

The Floyd County Hesperian



Floydada, Floyd County, Texas 79235

Sunday, September 15, 1974

16 Pages In Two Sections

10¢ Per Copy

Number 73

Poor Pirates 6... Whirlwinds 18 ★

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Chat

Wendell Tooley

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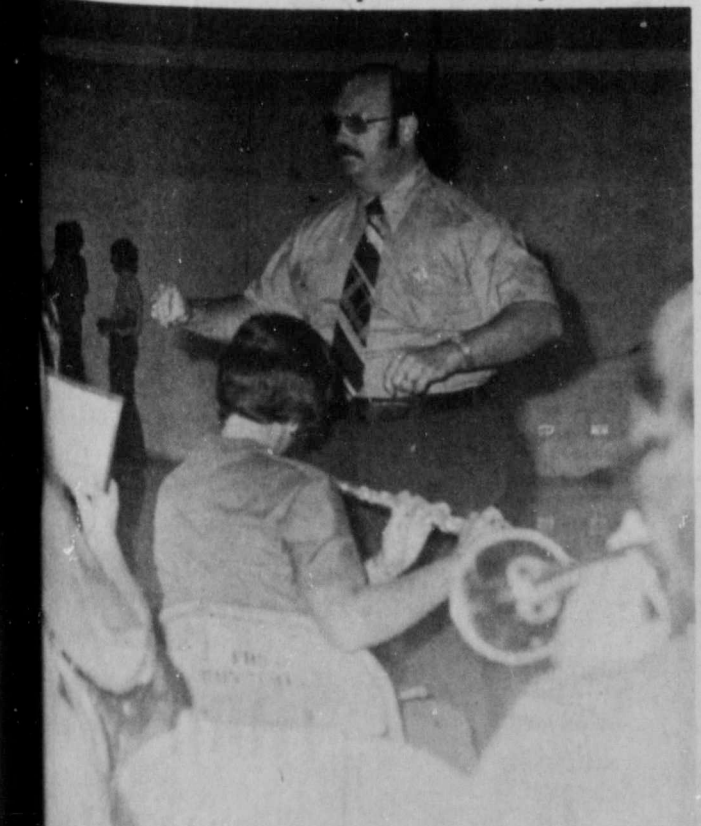
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PROJECT — The Floydada Chamber of Commerce merchants
Fix-up Campaign is still going on. Floydada Rotarians should
business buildings and see what they can do to make their
community more attractive (and compete with their out of town

Things you need at your business.....	Yes	No
Building 1 down in Floydada.....	()	()
the store.....	()	()
store front and fixtures.....	()	()
and sidewalk.....	()	()
urb and sidewalk (Surely no Floydada weeds growing in his sidewalk).....	()	()
ant and repair.....	()	()
with my show windows.....	()	()
and attractive sign.....	()	()
my business neighbors in townwide rents.....	()	()
you check "yes"? It's time we made our town look like 1975 and not busy.	()	()

(Reprinted from Floydada Rotada)



ND DIRECTOR Dennis Teasdale is pictured as he leads
the first pep rally number. At left is drum major Sherry
band director is directing the largest FHS band in many
(Staff Photo)



WHIRLWIND BAND MARCHING in Floyd Fair parade at Lockney. (Photo by Jim Huggins).

people around Mr. Nixon who were convicted also be pardoned?

2. And if all these people are pardoned for wrongdoing, shouldn't everyone who has done wrong be pardoned?

3. Is this a double standard of justice?

4. Will further investigation, court proceedings and the publicity therein continue to cause dissension within our country and prove very costly?

5. How can Mr. Nixon be pardoned when he hasn't been convicted?

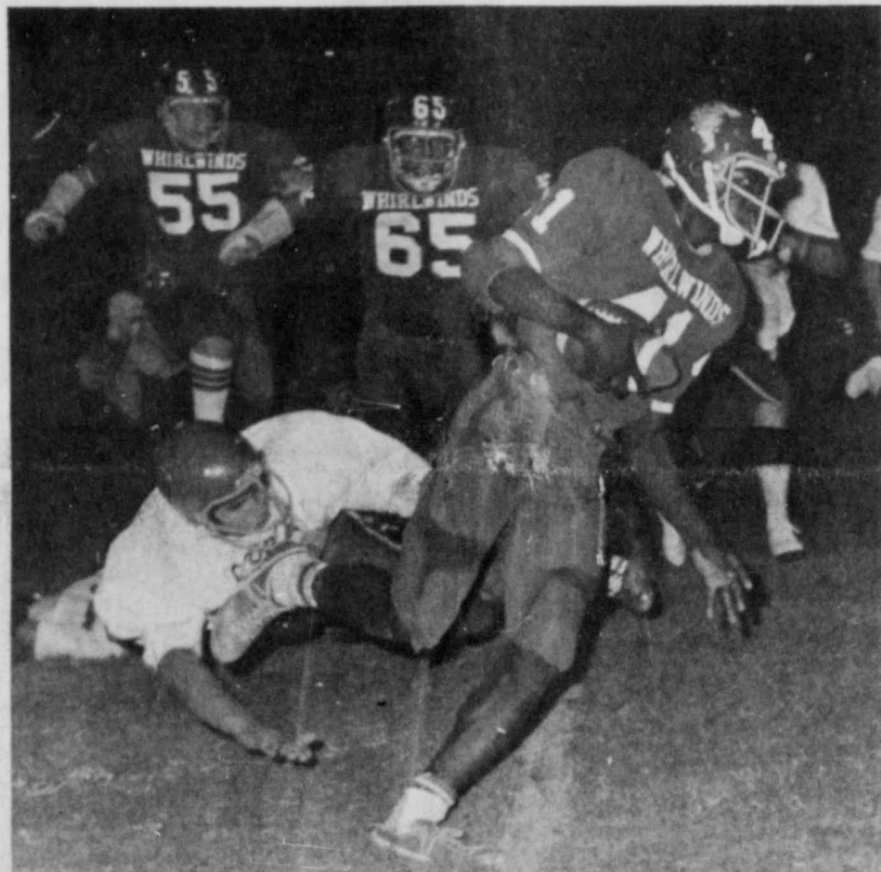
6. Does the pardon for Mr. Nixon point to a deal between Richard Nixon and Gerald Ford back at the time Mr. Ford was appointed Vice President?

I PICKED THIS UP at a local place of business Thursday:

"To my customers: Due to my independent position as a salesman, I have decided to limit my time as best suited to my own convenience.

At the present moment, it pleases me to call on you on Tuesdays and Thursdays between the hours of 2:00 and 4:00 P.M., probably by phone. This will allow me to start and extend my weekends without interruption; and it will also permit me to devote my mornings to rest and recreation.

NOTE: The above policy applies only so long as business is good. After that, I will be around kissing your foot as usual."



KELVIN RATLIFF BLASTS OFF for paydirt with 'Winds Tony Hesson and Billy Fulton close behind. (Staff Photo).

Junior Varsity

Loses To Slaton

In a hard hitting defensive game, the Floydada Junior Varsity Whirlwinds lost to Slaton here Thursday night 7-0.

The JV will play Post here next Thursday night. Kick-off time is 7:30.

Co-Op Gin

Meeting Monday

Floydada Cooperative Gins Inc., will hold their second annual stockholders meeting Monday, September 16.

Everyone is invited to open house at the remodeled gin at 4 p.m.

They will host a barbecue dinner at the Massie Activity Center at 6 p.m. Underwoods Barbecue will cater the dinner.

Seven directors will be elected at a business meeting at 7:30 p.m.

Approximately \$150,000.00 in dividends and stocks retired will be distributed. Dividend checks will be given at the door.

Ray Gene Ferguson urges everyone interested to attend.

MACKENZIE LAKE STOCKED WITH FISH

Game Warden Julius Stevens of Tulia stopped by the Briscoe County News office Monday to say that Lake Mackenzie had been stocked with 50,000 channel cat that day.

Previously, the lake had been stocked with 15,000 channel cat and 15,000 bass.

Stocking of the fingerlings was done by the Texas Parks and Wildlife Department.

TENNIS CLUB TOURNAMENT

All members of the Floydada Tennis Club and anyone else interested in



DONZELL MINNER takes a pass and heads out for good yardage gain. (Staff Photo).

Coaches Comments

"I was just real proud of our defensive team... fact is, the whole team performed well in the Cooper game," coach L.G. Wilson said Saturday morning.

Wilson liked the kick-offs and punts of Leslie Soto and also mentioned Soto, Steve Moore, Monte Williams and Mark Craig as defensive standouts. "Keith Marricle made six unassisted and 12 assisted tackles to lead in this department," coach Wilson added.

No Whirlwind players were injured and coach Wilson says the team is ready to take Post next week there.

playing mixed doubles should call or see Frank Barrow now and get in the tournament.

The entry fee is \$2.00 per person and you do not have to have a partner as partners will change with each match.

The tournament will begin at 2 p.m. Saturday afternoon, September 21.

Wind Defense Terrific

By Wendell Tooley

When the final whistle blew, the Cooper Pirates knew they had been hit by more than a Whirlwind here Friday night. The Whirlwinds played like a tornado and took their second victory of the season 18-6.

It could have very easily been 30-6, due to a costly fumble on the five yard line and a clipping penalty after a pass interception and run back for touchdown.

There were no scores for either team the first quarter, then the Whirlwinds came to life in the second quarter with Kelvin Ratliff and Rex Yeary each scoring a touchdown.

The Pirates lone touchdown also came in the second quarter.

The third period went scoreless, and Rex was back with another TD in the fourth stanza.

The Wind defense was just great the last quarter, holding the Pirates to a -2 yardage. The Pirate quarterback was thrown for three losses.

PLAY BY PLAY

Leslie Soto kicked off a long one to the Pirates which they brought back to the 21. The Pirates made one first down, then had to punt. Floydada couldn't make enough and Soto punted a nice 35 yarder. Again Cooper couldn't go and punted.

This time Ratliff, Malvin Collins and quarterback Mike Vickers managed a first down. The strong Cooper defense held the Winds on the next set of downs and Soto punted a nice 36 yarder... down to the Cooper four yard line.

Cooper couldn't go and punted again. Ratliff made a nice 13 yard run and brought the ball down to the Cooper 10 yard line. Yeary picked up seven, and Ratliff scored from three. Vicker's kick for extra point was wide to the left and with 10:55 left in the second quarter Floydada led 6-0.

Soto kicked another beauty to the Pirates, but they couldn't make their first down and punted. Floydada had the ball on the Pirate 33 yard line. Yeary and Ratliff made a first down, then Ratliff hit Donzell Minner with a beautiful 15 yard pass for another first down. The ball was on the 10 yard line. Collins took it on down to the 7, then Yeary ran around left end, falling on the goal line as he lunged when tackled. Floydada led 12-0 with 6:32 left in the

half. Yeary tried to run the extra points, but didn't make it.

Soto kicked off another good one, but the Pirates brought it back to the 44. The Pirates were set on scoring as they made a first down on the ground, then quarterback Kelly Choban hit 6'4" Donnie Seale with a 23 yard pass, bringing the ball down to the Whirlwind 7 yard line. Scott Armstrong plunged through the middle for one, then Steve Garcia made four. It was Pirate quarterback Choban who sneaked in from the two for the only Pirate TD with 2:32 left in the first half. Pass attempt for extra points was no good.

HALFTIME

The Whirlwind band may have performed a first in creating a huge Whirlwind during its halftime show. The standing room only crowd really expressed its approval.

The band was right up to par also with its music of "The Entertainer" from "The Sting."

Before the game while Boy Scouts from Troop 357 raised the flag, the band really came on strong with the National Anthem.

SECOND HALF

Right after we received the Pirate kick-off, we really looked good; Collins broke through the middle for 23 yards. Vickers hit Minner on a long aerial good for 42 yards and the ball was on the Cooper 5 yard line. Then the costly fumble, and Floydada lost the ball.

Cooper brought it out to the 14, then punted. Floydada took a costly 15 yard penalty, then punted... this time Soto booted a high one good for 40 yards.

The Pirates made a first down, then threw a long pass which Minner intercepted and it looked like the Whirlwinds would start another drive. However, after one first down, they bogged down and had to punt again... this time Soto's boot was good for 34 yards.

The fourth quarter began with Cooper making a first down. Then the Pirate Quarterback eased back and threw a bomb. Ratliff jumped high, pulled it in for an interception then headed down the west side of the field for a TD. But doggone... it was called back due to a clipping penalty on the Whirlwinds.

The second play after this Ratliff made a great 16 yard run and the ball was on the 4 yard line. Vickers made one yard, then Yeary plunged through the middle for the third Whirlwind TD. Extra point try was a pass from Vickers to Minner... which Minner caught... but out of bounds. So... Floydada led 18-0 with 8:36 left in the game.

Yep, Soto kicked another good one, Pirates couldn't go and punted. We couldn't make a first down and Soto punted into the end zone and the ball was on the Pirate 20. Pirates had to punt and the Winds looked like they might go for another TD. However, Vickers handed off to Ratliff, who threw a bomb... right into the arms of a Pirate and the Pirates had the ball until time ran out.

Next week the Whirlwinds travel to Post for another non-district game.

STATISTICS

	F	C
First Downs	13	7
Yards Rushing	159	56
Yards Passing	5-66	2-39
Passes Intercepted by	2	1
Passes Attempted	11	11
Fumbles Lost	1	0
Penalties	4-40	1-5
Punts	5-186	7-172



REX YEARY goes around left end, headed for a TD.

WHEN QUALITY AND SAVINGS COUNT... YOU CAN COUNT ON US!

THRIFTWAY

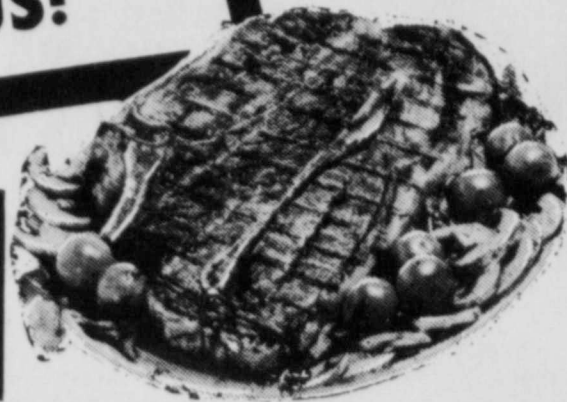
PRICES EFFECTIVE SEPTEMBER 16 THRU SEPTEMBER 21, 1974. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

PANHANDLE GRAIN FED BEEF SALE!

CHUCK ROAST

88¢

LB.



WE REDEEM
FOOD STAMPS

NOTICE TO OUR CUSTOMERS
WE NEED YOUR HELP!

PAPER BAGS ARE IN SHORT SUPPLY DUE TO THE CRITICAL PAPER SHORTAGE. WE ASK ALL OUR CUSTOMERS TO HELP US. PLEASE BRING YOUR BAGS WITH YOU AND PLACE IN YOUR SHOPPING CART TO BE USED WITH YOUR OWN ORDER. PLEASE TAKE BAGS WHEN POSSIBLE.
THANK YOU FOR YOUR COOPERATION.

25¢ OFF LABEL DETERGENT OXYDOL KING-SIZE BOX

\$1.59

VANISHING FORMULA CLEARASIL 1.2-oz. TUBE EACH 99¢

REGULAR TINTED MEDICATION CLEARASIL .65-oz. TUBE 79¢

SPRAY DEODORANT ARRID EXTRA-DRY 9-oz. CAN \$1.39

SUAVE CONDITIONING SHAMPOO 16-oz. BTL. 79¢

SUAVE REGULAR CREAM RINSE 16-oz. BTL. 79¢

RISE REGULAR SHAVE BOMB 11-oz. CAN 89¢

VASELINE INTENSIVE CARE LOTION 10-oz. BTL. 89¢

VOS VO-5 REG., OR-BLUE HAIR DRESSING 1.5-oz. TUBE 89¢

BONELESS CHUCK ROAST... LB. \$1.18
FIRST 5 RIBS PRIME RIB ROAST... LB. \$1.28
COOK-OUT SPECIAL RIB STEAK... LB. \$1.38

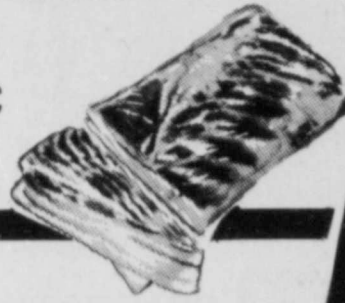
EXTRA LEAN HAMBURGER... LB. 89¢
EXTRA LEAN SHORT RIBS... LB. 48¢
CENTER CUT CHUCK STEAK... LB. \$1.08

CENTER CUT 7-BONE ROAST... LB. 98¢
ROUNDBONE SHOULDER SWISS STEAK... \$1.08
DAD'S CHOICE CLUB STEAK... LB. \$1.58

SHURFRESH BOLOGNA 12-oz. PKG. 69¢

SHURFRESH FRANKS 12-oz. PKG. 65¢

SLAB SLICED BACON... LB. 98¢



Gala

Maryland Club

SHURFINE FROZEN STRAWBERRY HALVES... 10-oz. CTN. 39¢

NICE-N-SOFT ZEE BATHROOM TISSUE... 4-ROLL PACK 49¢

WHITE OR COLORED GALA TOWELS... BIG ROLL 39¢

MARYLAND CLUB (WITH 25¢ IN AD COUPON) COFFEE... 1-LB. CAN 99¢

(WITH 10¢ IN AD COUPON) GOLD MEDAL FLOUR... 5-LB. BAG 79¢

CAMPBELL'S TOMATO SOUP... NO. 1 CAN 15¢

SHURFRESH CRACKERS 1-LB. BOX 43¢

32 OZ. Coca-Cola 6 BTL. CTN. \$1.69 PLUS DEPOSIT

DELIGHTFUL DAIRY SPECIALS
SHURFRESH SOFT MARGARINE 16-oz. BOWL 69¢
SHURFRESH COLBY CHEESE 10 OZ. 79¢
SHURFRESH GRADE "A" MEDIUM EGGS... DOZ. 65¢

CARNATION EVAPORATED MILK TALL CAN EACH 27¢

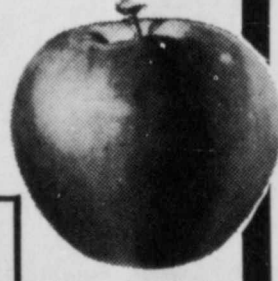
"MOON MIST" SPECIAL THIS WEEK 10% DISCOUNT EA. 4

48 OZ. Ivory LIQUID \$1.39

VALUABLE COUPON NO. 53 MARYLAND CLUB COFFEE 2-LB. CAN WITH THIS COUPON VALID THRU SEPT. 21, 1974

THRIFTWAY'S FARM FRESH PRODUCE SPECIALS

NEW CROP RED DELICIOUS APPLES... LB. 29¢



CALIFORNIA GREEN PASCAL CELERY LB. 15¢

PRESIDENT LARGE SIZE PLUMS LB. 39¢

ALL PURPOSE RUSSET POTATOES 10-LB. POLY BAG 79¢

CALIFORNIA VINE RIPE TOMATOES... LB. 29¢

SHURFINE CHUNK STYLE TUNA... 6-oz. CAN 49¢
CHEF BOY-AR-DEE MINI RAVIOLI... 15-oz. CAN 43¢
WOLF PLAIN CHILI... 15-oz. CAN 69¢

SWANSON BONED CHICKEN OR TURKEY (FOR FAST SANDWICHES OR DELICIOUS SALADS)... 5-oz. CAN 59¢
SUNSHINE CHEEZ-ITS... 10-oz. BOX 49¢
SHURFINE MAYONNAISE... 32-oz. JAR \$1.19

KLEENEX DESIGNER OR BOUTIQUE TOWELS... JUMBO ROLL 49¢
YARDLEY OF LONDON OLD LAVENDER SOAP... BATH SIZE BAR 59¢
10' OFF LABEL PALMOLIVE LIQUID DETERGENT... 22-oz. BTL. 59¢
2' OFF LABEL PINE-SOL SCOURING CLEANSER... 2 CANS 39¢
PINE-SOL ORIGINAL PINE CLEANER... 28-oz. BTL. 99¢
GREEN GIANT WHOLE MUSHROOMS... 3 2 1/2-oz. JARS \$1.00
HERSHEY CHOCOLATE DAINTIES... 3 2-oz. PKG. 79¢
ASSORTED FLAVORS JELL-O... 2 3-oz. BOXES 33¢
AMERICAN BEAUTY ELBO ROM... 10-oz. POLY BAG 35¢
CHEF BOY-AR-DEE PIZZA W/ CHEESE... 8OZ 69¢
TEXSUN UNSWEETENED PINK GRAPEFRUIT JUICE... 46-oz. CAN 39¢
VAN CAMPS PORK AND BEANS... 3 NO. 300 CANS 89¢
TRAPPEY'S JALAPENO PINTOS W/ BACON... 3 NO. 300 CANS \$1.00
SHURFINE SPINACH... 15-oz. CAN 25¢

VALUABLE COUPON NO. 52 MARYLAND CLUB COFFEE 1-LB. CAN WITH THIS COUPON VALID THRU SEPT. 21, 1974
VALUABLE COUPON NO. 93768 GOLD MEDAL FLOUR 5-LB. BAG WITH THIS COUPON VALID THRU SEPT. 21, 1974

FROZEN FOOD SPECIALS....

