

***** "Serving The Floyd County Trade Area Since 1896" *****

The Floyd County Hesperian



ME 75 FLOYDADA, FLOYD COUNTY, TEXAS 79235 THURSDAY, APRIL 10, 1969 NUMBER 14

City Council Increases Taxes, Utility Rates

ELECTIONS Seay, Hammond, Boone, Adams, Biggs, Hales Win

Jimmy Seay narrowly defeated incumbent Mayor Leonard Matsler in the race for mayor here. Seay received 257 votes to Matsler's 230. The new councilmen join holdovers W. H. Simpson Jr., Wayne Russell and Ray Gene Ferguson. Total vote in the city race was 510.



SWEET SMELL OF SPRING... Iwana Smitley enjoys some of the warm spring weather in Floydada by stopping to admire some of the first blossoms of Spring. Iwana is the daughter of Mr. and Mrs. J. W. Smitley in the Harmony Community. (Staff Photo)

Money Needed For Loader, Fire Truck

It was the last city council meeting for Mayor Leonard Matsler, councilmen Louis Anderson and John Smitherman Tuesday night, but they joined the other councilmen in taking some big steps for the future of Floydada. Observing the meeting were incoming mayor Jimmy Seay, councilmen Boone Adams and Ed Hammond. They will be officially sworn in Saturday morning at 10 o'clock. In order to purchase a fire truck, a track loader, street resurfacing for approximately 50 streets this summer, and sewage repair the council unanimously approved a \$1.50 per month increase in the city's sewer, sanitation, and water minimum rates, and increased the ad valorem tax rate from \$1.30 per \$100 evaluation to \$1.50. The city faces a possible increase in insurance rates unless a new fire truck is purchased and city manager Bill Feuerbacher said the purchase of the track loader to bury municipal wastes is a result of an order from the Texas Air Control Board. The order from the Texas Air Control Board requires that the city abandon its present policy of "open burning" of municipal wastes. Approximate cost of the track loader is \$20,000. The city is required to comply with the order by July 1, 1969. The fire truck is estimated at a cost of \$27,000. Present minimum rates are \$1.00 for sewage, \$2.00 for sanitation, and \$3.00 for water. On the June 1 billing period each rate would increase 50¢. The increased revenue would also pay for approximately \$17,000 in paying repairs of about 50 blocks in the city this summer and the 300 block of Crockett street. It is estimated that \$3,416 will also be spent for the business alley paving of blocks 83 and 84. The council had earlier brought a city sales tax proposal to the city for payment

Caprock Chat

THE DEPRESSION DAYS, it was my chore to keep old round stove in the living room, kerosene in the cook stove. It was a big advantage over my children, who have anything except modern electrical conveniences. . . how to appreciate electric lights and the many conveniences that electricity has brought to the rural area. You remember going through the Windcharger, or any system of electricity before REA got to your area. Working with Ed Brown and Ohmer Kirk this week, I am surprised that the windmill also went with the caprock. First it was a pump jack hooked to the sucker rod. A modern pressure system. It is to say, that I, for one, certainly appreciate the Lighthouse Electric on its 30th Anniversary Saturday. It will be a big day. . . prizes, entertainment, barbecue lunch, and a very interesting talk on the caprock by Lubbock attorney George McCleskey.

Baseball Assn. Meets Tonight

The Floydada Baseball Association will meet tonight in the Lighthouse Electric Meeting Room at 7:30 to discuss plans for the upcoming baseball season. Newly elected president of the association, Carl Armstrong listed the selection of the vice president in charge of the umpires as one of the main business items on the agenda. Other officers elected to serve of the 1969 baseball association are Junior Bearden, vice president of the Senior League, Jake Webb, vice president of the Junior League, Wendell Tooley, vice president of the Freshman League, Bill Womack, vice president of the T-Shirt League and Travis Jones, vice president in charge of the grounds. Members of the association will also set a registration date for the players who wish to sign up for this year's baseball program. Association president, Carl Armstrong, said that a committee for the sale of advertising signs that will be erected around the ball parks will be appointed. "Four signs have been sold thus far in the campaign, he said. Another project for the association will be the building of overhead backstops for the Senior and Freshman League Parks and a fence down the third base line for the T-Shirt League park plus the leveling of the grounds in the parks, Armstrong commented. Those interested in the upcoming baseball program are urged to attend this meeting.

License Sales Total 6,897

Tax assessor-collector, C. J. Payne, reported that during the period of February 1, 1969 the total motor vehicle license issued were 6,897. This total being classed as passenger cars 3875; commercial trucks 1092; farm trucks 1127; truck tractors 77; farm truck tractors 2; motorcycles 71; and trailers 653. The fees collected during this period for the sales amounted to \$178,093.61. Floyd County's share of these fees was \$112,996.94, and the Texas Highway Department received \$65,096.67. During the 1968 registration year, February 1, 1968 through March 31, 1969, the collections for vehicle registration was \$234,073.47 with \$139,702.05 being the County's share and \$94,371.42 going to the state. Property taxes assessed on the 1968 County tax rolls show a 97 percent collection of the total tax levy of \$616,995.14. This is for the period of October 1, 1968 through April 3, 1969.

Lions Elect New Officers

Members of the Floydada Lions Club elected the new officers of the club at their weekly noon luncheon, Thursday. The officers will officially assume their positions July 1. Newly elected president of the club is Tom Snead. Dallas Ramsey was elected first vice president; second vice president elected was Bill Feuerbacher. R. L. Giesecke was elected "Lion Tamer" and Tommy McIntosh was elected "Tail Twister."

Sugar Diabetes Screening Begins Monday

The Migrant Health Office will conduct their second "Diabetes Screening Clinic" from 9 a.m. until 4:30 p.m. Monday in Room 207 of the Court House. Mrs. Jack Jordan, director of the clinic reported that the response to the last screening clinic was "very good" with 139 tests given. Two cases of diabetes have been diagnosed and others are still pending, Mrs. Jordan said. According to the State Health Department diabetes is more prevalent in the older age group (45 years of age and above). Those in this age group are highly susceptible if they are overweight. The parent of a large baby weighing nine pounds or over and those having a blood relative with diabetes are also highly susceptible to the disease. Some of the symptoms of diabetes are excessive thirst, sudden weight loss, increased appetite, tiring easily, urinating frequently, wounds slow to heal, changes in vision, pain in fingers and toes and dry, scaly skin.

Air Control Board Cites Floydada Garbage Disposal Deadline

One of the big problems that faces Floydada's new mayor and city council is a July 1, 1969 deadline in control of air pollution at the city dump grounds. At present the wastes are burned and buried. The new law and deadline concerns burning. A letter received by Floydada city manager Bill Feuerbacher last week from the Texas Air Control Board reads as follows: "This is to inform you of the policy of the Texas Air Control Board concerning the open burning of the municipal wastes of cities having a population the same as your community. I trust that this will be of value to you in any proposed abatement operation. "The Board feels that the eighteen months between the effective date of Regulation II and the deadline date was sufficient for cities to come into compliance. The possibility of a variance from the deadline date, which is July 1, 1969, is remote unless there are extenuating circumstances which would prevent your city from coming into compliance. I am reasonably sure that this policy will not be altered."



NEW LIONS CLUB OFFICERS... The newly elected officers of the Lions Club are left to right, Dallas Ramsey, first vice-president, Wilson Bond, secretary-treasurer, Bill Feuerbacher, second vice-president, R. L. Giesecke, Lion Tamer, Tom Snead, president, Tommy McIntosh, Tale Twister, and Sammy Hale director. Not pictured is Boone Adams, also elected director. (Staff Photo)

Matador Turns Down Sales Tax

They turned down a city sales tax vote 109 to 53 in Matador last Saturday. This leaves Floydada, Ralls and Matador as the only towns in this area who do not charge the sales tax. Saturday Crosbyton and Lorenzo approved the sales tax. Lockney and Plainview began collecting sales tax this month. WHAT IS SALES TAX WORTH? Amberst, \$1,052; Colorado City, \$14,780; Hamlin, \$8,484; Munday, \$5,081; Nocona, \$8,701; Olney, \$9,202; Seminole, \$13,588; Tahoka, \$6,574. Lamesa, \$40,561; Lubbock, \$646,906.00; and Muleshoe, \$20,354.

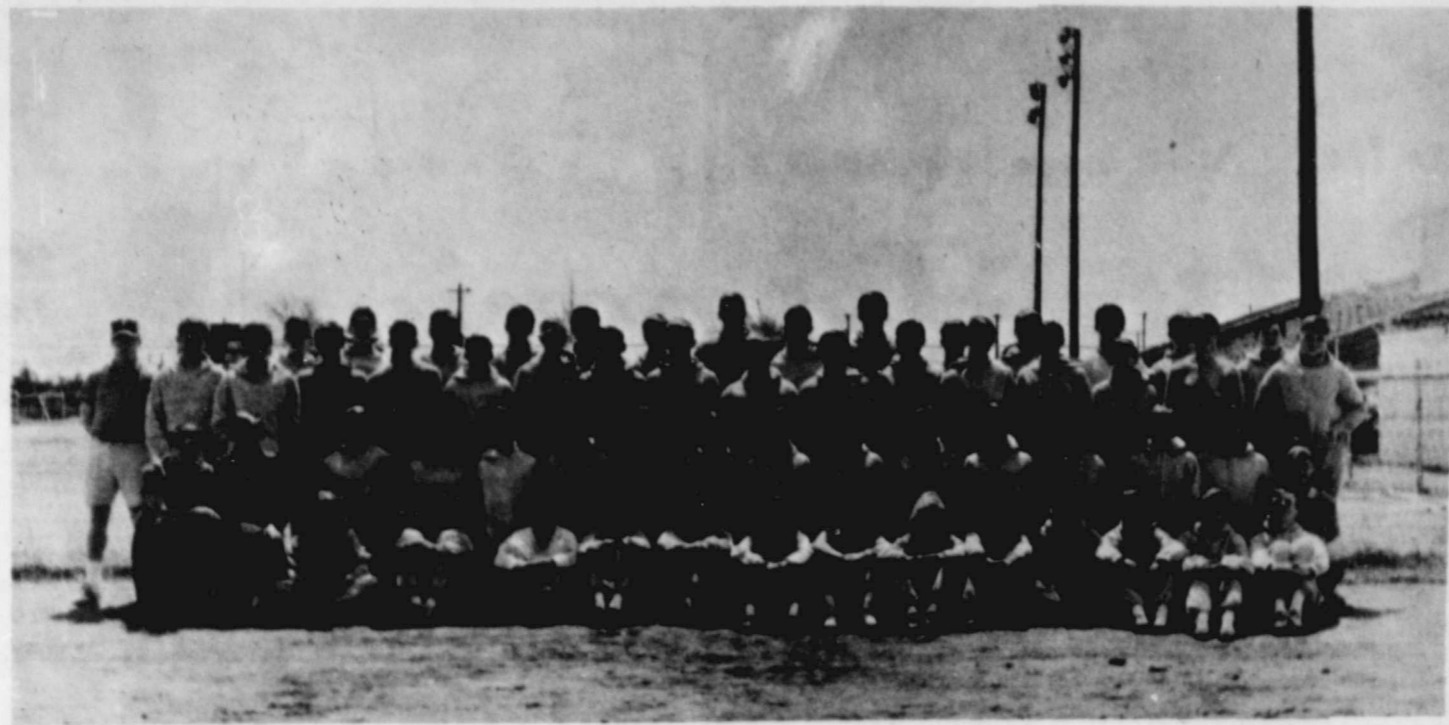
WHAT IS right and not do it, is want of courage.

WANTING to have a complete story on Floydada's new week, but all the papers have not been signed. Next week we can reveal the complete details of the logging industry. Representative of the vegetable company visited with Simpson, Jr. and me yesterday morning to complete the lease and remodeling requirements of the alley building. Now that the bowling alley building will be in size to around 10,000 feet. New offices will be built on the back storage built on, a washing machine room rear, and a truck unloading dock to accommodate at a time on the north side. Wanting to look back at the work that has gone into the logging industry. It is evident that Jr. Simpson, who is head of the committee of the Floydada Chamber of Commerce, been the key figure in making it all work out. The Floydada Development Company under the leadership of Jimmy has played an important role in landing the alley building. It is all signed and sealed, we'll give you the full story.

WANTING to give Leonard Matsler, Louis Anderson and John Smitherman a pat on the back for a job well done. The many hours of their time they have given to the community.

WANTING to know how extensive the cattle stealing really had been. Other things Tafoya reported that he traded for the Comanche Indians "at a place called Quitaque. . . in the mountains there." In one of which bore the Goodnight, Loving, and Sheek brands. In September of 1865, he admitted trading for 2500 head of which bore the Goodnight, Loving, and Sheek brands. Described Quitaque a century ago as being "on the banks of the Staked Plain, a broken country, a great canyon, table lands covered with a growth of mesquite."

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EIGHTH GRADE TRACK TEAM... Members of the eighth grade track team are front row, Jim Winters, Earnest Vick, Mitch Lloyd, Max Phillips, Billy Hinkle, Danny Fry, Jimmy Jarrett, Jimmy Cervantes, Danny Wheeler, Brent Wester, Jackie Elliott, Don Ed Holmes, Jay Jones, second row Aubry Burns, Danny Martin, Dennis Ross, Erick Jones, Jerry Chappell, Terry Jester, David Marricle, Carl Lewallen, Ray Hinton, Roy Newkirk, Skip Owens, Randy Quisenberry, Steve Holmes, David Whittley, Tony Ferguson, Scott Scrabonnic, Third Row, Dav-

id Brewer, Tony Goen, Kirk McIntosh, Ross Hamilton, Steve Anderson, Lee Sinor, Bill Norman, Drew Lloyd, West Whittle, Joe Soliz, Ricky Bennett, Thomas Green, Steve Cannon, Bobby Dan Roberts, Gordon Bales, Johnnie Walker, Fourth row, Coach Ted Allen, Steve Covington, Brian Vickers, Preston Martin, Craig Turner, Gary Gilbreath, Mike Hale, Mark Vinson, Ricky Fuller, Greg Patzer, Eddy Norris, Steve Hale, Terry Bunch and Steve Kinslow. (Staff Photo)

CITY FROM PAGE 1

of the above items, but the people voted it down.

OTHER BUSINESS

In other business the council appointed Dr. A.E. Guthrie city health officer, designated the Floyd County Hesperian as the official newspaper for the city, approved sending the city secretary to the annual school for city clerks and secretaries in Denton April 16-18, passed resolution appointing S.W. Ross as a director of the Mackenzie Municipal Water Authority for a term of two years, paid election officials, okayed purchase of a radio receiver on the State Highway Patrol frequency.

The council also agreed on a new water and electric service line to the old bowling alley for the vegetable packing business.

FLOYD DATA

Mr. and Mrs. Walton Hale and Mr. and Mrs. Jack Henry of Floydada, and Mr. and Mrs. Butch Gilliland of Lubbock were in Dallas over the weekend and attended the wedding of Floy Jean Haines and Sam Adkisson. The Henrys also visited her sister, Joyce Herd, while there.



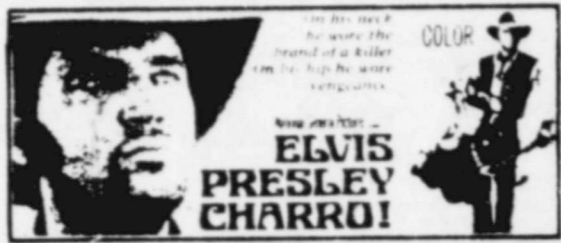
CERTIFICATES FOR ARCH-WELDING... Left to right Gerald vocational agriculture instructor presents certificates for an arch welding short course to Tommy Samuels, Clayton Black, Johnny Prince Stidom, F.L. Williams, Alex Wall and John Campbell. The twenty hour course was a part of the city action project.

CAPROCK FROM PAGE 1

and probably transported more stolen cattle from this area to New Mexico than all other traders combined. While on one of his trading trips in 1874 he was captured by the Mackenzie Expedition and questioned as to the whereabouts of the Indians. When he refused to talk, Mackenzie is reported to have propped up a wagon tongue and hanged Tafoya from it until he agreed to lead the troops to the Indian Camp in Tule Canyon. The result was the famous defeat of the Comanche tribe, the killing of their horses, and the setting afoot of their warriors. Quannah Parker once told Charles Goodnight that he would broil Tafoya alive if he ever caught him. The Comanchero trade flourished for OVER A CENTURY and did not come to an end until the Indians were finally confined to reservations. Only then did the grass grow over the ruts made by the carts, the encampments were deserted, and the Comancheros sought other pursuits."

