SUBURBAN

TODAY

Member 1974

TEXAS PRESS ASSOCIATION

Eight Pages

Vol. 2, No. 24 - Thursday, January 17, 1974

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Ten Cents

Textile Plant To Be Located In Levelland

55mph On Texas Highways To Be Effective Sunday

The Texas Highway Commission has set a statewide maximum speed limit of 55 miles per hour, effective at 12:01 a.m., Sunday, January 20.

The action was taken in keeping with the law passed by the recent special session of the Texas Legislature, empower the Commission to set lower speed limites to comply with federal energy saving actions.

Under the terms of the Emergency Highway Energy Conservation Act signed by the President, January 2, a state not establishing a 55 mph maximum speed limit would not receive its share of federal highway construction funds.

Federal taxes on items related to the operation of motor vehicles—notably a four cents per gallon levy on gasoline—go into the Federal Highway Trust Fund. These funds are apportioned back to the state for the federal government's share of highway construction.



Hockley County Clerk, R.O. (Raymond) Dennis has announced his candidacy for re-election subject to action of the Democratic Primary election to be held in Hockley County, May 4.

The FHA annual sweetheart banquet for Anton High School will be February 9 at 7 p.m. in the Gold Room of Hemphill Wells in the South Plains Mall at Lubbock.

New officers of the Chamber of Commerce Women's Division of Seagraves are Mrs. Glenn Lewis, president; Mrs. Dewey Middleton, vice president; Mrs. Joe Faulkenberry, secretary; and Mrs. Wayne Martin, treasurer.

A campaign to raise funds for a new fire truck was launched by the Seagraves Volunteer Fire Dept. last week following the acceptance of a \$1,000 donation from the Five Point Gin to start the fund. The check was presented to the firemen by Tommy Lacy, board member of Five Points Gin. Woody McKinzie is president of the gin board.

F.W. McDonald, superintendent of Loop Public Schools, left last week for Austin where he attended the mid-winter conference for Texas School Superintendents.

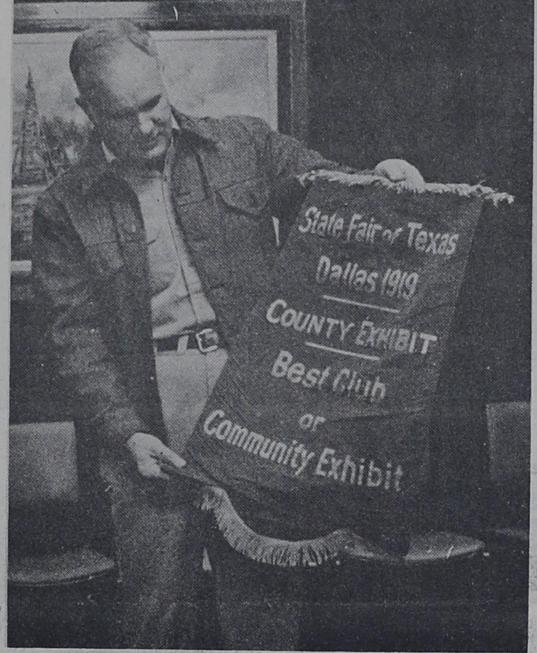
Larry Thompson, a Morton High School senior, was selected to the all-state first team as a defensive back, according to Roy Winters, coach of the Indians. Texas' share amounts to some \$240 million annually which would be withheld if the lower speed limit were not set by early March.

The action is subject to review within eight days by Governor Dolph Briscoe. The lower speed limits will apply to all highways in the state, including highways under the control of the Texas Turnpike Authority, cities and counties.

New speed limit signs replacing the old 70 mph maximum speed limit on the State's major highways, will be in place by the effective date. The Highway Department will begin immediately the task of making and posting the new signs.

The Commission also directed the Highway Department to monitor and document circumstances "which might relate to the establishment of speed limits and to report to the Commission on a monthly basis." This is in order that the Commission may make findings as to whether the 55 mph limit should continue in effect.

Many motorists in Texas already have voluntarily reduced their driving speeds to below 55, Highway Department spokesmen said.



FIRST PENNANT-County Commissioner Alton Brazell is shown displaying the first pennant won by a Lubbock County Home Demonstration Club. The pennant, from the State Fair of 1919, is a blue ribbon award for "County Exhibit -Best Club or Community Exhibit." Mrs. Bob Crump recently presented the pennant to the Lubbock

County Historical Collection.

Deadline Nears

The deadline for this month's Lions Club Outstanding Citizen of the Month nominations is Tuesday, January 29th.

