



# Thanksgiving

*Let us be thankful for the presence of love in our hearts.*

*What the world needs today is all the love we can spare.*

*It is needed in our offices, in our factories, around the conference tables*

*of the world, on our streets, in our schools, in our churches...*

*but most of all in our homes. As we sit down*

*at our Thanksgiving dinner,*

*let us reflect for a moment on the ways in*

*which we can give this greatest gift of all...our love.*

Matador Tribune





## Community Gives Thanks

THANKS giving was expressed Sunday night by a grateful community in union worship services at the United Methodist Church. The Message of Thanks was presented by Rev. Jerry Golden, pastor of the First Baptist Church, who read from the first chapter of Paul's letter to the Colossians for his text.

Rev. Golden placed emphasis on verses 12 through 14: "Giving thanks unto his Father, which hath made us meet to be partakers of the inheritance of the saints in light; Who hath delivered us from the power of darkness and hath translated us into the kingdom of his dear Son: In whom we have redemption through his blood, even the forgiveness of sins."

"God has done so much for us... ought not we give thanks to Him for his many blessings," said the minister

as he enumerated the gifts which have been bestowed on His people."

Congregational singing was led by Mrs. W. F. Jacobs. Invocation was by Rev. L. F. Phillips, pastor of the Macedonia Baptist Church. Host pastor, Rev. Lloyd Hearn welcomed the congregation and also presented the speaker.

Special music included a duet by Rev. Philip Hilton, pastor of the Assembly of God Church, and his wife, Robbie, and a song by members of the Macedonia Church.

Other features of the service were by Jonny Hearn, who read a poem, "Horse Sense," and Jan Hart, who gave the Scripture reading. Benediction was by Rev. Hilton.

An offering was taken for the Community Chest fund, the drive for which, starts this week.

## Mrs. Bernice Knight Honored By Friends

When friends gathered Saturday at the Floydada Nursing Home to honor Mrs. Bernice Knight on the occasion of her 90th birthday, they were paying tribute to one of Matador's most outstanding personalities.

A longtime resident of this community, Mrs. Knight is known for her retiring disposition and her kindness and help to others. Though she has had her share of trials and tribulations, it is not her nature to complain. Her outlook is one of optimism and cheerfulness, and until she had an accident early last month which sent her to the hospital, she had enjoyed excellent health.

Women of the Matador Church of Christ, of which Mrs. Knight is a member, sponsored the birthday party and served cake and punch to all of the residents and personnel of Floydada Nursing Home, and others who attended from Matador. The tables were decorated with the many floral arrangements and pot plants which Mrs. Knight has received since her accident.

The women of the church had pieced a friendship lap robe, with their names embroidered on the various squares, which they presented to Mrs. Knight.

Her daughters, Mrs. O. M. (Leticia) Dickinson of Loxley, Alabama came for the occasion. Those who attended from Matador were Mesdames Ben Keltz, Lucille Whitaker, Bill Jones, Bruce Marrs, Everett Smallwood, Odell Meyer, Kirby Campbell, T. W. Campbell, W. E. Burkham, Audrey Price and Lettie Carrington; Mr. and Mrs. Pete Knight and Mr. and Mrs. Ward Rattan.

Also attending was a cousin of Mrs. Knight's, Blanche Brewer, son George Brewer and daughter, Emil Carmichael of Lubbock.

The former Bernice Hamilton, Mrs. Knight grew up in a Christian home. Her father, James Alexander Hamilton, was born in Boone County, Ark., in 1850 and went to Center City, Texas where he was married to Julia Barr on Christmas Day, in 1880. They had four daughters and one son. Bernice grew up helping her father on the farm in the field, or in the woods.

She was married to Peter Edward Knight shortly after she finished school. They lived in various places during the first years of their marriage. In 1915 while he was waiting to get established with the J. R. Watkins Co., as salesman in Motley County, he moved his family - his wife and four children - to an area near Quitaque. They lived in a tent for a while and also in a half-dugout during this interval while helping a friend gather his feed crop, later moving to Matador.

The Knight home was always open to friends and relatives, and eventually Mrs. Knight's sister, Eunice, came to live with them, as did a nephew of Mr. Knight. A brother, Thomas Knight and his son Marvin lived with the Knights at different times throughout their marriage.

During World War I the family experienced, along with their neighbors, the anxieties of war, coupled with illnesses including measles, chicken pox and the flu.

About this time, Mrs. Dickinson remembers, her mother began piecing quilts, engaging the children to tie knots in tacking the quilts. Until her accident in October, she was still quilting.

Mrs. Knight gave birth to a baby girl but she was a "blue baby" and did not live. "This was my first encounter with death," Mrs. Dickinson recalls. Several times Mrs. Knight made shrouds, helped to prepare people for burial, cooked meals for those bereaved and helped in various other ways. During the flu epidemic, Mr. and Mrs. Knight spent time sitting with the ill and waiting on the families. Very often an entire family would be ill at the same time.

To her daughter's knowledge, Mrs. Knight was ill only once. She had sciatic rheumatism and was in great pain for several days.

"Many times freighters, cowboys, farmers, people in court or in town on business would use our horse lot for their teams," her daughter recalls. "Quite often, they would stay overnight or perhaps a week, depending on the nature of their business in town."

"Mama seldom knew just how many people she would be cooking for, so she had to be prepared. She cooked for 23 one morning. When the hotel was filled, the proprietor would call to ask if we could let people stay overnight at our house... it was a common happening for us to crawl out of our feather bed to put a mattress on the floor, then allow our bed to be used for strangers."

