

"Serving The Floyd County Trade Area Since 1896"

Floyd County Hesperian

Floydada, Floyd County, Texas 79235 Thursday, December 19, 1974 24 Pages in three sections Number 101

Gives \$10,000 To Development Co.



DA DEVELOPMENT COMPANY receives a check for \$10,000 from the Floydada First National Bank. Bill Hale (center) is the president of the bank. Another banker, Clay Henry, looks on. (Staff Photo)

The Board of Directors of The First National Bank of Floydada announced today that a gift of \$10,000.00 will be made to the Floydada Development Company for the purpose of establishing a permanent fund to acquire industrial sites in order that small industries may be attracted to Floydada.

Kinder Farris, Chairman of the Board, said, "We realize that this gift is only a beginning, and sincerely hope that other businesses and citizens of the Floydada area will join us in enlarging this fund."

This is a "must" for our town if we are to prosper and maintain growth; and the future benefits to be derived by our taking positive action now are numerous!"

President of the Floydada Development Company Bill Hale said, in response to the gift.

"I accept this most generous gift not only for the Floydada Development Company, but for the entire community. . . thank you, the Board of Directors, and the entire staff of the First National Bank. I really believe that in future years we will look back on this donation as an investment which will have borne many fruits."

I hope that your generosity and effort in establishing this fund will be contagious and that many individuals and companies will join you in contributing to the future of our community."

Gifts to the Floydada Development Company are tax deductible for businesses. Checks may be made to the Floydada Development Company - First National Fund.



FLOYDADA YOUNGSTERS visit Santa Claus in Santa Land. Randy, 5, seems to have a lot to tell Santa and Chad, 2, seems to be thinking about his gift list. They are the sons of Mr. and Mrs. Mark Wideman. (Staff Photo by Brad)

Murder Charges Filed Against James F. Smith

James F. Smith, 33, of Floydada, who has been jailed here since having assault charged filed against him in a beating incident which occurred last Thursday in a hotel room in Floydada, was charged with murder Monday afternoon following the death of the victim, Charles Lee McMurrian, 34 year old Olton resident.

Smith was brought before Justice of Peace H. E. Porter, where he was charged and bond set at \$10,000. He remained in Floyd County jail Tuesday night.

McMurrian died about 3 o'clock Monday afternoon in Methodist

Hospital where he was conveyed by Moore-Rose ambulance following the incident. The results of an autopsy as to cause of death had not been learned here at press time.

The victim was a native of Nashville, Ark., and a veteran of the U.S. Navy. He was a farm laborer.

Survivors include four sons, Daniel Keith, Charles Jr., Benny Dale and Lanny Ray; his parents, Mr. and Mrs. Charlie McMurrian of Olton; four brothers, Donald and Bennie both of Olton, Larry Dale of Plainview and Rudy of Dallas; and a sister, Mrs. Julia Ann Gifford of Plainview.

Rock Chat

By Wendell Tooley

PROGRESS: the fence under construction track. I was out of the new Collins building on the Ralls looks like they are in.

Dec. 10, 1974

express my feelings of Floydada. I'm still a considered one here 30 years. It so welcome and a unity as I have here. Floydada seem to try complete community. I upper town and have an exciting people and here in Floydada. To say thank you and to best people in the (by folks of Floydada.)

ATIONS TO Donette Minner who were able players at the small tournament here. To note that Donette Freshmen in the small tournament.

ASE to be amazed at jet planes. Karla got at Dallas Monday for Norway, and by driven toward home as already in New moving on!

NING Cotton Talks in because it has some complete explanation. Cotton Growers was in Washington on the project, and ordinarily appears, on Sunday is moved up of its importance to.

OF THE \$10,000 gift National Bank of the Development Company can contribute to the Development Company in industry for Floydada. time to give to the company and get the this year's business deductible. Olton, Seminole, smaller towns that these towns because they had money, in some cases and some interested out and literally sold on moving to their

ouston and I have the and we plan to contact might be interested in cotton. all join Bill Hale in appreciation to the for the nice gift.

Open House At The Bank Friday

The first National Bank of Floydada cordially invites you to our Christmas Open House in the bank's community room Friday, December 20, from 9 a.m. to 3 p.m. Refreshments will be served throughout the day.

Seventh Breezers Lose In Overtime

The Seventh Grade Breezers lost a heartbreaker in overtime to Abernathy here Monday night 38-39. It was 35-35 when the teams went into the two minute overtime. The first quarter, 14-12 at half and 27-20 at the end of the third quarter. High point Breezer was Henry Gonzales with 16 points. Troy Marquis made ten points. The Seventh Breezers are now 2-1 for the season. They will be in the Idalou Tournament January 9-10-11 and play Lockney here January 13.

COURTHOUSE CLOSING NOTICE

The Floyd County Court House will be closed for the Christmas Holidays December 24, 25 & 26. Please transact your business on Monday or Friday of Christmas week.

Christmas Social Calendar

- Floydada School's Christmas, New Years Holidays - 2:30, December 20 until 8:55 a.m., January 6.
- Lighthouse Electric Santa Claus Party for employee's youngsters, December 19, 6:30 p.m.
- Rotary Christmas Party, Methodist Church, December 19, 7:30 p.m.
- Neighborhood Center Christmas Party, Della Plains School, December 23, 3:30 p.m.
- Day Care Center Christmas Party, Della Plains School, December 20, 2:30 p.m.
- Caprock Hospital Christmas dinner party, Dec. 20, 7 p.m., Massie Center.
- Whirlers Christmas Special Square Dance, Dec. 21, 8 p.m., Massie Center.
- Christmas Cantata, Calvary Baptist Church, Sun., Dec. 22, 7 p.m.

Christmas Holidays At City Office

The public is reminded that the City offices of Floydada will close at noon December 24, all day December 25 and 26. Please arrange your city business accordingly. . . and thank you!

No Hesperian Next Thursday

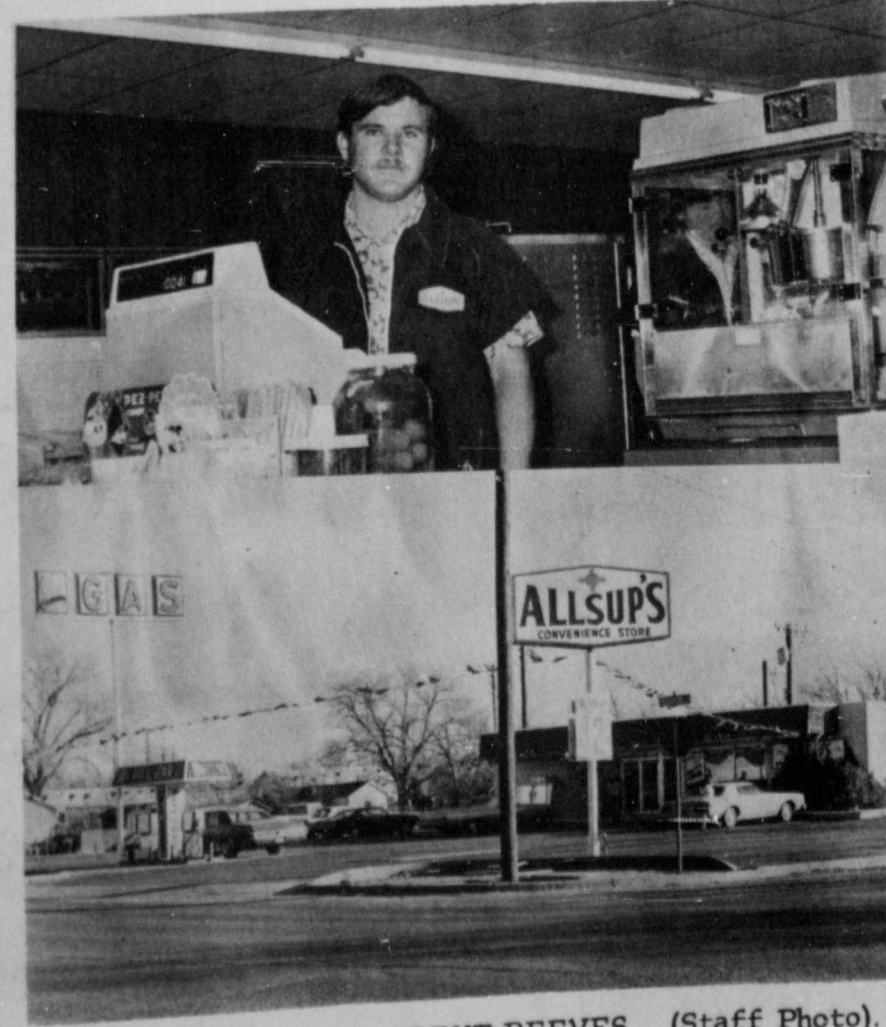
Since Blanco Offset Printing Inc. will be closed Tuesday and Wednesday there will be no Hesperian next

Thursday. Please schedule your news or advertising in Sunday's edition of December 22 or December 29.



NEW CHAMBER OF COMMERCE OFFICERS will take office next year are: (left to right) secretary-treasurer Jimmie Lou Stewart, vice president Randy Hollum and president Tommy Farris. (Staff Photo)

Allsup's Convenience Center Grand Opening Today



ALLSUP'S MANAGER BRENT REEVES (Staff Photo).

Allsup's Convenience Center Grand Opening begins today at the new firm located at Houston and South Main streets in Floydada. Two pages of bargain values in this edition of The Hesperian highlight the Grand Opening and everyone is invited to come in and view the new grocery store and self service gas station. Manager Brent Reeves won't manage the store 24 hours a day, but one of the big features of the store is

that it will be open around the clock with food and gas. The self service gas pumps feature Bell gas. The overall size of the new business is 2400 square feet and parking area includes about a fourth of a block. There are 43 Allsup stores in three states in operation now and owned by Lonnie D. Allsup of Clovis, New Mexico. Reeves said the new business would

have a complete line of groceries with size of inventory in between a 7-11 and super market. Now the store features Christmas trees, barbecue, party snacks and quick foods. This statement from Allsup, "we are happy to be in Floydada, we plan to employ local people in the operation of our store, and we look forward to serving the people of this trade area 24 hours a day, seven days a week."

Whirlwinds Basketball Champions Here

The Floydada Whirlwinds kept the championship trophy at home Saturday night as they came out champions in the Whirlwind basketball tournament here.

They wound up the three day tournament by defeating Lubbock Christian High School 56-44. High scorer was Elton Ratliff with 13.

Donzell Minner and Michael Curry each made 11 points. Steve Moore was selected "all tournament" and Donzell Minner the most valuable player of the tournament.

HART GAME
In the game at Hart Tuesday night the Whirlwinds literally blew Hart out

of the gymnasium with a landslide score of 94-49. Minner scored 27, Mike Vickers 18 and Curry 18. Coach Derrith Welch said Kelvin Ratliff and Curry were outstanding on rebounds.

The Whirlwinds play Olton here Friday night in a non-conference game.

Whirlettes Second In Local Tournament

The Whirlettes missed the local basketball tournament championship here Saturday night by one point as Valley won the tournament finale 47-46.

Donette Marble was high pointer with 29 points and also selected most valuable player for the tournament. Whirlettes Debby Johnson and Kathy

Hinsley were selected "all tournament." Donette made the best score tally Miller. . . some 41 points in a game with Lorenzo on Friday night and only played a little over half the game.

HART GAME
In the Hart game Tuesday night every Whirlette got to play as they had

no trouble winning 71-36. Donette was again on 29 points, Karen West made ten and Linda Norman nine.

Coach Miller praised Nancy Anderson, Christy Stringer, Kathy Hinsley, Verna Newton and Jodie Eastham as playing exceptionally well the past two weeks. The Whirlettes play Olton here Friday night. . . you all come.

SALE
CHAMPLIN OIL

DEARBORN HEATERS
PEAK ANTIFREEZE

On Sale Through January

Come In And Register For
GAS GRILL TO BE GIVEN AWAY
DECEMBER 23

(You Do Not Have To Be Present
To Win - No Purchase Necessary)

TEXAS ENERGY CO.

East Highway 97-Lockney-652-3334
GASOLINE-DIESEL-PROPANE

GENE'S CAFE

Will Close December 20, 1974
Due To Health Problems

Thanks to all the people who have supported us the last four years and three months. We have had the pleasure to serve some fine people from Lockney and surrounding towns.

We feel sure the cafe will re-open later on.

Thanks also to all the employees who have helped us in the cafe. We've had swell help.

Thanks
Gene & Annie Horton



FRIENDS AND NEIGHBORS of the late Elmer Horton pitched in Saturday afternoon and harvested cotton for Mrs. Horton. Helping in the neighborly gesture near the Aiken community were Jack Isom, Frank Saucedo, Jimmy Cummings, Don Duvall, Lloyd Duvall, Hulon Hammond, Pete Adams, Johnny Lee, Lois Williams, Tom Coffman, Bill Sessom, Chris Cummings, Jerry Allen Chambers, Charlie Andrews, Tom Duvall, Henry White, Clyde Lucas, Dele Bena, Forrest Armstrong, Newt Gant, Perice Horton, Fred Autry, Sonny Scott, Greg Scott, Herb Stephins, and Guy Jacobs.



High Plains Cotton & Grain Sorghum producer representatives met December 10 and 11 with top U.S. Department of Agriculture officials and congressional leaders in Washington concerning what they termed the "misadministration" of the disaster provisions in the current farm law.

The meetings with USDA were arranged by the Producer Steering Committee of the National Cotton Council. The PSC has a special subcommittee working for more favorable interpretation and administration of the disaster provisions in the Agriculture and Consumer Protection Act of 1973.

Involved in the discussions from the Lubbock area were

Don Marble of South Plains, President of Lubbock-based Plains Cotton Growers, Inc.; Donald Johnson, PCG Executive Vice President, and Y.F. Snodgrass of Abernathy, Service Director of Lubbock's Grain Sorghum Producers Association.

Johnson, one of two cotton industry officials invited to address the cotton session of the National Agricultural Outlook Conference on December 12, also fulfilled that commitment while in the Capitol.

The top USDA official involved in the meetings was Assistant Secretary Clayton Yeutter. Yeutter, it was reported, admitted there were problems with the disaster program but showed little inclination to consider changes in the way it is being administered, at least in 1974.

"Despite the obvious inequities," said Marble, "we were given little or no encouragement that the current Administration is willing to make corrections this year." He went on to say, however, that the conferences without doubt would serve as a good base from which to get a "fair shake" for farmers in 1975.

The producer group's primary petition was for a change in the "mandatory substitution rule" being used by USDA to determine each farmer's eligibility for disaster payments when

LOCKNEY 4-H HAS CHRISTMAS PARTY

By David Foster

The 4-H Christmas party was held Monday night, Dec. 9, 1974 at 7 p.m. at the Rebecca Lodge. Lisa Scheele opened the meeting with a few short announcements. Jody Foster led the motto and pledge. Christmas gift certificates were given to the leaders, Mr. and Mrs. Kenneth Brose, Mr. and Mrs. Eddie Foster and Mr. and Mrs. Jerry Williams.

Each member present brought a Christmas tree ornament and took turns decorating the Christmas tree, which was donated to the Rebekah Lodge after the party. Richie Crow led the folk games. Christmas cookies and punch were served.

Members present were Lori Jane Bayley, Byron Brock, Kyle Brock, Darlene Brose, Deena Casey, Lisa Dipprey, Tina Dipprey, Tyke Dipprey, Christy Ford, Curtis Ford, John Fortenberry, Marcia Fortenberry, David Foster, Jody Foster, Melanie Foster, Karyn Foster, Jeffrey McCormick, Karl Race, Lisa Scheele, Ralph Scheele, Rex Reves, Greg Taylor, Troy Turley, Laura Watson, Glen Watson, Jill Whitfill, Tammy Williams and Libby Williams.

Guests present were John Cummings, Jeff Bayley, Mark Vinson, Phillip Kidd, Clay Matthews, Dale Kidd, Barney Bill McCarter, Dee Casey, Earl Brose, Shere Cannon, Jerri Ann McCormick, Jenny Bayley and Randy Race.

Parents present were Barbara McCormick, Bill Race, Walter Reves, Dann Bayley, Roy and Sandra Turley, Sue Casey, Merlene Whitfill, and Ritchie Crow.

Leaders present were Juanita Brose and Eddie and Ann Foster. County agents Doyle Warren and Steve Herber also attended the party.

subnormal crops are harvested. Armed with specific examples, the group pointed out that without a change in this rule many farmers would be denied payments even after suffering true crop disasters.

One of the examples illustrated how a farmer whose 200 acres of cotton was completely hailed out was being denied over \$7,000 in much-deserved disaster payments simply because his grain sorghum allotment was underplanted by 10 acres. This is by no means an isolated example, Marble stated, adding that there will be hundreds of similar cases on the High Plains this year.

"This situation is not at all in accord with the intent of Congress when the law was passed," Marble said, "and we will continue to seek revisions that will make the disaster program work at it was meant to work."

Johnson, speaking to the Cotton Session of the National Agricultural Outlook Conference on December 12, stressed that adequate cotton production in 1975 cannot be expected unless producers are provided with some prospect for recuperating production costs.

He presented the results of a planting intention survey, conducted by PCG in early December, which indicated an overall 23 per cent decline in U.S. cotton acreage for 1975.

"A drastic drop in cotton acreage can only be avoided," he stated, "by rising market prices for cotton well before planting time or by a substantial increase in the loan level and the guaranteed target price under the 1975 cotton program."

Closed All Day Christmas Day
Close At 4 P.M. Christmas Eve

3 LB. CAN		
CRISCO	LIMIT ONE, THEREAFTER REG. PRICE	\$1.89
8 OZ. PHILADELPHIA		
Cream Cheese		39¢
12 OZ. BAKER'S		
Chocolate Chips		63¢
PET RITZ 2 PACK		
Pie Shells	PKG.	49¢
9 OZ. FROZEN		
Cool Whip		59¢
ALL 32 OZ. 6 BOTTLE CARTON, PLUS DEPOSIT		
Soft Drinks		\$1.59
14 OZ. ANGEL FLAKE		
COCONUT		89¢
MRS. BAIRD'S		
BISKROLLS	PACKAGES	2/89¢
Brown & Serve Rolls	PACKAGES	2/69¢

Borden's Or Cloverlake		
Cottage Cheese	24 OZ.	79¢
Half & Half, Whipping Cream,		
Dips or Sour Cream		3/51
CORONET LARGE ROLLS		
Paper Towels		2/89¢
40 COUNT DIAMOND		
Paper Plates		98¢
NO. 300 CAN HUNT'S		
PEARS		2/89¢
SWANSON 303 CAN		
Chicken Broth		25¢
ELLIS		
PECANS	6 OZ.	79¢
NEST FRESH MEDIUM		
EGGS	DOZEN	69¢

DELICIOUS PRODUCE		
APPLES	LB.	29¢
ORANGES	LB.	19¢
Cranberries	1 LB. PKG.	39¢
CELERY	STALK EA.	19¢
BANANAS	2 LBS.	25¢
Sweet Potatoes	LB.	23¢

MEAT		
We Have Plenty Of Christmas Turkeys & Hams		
GLOVER'S HALF OR WHOLE		
Bone-In Hams	LB.	99¢
NORBEST BUTTERBALL OR HONEYSUCKLE		
TURKEYS		
ALL SIZES		

THIS WEEK ONLY
We Give Buccaneer Stamps
Double On Monday
And Tuesday
With \$2.50
Purchase Or More

SMITH'S SUPERMARKET
PHONE 652 2295
HOME OWNED AND HOME OPERATED
IN LOCKNEY

LAST - MINUTE CHRISTMAS GIFT IDEAS
COSMETICS and JEWELRY
... FOR THE LADIES
TAPES and RECORDS
... FOR TEENAGERS
TOYS FOR THE KIDS
HOW ABOUT A WATCH
... FOR DAD?
OR AN RCA TV SET OR STEREO
....FOR THE FAMILY

CHECK OUR 1/2 PRICE TABLE

MIZE PHARMACY & TV
102 S. MAIN LOCKNEY 652-2435

Letter To The Editor

Editor Wendell Tooley
Floyd County Hesperian
Floydada, Texas

Dear Sir:
The Biblical Proverb "Wisdom is the principal thing; therefore get wisdom; and with all thy getting get understanding" (Proverbs, ch. 4, v. 7) has been one of my guideposts for a long life. The Floyd County Library has supplied me with much material to achieve my goal. And I cherish the fact that I was a member of the first Floyd County Library Board, which under the administrations of County Judges Frank Moore and Ralph Johnston created the collection of books, new and donated, to occupy the brand new oak shelves of a library room, provided by the remodeling of the Court House, following a night-time fire that scorched or blackened the interior.

This was in 1950 when the Court House could be re-occupied by the various county officials.

In this same year, I believe, a radio station was licensed for Floydada, the owners being Mr. Ed Holmes, Mr. B. A. Robertson, both of Floydada and Mr. Marshall Formby of Plainview. One of the early morning programs I listened to, as a recent citizen of Floyd County, was given by our county attorney, Mr. John Stapleton. He invited everyone to come see the redecorated court house and took his listeners on a tour of every office in the court house. Oh, how pleased I was when he said that the middle room, north, on the second floor was to be a library with charging desk and quite a few shelves installed, but as yet no books as the fire had destroyed or heavily damaged the books collected by club ladies through the years. Mrs. A. P. McKinnon had been the volunteer librarian. He said the door would be kept locked but when making a visit to the court house, ask the caretaker to please open this door.

I very soon did just that! And how that visit challenged this retired librarian. Soon an interested group of men and women met to go about setting up a library, with county funds for a librarian and for books for all ages. At that time I believe there were at least 20 voting boxes in the county and ladies volunteered to go all over the county and secure signatures for a petition to the county court to hire a librarian and set up a budget for book purchases each year. Mrs. Rosita Hollor was our first librarian. So many memorial books have been given by many citizens and in all we now have current books, as well as the classics, for all ages.

But we continue in my opinion to "hide our light under a bushel basket". The court house has a very high first floor ceiling and so many steps must be climbed on either of two sets of stairs, one at the north of first floor and the other with much wider treads at the southeast, i.e. between the office of our county judge, Mr. Holmes, and our county treasurer, Mrs. Glenna May Orman.

