

Winds Gonna Ride The Mustang!

Whirlwinds travel to where they plan to ride Mustangs right and make a 17-13 loss to Post

Kick-off time is 8 p.m. And the 'Winds will try to regain some of Floyd county's football prestige which another county football team lost last Friday night, as Olton defeated Lockney 29-6. The Longhorns did contain Olton's great running back Glenn Johnson to only 100 yards.

Olton's quarterback Jimmy Parker had an outstanding night of passing... some 177 yards. The Mustangs were ahead of Lockney 169 to 79 yards rushing when the game was over also. Ranked in the top ten AA teams of the state from the start of the season, Olton lost a close one to Tulia the first

game of the season. Now stands at 2-1. Floydada beat Olton with a passing attack before Olton knew what was going on last year... 28-16. Olton had the better record of rushing yards. Olton's strength lies in 14 returning lettermen of their bi-district championship team. Johnson is a 5-11, 187 pound full back with amazing durability... a two way all district selection and named the Class AA player of the year on the South Plains. He gained 1767 yards in 288 attempts.

C. L. Backers... Kelvin Ratliff & Elton Ratliff
H. Back... Donzell Minner & Jerry McGuire
Safety... Micky Minnett
Ends... Steve Moore & Monte Williams

Don't Pay Your Taxes Too Soon!

The City office reports that the 1975 City of Floydada and Mackenzie Municipal Water Authority tax statements, which are usually in the mail before October 1st each year, have not been received from the printing company causing a delay in mailing of the statements.

They ask the cooperation of the taxpayer in not attempting to pay the tax until a statement is received.

Floyd County Hesperian

15¢ Per Copy



16 PAGES IN TWO SECTIONS

FLOYDADA, FLOYD COUNTY, TEXAS 79235 THURSDAY, SEPTEMBER 25, 1975 NUMBER 76

Community "To Shower" Vietnamese Family

This community is the August Schwertner farm Sunday afternoon, September 28th, from 2 until 4 p.m. in Fellowship Hall of the

First United Methodist church in Floydada.

The event will also honor Sam Tu, who is living with the Ian Moore family.

The family is in need of clothing and housekeeping items of any nature, but suggested items are step stool, small tables, end tables, door mats, three chest of drawers, children's books and play things, a large space heater, book cases, linens, detergents, food commodities, bath needs, undergarments for men, boys, women and teen-age girls, sewing shears, thread, notions for both men and women, clothes hangers, and school supplies.

Rock Chat By Wendell Tooley

PEOPLE ARE looking for a gift shower for family now living at

And who wouldn't like to live in Floydada and enjoy the excellent climate... cool summers, moderate winters and none of them old hurricanes or earthquakes... or floods.

No doubt, I have missed many organizations, businesses, and advantages of living in this community... so, I apologize in advance.

Yes, I can see why people are wanting to move to Floydada.

WELL FRIENDS, WE NEED every last one of you at Olton Friday night to cheer the Whirlwinds on to victory... we can get Olton's state ranking in the top ten of AA teams in the state. There's no doubt in my mind that it will be a close game... I'm figuring we'll beat them about 21-20. It seems to me that both teams are likely to score several points... it should be very exciting.

THE CITY OF FLOYDADA did not, like the school district and county raise taxes, so this is possibly the reason everyone is so anxious to pay city taxes... they are afraid they might still be raised.

IT IS INTERESTING to see the pressure the Lubbock Avalanche Journal is putting on the Lubbock police department and detectives to solve the murder of Deborah Williamson.

Not an issue goes by without an interview with the law officials and in the meantime reporters continue to question anyone who might have information on the murder.

This is a good example of how the press can aid in the arrest of criminals.

EVERY DAY WE SEE evidence of the many "sick in the head" people we have living in the United States of America. It is no wonder that there is a need for more mental health programs and psychiatric treatments.

The women that have tried to shoot President Ford have gotta be crazy. Of course there's another side to the situation... you start shooting some of these "crazy" people and there may be some second thoughts even among these feeble minds about trying to shoot people.

The plane skyjacking is slowing down as more and more of them are shot by police snipers.

Basic law enforcement is still a must along with trying to administer medically and mentally to these sick people.

ABOUT ONCE A YEAR I suppose I should give credit for the funnies I run in this column. I use a lot from "Texas Outlook", the state teacher's magazine... I steal some from former Lockney publisher Edgar Hays who now publishes the Nocona News... I don't know where Edgar steals them.

Here are some from Edgar's paper of last week:

Many a wife has helped her husband to the top of the ladder then left him there while she decided where else the picture would look good.

Sign in a loan company window: "Now you can borrow enough money to get completely out of debt."

Wife to depressed husband: "What do you mean you have nothing to live for? The house isn't paid for, the car isn't paid for, the washing machine isn't paid for, the television isn't paid for..."



Sam Tu

Cathey Working On Administrator Certification

Tommy Cathey, Floydada high school teacher, has begun internship for administrative certification, and in that capacity is now serving as assistant principal at FHS.

Cathey has been a teacher in the Floydada school system six years and teaches math.

He is also attending night courses at WTSU on the administrative certification requirements.

DECA Carwash

The FHS DECA boys and girls will sponsor a car wash at Gilbreath's Exxon Service Station Saturday from 9 a.m. to 5 p.m.

They will wash your car and clean out the interior for \$3.50. Anyone wanting appointment for a wash job at a certain time should call Benny Locke.

WHIRLWINDS

Coach L. G. Wilson said the "Winds are in good physical condition and are ready to bounce back from last week's loss. Leslie Soto is still not able to play, but Monte Williams is back in the lineup. Jay Lackey appears to be on the sidelines again this week.

Coach Wilson said that the Olton team is about the same size man-for-man as Floydada.

STARTING LINE-UP

Offense
Split-end... Donzell Minner
Tight-end... Greg Goen
Tackles... Steve Moore and Ronnie Wall
Guards... Greg Bishop and Gary Nixon
Center... Randy Duke
Q.B.... Jay Womack
F.B.... Elton Ratliff
L.H.B.... Kelvin Ratliff
R.H.B.... Mickey Minnett

Defense
Tackles... Randy Duke & Billy Marriele
L. Backers... Gary Nixon & Danny Colston

"Whip Those Mustangs!"

As everyone has noticed, every opponent gets very fired up when he gets a chance to blacken the "Winds record. The Winds know that every opponent will be tough, but they are ready to get after the Olton Mustangs.

With Floydada's enthusiasm, determination and fired up spirit we will not give Olton that opportunity. We must all realize how very important this game is.

You, the townspeople, parents, students, teachers, and other MEAN GREEN Backers should unite into one great blockage of green power to back the "Winds to a win over Olton.

Remember to come to the pep rally with a power equipped voice, 3:30 Friday in the FHS gym, and on to Olton to keep building that Whirlwind spirit.

"Winds - we're behind you all the way! Olton - Here WE COME! YOU CAN DO IT, Winds!
Go! Fight! Win!

The Green Peppers

The Weather

(Courtesy of Pioneer Natural Gas Co.)

	H	L	Moisture
Sept. 17	95	66	
Sept. 18	86	66	
Sept. 19	74	63	
Sept. 20	70	58	
Sept. 21	64	54	1.02
Sept. 22	69	49	
Sept. 23	77	48	

Total prec. for week	1.02
Total prec. for Sept.	2.42
Total prec. for year	22.10



NEW DAIRY QUEEN in Grand Opening (Staff Photo).



CAPTAINS FOR THE OLTON GAME (left to right) Monte Williams, Jerry McGuire and Alvin Stofel. (Staff Photo)

School Board Studies Athletic Facilities

The Floydada School Board devoted most of its meeting Tuesday night studying costs of moving the football stadium to the new track location and building a new field house there.

As the cost piled up, it appeared that it would be so expensive that a bond vote would be required. There was some discussion about moving the stadium with volunteer labor to save money, and not try for a bond election. "We are looking at the overall plan for both more tennis courts and the football program needs for several years, and it seems now that we may have to complete the changes and improvements over several years, as the money becomes available," school superintendent A. E. Baker told a Hesperian reporter.

OTHER BUSINESS

In their business the board approved liability insurance for themselves and administrative school staffers with Goen and Goen Insurance. The liability covers such issues as school curriculum, alleged misuse of funds, desegregation, teacher or student strikes, dismissals, dress code violations.

The board also approved the following plan for use of the high school tennis courts:

TENNIS COURT LIGHTS MAY BE

TURNED ON:

Monday	8 till 11:00
Tuesday	8 till 11:00
Thursday	8 till 11:00
Saturday	8 till 12:00

PLAY

Unrestricted if no one is waiting. If players are waiting must either play doubles or allow those waiting to have the court after you have played for one hour.

If a large number of people show up they should divide by skill, either as beginner or advanced. The two groups get one court each and play three out of five games. The winners stay out on the court, the losers trade out and another team challenges those who won. This should be a continuing rotation.

EXCEPTION: TENNIS TEAM

High School players playing each other should play their match and leave. No time limit other than completion of the match. Team members that have a challenge match to play should be allowed to have a court.

High School students other than tennis team treated as adults.

All board members were present except Lawrence Stovall.

Lions Arts And Crafts

Christmas Preview

President of the Floydada Lions Club Boone Adams this week announced the 1975 Christmas Preview of Arts and Crafts has been scheduled Saturday, November 1, from 10 a.m. to 5:30 p.m. in the Lemondrop Saloon.

There will be art, crafts, and food, all for sale in one big building.

There will be art, crafts, and food, all for sale in one big building. Reservation for booth space should be made soon. The 8' x 8' booths will be available for \$10 each.

All interested persons should call the Floydada Chamber of Commerce office, 983-3434 or 983-2191 to reserve space.

Notice

Parent Effectiveness Training classes will be offered by the Floyd County Family Service Center in cooperation with Central Plains Mental Health Center beginning tonight, Thursday, September 25, from 7 p.m. until 10 p.m.

Classes are being conducted in the Community Room of the First National Bank in Floydada.

For further information, persons may call Sandy Taylor at 983-2584 or come to the first class session tonight.

Lucio Vasquez Wins Football Contest

Lucio Vasquez, Box 223, Floydada, missed only four games in last week's football contest and will receive the first place prize of \$7.50.

There was the Baylor-Auburn tie which everyone missed, the Spearman-Springlake Earth was a miss-schedule and was not graded.

Second place winner of \$5.00 is Weldon Pruitt, Rt. 3, Floydada, who also missed four contests. Cindy Carthel missed five contests and will receive the \$2.50 third place prize. Her address is 1011 Menefee Street, Floydada.

First and second places were determined by the tie-breaker Floydada-Post game. Vasquez guessed 27 points, Pruitt guessed 14. The score was 17-13.

Honorable mention goes to the following who missed only six games: Freddie Moran; Jerry Gentry; Crosbyton; Bill Sanders, Hart, Texas; Jim Curtsinger, Lubbock; Diane Bradford, Danny Bradford, Canyon; Jack Fuqua, Terri Gentry, Mrs. C. C. Denton, Debra Allen, Jack Smitherman.

The contest appears in each Sunday's Hesperian... better try your football hoss sense and make you some spending money.

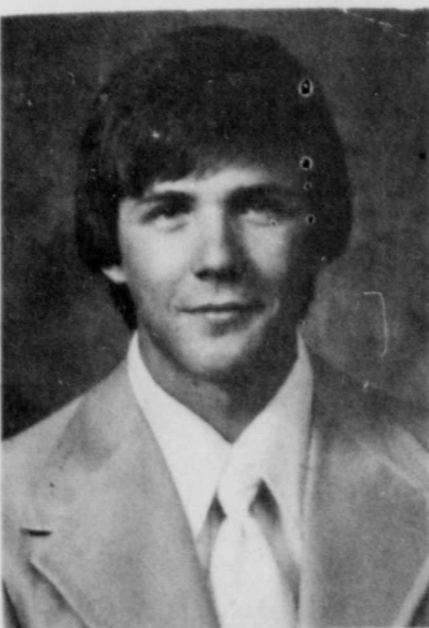
Kirby Collins Named NMS Semifinalist

The principal, R. L. Knox, has announced that Kirby Collins, a student at Lockney High School has been named Semifinalist in the 1976 National Merit Scholarship Program. This student is among 15,000 who will continue in the competition for about 3,800 Merit Scholarships to be awarded next spring.

Over one million students from more than 17,000 high schools entered the 1976 Merit Program by taking the 1975 Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test (PSAT/NMSQT). The Semifinalists are the highest-scoring students in each state; the number named in each state is proportional to the state's percentage of the nation's graduating high school senior class. The Semifinalists, most of whom will complete high school and enter college in 1976, represent the top half of one percent of the nation's most academically talented young people.

To continue in the competition, Semifinalists must advance to Finalist standing by meeting a number of requirements that include being fully endorsed and recommended for scholarship consideration by their secondary school principals, presenting school records that substantiate high academic standing, and confirming their high PSAT/NMSQT scores with equivalent scores on the Scholastic Aptitude Test (SAT). Over 90 percent of the Semifinalists are expected to qualify as Finalists and to receive Certificates of Merit next February. All winners of Merit Scholarships are chosen from the highly able group of Finalists.

Every Finalist competes for one of the 1,000 National Merit \$1,000 Scholarships. A Finalist competes with all other Finalists in a state for the scholarships allocated to that state. The allocation procedure is the same as the method used to name Semifinalists. The National Merit \$1,000 Scholarships are one-time, nonrenewable awards supported by business and industrial sponsors and by NMSC's own funds. A Selection Committee of professionals in college admissions and counseling is convened to select the 1,000 winners nationwide.



