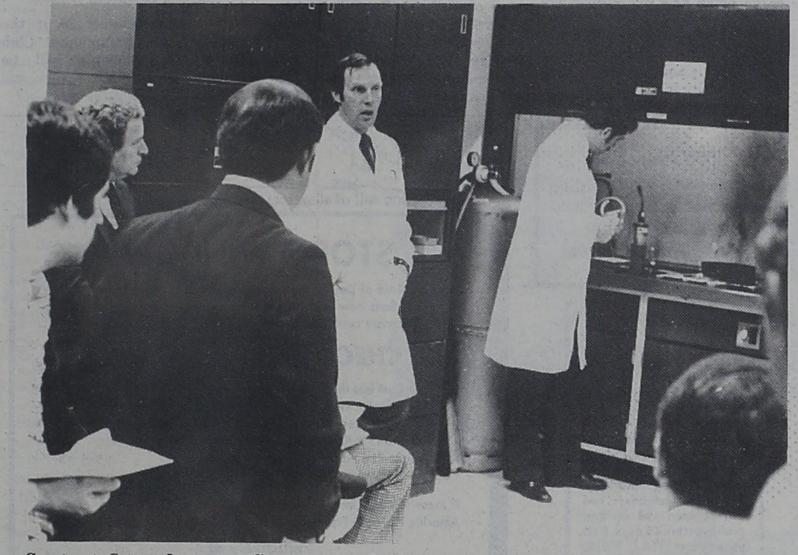


# **Marketing Effort Launched For FR Cotton**



Guests at Cotton Incorporated's protective clothing seminar watch as McDaniel Beard (right), fire retardance research chemist, performs a test demonstrating the comparative performance of flame retardant treated cotton and DuPont's Nomex<sup>®</sup> III aramid fiber. Describing the test to some of the 45 protective clothing users and suppliers who attended the seminar is William Baitinger (white coat, center), manager, fire retardance research. The seminar at Cotton Incorporated's Research Center in Raleigh, North Carolina, launched a major marketing effort for 100 per cent cotton safety apparel. NEW YORK—Firemen, steel workers, forest service rangers, airline personnel...

Together with thousands of other people who face the potential risk of fire in their jobs, they are getting the word, in growing numbers, that "the best safety apparel on the market today is made of flame retardant, 100 per cent cotton fabrics."

The message is being taken to them in a major marketing campaign by Cotton Incorporated, the fiber company of American cotton producers, working hand-in-hand with fabric and apparel manufacturers.

Recently, some 45 leaders in the field of protective clothing both suppliers and users—went to Cotton Incorporated's Research Center in Raleigh, North Carolina, where they saw a battery of tests demonstrating the performance of flame retardant (FR) cotton compared with the leading synthetic product, DuPont's Nomex<sup>®</sup> III aramid fiber.

The tests were part of an all-day seminar that brought together representatives of textile mills and fabric finishers, garment manufacturers and key users who have worked closely with Cotton Incorporated in the FR cotton program, and potential customers who were being introduced to the product for the first time. According to James P. Hangley, Cotton Incorporated director, apparel mill marketing, the seminar was arranged as the launching pad for a major marketing effort.

American cotton," Hangley says. "And we felt the time was right to give an extra shot in the arm to a product that represents years of dedicated scientific research and development by our scientists in Raleigh.

"The machinery used to impart the flame retardant treatment to the all-cotton fabric was moving extremely well. The people already using FR cotton were happy with the product. And, of course, numerous tests have been made proving that FR cotton outperforms competing synthetic fiber products."

Today, Hangley points out, a number of mills are producing FR cotton with the special ammonia cure process. They include Graniteville, Reeves Brothers, Wade Manufacturing Company, United Merchants and Manufacturers, M. Lowenstein and Western Piece Dyers and Finishers.

Thomas E. Barnes, manager, apparel mill marketing, says there are strong indications that more and more users of protective clothing are turning to FR cotton.

