

WE GIVE WE GIVE WE GIVE WE GIVE WE GIVE

1/2 Pint
Or
1/2 Pint
DEPOSIT
Value

Bath Size
Lux Soap
3/\$1.00
50¢ Value

983-3149

WE TAKE U.S.D.A. Food Coupons

WE TAKE W.I.C. CARDS

19 Ounce Nabisco Chips Ahoy
Cookies \$1.29
\$1.69 Value

28 Ounce Bag Kraft Assorted
Candy \$1.19
\$2.09 Value

12 Ounce Land Of Dixie Dry Roasted
Peanuts 99¢
\$1.39 Value

7 Ounce Martha White Corn
Muffin Mix 5/\$1.00
34¢ Value

25 Square Feet
Reynolds Wrap 55¢ Value
2/79¢

Ruby Red
Grapefruit 4/\$1.00

Arizona
Tangerines 3 \$1.00

California
Avocados 39¢ Each

Red Delicious
Apples 3 \$1.00

16 Ounce Del Monte
Pears 53¢

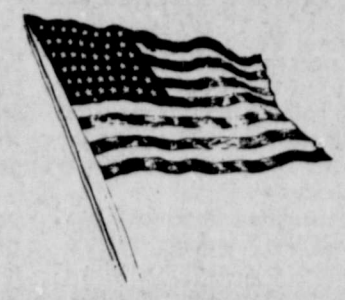
73¢ Value
5 Lb. Gold Medal
Flour 89¢ With Coupon
\$1.09 WITHOUT COUPON

Good At Buddy's Expires 12-5-79
409 \$1.49 With Coupon
\$1.69 WITHOUT COUPON
Cleaner Expires 12-5-79

WE GIVE WE GIVE WE GIVE WE GIVE WE GIVE

20
Cents

The Lockney Beacon



Volume 78 Lockney (Floyd County) Texas 79241 Sunday, December 2, 1979 12 Pages In One Section Number 97

Agricultural income in Floyd County over \$81 million in 1978



State Representative Foster Whaley compiled some most interesting figures from a very current publication just released by Texas Crop and Livestock Reporting Service and from the Texas Department of Agriculture. The publication is entitled "1978 Texas County Statistics."

The agricultural income from the ten-county 66th Legislative District was \$309 million dollars in 1977 and exceeded \$305 million dollars in 1978. Floyd County had over \$81 million dollars agricultural income in 1978. Gray County followed in second place with a \$40 million dollar agricultural income.

Other counties and their 1978 agricultural income are as follows:
Armstrong — \$19.3 million.
Briscoe — \$24.1 million.
Childress — \$17.0 million.
Collingsworth — \$23.0 million.
Donley — \$23.4 million.
Hall — \$22.7 million.
Motley — \$15.6 million.
Wheeler — \$38.5 million.

FOSTER WHALEY TELLS LOCAL ROTARIANS

'Individuals do have an influence on the House floor'

State Representative Foster Whaley told Lockney Rotary Club members Friday that individuals do have influence on the floor of the state House of Representatives. "If you think you can't have an influence on the floor of the House, it's just because you're not working at it," the 66th Legislative District representative told the Rotarians.

He said he reads personally every letter he receives from his constituents and petitions don't have as much influence as personal letters, Whaley explained. The State Representative gave some pointers about writing to lawmakers: Give the number, the author, and a brief description of the bill when writing, and list reasons why you are for or against the bill, even if they're selfish reasons. And write about each bill on a separate piece of paper.

Whaley told the Rotarians that 3,598 bills came before the state legislature in the 140-day session this year, 889 became law, and "...we might be better off today if we didn't have but about 300 of those," he added. He cited Senate Bill 621 as an example of a "bad bill" which was passed. (SB 621 set up the new statewide system of tax appraisal.) He said "Senate Bill 621 takes away from the very most important thing away from the local people — how you're going to be taxed." The bill passed by two votes in the House and by one vote in the Senate. Whaley voted against it.

"You do have an influence..." STATE REPRESENTATIVE Foster Whaley spoke at the Lockney Rotary Club meeting Friday. Whaley also addressed the Lockney Lions Club on Thursday.



JUNIOR HIGH ARTISTS — Osens Torres, Refugio Vasquez, Michael Cawley, Richard Luna, Ricky Molina, Renee Sparkman, and Christina Juarez (left to right) are some of the students who'll have projects on display Tuesday night in the art classroom at junior high.



...and potters... MAKING POTTERY — Michael Cawley, Hople Torrez and other Lockney Junior High students are making pottery for the art show Tuesday night in the art classroom.

Floydada CC site in National Register

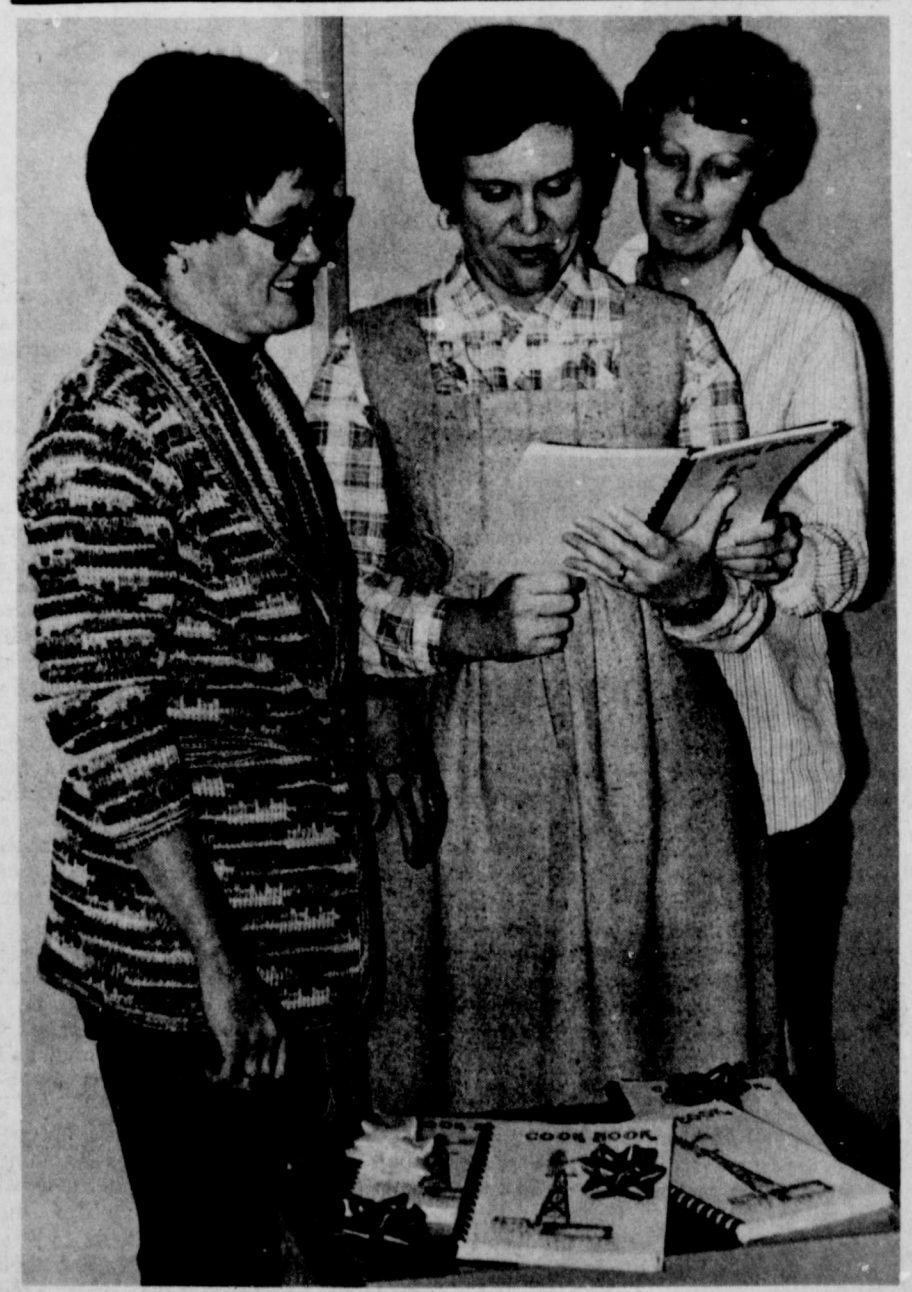
U.S. Secretary of the Interior Cecil D. Andrus this week approved the Floydada Country Club site in Blanco Canyon for inclusion into the National Register of Historic Places. The country club area joined the railroad tunnel adjacent to the D.M. Cogdell Ranch in northeast Floyd County on the National Register.

The register is the official list of the nation's cultural properties named as being worth preservation. "The country club area is one of the most significant archaeological sites in this part of the country," said Jim Word, a member of the county historical commission. "It was a meeting place for the cultures of the west, east and south."

Word noted that the site was known to be more than a thousand years old in relation to human habitation and probably went back much further than that. "It's hard to tell how old it really is," Word said, "because there's never been any really deep excavation. It's no problem at all to establish people there as early as 500 A.D. up to historical times." "If you dig 15 or 20 feet you might go back to as far as 10,000 years ago," he said. But there are no immediate plans to do an in-depth exploration of the site.

Floydada Dairy Queen sold to Hollis Jones organization

The Floydada Dairy Queen closed this week and will reopen soon under new management, according to Pete Looney, vice president of Hollis Jones Dairy Queen Restaurants. Hollis and Sue Jones recently completed the purchase of the Floydada firm. Keith and Mary Mensch will manage the Floydada restaurant when it reopens. The Mensches received their training at the Dairy Queen in Wolforth and helped with the opening of a store in Decatur. They put the finishing touches on their training at the Falls Dairy Queen. The Mensches grew up in Petersburg and attended school there. They previously worked for the Abernathy Dairy Queen before joining the Jones organization. Pete Looney said he feels that there is a good future for his chain in Floydada. The key to their success, he said, has been good food, courteous service. "We know that our closing will be an inconvenience to some people," Looney said, "but when we reopen people will be pleased with the new food products and methods of operation that we will introduce." Looney said that the restaurant would add a chicken breast strip platter and redo the Mexican plate, among other things. SEE FLOYDADA DO, PAGE 3



"These will make good Christmas gifts..."

THERE ARE ALL KINDS of recipes in the cookbooks being sold by the Lockney Fireman's Auxiliary members. They're \$5 each and make excellent Christmas gifts. The cookbooks are available from any Fireman's Auxiliary member, including the three pictured here (from left), Nellie Webb, Vickie Schaeffer and Barbara Carthel.

Junior High art show set Tuesday night

Lockney Junior High School art students will have an art show from 6:30 to 8:30 p.m. Tuesday in the junior-high art room (room 102). The seventh- and eighth-grade artists will be displaying their charcoal drawings, pottery, papier-mache', and other works. Parents and other interested persons are invited (it's free). Junior-high art teachers are Cheryl Russell and Carolyn Whittington.

Lockney School Cafeteria

December 3-7

Monday — Breakfast: syrup on toast, milk, juice. **Lunch:** enchiladas, ranch-style beans, tossed salad, sopapillas, milk, honey.
Tuesday — Breakfast: scrambled egg, biscuit, milk, juice. **Lunch:** macaroni and cheese, June peas, cauliflower, hot rolls, milk, peach cobbler.
Wednesday — Breakfast: French-fried potatoes, toast, milk. **Lunch:** barbecued Vienna sausage, sweet potatoes, turnip greens, apple-sauce, milk, cornbread.

Menu

Thursday — Breakfast: omelette, peaches, milk, toast, tamales, pork in beans, cornbread, pickle.
Friday — Breakfast: cinnamon toast, milk, juice, fish crispies, French-fried potatoes, cole slaw, bread, milk, fruit cocktail, pudding.

Lockney Locals

Burley Royal, wife of Erma Lee Duckworth, died last Wednesday. Burley was the brother of Anne Lee Duckworth, who died last Wednesday. Burley was born in 1905 and died in 1979. He was a member of the First Methodist Church and was a member of the Lockney Area Chamber of Commerce. He was also a member of the Lockney Area Rotary Club. He was a member of the Lockney Area Kiwanis Club. He was a member of the Lockney Area Elks Club. He was a member of the Lockney Area Lions Club. He was a member of the Lockney Area Jaycees. He was a member of the Lockney Area Optimists Club. He was a member of the Lockney Area Moose Club. He was a member of the Lockney Area Odd Fellows Club. He was a member of the Lockney Area Shriners Club. He was a member of the Lockney Area Masons Club. He was a member of the Lockney Area Knights of Pythias Club. He was a member of the Lockney Area Elks Club. He was a member of the Lockney Area Lions Club. He was a member of the Lockney Area Jaycees. He was a member of the Lockney Area Optimists Club. He was a member of the Lockney Area Moose Club. He was a member of the Lockney Area Odd Fellows Club. He was a member of the Lockney Area Shriners Club. He was a member of the Lockney Area Masons Club. He was a member of the Lockney Area Knights of Pythias Club.

Whozit.....



LOCKNEY WHOZIT — Even at this tender age, this week's Lockney-area Whozit subject was wearing a hat and boots and horsing around. Anybody know who it is? The number to call to register your guess is 652-3318, Monday through Thursday.



LAST WEEK — The Lockney Whozits last week were Joe and Barbara Cunyus. Vera Cox called in for her daughters, Nova Jean Ivy of Mansfield and Marjorie Holcomb of Lockney, who correctly identified the Cunyuses. Also guessing right last week were Nora Ayres and Emma Thomas.

Bike Wideman

Named to GSA post

Bike Wideman, a South Plains broadcaster for more than seven years, has been named director of communications for Growers Seed Station, effective December 1.

Wideman is a regular reporter for "Farm Bureau Roundup" a weekly agricultural news program aired by more than 100 Texas radio stations. He is a member of the National Association of Farm Broadcasters.

Wideman is an immediate past officer of the Lubbock Agriculture Club. He currently serves on the South Plains Maid of Cotton Committee, the Committee of the 80's Agriculture Committee, and the Livestock Industry Committee, all with the Lubbock Chamber of Commerce.

