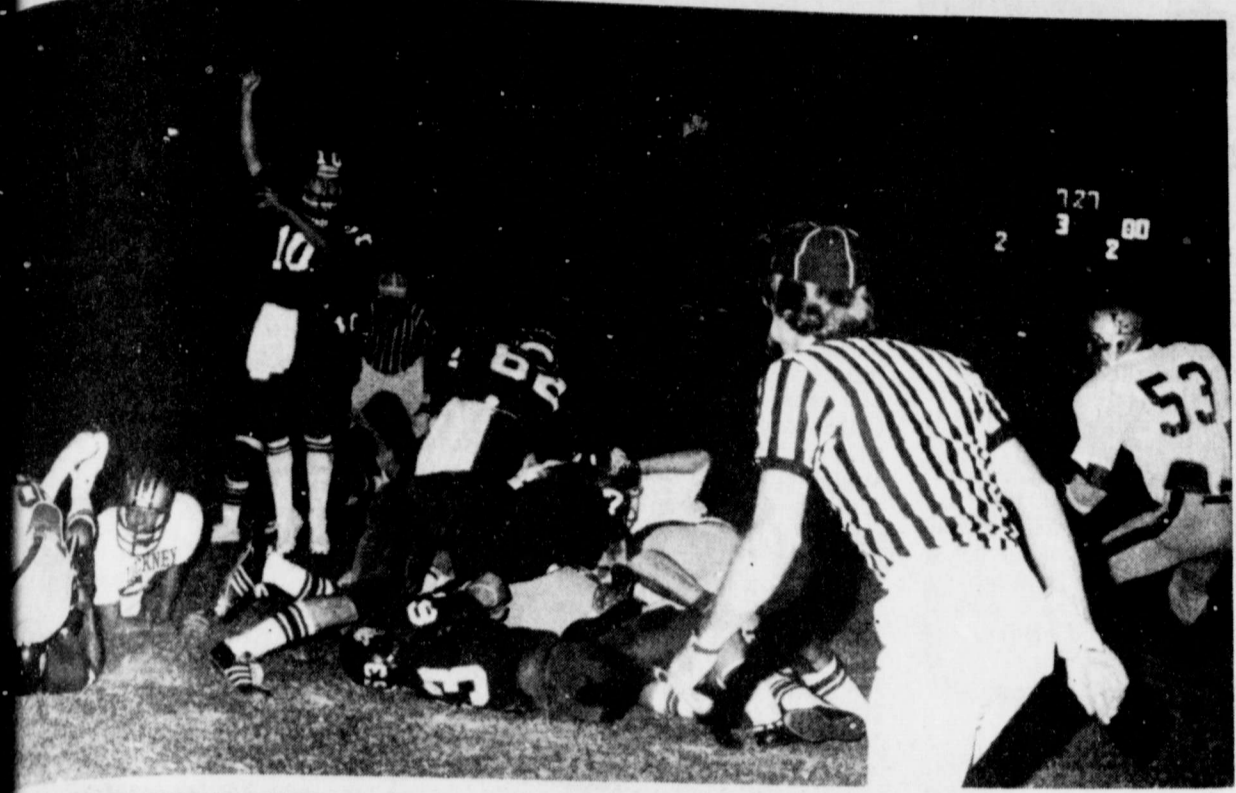


Winds Ease Past Lockney, 23-19



SCORES! BUT WHERE IS HE?...Don't worry, ref, he's under two other players with only his helmet exposed. The score gave Floydada a 10-0 lead in the first half. Other players in photo:ickers (10), Jim Potts, (62) and Jon Jones (63). (Photo by Bill Kincaid)

...here have learned over there's not a place in the go to on Friday nights are excitement than the country clash between yadada and Lockney during each season.

Rock Chat

TO WIN is one of the mysteries of this year's winds. This was mosty came from behind to Littlefield and Lockney. Determination is what it is, and one of the worthy elements of our "Hang in there fellows!"

...you just haven't until you hear the play the "Wabash I got to hear their "Old Timer" twice pep rally and halftime... put the swing into it.

THE FOOTBALL FANS to win a football game. The pie right in the Lockney pep rally...

...how many times we King Crosby's White thoroughly enjoyed it was a great musical miss him, but enjoy as to music and show biz me. I'm glad he got to Understand he had just when the massive hit him.

...HILL holds the key to this area. The coal burning electrical employ some 200 people County where there is under the sandhills is a

Floydada has an abundance water, but should like the coal burner imagine we would have to the Mackenzie lake pipeline is going to be.

...there's good fishing and good insurance for needs.

...GASOLINE gets on up to President Carter could "I told you so." He is being battle against big hold prices in line. Carter says the oil company plenty of money to and I believe he's right. is unfair for U.S. Oil get less money than the receives.

...feature smaller mileage over 40 miles per about it, gasoline will increase in price, so the model should be in big

...there is the philosophy who told a local auto dealer, go anywhere except to, but I still want to car."

...suppose if she doesn't drive than that a week, she's not paying much gas anyway. enough money to buy an you should have enough high priced gas," is the others. Pretty good selection of Floydada auto dealer and many more coming want to look them over.

It was really that close, and Floydada could feel that escaping with victory after meeting defeat straight in the eye for a whole quarter was very indicative of the final score, 23-19.

The win left the Winds with a 5-2 season ledger, and a perfect 1-0 district mark. Lockney is now 3-4 and 0-1. Floydada and Idalou, winners over Tulia by an easy 34-7 count, share the 4-AA lead, each with 1-0 league records.

The most interesting thing about the contest, other than the lead changing hands twice at critical points, was the fact that the Whirlwinds quickly learned that the Longhorns had a little more to offer than Danny Clark.

Oh, Clark didn't have a bad night at all! The big senior rushed for 180 yards, all but 10 of Lockney's entire total, and scored on touchdown runs of 77 and 1 yards.

But just when Floydada had the Horns' explosion of firepower contained, it was quarterback Billy Sessom that stepped in and made things happen for Lockney.

The second half of the ball game was a classic. The visitors were forced to battle back from an early 17-0 deficit and a 17-12 halftime deficit, but did so with incredible ease and execution.

And not four minutes into the third stanza, the Horns found themselves in lead for the first time, 19-17.

This change came about after Lockney took the opening second half kickoff and marched 71 yards in five plays, the longest a 27-yard scamper by (guess who?) Clark.

Then, on one of the most unusual plays of the season, Sessom went back to throw, fired, and ball ricocheted off Whirlwind defensive back Jimmy Jackson into the waiting arms of Junior Galvan, who went in to score from 25 yards.

Joe Rodriguez booted the conversion to make it 19-17.

The remainder of the third period could easily be described as a defensive struggle, or even more so, a punt struggle!

Floydada kept the Longhorns deep in their own territory for most of the quarter, and for the rest of the contest, Lockney never threatened inside the Whirlwind 40-yard stripe.

Following three exchanges of punts, the hosts' offense got untracked and the Winds marched down to the

Lockney 44 on a 10-yard pass from Todd Vickers to Kary Helms.

But on the ensuing three offensive downs, the Horns defense stiffened and Larry Jones had to punt from 48.

On the next series, Lockney exemplified what you might call "the Christmas spirit" by handing the ball back to Floydada with less than three minutes to play.

Rusty Cagle pounced on Joe Rodriguez' fumble on the Longhorn 25-yard line.

From there, Vickers sprinted 10 yards for a first, Cagle galloped another five to the 15, and Larry Jones carried it over on a beautifully executed pulling guard sweep left, for the winning points.

The try for a two-point conversion fell incomplete. There were two minutes and 15 seconds to play, not enough time for Clark to get around the Winds' quick defensive front, or for Sessom's passing attack to get his team anywhere.

A few of the big names that halted the Horns and prevented tricky plays such as halfback option passes from being a threat included linebacker Greg Jones, who recorded somewhere in the neighborhood of 18 unassisted tackles, defensive end Bryan Fortenberry, defensive back Cagle, cornerback Larry Jones, and halfback Jimmy Jackson.

The contest ended with Floydada just sitting on top of the ball with possession.

FIRST HALF
The only scoring either team could master in the initial period was a 23-yard field goal by Junior Cuevas with 6:19 to play. It gave Floydada an early 3-0 advantage.

In the second period, fullback Joe Covington punched across from a yard away with 7:25 to go in the half, to highlight a 5-play, 35-yard drive. Lockney added to the cause by being penalized 30 costly yards toward the Whirlwind goal.

Cuevas added the point after, and the Whirlwinds led 10-0 at this point. Floydada increased its lead more with under six minutes to play, as Larry Jones got loose again, this time on an impressive 33-yard romp for a TD. Cuevas again tacked on the extras.

STATISTICS

FLOYDADA	LOCKNEY
17	7
192	190
65	25
4-7-0	1-4-0
257	215
6-36.6	6-36.3
2	1
3-25	3-45
L. Jones	D. Clark
23 carries; 90 yds.	36 carries; 180 yds.

SCORE BY QUARTERS

Team	1st	2nd	3rd	4th	Total
Floydada	10	7	0	6	23
Lockney	0	12	7	0	19



DR. ROY COLLINS, evangelist from Dalhart is revival speaker at the First Baptist Church through Sunday, October 23. Singer is Lynn Garrett of Seminole. Services are at 12 noon and 7:30 p. m. Noon meal will be served at 12:30 each weekday to all who attend.

Young Farmers To Elect Officers

Floydada Young Farmers will meet Tuesday, October 18 at 8 p.m. at high school Ag Department. Purpose of meeting is to elect officers for the coming year. All members are urged to be present.

Community Action to sponsor vocational classes in Floydada. T.S.T.I. enrollment at 7:00 P.M. Oct. 20 in the Floydada High School Typing Room. A minimum of 12 students is necessary for the classes to start. Typing, shorthand, and bookkeeping will be offered. New students and students that did not finish their work from last year will be enrolled. For more information call Kathy Green 983-3134.

making it 17-0, a seemingly commanding lead at that point. Nothing to worry about, right? We got Clark and the rest of Lockney's offense contained and we got 17 points, so the ball game's as good as won, right?

Perhaps these were some of the comments going around the sidelines and the stands on the Whirlwind side of the field following Jones' touchdown run.

But the Horns had a few ideas of

their own. Clark, in particular had ideas. On the first play from scrimmage on the ensuing series, he raced 77 yards, almost untouched on a quick opener for a quick six points.

The next Lockney TD was set up by a fumble by Cagle on his own 15, where Jeff Terrell recovered for Lockney.

Four plays later, Clark burst over from two steps away to cut the advantage to 17-12, the score when both clubs head for the locker room at halftime.

HALFTIME
The Floydada High School marching band helped to celebrate the opening of district action and the season's most celebrated game with the playing of a favorite country hit, "Wabash Cannonball."

This was followed by the playing of the Whirlwind fight song flanked by the whirlers, in the formation of the traditional "Whirlwind."

The band exited the field to the playing of "Brandy."

Floyd County Hesperian

15¢ Per Copy

12 Pages In One Section

VOLUME 81 FLOYDADA, FLOYD COUNTY, TEXAS 79235 Sunday, October 16, 1977 Number 82

Commissioners Go With Ranchers, Reinstate Trapper, Cancel Cannery

County Commissioners had a long session of business Monday at their regular meeting making decisions on how Federal Revenue money should be spent, listening to complaints voiced by women concerning the closing of the Floydada Cannery and from farmers and ranchers on not having a trapper to stop the increased population of coyotes and rodents.

A request was voiced by Kathy Green of Multi Purpose Center in Floydada to see if assistance could be acquired from the county for the upkeep of Forest Lawn Cemetery which is on county land. Commissioners promised to continue a study of the situation and let Mrs. Green know their decision.

As to the \$105,073.00 revenue money, Bob Jarrett made the motion, seconded by Grigsby Milton that Federal Revenue Sharing money for 1977-78 be allocated as follows: \$52,750 for jail fund; \$1,000 to the Floyd County Museum; \$1,000 to Floyd County Day Care Center; \$3,200 to Mental Health and Mental Retardation; and \$47,550 to various county precincts. The Revenue sharing budget is set for adoption at 10 a.m. on November 14.

Concerning the jail, Judge J.K. Holmes said the architect has not submitted plans and specifications as yet.

The group of women meeting with the commissioners voiced their concern of not having a cannery in Floydada. Recently commissioners voted to close the Floydada Cannery due to increased costs, stating they felt one cannery in the county would be sufficient. The other is located at Lockney, which is operating more consistently, one commissioner said.

