



FIFTEEN CENTS

Wednesday,
March 29, 1978
Twelve Pages

WEST TEXAS TIMES

Dedicated to Informing the Citizens of West Texas



Southwest Lubbock National Bank

Audrey Hunt To Speak To Local Groups

Audrey Hunt, the President of American Women in Radio and Television, will arrive in Lubbock April 5th for 3 days of talks to local groups.

As President of American Women in Radio and Television, Mrs. Hunt heads an association of 2,500 professional women in the broadcasting industry.

The 30 year veteran of broadcasting is assistant to the

president of State Telecasting Company of South Carolina, the parent company of KCBD-TV, Channel 11, Lubbock and KSWB-TV, Channel 8, Roswell, New Mexico.

On Wednesday, April 5, Mrs. Hunt will address Texas Tech Mass Communications Freshman in an Introductory Course in 2 lectures from 9:30 a.m.-10:30 a.m. and 10:30 a.m.-11:30 a.m.

At noon, April 5, she speaks to

the Downtown Rotary Club at the Civic Center. At noon on Thursday, April 6, she speaks to the Lubbock Advertising Federation.

Audrey Hunt will speak to Lubbock Women in Communications at 12:00 noon on Friday, April 7.

Mrs. Hunt, born in Kansas, has made South Carolina her career base.

Planetarium Show For Children Offered

A special planetarium show for children from the ages of kindergarten through the eighth grade will be presented April 1 at The Museum of Texas Tech University. The Junior Program is entitled "Reasons for Seasons."

It is sponsored by the Women's Council of the West Texas Museum Association and is open free to the children of WTMA members. Non-members' children will be charged the planetarium student fee of 50 cents.

There will be two one-hour showings, one at 9:30 and the other at 11 a.m. Advance reservations are required and may be made by calling 742-2443 no later than March 29. Because of limited seating adults will not be admitted.

"Reasons for Seasons" has been especially prepared for a young audience by Ronald Johnston,

Little Miss U.S.A.

Black Beauty Pageant Competition Underway

Young and gifted Black girls from 7 to 12 years of age, all over America will compete for the title of Little Miss Black U.S.A. on Sept. 2nd 1978 in New York City. Statewide competition in your area is underway now.

Interested contestants and pageant promoters are urged to contact Evelyn Conerly, 87-20 Parson Blvd. Jamaica N.Y. 11432, or call (212) 490-0077.

The Little Miss Black U.S.A. Beauty Pageant supports and promotes the concept of early positive development as an important element foreseen in today's generation.

director of Moody Planetarium at The Museum, and by Louise Harris, a volunteer long associated with planetarium production. Mrs. Harris will present the program.

The final Junior Program of the season will take place April 29 in conjunction with a special exhibit on "Treasures, Ships and Dreams" displaying treasures recovered from sunken Spanish ships in the Gulf of Mexico.

YMCA Church

Softball

Registration

Registration for YMCA Church Softball will take place at the YMCA until April 27.

Cut off date for all teams is May 8. Divisions include Jr. High Boys, Jr.-Sr. High Girls, Sr. High Boys, Women, Men, Coed Adult and Men's slowpitch.

For more information contact Helen Teal at the YMCA, at 762-0588 or at 1601 24th Street.

Open House Set

At KTXT-FM

Wednesday, March 29, 1978, KTXT-FM is having an Open House from four in the afternoon until eight o'clock at night, in Room 207 of the Journalism Building on the Texas Tech campus.

The public is invited and urged to drop by. Albums will be given away, "T" shirts will be on sale, and an hour-long board shift (radio show) will be given away.

Rooker to Conduct

Physical Fitness

Workshop Here

A.A. "Sonny" Rooker, of the Governor's Committee on Physical Fitness will conduct a workshop to train people who can create a physical fitness program for older persons in their community. The workshop will be on April 13, 1978 in the C.L. Kay Christian Development Center on the Lubbock Christian College Campus. Parking space is available south of the building. Registration will begin at 8:30 a.m. with a charge of \$2.50 to cover cost of materials. Pre-registration will insure materials being available. The training session will conclude at 4:30 p.m.

The workshop is open to all interested persons. For further information contact the Office on Aging, South Plains Association of Governments, 762-8721.

"Buzzards" Topic

Of Lunch Bunch

Scenes from the Lubbock Theatre Centre production of "Buzzards" will be the next Lunch Bunch program on Tuesday, April 4. Mr. Clifford Ashby, a Texas Tech University Theater Professor, is both the playwright and the director of the play. The production opens April 14, and is a West Texas World Premiere, with a cast of 13 characters.

Lunch Bunch meets each Tuesday from 12:15 to 12:45 p.m. in the Mahon Community Room of the Lubbock City-County Library, 1306 9th Street. The programs are free, and the public is invited.

Groundbreaking Held For Lubbock's Newest Bank

Bankers hours notwithstanding, officials of Lubbock's newest bank were out in force Tuesday morning at 7:00 a.m. The occasion was the groundbreaking for the Southwest Lubbock National Bank building at 50th and Utica.

Newly appointed Southwest Lubbock National Bank President and Chief Executive Officer, Bill D. Horton, said that the early morning ceremonies were planned "to emphasize what we feel is the dawn of a new experience in banking for southwest Lubbock."

The new bank, which will be an affiliate of Lubbock National Bank, is scheduled to open in the fall of 1978 in a 5,500 sq. ft. permanent facility. Horton said that modern drive up facilities and customer conveniences will be featured at the bank and innovations providing service to customers will be evident from opening day.

The designer and architect of the Southwest Lubbock National Bank is Millard Sheets of Pomona, California.

One of the foremost artists in the United States, Mr. Sheets is no stranger to the South Plains. He was commissioned in 1960 to design the lobby of the Lubbock National Bank and later designed the 3,300 sq. ft. Charles E. Maedgen, Jr. Memorial Surgical Waiting Room at Lubbock's Methodist Hospital. The waiting room is decorated with group furnishings, designed and built by Sheets and his son, David. The

mosaic grouping and serigraphs on the east wall are also Mr. Sheet's work.

Sheet's paintings hang in forty-six museums in fifteen states. These include the Metropolitan Museum, the Whitney Museum and the Museum of Modern Art, all in New York City, the Los Angeles County Museum, the Carnegie Institute of Pittsburgh, the de Young Museum of San Francisco and The White House.

He has designed more than eighty buildings across the United States including Home and Savings and Loan Building and the National American Insurance Building in Los Angeles.

The contractor will be Padgett Construction Company of Lubbock.

Wayne Finnell served as master of ceremonies for the event which included remarks by Finnell, Horton and Chamber of Commerce President, Ray J. Diekemper, Jr. Dr. Dudley Strain offered the invocation and dismissal.

As part of the formal portion of the program, Horton boarded a large front-end loader to move the ceremonial first shovelful of dirt. The other directors and special guests then turned the more traditional shovels before the crowd was dismissed by Dr. Strain to enjoy coffee, orange juice and sun-decorated pastries provided by the bank organizers.

Lubbockites Honored in "Who's Who" Edition

Lubbockites honored in the second edition of "Who's Who Among Black Americans" - co-publisher Ann Wolk Krouse Publishing Company of North Brooks, Ill. recently announced in its second editin that was released that Dr. F.L. Lovings and Ms. Joan Y. Ervin were cited for their outstanding achievements in the black community in which they live. Their biographical sketch and photo thus appears. Who's Who Among Black Americans is recognized by the National Library Association as an outstanding book of the year.

Congratulations to these Lubbockites for this honor and a confirmation of the fact that Lubbockites are on the move upward among national leaders.

Dr. Lovings is a local physician and serves as campaign manager for Joan Y. Ervin, local school trustee elected in 1970 and seeking re-election. She is employed by IBM Corp. as an administrative secretary specialist.

YWCA Program

The Lubbock YWCA Outreach Program will offer activities such as: women's exercise, self defense, tennis, and a parenting program, Understanding your Child, to begin in April. Classes will be held at Alderson Jr. High School.

For more information call the YWCA at 792-2723.

VA News

A Magna Charta of human rights was signed by top Veterans Administration officials on March 23, in a ceremony in augurating the agency's innovative Office of Human Goals.

VA became the first agency to establish an Office of Human Goals signifying the Administration's commitment to human rights.

VA Administrator Max Cleland said the document "pledges courtesy, compassion, competence, sensitivity and equitable treatment to our constituency of veterans, their families, and to our employees, our volunteer workers and our contractors as well."

He noted the new Office of Human Goals would be a streamlined organization to centralize civil rights and equal employment opportunity matters, but would have additional functions as well.

"Our efforts necessarily extend beyond identifiable groups such as minorities and women. We want to enhance respect for the rights of all employees as well as all those with whom we deal," he said.

Charles Clark, head of the Office of Human Goals, also spoke.

Cleland told the group the signing of the human goals document "is symbolic of VA's recognition that employees whose rights are respected and safeguarded are not apt to

Continued On Page Three

JACK ANDERSON WITH JOE SPEAR WEEKLY SPECIAL

Carter Attempting to Cut National Defense Budget

WASHINGTON—President Carter has been looking for ways to cut the defense budget. He could save millions by closing some military bases that aren't really needed.

Confidential White House minutes show that Carter had hoped to announce several base closings by mid-March. A canceled base will bring constituents swarming like agitated hornets over Capitol Hill. As a result, congressmen who cry out against the waste of paper clips will defend the most extravagant and unnecessary military facilities in their districts.

The president anticipated this. According to the confidential minutes, he promised to back Defense Secretary Harold Brown to the hilt when he started closing bases.

But senators began to get wind of bases that might be closed and raised a howl at the White House. Carter needed their votes to pass the Panama Canal treaties, the energy bill and other important legislation. So the president began to relent.

A coalition of labor unions and citizens groups, meanwhile, complained that the president was insensitive to economic hardships in the communities that would lose bases. So he is now about to issue an executive order expressing concern for the problems caused by base closings.

But this still won't satisfy the coalition. They will demand benefits for workers who get laid off as a result of defense dislocations. They will also call for other specific aid.

