

Local Hospital Drama Plays Austin Stage

While the Lubbock County Hospital District board ponders the question of which—if any—management firm will run the local teaching hospital, a scenario that could more deeply affect the possibilities of opening the facility is underway in Austin.

Senate Bill 60, which would enable the state to finance a portion of the educational costs in Texas teaching hospitals, came up for debate on the Senate floor this week. And almost immediately the old political game of "you scratch my back, I'll scratch yours" began.

Two senators determined to have the bill benefit hospitals in their districts offered amendments to include additional teaching hospitals in the package deal.

One of them—State Sen. Max Sherman of Amarillo—apparently

Analysis



by
Mary Alice Robbins

succeeded with his bid. On Monday, the Senate passed on voice vote Sherman's amendment to add teaching hospitals in Amarillo and El Paso to the group of six hospitals already qualified for funding if SB 60 passes.

State Sen. Kent Hance of Lubbock, a co-sponsor of the teaching hospital legislation, said backers of the bill could not afford

to contest the inclusion of the other hospitals. Support from the legislators in those districts is needed to assure passage of the measure.

A spokesman in the office of SB 60 co-sponsor Sen. Chet Brooks explained that "the situation is pretty much what we expected to happen."

According to Brooks' administrative aide, Steve Renfrow, adding the other hospitals enhances the chances of passing the legislation.

However, the inclusion of the Amarillo and El Paso hospitals also increases the price tag on the package, Renfrow admitted.

And that could water down the bill for Lubbock's teaching hospital—and ultimately cost the county taxpayers faced with footing the bill for the debt-plagued facility.

In the beginning, SB 60 was aimed at defraying the mounting educational costs in six of the state's primary teaching hospitals. These were Lubbock County Hospital District, Harris County Hospital District, Dallas County Hospital District, Hermann Hospital in Houston, Bexar County Hospital District and Fort Worth Osteopathic Hospital.

The Legislative Budget Board estimated the cost to the state to fund the original six facilities would be around \$51.4 million in 1978 and about \$58.1 million in 1979.

"We really don't expect the
Continued On Page Seven



How slow the pounds are to melt, how fast they return.

'Growth-No Growth' Marks W'forth Beef

WOLFFORTH—As a controversy brews over a proposed packing house in this small community, it shapes up as the kind of confrontation between "growth" and "no-growth" that has rocked much larger cities. Only in a town this size, the in-fighting is much more intimate.

For instance, City Councilman Donald Preston is the one who will own the packing house—if it gets built—and he argues that Wolfforth can't be like it was 10 years ago, for it will surely change.

A woman who was almost a neighbor to Preston when he was growing up doesn't want the plant. "It'll wreck this town," she says.

And one point that opponents are making is that the plant will be too close to Casey Elementary. James Vardy, the principal of the school, is the mayor.

Opposition surfaced at the Wolfforth City Council meeting Monday, and may become more concentrated as an April 4 called meeting nears.

The council must approve the annexation of the land on which the processing plant will be built, because Preston says he must use city water and sewer systems. But opponents argue that the plant would reduce property values in the area, drain the city's already-limited water supply and

would be too close to Casey Elementary School on the city's northeast side.

"We don't have any legal advice," explained Mrs. Bonnie Gillit, one of a number of Wolfforth citizens who appeared at the Monday meeting to oppose the plant, "we just know we don't want it where they want to put it."

Opponent Mrs. Ray Krause said that a group of residents is checking the wording of petitions. "We've got three or four petitions going around. It's a delicate matter here in town."

"I'm mighty upset," Mrs. Krause added, "It's going to lower my property values and up my taxes. I'm not the king of person who yells, but when it's going to hurt my family and my community, I say 'no.'"

"They wouldn't put the plant in their (council's) part of town," Mrs. Gillit charged. Another woman, who asked that her name not be used, criticized the council members for wanting to locate the plant away from the "silk stocking district" where some of the members live.

Mrs. Krause hit hard on two themes that opponents are taking—the effect of the plant on a nearby school and the use of city water. She noted that some odor from the slaughtered animals is

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Dieting is a Game of Inches But Sometimes You Take Two Steps Back . . .

In recent years, dieting has become as American as apple pie, and it looks like things are going to stay that way until a low calorie all-American dessert comes on the market.

We see signs of dieting everywhere. Low calorie soft drinks have become a way of life, along with low-cal salad dressing, bread and even cookies.

You can't pick up a magazine without finding an article and usually a column about wonder diets. And being good to yourself, as the commercial advises, means losing weight.

But with all this dieting propaganda being crammed down our throats, we still remain a nation of overweight adults.

"Most people go on weight reducing diets to lose a few

pounds," explained Dr. Helen Brittin, nutritionist. "After they lose that initial weight, then they

future void of candy bars, potato chips and sodas seems rather bleak.

So while most Americans may diet from time to time, they still are fat. For some people getting rid of that fat is something you just don't try alone.

Whether it's a matter of moral support or misery loves company, weight reducing clubs are popping up everywhere.

In Lubbock there is Weight Watchers, Over Eaters Anonymous and TOPS (Take Off Pounds Sensibly).

Said one woman who had attended most of the weight reducing facilities in town, "The main difference in groups is the price." Over-Eaters meeting are supposed to be free, while Weight

Continued On Page Six



by
Janice Jarvis

go back to their old habits and gain back all the weight that they lost."

After repeating this pattern a few times most people just give up. After all, dieting usually means cutting out goodies and a

had to be ordered from Dallas. But spring winds delayed delivery when the airline that was to carry the part decided the weather demanded more fuel and less freight.

But Thursday afternoon, Williamson and plant manager Bobby Morman, along with a midwife sent by the press manufacturer, struggled with the equipment, tinkered here, adjusted there, until finally the pages of type were reduced to metal plates which would dab the paper with ink.

It started and you wondered what Gutenberg would think of his little invention now.

A press starts slow, plodding

through the first copies with restrained care until its masters determine the right combination of ink for its plates. The webs of newly-printed paper glide slowly overhead, are mixed in the folder and are laid carefully on a conveyer belt, the newspapers facing the light. Kuh-chwank. Kuh-chwank. Kuh-chwank.

Then, as the other owners of the massive press enter its lair to inspect, the press begins to show its form.

The pages rushing overhead lose their definitions and become a blur of lines of black and white and gray.

The power of the great
Continued On Page Seven

Power of the Press: A Mixture of Ink, Paper and Awe

Newspapers generally write about a world without newspapers.

Oh, sure, you'll see an occasional obituary for a newspaperman who's never set foot in your community. Or the self-serving results of a survey. Or an oblique reference to "reporters" in a news story. But never any real discussion of newspapers or what they mean to newspaper people who sometimes feel they have been rendered obsolete by a little electronic dots on a cathode ray tube.

Of course, that's a wise policy. One slip and you edge past the plateau of "taking care of one's own" to the precarious precipice

of "blowing one's own horn." But as Norman Williamson, publisher of the West Texas Times, and as



by
Cliff Avery

crusty an old printer's devil as you'll ever want to meet, put it: "Goss probably sells two presses a week, but I'll probably only buy

one of the things in my lifetime."

Williamson was one of several West Texas weekly newspapermen who formed Brazos Offset Printers, Inc., the newest and most gleaming asset of which is a Goss Community press.

From conception until the press was first spanked into printing last week's edition of the West Lubbock edition in the midst of a blinding sandstorm, the labor was prolonged. There were numerous negotiations over the size of the building to house the press in Slaton. A four-foot wide hall was too wide, a three-foot just barely wide enough.

The first attempt to crank up the press proved futile. A part

OPINION

"Let Them Eat Tang"

Ever since cereal and "Captain Kangaroo" became a convenient way to get out of giving the kids ham and eggs, nutritionists have been trying to convince the American public that a good breakfast is important for children running off to school.

The chorus has been joined by such staunch defenders of the American ideal as astronauts who appear in instant orange drink commercials.

Somehow, the Lubbock Independent School District Board of Trustees managed to ignore all that idle chatter last week, and also managed to get itself nominated—by acclamation—for the Marie Antoinette Award of 1977.

By a 5-2 vote, the trustees, in one of the more callous displays of knee jerk reactionism to date, turned thumbs down to a proposal that the school district provide breakfast for little or no cost to the district to schoolchildren.

That's right, it wouldn't have cost the school district hardly anything. And the trustees wouldn't even try a pilot project to see if the program was really that needed. Well, of course not. Trustee Harold Harriger already knew that answer: "I think there are lots of poor children, but not that many hungry children." You can imagine how that thought must have spoiled attorney Harriger's lunch at the Lubbock Club.

Yet the Trustees were "philosophically" opposed to getting in to the breakfast business. They evidently felt that probably some Federal bureaucrat ("probably a yankee, too") would order them to put a pair of golden arches in front of Parkway Elementary.

And they argued that providing breakfast was a parental obligation. Given that, the trustees must surely recognize the cost-effectiveness of cutting off lunches already provided by the schools. That way, the schools can really turn the obligation of feeding kids back to the parents. Maybe the district could build barbeque pits on the playgrounds and tell the kids to bring their own meat.

What it comes down to, is that the school trustees decision was grossly insensitive. The trustees need to remember two things: First, schools aren't in the breakfast business—they're in the people business, and giving a kid an opportunity for a good breakfast is part of that business. Second, they need to remember that Neanderthal thinking causes more problems that it solves.

—C.A.

Higher Standards

In a decision last week, Federal Judge Halbert Woodward did little to cleanse a sordid little affair involving police bumbling—he only aggravated it.

The case involved a raid in Plainview last year. The officers, from the Amarillo Metro-Intelligence (?) force and the local constabulary, stormed valiantly into three students' apartment to rid the Free World—or at least a bit of Plainview—of drug dealers. The "S.W.A.T." folks would have been jealous.

Except it was the wrong apartment. The one they wanted was downstairs.

In a civil suit against the officers, the plaintiffs lost. Woodward said that as long as the officers acted in "good faith", they were not liable for their nocturnal misadventure.

The ruling, while probably consistent with present law, threatens us all. An incorrect name, a number transversed in an address and the officers may be in your bedroom—shoving a shotgun up your nose.

Under broad search and seizure guidelines from the Burger Court and the Nixon years, the public has to demand more than "good faith" from the men it gives guns to. It must demand that law officers, to be free from liability, prove the absence of "recklessness" when faced with a civil suit. Just as the state must prove its case against a criminal defendant, so must the agents of the state prove they acted with diligence before violating the sanctity of a citizen's home. Less than that perils us all.

—C.A.

Letter to the Editor

To the editor:

If, as you say, the 14th Amendment is the most compelling argument against the ERA then we need it indeed.

