

The Floyd County Hesperian



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Floydada Livestock Auction Sets Record

Over 1440 Cattle Auctioned One Day



LONG ROW trailers await turn to unload at livestock auction. (Staff Photo)



CATTLE JAM on way to sales ring. (Staff Photo)

It was a long day and a big day sales-wise last Thursday at the Floydada Livestock Auction as 1485 head of cattle were sold.

A gross amount of \$236,896.15 was recorded for the day and it was a new record for the livestock auction company.

Floydada Livestock Auction manager Clyde Saul said the sale began at 10:30 a.m. and the last animal went through the ring at 8 p.m.

Saul said around 30 people were employed to handle the re-

cord amount of cattle sold. Most of the cattle sold came from below the Caprock and buyers came from New Mexico, Colorado, Missouri and Floydada area feedlots.

Cold weather has made the area wheat grazing less abundant and some of the cattle came off wheat pasture.

The good price on cattle, the great demand for feeder stock by feedlots add up to a lot of excitement and business for Floydada's livestock auction firm.

Mass Meeting Of Farmers-Business Men Tonight Ralls To Discuss Survival Of Rural America

A mass meeting of farmers and businessmen who are concerned about the survival of rural America will be held in the High School Auditorium at 7:30 p.m. The meeting will be to discuss a farm program for the future.

Falls and is co-sponsored by some 30 other members of the House of Representatives and has become known as the

Coalition Farm Bill since it has gained the support of 25 farm organizations from across the nation. It provides

for the enactment of the 1965 Farm Bill as permanent legislation with improvements in income to farmers.

Declining income in rural America which would inevitably result from a lowering of farm income would have an impact on every segment of the economy - rural churches, rural schools, city and county governments, small businesses and all other individuals will be directly affected by the loss of a farm program.

The meeting has been called by concerned leaders in Crosby, Garza, Floyd, and Dickens Counties and an invitation is extended to all concerned residents of the area.

Helms Beauty And Handicraft Shop Move To New Location

Helms House of Beauty and The Needle Work and Handicraft Shop have moved to a new location at 325 E. Houston, the building formerly occupied by Floyd County Farm Bureau.

The businesses opened Tuesday in their new location after moving from 319 S. 2nd. The telephone number will remain the same - 983-2616.

The Needlework and Handicrafts Shop features knitting wools, sewing notions, and small gift items, including baby gifts. Many of the gift items are hand-made by Eva Lee Nichols, owner of the shop. Mrs. Nichols also specializes in dressmaking and alterations. She plans on expansion of the handmade gifts and sewing portions of the business in the new larger quarters.

Dorothy Helms, operator of the Helms House of Beauty, has been in the hair styling business for seven years and is well qualified to meet every hair styling need. The shop is open late by appointment for the working ladies.

Cogdell Seeks Election County Judge Office

Ralph Cogdell of Floydada has announced his candidacy for the office of Floyd County Judge in the May Democratic primary election.



RALPH R. COGDELL

Caprock Chat

BY WENDELL TOOLEY

REAL PEOPLE helped us in getting moved to the new location. We appreciate everyone who helped in so many ways. . . . Collins Implement for their truck with the hydraulic and Floyd County Co-op Gin for the use of a four wheel

MENTIONED in this column last week that it was the mer- who consistently advertise in the Hesperian who made it for this community to have a newspaper. It's another verse to that statement which I want to add. It is this same group of merchants who make a Floyd- adness climate possible. Through their consistent ad- g, they keep people shopping in Floydada. h, their advertisement of valuebuys, continual reminder services keep shoppers coming this way. would business be like in Floydada if more of our mer- cained in this effort?

MAN in the movie theater was amazed to see a shaggy ted next to a woman in front of him. To his surprise, laughed, chortled, and chuckled at the appropriate

g intermission, the man confronted the woman saying: ow, I find it simply astounding that your dog enjoyed the o much!"

bit surprised myself," she replied. "He hated the BBOCK MAN, R. L. Turley and his partner at Mule- mes Robinson have run more winning greyhounds this n any other trainer. Last year their kennel produced ners at Juarez, had 303 seconds and 265 thirds, or a e finish in almost half of their 2300 starts. The men's ds set an all time record.

r the trainers of the dogs is Tex Gorder, who formerly r Floydada. Anyone know Tex?

OKS LIKE Mary Tom and I will be sponsoring a trip to SEE CAPROCK CHAT, PAGE 3

Huggins Joins Hesperian Staff

James Huggins has been employed at The Hesperian as reporter-photographer. He has worked on a part time basis in photo processing for some time for the Hesperian, while regularly employed at Bealls.

Huggins is a native of Floydada, a graduate of Floydada High School, and has enjoyed the hobby of photography for many years.

Hesperian editor Wendell Tooley said in making the announcement, "I feel that this addition to our staff will enhance the looks of the newspaper through more and better pictures, and of course better local news coverage.

Huggins is the brother of Sharron Huggins, who has been on the Hesperian staff several years in charge of circulation, and classified advertising manager.



JAMES HUGGINS

Stock Show Judges Selected

The Floyd County Fat Stock Show board met Tuesday night to make plans for the upcoming stock show for March 2-3-4.

Judges for the show were named. Kenneth Woodward from Panhandle State College in Oklahoma will be steer judge. Dr. Leland Tribble from Texas Tech will judge the barrows, Don Beerwinkle from West Texas State will sift the barrows and steers. A sheep judge and classifier has not been selected yet.

The weight limit on steers was changed at the meeting. In past no steers could weigh 1200 lbs. and be eligible to show in the county show. This weight limit has been removed as the trend in the cattle feeding industry is moving toward bigger and heavier cattle.

Prize money for winning entries was also changed. In past prize money from first through fifth was paid on a basis of \$5, \$3, \$3, \$2, \$2. The change will make the prize money be paid on a basis of \$5, \$3, will make the prize money be paid out in the following way first place \$5, second \$4, third \$3, fourth \$2, and fifth \$1.

The Floydada Chamber of Commerce in past years has sponsored the prize money. This year the Stock Show Association will pay the prize money from entry fees.

Improvements for the barn

are planned for this year. This includes putting a water line to the concession stand and sheep barn, and building a door in the east side of the barn near the wash rack.

Superintendents for the show were named for the coming year. Jerry Williams was elected as the General Superintendent and Mack Heald as the Show Manager. Jimmy Woodard was elected as Assistant Superintendent.

Other superintendents include Swine, James Hale, Asst. E.D. Morgan; Lambs, James McNeill, Asst. Teddy Porter; Steers Button Beedy, Asst. Joe Taylor.

New Rules were reviewed. These rules will effect this years show. Only four entries are allowed per exhibitor and

only two entries may be sold per exhibitor. The sale animals are limited to 1 steer, 2 lambs, 2 barrows, or any combination adding up to two animals.

Also the weight on steer classes has been changed. In past the Hereford and Angus division has been divided into 3 wt. classes - from 800 to 900 pounds; from 901 to 1,000 pounds and from 1,001 to 1,200.

From now on the classes will be divided equally in number so that class will have the same number exhibiting. The classes will be designated equally the light class will take the extra one or if two extra calves exist the light class will absorb one and the middle class will take the other. There will be no maximum weight on steers.

Senator Jack Hightower Speaks To Joint Meeting Of Lions, Rotary

Over 80 Lions, Rotarians and their guests heard Senator Jack Hightower speak at a noon luncheon in Floydada yesterday.

Senator Hightower was introduced by Rotarian and District Attorney George Miller. Senator Hightower devoted a considerable amount of time explaining the state problems of the three "P's".

First he said inflation is making it so unpredictable to establish a state budget that will work for two years at a time.

Second, he said that interest rates revealed through the high costs of borrowed money is a problem to both the state and the individual.

The third "P" he discussed SEE SENATOR PAGE 7

The WEATHER

(Courtesy Producers Co-op)

DATE	H	L	PREC.
Jan. 15	58	27	
Jan. 16	57	29	trace
Jan. 17	40	35	trace
Jan. 18	59	16	
Jan. 19	28	16	
Jan. 20	58	19	
Jan. 21	44	18	
Total Prec. for Week	None		
Total Prec. for Month	None		
Total Prec. for Year	None		

Voter Registration Deadline January 30

The deadline for in-person voter registration for 1970 is Friday, January 30, at 5 p.m., according to C.J. Payne, County Tax Collector. Any mail application postmarked by midnight, January 31 will be accepted. All persons 21 years of age and over must register to be eligible to vote. This includes persons 60 and over.

Through Monday morning, January 19, 3,509 registrants had been counted by the tax collector's office. There are about 5000 eligible registrants in the county. 1968 registration was 4820.

Retail Trades Committee Meeting Today

Every merchant in Floydada who is interested in improving his volume of business is urged and invited to attend the Retail Trades committee meeting of the Floydada Chamber of Commerce today.

The meeting will be held in the bank community room at 9:30 this morning.

School Bus Overturns

A Floydada school bus overturned about a quarter mile east of the Gene Gilley home near Cedar Hill Wednesday morning about 7:30.

The bus hit an icy spot on the highway and driver Noel Loftin lost control. It slid into a barrow ditch bank, flipped over on its top, then rolled back on its side.

The driver sustained minor injuries and one child received a small cut. About ten students were on the bus.

The occupants of the bus were brought to Floydada by residents of Cedar Hill.

Floydada superintendent of schools A.E. Baker said the bus received extensive damage.

Mother's March Tonight

While the world continues to marvel at our walks on the moon, a dedicated group of women in Floyd County will have their feet on the ground tonight, Thursday, January 22 for the annual March of Dimes, Mothers' March against birth defects.

Now an American tradition, it will take place this year under the able direction of Mrs. Gary Carthel, general chairman of Floydada and south Floyd. Mrs. Stanley Simmons is Mothers' March chairman and Mrs. Ronnie Evans is chairman of the school donations.

Mrs. Carthel and Mrs. Simmons stressed that they were saturating the neighborhoods this year with Marchers. "Our

goal is the prevention of birth defects, a cause which touches every family one way or another. What better insurance could there be than helping to support the steady expansion of the March of Dimes programs in research, education, patient care and community services," Mrs. Carthel continued.

Since 1958 the voluntary health organization has established a network of 111 Birth Defects Centers and has initiated year-round prenatal care and public health education projects as well as professional education programs.

"Birth defects strike a quarter of a million newborn babies each year in our country," Mrs. Carthel said, so when the SEE MOTHERS, PAGE 7



WINTER SCENE... the Kyle Glover home in west Floydada is pictured above as the trees and shrubbery reflect the beauty of icy weather yesterday. (Staff Photo)

is very important that you register to vote.....deadline January 30!

FAIRVIEW NEWS by Mrs. Clyde Bagwell

FAIRVIEW, January 19-Mr. and Mrs. C.H. Wise and Charles Denton visited his mother, Mrs. C.O. Wise at the Floydada Nursing Home Tuesday of last week. This was Mrs. C.O. Wise's 95th birthday and her daughter - in - law fixed a dinner and they took it out to the home for her.

Mrs. C.K. Bryan, of Windsor, Mo. who was here to visit her mother, Mrs. C.O. Wise, spent Wednesday with Mr. and Mrs. C.H. Wise.

Richard Burton called home last week to tell his folks he was leaving Camp Pendleton, Calif. for overseas and would write them later where he would be stationed.

Tuesday night Mrs. J. L. Day and Wayne visited Mr. and Mrs. C. H. Wise and Charles. Mr. and Mrs. Harvey Allen, Mike and Norman spent Sunday with Mr. and Mrs. Walton Wilson.

Mr. and Mrs. Eugene Watts, Scotty and Kimberly Jan of Lubbock spent Saturday night here with her parents, Mr. and Mrs. T. L. Perry.

Visiting Mrs. Bagwell Wednesday was Mrs. George Smith of McCoy. Mrs. Jewell Teague visited Thursday.

Mr. and Mrs. Lee Burton went to Abilene Monday to take

their daughter, Carolyn, back to Hardin-Simmons University. Carolyn spent the holidays here with her parents.

Sunday afternoon visitors with Mr. and Mrs. Cecil Payne were Mr. and Mrs. Winfred Payne, Randy and Lynette. Jack Jernigan of Lubbock visited here with his mother, Mrs. Beulah Jernigan, last Sunday morning.

E. W. Walls visited Wednesday with Mr. and Mrs. Mal Jarboe in Floydada.

Mr. and Mrs. Ray Cook visited Sunday morning with Mr. and Mrs. Clyde Alexander and had coffee with them.

Mrs. Kate Crabtree and J. C. Bullard visited Sunday with Mr. and Mrs. Kay Crabtree, Becky and Sammy, and had dinner with them.

Mrs. O. F. Cummings, Mrs. Mary Stanley, and Mrs. Kate Crabtree visited Saturday afternoon with Mrs. Beulah Jernigan and the group played games of 42.

Mr. and Mrs. A. S. Mize and Mr. and Mrs. Sid Brown went to Littlefield Wednesday to visit Mrs. Mize's niece, Henrietta Armstrong, who was a patient in the hospital there.

Tuesday night Mr. and Mrs. Doyle Walls of Floydada and Mr. and Mrs. Walton Wilson

were guests for a fish fry at the home of Mr. and Mrs. E. W. Walls.

Mrs. Ruey Irwin had dinner Sunday with her daughter, Mrs. Carl Nelson. In the afternoon they visited at Lockney Hospital with Mr. and Mrs. Billy Baker and baby. Mrs. Irwin and Mrs. Nelson also visited at the Lockney Rest Home with Mr. and Mrs. D. M. Moore.

Mr. and Mrs. Lee Pearson were Sunday dinner guests of Mr. and Mrs. A. S. Mize.

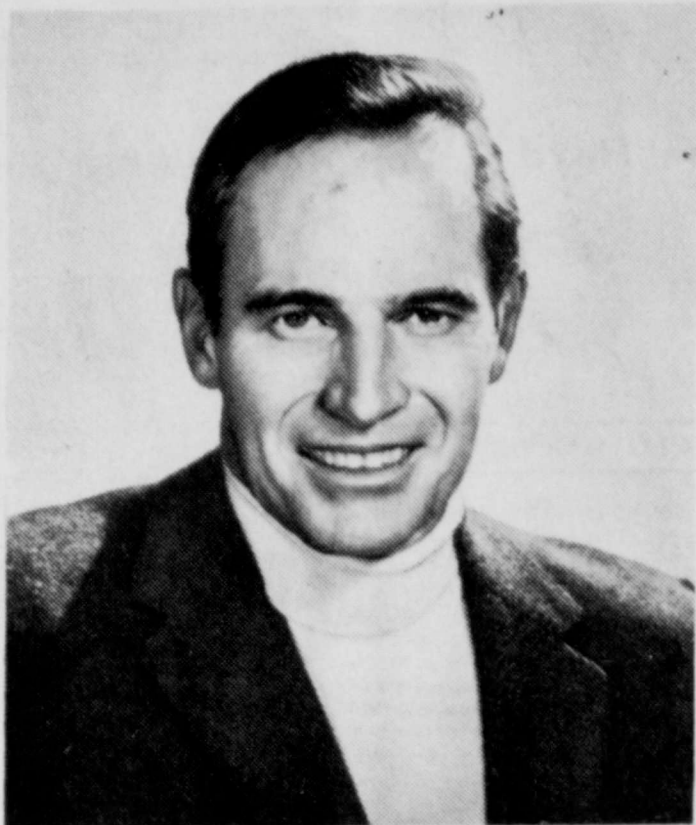
Mrs. Kate Crabtree was among the members of the 1960 social club meeting at the home of Mrs. R. C. Ross Thursday.

NURSING HOME VISITORS

Mr. and Mrs. W. R. Hodge of Hale Center; Mrs. C. K. Bryan, Windsor, Mo.; Mr. and Mrs. Arthur Cheves, Kress; Mr. and Mrs. Lowell Callaway, Silverton; Dr. and Mrs. James Sokes, Ralls; Mr. and Mrs. W. L. Mavis, Matador;

Joe Wilson, Lubbock; Martha and Sharon Lipham of Aspermont; Mr. and Mrs. T. L. Callaway of Lubbock; Alma Ruth Nelson, Dakota Odum, Mrs. Geo. Wexler, Mrs. John Walters, Marla Waginer, all of Floydada.

The First Baptist Church conducted services for the residents Sunday afternoon.



CHARLTON HESTON is "Number One," the superstar professional football quarterback who has reached his peak but insists on playing one more season, in the new Color by DeLuxe film showing Sunday only at the Capada Drive In. "Number One" is released by United Artists, an entertainment service of Transamerica Corporation.



FORUM CHARTER is held by Albert Juarez and Mario Martinez. (Staff Photo)

G.I. Forum Members Answer Questions

HISTORY
Q. What is the story of how the American G. I. Forum was founded?

A. In spite of the protective legislation that has been passed by our government guaranteeing all veterans certain rights and privileges, the returning Mexican-American veteran was being subjected to certain discriminatory practices in the areas of education, employment, medical attention and housing.

These flagrant discriminatory practices gave birth to the American G. I. Forum in Corpus Christi, Texas on March 26, 1948.

Q. What was done to correct the discriminatory practice mentioned?

A. A group of interested persons formed to issue complaints to the proper authorities at various levels of our government and specifically to the agencies involved in the discriminatory practices.

The group was led by a young doctor named Hector P. Garcia. He had served in the Armed Forces in combat as a major in the Medical Corps. His dynamic leadership incited these Americans to action and were successful in correcting the discriminatory practices in the Corpus Christi area.

Q. Where did the American G. I. Forum go from there?

A. The dedication of a young doctor and his success brought many requests for other G. I. Forums in Texas.

Dr. Garcia and other dedicated persons toured the state of Texas pointing out the reasons they should form a G. I. Forum Chapter. Many were formed and immediately put to work in only a matter of time the organization spread into New Mexico and there another leader by the name of Vicente T. Jimenez joined the organization.

Both he and Dr. Garcia gained national prominence in organizing and fighting for the objective of the American G. I. Forum.

Q. Is Dr. Garcia still active in the Forum?

A. Very much so; he travels around the country attending the various functions of the Forum and organizing. He holds the position of chairman of the board of the American G. I. Forum and is nationally recognized and respected.

He was appointed by President J. F. Kennedy to the delegation which formulated a treaty with the West Indies and is usually consulted by high government officials in matters dealing with Spanish speaking population. His dedication and sacrifice in building the Forum has inspired many others to new heights in working for the Forum.

