## EFFECTIVE AUG. 1

## thool Superintendent Announces Retirement Date


nior Livestock Show Begin Here Today
mand
 5. when animals $w$
aced ti their stalls. animals must be in place in the

 lay, 30 minutes after the 7ot. Earth. Littlefield, Oltom
Springlake and Sudan Springlake and Sudan are 19. Jodeling will start at $5: 30 \mathrm{pm}$.m at Wofforth, serving as judge.
pian , the swine division will be The, ouriculture teacher at


EMMETT BROWN, standing on the ground, and Alvin Richards Jr. take down a $70 \mathrm{~m} . \mathrm{p} . \mathrm{h}$. sign to
allow for the new 55 signs which are now in place around the loop in Littlefield. The Littlefield section of the Texas Highway Department
Texans To Slow Down, 55 m.p.h. Limit Set
The Texas Highway Commission
Tuesday set a Tuesday set a statewide maximum
speed limit of 55 miles per hour, effective at 12:01 a miles Sunday, Jan. 20 The action was taken in keeping with
the law passed by the recent special
session of the Texas Legislature, emsession of the Texas Legisiature, em-
powering the Commission to set lowe sowering hee Commission to set lower
speed limits to comply with federal
energy saving actions. energy saving actions.
Under the terms of the Emergency
Highway Energy Conservation Act Highway Energy Conservation Ac
signed by the President Wednesday Jan. 2, a state not establishing a ss
m.p.h. maximum speed limit would not m. . .h. maximum speed limit would not
receive its share of federal highway
construction funds.

Federal taxes on items related to the four-cents-per-gallon levy o gasoline-go into the Federal Highway Trust Fund. These funds are ap-
portioned back to the state for the portioned back to the state for the
federal government's share of highway construction.
Texas' share amounts to some s240
million annually which would be
withheld if the lower speed limit were
not set by early March not set by early March. eight days by Governor Dolph Briscoe The lower speed limits will apply to all highways in the state, including highways under the control of the Texas
Turnpike Authority, cities and counties. New speed limit signs replacing the New speed limit signs repiacing the
old $70-\mathrm{mp.p.h}$ maximum speed limit on
the States marer highways, will be in the State's major highways, will be in
place by the effective date. The Highplace by the effective date. The High
way Department has begun the task of making and posting the new signs.
The Commission also directed the Highway Department to monitor and document circumstances "which migh
relate to the establishment of speed relate to the estabishment of speed
limits and to report to the Commission on a monthly basis." This is in order that the Commission may make findings as
to whether the $55 \mathrm{~m} . \mathrm{p}$.h. limit should continue in effect.
Many motorists in Texas already have
voluntarily restred voluntarily reduced their driving speeds spokesmen said.

## Agriculture To Be Lauded At C-CA Banquet Tonight

 - as recent bank deposits have inChamber of Commerce and Agriculture will be paying its respects to the
agricultural phase of area life. agricultural phase of area life.
The red carpets are rolled out to gree The red carpets are eolled out to gree
members and
guests at the annua Chamber of Commerce and Agriculture
Banquet, slated for $7: 30 \mathrm{pm}$. in the Banquet, slated for $7: 30$ p.m.
Junior High School Cafeteria. Not only will the decorations bear out
the theme of "Agriculture, Number the theme of "Agriculture, Number
One," but the night's speaker will be one One, "but the night's speaker will be one
who is "in the know" about Texas
$\underset{\substack{\text { agriculture. } \\ \text { John C. White, Texas' sixth Com }}}{\text { con }}$ missioner of Agriculture, is currently
serving his twelfit term in the statewidt serving gis twelint term in the statewide Januar) of 1951, and is expecied is
discuss the outlook for agriculture this

Three "Outstanding Citizens" will be honored, and the new directors will b
introduced, along with the outgoin president and incoming president. Serving as master of ceremonies will
be Kip Cutshall, a C-CA director and the Lions International Distriet 2 -T2 W. P. Dennis, minister of the Crescen Park Church of Christ, will give the
invocation prior to the dinner of steak aked potatoes, salad, dessert and $V$ Cocktail juice. The juice is being

[^0] Tho other action by be be bard, Mr Neine Primanry Ii bualdine, the trustee
 and Gien Batson, and heard reports gasoline situation. new public
documents and public meeting policies which became effective Jan. 1 , and si to consider. Smerning tee pasasinine stuationo and tere are no pobolenss with schono tripe

 school would have to purchase gasoline
at the pump price. The present price the
school pays is 27.2 cents per galion for regular gas.
After viewing the six proposals
presented by the superintendent concerning the property tax-rate options,
the board asked for more time to study the proposals before voting on stuay the proposals before voting on one.
Estimating that at least $\$ 35.000$ in new monies would need to be added to the
budget for the school year $74 \cdot 75$, Jones budget for the school year ${ }^{174 \cdot 75 \text {, Jone }}$
stated that this would not take care stated that mis would not take care of
any improvements on the buildings, just
the automatic state salary increase the automatic state salary increase
(approximately s11.000) and workman's compensation (estimated from s14,000
to $\$ 17,000$ ), and to allow for inflationary prices on supplies, etc.
The property tax-rate options
presented are as follows.

Olton Students
Win Contest
On 'Democracy'
Three Olton High School students
were named the top winners in the Lamb Count "Voice of Democracy" contest ponsored annually by the Veterans of
Foreign Wars, and one of those went on to win the District contest. Freddy Stockdale, 1 -year-old son of
Mr. and Mrs. Fred Stockdale of Mr. and Mrs. Fred Stockdale of Oiton first place title for the county. Theme for the speeches this year was
"My Responsibility As A Cititen", and
their three to five-minute speeches were

## Cloud Seeding Operations Planned For New Crop Year

## Outstanding Awards Presented

Skip Smith-All District, All South
Plains and All State offensive guard. Coach Jerry Blakely said there were
many deserving players and praised the
entire team for their efforts. many deserving players ands.
entire team for their efforts.
"This is the year of the Cat" was the
theme of the banquet honoring the 197 bi-district Wildcats
Another highlight of the banquet was
the crowning of Mari Louise Bennett as the team's chomee for Football Queen
Sharing candidate honors were Carol French and Jill Owens.

Intertwined in the antecdotes was a
capsuled message admonishing those
capsuled message admonishing those
present to chose with wisdom those experiences left to chaice and to live
with the experience that chose them.
Prior honors for these outstanding
players include Keny Owens, All
District and dull South Plains linebacker
last year and this year.
Terry Bryson, All District quar-
terback his junior and senior years.
Randy Cook-All District fullback and
linebacker for the last two years.
Paitenderson, All District halriack;
Craig Ratliff, all distriet outside
linebacker.
Rick R Rehards, All Distriet and All
South Plains center.

