

# THE BORDEN STAR

VOLUME XVIII

OCTOBER 11, 1989

Serving the Counties of Borden, Dawson, Garza, Howard, Lynn & Scurry

OFFICIAL MEMORANDUM  
STATE OF TEXAS  
OFFICE OF THE GOVERNOR

The oil embargo of the seventies taught this country the dangers of a lifestyle dependent on foreign sources of oil. We survived that period and emerged a wiser people. Since that time, federal, state and local programs have focused on the value of energy in our offices, homes and cars.

We have made great strides not only in conservation measures, but more importantly in the development of alternate sources of energy. The use of sun, wind, municipal wastes and agricultural by-products for energy to power thousands of our homes and businesses is a laudable achievement.

We cannot rest on this achievement, nor can we forget the lessons of the past. A growing dependency on cheap foreign oil threatens to undo our great strides towards self-sufficiency. Domestic production and continued research of alternative sources are vital to our nation's future.

With the spirit of wisdom and stewardship, we must promote the efficient use of all our energy resources, not only for ourselves but for future generations.

The theme for the October, 1989, observance of Energy Awareness Month is "Energy Builds a Better America." This year's observance marks the ninth annual National Energy Awareness campaign.

Therefore, I, William P. Clements, Jr., Governor of Texas, do hereby designate the month of October, 1989, as:

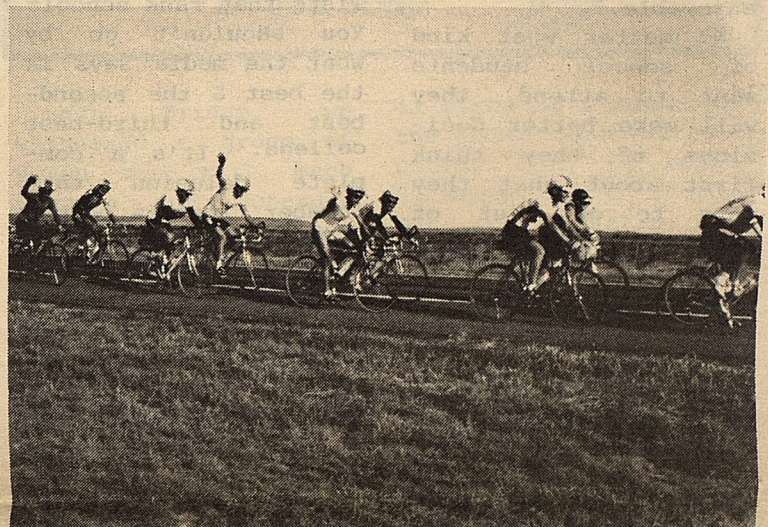
## ENERGY AWARENESS MONTH

in Texas and urge the appropriate recognition thereof.

In official recognition whereof, I hereby affix my signature this

29th day of August 1989.

W. P. Clements, Jr.  
Governor of Texas



PAC TOUR '89 bicycle riders traveling to Snyder from Gail in the early morning. (Staff Photo)

## PAC TOUR '89 STOPS IN GAIL

PAC Tour (Pacific-Atlantic-Cycling Tour) is a 2,650 mile group bicycle ride across the United States from Oceanside, California to Jacksonville, Florida. PAC Tour was started by veteran cross country racers Lon Haldeman and his wife Susan Notorangelo as a fun, energetic, fully serviced way to bicycle across the country in twenty

days. This is the fourth year that PCA Tour has crossed the country. In the history of cross country cycling there have been less than 150 people to make this transcontinental bicycle trip in less than 20 days. The PAC Tour '89 stopped in Gail Tuesday, October 10th to have breakfast on their way to Snyder.

There are twenty men and three women riders whose average age is 42

years old. The oldest rider is 62 and the youngest is 20 years old.

Rider occupations include various doctors, engineers, teachers, businessmen, nurses, auto mechanics and students. Most of them train by cycling over 5,000 miles a year.

Three of these riders have been winners of the Race Across America on ABC's "Wide World of Sports".

Most PCA Tour riders are in bed by 8:00 PM and leave at sunrise the next day. They bicycle an average of 135 miles per day. The longest day is 160 and the shortest day is 75 miles.

Three support vans carry the rider's gear bags, and spare equipment plus feed the riders meals and snacks throughout the day.

## PLANNING FOR COLLEGE

The January deadline for most college applications may seem far away, but it's not too soon for high school seniors and even juniors to begin thinking about the kind of college they'd like to attend. With so many institutions to choose from, finding the best one can seem a formidable task. But experts advise that students who do their "homework" before they apply can find the process to be less confusing and even enjoyable.

No matter what kind of school students want to attend, they will make better decisions if they think first about what they want to get out of college, according to Theodore O'Neill, director of admissions at the university of Chicago. O'Neill suggests that students applying to college should first of all "determine what's important to you about going to college." The answer to that question he says, "will determine the kinds of questions you ask of

guidance counselors and college representatives."