One woman said by closing the

Floydada Cannery it was hurting the people who are not eligible for food stamps and who have to can vegetables and fruits given them by farmers, especially those who do not have home canners. One woman said it was a hardship for those who do not have a car or cannot drive to get to the Lockney Cannery, while another stated that Lockney people were having to come to the Floydada Cannery because of the overflow of people using the Lockney Cannery, continuing that the county needed both canneries in operation. One spokesman said residents in Briscoe, Motley and Crosby Counties were using the cannery in Floydada and Floyd County was footing the bill.

A session at 3 p.m. had before the commissioners, ranchers and farmers who are being plagued by coyotes and rodents since the cancellation of the trapper's contract in September.

One rancher who had been to Austin recently concerning the problem had a breakdown of the cost to the county of eliminating coyotes...by helicopter or trapper...or both...how many were killed last year in a 17 county area by a trapper...and the increase in coyote population already noted without a trapper.

One spokesman said without a trapper and since the ban of steel traps they are already behind some 200 coyotes killed in past years. "When you see one coyote you don't think much about it, but when you see a pack, then you know you are in trouble," said one rancher. One said "I lost 12 calves to coyotes and if we don't get our trapper back we will suffer more losses."

Concerning the closing of Floydada Cannery, one said, "There goes an industry out of Floydada." Other

questions put to the commissioners were "What will you profit by closing? What will you save and where will this \$3,000 go to now that operates the cannery?"

One commissioner answered that due to inflation the county had to come up with some tax money and by closing Floydada's Cannery and combining the two, \$3,000 could be saved. New equipment was being needed at the Floydada Cannery...thus by closing...it would eliminate buying more equipment...and as one commissioner said, "Lockney Cannery does more and that's the reason the Floydada plant was closed, it wasn't paying for itself."

The women feel that the Lockney Cannery cannot accommodate the entire county during canning season and went away from the meeting dissatisfied because of no action taken, however Judge Holmes told them they would give the subject some thought.

After a discussion in closed session by commissioners Grigsby Milton made the motion that court rescind the motion passed September 12, 1977, which cancelled the trapper's contract...and asked that court keep the trapper another year. The motion was seconded by Jack Lackey and carried three to two with Aaron Carthel and Bob Jarrett abstaining.

Walter Boehm is trapper and the cost of to the county is \$450 per month. Other business included a motion by Jarrett that court adopt the Taxed Employer method of unemployment compensation as opposed to the reimbursing method. Carthel seconded the motion which carried unanimously. Jarrett also made the motion, seconded by Carthel, that Floyd County pay prorata part of the \$400 for a radio unit for the Criminal Investigator's car. The motion carried unanimously.

Ferguson Manager Floyd County Tire

Robert Ferguson is new manager of the Floyd County Tire Company, 315 East Houston which was recently purchased from LeRoy Crutchfield.

The business has been completely remodeled inside and out and several new lines of tires added. Ferguson is a Floydada High School graduate and received the Associate Science degree from Clarendon College. He lives on Route 1. Ferguson reports that Seiberling, B.

F. Goodrich, Falls, Cooper, Sonic and Saxon tires will be offered plus complete field service. A selection of tires for tractor, truck, pickup, car, and trailer will be displayed.

The business will be open from 8 to 6, Monday through Friday, and until noon on Saturdays. Brenda Morris is bookkeeper and Frank Jasso is service man. Ferguson invites everyone to come in and let him help them with their tire needs.



Robert Ferguson

Farmers Union Annual Meeting

Ron Butler, assistant to the Texas Farmers Union president, will be the main speaker at the Floyd County Farmers Union annual meeting Thursday (October 20) in Floydada. The meeting is scheduled to start at 7:30 p.m. in the Massie Activity Center.

Also present will be Walt Jones, Blue Cross-Blue Shield manager for Farmers Union in Texas. County board members and officers will be elected. There will be a chicken

dinner, and a drawing for door prizes. Current officers are Vernie Moore, president; Bob Ross, vice president; Audrey McCormick, secretary-treasurer; Wayne Poteet, reporter. Other members of the board are Eddie Smith, Ray Ford, Dwight Teeple, Aldine Williams, Watson Jones, Wayne Collins and Louis Pyle.

The public is welcome to attend. Farmers Union members will receive personal invitations to the meeting.

Vocational Classes

Community Action to sponsor vocational classes in Floydada. T.S.T.I. enrollment at 7:00 P.M. Oct. 20 in the Floydada High School Typing Room. A minimum of 12 students is necessary for the classes to start. Typing, shorthand, and bookkeeping will be offered. New students and students that did not finish their work from last year will be enrolled. For more information call Kathy Green 983-3134.

Give Your Mother-in-law A Cake

To help celebrate the first Mother-in-Law Day, the 1956 Jr. Study Club will sponsor a Bake Sale Wednesday, October 19th, 10:00 a.m. - 6:00 p.m. at Buddy's and Piggly Wiggly grocery stores. So treat your Mother-in-Law (or yourself) to a delicious cake or other dessert.

Il Penseroso Has Physical Fitness Program

Il Penseroso Study Club members met Thursday night for a program on physical fitness in the Farm Bureau Insurance office in Lockney.

Exercises were led by Betonia Belt, who told the group that a regular program of exercising would help a woman to be more physically and even mentally fit.

The club members and one guest, Kyla Warren of Floydada, came to the meeting in attire comfortable for exercising. A book on aerobics was given by Gayle Jackson for best exercise costume.

Hostess for the meeting

was Sherry Race. Lisa Mosley was co-hostess and provided the low-calorie apple dessert.

During the business session conducted by club president Cheryl Bradley, the members voted to "adopt" a cottage at Girlstown in Borger. The club plans to send sever kitchen appliances and homemade candy at Christmastime.

The club members voted to again sponsor the Christmas greeting page in the Lockney Beacon. Persons wishing to have their names included should contact an Il Penseroso member. Minimum charge is \$3. Proceeds will be used for graduating

senior scholarships. Plans were discussed for an upcoming farm sale at which the club will serve a plate lunch and other foods.

Present for the meeting were those mentioned and Anita Bigham, Jan Duvall, Brenda Elam, Karen Evans, Susal Flippin, Lynda Gant, Elaine Hardy, Jessie Johnson, Sharon Kinard, Kay Martin, Cindy Turbeville, Barbara Coffman, Trenea Aston and Debbie Stennett.

FLOYDDATA

Mrs. Eula Clark and daughter, Mrs. Leemen Norman Jr., have returned from Jacksboro, Tex., where they attended the Jackson and Barnett reunion. While in that area they also visited an only aunt, Mrs. Lillie Belote in a rest home at Irving.

To keep meringue from slipping and "leaking," spread it on the pie while the filling is still warm, says Marilyn Haggard, foods and nutrition specialist, the Texas Agricultural Extension Service, The Texas A&M University System.

El Progreso Club Meets

The El Progreso Study Club met in the home of Katherine Rucker, Wednesday, October 12, 1977.

Refreshments were served as guests arrived from a lovely decorated table.

A short business meeting was called to order by president Jaunita Jenkins. Roll call was answered by giving interesting facts concerning various states. Polly Gilbert's name was submitted as a new member.

Jackie Holt was introduced by the hostess. She gave a very interesting program on "Hands Can Be Creative." She had many little gifts which would make gifts for any season of the year. Some of these included hand towels, kitchen towels, burlap pictures, teak baskets, home canned foods which were decorated, natu paper and envelopes made of wrapping paper, pieced table runners. Last, she showed a collection of Christmas stockings which had been made by her mother, Lucille Frizzel. Included in this showing were small gift tags

Society

Country Morning Sponsoring Woman Of The Year Event

Country Morning in Floydada is sponsoring a Needle Art Woman of the Year event with the winners of each division and overall winner being announced Saturday, November 19th.

The event is for women who have purchased items to make from Country Morning. It may consist of knitting, crochet, crewel, needlepoint or other items. Bring all entries to Country Morning not later than Monday, November 14th. Each will be judged and winners announced the next Saturday, November 19th.

There will be several divisions and a winner announced in each, and from these an overall winner named who will be Woman of the Year. That person will receive a \$25 gift certificate plus a name engraved plaque.

Wesley Ann Circle Meets

The Wesley Ann Circle of First United Methodist Church met Monday, Oct. 10, 1977 at 7:30 p.m. in the church parlor with Mrs. Margaret Springer and Mrs. Kathleen Stewart as co-hostesses.

Mrs. Billie Jordan, chairperson, presided over the business session.

A most interesting and continuing program of **Women of the Bible** was presented by Mrs. Opal Ashton and Mrs. Lula Green.

The following members attended: Mmes. Opal Ashton, Elda Bryant, Marjorie Fowler, Lula Green, Billie Jordan, Bennie Liebfried, Lorina McKinney, Ella Reue, Ann Smith, Helen Solomon, Margaret Springer, and Kathleen Stewart.

Let window shopping pay off for you, says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

Dorcas Class Meets With Mrs. Durham

Dorcas Sunday School Class of the First Baptist Church in Floydada met Tuesday afternoon with Mrs. E.I. Durham for their regular monthly business and social meeting. Mrs. Elmer Warren and Mrs. Mary Wilson assisted with hostess duties.

Class officers for the year were announced. They are as follows: Mrs. Clarence Goins, president; Mrs. H.O. Cline, vice-president; Mrs. Elmer Warren, secretary; Mrs. Ola Warren, assistant secretary; Mrs. Bob Garrett, teacher; Mrs. Mabel Epperson, assistant teacher; Mrs. C.M. Meredith, outreach leader; Mrs. Odell Stout, Mrs. Valree Turner, Mrs.

J.B. Whitehead and Mrs. Epperson, program leaders; Mrs. Carl Wilson, Mrs. E.I. Durham, Mrs. A.C. Baine, Mrs. Mrs. Cline, group leader; W.U. Riggie, Mrs. Henry Willis and Mrs. Leonard Smith, sunshine committee reporter.

Mrs. Wilson read the poem "Don't Deprive Me of the Joy of Sharing" to open the program. Mrs. Epperson read "Prayer Don't Fail" followed with an interesting story given by Mrs. Garrett. Mrs. Lona Sparks read a poem composed by Mrs. E.P. Nelson, former Floydada resident, who makes her home in Bivins Home in Amarillo.

A season of prayer closed the meeting.

Refreshments were served to those previously mentioned and also to Mrs. Mamie Bradshaw, Mrs. Christene Smith and a guest, Mrs. Floyd Bradley.

Floydada Chapter Represented At Beta Sigma Phi Convention

Vickie Allen, Lynn Daniel, and Ilene Kendrick of Alpha Mu Delta Chapter of Floydada; and Barbara Koch of the Alpha Rho Omega Chapter of Crosbyton, attended the Beta Sigma Phi Area Convention at Pampa, October 8 and 9. They were among 300 other members of this area attending.

After checking in at headquarters of the convention, they registered and received a tote bag containing assorted items which were compliments of the Pampa businesses, and a keepsake charm saying "Hee Haw 77"

During some free time they attended an arts and craft show in the nearby coliseum.

Saturday night they were guests for "Poke Salad" which was a beautiful assortment of salads served buffet style. The Pampa chapters then hosted a "Hee Haw." There were lots of laughs as they did a good interpretation of all the "Hee Haw gang."

Door prizes were given and Vickie Allen won a toothpaste tube roller; and Barbara Koch won an assortment of captowels and hot

pads. Sunday morning there was a Continental breakfast followed by a skit presented by Nu Phi Mu Chapter of Pampa. It was very well presented and showed everyone how their own problems shouldn't be the rest of the chapters.

After some free time to look at scrapbooks and year books, all were guests to a southern luncheon, which of course, southern fried chicken was served.

Guest speaker at the luncheon was Jean Dolezal, area director from the International Offices in Kansas City, Missouri. She welcomed everyone and gave a brief meaning of the colors of Beta Sigma Phi. She welcomed any correspondence from chapters, with an assurance that she will extend herself in any way she can to help chapters with questions or problems.

Entertainment for the luncheon was a family from Memphis, Texas, singing country western songs.

There was an example of what's in store for next year as the Vernon Chapters put their bid in with new lyrics to "Happy Days." The area convention will be held in Vernon, next October.

The Closing Ritual was recited and all members present joined hands for the Mezzah.

