

The Floyd County Hesperian



Floydada, Floyd County, Texas 79235

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Number 103

Babson Predicts Change In Life Style

Business and Forecast for 1974

Reports Inc., Hills, Mass., Dec. 27, 1973. Shortly after the end of our 1973 year, a change in the economic picture occurred. Administration put into effect an economic game plan of a year and a half ago. Inadequate supplies of raw materials and feed supplies drove prices up unexpectedly. The policy sent prices soaring. A year and a half ago, the outright price of oil was \$10 a barrel. It is now \$20 a barrel. Inflation is a possible pocket of serious trouble. Despite some problems no one could predict, factory output, retail trade, profits, employment, personal income, and business capital expenditures achieved the lofty results we projected. Except for limitations of productive capacity and transportation, 1973 could have seen larger gains.

Change In Life Style Ahead

The staff of Babson's Reports now detects signs of a period of change in the life style of the nation's populace. For an indefinite time, rising costs along with

inadequate supplies of fuel and energy could force alterations in demand and living habits, just as high prices and short supplies of food have forced changes in our diet. Industrial and commercial establishments and even the nation's international posture could be affected. Use of leisure time and consumer shopping habits may be influenced. Even protection of the environment could become less imperative. On the positive side, however, the might of the country's research and technology will be brought to bear most forcefully upon the fuel and energy problems.

Letdown For 1974

Some Letdown for 1974

Even before the energy shortage had reached acute proportions, there were increasing signals that the cyclical rise in economic activity was aging. In 1973 this three-year-old had already encountered production capacity limitations in one industry after another of a nature not easily remedied. Then came the fuel shortage to cinch matters. So, with interest rates at stratospheric levels and credit supplies still stringent, some letdown seems inevitable for 1974. At this juncture, its magnitude is iffy, depending in large measure upon how long and how onerous the curtailment of Mideast oil supplies turns out to be. Even if the spigots were soon turned on again, we would not be likely to escape without some industrial and commercial disruptions, while consumers might tug their purse strings tighter because of impaired employment and income prospects. Thus, an economic setback of wider scope than a "growth recession" seems imminent.

No Doubt About Inflation

Almost as critical to businessmen, consumers, and investors is inflation. 1973 was a traumatic period on this score, inflation virulent and visible along a broad front. In the opinion of the Babson's Reports staff, the only uncertainty is the degree of inflation that will be seen in 1974. It is too much to hope it will be mild in view of the ongoing escalation of fuel costs along with the inevitable hikes in other fields. Also, the second phase of multi-year labor pacts signed in 1973 will automatically boost wages nearly as much as in the past year, as could any new pacts negotiated over the next twelve months. Many will be augmented by raises guaranteed under living-cost escalation clauses.

As of now, we forecast an inflation rise of approximately 6% in 1974. Here are some of the reasons for this seemingly moderate projection: Interest rates may already have crested over for this cycle; monetary

authorities are not likely to completely abandon their anti-inflation credit stance unless inflation is superseded by threat of a deeper recession than is now anticipated; beleaguered consumers will display sharper price resistance; and the cooling of domestic and foreign industrial activity should ease the feverish scramble for raw materials and commodities.

Less Pressure On The Labor Front

No one can blame the unions solely for the acute inflationary pressures of 1973. To their credit, labor leaders were moderate in new contract demands, and the danger-fraught calendar passed with no sequence of harmful strikes. Looking ahead, 1974 will be the lightest of the three-year cycle that recurs in major labor contract expirations, with the steel industry virtually alone in the spotlight. There will be numerous secondary unions at the bargaining table, but none with the clout of the United Steelworkers. The severe upthrust in consumer prices will make the steel group bargain more aggressively, but the expected sag in business could lighten some of this pressure. Then, too, the close relationship between labor and management in trying to do away with crisis bargaining in steel is an experiment that may well pay off.

early-year economic activity could be bolstered by existing backlogs of unfilled orders. Capital outlays and government spending will be the backbone of GNP while the prime boosters of the past two years - inventory accumulation and consumer spending - will exert a largely negative influence. The GNP will probably be more deceptive in 1974 than for many a year, with inflation making any gain in the "current dollars" figure illusory.

All in all, 1974's "real" GNP (expressed in constant dollars - currently based on 1958) may shade off 1% from the 1973 level. The quarterly figures are likely to chart a downward path for the first three quarters of the year, and while we are hopeful of an upturn in the final three months this is by no means certain. It does look as though we will experience a true recession (AT LEAST TWO SUCCESSIVE QUARTERS OF DECLINE IN THE "real" GNP).

establish spending priorities. Auto production is already suffering from lack of demand for "gas guzzlers." There will be high priority on certain items which were once nonessential but are now a "must," such as siding, insulation, storm windows and doors, and supplemental stopgap spaceheating units. Auto parts replacements should enjoy higher demand, especially where a car's idleness does not necessarily mean longer life for some parts (tires, for instance, tend to correlate with miles driven). Raw materials and energy supplies permitting, there should be no letup in output of material and components for power generation and transmission, equipment for oil and gas exploration, offshore and onshore.

While the crestover pattern may already have formed, the bulk of the slide in business will be centered in 1974. Consequently, the Federal Reserve Index of production may well average 5% below that of 1973, and the uniqueness of the existing climate suggests the drop could be a bit more, possibly 6%.

Caprock Chat

BY WENDELL TOOLEY

HEARD ABOUT the night before Christmas... now let me tell you how the day after Christmas is considerably more fun than the day before. I had enough gas to get to the service station man up at 6:30 a.m. I had enough gas to get to the service station man up at 6:30 a.m. I had enough gas to get to the service station man up at 6:30 a.m.

THE FOLLOWING anonymous article entitled, "Two Forgotten Words," should be a reminder to our readers that we sometimes overlook the most obvious:

In today's society, both in the young and the old, there are two beautiful words that have been pushed aside from the minds and from the hearts. They seem to be no longer in the dictionary of today, but once they were in yesterday's. They mean, Oh, so much when they do come from the heart in which they were hiding.

Some people seem too proud to say them, and when they do come out there seems to be a shocked look of guilt, for never having said them before. In some family gatherings they are never said when they are needed most.

Why has our generation done this? What will our future generations do? Why did the generation which we are losing every day let it go as far as it has?

Let's, as a world of beautiful people of all race groups, say these words from our hearts. For these words soothe the mind, the soul and bring a sense of well-being. These words, if you haven't guessed already, are "Please" and "Thank You!" but remember, they should always come out with a smile and pleasure, not a regret.

They should never be taken for granted. For would you take a friend for granted?

WHIRLETTES WIN

'Winds Upset Crosbyton

The Floydada Whirlwinds upset the area's number-one-ranked Class-A basketball team here Friday, easing by the Crosbyton Chieftains 51-50. The Whirlwinds were ahead for most of the game. Crosbyton took a three-point lead briefly in the second quarter, but the 'Winds regained the lead in the same period and held a small margin for the rest of the contest.

It was 14-10 Floydada at the end of the first period, and the 'Winds led 26-24 at halftime and 36-34 after three quarters.

Steve Moore and Kelvin Ratliff shared the scoring lead for Floydada with 10 points each. Moore led the 'Winds in rebounding with nine.

The FHS boys are scheduled to play Canyon at 6:30 p.m. in a tournament at Muleshoe.

The Floydada girls defeated Crosbyton here Friday, 39-34. Nancy Puckett scored 19 points, tops for the Whirllettes. The Whirllettes opened play in a tournament at Slaton yesterday.

Bigger Pension Checks To Floyd Residents

NEW YORK — How large are the Federal pension checks that are going each month to Floyd County residents? How do they compare with those going to people in other areas?

According to the latest official figures from the Social Security Administration, the pension payments locally are relatively high.

And they will be rising still further during 1974 by virtue of action just taken by Congress to increase benefits by 11 percent.

As of the beginning of this year, it is shown, payments to Floyd County beneficiaries were at the rate of \$1,468 per year, as against \$907 three years ago. It was more than in many parts of the country.

The bigger benefits that most local people become entitled to upon retirement reflects the fact that their earnings, during their working careers, are comparatively high and, consequently, so is the amount they put into the pension fund.

What is contributed, during a span of years prior to retirement, determines

the size of pension checks.

Eligible to receive Social Security benefits are retired or disabled workers and their dependents. Each year they grow larger in number as more and more people qualify.

The current report lists the total in Floyd County on the receiving end as 1,536. In 1970 it was 1,467.

In addition to the increase in the number of people covered, there have been frequent upward revisions in the amounts paid out in benefits.

Some idea of the extent to these changes may be obtained from a comparison with earlier figures for the county.

Currently, the annual total going to local beneficiaries is approximately \$2,256,000. Three years ago it was \$1,332,000.

Despite the 11 percent hike in benefits voted for 1974, there will be no change in the tax rate. It will remain at 5.85 percent each, for employee and employer. Instead, the wage base upon which it is levied will be moved up from the present \$10,800 to \$13,200.

No Candidates Yet For County, District Offices

Politics will come to life in 1974 as two district offices and seven Floyd County offices will be open for election. The terms of District Judge L. D. Ratliff, (110th Judicial District of Texas) and District Clerk Mary McPherson expire in January 1975. Floyd County officials whose terms expire include County Judge J. K. Holmes; County Clerk Margaret Collier; County Treasurer Mrs. Troye Stansel; Justice of Peace, Precincts 1 and 4, H. E. Porter; Justice of Peace,

Precincts 2 and 3, R. H. (Raz) Ford; Commissioner, Precinct 2, C. E. (Bob) Jarrett; and Commissioner, Precinct 4, Bill McNeill.

Names of candidates for those county and district offices are eligible for inclusion on the ballots of the May 4 primary elections. February 4 is the deadline for filing for the May primaries. No one had filed for either the Democratic or Republican primaries yesterday (Wednesday) for the county and district offices.

