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# The Floyd County Hesperian

VOLUME 81

FLOYDADA, FLOYD COUNTY, TEXAS 79235

Thursday, December 29, 1977

14 Pages In One Section

Number 104



## Babson Anticipates More Progress

### Rock Chat

By Wendell Tooley

WHETHER how much you try to Mother Nature you can't fool.

SCIENCE IS WHAT you ignore when it doesn't speak to you.

Ford had the best financial life when he lost the election to Jimmy

he's well on the way to a millionaire— after a decade for nearly 30 years.

million joint contract with Row and Reader's for his and his wife Betty's

million deal with NBC for documentaries or special events each year for the next

additional \$500,000 to Mrs. being in two NBC TV documentaries about modern cancer research and mental

of \$50,000 a year plus as president of the Fellowship, a scholarship set up in 1953 to aid

of \$40,000 a year plus from the American Enterprise Institute, a conservative

of \$30,500 a year for 27 years in Congress.

of \$60,000 a year for serving a little over two

former president is also more than \$600,000 in benefits a year. His jobs

also provided with a car and driver and for trips

also provided with a car and driver and for trips

founder president is reluctant to talk about his new-found

founder wealth is a dramatic turnaround for the Fords.

founder wealth is a dramatic turnaround for the Fords.

founder wealth is a dramatic turnaround for the Fords.

THERE IS HARDLY three cents worth of wheat in a loaf of bread. So...logically, it seems that bread would go up only three cents if the price of wheat was doubled.

"EVERY MAN NEEDS a wife because sometimes things go wrong that you can't blame on the government!"

"THE CHEAPEST WAY to have your family tree traced is to run for office."

### Whirlwinds Compete

### In Muleshoe

### Tourney Today

Floydada's varsity boys' squad, which received a short rest from pre-holiday competition, will be competing in the annual Muleshoe tournament classic today and continuing through Saturday, with today's opening round featuring Farwell's varsity team and the Winds squaring off at 12:30 p.m.

The winner will advance to tomorrow's semi-final round, and the loser will battle for a shot at consolation honors on Friday morning.

### No Mail Service

### Sunday

According to a report from Postmaster Ed Wester there will be no box mail service Sunday, New Year's Day. Monday is also a holiday for postal employees, but there will be box service.

### Lions Meet Today

Floydada Lions club will meet today at noon, according to Lion boss Anthony Whitfill. The meeting was originally cancelled for this week but has been rescheduled since there was no meeting last week.

All Lions are urged to attend this last meeting of 1977.

## Merchants Salute Fire Dept.

Editor's Note: This feature is the eighth of a series about the most important boards of directors in this community and county. The series is intended to be highly informative about the responsibilities of each board its goals, achievements, and the individual opinions of each board or council member.

There will be one feature a month for 13 months and the civic minded firms who sponsor this series are: Perry Brothers Inc., Oden Chevrolet-Olds, Inc., Dyson's Boot Shop, Solomon's Jewelry, Piggly Wiggly, City Auto, Inc., Quality Body Shop, Buddy's Food, Inc., Quality Body Shop, The Country Beall's Department Store, The Country Morning, Thompson Pharmacy, Mize TV, Collins Implement, Bishop-Ramsey Pharmacy, Betty's Place, Adams Well Service, Baker Insurance Agency, Farm Bureau, Floydada Cooperative Gins, Floydada Real Estate & Insurance, Plainview Savings & Loans, Floydada Branch, Ponderosa Meat Co., Gilbreath Exxon, Wayne Russell Implement, Norrell Tractor Parts, and Martin & Company.

By Wendell Tooley  
The Floydada community is protected around the clock from the dangers of fire by one of the most outstanding Volunteer Fire Departments in the state.



OUR PRAYER IS THAT PEACE ON EARTH BE THE REALITY OF THESE CHILDREN'S LIVES now and every year of their lives: (l to r) Lindsay, Eden and Shayla Moore, daughters of Mr. and Mrs. Vernie Moore; Brittainy, daughter of Mr. and Mrs. Jack Gregory, Jay and DeeGee, sons of Mr. and Mrs. Randy Hollums, and (in front) baby Josh, son of the Jack Gregorays.

## Wheat Farmers Receive Over Million\$

Floyd wheat farmers went into Christmas with a little over a million dollars in wheat price deficiency payments on the 1977 crop, according to figures released by the county office of Agricultural Stabilization and Conservation Service.

Some 1500 farmers representing 1227 wheat farms received checks amounting to the difference between the average market price for wheat over a five-month period and the target price established in the farm bill that Congress passed in October.

Most of the federal checks totalling \$1,100,151.00 represent a price spread of 65 cents a bushel between the average market price of \$2.25 a bushel

and the target price of \$2.90.

### CROP PROSPECTS NOT GOOD

Right now Floyd wheat prospects do not look good as the drought has really held the crop back. There is little wheat for cattle grazing.

Although Floydada showed over 22 inches of moisture last year, there has been none since October.

Under the new program farmers are to cut wheat acreage by 20%, but ASCS manager Tom Moore feels like the cut will be more than this for Floyd County as many farmers don't even have a wheat crop.

The high cost of irrigation has cut out a lot of wheat acreage.

departments anywhere...we have dedicated members, we have the know how, we have men who want to take care of the people and property in this community."

### Arrests Made

### For Intoxicated Driving

The Highway Patrol, Sheriff's Officers and City Police made some arrests over the weekend for DWI and one for possession of marijuana.

City Policeman Jim Golihar arrested Terry Darrell Mayo for DWI and possession of marijuana on Sunday. On Tuesday Mayo pleaded guilty before county judge J.K. Holmes and received a fine of \$125 plus court costs for possession of marijuana.

The Highway Patrol arrested Delfino Vitale for DWI on Sunday. He paid a fine of \$200 plus court costs and will be in jail ten days. This was also handled in county court.

The Highway Patrol also arrested Independence McDonald for DWI. He pleaded guilty in county court Tuesday and was fined \$125 plus court costs.

## Retail Trade Up 10%

By Babson's Reports Inc., Wellesley Hills, Mass., December 29, 1977. Despite a number of developments that were either actually or potentially unfavorable, the nation's business turned in a solid achievement for 1977. There were, to be sure, spells of stuttering, but the encouraging fundamental economic factors cited in our forecast at this time a year ago more than offset any negative considerations. So, overall progress turned out to be pretty much in line with our predictions. One of the most unexpected aspects of 1977 was the persistently defensive psychological atmosphere, in spite of the fact that accomplishment was even greater than the historical expansion rate of the economy (in real terms, after discounting the effects of inflation). Much of the skittishness of public sentiment apparently came from such elements as exceptionally bad weather, encroachment of foreign goods, wrangling over terms of an energy policy, and getting used to the new national leadership.

### 1978-MORE PROGRESS ANTICIPATED

The present upward phase of the business cycle began in the spring of 1975. Thus, as 1978 makes its debut, the business advance is already 32 months old according to the Federal Reserve Index of Industrial Production. By past standards, this is fairly close to a median life span, so there is no question that the ascending phase of this cycle is aging. The old adage "Trees do not grow to the sky" could well make one wonder whether time may not be running out for this latest economic upturn. Studies made by the Research Department of Babson's Reports, however, do not yet show development of the type of major imbalances that have brought past expansion phases to an end. Observe, for instance, the moderation in consumer spending as well as in addition to productive capacity by business, the absence of unhealthy speculation, and the swift corrections of top-heavy inventory positions in virtually all parts of the business fabric.

It is our opinion that this very state of quiescence should tend to keep the economic upturn going well into 1978. Whether the peak will come later in the year is another matter, one which we cannot foresee clearly at this moment. If the exigencies of an election year prompt economic pump-priming sufficiently early in 1978, business will undoubtedly react to such a fresh impetus and be able to postpone the danger of a crestover. In any event, it looks at present as though the nation's economy still has enough momentum to permit another stretch of progress on the business front for 1978 as a whole.

### ECONOMIC PROFILE OF THE YEAR AWARD

Twelve months ago, Babson's predicted that the bulk of 1977's economic strength would be concentrated in the first half of the year, with the final two quarters expected to climb at a slower pace. This scenario has proved accurate. In the year ahead, it is likely that the performance will be repeated, with more vitality in the first two quarters than in the final two. Barring labor disruptions, the first three-month span of 1978 may experience the sharpest rate of advance. While the trend should continue upward throughout the year, the tempo will doubtless slacken in each successive quarter. All in all, 1978's results may turn out to be less impressive than those of earlier recovery days and will probably be extremely disappointing to those who insist on greater economic stimulation to make a significant dent in the nation's still vast pool of the unemployed. But such hopes are simply overambitious in view of the realities of worldwide economic stagnation and inflation. Even so, the new year should still turn out to be a period of domestic economic growth roughly on a par with our long term growth rate, and perhaps a bit better.

### PUBLIC SENTIMENT MAY REMAIN TROUBLED

Regardless of generally favorable prospects, 1978 will not be a trouble-free year. There will be concern over the threat of increasing inflationary pressures and the resultant worry over the degree of credit restraint necessary to keep prices in reasonable check. There will also be anxiety over still more foreign competition, especially as it relates to the loss of domestic jobs, the nation's trade balance, and the balance of international payments—with the latter two factors bearing directly on a weakened U.S. dollar.

### GROSS NATIONAL PRODUCT

The Gross National Product (GNP), a statistical expression of goods and services produced in this economy, should register a gain on the order of 11% 12% in 1978 compared with 1977. The increment, however, will be bloated by the effects of the past two years. But, after adjusting for inflation, the real GNP may show an advance of only about 4%, a gain in constant dollars that may be disappointing to many even though it is a shade better than the long-term growth rate of the economy. Contributions from the private and public sectors of the GNP should be fairly equitable. In the private sector, a sustained high level of residential building and further betterment in business outlays for capital equipment will be vital bolstering influences on the economy as a whole.

### THE SPECTER OF INFLATION

Fortunate for the economy this past year was the constraint put upon agricultural and food prices by the hefty supplies of most items. Much of the lessening in the damage wrought by inflation as compared with 1976 was, in fact, attributable to agri-based prices, although in a sense it is regrettable that the nation's farmers have "subsidized" consumers in the fight against inflation. Industrial commodities helped to the extent that many primary metals showed a slippage in prices which restrained the tempo of inflation. Next year, however, conditions may not be so fortuitous, and inflation could average some 8% or perhaps a shade lower. Much, of course, will depend on the pricing policies of the OPEC nations. If they lift prices 8% or less in toto, it would not be unduly damaging in the battle against price runaways all along the line, but if radical OPEC leaders prevail, a return to double-digit inflation could occur in 1978.

### INDUSTRIAL PRODUCTION

The physical volume of production from the nation's factories, mines, and utilities plants slipped a notch early in 1977 owing to the harsh winter weather over many sections of the country. But the upturn which had started in the spring of 1975 was rapidly restored, and there was consistent progress until midsummer when there was another brief hesitation. Overall, however, the average for 1977 exceeded that of 1976, though the year-to-year percentage increase was considerably more limited than the 1977 surge over 1975, as the Babson 1977 Forecast anticipated. While an extension of the upturn into 1978 is expected subject to possible digressions resulting from labor disputes—the rate of year-to-year increment seems destined to shade off somewhat, though not as sharply as in 1977.

Industrial output in general may rise around 5% in the new year, only fractionally less than during the year just past. The economy can obviously not count on much more than normal strength from industrial production in 1978, but tax relief of more than token proportions for both individuals and business could bring about a somewhat better showing. Among the more promising performers should be output of railroad equipment, electrical and electronic products, and building materials. Some of 1977's more hesitant lines, such as steel, should manage to chalk up to least modest improvement.

### SUPPORT FROM BUSINESS CAPITAL EQUIPMENT

Despite the limited contribution of industrial activity, there should be more efficient utilization of productive facilities. Since some high-cost plant and equipment were phased out in 1977, business capital outlays in 1978 may well post an advance in the 10% 12% range over those expenditures in 1977. At least half of the increment will, however, reflect inflation, while compliance with environmental and safety standards will command a good share of such spending. Thus, only a modest improvement may be seen in the nation's productive capacity. The primary emphasis will be placed upon cost-cutting productivity-boosting machinery and equipment rather than on new plant structures—a trend already evident in orders for capital equipment during much of 1977. There will be no large-scale capital spending upsurge of the type seen in other business booms of the past thirty years, even though the competitive disadvantage of many American goods as compared with foreign items strikes

SEE BABSON, PAGE 11

seroso scholarship  
deker  
N. H. Gammage  
Nell & Jan Glasscock  
Rosa & Lori Gonzalez  
Vickie Green  
Gladys Golden  
I. O. Graves  
Huffman  
Wanda Hunter  
Cody Jackson  
Bob Jarrett  
Jason Johnson  
Annie Lee Kellison  
Mrs. & Mrs. Herman  
Becky & Sherre Kinard  
Lucy Dean & Brock  
Henry & Viola R  
Loren & Clara R  
Boyd Reay, Joe & Kay  
Randy Race  
Rolling  
Sessom Family  
Family  
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Others...  
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Anne Parker  
ing page.





Specializing In Blow Cuts  
Curling Irons Boys Hair Styling

Gayle Hill Formerly with Peggy's Shop Begins This Week With.....

**Freda's Beauty Box** 208 West Missouri 983-3126

Gayle invites you to come in and let her style your hair. She's very talented with curling irons and blow dry cuts. She does wet sets, manicures, and all cosmetology work. We want to invite you mothers to bring your boys for hair styling.

We want to welcome the patrons that Gayle has met, formerly at Peggy's to come with her.

**FLOYD DATA**  
Mr. and Mrs. Ricky Copp and Jody of Oberlin, Kansas have been visiting in Floydada during Christmas holidays with her parents, Mr. and Mrs. Jackie Duke, and his family, Mr. and Mrs. Bill Womack, and other relatives.

