

Miss Collins, Ronald Gammage Married Saturday In Lockney



MRS. RONALD NATHANIEL GAMMAGE

Christmas Celebrated By Sand Hill Hobby Club

The Sandhill Hobby Club held its Annual Christmas party in the Lighthouse

Electric Party room December 16. Chicken and dressing with all the trimmings was

served to 21 members. Gifts were exchanged, then Mrs. E.A. Robertson, Mrs. Hat-

Miss Shelley Diane Collins became the bride of Ronald Nathaniel Gammage Saturday evening in the home of her parents, Mr. and Mrs. Gene Collins, in Lockney. The groom is the son of Mr. and Mrs. N.H. Gammage of Lockney.

The 7:30 p.m. ceremony was performed by the Rev. John Jenkins, pastor of the Lockney First Baptist Church. Mrs. C.L. Record was the organist. Vows were said before a candlearch flanked by cathedral candle holders holding crystal votive cups tied with tropical foliage and accented with streamers of candlelight satin bows.

The bride was given in marriage by her father.

Miss Collins wore a gown of candlelight quina accented in Venice lace. The moulded bodice featured a Princess Anne neckline framed in the Venice lace trim. Long petal point sleeves, edged in Venice lace, tapered to points over the hands. The natural waistline was defined with Venice lace medallions; and swept to back fullness, forming a chapel train. The entire hemline and train was encircled in the Venice lace trim.

A matching pearl-beaded lace Camelot capelet, held her veiling which fell to a fingertip length and was edged in the Venice lace trim.

For something old the bride carried a white Bible which was a gift at her birth. Centered on the Bible was her bridal bouquet which consisted of a cascade ar-

range of gardenias and foliage. Something new was her wedding dress, and something borrowed was a pearl necklace which belongs to her mother. She also wore the traditional blue garter.

Maid of honor was Miss Sandy Riley of Burnet. Miss Riley wore a floor-length apricot gown of chiffon with a capelet flowing over the dress bodice. She carried a nosegay of apricot carnations, cushion poms, and gypsophila with streamers of candlelight satin.

Best man was Brent Barker of Lockney. Kirby Collines of Princeton, New Jersey, the bride's brother, was usher.

The centerpiece at the reception was a formal arrangement of apricot carnations and gypsophila in a crystal compote. A two-tiered wedding cake was topped with the bride and groom which was used at the wedding of the bride's parents. Punch, butter mints, and nuts were served from crystal and silver appointments. A white lace cloth was used on the table.

After a wedding trip to Ruidoso, the couple will make their home at Leveland. The bride's traveling attire showed a layered effect, with a cowl-neck blouse, double-knit blouson sweater, and gaucho pants. The couple are graduates of Lockney High School and Texas Tech University. The bride is employed by Plains National Bank in Lubbock; the groom is employed by Southwestern Investment Company.

Mrs. Gene Bloys, Mr. and Mrs. R.C. Bullock, Mr. and Mrs. F. Hatley, Mr. and Mrs. J.W. Becker and Mr. and Mrs. Turner Hunter. On December 1 the club met with Mary Lou Bullock and made butter Fly pictures. Refreshments were served to 5 members.

Nelson Reunion In Plainview

An early Christmas family reunion and birthday celebration was held in the home of Ray Nelson in Plainview recently. It was the first time in eight years that the children of the late Mr. and Mrs. H.J. Nelson of Floydada had been together. Several children and grandchildren of the immediate families were present. Ray, Herman and Lloyd Nelson celebrated birthdays. Those attending were: Mr. and Mrs. Deane E. Nelson, Bellflower, California; Mrs. Opal J. Higgins, La Mesa, California; Mr. and Mrs. Don Nelson, Burnsville, Minn.; Mr. and Mrs. Herman J. Nelson, Oklahoma City, Oklahoma; Mr. and Mrs. Gregg Stamper, Stillwater, Oklahoma; Bobette Stamper, Edmond, Oklahoma; Mr. and Mrs. Lloyd Nelson, Borger, Texas; Mr. and Mrs. Wayne Brown, Amarillo, Debbie and Sandy Brown, Amarillo; Mr. Carl Nelson Dimmitt, Mr. and Mrs. Bob Pillow, Hale Center, Greg and Bryan Pillow, Hale Center; Mrs. Alden Carthel, Nelson and Colton Carthel, Miss Alma Ruth Nelson, of Floydada; Mr. and Mrs. Klyce Cloley, Plainview; Mr. and Mrs. Ray Nelson, Plainview.



Mr. and Mrs. Rodney Bunch of Carrollton are parents of a son, Jeremy Dean, born December 19, in Lewisville Memorial Hospital. He weighed 7 pounds, 15 ounces.

He has a sister Kalisa, five, and a brother Brandon, who is two. Grandparents are Mr. and Mrs. W.H. Bunch and Mr. and Mrs. Howard Gregory, all of Floydada.

Dolores Fox Honored Ten Years Service

Dolores Fox of Floydada received a certificate in recognition of 10 years service with the Texas Department of Human Resources during a regional staff meeting in Lubbock this week. Ms. Fox joined the agency as a transcribing machine operator at Spur in 1967. Presently a Food Stamp caseworker, she has been assigned to the Floydada office since September, 1974.



Dorcus Class Party In Goin

The Dorcas Sunday School class of First Baptist Church Floydada, met Tuesday, December 13 with Mrs. Clarence Goin for their Christmas party. Mrs. C.M. Meredith assisting as co-hostess.

Opening prayer was led by Mrs. Mary Wilson, Mrs. A.C. Pratt presented a film by Robert Frost "New England" and a story, "The Man and the Birds," by Paul Harvey.

Mrs. C.W. Denison gave a story, about how the carolers put a song in an old man's heart. Mrs. Mabel Epperson read a "Bible Christmas Story," and a

Dinner For Baptist Women At Bingham Home

The Christmas party of the Baptist Women's Circle is held each year at the home of the Allen H. Bingham. Beautiful Christmas ornaments throughout the house added a special touch to the occasion. Mrs. Goen greeted the ladies at the door.

The activities for the evening began with a candle light dinner, served buffet style, with the traditional ham, salad, yams, hot crescent rolls casserole, minced meat pies and hot coffee and iced tea.

Helen Patterson read the story of the nativity, from the book of Luke, Chapter 2. Followed by the singing of Christmas carols and special music. Accompanists were Joe Payne, at the piano and Nell Swinson at the organ.

"Why the Chimes Rang," was read by Joe V. Bingham, telling of how the

We hold most dear --- the
HOLY - MESSAGE of CHRISTMAS,
 Friends and Neighbors both
 Near and Far



We Wish Everyone A Joyous Christmas
 and a Happy New Year From All Of Us
 At Brown's Dept Store in Lockney

Brown's
 DEPARTMENT STORE
 104-06 North Main
 Lockney, Texas

OPEN HOUSE



The public is invited to our annual
 Christmas Open House!!!

FRIDAY, DECEMBER 23, 9-3...

Snacks & Refreshments

THE FIRST NATIONAL BANK OF FLOYDADA
 FLOYDADA, TEXAS 79235

Pre-Christmas Clearance

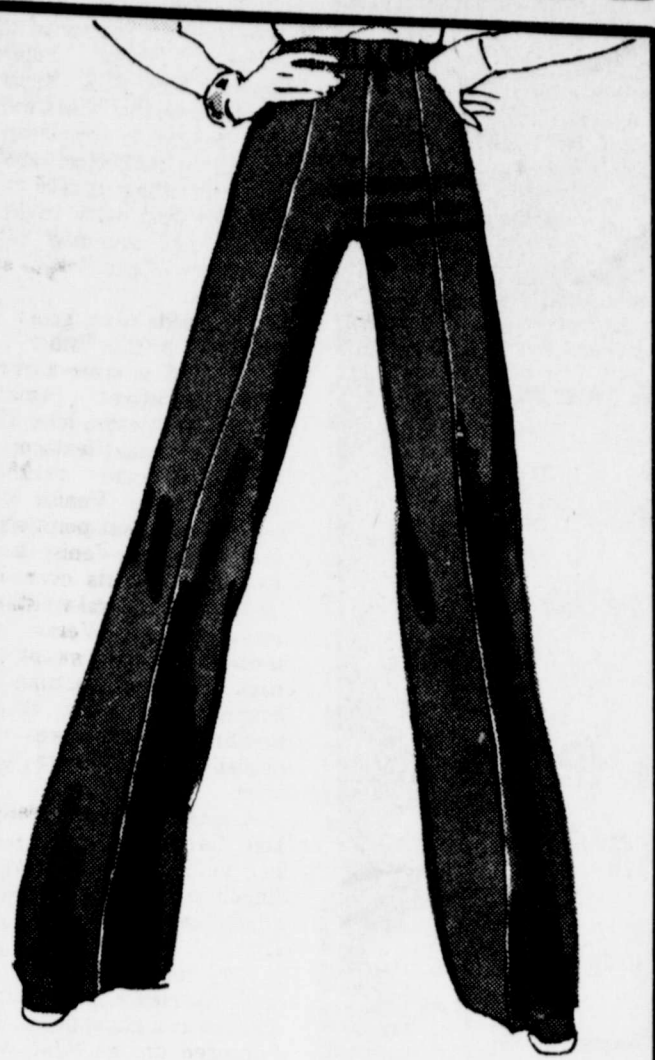


Men and Boy's Winter Coats

Reg. \$10.95 - 65.00

now **1/3 off**

Our entire stock now reduced for greater savings. Choose from quilted, nylon, corduroy, and others. Boys sizes 4-18. Mens S, M, L, XL



Ladies Polyester Pants

Pickup on this Christmas special 100% polyester pull on pants in assorted patterns and solid colors. Sizes 8-20.

Regular \$7.00

now **\$4.88**



Large Group . . . Ladies Fashion Blouses

Regular to \$16.00 now **\$7.88**

A special group of 100% polyester tops in these styles, several patterns and colors. Sizes 8-20. Easy care machine wash and dry.

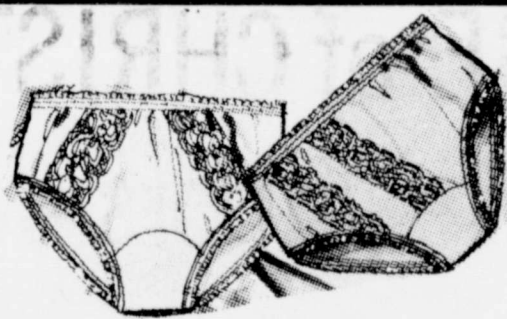


Special Group Western-Style Shirts

Regular to \$17.50

now **\$11.88**

Great savings on great shirts



Ladies Bikini Panties

Choose from several styles in many holiday colors. Regular \$1.15 - \$1.35

now **88¢**



Ladies Sweaters

Regular \$9.00

now **\$5.88**

Choose from 4 colors in this warm pull over sweater. Assorted sizes S, M, L.

Special! Special! Ladies Winter Coats

Choose from vinyl, cloth, long, short, water proof, weather proof, large selection.

Regular to \$46.00

now **1/3 off**



Ladies Fashion Boots

Regular to \$39.95

now **25% off**



Stock Reduction! Girls Coats

Regular to \$25.00

now **1/3 off**

All girls coats reduced for this sale. Choose from our large selection of winter outer wear girl size 4-6x 7-14

Bealls



AND MRS. GARY ERVIN TURNER

Summers - Turner Vows Read In Missouri

Miss Diane Charlton attended the bride as maid of honor wearing a gown of romance blue knit. She carried a nosegay of soft blue carnations and pompons.

Tim Hayes of Colorado Springs, Colorado served as best man. Miss Kim Harris presided at the guest book.

The bride's mother wore a dress of aqua blue knit and the mother of the groom a Quiana rose knit.

A church reception followed with Mrs. Carol Brannock and Brenda Summers assisting. Out of state guests were the grandmother of the groom, Mrs. E. W. Turner of Lubbock and Mrs. L. G. Pierce, aunt of the groom also of Lubbock and Miss Reda Mae Gary, aunt of the groom from Waco, Texas.

Mr. and Mrs. Hugh Dryer, Oklahoma City and Mr. and Mrs. Lee Coward, Afton, Oklahoma.

After the honeymoon trip to Aspen and Colorado Springs, the couple are at home at Route 1, Long Lane, Missouri.

Donnette Marble, Teresa Duvall Chosen For Who's Who

FLYDADA: Donnette Marble, 76 graduate of Floydada High, physical education major, daughter of Mr. and Mrs. Don H. Marble of South Plains; and Milledge Taylor 76 graduate of Floydada High, son of Mr. and Mrs. Junior Taylor of Route 2, Lockney, and a major in agriculture at SPC.

Lockney: Teresa Duvall, 76 graduate of Lockney High fashion merchandising major, and daughter of Mr. and Mrs. Tom Duvall of Lockney.

Open House At The Tinnins

Friends of the Rusty Tinnins and Lob Harbers are invited to open house at the home of their mother and dad, the Tommy Tinnins, 918 E. Ollie St. between the hours of 6-10 Friday evening.

History Book Sales

Floyd County Historical Museum reminds the that Floyd County history books are now being sold for \$2.50, plus tax. The sale will continue to advance orders during the sale time. When that time goes up, the price of the books will go up.

Historical book of their county, rather than one of those who wished they had. "Think what a joy it will bring to your children, your children's children to read about the lives and events of their parents, grandparents, and great grandparents. If you don't preserve your past for your loved ones, who will?" Gift certificates for the book may be bought at the museum.

Chinese claim to have invented the toothbrush in 1600 and it appears to be basically the same as the modern toothbrush.

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Bradshaw, Eikel
Beulah Denson,
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were Beth Pratt, A
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Baptist Women
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people of a village
awaited the mirac
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staying with her
younger brother
help. Others wor
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child. Pedro sent
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chimes rang.
Joe Payne pres
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DADA
MEMBER F.D.I.C.

WHALEY FROM PAGE 1

served on the Board of Directors of the Pampa Chamber of Commerce and as a member of both the industrial and agricultural committees.

In visiting with the leaders of both industry and agriculture of this district, I find their greatest concern is the problem of too much government. They are more concerned about what the government is doing to them instead of for them.

Regulation by our environmental agencies without regard to economic impact is of tremendous concern to both industry and agriculture. In these areas I have fought pitch-battles with government agencies who advocated compulsory soil and water conservation and excessive regulations on the operation of the McLean, Texas cotton gin. Good examples of what government has done to the agricultural interest are: 1) the price freeze on beef that collapsed the beef market in 1973 and caused thousands of bankruptcies in the cattle business; and, 2) the embargo on grain exports that sent grain prices into a tail spin. This came after the government had encouraged planting fence row to fence row.

Working with the expanding feed lot industry, I have gained valuable experience by assisting hundreds of cattle-feeders in the hedging process. I have presented programs on the cattle feeding and hedging process all across the state and as far as Colorado. I have

If elected as your State Representative, I plan to write weekly news articles to all newspapers in this district. I would also provide tapes or other means of communication to our radio stations. I would like to see expanded research effort in the field of solar and wind energy by our experiment stations. Results in this area could be of tremendous benefit to industry, agriculture, and the home.

Recently, I have disposed of my interest in a fertilizer and chemical business. I have also reduced my farming operations by leasing out land that I own in the Claude and Pampa areas. I would have the time to devote my full attention to the duties as State Representative. A state representative needs to have as his primary concern the wants and needs of the people of his district.

Whaley and his wife, Lois, have three children. Christie, a graduate of Pampa High School and a 1977 spring graduate of Texas A&M, is presently employed as a high school English teacher in the Bryan Public-Schools. Wayne Jay is a graduate of Pampa High School and a junior student at

Texas A&M majoring in finance. Karlette Kay, a senior at Pampa High School will enter college in the fall of 1978.

OTHER BACKGROUND DATA
Native of St. Jo, Texas born March 23, 1920.
Finished high school at St. Jo in 1937.
Served in WWII under Gen. George S. Patton and received the Bronze Star and Purple Heart.
Finished Texas A&M University as a distinguished student in 1949.
Received Distinguished Service Award from National Association of County Agents at Atlantic City, New Jersey in 1968.
Received Superior Service Award from Texas A&M University in 1976.
Was named by a national conservative magazine, "Farm Technology," in 1967 as one of the top 10 county extension agents of the nation.
His writings have been published in many national publications.
One of his publications on hedging of live beef cattle has been reprinted numerous times.
Merrill Lynch has had him on their program in hedging seminars.
"Farm Journal" featured a story on how he hedged 350 steers of his own in 1970.



MR. AND MRS. WICK ROBERTSON of Lubbock were in this 1972 Buick which crashed at the intersection of the Matador and Silverton roads by Carlos Trevino about 4 a.m. Sunday at the intersection of the Matador and Silverton roads east Floydada. No one was seriously injured. Trevino was charged with failure to yield.

CARTHEL INC.
Doing Business As Texas Energy Co.
Lockney, Texas

WISHES EVERYONE A MERRY CHRISTMAS AND A HAPPY NEW YEAR

Bill and I have purchased The Texas Energy Co.

We would like to take the opportunity to "Thank You" the people for your past patronage...we look forward to serving all our customers old & new alike in the new year. Keep us in mind for your home and farming needs.

"Same Reliable Personnel, Same Dependable Service"

Thanks Again
Baynard & Bill Carthel

We have a limited supply of appliances left for Christmas, see us soon!!!

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FLOYD DATA
Mr. and Mrs. Clarence Guffee have been visiting their grandson, Larry Guffee, in Duncan, Okla., and also in Paradise, Texas with Mrs. Guffee's family.

As It Looks From Here

WASHINGTON, D.C.— WRITING IN THE AMERICAN LEGION MAGAZINE, M.S. Chipp gives us the story of the origin of "Silent Night."

MORE THAN 150 YEARS AGO, "SILENT NIGHT, HOLY NIGHT" was first sung in the tiny chapel of St. Nicholas at Oberndorf, Austria.

SINCE THAT NIGHT IN 1818, innumerable legends have been woven around the birth of the world's most beloved carol and have been told and retold by one generation to the next.

TODAY, AS ALWAYS, IT IS SUNG in the smallest churches; has opened and closed Christmas services of the world's most famous cathedrals; has been adapted to every instrument for symphony orchestras, huge choirs and children's groups; its words have been translated into almost all the languages of the globe; the words touch everybody with their simplicity and their message of peace and happiness.

THE AUTHOR OF THE LYRICS was Josef Mohr, Vicar of St. Nicholas. He was deeply religious and believed in the goodness of mankind. His close friend, Franz Gruber, teacher and organist from nearby Arnsdorf wrote the music. Peace had



"SHADES OF DANIEL BOONE"...these muzzle loaders could be used for miles Sunday afternoon at the Whittle Gun Range. James Spurlock shooting contest and a new muzzle loader rifle with 118 points. He was second with 116 points and Al Howard scored 115 points. Above (l to r) are: Randy Bertrand, Al Howard, Henry Howard of Lubbock, Probasco, James Spurlock, Mark Whittle and Leonard Allen of San Angelo.

returned to Europe after the Napoleonic wars and people in Oberndorf on the Zalzach River were getting ready for midnight church services. This year, the service would be less impressive, they felt, because the old organ was in need of repair and they would have no music. Little did they know their young pastor and his friend had collaborated in producing for the Christmas singing, a simple melody that would touch their hearts and fill them with tremendous joy.

VICAR MOHR FINISHED THE VERSES late in the afternoon of December 23 and took them to Gruber who scored them for two voices and choir in a short time. Playing a guitar as accompaniment, Mohr blended his tenor with Gruber's base in the melody

while the choir repeated the last two lines of each of the original six stanzas in four-part harmony. Nobody knows whether Silent Night was first presented during or after church services. Most believe it was sung just before the congregation left the chapel.

IN 1819, CARL MAURACHER WAS REPAIRING THE ORGAN in the Oberndorf chapel and found the hymn, listened to it and was so impressed he asked to take it to his home in Tyrol. Thirteen years later, a choir in Leipzig sang Silent Night and it was from there that this "Tyrolean folk song" started its long and glorious journey around the world.

MOHR DIED IN 1848 near Salzburg, loved and cherished by everyone but he was so poor the city had

O, Holy Night

A miraculous star shone in the heavens that Holy Night the Savior was born. For nearly two thousand years that bright spirit has flourished as we rejoice each Christmas season, and reaffirm our faith in His Holy Birth. May His true spirit abide with you through the Holy Season and for all time.

Moore Rose Funeral Home

FLOYDADA LOCKNEY — SILVERTON — QUITAQUE

ONE PRAYER... ONE HOPE



May the Peace and Happiness of the Christmas Season

*be yours forever more!
Our fervent thanks to all.*

Baccus Ford Motor Co.

Lockney, Texas

Roundballers Drop Pair, Win One On Nazareth Trip

By Doug Simpson
The Floydada roundballers took three teams to Nazareth on Monday, with both varsity teams suffering considerable losses and the JV team grabbing its fourth win of 1977.

The varsity Whirlettes bowed to the state-ranked hosts by 85-46, evening their season record at 8-8.

Kim Curry, Jill Poage and Lisa West led the scoring with 12 points apiece, and Kathy Davis contributed 10. In a much closer outing with the Nazareth boys' teams, the varsity Whirlwinds bowed, 58-45, their 11th setback of the season. Mac Collins led the scoring with 17 points, followed by Quinn Coleman with 10, Danny Emerit with 8, Jimmy Jackson and Kary Helms

with 4 each, and Tim Collins with 2.

The JV Whirlwinds, on the other hand, captured their 4th win of the season with a convincing 40-34 win over the Nazareth JV squad, but they had to come back from a 16-12 halftime deficit to do it.

Troy Marquis scored a season-high 17 points to lead the scoring, while Bobby Green contributed 10, Junior Arredondo, 10, Joey Luna, 2, and Mike Allen, a free throw.

KIM 'CAMPBELL' BARNES GRADUATE OF WTSU.

Kim (Campbell) Barnes is among those graduating at mid-term from West Texas State University at Canyon, Texas, with a degree in elementary education and physical education. Kim is a member of Kappa Delta Phi,



WHIRLETTE FORWARD KIM CURRY...avoids the vain block attempt made by a Post player for a big two-pointer in third quarter of Graves Gym action December 13.

THE FLOYD COUNTY HESPERIAN
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an honor society in education. She and husband, Robert live in Amarillo. She plans to teach in the Amarillo area.
Kim is the daughter of Mr. and Mrs. Maurice Campbell,

Route 4, Floydada, Texas.

SHOP FLOYDADA

FOR CHRISTMAS

RONNIE MINNER...pumps in two more points in second quarter championship game of Rotary tournament Saturday night as Carlos Mark Nutt and Norman Allen look on.

Whirlwinds Bow In Second Half, 68-40

Simpson
The Whirlwinds of Olton scored a 10-8 first half with 18 second stanza, third, and a fourth, and in the final, to the second consecutive time a 10-8 triumph.

The frustrating game was the 12th of the season for Floydada and was a complete upset for the Olton team that had won when the last by only 5 in the backyard.

The Mustangs' Brad was able to stay very serious and victimized the numerous on his versatility of the floor. Two other team double figure

point of the visiting Floydada. The initial part of the trend by many pre- this season. Jackson hit on a range jumpers three free shots performance of the spark for an point advantage.

Published perhaps momentum to carry throughout the entire with an 18 point surge. Floyd limited somewhat, as the hosting

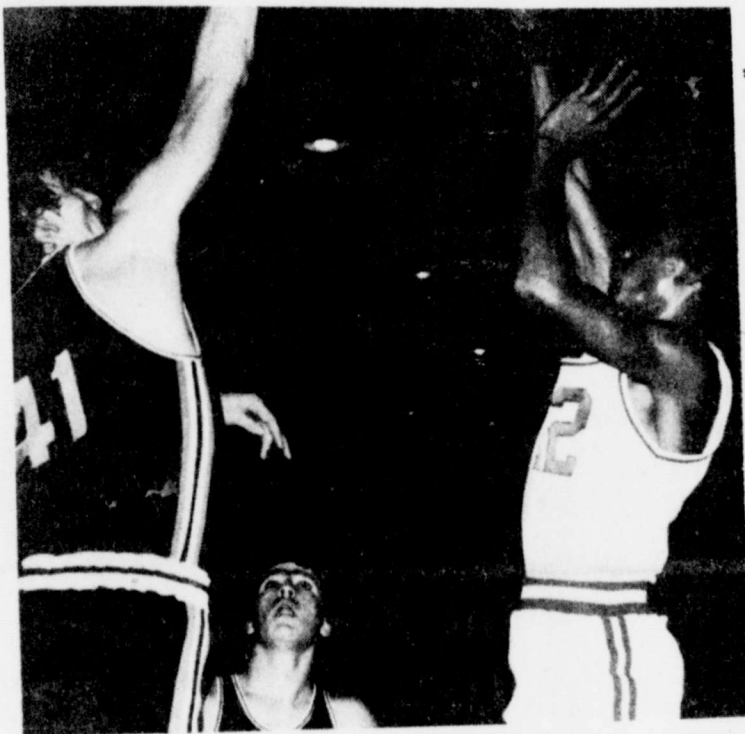
Ponies grabbed a 26-18 half-time lead.
About all there could be mentioned about a thoroughly frustrating second half was that it simply was all Olton.

The domination began from the very opening tipoff, when the Mustangs quickly extended their lead into

double figures and led 45-32 when the buzzer sounded.

Olton also dominated the fourth period with incredible ease, limiting the Winds to four points in the opening six minutes and controlling possession nicely, for an impressive 28 point triumph.

NAME	FG	FT	REB	TP
Jackson	5	3	2	13
Coleman	4	2	10	10
M Collins	3	2	7	8
Helms	3	0	8	6
T. Collins	0	3	2	3
Vickers	0	0	4	0
Feuerbacher	0	0	1	0



WHIRLWIND GUARD QUINN COLEMAN...puts up a shot in the second quarter of Post game December 13th.

JV Winds Lose At Olton, 46-38

The Olton Mustang Junior varsity broke away from a 23-22 halftime deficit with 24 second half points and excellent defensive play to hand the Whirlwind JV a 46-38 defeat at Olton Gym Tuesday, in the final outing of 1977.

The loss left Floydada with a 4-4 season record. Helped by a 7 point first quarter performance by Mike Allen, Floydada was able to grab the lead early, coming on strong in the last couple of minutes, at 13-12.

The Whirlwinds played well enough defensively and controlled the boards fairly well to maintain a 1-point advantage at intermission, at 23-22.

But in sluggish offensive performance in the third frame, Olton took advantage of its opponents mistakes to take over the lead at 34-30.

The Ponies continued to dominate in the fourth quarter, limiting Floydada to only 8 points, while scoring 14 themselves, thus protecting a well earned 8 point victory.

NAME	FG	FT	TP
Marquis	5	0	10
Allen	4	1	9
Becker	3	0	6
Luna	2	0	4
Arredondo	2	0	4
Green	1	1	3
Lyons	1	0	2
Totals	18	2	38

Breezers Split With Hornets

The Tulia Hornets' 8th grade team left Floydada with a 4-3 season record, following a narrow 34-30 triumph Tuesday night at Graves Gym, but the 7th grade squad remained undefeated by handing the visitors a convincing 46-15 win.

The Floydada tournament champion 8th grade Breezers, although benefitting from an 8 point performance by Todd Beedy, could not keep their streak alive and fell victim to the Hornet attack for their third loss of 1977.

Carlos Rainwater contributed 6 points, as Ronnie Minner chipped in 8, Norman Allen, 6, and Mark Nutt, 2.

The 4-0 7th grade Breezers benefited greatly from the excellent defending of a 6-3 player by Marty Covington and Bruce Williams.

Donnell Weeks led the 46 point charge with 15, followed by Covington with 11, Andy Dominguez with 7, Calvin Coleman with 4, Bruce Williams with 3, and Mitch Ross with 2 points.

Floydada's boys junior high squads will be off until January 9th, their next tournament challenge.

Jr. High Girls Lose Pair At Tulia

The Jackie Chadwick led Floydada Breezers for the first occasion thus far this season, lost two games in the same outing this one coming from strong Tulia teams at Hornet Gymnasium Monday night.

In the seventh grade game, Rhonda Ratliffs 10 points helped narrow a 6-point halftime deficit, but could not overcome the Tulia squad, which hung on to take a 25-22 victory.

The 8th grade Freezettes, in a much closer encounter, dropped a heartbreaking 27-26 decision to the Hornets in overtime fashion. The 4-3 8th grade girls were led by Debra Alfaro's 10 points, along with Terry Pleasant, who also scored 10.