CAPADA DRIVE-IN

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THE FLOYD COUNTY HESPERIAN

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Here's an example, Mrs. Frontier Saver... If you're saving for a gift, say like a G. E. Mixer or books... go right ahead saving Frontier or Gold Bond or a combination of both... deem at the same stamp... when you're ready... week or next Christmas... changes to Gold Bond... greater selection for your Frontier Stamps are... as gold... regardless of when you redeem them!



WHERE'S TH' FIRE?

Floydada Volunteer Fire Department would like to thank every resident and business-man who applied for Membership and helped their fund-raising program. Membership reached \$2536.51. The Fire Dept. is very pleased to have the response they've received and with the cooperation of the whole town of Floydada, Texas, who is backing the Floydada Volunteer Fire Department in its efforts to purchase the needed equipment.

The Floydada Volunteer Fire Department has resumed their work on the vacant lots. On Monday night, April 7th, a fire burned off the City Lake and the Little League Parks. They hope to complete the program as soon as possible of the greening of grass and weeds.

On the month of March the Floydada Volunteer Fire Department answered four (4) fire calls. On March 1, at 9:15 p.m. the Sandhill Hi-Way, feed in the top of the Elevator from a welding torch. March 1, at 6:00 p.m., a fire on the 100 block of California. March 7, at 12:10 p.m. a grass fire, four (4) miles West of Dougherty, on the Flight of Way. March 12, at 8:15 p.m. two (2) miles east of one (1) mile East of Sandhill a grass and feed fire on Jarrett property.

Report to the special Texas legislative committee studying the fire insurance system, the State Legislative Fire Insurance Policyholders can pay higher premiums because of one bad fire in their city under the fire record debit-credit system. The system basically is to a policyholder's normal rate credits or penalties by insured fire losses in the city over the years.

"If fire in a town," the report said, "can increase the town pays for the succeeding five years. There seems to be a widespread idea that the Texas fire record system is to pay less money in premiums. This is not true. It causes an imbalance in payments and not less than."

The report also said credits exceeded penalties in 1967. Such excesses must be made up by overall rates. Robert Murphy, Nacogdoches fire captain and president of the State Association of Firemen and Fire Marshals, said the system be kept because "a town with a good fire record should benefit from the good fire record."

The council's staff report made no recommendations. Texas Research League report submitted by James H. Smith said the credit-debit system should be scrapped. Smith noted Texas is the only state with such a system. About half of all fire insurance coverage is not under the credit-debit system because it is written as an owner policyholders which are excluded from the system.

And Your Health

Insanity is insane, have you ever...? ...thinking himself to death, do you think that is sane? ...ever thought about someone being insane? R's the ...as labeling someone as immature, or intolerable, it ...they lack something. What is it, they lack? Well, ...they lack sanity, but how do we define sanity? ...in an insane asylum are convinced that they are ...they can be, that everyone else is "nuts". Neuro- ...a compulsive urge of cleaning house or swallowing ...of pills of doubtful effectiveness, believe that those ...share their habits, lack sanity.

...at the society of "sane people" we live in, we can't ...considering a few facts. We are sure to have done more ...other society that ever existed for the furthering not ...physical, but of mental health. No other culture in his- ...ever had so many fine institutions for the care of the ...; nevertheless, what other things do we accomplish ...time? While we have created more material wealth ...other culture that ever existed, we have found a way ...those who could share in it, by systematizing organ- ...der, by an institution called war, and this is not to ...say existing war, it's just a statement of fact - we've ...all kinds of wars, smaller and larger, and fought them ...pletely justified - and "we", I repeat, DOES NOT ...USA, but just Humanity - Everyone rationalizes his ...both in a massive or in a private war, in the name ...of justice, self defence, or principle. But, some time ...of these engagements of violence, and all of a sudden, ...enemies become our allies, our closest friends, ...opponents. And, we indulge in the same kind of ...action as before, painting all of those parties, friends ...in all hues of black and white so as to explain the ...of our attitude.

...stantly prepare for future more or less hypothetical ...and wars. Statesmen who make it a goal of their ...to spend millions for research in the drug industry ...of healing, also consider, in the very same pro- ...means and methods of genocide, of destroying mil- ...human beings with as little involvement of our conscience ...up when we swat a fly. Last time we talked about all ...that man has, just for the sake of being a man, his in- ...ities, his God-given powers. We can resume at that ...ry, when we consider that the whole of mankind looks ...ers, statesmen, and all kind of political "prophets", ...ing that they'll succeed in "avoiding a war", when they ...er think long enough to realize that these same poli- ...the ones that create belligerent conditions. We have ...removed them with a maximum of power, and, in- ...assuming each own's private share of responsibility, ...to receive back from them what we naturally already ...hope that they'll create peace conditions which would ...all of humanity would not strive constantly and metho- ...destroy them.

...know not the way back to the garden of Eden of peace, ...to find their own pathway to it. This is also reflec- ...their attitudes towards their own bodies and physical ...instead of living a radiant reality of natural health, ...of creating, even if unwillingly, a chaos in their ...their systems are at war with each other, the medi- ...take war each other, and they evade the tremen- ...magnificent responsibility of evading themselves, of ...man, by seeking ways of becoming a less glorious, ...difficult being, an automat.

...towards war, in society and in our body is only ...of human sanity, we'll return to the subject of sanity ...during this series of articles, but I do not want ...the subject by discussing more than one aspect at ...I'll see you next week.

Dr. Eva Sneed

FLOYD DATA
 Bobby Britton and chil-
 Monday arrived here
 to spend some time
 parents, Mr. and Mrs.
 Her father is a
 Caprock Hospital.
 Mrs. M. J. McNeill,
 Mrs. John Stapleton and
 Mrs. James Lackey
 arrived here during
 during Easter
 attended an Air
 at Fort Davis. The
 returned home Sat-
 urday, the McNeills Sunday and
 the Lackeys remained until the
 first of this week.

Mrs. Roy Patton was taken to
 Caprock Hospital Tuesday of
 last week. Her condition re-
 mains about the same.

FLOYD DATA
 Mr. and Mrs. Rob Hefflin and
 children left Tuesday and will
 return home tomorrow from
 Bend, Tex., near Lampasas,
 where they enjoyed fishing.

Beall's
 DEPARTMENT STORES

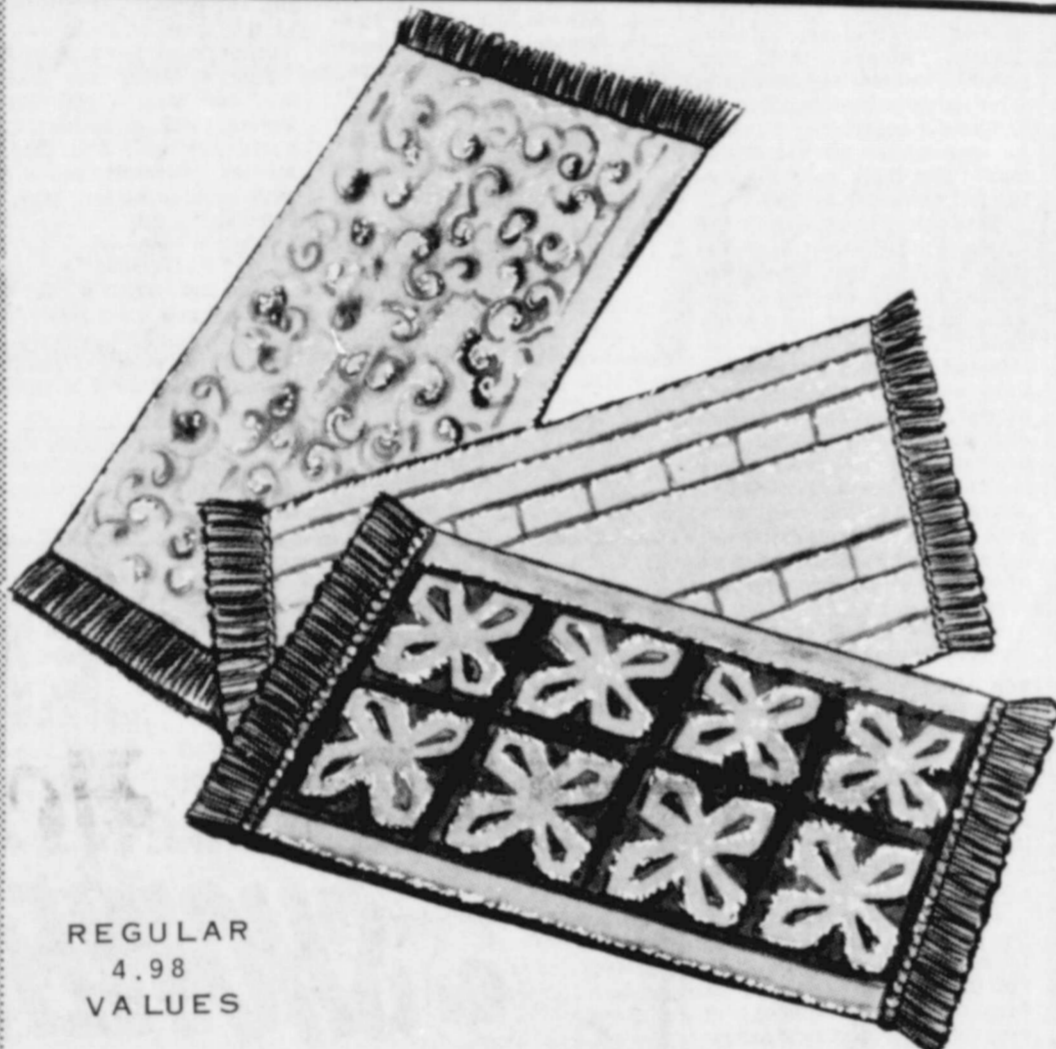
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Women's Page

Engagement Of Miss Willson, James D. Haines Announced

Mr. and Mrs. James M. Willson Jr., have announced the engagement and approaching marriage of their daughter, Linda Anne, to James David Haines, son of the Rev. and Mrs. Lester H. Haines of McCammy, Texas.

Assisting Mrs. Word with the houseparty were Mrs. Charles Carr, Miss Jane Wilson, Miss Jancy Ginn, Miss Rita Taylor, Miss Marijon Wylie, Miss Patty Dempsey, and Miss Sara Stanforth.

The announcement was made at a tea given in the bride elect's honor Saturday in the home of Mrs. James H. Word. Miss Willson and her fiancé are to be married May 24th in the First United Methodist Church in Floydada. The couple are presently attending Southern Methodist University at Dallas.

The honoree, her mother and the mother of the prospective bridegroom, received guests.

FLOYD DATA
Mrs. L. L. Clark underwent gall bladder surgery yesterday in Lubbock Methodist Hospital.

Births



TM2 and Mrs. Mike McNeese are parents of a son, Michael Van, who was born April 8 at 2:57 a.m. in Caprock Hospital. The baby weighed eight pounds and two ounces at birth. His father is in the Navy serving aboard the submarine, USS Abraham Lincoln. He is due back in the United States in May. Mrs. McNeese is the former Becky Roberson.

Grandparents include Mr. and Mrs. Carl McNeese of Spur and Mr. and Mrs. Emery Roberson of Floydada.



DALE BERNEICE EMERT

June Vows Planned For Dale Berneice Emert, Alan Pahl

Mr. and Mrs. Oliver Emert of Dougherty announce the engagement and approaching marriage of their daughter, Dale Berneice Emert, to Alan Pahl, of Fort Worth, son of Mrs. Walter Pahl of San Francisco, Calif.

The wedding will be performed in the Trinity Episcopal Church in Fort Worth, June 6, 1969 at 8 o'clock p.m.

Both Miss Emert and her fiancé attend Texas Christian University. She is majoring in business education and he will receive his degree in accounting in June. He is a member of Beta Alpha Psi fraternity.

FLOYD DATA
Mr. and Mrs. Melvin Lloyd and children returned home the first of last week after visiting at Greenville with her parents, Mr. and Mrs. Floyd Boren and with friends at Austin and Houston.



RHONDA BURNS

Rhonda Burns And Larry Guthrie Plan May Vows

Mrs. LeRoy Burns observed her 93rd birthday yesterday, April 9, and a lunch in her honor was held in the home of her daughter and husband, Mr. and Mrs. Harry Morckel.

Guthrie also attended Floydada High School and was recently discharged from the U. S. Marine Corps.

Burke Is Hostess

W. Burke was hostess Thursday for members of the Study Club. Their plans on vacation and was answered with various questions.

93rd Birthday Observed By Mrs. Buchanan

Mrs. J. H. "Mom" Buchanan observed her 93rd birthday yesterday, April 9, and a lunch in her honor was held in the home of her daughter and husband, Mr. and Mrs. Harry Morckel.

Here for the occasion were Mr. and Mrs. Paul Buchanan of Bois d'Arc, Mo.; Mr. and Mrs. Hershel Field, Carthage, Mo.; Mr. and Mrs. John Buchanan and Mr. and Mrs. Dan Hagood and children, city; Mrs. J. J. Griffin of McAdoo and a host of friends.

Local Clubs Win Honors

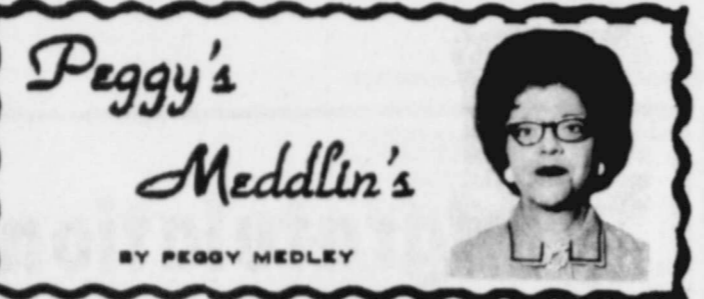
Two Floydada Study Clubs won honors last week at the Caprock District TFWC meeting held in Plainview. The 1934 Club won a first in the Public Education Dept., and the 1950 Study Club won a first in the International Affairs Dept.

Mrs. Lane Decker of Floydada is president of the Caprock District.

Floy Jean Haines, Sam H. Adkisson Are Married

Mr. and Mrs. Walton Hale are announcing the marriage of their daughter, Floy Jean Haines of Dallas to Sam H. Adkisson, also of Dallas.

The wedding was performed at 4 o'clock p.m. April 4. Mr. and Mrs. Adkisson are residing at 2910 College Plaza, Apt. 3121, University Garden Apartments in Dallas.



Peggy's Medlin's
BY PEGGY MEDLEY

WE have heard more than one parent complain of "no phone service" in the club house at Junior High and their complaints merit at least an investigation into the matter. Parents are wanting a phone placed in the building so their children may call them when they return from out of town sports activities. Parents know just about what time the bus is due to return, but if something unforeseen happens and the bus is not on schedule, they either sit in their cars at the school, waiting, or go back home and make from two or three more trips back to school. WHY NOT A PAY PHONE inside the building?

recently in the school newspaper. Its entitled "And They Blame Us" and I quote, "Have you noticed the amount of Adults Only or Adult Entertainment movies lately? In a nearby city, 13 out of the 21 movies were suggested for mature audiences. And half of the general audience I wouldn't send my kids to see. And here they are blaming our generation for the mass sex movement going on in our country today! Where do you think kids get most of their ideas? And who do you think produces these movies? It sure ain't a bunch of punks! I know a theatre has to make money and the only type of shows the majority of the "show-goers" will see are the ones that have a catchy name and on the show calendar there is a sexy picture. I also must admit I have seen quite a few of these shows that say "it's alright for kids" to see and still they would have learned (and you know what they are learning) about the same thing if they'd stayed at home and read a two-bit "nasty" paperback. Summarization: I'm not condemning the theatres and their actions... I'm just giving credit where credit is due. I imagine you are thinking that an editorial like this has no place in a Junior High School paper... but also consider who is profiting from these movies. The editorial was signed "Its About Time This Came Out In The Open." And that editorial was written by one of our teenagers. So how can we put all the blame on them for their actions?

A GOLFERS who drives a ball 300 yards on the earth's green could propel it more than a mile on the moon, says the National Geographic. Bet there will be some golfers now wanting to volunteer for that trip to outer space.