The county has been free of all indebtedness for at least the past two years. (See Mr. Tooley's column "Caprock Chat", Hesperian 12-15-74, p. 1)

The library has not as yet received any revenue sharing funds.

We so need to move our books to a downtown location. A window display will beckon in so many readers, I believe. In these days of curtailed car trips, plus, in my own case, the piling up of years, many of us can find great satisfaction and delight in always having a library book to read from the Floyd County Library. I'm sure the Texas State Library or Texas Tech University could guide us in wise planning of a library building.

The county branch library at Lockney is very convenient because it is on the ground floor. If you haven't seen it, drop by and see it.

Sincerely,
Barbara Barnard

bear, & a doll with long hair. I love you very much. Don't forget my big sister, Misty. I'll leave you something to drink under the Christmas tree.

I Love you,
Shelli Hawkins

two years old. Would you please bring me a tricycle for Christmas. Please remember all the little boys and girls everywhere.

Thank you and I love you very much.

Cory Kemp
111 W. Crockett
Floydada, Tex.

Dear Santa Claus,
I am a little boy nearly



... and
wise men
still seek
HIM

Lighthouse Electric
Cooperative, Inc.

Bealls PRE-



.....dozens of beautiful gifts now at low
CLEARANCE PRICES
SHOP ALL DEPARTMENTS FOR BIG SAVINGS
- SAY "CHARGE IT"

ONLY 5 MORE SHOPPING DAYS UNTIL CHRISTMAS CHRISTMAS CLEARANCE

PRE-CHRISTMAS CLEARANCE ONE GROUP OF MENS KNIT SUITS

FAMOUS BRAND-REGS. AND LONGS

REG. \$130.00 TO \$150.00 - NOW **\$99.00**

REG. \$115.00 TO \$125.00 - NOW **\$79.88**

REG. \$100.00 TO \$110.00 - NOW **\$69.88**

PRE-CHRISTMAS CLEARANCE MENS SUITS

REGULARLY \$85.00 TO \$90.00

NOW ONLY **\$59⁸⁸**

REGULARLY \$69.95 TO \$79.95 VALUES

NOW ONLY **\$49⁸⁸**

PRE-CHRISTMAS CLEARANCE MENS KNIT SPORTCOATS

VALUES TO \$59.00

NOW ONLY **\$39⁸⁸**

PRE-CHRISTMAS CLEARANCE MENS SWEATERS

CARDIGAN STYLES

REG. \$17.00 VALUES NOW \$12.88

ONE GROUP OF MENS SWEATERS

ONLY **\$9⁸⁸** EA.

PRE-CHRISTMAS CLEARANCE MENS HEAVY WEIGHT JACKETS

VALUES TO \$24.95 NOW **\$17.88**

VALUES TO \$19.95 NOW **\$12.88**

VALUES TO \$28.00 NOW **\$17.88**

VALUES TO \$39.95 NOW **\$29.88**

PRE-CHRISTMAS CLEARANCE ONE TABLE OF MENS JEANS

VALUES TO \$11.00

ONLY **\$5⁸⁸** A PR.

PRE-CHRISTMAS CLEARANCE BOYS FALL JACKETS

NOW

Reduced 20% OFF REG. PRICE

SPECIAL

ONE GROUP OF LADIES PANTSUITS

FAMOUS BRAND

REG. \$40.00 VALUES

NOW ONLY **\$26⁸⁸** A SUIT

PRE-CHRISTMAS CLEARANCE Ladies Gowns - Pajamas

NYLON - FLEECE - WARM

REG. \$5.00 VALUES NOW **\$3.99**

REG. \$6.00 VALUES NOW **\$4.99**

REG. \$7.00 VALUES NOW **\$5.99**

PRE-CHRISTMAS CLEARANCE LADIES ROBES

QUILTED AND NYLON FLEECE

REG. \$12.00 AND \$13.00 VALUES NOW **\$8.99**

REG. \$14.00 AND \$15.00 VALUES NOW **\$9.99**

REG. \$17.00 AND \$18.00 VALUES NOW **\$11.99**

REG. \$20.00 AND \$21.00 VALUES NOW **\$13.99**

REG. \$22.00 VALUES NOW **\$14.99**

REG. \$24.00 VALUES NOW **\$15.99**

REG. \$25. AND \$26.00 VALUES NOW **\$16.99**

REG. \$28.00 VALUES NOW **\$17.99**

PRE-CHRISTMAS CLEARANCE LADIES FURRY TYPE HOUSESHOES

REG. \$5.00 AND \$6.00 VALUES

NOW ONLY **\$3⁸⁸** A PR.

PRE-CHRISTMAS CLEARANCE Childrens Coats

SIZES 9 MONTHS TO SIZE 14

VALUES TO \$30.00

Reduced 20% OFF REG. PRICE

PRE-CHRISTMAS CLEARANCE ONE GROUP OF Fall Piece Goods

CORDUROY - KETTLE CLOTH-DARK COTTONS

Now Reduced 1/2 OFF REG. PRICE

Society



Mr. and Mrs. Creed Parrish

Reception To Honor Mr. And Mrs. Parrish

A reception in observance of their Golden Wedding Anniversary will honor Mr. and Mrs. Creed Parrish, at the Pioneer Park Church of Christ, 8th, and Ave. T, in Lubbock, Sunday, December 22. The couple, former Floydada residents, reside at 3806 36th, in Lubbock.

Hosting the reception in fellowship hall of the church, will be the couple's three sons and their wives, Mr.

and Mrs. Marion (Scotty) Parrish of Houston; Mr. and Mrs. Claud Parrish of Corsicana; and Mr. and Mrs. Percy Parrish of Alamogordo, New Mexico. The couple's grandchildren will assist with hospitalities.

The former Myrtle Hobbs and Parrish were married December 24, 1924 at Dickens. They farmed in Floyd County for several years, then moved into

City Employees Annual Fete

The City of Floydada held its annual employees Christmas party December 14 at the Massie Activity Center. The event was attended by 65 employees and wives and husbands and the mayor and members of the city council. Two service awards were presented during festivities: Jimmie Lou Stewart, who was employed April 15, 1949 and J. W. Cannon who was employed February 6, 1950 were given 25 year service awards. Each was presented with Elgin wrist watches.

The City Manager commented that 31 employees of the City of Floydada have 225 years of experience.

Floydada where he was employed by Massie Wholesale Grocery. They moved to Lubbock in 1952 where both worked in Lubbock Public School System until their retirement in 1971.

Mr. and Mrs. Parrish are members of the Pioneer Park Church of Christ in Lubbock. Two of their sons, Claud and Perry are Church of Christ ministers.



Miss Vicki Boedeker

Vicki Boedeker, Barton Cooper Plan Vows

Mr. and Mrs. Cecil Boedeker, Route 1, Lockney, announce the engagement of their daughter, Vicki Diane, to Barton Collier Cooper. Cooper is the son of Jerry Cooper of Lockney and Mrs. B. G. Chapman of Fort Worth.

Miss Boedeker is a 1974 graduate of Lockney High School. The prospective bridegroom graduated from LHS in 1973 and is presently engaged in farming in the Lockney area.

The couple plan to be married December 31 in the Trinity Lutheran Church at Providence.

The bride-elect is the granddaughter of Mr. and Mrs. Ted Boedeker of Lockney and Mr. and Mrs. R. L. Richards of Plainview. Cooper is the grandson of Mr. and Mrs. Paul Cooper of Lockney.

5 SHOPPING DAYS UNTIL CHRISTMAS

Tooley's Host Party

Mr. and Mrs. Wendell Tooley hosted an annual Christmas dinner party Saturday night in their home for employees of the Hesperian, Lockney Beacon and Blanco Offset.

Following the evening meal, games were played, gifts presented and Christmas carols sung.

Attending were Mr. and Mrs. S. D. Medley, Mr. and Mrs. Jack Fuqua, Mr. and Mrs. Ralph Cogdell, Mr. and Mrs. Don Daniel, Sharron Huggins and Brad Tooley from the Hesperian; Mr. and Mrs. Art Ratzlaff, Mr. and Mrs. Oscar Enriquez, Rod Enriquez and Alva Alaniz, Bill Whitaker and Freddie Selman, Blanco employees; and James Huggins and Mr. and Mrs. Steve Patridge, and Mrs. Keith Jackson of the Lockney Beacon; Mr. and Mrs. Tooley and their other children, Keith, Karla and Wendelyn.



Mr. and Mrs. Walter Boedeker

Boedekers To Celebrate Anniversary Sunday

Mr. and Mrs. Walter Boedeker of the Providence community will celebrate their 50th wedding anniversary Sunday with a reception at Trinity Lutheran Church. Friends and relatives are invited to call from 2:30 to 4:30.

New Arrivals

Mr. and Mrs. Jay Miller of Silvertown are parents of their second daughter, April Dawn, weighing seven pounds, who was born at 9 p.m. Thursday, December 12 in Caprock Hospital in Floydada. Their other daughter is Misti, who is four.

The father farms southwest of Silvertown.

Grandparents include Mr. and Mrs. M. S. Robertson of Floydada and Mr. and Mrs. Lark Miller of Silvertown.

The couple have five grand children and three great grandchildren.

Hosts for the occasion will be the couple's children Mr. and Mrs. J. D. Boedeker, 1205 Garland, Plainview, and Mr. and Mrs. Weldon H. Foster, 811 Holiday Drive, Plainview.

Walter Boedeker and the former Elsie Caroline Ohlenbusch were married Dec. 22, 1924, in Vogel song Church, Ben Arnold, Texas, by the late Rev. Wittlinger. After their marriage, the couple moved to the Providence community where Boedeker was farming.

Mr. Boedeker was born in Milam County, Texas, and moved to this area at an early age. Mrs. Boedeker was born in Washington County but grew up in Milam County.

Becky Dunlap Enjoys Fast Trip To New York-London



Mrs. Becky Culp

Mrs. Becky Dunlap Culp, clothing specialist with the extension service in Amarillo, enjoyed an unusual and brief trip last month on a fashion tour of New York and London.

Mrs. Culp, daughter of Mr. and Mrs. R. G. Dunlap of Floydada, is a 1966 FHS graduate and received a Bachelor of Science degree in clothing and textiles and home economics education and a Master of Science degree in clothing and textiles from Texas Tech University.

She and her husband reside in Amarillo where he is employed by Cattle Feeder's Association.

The unusual trip began with an informative week in New York City where Mrs. Culp joined 75 others in her field in attending the 1974 National Extension Clothing Specialists Workshop at the Barbizon Plaza.

Among the highlights of the workshop were a visit to the Costume Institute of the Metropolitan Museum in New York where the group served, then the evening was spent playing 42.

Those attending were Mr. and Mrs. Dow Colson, Mr. and Mrs. Jack Dollar, Mr. and Mrs. Lloyd Readhimer, Mr. and Mrs. Royce Latimer, Mr. and Mrs. Hilburn Casey, Mr. and Mrs. Andy Jolly, Mr. and Mrs. C. H. Andrews, Mrs. Ethel Marble, Mrs. Sylvia Yeary, and Mrs. Edna Cox.

she met with a group of journalists, and with represent pattern company recently returned with ideas to be appearing on television.

Mrs. Culp was interested in a sportswear item dating from 1690; a line of spring ready-to-wear sent by The Group who were large group of journalists, and with represent pattern company recently returned with ideas to be appearing on television.

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Open House At Pooles

The Lockney home of Mrs. James Poole was the setting Sunday afternoon for an open house. Approximately 70 women called from 3 to 5 p.m. at the Christmas-season social.

Hostesses Sheila Poole, Lucille Frizzell and Jackie Holt were dressed in red and wore corsages of holly leaves and calico mice. Identical mice were given to each guest as a party favor.

A large, stuffed toy mouse wearing a patchwork skirt sat on the serving table, which was covered with a red cloth. A deep ruffle of white eyelid trimmed the cloth. White milkglass appointments were used to serve assorted breads, cheese balls, cheese tidbits, crackers, spiced tea and coffee. A small basket of holly leaves and a red taper completed the table decor.

Miss Cathy Carthel and Miss Joy Frizzell assisted with the hospitalities.

Jolly Stitchers Party Held

Lockney Jolly Stitchers Club members, with their husbands as guests, met with Mr. and Mrs. Harmon Handley at 6:30 p.m. Monday for their Christmas party.

A lovely salad supper was

Some people believe that bubbles clustered in the center of their coffee means they will soon receive money!

BROWN'S DEPARTMENT STORE - HOMETOWN CHRISTMAS SHOPPING HEADQUARTERS IN LOCKNEY



Wilma Brown shows Clara McCain some of Brown's "1928" brand jewelry. Then Brown's has just received a new shipment of the "1928" rings, necklaces and lockets, many of which are reproductions of museum pieces. Mrs. McCain is wearing one of Brown's "party pants" ensembles.



Eva Whitfill tries on one of Brown's long party dresses. Brown's has long dresses, long skirts, and party pants, with an attractive selection of blouses and party shoes to allow customers to make their own combinations for holiday party-going.



Brown's Men's Department still has a good selection of Van Heusen dress shirts in all sizes, and sport shirts by Van Heusen, Campus, and Wrangler in a wide variety of colors, patterns, and body styles. George Sparkman and owner Claude Brown pick out a dress shirt and tie to match Sparkman's sport coat selection. Brown's features neckties by Wembley, Mr. Blackwell, and Marmen.



Jim Huggins looks at one of Brown's Leather jackets by Cresco. Brown's selection of jackets and sweaters for Christmas giving is the best ever.



Candles, holders, and decorations are among the gift items at Brown's. Claude Brown and Raymond Parker are pictured in the gift department.

FREE GIFT WRAPPING
GIFT CERTIFICATES

Brown's
DEPARTMENT STORE.

104-06 North Main Lockney, Texas
ONLY FIVE SHOPPING DAYS

THE FLOYD CO HESPERIAN
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Floydada, Texas 79233
class postage paid
Lubbock, Texas 79424
Tooley, editor. Su-
bs rates: Local \$7.00 a yr.
trade area: \$8.00.

CITY NEWS

Progreso Study Club Christmas Luncheon

In a short business meeting, the club voted to send a check to the Nellie Brown Fund for needy children at school.

Dorothy Smith introduced her guest, Lucille Smith, who gave a story from the book "Two From Galilee". This is the human story of Mary and Joseph as they went to Bethlehem on that first Christmas night so long ago, there to await the birth of the Christ Child. The story was beautifully answered in memory.

Members Observe Birthdays

December birthdays were celebrated in the home of the club on Saturday afternoon. The luncheon was held around the dining room table with a delicious meal. The club members gathered around the table to celebrate the birthdays of the club members. The club members gathered around the table to celebrate the birthdays of the club members.

Christmas Party

The Christmas scripture, in Luke 2, was read by the hostess, Mrs. Herman Huffman gave a Christmas story and Mrs. Raymond Teeple read a Christmas story.

A short silent prayer was rendered in memory of former president, Mrs. W. D. Nance and for Mrs. Linda Prater, who is reported sick.

Christmas gifts were exchanged, and refreshments were served to the following: Mmes. Allen Kellum, Reed Lawson, Herman Huffman, Hubert Frizzell, Willis Aple, C. L. King, Jewell Rexrode, Melvin Brock, J. P. Taylor, Raymond Teeple, Albert King, Alva Perry, J. B. Griffin and the hostess, Mrs. W. A. Stewart.

Mrs. W. C. Sims To Be Honored

Mrs. W. C. Sims, longtime resident of Floydada, will be honored with a reception on her 85th birthday Sunday, December 29. The event will be held in Fellowship Hall of the First Baptist Church from 2:30 until 4:30 p.m. Friends and relatives are invited to attend.

Hosting the reception will be Mrs. Sim's children, Ina Hammonds of Floydada, Buck Sims and wife of Orange and Mrs. H. L. (Jean) Newberry and husband of Oklahoma City. Assisting with the reception will be three of Mrs. Sim's nine grandchildren, Mrs. H.

L. Gossage of Oklahoma City, Mrs. Jim Spears of Wichita Falls and Mrs. Tom Oliver.

Prior to the reception the Sims' children will host a family luncheon at King's Restaurant.

FLOYDADA Rest Home Birthday Party

December's such a busy time... with Santa Claus and all... But extra fun we'll surely have when birthdays come to call!

Mr. Brown is ninety-one... He's Edd to all his friends... He learned that being good and kind through life, pays dividends.

Mrs. Lynch, a kindly one... Counts back to '94... She thinks of days and years long past... Good memories are galore!

Miss McNeill, the youngest one... She's only seventy-three... Could get her finest "Togs" on now and go for a birthday "spreed".

Mrs. O'Bannon was a few days late... To make the Christmas tree... You see she arrived on the 31st in 1883!

Now Mr. Alldredge "rushed it up" and made the tree (we heard)... He was just ahead of Santa Claus... His "day" is the 23rd.

And now the "ditty" we all other fellow's alone." Pretty good, huh? Merry Christmas.

Christmas tree outshine you. Take a tip and deck yourself out too.

LOOKS as if Andy Griffith will put back on his lawmaker's garb once again on a new ABC series set to start in mid-January. In the series, "Eagle One", Andy will play a mountain-resort sheriff. While on the subject of TV, Ed Sullivan couldn't sing, dance or tell a very good joke. He wasn't even a dramatic actor, but he lasted 23 years on national TV, and I didn't even realize television was that old!

HANDY tips: When crushing graham crackers for use in a recipe, remember that 15 crackers make one cup of fine crumbs. To wipe off stainless steel counters, sink and stove top, use a cloth dampened in club soda. You will find them gleaming with no streaks.

OTHER new books in Floyd County Library: Raffaelli, Roberta: "Early American Crafts" Billard, Jules B.: "World of the American Indian" Rather, Dan: "The Palace Guard" Staubach, Roger: "First Down, Lifetime to Go." Readers' Digest: "Great people of the Bible & How They Lived."

I'M enjoying my Christmas album from the Floydada Care Center. Thanks, Dortha.

A GOOD New Year's resolution to make is a way to get along in this world. I don't know if granddad J. T. Kirk made it a resolution but he practiced it and passed the good word down to his family years ago and I quote, "divide your time in half, take the first half to tend to your own business and the second half, leaving the



DECEMBER BIRTHDAY HONOREES - at Floydada Care Center. Five residents were honored last Thursday at the monthly reception. They are left to right, Mrs. Irene Lynch, Vernie McNeill, L. H. Alldredge, Edd Brown and Mrs. Martha O'Bannon. [Staff Photo by Peggy]

Christmas Poinsettias!

The gift of a Christmas plant is always the right size and the right color - it never needs exchanging or returning and is a gift that is always sure to please!

Give longlasting Poinsettia Plants as a Business Gift or as a Memorial Gift to your church or a Love Gift to a shut-in or just a Pretty Gift to the family for Christmas!

WE WILL BE OPEN SATURDAY AFTERNOONS UNTIL AFTER CHRISTMAS

Park Florist

983-2867 Floydada 983-2868



New Arrivals For Merry Christmas Gifting From Hale's

Men's Leisure Suits

THE NEWEST, MOST POPULAR LOOK IN MEN'S CLOTHING - HALE'S HAS SEVERAL STYLES TO PLEASE YOUR MAN.

Men's Casual Jackets

IN POLYESTER OR VINYL WITH THE LOOK AND FEEL OF LEATHER. THESE ARE FANTASTIC GIFTS FOR MEN OF ALL AGES.

Shirts

THAT PERENNIAL FAVORITE IN DRESS AND SPORT STYLES. HALE'S HAS SHIRTS FOR EVERY MAN ON YOUR LIST!

Slacks

A SUPER SELECTION FROM HAGGAR AND OTHERS. 28 THROUGH 46 WAIST.

CHECK THESE!

- ★ Daniel Green Houseshoes For Men & Women
- ★ Evening Bags
- ★ Scarves
- ★ Jewelry
- ★ Blouses
- ★ Mens Sweaters
- ★ Brushed Nylon Gowns And Pajamas
- ★ Fieldcrest Sheets & Towels
- ★ Billfolds
- ★ Wembley Ties

Hey Santa - It's Time To Buy

- Mrs. Santa's Gift!**
- Hale's Has That "Just Right" Gift In**
- Lingerie**
BY DEENA AND VASSARETTE IN BEAUTIFUL GOWNS, PAJAMAS AND SETS.
- Robes**
BY BASILA IN HOSTESS AND TAILORED STYLES.
- Long Dresses And Party Pajamas**
FOR THE HOLIDAY SEASON, LOTS OF NEW ARRIVALS TO PLEASE YOUR LADY.
- Pant Suits & Separates**
THESE ARE SURE - FIRE WINNERS FOR EVERY WOMAN! HALE'S HAS THE ONE FOR HER IN JUNIOR, MISSES AND HALF-SIZES.
- Sweaters**
MAKE A GREAT PRESENT - AND OURS ARE THE GREATEST!



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Easy To Install Inside Or Outside!

7' x 36" SHEET PLASTIC WITH MOULDING AND NAILS

49¢

STORM WINDOW KIT

WILLSON & SON-BUILDERS MART

LAKEVIEW

By Mrs. Clyde Bagwell

LAKEVIEW, Dec. 16 — A Merry Christmas and a prosperous New Year to everyone.

Folks at the Lakeview Gin are still busy as well as all of the farmers getting their cotton harvested while the good weather lasts.

Sunday Mrs. Eddie Beene and daughter, Laura and Mrs. Gary Elliot and Dustin, all of Needmore, visited with Mrs. Beene's father, W. J. Weeks, and with Mr. and Mrs. F. D. McClintock.

Today (Monday) Preston Weeks came and took his brother, W. J. Weeks to Crosbyton Hospital, where he had a checkup. W. J. went home with his brother,

who lives on a ranch south of Crosbyton to spend the day.

Tuesday night, Mr. and Mrs. Choise Smith attended the 1956 Study Club Christmas party at Massie Activity Center. Thursday night Mr. and Mrs. Choise Smith attended the Floyd County Christmas party at Andrews Ward school.

Mr. and Mrs. David Hart and Salinda of Hereford came Tuesday and David stayed until Thursday afternoon in the home of his parents, Mr. and Mrs. P. L. Hart. Mrs. David Hart and Salinda are still here.

