



ST. NICK AND HIS REINDEER dance through the mind of Jared Melton as Christmas approaches. Jared is the 2 1/2 year old son of Mr. and Mrs. Weldon Melton (Staff Photo By Brad)

"Serving The Floyd County Trade Area Since 1896"

# The Floyd County Hesperian



Volume 79 Floydada, Floyd County, Texas 79235 Sunday, December 22, 1974 28 Pages in three sections Number 102

## Inflation Raises The Value Of Floyd People

to the Hesperian]  
RK, Dec. 13 — What price  
y residents? What is the  
t value of the average  
t as far as the chemicals in  
e concerned?  
he realizes it or not, the

cash value of the calcium, potassium  
and other goodies in his system has  
reached an all-time high.  
It is up 60 percent from what it was  
a mere five years ago and 570 percent  
over what it was in 1936.

considered liquid assets. Converting  
them into cash would no doubt present  
their owner with a somewhat difficult  
problem.

At the present time, the population  
of Floyd County as a whole contains  
chemicals that would bring some  
\$61,600 if liberated.

## Prock Chat

By Wendell Tooley

THE SPIRIT of Christmas  
led by Bennett Cerf as  
a seven-year-old asked to  
le of the innkeeper at

Floydada.  
Looks like there should be  
recognition of the Texas Aggies who  
had an outstanding record and didn't  
get to play in some bowl... maybe a  
"hard luck Aggie day."

The report on the chemical worth of  
humans comes from Dr. Donald T.  
Forman, a professor of biochemistry at  
Northwestern University.

As for the content of the adult body  
in percentage terms, he states that it  
consists of oxygen, 65 per cent, carbon,  
18 percent, hydrogen, 10 percent,  
nitrogen, 3 percent, calcium, 1 1/2  
percent, phosphorus, 1 percent, and  
other elements, 1 1/2 percent, including  
small amounts of gold and silver.

## Bell Choir Featured At Rotary Banquet

The Methodist Youth Bell Choir was  
featured under the direction of Dennis  
Teasdale as they played Christmas  
numbers for the Rotary Christmas  
banquet Thursday night.

Rotarians Frank Barrow and Bill  
Hardin.

gifts, Rotary sweetheart Ellen Bradley  
also received a gift from the Rotarians.  
Miss Bradley was escorted by Rotary  
student of the month Brad Tooley.

Rotarian Jimmy Tidwell charcoaling  
the steaks and sausage was helped by  
the Methodist youth in preparing and  
serving the meal. He was assisted also

Rotarian Charles Tyer was master of  
ceremonies. Rotary Ann Connie  
Tidwell directed the singing game "The  
Twelve Days Before Christmas" and  
Teasdale read a humorous poem, "The  
Eight Days After Christmas."

Mrs. Charles Tyer decorated the  
Fellowship Hall at First Methodist  
where the banquet was enjoyed by  
some sixty persons.



WHIRLWINDS WITH CHAMPIONSHIP TROPHY from their tournament last weekend. (Left to right): Greg Goen, coach Derrith Welch, Mike Vickers, MacArthur Mitchell, Elton Ratliff, Michael Curry, Donzell Minner, Malvin Collins, Mike Estes, and Kelvin Ratliff. (Not pictured) Steve Moore, who was ill when picture was taken. (Staff Photo)

## Christmas Social Calendar

Neighborhood Center Christmas  
Party, Della Plains School, December  
23, 3:30 p.m.  
Whirlers Christmas Special Square  
Dance, Dec. 21, 8 p.m., Massie Center.

## Nelson Rockefeller

### Vice President

Millionaire Republican Nelson Rock-  
efeller was sworn in as 41st Vice  
President of the United States Friday.  
He was appointed earlier this year by  
President Gerald Ford.

Both the President and Vice  
President came into office by  
appointment rather than election.

## Breezettes Win Over Abernathy

The Floydada Breezettes were in  
Abernathy Monday night for a couple  
of basketball games and both teams  
came home victorious. The seventh  
graders won 34-32 with Melody  
Stringer and Rosemary Barnes making  
15 points each. This makes them 3-1.

The eighth graders breezed on by  
Abernathy 60-11 with Donette  
Williams scoring 16 points, Kim Curry  
and Janie Guest each scoring 12 points.  
The eighth graders are a perfect 4-0  
now. No more games until they play  
Lockney January 13.

## Turkey Shoot Bags \$365 For Day Care

The Turkey Shoot sponsored by the  
Floydada Volunteer Fire Department,  
Kiwanis Club and Gun Club made a  
good profit of \$365 last week.

The profit was given to the Floydada  
Day Care Center, and thanks was  
expressed by Kathy Green to the  
organizations for the contribution.



WHIRLETTES WITH second place trophy at the local basketball tournament last week. At top "most valuable player" Donette Marble, Kathy Hinsley and Debby Johnson made "all tournament."

## NO HESPERIAN 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.

## Words to Consider

*Farmers \$7,500 Self-employed Individuals*  
*HR 10-Keogh deduct IRS*  
*income tax*  
*Southwestern Life*  
*Tommy Assiter*

### Farmers and Self-employed Individuals ----

You may be eligible to save up to \$ 7,500

this year in the I R S approved

### H R 10 (Keogh) Retirement Plan

----- and deduct the entire deposit for income tax purposes.

Southwestern Life has plans approved for this and Tommy Assiter will be happy to assist you with any information you may need.

Tuesday December 31 is the last day for '74 plans

Call TOMMY ASSITER at the office 983-2511 or at home 983-3611



SANTA CLAUS made an appearance at the Christmas party at the Lockney Care Center Thursday night.

By Maria Arellano  
 May the peace and joy of Christmas remain in your hearts all year through. This is our wish for all of you from our residents and our staff. Let's remember that everything we call a trial, a sorrow, or a duty, believe me, that angel's hand is there; the gift is there, and the wonder of an over-shadowing Presence. It's great to know and to celebrate Christ's birthday. The greatest gift we will ever receive is Christ as our Savior.

It's been a great week, so exciting for us all. We want to thank the many people we had with us this past week. First of all we had Mrs. Linnie Abbott, Mrs. Kathy Hunter, Miss Wyonna Wigham and their kindergarten classes and song leader Mrs. Diana Ward singing Christmas Carols for us. They were all great! We also had Mrs. Adams, and the Big Sister and Little Sister F.H.A. group who came and brought bibs, Santa Claus centerpieces for each resident and sang Christmas carols too. Mr. Apple's Adult I Class came and brought cookies and candy bags for all our residents. The Lockney 4-H Club members decorated a fresh Christmas Tree and brought it to the Center. We sure have enjoyed it. The Ladies of West Side Church of Christ came and brought each of our residents a fruit plate and cookies. We had members of West Side Church of Christ singing Christmas carols for us last Wednesday night. Jolly Stitches Club members came and brought bids for our men residents and lap robes for our ladies. Santa

Claus came for our Christmas party and brought fruit and candy for everyone. It was great to have him present. M. D. Arterburn and Hubert Frizzell came and cut our men's hair this past week. Everyone looked beautiful and handsome for the Christmas party. We had beauty shop day for the ladies too. Thanks also to Mr. Richard Gonzales our Choir director at school for coming and bringing the Jr. High Choir to sing Christmas carols at our party. We want to congratulate Richard and the choir for their beautiful singing. Also thanks to Sylvia Yeary for playing the piano for us during our party. And everyone who made our party a very successful one. We all had a ball, it was just great. Thanks to Santa Claus for coming.

Cookies and hot cocoa, coffee and nuts were served to our residents and everyone present. We had a large crowd. Thanks for coming to join us that night. And for the help you gave us all. Thanks to Jimmy who came to take pictures. I'll give you a list of our visitors next week and tell you about our staff and employees party then. Okay-- Have a Merry Christmas Everyone.

Till next week---

### SANTA LETTER

Dear Santa Claus,  
 Bring me please a Superman suit. And for my friend, Lisa, please bring a Planet of the Apes suit.  
 Thank you,  
 Boyd Jackson

### PROVIDENCE NEWS

Friends of the Walter Boedekers are invited to share in the celebration of their fiftieth wedding anniversary Sunday. The open house from 2:30 to 4:30 p.m. will be at Trinity Lutheran Church.

The JUG club held its annual Christmas dinner Thursday night at the Red Rock Room at the Hilton Hotel in Plainview. Entertainment was by Glen Quebe who sang and accompanied himself on the guitar. Donna Tannahill played Christmas music on the piano during dinner.

Attending were Mr. and Mrs. J. R. Turner, Mr. and Mrs. Warren Mathis, Mr. and Mrs. Vernon Ramsower, Mr. and Mrs. Gordon Latta, Mr. and Mrs. S. M. True, Mr. and Mrs. Bruce Rigler, Mr. and Mrs. Eugene Tannahill, Mr. and Mrs. Albert Scheele, Mr. and Mrs. L. B. Brandes, Mr. and Mrs. Helmut Quebe, Mr. and Mrs. Donnie Bybee, and guests Mr. and Mrs. Jerry Roach of Arkansas, Mr. and Mrs. Ollie Liner of Plainview.

Mr. and Mrs. Jerry Griffith and children of Lubbock spent Sunday with her brother, Mr. and Mrs. Herbert Smith and daughters.

Major Roy Johnston, a 1954 graduate of Lockney High School, wrote friends recently and said that he will be retiring in June from the U.S. Air Force. Johnston and his family plan to move to Louisiana where he hopes to teach and work on his doctorate. Major Johnston's parents were employed in the Providence community by Norman Smith.

A number of Providence men recently enjoyed deer hunting in the Big Lake area. Making the trip were Arnold Dietrich, L. B. Titus and Ricky, Clyde Gallagher, Mike Mathis, Louie Bybee, Martin Stoerner and Robert Moore of Littlefield.

Cotton harvest is nearly completed in the community.

With wishes for a Merry Christmas and a happy and prosperous new year.

TOO LATE TO CLASSIFY FOR SALE - Good used upright freezer. Call 652-3567, Lockney. L12-29p



TRINITY LUTHERAN CHURCH annually places nativity scene in front of the church in the Providence community. Christmas morning services at Trinity Lutheran will begin at 10 o'clock.

**GREETINGS**

We wish you an old fashioned Christmas full of good cheer.

**Cone Gins Inc**

CONE RALLS

# Season's Greetings

From....

**KERR - INCE**

**OIL CO.**

AND DENNIS PARHAM  
 FLOYDADA

IT'S THE TIME FOR HOLLY AND CANDLELIGHT.....FOR GIFTS UNDER THE TREE.....AND TO RECALL BOTH OLD AND NEW FRIENDS WITH AFFECTION. WE SINCERELY HOPE THAT YOU ENJOY THE HOLIDAYS.

..... AND WE APPRECIATE YOUR BUSINESS. ....

*We still have a good selection of gifts for every member of the family*

- ★ Poinsettias
- ★ Blooming Plants
- ★ Hanging Planters
- ★ Table Arrangements
- ★ Corsages

*We will be closed*  
 December 25 and 26

**Schacht's Flowers, Jewelry & Gifts**

652-2385 Lockney

**HOLIDAY CHEER**

We wish you a Christmas in the friendly spirit of an old-fashioned Yule! Greetings from

**Bob's Shamrock**  
 FLOYDADA

JIMMY DEAN 24 OZ. <b>Sausage</b> \$1.79	PURE <b>Ground Beef</b> LB. 79¢
SHURFINE 303 CAN <b>Green Beans</b> 2/69¢	SHURFINE STRAINED 303 CAN <b>Cranberry Sauce</b>
OCEAN SPRAY FRESH LB. CELLO BAG <b>Cranberries</b> 39¢	LB. CELLO BAG <b>CARROTS</b> 2/
RUSSETT NO. 2 10 LB. BAG <b>Potatoes</b> 79¢	IN CELLO BAG <b>Celery Hearts</b> EA.
CLOVERLAKE 1/2 PINT <b>Whipping Cream</b> 3/\$1	CLOVERLAKE PINT <b>Half &amp; Half</b> 3/
CLOVERLAKE 8 OZ. <b>Dip &amp; Chip</b> 3/\$1	CLOVERLAKE 8 OZ. <b>Sour Cream</b> 3/
LARGE HEADS <b>LETTUCE</b> 25¢	THIRD BOX RED DEL. CHRISTMAS PACK <b>APPLES</b>
THIRD BOX SUNKIST CHRISTMAS PACK <b>Oranges</b> \$2.87	GRADE A <b>Baking Hens</b> LB.
FRESH LB. <b>Sweet Potatoes</b>	

THESE PRICES GOOD THROUGH DECEMBER 25  
 WE HAVE PLENTY OF LARGE AND SMALL TURKEYS FOR CHRISTMAS  
 WE ACCEPT FOOD STAMPS  
 DELIVERIES \$2.50 OR MORE

**L&J FOOD STORE**  
 We Give Double S&H Green Stamps On Wed.  
 116 NORTH 2nd PHONE 983-3193  
**WE DELIVER**

# Society



Mrs. Randy Henderson

## Lambert-Henderson Vows Read Friday In Abernathy

Randy Lambert and the late Elza Lambert were united in marriage by Rev. Grover Stevens at 7:30 p.m. on Friday, Dec. 20th at the First Church of Christ in Abernathy. Mr. Grover Stevens, pastor and minister of the church, officiated the ceremony.

The bride is a graduate of Abernathy High School and is a senior elementary education major at Texas Tech University. The bridegroom is a graduate of Lockney High School and is a senior animal science major at Tech.

The bride is a graduate of Abernathy High School and is a senior elementary education major at Texas Tech University. The bridegroom is a graduate of Lockney High School and is a senior animal science major at Tech.

covered buttons. Victorian nosegays fashioned with red streamers cascading from below the arrangement of red carnations and holly completed their gowns.

Attending Randy as best man was Don Henderson of Lubbock, brother of the groom. Groomsmen were Gary Lambert of Abernathy, brother of the bride, Bruce Baccus of Pampa, Abe Nayfa of Sweetwater, Steve Rodgers of Texline, cousin of the groom, David Fritsch of Lubbock and Ronnie Aston of Lubbock. Ring bearer was Stephen Deason of Lubbock.

A reception for the couple followed the ceremony. The bride is a graduate of Abernathy High School and is a senior elementary education major at Texas Tech University.

The bridegroom is a graduate of Lockney High School and is a senior animal science major at Tech.

TWO MORE SHOPPING DAYS UNTIL CHRISTMAS

# Bealls YEAR-END CLEARANCE Sale!

SHOP ALL DEPARTMENTS FOR BIG SAVINGS SAY "CHARGE IT"

**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**

---

**CLEARANCE MENS SUITS**  
REGULARLY \$85.00 TO \$90.00

NOW ONLY **\$59<sup>88</sup>**  
REGULARLY \$69.95 TO \$79.95 VALUES NOW ONLY **\$49<sup>88</sup>**

---

**CLEARANCE MENS KNIT SPORTCOATS**  
VALUES TO \$59.00

NOW ONLY **\$39<sup>88</sup>**

---

**CLEARANCE MENS SWEATERS**  
CARDIGAN STYLES

REG. \$17.00 VALUES NOW \$12.88  
ONE GROUP OF MENS SWEATERS ONLY **\$9<sup>88</sup>** EA.

---

**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**

---

**CLEARANCE ONE TABLE OF MENS JEANS**  
VALUES TO \$11.00

ONLY **\$5<sup>88</sup>** A PR.

---

**CLEARANCE BOYS FALL JACKETS**  
NOW

**Reduced 20% OFF REG. PRICE**

**SPECIAL ONE GROUP OF LADIES PANTSUITS**  
FAMOUS BRAND  
REG. \$40.00 VALUES

NOW ONLY **\$26<sup>88</sup>** 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**

---

**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**

---

**CLEARANCE LADIES FURRY TYPE HOUSESHOES**  
REG. \$5.00 AND \$6.00 VALUES

NOW ONLY **\$3<sup>88</sup>** A PR.

---

**CLEARANCE Childrens Coats**  
SIZES 9 MONTHS TO SIZE 14  
VALUES TO \$30.00

**Reduced 20% OFF REG. PRICE**

---

**CLEARANCE ONE GROUP OF Fall Piece Goods**  
CORDUROY — KETTLE CLOTH—DARK COTTONS

**Now Reduced 1/2 OFF REG. PRICE**

**look to COONTZ**

FOR HI PERFORMANCE BLADES

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

**Lawson Bros. Welding & Equipment**  
503 E. Missouri Phone 983-3940 Floydada

# Society

## Bishops To Observe 70th Anniversary

Mr. and Mrs. Earl Bishop will be honored with a reception Sunday, December 29 from 2 until 4 p.m. in Massie Activity Center in Floydada. The occasion is in observance of the couple's 70th wedding anniversary. Hosting the occasion will be the Bishop children, Mrs. B.W. Howard and Mr. and Mrs. Davis Bishop of

Lubbock; Mr. and Mrs. Don McGregor, Marble Falls; Mr. and Mrs. Holt Bishop and Mr. and Mrs. Riley Teague of Floydada. The couple also have eight granddaughters, nine grandsons and 37 great grandchildren.

Mr. and Mrs. Bishop were married January 16, 1905 in Franklin, Texas. They lived in Haskell until 1925 when they moved to Floydada. Friends and relatives are invited to the reception. They request no gifts please.



Mr. and Mrs. Earl Bishop

## Golden Circle Class Has Annual Party

Mrs. Mable Smith was hostess to the Golden Circle Sunday School class Christmas party Friday afternoon, December 13.

Mrs. Smith read the "Story of the Birth of Christ" from Luke 2, after which Mrs. W.C. Sims gave the Christmas Story, "Two Boys of Bethlehem," James and Marcus.

Gifts were exchanged from around a beautiful decorated tree and refreshments of chicken sandwich-

es, cake and punch served. The group was happy to learn their class teacher, Mrs. Kate Crabtree, was able to return home from the hospital, but sorry she was unable to attend the party. After the class dismissed Mrs. W.C. Cates and C.O. Spence delivered to members unable to the social. Others at the event Mrs. Sims, Mrs. Smith, Claude Capreuter, M. Stambaugh and Mr. Newsom.



Mr. and Mrs. Alvin Nichols

## Reception To Honor Mr. And Mrs. Alvin Nichols On 50th Anniversary

Mr. and Mrs. Alvin Nichols of Lockney will be honored with an open house Sunday, December 29, in observance of their 50th wedding anniversary. Hosting the event will be their daughter and son-in-law, Mr. and Mrs. Glen Whitfill of Sweetwater; their granddaughters, Miss Cindy Whitfill of Dallas and Mrs. David Allen of Mayook, North Carolina. They also have one great granddaughter, Davyonnae Allen.

Friends and relatives of the couple are invited to call between the hours of 2 until 4 p.m. at the Nichols home, located three miles south and one mile east of South Plains.

Assisting with the house-party will be the couple's sisters-in-law, Mrs. Mark Nichols of Sweetwater and Mrs. Johns Cox of Lockney; their nieces, Mrs. Max Marble of Hart, Mrs. Bill Nichols of Boulder, Colo., and Mrs. Marjorie Martin of Lockney, and a friend, Mrs. E.E. Wells of South Plains. Louzila Cox and Alvin Nichols were married December 28, 1924 while seated in a Ford roadster in front of the Methodist

Church parsonage in Canyon. Rev. M.M. Beavers, pastor, officiated. An apartment on Fresno Street in Plainview, was the honeymoon cottage for the newly-weds. Two years later they built a new home at 807 Joliet in Plainview where Nichols recalls there were only two houses at the time between Joliet and Wayland College. In 1942, the couple moved to the South Plains Community just east of where they now reside. For eight years they lived in the Cedar Hill area, then moved to their present home in 1962.

Mrs. Nichols, born in 1902, came to Lockney in 1905 with her parents, Mr. and Mrs. Caleb Cox and settled in the Roseland Community. She recalls there were only two businesses in Lockney when her family arrived, Baker's General Store, which also served as the post office and livery stable, and the Brewster's Rooming House. Mrs. Nichols said she has watched the county turn from cattle to dry land farming, then to irrigated farming and now is seeing the water level lower again. Her father, at that time,

supplemented his income by trading horses with freighters who spent nights in their home. The freight route from the Caprock ran directly by the Cox home.

In 1918, the Cox family moved to the Lone Star Community from Roseland and today, Mr. and Mrs. Nichols operate the farm in Roseland Community where her family first lived, just four miles from where the Nichols' reside.

When Nichols, who is proud of his 1/32nd Cherokee Indian blood, first came to the Plains, he boarded with Mrs. O.J. Lady at Aiken and slept in the barn. The year was 1915 and he remembers the jogging wagon ride into Plainview soon after his 21st birthday, where he and some friends could have a belated celebration.

Plainview was a big town with a dozen stores. He headed to the barber shop first, for a shave and bath, then to the Missouri Hotel to rent a room for the night. He thought Plainview was a place he might want to make home, so he began working for Harvest Queen Mills and delivered flour by driving a team of mules. He drove one of the first trucks purchased by the plant.

When he married, Nichols began freighting for a lumber yard in Plainview and held that job for 17 years. During the depression, the Nichols' rented out their home on Joliet, for \$18 per month furnished, and lived in a smaller house for \$10 per month.

Nichols is now semi-retired, but still farms some at the age of 80.

He has one brother, Mark Nichols of Sweetwater. Mrs. Nichols has two brothers, T.B. Cox of Canyon and Johns Cox of Lockney; two sisters, Mrs. Lovilla Cox of California and Mrs. Tom Davis of Irving. Her father, Caleb Cox, resides in a nursing home in California.

forty guests were Mrs. Ted Carthel, Mrs. James Poole, Mrs. Raymond Lusk, Mrs. Roy Turley, Mrs. Jerry Williams, and Mrs. Jerry Cannon.

pick up your books. Unwanted books will need to be returned soon. Classes are sponsored by the Neighborhood Center. For information call 983-3134.

—Kathy Green

## T.S.T.I. CLASSES WILL NOT MEET DECEMBER 26TH.

T.S.T.I. classes will not meet Thursday, Dec. 26, 1974, due to the Christmas holiday. The class will meet Thursday, January 2, 1975. Shorthand 6:30 p.m., Bookkeeping and Clerical Record Keeping 7:30. Typing at 8:30. Class will meet as usual in the typing room at Floydada High School. All students please come and

## MERRY CHRISTMAS

## Word 'Manger' Has 2 Meanings

The Bible tells us that the newly-born Christ-child was "wrapped in swaddling clothes and laid in a manger," a word derived from the French "mangeoir" or frame to hold animal feed. It is interesting that the other common English word for a cattle-feeder, crib, which is derived from the German krippe, also means a baby's bed.

## Dougherty Home Demonstration Club Has Annual Luncheon

Dougherty Home Demonstration Club met in the Johnnie Cates home December 17 for their annual Christmas luncheon party. All club members were present along with the following guests, Mrs. Ross Samburger and Mrs. Elmer Watson of Lubbock; Mrs. Lillian Ross of Ralls and Mrs. Maurice Campbell of Dougherty.

Christmas Carols were sung and Mrs. C.A. Caffee gave the Christmas Story "The Wandering Star." Gifts were then exchanged.

Attending other than guests were Meses. G.W. Smith, Earl Edwards, C.A. Caffee, Carmel Eastham, A.H. Kreis, Russell Crawford, Ray Carthel, J.D. Cates, Bob Ross, Claud Ring and hostess, Mrs. Johnnie Cates.

## Athena Hosts Husbands At Christmas Party

Athena Junior Study Club met for a Christmas dinner with their husbands at the Hershel Carthel's country home last Saturday evening. A Christmas buffet supper was served on individual tables decorated with handmade red linen cloths with red Christmas balls and greenery centerpieces. Personalized embroidered napkins served as favors for each guest.

Gifts for Athena members involved "gifts of Promise." Each Athena member offered a gift of her time or talent to a fellow member. Some promises will extend throughout the year, others will involve special helps of baking, babysitting, or serving. A "gift exchange" game was played in which the guest could keep the gift he drew, or if he wanted a gift already received by someone else, he could "steal" it.