Recently, he says, the American steel industry adopted FR cotton protective clothing for workers in steel mills.

A key factor in this

# **Accident Losses Show Hidden Costs**

COLLEGE STATION—A staggering total of some 2,000 farm workers are killed on the job every year in this country. But in addition to these human losses, accidents cost much, much more!

"Generally, people do not recognize the true size of accident losses. The word 'accident' is often used incorrectly as a synonym for 'injury', " says Dr. Gary S. Nelson, a safety engineer with the Texas Agricultural Extension Service. "More corectly, an 'accident' is any inplanned, uncontrolled interruption of a planned activity which results or has the potential to result in a variety of losses."

Sometimes accidents cause personal injury, but often they cause a combination of economic losses which may not at first be

# Maid of Cotton Deadline Set

Mr. Robert McKinsey, Chairman of the Lubbock Chamber of Commerce Maid of Cotton Committee, announced July 13 the dates for this year's selection. The Maid of Cotton application should be filled out and returned to the Lubbock Chamber of Commerce no later than 5:00 p.m., September 13, with the actual selection of the Maid being held October 7th and 8th.

McKinsey stated any interested girl between the ages of 19 and 23 that has never been married, born in a cotton producing area, and is 5 feet 5 inches tall or taller may contact the Lubbock Chamber of Commerce for an application. obvious, notes the Texas A&M University System specialist.

"Individuals not only lose full earning power during injury recovery but may suffer decreased lifetime earning power as well as decreased educational and vocational opportunities due to permanent physical injury," explains Nelson.

"Besides the obvious direct costs of medical care and equipment damage, accidents cause businesses to lose the valued talent and skill of their workers, cause increased insurance costs, and may trigger public liability and litigation costs. Production may also be lost due to unavailability of processing equipment due to damage."

When an accident occurs, businesses lose the productivity of the injured worker as well as that of other workers who are disrupted while attending to the accident victim's needs. Businesses owned and operated by one individual suffer the greatest losses of productivity and profits, emphasizes the safety engineer.

Other losses involve the cost of hiring replacement workers, the supervisor's time in training new workers, and the wage cost due to lower output of replacement workers during the break-in period.

"Further costs are incurred," explains Nelson, "when products spoil because the injured worker is detained or unavailable to process them. Also, products may be damaged or spoiled by a worker because he is less efficient due to his injury or by a replacement worker due to inexperience."

Wage and production losses may be incurred further when workers are affected by the injured's lack of output or teamwork. There may be delays or work inefficiencies because the injured is temporarily absent or, after returning to work, is slow or needs help from others.

"The 'hidden costs' of accidents can be many times that of the obvious costs," contends Nelson. "When accident losses are viewed in this light, a small investment in accident prevention can mean increased profits by minimizing losses and conserving the resources which maximize productivity."

### Notice

Dardie Williamson, editor of Suburban Today, has recently undergone surgery and will be recuperating for the next few weeks. In her absence, Frank Coats will act as editor. Any questions or information you think should be included in the paper should be directed to him at 763-4291. We all hope Mrs. Williamson's recovery will be fast and full.

## Rat Poisoning Now Available

Rat poisoning is now available free of charge to Lubbock County residents and those in the Shallowater area can pick it up at City Hall from city secretary Martha Gidden. The limit is three units of poison for a residence, six for a farm. If the infestation requires more poison, those interested should call David McLellan at 762-6411, ext. 320. "Protective clothing represents a potentially large market for breakthrough, says Barnes, was a series of tests conducted at a leading independent research laboratory showing the behavior of FR cotton and Nomex<sup>®</sup> III fabrics when exposed to molten metal.

The molten metal tests are depicted in a 17-minute film that was unveiled at the Raleigh *Continued On Page Two* 



These Shallowater Little Leaguers missed going to the District Tournament by only one point when the Crosbyton team beat them 7-6.

