Calling hours are from 2:30 until 5:30 p.m. The couple has requested no gifts please. The Parkers moved to Floydada July 30, 1963 and opened their studio August 17.

They were married January 5, 1946 in the First Baptist Church in Dallas. Parker is a retired Air Force Colonel, flying for over 30 years, including three years for the Royal Air Force of Great Britain, as a Spitfire pilot during World War II. He transferred to the USAF in England in November, 1942.

The couple's daughter was born in Montgomery, Ala., and the son in Panama City, Fla. The Parker family spent five years in the Orient during his service time, in Japan, the Philippines and Hong Kong. He retired May 30, 1963 at Chanute AF Base in Rantoul, Ill.

Both Mr. and Mrs. Parker are civic workers and are

members of local organizations. They are members of the First Methodist Church.

His parents and her father are deceased. Mrs. Parker's mother is Mrs. Nora Teasley of Dallas.

*In Fashion*

The new length for skirts, which seems to be catching on in some areas, is the "Gibson" look, influenced by the Gibson Girl pictures that were so popular in the early nineteen hundreds. The skirt hems are several inches above the ankle.

### FIRST GIRL PAGE

Sen. Jacob K. Javits, R-N.Y., introduced at the Capitol a 16-year-old auburn-haired girl he is nominating to be the first girl page in the U.S. Senate. Paulette Marie Desell said she is confident she can do the work and get along with the 26 other Senate pages, 50 House pages and 4 Supreme Court pages—all boys.

**Short Leave**  
First Gov: Do you believe in love at first sight?  
Second Gov: I gotta-I'm only gettin' two days' leave.

## New Officers Of Whirlers Club Elected

New officers for the Whirlers Square Dance Club were recently elected. Serving for the next six months will be Leon Williams, president; Ozell Chappell, vice president; Pauline McCormick, secretary; Alton Higginbotham, caller; Wilma Colston, reporter; and Leon Williams and Arlis Powell, Federation delegates.

One and one-half squares represented the local club at the Federation New Year's Eve square dance held at the National Guard Armory in Lubbock. Roy Johnson was caller.

The Whirlers have changed their square dance meetings to the second and fourth Friday nights at Andrews Elementary gym beginning at 8 o'clock. Joe Greer of Lubbock will call for the next square dance Friday, January 8.

Leon and Sue Williams, Bill and Margie Womack will be hosts and hostesses. Visitors are always welcome.

*Peggy's Meddlin's*  
BY PEGGY MEDLEY

THANKS to ever who it was that cleaned the sidewalk off north of the court house. It was getting rather well padded and a little wobbly from the bird debris which had collected over a period of several months. Guess we need to pass an ordinance forbidding the birds from roosting in that one certain tree.

IF you haven't already made plans for the night of March 12, set it aside and attend Art Linkletter's appearance at the Plainview High School auditorium. The famed television personality will speak on "Youth and the Drug Problem." He has been devoting much of his free time in helping combat the drug problem, especially since the tragic death of his daughter.

THE grandson of the A. V. Womacks and Jim Hicks of Floydada, recently assisted in the rescue operation of the tanker Eastern Sun. Navy Petty Officer second class Jimmy L. Womack, son of Mr. and Mrs. Arthur Womack of Plainview, is serving aboard the tanker USS Chewaucan homeported at

## Committees For '71 Style Show Are Announced

Mrs. Charles Anderson of the 1950 Study Club named her Style Show committees at a regular meeting of the club held Tuesday night in the home of Mrs. L. W. Crabtree.

Mrs. Bob Copeland led the Pledge and members answered roll call by naming a project for the new year.

The program on Colorful Creel was presented by Mrs. Cleo Whittle.

Style Show committees named were, models: Nell Swinson, chairman; and Mrs. John Moss; script: Doris McLain, chairman, Mrs. Gene Arwine and Mrs. Cleo Whittle; entertainment, Mrs. W. R. Bradshaw, chairman and Mrs. Ray Morton; theme, Mrs. L. W. Crabtree, chairman, Mrs. Sammy Hale, Mrs. Carl Armstrong and Mrs. Don Cheek; publicity, Mrs. Dallas Ramsey; ramp, Mrs. J. W. Cannon, chairman, and Mrs. John Haenosh; program and tickets, Mrs. Doyle Moore, chairman, and Mrs. Bob Copeland; hair styles, Mrs. Lane Decker; finance, Mrs. Bill Hendrix; party, Mrs. Ken Bishop.

Charleston, S.C. The Eastern Sun ran aground in the Cooper River in heavy fog and her position in the river created a hazard to shipping lanes. When attempts to free the ship with tugs failed, the USS Chewaucan was called upon to lighten the ship's cargo so the tug boats could free her.

FLOYDADA was fortunate indeed not to have recorded any fatal vehicle deaths during the holidays. The casualties in the highway war of the 70's mounted. Crashes on streets and highways have killed and injured millions but the war goes on. Maybe we can say we have never had an accident, but how many have we caused? Is something to think about.

WELL the cigarette commercials are no more but Ino-tice Edie Adams is still selling cigars, over TV that is.

THERE is to be a course taught in Floydada on sociology. Anyone interested may contact Mrs. Howard Gregory or Mrs. John Haenosh.

HOLLYWOOD FASHION designer Mr. Blackwell issued his annual "worst - dressed" list Tuesday, blasting not only some top celebrities, but the whole world of fashion as well. Sophia Loren was first on the list. Blackwell said her clothes look like costumes from a 1950 B movie.

Blackwell, who doesn't use a first name, issues his picks annually as a blast at what he calls "phony, contrived best-dressed women" lists.

This year, he also took a swipe at fashion itself. He said 1970 was "the worst fashion year we've had in 15 years."

He did have some praise for a few people not normally in the fashion spotlight. Among those he said belong in the well-dressed department were Princess Grace of Monaco, Nancy Reagan, wife of the California governor; Laren Bacall, Julie Eisenhower and Merle Oberon.

Following Miss Loren on the worst-dressed list were Angie Dickinson, socialite Gloria Vanderbilt Cooper, Shelly Winters, author Jacqueline Susann, Carrie Snodgrass, Jane

Mrs. Anderson is general chairman.

Attending the meeting were Mmes. Charles Anderson, Gene Arwine, Kenneth Bishop, W. R. Bradshaw, Don Cheek, Bob Copeland, L. W. Crabtree, John Haenosh, Sammy Hale, Bill Hendrix, John Moss, Dallas Ramsey, Jake Webb and Cleo Whittle.

The next club meeting will be January 19 with Mrs. Anderson.

## Blue Bonnet Needle Club Entertains

Members of the Blue Bonnet Needle Club entertained their husbands with a turkey dinner and all the trimmings at King's Restaurant recently. Following the meal games of Bingo were played with some 45 prizes given. Later gifts were exchanged.

Attending were Mr. and Mrs. Greer Christian, Mr. and Mrs. Oliver Allen, Mr. and Mrs. Cobb Gilly, Mr. and Mrs. Verne Gaunt, Mr. and Mrs. Burl Huckabee, Mr. and Mrs. Carl Jarrett, Mr. and Mrs. Doyle Moore,

Mr. and Mrs. Everett Perry, Mr. and Mrs. Jack Stansell, Mr. and Mrs. John Key West, Mr. and Mrs. Doyle Walls, Mr. and Mrs. Carl Wilkins, Mr. and Mrs. Woodrow Wilson, Mr. and Mrs. Ray Reed, Mr. and Mrs. Kerney Edmiston, Mr. and Mrs. Ralph Cogdell, Minnie Fae Thomas, Bill McNeill and Ernestine Noland.

Fonda, Goldie Hawn, Mario Thomas and Faye Dunaway. Miss Dickenson was dubbed "Venus covered in a fish net" and Miss Hawn, the blonde pixie of films and television's "Laugh-In", was titled "a shaggy dog on stilts."

Blackwell also had an honorable mention category. He gave the dubious prize to comedian Flip Wilson, citing him for his portrayal of "Geraldine" in blonde wig and Mother Hubbard dress.

"Looks like a basnet hound in drag," said Blackwell.



Mr. and Mrs. J. C. Stroman Jr., of Lubbock are parents of a daughter, Paige, who was born in Lubbock Methodist Hospital December 19. The young lady weighed six pounds, 12 and one-half ounces at birth. Grandparents include Mr. and Mrs. S. M. Guthrie of Floydada and Mr. and Mrs. J. C. Stroman Sr., of Sweetwater.

Mr. and Mrs. Roger Dawdy of Sandhill are parents of their first child, a daughter, Kristy Kay, who was born December 22 in Central Plains Hospital in Plainview. The young lady weighed five pounds, seven and one-half ounces at birth. The father farms.

Grandparents are Mr. and Mrs. Elkin Warren of Goree and Mr. and Mrs. John Dawdy of Klalou. Mrs. Hattie Baker of Floydada is a great grandmother.

## Coffee Slips

The Pan-American Coffee Bureau has revealed that only 32 percent of those from fifteen to nineteen drink coffee. As recently as 1950 the percentage was 54 percent. Obviously, the young are not taking to coffee these days. In fact, the bureau says high school and college students have reduced their intake of coffee by sixty percent in the last twenty years.

Why the decline? Some feel young people today are on a far-out kick, seeking to do nothing their parents do. Others feel good coffee is seldom found these days; thus youngsters really don't know how coffee should taste.

Coffee is a stimulant, of



Mrs. Dwight Vernon Cummins

## Miss Sharon Ferrell Is Of Dwight Vernon Cummins

Sharon Valeta Ferrell became the bride of Dwight Vernon Cummins in a double ring ceremony read Saturday, December 26 in the Trinity Church in Lubbock. Rev. Morris Sheats performed the wedding.

The bride, given in marriage by her father, wore a street length wedding gown of white velvet. Her net veil was shoulder length with a head dress of white roses and seed pearls, and she carried a corsage of spider daisies and seed pearls. Her matron of honor wore a blue suit with a blue spider daisy corsage.

Mr. and Mrs. Paul Jantzen of

course, and it might be better if youngsters never develop the habit—since so many drink too much coffee. So the present trend might be a good one. But for those who want to drink it, the bureau says the way to make the best coffee is to use a drip coffee maker. On two level tablespoons of freshly

ground or vacuum-packed coffee, in a paper filter (cone shaped), should be poured six ounces of boiled water. It should be allowed from four to six minutes to drip through—no more or less. That is the perfect cup of coffee—the bureau says.

# HALE'S SEMI-ANNUAL SHOE SALE Starts Friday, January 8, 8:30 a.m.

Shoe Store Only Will Be Closed

Thursday, Jan. 7 To Prepare For Sale

MENS.....

WOMENS.....

and

CHILDRENS .....

SHOES

Thousands of Pairs Go On SALE for Our Twice-a-Year Event!

HALE'S FAMILY SHOE STORE

RELAX-AWAY  
"SLIM-GYM"

LADIES

## LOSE A DRESS SIZE IN JUST 2 WEEKS

MEN

## LOSE 2 BELT NOTCHES IN Just 2 Weeks

"TAKES OFF INCHES" "EXERCISES THE WHOLE BODY"

INVENTED BY A MAN WITH A BROKEN BACK

CALL 983-3982 FOR APPOINTMENT

THE amazing RELAX-AWAY - SLIM GYM uses the weight of the body itself for leverage to make active exercise simple and easy. Thus, the body works for you as a living, vibrant force instead of as a dead weight working against you. It is this unique leverage principle that makes the "SLIM GYM" such a simple and easy way to exercise.

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# Society



## Hospital Notes

Frances Guerrero, admitted 12-30, dismissed 12-31.  
E.H. Gafford, admitted 12-31, continues treatment.  
W.D. Hardin, admitted 12-31, dismissed 1-4.  
Ruby Brown, admitted 12-31, expired 1-4.  
A.B. Keim, admitted 1-2, continues treatment.  
Hal Thomas, admitted 1-2, continues treatment.  
Helen Campbell, admitted 1-3, dismissed 1-4.  
Baby boy Campbell, born 1-3, dismissed 1-4.  
Susan Wilkes, admitted 12-16, dismissed 1-4.  
Arlene McMurrian, admitted 1-3, dismissed 1-4.  
Baby boy McMurrian, born 1-3, dismissed 1-4.  
Janet Bash, admitted 1-3, dismissed 1-5.  
Baby boy Bash, born 1-3, dismissed 1-5.  
Maudie Kittrell, admitted 1-3, continues treatment.  
Anna Nicholson, admitted 1-3, continues treatment.  
Frances Guerrero, admitted 1-6, continues treatment.  
Baby boy Guerrero, born 1-6, continues treatment.

REBEKAH OFFICERS... Marion Wiles, left, installed as Noble Grand and Frances Vice-Grand, at installation ceremonies Floydada Rebekah Lodge No. 77 Tuesday.

## Wiles Installed As Noble Grand

Rebekah Lodge No. 77, new officers at their meeting Tuesday. Marion Wiles, left, installed as Noble Grand and Frances Vice-Grand, at installation ceremonies Floydada Rebekah Lodge No. 77 Tuesday.

le Grand; Foy Gooch, left support to the Noble Grand; Laureless Parkey, right support to the Vice Grand; Mable Price, left support to the Vice Grand; Marie Hamilton, inside guardian; Pauline Faulenberry, outside guardian; Delma Burns, lodge deputy; Margaret Paschal, representative and Laureless Parkey, District Deputy president.

Courtesy officers appointed included Leona Odell, Rebekah flag bearer; Gladys Peck, assistant musician; Grace Grundy, right support to the past Noble Grand; Eunice Jones, left support to the past Noble Grand; Jane Marquis, right support to the chaplain; Beverly Kincer, left support to the chaplain; Estelle Warren, right altar bearer; Ruby Davis, left altar bearer; Lona Sparks, support to the right altar bearer; Alma Dunn, support to the left altar bearer; Frances Rose, song leader; Jewel Reeves, degree captain; Artie Webb, drill captain; Jane Marquis, reporter and Maud Day, lodge mother.

Installing officers were Helen Toddy, District Deputy President of District 9 and staff of Abernathy.

Retiring Noble Grand, Valerie Turner, extended her thanks to the Lodge for their support and good attendance during her term. She then presented the Lodge with an early American paper dispenser. She, in turn, was then presented her Past Noble Grand's Jewel. Artie Webb read a poem describing the Past Noble Grand, then pinned on her Jewel and escorted her to the chair of the Past Noble Grand where she was presented a Past Noble Grand certificate.

Following the installation program a salad supper was served before Lodge adjourned.

Parker, W. H. Bunch, Garland Foster, Floyd Lawson, Lonnie Hinsley, George Springer, Jake Watson, L. B. Stewart Jr., and Mrs. Clyde Hodge.

ge Miller

Speaker

Miller, local district spoke before members of the 1934 Study Club night, presenting an informative talk on the changes to be made in the present legislature.

ing adjournment re-its were served to Mr. and Mrs. George and club members, M. J. McNeill, Wayne J. P. Moss, Wilson S. Hale Jr., A. L. ryal Newberry, Vernon

## CONE NEWS by Ruth Bartley

In this first week of the New Year, we are reminded of some lines of an old poem (however, not in a nostalgic vein): I wish there were some peaceful place,

Called, "The Land of Beginning Again."

Where all our mistakes, and all our poor selfish heartaches could be dropped, like a shabby old coat at the door, And never be put on again. I wish we could come on it all unaware,

Like a hunter who finds a lost trail." — etc. — maybe some one can take it from there —

Seemingly, though, a very prevalent, wise and inspirational New Year's slogan is "Onward! Outward! Upward!"

Miss Linda Beth Cox, Lubbock, spent the weekend at home with her parents and sister, Mr. and Mrs. J.L. Cox and Dorothy; other Sunday visitors were Mrs. Kenneth Cox Melonie and Michael, Ralls, Miss Teresa Smith, Matador.

Mr. and Mrs. Carl Blair, Albuquerque, N.M., were new Year's holiday visitors in the Clay Lynn Davis home, Mr. Blair is a brother of Mrs. Davis.