Following the meal Athena members and their husbands played "Guess Your Mate" a form of Blind Man's Buff, and sang carols

Serving as hostesses for the evening to the more than



# Noel!

Greetings of the season to one and all! May your Christmas be joyous and may your joy be abiding.

**BUDDY'S FOOD**  
FLOYDADA, TEXAS  
FORREST, KAY, SHARON AND LUCRETIA SHANNON

# BROWN'S LAST-MINUTE HOLIDAY GIFT GUIDE



- |  |   |
|--|---|
| <p><b>FOR HIM:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Field &amp; Stream Casual Jackets</li> <li><input type="checkbox"/> Sweater Sets</li> <li><input type="checkbox"/> Casual Suits</li> <li><input type="checkbox"/> Sport Shirts</li> <li><input type="checkbox"/> Dress Shirts</li> <li><input type="checkbox"/> Topcoats</li> <li><input type="checkbox"/> Leather Jackets</li> <li><input type="checkbox"/> Cologne</li> <li><input type="checkbox"/> Socks</li> <li><input type="checkbox"/> Ties</li> <li><input type="checkbox"/> Underwear</li> <li><input type="checkbox"/> Belts</li> <li><input type="checkbox"/> Dress Slacks</li> <li><input type="checkbox"/> Jeans</li> </ul> | <p><b>FOR HER:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Long Dresses</li> <li><input type="checkbox"/> Pant Suits</li> <li><input type="checkbox"/> Coordinates (Jo Hardin, Campus Casuals, Donovan-Galvani)</li> <li><input type="checkbox"/> Easy Street Shoes</li> <li><input type="checkbox"/> Robes <input type="checkbox"/> Gowns <input type="checkbox"/> Pajamas</li> <li><input type="checkbox"/> Hosiery</li> <li><input type="checkbox"/> 1928 Jewelry</li> <li><input type="checkbox"/> Towels</li> <li><input type="checkbox"/> Sheets</li> <li><input type="checkbox"/> Electric Blankets</li> <li><input type="checkbox"/> Fur Houseshoes &amp; Scuffs</li> </ul> |
|--|---|

**Brown's**  
DEPARTMENT STORE  
MAN'S SHOP

104-06 North Main Lockney, Texas

ASK ABOUT OUR...

**GIFT CERTIFICATES**

THE FLOYD COUNTY HESPERIAN  
Published each Sunday and Thursday at 111 E. Mo. St., Floydada, Texas 78236. Second class postage paid at Floydada, Texas 78229. Wendell Tooley, editor. Subscription rates: Local \$7.00 a year, out of trade area: \$8.00.

## Satellite School Board Meets

The Lockney Satellite School board met in the lounge of the First National Bank, December 16, at 6 p.m. Douglas Degge presided over the meeting, with Bennie Anderson opening with a prayer.

It was reported that the C.V.A.E. High school boys will paint the school's classroom after the first of January. Also, reported was the proceeds from the bake sale held in November which brought in \$130.30, to be used for the school's activities.

Bill Hunter was elected to serve on the board beginning the first meeting in January. Election for officers will be held in January. All board members are urged to make this important meeting.

T. J. Ashew closed the meeting with a prayer. Members present were Douglas. Degge, Geneva Stansell, Annabel Bramlet, Bennie Anderson, Marie Arellano, Jene Lewis, T. J. Ashew, and Leo Montandon.

## CHRISTMAS CUSTOMS

On Christmas Eve there was a fast, and the food which would have been eaten was set aside. On Christmas Day this food, including samples of everything to be eaten on Christmas, was packed in a small boat-shaped basket of birch and hung upon a tree. In this manner the Yuletide People could partake of the feast like everyone else.

## SEASONS GREETINGS



# REJOICE

It's the Holy Season, time when hearts are filled with gratitude, love and good will. In this spirit we extend our warmest wishes and thanks.

FROM ALL THE FOLKS AT

## ARWINE DRUG

**Mrs. Daniel Love Class Hostess**

Mrs. W.T. Daniel was hostess for Floydada First Baptist Church Love Sunday

School Class Christmas Party on Tuesday, December 17.

Mrs. Mize, president of the class, gave the opening prayer and led in singing Silent Night, followed by a story on the Christmas Road to Bethlehem given by teacher.

The history of Christmas trees was given by the president. Excerpts from the Christmas Letter of the

Lonnie Dowells was read telling of their mission work for 25 years in South America. The closing prayer was given by Mrs. Roy Fawver and gifts were distributed.

Attending were the hostess Mrs. W.T. Daniel, Roy Fawver, L. G. Norrell, T.T. Hamilton, Mary Stanley, Hattie Thomas, A.G. Eubanks, Edell DuBois, W.W. Riggle, Eva Jackson, A.S. Mize, Edna Phillips and guest Dovie Hanson.

**Christy Smith Bride Of Joe Donald Hurst**

Christy Kathleen Smith became the bride of Joe Donald Hurst in the United Methodist Church in Idalou at 7 o'clock p.m. Saturday, December 21. The Rev. Herbert Tavenner officiated the double ring ceremony.

Parents of the couple are Mr. and Mrs. Bobby G. Smith of Idalou, formerly of Floydada, and Mr. and Mrs. L.J. Hurst of Lorenzo. The bride is the granddaughter of Mrs. Earl Pierce and Mr. and Mrs. Leonard Smith of Floydada.

Given in marriage by her father, the bride wore a traditional gown of silk Teau-de-soic accented with hand beaded seed pearls. The dress was designed with an empire waist line and bishop sleeves. She wore a matching mantilla veil.

Miss Pam Westbrook was maid of honor. Miss Robbie Donley was bridesmaid. They wore gowns of cranberry velvet with accents of pink lace.

Becky Donley was flower girl and Eric Hurst, nephew of the groom, was ring bearer.

Terry Hurst served as his brothers best man. Groomsman was Roger Cypert. Ushers were Randy Pierce, Jeff Pate, Gary Boyd and Ted Young. Brothers of the couple, Brad Smith and Andy Hurst lit the candles for the ceremony.

Special music for the wedding was presented by Tim Thornton of Lorenzo and Debbie Robbins of Idalou.

A reception was held in the Fellowship Hall. After a wedding trip to Ruidosa, New Mexico the couple will be at their home in Lorenzo.

The bride is a student of Idalou High School and is employed by Hurst Farm Supply. The bridegroom is a graduate of Lorenzo High School and employed at Hurst Farm Supply.

In the first century A.D., the Roman Emperor Nero hit upon a hot way to keep cool. He frequently sent sprinters off to the tops of the local mountains to bring back batches of icy cold snow!



Mrs. Keith E. Matthews

**Weaver, Matthews Vows Read In Nacogdoches December 21**

Wedding vows for Patricia Nell Weaver and Keith A. Matthews were read in the Calvary Baptist Church in Nacogdoches, Saturday, December 21. The pastor, Rev. M.A. Ervin, performed the double ring ceremony.

The bride is the daughter of Mr. and Mrs. Joseph Cline Weaver of Nacogdoches and the groom is the son of Mr. and Mrs. Ersel H. Matthews of Corpus Christi. He is the grandson of Mr. and Mrs. Walter G. Collins and nephew of Wayne and Van Collins all of Floydada.

A white arch covered with smilax greenery centered the wedding scene. At each side were spiral candelabras also covered in greenery. Family pews were marked with aisle candelabra.

The bride was gowned in white symphony, fashioned with a high waist and princess lines. The long full sleeves were gathered to buttoned cuffs, bordered in lace. The lace was used again on a set-in yoke on the pearly bodice, and high stand-up collar. Lace also bordered the hem-line which accented the all lace chapel length train descending from the back waist. The

gown was designed and made by the bride's mother.

The veil and headpiece, fashioned by the bride, was in three tiers of illusion falling from a beaded and gathered lace capulet. She carried a bouquet of white roses, intermingled with pink roses and mint green miniature carnations. The bouquet was carried atop a white Bible, given the bride by the groom.

Mrs. Johnny Weaver of Alamogordo, New Mexico, sister-in-law of the bride, was matron of honor, and Mrs. Larry Denman of Houston, sister of the groom, was bridesmatron. They were dressed in pink symphony gowns fashioned to that of the brides, and trimmed in white lace.

Their hats were accented with pale pink velvet ribbon and their round shaped bouquets were of pink roses and mint green carnations.

Kent Matthews of Houston served his brother as best man. Ushers were Johnny Weaver, of Alamogordo, and Joe Weaver of Nacogdoches, both brothers of the bride, and Larry Denman of Houston, brother-in-law of the groom.

Following the reception the newly weds departed for a honeymoon trip to Corpus Christi. For travel the bride changed to an A-line dress, fashioned with long sleeves and side front pleats with yellow and beige stripes.

The couple will reside at 101 E. Adkins, Seagoville, Texas.

The bride is a graduate of Nacogdoches High School and a December graduate of Stephen F. Austin State University. The groom, a graduate of W.B. Ray High and Stephen F. Austin University, is a student at Criswell Bible Institute in Dallas.

**Walker Home Setting**

**For LCC Christmas Dinner**

Mr. and Mrs. W. G. Walker were hosts to members and guests of the Lubbock Christian College Associates Monday evening, December 16. Mr. and Mrs. J.A. Arwine were co-hosts for the turkey dinner.

Those attending enjoyed reviewing the collection of Victorian antiques and hand-made Christmas decorations throughout the Walker home.

In Germany, the fumes from hot iron on which oil has been poured is considered a cure for toothache.

**MERRY CHRISTMAS AND HAPPY NEW YEAR**



**Recognition for a professional.**

Tommy Assiter

has earned two of the highest honors awarded annually in the life insurance field:

- National Sales Achievement Award
- Texas Leaders Round Table membership

These honors are in recognition of his outstanding achievement in providing protection and service to his policyowners.

Our congratulations to a top Southwestern Life Career Agent. A professional.

**Southwestern Life**  
Happiness is what we sell

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**MERRY NEWS**



Mrs. Joe Donald Hurst

**THRIFTWAY A BETTER WAY TO SAVE**

**NEXT TO SANTA'S VISIT CHRISTMAS DINNER IS MOST IMPORTANT**

- SEMI-BONELESS
- WILSON'S CORN KING HAM \$1.19
  - CUDAHY HOLIDAY HALF OR WHOLE \$1.79
  - HAMS CENTER CUT \$1.39
  - HAM SLICES \$1.39
  - HAM \$6.99
  - BACON \$0.99
  - RIB ROAST \$1.29
  - FRANKS \$0.59
  - BOLOGNA \$0.59

**TURKEYS**

SHURFRESH GRADE "A" SELF-BASTING

BAKING 5-7 LB. AVERAGE

**HENS 59¢**

WITH POP-UP THERMOMETER

WE HAVE A FULL VARIETY OF HOLIDAY POULTRY

- \*DUCKS
- \*GEESE
- \*CAPONS
- \*TURKEY BREAST & ROAST
- \*BAKING HENS

**FOLGER'S COFFEE**

99¢

ONE LB. CAN

**2-1**

ASSTD. FLAVORS 18 OZ. BOXES

**Chips 69¢**

SHURFRESH POTATO

HOLIDAY THROWN STUFFED MANZ.

OLIVES \$0.69

PICKLES \$0.69

NUTS \$1.09

OLIVES \$0.49

CRACKERS \$0.69

CRACKERS \$0.69

DIPS \$0.39

**SHURFRESH ICE CREAM 99¢**

ASSORTED FLAVORS

HALF GAL. CTN.

**Holiday Fixin's**

DRESSING 89¢

CHERRIES 29¢

STUFFING MIX 45¢

PIE SHELLS 49¢

STRAWBERRIES 45¢

COOL WHIP 59¢

LIVERS 49¢

**Sauce 33¢**

CUT YAMS 45¢

PEARS 89¢

PEAS 43¢

**Chips 49¢**

MIX 59¢

**BROWN & SERVE ROLLS 3-1**

12 COUNT PKGS.

**ORANGES 89¢**

APPLES 89¢

TANGERINES 29¢

COCONUTS 59¢

CELERY 15¢

ONIONS 9¢

YAMS 19¢

CUCUMBERS 25¢

**BANANAS 10¢**

WALNUTS 49¢

**CRISCO SHORTENING 1.89**

3 LB. CAN

**Cheese 39¢**

PHILADELPHIA CREAM

**Whipping Cream 39¢**

Margarine 69¢

Margarine 69¢

Margarine 79¢

Margarine 43¢

Dinner Rolls 43¢

Cookies 79¢

**VALUABLE COUPON**

20¢

FLOUR 79¢

**THRIFTWAY**

VALUABLE COUPON

10¢

**THRIFTWAY**

VALUABLE COUPON

15¢

POTATOES 69¢

**Double Gold Bond Stamps**

Monday & Tuesday

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

**Don's Thriftway**

On The Wye Floydada

**THRIFTWAY**

VALUABLE COUPON

15¢

# FARM REVIEW

## Costs May Put Agriculture 'In Red'

When 1974 production costs and cash receipts are totaled, Texas' agricultural economy may wind up "in the red," Commissioner John C. White told Senate Agriculture Subcommittee members recently.

"This year we are faced with the very real possibility of our production costs equaling or even exceeding our income in agriculture," White testified.

He said cash receipts of \$5.5 billion are predicted, a \$1 billion drop from last year. Last year's production costs were \$5.2 billion and costs have risen dramatically since then.

White noted that all segments of farming and



It's always a pleasure to say hello to all our friends at Christmas and wish them the best of everything!

## ROBO WASH

FLOYDADA



Here's a hearty greeting to you, our loyal customers; may you have a joyous Yuletide!

"A BIG THANK YOU" FROM LLOYD AND RAY MORTON AND ALL THE MEN OUT AT MORTON IRRIGATION PIPE CO. "FOR MAKING OUR THIRD YEAR IN BUSINESS A SUCCESSFUL ONE." WE LOOK FORWARD TO CONTINUED GROWTH WITH THE PLAINVIEW AREA... THROUGH SERVING YOUR IRRIGATION PIPE NEEDS IN A PROFESSIONAL MANNER

Right Now Is The Time To Plan Your Irrigation Needs For The Coming Year... With Our •Qualified People •High Quality Products At Prices You Like.

## Why the harvest time price slump?

By ELBERT HARP  
Executive Director, GSPA-TGSPB

Farmers have expressed a great deal of concern recently over the drop in grain prices. Many factors enter into the price slump, but as a general rule, softer prices during harvest can almost always be predicted.

During the last month or six weeks the bulk of the 1974 feed grain crop has been harvested. This total of 600 million bushels of grain sorghum and 5.6 billion bushels of corn has been placed in the elevators and storage bins and awaits purchase.

When grain is \$6.00 cwt., this equals \$3.36 per bushel. This computes to more than two billion dollars for the 1974 sorghum crop and nearly four billion dollars for corn which will go into the commercial grain market (about 80 percent of the corn is fed on the farm where grown).

It is nearly impossible for grain merchants to raise such large amounts of money to invest in grain all at one time. Most of them will buy only the amount they can sell in a short period. Some purchase only a single day's supply at a time. When more grain is offered for sale by farmers than the market can quickly absorb, prices begin to weaken. This has happened

during the last month and prices may continue to decline for a few more weeks. This is why GSPA urges farmers who can to practice "orderly marketing"—or holding grain for periodic release during the marketing year.

The current grain "supply versus demand" situation could be compared to a person who has just eaten a large, six-course meal. He has consumed all he is able to eat at one time. No matter how much good food is still before him, he will pass it up for the present time, but this does not mean that he will not be back for more tomorrow.

We continue to think that the \$6.00 cwt. figure to farmers is realistic over the long-run. The cattle on feed reports show about 74 percent of last year's numbers are on feed this year. We expect this figure to drop even more, if for no other reason than our having only 65 percent as much grain sorghum as one year ago.

Even if exports are reduced by 35 percent from last year's level and domestic consumption is equally reduced, the market should remain strong for all available grain throughout the coming marketing year.

"Orderly marketing" should pay good dividends.

ranching will not suffer equally, but losses due to cotton abandonment, floods, drought, unharvested acreage and lower prices have been disastrous for many. Livestock and dairymen have been hit especially hard by high production costs and low, unprofitable prices.

White told the members of the subcommittee chaired by Sen. Bill Patman that the legislature must reexamine its laws and regulations affecting the agricultural economy.

"We must be certain that current legislation is not unnecessarily restrictive to our agricultural enterprises under conditions which now prevail," he said. "In addition, we have the duty to offer the best possible protection to producers, processors and consumers of our agricultural products.

## Texas Meat Exports Drop 40 Percent

AUSTIN--Exports of Texas red meat dropped nearly 40 percent this year while production increased eight percent, another financial blow for an already ailing livestock industry.

According to Agriculture Commissioner John C. White, marketings of beef, pork, lamb and mutton reached 1,763 million pounds in September. Of this, 247.2 million pounds have been exported.

White said two large potential markets, Japan and the European Common Market, embargoed U.S. meat to protect domestic production. Canada drastically reduced U.S. meat imports and for a period prohibited sales of U.S. beef.

The U.S. has retaliated by reducing meat imports. A greater decrease is expected as a result of this country's recent restriction on Canadian meats, retroactive to Aug. 12.

This year's national cattle slaughter is expected to exceed 36 million head, a seven percent increase over last year coming mainly from grass-fed beef. Fed cattle slaughter will be down seven percent.

Though beef supplies are expected to remain abundant through 1975, pork, lamb and broiler production will be down. Hog producers have reduced breeding stocks and plan fewer farrowings for next year. Sheep and lamb slaughter likely will decline as producers reduce their herds due to higher finish feeding costs.

These cutbacks indicate higher prices for consumers, White said.

## Pesticide Publication Available

AUSTIN--Agriculture Commissioner John C. White has announced publication of the 1974 Sample Analysis of Economic Pesticides, a book to provide Texas pesticide buyers with information about products available in the state.

The 122-page book contains the results of laboratory tests on nearly 1,500 products from 154 companies. It notes products on which stop sale orders were issued.

Copies are available by writing Agriculture Commissioner John C. White, Texas Department of Agriculture, P.O. Box 12847, Austin, Tex. 78711.

Tests were conducted by the department's Agricultural and Environmental Sciences Division.

## Lockney Hospital Report

Dec. 12-19, 1974  
Nellie Webb, Lockney, admitted 11-30, continues care.

Minerva Belle Olive, Silvertown, admitted 12-2, dismissed 12-13.

Higinio Garza, Lockney, admitted 12-3, continues care.

Connie Bradley, Lockney, admitted 12-4, dismissed 12-16.

Walter Kiser, Lockney, admitted 12-6, dismissed 12-18.

John T. Griffin, Lockney, admitted 12-9, continues care.

Hugh Griffith, Lockney, admitted 12-9, continues care.

Tammie Jean Sicking, Lockney, admitted 12-9, Baby Girl Crystal born 12-10, dismissed 12-18.

Foy Gooch, Floydada, admitted 12-9, dismissed 12-12.

Lottie Kell, Lockney, admitted 12-11, dismissed 12-16.

Estelle Powers, Lockney, admitted 12-11, continues care.

Goldie Jacob, Floydada, admitted 12-11, dismissed 12-16.

Gail Gregg, Lockney, admitted 12-11, dismissed 12-12.

Joyce Harper, Floydada, admitted 12-11, dismissed 12-14.

Eustalia Gonzales, Lockney, admitted 12-11, dismissed 12-15.

Maria Galven, Turkey, admitted 12-11, Baby Boy Juan born 12-11, dismissed 12-13.

Elizabeth Lockett, Olton, admitted 12-11, dismissed 12-17.

Tommie Peralez, Lockney, admitted 12-12, dismissed 12-13.

Corine Rankin, Lockney, admitted 12-15, dismissed 12-12.

Viola Mullins, Lockney, admitted 12-13, dismissed 12-18.

Alvin Wilson, Lockney, admitted 12-14, continues care.

Rosa Maria Martinez, Plainview, admitted 12-14, dismissed 12-16.

Patsy Hernandez, Turkey, admitted 12-15, dismissed 12-16.

Alice Cisneros, Plainview, admitted 12-15, Baby Girl Amette, born 12-15, dismissed 12-17.

Walter Webb, Flomot, admitted 12-16, dismissed 12-19.

Becky Plasencio, Hale Center, admitted 12-16, Baby Boy Abraham, born 12-17, dismissed 12-19.

Gordon Hambright, Floydada, admitted 12-17, continues care.

Allen Joe Taylor, Plainview, admitted 12-18, continues care.

Vicente Villalon Jr., Lockney, admitted 12-19, continues care.

Helena Holt, Lockney, admitted 12-18, continues care.

## Youth Choir To Sing MAC Friday Night

Everyone is invited to hear the youth choir from the Shreveport, La. Baptist Church who will be presenting the musical "Common Cup" in the Massie Activity Center Friday night, December 27.

The musical program

begins at 7 p.m. and no admission charge. The World Youth Choir in Washington has before an audience of The choir is sponsored by the Baptist Church.

May the peace of Christmas in every heart this season

**HALE & HALE INSURANCE**  
FLOYDADA

Thank you for your loyal support

**Covington Oil And Butane**  
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### COVERING FLOYD COUNTY'S INSURANCE NEEDS

DON GRANTHAM ROY KINARD JAMES RACE

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**FARM BUREAU INSURANCE**  
OFFICE PHONE 993-3777 FLOYDADA, TEXAS

### THESE LOCKNEY FIRMS ARE MAKING THIS FARM NEWS POSSIBLE

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

**SANTA!**  
 Present North Pole, North Pole 66666  
 Dear Santa: There are only a few

things that I would like this year. I have been a good girl this year and tried not to give anyone too much trouble. Therefore I would ask that you try to bring me the following items:  
 1. Please bring Coach Miller a new green towel because the one she has now is getting really worn out since she throws it so much.  
 2. I don't know her measurements but if at all

possible I wish that you would bring Nancy Anderson a seat pad for when she plays basketball because she has a real hard time staying on her feet, and I don't have to tell you where she lands!!!  
 3. Please bring Mrs. Bean a class of typing students that will never forget to move their carriage out to erase their mistakes. (I bet that would just make her day!)

And the only really difficult wish that I will ask of you, Santa is that you might consider bringing me a new shooting arm so that I might make at least two points a basketball game. I know that is asking a lot, but if you would only consider it I would appreciate it.  
 Sincerely yours,  
 Debby Johnson

P.S. By the way, if you happen to have any extra Geometry report cards with good grades on them just lying around you might put my name on one and send it down. Thanks a heap!!!  
 Dear Santa Clause My name is Don Chastain. I have been a good boy. I want a Dare Devil set, It has a yellow and black shirt.

and a black and yellow motor cycle.  
 Yours truly  
 Don Chastain  
 Dear Santa Clause My name is David Chastain. I have been a good boy.  
 I would like a Dare Devil Jump set in the color blue. Also I would like a sockers locker.  
 Yours truly,  
 David Chastain

**TOO LATE TO CLASSIFY CARDS OF THANKS**  
 Mr. Henry Love, Mrs. Billye Ruth Lackey and Alton Love wish to thank all their friends, relatives, nurses and doctors for their love and attention during the illness and death of Ellen Love.

**PIGGLY WIGGLY**

**Merry Christmas**

SAVE WITH THESE HOLIDAY PRICES

NEW PRICING POLICY



**TURKEY**  
 USDA Inspected  
**18-Lb. Turkeys 48¢**

Heavy Aged Beef, Boneless, Strip Steaks Lb. \$2.98  
 Jones Bacon Lb. \$1.29  
 Beef Lb. \$1.09  
 Heavy Aged Beef, 4th thru 7th Ribs Lb. \$1.19  
 Party Dips 8-oz. Pkg. 69¢  
 Cheddar Cheese 12-oz. Pkg. \$1.09  
 Philadelphia Cheese 8-oz. Pkg. 49¢  
 Grade A, 18-Lbs. and Up Honeysuckle Turkeys Lb. 59¢

**Folger's Coffee 89¢**  
 All Grinds  
**Folger's Coffee 89¢**

10-Ct. Cans \$1.00  
 8-Ct. Cans \$1.00  
 17-oz. Cans \$1.00  
**59¢**  
 18 1/2-oz. Box  
 3 16-oz. Cans 89¢  
 25-Ft. Roll 29¢  
**OR MATCH 4 \$1**  
**29¢**



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

We will not increase the price of food once placed on our shelves for sale. When we are forced to increase a price, items on our shelves marked at the lower price will be sold at that lower price.