The Freezettes will receive a rest until January 16th.

Freshman Whirlettes Nudged By Tulia, 30-23

The Tulia Hornets rebounded from a 17-14 half-time deficit to score 16 points in the second frame and took a 30-23 victory over Ned Cornelius'. 9th grade Whirlettes, in a game played Monday night at Hornet Gymnasium.

The Whirlettes, who led often in the contest, up until the second half, were paced in scoring by Lequita Davis with 9 points, Nora Black with 5, Janet Pleasant with 9 and Julianne Lipham and Melissa Morren with 2 apiece.

The Freshman girls will be off until January 4th, the first day of the Crosbyton tournament.

YOUR Holiday Gift from Dairy Queen

A FREE SUNDAE

With Your Purchase of a Hot Food Item (Burger, Sandwich or Basket) NOW THROUGH SATURDAY, DEC. 31.

the SCRUMPTIOUS DQ SUNDAE

Dairy-fresh DQ cream, covered with your favorite Sundae Sauce. Luscious whipped topping plus crunchy nuts and a juicy ripe cherry half.

Choose from Dairy Queen's wide range of Sundae flavors:
Tantalizing Butterscotch • Old-Fashioned Cherry • Golden Brown Chocolate
Rich Hot Fudge • Tangy Pineapple • Ruby Red Strawberry

USE THE COUPON BELOW FOR YOUR FREE SUNDAE FROM DAIRY QUEEN

This Coupon Is Good For ONE **FREE REGULAR SUNDAE** at Dairy Queen With Your Purchase of a Hot Food Item (Burger, Sandwich or Basket) NOW THROUGH SATURDAY, DEC. 31, 1977. At Your Participating Dairy Queen.

ALLSUP'S CONVENIENCE STORES

OPEN 24 HOURS CHRISTMAS AND NEW YEARS DAY

OPEN FOR YOUR SHOPPING CONVENIENCE & NEEDS!

BORDEN'S BUTTER-MILK 1/2 GAL. CTN. **79¢**

SHURFINE MEDIUM EGGS 1 PER CUSTOMER **49¢**

SANTA GLASSES FOR COCA-COLA

BUY A COKE AND KEEP THE GLASS

3 FOR \$1.00

THREE DIFFERENT KINDS OF GLASSES WHILE THE SUPPLY LASTS!

CHRISTMAS TREES!

NICE SELECTION & LOW PRICES

BLUE SPRUCE, SCOTCH PINE, AND FIR

BORDEN'S DIPS AND SOUR CREAM 2 8 OZ. CTNS. **79¢**

BORDEN'S LITE LINE ICE CREAM 1/2 GAL. CTN. **99¢**

BORDEN'S CREAMY EGG NOG QT. CTN. **89¢**

BORDEN'S WHIPPING CREAM 3 1/2 PINT CTNS. **\$1**

MARYLAND CLUB COFFEE **\$2.79**

WHILE SUPPLYS LAST 1 LB CAN

BLEACH 1-2 GALLON CLOROX **49¢**

WHILE SUPPLYS LAST

APPLES **29¢**

POUND

7-UP **89¢**

PLUS DEPOSIT

AMOUR TURKEYS	LB	55¢	SHURFRESH TURKEYS	LB	49¢
VAN CAMP PORK & BEANS		4/99¢	6-32 OZ. BOTTLE CARTON		\$1.19
FISHERS PARTY REG \$1.29		99¢	HUNTS 6 PAK REG \$1.56		59¢
NUTS		99¢	TOMATO JUICE		59¢
MIX OR MATCH			CAMPBELLS TOMATO SOUP		5/99¢
SHURFINE CORN					
HUNTS CRANBERRY SAUCE		4/99¢			

102 East Houston

Farm News

COTTON TALKS

FROM PLAINS COTTON GROWERS, INC.

JUST ARRIVED...

New 110-hp 4240



Smooth, dynamic power and plenty of it

A brand-new John Deere 6-cylinder diesel engine powers the new 4240. It's a 466-cu.-in. naturally aspirated smoothie that pumps out 110 horsepower all day long without pause. But that's just one reason you're going to like this talented performer. Because hand-in-glove with the smooth power is the convenience of 16-speed Quad-Range™ transmission with built-in Hi-Lo. It delivers no-stop shift-on-the-go convenience and it's standard equipment. See us for more details.

Collins Implement

Ralls Highway - Floydada

IT'S TIME TO WORK ON NEXT YEAR'S CROP!



WE ARE PROUD TO BE ABLE TO HELP OUR AREA FARMERS BEGIN WORK ON ANOTHER YEAR'S CROP.

WE WANT YOU TO KNOW THAT WE HAVE THE PROPER EQUIPMENT AND THE RIGHT FERTILIZER FOR EACH CROP.....AND WE ENJOY "NEIGHBORING" WITH OUR FARMERS AS WE HELP THEM WITH THEIR PLANS....

FERTILIZER

- ★ Liquid
- ★ Dry
- ★ Anhydrous Ammonia

APPLICATORS AVAILABLE

WE WELCOME THE OPPORTUNITY TO MAKE CUSTOM APPLICATION FOR THE FARMER WHOSE SCHEDULE IS TOO TIGHT TO TAKE CARE OF THE JOB AT THE RIGHT TIME, CONSIDER OUR CUSTOM APPLICATION GROUND RIGS OR EITHER FERTILIZER OR HERBICIDES.

- ★ custom ground work
- ★ Herbicides
- ★ Fertilizer

COME IN TODAY, LET US ESTIMATE YOUR NEEDS. WE FEEL THAT WE ARE COMPETITIVE IN QUALITY, SERVICE AND PRICE.

DOUGHERTY FARM SUPPLY

LARRY BOSTICK
PHONE 983-2972
NIGHTS 983-2660

Wheat Leader Says Statements Untrue

The U.S. Department of Agriculture December 15 announced additional details of the 1978 cotton program, moving farmers closer to the day when they'll have the information needed to make 1978 planting decisions, say officials of Plains Cotton Growers, Inc., Lubbock.

The announcement, from Deputy Assistant Secretary John White, said there would be no required acreage set-aside for cotton in 1978; set the 1978 National Program Acreage at 10,248,000 acres, and the National Reduction Percentage at 20 percent.

The 20 percent National Reduction Percentage is the amount by which farmers, if they choose on a voluntary basis, can reduce their 1977 cotton acreage in 1978 to assure that all acreage will be eligible for any target price payments that may be made. Those who do not reduce acreage in 1978 will have target price coverage on a percentage of planted acreage determined by an "allocation factor" yet to be determined. With no reduction in acreage these farmers would still have access to Commodity Credit Corporation loans and to disaster payments on all acres planted.

The 10,248,000-acre National Program Acreage is the acreage of cotton the Secretary of Agriculture estimates will be needed in 1978 to supply domestic and export demand and leave a reasonable carryover at the end of the marketing year. Late in the 1978 growing season the Secretary will estimate U.S. cotton acreage for harvest and that figure divided into the National Program Acreage will set the allocation factor for 1978.

Assuming, for example, that estimated 1978 acreage for harvest is 12 million, that figure divided into the National Program Acreage would result in an allocation factor of 85.4 percent. Farmers who did not reduce 1977 plantings would then have target price coverage on 85.4 percent of their 1978 planted acreage.

The target price for 1978 is 52 cents per pound. If the average price paid to all farmers for all cotton in the calendar year 1978 falls below that level, each farmer will be paid the difference.

PCG officials are stressing that the 52-cent target price does not guarantee that all farmers will get that price for their cotton.

"Most High Plains farmers," says PCG Executive Vice President Donald Johnson, "because of the U.S. average price feature can figure on a guarantee of from four cents to as much as eight cents below the target price, depending on the quality and market price of the crop they produce."

President Carter's statements to the press and to the American people yesterday relative to the farm situation was apparently designed to nullify any grains of public support that farmers might have achieved by their own bootstrap efforts in recent weeks but were typical of indications of "bad advice" from subordinates that has been prevalent and hampered the development and passage of wheat and other commodity Farm Bill during the past eleven months. These harsh comments were made today by Winston Wilson, President of the Texas Wheat Producers Association.

Wilson pointed particularly to two misstatements of fact and one of erroneous inference:

(1) That only farmers in "disaster or drought" areas are in bad shape or losing money.

(2) That the price of corn and wheat are 60 cents per bushel higher now than a year ago.

(3) And the inference that even if prices were 60 cents higher than a year ago that prices would be good.

The Texas Wheat Producers leader said that the fact is that wheat is 11 cents per bushel higher than a year ago, corn 18 cents lower, soybeans 55 cents lower, and

grain sorghum 3 cents per hundred higher a long way from a 60 cents increase. Mr. Carter seems to have forgotten that a year ago prices were so low as compared to cost of production that there was a change of administration. He went on to say that a one year ago comparison at such low prices was inappropriate and misleading a three year ago comparison when farms were making a profit is what was needed—or a comparison relative to other industries current profits.

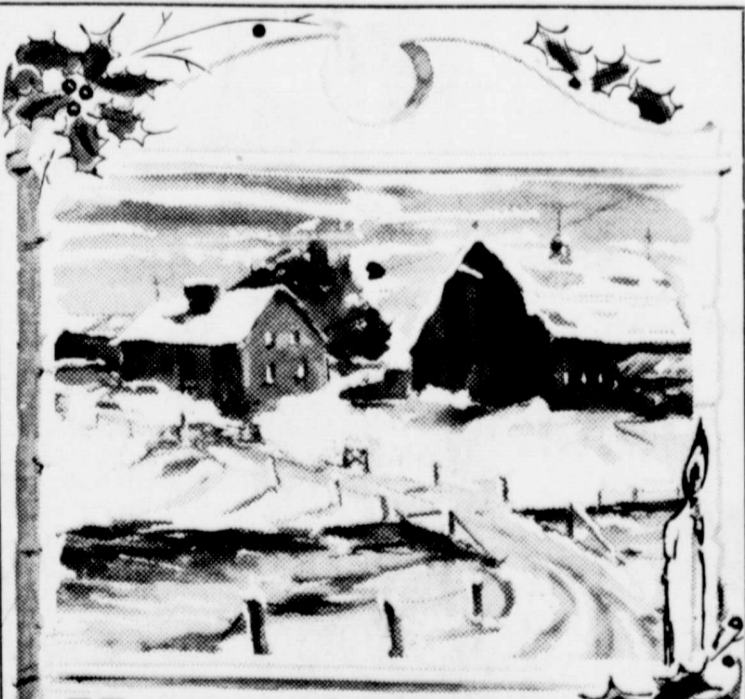
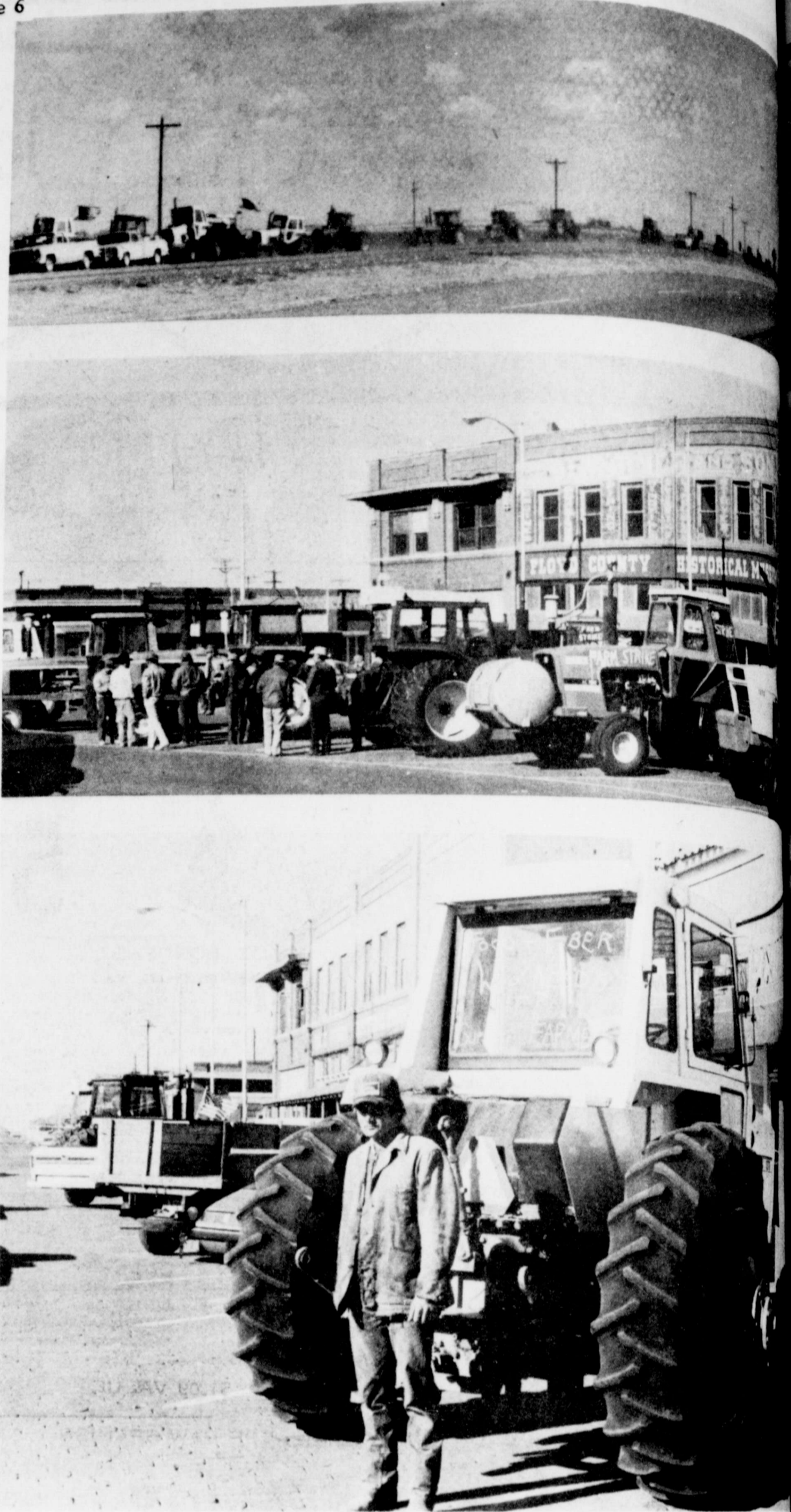
Wilson admitted that farmers who have had weather disasters, such as in Georgia, the Pacific Northwest and the Texas Panhandle are hard hit but that the real culprit is not weather, but higher cost for machinery, labor, seed, fertilizer and fuel and price too low to cover the cost leaving no profit for return to land or

management. The Association head pointed out that the recent farm bill as passed by Congress, if properly administered as to adequate set aside, realistic loan rates

and target prices and producer supported and directed export market expansion programs could return farming to a profitable endeavor. These sentiments were relayed to the President today by calls to White House.

Christmas in Floyd County

FARM STRIKERS from the Paducah area are pictured east of Floydada Tuesday on their way to Lubbock. In center photo Floydada farmers get ready to join the trip to Lubbock, and in lower photo one of two Schwertner tractors is pictured. The Schwertners live in the Sandhill community.



Happy Holidays

Hoping the beautiful memories of a family Christmas will be shared by you and those you love.

NORRELL TRACTOR PARTS

CHRISTMAS GREETINGS

A December day is all the more beautiful in remembering... Thinking of you and wishing you every happiness at Christmas.

Adams Well Service
Boone Adams

200 FT. REYNOLDS
FOIL
\$2.09
 \$2.91 VALUE

6-32 OZ. BOTTLE CARTON
COKE
99¢
 PLUS DEPOSIT \$1.95 VALUE

1/2 GALLON CLOVERLAKE
ICE CREAM
\$1.09
 \$1.67 VALUE

Stainless Flatware only **25¢**
 Imagine a 40 piece service for only \$2.00
 HERE'S HOW IT WORKS!
 Simply save the cash register taps you receive each time you shop our store. Ask for your Save-A-Tap Envelope. When you've collected \$2.00 in taps exchange them and 25¢ for the 5 piece place setting in your choice of pattern. The 5 piece place settings are available at all times, without tape. \$2.50. Start saving tapes now for the pattern of your choice.
 be sure to save your tapes every week!

ALL VALUES GOOD THURSDAY, DECEMBER 22 THROUGH SATURDAY, DECEMBER 24

BUDDY'S

220 South 2nd Street 983-3149
 HOURS MON-SAT 8 A.M.-7 P.M. SUNDAY 9 A.M.-7 P.M.

WE GIVE GREEN STAMPS
DOUBLE ON WEDNESDAY

WE WILL BE CLOSED CHRISTMAS DAY

MILK 17¢
 DELICIOUS
APPLES 4 / \$1.00
ORANGES 4 / \$1.00
 MATURE RIPE
BANANAS 6 / \$1.00
 OCEAN SPRAY
RASPBERRIES 39¢
 SWANSONS 34¢ VALUE
CHICKEN BROTH 4 / \$1.00
 1/2 GALLON BORDENS 83¢ VALUE
EGG BRAND MILK 67¢
 WHITE SWAN 34¢ VALUE
PEANUTS 4 / \$1.00

1/2 GALLON BORDENS \$1.03 VALUE
BUTTERMILK 59¢
 24 OZ. BORDENS QT. 99¢ VALUE
COTTAGE CHEESE 89¢
 BORDEN CREAMED COTTAGE CHEESE \$1.33 VALUE
EGG NOG 69¢
 12 OZ. BAKERS CHOCOLATE FLAVOR
CHIPS 59¢
 \$1.09 VALUE

SELF BASTING BUTTER BALL 12 LBS UP
TURKEYS 79¢ LB
 12 OZ. DECKERS **FRANKS 73¢**
 USDA **ARM ROAST 89¢ LB**
 4 TO 6 LBS BAKING
HENS 69¢ LB
 SAVORY BONELESS
HAM \$1.89 LB
 3 LB DECKERS CAN
HAM \$5.69
 "BONE-IN" 1/2 OR WHOLE **CURED HAM \$1.29**
 FRESH **GROUND BEEF 69¢ LB**
 12 COUNT SOFT N LITE BROWN AND SERVE **ROLLS 3 / \$1.00**
 50¢ VALUE
M & M CANDY 79¢
 1/2 LB 3/4 LB 1 LB \$1.19 \$1.49
 1 LB HILLS BROTHERS **COFFEE \$2.79**
 WITH COUPON
 \$2.99 WITHOUT COUPON EXPIRES 12-24-77
25 LB EVERLIGHT FLOUR \$3.19
 WITH COUPON
 \$3.49 WITHOUT COUPON
 GOOD AT BUDDYS EXPIRES 12-24-77
6 OZ. DREAM WHIP TOPPING 89¢
 WITH COUPON
 \$1.09 WITHOUT COUPON
 GOOD AT BUDDYS EXPIRES 12-24-77

GOOD DAY MANDARIN
ORANGES 3 / \$1.00
 7-FARMS STRAWBERRY
RESERVES 3 / \$1.00
 IMPERIAL POWERED
SUGAR 3 / \$1.00
 COUNT REYNOLDS
REDDI-PANS 39¢
 63¢ VALUE
 BORDENS 65¢ VALUE
WHIPPING CREAM, SOUR CREAM or DIP & CHIP 29¢

12 OZ. FISHERS RAW SPANISH
PEANUTS 2 / \$1.09
 71¢ VAL
 14 OZ. BAKERS ANGELFLAKE
COCONUT 89¢
 \$1.59 VALUE
 9 OZ. 79¢ VALUE
COOL WHIP 57¢
 PET DEEP DISH PIE 77¢ VALUE
SHELLS 59¢
FRITOS 59¢
 83¢ SIZE
 6 OZ. STOVE TOP **STUFFING MIX 59¢**
 75¢ VALUE
 16 OZ. OCEAN SPRAY 51¢ VALUE
CRANBERRY SAUCE 39¢
 50 COUNT KLEENEX DINNER
NAPKINS 2 / 99¢
 69¢ VALUE
 1 LB WHITE SWAN SOFT 69¢ VALUE
MARGARINE 2 / 99¢

13 OZ. MILNOT 44¢ VALUE
CAN MILK 3 / \$1.00
 32 OZ. BLACK BURNS CRYSTAL 79¢ VALUE
WHITE SYRUP 59¢
 10 OZ. PVP \$2.59 VALUE
PECANS \$1.39
 GRADE A LARGE **EGGS 57¢ DOZEN**
 JUMBO ROLL HI-DRY **PAPER TOWELS 39¢**
 16 OZ. DEL MONTE 39¢ VALUE
PUMPKIN 3 / \$1.00
 KEEBLER CLUB OR TOWN HOUSE
CRACKERS 69¢
 10 OZ. KRAFT 49¢ VALUE
MARSHMALLOWS 3 / 97¢

...ada Tuesday on their way to Lubbock, and in lower part of the Sandhill community. (Staff Photo)

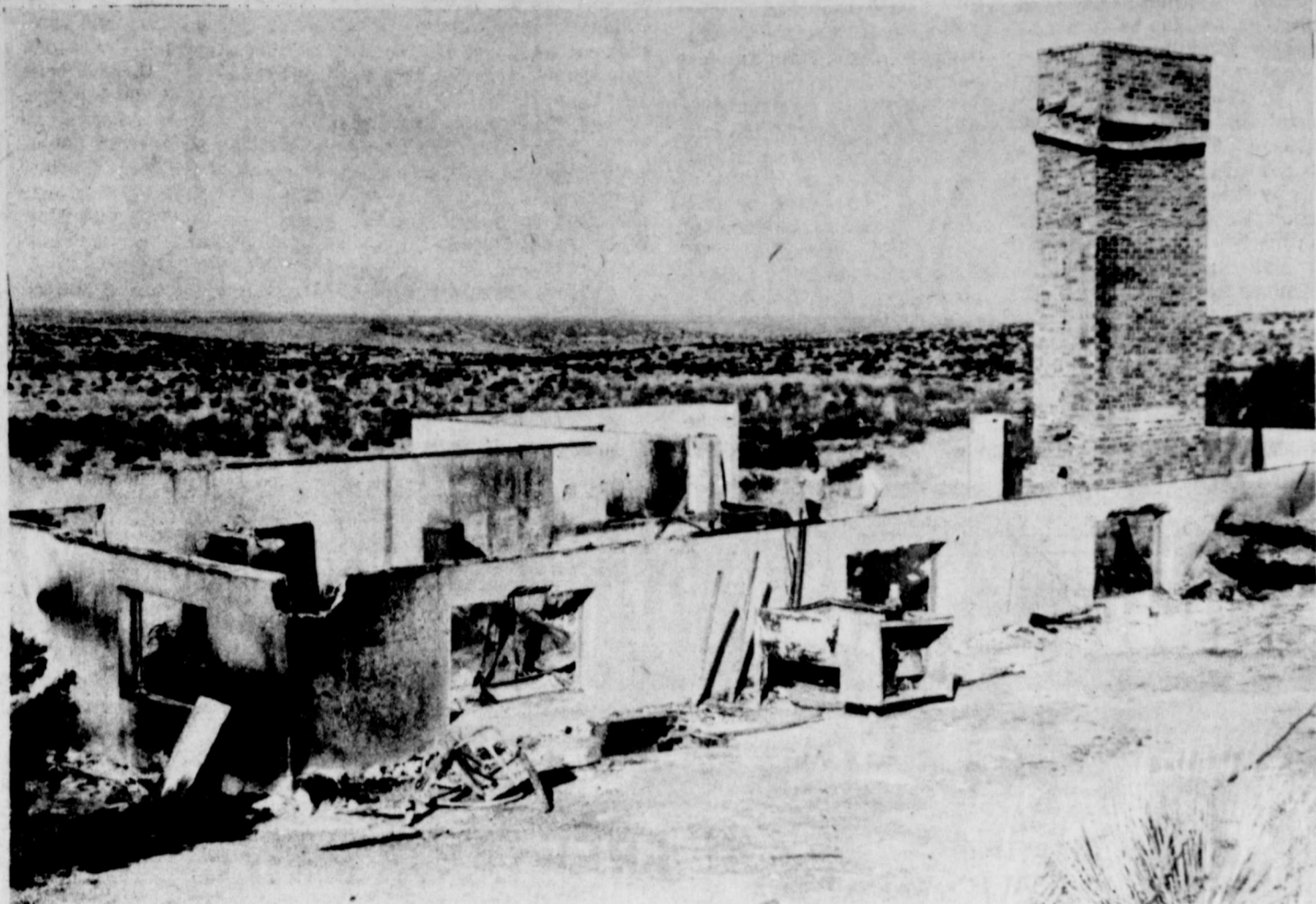
...dent today by telegraph calls to White House

...Christmas Shopping in Floyd County..

...day is all the more remembering... you and wishing you Christmas.

...Service





NO HOME FOR CHRISTMAS... Jim and Tom Potts are looking at the ruins of their home located just off the Caprock east of Floydada. The home and everything in it burned about 3 a.m. Saturday when a spark in the station wagon in the garage set off the blaze. Parents Mr. and Mrs. Frank Potts heard

the horn of the station wagon, discovered the fire and got all the family out. The Matador Fire Department was unable to save it. Frank says the family will rebuild in the same location. The home and station wagon were insured. (Staff Photo)

NO HOME FOR CHRISTMAS... the Joe Carisales family home burned down with all the furniture, household goods Monday night. The house was located on the southeast corner of the Howard Gene Bishop farm in the Lakeview Community. There are five children from seven to 15 years old. The family is staying at the Bishop home. The Floydada Volunteer Fire Department almost had the fire under control when they ran out of water.

FLOYD DATA
Mr. and Mrs. Larry Cross and baby of Gasden, Alabama are here visiting Mrs. Ethel Cross, Larry's mother and her parents, Mr. and

Mrs. Cy Ramsey of Plainview through Christmas.

FLOYD DATA
Mr. and Mrs. Sam Adams and family, Bishop, California visited last week with his

uncle and aunt, Mr. and Mrs. Wesley Adams.

FLOYD DATA
Mrs. Jack Henry left Tuesday for Mexico City and Cuernavaca, where she will

join her son, Dr. Jack Henry and family, and Mr. and Mrs. Harris Underwood and family. They will all spend the Christmas holidays there together.

**SLEEP WHILE
YOUR WANT AD
WORKS**

PERFORMANCE TEST HEIFERS—Performance testing for heifer selection can mean more efficient beef production, says a livestock specialist with the Texas Agricultural Extension Service. This calls for weighing heifers at weaning, sorting them into groups, and feeding them to reach a target weight at the start of breed-

ing. After 45 days, cull open heifers. Using data on how heavy a heifer should be at puberty, its weight at the start of the breeding season can be projected.

HOME POULTRY FLOCKS—Cooler weather means more home flocks for backyard poultrymen, notes a poultry specialist with the Texas Agricultural Extension Service. After 45 days, cull open heifers. Using data on how heavy a heifer should be at puberty, its weight at the start of the breeding season can be projected.

tion Service. After 45 days, cull open heifers. Using data on how heavy a heifer should be at puberty, its weight at the start of the breeding season can be projected.

Merry Christmas



With hearts full of wonder at the eternal beauties of Nature, we savour the magic of Christmas and its eternal meaning. In the holiday spirit of love and understanding, we wish all our friends joy and peace. It's a pleasure to know you!

Martin & Co.

YOUR INTERNATIONAL HARVESTER DEALER IN FLOYDADA

The Floyd Philosopher

**Comes Out In Favor Of Better Jails,
Well Sort Of, Maybe Not Quite**

Editor's note: The Floyd Philosopher on his Johnson grass farm discusses jails this week, from the outside, we're sure.

Dear editor:

One of the odd things about the exchange of prisoners between the United States and Mexico, with Americans in prison in Mexico being brought to prisons in the U.S. and Mexicans in prison here being sent to prisons down there, was the reaction of the prisoners.

The Mexicans said they were glad to get out of those awful American prisons, and the Americans said they were glad to get out of those awful Mexican prisons.

You get the impression prisoners don't like jails. This is odd because about half the convicts in prison now have been there before and, if let out, will return, if they get caught again. Unless of course they write a book, make a million, and lose interest in breaking the law.

There is a move on now throughout the

country to improve and Federal judges are ordering and when a Federal judge else is supposed to shut up public schools. If they don't facilities they'll lose their who wants to go to a school accredited?