Mr. and Mrs. Joe Beaudoin, Chuck and Donnie, Lubbock, Mr. and Mrs. Wesley Edwards were Sunday guests of Mr. and Mrs. C.W. Edwards, Mrs. Sybil Taylor, Ralls is spending a few days in the Edward's home.

New Year's holiday visitors in the home of Mr. and Mrs. D.A. Barnhart were: Mr. and Mrs. Nelson Hilliard, Gene Ann and Charles, Vernon; Dr. and Mrs. David Barnhart, Houston, Mr. and Mrs. Carl Blair, Albuquerque. All were Friday dinner guests of Mr. and Mrs. Haney Wideman, Meldon and Maridith. — Others present were Mr. and Mrs. Spike Wideman. For friends of Dr. David Barnhart, we report that he is interning in pediatrics at Texas Children's Hospital and Ben Taub, Houston, Texas.

Mrs. Paul Ely received word Saturday night of the passing of an aunt, Mrs. S.E. Tate, of Crowley, Texas. Funeral services were Monday, 2:30 p.m. in the First United Methodist Church, Crowley. Mrs. Ely had been frequently at the bedside of her aunt, but due to illness in the family was unable to attend funeral rites.

Lori and Sha Pierot, Ralls, spent Friday night with their grandparents, Mr. and Mrs. C. O. Gilbreath. Scott Gilbreath, also of Ralls, was a Sunday afternoon and night visitor in the Gilbreath home.

Mr. and Mrs. Gerry Liberto, Richardson, Texas, spent the holiday week in the home of Mrs. Liberto's sister and family, Mr. and Mrs. Loyne Littlefield and Peggy.

Mrs. Jerry Vaughan, Lubbock, spent Friday with her parents Mr. and Mrs. Ed Martin. Little Misty Vaughan had spent Thursday to Friday with her grandparents.

Mrs. C.O. Gilbreath visited Thursday afternoon with Mrs. Maggie Verrett who is in Crosbyton Hospital.

Mr. and Mrs. Buddy Sweeney, Halfway, were Friday visitors of her parents, Mr. and Mrs. R.L. Martin, Jr. and Roland, and grandparents, Mr. and Mrs. Paul Ely.

Buckles Bryant, Lubbock, was a Wednesday and Thursday visitor of Roland Martin. The two boys were guests of Billy Fulton and sister, with whom they enjoyed horse back rides.

Mrs. Emma Ware and Miss Melba, also Raymond Ware, Ralls, were Sunday dinner guests of Mr. and Mrs. Jack Ware and Ann, Lubbock. Others enjoying the hospitality were Mr. and Mrs. Fred Worsham II and Debbie, Shallowater; Mr. and Mrs. Fred Worsham and Mr. Ronald Cotton, Lubbock.

Mr. and Mrs. Bob Wideman,

Kenny, Belva, and Ray Don, Ralls, visited Friday evening with Mr. Wideman's mother, Mrs. Vada Wideman.

Mr. and Mrs. Clinton Denning and Mrs. Peachie Parrish visited last Sunday in Portales, N.M. with Mrs. Parrish's brother and wife, Mr. and Mrs. George Thetford, and Mrs. Denning's aunt, Mrs. Susie Dacus and daughter, Della.

Mrs. Annie Webb, Floydada, was a guest of Mrs. Peachie Parrish Thursday night and Friday.

Mr. and Mrs. Clinton Denning visited Sunday afternoon with Mr. Denning's father Mr. O.W. Denning, Floydada.

Elder Fred Bowen, Tuscola, and Mr. Lesol Parker, Floydada, visited briefly Wednesday and Thursday with Elder Joe Jackson. Elder Bowen was guest speaker for a three night meeting at the New Salem Primitive Baptist Church, Floydada.

Mrs. Roxie Travis entertained the following during the new year week: Tuesday to Saturday, Mr. and Mrs. Talmage Teal, Eads, Colorado; Mr. and Mrs. LeRoy Buggeman, Blake, Deane and Monty, Wray, Colorado; arriving Wednesday, Mr. and Mrs. Hugh L. Davis, Randy and Kerry, Truth or Consequences, N.M.; other Friday dinner guests, Mr. and Mrs. Joyce F. Davis and Jeanie, Petersburg; Mr. and Mrs. Gay L. Davis, Mike and Keith, Wellington; Mr. and Mrs. Paul Davis, Ralls; Mr. and Mrs. Clay L. Davis, Glenn, Kayla, Melony, Tresa and Clay Brian; Mr. and Mrs. Noel Davis, DeLoyce and Rod, Cone; calling in the afternoon were Mr. and Mrs. M.E. Williamson, Cone and two grandchildren, Timmy and Greta Wampler, Plainview.

Mr. and Mrs. Joe Jackson and Miss Rachel Nance went to Bronte Friday to return home Mrs. Sallie Yocham who has spent some time here visiting relatives. Miss Ruth Bartley accompanied them to Snyder where she visited a friend, Mrs. J.W. Patterson. Enroute the group made a stirrup drive off of highway 84, via the pioneer town, Fluvanna, to view the steep and most picturesque caprock climb, one of unusual scenic attraction.

Mr. and Mrs. H.J. Cornelius, Ralls and Mr. and Mrs. Noel Davis, De Loyce and Rod left Saturday, following Christmas for Bagwell, Texas, where they were guests of Mr. and Mrs. Bob Cornelius. The Davis family returned Tuesday; Mr. and Mrs. Cornelius stayed for a longer visit.

Mr. and Mrs. T.T. Teal, Mr. and Mrs. LeRoy Bruggeman and family, Mr. and Mrs. Noel Davis and family were New Year's supper guests of Mr. and Mrs. Lois Davis, Lubbock. Mrs. Ola Hairston, Idalou, and Mrs. Virginia Timian, Lubbock, were also supper guests.

The Teals, Bruggemans and Davis' visited H.B. Teal in Methodist Hospital.

rug will lie, the backing is pulled away and the rug put in place.

The product is used for wall-to-wall carpeting if it is the non-stretch kind. For example, the new indoor-outdoor washable carpeting goes down quickly by putting tape on all edges. It won't pull loose until you tug at it: it won't deteriorate with age and water doesn't harm it (great for kitchens).

It is also used in the Porta-tile method of installing carpet tiles. The floor is criss-crossed once with tape and the tiles are simply laid in place. Even the tiles without tape directly beneath them won't budge and they can be easily lifted for cleaning.

Made by Arno Adhesive Tapes, Inc., Michigan City, Ind., Carpetak has opened up other ideas for decorators. For example, it makes possible interesting designs, using carpet remnants and carpet tiles. It's fun to cover a box with a fluffy shag rug for a conversation-piece footstool.

Economical, it comes in one and one-half inch width rolls of 42 feet for under three dollars, and 12 feet for under a dollar.

MADE OF HEAVY CLOTH, the tape has an extra-high-tack adhesive on both sides. Strips are put down on the cement, tile or floor where the

Flying carpets are great for mystical eastern potentates, but downright disastrous for ordinary mortals, especially in work-areas such as the kitchen when it is sometimes necessary for the cook to rush around.

A product specifically designed to anchor flying carpets (and runners, hooked rugs and welcome mats) is Carpetak, a unique double-faced tape. It is waterproof, so it is equally useful outdoors as well as indoors.

Made of heavy cloth, the tape has an extra-high-tack adhesive on both sides. Strips are put down on the cement, tile or floor where the

WARDROBE WISDOM BY JANE DONALSON

Today's gal... dynamic and fashionable... has more going for her wardrobe than ever before—like filament yarns with permanent waves!

When a straight piece of filament yarn is crimped, it looks like it just got back from the hairdresser. The result of this fabric "coiffing" can be compared to a soft but sturdy spring or cushion which helps absorb the shocks and strains of everyday wear. That's why Ban-Lon apparel, with fabrics made this way, wears so well, lasts so long and looks so great.

And, because the physical shape of the crimp makes it possible for air to be trapped easily, Ban-Lon continuous filament fibers are also made light, pliable, resilient, permanently lively, and highly absorbent, with a dry, warm, crisp hand... offering outstanding gal-on-the-go fashion comfort.

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## MORE SOUTH PLAINS NEWS

Mr. and Mrs. Raymond Upton went to Lockney Saturday night to visit with Mr. and Mrs. Hilburn Basey and with Mrs. Upton's brother, Mr. and Mrs. J.R. Calahan and children of Burleson, who visited here over the holidays with June's parents, and other relatives.

Mrs. Bryant Higginbotham will be among those who plan to go to Silverton Tuesday afternoon for funeral services for Mrs. Naomi Stevenson, who died Sunday night in Silverton after a long illness. She was formerly Naomi Smith and lived at one time in the Cedar Hill Community.

Mr. and Mrs. Glen Whitfill of Sweetwater and their daughter, Cindy, from WT at Canyon had Christmas Day dinner here with Mrs. Whitfills parents, Mr. and Mrs. Alvin Nichols. Saturday the Nichols went to Sweetwater where they had a family dinner Sunday with the Glen Whitfills and another daughter of the Whitfills; Ensign and Mrs. David Allen from near Pensacola, Florida who were home for the holidays.

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## REVIVAL, FROM PAGE 1

and special features of her ministry consist of illustrated sermons and songs.

Monday night, Jan. 11 will be a special service slanted to the youth of today. Young people from eighteen (18) surrounding churches are expected to be in this service. They "WEL-COME" the youth of Floydada to be with them in this service and are looking forward to having YOU with them in this revival.

Mrs. Bryant Higginbotham will be among those who plan to go to Silverton Tuesday afternoon for funeral services for Mrs. Naomi Stevenson, who died Sunday night in Silverton after a long illness. She was formerly Naomi Smith and lived at one time in the Cedar Hill Community.

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# OBITUARIES

## Ruby Brown

Mrs. Ruby B. Duncan Brown, 76, daughter of the first judge of Floyd County, died in Caprock Hospital at 9 o'clock Monday morning following a lengthy illness. Mrs. Brown was the first of six daughters of the late Judge and Mrs. Arthur B. Duncan to succumb. She was also preceded in death by two brothers, Silas E. Duncan, Floydada, and Arthur B. Duncan Jr., Canyon. The Duncan family was the first white family in this area, settling at Blanco Canyon June 1, 1884.

Mrs. Brown was born in Floydada April 14, 1894 and attended schools here, being one in the first graduating class of Floydada in 1912. She and R. Fred Brown were married in Floydada October 9, 1912. The deceased had been a member of the Christian Church for over 50 years.

Funeral rites were conducted yesterday afternoon in the First Baptist Church with the pastor, Dr. Floyd C. Bradley, and Rev. Dewayne Grimes, minister of the First Christian Church, officiating. Interment was in Floydada Cemetery, under the direction of Moore-Rose Funeral Home.

Survivors include her husband, three sons, Charles of Columbus, Ohio, Rex of Floydada and Harold of Yale, Okla.; two brothers, Mark Duncan of Sanderson and C. B. (Ted) Duncan of Amarillo; five sisters, Maud E. Hollums, Hope Hammonds and Mattie Hale of Floydada, Emma Watkins of Fort Worth and Edith Pitts of Amarillo.

Also surviving are eight grandchildren and seven great grandchildren. The grandchildren are Dale Brown of California, Johnny Fred, Charles V. and Mark Brown, all of Houston, Bruce Brown, San Antonio; Lynda Nichols, Dallas; Skipper Tex Brown, Yale, Okla.; and Rebel June Moore, Cushing, Okla.

One great grandchild, Sienna Brown, preceded Mrs. Brown in death last Thursday.

## Dan Hale Named To Dean's List

Dan Hale, son of Mr. and Mrs. Roy Hale of Floydada, has been named to the Dean's Honor List at Texas Tech University for the fall semester.

A 1966 graduate of Floydada High School, he is a candidate for May graduation at Tech. He is majoring in sociology.



Sienna Brown

Funeral rites for Sienna Hope Brown, eight year old daughter of Mr. and Mrs. Phillips W. Owens of 428 Ave. B, Hereford, were conducted in the First United Methodist Church in Floydada Sunday afternoon. The child was dead on arrival at the Hereford hospital Thursday afternoon about 12:45 of an apparent heart attack. She had been ill with cerebral palsy.

Sienna was born August 30, 1962 in Amarillo and was a former Floydada resident. Survivors other than the parents include a sister, Sienna of the home; her grandparents, Mrs. Mattie Scoggins of Tulsa; Mr. and Mrs. Bob Owens of Floydada and Harold Brown of Yale, Okla.; and great-grandparents, Mr. and Mrs. R. Fred Brown of Floydada.

Rev. C. B. Melton officiated for the rites. Interment was in Floydada Cemetery under the direction of Moore-Rose Funeral Home.

Survivors were Mickey Hammonds, Mike Carver, Carson McKaskle and Anthony Whitfill.

## Roy Lloyd Ford

Services for Roy Lloyd Ford, 25, son of Justice of the Peace and Mrs. R. H. Ford, of Lockney were conducted Tuesday in the 9th and Columbia Church of Christ in Plainview. Ford, who lived at Richfield, Kan., was killed Friday afternoon in a two car accident near Richfield.

The victim, his wife and two daughters, a brother, Jack Ford, his wife and two sons were in one of the vehicles involved in the collision.

Ford was a graduate of Lockney High School where he was active in FFA, football and Little League baseball. He was employed with Anderson-Clayton Paymaster Farms until 1967, when he moved to Richfield.

Survivors include his wife, Marilyn, two daughters, his parents, three sisters, three brothers and two stepbrothers.

## Mrs. Germany

Mrs. Willie Mae Germany, 73, of Plainview, stepmother of Mrs. Will Martin of Floydada, died in a Plainview hospital Sunday morning, two weeks to the day of her husband's death, who died December 20. Mrs. Germany had been in ill health for the past two years.

Funeral rites were conducted Monday in the Calvary Baptist Church in Plainview.

Mrs. Germany was a native of Comanche and was married March 27, 1943 in Olton. She moved to Plainview in 1941 from Hamlin.

Survivors include two sons, one daughter, 12 stepchildren, one sister, four brothers, 18 grandchildren and 20 great grandchildren.

## Roy McCravey

Funeral rites for Roy McCravey, 76, brother of Mrs. Arvin (Bonnie) West of Floydada and stepfather of Rudolph McCurdy of the Lakeview Community, were conducted last Friday in the Travis Baptist Church in Memphis, Texas. McCravey died there December 30 of a broken hip and complications occurring some five weeks previous.

The deceased was born December 7, 1894 in Georgia and had been a longtime resident of the Lakeview area. He and his wife, the former Nola Fulton McCurdy, moved to Hall County some 12 years ago. McCravey was a veteran of World War I and a retired farmer.

Survivors include his wife, two sons, Leon and Leonard McCravey, of Memphis; one daughter, Mrs. L.E. Miller of Dallas; one stepson, Rudolph McCurdy, Lakeview; eight grandchildren; three great grandchildren; two sisters, Mrs. Arvin West, Floydada and Mrs. E.E. Slaughter of Plainview and three brothers, Arthur and R.B. of Ralls and Luther of Teaf, Calif.

Burial and graveside rites were conducted at the Lakeview Cemetery.



KEN WEAVER  
FIREMAN OF THE WEEK

Southwestern Bell Telephone employee Ken Weaver isn't satisfied with just working. Ken believes in donating his time to the Floydada Fire Department as a community service. In the department Ken has served as Captain and at present is Assistant Chief. Ken has been active in the Department for the past three years and his wife Sue is active in the Firebelles. Ken and Sue Weaver have one daughter, Teresa, and twin sons, Scott and Steve.

## MORE ON PESTICIDES

The Agriculture Department has announced a series of mostly voluntary safety precautions to protect against accidents with parathion, a deadly bug destroyer that also kills people when carelessly handled. Parathion is an organophosphate material, chemically related to nerve gas, that is used to kill insects on crops including grains, tobacco, cotton and citrus fruits.