Q. In what states is the Forum organized?

A. Texas, California, New Mexico, Colorado, Arizona,

Kansas, Nebraska, Michigan, Missouri, Ohio, Indiana, Illinois, Idaho, Oregon, Utah, Iowa, Washington, D.C., and others.

Q. What are the aims and objectives of the Forum?

A. Briefly, the aims and objectives are as follows:

1. To develop leadership by creating interest in Spanish speaking population to participate intelligently and wholeheartedly in community, civic and political affairs.

2. Advance understanding between citizens of various national origins and religious beliefs in order to develop a more enlightened citizenry and greater America.

3. Preserve and advance the basic principles of democracy, the religious and political freedom of the individual and equal social and economic opportunities for all citizens.

4. Secure and protect for all veterans and their families regardless of race, color or creed, the privileges vested to them by the Constitution and laws of the country.

5. Combat juvenile delinquency through the Jr. G. I. Forum program which teaches respect for law and order, discipline, good sportsmanship and the value of teamwork.

DOUGHERTY NEWS

DOUGHERTY, Jan. 19 - Mr. and Mrs. Don Switzer and daughter, Tracy from Amarillo, came Saturday to visit in the home of her parents, Mr. and Mrs. Harlan Cage. Mr. and Mrs. Switzer left Sunday for home but Tracy stayed for a longer visit with her grandparents.

Mrs. Elmer Watson went to Lubbock on business Friday and returned home Saturday.

Mr. and Mrs. H. H. Hines attended the Roller Derby at Lubbock Saturday night. Mrs. Hines reports this was a very exciting event and very enjoyable. They plan to go to the Derby the next time it is scheduled, sometime in February.

Sunday dinner guests in the home of Mr. and Mrs. Jim Morrison were Mr. and Mrs. Harlan Cage, Mr. and Mrs. James Ray

6. Award scholarship to deserving students.

7. Uphold and maintain loyalty to the Constitution and Flag of the United States.

8. Preserve and defend the United States of America from all enemies.

9. Aid needy and disabled veterans.

Q. Is the G. I. Forum a political organization?

A. The organization is a non-partisan, but encourages its members to participate in politics as individuals.

The organization, however, is interested in legislation affecting the Spanish speaking and endorses such legislation and other legislation which is in the interest of the organization. It also seeks, evaluates and recommends qualified Spanish speaking to appointed positions at all levels of our government. It does not endorse candidates for political elective offices, nor does it support or endorse any political party.

Many chapters do invite candidates for elective office to appear at their meetings to present their platforms for the information of the members. There are 200 local groups in Texas.

The organization came to Floydada, Texas in 1960. And since then it has been active.

Meetings held here are every last Thursday of each month at 8 p.m. at the community center.

Officers are: Chairman, Albert Juarez; vice chairman, Frank Morales Sr.; Secretary, Adolfo Garcia; Treasurer, Allan Rendón; Chaplain, Roman Martinez; Sgt.-at-Arms, Julian Pena.

Cage, and Mr. and Mrs. Don Switzer and Tracy.
Holly Robertson and Jodie

Eastham accom-
Girl Scout Troop
Saturday for the
Texas Wildlife
West Texas Mus-

REGISTER

RED CARPET FOOD VAULT

SHURFRESH MARGARINE	
CLOVERLAKE ASST. FLAVOR ICE CREAM	1/2 GAL.
TIDE	GIA NT BOX
WASHINGTON DELICIOUS APPLES	L3.
NABISCO SALTINES CRACKERS	L 3.
CLOVERLAKE BUTTERMILK	1/2 GAL.
SHURFINE RED PITTED CHERRIES	303 CAN
SHURFRESH BISCUITS	3 CA NS
SHURFINE ALL VEGETABLE SHORTENING	3 LBS.
SHURFINE ASSORTED CAKE MIXES	4
WE GIVE BUCCANEER ST. DOUBLE ON WEDNESD	
HULL & McBR	
WE DELIVER	

Even Elephants Can't Remember All The Changes in the



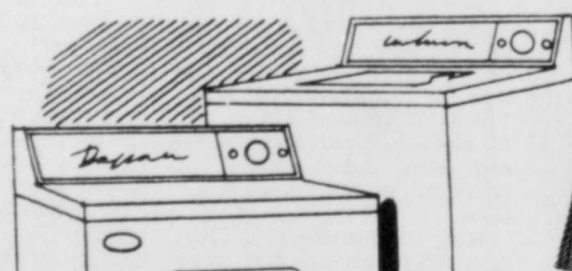
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TRY. CONVENIENT. LOW COST ELECTRICAL CLOTHES DRYING NOW. YOU'LL ENJOY MORE LEISURE TIME. YOUR CLOTHING WILL COME OUT OF THE DRYER FLUFFY AND WHITE

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Remember, for better living, you can't beat electric living!



ANNOUNCING

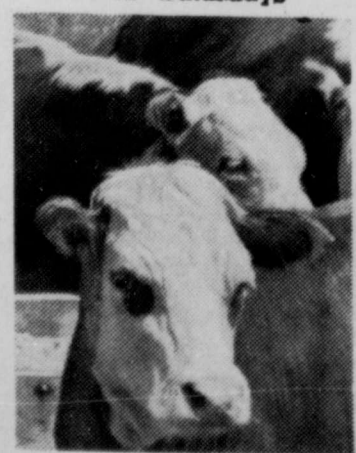
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will open next Monday an office at 210 South Main, Lockney, for the practice of

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Week Days
8-12 Saturdays

VETERINARY

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NEWS FOR HOMEMAKERS

by Sherry Mullin
Floyd County H. D. Agent

ns can become rancid.
oil content which lends
characteristic rich fla-
vorkes pecans very perish-

store pecans for year
use, the cooler the place
ter.
om temperatures (70 to
rees) pecan meats keep
only two months, in the
reezer at zero degrees,
will be in good condition
years.

re cracking pecans, soak
a water to increase the
of whole kernels ob-
Pour boiling water
e nuts and let them soak
0 minutes, depending on
kness of the shell.
ing makes the kernels
liable so they hold to-
better during the shell-
eration. Crack the pec-
hen the shells are dry.

eat, pecans supply
fat and B vitamins. One
can halves has 740 cal-

n flavor blends well with
oods; waffles for break-
oup or bread for lunch-
als, pastries and des-
er dinner.

are some other ideas
ing pecans; add chopped
bread crumbs for cas-
topping, use chopped
top pumpkin pie in the
w minutes of baking, or
heese balls in chopped
ore serving.

e nut-bread fingers to
with salads by rolling fin-
buttered bread in chop-
cans. Or try mixing equal
s of chopped pecans and
d olives with mayonnaise
isten. Spread this on
heat bread for extra
sandwiches.

PECAN BREAD
p sugar
p cooking oil
ggs
blespoons sour cream
poons vanilla
ups all purpose flour

2 teaspoons soda
1 teaspoon salt
2 cups chopped apples (raw)
1 cup nuts (chopped)
Beat eggs, sugar, oil and
cream. Sift salt and soda into
flour. Add flour mixture, add
vanilla. Mix in chopped nuts
and apples. Bake at 350 degrees
for 1 hour in 2 greased lined loaf
pans.

CARD OF THANKS

We wish to express our
heartfelt thanks to all our
friends in Floydada for the
many acts of kindness shown us
during the illness and death of
our loved one.

Mr. and Mrs. Dorros Jones
Mr. and Mrs. George Caddel
Mr. and Mrs. Rob Hefflin
Mr. and Mrs. Guy Gilson
Mr. and Mrs. Jerry Caddel
1-22c

Harmony Club Elects Officers

The election of officers was
the main business at the Jan-
uary meeting of the Harmony
Community Club.

Officers elected were Jerry
Bartlett, president; R. N. Hop-
per, vice president; Mrs. El-
mer Dean Williams, secretary-
treasurer, and Trustee, Elmer
Dean Williams; Reporter, Mrs.
Allan Gross.

The members voted to send
cards again each month as a
reminder of each meeting. The
chairman of each month is to
call Gloria Gross the first week
in each month. The plans of
each meeting will be printed
on the cards.

After the business meeting
refreshments were served.
Dominoes and 42 were played.
The hosts were Mr. and Mrs.
Edward Baird, Mr. and Mrs.
Philip Dunnivant and Mr. and
Mrs. Monroe Schulz.

Letter To The Editor

SEX EDUCATION IN SCHOOLS, A MATTER OF ARDENT DIS- CUSSION

Over the last few years, this issue has probably aroused more
debate than most others. The public expresses its growing
concern on the matter. As any other item that has made head-
lines, it has increasingly become overrated, a consequence of
the facts that it is another phase of an enormously overrated,
balooned up and distorted matter: S E X.

History tells us and we can tell from our own experience,
that human beings have been alternatively concerned by other
items which entered public debate, with as much passion and
disinterest, concern and unconcern, overrating and underating,
prejudice and understanding, as this. Only the time and dis-
tance factor make seem those others, such as friendship or love,
smoking or dancing, religion or communism, less controver-
sial although, in their time and day were as timely as sex
education is today. Neither of these subjects is really more or
less important than any other, but their relative value will stem
from the actuality of the subject, as well as of the service it
renders to each individual as an element of conversion, pro-
jection and rationalization. Only as it ends being one of those,
and becomes an element of the consolidated and mature person-
ality, it will gain a new and more real importance. From this
point of view, I'll continue my approach.

Sex, well understood, is an integral part of the personality,
not just an external gadget turned off and on by a switch, like a
TV set. It is linked to the totality of man or woman, to their
comprehensive biological and psychological life, from the mo-
ment of each person's birth, and even before. It's a boy! It's
a girl! puts a definite seal on each newborn, that will persist
undestroyed throughout all life.

The color of clothing distinguishes male from female in-
fants. He or she will be geared to games according to sex,
and already in early childhood see the separated isles in stores,
loaded with dolls or with cars and footballs. Patternizing of
many attitudes will be given sexual direction (a little girl is
neat, a boy doesn't cry). Sports at school will be chosen by
sexual differences.

In the adult, friendship courtship, love affairs, marriage,
family, are intimately interlocked with responsibility work,
sportsmanship, honor, love, compassion, respect, courage, etc.
The list would be endless, if we continued, and each one of these
is and has always been part of the education of the complete ma-
ture adult, and, therefore, part of a conscientious sex educa-
tion.

In our second paragraph, we talked about several mental me-
chanisms that, I believe, need further explanation. Projec-
tion, for instance, means the process by which we see or find in
others, or blame them, for the same things which really con-
stitute our own problems. Conversion represents a process by
which one symptom is transformed into another more tolerable

to the individual, because it is either simpler or more socially
acceptable like the replacement of anxiety complaints, for those
of ulcers or insomnia. . . Rationalization represents an attempt
to find valid accepted motives, whether real or unreal, for one's
actions, so as to make them again, as said before, more ac-
ceptable or tolerable, socially or personally, such as explain-
ing, for instance, an action that might appear cowardly, by
saying it was done for conservative, social or "conscience"
reasons. All these are mental processes advertently or in-
advertently used by our sick society, when dealing with the sub-
ject of this discussion. When people think about sex educa-
tion, they can picture usually no more than a vague and ob-
scure program of intercourse techniques, gory midwife sto-
ries and another hysterical issue, "the pill."

Thus, the deep seated fears of thousands of years of repres-
sion and false values find a welcome source of relief in the dis-
cussion pro or con this matter of sex education in schools.
Now, my opinion: If sex education means the total develop-
ment of the individual, this will be a desirable goal, and it is be-
ing done already because responsible teachers further traits of
emotional maturity in their pupils, and affirm the good that the
home will have taught, as well as try to correct some of the
damage that parents or society can do, if their influence is not a
positive one. No mature individual will have any trouble with the
physical expression of sex, as he won't with all the other cor-
related activities, such as work, guidance, etc. He will be able
to engage in the sexual relations he chooses, whether physi-
cal, psychological, intellectual or emotional without false val-
ues or irrational guilt, just as he can do in the other endeavors
he undertakes. On the other hand, if sex education in school is
going to be made into a battle horse, a scapegoat for a million
private frustrations, doing little but converting the idea of sex
into the idea of one of its parts, and that is the biological con-
summation of reproduction and pleasure instincts, if it will be
geared to convert this into something as separate and alien
as Math or Theology, I definitely oppose it. Most people take
sides, I do too. My side is that of a mature young adult that
refuses to jump to conclusions out of emotion, and prefers the
more demanding, but also more rewarding way of patience and
reason, with the thorough understanding, unfortunately not com-
prehended by most, not even teaching personnel, that instruc-
tion and education are two completely separate concerns.
Eva Lee Snead, M. D.

CAPROCK CHAT, FROM PAGE 1

Europe for 22 days beginning June 5. This tour covers eight
European countries and the cost by jet from Dallas for every-
thing is \$699. This is about the best price I have seen on such a
trip, and anyone interested in going should contact me imme-
diately. We only have 12 reservations left.

I have brochures available, so call or write me and I'll give
or send you a brochure with the day to day details of the tour.

ATTENDANCE AT THE mass farmer-businessmen meeting
tonight at Ralls should indicate the interest our people have in
the future of agriculture for this area of the country.

Let's all attend. . . make sure Floyd County is well represent-
ed at the meeting. Need a ride? . . . come go with me.

GEORGE McAllister's report on the financial status of the
Floydada Country Club is good. The club continues to operate in
the black and affords one of the best golf courses in the state.
If you aren't enjoying this beautiful country club. . . think there
are a few memberships available. . . call George.

I RECEIVED a call from the office of State Representative
Ralph Wayne yesterday stating that he is entering the hospital
for a check-up on abdominal pains. Also, the caller said that
Ralph would be seeking re-election.

Our best wishes go with Ralph that he will get a good report
on his "stomach ache" and that he will be able to be up and
around soon.

I ENJOYED observing the first four hour class of the Dale
Carnegie course in the First Christian Church fellowship hall
Monday night.

Over 40 men and women from all over Floyd County have
entered the course which will go for 14 weeks.

This is a course that will do a lot of things for a person, all
the way from helping him remember names to making public
speeches. It will give him confidence, enthusiasm, and is good
for self improvement in many ways.

Mail Carrier Applicants Needed

The U.S. Civil Service an-
nounces that applications will
be received for clerk - car-
rier positions in 22 counties
surrounding Lubbock.

For application you may
write - call or visit Glynn
Jackson, examiner in charge,
Room 206, U.S. Post Office,
Lubbock, Texas 79408.

Starting salary for first and
second class officers \$3.06 per

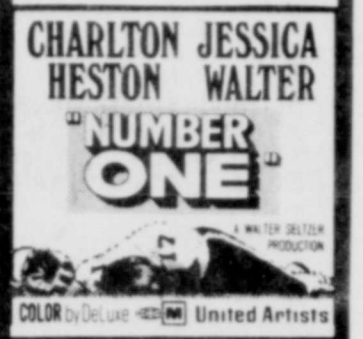
hour. Third class \$2.62 per
hour.

CAPADA DRIVE-IN

Fri. & Sat.



Sunday Only



Mitchell Named President Of High Plains Water Board

Chester Mitchell of Lockney
was elected president of the
board of the High Plains Un-
derground Water District Mon-
day in Lubbock following the
swearing in of new directors.
Mitchell was also re-elected
as a director to the board from
Precinct 5, covering Floyd and
part of Hale Counties.

The board named Ross Good-
win of Muleshoe, vice-pres-
ident and John Pittman of Here-
ford, secretary-treasurer.

The newly installed board
voted a \$2,000 a year payboost
for the general manager, and a
five percent increase for other
district employees.

A recent financial report
showed that the district's net
indebtedness was \$148,227 as of
Dec. 31, 1968, and \$83,314 as
of Dec. 31, 1969.

Since Aug. 31, 1969, bills
outstanding were reduced from
\$38,651.92 to \$14,066.51.
The current monthly payroll
for the district, not including
the pay raise, is \$4,429 for eight
employees. Two years ago, the
monthly payroll was \$6,849 for
11 employees.

Current payroll figures do
not include one employee who is
paid under a research grant or
another who resigned Monday.

IF YOU DON'T REG-
ISTER TO VOTE IN
JANUARY... YOU
CAN'T VOTE IN
APRIL.....

YOUR ASSURANCE IS
INSURANCE
protect automobiles



Are all auto insurance
policies the same? No,
of course not. Before
you pay for your policy
this year, visit us....
Let us compare costs.
You'll be surprised how
reasonable our policy
can be, yet it covers
everything. See us!

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INSURANCE AGENCY
127 W. CALIFORNIA
PH. 983-3270

Beall's
DEPARTMENT STORES



SPECIAL PURCHASE

POLYESTER KNITS

REGULAR
\$12 - \$14

Superbly simple, but the kind of simplic-
ity great designer looks are made of. At
first glance it looks as plain as pound
cake. But on, it's a picture of fashion,
with a beautiful shape bred in. Shown are
three of a collection of simply stunning
washable knit dresses in sizes 10-20.
Choose from a bouquet of Spring pink,
lilac, blue, green and coral. Dress them
up or down.... whatever your mood or
occasion. A real fashion buy!

\$10

SAVE ON THESE ITEMS
CASH CHARGE OR LAYAWAY

PRE Inventory Sale

CLEARANCE

ON

3 TABLES OF

LADIES &
CHILDRENS SHOES

VALUES TO \$12.00 A PAIR

NOW

\$2.99 & \$3.99

PRE-INVENTORY CLEARANCE BOYS SUITS

\$3.00 VALUES NOW \$15.00

\$4.95 VALUES NOW \$11.00

\$5.00 VALUES NOW \$9.00

\$5.95 VALUES NOW \$6.00

SO BOYS SPORT COATS REDUCED

CLEARANCE

ON

MENS SHOES

HUSH PUPPIES

BROWN LOAFERS

BLACK LACE OXFORDS

VALUES FROM \$12 TO \$15

NOW ONLY

\$6.99 A PR.