Wideman, a Crosby County native, is married to the former Camilla Nash. They are the parents of two sons, Matt and Mitch.

Wideman's broadcasting career began in Floydada in 1965. He later became the farm director of KCBQ-TV in Lubbock in 1972, and served in similar capacities at KKYN Radio, Lubbock, and KPVO Radio, Lubbock, during the past seven years.

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Alcohol Fuels Stage a Comeback

The use of alcohol fuels in motor vehicles is as old as the Model T and as new as this year's Indianapolis 500-mile auto race.

on gasoline, alcohol, or any mixture in between. And all cars competing in the 1979 racing classic at "Indy" were powered by alcohol fuels.

(ethanol) plant in Omaha to produce fuel for the Army, and gas stations in Kansas, Nebraska, and Illinois sold an alcohol-gasoline blend called "Agrol."

Henry Ford, for example, designed the Model T to run

During World War II the U.S. operated an ethyl alcohol

Today, "gasohol" is rapidly

becoming the universal term for a blend of 90 percent gasoline and 10 percent ethanol. It's currently being sold in more than 800 retail outlets in 28 states. The alcohol that goes into the gasohol blend may be distilled from corn waste, sugar waste, cheese whey, and numerous other waste products from the food and

fiber manufacturing processes. It sells for about \$1.50 a gallon, but exemptions from Federal and, in some cases, state taxes make the pump price of the gasohol blend about two or three cents lower than unleaded premium. And the alcohol raises the octane of the gasoline by about two points.

Seminar

Participants in a recent seminar on "Cotton Marketing and Utilization" at Texas A&M University.

Dr. Perry L. Adkisson, A&M's vice president for agriculture and renewable resources, presided and Dr. Jarvis E. Miller, A&M president, welcomed the group and gave brief remarks.

The outlook for Texas cotton was presented by Dr. Carl Anderson, cotton marketing specialist with the Texas Agricultural Extension Service. Dr. M. P. Niles, researcher with the Texas Agricultural Experiment Station and member of the A&M Soil and Crop Sciences Department, discussed genetic manipulation of cotton to meet production and market needs.

Dr. Jim Haskell, deputy administrator of the U.S. Department of Agriculture's Economics, Statistics, and Cooperation Service, discussed research highlights and their present and future impact.

Two new courses

will be taught from Dec. 10 to 14. The courses will be taught at the Texas A&M Engineering Extension Center in Floydada. Attendees from the public and private sectors are welcome. Further information may be obtained by telephoning the Extension Center at 983-2827.

They say, crimes

Hidden economic activity, he said that there is enough currency in circulation to provide \$480 for every woman and child in the country. This amount grew over the past year at a rate of more than 343 percent.

Professor Gutmann estimates that the underground economy generated \$176 billion in economic activity. Gross Domestic Product, in 1976 and that it will rise to \$250 billion this year.

Professor Edgar L. Feige, of the University of Wisconsin, says its even higher than that. He pegs it at some \$300 billion in 1976 and over \$704 billion in 1978, one-third the size of our entire economy for the year.

Why is it, apparently, growing so fast and bounds? For employers, it means they can save on Social Security and unemployment insurance payments. It means they can pay workers less than minimum wage. It means they can avoid pension, unemployment compensation, aid to dependent children, food stamps, and other social services.

It means they can pay workers less than minimum wage. It means they can avoid pension, unemployment compensation, aid to dependent children, food stamps, and other social services.

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Happy Birthday

Dec. 2 — Johnny Wayne Adams, Lorraine Nance
Dec. 3 — Aurora Gonzalez, Susie Casey, Opal Jones, Lydia Gonzales, Michael Hernandez
Dec. 4 — Eula Brunel, Mary Garcia, Ernie Wideman, Matt Ford, Bill Singsland, Sonya Greenfield, Frank Jones
Dec. 5 — Danny Vasquez, Betty Hayes, Bill Turner, Aida Palomino, Andrea McCandless, Sylvia Barnes, Jane Martinez
Dec. 6 — Brent Martin, Jim Huggins, Inez Gibson, Antonio Gonzalez, Johnny Torres, Jerome Wideman, Wilma Poole, Gail Poole, Dickie Lambert, Wade Jackson, Sam Fortenberry, Andy Alaniz
Dec. 7 — Jerry Mathis, Buster Terrell
Dec. 8 — Floyd Lytle, Charles Thomason, Bill Harter

Happy Anniversary

Dec. 5 — Elmer and Ruby Barrett, Mr. and Mrs. Willie Rodriguez, Charles and Mary Thomason
Dec. 7 — Joe and Peggy Nance

Prices Effective December 3 - 8, 1979

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

THOMASON VENTURE GROCERY & MARKET
PHONE 652-3346 LOCKNEY, TEXAS

8 a.m. - 8 p.m. Monday - Saturday
8 a.m. - 6 p.m. Sunday

Double Stamps On Wednesday

VENTURE FOODS

CHUCK ROAST \$1.29
HEAVY GRAIN FED BEEF BLADE CUT

AVOCADOS 3 FOR \$1

CHUNK TUNA 79¢

GLADIOLA FLOUR 79¢

COKE. TAB. Two great refreshers \$1.39

DR PEPPER 6-Pack \$1.39 Plus Deposit

CHUCK ROAST \$1.89
HEAVY GRAIN FED BEEF BONELESS

GROUND BEEF \$1.39
FRESH GUARANTEED 75% LEAN

MEAT FRANKS 89¢
SHURFRESH REGULAR

Bologna 99¢
SHURFRESH REGULAR SLICED

Pork Sausage \$1.29
Pure Hot/Regular 1 Pound

Health And Beauty Aids

Vaseline Intensive Care \$1.19
10 OZ. BTL.

Vaseline Bath Beads \$1.19
15 OZ. BOX

Cutex Polish Remover 59¢
8 OZ. BTL.

Aerosol Hair Spray \$1.19
7 OZ. BTL.

Rave Hair Spray \$1.69
8 OZ. BTL.

Shell Specials

Non Abrasive Double Pads 49¢
15 CT. PKG.
CAMEO COPPER OR STEEL

Cleaner 49¢
19 OZ. SIZE

Scouring Pad 59¢
3 CT. PKG.
KURLY KATE BRASS

Scouring Pad 59¢
2 CT. PKG.
KURLY KATE STAINLESS STEEL

Giant Size Box Oxydol \$1.49

Dairy And Frozen Food

Margarine Soft Parkay 79¢
2.8 OZ. TUBS

Kraft Cheddar Cheese \$1.19
8 OZ. PKG.

Morton Frozen Honey Buns 2.89¢
3 OZ. PKGS.

Shurfine Batter Dipped Fish Fillets \$1.19
12 OZ. PKG.



Old Fashioned Christmas Dance
The Davis Farm Supply And The Loft Western Wear Invite

their friends to an evening of entertainment featuring the music of Tom Shaw And The Shawnees Of Fort Worth

We welcome all of you to attend this occasion and enjoy an evening of dancing or just listening to great Country and Western Music. Dress Casual!

Saturday, December 8, From 9 Until 1:00 A.M. At The Massie Activity Center, Floydada



Mrs. Richard Mark Bryan

Miss Nixon, Bryan married in double ring ceremony

Linda Gay Nixon and Richard Mark Bryan exchanged marriage vows in evening ceremonies, Saturday, December 1 at the New Salem Primitive Baptist Church in Lubbock. Elder Joe Jackson officiated at the double ring ceremony.

The bride is the daughter of Mr. and Mrs. Fred Allen Nixon of Lubbock. She is a 1978 graduate of Monterey High School and attends Texas Tech University. She is employed by Methodist Hospital as a laboratory technician.

The groom is the son of Mrs. Sue Bryan of Lubbock and Mr. and Mrs. Michael E. Bryan of Irving. He attended

Lubbock High School and was a 1977 graduate of Cathedral High School in El Paso. He is employed by Montgomery Motors in Lubbock.

Pianist Mrs. David Yirak of Lubbock presented nuptial selections. Sandra Fay Nixon, sister of the bride of Lubbock, presented a flute and vocal solo.

Mrs. Randall Handley, pianist of Lubbock, played the wedding march as the bride was escorted to the altar by her father. The bride wore a formal length gown of white Quiana fashioned with a Queen Anne neckline, edged with scalloped Venise lace. Venise lace, encrusted

with pearls, enhanced the bodice and sleeves. The A-line skirt flowed from an empire bodice and cascaded into a chapel length train. The veil was a walking mantilla of nylon illusion. She carried a cascade arrangement of white roses and baby's breath atop a bible belonging to her sister.

Sandra Nixon played Beethoven's "Moonlight Sonata" on the piano as the candles were lit by Kelly Handley and Tim Handley. Mrs. Yirak presented "Nocturne" by Chopin as the mothers of the bride and groom and Mrs. Jewel Halton of San Antonio, maternal grandmother of the groom, were seated. The church decorations, arranged by the groom's mother, featured arrangements of gladioli and chrysanthemums flanked by candelabrum holding cranberry candles.

Sandra Nixon served as maid of honor; and Mrs. Rick Barta was the bride's Matron. Bridesmaids were Kim Nixon and Karla Leslie. Attendants wore identical formal length dresses of cranberry Quiana with flowing capelets. They carried nosegays of white carnations, roses and baby's breath.

Best man was William Jacobs of El Paso. Groomsman were Todd Bryan and Tracy Bryan, brothers of the

groom, and Steve Gilbert. The groom and the male attendants wore white tuxedos.

Flower girl was Jeni D'Lyn Harbin of Houston; and ring bearer was Greg Lawson of Floydada. Wedding guests were registered by LaDelle Noland of Floydada.

Reception

Following the wedding ceremony, a reception was held. The bride's table was laid with a cranberry cloth under white nylon illusion. Table decorations consisted of the bridesmaid's nosegays. Joni Handley and Pam Nixon served the five-tiered cake, which was arranged on pedestals and decorated with cherubs. Cranberry punch was served from a silver and crystal bowl. Mixed nuts and mints filled ruby crystal dishes.

Gold ware was used at the groom's table, which was laid with a holly green cloth under matching nylon illusion and centered with a brass compote containing a fall floral arrangement. LaDelle Noland and Tammy Gentry of Floydada served fruit cake rings, coffee and hot spiced tea. Brass compotes held nuts, fondants and mints.

Aunts of the bride, Mmes. Leslie Nixon of Floydada, Dale Lawson of Floydada, Lowell Nixon, Mark Harbin and Leon Handley were houseparty members. Jana Lawson of Floydada and Susie Nixon presented guests with rice-filled satin roses. They wore wristlet corsages with their formal length dresses.

Following a wedding trip to Ruidoso, New Mexico, the couple will be at home in Lubbock.

Sanders anniversary December 2

The 50th wedding anniversary reception honoring Mr. and Mrs. Otho Sanders will be Sunday, December 2 from 2:30 to 4:30 p.m. at the First United Methodist Church Fellowship Hall in Floydada.

Everyone is invited to attend this special occasion, which will be hosted by the Sanders' children and grandchildren.

Senior Citizen bake sale slated

The Floydada Senior Citizens will have a bake sale December 7 and 8. The sale, which will be held at the Center, will begin at 9 a.m. and continue until 5 p.m. each day.

Singing discontinued

The regularly scheduled night of singing has been discontinued.

Extension Homemakers Club Council meets in Floydada

The Floyd County Extension Homemakers Club Council members met in the CPA building in Floydada November 8. It was announced that Marilyn Tate of Gray County would be the incoming extension agent to replace Sharron Hillis, who transferred to Midland in October.

The TEHA council Christmas party will be held in the home of Mrs. J.R. Turner in Floydada December 8 at 2:30 p.m.

Mrs. Gordon Mayfield presided over the meeting. Club presidents' reports

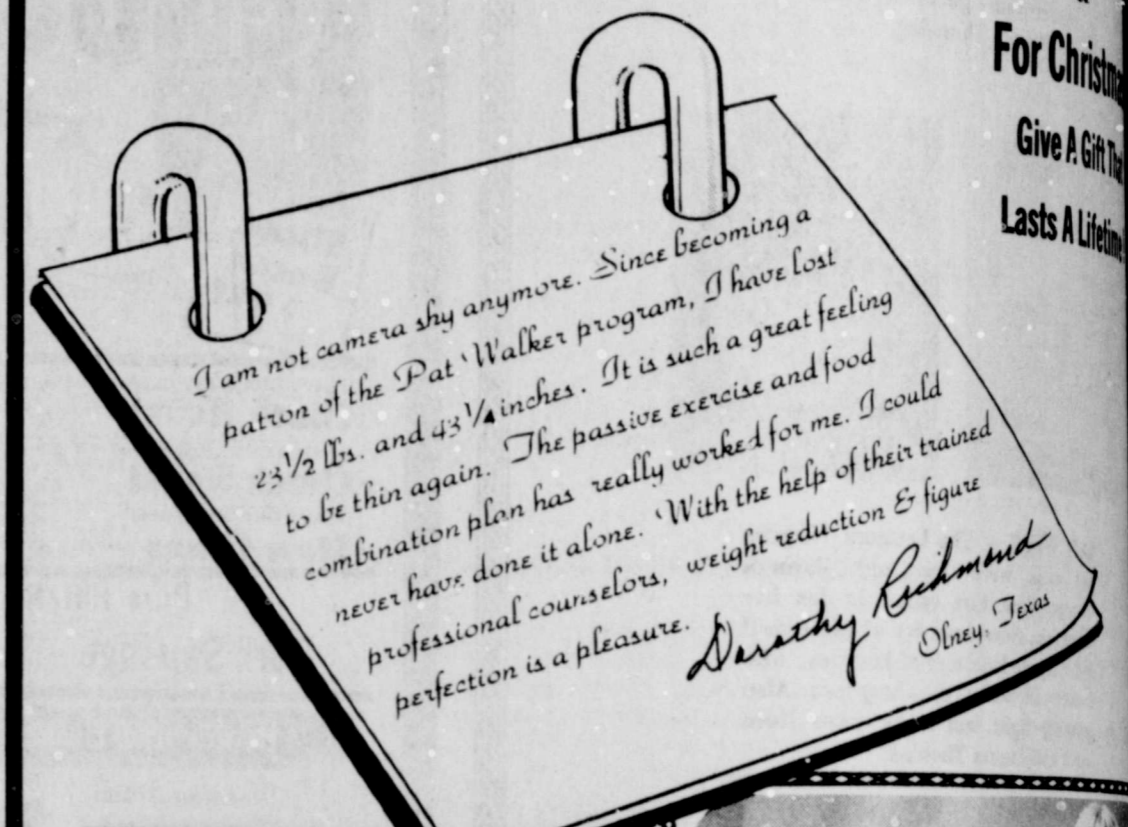
were given about their 1979 year activities and accomplishments. Dr. Catherine Crawford District for the Texas Agriculture Extension Service was present at this meeting.