Swift USDA Grade A 18-Lbs. & Up, Turkeys  
**Butterballs 59¢**  
 Lb.

Shank Portion Hickory Smoked  
**Ham 98¢**  
 Lb.

Washington — Extra Fancy Medium Size, Red Delicious  
**Apples 4 \$1**  
 LBS.

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

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

Boil with Lemon Juice  
 Nutritious Broccoli Lb. 39¢  
 Serve with Cheese Sauce, Solid Heads Cauliflower Lb. 59¢  
 Nothing Like It! Tropical Pineapple Ea. 89¢  
 Holiday Favorite With Ham East Texas Yams Lb. 19¢

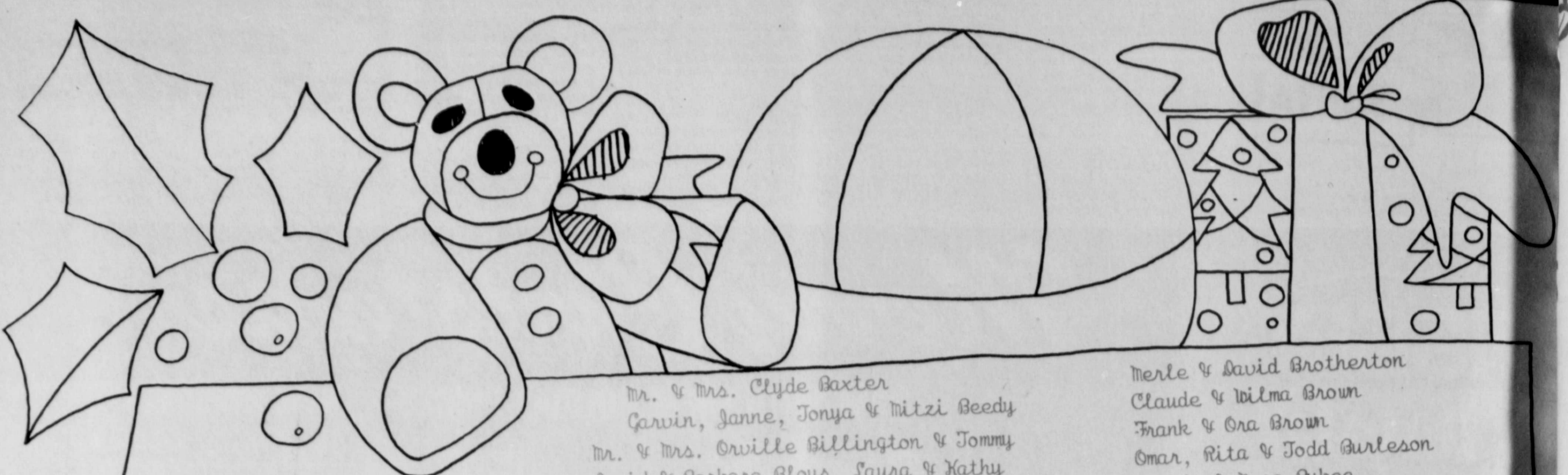
Enriched Flour  
**Gold Medal 69¢**  
 5-Lb. Bag  
 Piggly Wiggly, Assorted Colors Paper Towels 1 Ply 175-Ct. Roll 39¢  
 Piggly Wiggly, Twin Pak Potato Chips 8-oz. 59¢

32 OZ. 6 BTL. CTN.  
**Coca Cola or Dr Pepper \$1.59**  
 PLUS DEPOSIT  
 CLOVERLAKE Assorted Flavors Party Dips 3 8-oz. \$1.00 Ctns.  
 Piggly Wiggly, Regular Quarters Margarine 1-Lb. 49¢ Pkg.

Piggly Wiggly, Grade A LARGE Eggs Doz. 69¢  
 Sugary Sam Canned Yams 30-oz. Can 49¢  
 Pieces or Halves, Regular 79c Azar Pecans Pkg. 69¢  
 Apple, Peach or Cherry Ole South Cobblers 32-oz. Pkg. 99¢

CLOVERLAKE Assorted Flavors Party Dips 3 8-oz. \$1.00 Ctns.  
 Piggly Wiggly, Regular Quarters Margarine 1-Lb. 49¢ Pkg.  
**Ice Cream 99¢**  
 1/2-Gal. Ctn.  
 Piggly Wiggly Brown & Serve Rolls 3 12-Ct. Pkg. 89¢  
 CLOVERLAKE Egg Nog Qt. Ctn. 59¢  
 Piggly Wiggly, 100% Pure Florida, Frozen Orange Juice 6-oz. Cans 5 \$1

**5 \$1**  
 LBS.  
 California Sunkist, Medium Size Navel Oranges  
 Fancy, Fruit Bowl Jumbo Red Delicious Apples Lb. 49¢  
 Texas Sweet Juice Oranges 5-Lb. Bag 89¢  
 Fruit Salad Favorite Juicy Tangerines Lb. 39¢  
 Crisp California — Medium Shank Pascal Celery Stalk 15¢  
 Fancy, Large Size Bulk Nuts Lb. 88¢  
 MILD Yellow Onions Lb. 10¢  
 Ole South or Dutch Ann, Frozen 9-Inch Pie Shells 2-Pk. 29¢  
 Piggly Wiggly, Frozen Corn-on-the-Cob 4-Ear Pkg. 89¢  
 18 Foil Packs Alka-Seltzer 36 Tablets 89¢  
 Fast Acting Pepto Bismol 12-oz. Btl. \$1.39



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Ray & Lou Aston  
Mr. & Mrs. Glenn Bailey & Mandy  
Mr. & Mrs. S. D. Barclay  
Maye, J. R. & Steve Belt  
Mr. & Mrs. Johnnie Belt & children  
John & Sarah Bickley  
Bill & Anita Bigham, Gary, Troy & Clint

Mr. & Mrs. Clyde Baxter  
Garvin, Janne, Tonya & Mitzi Beedy  
Mr. & Mrs. Orville Billington & Tommy  
David & Barbara Bloys, Laura & Kathy  
Kenneth, Lana & Shannon Bloys  
Gene & Elna Bloys  
Mr. & Mrs. Erwin Boyd  
Van, Cheryl, Lisa & Jimmie Bradley  
Wayne, Annabel, Carol & Larry Bramlet  
Byron, Charlotte, C. Byron,  
Kyle & Shaunda Brock

Merle & David Brotherton  
Claude & Wilma Brown  
Frank & Ora Brown  
Omar, Rita & Todd Burleson  
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Shandra & Jason Dybee  
Hershel & Octavia Carthel  
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Kim & Jason Carthel  
Ted, Sally, Cathy & Ches Carthel

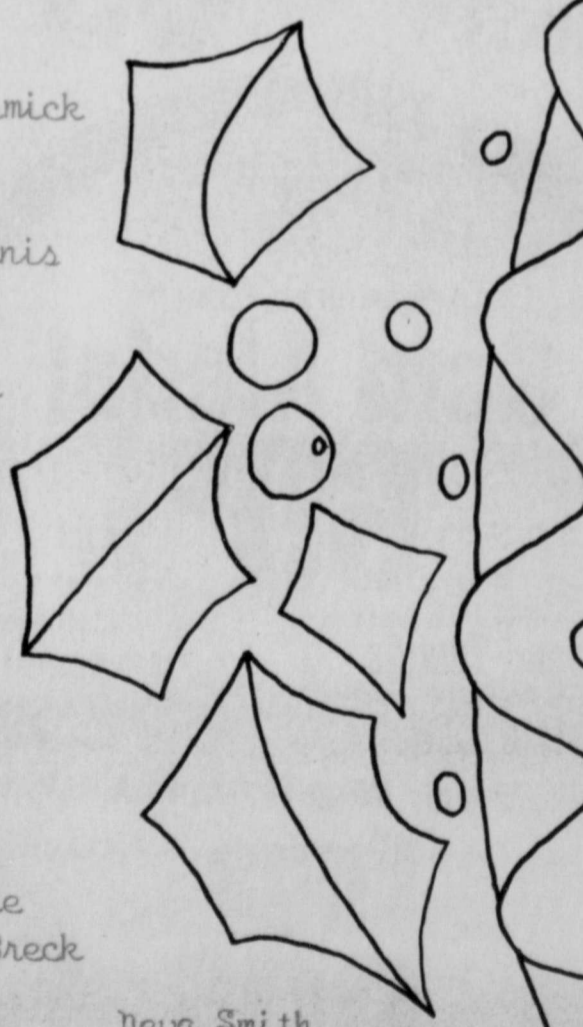
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& Jerry Don Evans  
Hall & Gladys Ferguson  
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Melanie & Karyn Foster  
Mr. & Mrs. Hubert Frizzell  
Jack, Lucille & Joy Frizzell  
Pat, Susie, Melanie & Gay Frizzell  
Phil, Vickie & Aimee Green  
Mr. & Mrs. Joe Guzman & family  
Harmon & Ann Handley  
Cliff, Elaine & Robin Hardy

Clark & Lucille Harris  
Joe, Beverly, Missy & Jodie Hayes  
James & Myrtle Hill  
Burl & Helene Holt  
Billie & Harley Howard  
Kenneth, Jackie, Heather & Kip Holt  
Paul, Vida, Rick & Sheila Hrbacek  
Helen & Herman Huffman  
Belton, Clydelle, Kay,  
Bonnie & Christie Jack  
Keith & Gayle Jackson,  
Dwight, Wade & Boyd  
Mr. & Mrs. Bob Jarrett & Peggy  
Rev. & Mrs. John Jenkins  
Ike & Lucile Johnson  
Jerry, Jessie & Gerald Johnson  
Hazel & Lavon Johnson  
Linda & Roy Kidd & boys  
The Bob Lanes: J H, Glen, Gwen,  
Bob & Boo Boo  
Mr. & Mrs. Carl D. Lee Jr. & family  
Mr. & Mrs. Johnny Lee & David  
Raymond & Martha Sue Lusk,  
Keri Dee & Jayson  
Floyd, Rita, Naomi & Rhonda Lyles  
Lance, Clara & Jim McCain  
Audry, Barbara, Jeffrey &  
Jerri Ann McCormick  
Bobby, Ann, Janet & Joann McCormick  
Marge & Ray McCormick  
Laura & Barney Manning  
Mr. & Mrs. Tom Marr, Karen & Janis  
Mr. & Mrs. Warren Mathis, Mike,  
D'Ann & Karen  
Doug, Donnie & Monty Meriwether  
Mr. & Mrs. Bob Merrell  
Chester & Alice Mitchell  
Mr. & Mrs. R. C. Mitchell

George, Jean, Robbie, Tina,  
Doug, Terri & Greg Sparkman  
Walter & Kat Jaack  
Eugene, Patty, Donna,  
Kay & Larry Jannahill  
Junior & Cleona Taylor  
Mr. & Mrs. Lynn Taylor,  
Dena & Suzan

The Thomas Taylors  
Eddie, Cheryl, Monty,  
Rusty & Wesley Teeter  
The Buster Terrells  
Jeff, Rubye, Kay, Mitzi,  
& Jeff Don Terrell  
Dan & Nina Teuton & Bruce  
Bill, Jinna, Stephanie,  
& Kevin Turner  
Mr. & Mrs. Raymond Watson  
Tom, Louise, John & Nancy Weathers  
Ed & Eva Whitfill  
Jack, Carolyn  
& Ronnie Whittington  
Gail, Nell, Danny, Laura,  
& Ginnie Gail Wilson  
Jerry & Kay Williams,  
Ty, Libby & Matt  
The Billy Wisdoms

Thelma Moreland, Borger, Texas  
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Arvie & Gene Newton & Charles Minick  
The John Pecks  
Mr. & Mrs. Jerry Perry,  
Sheryl, Jana & Kim  
Helmuth & Wynona Quebe  
Bill, Ann, Karl & Randy Race  
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Paul & Zora Reecer & Jeff  
Henry & Viola Rowell  
Raymond & Katherine Rucker  
Fritz & Eleanor Schacht  
Margaret Schacht  
The Bill Shermans  
Mr. & Mrs. Bryan Smith, Dan & Marilyn  
Charles, Sandra, Holly & Wendy Smith

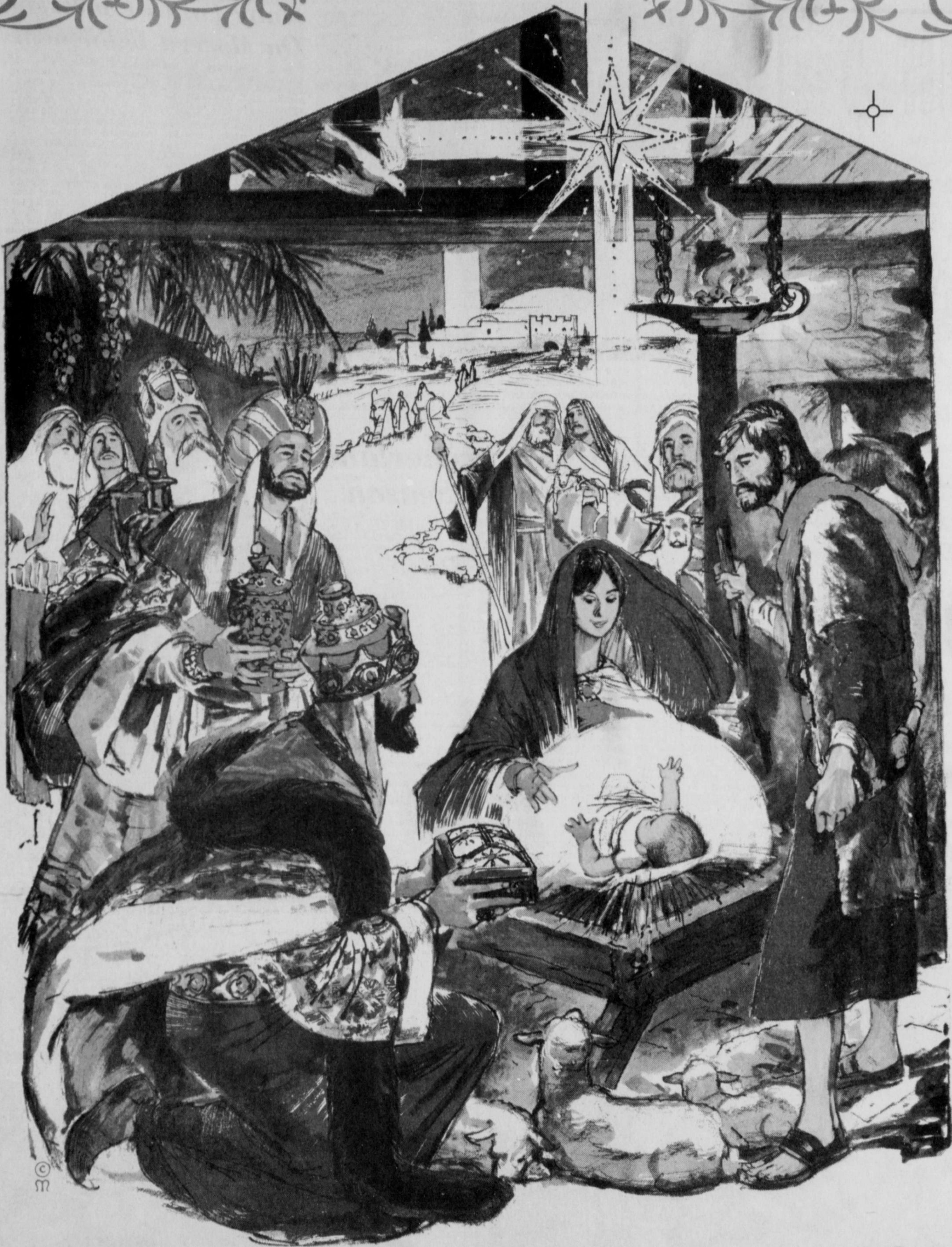


**Christmas is good will and compassion, firelight and candlelight, a family time, a time for worship. It is a glow on a child's face. But most of all, it is a story of love which began centuries ago - and spread to all the world.**

- from Current

Instead of sending Christmas cards to Lockney friends these families have given to the Perkins Community Building roofing fund.





# CHRISTMAS GREETINGS

"For unto us a child is born, unto us a son is given . . . and his name shall be called Wonderful, Counsellor...The everlasting Father, The Prince of Peace."

We wish you and all you hold dear a very joyful holiday. May it be graced with health, happiness and peace. Our thanks for the kindness shown to us.



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

BENNIE ANDERSON  
SHERRY BACCUS  
CHARLOTTE BOYD

JUNE BYBEE  
GENE COLLINS JR.  
DUB DIPPREY

NELL GLASSCOCK  
LONITA JONES

PEGGY LAMBERT  
NORMA RAGLAND  
JAN SMITH

GEORGE A. SPARKMAN  
JINNA SUE TURNER

## Many Faiths Converge On Modern Bethlehem

It is customary in the United States to celebrate the birth of Jesus on December 25th, the date observed by the Roman Catholic Church and most Protestant denominations, but not all Christian faiths adhere to that date.

In Bethlehem, Christ's birthplace, the Roman celebration begins on Christmas Eve, December 24th, highlighted by the traditional Midnight Mass, and continues on Christmas Day. The

Greek Orthodox Church, however, observes January 7 as Christmas Day, marking the occasion with similar ceremonies. January 18th and 19th are the dates for the observance in the Armenian Church.

The three faiths have their own churches and chapels within the Basilica of the Nativity in Bethlehem and each observes Christmas on its own day with services in the Grotto of the Nativity at the exact spot where, it is believed,

Jesus was born.

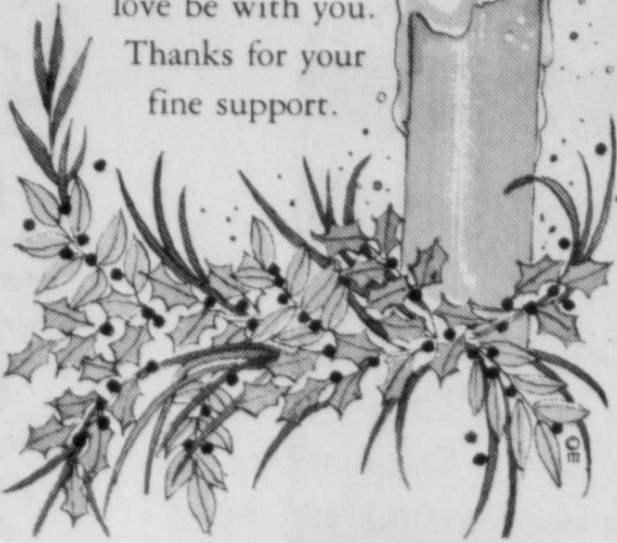
The separate observances are bolstered by a history which, spanning centuries, has put the Christian faith on the map. The Christian faith was put possession of the sanctuary, originally by the Roman

Constantine in 330, and the Greek Orthodox Church took possession of the site in 1872. The

Catholics have since the mid-19th century with the Greeks. Catholics have their own monastery in the area, with about 25,000 people

## GREETINGS

May peace and love be with you. Thanks for your fine support.



**Lena's Beauty Salon**

Lena Brotherton  
Lockney



FRUITCAKE CONTAINS CARROTS—Brandy, fruits and chopped nuts go into this Christmas fruitcake, but grated carrots make it something different, according to Agriculture Commissioner John C. White. A slice is just the thing to serve guests, and a whole cake makes a perfect gift.

## '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 "Christkindli" 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 "Christkindli" 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 are perforated in intricate religious designs, similar to church windows, and when the candlelight shines through them, as their bearers execute a stately dance, they are an impressive sight indeed.

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 with panoramas of Alpine scenes. Starting early in the day on New Year's Eve, the group proceeds through the village with an unusual hopsotch 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.

### ASS ESSENTIAL TO EVERY DOMAIN

Although the ass, such as the one ridden by Mary, is sometimes described as a lowly beast, fit for those of humble station, there is considerable evidence that the docile and useful ass was ridden by many rich and prestigious people as well as the poor. The Bible often mentions the ass as a common part of many households.



We're joining these carolers in their heartfelt refrain: Peace on earth ... good will toward men. Season's best to all. To all, our special thanks.

**Longhorn Inn**

IN LOCKNEY

MR. AND MRS. GLEN COOPER  
AND FAMILY



# Merry Christmas

Jolly greetings are coming your way, in the spirit of the season! We'd like to take this opportunity to thank our many fine customers for their loyal patronage. May your Christmas be truly merry!

**Providence Farm Supply**

PROVIDENCE



# Merry Christmas

Make it a fun-filled holiday! Fill it with an abundance of love, laughter and warm hearts everywhere. Best wishes for a cheery, blessed season to all. Our special thanks.

Lockney, Texas

**The Tye Company**

# The Consumer Alert

John L. Hill Attorney General

As it expands and necessitates a major—and very expensive—repair job. The Attorney General's office is the legal representative for the Texas Department of Agriculture, the state agency charged with registering and testing the antifreeze offered for sale in this State. Agriculture Department officials tell us that this is an unusual year for antifreeze, a petroleum by-product with a base usually of either ethylene glycol or methylene glycol. While antifreeze prices and suppliers generally are stable from year to year, many persons feel the country's current oil shortage will cause antifreeze to be in short supply. So increasing consumer demand has driven up the price of the product and many new manufacturers are entering the market to meet these demands. Some of these new manufacturers are unaware that they must have their product tested by the Agriculture Department, pay an annual registration fee of \$20, and label their containers with ingredients of the mixture and a protection chart that gives the freezing points that can be obtained by using differing amounts of antifreeze. Manufacturers who have registered antifreeze previously but who have altered their formula since the last registration must submit new samples for testing by the Department. Agriculture

Department inspectors throughout the State periodically check to see that all antifreeze offered for sale meets these conditions. The Attorney General's Consumer Protection staff has received reports of some out-of-state manufacturers who have misrepresented a combination of salt water and dyes as antifreeze. Such a mixture wouldn't freeze and crack a block, but it could perhaps do even more damage to a car by corroding vital parts. While it is not yet known if this product is being marketed in Texas, our Consumer Protection attorneys and the Agriculture Department warn that businessmen, as well as individual consumers, should be wary of intinerant antifreeze salesmen. Businessmen approached by such salesmen should check first with the Agriculture Department to determine if the product has been properly tested and registered. Our attorneys also suggest that consumers purchase antifreeze from reputable dealers and check to see that the label contains required information about the formula of the contents and the protection that can be obtained. If it doesn't, call this to the attention of the store manager or owner. It's a good idea to check the protection chart on the antifreeze label each time you buy it, too, since some companies have reduced the amount of the base in their product this past year, and more antifreeze will be needed to obtain the desired result. Reports have also been received from other states of unconscionable actions regarding price gouging for antifreeze. Although prices for antifreeze generally are up in Texas due to increased demand, our attorneys have received no complaints about price gouging. Questions about any seemingly unreasonable prices for antifreeze should be directed to the Attorney General's Consumer Protection Division. Bicycles turn up frequently on Christmas gift lists for children—and for adults, too, these days. The Bicycle Institute of America estimates that there are about twice as many bikes as families in the country today. In 1972 alone, more than 12 million new bikes were bought.