It also involves international Say that South Korean wheel has been indicted for 1972 Congress, which is a domestic should not be open to foreigners convicted and sent to some where the tennis courts need and wait till some Federal this the television sets are white. Don't you know the down as barbarians?

We can't have foreigners and being treated like Americans

Herald Angels Sing



May the music of the heavenly heralds bring a touch of the Divine to your Christmas. At this holy time we extend sincere appreciation to you.

GENE ARWINE

ARWINE DRUG

The Simple Life And Little Things

By Jan Sherman

Test your thinking ability. See if you recognize

the scenes:
 Before Christmas: "Let me see, I need to buy Christmas. I know just about what I need to buy a little longer. After all I have two weeks. I'll rush the season. Maybe I will go and buy that Aunt Bula. She loves pins and who cares as long as it's pins...that won't take much thought."

Before Christmas: "Since today is the 18th and before Christmas, maybe I should sit down and make a list of what to get for everyone. It's not a waste. Sure am glad Christmas comes every year. I've got to find time to put up that tree and the decorations. So much to be done. (sigh)."

Before Christmas: "I sure do hope the stores are open. I'm around to buying those gifts I planned to get. Everything seems to be picked over. Oh well, I'll just get anything this year. I'll just go down to the store like I can find. I won't even worry about what they like it. I'd better hurry...this Christmas it just gets me all out of the spirit!"

Before Christmas: "I would say there was no spirit to begin with. People going to learn how much easier it is to get things. Nerves, and Christmas spirit to do their shopping. By early, I don't even mean two weeks before Christmas. I mean September. "Oh, I just couldn't do Christmas then." It really doesn't sound as if it's Christmas when you rushed down to the store at the last minute and bought whatever you could find.

Before Christmas: "I'm listening in January. Yes, January! Then I'll be through the Christmas routine of "What do you want for Christmas. It doesn't matter." "Oh, now come on. Get something for you and you might as well tell me what you possible enjoy giving when it's on that day."

Before Christmas: "I started in September, there would be no Christmas. No rush or feeling of urgency because you bought whatever you could get. \$5.00, of course...because since you waited so long, you don't want to spend over that amount. You group and put a little joy into your Christmas. You have a peaceful mind to remember what we do for Christmas in the first place."

South Plains News

By Mrs. Murray Julian

Dec. 19 The Elementary Children presented a Christmas program on Monday, December 19.

The Christmas program with children and adults sang the traditional winter songs. The Christmas Tree was lit and the children sang Christmas songs.

"Rudolph, the Red Nosed Reindeer," "You Are My Sunshine," and "Do What I See." Third graders presented a play. The Christmas program was held at the 5th and 6th grade gym.

The first Christmas was born. The whole school sang, "The Christmas Song." Santa Claus arrived with his reindeer and all the children. The program, the

adults and children were served refreshments of cake, coffee and punch by members of the South Plains PTA.

Mr. and Mrs. Arby Mulder, Mrs. Jerry Taylor and children, Rhonda, Richard, Candy and Ronnie of Amarillo had their pre-Christmas gathering at the home of Rev. and Mrs. Nathan Mulder on Saturday evening in the Nathan Mulder home, with their children, Cindy, Penny, Jimmy and Cory.

Rev. and Mrs. Fred Blake spent this Monday down at Fronte, where they visited with his mother, Mrs. C.E. Blake, who is in a rest home there.

South Plains school children and teachers will be out of school for their Christmas vacation Thursday, December 22, and will not be back in school until January 3. Mr. and Mrs. Murray Jul-

ian were among those from here who were at the official opening of the Floydada Inn on the Ralls Highway. They enjoyed seeing the beautiful motel and going through the lovely rooms. There are 32 rooms in the motel.

Parents and friends of the Whirlwind Band members went to Floydada this past Sunday afternoon, where they enjoyed a band concert. Christmas guests at the home of Mr. and Mrs. Sylvan Kinnibrugh will be their children, Mr. and Mrs. Ted Horne and Melissa, and Mr.

and Mrs. Hank Dickens and son, from Plainview, Mr. and Mrs. W.S. Simmons, Mr. and Mrs. Ronnie Simmons, Shane, Kristin and Jason of Truscott and Mr. and Mrs. Ray Dillard of Lockney. The family will be here to spend Christmas weekend with the Kinnibrughs.

Mr. and Mrs. Arby Mulder received word of the birth of a baby girl to her niece, and husband, Mr. and Mrs. Dan Krocker, (she was formerly Patricia Mulder) who live in Albuquerque, New Mexico. The little new-

comer weighed just five pounds, and has been named Terry Michelle. Terry was born Saturday, December 10, at the Presbyterian Hospital in Albuquerque. We extend congratulations to the family, and Mr. and Mrs. Arby Mulder plan a visit soon to see the baby and family.

The South Plains Baptist Church held their Christmas program Sunday night at 7 o'clock, with a program of song and Christmas readings. The Christmas story was read by Rev. Fred

Blake, and the choir under direction of Kendis Julian, sang many beautiful musical selections.

We offer our sympathy to Mr. and Mrs. Grigsby Milton Jr. and family in the death of his sister, Linnie Milton of Amarillo, who died around seven o'clock Wednesday night, December 14. Services were held on Friday morning in Amarillo at the South West Church of Christ, at ten o'clock a.m. with interment at the Lockney Cemetery at 3 p.m. Friday afternoon. Due to the

terrible sand storm that Friday, many people who planned to attend the funeral services were not able to be there.

Zach Cummings, son of Mr. and Mrs. Sterling Cummings was initiated into the Texas Delta chapter of Alpha Zeta in ceremonies at West Texas State University on December 4. Alpha Zeta is a national honor society in agriculture. There were three people from Lockney who were initiated in the ceremony.

Sanders and children, Regina, Renee, Stanley and Layne had their pre-Christmas gathering at their home Saturday night and Sunday, and all the guests were there overnight with them. Present were her mother, Mrs. Gresham, her sister, and husband, Mr. and Mrs. Lonnie Evans, and Mr. and Mrs. Arlen Evans, all of Plainview and from Lubbock her niece and family, Mr. and Mrs. John Hooten and children were present.

Winter begins at 4:24 p.m.

Mr. and Mrs. Richard SEE SOUTH PLAINS P. 10

WE WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR!

We would like to thank all the nice people of Floydada, for the tremendous response during the Grand Opening of the convenience store and laundry signed... Owners and Employees



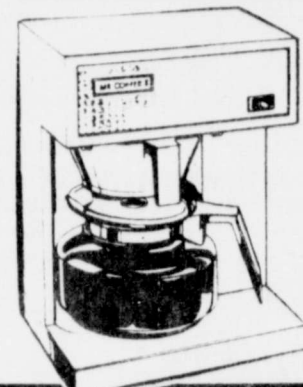
OPEN ALL DAY CHRISTMAS DAY

FREE DOOR PRIZE

Register for a Mr. Coffee II to be given away in our store. Drawing will be held Saturday afternoon, December 24. Register each time you are in our store.

You must be 16 years or older.

No purchase necessary.



MINIT MART and MINIT LAUNDRY - OPEN 7 til 11

Prices Effective thru Sat. Dec. 24 102 S. Second - Floydada, Texas

QUALITY CHECKED
EGG NOG
 A MUST FOR THE HOLIDAYS
 QUART CARTON
79¢

WHITE SWAN
SHORTENING
 3 LB CAN ALL PURPOSE
\$1.09

NORTHERN'S BRAUNY
PAPER TOWELS
 ASSORTED COLORS
49¢ JUMBO ROLL

MINUTE MAID 6 OZ CAN
ORANGE JUICE
35¢

CLOVERLAKE QUALITY CHECKED
ICE CREAM
 1 PT CTN ASSORTED FLAVORS
3 \$1.00 FOR

GOLD MEDAL ALL PURPOSE FLOUR 5 LB BAG **59¢**

DEL MONTE CUT GREEN MIX OR MATCH BEANS OR SWEET PEAS 303 CAN **3 \$1** FOR

SWIFT'S PREM LUNCHEON MEAT 12 OZ CAN **79¢**

CLOROX LIQUID BLEACH 1/2 GAL JUG **59¢**

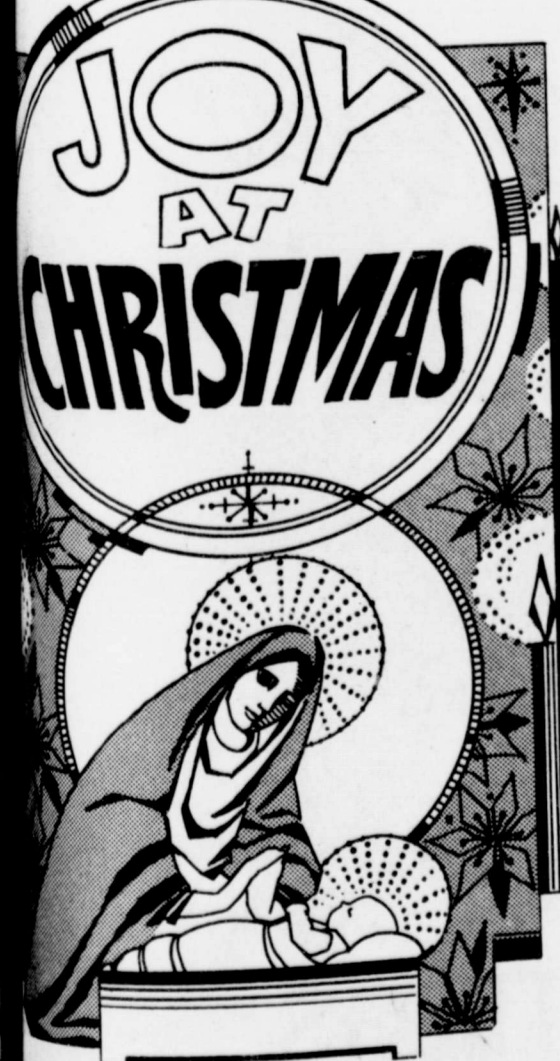
HUSKY 15 3/4 OZ CAN DOG FOOD DON'T FORGET YOUR PET DURING THIS HOLIDAY SEASON MEAT FLAVORED **19¢**

UTAH LARGE SIZE RED DELICIOUS APPLES SNAP'N GOOD **215¢** FOR

POTATOES COLORADO RUSSETS 10 LB BAG **59¢**

NEW MEXICO GROUND ROASTED PEANUTS 2 LB BAG A STOCKIN FILLER **99¢**

CALIFORNIA ICE BERG TYPE LETTUCE LARGE HEADS EACH **25¢**



Love and adoration fill the hearts of all mankind as the wonder of that Holy Night lights the world anew. Greetings and thanks to our friends at this inspiring season.

PARKER Furniture & Appliance
 LOCKNEY, TEXAS
 Hershel, Frank, Clyde

Angels Sing
 Only the Divine holy time
 tion to you.
 DRUG

"Art For Heart" Winners Announced

At a drawing in the Floydada First National Bank Monday, winners were announced for some 19 paintings and the Heart Association received some \$900 for their ticket selling efforts.

The following list of winners and the artist who

donated the painting is as follows:
Lee Ann Neeley-Jo Goen;
Vickie Latta-Emma Collins;
M.W. Carpenter-Teresa Hollums;
Jo Wester-Ted Bell;
Sherre West-Nina Teuton;

Fleeta Adams-Winnie Carthel;
Paul Ogle-Mary Tom Tooley;
Wilma Brown-Frances Staniforth;
Joyce Stewart-Mamie Lou Hartman;
Carolyn Stovall*-Navolia Kinslow;
Mrs. Travis Jones-Mary Montandon;
Johnnie Harris Grace Ashley;
Melody Powell-Nell Pritchell;
Clara Reecer-Junanita Teeple;
Glen Jarnagin-Margie Jones;
Janet Lloyd*-Mildred Cates;
Velma Bonner-Margaret Calahan;
John Key West*-Elfie Sherman;
Clinton Fyfee-Oleta Wilson.

ONLY THREE SHOPPING DAYS UNTIL CHRISTMAS



SPORTSMEN'S BEST FRIEND

RED WING

BROWN'S IN LOCKNEY

We Stock Safety Shoes



"ART FOR HEART" winners. Three of the 19 winners are: (l to r) Janet Lloyd, John Key West and Carolyn Stovall.

Dear Santa,
I want a trampoline, Race car set, B.B. Gun with a scope that you can take off. I want a rod and reel also signal lights for my bike.
Love
Tracy Carlton 7 yrs.

Dear Santa,
I want a B.B. gun, Race Car track, a minibike, some B.B.'s, little trucks, a bulldozer, and some candy
Love,
Shannon Carlton 7 yrs.

Dear Santa Claus,
I am two and my brother is a baby. I want a record player like Juli's and presents please. My Josh is too little or presents so bring him bananas and a red toy too.
I love you,
Brittany K. Gregory

Dear Santa
My name is Brandon Selmen I want a Big Wheel, I will leave you a coke and some cookies.
Love Brandon

LAST MINUTE CHRISTMAS SPECIALS...
All Sylvania Black And White And Color TELEVISIONS



10% OFF Regular Price

CAPROCK APPLIANCE CENTER

115 N. Main 652-3721 Lockney, TX
FINANCING AVAILABLE

Fairview News

By Mrs. Clyde Bagwell

We take this means of wishing everyone who reads this news a nice Christmas and a Happy New Year.

Our sympathy is with those who have lost loved ones and also to the ones who are staying at hospitals with members of their families who are seriously ill.

Word came to us yesterday of the passing of Mrs. C.A. Caffee at 3 a.m. Sunday morning. Mrs. Caffee was a long time resident of Dougherty.

Charles Beedy of Claude spent several days here with his parents Mr. and Mrs. Bill Beedy.

Bill Beedy went to Clarendon Monday and on to his ranch near Claude. He will be home Tuesday afternoon.

Mr. and Mrs. E.W. Walls returned home Wednesday from Oklahoma where they visited relatives at Norman they visited with her sister and husband, Mr. and Mrs. Marvin Morse and at Wayne with her brother and wife Mr. and Mrs. Seth Percy and

at Nicoma Park with his sister and husband, Mr. and Mrs. E.C. Johnson.

Walton Wilson visited Mr. and Mrs. E.W. Walls Saturday night.

Mrs. C.W. Payne attended the Lockney General Hospital's Christmas party Thursday night at Strickland's Restaurant where they enjoyed a turkey dinner with all the trimmings and a gift exchange. A large group attended this get-together of the Hospital Staff and friends.

Mrs. R.A. McMeans and son, Bobby of Amarillo spent Sunday with Mr. and Mrs. Edell DuBois, others there were Mr. and Mrs. Bill DuBois of Floydada.

Mr. and Mrs. Sam Bass of Lubbock visited Mr. and Mrs. Eugene Watts and family Saturday night.

Mr. and Mrs. Lindsey Graham went to Quitaque Sunday where they had dinner with Mr. and Mrs. Dick Taylor.

Those visiting during the past week in the Lindsey Graham home were, Mrs. Ray Aston of Lockney, Faye Hart, Mrs. A.S. Mize and Mr. and Mrs. George Smith.

Saturday was Kara Cozby's 4th birthday and her mother and dad Mr. and Mrs. Bobby Cozby had several family members in to help Kara celebrate: the grandparents, Mr. and Mrs. L.F. Cozby and Mr. and Mrs. Ray Gene Carthel and Dara Carthel, and Mr. and Mrs. Jet Wilmet of Tokio and Susan Cozby of Lubbock.

Mrs. Gracie Riggles is still a patient in Lubbock's Methodist Hospital and her children have been here staying with her the past week. Mr. and Mrs. Milton Brown of Victorville, California, Mrs. Bud Pope of Deming, New Mex. and Roscoe Riggles of Hayes, South Dakota and Mrs. Raymond Baker of Floydada also Mr. and Mrs. Earl Jameson and son Jaso of Deming, New Mex. have been here to see their grandmother Mrs. Riggles.

Debbie Whitfield of Arlington flew to Lubbock Saturday where she was met by her grandparents Mr. and Mrs. Ray Cook, Debbie will visit here until Friday, December 23.

Mr. and Mrs. Roy McCarter of Canyon and Mr. and Mrs. C.H. Wise visited Sunday afternoon with Ruey Irwin. Mrs. McCarter is Ruey's niece.

Mr. and Mrs. Robert Warren of Lubbock were Sunday dinner guests of his parents Mr. and Mrs. Bud Warren. They had their Christmas gift exchange a week early.

Mr. and Mrs. Kay Crabtree and Mrs. Kate Crabtree attended the Band Concert Sunday afternoon. Becky Crabtree played in the Band.

Mrs. Glennie Bullard and Mr. and Mrs. Don Bullard of Del City were Monday morning breakfast guests of Mrs. Kate Crabtree.

Mr. and Mrs. J.W. Gilbreath hosted a Christmas dinner at their home Sunday December 18.

Those enjoying this family get-together, were: Mr. and Mrs. Jocko Perry of Amarillo, Mr. and Mrs. Leo Brown, Lubbock, Mrs. Gail Raines and daughter, Debbie, Nashville, Tennessee and Perry Graham of Lubbock; Mr. and Mrs. Charlie Perry, Mr. and Mrs. T.L. Perry, Mr. and Mrs. Wendell Graham, and family, Mr.

and Mrs. Eugene Watts, Scottie and Kim, and Greg Smitherman.

Sunday, December 18, a number of the members of the Austin family were guests at the home of Mr. and Mrs. Ted Bell and family for their Christmas dinner, others present were, Mrs. Glennie Bullard, Mr. and Mrs. Don Bullard, Del City, Mrs. Sallie Reeves, Memphis, Mr. and Mrs. Truett Austin, Shallowater, Lewis Austin, Hedley, and Mr. and Mrs. Harvey Allen, Mike and Norman. In the afternoon this group was joined by Mr. and Mrs. Bob Reeves of South Plains.

Walton Wilson went to Plainview Sunday to the home of Mr. and Mrs. M.O. Stapleton where the Horton family had a Christmas get-together.



Dear Santa
My name is Andrea Selman I want a Baby doll. I will leave you a cake and cookies.
Love Andrea

Dear Santa,
We want an erector (I set 625) set and a Bible for Christmas bring them on Friday night. This is Wyman I am 8 and this is my brother Heath. He is 6. And he want a truck and a Bible too.
love,
Wyman Heath R.



To faithful old friends
To cherished new friends
Our thanks and best wishes for a Merry,
MERRY CHRISTMAS

Beall

Merry Christmas

Heartfelt wishes for a glowing Yuletide overflowing with good cheer and happy days. We are thinking of you, our dear friends, and hoping your holidays will be filled with many delights.
Special thanks to all.

PLAINVIEW CO-OP COMPRESS

JOHN McQUEEN-MGR.

GREETINGS

As hills and valleys echo the wonderful sounds of Christmas, they echo too, our sincere gratitude for your warm and valued friendship.
Happy holidays!

PATTERSON
GRAIN ELEVATOR CO. INC.
Lockney, Texas



\$100 WINNER. Diana Rios accepts \$100 check from Don Vernon and Mrs. Arvin Thomason at Thomason Grocery. She was one of five fourth-place winners in the recent Blue Stamp Sweepstakes. She registered for the area-wide drawing at Thomason's in Lockney. (Staff Photo)

Center News

By Mrs. J.E. Green

Christmas parties are in full swing. And such nice Sunday programs at churches. We had a most enjoyable one, tree and all, at Calvary Baptist Sunday evening. And Sunday morning Calvary Baptist had in as guest minister Brother Joe Perkins, a recently appointed missionary to Ghana. Mr. and Mrs. Joy Conway of Tyler spent most of the last week visiting parents, the Claud Carpenters and other relatives. They left Saturday by plane for California to spend the holidays

with a daughter and husband.

Mr. and Mrs. Hal Thomas spent Sunday in Post visiting sisters of Mr. Thomas and Wednesday in Lubbock with their daughter and family. Mr. and Mrs. Milton Mensch and small son.

Mrs. Clarence Guffee visited Vera Meredith Tuesday p.m. and Mrs. Edna Patton visited her Monday morning.

Mr. and Mrs. O.G. Mayfield visited Sunday afternoon in Central Plains Hospital, Plainview, with Mr. and Mrs. Weldon Cumbie. Weldon is a patient.

Kenneth Mark Green, a student at Baylor University spent Friday night with his grandmother, Mrs. J.E. Green. He was on his way to Albuquerque New Mexico where he is taking a plane for Toksook Bay, Alaska to spend some holidays with his family, the Clyde Greens, who are teaching there this year. On the way he will visit with his sister, Gretchen and husband, Elmer Shore who have just arrived in Seattle from Baghdad, Iraq. Gretchen gave her grandmother (Ma Green) a nice surprise by calling her long distance Sunday p.m.

Mrs. Anthony Latta visited Mrs. Green last week.

Mr. and Mrs. J.B. Massingill Galveston visited Mrs. Green while Saturday p.m. on their way to Phillip for the holidays. Mrs. Massingill and Mrs. Green are sisters.

Mrs. Charley Spence is back in our nursing home and Mr. Spence has been dismissed from the hospital and is convalescing at the home of his son, Sam Spence and wife.

Mr. and Mrs. Thomas Warren, Mrs. Ola Warren

and Mrs. Fred Battey left Sunday for Dumas to visit Mr. and Mrs. Earl Huckabee, and also by the Julian Edmondsons (Zelda's) at Phillips where some of the party are to visit longer.

We are so sorry to learn of the passing of Mrs. Caffee who lived so long at Dougherty.

Mr. and Mrs. Plumlee had as guests Sunday a grandson and wife, Mr. and Mrs. Ronnie Plumlee of Amarillo. Ronnie is the son of the Bobby Plumlee's, Amarillo.

Miss Esther Peck recently spent a few days in a Lubbock hospital, but is home again. Mrs. Green visited Miss Peck one afternoon briefly.

Mr. and Mrs. Henry Brewer had their family Christmas get together Sunday. Seven of their eight children and most of the grandchildren were present for the Christmas dinner, tree.

Present were: Mr. and Mrs. Millard Watson, Mt. Blanco; Mr. and Mrs. Fred McDougle and Sharon, Crosbyton; The DeWayne Brewers, Irving; Mr. and Mrs. H.T. Ayers, Kelly and Carl Lubbock; Mr. and Mrs. Ervin Brewer, Monty, and Terry, Lubbock; Patricia and La Tonia, Lubbock; Mr. and Mrs. Harry Glen Brewer, Amber, Tye and Brandon; Mr. and Mrs. Ken Robison, Chris and Karon, Lubbock; two grandchildren and families; Mr. and Mrs. Dean Watson and girls, Floydada; Mr. and Mrs. John Willeby, Lubbock;

LETTERS TO SANTA

Dear Santa, We, the 3, 4, and 5 years olds of the Floyd County Day Day Care would like the things listed beside our names below for Christmas. We have been good kids and would like for you to remember the 1 1/2 and 2 year olds, the babies and the Day Care Staff. Thank you.

Kerri Pom poms, baton, and cheer-leader dress and shoes.

Christina Rub-a-dub Dolly and a tractor.

Leshia big horse, tractor and a stove.

Misti Milking cow and cheer leader clothes.

Jamie Sue Rub-a-dub dolly, Sesame Street book and clock.

Kalli Rub-a-dub dolly and a kitchen.

Missy Pom poms, cheer-leader dress and shoes.

Jayma Rub-a-dub dolly, stove and washer.

Rebecca Baby come back doll clothes and dishes.

Chad Jarrett Stretch armstrong and monster and a truck.

Rudy-tractor, truck and candy.

Erud race car track set and train track set.

Guadalupe stretch monster and a tractor.

Chad Pikarrainer-Bird kite and training wheel Bike.

Chad Wideman-Dallas Cowboy football suit and a race car track.

P.S. Please remember Jason and Leslie.

Dear Santa Claus I want a baby come back and some dishes and a Bionic Woman and a baby stroller and a calculator and a typewriter I been a good girl I go to school every day Love

Ps I would live some cookies and milk under the tree

Dear Santa, I'm only two years old so my Momma is writing this letter for me. I've been a really good boy this year. I would like a

Letter To The Editor

Dear friends:

Hey Ya'll! Me-thinks we hear the tinkle of bells and we see signs about us that tell us it is that most wonderful time of year again. Yes, the birthday of Jesus nears, and Jewell and A.W. want to wish for each of you again an unusually happy Christmas and may the Lord bless you in the new year of 1978. May many wonderful things happen to you.

As for us, we have been wonderfully blessed with reasonable good health; as you recall, at about this time last year, Jewell had been told she would not have to have open heart surgery, and I was enjoying a miraculous recovery from mine as of October 19th. In fact, I had already started back to teaching as a substitute in the Floydada schools. (Note the plural-K thru 12).

Our oldest son, Jerry, thinks, perhaps, his tottering parents may be disturbed a little as they have already moved once to Tyler, Texas as of June 1st, and now are under serious consideration of moving again to a nearby lake. O, well, why not at least feel young at heart.

Jewell and I both love deep East Texas. We love the mild climate, and we do not have the high winds so prevalent up on the Great Plains. And, since we are both "green thumbs," this is a paradise. What, with all the beautiful trees, flowers, streams, lakes, birds of all kinds, the charming squirrels, and Jewell's new garden room, we are quite happy; notwithstanding the fact that we miss our Floydada friends. We are looking forward to spending Christmas up there.

A.W. has been fishing several times in Lake Palestine, Lake Tyler, and Cedar Creek Lake, and actually caught a few. This area is a fisherman's paradise, so please come on down and visit us. He has not been down to Toledo Bend yet, but is giving it some serious consideration.

Where ever we go now the chief topic of conversation seems to be the "Tyler Rose," or the University of Texas fleet back, Earl Campbell, who, this week was given the Heisman Trophy as the most outstanding football player in the United States. He comes from a very humble and poor family, here at Tyler, and so far he has remained quite humble in all this glory, giving God the credit for his talent. We were so pleased when he said he was going to have a new

4-H'ers At National Steer Jackpot Show

Several Floyd County 4-H'ers exhibited their steer projects at the National Jackpot Show in Lubbock this past weekend. Mark and Todd Beedy showed in the heavy weight Angus and middle weight Crossbred classes, while Mitch and Tom Ross exhibited a heavy weight Angus and a light weight Hereford. Chris Fulton showed two Crossbred steers. Ty Williams showed a light weight Angus and a light weight Crossbred and Libby Williams showed a light weight Crossbred.

Observers said it was one of the toughest steer shows ever witnessed. Exhibitors from three states brought the best animals, trying for the \$1000 Grand Champion premium. Floyd County

4-H'ers can be proud of the placings of their animals at the show.

Another source of pride is that three of the Floyd County 4-H'ers-Mark Beedy, Ty Williams and Libby Williams were selected from more than 150 top showmen, to demonstrate their showmanship skills.

Mark and Ty competed in the 14-16 year old bracket and Libby won the 13 year olds and under age bracket. For her win, Libby received a belt buckle minted especially for the show.

Another Floyd County participant was Tracy Womack who exhibited lambs under the banner of Floydada FFA. Congratulations to all for a job well done.

home built for his "Mom" as one of his first accomplishments. We would be so happy for you to come see us. Just let us know when, so that we can add a little water to the soup. May God richly bless you and your families during the Yuletide Season and the New Year.

Your friends,
Jewell and A.W. Coltharp



HOLY HOLY Let us rejoice in loving adoration as we celebrate and remember the miracle of Christmas.

