

"Serving The Floyd County Trade Area Since 1896"

# Floyd County Hesperian

Floydada, Floyd County, Texas 79235 Sunday, November 10, 1974 12 Pages in one section Number 90

## Winds Whirl Wildcats

### Ratliff Star

Idalou Tooley  
Whirlwinds wound up  
Friday night by  
Wildcats 56-13  
Following of fans. The  
stadium was about  
about 30 on the  
field.

appear to be in a  
Tulia and Lockney  
championship. Tulia  
next week. Lockney  
win their games  
determination by  
who wins the

championship. If Tulia loses and Lockney wins, Lockney is champion. If Tulia wins and Lockney loses, Floydada is the champion.

The 'Winds wound up district play with a 9-1 record and 3-1 in district play.

Actually, the 'Winds had a little trouble getting started in the Idalou game as they were trailing 7-0 with 4:20 left in the first quarter. Likewise Lockney was trailing 14-7 about the same time in its game with Abernathy, although the Longhorns came through with a 36-14 victory.

### Sherry Moss Band Sweetheart

Again, it was a big night for Whirlwind quarterback Mike Vickers as he executed a perfect 1000 kicking extra points. . .kicked seven, one for each touchdown. And . . . scored one touchdown and threw TD passes to Donzell Minner and Kelvin Ratliff. He garnered 92 yards rushing, and a perfect record of 3 for 3 on passes.

Kelvin Ratliff rambled for 151 yards and three touchdowns.

Idalou's big gun was former Floydada football player Gary Galloway who made a TD and rushed for 91 yards.

#### FIRST HALF

Idalou took Leslie Soto's kick-off back to the 24. The Wildcats promptly made a couple of first downs, but finally punted from their own 49 yard line. It was the Whirlwind's ball on their 21. Malvin Collins right through the middle for 13, then Rex Yeary for 7, then a costly 'Wind fumble and the Wildcats had the ball on our 41 yard line. The Wildcats passed for ten, then in three running plays had the ball on the 'Wind 12 yard line. Galloway right through the middle for the first TD of the game. Isaac Espinoza kicked the extra point and Idalou led 7-0.

After Floydada returned the Idalou kick-off to the 43, Vickers tossed a 12 yard pass to Elton Ratliff. Yeary made 5, Collins 6, Kelvin Ratliff 13, Collins 4, then Vickers in for the TD from the two yard line. It was 7-7 with 1:43 left in the first quarter.

Idalou took Soto's kick off back to the 20. On their third play MacArthur Mitchell intercepted Idalou Quarterback David McKenzie's pass and rambled down to the two yard line.

Mitchell plunged over the middle for the TD and Floydada led 14-7 with 11:56 left in the second quarter.

Idalou took Soto's kick-off back to the 26, made a first down. Then the Whirlwind defense held and Idalou's Jessie Chagolla punted a long 60 yarder into the end zone.

Floydada drove from the 20 right down the field for the next TD. Kelvin Ratliff made 46 yards in five runs and the final two yards for the TD. Yeary made 20 of the yards in three runs.

It was Floydada ahead 21-7 with 1:55 left in the first half.

And that wasn't all the scoring in the first half as the Idalou punter, was kicking from his own 34 was sacked. With 47 left in the first half Vickers threw a 12 yard pass to Donzell Minner for a TD and Floydada led 28-7.

#### HALFTIME

See other stories on this page for the big patriotic extravaganza by Floydada's three bands and the selection of Sherry Moss as band sweetheart.

#### SECOND HALF

Idalou returned Soto's kick-off back to the 19. . .made one first down then punted. Floydada had the ball on their own 18 yard line. Yeary, Collins and Vickers in running plays brought the ball up to the 'Wind 39 yard line. Then Vickers decided to keep, picked up good blocking around left end, zig zagged a time or two, "floor boarded his accelerator" and some 60 yards later made the TD. Floydada led 35-7 with 4:53 left in the third quarter.

Idalou didn't give up. . .made three first downs and the ball went over to Floydada on downs going into the last quarter. Floydada's ball on the 42. Ratliff broke loose for 22, and then sophomore Mickey Minnett zig zagged around left end all the way for another 'Wind TD. Floydada led 42-7 with 10:12 left in the game.

Idalou wasn't through. . .they took the ball right back down the field with running plays and a 17 yard pass completion. It was Curtis Williams who scored from the five. Floydada 42-Idalou 13 with 5:32 left in the game. Idalou's pass try for extra points was no good.

Floydada took the kick-off back to the 21. Vickers kept for 6, Yeary made 5, and 12. Then it was Kelvin Ratliff breaking loose for a beautiful 57 yard run and another TD. Floydada led 49-13 with 4:07 left in the game.

Tony Hesson is doing the kick-offs for Floydada now and like Soto, doing a good job. The last Floydada TD was set up when the strong 'Wind defense blocked an Idalou punt on the 43. Tony Soto ran for 7, Yeary 7, then friends, I wish you could have seen the last Floydada TD play. . . "slicker'n a whistle". It looks like Jay Lackey is going to punt. However, he hands off to Vickers, who tosses the ball over to Kelvin Ratliff near the right end. Ratliff heads out, side steps a couple of Idalou tacklers, and in for the TD. . .some 43 yards on the play. With 30 left in the game Floydada 56, Idalou 13.

The lovely and talented drum major of the Whirlwind marching band, Sherry Moss, was selected band sweetheart at halftime of the Idalou-Floydada game here Friday night.

The FHS senior was presented a bouquet of roses by band president Ray Foster. Miss Moss is the daughter of Mr. and Mrs. John Moss.

Second runners-up for the honor were Cary Brown and Bravada Garrett. First runner-up was Kathy Hale.

### Patriotic Program

With 200 band students on the field at halftime one of the most impressive patriotic band programs was presented to a delighted crowd under the direction of FHS band director Dennis Teasdale.

The sixth grade bands formed a square, the Whirlwind band the shield, the Junior High band formed the letters U.S.A. In this formation the bands played "America, Battle Hymn Of The Republic, and Star Spangled Banner." High school speech teacher Weldon Melton gave a patriotic reading over the speaker system.

The sixth grade band students carrying a colorful array of American flags were most impressive.



WORKING FOR INDUSTRY — officers for Floydada Development Company (l to r) Bob Kirk, Bill Hale and O. M. Watson Jr. (Staff Photo)

### Hale Continues President Development Co

Bill Hale was elected to a third term as president of the Floydada Development Company in the annual meeting Thursday evening in the bank community room. O. M. Watson Jr. was elected vice president and Bob Kirk re-elected secretary.

Board members elected to fill out the ten man board included Kinder Farris, Kirk and W. H. Simpson Jr.

Hale expressed his appreciation to the board and said the entire community has been very helpful in all the efforts made to locate new industry here in the past year.

Hale cited work done to acquire open end textile industries here, contract to be let next week on a new 42 unit migrant housing building project, and

that the debt on the building leased by Louisiana Strawberry vegetable company was down to around \$4,000.

It was also mentioned that the Development Company needed one prospective industry before application could be made to begin formation of an industrial park.

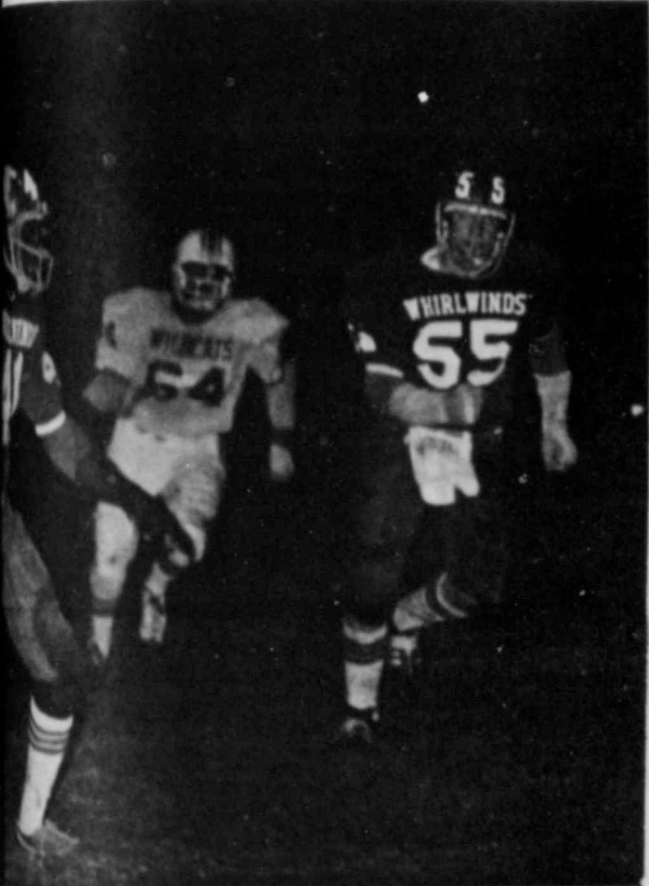
Local CPA Newell Burk gave the financial report and it was agreed that membership dues would remain \$25.

Eddie Gatlin, representative of Louisiana Strawberries was present at the meeting and expressed his desire to continue to operate the vegetable industry here. He has processed mostly cucumbers and peppers for the past seven years here.

### Beta Sigma Cookbooks Go On Sale

Next Wednesday, November 13, the Beta Sigma Phi Cookbooks will go on sale at \$2 each. A part of the proceeds will go to buy equipment for the Floydada Day Care Center and the

remainder will go for other projects sponsored by the Sorority. Cookbooks will be available at Piggly Wiggly on that date from 1 until 6 p.m., or from any member of Beta Sigma Phi.



KELVIN RATLIFF for another TD: — Tony Hesson (Staff Photo by Keith)

### Rock Chat

By Wendell Tooley  
Dear Mr. Tooley  
I am very much  
interested in  
this incident at  
which the teenagers

center will offer a course in typing, bookkeeping, shorthand if enough persons sign up.  
If you are interested in attending such a course, please call Kathy at 983-3134.

IN A PANHANDLE-AREA newspaper a few days ago, we ran across one of the handiest "complaint forms" we've ever seen. The instruction note accompanying it says "Write your Complaint in the square below. Please write or type legibly." And here it is:

WE DISCUSSED the industries we tried to get the past year in the Floydada Development Company meeting Thursday afternoon, and I thought "boy, there's one industry that this community considered and didn't get. . . a cattle feedlot. . . and I'm mighty glad we didn't get that one."

NO COACH'S comments, coach Wilson was in Abilene for ACC homecoming Saturday morning. If he wants to say something, we'll have a pretty good interview for Thursday's Hesperian.

ROBERTA RUSSELL says that the tune for that butterbean song we had in this column Thursday is "Just A Closer Walk With Thee."

I RECEIVED AN UNSIGNED letter from a "concerned citizen" about the work of the sheriff's department and he or she wants to know how many arrests the Texas Highway Patrol and the City Police have made this year. I shall try to get this information for publication.

I would have run the letter. . . but no signature.

I did find out that the city police fined people \$3,061.95 the past year and this money goes into the city's general fund. . . usually buys a new police car each year.  
The highway patrol and sheriff's office fines go into the county salary fund.  
WE ARE BEGINNING to sign up people for our nine day trip to Europe. When the chartered plane is filled, there'll be no more offers on this trip. If you sign up this week you get a free flight bag and if you sign up before December 31, there will be \$12.00 credit for airport taxes.



HAPPY BAND SWEETHEART Sherry Moss is congratulated by Karen Alldredge (left) second sweetheart runner-up Bravada Garrett (center) is congratulated by Kelly Ann Hagood and Nancy Moss. (Staff Photo by Keith)



RAY FOSTER gives band sweetheart Sherry Moss a bouquet of roses and a big hug as other sweetheart contestants look on. (Staff Photo by Keith)



ELTON RATLIFF takes first Vickers pass of the Idalou game. (Staff Photo by Keith)

STATISTICS		
	F	I
First Downs	21	13
Yards Rushing	417	154
Yards Passing	67	27
Passes Att/Comp.	3/3	11/2
Passes Intercepted	0	1
Fumbles Lost	1	0
Punts	0	3-128
Penalties	3-35	2-30

## Lubbock Man Tells Rotarians How To Qualify As A Bicentennial City

Mike Brown of Lubbock told Floydada Rotarians last Wednesday at the noon luncheon how Floydada could qualify as a "Bicentennial City" and gave several examples of what Lubbock is planning for the 200th anniversary in 1976 of the American Revolution.

"Lubbock has received \$5,000 to help celebrate the occasion since we have qualified", Brown said.

