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The Floyd County

HESPERIAN-BEACON

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(USPS 202-680)

www.hesperianbeacononline.com

VOLUME 116 NUMBER 41

THURSDAY, DECEMBER 13, 2012

12 PAGES - 75¢

Carr's Chapel celebrates 107th Christmas Eve service

By Ann Carr

The historic Carr's Chapel, located in the southwest corner of Floyd County on Farm to Market highway 378, will celebrate its 107th Christmas Eve service.

Beginning at 6 p.m. on December 24, the program

will consist of congregational singing of familiar Christmas hymns, the reading of the Christmas story from Luke, and a seasonal meditation. The children in attendance will be invited to present musical selections, poems, and readings.

An offering will be taken to be donated to the Methodist Children's Home in Waco.

Santa Claus will make his usual appearance to the congregation's singing of "Jingle Bells". He will listen to the children's Christmas wishes and help distribute sacks

of candy and apples to the congregation. After which, Santa will leave to go on his traditional Christmas Eve rounds around the world.

Everyone in the surrounding communities is invited to help celebrate Carr's Chapel's 107th Christmas Eve observance.

Burn Ban reinstated for Floyd County

By Jennifer Harbin

During the Commissioners' Court Meeting held on December 10, it was voted that the burn ban will immediately be in effect.

According to the order restricting outdoor burning that was issued by Floyd County, the current outdoor circumstances could present a public safety hazard should burning be allowed.

The unincorporated areas of the county will now be under a burn ban for the next 90 days as of December 10, or until the ban is

lifted at an earlier time if conditions permit.

There will be no use of "combustible materials" outdoors at any time and is absolutely prohibited. Combustible materials such as, but not limited to, fireworks, brush and open campfires and welding activities shall not be allowed.

Welding will be permitted if: the wind is not over 15 miles per hour and wa-

BURN BAN
continued on page 5



Photo by Jennifer Harbin

Ian Velasquez, 9 months, looks inquisitively at Santa Claus for the first time when Santa visited Floydada Thursday, December 6. He is the son of Marcos and Melissa Velasquez.



Photo by Renee Armstrong

Five-month-old Caydence Rose Diaz didn't seem awake enough to tell Santa what she wanted for Christmas, but surely she has been a good girl. She is the daughter of Alanie Rendon and Ryan Diaz.

Southern humorist joins Hesperian-Beacon as regular columnist

The Hesperian-Beacon

Best-selling Southern author and humorist Ronda Rich joins the pages of the Hesperian-Beacon this week as a regular weekly columnist.

A storyteller of bodacious Southern proportions, Rich weaves stories that range from the hilarious to heartwarming Southern life.

Her column — called "Dixie Divas" — is syndicated in several dozen newspapers in states across the South, and — with her appearance in The Post Dispatch earlier this year — that list now includes Texas.

The Hesperian-Beacon is now the second newspaper in Texas to publish Rich's columns.

As a young girl, Rich was trained and educated as a journalist and started this world of words as a sports writer.

She was the first female



sports journalist who covered the NASCAR circuit.

"Once newspaper ink seeps into your blood, you are stained for life," she said. "Doing a syndicated column addressed my love for both newspaper journalism and the South."

An 11th generation Georgian, descended from the Scotch-Irish who settled into the foothills of the Appalachians, Rich inherited her family's sole wealth —

HUMORIST
continued on page 5

Davenport honored with Distinguished Leader Award

Winfield Davenport was honored with a Distinguished Leader Award during the 2012 4-H Gold Star Awards Banquet in Lubbock.

Winfield or Winnie (as the kids call him) has been an active leader in the Floyd 4-H program for six years; he is a shooting sports coach and the organizer of the hunting and wildlife project as well. Winfield has also helped with youth tours in Floyd County and is there whenever he is needed. He keeps the whole family involved and makes it fun for everyone participating. Winfield's leadership sets an example that those around him aspire



to follow, parents and kids alike. He is an asset to 4-H and the county.

We want to thank Winfield for his hard work and commitment to 4-H and the people of Floyd County.

Floydada EDC Pursues Business Retention and Development

By Sara Sisemore
Correspondent

The Floydada Economic Development Corporation Board of Directors, composed of seven members, recently approved their Program of Work for the 2012-2013 fiscal year. According to Justin Jaworski, Executive Director for the EDC, "The mission of the EDC is to develop promising economic opportunities using innovation, local resources, and a positive spirit that will promote the quality of life and guarantee the vibrancy of our area."

During the 2012-2013 fiscal year, the EDC will focus on three primary target industries: wind farm development, related energy business, and manufacturing. Wind Farm Development offers the largest potential economic impact to Floydada and Floyd County, which also provides the opportunity for the establishment of wind energy support offices,

technical training and maintenance.

Another focus of the EDC this year is business retention and development. Jaworski believes this aspect of the EDC's work is one of the most important. Jaworski noted that existing primary job employers typically represent the most likely source for expansion making it worthwhile to engage these employers to pursue opportunities to expand their business thus creating more jobs. Jaworski said, "We are continually identifying opportunities that already exist... to keep what we have and grow what we have." The EDC's focus on developing communication with local businesses, assisting companies which are facing the need to downsize or close, and strengthening relationships with community partners are some of the ongoing ways economic development is encouraged.

Jaworski promotes the EDC and the

community of Floydada through a variety of public programs, including a state-of-the-art web site (www.floydadaedc.com), which is updated frequently, and various speaking opportunities he has throughout the year. He also is involved with The High Ground of Texas (a regional economic development coalition composed of 60 counties stretching from the Panhandle to the upper Permian Basin of Texas which allows member communities to be represented in a way that is not typically available to rural communities), the Texas Economic Development Council (an Austin-based, statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas, sharing ideas, information, and influence), and attends the an-

FLOYDADA EDC
continued on page 5

TOWN HALL MEETINGS

District 68 State Representative Drew Springer will be holding a Town Hall Meeting on Thursday, December 20th. He will be at the City Hall in Lockney from 7-7:30 a.m. and then at the County Courtroom at the Floyd County Courthouse in Floydada at 7:45 - 8:15 a.m.

Floyd County Church Directory

AIKEN BAPTIST CHURCH

Dennis Butler, Pastor
Morning Worship .. 11:00 a.m..

BIBLE BAPTIST CHURCH

810 S. 3rd, Floydada
Darwin Robinson, Pastor
983-5278

Sunday School 10:00 a.m.
Morning Worship .. 10:50 a.m.
Evening Worship 6:00 p.m.
Wednesday 7:00 p.m.

CALVARY'S CORNERSTONE FELLOWSHIP

Floydada
Armando Morales, Pastor
Sunday School 9:45 a.m.
Morning Worship .. 11:00 a.m.
Bible Study 6:00 p.m.
Wednesday Evening 7:00 p.m.

CARR'S CHAPEL

Service Every Sunday:
Morning Worship 9:00 a.m.
Sunday School 10:30 a.m.

CHURCH OF CHRIST

West College & Third,
Lockney
Morning Worship .. 10:30 a.m.
Afternoon Worship .. 1:30 p.m.
Wednesday Service 7:30 p.m.

CITY PARK

CHURCH OF CHRIST

Levi Sisemore, Minister
Ivan Gomez, Minister
Floydada

Sunday Bible Study.. 9:30 a.m.
Morning Worship .. 10:30 a.m.
Evening Worship 6:00 p.m.
Wed. Bible Study 7:00 p.m.

FIRST BAPTIST CHURCH

Tim Franks, Pastor
Terry Simmons,
Minister of Ed./Music
Josh Burgett - Min. Students
Sunday School 9:15 a.m.
Morning Worship .. 10:30 a.m.
Evening Worship 6:00 p.m.
Wed. Bible Study 6:30 p.m.

FIRST BAPTIST CHURCH,

Lockney
Jonathan Sullivan, Pastor
Chad Cook, Youth Min.
Phil Cotham, Music Min.
Sunday School 9:45 a.m.
Morning Worship 10:45 a.m.
Evening Worship 6:00 p.m.
Wednesday 6:30 p.m.
Wednesday (Youth).. 7:15 p.m.



FIRST UNITED METHODIST CHURCH

Floydada
Rev. Les Hall, Pastor
Morning Worship 9:30 a.m.
Sunday School 10:50 a.m.
Youth (Sunday) 5:00 p.m.
Youth (Wednesday).. 6:30 p.m.

FIRST UNITED METHODIST CHURCH

Lockney
Rev. Ricky Carstensen
Pastor
Sunday School 9:30 a.m.
Worship Service 10:30 a.m.
Evening Service 6:00 p.m.
Wed. Jr. High 5:30 p.m.
Wed. High School... 6:30 p.m.

GRANT CHAPEL CHURCH

OF GOD IN CHRIST
Joe Bennett, Pastor
Sunday School 10:00 a.m.
Morning Worship ... 11:00 a.m.
Evening Service 7:30 p.m.
Tuesday 8:00 p.m.
Wed. Service 7:30 p.m.

MAIN STREET CHURCH OF CHRIST

Lockney
Beau A. Hart, Minister
Bible Study 9:30 a.m.
Morning Worship .. 10:30 a.m.
Evening Worship ... 6:00 p.m.
Wednesday 7:30 p.m.

MT. ZION

BAPTIST CHURCH

Floydada
Rev. Timothy Askew
401 N 12th St (983-5805)
Sunday School 10:00 a.m.
Morning Worship .. 11:00 a.m.
Evening Worship 6:00 p.m.
Wednesday Study ... 7:00 p.m.

NEW SALEM

PRIMITIVE BAPTIST CHURCH

Floydada
Pastor Elder Ronnie Hedges
(806) 637-0430
Sunday Singing 10:30 a.m.
Morning Worship .. 11:00 a.m.

OUT REACH

HARVEST PENTECOSTAL CHURCH

310 E. Mississippi
Floydada
Rev. David Ramos, Pastor
Ester Ramos, Praise Leader
Sunday Bible... 10:00 a.m.
Morning Praise... 11:00 a.m.
Evening Praise 5:00 p.m.
Wed. Worship.... 7:00 p.m.

POWER OF PRAISE FULL GOSPEL CHURCH

Rev. Manuel Rendon, Pastor
704 N. Main, Lockney
Sunday Services.... 10:00 a.m.
Sunday Evening 5:00 p.m.
Wednesday 7:30 p.m.

PRIMERA IGLESIA BAUTISTA

Lockney
Jesus Caballero, Pastor
Sunday School 9:45 a.m.
Worship Service 11:00 a.m.
Discipleship 5:00 p.m.
Wed. Service 7:00 p.m.

PRIMERA IGLESIA BAUTISTA

Floydada
Rev. Toby Gonzales
Sunday School 9:30 a.m.
Morning Worship .. 10:40 a.m.
Evening Worship ... 6:00 p.m.
Wed. Evening 7:00 p.m.

SAN JOSE

CATHOLIC CHURCH

Lockney
Jim McCartney, Pastor
Wed. Communion.... 8:00 p.m.
Sunday Mass 11:30 a.m.

SOUTH PLAINS BAPTIST CHURCH

Joe Weldon, Pastor
Sunday School 10:00 a.m.
Morning Worship ... 11:00 a.m.
Prayer Meeting 7:00 p.m.

TEMPLO GETSEMANI ASSEMBLY OF GOD

701 W. Missouri
Joe M. Hernandez
983-5286 (church)
..... Sunday School
English..... 9:45 a.m.
Spanish..... 11:00 a.m.
Spanish Worship 9:30 a.m.
English Worship..... 11:00 a.m.
Evening Service..... 5:00 p.m.
Wednesday 7:00 p.m.

ST. MARY MAGDALEN CATHOLIC CHURCH

Floydada
Rev. Angelo Consemينو
Phone: 983-5878
Sunday Mass..... 11:30 a.m.
Mon. Wed. Mass 6:30 p.m.
Confession Sat..... 10-11 a.m.

TEMPLO BAUTISTA SALEM

Lockney
Rev. Joe Hernandez
Sun. Prayer Service 9:30 a.m.
Sunday School 9:45 p.m.
Worship Service 11:00 a.m.
Evening Worship ... 6:00 p.m.
Wed. Meeting 7:00 p.m.

TEMPLO BETHEL SPANISH ASSEMBLY OF GOD

Washington and 1st St.
Sunday School 9:45 a.m.
Morning Worship .. 11:00 a.m.
Evening Worship 5:00 p.m.
Wed. Service 7:00 p.m.