Although the Supreme Court has consistently used it to check against discrimination directed at racial, religious and ethnic groups, as well as ensure the legal rights of juveniles and even criminals, the Court has been slow to apply it to women. Not until 1971 did the Court decide a case in favor of a woman under the equal protection clause of the Constitution, and then only in a shadow of ERA's imminent passage.

Women are in fact seeking and obtaining relief under existing laws, but the case-by-case burden to prove discrimination is too time-consuming and costs more than many can afford. Enforcement of the statutes is often lax, and in some areas the case load is overwhelming. The Equal Employment Opportunities Commission has a backlog of more than 100,000 discrimination charges.

When the dust settles on distortion and emotions cool what will be left is the law. If the Supreme Court had made a commitment to a blanket ruling that sex discrimination, like race discrimination, is fundamentally wrong, we would not need an ERA.

Mrs. Patricia Bruno

CARTER ASKS LABOR TO GIVE HIM
ADVANCE NOTICE ON WAGE DEMANDS



"DON'T MAKE ME LAUGH!!"

JACK ANDERSON'S WEEKLY SPECIAL



FBI Warns of More Terrorist Attacks

by Jack Anderson
with Joe Spear

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WASHINGTON — The FBI has secretly alerted the Carter administration to expect a repetition of the siege that recently shook Washington. The Hanafi Muslims attracted worldwide attention to their cause by holding hostages in Washington. The FBI fears this will encourage other terrorist groups to attempt similar dramatics.

There have been increasing threats of violence, for example, from the Cuban extremists. They are enraged over President Carter's friendly overtures to Fidel Castro. Many of them were trained by the CIA to fight against Castro. Now they may use their CIA training against Carter.

Some of the most violent radicals, meanwhile, have formed a coalition of terrorist groups. Such diverse groups as the Weather Underground and the Symbionese Liberation Army have now banded together. They call themselves the New World Liberation Front.

Worried FBI experts believe the coalition is far more dangerous than the fragmented groups had been.

Privately, FBI officials have complained that their hands have been tied by recent restrictions on surveillance. According to these officials, they might even have been able to prevent the Hanafi Muslims from taking hostages. But the FBI was compelled to relax the surveillance on the Hanafi Muslims for fear of violating their rights.

Friend of Israel: The official communiques did not tell the full story of the Carter-Rabin talks. President Carter invited the Israeli prime minister upstairs into the family quarters of the White House. For two hours, they talked in private.

This private conversation turned out to be more significant than the official discussions. Sources close to the president tell us he expressed deep, personal feelings for Israel. Our sources describe Carter's attitude toward Israel as "almost religious."

The two leaders developed an unusually warm relationship. Finally, the president swore to Rabin that the United States would preserve Israel. He said he would see to it that "Israel continues to exist for a thousand years."

Oil and Politics: The election of Texas Rep. Jim Wright as the House Democratic leader caught Washington by surprise. It was a major political upset.

We've learned how he did it: the oil industry quietly hustled votes for Wright behind the scenes.

In the old days, oil privileges were protected on Capitol Hill by that powerful pair from Texas, the late Speaker Sam Rayburn and Senate leader Lyndon Johnson.

Fittingly, the Rayburn Memorial Library in Bonham, Tex., was built largely with oil money. A photograph of the dedication showed a grinning Lyndon Johnson with an arm around the late oil millionaire Sydney Richardson.

Those days are now gone. But the oil industry still had enough clout in the backrooms to install Jim Wright as House Democratic leader. Not long afterward, he quietly

escorted four oil producers over to the White House. They met with James Schlesinger, the new energy chief.

Then Wright ushered them into the oval office for a 10-minute visit with President Carter himself. That's how oil and politics mix in the backrooms of Washington.

Coffee Conspiracy: There's an untold story behind the high price of coffee. We've learned that the State Dept. quietly encouraged Brazil to raise coffee prices. The State Dept. looked upon this as a form of foreign aid. It's a way to get around Congress, which has been cracking down on foreign aid lately.

But the Brazilians went too far. They tried to buy up coffee beans around the world for instant coffee. It looked as if Brazil might be trying to corner the market. This fear was one reason that coffee prices suddenly went into orbit.

The State Dept. finally protested. It accused Brazil of selling its voracious beans as Brazilian coffee beans. The protest did no good.

Coming Out: Former President Richard Nixon is slowly coming out of seclusion. He has been in touch, for example, with Gerald Ford's running mate, Sen. Bob Dole, R-Kan.

It began last year after Dole inserted an article by Julie Nixon Eisenhower in the Congressional Record. Nixon scrawled a handwritten note on his LaCasa Pacifica stationery thanking the senator.

Wrote Nixon: "Pat joins me in sending our warmest regards to Elizabeth and to you."

Then after the election, Nixon got on the phone to Dole. Nixon urged the defeated vice presidential candidate to get behind the victorious Carter administration.

Congressional Chauvinists: A congressional clearing house has been keeping tabs on how members of Congress have voted on women's rights. We have tabulated the results.

The congressmen with the worst records on women's rights are Phil Crane, R-Ill., George Hansen, R-Idaho, Ken Robinson, R-Va., Richard Kelly, R-Fla., Larry McDonald, D-Ga., Del Clawson, R-Calif., and, believe it or not, Congresswoman Marjorie Holt, R-Md.

WEST TEXAS TIMES

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Office 816 Avenue Q
Phone: Area Code 806 Lubbock, Texas 79401
Business Office 763-4883 News Dept. & Classified 763-4291
MAILING ADDRESS: P.O. Box 225, Lubbock, TX 79408
Cliff Avery Editor
Publication Service Company Publisher
Norman L. Williamson Business Manager/Owner

Member
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WEST TEXAS HAPPENINGS

Scouts Travel To Camp Post

A special training opportunity for adult Scout Leaders and their young Troop leaders (boys within the Troops) is scheduled Saturday at Camp Post. Registration will begin at 9 a.m. according to L.C. Walker of Lubbock, Showando Chairman. General Assembly at 10:45 will be followed by a full day of activities.

Las Escarbas to be Dedicated

Las Escarbas, once a division headquarters of the vast XIT Ranch, will be dedicated at 2:30 p.m. Sunday at the Ranching Heritage Center of Texas Tech Museum. The day's festivities will be open to members and guests of the Ranching Heritage Association, which anyone may join. For additional information call 742-2498.

Historians to Attend Convention

Three members of the history department of Texas Tech University will participate in the convention of the Southwestern Historical Association in Dallas, March 31-April 2.

Dr. Robert A. Hayes, associate history professor, will chair the session on "Latin American History." A paper, "A Populist Sheriff and Black Rights," will be read by John R. Ross in the "American Third Party Politics" section. Bobby Weaver will discuss "German Immigrants' Influence on the Development of Ranching in Texas" in the "Conversation of Human and Natural Resources" branch of studies. Both Ross and Weaver are part-time instructors at Tech and are working on their Ph.D. degree.

Blood Pressure Clinic Offered

The Lubbock YMCA will offer a free Blood Pressure Clinic to all Lubbockites and area residents from 9 a.m.-3 p.m. March 21-15. The YMCA is located at 1601 24th Street.

Church Women View Film

Church Women United will view a film called "A Picture of Health" and tour Methodist Hospital when they meet at the hospital 9:30 a.m. April 1. Nursery service will be provided at St. John's Methodist Church, 1501 University.

Seminar Planned at LCC

"Death is Swallowed Up in Victory" will be the topic of a six-hour seminar to be held on the Lubbock Christian College campus March 28, 30 and April 1.

Bob Mize, associate minister of Broadway Church of Christ in Lubbock, will be the resource person for the seminar. It will be held each day from 3 to 5 p.m. in the Christian Development Center chapel.

Singers to Attend Youth Council

Approximately 28 delegates will be attending the Youth Councils to be held in Ft. Worth, April 1-3.

The Say Singers of Lubbock will perform for the state-wide rally. Miss Teenage America, Miss Becky Reid, will be honored guest. Special guests will include the Southern Territorial Commander Ernest Holz and Mrs. Commissioner Holz. Gil Strickland, "The Creator of Laughter" will also be featured.

New Food Sources to be Discussed

Dr. Dan Maxson, of the Texas Tech Department of Food Technology, will speak on "Potential New Food Sources" at Lunch Bunch Tuesday. Dr. Maxson's talk will deal with food production and ways to increase the world supplies.

Lunch Bunch meets each Tuesday from 12:15 p.m.-12:45 p.m. in the Mahon Community Room of the Lubbock City-County Library. The public is invited to bring a sack lunch and enjoy coffee and a free program provided by the library.

Credit Where Credits Due

The new Equal Credit Opportunity Act, effective last Wednesday, will forbid credit eligibility discrimination solely on the basis of sex, marital status, race, color, religion, national origin, age or receipt of welfare benefits.

The Act requires that an applicant who is refused credit must be notified of that action, told the reasons why and advised of his rights under the law.

If a person thinks he has been discriminated against, he will be able to sue for actual damages and up to \$10,000 in punitive damages. Class action suits will be possible, also.

For more information concerning cases of credit discrimination, write Federal Reserve Bank of Dallas, Station K, Dallas, Texas 75222.

Lubbock Schools to Hold Hearing

Lubbock Public Schools will have an open hearing on the district's application for renewal of a Title I grant at 9 a.m. Monday, in the curriculum center of the school administrative building, 1628 19th.

The current year's federal grant of \$1,248,099 funds a program providing a variety of opportunities for educationally disadvantaged children who attend 14 elementary schools. Some of the services provided include reading and math improvement classes, health, counseling, guidance, visiting teachers, and library facilities.

Few Charges for Directory Aid

According to a prepared statement by local officials of Southwestern Bell, a total of 96 percent of residence customers and 87 percent of business customers were not billed for directory assistance.

The main objective of the DA charging plan is placing the cost of DA on those customers who use the service the most, this keeping down local basic rates.

The Texas Senate has passed a bill prohibiting the phone company from charging for the use of directory assistance. The phone company called the bill "an anti-consumer message."

Parks Official: Oldsters May Be Rocking — But Not in Chairs

Max Robertson, the city park superintendent, has an 81-year-old grandfather, so he has no illusions about senior citizens.

Robertson says he visited his grandfather's farm in Slide last year. "There were two old butane tanks out there," the city official recalls. "He dug both of them up by hand."

So as Robertson looks over data he's compiling to ascertain priorities for city services to the elderly, he knows he's not looking at how many rocking chairs the city will have to buy.

"You can draw a lot of conclusions," he says, "There's a misconception the general public has that old people just sit around a lot."

Not true, Robertson declares. "They're active and vital."

"I have a feeling that the ones who are active are still living. The ones that sit around all day probably aren't going to be here very long."