As a result, poor Jimmy Carter has just about abandoned the idea of closing down bases and most of them will remain open.

Slave Uprising: There's a quiet slave revolt going on here in Washington. The last remaining slaves in America work for foreign diplomats. They're the maids that the ambassadors bring here with them.

Some of the maids are actually treated like slaves and many others are overworked and underpaid. They have been afraid to complain because they could be shipped home and punished. Most of the ambassadors are powerful men back in their native countries.

We've been in touch with some activists who are quietly trying to organize the diplomatic servants. The activists have formed the Association of Hispanic Domestic Workers.

Two weeks ago, the group had a private meeting with Immigration Commissioner Leonel Castillo. He agreed to help improve the working conditions of the maids.

They don't have diplomatic immunity, so Castillo has the authority to

check on their immigration status. He intends to use this power to help them escape intolerable working conditions.

If the diplomatic maids should ever strike, it would create untold hardship for the ambassadors whose main occupation seems to be dining and dining.

Soviet Disruption: The Soviet Union has been disrupting the American shipping industry. The Soviets have been squeezing the Americans out of the international shipping routes. It amounts to an undeclared maritime war and the communists have been beating the capitalists at their own game.

Here's how the Soviets are doing it: Huge Russian cargo ships roam the high seas, looking for cargo to carry. Once they find cargo waiting to be shipped they immediately undercut all competition. They sometimes slash their rates by as much as 50 percent.

Of course, the Soviet maritime industry is subsidized by the Kremlin, thus enabling the Soviet shippers to cut their rates to the bone. They don't have to worry about making a profit since the Soviet government makes up the difference.

The Soviets keep their rates low until they have squeezed out the competition. As a result, they already dominate most of the shipping routes. They've pirated an estimated \$600 million worth of trade each year that American shippers could be hauling. The unfair competition is causing havoc in the U.S. maritime industry. Ship building has almost stopped and maritime unemployment is high.

Now the Soviets have moved into the Gulf of Mexico and are trying to steal business right in our own backyard. House Merchant Marine Committee Chairman John Murphy, D.-N.Y., is now studying legislation to counter the Soviet competition.

Headlines and Footnotes: President Carter has promised to sell sophisticated jet fighters to Egypt and Saudi Arabia. But, according to high-level Senate sources, the proposed arms sale has a very slim chance for approval. Several legislators consider the deal an attempt by Carter to pressure the Israelis into unpopular peace concessions. Our sources report that Senate leaders will visit the White House in the next few weeks and demand that the president reduce the number of fighters being sent to the Arab countries.

—Officials at the Agency for International Development privately admit that they are planning for a huge upsurge in malaria around the world. A huge outbreak is expected soon in Central America as well as in Africa and Asia. Agency planners are now frantically working on massive new aid programs for more than 35 countries.

An international meeting of malaria experts is planned for October. AID officials blame government short-sightedness and procrastination for the resurgence of the disease. Malaria was almost eradicated in several Asian countries in the last decade, so foreign governments lost their concern about malaria. Now, disease-carrying mosquitoes are immune to the old poisons and no new pesticides have been developed.

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BLACK POETRY

THE FANTASY

That old and utter fear:

*A remarried woman
introduces
her daughter who carries
the last name of her first
husband
and I became aware
that for too long
women have scrambled like
thieves
to steal the name of a man
to legitimize a child
and shut the mouths of those
who would scream bastard.*

*Frightened creatures have
tricked
themselves out in tight skirts
and trinkles
to protect the shame
at the heart of their fancy
by marrying a man they
could not love
merely to birth that fantasy
and love it without cringing.*

—Philip M. Royster

Here the black poet sings the plaintive song of the black male "emasculated by the system."

(Black poets, who may wish exposure to our reading public, may send copies of their poetry—for editing and with permission to use—in groups of 12 poems or more to Media Resources, Box 157, Selkirk, N.Y. 12158.

Poetry should normally appear within 12 to 20 weeks. Because of staff limitations no copies are returned.)

Media

Reviews:

THIN EDGE OF JUSTICE

A review of *Call The Final Witness* by Melvyn Bernard Zerman (Harper and Row, Publishers, N.Y.), 195 pages, hard cover—\$8.95.

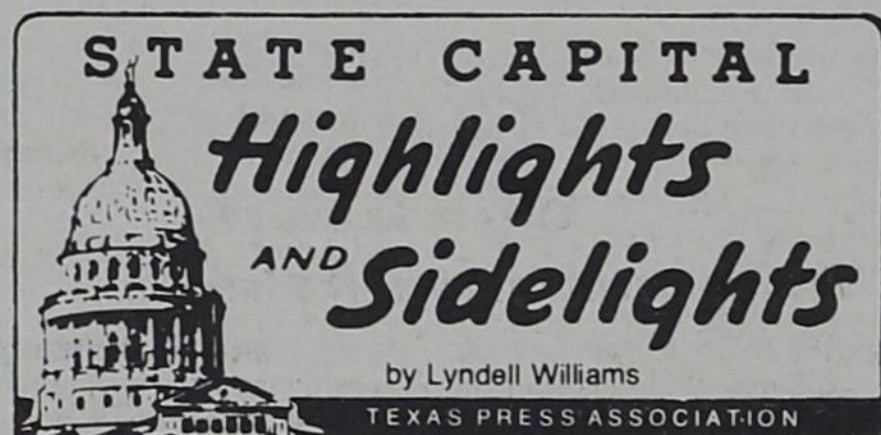
Melvyn Bernard Zerman is—or was—not a writer. Like most ordinary middle American white adults, he faced the possibility of doing jury duty. When he was finally called, again like most prospective jurors, he was uneasy.

Further, as with most "guilty verdict" cases at least, most of the defendants would be expected to be black. In this case, this normal American practice held true. On trial for a murder of which he was finally and all-to-thinly acquitted, was a black youth called Ricky Mathes, age sixteen.

The evidence against Ricky was highly circumstantial... and racially perceived, albeit unconsciously.

the marvelous aspect of Zerman's story of the actions and reactions of the jury, recreated from finely detailed notes, is that for once we can get inside of a jury room and see first-hand just how important it is to "call the final witness."

Three cheers to Harper and Row for releasing this much-needed story. And a warm word of the deepest thanks to Melvyn Zerman, a quiet hero whose words help bring us just a bit closer to justice in our land.



AUSTIN—There's a major crime a minute—or every 46 seconds, to be precise—in Texas.

Department of Public Safety records for 1977 show the crime rate decreased by 1.3 per cent, but violent crime is still on the rise.

Felony theft, the single most prevalent crime, decreased seven per cent, according to DPS Director Wilson E. Speir.

Ninety per cent of crimes were committed in cities and just 23 per cent were cleared by arrests.

Both Texas DPS statistics and those compiled by the Federal Bureau of Investigation were similar.

For the first time in five years, serious crime declined nationwide. Still, there was a sharp increase in the number of rapes and other crimes of violence against people.

The nationwide major crime rate dropped four per cent last year, the FBI concluded.

DPS statistics compiled by sheriffs and chiefs of police showed:

—There were 1,708 murders in the state last year—a nine per cent increase over 1976. Over the nation, murders increased one per cent.

—Rape increased in Texas by 15 per cent, nationally 10 per cent.

—Robbery increased by 9.5 per cent, aggravated assault 18.7 per cent, burglary 3.6 per cent and car theft 12.9 per cent in Texas.

Ballots Held Up

A district court ruling temporarily held up printing of May 6 Democratic ballots containing a referendum issue on whether consumer loan interest rates should be raised.

Texas Consumer Finance Association filed suit to block the referendum, contending it is the work of Sen. Bill Patman of Ganado in an effort to influence legislation. Loan groups are planning to introduce legislation to raise interest rates on consumer loans.

Judge Herman Jones set a hearing Monday morning on the request for a temporary injunction, warning that he wanted to hear arguments on law only, not politics.

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Worst Year

Last year was the most deadly in history for drivers on the state's highways.

Traffic accidents killed 3,698 persons, compared with 3,692 in the record year 1973 when the speed limit was still 70 miles an hour, according to DPS Director Speir.

Speir said speed is still the major problem in highway crashes, since 79 per cent of all drivers travel above the present statutory 55 mph limit.

The DPS chief called for these steps by the legislature:

—Outlawing radar detectors or "fuzz busters" sold on the open market to drivers to warn them of speed traps ahead.

—Strengthening driving while intoxicated laws to provide mandatory 90-day suspension of drivers' licenses on conviction.

—Doubling the 1,494-member DPS force to improve enforcement activities.

—Revision of the breath test law for suspected drunken drivers to allow other types of tests.

Courts Speak

The State Supreme Court upheld lower court rulings against former Texas Tech basketball star Greg Lowery who sued school personnel for \$783,000 claiming that playing while injured cost him a professional contract.

The high court in other actions:

—Turned down an attack by Harris County on a law extending unemployment compensation benefits to most local government employees.

—Upheld demotion of a Carrollton fire department officer for failure to investigate a complaint concerning an animal inside the walls of a residence.

—Held Harris County was not liable for damages due to an employee's loss of an eye in a shooting accident which occurred while he was not on county business.

—Ordered payment of workers compensation death benefits to survivors of a Haskell County drive-in grocery manager who was shot accidentally.

The Court of Criminal Appeals granted a new trial for a former Amarillo policeman who received a death sentence for slaying of an ex-legislator's 16-year old daughter.

The court also reversed a 45 year sentence given a Hunt County man for robbery.

AG Opinions

A one-year irrevocable union dues checkoff agreement between a union and a member is made valid by a state law, as long as the employee has given written consent to his employer, Attorney General John Hill said in a recent opinion.

In another opinion, Hill said a lessor of mobile homes is not a dealer or salesperson under the law unless the lease contains a provision conferring an option to purchase the home.

Short Snorts

State water development bonds totalling \$25 million were sold in Austin last week at an effective net interest rate of 4.8487 per cent. A syndicate headed by First Boston Corporation of New York was the successful bidder.

The Court of Criminal Appeals took under consideration a welfare fraud case which has a possible bearing on 15,000 prosecutions under 1977 law providing for felony penalties where the fraud exceeds \$200.

