

Prescription Burning Eyed in Range Management



PRESCRIPTION BURNING—Controlled range burning benefits plant and animal life and is an economically sound method of brush control. Research in the Texas Tech University College of Agricultural Sciences demonstrates its value as a range management technique.

Old ideas about fire are going up in smoke as research at Texas Tech University continues to indicate that, far from being the scourge it was once thought to be, fire is a valuable tool in range management.

Prescribed burning of rangeland can increase grass production, make forage more accessible to livestock, improve wildlife habitat, control undesirable shrubs, provide a mineral seedbed for establishment of commercial trees and control certain plant diseases, according to Dr. Henry A. Wright, Texas Tech professor of range and wildlife management.

"The real problem now," said Wright, "is that we need a transfer of technology from university to rancher. After 10 years of research we know a lot that ranchers can use if we can get the information to them.

More students are studying fire ecology every year at Texas Tech. "It takes two or three years for a person to become a competent fire ecologist," Wright estimated. "In addition to training, he or she needs common sense and good judgment."

"One needs knowledge of weather, fire behavior and plants," he said. "Inexperienced people have no idea how fierce fire can be at times and how docile at other times. They tend to be far too cautious or to have no fear at all. If you have no fear, it's dangerous. If you're overly

cautious, you can't get the job done."

Wright emphasized marked differences between effects of a wildfire and a prescribed burn. A wildfire burns parts of two or three pastures. Livestock then concentrate on burned areas where grass is tender and contains more protein, and burned areas develop a bad appearance from overgrazing.

Prescription burning is done on a "manageable unit basis." Livestock then graze equally over the entire area and land appearance is entirely different.

Brush control by burning is cheaper than using chemicals which cost about \$7.50 an acre, while a prescription burn by Texas Tech costs about \$2 an acre in mesquite-tobosa country and \$5 an acre in cedar country. Wright said a rancher could probably do the job for himself for 50 cents an acre but would need expert assistance with his first couple of burns.

If wildlife is part of the ranching program, about 20 per cent of the area should be left unburned because, while wildlife prefer to feed in burned areas, they also need cover. Protecting tall trees, islands of trees, draws and steep slopes provides a mixed habitat.

Wright said this is the best approach, since it provides shade for cattle and aesthetic satisfaction for people.

Wright said some impressive results have been demonstrated

with prescription burning of rangeland. Grass production has at least doubled and grass utilization has increased after burns near Colorado City. Five years after a burn in the Rolling Plains 25 per cent of the mesquite and 70 per cent of the prickly pear were dead and grass production increased. In a dense cedar area of the Edwards Plateau, one rancher was able to increase carrying capacity from 1 cow per 50 acres to 1 cow per 5 acres after bulldozing the cedar and broadcast burning.

Planning for a prescription burn may begin two years in advance, according to Wright. In West Texas firelines are usually prepared in November before burning in February when grasses are dormant and no harm will occur to nests or young animals.

Livestock can usually graze the area four months after a burn, although in dry years the range may require eight months to be ready for grazing. In mesquite-tobosa country livestock can graze after two or three weeks.

Range burning creates comparatively little pollution. The main pollutant is "particulate matter," the black material that goes up in the air. It falls to earth during the next rain, doing no harm, said Wright. "however, if there is a lot of dust in the air already, we hesitate to overload the air with particulate matter which might irritate allergies."

Mrs. Debbie Martin to Take Emergency Pharmacy Calls

Frank and Cheri Kantro of the Shallowater Prescription Shop are happy to announce that Mrs. Debbie Martin will be taking emergency calls for the pharmacy, when it is closed.

Anyone needing prescriptions filled or refilled after the firm has closed for the day, or weekend, may call Mrs. Martin at 832-4739.

Receiving her Pharmaceutical Degree from Southwestern Oklahoma State University in 1974. Mrs. Martin grew up in Amherst, graduated from high school there and is employed in the Pharmacy at St. Mary's Hospital in Lubbock.

Her husband Steve, a native of Sudan, is employed with the Internal Revenue Service and they have a nine month old daughter, Errin and are members of the Shallowater First Baptist Church.

Mrs. Martin lists her favorite hobby as water skiing, while her husband likes fishing the best. He is also a member of the newly organized Jaycees.

The couple reside at 717 14th St., moving here from Lubbock



the middle of March, where they lived for a year and a half.

Residents are reminded to copy 832-4739 down, so when an emergency for medicine arises, and the pharmacy is closed, all you have to do is dial the above number and Mrs. Martin will be happy to fill the prescription for you.

Caucus Public Affairs Program To be Held April 30 in Lubbock

A Caucus Public Affairs Program will be held April 30, 8:00 p.m. at the Lubbock Hilton Inn, located on Ave. Q.

Featured Speaker for the Caucus Public Affairs Program will be Dr. Larry P. McDonald, Democratic congressman from Ma Rietta, Georgia. Dr. McDonald is a urologic surgeon who was elected to Congress in 1974 and has been an outstanding leader in the conservative movement. He presently serves on the House Armed Services Committee, the Research and Development Subcommittee, and the Seapower Subcommittee.

Another outstanding speaker is Captain Joe E. Hickox of Route one Shallowater who is stationed at Reese Air Base and has been seen quite frequently on Channel

5 KTXT Lubbock speaking on, "The dangers of leaving our Navy, Army and Air Force reserves decrease while Russia is increasing and becoming more powerful all the time."

Jim Reese of Odessa, Texas, will be bringing us an outstanding speech on government activities.

A Reminder

Subscribers who received a renewal notice during the past few weeks are urged to get payments in to our office promptly.

This is the last issue these subscribers will receive until payment is made.

Notes From An Ex-Mayor

It's like they say, everybody ought to be mayor at least once! By doing this, they could get an over all perspective of the whole town instead of just what effects one or two good citizens or one or two perfidious individuals. It's frustrating not to be able to meet everyone's immediate needs and wants; instead, the council and mayor have to weigh and shift around, things, in such a way as to benefit the whole town the most. Almost any ordinance will not please everyone, and it's true, it could even put a hardship on a few people, while helping the majority immensely. The mayor and council needs to know the wants and needs of the people, and appreciate suggestions very much when approached in a business or gentlemanly manner. This is the best way of meeting needs and helping to correct errors that are being made. If you feel something needs to be done, please make suggestions to the mayor or city council, for someone else may not do it.

The biggest disappointment that I have had, is for us not to have been able to get a permanent water supply to our town and the enlargement of the sewer facilities. Mayor Roy Bass and Mr. Wall (head of water development of Lubbock) have talked very favorably about including us in on the Justiceburg development and I hope this will be done.



CHARTER LIST—Shallowater Jaycee Don Enger, center, presents a list of charter members of the Shallowater Jaycees to Doc Hanks, left, president of the Texas Jaycees and Frank Ziebell, right, president of the U.S. Jaycees. The Shallowater group will discuss projects for the fledgling chapter at 6:30 a.m. May 1 at the Shallowater Restaurant. Men between 18 and 35 are invited to join.

Band Boosters Meet

The Shallowater Band Boosters will meet Monday, May 2 at 7:30 p.m. in the Band Hall. Everyone is invited to attend.

To be the Mayor of Shallowater, is to be the mayor of the best town I know of anywhere. The people are progressive, warm, and open, and we have a town that we're proud of and love, so let's band together and move forward. Thank you for letting me be your mayor.

Stockholders Meeting Set

The annual Stockholders meeting of Shallowater Coop Gin has been called for 12:00 noon May 7, 1977 at the Shallowater School Cafeteria, according to an announcement from Board President Doyce Middlebrook.

The public is invited to the business meeting which will begin at 1:00 p.m.

Serving with President Middlebrook are directors Bill Burgett, Jack DuLaney, W.R. Lupton, Howard Preston, E.B. Teague and M.J. Williams.

Party Line

Georgia Horton, Betty True-lock and Sue Pair attended the regional track meet in Odessa Friday and Saturday. The Jay Stantons went down on Saturday.

Mr. and Mrs. George Gidden were in Dumas over the weekend visiting Mr. and Mrs. Harold Gidden and children.

Mrs. Oliver Baer fell and broke her wrist Saturday and was admitted to St. Mary's Hospital for treatment. She was released Sunday.

James Moore of Orange, California was a dinner guest Monday night in the home of his sister, Mr. and Mrs. George Gidden.

Mr. and Mrs. Austin Westbrook were in Amarillo Sunday, visiting her sister, Mr. and Mrs. Gene Moore.

Mrs. C.E. Ream underwent surgery Wednesday at Lubbock Osteopathic Hospital.

Tommy Harrison and his son,

Walter, were in Dallas over the weekend visiting Tommy's mother, Mrs. L.M. Harrison and his brother, Mr. and Mrs. Don Harrison and son and also his son and granddaughter. Mr. and Mrs. Tommy Harrison and Misty, Lori participated in the tennis meet at Odessa and Jerry attended the West Texas Pharmaceutical Convention in Abilene with Mr. and Mrs. Bob Stanley of Lubbock.

Sam Thomas is sporting a brand new three wheel bicycle, presented to him by his wife, Tommie.