However, Robertson is quick to point out that the city staff, working on the report for the Parks and Recreation Board, has not formed any concrete conclusions on what the city should provide. He says that other social agencies in Lubbock and in other cities will be contacted for information before the final report is presented to the P&R Board April 19.

Robertson details some of the information he received from a meeting with oldsters March 9, but he notes that results of a questionnaire circulated at the

meeting be less than a representative feeling among the senior Lubbockites, since many of the more than 200 attended as part of a formal group that already utilizes city centers for the elderly.

Most of the participants of the meeting are between the ages of 66 and 75, and the bulk have incomes of less than \$5,000 a year.

Robertson says, "There's a big gap in there" between the less-than-\$5,000 group and the more-than-\$10,000-a-year group, perhaps indicating that many are dependent on Social Security and modest pensions, while others have socked away enough in savings and investments for a more comfortable retirement.

At the March 9 meeting, debate centered around whether to build a major senior citizen complex—which can provide services which would strain the city's coffers if available at neighborhood centers—or whether to concentrate on present neighborhood facilities, possibly building more.

From observations at the meeting, Robertson guessed about 60 percent favored the neighborhood concept, with the rest wanting a major center.

But questionnaire responses didn't reflect that, he said. For example, asked how Lubbock could improve services to the older citizens, 45 percent of the seniors wanting a major center and 24 percent wanting "more centers."

That 24 percent may indicate that the participants were active in an already-built center and didn't see the need for more. "It was a poorly worded question," Robertson admits.

In other responses, the senior citizens:

—Say their favorite outdoor recreation was walking or jogging, with gardening close behind. Robertson told the Parks Board Tuesday that this may indicate the need for a greenhouse if the city decides to build a major nucleus for its senior citizen projects.

"We had a lot of other things in response to the question," Robertson said, "Sauna. Whirlpool. Even motorcycle riding."

—Picked table games and dancing as favorite indoor activities. Billiards and wood-working cropped up quite a bit, Robertson reports, and one person, who apparently never missed a tee-off because of rain, put down golf.

Cliff Avery

Sloan To Roast

As Headliner Of The Year, Texas Tech Football Coach Steve Sloan will be "roasted" during the Greater Lubbock Press Club's presentation of the 17th Annual Gridiron Show and Dinner at 6:30 p.m. April 16 in the Banquet Hall of the Lubbock Memorial Civic Center.

Prominent citizens of the sports community are expected to join local celebrities on the platform.

The Press Club will also present its unique interpretation of news highlights of the past year. Grillmaster for the show will be Bob Nash.

Invitations are being mailed. For further information contact Helen Dixon at 762-8844, ext. 141 or write Lubbock Press Club, P.O. Box 491, Lubbock, Texas, 79409.

City Shifts

Ads to Times

The Lubbock City Council Thursday approved a shift in its legal notice advertising from the city's daily newspaper to the West Texas Times.

While advertising of public meetings will remain in the daily newspaper, publication of ordinances will be placed in the Times.

City Manager Larry Cunningham noted that the daily is raising its rates to 20 cents per word per publication, while the Times charge only 7½ cents per word per publication. "It's a matter of economics," Cunningham told the council at its Thursday morning work session.

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Gadgets and plasticware

2 for \$1

\$5 Stainless steel cutlery 17-pc. set

Stainless flatware assortment

4 for \$1

Kitchen utensils

5 for \$2

Clean-up needs, cookware and plasticware

2 for \$3

Wooden cutting boards Trash containers Utility tub

Laundry basket

2-gal. watering can

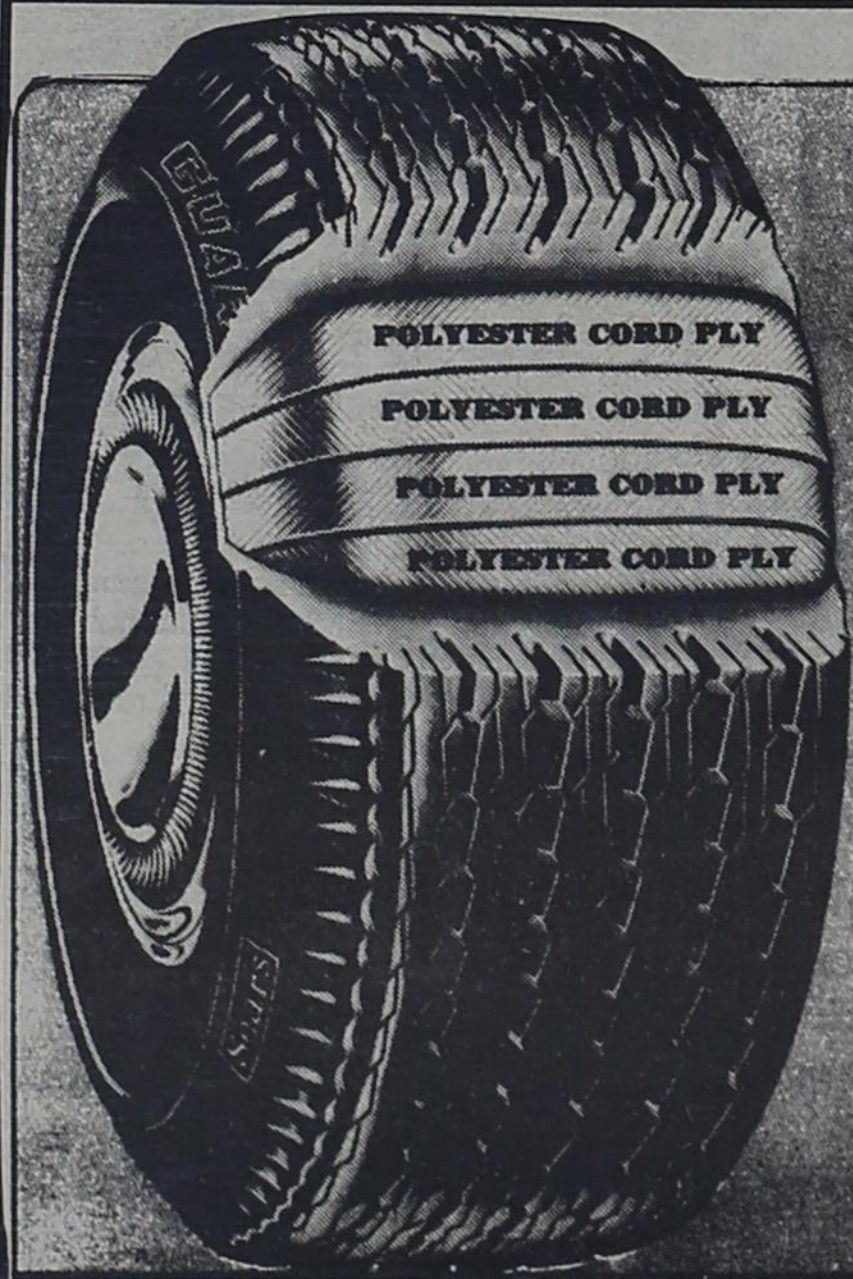
Clean-up laundry and kitchen aids

\$2 each

Brush and holder

10-in. skillet

Ironing table cover and pad set



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Sears Guardsman and old tire	Sears price blackwall	Plus F.E.T.
A78-13	\$16.50	\$1.72
B78-13	\$18.50	\$1.82
C78-14	\$20.50	\$2.01
E78-14	\$21.00	\$2.23
F78-14	\$22.00	\$2.37
G78-14	\$24.00	\$2.53
560 x 15	\$20.50	\$1.77
G78-15	\$24.00	\$2.59
H78-15	\$26.00	\$2.79



MARCH

Best Buys

KELLY'S HEROES

by Joe Kelly

It's coming down to the wire with two big games Saturday afternoon and the NCAA finals next Monday night. The big question is, did the best teams in the nation reach the finals?

Probably not. Often the best teams don't play up to their ability in tournaments and other teams play over their heads with the big plum in sight. The chances are that, in four out of five games, Michigan and UCLA would have reached the finals.

It didn't turn out that way. UCLA was upset by an Idaho State team that obviously wouldn't be denied. Michigan fell to unheralded North Carolina-Charlotte. Las Vegas came through much as expected, while North Carolina downed Kentucky.

Of the four semi-finalists, only the Tar Heels are what you would call recognized national powers. They perennially produce strong basketball and will be sentimental favorites.

In a way it is refreshing to see new faces in the finals. You do get tired of seeing the same teams, year in and year out. At the same time you have to question teams that come from conferences, or no conference, which have produced nothing to date.

You have more confidence when you know that teams in recognized conferences have to follow the rules. And you wonder just how legitimate the others are.

Regardless, millions will be by the boob tube to see the semi-finals and the finals, and they'll see some great basketball. They have to be good to get this far.

North Carolina may not make it to the finals, but they'll be the favorites for me. The Tar Heels had to claw their way through a tough schedule in one of the more rugged leagues. They represent the Old Guard in college basketball.

Houston's loss in the NIT finals was sickening to Southwest fans. The Cougars had the game won. All they had to do was to protect the ball, work for the good shot and protest their lead.

Instead, Otis Birdsong shot repeatedly when it was obvious he had grown cold, missed and St. Bonaventure came on strong. The Cougars threw the game away and thus another nail was driven in the esteem for Southwest basketball.

The game was another argument for controlled, discipline basketball, another argument for Texas Tech's style. You would hardly have seen the Raiders running and gunning with a 10-point lead late in the game.

The Raiders would have shown patience. Houston showed none. And that was the game. Houston ran out of gas and failed to score. When they started to blow their lead, Guy Lewis should have called a time out and had the Cougars play conservatively.

You had to have mixed emotions about Houston. On one hand you wanted SWC basketball to get prestige through a victory. On the other, you hated to see Houston get so much glory in its first year in the conference.

The Cougars shared the football crown. A victory in the NIT would have given the Cougars more encouragement. They already show signs of being strong in golf and tennis. But they didn't win in swimming, probably won't in baseball and are not strong in track.

The Ron Lyle-Joe Bugner fight was one of the more boring exhibitions. Bugner fought with an arm around Lyle's neck much of the time and Lyle was content to fight inside.

There were few good blows landed during the bout and it probably was a pretty good reckoning of the sorry state of pro boxing today. There are few good fighters around today, few in the classic mold of Jack Dempsey and Joe Louis.

Hated to see Vince Buffamonte felled by a heart condition. The young Lubbock High coach was starting to build a strong Westerner club and had to step aside.

One thing the Westerner coach said much earlier that I liked was his description of one of his players. "When he gets to second base, he gets downright hostile," Vince said. That's a quality that, unfortunately, is missing too much from baseball today. And it has to go back, in part, to his coaching.

The major league baseball season is right around the proverbial corner and the guessing already has started. The problem is that, with all the team switches, for one reason or another, you can't really know just what the clubs will do.