Twenty-seven persons who apparently failed to file reports on lobbyist activities are receiving warnings from the Travis County attorney.

A new calendar of Texas events is available free from the State Department of Highways and Public Transportation.

KELLY'S HEROES

by Joe Kelly

Arkansas came close. The Razorbacks, despite having key players in foul trouble early, fought back from nine points down to threaten.

In short, the Porkers covered themselves with glory and more than made a respectable showing for the Southwest Conference. When you are one of the final four in the NCAA, you are a heartbeat away from the national championship. It was a great achievement.

Coach Eddie Sutton couldn't say it. If he did, it would be sour grapes. Others can, will and should—the officiating in the Kentucky-Arkansas game was atrocious.

The officiating took both teams out of their normal attacks, but it seemed to hurt Arkansas the most. The officials just wouldn't let the teams play until late in the contest. So what might have been an even better game was badly marred.

Kentucky surprised everyone with its quickness. It put a tight man defense on the Razorbacks and the controlled press was effective. The Wildcats effectively throttled the triplets, even though they scored. They just didn't score as they usually do.

Arkansas unquestionably was hurt by the fouls and its zone couldn't stop Kentucky. The Wildcats simply have as good a team as they were expected to have, better than many thought.

The Duke-Notre Dame game was a thriller. Officials let the teams play and play they did. The Blue Devils built an unbelievable lead and it looked as though the Irish were out of it.

But the Irish came back. They put the pressure on Duke and it looked as though they had a good chance to win. But a rimmed shot cost them their moment of glory and the Blue Devils hung on. It was a classic battle.

So, I was wrong, which wasn't the first time and it won't be the last. I thought Arkansas could beat Kentucky and I thought Notre Dame had the momentum to beat Duke.

As a result, Notre Dame and the Razorbacks met for third place and Duke and Kentucky played for the championship. I'm sure it was a great game, because Duke has good horses. Since this is being written Sunday, I don't know the winner. I'd go with Kentucky.

Meanwhile, Texas also did the conference a proud job by winning the NIT. The Longhorns took an early lead and simply poured it on North Carolina State. The final score wasn't indicative of how thorough a licking the Longhorns handed the Wolfpack.

Houston went down at the hands of one of the four finalists, but the Cougars reached the NCAA playoffs. So, three SWC teams were in prestigious tournaments and that helped our league.

It is scary, though, for the other teams, which face a real challenge next year. Texas ought to be even stronger and Arkansas showed, for the first time, some outstanding subs. Thus, you can't downgrade the Porkers.

Houston will have a stronger team. That means that the other schools have a lot of upgrading of their programs ahead. More particularly, Texas Tech faces a major rebuilding chore.

So much for basketball. Aside from the Pizza Hut game, in which Tech's Mike Russell will play, the season is over. And high time, too. It's time for baseball to take the spotlight.

The Grapefruit League is winding down and soon the teams will be heading home to open the season. As usual, it promises to be a great campaign and the World Series really isn't that far away. And who will it be this year?

Tech starts its spring football drills this week and it will be a critical period for Rex Dockery and his staff. They face a major rebuilding program from a team that never lived up to expectation last year after Rodney Allison was laid low.

The Raiders need a lot of help and the fact that several freshmen have a good chance to make the starting lineup doesn't lead to too much optimism.

A month from now we'll know more about the probable chances. It may be that a quarterback will emerge from the pack to take charge. It may be that Tech will have a kicking game, good linebacking, strong tackle play, an improved pass defense.

Those are some of the areas to be watched. After all, everyone knows what Texas, Arkansas, Houston, and A&M will have. The question is, how much will Baylor, SMU, TCU and Rice improve? No, this spring training probably is the most crucial for Tech in ages.

THE WORLD DEPENDS ON AGRICULTURE

Lets Make Agriculture Better

THE COOPERATIVE WAY

Plains Cooperative Oil Mill

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Girl Scouts Set Camping Excursion This Weekend

Over 135 Senior Girl Scouts from six councils across Texas and New Mexico will be converging on Caprock Council's Camp Rio Blanco this weekend (March 31-April 2) for a sharing of skills, songs, adventures, and wider opportunities. 60 Girl Scouts and Leaders will represent the Lubbock area.

Girls and Leaders will have a chance during the event to practice Girl Scout camp skills, first aid, folk dancing, and to explore and learn about the surrounding canyons. A Penny Pitch and Patch Sale will also be held with proceeds going to the Juliette Low World Friendship Fund. Caprock Council is hosting the event.

Mrs. Barbara Brock, executive director, NorCentex Council,

Wichita Falls, Texas is acting as adviser for the event. Assisting her will be Sherry Peel, field director, Caprock Council, Lubbock; Denise Scribner, field director, El Camino Council, San Angelo; Kitty Reynolds, field director, West Texas Council, Abilene; Mary Ann Norwood, senior planning board adviser, Permian Basin Council, Odessa;

and Rosie Patrick, senior adviser, Zia Council, Artesia, New Mexico.

Other towns represented include: Sweetwater, Andrews, Burkburnett, Abernathy, Tahoka, Electra, Pecos, Crosbyton, Olton, Wilson, Slaton, and Midland, Texas; and Almagordo, High Rolls, HAFB, and Ruidosa, New Mexico.



The Egyptian sphinx, with the body of a lion and the head of a man (sometimes the ruler), symbolized royal majesty. When the Greeks used the symbol, they gave it the body of a lioness and the head of a woman.

VA News . . .

Continued From Page One

respect and safeguard the rights of others.

"I would not expect less from my fellow countrymen and I will not accept less from the members of our VA family."

Also participating in the signing ceremony were veterans organization leaders and civil rights authorities.

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.

EDITH O'BRIEN for School Board

VOTE ON APRIL 1st PLACE 2

"We need a calm voice during these troubled times"

Edith O'Brien is a professional teacher from Alderson Jr. High. She believes Lubbock needs:

- Emphasis on reading, writing, arithmetic, rights, respect, and responsibility.
- Academic enrichment classes
- Vocational/Career oriented education
- Alternative schools
- Increased parental and community involvement

VOTE APRIL 1ST EDITH O'BRIEN

"She represents not just the few, but the many"

Pol. Adv. Paid for by Edith O'Brien. Pat Clark, campaign treasurer

TALK ABOUT BIG RESPONSE

RESPONSE

22 CALLS 18 WINNERS!

THE WINNING IS JUST BEGINNING! In the first seven days of our annual Silver Dollar Sweepstakes, our announcers have broadcast 22 license plate numbers. 18 winners have responded and 9 of these winners have KEND bumper stickers on their cars, allowing them to win extra silver dollars!

KEND Silver Dollar Sweepstakes

SILVER COUNTRY 16

Lubbock's only 24 hr. am country station

Bumper stickers. License tags. Silver dollars. Contemporary sound. These are the parts of a radio gear away that's greater than last year. Participate! You may be a winner!

TEXAS BBU-337

PROOF WE HAVE THE LISTENERS

LISTENERS LIKE THE SOUND OF KEND! You can win like others. Listen to KEND in your car . . . at home . . . work or play. Soon we will publish the names of winners in this newspaper and announce their names at intervals on KEND. Listen to KEND as you may learn of one or more of your friends winning silver dollars and/or merchandise.

WIN YOUR PART OF OVER \$16,000.

IN SILVER DOLLARS AND VALUABLE MERCHANDISE!

The numerals on a license plate are announced throughout the day.

When you hear your license plate number, call 747-5363 within 16 minutes.

Remember the KEND sticker on your bumper might be worth bonus silver dollars...so get yours at participating sponsors.

GET YOUR KEND BUMPER STICKER NOW

- A 1 Nursery
- Lazano's
- Little Discount Store
- Coldwater Country
- General Tire
- Kwik Change Oil Co.
- Intimate Apparel
- Villa Club & Restaurant
- Hester's True Value Hardware
- Biffie Plumbing Heating & Cooling
- Gazebos
- Shallow Waterbeds
- Garden Center
- Commercial Desk & Equipment
- Del Norris Realty
- Apple Pie Fashions
- Lubbock Kash and Karry
- Ince Tire
- Lubbock TV & CB
- Handy Huts
- Anthony's
- Today's Trends
- Lubbock Tire & Oil
- Villa Olds
- K&B Guns
- Seafood Shop
- Ridge Range Western Wear
- Fashion Eyewear
- Woodlawn Little Country Store
- Bowman Lumber Co.
- Rent Buy TV
- Radio Hut
- Graves Harley Davidson
- Jeni's House of Music
- Executive Room Lounge
- K. Bob's Steak House
- Bill Price's Western Shop
- Mama's Pizza

CONSUMER CORNER

Save By Plant Care

If you ever had a new plant that died of unknown causes, then some helpful advice could save you money in the future.

When you take a new plant home, let it sit for a few days. Plants, like people, sometimes go into "shock" when they go into a new environment and have to adjust.



PUTTING A PLANT IN the right size pot is just one way to help it thrive.

Now you can check to see whether the plant needs a bigger pot. If the roots fill the old one, the answer is a definite yes. Go to the plant display in your supermarket, such as the one where you'll find House In Bloom prod-

ucts, to get a pot one size larger. Also select some high quality potting soil, as well as plant food that's right for your kind of plant. (There are special foods for foliage plants, flowering plants, African violets and for organic gardeners.)

You might also want the help in repotting that an all-purpose Plantool can give you. Its knife part will help loosen the rootball from the pot; then use the scoop, rake and tamper parts to make the plant at home in the pot.

If you treat your plants right, and use quality products to feed and pot them, you'll have the pleasure of their beauty—and the economy of not having to replace them for years to come.

Hints For Homeowners

HOME IMPROVEMENT, SAFETY AND ECONOMY BASIC FIX-IT TOOLS

Local hardware stores are now carrying tools that can save you more time, more money and give you more incentive to make any of dozens of home improvement and repair jobs yourself.

Whether you have to replace a wall switch, put up new curtain rods, install a better door security lock or washerless-type faucet, you'll find that only the most basic hand tools are necessary. That's because makers of household improvement materials, such as those in the wallpaper, floor covering, lighting and plumbing fixture industries, have modernized their products to make installation simpler, with easy-to-follow instructions.