LIBERALIZED DIVORCE is easing alimony, reports Debby Johnson, family life education specialist with the Texas Agricultural Extension Service, The Texas A&M University System. More and more states are going to short-term alimony, where support is gradually decreased and eventually terminated, the specialist says.

The cost of bedding is going up, says Glenda Moore, housing and home furnishings specialist, the Texas Agricultural Extension Service, The Texas A&M University System. "Expect to see a two to five per cent rise in bedding prices before winter," the specialist says.

Today's fashions proclaim a lifestyle, says Becky Culp, clothing specialist with the Texas Agricultural Extension Service, The Texas A&M University System. Clothes tell how their wearer chooses to live and cope with life, says the specialist.

Country Morning Needle Art



WOMEN OF THE YEAR AWARD...

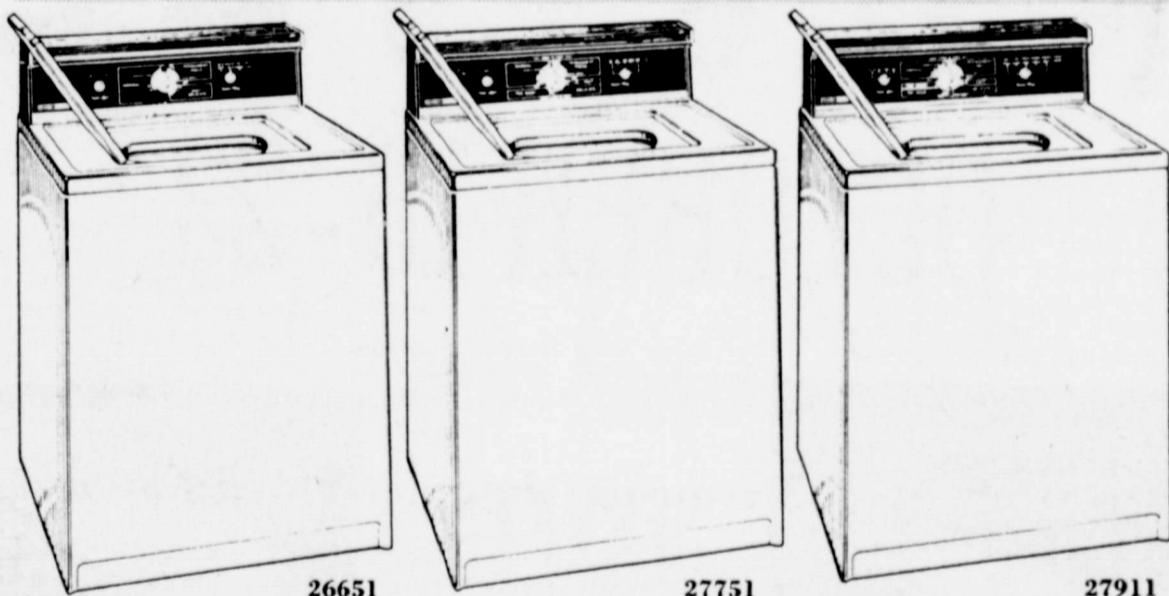
If you have purchased needlecraft materials from us... You are eligible to enter our Needleart Craft Show November 14th - 19th Ribbons Will Be Given In Each Division A \$25.00 Gift Certificate & Plaque Will Be Awarded To The Over All Winner.

Country Morning

126 West California Street
FLOYDADA, TEXAS 79235

Lynn Daniel

Sears Great savings on Kenmore laundry appliances



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Our lowest priced 3-cycle washer

\$239⁹⁵ \$274.95

Cycles include permanent press and knit/delicate. 2 water levels. 3 water temperature combinations. 2-speed.

SALE ENDS DECEMBER 31, 1977

\$40 OFF
5 cycle washer with 3 water levels

\$259⁹⁵ \$299.95

Cycles also include delicate and pre-wash. With 5 water temperature combinations. Self-cleaning filter.

SALE ENDS OCTOBER 25, 1977

\$50 OFF
Washer with Dual Action™ agitator

\$289⁹⁵ \$339.95

Large capacity. 6 cycles. 4 water levels. 5 water temp. combinations. Self-cleaning filter. Off balance switch.

SALE ENDS OCTOBER 25, 1977



66751

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Fabric Master dryer

Was \$212.95 **\$187⁹⁵**

Fabric Master dries to pre-set level, no guesswork. Electric.

SALE ENDS DECEMBER 31, 1977

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SIX INCH CIRCUMFERENCE WALNUTS MINUS HULLS...grown on the trees of Dr. and Mrs. Tommy McIntosh. This is the first year the trees have produced an abundance of the walnuts. (Staff Photo)

Men and Women VOLLEYBALL TOURNAMENT

November 10-11-12
Estacado Junior High
Plainview

Entry fee \$15 per team
Call Randy Tenery
293-5181, Ext. 222 or 293-5879



The really special thing about Connie shoes though, is what happens when I wear 'em!

Brown's
DEPARTMENT STORE

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Lockney, Texas

Senior Citizens Meet Wednesday

Senior Citizens will meet Wednesday, October 19, at the Lighthouse Club...

Floydada Senior Citizens will meet Wednesday, October 19, at the Lighthouse Club...

Charles... This meeting is an important one as we are planning on the new building...

The 1976-77 meeting of the Jockey Club was held on October 11, 1977...

Refreshments were served by Mrs. Betty and Mrs. Kay...

Members were given an educational program by Jerry Neeley...

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Simpson Assistant Extension In Hill County

Miss Simpson is a May graduate of Texas Tech with a B.S. degree with a major in Home Economics Education...

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CINDY SIMPSON

Miss Anderson Receives Degree

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Caprock Baptists Hold Meeting

Messengers from 23 Baptist churches in the Caprock Baptist Association convened in Matador Thursday for the 17th annual meeting of the association.

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Reporters and Projections included WMU report by Mrs. O. G. Mayfield, Floydada; Sunday School, Rev. Bobby Rine, pastor, FBC, Crosbyton; Vacation Bible School, Rev. Fred Blake, pastor, FBC, South Plains; Mission, Rev. Norris Taylor, pastor FBC, Spur; Evangelism, Rev. Bradley; Stewardship, Rev. Frank Robertson, pastor FBC, Quitaque; Church Development, Rev. Crowder; Library, Mrs. A. C. Pratt, Library President, Floydada; Treasurer's report, J. W. McClure, Crosbyton; Budget report, Rev. Taylor.

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Announcing Mother-in-Law's Day. Send her the FTD Forget-Me-Not Bouquet. Or Roses, Blooming Plant, Green Plant Or Select A Special Gift For This Very Special Lady On Her Special Day.

Center News By Mrs. J.E. Green

Oct. 10-We have had cold mornings, but this p.m. was hot. Mr. and Mrs. Claude Carpenter and daughter, Claudine Conway visited Mr. and Mrs. Marion Carpenter Friday.

Mr. and Mrs. Ben Kollmer and baby of San Antonio were luncheon guests Saturday of Mrs. Fred Battey. In the afternoon they were joined by other relatives.

Some Classified ADS play on games, says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service.

Special To Women's Editor. Some Classified ADS play on games, says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service.

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NOW OPEN. Specializing In Men's Cuts and Wigs. Open Monday - Saturday. Late Appointments Encouraged! Styling For Men Saturdays. 983-3649. 4 miles south on Rall's Highway then 4 miles west on Highway 37 then 1/2 mile south on Highway 3111 of Floydada. Audrey's Hair Styles. Audrey Thomas - Owner.

What's the world saying about today's Night Watchers Program? I don't even feel like I'm dieting! Like I'm following... I don't cook differently for my family. Never dull, I can stay on a diet wherever I go. Fantastic! FANTASTIC! ...DELICIOUS!... FILLING!... ENJOYABLE!... Losing weight never tasted so good. WEIGHT WATCHERS The Authority. 203 West Kentucky, Y.,... 6:30 p.m.

The heat pump. Here's how heat pump pumps. It Heats. It Cools. SPS SOUTHWESTERN PUBLIC SERVICE. OUR GENERATION IS FOR YOU! 909.3. Mac's Backhoe Service Call Harvey McJimmis Silverton, Texas.

OBITUARY. G.W. (Pete) Switzer. Services for G.W. "Pete" Switzer, 58, were held Saturday morning, October 15 at 10:30 a.m. in the First Baptist Church in Floydada. Dr. Floyd C. Bradley, pastor, officiated. Switzer died in Caprock Hospital about 11 a.m. October 13th after a brief illness. A native of Mansfield, he was born to Lewis and Mary Bell Switzer on February 14, 1919. They moved to Floyd County in 1926 and he married Josephine Waller in Floydada on June 3, 1938. Switzer was a member of the First Baptist Church and Masonic Lodge, and had been a salesman and driver for Mrs. Baird's Bakeries for several years. Survivors include his wife, two sons, Don and Glen of Amarillo; a daughter, Mrs. Robert (Peggy) Copelin of Gainesville, Fla.; three brothers, Earl of Floydada, J.W. "Bill" of Ralls and M.R. "Dock" of Amarillo; four sisters, Mrs. Pearl Reddy of Floydada, Mrs. Oma Patterson, Ralls, Mrs. Wanda Chamblis of Wichita Falls, and Mrs. Thelma Blackwell of Amarillo; and four grandchildren. Interment was in Floydada Cemetery under the direction of Moore-Rose Funeral Home. Pallbearers were Orval Newberry, W.H. Bunch, Parnell Powell, Leon Ferguson, Ralph Rucker and W.J. Day Jr.

Welcome To REVIVAL OCTOBER 16-23. SERVICES 12:00 Noon & 7:30 p.m. NURSERY OPEN EACH SERVICE. Dr. Roy Collins EVANGELIST. Lynn Garrett SINGER. Great Bible Preaching. Thrilling Gospel Music. A Warm Christian Welcome To All. FIRST BAPTIST CHURCH 400 Blk So Main Floydada, Texas.

Super October Special

MARGARINE QUARTERS
PARKAY
39¢
 1 LB. BOX

U.S.D.A. CHOICE BEEF **SIRLOIN STEAK** LB. \$1.39
 U.S.D.A. CHOICE BEEF **ROUND STEAK** LB. \$1.39
 HORMEL BLACK LABEL **BACON** LB. \$1.39
 U.S.D.A. CHOICE BEEF BONELESS ROUND **STEAK** LB. \$1.39

U.S.D.A. CHOICE BEEF
SIRLOIN STEAK LB. \$1.39

U.S.D.A. CHOICE BEEF
ROUND STEAK LB. \$1.39

GEBHARDT'S PLAIN
CHILI
 19 OZ. CAN **69¢**

U.S.D.A. CHOICE BEEF TENDERIZED **CUTLETS** LB. \$1.69
 U.S.D.A. CHOICE BEEF BONELESS **ROAST** LB. \$1.29
 SIRLOIN TIP ROAST OR U.S.D.A. CHOICE **STEAK** BEEF BONELESS LB. \$1.59
 SLICED YOUNG BEEF **LIVER** LB. 59¢

SHENSON'S CORNED BEEF **BRISKET**
 GOOCH'S GERMAN **SAUSAGE**
 RAMIREZ CORN **TORTILLAS**
 HORMEL LITTLE SIZZLER **SAUSAGE**

HEALTH & BEAUTY AID SAVINGS

FOR COLD RELIEF TAKE
CONTACT CAPSULES 20 CT. PKG. **\$1.79**

VICTOR REG. OR CHERRY STICKS
COUGH DROPS PKG. **19¢**

VASELINE INTENSIVE CARE **LOTION** 15 OZ. BTL. **\$1.49**

VASELINE - REG. OR MINERAL INTENSIVE CARE **BATH BEADS** 15 OZ. BOX **\$1.29**

BLUE SEAL PETROLEUM JELLY **VASELINE** 7 1/2 OZ. JAR **79¢**

JOHNSON'S **BABY BATH** 4 OZ. BTL. **79¢**

REGULAR OR UNSCENTED **SURE ROLL-ON** 1.5 OZ. BTL. **99¢**

HEINZ TOMATO **KETCHUP**
 32 OZ. BTL. **89¢**

HEINZ STATE FAIR SPECIAL

HEINZ - 15 1/2 OZ. WITH BEANS OR 15 OZ. PLAIN **CHILI FIXINS'** YOUR CHOICE **59¢**
 HEINZ HAMBURGER SLICED **DILL PICKLES** 32 OZ. JAR **89¢**