CLEARANCE LADIES SWEATERS

\$10.00 VALUES..... NOW \$7.00

\$ 7.00 TO \$9.00 VALUES.....NOW \$5.00

\$ 5.00 AND \$6.00 VALUES.....NOW \$4.00

ALSO GIRLS SWEATERS REDUCED

LADIES ROBES—REDUCED

LADIES COATS—REDUCED

LADIES DRESSES—REDUCED

CHILDRENS SPORTSWEAR REDUCED

PRE-INVENTORY CLEARANCE BOYS DRESS PANTS

\$9.00 VALUENOW \$5.99

\$7.50 AND \$8.00
VALUE.....NOW \$4.99

\$7.00 VALUE.....NOW \$3.99

\$5.00 VALUE.....NOW \$2.99

PRE-INVENTORY CLEARANCE BOYS SWEATERS

\$8.99 VALUES NOW

ONLY \$5.00 EACH

\$3.99 AND \$4.99 VALUES

NOW \$3.00 EACH

Women In News



MR. AND MRS. EARL BISHOP

65th Anniversary Observed By Mr. And Mrs. Earl Bishop

Mr. and Mrs. Earl Bishop observed their 65th wedding anniversary Sunday afternoon and were honored with a reception in the home of a daughter and husband, Mr. and Mrs. Riley Teague.

A white linen cutwork cloth covered the serving table which held an arrangement of white mums and a three-tiered cake. Mrs. Bill Tilson, Howard Bishop, Davis Bishop, Mrs. Jim Pegram and Mr. and Mrs. Charlie Andrews assisted in serving. Guests were registered by Kristy Pegram.

Those attending from out of town included Cora Hayes, Herne; Mr. and Mrs. Wayne Davis, Wayne Jr., Raynee and Michale of Plains; Mrs. W. L. Davis, Mr. and Mrs. Granville Lassiter and Gail of Murtio; Mr. and Mrs. Floyd Rose of Tomball; Mr. and Mrs. T. F. Davis of Anson;

Mr. and Mrs. J. L. Toliver, Mr. and Mrs. John Kuenstler and Mrs. Ira Davis, Haskell; Mrs. John Hisey, Rule; Mr. and Mrs. Ted R. Sutherland, San Antonio; Mr. and Mrs. F. E. Bishop, Mr. and Mrs. E. T. Bishop, Baytown; Mr. and Mrs. Alex Reagan, Houston;

Mr. and Mrs. Melvin Terrell and family, Brownfield, H. L. Bishop, Littlefield; Mr. and Mrs. D. W. Hancock, Tahoka; Mrs. Bob Dopson, Danette, Janina and Kristi, Mrs. Hand Woodruff, Chand and Mindi, M. and Mrs. Davis Bishop, Shallowater; Mrs. B. W. Howard, Gayle Howard, Danny Bishop, Mr. and Mrs. Bill Tilson and Scott, Mr. and Mrs. Denny Davis, Lubbock; Mr. and Mrs. Clyde Davis, Crosbyton; and Mr. and Mrs. Jim Pegram, Kristi and Kim of Plainview.

Perry Tipton Honored On 90th. Birthday

Perry Tipton of Petersburg, father of Mrs. Sherwood Ramsey of the Harmony Community, celebrated his 90th birthday Sunday, January 11. He was honored with a come and go party in the dining hall of the First Baptist Church in Petersburg.

Perry Monroe Tipton was born in Ennis, Texas, January 12, 1880 and moved to Jones County in 1901. There he met and later married Miss Viola Smith, December 27, 1914 in Hamlin.

The couple moved to Petersburg in 1924 and the following year became members of the Baptist Church. They moved to Tulsa in 1944 then to Lockney for two years and one year in Arkansas, returning to Petersburg in 1954 where they have resided since. They live on a farm north of Petersburg.

The Tiptons have the one daughter, three grandchildren and four great grandchildren.

Miss Plainview Pageant Set

The annual Miss Plainview Pageant has been set for March 21, 1970 in Harrell Memorial Auditorium according to an announcement this week by Plainview Jaycees, sponsors of the contest.

The contest is open to single young women 18 to 28 years of age in Hale, Floyd, Swisher, Lamb and Castro Counties. Winner of the Miss Plainview contest will represent the city in the Miss Texas Pageant held in Fort Worth.

Mrs. Crumpton Honored With Gift Tea

Mrs. Don Crumpton, the former Linda Jean Foster, was honored with a gift tea Saturday afternoon in the home of Mrs. Allen Bingham. Guests were received by Mrs. Bingham and presented to the honoree and her mother, Mrs. Effie Foster.

Mrs. Dale West presided at the guest register.

Miss Sue Foster, sister of the bride, served from milkglass appointments. The table was laid with an ecru cloth and held a floral centerpiece of green tones, flanked by lighted tapers and streamers.

Hostesses were Mesas. T. L. Holland Jr., Maurice Campbell, Dennis Dempsey, Ralph Johnston, John Stapleton, Marie Baxter, Bill Hendrix, W. H. Bunch, Claude Weathersbee, Helen Patterson, Duncan Hollums, W. O. Newberry, Ralph Cogdell, Gary Cartel, Floyd Lawson and Mrs. Sammy Hale. Their gift was cookware.

Social Club Meets In Home Of Mrs. Ross

The 1960 Social Club met January 15 in the country home of Mrs. R. C. Ross, her daughter, Mrs. Maxine Ragsdale of Baileyboro, was a houseguest and assisted her mother with hospitalities.

Following a visitation period and the noon-day meal, members did needlework.

During business Vera Meredith, president, and Mrs. Ola Warren, secretary, were re-elected to office.

The day was enjoyed by Mesas. Josie Ross, Maxine Ragsdale, Ethel Frizzell, Clyde Frizzell, Maudie Mancy, Ruby Williams, Ola Warren, Eula Battey, Lois Durham, Alma Dunn, Vada Meredith, Kate Crabtree and Miss Vera Meredith.

Five members were unable to attend.

50 Study Club Has Program On Austria

A program on Austria was presented members of the 1950 Study Club when they met Tuesday night in Lighthouse Electric. Mrs. Bill Hendrix was hostess.

Mrs. Cleo Whittle, club president, gave the welcome and prayer was voiced by Mrs. Bob Copeland.

Mrs. Doyle Moore, program hostess, introduced Sam Henry, who in turn introduced special guest, Peter Prischl, AFS student at Floydada High School. Peter showed slides of his native country.

After refreshments a business meeting was held by club members. A committee was appointed to take care of the community improvement projects; a selection of a new nominating committee was named. They are Doris McLain, chairman, and Mrs. L. W. Crabtree and Nell Swinson. A report was heard from committees of the annual Style Show, which is to be held March 2.

Attending the meeting other than the special guests were Mesas. Charles Anderson, Carl Armstrong, Gene Arwine, W. R. Bradshaw, J. W. Cannon, Bob Copeland, Lane Decker, John Haenosh, Billy Hendrix, Doris McLain, John Moss, Dallas Ramsey, Jimmy Seay, Jake Webb, C. C. Whittle, L. G. Wilson, Kenneth Bishop, Miss Nell Swinson, and a guest of Mrs. Bob Copeland, Mrs. Herbert Dunn.

The next meeting is husbands' night to be held the night of Feb. 3 in the American Legion Hall.

Present were Mesas. Wilson Bond, David Campbell, R. G. Dunlap, Garland Foster, Clyde Hodges, Thelma Hoffman, J. S. Hale Jr., Ralph Johnston, Floyd Lawson, M. J. McNeill, J. P. Moss, W. O. Newberry, Vernon Parker, Wayne Russell, Margaret Springer, L. B. Stewart Jr., G. W. Switzer, Jake Watson and Mrs. Lonnie Hinsley. The next meeting is Feb. 3 for a dessert party in the community room of the bank. Husbands will be guests.

Council Has First Meeting Of New Year

January 16th was the first meeting of the Floyd County Home Demonstration Council for the new year. Mrs. Zant Scott, chairman, presided over the meeting.

Members present and their clubs were Mrs. G.W. Smith, Dougherty; Mrs. Bob Hopper, Harmony; Homebuilders, Mrs. Robert Copelin, Mrs. O. G. Mayfield and Mrs. Elmer Norrell; Lone Star, Mrs. W.W. Trapp, Mrs. Raymond Teeple and Mrs. Harold Hamm, Miss Sherry Mullins, County Home Demonstration agent, was also present.

Standing rules were approved and club reports, Dougherty has a new club member, and Harmony had made a donation to Boys Ranch.

Recommendations of the following committees were read and approved; Finance, Yearbook, Family Life and Citizenship, recreation and Consumer Education.

Mrs. Copelin, THDA Chairman, gave requirements of THDA nominees and how they are elected, and explained how the THDA funds are collected. Miss Mullins discussed the duties of the club representatives, and had charge of the recreation.

The next meeting will be February 20. Club members are urged to attend the council meetings.

Peggy's Meddlin's

BY PEGGY MEDLEY



FLOYDADA has some gals playing in the 12th annual Woman's Bowling Association City Tournament at Plainview. The first round of the team event was held last Saturday and Sunday with the remainder of the women having a chance to unseat the leaders. In doubles play two Tulsa women hold a ten pin lead over Reba Henry and Doris Drysdale of Floydada. Doris is third with 1760 in the Special (handicap) All Events. Fish Breed of Floydada received special recognition for an All - spare 174 game. How about seeing some of this action. Team competition is from 6 until 9 Saturday evening and Sunday at 1, 3 and 6 p.m. for doubles and singles. I'm sure these women would appreciate some Floydada fans in the crowd.

The newest leg covering for chic gals this spring resembles a psychedelic art show, a painted flower garden or a color blindness test walking. It depends on your imagination. The Max designs for panty - hose use silk screened fantasies of flowers, constellations and clouds in spots of vibrant color.

Recipe of the Week

By Sarah Anne Sheridan

I'll bet you have tucked away somewhere a dozen or more recipes to try. Why not put them to use? In the meantime try some of these very good date recipes.

Date Cake Dessert

Bake your favorite plain cake or angel cake recipe in a tube cake pan. Fill the center with:

Date Filling

1 c. steamed and chopped dates
1/2 c. chopped black walnuts
6 marshmallows cut in small pieces
1 c. cream whipped and sweetened
Mix and fill cake center. After filling, cover the outside with white icing. Garnish with candied cherries.

Date Nut Squares

3 beaten eggs
1 c. sugar
1/4 c. flour
1 t. baking powder
1 c. graham cracker crumbs
1 c. chopped dates
1 c. pecans chopped

Beat eggs light, add sugar, beat well. Add sifted dry ingredients. Stir in graham cracker crumbs, dates and nuts. Turn into a greased 8-inch square pan. Bake in a moderate oven, 350 degrees 45 minutes. Serve warm with whipped cream.

Pre-schoolers, those who will be six years of age before September 1, 1970, should also be enumerated, Mrs. Copeland said. If your child is not already registered on the school census list, you are asked to call Mrs. Copeland at 983-3479.

REGISTRATION DEADLINE JANUARY 30 OFFICE CLOSED JANUARY 31

School Census Now Underway

The enumeration of school children is underway and most of those already in school have been counted, according to Mrs. Bob Copeland, who is in charge of the school census.

HELMS HOUSE OF BEAUTY

moved to 325 E. Houston

Call for late appointments ...

SAME TELEPHONE NUMBER 983-2616

ALSO NEEDLE AND HANDCRAFT SHOP WITH GOOD SUPPLY OF KNITTING THREAD, CERAMICS AND SMALL GIFTS FOR SHOWERS.



MISS JANCY GINN

Engagement Of Miss Ginn Stephen Rodgers Announced

Mr. and Mrs. Guy W. Ginn of Floydada announce the engagement of their daughter, Jancy, to Stephen E. Rodgers, son of Mr. and Mrs. Sidney Rodgers of Plainview.

The couple were engaged May 16, in the for not Methodist Church all the Both Miss Ginn contri are students of this ch iversity. Miss Ginn the w Child Developmented in is a member of a for su Beta social serva? is a senior Phys major.

FANNY Flagg said she explained to her mother the reason she wasn't married was because she was looking for a man who could support her for the rest of her life. Her mother replied, "You're not looking for a man, what you need is a girlie."

THATS Meddlins for this week.

LEARN TO SQUARE DANCE

WANTED: Couple to learn square dancing. Anyone interested call 983-2957 or 983-2756. Lessons start Tuesday night, January 27.

Discover at our expense how Vitabath gelée and new Velour hand and body lotion work together to combat dry skin.

Here, in a unique example of teamwork, two products that are effective agents in your end-of-summer struggle with dry skin caused by sun and wind. New-formula Velour lotion takes up where Vitabath® gelée leaves off. The satiny finish that Vitabath gives you is enhanced by the softening influence of Velour's moisturizers and emollients. Protect and keep your skin velvety smooth by caring for it with Vitabath's foam bath or shower and Velour lotion. Two fragrances: Velour, in the woody scent of Vitabath; Pink Velour, in the enchanting floral of Pink. Regular size 8 oz. bottle Velour lotion.

SPECIAL BONUS OFFER! LIMITED TIME ONLY! With \$3.75 Vitabath, you get a gift bottle of Velour. With \$7.50 Vitabath, you get a gift bottle of Velour.



ARWINE DRUG PHONE YU 3-2856 FLOYDADA, TEXAS OUR LABEL IS YOUR PROTECTION

Guest Editorials

KIRKPATRICK in The Windsor (Mo.) Review: Scarcely a week or month passes but that it is dedicated to someone thing: from national ditch-diggers day to national hot-dog hire a hobo month.

And all but forgotten in all this maze of remembering is the moderate-sized businessman. . . that unsung individual made his second mistake (assuming that he is already 1) when he decided that he wanted to be his own boss at the time he obviously wasn't boss at home.

For as we know, there isn't a day, week or month set for the businessman. If there is, it is sadly neglected and publicized.

The businessman is the chump who pays all kinds of state and taxes, levies and fees, and is even forced to do the government's bookkeeping, otherwise referred to as red tape. . . there are miles and miles.

He takes weekly, monthly, quarterly and annual reports on his business. . . from income to industrial safety extinguishers to commodious conveniences.

The businessman is the guy who doesn't have a sufficient quantity of or kinds of anything that the public may want at inventory time.)

He overcharges his customers and underpays his help (a fact of allegation) and the fact that his own wages figure out to 3 cents an hour is never mentioned.

The businessman, at one time or another, contributes to the support of a broad spectrum of the community: widows, underprivileged kids, organizations of all kinds, groups, lodges, clubs, sports and shysters.

The businessman is the first one contacted for a donation to help a worthy cause. He sponsors students clubs, sports teams and of every kind; he is expected to donate to all causes, and otherwise; and not one charity misses him when the campaign rolls around.

Donations help publish cook books, catalogs, and school yearbooks.

The businessman is expected to look the other way when a civic action sells something in direct competition with him, even be asked to help in the sales campaign or provide items at cost.

The businessman is the sucker who sells something at cost to a volunteer organization so it can help poor and underprivileged families so the state tax division can descend upon them for not charging sales tax.

When all this, a businessman is expected to show a profit so he can contribute to the welfare of his own family, his mother's of this church and himself.

When he is heap ridiculed upon this unfortunate individual, he must come to the weeds around his store or building to keep from being dragged into court and fined.

When you say, son, that you want to grow up to be a businessman?

Pay attention!

Car

Under the Influence

Ms. Effie Constantine of 180 Malone is visiting in Greece and doing some rhymed "remembering" about things-to-be. She included her thoughts in a letter to a Houston friend, Mrs. Mary K. Kilburn of Houston House, who passed on to me, and I now pass them on to you.

Remember," Mrs. C wrote, "when HIPPIE meant big the hip? and a TRIP involved travel in car, plane or train?"

When POT was a vessel for cooking things, in, And OK was what grandmother's rug may have been.

When FIX was a verb that meant mend or repair, While every IN meant simply existing somewhere.

When NEAT meant well organized, tidy and clean, And ASS was a ground cover, usually green.

When lights, and not people were TURNED ON AND OFF, And a PILL might have been what you took for a cough.

When GROOVY meant furrowed with channels and holes, And BIRDS were winged creatures, like robins and crows.

When FUZZ was a substance, fluffy like lint, And EAD came from bakeries, not from a mint.

When ROLL was a bun and ROCK meant a stone, And NG-UP was something you did with the phone.

When CHICKEN was poultry and BAG meant a sack, And JUNK, trashy castoffs and old bric-a-brac.

Words once so sensible, sober and serious, Are making FREAK scene like psychedelirious.

It's groovy, man, groovy — but English it's not. Me thinks that the language has gone straight to POT.

FLOYD DATA

Tom Daniel was able to leave home Tuesday from treatment received in low hospital.

SHOP FLOYDADA CLEARANCE SALES AND SAVE



The sorriest cotton from the 1969 crop on the High Plains has been the most actively sought by buyers and is still selling for the highest premiums over loan values.

Yet spinning mill representatives, Plains Cotton Growers, Inc. and others continue to exhort producers to strive for quality cotton. And, understandably, to some this makes no sense at all.

But according to PCG Executive Vice President Donald Johnson there is no real inconsistency involved.

"The strong demand for low quality short staple cotton this season is simply explained by the law of supply and demand," Johnson says, "and there is still ample evidence that producing cotton of the highest possible quality year after year is a paying proposition."

He points out that government stocks of short staple cotton in 1969 were almost nil and that the High Plains produced the market's only substantial supply of cotton stapling below an inch. "So mill buyers paid premiums for low quality short staple cotton because that was the only short cotton available to them, not because they prefer their short staple cotton to be low in quality."

By "quality," Johnson emphasizes that reference is made to uniformity as well as grade, micronaire and strength.

"It was fortunate for High Plains growers that they were able to get prices above the loan for the large volume of poor quality cotton that resulted from the early freeze and other factors," Johnson agrees, but goes on to caution that growers will be making a serious mistake if they relax efforts to produce quality cotton in the future.

"Low quality cotton can only be a residual supplier of the market, selling only when nothing else is available in the desirable staple range," he says.

Asked about the market for short and long staple cotton in 1970, Johnson noted that an analysis of supplies and expected offtake levels now indicates there will again be a fair to good demand for the shorter cottons. "But there is no way to be certain the pendulum will not suddenly swing the other way, and the best advice you can give a grower today is to select a variety adapted to his individual growing conditions and produce the highest quality possible from that variety."

The PCG Domestic and Export Market Development Committees, charged last year with identifying and recommending solutions to High Plains cotton marketing problems, recently outlined four major ways in which producers can upgrade the overall quality of cotton from this area.