Kirby Collins Merit Scholarship Semifinalist

(Collins is the son of Mr. and Mrs. Gene Collins, Jr. of Lockney and the grand son of Mrs. E. M. Collins

Finalists who meet the qualifications that sponsors of four-year Merit Scholarships designate for winners of their awards will also be considered for about 2,800 of these awards to be offered in 1976. The list of sponsors includes corporations, foundations, colleges, unions, and professional associations. Depending upon the minimum and maximum value established by the four-year Merit Scholarship sponsor, a winner may receive up to \$1,500 (or more) during each of the four college undergraduate years.

The 1976 competition is the twenty-first NMSC has conducted since 1956. In the twenty annual Merit Programs completed to date, over 41,800 students have won Merit Scholarships valued at more than \$113 million.

NMSC will release the names of Merit Scholarship winners through the news media in three public announcements in 1976: winners of corporate-sponsored four-year Merit Scholarships will be announced on April 8; winners of one-time National Merit \$1,000 Scholarships will be named on April 22; the announcement of college-sponsored four-year Merit Scholarship winners will be made on April 29.

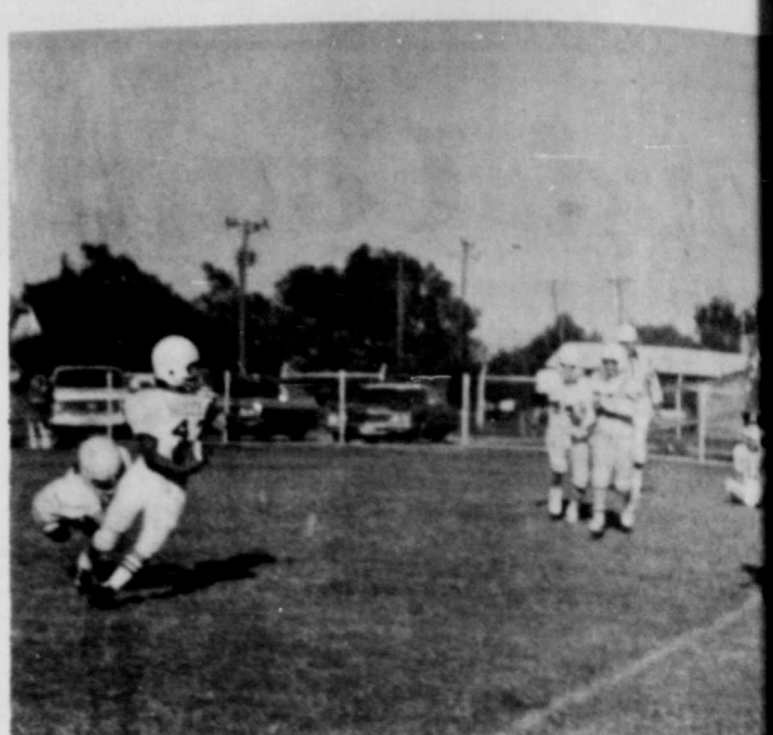
Sports

Seventh Graders Wallop Olton

The Seventh Grade Breezers had no trouble defeating Olton here Tuesday afternoon 26-6. The first quarter didn't look so good for the Breezers as Olton led.

But the strong defensive efforts of Joe Hinkle, David Cochran, Tim Radloff, David Edwards, Hector Mercado and Tommy Myrick shut them down the next three quarters.

The Breezer offense came to life in the second quarter as Halfback Roy Cortez



QUARTERBACK MOODY YOUNGER carries the ball for the Seventh Grade Breezer victory over Olton Tuesday. In lower photo takes off on a 70 yard touchdown run. (Photo by...)

broke loose for a fine 70 yard run TD. Try for extra point was no good.

Then quarterback Moody Younger got a touchdown on a 15 yard run around end. Try for extra point again failed. The Breezers were ahead 12-6 at halftime.

In the third quarter Cortez found an open space and went on in for another

TD on a great 50 yard run. Younger kept and ran over the two extra points.

With about two minutes left in the game, Jeff Rainey scored from two yards out. PAT failed and the game was over.

Breezer coaches Arlon Barnes and Mark Vinson said they were pleased with the seventh grade perfor-

Eighth Breezers Shut-Out Olton

The 8th grade Breezers made it 3-0 for the season Tuesday night when they shut out Olton 30-0. They go against Littlefield next Tuesday evening at 6 o'clock at Littlefield.

In the first quarter of the game against Olton, there were only two minutes and 10 seconds left before Floydada could score. Ray Mercado got the first six points by running 25 yards for a touchdown. The two extra points try was no good.

In the second quarter, Junior Arredondo scored a touchdown and ran the ball in for the two extra points, making the score at halftime 14-0.

It was Arredondo again with the third touchdown of the evening when he picked off an interception from the

Olton quarterback and ran the ball back 35 yards for the touchdown. Arredondo took the ball over again for the two extra points, making the score 22-0. With 27 seconds left in the third quarter, Henry Gonzales ran 30 yards on a reverse play for another touchdown. Arredondo took the ball over for the two

extra points with the third quarter scoring making it 30-0, which was the final score of the evening with all defense in the fourth.

Coach Mark Vinson pinpoints Larry Westbrook, Tracy Womack, Danny Nutt and Isreal Gutierrez as outstanding defensive players for the game.

LETTER TO EDITOR

Goodwell, Oklahoma
September 21, 1975

Dear Wendell:

Just a line to give you facts of Lloyd Patterson's death. He entered Hospital at Guymon, Oklahoma 9-3 a very sick man but got easy and doctor told me I had just as well come home as he thought he would be all right but thought maybe the next day or so I should take him to a specialist for a check-up. That was Wednesday night. I went back early Thursday morning and found him in a coma. Doctor said he took a turn after I left and he was with him off and on the rest of the night. We transferred him to High Plains Hospital in Amarillo Monday afternoon the 8th. He was put in intensive care Tuesday morning after x-rays and remained there until he passed away Saturday morning, the 13th, about 6:15. The doctor told us he had one of the worst kind of stroke. He never regained consciousness.

Just got a paper tonight saying he died at Goodwell, Oklahoma.

I have received many nice cards and telephone calls from Floydada and Lockney. In fact there were some people from Lockney at the funeral.

We did not move to Goodwell until March, 1975. In fact, after his retirement there, he spent two years substituting for teachers and bus drivers. So he had got in 48 years teaching and the two substituting. He said he made his 50 in the classroom, where he was always happy.

Best wish,
/s/ Mrs. Lloyd Patterson

Texas Pecans Growers Expect 40-Million Pound Harvest In '75

AUSTIN--Despite problems with insects, disease and excessive rainfall, Texas pecan growers are expecting to harvest about 40 million pounds of pecans this year, Agriculture

Commissioner John C. White reported.

If the estimates hold, this harvest will be 2 million pounds larger than last year's.

Pecan scab is causing the

most problems this year. Caused by excessive rainfall during July and August, it is especially bad from Central Texas southward to coastal areas. It is contributing to pecan drop in some areas.

North Texas pecan growers are having problems with powdery mildew and some honeydew and scab.

Insects which are affecting the pecan crop are pecan weevil and pecan nut casebearer, which attack the nut; hickory shuckworm, which ruins the shuck; and webworms, walnut caterpillar and tent caterpillar, which feed on pecan tree foliage.

Webworms are troublesome this year in areas that were not sprayed last year.

Last year's pecan crop was valued at \$16,055,000.

Hog Graders Demand On The Rise

AUSTIN--The demand for hog grading has increased in West Texas, and as a result, the Texas Department of Agriculture now offers the services of two graders.

The graders are Herb Davis, who works three days a week in Amarillo and Helen Howe, who works four days a week in Lubbock.

The Department now charges a fee of 10 cents per head. A certificate on graders will be issued if desired.

Producers in the West Texas area found that grading can prove the high quality of swine being marketed in Texas.

The Department can serve feeder pig sales, or direct marketing activities on hogs or any other type of livestock, Agriculture Commissioner John C. White said. Producers should contact the Department offices in Austin.

Emmett Kelly Jr. for Southwestern Bell

Weekend Travel Plan:

60% Savings on out-of-state Long Distance Calls.

Travel by Long Distance this weekend and save. When you call out of state the One-Plus way on weekends (all Saturday and Sunday until 5 p.m.) you save 60 percent over the day rate. These savings are also

in effect every night from 11 p.m. to 8 a.m. And when you travel to another state by Long Distance you can afford to stay awhile. Additional minutes always cost less than the first. Have a good trip.

Where One-Plus dialing isn't available, One-Plus rates apply on station calls. If you dial direct and reach a wrong number, call the operator. You won't be charged.

One-Plus Discount Rate Periods

	MON	TUES	WED	THUR	FRI	SAT	SUN
8:00 AM to 5:00 PM	Day Rate Period FULL RATE						
5:00 PM to 11:00 PM	Evening Rate Period 35% Discount						Eve 35%
11:00 PM to 8:00 AM	Night & Weekend Rate Period 60% Discount						

Want to know more ways to save on out-of-state Long Distance calls? Return this coupon and we'll send you a free calling guide.

Southwestern Bell
PO Box 787
St. Louis, Missouri 63188

Name _____
Address _____
City _____ State _____ Zip _____

Travel by Long Distance... and stay awhile. Southwestern Bell

For rates to Alaska and Hawaii, call the operator. One-Plus rates don't apply to person, coin, hotel-guest, credit card or collect calls, or calls charged to another number.

D.Q. Dude sale

59¢

THAT'S A REAL DUDE!

D.Q. Dude
Nobody makes him like Dairy Queen.

TUESDAY THROUGH SUNDAY SEPTEMBER 23 THROUGH 28 ONLY

Here's some fancy Texas cookin' called the D.Q. Dude: chicken-fried meat all fancied up with fresh lettuce and tomato, nice and neat between two golden buns. At participating stores.

*Reg. U.S. Pat. Off. Am. D.Q. Corp. Copyright, 1975 Texas Dairy Queen Trade Assoc., Inc. The "D.Q. Dude" is a trademark of the Texas Dairy Queen Trade Assoc., Inc.

County Ahead In Buying Power

Aug. 23 - According to a survey of business activity in the county, Floyd County has a better performance than in the past year. The trading area displayed a strength, reflecting a higher income and a freer market on the part of consumers.

Figures bearing this out are in the new "Survey of Business Activity" released by Sales and Marketing Research, Inc. The marketing publication compares data on the county with other parts of the state's market strength and greater purchasing power. Because the population is growing and earning more they are spending more, although not as fast as in the past.

Their net disposable income in the year, after payment of personal taxes, came to \$41,194,000, topping the previous year's \$37,853,000.

Just what this represented, in terms of the individual family, is indicated by the median income locally, which amounted to \$8,454 per household. Half the families earned more than this and half earned less.

With that much money available to them for discretionary spending, many local families, who had been holding themselves under a spending restraint, waiting for prices to come down, returned to the marketplace to replenish their needs.

Others, less fortunate, who have been having a hard time making both ends meet, continued to keep a tight rein on their spending.

In general, however, it was a better year for retail stores in Floyd County

than for those in many areas of the country.

Local retail establishments were able to report gross sales of \$19,448,000.

Each community is given a rating, based upon the amount of retail business actually done as compared with its estimated full capacity.

This is done through an "index of buying power," a weighted figure that takes into account income, population and sales.

Floyd County's index rating is .0043, indicating that it is believed capable of producing that percent of the nation's retail business.

Since less than that was done in the past year, .0035 percent, the conclusion is that a fair amount of the local purchasing potential has yet to be achieved.

CANCER Answer line

Cancer Society

...wants to know more about cancer. Scientists are finding new possible causes and already have discovered several forms of cancer. The American Cancer Society has been working to find out more about cancer. Printers are working to help people understand cancer better. There are many ways to help fight cancer. You can help by donating to the American Cancer Society. You can also help by spreading the word about cancer. You can help by encouraging people to quit smoking. You can help by supporting research into the causes of cancer. You can help by supporting research into the treatment of cancer. You can help by supporting research into the prevention of cancer. You can help by supporting research into the early detection of cancer. You can help by supporting research into the cure of cancer. You can help by supporting research into the control of cancer. You can help by supporting research into the management of cancer. You can help by supporting research into the palliation of cancer. You can help by supporting research into the prevention of cancer. You can help by supporting research into the early detection of cancer. You can help by supporting research into the cure of cancer. You can help by supporting research into the control of cancer. You can help by supporting research into the palliation of cancer.

Understanding Your Child



PATRIOTIC NURSERY—Red, white and blue patterns on comfortable cotton from Waverly Fabrics. Cotton shapes throw pillows, bed covers, drapes, and is used for clever laminated window shade.

A room of their own, decorated with the colors and designs they like best, can give small children a feeling of security.

It needn't be expensive or a lot of work. Select a fabric—such as durable, easy-care cotton—and make it into bed covers, throw pillows, and drapes. You can laminate a matching window shade.

Assemble a table and shelves for playthings. Then see how secure and happy the new room makes your child.

You should wash jeans that are made-to-fade separately. The hotter the water, the faster they fade.

Be kind to less fortunate human beings, many of them elderly, who suffer from arthritis, by supporting Arthritis Foundation, 1212 Avenue of the Americas, New York, N.Y. 10036, which reveals that some 17,000,000 Americans are afflicted with this painful condition today.

A gift of the highest quality creates good feelings two ways: the giver knows he has chosen something truly fine and the receiver knows that he is thought of highly. So, it's good psychology to give a small gift that is the best of its kind (like a fine silk scarf), instead of a larger one of lesser quality.



EASY-CARE COSTUME—A suit of 100% cotton from Cone Mills is shaped by Artbro, features colorful Mexican embroidery on pockets, lapels, pant yoke.