He said the city of Floydada should make application for the qualification and he said every organization in this community should come together and begin now to plan for the big year of celebration.

Brown left folders with Bill Flynt, manager of the

Floydada Chamber of Commerce about Lubbock's plans.

Brown said the committee to spearhead the celebration had to be approved by either the county judge or the mayor.

On the committee should also be two members of the city council or commissioner's court as ex-officio members.

"You should involve as many people of your community in pageants, musicals, historical presentations of how your community and this area have progressed the last 200 years," Brown concluded.

Brown was introduced by Rotarian Bill Flynt.



**BICENTENNIAL SPEAKER** — Mike Brown of Lubbock is pictured as he spoke to Floydada Rotarians. Bill Flynt (left) introduced Brown and George Miller is Rotary president.

[Staff Photo]

have time for fun.

Now, I'll tell how some of them love to travel. Last Friday morning Mrs. Bettie Lester's daughter, Elizabeth came and took her mother; Mrs. Myrtle Burke, and Elsie Woodall to the Tech Rodeo. They spent the night in Lubbock, came back late Saturday. On Sunday, Myrtle went to Lorenzo with her sister, Emma Ferguson. Elsie went to Lubbock with her daughter, Mary Pyle of

Earth, Tex. to see her son-in-law, who had back surgery. T. J. went out for the weekend with his wife, Dollie and Monday they went to Plainview. Monday, Mary Reeves went out with her sister, Mrs. Souter, and niece, Rena Nelson, both of Tulia.

Thanks to Il Penseroso Jr. Study Club for dedicating the month of November to our residents. They will come every Monday of this

month as a tribute of thanksgiving, being thankful for our elders. This past Monday they came and brought a souvenir plant for each resident's room. Thanks for caring to Linda Kidd, Jackie Holt, Cheryl Bybee, Barbara McCormick, Vickie Green, Anita Bigham, and all other members who made this a happy occasion for our residents. This really brings me to see alive a

SEE LOCKNEYPAGE 10

## Lockney Care Center Happenings

By Maria Arellano how active our residents I mentioned last week are. How they work but also



You're invited to our ...



# 1st Anniversary

Friday - November 15

We invite you to come in during business hours Friday and help us celebrate our first anniversary in Floydada. There will be refreshments and we look forward to just taking this day and visiting with everyone.

This has been a good year. We have made many friends and we look forward to being of service to the people of this trade area for many years to come.

We have a savings plan for everyone, we invite you to ask any questions about our program of savings and loan.



**MRS. TOMMY ASSITER**  
Office Manager

REGISTER FOR FREE

Mr. Coffee

## Floydada Branch

Plainview  
SAVINGS & LOAN  
Association

217 WEST, CALIFORNIA, FLOYDADA, TEXAS

Serving This Area For Over 37 Years

## Floydada Gun Club Meeting Sunday

This word from Mark Whittle: there will be a Floydada Gun Club meeting at the shooting range on the Lockney highway at 1:30 p.m. Sunday.

Everyone should attend as future events for the club will be planned.

## Gift By Ranchers Emphasizes Plight

SEGUIN, Tex. (UPI) — A group of Guadalupe County ranchers said Wednesday they were shipping a fatted calf to Mrs. Betty Ford to emphasize their plight and show the first lady how economically beef is bought when middleman costs are subtracted.

Ranchers Tucker Hollmon, Frank Schmidt, Bob Mahone, Skippy Mathies, Wilson Schuessler, Jesse Dietz, Billy Belcher, Tuddy Dietz and Jim Caldwell bought the 465-pound grassfed calf at a Seguin auction ring and had it processed and packaged at a local firm for an average cost of perhaps half of what it might sell for in a supermarket.

"Since you are first lady of the United States, we must assume also that you are the first housewife, and we would like to begin by selling you on the fact that our beef is a real bargain," a letter accompanying the meat said.

"For this reason, we would like to tell you just exactly how little this meat cost us. This calf weighed 465 pounds and cost 27 1/2 cents per pound for a total of \$126.71.

"The processing of this calf cost \$38.28 and the carcass weighed 261 pounds. Adding these expenses together, this inexpensive meat cost 63.2 cents per pound after it had been packed and ready for your freezer."

The calf was packaged under

supervision of a federal meat inspector, the ranchers said, so Secret Service agents would not worry about the gift. However, the ranchers said they had a contingency plan to send the meat to an orphanage in the Washington, D. C. area should

the first family not accept the gift.

"We realize that this is a great deal cheaper than offered in the super markets in this area, and we are sure in your area as well," the ranchers told Mrs. Ford to emphasize how much profit middlemen make from ranch to market counter.

"The ranchers who grew this beef are rapidly going broke. They work long and hard hours. use tremendous amounts of capital and not only are they not making a profit, but they are losing money every day," the letter said.

"These are the facts that we would like to convey to every housewife in the U. S. Their families deserve good beef, and we like to produce it for them, but if something is not done soon, we will be out of business."

Caulk and weatherstrip doors and windows. This inexpensive measure, which nearly anyone can do, could reduce your family heating bill by 10 percent or more!

## Lockney Hospital Report

- |   |  |
|---|--|
| Oct. 31-Nov. 7, 1974  | 11-1.  |
| Hattie Tate, Lockney, admitted 10-17, continues care.                                     | Roy Handley, Floydada, admitted 11-1, continues care.      |
| Linda Prater, Lockney admitted 10-18, dismissed 10-31.                                    | Janice Smith, Lockney, admitted 11-1, continues care.      |
| Bessie Smith, Lockney, admitted 10-19, continues care.                                    | Fred Arnold, Silverton, admitted 11-1, dismissed 11-4.     |
| Florence Dillahunt, Lockney, admitted 10-21, continues care.                              | Perlie Hoad, Floydada, admitted 11-1, continues care.      |
| Thomas J. Word, Lockney, admitted 10-21, dismissed 11-2.                                  | J. T. Strickland, Floydada, admitted 11-2, dismissed 11-6. |
| Belle Olive, Silverton, admitted 10-25, dismissed 11-15.                                  | Doris Casey, Lockney, admitted 11-3, continues care.       |
| Ruby Muncy, Lockney, admitted 10-26, continues care.                                      | R. C. Wilson, Lockney, admitted 11-3, continues care.      |
| Delia Cabello, Plainview, admitted 10-28, dismissed 11-1.                                 | Maggie Sweek, Silverton, admitted 11-4, continues care.    |
| Brad Blendon, Lockney, admitted 10-29, dismissed 11-1.                                    | H. B. Foster, Lockney, admitted 11-4, continues care.      |
| Alma Dutton, Lockney, admitted 10-29, dismissed 11-3.                                     | Clyde Dollar, Plainview, admitted 11-4, continues care.    |
| Curtis Lebois, Lockney, admitted 10-30, dismissed 11-4.                                   | Mary Ann Reyes, Plainview, admitted 11-5, continues care.  |
| Carolyn Kitchen, Silverton, admitted 10-30, dismissed 11-1.                               | Janie Adames, Plainview, admitted 11-5, continues care.    |
| Rosa Rodriguez, Plainview, admitted 10-30, dismissed 11-1.                                | Ramona Morales, Floydada, admitted 11-5, continues care.   |
| Violanda Trevino, Lockney, admitted 10-31, Baby Girl Michelle born 10-31, dismissed 11-2. | Pauline Hill, Lockney, admitted 11-6, continues care.      |
| Annette Hau, Floydada, admitted 10-31, dismissed  | Loletha Anderson, Ralls, admitted 11-6, continues care.    |

**293-4,665 = Thanks To Our Customers**

In the last two weeks we've been honoring our long-service employees... 293 of them with a combined service of 4,665 years... and with individual service for periods ranging from five to 45 years.

And this seems like a good time to recognize the confidence that you, our customers, have in our employees and in our Company. We, all of us, appreciate the understanding you have shown in recognizing that, like everything else, our costs of providing electric service have increased... and that makes it necessary to charge more for electricity. Inflation, higher material costs, higher costs of the fuel we use to make electricity... even the higher costs of borrowing money all account for higher your electric service.

But, so long as we are expected to have electricity ready for you the instant you flip a switch... to meet your year-around needs for electricity to keep your home and business livable... then there's just one way. Increased costs must be reworked.

We have good employees... all trying to do the best job they know how, and so it's no surprise for us all at Southwestern Public Service Company to say, "Thanks," to our customers for their understanding... because their understanding of our problems does make our jobs that much easier.

**SERVICE AWARD HONOREES IN THIS AREA**

5 Years  
Joye Bilbrey

## Work Starts On RR Tunnel At Quitaque

Work has started on the cleaning out and re-opening of the tunnel on the Fort Worth and Denver South Plains railroad near Quitaque.

Plans are to have the tunnel open for rail traffic by January 1, 1975, according to Charles Gullede of Childress, Roadmaster.

Work is being done by the M&S Construction company of Dallas.

When the tunnel caved in several months ago, plans were made for the Burlington to purchase the Quanah, Acme and Pacific Lines from Quanah onto the South Plains.

Those plans were discarded several months ago and plans started to re-open the tunnel.

The tunnel is not being "cut" from the top but is being cleaned out and re-stored.

-Childress Index

## Floydada Firms Give MAC Chairs, Tables

Floydada Cooperative Gins and Producers Cooperative Elevators this week gave the Massie Activity Center four tables and 24

metal chairs. Thanks to the above firms was expressed by Ray McDonald, president of the Massie Activity Center Board.

## Olen Dickerson

Services for Olen Dickerson, 69 year old Slaton resident and brother of Mrs. Linton Pruitt of the Pleasant Valley community, were held Friday in the First Baptist Church in Slaton. Dickerson died Wednesday in Lubbock Methodist Hos-

pital after a lengthy illness.

He was a native of Savoy, a farmer and a former employe of Santa Fe Railroad.

Survivors include his wife, two daughters, two sons, three sisters, 12 grandchildren and three great grandchildren.



FROM PANCAKE SUPPER GOES TO DAY CARE CENTER - Ray McDonald of Floydada Lions Club, makes the presentation to Alton Rose, Floydada Day Care Center. Looking on is Bill Flynt, chairman of the club. The check was presented to the Center during the noon luncheon (Staff Photo)



They turned their money when they heard the cuckoo singing, it will come again.

