



The Sudan Beacon - News

Forty First Year

Thursday, December 30, 1965

Number 45

Public Service To Increase Power

A 1966 construction and improvement program which calls for the investment of an additional \$19,353,000 in new facilities throughout the company's service area was announced by A. R. "Tom" Watson, president and general manager of Southwestern Public Service Company.

"Comparing our construction plans with a military operation, 1966 could be described as a year when we are going to strengthen and consolidate our position. In other words, this is a year when we are going to build into an already strong interconnected electric system new facilities which will provide even greater service dependability for our customers," Watson said.

New transmission lines, and related equipment, are the largest single investment in the 1966 program, with nearly \$7,500,000 of the total construction program designated for the construction and improvement of the electrical highways which bring the power from the generating stations to the areas served by the electric company.

A principal result of this new construction will be that the "backbone" transmission line, or principal electric artery linking the three largest generating stations will become a 230,000 volt line. Nichols Station, northeast of Amarillo, Plant X and Cunningham Station, west of Hobbs, are the three generating stations.

This means that early next year, it will be possible to move four times more power than we are able to now transmit between these three major plants.

Watson went on to point out that the generation and transmission of electric power is controlled automatically insofar as the principal transmission lines are concerned, and that the changeover to an alternate route is accomplished instantaneously in most cases.

"The continued installation of major electric generating units

is, of course, the best kind of evidence of our confidence in the future of our service area. There are many opportunities to attract small industries to this region, and a number of communities are actively engaged in well-planned industrial development programs. The advantages of this area are obvious with our excellent climate, the optimism of our people, and good local governments. All of these will lead to new progress for the region," Watson said.

"1965 was another year in which the average cost of our service to all of our customers was lower than the previous year. Reddy Kilowatt is still the servant who charges less for each hour the more hours you work him," Watson concluded.

Seasons

Greetings

As the clock strikes twelve, we hope it begins a year of joy and prosperity to one and all.



AN 80-ft. ELECTRIC TRANSMISSION line structure can be lifted and set into place in 8-1/2 minutes with Southwestern Public Service Company's new hydraulic crane. The unit, the second to go into service in the nation, was specifically designed for use in the electric utility industry. Southwestern Public Service has announced a 1966 construction program calling for the investment of \$19,353,000 in new facilities, with a large part of the additional investment to be in transmission lines.



Devotional

BY HAZEL HOUSE

FOR UNTO YOU A
SAVIOR IS BORN!

Scripture: II Peter 1:11, Philippians 3:13, 14.

Beginning the new year we often take a kind of inventory of our past year, and think of how we may improve and profit by our mistakes. Although some may look back at the past year in sheer despair.

Christian growth is our subject for this writing. How do we grow? Jesus said our bodies were the temple of the Holy Spirit, and it is this spiritual growth that we want to write about. Jesus is the foundation. We take Jesus by faith that He is, and can do, just what He said. Then we can start our building, or our growing, from there.

Peter said for us to add to our faith several things that you read in our given scripture. So, to our foundation of faith in Jesus (our Rock of Ages) we build with the boards of virtue, knowledge, temperance, patience, godliness, brotherly kindness, and love.

Christian virtues follow as a result of salvation by faith, and they strengthen and nourish our faith. There are many Christian virtues, but let's discuss a few of them.

First, the virtue of not looking backward to those things that hinder us; only to those things that inspire us to look to the fu-

ture, or to measure the growth that God has produced in our lives. Jesus thought this so important that He reminded us with these words, "Remember, I am with you." "Not every one that says unto me, Lord, Lord, shall enter into the Kingdom of heaven; but he that doeth the will of my Father which is in Heaven," Jesus said.

The next virtue is obedience to God's will. "Be ye doers of the Word, and not hearers only." "Not every one that says unto me, Lord, Lord, shall enter into the Kingdom of heaven; but he that doeth the will of my Father which is in Heaven," Jesus said.

Some know that not only must we be willing, but we must do, regardless of how foolish it may seem to us at the time, or how silly we may appear in the eyes of man.

The virtue of Thankfulness is also something for us to think about. "Let us come before His presence with thanksgiving—O, give thanks unto the Lord, for He is good; for His mercy endureth forever—Let the Redeemed of the Lord say so, whom He hath redeemed from the hand of the enemy—The Lord is at hand. Be careful for nothing, but in everything by prayer, and supplication with thanksgiving let your requests be made known to God."