LONGHORN INN

Glen, Violet, Tim

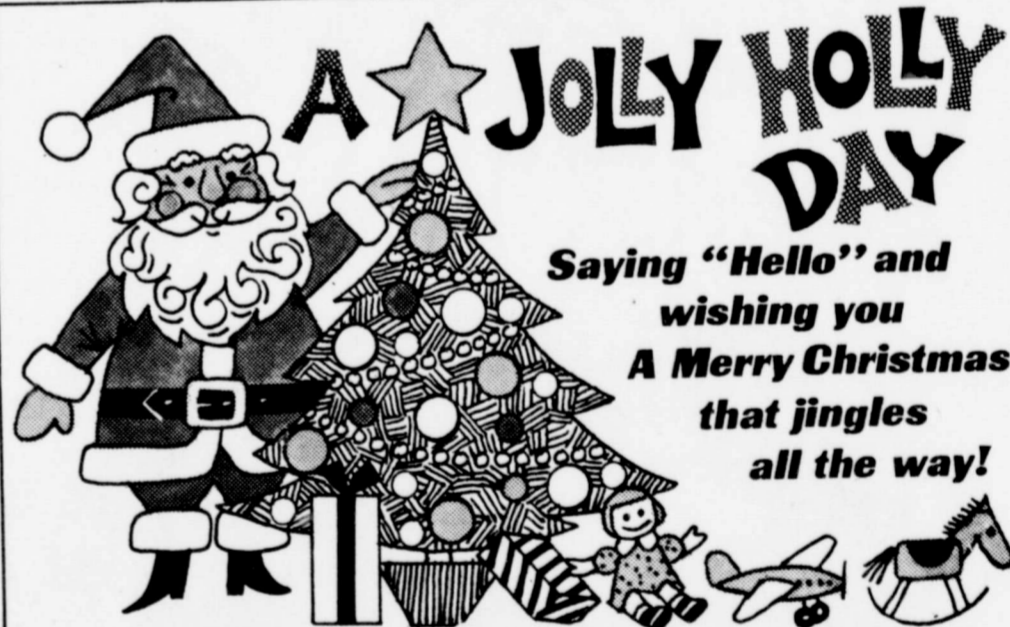
CHRISTMAS

At this glittering time of the year we send wishes for your happiness, glowing with bright hope for the future.

We look forward to serving you again

WHITE AUTO STORE

LOCKNEY, TEXAS



A JOLY HOLLY DAY

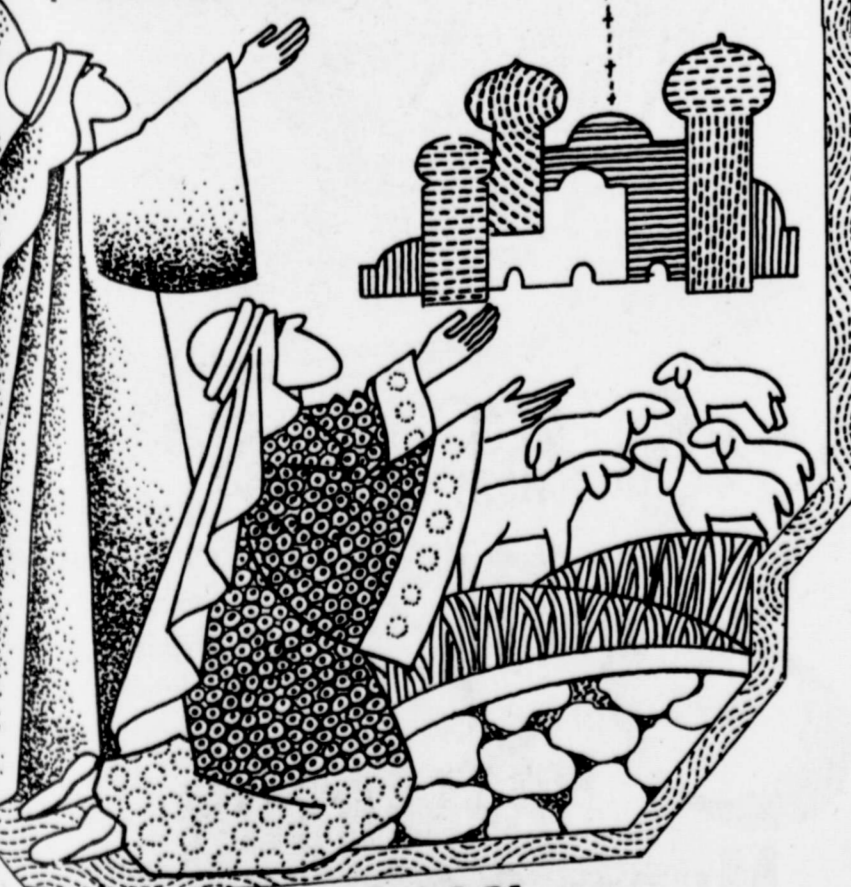
Saying "Hello" and wishing you A Merry Christmas that jingles all the way!

LENA'S BEAUTY SALON

Lena Brotherton - owner

PEACE

May the holy light that shone from the Star of Bethlehem shine again in the hearts of all men, making them brothers in peace and love.



ANSLEY & SON

LOCKNEY, TEXAS
Clarence Ansley-Mgr.



Christmas brings warm hearts, happy voices and laughter, shared with those we hold most dear. We join the holiday merriment with cheery wishes and thanks to you and yours!

JACKSON TIRE CO.

Lockney, Texas

LETTER TO SANTA

Dear Santa, I'm 2 1/2 years old and I try to be a good boy. Would you please bring me a push-button Sesame Street and a chalkboard activity desk. I will leave you a snack. Please remember all the other good girls and boys. I love you, Scott Crader

Floydada Nursing Home Happenings

By Dartha Westbrook

By Dartha Westbrook
We have had many visitors, gifts, and goodies brought to the Nursing Home this past week. I would like to acknowledge as many as possible.

On Monday, Mona Dean's first period Homemaking Class visited the residents. On Tuesday, Girl Scout Troup 387 came out with fruit for the residents, and they also sang Christmas Carols. On Wednesday, Alpha Mu Delta decorated our resident's doors with Christmas packages.

On Thursday, City Park Church of Christ ladies had our Birthday Party. December was a good Birthday Month with seven birthdays—Vernie McNeill, Clara Murry, Mollie Jones, L. H. Aldredge, Ida Martin, Marnie Daniel, and Albert Martin.

The Doreus Class of the First Baptist Church brought fruit and cookies for all the residents Thursday afternoon. On Monday of this week, the South Plains Radio Club brought individual gifts for all the residents. Mrs. Mark Martin sent apples and oranges for the residents Friday.

Another of Mona Dean's classes came out Monday afternoon and sang Christmas Carols and Mrs. W. R. Daniel brought candy for the

PEACE ON EARTH



Offering a prayer of thanks and hoping that the beauty of the Holy Birth will surround you at Christmastide.

Rogers Pastry & Fried Chicken

Joann, Burl, Randy, Ken

"Your taxes too high? They are sure if you're self-employed and not under a tax-sheltered retirement plan.

Let's talk retirement. Person to person."



Tommy Assiter
206 W. California
Phone 806-983-2511

Southwestern Life
Helping people—person to person



FLOYD 4 HERS put on exciting Christmas Party for the Floyd County Day Care Center children. (Staff Photo)

4-H Club Members Sponsor Day Care

4-H club members from Lockney and Floydada sponsored a Christmas party for the pre-schoolers. The 4-Hers had a skit, sang carols and old Saint Nick passed out stockings to each child.

In light of the fierce school rivalry I believe these youngsters hold a lesson for all of us in the way they work together for the bene-

Psychological Association from 1970 to 1975.

UT improved its ranking in psychology programs from a similar study done in 1970, when it ranked 11th in the U.S.

The chairman of the UT Psychology Department says students taking courses from the UT scholars who have written the articles "receive the benefit of the latest and best knowledge about human behavior."



Breaking out with heart good wishes for a bright and cheery We're happy to extend thanks to cherished friends and neighbors.

COVINGTON OIL & BUTANE
DOUGHERTY, TEXAS

UT psychology in sixth place

AUSTIN, Texas (Spl.) — Based on over-all faculty contributions of articles in leading psychology journals, The University of Texas now ranks sixth in the nation in the field of psychology.

The study was based on contributors to 13 journals published by the American

residents. Several of our families have brought gifts to the employees: Ruby Davis brought a cake, Artie Webb, a cake, Sam and Bettie Baker, candy; Mrs. Wayne Collins brought a cake, Marnie Daniel's family, in individual gifts for all employees, Florence Badgett's family, gift boxes for employees.

I hope I haven't forgotten anyone. As you can see this has been a very busy, enjoyable week, and our Christmas Tree was Tuesday night. Our tree was loaded and we had a very big night, thanks to all the lovely people who care. May I give all of you who are listed above a very big "THANKS," and BEST WISHES FOR THE NEW YEAR, from each resident and employee of Floydada Nursing Home. You've made this season a good one for all

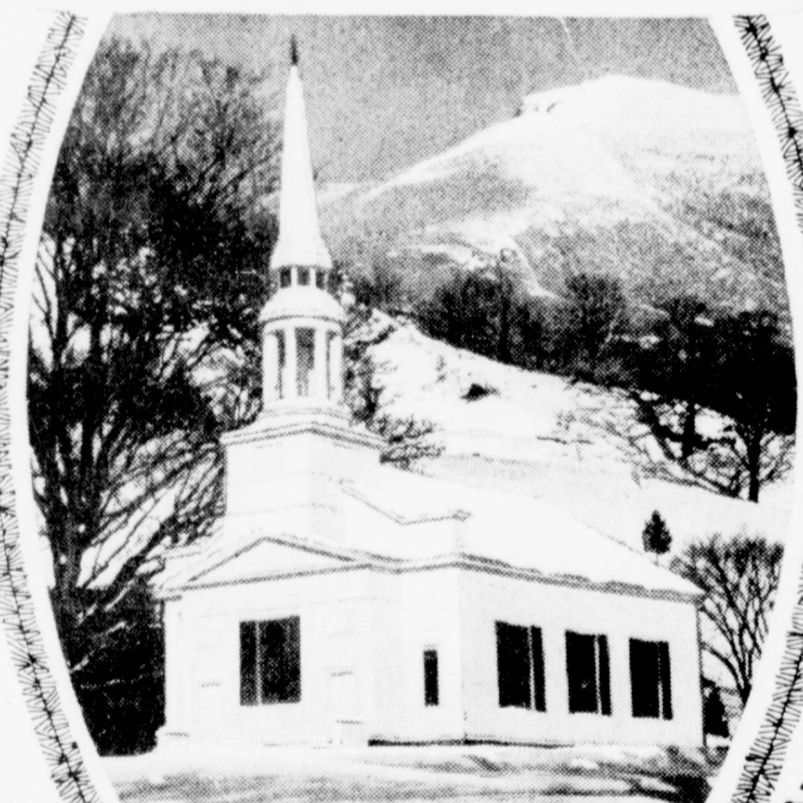
of us. Thanks to all the visitors and friends who came last week: Wiley Rogers, Melissa Moreno, Janie Ibarra, Amelia Guzman, Clara Redd, Mrs. J.C. Anderson, Doris Snodgrass, Thanie Smallwood, Matador;

Grady Freeman, Jackie Jackson, Lucille Wright, Arlie Webb, Ethel Warren, Mabel Epperson, Mrs. Robert Garrett, Mrs. Cleo Goins;

Evelyn and Jack Crull, Lubbock, Sue Moore, Hubert Evans, Mr. and Mrs. Weldon McClure, Mrs. Pierce King, Leora Younger and Tian, Mr. and Mrs. Hubert E. Davis, Labe and Jack Dillard, El Paso, Burmah Probasco and Frances Ladgett.

Mary Emma Matthews, Corpus Christi, and Kent C. Matthew from Fort Worth.

Merry Christmas



When we count our blessings at Christmas time we think of friends like you and wish you a beautiful holiday in a beautiful world!

Floydada Implement

FLOYDADA, TEXAS



Greenery and glitter, turkey and treats, love and laughter, that's what holidays are made of. Hope your Christmas is the best!

LAKEVIEW GIN



Christmas Joy

Muncy & Sandhill Elevator

Herman Graham-Mgr.

May the true spirit of Christmas be in your heart. Bring holiday joys and blessings to you and those most dear. Let us celebrate and remember the true meaning of the Savior's Holy Birth.

DAR HILL NEWS

By Grace Lemons

Mr. and Mrs. Mattie Davis visited Norma Welch Thursday afternoon.

A Christmas program was presented at the Assembly of God Church Sunday night with a good representation. Mr. and Mrs. Royce Hess presented each family present with a package of homemade candy. Fruit sacks were passed to everyone present, beautiful ceramic gifts were presented to the ladies of the church and a nice offering was given to the Children's Home. Visitors were Clara Mize, Grace Lemons, Wayne Vanhooze of Morton and Mr. and Mrs. W. T. Cooper of Lockney.

Rev. and Mrs. Jackie Thompson and family and Nelson, Debbie and Steve went to Lubbock Monday on business and shopped while there.

Mr. and Mrs. Carl F. Lemons went to Amarillo on business Monday.

Mr. and Mrs. Carl F. Lemons are the proud grandparents of a baby girl born Monday to Mr. and Mrs. Marvin Lemons of Lockney in the Lockney General Hospital at 6:30. She weighed 8 pounds six ounces and at this writing has not been named. Maternal grandparents are Mr. and Mrs. Fred Cartel of Lockney. Great grandparents are Mrs. Steen and Mrs. C. V. Lemons. The baby has a brother, David and a sister, Jessica.

Rev. and Mrs. R. C. Guest accompanied their son Mr. and Mrs. Dick Guest and Janie of Floydada to Ruidoso Wednesday to spend Christmas.

Wayne Vanhooze of Morton spent the weekend with his grandparents Mr. and Mrs. John D. Vanhooze.

Mr. and Mrs. W. T. Cooper visited with Mr. and Mrs. Phil Lemons Sunday evening.

Mr. and Mrs. Durrel Fortenberry and family visited with Mr. and Mrs. Robin Fortenberry after church Sunday night.

Mary Ann and Garland Tucker went to Norman, Oklahoma Sunday to get their aunt, Viola Hooole, to stay with them awhile. Monday the three of them went to Amarillo to attend the funeral of an uncle, Watson Duffel at the chapel of Hackburn Funeral Home Sunday afternoon. Mr. Duffel's wife was buried six weeks ago.

Fud Taylor and Connie are home for the holidays from South Plains College in Levelland and West Texas in Canyon respectively.

Thada Fowler of Silvertown visited her parents, Mr. and Mrs. W. E. Lackey Sunday.



THANK YOU AND MERRY CHRISTMAS FROM GIRL SCOUTS AND BROWNIES in the Floydada Troops for the help that everyone is giving in contributing to the annual Girl Scout Fund Drive. Teresa Spurlock, daughter of James Spurlock (7th grade); Misty Orman, daughter of Bill Orman (5th grade); Angie Hinsley, daughter of Michael Hinsley (2nd grade); Jana Lawson, daughter of Dale Lawson (4th grade); Jana Finley, daughter of Jerry Finley (6th grade); Andra Smith, daughter of Ronnie (3rd grade). (Staff Photo)



MORE 4-H party at The Floyd Day Care Center. (Staff Photo)

Girl Scout Fund Drive Winds Down

Floydada's annual Girl Scout Fund Drive has been underway during December as enthusiastic workers have been telling the story of Girl Scouting and calling on friends of scouting for the support needed to keep this valuable organization in operation.

There are two different kinds of costs in Girl Scouting: those directly related to the girls and their troops, and those related to the council operation. The costs related to the girls and their troops are underwritten primarily by parents and other adults personally concerned. In other words, the "Girl Scout Family." The contribution of volunteer's time is the largest investment made, for without this very essential thing, Girl Scouting could not remain "open to all." There is no dollar value that can be placed on this! Leaders and other adult members pay for their personal cost of participation and absorb other costs as well.

The money collected is for the Caprock Girl Scout Council and Floydada receives its fair share to help finance leadership training, the father daughter banquet and supplements the cost of day camp in the summer.

SHOP FLOYD COUNTY FIRST

CAPADA DRIVE-IN

RALLS HIGHWAY 983-3743
SHOWING FRIDAY AND SUNDAY
CLOSED SATURDAY

MORE Bad NEWS
THE BAD NEWS BEARS ARE ONE YEAR OLDER AND ONE YEAR WILDER



THE BAD NEWS BEARS IN BREAKING TRAINING
WILLIAM DEVANE CLIFTON JAMES
Produced by LEONARD GOLDBERG Directed by MICHAEL PRESSMAN
PG PARENTAL GUIDANCE SUGGESTED
BOX OFFICE OPENS AT 6.30
SHOW STARTS AT 7.30

For Your Christmas Shopping
Convenience Use
Master Charge
Card At The Following
Floydada Firms.

- Anderson's Dept. Store
- Fieldan Motel
- Cozy Corner Gifts
- Kirk & Sons
- Hales Dept. Store
- The Loft Western Wear
- McDonald Implements
- Russell's Equip. & Supply, Inc.
- The Floydada Inn
- Thompson Pharmacy
- Parker Studio
- Redman's Rest. & Club
- Park Florist
- Daniel Automotive
- Ponderosa Meat. Co.

CAPROCK HOSPITAL

Leslie Fawver admitted 12-14 dismissed 12-16
Pauline Monroe admitted 12-14 dismissed 12-15
Roy Jackson admitted 12-15 dismissed 12-19
Lobby Lee Williams admitted 12-16 dismissed 12-18
Viola Weems admitted 12-19 continues treatment
Vastie Sanchez admitted 12-20 continues treatment
Joyce Stewart admitted 12-21 continues treatment
R.L. Wilson admitted 12-14 continues treatment

12-14 dismissed 12-15
Roy Jackson admitted 12-15 dismissed 12-19
Lobby Lee Williams admitted 12-16 dismissed 12-18
Viola Weems admitted 12-19 continues treatment
Vastie Sanchez admitted 12-20 continues treatment
Joyce Stewart admitted 12-21 continues treatment

R.L. Wilson admitted 12-14 continues treatment

Slim Patrick
Services for Raymond Joseph (Slim) Patrick, 69, will be at 10 a.m. today (Thursday) in Moore Rose Funeral Home chapel in Lockney with the Rev. John Jenkins, pastor of the Lockney First Baptist Church, officiating. Burial will be in Lockney cemetery under direction of Moore Rose. Patrick died Wednesday. He was born April 15, 1908 in Grand Saline, Texas. He moved to Floyd County in 1954 from San Angelo. He worked at Carter Gin until 1973.

Survivors include one sister, Mrs. A.W. Payne of Lockney, and several nieces and nephews.

FLOYD DATA
Mr. and Mrs. Bill Webster of Bowie and Mrs. Ruby Carmack of Amarillo visited the Jim Owens family and Ethel Cross over the weekend.



CHRISTMAS IS
...the warmth of those you love close by
...the joy of holiday music in the air
...the breathlessness of a starry night
...the expectancy of Santa's bounty

We wish you all these things and thank you for being our friend.

RUSSELL'S
EQUIPMENT & SUPPLY

Merry Christmas

Wishing you and those you hold most dear all the old fashioned joys of Christmas! Hearty thanks.

WE WILL BE CLOSED AT 2:00 P.M., DEC. 24 AND WE WILL OPEN WED., DEC 28 AT 6:00 A.M.

WE WILL START BACK WITH OUR BUFFET DINNERS SUNDAY, JANUARY 1, 1978

KING'S RESTAURANT
FLOYDADA

LOVE... FAITH... PEACE

Of these three eternal gifts the greatest is Love. At this glorious season we hope this most precious gift will be yours.

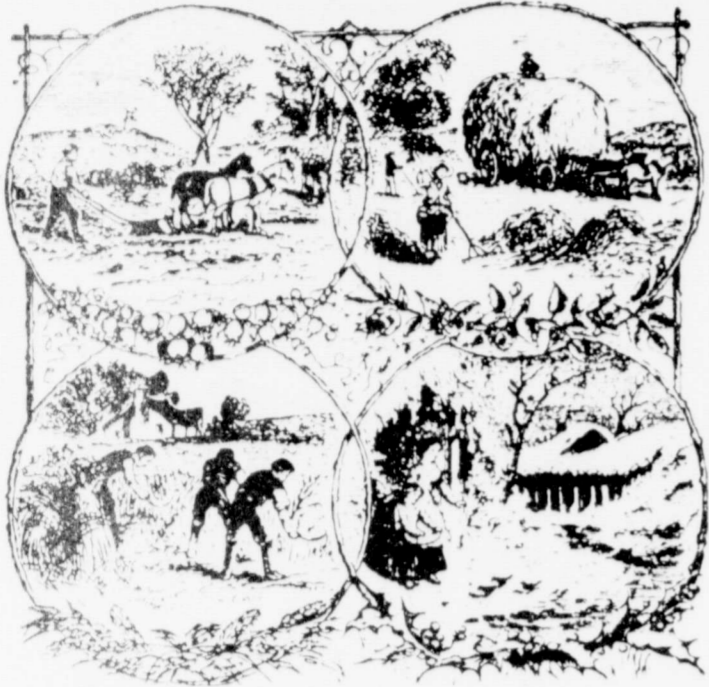
PAGE'S THRIFTWAY
LOCKNEY, TEXAS

Members Day Care P...
Got Hear...
Or Plum...
Problem...
Call HOLM PLUMB...
983-22...
6:30 - 9:30 a...
5:30 p.m. U...
CHRISTMAS...
out with hearty...
shes for a Christ...
light and cheery!...
happy to extend...
cherished friend...
Neighbors...
WINGTON...
BUTANE...
PROPERTY, TEXAS

First Baptist Sunday Worship Rescheduled

Dr. Floyd C. Bradley, pastor, has announced a rescheduling of worship services at First Baptist Church for Sunday, December 25. The regular Sunday morning worship service has been moved to 10 a. m. There will be no Sunday School, and all evening activities and services have been cancelled. This schedule also applies to the Spanish Department.

Season's Greetings



A season to sow, a season to reap Working the land held in our keep

With these words, the men and women of farming perform their varied activities throughout the changing seasons each year.

While their methods have been revolutionized from previous hard and tedious manual tasks to present modern mechanized efficiency, their role as keepers of the land remains largely unchanged. They prepare, care for and harvest the foundation of life itself.

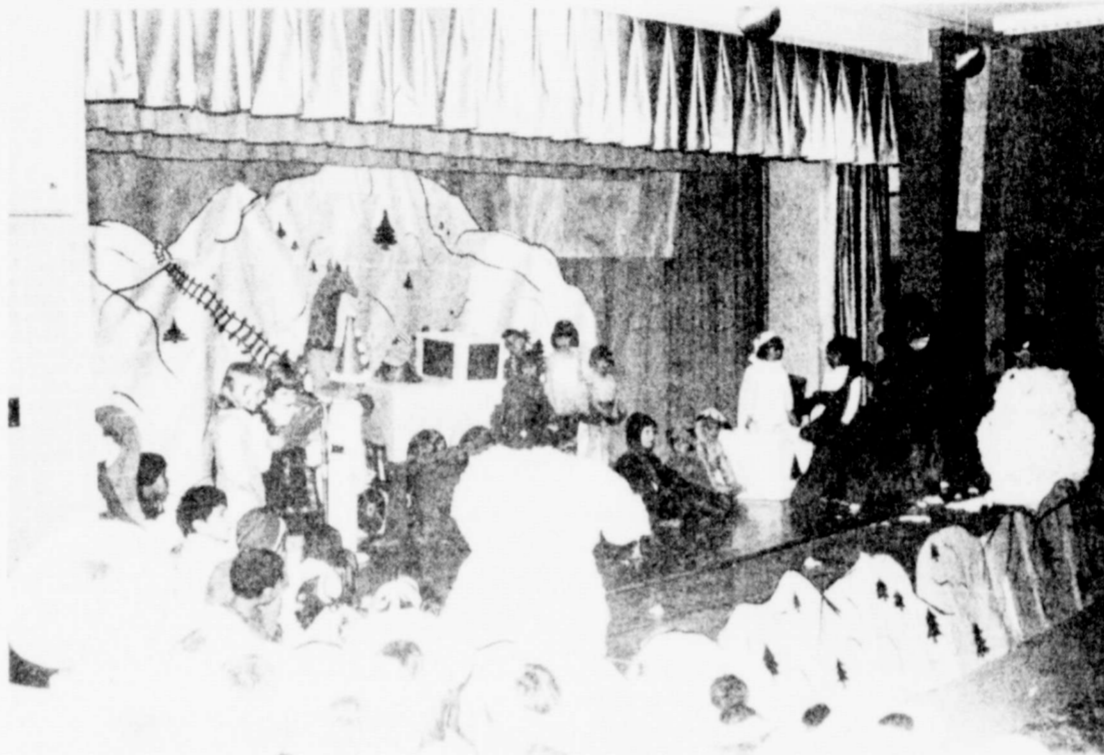
Now is their season to plan for yet another season of rebirth of the land. As one year ends and another begins, let's remember these keepers of the land and the life-giving meaning they impart to the seasons.

A seasonal tribute to our farmers and their families from

ALLIS CHALMERS — NEW HOLLAND

McDONALD IMPLEMENTS

210 W. CALIF. ST. 983-3344



DUNCAN ELEMENTARY FIRST GRADERS are pictured in their annual Christmas program last week. (Staff Photo)

Turnovers Plague Whirlettes In 50-48

Lyn Douy Simpson Olton's Dusty Kennison sparked a ferocious second half performance and led her teammates as they forced a whopping 24 turnovers, to enable the Fillies to avenge an earlier loss and defeat the Whirlettes 50-48, in the final outing before the Christmas holidays.

The defeat left Floydada with an 8-9 season mark, and was especially significant to Olton, which had dropped a heartbreaker in overtime earlier this year in a Graves Gym encounter.

Kennison's performance came before a sparse but eventually enthusiastic crowd of onlookers and was accomplished as the hosting Fillies took advantage of several costly mistakes early in the third stanza of Floydada. This assured Olton's grabbing of the all important second half momentum, at least enough to carry them from a 10 point halftime deficit and 36 all deadlocked in the third frame to a narrow win.

The rally began with 4:51 remaining in the third period, when Kennison stole the Whirlettes' inbound pass and soared for an uncontested layup to secure a 29-28 lead for the first time in the ball game.

A couple more of the same kind of steal and layup combinations helped Olton to take a 34-29 lead before the time expired.

The Whirlettes staged a comeback of their own, however, through the proving and rebounding prowess of forward Jill Poage.

The score at the end of three stood at 36-36.

But in the fourth period, Olton wasted no time in taking control of the contest. Able to dominate possession nicely in the opening minutes, Olton opened to a 42-36 advantage before the visitors' offense got even get untracked.

Things finally started clicking as Coach Linden Weese switched forward guard Kim Curry back to her original offensive position. She quickly responded with a driving inside layup followed by a steal and a jumper by Lisa West with just under a minute and a half to play.

The Fillies cooled down as Kennison directed the offense with unusual penetrability, resulting in the maintenance of a 4 point lead until she fouled out with 0:25 left. With under 15 seconds left, it looked as if Floydada could pull off another miracle as Poage hit from 15 feet. But Olton's forwards did a good job of stonking away the final seconds on the...



WHIRLWINDS' MAC COLLINS (40) jumps for a shot during the game December 13th.

YOUR SCHOOL TAXES

Will Close Today At 3:00 PM

And Remain Closed Tuesday, January 3, 1978

The One Percent Discount Will Be Honored Through January 6, 1978.

AFTER JANUARY 31, 1978 TAXES WILL BE DELINQUENT

Hassle Free Holiday Meals

COLLEGE STATION Hassle free holiday meals start with advance planning and creative, nutritious ideas, advises Marilyn Haggard, a foods and nutrition specialist.

"During the holiday season, time for the everyday meal is limited, what with shopping, tree trimming and preparation of special foods for the 'big day.' But every day meals don't have to suffer. A little advance planning and preparation are the key," she says.

Miss Haggard is with the Texas Agricultural Extension Service, The Texas A&M University System.

Make a simple plan of meals that can be prepared ahead of time or require little preparation, she says.

One might be a favorite family casserole. Prepare it and freeze it in a foil lined dish that can be heated in the oven. Once frozen, remove the casserole from the container to free it for other uses, and freeze the casserole in the foil. When you are ready to eat it, simply place the casserole back in the original container and heat it. Toss a salad, heat some rolls and call the family in for a quick, but nutritious and tasty, meal.

Another idea makes several meals with ground meat. Prepare a large batch of ground beef seasoned with tomato sauce and favorite spices and herbs. Divide it into meal size portions and freeze individually.

One portion can serve as the base for a spaghetti supper and another for sloppy joes. Or make hearty sandwiches by spooning the ground beef into pocket bread and topping it with cheddar cheese. Don't forget tacos for a "south of the border" treat. Use one portion for a quick and easy pizza with a crust prepared in minutes from boxed yeast bread mix.

Also, don't forget those packages of roast turkey that were put in the freezer after Thanksgiving Day. They'll make great sandwiches in minutes. Use canned broth and "planned over" turkey meat to concoct a turkey and rice casserole, or perhaps a warming turkey soup for cold Decem-

ber evenings.

Poultry meat also makes great tacos or elegant crepes. For crepes, simply heat and roll the turkey meat in the crepe and cover with a basic white sauce seasoned with onion and pimientos.