The Weather

Courtesy Producers Co-op
(Readings taken each morning for previous day's high and low)

DATE	H	L	PREC.
Dec. 22	67	24	
Dec. 23	74	24	
Dec. 24	54	28	
Dec. 25	39	19	
Dec. 26	54	27	
Total Prec. for Week			None
Total Prec. for Dec.			None
Total Prec. for Year			20.21



TO HELP START THE NEW YEAR OFF RIGHT — The First National Bank in Floydada donated \$500 to the Floydada Day Care Center. Alton Rose (left) receives the check in behalf of the Day Care Center from First National vice president Frank Barrow. (Staff Photo)

...do have one happy note! For our wrecked car came in. Body shop started putting together on the day after Christmas... I read the big newspapers. I see that people have many more than I do the day after Christmas. So, I'm really not just need something to do. CUSTOMER BECKONED HIS TO COMPLAIN. "This isn't sour enough to suit me." "That's sauerkraut," pointed out. "That's noodles." "For the customer." "For plenty sour!" MUSTN'T have any fears Cowboys in the Sunday through we'll be going without and Bob Lilly and three or four we really need. I feel that time to see the pattern we've seen as Landry has brought out and third team players really come through. WORTH teachers were when they arrived in Ruidoso, also for their first skiing and their guide gave them words of encouragement: "Don't worry about the snow. It's really nothing difficult about skiing. First you just learn how to sit on. Then you learn how to stand on the crest of the hill on them. Then you learn how to get along on the next five weeks or so." NEWSPAPER published a picture of a general with the caption "The battle-scarred veteran." "I'm seeing the typographical error called up the editor and said that it would be done in the next edition. The afternoon edition showed the general's picture and underneath the caption read "The battle-scarred veteran." "I'm seeing the typographical error called up the editor and said that it would be done in the next edition. The afternoon edition showed the general's picture and underneath the caption read "The battle-scarred veteran." RECEIVED by a music teacher for your remarks on Bertram's piano-playing in your next report, will be your not giving us your report. THE CLASSIFIED ad for a newspaper: "Lost: my car. Reward - if found. AFTER Christmas." THE CATSKILL Mountain (New York): "An unbreakable toy is quite useful for breaking up other toys."

SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, Dec. 24 — Merry Christmas and Happy New Year to everyone, as we come to this Christmas Eve Day. Temperatures have dropped to the twenties, but it looks doubtful that we may have a snowy Christmas. Sunday morning visitors

at church were Mr. and Mrs. Tony Oden of Lubbock, Mrs. Ernestine Craig of Hale Center, Mr. and Mrs. Karl Craig and four children from El Paso, and Debra and David Maine from Austin. Mrs. Justa Juarez underwent stomach surgery at the Central Plains Hospital in

Plainview last Tuesday. She is recuperating in Silverton at the home of her daughter, Mary.

Mr. and Mrs. L. N. Johnson, Deneen, Denise, Carlton and Shari plan to go to Pampa for Christmas to spend the holidays with his mother, Mrs. O. A. Johnson and his two sisters and families.

Mr. and Mrs. J. P. Taylor went to Plainview Sunday evening to visit with their sister-in-law, Mrs. Bob Merrill of Lone Star, whose mother, Mrs. Eva Selicia Martin died at 11:30 Sunday morning at a Plainview Nursing Home. Funeral services were held Monday in the Lone Star Baptist Church with interment in Flomot Cemetery. She and her husband, Mark, were long-time residents of Flomot and Lone Star.

Mr. and Mrs. Arby Mulder are to be hosts in their home for members of their families Christmas eve. Rev. and Mrs. Nathan Mulder and their four children plan to attend if Kathy Mulder is well enough. She has been ill with the flu. Mr. and Mrs. Jerry Taylor and four children from Floydada will come if Mrs. Cathy Mulder is home from the Lockney Hospital.

Johnny Calahan of A&M is here with his parents, Mr. and Mrs. Shelby Calahan and Randy. Mr. and Mrs. James Norrell from Liberal, Kansas, are also here to spend Christmas with her parents, and brothers, and James' parents, Mr. and Mrs. Elmer Norrell of Floydada.

Mr. and Mrs. J. P. Taylor, Miss Katie Taylor of Texas Tech at Lubbock, and Mrs. Willie Mae Taylor and boys of Lubbock, will be guests at the home of Mr. and Mrs. Joe Taylor, Rise and Gregg in Lockney Christmas Day.

Don, Fred and Keith Marble are building offices in South Plains at the building just north of Upton Grocery. The offices will be ready for occupancy the first part of next year.

Mrs. Nell Pritchett, Mrs. Margaret Calahan and Mrs.

Billie Cherry have been selected as "Artists of the Month" for December. Their pictures are at the museum in Floydada, so go by and see their work.

Mr. and Mrs. Glen Whitfill of Sweetwater arrived Saturday for Christmas with her parents, Mr. and Mrs. Alvin Nichols. Others here are the Whitfills' daughter, Mrs. Cindy Whitfill of Plano. They are also expecting his brother, Mr. and Mrs. Mark Nichols of Sweetwater to spend Christmas Day with them.

Mr. and Mrs. Ton Oden of Lubbock arrived Saturday to stay until Monday afternoon with their son, Rev. and Mrs. Mike Oden. They went on to Roscoe to have Christmas Day with her parents.

Winter began Friday, Dec. 21, at 7:08 p.m. EST.

Mr. and Mrs. Curtis Sanders went to Abilene Saturday to meet his sister, Mrs. Martha Patterson, Debra and David of Austin, who came that distance on the bus. They are spending Christmas here with her parents and brothers, Christmas Eve Mr. and Mrs. Curtis Sanders, Brian and Shawnda are having supper with her brother, the Carl Botelers in Floydada, with other guests, Mr. and Mrs. H. C. Boteler and Mr. and Mrs. J. H. Reese of Plainview.

Christmas Day guests of Mr. and Mrs. Curtis Sanders are to be his parents, Mr. and Mrs. Otho Sanders, sister, Mrs. Martha Patterson, Debra and David, and brothers, Mr. and Mrs. Richard Sanders and children; and Mr. and Mrs. Roger Sanders and children of Cotton Center, and their grandmother, Mrs. C. E. Bartlett of Floydada.

Mr. and Mrs. Richard Sanders held their Christmas dinner Sunday with her mother, Mrs. Mary Grisham, and her aunt, Mr. and Mrs. Lonnie Evans of Plainview, as guests, with others of her family present for the day.

Otho Sanders was able to come home from Lockney Hospital Friday after spending over a week there suffering with flu and complications.

Mrs. Beth Gregory arrived home from Dallas by plane Friday night to spend Christmas here with her parents, Mr. and Mrs. Sylvan

Kinnibrough. Others arriving Monday to spend Christmas were Mr. and Mrs. Ray Dillard of Lockney, Mr. and Mrs. Ronnie Simmons and Mr. and Mrs. W. S. Simmons, all of Truscott; Mr. and Mrs. Teddy Horne and Melissa from Plainview, and Mrs. Kinnibrough's brother, Grady Spivey of Navasota.

Mr. and Mrs. Bob Reeves and children are spending their Christmas eve at the home of his brother, Raymond Reeves, with other members of his family present, including Mrs. Sally Reeves of Memphis, and Mr. and Mrs. Ted Bell and children from Floydada. Christmas Day the Bob Reeves will be at home with their immediate family. Sunday they were guests of her sister's, Mrs. Robert Kloiber and family at Littlefield.

Mr. and Mrs. Frank McClure are spending Christmas eve in Plainview with their daughter, Mrs. Jean McClure and D'Ann. Christmas Day they will all go to Fieldton to have dinner with the McClures' granddaughter, Rev. and Mrs. Jeff Messer, and several other members of Jeff's family.

Mr. and Mrs. Grigsby Milton, Darla and Jerry Chappell went to Amarillo after church services Sunday, to see Grigsby's sister, Linnie Milton, who is again in the Northwest Texas Hospital, following surgery last week. She is getting along better at this time.

Mr. and Mrs. Travis Young, Kirk, Lori, Shandra and Kenneth had their Christmas eve gathering in Floydada with her mother, Mrs. Turner and other members of the family. Christmas they went to Silverton to spend the day with Travis' family, Mr. and Mrs. Seymour Brannon and children, his parents, the R. E. Youngs, and others of his brothers and sisters.

Mr. and Mrs. Price Pritchett have moved to Dallas from their home near Chicago, Illinois. Mrs. Pritchett has been staying the past three weeks in Austin with her parents, the Moores, but she and the two little girls have moved to Dallas to be there when

SEE SOUTH PLAINS PAGE 5

CENTER NEWS

CENTER, December 25 — Some real winter weather arrived last week when the temperature fell to 10 degrees for two or three nights. But today, Christmas, is a bright, clear day with some wind. My grandsons Jimmy and Steve came for me to eat dinner with the Vic Greens at Plainview. It was refreshing to drive through the wide open spaces and see cattle grazing in the cut-over maize and cane fields, and to view the great ricks of cotton waiting to be loaded for the gin. Work had stopped outside for the observance of our greatest "holiday."

And what a dinner! It is so nice to have daughters and daughters-in-law who can cook! The other dinner guest was Sue's sister, Mrs. Jane Banks of Lubbock.

Many had their family gatherings after church Sunday which is fitting in keeping with what the celebration represents. The birthday of our Lord.

Mr. and Mrs. Carl Williams of Plainview visited Mr. and Mrs. Hal Thomas Tuesday evening. The Thomases visited one p.m. with Mr. and Mrs. Bill Thomas of Lockney.

Mrs. Ola Warren dined Sunday with her son and family, the Thomas Warrens. All the children were present. Edwin and Don, Mr. and Mrs. Paul Stout and Mychelle, and Joyce and Jim Owens. After dinner the Paul Stouts returned to their home in Archer City.

Mr. and Mrs. Fred Battey, Mr. and Mrs. Thomas Warren, Mrs. Elaine Stout and Mrs. Charline Alldredge were in Phillips Saturday for the 3 p.m. wedding at the Methodist Church of Gay Lynn Edmondson, granddaughter of Fred Battey, and daughter of Zelda and Julian Edmondson of Phillips.

The groom is Ben Kollmar, of the Air Force, stationed in Georgia. His parental home, Washington State. The Battsies spent Saturday night in the home of a daughter Mr. and Mrs. Shelby Cook in Amarillo and returned home Sunday.

Weekend visitors of the Claud Carpenters were Mr. and Mrs. Gatewood of Duncan, Okla., Mr. and Mrs. Donald Sarchet of Borger; Mr. and Mrs. Darrell Smith

of Tulia; and Mr. and Mrs. Marion Carpenter, Irving, Mr. and Mrs. Joe Conway, city, were also present. Mr. and Mrs. Boone Hall of Plainview came Friday.

Mrs. Ava Jackson and Mr. and Mrs. Elmer Warren spent Christmas with their children in Amarillo. Mr. and Mrs. Wade Warren visited in Dumas with a son and family.