**FLOYD DATA**  
Mr. and Mrs. Norman Davis and Tony, of Dumas visited during Christmas with his parent, Mr. and Mrs. W.L. Davis and his sister's family, the Vernie Moores.



Allens Entertain D. E. S.

The Order of Eastern Star officers were entertained with a Christmas dinner last Wednesday evening at the home of Judy and Harvey Allen. Mr. and Mrs. Allen are Worthy Patron and Worthy Matron respectively of Floydada Chapter #31, O.E.S. and honored their chapter officers and spouses with the annual dinner.

The bountiful meal was served to Mrs. Marjorie Hollins, Mr. and Mrs. Wayne Russell, Mrs. Lula Green, Mr. and Mrs. James Griffin, Mr. and Mrs. Noman Hamilton, Mr. and Mrs. Lobby Rainer, Mrs. Lawrence Stovall, Mrs. Ruth

# BOOT HILL WESTERN STORE

201 South Main  
Lockney, Texas

LEATHER COATS  
GIFT IDEAS  
NAME BLANK BELTS  
FASHION JEANS  
AND MUCH, MUCH MORE...

END OF YEAR  
**SUPER CLEARANCE**  
CLOSE-OUT  
**SALE 50%**  
Off Reg. Price

## DENIM PRICES

LEVI BIG BELL \$10<sup>99</sup>

ALL OTHERS INCLUDING LEVIS, SEDGFIELD RODEO CUT AND WRANGLERS, BOTH 100% COTTON AND DO NOTHING DENIM ONLY \$8<sup>99</sup>

ALL COLORS AND CHECKS, LEVI AND WRANGLER ONLY \$7<sup>50</sup>

STUDENT SEDGFIELD \$9<sup>99</sup>

STUDENT WRANGLER \$8<sup>50</sup>

BOYS SEDGFIELD \$8<sup>50</sup>

BOYS WRANGLER \$7<sup>50</sup>

Open  
6 Days A Week  
9 A.M. - 7 P.M.

Phone  
652-2607

# Boot Hill Western Store

IN LOCKNEY

SedgeField	Bells	\$16 <sup>20</sup>
SedgeField	Flares	\$15 <sup>30</sup>
All Roper Boots		only \$39 <sup>00</sup>
Hats	40% Off	(you shape)

EVERYTHING ELSE 1/2 PRICE  
(And I Mean Everything)

# COME EARLY TO THE SALE OF THE YEAR



## Girl Scouts Sponsor Self Defense For

The Senior Girl Scout Troop #97 of Floydada is sponsoring a program on "Self Defense" for the girls and women of our community. Mr. Burt Sinclair of the Department of Public Safety of Lubbock will present the program. He will have a short film and then demonstrate methods of self defense. He will have a short film and then demonstrate methods of self defense. The Senior Scouts feel that this

## Gayle Hill With Freda's

According to an announcement from Freda's Beauty Box in Floydada, Gayle Hill is now associated with the firm as hair stylist. Gayle will specialize in

## Floydada Nursing Home Happenings

By Dartha Westbrook

Well, we didn't have a White Christmas, but almost everything else about this special time was perfect! There is probably no way to "thank" everyone for all the special favor shown our residents and employees during this time, but we will try. Favors included boxes of apples from Bert Massey, a record from Nell and Debra Ferguson, cookies and bananas from the Love Sunday School Class of First Baptist, cookies and special music by Mona Dean's class, fruit from senior Girl Scout Troop #97 and Bible Baptist Church, cookies, fruit and special music by the student Council of Floydada High School, home made fudge from Leighton and Juanita Teeple, cup-cakes from Sue Moore, apples from J.N. Richardson, pecan candy from the Dillard's, home-made candy from the Daniels, snack crackers, cheese and peanuts from Hazel Eradley and son, candy from the Lertrand Family, the Woodrow Badgett Family, and Dallas Ramsey, and last, but not least pumpkin bread from Dessie Turner. I do hope that I have thanked everyone, and if I missed you, it wasn't intentional. We just had so many nice things brought in, it was impossible to keep up with everything. I do thank you all for making this the best Christmas ever for our Nursing Home.

Our Christmas party was the biggest yet, with around

## CAPROCK HOSPITAL REPORT

Jacob Segall admitted 12 22 dismissed 12 23.  
L.D. Britton admitted 12 22 transferred to Lubbock 12 22.  
Christie Pate admitted 12 26 continues treatment.  
Aubrey Simmons admitted 12 27 continues treatment.  
Ona E. Jameson admitted 12 27 continues treatment.



**DAR HILL NEWS**

By Grace Lemons

...together with our others and ex-hibits, humbles our remembrance who was born on ... and gave his

... and daughter of Hugo, visited Mr. and ... to Lubbock ... Sunday after-noon leaving for ...

... of Mr. and ... Vanhooze were given by Judy ... those present ... dinner Sun- ... and Mrs. ... and family ... Mr. and Mrs. ... and family ...

... Christmas din-ner of Mr. and ... Lemons were ... Marvin Lem- ... and Dia- ... Lockney, Mr. and ... Lemons, Twyla, ... and Shonda, ... Lemons.

... Robin Forten-berry and those pre- ... Michael Forten-berry, Alaska, Mr. and ... Fortenberry, ... David of Here- ... and Mrs. Roger ... and Monica Van ... and Mrs. Donnie ... and Chad and ... Fortenberry of ... and Mr. and Mrs. ... Lockney, Brian, ... Debbie and ...

... Mrs. Phil Lemons ... Christmas eve dinner ... gifts in the ... Mr. and Mrs. W.T. ... Lockney. Others ... Mr. and Mrs. ... and family, Mr. ... Ronnie Shackle- ... and Mrs. Bill Big- ... Lockney.

... home with the ... for the holidays ... Plains Jr. Col- ... land.

... Fowler and Clayton ... Mr. and Mrs. ... Sunday, Benny ... visited them on ... and Lindsey and ... Kim on Monday.

... Mrs. J.R. Conner ... Christmas day with ... Fred Conner and ... Amarillo Sunday.

... for the occasion. ... Mrs. Cephus For- ... Mr. and Mrs. Troy ... boys of Dumas ... gifts in the home ... and Mrs. Johnnie ... family in Floyd- ... day night. They ... each in the home of ... berrys Sunday.

... Mrs. Junior Tay- ... had Christmas ... with Junior's nep- ... and Mrs. Waldo ... family in Plain- ...

... those present for ... the home of Mr. ... Junior Taylor were ... Mrs. Dale Taylor ... of Hollis, Okla., ... Marty Taylor also ... Agnes and Gus ... Plainview and ... Larry Fostick, ... Charles Jordon of ... arrived in the ... to spend the week ... er, Lockney; Dr. ... of Amarillo ... Wednesday at the ... her grandparents.

... Mr. and Mrs. John Kelley were Sunday night visitors in the home of Mr. and Mrs. Durrell Fortenberry and their son, Michael Fortenberry, who is home on leave from Anchorage, Alaska spent all last week with them.

... Mr. and Mrs. Tom Fortenberry and Thursday Paula and Gladys spent the day in Lubbock with Mr. and Mrs. Lafayette Boone. Mr. and Mrs. Boone, Annita and Pam of Lubbock and Ron Vick of Amarillo, Mr. and Mrs. Max Stevenson and family of Roswell, had Christmas dinner with the Fortenberrys.

... The teen age class of the Assembly of God Church enjoyed a party Monday night of last week in the home of Edna Gilly. Those present were Jackie Wayne Thompson, Glenda Kay Thompson, Debbie Wrinkles, Steve Smith, Nelson McDonald, Brian Fortenberry, John Fortenberry, Lori Vinson of Floydada and Mark Gilly.

... Edna Gilly and Mark were present at the Gilly Christmas tree in the home of Mr. and Mrs. Cliff Gilly in Floydada, where large number of the Gilly family were present to exchange gifts. Saturday night Edna Gilly and Mark met with the Luttrell families in the home of Clara Redd to exchange gifts and Sunday had Christmas dinner with Ruth Hill in Floydada. Delese Harrison and children from New Orleans were also there and will spend the week with Edna before returning home. Darla and Gene Hammit were guests in the home of Edna Gilly Sunday afternoon and Sunny and Larry Hammit of Pittsburg, Pennsylvania were there Monday.

... Mr. and Mrs. Jack Yeary were hosts for Christmas Eve dinner and exchanging of gifts in their home with the following present, Mr. and Mrs. Max Yeary and Charla Dawn, Jaqueline Owens and Trevor, of Lubbock, Mr. and Mrs. Bill Walker and O'Brian of Floydada, Sylvia Yeary and Temp Phillips of Lockney.

... Rev. and Mrs. Jackie Thompson, Jackie Wayne, Glenda Kay, and the children from the orphanage, Debbie Wrinkles, Steven Smith and Nelson McDonald spent Saturday night in New Deal with Mr. and Mrs. Royce Hess and the Hess's joined them Sunday and went to Hereford to spend Christmas with Mr. and Mrs. Les Thompson. Monday they spent the day in Palo Duro Canyons.

... Mr. and Mrs. Jim Conner are the proud great grandparents of a baby girl Heather Joy, born to Mr. and Mrs. Ken Meddleton of Phoenix, Arizona, December 21. Maternal grandparents are Margarite and Millard Fourn of Phoenix.

... Fred and Jewel Fortenberry of Lockney visited Mr. and Mrs. Cephus Fortenberry last Thursday. Durrell and Laticia Fortenberry spent Christmas day with Laticia's mother Mrs. F.F. Stephens in Floydada.

BEALLS

**RING OUT THE OLD**

CLEARANCE



Ready To Wear  
**Ladies P.V.C. Coats**

Regular 36<sup>00</sup> **24<sup>00</sup>**

**Ladies Jackets**

Regular 46<sup>00</sup> **30<sup>67</sup>**  
Regular 34<sup>00</sup> **22<sup>67</sup>**



SLEEP WHILE  
YOUR WANT  
AD WORKS.....

ENTIRE STOCK

**Boys Jackets**

Sizes 4-14

**1/2 PRICE**

Shoe Dept.

**Ladies Fashion Boots**

Regular 45<sup>00</sup>

**33<sup>75</sup>**

Regular 39<sup>95</sup>

**29<sup>96</sup>**



**Ladies Dress and Casual Shoes**

Reg. 18<sup>00</sup> **13<sup>88</sup>**

**Childrens House Shoes**

Reg. 5<sup>00</sup> Reg. 7<sup>00</sup>

**3<sup>88</sup> 5<sup>88</sup>**

**Mens House Shoes**

Reg. 11<sup>00</sup> **8<sup>88</sup>**



**Ladies House Shoes**

Regular 8<sup>00</sup> **5<sup>88</sup>**

Regular 12<sup>00</sup> **8<sup>88</sup>**

Mens and Boy's Dept.

**Mens Suits**

Reg. \$105<sup>00</sup>-\$130<sup>00</sup> Reg. \$130-\$150<sup>00</sup>

**69<sup>88</sup> 79<sup>88</sup>**

Special Group

**Mens Western Shirts**

Reg. 17<sup>50</sup> **11<sup>88</sup>**

Entire Stock  
**Mens Jackets**

**1/3 OFF**



**LINGERIE DEPT.**

Entire Stock

**Ladies Brushed Sleepwear**

Regular \$ 11<sup>00</sup> Regular \$8<sup>00</sup>  
**8<sup>80</sup> 6<sup>40</sup>**

One Group

**Ladies Handbags**

**1/2 PRICE**

Large Group

**Ladies Coordinates**

**25% OFF**

**Ladies Fashion Shells**

Regular 8<sup>00</sup> **5<sup>88</sup>**

Remaining Stock

**Dress Gloves** Reg. 6<sup>00</sup>

Reg. 9<sup>00</sup> **6<sup>99</sup> 4<sup>99</sup>**

**Bealls**

**OFF ALL CHRISTMAS DECORATIONS**

**10% & 20% OFF**  
Many items in shop.

Come by early for best selections.

**Sale starts Wed. Dec. 28th**

**Cozy Corner Gifts**

Floydada

Entertain D. E. S. Office

Eastern Star entertained dinner last night at the ... and Harvey ... Mrs. Allen ... and respectively ... raper #31, ... their and spouses dinner.

meal was ... Marjorie ... and Mrs. ... Mrs. Lula ... Mrs. James ... Mrs. Norman ... and Mrs. ... Mrs. Law- ... Mrs. Ruth

Scouts Sponsoring Defense For Women

Girl Scout Floydada is program on or the girls ... our commu- ... nclair of the ... ublic Safety ... present the ... will have a ... hen demon- ... of self de- ... a short ... monstrate ... efense. The ... el that this

With Freda's Beauty

an an- ... n Freda's ... Floydada, ... associated ... air stylist. ... specialize in

ada ... Home ... ings ... stbrook

t have a ... but almost ... about this ... s perfect! ... no way to ... for all the ... n our res- ... ees during ... will try ... ss, fruit ... rl Scout ... le Baptist ... fruit and ... e Student ... ada High ... le fudge ... d Juanita ... om Sue ... n candy ... s, home- ... the Dan- ... m Hazel ... ndy from ... nily, the ... Family, ... and last ... kin bread ... er. I do ... thanked ... I missed ... tentional. ... any nice ... it was ... up with ... ank you ... the best ... our Nur- ... arty was ... h around

blow cuts, curling ... boy's hair styling ... She will also do ... manicures and ... ology.

120 in all as near ... count. I believe ... largest group I ... seen in 7 years at ... Thanks for com- ... you.

About the only ... activity that we ... week was our ... Thursday. The ... were Agnes And- ... four games, ... Hammonds and ... rick with three, ... and Willie Stamb- ... one each.