After Sunday School, Mr. and Mrs. P. L. Hart, Mrs. David Hart and Salinda went to Crosbyton and had lunch and on to Spur and visited long-time friends, Mr. and Mrs. H. L. Futch. They came home by Matador and visited Walter Craft.

Choise Smith and Jody went hunting at Spearman Saturday.

Thursday, Mr. and Mrs. Henry Brewer went to Lubbock where he had a checkup and found he still has some problems.

DuWayne Brewer of Dallas came Saturday and stayed over Sunday in the home of his parents, Mr. and Mrs. Henry Brewer.

Mr. and Mrs. Millard Watson and granddaughter, Deanna visited Mr. and Mrs. Henry Brewer Saturday night and later Mr. and Mrs. Dean Watson came by to get Deanna.

Mrs. Fred McDougle of Crosbyton visited her parents, Mr. and Mrs. Henry Brewer Sunday and had lunch with them.

Mrs. W. H. Bunch is still going back and forth to Crosbyton Hospital to see about her mother, Mrs. Mattie Raley.

Marvin Williamson and daughter, Marsha Ann of Dumas are here visiting his mother, Mrs. E. T. Williamson and other relatives.

Thursday afternoon Mr. and Mrs. D. C. Harrison went to Idalou to attend the basketball tournament. Their granddaughter, Kay Harrison of Lubbock played on the team for Roosevelt School. They played Christ the King School. Kay had some 21 high points.

Friday, Mrs. Milton Harrison, Mrs. Rex Harrison and Brandon visited Mrs. R. C. Smith and took her to Floydada for a medical checkup.

Mrs. Max Harrison, Debbie and Tracy of Floydada, and Mrs. D. C. Harrison spent Saturday in Plainview visiting Mr. and Mrs. Travis Dunn and Jean.

Mrs. Mattie Covington is staying this week with her mother, Mrs. R. F. Hall.

Those visiting in the home of Mrs. Hall last week were her son and daughter-in-law, Mr. and Mrs. Buck Hall, who have just recently returned to their home in Hereford from Tehran, Iran, where they have been for a number of months. Others visiting Mrs. R. F. Hall were Mrs. Thelma Jones, Mrs. Mattie Jameson, Mrs. Ruby Shoemaker, Clyde Alexander and Earl Bishop.

Mr. and Mrs. Buck Hall visited other relatives Thursday while here.

Mr. and Mrs. B. L. Breed returned home today (Monday) from Lubbock where they had been for a week where he was a patient in Methodist Hospital.

Mrs. Viola Brown was a luncheon guest in the home of her daughter and family, the Billy Joe Hambrights Sunday and in the afternoon all attended the Band Concert at high school. Kathy and Todd Hambricht are in the band.

Visiting Mr. and Mrs. W. M. Hambricht in Floydada during last week were Mr. and Mrs. Bob Hambricht and family and Billy Joe Hambricht.

Mr. and Mrs. Dean Watson, Deanna and Amanda went to Lubbock Wednesday and visited Mrs. Ken Robison and Kris.

Saturday night Mr. and Mrs. Dean Watson attended the Beta Sigma Phi Christmas party at the home of Mr. and Mrs. L. H. Koeh in Floydada.

Thursday, Mrs. Delmas McCormick and girls, Amy and Anita, Mrs. Artie Wood and Mrs. Weldon McCormick went to Lubbock where Mrs. Weldon McCormick had a checkup. Mrs. Artie Wood and granddaughters, Amy and Anita visited for the day with Mr. and Mrs. Bill Ward. Later Thursday afternoon Mrs. R. E. Young and Peggy visited Mrs. Delmas McCormick.

Friday night Mrs. Delmas McCormick sat up at Caprock Hospital with an aunt, Mrs. Mary Ellen Love. Mrs. Love passed away Sunday. Our sympathy is with the family.

Mrs. Q. D. Williams and Joe attended the band concert at high school Sunday afternoon. Joe played in the band.

Mr. and Mrs. Bill Ward and Wes of Lubbock visited Mr. and Mrs. Delmas McCormick and family Sunday. In the afternoon they attended the band concert Christmas program at the high school. Dorman McCormick played in the band.

Mr. and Mrs. Q. D. Williams, Monte and Joe spent the weekend in Oklahoma City, guests of Mr. and Mrs. Shelton Goodwin. Others there were Mr. and Mrs. Andy Goodwin of Decatur and Mr. and Mrs. Tom Davis of Boyd. All attended the National Finals Rodeo Saturday in Oklahoma City.

Sunday night after church, Mr. and Mrs. Riley

Teague visited Mr. and Mrs. Howard Bishop.

Monday night, Mrs. Nancy Bishop and Mrs. Lawita Bertrand attended the adult 2 department Sunday School Christmas party at the First Baptist Church.

LOCKNEY LOCAL

Ruby Bonine from Nashville, Tennessee, is moving to Lockney to care for Bryan and Garron, sons of Johnny Rose.

WOULD YOU BELIEVE..... ONLY 5 MORE SHOPPING DAYS UNTIL CHRISTMAS

LONG SHORT WIDE

rugged cow... rugged b

NO LACES!

LARGE SELECTION OF SIZES AND WIDTHS

When you work hard on your feet all day you really appreciate the long lasting comfort of Red Wing work boots. They're for the toughest job. Come try on a pair.

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SAVE UP TO 40% ON FUEL

MAKE WINTER-TIGHT, DRAFT-FREE WINDOWS, DOORS, PORCHES & BREEZEWAYS

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Holds In Heat — Keeps Out Cold

Tests prove that you can cut winter fuel bills up to 40% by covering your windows and doors with Warp's Flex-O-Glass.

Windows lose more heat than anywhere else in the house. A 1/8" crack around a loose-fitting window lets in as much cold as a 5" hole in the glass. Stop this costly heat loss! Tack genuine Warp's Flex-O-Glass over your screens and turn them into winter-tight storm windows and doors. Winterproof your porch and breezeway, too.

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A complete line of front and rear blades for Farm Tractors.

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FREE.

But getting an engine free isn't the only reason for talking to us. We want to tell you why right now is the best time to buy one. **GUARANTEED PRICE.** There's no telling what inflation is going to do to the price of irrigation engines this spring. With our plan, however, you pay 10% down and you don't have to worry about the price going up in the spring.

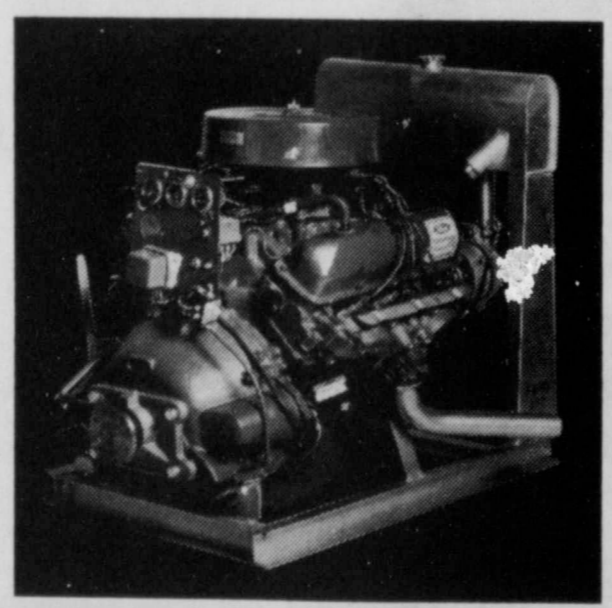
PAY FOR IT ON DELIVERY. We don't tell you when to take delivery. You tell us. You can take delivery any time. January. February. March. So, you also get a guaranteed delivery date and you don't have to pay for it until then.

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WE JUST MIGHT GIVE YOU A 428 CID. FREE. Come by right now. Let us tell you about our irrigation engines and register for a free 428 CID. There's no purchase necessary and you don't have to be present at the drawing to win. Registration ends January 31, 1975.

But don't let that keep you from booking your engine early. If you go ahead and buy one, and your name is drawn, we'll give you your money back.

Come by right now. Any way you go, you're a winner with Ford.



REED FORD-MERCURY IN FLOYDADA 983-3761

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The new Texas Instruments pocket calculator: it multiplies, divides and conquers.

LOCKNEY BEACON FLOYD COUNTY HESPERIAN

In 3 seconds you'll know which electric portal to give this Christmas.

Smith-Corona's new Cartridge Ribbon Typewriter.

The only one with the 3-second ribbon change. The quickest, cleanest ribbon change there is.

Also, Coronamatic™ Ribbon Cartridges come in nylon and carbon film (usually available only with office typewriters).

So in the same 3 seconds it takes to change a cartridge, you can change to a carbon film cartridge for typing that looks like printing.

And for mistakes, there's a correction ribbon in a Coronamatic cartridge, so you can correct errors in seconds.

There's also an assortment of colors, so you can add color to your typing.

Now with Smith-Corona's new cartridge ribbon typewriters you know which electric portable to give.

The question is who to give it to.

Press cartridge release.

Cartridge snaps out.

Snap in new ribbon cartridge.

REGULAR \$229.95 **\$189.95**

THE LOCKNEY BEACON THE FLOYD COUNTY HESPERIAN

Farm Bureau Sponsoring Gift Certificates

Theme of "have an old Christmas" the Floyd Farm Bureau has planned the all-out effort to assist those commodities in the promotion of meat, poultry and dairy products through a gift certificate campaign similar to this are being carried out in several other states by state Farm Bureaus. Gift certificates are available at the following Floyd firms:

Buddy's Fine Food, Caprock Cash Grocery, both of Floydada; Cash and Carry, Lockney; Dougherty Grocery and Hardware, Dougherty; Keeters Groceries, Lockney; L and J Food, Floydada; Piggly Wiggly, Floydada; Todd and Davis Supermarket and Todd and Davis Thriftway, Lockney; Upton Grocery, South Plains; Williams Meat Market, Floydada.

Dance In The MAC Saturday

Dee Show". The Floydada high school band will be selling refreshments. Sugar 'n spice and everything nice, that's what little girls are made of. Your sharing give some unwanted girls the opportunity to find themselves and become beautiful young ladies at Girlstown, U.S.A. Thanks to their many friends in West Texas, Girlstown has provided a home and an atmosphere of love for many girls the past 25 years. Now, they need your help again. Send contributions to: Girlstown, U.S.A., Box 35, Whiteface, Tex. 79379.



AL PACINO (center with beard), as an undercover detective, tries to make a dope deal in Paramount Pictures' "Serpico." The Dino De Laurentiis Presentation, produced by Martin Bregman and directed by Sidney Lumet, is based on Peter Maas' real-life best-seller about Frank Serpico, A New York City detective who fought the corruption rampant among his fellow lawmen. Showing Friday and Saturday at the Seale.



FAYE DUNAWAY is the treacherous Milady and Charlton Heston is the wily Cardinal Richelieu in Richard Lester's new all-star version of Alexander Dumas' "The Three Musketeers." The Alexander Salkind presentation for 20th Century-Fox release is showing Sunday at the Palace Theatre.

SEALE DRIVE-IN THEATRE
LOCKNEY, TEXAS
PHONE 652-2630
FRIDAY-SATURDAY
SUNDAY
AL PACINO "SERPICO"
CHESTY MORGAN "DEADLY WEAPONS"

OBITUARIES



Ricky Gonzalez

Funeral rites for 20 year old Enrique (Ricky) Charles Gonzalez Jr., of Floydada were conducted yesterday afternoon in the Spanish Assembly of God Church in Floydada. The pastor, Juan Hererra officiated. Interment was in Floydada Cemetery with Moore-Rose Funeral Home in charge.

The young man, a deaf mute, who resided with his parents at 214 West Mississippi, was found dead about 6:30 Monday morning in his bedroom. Justice of the Peace H. E. Porter said death was due to a self inflicted gun shot wound to the right temple. Porter, who along with City Police investigated the incident, said a 22 caliber rifle was the weapon used, and that Gonzalez had left a written note to his parents and several friends.

Gonzalez had been a student at the State School in Austin and authorities said he had not returned to the school since coming home for the Thanksgiving holidays.

He was born December 28, 1954 in Corpus Christi and moved to Floyd County in 1962 from Corpus.

Survivors include his parents, Mr. and Mrs. Enrique Charles Gonzalez Sr., of Floydada; sisters, Linda, Yolanda, Cindy and Aurora, all of the home; Neida Valdez of Lubbock and Susie Garza of Lockney; brothers, Noah Gonzalez, El Paso; Remario Palacio of California, Robert Gonzalez of Germany and Martin Palacio of Corpus Christi; his grandfather, Natibido Palacio of Floydada; and grandmother, Mrs. Guadalupe Gonzalez of Corpus Christi.

Miss Fitzgerald

Funeral services for Miss Reita Ann Fitzgerald, 19, were held Tuesday afternoon in the First Baptist Church in Floydada. The pastor, Dr. Floyd C. Bradley, officiated, assisted by Joe Jackson of the Primitive Baptist Church.

Miss Fitzgerald, an honor student at Kilgore Junior College, was killed in a car-truck collision early Sunday morning near Clyde, east of Abilene. She was enroute home to spend the holidays when the crash occurred some 3.7 miles east of Clyde about 4:45 a.m. Driver of the truck and his two passengers suffered minor injuries, it was reported.

The young woman was born March 21, 1955 in Petersburg. She moved to Floydada in 1959 from Dallas and graduated from Floydada High School in 1972. She was assistant drum major of the Floydada Whirlwind Band in 1971 and drum major her senior year, being a member of the band four years. She was also a member of the stage band three years, member of the Drama Club and Thespians her sophomore year and received departmental recognition all four years in high school.

She was a member of the First Baptist Church where she was active in youth work and youth choir her high school years.

Survivors include her mother and stepfather, Ruth and E. A. Noland of Lockney; her father and stepmother, Robert E. and Esther Fitzgerald of Amarillo; two sisters, Susan and Sarah of the Lockney home; four stepsisters, two stepbrothers, and her grandparents, Mr. and Mrs. Jim Fitzgerald of Floydada and Mr. and Mrs. C. A. Williams of Pittsburg, Tex.

Burial was in Floyd County Memorial Park under the direction of Moore-Rose Funeral Home.

Pallbearers were Jim Dempsey, George Johnston, Charles Melton, Don Shurbet, Sam Green and John Moss. Honorary pallbearers included Craig Hambright, T. C. Hollums, Fred Jackson, Barker Chunn, Fay Gooch, Pete Roe and Jim Vickers.

W. H. Mayfield

Rites for W. H. (Howard) Mayfield, 80 year old resident of New Home, and brother of Gordon Mayfield of Floydada, were conducted Sunday in the New Home Baptist Church. Mayfield died Saturday in a Lubbock hospital following a lengthy illness.

Graveside rites and burial was in Crosbyton Cemetery. Mayfield moved to New Home 15 years ago from Crosbyton.

Survivors include his wife, Jewel; a son, two daughters, two stepdaughters, five brothers, three sisters, eight grandchildren and 12 great grandchildren.

Mrs. Mathis

Mrs. Jewel Mathis, 70, sister of Mrs. Lela Wofford of Lockney, died Friday in a hospital in Portales, N.M. Services were held Monday at Calvary Baptist Church. Burial was in Portales Cemetery by Wheeler Mortuary.

Mrs. Mathis was a native of Texas and had lived in Portales since 1937. She was a Baptist. She is survived by her husband, Walter, and two daughters.

Those who attended the funeral in Portales included Mrs. Claude Wofford of Lockney, Mrs. Mary Wagoner of Claude, and Mrs. Lena Faye Wofford and Claudelle Norman, both of Plainview.

talkie, chaps, typewriter and a crain.
Love, David Sutterfield Age 6

Dear Santa
Santa I want a watch and a magic-box I love you Santa and I know you are true but you do not live in this land. Your friend Monty

Dear Santa,
I want a bicycle with a basket on it, some cymbals and a Raggedy Ann-Raggedy Andy Pop-up Party and a shopping cart. I am 4 years old and we live at 123 J.B. Ave.
Love, Kelli La Baume

Dear Santa,
I want a drum set, a B-B Gun and a Jr. size real football. We'll leave you a snack. I am 7 yrs. old and in the 1st grade.
Love, Coy La Baume



Dear Santa,
I have just had my first birthday. Sometimes my big sister, Donna, thinks that I bother her, but I try not to. Please bring me a Little Wheel.
Thank you very much.
Love, Tami Sue Vernon

Dear Santa,
I am five years old this year. I have tried to be a good helper for my Mother and Daddy.
I would like for you to bring a Big Wheel. I would also like to get some pajamas. Thank you very much.
Love, Donna Lyn Vernon

Dear Santa,
I would like a walkie

Rites Friday For Mrs. L.A. Marshall

Funeral rites will be conducted Friday afternoon, December 29, at 2 o'clock for Mrs. L.A. (Rachel) Marshall, 89, who died at 12:15 p.m. Wednesday in St. Mary of the Plains Hospital in Lubbock. Services will be held in the chapel of the First Baptist Church in Floydada with the pastor, Dr. Floyd C. Bradley officiating. Interment will be in Floydada Cemetery under the direction of Moore-Rose Funeral Home.

Mrs. Marshall was a native of Van Zandt County, born January 10, 1885 and was married to Luther Allison Marshall, August 29, 1903 at Shannon, Texas. The family came to Floydada in 1911 from Tioga, Texas. Mrs. Marshall was preceded in death by her husband on

June 29, 1966. She had made her home the past few years in Roswell and Lubbock.

Survivors include three sons, Dr. L.J. Marshall and Dr. Steve Marshall both of Roswell and Carl (Speck) Marshall of Lubbock; two daughters, Nell Marshall of Lubbock and Marie Marshall of Carlsbad, Texas; a brother, Henry Galloway of Floydada; a sister, Mrs. Linnie Marshall of Amarillo; 11 grandchildren and 15 great grandchildren.

The family requests that

memorials be in the form of donations to Muscular Dystrophy.

5 SHOPPING DAYS UNTIL CHRISTMAS TO LATE TO CLASSIFY TOO OLD TO RIDE MY BICYCLE — 3-wheel, 3-speed, \$115. 983-2389. 12-22p

BAKER STORE OPEN EACH AFTERNOON

From 1:30 p.m. to 4:00 p.m. Through Monday, Dec. 23

H.D. LEE COVERALLS SIZE 42 MED., LEE WORK SHIRT, 15 1/2 - 32, H.D. LEE NAVY WORK PANTS 38 - 30 KHA-KI SHIRT 15 1/2 - 33, 2 KHAKI PANTS 36 - 30, 3 30-33, OLIVE DRAB SHIRT 13 1/2 32, BLUE SHIRT 16 1/2 H.D. LEE WESTERN SHIRT,

1 3 PC. MICHELANGELO SERVING SET 2 PR. LADIES LEE RIDERS, SIZE 24, \$4.75, 1 G.E. ELECTRIC BLANKET DOUBLE \$12.95, 2 HOT PINK NYLON DUSTERS, MED. REG. \$9.00, PANTYS SIZE 4, 1 PURPLE SLACK, SIZE 6, 3 PR. HOUSE-SHOES, OR SLIDES SIZE 8, RED AND SILVER, FEW NOTIONS, FAMOUS BRANDS GIRDLES, SMALL AND MED. AND PANTY GIRDLES, EXTRA LARGE, FAMOUS BRANDS GIRDLES, SMALL AND MED. AND PANTY GIRDLES EXTRA LARGE BRAS, ALSO SIZE 32 D AND 32 DD, 34C, 36, 38, 2 XX LARGE EXQUISITE GIRDLES,

1 FOOTBALL, 1 BASKETBALL, MANY OTHER ITEMS, ALL GIVE-AWAY PRICES FROM \$1.00 TO \$5.00 ON GIRDLES VALUES UP TO \$25.00 IN SIZE MED. AND SMALL.

BAKER STORE DOWNTOWN LOCKNEY

JIMMY DEAN 24 OZ.	PURE
Sausage \$1.79	Ground Beef LB. 79¢
GRADE A FRYERS	LB. 43¢
20 CT. TABLETS	\$1.79
CONTACT REG. \$2.95	
RUSSETT NO. 2 10 LB. BAG	FAMILY SIZE DETERGENT
Potatoes 79¢	TIDE \$3.99
CLOVERLAKE 1/2 PINT	CLOVERLAKE PINT
Whipping Cream 3/51	Half & Half 3/51
CLOVERLAKE 8 OZ.	CLOVERLAKE 8 OZ.
Dip & Chip 3/51	Sour Cream 3/51
SHURFRESH TWIN PACK	THIRD BOX RED DEL. CHRISTMAS PACK
Potato Chips 69¢	APPLES \$3.59
THIRD BOX SUNKIST CHRISTMAS PACK	SHURFRESH GRADE A MED. EGGS DOZ. 71¢
Oranges \$2.87	
GRADE A 4 TO 6 LB. AVG.	
Baking Hens	LB. 59¢
shurfresh MILK	THESE PRICES GOOD THROUGH DEC. 21
	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 983-2100	
WE DELIVER	
AFFILIATED	

Deadline Nears For Conservation Work

In a joint announcement this week, Tom Moore of the ASCS office and Jon J. La Baume of the SCS office stated the deadline for installing conservation work for cost share assistance is rapidly approaching. The conservation work needs to be substantially completed by Dec. 28, 1974. This is on a

Saturday, but the application form must be signed by the Soil Conservation Service on Friday the 27th of December. La Baume stated that this time 38 cost share applications were in his office and most of the applications were for irrigation pipelines. To receive cost share

assistance these 38 applications must be signed by the Soil Conservation Service by Friday the 27th. These applications can not be signed stating what is needed until a pipeline design is turned in to the SCS by the pipeline company. If anyone has an application pending, please

check with the ASCS office or the SCS office on the status of the conservation work. If anyone has an application and does not plan to install the practice, please contact either office to have the application cancelled. Please remember, the SCS must have a pipeline design and the application

Caprock Hospital Report

Dec. 11-18, 1974
FROM FLOYDADA:
Ellen Love, admitted 12-2, expired 12-15.
must be signed stating needs by December 27, 1974 and that the practice must be substantially completed by December 28, 1974.