DISPOSABLE **Gloss'n Toss**
 12 CT. CTN. **\$1.19**

DAIRY DELIGHTS
 COUNTRY STYLE OR BUTTERMILK **PILLSBURY 3 BISCUITS** 8 OZ. CANS **39¢**

LONGHORN HALFMOON **KRAFT CHEESE** 10 OZ. PKG. **99¢**

DEL MONTE EARLY GARDEN BLENDED PEAS OR WHOLE KERNEL & CREAM STYLE GOLDEN **CORN** 303 CANS **\$1.39**

BETTY CROCKER **LAYER CAKE MIXES**
 18 1/2 OZ. BOX **49¢**

32 oz. 6 BTL. CTN. **COKE**
 PLUS DEPOSIT **\$1.59**

DELSEY BATHROOM **TISSUE**
 4 ROLL PKG. **73¢**

RUSSET ALL PURPOSE **POTATOES** 20 LB. BAG **\$1.39**

CALIFORNIA SUNKIST OR NEW CROP RED DELICIOUS **ORANGES** OR **APPLES** 4 MIX OR MATCH LBS. **\$1.00**

GREAT FOR SALAD - CHERRY **TOMATOES** BASKET **49¢**
 ROYAL PURPLE **EGG PLANT** LB. **35¢**
 ITALIAN GREEN **SQUASH** LB. **39¢**
 ROASTED - NEW CROP **PEANUTS** 2 LB. BAG **\$1.29**
 CENTRAL AMERICAN **BANANAS** LB. **23¢**

Shurfresh Grade A Medium **EGGS**

WIN \$200
 in U.S. SAVINGS BONDS
 enter the COLGATE SAVE-ENERGY SWEEPSTAKES

DISH DETERGENT - 13 1/2 OZ. OFF LABEL **AJAX LIQUID** 22 OZ. BTL.

4 OZ. OFF LABEL **AJAX 2 CLEANSER** 14 OZ. CANS

FROZEN FOODS
 ASSORTED **JENO'S PIZZAS** 13 OZ. BOX

MORTON FAMILY PAK GLAZED **DONUTS**
 BRIGHT & EARLY IMITATION ORANGE **JUICE**
 ORE-IDA CRINKLE CUT FRIED **POTATOES**

DETERGENT **PUNCH** 8 1/2 OZ. BOX

SUNSHINE CRISPY **CRACKERS** 16 OZ. BOX

TOTAL GROCERY SAVERS

KELLOGG'S **RICE KRISPIES** 13 OZ. BOX **85¢**
 JOHNSON'S FURNITURE WAX **LEMON FAVOR** 12 OZ. CAN **99¢**
 SCHILLING **BLACK PEPPER** 4 OZ. CAN **89¢**
 PAPER **BOUNTY TOWELS** JUMBO ROLL **59¢**
 MAXWELL HOUSE **INSTANT COFFEE** 10 OZ. JAR **\$5.19**
 FACIAL TISSUE **NICE N SOFT** 150 CT. PKG. **39¢**
 TRAPPEY'S JALAPENO **PINTO BEANS** 2 1/2 OZ. CAN **49¢**
 13 OZ. OFF LABEL **SHOUT** 20 OZ. CAN **\$1.29**
 NABISCO CHOCOLATE CHIP COOKIES **CHIPS AHOY!** 14 1/2 OZ. PKG. **79¢**

UNBEATABLE BONUS BONUS
 WIN: 1,000 Extra Stamps

PAGES

THRIFTWAY

PRICES EFFECTIVE OCTOBER 16, 1977



POWELL FFA SWEETHEART OFFICERS... (l to r) bottom row, Lori Young, secretary; Mitzi; Irene Martinez, historian; Top row, Dianne Enriquez, reporter, Shannon Bell, vice-president. (Staff Photo)

Powell FFA Sweetheart

Money raised in the voting will be used for jackets and jewelry for the Sweetheart, and Plogirl, and for the officers trips to the National and State FFA Convention.

Winds Pound Tulia

fourth shutout in six games, as the Winds rolled to an easy 21-0 victory over Tulia, in a game played Thursday evening at Wester Field. The win, which was dominated by Floydada on both ends of the field, boosted their season mark to one of 5 wins and just one defeat.



RUSTY CAGLE SWEEPS LEFT...and tries to evade Lockney's Aaron Wilson (86), who appears ready to come in for the tackle, in third quarter action Friday. (Photo by Bill Kincaid)

TSTA Dinner Meeting Here Monday Night

Mrs. Virginia Alred Stacey of San Antonio, a teacher in the Lackland Independent School District, and president elect of the Texas State Teachers Assoc. will be in Floydada Monday night to members of the Floydada TSTA dinner meeting. The event begins at 7 p.m. in Andrews Elementary School cafeteria. Mrs. Charles Tyer, Floydada TSTA president, will preside over the meeting.

hour professional administrators program there in 1975. She holds professional supervisor and administrator, as well as elementary and secondary teacher certification in Texas.

She has also held a number of other offices in TSTA at



MRS. VIRGINIA STACEY

Community Meeting In Della Plains School

General Community Meeting to be held in Della Plains School October 20, 1977 at 7:30 p.m. The meeting will be very important. We are to elect one person to represent Floydada on the Governing Board of Directors for the Caprock Community Actions 5 County Area. We will also be deciding on the use of the prize money which our Community Appearance Project won. This project was selected for our fine work on the Forest Lawn Cemetery.

Appreciation Coffee Tuesday Morning

Mark your calendar for Tuesday, October 18th., and join others at the annual appreciation coffee from 9:30 until 11 a.m. at the First National Bank community room. The event is sponsored by the Women's Division of the Floydada Chamber of Commerce.

Fish Lose 4-AA Opener

Coach Mike Cocanougher's freshman Whirlwinds dropped their opening district battle of the season Tuesday night, to a very well-balanced Tulia Hornet ball club, by the score of 16-0.

The contest left Floydada with a season ledger of two wins, three losses, and a 4-AA mark of 0-1.

ed by the Women's Division of the Floydada Chamber of Commerce.

An invitation is extended to all men and women to attend during your coffee break.

Tulia scored twice in the game, once in the first half of play, and then again in the early moments of the fourth period on a 6-yard scoring outburst from the right end.

The visitors also tacked on both PATs.

Next Tuesday, the fish will journey to Abernathy for their second district matchup, and game time will be 5 P.M.

local and district levels. She has been in her present teaching position for the past 12 years, and has also taught in Hawaii and in the Department of Defense School in Europe, as well as in the United States. Mrs. Stacey is a member of Air Force Officers Wives Clubs in the U.S. and Europe, Kappa Delta Pi, Delta Kappa Gamma honorary societies, Order of Eastern Star, American Association of University Women, American Business Women's Assoc., Daughters of the American Revolutions, Daughters of the Republic of Texas, and United Daughters of the Confederacy, and the Texas and National Science Teachers Associations. She is an honorary Texas Ranger and in 1975 was named one of the "Ten Outstanding Women of San Antonio."

Floydada Women's Division of Chamber of Commerce invites Ladies & Gentleman to their Appreciation Coffee Tuesday Morning October 18 9:30 til 11 o'clock First National Bank Community Room

How Is Your Hearing? Do You Hear but Don't Understand? Come In or Phone For a Test! "IT'S WORTH HEARING"

Consultation Come by or Call --

Arwine Drug
Calif. Floydada
Monday, October 17

CALL 983-2856 RICHARD R. DAVILA

172-2951

NOW.....IT'S

BEAT TULIA

FLOYDADA SCHOOL LUNCH MENU

MONDAY Pizza with cheese Buttered Whole Corn Seasoned spinach Dill pickle spears Gingerbread with apple-sauce 1/2 pint milk	TUESDAY Chicken pot pie Early June peas Glazed carrots Pineapple cake Celery stuffed with peanut butter Hot rolls 1/2 pint milk	WEDNESDAY Weiners stuffed with cheese Seasoned Pinto beans Autumn salad with dressing Chocolate pudding with Vanilla Wafer Hot corn bread squares 1/2 pint milk	THURSDAY Charburgers on home made buns Tomato, lettuce and dill pickle Potato chips Apricot cobbler 1/2 pint milk	FRIDAY Roast beef with brown gravy Mashed potatoes Seasoned green beans Fruit Jello with strawberries Hot rolls 1/2 pint milk
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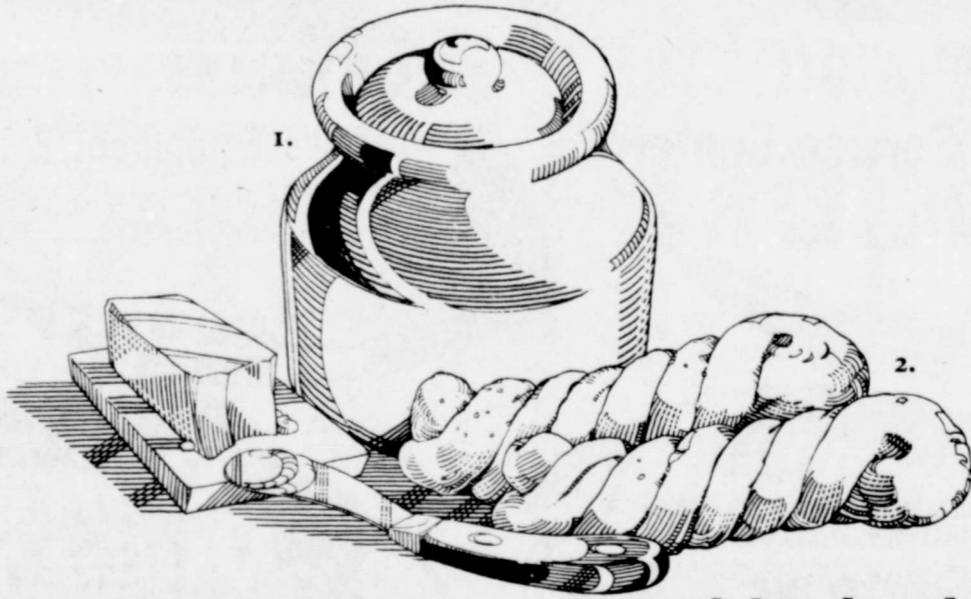
THE FLOYD COUNTY HESPERIAN
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News & Reviews

First Baptist Church Media Center
There are people who like dogs, people who are crazy about dogs and people who cannot stand dogs. This review is definitely for folks in the first two categories. If you have not met Penny, the free-spirited Bassett hound, now is the time. PENNY, by Hal Bourland, is the account of the author's acquaintance with a beautiful young Bassett hound, who arrives at his door one snowy spring evening to take possession of his heart and home. However, just as the couple gets attached to Penny, the dreaded message comes that she already has an owner and a happy home. It seems that she already has a wanderlust that cannot be stilled. The moment her owner feels possessive and secure she disappears, until one day she is seen no more. The author and his wife comfort one another with each creating a fantasy about Penny's destiny. This would be a good book to read aloud with your children. It speaks to every heart that has been captured by the affection of a special pet.

ESPECIALLY DOGS. Especially at Stillmeadow by Gladys Taber is the kind of book you'll find yourself chuckling aloud over and reading bits and pieces to others. Beginning with the first dog in her life, Gladys shares her experiences as a dog lover and breeder. Timmie, her first pet, was a gift from her father in preference over the offered diamond ring. Timmie became a town character, even making an appearance on campus as Gladys' father conducted chapel. After the Irish setter came 35 Cocker spaniels and in later years another Irish setter, Champion Stillmeadow Hollyberry Red. Each of her dogs became a family member. Since Gladys could hardly bear to put any of them out in the kennels, many of them shared the house with her and her children with a couple of cats thrown in for good measure. This is an entertaining and informative book about the world of dog shows as well as personal glimpse of a very good writer.

A 10-minute call to San Francisco doesn't take a lot of dough.



For just \$2.44 or less, you could take down these recipes by Long Distance.

We're printing these recipes to make a point: a Long Distance call lets you say so much, for so little. In a 10-minute phone call to San Francisco, between 5 p.m. and 11:00 p.m. tonight, you could take down the recipes below. And by dialing 1+, the most you pay is \$2.44, plus tax. So enjoy a pleasant visit tonight by Long Distance. Whether you call to get a couple recipes... or just to find out what's cookin'.