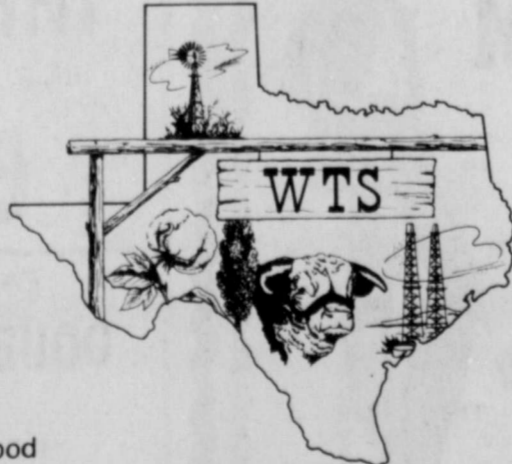
More just plain folks at West Texas Savings Association!

Pay you the highest rates allowed by Federal Regulations—

5 1/4% to 7 3/4%

...are compounded daily—day in—day out passbook savings.

...deposited by the 10th, earn from the 1st on all savings plans other than passbook. Withdrawals prior to maturity subject to prescribed penalties.

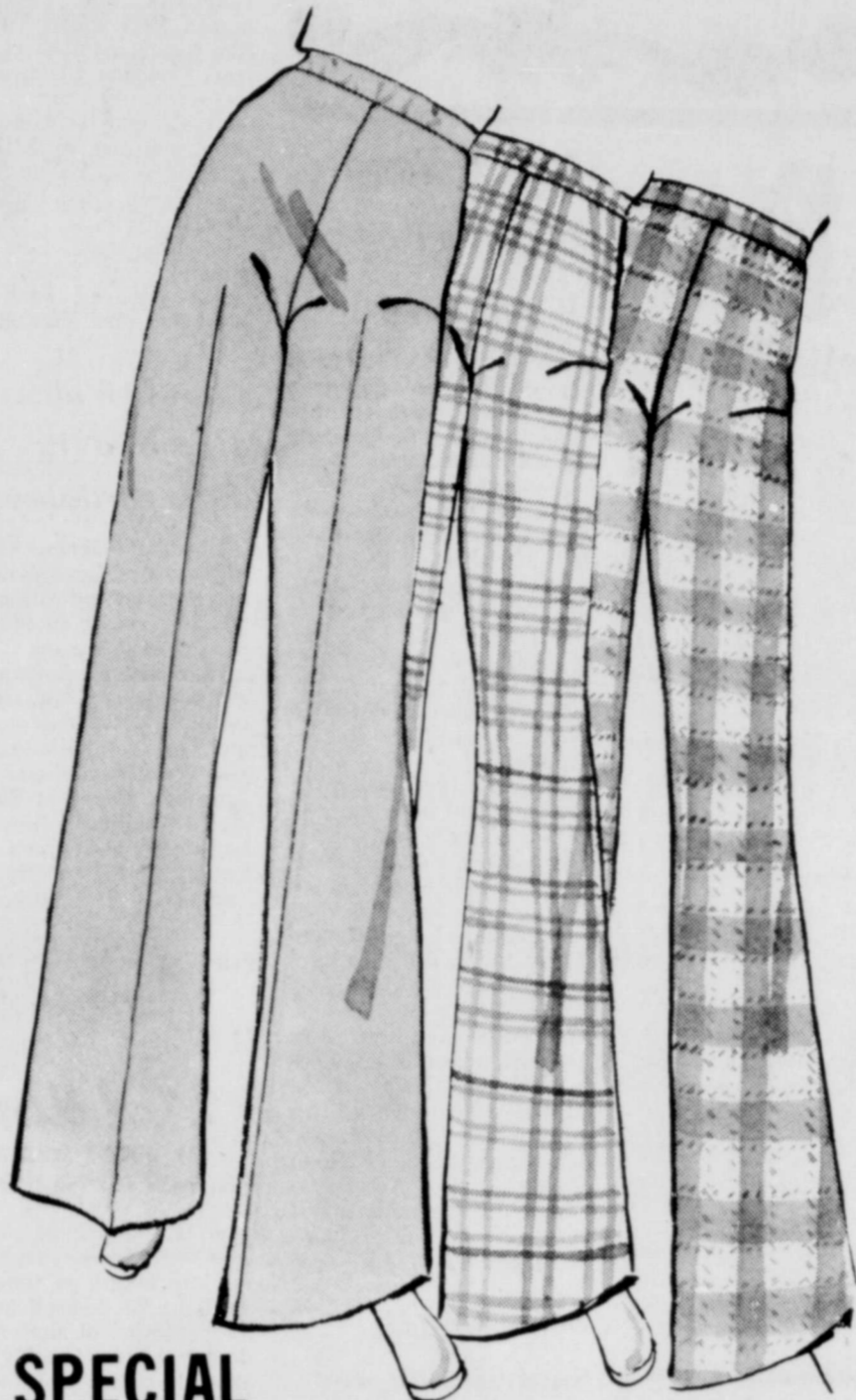


...friendly service ... and good West Texas hospitality ... are key words that best describe West Texas Savings Association. The officers and directors, all home grown, are dedicated to provide West Texas folks with the best savings and loan services.

West Texas Savings Association

3400 50th. Street - Lubbock, Texas 79413 - Ph. 792-3755

Bealls WEEK END SPECIALS SHOP AND SAVE SPECIALS GOOD THURS, FRI AND SAT



SPECIAL FALL POLYESTER CASUAL PANTS LADIES CAPRI-PANTS

SIZES 8-18
VALUES TO \$10.00

now only **\$6⁸⁸**

A PR.

SPECIAL ON ONE GROUP OF LADIES PANTSUITS

JR AND MISSES SIZES
\$29.00 - \$79.00
VALUES

Reduced 20% OFF REG. PRICE

SPECIAL ON LADIES SHELLS

VALUES TO \$8.00 ONLY

\$5⁸⁸ EA.

SPECIAL ON MENS SPORTCOATS

SIZES 37-44
REG \$39.95 - \$70.00
VALUES

now **1/2 price**

SPECIAL ON ONE GROUP OF

BEDSPREADS

ASS'T COLORS
REG. VALUES TO \$39.95

30% off REG. PRICE

SPECIAL ON

ONE RACK OF BOY'S LINED

CPO JACKETS

COMPARE AT \$10.00

NOW ONLY

\$6⁸⁸

SPECIAL ON

ONE DOUBLE COUNTER OF

100% POLYESTER

DOUBLE KNIT

VALUES TO \$3.99

NOW ONLY

\$2⁶⁶

SPECIAL ON

ONE GROUP OF BOY'S UNLINED

CPO JACKETS

COMPARE AT \$7.00

NOW ONLY

\$3⁸⁸

SPECIAL ON

MENS SUITS

18 ONLY FAMOUS BRAND

VALUES TO \$115.00

NOW ONLY

\$49⁸⁸

SPECIAL ON

ONE GROUP OF

MENS SWEATERS

S-M-L-XL
ASS'T COLORS
VALUES TO \$12.00

NOW ONLY

\$7⁸⁸

Society

Introductory Coffee Honors Rebecca Coy

Miss Rebecca Coy, bride-elect of Sam Henry of Floydada, was honored with an introductory coffee Saturday morning in the Clay Henry home. Guests were greeted between the hours of 9:30 and 11:30 a.m.

Assisting with the house-party were Mmes. Clarence Denton, Johnny Harris Jr., Tom Farris, Bill Cagle, Kinder Farris, R. G. Dunlap, Travis Jones, M. J. McNeill and Frank Barrow.

Guests were served from a table laid with a green polyester cotton tablecloth centered with a silver container holding yellow mums and baby's breath. Silver appointments and yellow napkins completed the setting.

Coffee and tea were served along with coconut orange balls, finger sandwiches, apricot tarts, fruit cookies, peanut butter rounds and hot sausage and nut balls.

Miss Coy and her fiance will be married December 27th in California.

FLOYD DATA

Sharron Warren, a student at Western Texas College at Snyder, was home

Hello World

Mr. and Mrs. Buster Burns of Plainview are parents of a daughter, Dona Mychelle, who was born in Caprock Hospital Sunday, September 21. The baby weighed 7 lbs 4 1/2 ounces at birth. The father is employed for Texas Frame and Body Shop in Plainview.

Grandparents are Mr. and Mrs. Dorcie Warren and Mr. and Mrs. Marion Burns, all of Floydada. Mrs. M. L. O'Bannon of Floydada Care Center is a great grandmother.

with her parents, Mr. and Mrs. Billy Hinkle over the weekend. She was accompanied by classmates Lana Burns of Winters and Cemi, who lives in Iran. The three girls were overnight guests Saturday of Sharron's

grandparents, Mr. and Mrs. C. W. Jones and were joined for lunch at the Jones' home Sunday by Mr. and Mrs.

Billy Hinkle and Joe, Bill Fulton and Mrs. Max Yeary of Floydada, and Becky McMullan of Plainview.

Mrs. Soloman Hostess For Wesley Anns

Wesley Anns of the First United Methodist Church met in the home of Mrs. Helen Soloman in Floydada Monday night. Prayer was voiced by Mrs. Lorin Leibfried and the business session conducted by Eldie Bryant.

It was announced that an open house will be held at the church Sunday, September 28th from 2 until 4 p.m. for the Vietnamese family who has recently moved to Floyd County. Gifts may be brought.

The Wesley Anns will help furnish food for the annual spaghetti supper planned before the Littlefield-Floydada football game Friday night, October 3rd. Members are asked to have the food at Junior High by 2 p.m. that day. Serving hours will start at 5 p.m. Everyone was encouraged to buy tickets as proceeds will go to help finance the Floydada Day Care Center.

Mrs. James Tidwell continued the study on Bible prophets.

Mrs. Soloman served

Cindy Day Is Secretary Of Student Chapter

Cindy Day, daughter of Mr. and Mrs. J. W. Day, Jr., of Floydada, has been elected secretary to the National Art Education Association, Student Chapter at Texas Tech. Miss Day is a senior art and secondary education major, specializing in English at Tech.

Plans call for members of the Tech Student Chapter to be in McAllen for a TAEA Convention November 21-23 where Tech will be responsible for a portion of the program.

Schedules Square Dancing Arts-Crafts Festival

The Running Water Draw Arts and Crafts Festival, to be held October 17-19 in the Hale County Agricultural Center, will feature three nights of square dance demonstrations in addition to the numerous booths of artists and craftsmen. Square dancing performances Friday and Saturday night will be held from 8:00 to 11:00 p. m.; Sunday's performance will be from 2:00 to 5:00 p. m.

The Belles and Bows, a local square dance club, will host the Friday night performance. Their caller

Three County Girls In Miss Mackenzie Contest Slated Sep

Three Floyd County girls are entries in the Miss Mackenzie Queen Contest slated for Saturday night, September 27th, at 8 o'clock in the Silverton High auditorium.

Jimmy Kay Sales, Miss Floydada and recently named Miss Floyd County Fair Queen, is the lone entry from Floydada. She is being

sponsored by Kirk and Son. The two entries from Lockney are Beverly Barker, sponsored by the Lockney Chamber of Commerce and Tina Sparkman, sponsored by the Lockney Lions Club. Tina was also an entry in the Fair Queen Contest.

There are seven entries from Tulia and eight from

Silverton.

This is the second annual contest and is being held to promote the new Mackenzie Dam. The Queen Contest is sponsored by the L.O.A. Junior Study of Silverton.

A get acquainted party was held Tuesday for the Queen entries at the First National Bank in Silverton, followed by rehearsals.



Tina Sparkman



Jimmie



Beverly Barker

1950 Study Club Christmas Greeting Page Scheduled

Everyone is reminded that the Floydada 1950 Study Club will again sponsor the Christmas Greeting page in the Floyd County Hesperian and Lockney Beacon on December 21. It will be in color and contain appropriate Christmas Greeting.

The club points out that the \$3.00 charged to be on

socks, were removed by the women in charge of clean-up detail.

Be it known that henceforth from this day forward that this area must be left in a safe condition. Furthermore, let this also hold true for the little room adjoining this area as guests occasionally use this area and the overseer does not wish to be sued for injury due to slippery wet articles.

The caretaker gladly assumes the weekly cleaning of this area as long as reasonable order is kept. All dirty smelly articles will be freshly laundered and returned neatly as long as dirty articles are placed where they belong, in the hamper. Laundry will be done as time and energy permits. Please give due consideration to this notice as it is posted with great love and concern for all this household's happiness and well being. Signed, respectfully, your loving Mom.

the page is much less expensive than buying Christmas cards and postage with a total mailing to 3500 homes.

Anyone wanting on the page should call Mrs. Doyle Moore now at 983-3070.

SHOP FLOYD COUNTY

were looking for a home in the country in order to get away from the rat race of city living.

After a long search, they found a home they thought suitable so they moved into it. Upon arriving, the wife soon noticed that the new home did not have a bathroom commode, so the couple decided to write the landlord about the situation.

A shy and modest woman, the wife hated to spell out the words bathroom commode so after a lot of thinking, she decided to use the initials "B.C."

Upon receiving the letter, the landlord pondered for quite a while over the initials "B.C." and ultimately arrived at the conclusion that the wife must have meant "Baptist Church."

So having deciphered the initials "B.C." as meaning Baptist Church, the landlord penned the following letter to the wife of the new tenant.

Dear Madame:
I regret very much the delay in answering your letter, but I take great pleasure in telling you the BC is located nine miles from your home and is capable of seating 250 people.

