

Short - Season Cotton Stretches Growers' Profits



SWORN IN—Shown as they awaited swearing in ceremonies at Monday's city council meeting, are newly elected City Councilman Doyle Mosbey, Councilman Rickey White and Mayor Joe Cox. Mosbey and White were unopposed in the April 2 election and Cox edged out two other candidates for his post. (Today Photo)

New, strong evidence is in that cotton producers may be able to stretch their profits by shortening their growing season.

That's the conclusion of agricultural scientists in recently released reports.

Evaluating the results of extensive full-production field tests in the Lower Rio Grande Valley of South Texas, the scientists concluded that an integrated short-season cotton production system "shows promise for increasing production efficiencies."

The production system, installed last year on seven farms, is the culmination of several years of intensive research efforts by scientists representing several disciplines. It gave researchers and producers the opportunity to compare short-season and conventional upland cotton production systems on the same farms under the same growing conditions.

"On the average, the seven producers improved their profits by \$50 or more per acre with the short-season crops," report Drs. M.D. Heilman and L.N. Namken, USDA-ARS scientists in Weslaco, Texas. "These higher profits reflected a combination of lower production costs and higher yields."

For the last several years, major attention has been given by Cotton Incorporated, the fiber marketing and research company owned by the Nation's cotton producers, to experiments with

short-season cotton as a management tool for working around a number of problems that plague the producer. Projects all over the Cotton Belt have been conducted in conjunction with scientists in land-grant institutions and experiment stations.

Dr. William D. Eickhoff, Cotton Incorporated associate director for agricultural research implementation, noted that so far, short-season cotton seems best suited for more arid cotton-producing regions, but promising experiments are going on in areas in various climates.

"Because the results in the Lower Rio Grande Valley were so promising, we not only will be repeating plantings in that area this year, but we also plan similar full production plantings in the Coastal Bend and El Campo area," Eickhoff said.

"In the meantime," he added, "we are continuing to seek solutions to the problems that have so far prevented short-season cotton from being adapted satisfactorily to such regions as the Southeast and the Delta."

The research papers reporting on the results of the Lower Rio Grande Valley system were compiled by several scientists who participated in the project. In addition to Heilman and Namken, they included M.J. Lukefahr, USDA research entomologist, Brownsville, Texas; and J.W. Norman, county entomologist, Texas A&M University

Continued On Page Eight

Boone Girls Enter Lions Club Contest



Donna Boone

The District 2T2 Lions Club Convention will be held at Littlefield Friday and Saturday at the Crescent Motel with several local members and their wives planning to attend the two-day event.

Shallowater Men Organize Jaycees

Shallowater Jaycees will have their first organizational meeting 7:30 p.m. Monday in the Shallowater Clubhouse. All men between the ages of 18 and 35 are invited to attend.

Jaycees is a young men's organization established to develop individuals' leadership abilities through community involvement.

Charter members of Shallowater Jaycees are: W.E. Medlock Jr., Tommy Pointer, Carroll Talafuse, Randy Barnes, Ricky White, Don Enger, Kenn Carr, Bobby Reeves, Lane McKinney and Don Grimes.

Also Steve Martin, Nick Andrews, Walter Campbell, Joe Robertson, Mark Huckabee, Larry Grissom, Keith Young, Randy Blumer, Ronnie Elliott and Luna Manual.

Highlighting the meeting will be the Queens Contest Friday night in which a lovely contestant from each Lions Club in the District will vie for the crown to reign as Queen for the next year.

The W.C. "Bill" Boone's of Shallowater can boast of having two lovely daughters entering the contest, participating individually. Lovely 18 year old senior Donna Boone will represent the Shallowater Club as alternate to local Queen, Beverly Pair, who will be unable to attend, due to conflicting activities in school. The vivacious young lady leads a busy life with various hobbies, writing, music and traveling experiences, all that she enjoys very much.

Sixteen year old Connie will be representing the Hub Lions Club in Lubbock where her father was recently elected president of the Club, after serving the past year as first vice-president.

Connie is a junior student at SHS and also enjoys various hobbies, including music, voice and drama.

When the curtain goes up on the stage at 7:30 Friday night at the Junior High School at 725 W. 1st Street, you can bet that Bill and Bertha Boone will be in the audience, excitedly awaiting the end of the contest, and the announcement of the winner at the Governor's Banquet and Ball at 7 to midnight. It will be a hard decision for the judges to make out of all the contestants, if they are all as charming as the two Boone girls.

Registration for the two day event gets underway at 9 a.m. Friday at the Crescent Motel, followed by a queens reception from 11 a.m. until noon. A luncheon will follow in the Agricultural Building until 2 p.m. All the queen contestants will have rehearsal from 2:30 until 4 p.m. in the Junior High building. Following the contest a Queen's Ball will be held at the



Connie Boone

Community Center from 9:30 until midnight.

Congratulations go to both Donna and Connie in being chosen to represent Shallowater and Hub Lions Clubs as queen's contestants.

For sisters to compete against each other in a queen's contest is very rare. We know that both girls will be rooting for each other to win, and if one is chosen over the other to reign as the District 2T2 Queen, the loser will be just as happy her sister won as she would have if she had won. That's the way sisters are, especially the Boone girls.

"Living Proof" Revival in Progress

A "Living Proof" revival is in progress at the First Baptist Church in Shallowater, with Dr. A.J. "Jack" Green of Beeville doing the preaching.

Services are held twice daily at 10 a.m. and 7:30 p.m. in the evenings. Saturday there will be a 7:30 p.m. service and Sunday at 10:55 a.m. and 7:00 p.m. to close

Continued On Page Eight

Harold Spann Scheduled to Speak at Methodist Missionary Conference



Harold Spann is Assistant to the President for Institutional Advancement of Asbury College in Wilmore, Kentucky. He was formerly Dean of Students of this independent Christian liberal arts college.

He is a native of Kilgore, Texas, and is a member of the Texas Conference of the United Methodist Church.

Before joining the administration of Asbury College he served pastorates in the Texas Conference. His last pastorate was in San Augustine, Texas, where he served the First United Methodist Church for eight years. During his pastorate of the San Augustine Church a missionary program was developed that has attracted widespread attention

within the United Methodist Church.

Spann has served in various capacities in the Church including membership on the Conference Boards of Education, Evangelism, and Missions. He has frequently been on various foreign mission fields in Mexico, Central and South America and has served as annual conference preacher for a number of annual conferences in Central and South America.

For two years he was a member of the Board of Directors of Good News and was one of the first members of the steering committee that planned the Convocation of Methodist Evangelicals in Dallas, Texas. He is a member of the Board of World Gospel Mission. He has been a contributor to Good News, The Herald, and to other magazines and periodicals. He is the author of a manual on planning and conducting missionary conferences in the local church. Hundreds of these manuals are being used in local churches.

He preaches in revivals, campmeetings and missionary conferences across the Country. Recently elected president of Evangelism Resources, he gives leadership in this organization that is engaged in mobilizing national Christians in African nations for evangelism.

Mrs. Spann is the former Bernice Gary of Gladwater, Texas. The Spanns have four children, Carol 22 (now Mrs. Mike King), Glen 19, Gary 17 and Susan 11.

Party Line

Mr. and Mrs. Gus Marr spent Thursday and Friday in Irving with their daughter, the Charles Bouton family. Bouton is a respiratory therapist at the Children's Hospital in Dallas.

Mr. and Mrs. Barry Blaclock of Snyder visited over the weekend with Mr. and Mrs. Jack Cowart and Greg.

Mr. and Mrs. Jimmy Dale Seaton of Lazbuddie were Sunday dinner guests in the home of Mr. and Mrs. Homer Randolph.

Mr. and Mrs. Homer Randolph, Mrs. Mollie Winfield and Christy of Lubbock, and Mr. and Mrs. Jimmy Dale Seaton of Lazbuddie visited with Mr. and Mrs. Jimmy Randolph and sons, Sunday afternoon.

Mrs. Rodney Jackson and three month old son, Kenneth of Killeen are here visiting her parents, Mr. and Mrs. F.W. Farris and relatives and her husband's parents in Plainview, while her husband, Spec. 4 Rodney Jackson is in Ft. Riley, Kansas in the 5th Army Postol competition for 10

days. Jackson has been in the service for three years and after returning from Germany, is stationed at Ft. Hood.

Mr. and Mrs. Steve Woodard and children, and Mr. and Mrs. Larry Woodard and children returned home Wednesday from visiting in Bryson City, No. Carolina with their grandfather, William C. Woodard Sr. and other relatives.

James Reeves went to Ft. Worth over the weekend and returned Mrs. Reeves home after she had been there for several days in the Randy Hulton home, taking care of a new granddaughter. Mr. and Mrs. Walter Hutton visited Easter weekend with the Hutton's in Fort Worth to see the new granddaughter, also.

Darrell Boswell, 12th St. Church of Christ Minister, will hold a gospel meeting in Boise City, Okla. April 24-29. There will be five students from the Sunset School of Preaching in Lubbock accompanying to assist him.

Mr. and Mrs. J.D. Young and Mr. and Mrs. Mark Huckabee were in Amarillo Saturday to attend the Texas Bankers Association, District 8 Convention, held at the Villa Inn Convention Center there.

Over 1000 persons were present to attend the all day sessions that were held.

Mrs. Betty Hagan of Amarillo was here for the weekend to visit her parents, the A.J. Evans.

Clyde Cook was admitted to Methodist Hospital Monday afternoon for tests and treatment.

Mrs. O.A. Lambert was taken to Methodist Hospital Friday night by the local EMS ambulance where she was admitted for treatment. It was reported Monday that she was doing very well.

Mr. and Mrs. Bobby Judah, Benny and Allan, Mr. and Mrs. Jim Myers and Kim spent the weekend at Lake Whitney.

Mrs. Howard Preston and her sister-in-law, Mrs. Hugh Snodgrass of Dallas, have been to Little Rock, Ark. where they visited Mrs. Preston's son, The Norman Preston family. Enroute home, Mrs. Preston stopped over in Vernon to attend the funeral of a friend. She reported all the flowers were in bloom and the scenery was beautiful.

Mr. and Mrs. Robert McDaniel returned home Sunday night from Hatfield, Ark. where they attended funeral services on April 9, for Mrs. McDaniel's brother, 72



Mr. and Mrs. Thomas L. Thompson of Shallowater announce the engagement and approaching marriage of their daughter, Laura Lee to Mark Douglas Probasco, son of Mrs. Kenneth E. Probasco.

The couple will exchange vows on Saturday, August 20th, at 7:30 p.m. in the United Methodist Church in Shallowater.

The bride-elect is a 1976 graduate of Shallowater High School and attended Texas Tech the first semester. The future bridegroom graduated from Floydada High School in 1974 and holds a Mechanics Degree from South Plains College in Levelland.

year old Floyd L. Myers.

Mr. and Mrs. Eddie Moore of Olton were Monday visitors in the W.F. Williamson home.

Shallowater Study Club Meets

Shallowater Study Club met Tuesday afternoon in the home of Mrs. Jack DuLaney. There were 16 members present.

The program for the meeting concerned doll houses. Kathee Lupton gave some history on doll houses, and Jeanie Woodruff provided some general information. Mrs. Kittie Brown of Lubbock talked about collecting miniatures, and brought a display of the miniatures she has collected during her travels.

Mrs. Brady was welcomed as a new member. Refreshments were served.

Nothing is as hard to do gracefully as getting down off your high horse.

-Quote Magazine

EMBARRASSING, BURNING Itching?

ZEMO relieves itching fast because its special 'anti-itch' medication soothes inflamed surface tissues. Get relief with the first application of soothing, medicated ZEMO—Ointment or Liquid. **zemo**

Robert Sanders Receives Award

Fourteen year old Robert Sanders was awarded a superior rating certificate recently from the National Federation of Music Club.

Robert, son of Mr. and Mrs. Rod Sanders is a student of Mrs. Donie Barron of the County Line Community.

This is Robert's second year to receive this award.

Jr. High District Tennis Meet

by Claudett Lamb

Last Thursday, April 14, the 7th and 8th grade girls went to Plains to play for district. The results were: 7th grade singles—Debbie De Anda 2nd, Tawlene Morgan 3rd. Doubles: Ruth Gomez and Patti Stanton 1st; Tracy Price and Sherisa Rolling 2nd. The 8th grade singles—Tonda Phillips 1st, Kathy Farris 2nd. Doubles—Kim Medlock and Cindy Baker 1st.

The 7th and 8th grade boys played for district Monday April 18, at Plains. The 7th grade doubles—Mike Randolph and Royce Stevenson 1st. The 8th grade singles—Auggy DeAnda 6th and Tory McAuley 4th. Doubles—Robert Sanders and Mark Jungman 1st; Brad Ratliff and Tracy Simmons 3rd.

FIRST STATE BANK of Shallowater has a free gift for you!

an 8x10 natural color portrait of you or your family!



This lovely portrait of your entire family will be taken at our offices by professional photographers . . . And, like a savings account, this beautiful portrait will grow more valuable to you as the years go by!

All you do for your free portrait is call us and make an appointment for your portrait sitting. These sittings may be arranged for evenings and weekends, so Dad can be there!

This is our gift to you. You need not be a customer — you do not have to open an account or make a deposit.

Within 30 days, you will be able to return and take your choice of several poses for your free portrait. At this time, you may purchase additional portraits at special low prices—but you are under no obligation to do so.

Call today and take advantage of this free portrait offer . . . it's just our way of saying thank you to our customers and the community we serve.

One free portrait per family, please.



Call 832-4525 for appt.

April 25 thru April 30

HOURS: 3 p.m. - 8 p.m. Weekdays 10 a.m. - 5 p.m. Saturday

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.

Lubbock address of the publisher is Publication Service Company, P. O. Box 225, Lubbock, Texas 79408. Telephone A/C 806 763-4883.

Subscription Rates: One year in Lubbock and adjoining counties; \$4.50, elsewhere; \$5.00 per year.