We would like ... special "thanks" ... wart family for ... they brought out ... so beautiful, and ... dents enjoy them ... Thanks to the ... tors who help ... day special.

Mr. and Mrs. ... wood, Mr. and M ... Hostick, Thanie ... Steve Hostick, ... Agnes and Gus ... Plainview and ... Larry Fostick, ... Charles Jordon of ... arrived in the ... to spend the week ... er, Lockney; Dr. ... of Amarillo ... Wednesday at the ... her grandparents.

Doris Snodgrass, Moore, Mrs. J.C. ... Mr. and Mrs. R.E. ... Francis Linch, Mr. ... Louis Anderson, ... Lisa, Ilene and ... Rendrick, Marg- ... Mr. and Mrs. B ... Davis, Parnell ... Volle McNeill, Ric ... ing, all of Floyd-

FLOYD DAY ... Mr. and Mrs. Jack ... had visiting in the ... their daughter and ... Mr. and Mrs. Jim ... Shane and Holly ... for the Christmas

FLOYD DAY ... Visiting in the ... Mr. and Mrs. Doy ... during Christmas ... were their children ... of Dallas, Carolyn ... bock, and Vernie ... Moore and girls of

admitted ... 23. ... admitted ... to Lub- ... admitted ... tment. ... admit- ... s treat- ... admitted ... tment.

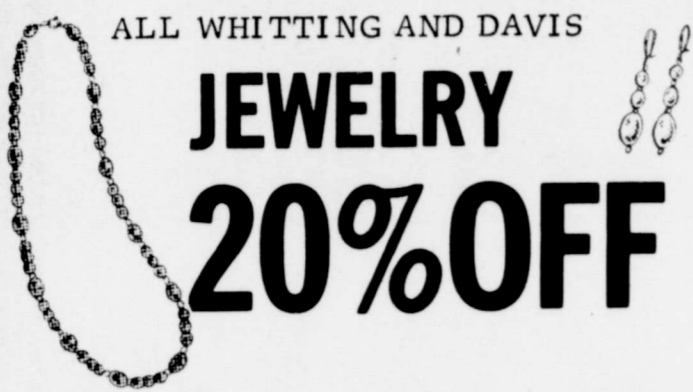


# STORE WIDE JANUARY

# Clearance

## STARTS TODAY THURS. DEC. 29th

ALL WHITTING AND DAVIS  
**JEWELRY**  
**20% OFF**



ALL OTHER  
**JEWELRY**  
**40% OFF**



ALL  
**GLASSWARE**  
INCLUDING SMITH GLASS  
**20% OFF**

ALL SMALL HOME  
**APPLIANCES**  
**20% OFF**



ALL  
**RADIOS & CLOCKS**  
**15% OFF**




ALL  
**TOYS**  
**20% OFF**

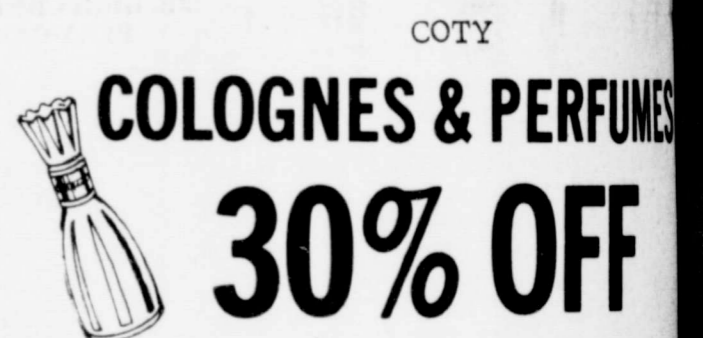
ALL TIMEX  
**WATCHES**  
**15% OFF**



ALL CARAVELLE  
**WATCHES**  
**1/2 PRICE**



COTY  
**COLOGNES & PERFUMES**  
**30% OFF**



ALL OTHER  
**COLOGNES & PERFUMES**  
**15% OFF**

ALL  
**BILLFOLDS**  
**30% OFF**



ALL MEN'S  
**COLOGNES & AFTER SHAVE**  
**15% OFF**

ALL PANGBURN'S  
**CANDY**  
**20% OFF**

ALL PISTOL GRIP  
**HAIR DRYERS & CURLING WANDS**  
**20% OFF**



3-1977 RCA COLOR  
**TELEVISIONS**  
**COST PLUS 5%**

ALL 1978 RCA COLOR T.V.s 10% OFF LIST PRICE

2-SETS WHIRLPOOL  
**WASHERS & DRYERS**  
**COST PLUS 5%**

1-WHIRLPOOL  
**TRASH COMPACTORS**  
**COST PLUS 5%**

1-WHIRLPOOL HARVEST GOLD SIDE BY SIDE  
**REFRIGERATOR**  
**COST PLUS 5%**

ALL OTHER  
**WHIRLPOOL APPLIANCES**  
**10% OFF LIST PRICE**

LITTON MICROWAVE  
**Ovens**  
**15% OFF**

ALL COBRA  
**C.B. RADIOS DRASTICALLY REDUCED**





ED ABOVE ARE THE CASTS OF THE three Christmas plays at night just before Christmas. Top photo is cast number one, middle photo is cast number two and bottom photo is number three...entire cast is printed below. (Staff Photo)

### WHERE'S THE FIRE

For the month of November the Floydada Volunteer Fire Department answered 26 fire calls. Sixteen of these calls were cotton related. Seven were at the burr pit at Brown Gin, three were cotton ricks, two were at McCoy Gin and resulted in the loss of several trailers. One was a cotton trailer and the other three were various cotton pile fires here and there.

Also during the month we had three structure fires. The first was a house at 9th and Ross and sustained heavy damage to the front portion. The second was a building at 11th and Jackson and was a total loss. The third was a house at 818 South Wall. Although the fire was contained, the house was a total loss due to heavy smoke damage. We also answered three vehicle fire alarms. One was a pick up at Dairy Queen; one was the city trash truck at Duncan Elementary, and the other was a tractor fire West of the City.

There were two grass fires in November. One was Southwest of the city and the other was on North 2nd street across from the swimming pool. There was a minor fire at the City Electric plant. This was brought under control before the majority of the department could arrive. We also had one false alarm in November.

There is a very good possibility that better than 75% of these fires could have been avoided had someone not been careless. We would like to remind everyone that since it is so dry to please be careful with their cigarettes and to please pay careful attention to any trash that might be burning. Next month we will try to have the break down for 1977 as well as the December Fire Report. Until then the Floydada Volunteer Fire Department would like to take this opportunity to thank everyone for their support this year and we wish you a Very Merry Christmas and a Happy and Prosperous New Year.

### Wintertime Camping

LUBLOCK Camping in Texas was considered by many to be a summer activity, but park visitors are finding plenty of space, ample wildlife, and warm hospitality at Texas parks in the Panhandle or on the South Plains during the winter months.

Camping areas are normally not crowded during the week except for a few camping clubs. Weekends, however, will find even the northern Texas parks with plenty of activity including picnickers, scouts, family reunions and photographers.

Lake Colorado City Recreation Area recorded 18,777 visitors during November, December, and January of 1976-77, but only 1607 or nine percent stayed overnight at the camping sites.

A drive to the top of scenic mountain in the park will provide a panoramic view of the surrounding area. The "big spring" nearby provided a watering place for herds of buffalo, antelope and wild horses and it was used extensively as a campsite for early Indians, explorers and settlers.

Several state parks have facilities available by reservation such as Abilene State Recreation Area, 16 miles southwest of Abilene, which has eight screened-in areas and two group buildings. The applicant must furnish information including the park chosen, type of facility, date of arrival and departure, number of persons planning to occupy the facility, and a check or money order to cover the first day user fee. Those not drawn on Jan. 10 during the scheduled reservation drawings will be refunded.

Most of the state parks in Texas have an entrance fee per vehicle allowing the use of park facilities for 24 hours. If a planned trip through several state parks is planned, the annual permit would be the best buy.

Winter camping is fun and parks personnel make daily checks on campers in case of bad weather of vehicle trouble. Obtaining the extended weather forecasts prior to going camping is advised.

Below is a list of parks offering camping and hiking opportunities in northwest Texas:

ABILENE State Recreation Area, Route 1, Tuscola 79562 AC/915 572-3204.

LIG SPRING Recreation Area, Box 1064, Big Spring 79720 AC/915 263-4931.

CAPROCK CANYONS State Park, Box 204, Quitaque 79255 AC/806 455-1492. COPPER BREAKS State Park, Route 3, Quanah 79252 AC/817 839-4331.

LAKE COLORADO CITY Recreation Area, Route 2 Box 240, Colo. City AC/915 728-3931.

PALO DURO State Park, Route 2 Box 114, Canyon 79015 AC/806 488-2227.

Palo Duro State Park near Canyon received 57,915 visitors during the same period last winter which is only nine percent of the 660,116 visitors that went through the gates the remaining nine months.

Some of the newer state parks are fast becoming popular for day visitors such as Copper Breaks State Park near Quanah which recorded 77,089 visitors for the year with only five percent using the facilities during the same winter period.

A few state parks offer only day-use facilities such as Caprock Canyons State Park near Silverton. Caprock Canyons offers the angler a chance to fish in a clear, blue lake stocked with crappie, bass and catfish. This park is the most recently purchased area that will be developed for the general public similar to Palo Duro State Park, however, the completion of the road system and overnight camping units are not expected to be finished until the early 1980's.

The Big Spring Recreation Area in Howard county is a 332 acre park for day-use with several camp w/shade shelters along with hiking trails.

### JR. HIGH CHRISTMAS PLAY CASTS

**THE HOLLY HANGS HIGH:** Jack Taylor, Bobby Tinsley, Rose Meredith, Esmerelda; George Jarvis, Joey Hale; Hannah, Machel Poteet; Marilyn Taylor, Mary Soliz; Lois Taylor, Patty Gonzalez; Tom Meredith, Troy Neeley; Narrator, Todd Denton; Curtain Man, Darrell.

**CHRISTMAS HOUSE:** Margery, Carmen Powell; Cindy, Patti Campbell; Mrs. Marstons, Susan Turner; Nancy, Esmerelda Gonzales; Mary, Treva Hambricht; Alice, LeAnn Evans, Tammy, Karen Davis; Martin, Ricky Garcia; Kay, Debbie Martinez; Dubois, Julio Mendoza.

**"T'WAS THE NIGHT BEFORE CHRISTMAS":** Mother Fetsy, Sheryl Johnson; Father Jack, Tommy Ross; Crystal (11), D'Lee Marble; Joni (10), Penny Kirtley; Stevie (10), DeAnn Howard; Terry (9), Brenda Hicks; Michael (7) Brad Fulton; Nicholas (4), Jim Walker.



**The Floyd Philosopher**  
**Figures The New Year Will Be**  
**Normal, If You Understand What**  
**Normal Means**



Editor's note: The Floyd Philosopher on his Johnston grass farm takes a sidelong glance at the new year.

Dear editor: The nice thing about making predictions for a new year is that a few months from now nobody remembers what they were anyway. But with Christmas over with and 1978 right in front of us the experts are at it again. Some economists are predicting 1978 will be better, others that it'll be worse. They are both right. I've never seen a year yet that wasn't better and worse than the year before.

Personally, I think the coming year will be normal, like the weather, but you should keep in mind that the weather is normal only once in a while.

We'll have a cut in income taxes and a raise in Social Security taxes. A Congress that can't keep its left hand from knowing what its right hand is voting for is a Congress in trouble. Keeping the voters from knowing is the problem. But remember Congress has a

hard row to hoe, which is why each member has a swarm of assistants to keep a Congressman in office, which seems fair, since some of them spent nearly that much to get there. If the price of farm products had risen as fast as the price of a Congressman, a lot of tractor mortgages would be paid off.

On the international scene, it looks like some progress toward peace is being made and leaders in Washington are saying it's time to beat swords into plowshares. Couldn't they beat them into something else? At least till we get rid of the grain surplus?

I'm afraid I'm being too hard on Congress. Congress is doing the best it can with what it's got to work with, and when I look around I can't find anybody among us who'd do much better.

My resolution for 1978 is that I'm going to find something good to say about Congress. I don't care if it takes me till October or November to find it.

Yours faithfully  
 J.A.

"Winter Wonderland - Swiss Alps"

To all our friends - a beautiful 1978

Wilson Photography

OPEN 24 HOURS

**ALLSUP'S**  
 CONVENIENCE STORES

OPEN 24 HOURS

HAPPY NEW YEAR FROM ALLSUP'S!

WE AT ALLSUP'S WILL APPRECIATE YOUR BUSINESS IN THE COMING NEW YEAR!

CREAMY BORDEN'S EGGNOG 89¢

SOUR CREAM 2 79¢

BORDEN'S WHIPPING CREAM 1/2 PT. 39¢

BORDEN'S BUTTER-MILK 1/2 GAL. 79¢

BORDEN'S ICE CREAM 1/2 GAL. \$1 19

12 OZ. FISHER PARTY NUTS 99¢

CLAROL FINAL NET \$2 50

MARYLAND CLUB COFFEE 1 LB \$2 79

7-UP 89¢

BLEACH 49¢

32 OZ. COKES \$1 19

VAN CAMP'S PORK & BEANS 16 OZ. CAN 4/99¢

GEBHARDT TAMALES 69¢

HUNTS PEARS 15 OZ. CAN 4/99¢

GEBHARDT 24 OZ. CHILI WITH BEANS 59¢

HUNTS 6 PAK. TOMATO JUICE 5 1/4 OZ. CAN 59¢

102 EAST HOUSTON FLOYDADA, TEXAS

ANTA CLAUS JR. HIGH STYLE

Revival Services

End New Year's

Everyone is invited to the Revival Services now in session at the Apostolic Assembly Church, 202 East Marivena in Floydada.