Letha and Travis Lightfoot had a get-together of relatives over the weekend. These included their children and families; Mr. and Mrs. Bill Carmack, Brad and Ricky of Dalhart; Mr. and Mrs. Kenneth Lightfoot, Tonia and Kelsey, Amarillo; and Mr. and Mrs. Mike Lightfoot and Brandon, city. Also Mr. and Mrs. John Campbell of Graham; Mr. and Mrs. Lewis Crain of Wichita Falls. Local relatives were Mr. and Mrs. Jim Campbell and Laura, Mrs. Lindley, and Mr. and Mrs. Don Grantham and Karen.

Callers on Miss Vera Meredith last week were: Monday, Mrs. Margaret Springer and Mrs. Hal Thomas; Wednesday, Miss Mary Pearl Coward; Thursday, Mrs. Ola Warren; Mrs. T.T. Hamilton. Also Mrs. Clay Muncey, Lockney.

Mrs. J.C. Odam and Mrs. Claud Price visited Mr. and Mrs. Plumlee Sunday p.m. Mr. and Mrs. C.W. Denison were in Brownfield Saturday where they visited with their son, C.W. Jr. and family. In the p.m. they went on to Anson where they spent Saturday night and Sunday with Mr. and Mrs. W.B. Parrack. They spent Christmas day in Lubbock with another son, Gilmer and family.

Mrs. Henry Brewer visited briefly with Mrs. Green Friday p.m. Mrs. Green visited a while one p.m. with Misses Gladys and Esther Peck.

Christmas eve callers at the Green home were Mrs. Anthony Latta and Carol of Mt. Blanco, and later Mr. and Mrs. Floyd Montgomery of Plainview.

Christmas eve at Mrs. Frank Dunns was a happy time with all the children and grandchildren present: Eddie and Mary Grace Parks and children and Joe Lee Dunn and family all of Houston; and from Lubbock, Margaret and Tony Balios and family and Jimmy and Patsy Dunn and girls. Also present were Mr. and Mrs. Floyd Montgomery of Plainview.

Mr. and Mrs. Leo Frazee had their daughter and families, the Garvin Bensons and their children and in day, all but Larry and Shirley, who arrived in time to El Paso Saturday to spend the weekend and part of Christmas day with the wife's parents.

The still there are vacant chairs we can count on together is to be later in the week.

Bro. and Mrs. Hollis Payne of Calvary Baptist are spending some of the holidays in Crowell with

Brown's Department Store

IN LOCKNEY

Will Be Closed On Monday &

Tuesday, December 31 and

January 1 For Inventory.....

THE STORE WILL RE-OPEN ON

WEDNESDAY MORNING, JANUARY

2 AT THE REGULAR TIME.....



May the New Year bring you joy!

Floydada Robo Wash

WE PAY THE HIGHEST RATE POSSIBLE

UNDER FEDERAL REGULATIONS

ON SAVINGS ACCOUNTS

90 DAY ACCOUNTS

12 MONTH CERTIFICATES

30 MONTH CERTIFICATES

4 YEAR CERTIFICATES

WE HAVE A SAVINGS PROGRAM TO FIT YOUR NEEDS AND YOUR ACCOUNT WILL BE SINCERELY APPRECIATED.

EARNINGS COMPOUNDED DAILY EFFECTIVE JANUARY 1, 1974.

"WHERE THOUSANDS SAVE MILLIONS"

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TULIA, TEXAS

ATTENTION MR. FARMER

PURCHASE YOUR TREFLAN, MILOGARD, AND CAPAROL FROM LOCKNEY COOPERATIVES AVAILABLE NOW FOR IMMEDIATE PICKUP.

LOCKNEY COOPERATIVES HAS TWO LOCATIONS TO SERVE YOU, IN LOCKNEY SEE C.R. SHREVE CLARK OR AT SOUTH PLAINS TALK WITH DON REL BLASINGAME.

WHILE YOU'RE THERE BOOK YOUR NEXT YEAR'S COTTON SEED.

COME BY FOR A CUP OF COFFEE OR HOT COCOA.

LOCKNEY COOPERATIVES

Lockney, Sterley, South Plains

FLOYD PHILOSOPHER

Is A Hard Question Are

People More Honest Than Politicians?



The Floyd Philosopher on a grass farm answers a letter that bothered him a little.

can get into trouble before he these days. Last week, you may was suggesting in a yuletide spirit Christmas present for the world bigger bunch of honest politicians. gotten this letter from a man asking "how much more you think you and the rest of the than most politicians?"

settling question and if there ever for confidentiality, executive secrecy of the ballot, sanctity of the incompetent secretaries, and re-writing of the Constitution, time, but I'll wriggle out of it some get hold of the right lawyer and out long enough.

man went on to report poll recently asked the you vote in the 1972 election? and 73 percent said actual voter turnout that year percent. A lot of people, he said,

ing to think about, although I've

noticed most politicians will deride a public opinion poll unless it's in their favor.

I really don't know how many people are honest, that is, honest all the time. I suspect most people are honest most of the time, if it's not too inconvenient or April 15, some are more honest now than they were before they got what they've got now, and some will be less honest later than now, depending on what the opportunities are and how much cash is floating around or what they're elected to.

I guess the amount of honesty in the world is about like the stock market. It fluctuates up and down through stress and strain and nobody can tell you for sure which way it's going next week.

On the whole though I'd say that a wise politician today is one who gets the feeling that what the people want most of all right now is honesty in office. They may want also honesty everywhere else too, but you've got to remember that dishonesty out of office is a lot easier to get by with.

I don't know whether I've answered that Washington man's question or not, but at least I've tried to heap a lot of confusion around it.

Yours faithfully,
J.A.

PLAINS COTTON HARVEST PERCENT COMPLETE

Plains cotton 80 to 90 percent the weekend because, according to Cotton Classing Lubbock.

from 1,827,000 bales classed at the Brownfield, La-Lavelland offices Friday, December four offices had classed samples on time. Estimates at there were an 300 to 400,000 bales fields.

offices tested and classed samples from 329,000 bales during the week ending the 21st.

Quality of cotton continued excellent and this crop continues to be one of the highest quality crops ever produced on the South Plains.

Grades 31 and 41 continued the predominant grades at Lubbock, making up 71 percent of all classed. Grade 31 made up 26 percent, Grade 41, 45 percent and Grade 32, 16 percent.

Staples were predominantly 30 to 32. Seventy-sev-

en percent had staple lengths of 31 and shorter and the remaining twenty-three percent stapled 32 and longer.

Micronaire readings continued excellent. Seventy-seven percent of all cotton tested at Lubbock had micronaire readings in the premium range of 3.5 to 4.9, 5 percent was in the high micronaire range of 5.0 to 5.2 and 1 percent was in the very high range of 5.3 and above.

FLOYD DATA
Mrs. Lon Davis was able to return home Monday from Lubbock Methodist Hospital where she had been receiving medical attention. Mrs. Davis is reported to be doing nicely.

It's Been a Great Year!



Thanks Folks!

AS THE YEAR 1973 DRAWS TO A CLOSE, AND WE ALL PREPARE FOR A NEW YEAR, WE WANT TO TAKE THIS MEANS OF EXPRESSING OUR SINCERE THANKS TO EVERYONE FOR HELPING MAKE THIS A GOOD YEAR FOR ME AND FARM BUREAU.

AN ADDED "THANK YOU" FOR THE WARM RECEPTION YOU HAVE GIVEN ME AND MY FAMILY AS NEW RESIDENTS TO FLOYD COUNTY.

IF I CAN HELP YOU IN 1974, PLEASE LET ME KNOW.



WHEN YOU NEED INSURANCE SERVICE FOR YOUR ... HOME

Think of Low Net Cost with Service.

RANCH FARM AUTO CROPS LIFE

Texas Farm Bureau Insurance Company
Floydada
Office Phone 983-3777
Home Phone 983-3586

YEAR END SALE

SALE BEGINS DECEMBER 26 ENDS DECEMBER 31, MON.

<p>CLEARANCE LADIES FALL HANDBAGS DARK CUT VELVET AND FALL COLORS REG. \$7.00 AND \$8.00 VALUES ...\$5.99 REG. \$9.00 AND \$10.00 VALUES ..\$7.99 REG. \$11.00 VALUES\$8.99</p>	<p>CLEARANCE LADIES LINGERIE WINTER SLEEPWEAR PAJAMAS AND GOWNS NYLON-FLEECE AND FLANNEL REG. \$5.00 VALUES.....\$3.99 REG. \$6.00 AND \$7.00 VAL. \$4.99 REG. \$8.00 VALUES.....\$5.99 REG. \$9.00 VALUES.....\$6.99</p>	<p>CLEARANCE LADIES FALL ROBES NYLON-FLEECE REG. \$17.00 AND \$18.00 ...\$11.99 REG. \$19.00 VALUES.....\$12.99 REG. \$20.00 VALUES.....\$13.99 REG. \$22.00 VALUES.....\$14.99</p>
<p>CLEARANCE MENS JACKETS FALL WEIGHTS NOT ALL SIZES REG. \$24.00 VALUES.....\$14.00 REG. \$26.00 VALUES.....\$17.00 REG. \$30.00 TO \$35.00 VAL. \$20.00 REG. \$37.50 VALUES.....\$27.00</p>	<p>CLEARANCE MENS FLANNEL SHIRTS REG. \$3.99 VALUES.....\$2.99 REG. \$6.00 VALUES.....\$3.99 REG. \$9.00 VALUES.....\$5.99 REG. \$12.00 VALUES.....\$9.99</p>	<p>CLEARANCE MENS SLEEVELESS SWEATERS REG. \$7.00 AND \$8.00 VALUES NOW \$5.88 REG. \$12.00 VALUES NOW \$9.88</p>
<p>CLEARANCE BOYS JACKETS & SHIRT JACS REG. \$6.99 VALUES..... \$5.00 REG. \$7.99 VALUES.....\$7.00 REG. \$13.99 VALUES.....\$9.00 REG. \$14.95 TO \$16.95 VAL. 13.00 REG. \$24.00 VALUES.....\$15.00</p>	<p>CLEARANCE GIRL COATS DRASTICALLY REDUCED</p>	<p>CLEARANCE GIRLS SWEATERS REG. \$4.99 VALUES \$4.00 REG. \$7.95 AND \$8.95 VALUES NOW \$5.00</p>
<p>CLEARANCE WOOL CAPS & WOOL SCARF & CAP SETS REG. \$6.99 VALUES.....\$4.99 REG. \$3.50 VALUES.....\$1.99 REG. \$1.99 VALUES.....\$1.44</p>	<p>CLEARANCE LADIES SWEATERS REG. \$7.00 VALUES \$4.00 REG. \$8.99 VALUES \$5.00</p>	<p>CLEARANCE BOYS CORDUROY JEANS SMALL SIZES REG. \$3.00 VALUES..... \$1.99 REG. \$5.00 VALUES..... \$2.99 REG. \$6.00 VALUES..... \$3.99</p>
<p>CLEARANCE LADIES FUR HOUSESHOES REG. \$5.00 AND \$6.00 VALUES NOW \$3.88</p>	<p>CLEARANCE FALL PIECE GOODS CORDUROYS-VELVETS-FALL COLORS - KNITS DRASTICALLY REDUCED</p>	<p>CLEARANCE ONE DOUBLE RACK OF LADIES READY TO WEAR DRASTICALLY REDUCED</p>
<p>WELLCO-VELVET TYPE HOUSESHOES REG. \$8.00 VALUES \$4.88 REG. \$9.00 VALUES \$5.88</p>	<p>CLEARANCE ONE SMALL GROUP OF BOYS BOOTS BROKEN SIZES VALUES TO \$16.95 NOW \$8.88 to \$11.88</p>	<p>CLEARANCE LARGE GROUP OF LADIES FALL SHOES REDUCED</p>



Society

Mrs. Vernon And Tami Sue Feted

Baby Tami Sue Vernon and her mother, Mrs. Don Vernon were feted with a gift shower Dec. 15. The event was in the Sterley community home of Mrs. Donice Casey.

