

The Sudan Beacon - News

FORTY-SIXTH YEAR

NUMBER 45

SUDAN, LAMB COUNTY, TEXAS

THURSDAY, DECEMBER 31, 1970

10¢ PER COPY



-To Our Many Good Friends!

WOODWORK
BY DALTON

IF THERE is anything you want to get done in 1970, you'd better get with it, because time is running out. Speaking of time, we notice that 45 million watches will be sold in the United States this year, proving that a lot of people have time on their hands.

If you are a student, you can enjoy not going to school for just a few more days, then it's back to the grind. Incidentally, a group of government experts recently concluded a three-year \$300,000 study and came up with the conclusion that public schools are "oppressive, grim and joyless." This, says the Knoxville News-Sentinel, confirms a previous study by second graders.

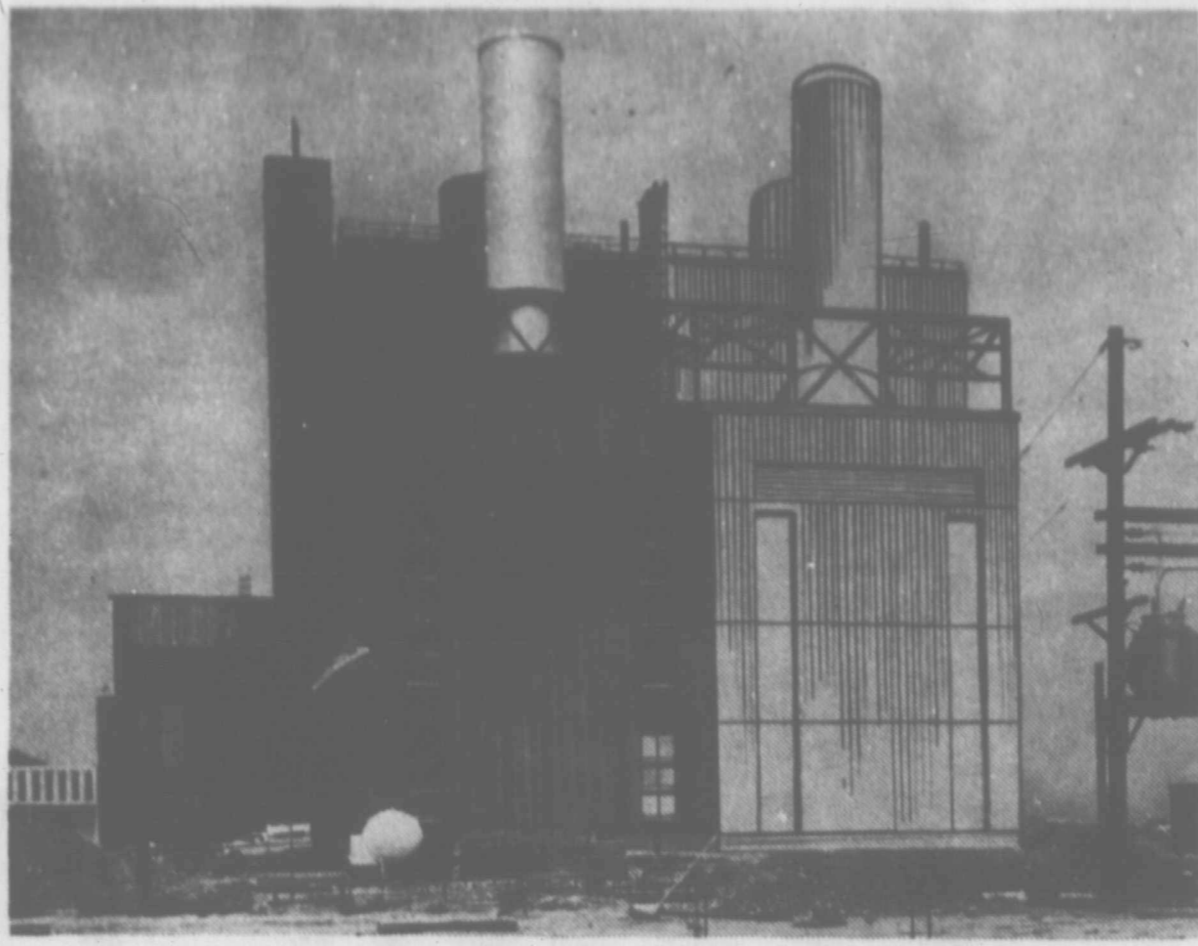
Personally, I believe I've done just about all I want to this year. And like many of you, I am looking forward with considerable anticipation to the challenge of a new year, with such quickly-arriving high points as income tax time, car registration time, annual auto insurance, auto inspections, higher prices, and such stuff.