The Revival began last Sunday and continues through Sunday, New Year's Day. Services begin each evening at 6 o'clock under the direction of pastor Theodore Lopez.

THE FLOYD COUNTY HESPERIAN

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## Immediate Drivers

### License Plan Revealed

AUSTIN The Department of Public Safety will launch an experimental across the counter instant issuance of Texas drivers licenses in January in 28 selective towns and communities.

Colonel Wilson E. (Pat) Speir, DPS director, said the experiment would open in the North Austin District Office effective January 3.

Other license issuance changeovers will be completed by January 13. Speir said the experimental pilot project will be conducted in widely separated stations throughout the state. "Special camera equipment will be used on a comparison basis. The equipment has the capability of immediate production of a photo driver license after the applicant has established eligibility and qualified for a license," he added.

Speir added that the applicant will then receive a validated photo drivers license before leaving the examining station. He will not have to wait 20 to 30 days for the license to be mailed nor will it be necessary for the licensee to drive on a temporary paper permit until the license is issued from the central DPS facility in the Capital City.

"We are constantly trying to upgrade the licensing system and we hope that this experiment will prove to be a more convenient service to the public than the central issuance system

which we now use," Speir emphasized.

He added that a careful evaluation will be made between the experimental instant across the counter photo licensing system and the present central issuance system in order to upgrade the total program in the future.

Speir said a second phase—in 27 other Texas cities and communities will be initiated in late spring.

He added that the experimental issuance policy will continue for a two-year period, after which time the contract will be considered for a statewide across the counter issuance program.

During the two-year trial period, two corporations—Polaroid, with home offices in Cambridge, Mass., and DEK/Electro, from Fort Wayne, Ind.—are establishing instant issuance systems.

At the same time the experimental issuance program is operational in limited sections of the state, the central issuance program in Austin is undergoing changes as well which will improve the quality of the portraits and the driver license.

Speir said Polaroid cameras will be operational in January at Fort Worth, Garland, Beaumont, Anahuac, Winnie, Kountze, Angleton, Corpus Christi, Victoria, Abilene, Big Spring, Lubbock.

And, Post, Slaton, Tahoka, North Austin, Meridian, West, McGregor, Hubbard, Mart, Mexia, Marlin, Groesbeck, Eastrop, Smithville, Giddings and Elgin.

The second phase of the program planned now for early spring will have DEK cameras functioning at the following 27 different towns: Irving, Tyler, Mt. Pleasant, West Bellfort (Houston), Pierce, Harlingen, McAllen, Devine, Hondo, Lander, Midland, San Angelo, Ozona.

Also, Sonora, Mertzon, Rock Springs, Big Lake, Eldorado, Plainview, Borger, Vernon, Seymour, Quanah, Crowell, South Austin, Waco and Palestine.

There are now more than eight million licenses in

Texas with about three million new, renewals or duplicate licenses issued annually. Last year, Speir said, the 55 towns to be involved in the instant issuance program combined to issue 1.1 million driver licenses.

When the program is initiated, it will provide better, quicker service to the driving public. Also, Speir added, it will lower the mailing costs to the Department.

Renewal notices will continue to be mailed about a month prior to expiration of licenses, he noted.

### NEW HEREFORD COACH SON-IN-LAW OF FLOYDADA WOMAN

Mrs. Effie Foster spent Christmas in Muleshoe with her daughter and family, the Don Cumptons. Other children of Mrs. Foster visiting there were Ray Foster, Lubbock; Mr. and Mrs. Burl Master and Blake, Lubbock; Mr. and Mrs. Lennie Sue, Christy and Connie, Lockney.

Don Cumpton, who has been athletic director and head coach at Muleshoe the past two years has accepted the head coach and athletic director position at Hereford. The Cumptons will be moving to Hereford in January.

Keep salesmen outside the door unless you're interested in listening to the full talk about their product, says Claudia Kerbel, consumer information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

Practice "metric sewing" using metric units on a tape measure or in following a pattern, suggests Mrs. Eeky Culp, area clothing specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

Most homesewing products now have dual measurement labels, she adds.

SLEEP WHILE YOUR WANT AD WORKS.

## OBITUARY

### Cotton Wilson

Services for Randolph "Cotton" Wilson, 67, of Floydada, were held Monday in First Baptist Church here with the Rev. Floyd C. Bradley, pastor, officiating. Burial was in Floyd County Memorial Park under the direction of Moore-Rose Funeral Home.

Wilson died at 5:30 p.m. Saturday after a short illness in Caprock Hospital.

The Lockney native married Bessie Irene Galloway, September 21, 1939 at Plainview where he was an electrician and member of First Baptist Church.

Survivors include his wife; two sons, Phillip and Donald Ray, both of Floydada; two brothers, Walton and Woodrow, both of Floydada; two sisters, Mrs. Winnie Beedy and Mrs. Edna Beth Tye, both of Floydada; and five grandchildren.

### Russell S. Spence

Services for a Lockney native Russell S. Spence, 63, were held December 21 in Santa Maria, California with interment in Santa Maria cemetery.

Spence was born December 29, 1913 in Lockney. He died December 18 in a hospital in Santa Maria. Spence was a U.S. Army veteran of World War II. For the last 15 years, he had lived in Santa Maria, where he and his wife owned and operated a trailer park.

Survivors include his wife Helen; four brothers, Jack of Arroyo Grande, California, W.T. of Santa Maria, Raymond of Marysville, California, and Rayburn of Amarillo.

### Bill Tarpley

Mr. and Mrs. Albert Duncan and grandson, Duncan Woody attended funeral services of a cousin of Mr. Duncan, Rev. W.A. (Bill) Tarpley, at Jacksboro last Friday.

Tarpley died Wednesday in a hospital in Fort Worth following a lengthy illness. He lived in Floyd County

from 1915-1940 mostly in the Sandhill Community. In 1970 he pastored the Assembly of God Church in Lockney.

Tarpley is survived by his wife, Ivory, four daughters, two sisters and three brothers.

Thursday of last week the Duncans also attended the funeral services of his cousin, Mr. Ola Powell of Shan non.

### Nettie Boggs

Services for Nettie J. Stephenson Boggs, 63, of Amarillo and formerly of Floydada were held at 2:30 p.m. Wednesday in the First Baptist Church here with the Rev. Hollis Payne officiating.

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

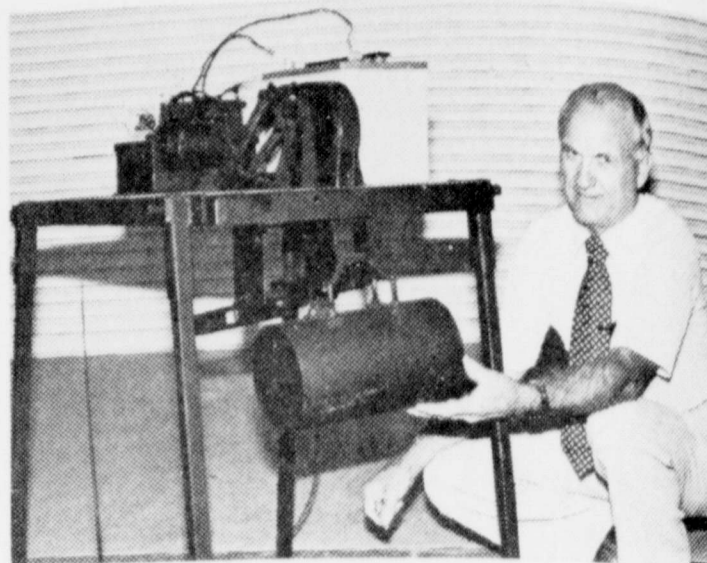
Mrs. Boggs died at 1:25 a.m. Monday in St. Anthony's Hospital in Amarillo.

The Nowata County, Oklahoma native had moved to Floyd County in 1960 from Kingsville.

She was preceded in death by her husband, George Stephenson in 1967. Mrs. Stephenson was married to Norman W. Boggs Feb. 3, 1975 in Lubbock.

Survivors include her husband; a daughter, Mrs. J.R. Foster of Floydada; a stepdaughter, Juanita Kemark of Liberal, Kan.; two brothers, Roy J. Smith of Bartlesville, Okla. and Earl J. Smith of West Fork, Ark.; three sisters, Daisy Schull of Bartlesville, Okla. and Stella Hammond and Minnie McEwen, both of San Angelo; two grandchildren; two step grandchildren; and four step great grandchildren.

Nephews were pallbearers.



CRIME TOOL—Sam Smith of the TDA Weights and Measures Laboratory demonstrates the workings of an electronic "badger", one of the many ingenious methods used by thieves to cheat grain dealers. The weight Smith is pointing out comes to rest on a scale's transverse beam, exaggerating the true weight reading.

### TDA CRACKDOWN PLEDGED

## Brown Says Time to Halt Texas Grain Theft Ripoff

AUSTIN—A thief is a thief, according to Texas Agriculture Commissioner Reagan V. Brown. But when it comes to stealing Texas grain, it's time to get tough, he says.

With that in mind, Brown has announced the Texas Department of Agriculture has begun a statewide crackdown on grain thieves, who siphon off an estimated \$3 million to \$5 million annually from Texas grain elevator and feed mill owners.

Although the thieves, often working in organized rings, are active in most truck crops, the giant Texas sorghum harvest is hardest hit, Brown said. The harvest, which is already half completed statewide, attracts thieves from Texas and surrounding states. Texas is expected to produce 244,800,000 bushels of grain sorghum in 1977, and was ranked first among the states last year with a total harvest of 292,900,000 bushels.

Among the crackdown measures announced by Commissioner Brown are:

—A TDA special alert system which will inform grain elevator operators when an organization is suspected to be operating in their areas.

—A detection program for Weights and Measures inspectors to aid them in recognizing grain theft suspects and in spotting movements and activities of theft rings.

—Aid to district attorneys

in pushing for maximum sentences for all persons convicted of grain theft.

In addition, Brown urged anyone who witnesses or suspects grain theft to contact the TDA Grain Warehouse Section at (512) 475-2489 or the Weights and Measures Section at (512) 475-6577.

"One advantage we have had in combating grain thieves is the excellent cooperation we have received from grain elevator operators, the Texas Department of Public Safety, the Texas Rangers and local law enforcement officers," Brown noted.

One of the most popular methods of grain theft is for a so-called "pit man" to conceal himself in the area beneath an elevator's weighing platform and add weight to the traverse beam to make particular truckloads of grain appear to weigh thousands of pounds more than they actually do. Losses of up to 28,000 pounds per truckload have been documented.

One of the most ingenious devices, however, is the so-called "badger." This is a machine which accomplishes the same purpose as a pit man, but is remotely controlled by a radio transmitter. Brown commented that there are several of these known to be in use in the state. One was confiscated in 1972 and is now in possession of the TDA Weights and Measures Laboratory.

### Got Heating

### Or Plumbing

### Problems?

### Call

## HOLMES PLUMBING

AUSTIN OR STEVE

983-2251

6:30 - 9:30 a.m. and

5:30 p.m. Until?

**NEW SPECIALS**

YEARS

OPEN  
7:00 A.M. TO  
11:00 P.M.

Minit  
Mart

102 S. 102 SOUTH SECOND—FLOYDADA, TEXAS  
PRICE EFFECTIVE THUR.—SAT., DEC. 31

OPEN NEW YEARS DAY

**FREE!**

ONE 3 1/2 OZ. BAG

**CLOVER CLUB POTATO CHIPS**

WITH A PURCHASE OF ONE AT REG. PRICE

**CORN DOGS**

FROM OUR HOT FOOD DEPARTMENT

HOT AND READY TO GO

25¢

RANCH STYLE 30u CAN

**BLACK EYE PEAS**

4 \$1.00

FOR ONLY

QUALITY CHECKED CHOCOLATE MILK

59¢

QUALITY CHECKED BUTTERMILK

QUART SIZE

59¢

WHITE SWAN SOFT

**MARGARINE**

1 LB. TUB

49¢

CONTADINA TOMATO

**TOMATO SAUCE**

8 OZ. SIZE CAN

19¢

NOTE BOOK 200 CT. SIZE

**FILLER PAPER**

98¢

HUSKY—BEEF FLAVOR

**DOG FOOD**

THRIFTY PRICE

15 3/4 OZ. CAN

15¢

**STORE WIDE CLEARANCE SALE**

10 Great Sale Days  
Now Till Jan. 10  
Closed Mon. Jan. 2nd

30,000.00 OVERSTOCK

20% 30%

40% OFF

WOMEN'S—CHILDREN'S MEN

BATES SHOE STORE

Tulia, Texas

Dorothy's

1511 W. 5th  
PLAINVIEW, TEXAS

JANUARY CLEARANCE SALE

STARTING MON. JAN. 2nd, 9:30am

We Will Have Some Good Values  
Specials For Those Who Cannot  
Attend Our Sale.

UNDERSTANDING OUR ECONOMY  
 Low-Cost...  
 Even if you...  
 on your...  
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Thursday, December 29, 1977

# KIRK & SONS

## blue ribbon carpet values at special sale prices!

If you want to buy a lot of carpet quality... a lot of carpet style and color and enjoy a lot of special savings, now is the time!

Our assortment of famous Evans-Black carpets has never been better and our prices never lower. Why wait?

Buy the best at the year's best prices!

### Save on Easy-Care Nylon Shags!

Homes with active families need an easy-care carpet that can keep up with the pace. These easy-care, low-pile shags have heat-set nylon yarns for rugged durability and long wear.



**SAVE**

### Save on Thick Saxony Plushes!

Today's most popular carpet construction at special sale prices make these sumptuous saxonies a great Blue Ribbon Value. Richly thick and elegant, they wear as beautifully as they look.