Second Class Postage Paid at Shallowater, Texas 79363.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this newspaper will be gladly corrected upon due notice of same being given to the managing editor personally at the office of the publisher in Lubbock, Texas, 816 Ave. Q. Publication Service Company Publisher Norman L. Williamson Managing Editor Dardie Williamson Shallowater News Editor

From the Chief's Desk

Put the Light on Crime?
Lighting is the single best deterrent to crime. Criminals do not want to be noticed or observed. Give them darkness and concealment and crime flourishes. Sure there are other important security measures, but why not start with the best single deterrent then add others to give yourself a chance.

In the past twenty years lighting has advanced to a level of American ingenuity that is hard to surpass. From gas and kerosene lamps to the modern sodium vapor systems being used on highways and shopping centers, the lighting industry shows their awareness to crime.

For home use, 100 watt bulbs, floodlights and mercury vapor lighting are prevalent and if mounted, secured and utilized properly are extremely effective. The largest problem with these systems is they can be easily vandalized, if proper security is not considered. Today there are numerous varieties of protective glass, plastics and screens to protect lights from being broken and damaged. Why mount a light where a four foot burglary can reach up and break it with a hammer.

If you use lights already, check them frequently. Are they in working condition? Do they provide the effect you want? Do they leave shadows around doors and windows or shrubs where criminals can hide? Do they reflect or glare where passing

police patrols can see nothing but a blinding light?

Do you leave your lights on all the time and then turn them off when you are away? Think about it, you are giving the burglar an invitation and saying look criminal, I'm not home.

Lighting can be beneficial if utilized properly and effectively, and lighting does not use much electricity unless you have high powered useless systems or you use the wrong size bulbs. For information and assistance, contact your light and power company and work with your police or sheriff departments' crime prevention officer in establishing your needs. It could save your life and property.

Regional Qualifiers Scoop District

by Steven Wilson

The end of the regular track season was marked by the district meet this past week. The track meet was held at Seagraves for both the girls and boys.

The Fillies did very well at the meet, placing second overall. The individual event results are as follows:

- 440 relay—Cindy Jackson, Donna Evans, Lindy Blumer, and Robin Truelock; 1st place
- 880 relay — Cindy Jackson, Robin Truelock, Lindy Blumer, and Janis Horton; 1st place
- Mile relay — Janis Horton, Terri Stanton, Beverly Pair, and Robin Truelock; 1st place
- 100 dash — Donna Evans; 1st place, Terri Stanton; 5th place
- 220 dash — Janis Horton; 2nd

- place, Lindy Blumer; 5th place
- 440 dash — Beverly Pair; 1st place
- 880 dash — Maureen Pair; 1st place
- Mile run — Rosemary Heinen; 2nd place
- Long jump — Donna Evans; 2nd place
- Triple jump — Robin Truelock; 6th place
- High jump — Janis Horton; 6th place
- The Mustangs did not fare as well as the Fillies, but they did have some good performances. The Mustangs results are as follows:
- Mile run — Angel Maldonado; 2nd place
- Pole vault — Clay Dixon; 2nd place

Shot put — Rod Warren; 3rd place, Stacey Hohenberger; 6th place

Discus — Rod Warren; 1st place, Dwaine Thomas; 5th place

120 high hurdles — Van Simkins; 4th place.

Rod Warren's shot put toss broke a school record previously held by Stacey Hohenberger who set the record last week. Rod's shot put toss was 43 ft. 10½ in.

All people finishing in first and second places are regional track meet qualifiers with third place going as alternate. All track members should be congratulated, especially, the regional track qualifiers.

Human beings may be divided into two great classes: those who do things and those who pretend to do things.

Form 64p (State) (3-76)

PUBLISHER'S COPY

State Bank No. 1914

Consolidated Report of Condition of "The First State Bank of Shallowater" of Shallowater in the State of Texas and Domestic Subsidiaries at the close of business on March 31, 1977.

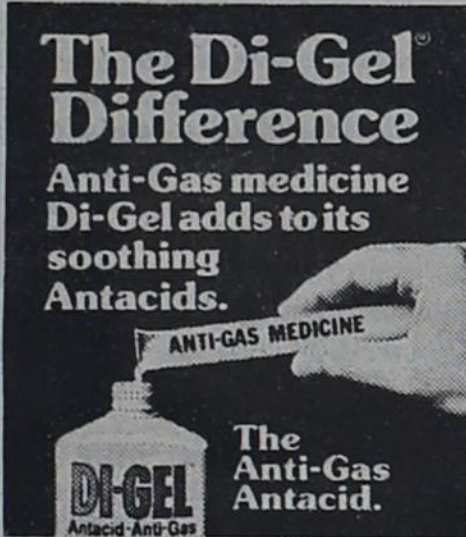
BALANCE SHEET		ASSETS			Sch.	Item	Col.	Mil.	Thou.	
1. Cash and due from banks		C	7				2	249	1	
2. U.S. Treasury securities		B	1	E				800	2	
3. Obligations of other U.S. Government agencies and corporations		B	2	E				none	3	
4. Obligations of States and political subdivisions		B	3	E				282	4	
5. Other bonds, notes, and debentures		B	4	E				none	5	
6. Corporate stock								none	6	
7. Trading account securities								none	7	
8. Federal funds sold and securities purchased under agreements to resell		D	4					700	8	
9. a. Loans, Total (excluding unearned income)		A	10				7	536	9a	
b. Less: Reserve for possible loan losses								124	b	
c. Loans, Net								7	412	c
10. Direct lease financing								none	10	
11. Bank premises, furniture and fixtures, and other assets representing bank premises								357	11	
12. Real estate owned other than bank premises								none	12	
13. Investments in unconsolidated subsidiaries and associated companies								none	13	
14. Customers' liability to this bank on acceptances outstanding								none	14	
15. Other assets		G	7					59	15	
16. TOTAL ASSETS (sum of items 1 thru 15)							12	459	16	
		LIABILITIES			Sch.	Item	Col.			
17. Demand deposits of individuals, partnerships, and corporations		F	1f	A			3	008	17	
18. Time and savings deposits of individuals, partnerships, and corporations		F	1f	B+C			7	414	18	
19. Deposits of United States Government		F	2	A+B+C				30	19	
20. Deposits of States and political subdivisions		F	3	A+B+C				206	20	
21. Deposits of foreign governments and official institutions		F	4	A+B+C				none	21	
22. Deposits of commercial banks		F	5+6	A+B+C				none	22	
23. Certified and officers' checks		F	7	A				84	23	
24. TOTAL DEPOSITS (sum of items 17 thru 23)							11	242	24	
a. Total demand deposits		F	8	A			3	392	a	
b. Total time and savings deposits		F	8	B+C			7	850	b	
25. Federal funds purchased and securities sold under agreements to repurchase		E	4					none	25	
26. Other liabilities for borrowed money								none	26	
27. Mortgage indebtedness								none	27	
28. Acceptances executed by or for account of this bank and outstanding								none	28	
29. Other liabilities		H	9					none	29	
30. TOTAL LIABILITIES (excluding subordinated notes and debentures)							11	242	30	
31. Subordinated notes and debentures								none	31	
		EQUITY CAPITAL								
32. Preferred stock	a. No. shares outstanding		none			(Par value)		none	32	
33. Common stock	a. No. shares authorized		56,000					280	33	
	b. No. shares outstanding		56,000			(Par value)		360	34	
34. Surplus								132	35	
35. Undivided profits								445	36	
36. Reserve for contingencies and other capital reserves								1	217	37
37. TOTAL EQUITY CAPITAL (sum of items 32 thru 36)								12	459	38
38. TOTAL LIABILITIES AND EQUITY CAPITAL (sum of items 30, 31, and 37)										

MEMORANDA				
1. Average for 15 or 30 calendar days ending with call date:			651	1a
a. Cash and due from banks (corresponds to item 1 above)			885	b
b. Federal funds sold and securities purchased under agreements to resell (corresponds to item 8 above)			7	c
c. Total loans (corresponds to item 9a above)			1	d
d. Time deposits of \$100,000 or more (corresponds to Memoranda items 3a plus 3b below)			11	e
e. Total deposits (corresponds to item 24 above)			none	f
f. Federal funds purchased and securities sold under agreements to repurchase (corresponds to item 25 above)			none	g
g. Other liabilities for borrowed money (corresponds to item 26 above)			none	2
2. Standby letters of credit outstanding				
3. Time deposits of \$100,000 or more:				
a. Time certificates of deposit in denominations of \$100,000 or more			1	3a
b. Other time deposits in amounts of \$100,000 or more			247	b

I, Patricia J. Young, Cashier, of the above-named bank, do solemnly { SWEAR } that this report of condition is true and correct, to the best of my knowledge and belief.

Correct—Attest: *Patricia J. Young* }
Harold J. Beck } Directors.

State of Texas, County of Lubbock, ss:
 Sworn to and subscribed before me this 19th day of April, 1977,
 and I hereby certify that I am not an officer or director of this bank,
 My commission expires 1977, Notary Public.



COME NOW, LET US REASON TOGETHER
 HOW PEOPLE BECOME MEMBERS OF THE NEW TESTAMENT CHURCH

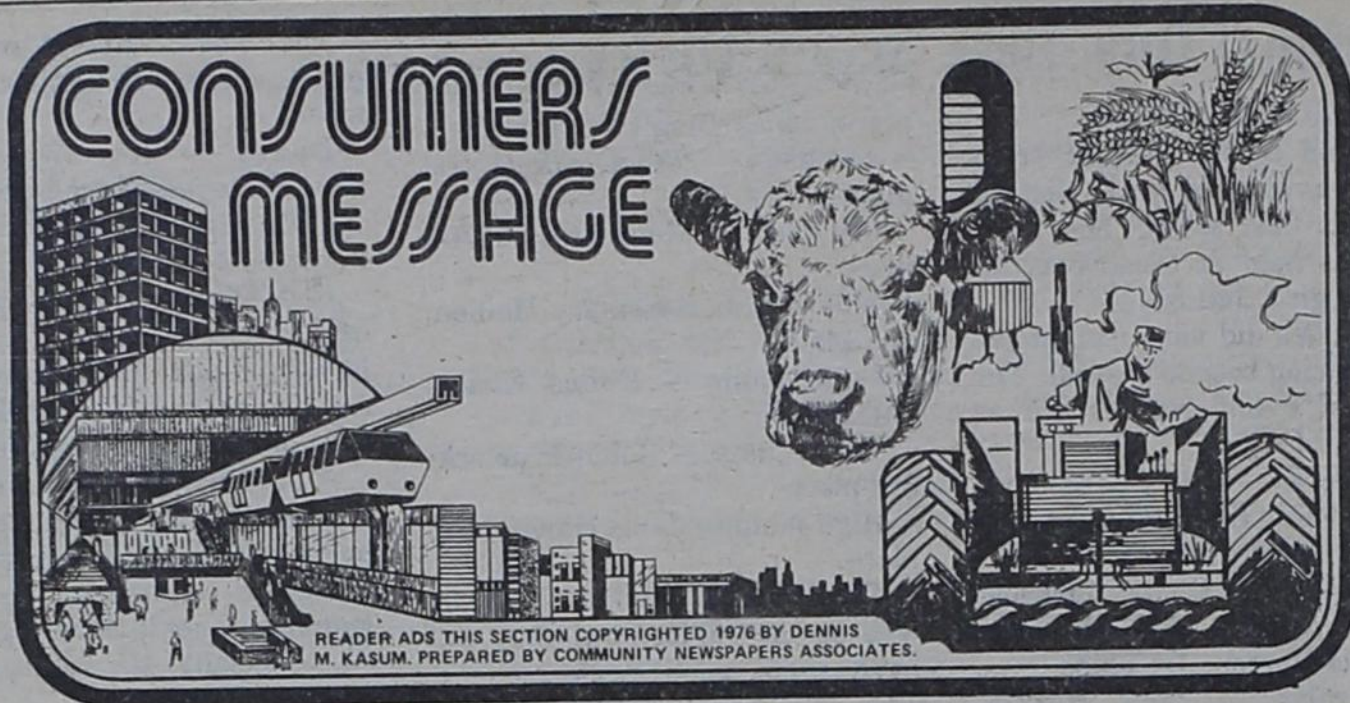
SUMMINGUP: Baptism has an identify. It is distinguished from man-made traditional baptism. Both its purpose and its design are distinct. It cannot be otherwise and still be New Testament baptism. It is thus easily identified as a necessary part of the law of pardon and induction into the Church of Christ.

A Bible answer to two questions will destroy denominationalism:
 1. What is the church?
 2. How is one saved?

The answer to the first is: the church is all the saved. The answer to the second is: one is saved by believing the gospel, and obeying it in repentance and baptism. This produces Christians and churches of Christ. Nothing else.

CONCLUSION: The church of Christ is not a denomination. It is the saved body of Christ everywhere. All of the saved are members of the universal body of Christ. Sinners are added to that universal church when, by faith in Christ, they obey that form of teaching. Local churches are congregations of Christians. A group of people can become a New Testament church of Christ by obedience to the law of pardon and induction into the body of Christ, and then uniting together for work and worship. Such is the plan of God as revealed in the New Testament.

QUESTIONS ARE INVITED
 Ph. 832-4776 or 832-4850
 Box 186, Shallowater, Tex.



Bruster's Performance Center of Lubbock

DENNIS BRUSTER & WILLIAM WALLACE — OWNERS
18 Years Experience

Where do you go to get your motorcycle tuned and repaired? If you said the Bruster's Performance Center of Lubbock, then you're in good hands because this is one of the leading motorcycle experts in the entire region!

Located at 314 N. University in Lubbock, phone 765-7651, this reliable shop specializes in repair and modification of all types of two and four-stroke motorcycles. They're factory-authorized to perform warranty service on most makes and they can repair most any other make quickly and easily. They have the area's finest parts department, specializing in performance motorcycles and general repair.