Mrs. Knight always had a productive garden and she shared the produce with friends and neighbors, the music teacher and the preacher, besides canning all that she could. Hogs killed in the winter furnished the family with meat and lard and the milk cow was a necessity for fresh milk and butter. She also had her hens for eggs and meat and usually had extra to sell.

At one time there were six members of the Knight family taking music and part of the lessons were paid for with butter and egg sales. The Bandmaster, Thomas Hall, spent at least one winter in their home and taught the five who were band members.

Matador had a municipal band and concerts were held occasionally. Mrs. Knight had a part in all these happenings, besides having to listen to all the practicing.

In addition to helping her neighbors during times of illness, or baby sitting or attending convalescing patients, Mrs. Knight was the cook at school for several years, doing all the cooking, cleaning up and even the dish towel laundry, walking to and from school daily. She also did the cooking at Stanley Hospital for several years.

When Cal Farley's Boys Ranch was established at Tascosa they needed

scarves, quilts and dish-towels, and once more Mrs. Knight replied to the need of others and helped make and send the necessary items. Others often helped her in various ways, but on other occasions she furnished the materials and did all the work, aiding various orphans homes or rest homes for the aged. She had many quilts for people from the West coast to the East coast and from the Gulf coast to Indiana. Many of her aprons are used today and admired by all.

After Mr. Knight's death of an injury, Mrs. Knight and her youngest son, Bill Byron lived alone for several years. The other children are Jim Duward, Tommy Irene (Mrs. Gilbert Borchers of Yuma, Arizona), Leticia Vilena (Mrs. Dickinson) and Pete Knight of Matador. One son, Willie Edward is deceased.

"While Mom has been loved and doing for others, they have been equally as thoughtful of her, sharing their fruit, vegetables, cake, pies and other goodies. They have shared their homes, cars, taken her shopping and to Bible study. It is a good feeling to know that she loves you and that you love her," her daughter declared.

## THA RELEASES SURVEY

The Texas Hospital Association (THA) last week released the results of a statewide survey of hospitals. The survey indicated that well over 90 percent of the hospitals in Texas cannot now comply with the proposed "National Guidelines for Health Planning."

This survey was conducted by THA to determine if Texas hospitals are currently in compliance with the proposed "National Guidelines for Health Planning" that were published in the Federal Register by the Department of Health, Education and Welfare (DHEW).

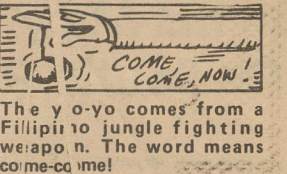
O. Ray Hurst, President of THA, said, "This survey indicates that if these guidelines are finalized as published, most of the hospitals in Texas will be forced to drastically reduce services or close. In this day of outstanding medical advances it is tragic that our federal government wants to deny our citizens quality health care in the local

community."

The survey results indicate that the impact of these proposals will fall most heavily on the smaller hospitals (100 beds and under). Over 90 percent of these smaller hospitals would be closed because of annual occupancy below 80 percent if the proposals are carried to their ultimate end. Almost 96 per cent would be forced to close the obstetrical unit and send mothers-to-be to distance facilities for delivery.

Hurst went on to say, "we can't believe that our elected officials will permit the bureaucrats to deny health care to our citizens. However, this could happen based on these proposals unless the public joins with hospitals and physicians to oppose these drastic limitations of beds and services."

THA is the Austin based trade association of over 700 hospitals and health care institutions in Texas.



The y-o-yo comes from a Filipino jungle fighting weapon. The word means come-come!

**For quality in your agricultural needs contact Tri County Farm Supply South on Highway 70, Spur Co-owners and Salesman Clyde Crausby Ben Spiradby 302 Burlington Spur, Texas 271-4517**

## TRAIL DUST

By DOUGLAS MEADOR



Few situations are so grave out that time will render them trivial, and disclose the absurdity of their conception.

Love is not a commodity ordered like milk to be left on the doorsteps in specified quantities at regular intervals. It does not conform to any commerce except that of exchange, requiring the vacancies from which it is dispensed be filled with mutual esteem.

Weather is a no-conformist with a dual personality preventing a complete decision as to whose team he will play on.

West Texas has reached the point of no return by spawning more men wearing boots than there are cattle.

At my station in life the reappearance of an old flame seldom creates a fire hazard.

The government operates its business on the same policy that I have used for years, except that it can borrow on pretty debentures while I am obliged to provide my debtors with more tangible collateral.

(Tribune files 11-28-77)

## Hospital Patients

Mrs. Lois Smart is a patient in Richard's Memorial Hospital, Paducah, where she was accompanied early Monday morning by her sister, Mrs. Emma Rector.

Mrs. Nadine Cooper of Roaring Springs is a patient in Motley General Hospital. James P. Moore, who had been a patient in the Motley General Hospital was dismissed this week.

Green Bostick, who had been a patient in Motley General Hospital, was dismissed and is now residing in the Floydada Nursing Home in Floydada.

## Council Meets

The City Council, City of Matador, met in regular session Tuesday, November 8, at 6:30 p.m. in the meeting room at the City Hall. Meeting was called to order with the minutes of the previous meeting being read. Outstanding bills were presented and ordered paid.

On a motion by Pat Seigler, seconded by L. B. Campbell, the City will accept bids on lots 13-14-15-16 in block 117 at their next regular meeting.