Visitors last week in the Lawrence Williams home was his sister, Mr. and Mrs. Richard Wrather of Murfreesboro, Tenn., Williams brother, Mr. and Mrs. Roy Williams of Stillwater, Okla., Mrs. Williams' sisters, Mrs. Margie Branch of Brownfield and Mrs. Hulda Ellard of Portales, N.M. and her brother, Mr. and Mrs. Homer Durham of Lubbock. Also Rev. Wayne Williams of Lubbock and Rev. Alan Cartrite of Roby.

Mr. and Mrs. Newman Lusk and Cindy visited recently with Mr. and Mrs. Russell Durham of Amarillo, Mrs. Pat Lusk and family of Guymon, Okla., Mr. and Mrs. John Burchard, Mr. and

Mrs. Ron Ferris of Austin, and Mr. and Mrs. Mancil Lusk of Roundrock, and Mrs. Minta Cryer of Cameron.

Look Who's New
Mr. and Mrs. Billy Hayslip of 1016-14th St. proudly announce the arrival of a baby girl, born Monday, April 25, at 4:41 p.m. in St. Mary's Hospital.

Tipping the scales at 9 lbs. 8 1/2 ozs. the little miss was named Rebekah SuAnn, after her three sisters, Brenda Kay, Shirley Ann and Jana Sue and was 20 1/2 inches long.

She has one grandmother, Mrs. Floyd Hester of Lubbock and her father farms.

Youth Rally Set for Sunday

A Junior-Senior High School youth rally will be held at Shallowater Little League Park on Sunday, May 1st, starting at 2:30. A softball game will be followed by entertainment provided by the Sunshine Singers of Calvary Baptist Church. A testimony will be given by Texas Tech running back Mark Julian. All Junior-Senior students from Shallowater are invited to attend.

PTA To Meet

The Shallowater PTA will meet May 5th at 7:30 in the elementary cafeteria. There will be door prizes and refreshments will be served.

A decision will be made on how the PTA project money will be used, and a decision made as to the disbanding of the PTA. The possibility of disbanding is due to the lack of interest and support.

If you are interested in maintaining the Shallowater PTA and would like to hold an office, please contact Kay Lindsay, president, at 832-4778 or Donna White at 873-3432, before the May 5th meeting.



Mrs. Eva Witt of Wolfforth announces the engagement of her daughter, Kay, to Ray Morris, son of Mr. and Mrs. Don Morris of Shallowater. The couple plans an August 6th wedding. The bride-elect was graduated from Lubbock Christian High School and attends Texas Tech University. The future bridegroom was graduated from Shallowater High School and also is attending Texas Tech University.

Stokes Have Several Visitors

Recent guests in Garland Stokes' home this past week has been her aunt, Violet Ball Herrin and her husband Bob. The former Shallowater resident graduated from the school system here 51 years ago and from Lubbock High in 1927.

She enjoyed seeing some of her old friends again and was amazed at how pretty our town is and how it had grown with all the beautiful new homes and businesses. Jimmy Williams of Route 2, Rev. Wayne Williams of Lubbock and Jackie Williams are nephews. Lawrence Williams is a brother-in-law.

Also visiting has been Mrs. Stokes' Aunt and Uncle from Murfreesboro, Tenn., Mr. and Mrs. Richard Wrather. Mr. Wrather led the singing for the "Living Proof" revival at Parkway Baptist Church in Lubbock. Wayne Williams is the pastor. Mrs. Wrather is a sister of Lawrence Williams. She is 62 the youngest of 15 living children. The eldest is a sister of Portland, Oregon. She is 88 and in good health.

Mr. and Mrs. Roy Williams of Stillwater, Oklahoma, a brother of Lawrence Williams, was also here.

Jones to Operate Duncan Grocery

Mr. and Mrs. Danny Jones have purchased the Duncan Grocery and Station and will take over the management Monday, May 2.

Jones stated the firm will be called Shallowater Radio Service and repairs will be made on radios, CB's, stereos, tape decks, etc. with work being done by Hugh Beckham.

They will sell Conoco self service gas and be open from 8:00 a.m. to 7:00 p.m. six days a week.

Jones is employed with General Telephone Co. and the store will

be run by his wife Sleeta. The telephone number is 832-4660.

Bridal Shower to Honor Miss Grissom

Mrs. Linda Kay Grissom, bride elect of Mr. Andrew Swift III, will be honored with a bridal shower Saturday, April 30th from 2 to 4 p.m. in the home of Mrs. Newman Lusk. Selections are at Hemphill Wells. Colors of yellow, white and orange will be carried out in decorations. The couple will be married May 22nd.

Methodist Women Meet

The United Methodist Women of Shallowater met Monday evening, April 25th in the church parlor. The president, Mrs. R.R. Warren, opened the meeting with prayer. Roll was answered by reading a Bible verse containing the word, "rock."

Mrs. Tommy Poe presented the devotional.

The second part of the program, "Nations of Southern Africa," was introduced by Mrs. Louis McMenamy. Guest speaker included Miss Diane Elder and Don Crigger. Miss Elder is a Texas Tech student teacher in the Shallowater Elementary School. She showed a nice film on Southern Africa which depicted the area as on a tourist's viewpoint. This included the park reserves, landscape, and large cities.

Mr. Crigger, a missionary about to see a tour of duty to Burundi in South Central Africa, showed filmstrips that dealt more in the back country where most of the native Africans live. The filmstrip depicted Africa as only missionaries understand.

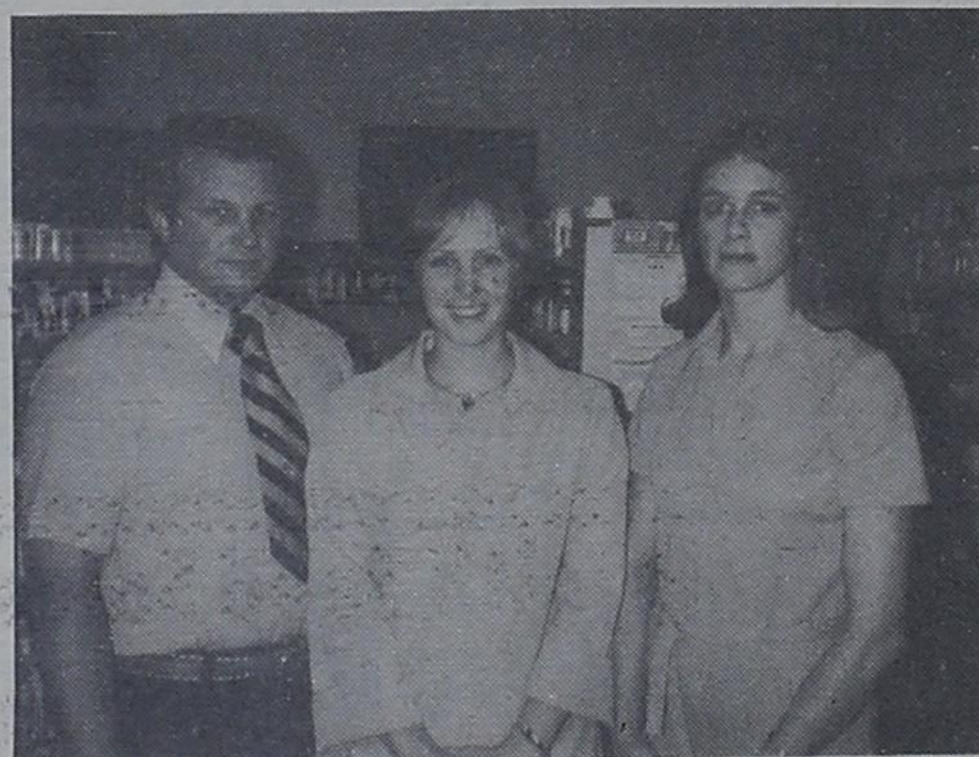
Rev. Tommy Ewing closed the meeting with prayer. Mrs. Ewing was hostess to 14 members, Miss Elder, Mr. Crigger and Mrs. Patsy Harmon, a former Shallowater resident from Malakoff, Texas.

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Shallowater Welcomes the Shallowater Prescription Shoppe



When the First State Bank started looking for a pharmacist to add to the health delivery services for Shallowater, the names of Frank and Cheri Kantro led all the rest! The youthful couple also own a prescription shop in Idalou and are already becoming active citizens in this area. Both are active in the communities they serve. Frank is active in Boy Scouts, Jaycees, Lions Club, and finds some time for bow hunting and gardening. Cheri is a new member of the Board of Directors of South Plains Health Systems, which serves a 15 county area of the South Plains. She enjoys handwork crafts and is also active in the Jayceetes.

The Kantros and Debbie Martin will all be active in the business. All three are graduates of Southwestern Oklahoma State University.

THE FIRST STATE BANK OF SHALLOWATER
PROMOTING SHALLOWATER COMMERCE



First State Bank of Shallowater

SUBURBAN TODAY

(Formerly The Sunday Citizen)

Suburban Today is an independent, privately owned newspaper, published weekly, except the first week in January and the next to the last week in July, on Thursday afternoon by Publication Service Company of Lubbock, Texas. Local office for Suburban Today is 808 11th Street. Address all mail and other correspondence to P. O. Box 339, Shallowater, Texas 79363.