Don't overlook the egg in your game plan. Omelets filled with meat or cheese are quick and easy to prepare in a rush.

**HO HO!
it's Christmas**

**May the night
before Christmas
And all the year through
Be happy and bright
And enchanted for you!**

**Warm wishes and thanks
to you and your dear ones.**

McCOY GIN & GRAIN STORAGE INC.

McCOY COMMUNITY
DAN FRY - MGR.

NOEL NOEL

**May your Christmas be filled with
serenity and quiet contentment
as the Holy Spirit is born in the Spirit. And may all your
days be graced with
health, happiness, peace
and our deep gratitude**

THOMASON'S GROCERY
LOCKNEY, TEXAS

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Two bedroom, carpet and good condition location 419 S.W. 7th. Call Paul Maginnis 3309 67th Lubbock 792-1234. 1-8c

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LADIES IF you have a pleasant telephone voice and like to sell, I can show you how to earn \$4 to \$6.00 per hour. Call or write Roger Maginnis 3309 67th Lubbock 792-1234. 1-8c

AUTOMOTIVE

FOR SALE: clean 1973 Polara Dodge 4 door sedan, good condition, power, air, cruise-o-matic, radial tires, white vinyl top, automatic drive, \$1195. Call Lubbock 799-6585. tfc

FOR SALE

FOR SALE: Honda x400, good condition. 652-3778. L-tfc

FOR SALE

FOR SALE...new Buick AM radio, 1975 Mercury AM radio. Your choice \$25.00 Phone 983-3982. tpf

FOR SALE

1959 EDESEL FORD, \$1500, two V-8 Mustang Fords. Phone Hereford 258-7269. tpf

FOR SALE

1970 Ford pick-up for sale, long wheel base, power steering, air-conditioner. Call 983-3029 12/22c

FOR SALE

FOR SALE: 1977 Thunderbird, all power and air, AM-FM, 8-track stereo, cruise control, 351 motor, 16,000 actual miles. 983-5367 after 5. 1-1c

FOR SALE

FOR SALE-1975 White Mercury Marquis 4 door sedan, vinyl top, stereo, low mileage, top condition, Vernon Higginbotham, 806-469-5321. 12-25c

FOR SALE

FOR SALE. 1970 Ford, Two door fastback mustang, good mechanical condition, low mileage, real clean. Call 652-3385 business, home 652-2182. L-tfc

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FOR SALE-24 foot John Deere trailer chassis, complete with good tires and wheels. Call or see Don Faulkenberry. Floydada Co-op Gin. tfe

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FOR YOUR portable disc rolling needs call Lawson Bros., Welding and Equipment. 983-3940, Floydada. T-tfc

FOR SALE

FOR SALE: 3 bedroom home; large rooms and extra amount of storage. Central heating and air conditioning. Culligan water softener. 2 baths. A number of the major appliances go with the house; also good drapes. Double garage and car port. Harry Morckel 817 W. Missouri Street, Phone 983-2369 Floydada, Texas tfe

FOR SALE

FOR SALE: 3 bedroom house, brick, den, fireplace, carpeted, refrigerated air, double garage, fenced yard, storage building, lots of interior storage. Bond Real Estate. Contact Wilson Bond, 983-2151, or 983-3573. tfe

FOR SALE

FOR SALE, 3 1/2 bath, large living area, built in double garage, back yard, good condition. Call 983-5001 after tfe

FOR SALE

Several good three bedroom homes for sale. Call Bond, 983-3573. tfe

EMPLOYMENT

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PLUMBING REPAIR WORK-Day or night, call 983-5103. tfe

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Try Mason Shoes with "Velvet-eez" air cushioned innersoles. Keith Emert, 652-3116 LStfc

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Oil, adjust tension, delint, \$4.00. All other brands \$4.50. Repairs Guaranteed One day Service. Sewing Machine Service Ctr. 1801 34th St. Lubbock, Tex. 744-4618 F-L12-21 C

CARPENTER WORK WANTED

Additions, repairs, remodeling, cabinet work and all phases of carpentry. Call Mike, 983-5103, 220 W. Houston, Floydada. tfe

FARM MACHINERY

Oden & Son Welding Barn Builders, farm equipment work, Lockney, Texas Phone 652-2794 1-8p

450 FT., 16" well casing

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FOR SALE, 2 irrigation pumps

330 foot and 350 foot. Settings, good condition. Call 983-2726 after 5 p.m. tfe

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complete with good tires and wheels. Call or see Don Faulkenberry. Floydada Co-op Gin. tfe

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ALL TYPES COMMERCIAL PRINTING Phone 652-2184 We Appreciate Your Business.

WE WANT YOU TO KNOW

We sell all kinds of Goodyear tires, tractor, auto truck, a good tire, good service. Best deals in West Texas. Truck winch and hauling service. BABE'S SERVICE CENTER, FLOYDADA. tfe

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You, Mr. Farmer, can Lease-Purchase your next tractor. Can get fast dependable service. FOR summer Sale Prices on new or used equipment, 43 to 300 H.P. CASE POWER AND EQUIPMENT 983-2836, Robert Crawford, Manager. Residence 983-5315. SILVERTON HWY.

COW POKES



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

THIS FEATURE SPONSORED BY Floydada Real Estate & Insurance Agency AUTO, FIRE & FARM INSURANCE Jim Word - - - Phone 983-2360

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Free Installation Don's Muffler Shop 123 West California

WHAT CHRISTMAS PRESENT:

Is Full Of Information, Is Entertaining and You Receive It Twice A Week!

The Lockney Beacon or The Floyd County Hesperian

Just Call Us And We'll Start Your Subscription On Christmas Day. We'll Also Mail A Card Announcing Your Gift.

For Sale

HAY FOR SALE, Thomas Pierce 983-2578. 2-15c

FOR SALE: 142 cubic foot GE refrigerator, electric Hot Point range-both white and in good shape. Also a Frigidaire washing machine. Call James Lee Nichols. 983-2626 or 983-3144. tfe

FOR SALE: Floydada Country Club membership, 983-2956 tfe

USED BICYCLES Hawthorne one speed-20" girl's with banana seat. Western Flyer - one speed - 26" women's. After 5 call 983-2269, Charles Tyer. 12-22c

FOR SALE-Bronze Frigidaire electric range. All automatic. 652-2316, Lockney. L-tfc

MATTRESSES. New or renovated. For appointment call City Trim Shop. 983-2332, Floydada. T-tfc

REMEMBER your loved ones with a living memorial to the Caprick Hospital Auxiliary Memorial Fund. Mrs. Ben Whitaker, Treasurer. T-tfc

PASTRIES OF ALL DESCRIPTIONS... Homemade and delicious for any occasion. Roger's Pastries. 652-8893

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Pin, Oak and Mesquite Free Delivery within 25 mi. of Lockney 652-3810 L1-12

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Just Call Us And We'll Start Your Subscription On Christmas Day. We'll Also Mail A Card Announcing Your Gift.

LOST & FOUND

LOST: Yellow cat (resembles "Morris" TV) "Harry" on collar tags, right front foot crippled \$25.00 reward, returned alive and well 983-3883. 1-1p

LOST: White female pointer with red collar. Tommy Gregory, 652-2601, Lockney. L1-1c

LEGAL NOTICE

P. R. Pack Estate; Cornelius J. Stubbs, Mrs. Emilie Kelly and Jane Wall Stubbs are hereby notified that 1968 warehouse receipt 1114, dated 12-20-1968 for 9,992 pounds of soybeans will be sold within 30 days of this notice for the storage indebtedness. McCoy Grain 12-11-18-25-c

NOTICE OF PUBLIC HEARING

A public hearing will be held at the City Hall, Council Meeting Room, at 7:30 p.m., Tuesday, January 10, 1978 with respect to the proposed amendment of Ordinance No. 426 of the City of Floydada; which ordinance is commonly known as the Zoning Ordinance of the City of Floydada, Texas, prohibiting the storage of more than ten (10) gallons of gasoline or other flammable liquids above ground in R1, R1-A, R1-B, R2 and R3 Residential Districts. Published this the 22nd day of December, 1977. Parnell Powell Mayor

COUPON

KODACOLOR DEVELOPING Special \$1.99 A KODACOLOR ROLL UP TO 12 EXPOSURES DEVELOPED AND PRINTED OFFER EXPIRES 1-7-78 COUPON MUST ACCOMPANY ORDER

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PHONE 983-2151 107 S. 5th FLOYDADA

HOLIDAY GREETINGS

Hoping your holidays will be shining, filled with all the wonderful things that spell CHRISTMAS!

RIVERSIDE CHEMICALS

Ted Roberts, Barry Stansell, Willie Craver



MERRY CHRISTMAS

Prices good thru December 24, 1977. We reserve the right to limit quantities. None sold to dealers.

STORE HOURS SATURDAY
CHRISTMAS EVE 8 a.m. - 6 p.m.
CLOSED CHRISTMAS DAY

Heavy Aged Beef Bottom Round or Rump
Boneless Roast Lb. **\$1.48**
 Cured Boneless **HAM** 16-20 lb. avg. Lb. **\$1.39**
 Armour Star, Grade A 5-7 Lbs. Avg.
Baking Hens Lb. **65¢**
 Bone In Full Cut **ROUND STEAK** Lb. **\$1.18**
 Heavy Aged Beef **Sirloin Steak** lb. **\$1.18**

Swift's 14-16 Lbs. Avg.
ROYAL ROCK TURKEYS
 Lb. **57¢**

Glover's Dutch Oven Water Adde, Half or Whole
BONELESS HAM
 Lb. **\$1.99**

10-18 Lbs. Avg.
ARMOUR STAR TURKEYS
 Lb. **79¢**

Farmer Jones **BACON** 1 Lb. **\$1.19**

Washington Extra Fancy Red or Golden
DELICIOUS APPLES
 3 Lbs. **\$1**

Holiday Favorite Sugary **Sweet Yams** Lb. **39¢**
 California Sunkist Navel **Oranges** 4 Lbs. **\$1.00**
 Romaine, Red or Green **Leaf Lettuce** Ea. **39¢**
 Red Radishes or Green **Onions** 2 For **49¢**
 Large Mild Yellow **Onions** Lb. **19¢**

Large Stalk California
PASCAL CELERY
 Ea. **19¢**

Plain's, Round Carton **Ice Cream** 1/2-Gal. Ctn. **99¢**

All Flavors, Duncan Hines **Layer Cake Mix** 18-oz. Pkg. **59¢**

Piggly Wiggly **Brown & Serve Rolls** 8-Ct. Pkgs. **3 \$1**

Piggly Wiggly **Cranberry Sauce** 3 15-oz. Cans

7-UP or COKES
6 \$1.19
 32-oz. Btls.

Libby's **Purple Plums** 29-oz. Can **39¢**
 Baker's Flavored **Chocolate Chips** 12-oz. Pkg. **69¢**
 Nabisco Reg. 79 Varieties **Snack Crackers** Assorted Pkg. **69¢**
 Angel Flake **Baker's Coconut** 14-oz. Bag **99¢**
 Kraft's Miniature **Marshmallows** Piggly Wiggly, Frozen 3 10 1/2-oz. Pkgs. **\$1**
Whipped Topping Size C or D 9-oz. Ctn. **39¢**
Ray-O-Vac Batteries Twin Pack **39¢**

Kraft's **Marshmallow Creme** 7-oz. Jar **39¢**
 Stove Top **Stuffing Mix** All Vegetable 6-oz. Pkg. **53¢**
Crisco Shortening 3-Lb. Can **\$1.69**
 PIGGLY WIGGLY IS YOUR HOLIDAY HEADQUARTERS FOR CHRISTMAS CANDY
 Quarters **Parkay Oleo** 1-Lb. Pkg. **49¢**
 Plain's **Egg Nog** qt. Ctn. **69¢**
 C110 or C126 Color Print **Kodak Film** 12-Exp. Roll **99¢**

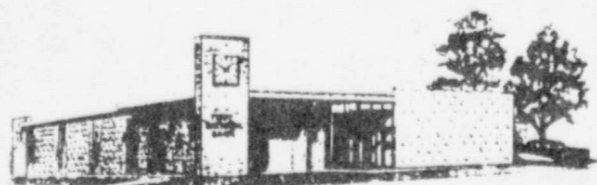
Piggly Wiggly Grade A **Large Eggs**
59¢
 Doz.

THE GLORY OF CHRISTMAS



When it became known that the Son of God was born to Mary, all bowed down to worship him. The Wise Men set forth on their journey, for to them alone had the Star miraculously appeared. It guided them to where Jesus lay. There they presented their regal gifts and adored Him.

The awesome wonder of Jesus' holy birth and the lesson of His life will forever enlighten the hearts and minds of people everywhere. As all join to celebrate in the exultant spirit of this hallowed season, we extend best wishes and heartfelt gratitude to our many cherished friends.



201 North Main In Lockney Phone 652-3355

FIRST
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Jenna Turner
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Each of these advertised to be readily available at the advertised price in an as specifically noted in...

MA

-18 Lbs. Avg.
OUR STAR TURKEYS
79¢

Duncan Hines
PIGGLY WIGGLY
Cranberry Sauce

EGG WIGGLY
GRADE A
39¢
15-oz. Cans

Grade A
Eggs
9¢

Do not cover turbine attic vents during the winter months, cautions Glenda Moore, housing and home furnishings specialist with the Texas Agricultural Extension Service, The Texas A&M University System. Movement of attic air is necessary to remove unwanted moisture and prevent damage to insulation.

REJOICE



...for we have seen his star in the east, and are come to worship him. Matthew 2:2

Extending sincere thanks and wishing you a wonderful Christmas.

CONSUMER'S FUEL ASSN.

LOCKNEY, TEXAS



LOCKNEY SCHOOLS
JUNIOR HIGH CHRISTMAS PROJECTS...Top: Renee Sparkman, Elvira Blanco, Robert Hernandez and Sylvia Herandez made Christmas wreaths using bottle caps. Bottom: Joyce Gray, Rosie Garibay, and Joe Harlowe work on angels made with egg cartons (and lots of cutting, glue, and time). (Staff Photo)

V A NEWS
 Interest in GI home loans reached levels in Fiscal Year 1977 that haven't been seen in more than two decades, Jack Coker, Director of the Waco VA Regional Office, said today.
 VA received over 711,700 appraisal requests during the year, the third highest total in the program's history.

Only FY 1955 and FY 1956 were higher. The FY 1977 total was 13 percent above the total received a year earlier. A VA appraisal of a house is a first step to applying for a VA guaranteed loan.
 Applications for GI home loans followed the trend for appraisal requests. VA received 455,900 applications in FY 1977, exceeded only by the peak years of FY 1955 and FY 1956. The FY 1977 total was 19 percent above the number received a year ago.

Coker said VA loan guaranty officials attribute some of the new business to a 1975 law that eased GI loan eligibility.
 Prior to January 1, 1975, a veteran who had once used his GI loan eligibility could have it restored only under special circumstances. VA had to be relieved of liability and the property must have been disposed of for "compelling reasons," Coker said.
 Congress removed the "compelling reasons" restriction, allowing entitlement to be restored if the property has been disposed of and the loan satisfied. This means most veterans with service since September 19, 1940, are potentially eligible for a GI loan.
 The law also provided the original veteran's liability be removed automatically and eligibility restored if another veteran purchases the property and substitutes his VA loan eligibility for that of the seller. Prior approval by VA of the new buyer is required.
 Since June 22, 1944, more than 9.8 million veterans and service members have borrowed \$138 billion under the VA loan guaranty program. The VA guarantees 60 percent of the loan amount or up to a maximum amount of \$17,500.
 The benefit is available to veterans and active-duty personnel with at least 181 days service. Also eligible are unmarried surviving spouses of veterans who died from service-connected causes and spouses of service members listed as missing in action for more than 90 days.
 Information on VA home loan benefits can be obtained at any VA office, veterans county service officer or from veterans' organization service officers.

FAMILIES GIVE CHILDREN MEMORIES. With each generation teaching different traditions, says Dorothy Taylor, family life education specialist with the Texas Agricultural Extension Service, The Texas A&M University System.
 For instance, today's teens know about puffed cereal, go carts and jeans.



Caroling a tune of holiday merriment, thanks and wishes for a wonderful fashioned Christmas.

Dan's Auto Service

MR. AND MRS. DAN TEUTON, WANDA WELCH, LEONARD GRIPPE, JIM GOMIZ, DARRELL DENNIS, DEMIS GARCIA



HAPPY HOLIDAY

Hearts soar in the crisp winter landscape reminding us of the glories of Nature and of Christmas. May all that brings meaning to this sacred celebration add to the special delight of your holiday. Our thanks.

Mize Pharmacy & T.V.	Mize T.V. Floydada
LOCKNEY WILBUR, ALICIA, BETTYE, DORA	JERRY, BARBARA, DORIS

Start a trip early in the day before rush hour traffic to avoid stop and go driving, suggests Claudia Kirbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University

Yuletide Wishes

Hoping your Christmas will be merry
 Your holidays bright and gay,
 And all the good old fashioned joys
 Cross your hearth and stay.
 Heartfelt thanks for your valued friends



LOCKNEY LUMBER & SUPPLY

LOCKNEY, TEXAS
 LEON, JERRY, FRANK AND JOE

Stained Glass Windows Celebrate Life of Christ

The impact of its incandescent splendor and its overwhelming physical magnitude make the stained glass window one of the most spectacular art forms ever. They are at once dazzling and awesome. Since stained glass owes its artistic existence to light, it is directly affected by its environment.

Jewel-like Brilliance

Almost undiscernible from its exterior, the stained glass windows of a Gothic cathedral, viewed from its interior, reveal tier on tier of dazzling and sparkling windows. The brilliance is intensified not only by the impurities and bubbles within the glass itself, but by the dirt and weathering of the exterior as well. Just as a jewel, its brilliance enhanced by its many facets, glimmers and glows, so do we find the stained glass window dazzles and dances as the position of the sun's rays move through it. Each mark or scar on its surface further intensifies its brilliance.

Early Stained Glass

Colored glass beads were worn by the ancient Egyptians and glass blowing was known to the Roman Empire, but no one really knows just when and where stained glass was first used. The cathedral window was Gothic in origin, though examples of stained glass that possibly date from the eighth century, were found in France.

Biblical Themes

Windows that told stories of the Bible and the saints were first conceived in the twelfth century. Five larger-than-life-sized figures, The Prophets, in the windows of the

Cathedral of Augsburg, Germany, are the oldest stained glass windows still to be seen in their original setting. One of the greatest existing series of windows, in the Cathedral of Chartres, France, depicts scenes from the Old and New Testaments, the Virgin and Christ, Apostles and Saints. These date from 1200-1240.

New Uses

Until the end of the Middle Ages stained glass windows, monumental and religious, were so costly that the only buildings deemed worthy to receive them as gifts were houses of God. Stained glass became secular as well as church art with the increasing affluence of the growing middle class.

Contemporary Stained Glass Windows

After a period when interest in stained glass windows waned, the late 1800's brought about new and original designs and color schemes. Artists Charles J. Connick and Wilbur Herbert Burnham became well known for their beautiful windows designed for the Cathedrals of St. John the Divine and St. Patrick in New York City, Grace Ca-



thedral in San Francisco and other churches in the United States. In France, Henri Matisse, Georges Rouault, and Fernand Leger designed windows for churches in Assy and other areas. Rebuilding of churches damaged during World War II, in Germany and England, resulted in new and outstanding stained glass windows in contemporary designs.

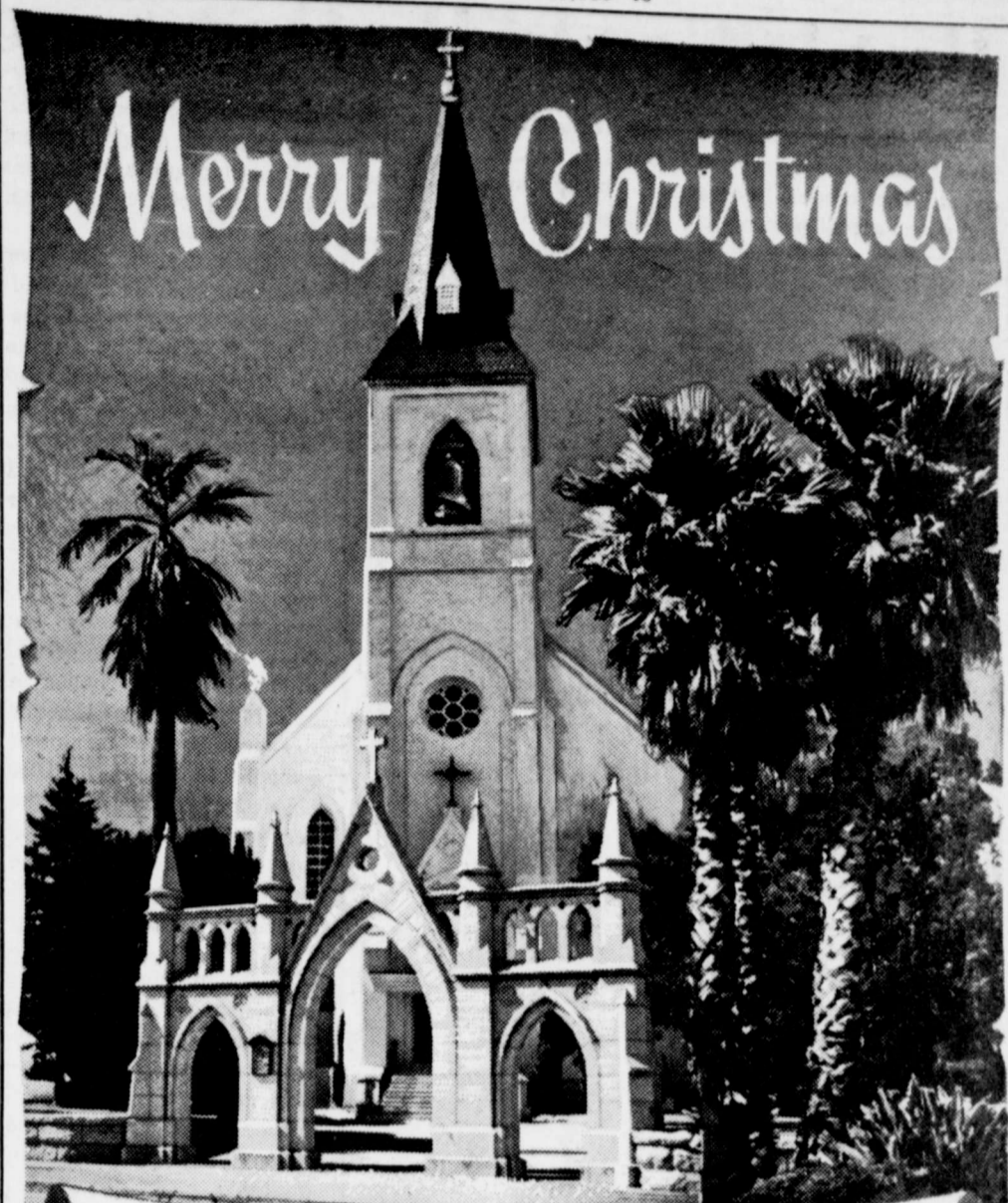
A Gift to the World

Stirring in their beauty and magnitude, stained glass windows inspire and reinforce in blazing glory the message they contain . . . a message of brotherhood and love and promise, and a renewal of our faith in all mankind.

OCCUPATIONAL INFORMATION PUBLICATIONS. Two U.S. Department of Labor publications can help individuals seeking jobs or wanting to change occupations, says a business economist with the Texas Agricultural Extension Service. One is a free monthly report from the U.S. Employment Service, Washington, D.C., 20213, while the other is an annual "Occupational Outlook Handbook" available from any regional office of the Bureau of Labor Statistics or from the Government Printing Office, Washington, D.C. 20402, at \$7 a copy.

Serve cooked foods hot-140 degrees F. to prevent food poisoning by Clostridium perfringens, warns Frances Reasonover, foods, and nutrition specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

4-H MEMBERSHIP The 4-H program conducted by the Texas Agricultural Extension Service involves more than 103,500 youth between the ages of 9 and 19. There are 56,307 girls and 47,225 boys. The majority of 4-H youth 55,457 live in towns and cities from 10,000 to 50,000 population. The 9-to-11 year old group makes up the largest number of members 41,320.



The wonder of Christmas strengthens the bonds of brotherhood, fills joyous hearts with peace and gives pause to us all as we look ahead with hope. Heartfelt thanks for your faith and trust.

DAVIS LUMBER CO.

LOCKNEY, TEXAS



a blissful Christmas

In the hush of this beautiful season we greet each other in the warmth of lasting friendship. As we renew the bonds of our happy relationship, we send thanks from our house to yours.

EVANS GIN
LONE STAR COMMUNITY

MERRY CHRISTMAS

Friends are a wonderful part of Christmas, so we want to say thanks for our congenial and warm relationship. May it continue to flower long after Christmas.

Floyd County Insurance Agcy.
LOCKNEY, TEXAS



THE LORD HAS COME

May our spirits be uplifted and our hearts filled with contentment at this Glorious and Holy Time. As an expression of our thanks we wish all our friends a memorable Yuletide season.

Byrd Pharmacy

LOCKNEY, TEXAS

FRED, VIRGINIA, BELINDA, MARVIN, NORMA, AND IDA

Mistletoe 'Kiss' Traditional, But It Could Be Dangerous

Mistletoe may mean the kiss of death, but only if you eat it. The berries, leaves and stems are all poisonous,

the Texas Medical Association says.

The appealing white berries are most often involved

in mistletoe poisoning cases. Making sure children cannot get at plant parts, even ones that drop off, can prevent many mishaps.

Symptoms of mistletoe poisoning may include nausea, vomiting, diarrhea, possible stomach pain, uneven and reduced breathing, and delirium. Other symptoms are possible hallucinations, sweating, convulsions and heart collapse. The number and severity of symptoms depend on amount of mistletoe eaten, body weight, amount absorbed by the body, and other factors.

There is less chance of severe symptoms if the victim gets proper treatment immediately. A hospital or physician's office can do the best job but home treatment can help somewhat if these facilities are not readily available. Home treatment

consists mainly of making the victim vomit as soon as possible after eating mistletoe—unless the person is unconscious or is having convulsions. Do not induce vomiting under those circumstances.

Give the victim water or milk before inducing vomiting. Various methods to make a person vomit include giving syrup of ipecac (available without a prescription at many drug stores), placing a

finger or spoon at the back of the victim's throat or giving two teaspoons of salt in a glass of warm water.

When vomiting is about to start, place the victim facing down with the head lower than the hips. Doing this helps avoid the possibility of getting material caught in the throat. If the victim does vomit, get medi-

cal attention anyway because further treatment may be needed.

Special effects with tree trims

Conserving energy? Watching electric bills? There are marvelous ways to decorate your Christmas tree and your house without using electric bulbs or tree lights. They're just as effective and so original you're bound to hear lots of compliments from friends and family!

★ Cover Styrofoam balls with glow-in-the-dark material, or shiny aluminum tape, available at art supply shops or your local 5 and 10 cent store.

★ Glittering balls, small mirrors, strips and shapes cut from aluminum foil and tinsel shimmer brightly on a tree.

★ Brightly colored ribbon bows and long strands of metallic silver and gold ribbons looped over branches glimmer and glow.

★ String yards of colored popcorn and drape through tree branches. Add brightly decorated cookies too.

★ Use glowing candles in clusters around the house. They are even more attractive if the candle holders are varying heights.

★ Trim inside and outside trees with patterned and colorful strips and scraps of fabrics left in your sewing box. They're especially effective fluttering in the wind.

ACCIDENT CONTROL—Many persons are electrocuted in their homes each year. These accidents usually result from holding faulty electrical appliance while touching a grounded faucet, wash basin, pipe, wet floor or other object leading directly to ground, says the Texas Agricultural Extension Service.



It is with a deep feeling of gratitude that we greet our friends and pray that the Blessings of the Father's most precious gift be yours this wondrous holiday.

SCHACHT
Flowers, Jewelry & Gifts
"Our Pleasure Is To Serve You"

112 W. Poolar · Lockney · 652-2385

ELEANOR, MARGARET, THELMA,
PATSY F., MOLLY, SUSAN, AND PATSY B.



FAMILY GIFTS—Lockney Junior High students James Harris, Estella Blanco and Suelema Salinas made placemats from Christmas cards to give their families as Christmas gifts (top photo). Bottom:

Elizabeth Mathis and Dolores Casillas work which will be used for decorating school.