The Domestic and Export Committees, chaired by Roy Forkner of the Canyon Community and Joe B. Pate, Jr. of Lubbock, respectively, after wide consultation with mill owners and buyers named a lack of uniformity as the number one stumbling block to better markets for Plains cotton. As a cure for this they recommended planting of pure seed, one variety gins or block ginning and lint identification.

On this point Johnson said "When a number of different varieties are grown from seed of uncertain origin and these are ginned indiscriminately it is inevitable that you will have a hodgepodge of varying fiber characteristics within bales as well as between bales of the same lot."

Low micronaire, which the committees named as the second most serious problem, is often the result of weather conditions beyond grower control. But much can be done to reduce this hazard, the committee said, by proper selection of varieties for given areas of the Plains and by the use of recommended

practices in irrigation, defoliation and harvesting.

"Stickiness" in cotton as it is processed in the mill is an enigma not confined to the High Plains but one which the committees felt growers on the Plains should do everything they can to prevent. Chief cause of stickiness was pegged as the harvesting and ginning of green cotton, possibly coupled with excessive use of additives in harvesting and ginning.

Short fiber content, the fourth obstacle to improving markets for this area's cotton, is closely related to the low micronaire problem but can also result from a lack of proper moisture content either in harvesting or ginning and from excessive heat or overcleaning in the ginning process.

Summing up, Forkner said "We are convinced that a maximum effort toward improvement in these four problem areas will greatly improve the image of High Plains cotton in the eyes of our customers both here and abroad."

HOSPITAL NOTES

Addie Blue, admitted 1-12, continues treatment.

Emilia Gurrera, admitted 1-20, continues treatment.

Nettie Irons, admitted 1-13, continues treatment.

Azupito Guzman, admitted 1-3, dismissed 1-21.

Hattie Cash, admitted 1-19, continues treatment.

Kia Sims, admitted 1-19, continues treatment.

Clara McNeely, admitted 1-17, continues treatment.

Don Ed Holmes, admitted 1-19, continues treatment.

Beulah Finley, admitted 1-19, continues treatment.

Ethie Allen, admitted 1-19, continues treatment.

Sophia Pittman, admitted 1-14, continues treatment.

Jeff Samuels, admitted 1-5, continues treatment.

Ed Brown, admitted 1-20, continues treatment.

Baby Morren, admitted 11-26, continues treatment.

Sadie Holmes, admitted 1-15, continues treatment.

Mable Rainer, admitted 12-27, continues treatment.

James Copperell, admitted 1-7, continues treatment.

Mrs. Bernie Barker, admitted 1-13, continues treatment.

Myrtle Weast, admitted 1-13, continues treatment.

Grady Walker, admitted 1-18, continues treatment.

Lucio Martinez, admitted 1-18, continues treatment.

Leonard Johnson, admitted 1-19, continues treatment.

Guy Kimbell, admitted 1-16, continues treatment.

Ophelia Pesina, admitted 1-21, continues treatment.

Sherrie West, admitted 1-21, continues treatment.

Addie Perry, admitted 1-4, dismissed 1-14.

Ralene Covington, admitted 1-6, dismissed 1-17.

William Jenkins, admitted 1-10, expired 1-19.

Vera Vickers, admitted 1-11, dismissed 1-16.

Simon Herrera Jr., admitted 1-12, dismissed 1-17.

M.C. Hall, admitted 1-12, expired 1-18.

Carolyn Burton, admitted 1-3, dismissed 1-17.

Margaret Herrera, admitted 1-13, dismissed 1-17.

Ralph Gee, admitted 1-13, dismissed 1-19.

Floyd Killough, admitted 1-13, dismissed 1-18.

Jewel Tinnen, admitted 1-14, dismissed 1-17.

Rickie Clay, admitted 1-15, dismissed 1-17.

Clayton Hollister, admitted 1-15, dismissed 1-17.

Charles Blue, admitted 1-15, dismissed 1-17.

Eva Blum, admitted 1-16, dismissed 1-19.

Linda Blue, admitted 1-18, dismissed 1-19.

Baby boy Blue, born 1-18, dismissed 1-19.

Ruth Rendon, admitted 1-18, dismissed 1-20.

Janie Culpepper, admitted 1-19, dismissed 1-20.

Helen Bertrand, admitted 1-15, dismissed 1-16.

Florence Simpson, admitted 1-13, dismissed 1-16.

Francis Cantrell, admitted 1-9, dismissed 1-15.

Eddie Cantrell, admitted 1-9, dismissed 1-15.

prevent birth defects
Give to the
MARCH
OF DIMES

1/2 PRICE CLEARANCE SALE

LAST WEEK OF SALE

LADIES DRESSES

1/2 PRICE

GIRLS DRESSES
& SPORTSWEAR

1/2 PRICE

LADIES COATS

1/2 PRICE

GIRLS COATS

1/2 PRICE



Grand Finale Savings

MENS SWEATERS

1/2 PRICE

All Other Winter Goods On Sale

LAST WEEK FOR BIG SAVINGS

Hagood's
FLOYDADA, TEXAS PHONE: YU 3-3554

FROM LAMB COUNTY NEWS

Shopping In Moscow

A CORRESPONDENT for the Los Angeles Times-Washington Post Service has reported on what it is like to go grocery shopping in Moscow, where retail distribution is a state monopoly.

The correspondent writes: "In most Russian grocery stores, a customer must stand in three lines to buy food."

He orders in the first line, pays in another line and returns to a third line to pick up his food. "He must go through the same procedure at different counters for dairy products, meat and vegetables."

SHOPPING FOR GROCERIES is, "One of the most wearying experiences of everyday life in the Soviet Union...."

It takes an hour or more to buy food for a single meal. To make matters worse, Soviet citizens must shop several times a week because of lack of home refrigeration and because products available on store

shelves one day may not be available the next.

This is but a sample of the distribution methods in other lands. There is no place for career critics in such systems. Where the state is the nation's sole merchant, it brooks no interference with its way of doing business.

WHAT A FAR CRY this is from the U. S. system, where there are hundreds of thousands of retailers from small independent stores to large chain store institutions, striving to please consumers.

We have variety firms, mail order establishments, specialty stores, discount houses and other types of outlets for the distribution of luxuries and necessities too numerous to mention.

They are products of the free choice, competitive, free market mechanism which is so easy to criticize, but would be so hard to replace.

TULIA SAVINGS AND LOAN ASSOCIATION

200 N. Maxwell — Tulia, Texas

STATEMENT OF CONDITION

December 31, 1969

ASSETS

First Mortgage Loans	\$5,730,189.25
Loans on Savings Accounts	61,883.23
Home Improvement Loans	62,354.71
Stock in Federal Home Loan Bank	44,900.00
Cash and Government Bonds & Securities	748,189.26
Office Building	62,469.43
Furniture, Fixtures, Equipment, Automobile	20,906.95
Prepaid F. S. L. I. C. Ins. Premiums	104,827.72
Other Assets	17,125.92
TOTAL ASSETS	\$6,852,846.70

LIABILITIES

Savings Accounts	\$6,148,929.70
Borrowers Trust Funds	49,073.02
Deferred Credits	11,518.33
Accrued Dividends - Savings Certificates	64,128.59
Advance - Federal Home Loan Bank	100,000.00
Other Liabilities	335.04
Permanent Stock, Surplus, Reserves	478,862.02
TOTAL LIABILITIES	\$6,852,846.70

OFFICERS

R. T. O'DANIEL
President
L. P. CAMPBELL
Vice-President
OLAN ALEXANDER
Executive Vice-President
Secretary
DR. FRED V. RICHARDS
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Built on Confidence — Growing on Service
Accounts Now Insured To \$20,000.00



We Deliver Your Office Supply Needs WITHIN 24 HOURS

IF IT'S NOT IN STOCK, WE PHONE ONE OF THE LARGEST AND BEST OFFICE SUPPLY WHOLESALE-ALERS IN THE STATE AT AMARILLO.

THEY GIVE US "SAME DAY SHIPMENT." WE HAVE IT IN FLOYDADA NEXT MORNING!

HOW'S THAT FOR SERVICE?

JUST ASK FOR PEGGY

SHE IS IN CHARGE OF OUR OFFICE SUPPLY ORDER DESK!

**HESPERIAN
OFFICE SUPPLY**

SPORTS

Whirlettes Defeat Friona, Lose To Queen Bees

The Floydada Whirlettes defeated Friona 55-31 last Friday. Cindy Ward was high scorer for the Whirlettes with 21 points. Marilyn Harris scored 20 and Terri Shipman hit 12. Pam Lewis got eight rebounds for outstanding defensive play.

The Whirlettes hit 62 per cent of their shots in the first half to build up a 22 point lead at half-time. The Whirlettes finished the first round with a record of 4-2. Dimmitt won the first round with a 6-0 record. The Whirlettes have to win the second round in order to get into a playoff with Dimmitt for the District title. There is no reason why they shouldn't do just that. Next district game is at Olton Friday night which begins the second round. Then Hale Center comes to town next Tuesday. Season record for the Whirlettes is now 18-7.

QUEEN BEES OVER WHIRLETES

Tuesday night the Queen Bees of Wayland College defeated the Whirlettes 50-39. Cindy Ward scored 16 points to take high-point honors for the Whirlettes. She was followed by Marilyn Harris with 14. Wendy Cromer scored 29 for the winners.

In a game played at Lubbock Christian College field house, the Whirlettes were cold and couldn't seem to get going against the Wayland freshmen. Anne Fawver and Jill Bertrand were the leading rebounders for the Whirlettes.

SCHEDULE

Thursday, Jan. 22 - Crosbyton Freshman Boys and Girls here at 6:00 p.m. Thursday-Saturday, Jan. 22-24 - J V Boys and Girls in Slaton Tournament. Friday, Jan. 23 - Varsity Boys and Girls at Olton.

Whirlwinds Lose To Friona, Drop Squeaker To LCHS

The Whirlwind basketball team journeyed to Friona Friday night and suffered a 65 to 57 setback at the hands of the Chieftains. Although playing one of their better games, the Whirlwinds were cold from the free-throw line and could connect on only 17 of 28 while Friona made 25 of 31. The eight more points made by Friona at the free-throw line was the margin of victory as the number of field goals were even at 20 each.

Friona jumped to a 14 to 8 lead at the end of the first quarter and increased this to 31 to 21 by halftime.

The Whirlwinds came out hot in the second half and quickly tied the score at 32-32 mainly on aggressive defensive play and four baskets by Steve Puckett. At the end of the third quarter the Whirlwinds trailed 41-38. Bob Marler's four baskets in the fourth quarter kept the Whirlwinds close but they could not offset the 14 points the Chiefs got by free-throws in the final stanza.

Richard Hale led the Whirlwind scoring with 17 points followed by Marler and Puckett with 12 each. Andy Hale netted 8 points.

Floydada's district record is now 2-3 in the first half.

LUBBOCK CHRISTIAN, 47 FHS 45

The Whirlwinds lost a close one to strong Lubbock Christian High School Tuesday night in Lubbock. High-point man for the Whirlwinds was Richard Hale with 21. He also had 29 rebounds. Bob Marler scored 10 for the 'Winds.

The Whirlwinds trailed 17-7 at the end of the first quarter and were behind 26-18 at half-time. The end of the third quarter saw the 'Winds trailing 37-33. In the fourth period the Whirlwinds tied it up and went ahead. The scores saw-sawed back and forth until the Winds tied it up with 20 seconds left. Then with only ten seconds to play, the Eagles scored the winning basket, as the 'Winds couldn't get the ball back down court in time.

Andy Hale, Steve Puckett, and Walter Harris did a good job in getting the ball down the court against LCHS's full-court press. Jack Gregory played a good defensive game, as did Frank Watson. Frank went out of the game in the third quarter with a sprained ankle.

In the Junior Varsity game, Floydada defeated LCHS 48-32. Ricky McDowell scored 13 points and Ricky Biggs had 12.



EIGHTH GRADE BOYS' BASKETBALL TEAM... (front row left to right) Ralph Bennett, Bradford, Mike Hatley, Ashley Wester, Laprell Burns, Randy Ward, Patrick Rucker, Larryson, (back row left to right) Randy Hale, Dirk Nelson, John Willson, Steve Lloyd, Craig Marc Smitherman, Kerry McDowell, Arnold Lipham, John Cagle, Coach Danny Murphree.

Breezers Take Kress

Floydada Junior High swept three from Kress Monday. The seventh grade boys won 17-7 with Craig Hambricht scoring

4 for the winners. The eighth grade girls defeated Kress 24-10. DeAnn Wilcox was high scorer with 8

points. In the eighth grade boys' game it was Floydada 43, Kress 18. Kerry McDowell scored 24 for the Breezers.

Floydada Monday in the meantime, the grade teams playney tourney this week.



SEVENTH GRADE BOY'S BASKETBALL TEAM, (front row l. to r.) Billy Whitaker, Randy Davis, Mike Ramsey, Mike Estes, Randy Pernell, Keity Marricle, Mark Craig, Rex Yeary. (back row l. to r.) Dwane Martin, Mike Vickers, Lyle Suggs, John Guzman, Mac Arthur Mitchell, Rusty Holaday, Randy Pierce, Craig Hambricht, Burgil Brooks, Coach Loftin, Mark Grigg. (Staff Photo)

IT'S FANTASTIC THE WAY WE KEEP FOOD PRICES DOWN!

GRADE A FRYERS L.B. 29c	U.S.D.A. CHOICE T BONE STEAK L.B. 89c
U.S.D.A. CHOICE SIRLOIN STEAK L.B. 89c	GIANT TIDE 79c
SHURFRESH TWIN PACK POTATO CHIPS 49c	SHURFRESH L.B. BOX CRACKERS 2 for 49c
WHITE RUSSETT POTATOES 20 LB. BAG 89c	SOFLIN TISSUE 10 ROLL PACK 99c
CLOVERLAKE MELLORINE 1/2 GAL. 39c	LAKE REGION GOLDEN CREAM STYLE CORN 2 for 33c
SUGAR 5 LBS. 55c	LAKE REGION TOMATOES 300 CA 2 for 33c
LAKE REGION EARLY HARVEST SWEET PEAS 303 CAN 2 for 31c	SHURFINE WHOLE 22 OZ. SWEET PICKLES 2 for \$1
COKE REGULAR 6 BOTTLE CARTON PLUS DEPOSIT 39c	



shurfresh MILK

SPECIALS GOOD THROUGH SATURDAY ONLY

L & J FOOD STORE

DOUBLE BUCCANEER STAMPS ON WEDNESDAY

316 NORTH 2ND

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WE DELIVER

Freshman Boys Beat Ralls

The Whirlwind Freshman team defeated Ralls 51 to 31 in last Monday night's game. Mark Vinson led the scoring effort with 15 points. Jerry Hearron had 9 and Terry Jester and Jay Jones had 7 points each.

Freshman Girls Lose To Ralls

The Floydada freshman girls lost to Ralls 38-34 Monday night. Kim Campbell scored 14 points for the Floydada team. The freshmen play Roosevelt there next Monday.

Five Students Graduate At FHS

Five students were mid-term graduates of Floydada High School this year, according to principal Charles Tyer. Mid-term graduates are Kreis McIntosh, who will attend the University of Texas; Kit Martin, who will attend Trinity in San Antonio; Teresa Tye, who plans to work; Kenneth Bloys, who farms in the Floydada area; and Billy Baker, who works in Floydada.

Hall Resumes Piggly Wiggly Managership

Shop-Rite Foods this week announced the re-employment of Gerald Hall as manager of the Floydada Piggly Wiggly store. Hall resumed managership of the store Monday after managing another local grocery store for several months.

BE SURE TO REGISTER TO VOTE

.....a message to the farmers



MAKING BIGGER 1969 PLANS FOR YOUR FARM?

Why not? Think of how easily and economically you can finance them here where you have such a wide choice of personal, family, and farm loans! All are entirely confidential, promptly yours, at low bank cost... and farm loans are conveniently repayable out of expected income.

Come see us right now!

Bank in Floydada where your business is appreciated.



FIRST NATIONAL Bank Floydada, Texas

Each depositor insured to \$20,000



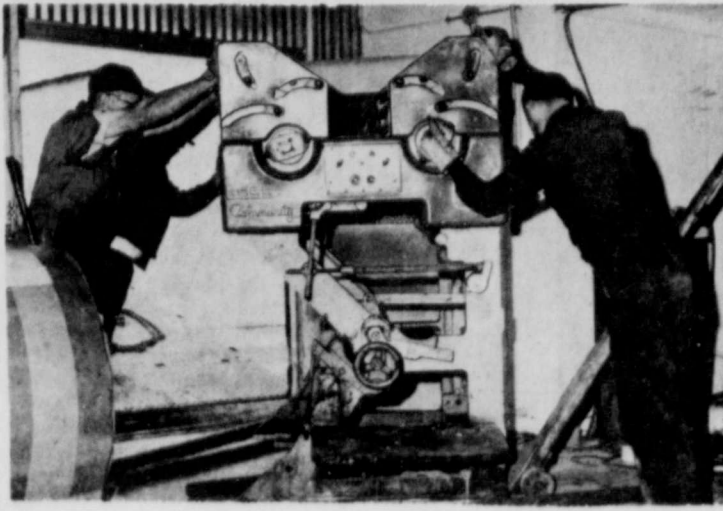
Blanco Offset Printing Moves Press To New Building North Side Square



First of four units heads for new location.



Folder unit manhandled into new building.



Third unit goes into place.



Hooray!....she runs....Blanco manager Art Ratzlaff beams as press runs in new building.



S SEVENTH GRADE BASKETBALL TEAM... (Front row left to right) Nancy Lloyd, Sherry, Teresa Hasley, Sharron Warren, Kathy Hinsley. (Middle row left to right) Sharon Decker, Coffman, Ronda Zinn, Becky Phillips, Dianna Grimes, Karen West. (Back row left to right) Harrison, Vicki Foster, Karen Alldredge, Kathy Hambright, Linda Norman, Carol Cozby, Vi-mith, Demetra Hensley. (Staff Photo)



Soybean Yield Sets Record

Agricultural observers have reported that soybean yields on the Texas High Plains during 1969 were the highest produced and results from the 1969 High Plains Research Foundation soybean varieties tests substantiate these reports.

