Fire tragedy, traffic death hit Lubbock

 The boideo 0 Lary Tuker. 8, Kem.
 und


THE UNConscous firemen stil



 onter Wiann 2 2h buirs the one.alam fitre
 were given the order
tructure at 6.40 a . Ten mimutes heter, the three vicims
 THE MEN apparently were overcome by toxic fumes that were produced by
some burning material inside the building, but officials are awaiting test results odetermine exactly the gas may be
Authorities also are mystified as ow the fumes penetrated the me enective oxygen masks. The filters in
ene he dead men were found to have smail oles in them. leading investigators to
elieve deadly fumes were able to seep





 ars with the department were hed


 dever. Saurray whena alsyerold

 Yeenaisis Haxpatat by Justre of the
 Sount Lopo 2es when hisar wenn outo
HE was trown 18 bee toom we ent
 einile then roled ower for more
 Sovearid truxd dinier died ater he
 The vecum. Haroid Lee Fullarar of B .

 No maitue were erponemif fexon


'Hooked' on chiles
Sammy Morshall, F.P. (Fellow of the Pod) is the prime organizer of and Red Chiles, which met recently to officiolly establish the chap.

## Stock price forecast

For the week's survey, we interviewed 30 security analysts who follow the phoNational Bank, Lehman Brothers. Mercantile Trust. Putnam Management company and Marine Midiand Bank Each securty
how low he thought each stock would go in the next six months.
Analyst forecast that the stork of the GAF Corporation could rise by an average
of 32 percent in the next six months. PCA International was forecast to rise by 23 percent and Fotomat Corporation by 27 percent. Polaroid Corporation was expected orise by 25 percent and Berkey Photo. Inc. by 22 percent
When asked how low these photography stocks might go in the next six months. analysts forecast Berkey Photo. Inc.. could go down by 25 percent and PCA International by 24 percent. Analysts forecast a drop of 21 percent for Fotomat Corporation
a drop of 17 percent for GAF Corporation and a drop of 15 percent for Polariod Cordrap on This means that analyststs believe that Polaroiod Corporation had a good chance for growth and was expected to be more stable with lower downside risk
Analysts were optimistic about the Polarooid Copporation because of the rapid Analysts were optimistic about the Polaroid Corporation because of the rapic
growth of the instant photography field among amateur photographers which accounts for the progress and the growing demand for photographic and reprographic prouducts PCC Progetratational one of the world s. largest portratit thotographers. with
operations throughout the U.S. Canada, Western Europe and Japan was liked be
soo Stock page 5


## Outreach program gives veterans starting place



 The vers hespots indeobor to the evicie of his noum or he might hue spent moush ine in the miluar

THE DISABEED VETERMN has an epperialy dfficurt
 in heis een neses an atractive opo candidate becasie of







NoR IT THe Probiex o umemplomem and disorien
 "it affects women just as much" Medical. educational and financial benents.
veterans through the Veterans Administration often are
not exactly what the returning serviceman or woman need not exactly what the returning serviceman or woman need
to get back into the swing of thins either.
Self confidence that precious intangible



## THE STATE FUNDED OFFTCE maned by Fhmed

THE STATEFFUNDED OFFICE, manned by Ehrmanthroughout Texas. Most importantly, the office maintains relations with em-
ployers. Ehrmantraut said, so they are able to provide jobiz Clothes ofr a a oob interview and even a ride to the inter-
view, if needed. are also within VOP's realm to supply. "Anything we can suty to a veteran in need we will Ehrmantraut commented "We don't turn anybody away," In some cases he described VOP's relationship to veter-
ans as "close, like a family". Ehrmantraut will not hesitate. he said. to go into a veteran's hame if he thinks a vial Sometimes he goes to "try to create motivation," and
sometimes to fill more basic needs like making sure there is enough food in the house.
OFTEN HIS TRIPS ARE nonreimbursable, but Ehrman traut says lis "I know how they feel He served 13 years and was disabled in the Army. he er-
plained in a low voice. and after his discharge he and his Plained in a low voice. and after his discharge he and his
wife divorce. He came to Lubbock needing help. and
eventually was employed by Vop to assist veterans any way he could. Ehrmantraut says VOP is able to get most veterans what Ehrmantraut says VOP is able to get most veterans what
they need within to weeks. someimes an suickly
same day they come in. "We very rarely see repeats." he added.
HE AND QIRINO MAKE follow-up calls or visits during
the next six months, to make sure everything is going Emothly. erans in need know about voPs services "I would venture could use come help." he said And in his quietly impassioned way. Tony Ehrmantraut
made it clear there is nothing he'd rather do than get ahold
of them


## editorial

## Iran - cure worse than illness

THE WORLD HAS been given an objec: day's revolutionary world. In the zealous effort to overthrow the exis left which invites all sorts of aberration and injustices sometimes as bad or wors than those which have been replaced. This has been the classic case in Teheran
and throughout the Persian kingdom still and urroughout the Persian kingdom stil
seeking to find its way. It may be months, or even years, before that point in time arrives,
if current events are any indication ALTHOUGH SOME semblance of order
has been restored in the Iranian capital itseli, conditions bordering on anarchy still rule portions of the countryside. As is the case in much of the Mideast and Africa, tribal pressures and demands are
taking precedent over national goals and aims.
In the western part of the nation, Kurdish tribesmen have openly rebelled against Ana greater voice in the writing of any new constitution and seeking much more autonomy than they have had.
The result was days of bloodshed in and
around the city of Sanandah, Iran. An armed around the city of Sanandah, Iran. An armed
truce of sorts now exists, with the independent Kurds taking a wait and see attitude.
IN OTHER parts of the nation, other tribal units are seeking a greater voice.
The fear expressed by an observer of the The fear, expressed by an observer of the situation, is that "gradually the nation will tear itself apart with the various tribal and
religious groups each seeking to run its own show...."
In this respect, the Western world is In this respect, the Western world is
watching warily any moves by those living
sa and nearby Afghanistan. Thus far, no overt moves have been made by either nation, ment, such a move could be made. In Teheran itself, Khomeini's grip on Islamic religious fanatic has been heavily criamic reedigious fanatic has been heavily
crice the wave of terror and kengaroo courts and executions which marked the of his "new order."

THUS FAR, MORE than 60 persons, from generals to two former Iranian government
news executives have been put to death by ein's firing squad . Premier MehBazargan, has repeatedly threatened to resign if Khomeini did not halt the summary executions and quit interfering openly in the Despite promises from Khomeini at his headquarters in Qum, he continues to undermine the central government by issuing his
own edicts or criticizing his hand own edicts or criticizing his hand-picked
leaders as being "weak" and not following his program for setting up an "Islamic

ON ANOTHER, and more volatile front, Khomeini may have bought more than he We refer to the protest by thousands of Iranian women against a "return to the 18 th As Khomeini tightened his grip on the naton, he sought to do away as much as possibe any vestiges of Western dress and habits among lran's women, particularly among
those who have taken up jobs outside the He also sought, subtly and otherwise, to reinstate the complete, unchallenged author-
ity of the male in Iranian life. American

Iran's 3-branch government--

woman activist Kate Millet showed up to lead the protest movement and was promptThe truth is that the Iranian people have gained little if anything under a new type of
dictatorship. They have wrecked the coun-
try's economy, watched as various tribal units went their own way, been party to
blood bath without rhyme or reason an "bought" a fanatic as a leader whose mou things often more or are of hate than love. This is progress?