### Thursday, July 21, 1977

#### Page 2

#### FR Cotton . . .

#### Continued From Page One

seminar. In these tests, fabric samples are placed over a layer of typical cotton underwear fabric and splashed with molten metal. The FR cotton charred on the outside, but did not stick to the underwear layer. The Nomex fabric charred on both sides, became brittle, formed a residue and adhered to the underwear fabric.

Barnes says American Iron and Steel Institute representatives at the seminar were among the first to order copies of the new film. "They showed it to a number of steel mill workers and officials," he says.

Along with the film, copies of a brochure depicting the various tests and describing their results were made available to fabric and apparel manufacturers for use as marketing tools. Barnes says the brochure's first printing of several thousand copies was exhausted immediately and further printing is being done to meet the additional demand.

"Response to the seminar was excellent," reports Hangley. "People told us it opened their eyes to the advantages of FR cotton."

According to Dr. Leonard Smith, Cotton Incorporated vice president and associate director, textile research, these advantages are many. Dr. Smith, who has devoted much of his career to this field of research, points out that comparative tests of FR cotton and Nomex III demonstrate the superiority of the treated cotton in protection from fire, whether the source be flame, spilled combustible fluid, radiant heat or molten metal.

Furthermore, he says, this flame retardant performance lasts the life of the garment. Char lengths of FR cotton remain virtually unchanged after 200 launderings.

In addition, Smith points out that:

-The FR treatment for cotton is demonstrably free from risk to health.

-The treatment leaves cotton's well-known comfort virtually unchanged.

-FR cotton meets industry standards for fabric durability. Both tensile and tear strength of FR cotton remain unaffected by light after 260 hours—the equivalent of six months to a year of wear.

-Flame retardant cotton garments, on the average, cost 60 per cent less than Nomex.

Also helping to tell the story of the advantages of FR cotton is John R. Travell, Deputy Chief, Division of Safety, New York Fire Department, which was one of the first such organizations to adopt FR cotton uniforms. Now

worn by about half the firemen on a voluntary basis, uniforms made of FR cotton will become mandatory safety apparel for the entire department this summer.

Another major customer of FR cotton protective clothing is the New York Port Authority, which is responsible for all interstate transportation facilities —airports, bridges, railroads, etc.—in New York, New Jersey and Connecticut.

Describing the scope of the potential market for FR cotton, Barnes cites such figures as 350,000 welders nationwide, 225,000 registered firefighters and possibly ten times that many volunteer firemen—and 10,000 firefighters in federal and state forestry services.

"Many of these groups," he says, "along with the airlines and the military have expressed interest in FR cotton, and we look forward to new joint venture relationships and further product developments in this field."

500 Avenue F 2 bedroom, white siding home with carport. Only \$12,000.00 Mary Penny, Realtor 832-4587

LADIES

have your very own profitable Jean or Apparel Shop. Feature the latest in Jeans, Denims and Sportswear. \$14,850 includes: Supplies...Store Fixtures ... Training ... (in your store!) ... Beginning Inventory ... and a Gala Grand Opening featuring a well-known celebrity. You can be open and earning profits within 15 days. Call us anytime TOLL FREE 1-800-874-4780. Ask for Mr. James.

## **Hickox to Speak at County Line**

Lt. Col. Joseph E. Hickox of Reese Air Force Base will be guest speaker when the county line community club meets August 30 at the County Line Community Club House Tuesday afternoon at 2:00 P.M.. He and his wife and four children reside at Route One, Shallowater.

Lt. Col. Hickox was recently promoted from Major to Lt. Colonel June 1st.

Arrangements for Lt. Col. Hickox and other members of the Reese Air Force Base speakers can be contacted for your group or organization by calling AC: 806-885-4511, extension 2169 or 2843 at Reese Air Base. Men and women are encouraged to come and hear this outstanding speaker tell of "Life In Russia" He was stationed in Russia for four years and will bring slides to show.