The best school for a student, O'Neill cautions, isn't necessarily the most prestigious one. Students and their families place too much importance on a college's prestige, according to O'Neill.

"People tend to look at images rather than at what a place really is," O'Neill says. "High school students and their parents should be wary of lists than rank schools. You shouldn't go by what the media says is the best & the second-best and third-best college. It's a complete delusion that 'number five' is better than 'number six.' You might be better off at a college that's not on the list of 'Ten Best' but in itself is perfect for you-- perfect for what you need and perfect for who you are."

Generally, it also turns out to be a mistake to pick a school based on a specialized field, especially a technical field, be-

cause the number of students who stay with their first choice of a technical field is quite small.

I'm not saying that everyone should go to a liberal arts college, but I would at least want to go to a place that's good in a variety of things. If not, you take a chance on the rest of your education if you change your mind."

Another mistake that students sometimes make is to choose a school because it is familiar, or because friends from high school attend it, or because they feel it's a place where they won't have to work too hard. O'Neill understands that high school seniors who have studied hard might feel they need a break. They may also think their grades will be higher at a less challenging school, increasing their chances of getting into a medical, law or business school.

But students who look at college as an interlude between the pressures of high school and the hard work of graduate school

Cont. to pg. 4

## JR. HIGH FOOTBALL SEASON OPENS

The Borden County Jr. High Coyotes' football team traveled to Sands last Thursday to play their opening game of the season against the Mustangs. The final score was the Mustangs 14 and the Coyotes 0. The game was a very close game, and the Coyotes failed to score on several occasions after they had moved the ball inside the Mustangs 5 yard line. The Mustang defense and a costly penalty kept the Coyotes out of the endzone.

Brandon Adcock and Joe Acosta provided most of the rushing yardage. Keith Monger caught a pass from running back Brandon Adcock to keep one drive going. Quarterback Cody Cox and center Richard Buchanan blocked for the running

backs so they could run with the ball. Bucky Williams and A.J. Romero filled in at the running back position to give Brandon and Joe some rest.

Seth Vestal, Jim Evans and Keith Monger rotated at ends to carry the plays into the quarterback. These same people played on defense. Lance Clayborn also played on defense. The defense played well and only allowed one long run.

The other team members were giving lots of support on the side line. Kurt Hess is the backup quarterback. Virgil Glaze is a backup center. Chris Myrick, Clint Miller, and Andy Portales are ends. Brandon Trussel is a backup running back.

## Loop Homecoming Meal Prepared For Fans

The Loop Jr-Sr classes is preparing a meal for homecoming on Friday, October 13th.

We will be serving brisket, beans, potato salad, cole slaw, bread, cobbler, and drinks. The price is \$5.00 for adults and \$3.00 for children under 10. We will be serving from 4:30 until 7:00 p.m. in the school cafeteria.

We would like to have the Borden County fans eat with us.

Thank you,  
/s/ Patsy Paynes  
Sponsor



"LET'S GO GET THOSE MUSTANGS", says BRANDON ADCOCK during the Jr. High Pep-Rally last Thursday.



A pencil equipped with an eraser, the first of its kind, was patented by Hyman L. Lipman of Philadelphia in 1858.

**PARENTS CLUB MEETING**  
**THURSDAY OCTOBER 12, 1989**  
**2:30 P.M. IN THE**  
**SCHOOL CONFERENCE ROOM**

The Borden Star  
Publication No. 895520  
(USPS 895-520)

### CO-EDITORS

Verna Adcock  
Clarajane P. Dyess

Published weekly, except for Christmas and New Years, on Wednesday at Gail, Borden County, Texas 79738, Box 137 Kincaid Street Second Class postage paid at Gail, Texas.

Any errors that we make reflecting on the reputation or standing of any firm, corporation or individual that may appear in the columns of the Borden Star will be gladly corrected when called to the attention of the staff.

Subscription Rates:  
\$8.00 per year

Borden Star Owners:  
James McLeroy, Barbara Anderson, Doris Rudd, Pat Porter, Bob Dyess, Edna Miller, Ruth Weathers, Mrs. Nathan Zant, Sonny Tucker, Eddie Simer, Loreen Jones, Martin Parks, Dan Turner, Lela Porter, and Marge Toombs.

### STUDENT LUNCHEES October 16 - 20, 1989

<u>Monday</u>	Barbequed Franks Ranch Style Beans Lettuce Wedge Salad Dressing Fruit Hot Bread Milk	Salad Bar
<u>Tuesday</u>	Summer Sausage English Peas & Carrots Vegetable Salad Jello Hot Bread Milk	Salad Bar
<u>Wednesday</u>	Chicken Nuggets Mashed Potatoes Broccoli with Cheese Sauce Fruit Hot Bread Milk	Salad Bar
<u>Thursday</u>	Pizza Squares Green Beans Buttered Corn Fruit Milk	Salad Bar
<u>Friday</u>	Hamburgers French Fries Lettuce - Tomatoes Pickles Chocolate Cake Milk	Salad Bar

# COYOTE FOOTBALL



## COYOTES EASE BY THE IRA BULLDOGS 18-16

The Borden County Coyotes played the Ira Bulldogs in their last non-district game of the season, and they scored with 30 seconds left in the game to take the lead. The Coyotes' first score came on the last play of the first period as Brian Bond stepped in front of an Ira receiver on the 1 yard line and returned the ball 79 yards for a touchdown. The extra point try failed, but the Coyote defense had held the Bulldogs out of the endzone two times inside the 15 yard line. The first time was a fourth and 5 yards to go on the 14 yard line. The pass play was broken up by Brian Bond. The other defensive stand came on a first down on the Coyote's 5 yard line.