Cookies, punch and hot tea were served informally from a table decorated in a

seasonal motif. Mrs. Vernon was given a pink carnation corsage and a baby stroller by the hostesses. Special guest was Donna Lyn Vernon.

Hostesses included Mmes. Casey, Willie May Taylor, Tom Marr, Dub Mercer, Eugene Owens, Tom Duvall, Jeff Terrell and Pat Frizzell.

FLOYD DATA
Christmas holiday guests of Mr. and Mrs. Parnell Powell and Melody were Mr. and Mrs. Jerry Powell and Craig of Houston and Mr. and Mrs. Arlis Powell and children of Amarillo.

Teen Dance Scheduled

There will be a Teenage Dance Saturday, December 29, at 8:30 until 12 midnight at the American Legion Hall in Lockney. Admission will be \$1.75 each and all area high school and college students are invited to attend. A band called "Rat Madness" from Lubbock will provide the music.

Mrs. Cooper Honored

Mrs. Cliff Hardy was hostess Tuesday night of last week for a surprise birthday party for her mother, Mrs. Melvin Cooper. The honoree's birthday was Dec. 25.

Attending the salad supper were Mrs. Roy Rolling, Mrs. W. D. Roberts, Mrs. Durward Jack, Mrs. Glen Cooper, Mrs. Tommy Weather, Mrs. Neva Calahan, Robin Hardy, the honoree and the hostess.

FLOYD DATA
Visiting during the holidays with the B. V. Carvers during the holidays were their children and their families, Mr. and Mrs. Derral Lindsey and sons of Victoria; Mr. and Mrs. Coy Murray and sons, Midland; Mr. and Mrs. Don Daniel and family, and Terry Turner of Floydada.

FLOYD DATA
Holiday guests of Dr. and Mrs. Keith Patzer and family were Mr. and Mrs. Wayne Smith of Lamesa, Greg Patzer of Ruidosa; Mr. and Mrs. Leo Kraft of Gordonville and Mr. and Mrs. J.C. Chapman and family of Roswell. Mrs. Kraft is the mother of Mrs. Patzer and J.C. Chapman.

FLOYD DATA
Visiting during the holidays with Mrs. V. D. Turner were her children, Bud Turner and sons, Brad, Vance and Mr. and Mrs. Mark Turner and baby of Norman, Okla.; Mr. and Mrs. Sherman Irwin and children of Lubbock; Mr. and Mrs. Travis Young and family of South Plains and the Floydada children and their families, and other relatives. Also Floyd Medley, Floydada and his son, Mike Medley and family of Elsinore, Calif., who have just moved to Floydada.

Rebekah Lodge Supper

Lockney Rebekah Lodge members and families held a salad supper and Christmas social Dec. 17 at the lodge. Highlight of the evening was a personal gift shower for Rachel James Patterson who was married to O. B. Patterson in Amarillo Dec. 8.

Following the supper, Christmas carols were sung

by the group, and gifts were exchanged.

FLOYD DATA
Guests of Dr. and Mrs. Floyd C. Bradley and Ellen over the holidays were their children, Mr. and Mrs. Gary Hext and baby of Pasadena, Tex., and Mr. and Mrs. Dale Bradley and children of Denver City, and Dr. Bradley's brother, Max Bradley and family, also of Denver City.

FLOYD DATA
J. W. Woolsey returned home Christmas Eve from Lubbock Methodist Hospital where he received treatment for a heart attack and later underwent surgery for placement of a heart pacemaker. He returned to the hospital yesterday for the removal of stitches and received a good medical report; however, he will be confined to home for a while.

FLOYD DATA
Holiday guests of Dr. and Mrs. Jack Jordan and son included their daughter Annette, student at West Texas State and their other son, Larry of Amarillo; Mr. and Mrs. R.L. Cantrell of Tulia, parents of Mrs. Jordan; Mrs. Mary Jordan also of Tulia, mother of Dr. Jordan; Mrs. Frances Raifsnnyder and Mr. and Mrs. Randy Jordan all of Lubbock.

New Arrivals

Mr. and Mrs. Bobby Cozby of Fairview community are parents of a daughter, Kara Fawn, who was born in Lockney General Hospital December 17. The baby weighed eight pounds and one ounce at birth. The mother is the former Rhonda Carthel.

Grandparents include Mr. and Mrs. Ray Carthel of Dougherty and Mr. and Mrs. L. B. Cozby Jr., of Center Community. Mrs. Fannie LaGrone Sanders of Canyon is a great grandmother.

Mr. and Mrs. Teddy Bob Cooper of Houston, Texas are parents of a baby girl born Christmas Day, December 25, 1973 in Houston. She was born at 3:30 p.m. December 25, 1973 and was named Sammie Daine. Sammie Diane weighed 5 pounds and 11 ounces.

This was the first child for the Coopers and the grandparents are Mr. and Mrs. Glen Cooper of Lockney, and Mr. and Mrs. T. R. Haverhorn of Galena Park, Texas.

Frank Hardy Given Party

Frank Hardy was guest of honor Saturday night at dinner celebrating his birthday. Mr. and Mrs. Cliff Hardy and Robin were hosts.

Smoked pheasant, shrimp E'tu fe and salads were served. Attending were Mr. and Mrs. Wilbur Adams, Sonja and Phyllis of Wenatchee, Washington, Mrs. Frank Hardy and the hosts.

FLOYD DATA
J.T. Huckabay, a patient in Caprock Hospital, was able to enjoy the holidays at home with Mrs. Huckabay and the children, and will probably remain there until the latter part of the week. Still visiting in the Huckabay home are the daughter and family from Miami, Fla., Mr. and Mrs. Walter Simmons, Scott and Susan. Other children here for Christmas were Mr. and Mrs. Reece Grubbs, Dori and David of Lubbock; Mr. and Mrs. Gary Huckabay of Meade, Kansas; and Mr. and Mrs. Jim Huckabay of San Antonio.

New Year's Eve Cancer Ball Monday Night

Persons planning to attend the New Year's Eve ball, sponsored by the Floydada Cancer Society Unit, are reminded that Saturday is the deadline to purchase tickets. They are available from any member of the Society at \$15 per couple. No tickets will be sold at the door.

The ball is scheduled at the Massie Activity Center New Year's Eve Dec. 31, beginning at 9 p.m. Dance music will be furnished by the Singletrees until 1 a.m. Proceeds after expenses will go to the Floydada Cancer fund.

FLOYD DATA
Holiday guests of the Jimmy Willsons included Mr. and Mrs. Mac Willson, Jane, June and Jill of Las Cruces, N.M.; Mr. and Mrs. David Haines of Austin, and Jane Willson, student at Angelo State.

FLOYD DATA
Christmas Day dinner guests in the home of Mr. and Mrs. Doyle Turner, Craig and Brenda were members of Mrs. Turner's family, Mrs. R.E. Marr and Mr. and Mrs. Tom Marr, Karen and Janis of Lockney; Mr. and Mrs. Gary Marr of Lubbock; Ronnie Marr of Plainview; Mr. and Mrs. Dave Willis, Bobby and Danny and Mr. and Mrs. Freddie Crumpler and children of Paducah.



As the old year slips away, we turn to greet the New Year with happy expectations. Hope it's prosperous, peaceful to all in the community. Warm gratitude for the patronage shown us.



FIRST National Bank
102 North Main In Lockney Phone 652-3355

FRESH GROUND BEEF LB. 87¢	SUNKIST Oranges 2 - 39¢
HAM HOCKS LB. 39¢	SHRFRESH Buttermilk 1/2 GAL. 59¢
SWEET POTATOES LB. 19¢	SHURFINE REG. OR DRIP COFFEE LB. 69¢
SHURFRESH TWIN PACK POTATO CHIPS 59¢	SHURFINE MACARONI-CHEESE DINNER 7 1/4 OZ. 4 - \$1
FRESH LB. CELLO BAG Cranberries 33¢	RUSSETT Potatoes 10 LB. BAG 79¢
SHURFINE BLACK EYE 300 CAN PEAS 2 - 41¢	CLOSEUP REG. OR MINT Toothpaste REG. 65¢ 49¢
DELICIOUS APPLES 2 - 35¢	SHURFRESH 1/2 GAL. Ice Cream 89¢
ROSE AND MINT LIQUID DETERGENT VEL 32 OZ. 49¢	SHURFRESH 10 CT. BISCUITS 11 - \$1
CLOVERLAKE 1/2 PINT Whipping Cream 39¢	SOFLIN DISPOSABLE DAYTIME DIAPERS 30 CT. \$1.29

shurfresh MILK THESE PRICES GOOD THROUGH JANUARY 2 WE ACCEPT FOOD STAMPS DELIVERIES \$2.50 OR MORE

YOUR HOME OWNED AND HOME OPERATED GROCERY
L&J FOOD STORE
We Give Double S&H Green Stamps On Wed.
116 NORTH 2nd PHONE 983-3105
WE DELIVER AFFILIATED

Peggy's Meddlin's

BY PEGGY MEDLEY

LIKE a number of folk we were a "stay at home family" this holiday. Except for cooking, this gal did little else. That probably happened to most housewives. We thought perhaps we would spend Christmas in Denver, Colo., with our son and family, but due to a blizzard which hit there, we decided the best place for us was at home and not on icy highways.