1. SOURDOUGH STARTER

- 1 package active dry yeast
- 2 1/2 cups warm water (105° to 115°)
- 1 cup instant nonfat dry milk
- 2 tablespoons sugar
- 4 cups all-purpose flour

a) Stir yeast, water, dry milk and sugar in 2 1/2 quart crock or non-metallic bowl until yeast is dissolved. Stir in flour gradually until a smooth batter forms. Let stand loosely covered in warm place, 3 to 5 days. Stir down batter occasionally. Store loosely covered in refrigerator.

b) Replace exact amount of starter used for each recipe by stirring equal amounts of homogenized milk and flour back into starter. (For example, replace 1 cup starter with 1/2 cup homogenized milk and 1/2 cup flour). Let stand loosely covered until it bubbles, overnight. Stir down. Each time this process is repeated, the starter becomes more active and develops a more sour flavor. Note: if stored as much as two to three weeks between usings, just pour off the watery layer on top and replace following procedure in (b).

2. SOURDOUGH BREAD STICKS

- 1 cup instant nonfat dry milk
- 1 cup warm water (105° to 115°)
- 1 cup Sourdough Starter (see Recipe No. 1)
- 2 cups all-purpose flour
- 3 tablespoons vegetable oil
- 2 teaspoons salt
- 2 teaspoons sugar
- 1/2 teaspoon baking soda
- 1/2 to 1 cup all-purpose flour
- 1/4 cup butter or margarine, melted

a) Mix dry milk, water, Sourdough Starter and 2 cups flour in non-metallic bowl; cover loosely. Let stand in warm place until mixture is coarse and bubbly, at least 8 hours.

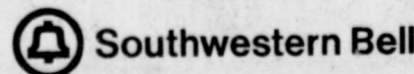
b) Mix oil, salt, sugar and baking soda into sourdough mixture. Stir in enough of the remaining flour to make dough easy to handle. Knead dough lightly on well-floured board, about 2 minutes.

c) Roll dough into rectangle, 15 x 10 inches, on well-floured board. Cut into fifteen 1-inch strips. Roll each strip into even round strand, about 14 inches long. Double strand over and twist to form bread stick. Place bread sticks on greased baking sheet; brush with melted butter. Cover with plastic wrap. Let rise in warm place until double, 1 to 1 1/2 hours.

d) Heat oven to 375°. Bake bread sticks until golden brown, 30 to 35 minutes. (Makes 15).

Recipes courtesy SPHERE Magazine

Long Distance. What else is so nice for the price?



Plan for Profit

... with **PIONEER BRAND SEEDS**

this year PIONEER® brand corn and certified Lankart and Lockett varieties from Pioneer turned in great for Pioneer dealer is celebrating! And to help you Plan for Profit in '78 right seed for your needs. See your Hi-Bred dealer today, and get in on exciting bonuses...

CAP for Yield Reports.
Farmer who makes an accurate yield on his Pioneer crop will receive a good gabardine cap. Warm ear flaps keep your ears cool.

JACKET for Early Orders.
Place your seed order now and get this permanent pressed jacket. Rich green coordinates with free cap for yield reports.

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HAVE FUN ...

WIN PRIZES FOOTBALL CONTEST

\$20 IN CASH PRIZES EACH WEEK

HESPERIAN

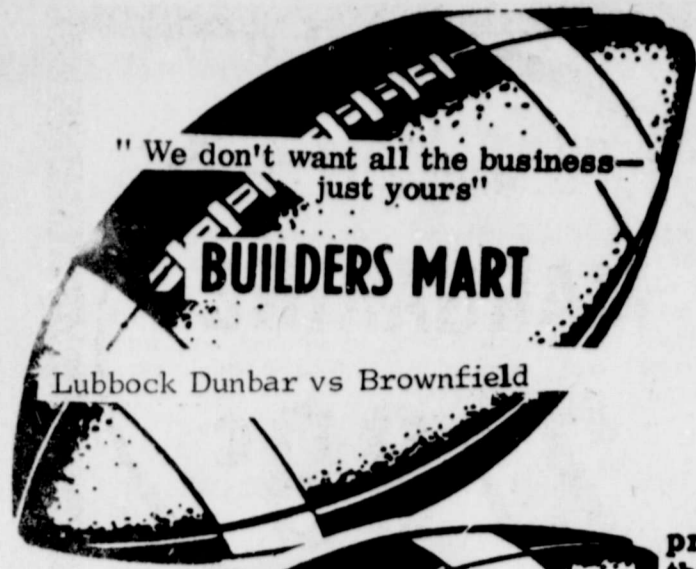
CONTEST RULES:

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

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

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

Tie-breaker game will be considered only in case of ties.
Limit One Winner Per Family Per Week.



J W Gilbreath
Floydada 21 Tulia 14



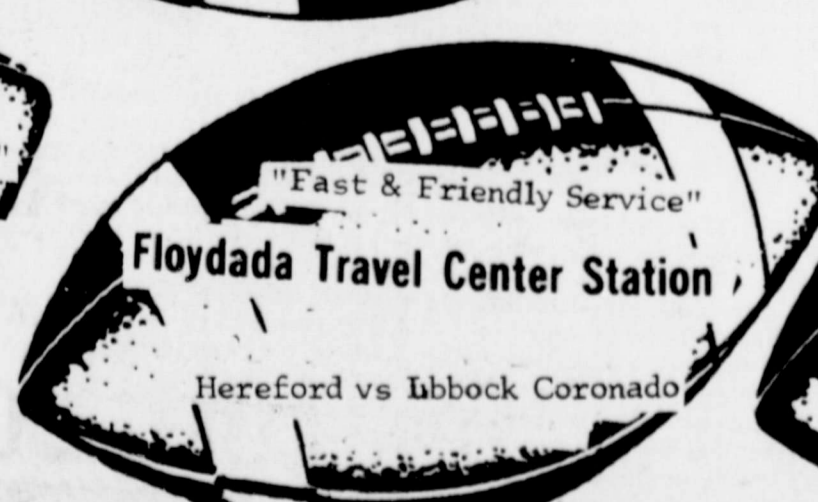
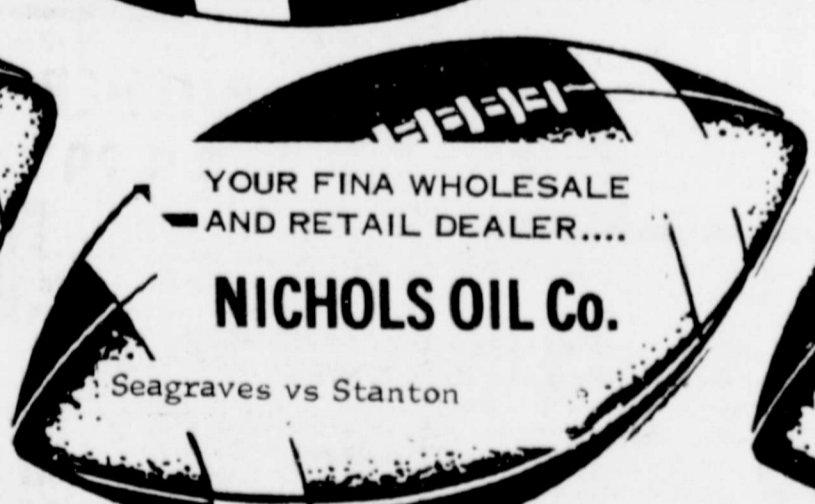
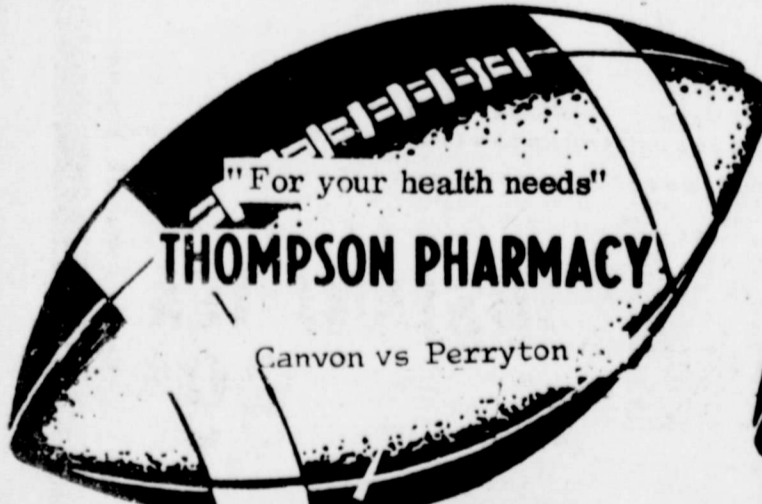
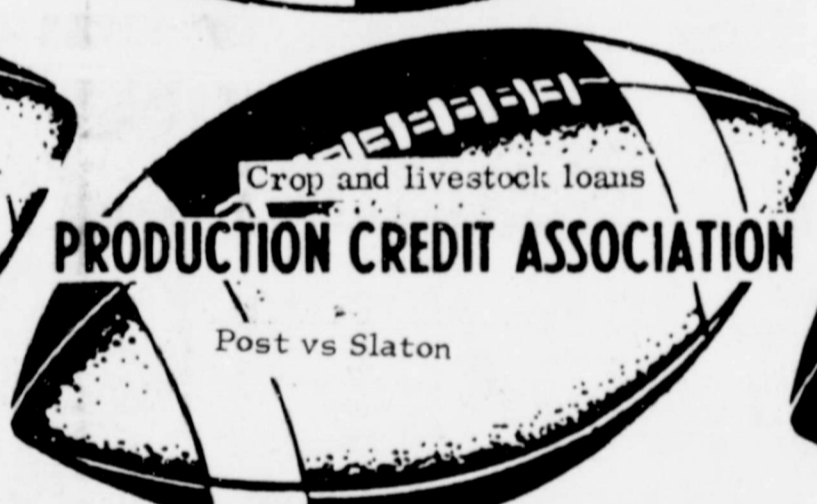
Roger Poage
Floydada 27, Tulia 12

TIE BREAKER-Guess Total Points AND CIRCLE WINNER

NAME
ADDRESS
CITY

1ST PRIZE \$10.00
2ND PRIZE \$6.00
3RD PRIZE \$4.00

DEADLINE FOR ENTRIES
IN HESPERIAN OFFICE



8 OZ WHITE SWAN
BISCUITS
9/\$1.00
 18¢ value

42 OZ WHITE SWAN
SHORTENING
99¢
 \$1.69 value

4 OZ WHITE SWAN
BLACK PEPPER
2/89¢
 63¢ value

1 LB. WHITE SWAN SOFT
MARGARINE
2/89¢
 69¢ value

VALUES GOOD SUNDAY, OCTOBER 16
 THROUGH WEDNESDAY, OCTOBER 19

BUDDY'S



WE GIVE
DOUBLE
 ON
WEDNESDAY

220 South 2nd Street 983-3149

HOURS MON-SAT 8 A.M.-8 P.M. SUNDAY
 SUNDAY 9 A.M. - 7 P.M.