A general discussion about the City Sanitary landfill was held. A Public Hearing will be held in Plainview in December to discuss this. The Public is reminded to please dump refuse in pits where indicated and help the City to comply with state regulations. Also, pesticide containers should be crushed or rendered unusable prior to discard. A dead animal pit will be dug in the future and people are asked to use the same when disposing of dead animals.

Regular business was concluded and the meeting was adjourned.

## CARD OF THANKS

Mrs. Nettie Bernice Knight and family wish to express their thanks and deep appreciation to all friends, townspeople and church members for their expressions of love, thoughtfulness and concern to her on her 90th birthday, Friday, Nov. 19.

## Attend Funeral For Relative

Relatives from Matador attended funeral services for Mrs. Lena Collins, Thursday, at 2 p.m. in Greenville. She passed away November 14. She is survived by a brother, E. D. Lawrence of Matador, and two sisters, Mrs. Ethel New of Matador and Mrs. Jim Lancaster of Hobbs, New Mexico.

Attending the funeral were Mr. and Mrs. Luther Lancaster, Mrs. Ethel New and Mr. and Mrs. Givens Lawrence.

## Matador Tribune

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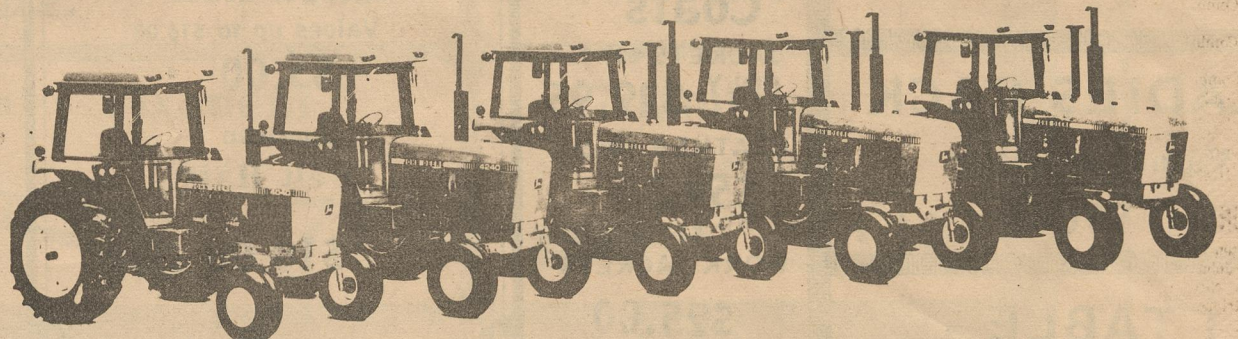
The bronc buster and the kid were looking for a home. THEY FOUND 208,000 ACRES OF TROUBLE!



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## Births May Cease On South Plains

It is possible that no more babies will be born on the South Plains of Texas. A great deal of pride is taken by West Texans in not only being from Texas but in being from their home towns of Lubbock, Plainview, Brownfield, Hale Center, etc., in the "Great State of Texas."

Hospital administrators across the South Plains who have reviewed the federal government's proposed guidelines have indicated that if the federal government does not change its guidelines that many (if not all) area hospitals will be forced to close their obstetrical units. This would mean that after 1978 no one may again be able to say that they were born in any of the cities on the South Plains. Babies most likely will have to be delivered in large metropolitan

tan areas such as Houston; San Antonio, Dallas, Denver, Colorado, etc.

Sister Maureen, C.S.J., Executive Vice President, St. Mary of the Plains Hospital had indicated that due to extenuating circumstances "we would no longer meet it (the standard) and we are closing our Obstetrical Department."

The Guidelines indicate that each hospital in Lubbock with an obstetrical unit must deliver 2,000 babies a year. Each hospital outside of Lubbock County with an obstetrical unit must deliver 500 babies a year. A preliminary check by South Plains Health Systems, Inc., indicates that only two of our area 27 hospitals would be able to comply with the government's ceilings. The remainder of the obstetrical units would have to be closed.

## Texas Department Of Health To Conduct Surveillance

The Texas Department of Health will conduct and coordinate a program of influenza surveillance during the upcoming respiratory disease season in an effort to identify and halt potential local outbreaks of influenza.

Unlike last year, no influenza vaccine will be provided by federal and state governments and no influenza immunizations will be offered in state-operated public health clinics.

"This policy, however, shouldn't detract from the importance of an effective influenza surveillance program," says Dr. Charles Webb, Jr., chief of the Bureau of Communicable Disease Services of the Texas Department of Health.

"Only through such a program can influenza viruses be isolated, characterized and a determination be made of emerging strains."

Dr. Webb said that in order to have enough lead time to produce the right vaccines for the next year, vaccines are produced from strains of the current year.

viruses never have been connected with a larger epidemic.

"Influenza information will be gathered every week from selected physicians acting as 'sentinel physicians' in the 10 public health regions and in selected metropolitan areas," said Dr. Webb. Last year's surveillance program was extremely successful.

Through a physician in San Antonio, a new strain of influenza was isolated and designated as A-Texas-76.

Even though free influenza shots will not be given this year, the Department does recommend that certain groups be immunized.

"Each year in Texas we have had an excess of illness and death from influenza among older persons," says Linda L. Chandler, R.N., director of Surveillance Control, and Information Activities. "We support the Center for Disease Control recommendations that those over 65 years of age receive influenza immunization. We also recommend flu immunizations for adults and children with chronic conditions such as heart disease, bronchitis or diabetes."