So bikes are undoubtedly popular consumer items. Since they are also relatively expensive items, consumers should shop carefully to get the best machine for the money—and that means the machine best suited to the rider and the type of riding he or she will do. Such a machine will probably also be the safest, too, since many bike injuries result from problems occurring with a bike unsuited to its rider. Other causes of injury are loss of control, mechanical and structural problems, entanglement, slipping from pedals, and collisions. More than 400,000 persons suffered bicycle-related injuries serious enough to need hospital emergency room treatment last year, according to the U.S. Consumer Product Safety Commission. The Commission is developing safety standards for bicycles to eliminate many of the injuries caused by mechanical or structural failures. The new regulations will set strict performance and construction standards for brakes, wheels, steering system, and frame. They will require reflectors on front, back, sides, and pedals to make bikes visible at night, and also will require elimination of uncovered sharp edges and jutting parts. These new standards aren't expected to go into effect for several more months. In the meantime, however, if you're bike-shopping for Christmas, the Attorney General's Consumer Protection Division recommends avoiding possible dissatisfaction, repair problems, and even danger, by looking for these points when choosing a bicycle: \*If you're buying for a child, get a bike that fits his current size. Don't select a larger one, thinking he will grow into it. A bike that's too big will be hard to handle and could contribute to accidents. \*A bike should suit the rider and the purpose. A youngster who has never owned a bike before may need a more basic model than an adult who has biked frequently for years. Likewise, a bike that will be used mostly for jaunts to the park can be less complex than one used for cross-country competition. \*Make sure the bike is the correct size. First check to see that the seat post extends the recommended two inches. Have

the rider stand over the bike seat and rotate the crank so one pedal is all the way down. If the bike fits, the rider's leg should be straight when the heel is resting on the pedal. \*Check brakes carefully for fast, easy stopping. If the bike is for a youngster, and it has caliper hand brakes, make sure the child has the strength and hand size it takes to operate them easily. \*Check the entire frame of the bike for sharp points and edges and for any protruding bolts or other structural problems. \*Inspect pedals. Plastic ones may be slippery. Rubber-tread pedals or metal ones with serrated edges or toe straps are usually safer. \*If the bike doesn't come with headlights, taillights, and all the reflectors recommended by the Consumer Product Safety

# Celebrates Religious Christmas Festivities Representing Many Origins



AND GENNABELLA are played by Italians dressed as shepherds in front of Christmas manger at the Piazza Navona in Rome. Similar to a bagpipe, and made of wood, the zampogna was used in the days of ancient Romans. The cennamella, a small flute. In a custom now fast disappearing, bagpipers from mountains of the Abruzzi and Latium come to Rome to play traditional tunes at the start of the Christmas season celebration, usually on November 29, the day commencing the Immaculate Conception. Photo courtesy Italian State Tourist Office.

with greens, and this custom, taking on added significance as a symbol of the rebirth of hope in the coming of Christ, is observed in Italy with sprigs of holly and mistletoe. Similarly, the seasonal giving of gifts, already traditional in the Roman custom of giving branches picked in the grove of the goddess Strenia was appropriately converted to the giving of "Strenne," Christmas or New Year's presents, following the later tradition of the gifts of the Magi to the Christ-Child and symbolizing the gifts to mankind brought by Jesus' birth. CHRISTMAS TREE ORIGIN The Christmas tree, which originated in Germany, has come slowly into popularity in Italy, especially in the north, but it had its forerunner, especially around Florence, in the Ceppi, or Christmas pyramids, composed of shelves of various sizes fixed to a pole. (The word "ceppo" means tree trunk and, by usage, a Christmas gift). On the shelves were placed decorations of greens and small toys and presents. It is possible that the ceppo may have been a replacement for the Yule log. But the burning of the Yule log, another custom of pre-Christian origin, is not unknown in Italy, where there is the pleasant legend that the Virgin Mary enters the homes of the humble at midnight, when the household is at Mass, to warm her newborn Child before the blazing log. The fact that Italy contained the capital of the Roman world and, as a logical result, the headquarters of the Christian Church, has given Christmas in Italy a particularly rich observance.

## MERRY CHRISTMAS

May we take this time to send you all our brightest greetings for the Yuletide season, and our sincere thanks for your kind support.

Floyd County Insurance Agency

Lockney

### Tips to Make Yule Brighter

The Christmas card made from a photograph of children or family group is highly popular as a means of bringing a sense of togetherness to relatives and friends when geographical separation makes the real thing impossible. The best time for such pictures, naturally, is when presents are being opened and the family group is together, sharing and showing their joy in Christmas surprises. A good second opportunity may be found when the family is gathered at the table for Christmas dinner. Other possibilities include "stockings hung by the chimney with care" and children playing, indoors or out, with new gifts. Whatever subject you choose, better do it today—tomorrow may be too late to capture the best "shots" to share with others.

# GREETINGS

Good tidings . . . make merry, neighbors and friends. We hope the season is happy in every way. Our thanks to all.

## Byrd Pharmacy

Fred, Virginia, Mary Ann Byrd  
Lockney

## Christmas Blessings

May this holy holiday shine down its blessings on all our neighbors, friends. Thanks for the kindness shown to us.

### LOCKNEY MOTEL

W. LYNN AND IRENE MILLER

Many people believe that the cutting of trees for Christmas "robs" nature and destroys a portion of our forests each year, but the truth is that nearly three-quarters of such trees are raised specifically to be cut at Christmas-time. Most of the remainder are "thinings"—young trees cut in forests to improve the growth opportunities for other trees. Forestry experts and nurserymen point out that young, growing trees give off more oxygen and absorb more carbon dioxide than mature ones, so that the cultivation of Christmas trees actually helps the ecology. In contrast, they say, the manufacture of artificial trees uses up valuable energy and natural resources, which are not recoverable. After Christmas, discarded trees can be used in various ways to benefit the environment. Even if you live in a city, ecologists suggest, you can help by getting in touch with a local conservation organization or commercial nursery.

May your holidays go as you want them to . . . with every detail perfect, everything serene! Thanks for your support!

### B & D Automotive

Lockney

# Holy Journey Made By Decree

## Wise Men Follow Guiding Star to Jesus



"And it came to pass in those days that there went out a decree from Caesar Augustus that all the world should be taxed . . ." So begins the Bible story of the birth of Christ in Saint Luke's Gospel.

"All the world," of course, meant the Roman Empire of the time, and the "taxation" referred to was basically an "enrollment," according to biblical scholars, a census, leading ultimately to a land tax; so it was decreed that "All went to be taxed, every one into his own city."

And so, Saint Luke goes on to tell us, "Joseph also went up from Galilee, out of the city of Nazareth, into Judaea, unto the city of David, which is called Bethlehem, to be taxed with Mary his espoused wife, being great with child."

The Bible gives us little more than those bare facts about the journey which ended at a manger outside Bethlehem. It has remained for biblical scholars and archaeologists to try to fill in the details as best they can from facts known or guessed about the Palestine of that time and from other indirect evidence in the Bible itself.

Although Joseph was a Judean by ancestry, he lived and plied his trade as carpenter some 70 miles to the north in Nazareth in Galilee, where Jesus spent his early years, thus becoming identified as Jesus of Nazareth.

There was a good road leading southward from Nazareth to Jerusalem and Bethlehem, for this was no "backwoods" area but one traversed by merchants and their caravans as well as functionaries of the Roman Empire, all following in the footsteps of invaders and travellers of many years.

A journey of some 70 miles over mostly hilly country without a car might give many of us pause today, particularly in view of Mary's condition. According to tradition, Mary rode a good part of the way on an ass, a common beast of burden and one certainly more appropriate to the task than either camel or horse, even had these been available to Joseph.

A journey of that distance, with Joseph walking and leading the ass, would be bound to consume several days, so it is likely that the travellers made provision for spending some nights along the way and, also, carried sufficient food and water in case supplies were not always available.

Although Nazareth was a fair-sized town, it was reported to have had only one good source of water, known today as Mary's Well, from which it would have been prudent to obtain a "canteen" before setting out on a journey. Wells and springs were to be found infrequently in the hills, particularly toward the end of the dry season, which historians believe was the most likely period for the trip of Mary and Joseph. As to food, there would have been no problem in procuring rations of bread, olives, and other provisions for the journey from an area as rich in agriculture as Galilee.

Arrival at their destination in Bethlehem did not bring an end to "roughing it" for the travellers, for there were so many who had preceded them that "there was no room for them at the inn." Therefore, this predicament led Mary and Joseph to the manger, a cattle shelter outside Bethlehem which symbolizes the birth of Jesus.



ST. NICHOLAS AND ESCORTS in Kuessnacht am Rigi, Central Switzerland. The St. Nicholas, who on Dec. 6 goes around sometimes dressed like a venerable and sometimes like a bogeyman, unite totally different characteristics. The of Myra in Asia Minor, legendary throughout Europe for his acts of charitable deeds, is represented as the saintly figure. But pre-Christian still appear in noisy processions and demand for tribute, characteristic of the satellites. Photo courtesy Swiss National Tourist Office.

JOURNEY OF THE MAGI — This symbolic tempera on wood by 15th century artist Sassetta of Siena, Italy, in part, depicts the rugged roads and methods of transportation during Biblical times. Here the Wise Men (on horseback) apparently are following the guiding star, lower right, to the Infant Jesus. From the Metropolitan Museum of Art, bequest of Maitland F. Griggs, 1943.

## A Lasting Christmas by Garnett Ann Schultz

I keep a part of Christmas  
For it helps to add a glow,  
To the January darkness  
And the February snow.  
If March is cold and blustery  
And though April brings us rain,  
The peace and warmth of Christmas  
With its happiness remain . . .

There's a beauty when it's Christmas  
All the world is different then,  
There's no place for petty hatred  
In the hearts and minds of men.  
That is why my heart is happy  
And my mind can hold a dream,  
For I keep a part of Christmas  
With its peace and joy supreme.

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## Yule Greetings Derived from European Languages

The word "Christmas" means the celebration of Christ, short for Christ's birthday. "Noel" similarly is a shorthand word, coming to English through French from the Latin "Natalis," short for "natalis dies" or natal day. With a capital letter "Natalis" refers to Jesus' natal day. The Italian "Natale" and Spanish "Navidad" (or Natividad) follow the same pattern. But "Weinachten," the

German word for Christmas, means Holy Night or Blessed Night and refers to the Nativity only by implication. "Yule" is an Old English or Anglo-Saxon word for Christmas, and there are similar words with similar meanings in German and the Scandinavian languages. Originally it probably referred to a pagan winter festival and became associated with the Nativity with the onset of the Christian era.

### CHRISTIAN CONVERSION

Large scale conversion to Christianity did not occur among the Lapps until the 17th Century. This fact combined with the excessively tough conditions of the northern winter tended to prevent the development of Christmas customs as we know them — the church gatherings, decoration of homes and trees, the giving of gifts, and elaborate feasts. The Lapps' chief festivals came in spring and autumn with the occasions of marketing.



CHILDREN ANTICIPATE the arrival of "Kris Kringle," also known as Santa Claus, in this large electrotype reproduced from an 1891 specimen sheet of Christmas cards. As Kris Kringle prepares to descend the chimney of their home, the children, in box at bottom left, appear to be perhaps in the hope of catching a glimpse of Santa.

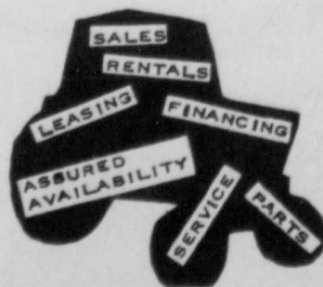
# YES!! WE HAVE A FEW

## 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.

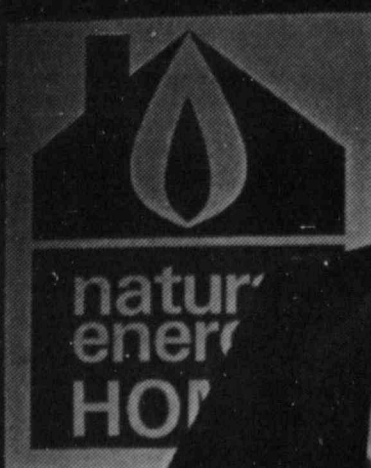
There is a lot of natural gas in West Texas, but we still must buy the gas in competition with other gas users across the country. To assure the people of West Texas that they will have the gas they need, now and in the future, we must pay the going price for new gas. Not only gas for our homes is involved, 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 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 (Tex) Watson, Pioneer Natural Gas Company, West Texas, a chemist and lawyer by training, and a year with your company.

Key to

The annual mean temperature is a pleasant enough 62.8 degrees Fahrenheit, with a range from a high of 112 degrees to a low in winter of only 12 degrees.

While the lowland plains, nearer the Mediterranean Sea, receive heavy rains from November to April, winter in the hills can bring biting frost, bitter winds and even snow.

Nazareth, the city of Jesus, was a town of some note in southern Galilee, near the western edge of the fertile plain of Esdraelon.

### Gift Bible Changes Country Singer's Career

By Clarence Duncan

A little over six years ago, a Texas girl named Rhonda Riley was working as a secretary to a would-be music producer in Nashville, dreaming of a singing career.

One weekend she was asked to stay late and try her hand at singing a new song called "Harper Valley P.T.A." By Wednesday of the next week, Jeannie (that's her other name) C. Riley's fame and fortune were on the way.

Although she had dreamed of this kind of success since she was a teenager, Jeannie was hardly prepared for the way her hit shattered music industry records and focused the world's attention on Nashville and the "singing doll" she became overnight.

After all, when Jeannie was making the rounds of the offices on Music Row, often with baby daughter Kim on her hip, things hadn't looked too promising.

Finally, Jerry Chestnut, trying to make it big as a producer, hired Jeannie (then Rhonda) as his secretary. It was her first job in Nashville. Chestnut recalls her as "the only girl I ever knew who used up a roll of correction ribbon before she did a typing ribbon!"

In the course of being a show-biz success by all standards, she lost her husband and was physically and spiritually exhausted. She was miserable

and unhappy with life in general.

On Sundays, back home in Anson, Texas, Jeannie attended church with her family. "My grandpa was a Nazarene preacher for 50 years. I always thought of him as Moses, I guess, sent to lead the Stephenson family out of the wilderness of sin." But Jeannie never fully accepted God's plan about which her grandad preached so fervently.

Ultimately, she entered the hospital to combat exhaustion. Her sister, Helen Scott, gave her a copy of *The Living Bible* modern English paraphrase by Kenneth Taylor. It was a combination birthday and get-well gift.

"I would have preferred an exciting gothic novel, since I had tried reading the Bible before without much luck. But when my sister gave me this *Living Bible*, she asked me to read the book of John and I did. After an hour or so of reading, I felt wonderful! I had a Bible I could understand. This was so plain a child could read and understand it."

When she left the hospital, Jeannie realized that she had never really trusted the Lord. When she did that, everything began to change. She and daughter Kim got active in Forest Hills Baptist Church in Nashville. She attributes her new joy and new life to reading *The Living Bible* and hearing the words of her preacher. "Giving my life to Jesus was the best move I ever made," she declares.

The new Jeannie C. Riley doesn't even dress the same anymore. She isn't comfortable in a mini-skirt, preferring clothes that look modest, yet very feminine.

But she's still outspoken. Her family remembers that she always said what she thought. "I can't help that," she said. "I just hope the Lord can use my spoken witness and that I'll always be willing to speak up for Him."

Clarence E. Duncan is a widely read religion writer and is a contributing editor to many Southern Baptist publications.

#### 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.

#### POPE'S YULE INSTRUCTIONS

Pope Gregory I in his instructions to missionaries on Christmas festivities sent out from Rome in the year 601: "The people . . . should celebrate a religious feast and worship God by their feasting, so that still keeping outward pleasures, they may more readily receive spiritual joys."



### Joyous Christmas

May the spiritual peace of this Christmas enter into your lives. It's a time of joy . . . a time to wish for the happiness and contentment that Holy night long ago. Thanks.

**D. Copeland**  
FARMERS UNION INSURANCE  
LOCKNEY

# star of wonder

May the light of the Christmas star enter your heart and home this season—filling them with lasting joy and peace. To our patrons we would like to express our thanks for the loyalty shown to us.

**Lockney Oil & Butane Co**  
THE N. H. GAMMAGES

### Texas Ag Christmas Products

It's that time of the year again to make out your Christmas gift list. And what better gift to give than

something produced in Texas that can be enjoyed by everyone on your holiday list.

Gifts of Texas meat, poultry and dairy products

should have a special place on your gift list this Christmas, believes Doyle Warren, county agent with the Texas Agricultural Extension Service. Such items are available in grocery stores and supermarkets throughout

the state in a wide variety of choices.

Many grocers are participating in this special program to promote the use of Texas products for Christmas gifts, points out Warren. In addition to

giving actual products, gift certificates are also available through major retail food stores and banks.

According to Warren, the program for promoting Texas products for Christmas gifts originated with the Texas Farm Bureau, and is being supported by the Texas Department of Agriculture and other agricultural agencies and organizations.

# Christmas GREETINGS

To our friends and loyal patrons, here's hearty wishes for the best Christmas ever. Thanks.

**Perry Implement Co.**  
LOCKNEY'S JOHN DEERE DEALER

# A Very Merry Christmas

In the spirit of this joyous season our very best wishes one and all. To the friends we have had the pleasure of serving, thanks.

**STERLEY GIN, Inc.**  
STERLEY

**CUSTOMS**

There are today some 30,000 Laplanders of which approximately two-thirds live in Norway, one-third in Sweden, and smaller numbers in Finland and Russia. Lapps are closely associated with reindeer, on which they have depended for a large part of their

livelihood since prehistoric times.

The early Lapp religion was shamanistic, featuring a priest, or shaman, who

divined the secrets of good hunting, fishing, reindeer grazing, and other matters of importance to the people, while in a state of trance.

# Triticale Food Dearth Solution?

Scientists at the international center where Nobel Peace Prize winner Norman E. Borlaug produced his "miracle wheat" say the next big commercial breakthrough may be a wheat-rye combination that could help feed the world's hungry millions.

It's called "triticale." Scientists say it can out-produce wheat by hundreds of pounds per acre in soil with very little fertilizer.

It can be turned into acceptable Western-style bread, Indian chapatis or Mexican tortillas.

Hungary started making a rye-type triticale bread in 1968. Canada and Spain have been using it since 1970 and Argentina and the United States have developed it as a fodder crop.

A Muleshoe, Tex., manufacturer is even selling triticale bread, cake, macaroni and pancake flour in American supermarkets.

Drs. Frank Zillinsky and Herb Floyd of the International Maize and Wheat Improvement Center said triticale's real contribution may be in giving underdeveloped countries with poorly fertilized land more grain with better protein balance.

At the improvement center 30 miles east of here here Borlaug planted the seeds for the "Green Revolution" of the

1960s. Zillinsky and Floyd said their latest research shows triticale outproducing wheat by at least one ton per hectare — 2.5 acres — in poorly fertilized soil.

The 1974 test results showed triticale producing four tons per hectare, Durum Wheat which is used for spaghetti and other pastas three tons per hectare and bread wheat 2½ tons.

The scientists said the best variety of triticale produced 4½ tons per hectare under poor fertilizer conditions compared with three tons per hectare for the best variety of wheat.

Large quantities of fertilizer can double wheat or triticale production. But the world is in the throes of a fertilizer crisis, and the scientists said underdeveloped countries often can't afford soaring costs of petroleum-based fertilizers and just do without it.

In poverty-stricken countries where food is at a premium, protein quality is also critical. Zillinsky, who comes from Medicine Hat, in Alberta, Canada, said triticale has slightly more protein than wheat and "a better balance of proteins."

He said the wheat-rye hybrid contains larger quantities of two amino acids essential to nutrition: lysine and tryptophan.

"We think triticale is better than wheat or barley or durum," said Floyd, of Youngstown, Ohio. "It's going to come to real commercial use — and very soon."

Zillinsky added: "Our main problem with triticale is that we don't have a nice kernel like wheat. We're looking for one and we hope to find it."

The scientists report triticale also seems more disease resistant than wheat — an observation borne out by scientists in several countries where the grain is undergoing tests.

The international center's annual review said: "Ethiopia reported that triticale out-yielded the wheat checks in its national trials by a considerable margin," largely due to better resistance to disease and greater tolerance to alkaline soil.

Kenya reported triticale

showed better resistance to rust — a common fungus — than did bread wheats in its national trials.

India reported that triticale showed an advantage over wheat in trials conducted in foothills of the Himalayas under low temperatures and heavy rust infection.

Triticale is not a new grain. The center said scientific literature first reported a hybrid between wheat and rye in 1876 — but it was sterile.

It achieved fertility in 1968 when some triticale plants accidentally crossed with some plants from an adjoining field of bread wheat at the international center's headquarters. Since then, scientists have been working to improve its yield and reduce its size.

Triticale is a compound of the generic names for wheat, triticum, and for rye, secale, and the scientists say that in you haven't heard it before "you're going to be hearing a lot about it in the future."

*"If there is one thing that I learned during this process of designing the new economic policy, it is that we in the United States of America have more government than we need, we have more government than most of the American people want, and we certainly have more government than we are willing to pay for."*

William Simon  
New York Times  
Oct. 28, 1974

**Most Gas Stations Independently Owned**

Only 3.5 per cent of this country's service stations are directly operated by 22 of the nation's leading oil companies, according to a survey conducted by the American Petroleum Institute.

The companies surveyed reported that as of June 30 they directly operated 7,375 of the nation's estimated 212,000 service stations. The survey encompassed all stations, including branded, unbranded and secondary branded, operated by the reporting companies.

In a direct operation, the station personnel either are on the company payroll or receive a commission on sales. Other stations, even though they may carry a major brand name, are operated by independent dealers on a "lessee dealer" basis.

The study noted that some stations are company operated because of contractual requirements of turnpike, thruway and municipal authorities.

**Car Buyers, Beware!**

Consumers in the market for a used car should employ caution before saying "I do" to the car with low mileage, which may have been used for short trips around town. Since the engine never really warms up, "the oil doesn't circulate properly, and undesirable acids, varnish and sludge build up in the lubrication system," possibly causing severe engine wear, warns a recent issue of Family Circle Magazine.

**ASS ESSENTIAL TO EVERY DOMAIN**

Although the ass, such as the one ridden by Mary, is sometimes described as a lovely beast, fit for those of humble station, there is considerable evidence that the docile and useful ass was ridden by many rich and prestigious people as well as the poor. The Bible often mentions the ass as a common part of many households.

**My Neighbors**



"What he lacks in finesse he tries to make up for in volume."

## Toy Safety

**PART TWO**

The U.S. Consumer Product Safety Commission estimates that there are 700,000 toy-related injuries a year, a large number of them occurring on or after Christmas.

Field representatives of the State Department of Health spot check Texas stores for toys banned by the Commission, but monitoring all stores for each of the more than 800 toys banned is an impossible task.

Even though manufacturers are required to recall banned toys, some banned items still slip onto the market. Many toys, too, possess hidden dangers that have not been recognized yet by officials.

It remains for parents to do some of the monitoring — at least of the toys they select for their own children.

The following checklist summarizes the opinion of many child development experts and the U.S. Consumer Product Safety Commission concerning toy safety:

**Sturdiness**—the toy should not shatter or break easily; protruding knobs and levers should be securely fastened.

**Sharp points and edges**—wood should be free of splinters; plastic and metal objects should have rounded edges; dart-type toys should have firmly fastened suction cups.

**Moving mechanisms**—hinges, springs, gears, and wheels can often trap or pinch a child's small fingers.

**Tiny, removable parts**—needles, nails, bolts, marbles, eyes and other decorations on stuffed toys can come off and be swallowed or puncture a child's hands or eyes.

**Cords, strings and tapes**—playpen or crib toys should not have cords long enough to become looped around a child's neck.

**Electrical toys**—the toy itself as well as the cord should bear the Underwriters Laboratories Seal.

**Toxicity**—painted surfaces that contain more than one-half of one per cent lead are banned. Possible poisoning is difficult to determine, however, and parents must generally trust reputable manufacturers. Look for the "Non-Toxic" label and avoid all painted toys for infants who put playthings in their mouths.

**Flammability**—check for labels on fabric products for "non-flammable," "flame-retardant," or "flame-resistant" notices. Avoid toys made of obviously combustible material.

**Cleanliness**—toys should be sealed in packages; toys for infants and toddlers should be washable. Look for notices saying "washable" and "Hygienic materials" for stuffed toys and dolls.

**Other Warnings**—heed warnings such as "Not Intended

for Children Under 3 Years of Age." Remember that younger brothers and sisters may have access to toys intended for older children once the toy has been brought into the household.

**NEXT: Teaching the Proper Use of Toys**

**EDITOR'S NOTE:** This series is provided by the Texas Department of Community Affairs, Office of Early Childhood Development.)