## ${ }^{45}$ minutes of humorous banter from guest speaker Dr. W. C. Newberry, director of student teaching at Southdirector or student teaching at South- west Texas State University. A football player, a coach for 10 years and a public school administrator, the noted humorist is hailed as "the sage of South west Texas." <br> 

 Incoming Quarterback Club officersare Paul Yarbrough, president; Andy
schlottman, vice president: David Schlottman, vice president; Davi
Hampton, secretary-treasurer; Hampton, secretary-treasurer; and
Charies Powell, Les Lichte and Jake Moreland, directors.
Outgoing officers are President Bill
Tom Grant; Orville Bassett, vice Tom Grant; Orville Bassett, vice

## Banquet

Farmers forming Lamb County
Better Weather, Inc. decided on another Better Weather. Inc. decided on another
year of cloud seeding to reduce hail in an organization meeting at the Springlake-
Earth school Monday night. In the planning gession, those present agreed to oolicit funds for a three-plane A 200 -square mile target area will include portions of Lamb County included in the 1973 program, plus part of the
Whitharral area and Amherst farm land Whitharral area and Amherst farm land
not included in the past year's operation. Approximately $\$ 162.000$ must be aised to finance a three-plane cloud ceding program through the 1974 crop growing period. A two-plane program
was headquartered in.Littlefield this past year. The two previous years, parts of Lamb County joined with Hale County
in a hail suppression program. in a hail suppression progran Officers heading the 1973 Better
Weather group were reelected for Weather group were re-elected for
nother year. Orville Cleavinger is nother year. Orvile Cleavinger is
president: Les Watson is vice president. and Dale Stanley is secretary. A committee from each community was ap-
pointed to form a board of directors. Atmospherics, Inc. headed by Tom

Henderson of Fresno, Calif. will again
be furnishing the twin engine planes be furnishing the twin engine planes
adar facilities and cloud seeding operations. Henderson was present for
the meeting and spoke to the Earth

KENNY OWENS was named Most Valuable Player at the Quar nod Owens recived All-District nod, Owens received All-Distric
and All. South Plains linebackehonors. This is the second year in a
row for the All-District tapping.
(Staff Photo)


See Other Photo, Page 10


\section*{vior High FHA Members Secret Grandparents <br> | ten Largent, special |
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| Laurie Echevarria, |
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| Jan. 6. by wa |
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| diton |
| of Spanis |
| in Olton se |
|  |
|  | <br> NELL WEST was called to

McAllister, Okla. last week McAllister, Okla. last week
due to the serious illness of his due to the serious illness of his
father, Virgil West, who un-
derwent major surgery derwent major surgery.
West returned home last $M$ <br>  <br> Hale Center, where they
received treatment a few $\underset{\substack{\text { MRS. LOUIS CLARK is } \\ \text { receiving }}}{\substack{\text { Mas }}}$ receiving treatment at Hi -
Plains Hospital in Hale Center.
MRS. ALTON CURE visited in Hale Center Tuesday Plains Hospital from Olton Paie: Alonzo Relley and Mr
arom and Mrs. W. B. Smith Jr.
REV. RONNIE TRAVIS pastor of Hopewell Baptist
Church visited oltonites in H Plains Hospital in Hale Center MRS. L. G. Elkins visited friends and relative
Center. Tuesday. Center. Tuesday.
MRS. VON in Hale and sons. Drew, of Tequesta
Fla. Fla. returred, of Tequesta, Friday
after visiting in the atter visiting in the home of
her parents, Mr and G. Elkins. Mr. and Mrs. L. L. G. Elkins, and Mrs. daghter elkins, and trandson, Mrs. Vonneta Stockham and Drew
of Florida visited of Florida visited relatives,
Mr and Mrs. Les Brinkm and r. and Mrs. Les Brinkm and <br> niture and Appliance, is in
Dallas this week attending the
Furniture Furniture Mart. She is ex.
pected to return home today pected to return home today.
HOUSE GUESTS of Mrs. Hank Gowdy over the
weekend weekend included her mother,
Mrs. Vera Driver of Clovis. Mrs. Vera Driver of Clovis,
N.M., and her sister, Mrs.
Decima Baker of Lubbock. Decima Baker of Lubbock.
Mrs. Driver is remaining for a
more extended visit more extended visit.}

## BILL'S BOOT SHOP

## ANNUAL JANUARY



STARTS MONDAY, JANUARY 14, OPEN 9-6 EACH DAY OWIE JUSTINS, NOCONAS and TONY LAMA HAND-MADE BOOTS valus io
su9.
Now $\$ 25$ ano $\$ 30$ these are real bargains YOU MUST NOT MISS

## LADIES BOOTS

OME REG. S37,98 $\$ 30$






A DESIGN COURSE is to be taught this spring at South Plains College. Shawn Cox of Fayetteville, Mo., (left) and Robert Moreno of Littlefield, discover new techniques in
three dimensional design in Design or Art 134. This is one of many art classes that will be tuget mis spring at sout Plans college $B$ ULA NEWS
$\qquad$ Country Club met Monday
night for an annual business meeting Four new board
members were ele bous members were elected to
serve for the ensuing year.
including Bob Roden (re. including Bob Roden (re-
elected). S M. Monroe of $\begin{array}{lll}\text { elected, } \mathrm{S} \text {. M. Monroe of } & \text { Ach } \\ \text { Anton, Donald Cowan and dob } & \text { M } \\ \text { Rogers. Alvin Webb is } & \text { Sh } \\ \text { president of the Association. } & \text { Ke }\end{array}$ $\substack{\text { pes. } \\ \text { J. } \\ \text { Benne }}$ $\begin{array}{ll}\text { Bennett will remain on the } & \text { P } \\ \text { beard A barbecue dinner was } \\ \text { berved following the meeting }\end{array}$

## served following the meeting CRL KELING a former stasident

Lubbock, is seriously il and is
a patient at Methodist
Hospital, Lubbock. He is a
son-in-law of Mr. and Mrs.
son-inlaw of Mr. And Mrs.
Walter E. Liles.
Back Up The Future The future of the battle
against cancer depends on research. The American Cancer
Society needs your contribution Society needs your controution
to help finance this crucial
campaign.


Pat's Record Center

# FANTASTIC HALF DAY CLEARANCE STARTS TODAY AT 12:00 NOON 

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| DACRON KNIT | Diccoun kNI |
| PANT SUITS |  |


| ALL COATS and VESTS ARE ON SALE |  |  |  |
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| coats | R66.s | . 8. | now 516 |
| coats |  | Re6. 35.00 | now 53 |
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## SOME BRADFORD HATS <br> REG. $\$ 20.00$ <br> 

MEN'S Sulits ond COATS Somene. so.98 now $\$ 49.98$
MEN'S FIARE LEG JENS SOMEREG S9.9......Now 55


SOME REG. $\$ 9.30 \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$

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## 

 the coming year, too May 1944 be happyand prosperous for you and yours. uring the past year The services that he American Red Cross was able to tend were due in good part to the help

Chairman. Public Reintioe M. Dealey Mairman, Public Relations Committee
The Baard of Governors OBITUARIES Funeral services for former Littiefield 25 pm . Saturday, Jan. who ine in Dea mith General Haspital in Hereford,
ere conducted Tuesday afternoon in were conducted Tuesday afternoon in
he Central Church of Christ al
Hereford Officiating was J. T. Marlin, minister nd burial was in West Park Cemetery charge of arrangements.
Bryant went to Hereford in 1956 from ittlefield He was in
rruction business. Surrving are his wife, Ona; three
pons. Tom Bryant of Ridgewa; Cole Kenneth Bryant of Puebio, colo. and rothers, Ray Bryant of Arizewood
alif and Homer Bryant Calif, and Homer Bryant of Taos, N. M.
and two sisters. Mry. Maxine Howe of
Fort Worth and Mrs. Gladys Evans of D. D. Eleiso