Happily, the tools you'll use are simpler, too. There are tools for tightening and loosening, such as Crescent adjustable-position pliers, and adjustable wrenches that take the place of a drawer full of old types. There are modern tools for measuring, such as Lufkin tapes that lock the blade



TOOLS THAT RULE, file, saw and solder are now easier to use.

When extended, with end hooks that permit one-hand use. And, there are tools for filing and sawing such as a 3-Pak of Nicholson files, or the handy Nest of Saws which answers most common home needs. When it comes to soldering, an inexpensive Weller soldering iron kit complete with solder and how-to information is the answer.

While you're roaming down the hardware store aisle, keep in mind that it's best to look for quality tools—the kind that will help you perform easy, satisfying and professional-quality work that will last you a lifetime.



Young elephants stay with their mothers for about 12 years before going out on their own.

MONEY LOANED ON

Guns, Diamonds, Stereo's, TV's
Tools, Musical & Sporting Goods
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715 Broadway 762-2110

DEPENDABLE SERVICE
BY
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SINCE 1916

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10TH & TEXAS 763-9381



There are about 130 million more sheep than people in Australia.

KIZER

Lubbock needs a mayor who will serve the people of Lubbock, **NOT** his boss at the utility company.

Vote Saturday, April 1st.
Elect
Robert D. Kizer
Mayor

He will help us face the future seriously.

"Lubbock deserves a mayor who will serve our city in a business-like, professional manner.
Robert Kizer will give our city the serious, unbiased leadership we will need to face the critical issues before us and insure continued growth and prosperity."

KIZER

Paid Political Advertisement paid for by the Committee to Elect Robert D. Kizer, 3818-B 50th Street, Lubbock, Texas 79413, Jim Coats, Treasurer.

Public Notice

Southwestern Bell, in accordance with the rules of the Public Utility Commission of Texas, hereby gives notice of the company's intent to implement a new schedule of telephone rates in Texas effective April 14, 1978.

It is expected that the requested rate schedule will furnish an increase of 11.4 percent in the company's intrastate revenues.

A complete copy of the new rate schedule is on file with the Public Utility Commission at Austin, Texas, and with each affected municipality, and is available for inspection in each of the Company's public business offices.



BROWN & BROWN Lawyers

820 Main Lubbock, Texas
762-8054 762-1577
Wishes to announce the following fee schedule for designated legal services:

- * Uncontested Divorce \$125 and up
 - * Adoption \$150 and up
 - * Probate Small Estates \$175 and up
 - * Simple Will \$45
 - * Deeds \$25 and up
 - * City Traffic Offenses \$45 and up
 - * County Traffic Offenses \$85 and up
 - * Suit for Occupational Driver's License \$150
 - * License Suspension Hearing \$125 and up
 - * Juvenile Hearing \$125 and up
- No Charge for Initial Consultation

Sheridan's Ride

by Jack Sheridan

It is very important that you close your eyes, listen, and try to picture yourself in my personal position come last Friday night. And, when I am through with this little tale, I think you will, I hope, be able to know what the full and rewarding experience to me it meant and means.

To be able to fully appreciate this astonishing and wonderful moment you must, if you are a regular reader of Sheridan's Ride, go back a few weeks.

Remember when I told you initially that Lubbock Community Concerts Association had had to replace one of their artists in the current 1977-78 season, Simon Estes, the sensational black basso of the Metropolitan Opera House, with an equally celebrated and known-here baritone, Theodor (cq) Uppman?



Well, Uppman, in all good faith, started for Lubbock but the weather beat him. He got fogged in at the airport at Dallas and so was a "no-show."

But, true to his some veteran standards as a world-wide respected singer-soloist-opera star, he did fulfill his Lubbock commitment and appeared at the Memorial Civic Center Theater in recital about three weeks back. This was to the relief of Association president, John M. Anderson, and the delight of a sparse but enthusiastic audience.

Now, if you will rack your minds for a moment, you will remember that Uppman, Theodor (cq), that is, had once long back sung as guest with the Lubbock Symphony Orchestra and has been seen on the stage of State Fair Music Hall many times with the touring Metropolitan.

So, Uppman came and sang for us a few weeks back and went on his virile way back to New York, the Met, and his world. The column reviewing his performance appeared duly in the Wednesday issue of "West Texas Times" on Wednesday, March 1.

And, time passed, and it became last Friday night, March 24. What I did not know was that the dear John M. Anderson, as mentioned before, president of the Lubbock Community Concerts Association, takes this paper weekly, even as you and I, and he clipped or copied that review (the only one to appear in Lubbock) and sent it off to Mr. Uppman.

So, as is my wont, holding down no less than three commitments in this town, a machine shop by day Monday through Friday, the column commitment for West Texas Times and a book of my memoirs now in progress, I came home greasy, oily and smelly Friday from the shop, took my bath, washed my hair, cooked my pot pie and retired to my virginal bed to watch a bit of TV and switch off the light and listen to KFYO's wonderful "CBS Mystery Theatre."

Usually, once I am in the sack, I don't answer doors or phones. The phone Friday night rang just about 9 p.m. I reached down and picked up the receiver. The voice was strong, vibrant and familiar. It brooked no warning identification. It simply said, and to the point, "this is Ted Uppman." "Ted"? Heavens! From the East Coast, too!

Well, the upshot of that surprising, wonderful, uplifting phone call to me on an Easter weekend was that Uppman said that he had received a copy of the column from John Anderson, that he wanted me to know that in his long years of performing at the Met, abroad and on tour across the country, he rarely had read comments about his performance written with "authority" and "the command of the language," to quote him.

He picked up a Good Friday sagging morale and no doubt and worry and translated the moment into pride, exaltation and reassurance of the craft I have practiced now for so long a time.

He even went further, if you can believe this. He said he wanted to ask permission to do something. What he wanted was permission to use the comments in that March 1, West Texas Times, Sheridan's Ride, in his promotion for his bookings for next year's concerts and opera schedule. What could I say, but what I did? That I would be both honored and delighted. Permission proudly granted. Lubbock, you see, is still represented on the national and international front, culture-wise, even if only once a week in Norman Williamson's happy little paper. Both paper and I shall receive full credit for the use of our joint effort.

Before we parted in that conversation we traded a couple of comments. You know, Uppman is a native Californian, even as I. He asked me what town I came from? I said "Burlingame," a suburban town just 20 miles south of San Francisco, on the Peninsula. I left there in 1954 to join the Lubbock community. Uppman said he was from Palo Alto, just 15 miles south of my town, he left years back to pursue his operatic and singing career on the East Coast.

So, old neighbors, we both shared Ma Bell's line and my pride knowest no bounds. I still can't get over the startled reaction to his "This is Ted Uppman"—heavens to Betsy! I will always think of him as I have always done, as "Theodor (cq) Uppman." Incidentally, that "cq" you see each time I mention his full, formal name is a printer's code meaning that the word as spelled is right. He does not use the usual "e" on that Theodor.

So, as I told him on long distance, thank you and bless you and you were, whether you know it or not, Theodor (cq) or "Ted", my veritable Easter bunny!

You know am I sweating out the word on the initial treatment of my autobiography, "The Life That Late I Led" from New York. There is now, you see, another chapter added. Not, you see, "I Led" but "I Am Leading."

A couple of quickies to close. That same Lubbock Community Concerts Association brings to Lubbock tomorrow night at the same Civic Centre Theatre the renowned Franz Liszt Orchestra as its final event in the 1977-78 season, admission by membership only.

"The Buddy Holly Story," the story of the tragic pioneer of rock music from Lubbock (and the "Crickets") has been filmed by an independent group and will have its world premiere in Lubbock on or about May 20, theater yet undesignated. Holly was killed in a plane crash in Iowa in 1959 along with The Big Bopper and Richie Valens. The film is, admittedly aimed at the 13-35 audience, but should prove of interest at all levels in this city. There will be, incidentally, an LP sound track album of the Holly music from the original masters, so watch for it.

"The Big Sleep" at the Cinema South Plains Mall I-II is a remake of the ill-fated film about a private eye, Phillip Marlowe, originally played by Humphrey Bogart. The first film was as full of holes as the proverbial tatting work in lace; the switch this time to Robert Mitchum and an all-star cast, locale from the U.S. to England, is interesting but no more successful in its realization than was the original. It will be to the uninitiated younger audience, interesting; to the oldsters who remember, an "enigma," baffling, incomprehensible and bloody. Take your chance.



M. J. 'Bud' Aderton CITY COUNCIL, PLACE 3

Lubbock needs a City Councilman who is ready to serve the interests of Lubbock, **NOT** his own interests.

Bud Aderton will bring maturity, solid business experience and an unbiased viewpoint to our city council. He will promote **Good Government, not Big Government** and start it on the local level.

Educational/Professional:

- Texas Tech University
- University of Utah
- University of Illinois
- Registered Professional Engineer - Texas
- Retired former owner - Snock & Aderton, Inc. and Combustion Service Co.

Community Involvement:

- Elder, First Presbyterian Church
- Member & Past President
- Lubbock Kiwanis Club
- Lubbock Better Business Bureau
- Lubbock Boys Club
- South Plains Chapter - Texas Society Professional Engineers

Member:

- Lubbock Chamber of Commerce
- Methodist Hospital Auxiliary
- Red Raider Club
- American Legion
- Board of Directors, Texas Bank
- ASHRAE

SATURDAY, APRIL 1st
Elect

M. J. 'Bud' Aderton CITY COUNCIL, PLACE 3

Political Advertising paid for by the Elect M. J. 'Bud' Aderton Committee, Naomi Gott, Treasurer, Box 873, Lubbock, Texas 79408

Media Reviews:

(For all black patients)

A PRINCE OF MEN

A review of *Prince Hall: Life and Legacy*, by Charles H. Wesley (Ruder and Finn, New York), 237 pages, hard cover.

Ruder and Finn, book distributors, deserve tremendous credit for making Charles H. Wesley's book about a great American pat-

riot and black "prince" available to a large general readership.