## update

| Update is an independent weexly | ROBËRT R NORRIS | RRIS |
| :---: | :---: | :---: |
| paper published every Friday by | Vice President/General Manager | Edit |
| SouthWestern Newspapers Corporation | J.C. Rickman | NNETH MAY |
| at its building at 8th Street and Avenue J . | siness | sociate Ed |
| Lubbock, Teras. National adverising | David e. knapp | RTC. McVAY |
| rppresentatives, Texas Daily Press | Executive Editor | irculation Manager |
| League, Dallas, Texas. Update is distrib- | BURLE PETTIT | CARL CANNON |
| sted by carriers. Update phone $762-8844$. | Managing E | Advertising Director |

Bank names new officers


## Pamphlet may

## help smokers 'clear the air'

By Tom Grien





Reunion scheduled


 A. mine min mexion tot iome




Firsi Saving pron

First Texas
Savings gives




Traffic Update: pass with care


 A ss,093,257 contract to widen Slide
Road from Loop 299 to a point just
south of 82 Led Street has been
 ways and Public Transportation.
When completed IIIde Road will have
two lanes of trafic in each direction wo lanes of ua to- each direction
and a continuous two-way left turn lane King said.
Kerr Construction hiss 130 day
which to complete the project.
PASSING AND being passed in traftic
are both potentially dangerous because they can result in head-on collisions, sideswipes of runoff-therroad accidents.
You should be alert to all paseng ations. For example, a car can overtake and pass you on a straight road, or one
can pass you as you are pulling out of a can pass you
parking space.
A vehicle can pass you as you move
out to pass another car, or they an pass
you on the right II another ther you on the right. If another driver wants
to phss you, help him.
Check onocming traffic and slow down the other driver will need more room to get back in the lane ahead of you.
Any time you change e anes, check your
side and rearview mirrors and glance side and rearview mirrors, and glance
back to make sure your blind spot is
lear. Get into the correct lane for a turn early. If you are turning right, stay close
to the right curb so you will block any-
one from passing on the right one from passing on the right.
Dont nose out of a parking space to
heck for oncoming traftic you more. Give your signal, wait for
raffic to clear and pull raffic to clear and pull out promptly.
Know the speed and accelertion Know the speed and acceleration of
your car, and estimate the speed of the
yehicle your re trying to pass, as well a vehicle you're trying to pass, as well as
the speed and distance of oncoming
cars. If your car and the oncoming are. both traveling at 55 mph, you are
closing the eap between you at the rite Sweet Adelines
Donelle Hardoge, whe has been with
first Toxas Sovings since 1974, has set performance
 Tax may mean larger refund for some

| The new residential energy credits. change in capital gains treatment andthe one-shot sale of residence provision the one-shot sale of residence prs whichare major changes in the tax laws when can mean a larger refund for some taxpayers. While the Internal RevenueService has simplified instructions and streamlined both 1040 forms, the agency reaizes that some questions may the to help taxpayers in meeting themain Apnl 16th dealine. IRS provides free taxpayer assistance in a number of ways.In Lubbock taxpayers may stop in IRS office located at the Federal Building. Roon 315. 1205 Texas Ave., Monday through Friday, 8:00 a.m. - $4: 30 \mathrm{p} . \mathrm{m}$., tions. Taxpayers may prefer to take advantage of IRS telephone assistance by dialing $7477-4361$. (Outside Lubbock dial IRS also co-sponsors the Volunteer InUnder the VITA program. community volunteers are trained by IRS in basicincome tax preparation. income tax preparation. | office the day of the show. |
| :---: | :---: |
|  | The show also features the W |
|  | Chimes. Music Rambere Quartet |
|  | The Adelines have just |
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DermaCulture does not believe in oily cosmetics for your face. Therefore, our products are waterbased and oil-free, allowing - your skin to breathe and function normally.

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 ULTRA PEDIC PLATINUM.SUPER FIRM





## entertainment



## nightlife












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## on screen





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## looking ahead














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## A Celebration of the $\mathcal{C}$ Arts



## Stock price forecast

cause of significant growth in sales and earnings in the past several years．Fotomat Corporation and Berkey．Inc．both major factors in the photofinising industry
were tavored because of ongoing expansion programs．boosting their total revenues． Analysts forecast that Photo Control could go up by 21 percent and Drewry Photo by 19 percent．The Eastman Kodak Company．the largest producer of Photographic
products．is expected to rise by 16 percent．This rise is expected to reflect Kodak＇s anticipated introduction of new products in both the traditicinal and instant photog． raphy fields．Analysts said Comprigraphic Corporation，a leading manufacturer of
photocomposition machines．could rise by 15 percent and Ehrenrich Photo Optical Industries．Inc．by 14 perceen．
Overal．analysts indicated that selected photography stocks were in a period of growth over the next six months provided that inflation doess not adversely
sales by reducing the amount of disposable income available to consumers．
Results of the Survey


| RETIRE <br> IN LUBBOCK 等: <br> 蚛 $\qquad$ <br>  <br> 4）bratid | RETIREMENT HOTEI FOR ACTIVE SENIOR CITIZENS <br> －beautiful private rooms <br> Nemly furriithed 8 Decorated <br> －Menils INCIUDED <br> －Breaktort，Dinner 8 Supper <br> －large indoor recreation <br> －FREE DAY \＆EVENING ACTIVITIES <br> Toumoments，Progroms，Mocies，Song Fost，Porties． <br> －central downtown location Neor Shopping，Librory，Churches <br> －buu－time social dinector <br> －AM For one low monthir rate <br> －no entar met or leases |
| :---: | :---: |
|  | FROM \＄215．00 PER MONTH |
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Tornado beliefs contradicted

| pool＇s having been drained earlier for cleaning． <br> The possibilities of a broom straw being driven through a fence post，stories of which are prevalent in historical－ac－ counts，have been supported by the insti－ tute＇s research．It can happen，they say． so long as the wood post is made of pine or other soft woods． |
| :---: |
| Miss Flagg joins |
| Chorale on tour |
| georgetown（Special）－Terri Flagg．daughter of Mr．and Mrs Ken－ neth P．Flagg of 7701 Knoxville Drive ill be on tour this weekend with |
| Southwestern University Chorale The Chorale，directed by Kenny Shep－ pard．will present a varied program at Lubbock．Albuquerque．Roswell and Las |
|  |
| The 25 singers．most of them music majors at Texas oldest University，have received considerable acclaim since they were chosen to perform before the Tex |
| as Music Educators Association last year |