This is personal opinion, for what's worth, but I don't think the free agent rule is going to help baseball. In the long run it is going to cause problems on the teams and could knock contenders out of being just that.

Read the other day that Pres. Carter is in favor of reorganizing the Olympic system in this nation. The system needs revamping, badly. While other nations go pro, we remain simon pure. And the athletes who need assistance, don't get it.

The U.S. needs to be realistic. I don't want to see pros in what has been an amateur event. Unfortunately, it is being forced on nations, primarily by the Communist-bloc countries. Our athletes need all the help they can get if we insist on remaining amateur in our approach.

\$10,000-That's No Bull In-bred Diffidence Drives Dogs' Price Up

by Janice Jarvis

They're short and ugly, and they snore a lot—and they sell for as much as \$10,000.

English bulldogs may not be the cutest dog around but they certainly are lovable, said local bulldog breeder Bill White, and although they were once very vicious animals, today's bulldogs are as gentle with children as any puppy.

But when first bred in England they were not only vicious, they were fighters.

"The dogs were bred to do bull baiting," explained White. Although now outlawed, the "sport" consisted of a dog attacking a bull. When the dog hooked on the bull's nose, he was there to stay. Once hooked on he could throw a bull 40 times his weight, said White.

The dog's short nose and face were results of breeding that kept the bull's blood out of the canine's mouth.

But today bulldogs would just as soon lick you as pick a fight. There have been a few cases where a bulldog attacked a horse, but most of the dogs are as docile as can be, said White.

Since the viciousness has been bred out of the dog, a few peculiarities have occurred.

For one thing, the dogs do not breed instinctively, and the incidence of conception is very low. Because of the animal's large chest, females have difficulty in giving birth and almost all births are cesarean.

For breeders there is also the difficulty of small litters, and occasionally, puppies die when their mothers lie on them. Puppies often are hand fed because the animal's overlapping skin around the mouth makes whelping difficult.

These breeding difficulties attribute to the high price for bulldogs. While a puppy may sell for \$350, a stud dog can cost \$10,000 or more, and they are not all that many of them around.

But even a high price tag can't guarantee the dog's life and unfortunately, the breed has a very short lifespan.

Dogs selling for \$10,000 have died while being shipped from one owner to another. Even under the best conditions, the dog's natural lifespan is only 7 years.

Because bulldogs are short and stinky, the animal easily gets fat, then over exerts himself and dies



of a heart attack, explained White.

The incidence of heart conditions is so high that bulldogs are called the "heart break breed."

In 22 years of breeding bulldogs, White said he has lost at least 200 puppies and 15 dogs.

Despite these hazards, White said bulldogs are the only breed he'd ever raise. He started his hobby with one female dog who later had puppies. "When you sell that first litter, it's easy to get addicted to dog breeding," said White, who owns eight dogs now.

"But it's really a challenge to come up with a winner," explained White. When a bulldog wins at Westminster, it's

like winning the Kentucky Derby.

And most bulldog owners will agree that once you have a bulldog, they're easy to get attached to. Some of the better known bulldog owners are Flip Wilson, and U.S. Sen. Barry Goldwater, R.-Ariz.

But don't expect much loyalty from a bulldog. "They're not one-man dogs," said White. They'd just as soon go home with a stranger as their owner.

And it's not very likely that a bulldog will obey what he's told to do. "They're not dumb animals, they're just stubborn," White explained.

But even with their sour mugs, and stubborn disposition they're a very lovable breed, White said.

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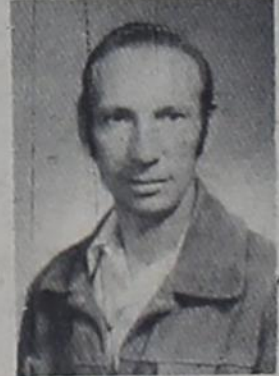
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Wolfforth Plant . . .

Continued From Page One
inevitable. "You can't tell me that they'll stop the odor 100 per cent. Nothing is perfect."

Preston, who said he will not vote on the issue when the matter comes before the council because of the conflict of interest, said that the smell of slaughtered animals would be controlled by

the technology and design of the building. "It will be fully enclosed and inspected and regulated by the Texas health department."

He argued that water is a constant problem for West Texas cities and that the city has known that it would have to plan for at least 50 more homes—not related to the plant—for some time.

Preston said that the plant site would be enclosed by a 6 ft.-high fence which would eliminate any danger to school children.

"There's no way they can get over there to it," he said.

Preston said he thought the plant was necessary to spur the community's growth: "I appreciate their (opponents') concern,

but if they're going to question everything that comes in, it will hurt the growth. A man may think twice before going through this kind of hassle."

Mrs. Krause, who said the front door of the plant would face her home, responded, "I say, 'let Wolfforth grow,' but put the plant somewhere else where we won't have to see it."

City Councilman Joe Rosales said that he hasn't made up his mind yet, but noted that much of the opposition which grew up over the weekend was cooled by the Monday night meeting.

Rosales, who faces opposition in the April 2 city election, said he would visit similar operations in Crosbyton and Post before deciding how to vote on the proposed annexation and extension of city services.

Preston said the plant would employ four or five persons and kill about 20 animals a day.

DiETING . . .

Continued From Page One

As with most such organizations, TOPS requires that a member see a doctor before they start a diet, and they also insist the physician recommend a specific diet for the individual.

"TOPS doesn't tell it's members what to eat or how to exercise, we just get together and talk about our common problem," said one TOPS, Zono Clark.

But unlike some organizations, TOPS turns losing weight into real competition. At local as well as international levels, members compete to lose pounds.

"At our meetings are recognize the person who loses the most weight each week. She's made queen for the week and is awarded with a basket of fruit," explained Mrs. Clark.

But competition may also play

an important part in many organization meetings. Said one dieter, "Who wants to stand on the scale to be weighed and then have everyone see that you've gained six pounds."

Local organizations also rely on a kind of hot line for dieters in trouble. If a person is feeling down, we encourage them to grab the phone and call someone in the group, rather than grab a piece of pie, said Mrs. Clark.

But sharing dieting problems with others is just not everyone's cup of tea. There are a lot of people who would just as easily try every fad diet they think of as to stick to basics.

But following the basic diet also means cutting down on junk foods if you want to lose weight. Whether you're counting calories or carbohydrates, those empty calories with no food value are probably the biggest problem.

These junk foods are what really put the pounds on, often without people ever realizing it. "We add two pats of butter to a baked potato without ever thinking about the 100 calories we're adding," noted Dr. Brittin.

But choosing a diet depends a lot on your personality. You can trick yourself into thinking that you can fast Wednesday to make up for the chocolate cake you ate on Tuesday, but the nutrients are still gone, and the calories are still there.

When you eat sensibly, maintain a proper weight, a piece of pie now and then can hardly hurt. Of course when it comes to weight reducing there are really only two choices—you either do more to burn off calories or you eat less.

Fawcett Entries Due April 8

Deadline for entries of the First (and Probably Last) Annual West Texas Times Farrah Fawcett Major Look-Alike Contest has been extended to April 8.

Photographs with name, address and phone number should be mailed to P.O. Box 225, Lubbock, 79408.

First prize in the contest is a year's subscription to the West Texas Times West Lubbock Edition. After all, if you look like the star of ABC's "Charlie's Angels," what more do you need?

Recreation

Meeting Set

Hodges Community Center will sponsor an organizational and planning meeting to consider social and recreational programs for the visually handicapped at 7 p.m. Tuesday.

Bud Davidson, on the governor's staff in Austin, will speak on recreational activities especially adapted for the blind.

For more information about this special program, come by Hodges Community Center, at 41st and University or call 762-6411, ext. 319. If transportation is needed please call Margaret Fulkerson at 762-0827.

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"Hello?" "Hi Marge, this is Suzie." "Suzie, Suzie, Suzie! What a pleasant surprise!" "How are ya?" "I'm doing just fine. How are things with you?" "Oh, things are terrific around here since you left." "I'll bet. You know I miss you guys." "How do you like your new house?" "Oh, Suzie, it's terrific." "Did you get what you wanted?" "That and more." "Well?" "Well what?" "Tell me about your stupid new house." "Suzie, it's fabulous." "Did you get the big back yard you wanted?" "Three acres with a pond." "Do you have a garden?" "We have a greenhouse!" "Do you have a nice kitchen?" "A huge kitchen with all new appliances!" "Do you have some aspirin?" "Aspirin?" "Yeah, you're making me sick." "You should complain. You're not exactly living in a dump." "How does Fred like his new job?" "Suzie, he's a new man." "He likes it?" "He loves it. Absolutely loves it." "How is Jack?" "Fine. He's going through a do-it-yourself phase right now." "Oh, good." "Everytime I ask him to do something, he yells 'Do it yourself!'" "Oh, not good." "When are you coming to visit us?" "When are you going to invite us?" "You know you have a standing invitation." "Yeah, but we'd rather sit." "I'm serious. When are you coming?" "Name a date." "How about in a few weeks... say the week of the 29th?" "Wait a minute, let me get my calendar... the 29th?" "That's a Saturday." "Yeah. Sounds good." "Okay, it's a deal. We'll be expecting you." "What do you want us to bring?" "Just your sense of humor." "No." "No?" "Just joking." "Funny." "You missed a great party at the Smiths' last night." "They had a party? They never have parties." "They've been waiting for you to move away." "What happened?" "Well, for starters, Jackie's dog ate the main course before any of the guests arrived." "You're kidding." "No. Then the air conditioning went on the blink." "No wonder they never had any parties. What did everyone do?" "We starved and perspired a lot." "Sounds awful." "Speaking of starving, how's the old diet?" "I'll tell you if you tell me." "125" "Oh, Susan! You've been cheating!" "No I haven't." "Well how can you lose weight if you've been eating?" "How about you?" "I'm not telling." "Come on." "One fxxvie five." "What?" "One fxxvie five." "Marge, you're mumbling." "One fxxvie five." "One forty five?" "Less." "One thirty five?" "See, that's not so bad." "That's terrible." "I know." "What's your excuse?" "A perfectly understandable insecurity resulting from having to adapt to new surroundings." "New surroundings. The only new surroundings you're gonna have to adapt to is the lard surrounding your midsection." "Hey, look. Go easy kid. I don't have you to nag me any more." "Well, it hasn't been easy for me either." "You wouldn't believe the food prices here." "Oh?" "Low." "Low?" "Low." "No wonder you're eating so much." "I'm not kidding..." "Neither am I." "...I'm saving about 15 dollars a week over what I used to pay." "You're kidding!" "I'm not kidding." "Sounds like you got a raise, too." "Right. 15 dollars to blow on anything I like... toilet paper, floor wax and soap." "Don't forget laundry detergent." "Right." "Hey, you took something of mine when you left." "Your yellow sweater?" "Did you take my sweater?" "Sorry, I wasn't going to tell you." "That's okay. You keep my sweater and I'll keep your skirt." "Skirt?" "You know, the one with all the animals on it?" "Oh, yeah. I'd forgotten about that." "Is it a deal?" "We'll trade when you come to visit." "Sour puss. I'm sorry I even brought the subject up." "What were you going to say?" "I was going to say that you took my Suzie Fu Yung recipe." "Did I?" "Yes." "I'll give you that too when you come." "Good." "See? Just think of all the nice things awaiting you when you come." "I can't wait. Hey, I have something for you." "What?" "A riddle." "Shoot." "What has four holder-uppers, four puller-downers, a pair of lookers, and a swishy-wishy?" "I don't know, what?" "I'll tell you when we come to visit." "Oh, no you don't!" "Bye." "Come on, tell me!" "Bye." "Suzie!"