WE assumed you decorated your home with holly and enjoyed kisses under the mistletoe...and celebrated Christmas on December 25...and even if you're past believing in Santa Claus, except to see him drawn and painted as a jolly, bearded old elf, I'm sure he was around somewhere. But did you ever stop to think of why we do these things?

Kisses under the mistletoe is said to have begun by the ancient Romans, who viewed the plants as a symbol of peace. Enemies, meeting under the mistletoe, were supposed to embrace and declare a truce. The Romans were also first to use holly. The poinsettia comes from Mexico. Joel Poinsett, first American minister to Mexico, brought it to the U.S. in 1828. Pope Julius, about the year 349 A.D., decreed that Christmas should be celebrated on December 25. In the 16th century...the year 543, to be exact...Christmas was made a legal holiday in Rome. And toys have been around longer than you think! Forty centuries ago, an Egyptian artist caught a scene of children playing catch with a ball. Excavations reveal that Egyptian children had toy animals, dolls and doll furniture. Archeologists have even uncovered crafty replicas of the Trojan Horse! Between the 5th and 11th centuries, the child of the Dark Ages could brighten his life with clay dolls. Toy soldiers took Europe by storm at least as early as the 1500's. Louis XIV has a set that could march, ride and shoot.

WRITING of clay dolls reminds me of a recipe in making fun with which can be turned out beautiful and creative items. While your

WATCH SICK
GUARANTEED WATCHES - Clock Repair - Ring Repair of All Kinds - All Work Done In Our Own Shop - By Master Craftsman
HARPERS JEWELRY
983-2586 Floydada

AFTER CHRISTMAS SALES AT MIZE PHARMACY
MANY ITEMS ONE-THIRD OFF

- GAMES
- PARKER BROS. JIGSAW PUZZLES
- MADAME ALEXANDER DOLLS
- LARGE SELECTION OF COSTUME JEWELRY INCLUDING WHITE AND DAVIS
- TIMEX WATCHES
- MOON AND STAR GLASSWARE BY SMITH
- PANGBURN'S CANDIES—ALL KINDS AND ASSORTED
- FRAGRANCES — MANY TOP NAMES
- CAMERAS

MANY OTHER ITEMS
Mize Pharmacy
LOCKNEY

OBITUARIES

Mrs. Eva Martin Daniel C. Jones

Monday afternoon funeral services in the Lone Star Baptist Church were conducted for Mrs. Eva Selicia Martin, 76, mother of Mrs. Bob Merrell of Lone Star.

Rev. David Hartman of Earth and Rev. William Prater of the church officiated. Burial was in Flomot Cemetery with Carter Funeral Home in charge of arrangements.

Mrs. Martin died Sunday in a Plainview nursing home. She moved to Plainview two years ago from Tucumcari, N.M., but had been a longtime resident of the Lone Star and Flomot areas. Mrs. Martin was born in Coryell County and married Mark Martin Dec. 5, 1915 in Flomot.

Other survivors include two sons, Edsel B. Martin of Etter and Virgil Martin of Tucumcari, N.M.; two sisters, Mrs. Iva Byrd of Merced and Mrs. Pearl Barrett of Llano; ten grandchildren and ten great grandchildren.

Smoke inhalation was ruled the cause of death of Daniel C. Jones, 62, who died Sunday morning after a fire ignited in a mattress on which he was sleeping and filled his small three-room frame home with smoke. The house, located in the rear of 1700 S. Date in Plainview, was gutted by fire.

B. D. Jones of Lockney is a brother. Also surviving are four sisters.

Funeral services for Jones, a retired Army officer, who had been a resident of Plainview 15 years, were conducted Wednesday afternoon in the Bethesda Church south of Burleson. Burial was in Bethesda Cemetery with Carter Funeral Home in Lockney in charge of arrangements.

NEW FARM FUEL ALLOCATION

Farm fuel for 1973 will be based on annual rather than monthly allocations. This was decided by an agricultural advisory committee to the Federal Energy Office, Tuesday, Dec. 18, in a Washington meeting.

Farmers may receive up to 125 percent of the fuel they used in 1972, providing it is available, an FEO spokesman said.

A. W. (Dub) Anthony, Jr. of Friona, Texas, president of Grain Sorghum Producers Association, is a member of the agricultural advisory committee and attended the Washington meeting with Jack King of Lubbock, GSPA research director.

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FLOYD DATA

The George Miller family had relatives from Lamesa visiting in their home Christmas from both sides of the family. . . . and daughter Kren was home from college.

FLOYD DATA

Mr. and Mrs. James Norrell of Liberal, Kan. were among Christmas guests at his parents, Mr. and Mrs. Elmer Norrell.

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HAPPY NEW YEAR

THRIFTWAY

STYLE HAIR SPRAY
REGULAR, UNSCENTED, SUPERHOLD
13-oz. CAN **59¢**

SHURFINE FLOUR
5-LB. PAPER BAG **79¢**

SHURFRESH POTATO CHIPS
REG. 65¢ SIZE BAG **39¢**

SALAD DRESSING
SHURFINE
32-oz. JAR **49¢**

BLACK EYE PEAS
RANCH STYLE
15-oz. CAN **23¢**

FOR GOOD LUCK

COCA COLA

32 OZ. BOTTLE

6 FOR 98¢

PLUS DEPOSIT

MR. CLEAN LIQUID CLEANER 28-oz. BTL. **79¢**

WILSON'S COFFEE 1-LB. CAN **\$1.09**

TOM SCOTT MIXED NUTS 12-oz. CAN **79¢**

FISHER PARTY PEANUTS 12-oz. CAN **79¢**

CONTADINA TOMATO SAUCE 8 8-oz. CANS **\$1.00**

SHURFINE CHINA STYLE TUNA 8-oz. CAN **59¢**

MARSHO ASSORTED SNACK CRACKERS 4 BOXES OF 200 **49¢**

CHIFFON ASSORTED FACIAL TISSUE 4 BOXES OF 200 **\$1.00**

IVORY SOAP 36 OFF LABEL, PERSONAL SIZE 4 BARS **39¢**

MR. CLEAN LIQUID CLEANER 28-oz. BTL. **79¢**

CONTADINA TOMATO SAUCE 8 8-oz. CANS **\$1**

U.S.D.A. CHOICE BONELESS CHUCK ROAST

99¢

..... LB.

DRY SALT PORK Jowls 59¢ LB.

RATH BONELESS, FULLY COOKED "NUGGETT" HAMS 1 1/2 to 2-LB. AVG. **\$1.19**

FRESH PORK BUTT ROAST LB **79¢**

PORK BUTT STEAKS..... LB **89¢**

MEDIUM SIZE SPARE RIBS..... LB **89¢**

FRESH CHICKEN BREASTS..... LB **69¢**

FRESH DRUMSTICKS..... LB **69¢**

FRESH CHICKEN THIGHS..... LB **65¢**

WILSON'S FRANKS..... 12-oz. PKG. **79¢**

SHURFRESH SLICED COOKED HAM..... 6-oz. PKG. **89¢**

CLAUSSEN'S KOSHER WHOLE OR ICICLES..... 7-oz. PKG. **79¢**

PICKLES..... QT. **79¢**

CUDAHY'S SLICED ITALIAN, PEPPERONI..... 4-oz. PKG. **79¢**

GERMAN SALAMI..... 4-oz. PKG. **79¢**

OSCAR MAYER LITTLE SMOKIES..... 12-oz. PKG. **\$1.19**

OSCAR MAYER CHUBS BRAUNSCHEWIGER..... 8-oz. PKG. **59¢**

LITTLE BOY BLUE CORN DOGS..... LB **89¢**

SHURFRESH JALAPENA OR PIMENTO CHEESE SPREAD..... 7 1/2-oz. PKG. **49¢**

TREFLAN

\$95.50

Producers Cooperative Elevator

YES! WE GIVE S&H GREEN STAMPS...

Thriftway Frozen Food Specials

MORTON FROZEN REG. FRIED CHICKEN, FISH & CHIPS, MEAT LOAF SALISBURY STEAK, & TURKEY

DINNERS EACH **53¢**

SHURFINE FROZEN BROCCOLI SPEARS 10-oz. CTN. **29¢**

MORTON FROZEN ECONOMY DINNERS 11-oz. CTN. **43¢**

Thriftway Dairy Specials

SINGLES SHURFRESH SOFT MARGARINE..... 16-oz. PKG. **49¢**

SHURFRESH QUARTERS SWEET CREAM BUTTER..... 16-oz. CTN. **99¢**

SHURFRESH BUTTERMILK 1/2-GAL. CTN. **59¢**

SHURFRESH COTTAGE CHEESE 30-oz. CTN. **79¢**

KRAFT ASSORTED FLAVORED DIPS..... 8-oz. PKG. **59¢**

KRAFT ASSORTED FLAVORED SQUEEZE SNACK CHEESE..... 8-oz. PKG. **49¢**

SHURFINE FROZEN BROCCOLI SPEARS..... 10-oz. CTN. **29¢**

3 OR 2 DAYS BUTTERMILK..... 1-GAL. CTN. **59¢**

24 OZ. BORDEN'S COTTAGE CHEESE..... 79¢

HUNT'S KETCHUP..... 4 14-oz. BTL. **\$1.00**

SHURFRESH CRACKERS..... 3 16-oz. BOXES **\$1.00**

ALL PURPOSE RUSSET POTATOES

10 LB. BAG 88¢

ORANGES TEXAS NAVEL..... 2 LBS. **29¢**

TURNIPS PURPLE TOP..... LB. **19¢**

CARROTS 1-LB. CELLO PKG. EA. **15¢**

Thriftway Produce is always FARM FRESH and ready for your selection in our display room.

PRICES EFFECTIVE DEC. 26, THRU JAN. 1, 1974. RIGHT TO LIMIT PLEASE. NONE SOLD TO DEALERS.