Another virtue is a lack of jealousy. Let us not be jealous of one another's gifts from God, for we are one body, and the same Spirit worketh in us all. So, no matter who does this, or says that, for Jesus Name's sake and because God told him, or her, to do this, it is the same as if we all had done or said it, as long as we are members of this one body in Christ Jesus. We have to thank God for the things we have, and not covet things we do not have. "Finally, brethren, whatsoever things are lovely, whatsoever things are of good report, if there be any virtue, and if there be any praise, think on these things."

EVERYTHING
CLICKS IN '66

BEST WISHES
FOR THE NEW YEAR

Welcome



Telephone Co. Gives Lower Rate Hope

All telephone bills will be reduced effective Jan. 1, E. H. Danner, president of General Telephone announced this week. The Federal excise tax on local and long distance calls will be lowered from the present 10 per cent to 3 per cent as a result

of legislation approved by Congress and signed into law last summer.

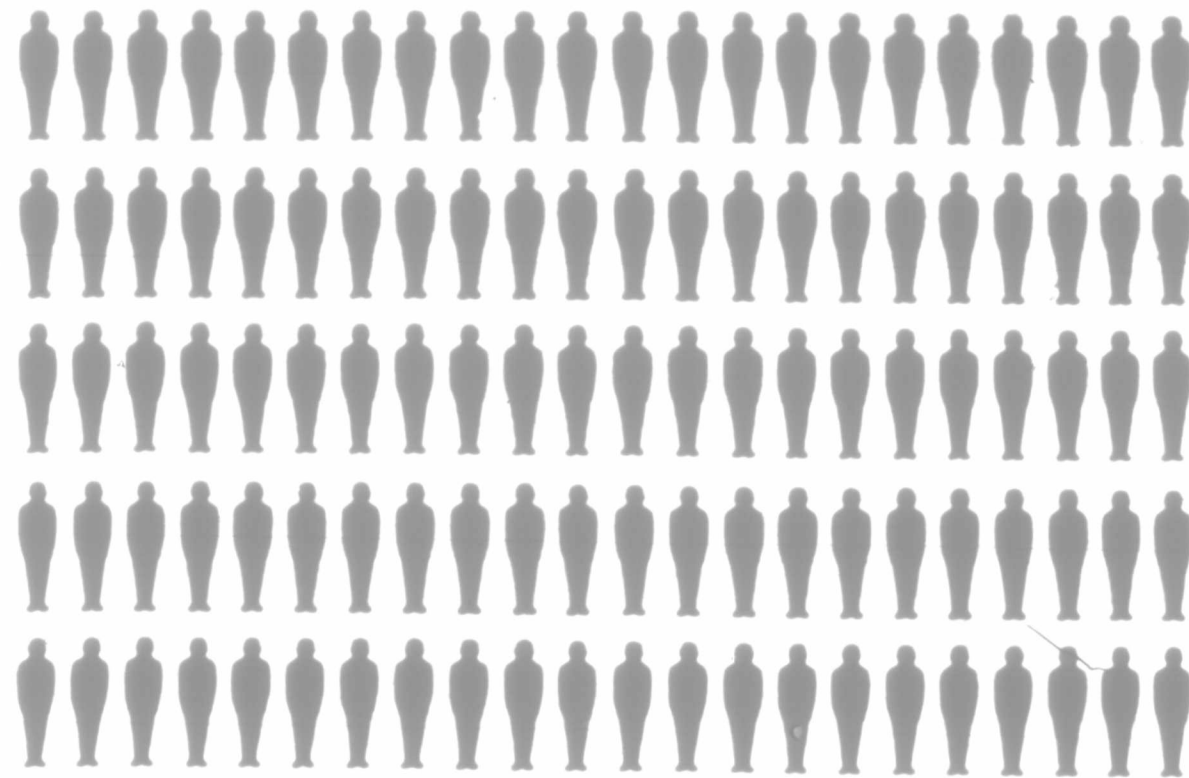
On each succeeding January 1, an additional 1 per cent cut will occur so that by 1969 the entire 10 per cent Federal excise tax on telephone service will be ended.

"We are pleased that the resulting savings will be received by our customers", Danner commented. He also stated that the telephone company did not receive any benefits from the tax, that they were merely a collection agency for the government.