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Shallowater Little League

It is springtime and therefore the baseball season is with us. The Shallowater Little League will begin play on May 3 at the Powell Little League Park.

This year the League Officers are Joe Hickox serving as President, Clois Cobb, Secretary and Treasurer, and Louis Lostruh, Player Agent.

The coaches will be as follows:

- Cubs**
- Wayne Oliver
- John Silvas
- Lupe Gonzales
- Braves**
- Danny Rhodes
- Manuel Luna
- Dodgers**
- Charles McClure
- Danny Manney
- Leroy Pack
- Giants**
- Billy Jungman
- Carl Jones

The Minor League will begin about the second or third week of May. A schedule and list of coaches will be printed at a later date.

Support your children by attending each ball game. There is no charge for admission.

Little League Game Schedule for Majors

First game will begin at 6:00 p.m., and the second game will begin at 8:00 p.m.

- May 3**
- Giants vs. Braves
- Dodgers vs. Cubs
- May 6**
- Braves vs. Dodgers
- Cubs vs. Giants
- May 10**
- Giants vs. Dodgers
- Cubs vs. Braves
- May 13**
- Cubs vs. Dodgers
- Braves vs. Giants
- May 17**
- Giants vs. Cubs
- Dodgers vs. Braves
- May 20**
- Braves vs. Cubs
- Dodgers vs. Giants
- May 24**
- Giants vs. Braves
- Dodgers vs. Cubs
- May 27**
- Braves vs. Dodgers
- Cubs vs. Giants
- May 31**
- Giants vs. Dodgers
- Cubs vs. Braves
- June 3**
- Cubs vs. Dodgers
- Braves vs. Giants
- June 7**
- Giants vs. Cubs
- Dodgers vs. Braves
- June 10**
- Dodgers vs. Giants
- Braves vs. Cubs
- June 14**
- Giants vs. Braves
- Dodgers vs. Cubs
- June 17**
- Braves vs. Dodgers
- Cubs vs. Giants
- June 21**
- Cubs vs. Braves
- Dodgers vs. Giants
- June 24**
- Cubs vs. Dodgers
- Braves vs. Giants
- June 28**
- Giants vs. Cubs
- Dodgers vs. Braves
- July 1**
- Giants vs. Dodgers
- Braves vs. Cubs

County Line Chit Chats

by Faye Ann Nelson

Mr. and Mrs. Vester Emgry visited friends and relatives in Fort Worth last weekend.

Have we waited too late? I hope not. Thank goodness we still have some people who are interested in saving our country. I had two long distance calls from Mrs. Tom Miller of Stanton, Texas who informed that a Conservative Caucus had been organized in our congressional district. It is a non-profit, non-partisan, nation wide organization with the objective of uniting conservatives for effective action in every one of the 435 congressional districts in America. Each district caucus is a separate legal entity. Some of the major issues that will be dealt with are as follows and what the caucus believes:

- (1) Taking guns away from law-abiding citizens won't control crime. Punishing criminals will.
 - (2) Forced busing must be stopped. Schools must be run by the communities and not by federal judges.
 - (3) Appeasing communists and reducing our military strength is foolhardy.
 - (4) It is wrong for the federal government to subsidize cities like New York, so wastefully managed that they can't pay their bills.
 - (5) We are being taxed beyond our means to support excessive federal welfare and food stamp giveaways.
 - (6) Inflation and unemployment are, in a large part, the result of reckless government spending and massive deficits.
 - (7) Our nation just develop our energy resources rapidly to avoid dependence on foreign countries.
 - (8) Support for a United Nations which regularly denounces America and its allies makes no sense and should be discontinued.
- For years liberals have had their lobbies and have been running our country. Media of all types

have all educated people toward liberalism. Now the Caucus is your lobby and your vehicle for presenting the sensible and rational viewpoint of the issues.

Happy birthday to Dena Moralez. She was two years old April 16 and celebrated her birthday with a party in Lubbock. She is the youngest daughter of Mr. and Mrs. Eloy Moralez. Dr. Moralez is employed by Farm Pack in Lubbock. They bought the Edd Nelson home in County Line. Mrs. Moralez is the daughter of Mr. and Mrs. Mike Valdez of County Line.

We have some new neighbors in County Line Community. Mr. and Mrs. Bob Coffee of California. He is employed by I.R.S. in Lubbock. They bought 18 acres from the Richardson-Stevens estate land and have moved a trailer house on the land. Mr. Coffee is originally from Florida and Mrs. Coffee is from California. They really got initiated when the sand storms blew here for a week or so. They asked if it did that way all the time. Welcome to our community Sharon and Bob. Mrs. Coffee has joined the County Line Community Club. She was also initiated into quilting. We are now in the process of quilting two quilts for Mrs. Faye Pope of Abernathy.

Mrs. Pam Connell and Mrs. Mary Ruth Manley will be hostess for the County Line Community Club Tuesday, April 26. We will meet to quilt again May 3 all day (bring a sack lunch) for quilting and fellowship. So come one come all and help us quilt. Everybody welcome. We appreciated all of the Abernathy and Shallowater women who came out and helped us quilt, and hope they will come back again. We do not quilt for the public ... just for those that have quilts and want to put them up and help us quilt for fun and fellowship.

Mr. and Mrs. G.W. Nelson attended the homecoming in Pilot Point, Texas. Mrs. Nelson's parents were originally from Denton County. They meet in the Community Building and spread lunch and visit with all the people that ever lived in Denton County. They are scattered all over the U.S.A. and once a year (first Sunday in May) they gather to reminisce.

By the time the average man learns the value of study, he's lost his eyesight.

SHALLOWATER DRIBBLERS Junior Girls Schedule

Date	Teams	Time
April 26	1 vs 3	6-7 p.m.
	2 vs 4	7-8 p.m.
April 28	1 vs 4	6-7 p.m.
	2 vs 3	7-8 p.m.
May 3	1 vs 2	6-7 p.m.
	3 vs 4	7-8 p.m.
May 5	1 vs 3	6-7 p.m.
	2 vs 4	7-8 p.m.
May 10	1 vs 4	6-7 p.m.
	2 vs 3	7-8 p.m.
Girls Major & Senior Divisions		
April 25	5 vs 7	6-7 p.m.
	9 vs 11	7-8 p.m.
April 26	6 vs 8	6-7 p.m.
	10 vs 12	7-8 p.m.
April 28	5 vs 8	6-7 p.m.
	9 vs 12	7-8 p.m.
April 29	6 vs 7	6-7 p.m.
	10 vs 11	7-8 p.m.
May 2	5 vs 6	6-7 p.m.
	9 vs 10	7-8 p.m.
May 3	7 vs 8	6-7 p.m.
	11 vs 12	7-8 p.m.
May 5	5 vs 7	6-7 p.m.
	9 vs 11	7-8 p.m.
May 7	6 vs 8	6-7 p.m.
	10 vs 12	7-8 p.m.
May 10	5 vs 8	6-7 p.m.
	9 vs 12	7-8 p.m.
May 12	6 vs 7	6-7 p.m.
	10 vs 11	7-8 p.m.

Quinns Purchase Billye's Flower and Gift Shoppe Here

Billye McElroy of Billye's Flower and Gift Shoppe announces this week that Woodrow and Mary K. Quinn of Lubbock have purchased the shop, effective Monday, May 2, and both new owners will be in the shop on Tuesday.

Billye invites everyone to come by and get acquainted with the Quinns all next week and enjoy a cup of coffee with them, as next week will be her last week to be in the shop.

The Quinns are well experienced in floral arranging and have been residents of Lubbock for many years.

The shop is open Monday through Saturday from 8:30 a.m. until 4:30 p.m. Monday through

Friday and until Saturday til 12:30 p.m.

Mother's Day is Sunday, May 8th. Show your mother you love her with flowers. They have in stock plenty of various pot plants, cut flowers, hanging baskets and lovely corsages and Mother's Day cards, with free delivery to Lubbock, Reese, Anton and the surrounding area with a minimum \$10 order.

Billye has been working since Mother's Day, 1951 and will be retiring on Mother's Day, 1977 after 26 years and has operated the shop here since Oct. 1971.

Her future plans are to relax and rest for awhile after working so many years and just enjoy her children and grandchildren. She stated she has thoroughly enjoyed and appreciated all the many friends and customers she has made during that time and thanks each of them for their patronage. It was greatly appreciated.

Sunday May 8th is

Mother's Day

Show Mother you Love Her With Flowers

WE HAVE IN STOCK

- POT PLANTS
- CUT FLOWERS
- HANGING BASKETS
- CORSAGES
- ETC.