Services for C D Ellison, 66, of
Leveland. who died about $8: 55 \mathrm{a}$. Monday, Jan 44 in Cook Memorria Hospital where he had been hospitalized
since Dec., were conducted Wed Funeral Chapel
Rev. $J$. Dougias Thomas, pastor of the College Avenue Baptist Church, $\alpha$ -
ficiated
Burial was in the City of Levelland Cemetery
Elison was a native of Stonewall
County and Levelland since been a resident of
there from He was married to Grace Graham at
Aspermont Dec. 23, 1926. He was a Aspermont occ Cllege Avenue Baptust
member ond
Church and was employed as an oil field Surviving are his wife; three son Rex Ellison and Dewey Eilison, both eveliand, and Larry Ellison of Dalla of Levelland. Mrs. Dale Read of Suda and Mrs. Ricky Cline of Levelland;
brother. Elmer Ellison of Aspermont: sister, Mrs. Archie Cander of Dallas mRs. W. P. hedges Funeral services for Mrs W. P
Hedges, 75, who recently moved fram Oiton to Amberst and died at 9 :45 pm.
Tuesday Jan 15 , in South Plains Hospitial following a lengty illnesss
are scheduled for $2: 30$ today in the First are scheduled for 2,30 today in the First
Baptist Church at Oiton, with the pastor. Johns Lewis, and Glenn Willson, pastor of
the First Baptist Church at Amherst. the First Baptist Church at Amherst, Interment will be in the Olton
Cemetery with Parsons Funeral Home in charge of arrangement Mrs. Hedges was born in Hood County
and married W. P. Hedges Aug. 23, 1913 Surviving are three daughters, Mrs. ${ }^{4}$ Phillips of Amherst, Mrs. Calvin Garms of San Angelo, four sons. Willis Hedges and Arthur Hedges of Amherst, Willard Hedges of Ropesville and Buddy
Hedges of Sudan; a sister, Mrs. Frank Pamatier of Sommerville, $\mathrm{NJ}.{ }^{23}$
grandchildren: 25 great-grandchildren, and wo great-great grandchildren
Pallieares were SISTA P. MORENO
Services for Mrs. Sista P. Moreno. 60 of Plainview, whe died Thursday, Jan
10. at Central Plains Hand Plainview were conducted Saturday
morning at Primera Iglesia Bautista Mexicana in Plainview
Rev Glen Godsey, pastor, officiated 2

## .CONTEST

recorded for judging
Eight students entered the county
competition competition
Winning second place was Virginia
Daugherty, 16 -year-old junior daughter Daugherty. 16 --year-old junior daughter
of Mr and Mrs I Frank Daugherty
Taking third plee is. Taking third place was John Rodriguez.
17.year-oid junior son of Ms. 17. year-old Junior son of Mrs. Jean
Redriguez of Olton Others from oiton Melanie Cowart, 16, a junior, and Connie
Thomas. 18, a senior. Debbie Green, a 17 -year-old senior
represented Springlake represented Springlake-Earth Schools
while Barbara McBride, 17 -year-oid
senior and Picher senior, and Richard Barton, 17 -year-old
junior. represented Littlefield High Heverian Barrett of Littlefield and Beverly stewart of Fieldton were co
chairmen of the county contest District chairman is Alien Purdy of Litilefield
 salad supper will be scheduled at the
VFW Post in Littlefield

## Choughts <br> When God began creating the heavens and the earth, the heavens and the earth, the earth was at first a shapeless, chaotic mass with the Spirit of God brooding over the dark va- pors. pors. Then God said, "Let appeared. And God was pleased with it, and divided the light from the darkness. So he let it shine for awhile, and then there was awhile, and then there was darkness again. He called the light "daytime," and the darkness "nighttime." the darkness "nighttime." Together they formed the first day. <br> Yamarnis

Plainview in charge of arrangments.
Mrs. Moreno was a native of San
Antonio and went to Plainview in 1954 Antonio and went to Plainniew in 1954
She was a member of Primera Iglesia
Bautista Mexicana Bautista Mexicana
Surviving are her husband. Lorenzo;
six sons. Faustino Moreno of Plainview, Surviving are het husband, Lorenzo;
six sonss Fausito Moreno of Planiview,
Damazio Moreno of Chicago. Lorenzo six sons, Fausino Moreno of Painvew.
Damazio Moreno of Chicago. Lorenzo
Moreno Jr of Dallas, and Reynaldo,
Robert and Ricky Moreno, all of the home: five daughters, Mrs. Alejandra
Garcia and Mrs. Porfirio Ramirez, both
of Plainview. Mrs. Pabio Escovar and of Plainview. Mrs. Pabio Escovar and
Mrs. Jose Moreno, both of Hargili, and
Mrs. Julia Moreno of Oton: five sisters. grandchildren grandchildren and
wo great-grandchilidren. Services for Wiley Nelson, 89, of
Earth who died at South Plains Hospital Earth, who died at South Plains Hospital
in Amherst at $1: 20$ p.m Monday, were
conducted Wednesday afternoon in the First Baptist Church at Earth
Rev. David Hartman. pastor, of Rev, David Hartman, pastor, of
ficiated, and burial was in the Earth
Cemetery with Pasons. Funeral Home in charge of Nelson was a native of Dexter and had
ived in Earth since 1928. He was a lived in Earth since 1928. He was a
retired farmer and caretaker. He
married Nellie Scarbrough in 1918. Surviving are two sons. Fred Nelson of
Leadville. Colo, and Glienn Nesson of
Fayetteville. Ark: two daughters, Mrs Lilian Hamilton of Earth and Mrs.
Toynett Dyer of Taft, Calif: a sister. Mrs. Virgie Hamblin of Fort Worth: a
brother, Bert Nelson of Tucson. Ariz.
seven grandchildren and nine great. grandchildren Services for W. T. Parker. 61. of
Eldorado brother of Mrs Mary Davis of Eldorado, brother of Mrs. Mary Davis of
Littlefield, were conducted Monday
afternoon in the Episcopal Church at afternoon in the Episcopal Church at
Eldorado. Parker 'died early Saturday in
Eldorado. Burial was in the Eldorado Cemetery
with Ratifift-Kerbow Funeral Home in charge of arrangements.
Parker attended Texas Te Surviving are his wife, Mary Jo; two
daughters. Mrs. Ruth Isiead of Cordova. Alaska and Mrs. Mary Shannon of
Austin: a brother. Glenn Parker of Eldorado three, sisters, Mrs. John
Burieson of Clyde. Mrs. A. D. Dorris of Iraan and Mrs. Mary Davis of
tiefield: and two grandchildren.

