

# WEST TEXAS TIMES

Dedicated to Informing the Negro Citizens of West Texas

Volume XI, Number 49  
Thursday,  
December 3, 1970  
Eight Pages  
(Week of Dec. 3-9)

## Corporation For Minority Groups Opens Drive

### Meeting Set Tonight To Explain Usage of Mae Simmons Center

A meeting, which is labeled "important", will be held tonight at 8 p.m. at the Mae Simmons Community Center for residents of East Lubbock. This meeting will deal with the usage of the community center and what can be done to improve the facility.

The director of Parks and Recreation for the City of Lubbock, A. C. "Stumpy" Hamilton, and Mrs. Dorothy Bailey, supervisor of all community centers, will be present to discuss the issues.

Mrs. Olivia Laster, director of Mae Simmons Community Center, is asking that the residents of the community attend this meeting in order that all understand the function of the center.

The public is cordially invited to attend this important meeting and offer some constructive information to the total effort of the center.

### Police Examinations Scheduled For Next Wednesday Evening

A Civil Service examination for apprentice policemen will be held at 7 p.m. Wednesday, December 9th, in room 214 of City Hall.

Application forms may be obtained from the Lubbock Police Department. Requirements include 21 to 35 years of age, minimum of 5 feet, nine inches height, and high school or equivalent in education. Veterans are entitled to five points credit on the written examination.

New policemen receive pay of \$565 per month, with an increase to \$600 a month after a six months probationary period.

### Carol of Lights Ceremony Slated Tonight on Texas Tech Campus

Christmas lights by the thousands—25,000 to be more exact—will light up the Texas Tech University campus Thursday, tonight, December 3, as Women's Residence Council sponsors the twelfth annual Carol of Lights.

The theme of the event this year will be "Silent Night of the Joyous Light." The program will begin at 6:45 p.m. with music by the brass choir, conducted by Richard Tolley, associate professor of music.

About 7:15 p.m., the campus will be blacked out, and the Christmas lights will be turned on. The red, green, yellow and white bulbs will outline 11 campus buildings.

The Tech Choir, conducted by Gene Kenney, professor of music, will sing Christmas selections as will a choir composed of dorm residents.

Dr. Gene Hemmle, chairman of the Music Department, will lead the audience in several Christmas carols.

The buildings to be lighted include the Science Quadrangle, the Engineering Quadrangle, and the Journalism, Home Economics, Old Museum, Agricultural Sciences and Administration buildings.

New additions this year to the Carol of Lights will include the lighting of the bushes at the Memorial Circle.

Alpha Phi Omega and Women's Service Organization members will place luminaries along the campus sidewalks. These are brown paper bags with a lighted candle inside.

A dinner at 5 p.m. today in the Weeks-Doak dining hall will begin the night's activities by honoring

several persons who have supported the Carol of Lights program.

Special guests at the dinner will be Aaron Rosenthal and Dr. William McElroy, both from the National Science Foundation. Also present will be Harold Hinn of Dallas, former member of the Board of Directors and first donor of lights for the Carol of Lights.

### Boy Scouts Find 79 Candidates for "Boypower" Here Last Monday Night

The gleam was in their eyes, and they all had a good time last Monday evening at South Plains Branch Boys' Club in the first of several Boy Scout "hot dog feeds" scheduled for East Lubbock.

There was plenty of eats and drinks, and when the evening had ended, 79 new boys had expressed their interest in the Cub and Boy Scout programs. Fifty new Boy Scouts registered and twenty-nine new Cubs were listed at the Boys' Club location.

The affair, which was emceed by Roy Roberts, was considered most profitable, and the goal which was set several weeks ago appears about to become a reality.

Bob Hurst and Mike Stevens, representatives of the South Plains Boy Scouts of America, were on

The Progressive Corporation for Minority Groups was organized on November 18, 1970, in the office of Greater St. Luke Baptist Church.

The Reverend A. L. Davis was elected president of the organization. Other officers include Reverend O. D. Hollins, vice-president and Reverend Adolphus Cleveland, secretary. Mr. Lonnie Love was elected treasurer.

The first goal of this corporation is to secure \$10,000 in investment capital within the next sixty

days. This goal will be achieved by securing one hundred men and women who will invest \$100 each in this new-born business venture. This will be a mutual fund operation, limiting the amount any individual may invest.

The second goal will be to decide which area of business in the local community will prove most profitable to the members of the corporation.

The third goal is to make this a \$100,000 corporation within the next twenty four months.

The next meeting of this group will be on December 2, 1970 at Lyons Chapel Baptist Church.

Persons interested in investing in this organization should contact Rev. Davis or Rev. Hollins.

### International Speakers Bureau Established at Texas Tech

An International Speakers Bureau, staffed by Texas Tech University international students, is available to help acquaint the Lubbock community with other parts of the world.