Influenza, or flu, is an acute respiratory illness whose symptoms include fever, cough, sore throat, a "runny" nose, and general aches. Most patients recover completely within a week, although many continue to feel unusually tired for some time. To the aged or chronically ill, however, flu may be a life-threatening illness.

During the last century alone, there have been seven instances of global spread, known as pandemics, and numerous epidemics, when the occurrence of influenza is more or less restricted to one region.

Outbreaks of flu usually occur abruptly. The disease spreads through communities, peaking in about three weeks and subsiding after another three to four weeks. Twenty to 50 percent of susceptible members of the population may be affected, with the highest incidence in children ages five to 14.

## Air Pollution In The News

The problem of air pollution is much in the news in the 1970s.

For people who live in metropolitan areas -- which now means most of us -- air pollution becomes more apparent all the time. Cleanup efforts have made some progress, but the city air still is loaded with unpleasant and unhealthy particles.

The American Medical Association points out that there's little doubt that pollutants in the air aren't good for us. Just how serious a health problem is air pollution is a question still being studied. It has been associated with a number of physical ills.

We read about air pollution, but it seldom occurs to us that we can do something about it. Isn't air pollution merely a matter for the factory with the belching smokestack, or the apartment building with a smoky incinerator?

Actually, there are some things we all can do to reduce air pollution. If everyone who operates an automobile would just make certain the engine is properly tuned and adjusted, a major source of air pollution would be considerable reduced. This will not only reduce air pollution it also will save money on gasoline.

Community groups could make it a point to know air pollution sources and seek

from elected representatives legislation to control the hazards. Or enforcement of laws already on the books.

Keep the home furnace in good working order. Have it checked annually, both for your safety and for the sake of the community.

Leaves, trash and rubbish should not be burned in metropolitan areas. Arrange for them to be hauled away.



In some parts of the Orient people were occasionally married to trees.

## Texans Should Have Big Holiday Season

AUSTIN -- State Comptroller Bob Bullock said Tuesday that Texans may be headed for their biggest Christmas holiday shopping spree ever if retail sales continue at their current brisk pace.

Bullock said that city sales tax collections -- a prime indicator of the buying public's mood -- are up an impressive 22 percent to date over last year, the biggest increase in recent years.

"This increase in retail sales, reflects a growing confidence in the Texas economy which we feel will carry over into the holiday shopping period," Bullock said.

"If everything continues to go as expected, Texas merchants should have one

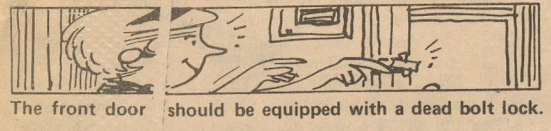
of their best holiday sales seasons yet."

Bullock said that 880 Texas cities were mailed checks Tuesday totaling \$19.2 million as their November share of the one percent city sales tax. This brings the total to date for the year to \$397.7 million, up from \$253 million for the same period last year.

City sales tax collections registered a 13 percent increase in 1975 were up 14.5 percent last year.

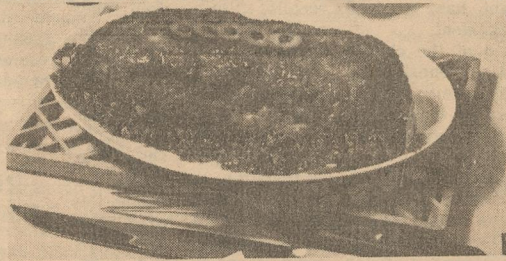
The City of Houston will receive the largest of the November rebate checks -- \$4.3 million. That raises the city's total for the year to \$62.6 million, up 19 percent over last year.

Dallas will get \$2.1 million, San Antonio, \$958,069 and Fort Worth, \$705,748.



The front door should be equipped with a dead bolt lock.

## HINTS ON HEARTY HOLIDAY HAM



You can give your family a taste-tempter this holiday season by serving this festive, delicious ham dish.

Though it's not a native American food--the Spanish explorer Hernando de Soto brought the first pigs to Florida in 1542--ham has long been a favorite here. In fact, the average American eats about 70 pounds of ham and other pork products each year.

This Hearty Holiday Glazed Ham Loaf is a sure-fire people-pleaser.

**HEARTY HOLIDAY GLAZED HAM LOAF**  
2 1/2 pounds ground canned ham

2 eggs  
1 cup cracker crumbs  
2/3 cup milk  
1/4 teaspoon pepper  
1 recipe glaze

Mix together ham, eggs, cracker crumbs, milk and pepper. Shape into loaf and place in baking pan. Bake in a 300°F oven for about one hour, basting occasionally with glaze. Makes 8 to 10 servings.

Glaze: Stir together 3/4 cup dark corn syrup, 1/3 cup vinegar and 2 teaspoons dry mustard in a small saucepan. Stirring occasionally, bring to boil and boil two minutes.

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# SUPER SALE - Outrageous Markdowns The Loft Western Wear

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We have coffee for you and balloons for the kids, so come on out and take advantage of our gift certificates, Master-Charge and Free gift wrapping with every \$20 purchase.

THERE WILL BE NO AFTER CHRISTMAS SALE.

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OR 3 PAIR FOR \$27

### LADIES RACK

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### 1 TABLE - MISC.

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Values up to \$16.00  
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REG. \$49.95 \$25.00  
REG. \$57.50 \$45.00  
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### The Consumer Alert

by John L. Hill  
Attorney General

AUSTIN—Attorneys in our Consumer Protection Division say there are several things you should keep in mind when buying firewood but the most important is to find an honest, dependable supplier.