ALVIN SPENCER
Services for a longtime Littlefield resident, Alvin Spencer, $\theta$, who died at
rest $10: 25 \mathrm{am}$. Tuesday. Jan. 15 . in Medical
Arts Hospital after a brief illiness, are scheduled for 2 pm . today Mhursday
in the Ninth Street Church of Christ Officiating will be Boo Wear, retired
minister Burial will be in Littlefield Memorial
Park with Hammons Funeral Home in charge of arrangements. Spencer was a native of Comanche
County and had lived in Littlefield since 1929 when he came here from Spur. He
owned a used car lot and had formerly owned a miscellaneous shop. Surviving are his wife, Cora; two sons,
Barton Spencer and Travis Spencer both of Littlefield: three daughters Spencer of Red River. N.M. and Ilene
Covington of Littefieid a brother, Jake Spencer of Amarille: two sisters, Annee
Evans and Nettie Schotield, both of Evans and Nettie Schofield, both of
Marysville. Calif:; and 10 grand
children


## CLIPS : Tips

IM REVIVING a column I wrote
way back when 1 first came to Liteader "News
The "Clips and Tips"
title is exactly as nay find some helpful hints once in a

HERE'S A FAVORITE biscuit recipe HERE'S A FAVORITE biscuit recipe
hat was given to me by my sister, Mrs.
Betty Dollar, of Farwell. She calls them Ingel Biscuits fout they taste more like rolis to me.)
Atter she mixes up the dough, she
keeps it in a covered bowl in her refrigerator, and when she needs fresh
bread, he just pinches off enough little bread, she just pinches off enough little
round balls of dough to fill her pan, then round balls of dough to fill her pan, then
puts the rest back in the refrigerator. angel biscuits 5 cups flour
$1 / 4$ cup sugar

## It cup sugar tsp. baking

tsp. baking powder
tsp. soda

## cup shortening

pkg, dry yeast
Tbsp, warm wate
2 cupp buttermilk
Sift together all dy
Sift together all dry ingredients, Cut in
shortening Dissolve yeast in shortening Dissolve yeast in warm
water. Add buttermilk. Mix, knead and store in covered container.
Bake at $375-400$ degrees for 15 minutes, or until done. Makes 3 to 4 dotesen
biscuits, according to how large you like

HERE'S a recipe I acquired from a friend of mine sometime ago. It's called
Chicken Casserole, and is a real rib Chicken Casserole, and is a real
sticker
Chicken casserole
(10 oz.) pkgs. frozen broccoli
cups. sliced cooked ricke

## Tum COMMENTS

LOOKS LIKE THE POT is beginning cumbents are beginning to get some opposition
Bill Ange Biil Angel, (ormer highway patroiman
and rancher, announced candidacy against incumbent G. T
Sides for county judge. Sides for county judge.
This past week, Kathryn Day threw This past week, Kathryn Day threv
her hat in the ring to run against Mary
Beth Willey for county clerk Buddy Beth Willey for county clerk Buddy
Free, commissioner at Earth, drew Free, commissioner at Earth,
Clarence Kelly for an opponen.
From some From solme for an opponent.
Fidications other cumbents may draw opposition in this year's county politics.
I suppose what make
more apppealing is the pay raises the Iore appeaing is the pay raises the
county officials have received within the past year. Many of the citizens feel like
change is needed in some offices. change is needed in some offices.
Wonder what we can run Cornball for Noticed the county dog catcher's job
does not come up for reelection this year.

A TiP of The hat goes to Levelland on landing the new sis million dollar
textile mill from the Japanese bas The plant will be located east Levelland and is supposed to employ about 750 people.
From all indications, the tax structure
Suth Plains College to train employee were some of the main factors in
locating the site.

By Emil macha
2 cans condensed cream 1 cup mayonnaise or salad dressing tsp. Jemon juice
$/ 2$ tsp. lemon juice $1 / 2$ tsp. lemon juice
$1 / 2$ tsp. curry power
$1 / 2$ cup shredded sharp American $1 / 2$ cup soft bread crumbs
1 Tbsp. melted butter Cook broceoli in bolling salted water
until tender. drain. Arrange broccoli in in until tender. drain. Arrange e brocecile in
greased baking dish. Place chicken on greased baking dish. Place chicken on
top. Combine soup. salad dressing lemon juice and curry powder. pour over chicken Sprinkle with cheese.
Combine bread crumbs and but Combine bread crumbs and butter.
Sprinkle over top.
Bake in moderate Bake in moderate oven (350 degrees)
$25-30$ minutes or until thoroughly heated If you desire, trim with pimento strips.
(This adds a touch of color.) TIPS AND TIDBITS: WHEN frying food, turn meat
colander upside down over the frying pan This keeps the fat from splattering
on you aind the stove, and lets the steam escape from the pan.
To COOK the stem of broccoli as
quickly as the flowerets, make quich long X Xike incerests, make a one-
irom the stems
from the botem from the bottom up. They will cook
faster because the heat is allowed to faster because the heat is allowed to
penetrate.
thimble storage
Do you have a time keeping up with
your timble? If so, why not make a your timble? If so, why not make a
handy "find it" spot Gllue or nail a small
cork to the inside of cork to the inside of your sewing drawer
to stick the thimble over. to stick the thimble over. The next time
you want to use your thimble, you wont you want to use your thimble, you won't
have to look under everything on your
sewing table to find it.

It will be good to have this type of mill in the area, and Y m sure some ef meople
from Littiefied can be employed. Bu what bugs me is that these local people
may find it cheaper ber may find it cheaper because of the
energy crisis to move to Levelland inenergy crisis to move to Levelland in
stead of commuting, and Littlefield does
not have a family not have a family to lose.
EVERYONE'S BUSINESS PART NER-Uncle Sam: He's Part stockholder who owns a big slew of
preferred shares. Out of every preferred shares. Out of every $\$ 1$ of
company profit, he gets the first
cut-about 50 cents in taxes. Then company profit, he gets the first
cut-about 50 cents in taxes. Then, to
finance growth, the average finance growth, the average firm keeps
half of the remaining 50 cents for capital. So remuar stockholdenss, like
you, get the 25 cents that's you, get the 25 cents tocknolders, like
you'rea typical investor left. But, if you'rea typical investor, you're in the 40
percent tax bracket. So Uncte percent tax bracket, So Uncle Sam
winds up with 10 cents of your 25 -ent inds up with 10 cents of your 2 -cen
dividend-and you wind up with 15
cents. Out of the original su of profiti, cents. Out ot the eriginal 511 of profiti, ,
cents goes to Washington. "IT Is BETTER to live rich, than die rich." -Samuel Johnson DID YoU KNow that the average
farmer in America is about 59 years and $\mathrm{I}^{\prime} \mathrm{m}$ sure that the average cotton
ginner is older than that Say ginner is older than that. Say you

number one business.