MOTHER'S DAY CARDS

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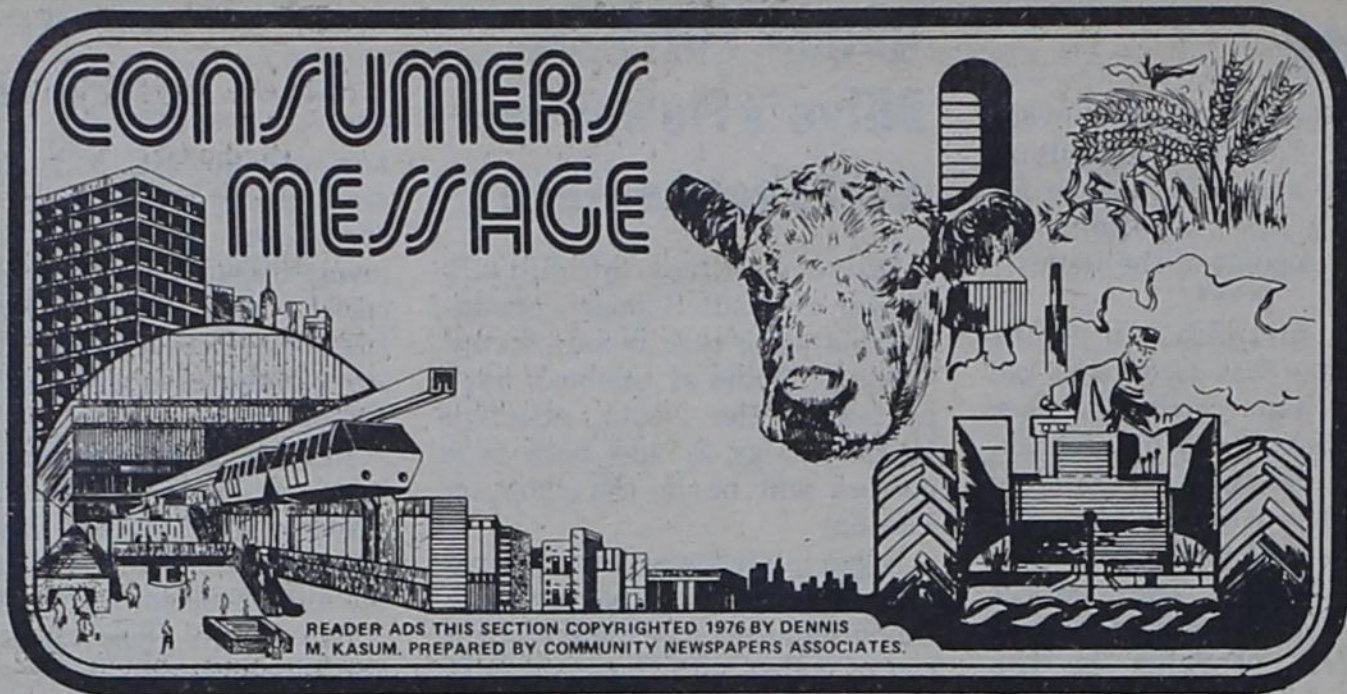


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 - Coral mushroom decorative pieces

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Tall Texann's Inc.

The Tall Texann's Inc. is located at 5418 Slide Road in Lubbock, phone 792-9944. Here they feature a complete line of tall ladies' ready-to-wear suitable for any TALL WOMEN 5'7" and over . . . from college girl to business lady to the homemaker. This fine shop caters to ALL women . . . who desire to look their absolute best at all times, and have a great selection of tall junior sizes too and are open from 10 a.m. to 6 p.m. Monday thru Saturday.

You can find just the right ensemble for your every mood or occasion at this full line store. They carry famous brands, of course, and offer all of the popular services such as layaways, charge accounts and bank cards. Stop in today . . . select a new pantsuit or maybe that new dress you've been wanting. You'll like the service and LOVE the selection!

If you haven't visited the Tall Texann's Inc. yet, Frances McQuire, the management, cordially invites you to do so. They value your patronage and will do **everything they can** to make you a regular customer. The editors of this 1977 Consumers Message urge all tall fashion-conscious women in this area to give them a try!

Sepeda's Auto Salvage

Joe Sepeda - Owner

At Sepeda's Auto Salvage located on 88th Street, 1/2 mile East of South Quirt Avenue in Lubbock, phone 745-9976, great buys are featured on good "re-cycled" auto parts. By using various parts from wrecked automobiles, this community-minded firm is helping to make the most of our resources and save you money at the same time. They have some parts for all cars and all parts for some cars!

Need an engine? This is the place to go! This fine wrecking yard has complete engine assemblies from late model cars and the prices are right! Auto glass? You bet! Tires, bucket seats, transmissions, rear ends, radios and other parts are also available here.

The writers of this 1977 Review urge you to "think ecology" when it comes to car parts . . . buy re-cycled. Visit Sepeda's Auto Salvage and save!

Trammels Lubbock Bail Bonds

Ethyl Cypert, D.P. (Jack) Trammell, H.C. Trammel, H.H. Trammel

Call 763-9248 for 24 hour service on bail bonds.

In this day and age many people are jailed and in this dire emergency, a bail bondsman is an invaluable asset and friend to have.

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The owners of this business have had long experience with bail bonds, and are thoroughly competent in every respect. Their advice in matters pertaining to bonding is sought after and respected. They offer the people of this area a 24 hour service and are always available to serve you.

We, the writers of this 1977 CONSUMERS MESSAGE, are not often able to give the whole hearted recommendation to any firm we give Trammel's Lubbock Bail Bonds at 808 Main in Lubbock, call 806-763-9248. They also have 7 other offices: (1) Floydada, Texas at 1115 S. Main, 806-983-2780. (2) Tahoka, Texas, 806-998-4191. (3) Muleshoe, Texas, 806-272-3292. (4) Hereford, Texas, 806-364-5770. (5) Edinburg, Texas, 512-383-5638. (6) Brownsville, Texas, 512-546-0331, and (7) Dallas, Texas at 710 Young St., 214-744-0605. (8) Amarillo at 118 E. 7th, 806-374-2509. (9) Empire Bonding Co. in Midland, Texas, Suite 120 Midland Savings Building, 915-682-5623.

Allied Plumbing Co.

Carl Sayles - Owner

Clogged drain? Leaky pipes? Bad Hot Water Tank? Don't despair. Help is on the way as soon as you call the Allied Plumbing Company, your Rheem Dealer! This reliable plumbing, heating and air conditioning concern features fast, service for those jobs which just won't wait! They are also one of the area's leading new construction and remodeling specialists. Carrying the finest Rheem Hot Water Heating and Air Conditioning.

Located at 3420 55th in Lubbock, phone 799-5562, this well known plumber, air conditioning expert features the latest equipment and techniques to get your job done fast and right. He is skilled and thoroughly knowledgeable in all phases of plumbing, heating and air conditioning installation and repairs, and he'll be happy to discuss any project you have in mind.

They carry a complete line of Rheem products, nothing less than the best for you from Rheem.

Local residents are reminded to call this respected plumbing firm for complete hot water heater and air conditioning sales, service, and installation. They feature a complete line of quality products in addition to their famous service. The writers of this 1977 Consumer Message Review suggest that you contact Allied Plumbing Co.

Rhodes Safety Center

Dependable Service Since "1925"
John E. Freeman - Owner

Is safety worth a phone call? By simply dialing 762-0189 and making an appointment for wheel alignment, steering inspection and brake work with Rhodes Safety Center at 801 Avenue "H" in Lubbock, you can have the peace of mind that comes only with the realization that your car's steering and brake system is completely safe. They feature the "Bear Wheel Alignment System" which is noted for its effectiveness.

Rhodes Safety Center specializes in auto glass installation, auto air conditioning, wheel balancing and straightening as well as frame aligning. They also do expert brake work as well as shock absorber, muffler and tail pipe installation and service. They feature spin balance and also have new electronic balancing equipment for mag wheels and other wheels that cannot be spin balanced.

A regular inspection of these vital areas of your automobile is excellent insurance against mechanical failure. Worn king pins, ball joints, brakes and other components can cause an accident! The specialists at Rhodes Safety Center can get you back on the road with a safer, better handling vehicle. Whether you need a precision alignment or an overhaul, see the "Pros" and play it safe!

The writers of this 1977 Review recommend Rhodes Safety Center to all of our readers.

ADVERTISEMENT

Hamlin Air Conditioning Co.

Wayne Hamlin - Owner

Total service! That's what you get when the Hamlin Air Conditioning Company is on the job. This experienced firm specializes in heating and air conditioning and can handle the entire project from start to finish!

Located at 2315 East 50th Street in Lubbock, phone 747-5255, this is one company that's capable of complete installations of your heating and cooling system. They feature the famous York Heating and Cooling Units, and they'll take them today if you're planning to build.

The Hamlin Air Conditioning Company also specializes in all manner of repair work on heating and air conditioning units. Their team of skilled experts stands ready to assist you in every possible way.

The writers of this 1977 Review suggest that you contact the Hamlin Air Conditioning Company for all your needs in regard to heating and air conditioning.

Shook Tire Company

West Texas' Leading Olds Dealer
Garmon Walden - General Manager

Looking at new cars? Careful consumers in the Lubbock area have come to regard Villa Oldsmobile Inc. as one dealership where deals are made to the customer's satisfaction! This respected firm, located at 5301 South Avenue "Q" phone 747-2974, is one of the area's foremost "transportation experts, and they're just waiting to make you the deal of a lifetime on a new Oldsmobile!"

Whether you're looking for a roomy family car, of a gas-saving economy model, you'll find just what you want at this respected dealership. A wide variety of finance plans makes it easy for you to drive away in the model of your choice.