This is very unfortunate indeed if you are in a habit of going regularly, but, no doubt, you will be interested to know a great number of people take a lunch and

to share in that friendship and music. According to Weymon Box, spokesman for the square dance clubs, there may be opportunity for audience participation when the clubs are not performing.

Admission to the Festival, co-sponsored by the Plainview rotary Club and the Llano Estacado Museum will be \$1.00 for adults and 50 cents for children per day. A three-day festival pass will be \$2.50 for adults and \$1.00 for children. Inquiries concerning the festival should be directed to Dr. C. Gwin Morris, Box 20, Wayland Baptist College, Plainview, Texas 79072.

Chantz Widener Honored On First Birthday

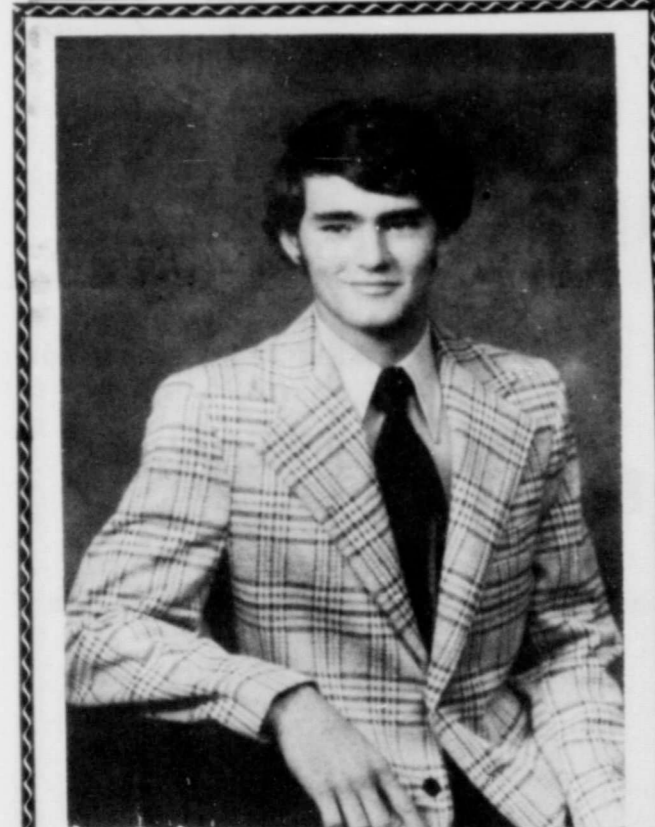
Chantz Widener, son of Mr. and Mrs. Loyd Widener, Jr., was honored with a first birthday party on September 20, 1975.

Hamburgers, cake and ice cream were served. Guests included Mr. and Mrs. Will McDonald of Lockney, Mr. and Mrs. Coy Evans and Jana Sue Evans of Slaton, Mrs. Charles Rice of Lubbock, and Mr. and Mrs. Loyd Widener, Sr. of Lockney.



WHEN a college youngster lives away from home for any length of time, he tends to "let himself go" as an inspection of almost any dorm room can readily tell. When he comes home for the weekend and treks back to college, the room is usually left looking as if the 'ole woman in the shoe with all her kids' had lived there for years. One college youngster came home for a weekend and found this message on the door leading to his room:

To Whom It Concerns:
Entry was made into this highly dangerous zone on this Monday, the 22nd day of September, 1975. After much consideration, most of the dangerous and foul smelling objects, mainly



JERRY MCGUIRE
FLOYDADA, SENIOR

Parker Studio
983-5063
121 W. Calif. Floydada

LADIES SHELLS \$5.00
FALL COLORS MACHINE WASHABLE TUMBLE DRY
BOYS PULL ON T-SHIRTS \$2.50
SHORT SLEEVED 50% DACON-POLYESTER 50% COTTON BROWN, RED, NAVY, GREEN

BETTY'S PLACE
604 SOUTH SECOND ON THE WYE FLOYDADA

JR. MISS DO-EVERYTHING DENIM JEANS 100% COTTON WASHOUTS AND HIGHRISE SIZE 3-4 TO 15-16 \$9.00 to \$12.00

MENS SOLID COLORS SHIRTS \$5.00 65% POLYESTER 35% COTTON

perry's PRICES GOOD IN FLOYD COUNTY THURSDAY THROUGH SATURDAY

GIANT MERCERIZED CROCKET COTTON YARN REG. 89¢ NOW **67¢**

FALTFOLD DOUBLE KNIT REG. \$2.44 NOW **\$1.77**

PRESTONE WINTER-SUMMER ANTI-FREEZE REG. \$4.99 NOW **\$4.77** A GALLON or **\$24.00** A CASE 6 GALLON TO CASE

Let us serve your prescription needs

Although we offer many services to our customers, prescriptions are the very heart of our business. We stock only the finest pharmaceuticals and are always ready to care of your needs promptly and efficiently.

Byrd PHARMACY
DIAL 862-3353
NIGHT Loc

Magazine Sales Friday, Sept. 26

as renewal magazines. Profits from the sales will enable the school to continue their efforts in purchasing equipment which will benefit the students, who will receive high point awards for most magazines sold.

Senior Citizens

House Repairs

983-2430, according to Senior Citizen president, Mrs. Edna Phillips. Senior Citizens able to furnish their own material for repair and wish to have the Green Thumb crew do the labor, free of charge, may contact Mrs. Phillips, or Kathy Green at the Community Action Center.

Tennis Club Committees Appointed

At the meeting of the Floydada Tennis Club Tuesday night president of the club Frank Barrow appointed the following committee heads for the coming year: Activity chairman Eleanor Hendrix; program chairman, Lon and Flo Davis; publicity, Jean Hale; telephone committee, Ina McDowell, Pat Barrow and Darlene Fulton; membership, Maurice Goodwin and Jerry Neeley. The program was hilarious as Pat Barrow gave a talk on the "tennis hacker." Refreshments were served and plans were made to contact the Lockney tennis club about an inter-club tournament.

Golden Circle

Class Meets

The Golden Circle S. S. Class of the First Baptist Church of Floydada met in the home of Mrs. Mable Smith as hostess, Friday afternoon, September 19. Opening prayer was given by Mrs. Kate Crabtree. Mrs. Mable Smith read the 13th Chapter of Corinthians. Members voted to elect



TRACY BROWN is pictured with this ahi fish that tipped the scales at 182 pounds while fishing near the Hawaiian islands this past summer. He also caught two mahimahi going 15 and 16 pounds, and a 25 pound one. (Wish this were a staff photo.)

Jerry Don Evans Has Two Birthday Parties

Jerry Don Evans celebrated his second birthday Monday the 22nd with two birthday parties. Mrs. Bennie Cates had a surprise party for him, serving ice cream and juice to Juston, Joey and Dimple Adams, Betty Kay, Stephen, and Ron Cates, Jerry Don and Karen Evans. Later that night Jerry Don enjoyed still another party with his family, Kevin, Rebecca, Karen and Bill Evans. Birthday cake and ice cream was served.

new officers after Promotion Day, September 28. Mrs. Crabtree taught a lesson from Genesis 3-14 to the end of the chapter. The hostess served refreshments of ice cream, topped with fresh strawberries, cookies and tea to Mmes. C. O. Spence, Claude Carpenter, W. C. Cates, Kate Crabtree, R. H. Stambaugh and Eva New-

Lockney Locals

MR. AND MRS. PAUL REECER and Jeff visited in Abernathy over the weekend with their daughter and husband, Mr. and Mrs. Robert Cook. SEVERAL RELATIVES and friends surprised Mr. and Mrs. Ben McGhee on September 16 for their 50th wedding anniversary. WILLIE ROBERTS remains hospitalized in Methodist Hospital in Lubbock following extensive tests. His wife, Jewell, is with him there. MRS. MYRTLE PAYNE celebrated her birthday on Wednesday. Her two sisters were here the past weekend to help celebrate the event, bringing the birthday cake for it. They are Mrs. Ed Kenschlow of Chillicothe and Mr. and Mrs. L. Bowen of some.

Next social will meet with Mrs. Jewell Jackson, with Mrs. Kate Crabtree as co-hostess.

Dallas. MR. AND MRS. MELVIN COOPER visited in the Dallas area with Mr. Cooper's nieces, formerly of Lockney; they are Mrs. June Herd and family of Richardson and Mrs. Jane Barnes and family of Duncanville. On the way back, they stopped in Jacksboro where they happened to meet Mr. and Mrs. Joe Cargile, former Lockney residents, now of Crosbyton. Mary Nell Cargile was to be in Dallas the next morning for a checkup at the hospital there following recent brain surgery. Mrs. Cooper checked with Mary Nell Wednesday morning, and she was told the checkup came out good and all reports looked well.

ARCHIE PAYNE is now home from West Texas Hospital in Lubbock and is very much improved to date. They have had numerous visitors the past week. They are his sisters, Eva Lee Weems and Pam of Carlsbad and Olivia Stockton of Quitaque; Mr. and Mrs. O. C. Payne of Estelline, Mr. and Mrs. Buck Payne of

Silverton, Mr. and Mrs. Ray Payne of Quitaque, and his 86 year old aunt, Mrs. Cora Mosley of Quitaque. Also, all of his children were here on Sunday; they are Mr. and Mrs. Joe Payne and children and Mr. and Mrs. Stanley Payne of Plainview; Henry Payne of Amarillo, Mr. and Mrs. J. R. Payne of Flomot and Mr. and Mrs. Virgil George of Flomot.

MRS. EUNICE GREEN from Duncanville is visiting Mrs. Virgie Davis. Mrs. Green is Mrs. Davis' sister. LARRY MARBLE, 15 year old grandson of Mr. and Mrs. Johns Cox of Lockney and Mrs. Eathyl Marble of Plainview, was named the most valuable offensive player for the Hart Longhorns last week after the team beat the Shallowater football team. Marble, son of Mr. and Mrs. Max Marble of Hart is a varsity starter for the Hart Longhorns. He is a sophomore at HHS. Friday night, Johns Cox and Mrs. Marble, accompanied Max and Wanda to Crosbyton for the Hart-Crosbyton game.

Wilson Photos In Lubbock Fair, At Mall

Prints by Wilson Photography of Lockney are on display at the Panhandle South Plains Fair in Lubbock. The Wilson prints are displayed in conjunction with South Plains Professional Photographers' Association display in Fair Park Coliseum. Beginning Monday, September 29, prints by Wilson will be in the SPPPA exhibit at Lubbock South Plains Mall for a week.

Shop Floyd
County Sales

★ **DEMPSEYS** ★ after
Tel. 983-3552 PICTURE FRAMES 4 p.m.
made to order
602 W. Miss.-Floydada, Tx.

FLOYD DATA

Marie Coleman Jones, Floydada, is recovering from a .22 gunshot wound in the side in Caprock Hospital. Mrs. Jones told officers the injury was self-inflicted early Thursday night.

One-graph "zingers" from the Texas Agricultural Extension Service)

Cuffs on men's pants were first designed to hold cigar ashes, Claudia Mitzel, consumer education-clothing and textiles specialist with the Texas Agricultural Extension Service, The Texas A&M University System, says.

When making a trip, plan a schedule that considers the children's regular meal and bed times.

OPEN FOR YOUR CONVENIENCE 24 HOURS A DAY



CLARK AND HOLLYWOOD
CANDY BARS
15/\$1⁰⁰

DETERGENT GIANT SIZE
CHEER
BUY ONE FOR REG. PRICE GET ANOTHER FOR
79¢

Borden Round 1/2 Gal. Ice Cream
99¢

Borden Fruit Juice Gal.
79¢

Borden Fruit Juice 1/2 Gal.
39¢

FABRIC SOFTENER
STAY-PUF
BUY ONE FOR REG. PRICE GET ANOTHER FOR
79¢

Borden Orange Juice qts.
2/89¢

SHURFRESH 5 LB.
FLOUR
49¢

10 LBS.
CHARCOAL
BUY ONE FOR REG. PRICE GET ANOTHER FOR
79¢

SHURFRESH **BISCUITS**
5/49¢

THESE VALUES GOOD SEPTEMBER 25 THRU SEPTEMBER 28

- * ICE
- * BARBEQUE
- * SELF SERVICE GAS
- * PICNIC SUPPLIES
- * PASTRIES

We are now taking applications for employment in Person.

ALLSUP'S
CONVENIENCE STORE

MAIN AND HOUSTON FLOYDADA, TEXAS

NEW

at Brown's

WE'VE JUST RECEIVED A LARGE SHIPMENT OF MISSES

FALL COORDINATES

- ★ Pants
- ★ Jackets
- ★ Blouses
- ★ Skirts

in new FALL COLORS



Brown's
DEPARTMENT STORE

104-06 North Main



'The McCullochs' — Standing (left to right) are Chip Hand, Julie Adams, Don Grady and Dennis Redfield. In front row are Janice Heiden and Forrest Tucker. The Max Baer Production, an American International Release, opening Friday at the Capada Theater, tells the heart-rendering story of a family headed by a tough self-made man played by Tucker.

Breed Family Improving

Mrs. B. L. Breed has been dismissed from Lubbock Methodist Hospital and her son, Odell, continues treatment there from injuries sustained in a car-pick-up wreck Wednesday of last week. Mrs. Breed is

convalescing at the home of her daughter, Mrs. Bobby Britton in Lubbock.

The condition of Odell continues to improve, and he is able to be up and about some.

FEEDER CATTLE ABUNDANT. PRICES DOWN—The tremendous number of feeder cattle on farms and ranches along with only a moderate increase in cattle

feeding is the key reason for continued low cattle prices, contends a livestock marketing specialist for the Texas Agricultural Extension Ser-

vice. Some 52.6 million head of feeder cattle are expected to remain on hand at the end of the year, about the same number as at the end of 1974. Some easing in grain prices due to a bountiful harvest may boost cattle feeding later in the year, but this increase will still be slow. So low feeder prices will continue well into 1976.