Before you begin to paint the town, we'd like to wish you the very best for a happy and healthy new year

OPERATION "DEATHWATCH" DEC. 24 thru JAN. 2 ESTIMATE - 110 MOTORCIDES



"OPERATION DEATHWATCH-1965"—The Department of Public Safety estimates that 110 persons will die in traffic accidents during the 10-day Christmas-New Year's holiday period from December 24 through January 2. Three times daily during the period the death totals will be tabulated and released from DPS headquarters in Austin. Each time a life is lost, a corresponding figure will be marked off the "Deathboards", shown above, to bring attention to the dangers of holiday travel. An appeal is made to every motorist and pedestrian to prove the above estimate too high.



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HERE COMES '66

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New
Year

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66 Good Luck

3018 DEC 25 M P 35
We wish all of you good fortune, health, happiness and a very successful year in 1966 Happy New Year!

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HERE COMES '66



COUPLE TO CELEBRATE GOLDEN WEDDING ANNIVERSARY-

Mr. and Mrs. H. G. Boyles of Route 1, Sudan, will celebrate their Golden Wedding Anniversary with a reception held in their home on January 2, from 2:30 p.m. until 5 p.m.

Boyles and the former Lillie Beauchamp were married at Turkey, Texas on Jan. 9, 1916. They moved to Sudan in 1927 where he was engaged in farming until he retired.

They have six children, Gladys Landrum of Amarillo, Ellis of Karnes City, Elnora Guthrie of Amarillo, Bill of Sudan, Zanelle Martin of Sudan, Louise Boyles of Phoenix, Arizona; 14 grandchildren and two great-grandchildren.

Children of the couple will be hosts for the event. All friends of the couple are invited to attend.

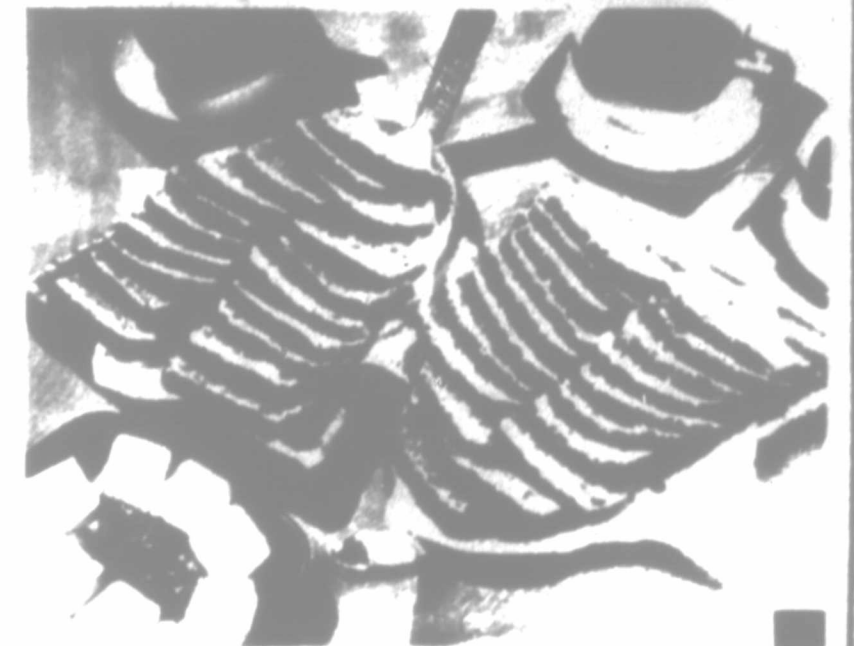


A special message to our friends and guests. May the new year be one of fulfillment and happiness for you all.

PAYNE
Funeral Home

PHONE 246-3351
AMHERST, TEXAS

Fruit Of The Season



Cranberries are truly a harbinger of winter. Their luscious, dark and glistening berries tell all who pass the produce counter that winter is here in all its seasonal glory.