According to Dr. Douglas Owen, Senior Agronomist, Halfway, weather was a major factor influencing soybean yields in 1969. However, the scientist pointed out, climatic conditions during the growing season were most favorable for medium maturity soybean varieties while the prolonged hot weather during July and August was not favorable for the early maturing varieties and the early freeze October 13 was damaging to full season varieties.

In the report compiled for the 1969 annual research report, Owen and Quebe noted that yields of all tests were generally higher than in 1968 and that the cool wet weather in late August and September probably was a significant factor affecting this increase.

Another factor in the increase of soybean yields over the High Plains area was increased knowledge of cultural practices pertaining to the various varieties suited for High Plains production. "Farmers have learned to produce maximum results from the available varieties on the High Plains," Dr. Owen said.

The York soybean variety yielded significantly higher than eight other varieties in the full season variety test and also was the high yielding variety in 1968 tests conducted at the Foundation.

There were no significant differences in yield between HP-963, Hood, Davis, Hill and Lee varieties, but the earlier maturity of HP-963 and Hill tend to make them better varieties for this area, the scientists stated in the report.

The early maturing variety test, planted eleven days later than the full season varieties, showed no significant difference in yield between Delmar and Kent varieties. HP-963 yielded significantly less than Delmar in this test but not less

problems of the state, and solving the problems begins at home.

"It's just the times" isn't a good excuse...because all of us make the times and we have a Democracy that affords many opportunities," Senator Hightower concluded.

There will be no Lions luncheon today.

management of our irrigation water is one of the most important phases of conservation in the Floyd County Soil and Water Conservation District. Several things are necessary in order to be efficient with irrigation management. First of all, there must be the mind of the farmer and understanding when to irrigate, how much to apply, and to apply the needed amount efficiently. When these things are present, certain must be available to complete the picture. These are uniform grade or slope, an adequate water supply, and not always necessary but always beneficial - irrigation pipelines provide excellent water control. From transporting water from the source to the point of distribution to the crops are reduced. Pipelines eliminate seepages. Seepage and evaporation from an open ditch amount to as much as 5% of the water pumped. If 20 inches are pumped in one

year on a 160 acre farm, this amounts to about \$200.00 in one year. Also there is the inconvenience of cutting a ditch, then after it has served its purpose, allowing it to dry then refilling it before farming operations can continue. A weed control problem can also be encountered with an open ditch. With pipelines, weeds are controlled and the land is used to grow profitable crops - not profit cutting weeds.

A surface irrigation system should be carefully planned in detail including needed land leveling and pipelines. This allows consideration for ample size of pipe for future needs. In many instances, field leveling allows a change in row direction which in the long run saved on the amount and cost of pipelines. The Soil Conservation Service personnel are available to assist you in planning and designing of irrigation systems and pipelines.

WILKINS, FROM PAGE 1

and Shari, 5. The Wilkins', who list their church affiliation as Baptist, reside at 737 Ross in Floydada.

SENATOR

FROM PAGE 1

was insurance. The high cost of insurance is not only hard on the individual, but is causing some of the strongest insurance companies several problems. He said the insurance needs of governmental agencies has increased since the new state law allowing governmental organizations to be sued for damages. Insurance to cover Floyd County would amount to \$12,000.

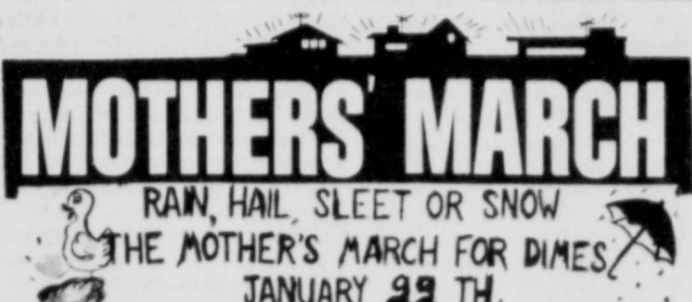
"The increased cost of public liability policies, auto insurance are all getting higher," he added.

"In Austin we don't have the answer to the problem of the 'three P's', Senator Hightower said, "but we will work with the people of this state to solve them."

The senator concluded with an appeal to everyone to show an interest and concern for the



PERRY BROS. MANAGER.... John Wilkins



Buddies

MARTY MIM MACK, 8, Santa Clara, Calif., helps a friend. The 1970 National March of Dimes Poster Boy represents the 250,000 American babies born annually with birth defects. Give to the March of Dimes to help prevent birth defects.



MOTHERS,

FROM PAGE 1

mothers ask you for your donations tonight, we hope you will open your front door as wide as they have opened their hearts in assisting with this drive.

The 1956 Study Club will serve refreshments tonight at Lighthouse Electric for all workers in the march. Those participating are asked to be at the gathering at 5:30 for a program prior to the door-to-door canvassing.

than Kent.

The difference in yield of HP-963 in the full season test planted May 22 and the early maturing test indicates that this variety performs better when planted at the earlier date, the scientists said.



This new 3M Brand "Copy-Mite"

Copier costs only \$225

... yet it makes better copies than expensive electrostatics!



Compact, desk-top size. Makes sharp, clean copies from any originals.

- Gives "original like" copies on white bond-weight paper
- Copies from books and magazines
- Copy quality equals those from any machine at any price!
- Also makes overhead projection transparencies

Call to see the new 3M Brand "Copy-Mite" Copier demonstrated in your office.

OTHER 3M COPY MACHINES AS LOW AS.....\$109

HESPERIAN OFFICE SUPPLY

We Will Meet...Or Beat All Competitors On OFFICE EQUIPMENT



H-O-N 4220 Executive Swivel Chair with Arms. Has 2" foam rubber on saddle shaped seat. Padded arm rests. Welded and seamed. Plated scuff plates and other quality features.



Let H-O-N Plan Your Desks To Fit Your Office Needs

Keynoted to the trend for efficient L-work arrangements in the office is H-O-N's new desk line. Completely flexible, H-O-N desks offer literally hundreds of optional groupings. Artful use of vinyl-clad steel on drawer fronts and back panels adds distinctive tones and textures. Desk above with roomy 60 x 30 top and 38 x 19 typing return, includes two pedestals and center drawer.

HESPERIAN OFFICE SUPPLY



MERCHANT OF THE WEEK - Albert (Bert) Mankins, manager of Consumers Fuel Association, started working for Consumers in 1950, and became manager April 30, 1953. He was born in Red River County, Texas, and moved to this area in 1922. Mankins attended high school in Estacado, a small town between Petersburg and Lorenzo, and met his wife, the former Corine Denning, there. They

were married Feb. 9, 1937. The Mankins have four children, Larry, who lives in Weatherford, Kenneth and Wayne, both of Canyon, and Bruce, who lives in Floydada. Mankins lists horseback riding and hunting as his favorite pastimes. In addition to the service station, located at 404 E. Missouri in Floydada, he also manages Consumers' butane and farm supply businesses.

R.G. Bean

Funeral rites for Roger Gilbert Bean, 71 year old longtime Floyd County resident, were held Thursday afternoon in the South Plains Baptist Church with Rev. Bill Trice, pastor, officiating. Bean died Wednesday morning of last week in Lockney General Hospital where he had been a patient three days.

He was a native of Greenville and moved to Floyd County more than 50 years ago. He was married to Willie Taylor in Floydada Oct. 1, 1921. Bean was a member of the South Plains Baptist Church and Lockney Masonic Lodge.

Survivors include his wife, one son, William Lee Bean of Winters; one daughter, Mrs. Shelby Calahan of South Plains; seven grandchildren and two great grandchildren.

Interment was in Floydada Cemetery under the direction of Carter Funeral Home.

W.H. Jenkins

Funeral rites for William Harrison Jenkins, 93 year old longtime Floydada resident were held yesterday in the Moore-Rose Funeral Home Chapel with Rev. Floyd C. Bradley officiating.

Jenkins died at 3:45 p.m. Monday in Caprock Hospital. He had been ill about one week. He had been a resident patient in the Floydada Nursing Home for the past three years.

Known as "Jenks" to his many friends, the deceased had resided in Floyd County some 42 years, farming, working as a ginmer, hardware and grocery clerk and a gin builder. His wife, Margie Belle, died in 1945.

Jenkins was a native of Comanche County, Texas, born October 9, 1876. He was a member of the Methodist Church.

Survivors include three daughters, Mrs. Jewel Redd, Carona, Calif.; Mrs. V. T. Bramlett, Lubbock and Mrs. E. H. Patton of Tucumcari, N.M.; three sons, Odis Jenkins of Huntington Park, Calif., Fred Jenkins of Bakersfield, Calif., and Grady Jenkins of Lubbock; 14 grandchildren, 11 great grandchildren, two great great grandchildren and one brother, Charlie Jenkins of Marlow, Okla.

Interment was in Floydada Cemetery under the direction of Moore-Rose Funeral Home.

Among his old friends acting as honorary pallbearers were E. B. Chesnut, Bob Dyson, Bud Goen, W. H. Furrow, Charley Berry, Warner Hilton and Harvey Tardy.

Survivors include his wife; two sons, Ted of Denton and Steve of Plainview; two stepsons; a brother, C. J. (Tubb) Roach of Aiken; two sisters, Mrs. Cliff Riddle of Aiken and Mrs. Jeff Winslett of Lipan and his mother, Mrs. C. J. Roach of Aiken.

Burial was in Lockney Cemetery.

Funeral rites for John R. Freeman, former Lubbock school teacher and Church of Christ evangelist, were held Tuesday in the 17th Street and Avenue N Church of Christ.

Freeman was the father of Mrs. Dorris Jones of Floydada and was well known in this area.

He died Sunday in Lubbock Methodist Hospital. Freeman was a native of Melbourne, Ark., and moved to Lubbock from Alva, Okla., in 1930. He taught math at Lubbock High from 1931 until 1945 and also taught at various area secondary schools and colleges prior to moving to Lubbock. He was an elder of the 17th Street and Avenue N Church of Christ.

Survivors include two daughters, Mrs. Jones of Floydada and Mrs. Geo. Caddell of Lubbock; two brothers, two sisters, three grandchildren and four great grandchildren.

Officiating ministers were Paul Knight of Booneville, Ark., Kenneth Avaritt of Benton, Ark., and Garland Lipe of Havana, Ark.

Burial was in Resthaven Memorial Park.

OBITUARIES

M.C. Hall

Funeral rites for M.C. Hall, 63 year old resident of Floydada since 1950, were held Tuesday in the Church of God in Christ in Floydada. Hall died in Caprock Hospital, Sunday, Jan. 18.

He was born in Henderson, Texas, March 6, 1906 and was married to Mary Bryant in 1927 in Rush County, Texas. They moved to Floydada in 1950. He was a farm laborer.

Hall was preceded in death by one son, three sisters and five brothers.

Survivors include his wife; two sons, W.C. Hall of Baton Rouge and Vernon Hall of Hart; three daughters, Mrs. Charlene Brown of Royce City, Mrs. Willie B. Simon of Floydada and Mrs. Lois Marie Thirkill of Amarillo; two sisters; 24 grandchildren and nine great grandchildren.

Bishop E. Griffens of Plainview officiated for the rites. Interment was in Floydada Cemetery. Moore-Rose Funeral Home was in charge of arrangements.

Joe D. Roach

Funeral rites for Joe Dale Roach, 47 year old former Floyd County resident, were held Monday in the Lockney Methodist Church. Roach, yard foreman for North Texas Pipe Supply Co., in Wichita Falls, died Saturday morning at his home in Iowa Park after an apparent heart attack.

Roach was born in Lipan and attended schools in the Aiken Community and Lockney. He was a member of the Methodist Church.

Survivors include his wife; two sons, Ted of Denton and Steve of Plainview; two stepsons; a brother, C. J. (Tubb) Roach of Aiken; two sisters, Mrs. Cliff Riddle of Aiken and Mrs. Jeff Winslett of Lipan and his mother, Mrs. C. J. Roach of Aiken.

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Burial was in Resthaven Memorial Park.

Floydada Graduate Opens New Marine Electronic Business In Maine

Troy Johnston, 1960 graduate of Floydada High School and son of Mr. and Mrs. Carl Nelson is a partner in a new marine electronic service business in Bath, Maine.

A newspaper article and picture of Troy was recently published in the Brunswick Times-Record.

The article says: "A new marine electronic service business is operating in the Bath area."

"Maine Coastal Electronics is operated by two partners and their wives from a shop at 15 Mechanic Street."

"John E. Brygider, one of the partners, said the operation is 'mostly service' but the partners are also authorized dealers for several lines of marine electronic equipment, included in the lines they sell are Benmar (formerly Bendix), Pearce-Simpson, Simpson electronic equipment, and Plessey radar."

"But the partners said their main interest is in service. 'We can and will service anything from a radio-telephone to radar,' Brygider said."

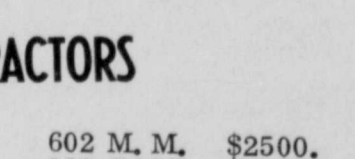
"The partners said their policy of 24 hour shipboard service should appeal to fishermen and other boat owners. 'The best way to service marine gear is on board the boat,' Brygider said. He explained that boat owners in the area have been in the habit of removing equipment from the boat to have it repaired but he said on the spot service is better because the trouble could be on the boat."

"Troy L. Johnston, the other partner, said the business is a small operation and 'we want to keep it that way. That's the only way to run a business like this.'"

"In addition to marine electronics service, the pair service citizens band radio and two-way commercial radios. 'Almost anything' was the way Johnston summed up what they are able to service."

"A New York native, Brygider said he spent 'many summers' in Maine and 'I determined a long time ago to make Maine my home.' He and his wife live at 15 Mechanic Street. They have three children."

"Johnston and his wife make their home in Dresden. They have four children. Originally from 'West Texas' he said, I spent six years in the Navy stationed at Brunswick, As soon as I got here I didn't want to leave, so here I am."



TROY JOHNSTON

CAR FIRE NORTH OF FLOYDADA, destroyed the interior of this auto, and del Chrysler, last week near Muncy. The fire department extinguished the fire reached surrounding pasture area.

(J. W. Go)

Senator Jack Hightower Will Seek Re Election

State Senator Jack Hightower of the 30th Senatorial District announced Saturday that he will file as a candidate for re-election in the Democratic primary. Hightower stated that he planned to visit each of the 21 counties in the district between now and the filing deadline in

order to personally canvass the Democratic chair county.

Senator Hightower first elected to the House in 1964, having previously served in the House of Representatives and as a member of the Multistate Commission, House of Representatives in the fields of

ment and Education. In 1969 he was elected to the Vocational Teachers Association and the State with the District Award of each.

Senator Hightower would make no announcement at

Farmers Extension Filing Income

Farmers have extension of their 1969 income tax filing to inform accounts this week.

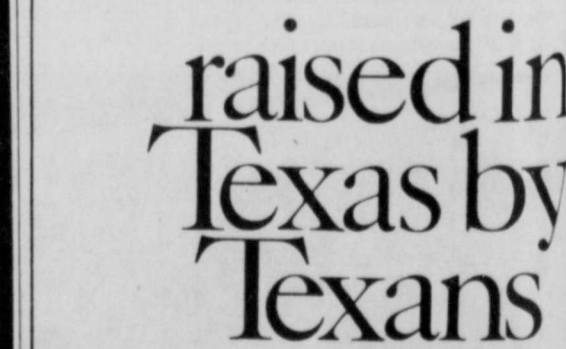
The previous deadline was Feb. 15, 1970. Now have until Jan. 15 to file without

BE SURE TO BUILD TO VOTE NOV. 3, 1970

THAN JANUARY

sta FRI LOC

32 acres - No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000



raised in Texas by Texans

This fine turkey is one of more than a million noble birds that will be marketed by Texas producers this year. The market used to be strictly seasonal, but now it is year-round. Dependable low cost rural electric production, processing and freezing have helped provide a constant supply, stimulating a year 'round demand. Lighthouse Electric Cooperative you to put a Texas Turkey in your and trot him out with all the trimmings. Valentines or St. Patricks Day. A Turkey makes any occasion festive.

Lighthouse Electric Cooperative



COUNTY AGENT'S CORNER

by Joe Wilson

A series of three silage production meetings will be sponsored by the Texas Agricultural Extension Service at three locations on the South Plains during the week of January 26. Meetings are slated at the Forrest Park Community Center in Lamasa on January 26; Hale County Agricultural Center in Plainview on January 27; and the Courthouse meeting in Levelland on January 27 and 28.

Speakers and subjects to be discussed at each of the silage production sessions are as follows: Bob Metzger, "Production of Quality Silage Crop," Bill Allen of College Station, Extension agricultural engineer, "Types of Silos," Feed Structures and Handling Methods; and Dr. Lovell Schake of College Station, assistant professor of animal science at Texas A&M University "Feeding and Utilization of Silage."

The County agricultural agent in each respective county will present introductory remarks and will serve as chairman of the program.

The gigantic growth of the cattle feeding industry on the Texas High Plains has brought on a tremendous demand for feeder cattle. This is where silage and forage production come into the picture. These two products can play an important role in the overall economy of the area and can mean additional income to many farmers and ranchers.

Farmers and stockmen should mark February 19 on their calendars and plan to attend the Water, Crops and Stock Day in Lockney, Swine, and cattle production and feeding will be featured at the event. Noted area producers and specialists will present the programs.

DON'T YOU WANT TO VOTE?..... REGISTER NOW.

LEGAL NOTICES

NOTICE TO CONTRACTORS

Sealed bids for all work required for seal coating of approximately 40 blocks of city streets for the City of Floydada, Texas, will be received by the City Secretary at the City Hall, Floydada, until 5:00 P.M., February 9, 1970, and then opened at 7:00 P.M. at said place and read aloud.

All proposals shall be accompanied by a cashier's or certified check upon a national or state bank in the amount of five (5%) percent of the total maximum bid price payable without recourse to the City of Floydada, Texas, or a bid bond in the same amount from a reliable surety company, as a guarantee that bidder will enter into a contract and execute performance bond within ten (10) days after notice of award of contract to him. The bid security must be enclosed in the same envelope with the bid. Bids without check or bid bond will not be considered.

The successful bidder must furnish performance and payment bonds upon the forms which are attached hereto in the amount of 100% of the contract price from an approved surety company holding a permit from the State of Texas to act as surety or other surety or sureties acceptable to the Owner.

The right is reserved to reject any and all bids and to waive any informality in bids received.