Texas Ruby Red GRAPEFRUIT

2 LBS. 29¢

SINE-OFF SINUS SPRAY 1/2-oz. BTL. **99¢**

ASPIRIN SHURFINE 3 GRAIN 200-CT. BTL. **39¢**

EXCEDRIN 60-CT. BTL. **99¢**

ALKA SELTZER 25-oz. BTL. OF 25 **69¢**

FOR PRE SOAKING YOUR LAUNDRY BIZ LAUNDRY PRE-SOAK GIANT SIZE BOX **79¢**

GRAVY TRAIN 25-LB. BAG **\$3.99**

SHURFINE PANCAKE MIX..... 32-oz. BOX **49¢**

SHOP PAGE'S THRIFTWAY AND SAVE ON ALL OUR BARGAINS... RECEIVE S AND H GREEN STAMPS

VALUABLE COUPON NO. 27954

CHIPO'S 9.5-oz. BOX **49¢**

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER JAN. 1, 1974

VALUABLE COUPON

INSTANT SANKA 8-oz. JAR **\$1.89**

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER JAN. 1, 1974

PLAINS

there this

L. D. Reid of the past visiting with Sunday brother, Early and Steve.

Mrs. Raymond their children over the Christ-

Mr. and Mrs. four children Mr. and Mrs. and children Oklahoma, Mrs. Ronnie three children Mrs. Ernest Hale Center them during They also ada with the

Mrs. Dale and Mike of Saturday and with his sister, Kendis Julian and other family. Mr. Roberts and Plano, visited the Julians, at all of the and Mr. and Julian and Mrs. had Sunday in Floydada Mr. and Mrs. and members.

Mrs. E. J. to leave Santa Fe, N.M. holidays with one. Mr. and Jennifer From Texas ve, freshman ty of Texas, their parents, remain several

Mr. and Mrs. Winfred Payne and Layette and her fiance, Wayne Crump of Ralls, spent Sunday in Littlefield with the Payne's son, Ronnie and family. Christmas Day the Winfred Paynes joined the Gene Payne family of Muleshoe at the home of their mother, Mrs. Cecil Payne in Floydada.

FLOYD DATA

Mr. and Mrs. James Norrell of Liberal, Kan. were among Christmas guests at his parents, Mr. and Mrs. Elmer Norrell.

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Auld Lang Syne

Our acquaintances will never be forgotten. We deeply appreciate your patronage and look forward to serving you this New Year. Hope it's happy!

Brown's
DEPARTMENT STORE
MAN'S SHOP—DRY CLEANING
104-06 North Main
Lockney, Texas

PAGE'S THRIFTWAY

IN LOCKNEY

**"A Penny Saved Is..."
Not Good For Business**

Although consumers have been a bulwark against recessions for nearly three decades they may not be the stopper this time. Spending will be hurt by weakened consumer confidence, soaring living costs, and the burden of installment payments. Now, the high cost of both heating and transportation fuel along with gasoline shortages may limit shopping jaunts. Neighborhood mini-plazas and local retail outlets will benefit from this situation. Since neighborhood shopping tends to be less extravagant than that done in the impulse-buying supermarkets, we foresee a period during which consumers will channel more of their disposable income into savings and debt repayment. Long term, this is healthy and lays the groundwork for next cyclical upbeat in the economy but the short-run impact is negative. Less consumer spending will mean reduced inventory buying, with

Employment - Personal Income

Aggregate personal income during 1974 will not show the vigor of the past two years. It will be up, but boosted more by transfer payments (social security, unemployment compensation, etc.) than by earned income. Salaries and wages and income of proprietors and partnerships will average lower than in 1973 because of the slower business pace. Support will come, however, from wage hikes in multi-year union pacts, new agreements, and built-in cost-of-living adjustments. Employment faces reductions in 1974, and the jobless rate could average 6% but may run as high as 7% at the topmost point. As in the early years of this decade, unemployment will be difficult to shrink because of the flood of new workers into the labor pool.

Building And Construction

While the nation's housing needs are still enormous, tight and costly money has snuffed out the boom after the high rate of residential

starts in 1972 and the first half of 1973. Government figures on building permits issued give no hint of early improvement in this sector which utilizes so much manpower and materials. Resumption of vitality must await a longer spell of anti-recession credit policy than the past six weeks. By late spring of 1974 or sometime during the summer, residential building should bottom out, probably near the 1.1-million annual rate, and thereafter the economy can derive much-needed support from this source. For 1974 as a whole, new residential starts should approximate 1.3 million units. Industrial and commercial construction bolstered overall building activity for a good part of 1973. But high costs, supply shortages, and now the lack of clarity as to consumer spending plans and shopping patterns are likely to cause some hesitancy for non-residential building during the coming year.

Corporate Profits And Dividends

The amazing 1973 gains in overall business profits after taxes were due to basic and

uncomplicated business principles and not to profiteering on the part of corporate enterprises, as claimed by some unthinking critics. Fact is, we saw what happens to profits when plant and equipment operate at full capacity and there is little simultaneous cutthroat price competition. For 1974, however, the outlook is less promising. In general, we cannot count on the strong demand of the past year, and costs will continue to move upward. The situation will be worsened if fuel allocations prevent profitable use of operating facilities. But, barring extremes, net corporate profits should dip about 14% overall, with the greatest year-to-year slippage in the first half of 1974. But some firms, notably those with food-related operations, may even stack up favorably vs. 1973 because of the afflictions they suffered at least part of last year.

As to dividend disbursements, if operational disruptions are not overly severe, corporate dividends can increase again in 1974. The reason for this is that anti-inflation rules permitted only a tiny slice of 1972 and 1973 profits to be paid out.

While the staff of Babson's Reports is hopeful that there will be no resumption of fighting in the Mideast, negotiations leading to more stable conditions there will be arduous. Arabs will doubtless use their oil strategy as an overhanging threat for years to come in dealing with the industrialized nations of the world, although they may moderate their attitude somewhat. The emergence of underdeveloped nations is never smooth, and unrest will surface from time to time. We do not expect, however, actual military action between the great powers in 1974.

Interest Rates And The Bond Market

Late in 1973 the monetary authorities at least temporarily relented their anti-inflation credit restriction in order to forestall a serious recession due to fuel shortages. Confronted with both inflation and recession, the Federal Reserve may be forced to vary its tactics. For now, the need to protect the economy prevails. So the peak in interest rates may have been seen for this go-round. With an economy-propping monetary policy and business needing less borrowed capital as activity eases, short-term money rates will likely back away from recent peaks; but long-term rates, which had risen less than short-term in the past two years, will recede more slowly.

This means healthier bond markets in 1974 than for the past two years. Investors requiring the best possible yield on their investments should find, therefore, that bonds, preferred stocks, and even some common stocks generally regarded as "income issues" can now provide an attractive yield, plus some capital appreciation as interest rates decline.

Stock Market Outlook

Two significant 1973 scares for the stock market were (1) the early-year panic over food prices and supplies, and (2) the still-current worries over oil and gasoline shortages with the unhappy consequences for business and employment. The former proved temporary and

Politics - Domestic And International

Politics caused a good deal of the uneasiness and uncertainty which marked 1973. The unending sequence of "shocks" in connection with the investigations in Capitol Hill make any reasonable forecast of political prospects for 1974 an exercise in futility. It is to be hoped that the biennial congressional and gubernatorial elections upcoming next fall will produce some semblance of reason to replace the chaotic circus. While those most eager to have the President impeached may have lessened their efforts, just how much of a working relationship between the Administration and Congress will be restored is questionable. Past election years have usually brought forth some productive efforts in Capitol Hill; these will be most vitally needed in 1974. There should be no federal tax increases except on the Social Security impost in the year ahead.

Lockney
Guests of Mr. and Mrs. Don Vernon during the holiday were Mr. and Mrs. Jerry Vernon and Kimberly of Arlington, Norma Vernon of Fort Worth, Mr. and Mrs.

Alvin Vernon and son of Lubbock and Bert Vernon, who is visiting his children in the Fort Worth-Dallas area.

Mr. and Mrs. Don Vernon, Donna Lyn and Tammy went to Brownfield Sunday to a family dinner at her

parents, Mr. and Mrs. E. L. Burris, Mrs. Vernon's sister and brother and their families were also present.



neighbors, friends, the New Year with understanding. To all

DAVIS LUMBER
Where Customers

Lockney

Symbol of Better Health

YOUR PERSONAL PRESCRIPTION

Nothing is as personal as a prescription... it is written specifically for you by your doctor and filled for you by your pharmacist to safeguard your health. Don't sabotage that health by using medicine that has been prescribed for another person!



Byrd PHARMACY
Phone 652-3353
102 MAIN Lockney, Texas



RCA SUPER VALUE SUPER CLEARANCE
Just in time for the Big Bowl Games
Year-end stock reduction. Save big. Prices cut to make room for new models. Don't miss out! Buy now!

SURE! MIZE TV & STEREO CENTER IN LOCKNEY



LIST \$899.95
OUR PRICE **\$825.00**



LIST \$879.95
OUR PRICE **\$815**



WITH REMOTE CONTROL \$759.95

RCA XL-100 in beautiful Colonial style \$815

RCA CAR TAPE STEREO
RCA DELUXE SPEAKERS

- Early American cabinet design of true heirloom quality, authentic in every detail, but with modern convenience of swivel casters concealed behind full bracket feet.
- Super AccuColor black matrix picture tube—RCA's finest big screen color picture tube ever!
- RCA's most powerful XL-100, 100% solid state chassis, combined with RCA's Super AccuColor black matrix picture tube, for the most brilliant and crisply detailed big screen color TV in RCA history.
- AccuMatic IV brings color, tint, brightness and contrast within a normal pre-set range at the touch of a button.
- Automatic Fine Tuning electronically pinpoints and accurately holds the correct picture signal on each channel.
- RCA's 70-position solid state UHF tuner. Separate "click" positions and channel number identification for every UHF channel.



RCA XL-100 Contemporary

- Color TV furniture for the young-at-heart and it swivels 45 degrees left or right on a platform base. Walnut veneers in a light shade to blend with Contemporary furniture.
- Super AccuColor black matrix picture tube—RCA's finest big screen color picture tube ever!
- AccuMatic IV brings color, tint, brightness and contrast within a normal pre-set range at the touch of a button.
- Automatic Fine Tuning electronically pinpoints and accurately holds the correct picture signal on each channel.
- RCA's 70-position solid state UHF tuner. Separate "click" positions and channel number identification for every UHF channel. (Manual version only.)