TEMPLO NUEVA VIDA

Rev. Herman Martinez
308 W. Tennessee, Floydada
Sunday School 10:00 a.m.
Evening Worship 5:00 p.m.
Tuesday 7:30 p.m.
Thursday Service..... 7:30 p.m.

TRINITY ASSEMBLY

500 W. Houston
Henry Russell, Co-Pastor
Vance Mitchell, Co-Pastor
983-5499 or 983-2887
Sunday School 9:45 a.m.
Morning Worship ... 10:40 a.m.
Sunday Evening 6:00 p.m.

TRINITY

LUTHERAN CHURCH

Providence Community
on FM 2301 293-3009
Rev. Peter W. Harrington Minister
Sunday School 9:45 a.m.
Worship Service 11:00 a.m.

WEST SIDE

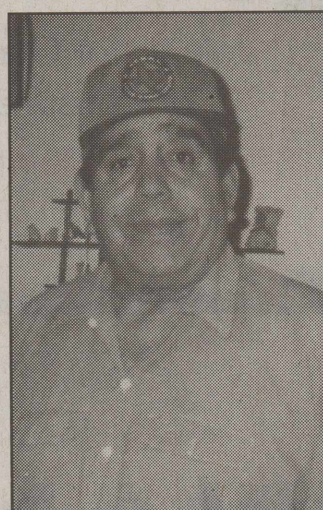
CHURCH OF CHRIST

Floydada 983-3548
Sunday Worship ... 10:30 a.m.
Sunday Evening 5:00 p.m.

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OBITUARIES



LIONSO CISNEROS

Lionso Cisneros, age 73, of Floydada, passed away, Friday, December 7, 2012 in Floydada.

Mass of Christian burial was held at 2 p.m., Monday, December 10, 2012 at St.

Mary Magdalen Catholic Church with Father Angelo R. Consemينو officiating. Burial followed at the Floydada Cemetery.

Rosary was held at 6 p.m. at the Moore-Rose Funeral Home Chapel.

Arrangements were under the care of Moore-Rose Funeral Home of Floydada.

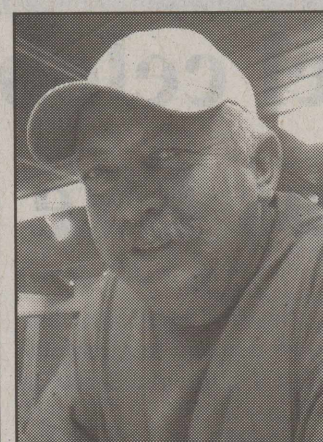
Lionso was born on February 8, 1939 at La Villa, Texas to Jose and Maria (Saenz) Cisneros. Lionso married Maria Elena Barrientos on October 25, 1974 in Floydada. He was a Floydada resident since 1953. Lionso was a custodian at the Floyd County Court House for over 20 years. He was a member of the St. Mary Magdalen Catholic Church

in Floydada.

He is preceded in death by his wife, Maria Elena Cisneros, three brothers, three sisters and one granddaughter.

Lionso is survived by two sons, Lionso Cisneros, Jr, of Floydada and Refugio Barrientos of Lubbock; three daughters, Corina Lee Suarez and husband, Martin Jr. of Floydada, Tammy Ann Olivares and husband, Tony and Jessica Warner and husband, Rusty, both from California; eight grandchildren; one brother, Daniel Cisneros of Wesloaco, Texas and one sister, Bertha Benitez of Floydada.

Online condolences may be made at www.moore-rose.com.



PRESTON GRIFFITH

Preston Griffith, 52, of Ralls, formerly of Lockney, passed away Tuesday, December 4, 2012.

Funeral services were held at 1:30 p.m. Thursday, December 6, 2012 at the

Church of Christ in Lockney with Roger Stapp officiating.

Burial followed at the Lockney Cemetery under the personal care of Adams Funeral Home of Ralls.

Preston was born September 4, 1960 in Plainview to Elmer and Maxine (Turner) Griffith. He married Paula Griffith on December 19, 1999 in Lubbock. Preston was a skilled mechanic who enjoyed working on cars; he loved to go fishing and living in a small town. Preston was a loving son, brother, father, husband, grandpa and will be missed by many.

He is preceded in death by one brother, Mark Griffith.



VIRGINIA SISSNEY

Virginia Sissney, age 89, passed away Sunday, December 9, 2012.

Funeral services were held at 2 p.m. Wednesday, December 12, 2012 at the

Lockney Cemetery. Services were under the care of the Moore-Rose Funeral Home of Lockney.

Virginia was born February 28, 1923 to William and Vada (Hensley) Bramblett in Wyona, Oklahoma. She grew up in Cleburne, Texas but has been a long time resident of the Lockney area.

Virginia was a caring person who gave freely of her time, talents and resources to her church, community and to the Lockney elementary school. She loved to travel with her husband and enjoyed visiting 43 countries during

their marriage.

Virginia is survived by her husband, Phelon Ray Sissney, of the home; step children, Janet Lynn Sissney and David Glenn Sissney; nieces, Sue Coffman, and Janet Lockwood; nephews, William Ross Reynolds and Stephen Bramblett; and special friends, Barbara Schneweis and Rosa Camacho.

She is preceded in death by parents, her first husband, John Powell and two siblings.

The family received guests at the funeral home, Tuesday, December 11, 2012 from 5-7 p.m.

Did you know? “Xmas” or “Christmas”?

Excerpt taken from
Grammar Girl Newsletter

Retailers have long been accused of secularizing Christmas by using “Xmas” in signs and advertisements; therefore, I suspect many of you will be surprised to learn that “Xmas” has a religious origin.

In Greek, the letter “chi” is written as an X, and chi is the first letter of the Greek word for “Christ.” Greeks sometimes abbreviated “Christ” as “X.” For example, they abbreviated “Christ savior” as “XP.” (“P” is the symbol for the Greek letter “rho,” which is the first letter of the word “savior” in Greek.) The Oxford English Dictionary shows the first known English use of “Xmas” in 1551.



Christmas Eve Candlelight Service

First United
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203 W. Kentucky, Floydada

Monday, December 24
6 pm

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OF CHRIST!

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LIFESTYLES

FROM THE ARCHIVES

OF THE FLOYD COUNTY MUSEUM

THE GOVERNORS KINSMEN?

Floyd County Hesperian
November 19,1970

By Homer Steen

The present governor of Kentucky is named Louie B. Nunn. I wonder if he is related to Dr. J. E. Nunn and son Lindsey, who came out from Lexington, Kentucky., and formed a corporation to buy all the telephone exchanges in various directions from Amarillo about 1908, including Floydada, Lockney, Lubbock and Plainview.

The Nunns named their "big" corporation the Northwest Texas Telephone Company. They were widely interested in franchised businesses in this part of Texas at a time when devel-

opment and growth were bursting the seams.

One of the first of these franchised enterprises to "ripen" was the Northwest Texas Telephone Co., which they sold at a considerable profit to American Telephone and Telegraph Co. AT&T was buying all over the U.S.. They set up Southwestern Bell Telephone Company as their subsidiary in the southwest.

The Nunns were deeply involved in various enterprises in this region. The father-son combination sold the last (that I know of) of their many franchised businesses and returned to Lexington after a period that may have covered forty years or more.

When they created Northwest Texas Telephone Co.

The Nunns spent quite a bit of money for expansion, but the Bell System, it seemed to local people, really put out the money with a free hand. Sims W. Burton was the Southwestern construction crew's foreman in one of their big long lines of re-building programs. He must have worked in 20 or 30 counties of the plains country. Burton married a Floydada girl in 1913. She was Golden Goins, Tipton A's sister, and a niece of the late J. A. Goins.

The Nunns were in a good many things, including electricity. They were even in the newspaper business, for some years owning The Amarillo Daily News. It must have been in 1912 that they obtained that newspaper from Jeff Williams, who knew his way around

as land surveyor, but found he was under-capitalized at a vital time in the newspaper's development

Williams worked in this area as a land engineer for many years. Some of the quite important surveying jobs bear the marks of his handiwork.

Lindsey Nunn partnered with David Warren in a chain of newspapers over the plains in an area a hundred miles or so of Amarillo. Nunn had "discovered" David soon after the Nunns took over the Amarillo newspaper. Their "chain" included the Quitaque Post, where Clement McDonald cut his teeth as a business man. After a few years Clement decided the implement business afforded a better living for the family he had to provide for.

Healthy Recipe of the Week

Provided by Pure Balance Nutrition

BAKED KALE CHIPS..... YUMMY

- 1 BUNCH KALE
 - NUTRITIONAL YEAST
 - SPICES (SEA SALT, GARLIC SALT, PEPPER, OLD BAY)
1. Pre heat oven or toaster oven to 225F
 2. Tear kale into uniformed-sized pieces, but do not make them to small as they shrink
 3. Place kale on a non-stick cookie sheet lined with parchment paper
 4. Sprinkle generously with spices such as nutritional yeast, Old Bay seasoning or anything you like.
 5. Bake 7-10 minutes until the kale pieces are dark green and crispy, taking care not to burn them

FLOYDADA SENIOR CITIZENS NEWS

By Margaret Jones

The annual CHRISTMAS PARTY at the Senior Citizens will be from 5:00 – 8:00 p.m. Thursday, December 13th. Bring snacks, but no gifts. We will sing Christmas Carols and spread cheer. Come and enjoy a good time of fellowship and being with friends and neighbors. Lou Burleson will bless us with her talent and who knows???? Santa just might find his way.... Hope to see you there....

Do you have a favorite Christmas song? Perhaps it's hard to zone in on just one. We think of all the ones we have sung through the years. In an article in Friday's Plainview Herald, Gene Shelburne, longtime pulpit minister of Anna Street Church of Christ in Amarillo, comments on one of his very favorites entitled "Mary Did You Know"....and from the article I quote..."Did this blessed mother have any way to know that the little one she had just birthed would "one day walk on water"? Or that he would grown up to "save our sons and daughters"? How could she have known? Surely Mary realized her baby was special. Gabriel told her

this. But did that innocent young mother have any idea her sleeping infant was "the Lord of all Creation," that he was "the Great I Am"? Today you and I during this Christmas season ponder the Christ child through the shadow of the Cross. Unlike his mother in those Bethlehem days, we praise the infant as we gaze into his empty tomb."

RECIPE OF THE WEEK

CHERRY CHEESE PIE

- 1-8 oz. cream cheese
- 4 oz. Kool Whip, thawed
- 1 can cherry pie filling
- 1/3 cup sugar
- 1 graham cracker crust

Beat cream cheese and sugar until creamy. Mix in Kool Whip. Spoon into crust and garnish with cherry pie filling. (Recipe from daughter – Julie Hancock)

Thought for the Week
Be cheerful! Of all things you wear, your expression is the most important.