Although most consumers who buy firewood never experience any difficulty, there are a few who have been burned by some dishonest dealers. The most common complaints to our Consumer Protection Division are that a supplier has either delivered less wood than expected or that he has charged more than he initially stated.

The best way to be sure you will get the amount of wood you want is to buy it by the cord, the standard unit by which wood is sold. A cord of wood contains 128 cubic feet, and can measure either 4x4x8 feet or 2x4x16 feet. The easiest way to measure the wood you buy is to mark off a correctly-sized space by the side of the house or a fence and be sure when the wood is delivered that it fills up the area. Some sales are for a "pick-up load" of wood, but pick-up beds vary so much you can never be sure how much you'll be getting.

Some consumers have complained about ordering firewood based on a quoted price per cord, only to have extra charges added on for both delivery of the wood and for stacking it. It's important to establish in advance what the total price will include. Unless you plan to measure and pick up your wood, it is better to have it stacked when delivered to be sure you are getting the full amount.

Occasionally, consumers

will pay for their firewood in advance, or will pay in full when only a portion of a firewood order has been delivered, trusting that the complete order will be delivered later. This is not always wise, as one of the lawyers in our office discovered when the remainder of his load never arrived.

The type of wood you buy is as important as the amount, and should be determined before you buy. In Texas, oak is the most popular wood for several reasons. It is a very hard wood that burns slowly, it comes in all sizes of logs, and it also has a decorative, rough bark that many people like.

Mesquite and other hardwoods are suitable for long burning. Softwoods such as pine and cedar should be used only as kindling since they burn fast and hot. A fire consisting mostly of softwoods is dangerous, since it frequently will "pop" and send out sparks.

Investigate carefully before buying unusual woods at "special bargain" prices. Some nurseries occasionally offer firewood at very low prices, but it is good to find out what kind of wood will be included. Take amount, price, type, and age into consideration before purchasing your firewood and you likely will have no problem.

If you do have a complaint, contact the Attorney General's Consumer Protection Division in Austin, Dallas, San Antonio, Houston, Lubbock, El Paso, or McAllen. If you live outside these areas, call toll-free: 1-800-252-9236.

### Gold Star Luncheon

Tanya Simpson, Northfield, daughter of Mr. and Mrs. Billy Paul Simpson, and Shannon Jameson, Matador, son of Mr. and Mrs. H. R. Jameson, were among the 42 4-H members from the 21 counties in District III that were honored at the District 4-H Gold Star Luncheon in Vernon on November 10.

Motley County was well represented at the annual affair, as in addition to the winners and their parents, others present were Glouris Sims and Bob McKelvey, Matador, who participated in

the District 4-H Council meeting, and County Agent and Mrs. Bill Pallmeyer.

Tanya Simpson served as Master of Ceremonies for the program, and Glouris Sims introduced the speaker, Marcus Hill, Regional supervisor of Sales and Training, National Farm Life Insurance Company, Fort Worth, who delivered a very appropriate message for those attending.

Sponsors of the program were West Texas Utilities and the Texas Agricultural Extension Service.

### HOW TO SHOP FOR A CHRISTMAS PUPPY

Few Christmas gifts are more fun or more memorable than the family's first puppy. It's not too early to begin planning for that special gift.

The Pet Food Institute advises that you begin puppy shopping at the library. Get several books on dogs which tell you something about the personalities of different breeds and the care they require. If you choose a breed that matches your lifestyle, you'll be happier in the long run.

If you live in a small house or apartment or don't fancy long walks, select a small dog. Poodles are always popular, because they're bred to be house pets. Beagles are another perennial favorite and do not need extensive grooming. The teacup size Shih Tzu pictured here will grow to a sturdy medium size—about 15 pounds. His coat will need brushing, but he's not too delicate for young children.

A large dog may be more your family's style. For a sturdy, outdoor type, consider a Labrador retriever or a golden retriever. Both are noted for friendly even temperament. German shepherds are one of the most popular dogs today because they are excellent pets and watch dogs. His super intelligence means you will have to spend lots of time with a shepherd, giving him the training he will crave. Obedience school when he's six months old is a good idea.

After the research, it's time to visit breeders and pet shops. When you buy from a breeder, you will be able to look over your pup's



mother and litter mates. It's a good way to judge his temperament.

Wherever you shop, look for cleanliness and good care. A puppy should be alert, with clear, bright eyes and a plump, sturdy body. Check for a glossy, clean coat, pink gums, clean skin and white teeth... all signs of good health.

If your budget is too slim to buy pure-bred, then visit the local animal shelter. A mixed breed may give you the best of several kinds of dogs, and conscientious animal welfare workers can help you select a pet that will be a happy addition to your home.

Whatever kind of Christmas puppy you choose, start well in advance to train your children to handle this best of all Christmas gifts with tender, loving care. The treatment a puppy receives early in life has great influence on personality. Also, children should understand this gift is a living creature and a new friend, not just a new toy.

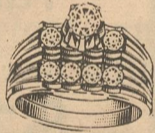
Pre-holiday planning and careful shopping can mean many happy holidays with your special Christmas dog.

Fireplaces are luxury items, says Sue Young, housing and home furnishings specialist with the Texas Agricultural Extension Service. Fireplaces provide little heat, says Mrs. Young, but if the house MUST have one, at least select one with a high efficiency heat return, the specialist says.

