

Mutual Funds Do Well In 1977

By CHET CURRIER
NEW YORK (AP) — If they gave out comeback-of-year awards in the investment business, the mutual fund industry would be a prime contender for the 1977 prize.

In terms of both investment performance and attracting new money during the year, mutual funds on balance turned in their brightest showing in a long time.

"Performance-wise, 1977 was the best year for mutual funds in at least the past decade, despite a generally declining stock market," reported Paul A. Johnston, editor of the Wiesenberger Investment Companies Service, a firm which keeps tabs on the industry.

Standard Poor's Corp. reached a similar conclusion, finding that 95 percent of the 379 funds it monitors outperformed

the SP composite index of 500 stocks, which declined 11.5 percent during the year.

Some 106 funds, or 29 percent of the total, chalked up increases in net asset value.

"It should be pointed out that many of these funds invest in bonds and preferred stocks, and thus their showings are not directly comparable to a common-stock price index," SP said. "Nevertheless, last year's showing by the industry — still dominated by growth-oriented funds — was quite impressive."

"Apparently helping the funds limit declines in per-share asset value (and in some cases score gains) was greater emphasis on portfolio diversification, partly the result of the heightened prudent man

standard of the Employee Retirement Income Security Act of 1974.

"Whereas holdings formerly may have been concentrated in big-capitalization blue chip and growth stocks, which were among the poorest-performing issues in 1977, they now probably include a greater number of secondary stocks, which generally acted well last year."

In addition, SP said, "there are indications that even the growth-oriented funds have adopted more defensive investment strategies, increasing their cash positions and their holdings of less volatile, high-dividend-paying stocks."

The firm noted that the industry held 7.7 percent of its assets in cash and short term interest-bearing securities at Nov. 30, against 5.7 percent at the end of 1976.

Figures from the Investment Company Institute, the industry trade group, showed that its members took in \$5.84 billion in new money from investors in the first 11 months of 1977, while redeeming \$5.46 billion worth of shares.

That works out to \$379 million in net sales, after a six-year span of net redemptions which steadily drained money out of the industry.

This turnaround was accomplished not by the old standby common-stock growth

funds, which continued to record net redemptions, but by new types of funds that the industry has developed in recent years.

The most prominent of these were the municipal bond funds, whose lure of tax-free income attracted a net inflow of \$1.5 billion in the year through Nov. 30.

The even-newer option-income funds, which write call options on the stocks in their portfolios, posted net sales of \$127 million from their initial appearance at mid-year to the end of November.

A special group for which figures are kept separately, the money-market funds that invest in short term interest-bearing securities such as Treasury bills and bank certificates of deposit, were another strong spot with interest rates on the rise.

SP noted that these funds' total assets, after a decline early in the year, have lately rebounded to their year-ago level of \$3.4 billion.

In the performance derby the standout group was the handful of funds which concentrate on gold mining stocks, aided by the rise of the London gold price to the \$175-an-ounce level. Its highest point in nearly three years, by early last week.

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PHOBIS

□ □ □ □ □ □ □ □

FRAITY

□ □ □ □ □ □ □ □



Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Answer here: □ □ □ □ □ □ □ □ A □ □ □ □ □ □ □ □

Friday's Jumbles: FIRD AHEAD BUMPER PLUNGE
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BOREN CAMPAIGNS
OKLAHOMA CITY (AP) — Oklahoma Gov. David Boren launched his campaign for the U.S. Senate Saturday by blasting "unnecessary federal controls and red tape," and urging the voters to send him to Washington to battle the federal bureaucracy.

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PERTH, Australia (AP) — Longshoremen have gone on strike at a grain terminal south of this western Australian city, expressing concern over recent fatal grain silo explosions in the United States.

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Party Offers Jail Inmate Opportunity To Escape

JOHANNESBURG, South Africa (AP) — A black man escaped from jail by walking out the front door while police were celebrating at a drunken New Year's Eve party, a Johannesburg newspaper reported Saturday.

San Rahube told the Rand Daily Mail he escaped from a jail in Pietermaritzburg where he had been detained since last Feb. 22 under a law allowing detention of witnesses in terrorism trials.

The newspaper said Rahube was on the run for eight days before he crossed the border into black-ruled Lesotho. He had

been released from prison in 1973 after serving a 10-year sentence on charges he was involved with subversive groups.

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French Way Of Life Still Big Part Of Ivory Coast

By EDWARD CODY

YAMOISSOUKRO, Ivory Coast (AP) — The French president, Valéry Giscard d'Estaing, called the country "deepest Africa" on his visit earlier this month and turned up in an open-necked tropical shirt to listen to the drum-beating at a giant feast held in his honor.

But before the tribal dances began, French-trained waiters in French-style white jackets served chilled French champagne to the some 5,000 guests — half of them French — while a French-uniformed orchestra played French tunes as background to the French-language table talk.

The outdoor kermesse (feast) dramatized in an unusual way the extent to which France remains a part of the Ivory Coast and, to a lesser extent, the rest of its former colonies in West Africa in a decade where European influence elsewhere on the continent has declined steadily.

The imprint is everywhere, much of it from the more than half a century during which this nation was a French possession. But much also flows from the continued presence of some 50,000 Frenchmen who still work here, providing 9 percent of the executive-level labor force.

Some 3,500 are here as "cooperants," roughly similar to U.S. Peace Corps volunteers, teaching in Ivory Coast schools and universities and giving technical help in telecommunications, commerce,

transport and government planning. There are so many Frenchmen at the Planning Ministry (Ministere du Plan) that it's jokingly referred to as the White Ministry (Ministere du Blanc).

French influence in education — French language exclusively beginning in kindergarten — is so strong that more than two-thirds of the seven millions inhabitants understand French. Only about a fifth could get along in the colonial language at independence in 1960.

"Some of my children don't even know their own dialect," said an Ivorian mother in flawless French. "French is all we speak at home."

Even the Ivorian national anthem reflects the country's attachment to France: it's the "Abidjanaise," named after the capital, Abidjan, as France's "Marseillaise" is named after the southern French city of Marseille.

Abidjan belles follow Paris fashions and leave baggy African robes to their grandmothers or village cousins. A black American girl sporting a puffy Afro hairdo in a downtown Abidjan cafe drew stares one recent day from her African contemporaries who were having a French-style lunch in sleek French-style haircuts.

President Felix Houphouët-Boigny, a French-trained physician who in colonial days served as minister of state for health in the French government, has pledged to dilute French presence over the years. But it is widely understood that this will

be a gradual process and Frenchmen feel assured of their place here for years to come.

"I leave to others the ambition or illusion of utopic constructions," Houphouët-Boigny told Giscard d'Estaing during the French leader's five-day visit. "I believe that it's with concrete realities, such as the relations of very great confidence between France and Ivory Coast, that it is possible to move ahead, for our own benefit and that of everyone else."

Ivory coast has indeed benefitted from its relations with France. Independent economists agree that France's pervasive role in the economy largely accounts for the 7 percent annual growth rate here, the highest in a major black African country.

France also gets its share. French companies are the largest single source of imports, providing 38 percent of Ivory Coast purchases ranging from heavy machinery to French provincial cheeses for a total of more than \$400 million a year.

"I'm here for the bucks, let's face it," said a French businessman invited here to Houphouët-Boigny's hometown for the Giscard d'Estaing festivities. "But it is awfully nice."

A French banker also in town for the feast looked around him as Ivorian waiters scurried to tables set up between the coffee plants on Houphouët-Boigny's family plantation.

"Yes" he said. "I've been here four years and it's really fun."

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Anti-Inflation Plan Voluntary

By JOHN CUNIFF
WASHINGTON (AP) — "We won't separate the world into goats and sheep," said Charles Schultze, the president's chief economic adviser, in describing the president's anti-inflation program.

It will, he said, contain no numerical guidelines to behavior. Apparently no penalties are contemplated for violations, if such can be determined. There will be no signed agreements. It is intended, it would seem, to be a

gentlemen's agreement, a handshake between individual unions and industries, based on the one, broadly stated standard that for each industry: "...every effort should be made to reduce the rate of wage and price increases in 1978 to below the average rate of the past two years."

The question now is whether unions and businesses are going to act like gentlemen, a probability cast into doubt by the aggressiveness with which each has sought its own special interests in the past.

In his press briefing, Schultze all but conceded there might be problems. Preliminary talks with unions and business alike, he said, had met with varied reactions.

"Some are wary," he said, adding: "We hope we'll get cooperation." What if you don't, he was asked? "There's no point in going into a program if you think you'll fail," he replied, a remark that suggested a possibility too painful to contemplate.

Many businessmen feel it would mean wage-price controls, no matter that Schultze disposed of that possibility with a flat "no." They are ruled out "for whatever reasons you can think of," he said. A poll by the Gallup organization and the National Chamber of Commerce lists such controls as one of the great fears of industry, with many executives believing they are likely within two years.

Equally significant in the study was the 84 percent who made "miscellaneous government regulations" the chief problem for business through 1979. Do voluntary restraints fit that category?

The administration and its supporters reply to these criticisms by saying voluntary anti-inflation restraints are in the best interests of everyone, and that in fact they might forestall controls.

Indeed, they remind Americans that the guideposts of the Kennedy era still have not been disproved as effective inflation fighters. And that it was President Nixon who last used controls.

Wouldn't it have been better, an administration adviser asked the other day, if Nixon had attempted to implement some form of voluntary restraints instead of plunging into wage and price controls?

The Carter program would anticipate pressures for increases and seek with industry and unions for ways to avert them. Each industry would be considered separately, because each has a separate experience.

"We would ask what the economic situation is in the industry, the outlook for material prices, how much inflation is locked in," said Schultze.

The job is enormous, even though Schultze said he thought it could be done without an enlargement of the government payroll. But because the problems are "all over the place," priorities would be set.

What are some of the priorities? Schultze said he would be looking at industries where competition is less than in others, where pricing action affects the entire economy, where capacity limitations exist.

It's a program based on a good deal of hope, but as Schultze said, there are several things you can do about inflation, including what he said were the unacceptable options of controls or doing nothing.

The voluntary program, he said, was in the public interest.

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Rescue Workers Free 150 Trapped On French Train

VILLEFORT, France (AP) — Rescue workers freed 150 train passengers Saturday after they were trapped for 17 hours on a mountain line buried in snowdrifts up to 12 feet deep.

Helicopters took out 70 women, children and elderly persons while the other passengers walked to safety when a snowplow cleared a narrow path to a railroad station near this southern French town.

All the passengers were reported in good condition, officials said, because heating was maintained in the train throughout the night.

TO LOOSEN BLACKHEADS
Apply a mask made of equal parts of witch hazel and peroxide. Add enough fuller's earth to make a paste. Let dry and remove with warm water.

GOREN ON BRIDGE

Q.1—Neither vulnerable, as South you hold:
 ♠862 ♥7543 ♦AJ96 ♣Q5
 The bidding has proceeded:
 North East South West
 1♦ Pass 1NT Pass
 2♥ Pass ?
 What action do you take?
A.—Pass. Your hand was worth one voluntary move, and you have already made it. The fact that you have four-card support for partner's second suit does not make your hand any better. Partner's rebid in a lower-ranking suit is not forcing, so any action by you now would show extra values.

Q.2—Both vulnerable, as South you hold:
 ♠A872 ♥Q107 ♦AJ865 ♣4
 Partner opens the bidding with one no trump. What do you respond?
A.—While you have the values to jump to three no trump, your distribution suggests a suit contract. We would make a Stayman inquiry of two clubs, followed by a rebid of three diamonds regardless of whether or not partner shows a four-card spade suit. If the hands fit well, you might be laydown for a slam!

Q.3—Neither vulnerable, as South you hold:
 ♠AJ982 ♥KJ7 ♦62 ♣AKQ
 The bidding has proceeded:
 North East South West
 1♦ Pass 3♦ Pass
 3♥ Pass ?
 What do you bid now?
A.—It seems that slam depends only on partner's diamond holding. If he does not have two quick losers, you should be an overwhelming favorite for at least twelve tricks. A jump to five spades will set his mind at rest about the trump suit and will pinpoint your concern about the diamond suit.

Q.4—East-West vulnerable, as South you hold:
 ♠73 ♥AJ9 ♦A873 ♣KQ105
 The bidding has proceeded:
 West North East South
 Pass Pass 2♦ Pass
 2NT Pass 3♦ Pass
 4♦ Pass Pass ?
 What action do you take?
A.—Double, and lead a trump if partner leaves it in. Either East has some queer ideas about forcing two-bids, or his hand is very distributional. If the former, your double could reap a handsome profit; if the latter, partner might take out into a red suit for a good save.

Q.5—Both vulnerable, as South you hold:
 ♠A7 ♥5 ♦AK872 ♣AK963
 Your right-hand opponent opens the bidding with one heart. What action do you take?
A.—You are in the slam zone, but you can't yet determine the correct level of the final contract. For the moment, you need to do no more than complete the picture of your hand. Bid four clubs—to highlight your singleton diamond. That might spur partner into making a forward-going move.

Q.6—Both vulnerable, as South you hold:
 ♠AK982 ♥AQJ6 ♦7 ♣Q83
 The bidding has proceeded:
 North East South West
 1♦ Pass 1♦ Pass
 2♦ Pass 3♥ Pass
 3♦ Pass ?
 What do you bid now?
A.—You are in the slam zone, but you can't yet determine the correct level of the final contract. For the moment, you need to do no more than complete the picture of your hand. Bid four clubs—to highlight your singleton diamond. That might spur partner into making a forward-going move.

Your play to the first trick could decide the fate of the contract! A writer once remarked: "There's no such thing as a blind opening lead, only deaf opening leaders!" Learn to find the winning attack with Charles Goren's "Opening Leads." For your copy, send \$1.70 to "Goren-Leads," P.O. Box 259, Norwood, N.J., 07648. Make checks payable to Newspaper-books.

SPOTLIGHT ON...

