

## The County Of Caring Peop

## People Key To Allsups Success

 168 stores.". he he added with a chuckle. "Anyone who gets negative on
$\begin{aligned} & \text { peoppe wont. } \\ & \text { grow with } \\ & \text { You really have to be optimistic business. }\end{aligned}$ and you
 Alssup said. "I we decided that people
are no good, we'd have to get out of the
business."

## As chief executive officer of a major chain, Loonne Allsup looks back nostal- gically to the time not so long ago when

 e was waiting on customers "One of the parts $I$ enjoy most aboutthe grocery or orveninnece store busi
ness is meeting the customers, taking
care of te care, of the customers. I really enjoy
that," he said Ir reall enjoy that.Now
I don't get enoug contact with the customers: it's all employee contact
now."
II always enjoyed the customers and
the customer was No. 1. Thatrs
business, thats
 She fondy recalls their Roswell
sustomers when they were starting out. Whey were really receptariving out.
"hat we were tring to do $A$ Io of
peoople were very help In addition to what she describes as
Lonnie's vision,", she attributes the chain's success to Allsup employees store. act, iso in Ropened their second
borrowed $\begin{aligned} & \text { with money } \\ & \text { from an employee. }\end{aligned}$ "We've been lucky to get good
people and to keep them., Barbara
Allsup said, pointing out that some the current employeess of Allsep of's
Convenience Stores Inc., started
 They're very loyal, it's almost like
family relationship." she added.
The Allsups began putting their
present chain of
hortly after selling stores together stores the southland Corp. in 1963 .
At that time the couple owned eight
stores in Roswell, two in Puwid stores in Roswell. two in Ruidoso and
two in Alamogordo.
These dozen convenience stores had
been built up sinnce 9955 when 1 onniie
Alsup opened Lonnie's Drive-In Gro. been built up since 1956 when Lonnie
Allsup opened Lonnies's Drive-ln Groo
cery after his discharge from the Air
Force.
-

trying to co stille our ourid in path souphanwork,
he called me out with Southland, and he called me out with Southland, and he he
called me from Covis and told me he'd
bought three stores.". Barbara said. ./. could have killed him I never had had a
day off."
Rebuilding the chain went rapilly.
"Then
-10 -1


家
s"The first time that a fellow came in
here and asked me why didn't 1 puta set
of pumps out in front of
Ifs easy yo underserated.Allsup's Convenience Shy, too. Inc
sells more than two million gallonsgasone a month, he estimated.

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## coming nest



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The Lockney Beacon He Lockney beacon usp 31 blushed each Sunday and Thurdury.bin




## Car And

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## Kay Reay Wins At

## District Tournament




 Jr. High Tennis Tournament

## Jr. High Tennis Tournament

 Scheduled
#### Abstract




Jr. High Netters Compete With Hale Center
Monday, April 14 , the Cockney Jr
High Tennis Team, under the direction High Tennis Team, under the direction Jr. Cormick, Julie Collins and Angie Gaskdual meet with Hale Center at Hale
Center, $\begin{array}{ll}\text { Center. } \\ \text { Those participating in the duel were; } & \begin{array}{l}\text { Jr. Horns nest duel is with Plaiaview } \\ \text { here on Thursday 17, beginning at 4:00 }\end{array} \\ \text { Jason Hill, Earl Broseh, Carlos Molinar, } \\ \text { ppm. }\end{array}$ Keith Owens, Suss Finer, Stephanie
Byte, Katy
 Carthel 8, Perales 2
$\underset{\text { Says: LAKERS } 27}{ }$ Sanchez 22, Castro 3, Torres 2 ${ }_{2}$ Sutterfield 19, Ford 8, Teeter 8, Cortes
Hawks 20,
Jackson 8, Koonsman 6, Race 4,
Stalling s 2, Stalling 2,
NuGGETS 18
Brotherton 6 ,
$\qquad$ 6. Race 4,