THE FLOYD COUNTY HESPERIAN  
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## CAPROCK CHAT, FROM PAGE 1

records over the past decade show that strong support has always come from the big cities. And the situation has not changed. It may have improved because of the growing plight of the cities, overcrowded with people displaced from rural areas. A check of voting records for the last two years - the second session of the 90th Congress and the first session of the 91st - is particularly revealing. The best voting records, not the worst, are from the big cities. On six issues of direct concern to agriculture (program, food, and appropriations), 108 Congressmen from the largest cities of the nation cast 416 votes for and 153 against. This was a 73% favorable vote. Only 12 Congressmen cast more votes against the six farm issues than for them. For the record, these were: George Brown, Los Angeles; Hugh L. Carey, Brooklyn; Leonard Farbstein, Benjamin Rosenthal, William F. Ryan, New York City; Andrew Jacobs, Indianapolis; Richard D. McCarthy, Buffalo, N.Y.; Thomas M. Rees, Beverly Hills, Calif.; Donald Clancy and Robert Taft, Cincinnati; and Robert Corbett, Pittsburgh, Pa. None of these 12 were unanimously against. Significantly perhaps, nine of the 12 had from good to excellent records on the 30 issues selected by the Farmers Union as being of general importance to agriculture.

The record of Senators from the largest cities was even better. Of 12 big-city Senators, not a single one voted unfavorably more often than favorably. On six issues selected as especially important, 47 votes were cast for, only 9 against. This was an 84% favorable record. The Senators read like an honor roll for agriculture. They are the Senators farm groups have come to count on not just for support, but for leadership. Those with 100% records were: Edward Kennedy, Boston, Mass.; Eugene McCarthy, St. Paul, Minn.; Walter Mondale, Minneapolis; Gaylord Nelson, Madison, Wis.; Stuart Symington, St. Louis, Mo.; Stephen Young, Cleveland, O.; and Alan Cranston, Los Angeles, Calif.

In the House perfect records were racked up by Congressmen Frank Annunzio, John Klucynski and William T. Murphy, all of Chicago. The big cities of Texas sent the Congressmen with the best voting records from that state: George Bush, Bob Casey, and Bob Eckhardt of Houston; Earle Cabell, Dallas; Jim Wright, Fort Worth; Henry Gonzalez, San Antonio; and J. J. Pickle, Austin. The St. Louis area was notable: Mrs. Leonor K. Sullivan and James Symington on the Missouri side, and Melvin Price of East St. Louis, Ill. Baltimore sent two with 100% records: George Fallon and Edward Garmatz. The delegation from heavily industrialized Pennsylvania had one of the best records: Joseph Vigorito of Erie and Daniel Flood of Wilkes Barre (both 100%), and near-perfect records for Joshua Eilberg and William Green, Philadelphia; William C. Moorehead, Pittsburgh; Thomas E. Morgan, Fredericktown; and Fred Rooney, Bethlehem. The New York City area was excellent - with John M. Murphy of Staten Island (perfect), and near-perfect records for Mario Biaggi, Bronx; Frank Brasco and Emmanuel Celler, Brooklyn; and James J. Delaney, Long Island City. John Dingell of Dearborn, Mich. had a perfect record, and Henry Riegle of Flint, Mich. was near-perfect. Southern cities had excellent farm representation - including Hale Boggs and Edward Hebert of New Orleans, and Dan Kuykendall of Memphis. The Far West had good farm representation in John Tunney of Riverside (suburban Los Angeles), and Charles H. Wilson of Los Angeles.

The six issues selected were gut issues for agriculture. They indicate that city Congressmen and Senators can be counted on to support a good farm bill. The cities - already too full of people from rural areas - need a farm program that will restore rural America. Consumers have a vital interest. Those who falsely charge the city Congressmen and Senators with being unfavorable to agriculture should take another look.

AS A NEWSPAPER reporter, I've learned that an article is sometimes interpreted one way by some readers and another way by others. There's an old saying, something to the effect that "your view of the play on the stage depends on where you're sitting."

In other words, two people can attend a meeting and come away with different ideas as to what took place, especially if there is a controversial subject involved. As a reporter, I've decided that when both sides complain about your coverage, you probably have given a fairly good account.

(Slaton Slatonite)

WE LIFTED this out of the Wise County Messenger and thought it was worthy of passing on to our readers particularly at this time of the year.

## "WHAT IS A HIGH SCHOOL COACH?"

"He is many things to many people. First, he is a man who lives in a pressure cooker. The pressure comes from trying to win. If he doesn't win, the sideline experts produce the pressure by making it hot for him. If he does win, the pressure builds as more victories are sought.

"He is a man accustomed to late, and sometimes cold suppers after a long practice. He is a man who comes trudging home late, in the wee hours, following a road trip. Generally, a family man, he is a husband and father who sees little of his brood during the season of his sport. They don't like his absence and neither does he. Somehow, though, the family becomes resigned to the fact the Dad has a job to do; and because of it he won't be around much. At some juncture in his career, however, he suddenly realizes the wife is getting grey and the kids grown up. Where did all those years go?

"As an athletic coach, the man must be rooted deeply in the fundamentals of the sport he is trying to teach. Beyond that, he must be an amateur psychologist, father confessor, a diplomat and often a baby sitter. All coaches are human, but on occasion are expected to be superhuman. He must lead an exemplary life off the court or athletic field and always champion the cause of good sportsmanship.

Some coaches thrive on pressure. Others become old fast because of it. At the high school level the coach is a teacher first and a coach after hours. Most schools pay an extra stipend for coaching. But a man is not hired just to coach. He must be a qualified teacher first, instructing math, chemistry or some other academic subject.

"He may be top-notch teacher with a so-so coaching record, but it is the latter he hears most about because his teams are always on display, good or bad. Some fellow faculty members may hold him in contempt, but he soon comes to understand that this is the price he pays for occasionally having a team good enough to get the headlines or attract attention of the public. The coach discovers early that athletic fame is fleeting. Last year's championship doesn't count when a new season rolls around. This, too, must be imparted to his athletes. And how do you go about telling a boy that the trophies of yesteryear are already tarnished?

"A bleak job? To some extent, yes. But there are rewards in coaching. Helping to develop boys is the basic challenge and worthy of the best a man has to offer. While winning the next game is the immediate goal, the real satisfaction for a coach doesn't come until later - when the athletes are out on their own. When an ex-athlete remembers something his old high school coach said or did and this helps him along the way, the pressure, long hours, and cold suppers have paid off."

## RAISES, FROM PAGE 1

	'70	'71
Commissioners (4)	\$4,848	\$5,520
County Attorney	6,252	7,200
County Clerk	6,252	7,200
County Judge	6,468	7,200
Tax Assessor-Collector	6,504	7,200
Treasurer	4,968	5,640
Sheriff	6,252	7,200
District Clerk	4,848	5,520
Auditor	6,504	7,200
Road Hands (16)	4,800	5,400
SHERIFF'S DEPUTIES		
Carthel	4,728	5,400
Reed	4,728	5,400
Amburn	5,100	5,580
JUSTICE OF PEACE		
Handley	2,412	3,000
Ford	2,412	3,000
SECRETARIES		
Edwards	1,752	1,980
Allen	1,560	1,740
Daniel	2,640	3,000
DuBois	3,504	3,900
Office Deputies (3)	3,504	3,900
Janitor	4,800	5,400
LIBRARY		
Hull	4,800	5,400
Holt	1,752	1,980
County Agent	2,736*	3,060*
Home Dem. Agent	1,824*	2,040*
Asst. County Agent	1,584*	1,800*
Veteran Service Officer	4,008	4,440
District Court Reporter		
Probation Officer		
*Supplemented by State		
Set by the State - Floyd County pays 52% of salary		
Set by State		

## POWELL'S PRICES GOOD JANUARY THROUGH JANUARY

ON THE WYE...YOUR HOME OWNED STORE

## CLOROX BLEACH 1/2 GAL. 39

## NORTHERN BATHROOM TISSUE 38¢

4 ROLL PKG.

38¢

CLOSE UP

## TOOTHPASTE 59

REG. 83¢

ONLY

59

## JERGENS LOTION ONLY 77

REG. \$1.19

## GLADIOLA FLOUR 59¢

5 LB. BAG

59¢

TREE RIPE ELBERTA

## PEACHES 25

NO. 2 1/2 CAN

25

## DEL MONTE PINEAPPLE GRAPEFRUIT JUICE DRINK 3 FOR \$1.00

DEL MONTE

PINEAPPLE GRAPEFRUIT

JUICE DRINK

46 OZ. CAN

3 FOR

\$1.00

## SHURFINE GREEN BEANS 59¢

3 SV. CUT

3 CANS

59¢

DEL MONTE

## SPINACH 19

303 CAN

19

## DEL MONTE TRIBE SIZE CATSUP 38

## SHURFINE FANCY WHOLE TOMATOES 23

SHURFINE FANCY WHOLE

## TOMATOES 23

303 CAN

23

## SUNSHINE KRISPY CRACKERS 33¢

LB. BOX

33¢

## JUMBO PIE 39

12 CT. BOX

39

## BIRDSEYE AWAKE ORANGE 3 FOR \$1.00

NO. 1 RUSSETT

## SPUDS 59¢

10 LB. BAG

59¢

## WASHINGTON FANCY DELICIOUS APPLES 23

9 OZ. CAN

23

## CARMACK'S GRADE A EGGS 49



CARMACK'S GRADE A

## EGGS 49

LARGE DOZ.

49

## PORK CHOPS 89

SHURFRESH

MILK

CENTER CUT

POUND

89

## COUNTRY STYLE BACKBONE 69¢

OR RIBS

## 69¢

POUND

GLOVERS

## BACON 59

POUND

59

## WILSONS CERTIFIED FRANKS 65¢

ALL MEAT

12 OZ.

PKG.

65¢

GET GOLD BOND STAMPS FREE WITH EVERY PURCHASE

GO 98 BO 98 STA 98 IF 98



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# January Clearance Sale

**Hagood's**  
FLOYDADA, TEXAS

SALE STARTS 9 A.M. THURSDAY, JANUARY 7

## DRESS SALE

Berkshire Annual  
January  
Hose Sale

REG. 99¢ HOSE 79¢  
3—\$2.35

REG. \$2.00 PANTY HOSE  
2—\$3.15  
4—\$6.30

OTHER HOSIERY CLOSEOUTS IN DISCONTINUED

NUMBERS STYLES AND COLORS

1/2

Price



## Lingerie Sale

Filmy night and day things at fabulous savings. Hurry in.

ENTIRE LINE OF SLIPS—GOWNS—ROBES  
PAJAMAS AND SETS.  
LORRAINE... THE LINGERIE YOU LOVE  
NOW GOING FOR 60¢ ON THE DOLLAR...

Save 40% FIRST CLEARANCE  
ON ENTIRE LINGERIE DEPARTMENT.

## Mens Sport Coats

SINGLE AND DOUBLE BREASTED	REG.	SALE
	\$35.00	\$21.97
	\$40.00	\$24.97
	\$45.00	\$29.97
	\$50.00	\$34.97
	\$55.00	\$39.97
	\$65.00	\$44.97

Pants To Compliment These Coats On Sale

—SEE PANT SALE AD BELOW

## Pant Prices

	SALE
\$14.00	\$9.97
\$16.00	\$11.97
\$18.00	\$12.97
\$20.00	\$14.97
\$22.50	\$16.97
\$25.00	\$18.97



PANT SALE "HAGGAR"

THEY FIT BETTER

Terrific... Buys



SALE	REG.	SALE
\$6.97	\$18.98	\$11.97
\$7.47	\$19.98	\$12.97
\$7.97	\$24.98	\$15.97
\$8.47	\$29.98	\$19.97
\$8.97	\$34.98	\$24.97
\$9.97	\$49.98	\$34.97
10.97		

OTHER PRICES IN SAME RATIO



## SPORTS WEAR

BOBBIE BROOKS  
JANE COLBY  
SURF & TURF

PANTS  
SKIRTS  
BLOUSES  
VESTS  
CAPES  
SWEATERS  
AND PANT SUITS



## Boys Coat & Jacket Sale



## GIRLS COAT SALE

SIZES 24 MO. TO AGE 14 YRS.

GOOD SELECTION OF COLORS, STYLES AND MATERIALS

REG.	SALE
\$6.98	\$4.97
\$8.98	\$5.97
\$9.98	\$6.97
12.98	\$8.97
13.98	\$9.97
14.98	10.97
15.98	11.97
16.98	12.97
19.98	14.97

## BOYS COAT SALE PRICES

REG.	SALE
\$6.98	\$4.97
\$7.98	\$5.47
\$8.98	\$5.97
\$9.98	\$6.97
\$10.98	\$7.97
\$12.98	\$8.97
\$14.98	\$10.97
\$15.98	\$11.97
\$17.98	\$12.97



ENTIRE LINE OF BOYS SPORT COATS AND SUITS

1/2 Price

SINGLE OR DOUBLE BREASTED — — — SOLIDS AND PATTERNS



ONE GROUP OF SHORT SLEEVE DRESS SHIRTS

1/2 Price

step out styles for boys

## Shirt Prices

REG.	SALE
\$2.98	\$1.97
\$4.00	\$2.97
\$5.00	\$3.97
\$6.00	\$4.47
\$7.00	\$4.97
\$7.50	\$5.47
\$8.00	\$5.97
\$9.00	\$6.47

## SHIRT SALE

SPORTS SHIRTS  
DRESS SHIRTS  
BODY SHIRTS

INCLUDING SHORT SLEEVE DRESS SHIRTS



## Boys Pants

BIG GROUP  
STA-PREST PANTS

1/2 Price

SOLIDS AND PATTERNS

ONE GROUP OF LONG SLEEVE SPORT SHIRTS

1/2 Price

## Sports Wear Sale Prices

SALE	REG.	SALE	REG.	SALE
\$3.47	\$11.98	\$7.97	\$19.98	\$14.97
\$3.97	\$12.98	\$8.97	\$21.98	\$16.97
\$4.97	\$13.98	\$9.47	\$22.98	\$18.97
\$5.47	\$14.98	\$9.97	\$24.98	\$19.97
\$5.97	\$15.98	\$10.97	\$29.98	\$22.97
\$6.97	\$16.98	\$11.97	\$34.98	\$24.97
\$7.47	\$18.98	\$12.97	\$39.98	\$27.97

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



## CENTER NEWS by Mrs. J.E. Green

CENTER, Jan. 4, 1971 - It has got cold at last - around 10 degrees in Floydada last night, and still cold in spite of the beautiful sunshine. Not so bad being a Senior Citizen at home with weather like this.

Mrs. R. C. Ross is home again after spending part of the holidays with her son, Melvin and family at Gruver.

Mrs. Alice Eddins, who is residing with Mrs. Ross this winter, has returned from Pennsylvania where she spent the holiday season with her daughter.

Hal Thomas was taken to Caprock Hospital Saturday with a bad nasal hemorrhage. He is reported better today.

Sue and Milton Mensch of Lubbock were with her parents, Mr. and Mrs. Hal Thomas, over the weekend.

Mr. and Mrs. W. C. Plumlee visited in Mineral Wells part of last week with her sister, Mrs. Inman, and with her brother, C. L. Plumlee. They returned home Thursday.

Bobby Welborn and family visited Sunday evening after church with his parents, Mr. and Mrs. J. D. Welborn.

Kenneth Lightfoot and family of Amarillo spent New Years day with his parents, Mr. and Mrs. Travis Lightfoot and Mike.

Mrs. Flora Warren, Mrs. Effie Roland and Myrtle Gross were luncheon guests of Mrs. Ava Jackson last Tuesday. Sunday dinner guests of Mrs. Jackson were Mr. and Mrs. Leo Frizzell.

Mr. and Mrs. Frizzell are spending this Monday in the home of their daughter, Mr. and Mrs. Garvin Beedy and family near South Plains.

Mr. and Mrs. C. W. Denison spent Christmas day with a son, Gilmer Denison and family at Lubbock.