In the second quarter the Coyotes held the Bulldogs on their first possession. After taking over on their own 31 yard line, the Coyotes moved the ball into the endzone on a 9 play drive. The touchdown came on an 8 yard pass to Cole Vestal from Brian Bond. The kick failed and the Coyotes held on for a 12-0 first half lead.

The third quarter turned things around for the Bulldogs. They had a combined total yardage of 214 yards in the quarter, and they scored two touchdowns and kicked

both extra points for a 16-12 lead.

In the fourth quarter the Coyote defense awakened and held the Bulldogs to only 46 total yards. With about 1 minute and 50 seconds remaining in the game, the Coyotes held the Bulldogs and forced them to punt. After a 51 yard Bulldog punt, the Coyotes took over on their own 20 yard line. On the first play, senior fullback Patrick Herridge rambled for 16 yards and a first down. Senior tailback Cody Stone added 9 more yards around the right end. Patrick then ran for 8 yards and another first down. Patrick rushed for 4 more yards, and then Vestal went high then low to make a 10 yard catch. As he went up to catch the ball, he was hit from behind below the knees and the ball bounded out of his hands and up into the air. After landing flat on his back on the ground, Cole reached out and caught the ball before it could touch the ground. The Coyotes still faced a third down and 1 yard needed for a first down on the Bulldogs's 9 yard line. Patrick was called on again and he got that needed yard plus 6 more. The Coyotes next play from the 2 yard line resulted in a 5 yard penalty for illegal procedure. The next play was an incomplete pass in the end zone. On second down, Patrick gained back the 5 yards lost to the penalty. Once again the Coyotes called on Patrick to run behind Lance Telchik (255 lbs.) and Cody Cooley (235 lbs.), and he burst into the end zone for the winning score. He

had 51 yards on the final scoring drive.

The Bulldogs fell on the Coyotes kickoff on their 24 yard line. They had 30 seconds left on the clock. After an incomplete pass, they completed a pass for 16 yards and a first down. They attempted two more passes without success. The senior linebacker Marc Latimer intercepted a pass as the clock ran out.

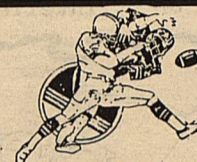
Marc had a very impressive defensive game besides the interception. He had 23, yes that's right, assisted tackles. Cole Vestal also had an outstanding defensive game to go along with his touchdown pass. As a defensive end, Cole had 17 assisted tackles and 4 unassisted tackles. Brian Bond had to move from his linebacker position, because safety Jimmy Rios was injured on the play as he was getting into position to block for Brian. Patrick Herridge blocked a Bulldog that was closing in on Brian and the two fell into Jimmy. Jimmy sustained a knee injury and was unable to play any more. Brian came up with 13 assisted tackles and 5 unassisted tackles to go along with his interception. Middle linebacker Patrick Herridge had 13 assisted and 3 unassisted

tackles. He also had 66 yards rushing on 12 carries. James Lewis had 11 assisted tackles at his end position. Lance Telchik returned from a knee injury to collect 9 tackles as noseguard. Jimmy Rios collected 8 tackles before leaving the game. Cody Cooley had 6 tackles. Jeff Lewis and John Paul Haris had 3 tackles apiece. Cody Stone and Clint

Kemper had a taackle each, but Cody's was a touchdown saving tackle on a kickoff. Senior center James Smith did not have any catches but he provided protection for the quarterback.

The Coyotes will open district play Friday at Loop at 7:30.

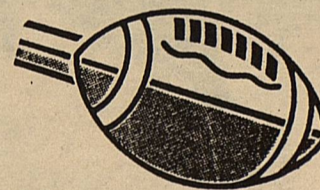
## COACHES CORNER /S/ JOE BOND



Last Friday, we witnessed a group of young men with much courage and determination. The Coyotes went into the fourth quarter trailing 16-12. Their leading rusher and tackler, Jimmy Rios was on the bench. Center James Smith and Jimmy's backup, John Paul Harris, were nursing a sore ankle and knee. The hard hitting by both teams has everyone hurting, but the defense was called upon to hold the Bulldogs, and they did. Then the offense, that had only managed

43 yards of offense in the third quarter, was called upon to march 60 yards for a score. Nine plays later the dream finish was almost complete. The defense then did their job again. The total yardage strongly favored, but the Coyotes' defense was very tough inside their 20 yard line. Each team had 6 penetrations. The Bulldogs only advanced 2 of those into the end zone. We have much to be proud of, Coyote fans. We truly have some winners. Keep up the good work Coyotes.