mentation which reproduced the phe
nomenon in the aborater that the nomenon in the laboratory that threshold
speeds for driving boom straws into soft
wood are only 145 －165 mile wood are only $145-165$ miles per hour．In－
vestigators have looked for examples of vestigators have looked for examples of
straws being driven into planks in the
wake of severe tornadoes and have form wake of severe tornadoes and have found
only a few－mostly field straws impact only a few－mostly field straws impact－
ing cedar（ence posts．with the straw
seemingly wedged between fibers on the bark．
Its possible for wood－frame houses to
be lifted from their foundations，the re． be lifted from their foundations，the re－
port says．but the possibility of their
being liffed into the air Seing lifted into the air are unlikely．It ar－
so says that houses most prone to this ac

| LEV＇S | $\$ 7.88 .514 .88$ |
| :--- | :--- |
| WRANGERS | $\$ 7.88 . \$ 11.95$ | WRANGLERS ．．．．．$\$ 7.88 . \$ 11.95$ WESTERN SHIRTS．．．．．$\$ 12.88$

TACK DAVIS WESTERN WEAR tween the frame and the foundation．
Tornado research can never stop the destructive orres of the storms nor erase
the memories of loved ones lost in their
wake But the continued research into wake．But the continued research into
tornado phenomena can make the torna tornado phenomena can make
do season a little more livable．
$\square$

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\section*{The Nini

## The Nini The Mini Page

 The Mini Page}. Bowling is big!
Kids Take to the Alleys


Many people are bowled over when they find out that bowling is such a big sport.
In fact, it is the most popular year round indoor sport in the U.S.A. Sixty-four million Americans bowl One million of that number are kids under 17 years old.
Kids like bowling because their size doesn't matter. Girls like it because they can score as well as boys.
Bowlers don't have to wear uniforms that cost a lot of money
Most of them do wear shoes with Most of them do wear shoes with
special soles. The sole of one shoe special soles. The sole or one shoe is
made to grip the floor. The sole of the made to grip the floor. The sole of the
other is made to help players slide. other is made to help players slide. All tenpin bowling balls are the same size, 27 inches around. They can weigh up to 16 pounds. Kids usually bowl with lighter-weight
balls. balls.
Kids often bowl on teamŝ made up of four or five players. They take part
in organized bowling leagues put on in organized bowling leagues put
by the American Junior Bowling Congress. This is the group that sets up bowling rules.
There are three age groups for kids: Peewee Bantam, for bowlers 8 and Junior for youngsters 12 to 14 , and There are 8,500 bowling centers across the country. Many are not just for bowling. Some have other entertainment and restaurants.







Top Pro Bowlers in the U.S.A.


Bowling tips on how to let the good balls roll!



Joe Raposo writes m

"'Namby-pamby' mussie
does not pass for kids," he
said.
Mr. Raposo carries a
notebok with him
wherever he gos so he
can jot oown ideas that
pop into his mind.
He hopes to write and
produce family movies.
He is married and has
three chideren.
He went to Harvard
University. AA one time he
wanted to be tawyer, but
switched to music.
Kids are lucky he did.


Spelling Maze



- 1 ( 7 oz .) can tuna
-1/2 cup milk
- 1/t teaspoon oregano
-1/4 teaspoon Worcestershire sauce

Producer Michael Douglas lives up to image

DALLLAS－Talk about good instincts．After several years of low－budget films and
four seasons of sporting a badde end playing seond fidide to Kari Malden on telei－

 tather．actor Kirk Duoulas．who had held tee rights for almost 10 years and bee
unabie to get the picture made The younger Doulas howeer．foumht for the reo
 million． so naturally，every film studio in town was begging Douglas to choose it for his next project．inght？Wrong
That second projec was Tray callend＂Tre Chect was as as strint from a relatively unknown writer named Mike





 Who＇s gring to sit still tor all hat teeth
doesa gevy have to do to prove himself？＂
INDEED，IT．TOOK three years to make＂The China Syndrome＂and，during that
 poignancy and suspense．Documentary inmmaker Mike Gray wrote dhe ongnal
scritt and he also hoped to direct his story about acumentary fim crew which
witnesses an accident at a nuclear power plant．At the time，Richard Dreytuss was


Room and board in Texas Tech＇s first
two residence halls（which later became two residencece halls（which later became
Doak and West halls）was initially set at
Doa so per mont Doak and West hall
$\$ 22.50$ per month．
to play the feisty cameraman，a part turned down by Robert Redford and Jack N －
colson，and JJack Lemmon was to be the power plant employee who comes to grips
with his But only Lemmon stuck around．
Dreyfuss dropped out，reportedly by doubling his salary demands，and Douglas
rought in T．C．Cook for script revisions．Then，when she lost the film rights film about Karen Silkwood，Jane Fonda became interested in＂The China Sym－ drome．＂There was no part for her then，a problem which was quickly alleviated when Douglas brought in James Bridges，to prewrite the script again．The documen．
ary camera crew was replaced by a TV news team，headed by female on－air per． ary camera crew was replaced by a aV news teem，headed by a female on－air pert
sonality．Bridges was then signee to direct，Dounlas decided to take the much small er cameraman＇s role，Lemmon and Fonda satitified the studio＇s desire for marquee Bames and－voilat－the movie was at last being moved into the filming stage．
But more roadblocks cropped up in post－production．Asked if the film＇s sitle But more roabolocks cropped up in post－production．Asked if the filln＇s title
nadn＇t been changed from＂Power．＂Douglas said，＂Oh man，you wouldn＇t believe

the problems we had with the title．The orignal title was＇The Chin Symet the problems we had with the title．The original title was＇The China Syndrome．＇ Then it was changed to＇yewitness．Then it was changee to Power．Then we had driving me crary beceause no one was tallikg about the picture，just about the damn o be＇The China Syndrome＇or we wouldn＇t support the picture． ＂The studio was worried about crazy things：they figured the public would asso－ he intelligence of the American public．But it was finally Jack Lemmon who put it all in perspective when he said．Tve never known a good picture with a bad titue， | He＇s right If the picture is good，the title sounds right．If it＇s bad，then people start |
| :--- |
| talking about the tite，like they did with＇Who＇ll |