Mr. and Mrs. C. W. Denison Jr. and Carol of Brownfield spent New Years Day with his parents.

The Odell Chappells visited Saturday evening with the Thomas Warrens.

Edwin Warren and Mr. and Mrs. Paul Stout were in the parental home, the Thomas Warrens, part of the holidays.

Some of our people indisposed during last week and the weekend were Don Warren, Mrs. Clarence Ashton and the J. E. Greens.

The Thomas Warrens visited awhile Sunday p.m. with Mrs. Ola Warren.

Mrs. W. L. Hartline spent from Dec. 26 to Jan. 1 visiting her sons and families. These were Dub and family at Roswell, N.M., and James at Whitehall, James and family brought his mother home and spent Saturday night and Sunday with his parents, the W. L. Hartlines.

The Christmas get-together of the J. E. Greens was Monday evening. Those present were Don Clark and Betty Lou Green and son, Donny of Big Spring; Victor and Sue Green and son, Jimmy and Steve, and Sue's father, E. J. Green, all of Plainview; Margaret Green Ryman and children, Sara, Donna, Susie, Nancy, Jay and James of Hubbard, and a nephew and family, Evelyn and Anthony Latta, David, Sam and Carol of Mt. Blanco. The Big Spring children returned home Tuesday.

The J. E. Greens and Margaret Ryman and children were in Plainview Wednesday where they dined with the Vics Greens. The Ryman's returned home Thursday.

The holidays saw the arrival of our dear former neighbors, Mrs. Walter Sims and Betty Jo and Charles Horton. They visited the old home place, and relatives and friends, including the Dale Millers, J. E. Greens, Mrs. D. Sims, Gordon Mayfields and others. They left for their home in Alvin Sunday.

Mrs. J. B. Massingill of Phillips and Mrs. Jeanette Massingill and children visited the Greens briefly Thursday on their way to Corpus Christ.

A misprint under a cutline in last week's Hesperian stated that Carl A. Bramlett was a Marine Corporal when it should have read Pvt. Carl Bramlett. Our apologies to the family.

Pvt. Bramlett is in the Army and here visiting his parents before departing for Vietnam.

### CORRECTION

A misprint under a cutline in last week's Hesperian stated that Carl A. Bramlett was a Marine Corporal when it should have read Pvt. Carl Bramlett. Our apologies to the family.

## FLOYD PHILOSOPHER Has A Prescription For Improving The Country, Maybe, In 1971



Editor's note: The Floyd Philosopher on his Johnson grass farm has a prescription for 1971.

Dear editor:  
Along about this time of the year it's customary to try to look ahead and predict what's going to happen in the next twelve months, or anything to get your mind off what happened in the last twelve, but the prediction business is in poor standing these days, nothing seems to turn out the way the experts forecast, from Vietnam to the economy to the football season, so I thought I'd switch. Instead of saying what's going to happen, I'd like to suggest what ought to happen. And if you put it in one sentence, what the world needs most in 1971 is to re-discover the ability to kid itself.

Everybody takes everything too seriously, from college students to world statesmen. All the leaders are afraid they're going to say the wrong thing or pick up the wrong fork. They have the idea everything you do has to be exactly right, everything you say has to be written down in advance.

Why, if they receive an award or a testimonial and all they need to say is thank you, they pull out a paper and read it off!

thank you.

Nobody ever admits he has a crop failure, politically speaking. If a commission, after spending a year and a million dollars, criticizes some program, the program director claims the criticism basically was complimentary. Right now, both parties are still claiming they each came out ahead in the November elections.

One time, I read once, one of President Lincoln's cabinet members came to him privately and said another cabinet member had said the President was a fool for taking a certain action, figuring Lincoln would fire the man outright for such disloyalty, but Lincoln, without having to research the matter and read his answer from a script, said, "You know, the more I think about what I did, the more I'm afraid he's right."

Anybody can laugh at what a humorist says, but the measure of a real man is his ability to laugh at himself.

I'm not saying this is going to happen in 1971, but it might be a good prescription for the whole world. See you next week, not quite so seriously.

Yours faithfully,  
J.A.

## Kendrick Completes ATT Course

MEMPHIS, TENN. - Marine Pfc. Byron M. Kendrick, son of Mr. and Mrs. Bobby H. Kendrick of Route 2, Floydada, was

graduated from the Aviation Machinist Mate School at the Naval Air Technical Training Center, Memphis, Tenn.

## FHA FARM FAMILY OF THE YEAR IN COMANCHE COUNTY

The Euell G. Gilbreath family of the Edna Hill Community in Comanche County has won the 1970 Texas FFA Farm Family of the Year Award, according to an announcement by J. Lynn Futch, State Director of the organization.

The award, first of its type to be made by the Farmers Home Administration in Texas, was competed for by fourteen farm families from throughout the state. One family from each of the fourteen FFA Districts was nominated for the State Award. Those considered were families who have made outstanding success through the use of FFA credit in developing a family farm while at the same time contributing to the betterment of agriculture and their community.

Futch stated that the Selection Committee had a difficult job in determining the final winner due to the successful programs of all families nominated.

The Gilbreath family operates a combination dairy-beef cattle farm of some 632 acres, 160 acres owned and 472 rented. Their dairy herd is made up of 80 Holstein cows with a D.H.L.A. record the past year of 14,813 pounds of milk per cow. Replacements for the dairy herd are all produced from artificial insemination with a Summer and Winter tem-

porary pasture program being used as well as 465 acres of improved permanent pasture. The beef herd, at present, consists of 50 mother cows with 55 young heifers being grown out to enlarge the herd.

Starting out in 1957 with Farmers Home Administration financing, the Gilbreath family, through hard work and the wise use of credit, has been able to develop a most successful family size farm while, at the same time, exemplifying rural community leadership and citizenship at its best. The Gilbreaths have one son, David, who attends Dublin High School and is active in school, church and community youth work.

State winners of the award will compete for the National Farmers Home Administration Farm Family of the Year Award in Washington, D. C. early next year. The National winner will receive a trip to Washington where they will be honored.

### FLOYD DATA

Mr. and Mrs. Jack Henry have returned home after spending the Christmas and New Year holidays in Dallas visiting relatives and friends. They were joined there after Christmas by their son's wife, Mrs. Jack Henry and baby of Montgomery, Ala., who continued on by plane to Mexico City to spend some time with members of her family, who are vacationing in Mexico City.

### FLOYD DATA

Mr. and Mrs. Karl Craig and four children of El Paso and his mother, Mrs. Ernestine Craig of Hale Center came to visit Bonnie's folks, the Raymond Uptons last Monday, and all had Christmas here. Mrs. Craig returned home Saturday, and the Karl Craigs returned home Sunday morning. The Ronnie Uptons and three children of Amarillo arrived Christmas Eve to spend some time here with the Uptons, and her folks, the Louis Blums at Floydada. All the above had Christmas Eve in Floydada at the Blums. The Ronnie Uptons spent Sunday with the Blums, and left for home that night.

Mr. and Mrs. John Key West had their family together Christmas Eve. Guests were



## NEWS FOR HOMEMAKERS

by Sherry Mullin  
Floyd County H. D. Agent

### HAVE YOU THANKED A GREEN PLANT TODAY?

The following was taken from Ted's Tips, the weekly column by Ted Fisher, the Travis County Ornamental Horticulturist. I thought it was extremely timely and interesting.

"Have you thanked a green plant today? This is the phrase I saw recently on a bumper sticker that has more truth in it than most people realize. Green plants do a great deal of good for all of us every day, not only in supplying food and fiber, but also in the fight against pollution. We hear a lot of talk about what we can do to fight pollution. Green plants have been fighting pollution ever since time began. Let's take a look at trees and the way they are help to combat pollution, and improving the environment in which you and I live.

We all enjoy the shade of a tree when the weather is hot. This is due, in part, to the fact that trees lower air temperatures and lessen light intensity. The amount of moisture given off (transpired) by a large tree on a summer day can be as much as 100 gallons. This transpiration not only humidifies and cools the air, but also removes impurities by acting as an air washer.

We should all be aware that trees take carbon dioxide and other polluting gases from the air and return pure oxygen - vital oxygen needed to sustain animal life on this earth. This the tree does through photosynthesis.

Trees are constantly at work filtering dust particles and unpleasant odors from the air. It has been estimated that an 80 year old beech tree, for instance, has about 1,500 sq. yards of total leaf surface that catches dust particles during much of the year. Evergreen trees can filter the air all year round.

### FLOYD DATA

Clay Lyles of Abilene visited here during the week with his parents, Mr. and Mrs. C. M. Lyles.

## COUGAR COUNTRY

IN COLOR

• A FILM FOR  
THE ENTIRE FAMILY

FOLLOW "WHISKERS," an independent and curious young cougar, through two exciting years in a mountain wilderness known as "COUGAR COUNTRY"

• A true wildlife adventure story

MONDAY ONLY  
January 11

PALACE THEATER

SHOW TIMES  
4:30-6:30-8:30 p.m.

Adults: \$1.75

Children Under 12 - 75c

A PRODUCT OF AMERICAN NATIONAL ENTERPRISES, INC.



ROUND STEAK

T-BONE STEAK

CLUB STEAK

CHUCK STEAK

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THESE PRICES  
JANUARY 7, 8

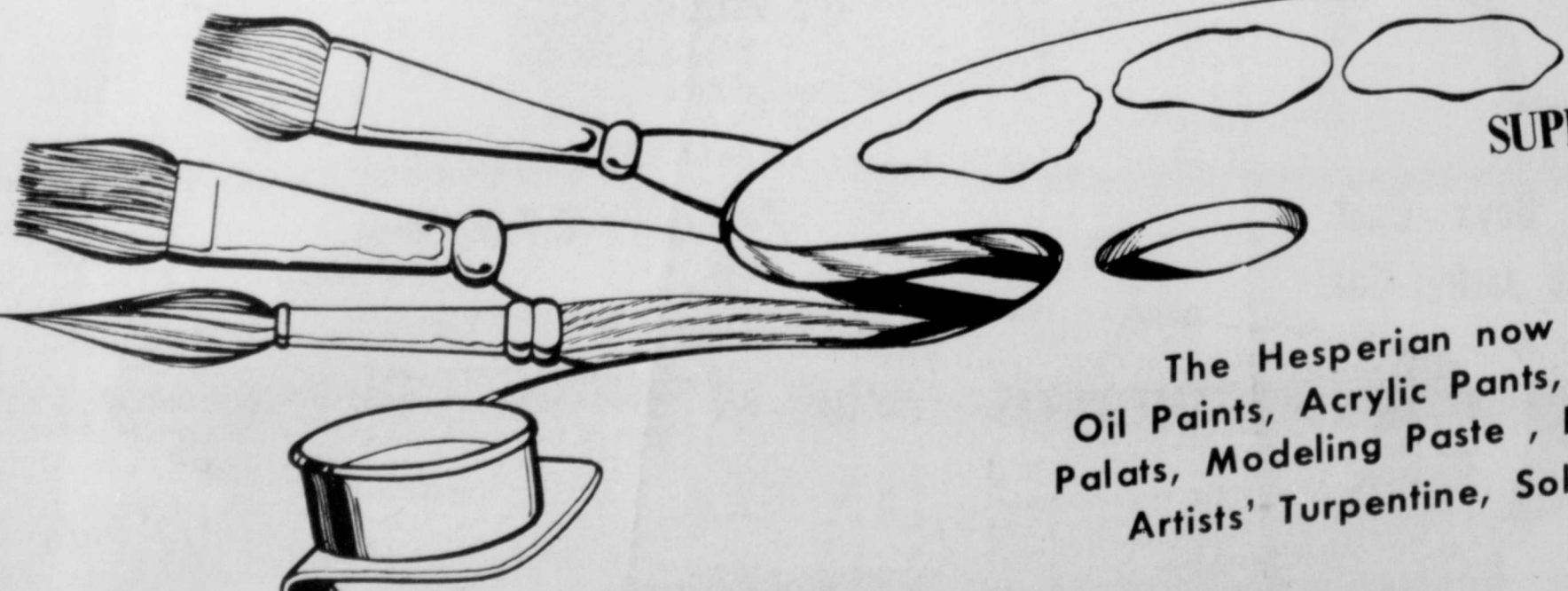
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SUPPLIES for the ARTIST By

GRUMBACHER

The Hesperian now has EVERYTHING for the ARTIST. . . Oil Paints, Acrylic Paints, Water Colors, Canvas Board, Brushes, Palats, Modeling Paste, Retouch And Picture Varnash, Linseed Oil, Artists' Turpentine, Soluvar Gloss, Acrylic Spray Coating, and Tracing Tablets.

HESPERIAN OFFICE SUPPLY

come  
on in

and  
look us over







# Come to Church Sunday



## ST. MARY MAGDALEN CATHOLIC CHURCH

REV. ROLAND BUXKEMPER  
SUNDAY: 11:00 a.m. Service of the Word of God and Holy Communion  
The Service of the Word of God and Holy Communion is also celebrated on Monday and Thursday at 9:00 p.m.

MONDAY: Christian Education Classes:  
Grades 1-8 - 4:00 to 5:15 p.m.  
Adults - Monday night after Mass

## WEST SIDE CHURCH OF CHRIST

Sunday Morning Worship.....10:30  
Evening Services.....7:00  
Wednesday Evening.....7:00

## SANDHILL BAPTIST CHURCH

CRAIG WILCOX, Pastor  
Sunday Services  
Sunday School.....10:00  
Morning Worship.....11:00  
Training Union.....6:30  
Evening Worship.....7:30  
Wednesday Evening Services.....7:30

## FIRST UNITED METHODIST CHURCH

C.B. MELTON, Pastor  
Sunday Services  
Sunday School.....9:45  
Worship Service.....11:00  
Youth Fellowship.....5:00  
Evening Worship.....6:00

## FIRST CHRISTIAN CHURCH

DWAYNE GRIMES, Pastor  
Sunday Services  
Sunday School.....9:45  
Worship Service.....11:00  
Youth Meeting.....6:00  
Evening Worship.....6:00

## FIRST BAPTIST CHURCH

F.C. BRADLEY, Pastor  
Sunday Services  
Sunday School.....9:45  
Morning Worship.....11:00  
Church Training.....6:00  
Evening Worship.....7:00

## CALVARY BAPTIST CHURCH

HOLLE PAYNE, Pastor  
Sunday Services  
Sunday School.....9:45  
Morning Worship.....11:00  
Training Union.....6:00  
Evening Worship.....7:00

## BIBLE BAPTIST CHURCH

LLOYD HAMILTON, Pastor  
Sunday School.....9:50  
Morning Worship.....10:45  
Sunday Evening Prayer Meeting.....6:00  
Sunday Evening Services.....6:30  
Wednesday Evening Services.....7:30

## NEW HOPE PRIMITIVE BAPTIST CHURCH

BEATHEL JEFFREY, Pastor  
Sunday Services  
2nd Sunday  
Morning Worship.....11:00  
2nd Saturday Afternoon.....2:00  
2nd Saturday  
Evening Worship.....7:00

## CEDAR HILL ASSEMBLY OF GOD CHURCH

Cedar Hill Assembly of God Church  
Sunday Services  
Sunday School.....10:00  
Morning Worship.....11:00  
Evangelistic Service.....6:30

## ALDERSGATE SPANISH UNITED METHODIST CHURCH

NOW MEETING AT FIRST UNITED METHODIST CHURCH  
Thursday Evening Bible Study.....7:30



W.G. LILLARD  
First Assembly Of God Church

## Is There A Hope For Tomorrow?

Just Monday night the President of the United States stated that the year 1971 would be a better year than the one just past, and that the following year (1972) would be a very GOOD year; but, to each of you my Christian friends, allow me to impress upon you that the only "REAL HOPE" for tomorrow and the years to come is in our Lord and Savior Jesus Christ.

Our world in the past year has experienced many, many tragedies. Our world has been one filled with war, famine, fear, riots, murder, heartache and sorrows and such a world really has no hope to offer for tomorrow or the years to come.