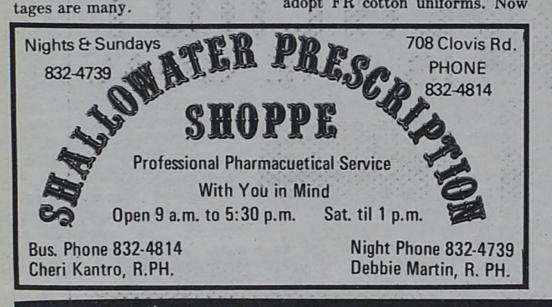
Faye Pope of Abernathy and Faye Ann Nelson of County Line Community will be hostesses for



Lt. Col. Joseph E. Hickox

this meeting August 30 at the County Line Community Club House. Refreshments will be served following the speech and slides.





**Shallowater Welcomes** 





Julia's Hair Care has been serving Shallowater for the last 18 months. Permanent waves, blow-dry cuts and other hairstyles are regular features. Haircuts are given to both men and women, and grooming articles can be purchased.

Julia Hohenberger grew up in Shallowater, moved away for several years and came back two years ago. She and her husband Ronnie live at 1206 10th St. with their three sons, Stacy, Dee and Joel.

We urge everyone to stop and get acquainted with Julia's Hair Care. First State Bank of Shallowater salutes Julia's.

### THE FIRST STATE BANK OF SHALLOWATER PROMOTING SHALLOWATER COMMERCE



Storm Shelter Take to, pickup and care, from school and kindergarten. VISITORS WELCOME Owners - Douglas & Barbara Rowden

SUBURBAN TODAY

#### (Formerly The Sunday Citizen)

Suburban Today is an independent, privately owned newspaper, published weekly on Thursday except Thursday following Christmas Day, by Publication Service Company of Lubbock, Texas 79408.

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this newspaper will be gladly corrected upon due notice of same being given to the managing editor personally at the office of the publisher in Lubbock, Texas, 816 Ave. Q.

Publication Service Company Publisher	
Norman L. Williamson Managing Editor	
Dardie Williamson	-
And the state of t	

Thursday, July 21, 1977

### **Hints Given For Grilling Vegetables**

COLLEGE STATION-Vegetables cooked on the grill, along with the meat, save energy, time and effort-and they leave the kitchen cool and comfortable, a foods and nutrition specialist suggests.

Most vegetables will cook quickly and evenly on the grill or right on top of the coals, says Marilyn Haggard, foods and nutrition specialist with the **Texas Agricultural Extension** Service, The Texas A&M University System.

Below are her instructions for wrapping vegetable to grill-and several grilling ideas.

Heavy duty aluminum foil is a must for cooking vegetables on the grill-and the standard "drug store wrap" is a suitable way to wrap vegetables for cooking, she advises.

Use two thicknesses of foil if packages are large or if the vegetables contain much liquid. With regular household foil, three layers may be necessary. For a "drug store wrap," place food in the center of aluminum foil sheet and follow the guidelines below. Foil should be large enough to allow for this method:

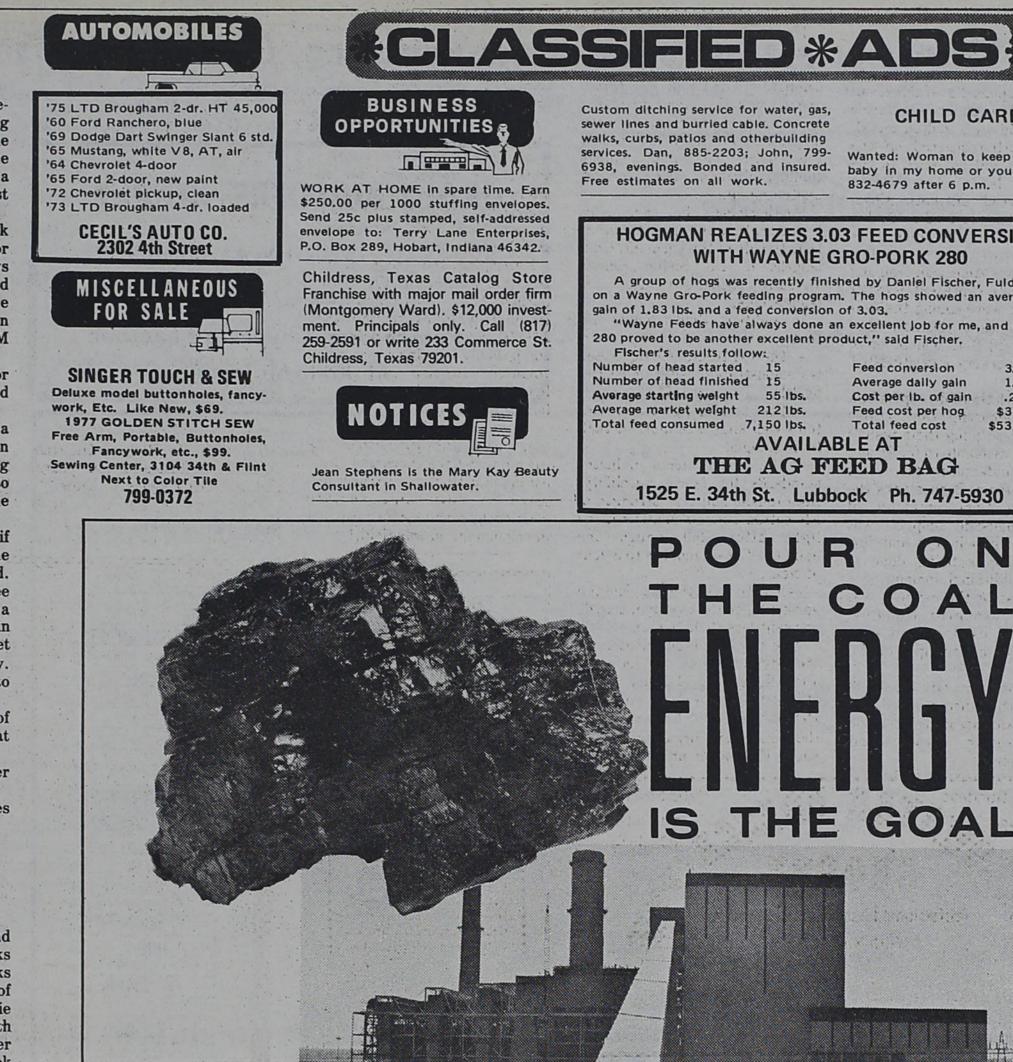
1. Bring the two sides of aluminum foil evenly together at the top.

2. Fold the two edges together until tight on food.

3. Fold each end several times toward food until tight.

**Roasting Ears** 2 cloves garlic, crushed 1/2 cup soft butter or margarine 6 roasting ears salt and pepper to taste

Mix butter and garlic; let stand 1 hour. Remove outer shucks from corn. Loosen inner shucks and remove silks. Brush ears of corn with garlic butter. Tie shucks into place. Wrap ears with aluminum foil, place on grill over hot coals, turn frequently. Cook 15 to 25 minutes, depending on tenderness of corn. Serves 6. **Baked Sweet or Irish Potatoes** Scrub potatoes and wrap in foil. Place directly on hot coals, turning often. Bake 1 hour or until soft. Cut a cross on top, pull back foil and add butter or margarine, salt and pepper. Serve in foil wrapping.



SATURDAY, JULY 30 12 NOON to 6 P.M.

SUNDAY, JULY 31 1 P.M. to 6 P.M.

Watch for future messages showing location map.

CHILD CARE

Wanted: Woman to keep 8 month old baby in my home or yours. Please call 832-4679 after 6 p.m.