WHITE SWAN
GOLDEN CORN,
SPINACH,
LUNCHEON
PEAS,
NEW
POTATOES,
BLACK EYE PEAS
4/\$1.00

12 OZ. DECKERS BACON 99¢	
12 OZ. DECKERS FRANKS 79¢	DECKERS BONELESS HAMS \$2.29 LB
USDA BONELESS ROUND STEAK \$1.59 LB	
USDA BEEF RIBS 59¢ LB	USDA BONELESS STEW MEAT \$1.29 LB
USDA TENDERIZED STEAK \$1.59 LB	BUTT OR SHANK HAM 89¢ LB
USDA ARM ROAST 99¢ LB	FAMILY PACK GROUND BEEF 59¢ LB

GALLON WHITE SWAN
FABRIC SOFTNER
69¢
 99¢ value

32 OZ. WHITE SWAN
CATSUP
77¢
 99¢ value

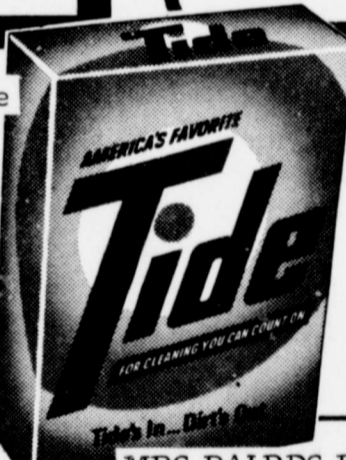
12 OZ. BOTTLE CARTON
PEPSI COLA
1.19
 plus deposit



16 OZ. WHITE SWAN 39¢ value
TOMATOES
3/\$1.00



15 OZ. WHITE SWAN 25¢ value
HOMONY
5/\$1.00



GIANT SIZE 49 oz.
TIDE
\$1.19

13 OZ. 99¢ value
PINE SOL **69¢**

30 OZ. BAG BUNTE \$1.69 value
LOLLI POPS **\$1.19**

46 OZ. TEXSUN GRAPEFRUIT
GRAPEFRUIT JUICE **49¢**
 79¢ value

MRS BAIRDS BUTTERFLY ROLL 75¢ value
PASTRY **2/\$1.19**

KEEBLER 12 OZ. TOWNHOUSE 89¢ value
CRACKERS **69¢**

1/2 GALLON CLOVERLAKE
ICE CREAM **\$1.19**

1/2 GALLON CLOVERLAKE
BUTTERMILK **69¢**

13 OZ. MILNOT 37¢ value
CAN MILK **4/\$1.00**

12 OZ. TOM SCOTT
MIXED NUTS **99¢**
 WITH COUPON
 \$1.19 without coupon
 Good at Buddys Expires 10/19/77

22 OZ. LIQUID \$1.09 value
AJAX **77¢**

RUBBER MAID STACKING 12 OZ. LAND O DIXIE DRY ROAST
PITCHER **\$1.29**
 \$1.79 value

3 OZ. WHITE SWAN
INSTANT TEA **99¢**
 WITH COUPON
 \$1.19 without coupon
 Good at Buddys Expires 10/19/77

1 LB BAG
CARROTS **4/\$1.00**

5 OZ. LEA & PERRINS SAUCE 61¢ value
2/99¢

1 LB KEEBLER 73¢ value
CRACKERS **59¢**

9 OZ. KRAFT
WRAPPLES **69¢**
 WITH COUPON
 89¢ without coupon
 Good at Buddys Expires 10-19-77

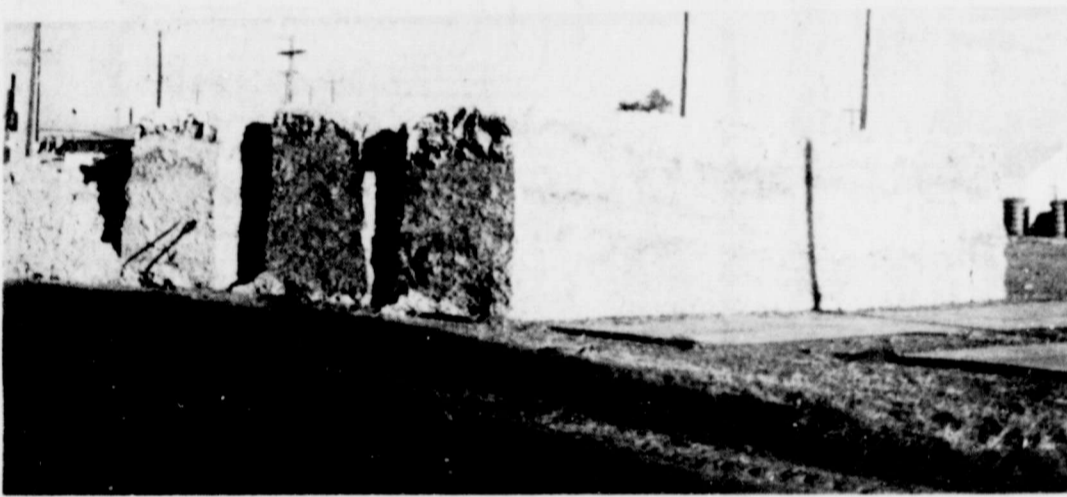
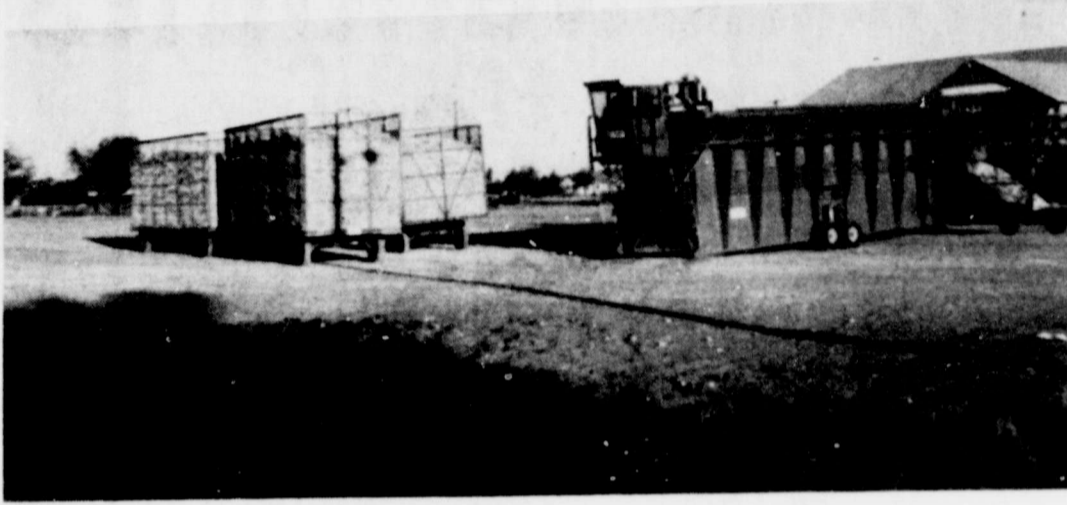
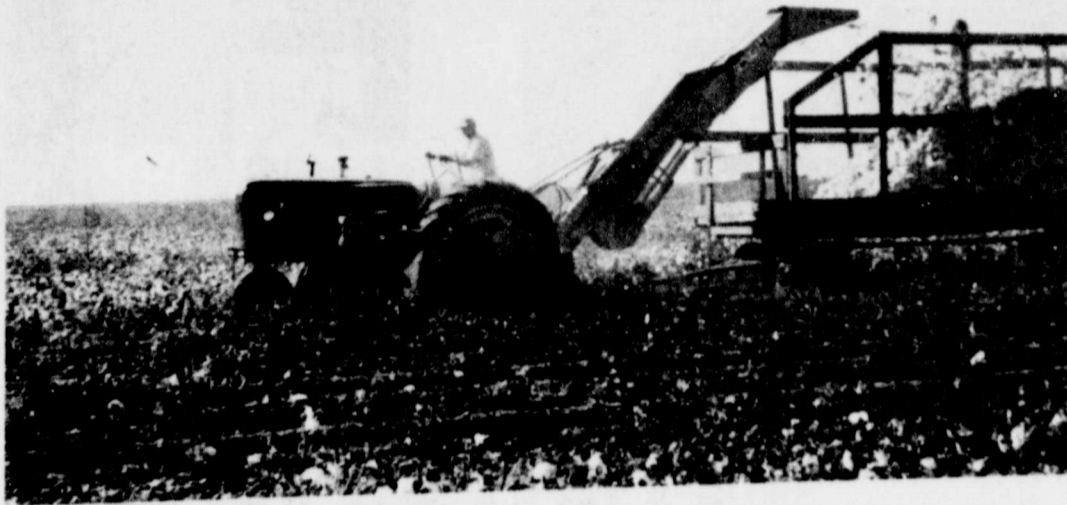
NEW CROP "IN SHELL"
PEANUTS **69¢**
 LB

10 LB BAG
POTATOES **79¢**

7 1/4 OZ. WHITE SWAN MACARONI & CHEESE 30¢ value
DINNERS **5/\$1.00**

16 OZ. WHITE SWAN \$1.09 value
COFFEE CREAMER **79¢**

FARM & RANCH NEWS



COTTON HARVEST GAINING SPEED...three phases of the harvest are pictured above...the stripping, the module machine, the compacted and blocked cotton at the gin. (Staff Photo)

It's National Cooperative Month

Have you thought about a cooperative today? October is Cooperative Month. Governors of many states issue proclamations saluting cooperatives. Local co-ops hold open house, place ads in newspapers and stage special programs. State and national cooperative groups plan receptions and other events to remind legislators and the press of the importance of cooperatives.

Over 50 million people are members of the more than 40,000 cooperatives in the United States. Some use their cooperative to obtain housing. Others belong to credit unions. Farmers sell their food and fiber products through cooperatives. Rural people obtain credit, electricity and telephone service from cooperatives. Feed, seed and fertilizer are supplied by cooperatives. And many nursery schools, pre-paid group health plans, memorial societies, grocery stores and insurance companies are cooperative.

But what is all of this to the majority of Americans who are not cooperative members? What do cooperatives—many of them located in rural areas—do for the average urban dweller whose only contact with farming is a trip to the local supermarket? Why are cooperatives good for America?

A cooperative is a business voluntarily owned and controlled by its members and operated for them on a non-profit basis. Each cooperative member has an equal voice in his organization and shares in benefits according to the amount of his patronage.

The significant difference between cooperatives and other businesses is that the cooperative owner-member is interested in product or service he receives rather

than in cash return on his investment. He usually resides in the community where the cooperative is located and is directly affected by how the cooperative operates.

Without cooperatives many of the farmers' costs of operating would be higher. These added costs would then be passed on to the consumer. The existence of strong cooperatives helps small businesses survive and succeed. In this world of economic complexity, many small farmers could not survive without such organizations.

As community-oriented institutions, cooperatives help build stronger communities and develop leadership. They often serve as the focal point in programs to preserve the environment, conserve resources and energy and achieve a more favorable trade balance through export of farm products.

Forty years ago, only 10 percent of American farms had electricity, although most cities had long enjoyed this vital service. Rural telephones were not dependable, and as many as 20 families were forced to share a line.

Credit for farmers to purchase land and supplies was non-existent or at unaffordable rates. The feed, seed and fertilizer offered to the farmer was frequently of dubious quality and carried a high price tag. People began to realize that if they pooled resources and worked together, many things that could not be accomplished alone could be done. With the help of their Government, they established credit cooperatives to finance their farm needs. Electric cooperatives helped liberate the countryside from the backbreak of farm chores. Telephone coopera-

tives helped modernize and extend rural sections. And credit unions helped people save money.

President Carter hails the accomplishment of one early electric cooperative this way: "...I think the best day of my life—the one I remember most vividly, with the possible exception of my wedding day—was the day they turned the lights on in our house back in 1936 or 1937. The bringing of rural electric program to the farms of our nation made it possible for us to stretch our hearts and minds to encompass public involvement in affairs that would not have been possible without the rural electrification program."

This, of course, is the real benefit of cooperatives. They enabled the farmer to produce more at a fair return for his labor, and also showed how, by organizing, he could improve many aspects of living. He applied lessons learned in his cooperative to improve operation of school boards, hospital authorities, state legislatures and national organizations.

The cooperative idea spread to the cities. Through credit unions, people accumulated savings and got fair-priced loans for automobiles, college tuition and household necessities. Group health plans provide medical services at affordable rates, and consumer cooperatives offer groceries, furniture, home, car and appliance repair, and many other services.

Today, 500,000 families live in 2,500 housing cooperatives. 1.2 million people are members of over 1,000 consumer goods cooperatives; some 200 group health organizations offer prepaid health care, and about

600,000 have arranged economical and dignified last rites as members of cooperative memorial societies.

About 28 percent of all food and fiber sold in the United States is marketed through farmer cooperatives. About 62 percent of the 7,600 farmer-owned cooperatives help farmer's sell their products; 36 percent supply the feed, seed and fertilizer to produce them and 2 percent offer farm-related services.

The largest cooperative in numbers of members is the Flue-Cured Tobacco Cooperative Stabilization Corporation of Raleigh, N.C., with 600,000 members. Credit Unions, however, account for more than half of all U.S. cooperative members. One out of seven people in the U.S. is a credit union member. Of 40,000 cooperatives in this country, 23,000 are credit unions, holding 16 percent of all consumer credit outstanding after excluding real estate loans, and are owned by 32 million members.

One of the largest lending institutions in the United States is the Farm Credit System, a group of banks and cooperatives which last year provided \$34.6-billion in credit for farmers and their cooperatives.

Rural electric and telephone cooperatives provide utility services to more than 26 million people located in 46 states. Today, 98.6 percent of the farms have electric service and over 90 percent boast modern telephones.