"Now if you roll this melon along with your foot you're all set to go..."

**Word 'Manger' Has 2 Meanings**

The Bible tells the newly-born Christ was "wrapped in swaddling clothes and laid in a manger," a word derived from the French "mangeoir," a word derived from a cattle-feeder, which is derived from German krippe, a baby's bed. Even the French crèche, which is used to describe the scene displayed in homes, and other Christmases, has a double meaning of "manger" and a public place for the care of infants.



Some people believe being a sty nine times a golden wedding cure it.

## merry Christmas



We've been shopping around for the right way to wish friends... patrons happiest this season! Hope super fine! Thanks for your support

From all of us at  
**BILLS CASH & CARRY**

LOCKNEY

## SEASON'S GREETINGS



Merry Christmas from our family to yours. Hope it's filled with an abundance of holiday treasures—love, peace and happiness. Enjoy each moment of fun and laughter. Share the good times with those dear to you. Thanks for your loyal support.

## Sun-Vue Fertilizer

E. HIGHWAY 70, LOCKNEY

## Greetings



It's always a pleasure to greet our friends, especially at this holiday season! Merry Christmas!

THANKS FOR YOUR WONDERFUL PATRONAGE, MAY YOU HAVE A HAPPY NEW YEAR.

YOUR AVON REPRESENTATIVE

**MRS. FAYE SAMS**

LOCKNEY

## Merry Christmas



Gather 'round the tree for song... laughter. Rekindle friendships... extend good tidings to all. To our loyal patrons greetings and thanks.

**Baccus Motor Company**

AND EMPLOYEES

LOCKNEY



## Greetings

In the spirit of an old-fashioned Christmas we extend best wishes to all. We hope you and your loved ones share in the many old-time joys and blessings of the season.

Lockney

**Carter Funeral Home**

Mr. and Mrs. Erwin Boyd  
Mr. and Mrs. Don Boyd

# Drivers Disregarding 55 MPH Limit

The reduction of the speed limit due to the energy crisis has definitely affected the number of traffic fatalities in Texas, but many drivers are starting to disregard the limit and drive at greater speeds.

Jim Arnold, Administrator of the Governor's Office of Traffic Safety, issued a plea for the motorist to cooperate and observe the 55 mph limit on a voluntary basis. He also announced plans for a state-wide study to determine the effect of the lowered speed limit in relation to fatal accidents.

Said Arnold, "When the energy shortage hit and the limit was set at 55, by state and federal law, most motorists complied and kept their speed down and limited their travel.

"Now, that gasoline is more readily available, and travel more frequent, we are finding the driver is starting to allow his vehicle to surpass the regulated speed limits. While this is certainly not all drivers, it does appear we have a huge increase of speeders on our highways."

He continued by pointing out the increase in traffic citations that have been issued in recent weeks. "State Troopers are finding the motorist is traveling at increased speeds without regard to law and some are creeping toward the 70 mile-per-hour mark.

Department of Public Safety statistics show a total of 78,295 arrests were made for speeding during the three summer months of 1973. Comparatively, there were 188,876 arrests during June, July and August of 1974. Convictions for the violations also reflected an increase," said Arnold.

Another contributing factor that may increase the chances of traffic crashes, injuries and fatalities, is the "variances of speed ranges."

"For example," said Arnold, "a motorist is on the highway at

50 miles-per-hour and he is passed by a driver traveling 70 or more. This variance in the range greatly increases the opportunity for an accident."

Arnold said as the speed is violated to excess, the fatality figures may increase, therefore he has called for a state-wide study to determine the relationship of traffic accidents to the speed limit reduction in Texas.

The National Safety Council recently completed a study to evaluate the reduced limit in relationship to nationwide fatal traffic accidents. The study indicates reduced limit in relationship to nationwide fatal traffic accidents. The study indicates reduced speeds played an important role in reducing the number of motor vehicle fatalities in the first four months of 1974 as compared to the same period of 1973.

While the 55 mph limit did not force drivers to reduce their speeds on roads with already lower limits than 55 mph, the Safety Council feels the 55 mph limit was an important influence in convincing the driver to reduce overall speeds. Therefore, removal of the limit or increasing the limit, could encourage the motorist to increase his driving speeds at varied levels, resulting in an increase in traffic fatalities.

The Council's investigation revealed a number of factors contributed to the traffic fatality reduction, but the lowered speed limit was apparently the largest contributing factor. According to the Council's statistics, eleven percent of the fatality reduction was due to the lower speed.

Other contributing factors were: 5 percent reduction due to less travel, 3 percent reduction due to less vehicle occupancy, 3 percent reduction due to less night driving, 1 percent reduction due to greater use of safety belts, 1 reduction due to

switch in roads, 2 percent reduction due to unexplained reasons and a 1 percent increase due to age, small cars, motorcycles, and pedalcycles.

The total national reduction figures at 24 percent. It is obvious, that speed is not the only factor in reducing traffic fatalities, but is the largest contributing factor.

Arnold said, "The Texas study would help us to better evaluate the direct relationship in the state as compared to national statistics. Just because the national picture shows the speed reduction as a major factor in reducing fatalities, this does not mean the situation is necessarily the same in Texas."

He noted the varied road conditions, different terrain and other contributing items that could provide additional statistics that will more readily relate to Texas.

"Other contributing factors in the reduction of accidents include increased law enforcement, better road design, more and better road design, more and better driver education and increased public awareness of the driving rules," said Arnold. "However, we have obvious evidence of abuse of the 55 mile-per-hour limit and it is time to ask our citizens to volunteer toward observing the 'law and the limit'," concluded Arnold.

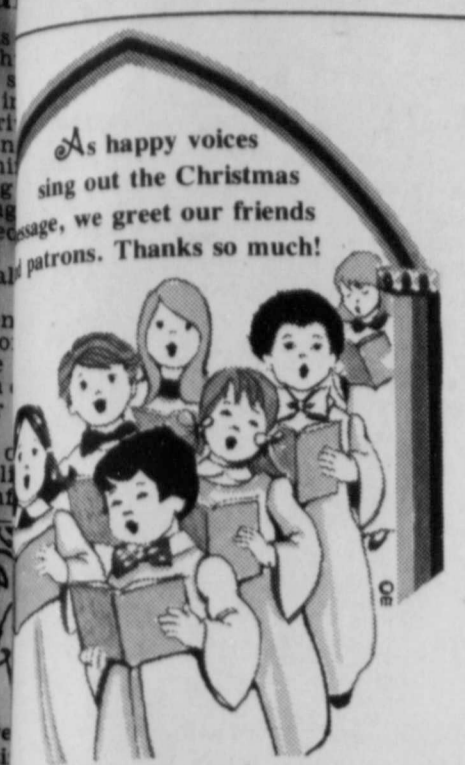
Dear Santa Claus.  
I would like a transport truck with cars on it.  
Thank You.  
Love,  
Jimmy Mulder  
Age 5



In the Philippines, it's believed that a fisherman who chews ginger and spits on his bait will be inundated with catfish.

**CHRISTMAS CUSTOMS**  
On Christmas Eve there was a fast, and the food which would have been eaten was set aside. On Christmas Day this food, including samples of everything to be eaten on Christmas, was packed in a small boat-shaped basket of birch and hung upon a tree. In this manner the Yuletide People could partake of the feast like everyone else.  
In modern times, with many Lapps living a more settled life in permanent communities, the observance of Christmas is becoming indistinguishable from that of other northern Scandinavians.

HAPPY CHRISTMAS  
HAPPY NEW YEAR



As happy voices sing out the Christmas message, we greet our friends and patrons. Thanks so much!

Lockney Printing

MRS. WILLIS REYNOLDS



from us to you...  
our thanks for letting us serve  
Happy Holidays to our friends!

JUDY'S BARBER SHOP  
LOCKNEY

## Letters To SANTA!

Dear Santa,  
Would you bring me a basketball, tape recorder, Sky Rider, Jet Rocket Ax a Back pack frame and a canteen.  
Your Friend  
Darrell  
P.S. Merry Christmas

Dear Santa Claus,  
I'm Daralyn. I want a doll named Real Live Baby, a dressing table, and a stove. I go to Duncan school and I am in K-1. I have fun at school. I have lots of friends that I love to play with. I have to do a lot of work. I love you Daralyn  
Love,  
Penny Mulder  
Age 6

Dear Santa Claus  
Please bring me, Apes, Racin gears, Moon Explorer, Rifle and a pistol, Life, Evel Knievel Van and one Evel Knievel. I have been a good boy.

Dear Santa Claus,  
I would like a Kathy Quick Curl and a backpack. I will leave a snack for you. Thank you for the things you brought me last year.

Dennis Gooch  
ps, Shooting Galery, spen welder

Love,  
Penny Mulder  
Age 6

Dear Santa,  
I am 4 years old, I try to be a good girl. I want a talking telephone, umbrella, lite brite and I need a new buggy - my old one is shot. Also bring me Baby Alive if you have one.

Dear Santa Clause,  
I would like a backpack. And a Velvet. Thank You for the toys you brought me last year.

Shannon is 8, he wants a tape recorder and race car set.  
I will leave you a candy cane and some ice cream.  
Love,  
Ange Shurbet

Good-By  
Love,  
Cindy Mulder  
Age 8

to Santa Claus  
From Brent

p.s. I will leave you something to eat.

Dear Santa,  
I love you. Please bring me a transport truck with cars. I've been a pretty good boy.  
Love,  
Cary Mulder  
Age 3

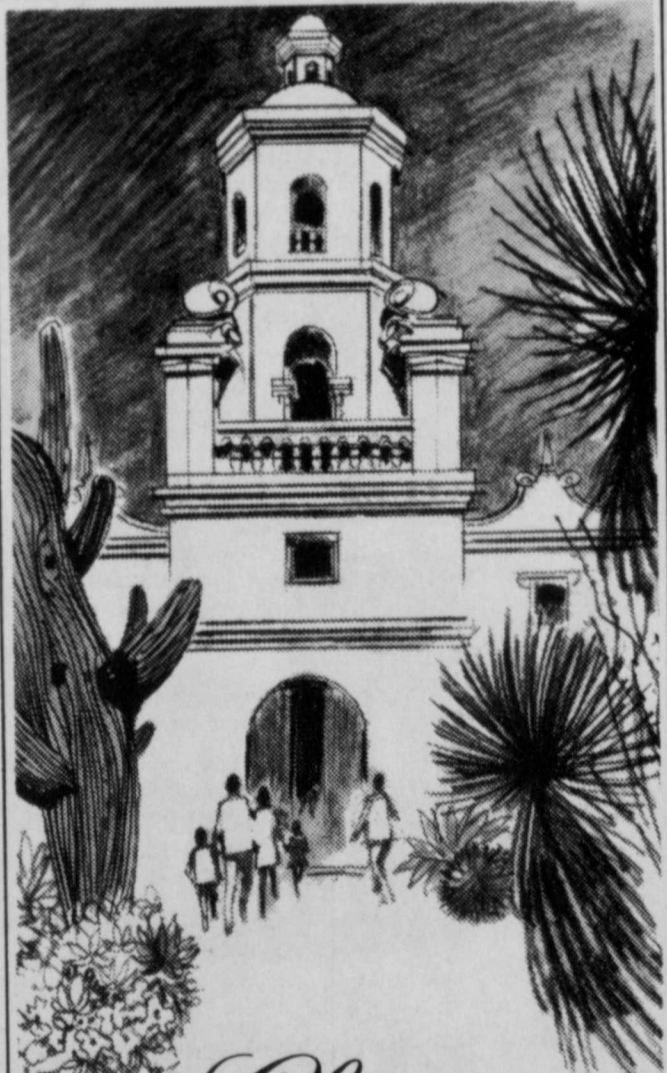
I Want a TV  
I Love you  
and a matchbox. Site  
I have ben good

## CHRISTMAS GREETINGS



We wish you an old-fashioned Christmas... one that glows with the good things in life: a happy family, good friends and lots of good fellowship. We want to thank you, too, for being such loyal customers.

**LOCKNEY LUMBER & SUPPLY**  
LEON, JERRY, FRANK, PAUL  
PHONE 652-3357  
LOCKNEY



## Christmas Greetings

Good tidings to all our dear friends and patrons. Our pleasure is serving you and we're grateful for all your kindness. Thanks.

**ACCO SEED**  
AIKEN



## Merry Christmas

It's that warm and cozy Holiday Season when families share with their neighbors and friends happy times and good feelings. We wish you the best, along with our thanks.

**Lockney Gin & Delinting**  
LOCKNEY

## Farm Wife Asks 'Why?'

(The following article was written by an Illinois farm wife in response to an editorial in the Chicago Tribune pin-pointing agricultural controls and farmers as one cause of inflation.

Why did my husband throw down today's "Tribune" and walk out to work in disgust? Why did he go to work at all after reading the editorial "Laws that push prices up"?

Why can't he ever dress up for work instead of wearing work shoes and knee-high boots covered with cow manure? Why can't he sit behind a desk and answer a phone instead of grinding cow feed in rain and cold? Why must he ride a tractor down to after dark during the summer? Why can't we ever have a summer vacation like other people?

Why can't he ever sleep in one morning instead of trudging sleepily outside at 5 a.m. every day? Why can't he eat supper at a decent hour instead of waiting till 7 after work each night? Why does he have to work Christmas, Easter, Thanksgiving and every Sunday?

Why can't he ever take his family to early church? Why must he spend Christmas Eve in the barn milking cows? Why must our kids wait till Daddy comes in from work before they can go see what Santa left? Why can't I ever wake up in his arms?

Why must he help a sow deliver pigs? Why must he spend months of hard work and ever-more money? Why can't he ever have a say in how much he is paid? Why must he accept a cut in the milk check when expenses went up? Why isn't he even making the minimum hourly wage for his long hours?

Why must he watch helplessly while his income fluctuates day to day? Why can't he strike for a cost of living raise, higher overhead, paid vacations and holidays, and a wage contract? Why

must he see his income go down, store prices go up, and still be blamed by the "Tribune" for inflation?

Why is he not respected for his work?

Why do people sneer at his profession, go home, and eat the fruit of his labor? Why do they not appreciate his hard work to see that they are the best fed people in the world? Why must he take the blame when power-happy milk officials use his money illegally and national headlines proclaim dairy farmers crooks? Why do not these national headlines proclaim factory workers crooks when union officials make political campaign contributions in exchange for favors?

Why when people see a new luxury car say, "Man, those payments must really set you back," and when they see a new tractor say, "All these damn farmers are rich!"? Why when schools need more money must he bear the brunt of their support in raised real estate taxes? Why did he have to worry about gas to run the tractors when thousands of one-car commuters were on the road?

Why indeed? Why doesn't he say the hell with it and quit farming? Why don't people notice how many sows pregnant with next season's pork are being shipped for slaughter right now? Why don't people notice the dairy herds being sold for hamburger?

Why don't people notice the good farm land being sold for housing developments? Why don't people notice the terrible weather that ruined millions of acres of crops this year? Why don't people notice how many fewer farmers there are each year. Why don't people notice how very much depends on the few farmers that are sticking it out?

When the farmers are driven out of business by ingratitude, disrespect, poor income, inflation, shortages, bad weather, and public indifference, when food in abundance is a memory, when grocery stores have empty shelves, when all the good farm land is covered with concrete, when no one wants to work a 90-hour-week to produce food, when people in the United States, Chicago, next door, in your house are actually hungry... then maybe someone else will quietly ask, "Why?"



FLOYD COUNTY'S GOLD STAR BOY AND GIRL Marcia Fortenberry and David Foster were recently honored at an area dinner through the 4-H program.

## Back To The Farm

THE U.S. CENSUS BUREAU has come up with some new figures on the nation's farm population.

In April of 1973, it was estimated that there were 9.5 million people on America's farms, and this amounted to around 4.5 percent of the total population. In 1971-72, farmers made up 4.6 percent of total U.S. population.

This, it is thought, is an indication that the decline of farm workers may have halted.

Also, the Bureau reports that in 1973 only 1.9 percent of arm workers were unemployed, and this compared with a

5.3 percent unemployment rate for the rest of the nation's working force.

IT MAY BE that the factory whistle and the city lights are losing their lure for some people, and it is little wonder.

In most cities, only those with a death wish would dare walk around the block after dark.

And with the price of groceries going up, not to mention the price of everything else too, more people may be getting the idea that a sack of potatoes grown in their own backyard might be pretty handy to have around.

### LETTER TO SANTA

I want a Johnny West set - So does my brother - My sister wants a bottle and jar cutter. P.S. Bring my teacher

Mrs. Abbot a present too. Love Kevin Christy Age 5

Dear Santa I hope you have a jolly Christmas of course you know I will. I would like a

camera and a Beautiful Baby. Love

Jerri Ann McCormick

MERRY CHRISTMAS

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

SPONSORED BY  
**Floyd County Farm Bureau**  
 FLOYDADA



# Christmas Is Giving \$300 To Girls Town U.S.A.

'Tis more blessed to give than receive' or at least that's the way the students and faculty at Floydada Junior High School feel. This year, for the first time, Floydada Junior High School is giving \$300.00 to Girls Town, U.S.A. at Whiteface, Texas, hoping to make their Christmas more complete. The project was the unanimous decision of the Student Council members and the student body in early November.

Giving to others began several years ago when the faculty and students decided to stop drawing names and exchanging gifts within the homerooms. Prior to this year, Boys Ranch at Old Tascosa has been the recipient of this annual gift. This fall attention was focused on Girls Town, U.S.A., when Mr. Marshall Cooper, Director, and four of the girls presented programs at the annual Rotary-Teacher Banquet and at a Federated Study Club Salad Supper.

This unusually large donation was made possible by (1) teachers and students agreeing that the money ordinarily spent by the teachers to buy "treats" for the students would be contributed; (2) observing Wednesday, December 11, as "Sacrifice Day" when students gave up candy and cokes to show their concern for others; and, (3) competition between the homerooms to add to the spirit of the drive.

Winning the contest was Mrs. Ruth McIntosh's Homeroom 8-E with a sum of \$54.26. In second place was Mrs. Norma Feuerbacher's Homeroom 8-B with \$39.45. Third place was Mrs. Joan Cagle's Homeroom 8-D with \$31.86. No one worked harder than fourth place winner, Mrs. Lavada Garrett's Homeroom, with less than half as many members as the other homerooms, who turned in \$30.95. Contributions by other homerooms were: 8-A \$13.



8 E FRONT ROW: Left to right: Clinton Ware, Johnny Moran, Brad Feuerbacher, LeRoy Martinez, Andy Langley, Greg Jones, Sally De La Cruz, Sylvia Bueno, Pat Mendoza, Hope Robertson, Diana Enriquez, Sally Green, Christi Derryberry. Back Row Left to Right: Rodolfo Trevino, Don Reyes, Johnny Ramirez, Todd Vickers, Joe Covington, Jimmy Covington, Terry Willson, Stacy Leatherman, Shandra Young, Paula Ratliff, Lisa Welborn, Terri Kinard, Lucy Pierce, Sandy Powell, Mrs. Ruth McIntosh. Not Pictured: Rudy Medrano, Fernando Maldonado.

61, 8-C \$16.66, 7-A \$9.57, 7-B \$16.67, 7-C \$11.03, 7-D \$13.07, and 7-E \$10.31. The balance was contributed by those faculty members not having a homeroom.

A.W. Coltharp, Principal of Floydada Junior High School, spoke by telephone Tuesday afternoon to Girls Town Administrators to

inform them of this gift. He reports they were overwhelmed by this expression

of Christmas spirit on the part of our 278 students and 24 faculty members.

## LETTERS TO SANTA



Dear Santa, We put up our Christmas tree today. We will have our party December 20, 1974. We want to tell you what we would like.

Rusty Edwards - train; Jim Ritchie - silly putty; Jay Hollums - fire engine; Travis Bishop - cowboy outfit; David Christian - spurs; Rusty Rainey - spurs; Jacky Campbell - cowboy outfit; Cathy Langley - doctor set. We will be waiting for you to bring these gifts to us.

Methodist Public Kindergarten  
Floydada, Texas 79235



THE MOST FAMOUS RESIDENT in the town of Santa Claus, Indiana, population 300, is Santa Claus himself who receives well over 100,000 letters annually from children across the country and around the world. As Santa Claus in costume and Jim Yellig out of it, a 42-year career has been devoted to making sure letters are answered.



JR. HIGH STUDENTS WORKED ON THE \$300 PROJECT  
TOP PHOTO

COUNCIL ALTERNATES Front Row left to right: Danny Nutt, Tracy Womack, Sammy Bradley, Janie Guest, Julia Morton. Back Row, left to right: Mrs. Sam Assiter, Darla Assiter, Terry Willson, Leanne Ferguson. Not pictured Kristi Willis.

### CENTER PHOTO

COUNCIL OFFICERS AND PRINCIPAL Left to right: Darla Assiter, Treasurer; Sam Assiter, Secretary; A.W. Coltharp, Principal; Jimmy Jackson, Vice-President; Kary Assiter, President.

### LOWER PHOTO

COUNCIL REPRESENTATIVES Front row left to right: Mark Beedy, Jimmy Adams, Jonna West. Back row left to right: Mike Allen, Ricky Luna, Jimmy Turner, Becky Crabtree. Not Pictured: Michael Sales, Chele Duran.



SWPS HOLIDAY SCENE - The Southwestern Public Service office in Lockney has this holiday display in the front window. Kenneth Tate, manager, and Elizabeth Riley, cashier, pose with the "snowman family" and "Santa Claus" figures. [Staff Photo by Jim Huggins]



good times!  
good cheer-  
at Christmas!

To our very  
good friends,

best wishes for the holiday season

.... AND THANKS A MILLION  
FOR A GOOD GINNING YEAR.

DARRELL MAYO, MGR.  
**SCOTT GIN**  
FLOYDADA

## DECEMBER 31ST LAST DAY TO SAVE ON 1974 TAXES

MR. FARMER, RANCHER, AND BUSINESSMAN

Would You Like To Save Some  
Of Your Tax Dollars For Yourself?  
- You Can

If you are self employed you can participate in the self employed Individuals Tax Retirement Act HR-10 (Keogh Plan) and deduct 100% of the amount you contribute for your own retirement from your income taxes.

Congress passed this very beneficial law for self-employment in 1962 and President Ford in September of 1974 signed a new revised "Employee Retirement Income Security Act" which provides for greatly increased benefits and tax savings. You may now contribute up to 15% of your self employed income (not to exceed \$7,500) to a Retirement Plan for yourself and deduct 100% of it from your income tax.

Mail information below and you will be contacted before first of year or call Mr. Floyd - Business 214-4312 - Res. 214-369-3328.

MAIL TO: ASSOCIATES PENSION & TAX SERVICE

P.O. BOX 19846  
DALLAS, TEXAS

GENTLEMEN: Please see that I receive your simplified information on the HR-10 (Keogh Plan)  
NAME \_\_\_\_\_ Phone No. \_\_\_\_\_  
ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

# Holiday Greetings

These gayly decorated Christmas Bells ring out a message of joy and happiness to all our friends and patrons... and "A MERRY CHRISTMAS TO ONE AND ALL"

**Carthel Oil Co.**  
FLOYDADA, TEXAS

**GIRLS TOWN USA NEEDS HELP**

Girlstown, U.S.A., needs your help... again. Girlstown, located at Whiteface and with campuses now at Borger and Austin, has depended on West Texas friends to help provide for unwanted girls for the past 25 years. You may not know any of the girls, but they'll appreciate your sharing because it gives them the opportunity to find themselves and become beautiful young ladies. Send contributions to: Girlstown, U.S.A., Box 35, Whiteface, Tex. 79379.



*Merry Christmas*

SEASON'S WISHES TO OUR MANY FINE CUSTOMERS . . . . . A HAPPY HOLIDAY SEASON TO ALL. THANKS. . . . .

**Lockney Variety**

**Floyd Philosopher**

**Comes Up With A New Idea For Saving The World Powers Money**



Editor's note: The Floyd Philosopher on his Johnson grass farm offers some suggestions to the world this week, free of charge.