Members present were Mmes. Gordon Mayfield, Elmer Norrell, W.A. Stewart, J.P. Taylor, J.R. Turner, W.H. Smith, Zant Scott, Reed Lawson, Glen Curtis, E.L. Widner, Annie Carr and Dr. Catherine Crawford.

Next Council will be held in Feb. in C.P.A. Building, Floydada.

Poor Jinna Turner She Has A Husband Will Be 41 Years Old Tuesday! The Friends Of Billy Joe Turner Extend Their Sympathy To His Family.

"I'm NOT Camera Shy Anymore" Says Olney's Dorothy Richmond



Dorothy, with husband, Foster Richmond, BEFORE Pat Walker



AFTER

Find a happier you

If excess weight is damaging your self-esteem, it definitely is time for you to attain the slender figure you've always wanted on Pat Walker's proven program of weight reduction. You'll improve your appearance as well as your mood while you benefit from numerous advantages including:

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for the FREE appointment that can make a lasting difference in the way you look about yourself. We want to give you a complimentary treatment & figure analysis. There's no obligation. Just call to reserve a time for your courtesy appointment.

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Check The Loft's Christmas List Of Gift Ideas ...

- ★ Mens Western Shirts
- ★ Bradford Hats
- ★ Tony Lama Boots
- ★ Sanders Boots
- ★ Leather Billfolds

Western Belts
(Free Lettering Now Through Christmas)

- ★ Ladies Fashion Wear
- ★ Ladies Jewelry

Many Other Great Gift Ideas

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Christmas Poinsettias

The gift of a Christmas plant is always the right size and the right color - It never needs exchanging or returning and is a gift that is always sure to please!

Give longlasting Poinsettia Plants as a business gift or as a memorial gift to your church or a love gift to a shut-in or just a pretty gift to the family for Christmas!

Park Florist

983-2867 312 W. Georgia
Floydada

Orfa Torre
in Thanksgiv

Torres and the bride. The bride, Johnny Torres, was ring bearer. The five-tiered cake was decorated with pink and blue flowers. The Rev. pastor of the church performed the ceremony.

The bride stood under a canopy decorated with pink and white flowers. The bridesmaids wore pink dresses with white bows. The groom wore a white suit with a white shirt and white tie. The wedding party walked down the aisle with white carnations.

The bride wore a white satin gown with a high neckline, long sleeves, and lace detailing. The skirt was full and reached the floor. The bride carried a bouquet of white flowers.

Mrs. Sammie DeBorja, business class decided Christmas would give for the Buckner's book.

Mrs. Debora honored with shower Monday, in the Sheryl Bybee Honored Laverne Th...

The Hi-Placal Society will meet next meeting held at the U Library, 825 Plainview, night, Decem...

WMU meets in Lock

WMU of Lock-ber 19 in the E.A. McLeod and Bible...

Thomas brought Melba At the mission

Andrews chi
saving labels

R.C. Andrews school are curbing a label that promises reliable education for the program for Education. Company is items of elementary exchange for the Company's products are...

"We know friends in who will wa Mrs. McDor do so by savv labels and g students. C them off at Andrews Se

collect 5,150 the drive en 1980," said "That's ho need for a microscope used in Sci classes at R. Labels fr Soups, Bean "V-8", Sw Foods and products are...

to Mrs. Ray chairman of the may redeem audio-visual athletic equip- ce books and "We hope to

Call Us. . .
652-2385

We'll Decorate Your H
For Christmas!

We
Welcome You To Bring
In Your Old Decorations A
Let Us Re-new Them For Y

Schacht's
Flowers Jewelry & G

12 W. Poplar
Lockney

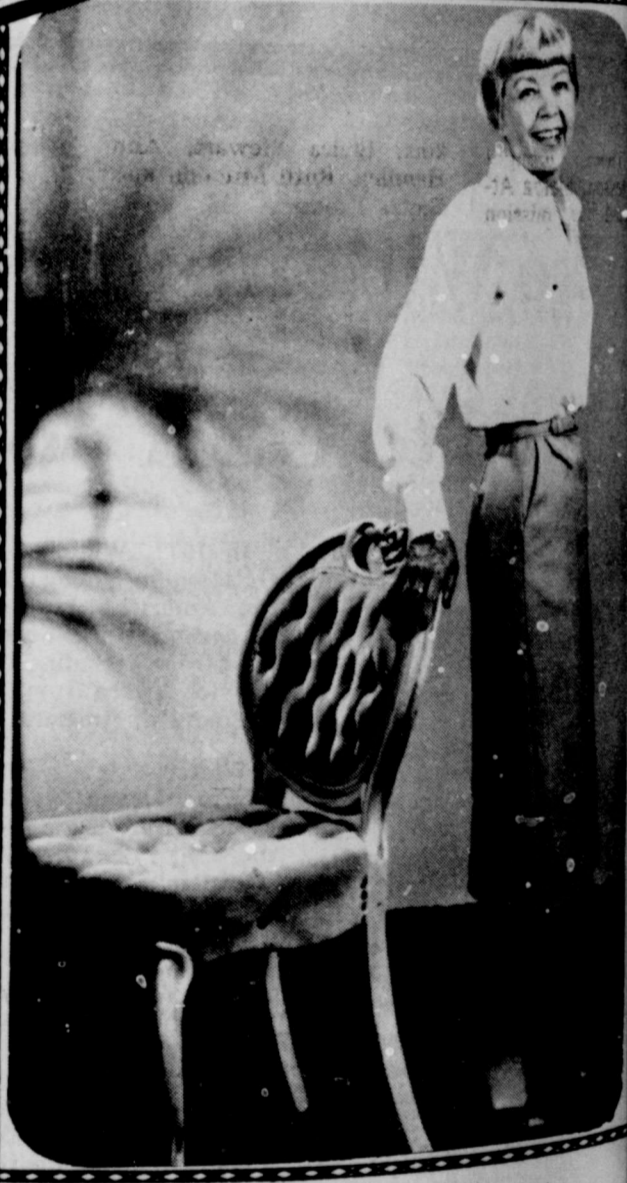
Club
ada

Poor Jinna Turner - She Has A Husband Who Will Be 41 Years Old Tuesday!
The Friends Of Billy Joe "Bulldog" Turner Extend Their Sympathy To His Family.

Camera Shy Anymore
y's Dorothy Richmond

For Christmas:
Give A Gift That Lasts A Lifetime!

Since becoming a program, I have lost... It is such a great feeling... passive exercise and food... really worked for me. I could... With the help of their trained... weight reduction & figure... pleasure
Dorothy Richmond
Olney, Texas



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and a happier you
your self-esteem, it definitely is time for you to
always wanted on Pat Walker's proven program
your appearance as well as your morale
advantages including:

- Sensible eating plan
- Trained professional counselor
- Luxurious salon

CALL TODAY
can make a lasting difference in the way you feel
a complimentary treatment & figure analysis
reserve a time for your courtesy appointment.
Plainview 293-4435
Lubbock 763-8056

Orfa Torres, Israel Gutierrez
in Thanksgiving Day ceremony

Torres and Gutierrez were married on November 22 in the presence of the Rev. ...

The bride, Orfa Torres, was ring bearer. The couple are at home in Amarillo.

Parents of the bride are Mr. and Mrs. Oseas Torres of Lockney. The groom is the son of Mr. and Mrs. Johnny Gutierrez, also of Lockney.

Dorcas Class meets

The Dorcas Sunday School Class of The First Baptist Church, met Tuesday afternoon at the home of Pauline Sams.

The devotional was given by Elvira Stewart, using scripture taken from Eccl. 12:1 thru 12:7.

Mrs. Griffith honored with layette shower

Mrs. Debbie Griffith was honored with a pink-and-blue shower Monday, November 19, in the home of Mrs. Sheryl Bybee.

Refreshments were served to Annie Cunningham, Ethel Terrell, Ruth Reeves, Mrs. J.B. Allen, Rebecca Truett, Bessie Smith, Maudie Muncy, Emma Thomas and the hostess Pauline Sams.

Genealogical Society to meet Tuesday

The Hi-Plains Genealogical Society will have a covered dish supper at their next meeting, which is to be held at the Unger Memorial Library, 825 Austin Street, Plainview, next Tuesday night, December 4, at 7 p.m.

They will have a show-and-tell session, and will welcome anyone who will bring family heirlooms, letters, family history, pictures, or any family records to share. All interested parties are urged to come and bring a covered dish.

WMU meets in Lockney

WMU of Lockney met on November 19 in the home of Mrs. E.A. McLeod for a study and Bible study.

Refreshments were served to Bobbie Kellison, Lou Aston, Neva Smith, Melba Atkins, Elvira Stewart, Ann Handley, Ruth Mitchell and Emma Thomas.

R.C. Andrews children saving labels

R.C. Andrews School are conducting a label drive that promises a valuable educational program for the part of a program for Education, Soup Company is various items of elementary exchange for the Company's

collect 5,150 labels before the drive ends on Feb. 22, 1980," said Mrs. McDonald. "That's how many we'll need for a new projector microscope which will be used in Science and Health classes at R.C. Andrews."

Chairman of the drive, Mrs. Ray McDonald, said she hopes to see the drive completed for audio-visual, athletic equipment books and aids. "We hope to

"We know we have many friends in the community who will want to help," said Mrs. McDonald. "They can do so by saving the Campbell labels and giving them to our students. Or, simply drop them off at the office of R.C. Andrews School."

BIRTHS

HICKERSON

Mr. and Mrs. Blake Hickerson of Floydada are the parents of a daughter, Leslie, born at 12:36 p.m. Tuesday November 27 at Central Plains Hospital in Plainview. Leslie weighed 8 pounds 5/8 ounces and was 20 inches long. She has one sister, Rhonda, who is three years old.

Grandparents are Mr. and Mrs. Wayland Jones of Dougherty and Mr. and Mrs. Mack Hickerson of Floydada.

Great-grandparents are Mr. and Mrs. Buck Hickerson of Floydada, Mr. and Mrs. Buck Kellison of Lockney, Mr. and Mrs. Weldon McClure of Floydada, and Mrs. Violet Jones of Plainview.

Leslianne's great-great grandmother is Mrs. Maudie Kellison of the Lockney Nursing Home.

LOCKNEY LOCALS

Enjoying supper at El Jardin in Plainview Saturday night were Burl and Helene Holt, Bobby, Margaret and Robyn Ann and Kenneth, Jackie Lou and Kip and Heather.

Got Heating Or Plumbing Problems? Call **HOLMES PLUMBING**

Austin or Steve 983-2251

6:30 - 9:30 a.m. and 5:30 p.m. Until?

"Tenderness is passion in repose." Joseph Joubert



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- NOW SHOP
- MARGARET'S
- DON MOUSER Ins
- O.K. RADIO & TV
- PERRY'S
- W-G PHARMACY
- DON'S PHOTOGRAPHY
- BUDDY'S FOOD

gifts that bring Christmas Cheer

for HIM

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Miss Elaine, Henson Kickernick



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Mix Your Own



Lady Wrangler, Bobbie Brooks, Garland, Collegian, Campus Casuals, Donovan - Galvani, Mr. Beau, Sunny South

Everyone's favorite

Dress & Sport **SHIRTS**

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A good Selection Of Colors, Styles To Choose From



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Coats Blouses Skirts Shoes Dresses Pants

Vicky Vaughn, Lillian Russell, Toni Todd, Bleeker Street, Young Society

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FOR HIM

Socks Billfolds Belts Handkerchiefs Ties Shaving Kits Cologne Underwear

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FOR HER

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DEPARTMENT STORE

106 NORTH MAIN LOCKNEY, TX.



FARM & RANCH NEWS



Playing economic odds may be best bet for marketing

RALEIGH — During the next two months, many American cotton producers will be deciding their marketing strategy for this year's crop. As always, producers will have to decide whether current prices are satisfactory or whether postponing sales to a later period will produce a better return. To help cotton producers make their best decisions, Cotton Incorporated's Economic Research and Development staff has evaluated supply and demand fundamentals and other factors in the marketplace. The economists' conclusion as of the moment: "While the future continues clouded in uncertainty, the overwhelming economic evidence at this time suggests that the odds of lower cotton prices as the harvest advances far outweigh

those of higher prices. Selling at current prices, or fixing prices now with delivery arranged at a later date for tax purposes, will probably be better than selling after harvest. "If prices do sag from harvest pressure," they add, "producers may find putting cotton in the (government) loan a second best alternative. Consideration, however, must always be taken of the monthly costs of holding cotton and the price gains that can be expected." The analysis of supply and demand fundamentals and other factors to be considered in marketing decisions is contained in the November issue of the Cotton Summary, Cotton Incorporated's monthly publication. Cotton Incorporated is the fiber research and marketing company of American cotton producers, supported with producers' per bale assessments.