Robert Irias, admitted 12-7, continues treatment.
Frank Gonzales, admitted 12-8, continues treatment.
Eulalia Fyffe, admitted 12-10, continues treatment.
H. E. Edwards, admitted 12-12, continues treatment.
Thomas Warren, admitted

12-13, continues treatment.
Martha Moseley, admitted 12-17, continues treatment.
Judy Campbell, admitted 12-8, dismissed 12-15.
Frank Sancez, admitted 12-9, dismissed 12-13.
Ernestine Gilly, admitted 12-9, dismissed 12-13.
Barney Reyes, admitted 12-14, dismissed 12-15.
Ben Hartless, Kermit, admitted 12-7, dismissed 12-12.

Deanne Miller, admitted 12-12, 12-14.
Miller Baby G, ton, admitted 12-12, 12-14.
Leticia Moreno, ton, admitted 12-12, 12-14.
Moreno Baby byton, admitted 12-12, 12-14.
Carl Woods, admitted 12-15, treatment.

Merry Christmas

SAVE WITH THESE HOLIDAY PRICES

NEW PRICING POLICY

PIGGLY WIGGLY



Looking For A Convenient Holiday Gift Idea?
Give Piggly Wiggly Gift Certificates to friends, employees, and business acquaintances.
See Your Local Piggly Wiggly Store Manager.

We will not increase the price placed on our shelves for sale are forced to increase a price on our shelves marked at the low be sold at that lower price.



USDA Inspected

Tom Turkeys

48^c

Lb.

- USDA Choice, Heavy Aged Beef, Boneless, Strip Rib Eye Steaks Lb. \$2.98
- 2 1/2-Lb. Size, White & Dark Meat Honeysuckle Turkey Roast 2 1/2-Lb. \$3.73
- FARMER JONES Bacon Lb. \$1.29
- Lean Ground Beef Lb. 99^c
- USDA Choice, Heavy Aged Beef, 4th thru 7th Ribs Rib Roast Lb. \$1.19
- 5 Flavors Kraft Party Dips 8-oz. Pkg. 69^c
- Kraft, Sliced American Cheese 12-oz. Pkg. \$1.09
- Kraft, Philadelphia Cream Cheese 8-oz. Pkg. 49^c

USDA Grade A, 18-Lbs. and Up Honeysuckle Turkeys Lb. 59^c



All Grinds

Folger's Coffee

89^c

1-Lb. Can

Limit 1 with \$7.50 or more purchase excluding cigarettes.

- Piggly Wiggly, Texas Style Biscuits 4 10-Ct. \$1.00 Cans
- Piggly Wiggly Cinnamon Rolls 3 8-Ct. \$1.00 Cans
- Joan of Arc, Whole or Cream Golden Corn 4 17-oz. \$1.00 Cans
- Betty Crocker, Layer Varieties

Cake Mix 18 1/2-oz. Box 59^c

Del Monte Cut Green Beans 3 16-oz. 89^c Cans

Aluminum, Standard Reynold's Foil 25-Ft. Roll 29^c

MIX OR MATCH Libby's Pumpkin 16-oz. Cans, Piggly Wiggly Cranberry Sauce 16-oz. Can, Mandarin Oranges 1 1-oz. Can 4 For \$1

CLOVERLAKE 8 OZ., CTN. Whipping Cream 29^c



Swift USDA Grade A 18-Lbs. & Up, Turkeys

Butterballs

59^c

Lb.

- USDA Grade A, Swift, 10-18 Lbs. Butterball Turkeys Lb. 69^c
- USDA Grade A, 10-18 Lbs. Honeysuckle Turkeys Lb. 69^c
- Hot Links Lb. \$1.09
- USDA Choice, Heavy Aged Beef, Boneless, Rump-Top-Bottom Round Roast Lb. \$1.59
- Fresh Chicken Gizzards Lb. 89^c
- Fresh Chicken Livers Lb. \$1.29
- Farmer Jones, 2-Lb. \$1.95 Roll Sausage Lb. 98^c
- USDA Grade A, 4 to 7 Lb. Avg. Baking Hens Lb. 59^c



Shank Portion Hickory Smoked

Ham

98^c

Lb.

- Half or Whole Pork Loin Roast Lb. \$1.09
- Beef Liver Lb. 99^c
- Boston Butt Fresh Pork Roast Lb. 89^c
- Rib Steak Lb. \$1.08
- Half Hams Hormel "Cure 81" Lb. \$2.49
- Lean Beef Short Ribs Lb. 59^c
- Boneless Stewing Beef Lb. \$1.19
- Hickory Smoked Ham Butt Portion Lb. 98^c



Enriched Flour

Gold Medal

69^c

5-Lb. Bag

Limit 1 with \$7.50 or more purchase excluding beer, wine & cigarettes.

- Piggly Wiggly, Assorted Colors Paper Towels 1 Ply 175-Ct. Roll 39^c
- Piggly Wiggly, Twin Pak Potato Chips 8-oz. 59^c

Piggly Wiggly, Grade A

Eggs

69^c

Doz.

- Sugary Sam Canned Yams 30-oz. Can 49^c
- Pieces or Halves, Regular 79c Azar Pecans Pkg. 69^c
- Apple, Peach or Cherry Ole South Cobblers 32-oz. Pkg. 99^c



32 OZ., 6 BTL. CTN.

Coca Cola or Dr Pepper

\$1.59

PLUS DEPOSIT

- Local Brand — Assorted Flavors Party Dips 3 8-oz. \$1.00 Ctns.
- Piggly Wiggly, Regular Quarters Margarine 1-Lb. 49^c Pkg.

CLOVERLAKE

Ice Cream

99^c

1/2-Gal. Ctn.

- Piggly Wiggly Brown & Serve Rolls 3 12-Ct. 89^c Pkg.
- Local Brand Egg Nog Qt. 59^c
- Piggly Wiggly, 100% Pure Florida, Frozen Orange Juice 6-oz. Cans 5 \$1



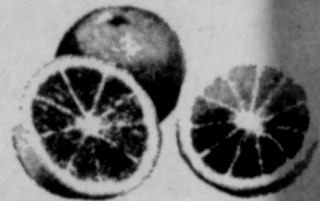
Washington — Extra Fancy Medium Size, Red Delicious

Apples

4 \$1

LBS.

- Boil with Lemon Juice Nutritious Broccoli Lb.
- Serve with Cheese Sauce, Solid Heads Cauliflower Lb.
- Nothing Like It! Tropical Pineapple Ea.
- Holiday Favorite With Ham East Texas Yams Lb. 19



California Sunkist, Medium Size

Navel Oranges

5 \$1

LBS.

- Fancy, Fruit Bowl Jumbo Red Delicious Apples Lb.
- Texas Sweet Juice Oranges 5-Lb. Bag
- Fruit Salad Favorite Juicy Tangerines Lb.
- Crisp California — Medium Shank

Pascal Celery

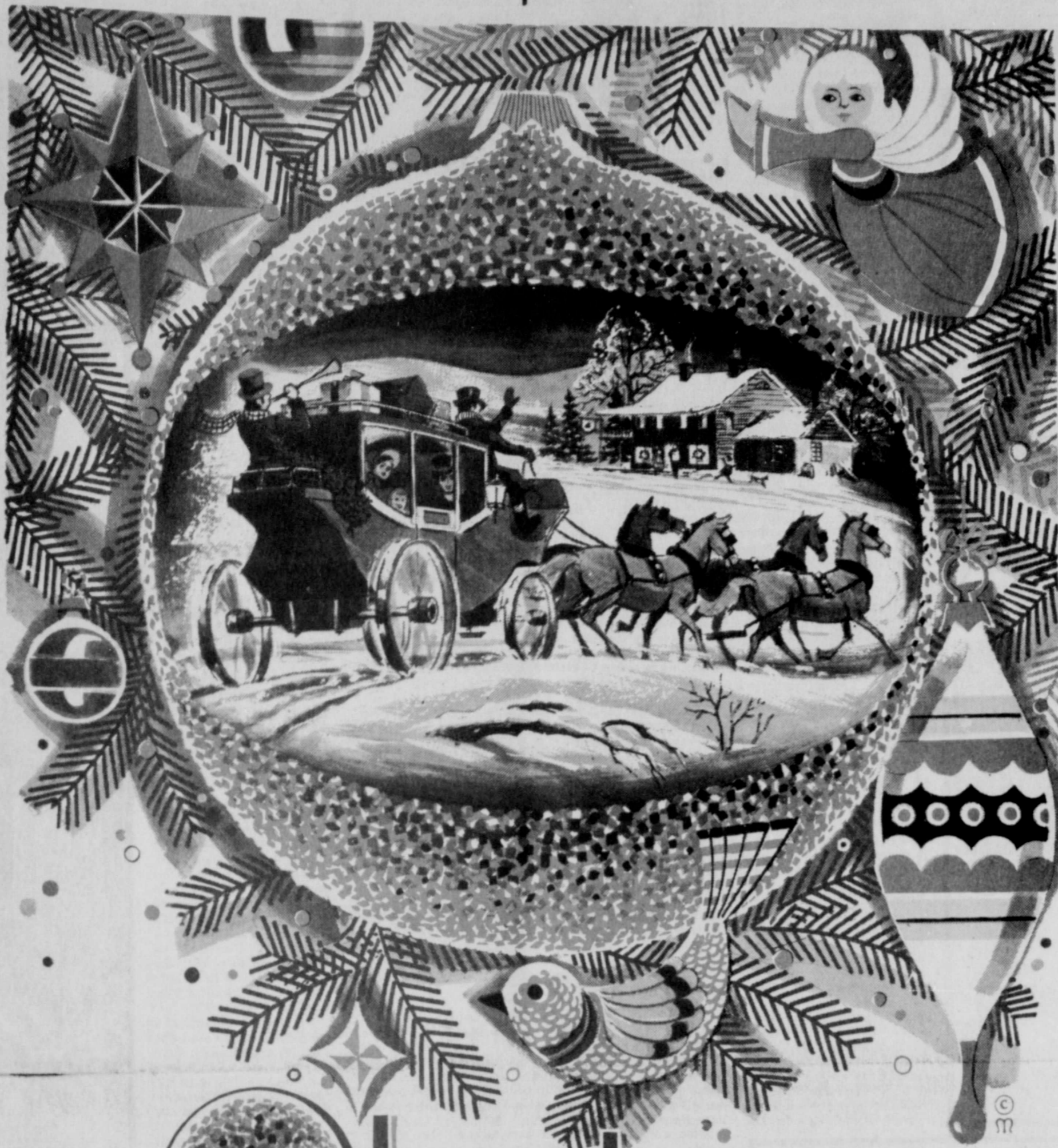
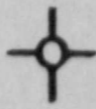
Fancy, Large Size

Bulk Nuts

MILD Yellow Onions Lb. 10

Ole South or Dutch Ann, Frozen 9-Inch Pie Shells 2-Pk.

Piggly Wiggly, Frozen Corn-on-the-Cob 18 Foil Packs Alka-Seltzer Fast Acting Pepto Bismol 12-oz. Btl.



Christmas Greetings

Good tidings of comfort and joy . . . to all our cherished friends and neighbors. We hope the season's warmth fills your house and hearth with rekindled feelings of peace and brotherhood. Rejoice . . . be happy! Share the Christmas spirit! Special thanks for your loyalty and very pleasant associations.

OFFICERS AND DIRECTORS

- Walter Farris, Chairman of Board
- Ray Henry, President
- Frank Barrow, Senior Vice President
- John Payne, Cashier
- Tom Farris, Assistant Vice President
- Ed Zimmerman, Jr., Director
- W. Norman, Director
- H. Bedford, Director
- Wanda Walding, Asst. Cashier
- Bill Swinson, Asst. Cashier
- Carolyn Stovall, Asst. Cashier

"HELPING CHANGE THINGS FOR THE BETTER"

THE FIRST NATIONAL BANK OF FLOYDADA
 FLOYDADA, TEXAS 79235 MEMBER F.D.I.C.

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- Betty Weems
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Jean Durham, Note Teller
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- Margie Fowler
- Gaya Hale
- Peggy Self
- Darlenda Marquis
- Glenda Wilson

Lower Turkey Prices For Christmas

COLLEGE STATION — Lower turkey prices and higher vegetable prices than last year is the Christmas menu forecast, one observer said this week.
She's Mrs. Gwendolyne

Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.
"Vegetable prices will be

higher for the rest of the year because acreage is off eight per cent.
"Also, some higher retail prices on vegetables are the result of wider price margins," the specialist explained.

Best vegetable choices for the holidays are sweet potatoes, broccoli, dry onions, potatoes, cabbage and carrots, Mrs. Clyatt said.
Also, cauliflower, rutabagas and hard shell squash. "On the other hand, dry beans, dry peas and rice are abundant and economical, so they could serve as nutritious holiday budget stretchers," the specialist added.
Holiday fruits now in

season include cranberries, grapefruit, oranges, tangerines, tangelos, bananas, pears and grapes.
"Avocados are more abundant this year after several years of short supply, and all the new-crop nuts are available. This is also persimmon and pomegranate season," Mrs. Clyatt added.

Since peanuts are also plentiful, prices on peanut butter may decline, she predicted.
At meat counters, turkeys will sell for considerably less than they did last year, the specialist said.

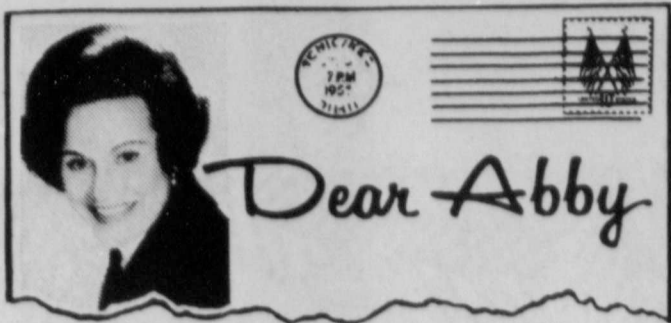
"Beef supplies are plentiful, and pork supplies are adequate," she added.
"Beef production is moderately higher than last year with record supplies now coming to market. Grass fed beef accounts for most of the increase," Mrs. Clyatt pointed out.

Features on beef include chuck cuts, ground beef, stew meat and liver — along with scattered values on sirloin steak and sirloin tip roasts.

Best pork values are Boston butt roasts, quarterloins cut into chops and loin roasts.

"Ham is costing more, as it's being stockpiled for the holidays, but bacon prices have lowered in the past few weeks," the specialist said.
CONSUMER WATCHWORDS: Dairy features are numerous this week.

Check for specials on sour cream, whipping cream and a variety of cheese products.



Has thirteen kids and she's proud of it

By Abigail Van Buren
© 1974 by The Chicago Tribune

DEAR ABBY: I am a good Catholic woman. God gave me 13 children and I am proud of it. When people find out how many kids I have, they look at me like I committed some kind of crime. I am not on welfare, and I am not asking anybody else to help me raise them.

Some people ask me if I ever heard of birth control. I have, but the only method permitted by the Catholic Church is called "the rhythm system."

Why can't people mind their own business?
PROUD MOTHER

DEAR PROUD: One reason may be that they are concerned about a very real problem, which cannot be ignored. It's overpopulation.

At present, the world population is increasing at the rate of about 68 million a year—much more than the total population of Great Britain, France, Italy, or West Germany!

Every day there are 185,000 more mouths to feed. This means that the present world population of 3,632 million will double by the year 2010!

But criticizing parents of large families after the fact strikes me as not only irrelevant to future solutions, but as meddling and unkind.

DEAR ABBY: Our son, who will be 16 his next birthday, is fast-talking, persuasive and attractive. Jeff can charm the birds out of the trees when he wants to. He keeps making remarks like: "I can't wait until my next birthday so I can drive." He's all set to sign up for driver's ed in school.

He doesn't have a car to drive, and we hadn't planned on buying him one, but he's been buttering up his grandparents lately, hoping they will buy him a car for his sixteenth birthday. (I have news for him. He still needs OUR permission to drive.)

Jeff's grades are just so-so, he doesn't always keep his word, and he has to show a lot more maturity and responsibility before we'll let him drive.

He had a summer job and didn't save a dime.
How do we get it across to this boy that just because the law says he's old enough to drive doesn't necessarily mean he's going to?
MOM AND POP

DEAR M. AND P.: You seem articulate enough. Why don't you just TELL him?

DEAR ABBY: I would like to just walk away from my home and husband, and start a new life somewhere where nobody knows me.

I hate being married. I've been married for 25 years. I have no children at home. I didn't really want to get married and I didn't have to, but in those days, social pressures made a girl feel like if she wasn't married there must be something the matter with her.

Abby, could this feeling I have be the "change of life" blues?
RESTLESS

DEAR RESTLESS: Could be. Women in their middle years (men, too) sometimes become depressed and dissatisfied with their lot. That "let-down" feeling could be caused by a hormonal change. Get a thorough physical checkup without delay, and tell your doctor what's on your mind. I promise you, he's heard that tune before. There IS help for you.

Everyone 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 booklet, "How to Have a Lovely Wedding," send \$1 to Abigail Van Buren, 132 Lasky Dr., Beverly Hills, Calif. 90212.

Credit Laws

Ban Sex

Discrimination

COLLEGE STATION — Credit granted to either a husband or wife is the sole responsibility of that person, as of August, 1973, in Texas, Mrs. Doris Myers reported.

New legislation passed recently by the U.S.

Congress also bans "discrimination against any applicant on the basis of sex or marital status — with respect to any aspect of a credit transaction," the family resource management specialist with the Texas Agricultural Extension Service, The Texas A&M University System, said.

The new law passed in Congress also includes a section on Fair Credit Billing. The credit card holder has the right to stop

Livestock Feeding Still Under Pressure

COLLEGE STATION — "Feed supplies and prices will remain the critical concerns of the livestock industry in the coming months," says Dr. Ed Uvacek, livestock marketing specialist for the Texas Agricultural Extension Service.

Reduced grain and soybean production has resulted in rising feed prices and cutbacks in livestock feeding, points out the Texas A&M University System economist.

"Hog producers this fall are planning to farrow the fewest number of sows since 1965, number of cattle on feed are the lowest in six years, and poultry production is being cut a tenth from last year," notes Uvacek.

Hog prices are expected to go down this fall with the increased seasonal slaughter, but smaller supplies and higher prices can be expected next year.

"There has been a decrease in the slaughter of grain-fed cattle this fall, while the slaughter of non-fed cattle and calves has increased during the first half of 1975 as the market for cows and non-fed steers and heifers decreases."

Although feeder cattle supplies will continue large into next year, prices should improve over this fall, believes Uvacek. Feeder prices are expected to show some strength as the spring

season approaches.
"Slaughter lamb prices may average above those of last year due to a drop in slaughter, but rising feed

costs will keep the feeder lamb the specialist. In early next year, under pressure,



May the Christmas Season be memorable and joyous time filled with blessings and love for all.

Tastee Freez

NEIL, JOYCE, VICKI AND TERRI SMITH FLOYDADA



Our wish is one that isn't new... but still we'd like to say to you: Merry Christmas

PARKER FURNITURE FLOYDADA

May the spirit of holiday joy burn brightly in your home and in your heart!

COLLINS IMPLEMENT CO.
JOHNNY COLLINS
FLOYDADA

Attention neighbors! We're delivering a big tractor load of thanks and good wishes to you.

ELMER MATT
NORRELL TRACTOR PARTS
FLOYDADA

Merry Christmas to you and yours from all of us.

ELECTRICITY-IT DOES SO MUCH FOR US

The Electric Company
FOR SO MANY PEOPLE

When that 'bargain' turns sour

By Evelyn Radcliffe
Written for
The Christian Science Monitor

What recourse has the consumer when he realizes he has been sold shoddy merchandise, a service that didn't perform, a set of books by a door-to-door salesman for twice the price he would pay in a store, or has been pressured into a contract that is beyond his ability to pay?

There was a time when the consumer was resigned to such a loss with a regretful shrug of the shoulders. The wave of righteous indignation that has been sweeping across the country on behalf of the consumer for several years now has brought with it a moral uprising.

No longer must the consumer stand still and be cheated out of his ever-shrinking dollar. Consumer protection groups are active in cities from coast to coast, on community, county, state, and federal levels.

Television and radio stations are producing "action lines" which consumers can call and have the spotlight of publicity turned on the questionable service.

Preventive measures

Preventive measures to avoid being cheated include:

- Don't expect something for nothing. Don't be enticed by unrealistic promises of free trips, prizes, etc.
- Know your advertising medium.



A reputable paper will not knowingly take an advertisement from chronic violators like bait-and-switchers.

• Don't sign anything without reading it thoroughly and understanding it. "Before you invest, investigate."

• If you do sign, be sure there are no blank spaces on the contract, and that everything promised you is in writing.

• Get a copy of everything you sign.

• Know with whom you're dealing. Have home repairs done by firms with whom you have some recourse.

• Make sure you want what you're getting at the price offered, and then make sure you get what you wanted.

• Join, or form a local consumer protection group to work for government regulation of dishonest practices.

• Ask to see the door-to-door salesman's license. If you have reason to doubt him, ask him to call back the next day. Tell him you want to check with the Better Business Bureau and find out about his license. Unless his conscience is clear he won't come back.

• Don't pay in advance.

What action to take

What to do if you think you've been dealt with dishonestly:

• If a victim of bait-and-switch advertising, and you purchased an item you wish you hadn't, get the name of the salesman, then go to the store manager. Write to the president of the company and/or report to the newspaper and the nearest consumer-affairs agency.

• If you receive "Spanish-prisoner" type mail, report it to the postmaster general.

• If a victim of the "pigeon-drop" game, report to the local police first — immediately, not the next day or so. Don't be embarrassed, you may help protect the next unsuspecting person.

• If you have signed a contract you regret, check to see if your state has a cooling-off period. California, for example, has a three-day period for certain circumstances during which you can cancel out of a contract.

• If you receive shoddy merchandise, report it first to the store manager. If no adjustment is made, contact your nearest department of consumer affairs.

In its booklet, "Facts You Should Know About Schemes," the Better Business Bureau writes, "It is not sufficient to know what the schemes are and how they are worked. It is equally essential to understand human weaknesses which make us ever susceptible. It is well to remember that the schemer relies for success upon universal human desires, such as desires . . . to get something for nothing or to get a lot for a little."

Consumers interested in the BBB booklet, which exposes many other schemes, may send a stamped, self-addressed envelope to the Council of Better Business Bureaus, 1150 17th Street NW, Washington, DC. 20036.

Second of two articles excerpted from a forthcoming book.