DOUGLAS ALSO HAD to worry about wearing two hats during the filming．He also producing．my eyes have to be all over the place．Im worried about money and
ald being beinind schedule In this particular ricture，though，Itried to use that anxiety．
That＇s why I came of sort of ilie a quasi－maniac．I figured I had so much nerous That＇s why I I came off sort of like a quasi－maniac．I figured I I had so much nervous
energy that I shouid use it in my part：I would chain smoke and yell and scream and But the equestion remained：Why produce？Douglas had studied acting at Universi－
ty of California at Santa Bartara，and appeared in a hall dozen off－Broadway plays of cang his graduation．So what satisiaction does producing offer？ ＂That＇s a good question，＂Douglas repied with a frown．＂one Im not sure I can
 piccure made，and nobody eise wanted to make a movie out of it．Then when 1 won
the Occar．people called me a producer and sort of started livin up to the image
and opened an office It would be silly to io innore it And then a lot of poople started and opened an office．It would be silly to ignore it And then a lot of people started
ending scripts in but I always found mysed drawn back to＇The China Syndrome．＇ sending scripts in，
was haunted by it
IIt
I tend to find only one project at a time and spend all my energies making it F ＇m
basically an actor．But when I find a script that moves me -a story that either scares me or makes me laugh or cry－I want to make it＂＂
So it was the story，rather than the controversial poititial implications，which drew him to this new film？
＂Sure．＂he answered．＂I like pictures about heroes．I like pictures about average
． verage people with average jobs．Or no job at all，like McMurphy in Cuckoo＇s Nestage＇like people to identify with my characters．．．ecause or how mucu money
novies cost these days．I want most of all to entertain people．And if there＇s scial novies cost these days，I want
STLLL．IT SEEMED THAT Douglas and Bridges were attempting to grab a politi－
cal bull by the horns when they filmed a highway murder scene so reminiscent of the current controversy surrounding Karen Silikwood，the young plutonium plant em－ ployee who was kilide in an autombile＂accident＂while on her way to turn over
documents to the New York Times which would reveal her plant to be unsafe．But

| Southern Sea |  |  |
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| CARRY－OUT ORDERS WEICOMEI Open 7 Days a Week |  |  |
|  |  |  |
|  | －10th 8 Ave．Q <br> －34th 8 Slide <br> －Cotering tool 3－23 |  |
| FISH |  |  |
|  |  |  |

Ambiriouv TV reporter Jane Fondo
Itonds by old buddy Micheol Douglas，
whe shoulden his TV minicam olong tands by old
whe shoulden
with his chipe （1） Hours：Sun．－Thur． $11-12$, Fri．\＆Sat．11－1
Dolivery with $\$ 5.00$ Minimum Ordee

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The China Syndrome＇filled with tension－－pecked drame
the producer shrugged off the association with．＂That was all my fault in the script． thing I hadn＇t already seen done on＇Streets of San Francisec＇and＇Smokey And The Bandit＇I just wanted a oood car stunt that I hadn＇t seen before＂ Asked what effect he toped the Asked what effect he hoped the film would have，Douglas again dodged the ant：－
 happen．Then Ince on the edges of their seats wondering what the hell is going to
who was wrong．I hope questions will be start thinking about who was night and who was wrong．I hope questions will be provoked，simidar to＇Cuckoo＇s＇Nest＇You
knowa loo of people still think Big Nurse was doing her job and McMurphy was just
a troublemaker． ＂Controversy and debate are always healthy．But the most important thing is that Douglas，work astates very firmly he has no intention of ever returning to the telew－
sion sion medium，just finished a film called＂Running．＂a love story in which he plays an Olympic marathon runner taking his last shot at glory．During filming，he was exectutive producer foer＂Running＂and is currently considering producing the film
version of version of Dan Jenkins＇＂Limo．＂
ASKED F FELL EVER work with his famous father，he smiled and indicated
 Oddds see theylulf fing it too．Beccuse even more important than talent is the fact
Michael Douglas has good instincts．He has the ability to recognize potential in script Then，he says，the key is to go to every length necessary to ensure realism．
 cal advisors．You want realistic characters？Get the e eest astors possible not neeses
sarily the most tamous．hat＇s how whe made＂The China Sydrome，＂and that＇s why
the picture works so well the picture works so well
＂Bridges and I worked
＂Briuge works I wo well．hard on a relisistic approach．＂Douglas said＂Every frame
is full and you can＇t find many false notes to destroy the image．Thats why the pice ture is so controversial，because everyone is so knocked out by how real everthin
seems． seems．And that to me is just a compliment directed to how well we did our jobs．



views and opinions
By Jeonne Lively
Update Stoff Writer


 vee been bying seeds the last few












## calendar <br> Today <br> Caristian Singles Cub meets at $7: 30$ p.m. in Monterey Baptist Church, 3601  7:3rents wiutout Partiner meets at  <br> Safurday     <br> 

Monday
 ${ }^{\mathrm{P}} \mathrm{T} . \mathrm{mps} 87$ (Take off Pound sensiby)
 Street and
call 7950065
$\qquad$



| da |
| :---: |
| Library Lunch Bunch will feature Anet Joachin whose topic is "Come With Me 1306 9th St., 12:15-12:45 p.m. Bring a sack lunch; coffee provided. Videocassettes "In Search of Bigfoot," and "The Case of the Bermuda Trian- gle" will be shown at $7: 30$ p.m. at the City-County Library, 13069 th St. TOPS 51 (Take Off Pounds Sensibly) St. For information call 792-4669 or 792 4050. <br> Breakthru meets at $6: 30$ in the First rooms 18 and 19. Program will present "Humanus: A Survival Cell," a values structuring experience. Reservations due |
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These throe Lubbock areo estudonts diuplay trophies conter, brought him o general merchondise trophy Clubs of Americac correer development conference in at Coopas Hight, won in pemtroloum. The tudents are
 dont, won his award in lood service. Devid Cruz, Houtton in May.


## Wednesday





Just Arrived At Dunlap's! Vitabath ... A Springtime Delight

Our Introductory Gift Offer From Vitabath Includes ... Receive A Vitabath Sponge Mitt, a 2.25 value, With Every $\$ 10$ Vitabath ( 10.5 oz.) Gelee Purchase!

Enjoy Vitabath in 3 exhilarating fragrances .- Spring Green, Fresh Pink or Tangy Lemon. Our newly arrived assortment includes: 4.2 oz . Bath Gelee, 5.75. 10.5 oz . Bath Gelee with Mitt, 10.00 .21 oz . Bath Gelee, 17.50. Bath \& Shower Bar (Box of 3) 6.00 .
Cosmetics


## 2B UPDATE Friday March 30, 1979

## around town

## Cook 'hooked' on growing, eating chiles



## around town with people






 Car Canef, brate eater of ond Bur




subject telling how he first became in-:
teresed in chine and ind
perienes


engagements Melissa Jo Lane and Gordon Thomas
Becker plan to be married May 25 in
Christ the King Cathoir Church. Parents.
of the eoopple are Mrs. Roberte. Lane of
Wichit Falls and the late Mr. Robet E.
Lane and Mr. and Mrs. Bo Becker of Sla.
ton.
Jonna D'Ann Gibson and David Butler Jonna DAnn Gibson and David Butter
Toland plan to be married dune e2 in
Southcrest Baptist Church. Parents of the couple are Mr. and Mrs. Richard A.
Gibson and Mr. and Mrs. Robert Toland. Cynthia Ann Scarbrough and Capt.
Brian R. Odell plan to be married April 21 in Reese Air Force Base Chapel. Par-
ents of the couple are ents of the couple are Rev. and Mrs. Lar-
ry Sarbrough and Dr. and Mrs. Ralph Odell of Medford, Ore.
Cathy Rene Hull and Larry Glenn Ay-
ers plan to be married June 2 in Lubbock. Parentse of the couple are Mr. and
Mrs. J. H. Hull and Mr. and Mrs. Wison
Ayers of Slato. Susan Kay Graharn and Weldon Ed-
ward Whiteside plan to be married August 4 in Westminister Presbyterian
Church. Parants of the couple are Maj. Gen. and Mrs. Charles P. Graham of
Fort Hood and Mrs. John E. Whiteside
and the late M. Whiteside and the late Mr. Whiteside
Regina Ray and Lt. Michael Scott
Mocinis plan to be married April 21 in
Fisst First United Methodist Church in Mona-
hans. Parents of the couple are Mr. and
Mrs. Ronald L. Ray of Monahans and hans. Parents of the couple are Mr. and
Mrs. Ronald L Ray or or Monahans and
Mr. and Mrs. Walter J. MoGinnis of E1
Pres.