## mormien

PANIC IS ONE OF the mental and emotional experiences which will
disorganize us to the extent of making us disorganize ustore This feeling can
hepless, or worse
ause us to do undesirable and harmful cause us to on undesirable and harmiful
things which would never have oeurred, if we had remained cal group of people "panic". We know about
the disorder, the destruction, the loss, and the general difficulties produced by "group panic", Nothing of value is
accomplished by such lack of group THE ORIGIN OF THE WORD "panic" is both interesting and
significant. Pan was a god of Greek mytholody who was thought to be half man and half goat. He was said to have caused people to feel suden tear by hos
strange appearance, and thus the word "panic" comes from his name The point for us to remember is that
this god was the figment of human imagination. He was not real.
Therefore, the people had no rational, Therefore, the people had no rational,
inteligent basis for their fear. inteligent basis for their fear. "A PANIC IS a sudden desertion of us, and a going over to the
imagination." Bovee.
TODAY. THERE IS sOME "panic", some unreasoning fright. Some people
are doing such things as hoarding are doing such things as hoarding
commodities of variows kinds. they are commodities of various kinds. They are
afraid that there will be shortages which
will affect them of course, if this arril affect them of course if this
will "panicky". behavior becomes
widespread widespread enough; there will be Yes, it does appear that there are
some real shortages; but this in no time
(or "panic" This is the mest de some real shortages; but this is no time
for ""anic This is the most damaging
Tesponse to the present "energy crisis".

## Calmn need. <br> need. "Group Panie" is a thr being. but this is sot which threatens us. "personal. panic possibility against whic defend ourselves. Mosto of us, know this feeling ive how inept and awkwari panic" overcomes us. The however. can be bescet personal ineptness. Weat variety of difnesens. We ways remain calm in the mide remain calm in the mide and difficult problems a paniiess which causes such "astly mistakes, and somete coly Our constant guidelime don't panic". We cannot "A PANIC IS the stam possession." Rivar We must condition realistic and adequate ony coupled with sound vewpoints. Thus, we can ap control which will keep wit upsets "below the panic led OCcasionally. we my, 10 handie what happers is available, and we mus as accept it "Don't Panic There will be instances There will be instances whay is disturbed, when we feel confusion; but we can mid ese are for the monez andle them as part of of ving experience don't panic"

## $\partial_{1}$ Hownv Emis

THE GLOOM SPREADERS are busy trying to break our morale. They come at us from every angle. Anything from
the energy shortage, corruption in high the energy shortage, corruption in high
places, to the solemn prediction that places, to the solemn prediction that
were about to be taken over by the communists.
I suppose I suppose that's one reason I enjoyed
the nonsense dished the nonsense dished out by Dr
Newberry at the football banquet las Newberry at the football banquet las
Saturday nigh Nonsense, pure and
simple though it was, we laughed, and simple though it was, we laughed, and
then we laughed!

IF THERE'S A crying need for America, it's the need for a good laugh
Too long have we listened to the predictors of doom, with long and serious faces, as they seriously tell us
that the world is about to come to an end That t've given us the toecing that we'tre on our last binge, or smoking our last cigarette, before execution!
$I^{\prime} m$ convinced
prognosticators of doom wouldn't be the able to enjoy a beautiful mountain t b by reason of bemoaning the deadwood yyn underioot:
THIS MORNING (Sunday) the day
arrived bright and early, at our place arrived bright and early, at our place
Crisp and cool, though it was, it was clear beeutifulul tay. We enjoyed a good breakfast, in a warm house, and wer soon off to church, to further build and
strengthen our faith strengthen our faith
There we were
handshakes were greeted by warm
friendship. We miniles of genuine friendship. We worshipped of genuine in the
best manner that we knew ind best manner that we knew, and studied a
good portion of His word. We would have
been great been greatly sisrorised We wo waud have
internited interrupted by any outside or an-
tagonistic group. (One of our freedoms, demonstrated) (One of our freedoms,
FOLLOWING WHICH, we lunched at
our favorite eating place, there to be greeted by other friends and acquain-
tances. This all lent itself lances. This all lent itself to a a sense enjoyment and wellibeing. We can only
wish that all others might be able to
share in these thin share in these things.
We're convinced that
$\qquad$ else could we voice our thad. Where


LANMB COUNYTYY LEADERONEW


yadea. warmen




Famous Labels For Now And Season's To Come From Our Regular Stock.... Plus Great Selection Of Outstanding Buys At Give-Away Prices!

\title{

REDUCED 1/3-1/2 AND MORE <br> .LINGERIE <br> DOUBLE KNIT <br> .SHIRTS <br> PANT SUITS DRESSES <br> PANTY HOSE LONG DRESSES <br> PAJAMAS

SENSATIONAL SAVINGS IN EVERY DEPARTMENT SALE STARTS THURSDAY JANUARY 17, 1974 <br> CIFARANCFICUARANGFICIFARANGE ICIEARANGE .JEANS .PANTS .ZIPPERS <br> LADIES-GIRLS-BOYS .COATS .GOWNS .VEST-SHRINKS .BLOUSES .SHOES .PANTS BOYS-MEN'S COATS .KNIT TOPS <br> <br> \section*{.ROBES}
} <br> <br> \section*{.ROBES}
}

SAVE 50\% Sorry, All Sales Final At These Prices!
Sas Main St.




1969 AMX 2 door. v.e.
sod. air. mags. 385.6191

CLEANEST USED CARS
n town. Marcum Olds.


## ${ }^{1}$-1.1965 Dodge, 4 door 1.1 .1968



For Classifieds

## CLASSIFIEDADS <br> 10,014 G <br> Avoled <br> $\$ 90,014$ Grant Awarded For Couns



District Extension Agent
Honored By Fellow Agents



## Observation Water Wells

 Undergo Annual Measurement coordination of existservices and resources.

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## Amherst

 with the MH/MR alcoholism program.
In addition, the program will deal with In addition, the program will deal with
alcoholism prevention, treatment, and control on the community and regional levels so as to obtain maximum use and
coordination of existing available


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CARPET

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 MONUMENTS Memorials
high quality granite. Als
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| FOR SALE 10 acres in the country on pavement. $\$ 4,000$-terms. Contact L. Peyton Reese, 385-3500. TF R |
| MY HOME with small acreage 12 miles north of Littlefield. Doyle Tapley, $262 \cdot 4226$ |

 REDUCTION
SALE



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ANNUAL BANQUET
Littlefield
Chamber Of Commerce And
Agriculture


## "AGRICULTURE, NUMBER ONE"



Texas Commissioner Of Agriculture

## Annual

## Chamber Of Commerce And Agriculture

Banquet
Master of Ceremonies - Kip Cutshall
Director of Littlefield C-C Lions International Dist. 2-T2 Governor
Invocation - W. P. Dennis
Minister, Crescent Park Church of Christ
DINNER
Entertainment - Lee and Pat Behnke Sacred Heart ChurchIntroduction of Guests - Kip Cutshall
PRESENTATION OF AWARDS
Special Award from "We, The Women"-La Voyce Carlisle President
'Farm Family of The Year' by David Jones
1972 Recipient'Woman of The Year' by Janice Sebring1972 Recipient'Citizen of The Year' by Billy Grant1972 Recipient
Outgoing President's Remarks - David Hamblin
Incoming President's Remarks - J. L. Marcum
Introduction of Speaker - Ed Jennings
Speaker - John C. White
Texas Commissioner of Agriculture

Today, at 48, Commissioner White qualifies as one of the youngest of the state's major executive officers, and yet one of its most senior in terms of service.