### HOGMAN REALIZES 3.03 FEED CONVERSION WITH WAYNE GRO-PORK 280

A group of hogs was recently finished by Daniel Fischer, Fulda, Minn., on a Wayne Gro-Pork feeding program. The hogs showed an average daily gain of 1.83 lbs. and a feed conversion of 3.03.

"Wayne Feeds have always done an excellent job for me, and Gro-Pork 280 proved to be another excellent product," said Fischer.

> Feed conversion Average daily gain Cost per lb. of gain Feed cost per hog. Total feed cost

> > C. S. San Prove Prove

3.03 1.83 lbs. .226¢ \$35.48 \$532.20

THE AG FEED BAG

# 0 AL C

Page 3

#### **Vegetable Hobo Packs**

Any frozen or canned vegetable may be cooked this way. Wrap one 10-ounce package of frozen vegetables and 2 tablespoons butter or margarine, salt and pepper in double thickness of heavy duty aluminum foil. Place on grill and cook 30 to 40 minutes, turning once or twice. Serves 3.

Good living includes a balanced life-devoted to work, culture, religion and recreation.

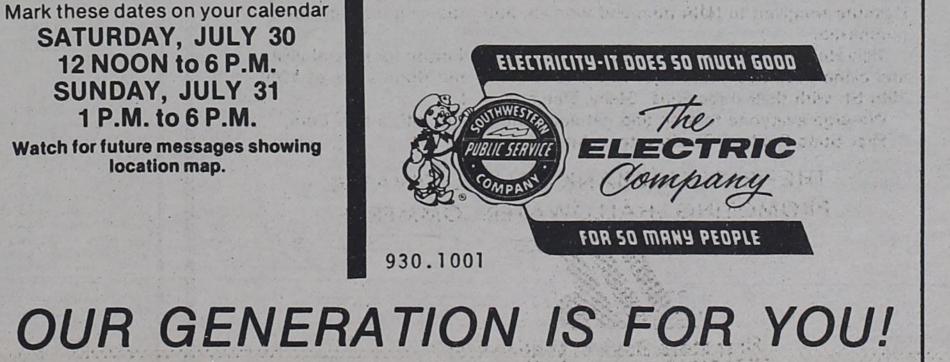
> **OPEN HOUSE** Sunday 2 to 6 p.m. 705 14th St.

QUA (9) 22:2 EAVE ROOM OUGE

- 4

# HARRINGTON STATION Near Amarillo, Texas **COAL REPLACES** NATURAL GAS...NOW MAKING ELECTRICITY FOR YOU ARE WELCOME **CONTINUED SUPPLY**

Don't miss seeing this new 17 story high coal-fired electric generating station. Over five years ago, the decision was made to assure electric dependability by using coal in place of natural gas. Bring the family . . . see how we make electricity by using coal.



Page 4	Thurso
TMA Warns Against Carbon Monoxide Poisoning,	<b>Gives Preventive Hints</b>

20. Deposits of States and political subdivisions ...... F

The dangerous gas is carbon

The same fire that gives meat produces a potentially deadly gas.

\_\_\_\_\_

Box 682

monoxide, CO, a tasteless, colorless, odorless gas produced every time a carbon-containing

material burns. The Texas Medical Association says CO combines with blood 200

MANCIL SMITH **CRAIG BUILDERS SUPPLY Domestic Well Service** 4600 CLOVIS HIGHWAY-LUBBOCK IRRIGATION AND DOMESTIC WELL SERVICE SUBMERSIBLE PUMP DEALER 762-8719 Paint • Floor Covering • Lumber 1003 13th Street Shallowater, Texas 79363 Building Materials State Bank No. 1914 PUBLISHER'S COPY Mil. Thou. ASSETS Sch. Col. Item

A+B+C .....