The "BIBLE" gives each of us, "Who chooses to believe the scriptures", the greatest RAYS OF HOPE found anywhere in our world today. Yes, "THERE IS HOPE FOR TOMORROW AND THE YEARS TO COME." ST. John 14:1 Let not your heart be troubled, ye believe in God, believe also in me.

W. G. LILLARD, PASTOR  
First Assembly of God Church

## THE CHURCH OF THE NAZARENE

HERBERT ELS, Pastor  
Sunday Services  
Sunday School.....9:45  
Morning Worship.....10:30  
N.Y.P.S. ....5:30  
Evening Worship.....6:30  
Prayer Meeting, Wed. ....7:30

## CUMBERLAND PRESBYTERIAN CHURCH

Sunday School.....9:45  
Bible Study.....6:30

## FULL GOSPEL CHURCH

202 Marlvena  
Sunday Services  
Sunday School.....10:45  
Morning Worship.....11:00  
Evening Worship.....7:30  
Prayer Meeting, Thursday.....7:30

## DOUGHERTY BAPTIST CHURCH

JIM DEWESE, Pastor  
Sunday Services.....10:00  
Morning Worship.....11:00  
Evening Worship.....7:00

## CITY PARK CHURCH OF CHRIST

Sunday Services  
Bible Study.....9:30  
Morning Worship.....10:30  
Evening Worship.....6:00  
Bible Study Wednesday.....7:30  
Ladies Bible Study, Wed. ....9:30 a.m.  
STEVE BRACKEN, Minister

## WALL STREET CHURCH OF CHRIST

NEWELL BURK, Elder  
Sunday Services  
Communion and Morning Worship.....10:30  
Evening Worship.....6:00

## SOUTH PLAINS BAPTIST CHURCH

REV. W.L. TRICE, Pastor  
Sunday Services  
Sunday School.....10:00  
Morning Worship.....11:00  
Training Union.....6:00  
Evening Worship.....7:00

## CARRS CHAPEL

Services Every Sunday  
Rev. Russell McAnally of Petersburg, Pastor  
Morning Worship.....9:30 a.m.  
Sunday School.....10:30 a.m.  
No Evening Services

## VICTORY BAPTIST CHURCH

PETE LOONEY, Pastor  
Sunday Services  
Sunday School.....10:00  
Morning Worship Service.....11:00  
Sunday Evening Worship.....7:00  
Mid - Week Worship - Wed. Eve.....7:30

## NEW SALEM PRIMITIVE BAPTIST CHURCH

JOE M. JACKSON  
Sunday Services  
Congregational Singing.....10:00  
Morning Worship.....11:00  
Regular Conference Meeting each  
Second Saturday Night.....8:00

## SPANISH BAPTIST MISSION

Sunday Services  
Sunday School.....9:45  
Morning Worship.....11:00  
Training Union.....6:00  
Evening Worship.....7:00

## FIRST ASSEMBLY OF GOD CHURCH

W.G. LILLARD, Pastor  
Sunday Services  
Sunday School.....9:45  
Morning Worship.....11:00  
Youth Service.....6:00  
Evangelistic Service.....7:00

## CEDAR HILL BAPTIST CHURCH

Sunday Services  
Sunday School.....10:00  
Morning Worship.....11:00  
Evening Worship.....7:30

This Inspirational Message Is Sponsored By The Following Civic-Minded Firms:

Builders Mart  
Federal Land Bank Of Floydada  
Hale & Hale Insurance  
Edmiston Plumbing & Heating  
Russells Shop & Equipment  
Floydada Real Estate & Insurance

McDonald Implements  
Gilbreath Humble Products  
Consumer Fuel Association  
Parker Furniture  
Wylie Butane  
City Auto Inc.

Floydada Implement Co.  
Martin & Company  
Holbert's Fina  
Reed Ford Sales  
Farmers Co-op Gins  
Goen & Goen Insurance

Collins Implement Co.  
Mowdy Meat Mkt.  
Quality Body Shop  
Solomon Jewelry  
Hesperian Office Supply  
Ponderosa Meat Co.



## YOUTH PLAINS NEWS by Mrs. Murray Julian

PLAINS, Jan. 4 - Degrees were registered at South Plains this morning as the New Year's Eve party was held at the school. Several reported warm weather and other minor school children. The school children were back to school after a Christmas and New Years

Mrs. E. J. Kinslow Christmas Eve for N.M. to spend Christmas with her son, the Bary Jennifer and Grant. She from North Texas, and Steve of the company them. New Mrs. Kinslow's sister, B. L. Ellison and her family, Mr. and Mrs. Mabry and Kurt burg, were dinner and guests with them.

They struck the Buck family here Friday afternoon. Buck Ford's brother, Lloyd Ford, 25, was a two-car collision accident, Kansas, where he lived. Funeral service to be held this Monday, Jan. 4 at the Columbia Church of Plainsview, but due to weather, and flying, the funeral was held for Tuesday afternoon. They extended our sympathy to the family in their grief. Mrs. Fletcher Powell family hosted a family Christmas party at their home New Years Tommy Powells and the Powells and other of the family present. In the school auditorium, the school should plan to go to their children to hear their informative program.

Mrs. W. L. Trice children arrived home night after spending with their parents in Al-Dublin. Mrs. J. W. Powell in Alstine, Texas, spent in Lockney with his Mr. and Mrs. R. L. Hol-d Thursday they all day with Mr. and Mrs. ble and had lunch here and children. The are parents of Mrs. and the Powells are her aunt.

Mrs. Fred Forten- have been going back and Lockney this past week. Mrs. N. C. Mc- been in the hospital with pneumonia since. She is better at this red carried mail on for Cliff Gilly Wednesday.

Mrs. Travis Young and Mrs. Jerry Ford had supper in the Mr. and Mrs. Buck Thursday night and games are played later in the Mrs. E. P. Pritchett had their son, Lieu- Mrs. Price Pritchett from Alexandria, Vir- with them for part Christmas holidays. so visited in Austin with S. the Moores.

Mrs. Karl Craig and Mrs. El Paso return- their home last Sunday pending the Christmas here with Mrs. Craig's Mr. and Mrs. Raymond and with the Ronnie Up- children of Amarillo, re also here for the hol- with their parents.

Bryant Higginbotham S. L. N. Johnson were at the Higginbotham Wednesday evening dinner honoring Rev. and Mrs. Smith, Gregg and Weatherford, who had Christmas holidays relatives in Lubbock and Mrs. They spent the night

with Mrs. Higginbotham, L. N. Johnson, Shari, Denise and De- neen, and Carlton were also present. Visitors during the evening with the above were Mr. and Mrs. Philip Smitherman, Monty and Marc, and Mr. and Mrs. Murray Julian.

Mr. and Mrs. George Weast, Mr. and Mrs. Fred Fortenberry and Mrs. Bryant Higginbotham went to Silvertown last Tuesday for the funeral service of Mrs. Naomi Stevenson, who was the sister of Mrs. Tom Fortenberry and Mrs. George Taylor of Cedar Hill.

Shawnda Sanders, daughter of Mr. and Mrs. Curtis Sanders, came down with chicken pox Sunday morning and is confined to her home. Shawnda has been attending kindergarten in Floydada.

Mrs. Travis Young and girls, Lori and Shandra, accompanied Mrs. Young's sister, Mrs. Leroy Burns to Iowa Park Wednesday where they spent the night. They took Mrs. Burn's daughter, Mrs. Clifford Hacker, back to her home after a visit here in Floydada with relatives.

Mr. and Mrs. Bruce Julian returned home Sunday morning after spending New Years week end here with his folks, Mr. and Mrs. Murray Julian and Mr. and Mrs. Kendis Julian and girls. All of the family had New Years dinner in the Murray Julian home, with the proverbial black eye peas and hog jowl for good luck. Saturday evening they had a sea food dinner in the Kendis Julian home. The young folks left early because of the snow and bad roads which hit up in the Panhandle. They met the snow at Pampa, and reported the fall was heavy in Perryton.

Travis Young took his sons, Kenneth and Kirk, hunting with

him at Sonora last week from Monday through Wednesday. They brought back some fine venison and had a wonderful time camping out, with bed rolls and cook-outs. Gene Swearingen and his boys accompanied them.

It was 24 degrees here Sunday morning, and 55 ventured out to the Baptist morning services. The Evangelism Conference will be held in Fort Worth on Jan. 11-12, and the pastor, W.L. Trice, plans to attend. Business meeting will be held at the church Wednesday night.

Mr. and Mrs. Mark Langley and Gregg spent their Christmas vacation in San Francisco, California where they visited with relatives. Mark is the song leader at the South Plains Baptist Church.

Hobby Club members will meet for the first meeting of the year, Jan. 13 at 2 p.m. at the home of Mrs. Griggs by Milton, with election of officers to be held. Each is asked to bring hand work to the meeting.

South Plains lunchroom menus for the week of January 11-15, 1971

MONDAY: Vienna sausages, Whole small potatoes, Leaf Spinach, Apple Cobbler, hot rolls, butter, milk.

TUESDAY: Cubed steak with gravy, boiled rice, green beans, fruit gelatin, hot rolls, butter, milk.

WEDNESDAY: Baked beans, mixed greens, corn on the cob, peanut butter cookies, hot rolls, butter, milk.

THURSDAY: Macaroni and cheese, cutbeats, sliced carrots, cake with topping, hot rolls, butter, milk.

FRIDAY: Bar-B-Q on buns, French Fries, baked beans, peanut butter Raisin Ball, milk.

## Cougar Country To Show At Palace

Next Monday, January 11, the Palace Theatre brings "Cougar Country" to Floydada. The special one-day showing of the G-rated color nature film features show times at 4:30, 6:30 and 8:30 p.m. Admission is \$1.75 for adults and 75¢ for children under 12.

Nature provides the special effects in the new outdoor adventure film.

In the still, rugged high country of Colorado there is nothing more real than a young cougar as he stalks his prey. And there is nothing funnier than the actions of a curious cat as he awaits a cold and hungry night. . . wondering how it got away!

"Cougar Country" is the real story of the first two years in the life of a mountain lion in the beautiful mountains in the West. It is the latest release by American National Enterprises, Inc., an outdoor and adventure film company located in Salt Lake City, Utah.

A huge cast of wild animals provides the action as "Whiskers," the cougar, grows up under the careful tutoring of his mother. Background is the natural splendor of the Rocky Mountains. Nature provides the special effects; American National Enterprises, Inc. provides the film and cameras.

Life for the young cougar among the peaks of the Colorado mountains is exciting and funny as he learns to catch fish from an icy stream and sometimes ends up getting wet.

"Cougar Country" provides "fun" entertainment for the entire family as "Whiskers" moves farther and farther from his mother's lair and meets more of his neighbors, including a somewhat offensive skunk, a mean marmot, a not-too-friendly American Eagle, giant moose and elk, beaver, badgers and coyotes - and all the other animals with whom he shares his territory - "Cougar Country."

Here is an outdoor film that shows nature as it really is - sometimes deadly serious, sometimes unbelievably comical - but always colorfully beautiful! "Cougar Country" is a film which adults and children alike will enthusiastically enjoy.

## County Officers Are Sworn In

New Year's Day, County Clerk Margaret Collier swore in nine county officials who were elected in last November's balloting. They were J. K. Holmes, County Judge; Mary L.

McPherson, District Clerk; W. D. Newell, County Surveyor; R. H. Ford, Justice of Peace, Precincts 2 and 3; S. J. Handley, Justice of Peace, Precincts 1 and 4; C. E. Jarrett, County Commissioner, Precinct 2; Bill McNeill, County Commissioner, Precinct 4; Troye Stansell, County Treasurer; and Margaret Collier, County Clerk.



CHARLES BRONSON and Michele Mercier hide from a hail of bullets in Columbia Pictures' "You Can't Win 'Em All," which also stars Tony Curtis. The three play adventurers in rebellion-torn 1922 Turkey, each out to double-cross the next even as they march with armies or two warring nations. Showing Friday and Saturday at the Capada Drive In.

## Looney Family Moving To Albuquerque

Mr. and Mrs. Pete Looney and children, Edward, Anthony, Karen, Patrick and Peter of Floydada will be moving to Albuquerque, N.M. the latter part of next week where Looney will be doing missionary work.

Looney said it was his desire to serve as a home missionary in Albuquerque but would need the prayers of all and financial help from churches and individuals.

He has been preaching for the past four years and has served the Victory Baptist Church the past two years. He was ordained by the church in February, 1969.

Looney is a native of Floydada and has been a barber here for the past 16 years.

The family will reside at 422 Charleston, N.E., Albuquerque.

## Last Year A Dry One

It was a dry year, 1970, as you might have suspected. With Floydada showing an official rainfall total of 13.25 inches for the year, there have been only seven years since 1925 - as far back as the Hesperian has records - that have had less.

Last year showed the least rainfall since 1965, when 12.12 inches fell on the city. Nearly twice as much fell in '69 - 24.41 inches.

You have to back to 1956 to find a dryer year - only 8.45 inches was recorded here. The fifties had several other dry ones, too. 10.56" in '54; 13.24" in '53 (barely beating last year's low mark); 13.35 in '52; and 18.12" in '51.

Other years that beat out last year for low precipitation were 1948, with 11.98"; 1934, 11.50"; and 1927, 12.50".

## Auto Insurance Goes Up!

As expected, Texans will be paying higher auto insurance rates next year. But rates will not be as high as first proposed.

State Board of Insurance has announced an average statewide 13.6 percent increase for all classes of vehicles and coverages. Actually, that's about a 14 percent overall increase for private passenger cars.

In establishing the rate, the Board, for the first time in its history, took into consideration insurance company income from investments and all other sources. But it backed off from the "net worth concept" which would have produced still higher rates.

Staff members of the state

regulatory agency last November recommended an average hike of 23.4 percent. Industry actually asked 27.7 percent, and reportedly is disappointed at the end result, since it got only about half of what it wanted.

Board members staunchly defended their findings as adequate, however, and said rates will allow after-tax profit of 5.1 percent on total assets, or 7.2 percent before taxes.

Rate of return from policy underwriting reflected in 5.1 percent profit is only 1.3 percent after taxes. Profit allocation from interest, dividends and rents is 2.9 percent after taxes and from realized and unrealized capital gains of

1.9 percent. On a sample area basis, policies for average drivers of new, medium-priced cars would increase (all coverages combined) by the following amounts:

Northeastern zone \$25, Southeastern \$23, El Paso \$29, East Texas oil field area \$15, West Texas oil field \$30, Webb County \$19, Coastal \$24, Rio Grande Valley \$20, Galveston

County \$26, Potter and Randall Counties \$24, Denton County \$25, Wichita County \$21, Dallas County \$27 and Harris County \$22.



SIAMESE TWIN PIGS were farrowed by a sow on the J. T. Huck-abay hog ranch last week. They didn't live and were part of a 14 pig litter. (Staff Photo)

## TEC Says Whole Picture Not Bleak

The pace of Texas economic growth slowed during the 1970's chiefly under the impact of federal fiscal policy, Texas Employment Commission indicates.

But TEC in its annual report to Governor Preston Smith makes it clear that the whole picture is not bleak.

Unemployment went on a rise, to be sure, the rate going from 2.6 to 3.7 per cent of the labor force, highest closeout figure of any fiscal year since 1965. Several major areas of the state were hit hard by the cut in defense spending.

The labor force continued to grow, though at a much slower rate. Total employment was estimated at 4,629,700 at fiscal year - end, up 1.5 per cent from the previous year.

Nonagricultural employment was estimated to be up 1.9 per cent over last year, hitting 4,323,700. The estimated agricultural employment 306,000, was off 3.6 per cent, due mainly to a substantial reduction in the number of workers needed in the coastal bend area, caused by Hurricane Celia.

TEC sought to promote maximum employment by encouraging the development and full use of all manpower resources, placing 349,077 persons in non-agricultural work. This was a decline from 458,046 in fiscal 1969.