Family News

12-A, Lubbock, Texas

Monday, Jan. 23, 1978



AWARD WINNERS — Caddo Wright and Ann Snitker were named boss and woman of the year by the Caprock chapter of the American Business Women's Association during a dinner in the Lubbock Club Tuesday. (Staff photo by Paul Moseley)

DEAR ABBY

DEAR ABBY: A group of us men were lurching together at our club when a man (I'll call him Mr. Duck Hunter) said, "I've had a fantastic season and have some ducks put away for all of you."
 Another man (I'll call Mr. Big Shot) spoke up and said, "My wife is an expert at preparing wild duck, so why not send all the ducks to my house and she'll prepare a duck dinner for all us?" Everyone agreed it would be great.
 Months passed and no duck dinner. Finally, Mr. Duck Hunter asked me if I'd ever been invited to Mr. Big Shot's for that duck dinner. I told him I hadn't. Then he said he had sent 12 ducks to Mr. Big Shot's house as promised, and that's the last he heard of them.
 My question: Shouldn't someone ask Mr. Big Shot what happened to the ducks? And if so, who should ask?
 No Names, Please

night and properly chaperoning the party.
 When we told Lori that either she would have to call and find out definitely who was chaperoning that party or she couldn't go, she became furious and said we didn't trust her. We do trust her, but do you think we're wrong in our demands?
 Concerned Parents

Dear Parents: No! Stick with your guns. There should be more parents like you.

DEAR ABBY: I'm 24 and very much in love with a 21-year-old woman. Last week I asked her to marry me. Then she said she thought I should know that she had been to bed with four men whom she identified. (Two are in our social circle.)
 I appreciate her honesty, but I don't know whether I can ever forgive her. Every time I look at her now I think of those other men.
 I'm not worried about trusting her, because she says she loves me and has turned off all thoughts of other men, and I know she's sincere. But I am not sure I can ever be happy with her knowing what I know.
 I have never been intimate with a girl. Should I go ahead and marry her and try my best to quit holding her past against her?
 Old-Fashioned

Dear Old-Fashioned: Don't marry her until you no longer hold her past against her. A person's past experiences (good and bad) make them what they are. So if you "love" her, accept her, past and all, without being judgmental.
 (P.S. Be honest with her about your feelings. She may not want to marry you, knowing how you feel.)

Dear No Names: Yes, Mr. Duck Hunter should ask him. Either the idea of the duck dinner was just ducky with everybody except Mr. Big Shot's wife, or the birds ended up in the craws of Mr. Big Shot and all the Little Shots.
 In any case, let this be a lesson to you. A bird in the hand is worth two in somebody else's freezer, so next time someone offers you a gift, don't let a go-between fowl you up.

DEAR ABBY: Our daughter, Lori, is not quite 16, but most of her classmates are 17, and some are 18. She has been invited to a boy-girl party next Saturday night at the home of a classmate (boy) whose parents are divorced.
 When we asked Lori who was going to chaperone this party, she said she wasn't sure, but it would be "well chaperone." Abby, this boy lives with his father, who has the reputation for being quite a "swinger," and somehow we can't see this father staying home on a Saturday



SOFT FASHION — These separates capture every nuance of what softness means. In fabric: lawn, light as a handkerchief. In spirit: romantic, delicately feminine all-over Schiffl embroidery. In silhouette: full and flowy. The neckline-elasticized peasant top floats over the body, even its sleeves are cut roomy to scarcely touch.

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PICKLE RELISH DIP
 1 pkg. (3 oz.) cream cheese, softened
 2 tsp. sweet pickle relish
 1 tsp. milk
 Combine cheese, relish and milk; mix thoroughly and use as a dip for apple slices or raw vegetables. Makes about 2/3 cup.

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LEMON OR LIME-COOKED FISH
 1 lb. frozen fillet of sole, thawed and cubed
 1 cup reconstituted lemon juice or reconstituted lime juice
 1/4 cup chopped onion
 3 tbsp. chopped green chili peppers
 1 tsp. salt
 1 medium, firm tomato, cubed
 6 lettuce cups
 In medium earthenware or glass bowl, combine all ingredients except lettuce. Cover and refrigerate 5 hours or overnight. Drain; serve in lettuce cups. Refrigerate leftovers.

RICE ALFREDO
 1/4 cup butter or margarine
 1 cup half-and-half
 3 cups cooked rice
 1/2 cup grated Parmesan cheese
 1 can (4 oz.) sliced mushrooms, drained
 2 tsp. chopped chives
 1/4 tsp. salt
 3/4 tsp. seasoned pepper
 Melt butter over medium heat. Add cream and allow to heat thoroughly. Stir in rice, cheese, mushrooms, chives and seasonings. Toss lightly until most of the cream has been absorbed and rice is thoroughly heated. Serve immediately. Makes 6 servings.

Weddings

LEDBETTER-BOND
LAMESA (Special) — Mary Francis Ledbetter became the bride of Terance Dewaine Bond in a 6:30 p.m. ceremony Saturday in the Crestview Baptist Church of Lamesa.
 Honor attendants were Elizabeth Ledbetter, sister of the bride, and Tommy Musgrove.
 Parents of the couple are Mr. and Mrs. Herman Ledbetter of O'Donnell and Mr. and Mrs. Jerry Bond.
 The bride was graduated from Borden County High School and attended Texas Tech University. The bridegroom was graduated from Lamesa High School and attended Cisco Junior College.
 The couple will live in Lamesa.

great of Austin, sister of the bride and Rusty Ameen, brother of the bridegroom.
 Parents of the couple are Mr. and Mrs. Jack L. Thurman and Mr. and Mrs. Earnest S. Ameen.
 The bride was graduated from Lubbock High School and Southwest Texas State University. The bridegroom was graduated from LHS and attended Texas Tech University.
 After a wedding trip to Acapulco and Mexico City, Mexico, the couple will live in Lubbock.

THURMAN-AMEEN
 Evy Thurman and Larry C. Ameen were married Sunday in Westminster Presbyterian Church. The Rev. Sam B. Laine officiated.
 Honor attendants were Mrs. Dee Se-

ALMOND PILAF
 Cook seasoned rice mix as directed. Stir in 1/2 cup toasted chopped almonds.

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Mother and me in 1975 before Pat Walker's

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When people I'd worked with for 23 years started calling me Fat Fay, I just laughed it off. After all, they were right—I weighed 166 pounds, and my size 16 clothes were getting a little tight.
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 I took his advice and, using money from my grocery budget, began treatments on Pat Walker's passive exercise unit. It was easier than I thought it could be. I didn't have to change clothes or ruin my makeup or hairdo. And I didn't have to share a treatment room with anyone.



NOW

The change that came over me was fantastic. Not only did my weight start going down, but my whole mental attitude improved. If I sometimes felt tense or anxious, I knew all I had to do was go to Pat Walker's to feel relaxed again.
 I'm happy to report that I've reached that goal — I now weigh 125 pounds! When I go shopping, it's for size 7's.
 I can't imagine what shape I'd be in today if I hadn't taken my doctor's advice. I do know that, at 41, I have a new lease on life...and now, instead of that nickname, I get whistles and compliments.
 Call Pat Walker International specialists in Figure Perfection for over twenty-six years for your own Complimentary Figure Analysis and Treatment
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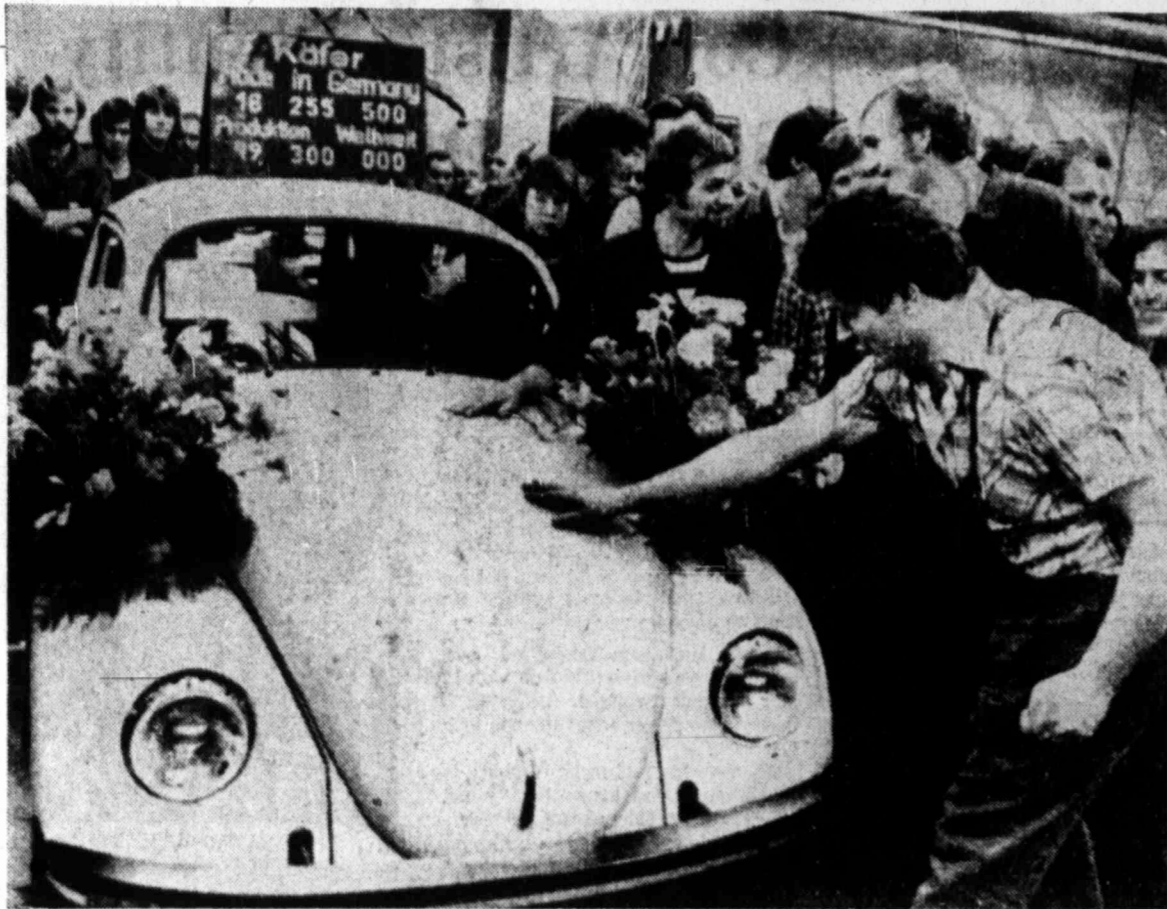
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Clip

PIN
 1/4 cup marg
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LAST BEETLE — The last Volkswagen "beetle" sedan rolled off the assembly line in Emden, West Germany recently, drawing the admiring sentiment of factory workers. The car, which helped boost Germany's post-war economy, has been taken out of production. (AP Laserphoto)



DR. LAMB

Dealing With Depression

By LAWRENCE E. LAMB, M.D.
 DEAR DR. LAMB — I am 39 years old, have a wife and three children, and I am in good health as far as I know. I am a settled person and I do not drink or smoke. My problem is depression.

My wife and I have been married for 19 years, and she has been diagnosed as "chronic undifferentiated schizophrenia." She has spent more than a year in the last five years confined for treatment. Coping with the situation always has been difficult and has been particularly hard these last few years. I have tried in vain to condition myself and not let it affect me, but I have finally decided there simply is no way to live with the problems it causes.

During the last two or three years I have experienced what I feel is rather serious depression — in that I actually have despaired of life several times. I can't remember when I've really enjoyed anything and several people I've talked to about the matter — clergyman, physician and others — have listened pa-

tiently, but don't really seem to understand. Life has been just a long series of dead end streets while constantly trying to adjust.

I feel I have reached the danger point with respect to my nerves and the depression. I would be very grateful for any advice you might offer.

DEAR READER — You need professional help. Try to get some help from a psychiatrist. You feel that you are trapped in a situation that is unpleasant and you do not see a way out of it or when it will change for the better. In such a situation, it is not surprising that you would have a depressive reaction.

Your "actually despairing of life" and assessment of your situation suggest that you need more than just a friend. You need someone to assess whether or not you may be dangerous to yourself. A trained psychiatrist can give you some medicines that have greatly improved the outlook for severe depressive reaction.

I am sending you The Health Letter number 10-10, Depression: The Ups

and Downs of Life, to give you a better picture of depression. Everyone has mood changes and many have depressive reactions when life doesn't seem very rewarding. Sometimes a person can gradually work out of these, but others require professional help. Others who want to know more about life's ups and downs and what they mean can send 50 cents with a long, stamped, self-addressed envelope for this issue to me in care of this newspaper, P.O. Box 326, San Antonio, 78292.