SHURFRESH 8 OZ. FISH STICKS 59¢

MINUTE MAID FROZEN ORANGE JUICE 3 6-oz. CANS 79¢

MORTON FROZEN GLAZED DONUTS 10-oz. BOX 59¢

MORTON FROZEN ECONOMY DINNERS SPAGHETTI & MEAT BALLS, MACARONI & BEEF, MACARONI & CHEESE EACH 45¢

PAGE'S THRIFTWAY IN LOCKNEY

QUESTIONS, WEATHER, ROOMS Questions About Nine-Day Tour To Europe Answered

The \$628 cost includes jet flight, accommodations, two light meals per day and a personal escort. All sight-seeing tours are paid for, except for an optional tour of Italy and one of Versailles. The tour of Italy may be made on the day which is designated as a leisure day. No tours are planned that day, and tour members are free to do as they please. For an additional \$29, a tour member may join the group going to Italy for the day.

Free Afternoon

One of the afternoons in the tour is also free (in Paris), or for \$7, a person may spend the afternoon in Versailles.

Accommodations included

in the tour price consist of rooms with twin beds and lavatory, with baths and toilets down the hall. First class accommodations with private facilities are available at extra cost.

The cost is only \$628 for nine days in five countries of Europe. The time will never be better. The jet leaves Lubbock March 22, 1975, and the tour takes place during the week of spring break.

For more information or a color brochure outlining the tour, see Wendell Tooley at The Hesperian.

Next week The Hesperian will begin a series of features on the countries and cities the tour will visit. Start thinking about it now and plan to spend a week in spring in Europe.

NATIONAL WHEAT LEADERS TO MEET

Jerry Rees, executive vice president of the National Association of Wheat Growers will be the keynote discussion leader Tuesday, September 17, beginning at 10 a.m. at the Quality Inn in Amarillo during a special meeting of the directors of the Texas Wheat Producers Association according to Leo Witkowski, Hereford, president. He said that twenty-five county officers and many of their wives from throughout the commercial wheat producing area of the state are expected to participate.

During the morning wheat policy development session it is expected that Rees, headquartered in Washington, D.C., will brief the Texas leaders on the status of many current wheat-related issues including: expectations for agriculture during the Ford administration, export controls, domestic and international grain reserves, target prices, and loan rates as well as food and agriculture expectations in the Economic Summit Conference scheduled later in the fall. Rees will have just participated as one of sixty invited farm leaders in a "mini-summit" on food and agriculture in Chicago, September 13.

During the afternoon session the Association leaders will complete plans for holding the Texas Wheat Producers Association Annual Meeting and Wheat Symposium in Wichita Falls, November 21 and 22 and elect committees and develop plans for hosting the National Association of Wheat Growers Annual Convention in Amarillo, January 13-16, 1975 — the first time the 400 delegate convention has met in Texas since 1964.

Wives of wheat growers attending the Tuesday meeting will have a morning tea and tour Las Tiendas de

Amarillo. They will join their husbands for lunch and participate in the afternoon planning session developing details for the women's activities of the forthcoming convention, Witkowski said.

The Texas Wheat Producers Association was founded in 1950 and has since continuously represented Texas wheat growers at state, national and international meetings.

As It Looks From Here

WASHINGTON, D.C. — Congressman Omar Burleson reminds young men who are interested in competing for nominations to the service academies, for the class entering July 1975, he uses a competitive method of selection so that all young men who meet the necessary requirements may be considered.

The service academies are the Naval Academy at Annapolis, Maryland; the Military Academy at West Point, New York; the Air Force Academy near Colorado Springs, Colorado; and the Merchant Marine Academy at Kings Point, New York. These institutions offer a fine education and a great opportunity for service to their country by young men who wish to follow a military career.

In order for Congressman Burleson to consider applicants, a candidate must meet these requirements: (1) He must be a U.S. citizen; (2) He must be over 17 and a legal resident of the 17th Congressional District; (3) He must be under 22 years of age on July 1, 1975; (4) He must never have been married; (5) He must be physically fit, including



JUDGES IN 20-HOUR J.P. SEMINAR — Five justices of the peace from Region X were among the more than 73 judges who participated in a 20-hour basic Texas Justice of the Peace Training Center seminar conducted Sept. 3-6 in Amarillo. Judges from Region X participating included (left to right) Judge Glenn Stone of Precinct 1, Plainview, Hale County; Judge Henry E. Porter of Precinct 1-4, Floydada, Floyd County; Judge Barbara Pigg of Precinct 1, Silvertown, Briscoe County; Judge R. H. Ford of Precinct 1 Place 1, Lockney, Floyd County and Judge Geraldine Nolen of Precinct 1, Tulia, Swisher County.

Area Judges Attend Seminar

SAN MARCOS — The Texas Justice of the Peace Training Center opened its 1974-75 training program this month with a 20-hour seminar in Amarillo for judges in Region X.

Seventy-three judges from Region X participated in the seminar conducted Sept. 3-6.

According to Judge Ronald D. Champion, executive director of the Texas Justice

of the Peace Training Center, headquartered at Southwest Texas State University, a new method of evaluating the center's seminars was unveiled in Amarillo. Participating judges were given a test at the beginning of the seminar and another examination at its conclusion.

Seminar content focused on the practical trial aspects of the duties of the justice of the peace, including criminal, civil and small claims court.

Instruction was provided by representatives from the state attorney general's office, the Texas Department of Public Safety, the Dallas and Harris County district attorneys' offices and various judges from across the state.

The state-wide training program for justices of the peace is funded by the Criminal Justice Division of the Texas Governor's Office through the Texas Justice of the Peace and Constables Association.

After two years of research, the Veterans Administration hospital at Buffalo, New York, has fire-proofed and prolonged the life of mattresses, bed linens and room draperies, while saving on laundry bills.

North Dakota's \$1,600 is the highest maximum state bonus paid Vietnam-era veterans, according to the Veterans Administration.

On an average day, nearly 82,500 are treated in Veterans Administration hospitals.

After two years of research, the Veterans Administration hospital at Buffalo, New York, has fire-proofed and prolonged the life of mattresses, bed linens and room draperies, while saving on laundry bills.

Five Women's Clubs Earn Cash Awards

The Johnson County Young Matrons Club of Olathe, Kan., has been named the 1972-74 winner in the Community Improvement Program, sponsored by the General Federation of Women's Clubs and Sears, Roebuck and Co.

The Kansas Club led four other national winners, from Maryland, Georgia, Oregon, and Michigan. There were more than 8,500 entries.

The Johnson County Young Matrons Club was awarded \$10,000 for developing a program of Temporary Lodging for Children—called TLC. The clubwomen learned that abandoned, neglected and abused children, particularly age 12 and under, were in need of temporary care. They found a suitable house in Olathe, met the necessary licensing requirements, hired houseparents who would create a homelike atmosphere, and formed a 22-member governing board composed of community citizens.

Children are referred to the home by the juvenile court and may remain in the temporary quarters for as long as 90 days.

So well has the TLC program been incorporated into the community, that control of the home no longer rests with the Club. TLC is now a community-based, non-profit service which can become self-sustaining through fees received for care of the children. A home called TLC2, for adolescent-age children, now is being considered.

The second place award of \$7,500 went to The Woman's Club of Glyndon, Inc., Glyndon, Md., for establishing the Reisterstown-Owings Mill-Glyndon Coordinating Council. The three towns are part of Baltimore County which surrounds 85 per cent of the boundaries of the city of Baltimore. The Coordinating Council, established because of the fragmentation of the area, is involved actively in planning and zoning, communications, traffic and transportation, health and welfare.

The Peachtree Junior Woman's Club, Atlanta, Ga., won the third place award of \$3,000 for establishing a no-fee family crisis center in DeKalb County, within the metropolitan area of Atlanta.

ter, Inc., known as "The Hub," provides counseling and mediation services to individuals and families who are experiencing crises and conflicts. During 1973, more than 1,000 persons were assisted in dealing with crises which included such problems as drug involvement, runaways, school-related problems and breakdown in family stability.

The fourth place winner, the Salem, Ore., Junior Woman's Club, was awarded \$2,500 for establishing a domestic animal zoo so children could come in contact with the animals; to touch them, pick them up, and learn about animals in a controlled situation.

The Flint, Mich., Junior Woman's Club won fifth place and was awarded \$2,000 for their program which resulted in the establishment of a permanent recycling center. Collection efforts were so successful that 90 tons of collected materials were loaded and shipped during one weekend. The clubwomen turned "trash into cash," netting more than \$7,000 to be used to benefit the community in the form of many conservation and beautification projects.

The Community Improvement Program will again be sponsored by the General Federation of Women's Clubs and Sears, Roebuck and Co. for the 1974-76 period.



"Whoever invented exaggeration should've patented the idea because the business sure suffers from competition."



American Indians believe ginseng roots are good for stomachaches.

SESAME STREET IS COMING

SHOP
FLOYD
COUNTY

Thursday, September 19

9 99¢
KING SIZE WALLET CREATIVE COLOR PORTRAITS FOR ONLY



Extra Charge for GROUPS

NO LIMIT

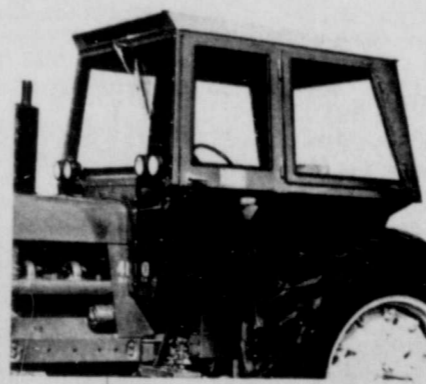
GET PICTURES MADE OF GRANDPA, GRANDMA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

SHUGART
COLOR
PHOTOS

Thompson Pharmacy
200 SOUTH MAIN
FLOYDADA

ASK About Our FREE 8 x 10 OFFER

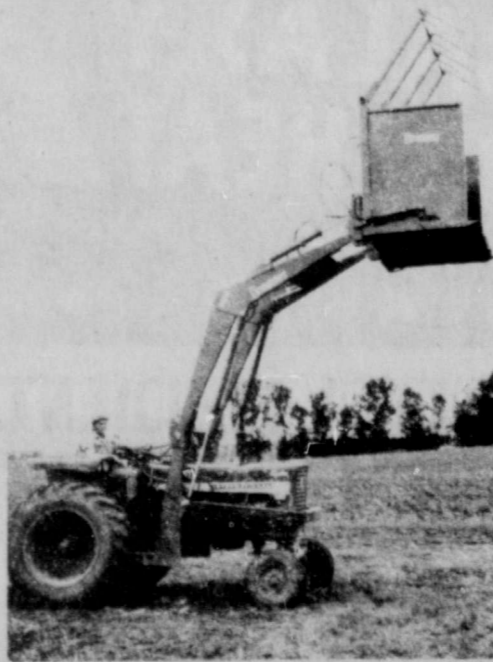
BUY HINSON TRACTOR CABS AT 1973 PRICES



MODELS TO FIT

- ★ John Deere
- ★ I-H ★ FORD
- ★ ALLIS CHALMERS
- ★ MASSEY FERGUSON
- ROLL OVER SAFETY PROTECTED CABS

THE IDEAL COTTON HANDLING TEAM
SCHWARTZ
COTTON BASKET AND
SCHWARTZ 2070
HIGH-LIFT
LOADER



The Schwartz 2070 High-Lift Loader is rock-solid up or down. A full length subframe wraps around the tractor, distributing the load evenly and stabilizing the loader booms. Fits most large tractors with cabs. Full range of attachments available.

COLLIN'S IMPLEMENT CO
FLOYDADA, TEXAS

Please join the Folks at

FLOYDADA COOPERATIVE GINS INC.

Second Annual
Stockholders Meeting
FRIDAY, SEPTEMBER 16, 1974

DINING HOUSE At Remodeled Gin -
4:00 p.m.

BBQ At Massie Activity Center -
6:00 p.m.

BUSINESS MEETING - 7:30 p.m.

DIVIDEND CHECKS AT DOOR

Society

Miss Galloway And Fiance Are Honored

Miss Rebecca Galloway and her fiance, Dana Galloway, were honored with a gift coffee Saturday morning, Sept. 7 in the J.S. Hale Jr., home. Guests were received by Mrs. Hale and presented to the honored couple and the prospective bridegroom's mother, Mrs. Al Galloway. Miss Kathy Hale served

bread, fruit and coffee from a pewter service. The table was covered with an ecru lace cloth over yellow and held a centerpiece of yellow glads and bronze mums in an antique bronze chocolate pot.

Assisting Mrs. Hale with the coffee were Mmes. Ed Wester, Ted Bell, Bill Feuerbacher, Bob Copeland, Claude Weathersbee, T. L. Holland, E. D. Morgan, Sammy Hale and W. L. Davis.

Their gifts to the couple were pieces of their selected stoneware.

The Galloways are to wed September 28 in Floydada.

Athena Has Guest Night

Athena Junior Study Club met last Thursday night in the home of Mrs. Raymond Lusk, with Mrs. Lee Widener serving as co-hostess. Theme for the annual guest night was "Supper with the Mafia."

Guests were greeted at "Martha's Place" by a Mafia member dressed in suit, hat, and carrying a violin case stuffed with passwords. An Italian meal served at individual tables in the backyard. Green "bathtub gin" bottles with a single rose served as centerpieces. Pieces of a gangster comic strip determined where guests were to sit. Following the meal, guests experienced a raid based on a mock St. Valentine's Day Massacre. Portraying a mafia gang were Cathy Carthel, Monty Meriwether and Tim McCarin. The hospitality com-

Lockney 4-H News

By David Foster
The Lockney 4-H Club held a meeting Tuesday, Sept. 3, 1974 to work on the community exhibits for the Floyd County Fair.

Those attending were Becky Bybee, Tony Daniels, Tina Dipprey, Jody Foster, Marcia Fortenberry, Christi Hulcy, Karen Latimer, Lisa Scheele, Laura Watson, Lori Jane Bagley, Byron Brock, Kyle Brock, Lisa Dipprey, Tyke Dipprey, John Fortenberry, Melanie Foster, Karyn Foster, Mellissa Burchfield, Melody Burchfield, Ralph Scheele, Kent Stansell, Troy Turley, Ty Williams and Jill Whitfill.

New Arrival

Mr. and Mrs. David Parr of Rule announce the birth Friday morning, Sept. 13, at 5 of their son, Casey Wayne. The 7 lbs. 8 oz. infant was born in Highland Hospital in Haskell.

The Parrs are also parents of Tonja, who is 22 months old.

Mr. and Mrs. Lamar Casey of Rule and Mr. and Mrs. Travis Parr of Floydada are grandparents. Parr is teaching at Stamford, Texas.

Maria And Family To Visit Here

Mr. and Mrs. Tony Antolini and two children of Rome, Italy, will arrive in the U.S. the latter part of this month and will spend a week visiting friends in Floydada. While here they will be houseguests of Mr. and Mrs. Leonard Matsler. Mrs. Antolini's host parents while she was an American Service Field student in Floydada. She is the former Maria Capacefalo and attended high school in Floydada in 1963-64.

The Antolini family plan to leave Rome September 20 and will visit in New York

three days before flying on to Lubbock where they will be met by the Matsler and other area friends.

Wesley Ann Circle To Meet

The Wesley Ann Circle will meet for a salad supper in the home of Mrs. Jewel Martin on Monday night, Sept. 16. Mrs. G. L. Bryant will be leader for the Bible study on "Jonah" which will begin with this meeting. The time of meeting is 7:30 p.m. Because of the Plainview



FLOYDADA CHAMBER OF COMMERCE WOMEN — chat around the refreshment table at a women's community coffee held Tuesday morning at Lighthouse Electric, sponsored by the Floydada Women's Division of C of C. The antique copper coffee service used proved to be a conversation piece. The service belongs to Mr. and Mrs. Jimmy Willson, given him by Distric Rotarians when he went out of office as District president. Chamber of Commerce women pictured include left to right, Mrs. Tommy Farris, Mrs. Johnny Harris, Mrs. Jerry Neeley, Mrs. Bill Flynt, Mrs. R. G. Dunlap and Miss Kathy Burk, home economist at Lighthouse Electric. (Staff Photo)

Club Members Tour West Texas Museum

Members of the 1929 Study Club re-convened last Thursday with a re-assemble luncheon at King's Restaurant. Hostesses were Mrs. Q. D. Williams, Mrs. Clay Henry and Mrs. Vance Campbell.

Following the meal and a short business session, members went to Lubbock for a tour of the West Texas Museum pertaining to their program on "Texas."