A landmark during fiscal 1970 was the initiation of a computerized Joe Bank in San Antonio to provide more effective services to both applicants and employers. A conceptual Model Office was installed there to make use of Joe Bank data, and a Job Information Service was provided which included a Job Search Information unit aimed primarily at disadvantaged residents in ghetto areas.

Agricultural placements, at 199,432, were down only moderately, despite a decreasing need for seasonal farm workers due to increased mechanization. This accelerating trend forces many farm workers out of the migrant stream, and TEC has redirected some resources to provide employability development service to these workers.

The 733,911 who sought work through TEC in 1970 represented a yearly increase of 14 per cent. Among these were 142,474 veterans. Commission offices counseled over 82,000 of the new applicants, and administered ability or skill tests to 86,451.

TEC paid out \$46,912,306 in unemployment benefits during fiscal 1970, up from the \$27,413,021 of the previous year. Claimants received an average weekly payment of \$38.74 and an average total amount of \$378.88.

This decreased the Texas Unemployment Compensation Fund by more than \$5.2 million, to \$347,964,929. Since the fund still exceeds \$300 million, most employers may anticipate another reduced tax rate in 1971. They received such a rate reduction in 1970 for the same reason.

The state gained 2,146 covered employers during 1970, now totaling 89,170. Of the experience - rated employers, 94.7 per cent are now eligible for the minimum unemployment tax rate of 0.1 per cent.

TEC extended special service to veterans, handicapped applicants, youth, older workers, and minority groups. It found time to participate in several extended service projects such as the Work Incentive, Concentrated Employment, Model Cities, Volunteers in Service to America, Public Service Careers, and the Supplemental Training and Employment programs.

Screening and referral of persons to training in job skills was another TEC major effort during 1970, working through special programs such as Manpower Development and Training, NAB-JOBS, the Cooperative Area Manpower Program, Job Corps, Neighborhood Youth Corps, Operation Mainstream, New Careers, and the Special Impact Program.

The Commission had 129 regular institutional training projects approved for 3,035 MDTA trainees, and provided special training opportunities to over 22,000 more. In addition, 16,098 persons were placed in NAB-JOBS training where the National Alliance of Businessmen in Texas and TEC work jointly to provide on-the-job training to the hardcore unemployed.

TEC referred 4,854 eligible young people 16-21 to Job Corps, where they were prepared for the responsibilities

of citizenship and taught job skills to improve their employability.

Cooperative Area Manpower Program was responsible for planning and coordinating efforts of Federal and State agencies whose programs aim at development and training of manpower.

## SECOND SUNDAY SINGING JAN. 10

C. M. Lyles announces the regular Second Sunday Singing to be held January 10 at the Nazarene Church in Floydada. Singing hours are from 2 until 4 p.m.

All lovers of good Gospel singing are invited to attend.

## FLOYD DATA

New Years guests of Mr. and Mrs. J. C. Odam and Gary were Mr. and Mrs. R. E. Poore of Springfield, Mo., Mrs. Odesa Cage and Clay of Lubbock and Mrs. Stanley Waites and children of Hale Center.

## FLOYD DATA

Mrs. C. E. Bartlett has returned home after spending last week in Fort Worth with her son, R. V. and wife. She also visited Mrs. Iris Hodge, Mr. and Mrs. Wallace King and Mrs. W. A. Melton while there.

## Holland Is AF Officer School Graduate

MONTGOMERY, ALA. - Captain Charles W. Holland, son of Mr. and Mrs. T. C. Holland of Floydada, has graduated from the Air University's Squadron Officer School at Maxwell AFB, Ala.

Captain Holland was selected for the professional officer course in recognition of his potential as a leader in the aerospace force.

He is permanently assigned at Louisville, Ky., as an aircraft maintenance officer.

The captain was commissioned upon completion of the Air Force Reserve Officers Training Corps program at Baylor University, Waco, Tex., where he received his B.A. degree in psychology. He earned a B.A. degree in 1965 from Texas Technological University.

# TREFLAN

5 GALLON

## \$101<sup>50</sup> CASH

PRODUCERS COOPERATIVE ELEVATOR  
FLOYDADA

## Farm Machinery Auction

Wednesday, January 13, 1971

Time: 10:00 A.M.

LOCATION: Bozeman Machinery Lot, 122 Malou Road, Lubbock, Texas. This will be our annual sale - Trucks available for pickup. Farmers, Dealers, Bankers, Traders turn your surplus machinery into cash, Sell or Buy.

COMMISSION: 10% to \$150.00 then 5% with \$50.00 maximum on any one article. Tractors will sell at 2:00 P.M. Tractors and Equipment subject to prior sale.

Lunch will be served by Big Red Catering Service

Terms Cash

TRACTORS PLUS ACRES OF EQUIPMENT ALREADY LISTED-MORE TO COME

- |  |  |
|--|--|
| 1 - 4020 J.                              | 1 - UB MM                              |
| 1 - 4020 JD diesel and cab               | 1 - UTU MM                             |
| 1 - 706 diesel w/cab                     | 1 - M & F 65 Diesel                    |
| 1 - 560 diesel                           | 1 - M & F 65 LP                        |
| 1 - 460 LP                               | 1 - Feg. 30                            |
| 2 - M                                    | 1 - 1800 Oliver LP                     |
| 2 - H                                    | 1 - 900 Ford D                         |
| 2 - 4010 JD LP                           | 1 - 801 Ford D                         |
| 1 - 3010 JD LP                           | 1 - Ford Jubilee                       |
| 1 - 630 JD LP                            | 3 - 8N Fords                           |
| 1 - 530 JD LP                            | 2 - Fordson Majors                     |
| 1 - 720 JD LP                            | 1 - Winch truck                        |
| 2 - 70 JD LP                             | 1 - Belt terrishing machine            |
| 1 - 60 JD LP                             | 1 - Large 3 disk plow for 5020 or cat. |
| 3 - G. JD                                | 1 - 14 Krouse offset disk              |
| 2 - A. JD                                | 1 - tandem stock trailer               |
| 1 - MM 570 LP with cab R. fair           | 1 - J.D. Imp. trailer                  |
| 1 - MM Big Mo. 500 with loader & backhoe | 2 - wheel stock trailer                |
|  | 1 - 4 wheel nurse tank and trailer     |

Cultivators 2-4-6-rows, 3 pt. & Ft. mount, planter 2-4-6 3 pt. Graham plows. Listers 3-5-7 rows. Crustbusters 2-4 rows. Tandems 12-14-16 ft. & 3 pt. Breaking Plows 2-3-4 bottom spinners, Rolling cult. 4-6 row gang hoes, 2 bottom Ford Plows and 2 Disk & 3 Disk drg. Oneways 3 pt. & Large drag. Tractor Duals, 2-4 row Shredders, 3-4-5 Stalkcutters, Farm Hand Loader, Wheel Weights - Busters, Lots of Items to numerous to mention.

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Friday, January 8, 9 a.m.

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# Babson's 1971 Forecasts

Cont. from last week  
PRODUCTIVE CAPACITY—  
HELPMATE AND VILLAIN

As 1971 debuts, American industry is operating well below its theoretical capacity. Moreover, new plant and equipment projects started prior to the deceleration of capital outlays last year will be coming on stream in 1971. The nation's productive capacity—which is growing in might and efficiency—provides at least a measure of hope that inflation can be kept within tolerable bounds. Excess productive capacity relative to current levels of demand tends to moderate the severity of price mark-ups, while the use of efficient facilities can bolster profit margins.

But there is another face to the productive capacity factor. Due to the large gap between productive potential and near-term demand, the urgency to increase new plant and equipment has moderated noticeably. Hence, the Babson's Reports staff does not expect businessmen immediately to resume the expansive rate of outlays for capital equipment which fired the economic boom of the last decade. To the extent that recent cutbacks in business capital expenditures are not fully restored, progress of the economic revival in 1971 could be restrained. Overall, there should be an upward trend in business capital expenditures, but much of this will be due to price inflation. On a physical volume basis, the increment will not be signally impressive. However, there could be some assistance if efforts to stimulate the economy incorporate measures restoring even part of the investment tax-credit incentive to capital expenditures.

## TRILLION-DOLLAR ECONOMY

The nation's Gross National Product should rise to a new record rate in 1971, with the year's average exceeding the trillion-dollar mark. This measure of the dollar value of goods and services produced, in current dollars, is expected to average approximately 6 per cent above the rate for 1970. However, much of the gain will stem from price increases; on a deflated basis, Gross National Product will show a much smaller increment, perhaps approximating 3 per cent. Greatest part of the strength is expected to occur during the first half-year, with the first three months evidencing most of the vigor, yet with the second quarter sustained at a high level. The second half of 1971 will see a degree of pullback from the first half, with labor conditions the primary determinant.

## 1971 ECONOMIC PROFILE

The staff of Babson's Reports envisions a strong business tempo in the first half of 1971. Depending upon the scope and length of tie-ups in the steel and copper industries, however, at least a significant slowdown seems unavoidable for a portion of the second half. If the steel workers "hit the pavement," industrial production will encounter a downdraft after midyear; but even if the now apparently remote possibility of an amicable settlement occurs, there will be a "breathing spell" in industrial production, as the steel companies and their customers work off strike-hedge stockpiles. Toward the end of the year, renewed buoyancy should be in evidence.

Strength in the first half of 1971 will not be uniform. During the first quarter, we project a definite uptrend in factory output. This will be due largely to the carryover of post-strike catch-up efforts in the automobile, industry. This impetus will be augmented by inventory accumulations in preparation for labor troubles in the industries cited earlier. The second quarter of 1971 will likely see a leveling-off in the business climb as the automotive field returns to more normal levels of operation. Thus, the crucial phase is expected to center in the third quarter of the year

when the steel industry must cope with the United Steelworkers. The fourth quarter is likely to encounter some lethargy to begin with, but a show of strength should close out the year.

## FURTHER EASING IN CREDIT CONDITIONS

In 1970, monetary authorities expanded the nation's money supply at a rate which seemed somewhat on the generous side. However, some "armchair quarterbacks" feel even that was inadequate to give the economy a real uplift. So the Federal Reserve may well be under pressure to step up its injection of credit into the banking system, particularly since the Nixon Administration will be applying fiscal measures to pump more life into the ailing economy. In this joint effort both participants are on the horns of a dilemma,—namely, that the economy must be given added vitality without inflationary pressures being granted free rein. Hence, Federal Reserve authorities undoubtedly will keep a finger on the pulse of consumer and business capital expenditures, while the Administration must watch even more closely the rate of increase in prices and wages. Though price-wage controls now seem politically unacceptable, they should not be ruled out as possibilities if "jawboning" tactics fail.

Since short-term money rates have already receded significantly from the oppressively high levels when the credit crunch was most painful, there is likely to be only a moderate further dip despite the salutary monetary policy and added progress in rebuilding bank liquidity. At the long-term end of the interest rate spectrum, we foresee a paring of borrowing costs also, but it will probably be only slight and not till the latter part of 1971. The degree of easing of long-term money rates will be restrained by the ravenous need for capital, not only by the private sector of the economy but also by states, municipalities, the federal government and its various agencies.

## THE INTERNATIONAL SCENE

International problems evident during much of 1970 will persist in the year ahead. The staff of Babson's Reports visualizes a continued touchy and highly inflammable international climate—with numerous underboxes—but no World War III. Instead, there will be stalemates in most 1971 world trouble spots, all having explosive possibilities.

In addition to beefing up the ailing economy, the Nixon Administration can be expected to hew closely to the established "Vietnamization" policy to forestall any further erosion of the GOP's 1972 Presidential hopes. As to other world areas, U.S. foreign policy seems likely to stress persuasion rather than military involvement, in hope that the combatants can amicably resolve thorny issues.

In 1971, the greater danger on the international front may be in the trade and financial sectors. The new Congress will have to tangle with the Trade Bill once again. Because of the likelihood of a massive federal budget deficit—and with the emphasis upon credit-easing measures to move the economy forward—the U.S. balance-of-payments position could once more be in jeopardy. The important European central bankers are renowned for their abhorrence of budget deficits; hence, the American dollar could fall into disfavor again. Such a development could cause another "flight from the dollar" and drain our already grossly inadequate gold reserves. While these dangers are serious and should not be lightly dismissed, we forecast that economic and inflation problems, which are plaguing most of the leading Free World nations as well as the United States, will take enough pressure off the dollar in international currency marts to avert devaluation in 1971.

## BOND MARKET OUTLOOK

The protracted uptrend in money rates resulted in a severely down-trodden bond market during much of 1970. However, toward the end of the

year the series of reductions in short-term money rates prompted a vigorous rally in bond prices, particularly in issues bearing near- and intermediate-term maturities. Only sustained brisk demand for long-term capital funds kept prices for long-term bonds from posting commensurate gains.

As 1971 unfolds, prospects favor a continuation of firm-to-higher bond prices. Monetary moves to stimulate the economy should enable money rates to ease a little further. This will be translated into somewhat higher bond prices. Just how much further bond prices will advance will be determined by the degree of aggressiveness which the Administration and the Federal Reserve exhibit in seeking to lift the economy. Also, in the second half, and particularly toward the end of the year, the economy should be on a sufficiently strong footing to create more active demand for short- and long-term credit. This could push interest rates back upward.

Even though the extremely generous yields available on bond investments a few short months ago have been pared, investors who require a solid base of fixed income can still find reasonably rewarding bonds among the intermediate- and longer-term bonds. There are also some less-lucrative-yield convertible bonds and preferred stocks which can provide inflation-hedge protection via their conversion privilege.

## STOCK MARKET PROSPECTS

Threat of a massive liquidity crisis for debt-laden corporate enterprises, and the shock of the Cambodian invasion, sent stock prices sharply lower during most of the first half of 1970. But when investors realized that monetary policy had shifted convincingly to an anti-recession posture, the stock market rallied sharply from late May until midsummer. There followed a fairly confined trading range until the latter part of November when the lowering of money rates sparked a new flurry of buying which carried the Dow-Jones Industrial Average out of its limited-range consolidation phase.

Even though the stock market has already recouped a good deal of the ground lost since the long decline began in late 1968, participation in the rally has been confined to a fairly small segment of the market. Thus, there is still ample room for the rally to broaden. With the advantage of expansive monetary and fiscal policies, the Babson's Reports staff foresees an extension of the late 1970 upthrust. Earnings reports more favorable than those of a year ago will also help to bolster investor confidence in the early months of 1971. Thereafter, worries over the steel industry's labor situation may still renew caution.

Overall, the stock market is not likely to experience a sustained upsurge into new high ground in 1971. Limiting forces include the restraint upon corporate profits by cost increases, uneasiness over international developments and labor problems. Hence, there will be spells of uncertainty as regards the stock market in 1971. A plus factor of significance, however, is the still well-deflated position of a majority of stocks.

There continue to be attractive opportunities for investors who have thus far failed to participate in the market recovery, or for those operating under a conservative investment program. In the long-pull growth area, the Babson's Reports staff favors selected issues in the drug and hospital supply, petroleum, utilities, life insurance, and offshore oil and gas industries. Certain undervalued and depressed cyclical issues offer opportunities for capital appreciation, particularly in the building-related home furnishings, food, automotive equipment, precious metals, trucks, and truck transportation fields. But in view of the many areas of uncertainty, emphasis should be placed upon stocks of companies which are well established and capable of achieving profitability in conjunction with the anticipated business betterment.

## CONSUMER SPENDING SLATED FOR REVIVAL

One of the disappointing aspects of 1970's business picture was the tight-fisted attitude of consumers. Despite the peak rates of personal income, consumers boosted their savings. With the unemployment problem likely to remain a source of concern in much of 1971, the task of reviving consumer confidence will be difficult. We anticipate only moderate gains in consumer spending the forepart of the year; but strength should become more evident as the year progresses, with 1971 closing out vigorously.