This distinguished book belongs in every black home because of the fine story of black heroism and exemplary enterprise which it tells.

Prince Hall was largely self-taught. He was a preacher, a businessman, a banker, a founder of the American insurance industry, a social worker, an abolitionist and the founder of the first Masonic Lodge to be officially chartered in America.

Beyond this, we must increasingly cherish the writings of excellence by a great and pioneering black historian, Charles H. Wesley. That we simply live in the lifetime of a great and continually productive scholarly giant

such as Dr. Wesley must be seen as a privilege for all Americans, both black and white.

Secure your copy of *Prince Hall: Life and Legacy* today. It will be a prized possession on your bookshelf... as in your mind and heart.



Americans on the average spend 22.3 cents of every dollar on food, alcohol and tobacco.

CHURCH NEWS

Mt. Gilead Baptist Church

The church is located at 2512 Fir Ave. "We enter to worship and depart to serve. The church where everybody is somebody."

Weekly calendar: Church School is at 9:30 a.m., morning worship at 10:45 a.m., B.T.U. is at 6 p.m. and evening worship is at 7 p.m. Monday: Youth Ushers meet at 6 p.m. and Senior Ushers meet at 7 p.m.

Tuesday, the choir meets at 7 p.m. Wednesday, Prayer Band meets at 7 p.m., Deacons and Laymen Brotherhood meet at 8 p.m. Thursday, Youth Department meets at 7 p.m. Friday, Teachers Meeting at 7 p.m. and Saturday, Deaconess meet (1st and 3rd) at 5 p.m.

Future Events: Sunday, April 2, at 3 p.m. we are to worship with St. James Baptist Church of Lubbock, Rev. Kado Lang, pastor.

Sunday, April 9, at 3 p.m. we have two engagements. (1) St. Luke Baptist Church, Rev. A.L. Davis, is having its church anniversary, we are to be in service with them. (2) Carters Chapel, Rev. Parker asked that we would worship with them at this same hour.

Ford Memorial Church of God in Christ

Ford Memorial Church of God in Christ presents to the city of Lubbock Evangelist H.C. Ross, April 2, 1978, Sunday morning at 11:30 a.m.

A week of spiritual blessings, let not your heart be troubled. Come one come all, 1602 Quirt.

Accompanying him will be Sharon Ross, daughter, a recording gospel singer, and H.C. Ross, Jr., son, fantastic organist. Come and let's make a joyful noise unto the Lord all ye people.

Ford Memorial Choir presents to you April 29, Saturday at 8 p.m. their first Mr. and Miss Ford Memorial Banquet. Tickets

can be bought from any choir member, also choir president Sis. James Bibbs. Don't miss a great treat. Talent, singing, style show etc. There will be a barbeque dinner served. Contact 744-2117 for more information. See you there.

Ford Memorial Church

The services were well attended on Sunday evening with a very beautiful Easter program presented by the young people.

Saturday, April 1st, lunches will be sold in the fellowship hall.

Saturday night, April 1st, a musical sponsored by the Sunday School and YBW departments, narrated by Bro. George Lewis. The public is invited to enjoy some real good singing. There will be out of town singers.

Bishop Alexander is pastor.

Mount Olive Baptist Church

Snyder—Sunday School classes were taught by their teachers.

The pastor delivered the morning message. He spoke on The Act that Shocked the World. Scripture reading Luke 24:1-6.

The Youth Department presented a short program. The message was most inspiring and the program was enjoyed by all.

BLACK POETRY

CLOSED!

Come open or don't disturb my vigilance.

—Philip M. Royster

That our world is too much uptight or even "closed" is the reality of which the black poet speaks.

(Black poets, who may wish exposure to our reading public, may send copies of their poetry—for editing and with permission to use—in groups of 12 poems or more to Media Resources, Box 157, Selkirk, N.Y. 12158.

Poetry selected should normally appear within 12 to 20 weeks. Because of staff limitations no copies are returned.)

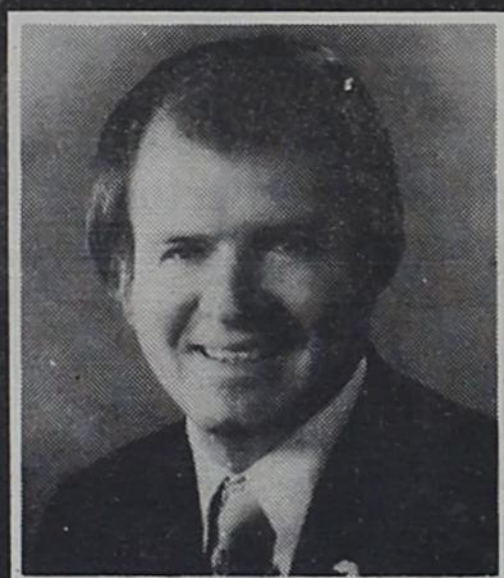
Dr. John Ray Jr. School Trustee Place 1

... believes the schools belong to the people.



Your vote will be sincerely appreciated Sat.

(pd. for by Dr. John Ray Jr., Lubbock, Texas James Tarlton campaign Mgr. Jimmy Stringer, Treas.)



Lubbock needs a City Councilman who will take ACTION throughout his term and not just during the election campaign

Lubbock needs **Mike Stevens**

As a Man of ACTION, Mike Stevens will represent the citizens of Lubbock on important civic issues.

- ACTION** . . . to help control your rising utility costs.
- ACTION** . . . on taxes and massive reevaluation of your property.
- ACTION** . . . on traffic safety problems and congestion.
- ACTION** . . . to protect your home and family from crime.

The citizens of Lubbock have been subjected to 5 murders, 6 rapes, 61 assaults, 27 armed robberies, 81 car thefts, and 313 burglaries during the month of February alone. In one month Lubbockites suffered \$568,413.00 in property losses to crime. Based on steadily growing statistics, crime in our city will reach an incredible high unless something is done to stop it—and done NOW. Mike Stevens is calling for the creation of a Crime Prevention Unit for the Lubbock Police Department to interface with the community needs, and bridge the gap between public demand and Police Department demands.

Truly an ounce of prevention is worth a pound of cure.

YOUR MAN OF ACTION
Mike Stevens

CITY COUNCIL, PLACE 1

Paid Political Advertisement by the Committee to Elect Mike Stevens, 1007 13th Street, Lubbock, Texas 79408, Watson Carlock, Treasurer.

MARK ADAMS

Lubbock's COUNTRY Entertainer MORNINGS 7 A.M.-12:00 NOON Mon.-Fri.



JOIN THE K-DAVE COUNTRY MUSIC CLUB YOU COULD BE OUR NEXT WINNER!

PLAY DOUBLE CASH BINGO SERIES II Our first game was such a hit, we decided to do it again!
WIN UP TO \$2000 BINGO WINNERS!

Prices Good March 30th-April 1st

FOLGER'S COFFEE
 1 LB. \$2.89 2 LB. \$5.77 3 LB. \$8.64



TIDE 50' OFF LABEL 171 OZ. \$4.39
SOUP FINE FARE TOMATO 5 10 1/2 OZ. CANS \$1.19
CRACKERS FINE FARE SALTINE 1 LB. BOX 38c
BUTTER FINE FARE PEANUT SMOOTH OR CRUNCHY 18 OZ. 89c
MIX MARTHA WHITE CORNBREAD MUFFIN 6 7 1/2 OZ. PKGS. \$1.19

ODDS CHART
 ODDS EFFECTIVE MARCH 18, 1978

PHYSICIAN	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	19th	20th
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21

"MIX OR MATCH"
KOUNTY KIST CORN OR PEAS
 12 OZ. WHOLE KERNEL 17 OZ. MEDIUM SWEET
 4 FOR \$1

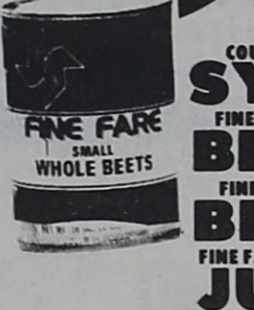
RIGHT GUARD ANTI-PERSPIRANT SPRAY 4 OZ. \$1.29
VASELINE INTENSIVE CARE LOTION REG. HERBAL 6 OZ. 89c
WELLA BALSAM SHAMPOO 8 OZ. OILY REG. \$1.39

FINE FARE SUGAR 5 LB. BAG WITH 40c COUPON EXPIRES 4-1-78 WITHOUT COUPON \$1.09

SHASTA CANNED DRINKS REG. OR DIET 12 OZ. CANS 1.29

WAGNER APPLE DRINK 3 32 OZ. CANS \$1
BUSH'S SHREDDED SAURKRAUT 4 16 OZ. CANS \$1
FINE FARE MIXED VEGETABLES 3 16 OZ. CANS \$1

UNITED GRADE A LARGE EGGS DOZ. 65c



COUNTRY KITCHEN SYRUP 24 OZ. 89c
FINE FARE CUT GREEN BEANS 3 16 OZ. CANS 89c
FINE FARE BEETS SLICED & WHOLE 3 16 OZ. CANS \$1
FINE FARE GRAPEFRUIT JUICE UNSWEETENED 2 46 OZ. BTL. \$1

Magnificent! HANDPAINTED Stoneware Mugs at magnificent savings!