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<p><b>USDA Choice Heavy Aged Beef Blade Cut</b> <b>Chuck Roast</b> <b>77¢</b> Lb.</p> <p>USDA Choice Heavy Aged Beef <b>Boneless Chuck Roast</b> Lb. \$1.09</p> <p>USDA Choice Heavy Aged Beef <b>Boneless Stew Beef</b> Lb. \$1.09</p> <p>Lean Beef <b>Short Ribs</b> Lb. <b>59¢</b></p> <p>Fox, All Varieties <b>Deluxe Pizzas</b> 14-oz. pK. <b>69¢</b></p> <p>Piggly Wiggly <b>Frozen Waffles</b> 5 1/2-oz. PKG. 25¢</p> <p>Sara Lee, Frozen <b>Coffee Cake</b> 14-oz. PKG. \$1.39</p> <p>Ole South, Frozen Peach, Cherry or <b>Apple Cobblers</b> 32-oz. Pkg. <b>99¢</b></p> <p>With Talc &amp; Without Talc, Anti-Perspirant <b>Body All Deodorant</b> 8-oz. Can <b>\$1.29</b></p> <p>Pain Relieving Ointment Original, Greaseless, Gel <b>Ben-Gay</b> 1 1/2-oz. Tube 89¢</p> <p>Effective <b>Desitin Ointment</b> 2 1/2-oz. Tube 79¢</p> <p>Petroleum Jelly <b>Vaseline</b> 7 1/2-oz. Jar 59¢</p> <p>Regular or Mint <b>Crest Toothpaste</b> 3-oz. Tube <b>53¢</b></p> <p><b>We Welcome Federal Food Stamp Customers</b></p> <p>Store Hours: 8 a.m. - 10 p.m. Mon. thru Sat. Sunday: 9 a.m. - 9 p.m.</p>	<p><b>Fresh Picnic</b> <b>Pork Roast</b> <b>59¢</b> Lb.</p> <p>USDA CHOICE <b>Rump Roast</b> Lb. \$1.19</p> <p>USDA CHOICE <b>Chuck Steak</b> Lb. 89¢</p> <p>BOSTON BUTT <b>Pork Roast</b> Lb. <b>87¢</b></p> <p>USDA CHOICE <b>Swiss Steak</b> Lb. 98¢</p> <p>Lean <b>Ground Beef</b> Lb. \$1.09</p> <p><b>Ground Beef</b> Lb. <b>79¢</b></p> <p><b>Golden Corn</b> 17-oz. Cans <b>4 \$1</b></p> <p>5 Varieties, Campbell's <b>Chicken Soups</b> 10-oz. Cans <b>5 \$1</b></p> <p>Piggly Wiggly, Texas Style <b>Buttermilk Biscuits</b> 12-oz. Cans <b>5 \$1</b></p> <p>Pillsbury Regular Or With Cheese <b>Weiner Wraps</b> 5-oz. Cans <b>5 \$1</b></p>	<p><b>Quarter Pork Loin Sliced Into 9 to 11 Chops</b> <b>Pork Chops</b> <b>98¢</b> Lb.</p> <p>Fresh <b>Pork Spareribs</b> Lb. \$1.19</p> <p>Cut From Pork Butts, Lean <b>Pork Steaks</b> Lb. 98¢</p> <p>Farmer Jones <b>Juicy Franks</b> 12-oz. Pkg. <b>69¢</b></p> <p>Kraft Sharp Or Bacon <b>Sliced Cheese</b> 6-oz. PKG. 59¢</p> <p>Borden's Lite-Line <b>Sliced Cheese</b> 12-oz. PKG. \$1.09</p> <p>ARMOUR STAR <b>Turkey</b> Lb. <b>69¢</b></p> <p><b>Van Camp's Pork &amp; Beans</b> 15-oz. Cans <b>4 \$1</b></p> <p>Piggly Wiggly, <b>Cranberry Cocktail Juice</b> Qt. Btl. 59¢</p> <p>Plain, No Beans <b>Wolf Chili</b> 19-oz. Can 99¢</p> <p><b>Facial Tissue</b> 200-Ct. Boxes <b>3 \$1</b></p> <p><b>Dog Food</b> 15 1/2 OZ. CAN <b>8 \$1.00</b></p> <p>ALL BRANDS <b>Coffee</b> LB. \$1.29 EVERY DAY LOW PRICE</p>	<p><b>A Breakfast Treat</b> <b>Ruby Red Grapefruit</b> <b>15¢</b> Lb.</p> <p>Juicy <b>Texas Oranges</b> Bag 79¢</p> <p>High Quality <b>Juicy Pears</b> Lb. 49¢</p> <p>Delicious <b>Bulk Nuts</b> Lb. <b>98¢</b></p> <p>Mexico <b>Yangerines</b> Lb. 39¢</p> <p>King of Bakers <b>Rome Apples</b> Lb. 39¢</p> <p>Economical <b>Firm Cabbage</b> Lb. <b>15¢</b></p> <p>Add Color To Salad <b>Red Onions</b> Lb. 29¢</p> <p>Salad Favorite <b>Cucumbers</b> Lb. 39¢</p> <p>Red <b>Delicious Apples</b> Lb. <b>3/\$1</b></p> <p>Vitamin Rich <b>Crispy Carrots</b> Lb. 25¢</p> <p>Nutritious <b>Baking Potatoes</b> Lb. 29¢</p> <p><b>Sweet Potatoes</b> LB. <b>19¢</b></p> <p><b>ON SALE THIS WEEK</b></p> <table border="1"> <tr> <td>La Mesa <b>Saucer</b> With Each \$3.00 Purchase <b>49¢</b></td> <td>Maria Grande <b>Dinner Knife</b> With Each \$3.00 Purchase <b>33¢</b></td> </tr> </table>	La Mesa <b>Saucer</b> With Each \$3.00 Purchase <b>49¢</b>	Maria Grande <b>Dinner Knife</b> With Each \$3.00 Purchase <b>33¢</b>
La Mesa <b>Saucer</b> With Each \$3.00 Purchase <b>49¢</b>	Maria Grande <b>Dinner Knife</b> With Each \$3.00 Purchase <b>33¢</b>				

## Newly Weds, Mr. And Mrs. Alan Daniel Residing In Lubbock After October Vows

Miss Vallery Clare Moore, daughter of Mr. and Mrs. C. Ed Moore, Muleshoe, became the bride of Alan Walter Daniel of Lubbock, son of Mr. and Mrs. Bill Daniel, Floydada, in a double ring ceremony in the First United Methodist Church, Muleshoe, at 7:30 p.m. October 12. Officiating was Rev. Lee Crouch, pastor of the First United Methodist Church, Petersburg.

elegance with pink satin pew-markers completed the sanctuary decorations.

Given in marriage by her father, the bride wore a princess gown of candlelight organza with accents of Guipure lace in a Gothic pattern. The moulded bodice featured a high duchess neckline edged in lace and the princess silhouette was defined with a wide panel of the lace down the front. Long bishop sleeves were encircled in a horizontal border repeating the Gothic pattern. The hemline was also edged in the lace which reached the length of her chapel train. She wore a matching lace camelot capulet with tiers of pearl-sprinkled illusion that drifted

beyond her train. A cascading bouquet of Forever Young rose buds mingled among bridal pink, two-tone and pearly roses interlaced with burgundy azalea and pink silhouette was carried by the bride.

Attending their sister as matrons of honor were Mrs. Leasel Richardson, Champaign, Illinois and Mrs. Bob Bomer from Dumas. They wore identical formal princess line gowns of burgundy polyester designed with big collars. Pink elegance, and long burgundy satin streamers with flowers attached, were worn in their hair, and they carried nosegays of light pink, yellow, and variegated elegance, forever yours, and bridal pink roses which were edged with princess lace and satin streamers.

Lisa Schneider, cousin of the bride, from Denton, was flower girl. She wore a formal gown of pink organza and carried a basket of burgundy rose petals.

Joy Groce and Penny Phillips from Petersburg served as candlelighters. Paul Nash from San Antonio was best man, and groomsmen was Ed Leake of Lubbock.

Ushers were Johnnie Reed, brother-in-law of the groom, from Lubbock; Victor Smith, cousin of the groom, Floydada; Bob Bomer, brother-in-law of the bride, Dumas, and Eddy Baird, cousin of the bride, from



Mr. and Mrs. Alan Walter Daniel

Dallas. Preceding the ceremony, wedding selections were played by the handbell choir from Wayland Baptist College, Plainview, under the direction of Earl W. Miller, professor of music. The handbell choir also played the wedding recessional. The organist, Mrs. Randal Conner of Lubbock, presented the wedding procession, and Leasel Richardson, brother-in-law of the bride, from Champaign, Illinois sang "Time In A Bottle" and "Wedding Song". He was accompanied by Don Adkins, Champaign, Illinois, on the guitar.

Following the ceremony, a reception was held in the Fellowship Hall of the church. Registering guests was Mrs. Johnnie Reed, sister of the groom, from Lubbock. The bride's table was draped with a white cut-work linen over azalea pink linen cloth. An arrangement of light and dark shades of pink elegance, forever yours, miniature and chiffon pink roses and a three-taper silver candelabra centered the table. The four-tiered wedding cake was decorated in different shades of pink, with garlands of hand-fashioned roses, stephanotis, rose and

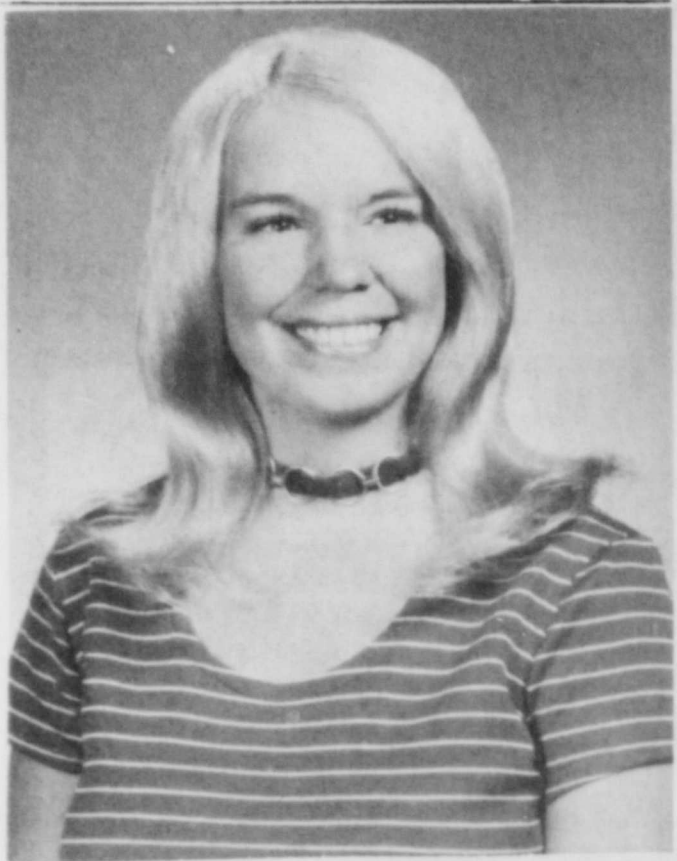
# Society

## Rice Bag Party For Sharon Reves

A rice bag party was held in the home of Mrs. Mike May of Plainview for Sharon Reves, bride-elect of Steve

Patridge, November 7, at 7:30 p.m. Spices were given to the honoree from the guests. Coffee, tea and cookies were served.

Special guests were the honoree's mother, Mrs. Walter Reves, and the prospective groom's mother, Mrs. Calvin Patridge. Other



Miss Brotherton

### FLOYD DATA

Mrs. J. K. Holmes, wife of County Judge J. K. Holmes, is reported to be doing well in Lubbock Methodist Hospital where she underwent major surgery Thursday morning. Mrs. Holmes is in Room 682 E.

## Miss Brotherton, Bingham Engagement Announced

Mrs. Merle Brotherton announces the engagement and approaching marriage of her daughter, Deborah Kay Brotherton of San Antonio to Richard Bingham, son of Mr. and Mrs. Ernest Bingham of Sheffield, England.

Present were Mrs. Richard Dillbeck and Jeanna; Mrs. Jerry Patridge, Shelia Patridge, and Keyla May, all of Plainview; Mrs. Greg Patridge of Lockney, and the hostess, Mrs. Mike May.

They are planning a December wedding at the First United Methodist Church of Lockney.

Both are presently computer programmers at USAA in San Antonio. Debby is the granddaughter of Mrs. Olive Myers.



Mr. and Mrs. Doug Wells of Floydada are parents of their first child, a son, born November 7, 1974. Clifford Wayne weighed 9 lbs. at birth.

Grandparents are Mr. and Mrs. Albert Juarez of Floydada, and Mr. and Mrs. Walter Wells of Toledo, Ohio.

Great grandparents are Mr. and Mrs. Pilar Juarez of Floydada and Mr. and Mrs. Paul Salguero of Clovis, N.M.

## Installation Held By Beta Sigma Phi

Installation into Beta Sigma Phi for Jan Nichols and Linda Jackson was held at the regular meeting November 5 at the Farm Bureau conference room.

President, Mrs. L. H. Koch, presided. She discussed a Woman of the Year award to be given in the spring to an outstanding woman in Floydada.

The Floydada Sorority will be selling their cookbook beginning November 13 at Piggly Wiggly. They are \$2 each and may also be obtained from any member.

Baby sitters for the Idalou-Floydada game will be Mrs. Randy Patterson, Mrs. Glenn Bertrand and Mrs. Cecil Jackson.

Program for the evening was given by Mrs. Patterson on "All Together Now". She spoke on fashions and styles, followed by a discussion.

Refreshments were served by Mrs. Glenn Bertrand to Mmes. Bud Henderson, Jimmy Nichols, Andy Selman, L. H. Koch, Mark Montandon, Randy Patterson and Cecil Jackson.

Hostess for the next meeting will be Mrs. Koch. Mrs. Montandon will give the program.

D. K. Jackson; Jerry Johnson, Audry McCormick, Jerry Perry, Bill Race, Charles Smith, Tom Taylor, Eddie Teeter, Buster Terrell, Billy Turner, Ronnie Thornton.

Mr. and Mrs. Phillip Wilson of Floydada are parents of a daughter, Kristal Dawn, who was born at 6:50 p.m. November 5 in Central Plains Hospital in Plainview. The baby weighed five pounds and five ounces at birth. She has an older brother and sister, Randy, age 10, and Trena, who is seven.

Grandparents are Mr. and Mrs. Raymond Baker of Mannford, Okla., and Mr. and Mrs. Cotton Wilson of Floydada. Great grandmothers are Mrs. Gracie Riggles and Mrs. John Galloway, both of Floydada.

## Il Penseroso Has Western Evening

Il Penseroso Jr. Study Club members and husbands met at the Rucker barn on the old Sandhill trail for a buffet meal and an evening of entertainment consisting of folk games and western pleasures on Thursday, Nov. 7 at 7:30.