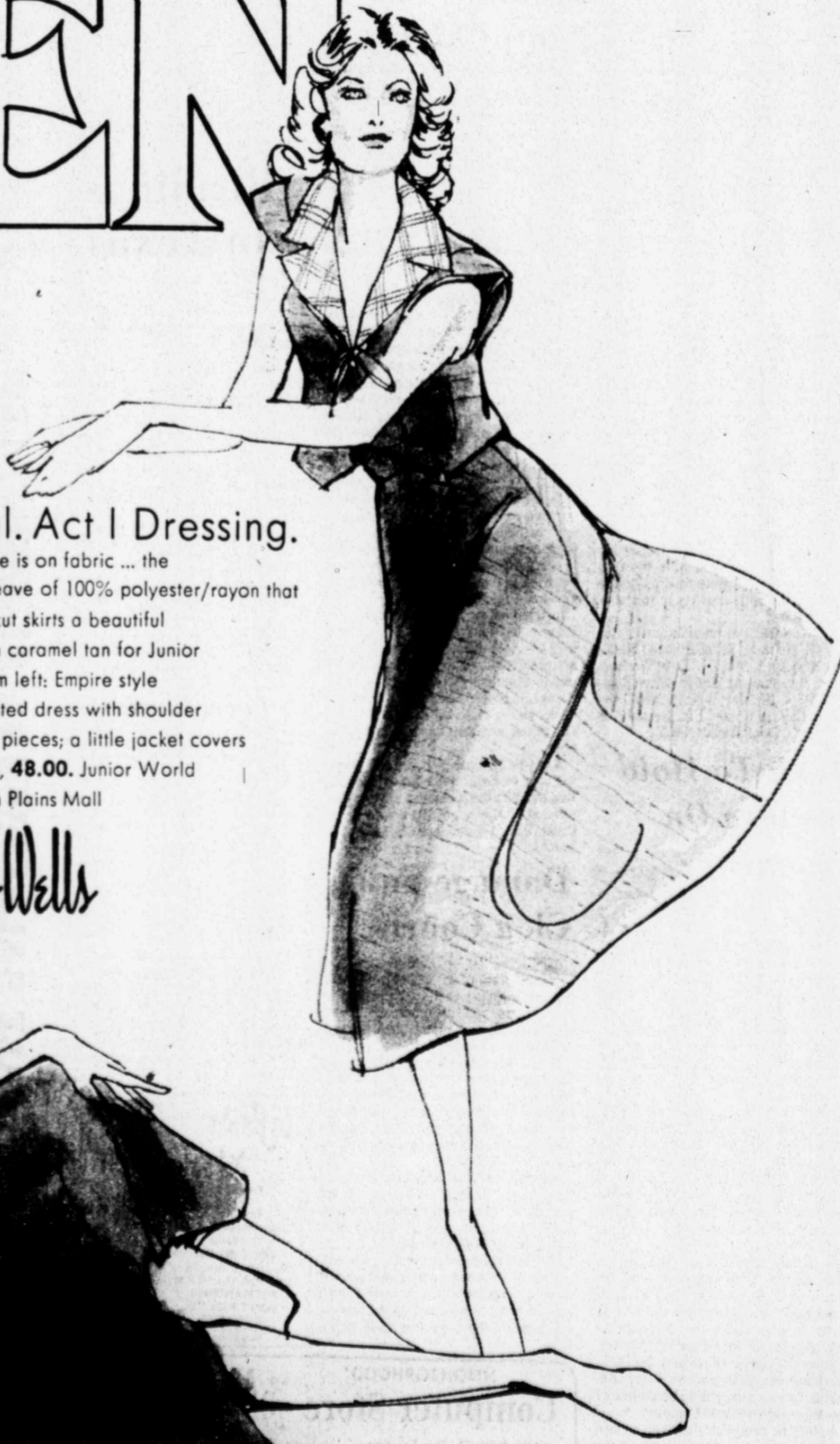
With your wife's history, you should know how to get in touch with a psychiatrist. If not, your family doctor or even your minister should be able to help you locate one you can see. Don't fail to do this; it could make you feel a lot better.

As Thoreau once said, most men "lead lives of quiet desperation." Some lives seem to have more desperation in them than others, and it is not always quiet because it does take its toll.

(Newspaper Enterprise Association)

A different point of view

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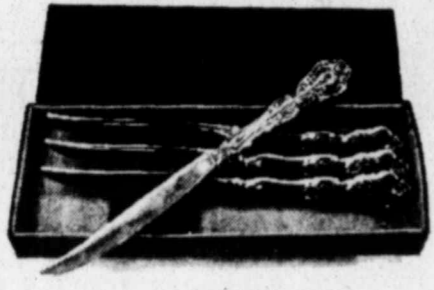


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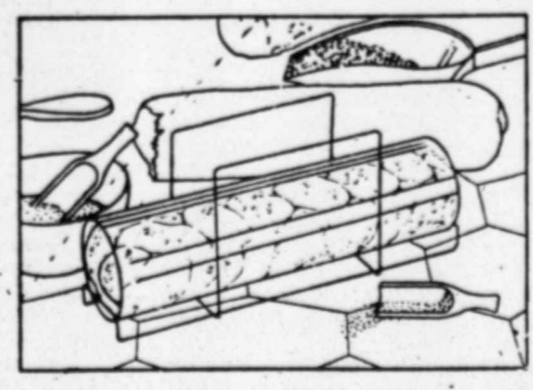
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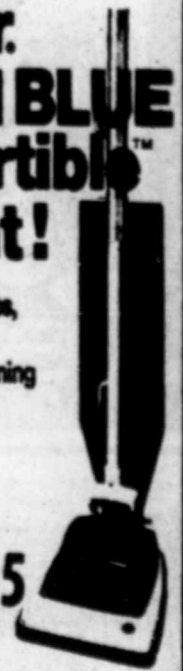
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Business & Industrial Review



FOR UTMOST WINTER ENJOYMENT — Ski-Lubbock (left) of the popular Lubbock firm is shown assisting Carol and Sports stocks the desired "quality" selection of ski apparel and Bob Mooney of Lubbock in selection of Roffe jackets and pants, known for their warmth and comfort.

Ski-Lubbock Sports Single Source For Apparel, Equipment, Repairs, Rentals

"Our stock is heavy, and the selection is the finest we know how to assemble," is the word from the "pros" at Ski-Lubbock Sports.

What better news could there be now at the beginning of the ski season?

(Reports are that skiing is excellent in the number of the popular ski areas. Rudoso reports new and heavy snow, excellent powder for maximum ski enjoyment.)

(Ski-Lubbock Sports provides a 24-hour ski report; one may simply dial 747-6641 for latest conditions around the clock.)

Several Departments

Ski-Lubbock Sports, 2918 4th St., (where "skiing is our only business") traditionally comes through with the finest, whether in apparel sales, ski equipment sales, rentals or repairs. The firm actually maintains the finest repair facilities in the state, it is reported.

Apparel was never prettier or of better quality than now . . . at Ski-Lubbock Sports. The new colors for the season are like a rainbow in choice fabrics, and Ski-Lubbock Sports is happy to present Roffe parkas and accessories, Demetre sweaters and Bogner apparel as new additions to their clothing lines this season, enriching the existing lines of Anba, Innsbruck, White Stag, Beconta and Profile — all great names in the world of ski apparel.

Many of these lines are shown here only at Ski-Lubbock Sports.

Co-owners Hoyle Moss and son, Steve H. Moss, each voice their pleasure in adding Roffe, Demetre and Bogner, lines that meet the quality and function test required of products carried by their Lubbock firm.

Not only does Ski-Lubbock Sports constantly strive to provide finest in equipment and apparel, but it also works at making one's shopping more interesting. New interior remodeling has made better utilization of space and affords customers with the true mountain ski chalet atmosphere.

Ski-Lubbock Sports staffmembers are true professionals backed with training and experience in all phases of the business.

"It is here you get the facts, not the fast talk."

Quality Lines

Olin, Dynastar and Sarner comprise the quality ski lines, with Sarner added this year at Ski-Lubbock Sports. (Sarner offers colorful skis with varying degrees of flex and performance and names including the Skill, Kick and Ray.)

Olin is carried in depth in all models including the new Mark VI and the Mark IV. Dynastar is featured in Medalist, Freestyle, Laser, Pulsar and FPS models.

Tyrolia bindings, with 25mm of lateral elasticity in the toe, have been added to the existing Salomon and Look systems. All have high shock absorption and quick return to center force characteristics. Step-in or turntable types are available.

The award-winning Hanson, as well as the Dolomite lines, comprise the ski boots stocked, ranging from \$85 to \$220.

The Hanson is truly a revolutionary boot designed around the foot, providing comfort and warmth, with the latter obtained from the microcellular Elastomer sock-type inner boot with custom fitting obtained from a packet of fast-forming micrseran beads.

The Hanson boot, unlike most boots, provides separate thermal and foot form fitting systems. (Hanson introduces the Citation boot in white and flame red, and one must see this Citation to appreciate its lightweight one-piece molded construction and its many other features.)

Fitting Specialists

Dolomite boots offer a lower foot profile, and the shell is of durable polyurethane construction, IOS standard sold configuration, and it is offered in three or four-buckle models. The Turbo, GTS and Espada are stocked in a full range of sizes and widths.

Comfort and flex patterns are criteria in the selection of boots stocked, and Ski-Lubbock Sports recognized years ago that some feet were more difficult to fit than others. They set out to educate themselves in the art of boot fitting, and for the past two years have trained under the foremost boot fitter in the nation.

"Our purpose is to fit the boot to the foot and not to assume the foot is going to fit perfectly in all boots. Pronation and flat feet are common causes of problems, so if you have a boot problem, in many instances you can find relief from a good boot fitter."

"There you have a thumbnail picture of Ski-Lubbock Sports for the current season . . . the new lines, along with the accessories, true professionals with facts and not fast talk, certified ski mechanics on duty, a fully equipped repair facility, and personnel with a desire to serve you. If you haven't visited Ski-Lubbock Sports lately, why not treat yourself to a mountain chalet motif and a shopping thrill . . . now!"

WORTH LOOKING FOR — Ski-Lubbock Sports is especially easy to reach for southwest Lubbock residents who can take Indiana Avenue through the Tech campus to 4th Street, turning right for a few blocks, and there it is, on the north side, at 2918 4th St. Wherever one lives, a trip is advocated to Ski-Lubbock Sports, where the snow skiers meet.

Mickie's Beauty Academy, Nationally Accredited, Pinpoints Other Pluses

Outstanding in every phase of its operation, Mickie's Beauty Academy in Montrey Center has several benefits that might be singled out for special note:

(1) Its enrollment has steadily climbed, and the students are reported most successful in their achievements after graduation.

(2) Nationally accredited, Mickie's Beauty Academy is VA approved, and GEOD grants are honored.

Its certificate of accreditation points out how after examination of its educational practices and achievements by the Cosmetology Accrediting Commission (national) the school has been awarded its certificate. High professional standards also are noted.

(3) Several vocational students are among those at the Academy, with area school vocational contracts involved and honored.

(4) Every Tuesday is Senior Citizens Day at the school, with discount prices (from the regular school prices) effective on haircuts, shampoo and sets for senior citizens. Of course, other customers are welcomed on the same day, but at regular low prices.

(5) An extensive skin care and facial program now is a reality and most popular at Mickie's Beauty Academy, Mickie points out how a customer can have hands and feet treated at the same time the skin care program is being utilized.

(6) Owner Mickie Roper recently returned from intensive study in Europe, attending the International '77 Salon in London and taking private classes there. She brings this added and latest knowledge back for benefit of the student and customer alike at the Academy.

She even more recently has been elected to the board of directors to the Texas Association of Beauty Schools.

Enrollment at Mickie's Beauty Academy is available any day, Tuesdays through Saturdays, and Mickie personally instructs.

Students are encouraged to reach great proficiency and are recognized accordingly, with plaques and other honors. All this also directly benefits the public, as one is invited to utilize the services of the Academy, at popular school prices. (Call for appointment; patrons are welcomed Tuesdays through Saturdays.)



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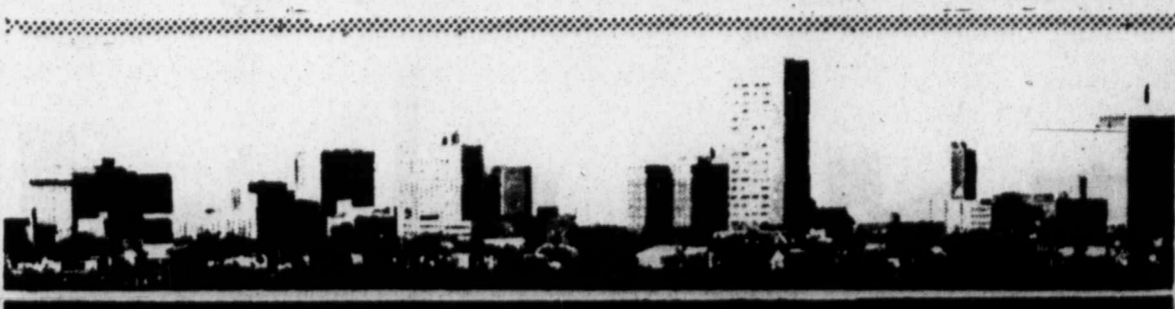
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Business & Industrial Review

Spring Arrivals Dominating Selection At Vetral's Fashions

"Add new zest to the weeks ahead; shop now (at Vetral's Fashions) for new spring apparel items that are arriving daily!"

Also there are some numbers in fall and winter wear left, and these are drastically reduced in price from the already-low cost. If the size still is available in a garment of one's choice in this season wear, then an exceptional saving is effected.

The new spring merchandise is likely the most gorgeous ever, with new, pretty colors and patterns. Select from dresses, coordinates, long dresses, pant suits, jumpsuits, etc.

Everything at Vetral's is new — nothing is in the expansive racks but fresh, delightful stock.

"The Best for Less" is the meaningful slogan at Vetral's Fashions, located just east of Lubbock. Go east on the well-marked route, from Lubbock's East 4th Street, to north of the Roosevelt School. The drive takes less time than many instances of traffic fighting within one's own city area.

Though open from 9 a.m. until 6 p.m., Vetral's is glad to open late for the convenience of customers wishing to shop at a later hour.

This is just one of the thoughtful gestures of the smart apparel shop. (Remember, simply take FM 40 east of Lubbock for six miles, then go three-fourths mile south.) The fashion shop on the west side of the pavement is clearly marked and features easy access and plenty of paved parking. No congestion here! No high overhead here!

Owners Mr. and Mrs. Jimmy Davis traditionally assure real treats in fashion and quality at sensible prices. They and their capable assistants give the customer every benefit.

Select from pant suits, coordinates, dresses, sweaters, blouses, etc., that re-



fect the care in which Vetral's buys and stocks.

For those who already know the everyday low prices and the chic merchandise at Vetral's, enthusiasm naturally is being shown for the new spring arrivals. For those who may not have patronized Ve-

Sherry Nelson Conducting February Workshops At Village Craft Corner

Another great opportunity has been availed at Village Craft Corner! Sherry Nelson, master toile teacher from Odessa, has been secured to conduct workshops Feb. 3, 4.

Now is the time to sign for these workshops as the demand for attendance always has been heavy.