Texas Employment Commission Seeks Occupational Data

In a time when government and private sources spend billions of dollars for educational and occupational training, the Texas Employment Commission has launched a data-gathering effort which will have practical application.

TEC, with the assistance of employers, is gathering data which will permit accurate projections of the future worker-skill requirements of Texas industries, and permit a study of the occupational composition of industries in this state.

Called the Occupational Employment Statistics program, it has the sanction of

the Governor's Office, the Texas Education Agency and all concerned groups involved in the development and expansion of human resources.

"This project," says TEC Chairman and Executive Director Harold K. Dudley, "will assist both public and private educational and training programs, including vocational training, to become responsive to the manpower needs of industry."

The Commission, cooperating with the U.S. Department of Labor, is asking a sample of Texas employers for statistical information about their work force. The information, to be held confidential, will yield valuable data which decision makers can use to assure the proper design and funding of training programs.

TEC's Manpower Data Analysis and Research Department, directed by Horace N. Goodson, is conducting the data-gathering effort.

Employers selected at random within each industry size group are mailed a questionnaire asking for the number of employees and apprentices in each occupation within their particular industry.

This is the first time the Texas Employment Commission has gathered occupational employment data on a statewide basis. Success of the effort depends on good response rates from sample employers. The employer may or may not be queried at three-year intervals.

The OES program is designed to:

- Provide accurate profiles of occupational resources by industry, and trends in the number of workers employed by occupation.
- Identify the areas where people with various skills are located.
- Help determine future worker requirements by industry and occupation.
- Identify emerging and disappearing occupations.

The data thus gathered will be essential in planning and developing educational training programs which will more closely provide persons with the skills that are needed by Texas employers.

Long range occupational demand projections may also be made from this data.

Skill levels by industry will be available so that a firm may compare its own occupational profile with that of the industry of which it is a part. No individual firm data will be available.

The OES program will collect data on different industrial segments of the Texas labor force over a three-year cycle. Some 5,500 questionnaires were mailed for the first sample.

A film-foam-fabric composite which resembles leather is available on the market. Beverly Rhoades, clothing specialist with the Texas Agricultural Extension Service, The Texas A&M University System, reports. A foam base is laminated to a transparent acrylic film, pre-printed with a photograph or design on its back. The design is visible from the top surface, creating a

three-dimensional effect.

MERRY CHRISTMAS



Joy to all

God's love, manifested on that very first Christmas, still lights the world. May that light dwell within every heart at this holiest of seasons. Greetings from

RUDY'S BARBER SHOP
Rudy & Tony Ochoa

Holiday Greetings



Just putting together the best of wishes for all our good friends. May this Yule season be a happy one for you and your loved ones. Thanks for your patronage.

WILL BE CLOSED DECEMBER 22-25
FOR EMERGENCY SERVICE CALL....
983-3114

Willson & Son
Builders-Mart

NOEL



May your hearth be warm and your home filled with happiness this holiday season. We wish to thank you for your patronage during the year and look forward to serving you in the future.

ALL THE FOLKS AT

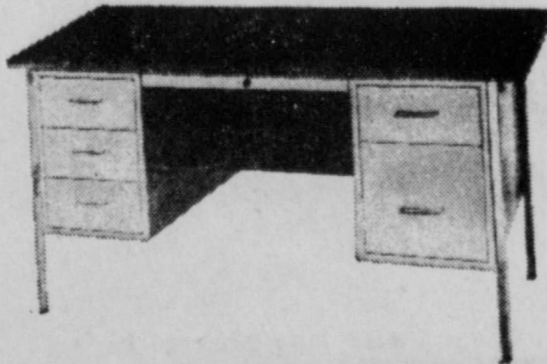
FLOYDADA IMPLEMENT

GIVE HIM



Electronic Calculators
Texas Instruments™

2500..... \$44.95
2550..... \$69.95



DESKS \$59.95 UP

THE BEACON
IN LOCKNEY

THE HESPERIAN
IN FLOYDADA



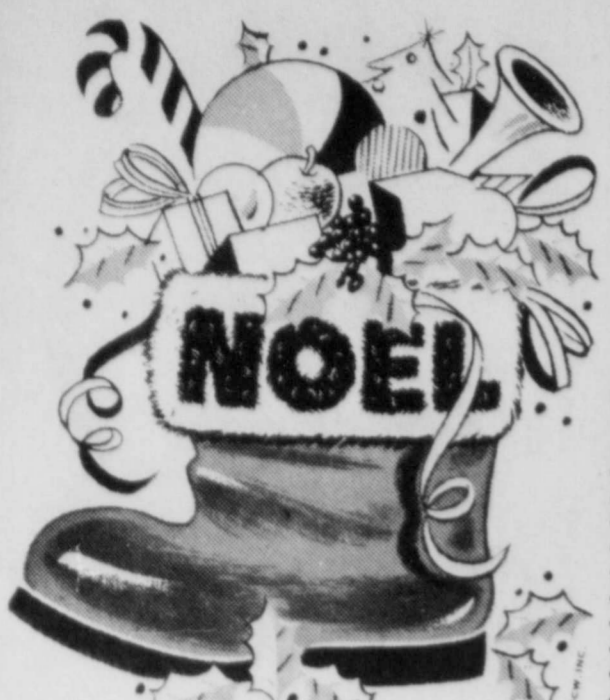
Merry Christmas

TO ALL

It's the season to pause and think about friends old and new . . . and to wish them health and happiness!

CAPROCK CASH GROCERY

FLOYDADA



A Bootiful Christmas to All our Loyal Customers

DYSON'S

MR. AND MRS. CARROLL SIMS
FLOYDADA

Living standards, international comparisons

Eight selected items

To buy this —	A typical factory hand must work this long in—				
	U.S.	Japan	Britain	France	West Germany
Low priced home	4-5 yrs.	12-14 yrs.	6-7 yrs.	8-10 yrs.	10-12 yrs.
Small car	15 wks.	21½ wks.	32½ wks.	33 wks.	21½ wks.
TV set, B&W	36 hrs.	87½ hrs.	99 hrs.	125 hrs.	69 hrs.
Man's shoes	6½ hrs.	7½ hrs.	9½ hrs.	12½ hrs.	9 hrs.
Hamburger, lb.	14 min.	62 min.	30 min.	47 min.	29 min.
Eggs, dozen	11 min.	22 min.	32 min.	33 min.	21 min.
Milk, half gal.	10 min.	24 min.	15 min.	17 min.	13 min.
Bread, lb.	4 min.	14 min.	8 min.	7 min.	7 min.

From table in "The Real America," reprinted courtesy Doubleday & Company, Inc.

HAPPY HOLIDAYS



We would like to extend our best wishes and thank you for your loyal support

SPARKS CONOCO

FLOYDADA

Vets Should Complete

Income Questionnaire

Persons in Texas who receive Veterans Administration pension checks should remember to complete their annual income questionnaire by January 1, 1975, Jack Coker, Waco VA Regional Office Director, said today.

The January 1 deadline is a change from the customary January 15 date to relieve the bottleneck experienced in the past on preparing January checks for pensioners waiting to

mid-January or later in returning questionnaires. Income questionnaires were included with pension checks for November.

Coker also pointed out that some beneficiaries who normally are exempt will receive questionnaires this year because of cost of living increases in their annuities.

Puckett, Nanette Burk, Royce Chadwick, Jodie Eastham, Linda Norman, Greg Carthel, Gordon Bond, Elizabeth Farris, Greg Goen, Mike Reeves, Donna Reid, Ronnette Kitchen, Elisha Garrett, Kelvin Ratliff, Mark Hirvikangas, Adeanna Morris, Mike Estes, Bill Starkey, Kelly Turner, Fleata Black, Robin Roberts, Rod Enriquez, Eli Enriquez, Beth Stovall, Monte Smitherman, Mike Bean, Brenda Vickers, Carlen Young, Kathy Green, Ricky Covington, Holly Hartsell, and sponsors Anne Swepston and Jerry Livingston.

Attending from Floydada Junior High School were Kary Helms, president; Jimmy Jackson, vice president; Shonda Fulton, secretary; and Darla Assiter, treasurer of the Floydada Junior High Student Council; and delegates Mark Beedy, Michael Sales, Ricky Luna, Jimmy Covington, Mike Allen, Jonna West, Becky Crabtree, Leeta Adams and Karen Turner and sponsor Mrs. Spence.

Child's View Of Santa

COLLEGE STATION — "What will I tell my child about Santa Claus?" is a familiar problem for many parents during the holiday season. The secret is to take ones clues from the child, one family life education specialist advised.

Parents might ask themselves, "What does the child want to know — what does the child understand," Ilene Carrington, with the Texas Agricultural Extension Service, The Texas A&M University System, suggested this week.

Up until about two years of age, children have little understanding of Christmas activities. The name Santa doesn't have much meaning to the young child. A common reaction to seeing Santa is one of fear — the fat man with the wooly beard in the red suit is a stranger to him and may be threatening to his world, she said.

"But by two years of age, the child is more conscious of Santa. He's really more interested in presents and what he is going to get for Christmas, though. Parents should be careful not to frighten the child by forcing him to see and talk to Santa," she advised.

The three-year-old shows a little more interest in Santa Claus and knows it's Santa who brings the toys. Christmas is a time of excitement for him, but he doesn't yet understand the legends or basis for the holiday season.

"But by four years of age, children are interested in all the details of Christmas, even though they still get confused about what is happening and why.

"Santa is very real to the five-to-six-year old. Christmas is a time of wonderment and excitement. Maybe the child is interested in writing a letter to Santa, or perhaps visiting him. He might want to leave Santa a late night snack under the tree," she said.

The child is also learning that Christmas means giving as well as receiving gifts. This is a good time to let the youngster help family mem-

bers make, wrap and deliver gifts to loved ones, Miss Carrington suggested.

"Much of the child's attitude about Santa Claus will be influenced by the feelings and actions of his parents and other family members.

Merry Christmas

Thank you for your loyal support

BABES SERVICE CENTER

Floydada

61 FHS STUDENTS AT LEVELLAND COUNCIL MEET

LEVELLAND — Sixty-one students from Floydada were among the 355 participants in the annual District V Convention of the South Plains Association of Student Councils conducted Wednesday, Dec. 4, on the campus of South Plains College.

The convention featured an address by Rev. Leon Hill of Amarillo, small group sessions where student council problems were discussed, business meetings, and a political rally.

Attending from Floydada High School were Blair Davis, Bravada Garrett, Lou Ann Watson, Christi Stringer, Steve Moore, Mike Ramsey, Kathy Hale, Kathy Hinsley, Mitzi Hale, Jon Jones, Tony Hesson, Ray Foster, Tom Assiter, Tracy

The 1974 Christmas Seal Campaign is the 68th anniversary of the first seal used in 1907 to combat the then dreaded disease, Tuberculosis.

Today, Christmas Seals help fight emphysema, chronic bronchitis, asthma, air pollution and cigarette smoking. For life and breath, give more to Christmas Seals, from your American Lung Association of Texas, West Texas Area.

NOEL

WE PRAY THAT PEACE BE WITH YOU

May that peace that passes understanding . . . the peace of Jesus Christ, our Lord . . . come into every heart this Christmas. We wish you and yours the very best!

BOONE ADAMS

HINTON WELL SERVICE

FLOYDADA

GLAD TIDINGS

May your happiness be so great that you treasure forever the many wondrous memories of this Christmas and all its joys.

FROM THE FOLKS AT

McDONALD IMPLEMENTS

983-3344 Floydada 210 W. Calif.

Joyous Noel

It's time to greet all our friends...and wish them the very best — good health, good friends and good times! Thank you for your patronage.

Daniel Automotive

FLOYDADA

Give The Gift They'll Enjoy 105 TIMES A YEAR

WHAT BETTER CHRISTMAS PRESENT FOR THE ENTIRE FAMILY THAN A YEAR'S SUBSCRIPTION TO THE FLOYD COUNTY HESPERIAN OR THE LOCKNEY BEACON?

CALL THE HESPERIAN AT 983-3737, OR THE BEACON AT 652-3318 RIGHT NOW, GIVE THE NAME AND ADDRESS OF THE PERSON OR FAMILY YOU WANT TO GIVE THE YEAR'S SUBSCRIPTION TO, AND THE CIRCULATION DEPARTMENT WILL SEND A BEAUTIFUL CHRISTMAS CARD TO THE RECIPIENT.

THE SUBSCRIPTION WILL BEGIN IMMEDIATELY THEREAFTER.

Floyd County Hesperian

THE LOCKNEY BEACON

Dividends For Korean Veterans

Administrative begins first time \$600,000 veterans who carry "RS" and "W" prefixed National Service Life Insurance (NSLI) policies. Jack Coker, VA Regional

Office Director, noted the dividends will be paid on anniversary dates of policies, but pointed out they will be small in comparison to those normally paid on other policies carried by veterans of World Wars I and II. The dividends were authorized last May under PL 93-289.

VA mailed dividends option selection forms in October which allow acceptance of dividends in cash, or leaving them with the agency as a dividend deposit, both at interest.

Dividends also may be used to pay insurance premiums in advance, buy additional paid-up insurance, or to reduce debt on policy loans. Dividends left to credit are used to automatically pay premiums should the policy-holder fail to do so.

Coker explained that the amount of dividend a veteran receives depends on the face value of the policy, his age at time policy was issued and the number of months in force during 1975 dividend year.

Veterans with "RS" and "W" policies were urged to complete dividend option selection forms and mail them or inquiries to the VA insurance center which maintains the veteran's insurance records. Centers are located in St. Paul, Minnesota, the Philadelphia, Coker added.

Deaths of 355,000 veterans during fiscal year 1974 — 206,000 with World War II service — has prompted the Veterans Administration to encourage 29 million living veterans to make certain their dependents are aware of the death benefits to which they may be entitled, according to Jack Coker, VA Regional Office Director.

The FY 1974 death total was 30,000 more than the previous year and 58,000 higher than the 297,000 veterans' deaths recorded in FY 1970. The World War I veteran population was decreased by almost 10 percent with the deaths of 106,000 veterans.

Veterans families should be informed of survivor's benefits, such as dependency and indemnity compensation for service-connected death of non-service-connected death pensions for widows. The latter may apply only to surviving children if the widow's income makes her ineligible for VA pension benefits.

Burial benefits for wartime and certain peacetime veterans include a maximum \$250 burial or cremation allowance, plus a plot allowance not exceeding \$150 for veterans buried outside national cemeteries. In lieu of these benefits, there is an \$800 burial allowance for veterans who die of service-connected disabilities.

Cremated remains presently are interred in reduced-size gravesites at national cemeteries. New cemeteries planned by VA's National Cemetery System include columbaria for these remains.

Burial flags and headstone or grave markers also are available for many deceased veterans upon application to the VA.

Veterans service organizations or local VA offices should be contacted for information and assistance in applying for benefits. Such documents as military separation papers, divorce decrees, guardianship or child custody evidence, birth, marriage, and death certificates should be accessible to validate claims.

SEX FROM PAGE 2

tion in any unfavorable credit report.

"Under this new law, customers are allowed 14 days to make payment on the disputed bill without additional finance charges being assessed."

Turning to other sections of the new law, Mrs. Myers said that a store must either refund upon request or credit a customer's account for any excess payment made.

"Also, a buyer of real estate must be given a complete statement of all closing costs at the time a mortgage commitment is made," she said.

The sections of the law passed by the U.S. Congress will become effective in October, 1975.

Greetings



Best wishes for a merry Christmas to you, our friends and patrons... from all the who serve you down at

RESTAURANT

FLOYDADA

Greetings



We're always pleased to have an opportunity to salute any wonderful patrons!

SAM BAKER
BAKER INSURANCE
AGENCY
FLOYDADA

FLOYD PHILOSOPHER

Has Some Wild Speculations On Creatures Living Out In Space



Editor's note: The Floyd Philosopher on his Johnson grass farm gets rather far out this week, it appears.

Dear editor:

The question of whether there's intelligent life somewhere far out in space on some unknown planet circling around some unknown sun is a good one to get your mind off of problems here on earth.

Personally I've always contended there is life out there but the creatures, whatever they are, after hearing some of the radio music broadcast here on earth, are dodging us.

However what got me started on this was an article reporting that some American scientists have beamed a powerful radio message far out into space in the hope it'll be heard and answered by whoever's out there. The message is aimed at a cluster of 300,000 stars located on the remote fringe of the Milky Way, and traveling at the speed of light — 186,000 miles per second — will take 24,000 earth years to get there.

Assuming the creatures out there are intelligent and therefore have broadcasting stations as good as ours, it'll take another 24,000 years for their answer to get back to us.

In other words, it'll take 48,000 years between the time you ask them a question and receive their answer. Forty-eight thousand years — and people complain because it takes three days to get a letter from Floydada to Lockney.

And I was just wondering, if those people out there get into a squabble and threaten the peace of the entire universe, how many generations of Kissingers, all born aboard a space ship, will it take to get out there to settle the thing? Or, how will we react to a headline: "U.S. President Off On Trip To Milky Way; Will be Back in 48,000 Years?"

I guess it all depends on what President we've got. But at any rate it'll at least give Congress time enough to select a Vice President.

Yours faithfully,
J.A.

MERRY CHRISTMAS!



Hope Your Holiday is a Driving Success

JAMES LEE NICHOLS

JIMMY NICHOLS AND BILLY NICHOLS
NICHOLS OIL COMPANY
FLOYDADA



A HEAP OF GOOD WISHES

Heigh-ho the merry-o!

It's Christmas once

again. And jolly Santa

rides the range, carrying

our good wishes and gratitude.

THE McCANDLESS FAMILY

Floydada Livestock Sales Co.

FLOYDADA

MERRY
CHRISTMAS

Cleanup, Lock Up Pesticides

A search for "empty" pesticide containers and proper storage of leftover pesticides are essential practices for pesticide safety both in the home and on the farm, says Doyle G. Warren, Floyd County agent.

So-called "empty" containers, although empty for practical purposes, will contain some left-over pesticides. If the container has been rinsed and drained or triple rinsed after use, the amount of pesticide remaining will have been reduced considerably.

Studies have shown that from 0.8 per cent to as much as 4 per cent of the pesticide material may remain in a five gallon container with a pouring spout. Such "empty" containers pose a considerable potential for accidental poisonings of humans, domestic animals, pets and wildlife unless properly handled and disposed of.

A thorough check of the farm and home should be made. On the farm check barns, machine sheds, farm truck and applicator equipment, fence rows and fields. In the home check the garage, under the sink, in the broom closet and pantry and medicine cabinets. Dispose of all "empty" containers promptly and properly.

Proper storage protects the health and well-being of people, protects against environmental contamination, and often extends the shelf life of chemical. Pesticides to be reused should be stored in a well-ventilated, dry place away from food, feed, fertilizer or seed. Storage in a separate building is preferable, but isolated storage rooms can be used in certain instances. Store only pesticides that are in the original container with fully legible labels intact.

Restore wettable powders and granular materials on shelves off the floor to minimize the uptake of moisture, this minimizing caking. Extreme temperatures and exposure to moisture should be avoided. Most solvents used pesticide formulations are flammable, so proper protection from fire hazards is necessary.

Post the storage area with signs at each point of entry and on all sides of the building and keep the area locked when not in actual use. Periodic checks of stored containers for corrosion, leaks, breaks, tears and other damage should be a routine practice.

Many of the accidents involving pesticides result from failure to finish the job of proper pesticide use. Avoid tomorrow's accident today by taking the time to clean-up and lock-up.

MAGIC OF MAGI

Believed to have occult powers, the Wise Men were called Magi, the root of our words magic and magician. Magi were held to be magicians or soothsayers. They were also ancient priests who travelled far away to many lands in order to establish a following.

It's a pleasure to send holiday greetings to our many wonderful customers. We're happy to have served you and hope to continue serving you. Have a joyous Noel!

ALL THE FOLKS AT
HAMMOND SHEET METAL
FLOYDADA

It's always a pleasure to greet friends at this holiday season and wish them the best: health, wealth, and happiness!

FROM ALL THE FOLKS AT.....

PONDEROSA MEAT CO.
FLOYDADA

Christmas

By Carl Wayne Campbell Dec. 1961
Christmas is the time for lots of joy. It is especially fun for little girls and boys. How their little eyes glisten with joy. As they look around at all of the toys.

And how the little ones really get a kick. Out of sitting on the lap of Jolly Saint Nick. They tell him what all they want him to bring. Then Christmas Eve listen for the Sleigh.

A lot of men will not be home for Christmas. Although with our Loved Ones we long to be. To be with our Loved Ones is our greatest wish. Instead of at War and under gunfire. Tell the little ones Daddy Loves and Cares. And how Daddy wishes he could be there. Hold them close and make them understand. Why Daddy is at War in a Foreign Land.

Also remember on this Special Day. Our Savior was born and still lives today. Christ died on the Cross, but rose again. And has come to save us from our sins.