MIZE TV & Stereo Center

CLASSIFIED ADS

THE PLACE TO LOOK



ESTATE

Well established business in Floyd County. Good business. Phone 983-3540 tfc

New ready to go bedroom, ceramic tile, washer-dryer, call 983-3511 tfc

Bedroom brick lot in Lockney, carpeted, good loan, call Rusk, 983-3208 tfc

Two and three bedrooms, 90% new, call 983-3251 tfc

House, call 983-3251 tfc

At 715 W. Lockney, central air, call 983-3251 tfc

983 cash or trade into an Mobile Home, call 983-3251 tfc

Neighbors, call 983-3251 tfc

Nice 4 bed, basement, call 983-3251 tfc

House with phone, call 983-3251 tfc

FARMS & RANCHES

WANT TO BUY irrigated or dry-land farm in Floyd or surrounding area. Write Box XRO, c/o Hesperian, Box 700, Floydada. tfc

CUSTOM PLOWING - Can run hoemoe, offset, or chisel plow. Call 983-2711 or 983-2291. tfc

FOR SALE - 15 acres with irrigation well, located 1/2 mile east of Floydada. 983-2862 tfc

FOR SALE - 160 acres of dry land, 10 miles Northeast of Floydada. Also a 4,000 acre Ranch in Briscoe County. Call J. R. Turner at 983-2635. L12-tfc

RENTALS

FOR RENT - Property - Apartments, 2 and 3 bedroom houses. Business Buildings, clean. BARKER INSURANCE AGENCY, Lockney, 983-2642. L-tfc

TWO HOUSES FOR RENT - 2 bedroom on 2 acres, 3 bedroom on three acres, need repair, trade labor for rent or move mobile home in. Lots of water, good for chickens, rabbits, hogs. Two miles SW Barwise. Phone 763-6642, Lubbock. tfc

FOR RENT - Furnished apartment newly re-decorated. No pets and no children. 301 W. Georgia. tfc

BUSINESS OPPORTUNITY

FOR SALE - Travel Center Restaurant. Call Wanda DuBols, 983-5110. tfc

FARM MACHINERY

FOR SALE - Cotton trailer: 4-8x9x20 expandable mantle, 4-8x8x20 steel, grain & cotton. 1 International stripper with basket. Call 983-3073 nights. tfc

MR. FARMER - Fall plowing ahead, and our portable disc rolling equipment is available to work in your field or our shop on the Matador Highway. Call or come to Russell's Shop & Equipment, 983-3751. tfc

FOR YOUR portable disc rolling needs call Lawson Bros. Welding and Equipment, 983-3940, Floydada. tfc

FOR SALE - Used Farm Machinery, Lawson Bros., East Missouri Street, Floydada. tfc

WINCH TRUCK SERVICE on cotton baskets and everything else. We'll go anywhere. Babe's Service Center, Phone 983-5042, Floydada. tfc

MR. FARMER - Come to Floyd County Hesperian in Floydada or Lockney Beacon in Lockney and buy 23" x 35" aluminum sheets to cover your truck beds and granary floors so the grain won't leak out. 10 cents a sheet. tfp

NORRELL TRACTOR PARTS - For Tractor and Irrigation Supplies and Accessories. tfc

CARDS OF THANKS

We want to express our thanks to all our friends and neighbors, the Doctor and nurses at the hospital for your kindness shown us during my stay in the hospital. Otto & Ophelia Sanders 12-27p

TO OUR FRIENDS - Your friendship, expressed in so many ways during W.E.'s hospitalization is deeply appreciated and we wish to thank each of you for all the beautiful flowers, cards, visits and phone calls. We wish to say a special "Thank You" to the ones who tended the cattle and looked after things while we were gone. W.E. and Mollie Burleson 12-27p

Our heartfelt thanks to all who extended comforting sympathy and help in our recent sorrow. For the floral offerings, food, beautiful service, and other kindnesses leaves us with grateful hearts toward neighbors and friends. May God bless each of you. The Family of Maude Merrick 12-27p

We desire to express to our kind neighbors and thoughtful friends our heartfelt thanks for their many kind expressions of love: for the many calls, cards, gifts, prayers and food. Also, a big thank-you to the neighbors who harvested our cotton crop for us. The Family of LeAnn Evans 12-27c

Treflan Application

CUSTOM SPRAYING AND PLOWING
Call Bill Selman
983-2422 or 983-5390 tfc

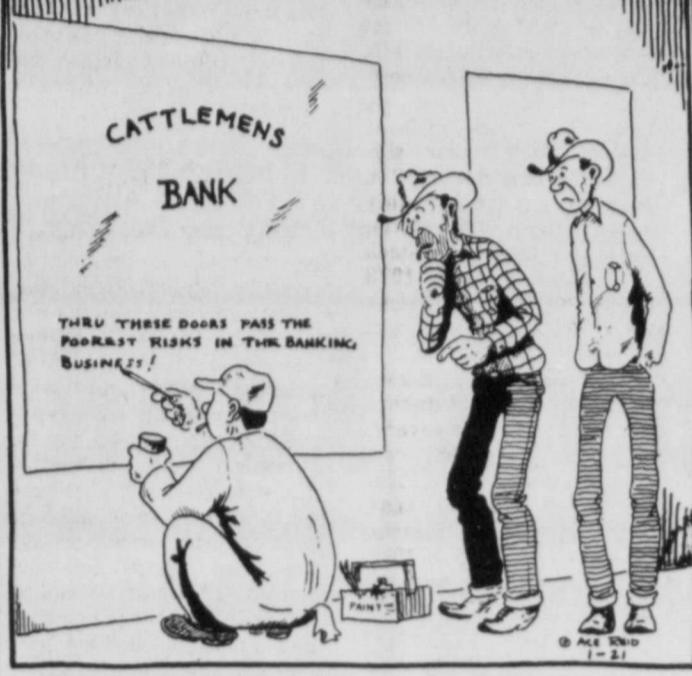
NEED A RUBBER STAMP? CALL 983-3737

FOR SALE - The brand new Texas Almanacs are here. Hesperian Office Supply, Floydada; Lockney Beacon, Lockney. tfp

SLEEP WHILE YOUR WANT AD WORKS

ARTHUR B. DUNCAN ABSTRACT COMPANY
Abstracts - Title Insurance
Agents for Stewart Title Guaranty Company, member Texas Title Association and American Title Association.
TELEPHONE 983-3167
Office on South East Corner public square, Corner California and Wall, Floydada, Texas.
"The Oldest Abstract Plant in Floyd County"

COW POKES By Ace Reid



"Don't ole Banker Tufernal's sense of humor just make you wantta die laughin'?"

AUTO, FIRE & FARM INSURANCE

Floydada Real Estate & Insurance Agency
Jim Word - - - Phone 983-2360

AUTOMOTIVE

FOR SALE - 1969 Ford LTD Station Wagon Squire, Fred Byrd, Lockney, 652-3353 or 652-2374. tfc

YES - We sell magnetic signs. Hesperian Office Supply, Floydada. tfp

SERVICES

PROFESSIONAL Rug Cleaning. Phone 652-2500, Lockney. tfc

WANT TO DO Yard Work and minor repair and painting. Charles Dean, 328 W. Tenn. tfp

WANTED

WANTED TO LEASE - Wheat pasture. Yearlings or pairs. Call 983-2291 or 983-2711. tfc

CUSTOM FARMING - Offset discing and deep chiseling. Let us farm your dry land and leave out ground. Also want to rent dry land. Can handle large tracts. Lockney, 652-2309. tfc

WANTED - To buy or trade for your used mobile home. Come see the new Easy Living Mobile Homes, Hi-Plains Mobile Homes, 102 E. Houston St., Floydada. Phone 983-5398. tfc

LEGAL NOTICES

OFFICIAL PUBLICATION NOTICE OF TAX RENDITION 1974
I, Jack Samford, Assessor and Collector of Taxes, of the Lockney Independent School District, Lockney, State of Texas, do hereby give public notice that all persons, firms, corporations, and associations, public, or bonded warehousemen, and all others, beginning January 1st, or before the last day of April of each and every year, shall furnish the Assessor and collector of Taxes of Lockney Independent School District a full and complete statement, list, and schedule verified by affidavit, of all real and personal property situated in Lockney Independent School District, and all personal property located elsewhere and subject to taxation in Lockney Independent School District, owned, held, or controlled by them, or in their possession as agent, bailee, warehouseman, or custodian on the first day of January next preceding, and shall in said statement, list, and schedule, state the name and address of the owner or owners of such property. Such list, statement, and schedule must be filed with the office of the Assessor and Collector of Taxes of Lockney Independent School District, located in the old bank building, corner of College and Main Streets.
WITNESS my hand this 27th day of December, A.D. 1973. /s/ Jack Samford
Jack Samford
Assessor and Collector of Taxes
Lockney Independent School District
P.O. Box 428
Lockney, Texas 79241
Texas Law specifically state that everything of value unless it be specifically exempt by the State Constitution comes within the meaning of taxable property. Courts have ruled for example that where cattle are being fed, pastured, or otherwise cared for on property owned or leased by another, the owner or lessor is responsible that the cattle be rendered properly, or may be assessed for the cattle himself and under certain conditions required legally to pay the tax. The same example applies to equipment on lease, merchandise on consignment, and almost any type of personal property, controlled by persons not the owner. 12-27-73

DR. O. R. MCINTOSH
Optometrist
211 South Main Street Telephone 983-3460
Floydada, Texas

Ditching and Backhoe Service
Storm Cellars, Basements, Slush Pits, Pit Cleaning, Sewer systems, Custom Trenching, Irrigation and Gas Line Repair, Water, Sewer and Gas Line Installation.

Lockney Lumber & Supply
JERRY WOFFORD
South Main - Lockney Phone 652-3357
Night 652-2185 or 652-2418

CLASSIFIED ADS SELL

CLASSIFIED ADVERTISING RATE: 7 CENTS PER WORD FIRST INSERTION, 5 CENTS PER WORD EACH SUBSEQUENT INSERTION. MINIMUM CHARGE: \$1.00.
CLASSIFIED DISPLAY RATE: \$1.00 PER COLUMN INCH. CARDS OF THANKS: \$1.00

COPY DEADLINES: 5 P.M. TUESDAYS FOR THURSDAY EDITION; 12 NOON FRIDAYS FOR SUNDAY EDITION.
Call 983-3737 in Floydada or 652-3318 in Lockney

EMPLOYMENT

ROUTE SALES - Milk routes now available. Good benefits. Bell Dairy Products 201 N. University in Lubbock. Ph. PO5-9833. L8-tfc

WANTED - Personnel to sell and service fertilizer and farm chemicals. Farm background helpful, not necessary. Equal opportunity employer. Contact Riverside Chemical Co., Box 512, Lockney phone 652-2393 or send resume to same. Box 1599, Plainview, Texas 79072. L9-tfc

WANTED - Sales Representative age 25 to 40 for Farm Bureau in the Lockney area. Call for appointment 983-3777 or at night 983-3586. L11-tfc

Protect Your Skin From The Cold Winter Wind With Venus Body Lotion & Hand Cream. Call Dewanda Blenden 652-2563 in Lockney.

MACHINE OPERATORS PRODUCTION WORKERS PRODUCTION WELDERS
Pay in accordance with qualification and experience.
ALSO PART-TIME AND AFTER SCHOOL POSITIONS AVAILABLE.