The group enjoyed a guided tour conducted by Mrs. Roy Lovelless, volunteer hostess. The visitors were especially impressed with the early historical ranches and one room school building displayed outside the Museum. Some dated back to the era of 1700-1840s, then to the half dug-outs, log cabins, and more modern ranch homes which followed in the early 90s. The Jowell House, El Capote Ranch cabin, Harrell House, as well as a half dug-out from near Matador, Slaughter White Face Camp, are displayed. Some of the logs used in building the cabins show ranch brands and initials of the cowboys working in the

ranches, hewed out long ago in the logs. Also displayed, which club members found interesting, were two different windmills, the Walpole and Eclipse, and something quite different, a home with a thatch roof and Yucca stem siding.

Members attending the meeting included Mmes. C. W. Denison, Sam Green, Vance Campbell, Lee Rushing, J. A. Colston, J. A. Arwine, H. O. Cline, Jim Willson, C. M. Meredith, Clarence Goins, S. W. Ross, and visitors, Mr. and Mrs. George Ross and son of Fresno, Calif.

Next club meeting, October 12, will be a Caprock District board meeting and workshop with a salad luncheon.

Newly-Weds To

Visit In Floydada

Mr. and Mrs. Tom Martinelli of Orlando, Fla., plan to visit in Floydada fairly soon, with her daughter, Mrs. Murky Carver and family, and see her two grandchildren for the first time. The Martinelli couple were wed August 20 in Winchesta, Va., while visiting Mrs. Martinelli's parents, Mr. and Mrs. James Riley. She is the former Mrs. Janet C. Green.



BIRTHDAY GROUP — This group of area residents have been celebrating birthday, September 12, together for 36 years. All five actually birthday. Left to right: Mrs. Carl McAdams, G. A. McAda, Mrs. Mrs. Herman Huffman, and Mrs. Joe Foster. Two of the members (we promised we wouldn't tell which two) have celebrated together for 48 years. (Staff Photo)



AT BIRTHDAY CELEBRATION — Left to right: Elva Perry (celebration), Joe Foster, Birda Foster, Mrs. Carl McAdams, Mrs. G. A. McAda, Artitia McAda, Herman Huffman, and Helen H. (Staff Photo)

Spaghetti Supper Set October

The Day Care Nursery Board met Tuesday, Sept. 10 at which time plans were discussed for a Spaghetti

Supper which will be held Oct. 11 at the Jr. High Cafeteria. The Spaghetti Supper is

Neighborhood Center Board Members Meet

The Neighborhood Center Board of Directors held their regular monthly meeting Tuesday night at the Neighborhood Center. All members except three were present. The Clothing Center and ways to improve the service was discussed. It was suggested that a self-service effect might be helpful. Also on the agenda was the fact that much of the services offered by the

community were not well known and should be brought to the attention of the people. Some of the services at the Neighborhood Center are Family Planning, help in filling forms for Welfare, Food Stamps, S.S.I., etc. Information about Meals unexpired term.

Alpha Mu Delta Meets

The Alpha Mu Delta Chapter of Beta Sigma Phi held its regular meeting Sept. 3 at the Farm Bureau. President, Barbara Koch, presided over the meeting.

Because of low attendance a special meeting was called and it was held Sept. 5 at the home of the president.

Bonnie Lightfoot resigned her office as first vice president. Debbie Bertrand was elected to fill her

on West G.E.D. educational aids to on Rehabilitation mission. Manpower social Sec. help with inform. Neighb. 983-3134. Nurse gram is Dallas E. inform. Fuller at Clothing ment of opens on food 1 and inter California 983-2433.

The Floyd County Fair was discussed and because of the late date, the chapter will not be represented.

The September social was discussed and Donna Henderson will be hostess.

The baby sitting service for home football games will be held at the Della Plains School. Information concerning this may be obtained from any member.

Debbie Bertrand then gave a program on "The Body Beautiful". Different periods of art were also shown and discussed.

FLOYD DATA
Ned Bradley continues treatment in Methodist Hospital in Lubbock.

Carol Cogdell Enters Mary Baldwin College

STANTON, VA. — Carol Cogdell, daughter of Mr. and Mrs. D. M. Cogdell Jr., Floydada, was among a freshman class of 197, who entered Mary Baldwin College for the fall semester Friday, Sept. 6. The group spent their first four days in a series of conferences, placement and advanced credit tests, and orientation sessions prior to registration.

Upperclass and special students, to make a total enrollment of 676, will return during the week and all students will begin classes Wednesday, September 11.

Of the total enrollment, 587 will be living on the Stanton campus, 38 will be day students, and 51 others will be studying in Europe or taking courses at other colleges in the Exchange Consortium.

PUBLIC NOTICE

Please be advised that the Interstate Credit Service of Springfield, Missouri does not represent our offices.

Therefore, we urge each of our patients who have received a letter from the above firm to disregard and make payment directly to our offices.

We regret the inconvenience the above firm may have caused you.

DR. PEDRO O...

SESAME STREET IS COMING

BRIGHT STAR IN THE GALAXY OF ELECTRIC HEAT

THE HEAT PUMP

ENERGY EFFICIENT...

We call the heat pump a "Bright Star" because although the idea has been around for some time now... there's a lot more interest in saving energy than ever before... people want to save energy, but they don't have to give up their comfort. With the heat pump, you don't have to give up anything. The heat

pump makes wise use of energy because it uses otherwise wasted heat and electricity to heat and cool your home. Electric heat, in any form, is a wise use of precious energy and the heat pump is today's star of the system... more than 100% efficient at the point of use — actually provides more energy than it

uses. Call us this week for a free electric heat cost survey of your home... and ask about the heat pump!

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ELECTRICITY - IT DOES SO MUCH GOOD

The Electric Company

FOR SO MANY PEOPLE



THE FLOYD COUNTY HESPERIAN
Published each Sunday and Thursday at 111 E. Mo. St., Floydada, Texas 79235. Second class postage paid at Floydada, Texas 79235. Wendell Tooley, editor. Subscription rates: Local \$4.50 a year, out of state area: \$7.00.

FAIR WINNERS

COMMERCIAL BOOTHS BEST INSIDE NON-AGRICULTURAL

1st, Il Penseroso Junior Study Club; 2nd, Wilson Photography; 3rd, Schachts' Flowers.

BEST INSIDE AGRICULTURAL

1st, Lighthouse Electric; 2nd, Acco Seed; 3rd, Dekalb Seed.

EDUCATION EXHIBITS

ADULT: 1st, Il Penseroso Junior Study Club; 2nd, Dougherty Home Demonstration Club; 3rd, Homebuilders Home Demonstration Club.

YOUTH: 1st, Floydada 4-H Club; 2nd, Lockney 4-H Club; 3rd, Floydada FFA.

COMMUNITY EXHIBITS

1st, Lockney 4-H Club; 2nd, Harmony 4-H Club; 3rd, Floydada FFA.

TOP-OF-THE-CROP

Cucumber, Betty Gowen; Squash, Mark Nutt; Cotton Stalk, Lone Star 4-H Club; Milo Stalk, Danny Nutt.

PARADE

Best Cowboy, Bob Land; Best Cowgirl, Tonya Daniels; Best Oldtime Cowboy, Goree Applewhite; Best Oldtime Cowgirl, Felicia Applewhite.

ANTIQUÉ CARS

1st, L. B. Brandes; 2nd, Mary Kershoff; 3rd, John T. Carthel.

COMMUNITY FLOATS

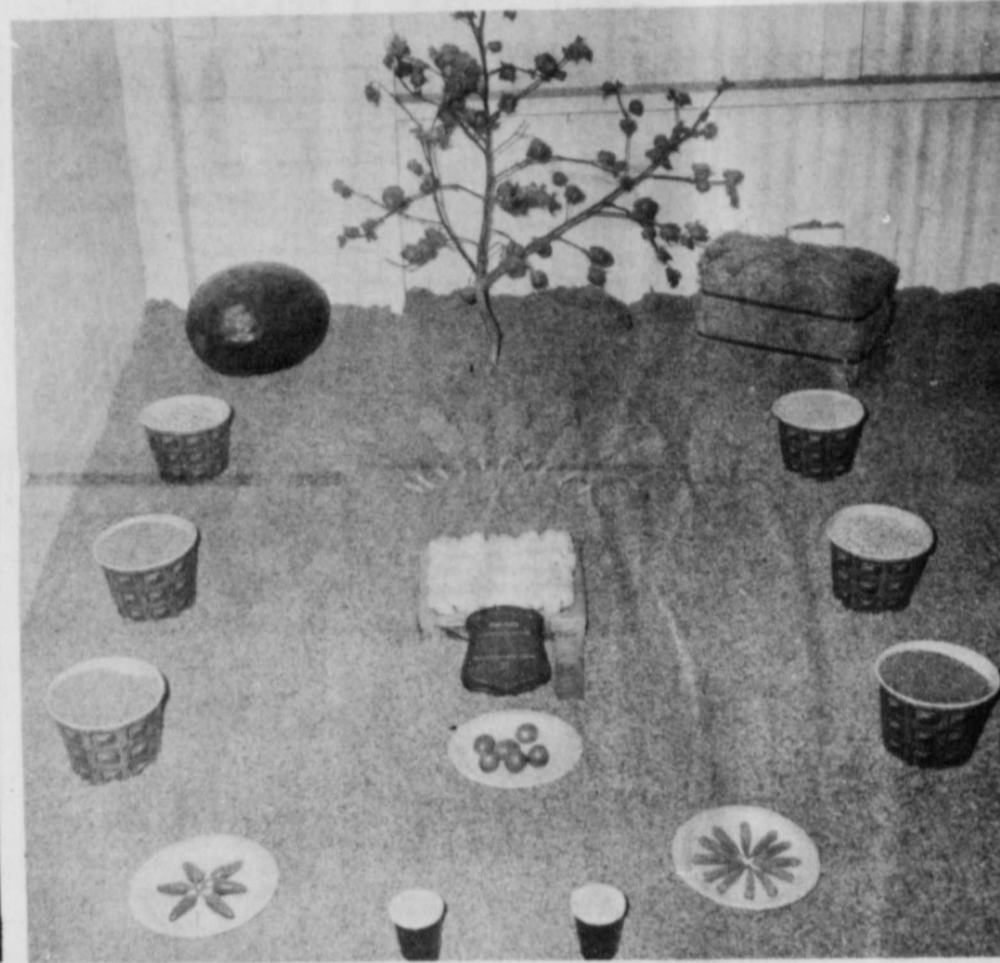
1st, Lockney High Cheerleaders; 2nd, Il Penseroso Junior Study Club; 3rd, Athena Junior Study Club.

COMMERCIAL FLOATS

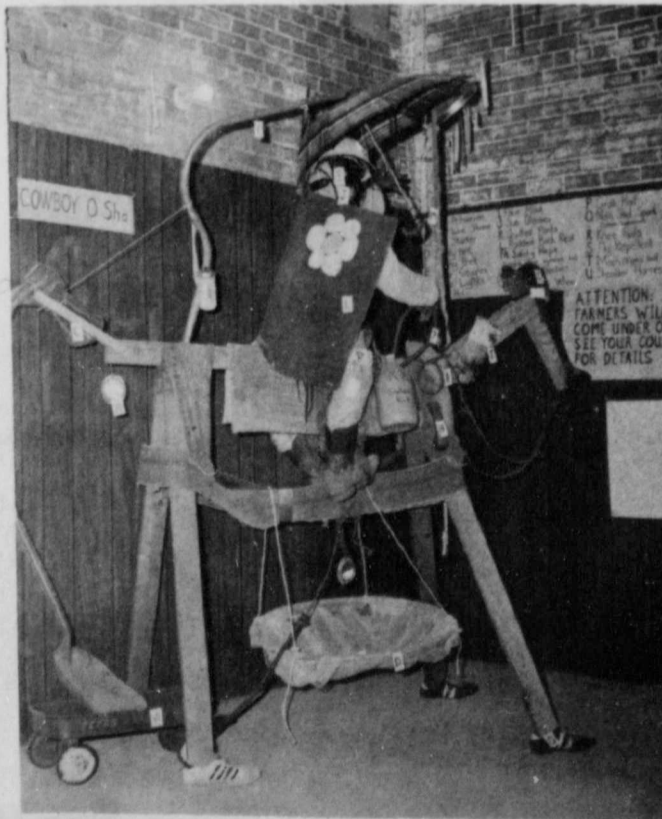
1st, Perry Implement; 2nd, Case; 3rd, Ford.

BICYCLES

1st, Heather Holt; 2nd, Donna Vernon; 3rd, Scott Poole.



FIRST-PLACE WINNERS at the fair — Top: Kathy Burk, home service advisor for Lighthouse Electric Cooperative, accepts first-place plaque from fair association president Eddie Teeter for LEC's best agricultural exhibit. Middle: Teeter presents plaque to Il Penseroso Junior Study Club member Barbara Bloys for the best non-agricultural inside commercial exhibit. Bottom: Lockney 4-H Club's first-place community exhibit. (Staff Photos by Jim Huggins)

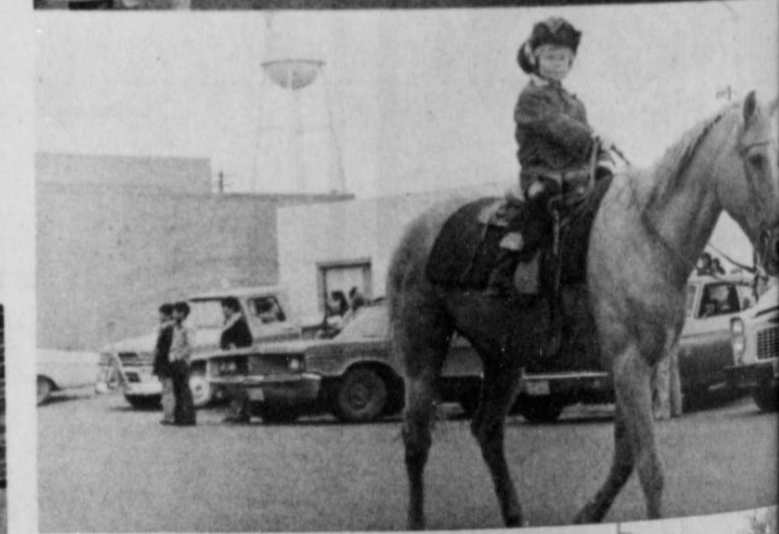
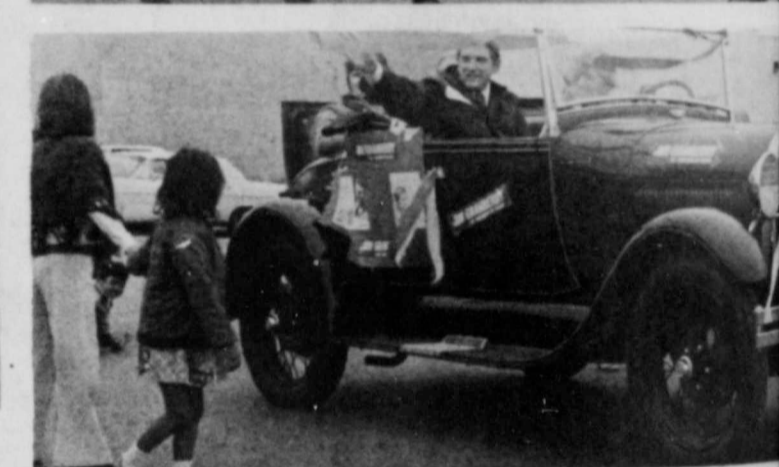
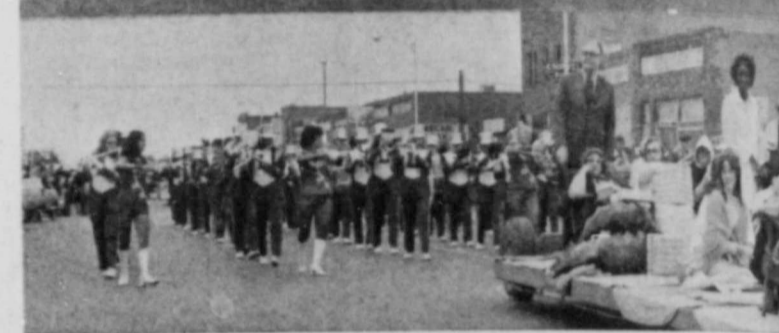


COWBOY O'SHA — Floydada 4-H Club's first-place entry in the Floyd County Fair youth educational exhibits. (Staff Photo by Jim Huggins)

Fuel Is Critical For Food Production

There are many practical reasons for conserving energy sources, among them to assure farmers a dependable supply of fuel and energy to meet food needs. Energy is critical during the food and fiber production cycle when fuels are needed to run tractors, keep baby chicks warm, and make fertilizers for crop production. The U.S. Department of Agriculture is spreading the message with a 94-frame slide and audio tape set and film-strip, available through the Washington office.

FAIR PARADE



Beautiful Ideas

A book of conservation ideas from Keep America Beautiful, Inc. outlines hundreds of activities by businesses, labor unions, trade associations and private groups that are helping to preserve the ecosystem. The two-volume *Inventory of Environmental Improvement Programs*, with examples from all over the world, is available from

SESAME STREET IS COMING KAB, 99 Park Avenue, New York, NY 10016, \$2.00/volume.

SHUGART COUPON
Thursday, September 19
Thompson Pharmacy
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9
WALLET SIZE
COLOR PORTRAITS
99¢

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FURNITURE SALE

Ralls Public Schools Will Have
A Used Furniture Sale
Saturday, September 21
From 9 A.M. - 4 P.M.

Sale To Be In
The New High School Gymnasium

FOR SALE ARE SUCH ITEMS AS: TEACHERS DESKS,
STUDENTS DESKS OF ALL SIZES, WOODEN CHAIRS,
AND OTHER MISCELLANEOUS ITEMS.

COME ONE, COME ALL -

BRING YOUR CHECK BOOKS

FOR THIS CASH ONLY SALE.....