**SAVE**

### Save on Silky-Soft Textures!

Silky-soft to the touch, yet durable and easy to clean. With colors ranging from soft and subtle naturals to vivid and bright multi-colors, you're sure to find the look that's just right for your home.



**SAVE**

### Save on Multi-Level Sculptures!

These smartly-styled sculptured patterns will add an extra special dimension to your decor. They're easy to live with, easy to care for, and all sale-priced!



**SAVE**

Beginning Dec. 29th To Jan. 11th

Hurry In Today And Save On Our Blue Ribbon Carpet Values!

CHECK OUR CARPET REMNANTS FOR LARGE SAVINGS

Kirk & Sons Hardware

119 East Missouri 983-3280

Evans-Black Carpets by Armstrong

## Best Savings of the Season

Evans-Black Carpets by Armstrong

## Blue Ribbon Carpet Values

Evans-Black Carpets by Armstrong

## Best Savings of the Season

### UNDERSTAND OUR ECONOMY

Low-Cost Road... Even if you're traveling a few hundred miles on your next auto trip, it might like to know you have more than 3.8 miles of U. S. highway to choose from.



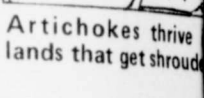
### FOUND: A less costly more durable pavement

Happily, maintaining roadways need no longer be a thankless task thanks to a new pavement technique developed by scientists at Gull Oil Limited. Under the direction of Dr. Gerhard Kestel, sulfur-asphalt compounds have been developed which places part of the pavement in asphalt pavement molten sulfur.

The sulfur asphalt pavement has better stability in hot weather, as well as proved fatigue resistance in cold weather. The material is abundantly available and is less costly than the material it is replacing and less time to be used.

Air sample tests at various sites have shown no problems in meeting standards.

These happy facts are light not only the burden on taxpayers who use the roads for them as well.



### Artichokes thrive in lands that get through

higher rate for November plus an extra amount in October, according to Ayres, Veterans Service Officer for Floyd County. The 10 percent increase in payments to veterans was part of the Veterans' Benefits Improvement Act of 1977, signed into law November 24, 1977, by President Carter.

The legislation increases effective October 1, so the extra amount in October was paid December 1, check with the full new rate November. The one exception is the case of veterans in vocational rehabilitation training; veterans will receive checks in December and another for the month of the retroactive increase for October.

Single veterans and full-time students receive monthly payments of \$311, while those dependent will receive \$422 if they have dependents. For educational dependent a will now receive \$80 a month.

The "GI Bill Improvement Act of 1977" also includes VA tutorial assistance, the hourly rate for VA work study pay and the maximum amount for a VA education loan. Also in the act, a number of changes will affect VA's administration of the veterans' benefits program through participating agencies.

Implementing instructions on these provisions are being developed at the Central Office in Washington.

### Moody's

1 W. 5th Street, DALLAS, TEXAS

### SALE

STARTING

Monday, Dec. 29, 9:30 a.m.

Give Some Good Weeks to Those Who Cannot Buy: Sale.



# OUR FRIENDS & NEIGHBORS



VOLUNTEER FIRE DEPARTMENT... (1st row l to r) Oscar Santos, Doug Chowing, Anthony Whitfill, Larry Ogden-treasurer and Jimmy Marquis, David Ware, (2nd row l to r) Bobby Welborn-fire chief, Jerry Ware, (3rd row l to r) Bud Edwards-assistant chief, Mark Wideman, Ronnie Shaw, Connie Galloway, Weldon Emert, Jerry Neely, Eugene Lynch, (4th row l to r) Larry Guthrie, Jimmy Owens, Carrol Sims, training officer, Brent Sanders, and Steve Anderson.

**BISHOP-RAMSEY**  
Pharmacy 983-3174  
208 WEST HOUSTON FLOYDADA, TEXAS

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**Collins Implement**  
S. of City  
983-3732

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**Piggly Wiggly**  
No. 265 303 S. Wall

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221 So. Main  
FLOYDADA, TEXAS 79235

**CHEVROLET**  
Olds Inc.

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**MIZE TV**  
983-3481  
RCA TV Litton Micro-wave Ovens Sound Designs Stereo Products.

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**QUALITY BODY SHOP**  
Johnny Sue, owner  
121 E. MISSOURI Phone 983-5032  
FLOYDADA, TEXAS

**DYSON'S**  
SHOE SHOP  
104 South Main Phone 983-3414  
Floydada, Texas

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**RUSSELLS EQUIPMENT & SUPPLY INC.**  
608 E. Houston  
983-3751

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**Beall's**  
DEPARTMENT STORES  
118 E. California St.  
983-2596

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**Norrell Tractor Parts**  
114 W. Mo. 983-3417  
Floydada, TX

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**Betty's Place**  
Fashion & Fabrics  
604 S. 2nd 983-5091

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**perry's**  
104 E. California

**Martin & Co.**  
216 S. MAIN FLOYDADA

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**Baker Ins. Agency**  
127 W. California  
Floydada, TX

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**GILBREATH EXXON**  
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## Smoking Cuts Span

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...diseases related to smok... wards are directly pro... the number of cigarettes... the earlier the age at... was started, and the... smoking has con...

...who start young, smoke... up for many years... risk. ... those who quit... to decrease the risk to... as soon as they quit... smoke-related diseases... a long period of time... single cigarette affects a... the AMA pamphlet: ... You Should Know... cigarette increases blood... heart rate and slows... of the cilia inside the... The cilia work like... are not working prop... are vulnerable to all...

...a product of combus... hundreds of chemical... including nicotine, tars... monoxide. Nicotine in... blood vessels to con... nar forces the heart to... faster, increasing the... cardiovascular system... are tiny particles that... membranes of the... and delicate lung... contain chemicals that... cancer in experimental... monoxide reduces... ability of the... oxygen from red... much as 10 per cent of... would normally be... driven out by... monoxide.

...five years ago cigars... as an important... health. They were not... of consumption. To... both.

January, 1978  
Frank Chappell  
Science News Editor  
AMA

NEWS  
Administrator Max... himself a triple... today expressed... agency's efforts... employment of... persons and... elements of the... Administration to... their efforts "to... disabled citizens... rights."

...that National... Handicapped... observed from... this year. Cle... he was pleased... agency afforded... opportunities for... "for its 12,499... employees.

...number of promo... and commen... by our handi... employees is indica... effectiveness of... individuals in the per... of their jobs," he

...out that in the... 1,827 handicapped... received pro... earned salary... for high quality... 52 received... performance... received indivi... awards and 95... special com... and citations... said the wide... held by handi... employees "illu...

percent of the agency's blind rehabilitation specialists have various handicaps. Twelve percent of VA appraisers, construction analysts, counseling psychologists, laundry machine operators and maintenance foremen are also handicapped. Cleland said, "handicapped individuals make up 5.6 percent of VA's more than 222,000 employees and I intend to see to it that we continue to offer such indi-

Thursday, December 29, 1977  
duals an affirmative program of employment. "They have amply demonstrated that, given proper training, they can perform as capably as our able-bodied personnel," Cleland said.

**FLOYD DATA**  
Visiting in the home of their parents, Dr. and Mrs. A.E. Guthrie over the holiday weekend were their daughter and family, Mr.

and Mrs. Lee Trautman, Josh and Jessie; their son and Carroll Guthrie of Hearst.

**FLOYD DATA**  
Visiting last week in the home of his mother, Mrs. Maymie Clark and his sister and family, the J.E. Wallers, was Dane Clark and children, Brooks and Cami of Denver, Colorado.

**EXTENSION PRESS DAY.**  
All newspaper, magazine, and radio and television station representatives in Texas are invited to the 11th annual Press Day of the Texas Agricultural Extension Service, Jan. 12-13, at Texas A&M University. The event is designed to bring mass media up-to-date on Extension programs and activities, points out an Extension leader in community

resource development. Featured will be brief presentations, interviews, and special programs on farm legislation, energy use and conservation, and a press conference with Gov. Dolph Briscoe on "Stamp Out Screwworms" campaign launched in 1977.

**BELTWISE COTTON MEETING.** Producers, researchers, educators and

agribusinessmen involved in the cotton industry will be participating in the 1978 Beltwide Cotton Production Mechanization Conference at the Sheraton Dallas Hotel, Jan. 11-12. Theme of the meeting is "Fine Tuning Cotton Production." Discussions will center around economics, marketing, pest management, breeding, fertilization and the environment, says a cotton specialist with the Texas Agricultural Extension Service.



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8 P.M.  
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"Each of these advertised items is required to be readily available for sale at or below the advertised price in each store, except as specifically noted in this ad."

Prices good thru January 1, 1978. We reserve the right to limit quantities. None sold to dealers.

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**39¢ EACH**

Twin Pack Piggly Wiggly

## Potato Chips

9-oz. Pkg. **89¢**

Hunt's

## Tomato Juice

46-oz. Can **49¢**

Mountain Pass

## Jalapeno Relish

7 1/2-oz. Can **57¢**

Benco Dried

## Blackeye Peas

1-Lb. Pkg. **53¢**

Morton's Frozen, Heat & Serve

## Corn Muffins

10-oz. Pkg. **77¢**

Chunk King, Frozen, All Varieties

## Egg Rolls

6-oz. Pkg. **79¢**

Fast Relief

## Alka-Seltzer

25-Ct. Btl. **79¢**

Tomato

## Hunt's Ketchup

32-oz. Btl. **69¢**

PLAINS

## Party Dips

8-oz. Ctns. **3 \$1**

Gillette Super Stainless

## Razor Blades

10-Ct. Pkg. **\$1.59**

Ranch Style Blackeye

## Peas

15-oz. Cans **4 89¢**

Shasta

## Party Mixers

3 Liter Btls. **\$1**



# Farmers picket Swift plant

GUYMON, Okla. (Sp)— Pickets supporting the American Agriculture movement for 100 percent of parity for farm products walked lines at the Swift Meat Packing Co. here yesterday.

A spokesman said pickets were up at Swift plants nationwide.

Bill Ozenburger, Swift's manager here, said the pickets were "orderly and peaceful."

About 15 pickets showed up at the plant shortly after employees reported to work, and they were soon joined by 10 tractors.

Although tractors and pickets stationed themselves at the office entrance and on the U.S. 54 turnout to the plant, the did not try to stop traffic, authorities reported.

However, motorists who did stop were given farm strike literature and were asked to support the movement.

Tom Stephens, one of the pickets, said, "We just want to call attention to the American Agriculture movement and we are asking for consideration

from Swift's home office."

At Johnson, Kan., Marty Floyd, spokesman at state headquarters of American Agriculture, said bread buyers will collect three cents and some facts on farm economics today.

Farmers representing all 97 strike offices in Kansas will station themselves at bread counters in supermarkets and will give three pennies to every purchaser of a loaf of bread. Along with the pennies, the bread buyer will get a printed card informing him that the amount represents the farmer's take from the price of the bread.

American Agriculture backers say that, since the cost of wheat represents so small part of the cost of bakery products, an increase in wheat prices to meet costs of production should not force a major rise in grocery prices.

The bread counter campaign is a part of the educational program being promoted by American Agriculture to follow up militant protests during the past two weeks when farmers on tractors paraded and in some cases blockaded food distribution businesses.

# World Wheat Inventory Lower Than Previously Estimated

By RODERICK TURNBULL  
Kansas City Board Of Trade  
KANSAS CITY, Mo. — World wheat production in 1977 didn't turn out quite as large as had been estimated early in the year but international trading is running a little better than anticipated.

This is the way the International Wheat Council in London summed up the situation as 1977 was drawing to a close.

The net result of lower production and greater trade is that carryover stocks in the five major exporting nations will be smaller than had been expected earlier, but ironically, the great bulk of these remaining stocks will be in the United States and almost all of them in North America (the United States and Canada).

The major exporters are the United States, Canada, Australia, Argentina and the European Economic Community.

But, all in all, the situation for American producers is better than it appeared it might be in early summer. Also, this is one year when a situation already difficult at least didn't continue to get worse.

The Wheat Council, which draws on the world for its information, puts world wheat production in 1977 at 383 million metric tons (just over 14 billion bushels).

A month or so ago, the council was estimating world production at 385 to 390 million tons and in the late summer and early fall, the estimate ran as high as from 390 to 400 million tons.

Last year, world production in wheat attained a new record at 417.9 million tons, so the figure for this year falls 8 percent under that record. Still, it would be the second largest crop in history.

The council, incidentally, still called its estimate a forecast. Harvesting was still in progress in the Southern Hemisphere.

The major reductions in wheat yields occurred in the Soviet Union, Argentina and Australia.

After the Soviet Union made its official announcement that the USSR grain crop would total only 194 million tons, the council, as did the U.S. Department of Agriculture (USDA), lowered its estimate of the Soviet wheat crop to 90 million tons. Previously, the Council had put the Soviet crop in a range of from 95 to 100 million tons.

The Argentina crop is now estimated at 6.5 million tons, down 40 percent from last year while the Australian Wheat Board is saying its harvest will total 9.3 million tons, compared with 11.8 million last year. The USDA is estimating the Australian crop at 9 million tons.

The council is estimating world trade in wheat in 1977-78 at 69 to 71 million tons, which is about a million tons larger than an estimate made a month earlier. If the current estimate of 69 to 71 million tons is achieved, it will be substantially above the 61.3 million tons traded last year and also will exceed the previous record of

68.3 million tons set in 1972-73.

It will be recalled that 1972-73 was the year that shook up the world on grain trade. It was the year of the huge Soviet purchases.

But, if the record is broken this marketing year, which is the logical prospect currently, it probably will be accomplished with little or no consternation. The difference between 1972-73 and 1977-78 is on the supply side rather than on demand.

The closing stocks, or carryovers, at the end of their prospective crop years in the five major exporting countries are projected by the council at 51.6 million tons, some 3.4 million tons less than estimated on November 1, and 2.7 million tons below the levels of the 1976-77 carryovers.