Dear editor: According to an article I read in a newspaper somebody threw out of his car on a road near my house yesterday because everybody knows burning paper pollutes the air and besides, who knows, the paper might have been aimed at covering up some of the cans already there, the U.S. Treasury is considering re-issuing \$2 bills.

It says that if people would use the \$2 bills, the government could save from 2 to 4 million dollars a year by printing fewer \$1 bills, since it costs about a penny a bill for printing anyway and would cost no more to put a 2 on it instead of a 1.

I guess so, but it might be a better idea to print a bill worth \$1.98. Everybody knows nothing sells for \$2, its always \$1.98. A \$50 bill ought to be printed as \$49.99.

And while the government is on this economy kick there's an area where it can save a lot more money than it can by printing \$2 bills, and I'll explain.

As I understand it, when Greece and Turkey were fighting each other recently

over Cyprus they were using guns and ammunition given them by the United States. In these trying times very few countries are able to wage much of a war unless one of the bigger countries furnishes them the weapons, and what would the evening network news be worth without at least one or two scenes of open warfare? It's a dull day when the networks can't find at least two countries, whether we've ever heard of them before or not, shooting at each other.

So, what the United States, Russia and China ought to do is get together and agree that, while they'll continue furnishing weapons to any country that threatens to go the other way if military aid is stopped, all ammunition will be blanks.

Then say when Greece and Turkey for example start shooting at each other, I doubt if one TV viewer in a thousand could tell they were using blank cartridges. Think what it would save in armored tanks alone. Why, we wouldn't have to furnish them new ones oftener than every three or four wars, maybe longer if they'd learn how to grease them and change the oil. And the saving in lead alone would go a long way toward paying Congressmen the higher salary they need if they're going to whip inflation.

Yours faithfully,  
J.A.

ONLY TWO MORE SHOPPING DAYS UNTIL CHRISTMAS



LETTERS TO SANTA

Dear Santa, I want a tape player and T.V. tennis and also air hockey.

Thanks, Jeffrey

Dear Santa I want a Barbie Sweet 16 doll, and a stuff mouse. Get me a piano because I am taking piano lessons.

Your friend Jovita Castro 5th Grade

P.S. Try to get me these things.

Dear Santa Claus, I am a little girl 6 years old. I am in Mrs. Byrd's room & I like school very much. I have been a pretty good girl this year.

I want a record player, some records, a "Lucy" wristwatch, and a doll. Don't forget my little sister, Shelli. She is 5 years old. I love you very much and I will leave you something to eat under the tree.

I Love you, Misty Hawkins

Dear Santa Claus,

I am a little boy 8 years old. I am in the second grade at A.B. Duncan School and my teacher's name is Mrs. Judy Dunlap. If you think I have been good enough, Santa, would you please bring me a flying airplane. Also will you bring some more toys and candy for my stocking and my little brother Cory's too. We will leave you some hot chocolate and cookies beside the Christmas tree. Please give boys and girls everywhere something for Christmas. Thank you. I love you.

Joey Kemp 111 W. Crockett Floydada, Texas

Dear Santa Claus,

I am three years old, and I have tried to be a good boy. I want a bicycle, basketball, and a train set. Please remember all the other boys and girls. I will leave you some cookies on the bar. I love you.

Casey Don Emert

Dear Santa,

I want a magic box. I love you and I want a picture of you, too.

The end - Rusty Teeter

Dear Santa Claus,

I want a gun and a Superman Suit. This is Jason Carthel

SHOP FOR CHRISTMAS IN FLOYD COUNTY.



NOEL

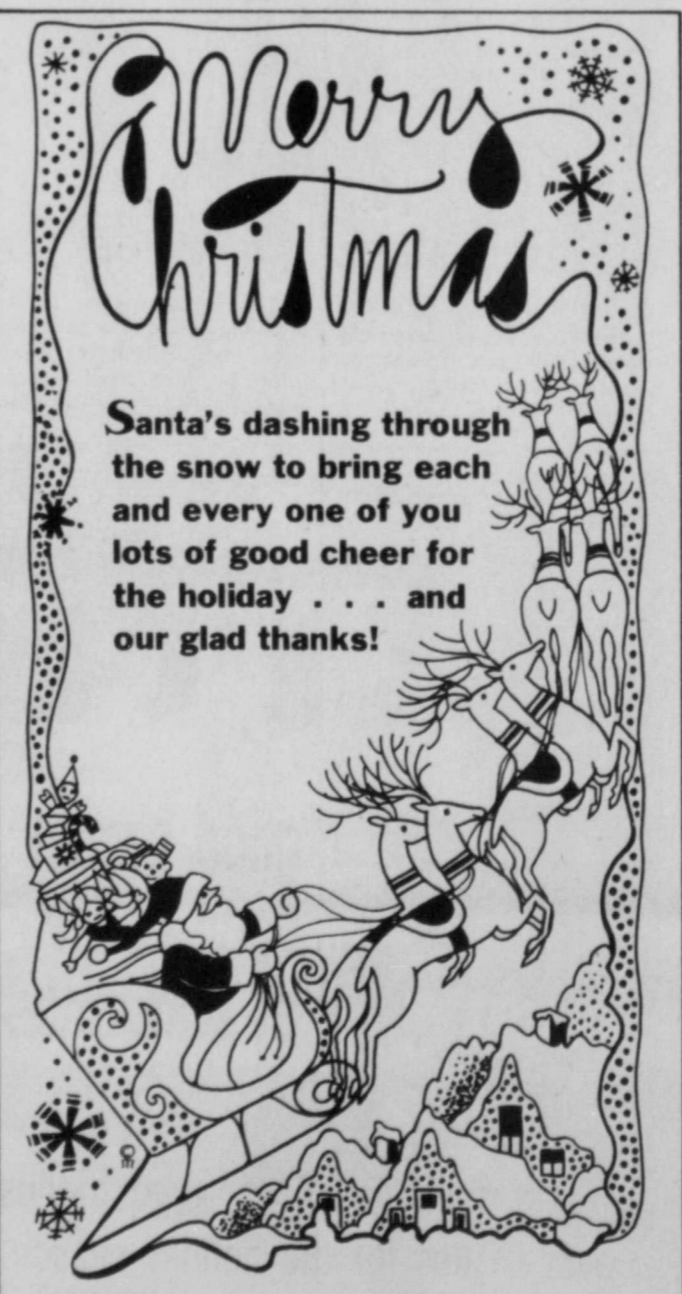
WE HOPE YOUR CHRISTMAS IS BRIGHT & GAY!

CURTIS SANDERS SANDERS PUMP & DRILLING SERVICE



Best wishes and a very special thanks to all our friends.

**Riverside Chemical Co.**  
LOCKNEY



Santa's dashing through the snow to bring each and every one of you lots of good cheer for the holiday . . . and our glad thanks!

IN LOCKNEY Cinderella Beauty Salon  
EDDIE and SANDRA



We're happy that the season affords us a chance to say hello to all our friends...and to wish them a very merry Christmas!

IF IT IS INSURANCE - SEE - Barker Insurance Agency LOCKNEY



CHRISTMAS GREETINGS

These young carolers are bubbling with happy Yuletide wishes for you . . . from us. Our merry thanks to all!

Mr. & Mrs. Walter Gloyna LOCKNEY

In 3 seconds you'll know which electric portable 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.



REGULAR \$229.95

\$189.95

THE LOCKNEY BEACON THE FLOYD COUNTY HESPERIAN

MORE SHOPPING DAYS  
CHRISTMAS.....



A HERD OF REINDEER cross a large body of water while roaming for grazing areas over the subarctic regions of northern Europe. The reindeer has been a semi-domesticated friend to man for centuries. Reindeer are traditionally associated with Christmas as pullers of Santa's sleigh. Photo courtesy Swedish Information Service.

### Arctic Reindeer Flourish, Crucial to Man's Survival

Reindeer flourish in large numbers near the Arctic Circle in Europe, Asia, and North America. Norway, Sweden, Finland, Russia, and Alaska are all places where herds of at least semi-domesticated reindeer are accustomed to working with man, particularly the Laplanders.

The reindeer provides a vital source of food, clothing, and even transportation for many peoples living on the edge of the arctic world. Among other things, reindeer milk is as rich as the cream of cow's milk, although available in much smaller quantities.

There are several species of reindeer in North America, where it is called the caribou, ranging from the woodland species, which is found in wild northern woods, through the barren ground caribou, which is the slightly larger but close cousin of the European reindeer, to the Peary caribou, living north of the Arctic Circle.

The present domesticated reindeer of Europe and Asia, where it can be found in single herds of up to 30,000, is a descendant of the barren ground species of those regions and has been successfully introduced into Alaska as a stock animal. These tame reindeer are gentle and easily handled.

Reindeer and caribou feed primarily on mosses and lichens in the subarctic regions, a type of fodder which takes time to replenish itself. As a result, reindeer and those who depend on them for a livelihood are nomadic and have no permanent home, since they must move at frequent intervals to find an adequate food supply.

Because of the Arctic habitat, near his North Pole headquarters for Santa Claus, but he can hardly claim a first for using them: cave paintings and bones found in prehistoric sites in Europe are evidence that the reindeer has been more or less domesticated since the time of the cavemen. But Santa Claus might qualify as an early supporter of women's equality, since the reindeer or caribou is unique among the deer family in that the females as well as the males grow antlers. Both sexes shed their antlers in the spring, like other deer.

## Letters to 'Santa' Overflow Mailbox

There's something special about Santa Claus in a small southern Indiana town where the famous Christmas legend has become somewhat of an everyday reality.

This town with a population of about 300 year-round residents, and a family of deer, is the jolly old gent's namesake home — Santa Claus, Indiana — as well as the home of his helpers, and the location of his overflowing mailbox.

A unique landmark at Santa Claus is the U.S. Post Office near the intersection of Indiana highways 162 and 245, and next to the entrance to Santa Claus Land.

There is nowhere in the world where you can find a post office like this one. Its architecture is that of a stone-fronted fairyland castle in design and while the community has but slightly more than 300 year-round residents this post office each year is flooded with about four million pieces of mail. The bulk of all this mail comes around Christmas time to receive the cherished Santa Claus postmark. Still others arrive addressed simply to "Santa Claus, 47579."

Letters addressed to "Santa Claus" represent the tens of thousands of children's "want lists" that foretell visions of Christmas morning, promise cook-

ies and milk, and extend best wishes to Santa, Mrs. Claus, and Rudolph. And, to the delight of children everywhere, all of these letters receive an answer from Santa Claus.

This unique practice dates back to the late 1920s when Robert L. Ripley popularized the town by featuring it in an article in his "Believe It Or Not" column. After the article appeared, mail began to mushroom, especially letters addressed to "Santa Claus."

Tourists with children also started to arrive and make visits to the post office with their Christmas mail, following in the steps of Ripley who also sent his Christmas cards through the office here as proof that there was indeed a Santa Claus — as verified by the postmark. For over 40 years, children have met Santa himself, played by Raymond Joseph "Jim" Yellig.

Besides taking up the role of Santa Claus at the Santa Claus Post Office in the early 1930s, Yellig also embarked on a project that

now involves much of the community of the Santa Claus, Ind. area. He noticed that the incoming letters were being stored away because there were too many for the postmaster of the day to answer and took part in hand along with his wife, to make sure children who cared enough about Santa Claus were answered.

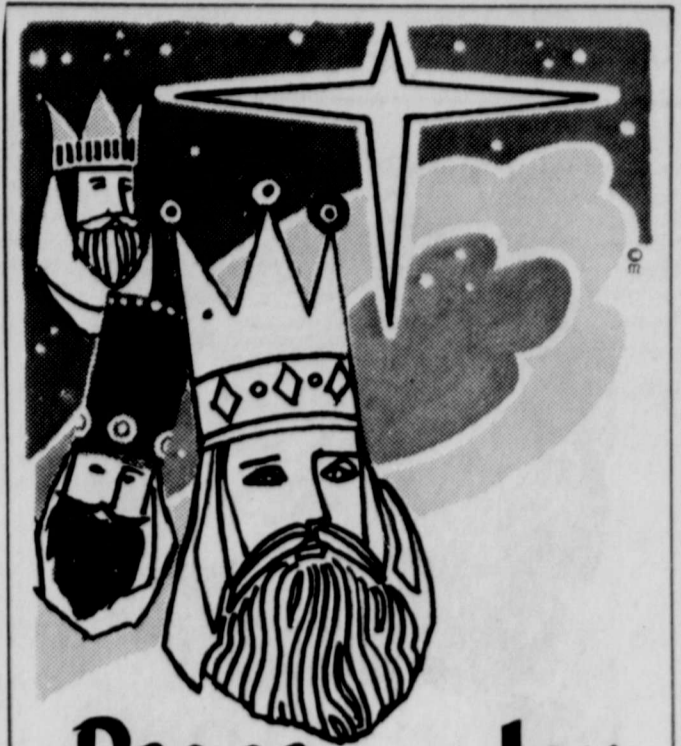
### Take Extra Care To Help Avoid Holiday Hazards

When you plan for the holidays this year, take into account these safety precautions from Pinkerton's, Inc., the private security firm.

- If you buy one of the newer metallic Christmas trees, don't use regular colored lights — it's an invitation to a short circuit. Use a spotlight with colored filters.

- Before you buy anything electrical, check for the Underwriter's Laboratory label (the small tag bearing the initials "UL"). If it doesn't have it, don't buy it.

- Never spray canned snow on angel hair (glass wool). It creates a highly combustible combination.



## Peace ... Joy

During this holy holiday, we'd like to wish all our friends a simple, lovely Christmas, filled with warmth and happiness. Our sincere thanks to all.

LOCKNEY

Copeland Welding Shop

T. V. COPELAND



**MERRY CHRISTMAS**  
Your holiday greetings our happy Christmas. Thanks for your patronage. We appreciate it.  
**Pinner's Drive-In**  
Lockney  
A Few Days For Christmas

**Merrie Christmastide**  
Hear ye! Hear ye! 'Tis our wish that this holiday be a bell ringer in the spirit of Christmases past. Glad tidings, and thanks!

**CHRIST RADIO & TV**  
100 W. LOCUST CALL 652-2361

**MERRY CHRISTMAS**  
This season to trim, sing carols, give gifts... and enjoy all the holiday cheer.

So what more could we wish for you, than a warm old-fashioned Christmas? Thanks for your support.

**Staniforth Gin**  
Monty Staniforth Bill Evans

**Tips to Make Yule Brighter**

The Christmas card made from a photograph of children or family group is highly popular as a means of bringing a sense of togetherness to relatives and friends when geographical separation makes the real thing impossible.

The best time for such pictures, naturally, is when presents are being opened and the family group is together, sharing and showing their joy in Christmas surprises.

A good second opportunity may be found when the family is gathered at the table for Christmas dinner. Other possibilities include stockings hung by the chimney with care and children playing, indoors or out, with new gifts.

Whatever subject you choose, better do it today — tomorrow may be too late to capture the best "shots" to share with others.

In most cases, Christmas cards become waste paper. Before you consign this year's cards to the trash can, consider removing personal messages from them and turning them over to a church or other group whose members devote their time to creating attractive scrap-books with the cards.

Many beautiful and colorful cards, carefully selected and arranged in these inexpensive and easy-to-make scrap-books, provide hours of enjoyment to older people and others whose activity is curtailed for one reason or another.

You might enjoy making a scrap-book for yourself. Whatever the case, the second life given these Christmas and greeting cards can be rewarding and useful.

Christmas novelties, glass ornaments and tinsel decorations, from America and abroad, will enjoy great popularity during the 1974 Yuletide season.

People are celebrating with more non-electrical decorations, such as ornaments made from household items, glass decor which reflects the usual home lighting, and candles, homemade or bought.

The trend represents a return to home living, a more provincial way of life. This resurgence of a country-type lifestyle and family togetherness becomes most obvious during the holidays.

**HOLIDAY SAFETY TIPS**

- Check all toys to see that they are non-flammable and have no lead-base paint on them.
- Be aware that fingerpaints, oil and water paints in some children's sets may contain poison. You can find sets that don't, and they will say so.

**Warm Christmas Wishes**

A sleigh full of cheery wishes is coming your way! Have a very merry Christmas Day! Our gratitude for your support.

**Moody Electric Company**  
807½ W. Spruce 652-2417  
LOCKNEY

**CHRISTMAS GREETINGS**

Rejoice! It's Christmas. During this holiday of heart warming thoughts we wish you peace and happiness. Thanks for your support.

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

ONLY TWO MORE SHOPPING DAYS

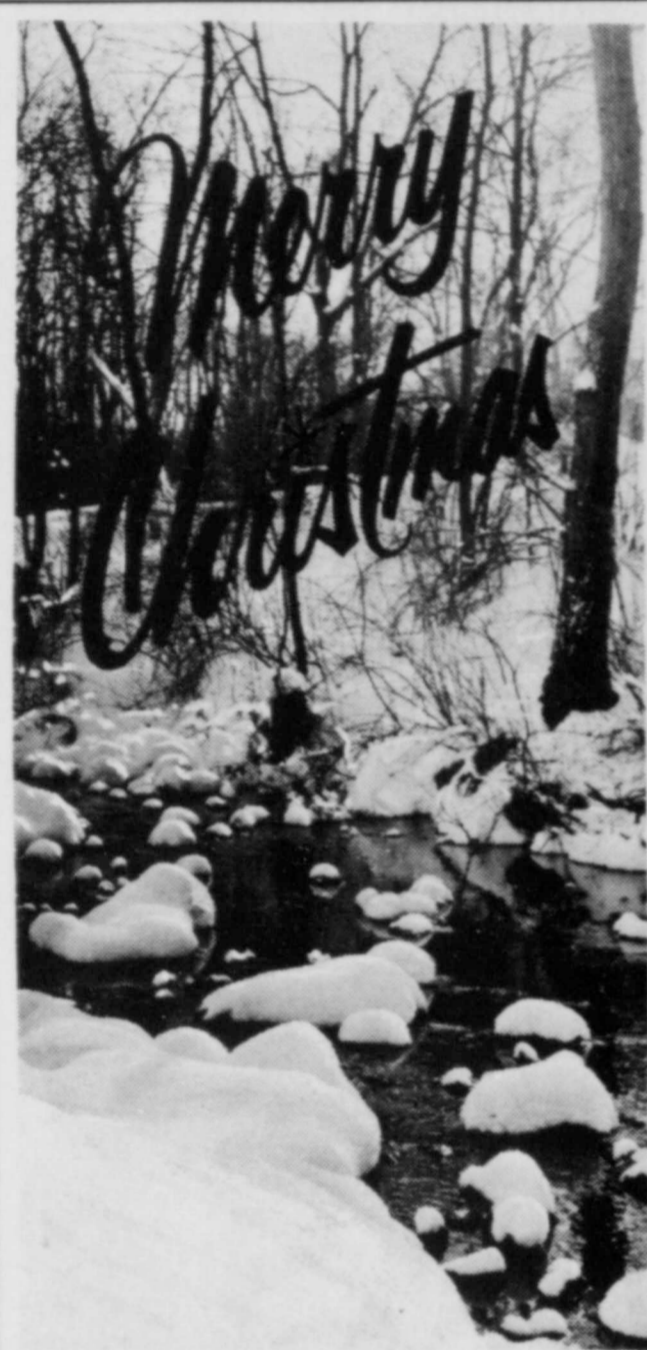


# Merry Christmas

We're hoping that your holidays are beautiful in every way! Thank you for your past patronage...we hope to serve you again.

## Mae's Magic Mirror

Mr. & Mrs. David Jackson  
Rosa Gonzales



As the new-fallen snow brings silence and the yule log warmth... may this season of Christmas bring to you and yours the peace, happiness and joy of the season.

## DAN'S AUTO SERVICE

Mr. And Mrs. Dan Teuton,  
Leonard Griffith, Jim Gomez,  
Bruce Williams  
Lockney



# Christmas Greetings

It's all around — that Christmas feeling! May it fill your holiday with warmth, joy and loving thoughts. We hope you enjoy this time to the fullest. Thanks, friends.

IN LOCKNEY

White's Auto Store

## Floyd Philosopher

### Has Some Wild Speculations On Solving Transit Problems



Editor's note: The Floyd Philosopher on his Johnson grass farm puts his mind to work on another problem this week, it looks like.

Dear editor:

Not that it really concerns me, I've got no mass transit problems out here on this Johnson grass farm, unless some hot shot real estate developer comes along and wants to sub-divide it, but as I understand it mass transit is one of the biggest problems big cities have, next to paying their bills.

The trouble is cities were built on a per-person basis and not a per-car basis, and when everybody wants to bring his car downtown you can see it's like trying to put horses in a coop built for chickens.

The next problem is that people have spread out around the city, building homes — while still close together — further and further out, in what the experts call urban sprawl. As a result all these people choke the streets with their cars as they try to get to work every morning.

So the experts are racking their brains to figure out a mass transit system that'll haul people to and from work to save congestion, gasoline and gasoline fumes, without mortgaging city hall to do it, but they're finding it's like trying to halt an avalanche after it's already half-way down the

mountain. What they're overlooking is that cities are built wrong. To haul people to work in one of them now you'd have to have a mass transit system built like a giant spider web, the center downtown and the web strands extending out in all directions for miles and miles.

Cities ought to be re-built. Instead of urban sprawl they ought to have urban elongation. What you need is a city ten blocks wide and a hundred miles long. One set of railroad tracks would run down the middle. Put up a school every ten miles. End forever the quarrel over busing. You haven't heard of anybody being for or against riding a train to school, have you? Also, put up all office buildings, factories, stores, shopping centers, x-rated movie houses, etc., on either side of the elongated city, and everybody rides to work, if he can walk the five blocks from his home to the railroad tracks.

If a city ten blocks wide and 100 miles long won't accommodate all its people, move over a few feet and build another one parallel to it.

If you run into the problem of New York running into Baltimore or Lockney running into Floydada, that's another problem but it won't be any worse than inflation or the Mid-East.

Yours faithfully,  
J.A.

## A Lasting Christmas by Garnett Ann Schultz

I keep a part of Christmas  
For it helps to add a glow,  
To the January darkness  
And the February snow.  
If March is cold and blustery  
And though April brings us rain,  
The peace and warmth of Christmas  
With its happiness remain...

There's a beauty when it's Christmas  
All the world is different then,  
There's no place for petty hatred  
In the hearts and minds of men.  
That is why my heart is happy  
And my mind can hold a dream,  
For I keep a part of Christmas  
With its peace and joy supreme.

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## Many Faiths Converge On Modern Bethlehem, Observe Christ's Birth

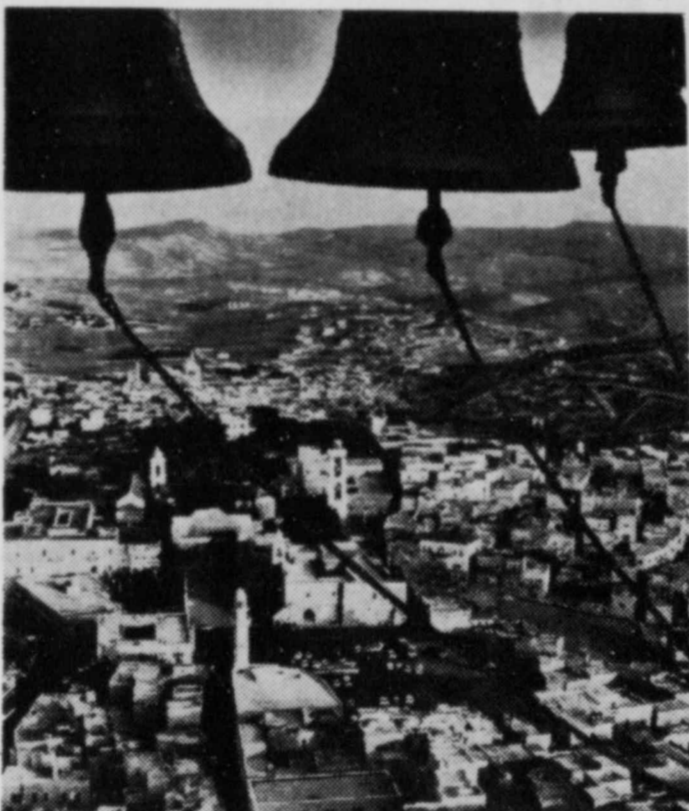
It is customary in the United States to celebrate the birth of Jesus on December 25th, the date observed by the Roman Catholic Church and most Protestant denominations, but not all Christian faiths adhere to that date.