Nomination forms may be picked up at any local merchant, or at the First State Bank of Shallowater, and returned to any member of the Lions Club prior to Tuesday, January 29th.

Frenship School District Officials Attend Hearing in Austin this Week

Six members of the Frenship School Board and Mr. Weldon Bennett, School Superintendent, are in Austin with their lawyers Clifford Brown and Derry Harding. They are there to represent Frenship in the hearing before Dr. J.W. Edgar, State Commissioner of Education, about the dispute over some of Frenship School District which a land developer from Lubbock is trying to get transferred into the Lubbock School District

Lubbock School District.

The Commissioners of Lubbock
County decided in favor of the
Frenship School District at a
hearing held last fall in Lubbock.
Then a hearing was held before the
Hockley County School Board, as
part of the Frenship School
District is in Hockley County.

To Attend State Textbook Hearings

Several teachers from the four Frenship Schools will attend a Text Book Hearing at Smiley Wilson Jr. High in Lubbock Saturday, where publishers representatives will show text books being considered for adoption by Texas Schools.

The official Text Committee from Frenship Schools consists of five members, Mrs. Reeves, High School; Mrs. Drake, Reese; Mrs. Dillon, Casey and Mrs. Czerveic, Jr. High with Mrs. Susan Casto as chairman. Mr. Bennett is an ex-officio member of this committee.

They also decided in favor of Frenship.

Members of the school board in Austin are Harold Rasberry, Don Bell, Don Davis, James Mitchell, Keith Snowden and Buddy Turnbow.

New Schedule for Lubbock City-County Bookmobile is Announced This Week

Changes in the schedule of the Lubbock City-County Bookmobile may help some Lubbock citizens to save on gas and at the same time prove to be a useful and entertaining way to utilize free time made available by the gasoline curtailment.

The new schedule for the Bookmobile will become effective on January 15. A day long stop at the Briercroft Shopping Center, Avenue Q and 50th Street, will now be made each Friday from 10 a.m. to 6 p.m. This stop will begin on January 18. On alternate Thursdays, beginning January 24, the bookmobile will be at 50th and Slide Road, which is a change in days for this stop. The Mackenzie Village stop has been changed from Tuesdays to Wednesdays, beginning Wednesday, January 16. The Redbud Stop will remain the same as at present, each Monday, 10 a.m. to 6 p.m.

The out-of-city stops are now Tuesdays in Shallowater, beginning January 15, from 10a.m. to 5 p.m., alternating with New Deal, beginning January 22 Wolfforth

service will change to Thursdays beginning January 17.

Mrs. Janice McCafferty, bookmobile clerk hopes that area residents living near the new bookmobile stops will plan to pick up their reading materials when shoping in these shopping centers.

The collection of books for adults on the bookmobile is only a sampling of the great variety of books availabe at the main library facility at 2001 19th St. A browsing collection of good childrens books representative of the best in current childrens literature, as well as traditional favorites, is available for children.

"Library borrowers may request books not found on the bookmobile, but which are in the collection at the central library and these will be put on the bookmobile and held for the person who has made the request," says Mrs. McCafferty. Books borrowed from the main library may be returned to the bookmobile.

Tired businessmen might try

Daiwa Spinning Co. Ltd. of Osaka, Japan, announced last week that it will construct a \$15 million textile plant just outside the Levelland city limits.

The Japanese firm has accepted a Levelland Industrial Foundation offer of 100 free acres partially adjoining Texas Hwy. 116. Also included in the agreement is 71 acres of water rights plus \$30,000 cash and free sewage disposal. Formal agreement is to be signed Monday in Osaka.

A five member delegation from Levelland comprised of Hockley County Judge H.L. Moreland, Levelland Chamber of Commerce president John Davis, Mayor Jim Montgomery, president of the Levelland Industrial Foundation J.G. Stacy, and LIF director Fred Owens will make the trip to Japan.

The firm plans to build what ultimately will become the most modern textile plant in the United States or Asia. An "open-end" weaving process to be utilized is said to be especially well suited to the types of cotton grown on the South Plains. The plant will be equipped with the most modern textile equipment available, including 50 sets of spinning frames utilizing the "open-end" process.

The plant is expected to be operational by January, 1975 and employment is projected to grow from 150 to 750 persons within five years. The base entry pay is estimated at \$2.50 per hour and will consume approximately 25,000 bales of cotton.

Levelland chamber manager, Jake Street, described the business community's reaction as "jubilant."

Touring Company To Present Review At South Plains

The Alpha Omega Players, a national touring theater company, will perform the hit Broadway revue, "A Thurber Carnival" on Tuesday, Jan. 22 at South Plains College in Levelland.