But I look for some good things, too. And if you look for the good things, you usually find them. And on that bit of philosophy, the people at this newspaper wish you a Happy New Year. It can be a good one, if you want to make it so.

ALL THREE of my regular readers probably remember my week-before-last reference to a song which sounded to me like "Dumb Ditty Duckworth." Now comes a young woman who said she finally figured out what song I was referring to.

The song title she doesn't remember, nor does it matter much, but the words were "Love did it, love works, if you don't give up."

It's still a dumb ditty.



MORE POWER TO YOU - More electric power for 1971 and 1974 is portrayed by this combination construction picture, artist's rendering of Southwestern Public Service Company's Jones Station, southeast of Lubbock. The left half of the picture shows recent construction of the 1971 addition which will add 256,000 kilowatts to Southwestern's generating capability in mid-year. That means we'll have 14 per cent more electric power available next year than we had this year, when the region had a more than adequate supply. The 1974 addition, sketched in on the right, will double the capability of Jones Station and make it the largest of the company's 11 power plants. The 1971 plant addition is part of the electric company's Golden Anniversary Year construction program which calls for an investment of nearly \$20,000,000 for new plant and equipment throughout the company's 45,000 square mile service area.

**PUBLIC SERVICE PLANS
1974 CONSTRUCTION**

A 14% addition to the area's electric generating capability in mid-1971 and plans for still another major power production unit in 1974 highlight a nearly 20-million dollar construction program for 1971, announced today by Roy Tolk, president of Southwestern Public Service Company.

The addition to electric generating capability in mid-year will come about when the first unit goes into service at Jones

Station, located southeast of Lubbock. The 256,000 kilowatt generator will be the largest single unit on the company's system and will put the company's total power-producing capability at nearly 2,000,000 kilowatts. That's more than twice what it was 10 years ago.

Tolk also revealed plans for the second 256,000 kilowatt machine at the new facility. A twin of the one which will go

into 1971 service, the new unit has been ordered from Westinghouse Corporation. Ground will be broken for the second unit in 1972.

"We don't propose to get into any bind insofar as adequate power supply to serve our customers is concerned. It takes longer to get electric generating equipment these days, so we've put our order in to adequately meet our requirements. We are noting an increase in number of customers throughout our service area, an indication that we are returning to a growth pattern, and we want to have the electric power supply that will stimulate that growth," Tolk said in making the plant expansion announcement.

Jones Station is named for Clifford B. Jones, president emeritus of Texas Tech University, and a director of Southwestern Public Service Company since 1945.

When the two units are in service, Jones Station alone could serve a city three times as large as Lubbock or Amarillo and it is just one of eleven generating facilities on Southwestern's interconnected system.

There has been no power shortage problem in Southwestern's service area. In 1970, for example, when some sections of the area were plagued with brownouts and voltage reductions, Southwestern's customers were able to continue to use electric power without restriction and the company passed through its summer peak period with reserves that exceed the peak demand by more than 20%. The 1971 Jones Station addition is designed to provide adequate power reserves during the three year period until the 1974 unit is completed.

1971 will be Southwestern Public Service Company's Golden Anniversary Year. The company was incorporated at Roswell, New Mexico in 1921 as the Roswell Public Service Company. Its service area now covers 45,000 square miles in parts of four states and it serves 225,000 customers. It has an investment in plant and equipment that is now approaching 500-million dollars and it has been adding to that investment at an annual average rate of 20-million dollars for the last ten years.



happy
new
year

It's our pleasure
to send you our very
best wishes
for the coming year.

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OPERATION MOTORCIDE

DPS

ESTIMATES

35

TRAFFIC DEATHS

Based on past experience, the Department of Public Safety estimates 35 persons will die on Texas streets and highways during the period from 6 p.m., Dec. 31, through midnight, Jan. 3. DPS joins the Governor's Committee on Traffic Safety in urging motorists to prevent these needless deaths.