In Tuesday, April 15 play
GIRLS: ROCKETS 24
Perez 15, Cartel 9
QUEENS 8
ANGELS 26
Bybee 8, So
Mathis 2
2
KITTENS 8
Guerrero 6, Ford 2
BOYS: HAWKS 22
Jackson 16, Stallings 2, Reed 2, Race 2
LAKER Sanches 12, Torres 12, Gant
NUGGENTS 25
Mathis 17, Brotherton 6, Herrera
BULLETS 22
BuLLet
Torres 14, Frizzell 4, Means 4.
Beginner Takes To Water
Unlversty Dally Sports Editor
$\begin{gathered}\text { With the kind of Tech weather we have } \\ \text { been experiencing lately, it would take a }\end{gathered}$
$\begin{aligned} & \text { been experiencing lately, it would take ave. } \\ & \text { real land-lover not to want to drench } \\ & \text { himself inthe }\end{aligned}$
$\begin{aligned} & \text { himself into a cool, refreshing pool } \\ & \text { Give me the water, anyway. } \\ & \text { But there was a time }\end{aligned}$
$\begin{aligned} & \text { you couldn't have paid ide to get into a } \\ & \text { pool - }\end{aligned}$
$\begin{aligned} & \text { you could have paid me to ger into } \\ & \text { poor - precisely, at the ae of six, on } \\ & \text { early Saturday mornings during spin }\end{aligned}$
$\begin{aligned} & \text { my idea of learning how to swim. } \\ & \text { And dunking my heed into the water } \\ & 50 \text { times came nowhere near mex }\end{aligned}$

$\qquad$

It's easy to see where many of our priorities are.


The children of today are looking to us for
ways they can prepare for their own style of ways they can prepare for their own style of
life... families...and job opportunities. It's true, electricity will play a big role toward It's true, electricity will play a big role toward
helping expand the job market to include the ese adults of tomorrow. The modern use of electricity has contributed
to a better educational system to prepare to a better educational system to prepare our $\begin{array}{ll}\text { these adults of tomorrow. } & \text { conventional fuel.... natural gas. } \\ \text { Now . Sorn use of electricity has contributed } \\ \text { Now }\end{array}$ $\begin{array}{ll}\mathrm{g} \text { people for the new experiences } \\ \text { yet to come. } & \begin{array}{l}\text { Yes, coal l plants will help stabilize fuel costs } \\ \text { while providing a long.term, reliable, energy }\end{array} \\ \text { Almost } 10 \text { years ago, the folks at } & \begin{array}{l}\text { source to provide electricity. }\end{array}\end{array}$ e to It's good to be able to tell someone
what they can depend

Southwestern Public Service wanted to make sure there was enough electricity to keep
today's wage earner working. They decided today's wage earner working. They decided
that the fuel used in their power plants that the fuel used in their power plants should be coal because, coal would be more conventional fuel . . . natural gas. can depend on.


תIMMY BARNES, SHERRY SANDERS
Sanders-Barnes To Wed


## Bybee-Whitley Set May Vows

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| m. | Unitatemethoist Chur |

## Mrs. Smith Hostess For Circle



Tops Plans Salad Supper


| Due To The Inconvenience |
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##  <br> Social Events

Homecoming 1980

## Exes Request

 Address Help Hitginbothan, pressident of the Exes Ascocintion. Plans
are well under way for this to be an enjoyable time for all are well under way ort $\begin{aligned} & \text { with most of the actities planned for Saturday. The } \\ & \text { football game is with olton. }\end{aligned}$
A representative of each graduating class is currently
working on updating the address list for his or her class. If you know of new addresses, people interested in attending
who may not te on the list, or have any suggestions. call
one of the Eves tofliers who may not be on the list, or have any suggestions, call
one of the Exxe 'ofticers. i..... Alton Higginbotham,
president; John Dunlap, Ist Vice President; Brith Gregory, 2nd Vice president: $J$
Harrison, Treasurer.
As you see Floydada Exes, spread the word, send
newspaper clippings, or write a note telling the date as the newspaper cippings, or write a note eeling the date as the
leters will not be ooing out until the last of tugus.t. Let
people know now so that they can make their vacation
plaps ns for September 26 and 27.
The following is a list of the address committee
representatives of each class or orour oconenience in
contacting represetative of our class for individual
class plans and address updating:
1900-1919. Mrs. R.A. (May) Garrett, 1920-1921. Mrs.
Emma Lu Whitarer, 1922. MMs. Paul (Vaughn) Murff,
1923. Mrs. Wt lar Emma. Lou Whitaker, 1922. Mrs. Paul (Vaugn) Murfi,
1923. Mrs. Wi lan (Hester) More, 1924. Miss Mary
Peart Cowand, 1925 . Mrs. W. Ian (Hester) Moore, 1926


## 1956 Club Installs Officers




South Plains Names


 trsismys Matiorie Hollums, 1939 . Mrs. Jack (Imogene)