Ritchie and Sue Crow directed the toe tapping, hand clapping fun. Hostesses for the evening, dressed in western attire trimmed in red bandanas were Dirty Sally Brock, Miss Kitty Turner, Annie Oakley Teeter and Calamity Jane Green.

Guests present were Mr. and Mrs. Raymond Rucker and Mr. and Mrs. Ritchie Crow.

Members present were Messrs. and Mmes. Dan Bayley, Bill Bigham, Byron Brock, Omar Burlison, Jerry Cawley, Jerry Ford, Phil Green, Kenneth Holt,

## Mrs. Don Marble Museum President

Mrs. Don Marble was elected 1975 president of the Floyd County Museum by the board of directors at their meeting Monday, Nov. 4. Other new officers elected included Ted Bell, vice president; Mrs. Billy Colston, secretary; and Mrs. Ed Wester, treasurer. Mrs. Clay Henry, nominating chairman, presented the slate, which was accepted by acclamation.

During other business, presided over by the current president, Ted Bell, board member, Kenneth Broseph of Lockney, presented a motion to store or sell the pop machine in the museum. Board members voted to discontinue the use of the machine after complaints of loitering and vandalism in the museum was reported. They felt the machine was a drawing card for such.

Jim Word reported on the progress of the planned State Archaeological Society Meeting June 14-22, 1975 at the Floydada Country Club. Several hundred archaeologists from over the state and nation are planning to participate. It will be a part of the county Bi-Centennial activities.

Other Bi-Centennial plans were discussed including use of the Charlie Bedford home and other examples of early day architecture around Floydada and Lockney. Only 15 spaces are now available for memorial plaques. A letter was read from

the stone cutter who said he would have to increase prices. The board voted to retain the present price through 1974, but will have to reconsider the matter in 1975.

The 1974 board of directors reviewed their year's work and the goals met. New officers will convene in January, 1975 with a \$2,000 gift in revenue sharing funds from the Floyd County Commissioners Court. This money will be used in implementing Bi-Centennial activities and other goals of permanent nature.

Board members present included Mmes. M. J. McNeill, Billy Staniforth, Q. D. Williams, Clay Henry, Don Marble, Ed Wester, Billy Don Colston, and Jim Word, Ted Bell, Fred Cardinal, Aaron Carthel, Maurice Steen, Joe Parrish and J. D. Copeland.

### Advisors Honored

There was an advisors meeting November 2 which honored the advisors at A.B. Duncan Elementary School with three Lubbock Girl Scout troops and those from Tullia, Lorenzo and Floydada.

The group discussed plans for the Girl Scout Bicentennial Cookbook and recipes are needed.

Next meeting will be in Lorenzo.



**FANFARE OF FROU FROU . . . COILED RUFFLES.** Just the pretty feminine Sunny South top you want for dressing up for the holidays. In all these festive colors: white, green, blue, pink, peach, yellow, black. No worries about laundering either, for it's 100% polyester.

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DEPARTMENT STORE  
MAN'S SHOP  
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## 293 = 4,665 = Thanks To Our Customers

In the last two weeks we've been honoring our long-service employees . . . 293 of them with a combined service of 4,665 years . . . and with individual service for periods ranging from five to 45 years.

And this seems like a good time to recognize the confidence that you, our customers, have in our employees and in our Company. We, all of us, appreciate the understanding you have shown in recognizing that, like everything else, our costs of providing electric service have increased . . . and that makes it necessary to charge more for electricity. Inflation, higher material costs, higher costs of the fuel we use to make electricity . . . even the higher costs of

borrowing money all account for higher costs of your electric service.

But, so long as we are expected to have electricity ready for you the instant you turn on a switch . . . to meet your year-around demands for electricity to keep your homes and businesses liveable . . . then there's just no other way. Increased costs must be reckoned with.

We have good employees . . . all trying to do the best job they know how, and so it's in order for us all at Southwestern Public Service Company to say, "Thanks," to our customers for their understanding . . . because your understanding of our problems does make our jobs that much easier.

## SERVICE AWARD HONOREES IN THIS AREA

15 Years  
Elizabeth Riley

1926.007

## "How Our Heritage Began" Topic Of 1950 Study Club

"How Our Heritage Began" was the theme for the Tuesday night meeting of the 1950 Study Club. Mrs. Ray McDonald and Mrs. Carolyn Cheek were hostesses for the meeting held in the Clement McDonald home.

Mrs. Kenneth Bishop gave the American Creed with the program following entitled "Acquisition of Territories. A round table discussion pertaining to the program was conducted by Mmes. Bob Copeland, Adrian Helms, Doyle Moore, Cleo Whittle and Carolyn Cheek. During business Mrs. Bishop outlined the Christmas greeting page, which is sponsored by the club, and urged members to start contacting persons as soon as possible. The treasurer's report was given by Mrs. Helms.

The December meeting of the club will be the annual Christmas party in the home of Mrs. Lavene Decker. Members are to create a gift for exchange.

Attending the November meeting were Mmes. Gene Arwine, Kenneth Bishop, Carolyn Cheek, Bob Copeland, Lavene Decker, Sam-

my Hale, Adrian Helms, Bill Hendrix, R. H. Lutrick, Ray McDonald, Doyle Moore, Lee Moss, Hollis Payne, Bobby Rainer, Dallas Ramsey, Johnny Roberts, Joy Smitherman and Cleo Whittle.

Encourage your children to settle disputes between themselves. Be fair but firm, and don't let them set you up as arbitrator in every argument.

## WANTED GIRL SCOUT LEADERS

with a desire to really LIVE...Rewards: unlimited. For more information contact: Sharon Washburn, 2600 Ave. P., Lubbock 806-747-2503, or come to Lockney Elementary Cafeteria Thursday, Nov. 14 at 3:30 p.m., all girls (in the second grade and up and their mothers are urged to attend.)

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6 p.m. to 9 p.m.  
**WEDNESDAY • THURSDAY**  
**NOVEMBER 13, 14**

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**GIFT CERTIFICATE**  
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### Winter Wins \$100 On Essay

They give of themselves and perhaps this is the key to any kind of love.

As we continue to grow, we make friends and experience a new kind of love. Often this is referred to more as companionship. We enjoy the company of other people of all ages. Often we find ourselves confiding in them or laughing with them. For it is said that a friend is one who laughs with us, not at us. These people are an addition to our lives that brings a certain excitement, for each person we meet gives us something different, a part of themselves.

Then one day we experience a totally different kind of love, that of one particular person. It is perhaps a combination of all other forms of love, for it entails companionship as well as security and can take many other forms. This is undoubtedly the strongest physical love we shall ever experience. Although all types of physical love are very real and human emotions, they are also very involved. For we cannot expect to receive without giving of ourselves. Although it might result in some hurt, it is better to love, for with love comes learning about others. The

change them. Besides, they wouldn't be themselves if we did.

In our society today, however, we attempt to pit man against man as well as nation against nation. In doing this, though, we are slowly destroying ourselves. We make everyone "choose a side" instead of standing as one unified country. Couldn't we achieve far more if we stood with one another instead of against each other? As one nation we have so much more to gain.

I believe this is why Christ said so many years ago that without love we are absolutely nothing. Love is the key that can unlock the doors, not only with our friends and families, but as a larger family, a nation.

So, in the many years that lie ahead of us, as we become the leaders of tomorrow, let us strive to learn patience and understanding. Let us strive to learn to love our fellowmen. Why not try this four letter word?

### FLOYDADA STUDENT COUNCIL REPORT

Jimmie Kay Sales Student Council met in the library, Nov. 4. President Blair Davis, called the meeting to order. Roll was called by secretary, Lou Ann Watson, Jr. Elizabeth Farris offered prayer. Mr. Tyler came and talked

with the council about standardizing the graduation invitations in order to save some money and insure

quality, and quantity invitations. It was the council's opinion that Mr. Tyler take this proposal to the class officers, which he will do.

The council has a committee, chaired by Jodie Eastham, that has worked

for many weeks on revising the Floydada High School Handbook. The revision was finished two weeks ago and all that remained was the design on the folder. A contest was sponsored by the council to find a design, first prize being \$10.00. Twelve entries were submitted, and from the twelve, the following five were brought before the council:

Mike Ramsey, Tracy Puckett, Tony Hesson, Mike Bean, and Steve Pritchett. By vote, Mike Ramsey's green and white design was selected and he won the

\$10.00. The district Student Council Convention will be held on Nov. 17. SEE STUDENT COUNCIL, PAGE 10

**LADIES, Here's A Gift For You!**

How would you like to receive a beautiful Stainless Steel Electric Coffeemaker valued at \$49.95 and dinner for yourself and four other couples...with no cost or obligation? No jingles to write, nor puzzles to work. Fill in the coupon and mail to qualify.

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NUMBER IN FAMILY \_\_\_\_\_

PHONE \_\_\_\_\_

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## Christmas Open House

Sunday, November 17  
1:00 to 6:00  
\* Door Prizes

### Schacht Flowers Jewelry & Gifts

112 West Poplar  
Lockney, Texas


Fritz, Eleanor & Margaret,  
Patsy & Molly

# Buddy's Food


BUDDY WIDENER - OWNER  
FORREST SHANNON - MANAGER  
STORE HOURS  
SUNDAY - 9 A.M. - 7 P.M. MON. - TUES. -  
THURS. - 9 A.M. - 7 P.M. FRI. - 8 A.M. - 7 P.M.  
WED. AND SAT. - 8 A.M. - 8 P.M.

Values In This Adv. Good November 10  
Through November 13, 1974  
IN FLOYDADA AND PLAINVIEW  
220 S. 2ND 2800 W. 10TH

WE RESERVE THE RIGHT TO LIMIT QUANTITIES




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DOUBLE STAMPS WED.

## PLAY LUCKY STARS


Mrs. P.L. Hart	1200 S&H Stamps
Junior Martinez	1200 S&H Stamps
Mrs. Ray Lloyd	1200 S&H Stamps
J.W. Newton	1200 S&H Stamps
Nelda Wagoner	600 S&H Stamps
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Mike Hefner	600 S&H Stamps



BORDEN'S - 1/2 GALLON - 93¢ VALUE

## BUTTERMILK

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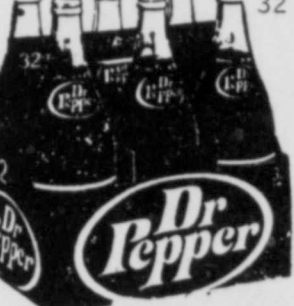


18 OZ. - PETER PAN

## PEANUT BUTTER

### 79¢

171 OZ. FAMILY SIZE



32 OZ. - 6 BOTTLE CARTON - \$1.95 VALUE

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PLUS DEPOSIT

JUMBO ROLL - 55¢ VALUE

## TERI TOWELS

### 2/89¢

1 LB. NABISCO

## CRACKERS

### 2/99¢

AIR FRESHNER - ALL SCENTS - 7 OZ. CAN - 63¢ VALUE

## GLADE

### 2/79¢

KEEBLER - LB. BOX 99¢ VALUE


## Club Crackers

### 69¢

100 COUNT - DIXIE - WHITE

## Paper Plates

### 69¢




## BOLD

### \$3.49

BATH SIZE SOAP

## LIFEBUOY

### 3/\$1



10 OZ.

## CAMPBELLS SOUP

### 6/99¢

CREAM OF TOMATO

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CREAM OF MUSHROOM

NABISCO 19 OZ. PKG. 99¢ VALUE

## CHIPS AHOY

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SNICKERS - MILKY WAY - MUSKATEERS

## FUN SIZE CANDY

### \$1.09

## CHILI

### 59¢

22 OZ. PATIO


## Beef Enchiladas

### 89¢

FLEISHMAN'S

## EGG BEATERS

### 89¢



50 COUNT - \$1.09 VALUE

## ANACIN

### 79¢

GILLETTE - 14 1/2 OZ. CAN

## FOAMY

### \$1.19

12 OZ. WILSON'S BEEF

## Franks

### 79¢

12 OZ. WILSON'S BEEF

## Slab Bacon

### \$1.09

WAFFER THIN

## Pork Chops

### \$1.29

CHICKEN OF SEA FLAT CAN - 67¢ VALUE

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TEXAS LOCAL GROWN

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### 5¢ EA.

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### 12 1/2¢ LB.

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## APPLES

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TEXAS YELLOW LB.

## ONIONS

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TONY'S

## PIZZA

### \$1.07

U.S.D.A.

## ROAST

### 98¢ LB.

12 OZ. SAMMY'S PRIDE

## CHEESE SINGLES

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U.S.D.A.