What One Person Can Do

DOROTHY AND ROBERT DEBOLT, PARENTS

In 1970, Dorothy Atwood married Robert DeBolt, president of an engineering company in Piedmont, California.

Dorothy, a widow, had

five children of her own. She also had four adopted children - two Korean and two Vietnamese. Robert had one daughter by a previous

marriage. They have since adopted seven more children, most of whom have been crippled by birth defects, battered by abusive parents or scarred by war. At the time of their marriage, the DeBolts agreed that they "were going to open our hearts and home to all who would enter."

"I don't think we realized then," Mrs. DeBolt adds, "that so many would be knocking on our door."

Robert explained that, because social service agencies pay for medical expenses, it is not much more

expensive to raise a handicapped child than a healthy one. But he added that a handicapped child needs more attention and more love than a healthy one. Why do they do it? "What we feel constantly," said Dorothy, "is the job of it all. To see little kids who've had all the dignity crushed out of them regain it through love. And to think most of these little tykes never would have been able to enjoy anything unless..."

The DeBolts have recently set up a non-profit foundation to recruit families to adopt handicapped children. It's called Aid to the Adoption of Special Kids, P. O. Box 11212, Oakland, California 94611. "Everyone knows the difficulties," they com-

FOOTBALL CONTEST WINNERS
Floydada
First, Luc
Second, W
Third, C
Lockney
1st, Dway
2nd, Jenn
3rd, Yola
and Danny

mented. "I them know Is What C stamped, envelope to phers, 12 New York.

FOOTBALL CONTEST

MEET THE LONGHORNS



JOE TIJERINA, a sophomore guard who wears number 61, is the son of Mr. and Mrs. Albert Santana.



GERARDO RODRIGUEZ, a junior halfback who wears number 21 for the Longhorns, weighs in at 153 pounds. Rodriguez who scored the Longhorn's first TD of the season, is the son of Mr. and Mrs. Toribio Rodriguez.

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

Longhorns
We're Behind You All The Way!

Contest Rules

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

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

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

Official Entry Form

Name _____

Address _____

City _____

CIRCLE THE NUMBERS OF THE YOU PICK TO WIN

1	2	3	4	5	6	7	8	9
13	14	15	16	17	18	19	20	21
25	26	27	28	29	30	31	32	33

TIE BREAKER:
Floydada At Olton
TOTAL SCORE _____

LOCKNEY SCHEDULE:

Date	Opponent
Sept. 12	Frenship
Sept. 19	Olton
Sept. 26	Crosbyton
Oct. 3	Kress
Oct. 10	Dimmitt
Oct. 17	Floydada
Oct. 24	Post
Oct. 31	Tulia
Nov. 7	Abernathy
Nov. 14	Idalou

GO FIGHT WIN

Page's Thriftway No. 3

"A Better Way To Save"

1. Crosbyton at 2. Lockney

Strickland's Restaurant

ON HIGHWAY 70 -- LOCKNEY

COMPLETE LINE OF MEXICAN FOOD
STEAKS — HOME MADE PIES
FRESH DONUTS DAILY
OPEN 8 A.M. — 9:30 P.M.

3. Amarillo High at 4. Plainview

Mize Pharmacy & TV

Your Complete Family Drug Store

Gift Headquarters ★ RCA Television

5. Friona at 6. Tulia

Webster Service & Supply

"Where You're Always Welcome"

7. Spur at 8. Rotan



Rite-Price Foods

"Choice Meats
Priced Rite At Rite Price"

9. Tulsa at 10. Arkadelphia

Baccus Motor Co.

Authorized Ford Dealer

11. Denver city at 12. Crane

Wilson Photography

652-3731

13. Baylor at 14. Michigan

Floyd County Insurance Agency

"Around The Clock Protection"

15. Cooper at 16. Idalou

The Tye Company

On The Plainview Highway

17. Illinois at 18. Texas

Byrd Pharmacy

"Accurate Prescription Service"

19. SMU at 20. Houston

Schacht Flowers, Jewelry & Gifts

"Our Pleasure Is To Serve You"

21. Slaton at 22. Abernathy

Perry Implement Company

John Deere Implements

23. Seagraves at 24. Lorenzo

Longhorn Inn

"Where School Friends Meet To Eat"

25. Petersburg at 26. Hartsville

Davis Lumber Co.

"Where Customers Send Their Friends"

27. Texas Tech at 28. Texas

Lockney Lumber & Supply

29. Clemson at 30. Georgia Tech

First National Bank
In Lockney
Member of F.D.I.C.

31. Kress at 32. New Home

Brown's Department

33. Frenship at 34. Morristown

PICKLED! STINKO! SOAKED! ZONKED! BOILED! KONGED! THREE SHEETS TO THE WIND! BOILED! POLLUTED! SHOT! SMASHED! ZONKED! ZONKED! ZONKED! ZONKED!

In the English language, there are about 1,000 synonyms for intoxicated.

GRADE A FRYERS WITH A \$5.00 PURCHASE		LB 49¢
PURE GROUND BEEF LB. 89¢	SHURFRESH BOLOGNA 6 OZ. PKG	39¢
MOUNTAIN PASS 8 OZ. CAN	WASHINGTON RED DELICIOUS TOMATO SAUCE 2/39¢	APPLES LB 29¢
SHURFINE 10 3/4 OZ. CAN	TOMATO SOUP 2/39¢	
RUSSETT 10 LB. BAG	SHURFRESH TWIN PAK	POTATO CHIPS 69¢
LUCKY LEAF QT. SIZE	APPLE JUICE 68¢	
BUY ONE FOR REG. PRICE GET ONE FREE		
32 OZ 6 BOTTLE CARTON PLUS DEPOSIT	COKES & DR. PEPPERS \$1.59	
SHURFINE PURE VEGETABLE	SHORTENING 3 LB. CAN \$1.59	
SHURFINE CUT	GREEN BEANS 303 CAN	2/58¢
SHURFINE SANDWICH BAGS 80 COUNT	SOFLIN WHITE 180 COUNT	NAPKINS 49¢
THESE PRICES GOOD THROUGH OCTOBER 1! WE ACCEPT FOOD STAMPS DELIVERIES \$2.50 OR MORE		

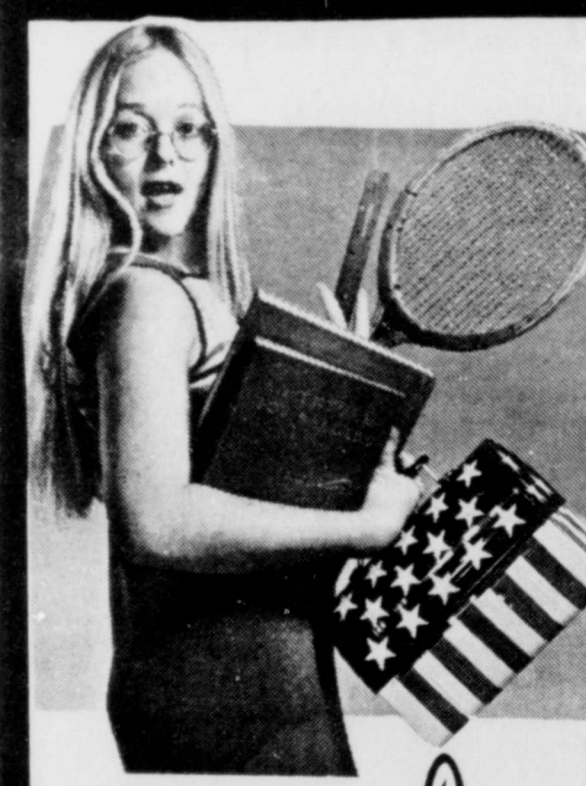
YOUR HOME OWNED AND HOME OPERATED GROCERY

L&J FOOD STORE

We Give Double S&H Green Stamps On Wed.

116 N. SECOND PHONE 983-3105

WE DELIVER



Forget something?

the back to campus crowd

is packing just about everything in sight...but the first thing they're going to miss after they get there will be the home-town news.

Especially the football scores!

And a lot of other items of interest they haven't thought of yet which you may not remember to write.

send your student

The Lockney Beacon
or
The Hesperian

\$6⁰⁰ Twice a week - 9 months

TOWER TALKS

by U.S. Senator for Texas
JOHN TOWER



Farmers Market

WASHINGTON—Small farmers and consumers can help each other beat the high cost of living.

I have proposed a bill which could boost the income of small farmers, and at the same time reduce the prices consumers have to pay for fresh fruits, vegetables, and other produce.

The goal of the Farmers Market Act is to reduce indirect costs. Marketing costs now total 60 per cent of every food dollar. That means that 60 cents of every dollar spent by the consumer does not go to the farmer.

The men and women in the wholesale and retail food industry are not to blame for that. They have strived mightily to keep down the costs of transporting, processing, and packaging food. Profit margins in the food industry are among the lowest for all industry. The indirect costs are justified. But they continue to mount. The Farmers Market Act would provide a means of reducing some of them.

The prime beneficiaries of the Farmers Market Act would be the 72 per cent of all farm families who earn less than \$15,000 a year.

But urban consumers who are willing to forego the conveniences of supermarket shopping in order to save on their food budget would also benefit. The price of produce sold at farmers' markets averages one-third below supermarket price, and sometimes as much as 40 to 50 per cent less.

The Farmers Market Act would authorize marketing experts from the U.S. Department of Agriculture (USDA) to study means of operating markets ranging from roadside stands to large marketplaces in urban centers. The information would be provided to farmers on request.

The USDA experts also would be empowered to develop innovative farmer to consumer marketing arrangements in which groups of consumers could buy unprocessed food in bulk directly from farmers.

The Secretary of Agriculture would be given three years from the date of enactment of the Farmers Market Act to test at least five distinctly different innovative marketing schemes in various regions of the country. The cost of the innovative projects would be about \$5 million over the three-year period.

The sum is insignificant in comparison with the number of Americans who could benefit from passage of this bill. The Farmers Market Act helps people to help themselves to a higher standard of living. It is a step in the right direction.

AS IT LOOKS FROM HERE

By Congressman Omar Burleson

Omar Burleson, M. C. 17th District, Texas

WASHINGTON, D.C. — "A BUSHEL FOR A BARREL" HAS A VERY great appeal and sounds simple and practical.

OUR OIL COMPANIES ARE PAYING EXORBITANT PRICES TO THE oil exporting countries for about a third of our needs. This, of course, means higher prices for the consuming public.

WE HAVE JUST EXPERIENCED A BUMPER GRAIN CROP. Corn production in the Midwest looks better than a few weeks ago. We need to sell two-thirds of our grain supply to foreign purchasers. We can dispose of two-thirds and still have a carry-over greater than last year. Unless sales of this approximate amount are made, grain prices to producers will be severely depressed and planting for next year is almost certain to be greatly reduced.

FROM THE STANDPOINT OF THE CONSUMERS, PURE ARITHMETIC indicates that if sales of grain of the magnitude needed are made, the price of a loaf of bread should not increase more than a little more than 1 cent. Should acreage be curtailed for the next crop year because of over-supply, a good excuse would exist for increased prices to the consumer.

IF THIS MAKES A CASE FOR THE NEED TO DISPOSE OF OUR surplus grains, how can we go about making a swap for oil or other resources in which we are in short supply? As said in the beginning, it appears to be a simple proposition. There are, however, some problems with it. Our grain dealers trade with the Russians as private businessmen, where the Russians buy or sell through Government agencies. Canada has a central board which sells its wheat after purchasing from the producers. To put our Government in the business of dealing on a country to country basis would be a considerable deviation from our system. On a barter exchange, it would also have the effect of putting the Government into the oil importing business and then selling to the oil companies for refining and distribution. There may be a way to overcome these basic problems and it might be well that we look at the Canadian system for a possible way out.

Hints For Hunters

Whenever you hunt, make sure you don't become a target. Wear red or international orange, and mark your game the same way when you transport it.

Shooting fish in a barrel may be considered easy, but it is also illegal to shoot fish with firearms. Shooting fish in the water is also dangerous, since the surface of the water can make the bullet ricochet.

You don't have to worry about your hunting dogs coming into heat when you are planning your hunting trip. A safe, effective pill has been created to control heat in dogs. It's called Ovaban and made by the Animal Health Division of Schering Corporation. Easily administered intact or mixed in dog food, it eliminates the temperament changes, mating and other nuisances of unwanted heat.

A good hunter is also a good conservationist. Make sure you're sure of water fowl marking before you take to the blind, and be sure the "buck" you bag is not a doe.

Never climb a tree or fence or jump a ditch with a loaded gun and never pull a gun toward you by the muzzle. Make sure you have the right ammunition for your firearms and that the gun you think is empty really is.

Follow these hunting suggestions this season, and you'll be much more likely to be able to hunt next season.



BIG FISH STORY . . . Willie and Loveta Rose of Lockney and son-in-law Lonita and Bobby Jones of South Plains (picture) successful fishing trip in the Gulf off Galveston recently. They weighing a total of 354 pounds, the largest a 90-pound shark picked the Lockney fisherman. Rose said he has caught shark before, such as tuna, leanfish and king mackerel, but has never landed the 90-pounder. The big catch was made on a chartered boat Mexican.



COTTON TALKS

FROM PLAINS COTTON GROWERS, INC.