With a record of winning competition machines in all forms of racing, this quality-conscious shop can definitely make your bike perform the way you want it to.

Take your bike to the Bruster's Performance Center of Lubbock whenever you need any type of work done. They're famous for doing high quality, guaranteed work at a reasonable cost. The writers of this 1977 Consumers Message Review think that you'll be more than pleased with the results you get when you do business with this fine shop.

Red Barn Meat Market

WILLIS WATTS — OWNER

Where does the careful consumer shop for the finest meats? Many quality-conscious homemakers are getting ALL of their meats from the Red Barn Meat Market in two locations at 8112 Indiana and Levelland Hwy., phone 792-2708 or 792-2879. They know that they can depend on the finest, most carefully selected cuts of aged beef when they shop this well known meat market exclusively!

Serving the local residents for some time, this is one shop where quality comes first. The equipment and storage facilities are inspected regularly for the utmost in sanitary conditions and the meats are expertly selected for quality, tenderness and value. Nothing but the very finest meats obtainable pass through the doors of the Red Barn Meat Market!

The management of this well established meat market would like to invite all area residents in for some great buys in great meats. As the authors of this 1977 Consumers Message Review, we suggest that you accept their invitation. You'll be glad you did!

Jamison & Sons Funeral Home

T.S. JAMISON & E.S. JAMISON — DIRECTORS

Time and service have honored the name Jamison & Son Funeral Home located in Lubbock at 1522 E. Main, phone 747-2731.

For years this reputable firm has served the people of this section reliably and well. They relieve you of all worry and responsibility and by sympathetic cooperation bring comfort in the hour of distress. Their service supplies the consoling thought that the final tribute to your loved one has been both beautiful and fitting.

When a funeral director must be called, may we suggest that you place this firm in charge. They will relieve you of all the many details that must be taken care of and at the same time do everything according to your desires.

They offer a pre-need plan that reduces funeral cost, guards against inflation, and is a sure way to prevent emotional over-spending. Jamison & Son also offers a funeral plan insurance from 0 to 75 years of age up to \$5,000.

In this 1977 Review we, the editors, unhesitatingly refer our readers to this reliable concern and suggest that you call them when in need of a funeral director.

The House Clinic

In the estimate of many people in this area who have had THE HOUSE CLINIC, located at 1977 Avenue E in Lubbock, phone 747-4436, handle any of their siding application, there is not a better qualified contractor anywhere.

The House Clinic has made a most exhaustive study of the siding problems of this particular area and has looked over the entire field of siding as presented by the various manufacturers. They have selected most artistic lines of siding and will be glad to go over any property you may have in mind and aid you in the selection of a design, color and type that will be the most durable and attractive for your needs.

You can be assured that the job will be completed by competent men with the best of materials and in the shortest time possible. The House Clinic is noted for their reliability, fair prices and general business-like policies.

They use only the latest equipment and tools, combined with the most up to date building practices of the day, and perform their work in a professional manner.

Without hesitation, we the authors of this 1977 Consumers Message, take this time to make public our commendation of the House Clinic, and suggest to our readers that they have them handle their siding needs.

Irrigation Engine & Supply

HAROLD CAMPBELL — OWNER

The Irrigation Engine & Supply is located at 1901 East Broadway in Lubbock, phone 765-8911. They feature Ford industrial engines; from 15 to 220 HP, sales, service, gasoline and diesel.

Through all periods of economic fluctuation this firm has always been ready to serve the best interests of the farmers and general public of this section. They have derived more than the mere profit as measured by dollars and cents because there has been a real and genuine satisfaction to this firm to be able to render this service.

A business of this kind is essential to the entire section. By fair and honest methods they have gained the confidence and patronage of the people of this community.

A fine spirit of cooperation has always been in every transaction with this firm and we, the writers of this 1977 Message, wish to compliment them.

ADVERTISEMENT

Pants Time

KAY HAUG — OWNER

Nowdays more and more people like to be dressed to fit the occasion whether it is formal or casual. At Pants Time located in Sunshine Square at 4513 50th in Lubbock, phone 795-0689, you will find one of the largest selections of realistically priced, stylish sportswear for any activity that you can find anywhere.

The management of this shop has made it a practice to keep a constant surveillance on the current trend in style and color.

The merchandise here is of high quality for long wear and is priced to fit the budget.

No matter whether you need a complete outfit with all of the accessories or just one item, you will be assisted by friendly sales help who know their job well.

In this 1977 Consumers Message, we the editors, urge you to stop in soon the next time you're in Lubbock and take the time to see their line of sportswear.

Dr. Pepper—Seven-Up Bottling Co.

BILL DUNLAP — SALES MANAGER

Dr Pepper, the most original soft drink, is made available in this area by the Dr Pepper-Seven-Up Bottling Co. With bottling plant and warehouses located at 505 East 50th in Lubbock, phone 763-4311 for information, this leading distributor features Dr Pepper and Seven-Up in bottles, cans, and in fountain syrups and dispensers. In addition, they feature Sugar Free Dr Pepper, Nu Grape, Frostie, and Big Red.

If you're in charge of concessions for your group or organization, be sure to contact their service representative for dispensing equipment, cups and everything else you need to run your operation smoothly AND profitably. You'll like the fast service they offer!

Dr Pepper and Seven-Up is also available in vending machines for your office, factory, gas station, store and just about anywhere, your employees and friends all will enjoy it. You'll really enjoy all of these great drinks when the Dr Pepper—Seven-Up Bottling Co. is on the job!

The writers of this 1977 Consumers Message would like you to remember both this fine distributor AND the most original soft drink: Dr Pepper!

University Jewelry

BURL PIGG, SR. & BURL PIGG, JR. — OWNERS

An up-to-date jeweler is indispensable to every community of taste and refinement. The University Jewelry has long been established as the area's leading jeweler and one trip to his well-stocked shop will show YOU why!

Located at 1207 University in Lubbock, phone 763-6464, this reliable merchant features jewelry of all types and the prevalent mood is QUALITY! At this fine shop, you'll always find diamonds, watches, pins and other articles of jewelry with the kind of value you can see! Watch repair . . . the finest anywhere . . . all work done in the shop whether it's Accutron, Bulova, Caravelle, or Seiko, they do it all!

Have a wedding in your future? University Jewelry can help! They feature the area's finest selection of diamond wedding and engagement ring sets. Drop by today and discover the beauty and value of their selection.

The writers of this 1977 Consumer's Message Review urge everyone to make this respected jeweler their first stop for value and quality.

Beeline Saw Service

I.C. McELYEA — OWNER

For home, logging and industrial applications . . . there's no better place to "see for saws" than the Beeline Saw Service at 2323 34th in Lubbock, phone 795-0083. Precision sharpening, sales and service, circular blades-carbide blades, hand saws, band saws, router bits and scissors, they do it all.

This respected shop specializes in all types of saws and sharpening service. They also feature a complete sharpening department and can handle the most difficult of sharpening tasks such as the modern carbide-tipped blades. They're experienced at sharpening all types of hand and power saws and they're the favorite of many leading contractors, machinists and industrial workers.

Smart businessmen, as well as homeowners, know that it just makes good sense to buy their cutting equipment from the men who are best qualified to service them. Beeline Saw Service Company definitely knows their products!

In compiling this 1977 Consumers Message Review, we the authors, would like to extend our wholehearted support and recommendation to this quality-minded saw and sharpening concern.

Sanchez Refrigeration

BALDEMAR SANCHEZ — OWNER

If you're in the restaurant or food business, you know the value of fast service when one of your refrigeration units breaks down. Smart businessmen call the Sanchez Refrigeration for 24 hour service on all makes and models!

Located at 3105 2nd Place in Lubbock, phone 763-0655, this leading refrigeration service technician can handle most any repair on most any unit. Their efforts to get to the problem as quickly as possible and return your unit to normal operation has won them the respect and praise of many local businesses. When your profits are thawing out, this reliable service company will extend every effort to put your equipment back into working order . . . quickly! Whether you need repairs on Friers, mixers, stoves and ranges, ice machines, refrigerators or freezers, they can help you. The writers of this 1977 Consumers Message suggest that you keep their phone number close to your commercial refrigeration units.

ADVERTISEMENT

The Vessel Shirt Shop

Larry Ameen—Owner

Looking for one of the finest selections of shirts in Lubbock, and one of the largest selections of Blue Denim Jeans in the Southwest? Then stop in at The Vessel Shirt Shop located at 26th and Boston, where style takes over! Here you'll find just what you've been looking for in the way of jeans and shirts, in girls sizes too! The selection is greater and the styles . . . well, you'll just have to see them to believe it!

store where quality doesn't take a backseat to anything! There are clothes to please every taste and lifestyle and the courteous, efficient personnel know just how to fit you for a more personal appearance!

Honesty, courtesy and quality are some of the things that separate The Vessel Shirt Shop from other shops in the area and the customers are quick to acknowledge this by returning again and again. As the writers of this 1977 Consumers Message, we give our unconditional recommendation to this fine store.

With a fine assortment in stock at all times, this is one clothing

South Plains Funeral Home, Inc.

TULL THORNTON, JR. — PRESIDENT

Always ready to help in times of need, the South Plains Funeral Home offers complete services for residents of the area who have loved ones pass away. From thoughtful pre-arrangements to a dignified service and final interment ceremonies, this is one funeral director who will take care of everything.

Their chapel is located at 1715 E. Broadway in Lubbock, phone 763-5066, and they stand ready for sympathetic counseling at all times. It's comforting to know that you have such a good friend when you're in need. South Plains Funeral Home, since 1935, offers a complete service that any working man can afford.

The authors of this 1977 Review would like all of our readers to keep this fine funeral chapel in mind.

Ranch Burger Drive-In

E.L. PORTER — OWNER

Good food and fast service is the byword of the Ranch Burger Drive-In located at 4710 4th Street in Lubbock, phone 792-9051.

As many people in this area have found, there is no better drive-in than this one.

On their menu you will find taste-tempting hamburgers and sandwiches, french fries, all types of cold drinks, and some of the best desserts you've ever tasted, and all prepared in the most sanitary conditions with modern equipment.

The management of this drive-in has made it a point to hire employees who are courteous and who will give you fast service.

The compilers of this 1977 Review suggest to our readers that the next time they are in town, they stop in at the Ranch Burger Drive-In for a tasty filling meal at little cost. We compliment them for their reputation of quality food and friendly service.

Craig Builders Supply

JOHN CRAIG — OWNER

In the Lubbock area, knowledgeable contractors and homeowners rely on Craig Builders Supply for ALL of their building materials and supplies. Located at 4600 Clovis Highway in Lubbock, phone 762-8719, this full line lumber yard features everything you need to do a truly professional job on any building or remodeling project.

They carry lumber, plywood, pre-finished paneling, moulding, paint, hardware, pre-hung doors, aluminum windows, hand and power tools, fasteners, floor coverings, electrical and plumbing supplies, insulation, and many other items which will make the job you have to do much easier. (Don't have a truck? They offer delivery, of course!)

Stop spending more than necessary for building materials. Get the area's best products AND the best prices at Craig Builder's Supply, where the motto is, "Everything you need to build anything!" As the writers of this 1977 Consumers Message Review, we couldn't agree with them more!

ADVERTISEMENT

LITTLE FOLKS DAY NURSERY

Children Kept By Hour, Day or Week

604 7th Street — Call 832-4039; after 6 p.m. 832-4307

OPEN 6:30 A.M. to 6:00 P.M.

Ages Infants Through 10 Years

Balanced Meals — Snacks — Fenced Yard with Shade

Supervised Play — Educational Program 3½-5 years

Storm Shelter

Take to, pickup and care, from school and kindergarten.

VISITORS WELCOME

Owners - Douglas & Barbara Rowden



Gold cub with black spots, green eyes and pink nose. 14 mesh mono canvas. 14" x 15".

Beige bunnies with black-red eyes, green grass, pink flowers. 14" x 14".

\$15.99 ea. Needlepoint canvases at wholesale prices.

This is a special offer, limited editions are available. Mail check or money order. BankAmericard and American Express accepted; send card no. and exp. date. Delivery is 3-4 weeks.

ANYKA NEEDLEPOINT, INC.
121 East 57th Street
New York, NY 10022

McAllister Construction Co.

E.C. McALLISTER — OWNER
"Serving West Texas For Over 20 Years"

If you live in an older home and you've grown tired of having to go through all the work and expense of re-painting it every few years, then maybe it's time for you to call McAllister Construction Co. at 1912 Ave. Q in Lubbock. Call collect 806-744-7978, and find out about the ultimate in easy-to-care-for exterior finishes for your home . . . United States Steel SUPER STEEL SIDING or Brick of your choice!

Available in a wide range of colors and textures, durable siding is the best investment the owner of an older home can make. Not only will the siding retain its beauty for the life of the house, but the superior insulating qualities of siding keep your heating and air conditioning bills to a minimum.

Call the McAllister Construction Co. to find out just how easily you can have the beauty and protection of carefree Super Steel Siding or Brick of your choice for YOUR home! The writers of this Progressive Message suggest that you contact THIS reliable firm first! Remember . . . "Don't move—improve your existing home" by calling the experts who have served West Texas for over 20 years . . . McAllister Construction Co.!

Biffle Plumbing Heating & Cooling Co.

As one of the area's leading specialists in all types of plumbing heating and air conditioning installations and repairs, the Biffle Plumbing Heating & Cooling Co. has gained an enviable reputation with contractors and homeowners alike.

This full service concern, located at 1122 "33rd" Street in Lubbock, phone 747-1972 or 747-1971, features skilled journeymen who are thoroughly schooled in all phases of ductwork, plumbing, and equipment installation. They feature famous Rheem heating and cooling units and can design a complete "weather control" system for your home or business.

The Biffle Plumbing Heating & Cooling Co. is also well known as one of the finest plumbing shops in the region.