Villa Oldsmobile Inc. also has a complete repair department as well as parts and accessories. They're the "full-service" dealership! The authors of this 1977 Review suggest that YOU STOP IN AT Villa Oldsmobile Inc...today!

Orlando's Pizzeria & Italian Restaurant

Louis Garnett - Owner
Dine By Candlelight

Mama Mia! That's what you'll say after an evening at Orlando's Pizzeria & Italian Restaurant where real Italian food and authentic Italian atmosphere makes the difference between "just eating out" and really enjoying dining in style!

Located at 2402 Ave. "Q" in Lubbock, phone 747-5998, this well-known Italian restaurant is famous for its fabulous spaghetti, prepared from closely-guarded Old World recipes. Try the incomparable lasagne, the taste-tempting veal parmigiana or any of the other REAL Italian dishes. If you've never tasted genuine Italian food . . . you're in for a real treat! If you've searched for a truly authentic "Ristorante Italiano," this is the place!

For real authentic Italian food prepared and served in a real Italian atmosphere with a fine selection of imported beverages and quaint decor make it a complete evening at Orlando's Pizzeria & Italian Restaurant. Once you try it . . . you'll never be satisfied with "ordinary" spaghetti restaurants again!

In composing this Progressive Message, we, the authors, would like to make special note of this genuine Italian restaurant . . . it's just got to be one of the very finest!

Wayne Muse Firestone Tire Co.

Wayne Muse - Owner

Where can you get the finest tires and save LOTS of money doing it? In Lubbock, people go to the Wayne Muse Firestone Tire Company at 2901 Avenue "H", phone 765-8391. Here the selection is larger, the service better and, because they buy in volume, the prices are much, much lower!

As your dealers for famous Firestone tires, this reliable firm is in the tire business to serve! And they serve you with the best tires at the area's best prices. There are tires for cars, trucks, tractors, industrial equipment, and recreational vehicles. Their selection is larger so that you can be assured of finding just what you want every time!

The Wayne Muse Firestone Tire Company also offers complete tire service for their customers. Mounting, balancing, tubes, repairs, and a host of other conveniences are featured to make this the area's complete tire center.

The authors of this 1977 Review suggest that you check with the Wayne Muse Firestone Tire Company first when it comes to tires!

A Acme Pawn Shop

Harold Stuart - Owner

Need money? The A. Acme Pawn Shop loans money on ANYTHING of value! This reputable pawnbroker has established an enviable reputation for loaning the most and their large number of repeat customers shows it.

Located for your convenience at 715 Broadway in Lubbock, phone 762-2110, this well-run shop specializes in the making of loans on such items as guns, jewelry, watches, musical instruments, knives and all manner of other goods.

As a retail store, A. Acme Pawn Shop has also been very successful in offering their customers some of the area's outstanding bargains on out-of-pawn merchandise. Stop in today and look over the selection of goods that he has to offer. . . you'll be sure to find something you like!

The writers of this 1977 Consumers Review urge all price-conscious shoppers to look to this fine shop for bargains galore. Oh yes, they also loan money!

ADVERTISEMENT

Clopton & Son Texaco Service

Jimmy Clopton & Jim Clopton - Owners

Need Gas? Pull into Clopton & Son Texaco Service at 2920 West 4th Street in Lubbock, phone 747-8391 and be pleasantly surprised at something that many folks consider a thing of the past: service! You'll find the lowest possible prices on gas and the famous Texaco products and accessories you need.

Customer satisfaction is the main reason behind this outstanding dealer's success in this area. The large following of regular customers shows that this station cares about people! With a complete service facility, this fine station can perform most any repair that your auto requires, from precision tune-up to a new set of tires.

Quality Texaco products and the kind of service offered by Clopton & Son Texaco Service are two good reasons for you to do business here.

The writers of this 1977 Review think you'll become a regular customer after just one visit!

Lubbock Datsun

Carey Boyles - General Manager
Pat Colby - Sales Manager

In these days of rising fuel prices and increasing service costs, it makes sense to shop for cars where economy and dependability are built into every unit. Lubbock Datsun at 6523 Avenue "H" in Lubbock, phone 745-5276, features the complete line of Datsun for 1977 and these outstanding automobiles are the sensible way to get the kind of gas mileage and trouble-free driving that everyone should be looking for these days!

Stop by this popular dealer's showroom and test drive a new Datsun. With available options which allow you to "customize" the model of your choice to your needs, there's no longer any reason to continue driving a "gas gulper!"

Do something sensible for the energy situation AND for yourself . . . see the full line of new Datsuns at Lubbock Datsun! The writers of this 1977 Review give this outstanding dealer our complete vote of confidence and recommend them to all of our readers.

Phillips Ready Built Homes

Ross Phillips - Owner

A name highly regarded in this locale for their top rated ready built homes is the Phillips Ready Built Homes located at 2306 Erskine, phone 747-9133, in Lubbock.

Along with their selection of basic designs, this company can handle practically any special order. Through their professional engineering department, they can take your basic idea and turn it into a practical well designed and low cost home.

The management of this firm is highly respected in this area for their reputable business ethics and desire to offer people a fine well engineered ready built home at a low cost.

In this 1977 Review, we, the designers, take note of this firm's equitable business policies, and suggest to our readers that they remember to contact the Phillips Ready Built Homes for a practical, low cost way to home building.

Design Today

Quepha Rawls - Owner

Tasteful, stylish and definitely unique! These are just a few words which could describe the Design Today, the area's unusual furniture specialist.

With showrooms located at 2313 34th in Lubbock, phone 795-6384 or their budget-concept store at 2219 19th, phone 747-8132, this respected local merchant deals in the very special and unusual lines of Omni, Brown Saltman, and Thayer Coggin furniture. Their selection is one of the very finest to be found anywhere, and they add their own "very special" service to every transaction. You'll like doing business with this quality-minded firm as much as you like their distinctive furniture!

Design Today furniture is among the most sought after styles in interior decorating circles. Ask most any interior designer about the tremendous variety of distinctive arrangements possible with the quality merchandise available from Design Today!

The authors of this 1977 Consumer Message Review would like to compliment this outstanding furniture store for their beautiful selection of this unique and stylish line of home furnishings.

Modern Chevrolet Company

Gordon Rose - Owner & President
Robert Rose - Vice President

With so many of the new models being similar in features and price, how does the prospective new car buyer know which automobile is best for him? Well, as the saying goes, "If you don't know cars . . . know the man you buy from." In Lubbock, consumers are very fortunate in having a dealer like the Modern Chevrolet Company. Located at 41st & Avenue "Q", phone 747-3211, this well known firm is your authorized representative for famous Chevrolet cars and trucks. Besides offering a full line of quality products, this community-minded dealership bases its success on a simple fact of good business: keep the customer satisfied!

They will be featuring a Grand Opening through the 29th and 30th of April and the 1st of May. Be sure and come in to see their fine display.

The business of customer satisfaction begins in the showroom and continues right on through their complete service department where skilled technicians and the latest diagnostic test equipment assure you that your new Chevrolet will "keep you satisfied" for many years to come!

The writers of this 1977 Review suggest you stop by their showroom very soon. We know you'll be satisfied!

Earl Ray Music Company

South Plains Leading Band House
Bob Ray - Manager

Located at 5302 Ave. Q, Briercroft Shopping Center in Lubbock, phone 762-0468, is the Earl Ray Music Company.

Here you will find everything in music and nationally known musical instruments. It is headquarters for school musicians. Here you will find a full line of band instruments, accessories. They also feature a COMPLETE AND QUALITY REPAIR DEPARTMENT. They can repair virtually any make, model or type of musical instrument. They also have good reconditioned, used instruments and a complete line of instruction books. They have many real bargains in both new and used musical instruments. Their stock of dependable instruments is complete. They handle only high grade goods that are sold at moderate prices.

They carry a complete line of wood, brass and string instruments of high quality in rank and reliability, including Selmer, Bundy, Olds, LeBlanc, Artley, Conn, Ludwig drums and Gibson, Conn and Alvarez guitars.

If the children desire to learn to play an instrument but do not know just what they want and you are unable to aid them in the selection of an instrument, consult this well-liked establishment.

It is with pleasure that the editors of this 1977 Consumers Message direct the attention of our readers to the Earl Ray Music Company.

ADVERTISEMENT

K-Bob's Steak House

Maggie Lou & Bill Churchwell
Owners

When the people of this area sit back and relax in comfortable friendly surroundings to enjoy a mouth-watering, taste tempting steak dinner, they are probably sitting in the pleasant surroundings of K-Bob's Steak House located at 4900 34th in Lubbock phone 797-8163.

This well-known steak house is known in this area as the finest restaurant to obtain a delicious steak prepared exactly the way you want it, and served with all the trimmings. "Select your own steak and watch their own chef prepare it to your satisfaction!"

When the owners here decided to open they had one primary goal in mind, and that was to offer the people of this area the finest food, served among friendly people in a pleasant atmosphere, and always with the best service in town. The fact that they have achieved just exactly that is evidenced by the ever returning number of people that have made the K-Bob's Steak House their place to dine.

The editing staff of this Progressive Message would like to take this opportunity to recommend this steak house to all of our readers. (For your convenience they are open late for every Tech Home Game!)