GO COYOTES GO !!!



Your Team's Counting on You ... Buckle Up.



Senior Coyote, JAMES SMITH ready to get a Bulldog, Friday during the Pep-Rally.



COYOTE CHEERLEADER BAND and sponsor Coach Bill May performing during the Pep-Rally with their Number 1 hit "When Ira Went Down To Borden".

## Planning for College

Cont. from pg. 2

or a first job sell themselves short, he says. "Once they've recovered from the rigors of high school, the thoughtful students will be disappointed by less than a serious education and the others may have a good time but never know what they've missed. They'll never know that it's great to be eighteen years old and to be really challenged in an intellectual

way."

Another way students sell themselves short is to overemphasize the importance of SAT and achievement scores to admissions officers. "Students believe too much in the power of scores," O'Neill says. Students and their parents often misinterpret a school's published median scores as its minimum requirement and become disheartened. Instead he

says, "they should think primarily about the course they're taking, the courses they're registering for and the way they're performing in their courses. That tends to be the most important consideration for us most of the time. Scores very rarely are the determining factor. They usually corroborate the other information we get, and if the scores are way out of line with that information we try to understand why.

After a student has compiled a list of schools he or she is sincerely interested in attending, it's a good idea to arrange to visit each campus to observe classes, talk with current students and meet with a member of the admissions staff. If it's not possible for the student to go to the

Cont. to pg. 7

# BORDEN COUNTY TURKEY SHOOT

BY

4-H SHOOTING SPORTS

SATURDAY - OCTOBER 21  
STARTING TIME 9:00 AM

LOCATION: NORTH OF THE BORDEN  
COUNTY SCHOOL.  
GAIL, TEXAS

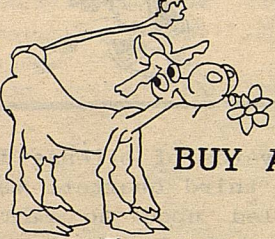
PRIZES: \$CASH\$CASH\$CASH\$CASH\$

ENTREE FEE: \$3 & \$4

LUNCH AVAILABLE AT THE RANGE

PERSON TO CONTACT: DELORES  
915/856-4330

## "COW PADDY BINGO"



Sponsored by: 7th Grade

BUY A SQUARE FOR \$2.00

WIN \$100.00

Chances on sale now and will be sold at the Circus Carnival Saturday night Oct. 28, 1989. The Cow will be turned out on the Rodeo Arena at 9:30 p.m. and the winner will be announced by 11:00 p.m. HOPEFULLY!! Buy a chance and help support the Seventh Grade.



Coach Bill May performing with the COYOTE CHEER-LEADER BAND, Friday during the Pep-Rally before the defeat of the Ira Bulldogs.

### October 1989

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5 Jr. High Football-Sands There - 6:00	6 H.S. Football-Ira Here-7:30	7
8	9 THANKSGIVING DAY	10 Band Marching Festival	11 Parents Club Teacher's Luncheon	12 Jr. High Football-Loop Here - 6:00	13 H.S. Football-Loop There-7:30 End 1st Six Weeks	14
15 SCHOOL BOARD MEETING-6:00	16	17 Texas Tech Band Contest (Marching)	18	19 Jr. High Football-Klondike There - 6:00	20 H.S. Football-Klondike Here-7:30	21
22	23	24	25	26 Jr. High Football-Dawson There-6:00	27 H.S. Football-Dawson Here-7:30	28
29	30	31	SEPTEMBER 1989 S M T W T F S 1 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30		NOVEMBER 1989 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	



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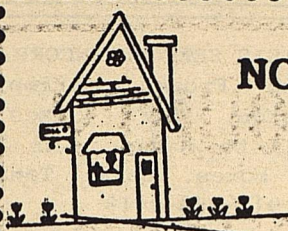
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Lamesa, Texas





## NOTES FROM HOME

By Debra Pollard

Home Demonstration/CEA

### Turkeys, Other Meats Best Buy Of Month

Food shoppers will find best October buys at meat counters.

Poultry will lead the way, since shorter beef supplies mean that beef prices will begin to rise.

Turkeys will be on sale throughout October, since food retailers have received their Thanksgiving supplies.

Private label turkey hens will be priced from 79 to 89 cents a pound, while toms and popular name brand birds will be slightly higher.

Whole chicken will be on sale at 45 to 49 cents per pound, and other cuts will be correspondingly priced with the thigh-leg cut falling back in the 29-cents range.

Pork prices also will be coming down with across-the-board reductions. Getting ad attention will be pork roasts, chops and sausage.

Look for seafood specials on shrimp, red snapper, salmon,

oreo dory and ocean perch. Oysters will be a late-month feature.

Specials on coffee should continue, since growing nations have not yet agreed on production quotas and supplies remain plentiful.