Lawrence Shaw, associate director for supply economics, says world production of cotton this crop year is expected to total 64.7 million bales, 4.7 million bales more than was produced in 1978-79. This year's estimate includes a projected U.S. crop of 14 million bales. "World production this crop year is expected to exceed consumption by over two million bales," he points out. "As a result, cotton supplies will be plentiful, with U.S. stocks climbing to the highest level in 10 years." Shaw acknowledges that cotton prices have remained strong in spite of the "bearish" supply and demand fundamentals. But he says several factors are

providing that price strength. "The U.S. harvest is late, and many mills and exporters are finding adequate supplies of specific quality cotton difficult to obtain," he explains. Also, as of October 14, "exports and outstanding sales of this year's cotton are 35 percent ahead of the same period in 1978. China alone has already bought a million bales in 1979-80, compared with purchases of 280,000 bales at this time last year." Finally, says the Cotton Incorporated economist, "continued strength of cotton consumption by U.S. mills has been another factor maintaining cotton prices at current levels. Both foreign and U.S. retail demand for all-cotton textile products has been good." In mapping their marketing strategies, Shaw says producers should look beyond current conditions and consider the following factors: —Within the next 60 days, large amounts of cotton will come on the market, as the bulk of the U.S. harvest is finished. Current shortages could turn to glut in just a few weeks. Early export sales also have been excellent. But last year sales peaked early in the season. Should they follow the same pattern this year, the impetus foreign sales have given to the cotton market could quickly subside. —While U.S. mill business is still relatively strong, mill executives are wary of the recession. Sould demand for textile products begin to fall along with other retail items, mills will not hesitate to cut production to avoid building inventories, especially in light of soaring interest rates.

Maintain seed cotton quality with module builders

Special precautions when using module builders will help maintain cotton lint and seed quality. "Favorable weather and the use of module builders has allowed many cotton producers to harvest at a maximum rate independent of trailer or gin capacity," Dr. Robert B. Metzger, cotton specialist with the Texas Agricultural Extension Service said recently. "Thus, considerable cotton is getting off the stalk at a rapid pace to escape field deterioration." While escaping field weathering is a key step in obtaining high cotton lint and seed quality, maintaining this quality hinges on sound harvesting and modulating practices, contends the specialist. "Moisture that is so essential in producing a profitable crop becomes enemy No. 1 once bolls open and harvesting gets underway," Metzger said. "Seed cotton moisture should be 12 percent or less when stored in modules."

To preserve cotton quality in modules, locate them on well-drained sites so that cotton can be transported to the gin at any time. Compress cotton uniformly. Keep the center of the module higher and round off cotton to permit better drainage and protection from rain or snow. If prolonged storage is anticipated, it's good insurance to cover the module with a tarp, he noted. "Check cotton temperature frequently for the first three to five days of storage," Metzger said. "A normal temperature rise can be expected the first 48 hours, but if seed cotton is below 12 percent moisture, the temperature will level off and stabilize after this time."

If cotton has a moisture content above 12 percent, monitor the temperature closely at several locations in the module. If the temperature continues to rise to the 110-120 degree F. range, gin the module immediately, he said. "To avoid problems with cotton modules, the best approach is to module only dry seed cotton on a well-drained site and cover with a tarp," Metzger concluded. "It's the best insurance against hot modules that result in low quality lint and seed."

Farm act causing misunderstanding

The state of Texas will not be losing money for agricultural land purchases under the recently approved Farm and Ranch Security Program, Reagan Brown, state commissioner of agriculture, announced this week. Brown noted that there had been a great deal of misunderstanding concerning the measure that Texas voters approved in November. "We have been receiving a great number of calls since the amendment was approved November 6," Brown said. "Many have been told that the state will be loaning money at six percent interest while, in fact, the state will not be loaning money at all."

"Under the provisions of the program, \$10 million in bonds will be issued with the proceeds being used to guarantee loans offered by already-established sources in the purchase of farm and ranch land," Brown said. Applicants will need to locate their own financing at the best interest rate they can negotiate, Brown explained. He noted that the emphasis of the loan guarantee program is in allowing financial institutions to extend credit to young farmers and ranchers who may not have the necessary collateral or down payments now being required for agricultural land purchases. "This program will allow many young people in the coming years to enter farming and ranching who could not afford to otherwise," Brown said. Explaining that the Texas Department of Agriculture will administer the program, Brown stated, "It will be several months before we can actually establish the program and approve the first loan."



"It's just not the same as it was back in '49."

Cotton Today

TEXANS TO JUDGE MAID: Three Texans will be among the judges for the 1980 Maid of Cotton Selection in Memphis, Tenn., December 26-28. They are Dr. Douglas Ann Newsom, associate professor of journalism, Texas Christian University, Fort Worth; Lloyd Cline, cotton producer, Lamesa; and 1973 Maid of Cotton Debra Ploch Kristen, Corpus Christi.

SUPPORT URGED FOR RECOVERY ACT: National Cotton Council President Hoke Leggett has urged adoption of a measure that would provide 10-, 5- and 3-year depreciation by businesses of investments in buildings, machinery, and transportation equipment, respectively. He said that without a tax write-off as proposed in the Capital Cost Recovery Act it would be virtually impossible for the cotton industry to obtain the huge amount of capital required in an effort to meet the Occupational Safety and Health Administration's cotton dust standard. He added that the act "may make it possible to reduce dust levels in the expensive fashion dictated by OSHA, greatly increase our productivity, and

continue processing of cotton in this country."

IIC MEMBERSHIP GROWS: Three countries — Argentina, Egypt, and Sudan — have announced they will join the International Institute for Cotton. The additions bring IIC's total membership to 14 countries. IIC works to increase use of cotton on a worldwide basis.

COTTON MEETINGS SET: The futures market and cotton dust will be explored during two special meetings at the Beltwide Cotton Conferences sponsored by the National Cotton Council and other groups in January in St. Louis. A special panel of cotton producer, economists, and commercial firms will discuss how to make the futures market work for farmers on January 7. The dust seminar on January 8-9 will include a discussion of biological and engineering research to reduce the amount of plant trash in cotton. Speakers will include both European and U.S. experts.

AND COTTON YESTERDAY: In 1919, the town of Enterprise, Ala., erected a monument in honor of the boll weevil.

Farm Bureau News Summary

THE OIL CRISIS? The U.S. "oil crisis" has been created by government regulations. No amount of substitute fuel or change will ease the "energy crisis". If alternate fuels are created, they will face the same bureaucratic regulation as the oil industry and will be no more effective. These statements are based on the foundation fact that the production of oil, the same as all other commodities, is dependent upon natural resources, which the U.S. has, plus human energy, both physical and mental which is available and tools and equipment which is being denied the industry. Some reports indicate that government is now taking 78% of the profits from the oil industry. The direct results of the situation will in the long-run change the American system to a socialist planned society. The following few paragraphs are reproduced from the November 22 issue of MEMO FROM COPE (Committee on Political Education), the political arm of the American Federation of Labor and Congress of Industrial Organization (AFL-CIO) for the purpose of revealing how easily Americans are led to abandon the tried and proven American economic system for one that has a 100% failure record. Immediate gasoline rationing and a national corporation to buy all imported oil for re-sale to U.S. distributors is the only way to assure that available supplies go where they are most needed at fair prices. AFL-CIO lobbyist Ray Denison, declared. "Short of a miracle oil strike tomorrow" that suddenly gives the U.S. control over all of the oil it needs, such a two-step program would effectively curb "run-away" energy costs and OPEC's "economic blackmail," Denison asserted. He said that the nation is now trying to deal with the energy crisis from a position of "weakness," not knowing what oil "really costs and what the distribution problems really are."

Speaking on the network radio interview Labor New Conference, Denison said that "unless there is a strong program to bring the cost of oil under control, the oil industry should be nationalized," which would fix costs and profits and set a guaranteed return on investments.

Denison deplored the reluctance of Congress in wrestling with a windfall profits tax on the oil companies, stressing that the Senate Finance Committee has "further weakened" the modest bill passed earlier by the House of Representatives. Noting the recently announced oil company profits and the Treasury Department's estimate that more than \$1 trillion will be transferred to the oil industry from American consumers over the next decade, he declared, "it's unbelievable that profits of this magnitude—in addition to their normal profits—should be allowed to go relatively unscathed and untaxed." The hope now is that windfall tax measure will be tightened in Senate floor action and the eventual Senate House conference, in light of growing public pressure as the magnitude of these profits is realized, Denison said.

ENERGY CONSERVATION U.S. NEWS AND WORLD REPORT. November 26, 1979 reported the following: "Americans have done nothing to conserve energy." Don't you believe it. Despite all the harping about fuel-wasteful citizens: Between 1973 and last year, U.S. industry turned out 21 percent more goods while consuming only 1 percent more energy. In the same five years, half the homeowners in the country reinsulated their houses in some way to save fuel. Gasoline consumption this year is lower than it was in 1977 or 1978. In six years, gas use has gone up 5 percent; number of vehicles, up 25 million.

PORK PRODUCERS WIN INJUNCTION. THE WALL STREET JOURNAL of 11-16-79 reported that the National Pork Producers Council won a preliminary court injunction against a new agricultural department ruling that permits calling products "bacon" or "hotdogs" even if they haven't been cured in the usual nitrate-based process. The winning argument seemed to be a well-recognized fact that consumers are schooled in the use of cured meat products and if the trade is permitted to call fresh products by the same name, much damage would be done. The Agriculture Department officials have indicated they would appeal the case.

MONEY SUPPLY. The U.S. Board of Governors of the Federal Reserve System reports that the M1 money supply (currency plus de-

TV Log

The TV Schedule Is Sponsored

Time	Program
5:55	RELIGIOUS
6:00	TOP O' THE MORNING
6:30	THREE STOOGES; LITTLE RASCALS
6:50	PIL PROGRAM
7:00	STAR BLAZERS
7:00	TODAY IN TEXAS AND NEW MEXICO
7:00	RELIGIOUS
8:00	CHRIST IN THE HOME
8:30	JIMMY SWAGART
9:00	BUCKLE UP FOR FAITH
9:30	NEW MEXICO REPORT
10:00	SACRED HEART
10:30	DAWSON MEMORIAL BAPTIST CHURCH
11:00	DR. E. J. DANIELS
11:30	JIMMY SWAGART
12:00	5
1:00	KTXT
1:30	CH. 5
2:00	WTBS
2:30	CH. 17
3:00	Atlanta
4:00	6
7:00	PTL
7:00	KMCC

CRISTOFERON. The combination of Nelson's delivery and the \$K's million dollar effort will keep razor blades for a couple of million years.

UNTOUCHABLES **ROBERT** (Suspense-Drama) **MAD** (Suspense-Drama) **Hudson, Claudia** Cardinals A paragon first case involved in the tug-of-war for the mind of a scientist. (12 hrs.)

ORAL ROBERTS **UNTOUCHABLES** **ROBERT** (Suspense-Drama) **MAD** (Suspense-Drama) **Hudson, Claudia** Cardinals A paragon first case involved in the tug-of-war for the mind of a scientist. (12 hrs.)

THE LESSON **THE LESSON**

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First National Bank Floydada	Martin & Co.	Floyd County Farm Bureau
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McDonald Implement Co. Floydada	The Floyd County Hesperian	Floydada Implement Co.
Federal Land Bank Association Of Floydada	Consumers Fuel Association Lockney	Brown Gin, Inc. Floydada

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they haven't been cured in the curing process. The argument seemed to be a technical one that consumers are not allowed to use cured meat in the use of cured meat products by the same name. The Department of Agriculture said they would appeal the ruling.

RESEARCH GRANTS
The U.S. Department of Agriculture announced competitive research grants for soybean research \$45,000, energy research \$1,845,000, health research \$6,790,000, and industrial hydrocarbons \$485,000. This money is allocated under authority of federal law which provides for grants not to exceed 10 percent of the total available for each category. Applications should be sent to the Agricultural Research Service, Washington, D.C. 20250.

FOREIGN AGRICULTURE
The U.S. Department of Agriculture is estimating U.S. agricultural exports for the fiscal year ending on September 30, 1980 at \$38.0 billion which is a 10 percent increase over the \$34.5 billion for the fiscal year ending on September 30, 1979. U.S. agricultural imports for the fiscal year ending on September 30, 1979 at \$16.19 billion is 218.5 percent of the \$7.4 billion imported for the fiscal year ending on September 30, 1978.

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COTTON LOAN RATE
USDA has announced a 1980 cotton loan rate at 48 cents per pound, down from 49 cents in 1979. The 1980 average loan rate is 49 cents, but the 1979 average was 49 cents. The 1980 average is 2.23 cents below the 1979 average. The department has also announced that the 1980 seed cotton loan rate will be 100 percent of the 1979 rate.

recourse loans are for the first time in the history of the program. Upland cotton loans are made for a period beginning on the first day of the month and ending on the first day of the month following the first day of the month. Loans may be extended for an additional 6 months at the request, provided the average price of the basic cotton grade in the spot market for the preceding 30 days does not exceed 130 percent of the spot price for the preceding 30 days. Program provisions are expected to be similar to those for the 1979 program.

WILLIE NELSON
The newest Willie Nelson LP titled *Willie Nelson Sings Kris Kristofferson*. The combination of Nelson's delivery and the KK's million dollar lyrics will keep both the bearded ones in razor blades for a couple of million years.