## TENDERIZED STEAK

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SAVE VALUABLE COUPON SAVE

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2 LB. CAN WITH THIS COUPON

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## OFFICE SUPPLY

FLOYDADA



# HAVE FUN ... WIN PRIZES ...

**\$15** IN CASH PRIZES  
EACH WEEK

# FOOTBALL

## HESPERIAN

# CONTEST

## AND QUARTERBACK FORECAST

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

### 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.

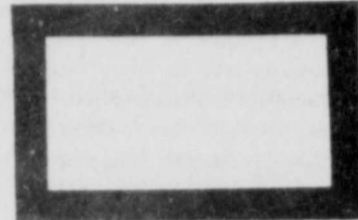
It is not necessary to indicate scores on all the games....But score must be indicated on the tie breaker game at right.

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

TIE BREAKER-Guess Total Points  
AND CIRCLE WINNER



NAME
ADDRESS
CITY

1ST PRIZE

\$7.50

REAGAN COUNTY

2ND PRIZE

\$5.00

vs.

3RD PRIZE

\$2.50

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Good food and friendly folk  
**BUDDY'S FOOD**  
ESHOE VS. DUMAS

Fender bender mender.  
**QUALITY BODY SHOP**  
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Tires For Everything!  
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WE WANT TO HANDLE YOUR  
GRAIN SORGHUM  
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"For your health needs"  
**THOMPSON PHARMACY**  
KRESS VS. VEGA

Dealers for Hamby and Caldwell  
farm equipment  
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YOUR FINA WHOLESALE  
AND RETAIL DEALER....  
**NICHOLS OIL Co.**  
DIMMITT VS. OLTON

Supplies For The Farmer  
**Consumer's Fuel Assoc.**  
ROOSEVELT VS. DENVER CITY

Insurance Headquarters  
**FLOYD COUNTY FARM BUREAU**  
Don Grantham, Agency Manager  
Roy Kinard, Agent  
COLORADO CITY VS. HAMLIN

Everything in Insurance  
**HALE INSURANCE**  
CROSBYTON VS. NEW DEAL

**THE HESPERIAN**  
A AND M VS. RICE

Good cars, good deals!  
**ODEN CHEVROLET OLDS**  
FRIONA VS. MORTON

Crop and livestock loans  
**PRODUCTION CREDIT ASSOCIATION**  
TAHOKA VS. POST

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WTSU VS. NORTH TEXAS S.

See us for your auto parts needs  
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Your IH Dealer  
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Delicious Food  
**TASTEE FREEZ**  
SPUR VS. HALE CENTER

Service With Integrity  
**Moore-Rose Funeral Home**  
TEXAS TECH VS. BAYLOR

# Farm-facts

A Weekly Report Of Agri-Business News

Compiled From Sources  
Of The Texas Department of Agriculture  
John C. White, Commissioner

Livestock Production Down... Fewer Broilers, More Layers... Harvest Progressing... Ranges in Good Condition

**CATTLE SALES** in Texas were down extensively the past two or three months, according to the Texas Crop and Livestock Reporting Service. In September, 449,000 head were sold through Texas auctions, 26 per cent below a year ago and eight per cent below sales in August. Sheep sales through auction barns were 67,000, compared to 75,000 a year ago and 74,000 the previous month; and goat sales in September in Texas auction barns were 23,000 head, which was 30 per cent below September, 1973 and 34 per cent below August sales. Hog sales were up to 43,000 in September, 1974, which was 16 per cent above the same month in 1973. During the three months of July, August, and September of this year, 755,000 head of cattle were placed on feed in Texas feedlots, and that was 29 per cent fewer than a year ago; and 933,000 head were sold from Texas feedlots during that time, 14 per cent below sales for the same period last year. On October 1, there were 1,599,000 head of cattle being fed for slaughter in feedlots, compared to 2,323,000 head at the same time in 1973, a decline of 31 per cent. During September, 1974, there were 131,848 head of cattle and calves shipped out of Texas and 98,122 head shipped in. Shipments out were 53 per cent below shipments out during the same period of 1973, and shipments in were 38 per cent below shipments in during the same period in 1973.

**YOU MIGHT** have seen the Association Press story not long ago that said farm production in the United States may decline in 1974 for the first time since 1966. Using 1967 as an index, it said that productivity of U.S. farms held steady at 101 per cent (compared to 1967) in 1968, 1969, and 1970. It went up to 108 per cent in 1971, 110 per cent in 1972, and 112 per cent in 1973. Weather and other factors have made the outlook for 1974 less favorable. Productivity, this story said, is a measure of how much farmers produce in return for each unit they put into their operations. Said the writer: "Inputs include hired labor, fertilizer, feed, livestock and all the other items needed by farmers to produce." All of that sounds reasonable and true; but the use of "input" and "output" to describe what a farmer uses and what he produced is a little disturbing. You might have noticed that we seldom have "shortages" anymore but we have "shortfalls." That is the amount between what a farmer produces and what the experts said he would produce. It's enough to give you a digestion lack.

**DESPITE SOME** rainy weather, harvest of Texas crops continued during the last weeks of October. The harvest of the first crop of rice is complete and over a third of the second crop has gone to the dryers. Sorghum harvest is about two-thirds complete, despite the slow down on the High Plains due to rains and cold weather. Cotton harvest is

## Farm-Retail Price Spread Hits 10-Year High

**AUSTIN**—The difference between what the consumer pays at the supermarket for meat and what the livestock producer receives for his animals increased to the highest levels of the last 10 years during late 1973 and the first half of 1974. This farm-retail price spread widened at a time when livestock prices were falling and retail meat prices remained at relatively high levels, said Agriculture Commissioner John C. White. "Livestock producers continue to get the blame for higher red meat prices," White said, "but the truth is that many of these people are losing their shirts. They are paying higher prices for everything and getting less than ever in return." The farm-retail spread is a measure of the charges for marketing, processing and distribution between the farm or ranch and the consumer's retail purchase. Spreads for meat include charges for transporting animals to packing plants, slaughtering and processing, packaging and shipping. A recent U. S. Department of Agriculture report showed that between 1963-69 the spread for beef hovered between 28 and 30 cents a pound. It increased sharply to 45 cents a pound in 1973, a jump of about 50 percent.

Pork margins followed similar patterns with great year-to-year changes, ranging between 29-32 cents a pound in 1963-69 and widening to 38 cents in 1973, an increase of about one-third. Several factors have contributed to the trend toward wider margins for red meat. These include sharp increases in costs of labor and other services. Hourly earnings of workers in meat packing and processing are three-fourths higher than they were in 1963. In the retailing sector, hourly wages are about 80 percent higher than they were in 1963. Prices of containers, packaging, energy and rail freight rates have also undergone dramatic increases. "Inflationary pressures in the economy since 1969 have resulted in the wide gap between farm and marketing margins," White said. "Add this to the serious disruption in the normal flow of livestock imposed by the 1973 meat ceiling and the tremendous increase in the price of feed and you end up with the situation we have today." Crop losses would be \$12 billion a year if no pesticides were used, said Agriculture Commissioner John C. White.



"Announcement of a woefully inadequate loan level in manner we consider completely outside the language and intent of the law emphasizes more than ever the need for speed congressional action to effect changes in the current cotton program."

This was the reaction of Donald Johnson, Executive Vice President of Lubbock-based Plains Cotton Growers, Inc., to the announcement October 31 of a "preliminary" 1975-crc loan level of 34.27 cents, basis Middling one inch cotton; average location, 3.5 to 4.9 micronaire.

The 1974 Middling-inch loan is 25.26 cents per pound "which is no more than half the average cost of production,

about 26 per cent complete, soybean about 15 per cent complete, peanuts about 55 per cent, and pecan harvest is gaining speed. (Pecan prices are reported holding steady at 30 to 35 cents for natives and from 40 to 55 cents a pound for improved varieties.) In the Valley, picking of oranges and grapefruit continues, and planting of lettuce, onions and cabbage is going on. Harvest of lettuce and carrots resumed in the High Plains after the wet weather, and okra, tomatoes, beans, green onions, greens and collards are being harvested in North Texas. Cucumbers, bell peppers, and cabbage are being picked in the San Antonio-Winter Garden areas.

**AS MIGHT BE** expected, Texas ranges are in good condition and wheat and oats are making good progress. Hay baling is continuing in many areas of the State as weather permits. Most cattle are in good condition. Some new screwworm cases have been reported over the State, including one in the Cross-Timbers area. Cattlemen are urged to be on the lookout for screwworms, and to send samples of any suspected cases to the laboratory in Mission.

Johnson maintains, "and the loan announced for 1975 again fails to offer producers any meaningful price protection." Moreover, he continues, "there is no authority in the law for USDA to announce a 'preliminary' loan subject to change between now and the end of the marketing year on July 31, 1975."

PCG pointed out to USDA last year and again this year that farmers and others in the industry should not be asked to make planting and marketing decisions based on a loan which could be drastically lowered after such decisions are made.

"The law as we read it," Johnson says, "clearly states that the loan shall be announced on or before November 1."

As a result of recent hearings before the House Cotton Subcommittee, chaired by Congressman B.F. Sisk of California, a National Cotton Marketing Study Committee is being appointed by Secretary of Agriculture Earl Butz. The committee will be divided into six subcommittees to study and make recommendations on (1) Spot Markets and USDA's Market News Service, (2) forward crop contracts, (3) seed cotton storage, (4) bale packaging, (5) sampling, classification and standards, and (6) warehousing and transportation.

Johnson has been asked to serve on the Spot Markets and Market News Service Subcommittee, and PCG President Don Marble of South Plains has been appointed to the Subcommittee on sampling, classification and standards.

On the Senate side, Agriculture Committee Chairman Herman Talmadge of Georgia has announced hearings in January on the merits of higher target prices, loan levels, food and fiber reserves, and export licensing.

These are areas treated by Amendment No. 1348 to S-2005, proposed by Senator Hubert Humphrey of Minnesota. The amendment, intended as a substitute for the original bill, among other things would increase target prices and loan levels for cotton, wheat and feed grains. The target price for cotton under Humphrey's proposal would go from 38 cents to 50 cents per pound. And whenever the estimated cotton supply fell below 5 million bales, the Bill would require a loan at no less than 90 per cent of the target price, or 45.5 cents per pound.

"With the many other provisions to be considered," Johnson commented, "endorsement or opposition to the entire measure is impractical; but it is obvious that both the loan and the target price for cotton need raising. From the recommendations of the House Study Committee and the testimony developed at Senate hearings, we are hoping to see congressional action in early 1975 to accomplish these purposes."

# FARM REVIEW

## People Staying In Rural

The long, costly, mass exodus of country people to cities, which cut deeply into the financial and business resources of rural and small town areas and reduced the quality of life there, is ending, according to Assistant Secretary of Agriculture Will Erwin. "One key to this significant change is the remarkable increase in available jobs in rural America. Since 1970, country job openings have increased nearly three percent a year against a 1.2 percent annual increase in city areas."

Speaking before the Tri-State Poultry Industry meeting in Fort Wayne, Ind., Erwin said, "Not only has the urbanward migration of rural people slowed to a trickle — it has reversed itself in some areas. One study indicates that the population in rural nonmetro areas, in 41 states analyzed, grew 4.1 percent since 1970 while urban metro areas in the same states grew only 2.2 percent."

Erwin, who is the Assistant Secretary for Rural Development, added that "People today have new desires as to where they want to live and work. Much of the magnetism for urban life has given way to a yearning for country living. "Four major national surveys — one by Gallup — conclude that more than twice as many people prefer to live in rural or small town areas as now live there. "This is the most signifi-

cant turnaround in the last century official stated. "The new life, vitality, and growth to these country towns. On the average, 30 percent of basic enterprises are in rural areas. In 1970, 28 million U.S. farms during years following World War II — the last of local taxes, shoulders. "Rural areas need a material and wealth. The cost of raising millions of dollars to have them in cities that benefit the rural economy also pull large wealth out of rural areas when these people inherit their share of parent's estate. As numbers around will help a costly losses." Erwin said. "It is fortunate speaker added, "current and future food and fiber, the farm population stood at 30.5 million in 1940, has stabilized at near million level."

Listeners were help rural people get a grip on the ment of their communities and to give them that often scarce "miss" development. The U.S. Department of Agriculture, the local county office cooperation with universities, is also a local community development program. "But it's a local ability. Community must take the Erwin concluded, ment can furnish technical assistance, research, but can come from the grass-roots."