Do you know what Free Enterprise is? It has nothing to do with politics, wealth, business, or class. It is a way of living in which you and I, as individuals, are important. Its the right to open a business, buy a farm, be your own boss or change your job if you don't like the man you are working for; its the right to lock your doors at night; the right to argue; to save money if you wish or blow it all on a good time; its having a policeman to protect you; a judge as a friend to help you. Free Enterprise is the right to speak freely on any subject, at any time to any one you wish; it has nothing to do with how much money you have - or don't have, it is the sum of many little things we take for granted, but how miserable we'd be if someone took it from us.

SEVERAL times in my column I have used quotes from Judge Philip B. Gilliam, nationally-known juvenile judge of Denver, Colo. The following message he gives to teen-agers is hard-hitting and brutally frank. Some will agree with it and some won't. I'm passing it along for what its worth.

According to the legend of thundering mentioned in my March column, we should have a freeze next Thursday, April 17. We shall wait and see.

WOLDN'T it be wonderful if a two-thirds majority in both houses voted against day-

Thats medlins for this week.

Day, Mrs.

Deal Are Hostesses

HOSPITAL NOTES

Becky McNeese, admitted 4-7 continues treatment. OB, baby girl.
Greg Quinn, admitted 4-8, continues treatment.
Laura Burns continues treatment.
B.L. Breed admitted 4-3, continues treatment.
W. O. McNeely continues treatment.
Lorena McKinney, admitted 4-6, continues treatment.
Tom Stout, admitted 3-28, continues treatment.
L. A. Sargeant continues treatment.
Verden Patton, admitted 4-1, continues treatment.
Leonard Smith continues treatment.
Mrs. Wilson Bond, admitted 4-9, continues treatment.
Baby girl Marino continues treatment.
Wiley Rogers, admitted 3-31, dismissed 4-5.
Floyd Hicks, admitted 3-31, dismissed 4-2.
Mary Martinez, admitted 3-31, dismissed 4-2, OB, baby boy.
Kathryn McCollough, admitted 4-2, dismissed 4-4, OB, baby girl.
Celia McCado, admitted 4-3, dismissed 4-4, OB, baby girl.
Maria Escalon, admitted 4-4, dismissed 4-6, OB, baby girl.
Norma Stanley, admitted 4-4, dismissed 4-5, OB, baby girl.
Francito Zunigo, admitted 4-4, dismissed 4-6, OB, baby boy.
Carmen Sanchez, admitted 4-5, dismissed 4-6, OB, baby boy.
Peggy Self, admitted 4-5, dismissed 4-7, OB, baby girl.
Juan Garcia, admitted 4-6, dismissed 4-7.
Della Younger, admitted 4-7, transferred to Lubbock, 4-8.

Announcing the purchase of A.C. CARTEL 66 SERVICE STATION by WADE WARREN

We appreciate the opportunity to serve you with those good 66 products and friendly service.

The station operates as
Wade's "66"
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PHONE 983-3569

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RUSSETT RED POTATOES 20 lb. 79¢	SHURFINE 12 OZ. CAN LUNCHEON MEAT 2 for \$1.00
CLOVERLAKE MELLORINE 1/2 GAL. 39¢	SHURFINE REG. OR DRIP COFFEE lb. 63¢
SUGAR 5 lb. 55¢	RUBY RED GRAPEFRUIT 28 OZ. 20 LB. BAG \$1.19
SHURFINE FRUIT COCKTAIL 16 OZ. 4 for \$1.00	SHURFINE APPLE BUTTER 3 for \$1.00
SHURFINE SALAD DRESSING 32 OZ. 39¢	BOTTLE CARTON PLUS DEP. COKE 16 OZ. 59¢
SHURFINE WHITE, DEVILS FOOD CAKE MIXES 4 for \$1.00 18 1 2 OZ.	SHURFRESH TWIN PACK POTATO CHIPS 49¢

shurfresh MILK NO LIMIT ON PURCHASES OF ANY ITEM

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DOUBLE BUCCANEER STAMPS ON WEDNESDAY
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WE DELIVER

Congratulations

from one Cooperative
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Like Lighthouse Electric we're interested in giving the rural people of this trade area better service.

We congratulate Lighthouse on its 30th Anniversary and we join other Floydada business firms in expressing Best Wishes for a big day Saturday.

FARMERS COOPERATIVE GINS

DON ROBERTSON, Mgr.

Serving The Caprock Country 30 Years



Headquarters for electrical service to Floyd, Hale, Swisher, Briscoe, Motley, Dickens and Crosby counties

FLOYD COUNTY GIN COOPERATIVE

JOINS OTHER
FIRMS IN

Congratulations
To Lighthouse Electric
Cooperative

The many enjoyable conveniences electricity came to the country people due to the REA program and the service of Lighthouse Electric Cooperative.

Many, Many, strides of progress have been made by Lighthouse the past 30 years, and we offer our best wishes for continued success in electric service.

Stewart Printing

extends

Best Wishes

to WILLIE WIREDHAND and
all his associates at

Lighthouse Electric Cooperative

The wonderful conveniences of electricity that Lighthouse has brought to the rural people and its impact as one of Floydada's leading industries make it an important asset to this community.



"SERVING THE CAPROCK
COUNTRY 30 YEARS"

Congratulations Neighbor!

THE PERSONNEL AND BOARD OF DIRECTORS OF PRODUCERS COOPERATIVE ELEVATORS TAKE THIS MEANS OF EXPRESSING A HEARTY CONGRATULATIONS TO THEIR FRIENDS AND NEIGHBORS AT LIGHTHOUSE ELECTRIC COOPERATIVE

BEST WISHES ON YOUR 30TH ANNIVERSARY CELEBRATION SATURDAY.

PRODUCERS COOPERATIVE ELEVATORS

Nursing Home Visitors

Visiting patients in the Nursing Home during the Easter weekend were Mrs. Hattie Thomas, visiting Mrs. Curtis, Mrs. Bertrand and Mrs. Terry; Mr. and Mrs. R. H. Grubbs visited Lillie and Paul Luttrell, and Mr. and Mrs. John Newton; Mrs. T. S. Brown and Mrs. P. L. Orman visited all the patients as did Mrs. Bennie Vee Smith of Lubbock;

Howard Palmer and family of Lubbock visited Bessie Palmer; Mrs. Lawson Stevens and J. Ridge Terry, Amarillo, visited Mrs. J. R. Terry; Ken, Lois, Richard and Curtis Williams of Deming, N.M., visited Mrs. Irons;

Jay Jerry, city and Mr. and Mrs. J. B. Terry of Midland visited Mrs. Terry; Kathi Graham and Pennie Bertrand, city and Ranada Day of Abilene visited Mrs. Bertrand; Mr. and Mrs. Willard Hall visited Mrs. Luttrell; Mr. and Mrs. Tom O'Brien and Mrs. Tom Mason of Friona visited Mrs. Maggie Battey.

Joel Hendrix Injured In Farm Mishap

Joel Hendrix, 12 year old son of Mr. and Mrs. Bill Hendrix, is said to be resting fairly well in Lubbock Methodist Hospital where he is under treatment with a back injury. Young Hendrix is suffering from a cracked vertebra and will be in a Stryker-Oframe bed for at least two weeks.

He was injured Saturday morning in a farm mishap while assisting his father with a fertilizer rig.

Joel was treated at Caprock Hospital then transferred by Moore-Rose ambulance to Lubbock.

Making The Drag

Janie Willson



HELLO! Isn't this Easter season vacation wonderful? Everyone seems to be trying to catch up on their sleep which will be helpful because we spend so much time asleep in class. Spring fever has really got FHS. Everyone is ready to get out for summer!!!

Next week the cheerleading clinic begins. The girls will be taught twenty-five new yells by head cheerleader Sara Staniforth and senior cheerleader Jill Stansell. We wish each of the girls trying out the best of luck.

This next week also is the week for the boys and girls to sign up for the spring sports banquet. This banquet will be held April 26.

April 4 the Student Council held a curb painting around the high school. This is one of the projects the Student Council sponsors for the betterment of our school.

Our track team did a great job at district April 3. We placed second in the district. Three of our boys got to go to regional on the 19th. They are Dale Baker for winning first in shot put and discus, Steve Puckett for winning first in the broad jump and Mike Burk for winning first in the mile. Congratulations to the Mean Green and Coach Wilson.

The freshman boys also were entered in the 9th grade division. They came out very good as first place.

The play cast of "A Marriage Proposal" should be congratulated for winning first at district. The members of the play cast are Christy Brown, Doug Cannon, Keith Norrell, Judy Jameson is stage manager. Carrie Perry is the director.

All the French and Spanish students wish to say we miss you, Mrs. Kimble. Mrs. Kimble has recently had an operation and we wish her a speedy recovery.

That's about all from the drag this week. Remember to keep smiling and I'll see you on the drag.

Janie Willson

BROTHER OF
FLOYDADA MAN,
BANK PRESIDENT

OBITUARIES

Mrs. Shelton

MATADOR (Special)—Directors of the First State Bank here have named Ralph Stapleton of Flomot as president to fill a vacancy created by the death of Harry H. Campbell.

Campbell had been president of the bank since March 24, 1950. He died Feb. 17 this year.

Stapleton, a pioneer of the Flomot area, has been a director of the bank since 1941.

He is the brother of District Attorney John Stapleton.

Superior Rating Received By Paula Strain

Paula Strain, daughter of Mr. and Mrs. Russell Strain of Olton, formerly of Floydada, recently received a superior rating at the State Hymn Playing Festival held at Wayland Baptist College. Paula played the hymn from memory and also played an original arrangement of an offertory hymn and sight read an anthem.

She was eligible to play in the hymn festival because of the high rating she received last fall in a district piano festival. Paula is a third year piano student.

Saturday afternoon in the Floydada Cemetery with Rev. Floyd C. Bradley, pastor of the local Baptist Church officiating. Interment followed in Floydada Cemetery.

Mrs. Shelton and her late husband moved to Carlsbad from Floydada in 1938. She was a housewife and was a teacher in the primary department of the First Baptist Church Bible School. She was a member of the church and Senior Social Club at Carlsbad.

Survivors include a son, Joe B. Shelton of Carlsbad; three daughters, Mrs. Joe Carlton of Malaga, Mrs. R. L. Vosberg of Carlsbad and Mrs. Mae Dodson of Lubbock; three grandchildren and three great grandchildren.

Lewis Holland

Funeral rites for an Odessa oil field worker, Lewis A. (Slim) Holland, brother-in-law of Mrs. Wayne Bennett of Floydada, were held Sunday, March 30, in Jehovah Witness Kingdom Hall in Odessa. Holland was electrocuted the previous Friday while helping move a 500 barrel oil tank under a high tension wire. The tank was being hauled on a flat bed

trailer behind an oil field truck. Holland was behind the truck and another worker was in front to signal the driver. The driver and owner of Anderson Base Company for which Holland worked, said he had no idea why Holland climbed up the ladder on the tank as it neared the power lines. The forward observer said he did not see Holland on the trailer, nor knew if the tank collided with them and transferred the current to the victim.

Holland was a native of Mansfield, Ark., born August 26, 1916. He was married in 1958 to Trude Fleeta Neff, sister of Mrs. Bennett. Holland was a veteran of World War II. Survivors include his wife; a stepson; two stepdaughters; two brothers and two sisters.

J. W. Clary Jr.

Funeral rites for J. W. Clary Jr., brother of Mrs. Bobbie Rogers of Floydada, were held Thursday morning in the First Baptist Church in Plains. Clary died Tuesday morning of last week while working at the Highway Department barn in Plains. The body was transferred to Quitaque for burial.

Survivors other than the local sister include his wife; two children; his father; two brothers and five other sisters.

Fuel Association Elects New Officers

LOCKNEY — Directors of Consumers Fuel Association met for a Friday morning breakfast to elect officers. Eddie Fortenberry was named president and Don Bybee, vice-president.

Fortenberry succeeds R. C. Kellison, who retired from the board. Other directors are Durward Jack, Orville Billington, and Gene Belt. Manager of the association, Billy Joe Turner, serves as secretary-treasurer of the board of directors.

Lockney Gins Given Awards For Safety

LOCKNEY — Hi-Plains Gin and Lockney Gin were among the area gins receiving safety awards last week at the Texas Cotton Ginners Association Convention held in Dallas. The awards were given to those gins which had not had industrial injuries for a designated number of years.

Hi-Plains Gin, managed by Bill Fewell, received a four-year award, and Lockney Gin's award was for three years. Lester Carter owns and operates the Lockney Gin.

J. A. Kinchloe was able to return home the first of the week from Crosbyton Hospital. He is able to be up and about and doing fine.

MRS BAIRD'S



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How NIACIN guards your health



Another member of the B vitamin family, niacin helps keep your disposition in an even keel, prevents pellagra and loss of appetite.

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DRUG**
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OUR LABEL IS YOUR PROTECTION

Track Team Wins Second In Friona

Whirlwind track team regularly scheduled season by scoring points in Friona's second place win in the 3AA competition. The team qualified for the event at the Lubbock track meet in Lubbock April 18-19. Eight districts will be represented in the competition.

Qualifying for Floydada were Dale Baker, Steve Puckett, Mike Burk, Andy Selman and Stan Pierce.

Baker won first place in both the discus and the shot put with

his furthest heaves of the season. He sailed the discus 143' 7.5" and the discus 50' 10".

Puckett won first place for the Whirlwinds and qualified for the regional meet, in the broad jump with a distance of 21' 3" .5 and also gained fifth place in the high hurdles.

Burk posted a time of 2:05.9 in the 880 yard dash to take first place in the event.

Puckett and Burk joined forces with Andy Selman and Stan Pierce to win second place in the mile relay with a time of 3:30.5.

Other members of the team scoring points for the Whirlwinds were Steve Pierce with a fourth place in the shot put and fourth place in discus; Charles Jackson won fourth place in the broad jump, Jim Crawford won third place in the 880 yard dash, followed by Mike Moore with fourth place in the event.

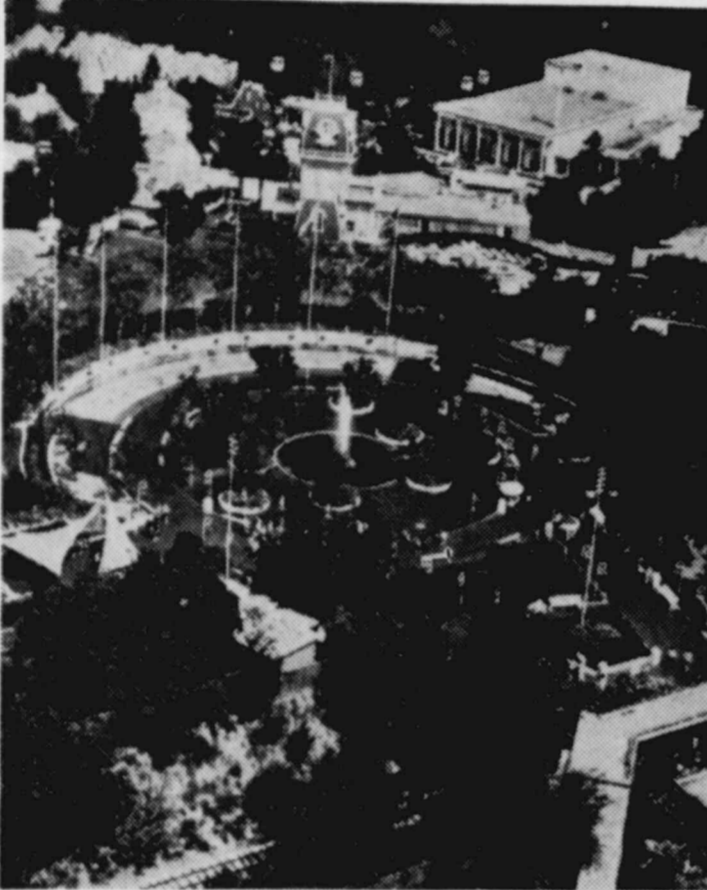
In the mile run, Joe Thurston won fourth place and Richard Hale won fifth place. The 440 yard relay team including Kirby Pierce, Steve Puckett, Stan Pierce and Charles Jackson, won third place at the meet.

Flags Opens Saturday

Fort Worth Turn-of-the-century driving along the park, in no sense of the word should one conjure up an image of an outdoor museum. Nor is it anything like a state fair or carnival.

Though Texas history is the theme of the Park, in no sense of the word should one conjure up an image of an outdoor museum. Nor is it anything like a state fair or carnival.