October food ads also will relate to cooler weather as canned soups, chili, corned beef hash, oatmeal and other breakfast cereals and hot chocolate are featured.

In produce ads, apples will be a major attention getter along with pumpkins.

The 1989 apple crop is larger than last year's and will approach the all-time record set in 1987. Availability of pumpkins also will be much better than last year, since weather was excellent in the growing regions.

For those buying a jack-o'-lantern-to-be early, it should be stored in a cool, dry

spot until carving begins.

October also is the beginning of early orange and grapefruit marketings, with supplies mostly adequate.

Halloween costumes, candies and party supplies are being merchandised since the first week of October. German-origin products such as cheeses, wines and beers also will be featured as some food retailers observe Oktoberfest.

### EMS MEMORIALS

IN MEMORY OF:

OPAL SMITH

Kent & Ollie Holmes  
O.D. & Lois Jackson  
Bill & Sadie Ludecke  
Lonnie, Kay & Kim Doyle  
Snooks Ogden  
Danny & Judy Hagins  
Jim & Joyce Smith

RAYOLEAN THOMPSON

Kent & Ollie Holmes  
Sid Miller Family

We of the Borden County Emergency Medical Service would like to express to you our appreciation of your generous contributions. Your donations will be used to better equip the ambulance so as to better serve you and all of Borden County if and whenever needed. Once Again, our organization is operated on a

volunteer basis and therefore depends on your support. THANK YOU!

### -LETTER-

Dear Editor:

I am a lover of history and I have a somewhat unusual hobby. I collect old tokens used by stores, barber shops, pool halls, bakeries, saloons, forts, and other businesses years ago. The tokens were "good for" 5¢, 10¢, 12½¢ or such in trade or merchandise or "good for" a loaf of bread, one drink, one shave, one ride or whatever. They were usually made of metal, and while having the general appearance of a coin, they were made in all shapes and sizes.

I am hoping that if you have a "Letter to the Editor" section or such in your paper that you might mention my search. I know that this request is relatively unimportant,

but as our elderly pass away and the younger members of the family inherit their possessions, tokens and other items are considered junk and thrown out. I do get a great deal of enjoyment from my hobby and I do believe that these concrete reminders of our great heritage are worth preserving.

I have reason to believe that some of these tokens were used in your area and I would be most interested in obtaining some of them for my collection.

I would like to hear from anyone having one or more of these tokens or from anyone that might be able to help me. Any help that you can give me of any kind is greatly appreciated. My address is Travis Roberts, Box 1168, Bellaire, Texas 77402.

Travis Roberts



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Big Spring, Texas

Member F.D.I.C.

1411 Gregg

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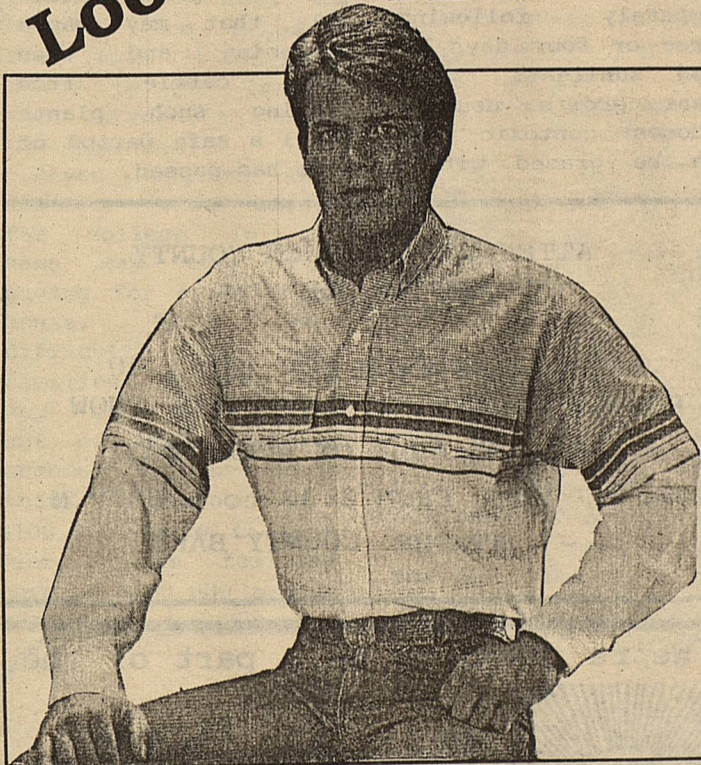
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New  
Look!

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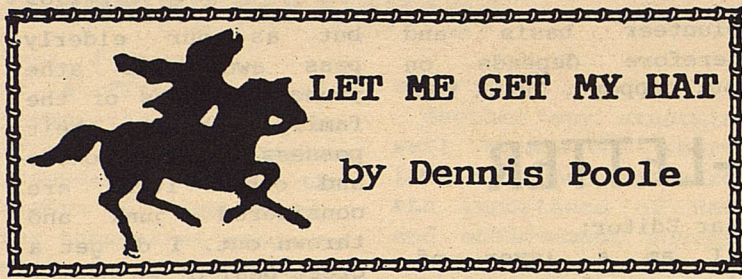


-H-

Western Wear

College Heights Shopping Center





## Frost Can Cause Prussic Acid Poisoning

Now that fall is officially at hand, more frost will be hitting Borden County before long. This could lead to prussic acid poisoning in livestock if the county ever receives enough moisture to produce certain pasture grasses and forage.