MEMORIALS

By Margarette Word

The center really appreciates you remembering us when you need to make a memorial donation. Our mailing address is P.O. Box 573, Floydada, Texas 79235

In Memory of Gene Lawson – 1950 Study Club
In Memory of Bill Quattlebaum – 1950 Study Club

MENU

Dec. 17 – Dec. 21

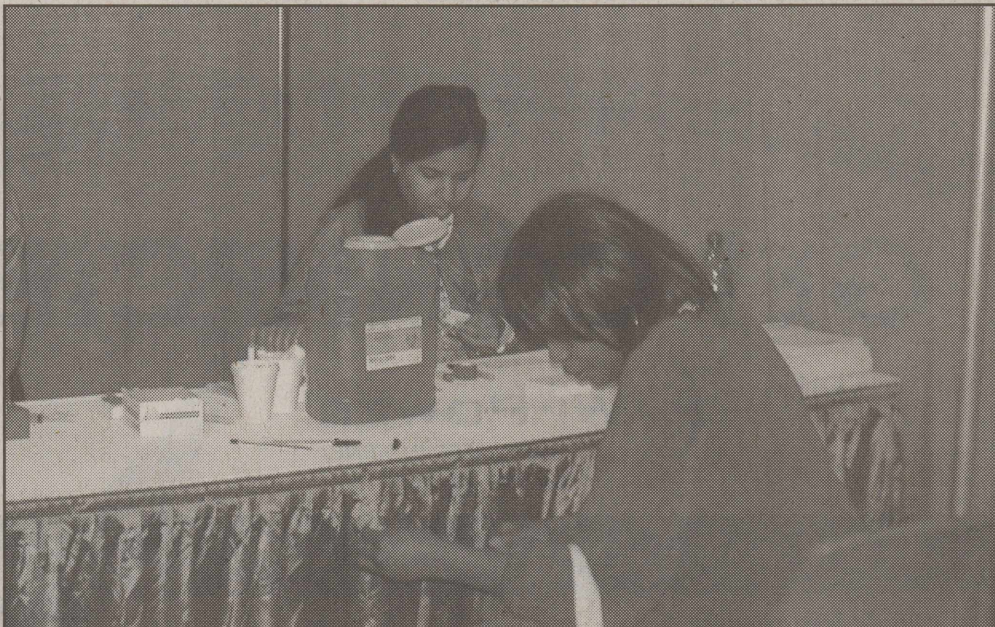
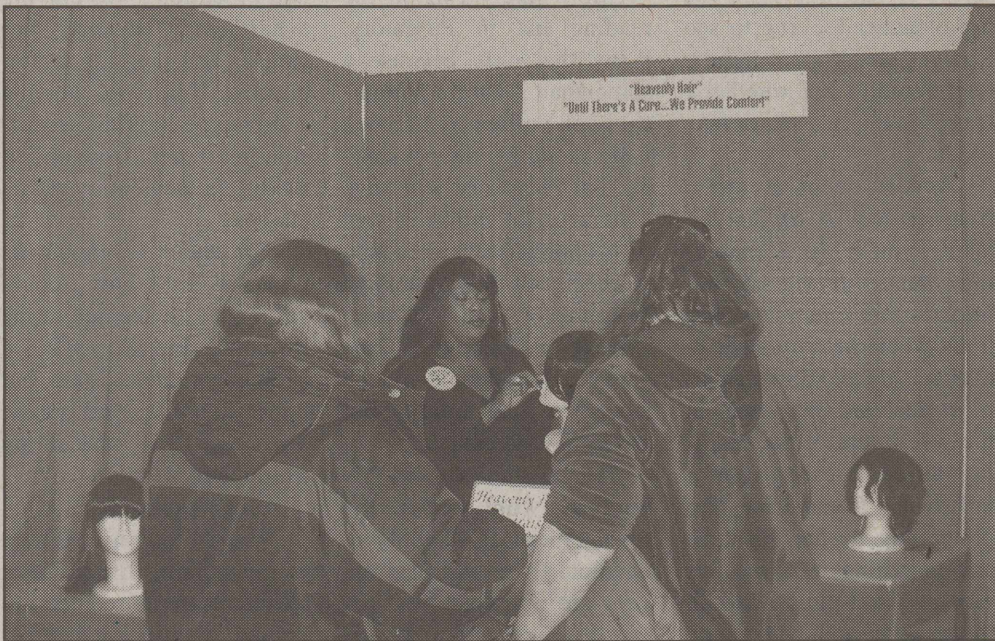
Monday – Crispy chicken on bun, tomato & lettuce, mayonnaise, potato wedges, carrot & raisin salad, fruit cocktail, low fat milk

Tuesday – BBQ chicken filet, baked potato w/sour cream, whole wheat roll, margarine, mixed vegetables, mandarin oranges, low fat milk

Wednesday – Roast pork, sweet potatoes, succotash, whole wheat roll, banana pudding, low fat milk

Thursday – Beef stroganoff noodles, whole wheat roll, margarine, mixed vegetables, winter fruit cup, low fat milk

Friday – Homemade turkey pot pie, whole wheat roll, margarine, seasoned corn, tossed salad w/dressing, ambrosia, low fat milk



Courtesy Photos

The Mangold Memorial Health Fair on Saturday, December 1, hosted various booths, such as Dean Dentistry, Heavenly Hair and Free Fasting Cholesterol Screening to bring awareness to the public.

1950 Study Club

The 1950 Study Club celebrated Christmas with the residents of Shepherd's Meadow on Tuesday, December 4, 2012. President, Margaret Jones opened the meeting and roll call was answered by replying to the question, "What is your Greatest Hope for Christmas?"

Fern Hartsell introduced

Cori Covington who lead club members and residents in singing Christmas carols and also entertained us with solos. She was accompanied by Penny Ogden. Following the program residents and club members were served refreshments. Hostesses for the evening were the Shepherd's Meadow staff. Sandy Forehand and Fern Hartsell.

Club members present were Lee Battey, Carolyn Cheek, Sue Daniels, Geneile Evans, Sandy Forehand, Fern Hartsell, Margaret Jones, Nancy Lawson, Sue Moore, and Shirley Morton. Guests included Cori Covington, Betty King, and Penny Ogden along with the residents of Shepherd Meadow.

Lockney Senior Citizens Menu

December 17 – 21

- Monday:** Pulled Pork
- Tuesday:** Mexican Stack
- Wednesday:** Ham
- Thursday:** Salmon
- Friday:** Meatloaf

The Center will be closed December 24-26 and will reopen Thursday, December 27. December 31 and January 1 we will also be closed.

WEDDING SELECTIONS FOR
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Beware of "Holiday Heart".....Keep Stress In Check This Holiday Season

WASHINGTON — The holiday season is supposed to be joyous, fun and happy. But it can also be stressful. The nation's emergency physicians want to remind all Americans to keep your stress in check.

"For many, including emergency physicians, the holidays come with a daunting pile of obligations," said Dr. Andrew Sama, president of the American College of Emergency Physicians. "Don't overdo it, because you can damage your health and possibly wind up spending the holidays in the emergency department."

One particular concern is known as "holiday heart" syndrome. It is an irregular heart-beat that occurs in people who are otherwise healthy. It can be the result of stress, lack of sleep, excessive alcohol or caffeine ingestion, and/or dehydration. Emergency physicians say this is more common during the holiday season because of holiday parties and other events. Best advice is to moderate alcohol use and drink plenty of water. If an irregular heart-beat lasts for longer than a few hours, you should seek medical attention or go to the nearest emergency room immediately.

A long to-do list of decorat-

ing, buying presents and hosting parties can be overwhelming. It is important to pace yourself, whether it's eating and drinking or shopping.

Money has been a significant source of stress during the holiday season because of the current state of the economy (American Psychological Association 2011). Here are some tips to help you get through the season with the least amount of stress possible.

Get exercise: This is extremely important. Go to the gym, take regular walks or run. Make sure you stay active to help reduce the stress level.

Watch your diet: People tend to eat more quantities of rich foods during the holidays. It's okay to indulge occasionally, but do it responsibly and in moderation.

Get a checkup: If you haven't had one recently, the holidays might be a good time to visit the doctor and have a routine physical.

Be organized: Have a plan, make a schedule and do it one step at a time. Do not wait until the last minute to do everything.

Be cost effective: Given the current economic crisis, no one can blame you for spending

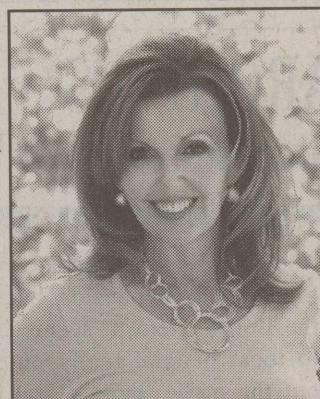
less this year. Keep it simple.

Ask for help: You can't be expected to do everything yourself. Ask for help when it comes to shopping and decorating, as well as other tasks.

Get enough sleep: You shouldn't underestimate the power of a good night's sleep, as well as daily down time. Take a nap, take time for yourself, re-energize and relax. Your body will thank you for it.

"If you feel chest pain or think you are having a heart attack, call 911 or seek emergency care right away," said Dr. Sama. "Don't postpone treatment because you don't want to spoil the holidays. In the meantime, take care of yourself now, and reduce that stress."

ACEP is the national medical specialty society representing emergency medicine. ACEP is committed to advancing emergency care through continuing education, research and public education. Headquartered in Dallas, Texas, ACEP has 53 chapters representing each state, as well as Puerto Rico and the District of Columbia. A Government Services Chapter represents emergency physicians employed by military branches and other government agencies.



By Ronda Rich
Dixie Divas

One evening I was sorting through clothes in the bedroom while Tink, settled in a comfortable chair, was (as usual) fiddling with his phone. A message he read triggered a story.

He began to tell me a brief story (men leave out a lot of details) about a guy we know and a woman he had recently been dating. There was nothing particularly special about the story unless you are a woman wise in the ways of other women.

"What?" I asked as I took a dress off the hanger. I heard what he said, but I couldn't believe what he said.

He repeated it.

I smiled that all-knowing grin of mine, the one I inherited from Mama.

"Within six months, she'll be pushing for marriage."

Tink has no respect for my precious inheritance, that of being a wise and prophesying know-it-all. He rolled his eyes and shook his head then swirled around in his chair to face me. I knew he was serious, because he put down his phone.

"They just starting seeing each other," he protested. "It's

casual. Just friends."

"He thinks it is just casual, but she is a woman with a plan. Six months. Trust me."

Tink set his jaw. It is a very determined jaw when he does that.

"You are wrong," he said firmly. "That is not going to happen." He shook his head again, adamantly. "You are wrong."

Just an aside here: When one is painting one's self into a corner, it is best to leave a trail to get out. "Think" makes a good pig trail for escaping such as in, "I think you're wrong." Another good one that I like to employ is, "I may be wrong, but I think..."

Usually Tink is reasonable and not one bit arrogant in thought or manner. That would not been the case on this particular occasion.

"No, I'm not." I was equally firm.

"Let's bet," he said. Our bets usually ride on buying me a new pair of expensive high heels. "I'll bet you two pairs of high heels."

Whoa. He was serious. Two pairs. In less time than it took Sherman to strike a match, I took the bet.

"You're on." I smiled confidently, and he nodded with equal confidence.

A couple of days later, over dinner, Tink, who is honorable and will always take his dose of medicine, said, "Oh, by the way, I think I'm going to lose that bet."

I perked up. "Why?"

He repeated a conversation that had happened that brought additional credibility to my prediction. If only I had been born during Old Testa-

ment times, I could have been the first female prophet. I'm sure of it.

He shrugged. "So, I guess you're right."

Humility in the face of victory is admirable.

That would not be me.

A woman who can smile demurely and drop her head modestly when she is right, is appealing and attractive.

That would not be me.

A woman who holds her tongue is a highly prized woman.

That would not be me.

In fact, Tink will tell you his biggest gripe is the many times I will declare with absolute glee, "I told you that was going to happen, didn't I?"

As usual, I declined to take the high road.

"Let me ask you something," I began, a teasing smile sliding across my face. "Why on earth would you bet against me on something like this? I write books on women like this, on how women can use their wiles and charms to get the man they want. Why would you even question me?"

He's a good sport. He rolls with the punches and, as a result, most of our disagreements have a comical flair to them.

He shrugged.

"I keep thinking one day I'm going to win one of these bets."

I laughed.

"Just remember: Two pairs."

Ronda Rich is Southern humorist, storyteller and best-selling author. Her latest book, "There's A Better Day A-Comin'," is available at rondarich.com.



The 501

by
Hanaba Munn Welch



The last time I wrote about a timely topic, so did everybody else. Therefore, I'm staying mum about the fiscal cliff and where it fits on the Mayan calendar. Call me out of sync. I don't care.

My fifth year in college I joined the marching band. (I'd always wanted to be in a band.) The director and his assistant amused themselves at halftime from the top bleacher looking to see if I was out of step. Maybe they couldn't tell whether I was blowing that sax or faking it.

Anyone inept at group routines has to try harder. When you're in a marching band, trying harder means extra practice -- difficult when the only place to march is up and down an almost deserted city street in the wee hours of the morning alone. I exaggerate. I talked my friend Rick into pretending he had his tuba and marching with me this way and that until I had all those lefts and rights and about faces burned into my brain. Anybody else out that

late was likely to be intoxicated anyway. They probably asked themselves if they really saw what they thought they saw -- two college students marching on Race Street with imaginary instruments. How nice of Rick to go with me on that outing! Rick, if you're reading this column in Heaven, it's dedicated to you, dear friend.

More likely I'm on the reading list in Purgatory. I say that only because a somewhat autobiographical book written by Stephen King mentions the possibility that Purgatory will have a library. He thinks it will be his punishment to be able to check out only "Chicken Soup for the Soul." Presumably, if you believe in Purgatory, some people will be forced to read nothing but my 501-word essays.

If you think "essay" is too fine a word, go with the second meaning -- simply an attempt. Even the best essays are attempts. It's just that the best essay writers not only try but also succeed. Good for them.