Jan Lively and Cary Pate plan to be
married June 9 in First Baptist Church in married June 9 in First Paptist Church
Midand. Parent of the cuuple are Mr .
and Mrs. Bill Lively of Midiand and M . and Mrs. Bill Lively of Midland and Mr.
and Mrs. Malcolm Pate.
Becky Gay Littleton and James Alan
Upchurch plan to be married April 21 in Upchurch plan to be marrired April 21 in
St Pauls United Methodist Curch in
Amarillo. Parents of the coll Amarillo. Parents of the couple are Mr.
and Mrs. James. Aitleten J. of Earth
and Mr. and Mrs. James 0 . Upehurch of and Mr . a
Amarillo.
$\begin{aligned} & \text { Michele Eileen Neunaber and Douglas } \\ & \text { Albert Rogers plan to be married June }\end{aligned}$
in Redeogers plant to be married June
$\begin{aligned} & \text { of the couple are Mr. and Mrs. Elmer G. } \\ & \text { Neunaber and Mr. and Mrs. J.A. Rogers } \\ & \text { of Brownfield. }\end{aligned}$

LaNita Anne Humphries and Mark Ru dy Lat on plat to be married August II
Highland Baptist Church in Denton. Par ents of the couple are Mr. and Mrs
Charles Humphries of Denton and $\mathrm{Mr}_{\text {I }}$ Charies Humphries of
and Mrs. Rudy LaF on.
Leslie Diane Keisling and Michael Lee
Foster plan to be married May 11 in ᄃgraphics
 stay
ing ing situatead of production - an an amaze- dyas. Fresh green
chiles are particularly wanted by Wresently as heavy as for other veres not presently as heavy as for other vegetable
crops, I expect increases in need as outcrops, expect increases in needd as 'out-
siders' are instructed in the culinary de-
lights to be lights to be gained from preparing foods
using chiles " he said. using chiles he said.
We need a d dehdration plant in the
area to boost chile production in the area to boost ch
area," he continuei
"Growers aroun
 Ret
zation
Marsh
montu
group
plann
wants
points Returning to the subject of the organi-
ation of the International
ars arshall says the group connoisseurs,
monthy meetings. In the future, the the group will sponsor a tradititional coook-off,
planned for this summer. Marshall wants the event tanctioned for Terringual points, so that winner
op participate there. Marticipate there.
Marsall is anx ous to break the mys. anue that chile has be a " "owwe of red" and emphasizes adaitonar uses of green
chiles. He would $i$ ite to work with area
home econonists to develop new recipes home economists to develop new recipes
and said, "Chiles are not only a 'fun"
and and said, "Chiles are not only a 'fun"
vegetable to cook with but are also a nu-
tritious fod tritious food. Chile pods for example are
six times richer in Vitamin C than an orsix times richer in Vitamin C than an or-
ange and have virtually the same amount of Vitamin A as a carrot:,
One of Marshall's $\begin{aligned} & \text { tavorite recipes fol- } \\ & \text { lows: }\end{aligned}$

## CHILE VERDE (Serves 10 persons

2 lbs. lean pork cut in $1 / 2$ inch $\begin{gathered}\text { (Serves } \\ \text { eubes }\end{gathered}$ 2 lbs . lean pot
$1 / 4 \mathrm{cup}$ flour
$1 / 4$ 1/4, cup lard 1 cup chopped onion
2 cloves garlic (finely chopped)
$2(160$ ) $2(16$ ase) ans tomatoes
(coarsely chopped) (coarsely choppeed
3 cups green
chiles, chopped ceupse, hreenped
4 tbsps. sadt ${ }_{3}^{4} 4$ thsps. saps water
3-4 cups water
$1 /$ tsp. camino
1 tp. oregano
1 sp. oregano (personal preference
but Marshall prefers not to use) but Marshall preters not tou usel.
Sprinkle meat with flour and brown in
and hot alard with onions. Add remaining in-
gredients, ocver and simmer for at least gredients, cover and simmer for at least
one hour. To vary, use one cup of raisins one hour. To vary, use one cup of raisins
or one cup of copped ripe olives and
use beef in place of pork use beef in place of pork. "In my estimation," Marshall said,
"when the beautiful and tantalizing frag.
ance of a chile dish ance of a ceaile dius and emits stamizing frag.
en, then all is right in the world."

## Christ the King Catholic Church. Parents of the couple are Mr. and Mrs. Alfred Fate Keisling and Mr. and Mrs. Cecil Lee Foster. Starla Dawn Puryear and Horace D. Jones Jr. plan to be married June 1 . Jones Jr. plan to be married June 1 in Highland Baptist Church. Parents of the couple are Mr. and Mrs. Troy Puryear and Mr. and Mrs. Horace D. Jones Sr. <br> Terri Katherine Harrell and Kenneth Ray Woodard plan to be married March Ray in the Methodist Church in in ealls. Parch- 16 ents ent of the couple are Harrell and Mr Mre and Mrs. Hatrell the coupl. Mr . and dard, all of Ralls. <br> Suzette Dunson and George C. Debner plan to be married May 19 in the wood Baptist Church. Parents of the cou-

 ple are. Mr. and Mrs. Wally N. Dunsonand Mr. and Mrs. Robert D. Debner of
Saudi Arabia Claudie Denise Jones and John Christo-
pher Beard plan to be married pher Beard plan to be married May 18 in Parents of the couple are Mrs. Claudell
Davenport and the late Mr. James Jones Davenport and the late Mr. James Jones
and Mr. and Mrs. M. Olen Beard. Jeannie Lizabeth Griffin and George J.
Guerra plan to be married May 28 in Guerra plan to be married May 26 in St
Paul's Episcopal Church. Parents of the couple ape Mra and Mrs. Travens W. Grif-
fin and Mr. and Mrs. Ruben M. Guerra of Paso.
LaDonna Kay Jester and Keith Parker
Burden plan to be married Apriil 14 in th Burden plan to be married Apriil 14 in the
home of the bridelece's moter. Par.
ents of the couple are Mrs. Shirrey. Cline ents of the curple are Mrs Shirley. Cline
and Mr. and Mrs. S.J. Burdes. and Mr. and Mrs. S.J. Burde
Dorna Kay Adams and Kirby James Trinity Baptist Church: Parents of the couple are Mrs. Eldin Lofgren and Mr. George A. Adasms of Houma, La., and
Mr. and Mrs. Dan M. Hurley.
Ramona Lee Skinner and Henry Sco
Mckinney plan to be married June 3 oc in
the First Baptist Church. Parents of the