Far from it. The beauty of the grounds alone is enough to warm the heart of any latent landscaper. Lush greenery, thousands of trees and a profusion of flowers, shrubs and fountains. And you won't see a scrap of paper or cigarette butt strewn carelessly along the well-ordered grounds. The Park is kept immaculately clean at all times.



SIX FLAGS OVER TEXAS: Aerial view showing, in foreground, entrance mall area with the flags of Spain, France, Mexico, the Confederacy, Republic of Texas and USA seen behind the dancing waters display. In background, the cars of the Swiss Sky Ride can be seen passing over the Southern Palace Music Hall in the Confederate section of this 145-acre theme entertainment park located midway between Dallas and Fort Worth.

It's a remarkable achievement, keeping SIX FLAGS spotless with 20,000-25,000 visitors daily engaging in the business of having fun.

The secret is in the youthful corps of SIX FLAGS hosts and hostesses. Here you have approximately 1,500 young men and women, all college and high school students. Dressed in colorful costumes, the hosts and hostesses dominate every facet of the Park's operations. Clean-cut, attractive, refreshingly wholesome and exuding a friendliness that would make you wonder what ever happened to the generation gap.

The hosts and hostesses are responsible for keeping the Park immaculate in addition to their other duties.

Chances are that if you throw a cigarette butt down, one of the hosts or hostesses will pick it up and place it in one of the receptacles in the space of a few seconds.

After that, you get smitten by the cleanliness bug. And don't kid yourself. It's very contagious at SIX FLAGS.

son of Harold Berry of Amarillo, is with the largest law firm in Texas. The two great granddaughters of Mr. and Mrs. Charley Berry, were one of the many reasons for said trip. Ed and Ludie Morris of Bonham accompanied the Berrys on the Texas trip. The only thing to mar the trip was the depressed city of Galveston on account of the Longshoremen's strike of more than 100 days. Twenty four huge ships were 10 miles out and could not come in, due to the strike.

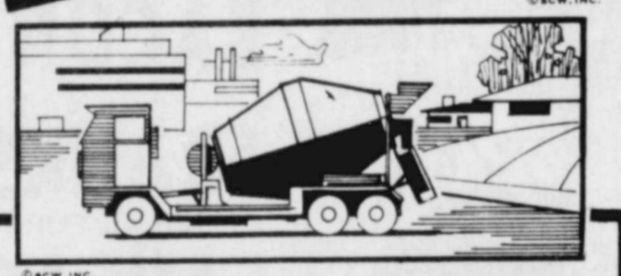
VISIT TEXAS CITIES

Mrs. Charley L. Berry completed a 2000 mile trip visiting Texas cities and relatives. Starting in Dallas, they visited in Dallas, Bonham, Dallas, Austin, Galveston, Houston, and the Alamo. Mrs. Berry visited such places as the Astrodome, Seawall at Galveston, San Antonio, and the Alamo. She spent one night in the park near Huntsville.

FLOYD DATA
Mrs. Hallie Johnson, who has been ill and in Caprock Hospital for some five weeks, has returned home and was able to attend church Sunday.

FLOYD DATA
Mrs. William H. Smith is due home tomorrow from Penfield, New York where she flew by plane Tuesday. Mrs. Smith is visiting her daughter and husband, Mr. and Mrs. Bob Hansen and their new baby.

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SPACIOUS 40 X 24 IN. \$79.95 DESK
Wide style 'n budget buy has a tear-free top, chrome-plated legs,
\$75

60X30-INCH DESK — REG. 119.99
Features heavy-duty steel construction, a walnut-grain top to resist stains and scuffs.
\$105

CHAIRS (without arms) **\$29⁹⁵**

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46 TH ANNIVERSARY SALE



The Spring Stretch Is On - In Wear Dated^(R) Blue "C"^(R) Nylon

- JAMAICA LENGTH SHORTS 8-16..... **3⁹⁹**
- STITCHED CREASE CAPRI PANTS AVG. 8-18 TALL 10-20..... **4⁹⁹**
- COORDINATE TUNIC TOP 8-18.....\$6.00

- PINK
- YELLOW
- LIGHT BLUE
- GREEN
- PEACH
- PURPLE
- TURQUOISE

The spring stretchables....cozy fitting shorts and straight leg pants of 100% Blue "C"^(R) nylon that harmonize beautifully with belted tunic tops. All machine washable and need no ironing when left to drip dry. See our sporty color selections. CHARGE IT. Wear Dated^(R) garments are guaranteed for one year's normal wear - refund or replacement by Monsanto Textile Division.



SOUTH PLAINS NEWS by Mrs. Murray Julian

SOUTH PLAINS, April 7 - Easter Sunday was a beautiful day here with 106 in Sunday School and several more coming to church services. Many home folks were gone for Easter vacation, but visitors numbered many, including Mr. and Mrs. Eugene Byrd and children from Stanton, Mrs. Leonard Moore and five children from Lockney, Mrs. Floyd Linch and son of Floydada, and Mr. and Mrs. Bud Higginbotham of Wellington. Several college students were home for the holidays, including Kelvin Cummings from Texas A&M. Baptismal services were held at the church Easter night for Ester Luna, daughter of Mr. and Mrs. Luce Luna.

Vacation Bible School dates are set for June 2-6 at the Baptist Church, and superintendents have been selected. Workers will go to Matador Baptist Church April 15, for the Associational VBS Clinic.

Mr. and Mrs. J. P. Taylor and Katie went to Quitaque to spend Easter day with her parents, Mr. and Mrs. W. W. Merrell. Mrs. Taylor's sister, Mrs. Jack Douglas, with children Don and Donna, were also guests. They arrived from Albuquerque Thursday.

Mrs. J. P. Taylor's brother, Wayne Figg of Lone Star, is in the M.D. Anderson Hospital at Houston, where he will undergo surgery Thursday for spleen removal. Mrs. Taylor plans to go to Houston later in the week. Mrs. Figg went to Houston on Friday to be with her husband.

Mr. and Mrs. Doug Meriweather of Lockney were hosts for an Easter dinner at noon Sunday. Guests from here were Mr. and Mrs. Travis Young, Lori, Shandra, Kenneth and Kirk, Mr. and Mrs. Deral Young, Rance and Carlen; from Lubbock were Mr. and Mrs. G. C. Pitts, Larry and Stevie, and from Floydada Mrs. Meriweather's parents, Mr. and Mrs. R. E. Young and Peggy.

Mr. and Mrs. James Teague and three boys of Lubbock came Saturday night to spend that night and Sunday morning here

with her parents, Mr. and Mrs. L. T. Wood. They spent Easter in Floydada with his folks, the Riley Teagues.

Mrs. Bryant Higginbotham, Mrs. Bryan Karr and Mrs. Melvin Myers presided at the voting polls at the South Plains School House Saturday and three new school board members were elected. They are Donald Bean, Glen Wood and Deral Young.

Mr. and Mrs. Fred Marble, Mike, Kelly and Cindy left Friday after school for Dallas to visit during this weeks spring vacation with her sister, Mr. and Mrs. Bill Schenck and family.

Home for the Easter weekend with Mr. and Mrs. Ernest Newton were all their daughters and their families, Mr. and Mrs. Eugene Byrd and four children of Stanton, (near Midland) Mrs. Floyd Linch and baby son of Floydada, and Mr. and Mrs. Leonard Moore and five children of Lockney. They were at South Plains Baptist Church for Sunday church services.

Mr. and Mrs. Grigsby Milton and Darla left in Grigsby's plane Friday afternoon for Corona, California, where they planned to visit with her mother, Mrs. Dona Williford, and her brother, Mr. and Mrs. George Williford and children. They will spend the Easter holidays there. There was such a high wind Friday when they left, they thought they might spend Friday night at Albuquerque, N.M., with Grigsby's brother and family.

Rev. and Mrs. W. L. Trice went to St. Anthony's Hospital in Amarillo Friday afternoon where Carl Daniels, father of Mrs. L.N. Johnson had surgery. He was operated on for a blood clot, and is doing fine at last reports. Mrs. Johnson is staying in Amarillo with her father, L. N. and the children were up there for the weekend.

Prayer meeting at the South Plains Baptist Church is now set for 8 p.m. throughout the summer months, according to Rev. W. L. Trice, pastor.

We are happy to hear of a son, born to Mr. and Mrs. Gary Wilson of Amarillo March 25,

at the High Plains Hospital. He weighed 8 1/2 pounds, and has been named Gary Chad. He has a four year old sister, Christi. Grandparents here are Mr. and Mrs. John Wilson. His great grandmother, Mrs. Ollie Wilson, resides in Clovis, N.M. Gary went to schools in our vicinity.

Mr. and Mrs. Kendis Julian, Mitzi and Kristi left after school Friday for Austin, where they were house guests of his brother and wife, Mr. and Mrs. Bruce Julian. They also visited while there with Mr. and Mrs. Larry Smitherman and Kay Lynn. They were to come back by Ballinger, and visit with Mr. and Mrs. Roy Burks, and arrive at Roscoe Monday afternoon, where they visited until Tuesday afternoon with Mr. and Mrs. Terry Julian, Dee and Dickie.

We all add our congratulations and best wishes to Mr. and Mrs. H. G. Barber of Floydada as they are retiring in May from the teaching profession after teaching most of our children during the past years. Our children are all the better for having such good Christian teachers as the Barbers are.

Mrs. Harold Hamm will be hostess in her home this Tuesday afternoon to members of the Lone Star Home Demonstration Club. Mrs. J. P. Taylor is also a member from our community.

We are sorry to report that Timmie McCain of Lockney is in the Methodist Hospital with a broken thigh. He fell from a tree Easter Sunday at his grandparents, Mr. and Mrs. Jody Ziegler in Silverton. Timmie is the son of the Larnce McCains and the nephew of Mrs. Fred Fortenberry in our community. He may have to be in the hospital for three weeks according to the family.

Mrs. Frank McClure was able to come home from the Lockney Hospital Monday at noon, and is reported to be betting along fine, however she may have to go back for surgery on her cheek. She was in the hospital nearly five weeks, following a car wreck. Visitors on Easter Sunday were her brother and his wife, Mr. and Mrs. A. C. Newman of Snyder.

Mr. and Mrs. Bud Higginbotham from Wellington arrived Saturday to spend the day and Sunday here with his mother, Mrs. Bryant Higginbotham. Sunday dinner guests with all these were Mr. and Mrs. Alton Higginbotham and children of Floydada. Mrs. Higginbotham plans to go to Wellington to see the children this Tuesday, then on to Pampa to visit Mrs. Vivian Pierce.

Mr. and Mrs. Raymond Reeves, Carol Ann, Cindy and David spent Easter Day with her parents, Mr. and Mrs. Bruce Bigson in Turkey.

Last weekend guests here with the Raymond Reeves family were Mr. and Mrs. Jerry Bingham, Sherry and Frela, from Amarillo. Bingham is a brother of Mrs. Reeves.

Everyone remember the Lighthouse Electric Cooperatives annual meeting and all day gathering at the High School auditorium in Floydada, at 10:30 a.m. Saturday, April 12, with Mr. and Mrs. C. L. Gilly representing the South Plains vicinity.

Mr. and Mrs. Early Pritchett are expecting their son, Jimmy Pritchett, home Monday. He has been on a tour of the northern part of the United States the past several weeks. Jimmy is a member of Larry Triders Band. They have recently been at Missoula, Montana, and in North Dakota.

Mr. and Mrs. Fred Fortenberry left for Albuquerque Friday morning to spend the Easter vacation with her brother, Mr. and Mrs. Cecil McCain and children. They reported beautiful weather on their trip. They came home Sunday night.

Mrs. J. K. Bean of Silverton had all her children home with her for Easter dinner and the afternoon. They are Mr. and Mrs. Philip Smitherman, Marc and Monty, Mr. and Mrs. Walter Bean and three boys, Mr. and Mrs. Donald Bean, Mike and Judi, and Mr. and Mrs. Kenneth Bean, Carla and Diane.

Mrs. John Key West will be hostess in her home Wednesday, April 15, for the Hobby Club. The Foreign Exchange Student from Floydada will be a guest.

Easter dinner guests with

Alma Holmes Merchant Of The Week

Alma Holmes, owner of Alma's Gift Shop and part owner of radio station KFLD, is featured as this week's merchant of the week.

Mrs. Holmes has been working at KFLD since its conception in 1951, when she first began her morning program entitled "Listen Ladies."

Since that time Mrs. Holmes has assumed management of the station. She has held the position since 1960.

Then in 1966, Mrs. Holmes became the proprietor of the gift shop next door to the radio station and added antiques, books and a variety of records and tapes to the merchandise offered at the store.

She is a native of Floyd County and a graduate of Lockney High School. After attending West Texas State University she taught Speech in Sandhill for two years.

She is a member of the City Park Church of Christ where she instructed a Sunday School Class in the church. Mrs. Holmes has also been a director of the Chamber of Commerce and Publicity



MERCHANT OF THE WEEK... Alma Holmes, owner of Alma's Gift Shop and manager of KFLD, is featured as this week's merchant of the week.

Chairman of the American Cancer Society.

She is the mother of five children, Chuck Holmes, Dorothy McGinnis, Buena Dallas, Sara Teague and Nancy Willson, and has eleven grandchildren.

Spending the Easter weekend here with the girls' parents, who are Mr. and Mrs. Sylvan Kinnibrough, were Mr. and Mrs. Britt Gregory of Lubbock and Mr. and Mrs. Teddy Horne of Plainview.

FLOYD DATA

Mr. and Mrs. Clarence Guffee visited Easter Sunday in Spearman with their daughter, Mrs. Robert Ragsdale and family.

FLOYD DATA

Mr. and Mrs. Clifford Hacker and son of Iowa Park spent Easter weekend visiting here with her parents, Mr. and Mrs. Leroy Burns.

See PRODUCERS CO-OP For Special Deal On Funks G-Grain Sorghum and Sorghum - Sudan-Grass Hybrids.

JAKE WATSON FEDERAL LAND ASSOCIATION 319 S. W. PHONE 588

Wade Warren is new of Phillips...

Wade Warren is the second son of the Phillips family. He was born in 1914 with his father Warren purchasing a home in Phillips. Wade Warren moved to Phillips in 1914 with his father. He was formerly from the Phillips area. He and his wife have three children and have three grand children. Wade of Dallas, Galloway of Phillips...

Serving Area Farmers: Providers of...

For more than 50 years Federal Land Bank of Houston has provided PENDING agricultural estate loans to farmers and ranchers. Long term loans with a plan geared to the individual's requirements.

Slates of L... Thursday her... Henry P... night su... Joe Thur...

GIANT SIZE 8 BOTTLE CARTON

COKE PINT SIZE 59¢

AQUA NET 59¢

BUTTERMILK BORDENS 39¢

CHOCOLATE MILK 39¢

KIM

APPLE BUTTER 2 1/2 LB. JAR 65¢

MOUNTAIN PASS PEELED

TOMATOES 303 CAN 5 for \$1.00

NIBLET WHOLE KERNEL

CORN 12 OZ. CAN 5 for \$1.00

SWANSON

CHICKEN BROTH 13 3/4 OZ. CAN 2 for 25¢

KIMBELLS CREAM OF MUSHROOM OR TURKEY VEG.

SOUP 17¢

BORDENS ASST. FLAVORS

DIPS 1/2 PINT 29¢

MOUNTAIN PASS

GREEN CHILIES 10 OZ. CAN 29¢

MORTON

SALAD DRESSING QT. 39¢

KRAFT

MARSHMALLOWS 10 OZ. BAG 19¢

SUNSHINE

KRISPY CRACKERS LB. BOX 29¢

GLADIOLA YELLOW

MEAL 5 LBS. 39¢

Tempting produce

NUMBER 1 RED

POTATOES 10 LBS. 59¢

CARROTS CELLO BAG 9¢

CABBAGE LB. 5 1/2¢

ASST. FLAVORS

YOGURT 1/2 PINT 27¢

LIBBYS 20 OZ. FROZEN

SWEET PEAS 39¢

SARA LEE PECAN

COFFEE CAKE 12 1/2 OZ. 79¢

MEADS FROZEN

ROLLS 24 CT. 35¢

HERITAGE

TOWELS 2 PLY 29¢

KIM

TISSUE 2 ROLLS 19¢

FAB GIANT 69¢

CLOROX 1/2 GAL. 39¢

KIM

SALT 26 OZ. BOX 10¢

POST TOASTIES 12 OZ. 29¢

WHEAT CHEX 22 OZ. BOX 49¢

NESTEA 1 OZ. JAR 49¢

BAYER

ASPIRIN TABLETS 100 COUNT 69¢

LISTERINE LARGE SIZE 39¢

Thrifty FOOD BUYS

Quality Meats

BLADE CUT

CHUCK ROAST LB. 59¢

BONELESS PIKES PEAK

ROAST LB. 79¢

DECKERS

BACON 2 LBS. \$1.49

FRANKS 2 LBS. \$1.49

SWINDELL PURE

SAUSAGE 2 LBS. \$1.49

IF BETTER MEAT COULD BE BOUGHT WE WOULD BUY IT.