White's private life, as well as public career, has been entirely within the field of Texas agriculture. He was born on a small tenant farm near Newport in Clay County, and attended rural schools, graduating from Iowa Park High School in 1942

A scholarship helped with educational expenses while working his way through Texas Tech University, where, in 1946, he received a degree in agriculture. He has since done graduate study at Texas A\&M University, and, prior to his A\&M University, and, prior to his
election to state office, was head of the Department of Agriculture at Midwestern University at Wichita Falls.
Commissioner White was 25 years old when he made his first successful race on the Democratic ticket for Texas Commissioner of Agriculture, and has been returned by the voters of Texas in 12 successive elections over a field of 35 Republican and Democratic candidates without the necessity of a run-off in any but his first contest.
minome Whute har Son many chatug
in the character of Texan, its agricultur and related industries, and he has expanded services of his agency from a limited field of regulatory problems into a vital public service department ser ving all Texans-rural and urban.

The Texas Agriculture Products (TAP) program was inaugurated by him as a major marketing effort to promote the state's $\$ 4$ billion agribusiness industry. As a result, Texasgrown food and fiber have become familiar items in Europe, Asia and South America in the past six years.
Other programs improved or made possible by Commissioner White include the Texas Egg Law with its licensing and inspection provisions, the Texas Grain Warehouse Law which has served as a national model, voluntary pesticide residue monitoring and laboratory testing to Texas produce and food products for the protection and benefit of the consumer, the nation's largesi seed testing and certification program and the first environmental services branch of any state department of agriculture.
In addition, White is director of the state's largest consumer protection activity through improvement and expansion of weights and measures inspection and administration of packaging and labeling laws
asprcutture have earned him national
and international recognition. He has served as a presidential advisor in matters involving international trade and agricultural development. In such capacity, he has traveled throughout Europe, including Turkey and
also been to South vietnam as a fact-
finding advisor on rural agricultural programs in that country.

Commissioner White is married to the former Wynelle Watson, and they reside with their children in Austin


JOHN C. WHITE, Commissioner of Agriculture


## Just A Look Back

## Tells How Far We've Come

since those horse and buggy days

## Let's Look Forward ....



Let's dedicate our efforts... together...

# llares 

Littietield's Chamber of was involved in an arm long list of activities this year under the able direction of immediate past president Rev. David Hamblin.
"If the Chamber hadn't done it, who would?'" could sum up an eventful 1973.
The fifth Festivities Days was successful, complete with Chamber of Commerce Weather Industrial promotion was stressed during 73 , and Littlefield Feeders was successfully promoted
Twenty C-CA members formed an active trained industrial team, and three industrial prospects are still in industrial prospects arestill in
the mill. Twelve trips were made to encourage prospects to locate in Littlefield, and numerous contacts were made. An extensive labor survey was completed, and a meeting of the Texas industrial Commission was held in Littlefield to explain training programs available training programs available Plains College and Texas Plains College and Texa
Educational Commission.
A shining highlight of the year came in June when the Governor's Beautification Award was presented in Austin to a delegation from Littlefield.
C-CA Red Coat ambassadors were active at openings of new businesses, assisted with the "We, the Women" sponsored style show and the Miss Lamb County pageant, the annual Beta Sigma Phi project
The first annual community farm sale was sponsored by the Chamber, and the organization sponsored the first award for the first bale of cotton brought to a Littlefield gin. The chamber cosponsored and worked with various agricultural projects, seminars and awards programs.

In cooperation with the city, the Chamber supported and helped promote improvement of facilities at Bull Lake.
Chamber members visited with all South Plains legislative members for closer cooperation and promotions,
and Littlefield was promoted by visiting area Chamber banquets and answering all inquiries relative to Littlefield history, prospects and living conditions. Approximately 5,000 color brochures promoting Littlefield were distributed.

These are a few of some 32 projects for 1973. Rev Hamblin is proud of the support received, making his presidential year successful, and adds that he knows the organization is under able leadership with J. L. Marcum in the lead.

## President Lauds

 Women On
## Year's Work

Outgoing president of "We the Women" Carol Black, said she had great cooperation from all the members in carrying out the many goals set for the organization at the beginning of her term.
Under Mrs. Black's direction, the auxiliary unit of the C-CA conducted a very successful style show with models wearing clothing and fabrics from local shops.
This year's sidewalk Art Show and flea market in conjuntion with Festivities Days drew many entries and a large crowd Plenty of homebaked cookies, cakes and pies, candy and sandwiches served along the sidewalks added a holiday flair to the out door festivities The annual teachers' tea at the beginning of the school year was well attended Through the school year, "We, the Women" members supported the foreign exchange student.
More recently the organization served the dinner for the dignitaries and stockholders at the ground stockholders at the ground breaking for thed feed lot. lefield feed lot.
Mrs. Black feels the organization is in very capable hands under LaVoyce Carlisle's guidance for the coming year.

# TOWARD A BETTER LIFE PROGRESS thru Community Cooperation 

The spirit of cooperation exists in every community but it takes coordinated effort to focus it in the direction of growth and progress. Thats the job of your Chamber of Commerce.... and you as a member.

PROGRESS TAKES 2...
Your Chamber And You!
CHISHOLM FLORAL

## Throughout the Land.

It takes common sense. And caring.
It takes responsibility and
a certain dedication. But if
we pull together, we can


CREDITS
Support Your Decorations by "We, The Sound Women"

V-8 Cocktail Juice- awcom Local Chamber Banquet Chairman-Rad Butane


The moon and beyond. Once a dream. Now, reality. Progress has put the universe in reach ... and given communities like ours prosperity, and hope for a promising tomorrow.


Deposits in your full service bank are used to assist in developing this area...helping people help themselves ...with farming, business, cattle raising, industry, personal, home and automobile financing.

Membership in the Chamber of Commerce \& Agriculture is another avenue where we can work together to build a better Littlefield area.


Security Is Our Name, Helping Is Our Business

Accountants
Price, Calvin
Webb, Alvin C.
Agriculture Equipment Barry Armes Equipment Case Power and Equipment J. B. Equipment Agriculture Services
B\&C Pump
Bawcom Butane
Byers Feed and Seed
Goodpasture, Inc.
Irrigation, Inc.
Littiefield Butane
Littiefield Delinting
Littlefield Farmers Co-op
Littlefield Seed \& Delinting
Nipak, Inc.
R\&W Supply
State Line Irrig.
Tide Products
Yohner's Feed \& Seed
Appliances, T.V. \& Furniture
Cox Furn. \& App'l.
Goodyear
Pat's Record Center
Wallace Home Furn.
Stacy-Mason
T. V. Corner

Lackey App'l
Autemotive
AAA Truck \& Auto Parts
Armes Chevrolet
Bob's Garage
Carlisle-Oldham Ford
Dave's Repair
G\&C Auto Supply
Garland Motor
Garland Motor Co.
Hanlin Auto Parts
Mareum Olds-Cadilla
S\&J Service Parts
Bakery
Weaver Bakery
Barber Shops \& Beauty Shops
Hazel's Beauty Shop
Sedell's Kut Hut Virgie's
Bottling Company
Coca Cola Bottling
CTeaners \& Laundries
Littlefield Cleaners
M\&M Auto. Laundry
Perry's Auto. Laundry
Construction \& Contractors
Jack Fore Ditching
Leon Richardson Blidrs
Smith Construction
David Thompson Contrs.
Credit Bureau
Retail Merchants
Department Stores, Shoe Stores $\&$ Variety Stores
C. R. Anthony