'Better Hearing Aid Center' Outlines Products, Services

For hearing help, the Better Hearing Aid Center is a good place to know!

The Better Hearing Aid Center, No. 30 Redbud Square, about midway between 4th Street and 19th Street on Slide Road, is a multi-line dealer, specializing in all-in-the-ear models. Service and repairs on any make of hearing aid is expertly afforded, too.

James O. Davidson, certified hearing aid audiologist at the Better Hearing Aid Center, recently announced a most helpful program to assist one "after" purchase of the hearing aid. This C.A.R.E. program includes a video unit with a series of tapes that explains graphically how to enjoy and use one's aid to the fullest. It helps, among other things, in "learning how to listen", in adjustment of the aid, and even helpful hints on "attitudes".

Other benefits also are provided at Better Hearing Aid Center. Davidson makes scheduled trips throughout the area, and those desiring service or consultation "near to home" are invited to check his aids appring each Monday on these pages to learn of his current schedule.

"If you hear . . . but do not always understand . . . maybe all you need is the

custom-made, all-in-the-ear hearing aid from Better Hearing Aid Center, Redbud Square (on Slide Road), phone 792-0507."

Learn about the convenience and utility of the tiny unit that fits all in the ear, helping nature help you hear better.

For hearing loss suitable to correction and improvement through amplification, a "Contour" hearing aid by Dahlberg offers a special kind of hearing help for mild, moderate or moderately-severe hearing impairment.

Starting with an exact impression of your own ear, a plastic shell is formed which duplicates the contours of your ear. Dahlberg's evaluation committee then analyzes your hearing loss supplied by your hearing aid specialist and selects the most suitable degree and type of amplification. Dahlberg's manufacturing staff then assembles the electronic components specified and makes your "Contour" to order within your own contoured shell . . . providing your personal hearing aid.

"Individually made to order for you, no two are alike."

And remember . . . at the Better Hearing Aid Center there is a liberal hearing aid trial rental plan.

Cost is only \$15 per class, with sessions from 10 a.m. until 4 p.m. on the announced dates, Friday and Saturday, Feb. 3, 4.

On Friday, the subject for painting will be "green apples," with the Saturday session devoted to "sweet peas."

Master Teacher Sherry has been most active in the field of decorative art for several years, teaching workshops and seminars for advanced students and teachers throughout the nation. She has been enthusiastically received in previous appearances at Village Craft Corner.

Fully Stocked

Exceptional opportunities traditionally are the rule at Village Craft, in South Plains Mall, with an enviable record of superior workshops, art and craft classes.

Early inquiry and arrangements are necessary in each schedule.

Not only are worthy instructors brought to the big shop with its spacious classroom areas, but a very, very good stock of art and craft supplies, including frames, is provided.

Check with Village Craft Corner now for the several looming classes, workshops, seminars and its always-ample and up-to-date merchandise stock.

Lubbock Electric Suggests Conversion To Electricity

Extending sincere greetings — and serving throughout the year — is no new experience and pleasure for Lubbock Electric Co., as the firm has been on the job since 1944.

"We anticipate a new year in which again we can benefit you with our products and services gauged for your trouble-free operations and savings in dollars and cents."

"Lubbock Electric Co., 1108 34th St., can be the big assist in making numerous farming operations trouble free and less expensive."

These factors can be mighty important in 1978 or any year.

Reduces Worries

Conversion to electricity is advocated by Lubbock Electric Co. for measurable reduction of irrigation worries, and the knowledgeable staff there suggests that this is an excellent time to consider converting from engine drive to electric motors.

"When you convert your well to electricity, you do away with oversized engines and constant repair expenses and operating troubles."

Lubbock Electric Co. recommends installation of its compact V-belt drive for

trouble-free operation.

The firm has custom-built, adjustable motor bases that will mount the gear head, giving a compact, economical drive for wells. The experts at Lubbock Electric can supply base, motor (either new or rebuilt), pumping panel and wiring to replace present rigs.

Always On Call

Service is a big item at Lubbock Electric Co. The complete staff is on call 24 hours a day, seven days a week; and this can be mighty important to the person with a crucial task awaiting motor repair.

"Call Lubbock Electric now and ask for a representative to call on you and explain the many advantages of a changeover to electric power for your irrigation system. That number is 744-2336."

Benefits Pinpointed

With irrigation engineered by Lubbock Electric, the following advantages are assured:

- Easy pump adjustment.
- Dayton exclusive cog belts for non-slip V-drive.
- Low maintenance and operating costs.
- Instant pushbutton start, eliminating costly down time.

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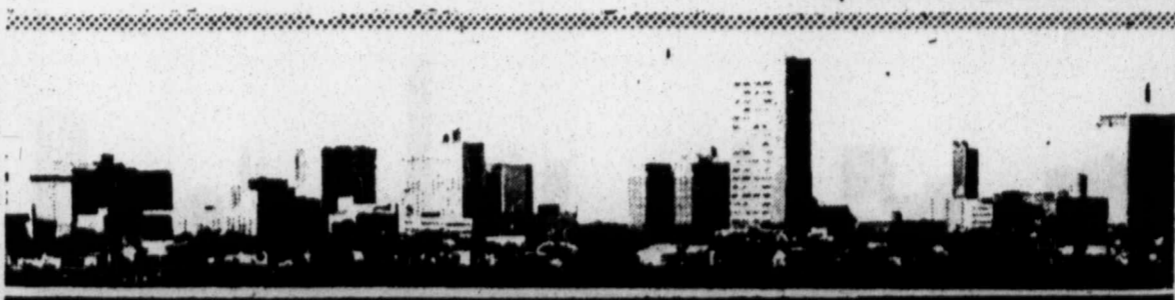
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Business & Industrial Review



FURNITURE, TOO — Delightful furniture selections for the little tot's rooms is stocked at Baby World that also is noted for its apparel and accessory selection. Note the clearance sale prices outlined in the accompanying story.

Half Price On Fall, Winter Items Arranged By Baby World

"Did you see the Baby World ad in the Sunday Lubbock Avalanche-Journal in which special clearance prices were revealed?"
 "Yes, it is annual January Clearance time at Baby World, 4918 50th St., which means that all fall and winter apparel there is marked at one-half price!"
 Also, clearance is equally sensational in savings at Lue Ree's Children's Shop, under same ownership, in Briercroft Center.
 Select at Baby World in boys sizes through size 7, and girls through 6X.
 At Lue Ree's, boys wear is stocked from infants through size 12, girls in infants through size 14 plus pre teens and some juniors.
 Furniture for the children's rooms is stocked in a most delightful selection at Baby World.

Stroller Savings
 A special one-week-only Baby World feature (beginning today) enables one-fourth off in price on the famous quality Stroelee products including strollers, high chairs, car seats, walkers and portable bassinets.
 In the apparel line, there is much that is new at both Baby World and Lue Ree's, with so-beautiful spring items very much in evidence.
 Convenient hours at each store are 10 a.m. until 6 p.m., Mondays through Saturdays.
 Accessories are stocked at both stores. Possibly best known for the apparel items and accessories, Baby World is truly outstanding in its presentation of furniture for the little folks, with the Simmons products stocked.
 "Everything for the nursery" is the

correct image of Baby World, area shoppers have found.
 "After all, your baby deserves the best, and the Simmons 'Little Folks' line would seem to meet the criteria."
 Everything at Baby World and Lue Ree's, merchandise, decor and friendly greetings included, conveys that exciting offerings are the rule, with the customer given every consideration.
 One may select with confidence from top lines... at prices to please.
 The ownership likes children and stocks accordingly!
 Owners Vickie and Jonathan Hoffman are most appreciative of the trade that has made growth of their stores possible, and they seek to prove this in every transaction.
 Ample off-street parking is provided at both Baby World and Lue Ree's.

Overhead Automatic Doors Affording Full Convenience, Important Safety

"Don't lift it... just call 797-4141!"
 "Or better yet, come by Overhead Door Co., 50th Street at Frankford Avenue (just off the Brownfield Highway near the Loop) and discover how an automatic overhead door installation can benefit in your own situation."
 Convenience, safety and protection — this is the whole story of automatic overhead doors from Overhead Door Co. of Lubbock.
 Serving with the same fine products and desire to please, traditional with the firm for over 29 years, the Overhead Door Company of Lubbock is in relatively new location and in large, modern quarters.
 For those who looked to the Overhead Door Company of Lubbock for years at its former 5283 34th St. location, the present location and expansion can be especially appreciated. The new facility is much larger than the former home, with greater storage, and even parking, to give the maximum of customer service.
 So... what better time is there to visit Overhead Door Co., to arrange for an automatic overhead door for the family's benefit now and for seasons to come, upgrading a present home or in building a new one.
 "Give your home distinction and new convenience at low cost. Give your family the Overhead Door electric operator from Overhead Door Co. of Lubbock."
Auto-Mate 80
 Special attention is called to the Auto-Mate 80, the ultimate garage door opener with all the features one would expect, and more.
 Security and convenience are synonymous with the Auto-Mate 80. The simple touch of a button on the remote transmitter is all it takes to open, close and lock the garage door. Added security is as au-

tomatic as the door itself since when down, the door is securely locked.
 A powerful 1/3 h.p. motor, operating on standard 115 V household current, provides smooth, quiet, dependable and positive operation of the door.
Complete Operation Safety
 An instant reversing mechanism insures complete safety should the closing door encounter an obstacle. Should a power failure occur, a spring-loaded quick disconnect instantly converts the door to manual operation and is simply reconnected by hand.
 This heavy duty, UL-approved operator can handle sectional or one-piece doors up to 18' by 8' or two single car doors hooked up tandem.
 Automatic Doors represent a wise gesture by the head of the family. With these doors, the wife can open the garage, enter and lock it without leaving her vehicle — quite a convenience benefit in inclement weather (wind, rain, dust, snow), and a definite safety factor on dark nights.
Free Estimates
 The Overhead Door Company of Lubbock is glad to demonstrate how simple it is to enjoy these benefits. Call for free estimate.
 Overhead doors are available and recommended, also, for commercial and industrial buildings.
 Whether selection is from a steel, wood or fiberglass overhead door, Tim Hatch at Overhead Door Co. assures the very best value in installation and sales, resulting in lasting satisfaction.
Year Warranty
 A full year warranty is one of the features at Overhead Door Co. where its own servicemen are on the job to speed every operation.

"If you are planning a new home soon, or would like to upgrade the convenience and safety of your present home, check the many advantages offered by automatic garage doors from Tim Hatch, and his reliable staff."
 With the Auto-Mate, the garage door unlocks and opens and the garage is flooded with light, all automatically, while you are still in your auto. Just drive up and drive right in; the remote signal has the garage door open in seconds.
 After you drive in, you push the button in your auto again and the garage door closes and locks without your leaving the safety of your car. (When leaving the garage, of course, the action is reversed with corresponding safety and convenience in the process.)
Security Factor
 Security is one of the big factors in seeking the automatic feature. Eliminate worries about any danger lurking in the dark. Also, chances of intrusion and theft are reduced. When the door is closed, it is locked. And the family is snug, safe and warm!
 Reliability is another characteristic of the automatic doors from Overhead Door Co. of Lubbock.
 All components, sub-assemblies and complete units have been thoroughly tested in laboratory and in field use. The radio controls are designed by engineers famous for their work in guided missile electronics.
 Thousands of Auto-Mate operators, designed to open even the largest doors, have been in use since 1934. Many, many are in Lubbock!
 "You enjoy a hostful of automatic appliances and drive an automatic car. Then why not operate this biggest moving part of your home automatically, too? It is not a luxury, not at all."



MODERN AND AVAILABLE — Shown is a Lubbock installation of an overhead automatic door (note its attractiveness) and the acclaimed Auto-Mate garage door opener that can be "a lift in your own situation," thanks to Overhead Door Co.

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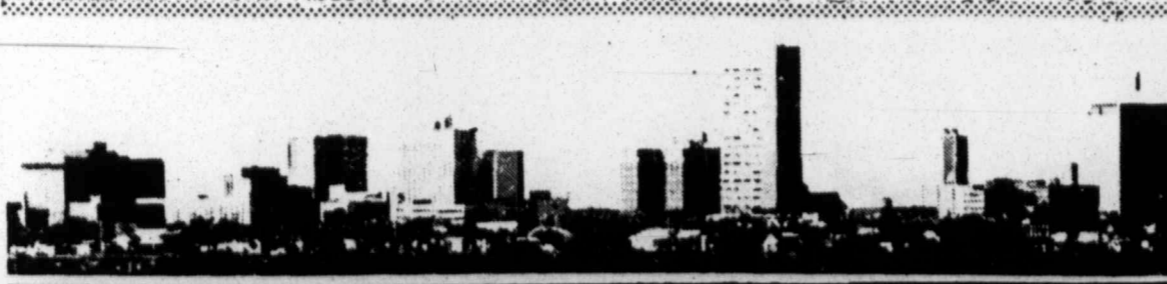
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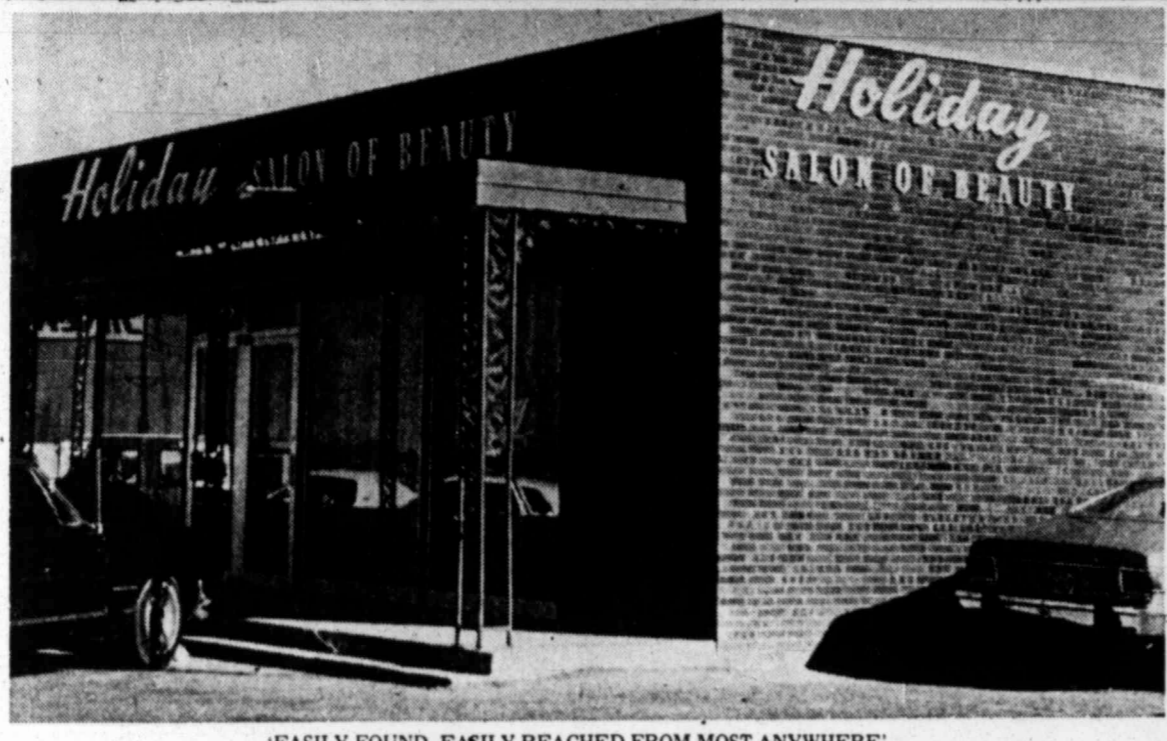
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Business & Industrial Review