## PERSONAL INCOME

The General Motors strike

and layoffs in defense-related lines caused a tapering-off in the upward trend of personal income in the second half of 1970. The stronger trend should be resumed in 1971, but the bulk of the upthrust is expected in the first six months or so, with some tapering off during the second half. Fresh wage boosts under new labor pacts signed during the year; automatic step-ups in wage rates under existing multi-year contracts; pay boosts for federal, state, and municipal employees; and upward wage adjustments triggered by cost-of-living escalator provisions will combine to propel personal incomes upward.

## EMPLOYMENT CONDITIONS

On the strength of brisk factory operations in the first

half of 1971, total employment is expected to post some gains in the new year. But the pinch on profit margins, plus high labor costs, will tend to restrain job expansion. With the natural growth of the population and the retrenchment of U.S. armed forces overseas, the economy may be hard put to absorb all the growth in the civilian labor pool. Unemployment, close to 6 per cent of the available labor force as 1970 drew to a close, seems destined to edge past the 6 per cent mark before relief is encountered.

## TAXES

Because of the top priority economic stimulus is slated to receive in 1971, the Babson's Reports staff anticipates little change in personal income tax and corporate profits tax rates

at the federal level, but somewhat higher federal levies toward the year end should not be ruled out if inflation gets out of hand. The tax burden will surely be heavier at state and municipal levels, occurring in a wide range of levies including those on incomes, corporate profits, sales, and property.

## BUSINESS PROFITS AND DIVIDENDS

Corporate profits after taxes in 1971 are expected to show a better year-to-year comparison than was the case in 1970. We forecast an increase of some 7 per cent. However, the profits outlook will take on its healthier hue primarily because of the comeback from the lean year just past. Nevertheless, businessmen must stay on their toes during the next twelve

months, since they will keep nipping margins, even anticipated higher business and profits should give a fillip. The degree of improvement in profitability could be impressive for the which turned in results in 1970. Inventory losses and changeovers in procedures for the sales and profits

Reflecting the in profits, the corporate dividend in 1971 is more in 1970. While the generous dividend increases is not anticipated, recognize the changes in corporate which, together with

# OFFICIAL FLOYDADA RAIN CHART, 1925 --- 1970

CLIP FROM THIS NEW SPAPER AND SAVE

	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940
Jan.	.50	.70	.85	.40	1.10	1.25	.40	1.25	.60	.50	0	.90	.20	.75	2.65	1.70
Feb.	.05	0	.10	1.80	.60	0	1.00	1.10	.30	.50	.45	.15	0	3.25	.65	1.70
Mar.	0	1.70	0	0	3.60	.85	1.15	0	.65	1.60	2.00	.20	1.40	.80	.60	2.10
Apr.	1.75	4.00	.20	.05	.40	1.90	3.25	2.00	.65	.65	.20	1.50	3.25	.70	.50	2.10
May	4.50	2.50	0	5.40	7.25	1.25	0	1.25	4.00	2.50	4.60	3.25	4.80	1.60	1.70	2.70
Jun.	1.00	1.50	2.75	.50	3.85	1.75	.50	2.00	.35	0	3.00	.80	3.00	2.60	3.65	4.10
Jul.	4.00	.01	1.75	3.25	1.00	.05	2.00	4.50	2.50	0	.50	8.50	1.45	5.25	1.00	3.40
Aug.	1.40	2.00	.80	5.60	2.00	.25	.75	4.75	2.50	1.50	1.75	0	4.65	2.00	1.75	3.40
Sep.	9.00	7.70	5.25	.50	4.50	1.50	0	3.00	.80	3.00	2.15	14.00	3.60	0	.40	1.50
Oct.	1.75	2.00	.10	1.50	1.20	4.75	4.30	1.10	0	0	1.90	1.30	4.75	1.65	2.50	1.40
Nov.	.15	0	0	1.10	.50	.55	2.00	.05	1.75	1.25	1.20	.15	.70	.20	0	2.80
Dec.	.05	1.70	.70	.50	.05	2.70	2.35	3.25	0	0	.65	.25	.60	.05	.65	1.80
Year	24.15	23.81	12.50	20.60	26.05	16.80	17.70	24.25	14.10	11.50	18.40	31.00	28.40	18.85	16.05	16.90

	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957
Jan.	.05	.04	1.31	.71	1.97	.90	.10	4.0	.40	.41	1.12	.06	.04	.67	.07	2.10
Feb.	0	0	1.00	.37	.41	.12	1.60	.21	0	1.06	0	.14	0	.40	.45	1.10
Mar.	.50	.27	.58	.51	1.30	1.28	.63	.76	0	.99	.09	.63	.09	.11	0	.70
Apr.	5.78	1.55	.45	1.01	.15	1.62	.78	2.77	.73	.70	3.24	.88	1.87	0	.68	4.00
May	.87	4.43	2.11	0	1.95	8.13	1.21	5.64	2.33	4.38	1.30	1.72	6.20	3.98	2.18	6.30
Jun.	.77	1.70	1.35	.31	1.85	.71	4.50	4.24	3.45	2.33	.40	.57	.22	5.25	2.25	9.70
Jul.	1.80	3.12	2.04	3.19	.50	0	.81	1.58	7.46	2.29	3.68	3.11	0	3.64	1.77	.30
Aug.	2.05	0	3.62	4.13	1.40	1.84	.41	1.96	4.89	3.19	1.16	2.00	1.05	.95	0	1.40
Sep.	7.70	1.81	6.10	1.15	3.29	0	.75	3.90	6.35	1.54	.94	.28	0	2.33	.26	.23
Oct.	3.15	.80	.50	2.35	6.51	0	.97	2.21	0	.86	0	3.55	.65	3.71	.34	5.40
Nov.	.09	.66	.90	0	3.10	1.26	0	0	0	.37	.79	.25	.12	0	.04	1.74
Dec.	2.42	1.05	2.21	.35	1.20	.80	.22	.86	0	0	.63	.05	.32	0	.41	.03
Year	25.18	15.42	22.17	14.08	23.63	16.66	11.98	28.16	25.61	18.12	13.35	13.24	10.56	22.04	8.45	31.36

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Jan.	.04	1.92	.31	.23	.00	.30	.10	.30	.00	1.37	.01	T
Feb.	.06	.82	2.20	.00	.40	.51	.42	.48	.30	1.56	1.09	.00
Mar.	.03	.74	1.22	.00	.54	.62	.32	.54	.79	1.96	1.45	1.88
Apr.	1.58	.26	.42	1.42	.12	.00	1.55	1.25	.35	.63	1.15	.51
May	5.26	2.44	1.70	2.79	4.60	1.59	1.47	2.01	4.38	2.88	7.24	1.41
June	5.89	3.21	2.88	6.98	3.19	2.62	.87	4.86	2.73	2.48	1.47	1.72
Jul.	1.97	6.89	6.12	5.08	3.33	5.76	.42	1.22	4.20	5.30	.80	T
Aug.	.25	1.35	.84	1.20	2.03	2.92	1.05	6.07	.50	2.90	1.37	1.80
Sept.	.56	1.67	2.39	3.20	.73	3.69	4.53	3.22	1.78	1.78	2.13	3.85
Oct.	1.97	7.92	.46	1.33	.63	.37	1.02	.12	.46	2.08	6.50	1.83
Nov.	.02	.00	2.25	1.38	1.90	1.80	.00	.03	.28	2.21	.76	.12
Dec.	2.79	2.12	.37	1.09	.10	1.01	.37	.00	.44	.59	.44	.13
Year	20.42	28.50	21.16	24.70	17.57	21.19	12.12	20.10	16.21	24.74	24.41	13.25

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m. All members are  
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eryone I wish to take this me-  
morandum to thank you for many  
all acts of kindness when  
my home by fire the morn-  
ing of Dec. 20. I also lost my  
all my clothes and fur-  
niture. I saved anything ex-  
cept my clothes I had on.  
again. Lee Howard  
1-7p

to thank everyone for  
beautiful flowers Iev-  
The food, the cards and  
I'm still getting. The  
the doctors and the neigh-  
borhood. Thanks again.  
Oliver Allen  
& Mrs. Leighton Dorrell  
& Mrs. W. L. Allen  
1-7c

rich and every one of you  
to express our grati-  
tude for you for being so  
the time of our sorrow.  
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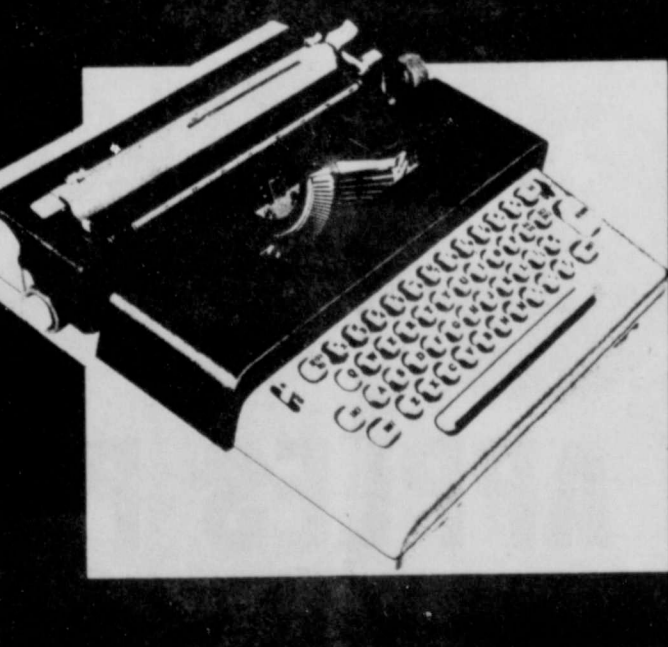
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**COMPLETE Vacuum Sweeper**  
Service including host in-  
stalled on all makes. Home  
Appliance Service, 116 W.  
Missouri Street, 983-2846.  
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**ALL PARTS** for semwashers,  
some parts for all wash-  
ers. Complete line of belts  
for all washers and dryers.  
Home Appliance Service, 116  
W. Missouri St., 983-2846.  
ttc

**AUTHORIZED Kirby Sales &**  
**Service** - 220 West Virginia.  
Phone 983-5325. ttc

**GEARHEAD REPAIR** - Pickup  
and delivery. Darden Ma-  
chine and Welding. Ph. 983-  
2566. ttc

**YES - WE REPAIR ADDING**  
**MACHINES, CALCULA-**  
**TORS, TYPEWRITERS. ALL**  
**WORK GUARANTEED. HES-**  
**PERIAN OFFICE SUPPLY.**  
983-3737. ttp

## WANTED

**WANTED** - Custom feeding  
Floydada Feeders 983-5211.  
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**WANTED** - Carpet cleaning.  
Phone 652-2500, Lockney. ttc

## Arthur B. Duncan Abstract Company

**MAUD E. HOLLUMS**  
Owner and Manager  
**ABSTRACTS - TITLE**  
**INSURANCE**  
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tion and American Title  
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TELEPHONE 983-3167  
Office on South East Cor-  
ner public square. Corner  
California and Wall, Floy-  
dada, Texas.  
"The Oldest Abstract plant  
in Floyd County"

## Plainview Chiropractic Clinic

An  
Alternate Method  
For Health Problems  
Chiropractic Therapy  
the  
Key to Well Being  
phone 293-2571  
U.S. Highway 70 W.  
Plainview, Texas

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**OLIVETTI**  
**UNDERWOOD**  
**ADDER**  
**SALE**



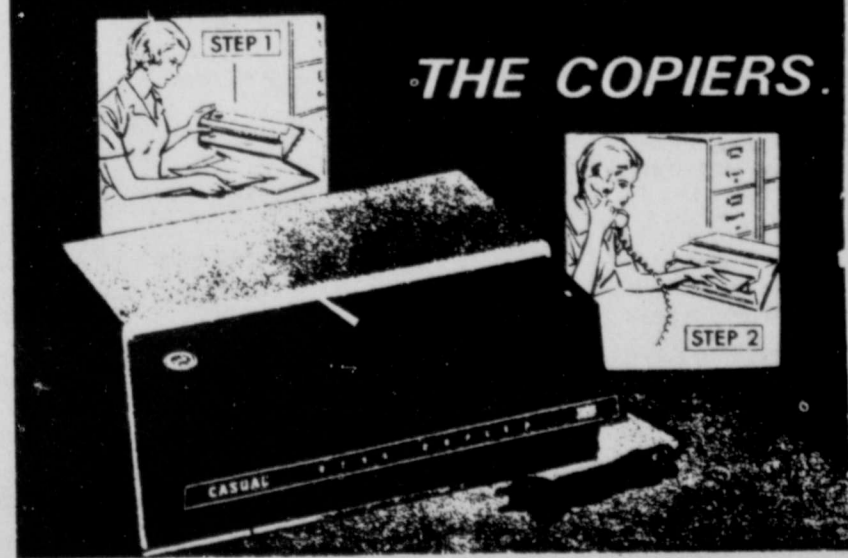
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**3M CASUAL Desk Copier 99.95**

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Try the CASUAL Copier once and you'll never switch! Beautiful, clear copies every time  
from papers, magazines, books, catalogs - almost anything you care to copy. No taller than  
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for office use. Just 2 simple steps: (1) Place your material and a copying sheet on exposure  
pad and press automatic timer switch; then (2) feed copy paper into developer. The  
CASUAL feeds you the finished 8 1/2 x 11-in. copy. Gray/black finish.

**Hesperian Office Supply**



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New Years Day Mr. and Mrs. Carl Nelson and Mrs. Ruy Irwin went to Springtown to visit Mr. and Mrs. Troy Lee Johnston and family and at Ft. Worth to visit Mr. and Mrs. Travis Burgett and other members of the family. They returned home Sunday night.

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Mrs. C. H. Wise enjoyed a visit by phone with Mrs. Walter Sims who was here visiting during the holidays. Mrs. Sims now lives at Alvin.

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Mrs. Cecil Payne enjoyed phone calls New Years Day from her sons and families, Mr. and Mrs. James Truett Payne and Mr. and Mrs. Gene Payne all of Odessa.

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Mr. and Mrs. Marion Burns and family spent the Christmas holidays at San Antonio with their daughter and family, Mr. and Mrs. Charles Spratner and son.

Mr. and Mrs. Kay Crabtree, Becky and Sammy, and J. C. Bullard were New Years dinner guests of Mrs. Kate Crabtree and her house guests, Mrs. Lige Moore and Robbie, Beckie Crabtree remained to spend the night in her grandmother's home and Robbie Moore went home with Sammy Crabtree to spend the night.

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Mrs. Beulah Jernigan. Visitors with Mr. and Mrs. Kay Crabtree and family Sunday afternoon were Mrs. Kate Crabtree, Mrs. Lige Moore, and Robbie.

Mr. and Mrs. Jim Harper visited Sunday afternoon with

Mr. and Mrs. A. S. Mize. Mrs. Roy Meek visited her daughter, Mrs. Lyndal Carey and family at Silvertown Thursday morning.

We had a nice New Years Day but our weather changed Saturday night, and it is still very cold Monday, but clear. Our hearts are made sad to learn of the passing of Mrs. Fred Brown, a longtime friend. Our sympathy is with the family at this time of sorrow.

## Nursing Home Visitors

Marie Davis, Ringgold, La.; Elaine Wilson, Lubbock; Mr. and Mrs. W.M. Holland, Springfield, Mo.; Tammy, Tiffany and Kent Teague, Dallas; Mr. and Mrs. Lester Britton, Garland; Mr. and Mrs. Jack Jernigan, Mr. and Mrs. Fred Schuler and Linda Jernigan, Lubbock.