SAVE HERE!

KIM

FLOUR \$1.89

25 LB. BAG

WE HAVE MRS. SMITH'S PIES

WE HAVE

COUNTRY FRESH BREAD DELIVERED DAILY AT THRIFTY

PURE LARD 25 LB.

Thrifty Super Market

HOME OWNED & OPERATED

DOUBLE BUCCANEER STAMPS EVERY WEDNESDAY

SECOND AND MISSISSIPPI STREETS

We like HOW Service Done

will continue buying iron of 30 DY IRO METAL you first, keep Show y Say: Conco road be Only You comput even th

NEWS by Mrs. Bagwell

April 7 - Mr. Jones had all of his grandchildren for the weekend. Mrs. Paul Eugene of Masado and Mrs. James Beck, and Mrs. Tom and Mrs. Tammy of New Mrs. Wayland Steve, Greg and Jerry, Julie and spending the week at New Home with her parents, Mr. and Mrs. Jerry Batten Easter Sunday with her parents, Mr. and Mrs. Travis Gentry and his parents, Wesley Gentry to White River after for a day. Duane Robinson to Ralls Sunday of her parents, Mrs. Doyle Berry had lunch with there were Mr. Dwyer and family, Mrs. Jim Jeffrey of Crosbyton, Mrs. all of the except Mr. and Jerry went to White River for an outing. Price accommodations, Mr. and Mrs. of Plainview last Saturday night with Mrs. Madelyn of Dallas, Sunday group went to the capital in Dallas to see, who is a D.D. DeBusk who is a son, Mrs. Henry Price, who is a senator, A.C.C. at Abilene Thursday for Easter during Easter her parents, Mr. Thurston, Sandy school Monday afternoon.

States of Lubbock here in home. Mrs. Henry Price night supper Joe Thurston

will continue buying iron 59 79 of 30 BY IRON METAL

Mr. and Mrs. Q.D. Williams, Nancy and Monte left home Friday for points east. They first stopped at Truscott where they left Monte at the home of his grandparents, Mr. and Mrs. Edgar Jones, Mr. and Mrs. Williams and Nancy went on to Ft. Worth where they visited Mrs. W.W. Johnson, who is the daughter of Thomas Montgomery, one time owner of the ranch where the Q.D. Williams live and now own.

Saturday Mr. and Mrs. Q.D. Williams and Nancy visited at Pilot Point with Q.D.'s sister and family, Mr. and Mrs. Jack Miller, Nancy remained there for a few more days.

Mr. and Mrs. W.H. Bunch left Friday for Dallas where they visited their son and family, Mr. and Mrs. Darrell Bunch, Tanya and Brenda. They also visited with cousins, Mr. and Mrs. R.V. Martin in Dallas and at a nursing home there with an uncle, Ben Parnell. While down that way they visited at Ft. Worth with a nephew, Mr. and Mrs. Bob Bunch and family, returning home Sunday night.

Mrs. Q.D. Williams helped Mrs. Bob Hambricht with her 5th grade students on an Easter picnic at the City Park Friday.

Monday Mr. and Mrs. W.H. Bunch spent the day in Lubbock. While there they visited their son and daughter-in-law, Mr. and Mrs. Rodney Bunch and had lunch with them.

Mrs. P.J. Wilkes is home now from Crosbyton Hospital where she was a patient for several weeks. She is improving nicely and is enjoying being at home once more.

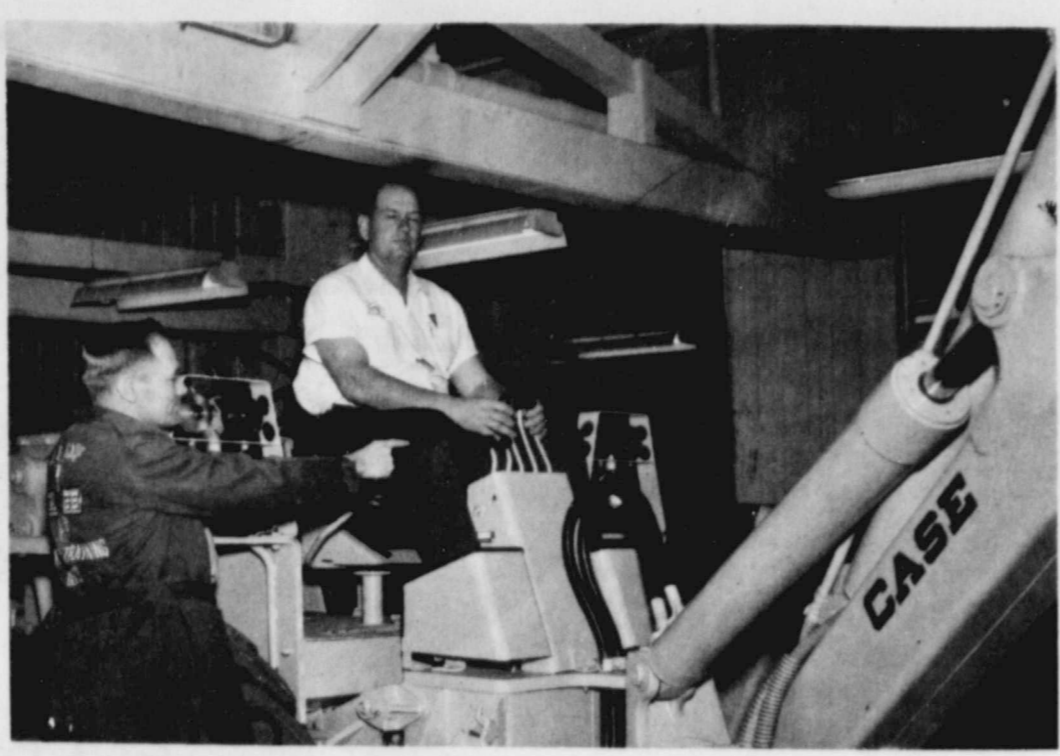
Mr. and Mrs. Lewis Wilkes of Graham are spending several days with Mr. and Mrs. P.J. Wilkes, Lewis and P.J. are brothers. Mrs. Barney Wilkes of Lockney was a Monday visitor in the P.J. Wilkes home.

Friday night visitors in the home of Mr. and Mrs. B.P. Neff were Mr. and Mrs. Harmon Roberts and Mr. and Mrs. Bill Smith and Sheryl all of Floydada.

Others going to Possum Kingdom Lake for the Easter weekend besides the Milton Harrison family were, Mr. and Mrs. Clifford Helms and Mark and their daughter and family Mr. and Mrs. Don Wall, Misty and Beverly of Crosbyton, Mr. and Mrs. James Nichols and family, Mr. and Mrs. F.D. McClintock and family, Mr. and Mrs. Louis Pyle and family, Mr. and Mrs. Weldon Hammonds and family, Mr. and Mrs. William Bertrand and family, and Mr. and Mrs. Bill Cagle and family. This group was met at the Lake by Mr. and Mrs. L.R. Rainbolt and Mr. and Mrs. Doug Rainbolt and Denise of Ft. Worth. This group left on Friday for the Lake and returned Monday night.

Mr. and Mrs. Howard Bishop and Greg visited Sunday afternoon with Mr. and Mrs. Riley Teague and family.

Mr. and Mrs. Earl Bishop, Holt Bishop and Greg Bishop have gone to Granite schools on a fishing trip and to visit in the home of Mr. and Mrs. H.R. Novak who live there.



RACINE, WISCONSIN, March 28, 1969 - Thomas Pierce, a service technician at Case Power and Equipment, an agricultural and utility equipment store in Floydada, Texas, is attending a Central Training School in Racine, Wisconsin studying J. I. Case Company equipment.

about 50 Case service representatives from company owned stores and dealerships throughout the United States are attending the March 24-28 session being held at the Case Training Center in Racine. The men are receiving special training on the use of Case

equipment and ways of determining and analyzing equipment failure. In classroom situations, the technicians study and work with mockups of Case engines, transmissions, hydraulic systems, steering systems and complete farm and utility products.

The object of the week-long school is to improve the technicians' ability to use diagnosis equipment to troubleshoot machine components in servicing their customers' equipment. Case conducts similar week-long service schools for dealers from November through March.

FLOYD DATA
Birch Gilliland continues to receive medical treatment in Lubbock Methodist Hospital. He is reported to be resting well, but will remain in the hospital at least through this week.

FLOYD DATA
Mr. and Mrs. L. B. Stewart Jr., and Joan and Richard McPeak visited relatives at Tucson, Ariz., during Easter weekend, returning home Tuesday.

FLOYD DATA
Visiting in the home of Mr. and Mrs. Grady Walker over the Easter holidays were Terri Walker, a granddaughter from Stratford, and Ray, their son from Dallas. Ray recently completed his service at Ft. Gordon, Ga., and is now practicing law with a firm in Dallas.

FLOYD DATA
Visitors in the S. L. Powell home during Easter weekend were Mrs. Helen Darden of Albuquerque; Billy Jack Darden, college student at Levelland; Mr. and Mrs. Ralph Clement and son, Bill of Santa Fe, N.M. and Mr. and Mrs. Harold Williams and children, Kim and Craig of Dallas.

FLOYD DATA
Dr. A. E. Guthrie underwent eye surgery in Amarillo Monday. He is reported to be doing nicely.

Mrs. Novak is the daughter of Mr. and Mrs. Earl Bishop.

lepers to outcasts from the rest of the world. Mrs. Wilson tells the true story of Dr. Brand and his team of doctors and nurses and they strive to restore the millions of sufferers to a useful life.

"This Stranger, My Son" by Louise Wilson... This is an inspiring account of a mother's determined struggle to raise a child "lost" to her through mental illness. Her efforts to save her son, victim of paranoid schizophrenia, are bound to strike a chord in the heart of any parent who has tried to move heaven and earth out of love for his child.

"The Small Boat Guide" by Sam Crowther... The book is a comprehensive guide for all small power boats, inboard and outboard, covering: Selecting and buying a boat; the outfitting both required and optional; and a study of the efficient operation of a boat.

Also included in the book is a complete and concise study of the maintenance and repair of boats plus directions on piloting navigation, cruising, signals, clubs and marinas.

FLOYD DATA
Mrs. Alma Holmes had her children and grandchildren home with her last week during their Easter holidays. Visiting her from Tuesday until Saturday were Mrs. Walt McGinnis and two children, Kansas City, Kan., and her husband's mother, Mrs. Walter McGinnis Sr., of Eldorado, Kan., Mrs. David Dallas and children and Mrs. Rodney Teague and children of Dallas and Mrs. Mac Willson and baby of Canyon.

The Book Nook

The books reviewed in Book Nook are available in the Floyd County Library.

"Ten Fingers For God" by Dorothy Clarke Wilson... This is the story of Dr. Paul Brand and his relentless fight to help victims of leprosy in Vellore, India. The dreaded disease causes a horrifying mutilation of hands and feet, and a terrible disfigurement of the face that force

CALL 983-5030 TODAY AND.....

FRANK GOEN

WILL BE HAPPY TO HELP YOU WITH YOUR

Frank Goen

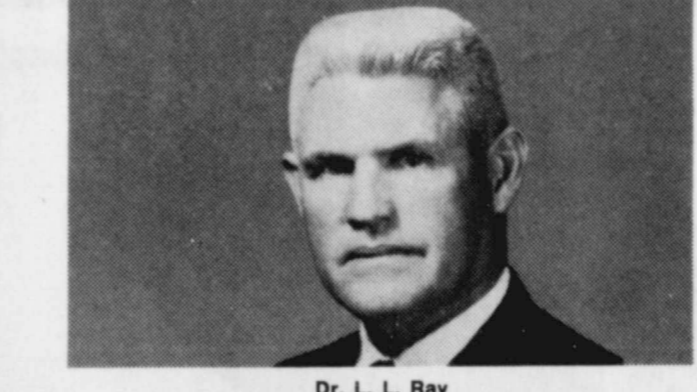
HOSPITALIZATION
LIFE
DISABILITY

INSURANCE NEEDS

BANKERS LIFE & CASUALTY COMPANY OF CHICAGO

THE WELL KNOWN WHITE CROSS COMPANY

These men know cotton... and they know what Paymaster's Certified Lint Block Program means to all High Plains Cotton Growers.



Dr. L. L. Ray Associate Professor, Texas A & M University South Plains Research and Extension Center, Lubbock

"The Texas High Plains has made tremendous progress in upgrading the quality of cotton fiber. This was accomplished by planting better varieties, using better quality seed and marketing through lint blocks or similar programs. The image of this area is greatly improved and it has meant millions of dollars to growers. I am concerned that we do not lose ground. We must (1) plant varieties that will produce fiber the mills want and can use; (2) plant the best quality seed; (3) do a good marketing job."



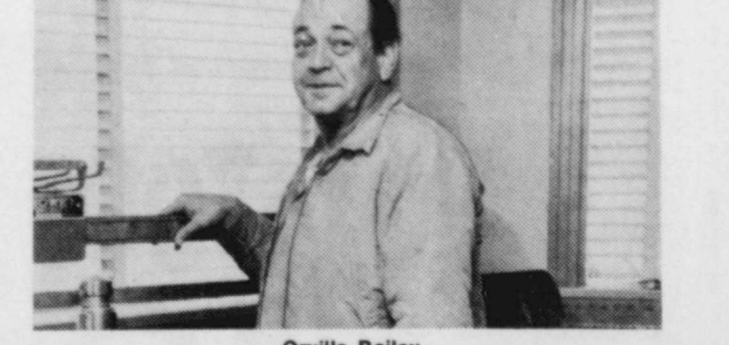
Harry E. Arthur Assistant Director, Textile Research Center Texas Technological College, Lubbock

"A planting program wherein Certified seed is used is certainly a great step toward production of a more uniform fiber. A Certified lint program would help to assure the mills of a reliable supply of quality cotton from which they could choose to produce a given fabric."



Erian Gresham Levelland

"No two years are alike, but Certified Paymaster 111 is a good consistent cotton and does good regardless of the weather," says Erian Gresham. "It has a real good fiber — you can tell the difference just by the feel — and has a price advantage for the grower. I'm planting Certified Paymaster 111 this year and would say that about 50% to 75% of the growers in this area will be planting Paymaster 111."



Orville Bailey Roundup Gin Anton

"We've been in the Paymaster Certified Lint Block Program since the start," says Orville Bailey. "I recommend Paymaster Certified III to growers... particularly this year. In my opinion, it's the leading cotton in this country — makes more per acre, semi-stormproof, stays in better, has good spinning qualities. Mills like it, so Paymaster Certified lint beats the market and brings a premium price. Believe me, Paymaster's Certified Lint Block Program is a good 'calling card' for a ginner."

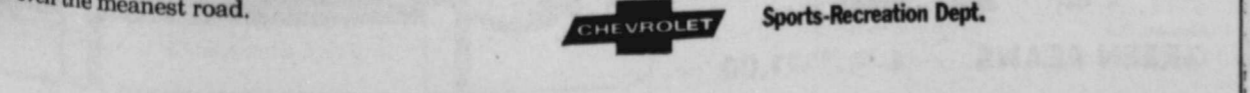


Front to rear: Kingswood Estate Wagon, Concours Station Wagon, Sportvan and Suburban.

No other wagons have such a capacity for enjoyment.