A new form of cooperative is in the legal services area. Some 3,000 organizations offer specified services of lawyers to people who pay membership fees.

Cooperatives can be formed for any worthwhile purpose. In Madison, Wis., for

Now!

What you pay to lease a Zimmatic depends on the price of corn.

Here's another first from Lindsay... the Zimmatic Corn Crop Lease. Instead of a fixed lease payment, you pay for your Zimmatic based on the price of corn. If corn prices plunge, so does your lease payment.

By offering this new lease, Lindsay is sharing some of the same risks that you face every year. Corn prices fluctuate, which affects your profit picture. That's why Lindsay developed the exclusive Zimmatic Corn Crop Lease... a revolutionary program that tailors your lease payments to the changing price of corn, from one year to the next.

The Zimmatic Corn Crop Lease is designed so you can lease a Zimmatic without using your normal operating credit sources... your Zimmatic pays its own way by turning on your production.



The number of Zimmatics available under this program and the time period of this offer are limited so come in soon and get all the details on the Corn Crop Lease and other exclusive leasing programs available only through Lindsay Credit Corp.

Take advantage of a program that has never been offered in the industry before... it's the lease we can do for you.

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Area farmers air views on irrigation gas prices

By DOUG McDONOUGH
Herald Staff Writer

Irrigation farmers face a prospect of going to dryland or semi-dryland farming even though they have underground water available if energy costs continue to climb, Don Marble, a Floyd County farmer, told a state legislative committee here Tuesday.

"This area operates on energy more than any other farming area in the nation. Our biggest worries concerning energy is having the cost continually going up and not having it available at all. If either comes true, we will be completely stymied and out of business," Marble explained.

A partner in a 25,000-acre farming operation and president of the High Plains Research Foundation, Marble said the greatest impact of reverting to dryland farming would be for the area's economy, not the individual farmer. "It would be a complete desiccation to the economy. Some of the farmers would survive the change, but related industries such as seed companies, fertilizer companies and others, could not survive."

Marble testified at a hearing of a state energy resources committee headed by Rep. Joe Hanna of Breckenridge. The panel is gathering testimony for a report on the state energy picture to be released in 1978 and the public hearing Tuesday is the only one to be held on energy for irrigation use.

BILL LAMPY OF Pioneer Natural Gas painted a picture of increasing prices for irrigation farmers using natural gas. "Under present conditions, the price of gas

will continue to go up about two cents a month. But, if intrastate companies have to compete with interstate companies for the same gas supplies under some of the energy proposals before the Congress, we will be in a real pricing problem," Lampy said.

He said there are currently 6.3 million acres of farmland under irrigation served by Pioneer Natural Gas and all irrigation farmers are suffering from the same energy-cost squeeze although Pioneer has been able to furnish natural gas to their customers cheaper than other intrastate gas companies in Texas.

A variety of farmers testified that the cost of natural gas has risen from 38 cents per mcf (thousand cubic feet) to between \$1.38 and \$1.45 currently and that long-

range research into alternative energy sources may not come soon enough to aid most.

MARBLE, EXPLAINING the research problem farmers face, told the seven-member panel, "Long-range research is fine, but a lot of banks won't wait that long."

David Clements of the Texas Tech Energy Research Institute reported that solar and wind powered energy research is being conducted by Tech and other schools, but the cost of such alternatives put them out of the price range for farmers. "All we have now in the country is a lot of prototypes. They may end up being fairly expensive items."

An alternate energy source that shows promise of being the cheapest is the use of farm residue, such as corn cobs and manure, for transfer into a synthetic gas for irrigation use, Clements said. But implementation of the method is still several years away, he explained.

HE SAID AREA farmers, in addition to energy problems, face a future of little or no fresh underground water to irrigate with. "There is a fairly good supply of water from the Santa Rosa formation below the Ogallala aquifer, but that water is salty. We will cause damage to the soil if we use it over the long term."

Ed Webber of Southwestern Public Service Co. gave farmers some hope of making more natural gas available. He explained that with the construction of coal-fired generating plants, by 1985, 62 percent of the base load and about 50 percent of the entire electrical generating load of the company will be handled by coal instead of natural gas, freeing 350 million mcf of gas per day. By 1990, approximately 85 percent of the companies needs will be converted to coal.

The move to coal also will help stabilize the cost of electricity to farmers using that energy for irrigation use, he explained.

BRUCE RIGLER, a Plainview farmer and dairyman and spokesman for the Plains Irrigation and Gas Users Association, explained the current plight of irrigation farmers during the hearing. "In the last five or six years, my energy costs have gone up some 360 percent yet my crops are only worth 50 percent of

what they were at their peak. Farmers are in a tighter squeeze than they've been in 20 years."

Hanna said the information compiled at the hearing, in addition to going into the report due next summer, will be vital to the committee which checks all energy legislation introduced in the Texas House of Representatives.

Other representatives present at the

Motley, Dickens Singing Convention

Motley and Dickens County Singing Convention

is slated at Roaring Springs Assembly of God Church Sunday, October 16 at 2 p.m.

When you think of irrigation needs—(underground pipelines, Lockwood center pivot, sprinklers-gated aluminum pipe)

Think of MIKE CAMPBELL Now Representing R & R Irrigation, Inc. in Floyd County

Don't forget, Floyd County ASGS Office is open for cost share on underground pipe the last day of 1977. For further information contact Mike Campbell: 253-2297 Ralls or 763-5193 Lubbock.

"A life insurance plan is a lot more than a life insurance policy. The difference is professional service. Let's talk. Professionally."



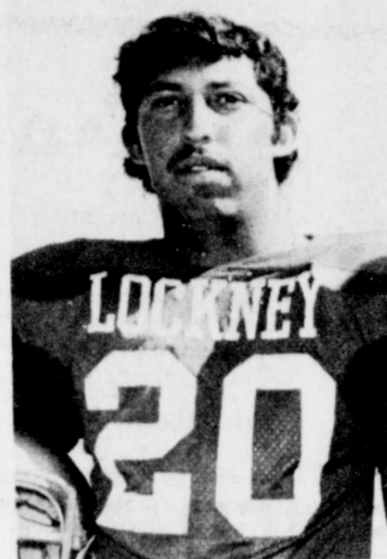
Southwestern Life Helping people...

FOOTBALL CONTEST

MEET THE LONGHORNS

THE WINNING TEAMS!

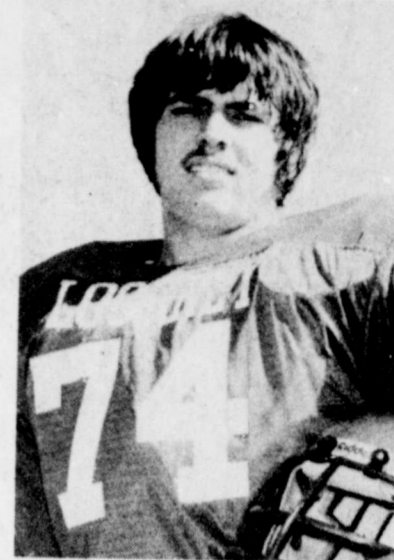
- WIN** FIRST PRIZE..... \$10⁰⁰
- SECOND PRIZE..... \$6⁰⁰
- THIRD PRIZE..... \$4⁰⁰



NO. 20
ARMANDO VASQUEZ
163 LBS.
SR. FULLBACK



NO. 23
JIM BURT
150 LBS.
JR. END



NO. 74
JEFF TERRELL
215 LBS.
JR. TACKLE

GO LONGHORNS GO

CONTEST RULES

Circle on the official entry blank the number of the team you think will win each game. Circle the winner and indicate the total score in the tie-breaker game. Each entry must be validated by one of the merchants on the contest page. Take the entry form to the merchant of your choice for validation. (Validation by only ONE merchant is necessary.) Contestants may mail their entries or bring them to the Beacon Office, 120 South Main. Mail entries must be postmarked no later than 5 p.m. Friday, and in-person entries must be at the office by the same time. Mail entry address is Box 187, Lockney 79241. One Winner Per Family Per Week.

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TEXAS INSULATION SYSTEMS Box 591
Lockney, Texas 79241
652-3348 (806)
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321 SO. MAIN ST.
LOCKNEY

Moore-Rose Funeral Home
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CONSUMER'S FUEL ASSN.
Lockney, Texas

Perry Implement Company
John Deere Implements

at 2. Arkansas

13. Colorado at 14. Nebraska

23. Fresno at 24. Denver City

35. Southern Cal at 36. Norte Dame

Thriftway No. 3
"A Better Way To Save"

Boot Hill WESTERN WEAR
Lockney, Texas

White's Auto Store
Lockney, Texas

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

at 4. Stanford

15. Air Force at 16. Baylor

25. Georgia Tech at 26. Tulane

37. Princeton at 38. Harvard

Rock Appliances
LOCKNEY, TEXAS

Mize Pharmacy & TV
Your Complete Family Drug Store
Gift Headquarters ★ RCA Television

Webster Service & Supply
"Where You're Always Welcome"

Thomason Grocery
LOCKNEY, TEXAS

at 6. Muleshoe

17. Morton at 18. Olton

27. Slaton at 28. Post

39. Oklahoma State at 40. Kansas

Ger's Fried Chicken & Pastry
102 1/2 E. Bryant
LOCKNEY, TEXAS

Dairy Queen
LOCKNEY, TEXAS
RAY & DAVIE STEGALL

Floyd County Insurance Agency
"Around The Clock Protection"
29. Texas at 30. SMU

The Tye Company
On The Plainview Highway

at 8. Perryton

19. Amarillo Tascosa at 20. Pampa

41. Sweetwater at 42. Snyder

Byrd Pharmacy
"Accurate Prescription Service"

Reecer's Cleaners
"The Finest In Dry Cleaning"

Ansley & Son
LOCKNEY, TEXAS

Longhorn Inn
"Where School Friends Meet To Eat"

at 10. Plainview

21. Plains at 22. Shallowater

31. Utah at 32. Arizona

43. Friona at 44. Littlefield

Davis Lumber Co.
"Customers Send Their Friends"

OFFICIAL ENTRY FORM
NAME _____ ADDRESS _____
CITY _____ MERCHANTS STAMP _____

Brown's Department Store
LOCKNEY, TEXAS

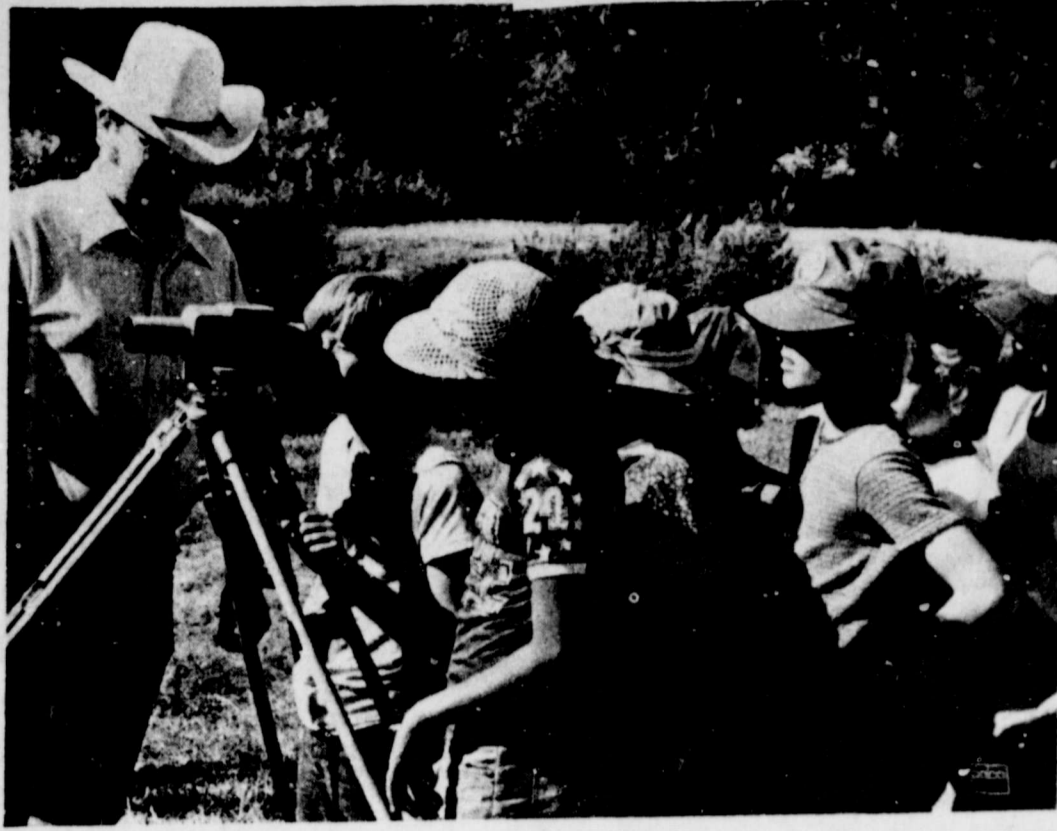
at 12. Missouri

TIE BREAKER FLOYDADA at TULIA

TOTAL SCORE.....