Maness Construction Co.

"Superior Steel Building"
Glenn Maness - Owner

If you're contemplating building anything.....call the Maness Construction Co. at 91st & Tahoka in Lubbock, phone 745-1170, for that low bid you've been searching for! This community minded construction company specializes in ALL phases of building from custom homes to giant offices and factories.

They use only the very finest building materials on the market and employ skilled specialists in every field of building construction. The service they offer is without peer in the local area and, whether your project is of a commercial, industrial, or residential nature, you can rest assured that you're in good hands with Maness Construction on the job!

If you're planning on building a new home for your family, don't make any commitments without securing a bid from this reliable firm. The editors of this 1977 consumer Message Review think you'll be more than pleased with the service they offer AND the results YOU get! When you need the services of Maness Construction bring this paper in with you and you'll receive some very special attention!

Shook Tire Company

Jerry Johnson - Manager at 50th Street
Ervin Johnson - Manager at Avenue "H"

With two convenient locations in Lubbock at 2614 50th Street, phone 795-5257 and 1505 Avenue "H", phone 765-6697, the Shook Tire Company is well known throughout the area as being one tire store where quality is just as important as price. Your dealer for famous Lee tires, this community leader features tires for virtually every car and truck on the road, and their huge inventory allows you to "re-tire" immediately! They also have completely equipped mobile units for on the farm service. Just call and their mobile unit will be there, and have you going again in the shortest time possible.

From steel-belted radials to heavy-duty truck tires, this fine outlet has just what you need in stock. The friendly personnel will gladly explain the advantages of a particular tire, if you desire, and will advise you as to the best buy for your needs. Of course, mounting, balancing and other services are offered by this outstanding firm.

Stop in today and see just what kind of quality your tire dollar will buy at the Shook Tire Company. As the writers of this 1977 Review we recommend this full line tire center to all of our readers!

ADVERTISEMENT

Phillip & Joe's Auto Body Shop

Phillip Garcia - Owner
Joe Garcia - Manager

With the prices of both new and used automobiles continuing to rise, it makes good sense to take the best possible care of your present car. One way of insuring that your car will look its finest is to trust it to the experts at Phillip & Joe's Auto Body Shop for all your body repair and painting needs. This outstanding shop, located at 501 Idalou Road in Lubbock, phone 762-9944, is widely known for their fast, courteous service and their excellent work.

If you're considering selling or trading your car, you should know that an automobile with flawless lines and sparkling paint will command top dollar in today's tough, critical market. If the car has been involved in an accident, you can do no better than to consult the experienced pros at this fine body shop. They're preferred by many insurance adjusters.

As the writers of this 1977 Review, we think you'll appreciate the quality AND the reasonable cost of any work you have done at Phillip & Joe's Auto Body Shop!

Commercial Desk And Equipment

Ronald and Patsy Rogers - Owners

COMMERCIAL DESK AND EQUIPMENT in Lubbock at 2149 50th phone 765-5503, offers an excellent office supply service for the people of this area. This firm manufactures and distributes laminated plastic and wood desks, credenzas, conferences, conference tables, bookcases, folding chairs and tables, as well as custom designed furniture for offices, libraries, schools and churches. They also feature lounge furniture and stack chairs.

Because the business man is a busy man, he must have the office supplies and equipment that he needs right at his fingertips. It is so easy and quick to be able to find everything you need in one place. This company has seen this condition and, in order to be of aid to the business man and, in fact, everybody that uses office equipment, offers an excellent service and has all the supplies in one convenient store.

You will find that their service is always prompt and courteous, for they are well known in this area as one business who does what they say they will.

We, the editors of this 1977 Consumers Message, suggest you look them up and find out what they can do for you in this respect. You'll be glad you did.

Bring in this ad when you come in and receive very special attention from the owners!

Sonic Drive-In

"SERVICE WITH THE SPEED OF SOUND"

Sonic #1 — Jack Andrews - Manager
Sonic #3 — Victor Nixon - Manager

You could just stop in for a quick soft drink, but HAPPY EATING are the bywords of the Sonic Drive-In in Lubbock. They're located at 4611 34th and 4802 Ave. H, so when you're in a hurry, just stop by for a delicious meal at a surprisingly low price. They feature several combinations of their mouth-watering extra-large hamburgers and cheeseburgers, an are glad to fix them in any combination you prefer.

Nothing is cooked ahead of time to get cold or soggy at the Sonic Drive-In, so you are assured of the freshest, hottest meal in town.

Be sure to order some of their WORLD FAMOUS onion rings, prepared daily in their own spotless kitchen, or their golden-brown french fries. For a delightful variation, try their fantastic footlong cones with fresh chili, and, if you like, grated cheese.

Top off your meal with one of their fine dairy desserts, thick shakes, sundaes, ice cream in a cup, or their "TWIST" in frozen confectionaries. It's chocolate and vanilla twisted together in a tasty combination.

All this, along with a soft drink, to round out your dinner or after movie snack will prove to you, as we the editors already know, that you will always enjoy "HAPPY EATING" along with "SERVICE WITH THE SPEED OF SOUND."

For even faster service, call ahead, phone 797-1626 or 4611 34th or 744-2921 at 4802 Ave. H. Your order will be ready to carry out when you get there.

Red Carpet Car Wash

Bob Geurin - Manager

Are you the type of person who takes pride in his hard earned possessions, particularly his automobile? By visiting the Red Carpet Car Wash at regular intervals, your car can be kept in perfect condition with clean, sparkling paint and beautifully detailed interior. This fine car wash is located at 1902 Quaker in Lubbock, phone 792-9285. They also feature complete detailing service, hand waxing and polishing, carpet cleaning, steam cleaning of the engine and under-coating along with lube jobs, oil and filter changing and they will even paint your car if you wish.

All you need to do is pull in! They do the rest while you relax in the lounge or supervise the job. Automatic equipment with soft, soft brushes will gently clean and polish the exterior of your auto while skilled attendants take care of the interior. Besides keeping your automobile in beautiful condition, an expert wash job is an absolute necessity when attempting to sell or trade-in a car.

Do your car a favor! Take it to the Red Carpet Car Wash and have that original shine restored by experts. The editors of this 1977 Review know you'll appreciate the service that you find at this outstanding establishment!

Bed & Bath & Kitchen Nook

Colleen Johnston - Manager

Do you have people on your gift list that are hard to buy for? By shopping at the Bed & Bath & Kitchen Nook, you'll never have to worry again about finding something that's perfect for that special person. This outstanding gift shop specializes in the unique and the beautiful and after one visit, your gift problems will be over.

Located at 4511 50th in Lubbock, phone 795-9222, this fine shop deals in the exclusive items that make such perfect gifts. Come on in and browse around...you're sure to find something that will be a joy to give AND to receive!

The friendly, courteous personnel at the Bed & Bath & Kitchen Nook always endeavor to help you make your selection in the most accommodating manner.

The compilers of this 1977 Consumer Message Review suggest that you make this quality-conscious gift shop your first stop when looking for something special.

Tubbs Machine & Supply Inc.

Dedicated to the proposition that the customer MUST come first, the Tubbs Machine & Supply Inc. is well known as one of the leading air-cooled engine service specialists in this region. Their fair and honest dealings with people from all walks of life, and their outstanding work have made them the favorite service center of many people of the area. Call them today for some real service!

Located at 617 27th St. in Lubbock, phone 744-8409, this exceptional service headquarters features some of the area's very best portable welding, air-compressor, air-cooled engine and small generator work. They also feature portables for recreational vehicles. They stand behind their work and fully guarantee every job they do. If you're looking for real quality in workmanship, see the Tubbs Machine & Supply Inc. and become a regular customer.

The writers of this 1977 Business Review think that you'll really like the king of effort that this fine company puts into every job!

4th Street Automatic Transmission Service

Joe Putman - Owner

THE transmission specialists in the Lubbock area are located at 501 4th Street, phone 763-0806. They can repair ANY make of American made automatic transmission and, since they have the exact tools and parts needed, the job is done right the first time! If you haven't guessed by now, we're talking about 4th Street Automatic Transmission Service! They also do general auto repair.

A phone call will make an appointment for a free inspection and a complete estimate will be provided BEFORE any repairs are begun. Your car can be picked up by their tow truck if it cannot be drive. And, guess what? Your car will be usually out the same day it goes in so that you are not inconvenienced!

As the editors of this 1977 Review we urge you not to pay for inferior work. See 4th Street Automatic Transmission Service for transmissions because the very best costs no more!

ADVERTISEMENT

Daisy's Antiques

Ed and Iris Hughes - Owners

Looking for the old, the unusual and the unique? Look to Daisy's Antiques to show you the really unusual values in the oldest and most unique antique merchandise. This well known dealer features everything in the amazing world of antiques and othe valuable and collectable items.

With the shop located at 4013 34th in Lubbock, phone 792-3686, this quality-conscious firm maintains a tremendous stock of valuables from many periods of history. From art objects to furniture... from crystal to primitives... from memorabilia to miniatures... this shop has it all! They will appraise any item and can handle entire estate liquidations for you.