Keep Christ in Christmas as you celebrate. And feel his presence so very near. Take the "X" out and put "CHRIST" back. For out of His Love for us he died, but ro



May the Christ Child bestow His
upon you and yours during
this holy season
MR. AND MRS. WAYNE RUSSELL
**RUSSELLS EQUIPMENT
& SUPPLY INC.**
FLOYDADA

SMITH CORONA
CORONAMATIC 2200
ELECTRIC PORTABLE TYPEWRITER

you to bring me some things to play. I want some dolls and some tops and some Books to read and this is all that I want. I was gonde too.
Dora Coss 2D

Dear Santa,
I hope you come at crismas night.
I love you Santa.
I wate a train
Love
Jose Luja 2D

Dear Santa
What have you bean doing? Have you bean making toys? We have bean working hard. I want a race set and more too but i cannot tell you all the rest.
Love
Stacey Smith 2D

Pete Barloza
Dear Sant,
I Go To school.
I No THTA You BRING Toy
I No You AER NICE
I ITTIE ToY
To play WITH
Love SANT
Pete Bardoza 2D

Marvellen 2D
Dear Santa Claus
I am Hape to reid to you.
I Love you Santa Claus
Pless reg me a doll.
Mary Ellen Rodriguez 2D

Dear Sany Clos
Im. writing these few lines to say "hi." Do you know we love you. I am 8. I love you Santa Claus. I want a doll that walks and talks.
Elsa Garza 2D

Larry Smith
Dear Santa,
1. I like prayer.
2. I Like school.
3. I like snow.
4. I Love god.
5. I love you santa.
6. I like December the 25.
7. I like christmas tree.
8. I like toys.
Love, Larry Smith 2D

Brad
Dear Sany Clos
I am Glad you are coming
Thes year. I whint a tran.
Brad McNeill 2D

from Kelly Jarrett
Dear Santa
I an going to School.
I love you Santa.
I Love my teacher.
I love my Family.
My teacher is nice.
I like Christmas.
I like the toys you bring me.
I Like to play.
Kelly Jarrett 2D

**ST. NICK
RESTORED**
When Queen Victoria married German Prince Albert, Christmas visits of St. Nicholas (and the gift-giving) came back to England, three centuries after Henry VIII had banned the traditions when he broke away from the Catholic faith and formed the Church of England.

you to bring me some things to play. I want some dolls and some tops and some Books to read and this is all that I want. I was gonde too.
Dora Coss 2D

shoes and a football tea. How are the raindear? I'll tall you all I whot whin you came to Floydada.
Love,
Anthony Patton 2D

Dear Santa Clos
I hope you Bring me a Toy. I want a doll for Christmas. I an glad you are here. Christmas is here. We are glad Christmas is here. Santa clos is going to Bring us Toys. How is santa clos?
Love by
Nora Dominguez 2D

Dear Santa Claus,
I want some soldiers. My brother wants what I have but give them something also. And give my mother a ring and my father a ring. And my sisters a talking doll. I love Santa Claus.
Steven Mendoza 2D
Betty
Jo Ann
Mario
Martin

Dear Santa Claus,
We have ten in our family. Are you doing fine? I am happy to write to you. I am doing fine. I want a present Santa Claus. I love you Santa Claus.
Alexandro Garcia 2D

Dear Santa Claus,
I am writing so hard. I love you Santa Claus. I am happy to write to you. I want to tell

dog and a bus and a cat. Love,
Darrell Martinez 2D

Dear Santa Clos,
I hope you bring me a doll for Christmas. I hope you will come and see me. I wish you come and see me. I an glad you are here. I am glad to see you.
Love,
Elsie Casillas 2D

Dear Sant
This is Anthony Patton speaking. How is Frosty and all the elfs. and No what I need? Some Klettin (cleats)

a Baby Yawn and a bike. I hope you are coming this year to my house and leve my preset. and I will be a sleep when you are leaving my preset. Well, good by, santa Clos.
Love
Lisa Enriquez 2-D

KELLY G
Dear Sanuel
I like the way that you come down the chimney. I like all of your reindeer. Some people make fun of you. I would especially like to have an Evil Kenevil Jump Set.
Kelly Griggs 2-D

Darrell
Dear Santa Claus
I would like a boat and a

Criselda 2-D
Dear Santa Claus
I a Help is Dera
My la He Santa Claus
Dear Santa Claus I love you
I Dear Santa Claus
Dear Santa Claus I we a doll

Dear Santa Claus
I love you. I want a doll.
Criselda Maldonado 2D

Dear Santa clos.
I am working hard. I want

Letters To SANTA!

Letters To Santa
From Miss Ferguson's
Room 2D At Duncan

Dear Santas.
How are you.
I want a Doll for Christmas. how is all the raindears and the elfs.
From Sabrina Varner 2D

I Love you.



Happy Holidays

Best wishes for a joyous Noel to all our wonderful friends. May the best of the holiday season be yours!

**WAYNE AND PANSY FINLEY
CITY TRIM SHOP
213 MISSOURI FLOYDADA**



PEACE ON EARTH... GOODWILL TO MEN

Angels sang on high. Shepherds and Wise Men gathered to adore the Christ Child, come to save mankind, and joyful praises resounded everywhere. During this holy season, let us remember the message of that first Christmas.

Caprock Hospital District

BOARD OF DIRECTORS MEDICAL STAFF HOSPITAL STAFF

**SMITH CORONA
CORONAMATIC 2200**
ELECTRIC PORTABLE TYPEWRITER

This typewriter has a totally new ribbon system — the Coronamic Cartridge. It can be changed in three seconds from utility fabric to print-quality carbon film. Cartridges also contain different colors, correction ribbon and metallic ribbons. The Coronamic user can choose and change ribbons to match the needs of the job.



CORONAMATIC 1200

\$189⁹⁵ THE 2200 for \$269.95

HESPERIAN OFFICE SUPPLY
FLOYDADA



FHS STAGE BAND playing for the Floydada Lions Club. (Staff Photo)

Course With Christmas Quiz

These questions about Christmas sub-
ject. Check answers below and score
yourself.

Mary and Joseph travelled from Nazareth
to Bethlehem approximately:

1. The word Noel is:

2. Ginger, creche, and crib all have the basic

3. For feeding animals
4. Bethlehem at the most recent cen-

5. The Nativity was originally built by:

6. Catholics
7. Emperor Constantine

8. Catholics
9. Date of Jesus' birth was:

10. Over 25th
11. Undetermined

12. Joseph travelled from Nazareth to Beth-

13. Home was in Bethlehem

14. Romans were taking census

15. Had work in Bethlehem

16. Found:

17. Around the Arctic Circle

18. Northern Europe

19. The world

20. Conversion of Laplanders to Christi-

21. 18th Century

22. Year 330

23. 17th Century

24. Source of water in the Nazareth of Jesus'

25. Well

26. Mediterranean Sea

27. Aqueduct

28. 1

29. 2

30. 3

31. 4

32. 5

33. 6

34. 7

35. 8

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37. 10

38. 11

39. 12

40. 13

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66. 39

67. 40

68. 41

69. 42

70. 43

71. 44

72. 45

73. 46

74. 47

75. 48

76. 49

77. 50



ANDRA LEDBETTER and Glen Jarnagin are pictured as they built a platform for Santa's chair in the Floydada Santa Land. (Staff Photo By Brad)

Christkindli' of Switzerland Reappears at Holy Season

Christmas has a unique significance in the German and French speaking regions of Switzerland because the "Christkindli," or Christ Child, is believed to walk on earth during this season.

Instead of Santa Claus, the "Christkindli" represented as a beautiful, radiant, angel-like being with wings carrying a magic wand and wearing a shining crown, distributes Christmas gifts and Christmas trees glittering with fanciful decorations.

Although the "Christ-kindli" is commonly believed to personify the Christ-Child, he is sometimes represented as an angel bearing a light or a star just as an angel heralded the birth of Christ at Bethlehem. On the other hand, the "Christkindli" has some of the characteristics of a sprite, as suggested by the wand and the wings, which can be linked to pre-Christian beliefs. Some suggest he may stem from the pagan custom of representing the New Year as a radiant and beautiful child.

Like Santa, the "Christ-kindli" also arrives in a sleigh drawn by reindeer, so there would appear to be some intermingling of Christmas legends here.

St. Nicholas is represented in several ways in different parts of Switzerland. In some, he is called Father Christmas and comes with his wife, Lucy (representing St. Lucy whose feast day is December 13) to distribute gifts. He wears the traditional Santa Claus costume, while Lucy wears a round cap over her long braids, a laced bodice and a fancy apron.

In the central part of Switzerland, St. Nicholas is represented more realistically in his bishop's regalia complete with mitre and crozier. On St. Nicholas' Day, which falls on December 6th, there is a magnificent parade in which white bearded masqueraders, clothed in long white shirts, carry huge three-foot mitre-shaped lanterns over their heads. These lanterns

with panoramas of Alpine scenes. Starting early in the day on New Year's Eve, the group proceeds through the village with an unusual hopperscotch gait, stopping at each farm to share their merriment and partake of refreshments. When darkness falls, they all head for the Valley to pursue their New Year revelry.

In the village of Urnaesch in the Canton of Appenzell, the men and boys go "Santa Clausing." Some wear red Santa Claus costumes with jingling bells while others, dressed and masked as "ladies," wear enormous, elaborate picture hats decorated

Greetings

To all our patrons... from the station that serves Santa.

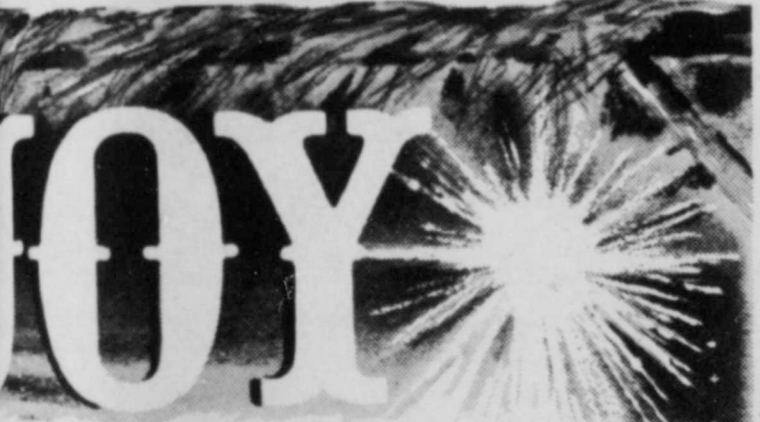
GILBREATH EXXON SERVICE STATION

GREETINGS OF THE SEASON

May your holidays be merry and overflowing with good things in life!

Caprock Hardware & Auto Parts

ALDINE WILLIAMS FLOYDADA WILLIE BRADSHAW



May all rejoice. May the hope and happiness of the first Christmas be found throughout the world.

To you, our grateful "thank you."



That time of the year again! May your home be filled with old-fashioned holiday cheer at Christmastime...and your hearts filled with the joy of greeting friends and being with loved ones. Best wishes from the folks at

CITY AUTO INC.

...and may all your CHRISTMASSES BE BRIGHT!

Our sincere thanks to our many friends and patrons for a wonderful year.... and our appreciation for your cooperation and support.

MAYOR PARNELL POWELL
COUNCILMEN....BOONE ADAMS,
JOHNNY BILL SUE, JERRY THOMPSON, GARY CARTEL, AND LEROY BURNS.

CITY MANAGER BILL FEUERBACHER AND ALL THE CITY EMPLOYEES

FLOYDADA LIGHT POWER

Our office will be closed noon December 24, 25, 26

Season's Greetings 1974

1950 Study Club

PERSONS WHOSE NAMES APPEAR IN THIS GREETING ARE TAKING THIS MEANS TO WISH FRIENDS AND RELATIVES A MERRY CHRISTMAS AND A HAPPY NEW YEAR. EACH DONATION HAS HELPED THE 1950 STUDY CLUB PROMOTE: THE FLOYDADA DAY CARE CENTER, MAC, AFS STUDENT FUND, GIRLS TOWN AND VARIOUS OTHER SCHOOL AND COMMUNITY PROJECTS.

Mr. "Scrooge" Minter
 "Ewell Gilchrist"
 Boon, Ruth & Roydon Adams
 Harvey, Judy, Mike,
 and Norman Allen
 The Ted Allen Family
 The Gene Arwines
 J. A. and Ethel Arwina
 Tommy, Joy, Tom and Darla
 Asilber
 Frank, Pat, Boone & Jim
 Barren
 Mr. & Mrs Cecil Baxter
 Ann and Kenneth Bean
 Mr. & Mrs. Ted Bell and Family
 Butten: Judy, Beedy, Mark
 and Todd
 Margaret Biggs & Ricky
 Howell and Joyce Bibbey
 Allen and Jo V Bingham
 Baird Bishop
 Howard, Nancy and Greg
 Bishop
 Ken and Joyce Bishop
 and Travis
 Nola Bishop
 Mamie and Willie Sunch
 Levey and Beetta Burns
 Mr. and Mrs. Ricky Burns,
 Amy and Ryan
 Bill, Joanne, Logan, John,
 and Rusty Cagle
 Tommy and Julie Cathy
 Park and Tommy Jr.
 Carolyn, Derek, Jett, Don Brock,
 Larr and Larron Clark
 Don, Sue, Donna, Sammie
 and Little Don Chesler
 Bob, Shelia & Shannora Christian
 Charles, Barbara & David
 Christian
 Ruth and Greer Christian
 Mr. & Mrs. D. M. Cogdell
 Connie and Carl
 Johnnie and Marjorie Collins
 Walter & Lydia Collins
 Wayne, Norma & Sheri Collins
 Bob, Nina, Ken & Kara
 Copeland
 E. L. Cornelius

The Kay Crabtree Family
 Earl and Helma Crawford
 Mr. and Mrs. Don Daniel Law
 and Marty
 Lawrence and Jo Davis
 Mr. & Mrs. Lon Davis, Jr.
 Miles and Blair
 Melvin and Lou Davis
 Dr. Mary and Cindy Day
 Luene, Charlotte & Sharon
 Becker
 Clarence and Jay Denton
 John and Judy Dunlap
 R. H. and Helen Dunlap
 Max, Peggy, Jim & Suzanne
 Dyeas
 Craig, Betty, Shannon
 and Chad Edwards
 Chap and Jan Eads
 Mr. and Mrs. Claude Estes,
 Mack and Mike
 Ronnie, Alyne, Joel and Helen
 Evans
 John Farris
 Mr. and Mrs. Kestie Fawcett
 Mr. and Mrs. Roy Fawcett
 Norman, Mary, Shanna
 and Ronnie Ferguson
 The Bill Feuerbacher Family
 Doris Field and Cliff Mc Lain
 Effie Foster and Ray
 Mrs. Robert Barrett
 The R. L. Giesecke Family
 Jo and Dale Goin
 Mrs. Cleo Goin
 The Cockey Guffee Family
 He. and Mrs. A. E. Guthrie
 Sherry and Andy Hale
 The Bill Hales
 James, Jean, James, Joey
 and Robbie Hale
 Jean, Sammy and Randy Hale
 Richard, Teresa, Ditzji and
 Melissa Hale
 Bob, Frances, Alissa and
 Jim Bob Hambricht
 Aldon and Ruth Hammonds
 Billie and Hastie Hanna
 The Bill Hardin Family
 Johnny, Phyllis, Lodd
 and Mitchell Harris
 The Adrian Helms Family

Mrs P. D. Helms and Alice
 Bill, Eleanor, Steve, Joel
 and Susan Hendrix
 Mrs Jack Henry
 Melvin and Reba Henry
 Mack, Gail, Blake and
 Lolya Hickerson
 Wanda and Pate Hickerson
 The Alton Higginbotham Family
 Mr & Mrs Henry Hinton & Family
 Mr and Mrs Clyde Hodges
 Dorothy and J. L. Holland
 Chuck, Betty, Dan, Ed
 and Rick Holmes
 Dorothy and John Hotchkiss
 Burl and Doris Huckabee
 Carl and Grace Jarrett
 The Clarence Jones Family
 Max, Gladys & Jan Jones
 Wayland, Margaret, Julie,
 Steve, Greg and Amy Jones
 The Jack Jordan Family
 Mr. and Mrs. Roy Kinard,
 Lurei, Laddie and Sherie
 Beverly, Dale, Sonny, Dawn
 and Dale Kincaid
 Mr. and Mrs. E. J. Kinslow
 Mr. and Mrs. David Kirk,
 Kerry, Kristi and Kayne
 Mr. and Mrs. Neil Langley,
 Andy and Cathy
 James and Sue Lovell
 The Buddy Lutrick's
 Mr. and Mrs. C. B. Lykes
 Lillian Marble
 Mark and Pat Martin
 Leonard and Leoma Maller
 The Helma McCormick Family
 Mr. & Mrs. Clement B. Mc Donald
 Ray and Jimmy Mc Donald
 Jack and Ruth Mc Gosh
 Mac and Flora Mc Neill
 Mr. and Mrs. S. D. Medley
 Johnny and Leoma Miller
 Beyle and Sue Moore
 Edell Moore
 Vernie, Lana, Shayla and
 Edw Moore
 The Mercedes - Nancy, Harry
 and Thom Buchanan
 E. D. and Robbie Morgan
 The Ray Norton's
 Mr. & Mrs. John C. Moss, Linda,
 Sherry, Nancy and Jeff
 Mrs. Robert Mueney
 Leslie, Doris, Gary, Keith and
 Robert Nelson
 Mr. & Mrs. Wayne Norman, Bill
 and Linda
 Matt and Elmer Norrell
 Vernon and Eva Parker
 Mrs. Helen Patterson
 Nellie and Jo Payne, Tommy, Gary
 Hilma & Myfred Payne: Family
 Gladys and Luther Peck
 Larnell, Frances & Melody
 Powell
 The A. C. Pratt Family

Peggy, Tho and Kids
 Linton and Lela Pruitt
 Louis, Virginia & David
 Norma Lou, Bobby, Kay
 and Mary Ann Rainer
 Dallas, Gale, Mike and
 De Lynn Ramsey
 Ray, Johnnie & Lana Reed
 Keith, Jesse, Lina,
 Dabora & Becky Reeves
 Johnny, Jeanette, Macy
 and Robin Roberts
 Hop and Eura Robertson
 Wiley and Bobbie Rogers
 Ralph, Pat & Patricia Rue
 Wayne and Roberta Rue
 Forrest, Kay, Sharon &
 Rechristina Stamm
 Mr. and Mrs. H. D. Simpson
 Mr. and Mrs. H. H. Simpson
 and Family
 Mr. and Mrs. Ray Smith
 Mrs. John Smitheman
 Joy, Brynn and Kelly
 Smitheman
 Mr. and Mrs. J. H. Smith
 Mr. and Mrs. Sam Spen
 Mrs. Margaret Springer
 Francis and Billy Stanifor
 Maurice, Kay and Lisa Ste
 Mr. and Mrs. Fred Stewa
 L. B. and Lena Lynn Ste
 Mrs. Kula Stewart, Jimmie
 and Joyce
 Robert, Barbara, Jay and
 Stovall
 Mr. and Mrs. Johnny Lee
 Sheldon and Kelley
 Lily and Paula Taguen
 The Dennis Treadwell's
 Jerry, Jan, Greg and Don
 Thompson
 Mr. and Mrs. Kendall Tool
 and Family
 Shorty and Louise Turner
 and Family
 Mr. and Mrs. Bob Viskura
 Brenda and Beverly
 Mr. and Mrs. Brady Wall
 Mr. and Mrs. Doyle Wall
 Claude & Frances Weatherbor
 Jeff & Erma Welborn
 Dale, Bobbie, Sonora, Christ
 and Kurt West
 John Key & Madge West
 Glen and Ila White
 Cleo, Nettie Ruth & West
 Whittier
 Aldine, Wanda & Dean Wil
 Mr. & Mrs. J. M. Williams
 Bessie & Woodrow Wilson
 Gladys Wimberly
 Mr and Mrs Jim Word
 Arthur & Mildred Wylie
 Jakey, Leora, Moody
 Myrtle & Lief Younger
 Liskie, Sue and Jennifer
 Crew
 David & Dorothy Camp

"NEXT YEAR" COUNTRY?

Yes Sir, Right Now It Is.

As we finish out this farming year, "next year" is vitally important to each of you and your farming or livestock operation. While you plan ahead base your management decisions on

Specialized, Dependable Credit

In the more-than-thirty years that PCA has served agriculture-and agriculture exclusively-we've never turned down a qualified loan request for any sound farming or livestock operation.

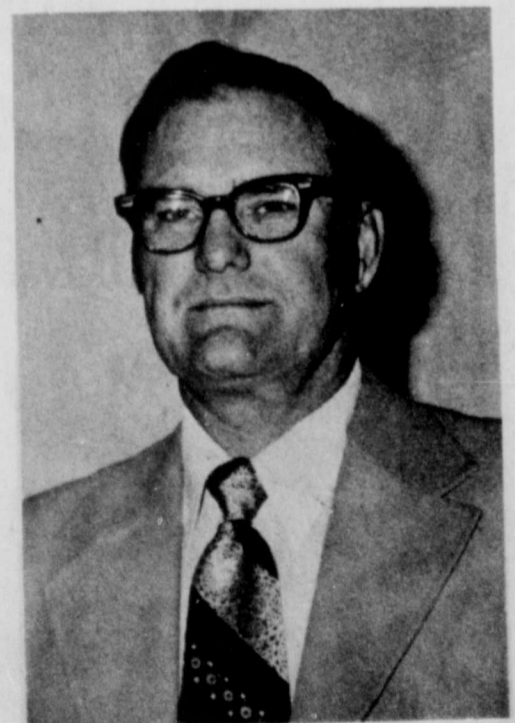
And there is no limit to how much is available from PCA. That's up to you and your operation's capacity to produce. Our financial assistance can run anywhere from a small loan to over a million.



When you need short-term money to make your farm more productive, more profitable, or a more pleasant place to live, contact the Production Credit Association.

PCA / the go ahead people

talk to R.H. "Buddy" Lutrick
your local PCA Planner



We wish you a Merry Christmas
and a prosperous new year!

PRODUCTION CREDIT ASSOCIATION



South Plains News

By Mrs. Murray Julian

SOUTH PLAINS, Dec. 16 — South Plains had its first snow of the fall season Dec. 10, but it melted nearly as fast it fell. That night around two inches more fell, and Wednesday morning we awoke to a soft covering of snow, with no wind.

South Plains School will present a Christmas program Thursday night, Dec. 19 at 7:30 p.m. with all grades taking part. First and Second grades with teacher Mrs. Barbara Chapman, third and fourth grades with Miss Carol Arnold, will

present "The Fir Tree" and the fifth and sixth grades with teacher, Miss Jeane Huse will give "The Nativity Scene." Everyone is welcome for the performance. The class room school parties will be held December 20 at the school. Each girl should bring a girl's gift, and each boy, bring a boy's gift.

Mr. and Mrs. Alvin Nichols will celebrate their Fiftieth Golden Wedding Anniversary at their home east of Lockney, Sunday, December 29, from 2 to 4 p.m., with their daughter, Mr. and Mrs. Glen Whitfill of Sweetwater, and their granddaughters, Mrs. David Allen of Moyoock, North Carolina, and Miss Cindy Whitfill of Dallas hosts for the event. Friends and relatives are invited.

Mr. and Mrs. Frank McClure left Thursday for a trip to Mineral Wells, and vicinity. They were back home Saturday night.

Mrs. Ruby Higginbotham went to Floydada Sunday afternoon to attend a Junior High School Stage Band concert, in which her granddaughter, Kelly Higginbotham, took part.