Out of the 51.6 million-ton carryover in the major exporting countries, the United States may account for 31.1 million tons, compared with a carryover of 30.2 million tons last year. In other words, the carryover will be rising a little in America.

In all other countries it will be smaller, for Argentina 0.4 million tons, against 2.1 million last year; Australia 0.5 million tons, against 2.1 million tons last year; Canada 12.5 million tons, compared with 13.4 million tons last year, and the European Economic Community 7.1 million tons, as compared with 7.5 million last year.

The council notes that in the States there is an expected increase in demand for U.S. wheat. The increase is likely to be met by the U.S. carryover.

While the council does not estimate such increase in U.S. carryover, it does estimate that the U.S. carryover will be 31.1 million tons.

In recent months, carryover on coarse grain products such as wheat, sorghum, milo and oats, has been put on a par with the 1976 record of 68.3 million tons.

Using USDA figures, the council estimates world carryover at 80 million tons. It is an earlier estimate. However, the Soviet Union and the U.S. carryover are 75 million tons, an increase over the previous year.

Here again, the bulk of the carryover is in the United States. The feed situation report indicates the feed grain carryover of barley and oats at the end of the producer of feed grain is an exporter and, as a result, have the largest carryover.

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# Striking Farmers Blockade Bakeries

AUSTIN (UPI) — Striking Texas farmers Tuesday forced the city's two largest bakeries to halt deliveries for 24 hours and demanded a one-day shutdown of the county Agricultural Stabilization and Conservation Service office.

Farmers used tractors to blockade entrances to the Butter Krust and Mrs. Baird's bakeries, where bakery managers had agreed in advance to stop deliveries from 3 p.m. Tuesday until 3 p.m. Wednesday.

Ralph Anderson, manager of the Butter Krust bakery, met the farmers and 27 tractors in front of his plant shortly after noon and told reporters the bakery had stopped production for the day and would make no more deliveries until after 3 p.m. Wednesday.

David Samuelson Jr., a spokesman for the American Agriculture group, said Arthur Baird, manager of the Mrs. Baird's bakery, had agreed to a similar shutdown.

"We wanted to express our support for the farmers and this is one way of doing it," said Anderson. "Inflation is a cruel thing for all of us, and these fellows need a break."

Anderson said the bakery shutdown would not produce any bread shortages at stores.

"We've completed our deliveries for today," he said. "There won't be any shortages of our merchandise. We've taken care of that."

The farmers from the central Texas

communities of Manor, Hutto, Granger and Pflugerville jammed into the ASCS office to present county executive director David Adams with a copy of a proposed farm program assuring farmers 100 percent parity on their crops.

They also asked Adams to close the ASCS office Wednesday, and Adams said he would close if the county executives committee agreed.

The farmers had picketed the Austin bakeries last week and threatened to file legal charges against one bread truck driver whose truck brushed a farmer.

In the Texas Panhandle, an American Agriculture spokesman said a more militant phase of the national farm strike should begin around Jan. 1.

Mike McCathern of Hereford said the

third phase of the strike higher prices will be met by the tractorcades and grain distribution centers.

Although Agriculture Secretary Bergland said he disapproved of the tactic "which is illegal and brings down the wrath of the law," he said the farm program was renewed last week by the House and Senate.

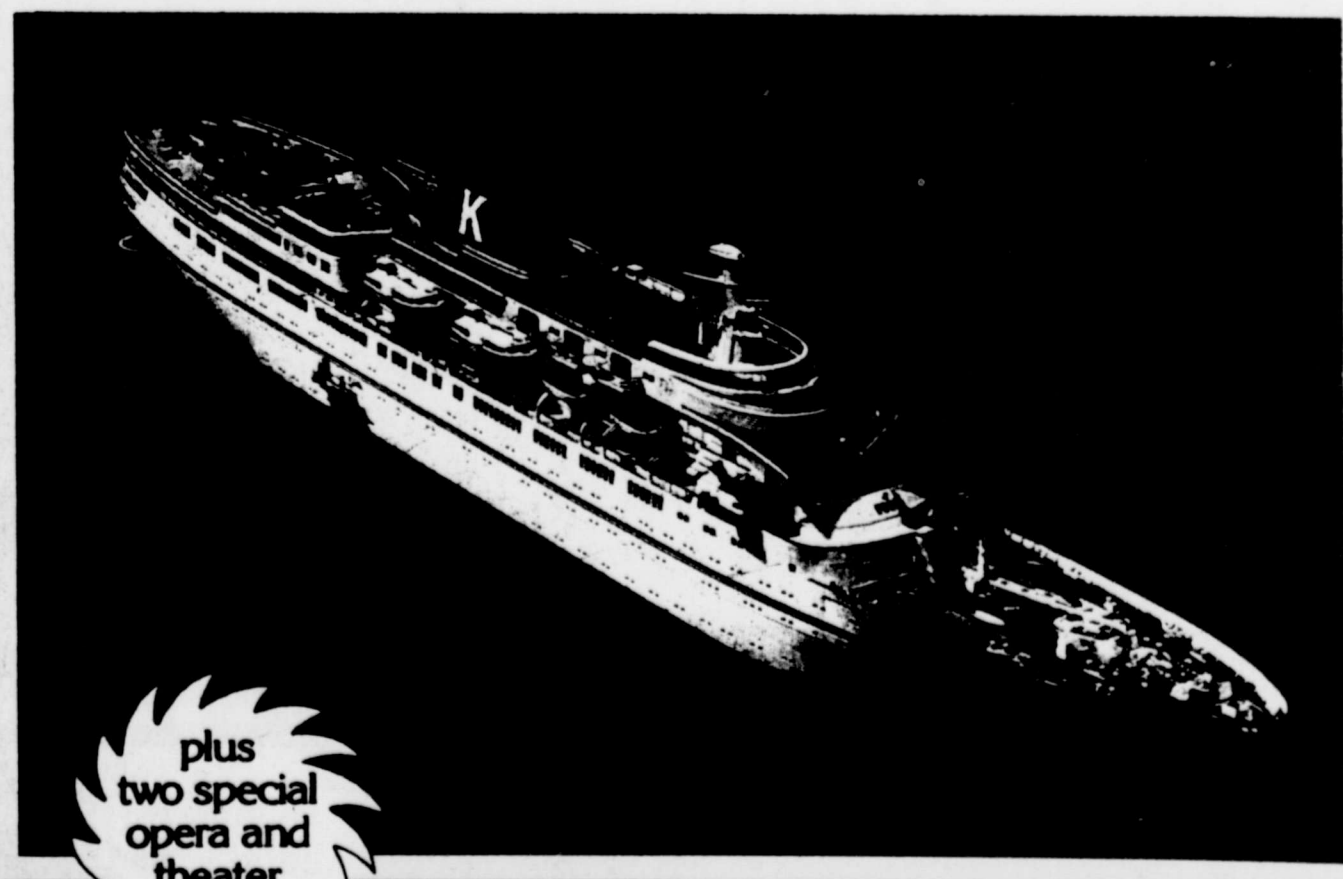
"They (the tactics) are cause so far. We get the United States strike effort going on our efforts to help as hurting us, I don't think anything it has strengthened."

WINTER 1977/78

# CARIBBEAN MEXICO · HAVANA

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"The Great Entertainer"  
from \$698 including round trip air from major cities with departures every Saturday



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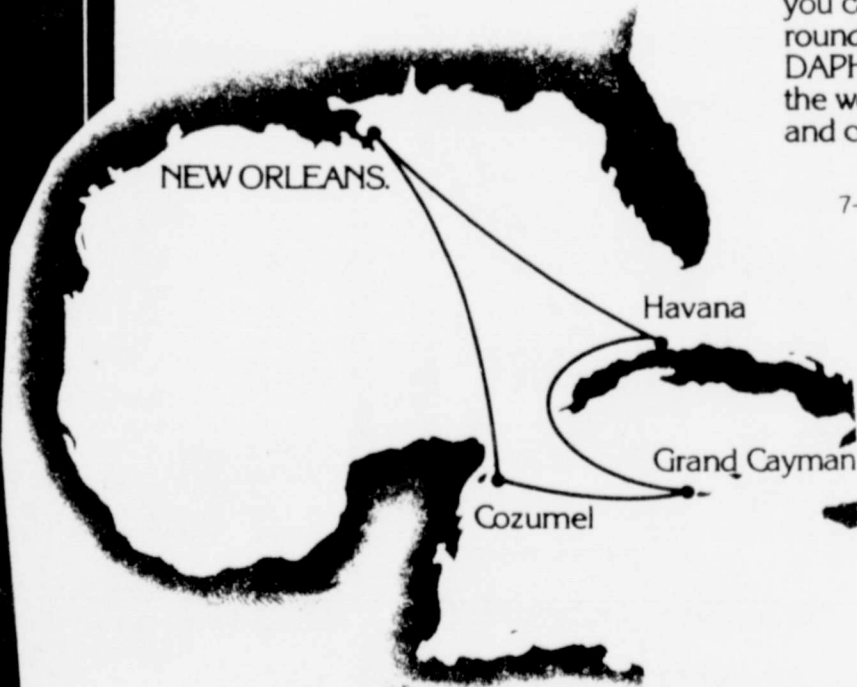
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The DAPHNE "lights up" the Caribbean with seven dazzling days of sights and the most extravagant entertainment under the stars

The turquoise waters of the gentle Caribbean inviting islands in the sun, the lovely white graceful palms, the duty-free shopping and blissful respite from winter's frosts—all here for vacationers for years.

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Sun. / Mon.	At Sea / Cozumel
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Thurs.	Havana
Fri.	At Sea
Sat.	NEW ORLEANS. Morning disembarkation and fly home.

### Your three islands in the sun

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GRAND CAYMAN. From George Town, the port and capital of this British Crown Colony, make your way to the fabulous seven-mile West Beach — possibly the most beautiful in the world! Don't miss the "Great Entertainer's" private swim-and-sun barbeque on the beach, and feast to the accompaniment of a catchy calypso band! There's plenty of smart shopping in town.

HAVANA, CUBA. Ninety miles from the USA but unvisited by US-based cruise ships for 16 years until DAPHNE rediscovered the island amid international fanfare last spring. The spectacular Latin Revue at the inimitable Club Tropicana is even more colorful, exotic and breathtaking than ever — and the "Great Entertainer's" taking you there as part of the cruise! Then visit Ernest Hemingway's house (lovingly cared for by Papa's Cuban admirers), fishing villages, the old and new colonial towns, the famed parks and gardens. Top it off with a visit to a cigar factory (you can now bring back 100 Havanas!).

TOUR DATE OUT OF

IS FEBRUARY 11, 1978

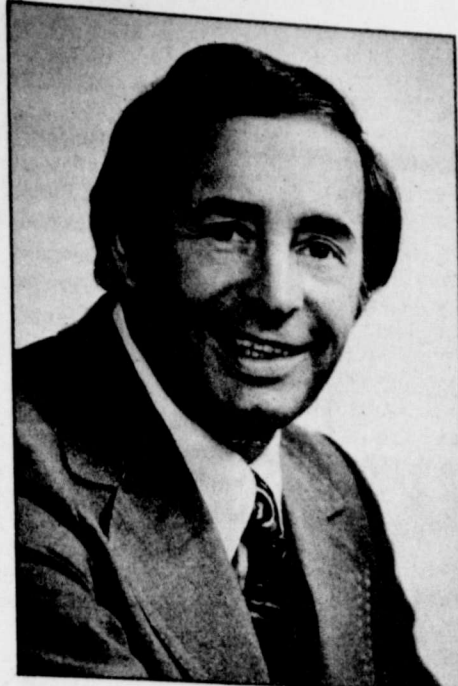
DEADLINE FOR RESERVATION JANUARY 15, 1977

CALL OR WRITE W. M. TOULSON BOX 700, FLOYDADA, TEXAS

PHONE 983-3737 OR NIGHT



# Will America's prosperity formula keep on working?



By Richard M. DeVos, President, Amway Corp.

It takes much more than resources to make a nation prosper. And that prosperity is fragile. The U. S. faces a choice and time may be running out.

Everything is either on the earth, under the earth, or in the atmosphere. The food you eat grows on the earth; potatoes are dug out of the earth. Minerals for wire to carry electricity come out of the earth. Our homes are wood, brick, glass and metal—all from in or on the earth. Everything you use, drive, eat, and enjoy comes from the earth.

Impressive. And we look for no surge in 1978. Heavy construction should experience moderate gains owing to larger public spending budgets.

### EMPLOYMENT—PERSONAL INCOME—WAGES

The new year will see new records for employment and personal income, but it will still not be easy to force the jobless rate much below the 7% mark. Though a further uptrend in business should imply more job openings, there will not be a proportionate expansion of employment because of management's keen awareness of soaring operating costs, higher employment-related taxes, an increased minimum wage, and a greater need for skilled workers at a time when new and inexperienced job aspirants are flooding the work force. Yet, new peaks in employment, longer work weeks, and rising salaries and pay rates will help to boost earned incomes—and this will be augmented by higher social security outlays and hikes in personal investment income. Unless a solid federal personal income tax cut is enacted, however, discretionary income (takehome pay) will advance but will fail to keep pace with the gain in gross personal income.

### CONSUMER AND GOVERNMENT SPENDING

Historically high employment and personal income plus the increasing likelihood of federal tax relief augur well for consumer spending, even though there will be countervailing influences from inflation and larger bills for fuel, energy, and other "overhead" expenses. Overall, retail trade could post an increase of 10% in 1978, but ex-inflation gains may range only in the 3%-4% area. Federal, state, and municipal governments will boost their outlays in the new year, but much of the increase will be due to inflation. There will, however, be some real gains to lend support to the economy. The financial status of many states and municipalities has improved sufficiently to permit more spending, but the federal budget faces a massive deficit.