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BEANS VAN CAMP PORK AND 3 16 OZ. CANS 89c
SAUSAGE SWIFT VIENNA 3 5 OZ. CANS \$1
PICKLES HEINZ KOSHER DILL GENUINE WHOLE DILL HAMBURGER DILL SLICES 46 OZ. \$1.09
SAUCE HEINZ BAR-B-Q W/ONIONS W/SMOKE 16 OZ. 59c

BAMA RED PLUM JAM - GRAPE JAM OR JELLY 16 OZ. 49c
GLADIOLA FLOUR 5 LB. BAG 69c

any regular size mug 79c
 any jumbo size mug only \$1.29
 WITH EACH AND EVERY \$3 PURCHASE compares to \$2.99 value
 compares to \$1.79 value

CUDAHY'S GOLD COIN PICNICS BONELESS FULLY COOKED 3 LB. CAN \$4.29

OWEN'S SAUSAGE 1 LB. BAG \$1.50 2 LB. BAG \$2.98

CHUCK ROAST BLADE CUTS OF BEEF LB. 89c

HORMEL'S HAM PATTIES 6 PER CAN 12 OZ. CAN \$1.19
GLOVER'S HOT LINKS LB. 98c

BELL CHOC. BREAK GAL. \$1.39
BELL DIPS 8 OZ. 39c
SOLID 1 LB. OLEO 29c



BONELESS STEW "EXTRA LEAN" CUBES OF BEEF LB. \$1.29
CUBED STEAK WASTE FREE BEEF LB. \$1.79
SWISS STEAK ROUND BONE ARM CUTS LB. \$1.39
BEEF RIBS NAVEL CUTS LB. 59c
ROUND STEAK UNITED TRU-TENDR BEEF LB. \$1.39
RIB STEAK UNITED TRU-TENDR BEEF LB. \$1.39
BONELESS SHOULDER ROAST WASTE FREE BEEF LB. \$1.19

BEEF LIVER FRESH SLICED SKINNED & DEVEINED LB. 59c

MORTON DINNERS *BEEF *TURKEY *CHICKEN *SALIS. STK. *WESTERN *MEATLOAF 49c
MORTON HONEY BUNS 9 OZ. 39c
FINE FARE ORANGE JUICE 12 OZ. 69c




APPLES ROME BEAUTY FIRM TART LB. 39c
PEARS D'ANJOU LB. 39c
POTATOES RUSSET ALL PURPOSE 10 LB. BAG 98c
ONIONS LARGE BUNCHES 2 FOR 29c
SPINACH CALIF. CELLO PACK 59c

WE RESERVE THE RIGHT TO LIMIT QUANTITIES
 U PRICES GOOD THRU APRIL 1ST
UNITED SUPER MARKETS

Black Cat's BEBOP FABLES



Both his hometown weekly and Texas' largest newspaper agree ...

JOHN POERNER 

Railroad Commissioner

Poerner is a solid, competent individual with a record of 10 years of dedicated public service. The Chronicle urges his election
—HOUSTON CHRONICLE

John Poerner is a fair-minded man. He is an honest man. He is a man of high integrity and straight-forwardness. He is a strong, forthright leader
—HONDO ANVIL HERALD

Pd. Pol. Ad. to elect John H. Poerner - Railroad Commission,
Ed Ingram, treas. 1037 Brown Bldg. Austin, Texas 78701



Card playing uses up 100 calories an hour.



When using dried herbs, make sure to crumble them to release the flavor.

LUBBOCK TV & CB 1517 E. BROADWAY

USED COLOR TV's \$50⁰⁰ DOWN

FURNITURE 765-8211 STEREOS



The first iron printing press to be used was the Stanhope press, invented by Charles, the third Earl of Stanhope in 1798.



WE ASK YOU TO JOIN US IN HELPING TO RE-ELECT ALAN HENRY TO THE CITY COUNCIL PLACE 1, APRIL 1, 1978

George C. Woods
George Scott, Jr.
Mrs. Luella Scott
Annie Mae Jones
Rev. Roy P. Davis
Dr. Heenan Johnson
Mrs. Heenan Johnson
Dr. Moses Turner
Harold M. Chatman

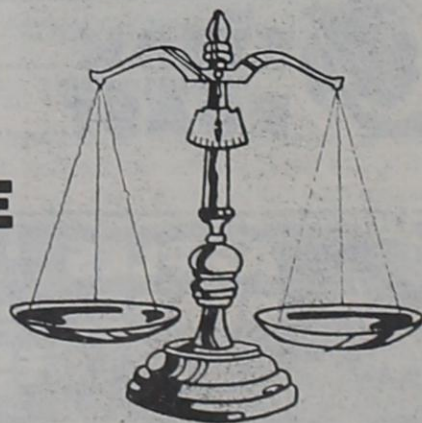
Mae Simmons
Edwin Scott
Verbal Evans
J. E. Jackson
Charles E. Brown
Ora Lee Paul
Jim Paul
Julia McFadden

James McFadden
Charlie Currie
D. C. Fair
Dillard Harris
Pearl Harris
Harry Bunton
D. C. Kinner
Dr. Floyd Perry

Rubye Donaldson
Adolphus Cleveland
Mary G. McGraw
A. J. Moore
Arvilla Moore
Rev. R. S. Stanley
Doris Bunton
Annie Stanley
Vernita Holmes

We know that Alan will never, under any circumstances, vote to change the name of the George Wood Center. Alan, along with other City Council members, HAS worked toward completing Lake Six and will continue to do so. We know that Alan has looked after our interest regarding Lake Six and we NEED Alan on the Council to help complete this project.

ALAN HENRY HAS NEVER BEEN TOO BUSY TO LISTEN TO THE VOICE OF THE PEOPLE



Paid for by the Committee to Re-elect Alan Henry, D. V. Scott and B. C. (Peck) McClain, co-chairmen, 3208 34th, Lubbock, TX

Men in Service

Specialist Four Benny L. Dunn, whose wife, Patricia, lives at 2819 E. Eighth St., Lubbock, Tex., recently reenlisted in the Army for five years while serving as a medical specialist with the 2nd Armored Division at Ft. Hood, Tex.

Spec. Dunn entered the Army in March 1976.

The specialist is a 1974 graduate of Estacado High School.

His parents, Mr. and Mrs. Ollie Dunn, live at 1303 E. 15th St.

Specialist Four Howard Johnson, son of Isaiah Johnson, 2425 E. 28th St., Lubbock, Tex., recently was assigned as a combat engineer with the 2nd Armored Division at Ft. Hood, Tex.

He entered the Army in August 1976.

The specialist attended Texas Southern University, Houston.

His mother, Mrs. Irma J. Webb, lives in Dallas.

Prayer Poem

An unknown hymn writer has given us words which express, in an infinitely sublime way, just what it means for our bodies to be a temple from God.

The prayer hymn (or poem) is entitled, "Gifts."

*Two hands have I to do this day the good;
Two lips have I to speak the things I should.*

*Two eyes have I to see the world around;
Two ears have I to not the joy of sound.*

*Two knees have I on which to kneel and pray;
Two feet have I to take me on life's way.*

*One mind, one heart, one will have I to raise—
All gifts of God through which to sing His praise.*

—Amen

"All that is within me, praise His holy name."

—Psalm 103:1

Ringling the Bell . . .

with Bob Tieuel

Classified Black Experience: Dear Bob—"We are pleased to announce that the second edition of Who's Who Among Black Americans, 1977-78 is now available. Your biography is an important part of this valuable book. Your listing in Who's Who represents a monumental achievement since less than 1/20th of 1% (1 of every 2000) of all Black Americans are qualified for inclusion.



Please accept our most sincere congratulations! "As you probably know, Who's Who has already received immediate and wide acceptance from all professional research and reference institutions. The first edition was selected by the American Library Association as "one of the outstanding 19 notable books of 1976" and recommended by all four major library journals.

"Because of this universal praise, Who's Who Among Black Americans has become a valuable reference tool for libraries, schools, government agencies, media, personnel executives and other professional research organizations. Additionally, its very existence serves as a valuable incentive for young black students aspiring to the success you and other biographees have already achieved.

"Remember, if you are using the book for business reference purposes, your purchase is tax deductible. Our editors continue to work closely with key organizations, institutions and associations from the public and private sectors to identify all Blacks of achievement worthy of reference and research documentation from all fields.

"According to Booklist from American Library Association, "there is no comparable directory, and the work is useful because it contains facts about a wide diversity of persons not represented in any other single biographical source ... recommended as an auxiliary reference for secondary, public, college and special libraries which already own current editions of U.S. Who's Who." Sincerely yours, Ann Wolk Drouse-Co-Publisher & William C. Matney, ABC-TV Editor-In-Chief, 3202 Doolittle Drive, Northbrook, Illinois, 60062.

Footnote: Contributing editors include such notables as Rev. Jesse L. Jackson, U.S. Rep. Louis Stokes, Roy Wilkins, U.S. Senator Edward Brooke, Mayor Richard Hatcher of Gary, Indiana, Dr. Benjamin E. Mays and Arthur Ashe as well as many other Americans of note.

Smothers Cited by Freedoms Foundation: Texas State Rep. Clay Smothers of Oak Cliff has been named one of seven recipients of the American Patriots Medal in the 29th annual national awards program of Freedoms Foundation at Valley Forge, Pennsylvania. His citation reads:

"In his capacity as head of St. Paul Industrial Training School (Malakoff, Texas) he has established an exemplary moral code for his students ... encouraging industriousness, learning, love of God, country and humanity, and pride in black achievement—without militancy, favoritism or government handouts.

"As a representative in the Texas State Legislature, he was recently selected as "freshman of the year" by his peers in the state capitol, and has distinguished himself with his adamant stands against child pornography, crime and in other contemporary social issues.

"He has consistently and openly confronted complex situations, and offers constructive solutions to the problems. Rep. Smothers urges Black Americans to face their economic, political and self help." End of quote. Smothers has been a regular contributing columnist of The Oak Cliff Tribune for more than six years, it was reported.

With the passing of the late Rev. W.M. Knapp, pastor of Greater Mt. Rose Baptist Church of 211 North Tyler Street, Midland, Texas, the event marks the end of an era in the life and times of this historic church family. In 1904 he was called to preach God's word under the Rev. G.E. Daniel and from that point on until February of 1977, he remained a faithful servant of God, when he heard the final "well done" from above.

No mention is made of his formal schooling but in his own words we best remember these: "I have never robbed, split or turned from a church. It's a great task to hold on and preach God's word". Perhaps that is qualification enough for a minister of God's word. We are glad we knew and loved W.M. Knapp and our sympathy and best wishes to Perlie Mae, his wife and family and host of friends. Some of the many ministers paying last respects included: H.B. Hurd, H.A. Bowens, W.R. Ockaltree, F.W. Johnson, H.F. Doyle, A.D. McCraw, I.S. Moreland, L.H. Hall and many others his life touched. We shall miss him. As a gospel preacher and brother beloved, his shoes will be hard to fill. Until later, Peace and be a good neighbor.