Back to marching, and if I've told this one before, sorry.

On a December night my friend Beverly and my now-husband Hugh and I marched in a Christmas parade. They had it easy; I was on stilts -- the kind you hold with your hands. We were behind a marching color guard. Hugh and Beverly were in step with the guard. I was not. Did I mention I was playing a harmonica? Beverly was singing and jangling a tambourine. Hugh was beating a stovepipe-looking percussion instrument from one of Beverly's elementary music classes.

For about seven blocks I tried to think how I could get in step. It seemed to me if I could skip just once, I'd be fine. I wanted to skip, but I just couldn't. And maybe that's why I still have all my front teeth.

Closing thought: When I took my stilt act to the nursing home, solo, all the residents seemed delighted. Maybe that's somewhere I'll someday be in step.

THIS WEEK'S

FIRST NATIONAL BANK OF FLOYDADA

The First National Bank of Floydada will be holding their annual "Christmas Open House" on Friday, December 21st from 9 a.m. - 3 p.m.

CHRISTMAS EVE CANDLELIGHT SERVICE

The First United Methodist Church in Floydada will hold a Christmas Eve Candlelight Service beginning at 6 p.m. on December 24th. Childcare will be provided.

CALVERT HOME HEALTH BLOOD PRESSURE CLINIC

Calvert Home Health holds their blood pressure clinics on every first and third Thursday of each month between 9 - 11 a.m. at the Community Room of the First National Bank of Floydada.

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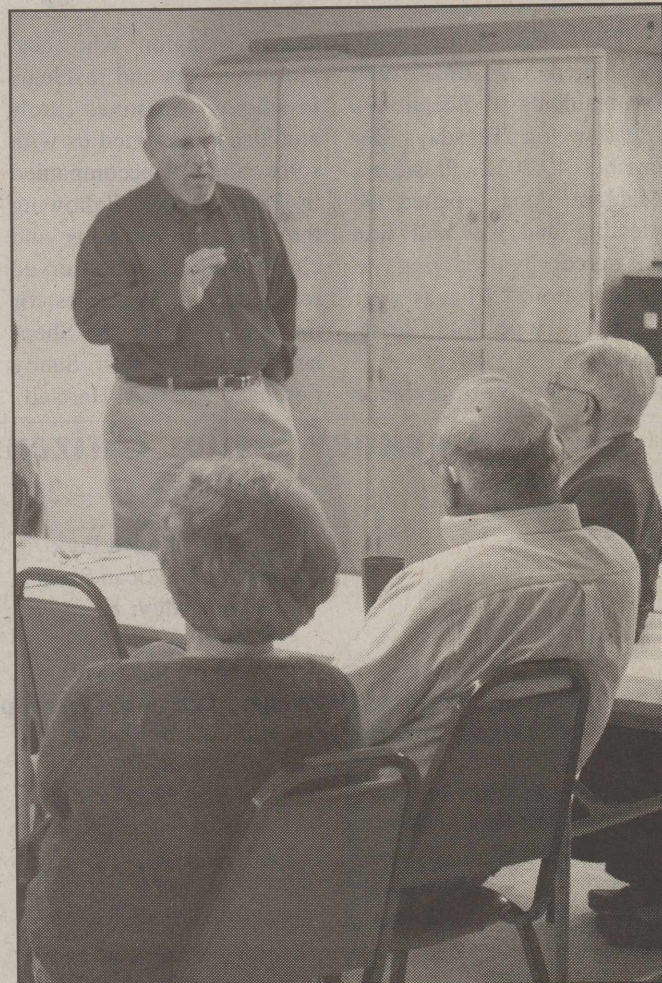


Photo by Jennifer Harbin

David True was the guest speaker at the Lockney Rotary Club last week. He made a presentation about the Honor Flight that Harold Bertrand and Cobb Gilly were two of the 137 who journeyed to Washington D.C. recently.

Texas Crop: Winter Wheat in trouble

In late September, an East Texas farmer prepares to plant small grains for winter pastures. After September, rains nearly ceased for the rest of the state, according to Texas A&M AgriLife Extension Service agent reports. (Texas A&M AgriLife Extension Service photo by Robert Burns)

COLLEGE STATION — With very dry conditions setting in, most winter wheat stands are already severely stressed.

“We had one of the driest Octobers on record in Texas, and essentially no rain at all in November,” said Dr. Travis Miller, Texas A&M AgriLife Extension Service program leader and Texas A&M University soil and crop sciences associate department head. “Most stands are still hanging on, but they can only do that for a little while with the amount of rainfall we got.”

Over the last week of September, much of the state was fortunate to get enough rain to plant winter wheat and get it emerged, but with the exceptionally dry October and November, growth has been limited and stands are at risk.

Most Texas wheat was planted late-September through mid-November, with about 6 million acres planted, according to Miller. Typically, 55 to 60 percent of the crop is grazed, and the remainder is just planted for grain. But a lot of the wheat was planted on about 1 inch of rain in the topsoil, with no deep soil moisture because of the 2011 and 2012 drought.

For a number of reasons, the loss of wheat stands would create substantial hardships for producers, he said. One, hay barns were emptied during the 2011 drought, and many cow/calf and stocker producers need winter wheat for grazing to carry livestock through the winter.

Another frustration is that 2011 was economically devastating for many producers, and historically high wheat grain prices promised some great returns on investment. And wheat futures are likely to get even higher, as Oklahoma and

western Kansas wheat growing conditions are not good.

As for grazing, if producers haven’t already gotten good growth for early grazing, they’re not likely to, Miller said.

“The reason we get good growth on fall-planted small grains is warmer temperatures and longer days, and as we get into cooler temperatures and shorter days, growth drops off,” he said. “October is usually a great month for small grain growth.”

But the story of wheat grown for grain is far from over, according to Miller.

“We can still make a decent wheat crop—don’t be mistaken about that,” he said. “If we can just keep the stands alive through the winter, and if we get some snowfall or rainfall in the spring, then it can come around.”

More information on the current Texas drought and wildfire alerts can be found on the AgriLife Extension Agricultural Drought Task Force website at <http://agrilife.tamu.edu/drought/>.

AgriLife Extension district reporters compiled the following summaries for the week of Nov. 12–19:

The 12 Texas A&M AgriLife Extension Service Districts.

Central: Overall, conditions remained very dry. Pastures and small grains were beginning to show stress from lack of moisture. Winter wheat was really starting to suffer. Light frosts in the bottoms slowed summer pasture growth. Winter pastures were slow to respond to earlier rains. Stocker producers will have to delay turning out cattle to graze on wheat and oats. The pecan harvest continued, with many pecans germinating while still on the tree.

Coastal Bend: Most areas reported below-normal temperatures with very little rain. Soils remained extremely dry, which discouraged farmers from applying fertilizer. The pecan harvest was ongoing, with good quality reported. Some areas reported ryegrass, wheat, oats

and clover for grazing looked very good, and that hay supplies were sufficient. The ratoon rice harvest was winding down. Field preparations for next season’s crops continued under favorable weather, but rain will be needed before planting in early 2013. In Wharton County, only 0.34 inch of rain was recorded so far for November, with only 0.43 inch in October.

East: There was little to no rainfall across most of the region, with cooler temperatures and morning frost. Hay harvesting ended, with fair to good supplies going into winter. Livestock producers continued weaning and selling market-ready calves and cull cows. Higher-than-normal winds dried soils. In some areas, winter pastures were slow to emerge and grow because of lack of moisture.

Far West: Without rain, the area was becoming droughty again. Temperatures were cooler, with lows in the lower 20s, the upper teens in the mountains, and highs in the lower 60s to 70s. There was a killing freeze. Winds picked up with the passage of cold fronts, increasing wildfire danger. A lack of rain and cooler temperatures continued to push grasses into dormancy. Without moisture, rangeland and pastures were rapidly yellowing and browning. Fall-planted onions were at the three-leaf stage. The last alfalfa cutting was taken, and the cotton harvest was going well. Pumpkins were harvested, pecans were rapidly maturing, and the hay and sorghum harvests were winding down. Wheat planting was about finished, with more than 90 percent of the already-planted crop emerged, but all needed rain for growth to begin. Cattle were on supplemental feed and consuming large amounts of mineral, and livestock producers were looking for alternatives. Most cattle remained in good shape. Calves weaned much heavier than last year, and the percentage of successfully bred cows was also much improved.

North: Soils still remained very dry. Small grains and winter annual pastures needed rain. Most already-planted wheat had emerged and was looking good, but needed more rain to promote growth. The soybean and sorghum harvests were ongoing. In most counties, winter pasture was looking good. Some livestock producers began to turn weaned calves in to graze winter pastures. With no measurable runoff in the last 60 days in many places, livestock ponds were at critically low levels. Feral hogs were active, with damage reported in southern Kaufman County. Titus County had its first freeze.

Panhandle: Temperatures



were above average most of the week, with no moisture reported. Soil-moisture levels mostly were very short to short. The corn, cotton and grain sorghum harvests continued. Planting of winter wheat continued. Rangeland and pastures mostly were in very poor to poor condition. Cattle were in good condition with continued supplemental feeding.

Rolling Plains: While the region got scattered showers, most everyone still needed more rain. The cotton harvest was in full swing. Some irrigated fields were producing good yields, but others were seeing below-average yields. Wheat and oats needed rain; fields looked stressed with some areas having died out. Cattle were in fair condition. Livestock producers were working remaining cattle. Pastures looked better going into winter this year than last.

South: Dry and windy conditions were the rule for the entire region during most of the week, with 40 to 100 percent short to very short soil-moisture levels in all counties. A cool front moved across the northern counties early in the week, bringing light rains, but not enough to improve soil-moisture levels. In Atascosa and Frio counties, wheat and oats were in good to fair condition. All crops were planted, and nearly all emerged. In Maverick County, forage sorghum and coastal Bermuda grass hay harvesting continued. Also in that area, nearly all grain sorghum was harvested. Zavala County cool-season vegetable growers were busy irrigating cabbage, carrots, spinach and onions. Harvesting of spinach—both for processing and the fresh market—and cabbage continued. In Cameron County,

producers were harvesting sugarcane and irrigating onions. In Hidalgo County, the vegetable, citrus and sugarcane harvests were ongoing. In Starr County, growers were harvesting late cantaloupes. Rangeland and pasture conditions continued to decline there because of cooler temperatures and low soil moisture. Summer perennial grasses were going into dormancy. The northern half of McMullen County had good pasture conditions, but forage supplies were expected to be short for the winter months in the southern half of the county as severe drought conditions continued there. Most Webb County stock tanks remained dry. Cattle body condition scores were fair.

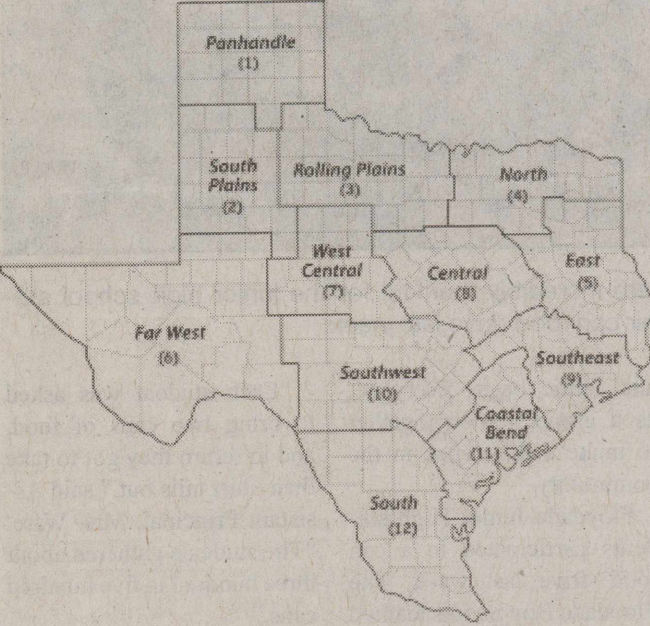
South Plains: The region had much cooler temperatures, with the early morning lows in the 20s in many counties. With freezing temperatures in the southern counties, cotton not previously defoliated was expected to soon be ready for harvest. Only Lubbock County reported receiving any precipitation, with light rains on Nov. 18. The cotton harvest was winding down in most counties, giving time for producers who haven’t yet planted winter wheat to do so. Wheat already planted and emerged needed rain. In Lubbock County, ginning was about 50 percent completed. Garza County yields ranged from a half bale to more than three bales per acre, depending on rain received during the growing season. Rangeland and pastures were mostly in fair condition. Cattle were mostly in good condition, with supplemental feeding already beginning in some areas. While conditions were improved over 2011, the region remained gripped by drought.