Curtain time is 7:30 p.m. in the SPC Auditorium. Admission is \$1 for adults and 25 cents for students. There will be no admission charge for college students.

The performance is the third in a series of Fine Arts programs being sponsored by the college. The Office of Student Activities is coordinating the series.

"A Thurber Carnival", staged for nine months on Broadway in 1960, is taken from the stories and cartoons of James Thurber, an American humorist often compared to Mark Twain. There are 16 sketches in the revue, including "The Secret Life of Walter Mitty", "Mr. Preble Gets Rid of His Wife", "The Macbeth Murder Mystery", "If Grant Had Been Drinking at Appomattox" and "The Night the Bed Fell."

The Alpha-Omega Players, headquartered in Dallas, was organized in 1967. Since then the players have travelled more than a million miles and given more than 3,500 performances in 45 states

W - T Chamber of Commerce Asking for Amendment on Agricultural Act

The Agricultural Act of 1949, Title V - Agricultural Workers, Section 505, has created for West Texas farmers and ranchers almost unsurmountable problems in securing laborers to assist in the production of food and fiber in abundance.

This act prohibits the West Texas farmer and rancher from hiring agricultural workers from the Republic of Mexico.

The Board of Directors of the West Texas Chamber of Commerce has adopted a resolution asking that this act be amended so that farm laborers from the Republic of Mexico can again be employed to help alleviate the current shortage of farm and ranch labor in West Texas.

"A proven supplemental farm and ranch labor force could be secured from the Republic of Mexico to assist in the nation's efforts to maintain an adequate agriculture productivity if the Act of 1949 were amended," says James A. Rogers of Plainview, Chairman of the WTCC Agriculture and Ranching Committee.

"The sector of Texas economy engaged in agriculture has produced food and fiber in abundance," says the WTCC Chairman, "and it has been produced at a price which has been

and remains substantially below levels that are produced in other parts of the world.

This agriculture sector of the economy is now faced with a complexity of economic factors ranging from the unpredictable forces of nature to competition from a growing array of other businesses and individuals vying for an increasingly limited supply of the necessary items of farm and ranch production.

At the present time agriculture is unable to secure sufficient labor, which under present laws is practically unavailable under any circumstances.

If this act is amended making it possible for West Texas farmers and ranchers to employ labor from across the Rio Grande, a proven supplemental labor force is available at almost anytime while, at the same time, providing for our good neighbor Mexico a welcome boost to their economy."

West Texas Chamber of Commerce is strongly and vigorously recommending to the House Agriculture Committee and all other concerned legislative committees, and to the West Texas members of Congress, that this act be amended as soon as possible, so that the shortage of farm and ranch labor can be eliminated, and

there will again be an abundant production of food and fiber that will benefit all consumers.

Copies of this resolution have been sent to appropriate national

Pollard Ford to Take Down Tent Friday Afternoon

Principals of Pollard Ford, Lubbock, are extending a public invitation to the "ending of one era and the beginning of a new one." The occasion is a tent-lowering ceremony, Friday, Jan. 18, 4 p.m. at the site of the new Pollard home, Loop 289 and Indiana. The event will preceed grand opening ceremonies to be announced at a later date.

The tent itself is a gigantic 100 by 60 foot landmark used in the interim operation of Pollard Ford the past year and is-according to members of the Pollard firm-reminiscent of the huge circus tents of yeateryear.

But to Dick Pollard, president, it marks a milestone in his career, which began in Roscoe, Texas in 1953. In 1966, Pollard bought out Lubbock Auto Company; in 1973, he limited operation of Pollard Ford Company for expansion purposes and now claims the largest, full-service Ford dealership in West Texas. The new Pollard building is a total of 51,880 square feet and houses the service, sales, parts, paint and body departments. The 37 member staff of the skelton operation of the past few months has expanded to 80 people.

Pollard believes the tent lowering ceremony-aside from announcing readiness for business-will allow older Lubbock area citizens to relive a bit of nostalgia as they remember earlier circus tents, and give younger ones something unusual for a change.

Lions Club Holds Regular Meeting

The Shallowater Lions Club met Thursday night, January 10 at Vardeman's Restaurant for their regular meeting and supper.

They discussed and made plans for the Broom Sale which will be held in March. A definite date to be announced at a later date.

Mr. Don Rackler was added to the roster as a new member.

A large number was present. The next meeting will be Thursday night, January 24th.



by Joe Kelly

One down and thirteen to go!