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 Uacio. Exeer Emploven Rr Rew Melion Mani-tenem
 and Dime do.:repare
 Stacy Chotoal


A choru
tabrics
at prices

## Stitch 'n Time, In Caprock, <br> Stocks Multiple Clock Lines

alowing sperteatively new. so the
ooncisely itemized for operes stanention
(1) Sticter in Time has the "rargest
selection of foor clocks in West Teass:"

13. A tree year waranty is sflorded of

ocks is availab
man the establishment
I6 Terms are available, including fi.
nancing. four-month layaway, Master
hancing. Four-month layav
Charee and Visa purchases.
i7) Stitch $n$ Time is authorized dealer
or Howard Miller, Colonial Seth Thom-
Selling only fine quality clocks. stitch
Seling ony fine quaity clocks. Stitich
n Time stocs in price range from si9.95
to over $\$ 3,000$ and stands behind each
Both Elegant Clocks
Beautiful clocks are stocked, nght on
he floor. in each of the represented
austrian designed elegrand handecarved
dial with mateching eetched weights and
slid cast rasss pendulum bob. with
choice of double or triple chimes. Or the

## Becines \& Indetstiad Rerima



## New house

has unique
designing
The new buidimg gana yp near see
 of the are. The brick building lined with windows on the north side, but with none on the
west, and only a few on the south, is only a home - not even a solar home -
for the family of Charles B. and Miriam L. Jones now living at 5445 Bish St. new windows on the east side of the
new home however. do enclose
planned greenhouse planned greenhouse connected to the
home yhich Mrs. Jones hopes to stock with orchids.
The uniquely designed house is the
end result of Mrs. Jones desire to view end result of Mrs. Jones desire to view
"pretty yards" and her interest in plants.
Windows stretch across almost the en-
tire back side of their new home so that tire back side of their new home so that
thee landscape may be casity viewed from a garden room off of the master
bedroom, the living room, the kitchen
dining room, and the greenhouse beiroom, one and the greenhouse
dining som,
The symetrical, flat structure hat The symmetrical flat structure has on-
ly a few windows on the ront however
so that the family may still enjoy privac in their new home. The three-bedroom home is being con-
structed as "an energy saving house:
even though it is not solar heated, said even though it is not solar heated, said
Mrs. Jones. Contractors said the building was insu-
lated with wood. one of the best insulating materials available, and Mrs. Jones
addded that the many windows. foften ac-
cused as one of the bigest leaks of ener added that the many windows, often ace
cused as one of the bigest teaks of ener-
gy in todays structures, are double paned for even more insulation.
State finalists named in business skills competition State finalists in the Office Education
Association, Region I, Area IV business and office skills competition which took
place recently at South Plains College place recently at South Plains College
were.
Stenographic I, Angela Burch (Monte
 Eller (Monterey); Stenographic iII, Ron-
na McNabo (Montery) Job Manual. Employed, Robin Salmon (Coronado);
Butetetin Board Display. Lisa Young and
Rehy Melton (Monterey); General CleriRehj) Melton (Monterey): General Cleri-
cal-, Teresa Peters (Coronado): Job cal-, Teresa Peters (Coronado): Job
Manual-Unemployed Karen Fraley
(Montere) and Isabel Garra (Dunbar): Chaptery) Scrapbooke, Wena Wund Webster
(Monterey) and Beatrice Leal and Martina Guel (Estacado); General Clerical
II, Dianna Ybarra (Lubbock); Typing and Related II. Gayla Teague (Monte-
rey); Prepared Verbal I. Billie Blanseet
 doo: Prepared Verbal III Sharon Har
bour (Coronado) and Annie Diego (Esta
cado) Information Communications II. bour (Coronado) and Annie Diego (Esta-
cadol Intormation Communicitions II,
Jocelyn Thoope (Monterey) and Pam Hawkins (Coronado): Job Interview 1 ,
Stacy Gholson
neous Montery): Extempora neous Verbal I. Robin Dexter (Corona-
dol.
These finalists will These finalists will go on to compeete
in the state OEA competition this week.
end in Houston. end in Houston.

## weddings

Mr. and Mrs. Gary D. Moorhead were
married March 23 in the home of the bride's

Mr. and Mrs. Delbert Howard were married March 18 in the First Christian Marie Tarkenton.
Mr. and Mrs. Jerry Wright were married March 17 in the Broagway were march of
Christ. Mrs. Wright is the fomer Lind Kay Thorton
Mr. and Mrs. Michael Dennis McNeely were marrised Marchaee 24 inennis Me Memeely
Baptist Church. Mrs. McNeely is the fial Baptist Church. Mrs. McNeely is the for-
mer Cynthia Lou Crow.
Mr. and Mrs. William Gregory Bacon King Married March 24 in Christ The
former Page Ann Trammel.
Mr. and Mrs. Bradley Scott Wright
were married March 23 in the First United Methodist Church in Lamesa. Mrs.
Wright is the former Lisa Rae Barringer.
Mr. and Mrs. David Berry Parker were married March 24 in For Worth. Mrs.
Parker is the former Janis Eileen Brady.
Mr. and Mrs. Jerry Don Burleson were married March 24 in the Bean Heights
Baptist Church. Mrs. Burleson is the for-

Mr. and Mrs. Monty Lynn Hall were married March. 24 in the Shallowater
United Methodist Church in Shallowater Mrs. Hall is the former Lesil Kim Myers. Mr. and Mrs. Billy C. Cottrell were
married March 24 in the Second Baptist married March 24 in the Second Baptist
Church. Mrss. Cottrell is the former Dori
Beth Grubbs. Mr. and Mrs. Donnie Roberts were
married March 24 in the Kingdom Hall of Jehovah's Witenesses. Mrs. Roberts is the
former Cheryl Ann Tiffin. Mr . and Mrs. Jackie Burris were married March 23 in the First United Meth-
odist Church in Brownifid. Mrs. Burris
is the former Melanie Ann Frizell. the former Melanie Ann Frizel
Mr. and Mrs. Terry Rodgers were mar-
tied March 24 in the Agape United Meth odist Church. Mrs. Rodgers is the former
Kathy Jay Ha Mr. and Mrs. Dewey Ray Peacock were married March 17 in the Feacock were
Church in Ropesille. Maptist Church in Ropesville. Mrs Peacock is
the former Sherri Jean Collins. Mr. and Mrs. Wesley E. Tarpley were Chapel. Mrs. Tarpley is the former Karen Chapel. Mr
Mr. and Mrs. Ricky Lynn Parkinson
ere married March 16 in the Cumberlane married March 16 in the Cumber-
land Prebterian Church. Mrs. ParkinMr Mr. and Mrs. David Gilenn Bartley
were married March 17 in the Christ Lutheran Church. Mrs. Bartley is the form-
the