While many plants contain the toxic material that causes poisoning, the greatest culprits are Johnson and Sudan grasses and sorghum or hybrids of these that cause the highest mortality if livestock graze them after a heavy frost.

"The most dangerous time for the grazing of these plants is following frost when the plant material begins to wilt."

Livestock should not be allowed access to the wilted material until it has dried completely following three or four days of good sunlight. New plant growth usually becomes nontoxic and can be grazed within

10 days to two weeks following a rain.

Prussic acid poison acts rapidly and can kill animals within minutes. In most acute cases, animals become affected within 10 to 15 minutes after eating toxic material and can die in two to three minutes.

Symptoms can include a brief period of stimulation followed by depression and paralysis. Signs of colic may be present. Stupor (loss of sensibility), difficult breathing and frequent convulsions may result. Death is caused by suffocation since oxygen remains in the blood and is not exchanged to the tissues.

The key to prevent prussic acid poisoning in livestock is to be aware of plant materials that may cause poisoning and then keep cattle from grazing such plants until a safe period of time has passed.

## BORDEN COUNTY JUNIOR LIVESTOCK ASSOCIATION, INC.

Meeting of Officers and Directors  
September 26, 1989

The Borden County Jr. Livestock Association, Inc. Officers and Directors met on September 26, 1989 at 6:00 p.m.

Those present were: Ben Miller, Danny Stone, Mike Herring, Scott Clayton, John Anderson, D.M. Parks, Buddy Wallace, Jerry Stone, Monte Smith, Dennis Poole and Kenny Hensley. Visitors were Gary Jones and Van York.

### Minutes:

Minutes of the August 30, 1989 meeting were read. John Anderson moved to approve the minutes as read. Monte Smith seconded the motion. Motion carried.

### Election of Officers:

President: Kenny Hensley-A motion was made by Scott Clayton to re-elect Kenny Hensley by acclamation. Motion was seconded by John Anderson. Motion carried.

Vice President: Ben Miller was elected Vice President by a vote of 6 to 3.

Secretary: Scott Clayton-A motion was made by D.M. Parks to elect Scott Clayton by acclamation. John Anderson seconded the motion. Motion carried.

Treasurer: Jerry Stone-A motion was made by John Anderson to re-elect Jerry Stone by acclamation. Motion was seconded by D.M. Parks. Motion carried.

### General Business

President Hensley clarified the question asked at the General Meeting on September 14, 1989 concerning stock show expenditures. The \$1150.00 referred to was the total money spent for area stock shows, not just Garza County.

The proposed loading area on the north end of the county barn was discussed. It was suggested that the area be made 40 feet wide instead of 20 feet wide. No action was taken.

Next meeting will be October 4, 1989 at 7:30 P.M. Meeting was adjourned.

## CLASSIFIED

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Fresh Frozen shrimp,  
Stanton, Tex. Sizes;  
Small to Jumbo, 1 or 2  
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commercials.

Extra's needed with  
or without experience.  
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## OUR ADVERTISERS

NEED YOUR  
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ATTENTION: BORDEN COUNTY  
LAMB EXHIBITORS

LAMB VALIDATION FOR THE 1990  
BORDEN COUNTY JR. LIVESTOCK SHOW

WILL BE HELD ON WEDNESDAY,  
NOV. 1, 1989 FROM 3:30 to 6:00 P.M.  
AT THE COUNTY BARN.



SEEDS  
FROM  
THE  
SOWER®

Michael A. Guido  
Metter, Georgia

A little girl was on her knees  
scowling at a bulldog. Her  
mother asked, "Why are you  
making faces at him?"

"Because," she answered,  
"he started it. I'm just getting

even with him."

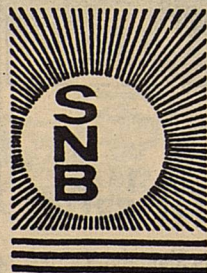
Has anyone wronged you?  
Don't prey on him; pray for him.  
Don't strike back; love back.  
You're below him if you're not  
above his wrong.

The Living Bible says, "Never

avenge yourselves. Leave that to  
God. Feed your enemy if he is  
hungry. If he is thirsty give him  
something to drink. Don't let evil  
get the upper hand, but conquer  
evil by doing good."

Remember, if you throw mud  
at those who have splattered  
you, you'll lose ground.

We're proud to be a part of the area since 1905.