Daisy's Antiques has been found to be the most accommodating of shops. They're always available for information and are open during off-hours by appointment. The writers of this 1977 Consumer Message Review suggest that you get to know these friendly, knowledgeable antique dealers... personally!

D C Wrecking Inc.

D C WRECKING INC.

Jim Rasco & Wayne McClearen - Managers

Ever go to a wrecking yard only to find that they didn't have the part you wanted? At D C Wrecking Inc. in Lubbock, located 1/2 mile West of the city limits on Clovis Road, phone 762-8738, this is almost never a problem. This progressive firm features an exclusive "hot line" parts locating service that gives you buying power to over 500 yards in 26 states. They feature over 44 acres of auto and truck parts with a large late model stock.

This community leader has a huge selection of wrecked autos for parts salvage. From engines to auto glass to seats to radios, this is the best place to go to find that part you need. With retail prices what they are today, it makes good sense to buy used.

Call D C Wrecking Inc. for all of your parts needs. If they don't have it... they'll find it fast with the "hot line" parts locator. You'll save money and get better service! The authors of this 1977 Review know you'll find this to be true.

50th ANNIVERSARY

John Goolsby Furniture Barn

John Goolsby - Owner

The John Goolsby Furniture Barn, located at 115 N. University in Lubbock, phone 763-5448 or 762-0868, can furnish your home at moderate prices.

It is the purpose of this reliable establishment to successfully and comfortably furnish the family home at moderate prices with easy terms available.

They handle furniture of the better grade, a quality that is durable and one you can depend upon to give you maxium service. They have anticipated your possible needs and their stock is composed of tasteful, practical, yet artistic and inexpensive furniture from which to make your selections. If it is a single piece of furniture or furnishings for your entire home, visit them the next time you are in town shopping.

The John Goolsby will give a 10% discount on all cash sales, when you bring this paper in.

The writers of this 1977 Review recommend this furniture store. See them before you buy or sell.

Murray

Construction Co.

Virgil Murray - Owner

It is the opinion of most anyone in the Lubbock area who has had the Murray Construction Co. handle their building construction that there is no more qualified contractor anywhere! With offices located at 5238 34th in Lubbock, phone 792-8809 for estimates, this is one general contractor with the ability and equipment to get the job done and done right!

This organization is noted for their fair prices and businesslike policies. They urge anyone considering building to contact them for a referral list of satisfied customer. Their work is their best recommendation!

Using only the latest equipment and tools, this is one firm that combines the most up-to-date building techniques with a professional attitude to see YOUR job through! The authors of this 1977 Consumer Message Review wish to take time to commend this well-respected construction company and suggest to our readers that they have Murray Construction Co. take care of ALL their construction needs!

ADVERTISEMENT

House of Crafts

Nelson & Kaye Pierce - Owners

With their convenient location at D-4 Monterey Center in Lubbock, phone 793-0951, the House of Crafts is one of the more well respected and liked craft stores in this area.

Whenever you stop in you will receive friendly courteous assistance in selecting the crafts you need. Their helpful sales personnel can often times help you make a better choice than you might have made by yourself, because they know this line of work well and they know their products.

The merchandise they carry is of the highest quality and has been carefully selected to give you the best value for your dollar.

The management of this popular craft store has made it a point to offer their customers the best of service and one of the finest selections of crafts available, which is the reason they have become such a well-liked store in this area.

The narrators of this 1977 Review commend this store for their fine business practices, and high quality products. We recommend to our readers that they stop by the House of Crafts, we know you'll be happy you did.

Crawford

Radiator Shop

R.F. Crawford - Owner

Haning a problem with your car's engine overheating? The place to go is the Crawford Radiator Shop located at 1601 Avenue H in Lubbock, phone 762-4031.

Regardless of the model or year of automobile, truck or tractor you have, this is one firm that will do the best job in the least possible time. Whether you're in need of a simple cleaning or a complete recoring, this is the place to go. The skilled technicians at this prominent firm use only the best equipment and the finest replacement parts to insure that your cooling system will function efficiently for many years to come. They also have a good supply of reconditioned radiators in stock so that an exchange can be made if this is necessary.

Remember the name Crawford Radiator Shop when it comes to all types of cooling system repairs. The writers of this 1977 Review know you'll like the service they offer, and the products they use!

American Marine

Pat McGee - Owner

Boaters come from miles around to take advantage of the American Marine located 2 1/2 miles South of Lubbock on the Tahoka Highway, phone 7451986. This respected dealer features such famous lines as Chrysler boats and motors along with a complete line of water skis and marine accessories.

This is one dealer with the low overhead and the volume buying power to make YOU a better deal on the outfit you want. Whether you're interested in a ski boat, a pleasure boat, or a fishing boat...they have the selection and the service to make you a regular customer. Think of the fun-filled times you and your family can have in a new boat from American Marine!

The authors of this 1977 Review are very pleased to be able to list and recommend American Marine to all of our readers.

August's Pie Company

Remember when you were young and you would visit your grandmother's house for the holidays? Remember how grandma could make a pie like no one else in the world? Well, that great old time flavor and goodness is still available at August's Pie Company where they specialize in fried pies and turnovers with that good old fashion flavor.

Located at 4820 Avenue "Q" in Lubbock, phone 744-1918, this well known pie company boasts the most scrumptious fried pies you've ever tasted! There's no skimping on the ingredients here, and you can taste the difference from the first bite to the last delicious mouthful.

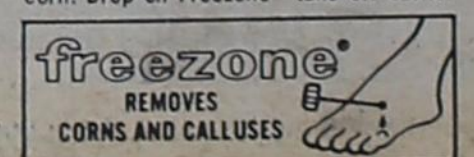
Remember the name August's Pie Company when you think of fried pie. They are delivered fresh daily to your grocery and cafe.

The writers of this 1977 Consumers Message Review suggest that you try the splendid fried pies made by August's Pie Company. Your grandma would have been proud to have made them!

ADVERTISEMENT

Freezone is for corns that hurt.

Absolutely painless. No dangerous cutting, no ugly pads or plasters. In days, Freezone eases the hurt...safely helps ease off the corn. Drop on Freezone—take off corns.



CLASSIFIED * ADS

ANNOUNCEMENTS



NEED HELP? Will tutor this summer in areas such as elementary math, reading, algebra or geometry. For more information call 832-4581 in Shallowater.

Jean Stephens is the Mary Kay Beauty Consultant in Shallowater.

Shaklee Slimming Plan—Balanced nutrition. Cut calories, eat 5 times daily, look, feel better. Diet booklet free. Shallowater number, Wayne and Boyce Mitchell.

Services Held For Mrs. Rosie B. Ellis

Services for Mrs. Rosie B. Ellis, 55, of Shallowater were held at 1 p.m. Tuesday in the Ford Memorial Church of God and Christ, with the Rev. F.D. Conwright officiating.

Burial was in the City of Lubbock Cemetery under direction of Jamison and Son Funeral Home.

Mrs. Ellis died at 5:55 a.m. Friday at her home in Shallowater. Justice of the Peace Mrs. J.L. Vance ruled the death was due to natural causes.

She had lived in Shallowater 26 years.

Survivors include her husband, Sherwood; five sons, Jerry, Boots and Elwood, all of Lubbock, Terry of Shallowater and Jimmy of El Paso; two daughters, Mrs. Rosie Aimes of Commerce and Mrs. Geneva Ford of Plains; three brothers, Jesse Lee Hearne and Curtis Wayne Hearne, both of Paris, and Quincy Hearne of Dallas; and three sisters, Mrs. Parthenia King and Miss Evelyn Herne, both of Detroit, and Miss Wanda C. Hearne of Oklahoma.

Was a happy time, when we greeted each other, that we hadn't seen in 50 years,—50 years, whee! That's a long time, and when she mentioned her age, I said O Goodie, you are older than I, and really it was only a few months, but enough for me to brag about. Honestly she looked the same, and she said I did, but as I said, she said it only for manner sake.

We recalled the good ole days, when we rode each morn, with Miss Katie Bell Crump, to Lubbock High School, where each of us received our diplomas. Violet finishing in 1927, and I in 1928. She went on to the West Texas Hospital, to make a nurse and I and my Buddy married that year in December.

She married in 1929 and moved away, and this is the first time I had seen her since.

Life has been good to each of us. She has a son and daughter, one granddaughter, I feel like my blessings have been somewhat greater, two sons, and seven grandchildren.

Viola's nephew is the Rev. Wayne Williams, pastor of Parkway Baptist Church of Lubbock.

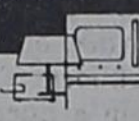
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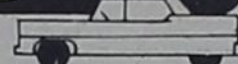
Pulleys for sale, \$3.00 each. Call 832-4074 or 763-3309 after 4 p.m. Ask for Kelly. Also have male peacock for \$5.00.

For Sale: Used kitchen cabinet including big cast iron sink and water fixture. Call 832-4206, Shallowater

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For Sale: 8 week old Wolf Shepherd puppies, \$10 each. Call 832-4666.

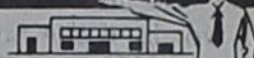
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Wanted: Waitress and cook at the Shallowater Restaurant. Call Jean Holt, 832-4693 or 832-4835.

Who can remember the good old days when a man's word was his bond?