It was unlikely much winter wheat will have enough growth to be grazed without significant rainfall soon.

Southeast: Scattered showers benefited cool-season pastures, but many areas needed more moisture to sustain winter-annual growth. Cooler temperatures halted Bermuda grass growth. San Jacinto and Burleson counties had their first frost Nov. 15, which completely shut down warm-season perennial grass production. Armyworm infestations decreased with the cooler weather. Orange County received limited precipitation.

Southwest: Dry, windy and cooler conditions continued. Without rain, soils were drying up considerably. Rangeland and pastures continued to decline, with dormancy coming on. However, livestock remained in good condition as available grazing was still plentiful. The pecan harvest continued. Winter wheat planting was ongoing, and a good amount of hay was still being cut.

West Central: Mild daytime temperatures continued with cold nights. Very dry, windy conditions further dried soils. All areas needed rain. The cotton harvest was winding down. Fair to poor yields were reported on dryland cotton. Wheat planting neared completion, and though off to a good start, the crop was showing signs of moisture stress. Rangeland and pastures were in fair to good condition but needed moisture soon. Winter grasses were emerging. Recent freezes sent warm-season grasses into dormancy. Livestock remained in fair to good condition, with supplemental feeding increasing. The pecan harvest was in full swing.



BURN BAN continued from page 1

ter must be available at all times. Also, combustible materials, such as grass, brush, etc., must be cleared within 50 feet from the area where the welding is taking place.

Also allowed are above ground cooking grills, but they must be in a area free

from debris. Household trash may still be burned if contained within a metal barrel and located in an area free from debris. However, no burning will be allowed if wind speeds exceed 10 mph.

Not included in this ban

are “firefighting training, public utility, natural gas pipeline or mining operations, planting or harvesting of agriculture crops or burns that are conducted by a prescribed burn manager” per Section 153.048, Natural Resource Code.

HUMORIST continued from page 1

a talent for storytelling.

“One of the greatest contributions Southerners have made to the world is the stories we tell in prose, song and poetry or just by sharing a good tale with good friends,” she said. “Whether it’s sitting around the kitchen table exchanging tales over a cup of coffee, grouping in the church yard after service, congregating at the post office or huddling at the beauty or barber shop, Southerners are prolific sto-

rytellers.”

One of the aspects of her columns — read as enthusiastically by both men and women — is about Southern womanhood, and, she said, the women of Texas are just as proud of their heritage as any.

“I’ve always said that Texas women are such great Southern women,” Rich said. “There’s a certain pride in heritage and womanhood in Texas you don’t find in some other places. I applaud

the women I see when I visit Texas because there’s beauty, charm and a feminine independence that is quite admirable to me.”

In addition to her weekly column, Rich also is the best-selling author of a number of books, including “What Southern Women Know (That Every Woman Should),” “What Southern Women Know About Faith” and her most recent, “There’s a Better Day A-Comin’.”

FLOYDADA EDC continued from page 1

nual WindPower Conference and Exhibition (recognized as one of the world’s premier wind energy trade shows).

Floydada’s EDC is dedicated to facilitating the creation of primary jobs for the

City of Floydada and the surrounding area. As authorized by the State of Texas, economic development corporations may legally participate in a number of development efforts, including “the development of in-

dustrial and manufacturing concerns...the provision of land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements that are for the creation or retention of primary jobs for projects.”

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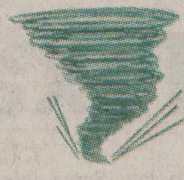
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Whirlwind News



Floydada Bands Wishing a Holly Jolly Christmas to All

By: Emily Hall Staff Writer

Every year the FISD band program holds their annual Christmas Concert. Each band played a plethora of Christmas songs to entertain the audience on December 4, 2012. The sixth grade, seventh grade and high school bands all participated.

The high school Applied Music class served refreshments, which included cookies and lemonade, to all in attendance.

"We wanted our guests to enjoy the concert and make it a memorable event," said se-

nior band member, Christina Muniz.

Songs such as "Jingle Bells", "Up On the Housetop" and even "Deck the Halls With Chips and Salsa" were performed during the concert.

"My favorite part of the entire show was when we played Feliz Navidad," said seventh grader Dora Cervera.

Attending the Christmas Concert is one of the first times of the year spectators can listen to the elementary and junior high bands.

"From the beginning of

the year I've seen much improvement," said Assistant Band Director, Andy Roberts. "Not only do we see it, but we hear it."

For all of the many seniors in the high school band, this was the last time to ever perform at the annual Christmas Concert.

"I've really enjoyed my time while being in the band," said senior Diego Cervera. "It was exciting to watch all of the younger kids enjoying their time on stage. After all, they are the future of the high school band."

Santa Clause Visits Floydada Community



By Merritt Johnson - Staff Writer

On Thursday, December 6, 2012, Floydada's community gathered together in the courthouse pavilion for Santa on the Square. The town square was decorated in bright, colorful lights that made all guests feel welcomed. A line of eager children formed underneath the pavilion to visit and tell Santa what gifts were wanted on Christmas.

"I want a four wheeler," said Zaiden An-

derson.

Parents also snapped pictures of their kids sitting on Santa's lap during the event.

"My favorite part about the Santa on the Square was taking pictures with Santa," said Edgar Cervera.

The special occasion has increased Christmas merriment throughout all of the schools and general public.

"I love Christmas because Jesus was born on that day," said Averi Anderson.

A.B. Duncan Hosts Another Successful U.I.L. Meet

By Malorie Alaniz- Staff Writer

On December 6, 2012 A. B. Duncan Elementary hosted the annual UIL academic contest for the second year in a row. Students in grades from second to fifth grade competed in a variety of events. The teachers and administration put in a large amount of time and effort into organizing this competition.

"We had to contact the other districts and have them send in all of their entries. Then we had

to place them in a book that we also had to make," said Assistant Principal, Robin Nixon. "Also, we prepared food for the coaches and administrators from the other schools."

There were different jobs for everyone involved in hosting the academic contest.

"I was in charge of printing off all of the contests tests and preparing the contest rosters," said UIL director, Rita Cox.

Many of those involved in assembling the UIL completion were excited to host it again.

"We felt that after last year we knew what we were doing so we decided to volunteer to do it one more year," said Nixon.

The administration and coaches enjoy being able to help students learn things outside of the classroom curriculum.

"I like that I am able to provide academics on another level for students," said Cox. "I enjoy that we can compete academically, and I am able to join the students in their successes."

Making a Difference, One Can at a Time



The Floydada Boy Scouts were incredibly thankful for the junior high school students' help and support in their can food drive last week.

By Mattie Sanders - Staff Writer

Every day, kids file into classrooms with the regular necessities for the day: pencils, paper, laptops, erasers, and many more. A different assortment was found this past week. Cans of vegetables, soup, and other yummy foods were taken to the school in paper, plastic,

and fabric bags. Everyone, as a group, joined together to make a difference in the community.

Floydada Junior High students participated in a can food drive last week. The Floydada Boy Scouts teamed up with the junior high school to donate cans to the cause dedicated to helping citizens in Floydada.

"Each student was asked to bring two cans of food, and in return they got to take their shirt tails out," said Assistant Principal, Mrs. Ware. "The students gathered about three hundred to five hundred cans."

The community greatly benefited from the cans of food gathered by Floydada's youth this holiday season.

Whirlwinds Dominate at Anton Tournament

By Hunter Schwertner - Staff Writer

On the weekend of November 29 through December 1, 2012, the Floydada Whirlwind Varsity basketball team competed in the 50th annual Anton Tournament.

Through hard work and determination, the team came out on top and was awarded the Championship title.

"We take practice seriously and trust that our coach will

put us in the best possible position to win," said team member, Jordan Woody.

Not only did the Whirlwinds win the meet, but also brought back several awards.

"It's great to win an award like the MVP award for the entire tournament," said Woody. "It's a special honor, and I'm glad someone on our team got it."

Other members were also selected to be apart of the All-

Tournament Team. Among those were senior, Tyler Renfro and sophomore, DeAndre McCann.

"It was a privilege to be awarded with this title," said Tyler Renfro.

This season, expectations are running high for this team.

"I expect them to improve greatly during the preseason and then contend for the district championship," said head coach, Troyce Renfro.

Meet the New Teacher at FISD

By Carly Carthel- Staff Writer

FISD welcomes a new teacher! Mary Kaye Mapp, from Hart, Texas, is the new Pre-K teacher for A.B. Duncan Elementary. Miss Mapp acquired her Bachelor's in Early Childhood/General Elementary from Wayland Baptist University. She enjoys spending time with her family, being outdoors, gardening, and doing house renovations. She also enjoys college football and is an avid Texas Longhorn fan.

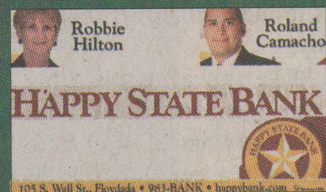


New Year, New Scholarship Opportunities

By Homero Ramirez-Staff Writer

The Chegg \$1,000 New Year's Scholarship was created to award hard working students wanting to pursue a higher education. Chegg believes that college is expensive and is always trying to find fun, meaningful, and diverse things to help students pay for their college education. Contestants for this scholarship need to write two to three sentences (500 character max, including spaces and punctuation) in response to the topic, "Share a lesson learned from the past and explain how you'll apply it in 2013." The deadline will be on January 31, 2013. For more details concerning this scholarship and others refer to the links below. Some scholarships may require the creation of a profile to access them; it should take no more than five minutes.

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<http://www.onechildafrica.org/essaycontest/>

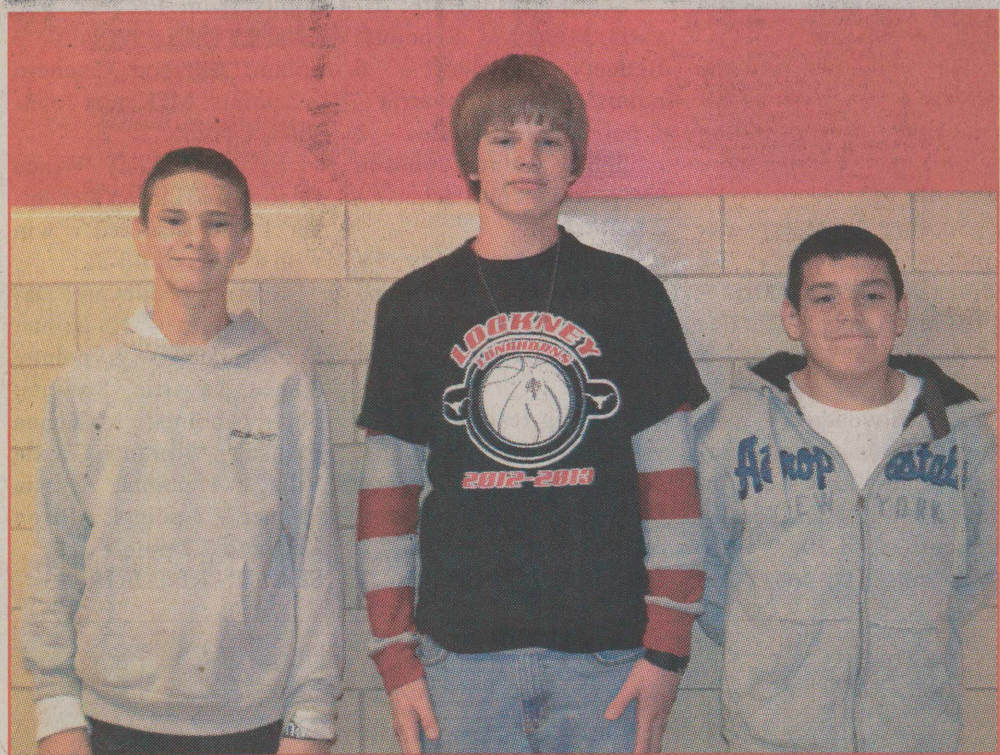




Longhorn News



Lockney Bands



Junior High:

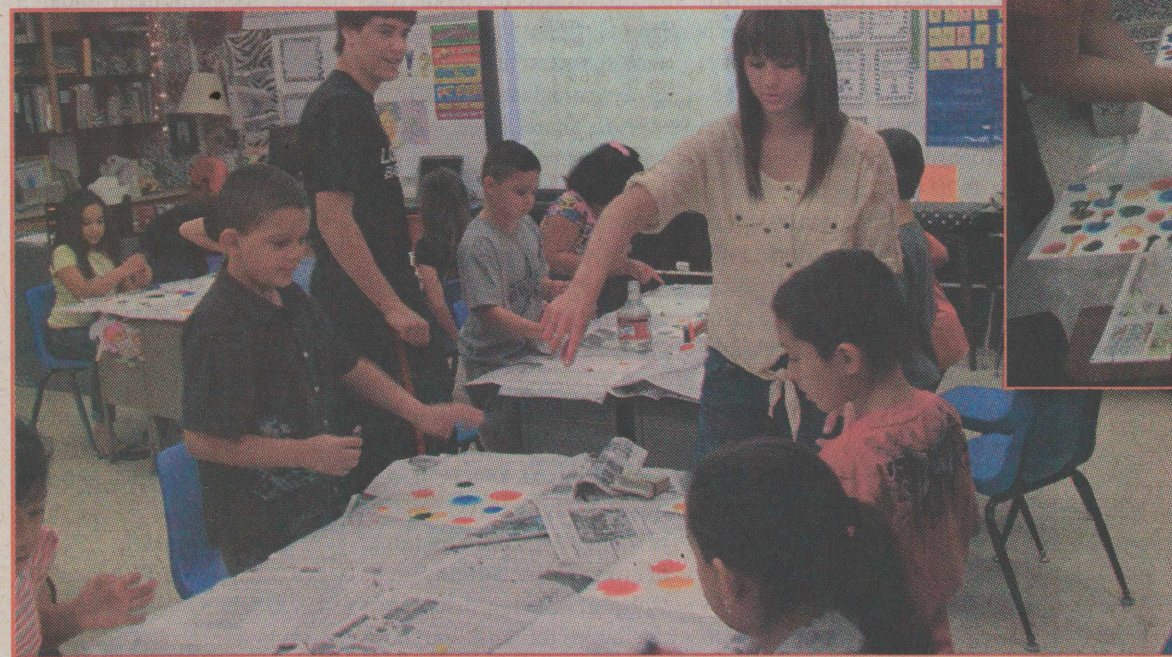
Three Lockney Junior High students earned spots in the ATSSB Junior High All-Region band on December 1st against other 1A schools throughout the region. Luke Kasner earned 1st chair snare drum, Lawson Sullivan received 12th chair trombone, and Jonathan Rodriguez earned 4th chair alto saxophone. They will perform in January with the Junior High All-Region band in Lubbock.



High School:

Levi Kasner competed against 1A, 2A, and 3A high schools throughout the region on December 8th at Lubbock-Cooper high school. Levi received 5th chair alto saxophone, making him the first Lockney student to make the Honor Band as a freshman. He will perform with the High School Honor Band at the Civic Center in Lubbock in January.

Stain glass art project



Mrs. Lambert's Child Development class went to the 2nd grade to make stain glass windows using karo syrup and food coloring. Assisting students with their stained glass project are Whitney Ascensio, Heather Fierros, Kameron Hunt, David Johnson, and Isabella Rodriguez.

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LOCKNEY SCHOOL

Lady Horns compete in Shallowater Tournament

The Lockney Lady Horns played in the Shallowater tournament last week.

In the first game of the tournament they played Abernathy and won by a score of 55-48. Leading scorers were Tanae Ramos – 15 points; Alexis Rodriguez – 14 points; Mary Sammann – 11 points; Alanie Rendo – 10 points.

In their second game of the tournament they went up against Shallowater and found themselves behind at the final buzzer by a score of 54-20. Leading scorer was Tanae Ramos with 12 points.

Lockney 8th grade boys improved record to 3-1 with win over Ralls

By Coach Ragland

The Lockney 8th grade boy's basketball team improved their record to 3-1 this season defeating the Ralls Jackrabbits by a score of 33-20 Monday night in Lockney. The team was led in scoring by Trevor Ascencio with 12 points, Jonathan Rodriguez with 9, Josh Guerrero with 4, and Luke Kasner, Jeremiah Bernal, Jacob Ochoa, and Jaden Butler each added 2 points.



Photo by Jennifer Harbin

Little Longhorns: (back row) Maliea Huerta, Derek Luna, Tyra Rosales, Carly Rendon, Armando Reyes, Jadin Lara; (middle row) Aubrey Urrutia, Jessica Solis, Bryson Klein, Javier Gayton; (front row) Mereyaiah Lara, Victoria Salazar.

Lockney girls defeats Kress 73-27

By Coach Lisa Schumacher

Score by Quarter:

Lockney 32 48 63 F 73
Kress 5 12 22 F 27

Those scoring for Lockney: Kennedy Hallmark 6, Alanie Rendon 7, Tanae Ramos 21

Alexis Rodriguez 12, Whitney Ascencio 8, Mary Sammann 6,

Rayann Race 7, Darby Long 2, Heathere Fierros 4

Lockney Longhorn JV wins big over Kress

By Coach Dunn

The Lockney JV boys played host to the Kress JV team and won by a score of 56-22.

Scoring results are as follows: Mauricio Davila – 4 points; Daylen Gatica – 4 points; Eli Guerra – 2 points; Derick Patel – 7 points; Ignacio Ascencio - 5 points; Will Prayor – 4 points; Colton Verdine – 2 points; Tevin Phillips – 9 points and Ruben Ascencio – 18 points.

Lockney Longhorns victorious over Kress, fell short at tournament

By Coach Josh Strickland

The Lockney Longhorns got back on track with a 64-49 victory against the Kress Kangaroos on December 4th. Throughout the first three quarters the game went back and forth with Kress owning a one point lead going into the fourth. Finally, the Horns dominated the fourth quarter outscoring the Kangaroos 25- 9. Landry Kidd had a game high of 20 points and 10 rebounds. Ian Dunbar scored 15 points and Ky Teeter added 11 points. The win pushes the Horns record to 3-6 for the year. Next on the schedule for the Lockney Longhorns is the Claude Tournament December 6th, 7th, and 8th.

Over the weekend, the Lockney Longhorns played in the Claude Tournament compiling a 0-2 record. On Thursday the Horns played the 15th ranked Happy Cowboys and fell just short in a 61-66 loss in overtime. Andrew Hooten led the Longhorns in scoring with 17 points. While Ky Teeter put in 14 points and Landry Kidd also had 13 points. Then on Friday the Horns competed against Boys Ranch and lost 33-62. Landry Kidd led the way in scoring for the Horns with 12 points and Ky Teeter added 11 points. Both losses during the tournament brings the Longhorns overall record to 3-8. Lockney's next game is on December 11th on the road versus Swifts of Nazareth.

Lockney Longhorns competed in Childress Tournament

By Coach Strickland

On the first weekend in December, the Lockney Longhorns competed in the Childress Tournament.

On Thursday the Horns played Childress and lost 27-64. Ky Teeter led all scores with 10 points. Landry Kidd added 7 and Nathan Caballero scored 4.

Later on Thursday night, Lockney played Electra and fell short 42-43. Ky Teeter led the way with 14 points, Ian Dunbar also put in 11, and Landry Kidd had 9.

On the next day, the Horns played the Paducah Dragons and lost 30-49. Ky Teeter scored 12 points and Ian Dunbar added 9. Finally, on Saturday Lockney played Childress JV and won 42-26. Both Landry Kidd and Ky Teeter had 12 points and Nathan Caballero put in 8 points. Overall the Longhorns were 1-4 in the tournament.

LOCKNEY SCHOOL MENU

December 17 – December 21

Monday
Breakfast-French toast or cereal, toast, juice, milk
Lunch- Chicken penne, garden salad, baby carrots, apple slices, breadstick, milk

Tuesday
Breakfast- Pizza or cereal, toast, juice, milk
Lunch-Taco salad, salad, corn, fresh fruit, milk

Wednesday
Breakfast-Cheese toast or cereal, toast, juice, milk
Lunch-Steak fingers, potatoes, green beans, apple & pineapple, milk

Thursday
Breakfast- Scrambled eggs or cereal, toast, juice, milk
Lunch-Quesadilla, black beans, baby carrots, orange smiles, milk

Friday
Breakfast-Cinnamon roll or cereal, toast, juice, milk
Lunch- Sack lunch pizza, veggie cup, apple, milk

FARMPROGRESS.COM - Is Drought Really Over In Texas?

After the historic 2011 Texas Drought, and many months of extremely hot and dry weather in 2012, farmers and ranchers finally welcomed some timely rains in September and early October in the state.

But then late October became dry, and November turned unseasonably warm, dry and extremely windy for a long string of days.

Then the El Nino weather cycle that was supposed to bring a lot of wet weather by November just wimped out. El Nino is a warming of the surface water of the Central Pacific. This generally means a return to wetter conditions. It did for a short while—more rain in some places than others—but then just faded away.

Steve Lyons, meteorologist in charge, National Weather Service forecast office, San Angelo, Texas, puts it bluntly—and sadly.

“The El Nino watch has been discontinued,” Lyons laments. “Don’t expect any big blockbuster rain from El Nino.”

That doesn’t mean there won’t be some rain—somewhere—this winter, but the forecast is just not as encouraging as before. But typically, he adds, although rainfall is possible, Texas doesn’t generally get a lot of rain in winter.

What’s more, Lyons says Texas farmers and ranchers can expect slightly above average temperatures.

The wind just howled on several November days across the Rolling Plains and High Plains of West Texas. That’s really bad on robbing some of the water that had been caught from previous early fall rains.

“This area is very high evaporation,” Lyons says of West Texas. “Hot, windy days really remove water from catchments.”

Indeed, Lyons notes that evaporation rates can double in some years.

“So much water is wasted to evaporation,” he says.

Stock tanks that are very deep and have less surface area, do not suffer as much evaporation as shallow tanks and ponds with a large surface area, Lyons notes.

Wheat this winter Market uncertainties and weather could impact wheat growers in Texas this winter, says a Texas A&M AgriLife Extension Service marketing expert.

Much of the uncertainty stems from whether the drought is over, the grain market, and how much wheat will be available for grazing.

Dr. Mark Waller, Texas A&M AgriLife Extension economist in grain marketing and policy, College Station, says most of the state’s winter wheat got a boost from late-summer and early-fall rains. A lot of wheat emerged to a good stand, and by late October was even

providing forage for grazing by some stocker cattle.

But some producers may opt to go for grazing and grain—or even solely grain production, if prices remain strong.

“From a traditional standpoint, grain prices are high,” he says. “We’ve been trading in a kind of sideways pattern since June, if you look at future market prices. A lot of that is because grain supplies are tight, and not only wheat supplies. If you look at what happened with the drought in the Midwest, we’re likely to see pressure for more wheat to go toward feeding because there is a shorter corn crop.”

“Some of those look like relatively profitable decisions right now,” Waller adds. “With prices at these levels, they at least have something to consider—it’s better than having low prices, but there’s a lot of uncertainty right now.”

The promised El-Nino losing its vigor, also adds to the uncertainty of winter wheat in Texas.

Waller notes that as recently as August, forecasters, including those at the National Oceanic Atmospheric Administration’s Climate Prediction Center, had been expecting a stronger than average El Nino to develop in the tropical Pacific.

A strong El Nino—that could have increased chances for wetter weather—would have been just what the

winter wheat crop needs.

In addition, because 2011’s Exceptional Drought zapped so much subsoil moisture, this winter wheat crop will need greater-than-average rainfall just to show an average performance.

“The markets by this time would usually start to decline, but we’re still looking at enough uncertainty, especially with changes in the weather forecast, that we may not see as much rainfall as earlier expected this year.”

“Those of us in areas where we’re looking to buy hay have a little more opportunity to be selective, as last year it was more ‘take what you can get.’”

Water-robbing brush also could be more of a problem. Bob Lyons, AgriLife Extension range specialist at Uvalde, says areas of bare ground that resulted from the 2011 Texas Drought gave mesquite an opening for mesquite beans to sprout and increase mesquite brush. Time will determine the degree of that.

Meanwhile, Steve Lyons at the NWS says dry conditions could get worse in Texas from November to January 2013, and the drought especially could intensify from Lubbock north to Amarillo.

More information on the current Texas dry conditions and wildfire alerts can be found on the AgriLife Extension Agricultural Drought Task Force website.