In Bethlehem, Christ's birthplace, the Roman celebration begins on Christmas Eve, December 24th, highlighted by the traditional Midnight Mass, and continues on Christmas Day. The Greek Orthodox Church, however, observes January

7 as Christmas Day, marking the occasion with similar ceremonies. January 18th and 19th are the dates for the observance in the Armenian Church.

The three faiths have their own churches and chapels within the Basilica of the Nativity in Bethlehem and each observes Christmas on its own day with services in the Grotto of the Nativity at the exact spot where, it is believed, Jesus was born.

The separate observances are bolstered by a long history which ecumenism may find it difficult to erase. For centuries the Churches disputed possession of the



MODERN BETHLEHEM, viewed from one of the higher bell towers in the city, retains many of its age-old customs and looks much the way it did during ancient times, despite modern vehicles which move through timeless streets. Photo courtesy Israeli Government Tourist Office.



# Merry Christmas

May the serenity of Christmas find and keep you content. May every day of this joyful season be filled with joy . . . abundant in peace . . . rich in brotherhood. To all the cherished patrons we serve . . . our warmest gratitude.

Mize Pharmacy

Lockney

**CHRISTMAS WISHES**

We wish you sweet dreams and happy thoughts in anticipation of this warm holiday. Thanks.

**Bob Miller INSURANCE**

**MERRY CHRISTMAS**

The Yuletide season brings thoughts of Christmases gone by...and thoughts of friends like you. We sincerely hope that you enjoy the happiest of holidays!

RICHARD, KEITH & LONNIE  
**JACKSON TIRE COMPANY**  
LOCKNEY

MERRY CHRISTMAS - HAPPY NEW YEAR

### Sunday At Church

Church in everyone of their "Carol of the Night" at 7 p.m. Rev. Payne will be at the piano. Elvis director, and Mrs. and

MERRY CHRISTMAS

## Briscoe Announces Holiday Traffic Safety Campaign

Governor Dolph Briscoe announced an intensive campaign to seek compliance of the 55 mph speed limit and help eliminate drunken driving over the Christmas and New Year holidays. He said several countermeasures would be used to work toward elimination of the increasing number of crashes and fatalities in the state.

Said Briscoe, "Hardly a day passes when we don't hear or read of a fatal accident. It is high time we cut down on the number of these accidents. Statistics prove the lowered speed limit was not the ultimate answer to eliminate these fatalities. We must curtail our speed, keep the drinking driver from behind the wheel, and use safety belts."

The Governor said he has asked the Texas Department of Public Safety to use every available means to enforce the laws. He also asked City and County officers to do the same. Briscoe said it should be up to the driver to know when to stop drinking. He said a good party host should take care of his guests by cutting down on the amount of alcohol served, urging the driver to take a taxi if he has been drinking, and to have fellow party guests to be true friends by keeping the drunk from behind the wheel.

"A drunken driver is like a man with a loaded gun pointed toward a person. He could kill at any moment," said the Governor.

Briscoe also urged voluntary use of safety belts when driving or when a passenger. "Many people think they are uncomfortable and inconvenient, but so is a funeral for a loved one," he said.

Briscoe said his office has prepared several radio, television, and newspaper announcements geared toward the drinking driver. "We will ask the media to help us remind the driver to cut down on his drinking and stay off the road," he said. The Governor said additional public service material would be sent to the media

outlets that would encourage voluntary observance of the 55 mph speed limit, use of safety belts, and numerous other traffic safety factors. He concluded by directing his staff to do everything possible toward public education for the driver in order that the motorist may "Stay Alive in '75."



Dear Santa, My name is Rusty and I am 3 1/2 years old. I have tried to be a good boy. I would like you to bring me a Backhoe, Crane, Weebles airport, and a Emergency truck.

Thank you, I am looking for you! Rusty Edwards

Dear Santa, I have been a very good girl this year. Please bring me a Cathy Quick Curl, a weeble Doll House, and some records. Please remember Leanne and Kelli and Brad and Cristi. I'll leave cookies and milk by the Christmas tree.

Love, Shanna

Dear Santa, Please bring me a big fire truck, a weeble air plane, and some tinkler toys. I've been pretty good this year.

Love, Ronnie

Dear Santa Claus, I have been a good little boy this year. My name is Cody Clint Nichols. I'm also eighteen months old. First of all I would like a rocking horse, ball and an airplane.

Be sure and stuff my stocking and mom will have you some milk and cookie on the table. Don't forget all the other boys and girls.

Love ya, Cody Clint Nichols P.S. Don't forget to bring Rudolph.

Dear Santa Claus, please bring us some presents, also some for our brothers and sisters.

Love Donna, Chris, Anne Pena

### Climate Key to Time of Holy Birth

The evidence that the journey of Mary and Joseph from Nazareth to Bethlehem took place in the dry season, that is, before the onset of winter, depends to some extent on what we know about the climate of Palestine today, which, scholars believe, is not very different from what it was during the time of Jesus.

The annual mean temperature is a pleasant enough 62.8 degrees Fahrenheit, with a range from a high of 112 degrees to a low in winter of only 12 degrees.

While the lowland plains, nearer the Mediterranean Sea, receive heavy rains from November to April, winter in the hills can bring biting frost, bitter winds and even snow.

"The news media apparently find little interest in reporting that increased profits are vital to the American economy, and they frequently fail to place profit improvement in the proper perspective."

"It is ironic, in a period when reporters are winning the Pulitzer Prize for their investigatory ability and inquisitiveness, that very few reporters ever ask such a simple question as 'compared to what?' when they write a story about increased earnings."

"Such releases and reporting encourage the public to believe that the system is a profit system—not a profit and loss system."

C. H. Smith, Jr., Chairman SIFCO Industries, Inc. Cleveland, Ohio

Personal taxes take the biggest bite—17.1 per cent—out of an American's income, reports the Department of Commerce. After that come food, housing, and household operation.

TWO MORE SHOPPING DAYS



## Our Best Wishes at Christmas

Here's hoping that yours is a spirit lifting holiday! May it be filled with gladness. We're thankful for the loyalty you've shown to us.

Webster Service and Supply Lockney

## GREETINGS

Put the carols and ring in a party filled with cheer. To all our friends... have the very merriest Christmas. Thanks for your support.

Lockney, Texas

Reecer's Cleaners

Phone 652-2262



We hope that Santa's good to you & brings you the best of everything!

## Consumers Fuel Association

LOCKNEY

**Wishing you a Merry Christmas**

We join jolly old St. Nick in wishing everyone, everywhere, happiness and good cheer, now and always.

**DAVIS LUMBER CO.**

102 E. SHUBERT LOCKNEY  
PHONE 652-3385

"WHERE CUSTOMERS SEND THEIR FRIENDS"



Best Wishes for Christmas

To you... the family, too! We wish the merriest and brightest.

Mr. and Mrs. Bill Hendrix

Montgomery Ward Catalog Store



Class Favorites

Named as Class Favorites during the Christmas banquet at Wayland Monday night were (standing) Lee Brown, freshman from Kaneohe, Hawaii; Bill McMillan, sophomore from Dallas; (seated) Langston Williams, junior from Floydada; Roberta Gonzales, junior from Taos, N.M.; and Gaye Spencer, sophomore from Plainview.

Season's Greetings

Floydada **LAWSON BROS.** 503 E. Missouri  
WELDING AND EQUIPMENT

Letters To SANTA!

December 14, 1974  
Dear Santa,  
My name is Rob Green and I have been a pretty good boy. I sure would like a Hot Wheels motorcycle, a Digger Dog, & a Putt-Putt railroad. I have a little brother named Baby Chad and he has been good too! He

would like some blocks & a See & Say. He can play with my toys too. We love you Santa & we will leave some warm milk & cookies for you in the kitchen.

Love Rob & Chad Green

Dear Santa,  
My name is Melissa Hayes, I am 4 yrs. old. I want a Barbie doll and a Ken doll. A stove, ice box and a sink. And I also want a iron and ironingboard. Also dishes and pans. And please bring my baby sister Jodi, a music box and a big Roller Skate and lots of pretty

clothes. Thank you Santa and bring my Mom and Dad something too.

Love Missy & Jodi Hayes

Floydada Tex. 79235

December 16, 1974

Dear Santa Claus

I think I have been a good boy. And I want a Winnago Motor Home. And a Evil Kevil stunt cycle. And I want a smash 'em up derby set. And I want a choo choo train to. And I want a TV tennis game.

Dwayne Green  
406 W. Mississippi

The girls and staff of Girlstown, U.S.A., extend wishes for a very Happy 1975! Friends of West Texas have made their holiday brighter this year, giving girls "an apron string to tie to." The campuses at Whiteface, Borger and Austin have felt the crunch of inflation, and they need your help for a brighter 1975.

Laplanders Yule Custom

There are today some 30,000 Laplanders of which approximately two-thirds live in Norway, one third in Sweden, and smaller numbers in Finland and Russia.

Lapps are closely associated with reindeer, on which they have depended for a large part of their livelihood since prehistoric times.

The early Lapp religion was shamanistic, featuring a priest, or shaman, who divined the secrets of good hunting, fishing, reindeer grazing, and other matters of importance to the people, while in a state of trance. Beautifully decorated "magic drums" were a means of inducing the trances and are characteristic of early Lapp culture.

CHRISTIAN CONVERSION

Large scale conversion to Christianity did not occur among the Lapps until the 17th Century. This fact combined with the excessively tough conditions of the northern winter tended to prevent the development of Christmas customs as we know them — the church

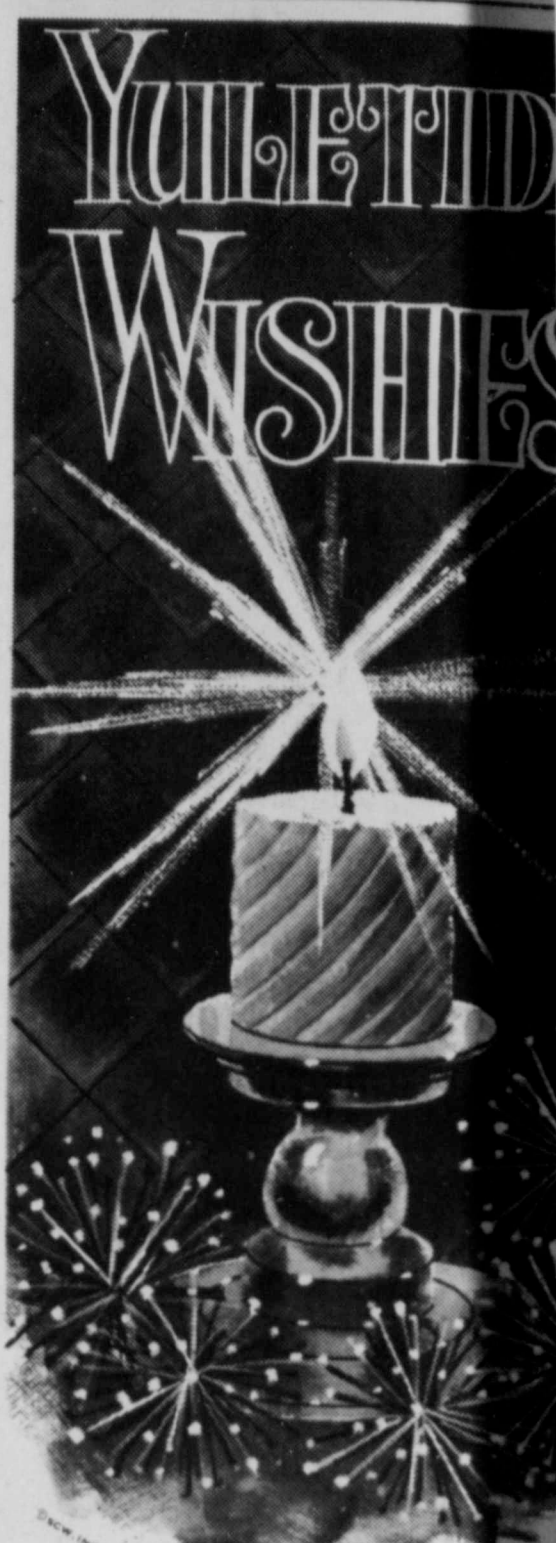
gatherings, decoration of homes and trees, the giving of gifts, and elaborate feasts. The Lapps' chief festivals came in spring and autumn with the occasions of marketing, when the products of the reindeer herds and furs from hunting were exchanged for other products.

However, 17th Century manuscripts describe one Lapp Christmas custom which has a parallel in many lands and which reminds one of putting out cookies and milk near the chimney for Santa Claus. The old documents tell of a "sacrifice" to the "Yuletide People," spirits which were believed to fly about over the earth and which may have originated in a pre-Christian observance of the Winter Solstice.

CHRISTMAS CUSTOMS

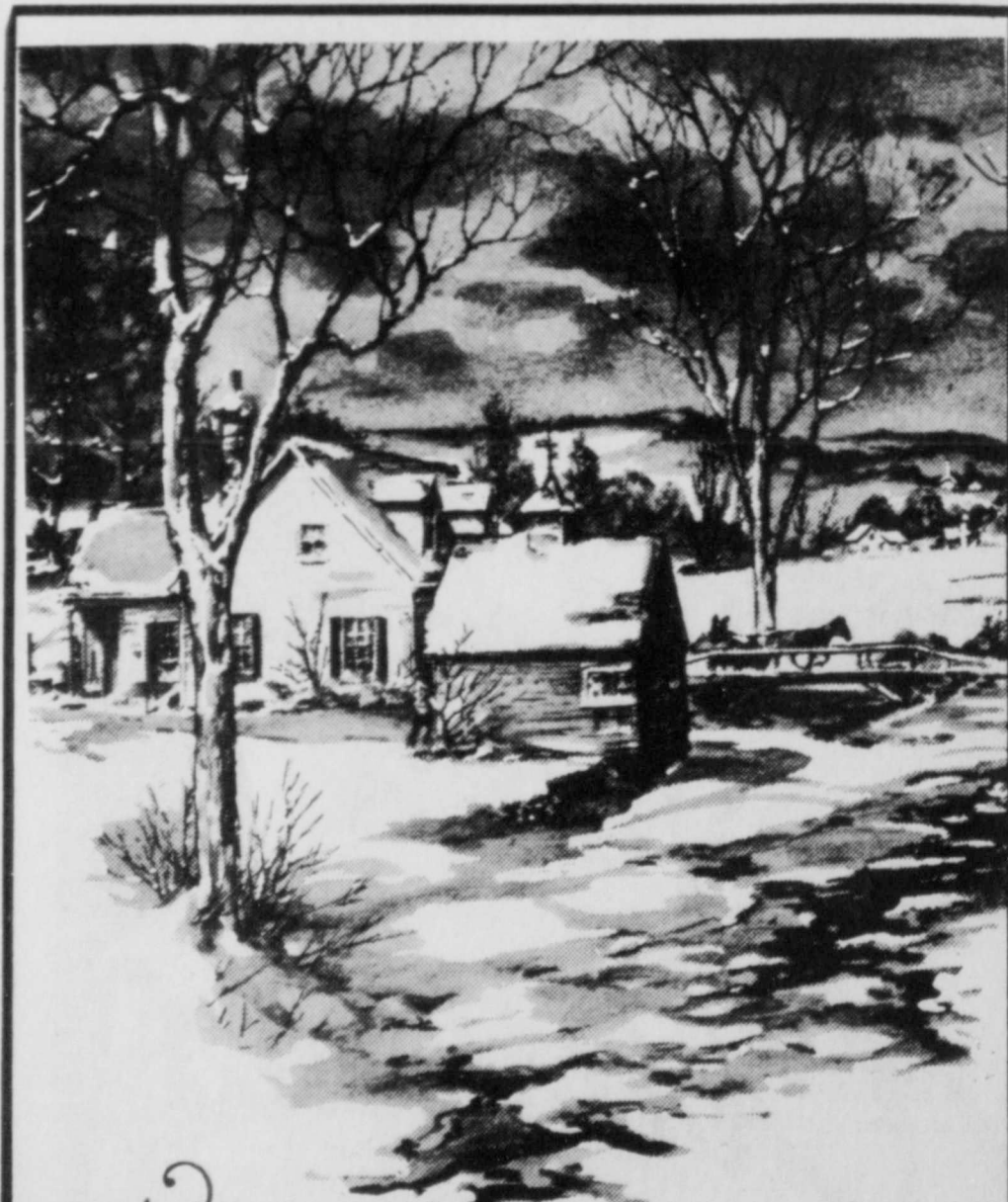
On Christmas Eve there was a fast, and the food which would have been eaten was set aside. On Christmas Day this food, including samples of everything to be eaten on Christmas, was packed in a small boat-shaped basket of birch and hung upon a tree. In this manner the Yuletide People could partake of the feast like everyone else.

In modern times, with many Lapps living a more settled life in permanent communities, the observance of Christmas is becoming indistinguishable from that of other northern Scandinavians.



MAY THE SEASON GLOW WITH GOOD CHEER FOR ALL!

QUALITY BODY SHOP FLOYDADA



Christmas greetings

In the spirit of an old-fashioned Christmas we extend best wishes to all. We hope you and your loved ones share in the many old-time joys and blessings of the season.

Producer's Cooperative Elevator

FLOYDADA DOUGHERTY

CEDAR HILL

HOLLAND • GERMANY

More For Your Travel Dollar

9-Day Budget European Holiday

From

\$628.00

LUBBOCK, TEXAS

Why Pay More?

- Take off just 5 working days
- Price includes your jet flights, accommodations, meals, sightseeing, and a professional escort
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Box 700

Floydada, Texas 79235

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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P-A-G 464

A MEDIUM MATURITY HETERO-YELLOW HYBRID  
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excellent standability.

P-A-G 511

MEDIUM LATE MATURITY WITH HIGH YIELD POTENTIAL  
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McCoy Grain Storage, Inc.  
Muney Elevator  
Parks Oil Co.—South Plains

Producers Co-op Elevator  
Sand Hill Elevator  
Billy W. Selman

# Merry Christmas



We wish to extend our holiday greetings to you and your family as you gather in celebration. Thank you for your loyal support.

**THIS CHRISTMAS MESSAGE FROM THE FOLLOWING PUBLIC OFFICIALS**

**GLENNA ORMAN**  
COUNTY TREASURER

**KENNETH BAIN, JR.**  
COUNTY ATTORNEY

**L.D. RATLIFF**  
DISTRICT JUDGE

**BUD RAINEY**  
COUNTY SHERIFF

**D.G. AYRES**  
COUNTY SERVICE OFFICE

**KELLER HOLMES**  
COUNTY JUDGE

**GEORGE MILLER**  
DISTRICT ATTORNEY

**O.M. WATSON, JR.**  
COUNTY AUDITOR

**W.D. NEWELL**  
COUNTY SURVEYOR

**MR. & MRS. JACK LACKEY**  
COMMISSIONER PREC. 4

**& MRS. GRIGSBY DOODLE MILTON**  
COMMISSIONER PREC. 3

**MR. & MRS. AARON CARTHEL**  
COMMISSIONER PREC. 1

**JONELLE FAWVER**  
TAX ASSESSOR AND COLLECTOR

**H.E. PORTER**  
JUSTICE OF THE PEACE



**Holiday Cheer**  
to all our customers.

MERRY CHRISTMAS AND HAPPY NEW YEAR. . . .  
WE WILL BE CLOSED CHRISTMAS DAY AND NEW YEAR'S DAY

**AZTECA CAFE**  
FLOYDADA

### Where Can Alcoholics Get Help?

LEVELLAND - (Special) Since October 1, some 30 persons have received help from one of the four Alcoholism Counselors who cover a 14-county area including all of the counties in the SPAG Regional Planning Area except Lubbock County.

Receiving help means that alcohol abusers in the area were counseled and were either referred to Veterans Hospitals, State Hospitals, Community Mental Health and Mental Retardation Centers, local law enforce-

ment DWI classes, Alcoholics Anonymous or simply enlisted in a series of counseling sessions. Each of the clients receive followup action from the Alcoholism Counselor in his or her respective county.

This alcoholism project is the South Plains Community Action Counseling Services Project sponsored by the South Plains Community Action Association, Inc., in Levelland. Coordination of the project is also being done by the Central Plains Community Action Pro-

gram, Inc., and the Community Action Agency of Crosby, Dickens and Floyd Counties.

Counselors for the project have assigned counties. Each of the four counselors have "base" numbers as a code for counties. The base numbers are as follows:

- Base 1 - Sharon McCann, Counselor; Hockley, Yoakum and Cochran Counties.
- Base 2 - Clarence Walters, Counselor; Crosby, Dickens, Floyd, King and Motley Counties.
- Base 3 - David Carey,

Counselor; Hale, Bailey, and Lamb Counties.

Base 4 - Paula Valdez, Counselor; Garza, Lynn and Terry Counties.

Where can a client call for help from a counselor? Each counselor has a telephone number. The office numbers are as follows: Levelland - 894-3649 or 894-6104; Crosbyton - 675-2462 or 675-2470; Plainview - 293-2301 or 293-5719; and in Post - 495-2329.

In adjoining counties persons may call the Community Action Neighborhood Center Directors or Community Mental Health Outreach Clinics for information regarding the alcoholism counselors. Each counselor makes regular trips and also requests trips to the respective counties are made.

What can a counselor do for the alcohol abuser? An alcoholism counselor has a knowledge of the disease of alcoholism and can offer ways or methods to arrest the disease of alcoholism. The counselor also can refer clients.

Some of the things an alcoholism counselor cannot do are the following. The alcoholism counselor cannot counsel well with a person who is drinking; the counselor has no money or means for emergency hospital care.

As most people will agree, the alcohol abuser must want help before they can receive help.

Some 5,000 alcohol abusers reside in the 14-counties of the South Plains Counseling Services Project. The goal for this year is to reach some 300 alcohol abusers who are seeking help.

An unique facet of the project is that the bilingual members of the staff have conducted some education classes in Spanish to explain alcohol abuse. Some classes have been held in indigenous black neighborhoods with a black city policeman and a black member of the sheriff's department as resource people.

Counselors can arrange for speakers, conduct group meetings and aid country law enforcement in relation to alcoholism prevention, counseling and consultation and education.

Country residents are urged to use the alcoholism counselors. In our nation there are 9 million alcohol abusers and in Texas 7% of the adult population, 18 years or older, abuse alcohol. Alcoholism is on the rise and the South Plains Alcoholism Counseling Services Project is determined and dedicated to combat the nation's fourth largest killer disease.



A HERD OF REINDEER cross a large body of water roaming for grazing areas over the subarctic region of northern Europe. The reindeer has been a semi-domesticated friend to man for centuries. Reindeer are traditionally associated with Christmas as pullers of Santa's sleigh. Photo courtesy Swedish Information Service.

### Arctic Reindeer Flourish Crucial to Man's Survival

Reindeer flourish in large numbers near the Arctic in Europe, Asia, and North America. Norway, Sweden, Finland, Russia, and Alaska are all places where at least semi-domesticated reindeer are accustomed working with man, particularly the Laplanders.

The reindeer provides a vital source of food, clothing and even transportation for many peoples living on the edge of the arctic world. Among other things, reindeer milk is as rich as the cream of cow's milk, although available in much smaller quantities.

There are several species of reindeer in North America where it is called the caribou, ranging from the wood species, which is found in wild northern woods, to the barren ground caribou, which is the slightly larger close cousin of the European reindeer, to the Peary caribou living north of the Arctic Circle.

The present domesticated reindeer of Europe and where it can be found in single herds of up to 30,000 is a descendant of the barren ground species of those regions and has been successfully introduced into Alaska stock animal. These tame reindeer are gentle and handled.