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Teaching Hospital . . .
Continued From Page One

Senate to provide full funding for the teaching costs," Renfrow said. In fact, Brooks has been quoted as saying he expects no more than \$10 million in funding during the next biennium. A somewhat more generous estimate was given by Rep. Mickey Leland, sponsor of a companion measure in the House—but he can see the state providing only about \$20 million in the next biennium. Take those estimates of \$10 million or \$20 million and divide them six ways, and the funding doesn't add up to too much over a two-year period—certainly not enough to relieve the plight of the Lubbock County facility. Throw in two or more hospitals into the package, and the resulting funding probably will be even less. "The hospitals may not get as much money this time as they would like," Renfrow noted. He said the real importance of the legislation is to convince the state it should be picking up those costs.

Renfrow said the bill's backers think they have enough votes to pass the measure in the Senate—possibly as soon as Monday, when the legislation is slated to come up again on the calendar. But it all depends on what amendments are added, he said. However, on the other side of the Capitol, House members are busy with their own version of the teaching hospital bill. House Bill 14, sponsored by Leland, is currently in the House Higher Education Committee. According to Leland, House Speaker Bill Clayton wants to see a funding formula attached to the teaching hospital bill. Under the formula, the state would provide funding directly to the medical schools based on the number of medical students they have enrolled. The obvious drawback to this plan is the fact that no money would go to the hospital districts themselves—and therefore the ad valorem taxpayer can expect no relief. The Texas Tech Medical School also might have some problems under the formula plan. Since the Tech med school is relatively new

on the scene, its enrollment is still small and any formula based on the number of students could cut into Tech's funding. But looking on the brighter side, Clayton is reportedly very interested in helping Tech and probably will find some way to assist the university here. Leland said that if any bill does come out of the House, it probably will be a compromise between his bill and the wishes of the speaker. And he isn't too optimistic about the amount of financial help the troubled teaching hospitals will get. With the opening date of the Lubbock teaching hospital now less than a year away, LCHD board members find themselves walking a precarious tightrope as they await a generous helping hand from the state. What happens if that helping hand lets go? According to LCHD board chairman Marshall Pennington, his board would just have to postpone the hospital's opening date and wait until there are sufficient funds.

Hance Fate Not Linked To Hospital Legislation

by Cliff Avery

If State Sen. Kent Hance can bail out the Lubbock County Hospital District's teaching hospital with state financial help, he may not return home with a medal around his neck, but if he can't apparently it won't be a millstone either. Hance is leading the fight in the Texas Senate for a bill that would allow the College Coordinating Board to contract with teaching hospitals and provide state money for teaching services. The language of the final bill may be broad enough to include start-up costs which the controversial LCHD facility will dearly need. Hance, young and affable, has been mentioned as a possible successor to U.S. Rep. George Mahon when the veteran lawmaker and chairman of the House Appropriations Committee chooses to retire. But most political leaders—even Hance himself—doubt that if the bill fails, Hance will be much affected. "If it did fail," said LCHD Chairman Marshall Pennington, "it wouldn't reflect adversely on his career."



State Sen. Kent Hance

ship with Lt. Gov. Bill Hobby who presides over the Senate. However, Hance, displaying a certain amount of political savvy in covering all bases, notes that the fight for teaching hospital funding is "difficult" and the bill has less than a 50-50 chance of becoming law.

"He's offended as few people as any guy in that office," County Democratic Chairman Madison Sowder pointed out. "He didn't get us into this (the teaching hospital crisis), and I don't think it's necessary for him to get us out." But Sowder opined that if the teaching hospital turned into an "emotional issue", Hance's performance could come under much closer scrutiny. "In a different race, I thought the Panama Canal was a dead issue," referring to former Gov. Ronald Reagan's successful exploitation of the issue in last year's Republican primary. Sowder noted however that the man-on-the-street is confused by the hospital situation, and is therefore apathetic. Hance said, "I don't think it will affect me at all. If anybody can get it past the senate, it's me," noting a close working relation-

Press Power . . .
Continued From Page One

machines rumbles through the floor and you feel it in your legs—a surge that is the First Amendment, a front-page byline and an exclusive story, balled into one, a minute before deadline. The great machine seems to move while standing still. The papers climb the belt with such speed, they too lose their definition. kuhchwankuhchankuhchwank. Then slower, then stop. Kuuuuuuu-chwaaaaaaaaaannnk. Newspaper people—entering someone else's newspaper plant, know the smell of ink and paper and thoughts. Electronic dots notwithstanding, upon entering, they smile.

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Music . . .
by Steve Sauer

There are some interesting concerts coming up, and two are even on the same night, April 1st, which is a shame because they are both excellent concerts to be and I wish I didn't have to choose between the two. Before we get to those two, let me tell you about what is happening this Saturday night. Mary MacGregor will be in concert in the Lubbock Municipal Auditorium at 8 p.m. Mary is relatively new to the musical charts and she is new in quite an unusual way. Usually a new artist will break into one field of music or the other. But in the case of Mary MacGregor, her song "Town Between Two Lovers" has hit the pop charts, the MOR charts and then the country charts all in that order and she has been successful on all three charts. That is proof of one excellent record. Another point worth noting about the record is that it was produced by Peter Yarow, formally of Peter, Paul and Mary. Though the Mary of Peter, Paul and Mary is not Mary MacGregor.

Back now to the two consecutive concerts on April 1st. One of the concerts gives you Michael Murphy of the Austin area while the other concert brings you two excellent artists for the price of one; The Amazing Rhythm Aces and Gene Cotton. What could I tell you about Michael Murphy that you don't already know . . . he is one great performer and will be at 8 p.m. in the Lubbock Municipal Auditorium and it will also be a benefit concert for the Colorado Wilderness Trails. The Amazing Rhythm Aces and Gene Cotton will be performing in the Civic Center exhibit hall also at 8 p.m. and also on the night of April 1st. A possible added advantage for attending this concert might be the discount you'll get at the Steppenwolf concert at midnight the same night by showing your Amazing Rhythm Aces ticket stubs. Frankly, either concert is going to be worth it. There is one thing for certain, this isn't going to be the last time you'll have to make a choice between two concerts on the same night. Now that there is a variety of places to hold concerts since the new Civic Center is open, you can expect to have to make many choices in the future. That would be my guess anyway. Hopefully anytime it does happen again, it will be only by accident. There are no advantages in two concerts on the same night for anyone, the promoters or the audiences.

Meanwhile, I am looking forward to the return of both Billy "Crash" Craddock and T.G. Sheppard to Bigger N' Dallas. Those are always excellent performers.

As far as new albums go, I probably mentioned this before, but it is certainly worth a second mention if not three or four more. Dolly Parton has a new album out titled "New Harvest. . . First Gathering." If you like to go out and buy an album and then feel like you got a great deal more than you paid for, then this might be your album. I'll confess that Dolly Parton, in the past, has not been a performer that I would rave about. I accepted what she came out with as being another decent Dolly Parton song, but this new album is something new, different and completely beautiful. Now I am raving. You can tell that her disassociation with Porter Wagner almost three years ago has left her with a renewed ability to create music that is far beyond what you are use to hearing from this fine lady from Tennessee.

I was reading the May edition of Country Music Magazine and was very delighted to find out that Joe Ely's album "Joe Ely", is the album of the month! In the words of their critic, "It must be a bit disheartening for an earnest band knocking around Austin for the past two years . . . to get completely blown off the road by an assuming bunch of long-haired kickers from Lubbock. But they'll just have to learn to like it or live with it. Because Joe Ely, a kicker of the West Texas blues, has just come out of nowhere with both barrels firing hot enough to stun the jade out of at least one critic's ears." That, my friends, is a quote from a national magazine. If by some crazy chance you have not seen Joe play at the Cotton Club yet, then don't miss him when he's there again in about a week or so. His act is electrifying, and I for one will be glad to have known him when he was just kickin' around in Lubbock!

"They Called Her Joe"

(Editor's Note: Because of an oversight, the following story was improperly credited in the Times "Youth Writes" page March 15. The Times regrets the error.)

The last bell of the day rings and there is a mad rush for the door. Joe gathers her papers and her overstuffed notebook together and follows the crowd.

As she makes her way out of the building and on to home, she thinks back over her day. It had begun just wonderfully. However, during the day the wonderful feeling had been replaced by a feeling of embarrassment.

During P.E. some of her clothes accidentally had fallen into a shower, so she had to race down the hall to her next class with dripping hair and not so drippy clothes. She hadn't had time to put on her glasses so when she went zooming around a corner, she rammed right into someone.

When they had picked themselves up off the floor, she discovered she had smacked into the school "dream boy."

"I hope I didn't get in your way!" a very much annoyed Mark exclaimed while gathering his things off the floor.

"I....., uh, oh, I'm so sorry. Are you all right?" Joe asked. Mark finished picking up his things and started down the hall. Joe mumbled under her breath, "Here's my big chance; I can't let it slip by."