Come All Ye Faithful

May the peace and comfort so richly provided by Our Saviour Jesus Christ be yours as you celebrate His Birth.

And may our special thanks add to the splendor of your holidays.

PERRY IMPLEMENT

LOCKNEY, TEXAS

JERRY AND TOMMYE PERRY

The hills and valleys ring with songs of joy and exaltation extolling the Spirit of Christmas!

We reverently join in to say thanks to all.

Merry Christmas

LOCKNEY GIN



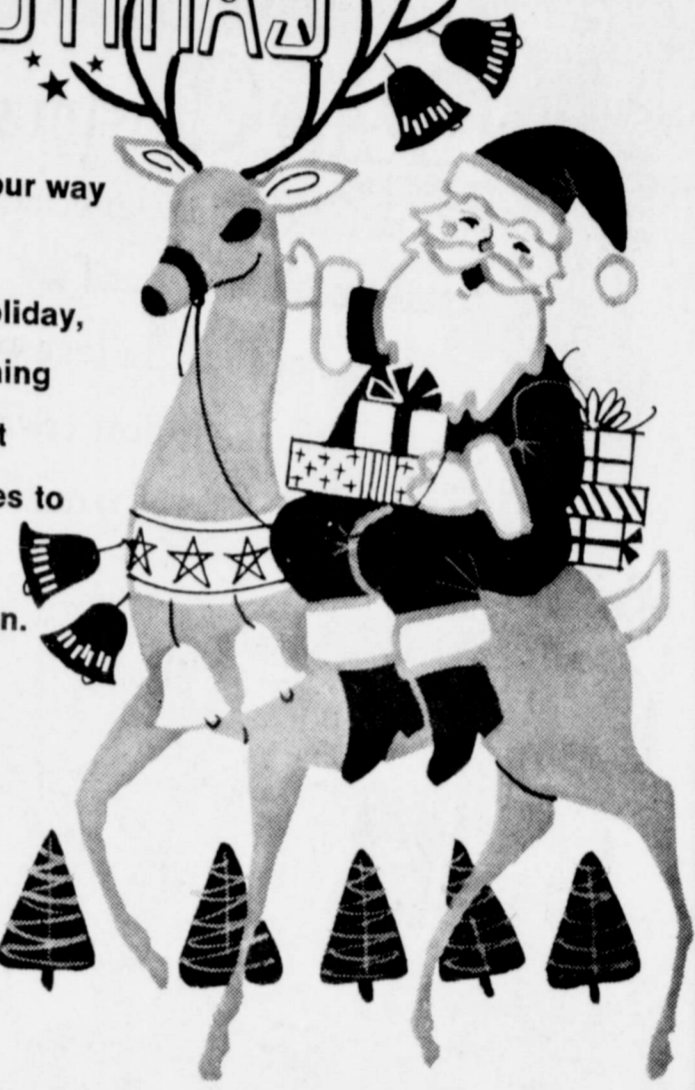
DECK THE HALLS...Lockney Junior High students decorate the school halls for Christmas. Top: Karl Race and Phillip Kidd put the finishing touches on the door of Mrs. Dorman's room. Bottom: Melanie Foster, Missy Burchfield and Tammy Williams decorate the tree outside the superintendent's office. (Staff Photo)



Although 19,000-foot-high Mt. Kilimanjaro stands nearly on top of the equator, it is perennially capped with snow.

the MAGIC of CHRISTMAS

As Santa jingles your way bringing all the treasures of the holiday, we join him in wishing you a host of bright Christmas memories to shine through this merry, merry season.



LOCKNEY OIL & BUTANE CO.

LOCKNEY, TEXAS

Would you believe...only three more shopping days until Christmas!

Dorez Casillas did... for decoration (Sta



LOCKNEY YOUNGSTERS exhibited a variety of reactions as they... to Santa during a recent visit. At the head of the line are (from left) Terry Luna, Chad Diepenhorst and Tana Perry.

folks bake cookies fun and happy hours

...ers can spend many creative hours in the kitchen... and putting together their very own Christmas treats. Recipes below are easy for little folk and will provide toothsome goodies to add excitement to your Christmas tree or wrap as gifts. Cookies (from a mix). Decide which cookie to make up basic dough from package directions. Use cookie mix if preferred. Roll dough out about 1/8 inch thick. Cut in desired shapes. Bake as package directs. Frost with prepared frosting. Cookie: From cookie dough mix, cut out tear drop shape 3" tall. Sprinkle with red sugar. Bake, cool. Pointed top of tear drop is Santa's peaked hat, wide bottom, his body.

Gumdrop Christmas Tree: Cut out triangle for tree, and small rectangle for tree base, from basic cookie dough. Press parts into place on cookie sheet and bake. When cool, add gum drops for ornaments.

Singing Angel: From cookie dough mix, cut out circle for head and larger triangle for body. From contrasting dough cut wings in tear-drop shape. On cookie sheet, press all parts into place and bake. Cool and decorate with frosting or egg paint (recipe below).

Egg Paint: It is easier for young people to decorate baked cookies, but egg paint can be applied before baking too. To make this medium, mix an egg yolk with a few drops of water. Put small amounts in tiny dishes and add vegetable coloring as desired. Use a soft brush for each color, and let your imagination go! If you are using the cookies for Christmas tree trimming, remember to leave a small hole about 1/2 inch from top of the cookie, for a bit of colored yarn or ribbon as the hanger.



A POPULAR FELLOW...Santa Claus drew a big crowd when he visited Lockney recently. (Staff Photo)

Behold Him... Adore Him



Thank You Lord For The Bountiful Harvest And Our Many Friends - Amen

Lockney Cooperatives

RAINEY DAVIS - MGR.

As It Looks From Here

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

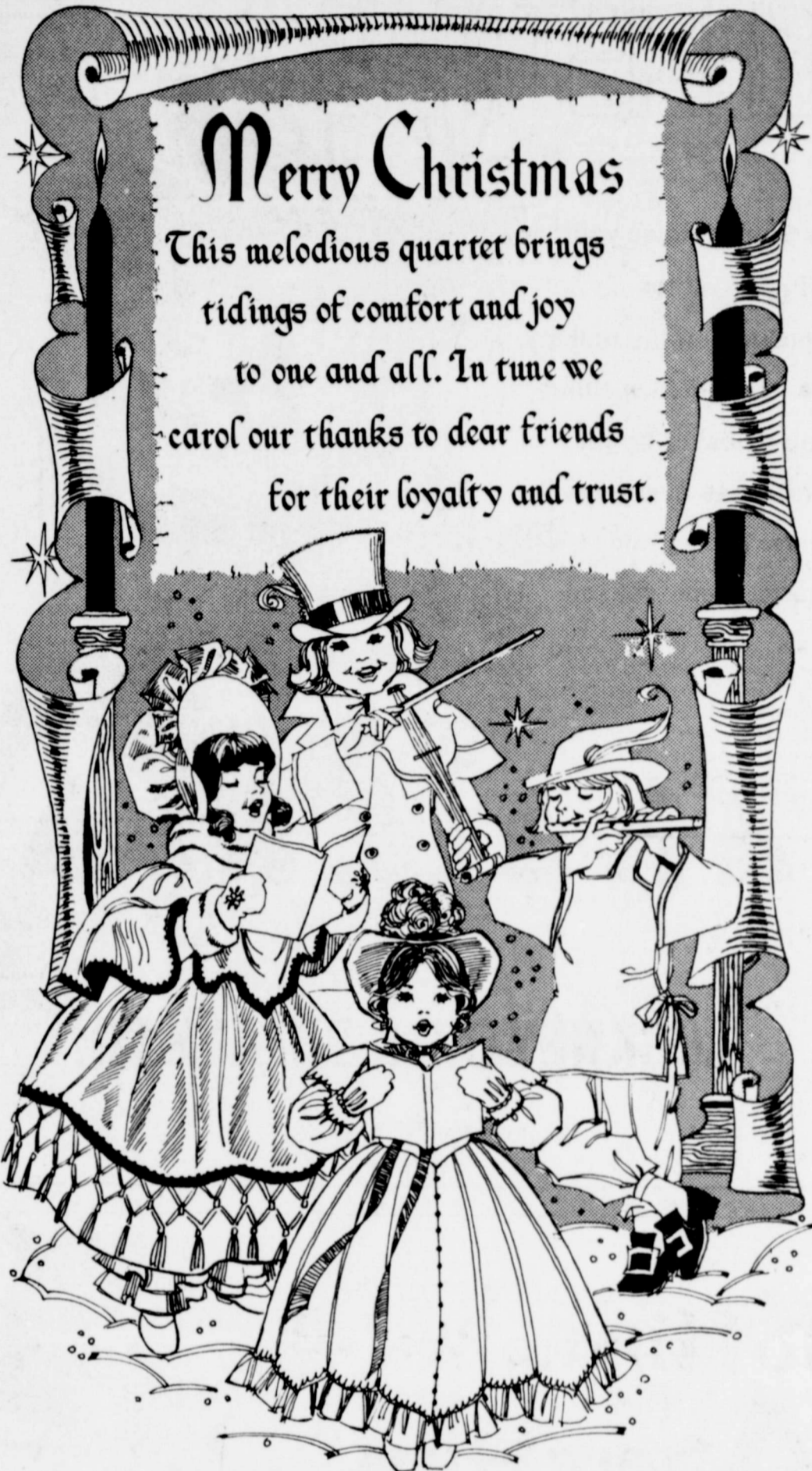
WASHINGTON, D.C.—Last week, the house of representatives by Resolution, unanimously requested

the Administration to drastically change Federal guidelines which could close some hospitals all across the Nation.

The proposals, as now drawn, if enforced could close one hospital in ten across the country. The purpose of the so-called guidelines is part of a campaign to check hospital costs by eliminating duplication of health facilities. Small rural hospitals would be those hardest

hit and, in some cases, would reduce health care to a level that would make them more a clinic than a hospital.

The resolution simply expresses opposition to these proposals and, therefore, several of us have introduced another Resolution which would absolutely prohibit some of the actions which could be taken by the Department of Health, Education and Welfare. In the meantime, the action taken



SUN-VUE FERTILIZER

LOCKNEY, TEXAS

Give The Gift They'll Enjoy 105 TIMES A YEAR

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

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

THE SUBSCRIPTION WILL BEGIN IMMEDIATELY THEREAFTER.

Floyd County Hesperian

THE LOCKNEY BEACON

Are women more likely than men to blame their problems on external factors?

TEST YOUR KNOWLEDGE OF THE OPPOSITE SEX



TRUE OR FALSE?

1. Men are better than women at deciphering nonverbal messages from the opposite sex.
2. A woman is more likely than a man to blame problems on everybody but herself.
3. Women feel pain more acutely than men.
4. When a child is punished, whether he gets off lightly may depend on which parent administers the discipline and on whether the child is a boy or a girl.
5. Unlike most men, the first thing a woman is likely to turn to in a newspaper is the funnies.
6. Even with the happiest married couples, the husband achieves a higher degree of physical satisfaction from the love relationship than the wife.

ANSWERS

1. *False.* At Boston College studies were made on the abilities of male and female students to communicate thoughts and feelings without saying anything and on their abilities "to recognize and accurately interpret non-word messages." Tests showed women to be significantly better at this than men.
2. *True.* Brandeis University studies investigating sex differences in the causes attributed to success or failure found that women more often than men attribute the way they feel and whether their efforts are crowned with success or failure to external circumstances or other persons. They are much more inclined than men to feel that what happened to them — whether it was good or bad — depends on luck or the "breaks" they got. And

when it comes to the fun-and-games department, similar differences exist between men and women. Purdue University investigators made a study of men's and women's preferences regarding various kinds of games. They found that women vastly prefer games of chance. Men, on the other hand, showed a marked preference for games in which winning depends on skill rather than on chance.

3. *True.* Veterans Administration studies show that women have a higher pain perception and more sensitive pain-reaction thresholds than men. On a related subject, Dr. J. Blair Pace reports in his monograph on pain that "migraine sufferers are usually women, at least eight to one as compared to men."

4. *True.* A University of Toronto study of child-parent relationships found that "women behave more leniently toward an attractive boy than toward either an attractive girl or an unattractive girl or boy." Men are not influenced in administering penalties by a child's attractiveness or sex.

5. *False.* A University of Michigan study of comic-strip reading showed that "Males read more comics than females. Fifty-two percent of the men read five or more strips regularly, while only 35 percent of the women did."

6. *False.* University of Washington specialists examined this subject by means of a confidential and in-depth questionnaire. Subjects revealed no essential differences, suggesting that the satisfaction derived from the love relationship is basically the same for males and females. **AV**

last week by a vote of 357 to 0 is the quickest and most effective to be taken at this time. The House action was in response to a nation-wide wave of protests against the proposed standards, even though the Secretary of HEW and other officials say they have no power at all to close hospitals and have not asked for any. This, in effect, is true but the guidelines do suggest a limit of no more than four acute-care beds for 1,000 persons in any area. If this were carried out, under the regulations, 100,000 persons in any area. If this were carried out, under the regulations, 100,000 of the Nation's almost one million acute care beds could be closed at what they say would be a saving of \$2 billion a year.

Regardless of what the officials say, these new proposals would be a foot in the door that could soon lead to closing many hospital facilities labeled "unnecessary."

In addition to the action of the House of Representatives, about half of the U.S. Senate has contacted Secretary of HEW, Joseph Cali-

fano, asking the clarification and for exemptions for small hospitals that serve millions of Americans.

Those of us who have been in contact with the secretary over the last few months have pointed out that the guidelines, as now proposed, could shut down many obstetric wards since the regulators suggest that obstetric facilities that delivered less than 500 babies a year might be closed as an economy measure. It has been stressed to the Secretary that no such requirement could be met in many hospitals and would require going miles away to a larger hospital for this service. The mother would be in strange surroundings and it would probably mean the services of a doctor who had not been furnishing prenatal care and who would not know the patient.

To repeat, the Secretary of HEW has given us a measure of assurance that smaller hospitals qualifying for Federal funds will not be closed, but we believe that more is needed to guarantee against the reduction of

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Business route on Highway 87
Across from McDonald Trading Post

HOLY NIGHT

The miracle of the Holy Birth...
the inspiration of the Star...
the adoration of the Wise Men...
the legacy of Love.
May these joys and treasures be yours at Christmas.
Thanks for your good will.

PROVIDENCE FARM SUPPLY

MGR. — JOE NANCE

needed medical services, especially in small town hospitals. It is true that hospital costs have soared to unreasonable heights in the last few years but this drastic reduction of costs. A move is on in the private sector by hospitals, insurance providers and doctors to voluntarily practice

... and wise men still seek

Lighthouse Electric Co.

Pioneering In A Wheel Chair

Government aid played a part. In addition to free land, the early settlers usually had military support at army posts. Federal martial provided law enforcement until the pioneer towns were established enough to elect their own officials.

Technology, although it might not have been called that, was also important. Advances in weapons enabled the settlers to protect themselves. Better plows and farming equipment facilitated homesteading. The development of the railroad and the telegraph helped tie isolated western settlements to the rest of the country.

How does this relate to handicapped people? Like our western ancestors, our success will depend finally on our own efforts and "true grit." No government assistance can do the job for us. But, like them, we do need proper support from government and the rest of society for our efforts to be meaningful. Those of us who are more severely handicapped need the tools of modern technology to help us conquer our own frontiers as surely as the settlers needed their guns and plows, and the back up assistance of the railroad and telegraph.

In time we can judge if the implementation of the Section 503 and 504 Amendments of the 1973 Vocational Rehabilitation Act will compare with the free land grants of pioneer days, or whether the recent White House Conference on Handicapped Individuals will be remembered as the Alamo of the disabled. History will record only the more important accomplishments of certain handicapped individuals. Omitted will be the day-to-day struggle of the over 28 million Americans who have some type of mental or physical impairment. But the unnamed farmers and ranchers were as important in winning the west as the Wyatt Erps and Batt Mastersons.

So, whether we make a name for ourselves or not, it's up to us as disabled

people to conquer our own frontiers. Confronted with our everyday problems, it's often hard to envision ourselves as pioneers, carving out a new and independent life. It's doubtful that our western ancestors saw themselves in a very romantic light either.

Nevertheless, our pioneering is as much a venture into new lands as theirs was. We are only struggling to gain equal opportunities and responsibilities as American citizens. A chance to make it, to carve out territory to build a life—that's what the movement west was about.

\$326,000 A YEAR

Floyd Resident's Drug Bill

NEW YORK, Dec. 10 - The amount of money being spent by Floyd County residents for drugs—the medicinal kind—is large and growing larger.

It is estimated that no less than \$326,000 is being spent annually in the local area for prescription drugs alone.

This is exclusive of such over-the-counter items as vitamins, cold remedies, nose drops, headache pills, sedatives and the like, which are sold without doctors prescriptions. They add another third, approximately, to the overall drug bill.

The rising cost of prescription drugs, locally and in other parts of the country, is due to increased usage as well as to higher prices, according to a survey made by the Department of

Health, Education and Welfare and just released.

In Floyd County's regional area, it shows, the average amount spent for prescription drugs, is \$29.90 per year per capita.

About 10 years ago, when a similar survey was made by the Public Health Service, the annual cost per person was only \$17.50.

The increase in the period, 71 percent, compares with a national rise of 81 percent, as expenditures have gone from \$15.40 to \$27.84 per capita.

Throughout the country, nearly \$6 billion is being spent each year for prescription drugs alone, exclusive of those provided to patients in hospitals. That is about double the amount noted

Women's lib endorses green Christmas

For about 35 years both men and women have been sentimentally dreaming of a "White Christmas." The poignant message of Irving Berlin's popular song is dear to us all, at holiday time. However, a Green Christmas is an ancient custom and more universally observed.

At pagan winter festivals in early times, winter flowering plants and evergreens were prized for their promise of the return of the sun

and of spring. Holly and ivy are part of that ancient heritage and were extolled in an old Christmas carol "The Holly and the Ivy."

As far back as those ancient pagan games, holly was characterized as masculine, ivy as feminine. At a later date, it was decided that spiny-leaved hollies are "he" and smooth-leaved hollies are "she."

Depending on the kind of holly brought home at the holidays, it was determined whether he or she would be head of the house, the New Year!

Womens libbers will undoubtedly be cornering the market on smooth-leaved holly this happy holiday season!

Peanut Butter Should Be Made From Peanuts !

Ruth Desmond is a 70-year-old food "freak." Her stand against additives in peanut butter led to the Supreme Court of the United States telling manufacturers of the spread that it couldn't swallow their arguments.

Dubbed "Peanut Butter Grandma," Mrs. Desmond is more generally known as the president of the Federation of Homemakers. Commenting on her first big victory, she said, "It seems like a simple request, to ask that peanut butter be made from peanuts." Wrote the Washington Star, "In the history of consumer advocacy, few crusaders can boast so satisfying a victory over corpor-

ate greed as that just achieved by Ruth Desmond."

Her second crusade was just as successful. This time it was hot dogs. The justices in the Court of Appeals, she said, "with good common sense...reasoned that if you called a product 'all meat' it should be indeed 'all meat.'"

Mrs. Desmond began her battle for pure food when her husband, since recovered, learned he had cancer of the bladder. In her reading on cancer, she learned about the factor of food additives, started going to Congressional committee hearings, and then called on her neighbors in Arlington, Virginia. They formed the Federation. All were convinced that until we learn more, "it is best to eat natural, pure foods. Says its enthusiastic founder, "We now have about 7,000 members throughout the United States."

The organization took on the manufacturers of cyclamates, later banned. Then they joined those supporting food supplement legislation

and won again. Their current concern is that fake foods be labeled as such.

God gave us common sense, a simple tool-but powerful. It's up to you to use it.

DRIVE CAREFULLY DURING THE CHRISTMAS HOLIDAY

THE JOYS OF CHRISTMAS

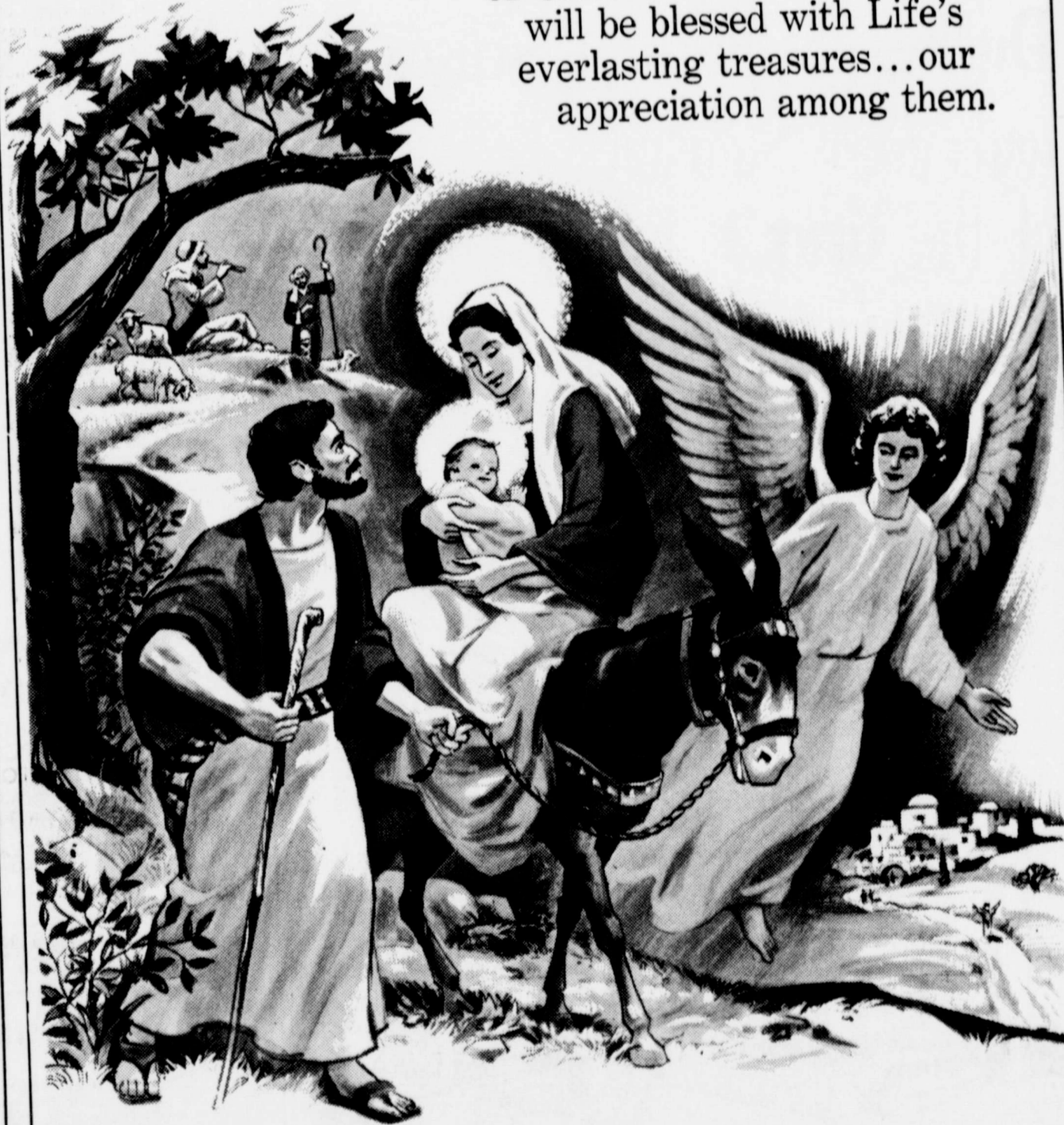
May Christmas bring friends to your fireside and peace to your home. In the glow of your friendship we extend sincere thanks.

COOPER CONOCO
MELUIN AND EDITH COOPER

The Splendor of Christmas

...the angel of the Lord appeareth to Joseph in a dream, saying, Arise, and take the young child and His mother, and flee to Egypt... Matthew 2:13

As we reverently recall that hallowed journey and the glory of Christ's birth, we pray you will be blessed with Life's everlasting treasures...our appreciation among them.



STERLEY GIN

GREETINGS

The beauty of Nature and the glory of the winter bring a fulfilling sense of order, peace and hope to all. It is our pleasure, as we share the majesty of the season, to extend our good wishes for your happiness.

MERRY CHRISTMAS

THE TYE CO.

LOCKNEY, TEXAS

Seminar outlines bill provisions

By DOUG McDONOUGH
Herald Staff Writer

The new farm program, recently passed by Congress and signed into law, is still undergoing revision due to

differences in interpretation, although major provisions have been set, according to the speakers at a farm program seminar Thursday at the Hale County Agriculture Center. Speaking to the 125 producers

at the session were Oscar "Cotton" Fanning, executive assistant of Plains Cotton Growers; Elbert Harp, executive director of Grain Sorghum Producers Association; Marvin Sartin, area extension economist; and Billy Gunter, district agriculture extension agent.

Detailing the latest rulings on the cotton portion of the Food and Agricultural Act of 1977, Fanning said that the 1978 target price is 52 cents per pound. The target price for 1979 through 1981, in the four-year bill, will be adjusted to reflect changes in the two-year moving average cost of production but will not fall below 51 cents.

FOR THE PROGRAM, yield per farm will be actual yield for the past three years, adjusted for abnormal weather. Target price payments will be made if average prices paid to all U.S. farmers for cotton during the calendar year is below target price. The farmers will be paid the difference times the farm's established program yield, Fanning explained.

For loans under the cotton portion of the bill, the loan rate will be the small of 85 percent of the four-year average U.S. spot price or 90 percent of OIF Northern Europe price for the first two weeks of October preceding the Nov. 1 production announcement.

The term of the crop loan initially will be 10 months, but can be extended eight months unless the U.S. spot price is above 130 percent of the previous three-year average. Under the new legislation, extensions are available on 1977

Latin leaders

AUSTIN, Texas (Sp.) — Improving the skills of mid-career Latin Americans who bear promise of future leadership in their countries is the goal of a new program in the Lyndon B. Johnson School of Public Affairs at The University of Texas.

The U.S. State Department has selected the LBJ School as the site for its Fulbright-LBJ Program for Visiting Fellows. Only one other program like it exists in the U.S.

Beginning next fall, 10 Latin American professionals and managers will come to the campus to spend nine months pursuing studies in their areas of interest.

crop cotton.

THE ALLOTMENT portion of the program, according to Fanning, will be based on each year's planted acreage. By Dec. 15 of each year, he explained, the secretary of agriculture will announce the National Program Acreage, his estimate of acres needed to supply demand. This program acreage, divided by the secretary's estimated acreage for harvest, will be the allotment allocation factor. This factor times each farmer's planted acreage will be the allotment.

After the seminar was held Thursday, USDA announced

the program yield and actual yield.

PAYMENT LIMITATION under the entire program, according to Fanning, is \$40,000 per farmer on all crops. This limitation applies only to target price payments and does not apply to disaster or prevented planting payments.

Payments for prevented plantings will be for the smaller of acres the farmer intended to plant or the acres actually planted the previous year, as figured under the disaster payment program.

The farm program seminar,



FARM BILL SEMINAR — Oscar "Cotton" Fanning, left, reviews provisions of the new farm program with L.B. Brandes, a Floyd County farmer, and S.E. Coleman, Prairieview Community farmer. Fanning, executive assistant of Plains Cotton Growers, was one of four speakers at the seminar. The new program, held Thursday at the Hale County Agriculture Center.

How To Get A Free Bible

Father Edmund S. Nadolny believes in the biblical saying, "Ask and you shall receive"; he's giving away free Bibles to anyone who requests one. Father Ed (as he prefers to be known), who is with the Catholic Archdiocese of Hartford, Conn., got the idea of the Bible giveaway after he spent a month on a silent retreat. "I couldn't do anything else during the retreat except read the Bible, and since I got so much from reading it in such a concentrated manner, I wanted to share the experience with others."

Father Ed feels the Bible can be especially helpful in promoting communication within families. "The essence of prayer and communication is exactly the same," he says.

So far, Father Ed has mailed out 20,000 copies of a modern translation of the New Testament. If you'd like to receive a copy, write: Good News, Father Ed, Dept. FW, 785 Asylum Ave., Hartford, Conn. 06105. Allow 4 to 6 weeks for delivery.



Keeping Warm

How can you keep toasty warm when the mercury plummets? Although another cold winter and energy conservation efforts may make keeping warm more difficult this year, it can be done.