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AGRICULTURE



U.S. Representative Randy Neugebauer

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Neugebauer Calls for SOS: Stop Outrageous Spending

WASHINGTON, DC— Today, (Monday, December 10th) Congressman Randy Neugebauer (TX-19) announced a week-long initiative to draw attention to out-of-control government spending. Neugebauer is calling for an SOS to Stop Outrageous Spending.

On January 1, 2013, unless Congress and the President reach an agreement, current tax rates will expire and automatic, across-the-board defense cuts will go into place. The two events will have dramatic effects on the U.S. economy, and are being jointly referred to as a "fiscal cliff."

"President Obama wants to raise taxes on the top 2% of earners, even though these are frequently small

businesses that provide jobs for our communities. Republicans are opposing that option," Neugebauer stated. "But I'm concerned that we're missing a fundamental truth: America does not have a tax problem. We have a spending problem."

The U.S. currently holds over \$16 trillion in debt and 2012 marks the fifth consecutive year the country has run deficits greater than \$1 trillion.

"Not only is our debt massive, but it's growing at an alarming rate," Neugebauer said. "When you run up your credit card debt too high, you don't say, 'Well, my employer will have to take care of this by giving me a raise.' But that's exactly what the Administra-

tion is trying to do. They're asking taxpayers for a raise so that they can keep spending irresponsibly."

Neugebauer will be highlighting examples of outrageous spending throughout the week via Facebook, Twitter, and his website.

"Any successful debt solution will require far greater cuts than these programs can give us. And we'll need serious discussions about how to bring Social Security, Medicare, and Medicaid back into balance. I also believe that we need a simpler, fairer tax code that eliminates loopholes," Neugebauer said. "But I hope that by calling attention to this outrageous spending, we can start discussions on how to rein it in."

Applications for Conservation Programs Being Accepted at NRCS Offices Statewide

TEMPLE, Dec. 7, 2012— Applications for funding opportunities with the USDA's Natural Resources Conservation Service (NRCS) Environmental Quality Incentive Program (EQIP) are currently being accepted at all NRCS offices across Texas.

NRCS in Texas has received its initial allocation of EQIP funding for 2013 and will begin ranking and obligating EQIP contracts after February 15. All agriculture producers interested in submitting an EQIP contract application for 2013 should do so before this ranking deadline.

EQIP is a voluntary, continuous sign-up program that allows landowners or operators to apply for financial and technical assistance for the application of specific conservation practices; but the deadline for the first 2013 funding is February 15, 2013. Contracts are offered periodically depending on budget-

ary allocations. Applications made after the deadline will be considered in the next funding cycle. Higher priority will be given to those applications that address national, state and local priorities and provide higher cost efficiency.

NRCS encourages any person interested in participating in their programs to contact their local field office, usually located at the county seat.

EQIP offers technical and financial help to install or implement structural, vegetative, and management practices that can benefit the soil, water, air, plants, livestock, and wildlife. Each county in the state is funded yearly to assist producers financially with these land management practices.

Last year, NRCS in Texas funded over 4,000 EQIP contracts with \$76 million to accomplish conservation practices such as irrigation efficiency, minimum tillage, brush management and more

on 2.1 million acres across the entire state. In addition to helping our environment, Farm Bill conservation program funds support rural communities. In Texas, it is estimated that each dollar of NRCS and private matching expenditures on NRCS conservation programs generates an additional \$2.54 in sales of goods and services.

For more information, including eligibility requirements, call the USDA Service Center office serving the county where your land is located. Service center locations and program information can be found on the Texas NRCS Web site at www.tx.nrcs.usda.gov

USDA is an equal opportunity provider, employer and lender. To file a complaint of discrimination, write: USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice), or (202) 720-6382 (TDD)

Winter Water Level Measurements Underway

HPWD personnel visiting area well sites to collect water level data

High Plains Underground Water Conservation District personnel are now visiting area well sites to make Winter Water Level Measurements to determine the effect of 2012 pumping on groundwater levels of the Ogallala Aquifer within the district's 16-county service area.

These measurements are made in a network of more than 1,250 privately-owned water wells. These observation wells are spaced at a density of about one well per nine square miles throughout the district.

A depth-to-water level measurement is made by lowering a steel tape to a predetermined depth in the observation well.

The first few feet of the tape lowered into each well is coated with carpenters' chalk, which turns a darker shade of blue when it contacts water.

The distance from land surface to the static water level is determined by subtracting the amount of tape with the darker blue chalk from the total feet of steel tape extended into the well.

After the measurement is made, a blue vinyl sticker with the observation well number, the depth-to-water level measurement, and the date of the measurement is affixed to the well equipment or other appropriate surface near the well site.

High Plains Water District personnel measure the same wells in the observation well network each year as long as the individual wells are accessible and continue to provide satisfactory data.

The current depth-to-water level measurements in individual wells are compared to those of previous years to determine the average annual change in water levels in the Ogallala Aquifer within the district.

Maps showing the loca-

tion and well number of the observation wells in each county or portion of a county served by the Water District are published each year in The Cross Section, the district's free monthly newsletter.

This special issue also contains tables listing observation wells in each county within the district and the average annual change in water levels for one year, five-year, and 10-year intervals for each well.

Persons wishing to receive The Cross Section should contact Carmon McCain, Information/Education Group Supervisor, at (806) 762-0181 or by e-mail at info@hpwd.com.

Created in 1951 by local residents and the Texas Legislature, the High Plains Underground Water Conservation District No. 1 is charged with conserving, preserving, protecting, and preventing waste of groundwater within its 16-county service area.

Texas farmers are unintentional victims of FDA closure of Sunland

LUBBOCK, Texas (November 29, 2012) – This week, the U.S. Food and Drug Administration suspended Sunland, Inc.'s registration as a food facility – an execution of the Food Safety Modernization Act of 2011 to ensure the safety of food products for Americans. However, yet to be acknowledged are the many Texas farmers still waiting for payment on the peanuts they have contracted and delivered to the company.

Sunland is the country's largest organic peanut butter manufacturer and specializes in processing Valencia peanuts – a low-yielding variety that requires extra attention to ensure the crop's success.

"Farmers are the unintentional victims of FDA's closure of the plant," TPPB Executive Director Shelly Nutt said. "The men and women who worked hard nurturing their peanut crop this past year are left wondering when or even if they will be paid."

"I know farming is uncertain," Haldon Messamore,

a farmer in Sudan, Texas, said. "I plan for drought, wind, hail, early freeze and fluctuating markets. But I didn't plan on getting caught in the middle of a battle between a big food company and big government agency."

The situation needs to be resolved in a timely fashion, according to Brent Nelson, another farmer from Sudan.

"There seems to be a major disconnect between FDA and Sunland in resolving this issue," Nelson said.

Though Sunland may have insurance or reserves to sustain itself through the coming months until the situation is resolved, farmers cannot continue waiting to be paid for their peanuts.

"What other business or household could continue if one-third of their revenue is in limbo?" Messamore said.

The financial burden this is placing on farmers doesn't just stop with them and their families; it goes on to the businesses and

communities supported by them.

"There's a ripple effect of who is impacted by this," Brent Nelson, a farmer from Sudan, explained. "It may start with the farmers, but it goes on to the people we do business with and the causes we donate to. From equipment dealers and bankers to restaurants and churches, there's no part of the community that remains untouched by this situation."

"I'm getting calls from nervous landlords and lenders who want answers, and I have none," Messamore said.

While we need to have measures in place to ensure a safe food supply for consumers, the process needs to move at a pace that will relieve the farmers' financial burden soon.

"I know FDA was aiming at Sunland but their shot hit the farmers too," Nutt said. "Something needs to be done soon to address the economic hardships this has caused for farmers in the region."

HIGH PLAINS HARVEST NEARS COMPLETION

By Mary Jane Buerkle

Very little cotton currently remains on the stalk on the High Plains, and gins are running continuously to ensure that the 2012 crop is processed in a timely fashion. Some gin managers expect to be finished by

Christmas while others will continue on into the new year.

Although the latest figures from the National Agricultural Statistics Services will not be released for another couple of weeks, PCG estimates a crop of about 3.4 million bales, based on reports from area gins.

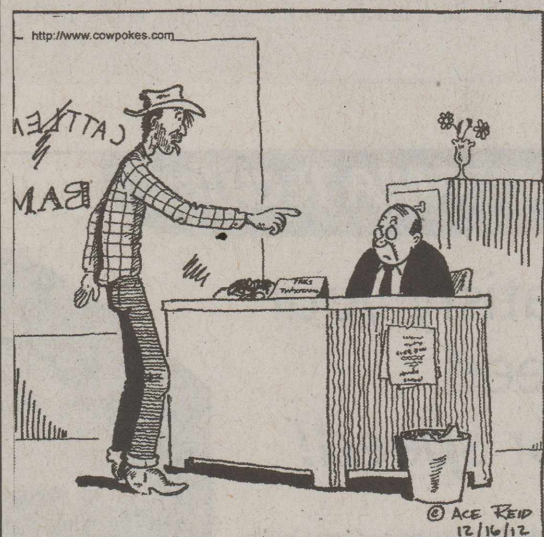
Area classing offices remain very busy, as Lubbock has surpassed the 1.7 million bale mark and Lamesa

is approaching 500,000. Quality remains good, with more than 80 percent of cotton classed in the Lubbock office at colorgrade 11 or 21 for the week ending Thursday. Average leaf grade for the week was 2.49 and average staple was 35.43. Average strength was 29.97g/tex and micronaire 3.78 for the week.

However, bark remains an issue at almost 30 percent. Typically, bark is

in the 10 percent range, and last year's average was 16.6 percent. This could be caused by a wide array of factors, but it primarily depends on the condition that cotton is in when it is harvested. The early freeze may have had an impact.

COWPOKES® By Ace Reid



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“COTTON NEWS”

FROM THE NATIONAL COTTON COUNCIL

Monday, December 17, is the last day for discounted room rates will be offered by the Marriott Rivercenter/Riverwalk hotels in San Antonio. Those are the headquarter hotels for the 2013 Beltwide Cotton Conferences, set for January 7-10, 2013.

The National Cotton Council urges cotton industry members, university and USDA researchers, Extension personnel, consultants, equipment and service providers – anyone with a stake in a healthy U.S. cotton production sector – to make your housing reservations now for this world-class information forum.

Housing and Conferences registration instructions, along with a schedule of events and general information are at “http://www.cotton.org/beltwide” \t “_blank” http://www.cotton.org/beltwide.

The Conferences will open on the afternoon of January 7 with the Consultants Conference in the Marriott Riverwalk Hotel. That session is open to everyone and includes a noon luncheon. The program begins at 1 p.m., and attendees will get to hear such timely updates as:

--Dr. Jim Bordovsky with Texas A&M AgriLife Extension in Plainview, discussing many of the issues his group has been involved in for both drip and pivot irrigation.

--Dr. Jeff Gore, Mississippi State University, Stoneville, Miss., reporting on insecticide performance.

--Weed scientists from the Mid-South and Southeast, who will elaborate on various practices that may be described as the “Second Generation of Weed Resistance Management” and that are an important part of an integrated pest management program.

The Production Conference General Session begins on Tuesday January 8, in the Lila Cockrell Theatre (Henry B. Gonzalez Convention Center).

Three Texas A&M University faculty members have been invited to address the general session. Dr. John Nielsen-Gammon, Texas State Climatologist will provide his thoughts related to past and current weather patterns and what to expect for the 2013 season. Dr. Gaylon Morgan, State Extension Cotton Specialist, will provide a review of the 2012 season for the entire Cotton Belt. Dr. Paul Baumann, state leader for AgriLife Extension weed science activities, will provide an overview of herbicide resistance in Texas.

John Maguire, National Cotton Council, Washington D.C., will provide a Washington update. Joe Nicosia, Allenberg Cotton Company, Cordova, Tenn., will end the general session with a 2013 market outlook.

Production Conference Workshops will run from 10:30 a.m. January 8 until noon January 9. Topics include:

Varieties: New varieties will be discussed in New Developments From Industry and variety testing will be discussed in the Extension Cotton Specialist Workshop.

Conventional Cotton: Back to the Future II Workshop: Breeders, weed scientists, entomologists, agronomists and economists discuss the use of conventional cotton varieties.