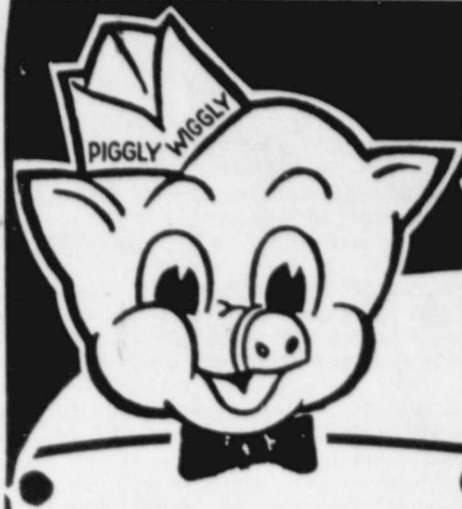
Show you what we mean. Say you're in a Chevrolet Kingswood or Concours Walk-In Wagon, when suddenly the road becomes nothing but chuckholes and ruts. Only you can't tell it's rough. You see, Chevy wagons float along on computer-selected coil springs that smooth even the meanest road.

Maybe you're a bit more serious about the great outdoors. So are we. That's why we offer the Chevy Sportvan and Suburban. To an outdoorsman, they're like clear skies and no mosquitoes. So before you head out to see the U.S.A., better stop by your Chevrolet dealer's.



ACCO SEED
DIVISION OF ANDERSON, CLAYTON & CO.
Paymaster Cotton Research Headquarters & Branch Office: Plainview, Texas 79072
Home Office: Belmond, Iowa 50421

"ACCO" is a registered brand name — not part of variety name.



Serve U.S.D.A. CHOICE BEEF

Piggly Wiggly Meats are Guaranteed to Please!

These Values Good
APRIL 10, 11, AND 12 1969
in FLOYDADA

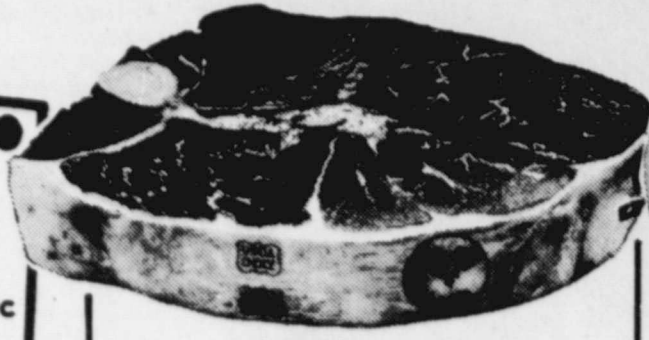
Compare Dairy Values!

- Bell's, Assorted ICE MILK 1/2-Gallon 69c
- Bell's, Assorted CHIP 'N DIP 8-Oz. Carton 35c
- Parkay, Soft CORN OIL OLEO 1-Pound Pkg. 49c
- Chef's Delight CHEESE FOOD 2-Pound Loaf 69c



Bakery Buys You'll Love!

- Cook Book, German CHOCOLATE CAKE Large Size 59c
- Dolly Madison, White LAYER CAKE Each 79c
- Baldrige PEACH TREAT Each 49c
- Baldrige, Danish PINEAPPLE ROLLS Pkg. 39c



ROUND STEAK

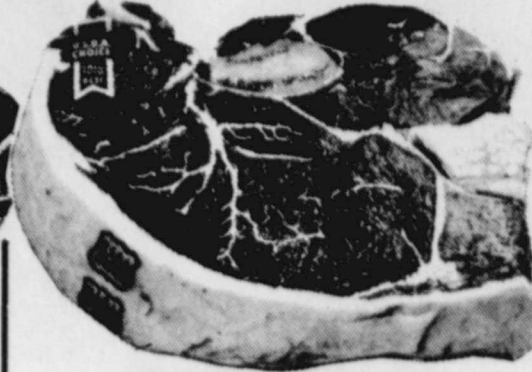


Full Cut Pound **98c**

Extra Lean, Dated to Assure Freshness

GROUND CHUCK

Pound **69c**



SIRLOIN STEAK

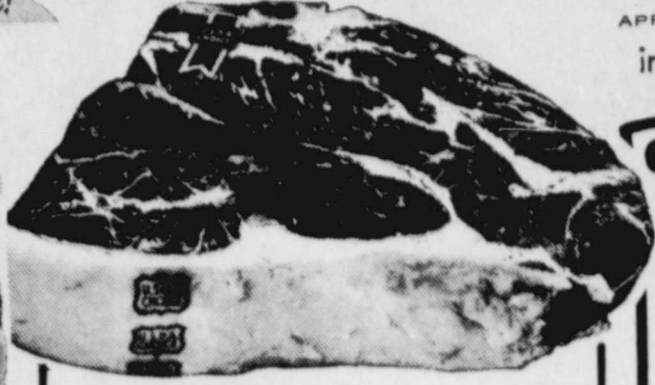


Valu-Trimmed Pound **98c**

Center Cut Rib, Northern Pork

PORK CHOPS

Pound **88c**



BONELESS POT ROAST



Chuck Cuts Pound **88c**

Boneless, Waste Free

TOP ROUND STEAK

U.S.D.A. Choice Beef Pound **\$1.29**

\$1.19

Valu-Trimmed Pound

T-BONE STEAK



Piggly Wiggly Special!

New Active, by the Makers of

DEODORANT

Regular \$1.79 Retail **\$1.39**
Family Size, 9-Oz. Can

Jergens, 7c Off Label
HAND LOTION

Regular \$1.09 Retail **69c**
Large Size

VIENNAS

Libby's, All Meat **39c**
New 9-Oz. Can

Libby's **VIENNA SAUSAGE 4**

GRANULATED SUGAR

C&H, Holly or Imperial **59c**
5 Pound Bag

Sweet 'n Low SWEETENER 50-Count Box 49c

SNOW-DRIFT

Pure Vegetable Shortening **59c**
3 Pound Can

Bessie Lee VEGETABLE OIL 24-Oz. Bottle 43c

COCA COLA

King Size, Plus Deposit **39c**
6 -Bottle Carton

Rite Good, Assorted BEVERAGES 6 28-Oz. Bottles \$1.00

TOMATO CATSUP

Hunt's **29c**
20-Oz. Bottle

Stokely's CATSUP 14-Oz. Bottle 22c

BARBECUE SAUCE

Kraft Regular, Hot Smoke Flavor **35c**
18-Oz. Bottle

Kraft BARBECUE SAUCE

NAPKINS

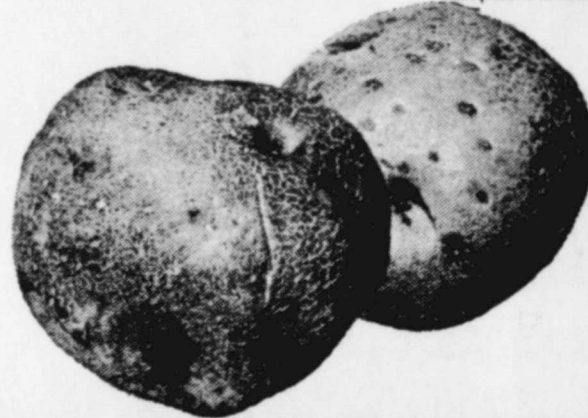
Zee, PAPER Assorted Colors **10c**
60-Count Package

Zee, Mix 'n Match NAPKINS 150-Count Package 25c

POTATO CHIPS

Farmer Jones, Regular or Dips **38c**
Large Bag

You Can Depend on Quality at Piggly Wiggly!



RED POTATOES
All Purpose **15c**
15 Pound Bag **59c**



GREEN ONIONS
Large, Crisp Bunches **2 FOR 15c**

DILL PICKLE

Del Monte, Kosher **39c**
Halves or Whole 22-Oz. Jar

CAKE MIX

Betty Crocker Layer Cakes, Assorted **29c**
20-Oz. Box

Good 'n Rich CAKE MIX 17-Oz. Box

DETERGENT

FAB **\$1.14**
25c Off Label King Size

Bonne Powdered DETERGENT King Size

Choose From These Frozen Food Buys!

POTATOES

French Fries, Cal Ida **10c**
9-Oz. Package Each

STRAWBERRIES

Naturipe **19c**
10-Oz. Package Each

CHARCOAL BRIQUETS Chef's Choice or Old Diz **49c**
10 Pound Bag

Chef's Choice CHARCOAL 5-Pound Bag 35c

GRAPEFRUIT JUICE

Treesweet, Unsweetened **27c**
46-Oz. Can

Texas GRAPEFRUIT JUICE No. 2 Can 19c

GREEN BEANS

Green Giant, Kitchen Sliced **19c**
No. 303 Can

Renown Cut GREEN BEANS 6 No. 303 Cans \$1.00



We Reserve the Right to Limit Quantities.



FLOYDADA, TEXAS

PROGRAM

30th Annual Membership Meeting Of The

LIGHTHOUSE ELECTRIC COOPERATIVE, INC.

Floydada, Texas

Place - High School Auditorium

Senior High School, Floydada

Time - Saturday, April 12, 1969

President Herman King, Presiding
Ned Bradley, Master of Ceremonies
Registration Starts 9:30 a.m.

MEETING CALLED TO ORDER 10:30 A.M.

Invocation Rev. L.L. Ballou, First Baptist Church, McAdoo, Texas

Roll Call

Drawing For Prizes * And Entertainment

READING OF THE NOTICE OF THE MEETING AND PROOF OF THE
DUE PUBLICATION AND MAILING THEREOF.

READING OF UNAPPROVED MINUTES OF PREVIOUS MEETING OF
MEMBERS: TAKING THE NECESSARY ACTION THEREON.

BUSINESS REPORT - Melvin Henry, Mgr.

Drawing for Prizes *

Free Lunch - 12:00 o'clock Noon

Entertainment

Drawing For Prizes*

Election Of Officers

Honorable George McCleskey

"WATER FOR THE FUTURE"

ADJOURNMENT

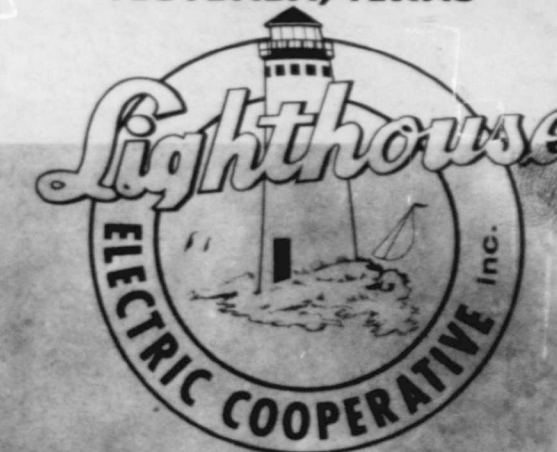
PRIZES

1. Choice of - Automatic Defrost Refrigerator-Freezer Combination, Electric Range with Self-cleaning Oven, Portable Electric Dishwasher, Color Television, Washer and Dryer, Stereo/Radio Combination.
2. Choice of - Electric Welder, Tape Recorder, Adding Machine, 1/2 Ton Refrigerated Air Conditioner.

Other Prizes - Blender, Hot Server, Griddle, Clothes Brush, Cordless Electric Knife, Clock Radio, Broiler Fry Pan, Mixer, Rechargeable Flashlight, Ice Cream Freezer, Electric 1/2 - inch Reversible Drill, Lawn Glo Yard Light, Electric Outdoor Barbecue Grill, Battery Charger.



FLOYDADA, TEXAS



Serving The
Caprock Country
30 Years



First Meeting in Martin's Department Store, before remodeling into present Lighthouse Electric Cooperative headquarters.

"Water For The Future" Talk At Lighthouse Annual Meeting

"Water For The Future" will be the featured talk at the 30th annual meeting of Lighthouse Electric Saturday. Lubbock attorney George McCleskey, will be the speaker. McCleskey is associated with Water Inc. and has worked on the legal proceedings of getting water to West Texas for several years in connection with the Water Inc. plan of moving Mississippi water to West Texas.

The meeting is scheduled to begin with registration at 9:30 a.m. in the Floydada High School auditorium. President Herman King will preside, Ned Bradley will again be the master of ceremonies. Meeting will be called to order at 10:30 a.m. Lighthouse manager Melvin Henry will give the annual report and there'll be many drawings for prizes and entertainment during the day's program.

There will be a free lunch at 12 noon, followed by election of officers and the talk by McCleskey.

Promotions Coordinated

Rural electric systems concentrate their efforts on advising members and working with local dealers. Generation and transmission cooperatives and statewide organizations help coordinate the promotional programs of

their member systems. Most statewide organizations have publications which inform members throughout the state of new and better ways to use electricity. NRECA Member Services Division is the focal point for coordinating market reports



SATURDAY SPEAKER... the honorable George McCleskey, Lubbock Attorney will be the featured speaker on the annual meeting program Saturday. He is one of the leaders in Water Inc., and he will speak on the topic, "Water For The Future."



LIGHTHOUSE BOARD... The Lighthouse board of directors are; Chloma Williams, Odell Breed, vice president, R.C. Ratheal, Cecil Baxter, president Herman King, Secretary-treasurer, Gerald Lackey and Henry Scarborough.

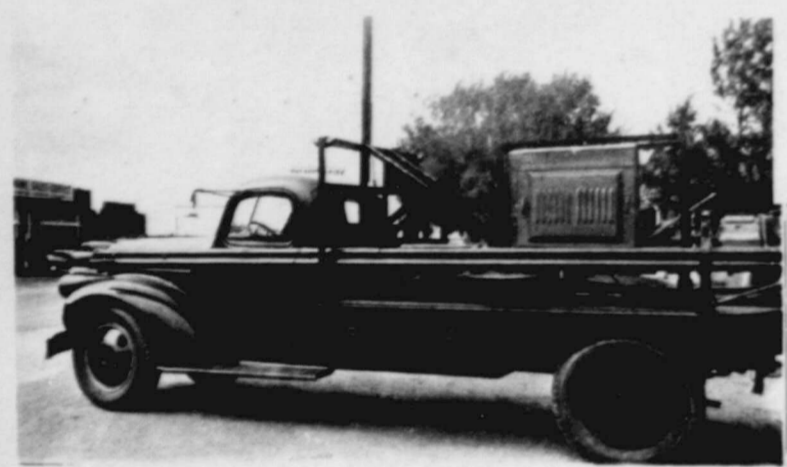
Congratulations to the folks at Lighthouse Electric Cooperative on their 30th Anniversary

LIGHTHOUSE ELECTRIC WITH ITS 40 EMPLOYEES IS CERTAINLY AN ASSET TO FLOYDADA AND THE SEVEN COUNTY AREA THAT IT SERVES. SATURDAY IS A BIG DAY FOR THE BOARD OF DIRECTORS, THE STAFF AND THE MEMBERSHIP AS IT IS 30TH ANNIVERSARY CELEBRATION DAY.

OUR BEST WISHES TO ALL THE FOLKS ASSOCIATED WITH LIGHTHOUSE ELECTRIC.