### FARM PROSPECTS IMPROVING

1977 was another bumper year for American agricultural output, but depressed farm prices put many farmers in serious financial straits. The recent step-ups in Soviet grain buying, the government's directive for 1978 planting cutbacks, and the pressure of farm groups for more substantial assistance should improve farm conditions somewhat. Another "grain drain" with a resultant runaway of farm prices does not seem likely. Carryover grain stocks are abundant, and it is heartening to note the improvement in soil moisture which had been plagued by drought.

### DOMESTIC POLITICAL-FOREIGN AFFAIRS

The emphasis on a national energy policy in 1977 was followed by a massive tax reform effort. But the Senate's intransigence on energy matters and the realities of the 1978 elections have forced a reshuffling of priorities, with stress in the coming year being laid on tax relief principally for the individual, and only nominal reform efforts elsewhere. Federal spending priorities can also fall victim to election-year expediencies, and the national health insurance and full

Is that the reason the United States is so much better off than every other country? Do we have the most abundant natural resources in the world? Well, we do have immense resources. But resources are not the difference. Other nations have extensive resources, but they've never been able to convert them into material substances, as we have. India, for example, possesses both iron ore and coal for the manufacture of steel. Japan possesses neither one of these, has to import both of them, but produces much, much more steel than does India.

For years I thought Saudi Arabia was just a big kitty litter. We suddenly discovered that their natural resources were not above the ground, but under it. All nations have natural resources, to some extent or another. The question is how to convert them to usable goods. It takes human energy.

The mere availability of the natural resource itself does not produce anything. Coal just lays there. It won't heat homes, it doesn't keep people comfortable. A forest can be a lovely thing, but you can stand in the forest and get awfully wet or awfully cold. It isn't until somebody cuts trees down and turns them into finished lumber, then nails the lumber together to make protective shelter for us, that the natural resource has any tangible value. You can have the greatest farmlands in the world, but they won't produce food until somebody clears the land, plants the seed, cares for it, and finally harvests it. Then we have food.

Human energy comes in two forms—mental and physical. Some people, for example, don't do much physical work. They contribute their brain power, their knowledge, their insight, their vision. They sit down and

employment programs face tough resistance for cost reasons. Stricter banking regulations, establishment of a separate Department of Education, return of the Postal Service to Congressional authority, and an altered version of the Strategic Arms Limitation Treaty could survive heated debate and reach enactment.

With anti-war sentiment still strong, we should be able to avoid military involvement in 1978. Diplomatic, trade, and monetary problems will be more difficult to cope with, however, and will undoubtedly sorely test this country's foreign economic policy.

### MONEY SUPPLIES—INTEREST RATES

The spurt in short-term interest rates in 1977 and the Fed's anti-inflation monetary policy brought fears of another credit crunch. But it did not develop, nor is a pinch likely in 1978. Money supply is ample—in fact, tremendously large in view of inflationary pressures—but credit should tighten somewhat during the year and the prime lending rate of commercial banks could move up to 9% by year's end. Long-term interest rates, which have been far less volatile than short-term rates in recent years, should remain so in 1978, although the Treasury's need to finance its ponderous deficit will inexorably nudge the cost of long-term funds above the current level.

### STOCK AND BOND OUTLOOK

Hit by a myriad of uncertainties, the stock market was mainly on the defensive in 1977. The net result was to keep the supply of attractively priced stocks in good volume, especially from the standpoint of the price-earnings ratio. And with another year of healthy business expected plus continuing boosts in dividend payments, investor buying enthusiasm may be in greater evidence in the stock market in 1978. The plight of the dollar, however, and anxiety over inflation could cause the volatility of the past year to persist.

A reasonable projection for the Dow Jones Industrial Average appears to be from 800 on the low side to 1100 for a top over the year ahead. At the present time, there are plentiful supplies of medium and good-quality common stocks and convertible securities available for sensible employment of investor capital, whether the objective be growth, income, or a reasonable combination of both. Conservative investors who seek safety and continuity of income will also be able to find a good many reliable vehicles in the bond market, where prospects of somewhat higher interest rates in 1978 should sustain this climate over the coming year as a whole.

### Quick Takes

In some parts of the country the agricultural population is rising. The Dept. of Agriculture reports that since 1970 the farm population in New England is up by 6.6%. The new farm dwellers appear to be seeking the best of both worlds—a tranquil rural lifestyle that is relatively close to major cities with cultural centers.

sketch dreams on a piece of paper, making great discoveries. Other people do physical things. For example, they carry boxes and load trucks.

Both activities are important to the process. One form of human energy is not superior to the other. A man who works best at whatever he knows how to do contributes to the well-being of himself and everyone that he's associated with.

**Final formula.** Human energy plus natural resources produces food, shelter, and clothing for everybody. That's true of all economic systems, so the difference as to why some people produce more than others is in the last little bit of our formula, the "T," which stands for Tools. Now you get a simple, complete picture. And notice that while we simply added natural resources to human energy, we're multiplying the output of people through the use of tools. The whole formula, then, is MMW = NR + HE x T.

Tools are what permit us to do more in less time. In our society we're more productive because each person has better equipment. In Peru some time ago I watched a native in a little town called Cusco. He was bent over and they loaded him up with lumber. He was the "lumber truck." And he trotted off with his load. He could probably move a hundred lb of lumber maybe 5 miles before he stopped or collapsed, but he couldn't haul very much in a day's time by our standards.

One of our truck drivers in this country climbs into a big rig—a 40-footer. He's hauling 40,000 lb—one man. He's moving it not at 2 or 3 miles an hour, but at 55 miles an hour. He's sitting in an air-conditioned cab. He has the stereo on. He has a two-way radio for safety. What's the difference between these two men? The difference is, one man has been given a tool to do more.

One man working in a field with a hoe can barely grow enough food to feed himself and maybe his family. That's all. But a farmer with tractors and automated equipment—why, he can feed 50 other people, or even more, as farmers do in the United States. A friend of mine runs a 2,000-acre farm in Iowa. He raises beef cattle and grows the corn and other feed for his own cattle. He runs the whole farm with two men. And he does it with buttons. They want to feed the cows? They push a button and in comes the food from the silo. The stuff that comes out the other end of the cow? Push another button and it goes right back out of the barn. They don't have to shovel it; it goes on a truck and back out to the fields.

The dignity of work begins to develop. Why? Because the man produces more. We can make work more meaningful by sophisticating it to the extent that he doesn't have to do menial labor. A lot of other people who are in production stand and watch. They're highly paid, and they do great amounts of work. They monitor an entire production system. If it fails, they stop it and correct it in a moment.

Through the use of tools, we produce greater and better goods. So the employee makes more money per hour because he produces more; the customer gets a better product because we can put more technology and quality control into it. The customer gets a better product at a lower price, and a greater choice of products, all through the use of tools.

In this country, because of automation, we produce all our own food with 5% of our people working on farms. And, we produce enough food to feed much of the world besides. In Russia, where they have antiquated tools, they are already planning on a drought five years from now. It's fascinating to me. They're trying to make grain deals with us for five years in the future. Now, what they're actually saying to us is that their system isn't able to produce enough food to feed their own people. And 30% to 50% of their people work on farms.

**Right of ownership.** The MMW formula is true of all systems. So, what's the difference between a free enterprise country and an economic state where the government controls everything?

It's this: Should the state own the tools of production or should individuals have the right to own and control tools? It's that simple. The answer to that question governs the productivity of nations. Socialism is a system where the state says, "We will own the tools of production. The state will own everything and, therefore, there will be no ugly thing like profit. We'll take profit out of it, the state will run the economy, and therefore we'll produce more and the people will get products at a lower price." But in our system we say, "No, the people, through stock holdings, through investment, through starting their own little company, have a right to own and control the means of production and distribution."

My son was 16 when I gave him a car to drive. I noticed something. Every time he left the driveway he spun the tires. I had bought the tires. He hauled his buddies all over town. I bought the gas. At 18 it became his car, and he bought the gas, and he bought the tires. You know what happened? He stopped spinning the tires and he stopped hauling his buddies all over town, because

country. Then Juan Peron decided he

So I advance the simple thought that when the state owns the tools of production two things happen. The tools do not last as long, and they do not produce as much. When it's yours, you take better care of it. You don't think so? Rent your house and see how it looks a year from now. Or, go rent somebody else's house, and see how it looks a year from now.

Watch the farmer in the United States. What does he do? He's up with the chickens. He's out there when it's storming to get his spring planting done. He buys lights for his tractor. Why? It's his piece of ground, and he is going to be rewarded in relationship to what he produces off that piece of ground. That's not the case in many other countries—or situations. We were coming into Los Angeles one day in a rented car. This guy I was with was driving and the freeway was jammed up. I said to him, "Cut on in, it's a rental car." I wouldn't do that with my car.

And so Americans live high and people in other countries live relatively low, because the latter do what they have to do, what they're required to do by the state, and that's where they stop. And that's why, if you'll check the agricultural production of Socialist countries, they have not improved their percentage of output more than 1% in the last 25 years.

People say to me, "The free enterprise system doesn't produce for people. It lets the rich get richer and the poor get poorer. It's a selfish system." But the fact of the matter is that our system has permitted the poorer people to live better than in any other place in the world. So, since some work harder to grow more, even the bottom man on the totem pole has come up farther in America. Remember this: Nobody gets it if there ain't none. You can talk about distribution all you want. But if there is nothing to distribute, no one gets anything.

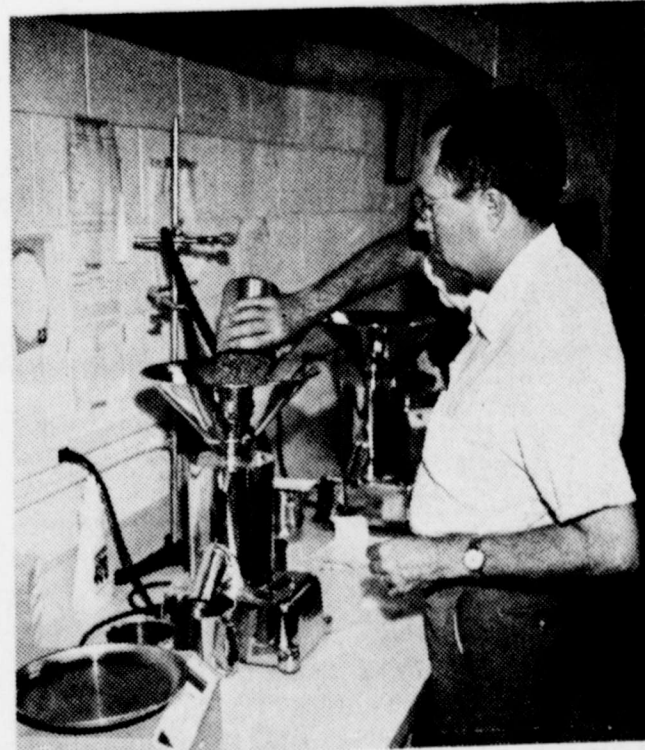
Thirty years ago in Argentina Juan Peron said, "I'm going to control the prices for the people of Argentina; those farmers are getting too much for their food." And so he laid down the law. He set price-fixing into motion 30 years ago. Thirty years ago Argentina was the second-largest beef exporter in the entire world. It also exported millions of tons of grain and other agricultural products. It was a prosperous, booming country. Then Juan Peron decided he was going to take care of the city folks and set prices to stop "profiteering" by the farmer.

Today, Argentina is on the brink of constant strife. Today, Argentina barely produces enough food to feed itself. It exports no food at all. Its production is gone. Inflation in Argentina is running in excess of 300% a year.

It should be obvious then that the differences in economic systems are actually quite simple. Do you want the state to control your life, to set your standards, or do you want free people to have the bigger hand and make their own choices?

It's very logical. If I were the head of that dictatorial government and I controlled all the manufacturing facilities and all the power companies and all the buses and all the streetcars, then pretty soon I would control the people.

What people always forget is that when the state owns the tools, the people ultimately become slaves to the state. Look at history. And look at every nation that's opted for security: "Well, government, you've got to take care of me. From the cradle to the grave you're going to solve my economic problems." Pretty soon the government not only solves your problems, it becomes the absolute controller of your life.



CONSUMER CONFIDENCE—Texas Department of Agriculture weights and measures inspectors strive to ensure that meat and other packaged foods you buy in supermarkets weigh exactly as much as the labels say they do. This assures consumers that they are getting the maximum amount for their food dollars. However, Texas' accurate weight labeling requirements are in danger from a recent Supreme Court decision allowing some packages to be underweight at the time of sale.

I was just recently in Russia. In my opinion, the Russians are at least 40 years behind us. They're where I can envision we were when I was a very little child, if even at that point. In the United States today we have a hundred million cars and in Russia, which has had dictatorial systems for 60 years now, there are only a million cars and trucks in the whole land.

Socialism leads to the loss of human freedom. I want a black car, or a green car. I want to live in this house, I want to move to this town, I want to have four children, I want to go to this job, I want to help children go to college. These are choices you and I have every day and these are the glorious freedoms we have.

**Back to bondage?** About 200 years ago a man wrote about the fall of the Athenian Republic. His name was Prof. Alexander Tytler. The truth of his words today are even more fitting than they were then. He said, "A democracy cannot exist as a permanent form of government. It can only exist until the voters discover that they can vote themselves largess from the public treasure. From that moment on, the majority always votes for the candidate promising the most benefits from the public treasure, with the result that a democracy always collapses over loose fiscal policy, always followed by a dictatorship. The average age of the world's great civilizations has been 200 years. These nations have progressed through this sequence: From bondage to spiritual faith; from spiritual faith to great courage; from courage to liberty; from liberty to the source; from abundance to selfishness; from selfishness to complacency; from complacency to apathy; from apathy to dependency; and from dependency back again to bondage."