Future Technology and Tools Workshop: Industry updates on 2,4-D and dicamba technology and Dr. Peter Dotray, Weed Scientist – Lubbock will discuss past, present, and future weed management systems. Tolerance of varieties to dicamba and glufosinate will be discussed in the Extension Cotton Specialists Workshop.

Fertility: Cotton Soil Management and Plant Nutrition Special Session – Fertilizer Stabilizers; Sensor-based fertility will be discussed in the Precision Ag Workshop.

Precision Ag: Practical and Profitable Practices for Precision Agriculture Workshop Social Media: Speakers will discuss how to effectively utilize social media in your business.

Register now at “http://www.cotton.org/beltwide” \t “_blank” http://www.cotton.org/beltwide.

STUDY FINDS HIGH PLAINS CROP PRODUCTION SUPPORTS 103,000 JOBS

An economic analysis conducted by Texas Tech University and Texas A&M AgriLife Extension found crop production supported more than 103,000 jobs and generated more than \$12.2 billion in economic activity in 2010 in the Texas High Plains region. Those findings come from a new, first of its kind economic model that can now be used to measure the economic effects of different policy options such as changes in water regulations, energy costs, and federal farm programs according to one of the leaders of the research, Darren Hudson, Ph.D., the Larry Combest Endowed Chair for Agricultural Competitiveness at Texas Tech.

“We’ve always known crop production was a huge part of the economy of this region, but now we have a comprehensive model that can measure in dollars and jobs the total amount of economic activity generated by growing, selling and processing crops in the Texas High Plains,” Hudson said at a press conference held today in Lubbock. The measures in the study reflect the impact of a wide variety of economic activity including production costs, such as buying seed, fertilizer, fuel, labor and equipment, as well as post-production processing of crops in the area, including livestock and dairy usage, cotton gins, grain elevators and other relevant processing.

Texas A&M AgriLife Extension Program Specialist Bridget Guerrero, Ph.D., a lead researcher on the study, elaborated that the study also includes the effects of the spending by businesses and individuals who earn income from all of these activities.

“This is a unique approach to this kind of analysis that isn’t done anywhere else in the country,” Guerrero said. “We’re really on the forefront of being able to determine the full impact of agricultural production to the regional economy, and not just a piece of it.”

Economists will use this newly developed model to assess the economic impact of potential policy changes, including changes in regulations on using groundwater for irrigating crops.

The study used a five-year average (2006-2010) of crop production in 41 counties in the Texas High Plains. The crops analyzed were alfalfa, corn, corn silage, cotton, peanuts, grain sorghum, sorghum silage and wheat.

The research project was launched in April 2010 through financial contributions from Texas commodity groups. Representatives from five water districts and six commodity groups serve on a steering committee for the project.

Funding for this research was made possible by North Plains Groundwater Conservation District, Plains Cotton Growers, Inc., Texas Corn Producers Board, High Plains Underground Water Conservation District, Panhandle Groundwater Conservation District, Select Milk Producers, Texas Association of Dairymen, Texas Cattle Feeders Association, Texas Farm Bureau, Texas Seed Trade Association, Texas

Sorghum Producers, Texas Wheat Producers, and Texas Peanut Producers Board.

COTTON INCORPORATED LAUNCHES ROAD TO THE RUNWAY CAMPAIGN

FROM THE COTTON BOARD

Cotton Incorporated recently announced plans for their second annual Cotton’s 24 Hour Runway Show that will take place in South Beach, Miami from 8 p.m. (EST) March 1, 2013 through 8 p.m. (EST) March 2, 2013. This follows last year’s groundbreaking debut showcasing the vast fashion versatility of cotton.

The 24 Hour Runway Show featured a different cotton outfit every minute for 24 hours. The event was the first of its kind and garnered nationwide media attention from outlets such as MTV and Entertainment (E!) Network.

Leading up to this year’s event, Cotton Incorporated will execute a campaign deemed “Road to the Runway” as a way to showcase the diverse cotton styles across America. The Road to the Runway phase launched on November 12, 2012 and ends January 7, 2013. During this time, participants can submit images of their favorite cotton style for a chance to win a weekly prize of \$1,440 and compete to be one of six Grand Prize winners to win \$2,500 and a VIP trip to experience Cotton’s 24 Hour Runway Show in South Beach. Cotton Incorporated’s Road to the Runway Style Search Squads will be going to 34 local markets to help uncover some of the hottest cotton street styles, but submissions can also be uploaded to “http://www.people.com/cotton24hours” \t “_blank” http://www.people.com/cotton24hours.

To capture and share the best looks, Cotton Incorporated is partnering with People StyleWatch and has enlisted six high-profile fashion bloggers to help uncover the intricacies of the local cotton styles in their region, provide accessible fashion tips and insight, bring a local flavor to Cotton’s 24 Hour Runway Show and rally consumers in their cities to show their cotton styles.

From January 8, 2013 to February 12, 2013, Cotton Incorporated is asking America to decide which contestant best represents the cotton style for their region. All voters will be entered for a chance to win \$1,440 each week. Then, from February 13, 2013 to February 27, 2013, consumers can “like” their favorite region’s cotton style Pinterest Board on Facebook at Facebook.com/cotton for a chance to win a trip to South Beach for a shopping spree accompanied by a Cotton stylist.

The event brings to life the company’s iconic “The Fabric of Our Lives®” television campaign, which currently features a day in the life of Camilla Belle and Emmy Rossum, including their own favorite cotton fashions.

The Road to the Runway will culminate at Cotton’s 24 Hour Runway Show, which will feature 1,440 cotton looks – one per minute. “Cotton’s 24 Hour Runway Show” proves that cotton, more than any other fiber, can offer the versatility to suit every lifestyle, at any budget at any time of day. We’re excited to prove this yet again with a whole new selection of styles that represent every corner of America,” says Ric Hendee, Senior Vice President of Consumer Marketing, Cotton Incorporated. “Cotton News” is a weekly publication of Plains Cotton Growers, Inc. For additional information contact PCG at 806-792-4904

Cold and Flu Season Quickly Approaching

The Nation’s Emergency Physicians Want You To Know The Difference Between Them and What You Can Do To Stay Healthy

WASHINGTON — As temperatures go down, remember that the threat of the common cold and influenza traditionally rises. The nation’s emergency physicians want to make sure you know the difference between the two and what, if anything, you can do to prevent from getting either. Prevention is key. Get your influenza vaccination.

“It’s hard to escape the common cold or the flu,” said Dr. Andrew Sama, president of the American College of Emergency Physicians. “It can be even more difficult telling their symptoms apart at times.”

Flu: Seasonal influenza, which is commonly known as “the flu” may affect between 5 to as high as 20 percent of the U.S. population depending on the year, according to the Centers for Disease Control and Prevention (CDC). More than 200,000 people are hospi-

talized each year for flu-related complications and about 36,000 people die each year from the flu.

Older people, young children, pregnant women and those with certain chronic health conditions are at higher risk. It spreads from person to person by direct contact or through virus-infected droplets coughed or sneezed in the air. The best way to protect against the flu is to get vaccinated every year. The ideal time for that is usually before flu season begins — which typically peaks in January and will last through about March.

Signs and symptoms of the flu may include:

- High fever (usually 100 degrees F to 103 degrees F in adults and often higher in children)
- Chills
- Headache
- Fatigue
- Muscle Aches
- Dizziness
- Loss of appetite

- Dry cough
- Sore throat
- Runny or stuffy nose
- Weakness
- Ear Infection
- Diarrhea

Call your primary care doctor or go to the nearest emergency department if you feel it’s necessary and if symptoms are severe or worsen.

ACEP is the national medical specialty society representing emergency medicine. ACEP is committed to advancing emergency care through continuing education, research and public education. Headquartered in Dallas, Texas, ACEP has 53 chapters representing each state, as well as Puerto Rico and the District of Columbia. A Government Services Chapter represents emergency physicians employed by military branches and other government agencies.

Hesperian-Beacon Market Place

Phone: 806-983-3737 • Email: fchb.editor@yahoo.com 201 W. California, Floydada

Houses for Sale

LARRY JONES REAL ESTATE—LARRY S. JONES, BROKER—FLOYDADA

- Great 3 bed-2 bath home with 2-car garage with workshop/office.
- Excellent 3 bed-1 bath home with 1 car garage in great neighborhood.
- Corner home with 2 bed-1 bath and 2 living areas with 1 car carport.
- Cozy 3 bed-1 bath home with carport in country with 3.6 acres.
- Call Dedra at 543-7540 for more details or appointment.

tfn

HOUSE FOR SALE—111 J.B. Avenue, Floydada. 3-2-1 with sunroom, keyless entry, storm cellar, fireplace, RV pad, ceiling fans. Assiter and Associates #011550. Call 806-777-5577.

FOR SALE BY OWNER: Large 3 bedroom 2 bathroom home with 2 car garage and 3 car carport, sprinkler system, and fireplace. MOTIVATED

Center Pivot Sales & Service Pipe & Wire Installation

416 Main Street Silvertown, TX 806-823-2139 (O) 806-847-7415 (C)

Rhoderick Irrigation Inc.



Valley

NOW LEASING

Floydada Storage Spot Sizes --- 10'x10' and 10'x15'

115 W. Virginia, Floydada (across from City Hall)

Call 806-853-9075

SELLER!!! 806-543-7540 tfn

FOR SALE BY OWNER – 300 E. Kentucky, Floydada. Call 806-785-4002. 1-10p

Pets

BORDER COLLIE PUPS for sale. Poco Bueno Stock Dogs. Call Tim at 806-983-3322 or email: tim@pocosd.com Tfn

FREE FEMALE PUPPY. Seven weeks old. Call 806-292-9198. 12-13p

Services

LARRY OGDEN AUCTIONEERING – FLOYDADA - Estates, Farm, Ranch, Business, Liquidations, State Licensed and Bonded. 806-983-5808. TX #9240. tfn

CEMENT WORK- Need new driveway, sidewalk, patio or flowerbed curb? Call Gary Bennett at 806-983-5120 (home) or 806-778-8549 (cell). tfn

SCOTT TAYLOR GARAGE DOORS—Sales, service, installation. Call Scott at 806-983-4701

Miscellaneous

VELMA’S GIFTS – On the corner of Main and Ollie Street, Floydada. Velma’s Fall and Christmas sale has started. November thru December. 12-20c

Help Wanted

THE LOCKNEY HEALTH AND REHABILITATION CENTER in Lockney is accepting applications for a CNA position full time and PRN positions, all shifts available. For additional information please contact Cindy DuBois, 806-652-3375. tfn

LIBRARIAN, PART-TIME – FLOYD COUNTY. The Lockney Branch Library has an opening for an hourly part-time librarian. The position requires 20 hours a week and the hours are scheduled Monday-Friday. Duties include: circulation desk services, data entry, assisting patrons with catalog searches and database usage, oversees usage of library computers and printers and some light cleaning. Qualifications included understanding of the Biblionix System, database searching skills, and an ability to work independently as well as the patience to deal with the public. Applications will be accepted until noon on Wednesday, December 26. Please pick up applications and return application to: Floyd County Library, 111 S. Wall St., Floydada, Texas 79235, attn: Rachelle Martinez, Head Librarian. 12-20c

Farm

EXTRA CLEAN Bush Hog shredder. Call Norman Muncy, 806-983-2259 or 806-983-1259.

Texas Plains Federal

Floydada

- CD’s •Loans
- Checking •Savings

Laura Turner- Manager 806-983-3922

Website: www.texasplainsfederal.org

Christmas is in the Air

Photos by Jennifer Harbin
& Barbara Anderson



Floydada was alit with Christmas joy at 902 Mississippi and 418 California Streets.

Photos by Jennifer Harbin

Home Town Christmas



Photos by Renee Armstrong

COMING JANUARY 2013

After many years of dedication to Lockney and surrounding communities, Lockney Health and Rehabilitation Center is proud to introduce our new wing



HERITAGE Memory Care at Lockney

The memory unit is dedicated to those in need of specialized care involving dementia and Alzheimer's related diagnosis, in a safe and secure, home-like environment. Our specialized memory care program provides care in the most dignifying manner, along with activities in an environment that is purposeful, and success-oriented.

LOCKNEY Health & Rehabilitation



FOR MORE INFORMATION,
PLEASE CONTACT:

BRYAN SULLIVAN
Administrator

CINDY DuBOIS
Director of Nursing

ELSA SULLIVAN
Marketing/Admissions Coordinator

AT (806) 652-3375

401 North Main Street • Lockney, TX 79241