The next time you're in need of plumbing, heating or air conditioning service, call the professionals. As the authors of this 1977 Review we know you'll be glad you did!

Idris Taylor Cotton Co.

One of the fine institutions of this farming community is the Idris Traylor Cotton Co. a leading grain broker.

With office facilities located at 1511 Texas in Lubbock, phone 763-5309, this reputable concern specializes in the buying and selling of all types of grain.

They are directly responsible for the profits of a number of the region's leading growers and have been a major factor in the economic development of the agriculture industry in this area.

When you consign your grain with this upstanding broker, you depend on getting the best possible market prices for your product.

The writers of this 1977 Consumers Message Review suggest that all of our readers who are engaged in the business of growing grain contact the Idris Traylor Cotton Co. for better prices and "neighborly" treatment!

Jackson Delinting Plant

CHARLES A. ROSS, JR. — MANAGER
W.D. SIMPSON — PLANT FOREMAN

Cotton growers throughout this section of the state have come to respect the fair business practices and community-minded services offered by the Jackson Delinting Plant, one of the area's foremost cotton brokers.

Located at N. University & Erskine in Lubbock, phone 762-3692, this respected marketeer specializes in serving the interests of the area producers by securing the highest possible prices for their cotton. As a nationwide tradesman, this dedicated broker is constantly striving to keep abreast of the fluctuating market and increase his grower's profits with shrewd wholesale techniques. His basic concept over the years has been based on offering the highest fair market prices possible to his producers.

Through the efforts of the Jackson Delinting Plant to use grower's products wisely, he has been instrumental in the financial growth and prosperity of the region's economy. The prosperity of many people is directly dependent on this broker's dealings and he wouldn't let his friends down!

The editors of this 1977 Consumers Message Review would like to take this opportunity to commend the fair business practices of this reliable cotton broker.

Papa Vincenzo Pizza & Italian Sandwiches

JERRY & SOL MAZZAMEUTO — OWNERS

Been searching for REAL Italian pizza? If you come to Papa Vincenzo's at South Plains Mall in Lubbock, phone 792-0530, YOUR SEARCH IS OVER! This famous parlor specializes in ONLY authentic Italian pizza and real Italian sandwiches and you've never eaten so well!

Using only genuine imported recipes and the freshest quality ingredients, this famous restaurant produces the original Italian pizza in all of its glory! They take their pizza seriously here and you can taste the difference perfection makes. Doesn't a real Italian pizza sound good right now? They feature thick and thin sicilian pizza and don't forget their sandwiches.

You're also invited to enjoy your favorite beverage with your meal.

The writers of this 1977 Consumer Message suggest that if you want genuine Italian pizza and other old world dishes that you stop in at this famous restaurant!

Jewell's Holiday House Nursing Home

LISA OWENS — ADMINISTRATOR

In the Lubbock area, one name stands out as being the ideal spot for the elderly, or chronically ill, to rest and recover without the need of constant nursing care. At Jewell's Holiday House Nursing Home patients are encouraged to become more active, and regain their strength to join their families and friends and lead a normal life once again.

Located at 2418 6th Street, phone 747-3303, this qualified institution specializes in those individuals who do not want to be bedridden, and who do not require constant supervision and care. Approved for Medicaid Intermediate 3, it is the only nursing home in Lubbock with storm shelter and elevator to basement.

Fine recreational facilities and excellent home cooked meals make Jewell's Holiday House Nursing Home a favorite with people from all walks of life. There's a physician on call at all times, of course, and the staff is supervised by registered nurses. Feel better fast at this fine home!

In compiling this Review for 1977, we, the writers, would like to make particular mention of the outstanding facilities offered by this quality-conscious rest home.

ADVERTISEMENT

D & C Pump

DOYLE WOOTEN — OWNER

Farmers and ranchers in this area depend on D&C Pump for pumps and irrigation equipment of the finest quality.

Located at 2312 North Quirt in Lubbock, phone 762-1638, this reputable concern features parts, new and used pump sales and installation, plus the very fastest, finest emergency service **anywhere!**

As the recognized experts in the irrigation field, these men have the training and experience to give you field service on all types of water transport problems. Fair treatment and a perfect job every time are just two of the reasons that smart agriculturists throughout the area see D&C Pump **first** for all of their pump and irrigation needs.

The compilers of this 1977 Consumer Message Review would like to make particular commendation of this reliable firm.

Leftwich Food Market

"EL GALLITO STORE" — J.O. MARTIN — OWNER

There are quite a few grocery stores in this area, but one has the unique distinction and colorful history that stands out above all the others. This store has given folks of this area friendly service and fair prices since 1918. Located at 1219 Avenue G in Lubbock, phone 762-3162.

This place is headquarters for people who want authentic Mexican foodstuffs; choice custom cut meats, and garden fresh produce at the lowest possible figure and still eat like a king.

Originally built in 1918, the building displayed a large rooster, painted there as a trademark of "Bright and Early coffee." The Spanish American people of the area referred to the store as "El Gallito" (the rooster) and the name sticks to this day. Here you will find many food products packaged and displayed as much as they were in the good old days: 100-lb. sacks and open display racks are prominent throughout the store. The management is able and efficient and they are glad to serve you.

Their stock is complete at all times with food supplies that every housewife asks for.

We, the editors of this 1977 Consumers Message Review, would like to bring this friendly, well managed grocery store to the attention of all our many readers. Be sure to stop in the next time you're in town. For a delightful shopping experience make "El Gallito" store a must. You'll be glad you did.

H.D. Weaver Ditching Contractor

OWNER — HARLAND D. WEAVER — OPERATOR
Pipe Installation — Road Boring — Foundation Ditching

If you're planning to have ANY excavating work done, call H.D. Weaver Ditching Contractor located at 101 E. Harvard in Lubbock, phone 763-2723 (if no answer 763-8514). This is one outfit that has the latest equipment to turn out an excellent job . . . no matter how big OR how small!

They offer dump truck hauling, blade work and leveling, utility ditching, gas, water, sewer, tank holes, post hole digging, backhoe and loader excavating, and swimming pools.

This capable firm is noted for their "square deal" business policies. The prices are right and their fast, efficient service is guaranteed to please.

Serving the urban areas as well as the agriculturists, this outstanding company has had "tons" of dirt moving experience. Whether you're in need of an access road, a basement dug or anything requiring precise excavation . . . call the professionals today! As the writers of this Progressive Message we think that you'll like the service AND the quality of work you ALWAYS get from H.D. Weaver Ditching Contractor!

Quaker Manor, Inc.

JANELL BURNS — ADMINISTRATOR

The Quaker Manor, located at 4403 74th St. in Lubbock, phone 795-0668, is doing their part in the care of the chronically ill and the convalescent. To assist you in selecting the right nursing home they offer the people of this area this message.

"We Americans are not just living longer, we are living more useful and productive lives. But an increasing number of chronically ill, the elderly, and the convalescent need some place other than the hospital and their home where they can receive personal health care, round the clock attention and the opportunity to continue to live their lives with meaning. As your community health care facility we want to help you make the right decision. Here are some guidelines:

See your family physical to determine the type of facility you need.

Feel free to visit our facility.

Ask us for cost in writing and financial advice about Medicare and Medicaid.

Examine all of our facilities.

Check our food quality.

Verify our safety features.

Finally, observe how our residents spend their time.

There is a lot more to selecting the right nursing home. We want to help—if you have any questions, please call or visit us."

The Editors of this 1977 Review appreciate this message from Quaker Manor and highly recommend them to all our readers.

Outhouse Factory Outlet

DAL HOWERTON & SUSIE HOWERTON — MANAGERS

When it comes to clothes, families who know style come to the Outhouse Factory Outlet with two locations to serve you at 4931 Brownfield Highway, phone 792-5281 and at 2425 34th, phone 792-0033 in Lubbock. Here the selection is bigger, the brands are better and the service is—well, you'll just have to stop in and find out about what the word "service" really means!!! This is one of the area's leading stores where you'll find they have clothes to fit the entire family at 40% to 60% off regular prices.

They also have a great selection of jeans and all the little things that will enhance your appearance are also available in one convenient stop.

The editors of this 1977 Consumers Message suggest that you soon stop in at the store nearest you. You'll look and feel your very best after just one visit!

The Cake Box

OLD FASHIONED BAKERY
JOHN B. ARMSTRONG — OWNER

For the very best in baked goods, try The Cake Box located at 3418 34th in Lubbock, phone 799-0604.

At this fine bakery, you can order beautifully decorated cakes for any occasion. Their tasty pastries are made with a secret spice added to give them that "Old World" flavor, and have become the talk of the town. Once you have tried their all new Tea Cake pastries, you will want to tell all your friends about The Cake Box and the many delicious products they bake.

They have remodeled to create a more delightful atmosphere, with chandelier lights hanging in front. John Armstrong, Jr. offers the area residents the finest in old fashioned bakery goods.

Here you will find the nicest and most polite people to serve, and they are always happy to assist you in your needs.

The Cake Box specializes in orders for parties, club meetings, weddings and other occasions, and can handle any size order.

The composers of this 1977 Review are proud to salute this fine bakery and the people who run it and suggest to our readers that they remember to stop at The Cake Box for the very best in baked goods.

ADVERTISEMENT

Southwestern Electric Supply Co.

J.E. (Mr. Jeff) Jeffreys — Owner

One of the leading wholesale firms in this part of the state is the Southwestern Electric located at 818 Avenue G in Lubbock, phone 765-7753. They feature electrical equipment and supplies for residential, industrial and commercial use for the businessmen of this area.

We, the editors of this 1977 Review are pleased to recommend the Southwestern Electric Supply Co. to all our readers and commend them for their above board business policies and fine services.

Farmer's Co-Op Compress

Rex McKinney — Manager

Farmer's Co-Op Compress supports the production and use of cotton. Located at 3800 Southeast Drive in Lubbock, phone 763-9431.

The editors of this 1977 Review suggest that you consider this reliable firm. We're sure you will be pleased with any work they do for you.

Wilcox Lawn Mower Service

Milton Wilcox — Owner

Make sure your lawnmower is in good shape for the summer season by taking it to the Wilcox Lawn Mower Service. This experienced lawnmower sharpening and repair firm is located at 4107 E. 4th, East of Loop 289 in Lubbock, phone 765-5681, and they're ready to service YOUR power or hand mower. Factory authorized service and part on many leading makes.

Whether your mower needs a simple sharpening or a complete overhaul on the engine, this is the place to go. They offer fast, expert service, genuine replacement parts and reasonable rates. Plan now to bring your unit in before it's time to start cutting the grass . . . you'll enjoy a summer a lot more if you have a lawnmower which starts on the first pull and works perfectly throughout the season.

The Wilcox Lawn Mower Service is also the best place to go for that needed sharpening. This skilled firm has the proper tools to sharpen both rotary and reel mowers.

The writers of this 1977 Consumers Message Review would like to suggest to all of our readers to contact this quality-conscious firm for all lawnmower repairs.

Ed's Drive-In Cleaners

DON BLANKENSHIP — OWNER

Three convenient locations in Lubbock: 3405 Ave. H, phone 744-7655, 4402 19th (at Quaker), phone 799-4859, and 6407 University, phone 795-7591. Here the best in dry cleaning is accomplished. They use the best and latest processes, and as a consequence, when garments are returned to you, they are clean, odorless, and well pressed.

They specialize in all classes of dry cleaning for ladies and men, and the most delicate dresses are handled in a very careful manner.

They offer a fast shirt service, reweaving and drapery cleaning, and you'll like their friendly, courteous personnel.

Many people have learned that through good dry cleaning service they can save the expenditure of many dollars of new clothing. Both men and women have found that the most sensitive fabrics are carefully handled and successfully cleaned at Ed's Drive-In Cleaners and are returned to them cleaned and finished in the finest manner.

This 1977 Review makes special commendation to this fine cleaner.

Meers Pest Control

MR. MEER — PRESIDENT

To rid your home or property of noxious insects, pests, call the experts at the Meers Pest Control with 8 years experience at 2314 56th in Lubbock, phone night or day 797-3165! These qualified professionals will exterminate all types of harmful and dangerous insects including termites, roaches, fleas, ants, spiders, beetles and ticks. Rodent pests such as mice and rats are also taken care of in a safe, efficient manner. This is one company that offers guaranteed results and free estimates. Be sure to ask about their conditional guarantee.

Call these professionals for your F.H.A. or state termite inspection. They will be glad to advise you as to the condition of your home and what means will be necessary to rid yourself of any pests that are present. You will have the peace of mind that exists with professional application and proper safety procedures.

For complete extermination of all insects and rodents, call the Meers Pest Control! They'll do a great job AND they offer area service!

The writers of this 1977 Review suggest that you contact this reliable company for ALL types of pest control!

ADVERTISEMENT

Advertise A Garage Sale For Only One Dollar?



CALL **763-4292**
For Details

Davis Plumbing Company

RAYMOND DAVIS—OWNER
Over 27 Years Experience

The personal service plumber. That's what they call the Davis Plumbing Company! This is one company where the personal touch is not forgotten and the customers appreciate it!

Located at 2421-B Texas in Lubbock, phone 763-6591, this well known company specializes in all phases of plumbing repair and installation. Ask about their conditioned guarantee for residential and commercial.

From a simple drain unlogging to a complex installation to a new hot water heater to a complete remodeling or addition, this is one company which will work with you, to insure that the work is done to your satisfaction, he even does repair work.

The writers of this 1977 Consumer Message Review would like to take this opportunity to extend our sincere congratulations to this respected firm for their uncommon interest in people. It's refreshing to find a company which **knows** that the customer must come first. The Davis Plumbing Company does!!!

Indian Head Grain Co.

ROBERT JOHNSON—MANAGER

Who is known as the grower's best friend in the Lubbock area?

Indian Head Grain Co. is engaged in the business of buying locally-grown grain and helping the area farmers to get a better price for their products!