NEW YEAR



Devotional



By HAZEL HOUSE

Scripture: Philippians 3:13, 14: 4: 4-8, 13.

"... think on these things. "Where will you be when you get to where you are going?"

I heard this asked, and I thought of how urgent it is for each of us to stop and ask ourself this question: Where are you going? Do you know?

It is important to know where you are going. Because it is now that we make the choice of where we will go.

How do you make a right choice? Ask yourself: Is this choice only for a moment, or is it forever? Is it honorable, or dishonorable? Is it only for a momentary pleasure, or is it forever?

Beginning a new year we often take a kind of inventory of the past year, and think of how we may improve and profit by our mistakes. But this kind of personal inventory must include more than just looking back and resolving to profit by our mistakes; it must include the aim of living, the goal, the answer to "Where am I going?"

Make your choice today as to where you are going, by choosing Jesus, and following Him all the way. Are you on your way to heaven? Remember Jesus is the only way! You cannot get there by going your way, by your plans, or by taking a short cut. Jesus is the only way. He is the way which God has provided, so that you and I might be saved, that we might live forever in light, love, peace and joy.

Remember, in John's gospel, Jesus said to Nicodemus, a Pharisee and a Ruler of the Jews, that all the rules which he kept and reformation of himself would not take him back to the Father. Because our Father's kingdom is a spiritual kingdom and one must be "born" into it (by accepting Christ as Savior), as one is born into physical life: one must be "awakened" into spiritual life, as one is awakened into physical life.

So, it is well to make good resolutions when made with this thought in mind: "I can do all things through Christ which strengtheneth me."

Obedience—our willingness to be obedient to Christ gives Him the best room in our lives; room in our hearts to abide in, to be able to talk to us and tell us in His Word what to do, which way to go, and how to stay in this straight and narrow path that leads ever upward.

So, we find the strength to keep our good resolutions in Jesus.

Best Wishes for the New Year

Besides the happy celebration of another New Year, we're making some quiet wishes. One is that the brand new year ahead will be, for all our customers, a happy and a healthy one.

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My Neighbors



"How shall I feel about women's lib, dear?—I mean to the public?"

ESA Meets

The ESA met in the home of Mr. and Mrs. Robert DeLoach Monday for their annual Christmas party with Mr. and Mrs. Darwin Reid as co-hostesses.

Gifts were exchanged and secret names revealed, and names were drawn for the new year. Decorations were of the Christmas motif.

A Christmas dinner of turkey and dressing were served to Mesdames and Messrs. Emery Blume, Donnie Cowart, Joe Ellison, Edward Fisher, Al Harrison, Noel Lumpkin, Bob Markham, Thomas Moss, Elray Rasco, Kenneth Wiseman, Marvin Tollett, Tommy King III, and Kenneth Vincent.

Personals

Mr. and Mrs. Ted Marth and children of Vallejo, Calif. are visiting in the home of Mr. and Mrs. Joe Bellar and other relatives.

Mr. and Mrs. Mike Marten of Wayne, Michigan arrived Wednesday to spend the Christmas holidays with friends and relatives.

Mr. and Mrs. Wayne Amos and children are in Sunray visiting their parents, Mr. and Mrs. Earl Ware and Mr. and Mrs. Warner Amos.

BAPTIST NEWS

The Girls in Action met Monday afternoon in the home of Mrs. Betty Beavers for a Christmas party. After a short devotional the group was served hot dogs, cokes and cookies.

Attending were Sabrina Vincent, Renay Jordan, Carolyn Carpenter, Lasha Beavers, Pam Nelson, Lori Harper, Mr. Betty Beavers and Mrs. Bobby Carpenter.

The Junior Dept. of the First Baptist Church held their annual Christmas party Monday afternoon when approximately 20 children attended.

Leaders helping were Mrs. Louelle Serratt, Mrs. Elray Rasco, Willie Williams and Calvin Vernon.

SCHOLARSHIPS AWARDED TWO SUDAN STUDENTS

Two students from Sudan are among over 900 scholarship recipients at Abilene Christian College this semester.