Mr. and Mrs. Monty Madison Newton were married March 17 in the First Unit.
ed Methodist Church. Mrs. Newton is the ed Methodist Church. Mrs
former Debra Sue Henson.
Mr. and Mrs. Stephen Smith Forten
serry were married March 17 in the Church. Mrs. Gilliam is the forma
Highland Baptist Cl
berry is the former Lori Tearese Bush. $\quad$ Mr. and Mrs. Armando R. Camenes
Mr . and Mrs. Gary Alan Boubel were $\quad \begin{gathered}\text { Mr. and Mrs. Armando R R Camones } \\ \text { werried March } 17 \text { in the Lubbock- }\end{gathered}$ Mr. and Mrs. Gary Alan Boubel were
mere married March 17 in the Lubbock-
married March 17 in the Emimerest Bap.
tist Church in Abilene. Mrs. Boubel is the
the former Yitan Church. Mrs. Canunes is
 ormer Pamela Ellen DuVall.
Mr. and Mri. Daniel Scott McDonald
were married March 17 in the San Fer. were married March 17 in the San Fer-
nando Cathedral in San Antonio. Mrs. nando Cathedral in San Antonio. Mrs.
McDonald is the former Cynthia Ann Sil-
va.
Mr. and Mrs. Travis Don williams were married March 17 in in the Parakway
Drive Baptist Church. Mrs. Williams
and Drive Baptist Church. Mrs. Williams
the former Trudy
Mr. Mr. and Mrs. Dan Irons were married.
March 17 in the First Baptist Church in March 17 in the First Baptist Church in
ODonenel. Mrs. Irons is the former Deb
Sherrill.
Mr. and Mrs. Billy Lane Donaldson
were married March were married March 16 is ithe Belliaire
Baptist Church. Mrs. Donladson is the Baptist Church. Mrs. Donladson is the
lormer Terree $J$ Fletcher. Mr. and Mrs. John E. Gilliam Jr. were
married March 16 in the Trinity Baptist (1)

At A Time of Sorrow.. Only Flowers Can Say It All. Let Them Speak For You. SAM RIBBLE

Flowers For Any Occasion


Dr. and Mr. James R. Burns were Mr. and Mr. Jenry Marin stantield married March 17 in the Firsuns wethodist $w$ wre married March 15 at the Chimneys:
Church in Wichita Falls. Mrs. Burns is of Willow Hill. Mrs. Stanfield is the formp he formen Marilu Grace.
Mr. and Mr. Burns is of Willow Hill. Mes.
er Dis.
er Debra Kay Gentry. Mr. and Mr. Kyle R. Wesley were Mr. and Mrs. Steven Allen McVahan Churred. Mas. Wesley in the First Baptist were married March 17 in the First Church. Mrs. Wesley is the former Brend Core marred Marcir 17 in the Firs
Kay Norrid. Mr. and Mrs. Robert Paul Ballew were married March 17 inst. Elizabbeth' Cath-
olic Church. Mrs. Ballew is the former Pamela Rae Hefter.
Mr. and Mrs. Phillip Boyd Bellows
were married March if in the Green were married March is is in the Green
Lawn Church of Christ. Mrs. Bellows is ori Lee Beyer.
Mr. and Mrs. John David Brusewitz
were married March 17 in the Emanuel were married March 17 in the Emanuel United Methodist Church. Mrs. Brusew
itz is the former Rose Marie Gonzales.
Mr. and Mrs. Mark G Putbre
married March 17 in the Prinitrick Chure Warren. Philbrick is the former Vicki Lynn
Mr. and Mer
Mr . and Mrs. Sidney Cart Bosworth
were married March 17 in Christ The
King Catholic Church. Mrs. Bosworth is
the former Helen
the former Helen Emma Sparkman.
3as

## DO You Have THE DESIRE TO LERRN? <br> If so, you may wish to consider Lubbock Christion Collego's Secretarial Courses Division of the Continuing Education proSecreta gram. <br> The only prerequisite to our program is THE DESIRE TO LEARNI <br> Since the courses are self-paced, the student can progress a rost or slow as he/she wishes. In on effort to eliminate the stu- dent's anxiest grams. There <br> There are six branches of the Secretarial Courses Division

## Clerk typist/receptionist <br> Eeneral Secretary <br> - Executive Secretary <br> - Medical Secret <br> Medical Transcriptionist

Sudons may enroll in a course of study of any fime. Classes meet from a a.m. -1 p.m. (morning) or 6.8 p.m. (evenings). Three hundred dock hours ore
required to complete the derk typist/receptionist program; 600 hours for the generol secretory ond medical tronsecriptionist program; 800 houns for the general secretary and medical transcriptionist programs and 900 clock hours for Tho executive secretory, legal secretary and medicol secretary programs. Tuition is $\$ 200$ per month per progrom - or $\$ 50$ per month per individuc|
course, plus a $\$ 25$ registration fee ( $\$ 5$ for individuol courses). However, finan cial aid is ovailoble to those whe quolify.
For additionol information, contoct JoNell Brown of 792-3221, ext. 261.

TLUBBOCK CHRISTIAN COLLEGE



A. Savings!

A chorus of cuties...prints and solids in
fabrics gaiore. Lots of sleek little numbers


[^0]
## Glidden



Gallon
reg. $\$ 11.99$
SAVE 55"
OUR BEET Flat Latex Wall Paint

- Beautiful, flat finish

Scrubs clean, stays colorfast

- Easy water clean-up


Dillards combines quality， fashion，medium prices


## By Rey Westbrook Update Businoss Writer

Dillard＇s Department Store in Lub．
bock has moved in the direction of fash－
保 ionk since it remodeled its facility
South Pl ains Mall South Plains Mall last spring．
Harold H ．Westall store manager
said the store has placed an emphasis said the store has placed an emphasis on
fashion throughout the various depart ments，whether in the area of men＇s and
women．
The Lapparel．or children＇s clothes． women＇s apparel，or children＇s clothes．
The Lubbock operation has sttempted
to combine quality and hashion with a to combine quality and fashion with
medium price range．
．We We want quality in our stores - and
we emphasize qualitand and high fashion，
Westail said．＂This is our growh pat tern at this particular time．＂
THE DDLARD cho．of some 38
stores located in the＂Sun Bett＂is mo slores socated in the＂sun Bett is mov
ing a whole in the same general direc
tion，and appears to be in a phase of rap－
id and ition，expand appears to be in a phase of rap－
A 1977 annual report to stockholders notes that Dillard＇s has opened 28 new
department stores in suburban shopping deparument stores in suburban shopping
centers since 1964 ．featuring branded
goods in the middle to upper－middle goods in the middle to upper－middde
price ranges and datering to
spectrum of the population．Special em． spectrum of the population．Special em
phasis is placed upon fashion－oriented
apparel and home furnishings．）． apparee and home furnishings．＂
Dillards．founded in 1938 in Nashville．
Ark．，by William T．Dillard is is now a Ark，by William T．Dillard，is now
public stock compan which is listed on
the American Stock Exchange the American Stock Exchange．
The small－lotor beginning in Arkansas
took a decisive turn 10 years later when
Dillard sold the Dillard sold the Nashvilie store and pur－
chased an interest in a large store in
Texarkana．Ark．He subseruently pur－
chased full control of the store．
By 1956，Dillard had acyured Mayer \＆
Schmidt，a leading department store in