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THE PLACE TO LOOK

FARMS & RANCHES

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

FOR SALE - Good dry land farm northeast of Floydada. Call 983-3261. Hale Insurance Agency. tfc

WE ARE READY TO CLEAN AND TREAT YOUR WHEAT SEED. PRODUCERS CO-OP, FLOYDADA. tfc

LIVESTOCK

FOR SALE - Young Brangus bull 296-2028. Weldon Cumbie. L9-12p

CALVES - 7 to 14 days old, healthy and started on bottle. Free delivery 10 or more. (214) 223-5171 after 7 p.m. tfc

AUTOMOTIVE

FOR SALE - 1967 Cougar real clean \$750.00. Call after 6 p.m. L9-26c

FOR SALE - 1974 Yamaha Induro 250 and 1973 model Honda Trail 90. Also shop-made motorcycle trailer. 983-3822. tfc

FOR SALE - 1971 PINTO. GETS 28 MP GAL. ONLY 25,000 ACTUAL MILES. NEW WHITE LETTER TIRES. STEREO SPEAKERS. VINYL TOP & 4 SPEED. CALL 983-3982. tfp

2 door Impala. all power, low mileage. one owner. Phone 649-2578. Rails. tfc

FOR SALE - 1967 Pontiac Executive. Reasonable. Call 652-2114. L9-15c

FOR SALE - 1968 Buick Le Sabre with air condition, power steering, automatic transmission. 983-3983. tfc

WANTED

WANTED - Student or older person to keep 3 year old and a baby on Friday nights. 983-2006. 9-19c

FARM SERVICES

PORTABLE DISC ROLLING - Sammy Kemp. Work guaranteed. 983-2347. tfc

CUSTOM Spraying & Treflan Application in Lockney call 652-3541 or 652-2616. Bill Wisdom, Johnny Wisdom or Darryl Dennis. L1-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

CUSTOM FARMING - Breaking, listing, planting, cross-cut, spraying, tandem & chisel. 293-2578. L-tfc

DIRT CONTRACTING - Land levelling, dams, levees, etc. New equipment. 983-3625. If no answer call 649-2461 Caprock. tfc

MR. FARMER - Fall plowing ahead, and our portable disc rolling equipment is available to work in your field or our shop on the Mataro Highway. Call or come to Russell's Equipment & Supply. 983-3751. 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. 20 cents a sheet. tfp

WE ARE READY TO CLEAN AND TREAT YOUR WHEAT SEED. PRODUCERS CO-OP, FLOYDADA. tfc

GARAGE SALE

GARAGE SALE - Location 2 miles west from light on Sandhill Road. Turn left on dirt road 1/2 mile. AT LEE TRICE PLACE. Friday, September 20. Time 10:30 a.m. Also 21st and 22nd. 9-19c

COW POKES By Ace Reid



"Hey, don't these pickups beat gittin' yore insides shook up on them ole rough hosses!"

AUTO, FIRE & FARM INSURANCE
Floydada Real Estate & Insurance Agency
Jim Word - - - Phone 983-2360

FARM MACHINERY

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

FOR SALE - 5 Chevy Grain trucks 652-3753 or 652-3542. L-tfc

MINI STORAGE

Lock it - leave it. Clean out that garage. Furniture, seasonal items, boats and you name it.
Lon D. Cartwright
3008 W. 10th 296-6103

SERVICES

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

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

STORAGE SPACE FOR RENT - Furniture, campers, boats, etc. Clean out garage and store with us. 652-2309. L-tfc

EMPLOYMENT

4 GRAIN ELEVATOR EMPLOYEES NEEDED. Apply in person at Producers Co-op Elevator, Floydada. tfc

R.N. Supervisor of Nurses wanted for 20 bed hospital. \$850 monthly plus room and board at the hospital. \$950 if room and board not desired. Call Mrs. Sue Young (806) 492-3586, Richards Memorial Hospital, Paducah, Texas. 9-19c

WANTED - Cook for Dougherty Elementary School lunch room. Write Box 11, Dougherty, Texas 79231. tfc

Men - Women
We'll pay you \$326 a month to learn Electronics!
WE HAVE EXCELLENT JOB OPENINGS RIGHT NOW. AND IF YOU QUALIFY, YOU'LL START AT \$326.10 A MONTH, BEFORE DEDUCTIONS. JOIN THE PEOPLE WHO'VE JOINED THE ARMY.
Call Army Opportunities
AN EQUAL OPPORTUNITY EMPLOYER

WANTED
Need Full Time Elevator Man
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CALL 983-3737 or 652-3318
5 x 7.....\$1.00
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RANCH FARM AUTO CROPS LIFE
Don Grantham
Texas Farm Bureau Insurance Company
Floydada
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FOR SALE

FOR SALE - Calves seven to fourteen days old. Healthy and started on bottle. Free delivery on ten or more. 214-223-5171 after 7 p.m. L-tfc

CRAFTSMAN TOOLS - 10" table saw, 4" belt sander, 4" joiner & planer; good condition. 983-2572. 9-15c

FOR SALE - New and used Kirby Vacuum cleaners from \$109.95 up. Parker Furniture in Lockney. L-tfc

We have used appliances for sale. Sear's. Floydada. 983-2862. tfc

FOR SALE - good tenor (4 string) guitar with case. \$25.00. Phone 983-3982. tfp

"Venus Cosmetics"
The best money can buy. With Stabilized Aloe Vera. Please call after 6 or weekends. Dewanda Blendon. 652-2563. L-tfc

FOR SALE - '68 RCA 25" Color TV, good condition \$175. 1970 RCA 25" Color TV, excellent condition, \$250. 1969 RCA Color TV, new picture tube, \$275. 12" Truetone portable Color TV \$150. Special - '68 Admiral Color, new picture tube, \$225. Used portable stereo, new cartridge, \$49.95. Good used console record player, AM-FM \$65. Black & white console \$65. 21" round Color TV \$50. 21" round with UHF Converter, good picture, only \$100. Mize Pharmacy & TV. 652-2435. Lockney. L-tfc

FOR SALE - good selection Royal 440 typewriters. Your choice \$99.95. We also have a good selection of \$25.00 typewriters. Hesperian Office Supply in Floydada. tfp

WHIRLWINDS LOOK AT THIS! One big group of Lindy ball point GREEN pens. Regular 49c, now 29c. Hesperian Office Supply. tfp

REWARD

\$25.00 reward offered for return of female German Shepherd. Lost in Lockney, answers to Puddin'. Call after 6:00. 652-2452 or 746-6239. L-tfc

LOST - Golf Clubs Full Set - Irons & Woods, Haig-Ultra, Green Bag & Head covers. Lost at Floydada Country Club. Reward for return. Call 983-2393 or 983-2856. 9-15c

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

FOR SALE

FOR SALE - 9 1/2 H.P. Evinrude Motor. Phone 983-3227. 9-26c

TYPEWRITER PAPER SALE - 500 sheets of 20 pound mimeo for only \$3.10. Beacon Office Supply in Lockney. Hesperian Office Supply in Floydada. tfp

FOR SALE - yes, we have the Texas Almanacs in stock. Beacon Office Supply. Lockney. Hesperian Office Supply, Floydada. tfp

FOR SALE...we have the Farm and Ranch Spanish books. Floyd County Hesperian and Lockney Beacon Office. 11p

SESAME STREET IS COMING

HYDRAULIC HOSES MANUFACTURING REPAIR
We are now equipped to manufacture or repair most hydraulic hoses and air lines from 1/4 inch through 1 inch. Air Conditioning Hoses Coming Soon!
McDONALD IMPLEMENTS
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DAN TEUTON, Owner
Specializing in Automatic Transmission, Motor Tune-Ups, Auto Air Conditioning.
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We Have A BRAKE LATHE to handle all passenger car brake drums. See us for complete brake service.
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Contact Lenses - Visual Analysis
Closed Tuesday Afternoon Saturday 9-3
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QUALITY SHAMROCK PRODUCTS
Always Make A Good Deal On SONIC TIRES and SOUTHLAND BATTERIES
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LOCKNEY AUTO SERVICE
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Cecil & Jim Colson
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Day or Night Phone 652-3776

Farmer's Union Insurance
J. D. Copeland
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North Main Street
LOCKNEY

IF IT IS INSURANCE - SEE -
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LOCKNEY
Life - Fire - Casualty - Hospital
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Auto Accidents DO Happen...
If one happens to you, be protected. Our car insurance offers coverage to meet your special needs - repairs to personal liability.

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127 W. Calif.
Ph. 983-3270

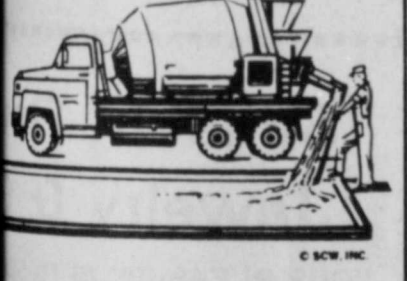
CALL 983-3737 OR 652-3318 IF YOU NEED A RUBBER STAMP....

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Title Insurance
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lightweight ALUMINUM CANES & CRUTCHES
Sturdy Dependable Attractive
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COLLEGE STUDENT NEEDS ALL THE NEWS OF FLOYD COUNTY!

SUBSCRIBE TODAY TO THE LOCKNEY BEACON AND THE FLOYD COUNTY HESPERIAN FOR YOUR COLLEGE STUDENT...
ONLY \$5.50 Nine Months

FOOTBALL CONTESTS

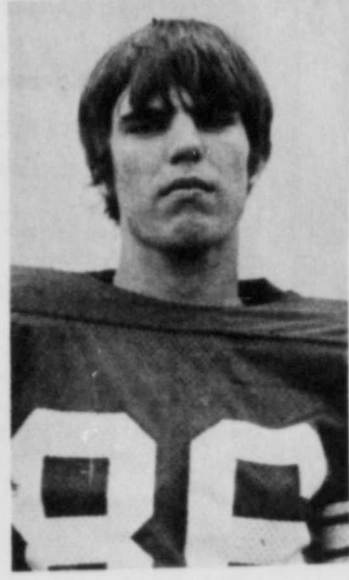
MEET THE LONGHORNS



RUSTY WILSON, Longhorn number 62, plays guard and defensive end.



CRUZ TIJERINA plays guard and nose guard for the Longhorns, wears number 64.



TODD DIPPREY, a Longhorn tight end and defensive end, is number 86.

WEEKLY PRIZES
1st \$750
2nd \$500
3rd \$250

Longhorns

We're Behind You All The Way!

Contest Rules

One game is listed in each of the advertisements on this page. Each team is numbered. In the "Official Entry Form," circle the number of these teams which you believe will win this week's game; circle both numbers to indicate tie. Indicate winner and total score in tie-breaker game, which also counts in determining number of misses.

Winners will be announced in the following week's Beacon. ALL ENTRIES MUST BE PLACED IN THE BEACON BOX BEFORE 5 P.M. FRIDAY OR POSTMARKED BEFORE THAT TIME TO BE CONSIDERED FOR PRIZES.

Prizes will not be given to members of the same immediate family on two consecutive weeks.

Official Entry

Name _____
 Address _____
 City _____

CIRCLE THE NUMBERS OF THE YOU PICK TO WIN

1	2	3	4	5	6	7	8
13	14	15	16	17	18	19	20
25	26	27	28	29	30	31	32
37	38	39	40	41	42	43	44

TIE BREAKER:
 CROSBYTON AT HAR
 TOTAL SCORE _____

Date	Opponent	Post
Sept. 6	Post	
Sept. 13	Frenship	
Sept. 20	Olton	
Sept. 27	Crosbyton	
Oct. 4	Kress	
Oct. 11	Dimmitt	
Oct. 18	Floydada	
Oct. 25	Open	
Nov. 1	Tulia	
Nov. 8	Abernathy	
Nov. 15	Idalou	

GO FIGHT WIN

<p>Browns Department Store</p> <p>1. OLTON AT 2. LOCKNEY</p>	<p>Consumers Fuel Association</p> <p>GO BIG RED!</p> <p>3. TEXAS TECH AT 4. NEW MEXICO</p>	<p>Page's Thriftway</p> <p>A BETTER WAY TO SAVE</p> <p>5. FLOYDADA AT 6. POST</p>	<p>White Au</p> <p>HOME OF GREATER VA</p> <p>7. IDALOU AT 8. TAH</p>
<p>Barker Insurance</p> <p>LIFE-FIRE-CASUALTY-HOSPITAL</p> <p>9. TCU AT 10. ARIZONA STATE</p>	<p>Mize Pharmacy & TV</p> <p>YOUR COMPLETE FAMILY DRUG STORE GIFT HEADQUARTERS RCA AND ZENITH TV</p> <p>11. MORTON AT 12. COOPER</p>	<p>ACCO SEED</p> <p>CORN, SORGHUM AND PAYMASTER COTTON SEED</p> <p>13. TEXAS A AND M AT 14. LSU</p>	<p>First National</p> <p>MEMBER OF F.D.</p> <p>15. FRENSHIP AT 16.</p>
<p>Lockney Auto Service</p> <p>"OLD FASHIONED QUALITY WORK, MODERN METHODS"</p> <p>17. KERMIT AT 18. DENVER CITY</p>	<p>Gene's Cafe</p> <p>"WE BACK THE LONGHORNS ALL THE WAY"</p> <p>19. OKLAHOMA STATE AT 20. ARKANSAS</p>	<p>Smith's Supermarket</p> <p>WE GIVE BUCCANEER STAMPS</p> <p>21. BOYS RANCH AT 22. HAPPY</p>	<p>Schacht Flo Jewelry & C</p> <p>"OUR PLEASURE IS TO SE</p> <p>23. VALLEY HIGH AT 24.</p>
<p>Byrd Pharmacy</p> <p>25. SHALLOWATER AT 26. NEW DEAL</p>	<p>Davis Lumber Co.</p> <p>"WHERE CUSTOMERS SEND THEIR FRIENDS"</p> <p>27. ABERNATHY AT 28. HALÉ CENTER</p>	<p>Providence Farm Supply</p> <p>PROVIDENCE, TEXAS.</p> <p>29. OREGON STATE AT 30. OHIO STATE</p>	<p>Floyd Cou Insurance A</p> <p>AROUND THE CLOCK PRO</p> <p>31. KRESS AT 32. PETER</p>
<p>Webster Service & Supply</p> <p>"WHERE YOU'RE ALWAYS WELCOME"</p> <p>33. FRIONA AT 34. MULESHOE</p>	<p>Floyd County Farm Bureau</p> <p>James Race, Agent Lockney Area</p> <p>35. AMARILLO AT 36. LUBBOCK</p>	<p>Baccus Motor Co.</p> <p>AUTHORIZED FORD DEALER</p> <p>37. MIDLAND LEE AT 38. PLAINVIEW</p>	<p>Lockne Cooperati</p> <p>COTTON-GRAIN-FERTILIZER-FO FEED-SEED-CHEMICAL</p> <p>39. LEVELLAND AT 40.</p>
<p>The Tye Company</p> <p>ON THE PLAINVIEW HIGHWAY</p> <p>41. SPRINGLAKE AT 42. DIMMITT</p>	<p>Wilson Photography</p> <p>652-3731</p> <p>43. BAYLOR AT 44. MISSOURI</p>	<p>WE NEED A LONGHORN SPONSOR</p> <p>45. SLATON AT 46. LITTLEFIELD</p>	<p>WE NEED A LONGHORN SPONSOR</p> <p>47. MOTLEY COUNTY AT 48.</p>

Oil In Floyd County?



...of Plainview and Dallas have been making vibration sections of Floyd County for sometime. The trucks set up vibrations and electric impulses on lines extending as two miles on each side of the trucks. In low-ers wind up the lines after a test. About 20 men are of Floydada now for GSI. What oil company wants to new leader replied, "we can't tell you." (Staff Photo)

South Plains Hospitals, Doctors

County	Hospitals	No. Beds	MD's	Do's
BAILEY	1	30	4	0
COCHRAN	1	36	3	0
CROSBY	1	41	5	2
DICKENS	0	0	2	0
FLOYD	2	66	5	0
GARZA	1	26	4	0
HALE	3	218	33	5
HOCKLEY	1	52	7	0
KING	0	0	0	0
LAMB	3	111	10	0
LUBBOCK	8	1919	200	24
LYNN	1	24	2	0
MOTLEY*	0	0	1	0
TERRY	1	50	7	1
YOAKUM	1	43	2	0

*Motley County has one 14-bed hospital which is not operational because of a shortage of doctors.
**Information supplied by South Plains Association of Governments.

AT MATADOR

Second Jamboree Saturday, Sept. 21

Plans are being finalized for the second edition of the Lions Club's "Country and Western Jamboree", to be presented Saturday, September 21, in the Matador High School Auditorium. Curtain time is set for 8:00



FLOYDADA AG BOYS are pictured as they made repairs on the football bleachers in Wester Field last week. (Left to right): Tony Hesson, Randy Callahan, Jackie Covington, Keith Marricle, Joel Hendrix, Tony Soto, Randy Fleming, Mike Vickers, Billy Fulton, and Rex Yearly. (Staff Photo by Brad)

p.m. and the show is expected to last approximately two hours. Several local and area groups of amateur musicians have been contacted to appear on the program. Many of the same performers who appeared on the first "Jamboree" in August will be back, as well as several new acts.

It was first anticipated that the program could be held in the new auditorium, in the new Motley County School building. However, delays in completing the new auditor-

ium will probably necessitate the use of the old auditorium. In the event the new auditorium is completed prior to September 21, the show will be moved into the new building.

The first jamboree, held on August 17, was presented to a small, but enthusiastic audience. Performers from Paducah, Quitaque, Afton, and

other area towns, as well as local performers, participated in the show. The format was one of informality and a "jam session" type atmosphere.

The Matador Lions Club is sponsoring the jamboree, and will use the proceeds of the admission charge to finance its community service projects.

\$928,000 Spent In County For Home Improvements

Sept. 7 — To what extent are homeowners in Floyd County making alterations, additions to their homes for such purposes? That is what is being asked in a survey conducted by the upsurge in home improvements in Floyd County which stands in the purchase of new homes. That is the high cost of the general uncertainties, which deter

families from taking on new obligations.

As a result, they are staying where they are and are fixing up what they have.

In Floyd County, homeowners spent an estimated \$928,000 in the past year for upkeep and improvement, based upon the latest government reports on average outlays per housing unit in the regional area.

It amounted to an average expenditure of \$278 per unit, in contrast to the \$222 spent in 1970. The national average was \$366.

Just how much as been going into home improvements is indicated in data compiled by the Department of

Commerce, which has been conducting sample surveys throughout the country.

Its figures show that some \$18.9 billion was so-spent in the past year. That was \$1.4 billion more than in the previous year.

The increase was due, in part, to the higher cost of labor and materials. Mostly, however, it reflects the attitude of homeowners. Their feeling, in general, is that with economic conditions as they are, they will be in their present locations for a long time to come.

A breakdown of the \$18.9 billion outlay shows that \$10.8 billion of it was for additions, alterations and major

replacements and the other \$8.1 billion for maintenance and repairs.

How did Floyd County residents spend their \$928,000 share of it?

A good part of it went for interior painting. Other major expenditures were for exterior painting, roofing, plumbing and kitchen and bedroom remodeling, the area reports indicate.



Editor
Editor
Editor

SAVE A DOLLAR!

Due to several postal rate increases, continuous newsprint cost increases, and many other costs of operation increases too numerous to mention, the subscription price of this newspaper will go up one dollar on October 1, 1974.

We have been able to absorb these price increases for over two years, but just can't absorb any more.

Our newsstand rate will increase from 10¢ to 15¢ also on October 1, 1974.

We regret that circumstances beyond our control have caused this rate increase.

The yearly rate for Floyd County and adjoining counties will be \$7.50. All other yearly subscriptions will be \$8.50.

HOWEVER, IF YOU WANT TO SUBSCRIBE AHEAD AND SAVE SOME MONEY, YOU MAY SUBSCRIBE AT THE OLD RATE OF \$6.50 AND \$7.50 FROM NOW UNTIL OCTOBER 1.

This makes the per issue cost only a little over 5¢ per copy if you subscribe yearly.

NOW IN STOCK IN FLOYDADA!