Located on Slaton Hi-way in Lubbock, phone 745-5856, folks of the area are encouraged to use the services of Round Gin and Elevator in Lubbock who supplies Indian Head—fine merchants to deal with.

Just give the Indian Head Grain Co. a call and let them take the worry out of getting highest market prices for your grain. They're the experts and they wouldn't let their customers down!

The composers of this 1977 Consumers Message Review suggest that YOU contact this reliable broker well in advance of your harvest season to assure you of getting top dollar for your crop!

Lubbock Scrapper Co.

FRANK WHITING—PRESIDENT
Manufacturers Of Earth-Moving Farm Scrapers

This firm manufactures Earth-Moving Farm Scrapers. They are located at 5601 19th in Lubbock, phone 797-1067.

Their products are superior to many offered on the market today and the vast quantities they produce have greatly aided in the business life of the city and surrounding communities.

It can readily be seen that thousands of dollars are placed in local circulation by this firm which otherwise would never become a stimulus in the business life of the people of this part of the state.

The large scale of their activities, the industrial wisdom of the management and their straight forward dealings have won them a place in the hearts of the people of the community in which their large establishment is located.

The editors of this 1977 Review are pleased to compliment the Lubbock Scrapper Co. for their progressive activities and upon the leading position they occupy in the business world of this section of the state.

Sutherland Lumber

Building needn't be a time consuming project that costs you a fortune when you make Sutherland Lumber your one-stop headquarters for all of the materials you need.

Conveniently located at 1808 Clovis Rd., in Lubbock, phone 765-7711, this community leader is ready to serve your every need with a full line of lumber, plywood, insulation, paneling, hardware, tools, fasteners, adhesives and everything else that makes building a breeze! For the inexperienced builder, they offer books that spell out just how to do it! Free advice is always available, too!

People from throughout the area have been "doing-it-themselves" and saving ever since Sutherland Lumber opened their doors. Isn't it time that you joined the ranks of smart homeowners and contractors and start shopping at this building center for all of your needs? The writers of this 1977 Consumers Message Review suggest that no business profile of section would be complete without prominent mention of this outstanding firm.

ADVERTISEMENT



Living Proof

Revival

In progress through Sunday

April 24

Shallowater First Baptist Church

Evangelist: Jack Green of Beeville

Services Daily

10:00 A.M. 7:30 P.M.

Saturday 7:30 P.M.

Sunday 10:55 A.M. & 7:00 P.M.

We invite everyone in the community
to come worship with us.

KELLY'S HEROES

by Joe Kelly

The New York Yankees picked up Don Gullett from Cincinnati, Reggie Jackson from Baltimore and Bucky Dent from Chicago. With the World Series' runners-up material left on hand, they bought themselves the pennant and probably the world title. Right?

Go sit in the corner, Ermintrude. It bought them a mess of headaches instead, headaches that are showing up in the won-loss column and probably in Manager Billy Martin's office.

No, the former Bronz Bombers, who have gotten off to a great bomb-out instead, aren't winning. They were swept over the weekend by Milwaukee and things aren't looking bright.

Tom Yawkey spent money like mad for years, trying to buy a pennant for the Boston Red Sox. It didn't work. It's supposed to be a sure way to win, but all it does is create problems that don't show up in the box scores.

When the Yankees were winning consistently, they did so because they had a farm system second to none and brought the players up through the ranks. They were indoctrinated in the Yankee system and tradition.

The Yankees also had scouts who probably were the best in the business. And what they looked for above everything else was guts. The ones with the most made the grade.

The season is young yet and anything can happen, of course. When the weather gets hotter and the season begins to get lengthy, teams struggling now may well do an about face. The Yanks have a lot of veterans and this might be true with them.

Still, Yankee ownership never has looked kindly on managers who didn't win. Some who did win even were fired, including the irrepresible Yogi Berra. Martin could be tottering on the brink.

Enjoyed talking to Jim Weston, former Amarillo athlete and now a Lubbock city official, at the Gridiron Show Saturday night.

He was a teammate of Gene Arrington, who went on to fame in Tech basketball, went to SMU and graduated from Tech. He also played baseball, pro variety, for three years and appeared at one time to have a promising career ahead of him.

Jim was a pitcher-infielder, but early in his career they tried to make a home run slugger out of him. It wasn't his game, even though he wound up the season with a good record.

Then one night in Albuquerque an outfielder was hurt and Jim was pressed into duty. A line shot hit the wall and he put everything into a throw to the plate. As he released the ball, he felt something snap in his shoulder. His career was finished.

Jim said that the best advice he received came from a Yankee scout, who warned him with the customary "if you repeat this I'll call you a liar" statement.

"He told me that if I hadn't made Double or Triple A ball in three years to hang 'em up," Jim said. "With the injury, my three years were up and I hadn't made it, so I left baseball."

Many a player knocked around for years and wound up with little to show. Jim was both smart and lucky.

Lamesa once had a player named Gibbs, a fine outfielder and hitter. He didn't go up and one spring he didn't return to the Lamesa lineup.

That summer I dropped in on a semi-pro game at old Hubber Park and Gibbs was playing. I asked what had happened that he didn't go back to the Lobos.

"I gave myself five years to make the majors," he replied. "If I hadn't made them by then, I promised I'd quit. Now I have a good job in management with a future and can play semi-pro ball. I'm a lot happier now."

Polk Robison came along while we were talking and basketball, of course, became the subject. Jim mentioned the duels that Tech and SMU used to have.

Jim mentioned that he had been at SMU when Gerald Myers was the leader of the Raiders and Max Williams spearheaded the Mustang attack. The late Doc Kayes was the Pony mastermind and Polk, of course, guided the Raiders.

"You know," Jim smiled, "Max had a little showboat in him. He made a lot of mistakes."

"Goodness," Polk replied, "we hoped and prayed that he wouldn't foul out. We felt we had more chance to win the game if he was in the lineup. Our players felt that way, too."

The talk turned to such SMU greats as the late Jim Krebs, Bobby James, who was killed tragically in a fire, Rick Herrscher and others.

Polk remarked that he was pleased over DuWayne Blackshear's son apparently coming to Tech. I say "apparently" because Polk said his former coach is now at San Diego State and Blackshear wants to visit there before signing a national letter.

"Blackie wants him to come here and he's said to be a major prospect. He's a jumper. He can stuff the ball over his head. He's not as big as his dad, but he's a quality player. I think we'll probably get him."

Even dogs from nice families get worms.

Sergeant's
WORM-AWAY

Sergeant's
the pet care people

© 1977 Miller Morton Company, a subsidiary of A. H. Robins Co. Richmond, Virginia 23230

Senate DEfies Carter
The Senate defied President Carter by voting overwhelmingly to make him spend all of the money appropriated for water development projects.

CALL
763-4293
FOR CLASSIFIED ADS

Hint#6

Ice cream and Jell-O®

BRAND GELATIN

Dissolve 1 package (3 oz.) JELL-O® Brand Gelatin in 1 cup boiling water. Add 1 pint vanilla ice cream by spoonfuls. Stir until ice cream is melted. Chill about 1 hour. For more tips send \$1.00 to: The New Joys of Jell-O® Recipe Book, Post Office Box 3168, Kankakee, Illinois 60901.

Jell-O is a registered trademark of General Foods Corporation.
© General Foods Corporation 1977

Cotton . . .
Continued From Page One

Extension Service, Weslaco, Texas.

Using short-season varieties, pest management and cultural practices developed through previous research and experiments, they set out to produce cotton lint yields in 130 to 140 days that normally require 160 to 180 days using conventional upland plant types. "In essence," they wrote, "we are shortening the growing season by 20 days and decreasing production inputs while either maintaining or increasing yield."

On the seven farms, 10- to 20-acre test fields were strategically selected within the Lower Rio Grande Valley to represent different soils and growing conditions. Conventional grower fields near test fields served as

checks for production comparisons.

Five varieties were planted on the test sites. In general, test sites were treated similarly before planting. Fields were lister bedded, preplant irrigated (except in one case) and herbicide treated before planting.

Two early season spray applications of azinphosmethyl were applied to the test fields for overwintering boll weevil control. Subsequent sprayings were made when squares damaged by boll weevil exceeded 25 per cent or bollworm and tobacco budworm populations exceeded five larvae and five eggs per 100 terminals as determined from insect counts made weekly at sampling sites.

Both the test and grower sites were also checked bi-weekly for insect damage by standard pest management scouting procedures currently used in the Valley. The

timing and number of insecticide applications and materials used were at the grower's discretion for the check fields. The materials used on the check fields were generally the same as those applied to the test sites, although the timing and number of applications varied considerably.

Three of the seven test fields were fertilized. The number of post-plant irrigations were limited to a maximum of one on the medium-textured soils and two on the fine-textured soils. Irrigation applications were based upon visual crop stress during the fruiting period.

Mechanical pickers were used for harvesting on all but one test site, where a broadcast stripper with an extractor was used.

The study concluded that the use of short-season cotton varieties with early season overwintering boll weevil control was successful in the field tests.

Among the results reported:
•Insecticide applications were reduced to an average of six or fewer as compared with a Lower Rio Grande Valley average of 10 applications for a conventional crop.

•The decreased insecticide use increased profits and decreased possible insecticide contamination to the environment.

•A noneconomic damage level of boll weevil and tobacco budworm was maintained for an average of 59 days following the

second overwintering boll weevil control application. The short-season varieties had set most of their harvestable crop during this period.

•Yields were either maintained or increased.

•The number of irrigations was reduced by one on the medium-textured soils and by two on the fine-textured soils compared with the conventional grower production system.

•There was less loss from rainfall during harvest and earlier stalk destruction in the field.

On the average, the researchers found, the production efficiencies saved the growers about \$29 per acre, while increased yields produced additional profits averaging around \$24 (based on 60-cent cotton).

Living Proof . . .

Continued From Page One

out the week long services.

Fifty-two area churches have joined together in the Good News Texas Living Proof crusade that is being held statewide by participating churches throughout this week. As far as can be determined, the 52 area revivals are a record for the most revivals ever conducted at the same time on the South Plains, a well as in the state.

The public is cordially invited to come and hear this outstanding evangelist and join in the singing led by men of the church.

Saturday, grades 4-6 will gather at the local ball park for a day of activities, beginning at 10:30 a.m. Included will be softball and a hot dog picnic at noon. Dr. Jack Green, evangelist, will speak to those attending. Rounding out the full day of activities will be a "pack the pew night" for the night services. Following services, a fellowship will be held in the 1st and 2nd grade department for grades 1-4.

Jr. High Boys District Track Meet

by Gloria Lara

This past Saturday the Jr. high boys traveled to Seagraves for their district track meet. The competition was really tough especially for the guys who hadn't worked out very much these past weeks.

Some of the boys placed and won some ribbons. They are as follows for the 7th grade. In the relays, the 440 came in 4th place; the runners were: Brian Jungman, Lance Wilson, Pat Sinclair, and Terry Green. The 1320 relay won 5th place; the runners were: Lance Wilson, Rickey Warden, Pat Sinclair, and Allen Wheeler. In the 100 yd. dash, Lance Wilson won 3rd place; and, in shot put, Terry Lesley won 2nd place.

The 8th graders did very well. They won 4th in the 440 relay. The runners were: Richard Smith, Joe Caballero, Ronnie Rosas, and Marcus Lara. They also won 4th place in the 1320 relay; the runners were: Raymond Lamb, Tory McAuley, Mark Jungman, and Joe Caballero. In the 100 yd. dash there were 2 winners. They are Joe Caballero 5th place, and Richard Smith 6th place. In the 1320 run, Pufino Maldonado came in 3rd place. In the hurdles we had 2 winners. They were Tory McAuley, 5th place in the 70 yd. high hurdles; and Marcus Lara, 3rd place in the 220 intermediate hurdles.

There were 2 winners in field events. Kelly Blair won 1st place in shot put, and Richard Smith won 6th place in long jump. Those were the overall results for Jr. high track. Both 7th and 8th grade teams came in 5th place in overall competition. Congratulations to both teams and all the winners.

Beginners in District Golf Play

by Alison Terry

Remember how you felt after you played your very first 18 holes of golf?

The Shallowater girls' golf team, consisting of Kim Myers, Alison Terry, Robbi Mauldin, Jamie Myers, Lori Harrison, and Rhonda Phillips, worked hard to receive third place in the district golf tournament. For five of the six girls who played, it was their first time to complete a full 18-hole round of play. This fact makes third place much more commendable.

As each girl came into club house after an excruciating day of chasing little white golf balls, the wear and tear of the experience clearly showed upon her face.

Two or three of the SHS bunch came in saying they rather enjoyed the game and might play again sometime. The others said, "Never again!" As a souvenir of the first, last, and only golfball they would ever use, the girls kept the ball they used in district play.

All in all, the golfing group of girls worked hard to receive third place. They took it hard also, but it was worth it for a bronze medal!

Any speaker, or writer, who pleases everyone, says nothing.

**MANCIL SMITH
Domestic Well Service**

IRRIGATION AND DOMESTIC WELL SERVICE
SUBMERSIBLE PUMP DEALER


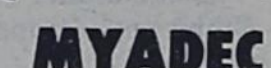
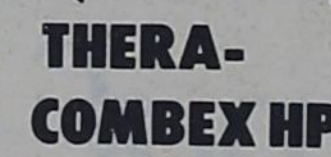
Phone 832-4090 Box 682 1003 13th Street
Shallowater, Texas 79363

SHALLOWATER PRESCRIPTION SHOPPE

STORE HOURS
M-F 9-5:30
Sat. 9-1:00
832-4814

24 Hr. Emergency Service
Nights & Weekends
Mrs. Steve Martin
832-4739

Values Are A Bloomin'

 SIBLIN 16 Oz. 3⁶⁹	 MYADEC 4⁶⁹
Parke-Davis VIT E 400 IU 3⁸⁹	 THERA-COMBEX HP 6⁹⁵

Professional Pharmaceutical Service With You in Mind

OFF THE WALL
© 1971 McLaughlin Syndicate, Inc.