THE FIRST NATIONAL BANK OF FLOYDADA

Congratulations to the folks at Lighthouse Electric on their 30th anniversary

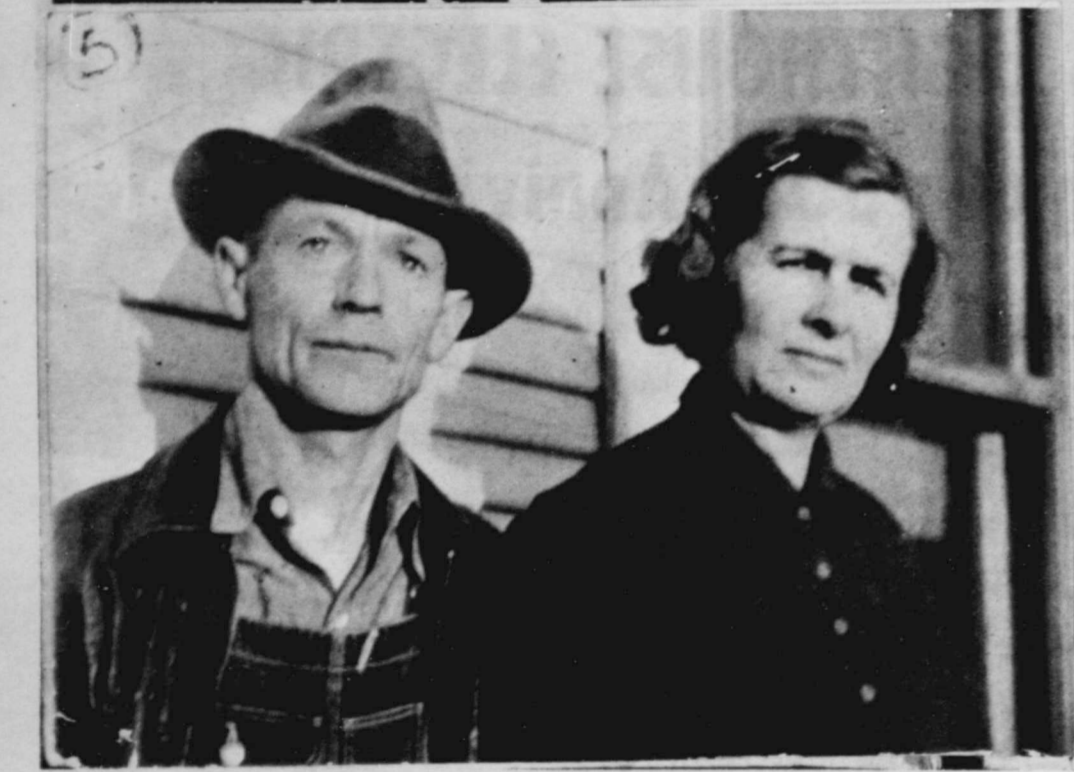
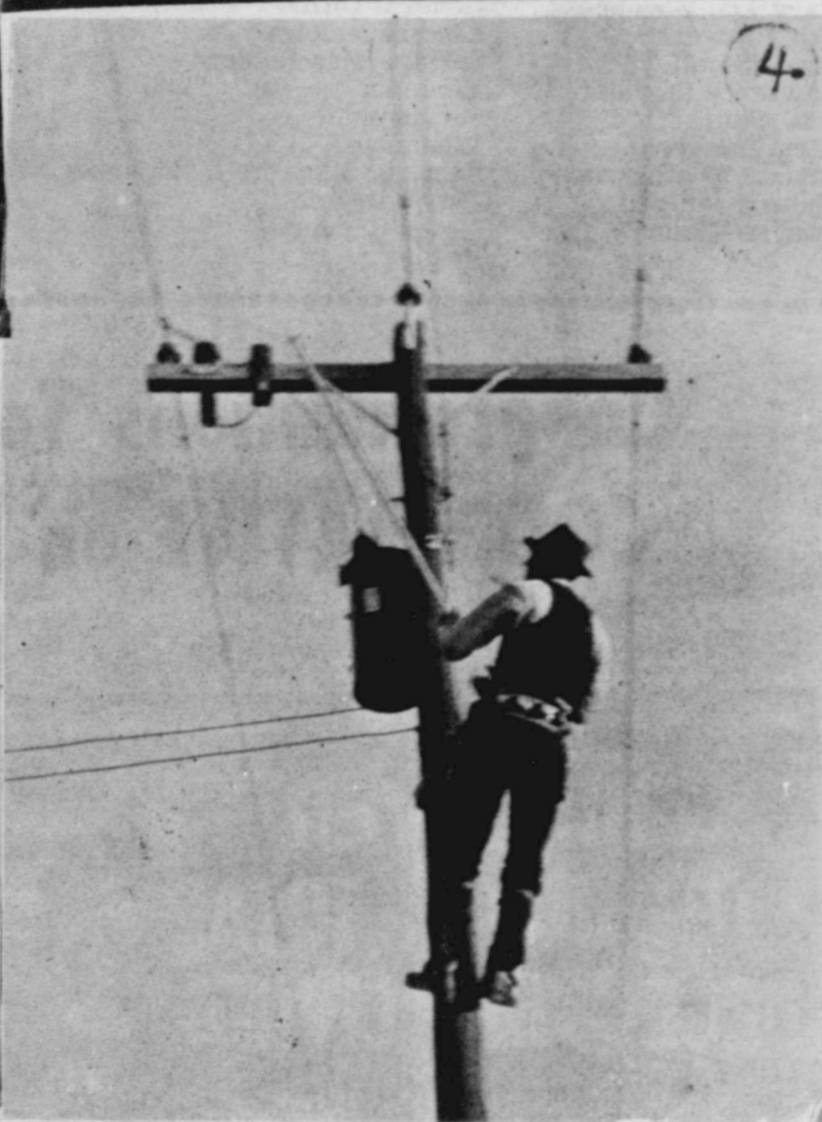


First digger truck and pole hauler

For many years the wheels of progress at Lighthouse Electric have included Chevrolet trucks. Strong, reliable Chevrolets mean prompt efficient service to the customers of Lighthouse Electric.



ODEN CHEVROLET COMPANY



Rural Electrification Program

The task of rural electrification in upgrading America's rural economy is, in a real sense, just beginning.

Today, rural electric cooperatives are in the forefront of much of the activity to revitalize and strengthen the economy and social well-being of rural America. Their contributions to the total strength of the nation are growing daily.

Rural electric cooperatives serve 10 percent of the population and almost three-fourths of the land mass of the country. Cooperatives serve the breadbasket of the world and are partly responsible for the fact that the American farmer produces more food of higher quality at lower prices than any farmer anywhere in the world.

Rural electric cooperatives serve more than 80,000 rural schools and hundreds of defense installations in remote areas. Electric cooperatives employ directly more than 28,000 people with an annual payroll of more than \$140 million. Rural

electric systems provide important yardsticks for determining what electricity should cost, a fact which benefits every consumer of electricity in the nation.

Rural electric cooperatives today are extending the cooperative, private ownership of electric systems to more than five million American households. Every consumer-member of a rural electric cooperative has one vote in the conduct of its affairs and the establishments of its policies.

The coming of electric power to the farm ranks with the advent of modern genetics, fertilizer, pesticides and the farm tractor as one of the five most revolutionary forces to be introduced into agriculture during the twentieth century.

It has raised farm production and increased farm efficiency, assuring our expanding city populations of plenty of food and fibre at reasonable prices.

It has extended the boundaries of modern living, bringing

the convenience of modern electric appliances to the country home.

It has helped establish new job-creating business and industry in rural areas and provided a billion dollar a year market for goods produced in the city and the country.

All this has been accomplished by the hard work and determination of local people, with the help of a realistic Federal loan program.

Behind the rapid and successful development of rural electrification in the United States lie the efforts of almost 1,000 non-profit electric systems. While a few of these are

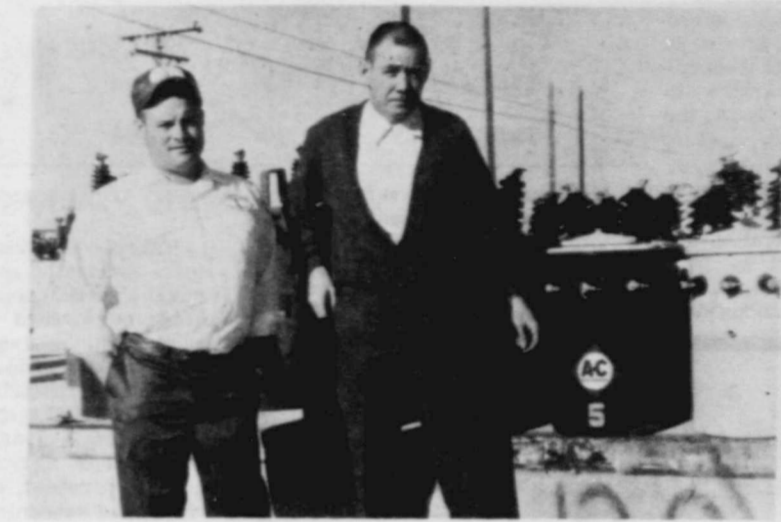
SEE PROGRAM PAGE 6



LIGHTHOUSE MANAGER is Melvin Henry. He has been with Lighthouse for 30 years. (Staff Photo)



ASSISTANT TO MANAGER AND ENGINEER at Lighthouse is Claude Weathersbee. He has been with Lighthouse since 1951. (Staff Photo)



Cummins Scotty Slaughter with Harvey Allen

BEST WISHES TO
LIGHTHOUSE ELECTRIC
on their 30th Anniversary
CUMMINS SUPPLY

BOX 124

AMARILLO, TEXAS

FIRST FLOYD COUNTY RURAL ELECTRICITY SERVICE... 1. L. W. Chapman throwing switch at Petersburg sub-station on May 4, 1939, 6:30 p. m. 2. (left to right) L. W. Chapman, A. Chatham, L. D. Britton, linesman, G. L. Snodgrass, director. 3. Farm home of T. B. Rambo receives first REA electricity. 4. L. D. Britton throwing fuse switch. 5. Mr. and Mrs. T. B. Rambo.

HESPERIAN OFFICE SUPPLY

Salutes

Lighthouse Electric Cooperative
on its 30th. Anniversary



© NRECA

Congratulations to

Willie Wirehand
and everyone at



Lighthouse Electric Co-op
ON THEIR
30th Anniversary
Consumers Fuel Assn.

FLOYDADA, TEXAS



Far And Wide

The benefits of the rural power programs are clear and undeniable. If anything, the farmer needed electric power even more than his city cousin, who got it about 30 years sooner. Electricity now performs more than 600 different tasks on the farms, and it has been instrumental in keeping American Agriculture out front as the most modern and efficient in the world.

As far as the farmer and his family are concerned, electricity has banished the word "hick" from the American vocabulary. Radio and television have put the once isolated farmer in touch with the world.

The farmer's wife is using the same household appliances and equipment today as her counterpart in the city, and the kids are studying with plenty of light instead of the dim kerosene lamps of the days before rural electrification.

Lighthouse Electric Cooperative offers many services to its member owners and to the communities, which aids in making life better for all. Work with 4-H, FFA, FHA, Young Farmers, Young Homemakers, and Home Demonstration organizations as well as irrigation efficiency tests, collection of better homemaking ideas

Year 1939 To	No. Wells	Rec. Service	Miles of Line	Waiting for Service	Average Monthly KWH	No. Employee	No. Vehicles
1943	5	236	175	630	66	6	3
1944	5	711	343	543	73	8	3
1945	8	758	407	965	77	9	3
1946	8	1122	589	952	77	11	5
1947	8	1426	814	927	86	15	7
1948	30	1760	989	953	100	20	6
1949	84	2030	1244	879	114	20	6
1950	116	2124	1352	939	125	20	6
1951	271	2352	1500		168	25	8
1955	631	3017	1662		383	28	10
1960	748	3317	1766		400	32	15
1965	1570	4087	2001		405	46	16
1967	1793	4252	2066		490	40	19
1968	1820	4284	2084		519	40	20

programs are just a few of the services Lighthouse Electric performs in keeping with the ideals of the organization to help better the life of our membership.

DID YOU KNOW THAT

"Rural electric" is the term generally applied to the rural electric cooperatives and consumer-owned power districts which have been built with the help of loans from the Rural Electrification Administration (REA), an agency of the Federal government's Department of Agriculture. REA loans are repaid, with interest, on a fixed schedule.

The Rural Electrification Act, which made rural electrification possible, was passed in 1936. It was sponsored in the U. S. Senate by George W. Norris (Republican of Nebraska), and in the U. S. House of Representatives by Sam Rayburn (Democrat of Texas). At the time the Act was passed, only 10% of America's rural areas had central station electric power. Today, that figure is 98%.

Rural electric face the continuing problem of keeping their systems able to meet the ever-growing demand for electric

power - which is doubling every seven years in rural areas. Rural electric have been serving the same areas for many

years, but their number of customers grows as the population of rural areas grows.



POWERFUL GMC TRUCKS

A PART OF LIGHTHOUSE ELECTRIC'S

MORERN EQUIPMENT

WE CONGRATULATE THE FOLKS AT LIGHTHOUSE ELECTRIC ON THE OCCASION OF THEIR 30th ANNIVERSARY, AND WE ARE PROUD TO HAVE A PART IN THEIR MANY YEARS OF PROGRESSIVE SERVICE TO THE PEOPLE IN THE CAPROCK COUNTRY.

YOUR AUTHORIZED GMC-BUICK-PONTIAC DEALER

City Auto Inc.



Congratulations to
LIGHTHOUSE ELECTRIC
ON YOUR

30th Anniversary

FROM YOUR FINA DEALERS

EDDIES FINA & JARRETT OIL CO.

MATADOR HIGHWAY

LIGHTHOUSE ELECTRIC EMPLOYES 40 PERSONS WHO HAVE COMPILED 431 YEARS OF EXPERIENCE. THEIR NAMES, POSITIONS AND YEARS OF SERVICE ARE AS FOLLOWS:

NAME	TITLE	YEAR BEGUN	TOTAL YRS.
Harvey Allen	Material Clerk	1-20-64	5
Nolan Arney	Lineman	1-1-52	17
Michael Ausmus	Service Helper	10-2-67	2
Arthur Willis Bates	Truck Driver	3-10-69	-
Wayne Collins	Staking Engineer	5-10-51	18
Wilma Colston	Dispatcher	12-13-65	4
Carolyn Cunningham	Billing Clerk	9-9-63	6
Jackie Duke	Construction Foreman	2-21-52	17
Eugene Edwards	Digger Operator	3-5-62	7
Weldon Emert	Lineman	3-24-69	-
Kay Gilbert	Capital Credit	10-11-65	4
Barbara Goen	Head Billing Clerk	12-7-59	10
James Golightly	Truck Driver	4-6-65	4
K. L. Gregory	Meter Department	2-12-47	22
Corkey Guffee	Assist. Bkpk. & Work Order Clrk	8-1-50	19
Melvin Henry	Manager	11-21-39	30
Wanda Hickerson	Office Manager & Accountant	10-11-50	19
Alton Higginbotham	Director of Member Service	1-13-63	6
Linda Hodges	Cashier	8-8-66	3
Andrew James	Lineman	1-18-60	9
Bill Lamb	Lineman	1-11-65	4
Dale Lawson	Lineman	2-22-60	9
Carl Lewis	Service Man Helper	31-148	21
James A. Marricle	Equipment Serviceman	12-14-48	21
Eutimio Martinez	Lineman	2-17-64	5
Carson McKaskle	Lineman	2-1-65	4
Edd Neff	Meter Reader	10-21-51	18
O. A. Neff	Serviceman	10-5-49	20
Mary Phillips	Home Service Advisor	10-7-65	4
Edwin Pollan	Maintenance Foreman	2-26-47	22
Print Rice	Custodian	12-6-68	1
Mary Lou Rodriguez	General Office Clerk	9-6-66	3
Wiley Rogers	Line Superintendent	9-10-43	26
Doyce Smalley	Service Man Helper	9-11-56	13
Lawrence Stovall	Lineman	3-1-60	9
J. B. Stutts	Serviceman	11-13-50	19
Gary Thompson	Lineman	1-3-66	3
Claude Weathersbee	Asst. to Manager & Engineer	10-8-51	18
Anthony Whitfill	Truck Driver	11-16-67	2
Dwayne Wilson	Meter Reader	2-26-62	7
			431



ALTON HIGGINBOTHAM is director of members service and has been with Lighthouse since 1963.

How It All Started

It all started a long time ago in the Twenties. Farmers wanted electricity, but their efforts to obtain this much needed service were unavailing.

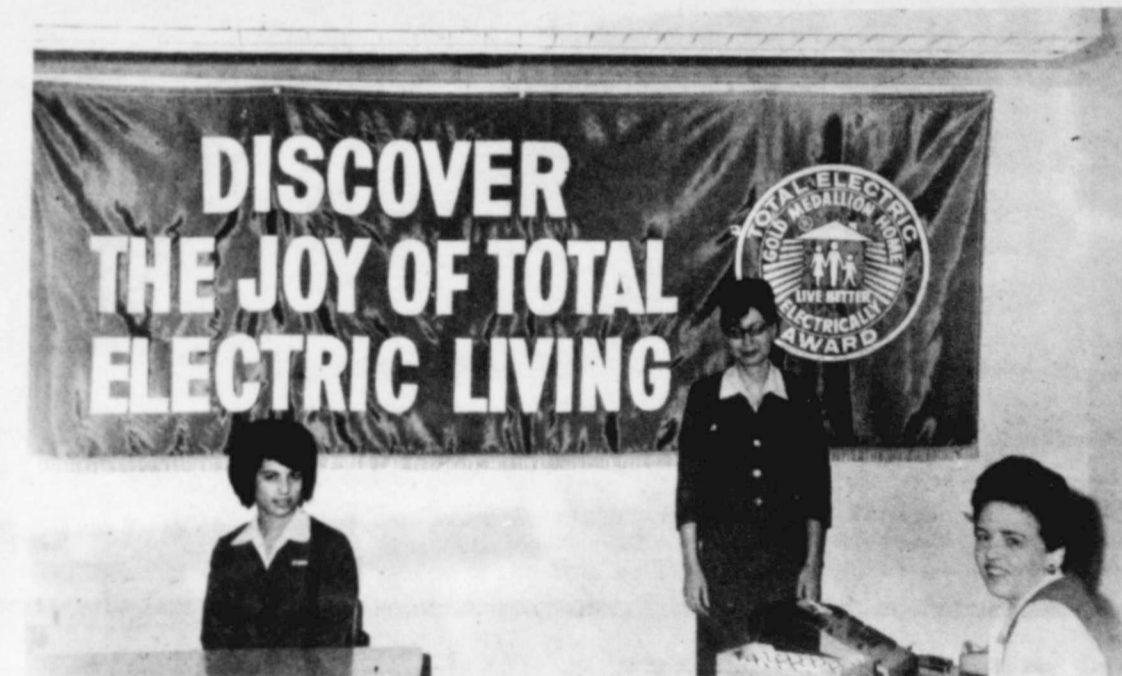
As the farmers' need for power grew with the increasing spread between city and farm living and business standards, so their efforts to get electricity grew more insistent. Word got around about a new Federal program, called REA. People in the area around Floydada had already started an electric Cooperative and received an REA loan.