'Expert Hair Care' For Women, Men Begins At Holiday Salon Of Beauty'

Whether a new-style cut is the desire, or if the need is painless hair removal, a cosmetic facelift, ear piercing, frosting, Uni Perm, sculptured nails or other beauty services, one can turn with confidence to the Holiday Salon of Beauty, at Brownfield Highway and 29th Drive (4935 Brownfield Road).
 And the prices are such that can be lived with and appreciated!
 Very good values at this time include frostings for \$20 and Uni Perms for \$18.50!
 A highly qualified staff adds further to the "satisfaction" picture at the Holiday Salon, with this staff including Hazel Cagle, Lou Cox, Elsie Borden, Kaye Reber, Jo Ann Fannin, Sharina Bush, Peggy, Tooke, Regina Parrish and Estella Loy.

Continuous Study
 Seminars are attended periodically by the staff, including a recent haircutting session where they studied under some of the nation's greatest hair cutters, together with experts from other nations.
 "We learned many new cuts and analyzing techniques for achieving the best results in newest trends."

The staff understandably is excited about the new cuts, together with all the specialties of this better salon.
 Manageability for care at home is a key consideration of the stylists, with consultation provided for better results at home for correct care of the new cuts.
 For Men, Too
 Expert hair care for both men and women begins, at the Holiday Salon of Beauty (where the natural curl look for

straight hair is enabled); after all, there is no need for men's hair appearance to be drab!
 The invitation is extended to visit the Holiday Salon of Beauty at earliest convenience . . . at its modern, convenient facilities, meeting or renewing acquaintance with the staff.
 "May we have the pleasure of your visit soon, at 4935 Brownfield Highway, phone 795-8276?"

Products, Services Excel

"Hughes wants to have a part in your future."
 For full janitorial service or for purchase of professional maintenance supplies, there is one location in Lubbock for all . . . at 101 Sherman Ave., home of Hughes Services, Inc. and HUCO Products Co.
 Customers have long profited from the learning and experience, plus capacity for service, of the Hughes and HUCO personnel. Offices are maintained in both Lubbock and Amarillo, and counties throughout the area are well served with HUCO products and with Hughes janitorial services.
 In explaining HUCO Products, president George Hughes puts it this way:
 "We believe a professional wants strictly professional merchandise; hence any product we sell is used in our own profes-

sional maintenance business; we have tested it before recommending and selling it, for sure."
 Twenty-six counties are presently served with HUCO Products.
 Among the products available from HUCO are Hillyard floor treatments including gym finishes and concrete seals. (One can run a new slab and just as soon as it is dry for walking, a spray seal can be applied to keep it from ever getting stained. How great for a commercial building, or even for the home owner who can seal the garage or even the residence floor before carpeting.
 All types of hospitalization chemicals are stocked.
 And Dynasurf products, L&A pressure washers and associated chemicals.
 Plus National Super Service floor machines.

Spic & Span 1-Hour Cleaners Emphasizing Professionalism

"Being well groomed is an asset; dry clean when you care."
 This truism is emphasized by Spic & Span Cleaners with its two convenient Lubbock locations, at 50th Street and Avenue U and at 70th Street at Indiana Avenue.
 Further helpful observations are given: The days of grubby dress, stringy hair and clumsy shoes have passed. As an old, but new era of fashion is re-born, the day of the elegant look has returned.
 One may see the man outfitted in a vested suit coordinated with a shirt and tie, or a lady in the "below the knee" dress and higher heels. With these new styles comes a new look in fabrics, too.

Care Emphasized
 "You will find on the market today, along with your man-made fabrics, many of the natural fibers such as cotton, wool, silk, cashmere, velvets, corduroy, chiffon and many more."
 In caring for these old but new fabrics, problems sometime occur; be sure you are not misled.

"Several advertisers today promise consumers unheard-of savings through the use of 'do it yourself' home products for the laundering of fine fabrics. Don't be fooled by misconceptions.
 "Professional drycleaning care includes stain removal, spotting, pressing and other labor costs not included in the price of that home laundry product. But that is only the beginning of attempting to save a few cents, one may very easily ruin fine fabrics washing them in water. Shrinkage and color distortions are very common problems. You'll find yourself far ahead in the long run by eliminating the risks altogether — drycleaning is the answer."
 (At today's prices, one cannot afford not to use professional service.)
 Who's to blame if your dress or pants are damaged at the cleaners? As the Better Business Bureau explains, according to a recent article by Patricia Andersen of the International Fabricare Institute, "most of us are apt to blame the drycleaner. After all, he was the last to handle

the garment. But the fault may lie with the manufacturer or the retailer, or even with you, the customer."
 Further advice writer Andersen quotes from the Better Business Bureau:
 "The manufacturer may be at fault if you were not supplied with information required by government regulation and the garment showed damage in subsequent cleaning as a result . . . but suppose you got the information on care and cleaning, but you did not follow it. Then you are at fault."
 "To be well groomed, your clothing will look better longer if it is dry-cleaned."
 Spic & Span One Hour Cleaners has served the people of Lubbock for 28 years. Experience is important.
 "Remember, when you need your clothes drycleaned, take them to the Spic & Span One Hour Cleaners, at 50th & U, or 70th & Indiana. Spic & Span is member of the IFI state and local associations and has an apt motto: some bigger, none better; no brag, just facts."



ONE OF TWO SPIC & SPAN CLEANERS IN CITY — The pictured 70th Street at Indiana Avenue facility of Spic & Span 1-Hour Cleaners has been named recipient of a national merit award by the American National Drycleaners Magazine, with both layout of plant and the management capabilities cited.

THE CHRISTMAS SHOPPE
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 Upstairs at Cactus Alley
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Matthews Plumbing
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 Relief From Retail Prices!
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 Blank China and Supplies
 Macrame Supplies, Art Supplies, Gifts
 Unusual items for the tote painter
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 BOYS SIZES TO 7 GIRLS SIZES TO 6X
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\$100 INSTALLATION & DELIVERY CHARGE
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ON ALL STORM DOORS
 ● Available with or without speaker
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 ● Safety glass.
 ● Heavy extruded corners assures no sag; no warp.
 ● Gold Colonial key lock and pneumatic closer with all screws
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 If you are planning to build or remodel your home call us or come by today. You are invited to look over our many lines of building products and samples and to use our many helpful services.
 14 Models on Display
 Best Storm Door Selection in Lubbock
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Your Travel is our Business!

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TO MAKE YOUR LAMP A SHADE BETTER
"Unique Lamps of Distinction"
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CUSTOM SOUND SECURITY SYSTEMS
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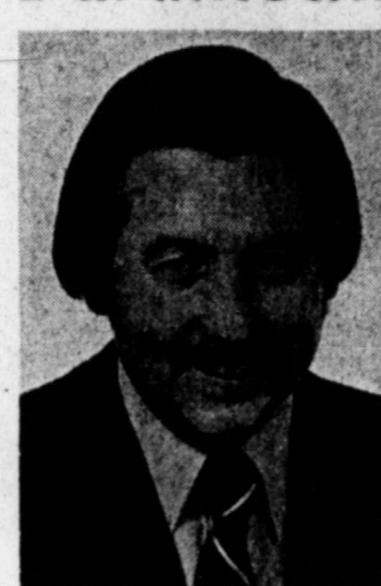
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wholesale grocery
24 Wolfe Chili 19 oz. 48 Van Camp 16 oz.
Without Beans \$17.95 Pork 'N Beans \$12.49
30 Single Roll 48 Chicken of the Sea 6 1/2 oz.
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Business & Industrial Review
Agents Of Farmers Group See Service As Paramount Benefit

Emphasizing the "Farmers Insurance Group brand of service," the Lubbock Independent agents of that group are being introduced in a series within these pages of the Lubbock Avalanche-Journal. The two featured this week are Jim White, with offices at 4417 50th St., and Jerry Rose of 5602 Slide Road. Each point out that "If you already are utilizing the service of a Farmers Insurance Group agent, you know the benefits; if not, then likely you should inquire at soonest possible time for your own profit." There are several offices manned and headed by Farmers Insurance Group agents in Lubbock; in fact, there are some 18 such agents affording "anything in insurance."



JERRY ROSE



JIM WHITE

Rose calls attention to the unique situation wherein his agency is like a "close-knit big family," with the "good life" team quality control department constantly working behind the scenes to assure all friends and customers that they are up-to-date and covered for all their security needs. He is especially proud of his staff personnel. The business concept of the agency (including staying current on everything possible to help the customer) has placed it in the "top 5" in life insurance within the state, Jerry reports. Also, Rose has been in the Life Masters honor list of the company for nine consecutive years by virtue of business volume.

pers Club, considering all production, for six out of the seven years; he is a member of Life Masters and of the half-million-dollar Round Table. White is a 23-year Lubbock resident and is a 1970 graduate of Texas Tech where he was a marketing major. He and his wife, the former Kathy Hilgenfeld of Houston, have one son, Andy, age five months. White specializes in the personal lines of insurance, though serving all insurance needs most admirably. Fire, homeowner, life and auto insurance possibly might be singled out as his specialties. "Anything in insurance" is the correct image of Farmers Insurance Group, Los Angeles based organization celebrating its 50th anniversary in 1978 and one that has been represented in Lubbock for over a quarter century. Eight office locations are now utilized in Lubbock. These are located at 3328 82nd St. (the district office); 2221 34th St., 5106 Slide Road, 5602 Slide Road, 3534 34th St., 3409 50th St., 4417 50th St., and 7402 University Ave.

Schofner and Philip Wilbanks. Bill Hatchett is district manager. Each is thoroughly versed in the full spectrum of insurance services — auto, fire, life, truck, boat, commercial, liability and all. Special attention is directed to the IRA-Plus savings including such features as: Allowable savings contributions are 100 per cent tax sheltered. Payments, less an expense charge, earn a high prevailing interest rate (currently 8 per cent) with 4 per cent guaranteed. The proceeds guarantee a life income from the date one elects to retire, anytime between 59 1/2 and 70 1/2 years of age. Funds continue to grow even when payments are suspended. Payments can vary each year. No current tax on the interest on your capital accumulation. Systematic methods of savings: Freedom from investment decisions; Your own personal money management plan backed by a large insurance company. Get full details from a Farmers Insurance Group agent: he is a man worth knowing! And a further word to the wise: "Don't renew your Homeowner's Insurance until you get all the facts about Farmer's Homeowners Package Policy.

With Farmers Insurance Group since '69, Rose is a native of Lockney, and is a graduate of Roswell (N.M.) High School and the Bethany Nazarene College, Bethany, Oklahoma. Long in sales work, he sold Singer sewing machines while in high school and received a state award for his successful efforts. He likes sales, service and people. Mrs. Rose is the former Karen Classen of Fairview, Okla., and the couple has three children: Denton, 16, a Coronado High School student; Brenda, 12, attending Wilson; and Sherlene, 11, attending Wester. Jim White, at 4417 50th St., likewise has a most auspicious record of production and service. With the company for seven years, he has been a member of the Top-

Agents Named
Among the local Farmers Insurance Group agents are Jerry Rose, Jim White, Don Busby, Rick Dyer, Gene Cribbs, Gary Jeter, Dick Heath, Allie Baxter; Joe Schoenig, John Hatchett, Howard Havery, Lee Robertson, Lanny Harris, Don Freeman, Jere Smith, Presley

Leaseway-Southwest Services Seen Advantageous To Region

Leaseway-Southwest, at 409 E. 50th St., in Lubbock, offers a complete transportation service to busy companies that simply cannot devote the time, space or money required to own and maintain a fleet of vehicles, or in some instances, just one or two units. This progressive leasing firm provides transportation vehicles to serve any size or type business. Full Service
"Corporations as well as small operators find that full-service transportation package is more efficient from every standpoint."
"Full service" as provided by Leaseway-Southwest Transportation Corp., is exactly what the name implies. The firm

provides the maintenance and inspection and even supplies the fuel and pays the taxes on the vehicle! Personnel there are most adept, serving in a professional but considerate and friendly manner to meet the particular transportation needs of every customer. "We'd like to count you, too, among our customers." Upgrading and additions to its stock is a continuous operation at Leaseway-Southwest. Leaseway-Southwest's understanding of the short-term, peak and long-term needs of area industry and business is well recognized, contributing to its own growth, too.