THE TYE CO.
Hwy. 70 East Lockney, Texas

FOR SALE

FOR SALE OR TAKE UP payments - Furnished 12x50 Mobile Home. Call 983-2886 or see at 337 W. Hallie. tfc

KIRBY CLEANERS - New and Rebuilt. Best buys in West Texas. Kirby Sales & Service, Idalou, 892-2633 or 892-2063. tfc

FOR SALE - Fighting Gamecocks in Lockney. Call 652-3305, Lockney Frozen Foods. L12-tfc

WE SELL new and rebuilt Kirby Vacuum Cleaners and parts. Parker Furniture, Floydada. tfc

CARPET shampoo and shampooer. Rent the shampooer for \$1 per day with purchase of shampoo. Davis Lumber Company, Lockney. L-tfc

FOR SALE - 6 used Color TVs from \$135-\$300. Two with new picture tubes. One Stereo \$45. Four used black and white portable TV from \$35. MIZE PHARMACY, Lockney. L12-tfc

FOR SALE - \$599 cash or trade in down moves you into an Easy Living Mobile Home. Payments cheaper than rent. Up to 3 bedroom size. Hi-Plains Mobile Homes, 102 E. Houston St., Floydada. Phone 983-5398. tfc

PIANO FOR SALE - Story & Clark console. Call after 5, 983-5213. tfc

FOR SALE - Like new, Remington 12 gauge shotgun, long barrel, full choke. Call 983-5109 after 5:30 p.m. 12-30c

Miscellaneous

MATTRESSES - New or renovated. For appointment call City Trim Shop. 983-2332, Floydada. tfc

FOR SALE - Six tickets to the Cotton Bowl game on Tuesday, January 1 in Dallas. Call 652-2262 daytime and 652-2424 at night in Lockney. Will sell at regular price. L12-2tc

FOR SALE - We have one slightly used D-24 Olivetti Calculator. Used to be priced at \$495. On sale with a new guarantee, \$250. Hesperian Office Supply. tfp

KEEP CARPET CLEANING PROBLEMS SMALL - Use Blue Lustre wall to wall. Rent electric shampooer \$1. Parker Home Furnishings, Lockney. L-tfc

FOR SALE - Good used steel four drawer filing cabinet that locks. \$40.00. Phone 983-3737. tfp

GOOD SOYBEAN HAY For Sale - 983-2726, tfc

MILLIONS of rugs have been cleaned with Blue Lustre. It's America's finest. Rent electric shampooer \$1. Allen TV Sales & Service, 115 E. Missouri St., Floydada. 12-27c

FOR SALE - Mr. Farmer, we have in stock the very helpful "Farm and Ranch Spanish Book." Hesperian Office in Floydada, Beacon Office in Lockney. tfp

WHEN YOU NEED INSURANCE SERVICE FOR YOUR ... HOME RANCH FARM AUTO CROPS LIFE
Think of Low Net Cost with Service.
Don Grantham
Texas Farm Bureau Insurance Company
Floydada
Office Phone 983-3777
Home Phone 983-3586

Drs. PETTEY, DEAN, and BOWEN
Optometrists
Announce the association of
Dr. C. M. NEEL
Into the practice of Optometry
3104 - Indiana Ave.
(32nd at Indiana Ave.)
Weston A. Pettey, O.D. By Appointment
Carl L. Dean, O.D. Hours 9-5 Sat. 9-12
John B. Bowen, O.D. Phone 792-4644
C. M. Neel, O.D. 799-4472 314

PIONEER 3380 SORGHUM
Yields from Pioneer brand hybrids exceeded their county average have been gold jackets by their local Pioneer dealer Pioneer Hi-Bred Company.
Good crop management and lots of hard work the GOLD JACKET and we congratulate farmers for a job well done.

Pioneer brand hybrid	Yield
SORGHUM	7228 LBS.
SORGHUM	7000 LBS.

OLD JACKET WINNERS
Yields from this area are:

PIONEER HI-BRED COMPANY
Plainview, Texas
Performance of seeds or the crop produced herefrom may be adversely affected by factors beyond our control including environmental conditions, insects and diseases. The limitation of warranty and remedy attached to each bag of Pioneer brand seed is a part of the terms and conditions of the sale thereof.

Dear Farmers -
you may be eligible
to save up to \$2500 this
year in the IRS approved
HR 10 (Keogh) Retirement Plan
- and deduct the entire
deposit for income tax
purposes.
Monday - December 31 is
last day for 1973 plans.
Your friend for life
Tommy Assiter
983-2511 OFFICE
983-3611 HOME

FLOYD DATA
The Howard Gregorlys had a house full here for Christmas holidays: Britt and wife from Muleshoe, Lisa from McMurry, Shirley and family from Houston, Vicki and family from Fort Worth, Jack and wife from McMurry. Then there were grandchildren — Shirley's and Vicki's children. . . . and Jack's wife, the former Zacha Cummings mean the Cummings' also had visitors. . . . and Vicki's husband, Rodney Bunch means the Bunches at Dougherty had visitors.

FLOYD DATA
Visiting the Newell Burks were daughter Janet and her husband, Larry of Spearman, and their children. Their son Mike was home from ACC. Mike had good luck deer hunting — shot a couple down state.

FLOYD DATA
The J. E. Wallers just visited kinfolk and friends around the Floydada and Cone communities.

FLOYD DATA
The Jerry Neeleys visited Mrs. Neeley's parents, the Harold Wilsons, in Hale Center Christmas Day.

FLOYD DATA
The Wendell Tooleys visited his brother's family and father in Hereford Christmas Day.

FLOYD DATA
Mr. and Mrs. Clifford Hacker and son of Iowa Park spent the Christmas holidays in Floydada with her parents, Mr. and Mrs. Leroy Burns.

CAPROCK HOSPITAL NEWS

Dec. 19-26, 1973
Duncan Hollums, admitted 11-13, continues treatment.
J. T. Huckabay, admitted 12-18, continues treatment.
Benjamin Colston, admitted 12-22, continues treatment.
Nonnie Harrison, admitted 12-13, dismissed 12-19.



CLINT EASTWOOD tells frontier town housewife Verna Bloom that it will not be necessary for her to defend her honor in the Universal/Malpasco Company exciting outdoor adventure drama in Technicolor and Panavision, "High Plains Drifter." In addition to being its star, Eastwood also directed it. Showing Friday and Saturday at the Seale Drive-In.



JEFF BRIDGES as Junior Jackson a legendary stock car racer is hauled from his car by an irate loser in "The Last American Hero," showing Friday and Saturday at the Capada Drive-In.

It may be our life insurance but it's your life. Who is going to make sure you have the other?
A professional.
Southwestern Life Insurance
Happiness is what we sell.
TOMMY ASSITER
PHONE 983-2511 FLOYDADA, TEXAS

SEALE DRIVE-IN
Fri. & Sat.
CLINT EASTWOOD HIGH PLAINS DRIFTER
TECHNICOLOR® • PANAVISION®
A UNIVERSAL/MALPASO COMPANY PRODUCTION
Sunday
FRED WILLIAMSON IS HAMMER
United Artists

Buddy's Food

BUDDY WIDENER-OWNER, FORREST SHANNON-MANAGER
220 South 2nd Floydada, Texas
STORE HOURS
8 A.M. to 7 P.M. Sunday Through Friday
8 A.M. to 8 P.M. Saturday
These Prices Good December 27 Through December 29, 1973
We Reserve The Right To Limit Quantities!

6-32 OZ. \$1.49 VALUE
DR PEPPER 7-UP 89¢ PLUS DEPOSIT
12 COUNT SOFT 'N' LITE BROWN AND SERVE 43¢ VALUE
ROLLS 5 FOR \$1
1/2 GAL. CLOVERLAKE \$1.19 VALUE
ICE CREAM 89¢
7 OZ. SOLID AIR FRESHNER 79¢ VALUE
RENUZIT 49¢
5 LBS. GOLD MEDAL \$1.11 VALUE WITH \$5 PURCHASE
FLOUR 69¢

48 OZ. \$1.39 VALUE
IVORY LIQUID \$1.09

2 ROLL DELSEY BATHROOM 39¢ VALUE
TISSUE
5 LBS. CHUCK WAGON CHUNKY CHICKEN \$1.29 VALUE
DOG FOOD
24 OZ. WILSON'S CAN \$1.29 VALUE
CHILI
1 LB. NABISCO 49¢ VALUE
CRACKERS
DEL MONTE GRAN TOUR 89¢ VALUE
DINNER

2 LBS. OWEN'S
SAUSAGE
SOY PROTEIN
GROUND BEEF
LEAN AND MEATY
PORK ROAST
U.S.D.A. GRADE "A" WHOLE
FRYERS
SALTED
PORK JOWL

Capada Drive-In
FRIDAY AND SATURDAY
20th CENTURY-FOX PRESENTS
THE LAST AMERICAN HERO
PG Theatre

THE PICTURE ABOUT COPS IS BACK TO BLAST THE SCREEN!
COLUMBIA PICTURES Present
GEORGE C. SCOTT STACY KEACH
A ROBERT CHARTOFF-IRWIN WINKLER PRODUCTION
THE NEW CENTURIONS
PANAVISION® R

For J. W. COOP, second place is the same as last.
COLUMBIA PICTURES Present
CLIFF ROBERTSON
J.W. COOP
co-starring GERALDINE CRISTINA PAGE-FERRARE

10 LB. U.S. NO. 2
POTATOES 79¢
HEARTS
CELERY 37¢ PKG.
LETTUCE 29¢ HEAD
FIRM GREEN
CABBAGE 8¢ LB.

16 OZ. WHITE SWAN 25¢ VALUE KOTEX 99¢ VALUE
Carrots or Beets 5/\$1
Tampons 87¢
6 OZ. DEL MONTE 59¢ VALUE 43¢ SIZE BAG
TUNA 2/99¢
Pretzels 2/77¢

JOHNSON'S 53¢ VALUE
GRAHAM CRUST
2 FOR 89¢

4 OZ. 57¢ VALUE
DREAM WHIP
2 FOR 89¢

3 LBS. WILSON'S
CANNED HAM
WITH COUPON \$4.29
GOOD ONLY AT BUDDY'S FOOD
WITHOUT COUPON \$4.99
EXPIRES 12-29-73

SAVE VALUABLE COUPON SAVE
3 1/2 LB. GIANT SIZE
TIDE ONLY 69¢
Good Only At BUDDY'S
Expires 1-18-74
WITH THIS COUPON WITHOUT COUPON 89¢
LIMIT 1 COUPON PER PURCHASE

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