Michelangelo would've made better time with a roller

**GO-PREACH THE GOSPEL
TO ALL NATIONS
MISSIONARY CONFERENCE
SHALLOWATER METHODIST CHURCH
APRIL 22-24**

SERVICES:

FRIDAY — 7:30 P.M.
SATURDAY — 7:00 A.M. (men)
 11:30 A.M. (ladies)
 7:00 P.M.
SUNDAY — 9:45 A.M.
 10:45 A.M.
 6:00 P.M.

SPEAKERS:

HAROLD SPANN—LEADER
MISS DORIS TREFREN—CHINA
RAY HUNDLEY—COLUMBIA
DONALD CRIGGER—AFRICA

ANBESOL® KILLS MOUTH PAIN ON CONTACT

Denture pain, toothache, cold sores, teething pain, relieved for hours.

When minor mouth pain strikes use Anbesol, the pain-killer. Anbesol, with three anesthetics, soothes irritated nerve endings, deadens pain. Helps prevent infection, too. Use as directed for hours of relief.

WIN CASH! WIN STAMPS!

PLAY United's No Purchase Necessary.

SPOT CHECK

\$13,000 IN CASH!
26 CHANCES OF WINNING \$500



OVER 31 MILLION S&H Green Stamps being given away!
240,900 chances of winning!



ON-THE-SPOT! WIN 3 BIG WAYS! AT HOME! MILLIONS OF EXTRA STAMPS!
\$500 IN CASH! 1 IN 10 TICKETS IS A WINNER!

"DAIRY CASE SPECIALS"
FINE FARE OLEO QUARTERS 1 LB. CRTMS. \$1
KRAFT ORANGE JUICE 64 OZ. BTL. 99¢

BELL BUTTERMILK HALF GALLON 69¢



OUR DARLING GOLDEN CORN BEANS TOMATO SAUCE BLEACH BAGS TEA BAGS

WHOLE KERNEL OR CREAM STYLE	4	17 OZ. CANS	\$1.39
RANCH STYLE	4	15 OZ. CANS	
CONTADINA	6	8 OZ. CANS	
FINE FARE 1/2 GALLON			39¢
LAWN CLEAN UP 10 CT. PKG.			\$1.59
FINE FARE 100 CT. PKG.			\$1.29

MEET SOME OF OUR WINNERS:
VIRGINIA HERFORD 2712 COLGATE 5,000 STAMPS
LOYCE GRAVES 2105 EAST 4TH 100,000 STAMPS
JUAN DALVARADO 2115 DUKE 5,000 STAMPS
MELISSA BULLARD 5311 38TH 100,000 STAMPS

CORONET DELTA BATH TISSUE 98¢
6 ROLL PACK
CORONET DELTA TOWELS 89¢
2 JUMBO ROLLS

SPRITE OR COKES 32 OZ. BTL. \$1.29
6 BTL. CRTM. PLUS DEPOSIT

SWIFT'S VIENNA SAUSAGE 5 OZ. CANS 4 FOR \$1

SUPER SUDS GIANT BOX 69¢

TURKEY FRANKS 59¢
NORBEST 1/2 LESS FAT 12 OZ. PKG.

MORTON FROZEN POT PIES 5 FOR \$1
MORTON FROZEN DINNERS 39¢
• BEEF • CHICKEN • TURKEY
• MEAT LOAF
• SALISBURY STEAK
POTATOES LYNDEN FARMS KRINKLE CUT 2 LB. BAG 49¢

GROUND BEEF FRESH FAMILY PACK 68¢
RANCH STEAK 88¢
CENTER CUT 7-BONE CHUCK... LB.
"UNITED'S TRU-TENDR BEEF"
ROAST BONELESS SHOULDER WASTE FREE 98¢
STEW BONELESS CUBES-OF-BEEF "EXTRA LEAN" 98¢
STEAK CUBED WASTE FREE BEEF \$1.68
STEAK BONELESS FAMILY WASTE FREE BEEF 98¢

MABISCO PREMIUM SALTINES CRACKERS 16 OZ. 59¢
UNITED CORN 100Z. CHIPS 49¢
OR CHEESE TWISTEES 6 OZ. PKG.

CHUCK ROAST 58¢
BLADE CUT LB.

RANCH BRAND BACON 1.09
SLICED LB.

WILSON'S CRY-O-VAC SMOKED WHOLE PICNICS 59¢
6 TO 8 LB. AVG. LB.

COLGATE TOOTH PASTE 98¢
15c OFF LABEL 7 OZ. TUBE
ALKA-SELTZER 69¢
25 CT. PKG.
COLGATE INSTANT SHAVE 59¢
11 OZ. ASST. FRAGRANCE

"FINE FARE 4 FOR \$1 SALE!"
HOMINY GOLDEN OR WHITE 5 CANS \$1
SAUERKRAUT 4 16 OZ. CANS
MIXED VEGETABLES 4 16 OZ. CANS
SLICED CARROTS 4 16 OZ. CANS
SLICED OR WHOLE POTATOES 4 16 OZ. CANS

"MIX OR MATCH"
HORMEL MIDGET LINK SAUSAGE 1.39
FINE FARE LUNCH MEATS 49¢
6 OZ. PKG.
• MEAT BOLOGNA • BEEF BOLOGNA
• PICKLE • COOKED SALAMI

ALL PURPOSE RUSSET POTATOES 10 LB BAG 78¢

NAVEL CALIF LARGE ORANGES 5 LBS \$1
WASH GOLDEN DELICIOUS APPLES 3 LBS
GREEN ONIONS OR RADISHES BAG OR BUNCH 2 FOR 24¢
CRISP CARROTS 16 OZ CELLO BAG

WE RESERVE THE RIGHT TO LIMIT QUANTITIES
PRICES GOOD APRIL 21ST THRU 23RD
UNITED SUPER MARKETS

Former Local Resident Dies

Services for Anastacio Romero, 34, of Ralls, formerly of Shallowater, were held at 10 a.m. Tuesday at the First Baptist Mission Church in Eldorado.

Burial was in Eldorado Cemetery under the direction of Kerbo Funeral Home in Eldorado. Romero died about 7 a.m. Saturday at Crosbyton Hospital following a short illness.

The Eldorado native was a farm laborer. He married Mary Martinez on Sept. 14, 1963, in Eldorado. He moved to Crosbyton three years ago from Shallowater.

Survivors include his wife; his mother, Mrs. Paul Romero Sr. of

Arlington; two sons, Anastacio Jr. and Fernin, both of the home; four daughters, Delia, Delma, Delfina and Deborah, all of the home; three brothers, Paul Jr. of Arlington, Benito of Houston and Arthur of Fort Worth; three sisters, Mrs. Mary Martinez of Eldorado, Mrs. Rosia Lock of Galveston and Mrs. Louisa Cowart of Mertzon.

Services Held For Weldon Harkness

Services for Weldon W. Harkness, 62, of 4503 45th St., were held at 3 p.m. Tuesday at Resthaven-Singleton-Wilson Chapel with Joe Reynolds, minister of the Wolfthor Church of Christ, officiating.

Burial was in Resthaven Memorial Park.

Harkness moved to Lubbock in 1949 from Clarendon. He was a World War II veteran.

He is survived by his wife, Maye; a son, Calvin of Shallowater; a daughter, Mrs. Bill Wolfe of 4422 46th St.; a half-brother, Clifford Johnson of Needles, Calif.; five grandchildren; and one great-grandchild.

Great-Grandfather Of Mrs. Elliott Dies

Services for Andrew F. Praytor, 90, of 526 42nd St. were held at 10 a.m. Tuesday at Sanders Memorial Chapel with the Rev. Elvin Waters, pastor of Chapel Mission Church, officiating.

Burial was in the City of Lubbock Cemetery under the direction of Sanders Funeral Home.

Praytor, a Lubbock resident since 1931, died about 3:05 p.m. Saturday in West Texas Hospital.

Praytor was a retired farmer and carpenter.

He is survived by a daughter, Mrs. T.P. Harris of 715 29th St., rear; two grandchildren; seven great-grandchildren; and two great-great-grandchildren.

Former resident, Mrs. Wanda Gentry of Slaton, is a granddaughter and Mrs. Paul Elliott is a great-granddaughter.



Enough silk cloth to make a dress may take the filament from 1,700 to 2,000 silkworm cocoons.

Relieves Pain and Itch of Hemorrhoidal Tissues

promptly, temporarily, in many cases.

There's a medication that relieves occasional hemorrhoidal symptoms within minutes. Then it goes beyond soothing; actually helps *shrink* swelling of hemorrhoidal tissues due to inflammation. The name: Preparation H[®].

Doctor-tested Preparation H, with its exclusive formula, is America's leading hemorrhoidal remedy by far. Ointment or suppositories.

LOKEY'S

- Western Wear
- Tack Shop
- Powder River Livestock Handling Equipment

Farm & Ranch World
120th & So. Univ.

Sheridan's Ride

by Jack Sheridan

It is seldom that one gets a weekend that keeps one hopping from one theater to the other and winds up on a Monday morning with an almost incredible score!

Take, for example, the weekend just concluded. In the space of Friday to Sunday, I caught no less than two stage performances and two outstanding motion pictures. Now that's a pretty gruelling and, happily, good score. The stage productions were the Texas Tech University Theatre's fine production of the famous Greek tragedy, "Oedipus Rex" and the Saturday night performance of the highly-regarded Atlanta (Georgia) Ballet company at the University Center.

The movies were Art Carney and Lily Tomlin in "The Late Show," now unspooling at Showplace 4 down at the K-Mart, and the French entry, Oscar-nominee for the Best Foreign Film of the year, with its leading lady also up for the Best Actress Award, "Cousin, Cousine" which is at the Fox 4.

Let's take the movies first. Art Carney, who won an Oscar in a delightful film about a cat a season or so back, has come back to us in a film that has equal charm. Oddly enough, it begins and evolves around a cat, too. Only this time the cat belongs to the non-stop talker and gifted actress Lily Tomlin. Carney is a private eye in the manner of the 1930s-40s and Lily comes to him to engage him to find her cat. What he finds is murder and blackmail on a high level plus a woman who is as annoyingly provocative in action and talk as he could wish.

The little film rolls along merrily and is a delight all the way. In addition to Carney and Tomlin you'll find Bill Macy (Maude's husband on TV) in a central role, too.

The language is slick, fast, funny and has some of those words in it, but they slide off easily and fit the mode of the day.

I was so amused Saturday afternoon, in the climactic scene, when a character pressed the trigger of his silencer pistol, and the Lubbock heavens split open at the split-second moment to rend the theater with a horrific thunderclap. The director would have eaten his heart out at that moment. It was almost "the shot heard 'round the world!"

It's kinda too bad that they called this film, "The Late Show." When you mention it in speaking about it to others, they naturally assume you mean the tube. No, the film is called "The Late Show," referring, of course, to those old Dick Powell etc. films about Raymond Chandler's famed private eye Phillip Marlowe in those gone days, seen nowadays only on the TV screen in the week, small hours—the late, late show.

Suffice. You have been advised. Go see marvelous Carney and wonderful Tomlin cavort in this spook about murder and blackmail and laugh. It's a little gem of a film.

Also very amusing, and I doubt if for much more than a week, is the French-made "Cousin, Cousine." It's at the Fox. The film is a gentle, sexy comedy of family affairs and is recorded with English dialogue. Its leading lady, Marie Christine Barrault, was nominated for an Oscar a few weeks back and a charming and adept actress is she.

The film concerns a lot of adulterous hanky-panky in a free-wheeling French family and is totally inoffensive. It plays smoothly and with gobs of charm and earns its right to be considered an award contender. It's short, for films these days, an hour and a half, but every moment is done with taste and happy abandon. It is worthy of your time and your money. Like, "The Late Show" it leaves you with that warm feeling of having been thoroughly entertained—and there aren't many films these days that can accomplish that state of affairs.

So, you have two to consider, "The Late Show" at Showplace 4 and "Cousin, Cousine" at Fox 4. You can't go wrong on either one, I testify.

Now the stage fare over this weekend. As you probably know Texas Tech was host this week to the Atlanta Ballet, the State Ballet of Georgia. The 13-member troupe is very young and very dedicated and gave us two evenings of meticulous work in the University Center Theater. I caught the four ballets they did Saturday night and was highly impressed. Any ballet company that could dare to follow the unforgettable San Francisco Ballet of last month has guts, if nothing else.

The work the young troupes did was mainly ensemble. They worked on a bare stage and they danced exceedingly well. The only point that I questioned was their strict (and I mean STRICT) adherence to the choreographer's outline and direction. Somehow, it was like a beautiful building. When you see a building, you are not aware of the architect's blueprints. You see the result; not the work in progress. The Atlanta Ballet gave me the impression all through the performance that the dancers were being extra-precautious in following the design of whatever choreographer had outlined the work. Instead of dancing to the climax, they "approached" the climax in a studied, concentrated manner which robbed them of the natural fluid quality that spells balletic success.

I will step aside on one of the four ballet offerings Saturday to pay tribute to two fine dancers in the company. I speak of "The Still Point" danced to the music of Debussy, choreographed originally by Todd Bollender for the New York City Ballet. In this graphic depiction of a young girl's coming to maturity (based on a poem by T.S. Eliot), the work was impeccably danced by the young Filipino lady, Maniya Barredo, and her dancing partner, Ronald Jones. It was an exquisite performance by Barredo and she captured the laurels of the evening easily. I understand she did the same in the Friday performance of a gypsy ballet, too. She was utterly delicate and sure and the tall Jones was the perfect partner for her. It was lovely and right.

At 8:15 p.m. today and through Wednesday you have the rare opportunity to see one of the great tragedies of the theater, "Oedipus Rex" which is being handsomely staged at the University Theater on the Tech campus, the last production of the 1976-77 year. Directed by the sensitive Ronald Schulz, the performance is grim and relentless as the tragic tale of the king of Thebes who slew his father and married his mother and culminates in suicide and blindness unfolds.