Plans, specifications and bidding documents may be secured from the office of the City Secretary, City Hall, Floydada, and Bill R. McMorris & Associates, Inc., 6300 Canyon Drive, Amarillo, Texas 79106, on deposit of Twenty-five Dollars (\$25.00) per set, which sum so deposited will be refunded, provided: (1) All documents are returned in good condition to Bill R. McMorris & Associates, Inc. Not later than 48 hours prior to the time for receiving bids; or (2) The Contractor submits a bid and all documents are returned in good condition to Bill R. McMorris and Associates, Inc. not later than five (5) days after the time that bids are received.

CITY OF FLOYDADA, TEXAS
Jimmy Seay
Mayor

Jimmie Lou Stewart
City Secretary

(1-22-70)

CONE NEWS

CONE, Jan. 19 - Miss Bonnie Wilmet and a niece of Lubbock visited Mrs. Emma Ware and Melba Wednesday afternoon.

Mr. and Mrs. Bob Wideman, Belva, Ray Don and Renee Marsh of Ralls visited Mrs. Vada Wideman Friday evening.

Kayla Davis spent Friday night with Sherry Wright in Ralls.

Franklin Harris attended the Young Farmers Convention in Galveston last week.

Among those attending the 7-8 grade basketball tournament in Idalou during the weekend were Mr. and Mrs. Haney Wideman, Mr. and Mrs. D. A. Barnhart and the Howard Harris.

Mrs. R. L. Martin spent Sunday night in the C. O. Gilbreath home.

Mr. and Mrs. Ted Good

Watch It, Doc!



KIE GLEASON, unofficially tagged The Great Howls in surprised pain when the doctor administers foreign travel "shots" in this hilarious comedy from Joseph E. Levine's comedy presentation "Don't Drink the Water," an Avco Embassy production, in Widescreen Color... showing at the Theatre Sunday and Monday. Howard Morris directed this Rollins & Joffe production.

SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, Jan. 19 - Mr. and Mrs. Verne Nelson of Amarillo are planning a tour of Australia and New Zealand. They will leave January 29 for the six weeks trip. Mrs. Nelson's sister, Mrs. Harold Hamm, her husband, and Jeanne and Arlene, and another, Mrs. and Mrs. Leighton Teeple and Rhonda from here, spent Sunday in Amarillo at the Nelson home. Others present were Mr. and Mrs. Raymond Teeple of Lone Star, Mr. and Mrs. Gaines Teeple and Mrs. Wanda Teeple of Amarillo.

South Plains Baptist Church services were well attended Sunday with 93 in Sunday School. Visitors were Mrs. Marjory Boman of Albuquerque, N.M.; Mrs. Virginia Robertson of Phoenix, Ariz.; Boyd Morris and Tommy Powell of Omaha, Neb., and Jack Carroll of Johnson City, New York, with the Curtis Sanders family.

Rev. W. L. Trice, Fred Fortenberry and Travis Young returned home Wednesday from Fort Worth. They returned early due to the death of Gilbert Bean, Sunday morning. Travis reported on the Evangelistic Conference which they had attended in Fort Worth. He said they heard nine sermons Tuesday and the wonderful testimony of Dale Evans, motion picture star. They all enjoyed each and every meeting, according to their reports.

Workers Conference is at the Flomot Baptist Church Tuesday evening. The program and sermon is by Ernest Stewart of Crosbyton. The new area Missionary, Strauss Atkinson, will be there also. Womens Missionary Officers are urged to attend.

Mr. and Mrs. Shelby Calahan took their aunt, Mrs. Virginia Robertson to catch her plane for Mesa, Ariz. Monday, where she lives. Mrs. Robertson has been here with her sister, Mrs. Gilbert Bean, and for the funeral of Gilbert Bean last Thursday.

Our neighbor and friend, Gilbert Bean of Lockney, passed away Jan. 14 in the Lockney General Hospital after being ill only three days. Friends who visited him had thought he was getting better. Services were held at the South Plains Baptist Church Thursday with Rev. W. L. Trice and Rev. Sealy Smith of Weatherford officiating. Burial was in Floydada Cemetery. The Baptist Church and the Fellowship Hall were filled to overflowing at the services. We offer our sympathy to all the Bean and Shelby Calahan family in the loss of their husband and father. He will be truly missed by everyone in business, in church and in the community.

Mrs. Sim Reeves of Memphis was an overnight guest Friday

and Saturday in the home of her daughter, Mrs. Ted Bell and family at Floydada. She also visited in the Raymond and Bob Reeves home, and Saturday afternoon visited in the home of Mrs. Murray Julian.

Mr. and Mrs. Thomas Pierce of near Floydada are new grandparents. Their daughter Beverly, now Mrs. Norman Self and her husband of Lubbock, became parents of a boy last week. Mrs. Pierce spent the weekend in Lubbock with the young folks, and the new grandson. He has been named James Bradley. The Pierce family formerly lived in the South Plains area.

Mr. and Mrs. Britt Gregory of Lubbock spent Saturday night here with her parents, Mr. and Mrs. Sylvan Kinnibrugh. They also visited in Plainview with her sister, Mr. and Mrs. Teddy Horne and Melissa.

Out of town relatives who came for the funeral of Gilbert Bean were Mrs. Bean's sister, Mrs. Virginia Robertson of Mesa, Ariz., Mrs. Marjory Bowman, Albuquerque, N.M.; (she is spending a week with Mrs. Bean) and Mr. and Mrs. George Temple of Austin. Also present was Mrs. Bean's brother, Mr. and Mrs. R. E. Taylor of Clyde, Tex. and Mr. and Mrs. Billy Bean and Beany of Winters; and friends, Mr. and Mrs. Morris Robinson, Dr. and Mrs. C. T. Rives, Mr. and Mrs. Ernest Brown, Mr. and Mrs. Walter Kraatz, Mr. and Mrs. Wade White, Wes Hays, Mr. and Mrs. Kenneth Cook, Rev. Bowman, all of Winters; and Mrs. Billy Bean's brother, Mr. and Mrs. B. S. Whitfield of Garland; her mother, Mrs. Thelma Parrish of Dallas; Rev. and Mrs. John Gillispie and Kimberly of Crowell; Rev. and Mrs. R. C. Guest, Mrs. Ernest Davis of Tulsa; Mr. and Mrs. Perry Smith of Dallas; Mr. and Mrs. John McClendon of Tulsa; Mr. and Mrs. Cline McClendon of Kress; Mrs. Walter Brown and Otis Harris from Amarillo; James Norrell and Irene Bean from Canyon.

Rev. and Mrs. John Gillispie and four months old Kimberly Dawn of the First Baptist Church of Crowell were here Thursday for the services of Gilbert Bean. They visited later in the home of Mr. and Mrs. Sylvan Kinnibrugh with them and Mr. and Mrs. Frank McClure. Mrs. Minnie Childress of Albany, Texas, underwent surgery Friday morning for removal of a goitre. She is doing fine at this time, according to her daughter, Mrs. W. L. Trice.

Mr. and Mrs. James Teague and children are now back in Lubbock having moved there this weekend from Albuquerque, N.M. where James was teaching at the University of New Mexico. He will now be working on his doctorate at Texas Tech, and will do intramural teaching. Mrs. Teague is the daughter of the L. T. Woods of our community.

Mrs. J. P. Taylor was honored with a dinner at a birthday celebration in her home Sunday with all her children and many of her brothers and sisters present. Children are Mr. and Mrs. Joe Taylor, Gregg and Rise of Lockney; Mr. and Mrs. J. Ronald Taylor and children of Quitaque; and Katie Taylor, home for this coming week from Womens College at Denton. Others there were Mrs. Jane Pigg, Regina and Sue of Kress; the Jake Merrells and the Truman Merrells of Quitaque; and Gladys and Jimmy Stroup of Quitaque, cousins of Mrs. Taylor were present. They all spent the afternoon and evening with the Taylors.

Remember: Bible study will begin at the South Plains Church January 26-28 with Dr. Fred Howard of Wayland teaching the study of James. There will be classes at the church of all ages of the family, so make plans to attend the study each of the three nights.

Mr. and Mrs. Raymond Upton left Sunday morning to go by Canyon and visit with their children, Mr. and Mrs. Jimmy Upton and Sherri, then they went on to Hereford where they visited in the Hereford Hospital with Raymond's ill brother, Will Upton. Mrs. Upton reports there was a lot of snow up that way, and ice on plants and trees, making it a beautiful picture. Jimmy Upton is taking his college mid-term finals this week. He has been taking data processing in college.

The Hobby Club will meet this Thursday, Jan. 22, at 2 p.m. in the home of Mrs. Grigsby Milton with a program on the making of fruit from playdough. Everyone try to be present for the giving out of the year books, and to plan the meeting places for next year.

Mr. and Mrs. Price Pritchett of Austin came Sunday to spend the night with his parents, Mr. and Mrs. Early Pritchett and Steve. The young folks went on to Amarillo this Monday morning to spend until Wednesday night at a meeting.

Rev. and Mrs. Larry Faus and children are now living in Wisconsin, and both are teaching in Job Corps. They came to Lamesa during Christmas to have the holidays here with her folks. Rev. Faus was a former pastor at the South Plains Baptist Church.

Elmo Fortenberry, son of Mr. and Mrs. Fred Fortenberry of our area, is a "Top of Texas Milo Grower." A more abundant water supply on the North Plains paid off for Sunray area farmer, Elmo Fortenberry, who goes to the De Kalb National Sorghum Masters Meeting Jan. 22, at Denver, Colo. The top DeKalb Master's producer for Texas harvested a field of 9,221 pounds grain per acre on a 30 acre field, planted to De Kalb Variety C. 48 A. Fortenberry planted the field June 10, watered it twice before harvest on Oct. 19. He will be honored for his top producing yield at the annual Sorghum Master Club Banquet in Denver. Fortenberry farms 2,400 acres north of Sunray in Moore County. He with his wife Patsy, and Rhonda 11, Patricia 8, and Elmo Jr. 6, live in Sunray.

Mr. and Mrs. Bryan Karr left Lockney Wednesday morning to make their permanent home in Richardson, Texas, near Dallas. Bryan will be working in a plant in Richardson.

Mr. and Mrs. Dean Stewart and Mr. and Mrs. Jim Roberts went to Acuff Wednesday night where they had a steak supper in celebration of the wedding anniversary of Mr. and Mrs. Dean Stewart.

Frost covered the ground here Tuesday morning with a low of 20 degrees. Winter has really been with us the past three weeks, with light smattering of snow, very low temperatures.

Mrs. Arby Mulder has been under the weather since Christmas when she suffered a case of old fashioned flu and has not been strong since. Several in our area have been ill with flu.

Parents night at the school house was well attended by members of the PTA of South Plains. Four tables of forty two were played throughout the evening and doughnuts, coffee and punch were served. Hostesses for the party were Mrs. Johnny West and Mrs. Eugene Beedy.

Mrs. George Weast was brought to the Caprock Hospital in Floydada from the High Plains Hospital Tuesday of last week, and many were in to see her this past week. She is getting along fine from the broken hip she sustained Christmas, but she is still not able to be up very much. We are glad she is closer home now.

Tommy Powell arrived home Friday from the Offutt Air Force at Omaha, Neb., in time for his mother's birthday Friday. He will be here with his parents, Mr. and Mrs. Tillman Powell and family until January 31. His stay in the Air Force will be terminated around the 11th of March. His wife, Kay, did not get to make the trip with Tommy at this time, as she could not leave her job.

Fred Fortenberry was approved as the new treasurer of the South Plains Baptist Church replacing Don Probasco who had to give up the job. We are grateful to all the workers in the church who work long hours with no pay, especially the teachers, the library workers, (Mrs. L. T. Wood) and the organ and piano players. If you have not pledged or given to the Lottie Moon offering, you may still do so, as the goal of \$1163 has not been met.

The Junior and Intermediate GA's, about fifteen in all, will go with their sponsors, Mr. L. T. Wood, Mrs. Kendis Julian, Mrs. Jim Roberts and Mrs. Eugene Beedy, to Lubbock to the Buckners Baptist Home next Saturday afternoon. They will leave at 1 p.m. and hope to be home by supper time. The girls and sponsors will carry supplies for the orphans at the home. If you do not have anything to send, a gift of \$7.50 will take care of a child for a month.

The family of Gilbert Bean wishes to express their sincere thanks for the many acts of kindness shown at the death of their loved one, Gilbert Bean. For the flowers, cards, food and prayers, they wish to say thank you. They are grateful to Dr. Glenn and the staff of the Lockney General Hospital.

Square Dance News

(by Beth Faulkenberry)

The Whirlers Square Dance Club will meet Friday night, January 23 with Jack Thompson of Tulsa as caller.

Officers say it isn't too late to register for lessons. If you are interested Tuesday night, January 27, at 7 o'clock to 210 N. Main in Floydada.

Its good exercise, good fellowship and a good time!

DPS Seeks Hit And Run Driver

AUSTIN - The Texas Department of Public Safety today issued a special public appeal for any kind of information which might lead to the apprehension of a hit-and-run driver whose car struck and killed a young highway patrolman on US 80 east of Weatherford, Parker County, at 2:43 a.m. Sunday, December 7.

Patrolman Douglas Thompson, 26, married and the father of a five-year-old son, was killed by the hit-and-run car while standing at the side of the road interviewing a traffic violator. The car sped on at a high rate of speed after the impact without any sign of hesitation.

Specifically, the DPS is seeking information that might help locate the killer car which has been identified as a white, 1960 model Ford "Fairlane" or "Fairlane 500" four-door with damage to the front right side. The damage included the loss of the right front fender ornament, which was found at the scene, along with a 43-inch long chrome strip from the right front door. Also found at the scene were the first two letters - "Fa"-which had been knocked off the "Fairlane" emblem on the side of the right front fender.

Reason for the renewed appeal for assistance in locating this car, said Col. Wilson E. Speir, DPS Director, is the belief that several reported "leads" which didn't prove out may have led people to think the death car had been located.

"We again earnestly solicit the help of anyone who might recall having seen such a vehicle in the past four or five weeks on the road, or perhaps being repaired at a repair shop, back - yard garage, or some seemingly inconspicuous place," Speir explained.

We are determined to continue the search for this vehicle and its driver whose wanton act of lawlessness in leaving the death scene should be dealt with accordingly. The DPS called upon any citizen who might have information he thinks would be helpful in this case to contact either of the following:

Bob Andrews, Texas Highway Patrol, Box 329, Weatherford, Texas, 76086 - Telephone: Area Code 817, 594-6936, or Tom Arnold, Texas Ranger, 300 West Belknap, Fort Worth, 76102 - Telephone: Area Code 817, 336-9541, or

The nearest office of the Highway Patrol or Texas Rangers, which is listed under

"Texas Department of Public Safety" in the telephone book.

Payments Will Be Made Soon

Announcement was made last Friday that farmers participating in the 1970 feed grains, wheat and cotton programs will get all their government payments as soon as possible after July 1 of this year; thus shedding a small ray of light on the controversial subject.

An announcement last month by Secretary of Agriculture Clifford M. Hardin stated that advanced payments would not be made until this fall for diversion of additional land under the feed grains program. The announcement Friday by the Nixon administration was apparently made due to the strong criticism directed toward the Secretary's decision and responses from throughout the country.

Advanced payments are usually made early in the year with final payments coming in the fall. This year, due to an apparent attempt to cut the national budget, the advanced payments were not to have been made until the fall, after the crop harvest was completed.

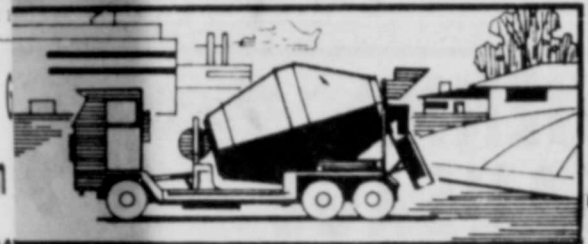
Farmers, since 1961, have signed up during February and March in government crop programs could draw up to half of their land diversions payments as advance on final settlements. The advances were for the purpose of helping farmers meet production costs at a time when crop income is down.

Concerning the announcement by the administration, Secretary Hardin said that the plan calls for putting most of an estimated \$3.3 billion in 1970 payments in the farmers hands "by the end of July or by mid-August."

VALUABLE STRADIVARIUS London - Enoch Davies secured a 1729 Stradivarius violin for \$36,540 to add to his pleasure. Davies is a collector although he can play a violin. It was the second largest amount paid for a Stradivarius last year.

TIME AND LABOR SAVING

READY-MIXED CONCRETE



INDUSTRIAL - RESIDENTIAL

When your job calls for concrete, call on us. Prompt delivery, specialized mixes will insure you of quality concrete at low, low prices. Call today!

Bennett Building Material

CALIFORNIA 983-2170

SAME DAY SERVICE

State Land & Mach. Auction

FRIDAY, JANUARY 30, 1970 - TIME: 1:00 P.M.

LOCATED: 10 miles South of Floydada, Texas, on Highway 207 - or 12 miles North of Ralls, Texas on Highway 207 - or 14 miles East of Petersburg, Texas, on Highway 54, then 2 miles South on 207.

325 ACRES

Acres - All that part of South 1/2 of Sec. 19, J. V. Massey, Abstract No. 2055, Floyd County, Texas.

Acres out of North part of J. B. Gentry, Abstract No. 2055, Floyd County,

IMPROVEMENTS

Telephone, electricity, school bus route. There are some old improvements on the west 160 acres.

NOTE: this is an excellent piece of land. There is no possession vines or Johnson grass on this farm. Look it over. We think you will be pleased. The farm will be sold after the machinery is sold at approximately 2:30 p.m. Be on time.