MEL TILLIS
Mel Tillis is hitting again with his Elektra single 'Blind In Love.' This is a more pop-country flavor than Tillis has shown in quite a few

- 11:30 THE LESSON
- 12:00 MOVIE (HORROR-SUSPENSE) ** 1/2 "Gorgon" 1964 Christopher Lee, Richard Pasco. A Middle-European village is the sight of a series of strange murders in which the victims turn to stone. (2 hrs.)
- 2:00 REX HUMBARD HOLIDAY AT MELODYLAND
- 2:30 THE GOOD LIFE MOVIE (COMEDY-DRAMA) *** "Woman's World" 1954 Fred MacMurray, June Allyson. An automobile tycoon, seeking a successor to his general manager, brings three of the company's top men with their wives to New York for observation. (2 hrs.)
- 3:30 PASS IT ON
- 3:30 ORAL ROBERTS UNTOUCHABLES
- 4:00 MOVIE (SUSPENSE-Drama) *** "Blindfold" 1966 Rock Hudson, Claudia Cardinale. A psychiatrist gets involved in the tug-of-war between two opposing governments for the mind of a scientist. (2 hrs.)
- 4:30 CHRIST CHURCH
- 4:30 AG-U.S.A.
- 5:00 CHRISTOPHER CLOSEUP BETWEEN THE LINES
- 5:30 CHRIST IN THE HOME
- 5:30 KOINONIA
- 10 ALL NIGHT AT THE MOVIES
- 8:30 THE LESSON
- 8:30 FAITH THAT SINGS HBO MOVIE (DRAMA) ** 1/2 "Last Wave" 1978 Australian lawyer caught up in aborigine tribal beliefs and strange events foretelling civilization's doom. (Rated PG) (106 mins.)
- 9:00 ROCK CHURCH
- 9:00 HOUR OF POWER
- 9:00 FANTASY ISLAND Two young women seek the excitement and romance of being cheerleaders for a famous football team; and a man wants to be alone with a Hollywood sex goddess. Guest stars: Georgia Engel, Vic Tayback. (60 mins.)
- 9:30 DANCE FEVER
- 9:30 A MAN CALLED SLOANE Secret agent Thomas Sloane tries to stop a bizarre woman who is bent on destroying United States grain crops with swarms of poisonous locusts. (60 mins.)
- 9:30 THAT NASHVILLE MUSIC KICKS
- 10:00 ZOLA LEVITT
- 10:00 DICK MAURICE AND CO. HOLLYWOOD MUSICALS "Singin' In The Rain" This is a farce about Hollywood in the late Twenties during the transition from silent pictures to 'talkies.' Gene Kelly, Donald O'Connor and Debbie Reynolds headline the story by Betty Comden and Adolph Green. (2 hrs.)
- 10:00 TRINITY FILM FEATURES
- 10:00 NEWS
- 10:00 MOVIE (BIOGRAPHICAL) ** 1/2 "Houdini" 1953 Tony Curtis, Janet Leigh. The story of the famed escape artist and magician. (2 hrs.)
- 10:30 ROSS BAGLEY SHOW
- 10:30 M.A.S.H.
- 10:30 MOVIE (TITLE UNANNOUNCED)
- 10:30 SATURDAY NIGHT LIVE
- 10:30 MOVIE (ADVENTURE) ** 1/2 "Siege Of The Saxons" 1963 Janelle Scott, Ronald Lewis. King Arthur's daughter tries to protect her kingdom and her right to marry the knight she chooses. (95 mins.)
- 10:30 HBO MOVIE (SUSPENSE-ROMANCE) ** 1/2 "Magic" 1978 Anthony Hopkins, Ann-Margret. A ventriloquist's frightening love affair. (Rated R) (106 mins.)
- 11:00 JUKE BOX
- 11:00 MOVIE (COMEDY) ** "Paris When It Sizzles" 1964 William Holden, Audrey Hepburn. A movie producer frantically tries to get his philandering screenwriter to complete a screenplay, but the writer frolics around Paris with his new secretary, doing little work. (2 hrs.)
- 11:30 ROCK CONCERT
- 12:00 700 CLUB
- 12:00 LOVE SPECIAL
- 12:00 NEWS
- 12:00 SHA NA NA
- 12:30 NIGHTBEAT
- 12:30 THE PSYCHIC AS A PROFESSIONAL
- 12:35 MOVIE (TITLE UNANNOUNCED)
- 1:00 ATLANTA HAWKS REPLAY
- 1:00 PTL PROGRAM
- 1:00 ABC NEWS
- 1:00 THE ROCK SHOW
- 1:30 THE LESSON
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PRIME TIME SCHOOL TELEVISION

Watching the news with a questioning eye

by June Rosner

It is almost dinner time and you have a few minutes to relax before the family is ready to eat. What do you do? If you are like most American families you switch on the TV set and watch the news. Maybe you leave it on through the meal, watching both the local and network broadcasts. If this is what happens in your home, we have a special twelve-page guide that will help you to understand how the news is gathered, prepared, edited, sponsored, and brought into your home each evening.

It's called MAKING THE NEWS, and was prepared by Prime Time School Television (PTST) with the financial assistance of the ABC network in order to help adults and students evaluate the content, impact and objectivity of news broadcasts. The booklet describes the interesting details of how the news reaches New York network stations from around the world each day; in fact, it details all the important elements that make up the 24-hour news gathering period before every evening broadcast.

You will learn how foreign correspondents send in their film and reports each day, how assignments are made and who makes them, why some stories appear on the air and others are left on the cutting room floor, who writes the scripts and how video tape and film make their way half-way around the world in time for each nightly news program.

Included in this special Prime Time project is the excitement, drama, and the disappointments that make up the evening news schedules. You will read what experts in the field have to say about the objectivity of TV news and about its inability to give proper airtime to important stories. There are also a number of suggested projects you and your family can do together to evaluate the news and a list of books and articles you can read to further explore this important topic.

For starters, tonight when you watch the news, select one story and discuss afterwards what implications it will have in your community; compare its treatment in the newspapers; and think about the objectivity of the television report. Were both sides of the issue fully covered? If not, how would you have done the story differently?

Don't forget to send for the special MAKING THE NEWS guide. Just send \$1 to NEWS, PTST, 120 S. LaSalle Street, Chicago, Ill. 60603. Or better still, become a PTST member and receive all of its regular monthly program guides on public and commercial television specials. Your membership will start with MAKING THE NEWS at no extra charge. To become a member, send in \$10 to the above address.

PTST, a non-profit organization, received the 1974 Action For Children's Television Award for its achievement in children's television.

TV COMPUTOLG SERVICES, INC.



Willie Nelson
The 'Me and Bobby McGee' track features Nelson's laid back, down home country, electrified, gut-string, flattop guitar. Nelson's talents as a musician are up front on all the cuts in this album, which makes the guitar runs on the LP worth the price of the disc. His version of 'Why Me Lord' is by far the best version of this song ever recorded.

His newest single of 'Help Me Make It Through The Night' was taken from the album, and Columbia could have itself eight other Nelson hit singles by simply pulling from this collection.

Mel Tillis is hitting again with his Elektra single 'Blind In Love.' This is a more pop-country flavor than Tillis has shown in quite a few

4	5
WTBS CH. 17 Atlanta	KTXT CH. 5 Lubbock
6	7
PTL CH. 6 Charlotte	KMCC CH. 28 Lubbock
9	10
WGN CH. 9 Chicago	KTV CH. 10 Oakland
11	13
KCBD CH. 11 Lubbock	KLBK CH. 13 Lubbock
2	
CBN CH. 2 Virginia Bch	

(HALE COUNTY)

LAND AUCTION

PLAINVIEW, TEXAS

J.C. Eiring Estate

**10:00 A.M. Thursday,
December 6th, 1979**

Sale will be held in Centennial Room of the Hale County State Bank in Plainview, Texas, 201 West 6th Street.

The following will be sold at public auction to the highest bidder without any reservations:

- 1 - six room brick home, double car garage, with large utility room on back, three-quarter basement with one bedroom in basement, 2 acres of land goes with home. New gas central heating system, refrigerated air, telephone. A nice country home.
- 282.76 acres of farm land with two 8" irrigation wells and 2 return pumps & pits, complete with underground pipe system.
- 90.3 acres of farm land with 1 - 8" irrigation well.

All the above property is located 4 mi. east of Plainview, Texas, city limits on Hi-way 70 then 1/8 mi. north, signs will be on property.

- 320 acres farm land, 2 - 8" irrigation wells, 1 - 6" submergible irrigation well complete underground pipe system. This property is located 4 mi. east of Plainview East City Limits on Hi-way 70 then 1 mi. south.
- Minerals - All minerals will be transferred with the property.
- Natural gas to all properties.
- Terms Cash


**Hale County State Bank,
Executor**

Leota Thornton,
Vice President & Executive Trust Officer
P.O. Box 970 - Phone 293-3635

Raymond Akin - Auctioneer

T.X.S. - 010-0046
Real Estate Broker License - 081833
Phone 296-7692

United States Steel
SUPER STEEL SIDING,



DON'T PAINT WASTE ENERGY

STORM WINDOWS DOORS INSULATION

FREE ESTIMATES

D & B CONSTRUCTION COMPANY

2806 34th
Lubbock, Texas 79410
(806) 793-3173



Farm Bureau News Summary

THE OIL CRISIS?

U.S. "oil crisis" has been created by government regulations. No amount of substitute fuel or change will ease the "oil crisis." If alternate fuels are used, they will face the same economic regulation as the oil industry and will be no more effective. Statements are based on the fact that the production of oil is the same as all other commodities, dependent upon natural resources. The U.S. has plus human energy, physical and mental which is being denied the industry. Reports indicate that government is taking 78% of the profits from the industry.

Direct results of the situation will in long-run change the American economy to a socialist planned society. Following few paragraphs are taken from the November 12 issue of MO FROM COPE (Committee on Moral Education), the political arm of American Federation of Labor and CIO for the purpose of revealing easily. Americans are led to believe that the American economic system for one that has a failure record.

mediate gasoline rationing and a national corporation to buy all imported oil. To assure that available oil goes where they are most needed, prices, AFL-CIO lobbyist Ray... a miracle oil strike tomorrow that suddenly gives the U.S. all over all of the oil it needs, such a program would effectively "run-away" energy costs and "economic blackmail." Denial of a position of "weakness," showing what oil "really costs" and the distribution problems really

mand deposits) September 1979 \$377.8 billion which is 4.7% above \$360.7 billion for September 1978. M-1 money supply (M1) plus negotiable deposits at commercial banks (M2) is 2.1% above the \$285.3 billion reported in September 1978. M2 money supply (M2) plus savings deposits at commercial banks other than large certificate of deposit banks which is 7.6% above the \$68.8 billion reported in September 1978. M3 money supply (M3) plus non-bank trust institution deposits is 8.16% above the \$1,471.1 billion reported in September 1978. So long as the government can increase supplies without a corresponding increase in production, it will continue to advance.

FERTILIZER CONSUMPTION
Fertilizer consumption in the U.S. for 1979 is placed at 51.9 million up 7 percent from the 47.5 million consumed during the 1977-78 year. Primary nutrient content (nitrogen, phosphate, P2O5, and potash) was 22.4 million tons, up 9 percent a year earlier. Nitrogen consumption increased 7 percent to 10.6 million tons. Phosphate usage increased 9 percent to 5.5 million tons, and potash consumption was up 12 percent to 5.2 million tons. The five leading states, in order of consumption and the change in consumption from last year were: Illinois, down 3 percent; Indiana, down 6 percent; Iowa, up 8 percent; Texas, up 8 percent; and Michigan, up 8 percent.

Fertilizer consumption represents commercial fertilizer tonnage shipped for farm and non-farm use. Materials used in the manufacture of registered mixes or other fertilizers are excluded.

TV Log

The TV Schedule Is Sponsored Each Week By The Following Merchants

- MORNING**
- 5:00 CHRIST IN THE HOME 6:00
 - 2 THE STORY
 - 4 JIMMY SWAGGART
 - 6 EVER INCREASING FAITH
 - 10 RUFF HOUSE
 - 12 NEW MEXICO REPORT 6:15
 - 11 SACRED HEART 6:30
 - 2 DAWSON MEMORIAL BAPTIST CHURCH
 - 4 DR. E.J. DANIELS
 - 10 BASS FISHIN' AMERICA
 - 12 JIMMY SWAGGART
 - 15 THIS IS THE LIFE 7:00
 - 2 THE LESSON
 - 4 THREE STOOGES AND FRIENDS
 - 6 ABUNDANT LIVING
 - 7 PTL PROGRAM
 - 9 NEWS
 - 10 AUTO QUIZ
 - 12 HOUR OF POWER 7:15
 - 9 BUYER'S FORUM 7:30
 - 2 CHAPEL HOUR
 - 6 PATTERN FOR LIVING
 - 10 N.B.A. BMX
 - 12 DAY OF DISCOVERY 7:45
 - 9 WHAT'S NU? 8:00
 - 2 HOUR OF POWER
 - 4 LOST IN SPACE
 - 6 FELLOWSHIP HOUR
 - 7 JIMMY SWAGGART
 - 9 MASS FOR SHUT-INS
 - 10 CELEBRITY
 - 11 ORAL ROBERTS
 - 12 JAMES ROBISON PRESENTS 8:30
 - 7 PROPHECY IN THE NEWS
 - 8 CHICAGOLAND CHURCH HOUR
 - 11 METHODIST CHURCH SERVICE
 - 12 AMAZING GRACE BIBLE CLASS 9:00
 - 2 CHANGED LIVES
 - 4 HAZEL
 - 6 JIMMY SWAGGART
 - 7 PAULINO BERNAL
 - 12 EVANGELIST
 - 9 ISSUES UNLIMITED
 - 10 WESTBROOK HOSPITAL
 - 12 JERRY FALWELL 9:30
 - 2 SPIRITUAL AWAKENING
 - 4 MOVIE (DRAMA) *** "How Green Was My Valley" 1941 Walter Pidgeon, Maureen O'Hara. The story of Welsh coal miners. (2 hrs., 30 mins.)
 - 6 MARY TYLER MOORE
 - 9 GROOVIE GOOLIES
 - 10 HOUR OF POWER
 - 12 REX HUMBARD 10:00
 - 2 IN TOUCH
 - 6 MORNING WORSHIP HOUR
 - 7 PHIL DONAHUE SHOW
 - 9 STAR TREK "The Empath" (60 mins.)
 - 12 SUNDAY SCHOOL 10:30
 - 10 DAY OF DISCOVERY
 - 12 LIVING YOUR RELIGION
 - 15 FACE THE NATION 11:00
 - 2 TIME OF DELIVERANCE
 - 6 TODAY IN BIBLE PROPHECY
 - 7 FIRST BAPTIST CHURCH
 - 9 CISCO KID
 - 10 ORAL ROBERTS
 - 11 A BETTER LIFE
 - 12 TOM LANDRY SHOW 11:30
 - 2 ORAL ROBERTS
 - 9 LONE RANGER
 - 10 REX HUMBARD
 - 12 NFL '79
 - 15 NFL TODAY