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*We take Snyder to Heart!*

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## WESTERN SEED & DELINTING Certified Cotton Seed

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Delinting	Coker 3131, S110, 500	Planting
	Terra 383, SR-10, SR-482	Seed
	SP-21, SP-215, CAMD-E, CAB-CS	

Hay Grazer Grain Sorghum Wheat

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RESIDENCE PHONE  
(806) 872-5271

## Planning for College

Cont. from pg. 4

campus, many schools will arrange for the student to be interviewed by one of its graduates who live nearby. Some schools also have videotapes of their campuses which are available to applicants or their high schools.

When the student arrives on campus for a visit, O'Neill says the most important questions to ask are those based on a student's own particular interests.

Applicants frequently ask about class size, but the usual answers about student-faculty ratio aren't very revealing. Instead, he suggests, "visiting classes tells you more about class size and the interaction between students and faculty members than anything we can say. If a campus visit isn't possible, the student might want to ask about the size of any required classes and who teaches them."

O'Neill says students should also recognize that they're not looking for just a school but also a community where they will live, and so should think about whether a school's environment suits them.

"You'll also want to know something about the life of a college student at the school and, if the official publications don't tell enough, you might want to look at an issue of the school newspaper to see what the students write about, see what they complain about, see what activities are announced in the calendar.

"We always tell people just to wander, to break away from the official tour and to sit in a coffee shop on campus and listen to the conversations going on around them. What are the students talking about? How do they talk? What kinds of books are they carrying? You don't

have to be forceful or pushy to do that, you just have to be observant."

Finally, O'Neill advises parents to try to help their children without pressuring them. "The parents who seem to do the best in the process are the ones who show only enthusiasm and no anxiety."

Students generally appreciate their parents' interest in where they go to college. But if their parents seem too anxious that they make the "right choice"—usually a narrow range of schools or even just one school that the parents have all their hopes on—"that anxiety is sure to be transferred to the student and makes the search for a college battleground rather than a pleasant experience."

While students try to decide which college fills the bill, parents must decide how to pay the bills. This year, tuition, room and board at some of the nation's top private universities will exceed \$20,000.

"I don't know what gets people over the shock, because \$20,000 must be staggering," says O'Neill. "But if we can talk to these families early enough, we can tell them that \$20,000 won't necessarily be the actual price to them. It's the cost of the education, but not always the price."

What O'Neill means is that while it may cost a university \$20,000 to house and educate a student for one year, at many good colleges fewer than half the families pay that much. Many of the country's competitive colleges—have a "need-blind" admissions policy, which means that admissions committees don't consider a family's financial status when deciding whether or not to admit a student. At

these schools, families are asked to pay only what they can reasonably be expected to contribute.

Unfortunately, since many families don't realize that universities and colleges are eager to help them find ways to pay for college, they often overlook the schools that might provide the best education for their children.

"The most important thing is not to rule out a place because you think it costs too much," advises Alicia Reyes, director of financial aid at the University of Chicago. "Even worse is when people with lower incomes—and particularly minority families with lower incomes—immediately think they can't afford college and don't apply at all. Financial aid is available, and the family with a low or modest income usually won't have to pay the full price. Sometimes families with surprisingly high incomes demonstrate need—because, say, of the number of their children—and qualify for financial aid."

Many schools' financial aid packages include a scholarship, a loan and the expectation that the student earn a certain amount of money towards his or her expenses each year.

Freshman who receive federal assistance, including loans and grants, are required by the government to contribute either \$700 or 70% of their annual income (whichever is more) towards their educational expenses. Colleges can usually help students to find jobs, which can range from assisting a professor with research to working in a laboratory or at the campus library or in a campus office. Many students also find jobs on their own as tutors, secretaries, babysitters, and waiters and waitresses.

"We encourage stu-

dents to work," Reyes says, "though full-time students shouldn't work more than 20 hours a week or it can become more important than studying.

"Work is important for the students' social as well as career development. It's not just a way to make money for pizza, but a way to develop career opportunities, because by working students meet people they wouldn't ordinarily meet." These people often become the students' mentors and unofficial advisers and can be good references for post-college jobs or graduate school.

While the best way to afford a child's college education is to start saving for it by the time the child is ten years old, Reyes says families who have gotten a late start should not have to take extreme measures to send a child to college. And they shouldn't worry that the money they've put into a house will automatically disqualify them from aid programs. Financial aid officers weigh a family's income much more heavily than its assets when deciding how much it will be asked to pay towards the student's fees, she explains.

Reyes suggests that families view paying for college in the same way they view paying for a car or a house. "It's very difficult for most families to pay for any big-ticket item out of their current income. No one would think of paying for a \$100,000 house in four years. Even families earning \$100,000 proba-

bly wouldn't pay for a house in four years."

Since the competition for good students is fierce, many institutions offer merit-based scholarships to attract them. The University of Chicago for instance, awards four-year College Honor Scholarships (from \$1,000 to full tuition) to outstanding applicants based on their academic records and extracurricular activities (such as debate, drama, volunteer activities or sports).

Reyes points out that there are also a number of independent sources students should explore. Many companies offer scholarship aid to children of employees, community service organizations such as the Elks and Rotary offer scholarships, and with "a bit of leg work" students and their families can discover scholarships awarded for scholastic or athletic ability or on the basis of ethnic background.