## Lone Star HD Club Meets At Lawson Home

The Lone Star Home Demonstration Club met at 2 p.m. Tuesday, November 5 in the home of Mrs. Reed Lawson. The meeting was called to order by the vice president, Mrs. Allen Kellum. Plans for Santa Claus Day, Saturday, December 7, in Floydada were made by the HDC Council Bazaar. Each club member is to furnish articles and brownies to be sold in the Floyd County agriculture building. Hot chocolate and coffee will be served. 1975 club officers were elected. President, Mrs. Herman Huffman; vice president, Mrs. Raymond Teeple; secretary-treasurer, Mrs. C. L. King, and club council delegate, Mrs. W. A. Stewart. Next club meeting will be a Thanksgiving luncheon. All members and guests are to meet at K-Bob's Steak House in Plainview at 11 a.m. Thursday, November 20. The program was turned over to Lighthouse Electric

home economist Kathy Burke on "New Methods of Cooking" demonstrating the new electric woc, and Far East recipes. The devotional, 2 Tim. 2:5, was read by the hostess. Roll call was answered by a "new recipe I have tried".

Refreshments were served to the following: Mrs. Melvin Brock, Herman Huffman, Allen Kellum, C. L. King, Albert King, W. A. Stewart, Raymond Teeple, hostess, Mrs. Reed Lawson, and visitors Geneva Barkley and Kathy Burke.

**FLOYD DATA**  
Mr. and Mrs. Lupe Luna of South Plains returned home Friday from Dilley, Tex., where they visited since Monday with her father, Chon Rodriguez, who is ill.

LET THE SUN SHINE

## COVERING FLOYD COUNTY'S INSURANCE NEEDS



DON GRANTHAM



ROY KINARD



JAMES RADD

WHEN YOU NEED INSURANCE SERVICE FOR YOUR HOME, RANCH, FARM, AUTO, CROPS, LIFE.....

## FARM BUREAU INSURANCE

OFFICE PHONE 983-3777

FLOYDADA, TEXAS

## THESE LOCKNEY FIRMS ARE MAKING THIS FARM NEWS POSSIBLE

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

# COMMUNITY AUCTION!

(SPONSORED BY THE LOCKNEY ROTARY CLUB)

TO BE HELD SATURDAY, DECEMBER 14, 10:30 A.M. AT THE FLOYD COUNTY FAIR GROUND IN SOUTHEAST LOCKNEY

WE NEED YOUR LISTINGS ON: TRACTORS, COMBINES, STRIPPERS, TRUCKS, PICKUPS, CARS, PLANTERS, SHOP EQUIPMENT, PLANTING SEED, AND OTHER MISCELLANEOUS ITEMS.

WE WILL GIVE YOU TOP DOLLAR FOR YOUR EQUIPMENT!

NOVEMBER 25 WILL BE THE LAST DAY FOR YOUR CONSIGNMENTS

TO BE PRINTED ON THE SALE BILL, BUT MACHINERY CAN BE ENTERED UNTIL SALE TIME.

LIST YOUR ITEMS TODAY WITH:

- ★ LOCKNEY COOPERATIVES INC.
- ★ BARKER INSURANCE CO.
- ★ MILLER INSURANCE CO.
- ★ LOCKNEY INSURANCE CO.
- ★ COPELAND INSURANCE CO.
- ★ DAVIS LUMBER CO.
- ★ MIZE PHARMACY
- ★ BYRD PHARMACY
- ★ BROWN'S DEPARTMENT STORE

OR ANY MEMBER OF THE LOCKNEY ROTARY CLUB

OR MAIL YOUR LISTING TO:  
LOCKNEY ROTARY CLUB  
LOCKNEY, TEXAS 79241

**JAMES CRUCE - JACK DULIN - AUCTIONEERS**

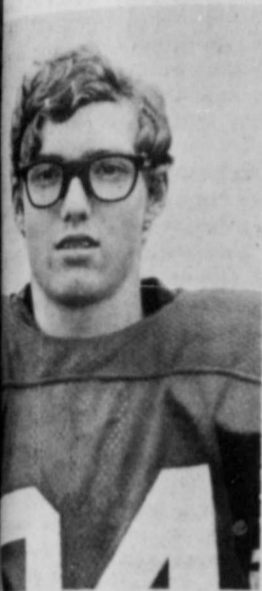
TERMS OF SALE - CASH

LUNCH WILL BE AVAILABLE!



# FOOTBALL CONTEST

## THE LONGHORNS



DAVID HOOTEN, Longhorn number 84, is a Longhorn guard and safety.



DAVID QUISENBERRY, number 65, is a Longhorn guard and linebacker.

**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.

**Official Entry Form**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

**CIRCLE THE NUMBERS OF THE TEAMS YOU PICK TO WIN**

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48

**TIE BREAKER:**

OLTON AT DIMMITT

**TOTAL SCORE**


Date	Opponent	Place	Time
Sept. 6	Post	Here	8:00
Sept. 13	Frenship	Here	8:00
Sept. 20	Olton	Here	8:00
Sept. 27	Crosbyton	There	8:00
Oct. 4	Kress	There	8:00
Oct. 11	Dimmitt	There	8:00
Oct. 18	Floydada	Here	7:30
Oct. 25	Open		
Nov. 1	Tulia	There	7:30
Nov. 8	Abernathy	Here	7:30
Nov. 15	Idalou	There	7:30

**GO FIGHT WIN**

<p><b>Department Store</b></p> <p>AT 2. ARKANSAS</p>	<p><b>Consumers Fuel Association</b></p> <p>GO BIG RED!</p> <p>3. AMARILLO AT 4. PAMPA</p>	<p><b>Page's Thriftway</b></p> <p>A BETTER WAY TO SAVE</p> <p>5. LUBBOCK MONTEREY AT 6. HEREFORD</p>	<p><b>White Auto</b></p> <p>HOME OF GREATER VALUES</p> <p>7. PLAINVIEW AT 8. LUBBOCK HIGH</p>
<p><b>Insurance</b></p> <p>CASUALTY—HOSPITAL</p> <p>9. TECH AT 10. BAYLOR</p>	<p><b>Mize Pharmacy &amp; TV</b></p> <p>YOUR COMPLETE FAMILY DRUG STORE</p> <p>GIFT HEADQUARTERS</p> <p>RCA AND ZENITH TV</p> <p>11. NTSU AT 12. WTSU</p>	<p><b>ACCO SEED</b></p> <p>CORN, SORGHUM AND PAYMASTER</p> <p>COTTON SEED</p> <p>13. DUMAS AT 14. MULESHOE</p>	<p><b>First National Bank</b></p> <p>MEMBER OF F.D.I.C.</p> <p>15. KERMIT AT 16. PECOS</p>
<p><b>Auto Service</b></p> <p>MODERN METHODS"</p> <p>17. BROWNFIELD</p>	<p><b>Gene's Cafe</b></p> <p>"WE BACK THE LONGHORNS ALL THE WAY"</p> <p>19. RICE AT 20. TEXAS A AND M</p>	<p><b>Smith's Supermarket</b></p> <p>WE GIVE BUCCANEER STAMPS</p> <p>21. DALHART AT 22. PANHANDLE</p>	<p><b>Schacht Flowers, Jewelry &amp; Gifts</b></p> <p>"OUR PLEASURE IS TO SERVE YOU"</p> <p>23. SPEARMAN AT 24. BOYS RANCH</p>
<p><b>Pharmacy</b></p> <p>25. MORTON</p>	<p><b>Davis Lumber Co.</b></p> <p>"WHERE CUSTOMERS SEND THEIR FRIENDS"</p> <p>27. TULIA AT 28. ABERNATHY</p>	<p><b>Providence Farm Supply</b></p> <p>PROVIDENCE, TEXAS.</p> <p>29. TEXAS AT 30. TCU</p>	<p><b>Floyd County Insurance Agency</b></p> <p>AROUND THE CLOCK PROTECTION</p> <p>31. LOCKNEY AT 32. IDALOU</p>
<p><b>Booster Service &amp; Supply</b></p> <p>"YOU'RE ALWAYS WELCOME"</p> <p>33. TAHOKA</p>	<p><b>Floyd County Farm Bureau</b></p> <p>James Race, Agent</p> <p>Lockney Area</p> <p>35. ARIZONA AT 36. AIR FORCE</p>	<p><b>Baccus Motor Co.</b></p> <p>AUTHORIZED FORD DEALER</p> <p>37. COLORADO AT 38. OKLAHOMA STATE</p>	<p><b>Lockney Cooperatives</b></p> <p>COTTON—GRAIN—FERTILIZER—CATTLE FEEDING</p> <p>FEED—SEED—CHEMICALS</p> <p>39. PRINCETON AT 40. YALE</p>
<p><b>Tye Company</b></p> <p>PLAINVIEW HIGHWAY</p> <p>41. DENVER CITY</p>	<p><b>Wilson Photography</b></p> <p>652-3731</p> <p>43. SLATON AT 44. FRENSHIP</p>	<p><b>Longhorn Inn</b></p> <p>"Where school friends meet to eat."</p> <p>45. COLORADO CITY AT 46. HAMLIN</p>	<p>WE NEED A LONGHORN SPONSOR</p> <p>47. KRESS AT 48. VEGA</p>

SHURFRESH <b>Bacon</b> LB. <b>95¢</b>	PURE <b>Ground Beef</b> LB. <b>79¢</b>
OWEN'S <b>Sausage</b> 2 LBS. <b>\$1.98</b>	SHURFINE 300 CAN <b>Pork &amp; Beans</b> <b>4/1</b>
SHURFINE CHUNK STYLE <b>TUNA</b> 6 1/2 OZ. <b>2/89¢</b>	MC2 ALL PURPOSE 49 OZ. <b>DETERGENT</b> <b>79¢</b>
SHURFINE 303 CAN <b>Sliced Beets</b> <b>3/79¢</b>	SHURFINE 12 OZ. <b>Peanut Butter</b> <b>59¢</b>
SHURFINE REG., DRIP, ELEC. PERK LB. <b>98¢</b>	SHURFINE WAFFLE <b>Syrup</b> 32 OZ. <b>79¢</b>
RED DELICIOUS <b>APPLES</b> 3 LB. POLY BAG <b>59¢</b>	NABISCO SALTINE <b>Crackers</b> LB. <b>69¢</b>
SHURFINE PINK UNSWEETENED <b>Grapefruit Juice</b> 46 OZ. <b>2/89¢</b>	
RUSSETT 10 LB. BAG <b>POTATOES</b> <b>79¢</b>	CLOVERLAKE <b>Buttermilk</b> 1/2 GAL. <b>69¢</b>


**WE STILL HAVE PLENTY OF PRESTONE AT A REASONABLE PRICE**



**SHURFRESH MILK**

THESE PRICES GOOD THROUGH NOVEMBER 13

WE ACCEPT FOOD STAMPS DELIVERIES \$2.50 OR MORE




YOUR HOME OWNED AND HOME OPERATED GROCERY

## L&J FOOD STORE

We Give Double S&H Green Stamps On Wed.

116 NORTH 2nd PHONE 983-3105

**WE DELIVER** 



The Edward C. Lain Family, Ed, Nna Lou and their children, Sara, Earnest and Steven, have recently moved to Silverton to make their home and establish their family piano tuning business.

### Mr. and Mrs. Lain To Establish Family Business In Silverton

Mr. and Mrs. Edward C. Lain recently moved to Silverton from Southern, California, where they have lived for the past 14 years, and where they had a successful piano tuning and repair business. They are relocating their business here in order that their children can be near their grandparents and to have them in a more wholesome atmosphere in which to grow up.

Ed Lain was born in Savannah, Georgia. He is married to the former Ina Lou Grabbe, the daughter of Mr. and Mrs. Warner B. Grabbe of Silverton, Texas. The Lains are parents of three children, Sara Elizabeth, age 9, Warner Earnest, 7, and Steven Edward, who is 16 months old.

"I grew up in a city," Mr. Lain said, "but I spent many summers on my grandmother's farm in South Carolina. That gave me a more balanced life than simply having been in the city all my life. I want my children to have that same opportunity, to know the people around them and share in their happiness and their sorrows—to know that when someone suffers they may be able to help a living individual they know

and not just a name; someone for whom they can feel genuine compassion. I want them to be able to look up into the heavens at night and see the creation of God and not just the twinkling neon creations of man. These things are almost impossible in the cities today."

Although Mr. Lain lost his sight at age six, and Mrs. Lain does the driving for their family business, he has had a full life like any normal boy, having been active even in Boy Scouts as a youth. He still participates with his family in such activities as swimming, ice skating, roller skating and horseback riding.