The 1975 Annual Meeting of the Plains Ginners Association will be held on Saturday, September 27, at the Lubbock Country Club from 9:30 a.m. to 2:00 p.m., according to the organization's secretary, Dixon White of Lubbock. Over 300 High Plains ginners and allied-industry people are expected to attend.

The meeting will feature addresses by Texas Speaker of the House Bill Clayton of Springlake; Donald A. Johnson, Executive Vice President of Plains Cotton Growers, Inc., Lubbock; and Tony Price, Executive Vice President of the Texas Cotton Ginners Association, Dallas. Bill Weaver of Lamesa, outgoing President, will give the President's annual report to the membership.

Clayton, elected Speaker of the House in January of this year, has served in the Texas legislature since 1962 and is said to be responsible for passage of more bills in the Texas House than any other member during that period. He is expected to speak to the ginners on State legislative affairs, keying on the water legislation in which he has played a major role.

Johnson will review what PCG is doing and plans to do toward ensuring the future of the cotton industry on the High Plains, stressing the need for a united effort in the industry to control its own destiny "by grasping opportunity as it presents itself in the areas of marketing, new production and processing technology."


Price, whose statewide organization has kept ginner interests in the forefront as government regulations on air pollution and safety have been promulgated, will outline the latest developments and suggest practical answers to some of the problems with air pollution control, Occupational Safety & Health Administration rulings, and other government regulatory activities.

The noon luncheon will be sponsored by Plains Cotton Growers, Lamesa Cotton Oil, Levelland Vegetable Oil, Lubbock Cotton Oil, Paymaster Oil Mill, and Plains Cooperative Oil Mill. Hemphill Wells will present a style show as a part of the noon activities.

PGA members present will elect nine directors at the meeting and the new directors will elect officers for the coming year. Weaver has served his maximum two-year term as President, and if tradition is followed will be succeeded by current Vice President Bill McCasland of Lubbock.

Preceding the business meeting on Saturday will be the Association's annual golf tournament, with players teeing off at the Lubbock Country Club from 9:30 a.m. to 11:00 a.m. on Friday, September 26.

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THE FIRST NATIONAL BANK OF FLOYDADA

FLOYDADA, TEXAS 79235

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

My husband, the ag teacher

Better reset the alarm. "Told one of the freshmen I'd come out to his place in the morning for a couple of hours before school."

My husband is always doing something like that. What's more, he does much the same thing with his afternoon, evening and week-end "spare-time". He teaches vocational agriculture.

Sometimes it's just a routine inspection of a student's farm program. Then again, he may be with a student who's out to buy the "right" animal to start a vo-ag project.

Every day brings a different reason for "overtime" it seems. He's the first called when an animal gets sick, whether the owner is a student, former student, future student or someone else in the community. He vaccinates livestock, sets broken legs, even stitches bad cuts.

Then there are the meetings: teachers' meetings, PTA meetings, agriculture meetings, civic meetings and, of course, many FFA meetings.

But his job doesn't end there either. Few community functions are launched until the ag teacher has been recruited to the cause. Often as not, he's asked to lead it.

Any ag teacher gets involved in a lot of "outside" work. It isn't part of his contract and he doesn't get paid extra for "overtime." Nor does he expect such. Frankly he doesn't have to do all these things, but he considers them his duty and part of living a full life.

Sometimes though, you wonder if it's worthwhile--or even appreciated. Most schools spend a lot more money on sports than on vo-ag. And, it's often much easier to get excused from class if you're going to a ball game instead of an agricultural field day. What's more, just for the fun of it, how many ag buildings have you seen maintained as well as the gym?

But on the other hand, you know it's worth the time and effort--a thousand times over. Usually, the reassurance comes from seeing him struggle with a student's problem as if it were his own. Boys develop a special feeling for their ag teacher. They ask for his advice on all sorts of problems--personal as well as agricultural.

This especially is true in the many small communities where there are no guidance counselors. Or where several schools share a counselor and a few students get to know him well enough to confide.

That's one reason you hear "citizenship training" and "leadership" so often by former FFA members. It's a vital part of the program--and quite a trust for the citizens of a community to put in the hands of one man. In effect, parents say, "Here's my boy. Turn him into a good citizen and make a man out of him."

That's my husband's profession. He's the ag teacher

Mrs. Raymond Duwall

Vital Crop Protectors
Experts estimate that more than half the U.S. crop output would be lost if there were no insecticides to combat the

roughly 700,000 species that fly or crawl.

Who's Eating Hosiery?
More hosiery is sold in food

stores than in any other retail outlet.

Pork May Be Short
A 15% decrease in pork production this spring is forecast

Bigger Pension Checks

NEW YORK, Sept. 13-Of the billions of dollars that pour out of Washington each month in the form of social security checks, how much goes to residents of Floyd County?

How do their checks compare in size with those going to people in other communities?

According to the latest official figures, released by the Social Security Administration, the pension payments locally are relatively large.

And they will be raised automatically from their present level, from time to time, to adjust for increases in the Consumer Price Index, to which they are now tied. They went up 8 percent in July, because of this arrangement.

As of the beginning of this year, the report shows, payments to Floyd County beneficiaries were at the rate

of \$1,743 per year, compared with \$1,183 three years ago. It was more than in many parts of the country.

Elsewhere in the West South Central States, the average was \$1,720.

The amount of money that people become entitled to when they retire is based upon their contributions to the pension fund during their working years.

The comparatively large benefits now going to local beneficiaries indicates that their earnings, and therefore their contributions, were above average.

Eligible to receive social security benefits are retired or disabled workers and their dependents. Each year more and more people qualify for such protection.

The total on the receiving end in

Floyd County, as last report, is 1,645. There were 1,511.

Because of the steady number of beneficiaries, frequent hikes in payments, social security has become a major force in the economy. This year, it will be paid out to retirees and their families.

Currently, the amount to local residents is \$2,868,000. Three years ago it was \$1,788,000.

Although the payments for these benefits remain the same for employee and tax is now being applied to \$14,100, instead of before.

Ways Sought To Boost U.S. Sugar Output

If you're keeping your sugar-bowl understocked these days because of high prices, things may be better in the future.

Agricultural researchers are already hard at work trying to come up with ways to boost sugar production in this country.

World demand for sugar outpaced world production in 1974 for the third straight year. Since the United States imports more than half its sugar, the need is apparent for boosting domestic production.

A promising new source of sugar developed by USDA scientists is sweet sorghum. Researchers believe it has special potential as a crop in areas that are too far north for growing sugar cane, and too far south for sugar beets.

Recent tests at Santa Rosa, Tex., demonstrated that sweet sorghum can be milled satisfactorily in a conventional sugar cane mill. Starches in the raw juice which prevent formation of sugar crystals can be removed in cane-juice clarifiers.

USDA says more full-scale testing will be required before the process can be commercialized.

Meanwhile, in another move aimed at satisfying America's sweet tooth, research is being accelerated to develop more disease-resistant varieties of sugarcane.

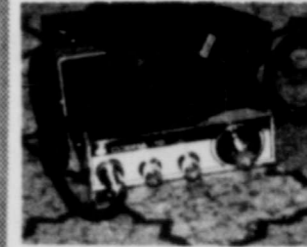
23 Channel CB Radios

COBRA 19 \$129⁹⁵

COBRA 21 \$159⁹⁵

JOHNSON 123A \$159⁹⁵

GEMTRONICS GTX23 \$159⁹⁷



COBRA 19



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★ 40 Voice Choir ★

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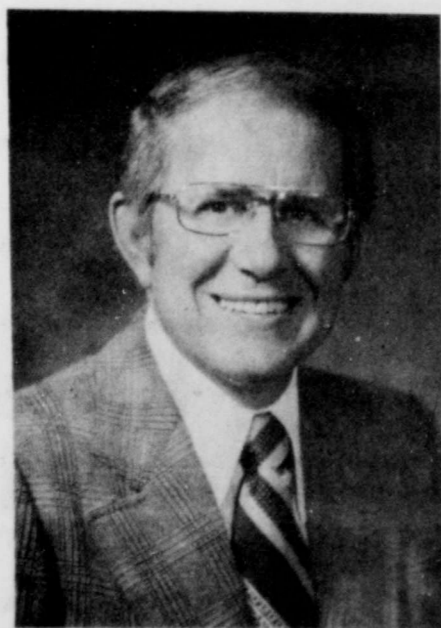
Sept. 28-Oct. 1

7:30 P.M.

★ Monday-High School Night
"Spirit Of America Singers"

★ Tuesday-Children Special
Chalk Talk Artist

★ Wednesday-Jr. High Night
Visiting Personality



FLOYD C. BRADLEY
PASTOR-EVANGELIST



RICHARD CAMBELL
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FLOYDADA, TEXAS

DQ DUDE -59¢-ALL WEEK

SPECIALS EACH DAY

FUN FOR



You Are Invited



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Grand Opening

OF THE DAIRY QUEEN

IN FLOYDADA, TEXAS

ON THE WYE

SEPT. 22 thru SEPT. 28, 1975



Hey Kids!

Be on the lookout for "Fun Fighter Mc Doom," that Arch Villian that likes to steal fun! He is on his way to Floydada, Texas. BUT don't you worry! Cause I'm hot on his trail! And I'll see you on Saturday, September 27, 1975 from 11:00 Am-5:00 Pm at the Dairy Queen. Lots of fun and Surprises too!

"The D.Q. Kid"



★ FUN FOR ALL!

★ ICE CREAM

★ COME TO THE DQ

★ THRILLS

★ GOOD TIMES

★ EXCITEMENT!

★ DRINKS

★ COLOR CONTEST!

★ FOOD

★ FUN!

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FUN FOR

ALL COLOR CONTEST DQ DUDE -59¢-ALL WEEK

Warren Cesspool Drilling Company

Plainview Since 1954"

steel reinforced concrete. Don't wait to have that septic tank or cesspool cleaned or repaired. Give them a call and have this reliable firm do it for you now. They can be depended upon to satisfy you and they fully guarantee their work. Let them clean your clogged sewers, in all commercial, residential and industrial buildings. In this 1975 Consumer's Message we, the authors, recommend the Warren Cesspool Drilling Company to all our readers and suggest that you call them for all your septic tank or cesspool work.

Lockney Corporation

Pettus-Plant Mgr. & Weismantel-Sales Mgr.

during the Bi-Centennial. There are many different types of fertilizers, some are designed for specific crops and others for special soil problems, and still another is the complete fertilizer. The editors of this 1975 Consumer's Message remind our readers that when they choose N-Ren Corporation brand fertilizers, they are getting the best on the market. We commend them for their continued efforts to make farming more profitable, and through their research we thank them for the many ways they help all of us in everyday life.

Nabors Automotive

Nabors - Owner

or replacing inserts. In fact they can do almost any repair job your car needs. Folks in this area speak highly of the work they have had done at Nabors Automotive. You can be sure the price is going to be right and the work will be done that is expected. The editors of this 1975 Review suggest you go to Nabors Automotive whenever you have trouble with your car. Here you know you will be treated fairly.

Hale County Sand and Gravel

Smith - President"

of the building industry. Their gravel pit is located 20 miles East of Floydada. When you are in the market for sand and gravel of the highest quality be sure to call this concern. Their delivery equipment is kept in good condition and you can depend on them to have the material you need on the job when you are ready for it. This 1975 Consumer's Message and its editors are happy to recommend the Hale County Sand and Gravel as a reliable concern to all our readers.

Jones Electric Co., Inc.

D. Smith - Manager

assured that it will receive the attention of qualified personnel and the best service when taken to this firm. They use only the best in quality materials. So from a standpoint of thoroughness, the policies of this reliable company are the best possible to be secured. Nothing is the way of an electrical motor is too small for them and there are few too large. It is with great pleasure that we, the editors of this 1975 Consumer's Message, call your attention to this progressive concern, and suggest that you make this your headquarters for electric motor work.

Gary's Citizen Band Shop Inc.

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

Gary's C.B. Shop, Inc., located at 1111 Columbia in Plainview, Phone 293-5358, is your authorized sales, installation and service dealer for Browning, Kris, SBE and Hygain two-way radios. Also, Aerotron and Tram, tops in commercial equipment. They feature stereo equipment, music systems, and all the accessories imaginable for the two-way radio enthusiast. Antennas, scanners, monitors, mikes, telescoping poles are but a few of the items Gary has to offer. Gary's C.B. Shop, Inc. also offers expert antenna installation. We suggest that you rely on their services. We, the editors of this 1975 Review, are proud to present this reliable firm to all our readers and suggest that you call Gary's Citizen Band Shop, Inc. for your two-way radio needs.

Hi-Plains Construction Company

"E. B. Noel - Owner"

Hi-Plains Construction Co. metal building is "America's best building buy." They are non-combustible, wind resistant, provide economical storage space for crops, machinery, vehicles, bulk, box and stacked goods. It might be said to be good for anything that has to be housed. And don't forget the greater savings in insurance rates. The editors of this 1975 Review highly recommend Hi-Plains and their products to all our readers because of our knowledge of their ethical business practice, quality, products, and fine workmanship they offer. It can truly be said that

Plainview Truck Service

Clyde Stone - Owner

The Plainview Truck Service at 110 W. 24th in Plainview, phone 296-6104, has special equipment to repair and service trucks of all makes. Make an appointment to have work done here by calling them anytime during the Bi-Centennial year. A fine reputation has been established by this firm in this area. Residents have come to know the Plainview Truck Service as the place to go for quality truck service and repair. Satisfaction is guaranteed by this firm. The authors of this 1975 Consumers Message recommends this shop for top quality truck repair during the Bi-Centennial. Huge lifts used here allow

Frame Nook

Rickey Davis - Owner

Custom picture framing is expertly done in this area by the Frame Nook at 1501 W. 5th in Plainview. Phone 293-2076 for any information in this line, during the Bi-Centennial year. Choose from one of the largest selections of frame mouldings in this area. Custom and ready made frames are available here in all sizes and shapes. Mat board and glass are cut to order to complete your picture. Custom designing and finishing of frames and mats for every decor has made this firm well known and respected in this region. You'll enjoy doing business here. A courteous welcome is given to all who enter this shop. Your picture framing will be done artistically at a modest price. Satisfaction is assured. Take that Bi-Centennial print or that picture you painted last year to them today and have it framed so you'll be proud to hang it in your home. For all your picture framing needs during the Bi-Centennial year the editors of this 1975 Consumer's Message recommends the Frame Nook.