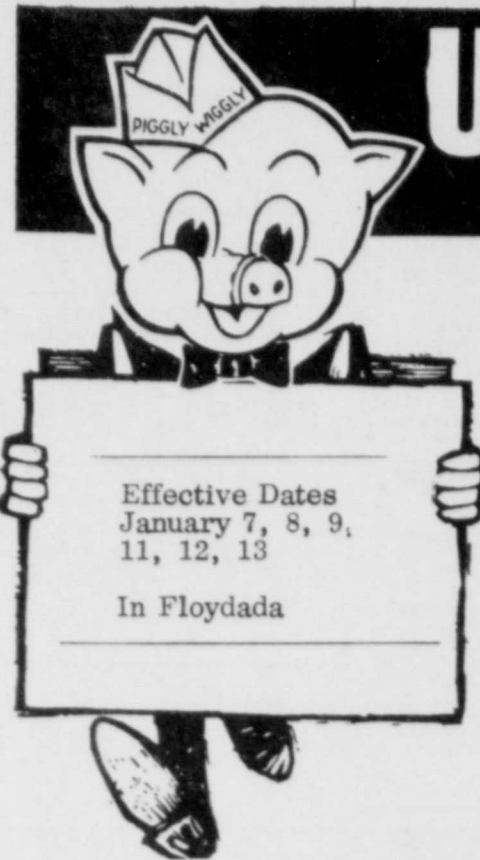
Local visitors included Alma Ruth Nelson, Lucille Duncan, Mrs. Geo. Wexler, Mr. and Mrs. R. H. Grubbs, John and Jim, Jo Christy Brown and Mr. and Mrs. Z. A. Burgett.

Philip A. Hart, Senator (D-Mich): "More funds alone won't turn the tide unless they go where the crime is—in the big cities."

## Council Seeks AFS Host Family

The Floydada High School Student Council is looking for a family for its 1971-72 school year American Field Service Student. Families interested in hosting the AFS Student next year should contact Mrs. C. C. Whittle, the local AFS president; or Mrs. Patterson or Mrs. Swepston at High School, the AFS advisors for the school; or Sam Henry, FHS Student Council president.

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# UNBEATABLE LOW PORK PRICES

PLUS UNBEATABLE SERVICE, UNBEATABLE BRANDS AND UNBEATABLE STAMPS!

<p>Fresh Picnic Cut</p> <h2>PORK ROAST</h2> <p>37¢</p> <p>Pound</p>	<p>Family Pak, 9 to 12 Chop Quarter Loin</p> <h2>PORK CHOPS</h2> <p>69¢</p> <p>Pound</p>	<p>Lean, Meaty Ribslets</p> <h2>SPARE RIBS</h2> <p>59¢</p> <p>Pound</p>	<p>First Grade, Rath</p> <h2>SLICED BACON</h2> <p>59¢</p> <p>2-Pound Package \$1.17</p> <p>1-Pound Package</p>
<p>Rath, All Meat or All Beef</p> <p>Frankfurters 12-Ounce Package 49¢</p> <p>Lean Semi-Boneless, Boston Butt Cuts</p> <p>Pork Steak 59¢</p>	<p>Center Cut Rib Chops</p> <p>Pork Chops 89¢</p> <p>Lean Meaty, Country Style</p> <p>Pork Ribs 59¢</p>	<p>Center Cut, T-Bone Loin Chops</p> <p>Pork Chops 98¢</p> <p>Wafer Thin, Center Cut, Pork Chops</p> <p>Breakfast Chops \$1.09</p>	<p>Sliced Thin for Breakfast</p> <p>Fresh Pork Side 58¢</p> <p>Excellent for Chicken Frying</p> <p>Pork Cutlets \$1.19</p>

<p>UNBEATABLE PRICE</p> <h2>GOLD MEDAL FLOUR</h2> <p>All Purpose</p> <p>5 Pound Bag 49¢</p> <p>PLUS STAMPS</p>	<p>UNBEATABLE PRICE</p> <h2>PAPER TOWELS</h2> <p>Northern, Assorted Colors</p> <p>Jumbo Roll 29¢</p> <p>PLUS STAMPS</p>	<p>UNBEATABLE PRICE</p> <h2>GRAPEFRUIT JUICE</h2> <p>Texsun, Unsweetened</p> <p>46-Ounce Can 39¢</p> <p>PLUS STAMPS</p>	<p>UNBEATABLE PRICE</p> <h2>CANNED BISCUITS</h2> <p>Farmer Jones, Sweetmilk or Buttermilk</p> <p>6 10-Count Cans 39¢</p> <p>PLUS STAMPS</p>	<p>UNBEATABLE PRICE</p> <h2>ICE CREAM</h2> <p>Farmer Jones, All Flavors</p> <p>1/2-Gallon Carton 59¢</p> <p>PLUS STAMPS</p>
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<p>Extra Bonus Special</p> <h2>Applesauce</h2> <p>White House Serve with Pork</p> <p>5 No. 303 Cans \$1</p>	<p>Extra Bonus Special</p> <h2>Green Beans</h2> <p>Carol Ann, Cut</p> <p>5 No. 303 Cans \$1</p>	<p>Extra Bonus Special</p> <h2>Spinach</h2> <p>Del Monte, Early Garden</p> <p>5 No. 303 Cans \$1</p>	<p>Extra Bonus Special</p> <h2>Dog Food</h2> <p>Twin Pet, For Cats Too</p> <p>15 1/2-Ounce Can 7¢</p>	<p>Extra Bonus Special</p> <h2>Pinto Beans</h2> <p>Campfire, Plain</p> <p>No. 300 Can 10¢</p>
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Frozen Food Specials!

**FRUIT PIES**

Morton's, Apple, Peach, Cherry

20-Ounce Package 29¢

**STRAWBERRY**

SLICED, Frozen, Trophy

10-Ounce Packages 5

Sera Lee, All Flavors

**Cheese Cakes**

17-Ounce Package 99¢

In Hollandaise Sauce, Glazed Beets, Birdseye

**Broccoli Spears**

10-Ounce Packages

Stock Your Pantry!

Canned Milk	Carol Ann, Evaporated	6 Tall Cans	\$1.00
Tomatoes	Cock-of-the-Walk	303 can	5 for \$1.00
Toilet Tissue	Family Pack, Scott	4-Roll Package	45¢
Liquid Bleach	Bonne, 3c Off Label	1/2-Gallon Jug	25¢
Detergent	Carol Ann, With Enzymes	Giant Box	49¢
Buttermilk	Bordens Quality Chek	1/2-Gallon Carton	54¢
Parkay Margarine	Regular Quarters, Kraft's	Pound Carton	35¢
Low Fat Milk	Farmer Jones, 2%	1/2-Gallon Carton	61¢
Cottage Cheese	Cloverlake	12-Ounce Carton	39¢
Instant Potatoes	Carol Ann, Mashed	15-Ounce Package	39¢

Fresh Produce!

**APPLES**

DELICIOUS, Washington, Red

Pound 19¢

**POTATOES**

RUSSET, All Purpose

Pound Bag 10 49¢

RAZOR BLADES

GILLETTE SUPER STAINLESS STEEL

Double Edge Blades, Suggested Price 89¢

Package of 5 67¢

Non-Food Specials!

Manufacturer's Suggested Price \$1.39	Only 99¢
<b>Dristan Nasal Mist</b>	
Regular, Menthol or Lime, Mfg. Sugg. Price \$1.19	89¢
<b>Rapid Shave</b>	
BAYER, Manufacturer's Suggested Price 39¢	33¢
<b>Childs Aspirin</b>	
Bottle of 36	

Manufacturer's Suggested Price 39¢	Package of 54 29¢
<b>Q-Tips Swabs</b>	
Regular or With Body, Mfg. Suggested Price \$1.25	89¢
<b>Tame Creme Rinse</b>	
Manufacturer's Suggested Price \$1.39	99¢
<b>Dristan Tablets</b>	
Bottle of 24	

Compare these Low Prices!

Arrow Rice	Regular Grain, Cello	2-Pound Package
Tomato Juice	Hunt's California	32-Ounce Can
Spinach	Hunt's, California	No. 300 Can
Dog Food	Chuck Wagon	5-Pound Bag
Gala Towels	Twin Pack, Assorted	2-Roll Package
Lesueur Peas	Early June, Green Giant	8 1/2-Ounce Can
Cut Macaroni	American Beauty, Cello	10-Ounce Package
Vanilla Extract	Adam's Pure	1 1/2-Ounce Bottle

**PIGGLY WIGGLY**

1st in Savings!

Shop Rite... Shop Piggly Wigglie



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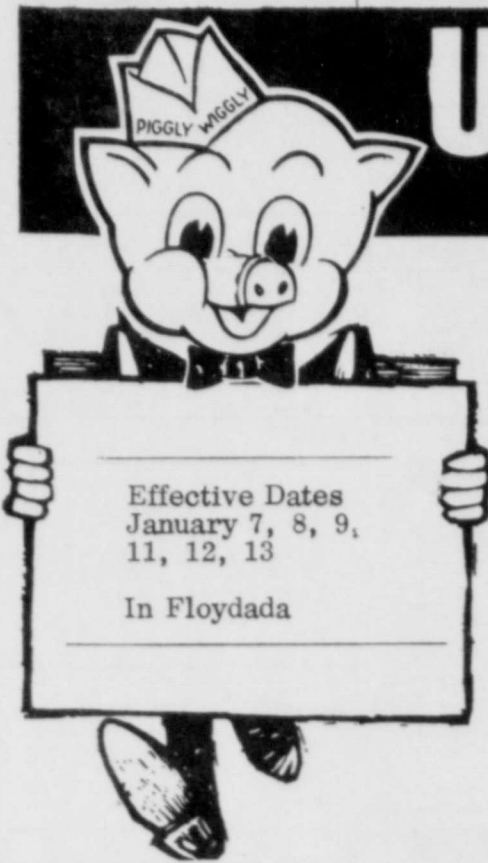
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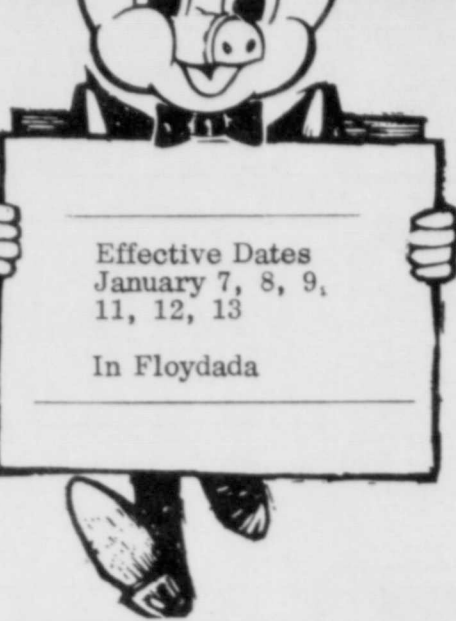
Council president. The Student Council find a host family for a student are already

complete, Henry Student Council is a spaghetti supper; all proceeds from go into the AFS Fund



# UNBEATABLE LOW PORK PRICES

PLUS UNBEATABLE SERVICE, UNBEATABLE BRANDS AND UNBEATABLE STAMPS!



Fresh Picnic Cut  
**PORK ROAST**  
Pound **37¢**

Family Pak, 9 to 12 Chop Quarter Loin  
**PORK CHOPS**  
Pound **69¢**

Lean, Meaty Ribs  
**SPARE RIBS**  
Pound **59¢**

First Grade, Rath  
**SLICED BACON**  
2-Pound Package **\$1.17**  
1-Pound Package **59¢**

Rath, All Meat or All Beef  
**Frankfurters** 12-Ounce Package **49¢**  
Lean Semi-Boneless, Boston Butt Cuts  
**Pork Steak** Pound **59¢**

Center Cut Rib Chops  
**Pork Chops** Pound **89¢**  
Lean Meaty, Country Style  
**Pork Ribs** Pound **59¢**

Center Cut, T-Bone Loin Chops  
**Pork Chops** Pound **98¢**  
Wafer Thin, Center Cut, Pork Chops  
**Breakfast Chops** Pound **\$1.09**

Sliced Thin for Breakfast  
**Fresh Pork Side** Pound **58¢**  
Excellent for Chicken Frying  
**Pork Cutlets** Pound **\$1.19**

BUTTERFLY, Lean Boneless, For Broiling  
**Pork Chops** Pound **\$1.19**  
BONELESS, USDA Choice Beef, Value-Trimmed  
**Chuck Roast** Pound **\$1.19**

UNBEATABLE PRICE  
**GOLD MEDAL FLOUR**  
All Purpose 5-Pound Bag **49¢**  
PLUS STAMPS

UNBEATABLE PRICE  
**PAPER TOWELS**  
Northern, Assorted Colors Jumbo Roll **29¢**  
PLUS STAMPS

UNBEATABLE PRICE  
**GRAPEFRUIT JUICE**  
Texsun, Unsweetened 46-Ounce Can **39¢**  
PLUS STAMPS

UNBEATABLE PRICE  
**CANNED BISCUITS**  
Farmer Jones, Sweetmilk or Buttermilk 10-Count Cans **39¢**  
PLUS STAMPS

UNBEATABLE PRICE  
**ICE CREAM**  
Farmer Jones, All Flavors 1/2-Gallon Carton **59¢**  
PLUS STAMPS

**Applesauce** 5 No. 303 Cans **\$1**  
**Green Beans** 5 No. 303 Cans **\$1**  
**Spinach** 5 No. 303 Cans **\$1**  
**Dog Food** 15 1/2-Ounce Can **7¢**  
**Pinto Beans** 5 No. 300 Can **10¢**

**Fruit Pies** 20-Ounce Package **29¢**  
**Cheese Cakes** 17-Ounce Package **99¢**

**Strawberries** 10-Ounce Packages **5¢**  
**Broccoli Spears** 10-Ounce Packages **5¢**

**Compare these Low Prices**  
**Arrow Rice** Regular Grain, Cello 2-Pound Package **59¢**  
**Tomato Juice** Hunt's California 32-Ounce Can **59¢**  
**Spinach** Hunt's, California No. 300 Can **59¢**  
**Dog Food** Chuck Wagon 5-Pound Bag **59¢**  
**Gala Towels** Twin Pack, Assorted 2-Roll Package **59¢**  
**Lesueur Peas** Early June, Green Giant 8 1/2-Ounce Can **59¢**  
**Cul Macaroni** American Beauty, Cello 10-Ounce Package **59¢**  
**Vanilla Extract** Adam's Pure 1 1/2-Ounce Bottle **59¢**

**Stock Your Pantry!**  
**Canned Milk** Carol Ann, Evaporated 6 Tall Cans **\$1.00**  
**Tomatoes** Cock-of-the-Walk 303 can 5 for **\$1.00**  
**Toilet Tissue** Family Pack, Scott 4-Roll Package **45¢**  
**Liquid Bleach** Bonne, 3c Off Label 1/2-Gallon Jug **25¢**  
**Detergent** Carol Ann, With Enzymes Giant Box **49¢**  
**Buttermilk** Borden's Quality Chek 1/2-Gallon Carton **54¢**  
**Parkay Margarine** Regular Quarters, Kraft's Pound Carton **35¢**  
**Low Fat Milk** Farmer Jones, 2% 1/2-Gallon Carton **61¢**  
**Cottage Cheese** Cloverlake 12-Ounce Carton **39¢**  
**Instant Potatoes** Carol Ann, Mashed 15-Ounce Package **39¢**

**Dishwasher** 20c Off Label "All" 50-Ounce Box **99¢**  
**Joy** King Size 89¢  
**Wisk** Quart Bottle **83¢**  
**Dog Food** 14 1/2-Oz. Can **28¢**

**Blackburn, Crystal White Syrup** Quart Bottle **52¢**  
**Oil** 24-Ounce Bottle **49¢**  
**Crackers** 16-Ounce Box **49¢**  
**Coffee** Pound Can **93¢**

**Fresh Produce!**  
**Apples** 19¢  
**Potatoes** 10¢  
**Non-Food Specials!**  
**Dristan Nasal Mist** Only **99¢**  
**Rapid Shave** 11-Ounce Can **89¢**  
**Childs Aspirin** Bottle of 36 **33¢**  
**Q-Tips Swabs** Package of 54 **29¢**  
**Tame Creme Rinse** 8-Ounces **89¢**  
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