Here are some tips on how to avoid a personal energy crisis from Kathy Litwak of the Dept. of Energy:

- Wear wool clothing when possible — it's the warmest and also allows perspiration to escape. Try to wear the wool next to your skin.
- Wearing several layers of clothing rather than one heavy layer will help conserve warmth. The heat from your body warms the spaces between the clothes, creating natural layers of insulation. And if it gets too hot, you can always take off a layer.
- On the same principle, several light blankets at night are better than one over-stuffed quilt.
- Keep your head covered — up to 75% of body heat can be lost through the head.

Agriculture

that there would be no required acreage set-aside for cotton in 1978 and set the 1978 National Program Acreage at 10,248,000 acres, and the National Reduction Percentage at 20 percent. The reduction is a voluntary reduction.

The 1978 and 1979 disaster program, according to Fanning, will cover total acres, not just allotted acres. The payment will be one-third of target (17.3 cents for 1978) times the difference between 75 percent of

one of three held on the High Plains last week, was sponsored by the County Program Building Committees of the extension service in cooperation with Grain Sorghum Producers Association and Plains Cotton Growers.

Additional information on the cotton portion of the new legislation, as well as provisions covering other crops, are available at the Agricultural Stabilization and Conservation Service office, 814 W. 8th.

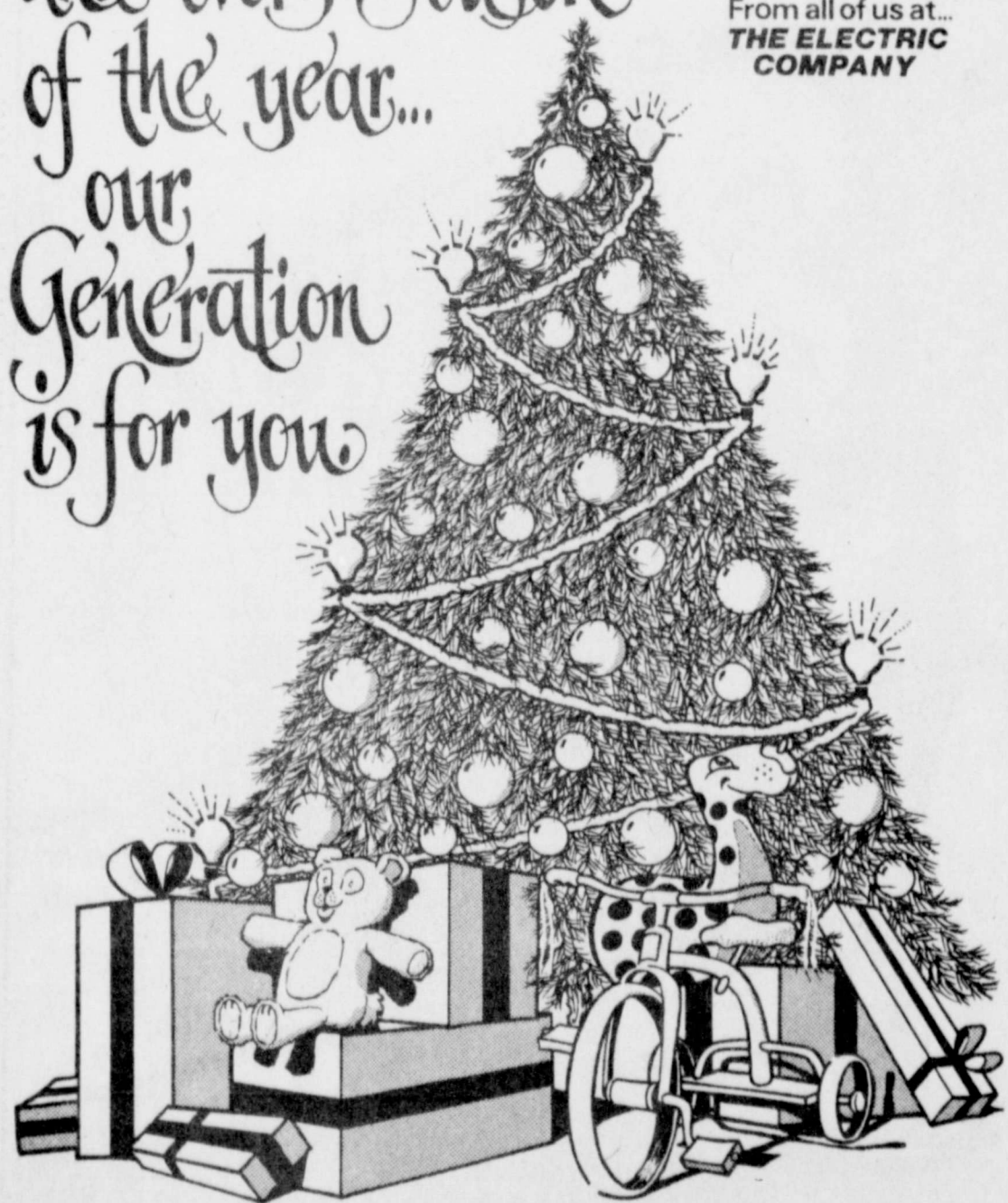
Merry Christmas

With hearts full of wonder at the eternal beauties of Nature, savour the magic of Christmas and its eternal meaning. In the holiday spirit of love and understanding, we wish all our friends joy and peace. It's a pleasure to know you!

Production Credit Association
DEPENDABLE FARM FINANCING

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During this Holiday Season
and every Season
of the year...
our
Generation
is for you



From all of us at...
THE ELECTRIC COMPANY



930.1001

Chill Chart



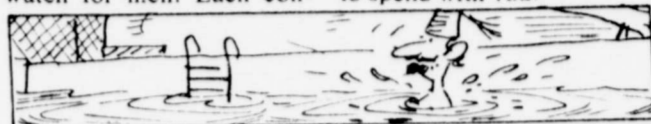
Average Wind Speed - MPH	Average Temperature															
	35	30	25	20	15	10	5	0	-5	-10	-15	-20	-25	-30	-35	-40
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10	21	16	9	2	-2	-9	-15	-22	-27	-31	-38	-45	-52	-58	-64	-70
15	16	11	1	-6	-11	-18	-25	-33	-40	-45	-51	-60	-65	-70	-78	-85
20	12	3	-4	-9	-17	-24	-32	-40	-46	-52	-60	-68	-76	-81	-88	-96
25	7	0	-7	-15	-22	-29	-37	-45	-52	-58	-67	-75	-83	-89	-96	-104
30	5	-2	-11	-18	-26	-33	-41	-49	-56	-63	-70	-78	-87	-94	-101	-109
35	3	-4	-13	-20	-27	-35	-43	-52	-60	-67	-72	-83	-90	-98	-104	-113
40	1	-4	-15	-22	-29	-36	-45	-54	-62	-69	-76	-87	-94	-101	-107	-116
45	1	-6	-17	-24	-31	-38	-46	-54	-63	-70	-78	-87	-94	-101	-108	-118
50	0	-7	-17	-24	-31	-38	-47	-56	-63	-70	-79	-88	-96	-103	-110	-120

A timely thought: the gift of time

Christmas is the most cheerful and festive season of the year. Gala parties and quiet celebrations, feelings of good will and togetherness combine to make it so. And even the otherwise tedious chores—like shopping—become a great joy. But, unfortunately, there never seems to be enough time.

Yes, "Time Flies" and sometimes we feel like it is simply "passing us by." You can capture time this Christmas by giving the man you care for a Speidel LCD digital watch for men. Each contains a six-function, solid-state module that provides hours and minutes continuously as well as months, dates, and seconds on command.

Or give that special lady an LCD digital watch for ladies—a unique blend of delicate jewelry and sophisticated electronics. During the Christmas season every second counts. So this year give a gift of a Speidel watch... and maybe that special someone will find they have more time to spend with you.



The world's largest swimming pool is in Casablanca, Morocco. It measures 1,575 feet by 246 feet.

Temperature alone does not always tell the entire weather. To know what clothing we should wear in the cold season we need to know what the "feels" will be on the skin. To know what the Chill Index is. The chill index used to determine the combined effect of temperature and the wind on the skin. When the chill index is known, persons can better protect themselves from the cold before going outside. When the temperature is zero with no wind, a person loses heat as rapidly as when the temperature is 20 degrees and the wind is 20 miles per hour. This has a tremendous effect of the chilling effect on the body.

At right is a "Wind Chill Index Table." The approximate temperature along the top of the chart and the approximate wind speed along the left side of the chart. By putting the two numbers into the graph the chill index will be listed and will give a better indication of the weather actually is.

Original holiday decorations add to merriment!

For a shimmering effect, swag long strips of tinsel at the top of your windows, over whatever curtains or drapes are already there. Add glistening Christmas tree balls and you'll have a picture window that is lovely inside and out.

For a festive indoor window-sill box, fill a long planter with evergreens and tuck bright tinsel flowers thickly through the greens. You might also want to stand this Christmas garden on a long book shelf.

Hang a silver metal lettuce basket in some unexpected corner of your house, filled with large and small balls of colored yarn accented with gleaming Christmas tree balls—all silver would be spectacular!

A simple and sophisticated table centerpiece can be a conversation piece when entertaining. Fill a glass hurricane chimney with cranberries, kumquats or crab apples and top with a tuft of graceful seasonal greenery. Flanked by graceful candles it is a lovely sight. If you're lucky enough to have a mantelpiece, this colorful arrangement will look charming on it as well.

BEFORE CHRISTMAS

Get into the favorite Christmas spirit. Invite dear relatives for a festive evening for glass heaps, popcorn, nuts and cellophane.

Take home one or two of their creations for their own tree.



James Watt, who perfected the steam engine, invented the first duplicating machine to help run his steam engine business.

Merry Christmas



Christmas is the perfect time for remembering the friendships we cherish. We count you among our dear friends and wish you every happiness now and always.

FROM RAY AND THE WHOLE GANG AT
REED FORD-MERCURY



At this most joyous of seasons, it's a pleasure to take the opportunity to wish a very merry Christmas to all our good friends!

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

left, reviews the... a Floyd County farm... er. Fanning, execut... akers at the semin... riculture Center.

of Nature, we... eaning. In the... all our friends... ou!

ociation
ING
DDY LUTRICK
33-2454



Greeting cards have colorful, historic sources

A Festive Name

"Merry Christmas" in June? September? It is for a lovely young lady in Sacramento, California, whose name is truly Merry Chere Christmas!

In answer to endless inquiries and as many jokes, this charming young woman never tires of explaining that her name really is Merry Christmas, and is spelled just that way. She is used to people thinking it's funny and the constant teasing, but enjoys the fun of it as much as others.

Miss Christmas, whose fame has spread all over the world, spends a considerable amount of time answering the many people who write her. She starts writing her Christmas cards in September.

Asked about marriage proposals and changing her name, Miss Christmas responded "Well, I've seriously thought about marriage a couple of times, but I was raised the old-fashioned way and I guess I'm looking for an old-fashioned type of person who thinks like I do. I really like the traditional things — like Christmas."

HOLIDAY TIME SAVER

When cooking, double your favorite recipe and serve one half. Freeze the second for a pressured day. You'll have your dinner in just the time it takes to heat it up!

Each year researchers come up with more and more fascinating information about the origins of Christmas and New Year greetings.

Greeting cards are usually made of stiff paper or cardboard, but cloth, vellum, leather, celluloid, metal, wood, clay, cork, and new materials have been added to their designs. Cards and their messages vary in size. In 1929 an inscribed grain of rice was presented as a Christmas greeting to the Prince of Wales, and in 1924, President Calvin Coolidge received a Christmas card that measured 21 x 33 inches!

In ancient Egypt the New Year was celebrated by the exchange of symbolic presents such as scent bottles and scarabs inscribed "an ab nab" ("all good luck"). The Romans exchanged strena, originally branches of laurel or olive, often coated with gold leaf. Symbols of seasonal good will, such as a Roman lamp and the figure of Victory surrounded by strena, were combined on objects of baked clay, with the inscription "Anno Novo faustum felix tibi sit" ("May the New Year be happy and lucky for you"). The acknowledgment of the New Year with the exchanges of good will continued in Europe through the early days of Christianity.

In the 15th century, master wood engravers produced inscribed prints which had the same intent as the modern Christmas and New Year cards. One of these shows the Christ Child with halo, before a cross holding a scroll on which appears "Ein gust selig ior" ("A good and happy year"). During the 18th and early 19th centuries, copper plate engravers were producing prints and calendars for the New Year and greetings by merchants and tradesmen were common.

Recognized as the first Christmas card is one designed in England by J. C. Horsley, in 1843 for his friend Sir Henry Cole. An edition of 1,000 copies was placed on sale at Felix Sumner's Treasure House in London in 1846. They were printed by lithography on stiff cardboard, in dark sepia and hand colored. The design shows a family party in progress, beneath which is the greeting, "A Merry Christmas and a Happy New Year to You."

A similar card was designed by W. M. Egley of London and produced as an etching in 1848. While this card is more elaborate, its design suggests a relationship to the Cole-Horsley card. The same may be said of an American Christmas card of the same period, designed by R. H. Pease of Albany, N.Y., which bore the inscription, "Pease's Great Variety Store in The Temple of Fancy." Sentiment cards were exchanged and collected in the United States from 1830 to the Civil War and many have survived... among them an "expanding heart" Christmas present or greeting card in purse form, dating from about 1859.

The Miracle of Christmas

The merry rejoicing at Christmas, celebrating the Birth of Christ, seeks to recapture the glory and wonder of the Nativity. People everywhere come together in warmth and goodwill, recalling the Source of the Spirit that binds them together.

Although Christmas is celebrated all over the world, it is not really known whether or not Jesus, as a boy, ever had a birthday party. Jews of His time did not celebrate birthdays... such observances were for kings and other important people, who lived in palaces. With or without birthday parties, Jesus had an enchanted childhood, so say the legends.

One such story says He made mud-pie birds one rainy day, and as He finished them, they flew away. For having bowed down to give its fruit to His Holy Mother, Jesus rewarded a palm tree by having a cutting of it planted in Paradise.

The Magic of Christmas is happily contagious, transforming the world in an atmosphere of brotherhood and anticipation. Its magic brings families together, inspires a spirit of generosity and giving, and fills the heart with a heady lightheartedness long remembered from one's childhood.

For it is in childhood that the magic of the Yuletide is felt most keenly. The air quivers with excitement and the promise of things to come. Pungent smells fill the house and little ones can hardly sleep, for listening to the furtive sounds of mom and dad tiptoeing and whispering and wrapping, far into the night.

An old French proverb says "Miracles happen only to those who believe in them." Surely, we can all believe! Surely we can reinforce our faith in miracles!

Today you can say Merry Christmas in Macedonian, Greek, Hungarian, any one of 32 languages plus Braille. There are greeting cards available in our polyglot nation in Polish, Spanish, Japanese, Armenian, Croatian, Chinese, Macedonian, Portuguese, Greek, Swedish, Norwegian, Hungarian, Lithuanian, to name just a few. Distributed throughout the United States, many are produced in this country, others come from abroad.

It was noted by one of the manufacturers of these Christmas cards, that whenever there is turmoil or a revolution in a foreign country, the sales in that language soar. Since type faces in some languages are unavailable, many of the exotic messages are photographed from the originals. In the case of some Chinese messages, a waiter in a Chinese restaurant who is also an artist, wrote the greetings on a piece of paper from which they were photographed and reproduced.

HOW MUCH DO YOU REALLY KNOW ABOUT CHRISTMAS?

By Wayne Kessler

Have some fun with our Christmas quiz. Afterwards, add up your answers to get your Christmas Spirit Rating:

- 1-5 correct: You're still working on your Christmas card list
- 6-10 correct: You haven't peeked at your presents yet.
- 11-15 correct: The Christmas tree is bought
- 16-20 correct: You are working on your New Year's Eve party.

1. "Rudolph, the Red-Nosed Reindeer," was sung by which crooning cowboy?
a. Hoot Gibson b. Gene Autry c. Roy Rogers
2. A 1954 musical version of Dickens' A Christmas Carol was presented on TV. Who played Ebenezer Scrooge?
a. George Raft b. Basil Rathbone c. Fredric March
3. In the 1948 movie *The Bishop's Wife*, Cary Grant, as an angel, visits earthlings David Niven and Loretta Young. What name does this angel go by?
a. Dudley b. Dooright c. Gabriel
4. "The Christmas Song" (Chestnuts Roasting on an Open Fire) was written by Robert Wells and Mel Torme. Oddly enough, Torme did not have the hit record of this yuletide favorite. Who did?
a. Frank Sinatra b. Nat "King" Cole c. Bing Crosby
5. What presents do the poor husband and wife exchange in O Henry's Christmas masterpiece, *A Gift of the Magi*?
a. watch fob and set of combs b. a necklace and a signet ring c. a muffler and a shawl
6. If you were to receive all the "gave to me's" in the carol, "The Twelve Days of Christmas," you would have a very noisy house. Can you name the gifts?
7. In the 1954 movie *White Christmas*, Bing Crosby and Danny Kaye come to the aid of an old Army general, whose Vermont ski lodge is in financial difficulty. Name the actor who portrays their old Army buddy.
a. Richard Blane b. Dean Jagger c. Orson Welles
8. Who wrote the annual animated TV special, *The Grinch Stole Christmas*?
a. Dr. Seuss b. Ted Geisel c. Dr. Spock
9. "Home for the Holidays," was sung by a barber turned singer. His name?
a. Danny Kaye b. Perry Como c. Julius La Rosa

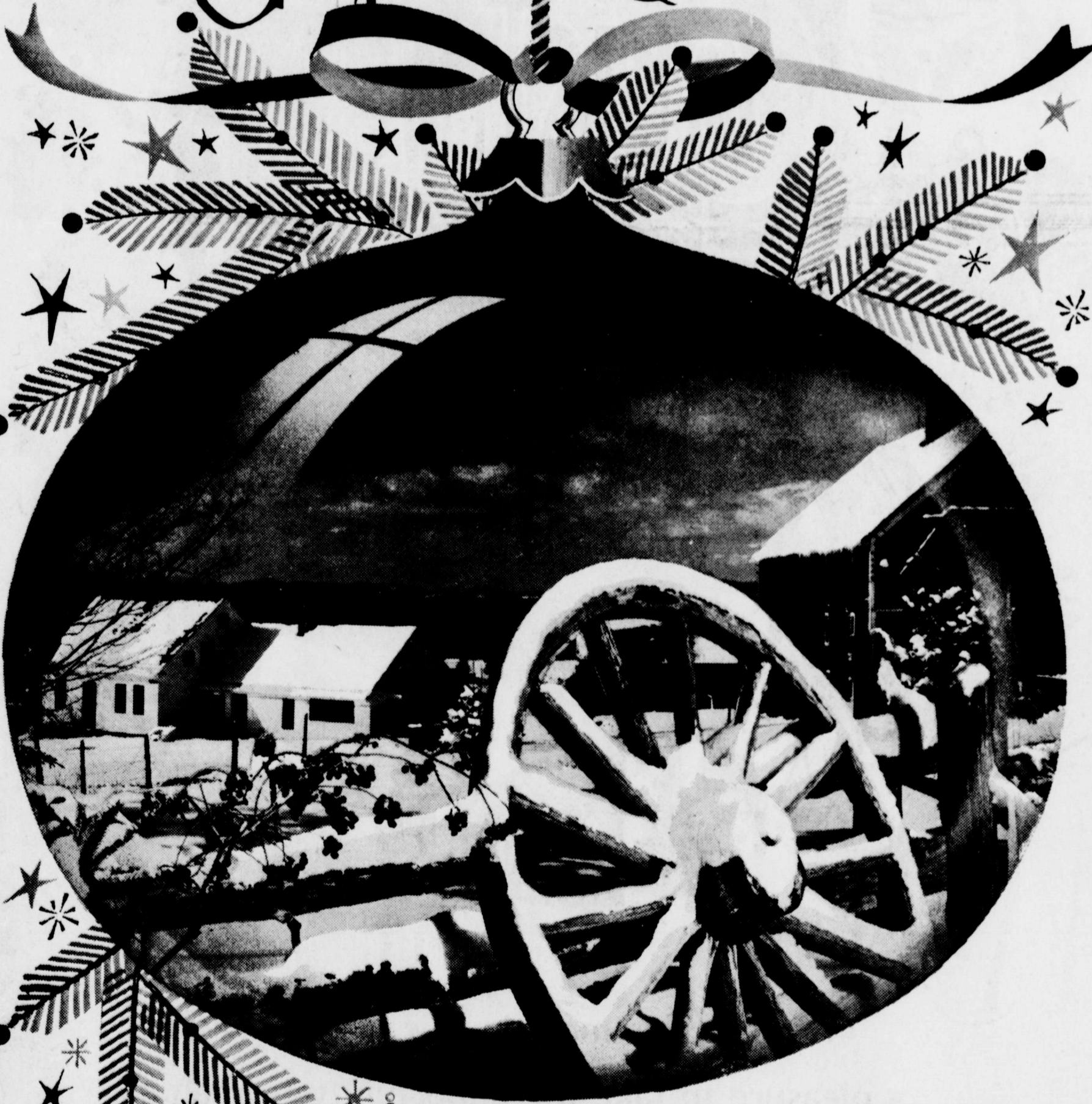
ANSWERS TO QUIZ

1. c.
2. b.
3. c.
4. b.
5. b.
6. a.
7. c.
8. a.
9. b.
10. c.
11. b.
12. c.
13. a.
14. b.
15. c.
16. c.
17. b.
18. c.
19. a.
20. c.

SCENTED GIFT
Pomander balls make beautiful gifts trimmed with velvet ribbons, lace and pretty braid. Tie them prettily from bits and pieces you have tucked away in

your sewing box. Their fragrance will last long after the holidays are gone.
CHRISTMAS WRAP
Aluminum foil makes any gift special looking and is especially nice for wrapping those things that don't fit into any box with large yarn... several colors at the store.

A Joyous Christmas



The landscape is serene wearing a mantle of fresh snow as we greet Christmas, holiday of Joy. Joyous in observance of its origin, joyous in its expression of peace, we gather together at this special time in good fellowship. In an atmosphere of wonder we wish you a happy holiday and say thanks for your friendship.

Caprock Hospital District

BOARD OF DIRECTORS

MEDICAL STAFF

HOSPITAL STAFF

CHRISTMAS GREETINGS

A December day is all the more beautiful in remembering... Thinking of you and wishing you every happiness at Christmas.

Quality Body Shop

Owner-Johnny B. Sue



CHRISTMAS GREETINGS

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

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

Floydada CO-OP GIN, INC.

RAY GENE FERGUSON, MANAGER

YOU BOUT ?
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ald Owen
named Virginia
w York Sun newsp
Santa Claus? The
an editorial by Fr
reporter. What now
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a. there is a Santa
i. there is no Santa
i. if you truly belie
ous American con
ristmas?"
eim b. Cole Porter c.
han. Richard Beau
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on the silver screen?
ost b. Tiny Tim c.
i and Robert Mitchu
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Is That Doggie in th
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colors at the same

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ng...
wishing you
nas.
Shop

On Insulating Homes

COLLEGE STATION another frigid winter expected, many consumers are

SANTA'S GIFT.

Santa's pack is overflowing with gifts of happy days, gifts of joy and friendship. To his bounty we add our warm thanks.



FROM ALL OF US AT JAMES LEE NICHOLS OIL CO.

119 E. HOUSTON

983-3144

insulating or re-insulating their homes, points out Dr. Hill Stewart, agricultural engineer with the Texas Agricultural Extension Service.

He provides some information in purchasing an insulation product or enlisting a contractor's services. Available in a variety of forms, home insulation can be purchased in blankets, in batts, in a form which is bagged and ready to pour, and in a form which must be blown in place by a contractor or using specially designed equipment.

Three basic types of products are most commonly used, according to Stewart, all having high insulating value if properly manufactured and installed:

Mineral wool, which includes rock wool and fibrous glass. Both of these products can be poured or blown in place or purchased in blankets or batts with a foil or paper vapor barrier.

Plastic foam/resin, which is made of polystyrene, polyurethane or urea formaldehyde can be purchased in pre formed sheets or foamed in place by a contractor. Foam insulation can vary considerably in its final properties depending on the operator's skill, how various reactants are mixed, and the time allowed for "curing."

Cellulosic insulation, made of any ground cellulose product such as recycled newspaper, can be poured or blown in place.

Because insulation can vary widely in quality as well as basic raw material source, several considerations are important to the consumer, contends the engineer.

An important performance characteristic to evaluate is flammability. Standards for insulation, established through the American Society of Testing and Materials (ASTM), include flame spread, fuel contribution and smoke development rates. An acceptable product may still be flammable and should not be installed adjacent to high temperature surfaces such as recessed light fixtures or furnaces.

Materials which are flammable should be installed within a flame retardant enclosure such as gypsum board or metal. The plastic foams and cellulosic products present the greatest fire hazard and are available with fire retardant treatments. Urea formaldehyde foams are less flammable than other foamed products but may present some odor problems unless properly formulated and applied.

LIGHT THE WAY FOR A SAFE HOLIDAY

During the Christmas and New Year weekends, thousands of Texas motorists will be burning their headlights day and night as a visible reminder to others to drive safely. Join this effort to make the Holidays accident-free.

Your Texas Department of Public Safety

Paducah Tournament December 26-29

PADUCAH Dec. 19 has been set as deadline for entering the Paducah Jaycees' annual men's invitational basketball tournament slated for Dec. 26, 27, and 29.

Team entries may be directed to Brad Page, tournament chairman; and

additional information obtained from Fox 579, Paducah, Tex. 79248, telephone 806/492-3016.

A fee in the amount of \$25 as a forfeit fee should accompany the entry. Page reminded.

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able flammability, and thermal resistance claims, either through generalizations without providing "R" values or exaggerations of the "R" values.

An "R" value is a number indicating how much resistance insulation presents to heat flowing through it, explains the engineer. Generally, the higher the "R" value, the more effective the insulation. Consumers should pay only for a higher "R" value.

The current generally accepted maximum design-standard "R" value per inch of thickness of insulation for the most commonly used insulating materials are mineral wool batts and blankets, 3.7; cellulose loose fill, 3.2-3.5; urea formaldehyde, 4.0; polystyrene (expanded), 4.2;

and polyurethane, 6.25. Any claim of an "R" value above the maximum design should be highly suspect. To determine the "R" value of a material that has a thickness other than 1 inch, multiply the thickness (in inches) by the "R" value per inch.

To guard against careless or incompetent installation, which could result in a major reduction in "R" value, choose a reputable contractor. Stewart outlines these tips for selecting an insulation contractor:

To find a contractor, ask your gas or electric utility company representative or your local builders, consult friends and neighbors, or look in the Yellow Pages under "Insulation Contractors."

Obtain cost estimates

from at least three different contractors when available. Make sure you describe the job identically to each.

Check a contractor's reliability with the local Better Business Bureau listed in the phone book, or with the state or local consumer affairs office.

Ask a contractor for references including previous customers. Check them out.

Check with local building code authorities for guidance in purchasing an insulating material.

Talk with a contractor in terms of "R" value. If a contractor won't deal with you in "R" value language, don't deal with him.