He received his training in piano tuning and repair in the tuning school at the Kansas City Conservatory of Music in Kansas City, Missouri, graduating in 1950 and has been in the business since that time. He is an avid amateur archaeologist and is working toward a degree in anthropology when time from work and family permits taking a class.

The Lains are building their business in Silverton and the surrounding area, as well as handling work for Tolzien Music Company in Amarillo and Tarpley Music Company in Pampa.

### LOCKNEY

FROM PAGE 2  
phrase of one of our church hymns, "They will know we're Christians by our love."

Wednesday we had the ladies from Main Street Church of Christ honoring our resident, T. J. Cardinal and Maude Kellison with a birthday party for they will celebrate their birthdays this month. They served cake and punch to everyone. They also brought us fresh flowers. Thanks to each of you ladies for making this possible every first Wednesday. Bless you for caring. Thursday we had Mr. and Mrs. Mario Torres and Margie from San Jose Catholic Church visiting us and helping us with our Bingo. Isn't this just great? So many people giving of themselves each day. Praise the Lord! for such love.

If anyone wants to help us or visit, please do so, feel welcome to do so any day.

Thanks again to the members of West Side Church of Christ, Assembly of God, First United Methodist, Bro. Clay Mundy and Mrs. Mundy and Flomot Baptist for making our devotionals so inspired each weekday. Thanks also to Mr. and Mrs. Clifton Oliver of Amarillo for their letter of encouragement and for the egg cartons they mailed us. We appreciate it so much.

We also want to wish Jeanie Sicking many more birthdays, she celebrated her birthday Tuesday. She's wonderful! Helps us so much each day.

### Lockney 4-H Club

By Karyn Foster

The Lockney 4-H meeting was held October 28, 1974 at 7:15 p.m. in the ag building.

Gregg Taylor called the meeting to order. Tracy Beedy led the Motto and Pledge. Tina Dipprey called the roll with an answer of your favorite color. Gregg Taylor read minutes of the last club meeting and they were approved as read.

The leaders gave a program on projects and on starting this year's 4-forms. The club members divided into the project groups they wanted to be in.

We are very proud to welcome resident, Mrs. L. this week.

Visitors out of town were Mrs. Rena Nelson and Mrs. L. B. Flomot visited Dr. and Mrs. Ola Muleshoe, Mr. Howard Rogers, Mrs. Edna Matador visited Mr. Ola Rogers, Mrs. Givens of Plainview, Willie Wiley, Mrs. had her daughter, Beth of Lubbock, Plainview over and they took Mrs. and Bette out to Mrs. G. H. Till next week.

### STUDENT

FROM PAGE 9

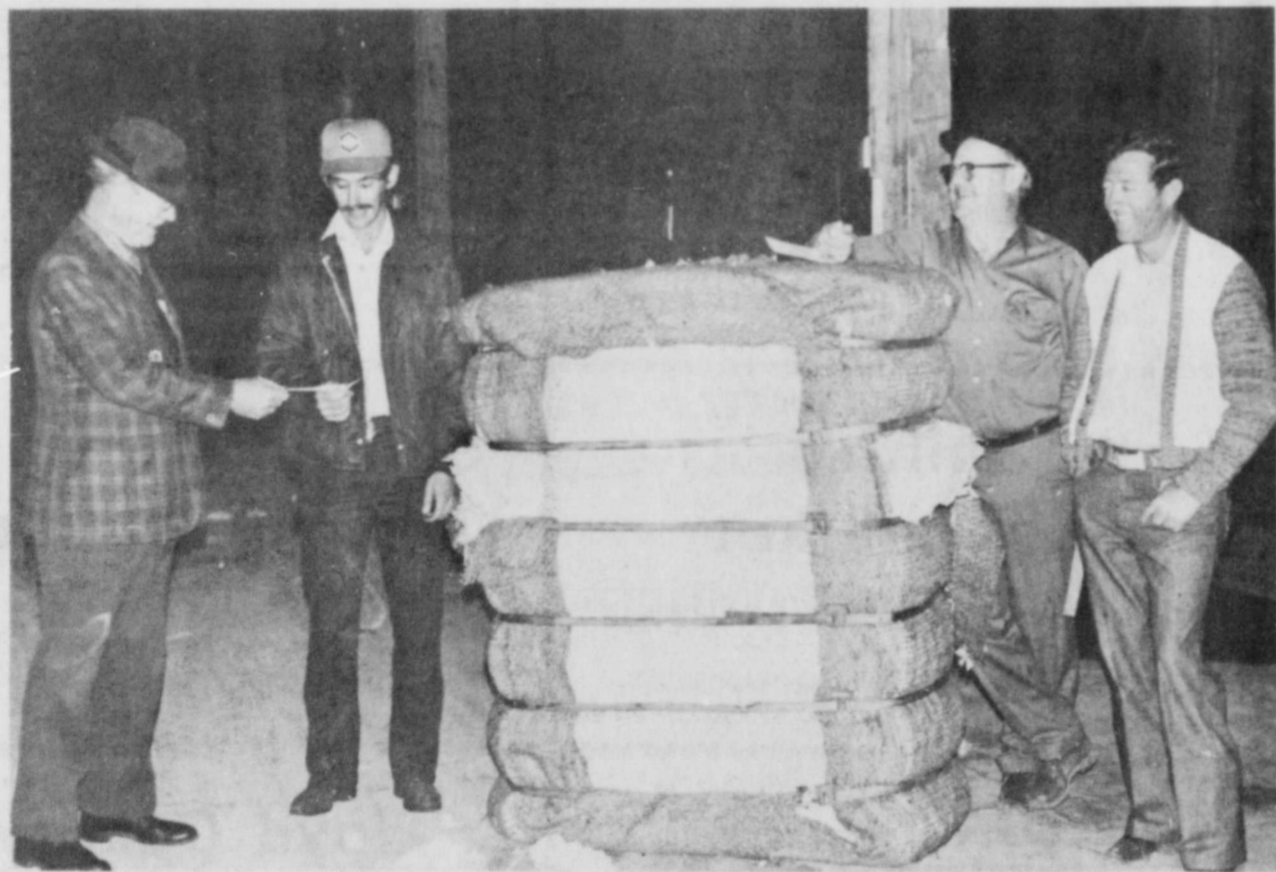
held Dec. 4 at College in Levell all the schools will come together ideas and promote improvement of the schools.

and the schools secretary school abundant fore has certain ities, among the decoration name information park Ramsey is in the project.

The Students thought for the "Many people the ladder of because they are the elevator."

Darlene Brown Whitfill gave a tion on foods.

The 4-H Club present were Bayley, Tracy Brock, Kyle Brosech, Mellisa Melody Burch, Carthel, Dennis Casey, Lisa Dipprey, Tyke Christy Ford, John Fortenberry Foster, Jody Foster, Rex Reeves, Rise Taylor, Ken Glen Watson, Felix Villarreal, Williams.



## CONGRATULATIONS

.... Audry McCormick

**PRODUCER OF  
LOCKNEY AREA  
FIRST BALE  
OF COTTON FOR 1974**

The folks at Sterley Gin look forward to again serving our area cotton farmers and thank you for your business.

# STERLEY GIN, INC.

JIM ROBERTS, MANAGER

# CLASSIFIED ADS

## THE PLACE TO LOOK



### FARMS & RANCHES

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

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

### AUTOMOTIVE

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

**1967 4 door Pontiac**, good condition. 983-3552. tfc

**FOR SALE** - 1966 Ford pickup. Call 652-3619. L-tfc

**FOR SALE** - 1972 Kawasaki 350 Street, 4700 miles, recent overhaul 652-3562. L11-14p

**FOR SALE** - 1971 Gold Pinto, low mileage, good tires, air conditioner, 4 speed. \$1125. 652-2468. 11-21p

### FOR RENT

**FOR RENT** - Property Apartments, 2 and 3 bedroom houses. Business Buildings, clean. BARKER INSURANCE AGENCY, Lockney, 652-2642. L-tfc

### PERSONAL

Like To Correspond With Little White Lady Below Age 59 **MATRIMONY SUBJECT** Write 1802 Independence, Plainview, Texas 79072. 11-14p

### 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 leveling, 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

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

### WANTED

**WATCH REPAIR** Wanted, C.H. Bradford 216 W. Crockett. tfp

**WANTED** - Used John Deere #4320 or #5020 Tractor. Like with three point but might buy standard. Call collect 405-327-2830 evenings. 11-10p

**WANTED** good used late model John Deere combine with eighteen foot or larger header. Prefer diesel engine but consider gasoline. Call collect 405-327-2830 evenings. 11-10p

**WANTED** - Babysitting by the hour. 652-2604. L11-10c

**WANTED** - Winter Pasture, wheat, milo stalk or corn stalk, any amount, will furnish number of cattle to fit pasture. Harper Ranch, Leoti, Kansas. 316-375-2811.

Would like to rent a large 1 or 2 bedroom furnished house, apartment or trailer house. Lou Kreft. 652-3776. L11-17c

**PIANO TUNING** - Edward C. Lain, 24 years experience. Write Box 425, Silverton, or call 823-2052. L-tfc

### 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

### I WILL SELL FOR YOU

I will sell your farm, ranch, home, town property, rent property. I have my real estate broker's license and hope you will list your property with me. **DON'S REAL ESTATE** 101 S. Wall Floydada Phone 983-3777, Nights 983-3586.

### COW POKES

By Ace Reid



"Wull ain't a litterbug, I put my beer cans in the floor board!"

### AUTO, FIRE & FARM INSURANCE

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

### EMPLOYMENT

**WANTED** - LVN for night shift. Starting immediately. Floydada Care Center. 983-3704. tfc

### PART-TIME

Earn \$75.00 to \$125.00 weekly based on your productivity, addressing letters for businessmen in your spare time at home. Begin immediately. Details send stamped self-addressed envelope to **FEDERAL SYSTEMS**, 103 Park Avenue, New York, N.Y. 10017. 11-14p

### FOR SALE

yes, we have the Texas Almanac in stock. Beacon Office Supply, Lockney, Hesperian Office Supply, Floydada. tfp



See **SANTA** in person  
6 p.m. to 9 p.m.  
**WEDNESDAY THURSDAY**  
NOVEMBER 13, 14  
100 S. Main St. Floydada  
Sue Williams  
983-2862



**Diamond Industrial Supply Co., Inc.**  
Phone Days 296-7418 - Nights 296-1200  
or 296-7828  
1014 Broadway  
Plainview, Texas

Chain	U-joints
Sprockets	Oil Seals
V-belts	O-rings
Sheaves	Wisconsin
SKF	BCA Timken Bower

"We Appreciate Your Business More"  
L-TFC

IF IT IS INSURANCE - SEE -  
**Barker Insurance Agency**  
LOCKNEY  
Life - Fire - Casualty - Hospital

**B. B. Wilkes, Real Estate**  
LOCKNEY  
Farms - Ranches - City Properties  
Business Leases - Loans

### MISCELLANEOUS

**HOW ABOUT A TRIP TO THE HOLY LAND?** Leave Dallas January 6, combination jet and ship cruise to Egypt Lebanon, Syria, Israel, 9 days escorted and everything paid for only \$899. Also optional tour to Jordan. For more information, contact Mrs. Luther Kirk, 3005 59th, Lubbock 79413. tfp

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

### PETS FOR SALE

**FOR SALE** - AKC Registered Saint Bernard Puppies, 8 weeks old, has puppy shots, exceptional quality. 983-2265, or 983-2382, Floydada. tfp

Brittany Pup, subject to register. 983-3138. 11-10p

### LOST & FOUND

Lost - Female pekingese, white and brown, 6 months old. Reward, \$50.00. Call Glenn Pool. 983-2910. tfc

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

**SMALL ENGINE REPAIR** - Complete stock of engine parts. Toro Mowers for sale. Don's Small Engine Service, 123 West California St. Floydada 983-2273. tfp

**STRIPPING & REPAIRING FURNITURE** - Joe's Furniture Refinishing, Rt. 3, Floydada. 983-2909. tfc

**FLOYD COUNTY ABSTRACT CO.**  
Abstracts  
Of Title  
Title Insurance  
Verna L. Stewart  
Owner, Manager  
217 W. California  
983-3728  
Floydada, Texas

**lightweight ALUMINUM CANES & CRUTCHES**

Sturdy  
Dependable  
Attractive  
Wide selection for every prescribed need  
Forearm and underarm crutches  
Adjustable telescopic canes  
Four legged canes  
Seat Canes

**BISHOP-RAMSEY PHARMACY**  
208 West Houston  
983-3174  
FLOYDADA

**TEXAS ENERGY CO.**  
Formerly Northern Propane  
PROPANE - DIESEL - GASOLINE  
DRIP OIL-ANTI-FREEZE-  
WATER HEATERS  
CHAMPLIN MOTOR OILS  
EAST HIGHWAY 97, LOCKNEY  
PHONE 652-3334 or 652-3335

**READY MIX CONCRETE**

QUICK AND EASY

You can't beat our price per yard for quality concrete—and quick, easy delivery to save you back-breaking labor. Give us a call today for a free estimate, and have your mixed concrete delivered where and when you want it.