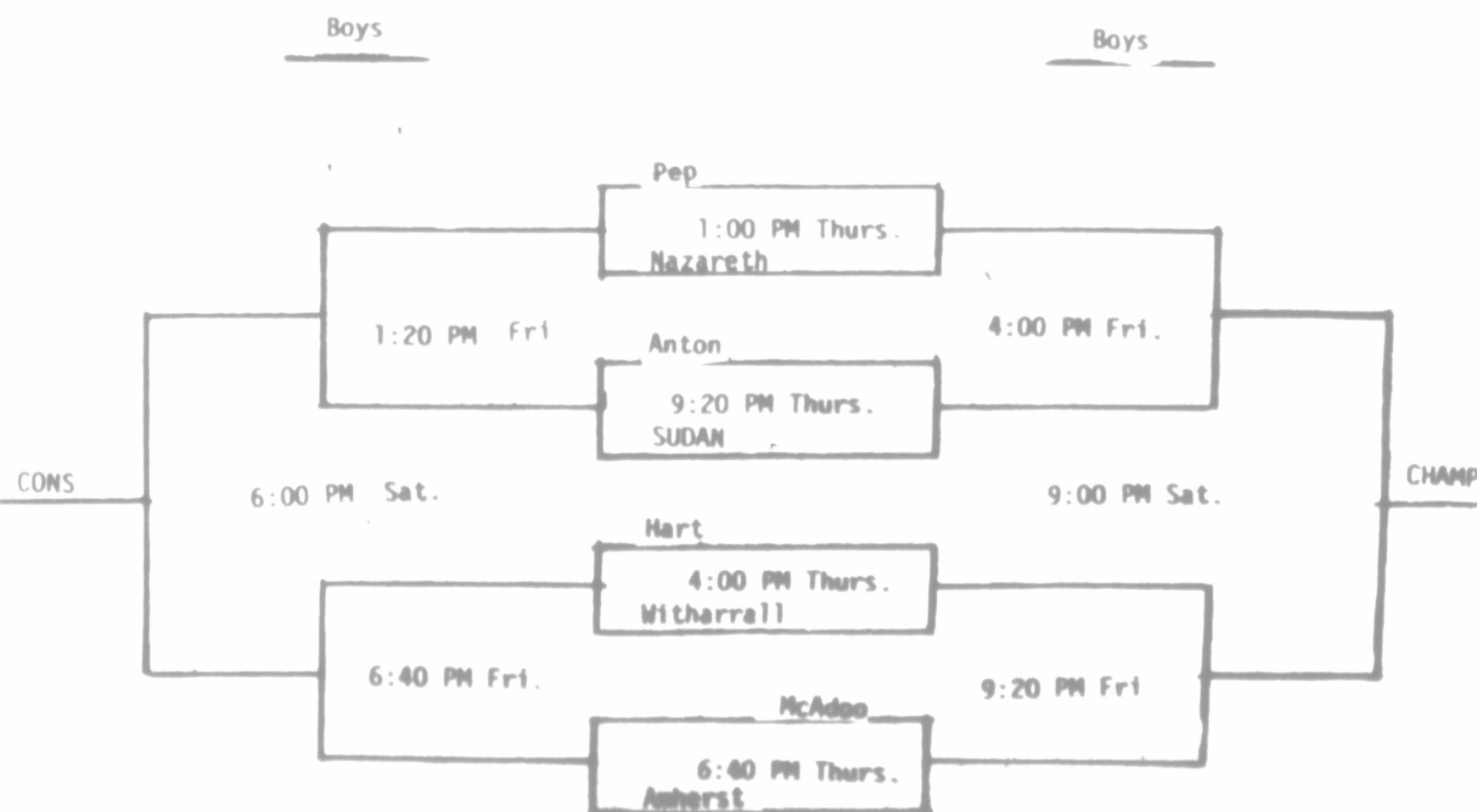
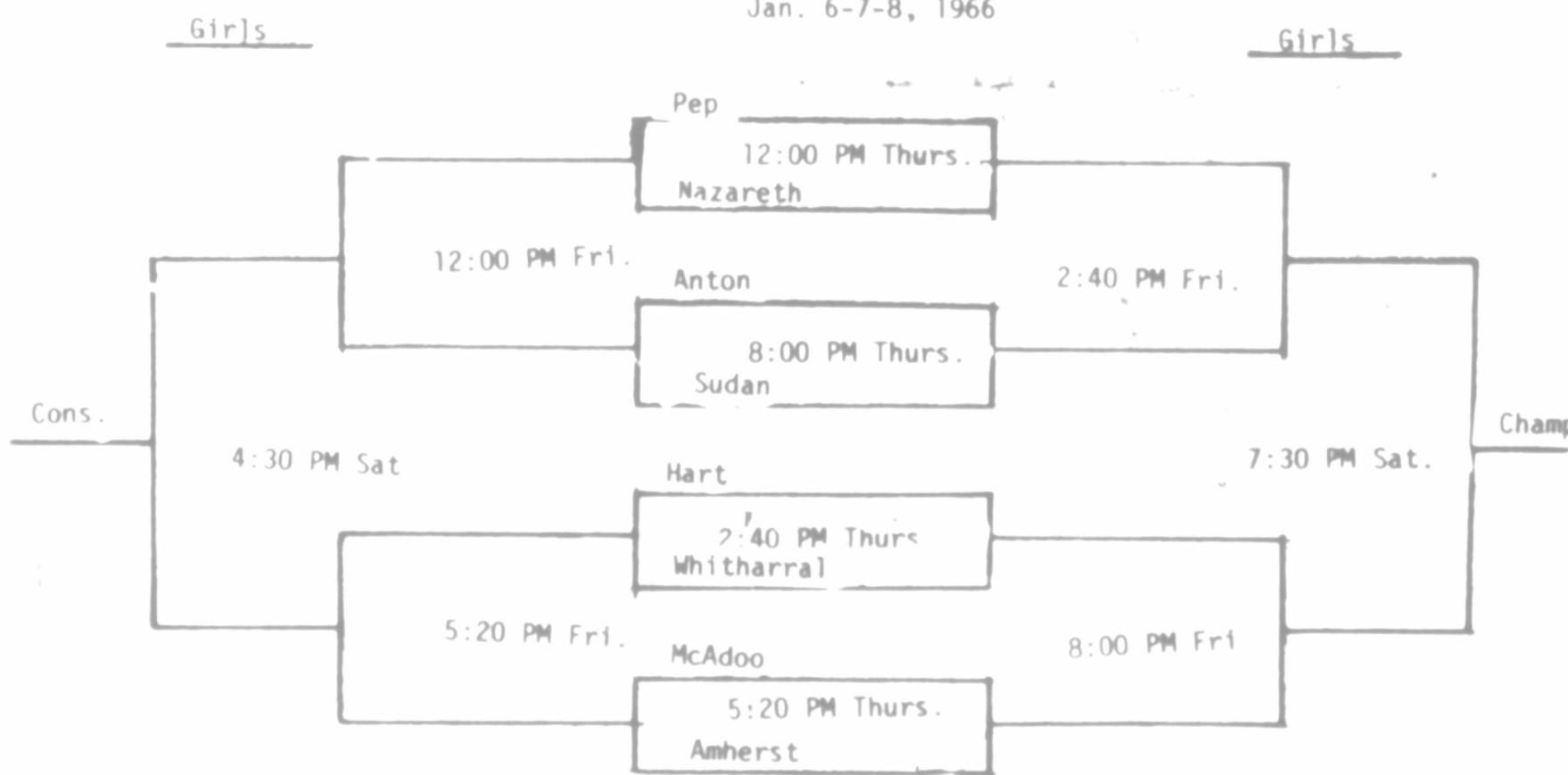
These tart sweet berries are in such abundance that we would all do well to "make now and use later," so that the goodness of cranberries will stretch past the peak season. Besides the ever-popular cranberry relishes and sauces, many of the cranberry breads seem to lend themselves to freezing. The Cranberry Nut Bread pictured above combines the distinctive nutty flavor of whole-bran cereal and the tang of orange in a loaf as bright and cheery as all outdoors. Delicious served for breakfast, luncheon or for coffee and Cranberry Nut Bread freezes exceedingly well. Plan to make several loaves while cranberries are available.