The setting is superb and the playing is slick and knowledgeable. Tall, resonant-voiced Lynn Mathis is a commanding, tortured Oedipus, while Diantha Pennington Roberts is a touching, vital Jocasta. The lesser roles are fine (there is a large chorus for this one—lines being spoken in unison) with Bradley Williams as the blind prophet particularly outstanding. I remember good work from Mark Walters as Creon, Michael Roe as the Servant-Messenger and Ray Green as the Shepherd.

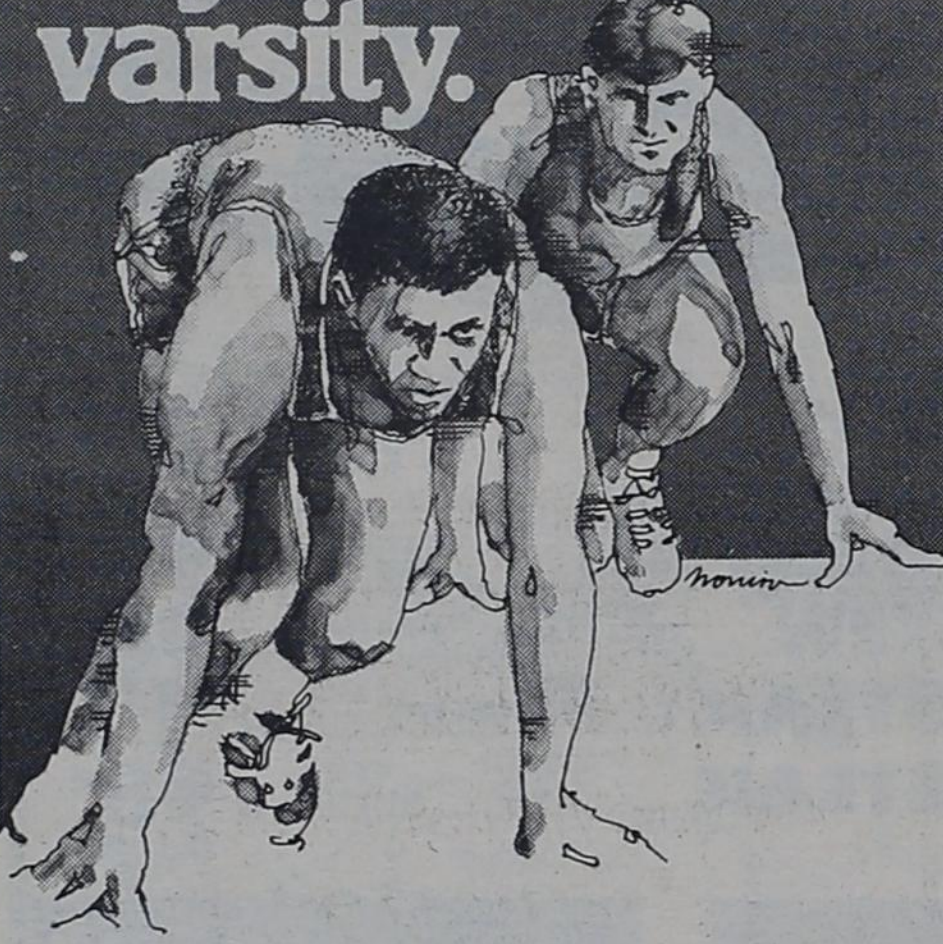
James Odom's thematic music was cleverly interpolated, though I thought the extra-long flute introduction was a bit tedious before the action began. It was somewhat long and repetitive. But, overall the production is a plus all the way, highlighted by a stunningly-effective standing set designed and lit by Arden Weaver.

The play will be on view through tonight (8:15 p.m.) and certainly deserves your attention.



KIRBY'S - KIRBY'S
New and rebuilt vacuums
Priced to save you Money!
Service is Great!
We Service All Makes
2 blks. north South Plains Mall
KIRBY SALES & SERVICE
5410 Slide Road
Lubbock, Texas 792-3718

Try out for the varsity.



The Marines are looking for a few good men.



Call 800 - 423-2600, toll free for more information.
(In Lubbock Call 762-7608)

Murl Galbraith Seed Sales

HUNT SEED COMPANY, INC.



ANOTHER ONE OF OUR HYBRIDS



Corn Seed
Cotton Seed

Yield-King Pedigreed Stripper 31 Green-bug resistant Milo seed 894 Sunflower seed

Also standard varieties, Sudans, and forage sorghums.

3 MILES East, 1/2 mile North of Shallowater

MURL GALBRAITH
Call 763-1352

All American Girl Pageant Set for June

On June 7-8, a host of talented young ladies will compete for the coveted title of Texas' first All American Girl. The pageant is scheduled to be held in Waco at the Holiday Inn. The All American Girl Pageant is unique in that it is one of the few pageants in existence that covers such a wide range of age groups.

Categories are the All American Tot—ages 3-6; All American Little Miss—ages 7-9; All American Miss—ages 10-12; All American Teen—ages 13-17; and the All American Girl—ages 18-26.

Pageant officials anticipate 16-20 girls will vie for the coveted title in each age group. The All American Tot, Little Miss and Miss divisions will compete in street length party dress, sportswear and close-up appraisal. The All American Teen and All American Girl divisions will be judged on evening gown, sportswear and close-up appraisal. Except for the All American Tot division, each contestant will perform a three minute limit

talent presentation. Talent may be anything which shows the girl's poise before an audience—skit, music, dance, voice, dramatic presentation, baton, etc.

Winners from each category will receive a trophy, crown, banner and the opportunity to compete for over \$5,000 of scholarships and awards to be presented at the national competition. The talent winners will also be eligible to compete at the national pageant as candidates-at-large. The National Pageant will be held at Holiday City in Memphis, Tennessee the third week in August.

Parents of would-be contestants may inquire for further information and application by writing All American Girl Pageant, P.O. Drawer 1630, Dothan, Alabama 36301 or call 205/792-4907. PTA's, band booster's, dance schools, civic clubs and other organizations interested in sponsoring a local pageant as a fund raising project may also inquire.

Mahon to Deliver Commencement Address at LCC

Congressman George H. Mahon (D-19) will deliver the commencement address during Lubbock Christian College graduation ceremonies at 2 p.m. April 30.

In the sixth graduation since LCC gained senior college status, 143 will don caps and gowns for the ceremony.

Mahon, who has served in Congress since 1934, is second in seniority in both the House and Senate and is chairman of the powerful House Appropriations Committee.

LCC graduation activities get underway at 3 p.m. April 29 with a reception at the home of LCC President Dr. Harvie M. Pruitt.

Charles Hodge, minister of the Rosemont Church of Crist, Fort Worth, Tex., will deliver the Baccalaureate address at 8 p.m. April 29.

Dear Customer,
Just wanted to say thank you for your patronage over these last few months... your loyalty to using our products. Those of you that have been Hostess we do appreciate you. You endorse our product with your friends. Well, I personally would like to take this time to say, "Thank You" because without all of you I wouldn't be. I too want to say the service on my phone has not been great... so we have done something about that! You may now call 795-7895 Monday thru Friday, 8 a.m. to 8 p.m. five days a week for your reorders and appointments. Your calls will be returned as soon as possible and deliveries made promptly after 3 p.m. PICKUP DELIVERIES WILL BE ON MONDAYS or make special arrangements for your convenience. We are HOPING TO SERVE YOU BETTER — AND WE DO APPRECIATE YOU!

WARMEST REGARDS,
Chocolate Chip
Sally Bee

Hostess contest will start April 11 and will continue through May 9. Every Hostess in the Lucky 13 Contest who achieves all 13 lines in outside orders \$8.00 per line and more will be awarded Mary Kay's special hostess travel bag, beautifully designed just for you! "Top Hostess Prize" is 13 simulated diamonds and will be awarded to the hostess with highest sales.

And don't miss the exciting GLAMOURAMA presenting Bally Bee. Sally will give facials and demonstrate contouring and hair care. GLAMOURAMA will also include a style show. Date to be announced.

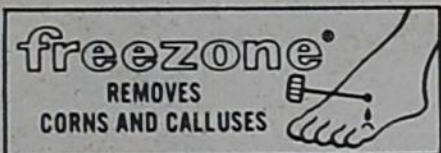
**MARY KAY
COSMETICS**

A faculty luncheon for seniors and their parents will start at 11 a.m. graduation day. Special recognition will go to faculty members who have been at the college since its founding 20 years ago. They include Dr. B. Wayne Hinds, Dr. Patricia Vickers, Hugh Rhodes, Dr. C.L. Kay and Mrs. Jerrye Cope.

A "homecoming" is planned for former LCC faculty and staff members. They will receive special recognition at the Saturday luncheon.

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.



A Special Bonus just for you this month. Buy two items and get one free! Any of our products from basic skin care to glamour. Basic hair care. Example: Buy 2 cleansers, get one FREE. Basic Items. Lotions, bath oils, colognes, lip palettes, shampoos. Buy two get one free.
MARY KAY COSMETICS
Chocolate Chip, 795-9895

CLASSIFIED ADS

JOBS MEN & WOMEN

Shaklee Since 1915. Organic, biodegradable, pollution-solution products-household, nutrition cosmetics. Need extra income, retirement bonus, car? Shallowater number, Wayne and Boyce Mitchell.

Common Farm Practices Could Result in Blinding Eye Accidents

A farmer lost his sight while stretching barbed-wire on a fence. A teenaged boy was blinded in one eye while using anhydrous ammonia to fertilize the family farm.

These common farm practices which resulted in blinding eye accidents could have been prevented through the use of appropriate safety eyewear, reports the Texas Society for the Prevention of Blindness.

Farm workshop hand tools, grinding wheels, power saws, lathes and drills should never be used without the protection of at least plastic cover goggles (which fit comfortably over prescription glasses.) Full face shields provide general protection, especially during light grinding, but a goggle provides better over-all coverage, for example when making repairs underneath farm machinery.

Well-fitting plastic covered goggles with hooded vents provide protection from flying dust and chaff, as well as from low-lying branches and brush, encountered during general field work. Such goggles should be stored on tractors and other farm machines, and in containers to

ANNOUNCEMENTS

EVERYTHING IN YARD WORK !! INCLUDING: planting, mowing, edging, flower beds, transplanting trees, removing top soil and all kinds of hauling. Mon.-Sat., 7-8 a.m.; 6:30-7:30 p.m. Sunday till 1:00. Call 744-6812.

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.

BUSINESS OPPORTUNITIES

Earn \$80.00 weekly at home stuffing envelopes. Information: Rush 50 cents and stamped self-addressed envelope to Financial Miracles, P.O. Box 15129, Fort Worth, Texas 76119.

Work at home in spare time. Earn \$250 per 1,000 stuffing envelopes. Send 25 cents plus stamped, self-addressed envelope to: TERRY LANE ENTERPRISES, P.O. Box 289, Hobart, Indiana 46342.

AUTOMOBILES USED

All Cars on Lot Have 1977 Tags

'73 Ford 4-dr., '72 Ford 4-dr., '70 Maverick 2-dr., '72 Plymouth, '64 Chevrolet 4-dr., '72 Ford pickup.

CECIL'S AUTO
1802 Avenue J

working because blinding pain may immobilize the injured worker.

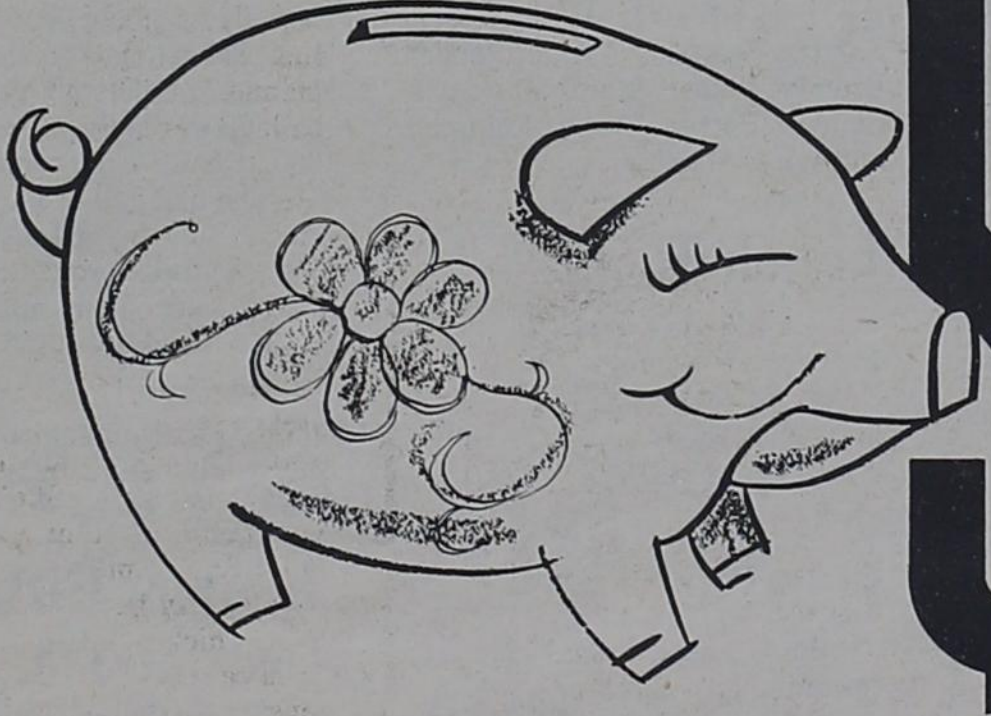
Eye accidents happen when least expected. The Texas Society for the Prevention of Blindness urges the use of eye safety protection at all times when working on the farm. For other eye safety information, write: P.O. Box 13400, Houston, 77019.