Half-a-hundred Lubbock businesses (and even more) depend on Leaseway-Southwest for transportation vehicle needs. There must be a very good reason. In Tune With Times
Keeping abreast with the needs of the area is one of the convincing reasons. Leaseway-Southwest continually adds new equipment for rental and for full-time customers of this service-oriented firm. "Utilization of leased vehicles is the growing trend in transportation management" it is emphasized by Ken Wright, president.



LUBBOCK FIRM CAN ASSIST IN THE BIG JOBS OR SMALL ONES ALIKE

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Dura-built Portable Buildings
All Size Custom Manufactured Locally To Cut Your Cost
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3502 Slide
A-10 Security Park Shopp. Center

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Carpet Custom Draperies Vinyl Floor & Wall Tile Custom Installation
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YOUR HAND INSTRUMENTS FROM THE SOUTH PLAINS LEADING RENT HOUSE AUTHORIZED Dealer For
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LOCK SETS & CABINET NEEDS
● Latches ● Hinges
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HARDWARE
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See The Professionals!
ARVEL ENGLISH
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STORE HOURS: 8:00 to 5:30 Mon thru Fri 9:00 to 5:00 Sat
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Ladies Sweaters
\$6
 Reg. to \$8

Ladies sweaters in pullover Cardigan with buttons or belt. Some with hoods and some with shawl collars. 100% Acrylic. Sizes small, medium and large. Assorted colors.



Material Clearance
1/2 Price

Cotton, denim, polyesters & much more to choose from.



Solid or Striped Terry Towels
2/3
 Reg. 1.88

All Terry. Solids and stripes.



Men's Work Boots
5.91
 Reg. 9.96

Vinyl uppers or rugged oil resistant soles. Choice of 6" or 8" tops. Tan in color. Men's sizes.



New Freedom Mini Pads
97¢
 Reg. 1.29

New ultra absorbent. Slip-proof adhesive.



Scraper Squeegee & Brush
97¢
 Reg. 1.37

Deluxe Squeegee, scraper & brush combination.

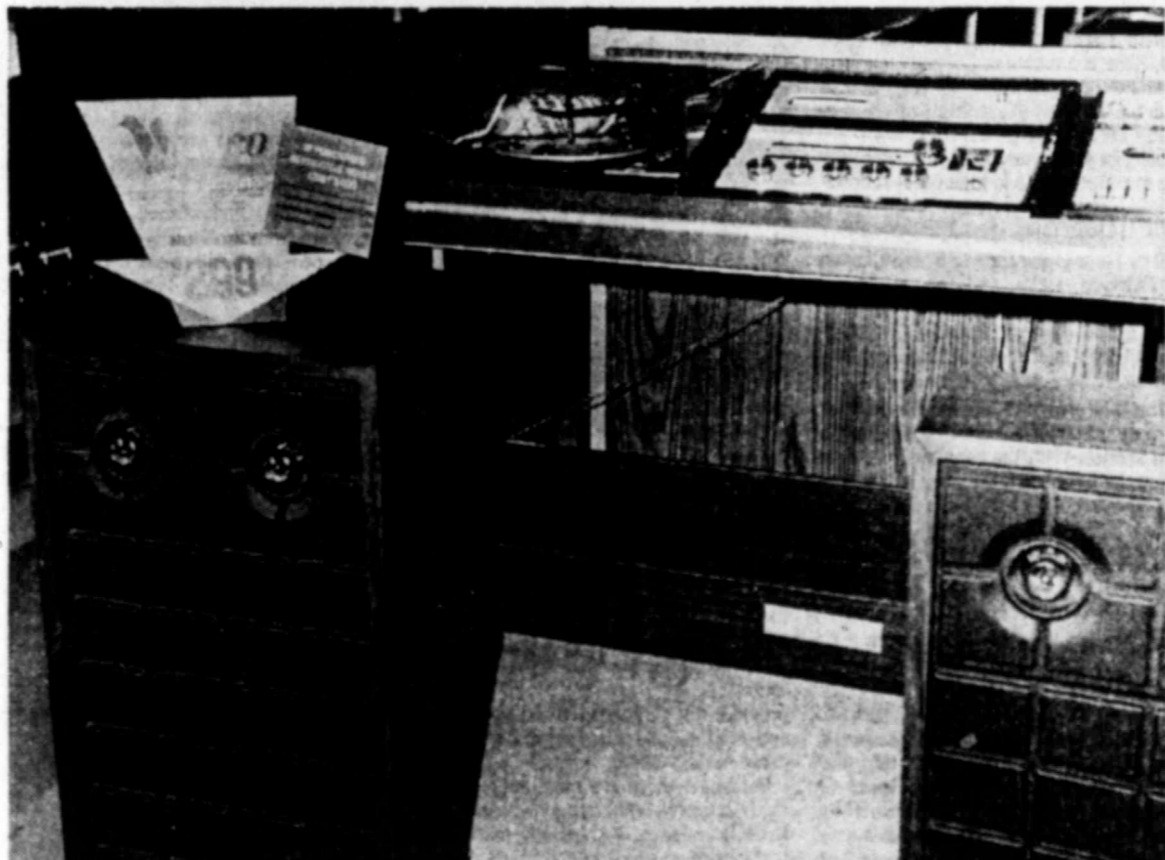


Business & Industrial Review

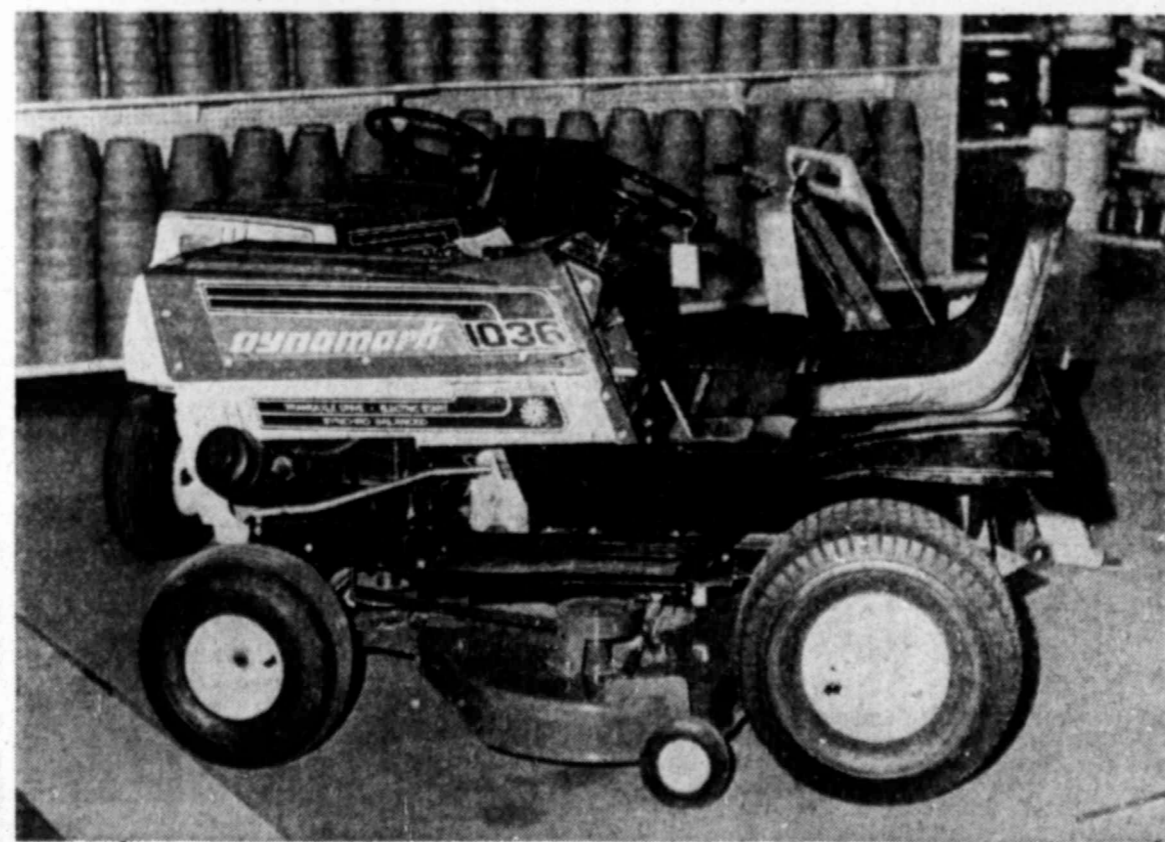


SUPERVISES RED GRILLE — Woolco introduces Kathy Alford as new Red Grille manager. Kathy has been a member of the Woolco family for over four years and has spent most of her life in the Lubbock area. She enjoys cooking and reading.

Kathy extends a personal invitation to all her friends to stop by and try Woolco's Red Grille "Special for the Week" — Steak-um Sandwich; and the Dessert of the Month — apple pie a la mode.



MECCA FOR MAJOR APPLIANCES — Popular brands are the fast rule at Woolco, and never more evident than in the Major Appliances Department. Select from such trustworthy names as RCA, G.E., Whirlpool, Electrophonic, Sanyo, Zenith, Cobra and Midland, for example. Whether the need is a TV, refrigerator, freezer, washer, dryer, stereo or even CB radios, Woolco comes through handsomely! Free local delivery is featured in this department.




NEW SEASON NEEDS HERALDED BY WOOLCO



Men's Thermal Shirts & Drawers
2.88
 Reg. 3.29

Polyester & cotton blend. Wash and wear. Minimum shrinkage and maximum wear. Sizes small thru Xlarge.


12x12 Wall Cork
88¢
 Reg. 1.27

4 sq. ft. 4-pc. 12"x12"



Men's Thermal Socks
98¢
 Reg. 1.39

Natural color in heavy-weight, thermal knits. Sizes 10 to 11 1/2 and 12 to 14.



"Mr. Tuff" 8 1/2 x 11 1/2 Rug
22.99
 Reg. 29.97

100% Olefin Polypropylene with dual purpose rubber waffle back. Perfect for anywhere in the home or on the porch. In blue, gold, green, brown and red colors.



7-Pc. Dinette Set
159.95
 Reg. 196.95

Table size 36" x 48" x 60". In black-red or moss-avocado with 6 hi-back chairs.



Sesame Street Record Assortment
3.87

Large assortment of titles to choose from. Albums — \$3.87 45's — 99¢




Plastic 8-Track or Cassette Holder
1.77
 Reg. 1.99

Stackable tape boxes hold 12-8 track tapes or 15 cassettes. Buy now to protect all your tapes.



Hamster & Gerbil Fun House
10.00
 Reg. 12.88

Contains tank, top; crystal view home, drinking bottle, food, treat, nibble bell & booklet.



Ladies 100% Cotton Tops
2.44
 Reg. to 5.97

Ladies tops perfect for jeans or casual wear. 100% cotton and cotton blends. Sizes small, medium and large. Assorted colors.



17-Jewel Men's or Ladies Watches
29.97
 Reg. 32.86

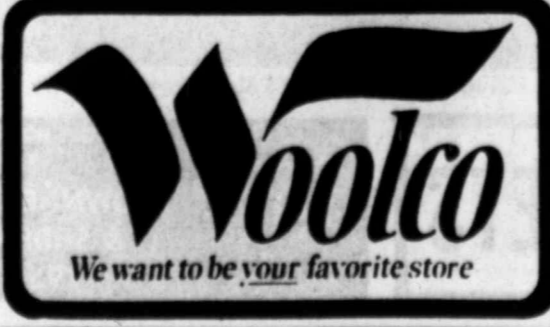
Shock resistant unbreakable mainspring. Anti-magnetic gold tone or silvertone cases. Leather and metal bands.



General Electric Wall Clocks
4.97
 Reg. 6.97

Two styles to choose from; yellow or white colors.

Monday Tuesday Specials




Woolco
 We want to be your favorite store

Because we want to be your favorite store... we picked these great Mon./Tues. specials

SHOP MONDAY THRU SATURDAY
9:30 AM TO 9:30 PM
3701 50TH STREET, LUBBOCK, TEX.

3 CONVENIENT WAYS TO ...



LUBBOCK AVALANCHE CLASSIFIED

(General Classified with sub-classification each.)

Announcements

1. Lodges & Societies
2. Personal Notices
3. Card of Thanks
4. Cemetery Lots
5. Lost and Found

Business and Finance

6. Franchises, Disinvestment Op.
7. Business For Sale
8. Business Wanted
9. Investments
10. Loans
11. Money Wanted

Business Services

12. Building Services
13. Building Materials
14. Miscellaneous
15. Professional Services
16. Women's Clothing
17. Child Care-Babysitting

Employment

18. Of Interest For
19. Male or Female
20. Agents-Sales
21. Situations Wanted

Education Training

22. Schools
23. Kindergarten
24. Child Nursery

Recreation

25. Sports Equipment
26. Boats & Motors
27. Hunting, Fishing
28. Hunting Leases
29. Travel Trainers
30. Hobbies & Crafts

Merchandise

31. Farm Equipment
32. Feed, Seed, & Fertilizer
33. Livestock
34. Poultry
35. Auctions
36. Miscellaneous
37. Garage Sales
38. Furniture
39. Appliances
40. TV-Radio
41. Musical Instr.
42. Antiques
43. Pets
44. Machinery & Tools
45. Wanted Notices
46. Office Space
47. Wanted To Buy
48. Farms For Sale

Rentals

49. Bedrooms
50. Unfurnished
51. Furnished
52. Unfurnished
53. Furnished
54. Mobile Home
55. Rooms-Boarding
56. Business Premises
57. Office Space
58. Wanted To Buy
59. Farms For Sale

Real Estate

60. Business Properties
61. Income Properties
62. Lots
63. Acreage
64. Farms-Ranch
65. Out of Town
66. Resort Properties
67. Real Estate
68. Real Estate
69. Oil Land & Leases
70. Houses
71. HUD
72. Houses-Bid
73. Mobile Home

Transportation

74. Automobiles
75. Pickup-Vans
76. Trucks, Trailers
77. Motorcycles
78. Airplanes, Helicopters
79. Wanted Cars
80. Repair, Parts

Legal Notices

Legal Notices

FOR YOUR CALL

Classified advertising in the Morning Edition, Advertising Saturday or Sunday counts as one full day.