The Camera Shop

Roland Zeigler, Jr. - Owner

This firm is located at 7th and Quincy in Plainview, phone 296-2151. Here they feature everything for the professional or amateur photographer. They carry a complete stock of flash bulbs, General Photofoods, camera, enlargers, developing equipment, tripods, and books on amateur photography. Regardless of what your need might be for the Bi-Centennial events, you'll find it here. They feature famous brands such as Kodak, Nikon, Sony and Vivitar. They also do photo developing and finishing. If you want your films developed and enlarged, this is the place to have it done. They feature a fast service so there is no delay in getting your Bi-Centennial pictures when you leave your films here.

Texas Exterminating

The Texas Exterminating is located at 1208 Nassau in Plainview, phone 293-3368. Millions of dollars worth of property is destroyed annually by termites and pests; advance precautions save losses. Inspection and estimates will be cheerfully given here. A bonded guarantee will be furnished to you on completion of the job. Anytime is the logical time for the treatment of homes and buildings of all types against termites and pests during the Bi-Centennial. A very efficient service to people living in this locality is available through this firm which will provide a free property inspection. This local concern has been entrusted with some of

Tullis Real Estate Service Inc

Whether you are interested in real estate for an investment, business or a home, every deal should be fully investigated by someone with experience extensive enough to insure you that both parties receive dollar for dollar value. For the best interest of any readers contemplating selling or buying during the Bi-Centennial year, we honestly believe that the wisest preliminary step would be to consult with the Tullis Real Estate, located at 506 Ash in Plainview, phone 296-2384. This firm can be relied upon for astute judgment as to values of all types of property for miles around. Call Glen W. Tullis, 293-2973 for 24 hour service on bail bonds during the Bi-Centennial. No amount of effort is spared to give you the fastest service and the customers of this concern are delighted with the service which they receive. We the editors of this 1975 Consumer's Message are not often able to give the whole hearted recommendation to any firm we give to Tullis Real Estate.

Miller Flying Goff

In the field of technological advance, certainly aviation must be on top of the list. In it's short, but eventful history, flying is now considered an everyday way of life, during the Bi-Centennial year. Businessmen and private individuals alike now enjoy the expedience and pleasure of flying both on a business and recreational basis. In Plainview the people to see is the Miller Flying Service, Inc. at Hale Co. Airport, phone 293-1337. They are dealers for the famous Bellanca and Aero Star airplanes, known as leaders in aviation. Whether you are considering purchasing or renting an aircraft, learning to fly, or need service on your present craft, this concern is fully qualified to be of expert assistance. The editors of this 1975 Review commend the community-minded attitude that the Miller Flying Service, Inc. holds. We also wish to commend the officer, James Miller, president, Marge Mitchell and Marlin Miller vice-president.

City Plate Glass & Mirror

Steve Reed - Owner

The City Plate Glass & Mirror located at 2300 W. 5th in Plainview, phone 296-2573, offers the people of this area glass for every occasion. They feature a full line of glass for windows, store fronts, desk tops, coffee tables, pictures, mirrors, and auto glass. Regardless of what item you have that needs glass all you have to do is take the measurements and give them to them and they will cut it to your exact specifications. Take an inventory in your home today and see what furniture you have that needs a glass top, or what broken windows need replacing, during the Bi-Centennial year. Take the measurements and on your next trip to town, let them cut it to size while you wait. The City Plate Glass & Mirros carries a complete selection of auto and truck glass for most makes and models and will install it while you wait. Your complete satisfaction is guaranteed on all work and they specialize in insurance claims. If you are considering some remodeling or building, let them give you an estimate on the job. The editors of this 1975 Consumers Message recommend this concern, during the Bi-Centennial year.

Doc Cross Carpets

Doc Cross - Owner

Does your home or office have tired floor covering? Doc Cross Carpets located at 510 Ash in Plainview, phone 293-4454 or 293-4453, has a wonderful selection of carpeting with designs and colors that are calculated to lure you to an exciting new level in living. Trained personnel at Doc Cross Carpets can help you roll out a room full of beauty. This is one of those places where quality reigns and style is paramount. They feature distinctive quality products for the fashionable at reasonable prices with budget terms. Doc Cross Carpets has become known as the "ONE

R.C. Hodges Electric, Inc

"R. C. and Jerry Hodges - Owners"

The R. C. Hodges Electric, Incorporated located on I-27 South in Plainview, phone 293-3619 specializes in gin, elevator, house wiring, commercial wiring contracts and lighting fixtures, and they have the equipment and experience to complete any job. No job is too small and no job is too large for this well known firm. They also feature installation and service on irrigation. At this firm are lighting and power specialists that will know exactly how to contend with your wiring problems, during the Bi-Centennial year. They have proved their ability during the time they have served this entire community. No electrical contractor in this section has met with more success than this outstanding firm of contractors. Their policy has been fair

The Place Around the Corner

The Place Around the Corner located at 3200-B Olton Road (next door to Baskin-Robbins) in Plainview, phone 293-3313, is one of the leading ladies shops in this area. Visit them on your next trip to town, during the Bi-Centennial year. They feature sportswear for Juniors and young adults for every occasion and activity with FREE alterations. Place Around the Corner also does FREE gift wrapping. They offer a wide selection of clothing for the

Goff Roofing Co. Wright Plumbing

The Goff Roofing Company located at 2102 W. 11th in Plainview, phone 293-7012 features commercial, industrial and residential roofing. Goff Roofing Company has made a most exhaustive study of this particular area and has looked over the entire field of roofing as presented by the various manufacturers. They have selected most artistic lines of roofing and will be glad to go over any property you may have in mind and aid you in the selection of a design, color and type that will be the most durable and attractive for your needs. A good roof enhances the value of property, and if you ever want to sell, you will find that an attractive, durable roof will make your home or business more desirable. Arnold Goff, owner, employs men who most thoroughly understand the work and who are careful to see that all roofing is correctly and accurately put on. They specialize in composition, gravel and built-up roofing. In this area the editors of this 1975 Review suggest you call Goff Roofing Company for all your roofing needs.

The Dixie Shop

The Dixie Shop is located at 113 West 7th Street in Plainview, phone 293-2697 where quality reigns and style is paramount in ladies wear, during the Bi-Centennial year. They feature individual and distinctive garments and accessories for the most fashionable ladies at reasonable prices. Their quality wear is the very latest in smartness and the styles will distinguish the wearer as a well dressed woman.

Corcorran's Men's Wear

This is a fine firm of clothiers located at 609 Broadway in Plainview, phone 293-1675. They are headquarters for stylish, up-to-date clothes for men. They carry a complete line of styles for businessmen or persons who prefer smartly styled garments. The best that can be had can be obtained at Corcorran's at reasonable prices. You will find every style to be the latest. Here the stock is complete and the size range is wide to assure a perfect fit. Sizes include the "Very King" and XXX large. Next to style and value, there is nothing of a greater importance to the discriminating buyer than variety. Their stock of hats, ties, shirts, handkerchiefs, underclothing and pajamas is varied enough to suit any man's taste. Here you will find just the right accessories to complete a most distinctive appearance. Men who are interested in stylish, serviceable clothing should make Corcorran's their style headquarters. We, the editors wish to commend and recommend Corcorran's Men's Wear to all our readers in this 1975 Review who are desirous of distinctive appearance and confident service.

Wright Plumbing

In the estimate of many people in this area who have had Wright Plumbing located at 204 SE 8th in Plainview phone 293-2049 handle any of their residential and commercial plumbing there is not a better qualified contractor anywhere. You can be assured that the job will be completed by competent men with the best of materials and in the shortest time possible. Unlike so many other plumbing companies, Wright Plumbing is noted for their reliability, fair prices, and general business like policies. They use only the latest equipment and tools, combined with the most up to date practices of the day. Attention Contractors, call Ron Wright, Owner, for the best bid on your plumbing needs. Without hesitation, we, the editors of this 1975 Review take this time to make public our commendation of Wright Plumbing.

Corcorran's Men's Wear

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June Reed - Owner

discriminating, and make a specialty of catering to the lady who desires to be fashionably attired during the Bi-Centennial year. Regardless of her age, figure, or fashion personality, this is the place to find just what will please milady. Come in where the merchandise is newer and the selection greater. People of every walk of life have found that clothes from this shop are made of the best materials, and priced to fit your budget. Here you will find nationally advertised brands, helpful and friendly sales personnel — all of these things contribute to make shopping here a real pleasure. This 1975 Review, and its copyists, make particular mention of this well-liked ladies shop. Remember to stop in at The Place Around The Corner, during the Bi-Centennial year.

FLOYD DATA

FLOYD DATA

Mr. and Mrs. Donnie Fortenberry of Amarillo visited here over the weekend with her family, the Gene Arwines.

Mr. and Mrs. Neal Schirato of Dallas were in Floydada over the weekend visiting her mother, Mrs. Helen Patterson.

The Floyd Philosopher Comes Out In Defense Of Parents With Children Too Stern With Them



Editor's note: The Floyd Philosopher on his Johnson grass farm switches from the international scene to parenthood this week, we guess.

Dear editor:
You hear a lot these days about permissiveness, about how parents are letting their children do as they please with some unhappy results, but you don't hear anything about the lack of permissiveness by children toward their parents.

I mean, while it's true that a lot of children, under the philosophy of letting them flower without hindrance, of leaning over backwards to avoid suppressing their personalities or damaging their free spirits, have turned into rather strange teen-agers, nobody seems to be studying the effect children have on parents.

While the children are demanding freedom for themselves, have they ever stopped to ask if they're being too stern, too firm, too dictatorial with their parents? In many households the child's demands, not his needs, come first. Life is ordered around his

whims.

Why, I understand there are some parents who can't decide whether they're going out for the evening until they check with their children, and it's this lack of the children's permissiveness that's spoiling the parents, with untold psychological damage probably resulting.

I'll tell you, if kids don't relax, loosen up, get a little more lenient with grown-ups, they're going to take all the fun out of parenthood.

Why hasn't a parent got the right to be just as peculiar as his child? It's sort of like professional football players, after striking against the owners, being shocked and outraged at the owners' striking against them.

Actually, I don't know which is the better system for bringing up a child, being stern or being lenient, but I suspect the goal of most parents is about the same - to try to see that our kids don't do what we did when we were kids.

Yours faithfully,
J.A.

Whirlwind Band Wins Fourth

Floydada Whirlwind Band placed 4th in Class AA at the traditional parade of bands in Lubbock Monday morning for the annual Panhandle South Plains Fair.

Abernathy Band was first in Class AA, with Cooper second and Littlefield third.

MORE SOUTH PLAINS NEWS

Reverend Mike Oden resigned from the South Plains Baptist Church two weeks ago and Sunday night, September 21, he preached his final sermon from the pulpit on the 23rd Psalm. Visitors present Sunday night were Mr. and Mrs. Bill Gilbreath and Travis and Margie Young of Floydada. Reverend and Mrs. Oden have been at the South Plains Baptist Church for two years, and they are moving to Plainview for the present time. The South Plains Church will find an interim pastor to fill the pulpit.

FLOYD DATA

Mr. and Mrs. J. A. Arwine, accompanied by Mr. and Mrs. Fred Langham of Amarillo, leave tomorrow for a vacation tour of the Eastern States.

FLOYD DATA

Mr. and Mrs. J. A. Arwine were in Muleshoe over the weekend to help her mother, Mrs. Lula Kistler, celebrate her 96th birthday. Joining the three for lunch at the Corral in Muleshoe Sunday

FLOYD DATA

were Mrs. Arwine's son, Mr. and Mrs. Warlick Thomas and family of Amarillo and her sister, Mrs. Beulah Hobbs of Farwell. The family also enjoyed attending the monthly meeting of the Muleshoe Old Settlers during which time Mrs. Kistler was recognized as

FLOYD DATA

Members of the South Plains Hobby Club met for their first meeting of the fall Wednesday, September 10, at the home of Mrs. E. J. Kinslow, with Roll Call, My Favorite Joke, and Mrs. Kendall Cummings gave the Thought for the Day. Mrs. Mamie Wood presided over the meeting, as Mrs. Bessie Myers of Tula tendered her resignation, since she has moved away. Mrs. Wood will continue as president the rest of this year. Mrs. J. P. Taylor brought a rope horse for her demonstration, and this was to be made in Christmas colors and decorations. Mrs. Kinslow demonstrated the making of a kitten, covering it with colored squares. The next meeting will be at the home of Mrs. Leighton Teeple, with a salad luncheon, and the group plans to make rope horses. Please bring your favorite salad for the luncheon will begin at 12 p.m. on October 8th.

Mrs. Kinslow served delightful refreshments of Four-Layer Delight Dessert, coffee and tea, and those present were Mmes. Kendall Cummings, Harold Hamm, Murray Julian, Grigsby Milton, Jr., Arby Mulder, Frank McClure, Alvin Nichols, J. P. Taylor, L. T. Wood, Leighton Teeple, E. E. Wells, and hostess Mrs. E. J. Kinslow.