Community Bible Study was held Dec. 10 in the home of Mrs. L. T. Wood. Mrs. Melvin Myers brought the Bible lesson from Acts, instead of Mrs. June Ware, as her father, Sam Ross, had fallen earlier that day. Ross suffered injuries, including a broken collar bone. Present for the study were Mmes. Early Pritchett, M. M. Myers, M. M. Julian, Ira Henderson and Brian, and hostess, Mrs. Wood, who served cake and coffee. Mrs. Arby Mulder kept the Mission Friends at the Baptist Church. The next Bible Study will be held January 28. Time and place will be given later.

Don Marble has been named as a Texas delegate to the National Cotton council's 37th annual meeting in Phoenix, Ariz., in February. There were 39

members named as delegates.

South Plains Baptist Church had around 55 Sunday morning. Willie Meyer of Wayland College was with the church to lead the singing. Visitors with him were Rick Phillips and Ernest Tillett, also of Wayland, who shared morning worship services. The Lottie Moon Christmas offering for the church will be taken during the month of December. Other visitors Sunday included Mrs. Ira Henderson and Brian.

Mr. and Mrs. Fletcher Powell received word their son, Sgt. Kenneth Powell, left December 14 for Germany, where he will be stationed with the Armed Forces. His wife hopes to join him in the near future when housing can be obtained.

Mrs. Ruby Higginbotham was in Plainview Thursday to visit her uncle, Johnny Lackey, who underwent surgery Monday at Nichols Clinic. He is doing well, Mrs. Higginbotham related, and can now have company.

Congratulations are in order for Donette Marble, daughter of Mr. and Mrs. Don Marble, who was named the most valuable player in basketball last Saturday night at Floydada.

Mrs. Keith Marble took a group of children to the Plainview Skating Rink December 6, who helped celebrate the 11th birthday of her daughter, D'Lee. Sixteen friends went in the South Plains Baptist Church bus driven by Mr. Freeman of Floydada. After skating, the group enjoyed refreshments.

Mr. and Mrs. Alvin Nichols visited Mrs. Marjorie Martin at the home of her parents, Mr. and Mrs. Johns Cox in Lockney Sunday. Mrs. Martin is recuperating from major surgery, and is getting along well at this time.

Mr. and Mrs. Brian Karr of Rowlett and Mr. and Mrs. Roy Burks of Rockwall were

here visiting last week with friends and relatives. The Kars visited in the home of her sister, Mrs. Hilburn Casey and with Mrs. Raymond Upton and other relatives, and the Burks spent the nights with the Early Pritchetts and with John Key Wests, and other friends. Karr's hand is still a little sore after suffering an accident last summer.

Our hearts were made sad when we learned of the accidental death of Rita Ann Fitzgerald, who used to live here.

Mrs. A. V. Bethel was in Lockney Friday and visited A. V.'s sister, Mrs. Lottie Kell, who is in the Lockney Hospital at this time. We hope she can soon go home.

Mrs. Ruth Smitherman, who has been in the Central Plains Hospital for some time, was able to return home to Floydada Monday afternoon. We hope she can soon be walking again. She is doing well.

We wish a very happy Christmas to everyone.



ARTIST OF THE MONTH — at Floyd County Museum is Mrs. Elsie Meriwether Sherman. Mrs. Sherman, business administrator at Lockney General Hospital and a native of Floyd County, started painting at the age of 12 under the teaching of Mrs. E. J. Burks. In her school years, she gave up painting, later married, raised a family and returned to painting as a hobby some eight years ago. Mrs. Sherman has studied with Lois Montandon, DeAnne Conner, Ruth Barnett, Felicia Applewhite, Ramon Gervasi and Fredrick Faubus. Most of Mrs. Sherman's art work is western scenes. Several are pictured in the background. [Staff Photo by Chad ...]

WHAT'S BEING TAUGHT

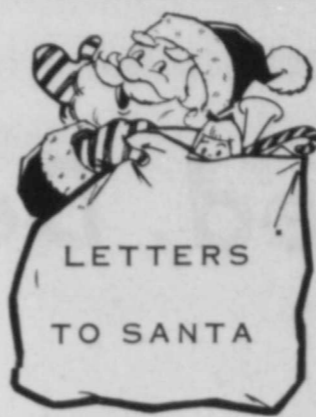
Many are being taught that in the Bible the story of creation is not true, nor that of Adam, nor the flood, nor the miracles of Moses or Jesus. That the prophecies were written after their fulfillment; that the virgin birth of Jesus as well as his resurrection is a myth, that his bones have remained somewhere in a grave. That the Epistles are not genuine; that Revelation is the book of a madman, but otherwise the Bible is a Holy book.

HOW CAN THESE THINGS BE? How can one who professes to believe in God, Jesus and the Holy Spirit or the Bible at all profess to be "religious" and deny the very foundation upon which life has any meaning or basis, much less to ignore the plan provable evidence of truth in all these areas?

Will you not make your stand upon God's divine revealed truth? Will you not demonstrate your faith by living that truth in your life?

SPONSORED BY:

CITY PARK CHURCH OF CHRIST
Billy Patton, Minister



Dear Santa,
I want a doctor kit and a truck and I wish you would come. Don't forget my brothers and sisters.

Jessie Castro
1st Grade

Dear Santa,
I want a Barbie for Christmas and a doll to JoJo wants a doll and a Barbie Cindy & Joann Castro
2nd & kindergarten

Dear Santa,
I want a slinky, silly putty, barrel of monkeys. Don't forget my brothers

and sisters. But, I hope I get those things, if I do I'll always believe in you.

Your Pal,
Paul Gonzales Castro

Dear Santa,
I am a little boy 3 years old. I have been good as I could, having 2 big brothers. Please bring me a new football, new play B.B. gun,

a play air port and fruit and nuts. Don't forget my two brothers.

Chad

WANTED

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IF YOU'RE IN THE MARKET FOR A COMPONENT SYSTEM
WE HAVE A LIMITED SUPPLY
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SAVE YOUR \$\$\$ AT

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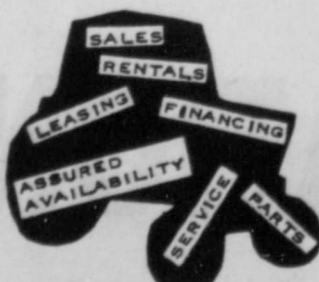
YES!! WE HAVE A FEW

TRACTORS ON HAND TO SELL -



WE MUST SELL THESE UNITS
IN DECEMBER OR THE COMPANY
WILL PULL THEM OUT AND TRANSFER
THEM TO OTHER PARTS OF THE
COUNTRY. SO

WE ARE READY TO DEAL!!



CASE POWER & EQUIPMENT
Phone 983-2836 Floydada, Texas
The Big Tractor
Specialists



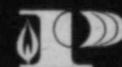
Tex Watson talks about The Cost of Natural Gas

It's logical that Pioneer customers should ask why they are paying more for the energy they use in their homes. We are eager to have them understand why.

There is a lot of natural gas in West Texas, but we still must buy the gas in competition with other gas users across the country. To assure the people of West Texas that they will have the gas they need, now and in the future, we must pay the going price for new gas. Not only gas for our homes is involved, but most people's jobs depend on gas to run business and industry.

The gas is available, but we must pay the going price to get it. That price is reflected on your gas bill as a "cost of gas adjustment." I'm sure you don't like it. Neither do I. But I'm sure you agree that we must have the gas to run the homes and businesses of West Texas.

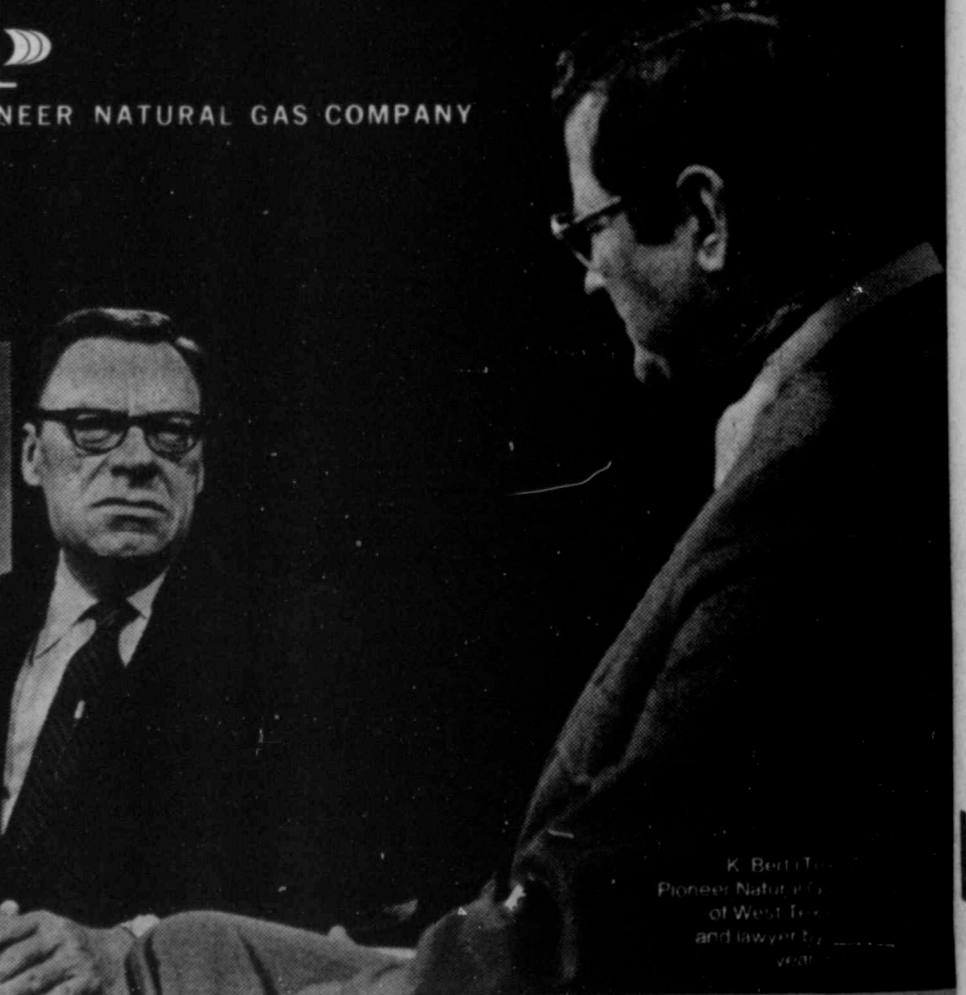
All energy will cost more in the future, but be assured that the Natural Energy Home will still be the way to go.



PIONEER NATURAL GAS COMPANY



Earl Nightingale
internationally
known lecturer and
broadcast personality



K. Bert
Pioneer Natural Gas
of West Texas
and lowest

Woman Receives Great Christmas Gift.....Healing Of Cancer !



Christmas 1974 is very special to Vera Bennett who believes in miracles and believes her faith in God has healed her of a throat cancer.

On October 15, Vera left Floydada and entered the cancer clinic at Houston for tests. It looked like for awhile that the malignant tumor would have to be surgically removed. Now, Vera has been healed and no operation was necessary.

Vera has this message for the people of this community: "Hello out there everybody... it is so good to be back in this good old West Texas town among friends and loved ones.

As some of you know, I have been away because of illness. I know that everybody who knew about me was praying for me. So, through your prayers and my faith in God, the good Lord has healed the tumor that was in my throat. I feel like I owe God and you so much, I wanted you to know that God answers prayer

and miracles are still being worked so there is my Christmas gift to all of the people in Floydada. All you need is the love of God in your heart... believe and know that God loves us all.

My experience in M. D. Anderson in Houston would fill the whole paper, so I will make it short. I am not well,

but I know you all love me, because I love you all... and I know you will keep on praying for me. It means so much to have people like you all in Floydada. Thank God for you all... Merry Christmas to everybody and Happy New Year... thanks for all your nice cards and letters."



VERA BENNETT believes in miracles after being healed of cancer of the throat. [Staff Photo]

Thirty May Die In Holiday Accidents

AUSTIN — The director of the Texas Department of Public Safety today warned that as many as 30 persons may die in Texas traffic during the Christmas and New Year holiday periods. Colonel Wilson E. Speir estimated that 14 lives would be lost between 6 p.m. Christmas Eve and midnight Christmas Day. He said an estimated 16 fatalities are likely from 6 p.m. New Year's Eve to midnight New Year's Day.

Speir noted that the Christmas — New Year season is traditionally one of the most dangerous driving periods. He said the problem is compounded by the large numbers of persons taking holiday trips or driving to seasonal parties.

The DPS director urged drivers to be especially watchful on Christmas Day for youngsters trying out

Elevator said the young man was on top of a box car testing grain when the accident occurred. He was knocked from the top of the box car to the ground from the force of the electric shock.

The man was conveyed to Central Plains Hospital by Moore-Rose ambulance where he is said to be doing well suffering from burns on his hands.

new bicycles, minibikes, and motorcycles. And he reminded parents that minibikes and motorcycles cannot be operated legally on public streets or roads unless the vehicle is registered, has a state inspection sticker, and the operator holds the appropriate class of driver's license.

A more pointed reminder was directed to drivers who plan to mix drinking with their travels. Speir said DPS troopers have been directed to be especially watchful for

motorists under the influence of alcohol.

He pointed out that the DPS will be conducting its holiday "Operation Motorcycle" with extra numbers of troopers on duty throughout the Christmas and New Year periods. Speed, one of the chief factors in fatal accidents, will be checked by radar.

"We hope every Texas driver will join in our year-end efforts to make the holiday season safe and happy," Speir concluded.

...TO KNOW THE TIME OF DAY? — ...and J. W. Cannon admire new watches at the Floydada City Office Christmas party. ...watches for 25 years of dedicated service in Floydada. [Staff Photo]



GI-Home Interest Reduced

The reduction from 9.5 to 9 percent in the maximum allowable interest rates on GI and FHA Home loans could mean as much as \$9.90 per month savings to the average veteran home buyer, Jack Coker, Director of the Waco VA Regional Office, commented today.

Over the 30 year life of the average \$27,500 GI loan, the total saving from the .5 percent reduction would be as much as \$3,564, Coker pointed out.

The reduction, effective November 25, was announced concurrently with Housing and Urban Development on November 22.

The new 9 percent rate resulted from the second reduction this year and it followed four successive increases which took the rate from 8.25 percent in January to 9.5 percent as of August where it remained until the current reduction.

We're delivering our season's greetings right to your door. The merriest Christmas from our house to yours. For your loyal, friendly patronage, our gratitude.

TEXAS ENERGY CO.
Highway 97 Lockney 652-3334

With Tom Homer

Son Of Lockney Couple Retires From U. S. Navy

Senior Chief Engineman Mac Davis, son of Mr. and Mrs. Hubert Davis of Lockney, retired from the Navy December 2, 1974, after over 20 years of service.

Mac graduated from Lockney High School in May, 1954 and entered the Navy in October of that year. After training as a diesel mechanic, he served on various ships and stations in California, Illinois, Virginia, Connecticut, New Hampshire and Vietnam.

Among the decorations that Senior Chief Davis wears are the Navy Commendation medal, with Combat "V", Combat Action ribbon, Navy unit citation, good conduct fifth award, National defense medal, Vietnam Service and campaign ribbons, and Vietnam Presidential Citation.

Mac has spent the last three years recruiting in Norwich, Connecticut, near his home in Oakdale, where he resides with his wife, Phyllis and their three children, Debra, Michael and Denise.

The Davises plan to move back to this area in June of next year, and are looking forward to renewing old friendships.



MAC DAVIS

MAN INJURED AT BARWISE

An employee of the Plainview Grain Exchange miraculously escaped critical injuries near Floydada Monday afternoon about 1:30 when a grain probe he was using came in contact with an electric service wire.

A spokesman for Barwise

GRIFFIN TV
Day or Night Service

December Special
30% Off

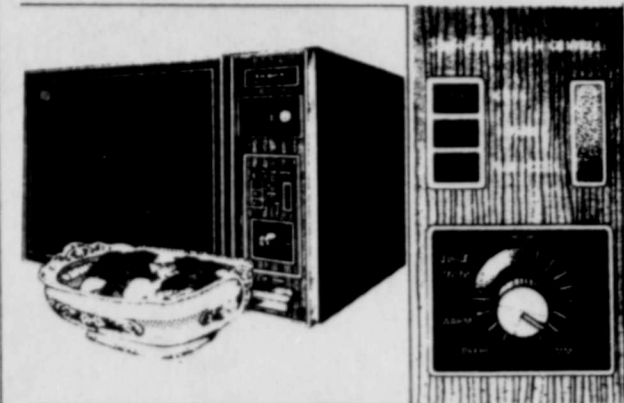
On Any Picture Tube During The Month Of December.

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983-3915



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, txc**

A Perfect Gift For Mom!
Introducing old-fashioned slow-cooked goodness at microwave speeds.



New Litton solid-state Vari-Cook™ oven control makes it possible. In up to one-fourth the time.

For the first time, the new Litton Minutemaster™ 416 microwave oven lets you set the cooking speed. With Vari-Cook infinite oven control, you change speeds as you change foods. Cook, reheat, roast, simmer, warm, defrost — or any microwave speed in between.

Check these Litton features:

- 60-minute Micro-Timer™ digital control
- Vari-Cook oven control with separate "Cook," "Defrost" and "Vari-Cook" switches
- Automatic defroster
- Extra large 1.2 cubic ft. usable oven interior
- Easy-clean acrylic interior
- Intrusion-proof, tempered glass door with safety latch door release
- Sealed in ceramic shelf for easy cleaning
- Vari-Cook oven control indicator light
- Oven interior light
- End-of-cycle bell
- Simulated rosewood styling
- 168-page cookbook
- Plugs into any standard 110 volt outlet
- Vari-Cook cooking guide

LITTON
Microwave Cooking

Litton Minutemaster™ 416 — Suggested Retail Price: \$499*

Litton... changing the way America Cooks.

Make the change to microwave. Taste a Litton microwave cooking demonstration.

MIZE PHARMACY & TV

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Dairy Queen Dairy Queen
Needs A Manager For Lockney - Male or Female
No Experience Necessary - Must Train In Ralls
SALARY - BONUS - HOSPITALIZATION
Owner Hollis Jones, Box 365, Decatur, Texas
Phone 817-627-2425 or Contact At DQ
at Ralls or Crosbyton

SUNFLOWER CONTRACTS
SUNFLOWER CONTRACTS ARE AVAILABLE AT LOCKNEY COOPERATIVES.
PRICE: 15¢/POUND
THERE WILL BE A FARMERS MEETING EARLY IN JANUARY TO DISCUSS SEED, VARIETIES, CULTURAL PRACTICES, MARKETING, ETC
DETAILS OF THE MEETING WILL BE ANNOUNCED LATER.
Lockney Cooperative Gins
LOCKNEY-STERLEY-SOUTH PLAINS

GIVE A FUN GIFT FOR CHRISTMAS...A GUITAR OR BANJO

Mary L. Spence has stringed instruments from 39.95 up...you'll find just the instrument to fit your needs, professional or beginner...at a price you can afford...There's Fender, Gibson, Stella, Epiphone, Guild, Gretch and many more...Free gift wrapping.



MUSIC CO., INC.
710 Broadway 293-1681



GIVE A MUSICAL GIFT CERTIFICATE



GRAND OPENING

SPECIALS GOOD DECEMBER 19 THROUGH DECEMBER 21

REGISTER FOR FREE 12" G.E. PORTABLE BLACK & WHITE TELEVISION TO BE GIVEN AWAY AT 7 P.M. SATURDAY NIGHT, DECEMBER 21 . . . YOU NEED NOT BE PRESENT TO WIN.

Giant Sidewalk Sale

All Items Priced 50% Off

SHURFINE GRANULATED
SUGAR 5 LB. BAG
CRISCO 3 LB. CAN

GIANT BOX
TIDE DETERGENT

HOT DOGS 10¢ EACH FRIDAY & SATURDAY
FREE BAG OF GROCERIES TO BE GIVEN AWAY EVERY 30 MINUTES FRIDAY & SATURDAY

BIG 12 OZ. COKE ONLY 10¢
FRIDAY & SATURDAY



GOLDEN RIPE
BANANAS
LB. **9¢**
SHURFRESH MEDIUM GRADE
EGGS
DOZ. **65¢**

WILSON OR ARMOUR

POTTED MEAT

3 OZ. CAN **15¢**



SHURFRESH YOUNG PLUMP
TURKEYS
LB. **49¢**
FOLGERS
COFFEE
LB. CAN **95¢**
3 LB. CAN \$2.79

SHURFRESH
FRANKS 12 OZ. PKG. **49¢**
SHURFRESH
BOLOGNA 12 OZ. PKG. **49¢**
RACORN VACUUM PKG.
BACON 1 LB. **65¢**
SHURFINE
GREEN BEANS 303 CAN **4/\$1**
WHOPPERS 6 1/2 OZ.
MALTED MILK BALLS **39¢**
TYSON'S CHICKEN
Breasts & Legs 2 LB. BOX **99¢**

WILSON OR ARMOUR

POTTED MEAT 5 1/2 OZ. CAN **4/\$1**

WILSON OR ARMOUR

VIENNA SAUSAGE 5 OZ. CAN **4/\$1**

BUY ONE - GET ONE FREE

DOLLY MADISON OR COLONIAL
REG. 29¢

SNACK CAKES

BORDEN'S 1/2 GAL. ROUND CARTON

ICE CREAM

FRITOS 49¢ SIZE

CORN CHIPS

SYLVANIA ANY SIZE PACKAGE

LIGHT BULBS

50 FOOT

GARDEN HOSE

BORDEN'S QUART

CHOCOLATE MILK

MORTON'S 59¢ SIZE

TORTILLA CHIPS

BORDEN'S 12 OZ. CARTON

COTTAGE CHEESE

15¢ BAG

POP CORN

MRS. BAIRD'S 59¢ SIZE

CINNAMON ROLLS

FOLGER'S
INSTANT COFFEE

10 OZ. JAR **\$1.89**

CLOROX BLEACH

QUART **23¢**



SHURFINE
TUNA
6 1/2 OZ. CAN **39¢**
SHURFINE
TOMATO SAUCE
300 CAN **4/\$1**

Main & Houston, Floydada

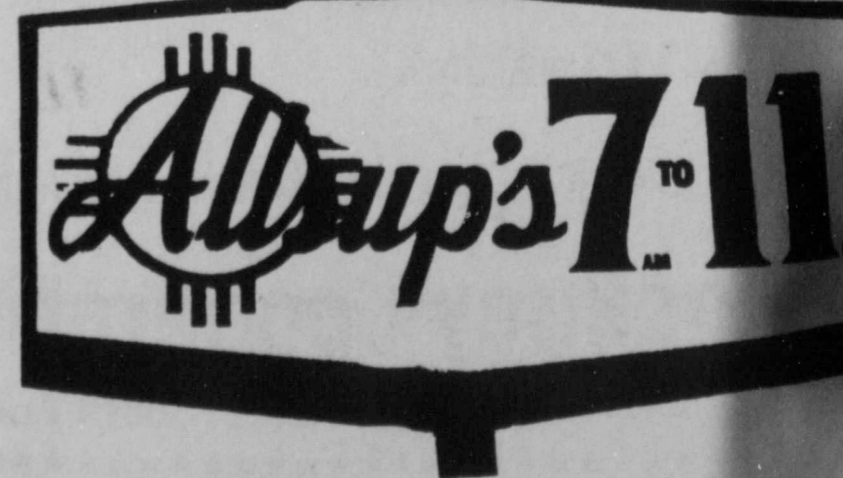
RAY-O-VAC "D" CELL BATTERIES

Buy A 6 Bottle Carton Of 10 Oz.