Reindeer and caribou feed primarily on mosses and lichens in the subarctic regions, a type of fodder which takes time to replenish itself. As a result, reindeer those who depend on them for a livelihood are not and have no permanent home, since they must make frequent intervals to find an adequate food supply.



**Happy Holiday**



May the season ring with gaiety & good cheer for all!

**Allen TV Sales & Service**  
FLOYDADA

# OLD FASHIONED GREETINGS

Time to enjoy the crisp, cold air of winter . . . time to think about those we know and like and those we've enjoyed serving in the past. We are grateful for your patronage, and as the Christmas season approaches, we want to extend to you and yours the very best of holidays, in every way.

It's been a good year and we appreciate our many friends and customers . . .

## Floydada Co-Op Gins, Inc.

RAY GENE FERGUSON, MANAGER

BOARD OF DIRECTORS - PRESIDENT - JACK STANSELL, VICE PRESIDENT - L. C. PRUITT, SECRETARY - A. C. PRATT, R. G. DUNLAP, B. A. ROBERTSON, KAY CRABTREE, JERROLD VINSON.



MAY THE JOY AND PEACE OF CHRISTMAS BE WITH YOU TODAY AND ALWAYS

**MOORE ROSE FUNERAL HOME**  
FLOYDADA



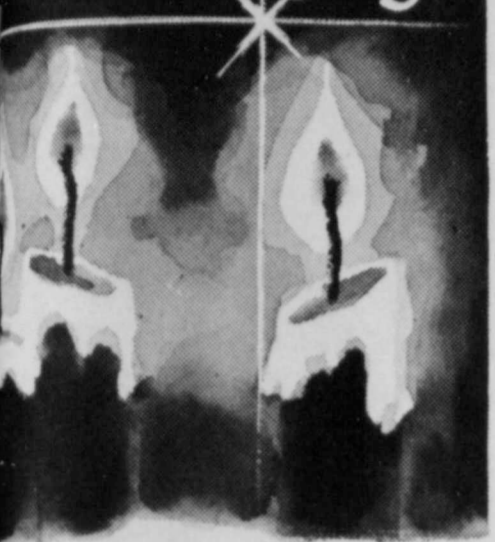
## Christmas Tree Calf Notes Food Gifts

Not of people to be sure... Agriculture Commissioner John C. White, who appeared at the Dec. 9 event, said the promotion is being sponsored throughout the state by Texas agricultural organizations to help farmers and ranchers hit hardest by the cost-prize squeeze. Passersby were invited to register for a drawing of free

### Certificate promotion.

Agriculture Commissioner John C. White, who appeared at the Dec. 9 event, said the promotion is being sponsored throughout the state by Texas agricultural organizations to help farmers and ranchers hit hardest by the cost-prize squeeze. Passersby were invited to register for a drawing of free

## Christmas Joys



...holy season, may we take the opportunity to you every blessing!

**STEWART PRINTING**  
883-5131 FLOYDADA

## Peace on Earth



...will to men. May this Christmas bring the peace that the world yearns for.

**Solomon Jewelry**  
Floydada, Texas



## REJOICE

It's the Holy Season, time when hearts are filled with gratitude, love and good will. In this spirit we extend our warmest wishes and thanks.

MR. AND MRS. JAMES WORD

FLOYDADA REAL ESTATE AND INSURANCE



THE STUDENTS AT Dougherty School are pictured as they practiced for their Christmas Program "Davy's Star" that the community enjoyed Thursday night. The photographer shot twice to get them all in, so some may be in the picture twice. Martin Eastham was Davy, Dara

Carthel was Davy's sister, Sally; Kelly Ward was Miss Jones, Bryan Emert and Jo Ann Cruz were Mr. and Mrs. Barrett and Marie Machado Amy Barrett their child. [Staff Photo]



DOUGHERTY SCHOOL TEACHERS [left to right] Mr. and Mrs. A. O. Dennington and Mrs. Juanelle Farmer are pictured with the "stars" for their Christmas production "Davy's Star" last Thursday night. [Staff Photo]

packages of beef, turkey, ham and dairy items and to take a look at the live product - hogs, cattle and poultry in pens that had been decorated with balloons and red ribbon to carry out the holiday motif. The event was held a block from the Capitol. White said the certificates are now available in major chains throughout the state. "There should be no problem in redeeming them," he said. Certificates read, "Good for Texas Meat, Poultry and

Dairy Products." Some chains are using their regular food certificates with a message urging recipients to buy the products promoted. All certificates come with decorative envelopes. White said certificates can be purchased for any amount. In addition to TDA, the promotion is supported by the Texas Farm Bureau, Texas State Grange, Texas Agricultural Extension Service and seven other organizations and commodity groups. TDA and Farm Bureau offices around the state also have a supply of envelopes and stuffers for people who prefer to send a check but want to suggest buying food with it.

**FLOYD DATA**  
Mr. and Mrs. Adolph Burgett of Harrisburg, Penn., have been in Floydada since December 16 visiting his parents, Mr. and Mrs. Z. A. Burgett. They left Friday for Amarillo to visit their son Robert and their daughter and family, Mr. and Mrs. Jimmy Martindale and son, Justin. The Z.A. Burgetts will have their daughter and her family, Mr. and Mrs. Eddie Brown of Lamesa with them Sunday. Joining the family that day will be Gary Brown and daughter, Amy of El Paso and Ronnie Brown and wife, La Cheeto, of Carrollton. Kenneth Burgett and wife, Beth, of San Antonio will visit the Burgetts Tuesday.

The development of the meat type hog with more protein, less fat and fewer calories has been one of the most dramatic agricultural achievements of the past 25 years, Agriculture Commissioner John C. White reports.

Only two or three more shopping days until Christmas.



... TO OUR FRIENDS!

Best wishes for a Christmas that's both merry and bountiful - from all the folks at

**Hagood's**  
FLOYDADA, TEXAS

## STATIONERY SALE

We have a beautiful line

of all sorts of colorful stationery and cards.

**50% Off**

**Hesperian Office Supply**

**Greetings FOR Christmas**

Special delivery!  
It's a friendly message brimming with the best of holiday cheer. We hope this Christmas is the merriest and happiest for you and all your loved ones.

FLOYDADA  
**FIELDAN MOTEL**  
MR. AND MRS. ROBERT JACOBS



In the spirit of the Season we wish you true happiness. Merry Christmas to our many friends!

**GIFFORD HILL & CO.**

FLOYDADA

### Letters To SANTA!

Dear Santa,  
My mother is writing this letter for me. I am three years old and I have been a good girl. Please bring me a Baby Alive and a monkey. Also bring my brothers something. Troy wants a watch and Scott wants a BB gun.  
I will leave you something to eat on the table. I love you,  
Devyn Neeley

Dear Santa Claus,  
I have been trying to be a good boy all year. Would you please bring me a Big Jim yellow and red football suit.

I also want a Tonto and a surprise. But don't forget my big sister and all the other boys and girls. Thank you for the things you gave me last year.  
Love Earl Broseh

BEST WISHES FOR A HAPPY SEASON



May all our wonderful customers enjoy the very best of holidays!

Sue & Leon Williams

**Sears**

FLOYDADA



THE COACH WITH THE MICKEY MOUSE SOCKS! .....while tying coach Sally MILL shoe strings together, the Whirlettes discovered her Mickey Mouse socks.....just Hesperian photographer happened by. (Staff Ph)



GIRL SCOUT TROOP 317 gave a Christmas party for this small group of children week. The Christmas party was complete with refreshments and gifts. (Staff Ph)



Peggy Medley Society

Gwen Cogdell Typesetter



Sharron Huggins Bookkeeper

Carolyn Sellars Fuqua Composition-Advertising



Keith Tooley Mail-Out Dept.

Mrs. Clyde Bagwell Correspondent

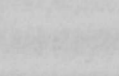
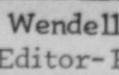
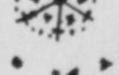
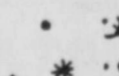
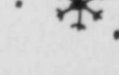
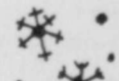


Mrs. J. E. Green Correspondent

Mrs. Murray Julian Correspondent



Wendell Tooley Editor-Publisher



# Greetings

We wish you all the joy the season to give. Peace. Happiness. Contentment. May they be yours to remember warmly for many a Christmas. Our heartfelt gratitude.

**Floyd County Hesperian  
Blanco Offset Printing**



Oscar Enriquez Pressman



Gayle Daniel Classified-Circulation



Rod Enriquez D.E. Student



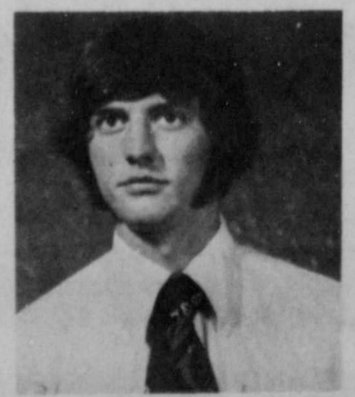
Art Ratzlaff Blanco Manager



Brad Tooley D.E. Student



Bill Whitaker D.E. Student



Fed Selman D.E. Student



Donny Kincer Custodian

# CLASSIFIED ADS

## THE PLACE TO LOOK



### CLASSIFIED ADS SELL

CLASSIFIED ADVERTISING RATE: 7 CENTS PER WORD FIRST INSERTION, 5 CENTS PER WORD EACH SUBSEQUENT INSERTION. MINIMUM CHARGE: \$1.00.

CLASSIFIED DISPLAY RATE: \$1.00 PER COLUMN INCH. CARDS OF THANKS: \$1.00.

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

or 652-3318 in Lockney

### FOR SALE

FOR SALE - Real good hay. Contact Garvin Beedy at 652-2209. Lockney, Texas. L-tfc

FOR SALE - Girls 20" high rise bicycle. \$25.00. 652-3520. L-2p

### EMPLOYMENT

WANTED - Some one to iron. Call 652-2216 after 5 p.m. L-tfc

HELP WANTED - Bookkeeper-receptionist at Beacon office, Lockney. 652-3318. L-tfp

NEEDED - LVN, Lockney Care Center. L-tfc

PART TIME HELP NEEDED - church pianist, 983-3243. tfc

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

### FOR SALE

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

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

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

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

SEARS BEST He-Man Recliner - cut \$100! Now \$104.99. Sears in Floydada. 983-2862. tfc

USED BUILT-IN dishwasher. Sears - 983-2862. tfc

FOR SALE, ten horse single phase electric motor, good condition. Carmack Feed, 983-3404. tfc

"MARY KAY COSMETICS" Mrs. W. L. (Jo) Davis 983-2755. 12-29c

FOR SALE OR TRADE - Seven 10 week old pigs. 983-2784. 12-22c

CLARINET FOR CHRISTMAS. Noblet B-flat, Francis Woodson; good condition. \$150.00. Alice Mooseberg. 983-2070. 12-22c

GOOD USED VACUUM cleaner. Sears - 983-2862. tfc

TOO OLD TO RIDE MY BICYCLE - 3-wheel, 3-speed, \$115. 983-2389. 12-22p

### FOR SALE

FOR SALE: Used television sets- Magnavox black and white console with 22" screen, excellent condition, \$65.00. Admiral color console, '68 model with 25" screen, excellent condition, \$200. 1965 RCA round screen color, very good condition, \$150. Sylvania 22" color portable with new picture tube, tuner recently overhauled, \$200. Admiral color console, 23" 1968 model, only \$175. 1971 Magnavox color console in really excellent condition, just \$225. '65 Catalina, round picture tube, \$135. Mize Pharmacy & TV, 102 South Main, Lockney 652-2435. L-tfc

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

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

ELECTRIC RANGE - Sears combination washer & dryer, dinette set. 983-3690. 12-29p

### CARDS OF THANKS

We gratefully acknowledge your expressions of sympathy and hold each a treasure in memory of Reita. Your loving-kindness has done so much to sustain us and is deeply appreciated. The E. A. Noland Family The Robert Fitzgerald Family 12-22p

### MISCELLANEOUS

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

### COW POKES

By Ace Reid



"Santa, all I can say is that it's a pity that one of yore reindeer had to go lame in Hoss Trader Wilbur's territory!"

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

### PETS FOR SALE

FOR RENT - 100 x 150 lot on corner of 3rd and West Virginia in Floydada. Has mobile home hook-ups. Call Paul Westbrook, 983-3979. tfc

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

FOR CHRISTMAS give the Texas Almanac. Only \$2.00. Beacon Office Supply in Lockney, Hesperian Office Supply in Floydada. 12-22p

### FOR RENT

ATTENTION SANTA! To give away. 2 small dogs: one 6 month old 1/2 toy poodle and 1/2 dachshund; one 1/2 chihuahua and 1/2 dachshund. 509 South 5th. 983-2570. 12-22c

ONE CUDDLY PUPPY for Santa to find a home for. St. Bernard, AKC Registered, puppy shots. 983-2382 or 983-2265. tfp

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

### FARM SERVICES

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

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

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

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

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

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

WILL BALE MAIZE STALKS on shares or by the bale. See C. M. Barton at W.R. Daniels place or call Matador, night 347-2228. tfc

### BUSINESS SERVICES

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

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

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

WE HAVE PARTS for Briggs & Stratton and Lawson Engines. Don's Small Engine Service. 123 West California St. 983-2273. tfp

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



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

### Floydada Businesses

#### For Sale

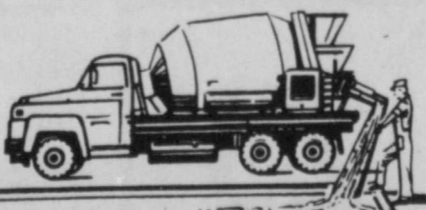
40' x 128' brick and glass front steel building in downtown Floydada. Floydada Laundromat - excellent investment; 10¢ -25¢ dryers; 25¢ -30¢ washers.

Need More Farm Land Listings....

Contact Don's Real Estate, 101 South Wall, Phone 983-3777, nights 983-3586. tfc

## READY MIX CONCRETE

QUICK AND EASY



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

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

### WANTED

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

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

WOULD LIKE to buy used pool table. 652-2624. L12-22p

### FARM MACHINERY

FOR SALE - 6" PUMP with 170 ft. setting and 40 horse-power electric motor. 8" pump 170 ft. setting with stapleton gear head. Will sell pump separate from gear head. Gordon Adams. Call after 8 p.m. 652-3487. L-tfc

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

### FARMS & RANCHES

WANTED to lease 10 to 80 acres. 983-5315 after 7 p.m. tfc

FOR LEASE - 160 acres dry land. Mrs. Fred Gross, 983-3648. tfc

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

### I WILL SELL FOR YOU

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

### lightweight ALUMINUM CANES & CRUTCHES

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



BISHOP-RAMSEY PHARMACY 208 West Houston 983-3174 FLOYDADA

### TREFLAN

REPAY NOW - PICK UP LATER TO GUARANTEE SUPPLY Producers Cooperative Elevators FLOYDADA, TEXAS

### SALE CHAMPLIN OIL

DEARBORN HEATERS PEAK ANTIFREEZE On Sale Through January Come In And Register For GRILL TO BE GIVEN AWAY DECEMBER 23 You Do Not Have To Be Present To Win - No Purchase Necessary) TEXAS ENERGY CO. Highway 97-Lockney-652-3334 GASOLINE-DIESEL-PROPANE

**Dairy Queen Dairy Queen**  
Needs A Manager For Lockney - Male or Female  
No Experience Necessary - Must Train In Ralls  
**SALARY - BONUS - HOSPITALIZATION**  
Contact Owner Hollis Jones, Box 365, Decatur, Texas  
76234 - Phone 817-627-2425 or Contact At DQ at Ralls or Crosbyton

**Professional Service**  
GRIFFIN TV  
Day or Night Service  
December Special 30% Off  
On Any Picture Tube During The Month of December. . . . .  
CALL 983-2146 or 983-3915  
CUSTOM APPLICATION IN LOCKNEY COTTON SPRAYING FOR THRIP CALL BILL AND JOHNNY WISDOM 652-3541 OR DARRYL DENNIS 652-2616  
DAN'S AUTO SERVICE DAN TEUTON, Owner Specializing in Automatic Transmission, Motor Tune-Ups, Auto Air Conditioning. General Repair We Have A BRAKE LATHE to handle all passenger car brake drums. See us for complete brake service. Phone 652-2462

**DR. JOHN W. KIMBLE, O.D.**  
Contact Lenses - Visual Analysis  
Closed Tuesday Afternoon Saturday 9-3  
Floydada, Texas Phone 983-2496

**QUALITY SHAMROCK PRODUCTS**  
Always Make A Good Deal On SONIC TIRES and SOUTHLAND BATTERIES Dial 652-3366  
**JACKSON TIRE COMPANY**  
Richard Wiley

**LOCKNEY AUTO SERVICE**  
General Repair Wheel Balancing Inspection Station Cecil & Jim Colson 203 S. Main Day or Night Phone 652-3776  
**Farmer's Union Insurance**  
J. D. Copeland Phone 652-3818 Ferguson Bldg. North Main Street LOCKNEY

**Diamond Industrial Supply Co., Inc.**  
Phone Days 296-7418 - Nights 296-1200 or 296-7828 1014 Broadway Plainview, Texas  
Chain Sprockets V-belts Sheaves SKF BCA Timken Bower Cotton Striper Brushes & Bats U-joints Oil Seals O-rings Wisconsin  
"We Appreciate Your Business More" L-TFC

IF IT IS INSURANCE - SEE -  
**Barker Insurance Agency** LOCKNEY  
Life - Fire - Casualty - Hospital  
**B. B. Wilkes, Real Estate** LOCKNEY  
Farms - Ranches - City Properties Business Leases - Loans

# DOUBLE S & H STAMPS Sunday-Monday-Tuesday

We Will Be  
Closed  
Christmas Day

## Buddy's FOOD

Values In This Ad Good  
Thru Dec. 24th

CLOVERLAKE  
1/2 GAL. — \$1.29 VALUE



**Slim & Trim**  
**89¢**

6 BOTTLE CARTON—32 OZ.



**COKES**  
**\$1.59** PLUS DEPOSIT

SOUTHERN BELL — NEWCROP — 6 OZ. BAG

**PECANS** **69¢**

48 OZ. BOTTLE — \$2.29 VALUE

**CRISCO OIL** **\$1.89**



BUTTERBALL  
TOMS 18 LB. AVERAGE

**Turkeys** **57¢** LB.

HONEYSUCKLE

**Turkey Hens** **67¢** LB.

COUNTRY HILLS—BAKE—ROAST—5 LB. AVG.

**HENS** **69¢** LB.


BORDEN'S—1/2 GALLON—93¢ VALUE

**BUTTERMILK** **59¢**

MILK—14 OZ. CAN—63¢ VALUE

**EAGLE BRAND** **2/99¢**

DROMEDARY — 8 OZ.  
CHOPPED OR PITTED



**DATES** **2/79¢**

OWEN'S PURE PORK—2 LBS.

**SAUSAGE** **\$2.19**

**Turkey Hens** **67¢** LB.

**HENS** **69¢** LB.

CORAL BAY — 14 OZ.—\$1.19 VALUE

**Coconut** **79¢**

HUNTS—30 OZ.—69¢ VALUE

**Spiced Peaches** **2/99¢**

COMSTOCK 93¢ VALUE

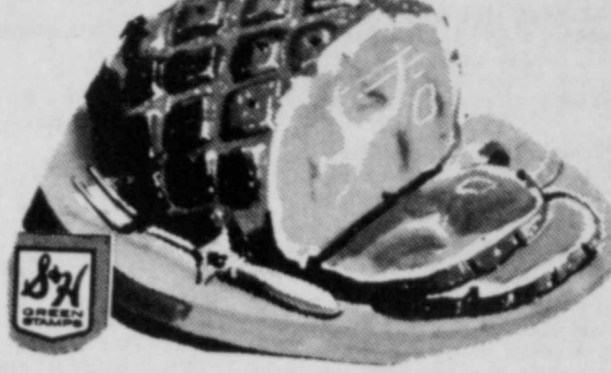
**Mince Pie Filling** **69¢**

13 1/2 OZ.—29¢ VALUE

**Chicken Broth** **5/31**

SOY PROTEIN

**Ground Beef** **79¢** LB.



SAVORY "BONELESS" FULLY COOKED

**Hams** **\$1.59** LB.

WHITE—32 OZ. BOTTLE



**KARO** **89¢**

SOFT AND LITE — 55¢ VALUE

**Brown & Serve ROLLS** **3/\$1**

**Cream Cheese** **2/89¢**

**Hams** **\$1.59** LB.

DIAMOND—25 FT. ROLL—39¢ VALUE

**Aluminum Foil** **3/31**

WHITFIELD—SALAD—10 OZ.—69¢ VALUE



**Marachino Cherries** **2/99¢**

2 LBS. KRAFT VELVEETA

**Cheese** **\$1.79**

CANNED HAMS—CUDAHAY

**Hams** **\$3.89** 3 LB. CAN

WESTERN GOLD—LB. CTN.—

**SWEET CREAM BUTTER** **89¢**

DEL MONTE — 11 OZ. CAN—49¢ VALUE

**Mandarin Oranges** **3/31**

CALIF. SUNKIST NAVELS

**Oranges** **5 LBS. \$1**

CALIF. PASCAL

**Celery** **2 LBS. 29¢**

POWDERED OR BROWN—2 LB. BAG

**Sugar** **\$1.29**

FANCY RED DELICIOUS

**APPLES** **5 LBS. \$1**

NEW MEXICO NO. 1

**Sweet Potatoes** **17¢** LB.

GRADE "A" LARGE . . . . DOZ. . . .

**Eggs** **69¢**

CALIF. HAAS

**AVOCADOS** **5 FOR \$1**

COLORADO RUSSETT

**Potatoes** **10 LB. BAG 69¢**

BLUE PLATE — 8 OZ. CAN—79¢ VALUE

**OYSTERS** **59¢**

JACK-O-LANTERN—30 OZ. CAN

**Yams** **2/99¢**


TOPPING—10 OZ. BOWL—73¢ VALUE

**PET WHIP** **49¢**

WIN YOU—21 OZ. JAR—83¢ VALUE

**Cherry Pie FILLING** **69¢**

GOOD ONLY AT BUDDY'S



**TIDE** **89¢**

KRAFT MINIATURE — 10 1/2 OZ. BAG

**MARSHMALLOWS** **3/31**

BANQUET—PUMPKIN—MINCE—APPLE—CHERRY

**PIES** **2/99¢**

BANQUET—9 IN.—2 PACK FLEISHMANS—16 OZ.

**PIE SHELLS** **39¢** **EGG BEATERS** **79¢**

SAVE VALUABLE COUPON SAVE



**FOLGER'S COFFEE** **89¢** CAN WITH COUPON

WHITE SWAN 303 CAN

**CORN** **3/89¢**

BORDEN'S—8 OZ. CTNS. — 59¢ VALUE

**Whipping Cream** **29¢**

OCEAN SPRAY—303 CAN

**CRANBERRY SAUCE** **3/31**

SAVE LIMIT 1 COUPON PER PURCHASE SAVE



**10 Lbs. GOLD MEDAL FLOUR** **\$1.37**

**PLAY LUCKY STARS**

BEEF PACK . . . . . GAYA HALE  
\$50 GIFT CERTIFICATE . . . . . TOM SHAW  
PURCHASE FREE . . . . . CHARLENE SMITHERMAN  
1200 S AND H STAMPS. . . . . MRS. GEO. SMITH  
1200 S AND H STAMPS . . . . . JERRY LEATHERMAN  
1200 S AND H STAMPS . . . . . ROBBIE BIGGERSTAFF

DEL MONTE WHOLE-SWEET 12 OZ.

**Pickles** **3/31**

24 OZ. WILSON'S

**Chili** **87¢**

1 LB. NABISCO

**Crackers** **2/99¢**

12 OZ. BAKERS

**Chocolate Chips** **69¢**

MR. MUSHROOM 4 1/2

**MUSHROOMS** **2/99¢**

DEL MONTE—303 CAN—39¢ VALUE

**Pumpkin** **3/31**

IMPERIAL PURE CANE

**5 Lb. Bag SUGAR** **\$2.49**