Mr. and Mrs. Murray Julian spent the week-end of September 12-14 at Perryton with their son, Mr. and Mrs. Bruce Julian and Clay. They attended church services at the First Baptist Church, and Janet and Clay returned here to spend the past week with them and with the Kendis Julians, Mrs. Jerry Moore of Plainview, and the Edell Moores of Floydada. They spent Tuesday in Lubbock, and returned home Friday evening to Perryton. Bruce had spent the week near Gunnison on a fishing trip.



CARE CENTER BIRTHDAY HONOREES... for the month of Mrs. Florence Badgett, Mrs. Carrie Cumbie, Mrs. Docia Manning (Staff Photo)

HOME PARTY

to have a party month.

to have a party month.

to have a party month.

to have a party month.

to have a party month.

to have a party month.

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Buddy's Food

BUDDY WIDENER, OWNER-FORREST SHANNON, MGR.

IN FLOYDADA, 220 SOUTH SECOND

STORE HOURS- SUNDAYS 9 TO 7
MONDAY THROUGH SATURDAY 8 TO 8



DOUBLE STAMPS

THESE VALUES GOOD SEPTEMBER 25 THROUGH SATURDAY, SEPTEMBER 27

WE RESERVE THE RIGHT TO LIMIT QUANTITIES



USDA BONELESS STEW MEAT \$1.19 LB



USDA ARM ROAST 98¢ LB

32 OZ. BOTTLES 6 PAK DR PEPPER 7up or COKES \$1.59



\$1.99 VALUE PLUS DEPOSIT

USDA CHUCK STEAK 98¢ LB

100% PURE GROUND BEEF 89¢ LB

BACON \$1.59

1/2 GALLON SLIM & TRIM 89¢

18 OZ. JIF PEANUT BUTTER 87¢

10 OZ. HEINZ 73¢ VALUE WORCESTERSHIRE SAUCE 3/\$1.00

9 OZ. DEL MONTE TUNA 2/\$1.29

10 OZ. SUNSHINE 49¢ VALUE SHREDDED WHEAT 3/\$1.00

18 OZ. KRAFT 89¢ VALUE BAR-B-Q SAUCE 2/99¢

65 OZ. KING SIZE \$2.69 VALUE BREEZE \$2.09

TONYS ASSORTED PIZZA \$1.19

32 OZ. LIQUID \$1.39 VALUE WISK 99¢

COLORADO PEACHES 3 LBS \$1.00



RED OR YELLOW

WATERMELON \$1.69 EA

RED DELICIOUS APPLES 3 \$1.00
SUNKIST ORANGES 4 LBS \$1.00

42 OZ. JEWEL \$1.89 VALUE SHORTENING \$1.29

200 COUNT NOTEBOOK PAPER \$1.19 VALUE 79¢

16 OZ. DOUBLE LUCK CUT 34¢ VALUE GREEN BEANS 4/\$1.00

CLIP & SAVE 84 OZ. KING TIDE \$1.79 WITH COUPON

GOOD ONLY AT BUDDY'S 2 LB. BAMA PEACH PRESERVES 89¢ WITH COUPON

CLIP & SAVE 64 OZ. LIQUID ERA \$2.19 WITH COUPON

CLIP & SAVE 50 extra S&H Green Stamps STAMPS WITH PURCHASE OF 2 LOAVES OF SOFT N LITE BREAD

KEEBLER Zesta 45¢ WITH COUPON

16 oz. saltine crackers 59¢ WITHOUT COUPON

BUDDY'S Coupon subject to sales tax as required by state law

POWDER
RIVER
LITTLE SQUEEZE CHUTES \$545.00
CALF TABLES \$285.00
PRODUCERS
OPERATIVE ELEVATORS
FLOYDADA

South Plains News

By Mrs. Murray Julian

A cold, wet week-end was in store for our South Plains residents, and rain fell steadily during church time Sunday morning. Most of our area had one inch rain and with 43 degrees this Monday morning, September 22, it is indeed cool. Some of our area, including the South eastern part, received almost three inches of rain during the week before, and with the cold spell then, many farmers with cotton are disturbed over the outlook, as fields turn brown, and leaves fall. Several farmers were sowing wheat over Friday and Saturday. There is good moisture in the ground for fall sowing.

Mr. and Mrs. Jeff Messer of Fieldton, and her mother, Mrs. Jean McClure of Plainview, had supper and spent the night here Tuesday with Mrs. McClure's parents, Mr. and Mrs. Frank McClure.

Mrs. Bruce Julian and Clay of Perryton, Mrs. Jerry Moore of Plainview and Mr. and Mrs. M. M. Julian were guests Monday night in the home of Mr. and Mrs. Kendis Julian and children for a Mexican supper. Afternoon visitors with them were Mrs. B. F. Harper of McAllen and Mrs. Frank Jackson of Lubbock.

Mr. and Mrs. Fletcher Powell went to Anna, Texas, near Dallas, a week ago Friday, to spend the week-end and came back Monday, after visiting Fletcher's father, W. S. Powell, who is very ill.

Mr. and Mrs. Glen Whitfill of Sweetwater and her parents, Mr. and Mrs. Alvin Nichols from here went to Tulia Sunday, September 14th, to attend the Silver Wedding Anniversary of Mr. and Mrs. Melvin Jennings, with the reception help in Tulia at the Gold Room of the First State Bank.

Mr. and Mrs. Jack Smitherman went to Hereford a week ago Wednesday and accompanied their daughter and husband, Mr. and Mrs. M. L. Simpson to Denver where they visited over the week-end with Jack's sister, Mr. and Mrs. Cox, who moved to Denver from Edmonston, Alberta, Canada. They came back to Hereford, and then returned home Tuesday.

Lee Pearson of Truth or Consequences, New Mexico, spent Monday night here with Mr. and Mrs. Jack Smitherman. Mrs. Pearson did not accompany him here, as first reported.

Mrs. Tillman Powell (Doris) was able to come home from the Crosbyton Hospital last Wednesday after undergoing surgery there the week before. She is recuperating at her home, and after going back Saturday to Crosbyton, her doctor found her to be doing fine. Donna Powell is home at this time, and on November 4, she will be entering the Armed Services in the Air Force.

Mrs. S. D. Kinnibrugh went to Plainview Wednesday a week ago to be with her sister, Mrs. Ray Dillard, who had minor surgery on one of her eyes, done in Plainview. She is doing well at this time.

Miss Dee Julian of Roscoe, granddaughter of the Murray Julians, had Grand Champion pig in the West Texas Fair held at Abilene last week. She also won a first place, and Dickie with his pigs carried home several ribbons from the fair.

Mrs. J. P. Taylor from our community received several blue ribbons on her canned goods in the Floyd County Fair held last week. She won sweepstakes in that category.

Glen Whitfill underwent major surgery last Wednesday in West Texas Medical Center in Abilene and this week-end his wife's parents, Mr. and Mrs. Alvin Nichols went to Sweetwater to see about him, and to visit Alvin's brother, Mark Nichols, who is home from major surgery and doing fine. They had over two inches of rain in Sweetwater during the week-end.

Mr. and Mrs. Teddy Horne and Melissa spent the past week in Truscott with relatives, and report much rain down that way also. Teddy is recuperating from major surgery recently and is back at work and doing fine.

Mr. and Mrs. Nathan Mulder, Cindy, Penny,

enjoyed the midway and all its excitement.

Mr. and Mrs. Hewitt Simmons and Mr. and Mrs. Ray Dillard were guests last week-end in the home of Mr. and Mrs. Sylvan Kinnibrugh. The Simmons are from Truscott, and the Dillards from Lockney. Mrs. John Kinnibrugh's father who has been in the rest home in Knox City is in very bad health, and the family has been at his bedside. Mrs.

Kinnibrugh teaches remedial reading in all grades this winter down here.

Mrs. B. F. Harper and daughter, Mrs. Frank Jackson of Lubbock, were visitors Monday evening here with Mrs. Harpers brother and family, the Murray Julians. She had been in Lubbock and Billy Graham Crusade and left for her home in McAllen this past Tuesday.

Mrs. Mamie Wood spent

nearly two weeks at the Literacy Mission Workshop which was held from September 8th to September 19th, on different nights at the Seth Ward Baptist Church in Plainview, and went on from 7-10 each evening. Mrs. Wood went to Matador at the First Baptist Church Tuesday, September 16, where she spent the day, and was a part of the program for the day.

Remember October 2nd is

the date for the Baptist Meeting at the Encampment south of Floydada where the new missionaries, Mr. and Mrs. Gerald W. Pinkston of Plainview (formerly from Indonesia), will be introduced. Bring a salad for the evening meal, and have your pastor and wife present for the evening. This is the annual Womens Missionary Union Night.

Mrs. Mickey McDonald of Amarillo came Wednesday

morning to have dinner and visit with Mr. and Mrs. Arby Mulder, who are her cousins. Thursday, Mr. and Mrs. Mulder went to Canyon where they spent a happy day with their daughter, Mr. and Mrs. Jerry Taylor and children, who reside at Route 4 near Canyon, where they have recently moved.

South Plains P.T.A. members are selling delicious Del Cerra Pecans this fall for the P.T.A. fund, and they are

\$2.50 a pound halves. The pecans, and if for fall holidays, get the P.T.A. pecans from Nathan Mulder, Ronald Kitcher, FLOYD

Mr. and Mrs. Williams left morning for to Hawaii. They return home



Prices good thru September 20, 1975. We reserve the right to limit quantities. None sold to dealers.

STORE HOURS DAILY 8 A.M. - 10 P.M. SUNDAYS 9 A.M. - 9 P.M.

SWEET COLORADO

Bartlett Pears 6 LBS / \$1.00

Kiddies Love 'Em Jonathan Apples 3 LBS / \$1.00

Bell Peppers 29¢ Lb.

Morton Dinners 49¢ EXCEPT FISH AND HAM 11-oz. PKG.

Orange Juice 5 / \$1.00 6-oz. Can

Italian Prune Plums Lb. 49¢

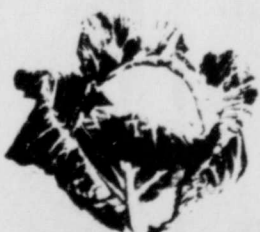
Tokay Grapes Lb. 59¢

Sunkist Lemons Lb. 59¢

Cello Carrots 25¢ 1-Lb. Cello

Baker Potatoes Lb. 29¢

Celery Hearts EA. 79¢



Solid Head

Firm Cabbage 12¢ Lb.

"Sunshine Sale"

Sunshine Crackers Lb. Box 49¢

Hi-Ho 16-oz. Box 75¢

Cheez-Its 10-oz. Box 65¢

Hydrox Cookies 15-oz. Pkg. 79¢

Chip-A-Roos 14-oz. Pkg. 89¢



Powder Detergent

Tide Detergent 99¢ 49 oz. Box

Pork & Beans 4 \$1 15-oz. Cans

Pancake Mix 59¢ 2-Lb. Box

Peanut Butter 79¢ 18-oz. Jar

Paper Towels 2 89¢ 145-Ct. Rolls

Welch's Jelly 69¢ 10-oz. Jar

Parkay Oleo 59¢ 16-oz. PKG.

Orange Drink Mix \$1.19 18-oz. Jar

Fanning Pickles 49¢ 14-oz. Jar

Potato Chips 69¢ 8-oz. PKG.

A&W Root Beer \$1.29 Reg. or Sugar Free. 16-oz. Bottles

Cake Mix 69¢ 18 1/2-oz. Box

Pam 99¢ 9-oz. Can

Shortening \$1.69 3-Lb. Can

Marshmallow Pies 73¢ 14-oz. PKG.

Wagner Drinks 45¢ 32-oz. Btl.

Cremora \$1.65 16-oz. Jar

Entamil Formula 57¢ 13-oz. Can



Chef Pride

Pinto Beans 59¢ 2-Lb. Pkg.



Piggly Wiggly

All Purpose Flour 69¢ 5-Lb. Bag

Chunk Tuna 39¢ 6 1/2-oz. Can

Pancake Syrup 89¢ 32-oz. Btl.

Wolf Chili 59¢ 15-oz. Can

Green Beans 3 / 89¢ 16 OZ CAN

Instant Tea \$1.49 3-oz. Jar

Heinz Ketchup 93¢ Qt. Btl.

Fruit Cocktail 49¢ 17-oz. Can

Golden Corn 38¢ 16-oz. Can

Whole Tomatoes 37¢ 16-oz. Can

Royal Gelatin 23¢ 3-oz. PKG.

Dog Food \$4.29 25-Lb. Bag

Picante Sauce 89¢ 16-oz. Jar

Fabric Softener 59¢ 64-oz. Btl.

Detergent 79¢ 35-oz. Box

Lawn Bags \$1.05 10-Ct. PKG.

Macaroni Dinners 4 / \$1.00 7-oz. PKG.

Tomato Soup 5 / \$1.00 10 1/2-oz. Can

Miracle Whip 69¢ 16-oz. Jar



LARGE Piggly Wiggly Grade "A"

Eggs 65¢ Doz.



Blade Cut, Superb

Chuck Roast 89¢ Lb.

Fresh Ground Beef LB

Rib Steak LB

Short Ribs LB

Round Steak LB

Rump Roast LB

Arm Swiss Steak LB

Round Steak LB

Sirloin Tip Steak LB

Pikes Peak Roast LB

Boneless Rib Steak LB

Chuck Roast LB

Boneless Brisket LB

Sirloin Steak LB

Shoulder Roast LB



Superb Valu-Trim

Chuck Steak \$1.00 Lb.