Voter Information Department

Facts To Help You Make Up Your Mind

SHOULD WE HAVE A CITIZENS' POSTAGE RATE?

With postage rates zooming from eight cents in 1971 to the present 13 cents, and a prediction of even higher rates in the near future, many Americans are wondering if it might not be a good idea to have a citizens' postage rate.

Here are some of the facts:

When the Postal Service indicated that it would ask the Postal Rate Commission to raise first class postage from the present 13 cents to 16 cents, in 1978, Congressman William D. Ford decided that it was time to give the private individual some protection against the possibility of not being able to afford to send a letter.

The Ford bill (H.R. 7537) would allow individuals to send personal mail for 13

cents. Implementation of the Citizen Rate concept would assure the private citizen an affordable postage rate this year and as future adjustments are considered. It is interesting to note that while the net cost of a first class 13-cent stamp to a private citizen is 13 cents, to the business mailer

whose postal costs are treated as business expenses and are tax deductible, the cost for the same stamp is about 6 1/2 cents.

You can find out whether your legislator is working for or against this bill, or has done nothing about it, by writing to him in care of the House of Representatives, Washington, D.C. 20515, or the United States Senate, Washington, D.C. 20510.

If, like many Americans, you're not sure who your congressman is, you can call the Democratic or Republican county committee or the League of Women Voters for that information.



FIRST-CLASS IDEA is a proposed 13-cent "citizens' rate" for personal mail.

"After 8 years of service and dedicated work on your Lubbock School Board, I feel obligated to continue my work now when experiences is needed most..."



RE-ELECT

JOANY Y.

ERVIN

Trustee Lubbock Public Schools

JOANY Y. ERVIN — Housewife, Mother, Professional Woman...Dedicated to

VICTORY WITHOUT VIOLENCE

VOTE APRIL 1

SCHOOL BOARD PLACE 1

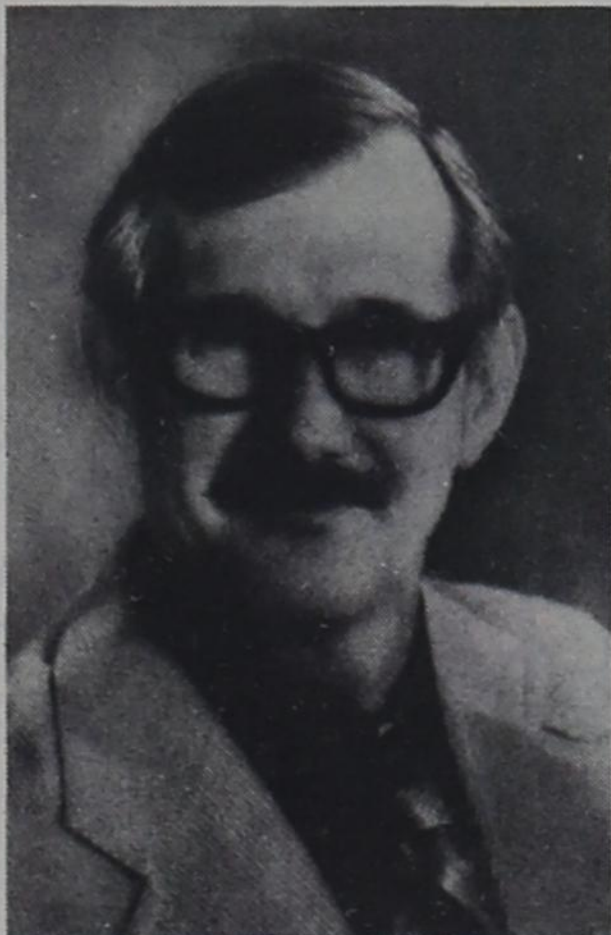
Pol. Adv. Pd. for by Joan Y. Ervin Campaign Committee, F.L. Lovings chairman, C.F. Cooke, Treas.

JIM SPANN

Lubbock's COUNTRY Entertainer AFTERNOONS 1:00 P.M.-6:00 P.M. MON.-FRI.



MORE PRIZES... MORE WINNERS... ON THE K-DAVE COUNTRY MUSIC CLUB



Elect BOB SCHMIDT CITY COUNCIL — PLACE 3

QUALITY OF LIFE FOR LUBBOCK CITIZENS

I intend to promote and support —

- SAFETY—coordinated efforts with city and county crime control urging judicial support for law enforcement agencies.
- Traffic planning to provide movement with safety.
- SOCIETY ENRICHMENT
- securing quality water resources for the future.
- the securing of facilities and programs for aged Americans.
- practical yet esthetic development of homes, industries and public facilities.
- the elimination of blighted areas with programs of restoration and replacement.
- the economic progress of Lubbock with prudent use of tax dollars.
- qualified persons to serve on appointed boards and committees.

APRIL 1st

Political advertising paid for by Bob Schmidt Campaign Fund, Bob Murphy, Treasurer, 3803 62nd Drive, Lubbock, Texas 79413.



Some used to say mosquitoes were created from smoke from the Devil's pipe.



The ancient Indians thought looking at emeralds would stimulate the appetite.

MAYTAG COIN-OP LAUNDRY AND DRY CLEANING

36 Washers 762-9059 16 Dryers

Attendant on Duty 9 a.m. to 10 p.m.

2524 Parkway Drive (Parkway at Zenith) behind 7-11

AMERICAN STATE BANK

Member F.D.I.C.

- Checking Accounts
- Savings Accounts
- Automobile Loans
- Commercial Loans
- Drive-In Facilities
- Bank-by-Mail

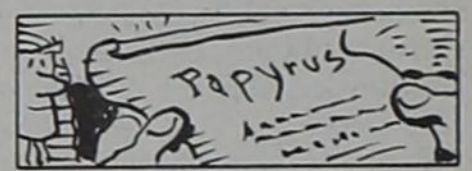
1401 Ave. Q **763-7061** Lubbock, Texas

Eight Pictures For \$1.00

Size 2 1/2 x 3 1/2

PHOTOCRAFT STUDIO

1209 1/2 Broadway Lubbock, Texas Phone 762-9112

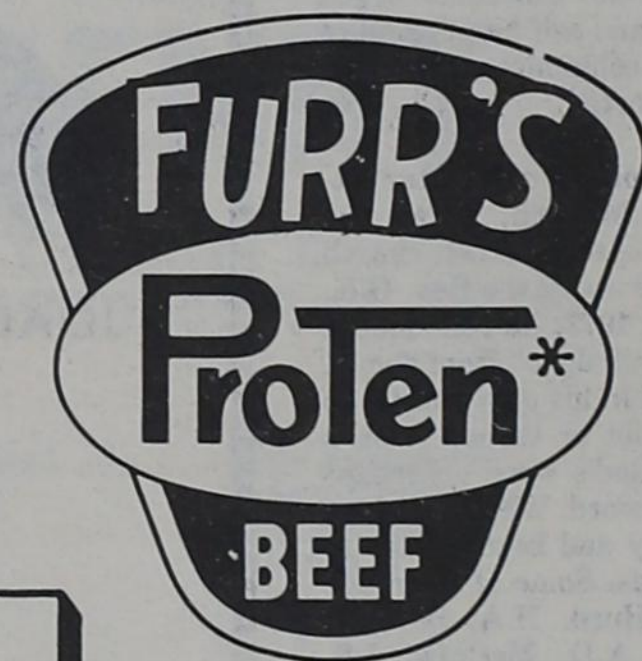


The word paper comes from papyrus, the giant water reed from which Egyptians manufactured a writing material.



People once believed that ostriches hatched their eggs merely by looking at them.

BEEF TO BRAG ABOUT



TRY PROTEN BEEF TONIGHT FOR A REAL PLEASIN' MEAL . . . and at Furr's Low Prices, too!

SHOP Furr's SUPER MARKETS



HELPING YOUR CHILD CHOOSE A CAREER

One of the first steps in helping your child choose a career is to let him know that you feel it's an important subject. Your child will sense your attitude towards his future, and if you minimize the importance of the subject he may not feel it's worth much thought.

The next step after learning what career interests your child is to find out what skills are needed for that career and where those skills are needed. In the Marine Corps, for example, there's an increased need for specialized training. To meet this need, there are over 400 formal schools or training programs for the 39 occupational fields in the Corps. Among the different trades in which your child can get special training are aviation, air traffic control, auditing and finance, construction, electronics maintenance and weather service, just to name a few.

These are just to get him started. Throughout your child's career in the Corps, he or she will have every



AFTER LEARNING what trade interests your child, it's important to help him find out what skills are needed for that trade.

opportunity to continue their training in more schools. They'll also be able to take Marine Corps Institute correspondence courses in a large variety of highly technical subjects.

Happily, Marine Corps training is very thorough. Your child might start out with, "This is a wrench," but will soon end up with, "the fuel injection needle itself is machined to fifty-millionths of an inch and

must never be touched to any surface." Often the time spent in the Marine Corps helps your children direct their energies toward finding a spot for themselves in the modern world.

For additional information on what specialized training the Marine Corps can offer potential recruits, call toll free 800-423-2600 (in California, 800-252-0241).

Lubbock School Lunch Menu

Monday, April 3

- Corn Dog W/Mustard
- Buttered Potatoes
- Seasoned Black Eyed Peas
- Peanut Butter Cookies
- 1/2 Pint Milk

Secondary Choice

- Fried Chicken
- Buttered Green Beans

Tuesday, April 4

- Sloppy Joe on Bun
- French Fries
- Buttered Spinach
- Pear Half
- 1/2 Pint Milk

Secondary Choice

- Baked Meat Loaf
- Buttered Sliced Beets

Wednesday, April 5

- Chicken Fried Steak
- Mashed Potatoes W/Gravy
- Buttered Green Beans
- Cake
- Hot Rolls-Butter
- 1/2 Pint Milk

Secondary Choice

- Weiners and Sauerkraut
- French Fried Cauliflower

Thursday, April 6

- Pizza Squares
- Buttered W-K Corn
- Buttered English Peas
- Sliced Peaches
- 1/2 Pint Milk

Secondary Choice

- Braised Beef Tips on Rice
- Buttered Carrots

Friday, April 7

- Frito Pie
- Pinto Beans
- Tossed Salad
- Fruit Cobbler
- Cornbread-Butter
- 1/2 Pint Milk

Secondary Choice

Manager's Choice

YELLOW CAB 765-7777

WEE PALS® by Morrie Turner



THAT'S THE THIRD TIME NIPPER HAS PUSHED CHARLOTTE UP THAT HILL TODAY



MY STOMACH TICKLES!