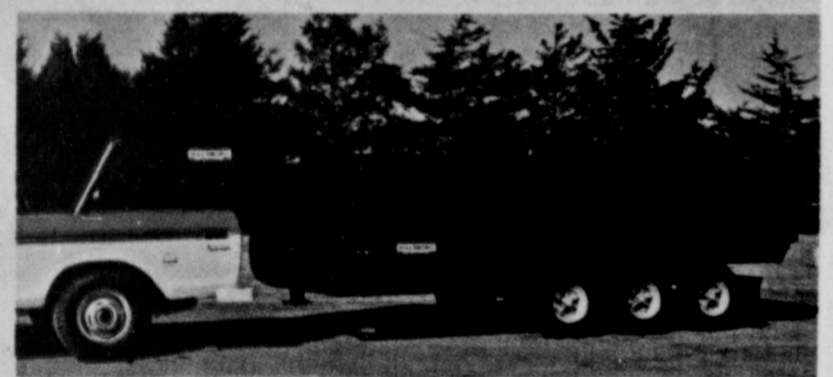
JUST IN TIME FOR HARVEST

HILLSBORO GOOSENECK GRAIN TRAILERS

30" Or 40" Grain Side-Slip-In Stock Rack

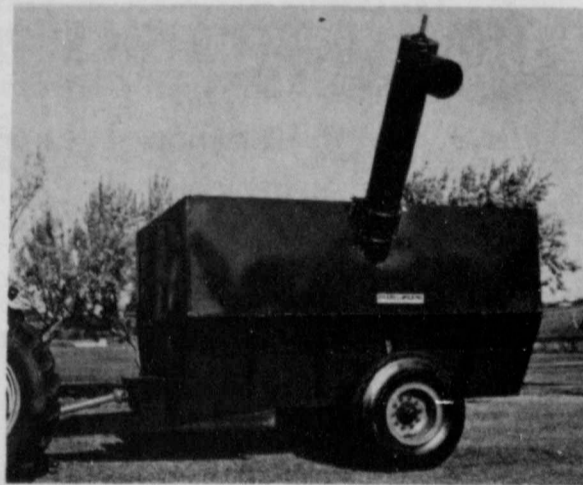
40" Grain Side

HILLSBORO GRAIN TRAILER SPECIFICATIONS:				
Bed Length (Feet)	No. of 10-Gauge Cross-Members Per Platform	No. of 10-Gauge Slates Per Side	Capacity in Bushels (Water Weight) 30" 40" Side Side	
16	10	8	230	318
18	11	9	280	366



30" Grain Side

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Increases combine efficiency up to thirty percent by unloading in the field without stopping machinery.

One cart will handle grain for three or four combines. Eliminates high cost of extra trucks and drivers. Reduces packing of soil during harvest.

Enables you to cut full length rows without cutting turnrows.

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★ SCHWARTZ COTTON LOADERS

★ HINSON TRACTOR CABS AT 1973 PRICES!

★ MANY OTHER ITEMS OF EQUIPMENT FOR HARVEST

COLLINS IMPLEMENT CO.

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FLOYDADA

PHONE 983-3732

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\$15 IN CASH PRIZES EACH WEEK

CONTEST RULES:

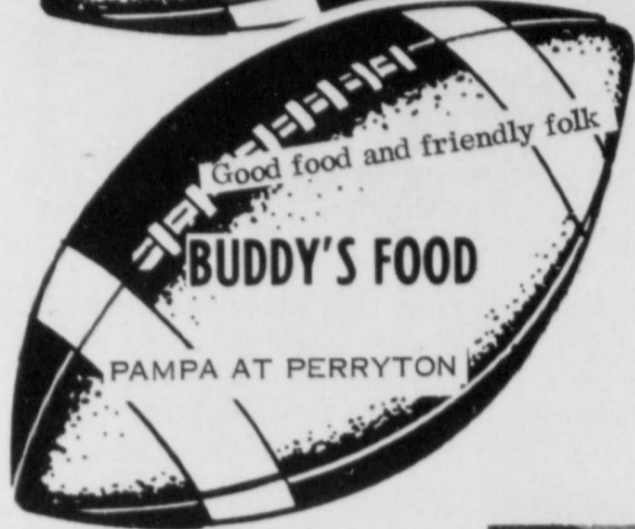
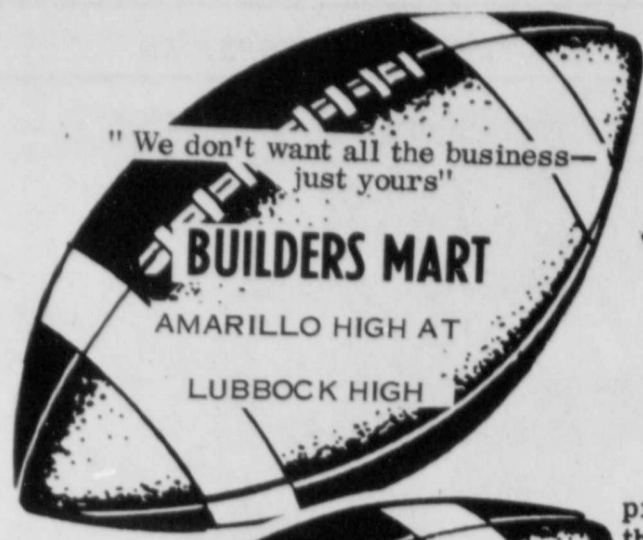
Anyone can enter except the employees of the Hesperian. Three cash prizes are given each week - ties will split prize money. Members of the sports department are sole judges of the contest and their decision is final.

It is not necessary to indicate scores on all the games....But score must be indicated on the tie breaker game at right.

Simply circle the team you choose to win in each of the footballs. Deadline for submitting entries is 5 p.m. Friday - winners will be announced the following week. Enter as many times as you wish, print name and address plainly on blank below and mail or bring entire page to The Hesperian office

Tie-breaker game will be considered only in case of ties.

QUARTERBACK QUOTES



J.W. GILBREATH
FLOYDADA, 13
POST 3



BABE JONES
FLOYDADA, 21
POST 14



TOM DANIEL
FLOYDADA, 24
POST 6

FOOTBALL CONTEST

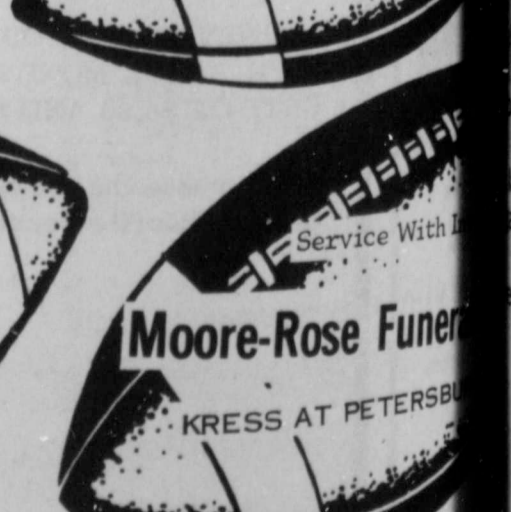
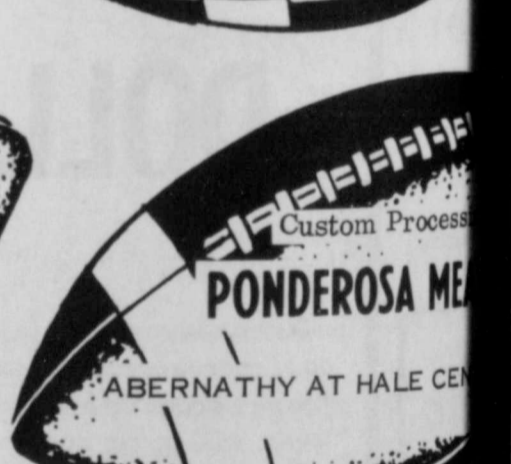
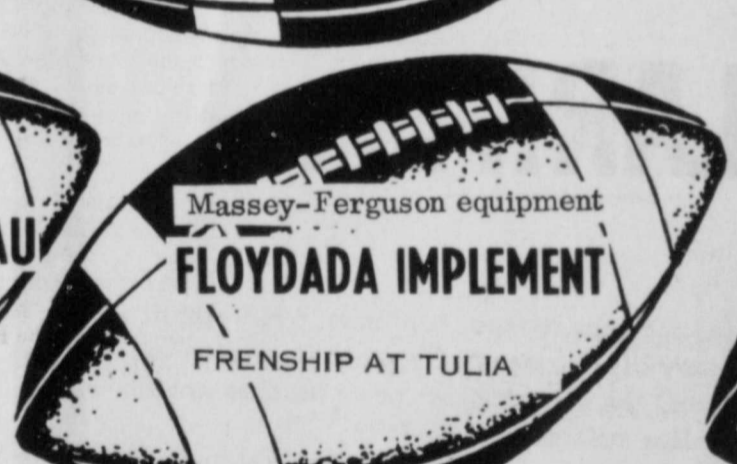
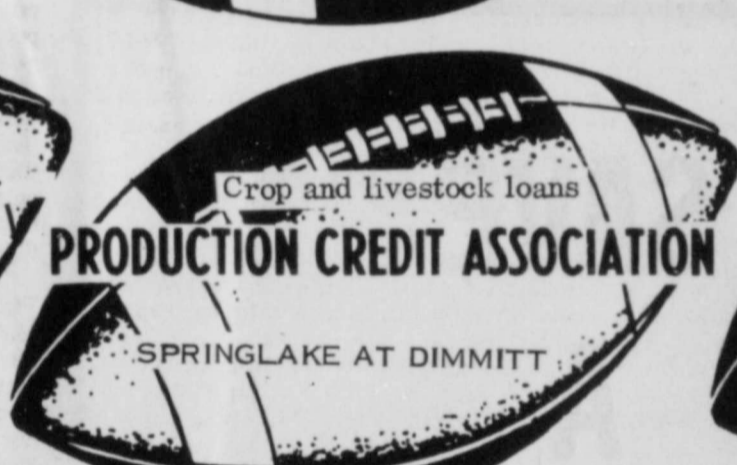
AND QUARTERBACK FORECAST

DEADLINE FOR ENTRIES - 5 P.M. IN HESPERIAN OFFICE OR POSTMAN

TIE BREAKER-Guess Total Points AND CIRCLE WINNER

NAME
ADDRESS
CITY

- 1ST PRIZE \$7.50
- 2ND PRIZE \$5.00
- 3RD PRIZE \$2.50



BOVINE PUZZLER

Ever Wondered Why Cow Jumped Over The Moon?



Bossy The Socialite

ing parlor and she won't go in unless she's socially superior. One scientific experiment involved a month-long training period during which cows were forced to enter in a different order. As soon as they were allowed to enter the milking parlor without interference, the cows reverted to their original order.

Cow-walkers also have learned that the bovine beasts are subject to a sort of mass psychology that leads them all to do the same thing at just about the same time.

When one cow leaves a grazing area and heads for the barn or the water, the rest of the herd will follow in a few minutes. In this instance, the cows usually string out in single file, heads up, and look neither to the right nor the left.

Each cow walks briskly, as if under orders, and there's no misbehavior, eating, or casual fighting in the ranks.

Cows with the most status usually have the place of honor in the middle of the pilgrimage. Leading the procession are mid-

dominant cows and bringing up the cow's tail are the most submissive members of the herd.

What does all of this have to do with the price of milk? More than it appears.

By studying the behavior patterns of dairy cattle, scientists hope to come up with new management plans to enable dairymen to get more efficient milk production and growth.

While studies of animal behavioral patterns have been going on since before Aristotle's days, most of them have dealt with wild rather than domestic animals.

A new research program on group management of large animals is now under way at Utah State University in cooperation with the USDA's Agricultural Research Service. Initial studies will focus on dairy cattle, but findings also are expected to prove helpful in management of beef cattle.

The first inkling that cows had a "pecking order" similar to chickens came as early as 1853 when a boss-follower relationship was noted in Swiss cow herds.

Now, with concentration of animals per farm increasing and management practices changing, animal behavior studies are becoming more important factors in improving production efficiency.

One of the first problems scheduled for study in Utah is how to best group cows to facilitate management for maximum milk yields. Other questions will involve optimum group size, transfer of animals between groups, and the amount of space needed per cow.

GRAIN SORGHUM NEWS

Vol. 4

September, 1974

No. 6

Orderly marketing urged

By ELBERT HARP
Executive Director, GSPA-TGSPB

Whether grain sorghum is \$2 per hundred pounds or \$6, Grain Sorghum Producers Association still recommends its orderly marketing concept, which we have pushed for several years. As more and more people try this approach they are finding it to be very profitable.

Orderly marketing is simply distributing the sale of one's crop throughout the marketing year by selling only a portion of the crop each month. A person who follows this practice will benefit from higher prices received during the year on at least a portion of his grain. During the harvest season when so much grain is available prices traditionally sag to their lowest point of the year.

The current U. S. grain sorghum crop is now estimated at about 619 million bushels. Most of this production is going into commercial grain trading and is expected to sell at more than \$3 per bushel. Total value of the crop will approach two billion dollars. This, on top of a corn crop which will be selling for many times the total value of sorghum, makes it impossible for grain buyers to finance that much grain at one time. Besides lack of availability of money, the shortage of hopper cars and other means of transportation to move grain threatens to depress prices at harvest time. These factors cause grain buyers to purchase only at discounted prices during peak delivery seasons.

If everyone practiced orderly marketing and distributed the flow of grain into the market evenly throughout the year, producers would realize an overall higher price average for their grain.

With the short crop of grain sorghum and corn this year there is no doubt that we will have strong grain prices throughout the coming year. However, it is difficult to predict how high prices can go or if cattle feeders and grain consumers throughout the world will back away from buying grain at various price levels. Under present conditions, we feel that new highs in grain market prices are still to be set.

COTTON TALKS

PLAINS COTTON GROWERS, INC.

producers on the High Plains



Culture's outpost on Wall Street

anchers don't realize the Federal loan funds from the sale of bonds is no government money in the bank. The quality of Land Bank Bonds, which the Farm Credit System's works on behalf of agriculture, flow of low-cost financing from the market. Come in... and let's talk bank money is bought—and sold—the borrower.

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And while you're there, let him show you latest additions to Gifford-Hill's line of irrigation equipment.

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discussing and even making plans for the possibility of holding at least a part of the 1974 crop, hopefully to be sold later at prices higher than now appear to be in the offing.

In the early harvesting sections of the Cotton Belt, the "holding action" is already on. For example, except for cotton contracted for sale earlier in the year, very little of the cotton ginned in the lower Rio Grande Valley of Texas has moved to market. With market prices hovering near the cost of production, growers simply are refusing to sell.

There is evidence at this time to indicate that cotton producers might profit by holding the 1974 crop, says Donald A. Johnson, Executive Vice President of Lubbock-based Plains Cotton Growers, Inc., but, he adds, "the many unknowns in the cotton marketing picture make foolproof advice an impossibility."

The supply-demand picture, assuming that current estimates of production and consumption are accurate, is in delicate balance.

The carry-over of cotton as of August 1 this year is estimated to have been 3.3 million bales. The 1974 crop is now guesseed at 12.8 million, giving a supply for the year of 16.1 million. This compares with a projected total offtake of 12.5 million, which would leave a U.S. carry-over on August 1, 1975, of 3.6 million bales, a level not excessive by any standards.

Foreign production for 1973-74, earlier estimated at 47 million bales, now looks more like 46 million and the 1974-75 crop may be up only slightly from that figure, according to an analysis made by Cotton Incorporated's Economic Research & Development Division. The analysis concludes by saying, "World carry-over is therefore less than thought."

Addressing himself directly to the question of a "holding action" by growers, the Cotton Incorporated writer points out that if producers collectively put one-third of their crops in the loan as the crop is ginned, the cotton "pipeline" would drop to a level of one million bales by November of this year, and "loading of ships would slow as dockside inventories dried up, and some mills would be forced to close."

Should two-thirds of the crop be withheld from the market, according to Cotton Incorporated, "major disruptions would occur in November as the pipeline level fell to well below a million bales."

But here, Johnson notes, the spectral threat of unlimited raw cotton imports makes its appearance. The Tariff Commission, over strenuous objections from the producer segment of the cotton industry, has recommended that the President remove all cotton import quotas. Should the President follow that recommendation, and should a holding movement make the

supply tighter in this country than abroad, cotton could be imported from other producing countries to blunt the effects of producers holding U.S. cotton off the market.

High Plains growers may be fortunate in that they are not forced at this time to make a "hold or sell" decision. There appears to be no likelihood on the Plains of any extensive pre-harvest contracting of cotton this year, and the bulk of the High Plains crop will not be ginned until November and December.

By this time supply-demand estimates will be based more on fact and less on conjecture; the extent and some of the effects of the holding action in other areas will be known; the direction of the U.S. and world economies may be in better focus, and there may be an indication of President Ford's intent with regard to import quotas.

As noted cotton economist Dr. M.K. Horne has written, these and "other unforeseen events in coming months will decide whether the price moves up or down."

Today's cotton market picture, Johnson elaborates, is highly subject to change, "and with little or no price protection under the current government program, a producer's income will be largely dependent on his expertise in recognizing and reacting to change as it occurs."

FARM FACTS

Migrant Workers Are Few
Growers make up 75 percent of today's farm labor force. Only 7 percent of the remainder are migrant workers.

Vegetable Protein Outlook
Agricultural economists say as much as 20 percent of all processed meat items could be made of vegetable protein by 1980.

Early-Day Canals
The Hohokam Indians of the southwest built canals to irrigate crops in Arizona's Salt River Valley as early as 600 A. D.

MOTLEY COUNTY

County Oil Revenue Far Exceeds 1973

Current higher prices for crude oil and natural gas produced in Motley County point to a significant jump in 1974 income for county land and royalty owners who last year received \$227,907 as their share of the county's output, according to a study by Texas Mid-Continent Oil & Gas Association.

"With the average price of Texas crude oil now at about \$6.70 a barrel, compared with the 1973 average of \$3.84 a barrel, and with some newly discovered natural gas selling intrastate for more than \$1 per thousand cubic feet, the outlook for the economy of producing communities is encouraging if prices hold up," according to Sherman Hunt, Dallas, Association

president. "Should price rollback schemes and other tax-and-control proposals now underway in Congress be successful, current economic gains will evaporate," Hunt said.

The Association's study shows that crude oil and natural gas produced last year in Motley County was valued at \$1.8 million, ranking the county 154th in the state. Crude oil production of 473,197 barrels was valued at \$1.8 million and 32.5 million cubic feet of natural gas at \$6,180.

Statewide, crude oil prices for 1974 are estimated to be some 74 percent higher than 1973. This expectation has stimulated a revival of drilling in Texas, with well completions the first five months of 1974 at 4,013, a 19 percent jump over the same 1973 period.

From the county's 1973 output, the State of Texas collected \$83,586 in oil production taxes and \$463 from natural gas.

Also adding to the dollar flow in the county last year were: - Drilling activities, on which producers spent \$152,304 in drilling, all of which was lost in two dry holes.