12 WORDS

1 day, per word ...
 2 days, per word ...
 3 days, per word ...
 4 days, per word ...
 5 days, per word ...
 6 days, per word ...
 7th day, per word ...
 15 days, per word ...
 30 days, per word ...

These rates are for insertions and apply only if special payments or large type play rates apply.

Out of town ads ANCE.

In case of error in the advertiser's responsibility if not one day following publication will not be purely typographic prints beyond charge for the specified.

Please call early avoid the deadline

FINAL CLOSING TIME

CLASSIFIED Daily 8:00 P.M. For Next Month Saturday, 5:00 P.M. CLOSED ALL DAYS

Lubbock Avalanche 710 Avenue J Lubbock, TX

Merchandise 51. TV—Radio—Stereo RENT-TO-OWN COLOR TV RCA, Zenith Curtis Mathis

52. Musical Instr. SUNN PA & Two Cerwin Vega speakers brand new Call after 6PM

53. Antiques ARMOURIE ornate desk table. Empire clock, small wood stove, piano, cash register, etc.

54. Pets AKC REGISTERED Irish Setter puppies 7-20-78

55. Machinery & Tools WE custom build high pressure water pumps, hot water tanks, etc.

56. Moving & Storage 24 HOUR local moving service. Fast, reasonable. One piece or household.

57. Office Mach. & Sup. REMINGTON R-2 photocopier. Xerox 8000 copier. Xerox 8000 copier.

STRICTLY BUSINESS McFeatters MR. POTTLEBY. "Oh, come, Pottleby. The stockholders aren't going to be that hostile."

58. Moving & Storage B & L STORAGE CO. Now renting 10x20 storage units \$35 per month

59. Warehouse Storage Large and small spaces. 2,000 sq. ft. and up. By month or year.

60. Bedrooms BEDROOMS—kitchen privileges. Ladies references. After 4PM and weekends.

61. Bedrooms BEAUTIFUL bedroom, bath, fireplace, central heat. Private. Woman washer-dryer kitchen, privileges.

62. Unfurnished Houses DECORATED 4 bedroom, 2 1/2 bath, large kitchen, dining room, stove, dishwasher, etc.

63. Unfurnished Houses ONLY \$150, two bedrooms, drapes, kids, pets, singles OK. R.H.D. Fee.

64. Unfurnished Apts. NICE 2 bedroom duplex, built-in range & oven, dishwasher and disposal.

65. Furnished Apts. FURNISHED apt., 700 21st, available Feb. 1st, 4 month lease. \$150 monthly, gas and water paid.

66. Unfurnished Apts. NEW 1 1/2 BR New leasing 1 bedroom, 1 1/2 bath, electric, 1st floor.

67. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

68. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

69. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

70. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

71. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

72. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

73. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

74. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

75. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

76. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

77. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

78. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

79. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

80. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

81. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

82. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

83. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

84. Unfurnished Apts. NEW 2 BR New leasing 2 bedroom, 2 1/2 bath, electric, 1st floor.

Charles Graham REAL ESTATE 793-0311 3407 53th St. 2 bath in great area. \$51,500.

Mary Martin, Realtors 793-3212 NEW JACK GIVENS HOMES—FARRAR MESA STANDARD FEATURES ARE: Storm Windows, storm doors, cathedral ceiling in Den, beautiful fireplace, coffee ceiling in master suite, microwave oven & cont. clean oven, intercom, plumbed for tv, softener, wired for door opener.

EXECUTIVE'S HOME Four BR and Study, 3 1/2 baths, formal living and dining. Huge den with beamed ceiling and fireplace. Over 4,000 sq. ft. Three car garage, automatic sprinkler system in beautifully landscaped yard. Excellent school location. \$310,280.

MELONIE PARK SOUTH Specious 3 BR, 2 Bath, small office or hobby room, nice yard. All built-ins. Huge den with cathedral beamed ceiling, fireplace, generous closets and loads of cabinets... \$54,950.

ENERGY SAVERS OPEN DAILY 93rd & INDIANA Temporary Sales Office 3 & 4 Bedrooms — \$43,950 & Up

Real Estate for Sale 84. Houses Real Estate for Sale 84. Houses

PAT GARRETT Real Estate Model Home 8402 Flint 3 bedroom, isolated master, 2 bath, fireplace, ENERGY EFFICIENT... \$37,500

Lewis/Norman REALTORS 797-3295 Country Living Beautiful 3 bedroom brick home with basement and office. 2 acres of land. Shallowwater school bus to front door.

FOR SALE BY Jim Turner 795-4326 3828 50th John Shelby... 795-8965 Pat Wilcox... 795-8196

JIM TURNER ENTERPRISES 795-4326 2311 74th: 4-3-2, Gameroom, Office 3000 Sq. Ft., Melonie Gardens. 574,500

JIM RIDDLE INSURANCE 792-3343 Monty German... 799-5016 Patsy Nicholas... 744-8132

MLS New 3 and 4 bedroom homes just off Indiana Avenue and ready for your call selections. Great floor plans for the growing family and priced in the mid 40's.

Real Estate for Sale 4 Bedroom Brick, fireplace, w/many bookshelves, excellent schools, \$35,950.

let us sell yours! 792-4606 3411 University Tommy C. Morris H. Lynn Merce

Chris White REALTORS 792-6271 244 50th UNDER \$100,000 4 BR 2 baths, nice! Large Den, F. p. iso. MBR. 2500 SQ. FT. Basement, 2-story. 2-BR, new carpet, close to school.

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By Ed Reed



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Irish Nip UCLA; FSU Stuns Cards

By The Associated Press

When the Notre Dame basketball team opened play against UCLA, two of the Irish's best players were on the bench.

Digger Phelps wasn't playing with a handicap—he thought it would be better that way.

"I felt they had the experience to observe what was going on and then come in to help us adjust," said the Notre Dame coach.

The move proved a worthy strategy. Don Williams helped the Irish "adjust" and Bruce Flowers helped them win, contributing key points and rebounds at the end for a 75-73 decision Sunday.

"I talked to Williams early this week and explained why he wasn't starting," said Phelps, whose strategy also included starting freshman Orlando Woolridge instead of Flowers.

Williams, a senior who missed one game with a sprained ankle and saw limited action in the Irish's last two contests, said: "Last year they (UCLA) came in here and we lost. I felt confident and thought the coach's idea would work. I sat down, observed and corrected some things we weren't doing well."

"I've learned more the last three games on the bench and in the long run it will pay off," said Williams, the team's leading scorer who had 19 points in Sunday's nationally-televised game.

Flowers was just as significant a factor for Notre Dame in the late going. He converted three foul shots and grabbed a key rebound in the last 55 seconds to preserve Notre Dame's second victory of the year over the Bruins.

In other games Sunday involving ranked teams, Florida State upset No. 9 Louisville 70-66 and the touring Russian Nationals beat No. 12 Providence 78-73.

Mickey Dillard scored 24 points, includ-

ing six of Florida State's last eight, to lead the Seminoles to their upset of Louisville. Dillard, Florida State's sixth man, scored the go-ahead points for the winners and also the points that clinched the Seminoles' 14th victory in 16 starts.

"Maybe now we have a chance to be ranked," said Florida State Coach Hugh Durham. "It was the biggest win we had this year. I think we deserve some consideration for the rankings now."

Alexandr Salnikov scored 18 points to lead the Russian Nationals past Providence. The Soviets now are 3-1 on a five-game tour.

In Saturday's action, top-ranked Kentucky beat Mississippi State 75-65; No. 2 Marquette trimmed Washington 71-63; Illinois State upset No. 4 Indiana State 81-76; No. 5 North Carolina outscored Maryland 85-71; No. 6 Arkansas defeated TCU 43-35; No. 8 Kansas edged Kansas State 56-52, and No. 10 Michigan State whipped Iowa 68-58.

Providence turned back Connecticut 57-47; Clemson defeated No. 13 Virginia 79-70 in overtime; No. 14 Holy Cross suffered a 123-103 upset by Fairfield; Wichita State stunned No. 16 Nevada-Las Vegas 87-83; No. 17 Duke whipped La Salle 91-81; No. 18 DePaul defeated Dayton 74-70; and No. 20 New Mexico walloped Texas-El Paso 84-57. Syracuse, the nation's No. 11 team, was snowed out of a game with Fordham.

Jack Givens shot Kentucky out of a slow-starting first half, and the unbeaten Wildcats withstood a late rally by Mississippi State for their 14th straight victory. Givens scored 13 of his 21 points in an eight-minute span of the first half when Kentucky broke a 12-12 tie and surged to a 36-22 lead at intermission, enough of a cushion to withstand Mississippi State's late comeback.

Butch Lee and Jerome Whitehead helped Marquette open a 15-point lead over Washington early in the second half and the Warriors went on to beat the Huskies for their ninth straight victory and 14th in 16 starts. Lee wound up with 18 points and Whitehead 17.

Billy Lewis scored 25 points and Ron Jones added 18 as Illinois State shocked Indiana State despite a 37-point, 17-rebound performance by Larry Bird. It was the second straight loss for the Sycamores, who up until last Thursday were unbeaten.

"We've had a couple of teams that played like hell against us, that's all," said Indiana State Coach Bob King. "I thought we played very well. We didn't shoot very well, but I was pleased with our board play."

Phil Ford's 23 points led North Carolina over Maryland and into first place in the Atlantic Coast Conference. The Tar Heels led 42-40 at halftime and opened the second half by outscoring the Terps 7-0, sparked by Ford's two steals.

Ford became North Carolina's second all-time leading scorer with 2,015 points, passing Charlie Scott and moving 30 behind the No. 1 man, Lennie Rosenbluth.

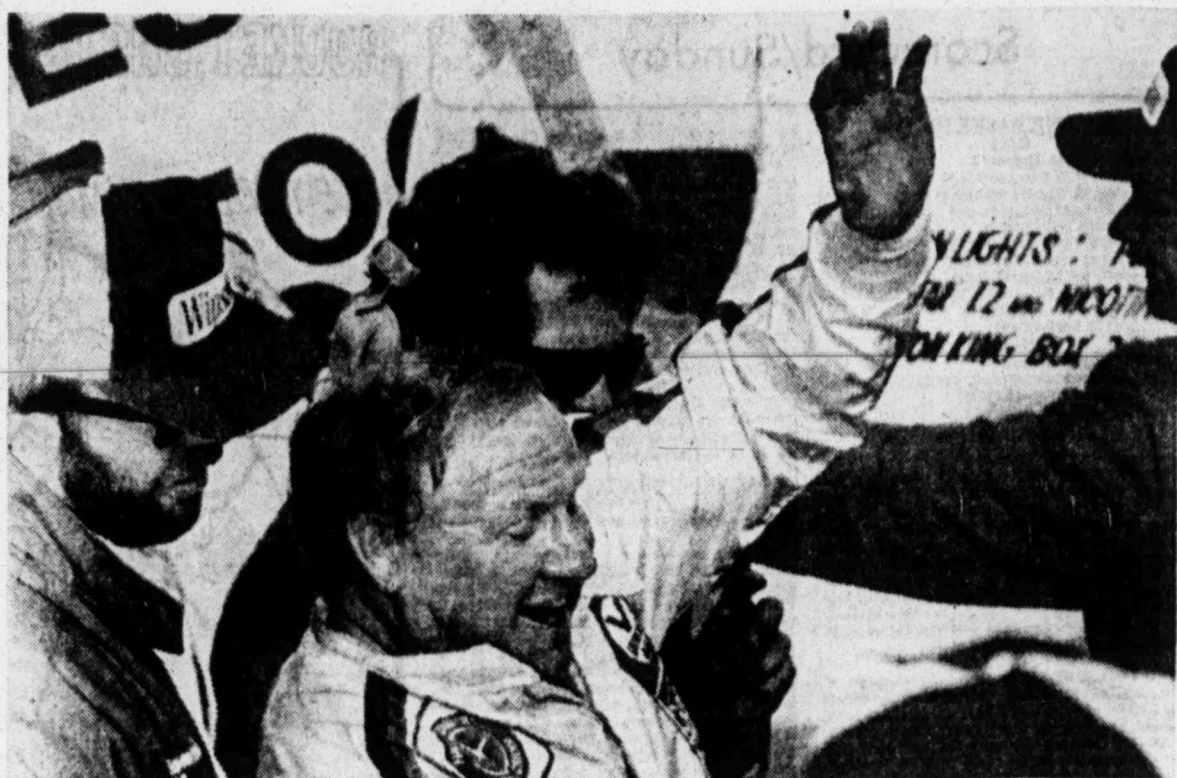
"I guess that just means I've played a lot more games than Charlie Scott," said Ford, shrugging off his latest accomplishment. "I'm not worried about records. I'm worried about winning games."

Darnell Valentine scored 15 points and John Douglas 13 to lead Kansas over Kansas State in a pivotal Big Eight game. Earvin Johnson contributed 13 points and paced a strong defensive effort to lead Michigan State over Iowa. Bruce Campbell's 18 points led Providence over Connecticut.

John Campbell's 19 points and 12 rebounds led Clemson over Virginia; Kim Fisher's 28 points sparked Fairfield over Holy Cross; Wichita State upset Nevada-Las Vegas behind Lyndbert Johnson's 29 points; Eugene Banks poured in 24 to lead Duke over La Salle; Dave Corzine's 32 points powered DePaul over Dayton, and New Mexico whipped Texas-El Paso behind Willie Howard's 23 points.

TWO FIELDS

CHICAGO (AP) — The Chicago Sting announced it will split its North American Soccer League home schedule between Soldier Field and Wrigley Field. The Sting will play eight day games in Wrigley Field, home of the Chicago Cubs, and seven games at Soldier Field, most of them at night.