Suicide is claiming younger victims, says Debby Johnson, family life education specialist, the Texas Agricultural Service. Suicide has risen to fourth leading cause of death among young people between the ages of ten and 24, says the specialist.

Good sources of iron include dried fruit, such as prunes, raisins, dates, peaches and apricots, says Mary K. Sweeten, foods and nutrition specialist with the Texas Agricultural Extension Service.

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#### TO THIS



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806-259-2023



Both celery and zucchini lose calories when they're cooked.



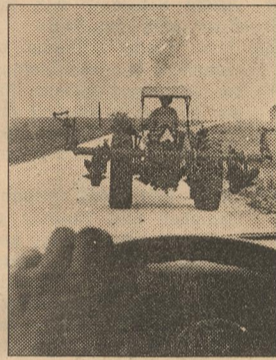
### A couple of cowpokes are about to meet a slowpoke.

Riding the highways isn't the same as riding the range. You just can't go flat out when you feel like it. Especially on rural highways. Those back roads.

Because one of the major causes of traffic deaths in Texas is the failure to adjust thinking and speed when moving from a major highway onto a rural highway. And the failure to adjust can mean the failure to arrive.

Of course, you probably think you can make better time on back roads. After all, the traffic isn't quite so heavy.

But what you don't think



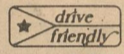
about is that less traffic isn't necessarily less dangerous. In fact, back road conditions are even more dangerous. Because the traffic is different. The conditions are different. There may be cattle on the road. There are dangerous curves. There are blind spots. There are deer crossing

the roads. And there is slow moving farm equipment.

But this evening, this couple won't hit a tractor because the driver won't hit the throttle.

They may be late getting home.

But they'd rather get to their home on the range late than be dead on the highway early.



Texas Office of Traffic Safety

Published as a public service by this newspaper.

### The ball's in your court...



### Give to the MARCH OF DIMES

THIS SPACE CONTRIBUTED BY THE PUBLISHER

"GIFTS FROM AROUND THE WORLD"  
Lay A Way Now For Christmas

### Evalene's Imports

- Wall Plaques
- Jewelry
- Candle Rings
- Flowers
- Housewares
- Scented Candles
- Pottery
- Mobics
- Chimes

1500 S. Columbia Plainview, Texas 296-9393  
"Plainview's Most Exotic Store"

### Merrell's Meat Processing

Box 312 Quitaque, Texas  
Phone 806-455-1282  
Night 455-1135  
Custom Slaughtering only Thursdays  
Have cattle in by 11 a.m. if possible  
Grain fed beef 1/2 Or Whole, Cut and Wrapped for your freezer 79 cents lb.  
\$5.00 Kill Fee  
12 cents per lb. for cutting and wrapping

## R. O. C. Announces Pre-Registration For Spring Semester, 1978

New students and current students of the Regional Occupational Center are urged to pre-register for the spring semester by reporting to the Registrar's office during regular office hours on any of the following dates:  
November 28 through December 16, 1977  
January 4-9, 1978

Pre-registration allows the student to get a head-start on the registration process for the spring semester. It also allows time for the new student to counsel with departmental chairmen and/or the vocational counselor concerning his program of training or study.

New students may be eligible for financial assistance. Financial aid counseling is also available.

Programs offered by the R.O.C. include auto mechanics, welding, radio and TV servicing, Office Occupations, Management, Real Estate, Child Development, Human Services, Mental Health, and College Skills courses.

## REGIONAL OCCUPATIONAL CENTER

SOUTH PLAINS COLLEGE

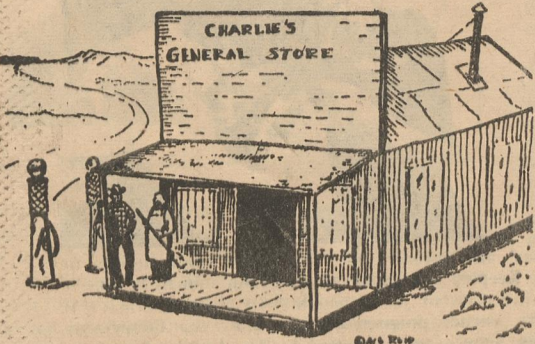
An Equal Opportunity Employer Office Hours  
Office Hours 8:30-5:30 p.m.  
Fridays 8:30-5:00 p.m.



**COW POKES**

By Ace Reid

**Christmas Gifts For The Elderly**

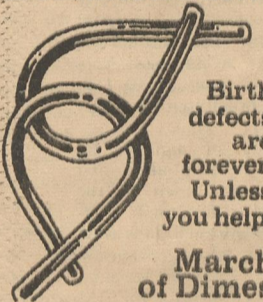


"Jake, things are so bad, the ones that don't pay their bills have quit buyin'!"

THIS FEATURE SPONSORED BY FIRST STATE BANK

**TO ACCEPT BIDS**  
The City of Matador will accept bids on lots 13-14-15-16 in block 117 in City of Matador until 5:00 p.m. Dec. 13, 1977, at the City Hall. This Property contains two houses and will be sold as is with no abstract furnished. The City reserves the right to refuse any and all bids.

There's a solution but...



**HEALTHBURGER**  
DOUBLE DECKER  
3 Meats, Cheese, Lettuce, Tomatoes, Onions, and Pickles. Or As You like it.

**STEAK FINGER BASKET**  
5 Steak Fingers, Fries, Texas Toast and salad.

**SHRIMP BASKET**  
5 Jumbo Shrimp, Fries, Texas Toast, and Salad.

Billie Dean's Drive Inn  
347-2310  
Matador, Tex.