SESAME STREET IS COMING

SUNDAY'S SERMON

What's Right?

Unfortunately, things in this world are not always clearly labeled good or bad, right or wrong, proper or improper. What seems bad or improper to some people, seems good or proper to others.

Who is right? This is a question that only each individual can answer himself. Sure, religions and laws establish certain basic

moral and ethical principles that we all must live by, but what about those areas of gray, of doubt?

Each of us should try each day to live up to the highest standards possible. Every meal and ethical judgement we make should follow this standard. We should weigh each thought and see how it measures up to our standard.

By using a high standard, we can apply it beneficially to many things - ourselves, our community, our nation and our world. It is up to us.

Cattlemen

MOTHER COW & PASTURE

A program on how to control Internal and External Parasites that cost you money!

Presented By The American Cyanamid Co.

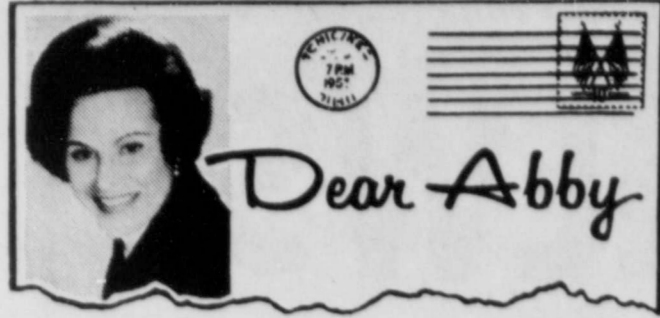
In King's Restaurant On Monday, September 16,

Floydada, Texas At 8:00 P.M.

Coffee and Doughnuts

THESE LOCKNEY FIRMS ARE MAKING THIS FARM NEWS POSSIBLE

PERRY IMPLEMENT CO. LOCKNEY'S JOHN DEERE DEALER	LOCKNEY OIL & BUTANE N.H. GAMMAGE
PATTERSON GRAIN CO. GRAIN-FERTILIZER	ACCO SEED "SORGHUM FOR THE SEVENTIES"
LOCKNEY COOPERATIVES MEMBER-OWNED	THE LOCKNEY BEACON BOOSTING FLOYDA COUNTY AGRICULTURE



Prof denounces cancer research as population explosive

By Abigail Van Buren
© 1974 by The Chicago Tribune

DEAR ABBY: A reader offered \$100 to the charity of your choice, and you picked the Cancer Crusade. Abby, I think you made a poor choice. Curing cancer and other diseases of old age will create far worse problems for our society than it will solve.

Do you realize that if we find cures for cancer, strokes, heart diseases and kidney diseases, we will double the number of years between age 65 and death (at 96) for the average person? Coupled with reduced birth rates, this means we will more than double the proportion of old people in our society, and we will astronomically increase the numbers of the very old. And while we go on looking for medical miracles to extend life, we condemn the increasing numbers of old people to a life of poverty and neglect.

I think it is wrong for society to try to offer people a longer life when we cannot assure them of a better life. That is why I favor a moratorium on life-extending medical research until the year 2000.

In times past, people looked to the old for wisdom and guidance. I think we need their guidance now. I would like to see the opinions of old people, and even of terminal cancer patients. I would ask them, "What is more important to you, a longer life or a better life?" And, more generally, "What should society do to make longer life better?"

JOHN LOZIER
ASST PROFESSOR, ANTHROPOLOGY
W. VA. UNIVERSITY, MORGANTOWN

DEAR PROF: Your proposed "moratorium on life-extending medical research" as an aid to population control is, to say the least, unique.

Personally, I would rather deal with the "problems" that result from reduced suffering and longer life, than return to the "good old days" when only the strong and lucky survived. And if this conflicts with the message of anthropology, I would be surprised.

DEAR ABBY: My wife and I are getting on in years and would like to make out our wills leaving everything we have to each other.

I don't want to go to a lawyer and go through all that "party-of-the-first-part, party-of-the-second-part" red tape. I just want to write a couple of sentences saying my wife and I want to leave all our worldly goods to each other. Will that be okay?
SHORT AND SNAPPY

DEAR S AND S: Wills are a touchy business. Their validity is subject to many unforeseen conditions, including a wide variety of state laws. Let a lawyer translate your intentions into a binding document. You'll be glad you did.

DEAR ABBY: I'm writing this letter just to say a few words to "No Complaints." (She said big noses and flat bosoms are "in.")

I don't know what magazines you read, honey, but in all the ones I see, the models do wear bras. Furthermore, if big noses and flat busts are "in," it sure beats me why most guys would sooner take out a good-looking, big-bosomed girl than a big-nosed, flat-chested one (assuming they are both intelligent and have good personalities).

I'm not putting anyone down, just voicing my opinion. If "No Complaints" is happy, then good for her. But for those other flat-chested girls who aren't, a little padding never hurt anybody.

PRETTY GOOD-LOOKING IN MYSTIC, CT.

Everybody has a problem. What's yours? For a personal reply, write to ABBY: Box No. 69700, L.A., Calif. 90069. Enclose stamped, self-addressed envelope, please.

For Abby's new booklet, "What Teen-agers Want to Know," send \$1 to Abigail Van Buren, 132 Lasky Dr., Beverly Hills, Calif. 90212.

More College Students Enroll In Agricultural Courses Now

The number of farms in the U.S. may be dropping, but more and more college students are taking agricultural courses these days. Enrollment in the nation's agricultural schools has more than doubled in the past decade, rising from 34,952 undergraduates to 72,644 last fall. In contrast to ag students of yesteryear, today's is apt to have a non-farm background. Last fall's incoming class at Purdue University included 60 percent with urban back-

grounds and 40 percent with rural. Women students in agricultural schools—once a rarity—now make up about 20 percent of the enrollment nationwide. Why the increased interest in agriculture? Some school officials believe it reflects young people's concern for the environment and natural resources. To match students' growing interest, many agricultural schools have beefed up their curriculum and added courses that didn't exist 10 or 15 years ago.

Milk Output Dropping
Total milk production in the U.S. has dropped 4 billion pounds since 1965. During this time, the number of dairy farms declined from 1,107,000 to 462,000.

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COUNTY
AND
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COLOR PORTRAITS
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Come to Church



Rev. Thomas E. Fisher
Pastor
First Assembly of God Church
Floydada, Texas

ST. MARY MAGDALEN CATHOLIC CHURCH

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.
Religion Classes
Sunday 10:00 a.m.
Grades 1-8 — 4:00 to 5:15 p.m.

WEST SIDE CHURCH OF CHRIST

Sunday morning worship . . . 10:30 a.m.
Sunday Evening 6:00 p.m.
Wednesday Evening . . . 7:30 p.m.

FIRST UNITED METHODIST CHURCH

James Tidwell, Pastor
Sunday School 9:45
Morning Worship 11:00
Youth Fellowship 6:00
Sunday Evening worship . . 6:30 p.m.

FIRST CHRISTIAN CHURCH

Dwayne Grimes, Pastor
Sunday School 9:45
Morning Worship 11:00
Youth Meeting 6:00
Evening Worship 6:00

FIRST BAPTIST CHURCH

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

CALVARY BAPTIST

Hollis Payne, Pastor
Sunday School 9:45 a.m.
Morning Worship . . . 11:00 a.m.
Bible Study 6:00 p.m.
Evening Worship . . . 7:00 p.m.
Wednesday Evening . . 7:00 p.m.

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 . . 8:00

NEW HOPE PRIMITIVE BAPTIST CHURCH

Beathel Jeffrey, Pastor
2nd Sunday
2nd Sunday Morning Worship . 11:00
2nd Saturday Afternoon 2:00
2nd Saturday Evening Worship . 7:00

CEDAR HILL ASSEMBLY OF GOD CHURCH

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

CEDAL HILL BAPTIST CHURCH

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

- Nichols Oil Co.
- Russell's Equipment & Supply
- Floydada Real Estate & Insurance
- McDonald Implements
- Gilbreath Exxon



TOM BROWN
Minister
Church Of The Nazarene
Floydada, Texas

Partnership In Faith

SCRIPTURE READING: Hebrews 11: 1-7

By it (Faith) the men of old, received divine approval, Hebrews 11:2.

Have I ever done anything for God that most men would consider crazy? Like Noah building an ark with no lake for many miles around. Like giving an extra offering to the church when I could have used the money for something else that I needed. Like interfering in my neighbors life to inquire about his soul. What have I done recently that called for Faith.

I am not likely to suffer a Martyr's death, but I am called to live a faith full life. I am redeemed, He lives in me. Therefore my life should contrast that of my unsaved neighbor. He lives by sight and I am supposed to live by faith. He trusts in himself and I am supposed to trust in God.

Without Faith it is impossible to please God. Why? Because it is putting my beliefs to work. By living what I believe I show my confidence in God. With Him as my Partner, life acquires an expanding dimension. I trust His promises, He gives His approval. Is there anything I should do differently today because God is my partner?

Worrying denies my faith in God. Malice contradicts Christ's command to love. Courage shows confidence in the power of my partner. Compassion reflects His love in my Spirit. The prayer of every Christian person should be Lord, help me live today in the partnership of faith. Share my Success, council me in my problems, Strengthen me in my frustrations.

This Inspirational Message Is Sponsored

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- Hale Insurance
- Edmiston Plumbing
- Thompson Pharmacy
- Consumers Fuel Assoc
- Parker Furniture
- City Auto Inc.
- Hesperian Office
- Builders Mart
- Martin & Com
- Reed Ford Sa
- Floydada Co-C
- Collins Implem
- Ponderosa Me



THE CHURCH OF THE
Tom Brown,
Sunday School
Morning Worship
Sunday night youth
Evening Service.

CUMBERLAND
PRESBYTERIAN
Sunday School
Bible Study

DOUGHERTY BAPTIST
Jim DeWese, P
Sunday Services
Morning Worship
Evening Worship

CITY PARK
CHURCH OF C
Billy Patton, M
Sunday Bible Study
Morning Worship
Evening Worship
Wednesday Bible Study
Ladies Bible Study, We

WALL STREET
CHURCH OF C
Newell Burk, P
Sunday Communion and
Morning Worship
Evening Worship

SOUTH PLAZA
BAPTIST CHURCH
Rev. Troy Cartm
Sunday School
Morning Worship
Training Union
Evening Worship

CARR'S CHAPEL
Rev. Lee Crouch, Peter
Services Every
Morning Worship
Sunday School
No Evening Services

VICTORY BAPTIST
Emmett Clampitt
Sunday School
Morning Worship
Evening Worship
Wednesday Services

NEW SALES
PRIMITIVE BAPTIST
Joe M. Jack
Sunday Congregational
Morning Worship
Evening Worship

SPANISH BAPTIST
Sunday School
Morning Worship
Training Union
Evening Worship

FIRST
ASSEMBLY OF GOD
Rev. Thomas E.
Sunday School
Morning Worship
Soul Winning Conference
Evening Worship
Wednesday Bible Study

Thursday
Women's Missionary
Council
Saturday
Christ Ambassadors

Crown & COUNTRY REVIEW

Reg. U.S. Pat. Off.
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American Grain and Cattle, Inc

Here you can depend upon the best market prices for your grain, just weight and excellent treatment. By adhering to these basic principles they have increased their business greatly. This concern has assisted their community toward prosperity and has helped to improve the conditions of the surrounding territory and they are at your service any time.

The farmers of the surrounding territory find this firm under able management and a very considerate concern with which to do business. You will get the best service and the highest prices when dealing with them and we, the compilers, are pleased to refer them to our readers in this 1974 Review. American Grain and Cattle Inc., would like to thank their many customers.

Place Around The Corner

June Reed-Owner

Regardless of her age, figure, or fashion personality, this is the place to find just what will please milady. Come in where the merchandise is newer and the selection greater. People of every walk of life have found that clothes from this shop are made of the best materials, and priced to fit your budget. Here you will find nationally advertised brands, helpful and friendly sales personnel - all of these

things contribute to make shopping here a real pleasure. They also offer free alterations, free gift wrapping and Master Charge layaway. The popularity of these motorcycles has widened throughout the nation in recent years and now more people are riding than ever before. Due to the many advantages of this machine, we can feel free to say that it is one of the best buys on the market today. They will give you more mileage per gallon of gas as well as longer, more dependable service. This company will service your old motorcycle and replace worn out parts. They believe in pleasing the customer, and in doing so, they offer many advantages in their services that are unequalled elsewhere. The editors of this 1974 Review are sure you will be pleased with the values here. Ask them about their Enduro trail bikes, 80 to 360 cc's; Mx racers 100, 125, and 250 cc's.

Smokey's Barbeque

Marion "Smokey" Gion-Owner

of fine barbequed food specialties. Their menu is one of the most exciting you'll find anywhere and the food they serve is equally delicious. In an atmosphere you can relax and enjoy, friendly attendants will assist you in the most courteous and polite manner as you serve yourself. This restaurant specializes in an old-fashioned cuisine of fine pit bar-b-que of some

50 years ago. They also specialize in catering parties of any size group. Their food is prepared by experts in the art of fine cuisine, and out of only the highest quality of foods. The editing staff of this 1974 Review take this opportunity to give our whole-hearted recommendation to this fine restaurant of delicious food and friendly service, and suggest that our readers enjoy a dinner soon at Smokey's Barbeque.

Evalene's Imports

Evalene McDonald-Owner

musical beer steins from Germany - copper or brass planters and flower pots from England - brass, incense, and Sheshem wood products from India - and a beautiful Tiki hut, filled with rare items from the Orient. They also feature American made products, such as fireplace equipment, Samsonite luggage, Farberware stainless steel, hanging flower pots, crocks, redwood bird feeders, Malack wood products, and many other

exciting gift items. You'll enjoy the friendly atmosphere here, and will like the helpful assistance they offer in helping you select just the right item. They have priced their merchandise very reasonably as you will see when you stop in. The designers of this 1974 Review remind our readers not to miss the chance when they are in town to stop at Evalene's Imports. We appreciate having this friendly curio shop in this area.

De Leon's Beauty Salon

Mary De Leon - Trophy Winning Stylist

and enjoy stereo listening while professional hair stylists show you the latest, up-to-date, scientific approach to beautifying the female animal. The hair stylists here are specialists in styling, cutting, tinting, and waving as well as wig styling and total wig care. The personnel here have a passion for perfection and a flair for glamour. For all the fashionable men in our area this is the

shop we recommend. The hair stylists at this shop are experts. They specialize in precision cut and blow dry, hair strengthening and permanents for men. A woman expects a man to look his best. So give your hair that natural look with a trip to De Leon's. Remember if you're not becoming that special girl then you should be coming to De Leon's. We, the editing staff of this 1974 Review emphatically suggest that you enter a more exciting and beautiful world with a visit to De Leon's Beauty Salon. We know you'll be glad you did.

Vegetable Production

The state ranked in the top five in cantaloups, carrots, green peppers and onions and was third nationwide in total production of

fresh market vegetables. These and other facts are contained in a new Texas Department of Agriculture publication, 1973 Texas Vegetable Statistics.

Pizza Hut

Jim Fitzgerald, Manager

Don't let anyone kid you about who has the best pizza in town. People around these parts know from experience that the best pizza is served by the Pizza Hut located at 1412 W. 5th St., in Plainview phone 293-5538.

Through the use of their guarded recipes and finest quality ingredients this pizza parlor offers this area authentic old world pizza in many delicious flavors that you can either eat here in their quaint atmosphere or take out to go.

The management here has made it a point to hire people he can trust to give you friendly service and the prices are very reasonable.

They also feature many soft drinks that you can enjoy with a small, medium, or large pizza.

For delicious pizza you'll return for again and again, the compilers of this 1974 Review heartily suggest the Pizza Hut. We compliment them for their fine food and friendly service.

Stovall's Yamaha Country

Marvin Stovall-Manager

For the latest models in Yamaha motorcycles, see Stovall's Yamaha Country at 201 Interstate 27 in Plainview phone 293-1281. Here they feature new and used motorcycles and parts for your old machine. Terms are available through Bank-

Americard and Master Charge. They also feature cycle accessories, clothes, jackets, and boots.

The popularity of these motorcycles has widened throughout the nation in recent years and now more people are riding than ever before. Due to the many advantages of this machine,

we can feel free to say that it is one of the best buys on the market today. They will give you more mileage per gallon of gas as well as longer, more dependable service.

This company will service your old motorcycle and replace worn out parts. They believe in pleasing the customer, and in doing so, they offer many advantages in their services that are unequalled elsewhere.

The editors of this 1974 Review are sure you will be pleased with the values here. Ask them about their Enduro trail bikes, 80 to 360 cc's; Mx racers 100, 125, and 250 cc's.

Gaylor's

Gene Gaylor-Owner

Gaylor's is located at 1513 5th in Plainview, phone 293-4291 for an appointment. They specialize hair styling for men and women and a complete beauty service. You'll appreciate their personalized service.

You not only feel at home in this attractive and refined beauty salon but the work here is so satisfactory that once you visit this establishment your return is assured. You'll want to become a regular patron.

The hair stylists at this salon made a close study of

hair types. They are well able to advise in these matters, realizing that each individual type must be met in styling hair. They style your hair as best suits your type, and the contour of your face and personality. They give you the style you prefer.

No where will you find service better qualified to apply all the touches of feminine attractiveness than Gaylor's. Call them today.

The writers of this 1974 Review recommend that you do.

Plainview Auto Salvage

Alex Catoe & J.C. Bradley Owners

Complete scientific service on all makes of cars and trucks by trained mechanics is offered by the Plainview Auto Salvage located in Plainview at 3605 N. Columbia phone 293-2789.

It is always the policy of this popular garage to give a maximum of service at the lowest possible price. This is proven by the many satisfied customers.

Here, "service" is their motto, and is backed by their fine reputation. The

finest experts among workmen give your automobile what attention it may need from the smallest repair to a complete overhauling or rebuilding job.

Every car needs some adjustments at some time or other. Be a wise owner and keep your car in first class condition.

For guaranteed satisfaction, we the writers of this 1974 Review, suggest you take your car to the Plainview Auto Salvage.

Kentucky

Fried Chicken Take Home No. 4

Ruby Catlett-Manager

Famous Kentucky Fried Chicken featuring Col. Sander's renowned recipe is available in this area at the Kentucky Fried Chicken Take Home No. 4 at 1900 W. 5th in Plainview, phone 293-1245.

Col. Sander's Kentucky Fried Chicken is known as "North America's hospital-ity dish" and for good reason. It's just the ideal meal when you're expecting guests with only a moments notice. This finger-licking-good meal, available in buckets, barrels or boxes, is perfect for a picnic or party.

Call them in advance and your order will be ready when you arrive.

This unique, exclusive recipe for Kentucky Fried Chicken has been enjoyed by millions. It's a treat for lunch or dinner...for the family or a large crowd. Quantities are available for any size group. In fact, they now offer complete Buffet catering for groups from parties to conventions to picnics.

Side orders or the "trimmings" are also available along with your favorite beverage when you pick up your Kentucky Fried Chicken.