Coca-Cola And Get A 6 Bottle

Carton Of Sprite **FREE!** PLUS DEPOSIT

CHICKEN, RIBS,
HOT LINKS,
MILD LINKS,
GERMAN SAUSAGE,
BURRITOS,
CORN DOGS



Allsup's 7-11

GRAND OPENING

SPECIALS GOOD DECEMBER 19 THROUGH DECEMBER 21

ALL STUFFED TOYS \$2.99

SHURFINE TOMATO SOUP NO. 1 CAN 15¢
 LUCKY LEAF APPLE JUICE QUART 49¢
 SHURFINE GRAPEFRUIT JUICE 46 OZ. 2/85¢
 SHURFINE TOMATO JUICE 46 OZ. CAN 49¢
 COMET CLEANSER REG. SIZE 19¢
 SHURFINE OR GREEN GIANT SWEET PEAS 303 CAN 4/\$1

PRINGLES POTATO CHIPS 4 1/2 OZ. 39¢
 8 TRACK STEREO TAPES REG. \$2.49 ONLY \$1.59
 SHURFINE OR SUNSHINE KRISPY CRACKERS LB. BOX 39¢

SHURFINE CANNED HAMS 3 LB. CAN \$3.99

SHURFINE WHOLE POTATOES 303 CAN 4 \$1

SWANSON CHICKEN BROTH 303 CAN 19¢

SHURFINE APPLE SAUCE 303 CAN 29¢

SOFLIN TOILET TOILET TISSUE 8 ROLL PKG. 99¢

BORDEN'S SOUR CREAM, WHIPPING CREAM, 8 OZ. 8 OZ. 16 OZ. HALF & HALF CREAM, 8 OZ. DIPS, Mix Or Match 3/\$1



WASHINGTON DELICIOUS APPLES LB. 29¢

CALIFORNIA ORANGES LB. 19¢

RUSSETT POTATOES 20 LB. BAG \$1.39

WANT WHOLE KERNEL CORN 3/\$1

FREE Loaf Bread With Each Bar-B-Q Chicken Purchased!

HIP-O-LITE MARSHMALLOW CREAM 9 OZ. 39¢

DOWNY FTNER \$1.19

BEAUTY BAR ZEST SOAP 2 BAR PKG. 49¢

SHURFINE STRAINED OR WHOLE CRANBERRY SAUCE 300 CAN 4/\$1

BORDEN'S BUTTERMILK 1/2 GAL. 59¢

All Day's 7 TO 11

A.M. P.M.

MAIN & HOUSTON, FLOYDADA, TEXAS

Center News

By Mrs. J.E. Green

CENTER, Dec. 16 — Another cold, dark and dreary day, but the sun is trying to come out.

There is the usual colds and flu going around at this time of year. Among those who had the flu last week were Mrs. Hollis Payne and children.

Mrs. Ola Warren and Mrs. Fred Battey visited Thursday p.m. with Mrs. Kate Crabtree, who is recovering from recent surgery. They also visited Miss Vera Meredith.

Thomas Warren became ill early Friday at home and was taken to Caprock

Hospital where he is still a patient. We trust he will be better soon.

Mrs. Elmer Warren visited Mr. and Mrs. Wade Warren Sunday p.m.

Mr. and Mrs. Glen Smith of Lockney visited Monday with Mr. and Mrs. Claud Carpenter.

Mrs. Ava Jackson spent Saturday with Mr. and Mrs. Carpenter.

Mrs. Green visited one p.m. with Mrs. Plumlee and Mrs. Harve Thomas.

Two nephews and wives visited Mr. and Mrs. Hal Thomas Friday and Saturday. They are Mr. and Mrs.

Wayne Gound of Dallas and Mr. and Mrs. Bruner Gound of San Gabriel, California.

Wednesday, Mr. and Mrs. Hal Thomas visited in Plainview with Mrs. Olin Miller.

Mrs. Ed Stiles and daughter of Lubbock visited Sunday with a nephew and wife, Mr. and Mrs. Clarence Ashton, and with an uncle, R. H. Ashton.

Mrs. R. C. Ross and brothers had a Christmas dinner together Sunday. Present were Mrs. Ross, Mr. and Mrs. Joe Guffee of Plainview and Mr. and Mrs. Clarence Guffee, city, in whose home they met.

Miss Alma Ruth Nelson was hostess to a Christmas family get-together dinner and tree at her home Sunday. Present were Mr. and Mrs. Herman Nelson, Oklahoma City, Mr. and Mrs. Lloyd Nelson of Borger, Mr. and Mrs. Raymond Nelson of Plainview, Carl Nelson, Dimmitt, and Mr. and Mrs. Klyce Ooley, Plainview.

Miss Vera Meredith, Miss Mary Pearl Coward and Mrs. Green enjoyed a pre-Christmas dinner Sunday at a local restaurant with a traditional menu of "turkey and the trimmings".

We sympathize with the Gordon Mayfields in the passing of a brother, Howard Mayfield of New Home, who died Friday. They attended last rites and burial in the Crosbyton Cemetery.

South Plains Cotton Harvest

Will Be Over By Christmas

The High Plains cotton harvest was halted when rain and snow moved in late Monday and Tuesday. Harvest resumed momentum as quickly as soil would support equipment, according to Paul R. Dickson, in charge of the USDA's Cotton Classing Office in Lubbock. "Most people we talk with say we will be through harvesting by Christmas," he added.

The USDA's Agricultural Marketing Service reported Lubbock, Brownfield, Lamesa, and Levelland classed 201,000 samples during the week ending Friday, December 13. This brought the season's total to 544,000. On this same date last year the total was 1,459,000, Dickson said.

At Lubbock predominant grades this week were 51 and 42. Grade 51 accounted for 25 percent while grade 42 was assigned to 25 percent of the cotton samples. Twenty-nine percent of these samples were reduced one grade because of bark. This is up from 24

percent the previous week. The predominant staples were 31 and 32. Staple 32 amounted to 35 percent and staple 31 was 23 percent of the samples this week.

Micronaire readings in the premium range of 3.5 to 4.9 accounted for 20 percent of the samples. This compares to 27 percent the week before. Micronaire readings below 3.5 accounted for the other 80 percent this week. Pressley Strength tests averaged 81,000 pounds per square inch.

Prices quoted by the Lubbock Cotton Exchange for the most predominant qualities in the 3.5 to 4.9 micronaire range were: Grade 51, staple 31 - 30.05, staple 32 - 30.60 cents per pound. For Grade 42, staple 31 - 30.85, staple 32 - 30.90 cents per pound. Mixed lots of cotton brought 22.00 to 36.50 cents per pound.

Prices paid to farmers for their cottonseed ranged from \$110 to \$140 per ton.

Friday at the home of her son and family, the Kay Crabtrees, then on Friday she went to her own home and is doing real well. Mrs. Ola Warren and Mrs. Fred Battey visited Mrs. Crabtree Thursday at the home of Mr. and Mrs. Kay Crabtree. Friday p.m. Mrs. Edna Phillips visited Mrs. Crabtree at her home and then Saturday Mrs. Phillips visited her again and took her lunch to her. Mr. and Mrs. Kay Crabtree, Becky, Sam and Anissa attended the band concert Sunday afternoon. Becky is in the band.

Be Sure . . .
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PERSONALIZED INSURANCE NEED
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P-A-G
Man-
that's
Sorghum

P-A-G 516

GREAT YIELD POTENTIAL
A wise choice for farmers looking for those EXTRA yields

P-A-G 525

EXCELLENT YIELDER
EXCELLENT STABILITY
A NEW hybrid sorghum—just what producers are looking for in a hybrid sorghum.

P-A-G 656

FULL SEASON—
LEADER OF MOST YIELD TESTS
Has the kind of stability combine operators like for fast and easy harvest.

10% DISCOUNT FOR PAYMENT BY JANUARY 2, 1975.
PRICES NOW AVAILABLE AT YOUR P-A-G DEALER.

- Lockney Co-op Gin
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- Patterson Grain Co.
- Sand Hill Elevator
- Stierley Gin, Inc.

Supplies of
Excellent Quality
Extra
High Germination
Seed
Available for
Ordering Now

Fairview News

By Mrs. Clyde Bagwell

FAIRVIEW, Dec. 16 — We have had cold winter weather for the past week and a flurry of snow fell last Tuesday but was soon gone. Farmers are working hard

of Public Safety Region for November, 1974, shows a total of 497 accidents resulting in ten persons killed and 229 persons injured as compared to November, 1973, with 606 accidents resulting in 25 persons killed and 349 persons injured. This was 109 less accidents, 15 less killed, and 120 less injured in 1974 at the same period of time.

The ten traffic deaths for the month of November, 1974, occurred in the following counties: two in Hansford, one each in Cochran, Crosby, Dickens, Gray, Haskell, Hutchinson, Montague, and Throckmorton.

Dear Santa,
My name is Twyla Lemons. I am 4 years old. I have tried to be a good girl all year. I would like to have a pink panther gum machine, a truck, camper, and a doll. Please remember all the other boys and girls around the country. I will leave you something to eat on the table.
Love you
Twyla Lemons

trying to get the crops harvested by Christmas.

We take this means of wishing all who read this news "A Merry Christmas and a Happy New Year."

Twilla Lemons, daughter of Mr. and Mrs. Phil Lemons, spent Sunday with Mr. and Mrs. Clinton Fawver and Melissa.

Mr. and Mrs. Bobby Cozby and Kara visited Sunday with Mr. and Mrs. L. B. Cozby and family.

Mrs. Cecil Payne visited Friday afternoon with her sister, Mrs. Oran Hatley.

Mrs. Edith Sellars, Mrs. C. W. Payne and Mr. and Mrs. Lindsey Graham were visitors in the home of Mrs. Jewell Teague during last week.

Mr. and Mrs. Jim Tye of Lubbock came Saturday and stayed over Sunday in the home of his parents, Mr. and Mrs. Bill Tye. Saturday night all of the above named visited Mr. and Mrs. Weldon Pruitt, Greg, Karen and Christy, Mrs. W. O. Tye was also a Sunday dinner guest in the Bill Tye home.

Those visiting Mr. and Mrs. Clyde Bagwell during last week were E. W. Walls, L. H. Blum, Mrs. C. W. Denison and Mrs. C. W. Payne.

We are glad to report that Mrs. Kate Crabtree came home last Tuesday from Methodist Hospital where she recently had surgery. She stayed Tuesday until

Seven Rural November Accidents

The Texas Highway Patrol investigated seven accidents on rural highways in Floyd County during the month of November, 1974, according to Sergeant Thurman Keffer, Highway Patrol supervisor of this area.

These crashes resulted in no persons killed and two persons injured.

The rural traffic accident summary for this county during the first eleven months of 1974 shows a total of 46 accidents resulting in five persons killed and 17 persons injured.

The rural traffic accident summary for the 60 counties of the Lubbock Department

GIVE HIM
Electronic Calculators
Texas Instruments*

2500.....\$44.95
2550.....\$69.95



DESKS \$59.95 UP

THE BEACON
IN LOCKNEY

THE HESPERIAN
IN FLOYDADA

MEAT-POULTRY
DAIRY PRODUCTS

Texas Farmers and Ranchers suggest:
Redeem your gift for Texas Meat-Poultry-Dairy Products
Good buys this Holiday!



This Gift Certificate Available At The Following Firms:

- BUDDY'S FINE FOOD, FLOYDADA
- CAPROCK CASH GROCERY, FLOYDADA
- CASH AND CARRY, LOCKNEY
- DOUGHERTY GROCERY AND HARDWARE, DOUGHERTY
- KEETERS GROCERY, LOCKNEY
- KEETERS GROCERY, LOCKNEY
- L AND J FOOD, FLOYDADA
- PIGGLY WIGGLY, FLOYDADA
- TODD AND DAVIS SUPERMARKET, LOCKNEY
- TODD AND DAVIS SUPERMARKET, LOCKNEY
- UPTON GROCERY, SOUTH PLAINS
- WILLIAMS MEAT MARKET, FLOYDADA

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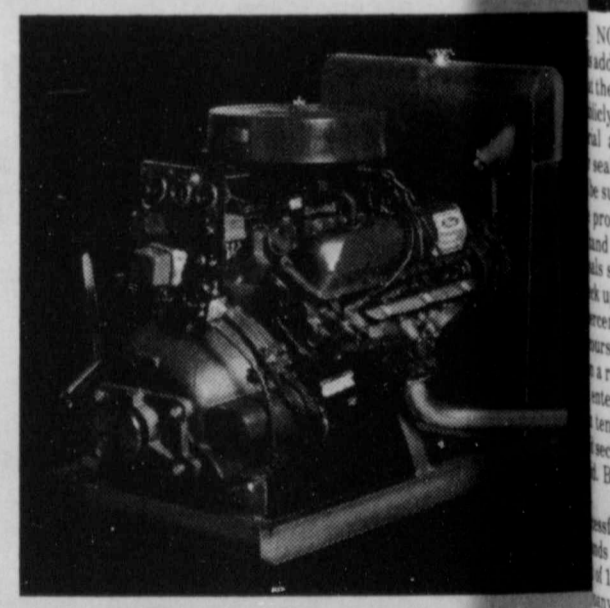
LET US TELL YOU ABOUT OUR FORD IRRIGATION ENGINES AND WE JUST MIGHT GIVE YOU ONE. FREE.

But getting an engine free isn't the only reason for talking to us. We want to tell you why right now is the best time to buy one. **GUARANTEED PRICE.** There's no telling what inflation is going to do to the price of irrigation engines this spring. With our plan, however, you pay 10% down and you don't have to worry about the price going up in the spring. **PAY FOR IT ON DELIVERY.** We don't tell you when to take delivery. You tell us. You can take delivery any time. January. February. March. So, you also get a guaranteed delivery date and you don't have to pay for it until then. **GET THE IRRIGATION ENGINE YOU NEED.** We have the 300 CID 6-cylinder and the 428 and 534 CID 8-cylinder engines. This is the best part. Because you get the best irrigation engine on the market. Ford. Unlike most irrigation engines, ours have been modified for irrigating. Not for cars and trucks. Because of that, they're more durable so they're more economical to operate. Very simply, they're designed to save you time and money. And these days, that's exactly what you need.

WE JUST MIGHT GIVE YOU A 428 CID. FREE. Come by right now. Let us tell you about our irrigation engines and register for a free 428 CID. There's no purchase necessary and you don't have to be present at the drawing to win. Registration ends January 31, 1975.

But don't let that keep you from booking your engine early. If you go ahead and buy one, and your name is drawn, we'll give you your money back.

Come by right now. Any way you go, you're a winner with Ford.



DAN'S AUTO SERVICE
IN LOCKNEY
652-2462

DOUBLE S & H STAMPS

THURS. - FRI. - SAT. - SUN. - MON. - TUES.

Buddy's FOOD

Values In This Ad Good Thru Dec. 24th

CLOVERLAKE
1/2 GAL. - \$1.29 VALUE

Slim & Trim
89¢



SOUTHERN BELL - NEWCROP - 6 OZ. BAG

PECANS **69¢**

48 OZ. BOTTLE - \$2.29 VALUE

CRISCO OIL **\$1.89**

DROMEDARY - 8 OZ.
CHOPPED OR PITTED

DATES
2/79¢



13 1/2 OZ. - 29¢ VALUE

Chicken Broth **5/31**

SOFT AND LITE - 55¢ VALUE

Brown & Serve ROLLS
3/\$1

WHITFIELD-SALAD-10 OZ. - 69¢ VALUE

Marachino Cherries **2/99¢**

Eggs
73¢

GRADE "A" LARGE DOZ. . . .



DEL MONTE - 11 OZ. CAN - 49¢ VALUE

Mandarin Oranges **3/31**

POWDERED OR BROWN - 2 LB. BAG

Sugar
\$1.29

\$1.59 VALUE

SOUTHERN BELL - 7 OZ. - 99¢ VALUE

WALNUTS **79¢**

JACK-O-LANTERN - 30 OZ. CAN

Yams
2/99¢

KRAFT MINIATURE - 10 1/2 OZ. BAG

MARSHMALLOWS
3/31

WHITE SWAN 303 CAN **CORN** **3/89¢**

WHITE SWAN - 303 CAN - 49¢ VALUE **Fruit Cocktail** **2/89¢**



BUTTERBALL

Turkeys **57¢**

18 LB. AVERAGE

OWEN'S PURE PORK - 2 LBS.

SAUSAGE
\$2.19

SOY PROTEIN

Ground Beef
79¢

LB.

COUNTRY HILLS - BAKE - ROAST - 5 LB. AVG.

HENS **69¢**

LB.

SAVORY "BONELESS" FULLY COOKED

Hams **\$1.59**

LB.

CANNED HAMS - CUDAHAY

Hams **\$3.89**

3 LB. CAN

CALIF. SUNKIST NAVELS

Oranges **5 LBS. \$1**

FANCY RED DELICIOUS

APPLES **5 LBS. \$1**

CALIF. HAAS

AVOCADOS **5 FOR \$1**

COLORADO RUSSETT

Potatoes **10 LB. BAG 69¢**



TOPPING - 10 OZ. BOWL - 73¢ VALUE

PET WHIP **49¢**

BANQUET - PUMPKIN - MINCE - APPLE - CHERRY

PIES **2/99¢**

BANQUET - 9 IN. - 2 PACK **PIE SHELLS** **39¢**


FLEISHMANS - 16 OZ. **EGG BEATERS** **79¢**

BORDEN'S - 8 OZ. CTNS. - 59¢ VALUE

Whipping Cream **3/\$1**

1/2 & 1/2 YOUR CHOICE

Chip & Dip Sour Cream




8 OZ. PHILADELPHIA


Cream Cheese
2/89¢

DRY CURED 'N' HICKORY SMOKED

HALF OR WHOLE - 16 LB. AVERAGE

HAMS **99¢**

LB.




CALIF. PASCAL

Celery **2 LBS. 29¢**

NEW MEXICO NO. 1

Sweet Potatoes **17¢**

LB.



WIN YOU - 21 OZ. JAR - 83¢ VALUE

Cherry Pie FILLING **69¢**

OCEAN SPRAY - 300 CAN

JELLIED OR WHOLE

CRANBERRY SAUCE **3/31**

12 OZ. BAKERS **Chocolate Chips** **69¢**

SOUTHERN BELL - 9 1/2 OZ. **RAW PEANUTS** **3/31**

24 OZ. WILSON'S **Chili** **87¢**

1 LB. NABISCO **Crackers** **2/99¢**

MR. MUSHROOM 4 1 2 **MUSHROOMS** **2/99¢**

DEL MONTE - 303 CAN - 39¢ VALUE **Pumpkin** **3/31**

6 BOTTLE CARTON - 32 OZ.


COKES
\$1.59 PLUS DEPOSIT



BORDEN'S - 1/2 GALLON - 93¢ VALUE

BUTTERMILK
59¢

MILK - 14 OZ. CAN - 63¢ VALUE



EAGLE BRAND **2/99**

CORAL BAY - 14 OZ. - \$1.19 VALUE

Coconut **79¢**

HUNTS - 30 OZ. - 69¢ VALUE

Spiced Peaches **2/99**

BULK

Nuts **79¢**

LB.

COMSTOCK 93¢ VALUE

Mince Pie Filling **69¢**

WHITE - 32 OZ. BOTTLE

KARO
89¢



DIAMOND - 25 FT. ROLL - 39¢ VALUE

Aluminum Foil **3/31**

WESTERN GOLD - LB. CTN. -

SWEET CREAM BUTTER
89¢

\$1.19 VALUE

BLUE PLATE - 8 OZ. CAN - 79¢ VALUE

OYSTERS **59¢**

GOOD ONLY AT BUDDY'S


TIDE **99¢**

GIANT SIZE

WITH COUPON

EXPIRES 12-24-74

WITHOUT COUPON \$1.09



SAVE VALUABLE COUPON SAVE

FOLGER'S **COFFEE** **99¢**

Lb. Can

WITH COUPON

WITHOUT COUPON \$1.19

EXPIRES 12-24-74



SAVE LIMIT 1 COUPON PER PURCHASE SAVE

ROASTING WRAP

REVEAL **69¢**

GOOD ONLY AT BUDDY'S FOOD

EXPIRES 12-24-74

WITHOUT COUPON \$1.59

IMPERIAL PURE CANE

5 Lb. Bag **SUGAR** **\$2.99**

WITH COUPON ONLY

GOOD ONLY AT BUDDY'S

WITHOUT COUPON \$2.99

EXPIRES 12-24-74



PLAY LUCKY STARS

Mrs. Lee Rushing 1200 S & H Green Stamps

Gary Carthel 1200 S & H Green Stamps

Mrs. John Walters 1200 S & H Green Stamps

Mary Vickers 1200 S & H Green Stamps

Edna Phillips 600 S&H Green Stamps