It sounds so easy when you write it that way, only 13 to go, but every one of those games will be crucial and probably every one of those games will be hard fought.

I'm talking, of course, about Texas Tech basketball. The Raiders opened the conference campaign at Fayetteville Saturday and came through with an overtime victory.

Psychologically, winning the first game is important. It doesn't mean that a championship is in the offing, but it does mean that you have one less game to win and it gives you momentum.

In addition, the victory was on the road against an Arkansas team that usually is at its best at home. Indeed, the Razorbacks don't lose many in the hills and that makes this first Raider win even more important. The Porkers have killed more than one team's hopes in the Ozarks.

Typically, it was a team victory. I saw that despite the brilliant game by Rick Bullock and the support by William Johnson, Richard Little and Phil

Under Gerald Myers, you're not likely to see the type of scoring that Bullock produced. Not that Gerald is opposed to a man scoring high, nor that Bullock isn't capable of that kind of point production. Instead, the Raiders are drilled in unselfish play.

If Bullock was scoring, it wasn't because he was selfish, but because his teammates were getting him the ball, making it possible for him to pile up

It's a lot more difficult to defense a team, for one thing, where there is no one high scorer. On a well balanced team, any player should be capable of scoring. That's one of the things that made Tech so hard to beat last year and the pattern appears to be continuing.

Miami proved that the Super Bowl victory last year was no fluke. The Dolphins jumped in front, commanding play and putting the result almost out of reach in the first quarter.

As a matter of fact, the first quarter decided the game and it was academic after that. Minnesota's vaunted defense was ripped to shreds and the Viking offense didn't get untracked until long after the defeat was sealed. After so much anticipation, it was a letdown.

Miami is awesome. I used to think that Green Bay teams came about as close, under Vince Lombardi, as it is to reach perfection. Miami makes you take another look.

Larry Czonka is a ferocious runner. Mercury Morris outside is a constant threat. Bob Griese may not be the greatest passer in NFL history, but you have to respect him. And that defense is something else to behold. They do the job, anchored by Manny Fernandez. The Dolphins are for real. They're also going to be around a long time.

I'm sorry that the mails didn't get the column I wrote in Dallas, for after the Cotton Bowl game, here in time to appear. Maybe when they raise the price of stamps, we'll get something better than four day delivery from Dallas to Lubbock. But don't bet on it.

******* Anyway, in that column I commented on the Gator Bowl game and the tremendous Tech victory. The Raiders won both the football game and the halftime show, as I remarked.

I also said that Lubbock folks should write bitter letters to ABC and complain about the treatment the Gator Bowl received. Tennessee fans should have been just as unhappy. Any real fan was going to watch the Sugar Bowl game and the over-promotion of that battle was totally uncalled for.

Several Dallasites, including the press, felt the same way. Field Scovell and Ken Dowell were furious. There were many others. It's not too late to let the network know that you resented the shabby treatment, let alone the Tennessee-slanted coverage.

As for the band performance, it was superb! It was what West Texans have grown to expect, but have never become blase about. The musicians and the players lived up to expectations.

Joe Barnes again had a brilliant game, while the defense rose to the occasion. And, after seeing the Cotton Bowl game, it may well be that Texas didn't want any part of Tech again in 1973. I look forward to 1974. That's when I think Tech will rule supreme.

The action by the Southwest Conference in slightly more than slapping SMU on the wrists was anticipated. Both an SMU official and a player told me that this was what they expected.

They expected this because the SMU president personally admitted guilt and reported it. It's a little hard to kick someone in the teeth too hard when they say they're guilty volunatrily. It may have come out later, but by admitting it sooner, SMU escaped more easily.

The player told me that he thought the big trouble with the Mustang football team was that Coach Dave Smith was too demanding. "He made us think that every game was the most important on the schedule. After

we lost to Missouri, we really felt that the season was over." The player also said that a majority of the Mustang squad wanted Bum Phillips as head coach and, when he left because he wasn't appointed, a lot of players resented the treatment.

But look for more action in the conference, because SMU, while admitting guilt, says that it knows of other institutions that are doing just as much, if not more, than they are.

Not that Mustang officials are vindictive, but they would like to see the entire conference brought in line. Tech fans, to the best of our knowledge, can watch with a sign of relief, because the chance of any guilt here are next to zero. ************

UCLA just rolls on and on and on, despite the loss of Bill Walton by injury or fouls. You know that one of these days the Bruins are going to lose, but you don't know when.

In the meantime, they continue their incredible streak. The Bruins must be considered the seventh wonder of the athletic world. Recruiting, of course, is a large part of the answer, but the lion's share of the credit has to go to Johnny Woodin, a super coach.