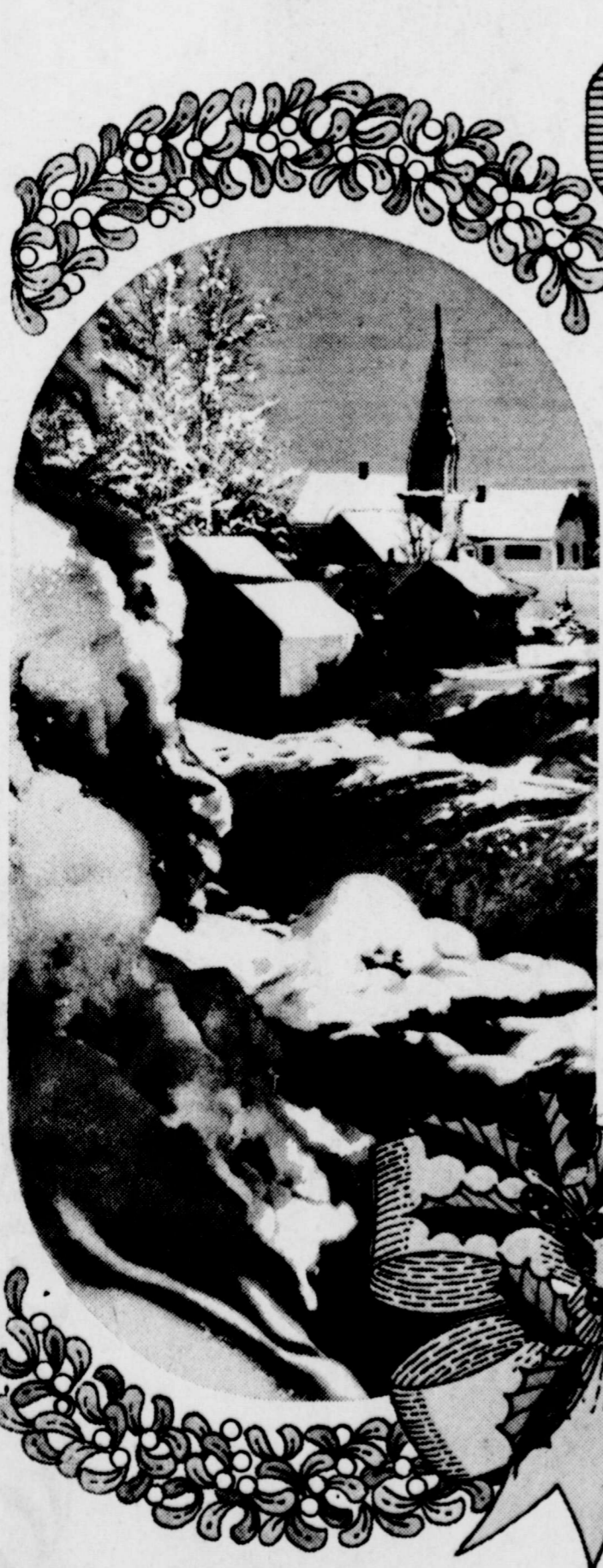
Bags of loose fill insulation should be marked with "R" values and figures indicating the area the contents will cover to achieve the desired "R" value.

After selecting a contractor, have a specific contract drawn up for the job.

Any warranty for the insulation should be in writing.

As the world celebrates the coming of Christmas we rejoice and give thanks for our many blessings.

Solomon Jewelry
102 South Main St.
Floydada, Texas



Christmas Wishes

Let there be love at Christmas when all the world is warm and bright with dreams. In the hushed landscape of this glorious season, we send tidings of comfort and joy and continuing thanks to all!

Collins Implement Co.

YOUR JOHN DEERE DEALER IN FLOYDADA



May the magic of Christmas unfold within your heart and home bringing special joys and remembrances. As this season of love and cheer arrives we extend warm wishes for a truly happy holiday.

Sincere thanks.

DARTY GIN

DOUGHERTY, TEXAS

ern Style TE CHRISTMAS



Where was the photograph above taken? Maine? Vermont? New York State? Actually, it was taken in what we have come to associate with "sunny California!" Photograph courtesy of The Oakland Museum, Oakland, California.

and beautiful snow scene of Christmas and Santa's visit in Loomis, California. northeast of the capital city Sacramento itself embraces the city and started building the city that became famous as Sutter's Landing. The colorful and turbulent history of a land of stark contrasts. The oranges ripen within sight of the mountains. Only a few miles from snow-covered ski trails, the sandy beaches of Nevada, the coldest part of the state experienced freezing temperatures even in the summer. Winters are long and severe and some of the peaks are snow covered all year. Although snow is nearly unknown in the valleys of the central and southern coast, at Tamarack, in the Sierra Nevadas, the yearly snowfall averages about 454 inches.

and Candles

Candles bring Christmas. The word "carol" comes from the middle English *carolen*, meaning "to sing joyously." The majority of our most familiar carols date from the nineteenth century. Some researchers believe that carol singing could be a carryover from the Roman songs of the Saturnalia. Francis Scott Key, noted lawyer and author of *The Star Spangled Banner*, also wrote carols. It is little known that the comedian Harpo Marx, of the famous Marx Brothers, also authored a popular Christmas carol.

Counts to Help You Through the Holidays

many goodies surrounding us at holiday time. It can be a bore! However, careful planning can keep you full and happy. Here's a checklist from expanding. We offer a few tips you beat "the battle of the bulge."

- 375 ounces white wine and soda (85)
- 10 pretzel sticks (30)
- 6 oysters (65)
- 1 slice nectarine (30)
- 2 ounces rare beef (80)
- 8 small gundrops (35)
- 1 stalk celery (5)
- 1 ounce camembert cheese (160)
- 1 good slice calves liver (240)
- 1 cup cottage cheese (240)
- 1 Ritz Wheat Thin (10)

water, try a quart

HAPPY HOLIDAY!

Burning the Yule Log

The burning of the Yule log is a custom handed down by the English who settled in America. On Christmas eve the log, set on the hearth, is kindled with the remains of the log from the previous year. Many superstitions surround the Yule log. It was thought by some to protect their home from evil spirits, others thought the ashes would help swollen glands!

- EXTRA TREATS FOR YOUR HOLIDAY DINNER**
- HOLLY WREATH SALADS**—Using chicory, make a wreath shape on individual salad plates. Scatter cherries or cranberries on chicory to look like holly.
 - CANDLE SALAD**—Roll half a banana in colored sugar and set into a ring of pineapple. Take half of split unsalted almond, and stick into top of banana. The almond will actually burn for a minute or two when lit!
 - PEPPERMINT ORANGES**—Roll fresh oranges gently on table top to soften, and cut small hole on the top of each one. Insert stick of peppermint candy. Small fry can suck the juice through the candy stick, making a double treat!



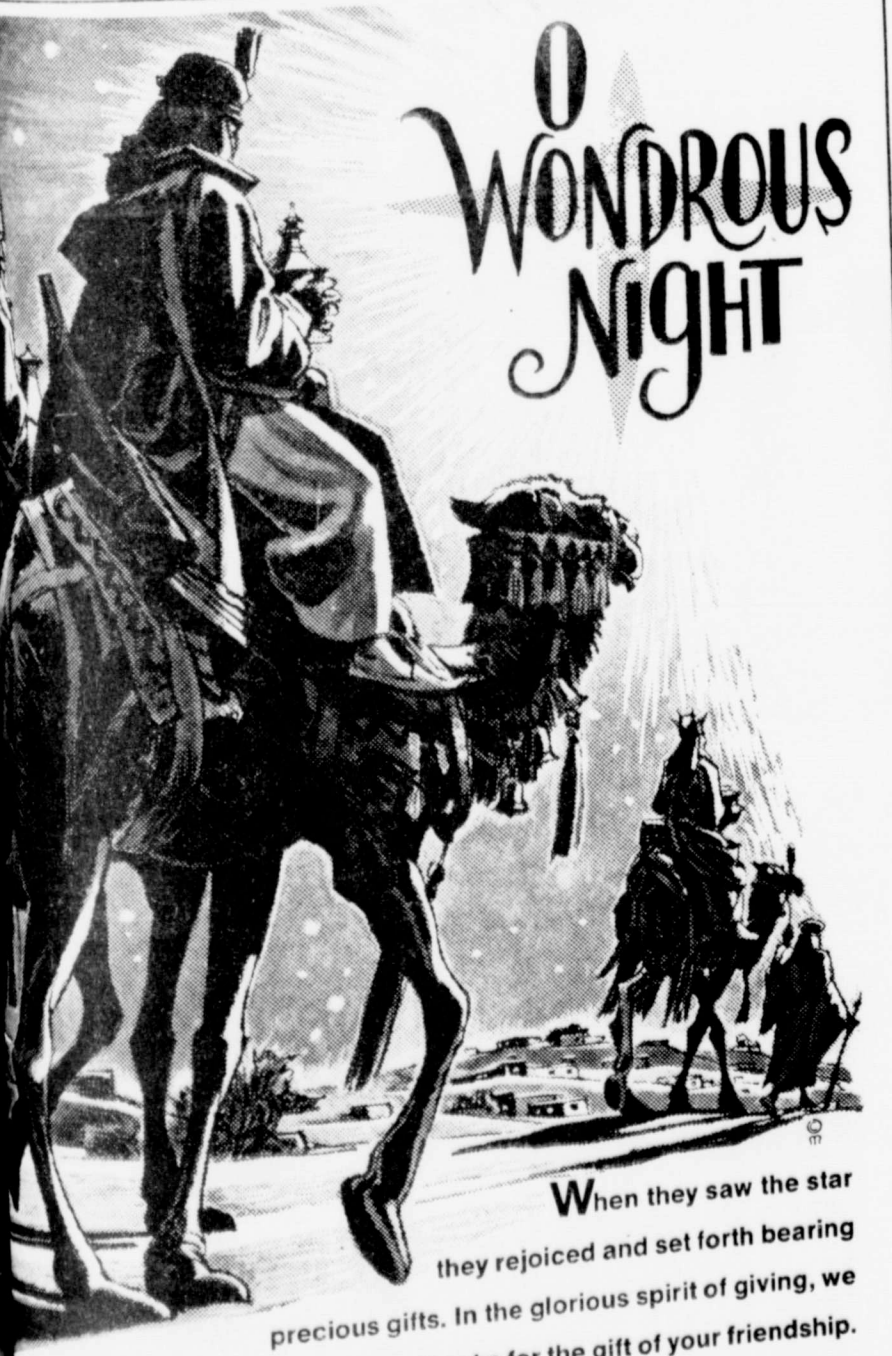
Season's Greetings

IT'S OUR FAVORITE TIME OF YEAR... WHEN WE WISH ALL OUR FRIENDS A VERY MERRY CHRISTMAS!

CITY AUTO INC.
FLOYDADA, TEXAS

- RANDY
- CALVIN
- JESSIE
- STAN
- RHONDA
- JAY
- TRAVIS
- ROYCE

- LEROY
- RICKY
- SHORTY
- PARNELL
- PAT
- SHERYL
- DALE
- LARRY



O WONDROUS NIGHT

When they saw the star they rejoiced and set forth bearing precious gifts. In the glorious spirit of giving, we offer thanks for the gift of your friendship.

Hammond Sheet Metal
Floydada, Texas

Joyous Christmas



After nearly 2,000 years the Holy Child
 remains a wondrous miracle to us.
 As we remember the joy of the Wise Men
 who sought and found the Christ Child in the manger,
 let us exult and offer thanks in celebration of His coming.
 May this sacred season bring the Light of Peace and Joy
 into your heart and home.

THIS CHRISTMAS MESSAGE FROM THE FOLLOWING PUBLIC OFFICIALS

- | | | | | |
|---|---|---|--|--|
| H. E. PORTER
JUSTICE OF THE PEACE | MARY L. MCPHERSON
DISTRICT CLERK | RANDY HOLLUMS
DISTRICT ATTORNEY | GEORGE MILLER
DISTRICT JUDGE | D. G. AYRES
COUNTY SERVICE OFFICER |
| FRED CARDINAL
COUNTY SHERIFF | GLENNA ORMAN
COUNTY TREASURER | JONELLE FAWVER
TAX ASSESSOR-COLLECTOR | J.K. HOLMES
COUNTY JUDGE | KENNETH BAIN
COUNTY ATTORNEY |
| MR. & MRS. GRIGSBY MILTON, JR.
COMMISSIONER PREC. 3 | MR. & MRS. AARON CARTHEL
COMMISSIONER PREC. 1 | MR. & MRS. JACK LACK
COMMISSIONER PREC. 4 | | |

Set-aside will reduce grain production 3%

...that another huge grain crop might... farmer's prices for years to come, the... administration has tentatively opted for a... to cut back on feed grain production

C. White, deputy secretary of... announced on Nov. 15 a 10 percent... for sorghum, corn and barley. The... is "conditional" until it is reviewed in... when final rules for spring planting... announced.

...percent set-aside program is designed... U.S. feed grain production in '78 by an... 3 percent while at the same time... world feed grain production about 1



Merry Christmas

...spirit of this festive holiday, extend sincere thanks and warm wishes for a truly old-fashioned Christmas. We appreciate your patronage.

GILBREATH EXXON
SERVICE STATION

percent.

Why would a 10 percent set-aside produce only a 3 percent cut back? Because, according to Howard Hjort, U.S. Department of Agriculture economics director, a recent phone survey indicated 25-35% producer participation in the set-aside. Maximum participation expected would be 50-55% and minimum would be 10-15%.

USDA thought that a larger set-aside as was suggested by GSPA would result in an even smaller percentage of participation.

With less than 100% participation in the program, percentages have to be adjusted to participation percentages.

Although technically voluntary, farmers are required to participate in the program in order to be eligible for government loans and direct subsidies under the target price formula.

The requirements of the set-aside seem complicated, but understanding the terms used will settle some of the confusion.

National base acres, or National allotment, or National program acreage — All three terms mean the same thing: (1) the maximum number of acres the government deems necessary to produce the amount of grain needed to meet domestic and export demands, and therefore (2) the maximum number of acres the government will make payments to farmers on.

The national base acres for grain sorghum is 13.7 million acres. In other words, the government feels that the sorghum yield from 13.7 million acres would be all that is necessary to meet 1978 demands for sorghum. For corn the figure is 67.6 million acres.

Harvested acres — The number of acres actually harvested in a given year. Harvested acres for corn and sorghum for the last three years (in millions):

	1977	1976	1975
Sorghum	14.1	14.9	15.5
Corn	69.8	71.1	67.2

Allocation factor— The allocation factor is determined by dividing the national base acreage by the number of acres actually harvested.

The allocation factor will only exist if U.S. producers plant overall more acres than the national base acreage.

The allocation factor determines what percentage of a deficiency payment a nonexempt producer will receive.

For example, if the new set-aside program had been in effect this year, and the

100 acres to farm and you want to participate in the set-aside...

100 (number of acres you have to farm)
x 90.9%
= 90.9 (number of acres you can plant on your farm)

Your "set-aside" on your 100 acres would be 9.1 acres (100 - 90.9 = 9.1).

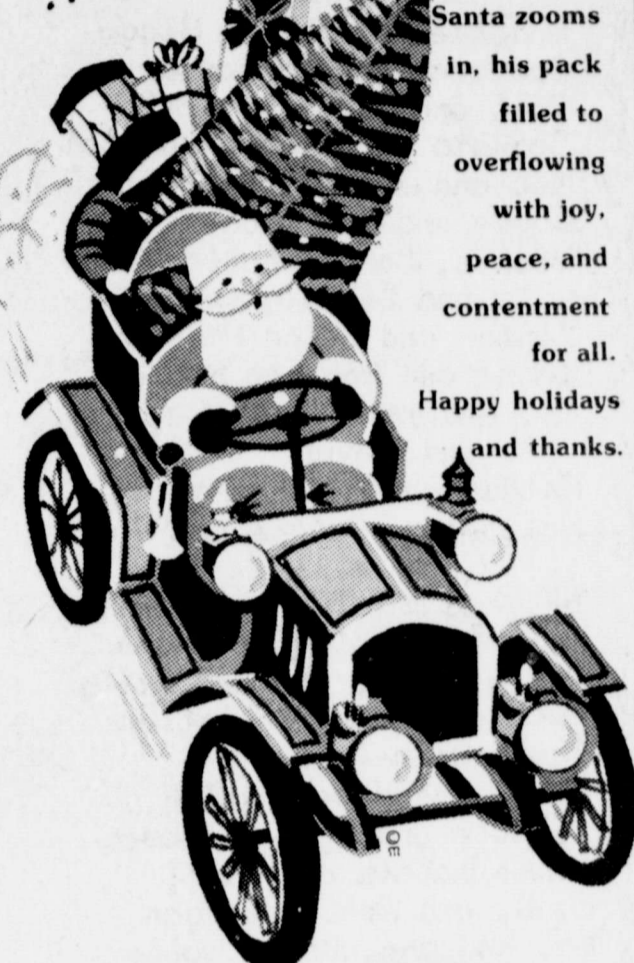
Why 90.9 percent? Because, using the problem above as an example, the set-aside (9.1 acres) is equal to 10 percent of the number of acres you actually plant. You are "setting aside" an acreage equal to 10 percent of what you plant. You are planting 90.9 acres, and "setting aside" 10 percent of

the 90.9 which is 9.09 acres, rounded off to 9.1 acres—your set-aside.

Conclusion— a corn and/or sorghum producer may

make sure he has 100 percent coverage on his crop by cutting back 5 percent from his '77 crop production.

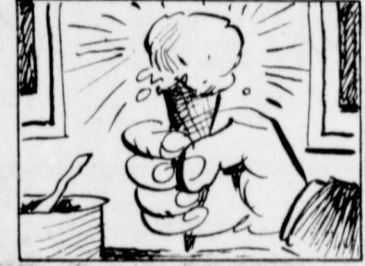
Holidays Greetings



Santa zooms in, his pack filled to overflowing with joy, peace, and contentment for all. Happy holidays and thanks.

CAPROCK HARDWARE
AND MOTOR PARTS INC.

114 W. California Phone 983-2865



An Italian immigrant to New Jersey, Italo Marconi, produced the first ice cream cones. The invention attracted little attention.

HOMES FROM 4
ing of the product itself, not of an entire dwelling. If you suspect deception or fraud or are having a problem with non fulfillment of a contract or failure by the seller to honor a warranty, contact the Federal Trade Commission regional office nearest you, adds Stewart.

PEACE JOY

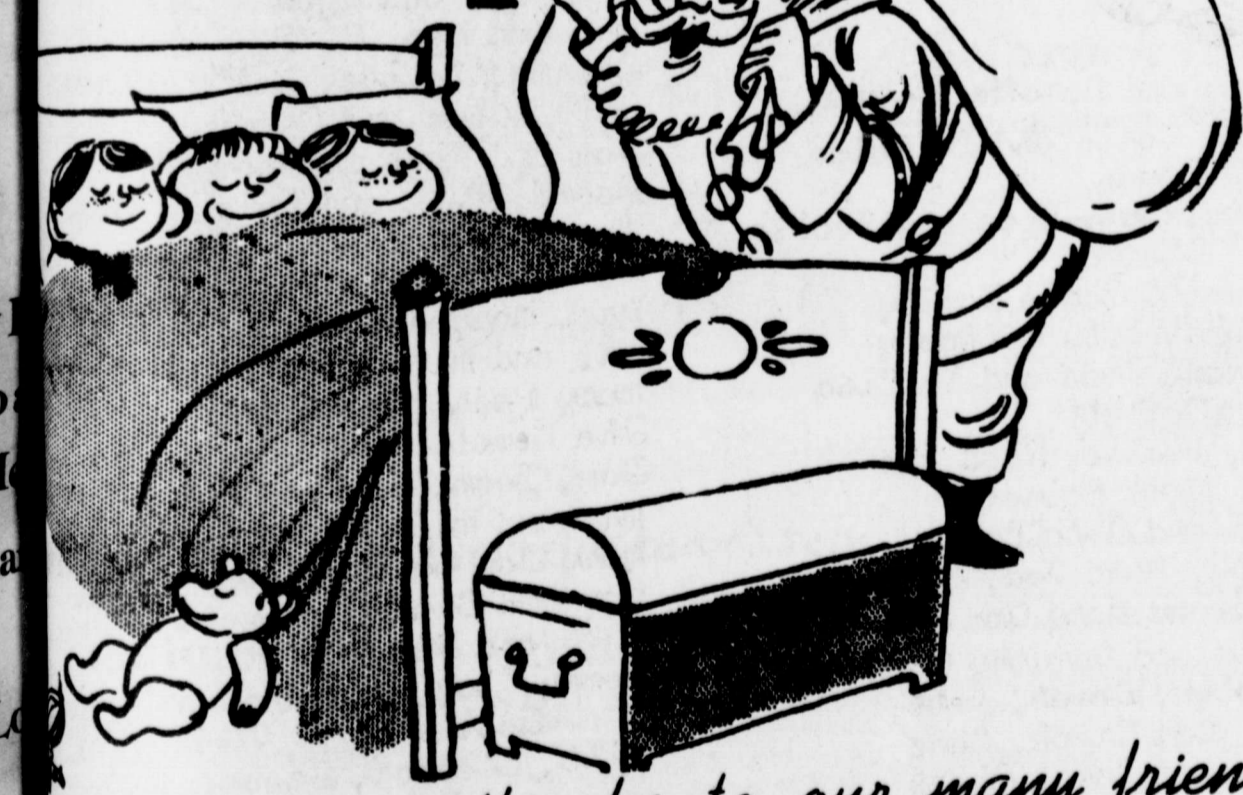


A wish for all mankind... may the light of His love shine for you all through the Yuletide.

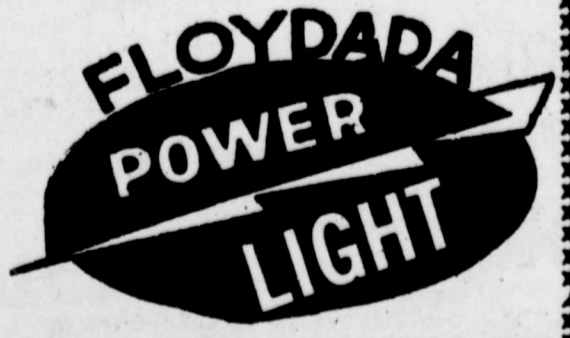
In this reverent spirit, we extend thanks to our warm, wonderful friends.



and may all your CHRISTMASSES BE BRIGHT!



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



OUR OFFICE WILL BE CLOSED FROM NOON FRIDAY UNTIL TUESDAY MORNING.

- MAYOR PARNELL POWELL
- COUNCILMEN.... WAYNE RUSSELL
- JOHNNY BILL SUE, JERRY THOMPSON, CARL JARRETT AND LEROY BURNS.
- CITY MANAGER BILL FEUERBACHER AND ALL THE CITY EMPLOYEES

Floydada Branch

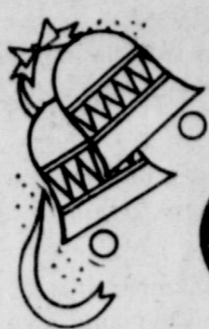
Plainview SAVINGS & LOAN Association

217 W. CALIFORNIA FLOYDADA, TEXAS

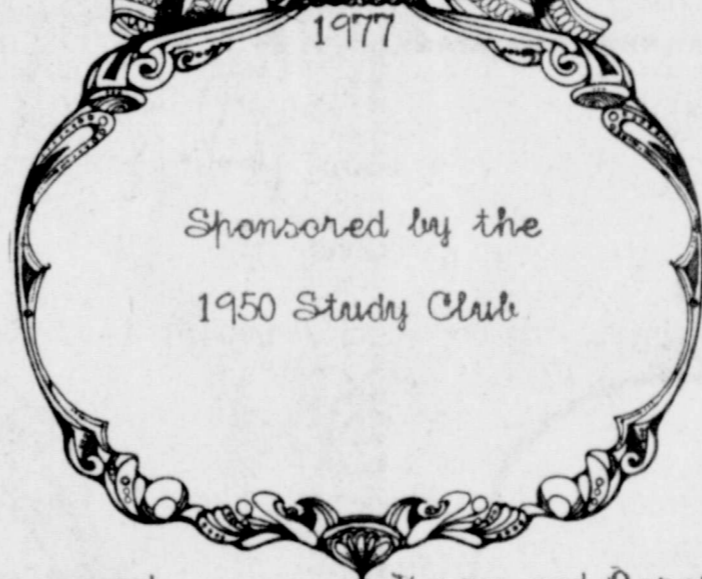
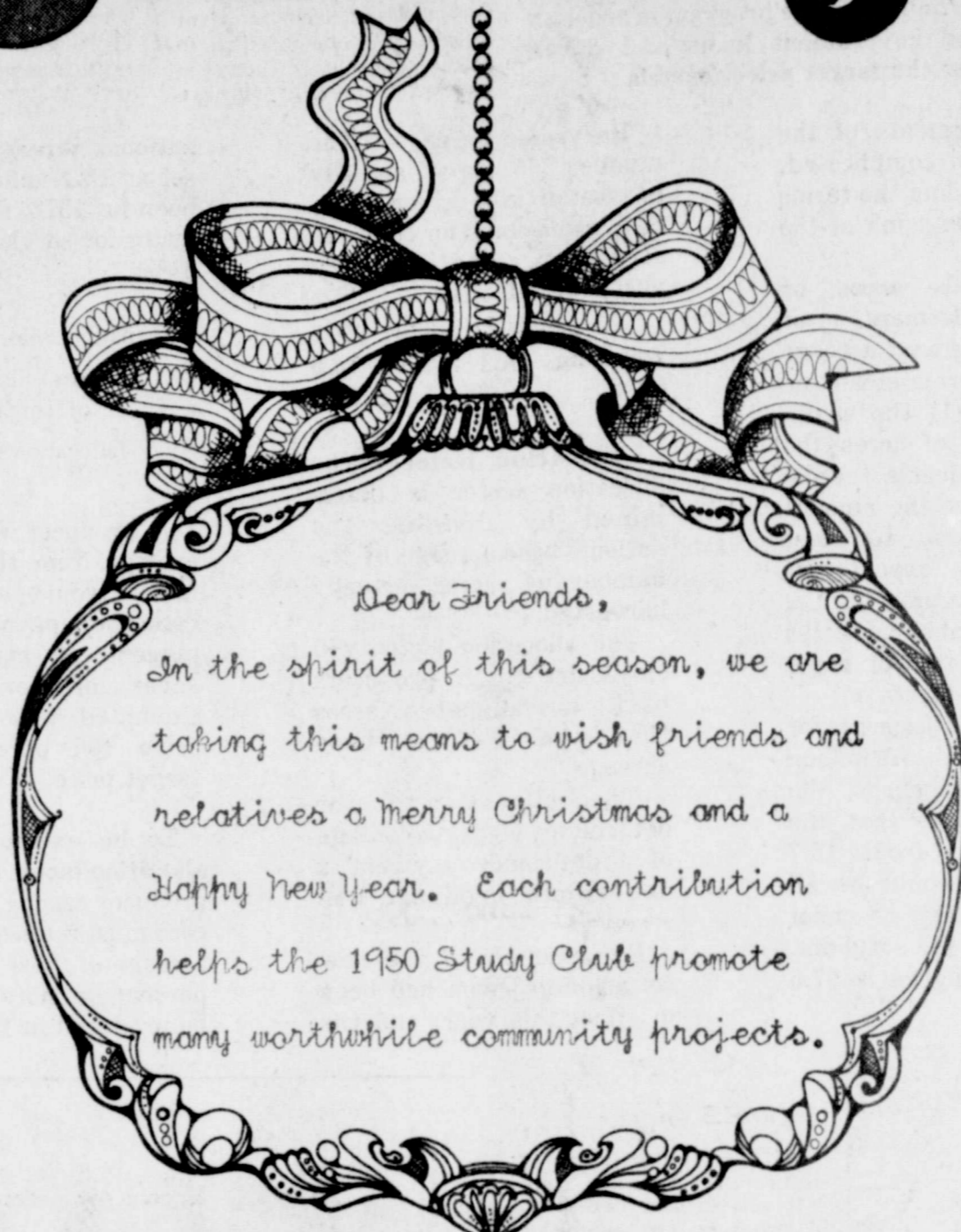
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 Don, Nancy, Donette and Brett
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 Bob, Nina, Ken and Kara Copeland
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 Jamie Crow
 Mar, Peggy, Jim and Suzanne
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 Craig, Betty, Shannon and
 Chad Edwards
 Melvin and Lou Davis
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 Michelle Harris
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 and Matt Whittle
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 and Connie
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 Brenda and Beverly
 Flo Ella and Malvin Jarboe
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 Jimmy Jackson
 Mrs. Lula Stewart, Jimmie
 and Joyce
 Button, Judy, Mark and Todd
 Beedy
 Ronald, Alyne, Ray, Joel
 and Le Ann Evans
 Allen and Jo V Bingham
 Ray, Johnnie and Lana Reed
 Lynn, Charlotte, Ann, Carol,
 Mike, Patti and Nina
 Campbell
 Harvey, Judy, Mike and
 Norman Allen
 Hansel and Connie Sanders
 Mark, Dee Earle and Shea
 Sanders
 Gary and Jenni Sanders
 Mack and Margie Fowler
 Leroy and Loretta Burns
 Mr. and Mrs. Ricky Burns,
 Amy and Ryan
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 Son and Faye Jackson
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 Ray and Sunny McDonald
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 and Becky Reeves
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 Verma Lynn and S. B. Stewart
 Plainview Savings and Loan
 Floydada Branch
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 Earl and Thelma Crawford
 Bryon, Gene, Christy and
 Lora Kendrick
 Weldon and Ruth Hammond
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 Sam A. and Audrey Spence
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