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

45. Roosevelt at 46. Tahoka



SHOOTING A SIGHT — Obie Kelly, soil conservationist, assists youngsters in looking through a surveyor's level as part of activities held for students of Ash School last week.



LESSON IN GUN SAFETY — Lance Dickerson, a student of Ash School, gets a tip on proper handling of firearms from Highway Patrolman Bill Dawson during the all-school field trip near Floydada.

The outdoors is learning experience

It was quite a field trip. In fact all of the Ash sixth graders spent last Friday in "outdoor classrooms" in the canyon at the South Plains Baptist Assembly just outside of Floydada. It took nine buses to get them there.

The 450 youngsters had for their teachers members of the Soil Conservation Service, The Texas Parks and Wildlife Commission, the Department of Public Safety, some Boy Scouts plus various parent volunteers and the Ash staff. This was the second year that the Ash kids took to the wilds and according to principal Dell Brown it was a bigger success than last year

because "we've learned from doing."

This year there were four Learning Stations that included gun safety, hiking, nature and soil conservation. There were several teams at each station so that groups of thirty students could spend about 40 minutes at each station. Or, as longtime instructor Perry Willingham explained, it was an 'on hands type' field trip. Every student got to try out whatever was being demonstrated. The students used binoculars and looked for birds and pulled weeds and identified them.

THE SOIL Conservation

representative explained various soil testing equipment and the students got to use a surveyor's level.

The hike to the rim of the canyon was conducted by the Boy Scouts. From that vantage point they could look down at other groups trying out their skills with a 410 shotgun. Gun safety was the object and both

Highway patrolman Bill Dawson and Game Warden Ronnie Ainsworth expressed surprise at how few youngsters had ever fired a rifle. But with a little instruction a surprising 60 percent hit the target, they estimated.

The "bird lady", as the students called Laveta Ream from Crosbyton, called not only

the kids to her station but also the birds. Most of the students said they had never paid any attention to birds before. An obliging woodpecker put on quite a show for the students and they also learned how to prepare simple bird feeders for the winter months.

IT WAS AN EDUCATIONAL

day and a fun one also, but a lot of work was involved. Cafeteria workers prepared all of the sack lunches that involved some 1,500 sandwiches. The kids had a choice of a peanut butter sandwich along with a bologna sandwich or a single ham sandwich. All the sacks had a bag of potato chips, an apple, a wrapped cookie and fresh celery sticks. The lunches and milk were distributed at the four stations and almost an hour was allowed for lunch.

Despite the obvious rough terrain there was only one sprained ankle and two bee stings that required attention from the school nurse Mrs. Pat Simmons at the First Aid station.

Those manning the stations included Tammy Orr, John Ream, and Greg Cronholm. Scouts included Greg Reed, Lonnie White, Brad Job, Randy Sutton, Gregg Miller, Mark Bailey, Jeff Younger, and Evan Kramer

Personal assisting from the Plainview Soil Conservation Service staff were Jimmy Lewis, Carl Hutcher, and Wayne Fowler. From the SCS staff in Floydada were Jon La Haume, Joe Platt, Linda Bush, and Jake Colston. Also working at the gun stations were Keith Gross, Jack Geyer and Brown.

and people of the varied regions of Mexico. U.S. and Canada Audubon Societies provided cooperation with photographer Chess Lyons in making the film.

THE MOLE AS PAINTER. 7 min. Color. 1974. Phoenix Films. Pre-EI

Mole's friends help him frighten away their common enemy, the fox, by making themselves scary in colorful paints left by a painter.

NUTRITION. 4 films, 4 min. each. Color. 1975. Encyclopedia Britannica. (Most Important Person series) Pre-EI

Contents: 1. Tasting party. 2. Foods around us. 3. What's for breakfast? 4. Have a snack!

PAUL KANE GOES WEST. 16 min., Color. 1973. Encyclopedia Britannica. JH-A

New Film Program At County Library

County librarian Jackie Walls reports a new film service available at the library in the courthouse. The library will keep each ten packet of film for 30 days, then receive another packet for 30 days.

Mrs. Walls will explain the rules and regulations for film use as they are checked out at the library.

The West Texas Library System 16mm Film Program was approved by the System Advisory Council in 1975, and selection of films began

late that year. The purpose of the program was and is to aid member libraries through this audiovisual medium in responding to the informational, educational, cultural and recreational needs of their communities. The approximately 370 films described in this catalog comprise a wide range of subjects and enjoyment for both adults and young people.

Films are provided to patrons by two methods: FILM CIRCUIT-THE WTLS Film Circuit currently (August, 1977) consists of 29 packets of 10 films each, which circulate among 24 member libraries and the system office monthly. This puts films in the libraries for checkout on short notice. A 30th packet will soon be added, and approximately 5 films will be added to each packet from September 1977-August 1978.

SPOTBOOKING OR CENTRAL COLLECTION-Films of popular, special or seasonal interest are available from the spotbooking or central collection housed in the system headquarters at Lubbock City-County Library.

These films can be requested and reserved by calling collect the audiovisual services number, 806/762-5442 or -3582. Calls should be made by the local library to which films will be delivered by mail and must be returned by the patron. Postage for return to Lubbock of spot-booking films will also be paid by the system.

The system audiovisual consultant will also provide assistance to libraries and their patrons on film programming ideas and locating other sources for films.

Tapes Available

THE AMERICAN PARADE: WE THE WOMEN. 30 min. Color. 1974. BFA

Travelogue view of the geography, wildlife, flora.

Volleyball Tournament Scheduled In Plainview

October 31 is the deadline for entering a volleyball tournament to be held November 10, 11 and 12 at Estacado Junior High School in Plainview.

The tournament, for both men's and women's teams, is sponsored by "Spikey and the Gang."

Entry fee is \$15 per team.

Call Randy Tenery, 293-5181 extension 222, or 293-5879, to enter.



The word cadet comes from a French term meaning "little head."

THANK YOU

Many thanks to all our customers for your cooperation during our change-over to a more efficient, accurate system of bookkeeping.

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Future Of Q... Receives B...

The future of the Quana, Ac... tremendous boost this week with the Burlington Northern Inc. moving the Southwest has signed an agreement to acquire the St. Louis-San Francisco. The Frisco, parent company of the... and Roaring Springs to Floydada. Announcement of the proposed... under discussion for the past year... employees from Louis W. Black, executive officer of the Burlington... chairman and president of the Frisco... The two said the consummation of... approval by stockholders of a definite... Interstate Commerce Commission... expected to be filed with the Commission... year - perhaps sooner.

Speculation is rife concerning the... Quana and the QA&P.

Amarillo television reports indicate... well become the area terminal... Denver lines, a subsidiary of the... from Fort Worth to Denver with... At the present time, Wichita Falls... are terminal points where train... With the coming merger the future... stable than in the past 20 years.

Speculation is that not only will... efforts by the Frisco to abandon... increased traffic can be expected.

Since the Burlington will have... Floydada to Lockney to connect with... it is entirely possible that the... line to give them a better connection... the middle west.

Several years ago the Fort Worth... to purchase the QA&P but negotia... they were unable to arrange a suita... track to their Lockney lines.

According to an article in the Wall... agreement, each share of Frisco... 0.95 shares of Burlington Northern... newly created 8.5 per cent non-voting... sinking fund beginning in the sixth... retire the issue in equal annual amou... year.

A vivid record of artist... Kane's paintings of the... North American Indian of... the mid-19th century, particu... of the Canadian West. Accompanied by nar... from the diary of his 3 1/2 year journey.

RAPUNZEL. 11 min. Col... or. 1955. BFA Educational Media. Pre-EI

DON'T FOR...

Floyd County Farm...

ANNUAL ME...

- Election of Board
 - Election of Officers
 - Chicken
 - Door Prizes
- Thursday, October 13, 1977
7:30 p.m.
- Massie Activity Center
Floydada

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Five room
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bedroom home
800 p.m. 983-331
TFC

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NEED AMWAY? Call 983-2709 10/27c
WANT TO BUY: two exercise bikes 253-2800. 10-23p

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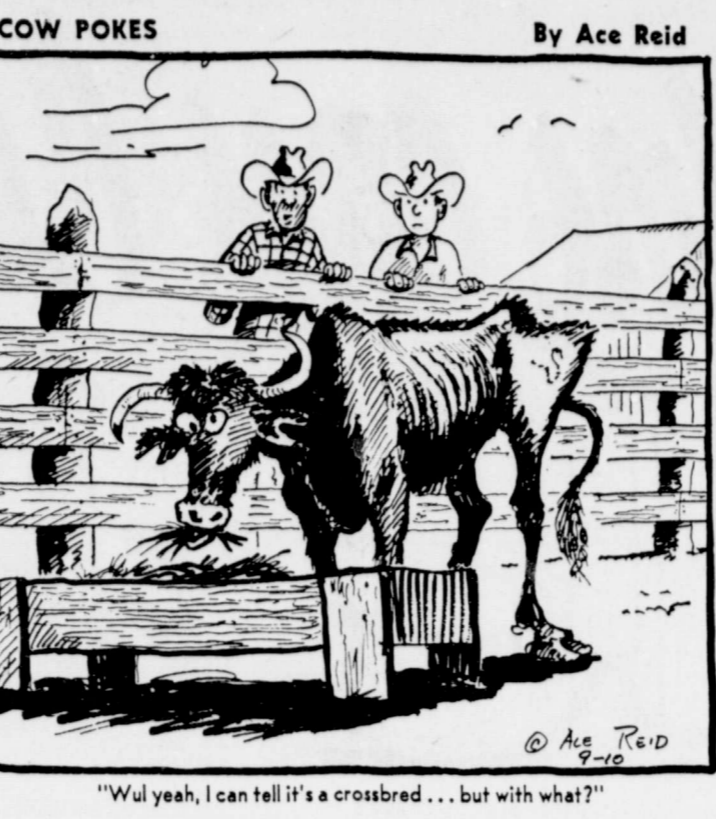
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FOR SALE-used furniture 983-2711 between 10 a.m. and 5 p.m. 10-16c
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OPEN for business, vegetable shed on Highway 70, Floydada. All kinds of vegetables. 10/13c
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15 cents a pound, you pick. 983-2671. ttp
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MUST SACARFICE two registered Saint Barnards, one male and one female, Dennis White, 983-3357. ttc

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STRAYED 450 lb. black white face heifer. Split in right ear. South of Sand Hill. Call James Jeffress, 652-2329 or 983-2255. 10/16p

REWARD
Lost Keyring with leather fob, one Chrysler products ignition key, one plastic punch lock key. Lost on Bryant or College St., Lockney, Saturday evening. Call Beaton office, 652-3318. L1016c

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You, Mr. Farmer, can Lease-Purchase your next tractor. Can get fast dependable service.
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There's no substitute for experience. And this is your why we call them THE NEW chance to experience first-IRON HORSES with more hand the power, strength, and horses and more iron. comfort of our new line of 90-
Thursday, October 20, 1977
1:30 p.m.
Demonstration To Be Held 2 1/2 miles south of Holiday Inn on Highway 87 bypass Plainview, Texas
Collins Implement FLOYDADA
Thompson Implement OLTON
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Texas Farm Machinery PLAINVIEW
Don't wait to hear about them secondhand. Drive one yourself. Refreshments served.



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Aluminum Foil

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Waste Free, Chuck

Boneless Roast

Lb. **98¢**



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Swiss Steak

Lb. **98¢**

Delic App

3



Wolf's

Plain Chili

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Ground Beef Lb. **\$1.19**

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SAUSAGE \$2.78 2 LB \$1.39 1 LB

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