Senior Citizens Celebrate April Birthdays


Rapp-Roberts $\mathrm{P}_{\text {la }}$ June Wedding


## The prospective bride is a graduate of Texas cren






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Gof Heating Or Plumbing
Problems 9
Call
PLUMBING
Austin or Stew
983-2251
9:30. 9:30 a.m. and







 (1) SACRED HEAAT | Ge:4 |
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| Z:O | (2) THE LESSON:

(4:OO
FRIENDS
THEE STOOGES
A. fRIENDS (7) PTLPROGRAM
 (3) THIS IS THELLFE (8) BUYER'S For: $\begin{gathered}7: 15 \\ 7 \\ 7\end{gathered}$ (2) CHAPEL $\begin{gathered}7: 30 \\ \text { (8) PATTERN FOR }\end{gathered}$
 DAVIO GRUENSHOW
DAY OFISOVERY (1) CAPITAL EYE
(1) WHAT'S
IU? (2) HOUR OF POWE
(4) SCOUTINGIS...

7 FIMLWSHIPHOUR (90 MASSFOR SHUT-INS (10) CELEBRITY
ORAL ROBERTS (3) JAMES ROBIISON PRESENTS 9 PROPHECY CN THE NEWS HOUR
CHIRST UNITED METHODIST
CHURCH CHURCH
CLIASS
AMAZING GRACE BIBLE (2) Changed $\begin{gathered}\text { give } \\ \text { IV }\end{gathered}$ (6) CHANGEDLIVES © 8 IIMMY SWAGGART BER EVANGELSTLINO
Q ISUESUNLMITED
Q 10 WESTBROOKHOSPITAL (2) SPIRITUAA AWAKENING Ofour Lady OfF atima" "952 Siribee

 © ANO GRIEFITHSHEW © $\mathbf{0}$ REX HOUMBARD (2) IN TOUCH

 Sible sumina school
 D FIMMY SWAGGART 2) TIME OF DELIVERANC (9) TTDAY YN BIBLE PROPHECY © 9 CIRSTBAP 10 ORAL ROBERTS
13
(2) © ORAL ${ }^{11} 1$

LONERANGER REX HUMBARD
MEET THE PRES © 1 INOUIRY
(4) MOVIE -(DRAMA) $11:$."Battle


## nurder people. (2 hrs.)

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mins.) 10 MOIE-(DRAMA)**** "On the Gardner 1959 Gregory Peck, Gardner.
${ }^{\text {ald }}$ CHiPs
${ }^{13}$ THEDU

HBO SRO: PRESTO CHANGO, IT'SMAGIC: Raymond Burr introduces ${ }^{\text {( } 60 \text { mins. }}{ }^{\text {(B) }} \mathbf{3 0 \text { MINUTES }}{ }^{7: 30}$

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 (9) CHRISTOPHERCLOS
(9) NGHTBEAT
OPEN

(4) MOVIE - ${ }^{2: 00}$ "The Hostage". 1967 .John Car-
radine. Hart Dean Stanton. A six-year

old boy stows away on a moving van 10 MOVIE-(COMEDY-MYST.) | JOINED IN PROGRESS) $\cdots$ Female |
| :--- |
| Instinet |
| Godderd |
| 172 Helen Hayes, Paulette |

(4) 3:55

MON THRUFRI
(6) RELIGIOUS PROOGRAMMING
(6) RELIGIOUS PROGRAMMING
(9) TOP O' THE MORNING
three stooges; luttle (1) PTL PROGRAM $6: 30$
(MON.,WED.,FRI.) THUNDERBIRD (TUE.THUR.)
(2) (6) RELIGIOUS (4) LUCY SHOW

RAY RAYNER AND HIS FRIENDS
T13 TODAY
(13) MORNIN
13 MORNING SHOW
Estival Ot PS OF HOPE (MON.)
(6) RELIGIOUS PROGRAMMING
(3.M. WEATHER
programming religious
5VAMIOUS PROGRAMMING
W) putMMERICA back in the driver's seat $\mathrm{T}^{1 \mathrm{ISe}} \mathrm{GASOHOL}$ floydada travel center
SWIFTY DISTRIBUTORS. INC. 983-372I

Elect | Hustand and Father |
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| Crop and Livestock |
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| Rogererned Citizen Dawdy |
| Commissioner Precinct 1 |
| Vote For Roger Dawdy May 3 |


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## OBITUARY

Services Scheduled For Mrs. Menard Field


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The Locknyy Boocon, Sundor Apiril 20,1 , 180 Paea Ia
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 The
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