- AFTERNOON**
- 12:00 CORAL RIDGE PRESBYTERIAN
 - 2 MOVIE (SCIENCE FICTION) ** "Killers From Space" 1954 Peter Graves, Barbara Bestar. A pilot is captured by space invaders who want vital information. (90 mins.)
 - 6 REX HUMBARD
 - 7 DIRECTIONS "Aging in Violence" The problems of the elderly community in Venice, California are explored in this film documentary.
 - 9 MOVIE (TITLE UNANNOUNCED)
 - 11 NFL FOOTBALL Houston Oilers vs Cleveland Browns
 - 12 NFL FOOTBALL Green Bay Packers vs Washington Redskins 12:30
 - 7 TEXAS TECH FOOTBALL
 - 10 IT IS WRITTEN 1:00
 - 2 WORLD OF PENTECOST
 - 6 CHRIST CHURCH
 - 7 COLLEGE FOOTBALL '79
 - 10 ON THE SQUARE
 - 12 HBO MOVIE (COMEDY) *** "Matilda" 1978 Elliott Gould, Robert Mitchum. The story of a prizefighting kangaroo that hops into a theatrical agent's life. (103 mins.) 1:30
 - 2 DEAF HEAR
 - 4 MOVIE (DRAMA) "Loaded Guns" 1975 Ursula Andress, Woody Strode. An airline stewardess doubles as an intelligence agent assigned to bust a drug ring. (2 hrs.)
 - 6 FANFARRIA FALCON
 - 9 MOVIE (TITLE UNANNOUNCED)
 - 2 AT HOME WITH THE BIBLE
 - 6 FAITH THAT SINGS
 - 7 SI SE PUEDA
 - 10 TARZAN 2:30
 - 2 MISSIONARIES IN ACTION
 - 6 CHURCH IN THE HOME 3:00
 - 2 HE LIVES
 - 7 WRESTLING
 - 10 MOVIE (COMEDY) ** 1/2 "Sex and the Single Girl" 1964 Natalie Wood, Tony Curtis. A smut-magazine editor woos a notorious female psychologist. (2 hrs.)
 - 12 MOTOR SPORTS EVOLUTION
 - 15 NFL FOOTBALL New York Giants vs Dallas Cowboys
 - 12 HBO MOVIE (COMEDY) ** "Who's Killing the Great Chefs of Europe?" Jacqueline Bisset. The great chefs are being knocked off one by one. (112 mins.) 3:30
 - 2 THINK ABOUT TOMORROW
 - 4 MOVIE (DRAMA) ** 1/2 "Mara Of The Wilderness" 1965
 - 6 DAVE LOMBARDI
 - 9 MOVIE (WESTERN) ** 1/2 "The Lone Ranger" 1958

- EVENING**
- 6:00 JIMMY SWAGGART
 - 7 JAPAN: THE CHANGING TRADITION
 - 8 SUNDAY CELEBRATION
 - 9 SANTA CLAUS IS COMIN' TO TOWN
 - 11 THE FIG EVENT
 - 12 60 MINUTES 6:30
 - 4 NBA BASKETBALL Atlanta Hawks vs Cleveland Cavaliers (2 hrs., 30 mins.)
 - 6 JAPAN: THE CHANGING TRADITION 7:00
 - 2 REX HUMBARD
 - 5 CONNECTIONS
 - 6 LET GO-LET GOD
 - 7 MORK AND MINDY
 - 10 MOVIE (WESTERN-ADVENTURE) ** 1/2 "Villa Rides" 1968 Yul Brynner
 - 12 ARCHIE BUNKER'S PLACE
 - 15 HBO MOVIE (SUSPENSE) ** 1/2 "The China Syndrome" 1979 7:30
 - 6 30 MINUTES
 - 7 SUNDAY NIGHT MOVIE "The Man With The Golden Gun" 1974
 - 12 ONE DAY AT A TIME 8:00
 - 2 700 CLUB
 - 5 MASTERPIECE THEATRE
 - 6 REV. HILTON SUTTON
 - 9 THE PALACE
 - 12 ALICE 8:30
 - 6 LET GOD LOVE YOU
 - 12 THE JEFFERSONS

- RELIGIOUS PROGRAMMING**
- 5:30 RELIGIOUS PROGRAMMING
 - 5:55 TOP O' THE MORNING 6:00
 - 4 THREE STOOGES; LITTLE RASCALS
 - 7 PTL PROGRAM 6:30
 - 9 STAR BLAZERS 6:45
 - 11 TODAY IN TEXAS AND NEW MEXICO 7:00
 - 2 RELIGIOUS PROGRAMMING
 - 6 FAMILY AFFAIR
 - 7 GOOD MORNING AMERICA
 - 9 RAY RAYNER AND HIS FRIENDS
 - 11 TODAY
 - 12 MORNING SHOW 7:30
 - 2 WORDS OF HOPE (MON.) Festival Of Praise (TUE.)
 - 4 ROMPER ROOM
 - 6 RELIGIOUS PROGRAMMING 7:45
 - 9 A.M. WEATHER 8:00
 - 2 RELIGIOUS PROGRAMMING
 - 6 LUCY SHOW
 - 7 VARIOUS PROGRAMMING
 - 9 GROOVIE GOOLIES
 - 12 CAPTAIN KANGAROO 8:30
 - 2 RELIGIOUS PROGRAMMING
 - 6 GREEN ACRES
 - 9 I DREAM OF JEANIE
 - 12 FRAN CARLTON SHOW 9:00
 - 2 700 CLUB
 - 4 MOVIE "Break Of Hearts" (MON.)
 - 5 MISTER ROGERS
 - 6 RELIGIOUS PROGRAMMING
 - 7 PHIL DONAHUE SHOW
 - 9 MOVIE
 - 10 CARTOONS
 - 11 CARD SHARKS
 - 12 BEAT THE CLOCK (EXC. THUR.) December Magazine (THUR.) 9:30
 - 5 VARIOUS PROGRAMMING (UNTIL 11:00)
 - 6 RELIGIOUS PROGRAMMING
 - 11 HOLLYWOOD SQUARES
 - 12 WHEW! (EXC. THUR.) 10:00
 - 6 PTL PROGRAM
 - 7 LAVERNE AND SHIRLEY
 - 10 FUN WORLD OF HANNA BARBERA
 - 11 HIGH ROLLERS
 - 12 PRICE IS RIGHT
 - 2 RELIGIOUS PROGRAMMING
 - 7 FAMILY FEUD
 - 10 ROMPER ROOM
 - 11 WHEEL OF FORTUNE 11:00
 - 2 ROSS BAGLEY SHOW
 - 4 LOVE AMERICAN STYLE
 - 5 SESAME STREET
 - 7 \$20,000 PYRAMID
 - 9 PHIL DONAHUE SH
 - 10 BEWITCHED
 - 11 MINDREADERS
 - 12 YOUNG AND THE RESTLESS 11:30
 - 4 MOVIE "Value For Money" (MON.), "Monkey On My Back" (TUE.), "Miracle In Soho" (WED.), "No Name On The Bullet" (THUR.), "The Cavern" (FRI.)
 - 7 MORNING MAGAZINE
 - 10 ROOM 222
 - 11 PEOPLE PLACE
 - 12 SEARCH FOR TOMORROW
- AFTERNOON**
- 12:00 VARIOUS PROGRAMMING
 - 6 RELIGIOUS PROGRAMMING
 - 7 ALL MY CHILDREN
 - 9 BOZO'S CIRCUS
 - 10 BIG VALLEY
 - 11 NEWS 12:30
 - 2 RELIGIOUS PROGRAMMING
 - 6 DAYS OF OUR LIVES
 - 11 AS THE WORLD TURNS 1:00
 - 2 RELIGIOUS PROGRAMMING
 - 6 MACNEIL LEHRER REPORT
 - 7 PTL PROGRAM
 - 9 LOVE AMERICAN STYLE
 - 10 PHIL DONAHUE SHOW 1:15
 - 4 LOVE AMERICAN STYLE (THUR.) 1:30
 - 2 RELIGIOUS PROGRAMMING
 - 6 GIGGLESNORT HOTEL
 - 9 DICK CAVETT SHOW

Sunday, December 2, 1979 Page 7

CALL CABLE TV OF FLOYDADA 983-2911 TODAY FOR MORE AND BETTER TV!

We Have A Night Deposit Box On The Drive-In Window

The Floyd County Hesperian

The Lockney Beacon

- 1 LOVE (LIVE) ... 2 LOVE (LIVE) ... 3 LOVE (LIVE) ... 4 LOVE (LIVE) ... 5 LOVE (LIVE) ...

- 6 LOVE (LIVE) ... 7 LOVE (LIVE) ... 8 LOVE (LIVE) ... 9 LOVE (LIVE) ... 10 LOVE (LIVE) ...

- 11 LOVE (LIVE) ... 12 LOVE (LIVE) ... 13 LOVE (LIVE) ... 14 LOVE (LIVE) ... 15 LOVE (LIVE) ...

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- 51 LOVE (LIVE) ... 52 LOVE (LIVE) ... 53 LOVE (LIVE) ... 54 LOVE (LIVE) ... 55 LOVE (LIVE) ...



Floyd County Hesperio ... AGO ... is pictured ...

Whirlwinds on All ... team — Mike ...

AGO ... announces ... from law practice ...

AGO ... take Frenship ... game...led by ...

AGO ... dress in ... with his parents ...

AGO ... in the ... drawing ...

AGO ... L. Solomon is ... the Young Wo ...

AGO ... holds of Borg ... pastor in ...

AGO ... Palmer can help ... stop him ...

AGO ... When is the best ... time to ...

AGO ... For the answers ... call Palm ...

AGO ... FIRST—Regular ... scheduling ...



402 10th Street Plainville

Years Ago

Floyd County Hesperian

1925 AGO
 Mrs. J. W. Reue is pictured with her husband and two children in front of their home on the corner of 1st and 2nd streets.

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1:30 and arrive in Floydada at 5 p.m. \$3.50 one way; \$6, round trip.
 President Wilson has commended the Red Cross Seal Sale and will use seals on all of his mail.
 Mr. Fletcher Haines and Miss Lillie Tye were married Sunday. The couple are splendid young people.

FLOYDADA BIRTHDAYS

- December 2 — Albert Martin
- December 8 — Gladys Howard, Adam Edward Gonzales
- December 10 — Betty Patterson
- December 12 — Mamie Daniel
- December 14 — Mamie Bradshaw, Clara Murrey
- December 16 — Allen Rendon
- December 17 — Bernice Carey
- December 18 — Mollie Jones
- December 20 — Mary Smith
- December 22 — Joe Womack
- December 24 — Deota Odum
- December 26 — Richard Ward
- December 27 — Victoria Asher, Roy Crawford
- December 28 — Jewel Martin
- December 30 — Vina Crawford

LOCKNEY LOCALS

Mrs. Jewel Martin and daughter Norma of Floydada visited with Helene and Burl Holt and their house guests, the Bobby Holts and Maureen Hammond, Saturday.
 Visiting with Mrs. Emma Thomas last Saturday was her niece Susan and Greg Abright of Ft. Worth.
 Otto Byron Schacht, who had surgery last Wednesday was dismissed from Methodist Hospital Sunday and is progressing well.

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BOOK NOW!

PAYMASTER HAS A GOOD SUPPLY OF "CARRY-OVER" CERTIFIED COTTON SEED FOR 1980 PLANTING

PROVEN. THE BEST COTTON SEED MONEY CAN BUY.

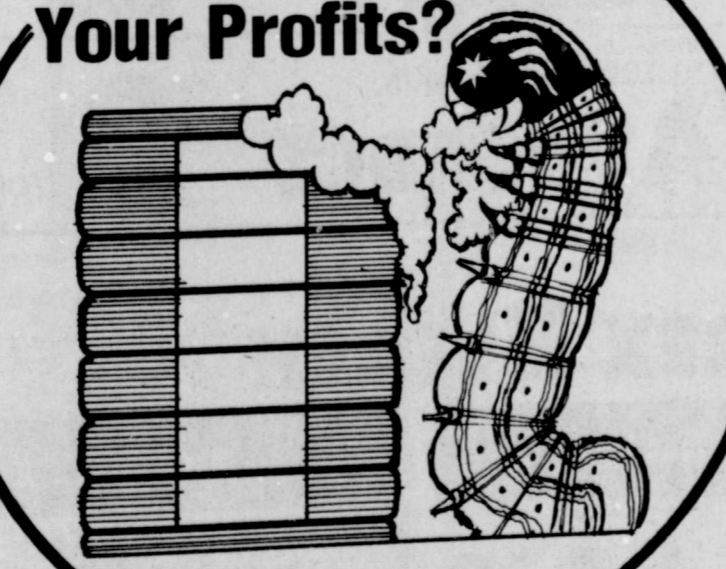
303	266
Very high quality "carry-over" seed. Tested, tried and proven for the Southwest.	A worthy companion of 303. Superior Verticillium Wilt Resistance
★Delivers High Yields	★High Strength Fiber
★High Turn-out	★Excellent Yields
★Verticillium and Fusarium Wilt Tolerant	

IT PAYS TO PLANT PAYMASTER
 DON'T TAKE A CHANCE. DON'T BE CAUGHT SHORT.
CALL YOUR LOCAL PAYMASTER DEALER OR GINNER TODAY.

SOUTHWEST GENERAL OFFICE
 P.O. Box 1630 • Plainview, Texas 79072 • Phone 806/652-3312

The limitation of warranty and remedy attached to each bag of seed is a part of the terms and conditions of the sale thereof. U.S. protected variety. Unauthorized propagation prohibited by law—to be sold by variety name only as a class of certified seed. It is unlawful to offer or expose for sale non-certified seed of this variety.

Are Bollworms Eating Your Profits?



Call Palmer.