Our nation is 200 years old. Materially, we are the leading nation on the face of the earth. We have more abundance to share with more people than any peoples have ever had. When disasters occur anywhere in the world, we render aid. Why? Because we have it. Poor nations cannot help poor nations. Poor people cannot materially help poor people.

Challenge yourself. Be as successful and as excellent in everything you do as you possibly can, so that out of your abundance you have something to share with some who have less—not by giving it to them, but by showing them how to be independent themselves.

Be as diligent and as independent as you can, not seeking somebody else to solve your problems. Out of excellence will come a strong nation built on strong people; a prosperous nation which in turn can render aid to other people who are starving or in great calamity. But we must first have it if we're going to share it. Let's see how much we can produce, and out of love share what we know and what we have with others who are less fortunate.

The concluding line of Prof. Tytler's statement is this: "Those who do not understand history are bound to repeat it." Let's accept the challenge to understand history. It will give us a better perspective on where we're going and where we must not go.

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# FARM & RANCH NEWS



## Cotton Producers Meet In Floydada January 5

Cotton producers of the Floyd County area will receive a report on the 1977 programs and accomplishments of Cotton Incorporated at a meeting Thursday, January 5 at 7:00 p.m. at the Massie Activity Center in Floydada.

The annual report meeting is one of a series to be held throughout the Cotton Belt to bring America's cotton producers up to date on how their dollars have been invested by Cotton Incorporated in research and marketing programs.

Cotton Incorporated is financed entirely with per-

bale assessments from the nation's cotton producers. Its activities are directed by a board of directors composed of producers elected from each of the 14 cotton producing states.

W. I. Criswell of Idalou, a member of the board of directors, said the annual report meeting is one of several steps being taken by the board to improve the flow of information on Cotton Incorporated's activities to all cotton producers.

"Our board made a careful study to determine how we can improve our producer information program to give

cotton growers a better understanding of what Cotton Incorporated is doing with their funds to carry out research and marketing programs on their behalf," Criswell said.

"We plan the annual report meeting to be a yearly event in communities across the Cotton Belt," he added.

The meeting will feature a company wide review of Cotton Incorporated's accomplishments in 1977. Included will be programs in cotton production, textile and economic research,

along with marketing, merchandising and advertising of all cotton and predominantly cotton products.

An in depth discussion of some of the projects will be led by a member of Cotton Incorporated's professional staff. After the staff member's comments, the meeting will be opened for questions and discussion.

"We hope that all producers in this community will take advantage of this opportunity to hear what our company is doing with our dollars," Criswell said.



Note: The next issue of Cotton Talks will be Friday, January 6.

Eight meetings are scheduled across the High Plains in January to give cotton producers, ginners and others a first-hand look at the achievements of Cotton Incorporated during 1977 and the challenges facing cotton in the near future.

CI is the cotton grower's beltwide fiber company through which producers seek to enhance profit potential with improved marketing, production and handling practices. Producers finance the company by investing a small percentage of each bale's value each year.

One or two top CI staff members will be on hand for each of the meetings, plus some of the High Plains people who serve as Cotton Board members and CI Directors. Opportunity will be given at each meeting for questions or suggestions from those attending.

The kickoff meeting on the Plains will be at 9:30 a.m. Tuesday, January 3 in the Memorial Building, Tulia, followed by a meeting at 7:00 p.m. Thursday, January 5, at the Massey Activity Center, Floydada. Don Marble of South Plains and/or CI Director J.D. Smith of Sudan will chair the Tulia and Floydada meetings.

Other meetings and their chairmen are as follows:

Ralls, Caravan Restaurant, 9:00 a.m. Friday, January 6, CI Director W.B. Criswell of Idalou, Chairman;

Brownfield, Pioneer Natural Gas Building, 9:00 a.m. Saturday, January 24, Unfred, Chairman, and Lamesa, Dawson County Community Center, 9:00 a.m. Wednesday, January 25, Unfred or Edna, Chairman.

Cotton Board members from the High Plains will attend one or more of the meetings are Dan Davis of Idalou, Chairman.

Officials of regional organization Plains Cotton Growers Association, Lubbock, are urging attendance at the meetings. The purpose is to acquaint cotton people in the area with what is being done and what needs doing with their dollars. President Lloyd Cline, "and this is something every farmer deserves to know."

## Satisfaction Of Rural Living Researched By Sociologist

By United Press International

"Thank God I'm a country boy." "People, people who need people are the luckiest people in the world."

The words are only lyrics of popular songs. But there may be more truth in them than might be suspected.

Research by Eugene A. Wilkening, a rural sociologist at the University of Wisconsin, shows people generally are more satisfied with their lives if they live in the country and have considerable interaction with other people.

And despite what many may believe, Wilkening said in an interview, youth, education, wealth and employment are factors that play a small part in making people happy.

Wilkening said satisfaction occurs when one has attained those goals in life which one finds important, not just high income. Raised aspirations resulting from higher education and income can lead to less satisfaction, rather than more.

Personal interviews were conducted with a random sample of 1,423 persons over 18 in nine northwestern Wisconsin counties — a mostly rural area but containing some cities. Most of the region has marginal farmland, a low income level and a recent increase in population through tourism and industrialization.

The purpose of the research, Wilkening said, was to provide a base line study for assessment of changes in the area.

The sociologist said people are generally more satisfied living in the country either because conditions are more favorable or because aspirations are lower in small towns and rural areas.

"People in rural areas tend to be more satisfied," Wilkening said. "People in larger cities are faced with more problems, such as crime and poor living conditions."

Another benefit of rural life is the increased likelihood of knowing one's neighbors.

"The nature of personal contact with neighbors," he said, "has been positively related to general satisfaction."

Those under 30 were found to be most satisfied living in the country and least satisfied living in small towns. Wilkening said they feel confined in a small town, without job and recreational opportunities and surrounded by predominantly conservative people.

Women under 30 living in the country were even more satisfied than men — largely because more of them are married and married people were found to be happier than unmarried people.

"My feeling is that young men in this area are more concerned about finding a job and a spouse," Wilkening said. "Many women marry younger and so are already married while in the same age group. Marriage contributes to greater satisfaction."

"Also, in that part of the state there is probably not as much pressure for women to get a job."

"Contact with relatives, friends and the church has a greater effect on life satisfaction than status and wealth. Generally, people who interact more frequently with others are more likely to say they are satisfied."

Wilkening said quality rather than

quantity of social contacts among the elderly apparently leads to the greatest sense of well-being.

Following that reasoning, he said, social involvement with large numbers of people is not so important for the 50 and over age group but contacts with relatives and friends have a positive influence. Those in the 65 years and over age group who were interviewed were more satisfied living in villages than in rural or urban areas.

## Cotton Crop Best In Years

COLLEGE STATION, Texas (AP) — With the continued excellent harvesting weather over western areas of the state, most of the cotton crop is in, and harvesting elsewhere involves only a few fields of soybeans and peanuts and some pecans, says Dr. Daniel C. Pfannstiel, director of the Texas Agricultural Extension Service.

Fall and winter vegetables along with citrus and sugar cane continue to be harvested in the Rio Grande Valley. Vegetables are also moving to market in the San Antonio-Winter Garden area. Pfannstiel said.

Only about 1 percent of the cotton

## Noxious Weed District Report

Farmers who are planning to have fence row, irrigation wells, machinery yards sterilized for weed control are to contact the District Office. David Duvak stated that he would like to have this type work completed by the last of March, while bindweed are dormant. Around April bindweed will be emerging and the district will have to devote their time to the treating of bindweed.

You will get a much better kill on fence row to have them clean as possible before the application. The district had a good year on the treating of bindweed and other type weeds this year.

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



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crop still remains in the field. The harvest has been one of the earliest in recent history and compared to the three year average of 81 percent at this time of the season.

The momentum of livestock feeding is increasing in most sections of the state, Pfannstiel said. Declining grazing conditions and cooler weather area putting pressure on stockmen to provide hay and supplemental feed. Good rains are still needed over much of the state to provide runoff water to fill stock tanks.

Small grains continue to suffer from lack of moisture in many counties, although those in eastern locations have improved in recent weeks and are providing some grazing for livestock, he said. Dryland wheat on the High Plains is particularly suffering from dry conditions, with some stands dying.

Reports from district extension agents showed the following conditions:

**PANHANDLE:** Cotton harvesting is in the final stages, with yields and quality good to excellent. Irrigated wheat is providing some grazing. Livestock are receiving some supplemental feed.

**SOUTH PLAINS:** The cotton harvest is about 98 percent complete and is limited to the area north of Lubbock. The crop was one of the best in several year. Irrigated wheat continues to make good progress but that on dryland is in poor shape due to dry soil conditions and high winds. The farm strike has been active in the Lubbock area.

**ROLLING PLAINS:** Farmers are winding up the cotton harvest, which has been one of the best in years. Dry soil conditions are hampering wheat growth and land preparation for next spring's crops. Blowing dust and soil erosion have been widespread due to the dry condition. Grass fires have been common, with one covering several thousand acres of rangeland.

**NORTH CENTRAL:** Harvest operations are generally complete except for a few fields of soybeans and a few pecan orchards. All small grains have been planted but growth is limited due to lack of moisture. Livestock feeding is heavy. Farmers are preparing land and applying fertilizer and herbicides for next spring's crops.

**NORTHEAST:** Some soybeans are still being harvested.







# New Year's Resolutions....For Health

**COLLEGE STATION-** Make 1978 the healthiest year of your life—with simple New Year's Resolutions that focus on health, advises Carla Shearer, a health education specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

- Get physical check-ups

regularly. Most people take special care with car check-ups, but their bodies are their most important investment. Regular checks will determine if the body is "running smoothly."

- Take good care of teeth. Regular brushing and flossing and dental check-ups help insure the continued good condition of teeth.

- Get your body in shape and keep it there. Being overweight can contribute to health problems, such as high blood pressure, hardening of the arteries and various forms of heart disease. Improved eating habits and a regular exercise program will avoid an overweight condition.
- Stop smoking.

Evidence that links smoking to lung cancer and heart disease is still mounting. For those who are still smoking, now is the time to stop.

- Be sure the entire family is fully immunized. Immunizations are the most effective way available to prevent diseases. Take advantage of this. Check to see that children and adults

in the family have full protection.

- Be sure each family member's medical history is up to date. Each person's medical history is one of the most valuable records he owns. Keep up-to-date information on such things as lab-test results, hospital experiences, drug allergies and chronic diseases.

## Cirio DeLeon With Tank Crew

Ft. Knox, Ky. (AHTNC) Dec. 16 Private Cirio De Leon whose wife, Linda, and parents, Mr. and Mrs. Domingo De Leon, live at 329 W. Jackson St., Floydada, Tex., recently was assigned as a tank crewman with the 1st Infantry Division at Ft. Riley, Kan.

Pvt. De Leon entered the Army in August 1977. He received his high school diploma through the

General Educational Development program.

**FLOYD DATA**  
Mrs. Edna Patton has home for Christmas all children: Mr. and Mrs. Larry Patton and son, Lando, Florida; Mr. and Mrs. Carroll Patton and family, Wolforth, Texas; Mr. Mrs. George Patton a family, Abernathy, Mi.

## Water, Electricity Don't Mix

**COLLEGE STATION-** Using electricity safely means staying "dry" and following other precautions, warns Dr. Carolyn McKinney, a family resource management specialist.

In touching an appliance, or to switch it "on" or "off," make sure hands are dry, and stand in a dry place.

Wet hands or a puddle of water on the floor make it easy for electricity to travel through a person, the specialist says.

Dr. McKinney is with the Texas Agricultural Extension Service, The Texas A&M University System.

Following the same rule, do not touch and appliance at the same time you touch water or plumbing or any metal object, the specialist cautions.

For example, reaching for a dish in a sinkful of water while touching a toaster is dangerous, she explains.

Also, while in the bathtub or shower, do not operate electrical appliances, such as hair dryers and radios, she says.

When it travels, electrical current "seeks" the path of least resistance, and electrical current will travel to water through a person if allowed to do so. However, safety precautions in use at all times can prevent that, Dr. McKinney adds.

## Feelings, We Can Choose Them

**COLLEGE STATION-** People can choose their feelings and enjoy stability and security, instead of allowing other people to influence them, Jenny Reinhardt, a family life education specialist, says.

"Our thoughts determine our feelings."

"By choosing our thoughts, we can decide how to feel."

"When we realize this, we also know that other people cannot determine what we feel," she says.

It is only when we choose to give up, or never decide what we think, that we threaten our stability and security. To allow others to influence how we feel is to be disappointed and frustrated, she explains.

"Mentally healthy individuals accept the choice to choose their thoughts and feelings," the specialist adds.

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

In addition, strength is derived from knowing we can control our feelings, she says.

"There is power in the statement, 'If I am happy, I allowed that; if I am sad, I allowed that, too—other people did not do it to me.'"

Her examples of controlling thoughts in order to have positive feelings are these:

"I liked the fact that he thought of me when he needed a ride home."

"I was successful yesterday. I'll try again."

"I'm going to tell her how I enjoyed her surprise letter."

"When we have had thoughts similar to the above, it is difficult to have unhappy, sad, fearful, tense, lonely, angry or scared feelings."

"The choice is ours—with positive thoughts and feelings, we contribute to our individual well being and happiness," she says.

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28 OZ. JAR

**AJAX CLEANER**  
WITH COUPON

99¢ WITHOUT COUPON

GOOD AT BUDDY'S EXPIRES 12/31/77

**SUPER SUDS**  
40 OZ. JAR

**DETERGENT**  
WITH COUPON

99¢ WITHOUT COUPON

GOOD AT BUDDY'S EXPIRES 12/31/77