Fair Store
Gibson's Products
H\&M Fabric
Mode-O-Day
Moss Shoe Store
Newton's Ladies Apparel
J. C. Penney

Perry Brothers
Sears
Shop Rite Shoes
Ware's Dept. Store
Electric. Plumbing \& Refrigeration Services Cox Tin \& Plumbing
Harvey Refrigeration
MeClain's Hearing, etc.
Financial
First National Bank
Interstate
Littlefield Fed. Sav. \& Loan
Plainview Prod. Credit
Security State Bank
Florists
Chisholm Floral
Freight
A,T \& SF Railroad Curry Motor Freight
Funeral Services
Hammons Funeral Home Littlefieid Memorial Park

Grecers, Meat Processors \& Distributors
Furrs Super Market
Indep. Bread Distributor
Lamb County Locker
Littlefield Frozen Food
Monroe Food Market
Pay \& Save
Littlefield Super Mkt.
Hardware, Lumber \& Glass
Higginbotham-Bartlett
Nelson's Hardware
Neison's Hardware
Littlefield Glass Work's

## Hospitals

Littlefield Hospital
Medical Arts Hospital
Insurance, Real Estate \& Abstractors
Chisholm Real Estate
Keithley Ins.
Kelly Insurance
Mangum-Hilbun
Reese, Peyton
Rowe Abstract
Wingo Real Estate
Findley's Jewelry
McAnally Jewelry
Pratt's Jewelry
Motels
Crescent Park Motel
News Media
Lamb Co. Publishing Lamb County Leader-News Radio KZZN
Office Supplies \& Printing A\&B Office Supply Connell's
The Print Shop
Pharmacies
Brittain Pharmacy
Prescription Shop
Roden Fiexall Drug
Wright Prescription
Professional
Armistead, Dr. Bill
Dickenson Chiropractic Clinic
Duggan, Arthur, Jr
Hall \& Tollett Att.
Hamblin, Rev. David
Harlan, R. C. - DRS

Head, Howard DVM
Kirby, Ratliff \& Sansom
Perkins, Albert DDS
Wilkinson, Curtis
Wallace, Dr. Craig
Radiator
Fulton Radiator Shop
Restaurants \& Drive-Ins
Crescent House
Curley Top Drive-In
Dairy Mart
Dairy Queen
Tasty Creme Drive-In
Original Tasty Taco
Travel Center
New Tasty Taco
New Tasty Taco
The School Store
The School Store
Service Stations, Oil \& Gas
Distributors \& Tire Dealers
Bennett's Firestone
Grissom Gulf
Jim's Conoco
McCormick's Service
Pierce Oil Co.
Shook Tire Co.
Wilemon Wholesale
Sign Service
Jerry's Sign Shop
Stamp Stores
Gunn Brothers
Upholstery
Gregg's Upholstery
Robison Upholstery
Utilities
General Telephone
Lamb Co. Electric Co.
Pioneer Nat. Gas Southwestern Pub. Ser
Vending Machines
Clint's Vending Service
Water Softeners
Culligan Soft Water
Others
Bishop Pest Control
Knights Rest Home
Photography by Oecia
Rohert's Studio
Pow Wow Shop

Individual Membership List

Ross, Delbert Ross, Delbert
Sebring. Janice Sebring. Janice
Seltle, James Seltle, James
Sides, G T. Sides, G T.
Smith, Fonnie Stansell, ieon Tunnell, Jerry Walthall, Dale Watson. Ernie White George Whicker. Jack Willey, Mary Beth Willey, Mary
Zahn. Benny Zahn. Benny
York, Jack

Brunson. Bobby
Burch, Leon
Carlisle, Joe
Carmickle, Paul Christian, Jack Clark, Van Davidson, Jim
Davis, George
Day, Ken
Ferguson, H. G.
Fowler. A. E.
Fowler, A, E
Gilbert, Joe
Gohlke, Eldon
Grant, Billy T
Hagler, J. D.
Hall, Johnny III Harvey, Chester
Henry, Hubert
Hopping, Sid
Howard, Juanita
Hyatt, Paul
Jennings, J. Edward Johnson, Kenneth
Jones, D, L.
Jones, Paul
Joyner, Don

Kimbrew, MP
Logsdon. Buddy
Marcum. Jim
Martin, Forrest
McCanlies, Edgar
Montgomery, Joe
Owens, Buster
Oyer, Dr. John
Patton, Doyle
Patton, Doyle Bill
Payne
Payne, Bill
Peel, Jack
Peel, Jack
Richards, Robert
Roden, David

Avery, Donald
Beard, Merle
Bell, Roland
Bishop. Adair
Blackwell, James
Blagg. Jim
Boone, Pat, Jr.
Bradley, Bill
Brandt, Ben
Brawley, Tommy

W. M. 'Bill' PAYNE Executive Vice President


Barbara Pruitt
C-C Secretary

WHO ARE ITS MEMBERS? Any firm or individual sharing a common interest in community improvement is rlikible for membership

1. The Main purpose of this division is to assis and promote the development of Agricultural Resources in Littlefield and Lamb County through:
a. Farmer-Merchant Relations
b. Agri-related Industries
c. Water Programs

## ACTIVITIES Vice President - Tom Tollett

1. The main purpose of this division is to carry on activities that will make Littlefield a more desirable place in which to live by sponsoring:
a. Festivities Days
b. Beautification Program
c. Tourism and Recreation Programs
d. Retail Improvement Programs

INDUSTRIAL Vice President - Ken Day, Bert Wallace

1. The purposes of this division are to (1) urge and assist local industry to expand and encourage local (home grown) industry and (2) to assist in locating and encouraging industry to move to the Littlefield area by:
a. Organizing community efforts
b. Maintaining close working relations with BCD and Industrial Foundation
C. Developing attitude of continuity and
We're looking to the future with anticipation
knowing that we are capable of going for
ward with confidence. The fine people of our community are our chief assets. We salute them.
Mangum.Hilbun
Littlefield



ADMINISTRATIVE Vice President - Rad Richardson

1. The purpose of this division is to administer the financial program of the Chamber of Commerce and to develop plans and programs for future activities and over-see those plans and programs approved by the Board of Directors. Specific areas include:
a. Membership
b. Budget and finance
c. By-laws
d. Ambassadors
e. Legislative activities
f. Special Projects

## LaVoyce Carlisle To Lead 'We, The Women'

Incoming president of "We the Women" LaVoyce Carlisle said the distaff side of the Chamber of Commerce and Agriculture plans to work closer with the C-CA this year in all of the Chamber's activities.
The women will be helping the Chamber in all Chamber related activities and working closely in all official capacities.
As the first official project under Mrs. Carlisle's under Mrs. Carlisle's
leadership. "We, the Women" leadership, "We. the Women" decorated for the 1976 banquet and formed the telephone committee in selling tickets to the event.
One of the first projects on tap for the women's organization is the purchase of 100 seedling honey locusts and 100 seedling red cedar trees These trees will be nutured by the Green Thumb crew and set out where needed around the city when they are large enough to transplant.