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Reminiscing

by Jewell Stanton

When June Stokes called me last Friday noon, asking me would I like to see an old class mate of mine, I readily told her I would by all means, I would love to see Violet Ball Herrin, a niece of June', from ?? Calif.

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The Shallowater Schools

HORSE TALES

Stars for Regional



by Claudett Lamb

We have three fine young mustangs representing us at Regional in Track. Angel Maldonado is a Freshman and a great mile runner. He placed second at District with a time of 5.11. Clay Dixon, a junior of Shallowater, will be going to Regional in Pole Vault after making a jump at District of 11 ft. to get 2nd. Rod Warren, also a

junior, will be going to Regional in Discus, throwing 137 ft. at District to place 1st. Rod won't be going in Shot Put, but did make a new school record in this event. This will be Rod's second year to go to Regional in Discus after going as a Sophomore.

Be sure to recognize these fine representatives of our school and to wish them luck.

Girls Regional Track

by Steven Wilson

The girls' regional track meet was held this past week in Odessa. Shallowater had nine girls competing in nine events. The events include: the 440, 880, and mile relays; the 100, 220, 440, and 880 yard dashes; the mile run; and the long jump. Beverly Pair competed in the mile relay and the 440 dash. Janis Horton was in the 880 relay, the mile relay, and the 220 dash while Cindy Jackson ran in the 440 relay, and the 880 relay. Robin Truelock competed in all three relays at the meet. Lindy Blumer rounded out the 880 relay team and was also a member of the 440 relay team. Donna Evans was in the 440 relay and the long jump. Terri Stanton ran on the mile relay team to complete that relay. Two freshmen competed in the meet Maureen Pair in the 880 dash and Rosemary Heinen in the mile run.

None of the girls placed in the first six places, but you can bet that they gave it their all. A hardy congratulations should go out to these girls they worked hard to get to where they got. Our girls' athletic program is something this school has to be proud of.

FFA News

There was an FFA meeting Tuesday night at 7:30 in the Ag. building.

We discussed plans for the FFA Parent Banquet which will be held April 30, 1977.

New officers were elected and will be installed at the Banquet.

Sparkle and Shine

Have you seen mine?

by Gloria Lara

Last week, it was quite an experience for the Junior Class. They had been waiting for their rings for a long time and finally, on Tuesday, they received them during a second period assembly. The Jrs. went around showing everyone their rings and comparing them with the Srs. rings. They look really pretty.

What a Trip

by Gloria Lara

Last Wednesday, Thursday and Friday some of the F.H.A. members traveled to Houston. The girls were Belinda Seale, Suzie DeAnda, Laura Walker, Claudett Lamb, and Gloria Lara, and their sponsor Mrs. Harrison.

The girls left Wednesday morning at 8:30 a.m. from the bus station in Lubbock. They traveled on a chartered bus with 11 other schools. The girls made many new friends and had a wonderful time. They arrived at Houston that night about 8:30 and were ready to rest.

Thursday, after the girls rested up, they were ready to attend the first meeting that night which was the voting of new officers, the voting of new amendments, and the election of officers. After the meeting, we had some entertainment. It included dancing acts and skits performed by F.H.A. and HERO chapters.

Friday morning the girls had to rise with the sun. Claudett Lamb, Laura Walker, Suzie DeAnda, and Gloria Lara had to attend the encounter breakfast at 7 a.m. After the breakfast all the girls attended a meeting which then led on to the workshops. The girls had lunch and attended the workshop on "Living One Day at A Time" until 3:00. It was really an educational experience to listen to Dr. Gerald Mann. Afterwards, we had time to voice our opinion and listen to other F.H.A.'ers and HERO'es across the state of Texas voice their opinions.

The girls had some time between meetings which they used to sight see. They went to the zoo and to the Galleria, where they had an experience on learning how to ice skate. Later on they attended the last meeting which was the installation of new officers. After the meeting, they rested up for coming home Saturday morning. They arrived at Lubbock at 8:00 that evening. They were all glad to be home, but it was a trip to remember.

Registration For Next Year Set

A "pre-school" day is planned for all children in the Shallowater School District who will be 5 years old before September 1, 1977.

These children and their parents are invited to come to school on Friday, May 13, 1977 from 9:30 a.m. until 11:00 a.m. to register for next year and to see what they can expect in Kindergarten.

The children will go to "school" with the Kindergarten teachers while the parents will be involved in registration activities. Lunch will be served at 11:00 for those who would like to stay. Prices are 55 cents for children and 65 cents for adults.

Parents should bring the child's birth certificate and their immunization records. The required immunizations are as follows: DPT—with a booster since the age of 4; Polio—with a booster since the age of 4; Measles—shot since 12 months of age; Rubella—shot since 12 months of age.

If a child does not already have his or her immunizations, you should contact your family doctor, or they may receive these shots free at either the Lubbock Health Dept. or The Well-baby Clinic. The Health Dept. gives immunizations on Mondays and Fridays from 8:00 a.m. to 5:00 p.m., ans is located on N. Ave. Q at Jarvis St. The Well-baby Clinic is open Monday through Friday from 8:00 a.m. to 5:00 p.m. and is located in Lubbock at 102 Ave. J.

Three Advance to Regional Tennis



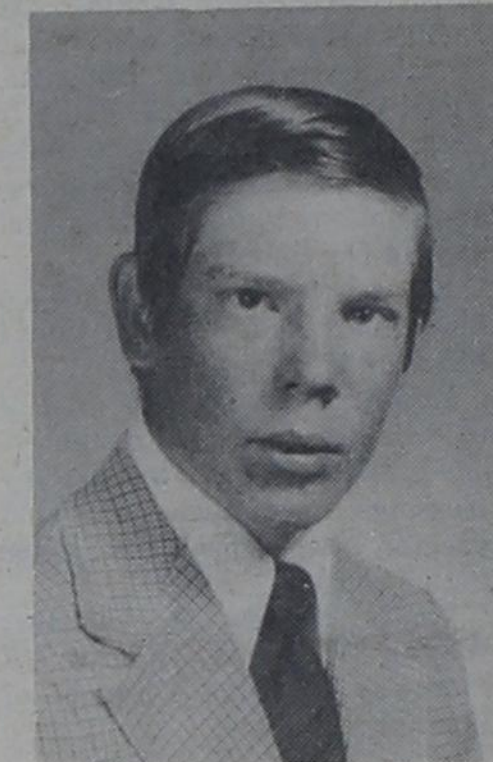
by Alison Terry

A trip to the regional tennis meet, to be held April 29 and 30 in Odessa, is in store for three young men from Shallowater High School. Benny Judah and Jessie Longoria, varsity doubles team, netted their way to 2nd place in the district tennis meet to advance to the regional tournament. Varsity singles player, Andy Blackmon, marked up a 2nd

place, also, to go on to regional play.

Other results from the district tennis meet: Varsity Doubles—Kenneth Young and Paul Thompson—3rd; Varsity Singles—Carey Taylor—5th; Junior Varsity Doubles—Ruben Gomez and Rudy Perez—1st; Junior Varsity Singles—Ramon Perez—3rd.

Senior Spotlight



by Suzie De Anda

The superstar Senior for this week is George Parsley. He is the son of Mr. and Mrs. George B. Parsley. George resides just outside of Shallowater. George was brought into this world on May 11.

Mr. Parsley enjoys hunting and woodworking. He also has some favorite things, such as eating a good steak with a side order of potatoes.

George has been a member of the NHS and Band for several years. He held the office of President in the NHS in his Senior year and vice-President in his Junior year. George has also been the drum major for the Mighty Mustang Band. George has been the representative for Student Council for several years.

Mr. Parsley has received numerous awards, such as the Math Award, Who's Who, and placed in District in the Slide Rule Contest making him a Regional Qualifier in that event.

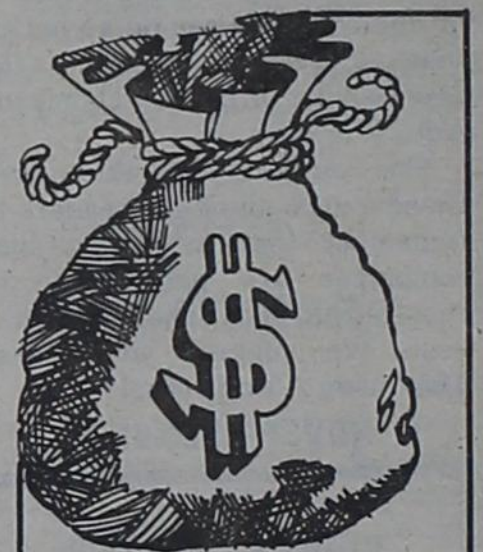
George plans to attend Tech this summer part-time and work part-time and then in the fall, he will attend Tech full-time.

Weather Hampers Mustang Golfers

by Alison Terry

The Mustang Golf Team traveled to a muddy golf course in Stanton, Texas, to compete in the district tournament. Several factors, including inclement weather, below-average course conditions, and inexperience, hampered the team into a 6th place finish.

Scores for the individual players were: Charles Harris—96; Alan Fairbairn—111; Cyl Moore—116; Alan Johnson—118; Joe Beaver—119; and Charles Vickrey—144.



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