High school and local public libraries are usually good sources of information about these scholarships. Reyes counsels against using scholarship search services which charge a fee, since the information those groups find is usually available elsewhere free of charge.

To help students and their families find their way through the maze of loans and scholarships, the College Board has published a book, How to Pay For Your Children's College Education available from College Board Publications, Box 886, New York, NY 10101.

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1A. TITLE OF PUBLICATION <b>The Borden Star</b>		1B. PUBLICATION NO. 8 9 5 5 2 0		2. DATE OF FILING 10-1-89																				
3. FREQUENCY OF ISSUE Weekly except for Christmas & New Year		3A. NO. OF ISSUES PUBLISHED ANNUALLY 50	3B. ANNUAL SUBSCRIPTION PRICE \$8.00																					
4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP+4 Code) (Not printers) <b>The Borden Star, Box 137, Gail, Texas 79738</b>																								
5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OF GENERAL BUSINESS OFFICES OF THE PUBLISHER (Not printer) <b>Clarajane Dyess, Editor - Borden Star, Box 137, Gail, Texas 79738</b>																								
6. FULL NAMES AND COMPLETE MAILING ADDRESS OF PUBLISHER, EDITOR, AND MANAGING EDITOR (This item MUST NOT be blank)																								
PUBLISHER (Name and Complete Mailing Address) <b>The Borden Star, P. O. Box 137, Gail, Texas 79738</b>																								
EDITOR (Name and Complete Mailing Address) <b>Mrs. Clarajane Dyess, Route 1, Box 141, O'Donnell, Texas 79351</b>																								
MANAGING EDITOR (Name and Complete Mailing Address) <b>Mrs. Verna Adcock, P. O. Box 324, Gail, Texas 79738</b>																								
7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed.)																								
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PS Form 3526, Dec. 1985

(See instruction on reverse)

## O'DONNELL CLINIC TO REOPEN

The O'Donnell Clinic will be open on Wednesday October 11th, from 9:00 a.m. to 4:00 p.m. and will be open every Wednesday.

The Clinic was closed three years ago and moved to Lamesa. Since then Dale Read, with Josie Alvarado and Gloria Valdez, registered nurses working for St. Mary's Hospital have been working to re-open the Clinic. The nurses have been coming to O'Donnell weekly taking blood pressure, testing for Diabetes and other illnesses.

The Clinic will be under the direction of

Dr. Nathaniel Dubberly of South Plains Rural Health Service, Dr. Banerjee of Tahoka and Teresa Wood of South Plains Rural Health.

Appointments can be made by calling 428-

3490. You are asked to bring your medicines and if possible a brief medical history from your doctor.

The Clinic will be located next to the Tax Office on 5th Street.

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Tom Landry enjoys a moment of levity, despite the 103 degree heat, during the filming of an ATPE television PSA.

## ATPE "Kicks Off" Celebrity Public Service Campaign

The Association of Texas Professional Educators is pleased to announce the kick off of a television public service announcement campaign featuring Tom Landry, Earl Campbell, Darrell Royal and Texas Elementary Teacher of the Year, Barbara Walker. The PSAs are directed at two target groups: students and parents. They address the problem of lack of parental support in the education process and combat Texas' dropout rate of 33 percent.

The focuses of the PSAs were chosen after an informal poll of ATPE's 50,000 members. Texas teachers felt that the biggest problems they face in the classroom today are dropouts and lack of parental support.

The script and concepts were cre-

ated by ATPE's Public Relations Department. The PSAs were produced by Texas Pacific Video under the supervision of Director Layton Blaylock.

The four celebrities generously donated their time and talent to the PSAs. Austin-area school children are the students in the PSAs.

The PSAs have been sent to 77 Texas television stations and are scheduled to begin airing this week.

ATPE, the largest independent, nonunion educators' association in the state and nation, has a statewide membership of 50,200, which consists of mostly classroom teachers but also includes administrators, paraprofessionals, retired educators, education students and public members.

To all customers of Southwestern Bell Telephone Company:

## Public Notice

On October 2, 1989 Southwestern Bell Telephone Company (SWB) filed with the Public Utility Commission of Texas an application for a new service called Signature Listings. Signature Listings will provide customers the option of having their white page telephone directory listing in bold or script print. Signature Listings will be available for residence customers only.

The proposed effective date for this service is November 13, 1989. The monthly recurring charge for this service will be \$3.00. SWB anticipates that the revenues for the first year Signature Listings is available will be \$657,644.

Directory listings for customers electing not to subscribe to this optional service will continue to be provided in the presently used non-distinctive type style at no charge.

Persons who wish to comment on this application should notify the commission by November 3, 1989. Requests for further information should be mailed to the Public Utility Commission of Texas, 7800 Shoal Creek Boulevard, Suite 400N, Austin, Texas 78757, or you may call the Public Utility Commission Public Information Office at (512) 458-0223 or (512) 458-0227, or (512) 458-0221 teletypewriter for the deaf.



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