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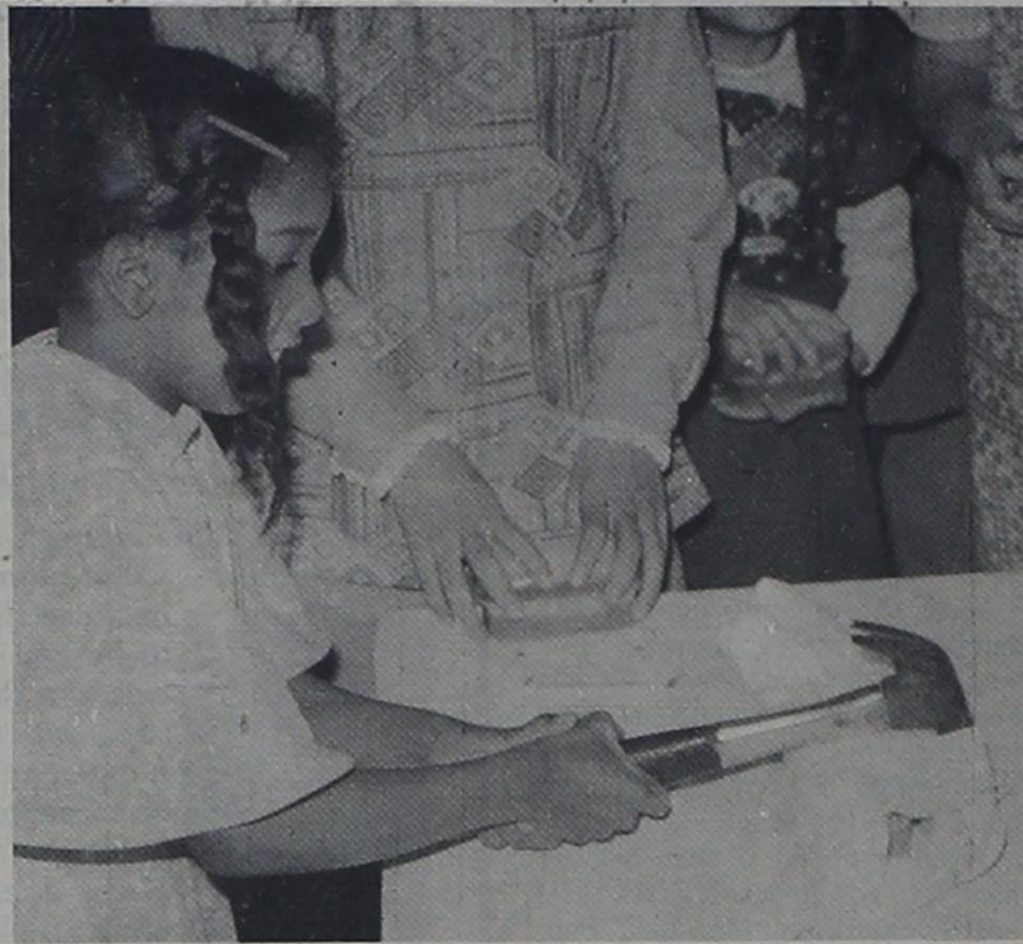
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HUGE SUCCESS—Felicia Ballinger, daughter of TSgt. and Mrs. Douglas Ballinger, is one of a number of Reese AFB children who participated in ceremonies at the Reese AFB Chapel last week. Felicia is breaking open a "love loaf" in order to count money given to help the world's hungry people. In all, \$1,033.77 was collected, one of the largest offerings ever collected at the Reese Chapel.

Wait!" she called. "My name is Joe."

"Joe? Yea, sure, mine is Mark." As he turned and sprinted down the hall, Joe floated into her next class.

Mark would have probably forgotten all about Joe had it not been for a few of his friends. Mark's friends thought the smash-up in the hall was hilarious. In fact, they thought Joe was a riot. They thought of a trick to play on her that would be a success, with Mark's help. It took a lot of persuasion, but finally Mark said he would go along with the gag.

That afternoon Joe's telephone

rang. "Hello," she said breathlessly.

"Joe? This is Mark. When we collided this morning I got a few of your things mixed in with mine. But that's not the only reason I called. I wanted to know if you are busy tonight?" There was a shocked silence. "Hello?" he shouted.

"Oh," she stammered as she was jarred into reality. "No, I'm not doing anything tonight."

"Good, how about the movies? Say about seven?" He continued, "See you then." After the phone clicked, Joe sat in a daze for a while.

At six-thirty Joe was ready to go. At seven her palms were sweating and she was so nervous that she couldn't keep still. By eight, she was drooping like a soggy wash rag. When the clock struck nine, she carefully got undressed and went to bed. "He didn't come," she said out loud. By nine-thirty, Joe had drifted off to a land where Prince Charmings don't stand up dates, even ugly ducklings.

Kelly Davis, 15
Grade: Nine
School: Mackenzie Junior High
Teacher: Mrs. Nelson

PLAINS AUTOMOTIVE
TUNE-UPS
GENERAL AUTO REPAIR
Jay Fowler
4710-B 4th St. 793-0345

KINSEARCHING

by Marleta Childs

A good book for beginners as well as advanced researchers is "Tracing Your Ancestry: A Step-by-Step Guide to Researching Your Family History" by F. Wilbur Helmbold. Hard-bound, 210

pp., photographs, bibliography, indexed. Order from Oxmoor House, Inc., P.O. Box 2463, Birmingham, Ala. 35202, \$9.95.

Throughout the work, Helmbold emphasizes the close connection between a knowledge of history and genealogical scholarship. To truly understand our ancestors' characters, we must understand the times in which they lived. In genealogy, it is important to grasp meanings, as well as facts. All the basic sources for genealogical research are examined in the book. Helmbold goes into detail in some areas, showing both the advantages and pitfalls in libraries, censuses, printed abstracts, etc. He also comments on several of the reliable genealogical publications.

Researchers will also be interested in its companion, "Tracing Your Ancestry Logbook," available for \$4.95. It contains an average year's supply of loose-leaf forms necessary for tracing your family tree—ancestor charts, family group sheets, research check lists, census extract forms, etc.

Mrs. Kay Wolf, Rt. 3, Box 64, Grapeland, Texas 75844 is interested in corresponding with others working on these lines: WATKINS, MULLINS, STARLING, COOPER, WRIGHT, and MCLENDON.

Dr. J.E. Ericson, political science professor at Stephen F. Austin State University, is compiling a biographical directory of men who served the Republic of Texas in the capacity of a judge. This directory will include brief biographies of those who held these offices—judge of the Supreme Court of the Republic, district judge, county judge (chief justice of the county), and justice of the peace—from 1836 to annexation in 1846. If you have biographical information on any of these approximately 1500 men and would like to have it included in this volume, please send it to Dr. Ericson, 1614 Redbud St., Nacogdoches, Texas 75961. Your help will be acknowledged and greatly appreciated.

Mrs. Wylma Jolley, Rt. 1, Box 184, Joaquin, Texas 75954 wishes

to contact descendants of Tibitha LATIMER, b. in Texas, m. White COKER.

Census records are a very valuable tool for genealogists. Copies of the schedules (some of which have been published in book form) are often available on microfilm in libraries. If the library does not have the census you need, check with the librarian to see if it can be obtained on interlibrary loan from the nearest federal record center.

Suppose your grandfather was born in 1871 in McNairy County, Tennessee. Since census records have been taken by the federal government every ten years since 1790, the first census on which your grandfather should appear is that of 1880. This schedule will give you the names of his parents, their ages, and their place of birth; the same facts also apply to any brothers and sisters that were already born. In fact, every person was listed whose usual place of abode on the first day of June, 1880, was in this family. If your grandfather had a brother who was born in November, 1880, then he will not appear on the census.

If you already know who your great grandparents were, you may be able to find their parents or some relatives on the same census. If your grandfather was the oldest child in his family, you can assume that his parents were married about 1869, possibly in McNairy County. Marriage records can then be checked for the years preceding his birth. If your grandfather had older brothers and sisters, you will be guided by their ages and places of birth as to where you should next check for records.

The 1880 census is very useful because it states the birthplace of the parents of each individual listed. Thus, when you find your great grandfather on the census, you will discover the birthplace of his parents as well.

The Midland Genealogical Society will hold its fifth annual spring seminar April 2, at the Rodeway Inn, Interstate 20 & highway 349. Featured speaker will be Mary Neal Speakman who will discuss a potpourri of New England research and migration, Texas research, and research at the National Archives. The program will last from 8:45 a.m. to 4:15 p.m. Lunch is included in the pre-registration fee of \$10 (\$12.50 at the door). Mail your check by March 28 to Mrs. James F. Ormond, 2606 North L, Midland, Texas 79701.

Send your queries to Marleta Childs, 2308 21st St., Lubbock, 79411.

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Advertising Business Not a Hit-or-Myth Proposition

by Wanda Walser
First in a Series

People in advertising are aware of what John Q. Public thinks of the industry. On one end of the scale are the weird, creative types adept at mental manipulation; at the other end are the slick hucksters who sell things to people—things they don't really want or need. In short: advertising—like Keebler Cookies—is produced by elves who live in trees, and everybody knows elves aren't real.

Advertising and PR are things that happen in emergencies and, like Merlin, produce magic that pulls business from thin air. Listen to a couple of one-way conversations. The phone rings. A voice says, "My business is lagging. I need something to pick it up. Can you toss out some quick ideas so I can see if I want you to do some advertising for me?"

OR: "I need something different. Can you give me a couple of ideas? I won't have to pay for them if I don't like them, will I?"

This is all part of myths perpetrated by poor communications and lack of public education as to what advertising really is and what its place is in business and what it's supposed to accomplish. Having been in the business myself for 14 years, I've talked to people inside the industry and outside.

Conclusion: business people know they need advertising. They know it must be effective. What they are sometimes puzzled about is what kind, how much and what to expect and when from an advertising program. Herewith beings an attempt to foster more open communications in the public and business interest.

Like shoe stores, groceries, laundries and other firms, advertising is a business. Those practicing it do so in order to make a living. Like doctors, lawyers, accountants and others, advertising people are professional. They are trained—either in schools of higher education or through schools of experience—and most subscribe to profes-

sional principles of operation.

It's the intangibility that frightens. Walk into a shoe store and ask to see shoes. It's possible to touch, see, inspect all kinds, colors and sizes and prices. Walk into an ad agency and the product is one based on time, service and ideas. Work for various clients can be viewed, but the ideas and techniques that work well for one firm might not show results at all for another. Advertising is a very personal, individual business.

And, while market surveys based on everything from age to color preference can give an advertiser an inkling of how to proceed in presenting his product or service, not even the most sophisticated data can accurately predict the general public reaction one hundred per cent of the time.

Does this mean that a business wastes time and money when it advertises? Not at all. As long as there is free enterprise, advertising will probably be necessary, and good advertising will enable people to make choices based on their personal needs and preferences. Advertising is necessary in order to let the public know there is a choice.

The next question: How does a firm choose the advertising or PR professional that will most

effectively communicate its message? Back to the shoe store. Just as there are orthopedic shoes and T-strap sandals . . . so there are many kinds of advertising agencies and services available to business people.

Of course, it's assumed here that business people will consult professionals. An owner might know his business inside out. That does not mean that he will know best how to make his product or service appeal to others. Professional ad people are experienced in appealing to diverse targets; they are experienced in placement strategy so that the most people are reached for a firm's dollar.

So back to the original question: how should an advertising professional be chosen? Here are a couple of questions to ask:

—Does my firm need advertising? Most likely, yes. If yours is an established firm, good service, product and PR all directly influence your business because there's no stronger appeal than a satisfied customer. A good advertising program should enhance these pluses. If yours is a new firm, you know your product and service is good, but how many people out there somewhere know it? They won't know unless

you tell them. How you tell them is based on many factors.