CRANBERRY NUT BREAD

- 1 cup fresh cranberries
- 1 cup sugar
- 1 cup Kellogg's All-Bran
- 1 cup milk
- 1 egg, slightly beaten
- 1 tablespoon grated orange rind
- 2 1/2 cups sifted regular flour
- 4 teaspoons baking powder
- 1 teaspoon salt
- 1/2 cup chopped nutmeats
- 2 tablespoons shortening, melted

Put cranberries through food chopper, mix with 1/2 cup of the sugar. Combine All-Bran, milk, egg and orange rind, let stand until most of moisture is taken up. Sift together flour, baking powder and remaining sugar, combine with nutmeats. Add to All-Bran mixture together with cranberries and shortening, stirring only until combined. Spread evenly in greased 9 1/2 x 5 1/2 inch pan. Bake in moderate oven (375° F) about 1 hour. Let stand until cold before slicing. Yield: 1 loaf.

27th ANNUAL Amherst High School Basketball Tournament Jan. 6-7-8, 1966



Crossword Puzzle

ACROSS

- Cereal
- Geometric curve
- Court order
- Yugoslavs
- Row
- Dodged
- Continent abbr.
- Knock
- Go astray
- Wild
- Spheres
- Grande
- Agas
- Not warm
- First man
- Suffix: adverb
- 1000 grams
- Volume
- Agitate
- Permit

DOWN

- Tree trunk
- Opening for mail
- Appraise
- Trace
- an act
- Wander
- Fish eggs
- Skin bumps
- Deserve
- Opposed
- Toxant
- sheltered side
- Stained
- Pace
- Sight before
- Pin
- Before
- Pin's down
- Pin's top

Answers to Puzzle

What A's

FOR SALE - Trailer tires, all sizes. Guaranteed against breaks, \$3.50 each. Tubes, 75¢ each, checked-out. Call Robert DeLoach, 246-3557, Collect or Amherst Butane 246-3551. 11-24-5c

NEED PARTY with good credit in Sudan area to take over payments on late model Singer sewing machine in 5 drawer walnut cabinet. Will zig-zag buttonholes, fancy stitches, etc. \$11.50 cash or \$4.95 a month. Write Credit Manager 1114 19th Street, Lubbock.

FOR SALE - 8-room furnished house for sale. Four bedrooms, two baths, carpeted, fire place carpeted, central heating and air conditioned. Contact J. E. Dryden, 227-4131. 11-24-tc

FOR SALE - LOW DOWN PAYMENT MUST SELL IMMEDIATELY. Nice 2-bedroom house at 207 Ormsand in Sudan. Carpeted, fenced, separate living room, den and kitchen combined. Call Lubbock SW9-0120 or Plainview CA3-4523. 11-18-tc

LOST - A pair of men's prescription sunglasses in brown case. Lost in vicinity of Home of Beauty or 300 Meak of Temple. If found contact Buford Walker. 12-23-2tp

FOR SALE - 70 ft. X 150 ft. residential lot, located in 500 block of Purpus Street. Good location. Contact Ted Walker, 227-4801 or 227-3892. 12-16-4tc

FOR LEASE - 100 acre cotton & flomment for 4 years. 230 projected yield 10¢ per pound per year. Ward McKee, San Saba, Tex 372 3207. 12 9 5tp

HOUSE FOR SALE
610 Bosson Street
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This newly completed home is offered for sale by mortgage holder. Conventional terms at a total price of less than appraised value. Large den, formal living room, built-in and two bedrooms. Ideally located for children - no through traffic. For further information, call or write

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Owner and Manager

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Happy New Year



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PHONE 227-3892



PLAN AHEAD for the NEW YEAR

We greet you with the wish that your plans for the New Year may bring much happiness and success.

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SUDAN, TEXAS



PERSONALS

Mrs. Herbell Oble and Mrs. May Phillips were hosts for a Christmas Dessert Bridge party Wednesday afternoon when the event was held in the Oble home. Gifts were exchanged and dessert of fruit cake and ambrosia were served. A Christmas tree and a gold tinsel tree were highlights in the house decorations. Present were Mrs. Ves Patterson, Mrs. Cleo Whitmire, Mrs. Wallace Goslin, Mrs. Clovis Bridwell, Mrs. R. F. Scott, Mrs. J. B. Harper.

Pvt. Horace Beckett, son of Mr. and Mrs. Arnold Beckett, recently completed his basic training at Fort Polk, La. and visited his parents before returning to duty at Fort Sill, Okla. where he is to be stationed in a heavy artillery division.

Mr. and Mrs. Jerry Brantley of Lubbock spent the weekend with their parents, Mr. and Mrs. C. P. Brantley, and Mr. and Mrs. Doyle Watkins of Sudan.

Jimmy Ford, a student at Eastern New Mexico University, and Donna Ford, a student at West Texas State University, are home for the holidays with their parents, Mr. and Mrs. Byron Ford.

SUDAN BEACON-NEWS

Published Every Thursday
SUDAN, TEXAS

And entered as second class mail matter at the post office in Sudan, Texas, June 29, 1924, under the Act of Congress of March 3, 1879.

J. W. Howe Jr., Publisher
Dalton Wood, Editor

SUBSCRIPTION RATES
Lamb and adjoining Counties ----- \$2.50 per year
Elsewhere ----- \$3.00 per year

CLASSIFIED RATES
2¢ per word, first insertion,
1¢ per word for subsequent insertion, minimum charge 15¢ per first insertion.

DISPLAY RATES
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