Palmer can help stop him from eating up your profits. When is the best time to treat your cotton for bollworm? Which chemical should you use and how often should it be applied? For the answers call Palmer and Associates, Independent Entomologist, they can assure you maximum return for each dollar spent, by:

FIRST—Regularly scheduled field monitoring procedures by trained entomologist will establish the most economical point to initiate control measures.

SECOND—Since Palmer is not connected with any chemical sale organization, they independently analyze each chemical on the market and choose the

ones best suited for each job.

THIRD—Routine monitoring throughout the season assures good control. For example: This year through careful monitoring, 42% of the acres under Palmer control was judged not to need treatment at all. Average cost per acre treated and untreated was only \$7.15. This resulted in an average net return on treated fields of \$18.79 per acre. Don't let bollworms damage your cotton again next year. Call Palmer and Associates today and put the bollworm problem behind you. They can show you case histories of how they have helped farmers in your area control bollworms and increase their net income.

PALMER and Associates
 A trusted partner of farmers for four years.

3402 10th Street Plainview, Texas 79072 806-293-7044 Mobile phone 293-6137

Bealls

Especially At Christmas



Missy & Junior Coats

Choose From Several Styles
 Just In Time For This Cold Spell.
 Values To 100⁰⁰

25% Off

Missy Pants

Select Group $\frac{1}{3}$ Off

Missy Tops

Special Group $\frac{1}{2}$ Off

Junior Jeans

Styling To Today's Junior.

A Large Selection Of The Jeans That Have That Just Right Fit.

20% Off



Family Shoes

20% To 60% Off

Boys Shirts

Short Sleeves **2 For \$10⁰⁰**

Ladies House Shoes

There Is A Large Selection Of Styles And Colors. She Will Love A Pair Of Warm House Shoes For Christmas.

3 Days Only 20% Off



Boots

Men & Boys Styles. Western, Dingo And Work Boots. Don't Miss This Sale

20% Off



Bealls

19 Shopping Days Till Christmas

Food Gifts For Christmas
We Have Hams, Turkeys,
Beef Packs & Gift Certificates
For The Finest Gifts You Could
Give Anyone For Christmas

THIS WEEK'S GAME
PITTSBURGH
VS.
HOUSTON
DECEMBER 10, 1979

THRIFTWAY INVITES YOU TO WATCH MONDAY NIGHT FOOTBALL AND PLAY TOUCHDOWN DOLLARS

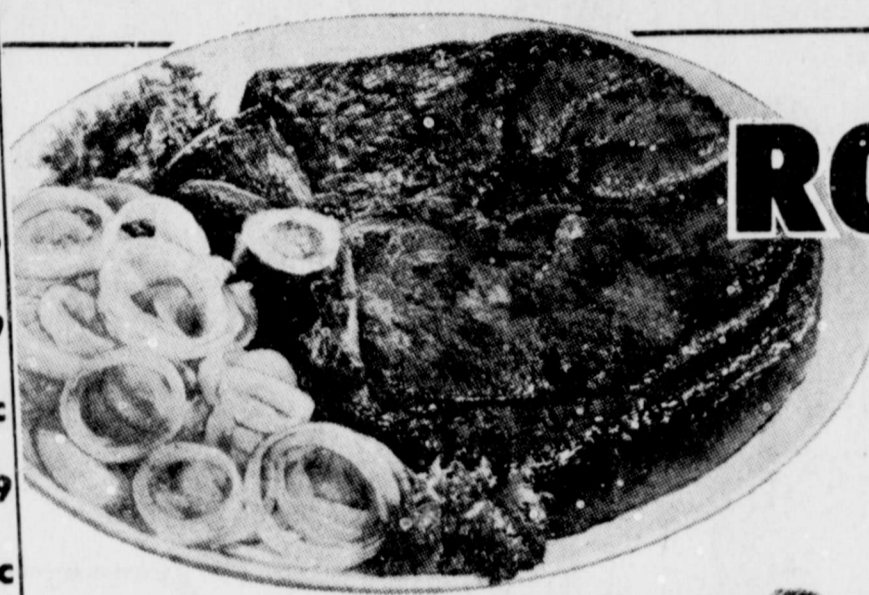
NO PURCHASE NECESSARY
PICK UP A TICKET EACH TIME YOU SHOP THRIFTWAY

PRIZE VALUE	NO. OF PRIZES	ODDS FOR ONE TICKET	ODDS FOR TWO TICKETS
\$1000.00	2	75,000 to 1	37,500 to 1
\$100.00	15	10,000 to 1	5,000 to 1
\$50.00	40	3,750 to 1	1,875 to 1
\$20.00	70	2,143 to 1	1,072 to 1
\$10.00	1373	100 to 1	50 to 1
TOTAL	1,500	100 to 1	50 to 1

ALL TICKETS MUST BE REDEEMED BY SATURDAY FOLLOWING MONDAY NIGHT'S GAME.

\$1,000
YOU COULD WIN UP TO

- WILSON'S CERTIFIED MEAT 12 OZ. PKG. **89¢**
- FRANKS**
- HEAVY GRAIN FED BEEF TENDERIZED **\$2.69**
- CUTLETS**
- HEAVY GRAIN FED BEEF **\$1.49**
- BRISKETS** WHOLE IN THE BAG
- HEAVY GRAIN FED BEEF BONELESS WHOLE IN THE BAG **\$2.19**
- SIRLOIN TIPS** 8-10 LBS.
- HEAVY GRAIN FED BEEF BONELESS SIRLOIN **\$2.49**
- TIP STEAK**
- GLOVER'S MEXICAN STYLE **99¢**
- HOT LINKS**
- RUDY'S FARM WHOLE HOG REG./HOT **\$2.69**
- SAUSAGE** 2 LB. ROLL
- SHURFRESH SLICED LUNCHEON BOLONNA/SALAMI/PICKLE & PIMIENTO **89¢**
- MEAT** 6 OZ. PKG.



HEAVY GRAIN FED BEEF
ROUND STEAK
\$1.99
LB.
CENTER CUT BONELESS ROUND STEAK **\$2.19** LB.

YOUR THRIFTWAY STORES SELL & FEATURE ONLY FINE QUALITY AMERICAN GROWN GRAIN FED BEEF, FRESH PORK & QUALITY POULTRY!

FRESH GUAR. 73% LEAN GROUND **\$1.39** LB.

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EVAPORATED **PET MILK** TALL CAN **43¢**

CHOCOLATE FLAVORED **NESTLE'S QUIK** 2 LB. CAN **\$2.49**

- FROZEN FOODS**
- MORTON FROZEN **HONEY BUNS** 9 OZ. BOX **49¢**
 - MORTON REG. FRIED CHICK. MEAT LOAF/SALISBURY STEAK/TURKEY/CTN. **69¢**
 - MORTON PASTRY SHOP **APPLE PIE** 24 OZ. BOX **89¢**

- DAIRY VALUES**
- FOOD KING **SOLID OLEO** 3 1 LB. BOXES **\$1.00**
 - SHURFRESH HALFMOON CHEDDAR **CHEESE** 16 OZ. PKG. **\$1.99**
 - GRADE 'A' MEDIUM SIZE **SHURFRESH EGGS** DOZ. CTN. **73¢**

- TOTAL GROCERY SAVERS**
- ASSORTED FRUIT **HI-C DRINKS** 46 OZ. CAN **69¢**
 - BETTY CROCKER WHITE ANGEL FOOD **CAKE MIX** 16 OZ. BOX **99¢**
 - NON-ABRASIVE **DOBIE PADS** EACH **39¢**
 - COPPER-ALUMINUM-STAINLESS STEEL **CAMEO CLEANER** 10 OZ. CAN **49¢**
 - BRASS SCOURING PADS **KURLY KATE** 3 CT. BOX **59¢**
 - STAINLESS STEEL SCOURING PADS **KURLY KATE** 2 CT. BOX **59¢**
 - FABRIC SOFTENER 15% OFF LABEL **BOUNCE** 10 CT. BOX **39¢**

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99¢
4 ROLL PKG.

WASHINGTON GOLDEN DELICIOUS **APPLES** 3 \$1.99 LBS.

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- CALIFORNIA CRISP **CARROTS** 1 LB. PKG. **25¢**
- TEXAS RUBY RED **GRAPEFRUIT** LB. **29¢**
- TEXAS GREEN **CABBAGE** LB. **15¢**
- PORTALES ROASTED **PEANUTS** LB. **59¢**

CALIFORNIA GREEN SKIN **AVOCADOS** 3 FOR \$1.99

30% OFF LABEL FABRIC **Downy** **SOFTENER** 96 OZ. BTL. **\$2.69**

LIQUID **PUREX BLEACH** 64 OZ. JUG **49¢**

- HEALTH & BEAUTY AID SAVINGS**
- BUTANE DISPOSABLE **BIC LIGHTERS** EACH **2.99¢**
 - INTENSIVE CARE **VASELINE LOTION** 15 OZ. BTL. **\$1.59**
 - VASELINE INTENSIVE CARE **BATH BEADS** 15 OZ. BOX **\$1.09**
 - PETROLEUM **VASELINE JELLY** 7 1/2 OZ. JAR **99¢**

6 BOTTLE CARTON 32 OZ. **Coke** or **Dr Pepper**
\$1.39
32 OZ. RETURNABLES PLUS DEPOSIT

- FROM OUR SHELVES**
- POST SUPER **SUGAR CRISP** 18 OZ. BOX **\$1.19**
 - KEEBLER ASSORTED SNACK **CRACKERS** ASSTD. BOX **89¢**
 - MARDI GRAS DECORATOR **TOWELS** JUMBO ROLL **69¢**

- HOLIDAY CANDY**
- KISSES OR MINIATURES **HERSHEY'S CANDY** 14 OZ. BAG **\$1.19**
 - KISSES OR MINIATURES **HERSHEY'S CANDY** 9 OZ. BAG **\$1.19**
 - PEANUT BUTTER **REESE'S CUPS** 40 CT. BOX **\$1.19**
 - BRACH'S VILLA CHOCOLATE **COVERED CHERRIES** 12 OZ. BOX **\$1.19**

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PAGES THRIFTWAY PRICES EFFECTIVE DEC. 24, 1979 LOCKNEY

CL

Several good three bedroom Real Estate. Call Bond, 983-3573.

FOR SALE: house, 2 1/2 baths. Also mobile home, storm cellar and houses. Only 7 W. Marivena

FOR SALE: 3 bedroom sale. King Real 2881; 983-5028.

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FOR SALE: house, 2 bedrooms, kitchen, evaporator storage paint, an All this p. 104 J.B. 293-8137 p.m.

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FOR SALE: A NICE 2 bedroom at 307 W. Lockney, priced at with a 25% down- the owner will balance and you monthly (just like a 10% simple rate. Savings & are 14%. The 4% will more than and insurance. payable in 10 years. today. B.B. Wilkes sale. Barry Barker at Barker Insurance Lockney. 11-18, 25, 12-2C

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Low Houred late John Deere #6600 or combine with or with- ing platform. Ken- ning Boy 919 Alva, or call 405-327- met early morning or T12-op

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Three bedroom 1 1/2 baths. Also room mobile home, with storm cellar and all houses. Only \$17,000. 317 W. Marivena tfe

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WANTED: LVN for 2 p.m. to 10 p.m. shift. Call 983-3704 or apply at Floydada Nursing Home. tfe

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FOR SALE — Brick duplex in Lockney. For information, call 652-3785. 12-30c

FOR SALE: Brick three bedroom, one bath, modern kitchen, new carpet and new evaporative air conditioner, storage shed, fruit trees, new paint, and fenced back yard. All this plus a great location, 104 J.B. Ave. Floydada. Call 293-8137 in Plainview after 5 p.m. tfe

FOR SALE: One bedroom house to be moved, two bedroom house to be moved, both in good condition. Call 983-3045. 11-3c

Prime Lots for sale 652-2309 L 12-6 C

FOR SALE: Two bedroom house, large kitchen, living-room, good location. Call Donnie Galloway for appointment 983-2356. tfe

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APPLICATIONS for adult help being taken at Dairy Queen of Floydada. Apply in person. Beginning Salary \$3.00 per hour. 12-2c

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INTERIOR PAINTING WALL PAPERING
Call Rena Turner or Nancy Mayo, 983-5130 or 983-2667. tfe

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NEED SOME OLD NEWS-PAPERS? We got all you want at the Beacon office, 220 South Main, Lockney. Come and get 'em Please! Ltfp

C-DSJ INSULATION can help save your dollars. For information call 983-2601.

WILL DO ALL Types of carpenter work. Call 983-5201 after 5-30. tfe

APPLIANCE SERVICE: Service all major appliances, no mileage charge, 24 hour service. 797-9056 seven days a week. tfe

WE DO Painting, floor leveling, house blocking, roofing and remodeling. We are now working Floydada Area. Contact Childress Bro. Collect 352-9563 tfe

IF YOU NEED: Plaques, picture frames and other wood items finished or unfinished. Call Mr. or Mrs. Britt Gregory at 983-2636. 12-23c

CUSTOM STRIPPING: Three John Deere Strippers, Module, Builder, trailers. 983-3828 or 983-2969. tfe

WANT TO PAINT. All types of farm equipment (tractors, strippers, etc.) Call Mark Mayo 983-5813 after 5, or D.C. Mayo 983-2220. tfe

Fireplaces BY MAJESTIC BUILT-IN OR FREE-STANDING CALL OR COME BY AUDRY MCCORMICK 107 WILLOW LOCKNEY 652-2572 L TFC

"Carpet Need Cleaning?" Let me do the work for you. Dry foam, 10 cents sq. foot. Call Jack Moore 983-3033 after 5 p.m. tfe

Auto Accidents DO Happen... If one happens to you, be protected. Our car insurance offers coverage to meet your special needs — repairs to personal liability. BAKER Insurance Agency 127 W. Calif. Ph. 983-3270

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COW POKES

By Ace Reid



"Man, the next time I get a job, I'm shore gonna check the fences fore I see the boss."