This edition of the 1974 Review and its planners, believes you will find the service and food at this establishment to your liking. Try it as soon as possible.

Heritage Home & Plains Convalescent Center

Administrator- David Tucker
Administrator- Jean Bradford

These fine nursing homes are located in Plainview. Here they offer complete care of the aged, sick, and convalescent.

All rooms are light and cheerfully decorated, and have that home atmosphere which has a good psychological effect. Their food is prepared by a specialist on diets under the most sanitary conditions, giving the guests well balanced meals, nourishing and appetizing, for rebuild-

ing the health and strength so necessary for the inactive person. Each nursing home has a modern and complete whirlpool bath unit in regulation with rehabilitation therapy.

This and the surrounding territory is very fortunate in having these nursing homes. "So like a home." The authors of this 1974 Review are proud to make particular mention of these well-run nursing homes who open their doors to all.

The authors of this 1974 Review are proud to make particular mention of these well-run nursing homes who open their doors to all.

Dorothy's Ladies Apparel

J.T. and Johnnie Rogers Owners

Located at 1511 W. 5th, in Gabriel-Wayland Shopping Center in Plainview, phone 296-2135, this exceptional shop has served the people of this community well.

They carry a fine line of ladies ready-to-wear. Quality material and expert workmanship make their clothing hard to beat anywhere, at any price. They have some of the finest styles that have ever come into this section. Many women have found by

pleasing experience that clothes purchased here are an investment in economy.

They carry a comprehensive stock of ladies dresses, lingerie, and are well known for proper fitting. For something lovely in clothing for mother of the bride, and beautiful gowns and party pants for dinners and parties, visit this shop as soon as possible.

An additional convenience is provided for the tall ladies

who have difficulty in securing the proper fit. Be well fitted and happy with Fem Form's Lady Long Legs apparel. No matter what your needs may be along this line, you can find it at Dorothy's Ladies Apparel.

In this 1974 Review, we, the editors, take pleasure in directing the attention of our readers to such a reliable ladies shop and suggest that you drop in to see them for anything in the ladies clothing line.

Holiday Inn

Chris Witt-Innkeeper

If you're in the mood for a vacation and find you don't have quite enough cash for an extended trip then take a "Weekend Holiday" instead

at the Holiday Inn in Plainview.

The Holiday Inn offers

you all the ingredients of a real holiday vacation. They have luxurious accommodations to please even the most

discriminating, including: newly installed carpeting, air conditioning, free kennels, and one day laundry service. You'll be sure to enjoy yourself here. In fact,

they have just spent about \$300,000 in redecoration and now feature a larger dining area and cocktail lounge to better serve you.

Regardless of the length of your stay, even if it's just

for a dinner or charcoal-broiled steaks cooked on an open faced grill or cocktails, you will always be welcome at the Holiday Inn.

In compiling this 1974 Review, we, the editors, feel it is indeed a pleasure to recommend the Holiday Inn to our readers. They are located at 4005 Olton Road, Phone 293-4181 for reservations or additional information.

Wright Plumbing Company

Ronald Wright-Owner

Located at 204 S.E. 8th in Plainview phone 293-2049 is the Wright Plumbing Company who specialize in steam and hot water heating, gas fittings and plumbing of all types. They give personal and prompt attention to each job. Prompt service alone is worth many dollars

to a person when he needs a plumber. If you can be assured that the plumber you engage will finish your job in a short time and do it well, it means a great deal.

If you are planning any new construction, remodeling or alteration work, call them to help you make up

your plans and select your fixtures.

We, the transcribers of this 1974 Review, are happy to say that when you call them you can be sure of expert workmanship in a short time for a very reasonable amount of money.

Pants West

"Red" Thompson-Owner
"Levis for the whole family"

to keep a constant surveillance on the current trends in style and color.

This shop features the latest styles in matching coordinate sets for the entire family.

The merchandise here is of high quality for long wear and is priced to fit the budget.

No matter whether you need a complete outfit with

all of the accessories or just one item, you will be assisted by friendly sales-help who know their job well.

In this 1974 Review, we, the compilers, include the Pants West for our recommendation to the people of this area for offering valuable, friendly service and quality wear.

When in Lubbock, visit the Pants West shop at 4902, 34th Street, phone 793-0747.

Nowadays more and more people like to be dressed to fit the occasion whether it is formal or casual. At the Pants West located at 3310 Olton Road in Plainview phone 293-4910 you will find one of the largest selections of realistically priced, stylish

sportswear for any activity that you can find anywhere. The management of this shop has made it a practice

Tillerson-Fish Inc.

Carl Tillerson - Andy Fish

Tillerson-Fish, Inc., 1 1/2 miles south of 70 on By-Pass I-87 in Plainview, phone 293-2568 does its part to further the agricultural interests of the community by supplying the well-known INTERNATIONAL HARVESTER line of farm machinery and trucks at the lowest prevailing prices. They endeavor to see that you receive satisfactory service from items which you purchase by rendering an exceptional repair service to their customers. The service department is managed by Gavin Hayes, who has specialized in farm machinery maintenance for more than 17 years. Tillerson-Fish, Incorporated is regarded as the best in West Texas in the service and

maintenance end of the business. They also have a very complete parts department with Derald Gray as manager, you will surely be able to find just the part you need.

The great INTERNATIONAL HARVESTER line did a great deal to develop the United States and has always provided the latest improved farm machinery that will do the work in the least time, at the lowest cost.

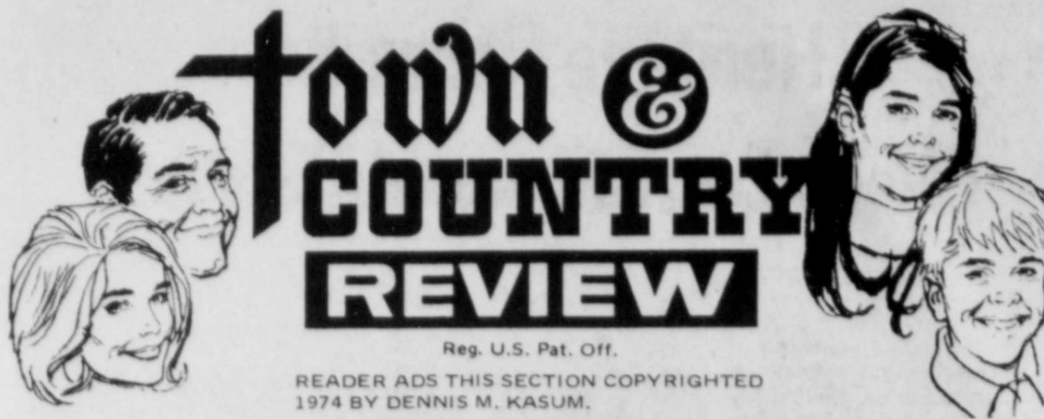
labor saving farm machinery than any other company, and have always been in advance of competition. See them now: For the INTERNATIONAL HARVESTER

Model 95, Self-Propelled Cotton Stripper for your current harvesting needs.

Order now for delivery in time for next years Grain Crop the Model 915 Combine.

This leading manufacturer is well represented by the Tillerson-Fish, Inc., who spares no pains to serve you to the best advantage with the latest in dependable farm machinery.

Recommending them to all our readers of this 1974 Review, we the writers, feel it is indeed a pleasure. Tillerson-Fish, would like to thank their many customers in this area.



Town & Country Review

Reg. U.S. Pat. Off.
READER ADS THIS SECTION COPYRIGHTED
1974 BY DENNIS M. KASUM.

Henry And Henry

In the estimate of many people in this section of the state who have had Henry and Henry located at 1500 Joliet in Plainview, phone 296-5493, handle any of their general building construction, there is not a better qualified contractor anywhere.

You can be assured that the job will be completed by competent men in the field with the best of materials and in the shortest time possible. Unlike so many other construction companies, this firm is noted for their reliability, fair prices and general business like policies.

Henry and Henry are your featherlight block dealers. This company offers our community an outstanding service in house and building moving safely, economically, and quickly. They have the

equipment necessary for the successful completion of moving houses, buildings, heavy machinery, tanks, etc.

Great preparation and care is taken with the preliminary work. All work is accomplished in the most careful manner so that when the building arrives at its destination it will be in proper position, and practically ready for use. They

always give customers the best of service, and they will assist anyone in estimating the cost of moving a structure.

Without hesitation, we, the authors of this 1974 Review take this time to make public our commendation of the Henry and Henry, and suggest to our readers that they have them handle their construction needs.

G.E. Jones Electric Co., Inc.

T.D. Smith-Manager

The G.E. Jones Electric Co., Inc., at their new location 1000 Broadway in Plainview, phone 296-9331 is equipped to render you a complete electric motor, transformer, and generator service.

G.E. specializes in rewinding and repair of electric welders, cotton gin motors, irrigation motors and plant motors.

This concern's knowledge of electric motor repair work was received in the vast but greatly specialized school of experience and personal contact with the public. When you have electric motor repair work to be

done, you can rest assured that it will receive the attention of qualified personnel and the best service when taken to this firm. They use only the best in quality materials. So from a standpoint of thoroughness, the policies of this reliable company are the best possible to be secured.

Nothing in the way of an electrical motor is too small for them and there are few too large.

It is with great pleasure that we, the writers of this 1974 Review call your attention to this progressive concern, and suggest that you make this your headquarters for electric motor work.

Carousel Laundromat

Bob Coleman - Owner

The Carousel Laundromat at 1701 W. 24th in Plainview, phone 296-9105 provides excellent laundry services for families in this section.

This self service laundry is fully equipped to give you the very best of service which includes machines in good repair, drying service and supplies. The attendants are courteous and very helpful.

Once you visit this popular self service laundry you will readily see why their patrons from this entire trade section are steadily increasing in number. In this 1974 Review we, the compilers, highly recommend the Carousel Laundromat.

ience, they offer the latest in modern coin operated dry cleaning units. Your delicate clothes will come out clean and odorless, and they only cost a few pennies a pound to pound.

Carousel Laundromat will provide the additional service of processing shirts, draperies, and dry cleaning for those who wish to have this outstanding service.

When you need a new building for your farm or business, you usually need it "yesterday."

But try to tell that to most insurance companies and it's like talking to a wall. We, the authors of this Review, assure our readers that this won't happen when they call Hi-Plains Construction Company located

Corcorran's Young Duds

Derrel Phillips-Owner

This is the store for men's furnishings. They feature the finest available in quality apparel. Giving you the best in service, this store is located at 609 Broadway in Plainview, phone 293-1675.

Drop in any time and see their stock of men's slacks and sport clothes. This popular establishment meets the needs of any and every man in the community at a moderate price. No matter what your clothing needs may be, this

is the store that will take care of you. High quality merchandise is to be found at this store at a reasonable price. When on your next shopping tour, don't fail to include this popular well-managed shop.

They have always been proud to be known as "the" place in this section where all classes and tastes in clothing can be found. Their outstanding selection includes DeAngelo suits

and sport coats, Louis Roth suits, Hart Schaffner and Marx suits, and shirts designed by Excello and Van Heusen.

For those who prefer the western style, Corcorran's is proud to announce the addition of western wear suits, shirts, belts, coats, hats styled by Stetson, and Jimmy Dean pigskin coats.

This 1974 Review, and its editors, wish to compliment the management of this respected men's store.

Warren Cesspool Drilling Company

"Serving Plainview Since 1954"

The Warren Cesspool Drilling Company located at 1310 North Date Street in Plainview, phone 296-9212, specializes in expert cleaning, installing and repairing of septic tanks and cess-

pools. Don't take chances by having someone work on your septic tank who doesn't have this experience. So many times that type of work must be dug up and done all over, all because of

lack of knowledge and experience. You can have it done properly the first time by calling Warren Cesspool Drilling Company. Call them for complete drilling and installation of a rustproof incinerator, built of steel reinforced concrete.

Don't wait until more bad weather has set in before you have that septic tank or cesspool cleaned or repaired. Give them a call and have this reliable firm do it for

you now. They can be depended upon to satisfy you and they fully guarantee their work.

Let them clean your clogged sewers in all commercial, residential and industrial buildings.

In this 1974 Review, we, the authors, recommend the Warren Cesspool Drilling Company to all our readers and suggest that you call them for all your septic tank or cesspool work.

Nu-Griddle Cafe

Paul & Maxine McCarty Jr. - Owners

There is a good reason for the Nu-Griddle Cafe located at 401 W. 5th in Plainview, phone 296-6733 being so popular. The short orders served here have real "pulling power" and draw lovers of fine food for many miles around. It's better than eating at home. Here you will find a

friendly atmosphere. Your orders will receive prompt attention and everything served you will be of the best quality. It isn't often that we can find a restaurant serving such delicious food at such fair prices. Try them for real service and good food, and we are sure you will tell your friends about

them. Stop hunting for that good place to eat while you are in town. Stop here and you'll have found it.

The organizers of this 1974 Review unhesitatingly give our full endorsement to the Nu-Griddle Cafe.

Hi-Plains Construction Company

E.B. Noel-Owner

When you need a new building for your farm or business, you usually need it "yesterday."

But try to tell that to most insurance companies and it's like talking to a wall.

We, the authors of this Review, assure our readers that this won't happen when they call Hi-Plains Construction Company located

at 2404 Quincy, phone 296-6154 or 293-1109 in Plainview, because the very essence of their business is speed. They are distributors for metal buildings. These buildings can be planned, designed, delivered and finished-out, far faster than any ordinary building and at a smaller cost in most cases. The editors of this 1974

Review recommend that you contact Hi-Plains Construction Company for the fastest and most economical solution to your farm or business building problems. We know you'll be more than pleased with the service that this firm renders to the farmers, businessmen, and homeowners throughout this entire area.

Kiser Auto Parts

H.A. Kiser-Owner

This leading parts house is located at 409 East 5th in Plainview phone 293-3912. Here they feature the best in name brand auto and truck parts and accessories for both the buying public and garagemen of the area. They have General Motors trucks, one-half ton and larger. Trucks with grain and stake beds, 16-22 feet. Trucks in excess of 20 feet have tandem axle.

Through their policy of offering only high quality guaranteed products at both retail and wholesale, this prominent concern has established itself as one of the leaders in their field.

They employ enough helpful personnel that you will always be waited on in the shortest time and they are trained to know how to select the right part for your

needs which saves costly time in returning incorrect merchandise.

The compilers of this 1974 Review are happy to commend this first rate parts house for their honest efforts in the service to people of this area and suggest to our readers that they make the Kiser Auto Parts headquarters for all auto and truck parts and accessories.

J.C. Penney Company, Inc.

Bob Worley - Manager
Steve Monson - Assistant Manager

This enterprise originated in the mind of an energetic businessman named James Cash Penney, who established the first store in Kemmerer, Wyoming.

The story of the J.C. Penney Co., is an important chapter in the history of modern mercantile methods. It is more than important, it is inspiring. It is a story of a business with a big idea behind it. The big idea with them for years has been and

is today unflinchingly governed by the Golden Rule: Every customer pays one and the same price, and that price assures a superior quality.

They carry at all times a large stock of ladies' and misses' ready-to-wear garments and shoes, ready-to-wear for men and boys, notions and general household items. Truly one of the reliable and progressive mercantile houses in this

part of the state is your J.C. Penney store. It is located in Plainview at 425-431 Broadway phone 295-5544.

The authors of this 1974 Review Edition take pleasure in recommending this store to our readers. Remember, you can charge it at Penneys, J.C. Penney

Company, Inc., and its management would like to thank their many customers in this area.

to Iowa's 7,660,000, according to statistics compiled by the Texas Crop and Livestock Reporting Service.

Texas ranked among the nation's top 10 dairy cattle states last year with a total

Miller Flying Service Incorporated

"Government & V.A. Approved Flight School"

In the field of technological advance, certainly aviation must be on top of the list. In its short, but eventful history, flying is now considered an everyday way of life. Businessmen and private individuals alike now enjoy the expedience and pleasure of flying both on a business and recreational basis.

In Plainview the people to see is the Miller Flying Service Inc., at Hale County Airport phone 293-1337. Here you will find qualified men capable of discussing your flying desires whether it be for the many advantages in business or for private recreation. They are dealers for the famous Bellanca and Aero Star Air-

planes, known as leaders in aviation.

Whether you are considering purchasing or renting an aircraft, learning to fly, or need service on your present craft, this concern is fully qualified to be of expert assistance.

The composers of this 1974 Review commend the community-minded attitude that the Miller Flying Service, Incorporated holds first in mind and suggest to our readers that they stop in any time for information from this well respected aircraft dealer.

The Miller Flying Service, Inc., would like to thank their many customers of this area.

Texas Keeps Top Spot In Livestock Production

AUSTIN—With more than twice as many cattle and calves as the second-largest

livestock-producing state in the country, Texas continued its dominance over

the nation's livestock industry in 1973, Agriculture Commissioner John C. White

recently reported. Texas produced 16,250,000 head compared

R.L.'s Machine And Welding

R.L. Southerland-Owner

The R.L.'s Machine and Welding is located in Plainview at 306 Columbia, phone 296-2927. They maintain a machine shop that is unsurpassed in service, workmanship, and supplies and wish to extend to the people of this district appreciation for their patronage.

They are the headquarters in this section for machine work and all kinds of welding. They employ machinists and welders of outstanding accuracy and ability. This shop is noted for prompt and efficient service and in having work

ready when charges are all work beyond promptly For home able work your repair R.L.'s Machine They well as the require Contact estimate for any The Review their prece dealings.

Electro-Magic Service Center

Roland McCutcheon-Owner

For your office for business, Electro-Magic Service Center, located at 1601 North Columbia in Plainview, phone 296-2398, specializes in portable and stationary steam cleaners, heated pressure washers, and Electro-Magic space heaters.

These men are experts in their field, and have had much experience in this type of work. They will be more than happy to look over your particular needs and design an economical system that will save you many dollars

ready when charges are all work beyond promptly For home able work your repair R.L.'s Machine They well as the require Contact estimate for any The Review their prece dealings.

Bailey's T.V. & Appliance Center

Jim Bailey-Owner

This firm offers the greatest value in television and appliance sales and service and is located at 900 W. 5th Street in Plainview, phone 293-4401.

Magnavox and Frigidaire have always been names synonymous with excellence and quality. They are truly pioneers in many facets of the electronics and appliance fields so it is no surprise that their Color TV sets and appliances are among the finest. Their experience and record is your real guarantee of satisfaction. Whether you want Color TV, Stereos or appliances, this is the home of the best. They have tapes and radios. They carry

ready when charges are all work beyond promptly For home able work your repair R.L.'s Machine They well as the require Contact estimate for any The Review their prece dealings.

Health Food Center

Ruth Anne-Nelson-Owner

In this day and age when our waters are polluted, our air poisoned, and our food-stuffs being contaminated by pesticides and insecticides, one often wonders about his chance of survival. One sure way to aid and abet our everyday health is to eat pure foods such as raw dairy

products, yeast, lechithin, gelatin, dried fruits, and nuts are exceptionally good for us. Be sure to ask about the easy to mix "amazing cider vinegar, lechithin, kelp and B-6 diet." You will also find fresh yogurt, plain or fruit available any time. These fine health food products are available at

ready when charges are all work beyond promptly For home able work your repair R.L.'s Machine They well as the require Contact estimate for any The Review their prece dealings.