 partment Siore in Tuluse O．Oki，
Ind a
In a


 arcquired．the Gus Blass yeor Diluard＇s itrate the market and be a dominnant fac－
Rock and its branch at Pine Bluff． Rock and its branch at Pine Bluff． $\begin{gathered}\text { The company＇s founder credits a large } \\ \text { Those two store groups were later portion of his firm＇s suceess to an adher－}\end{gathered}$ Those two store groups were later portion of his firm＇s succeess to an adher－
combined int the statewide Pieifer－ence eto something he learned years ago：
Blass group of department stores，which＂I personally hold to a code of ethics Blass group of department stores，which＂I personally hold to a code of ethics
becane the nucleus of Dillard＇s Little leared from my father That is that
Rocsiness without integrity is not good Rock Division．
A NEW STORE was built in Austin in in wussess，without integrity in the not ong run，won＇t
sucessfull business，＂Dillard said．
 Antonio in 1968．Those stores，opened said，＂As the Dilard group has acquired
under the Dilard name beame the or built stores my primary aim nas been
Texas．New Mexico Division． Since that time，stores have been built on how to make them grow，not just for
or arce of growth，but rather how they
ofteville．Jonesboro，Lowintle cities：Fock and can better serve the community，how or accuired in the following cities：Fay－can better serve the community，how
oettevile，Jonesbor，Little Rock and and any can create new jobs，and tow they
North Little Rock，Ark：Wichita，Kan．；can earn profits for the people who have Baton Rouge and Shreveport；La．：
Sringfield，Mo．：Albuquerque，N．M．； Springield，Mo．；Albuquerque，N．M．
Muskoge．Noman okliahom City
Tulsa and Midwest City，Okla．and Ar
 paso，Fort Worth，Hurst，Irving，Laredo，tals of operating fine quatily department Falls，Mcillen and Texarkana．Wichita $\begin{aligned} & \text { stores change very little．Customers ree } \\ & \text { ognize fine taste and quality in merchan－}\end{aligned}$
Dillardit Dillard＇s moved its headquarters to to dise．They appreciate orderliness，clean－
Litte Rock in 1 1965．Divisional headquar－lines，and beautifully displayed mer－
lers still are mintined ters still are maintanind in San Antonio，
Little Rock and Fort Worth． Dillard＇s，which has become one of the
fastest growing chain of departmen rastest trowing chain of department
stores in the Southwest，started with an
initial investment of inital inve
now has mu
each year．
each year．
DoMESTIC
maintained it maintained in Nuying representation is
les，with ford tos Ange les，with foreign ropresestatation Ange－the
countries of Austria，Belgium，Denmark，
England England，France，Germany，Greece，
Hong Kong，India，srael，lual，Japan，
Korea，Phillippines，Portugal， spain， Korea，Phillippines，Portugal，Spain，
Sweden，Tiiwan and Thailand，
The firm opened its newest store The firm opened its newest store re－
cently in Abinene Addititonal stores are
either being built or in planning stages for each of the nexts several years．
A partial trend now is to move into A partial ueven aow itith stores of ap－
lower population areas wion
proximately 100.000
The fire fet to Tennesee with a store in Memphis． opened in Jouk，11972，was when le largest in
the company＇s chain，containing 160,000 square feet of floor space．
Sinee that time，Dillards has opened
stores in the 190,000 and 200,000 －square－ toot range．said the Lubbock store is
Westiall
sampetitive ．We like to give the competitive．＂We like to give the cus－
tomer the most for their money．While we want them to have high quality，we
also want them to get agood value when also want them to get agood value when
they make a purchase．＂
Westall sums up the store＇s marketing Westall sums up the store＇s marketing
philosophy as being＂Hight yuality，ingh
fashion，at a good price－the best price Harold H．Westall



Westall displays merchandise upon $\begin{aligned} & \text { acquired an accounting background by employees targeted for positions of re } \\ & \text { mirrors in a rainhow effect of color and } \\ & \text { taking college evening courses，and has has }\end{aligned}$ sponibility
 static appearance．credit manager for the store． Westailh who has worked for Dillard＇s since high school days，is enthusiastic
about the effect the store＇s displays have on customers．
WWe try to thange something every
week so that a customer can see some．bo weed
thing new each time they come in，＂he
said．
said＂There＇s more to merchandising these
days that just hanging merchandise rack，＂＂e sesys
Westall joined the corchandise on a ployees．An active recruiting program
attracts future buyers and managers． Westall joined the company in Texar－Dillard＇s provides a training program，
kana at age 18 ．Since that time he has along with classroom sessions for new THE LUBBOCK store underscores the boal of displaying merchandise in an ap－
pealing manner．



## Rules of Contest：

Just fill out the coupon printed at right and
mail or bring in．A drawing will be held on mail or bring in．A drawing will be held on
Thursday following publication．A $\$ 50$ win－ Thursday following publication．A $\$ 50$ win－
ner will be announced the following week．At ner will be announced the following week．Al
the end of the month another drawing will the end of the month another drawing win
be held to determine a $\$ 200$ winner for the
$\$ 50$ winners are eligible for the month．$\$ 50$ winners are eligible for the
monthly drawing．You do not have to be pre－ monthly drawing．You do not have to be pre－
sent to win and there is nothing to buy－en－ sent to win
ter today．
ter today．
Employees or relatives of employees of the Lubbock Avalanche－Journal are not eligity for contest． WEEK
4

Mail to：UPDATE SWEEPSTAKES P．O．BOX 491 LUBBOCK TX， 79408 OR BRING TO：LUBBOCK AVALANCHE－JOURNAL Bth STREET AND AVENUE J tUBBOCK，TX． 79408
NAME
ADDRESS
PHONE
Entries Must be Received Before Midnite Wednesday Following Publication

UPDATE Sweepstakes

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[^0]:    Mildred Newkirk of $3006-57$ th accepts a 550.00 check from Woyne Stephens, Retail Soles Manag. ar, as the winner of week 3 of Updote's's $\$ 5,000.00$ swoep.ais.
    tor details on
    stokes $W$ Winner!

    2611 34th STREET LUBBOCK, TEXAS
    TELE: $795 \cdot 7121$
    