Usual projects will include sponsoring a style show continued help to the Satellite School for the mentally retarded sponsoring of a foreign exchange student, and
the Sidewalk Art Show and Flea Market in conjunction with Festivities Days
There are presently over 50 members, and Mrs. Carlisle said a membership drive is one of the first projects on her list Questionaires will be sent to members, and past and inactive members will be encouraged to pay their dues and participate again
The group meets each fourth Tuesday at the Reddy Room.
Mrs Carlisle is bookkeeper and girl Friday at CarlisleOldham Ford, Inc, working with her husband Joe. The Carlisles met and married in Dallas and have been back in Littlefield for the past three years But prior to their return, both were longtime Littlefield and Lamb County residents
Mrs. Carlisle attended Littlefield schools and is an L.HS graduate. Joe was reared in the Spade community LaVoyce likes sports, is a member of the First United Methoxist Church and the Alpha Lamba Zeta chapter of Beta Sigma Phi

## WE'RE PUSHING FOR



## LET'S JOIN HANDS



# CHAMBER OF COMMERCE 

THE 1974 OFFICERS AND DIRECTORS EARNESTLY SOLICIT YOUR HELP AND COOPERATION AS THEY WORK TO CARRY OUT AN AGGRESSIVE PROGRAM FOR COMMUNITY PROGRESS.

IN
LIKABLE, LIVABLE LITTLEFIELD


## For A Better Littlefield. . .

 It Takes TWO!

Your Chamber Of Commerce

## First National Bank

IVeW C-LAS Incomin CC-A President J.
L. Mare $m$ has enjoyed promoting the 1973 motto, "Livable, Likable, Littlefield", a d believes that we should con inue thinking and living by his slogan during
1974.

Marcum is also very enthusiastic about the 1974 slogan, ACRICULTURE, and believes ouf new feedlot which is in the prycess of being built at the pres nt time is the start of othe agricultural businesses for this area. The new president believes that agriculture is the key for progress a this time.
The beau ification and clean up campai no will get special emphasis. We need this to sell this own to industrial prospects, ${ }^{\prime}$ Marcum said. Marcum believes that Littlefield, ike many towns of its size, is at a crossroad in relation $\$$ progress and growth and quotes a favorite saying. "who will pull the wagon if ederyone rides?"
He hopes that everyone will pull togethler to make Littiefield a p ogressive, livable town rathe than watching it

FHPSICCIIT
become a shnest town which has been the case with many of our area town. "Let's ALI puil together in 1874," Marcum said.
The new president is counting heavily on the able assistance of the organization's vice presidents.
David Jones is AgriBusiness vice president. The main purpose of this division is to assist and promote the development of agricultural resources in Littlefield and Lamb County through farmerLamb County through farmermerchant relations, agri-
related industries and a vater program.
Tom Tollett is Activities vice president. Under the activities division the C-CA will carry on activities and projects that will make Litthefield a more desirable place tiefield a more desirable place
to live. Some of these include to live. Some of these include
sponsoring Festivitites Days, continuing in the Beautification program, a tourism and recreation program, and retail improvement programs
The Industrial vice presidency is headed by Bert

Benieves 11

Wallace and Ken Day. The purpose of this division is to urge and assist home grown industry and assist in locating and encouraging industry to move to the Littlefield area by organizing community efforts, maintaining close working relations with the Board of City Development and Industrial Foundation, and developing an attitude of continuity and sustained effort in the community
Rad Richardson is the Administrative vice president. The purpose of this division is to administer the financial program of the Chamber and to develop plans and programs for future activities and oversee those plans and programs approved by the board of directors. Specific areas include membership. budget and finance, by-laws, ambassadors, legislative activities and special projects.
Marcum and his wife, Pat, live at 301 E. 20th with sons Larry, 16 and David, 12. Another son, Jim is married and lives with his family at 209 E. 17th

Support Your Local Chamber

## It Keeps the Wheels Of Time Turning

 For a Better Tomorrows:ientific technology and advancement take time. But, when each individual is wo king for the same goal . . . progress is possible. We see it today in our own community. Our own pchievements work for us.

There are many opportunities in many fields of labor. They all boost our economy, make each day a little bit brighter . . . a little bit better. With continued dedication, this year can be prosperous for one and all.

## LILIEIEEU,

J. L. was affiliated with the Chamber in January 1970 and served as a director during 1972-75. He is a member of the First Methodist Church.

J.L. MARCUM President

IT
TAKES
TWO!

## PUT OUR COMMUNTTY IN



By Joining and Supporting Our CHAMBER of COMMERCE
B. W. ARMISTEAD

Optometrist

J. L. MARCUM President


IIt takes hard work, drive and perseverance to push forward. We can do it . . . the proof of it is in our yearly review. Capable men and women like yourselves have been the source of each new accomplishment ... promising an even better year ahead.

## MARCUM OLDS-CADILLAC-PONTIAC-GMC

DAVID JONES
Agriculture VP


RAD RICHARDSON Administrative VP

WHAT IS IT?
A Chamber of Commerce is an action agency designed to meet community needs. It is a voluntary organization of individuals and businesses who band together to advance the commercial, financial, industrial and civic interests of a community. It is a civic clearinghouse, a public relations counselor, a legislative representative at the local, state and national levels of government, an information bureau and a research and promotion medium.


KEN DAY Industrial VP


BERT WALLACE Industrial VP

WHO KUNS IT
The organization is run by a Board of Directors, elected by the Chamber's members. The Board, serving without pay, sets the policies for the Chamber. The administrative head of the Chamber is the manager, who may be known as the Chief Executive officer. Executive Vice President, Executive Director or, in some cases, President. He is paid as is the staff working with him. In some smaller communities, the manager may be a volunteer or part-time employee

## FORWARD!

## through the efforts

of the Chamber of
Commerce and
Individual involvement

We firmly believe in our community and its future To our friends and customers, we reaffirm our ob jective: To help in every way possible to promote local progress and prosperity.
J. L. JONES OIL COMPANY IIM JONES CONOCO

200 Phelps 385-3755



[^0]:    be introduced by David Jones, head of the house of last year's recipient.
    Janice Sebring. the recipient of the 1977 "Woman of The Year" award, will
    present the award to this year's ecipient
    The "Cit The ""itizen of the Year" will be
    honored and recognized by Billy Grant, A special award is to be presented rom "We, The Women" by La Voyce
    Carisise, new president of the Chamber of Commerce organization.
    David Hamblin will present the "Outgoing President's Remarks" and
    will hand the gavel to the incoming
    president, J. Marcum, who will president. J. L. Marcum, who will
    present remarks on the upcoming year's The master of ceremonies, Kip Cut-
    stali will introduce die featured speaker stah will introduce die featured speaker Rad Richardson has served as
    annquet chairman, and decorations are bangue chairman, and docorations are
    beng done members of "We, The Women". The sound system is being provided by Pat's Record Center, and
    he entertainment will be presented by he entertainment will be presented by
    Lee and Pat Behnke of Sacred Heart Church
    Tickets for the banquet are $\$ 5$ each,
    and may be purchased in the CCA office and may be purchased in the C.CA of
    all day today, or at the door tonight. A special section containing more
    details about the banquet may be found details about the banquet may be found
    inside this issue of the Leader-News.