FARM MACHINERY -

- 1-1960 730 John Deere, Diesel, Wide Front
- 1-4-Row J. D. Cultivator, wide front
- 1-2-Row J. D. Stalk Shredder
- 1-J. D. 10 ft. One Way
- 1-4-Row Crustbuster, 3 point
- 1-4-Row set of Row Master Disk
- 1-Single Front Wheel for J. D.
- 1-Set of Press Wheels for J. D.
- 2-Hyd. Cylinders
- 1-12 ft. 4" Grain Auger
- 1-18 ft. 4" Grain Auger
- 1-4-Row set of Rotary Fenders
- 1-J. D. No. 77 Cotton Stripper and Nico Basket
- 1-3-Bale Brady Cotton Trailer
- 1-4-Wheel Flat Bed Trailer
- 1-24 ft. Low Boy Imp. Trailer
- 2-Hole Hog Feeders
- 2-Electric Hog Waterers
- 1-Electric Air Compressor
- 1-Marquette 180 Amp. Electric Welder
- 1-Electric Grinder
- 2-Butane Hose
- 1-K&P 4" Lake Pump with Motor, real good
- 1-Gorman Rupp 4" PTO Lake Pump
- 1-Chev. 292 Irrigation Motor, complete
- 1-300 Gal. Propane Tank on Trailer

COMBINE - TRUCK -

- 1-1964 105 J. D. 20 ft. Combine, Cab
- 1-1957 Chev. 2 ton Truck, Grain Bed
- 2-Sets of Heston Pick Up Fingers
- 1-4-Row set of Roll-o-Cones

Terms: Cash, all accounts to be settled day of sale.

ESTATE OF MR. AND MRS. W. F. FERGUSON

LYMOND AKIN - AUCTIONEERS - GENE HARRIS

296 7692, Plainview, Tex. - - Ph. 293-4859, Plainview, Texas

Two years from now a 1970 Buick should be a little newer than most other cars.



Skylark 350

LeSabre Custom

Buicks are built that way. Checked and rechecked. Buick drive trains are balanced right on the cars.

Buicks have semi-closed cooling systems.

They should never overheat.

Every Buick has a strong, long-lasting body by Fisher.

All Buick V8 engines have carburetor time modulated choke

controls for fast, easy starting in any weather.

Every time.

Every Buick V-8 engine is precision balanced and inspected right on the assembly line by a unique compressed air technique known as air motoring.

Buick developed it.

It's another Buick exclusive.

That, incredibly, is only the beginning.

The final result is lasting value.

An integral part of every Buick.

Standard equipment on the Buick Value Center.

The Buick showroom nearest you.

Where you can learn all the facts about the new cars that will stay new longer.

Where you can begin enjoying Buick value.



Buick Value. Something to believe in.

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TUESDAY: Salmon croquettes Buttered corn Seasoned green beans Hot rolls and butter Peach half and cookie 1/2 pint milk

WEDNESDAY: Sloppy Joes Pinto beans Cole slaw Hot cornbread and butter Orange coconut cake 1/2 pint milk

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FRIDAY: Hamburgers Lettuce, tomatoes, dill pickles Cheese slices Cherry cobbler 1/2 pint milk

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BACON 3 PKGS. WILSONS LUNCH MEATS MIX & MATCH ROUND STEAK BLADE CUT CHUCK ROAST WILSONS CERTIFIED ALL MEAT FRANKS 12 OZ.

WILSONS 2 lbs. \$1.69 SPICED LUNCHEON, PICKLE AND PIMIENTO, OLIVE LOAF, MACARONI AND CHEESE, BOLOGNA 3 for 89¢ USDA CHOICE 98¢ EVERYDAY LOW PRICE 59¢

OXYDOL 7 OZ. TRY ME SIZE 10¢ TIDE GIANT SIZE 79¢ 28 OZ. NO RETURN PEPSI COLA 5 for \$1.00 6 PACK 10 OZ. 39¢ PLUS DEP. KIM NO. 1 TIN DOG FOOD EACH 10¢

PLUSH 200 SHEET FACIAL TISSUE 6 BOATES \$1.00 PURE CELLULOSE SPONGE LARGE SIZE O-CEL-O SPONGE 59¢ AND GET FREE 6 OZ. AJAX ALL PURPOSE CLEANER TEXSUN ORANGE JUICE 46 OZ. TIN 39¢ EVERYDAY LOW PRICE MORTONS CORN CHIPS 11 OZ. REG. 53¢ 39¢

These Prices Good January 22 through January 28, 1970!

CENTER NEWS

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This baby was babied...



...before she was born

The March of Dimes wants every mother-to-be to know that prenatal care can reduce birth defects - that the rubella (German measles) vaccine and the Rh vaccine can reduce birth defects.

prevent birth defects Give to the MARCH OF DIMES

.....for your shopping convenience The Hesperian Office Supply will be open at noon each day.

SAVE 50¢ SCOPE FAMILY SIZE 17 OZ. 99¢ REG. \$1.49 GLEEM TOOTHPASTE FAMILY SIZE 69¢ REG. PRICE \$1.05 OUR PRICE



PRODUCE CELERY HEARTS LB. PKG. 39¢ RED POTATOES FLORIDA NEW LB. 10¢ BROCCOLI FRESH LB. 29¢ TOMATOES BRINTS HOTHOUSE L.B. 39¢ LETTUCE EACH 25¢

MORTONS PURE BLACK PEPPER 4 OZ. 29¢

\$24.95 VALUE SENSATIONAL OFFER Beautiful Decorator WALL CLOCK \$9.99 here AFTER YOU PURCHASE \$45.00 OF MERCHANDISE OR SERVICE Matching Scones FREE with Purchase of Clock HALL-MART FINE FOODS SECOND AND MISS. STREETS - FLOYDADA, TEXAS "HIGHEST QUALITY MEATS AND GROCERIES" "WE GIVE GOLD BOND STAMPS" Please include no handling charge EACH DOT PUNCHED REPRESENTS \$3.00 PURCHASE

HALL MART QUALITY IS OUR HALL MARK



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Give to the
MARCH OF DIMES

.....for your shopping
convenience

The Hesperian Office Supply

will be open
at noon
each day.

SAVE 50¢

SCOPE

FAMILY SIZE
17 OZ.
REG. \$1.49

99¢



GLEEM

TOOTHPASTE

FAMILY SIZE

REG. PRICE \$1.05

SAVE 36¢

OUR PRICE

69¢

PRODUCE

CELERY HEARTS
RED POTATOES
BROCCOLI
TOMATOES
LETTUCE

LB. PKG.

FLORIDA NEW

LB.

FRESH

LB.

BRINTS
HOTHOUSE

L3.

EACH

39¢

10¢

29¢

39¢

25¢

BACON

WILSONS

2 lbs. \$1.69

3 PKGS. WILSONS
LUNCH MEATS
MIX & MATCH

SPICED LUNCHEON, PICKLE AND PIMIENTO,
OLIVE LOAF, MACARONI AND CHEESE,
BOLOGNA

3 for 89¢

ROUND STEAK

USDA CHOICE

98¢

BLADE CUT
CHUCK ROAST

EVERYDAY LOW PRICE
L3.

59¢

WILSONS CERTIFIED ALL MEAT

FRANKS

12 OZ.

49¢



OXYDOL 7 OZ. TRY ME SIZE

10¢

TIDE

GIANT SIZE

79¢

28 OZ. NO RETURN
PEPSI COLA

5 for \$1.00

KIM NO. 1 TIN
DOG FOOD

EACH

10¢

These Prices Good
January 22 through
January 28, 1970!

PLUSH 200 SHEET

FACIAL TISSUE

6 BOXES \$1.00

PURE CELLULOSE SPONGE LARGE SIZE

O-CEL-O SPONGE

59¢

AND GET FREE 6 OZ. AJAX ALL PURPOSE CLEANSER

TEXSUN

ORANGE JUICE

46 OZ. TIN

39¢

EVERYDAY LOW PRICE MORTONS

CORN CHIPS

11 OZ. REG. 53¢

39¢

HALL MART

QUALITY IS OUR
HALL MARK

\$24.95 VALUE
SENSATIONAL OFFER

Beautiful Decorator

WALL CLOCK \$9.99 here

AFTER YOU PURCHASE... \$45.00... OF MERCHANDISE OR SERVICE

Matching Sources FREE with Purchase of Clock

HALL-MART FINE FOODS

SECOND AND NISS. STREETS - FLOYDADA, TEXAS

"HIGHEST QUALITY MEATS AND GROCERIES"

"WE GIVE GOLD BOND STAMPS"

Please include no handling charge

EACH DOT PUNCHED REPRESENTS \$3.00 PURCHASE

MORTONS PURE
BLACK PEPPER

4 OZ.

29¢



WHIRLWIND BAND MEMBER SELECTED All-regional... Mike Thaxton, who plays first-chair clarinet in the Floydada Whirlwind Band, will represent the band in the all-regional concert to be presented Saturday night January 31 at Texas Tech. Mike ranked second out of 60 clarinet players trying for the honors. (Staff Photo)

LAKEVIEW NEWS by Mrs. Bagwell

LAKEVIEW, January 19-The severe cold weather we have been having is hard on people and live stock alike. So many of our people have colds and flu and complications.

Mrs. Henry Mitchell is staying at Crosbyton Hospital with her daughter Cynthia, who is a patient in the hospital.

Sunday, Mr. and Mrs. B.P. Neff, Charlie Wright and T.L. Nixon went to Dimmitt to attend funeral services for a long time friend, Mrs. George Burch. Mr. and Mrs. Tom Porter of Starkey Community also attended the funeral and he helped with the service. Mrs. Neff reports they ran into snow

at Plainview and it became heavier as they went toward Dimmitt.

Johnnie Thurston accompanied Mr. and Mrs. J.W. Day, Jr., and daughter Cindy to Houston over the weekend where they attended the wedding of the niece of J.W.

Mrs. Henry Price visited Sunday afternoon with Mrs. Sammie Jo Pierce and the two went on to visit Mrs. Jewell Price, who is home now from Caprock Hospital where she was a patient for several days.

Sheryl Smith of Floydada spent Wednesday night with her grandparents, Mr. and Mrs. B.P. Neff. Her mother, Mrs.

Bill Smith, went for her Thursday and spent the day in her parents home.

Mr. and Mrs. Bobby Britton, and sons, Mitchell and Delwin of Smyer, spent Sunday with her parents, Mr. and Mrs. B.L. Breed.

Mrs. Viola Brown visited with Mr. and Mrs. Billy Joe Hambricht, Kathy and Todd, Saturday and had lunch with them.

Tuesday night supper guests of Mr. and Mrs. D.C. Harrison were their son and family, Mr. and Mrs. Jerry Bob Harrison, Kay, Marty and Amy and a friend, Jean Sharp all of Lubbock.

Mr. and Mrs. B.P. Neff attended a supper and reception honoring Elder and Mrs. Afton Richards at Cone Thursday night at the Primitive Baptist Foundation Building. After the supper and reception the group spent some time singing.

Mr. and Mrs. John Redding, Rebecca and Mathew of Klatou spent the weekend here with her parents, Mr. and Mrs. Grady Dunavant.

Jeff and Nathalie Woody of Floydada spent Saturday night with their grandparents, Mr. and Mrs. Homer Newberry. Their parents Mr. and Mrs. Nathan Woody, went for them Sunday and spent the day.

Mr. and Mrs. Henry Price talked by phone Sunday afternoon with Mr. and Mrs. Ramon Rodriguez and children who moved from here to Hillsboro about a month ago. The Rodriguez family is doing fine and they are enjoying their church work there and the children are enrolled in the Baptist kindergarten.

Mr. and Mrs. A.L. Smith visited in Floydada Sunday night with Mr. and Mrs. Choise Smith Jody and Tye Hunter.

Charles Newberry of Wheeler spent from Wednesday night until Friday with his cousin, Homer Newberry and Mrs. Newberry. Others in the Homer Newberry home Thursday night were Mr. and Mrs. Paul Newberry of Ralls, Mr. and Mrs. W.O. Newberry of Floydada and their house guest, Mrs. Bess Brooks of Santa Cruz, Calif.

Sunday dinner guests of Mr. and Mrs. Floyd Anderson were their children and families, Mr. and Mrs. Jerry Leatherman, Stacy and John of Floydada and Mr. and Mrs. Ted Anderson, Angie and Quint.

Mr. and Mrs. W.M. Hambricht visited Mr. and Mrs. Odell Breed Friday afternoon.

Mrs. D.C. Harrison and her mother, Mrs. R.C. Smith went to Plainview Saturday afternoon where they visited Mr. and Mrs. Travis Dunn and Jean. Other visitors in the Dunn home were Mr. and Mrs. Armond Cardinal of near Houston, Mrs. Cardinal is the former Mrs.



VERNIE MOORE

Jerry Green Promoted

QUANTICO, VA. (FHTNC) - Marine Major Jerry M. Green, son of Mr. and Mrs. L. M. Green of Roaring Springs, Tex., was promoted to his present rank during ceremonies at Marine Corps Development and Education Command, Quantico, Va.

JOE COX NAMED ON DEAN'S LIST

Joe Cox, 1966 graduate of Floydada High School, has been named to the dean's honor list at Texas Tech University with a grade point average of 3.6. Cox is majoring in chemistry. He is the son of Mrs. Virginia Cox of Floydada.

IF YOU WANT TO VOTE IN APRIL... YOU MUST REGISTER NOW.

John Conway, who lived in this community for many years. Saturday afternoon visitors with Mr. and Mrs. Howard Bishop were Mr. and Mrs. Floyd Bishop, and Mr. and Mrs. E.T. Bishop all of Baytown.

Sunday Mr. and Mrs. Howard Bishop were dinner guests of Mr. and Mrs. Earl Bishop.

Mr. and Mrs. Albert Mankins of Floydada visited Saturday night with Mr. and Mrs. Otis Anderson.

Shirley Breed spent Friday night with Jeanneva Hamm of South Plains.

Mr. and Mrs. W.M. Hambricht attended the wedding anniversary reception Sunday afternoon at the home of Mr. and Mrs. Riley Teague for Mr. and Mrs. Earl Bishop. And they also attended the reception at First Baptist Church, Floydada for Mr. and Mrs. Charley Berry. This was the 65th anniversary for Mr. and Mrs. Bishop and the 50th for Mr. and Mrs. Berry.

Mr. and Mrs. Rudolph McCurdy also were among the ones attending the reception for Mr. and Mrs. Earl Bishop.

Mrs. Clifford Helms has moved her beauty shop to the building formerly occupied by the Farm Bureau at 325 E. Houston St. Mrs. James Lee Nichols has her needle work and hand craft in the same building.

Tuesday night Mrs. Q.D. Williams attended the meeting of the L.C.C. Associates at the home of Mrs. Percy Ormon, Mrs. Paul Atterberry was Mrs. Williams guest.

Friday night guests of Monte Williams were Jay Roy Bradshaw, Greg Bishop and Mark Gilley.

The Plainview Boy Scouts had a camp out for the weekend in the canyon on the Q.D. Williams ranch and Monte and his guests visited them.

Mr. and Mrs. W.M. Hambricht visited their father, C. Alexander Sunday afternoon at the Floydada Nursing Home and later attended the church service there held by members of First Baptist Church.

Thursday Mrs. Q.D. Williams attended the 1929 Study Club meeting at the bank.

Saturday Mrs. Williams attended the bridal shower for Linda Foster at the home of Mrs. Allen Bingham.

Vernie Moore Gets Degree In Animal Science

Vernie Moore, son of Mr. and Mrs. Doyle Moore, was among December graduates from Texas Tech. Moore received his BS degree in Animal Science.

He and his wife, the former Lana Davis, are residing in Plainview where Moore is employed by the HCK Cattle Company.

Bob Kirk Receives Service Award

LUBBOCK - A Floydada resident was honored Friday night at Pioneer Natural Gas Company's annual service award dinner at the Lubbock Country Club.

Over sixty employees and their spouses attended the dinner which was one in a series of three such affairs being held by the Company in different cities in its service area. This year 147 employees, representing 1,905 years of service to Pioneer, are being honored.

Robert W. Kirk was presented a service award in recognition of his 10 years of service to the Company.

The award was presented by Burton P. Smith, president of Pioneer Natural Gas Company. Smith also delivered an informal talk at the affair.

In connection with the awards, Smith said, "It has of-

ten been stated that 'people make progress.' This is especially true of the fine group of employees who continue to make daily contributions to the growth and success of Pioneer and its subsidiaries. The outstanding loyalty of all Company employees is being saluted here tonight as we present these in-

dividual service awards. Pioneer's development will continue to be tied to our excellent personnel, and as we go forward with our diversification plans, so successfully started this year, every employee will have additional opportunities to make significant contributions to the future of our Company. On behalf of Pioneer's board of directors and management committee, I extend my sincere thanks to the entire Pioneer family."

Dinner Party Given Transport Employees. Awards Presented

United Transports gave a dinner party in honor of their employees and their wives Saturday night in King's Restaurant in Floydada. More than 80 persons attended the affair.

Out of town guests included Mr. and Mrs. Ronnie Burks, Mr. and Mrs. Reese Smith and Mr. and Mrs. Harold Polvadore of the Amarillo Terminal.

Special guests included three former drivers who have retired, and their wives, Mr. and Mrs. Carl Wilkins, Mr. and Mrs. Verne Gauntt and Mrs. Olata Gaston of Floydada and Mr. and Mrs. Kenneth Parsons of Plainview. Also attending were Patrolmen Bud Rainey and Don Riggs from the Texas Department of Public Safety.

Several safety awards were presented various drivers, shop employees and yard employees, ranging from one to 16 years. Carl Wilkins was presented a gold watch in recognition for having driven 20 years without a chargeable accident. Special recognition was given three drivers, who in the past 12 months have achieved ten years safe driving without a chargeable accident, and who received watches for this accomplishment prior to the dinner party. They are Garland Brisco, Glynn Hensley and Gordon Mummert.

The gathering was conducted by E. C. Trimble and Raymond Ross, from Woods Industries Safety Department, Oklahoma City, Oklahoma.

Auto Inspection Deadline Approaching

AUSTIN - With the State's April 15 motor vehicle inspection deadline approximately 90 days away, large numbers of Texas motorists have yet to take their vehicles in for the mandatory annual safety inspection.

Colonel Wilson E. Speir, Director of the Texas Department of Public Safety, today urged all motorists whose vehicles have not been inspected to visit an inspection station as soon as possible. "Those getting the inspection now will avoid long lines which are certain to develop at many stations as the April 15 deadline draws near," he said.

The DPS Director said Texas adopted an inspection program in 1961. All vehicles since that date have a sticker placed on the windshield with the number tab inserted a month of expiration.

All vehicles which have a sticker on the side of the windshield have been reinspected since the new law. Owners have only 15 to visit an inspection station.