They are Rex Boyles, son of Mr. and Mrs. W.B. Boyles of Route 1, and Sharon Wilson, daughter of Mr. and Mrs. E.M. Wilson of Box 418.

Scholarships are awarded on a basis of academic achievement, character and need.

Flower Talk



BY LOUISE

CHILDHOOD FLOWERS

Which flowers do you recall from your childhood? It is surprising how many people remember the simple ones—such as the Morning Glory. Most everyone had Morning Glories, and it was common practice to run strings along the porch for them to climb. Early in the morning there was no more beautiful sight than the blue and purple morning glories in full bloom.

Other remembrance flowers are the lilac and the geranium. The geranium bloomed in abundance in pots on porches, and had a special place in the spare room during the cold winter months, and you always wondered whether they would make it through the cold days.

We can't return to our childhood, but our flowers are just as beautiful, and just as fragrant as you remember them from days gone by.

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- 1957 - Chevrolet Truck

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NEW YEAR'S, 1971

The month of January is named after an ancient Latin divinity, Janus, often represented in Roman coinage as having one head with two bearded faces, one looking forward and the other backward.

Janus was worshipped as the god of gods, the sovereign disposer of war and peace and the dispenser of the futures of mankind. All doors and all passages were said to be under his care.

The symbolism of this mythological diety is especially appropriate in this uncertain time. We appear to be on the edge of a new era, but true progress in human relationships and material well-being must be built on the proven values and accomplishments of our heritage.

As Hamlet said, "What is a man, if the chief good and market of his time be but to sleep and feed? a beast, no more. Sure he that made us with such large discourse, looking before and after, gave us not that capability and god-like reason to fust in us unused."

HAPPY NEW YEAR



GREETINGS

Here's a royal welcome to the New Year, with greetings to our friends and thanks for all your cooperation in the past. May the months ahead bring you much happiness.

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OLDEST BANK IN LAMB COUNTY

FROM YOUR STATE CAPITAL

Legislative Budget Board staff members added little to the season's cheer for legislators with their estimate that even a rigidly-conservative 1972-73 budget will require a \$643.5 million tax bill.

Lawmakers, who report for the biennial session in January, must pass a \$51.4 million emergency finance measure to head off a 20 percent welfare cut in April, the Budget Board warned. And early approval of a constitutional amendment to raise the \$80 million welfare ceiling also will be necessary to avert eventual sharp reductions in aid to the needy.

Board stressed that its budget compilations allow for no new construction funds for any purpose and no money for state employee salary raises.

Lt. Gov. Ben Barnes called the situation a "crisis." Senate leaders turned down a no-tax plan advanced by a Houston group.

This plan would freeze teacher salaries, raise college tuitions, abandon general revenue appropriations for farm-to-market roads, change school finance formulas and divert a portion of the permanent school fund to current spending. Such proposals, said Barnes, "would get about two votes."

Sharp growth in welfare rolls and long-range educational programs already enacted are primary reasons cited for the record tax need.

MRS. KENT HOSTS CANASTA CLUB

Mrs. Clara Kent was hostess Thursday when the Canasta Club held their Christmas social. The favors were candy canes decorated with miniature flowers.

Refreshments of fresh coconut cake, spiced tea and coffee were served to Mrs. John Tucker, Mrs. Annie Chester, Mrs. Lena Rollins, Mrs. Cors Carter, Mrs. John Milam, Mrs. Tom Henderson, Mrs. A. A. Pinkerton, Mrs. Martin Maxwell, Mrs. Lucy Kent, Mrs. Lynn Olds and the hostess.

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May the New Year bring to us all happiness and everlasting hope.

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THE SUDAN BEACON NEWS
THURSDAY, DEC. 31, 1970

WANT ADS

WANTED — To Trade Upright freezer-refrigerator combination for chest type freezer. Contact Joe Myers, 227-4871 or see at 310 Temple.

12-9-4tc

FOR SALE — Standard Ludwig set of drums, 1 month old. Sell cheap. Dan Clark, call 744-4119, Lubbock, Texas.

12-10-3tp

FOR SALE—MISCELLANEOUS — "Take over payments on 1968 Singer sewing machine in walnut console. Will zig-zag, blind hem, fancy patterns, etc. Assume 3 payments at \$7.96. Write Credit Manager, 1114 19th Street, Lubbock, Texas."