Some seeds, notably the legumes, may sprout after a century or more.

THE TREE HOUSE
Unusual
MOTHER'S DAY GIFTS
- Baskets
- Small dried arrangements
- Myrtle wood gifts
- Coral mushroom decorative pieces
Free Gift Wrapping
4812 Louisville 797-5588
Off 50th across from Wolco

CRAIG BUILDERS SUPPLY
4600 CLOVIS HIGHWAY-LUBBOCK
762-8719
Paint • Floor Covering • Lumber
Building Materials



\$ SAVE

energy with a conservationist electric water heater

Maximum efficiency in appliances is what we're all looking for... to save energy, save money.


That's why the CONSERVATIONIST ELECTRIC water heater is worth looking at. It saves 15% of the energy used in a like-sized regular electric water heater and delivers all the dependability of electric water heating. The Conservationist is heavily insulated on all sides so heat is retained inside the water heater... used for what you're paying for... to heat water.

And, you save on space above the heater because an electric water heater does not need a flue or vent.


Ask us about the Conservationist... the electric water heater designed to use energy wisely and save.

WE SELL 'EM... CALL US

ELECTRICITY-IT DOES SO MUCH GOOD

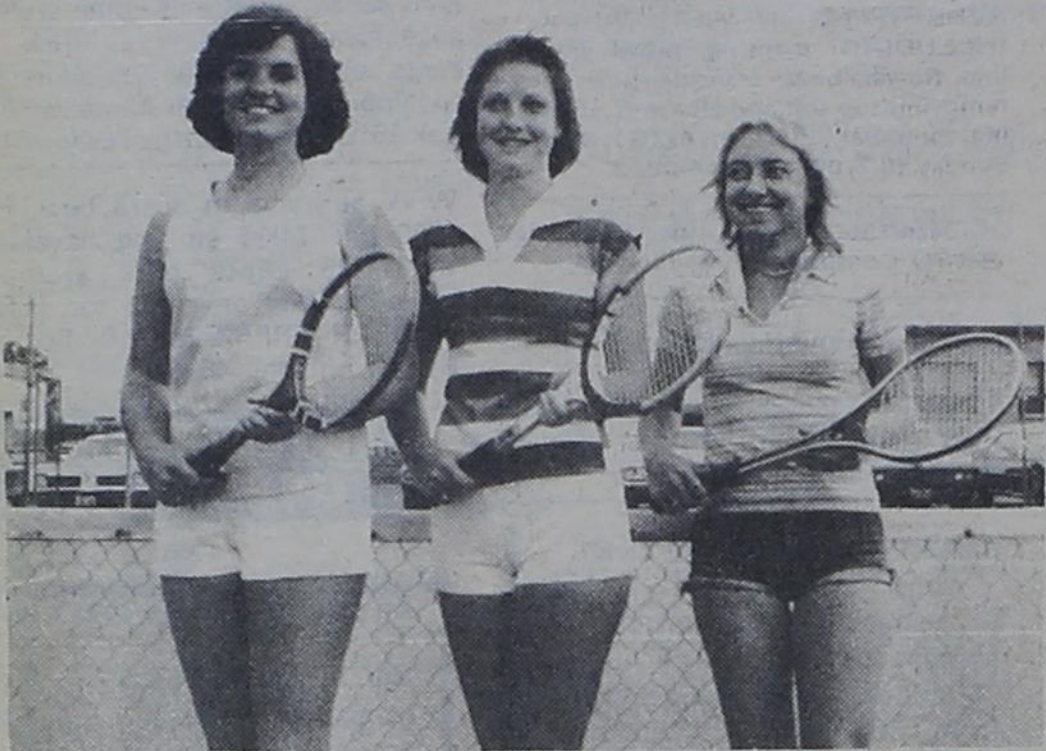


The ELECTRIC Company
FOR SO MANY PEOPLE



The Shallowater Schools

HORSE TALES



Myers Duo — Phillips Advance To Regional

by Alison Terry

Kim Myers, Jamie Myers, and Rhonda Phillips are not Chris Evert, Billye Jean King, or Margaret Court, but they did an excellent acting job last Friday as they netted their way into the regional tennis tournament.

At the district tennis meet, held in Plains, Rhonda Phillips defeated her opponent from Plains (6-0, 6-1) to take first place in District 5-A. Miss Phillips will

advance to regional play. Kim Myers and Jamie Myers were defeated in the finals by a duo from Stanton (6-3, 6-4). The Myers netters still will bounce on to regional.

Regional tennis competition is set for April 22 and 23 in Odessa.

Other results from the girls' tennis meet: Varsity singles — 3rd, Lindy Blumer; Varsity doubles — 6th, Alison Terry and Lori Harrison; Junior varsity singles — 2nd, Melissa Cox; 3rd, Dee Ann Cobb; Junior varsity doubles — 5th, Michelle Price and Robbin Boswell; 6th, Sharon Howell and Joni Smith.

Senior Spectacular



by Gloria Lara

This week's Senior Spectacular is La Juan Paul. She is the daughter of Mr. and Mrs. Bob Paul. She resides with her family at 1400 and Age. G. La Juan is at the perfect age of 18, and she was born October 5, 1958.

As a Senior this year La Juan enjoys two subjects in school. She enjoys Sociology, because she can talk all she wants; and La Juan's other favorite subject is Journalism, and she likes this subject because she likes taking pictures.

La Juan has several favorite things. They mostly concern nature and its beauties. La Juan likes rain, beautiful sunsets, horse back riding, the Colorado mountains, and of course, men. Apart from her favorite things, she has many interesting hobbies. They are stamp collecting, crocheting, writing, taking pictures and caring for plants.

In school La Juan is an active member in Band and Pep Squad. Outside of school, she is an active member in her church group and in the Rainbows.

La Juan has also received two very special and important awards in school this year. She won 4th place in Newswriting at the District U.I.L. contest; and she got alternate on her speech she gave on energy at the S.P.E.C. contest.

When this week's Senior was asked what she enjoyed most about her Senior year she said being 18 and making the decision to go on to college. After graduation, she plans to attend college and go after the career of

nursing. She also plans to enjoy life to its fullest and some day, get married. Her last comment about her Senior year is that it's been the best ever because Sr's 77 are NO. 1.

DECA Student Of the Month



by Suzie De Anda

Sylvia Garcia is a Junior at SHS. She is the Deca Student of the Month. She works at Gibson's 50th and Slide. She works with price-marks and stocks in the drug department and she also works the cash register.

Sylvia enjoys the people she works with—mostly college kids, and least enjoys Sundays, which are just too hectic. She has had a lot of fun at Gibson's. One amusing time was the Christmas party Gibson employees had. Everyone exchanged gag gifts.

Sylvia stated that the most difficult part of her job was learning the receiving procedures upon the arrival of a delivery truck from Dallas.

Miss Garcia plans to continue working at Gibson's after graduation and to specialize into Marketing and Distribution.

In final comments, Sylvia stated she really is enjoying DECA. She finds the organization very beneficial in several ways: (1) the club is easy to relate to, (2) DECA will get a person started in the working world and stand behind a person as a credit, and (3) a person gets to go to school for only half-a-day!

"Finders Creepers"

by Suzie De Anda

The Junior Class presented the play of the year "Finders Creepers" last Friday morning in a school assembly. The play consisted of a large cast and crew and had a funny plot. There was one hundred per cent attendance at the premiere of the play.

The Juniors put on the play Friday evening in the high school auditorium for the general public. The play was well-received by the people that went to see it.

The profits earned by the class will be used to entertain the Seniors at the annual Jr.-Sr. Banquet and Prom.

Houston, Here We Come

Belinda Seale, Claudett Lamb, Gloria Lara, Laura Walker, Suzie DeAnda and Mrs. Harrison are traveling to Houston for the FHA State Convention. They will leave Wednesday at 8:30 from the Lubbock bus terminal and come back on Saturday evening at 7:00.

The young ladies will sightsee and will attend all the FHA meetings, and, and Encounter Breakfast, Friday morning. The climax of the convention will be the installation of the new State officers.

Band Contest Slated

by Alison Terry

Next Tuesday, April 26, the Mighty Mustang band will travel to Frenship High School for concert-sightreading contest. The powerful sound of the band will blast at 3:15 in the afternoon.

Under the direction of Mr. Beryl Harris, the Mustang band will play *Hymn of Praise*, composer—Anton Bruckner; "*Westerner*" March, composer — J.J. Richards; and *Overture for Winds*, composer—Charles Carter.

The goin' band needs your support. Come boost the Mighty Mustang band to a first division in concert and sightreading!

Jr. High Honor Roll

by Suzie De Anda

The Junior High Honor Roll for the six weeks is as follows: Robin McMenamy, Randal Pearce, Debbie De Anda, Ricky Warden and Tammy Yeager for the Seventh grade.

The eighth grade honor roll reads as follows: Darla Dennington, Becky Walker, Kathy Farris, Sandra Stewart, Vickie Pettiet, Brandy Giles, Mark Jungman, Sandra Potter, Milly Feldman, and Louis Whaley.

Lunch Menu

Monday, April 25

Barbequed Weiners
Ranch Style Beans
Mashed Potatoes
Sliced Peaches
Corn Bread

Tuesday, April 26

Chicken Pot Pie
Zucchini & Tomatoes
Combination Cabbage Salad
Coconut Cake Squares

Wednesday, April 27

Enchiladas (Beef & Cheese)
Buttered Corn
Lettuce & Tomato Salad
W/Dressing
Banana Pudding

Thursday, April 28

Hamburgers
Lettuce, Tomatoes, Pickles & Onions
Macaroni & Tomatoes
Potato Chips
Chocolate Chip Cookies

Friday, April 29

Fried Fish Fillets W/Tartar Sauce
Mashed Potatoes
Seasoned Spinach
Hot Rolls
Mixed Fruit Salad

Fillie Tracksters Look to Regional



by Claudett Lamb

This year we have nine Fighting Fillies going to Regional in track. They have been building for this through several previous meets and these girls made it at district.

The freshmen girls who made it are: Maureen Pair, who got 1st in the 880 run, with a time of 2:34.6; and Rosemary Heinen got 2nd in the mile run with a time of 7:10.6.

Donna Evans, a Junior, is going to regional after placing 1st in the 100 yd dash with a time of 11.6; and in the long jump, she placed 2nd measuring 15' 6"; she's also going in the 440 relay. The 440 relay is going with a new record of 51.1. The team that placed first at District consists of Cindy Jackson, Donna Evans, Lindy Blumer, and Robin Truelock. The 880 relay also placed 1st to set a new record of 1:48.8. It consists of

Cindy Jackson, Robin Truelock, Lindy Blumer, and Janis Horton. The mile relay placed 1st with a time of 4:17.6. This team consists of Janis Horton, Terri Stanton, Beverly Pair, and Robin Truelock.

Our two Seniors are Beverly Pair and Janis Horton. Beverly will be going in the mile relay and in the 440 dash for placing 1st in District with a time of 64.9. Beverly has gone to regional in these two events since her Sophomore year. Janis will be going in the 880 and mile relays and also in the 220 which she placed 2nd at district. Janis has gone to regional in these events ever since her sophomore year, also. We appreciate these two seniors for all they have contributed all their years of school. Good luck to all Fillies at Regional!

Stars of Six Weeks



by Alison Terry

Stars of the Six Weeks, as elected by members of the National Honor Society, are: Shelly Adams and Tim Sinclair.

Shelly, a junior at Shallowater High School, is the daughter of Mr. and Mrs. Troy J. Adams. The stork flew Shelly in on June 27, 1960. Shelly isn't particular and says she likes all of her classes in school. Her favorite things are: food, waterskiing, and clothes. Shelly was cheerleader for the Mighty Mustangs and Fantastic Fillies this year.

Shelly's comment on this year: "It's really been a busy year. The junior play was a blast and I'm

looking forward to my Senior year."

Tim is a sophomore at SHS. His parents are Mr. and Mrs. Burt Sinclair. Tim came into this world on September 22, 1960. Tim's favorite subject in school is athletics because he has been able to concentrate on track during that period. Besides track, Tim enjoys playing the banjo, girl-watching, and being with that certain "special" female. The Student Council is privileged to have Tim serve as sophomore representative to that organization.

Tim's comment on this year: "It's been grand, but it's about all I can stand."

Jr. High Girls District Track Meet

by Claudett Lamb

Last Wednesday the girls went to Plains to compete for District. The 7th grade girls won 4th in over-all competition. The results in Field events are: High Jump—Shelbi McKinney, 3rd place; Tawlene Morgan, 6th place. Discus—Beatrice Taylor 3rd place.

The running events are: 100 yd dash—Ruth Gomez 2nd, Shelbi McKinney 3rd; 220 yd dash—Stephani Martin 1st, Bertha Menton 3rd; 440 relay — 1st Shelbi McKinney, Stephani Martin, Ruth Gomez, Bertha Menton; 1320 relay — 4th Sherisa Rolling, Patti Stanton, Tina Menhiser, Debbie Risenlover.

The 8th grade girls came in 4th in over-all competition. The results in Field events are: High Jump — Cathy Hohertz 3rd jumping 4ft 4in.; Discus — Mickey Bohner 2nd throwing 63 ft. 4 in.; Shot Put — Mickey Bohner 3rd throwing 27 ft. 6 in..

The running events are: 100 yd dash — Thelma Menton 1st, Lana Massey 6th; 220 yd dash — Cathy Hohertz 4th; 330 yd dash — Pabla Ortiz 5th; 660 yd dash — Lela Brock 3rd, Kathy Boone 5th, Brandy Giles 6th.

Also, 440 relay — 3rd Thelma Menton, Mari Sproles, Sandra Stewart, Lana Massey; 880 relay — 2nd Lana Massey, Judy McBride, Marie Sproles, Thelma Menton; 1320 relay — 4th Pabla Ortiz, Yolanda Anaya, Sylvia Perz, Vicki Pettit.