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JAN. 22, 70
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Fairlane 500 2-Door Hardtop

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Special edition of our low hardtop. Includes dual carpets, whitewalls, and more waiting for you now!

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WHITE SALE FORD EXPLORER SPECIALS - The pickup's biggest choice of sale-price Explorer... with Ford's Twin-I-Beam front suspension your chance to save up to an F-250!

*Based on manufacturer's suggested

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AT THE FARM LOCATED 3 MILES NORTH OF MATADOR.

321.6 ACRES BEING THE EAST SUB-DIVISION OF SURVEY NO. 3 IN BLOCK 0-1, CERTIFICATE 162, C AND M RAILWAY COMPANY. 54 ACRES BEING THE SOUTH PART OF SURVEY NO. 2, BLOCK L, S.F. NO. 4773, N.J. SHANDS.

FARM CONSISTS OF 375.6 ACRES GRAIN SORGHUM ALLOTMENT 152 ACRES COTTON ALLOTMENT 98.6 ACRES, YIELD 230 LBS. PER ACRE. DOM. ALLOTMENT 64.1 ACRES.

FARM RENTED FOR 1970. BUYER TO GET CROP RENT.

1 2 MINERAL RIGHTS. BUYER TO GET LEASING RIGHTS.

THIS FARM HAS BEEN IN THIS FAMILY MORE THAN 60 YEARS AND IS THE FIRST TIME IT HAS BEEN OFFERED FOR SALE.

TERMS 10% DOWN. BALANCE AT CLOSE OF ESCROW. 21 DAYS TIME GIVEN TO HAVE TITLE EXAMINED.

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CLASSIFIED ADS

ANNOUNCEMENTS

DA Chapter No. 227 Arch Masons Lodge held their stated meeting first Tuesday following second Saturday night at 8:00. Degree Supper, Saturday 24, 6:30 p.m.

DA Masonic Lodge No. F. & A.M. will hold their stated meeting the second Tuesday night of each month at 8:00. ttc

DA IOOF Lodge No. 34 every Thursday night 8 p.m. Fay Gooch, Noble Foster Amburn, Secy. ttc

5616 will be meeting first and third Tuesdays. All members are to be present. ttc

OF THANKS

TO express my thanks to neighbors and friends who helped me through these trying times. The Lord helped me with such love and grace, harvest me my crops, harvest me my life. Without the Lord I could not have had the life I have now.

Mrs. A. B. Muncy 1-22p

to express my thanks for every act of kindness shown to me at the time of our loved one's death. Food, cards and prayers. Thank you! We are grateful to Dr. Glenn and the Lockney General.

family of Gilbert Bean 1-22p

you God for my recovery. Thanks to the wonderful nurses, cooks and staff at our hospital. The hospital seems like a home away from home. A big family that has helped me through my illness. Thanks to all my friends who have visited me and brought me flowers, cards, prayers. Thanks ever to the ones who have loved me while I had to be in the hospital. God bless each and every one of you. I pray.

Beatrice Covington 1-22p

REAL ESTATE

FOR SALE - 2 bathroom home close in, small down payment. Phone 983-2160 after 5 p.m. ttc

FOR SALE - Beautiful new 3 bedroom brick home, paneled den, two baths, plenty of storage space, 908 Leonard. Call J. K. West, 983-3031 ttc

FOR SALE - Rock Home, 3 bedroom, 3 bath, Carpet and draperies, 708 W. Missouri, Floydada, 983-2929. 2-12p

FOR SALE - Three bedroom modern home. Fully carpeted, central heated, one bath. Close to school. Low interest rates. 983-3157. 613 West Virginia. ttc

FOR SALE

3 bedroom house, 1-3/4 bath, carpeted, Buy Equity, Assume Old Loan - Low Interest. HALE & HALE 106 S. Main 983-3261

FOR SALE

3 bedroom home Call 983-5069 after 5 p.m.

FOR SALE - Three bedroom brick home, Fenced back yard. Excellent location. Small down payment. Old interest rates. 983-2325. ttc

FOR SALE - 3 bedroom house, 2 miles southwest from town on pavement. Good well. Small acreage. Call Wilson Bond, 983-2151. Hollis Bond Real Estate. ttc

FOR SALE - 4 bedroom house, 1 3/4 baths, den fireplace - brick veneer. Good location. For sale or trade for smaller house. Call Wilson Bond, 983-2151. Hollis Bond Real Estate. ttc

FOR SALE - 3 bedroom house, 2 baths, 4 1/2 yrs. old. 811 W. Cedar. Equity buy on 6 1/4% loan. Call 983-3218 or 983-5172. ttc

SUPERIOR CLEANERS

For Quality Dry Cleaning the Approved Sanitone Way CALL 983-3540

RENTALS

FOR RENT - Modern downtown Floydada building, 25 x 150 feet. \$75 month. Phone 983-3737. ttc

FOR RENT - Two bedroom unfurnished house. Hale & Hale Ins. and Real Estate, 983-3261. ttc

YES, we rent adding machines and typewriters by the month. Hesperian Office Supply, Phone 983-3737. ttc

FOR RENT - 1 bedroom trailer house. Clean, rent reasonable, by week or month. West Side Trailer Park. Ph. 983-3504. ttc

THIS SPACE FOR RENT

FOR RENT - 3 bedroom house with den. 206 E. Jeffie, 983-2740. ttc

FOR SALE OR RENT - 313 S. Wall Street building. Will remodel to suit tenant. Call FW 5-0158 or SW 5-5878, Lubbock. ttc

FOR RENT - plenty of inside, safe storage space. Ph. 983-3737. ttc

FARM MACHINERY

NORRELL TRACTOR PARTS - For tractor and Irrigation Supplies and Accessories. ttc

SPRING PLOWING is next and our portable disc rolling equipment is available to work in your field or our shop on the Matador Highway. Call or come in to Russell's Shop, 983-3148. ttc

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LIVESTOCK

FOR SALE - Good young York-shire boar. Willie B. Eakin. Phone 667-2289, Petersburg. ttc

FOR SALE - 3 farrowing crates for sale. One good Angus bull calf. W. B. Eakin, 667-2289, Petersburg. ttc

WANTED - Good pigs and feeder shoats. W. B. Eakin, 667-2289, Petersburg. ttc

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FARM LOANS: See us for Farm Loans, higher appraisals, prompt closing and excellent prepayment options. GOEN & GOEN. ttc

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TO VERNON & BEYOND LV FLOYDADA 7:55 a.m. LV FLOYDADA 4:20 p.m. TO LUBBOCK & BEYOND LV FLOYDADA 9:40 a.m. LV FLOYDADA 3:20 p.m.

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WANTED TO BUY - Nice good home in vicinity of South Plains community. Would consider some acreage. Write Box Q. c/o Floyd County Hesperian, Floydada Texas. ttc

WANTED - Custom feeding. Floydada Feeders 983-5211. ttc

FARMS & RANCHES

FOR SALE - 1/2 section 1 mile from city limits on Ralls Highway. 20% down, 5 1/2% insurance company loan. Balance 6%. Would divide into 1/4 section. Howard Gregory, Ph. 983-2915. ttc

FOR SALE - 2 tracts 221 acres, 11 miles south of Floydada. Good allotments. 4 wells. 280 additional acres available. 983-2663. ttc

FOR SALE - To Settle Estate - 160 acres irrigated land 1 mile south of Floydada. Contact W. R. Daniel, Route 1, 983-3605. ttc

FOR SALE - 80 acres land. Call 983-3426 after 6. ttc

TO SETTLE ESTATE OF MR. & MRS. E. R. HARRIS 160 acres, 1 mile southeast of Lockney. 8" well, underground tile. For information write Mrs. Jack Harris, Rt. 1, Box 36, Silverton, Texas or call after 7:30 p.m. Phone 806-847-4761. ttc

NEW LAND NEAR LAMESA - Sub-dividing 14,000 acres. Mesquite-Catclaw land into farm. Proven farming area. Six miles south of Patricia. \$50 to \$90 per acre. 25% down. Call John or Marvin McLarty, 765-8816 or evenings 744-6188 or 744-6221. 1611 Ave. M., Lubbock, Texas. ttc

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MISCELLANEOUS

FOR RENT - Modern downtown Floydada building, 25 x 150 feet \$75 month. Phone 983-3737. ttc

\$50 REWARD for information leading to conviction of vandals who damaged building at 313 S. Wall St., Floydada. FW 5-0158 or SW 5-5878, Lubbock. ttc

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THE TRIP OF A LIFETIME. 21 days in Europe for only \$699. Price includes jet fare, hotels, food, everything from Dallas. Visit Amsterdam, Cologne, Heidelberg, Lucerne, Innsbruck, Venice, Nice, Grenoble, Paris, London. Begins June 5, 1970. Reservation deadline March 1. This would be a good graduation present for your son or daughter. Write tour director Wendell Tooley, Box 700, Floydada, Texas 79-235. ttc

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SMALL PACKAGE EXPRESS. WE CANNOT HANDLE SHIPMENTS OVER 100 LBS. ROY KINARD 983-3321

FOR SALE

FOR SALE - 16 ft. Rivers boat, 65 hp Mercury motor, drive-on trailer. Call 983-3218 after 5 p.m. ttc

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FOR SALE - 151 acres close to Floydada. 2 good 8" wells. Fully concreted. Tel. 983-2929. 2-12p

PENNY RICH BRAS - Ladies, you have to wear it to appreciate it. Call 983-5169. Birdie Lee's Salon, 112 South First, Floydada. ttc

FOR SALE - We have two almost new 4,000 BTU natural gas or butane heating stoves. Used only two weeks. \$40.00 each. Phone 983-3737. ttc

FOR SALE - Frigidaire Refrigerator. Good condition. Call 983-3943. 1-29p

FOR SALE - We now have the brand new D-14 Olivetti Calculators. On sale at \$299.95. Hesperian Office Supply. Ph. 983-3737. ttc

FOR SALE - Whole oats, 983-3035. 1-22p

LIKE SWEET ONIONS? New Blue Ribbon assortment 600 Sweet Onion Plants, \$3.60 postpaid (with free planting guide). Remit by check or money order to Texas Onion Plant. Care of Floyd County Hesperian, Box 700, Floydada, Texas 79235. 3-29c

FOR SALE - 2 bedroom, full bath, mobile home, 10' x 55', in good condition. 983-2241. ttc

FOR SALE - We have in stock some new electric Smith Corona typewriters \$159.95 up. Hesperian Office Supply. 983-3737. ttc

GOOD AND CHOICE BEEF grain fed. Half or whole. W.B. Eakin. ttc

REPOSSESSED 1970 Model Home Entertainment Center, less than 3 months old. Giant screen color TV, with 26,000 volt RCA licensed chassis 4 speed stereo automatic record changer, deluxe radio, multi-speaker sound system, low payments, balance less than half of original cost. Call Credit Mgr. collect at Lubbock Stereo Center 1913-19th. 747-5572. 2-5c

TO PARTY With Good Credit: repossessed late model Singer sewing machine in four drawer walnut cabinet, will zig-zag, blind hem, fancy patterns, etc. Five payments at \$5.65, write Credit Manager, 1114 19th St., Lubbock, Texas. ttc

HAVE YOU LOOKED at your secretary lately? Hon secretarial chairs from \$17.95 up. Hesperian Office Supply. ttc

MILLIONS of rugs have been cleaned with Blue Lustre. It's America's finest. Rent electric shampooer \$1. Perry's, 104 California St., Floydada. 1-22c

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MATTRESSES - New or renovated. For appointment call City Trim Shop. 983-2332. ttc

COMPLETE Vacuum Sweeper Service including hose installed on all makes. Home Appliance Service. 116 W. Missouri Street, 983-2846. ttc

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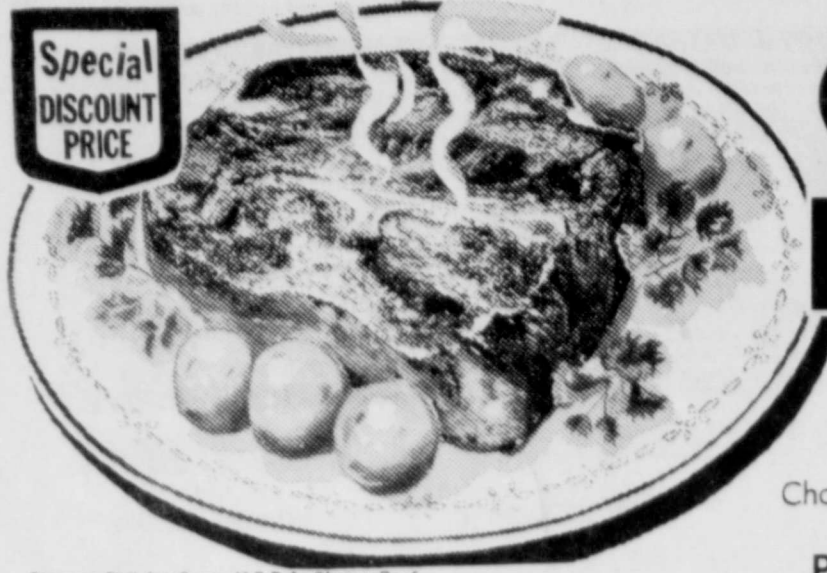
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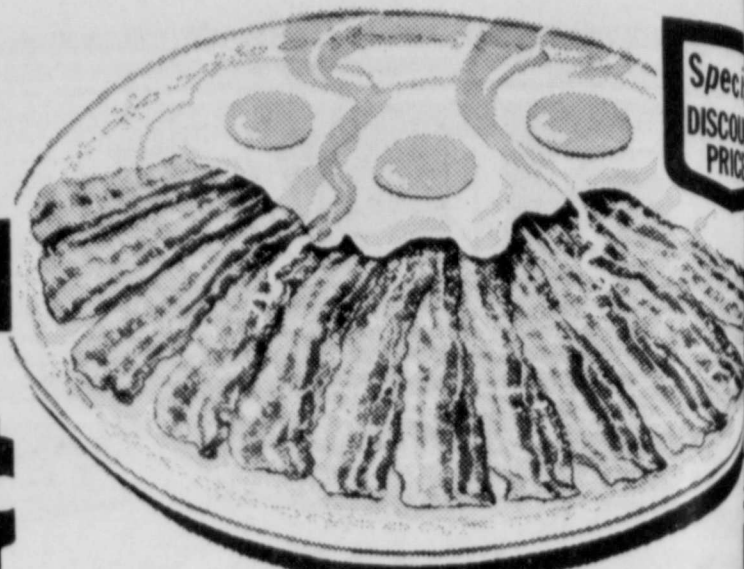
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PLATE BOIL Pound 28¢
Excellent to Broil, U.S.D.A. Choice Beef
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Pillsbury, Butter Milk or Sweet Milk
BISCUITS 10-Count Cans 11¢
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Serve with Wild Rice, Stuff and Bake

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Hi Brand, Bacon Wrapped, Broil or Barbecue, Chopped
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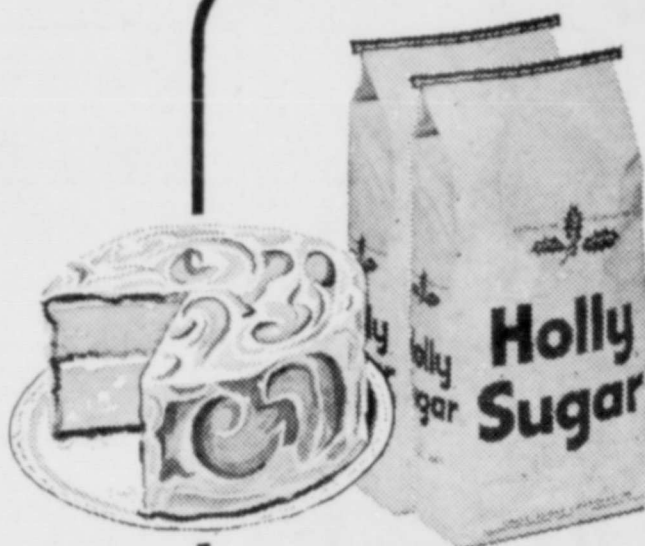
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from
Fort Worth
Ranch Style
BEANS

7 No. 300 Cans 27¢

GRAPEFRUIT JUICE

Texsun
from
Weslaco
Texsun
GRAPEFRUIT JUICE

3 46-Ounce Cans 19¢

DOG FOOD

RUSTY
Pard
DOG FOOD

14 No. 300 Cans \$1 00

BAMA JAMS

Grape
or
Red Plum
from
Houston
Welch's
GRAPE JELLY

3 18-Ounce Jars 49¢

FRUIT PIES

Morton's
Apple, Peach
and Cherry
20-Ounce Package

29¢

Silverdale, Chopped or Leaf
SPINACH 10-Ounce Package 17¢
Simplot
TATER GEMS 2-Pound Package 49¢
Fox Deluxe
CHEESE PIZZA 14-Ounce 73¢

THESE PRICES GOOD JAN. 22, 23, 24,
IN FLOYDADA, TEXAS

START YOUR SET TODAY... SAVE OVER \$50
GENUINE IMPORTED Translucent

Porcelain
China
This Week's Feature!
10 1/4" Dinner Plate

33¢

One Piece with each \$5 Purchase

EGGS

Farmer Jones
Grade AA
Medium
from
Lubbock

Dozen 65¢

Farmer Jones AA
LARGE EGGS Dozen 75¢

Garden-Fresh Produce from Piggly Wiggly!

GRAPEFRUIT ORANGES

Texas Grown
5-Pound Bag Each

39¢

Texas Grown
5-Pound Bag Each

39¢

Kids Love 'Em
COCONUTS Each 39¢
Extra Fancy
D'ANJOU PEARS Pound 39¢

Washington, Extra Fancy
DELICIOUS APPLES Pound 29¢
Creamy Ripe
AVOCADOS Each 29¢



HAIR SPRAY

2 Aqua Net, Regular, Super or Unscented Reg. 69c Retail 87¢

Nestle's Egg, Lemon or Cream Rinse, Mix or Match
SHAMPOO Reg. 79c 2 Large 12-Ounce Plastic Bottles 97¢
Johnson and Johnson, Regular \$1.15 Retail
SHAMPOO 7-Ounce Bottle 89¢
Colgate, 6c Off Label, Regular \$1.05 Retail
TOOTHPASTE Family Size 73¢

We Reserve the Right to Limit Quantities