4-3

© 1978 United Feature Syndicate, Inc.



MONEY DOESN'T BUY HAPPINESS, NIPPER



4-4

© 1978 United Feature Syndicate, Inc.

MAYBE NOT, OLLIE...



BUT IT CAN SURE MAKE MISERY EASIER TO TAKE



Strongest anti-itch drug you can buy without prescription

Stop itching fast of external vaginal, rectal, and other skin conditions. Doctors find even severe itching can be treated with a special drug. You can now get this anti-itch drug ingredient with no prescription in BICOZENE®. Use only as directed. The medically proven creme for itching.

BICOZENE

PEACEFUL GARDENS MEMORIAL PARK

o Underground Mausoleum
o Bronze Memorials
4 1/2 miles South of 82nd St. on Bus. 87

PERPETUAL CARE
P.O. Box 3282 Bobby Assiter
Lubbock, Tx. 79410 President
Bus. 863-2241 Res. 799-1459

CLASSIFIED ADS

issuance of this Citation, the same being Monday the 17th day of April, A.D., 1978 at or before 10 o'clock A.M., before the Honorable County Court No. 2 of Lubbock County, at the Court House in Lubbock, Texas. Said Petitioners petition was filed on the 22nd day of March, 1978. The file number of said suit being No. 90146.

The names of the parties in said suit are: In the matter of the marriage of Joyce Martin as Petitioner and R.L. Martin as Respondent. The nature of said suit being substantially as follows, to wit: DIVORCE and change of name from JOYCE MARTIN to JOYCE HEALD.

If this Citation is not served within 90 days after the date of its issuance, it shall be returned unserved.

Issued this the 22nd day of March, A.D., 1978.
J.R. Dever, District Clerk
County Court # 2
Lubbock County, Texas
Bennie Wabbington, Deputy

CONTRACTORS' NOTICE OF TEXAS HIGHWAY CONSTR.

Sealed proposals for constructing 5.398 miles of Gr., Strs., Bs. & Surf. from FM 829, 3.0 miles South of US 180 northeast to SH 349 on Highway No. FM 2052, covered by RS 1708 (2)A in Dawson County, will be received at the State Department of Highways and Public Transportation, Austin, until 9:00 A.M., April 20, 1978, and the publicly opened and read. 19/78, and the publicly opened and read.

The State Department of Highways and Public Transportation, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the U.S. Department of Transportation (15 C.F.R., Part 8), issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that the contract entered into pursuant to this advertisement will be awarded to the lowest responsible bidder without discrimination on the ground of race, color, or national origin, and further that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award. Plans and specifications including minimum wage rates as provided by Law are available at the office of H.C. Brown, Resident Engineer, Brownfield, Texas, and State Department of Highways and Public Transportation, Austin.

Usual rights reserved.

MISCELLANEOUS FOR SALE

SINGER TOUCH & SEW
Deluxe model buttonholes, fancy work, Etc. Like New, \$69.00
1977 GOLDEN STITCH SEW
Free Arm, Portable, Buttonholes, Fancywork, etc., \$99.00
Sewing Center, 3104 34th & Flint
Next to Color Tile
799-0372

25c, Ozite carpet squares, coffee table legs, LP records. \$4.00, step tables, shutters, table lamps, luggage. \$7.50, electric heater, sweeper, beds, high chair. \$12.50, bicycle. \$25.00, dog house, invalid's commode, pickup jack, round table, TV, chest. \$35.00, divan and chair, dinette. \$45.00, tape player. \$50.00, hideabed and chair, basement pump. \$65.00, clothes dryer. 1106 23rd St., 744-9672, 762-2589.

ACREAGE FOR SALE

30 Acres-Near Leakey, Texas. Heavily Wooded, Good Hunting. \$300.00 down-owner financed. Easy terms. Phone 512-257-5369 after 7:00 P.M. and all day weekends.

JOBS: MEN & WOMEN

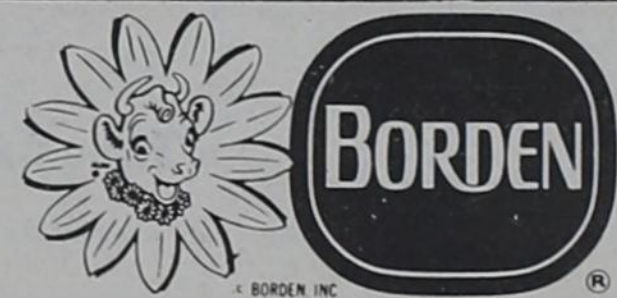
For Job Information With The City of Lubbock
CALL 762-2444
"An Equal Opportunity Employer"

TEXAS TECH UNIVERSITY
For information regarding employment at Texas Tech University.
CALL 742-2211
"Equal Employment Opportunity Through Affirmative Action"

Information concerning employment may be obtained by calling
765-6321

PIONEER NATURAL GAS COMPANY
Equal Employment Opportunity Through Affirmative Action

GIVENS EMPLOYMENT AGENCY
763-8430
820 Quirt



If it's Borden, it's got to be good.

NOTICES

THE STATE OF TEXAS
TO: R.L. MARTIN
GREETING: Respondent. You are commanded to appear by filing a written answer to the Petitioners petition at or before 10 o'clock A.M. of the first Monday after the expiration of 20 days from the date of

LET US OPEN DOORS FOR YOU

AT **FIRST FEDERAL PLAZA**
1300 Broadway

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF LUBBOCK



Date Filed: February 28, 1978
Annual Statement of Perpetual Care Fund
For Year Ending December 31, 1977

Peaceful Gardens Memorial Park, Inc.
P.O. Box 3282 Lubbock, Texas 79452 Phone 863-2241
Located 4 1/2 miles South of Lubbock city limits on US 87
Woodrow Exit

1. Lubbock National Bank is the Trustee holding Perpetual Care Fund.		
2. Filing Fees		\$ 100.00
3. (a) Principal Amount of Perpetual Care Funds held in Trust		\$91,756.10
(b) Amount to be paid to Perpetual Care Trust Fund representing collections on hand for deeded properties, not yet deposited with Trustee		\$ 265.89
(c) Total Principal of Perpetual Care Funds		\$92,021.99
(d) Trust agreement provides for the minimum per square foot grave space, crypt or niche as provided by law.		
(e) Trust agreement provides for Perpetual Care Reserve to be collected from last money collected on each contract.		
(f) All money collected on term contracts and allocated to Perpetual Care Trust Fund has been paid to Trustee.		
(g) Total amount of Perpetual Care Fund not yet collected on term sale contracts and to be paid to Trustee as collected according to trust agreement		\$20,042.71
4. (a) Number of Sq. ft. disposed of under Perpetual Care	Square Ft. Deeded	Required Total
From and after 7/1/63 thru 8/31/75	155,903.50	\$77,951.75
At 50c per square ft.		
From and after 9/1/75 to date of this report at 75c per square ft.	9,283.00	\$ 6,962.25
TOTAL (a)		\$84,914.00

(b) Number of crypts disposed of under Perpetual Care.

	Number Deeded	Minimum Requirements	Required Total
From and after 7/1/63 thru 8/31/75	114	\$40.00 each	\$4,560.00
From and after 7/1/63 thru 8/31/75	16	\$20.00 each	\$ 320.00
From and after 9/1/75 to 12/31/76	8	\$50.00 each	\$ 400.00
From and after 9/1/75 to 12/31/76	1	\$25.00 each	\$ 25.00
TOTAL (b)			\$5,305.00

(c) The number of niches disposed of under Perpetual Care is none.
(d) Total requirements for all sales made under Perpetual Care \$90,219.00
The amount placed in Perpetual Care Fund is excessive of amount required by law Excess \$1,802.99
The requirements of Section 16 of the Cemetery Code pertaining to sign and statement on certificate of ownership and contract have been complied with.
PEACEFUL GARDENS MEMORIAL PARK, INC.
S/Bobby D. Assiter-President S/Janice M. Assiter, Secretary

BROOKS

SUPER MARKET

We Gladly Accept
Food Stamps

Prices Good Through
April 3



PHONE
762-1636

1807 PARKWAY DRIVE
8 AM TO 9 PM MONDAY THRU' SATURDAY
9 AM TO 9 PM SUNDAY

LARGE HEADS
CABBAGE

LB. **19^c**

TEXAS
ORANGES

5 LB.
BAG **99^c**

CHERRY
TOMATOES

PINT..... **39^c**

MRS. TUCKER'S
Shortening..... 42 OZ. **\$1 19**

CARNATION
Milk..... TALL CAN **3 FOR \$1**

RANCH STYLE
Beans..... 15 OZ. **3 FOR \$1**

GLADIOLA
Flour..... 5 LB. BAG **59^c**

ZEST
Soap..... BATH SIZE BAR 6" OFF LABEL 2 BAR PKG. **69^c**

CHICKEN OF THE SEA
Tuna..... 6 1/2 OZ. **79^c**

GLADIOLA
Flour..... 25 LB. BAG **\$2 99**

KING SIZE
TIDE
25" OFF LABEL ONLY **\$2 19**

WOLF
CHILI
19 OZ. **89^c**

PINE SOL
15 OZ. **89^c**

MARKET!

RATH
SAUSAGE

1 LB.
PKG. **79^c**

USDA CROWN
ROAST..... LB. **98^c**

FIRST CUT PORK
CHOPS..... LB. **\$1 39**

USDA CLUB
STEAK..... LB. **\$1 59**

COLUMBIA
BACON..... LB. **89^c**