FOR SALE — Two Bedroom House located at 310 Temple. Will sell for \$1200. See Joe Myers, 227-4871.

12-3-4tc

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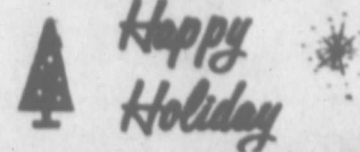


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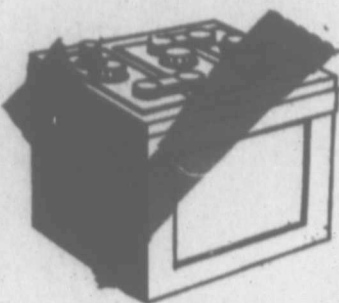
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The Old Timer



"The way you should fold a road map is usually again."

The Future Of Our Earth...

It's LITERALLY The Responsibility Of All

Preservation of the thin envelope of life-supporting gas which surrounds our earth — protecting it from factory smoke, automobile exhaust, indiscriminate dumping and burning of trash and litter —



Halting wanton destruction of trees, streams, lakes, and wildlife —



These are "musts" for which rural and urban people alike are responsible. Control or elimination of environmental destruction is the job of all of us. Our air, our earth, our very lives depend on it.

Environment and quality of life are everybody's responsibility. The National Farm City Council, through its two-nation wide program of education and dramatization of the problems common to all of us, is working mightily to preserve and protect our environment. Your help is needed. Contact your local Farm City Committee, the Kiwanis Club, Farm Bureau, Grange Chapter, J.H. FFA, or other group involved in this important undertaking. And, participate in Farm-City Week, November 20-26.

HAPPY NEW YEAR

We're celebrating the New Year with much happiness and great hopes... hopes that it will be, for all our fine friends and customers, a year of personal well-being and success in every way. Thank you all for your steady support. It has been a pleasure for us to serve you.

LUMPKIN FOOD STORE



DAVE LLEWELLYN

A New You For a New Year

Happy New! Not New What, just Happy New! New is the Now Look now — for at least a week. We all enjoy having something new, now don't we?

But in this week between Christmas's new things and New Year's new times, I must warn you:

Not all "news" are good news. What's New?

Some "news" wear out before the new wears off. We all know this is true of new toys, but you may be surprised to discover it is also true of new ideas. Did anyone give you a new idea, this year?

Do you remember "God is dead"? That was a new gift idea of several years ago, but it's worn out now.

The idea of going to the moon was new another Christmas, but most of us can't even remember those astronauts' names now.

There was a group of first-century philosophers who were famous for spending their time telling or hearing "some new thing." Nobody hears about them any more; a bright bunch of new philosophers have taken over the job. So what's new?

A New Nuisance

Some "news" are no good because they can't fit in with the old. Have you ever tried to patch up some old coat or shirt with new cloth? Don't do it. The new will shrink to its proper size and leave you in the hole. It's like putting air into an old, dried-out inner tube. It can't shape up, so the new air bursts it. There are some things that need to be all new or not new at all.

When the newness of a chair only makes you see the oldness

of the sofa, the new is not worth it. One good should never destroy another. But on those terms some good "news" cannot be had without a total turnover.

New leaves are like that. Turning over one new leaf only makes the others look bad. What I mean is, a one-shot attempt at self-improvement, even when successful, only makes you more dissatisfied with the rest of you. Some "news" are really a nuisance.

The Good New

Would you like something really new? Would you like something that will still be new next year? Would you like something new that would make everything else new, too? Well, you can have just that!

That something is a new you! And you don't have to join next year's Christmas Club to have it. In fact, it's free! You can become new now.

Nobody's too old or too out-of-it. Forget the past, release its weights, face forward. Don't worry that you can't take the first new step. You won't have to. God will take it for you, in the new you.

If this has begun to sound like another advertisement to you, it's not. It's real. I know. God can do it in you, too.

"Be renewed in the spirit of your mind and put on the new man which in the likeness of God has been created in righteousness and holiness of the truth."

The Bible may seem old to you, but I can personally guarantee that in it God offers you a "new and living way" of life.

Happy New You!

Copyright Dave Llewellyn 1970

Sunday School Lesson for December 27, 1970.