none

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Consolidated Report of Condition of " First State Bank of Shallowater " of Shallowater in the State of Texas and Domestic Subsidiaries at the close of business on June 30 , 19. 77 BALANCE SHEET 7 -901 1 1 1. Cash and due from banks ..... C ..... 800 2 Ε ..... 1 none 3. Obligations of other U.S. Government agencies and corporations ...... B 3 Ε ..... 2 1 150 4 E ..... 3 none 5 Ε ..... none 6 6. Corporate stock none 7 7. Trading account securities 200 8 8. Federal funds sold and securities purchased under agreements to resell .... D 4 ..... 8 102 10 ..... 9a 9. a. Loans, Total (excluding unearned income) ...... A b. Less: Reserve for possible loan losses 124 b 7 978 c. Loans, Net С none 10 10. Direct lease financing 370 11 11. Bank premises, furniture and fixtures, and other assets representing bank premises none 12. Real estate owned other than bank premises 12 none 13. Investments in unconsolidated subsidiaries and associated companies 13 none 14. Customers' liability to this bank on acceptances outstanding 14 45 15 12 444 16 16. TOTAL ASSETS (sum of items 1 thru 15) LIABILITIES Sch. Item Col. 2 831 17 Α ..... 17. Demand deposits of individuals, partnerships, and corporations ...... F 1f 7 736 18 18. Time and savings deposits of individuals, partnerships, and corporations ... F 1f B+C ..... 1] 19 19. Deposits of United States Government A+B+C 2 556 20

times more easily than oxygen. If a person breathes air containing a normal amount of oxygen and a moderate amount of carbon monoxide, the blood will be starved for oxygen. When blood cannot supply oxygen to the brain, permanent brain damage or death may result.

Dangerous quantities of CO usually accumulate when a relatively cool, slow fire burns in limited air. Since the gas cannot be seen, smelled or tasted, it is hard to detect except by the symptoms of its poisoning: drowsiness, headache, tightness across the forehead, confusion, nausea and muscular weakness. CO poisoning may cause enough confusion that victims cannot reach fresh air to relieve the symptoms and prevent serious injury.

To prevent a carbon monoxide attack in your home:

1) Provide plenty of fresh air for charcoal grills, barbecue pits and hibachis, especially when used indoors. Better, yet, do not use them indoors at all.

2) Some people get CO poisoning because charcoal briquets were brought inside when they were gray ashes. As long as wood or briquets give off heat, they give off CO.

3) Be sure the garage is sealed from the house. Never run an engine, especially a vehicle , engine, in a closed garage.

4) Before winter, have all heating systems checked for operating efficiency. Make sure vents, pipes, flues and chimneys are tight.

### **Funds Provided For Beef Cattle Research**

Two state legislative appropriations, including a two-year budget for \$300,000, will increase beef cattle research at Texas Tech University.

"A two-year budget of \$150,000 each year has been allocated for

its delicious smoke flavor also

Phone 832-4090

Form 64p (State) (6-77)

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Texas Tech research concerning efficient beef cattle production,' announced Dr. Anson R. Bertrand, dean of the College of Agricultural Sciences at Tech.

"The significance of this action is that it marks the first time ever that the Texas Legislature has provided funds specifically for beef cattle research at Texas Tech. And we are extremely grateful to the legislature."

Bertrand said the agricultural sciences faculty already has begun to prepare the best research projects possible to make use of the money. He said the legislative action reveals the confidence placed in past and ongoing beef cattle research at the university.

The second appropriation for Tech beef cattle research has come in a one-year budget of \$240,000 for renovation and improvement of the feedmill, laboratory and office space at the killgore Beff Cattle Center at Pantex, the dean reported.

The improvements will allow Texas Tech to enhance its beef cattle research at the center and to perform new types of research.

"We will be able to perform research being sought by the Texas Cattle Feeders Association, research we have not been able to do before," Bertrand said.



Millionaire Cornelius Vanderbilt couldn't sleep unless the four legs of his bed were planted in dishes filled with salt to keep malevolent spirits from attacking him.

£ ....