—What do I want my advertising to accomplish? If you're over-stocked on certain in-store items that you want to move quickly, a different kind of advertising is needed than for the firm who wants to be building an image of say, solidarity.

Choose an agency—you might want to shop around—that is respected for its business dealings as well as for creativity. Don't be afraid to ask questions and expect the agency to ask some questions, too. Also, there are certain agency recognition requirements from local and area media. These are designed for the advertiser's protection as well as for the protection of the media and legitimate advertising people. You might not need an agency.

Sometimes, a firm requires a specialized type of advertising which can be handled by advertising professionals other than agencies. This and other specifics will be handled next week when some local agencies and other ad pros offer their pointers in your best business interests.

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Dancer Stays On His Toes

by Janice Jarvis

He's a black, Spanish-speaking Cuban, and he came to the United States four years ago unable to speak English. He ate only turkey for one month because that was the only thing he could say in English, but most of the time he communicated the best way he knew how—with dance.

Oscar Hernandez arrived in Los Angeles, wanting only to teach the dance he knew best—Afro-Cuban.

He had an impressive background in dance, but Hernandez said "Racial prejudices have made things hard."

For Hernandez, who had began taking ballet lessons when he was 14, without his parent's permission, dance was the only career that interested him.

Hernandez recalled that his parents never knew of his love for dance until he actually performed on stage. "If they had known I was studying dance, they would have killed me," he said.

After graduating from high school, Hernandez taught and studied dance in Cuba for 14 years. During that time he danced with the famed Folklorico de Cuba, as well as appearing in several television programs.

"But," said Hernandez, "I came to Mexico hoping to have more opportunities to perform." His professional career really got underway, as he appeared in nightclubs, theaters, television and movies. He traveled throughout Mexico as well as making guest appearances in New York.

But Mexico had a few drawbacks for the dancer. "The residency laws in Mexico make it almost impossible to become a citizen," Hernandez explained. And because he was not a citizen he could not own property, much less establish the dance studio he hoped for.

Hernandez said that he was tired of "show" business and



WINNING WAYS—After dancing professionally in Mexico and Cuba for 20 years, Oscar Hernandez moved to Lubbock in hopes of opening a dance studio. At last he will establish a studio along with Pat Andrews, left. Beverly Harwood, and Becky Harwood are two students that have won awards in dance competition, under Hernandez's supervision.

wanted "to come to the U.S. because I had more future opportunities."

Once in the United States, he worked at odd jobs in Los Angeles, and later moved to El Paso where he worked in a day care center. "I also got a chance to teach children at the YMCA," Hernandez said, "But also I was able to enroll in a program where I was paid to learn English," said Hernandez.

When a friend suggested he move to Lubbock, Hernandez packed his bags and arrived on the doorstep of Rick Akard, a

friend of a friend. "We became friends right off," noted Akard, "Then we decided to get Oscar a job, and hopefully open a studio."

After several months of searching, Hernandez began working at a local hospital and a teaching dance lessons at night. As he made plans to open a studio, Hernandez taught dance in a friend's gameroom.

Now, he's putting the finishing touches on a studio at 50th and Slide which he plans to open in a few weeks.

"I believe I have something very unique to offer Lubbock, and I want to make a good teacher," explained Hernandez.

He plans to teach both jazz and modern dance as well as Afro-Cuban. He explained, "Afro-Cuban is unique because it combines over 1,000 years old with movements today." The dance, which originated in Africa, has deep religious meaning as well as just being beautiful to watch, noted Hernandez.

And finally Hernandez can combine the two things he loves most—children and dance.

Children are wonderful to teach because they are so free, he said. And using a special technique, Hernandez has been able to make dancing fun for young students. "I find out what kind of music they like and then arrange the dance to adapt to the music," said Hernandez. "If children don't like the music, they're not going to like dancing to it."

And with the opening of a studio, Hernandez said he hopes to communicate this very unique art to children of all ages.

SHERIDAN'S RIDE

by Jack Sheridan

March is a-runnin' out. And yet things to do and see and hear are in the "live" offing in Lubbock and, before I touch on Monday night's annual clambake from Los Angeles, the Academy of Motion Picture Arts and Sciences Awards, the Oscar, for the "bests" of 1976, I want to point out some of the "offings" en route to us shortly.

The Lubbock Theatre Centre moves front and center in the next week. This has been titled the "Fantastick Celebration" comprising three events tied into the central theme. All three events are set for the new Memorial Civic Center downtown.

The Theatre Guild's annual fund-raising luncheon is set for high noon Thursday, March 31. This includes fashion showings from Diana's Doll House and a live musical revue from "The Fantasticks," that "Try to Remember" long-running musical. Tom Jones of this area, who wrote "Fantasticks" with his colleague from the University of Texas, Harvey Schmidt, will be present. Tab is \$7.50 for this one.

The comes LTC's production of "The Fantasticks" itself, the musical booked into the Civic Center Theater, directed by NY's Janet Kerr, with musical direction by Ron Williams. Good news about this one is that G.W. Bailey, former LTC director and Hayloft-Tech favorite on stage, will play the Old Actor.

Following the play on April 4, there will be a Gala Reception in the Center Banquet Hall, honoring Tom Jones and Director Kerr. LTC members may use their memberships for show seats and add \$15 for the Gala. This for the orchestra seats. Tickets for the April 5th performance, orchestra seats, \$10. Any further questions, call LTC 744-3681. They'll fill you in.

April is also going to bring us performances by two other valued community assets, Civic Ballet and the Lubbock Symphony Orchestra. The Ballet is going to offer a diversified program at the Civic Center at 8:15 p.m. April 7.

The Symphony returns with its traditional and most popular concert of the season, the time-honored Pops Nite, under the baton of William A. Harrod at 8:15 p.m. April 19. This features local guest stars in a popular music program that so delights the crowd every time. Tickets at the Symphony Business Office, 762-4707, Broadway between Aves. R-S.

The Hayloft has premiered a new play, for a change—new to this area, at any rate—the comedy called "No Sex, Please, We're British," which has been running a long time in London but skidded on Broadway. It's the first play at the Hayloft in a long, long time that has not been a rehash of plays done to death on the local front. That's a step in the right direction, heaven knows. At this writing, I know nothing about the show, so my hands are tied. But—it's supposed to be taking place down the Brownfield Highway, starting Tuesday, so I'll accept that.

Lubbock Community Concerts Assn. finally got wise and is moving their performance (subscription) out of that treacherous Monterey High School Auditorium, after 10 years, to the Civic Center Theater for their closer of the season, the Beaux Arts Trio, on April 14. It's 8 p.m. and all new subscribers for the 1977-78 season are guests for the last of the 1976-77 program. No tickets are sold at the door for their series.

Monday night brings the Academy Awards show around again. In the past these awards, which are certainly not a criterion always of the best of any year but winningly-engineered through studio-control of membership nominations and votes, have gone to persons of great stature, sometimes for work achieved, often out of sentimental reasons.

This year's nominee line-up is a particularly haphazard, undistinguished listing, without that singular clout that comes with hard-rock favorites in the various categories. Some of the films on the lists have not received wide exposure around the country and their quantity and quality are unknowns to the rank and file. In the male Best Actor category one Italian is up, Giancarlo Giannini, in the film "Seven Beauties" which has had its principal exposure locally on repeats on the Home Box Office television screen this past month. The Best Actress award list has a French player, Marie-Christine Barrault, for the Gallic film, "Cousin, Cousine" which has not played locally yet, and Liv Ullmann for the Swedish "Face to Face," ditto.

Best Director lists Ingmar Bergman, the Swedish giant, for "Face to Face" (see Ullmann above) and Lina Wertmuller, the new cult director from Italy for her "Seven Beauties."

Best film lists "Rocky," "Network," the not-yet-seen-here "Bound for Glory" and "All the President's Men" coming back to South Plains Cinema I-II shortly. Of the lot I'll chance "All the President's Men," as my choice.

For Best Actor I'll bow to public demand and say probably Sylvester Stallone, the star and writer of "Rocky," but watch out for William Holden, out of longtime sentiment, for "Network." Peter Finch might have taken this one for "Network" but his sudden, fatal heart attack in Beverly Hills in January probably removed him from the final consideration.

Faye Dunaway looks like the popular choice for "Network" but I wish Talia Shire would get it for "Rocky." Best Supporting Actress has my vote hands down for Beatrice Straight in "Network", acting in the grand tradition. Her contender is a toss-up between Jane Alexander, Jodie Foster, Lee Grant and Piper Laurie. Take your pick.

The Best Supporting Actor has a lot of comers, but I favor Burgess Meredith for his veteran trainer in "Rocky," with Sir Laurence Olivier a threat for "Marathon Man." Ned Beatty from "Network," Jason Robards for "All the President's Men," and Burt Young, so good in "Rocky" were fine, but I think their individual supports will kick the blocks out from under the field.

Best Director? I favor Alan J. Pakula for "President's Men," but John G. Avildsen for "Rocky" and Sidney Lumet for "Network" have their followings, too. I think it'll be split among the mentioned three.

That's it. At least, the five top categories are really all that any person in his right mind stays up all night to see. It's a lackluster year's summing up, I think. It only makes one year for the "good old days," and those only a few years back, too.



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NICKELL'S WORTH

by Pat Nickell

Hula hoops and skateboard are two fads I missed out on, possibly because of being the wrong age. I vaguely recall wanting a hula hoop for awhile, but I don't anymore, so I must have got over it.

The skateboard craze, thank Heavens, came along after I was too old, and while my children were too young.

If I could have had a choice of which fad I'd like to see return, I would have, of course, chosen hula hoops. Skateboarding is the one which came back. It, unfortunately, did not miss my children this time.

Kelly's first skateboard was blue, costly, and came totally assembled. I naively assumed that it would last him for the rest of his skateboarding life, until he either grew too old for such as that, or broke his little neck, whichever came first.

I was wrong. The board lasted for about six weeks, until some invisible innard played out. To hear Kelly tell the story, he was merely an innocent bystander while the bearing(s) in his skateboard self-destructed.

He agreed to keep the same old board, if only he could have new "trucks" for it. I very foolishly balked, remarking that if the wheels were that flimsy, there was no point in spending another \$15 on that board.

We argued off and on for months, while Kelly wore a dejected and deprived expression.

I began to watch, and all his little friends stopped riding their bicycles and leaving them outside the door for me to step over every time I left the house. They all began to carry skateboards down the hall on the way to Kelly's room. Skateboards in various stages of disrepair litter the floor of his room. I believe he runs an underground repair shop for old skateboards.