The big day was March 10, 1939, when the first meter was set for Mr. and Mrs. T.B. Rambo of Petersburg. From that date until World War II,

more and more people became acquainted with some of the comforts they had wanted for so long. With the beginning of the war, and the subsequent shortage of materials a slowdown was noted. But immediately after V-J Day people again started working toward their "dream come true."

The Lighthouse Electric Cooperative service area is 100% electrified, but the job is far from through. The load is doubling every 10 years, and continues to grow. This is your own electric system to use and support. That is how it started, a humble beginning, but started and continued by the most determined of people.

Congratulations To LIGHTHOUSE ELECTRIC COOPERATIVE on your 30th Anniversary



Receptionists... (l to r) Mary Lou Rodriguez, Mary Gilbert, Linda Hodges

THE BAKER COMPANY

13TH. & AVENUE L.

LUBBOCK, TEXAS

It has been our privilege to be a part of this 30 years of progress as we have supplied both office supplies and office equipment for the business of Lighthouse Electric.

We trust that we may continue to be of service to the company who serves the great caprock country with electric service.

LIGHTHOUSE ELECTRIC EMPLOYEES 40 PERSONS WHO HAVE COMPLETED 431 YEARS OF EXPERIENCE. THEIR NAMES, POSITIONS AND YEARS OF SERVICE ARE AS FOLLOWS:

Year	No. Wells	Rec. Service	Miles of Line	Waiting for Average Monthly KWH	No. Employee	No. Vehicles
1943	5	544	318	630	6	3
1939	5	236	175			

Far And Wide
The benefits of the rural power program are clear and undeniable. If anything, the far-

Lighthouse Electric Cooperative Inc., got its start in business just like every other corporation. It borrowed the capital it needed to set itself up as a going concern. It did not receive in 1938, the year we started our cooperative, nor has it ever received any gifts or grants for its capital structure.

Instead of floating stock issues or selling bonds, it borrowed its money from a Federal agency, the Rural Electrification Administration. REA is Lighthouse Electric Cooperative banker, and that is the only relation or connection between the two. We run our own business. REA cannot intervene, nor does it try.

As a prudent banker would do, REA wrote into the loan

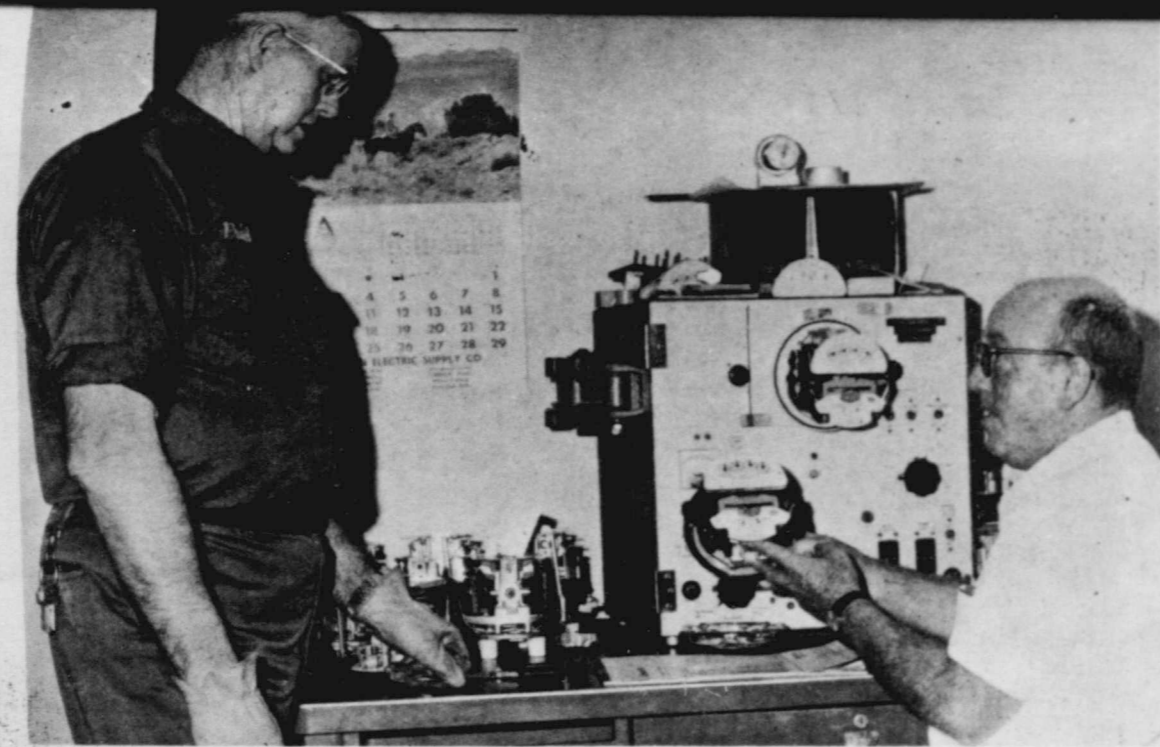
To safeguard the national interest, REA has one further requirement, we have to serve everyone in our service area, big or small, rich or poor. That looked like a big job. To accomplish it, congress set the REA interest rate at a low 2% and gave up 35 years to repay. But we have to repay every REA dollar with interest.

contracts certain safeguards for its money. We must build our electric lines according to first-class engineering standards, we use the same book-keeping system that the Federal Power Commission requires of commercial power companies, and we have to hire some outside certified public accountant to go over the books once a year.

DON'T MISS THE
30TH. ANNIVERSARY
MEETING SATURDAY

- PRIZES
- ENTERTAINMENT
- FREE DINNER

LIGHTHOUSE
ELECTRIC



CUSTODIAN Print Rice watches meter repairman K. L. (Red) Gregory



WILEY ROGERS
Line Superintendent with Lighthouse since 1943.

PROGRAM

FROM PAGE 3

organized as public bodies, the vast majority are consumer cooperatives, a private enterprise form of corporate organization which is owned and controlled by those it serves.

Today these rural electric systems operate more than 1 1/2 million miles of line providing service through more than 5 million meters to approximately 20 million rural people. These consumers, who represent more than half of all the rural electric customers in America today, are located in 46 states, the Virgin Islands, and Puerto Rico.

New homes and other loads locating on rural electric lines are adding 10,000 new consumers a year. Power loads are doubling every seven years.

electricity to its members at the lowest possible cost, consistent with reliable service. This is an economic objective, born of necessity. Nearly half

Most rural electric co-op members are privately engaged in some form of profit-making enterprise. But these members also know

out back in the 1920's, 30's and 40's that the commercial electric companies were not going to make electricity available to rural people at rea-

son to help themselves, and the electric cooperative was born. The idea was as old and native to America as barn-raising.



RADIO DISPATCHER is Wilma Colston, who has been with Lighthouse since 1965.

P. E. I. CORPORATION, representing GE COMPANY as manufacturers representative for the finest 2-way radio equipment salutes Lighthouse Electric on its 30th Anniversary.

P. E. I. provides excellent 2-way radio service to customers in this area in the person of Mr. Dan Grotts, 204 Thomas Blvd., Plainview, Texas. Call Dan at 293-2451 if you need service or equipment.

P. E. I. CORPORATION

BOX 2625

AMARILLO, TEXAS

THE ELECTRICAL APPLIANCE DEALERS SALUTE Lighthouse Electric Cooperative



on its **30th Anniversary**



Mary Phillips, Home Service Advisor

ELECTRICITY HAS BROUGHT THE RURAL PEOPLE OF THIS AREA THE ENJOYMENT AND CONVENIENCE OF ELECTRIC APPLIANCES.

MAYTAG-PHILCO
COLLIER'S APPLIANCE
122 EAST CALIFORNIA PHONE 983-2474

AMANA - FRIGIDAIRE APPLIANCES
LOWRANCE APPLIANCE CENTER
115 E. MISSOURI PHONE 983-3556

KENMORE APPLIANCES
SEARS ROEBUCK & CO. CATALOGUE SALES
100 S. MAIN PHONE 983-2862

SIGNATURE
MONTGOMERY WARD CATALOGUE SALES
113 W. CALIFORNIA PHONE 983-5331

SPEEDQUEEN APPLIANCES
HOME APPLIANCE SERVICE
116 W. MISSOURI PHONE 983-2846

DEARBORN NORGE - AMANA - OKEEFE & MERRITT
KIRK & SONS FURNITURE
119 E. MISSOURI PHONE 983-3280

HOME OF WHIRLPOOL APPLIANCES
PARKER FURNITURE & APPLIANCES
118 S. MAIN PHONE 983-2540

CATALINA APPLIANCES
WHITE AUTO STORE
117 W. CALIFORNIA PHONE 983-3514

Best Wishes To The Folks At Lighthouse Electric

Our Congratulations and Best Wishes to the Lighthouse Electric Cooperative on the occasion of their 30th Anniversary.

As you have progressed in service, you have also progressed in office equipment. The Burroughs Electronic Data process of bookkeeping is a part of that progress.



(l to r) Corky Guffee, Carolyn Cunningham, Barbara Goen

BURROUGH'S CORPORATION

103 EXECUTIVE CENTER

LUBBOCK, TEXAS



STAKING ENGINEER at Lighthouse is Wayne Collins. He has been with Lighthouse since 1951. (Staff Photo) Lighthouse serves Floyd, Motley, Hale, Briscoe, Swisher, Crosby and Dickens counties.



ANNUAL MEETING COMMITTEE... The district planning committee for Lighthouse Electric include; left to right, Mr. and Mrs. Gayle McPherson, Lone Star, Mr. and Mrs. Ned Bradley, Dougherty, Bradley will Emcee the annual meeting, Mr. Jimmy Kelly, Petersburg, chairman, Mr. and Mrs. C. L. Gilly, Cedar Hill, Mr. and Mrs. Bill Young, McAdoo, Mr. and Mrs. Ray Tiney Dougherty, Mr. and Mrs. Billy Jo Smith, McCoy and Kay Crabtree, Floydada, Mrs. Crabtree is not pictured.

DON'T MISS ANNUAL MEETING SATURDAY IN FLOYDADA



OUR CONGRATULATIONS TO LIGHTHOUSE ELECTRIC FOR 30 YEARS OF DISTRIBUTING A MUCH NEEDED AND APPRECIATED, SERVICE TO OUR AREA.

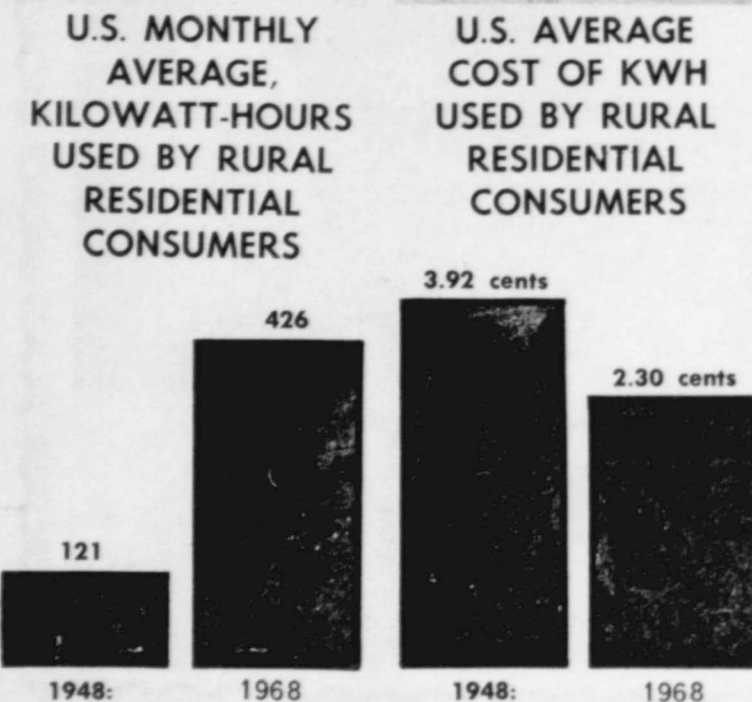
THE PEOPLE OF THE CAPROCK COUNTRY ENJOY THE MANY CONVENIENCIES OF ELECTRICITY THROUGH LIGHTHOUSE ELECTRIC.

BEST WISHES TO THE BOARD, STAFF AND MEMBERSHIP OF LIGHTHOUSE ELECTRIC ON THIS OCCASION.

REED FORD & MERCURY SALES
RALLS HIGHWAY



Wanda Hickerson, office mgr. and accountant, with Lighthouse since 1950.



This picture was taken in 1940 at the A.H. Kreis farm eleven miles east of Floydada. On this occasion one of the first deep well installations was converted to electricity. This pump is set at 225 feet and powered by 1 1/2 HP electric motor. In the picture from left to right are: A.H. Kreis; Edgar Kemp, Soil Conservation Service; Clifford Tubbs, County Judge; Henry Schact, Board member; L.A. Williams, AAA county committeeman; and L.W. Chapman, Co-op manager. Mr. Kreis was a Board member at this time too.



HARVEY ALLEN, material clerk

Let's look at a cooperative - a rural electric cooperative. What kind of enterprise is it? Suppose a rural family decides to install a generator to supply electricity for its home - rather than buy power from an electric utility. That's private enterprise, isn't it? Suppose, then, that two neighboring families jointly install a larger generator and hook their lines together in order to better serve their electricity needs. That's still private enterprise isn't it? Now suppose that 1,000 families join hands and cooperatively install large generators and electric distribution lines to provide electric service for themselves. Anything wrong with that? Next, ten or 15 big REC's -

all owned by rural families - pool their resources to build a bigger, more efficient generating plant and heavy transmission lines to supply wholesale power for themselves. At what point did this venture become something other than private enterprise? It didn't. It's still private enterprise - private, cooperative enterprise - just as "private" as a business operation you can find. But RECs borrow money from the Federal government's Rural Electrification Administration (REA), it may be said. Does that make a difference? Does the factor which borrows money from the Small Business Administration (SBA) give up its private enterprise status? Does the farmer who borrows money from the Farm-

PRIZES
ENTERTAINMENT
FREE DINNER

LIGHTHOUSE ANNUAL
MEETING SATURDAY



(l to r) Buck Marricle, Doyce Smalley, Gary Thompson

Westinghouse Transformers
are a part of the 30 years
of Lighthouse progress.

OUR CONGRATULATIONS TO EVERYONE AT LIGHTHOUSE ON THE COMPLETION OF THIRTY YEARS OF ELECTRICAL SERVICE TO THE PEOPLE OF THE CAPROCK COUNTRY.

WE ARE PROUD TO BE A PART OF BRINGING THE CONVENIENCES OF ELECTRICITY TO THE RURAL PEOPLE OF THIS AREA.

WESTINGHOUSE ELECTRIC SUPPLY CO.

520 34TH STREET LUBBOCK, TEXAS

Congratulations to Lighthouse Electric

IT HAS BEEN OUR PRIVILEGE THROUGH THE YEARS TO SUPPLY BOTH OFFICE EQUIPMENT AND VARIOUS OFFICE SUPPLIES FOR LIGHTHOUSE

ELECTRIC.

OUR BEST WISHES TO THE BOARD OF DIRECTORS, STAFF AND MEMBERSHIP.

SOUTH PLAINS STATIONERY

HANK THOMSON

LUBBOCK, TEXAS