CALL 983-2170  
**BENNETT BUILDING MATERIAL**  
229 E. CALIFORNIA FLOYDADA

### FOR SALE

We have used appliances for sale. Sear's Floydada. 983-2962. tfc

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

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

Order your **HOLIDAY FRUIT** from the Floydada FFA. Oranges & grapefruit. For December delivery call 983-2028. tfc

**FOR SALE** - Kirby Vacuum Cleaners new or rebuilt. Beginning at \$119.95. Also Kirsch heavy duty cafe drapery and curtain rods. All lengths. Parker Furniture, Lockney. L-tfc

Krakauer Piano, console model, traditional style, fruitwood. Call 983-2607. tfc

**LUZIER COSMETICS**  
Connie Wideman, 983-5252. tfc

Gas heaters. 983-2524. 11-14c

**FOR SALE** - A good cow horse 8 yr old gelding, gentle. Francis Montandon. 652-3112. L-tfc

**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.

**BAKER Insurance Agency**  
127 W. Calif.  
Ph. 983-3270

### 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** - AKC Registered Saint Bernard Puppies, 8 weeks old, has puppy shots, exceptional quality. 983-2265, or 983-2382, Floydada. tfp

REGULAR SIZE mattress and box springs. 983-2094. tfc

### GARAGE SALE

**FOUR FAMILY GARAGE SALE** - Tuesday and Wednesday, November 12 & 13, 810 West Georgia, Floydada. 11-10c

**GARAGE SALE** - Monday through Saturday, 800 W. Missouri. Clothing, furniture, appliances, toys, games, misc. Household of bargains. 11-14c

**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 to cover your floors so the grain won't leak out. 20 cents a sheet. tfp



**WE WANT YOU TO KNOW**  
We sell all kinds of Goodyear tires... tractor, auto, truck, a good tire, good service. Best deals in West Texas. Truck winch and hauling service. **BABE'S SERVICE CENTER, FLOYDADA.** tfc

**COPY MACHINE SALE!**

**\$89.95** PERMANENT DRY COPIER PICKS UP ALL COLORS

**HESPERIAN OFFICE SUPPLY**  
FLOYDADA  
**BEACON OFFICE SUPPLY**  
LOCKNEY

are very to welcome it, Mrs. Nelson & Mary...  
Mrs. L. B. visited...  
Mrs. John...  
Mrs. Edna...  
Mrs. Rogers...  
Mrs. Willey...  
Mrs. Lubbock...  
Mrs. G. R. H. next week...  
Mrs. M. Chatham...  
Mrs. J. W. Reeves...  
Mrs. Taylor...  
Mrs. Watson...  
Mrs. Villareal...  
Mrs. Williams...  
Mrs. Young...  
Mrs. Ziegler...  
Mrs. Baker...  
Mrs. Brown...  
Mrs. Clark...  
Mrs. Davis...  
Mrs. Evans...  
Mrs. Foster...  
Mrs. Gibson...  
Mrs. Hall...  
Mrs. King...  
Mrs. Lee...  
Mrs. Miller...  
Mrs. Moore...  
Mrs. Parker...  
Mrs. Quinn...  
Mrs. Reed...  
Mrs. Smith...  
Mrs. Taylor...  
Mrs. White...  
Mrs. Young...  
Mrs. Ziegler...

### LEGAL NOTICES

**CREDITORS OF THE ESTATE OF MERIWETHER, DECEASED**  
The original Letters Testamentary of Addie M. Meriwether, deceased, were signed on the 25th day of October, 1974, by the Court of Floyd County, Texas. All claims against the said Estate are hereby presented to me within the time specified. My residence address is 1210 Xenia, Texas 79072. Claims may be presented to me, Morehead, Sharp & Tisdell, P.O. Box 79072, Texas 79072.

/s/ M. Chatham  
M. Chatham, Executrix of the Estate of Addie M. Meriwether.  
Deceased  
11-10c

**PER-FECT CON-TROL**

"PER-FECT CON-TROL" is a new cotton seed treating by...  
combines VITAVAX 17E, fungicide from UniRoyal, and CAPTAIN, a time fungicide.

combine to stop-...  
tonia (damping off) ...  
burn diseases ...  
insect attack ...  
fungi ...  
post-emergence diseases ...  
systemic action ...

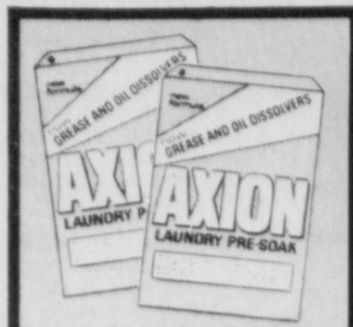
"PER-FECT CON-TROL" does all ...  
penetrating into the seed ...  
action) and remaining with ...  
seedling for 3 to 4 weeks ...  
Morris in Floydada to put ...  
PER-FECT CON-TROL.

**Gustafson**

**MENU MAKINGS HERE AT**

# THRIFTWAY

**A BETTER WAY TO SAVE**



LAUNDRY PRE-SOAK  
**AXION**  
25¢ OFF LABEL 38 OZ. BOX  
**\$1.19**



**BAGGIES TRASH BAGS**  
**99¢**  
10 CT. BOX

WILKINSON **BONDED BLADES**  
PKG. OF 5 **89¢**

HAIR SPRAY **AQUA NET**  
REGULAR 13 OZ. CAN **59¢**  
SUPER HOLD UNSCENTED EXTRA SUPER HOLD

MEDICAL CENTER **ALCOHOL**  
PINT BTL. **25¢**

AIM **TOOTH PASTE**  
FAMILY TUBE **69¢**

"MOON MIST" FINE TRANSLUCENT PORCELAIN CHINA **SPECIAL THIS WEEK SAUCER**  
**49¢**  
EA. WITH EACH \$5.00 PURCHASE.

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 BOXES WHEN POSSIBLE. THANK YOU FOR YOUR COOPERATION.

The Living Bible  
**LIVING BIBLE** EA. \$7.00  
**TAYLOR'S STORY BIBLE** EA. \$5.99  
**CHILDREN'S LIVING BIBLE** EA. \$4.99  
**FAMILY LIVING BIBLE** EA. \$19.95

**THRIFTWAY MEAT SPECIALS**



- CENTER CUT **Pork Chops** LB. **\$1.39**
- SEMI-BONELESS BOSTON BUTT **Pork Roast** LB. **79¢**
- SEMI-BONELESS **Pork Steak** LB. **89¢**
- RATH PURE **Pork Sausage** LB. **59¢**
- TURBOT HALIBUT **Fish Fillets** LB. **89¢**
- TENDERMADE **Beef Steaks** LB. **89¢**
- TENDERMADE **Beef Fingers** LB. **89¢**
- GOOCH **Hot Links** LB. **79¢**
- GOOCH GERMAN **Sausage** EA. **89¢**

**STOCK UP WITH THESE SPECIALS**

10-14 Lb. & 20 to 22 Lb.

**TURKEY**

Lb. **47¢**



FAMILY PACK QUARTER PORK LOIN

**PORK CHOPS** LB. **\$1.09**

We Give S&H Green Stamps Double On Wednesdays

GOLD MEDAL **ENRICHED FLOUR**  
5 LB. BAG **69¢**  
WITH IN-AD COUPON

FOOD KING **OLEO MARGARINE**  
ONE LB. IN QTRS. **39¢**

ELLIS NEW CROP **SHELLED PECANS**  
6 OZ. PKG. **69¢**  
HALVES OR PIECES

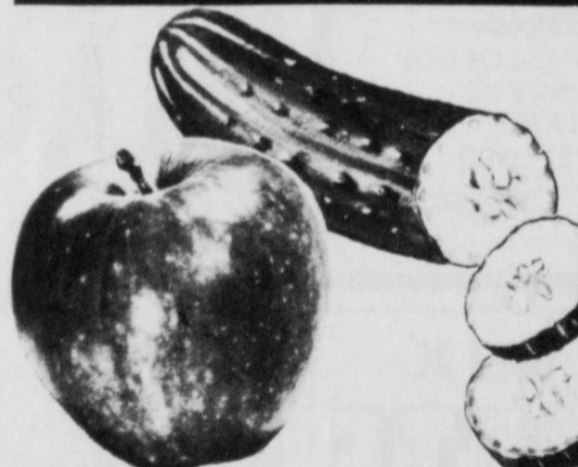


BUNTE **ORANGE SLICES**  
16 OZ. BAG **59¢**

- SHURFINE 3 SV. CUT **Wax Beans** 16 OZ. CAN **25¢**
- SHURFINE HALVES BARTLETT **Pears** 16 OZ. CAN **45¢**
- SHURFINE **Mayonnaise** 32 OZ. JAR **\$1.39**
- SHURFINE FROZEN HALVES **Strawberries** 2 10 OZ. CTNS. **89¢**
- MINUTE MAID FROZEN **Orange Juice** 16 OZ. CAN **79¢**

MOUNTAIN GROWN **FOLGER'S COFFEE**  
LB. CAN **99¢**  
WITH IN-AD COUPON

**FARM FRESH PRODUCE**



WASHINGTON EXTRA FANCY **WINESAP APPLES**  
LB. **29¢**

EXTRA FANCY **GREEN CUCUMBERS**  
EACH **9¢**

- BAKER'S CHOCOLATE FLAVOR **Chips** 12 OZ. BAG **59¢**
- NONE SUCH **Mince Meat** 9 OZ. PKG. **69¢**
- BAKER'S ANGEL FLAKE **Coconut** 14 OZ. PKG. **89¢**
- DROMEDARY LOOSE PACK **Dates** 8 OZ. PKG. **39¢**
- KARO RED LABEL **Syrup** PINT BTL. **45¢**
- OCEAN SPRAY CRANBERRY **Sauce** 3 300 CANS **\$1.00**
- WHIPPED PARKAY **Margarine** 2 8 OZ. TUBS **79¢**
- DIET SOFT PARKAY **Margarine** LB. TUB **79¢**
- PILLSBURY-CHOCOLATE CHIP 16 OZ. ROLL **Cookies** SUGAR 18 OZ. ROLL EA. **79¢**
- KRAFT DELUXE SLICED AMERICAN OR PIMENTO 12 OZ. PKG. **Cheese** **89¢**
- CALORIE WISE NEUFCHATEL **Cream Cheese** 8 OZ. PKG. **45¢**

PILLSBURY-BUTTERMILK OR COUNTRY STYLE **BISCUITS**  
7 8 OZ. CANS **\$1.00**

- WASHINGTON D'ANJOU NO. 1 **Pears** LB. **25¢**
- TEXAS STRAIGHT NECK YELLOW **Squash** LB. **25¢**
- GREEN **Spinach** CELLO PKG. **39¢**
- PURPLE TOP **Turnips** LB. **19¢**
- SNO-WHITE **Cauliflower** PKG. **59¢**

WE REDEEM **FOOD STAMPS**  
WE WELCOME **FOOD STAMP CUSTOMERS AT OUR STORES**

**PAGE'S THRIFTWAY**  
IN LOCKNEY  
WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

15¢ **VALUABLE COUPON**  
GAINES GRAY TRAIN **DOG FOOD**  
WITH THIS COUPON VOID AFTER NOV. 16, 1974 THRIFTWAY FOOD STORES

15¢ **THRIFTWAY**

20¢ **VALUABLE COUPON**  
FOLGER'S MOUNTAIN GROWN **COFFEE**  
WITH THIS COUPON VOID AFTER NOV. 16, 1974 THRIFTWAY FOOD STORES

20¢ **THRIFTWAY**

20¢ **VALUABLE COUPON**  
GOLD MEDAL **FLOUR**  
WITH THIS COUPON VOID AFTER NOV. 16, 1974 THRIFTWAY FOOD STORES

20¢ **THRIFTWAY**

15¢ **VALUABLE COUPON**  
2.5 OZ. TUBE OR 4 OZ. LOTION **SHAMPOO**  
WITH THIS COUPON VOID AFTER NOV. 16, 1974 THRIFTWAY FOOD STORES

15¢ **THRIFTWAY**