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TEXAS GOOD ROADS ASSOCIATION 302 Vaughn Bldg. Austin, Texas 78701

Shallowater Area News

Mr. and Mrs. Faye Luck of Brownfield were in Shallowater. They have been in Plainview getting acquainted with their first granddaughter, Melody Dawn, daughter of Mr. and Mrs. L.D. Williams.

Gary Young was a guest this weekend of Eddie Williams in Colorado City.

Mr. Jerry McAuley and Susie visited one day last week in the home of her aunt and uncle, Mr. and Mrs. Grady Joiner, Lorenzo and met with another aunt, Mrs. Nydia Dallas of Houston. ******

The mother of Mrs. James McMenamy is a visitor in the McMenamy home. She resides in Illinois.

Mr. and Mrs. Arlie Arnold, Tory and Toby, visited with Mrs. Edna Arnold who is still confined in the Amherst Hospital, Saturday.

Mrs. Beverly McClure and son of Boulder, Colo. are spending several days in the home of her sister and family, Mr. and Mrs. Greg White. **********

Steve Truelock of Houston has been visiting with his parents, Sgt. and Mrs. Truelock and Sam.

Candy Grawunder, daughter of Mr. and Mrs. Leroy Grawunder, has returned to Texas Lutheran College, Seguin, after spending the holidays at home with her family. Candy is a senior piano major at TLC where she will graduate in May. She is a member of Kappa Zeta Rho, national honor sorority, Alpha Chi, national scholarship society, and Delta Alpha Delta, social sorority.

New Arrival Bradley Stephen, son of Mr. and Mrs. Greg White, arrived Sunday, January 6 at St. Mary of the Plains Hospital, weighing 7 lbs, and 11 oz. He has a brother 7 years and a sister 5 years old to welcome him

Hospital Notes

Mr. Clyde Whitaker is confined to Methodist Hospital.

Mr. George Graint (father of Mrs. Bill Braint) is in University

Shallowater Area Church News

First United Methodist

A luncheon was served Sunday after the morning service, honoring new members in the past year. A large number was present. First Baptist

Brother Allen Cartrite and Larry Shields attended the State Evangelism Conference in Dallas this week.

The Pastor's and Layman's Conference will be Feb. 25-26 at Wayland Baptist College in Plainview, make plans to attend.

12th St. Church of Christ The young folks of the 12th Street Church of Christ met at the church Sunday night after the evening service for fellowship and refreshments.

J.C. Roberts **Package Store** FM 1585 At Tahoka Hwy. You Can Pay More **But What For?**

Hospital.

Mrs. J.H. Jovett entered the Methodist Hospital Tuesdan and will undergo surgery.

Attend Services

Mr. and Mrs. Wendell Rhodes and Mr. and Mrs. Danny Rhodes and Mr. and Mrs. Norman Teague attended funeral services in

Lubbock Wednesday for their grandmother, Mrs. Haynes.

United Methodist Women Meet

The United Methodist Women of Shallowater met Monday evening, January 14 in the church parlor.

Mrs. C.M. Thomas, president, gave the call to worship. Mrs. M.J. Williams gave the opening prayer.

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Mrs. B.H. Thomas Jr. gave the treasurers report and a short business meeting was held.

Mrs. Lewis McMenamy gave the devotional and Mrs. B.H. Thomas Jr. led the pledge service. Mrs.

W.C. Vaughan gave the closing prayer.

Hostesses for the meeting were Mrs. C.M. Thomas and Mrs. R.R. Warren. There were 13 members

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Form 64p (State) Revised June, 1971		State Bank	No. 19	14.		
PUBLISHER'S COPY			The Paris of the Comment of the Comm			
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is true and correct, to the best of my knowledge and belief.

Correct-Attest:

State of Texas

My commission expires.

, County of

Lubbock

MARK FOR NOTARY'S SEAL

Sworn to and subscribed before me this 9th and I hereby certify that I am not an officer or director of this bank ..

June 1 , 1975

day of January , 174,



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FRESH LARGE SIZE

SWEET POTATOES....194



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SAVINGSin good taste	
ASPARAGUS 2 89	
TOMATOES 4	1
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4 lb. 9 oz. Carton Concentrated Detergent	
LYSOL, 16 oz. Teller Bowl	249
CLEANER 2 8	9
DETERGENT 8	3
CRACKERS 4	99
BATH TISSUE 2	75
TOWELS.	9
COUKING OII O	3



. 93¢

STEAK