VICTORY WAVE — Nascar driver and last year's grand national champion Cale Yarborough waves as he exits his car after winning the Winston Western 500 Sunday. Yarborough beat out Benny Parsons and David Pearson in a tight finish. (AP Laserphoto)

Cale Yarborough Gains Revenge In Western 500

RIVERSIDE, Calif. (AP) — "I felt all last year like we gave that one away. It bothered me," said Cale Yarborough of a last-lap loss to David Pearson in the Winston Western 500 stock car race a year ago.

But in the rematch Sunday, there was no charity in Yarborough's heart. And he served notice he is still the driver to beat, despite a new car and crew.

The two-time national champion protected a three-car length margin to the finish line as Benny Parsons and Pearson slugged it out for second place behind him. Parsons won that duel by a car length.

"I feel like we had it won last year until the last lap," Yarborough said. "But a car went off in front of me and kicked a bunch of sand back up on the track. When I got there, I got to slidin' in the sand and David got me."

Still, memories of last year didn't force Yarborough to play it cautious this time around.

"There wasn't no time to take it easy out there. I had to drive every lap just as hard as I could possibly drive," Yarborough said. "This was a heckuva race."

The victory, coupled with misfortune that befell several of his key challengers, gives Yarborough a healthy head start toward an unprecedented third straight national title.

Richard Petty got stuck in the mud off the course 13 laps from the finish when his differential locked. Darrell Waltrip, who won six races last season, also was eliminated from the competition when he went off the course late in the race. Bobby Allison dropped out fairly early with a serious engine deficiency.

The result was that only two drivers committed to challenging Yarborough for the title through all 30 races in 1978 were among the top 14 finishers Sunday.

And Yarborough has the jump on the others in as much as he debuted his new Oldsmobile 442 here and won with it while most of the competition is waiting until the Daytona 500 next month to wheel out their new machinery.

"We were just hoping to finish well with it the first time out and still learn a few things before Daytona," said Yarborough, whose win was the first for Oldsmobile in Grand National racing since 1959. "This was an important race, don't

get me wrong. But Daytona is a VERY important race."

Yarborough said it takes a while to work the bugs out of a new car and learn what its capabilities are.

"We weren't quite sure what we had when we started out working with the Oldsmobile," he said. "Like the suspension is more like a Chevelle than the Monte Carlo type we usually run here. We've never run configuration before."

"We're building three more between now and Daytona."

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NHL Boss Says Powers Limited

BUFFALO, N.Y. (AP) — National Hockey League President John Ziegler says he is not empowered to intervene in transactions and will not become involved should the New York Rangers succeed in their attempts to obtain Swedish stars Ulf Nilsson and Anders Hedberg.

As the league's Board of Governors began to arrive for two days of meetings here prior to Tuesday night's 31st annual All-Star game, Ziegler told The Associated Press that, "There is no way either I

or any member club could prohibit one club from spending whatever money it wants to spend on player talent."

Unlike Commissioner Bowie Kuhn, who has nullified player transactions because he is empowered to protect the "best interest of baseball," Ziegler's powers are limited in that regard.

"If a team wants to spend \$10 million to obtain a player or players, I may not involve myself in the matter," he said Sunday night.

Vancouver Canucks President Bill Hughes stopped short of offering that amount to the two high-scoring Winnipeg Jets, who have teamed with Bobby Hull to form the World Hockey Association's most feared offensive combination but also have been recruited strongly by the NHL's New York Rangers and their owners, Madison Square Garden.

"I decided we're not going to bankrupt this hockey club in a bidding war," said Hughes, who claimed that his offer of more than \$375,000 per season per player on a two-year contract was the second-best offer behind the Rangers' reported package of \$475,000 per season to each athlete.

The Vancouver offer fell short of New York's in other areas. "First of all, we'd be talking United States dollars as opposed to Canadian dollars, so we'd be paying 10 percent more right away because of the difference in money values," said Hughes.

"Actually, travel was the only negative thing they felt. The Canucks' travel load is 80 percent heavier than the Rangers', though it isn't significantly more than the load they are bearing with Winnipeg right now."

"Then there are the consequences of knocking your whole salary structure out of kilter," he continued. "I feel, anyway, that they're going to stay in Winnipeg."

WHA President Howard Baldwin said last week the league had agreed unanimously to support the Jets in their efforts to re-sign the high-scoring forwards. Baldwin admitted a high probability that league owners would form a financial pool to help Winnipeg keep two of its stars.

Ponies, MHS Battle For Loop Lead

Monterey's girls seek the first-half basketball title in District 4-AAAA tonight when they entertain Coronado in the MHS gym at 8 p.m.

The Plainsmen, 2-0 in league play and 15-7 for the season, need a victory tonight to clinch the first half. However, Coronado, 1-1 and 9-10, could tie the first-half race with one game left if CHS could defeat MHS tonight.

Monterey won the first meeting between the schools, 49-26 at CHS on Jan. 12. The teams were tied 20-20 in that game at halftime. Since that league opener, MHS downed Lubbock High by an impressive 75-39 margin while CHS nipped the Westerners 48-47.

In that first CHS-MHS affair, Marilyn Beckner of Monterey topped all scorers with 24 points while Dona Boyd paced Coronado with 14.

Coronado concludes its first half Thursday night by hosting LHS. Monterey wraps up its first half a week from tonight at Lubbock High.

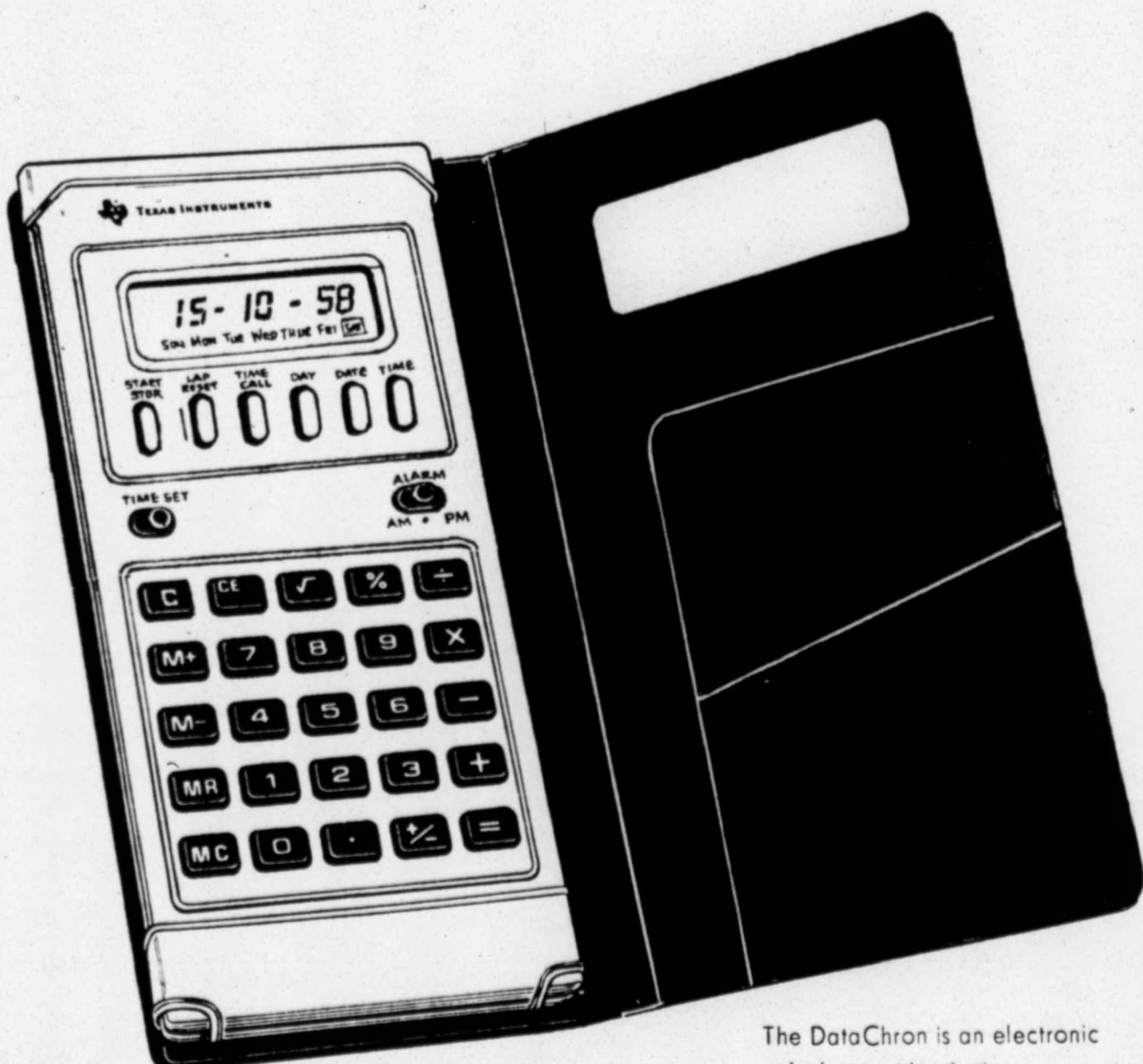
The Monterey and Coronado junior varsity game will precede tonight's varsity encounter at 6:15 p.m.

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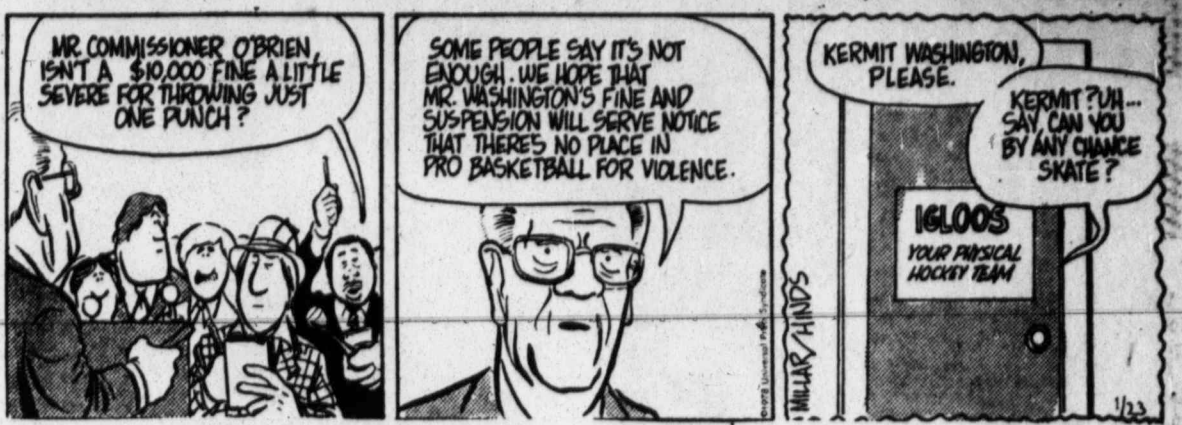


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SATURDAY'S SOLUTION

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TANK McNAMARA



By JEFF MILLAR & BILL HINDS

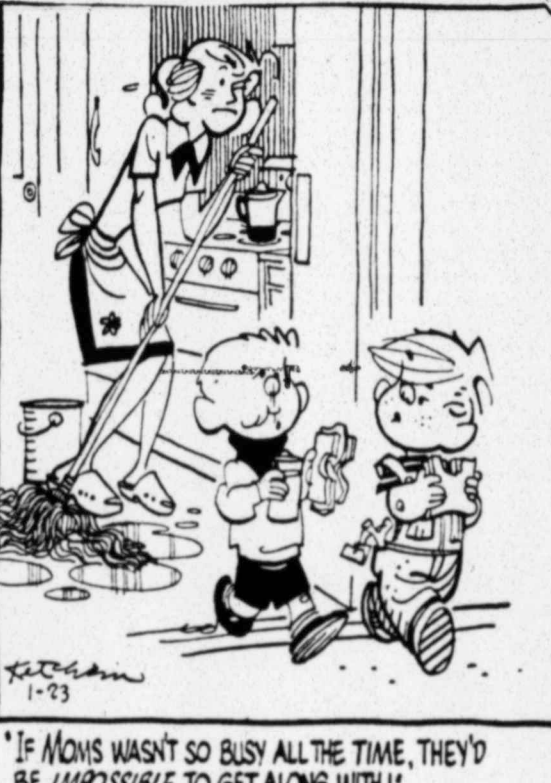
LUBBOCK AVALANCHE-JOURNAL

COMICS

FUNNY BUSINESS By ROGER BOLLEN



DENNIS THE MENACE By HANK KETCHAM



"If Moms wasn't so busy all the time, they'd be impossible to get along with!"

FRED BASSET



By ALEX GRAHAM

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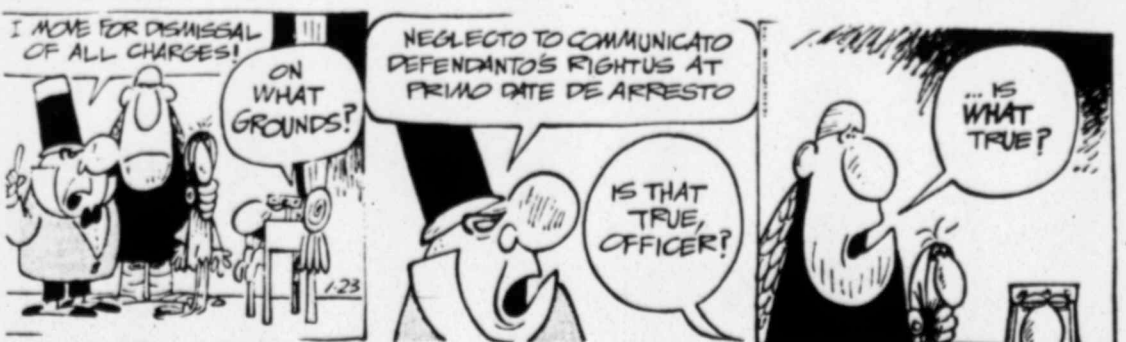
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