So I finally gave in, gave him \$15, and noted that he found and purchased a skateboard within 15 minutes of receiving the cash.

As soon as the weather permitted, a small, but dangerous-looking skateboard arena appeared in our backyard. It consists of a picnic table, a picnic bench, the edge of the patio, all neatly and ingeniously joined together by means of a large plywood sheet. The object of the game is to build up a bit of speed, go up the ramp as far as possible without actually going over the top, turn around, and return to

earth without falling off the board, losing one's balance, killing oneself, or becoming a laughing-stock in front of one's peers.

Although it is incredible, no one has yet been fatally injured in this endeavor. When I mentioned to one strapping youngster that perhaps his parents would sue us, should he lose the use of all his limbs, he blithely assured me they would not mind in the least.

The entire area seems to be charmed ground; and so far, we have not even had a skinned knee.

Of course, the backyard is only a last resort, and is used in the event they can't get to the "bowl." That is apparently a drainage pipe or ditch in the south end of Lubbock, which is a mecca for daring skateboarders. It has, as far as I know, no stand-by ambulance, no concession stand, no bleachers, and no ticket booths.

Quite naturally, one cannot expect one's son to attend meetings at Skateboard Mecca with a \$15 skateboard. They now all want skateboards which come in parts, all costly, with the total cost of a skateboard comparing favorably to that of a small automobile.

The only hope for parents is that this fad will die out again, before the money or the kids do.

Phantom Gourmet — 'Dollar' Worth Weight in Gold

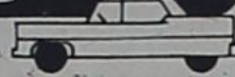
Finding some place good, quick and economical for lunch is a problem I face almost daily.

But recently, I was surprised to find a restaurant that answered all my needs. Eating at the Silver Dollar Restaurant, located at the South Plains Mall, was more than anything else a convenience. There was nothing unique about their meals and quite often I was disappointed.

But now under new ownership they have changed the menu, changed the food, and changed the prices and the change has been for the better.

I ordered the Merchant's Special consisting of a chicken fried steak, choice of potato, and a trip to the salad bar, all for \$1.89. That may sound like a pretty

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SPORTY CAR SPECIALS

'73 Monte Carlo, 17,000 mi. '73 Mustang, sharp! '74 Dodge Dart Swinger. '76 Monte Carlo, canary yellow. '72 Cutlass Supreme, Olds sharp! '72 Plymouth Satellite Sebring. '70-71 Buick Skylarks. '73 Satellite Sebring, plus.

BAINS MOTOR CO.
4301 Ave. Q 763-8823

FOREIGN CAR SPECIALS

1974 Datsun B-2 10. 1972 Renault R-15 Sport Coupe. 1974 Opel Manta Coupe, automatic. 1973 Toyota Corolla Coupe, 4-speed.

BAINS MOTOR CO.
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MISCELLANEOUS FOR SALE



Stamps-Cash: \$3.50, jacks, lamps, step tables. \$7.50, roll away bed, Hollywood frames, playpens, child's desk, chair. \$15.00, tool box, bicycle, new Big Wheel. \$35, hideabed, speakers, refrigerator, desk, TV. \$65, portable washer, evaporative-refrigerated air conditioners. \$75, bedroom suite, maple chairs. \$100, Spanish double dresser. \$125, queen size bed. 1106 23rd, 744-9672, 762-2589.

EXTRA SPECIALS

1971 Olds Cutlass Vista Cruiser, new tires, nice! 1970 Cadillac 4-dr. Sedan Deville luxury equipped. '69 Imperial LeBaron, only 56,000 miles.

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HOUSING SERVICES MANAGER

Provide supervision and leadership for the maintenance and housekeeping activities of the Texas Tech University Residence Halls. Require Bachelor's Degree, preferably in Engineering or Business Administration. Prefer considerable experience related to residence halls management. Experience in building maintenance skilled trades is desirable. Salary commensurate with qualifications. Benefits include vacation, sick leave, holidays, major medical health insurance, and life insurance. Resumes will be taken until April 11, 1977.

Send resume only to:

Mr. Bill Haynes
Housing Office
P.O. Box 4629
Texas Tech University
Lubbock, Texas 79409

"EQUAL EMPLOYMENT OPPORTUNITY THROUGH AFFIRMATIVE ACTION"

Date Filed: February 28, 1977
Annual Statement of Perpetual Care Fund
For Year Ending December 31, 1976

Peaceful Gardens Memorial Park, Inc.

P.O. Box 3282 Lubbock, Texas 79410 Phone 863-2241
Located 4 1/2 miles South of Lubbock city limits on US 87

Woodrow Ezit

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 \$84,405.06

(b) Amount to be paid to Perpetual Care Trust Fund representing collections on hand for deeded properties, not yet deposited with Trustee \$ 574.90

(c) Total Principal of Perpetual Care Funds \$84,979.96

(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 \$18,187.65

4. (a) Number of Sq. ft. disposed of under Perpetual Care

	Square Ft.	Required
From and after 7/1/63 thru 8/31/75	Deeded	Total
At 50c per square ft.	150,084.00	\$75,042.00
From and after 9/1/75 to date of this report at 75c per square ft.	4,625.50	\$ 3,469.13
TOTAL (a)		\$78,511.13

(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	110	\$40.00 each	\$4,400.00
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	3	\$50.00 each	150.00
From and after 9/1/75 to 12/31/76	1	\$25.00 each	25.00
TOTAL (b)			\$4,895.00

(c) The number of niches disposed of under Perpetual Care is none.

(d) Total requirements for all sales made under Perpetual Care \$83,406.13

The amount placed in Perpetual Care Fund is excessive of amount required by law Excess \$ 1,573.83

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

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1725 Avenue A
Please explain Genesis 1:1 "In the beginning God created the heavens and earth," but in St. John 1:3 "All things were made by Christ Jesus."
Open Pulpit Sunday evening 4 p.m.
Bible study Wed. evenings 7:30 p.m.

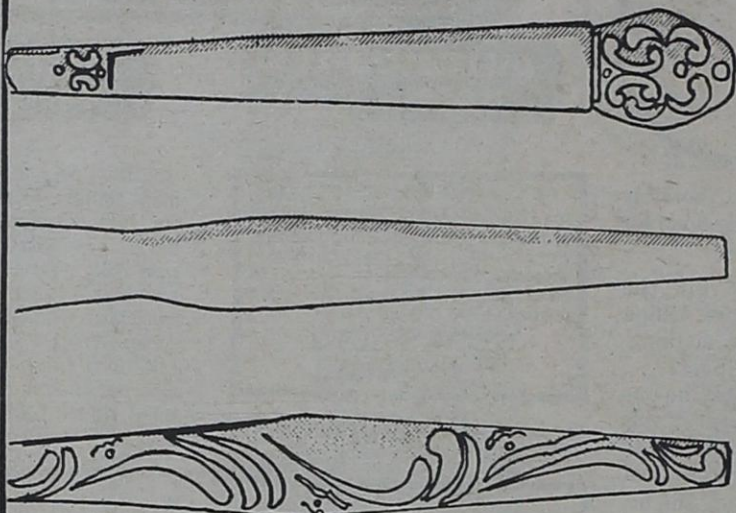
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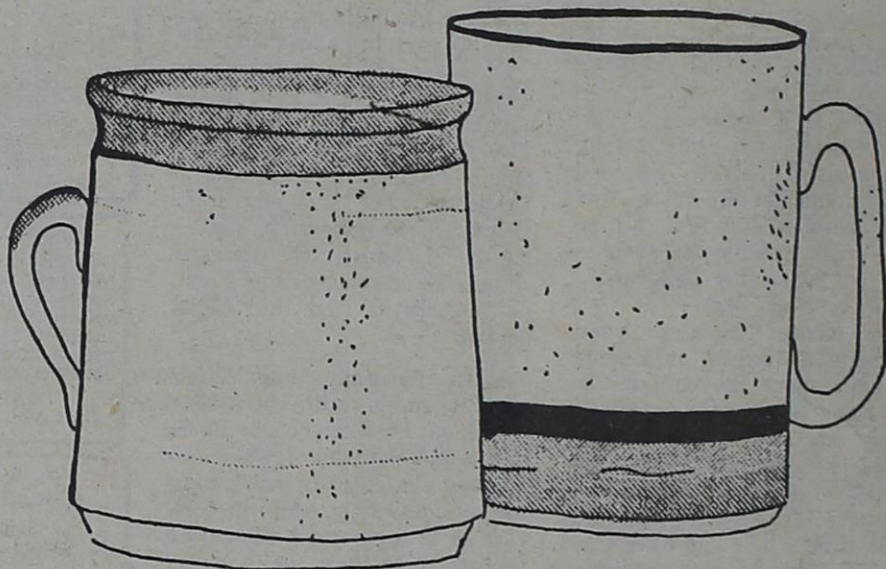
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in your choice of 3
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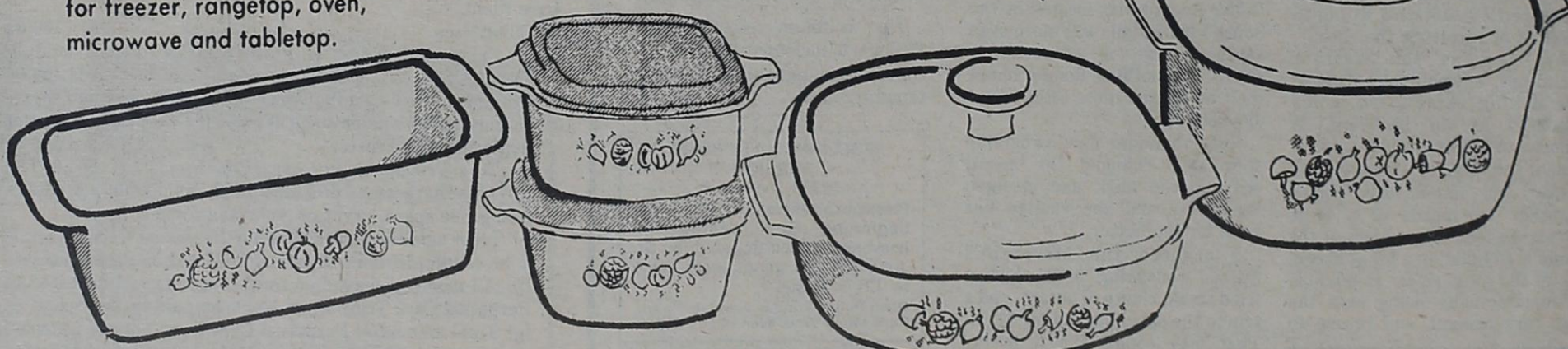
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bonded to the heavy aluminum at over 800°F. The result is
a beautiful burnished pewter color set off by the brightly
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