Second place Missouri had a total of nearly 2.6 million head. Texas also ranked first

in feeder cattle with 2,205,000 head. "However," White commented, "as of June 1, 1974, that number has dropped to 1,930,000."

Sheep and lamb production in Texas also exceeded the rest of the nation with 3.2 million head. Wyoming ranked second with almost 2 million fewer head.

Texas ranked among the nation's top 10 dairy cattle states last year with a total

Town & Country Review



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High Plains Pavers, Incorporated

H.A. Wall President & General Manager
Carroll Williams - Vice President

thought of contractor to do any work you can be assured of an expert job and only the best in materials. If you have a dirt driveway or parking lot that is always muddy and hard to get in and out of when it rains, call them for an estimate to have it laid with paving that will last. They will complete their contract in the shortest time possible and you need not be inconvenienced in having to wait

a long time in getting your work done. In this 1974 Review we, the editors, take great pleasure in highly recommending the High Plains Pavers, Incorporated to all our readers. When you need a first class paving contractor, be sure to call this reputable contractor. High Plains Pavers, Incorporated would like to thank their many customers in this area.

Roberson Drilling Company

B.L. "Hop" Roberson - Owner

thoroughly trained men who will be able to get the job done quickly with the least damage possible to the landscaping. A troublesome pump or grease trap can be expertly cleaned and back in service by Roberson Drilling Company. Call them for efficient excavation of trash holes, complete with steel tops, for proper disposal of home

trash, carcasses, and undesirable debris. The authors of this 1974 Review commend this fine firm for their efforts to provide this section with the best sanitary service obtainable and recommend our readers call Roberson Drilling Company and its management would like to thank their many customers from this area.

Gary's Citizen Band Shop, Incorporated

"West Texas Headquarters For Communication Equipment" Gary Valentine-Owner

ment, music systems, and all the accessories imaginable for the two-way radio enthusiast. Antennas, scanners, monitors, mikes, telescoping poles are but a few of the items Gary has to offer. Gary's C.B. Shop, Incorporated, also offers a selection of Motorola 8-track and AM-FM car units, plus

installation. This shop offers this area's expert antenna installation. We suggest that you rely on their service. We, the editors of this 1974 Review are proud to present this reliable firm to all our readers and suggest that you call them for all your two-way radio needs.

The Dixie Shop

Nan Ballinger-Manager

right in step with the tastes of the women in this area, and carry some of the finest brand names in women's apparel. In this shop you can find just the right accessories to complete your new outfit. Also they can show you an array of sport clothes, pant suits, slacks, skirts and blouses you will like. Depend upon them to

furnish the clothes you will need. Whether it is a coat, suit, bag or dress, this is the shop where you will always find an exciting selection. If you have not visited The Dixie Shop, the fashion center of Plainview, you are cordially invited to do so. The editors of this 1974 Review make it our pleasure to recommend this fine store to all our readers.

Plainview Rendering - Division Of Tri-State Industries

A Division Of Tri-State Industries Ray Cognasi-Manager

are no disease carriers. Feel free to call them whenever a loss occurs. They specialize in prompt service, regardless of your location, and make removal of dead stock without disturbance or inconvenience to you. It is a great deal safer to call them for removal services than to do it

yourself. They have served the farmers and stockmen very satisfactorily in this community for some time and we, the editors of this 1974 Town and Country Review, feel you will receive the best and prompt service by phoning this reputable concern.

The Fair Lady

Wilma Williams-Owner
Catherine "Cathy" Williams & Esta Raizzes - Operators

The Fair Lady is located in Plainview, at 912 E. 9th, phone 293-4063.

This the beauty salon to which we wish to call the attention of our ladies. Every phase of modern beauty work is featured at this modern shop. Here, only skilled hair stylists are employed and after once you visit, you may be sure that you will be more lovely for

that special occasion. The next time you have a permanent or want any kind of fine beauty work, make an appointment at this leading salon.

They maintain a modern and up-to-date establishment and one trial is all that is needed to convince the most exacting woman. This is the day and age when

society requires women of all ages to pay more attention to the little things which keep them looking young. Be sure to call The Fair Lady for an appointment today.

In this 1974 Review, we, the editors, would like to praise this fine beauty salon for their superb beauty work.

Young Duds

Nelda & Herman Bedwell - Owners
Jo Phillips - Manager

The Young Duds is located at 3402 Olton Road in Plainview, phone 293-7147.

If it's a layette or your child's first school clothes, you'll find it at this prominent store. They have a complete line of clothing for the Junior Miss as well as a complete stock of young boys, girls and infants; clothing that will please the most

particular mother.

Now, manufacturers design children's clothing which is made of durable material and properly cut to give a child freedom of

movement while playing. Wise parents realize this is important to the health and comfort of their children.

If your child is long waisted, has extremely long

limbs, or is in any way hard to fit, this is the store where you will want to select his clothes.

You will enjoy shopping at this friendly and courteous shop where you always will find a very complete selection of styles, sizes and colors to fit your budget.

In this 1974 Review, we the authors, urge our readers to visit this store.

Plainview Answering Service

"Large Or Small We Answer Them All" Jacqueline White-Owner

Mr. Businessman - Are you losing lucrative business deals because no one is available to answer your telephone when you are out of the office?

If that is the case, then contact the Plainview Answering Service at 512 W. 9th in Plainview, call and learn about the modest rates

seven days a week. There's no bother or worry when they are handling your calls.

For complete information concerning a fast, efficient answering service, designed to better serve the suburban and rural area around Plainview, call 293-3601 or 293-5609.

You'll find the operators at this firm courteous and helpful. You will lose no calls because of an unanswered telephone when you arrange for their professional and personal service.

For efficient telephone answering service in this area, the writers of this 1974 Review recommend the Plainview Answering Service.

for this important service.

This firm will answer your telephone during the night and daytime intervals when your phone is unattended. Or, if you wish, the competent operators employed by this business will answer your phone and take messages 24 hours a day,

Dunlap-Nabors Garage

Charles Nabors-Owner

Dunlap-Nabors Garage features complete repairing on all makes of automobiles. The Dunlap-Nabors Garage is located in Plainview at 408 W. 3rd phone 293-4411. In addition to their expert service you will find their prices reasonable.

An automobile will not run forever without attention and some repairs. So every one of you car owners must at some time or other see a reliable repairman to put your car in working

order. When you drive your car in, it will be put in working order in the least possible time and at the least expense to you. You will be assured of a reliable job as every bit of the work done by this firm is fully guaranteed in every way.

In making this 1974 Review, we, the compilers of it, wish to compliment this firm upon the excellent service rendered to the people of this section.



The Melanians believe that the first man was made from the rib of the first woman!



Arabian physicians recommended balm for hypochondria. No one who followed their advice ever died of hypochondria.

Right here in Texas



Somebody's trying to take something that belongs to you.

Right now, we want you to think very long, very hard and very deeply about advertising and about the good it does in America. We want you to think about its effect on business, on your own entertainment, on radio, television, newspapers and magazines, on your right to know.

We want you to think about the effect advertising has on your company's sales, and how the sales of your company affect your own life-style.

Right now, we want you to think very long, very hard and very deeply about the issue of free speech. Then we want you to write Governor Dolph Briscoe, State Capitol, Austin, Texas 78711, and your legislators and your friends and tell them how you feel.

The ball is in your hands. It's up to you not to drop it.

In fact, somebody's trying to take something that belongs to all of us: freedom of speech. Somebody's undermining your right to communicate, to listen, to have all available information on a given subject.

Somebody's trying to tell certain Arkansas companies they may not advertise their services.

But advertising is just another word for communication. It is public information; it gives you a choice. It encourages new and better ways of doing things and helps continue the development of newer, better and more economical consumer goods.

Now, however, the right of certain Texas companies to communicate with their customers is in danger. This could ultimately have more far-reaching effects on free speech as we know it.

Advertising

is everybody's business.

This ad appears as a public service of this newspaper.

Collie Electric Company

Travis Collie - Owner

The Collie Electric Company, located at 2606 Ferrell in Plainview, phone 296-6901, specializes in a complete electrical contracting service for residential, commercial, and industrial requirements.

This firm of electrical contractors specializes in complete wiring for residential commercial and industrial buildings. They are equipped to give you the latest advice and information on problems pertaining to electrical wiring. Through their years of experience in

this field of work they have gained experience that will solve your every electrical engineering need.

If you are planning to build a residential, industrial or commercial building of any type, it will pay you to consult with this firm and get their advice on the proper wiring and fixtures that will satisfy you after the job has been completed.

The writers of this 1974 Review wish to recommend this progressive firm on electrical contractors to all our readers for service that you can depend on.

Baskin-Robbins Ice Cream Store

For just the right treat anytime, go to the Baskin-Robbins Ice Cream Store located at 3200 - A Olton Road, in Plainview, phone 296-9089.

Here they feature 31 varieties of delicious ice cream served in many unusual and tasty ways. You will enjoy the smooth texture of their ice cream and find that flavor better than any you have ever tasted.

You will find that they have a spotless room from which their customers are served and they have also made a special effort to have clean machinery and sani-

tary working conditions for their employees.

Not only can you buy Baskin-Robbins Ice Cream products to eat immediately, but you can also buy it to take home and serve to the family at any hour of the day. Stop in today and see for yourself why everyone is saying, "It's the best ice cream I've ever tasted."

The composers of this 1974 Review recommend this firm. Stop in soon. You'll be happy you did.

Remember for that special party coming soon, phone 24 hours in advance and order some of their ice cream specialties, such as their cakes, they are famous for.

White Rooster Restaurant

Dealer & Lou Woods - Owners

The White Rooster Restaurant located at 2003 W. 5th in Plainview is one of the leading dining places to be

found in this section. Their patrons consist not only of local people but from the entire trade territory for miles around.

The White Rooster Restaurant is known as the favorite dining establishment for many who find that it is both economical and time saving to dine out.

When here you will find a variety of tempting dishes listed on the menu. Another reason for the steady growth in the volume of

business this restaurant is doing is the excellent service that has always been featured here. They welcome everyone and make him feel right at home.

The management of this modern restaurant has had

extensive experience in cafe management and invites everyone to dine with him regularly - to try some of their specialties such as charcoal broiled steaks, sea food, or catfish from Lake Falcon.

In this 1974 Review, we, the authors, feel it is our duty to recommend this outstanding restaurant to our readers.

Mary Kirchhoff Wants To Restore Integrity To Government

"Restoring integrity to government begins right where we are," declared Mary Kirchhoff, candidate for the State Senate's 30th District. "We are the people who will be going to the polls on November 5. Let's elect to office those persons whose actions and past records demonstrate that they mean what they say."

Mrs. Kirchhoff brought here "Someone you can

trust" campaign to Westbrook Tuesday, meeting with the Golden Age group of that area, and expressing appreciation to them for the heritage they have given the present generation of Northwest Texans. "It is a Christian concept that 'To whom such is given, of Him is much expected,'" she pointed out. "You have given us so much; we shall try not to let you down."

The wife of a farmer-cattlemán and an active worker in rural Northwest Texas for twenty years, the candidate discussed briefly some of the problems of the area. "In our District - in

fact, everywhere - inflation is one of the biggest problems. All of us are concerned by the inflation spiral in which we find ourselves today. We feel everytime we go to the store. Our cattle sell for less than what it costs us to feed them, yet our retail beef prices continue to soar.

"Government over-spending is the root cause of inflation. We will have proper restraint when we elect representatives who can exercise self-control in state spending. We must be progressive - but we must also know where the money is coming from before we

vote a program. I commit myself to be as careful about spending your tax money as I am about spending my own."

"Another matter of concern is that of jobs - or should I say the lack of them. As an organizing member of the Small Towns Task Force, I began promoting small towns. My work there and the results of it - as well as the

response of the people to the program - convinced me that as we develop our area in industry, training, and tourism, we shall begin to find answers to the twin

problems of jobs and wages. We cannot expect our young people to remain in their home areas if there is nothing there for them."

Farabee Speaker At District Caucus

Ray Farabee, Democratic nominee for the Texas Senate, will be the featured speaker at the 30th district



RAY FARABEE

caucus in Austin. Delegates to the Texas Democratic Convention from the 29 counties in the 30th district will meet on Monday, September 16 at 4:30 in the afternoon.

Primary interest of the delegates at that meeting is expected to center on the election of a district committeeman. A three man race has developed and voting on that position will take place during the Monday caucus.

Candidates for the committeeman post are Lynn Darden of Wichita County, Elmer Parish of Wichita County and Charles Stenholm of Jones County.

Present committeeman is L. H. (Butch) McCullough of Wichita Falls who is not seeking re-election. Mrs.

James Snyder from Callahan County is the district committeewoman. She is seeking re-election and has no announced opposition.

Farabee plans to have a travel van at the convention site on Tuesday that will be utilized as a mobile headquarters. He will visit with convention delegates and alternates from Floyd County. The Wichita Falls businessman and attorney plans to supply delegates with campaign materials and discuss ways to encourage voter participation in the November 5 general election.

Floyd County delegates to the Democratic convention are Mr. and Mrs. H. E. Frizzell, Mr. and Mrs. M. J. McNeill, Randy Hollums and

Mrs. W. Farabee over 61 years. He plans actively prior to election. Republican of Plains being va Highlowe tower is nominee in the 13th

Former Now To

A one-time butter pose in cultura one of the vegetables. It's celery. Frizzell, Mr. and Mrs. M. J. McNeill, Randy Hollums and

SESAME STREET IS COMING

PIGGLY WIGGLY

OPEN SEVEN DAYS A WEEK
Daily: 8 A.M. - 10 P.M. Sundays: 9 A.M. - 9 P.M.

USDA Good, Superb Valu-Trim,
Round Steak
\$1.29
Lb.

Piggly Wiggly Chub Pack, Fresh
Ground Beef
79c
Lb.

USDA Good, Superb Valu-Trim, Blade Cut
Chuck Roast
87c
Lb.

2-Lb. 95c - Breakfast
Sausage
49c
Lb.

- GOOCH
Jumbo Franks 12 oz. **89c**
USDA Inspected, Fryer Drumsticks or Fryer Thighs Lb. **79c**
FARMER JONES BONELESS
Ham Halves Lb. **\$2.37**
Summer Sausage Lb. **\$1.19**



- Piggly Wiggly, Individually Wrapped
Cheese Slices 16-oz. **\$1.19**
ARMOUR STAR
Bacon 12 oz. **\$1.19**
FARMER JONES
Bacon Lb. **\$1.29**



- Hormel's Pork Sausage
Little Sizzlers
Delicious Yellow Squash Lb. **39c**
Garden Fresh Turnips Lb. **25c**
Mustard & Collard Greens Lb. **29c**
Tangy Lemons
Tart Limes
Breakfast Treat Grapefruit

U.S.D.A. VALU TRIM GOOD
Sirloin Steak
\$1.29
Lb.

- Farmer Jones, Juicy and
Tender Franks 12-oz. **89c**
Farmer Jones, Old Fashioned Flavor
Sliced Bologna 12-oz. **89c**

SUPERB VALU TRIM
T-Bone Steak
\$1.59
Lb.

Juicy Ears
Golden Corn
EARS
3/39c

Solid Head
Cabbage
Lb. **10c**

Smoked
Hot Links
Lb. **\$1.09**

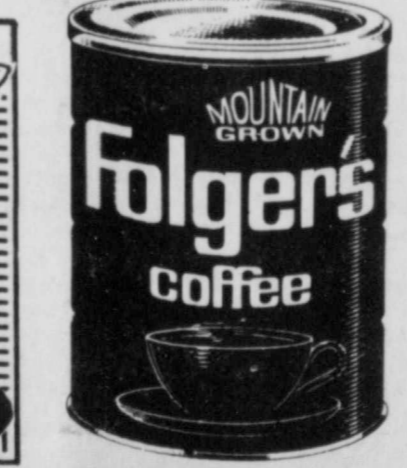
We Welcome Federal Food Stamp Customers

Green Salad Favorite
Green Onions Bu. **2/29c**
BARTLETT
Pears Lb. **29c**

Crispy-Fresh Produce from Piggly Wiggly

- USDA Inspected, Grade A, 14 Lbs. and Up,
Yearling Turkeys Lb. **49c**
USDA Inspected, Grade A 9 to 11 Lbs., Armour Star, Self
Basting Turkeys Lb. **59c**
USDA Inspected, Grade A 12 Lbs. and Up,
Honeysuckle Turkeys Lb. **69c**

PIGGLY WIGGLY VALUABLE COUPON
Save 78c
With this coupon at Piggly Wiggly when you buy one (1) All Grinds
Folger's Coffee 2 Lb. Cans **\$1.99**
Without coupon \$2.77 Limit one coupon per customer. Offer good thru Sept. 21, 1974. 00049W



JONATHAN
Apples
3 \$1
LBS.



All Purpose
Gladiola Flour
5 Lb. Bag **69c**

Beauty Aids
Crest, Regular or Mint
Toothpaste
59c
5-oz. Tube
11-oz. Btl. Lotion Shampoo or 7-oz. Tube Shampoo
Head & Shoulders Your Choice **\$1.69**
Mouthwash & **Scope Gargle** 40-oz. Btl. **\$1.89**
13-oz. Deodorant or 14-oz. Anti-Perspirant
Secret Deodorant Your Choice **\$1.49**

Fresh Dairy
Piggly Wiggly
Ice Cream
79c
1/2-Gal. Ctn.
Piggly Wiggly Low Fat Milk 1/2-Gal. Ctn. **87c**
CLOVERLAKE
Chocolate Milk Qt. Ctn. **59c**
SLIM AND TRIM
Cottage Cheese 12 oz. **69c**
Grade A Medium doz. **69c**
Piggly Wiggly, Grade A
Large Eggs Doz. Ctn. **73c**

Frozen Foods
Fox, 4 Varieties, Frozen
Deluxe Pizzas
69c
14-oz. Pkg.
Sara Lee, Frozen
Pound Cake 12-oz. Pkg. **\$1.01**
Morton, Frozen
Honey Buns 9-oz. Pkg. **61c**
PATIO
Beef Tacos 6-Pk. **\$1.19**
Ole Souffle, Apple or Peach
Frozen Cobblers 32-oz. Pkg. **99c**

Luncheon
Hormel's
12-oz. Can **79c**
Piggly Wiggly, Assl. Colors, 1 Ply
Paper Towels
Piggly Wiggly
Liquid Bleach

- Regular or With Iron
Enfamil Formula 13-oz. Can **79c**
Chicken Noodle
Campbell's Soup 10 1/2-oz. Can **23c**
Del Monte, Cream or Whole Kernel
Golden Corn 17-oz. Can **3/31**

Ranch Style
Beans
4 \$1
15-oz. Cans

ON SALE THROUGH
La Mesa
Bread & Butter
With Each \$3.00 Purchase **49c**