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ATTENTION HUNTERS & TRAPPERS
Fur buyer will be in Floydada at back of Leonard's Cafe each Thursday from 1:30 p.m. till 2:15 p.m. beginning Dec. 6.
We buy green and dry furs of all kinds. Skin case all furs, (like opossumes), not open up the middle. We also buy deer hides. Well handled furs bring TOP PRICES!
Northwestern Fur Co.
Colorado City, Texas Red Veale 12-9c

Public Notices

Floydada Independent School District is now accepting bids on a 1951 Ford 1/2 ton pick-up. Excellent flat head engine but pick-up body is rough. Sealed bids will be accepted until 4:00 P.M., January 7, 1980 and should be mailed to Floydada I.S.D., 208 South Main, Floydada, Texas, 79235, Attention: Tommy Cathey. For additional information call: A/C 806 983-3498.

The first U.S. natural gas well was discovered by workmen boring a salt well. When flaming vapors burst forth, they thought they'd "drilled through to hell."

FOR SALE: Baled Cane. Ltfe 652-3619

FOR SALE: Kenmore Electric cookstove, double oven, avocado green. 983-3853. tfe

FOR SALE: Oak firewood. Delivered. (806) 823-2068 10-9c

FOR SALE: Thirty inch electric stove. Good condition. \$125.00 652-3414. Ltfe

FOR SALE: Washer and Dryer \$250; refrigerator \$300; electric cookstove \$40. Call 983-2626. 12-2p

FOR SALE: Long 4-cushion contemporary sofa, tan vinyl in excellent condition. Call: 983-2094 on weekends and Monday, 983-3737 Tuesday-Friday and ask for Beth. tfe

FOR SALE: Walnuts and pecans, south of football field. Hurl McCoy, Lockney 652-3602. L12-2p

WANT TO BUY: Used Trombone. Gary Matsler. 983-3017. 12-9c

WOULD LIKE TO baby sit in my home. Contact Linda Scott 219 W. Poplar, Lockney or call 652-2725. L12-2

NEED: Male AKC registered Beagle for breeding purposes. First week in December. Call 983-2748. 12-2c

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Ask About The New Rating Possibilities On Our FARMERS-RANCHOWNERS Policy. Information is FREE. The Price is FAIR And The Coverage YOU CAN'T AFFORD TO BE WITHOUT
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Gey your copy of "Makin' it on the Farm". Principles of Alcohol Fuel production. \$2.95 each at Swiftly Oil, Floydada. 11-25c

FOR SALE: New 19 cubic ft. Whirlpool, 2-door refrigerator - freezer. Harvest gold, regularly \$659.95 Now \$400. Phone 652-2435 or 652-2412. L12-2c

FOR SALE: 19 ft. frostless refrigerator, white with ice-maker was \$717.95 now \$579.95. Sears, Floydada, 983-2862. tfe

FOR SALE: King size bed frame and brass headboard included. 983-2603. tfe

WANTED TO BUY irrigated or dryland farm in Floyd or surrounding area. Write Box XRO, c/o Hesperian, Box 700, Floydada. tfe

FOR SALE: 1979 XLT. Like new 460, 8 thousand miles, dual exhaust, tilt steering wheel, cruise control. AM, FM radio. One owner. Must sell. Call Larry after 6 p.m. 652-3595 Ltfe

FOR SALE: 1978 Chevrolet four wheel drive half-ton Silverado, long base, loaded. Contact Ray Tinney 983-3725. 12-2c

FREE PUPPIES: 308 E. Mississippi. 12-2c

PETS - Belinda's Grooming Boutique, all breeds, 2103 B. W. 5th. Plainview. 296-2404 Ltfe

FOR RENT
HOUSE FOR RENT. Close to town. \$100 a month, 983-2604. tfe

FOR RENT: Two bedroom house newly decorated, 983-5319. tfe

ENERGY UPDATE

Inflation-Fighting Ideas To Help You
Knowing how to save money includes knowing how not to save money. The current energy crisis has led to an increasing number of devices that are supposed to help you save energy—but don't—and the wise buyer should beware—and be aware.
One such item is a gadget called a transient surge suppressor. One can cost from \$140 to \$300, and most scientists agree, won't work the way you may think it should.
These surge suppressors operate on the theory that when a major appliance is turned on, a surge or jolt occurs and the electric current peaks briefly over the normal voltage. This is supposed to cause electric motors to run hotter than normal, burn up more quickly and shorten the life of bulbs and appliances.
The surge suppressor is supposed to prevent those current surges and so keep appliances running cooler, more efficiently and longer.
It is also supposed to bring about a big savings in your electric bills.
The surge suppressor is connected to the main fuse box and is designed specifically to suppress surges. It cannot cut power usages.
According to Dr. John Kasagiant, professor at the Electric Power Systems Engineering Laboratory at Massachusetts Institute of Technology, "We know of no reliable electrical engineer or scientist who believes in the effectiveness of the surge suppressor for conserving energy or cutting electrical bills."
Don't waste money trying to save energy in such a way.

WATCH MONDAY NIGHT FOOTBALL AND PLAY DOWN DOLLARS YOU COULD WIN UP TO \$1,000

PURE GRANULATED SHURFINE SUGAR 5 LB. BAG \$1.19

SHURFINE FLOUR IN PAPER BAG 5 LB. BAG \$0.79

WASHINGTON GOLDEN DELICIOUS APPLES 3 LBS. \$1.00

GREEN SKIN CADOS 3 FOR \$1.00

BLEACH 64 OZ. JUG \$0.49

HOLIDAY CANDY

KISSES OR MINIATURES HERSHEY'S CANDY 14 OZ. BAG \$1.19

KISSES OR MINIATURES HERSHEY'S CANDY 9 OZ. BAG \$1.13

PEANUT BUTTER REESE'S CUPS 40 CT. BOX \$1.14

BRACH'S VILLA CHOCOLATE COVERED CHERRIES 12 OZ. BOX \$1.13

PRICES EFFECTIVE DEC. 2-8, 1979
LOCKNEY

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Up To \$400⁰⁰
Below DEALER COST
On Brand New 1979 Ford & Mercury Cars & Trucks.
Save Even More On 2 Demonstrators
We Need Good Trade-ins. Will Give Premium Prices On Clean Units
See Ray Or Carl BEFORE YOU BUY ANYTHING
Reed Ford - Mercury
 983-3761 Ralls Highway
 Floydada

Cancer Society Tour of Homes December 14, 16

The American Cancer Society Christmas tour of homes will be Friday December 14 from 6 to 9 p.m. and Sunday December 16 from 2 to 5 p.m.
 Tickets are \$5 each and may be purchased from Wanda Hickerson, Janice Lloyd, Nettie R. Whittle, Charles Craig, Amy Holms, Julie Cathey, J. Lackey, Edna Beth Tye, Emily Johnston, C.J. Payne, Bessie Wilson, Gail Ramsey, Louise Turner, Sonny McDonald, Kathy Burk, at Lighthouse Electric or from Doris McLain, campaign chairman.
 To be toured Friday are the Larry Barbee, Boone Adams, Roger Dawdy, R.H. Lutrick, Mark Wideman, Dewayne Wilson and Bill Gray homes. Sunday tours will be of the Jerr Cannon, Johnny Dunlap, Ken Pitts, J.W. Smithey

and Mal Jarboe homes. Everyone is urged to take advantage of the opportunity to view these local homes.... Also, tickets to the event would make a good early Christmas gift.
LOCKNEY LOCAL
 Mrs. Olive Myers spent the Thanksgiving holidays visiting in Midland with her daughter and son-in-law, Mr. and Mrs. Jay McPherson, and her granddaughter, Mrs. Karen Mooney, and girls. They all went to Odessa Sunday to have a Thanksgiving turkey dinner with another granddaughter Pam and Kenneth Webster and son. Mrs. Myers returned home Sunday evening with Mary McPherson, who was also visiting in Midland.

SCHOOL LUNCH MENU

Floydada School Menu
 December 3-7
Monday
 Breakfast: fruit juice, 1 slice bacon, hot biscuit, milk.
 Lunch: Tuna sandwich, french fries/catsup, dill pickle slices, apple, peanut butter cookie, milk.
Tuesday
 Breakfast: fruit juice, hot oatmeal, milk.
 Lunch: pigs in blanket with mustard, whole kernal corn, garden salad with dressing, applesauce and gingerbread, milk.
Wednesday
 Breakfast: fruit juice, cinnamon roll, milk.
 Lunch: chili beans

Host families sought for high school exchange students

Local families have the opportunity to share in an unusual Christmas gift this year by inviting a South American student to live with them.
 "Sharing your home and love with an exchange student eager to learn about America, can be a gift to enrich your life," states John Richardson, Jr., President of Youth for Understanding and former Assistant Secretary of State for Education and Cultural Affairs. "It is an oppor-

tunity to learn about another culture in a very personal way."
 Youth for Understanding is a non-profit educational program that has exchanged over 75,000 teenagers worldwide, since 1951. It is one of three high school student exchange programs recognized by the International Communication Agency of the U.S. Department of State.
 "The purpose of this program is to increase international understanding through the family-living experience for young people and we are inviting families to share the spirit of America with students from South America," said Fenton and Judy Kovic, Regional Directors of the Youth for Understanding International Student Exchange Program. Students like Elsa Nieto of Colombia and Paulo de Mello of Brazil will be living with host families and attending local high schools. Elsa is a serious piano student who also enjoys playing the guitar. She has interests similar to American seventeen-year-olds, including tennis, volleyball, dancing and reading. Elsa describes herself as sincere, polite and friendly. She would like to live with a host family in a small town

Dairy Queen Of Floydada
 Has Been Purchased By Hollis Jones Dairy Queen Restaurants
 Closed For A Few Days For An Orderly Transition To Our Method Of Operation And To Our Food Products
 Watch This Paper For Our Re-opening Announcement

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 Has Made Gift Selections At **THOMPSON Rexall PHARMACY**
 200 SO. MAIN FLOYDADA, TEXAS
 Phone 983-5111
 We Will Deliver All Gifts

TSTI registration scheduled for Thursday, January 3, 1980
 TSTI—Amarillo Winter Quarter Registration will be available from 8 am until 5 pm at the Texas State Technical Institute Student Activity Center. Training programs offered by TSTI are: Auto Body Repair, Aircraft Mechanics, Auto Mechanics, Boot and Shoe Operations, Commercial Art, Construction, Cosmetology, Drafting and Design, Diesel Mechanics, Electronics, Interior Design, Industrial Maintenance, Meat Processing, Printing, Professional Truck Driving, Saddle and Tack Making, Technical Office Training, and Welding and Fabrication. Registration information for the Amarillo Winter Quarter is available from the State Technical Institute, Registration Office, 1308 N. Main, Amarillo, Texas 79101. For information, call 935-2444.

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 Store Hours: Mon.-Sat., 8 a.m. to 8 p.m. Sun., 9 a.m. to 7 p.m.
 WE TAKE W.I.C. CARDS WE TAKE U.S.D.A. FOOD COUPONS
 Values in This Adv Effective Through Wednesday December 5, 1979
 We Reserve The Right To Limit Quantities

VALUES IN THIS AD IN ADDITION TO OUR THURSDAY AD

24 Ounce Sugar Sam	1 Pound Corn King	Red Delicious Apples 3 Lbs.	12 Ounce Snack Poppy-Cook
Yams 59¢ 85¢ Value	Bacon \$1.39	\$1.00	\$2.59 \$3.35 Value
20 Ounce Del Monte Chunk or Crushed Pineapple	Jenos 11 Ounce Pizza	California Avocados 39¢ Each	14 Ounce Eagle Brand Milk
59¢ 79¢ Value	99¢	39¢	79¢ \$1.15 Value
11 Ounce Del Monte Mandarin Oranges	16 Ounce Oscar Mayer Beef Franks	Ruby Red Grapefruit 4/\$1.00	Wizzard Pine Tree Air Freshener
59¢ 79¢ Value	\$1.49	4/\$1.00	89¢ \$1.19 Value
9 Ounce Borden's Mince Meat	USDA Ground Chuck 1 LB.	Bath Size Lux Soap 3/\$1.00	Good At Buddy's 409 Cleaner
89¢ \$1.19 Value	\$1.99	3/\$1.00 50¢ Value	89¢ \$1.19 Value
10 Ounce Holsum Salad Olives	12 Ounce Assorted Chex Cereal	1/2 Gallon Bell Deluxe Ice Cream \$1.39	Good At Buddy's 5 Lb. Gold Medal Flour
89¢ \$1.19 Value	79¢	\$1.39 \$2.09 Value	89¢ \$1.19 Value
	1/2 Gallon Buddy's Milk	10 Lb. 11Oz. Family Size Oxydol \$5.29	Good At Buddy's 8 Ounce Birdseye Cool Whip
	99¢ \$1.24 Value	\$5.29 \$6.99 Value	59¢ 89¢ Value
	25 Pound Gold Medal Flour \$3.79	12 Ounce Liquid JOY 39¢	
	\$3.79 \$5.99 Value	39¢ 73¢ Value	
	6-32 Ounce PLUS DEPOSIT Dr Pepper \$1.39		
	\$1.39 \$2.29 Value		

20 Cents
 Volume 78
They're d
 of the infrequent attempts to...
 oil and natural gas deposits in...
 county got underway as Novem...
 to a close and work is in full...
 the rig now.
 drillers placed the rig, desig...
 Number One, just inside the

SOME DUST—The dust flew...
 afternoon seven miles south of...
 when friends of N.S. Abbott

Beacon
ights
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READ THE HEADLINES in...
 and don't bother to read the...
 you may be under the impre...
 old buddy Spike Wideman...
 by the scandal-ridden...
 purchasing agency, the...
 Services Administration. Our...
 Sunday stated that Spike had...
 moved to a "GSA post." Well...
 I guess, but the GSA he's...
 the Is Growers Seed Association...
 back, not the General Services...
 stration....

LETTER from a guy named...
 M. Kennedy, addressing me as...
 "dear friend." What do you...
 be wanted? [I threw the letter...
 without reading it. Any time...
 says "My dear friend,"...
 far as I go. Probably some...

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