OUR BUSINESS IS EXHAUSTING!  
We specialize in all custom airpumps, duals, mufflers & shocks.  
Don's Small Engine  
123 West California  
Floydada, Texas

Reprase station for MONUMENTS and CURBING  
Seigler  
Funeral Home  
Telephone 347-3337

**Open For Business Tommy's Garage**  
Experienced Mechanic Located on North Main  
Matador

**Lone Star Chemical Co.**  
Defoliating - aerial or Ground rig for skip row cotton.  
Anhydrous Ammonia  
NA-CHURS Fertilizer Recirculating Sprayers  
Citation Steam Cleaners  
Dean Turner - phone 347-2309 or 469-5229

**INSULATION**  
Fire-Resistant, Installed and Guaranteed  
**MARR INSULATION CO.**  
Tom Marr Owner 652-3593

Can now re-dye vinyl tops  
**Tony's Custom Shop**  
Top Quality Paint and Body Work  
Business Matador Home Phone  
347-2346 347-2452

**Levi's**  
Regular, Pre-Shrunk, Sta-Prest, Flares, Saddleman, Bell Bottom  
Complete line in stock at  
**Ronnie's**

**Floydada Livestock Sales**  
We will be closed Thanksgiving Week  
**John McCandless, Owner**  
Home Phone 806-347-2845  
**Don McCandless, Manager**  
Phone 806-983-2153  
**SALE EVERY WEDNESDAY**  
11 a.m.  
We Appreciate Your Business

illuminate; warm color give feeling of homelike warmth)  
-install a horizontal grab bar on the wall over bathtub.  
-install an emergency push button or signal device in the bathroom.

**IN THE WANT ADS**  
SMALL HOUSE for rent. 347-2203. 37-ctfn

**WANTED - Man or couple to live in jail living quarters.** Rent and Utilities furnished. See Sheriff Alton Marshall. 37-ctfn

**FOR SALE - A. Brandt Sofa,** black vinyl, good condition. Contact Donna Hoyle. 347-2839. 37-ctfn

**TEXAS REFINERY CORP.** offers PLENTY OF MONEY plus cash bonuses, fringe benefits to mature individuals in the Matador area regardless of experience. Airmail A. N. Pate, Pres., Texas Refinery Corp., One Refinery Place, Fort Worth, Texas 76106. 37-c1t

**MEXICAN DINNER - Catholic Church Parish Hall** at noon on Saturday, Dec. 3. 37-c2t

**FOR SALE 1977 3/4 Ton Chevy** 350 engine, 4 speed, power steering, radio, heater, hitch, 6,600 miles, Connie Bearden, Floydada, phone 983-5052. 36-c2t

**HAVE FOLLOWING FOR SALE:**  
1 Early American Couch (90 inch) with nylon floral mat. 3 Swivel Rockers; 3 Economy priced Recliners; 2 La-Z-Boy recliners; 1 set of economy priced living room tables. 1 Rebuilt Hide-a-Bed with blue nylon floral; 1 Rebuilt Hide-a-Bed with Avocado green nylon velvet; 1 Rebuilt 90" loose cushion contemporary couch with green floral velvet. 1 Rebuilt love seat with gold and green plaid Herculon. 1 Round dinette table with formica top and all wood chairs and with black plastic uph. seat; 1 Maple drop leaf dining table. 1 Chev. truck seat. Homer T. and Theda Jenkins, Ph. 347-2224, Matador, Texas. 36-c4t

**FOR SALE - 1976 Mazda 808** Station Wagon. 31,000 miles. E.P.A. 24 mpg overall. AC, AM-FM, tape player, bright blue. \$3000. Call for Dean or Billie Willmon during school hours at 347-2676 or after 5 p.m. (806) 689-2671. 35-ctfn

**WANTED (Dead or Alive)** Junk Batteries. \$1.50 Cash each. White's Auto, Spur, Texas, 302 Burlington. 36-ctfn

**HOUSE FOR SALE - 3 BR.,** Central air and heating, 8 lots. 806-347-2784, Matador. 35-ctfn

**HOUSE FOR SALE - in northwest Matador:** 3 bedrooms, 2 baths, den, living room, kitchen, utility porch, garage, small barn, 6 lots. Call 347-2481 or write Box 977, Dumas, Texas 79029. 31-ctfn

**FOR SALE - Rosebud Ricker,** \$2,300.00; J. W. Martin Cotton packer; Plainsmen 8x8x24 ft. Trailers All steel. Ed Bartley Tahoka. Phone 998-4023. 30-ctfn

**FOR SALE - Home in Roaring Springs.** Two story rock house; 4 bedrooms on 3 1/2 acres land. Good well, fruit trees. Danny Likes, Box 194, Roaring Springs. 30-ctfn

**490 BALES HAY GRAZER** hay for sale. Clean. Higginbotham. 469-5321. 30-ctfn

**FOR SALE - One 2-horse stock trailer.** Extra good shape. Mrs. Joe Stephens 347-2834. 29-ctfn

**FOR SALE - 1974 Malibu,** 4 dr., standard transmission. 347-2755. 32-ctfn

**FOR SALE - Registered Black Angus bull calves,** 6-8 months old. Bigham Angus Ranch, Afton, Texas. Night call 689-2545. 32-c2t

**FOR SALE - Treadle sewing machine,** Hide-a-Bed couch, Handmade cradle, Swing-A-Matic infant Swing, Baby Walker. Contact Lupe Cisneros at 918 Canon St., after 3:00 p.m. 36-p2t

**LOOKING for farm and ranch land for sale** Call A. G. (Jimmie) Irwin. collect: 806-799-3073 (home) or 792-6373 (office) Lubbock. 47-ctfn

**FOR SALE - 1971 Dodge Charger,** 318 cu. inches; 2 barrel; 20 mpg; Superior aluminum slots, blue with white vinyl top. \$900. Phone 347-2452. 34-ctfn

**GENERAL Construction.** Building and remodeling new homes, room additions, painting and cabinets. Dennis Jones, 689-2901. Afton. 30-ctfn

**FOR SALE - Good used color TV sets.** Some with new picture tubes and new guarantees. Thacker Supply Co., Roaring Springs. 3-ctfn

**GERMANIA Farm Mutua Aid Association:** Reasonable, sound property insurance. If you want to save, contact Mrs. Orville Lee, Flomot, 806-469-5370. 10-ptfn

**TERMITE and Pest Control Service.** Free inspections. Tree spraying. Sentry Pest Control. Lubbock. 745-6074. 45-ctfn

**FOR SALE - Dining room suite** with 6 chairs. Call E. A. Day, 347-2794. 36-p2t

**BULLDOZING and grubbing.** Contact D. A. Smith. Matador, Ph. 347-2832. 2-ctfn

**BAILEY PAINT AND REPAIR** for Interior House Painting. 347-2851. 36-ctfn

**SALE: West Texas biggest selection of Tony Latta and Red Wing boots at reduced prices you can afford.** Hurst Dept. Store, Spur, Texas, 79370. 32-ctfn

**BRING YOUR DRY Cleaning and laundry** where business is appreciated and your money stays at home. City Cleaners and Laundry. Roaring Springs and Matador. 34-ctfn

**IF YOU HAVE a drinking problem,** call 348-2... day or night. Confidence kept. 6-ctfn

**DR. O. R. MCINTOSH**  
Optometrist  
316 South Main Street  
Floydada, Texas  
Telephone 983-3460

**Venture FOODS**

**BE PREPARED! STOCK-UP FOR THE COMING HOLIDAY'S!**

**GOLD MEDAL Enriched Flour** 5 LB. BAG **59¢**

**KRAFT Miracle Whip** 32 OZ. JAR **99¢**

**YELLOW CLING SLICED/HALVES Shurfine Peaches** 29 OZ. CANS **2.11**

**COCA COLA OR Seven-Up** PLUS DEPOSIT **\$1.39**

6-32 OZ BOTTLE CARTON

**Del Monte Whole Green Beans** 303 CANS **3.11**

**SWANSON CHICKEN Broth** 2 1/2 CT. CANS **49¢**

**STUFFED MANZANILLA Holsum Olives** 7 OZ. JAR **89¢**

**SHURFINE Pineapple Juice** 48 OZ. CAN **69¢**

**SUNSHINE COOKIES Chip-A-Rees** 12 OZ. PKG. **69¢**

**KRAFT Peanut Brittle** 12 OZ. PKG. **59¢**

**STAYFREE Mini-Pads** 30 CT. BOX **1.39**

**CHEESE FOOD Kraft Velveeta** 2 LB. BOX **2.09**

**JOHNSTON Mince Pies** 36 OZ. PKG. **1.49**

**SHURFRESH U.S.D.A. GRADE A SELF-BASTING Turkeys** 18-22 LB. AVG. BROAD BREASTED POP-UP TENDER TIMER **59¢**

**HORMEL CURE #1 BONELESS FULLY COOKED HALF OR WHOLE Hams** **\$2.49**

**U.S.D.A. GRADE A 4-8 LB. AVG. BAKING Hens** **59¢**

**PRODUCE SPECIALS**  
OCEAN SPRAY Cranberries 1 LB. PKG. **39¢**  
FLORIDA FULL OF JUICE Tangerines 3 LBS. **1.11**  
CALIFORNIA PURPLE TOP Turnips 3 LBS. **1.11**  
PORTALES MARYLAND Yams SWEET 3 LBS. **1.11**  
YELLOW SWEET Onions 2 LBS. **25¢**

**10¢ OFF LABEL DETERGENT Joy Liquid** 22 OZ. BTL. **79¢**

**YOU'D HAVE TO BE NUTS NOT TO TAKE ADVANTAGE OF THESE SPECIALS!**

**BETTY CROCKER Cake Mixes** 18 OZ. BOX **59¢**

**BETTY CROCKER Prepared Frosting** 1 LB. CAN **69¢**

**NORTHERN Bathroom Tissue** 4 ROLL PKG. **79¢**

**HORMEL LITTLE SIZZLERS PORK Link Sausage** 12 OZ. PKG. **89¢**

**LEAN FRESH SEMI-BONELESS Pork Roast** BOSTON BUTT LB. **99¢**

**HEAVY GRAIN FED STANDING Rib Roast** LB. **1.39**

**GUARANTEED 73% LEAN FRESH Ground Beef** LB. **79¢**

**WE RESERVE THE RIGHT TO LIMIT PRICES GOOD THURSDAY, FRIDAY AND SATURDAY**  
We Accept Federal Food Stamps  
Double On Wednesday  
**BILLY'S GROCERY**  
Weekdays: We Give Circle W 7:30 a.m. to 5:30 p.m.  
Saturday: Blue Stamps 7:30 a.m. to 6:00 p.m.

**Venture FOODS**