Robert Burnett, director of International Student Services, said there are approximately 200 international students at Tech this year representing about 50 countries.

The bureau is a service to the community, to the school and to the students themselves, said Mrs. Earl Hobbs, chairman of the International Students Speakers Bureau.

Not only do the students enjoy their speaking engagements, but the \$10 honorarium they receive is put into an emergency fund for the student's use.

forms, "Can't Turn Back the Hands of Time."

Brandon's cartoons have been published in nationally circulated magazines. Through "Luther," Brandon said, he is helping to bridge the racial communication gap. Brandon also produces "Luther" greeting cards and recently a book of "Luther" cartoons was published.

SOUL! appears every Thursday evening on Channel 5 at 9:00 p.m. In January, a brand new series of SOUL! programs, produced in New York, will be shown on Channel 5.

### African Singer Letta Mbulu Scheduled To Appear on SOUL! Tonight at 9:00

Thursday, December 3, tonight, black folk singer Len Chandler will host SOUL! His guest will include Ronnie Dyson, star on the musical "Hair," African singer

Letta Mbulu, and Tyrone Davis. Chandler will interview Brumsic Brandon, creator of the "Luther" comic strip.

Miss Mbulu, from Johannesburg, South Africa, sings two selections in African "click" languages. In English she sings, "I've Got to Believe." Miss Mbulu made her American debut at the Village Gate in New York in 1964 and toured with Miriam Makeba in 1966.

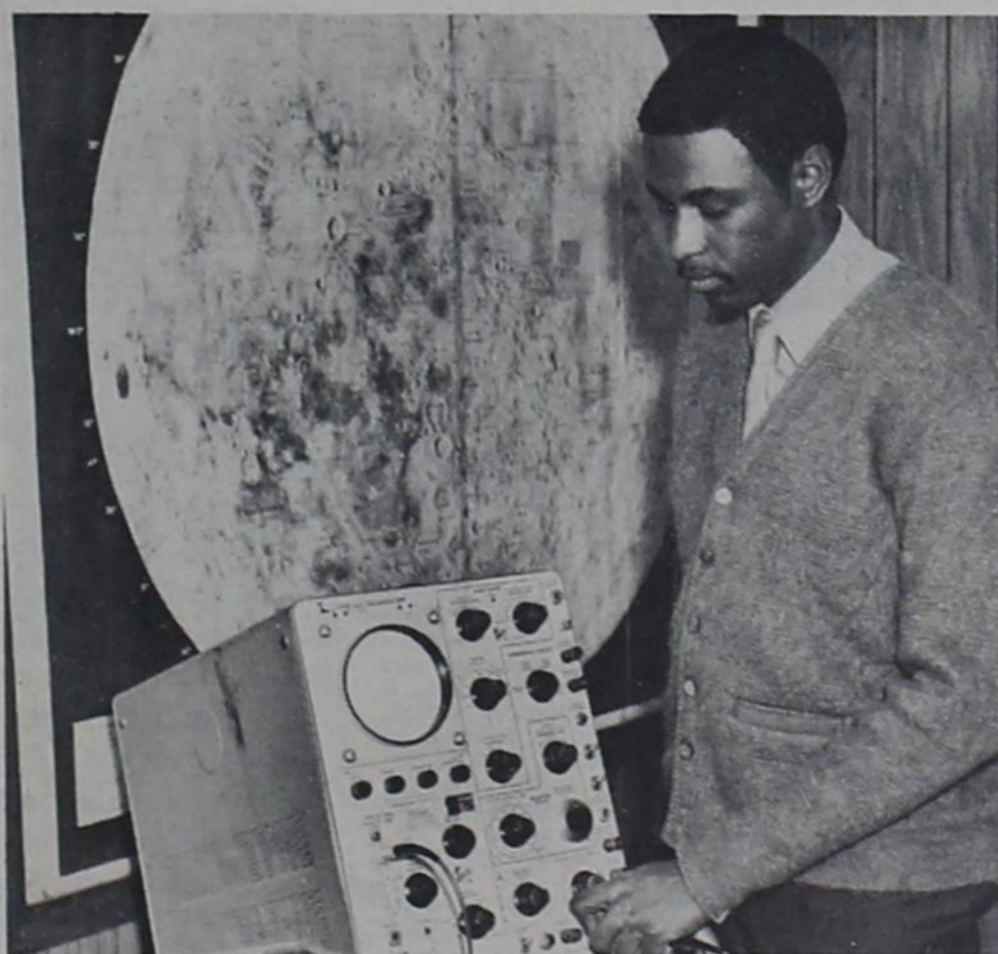
Ronnie Dyson is a young star from the original New York cast of "Hair." He sings, "If You Let Me Make Love to You, Why Can't I Touch You?"

Soul singer Tyrone David per-

### Amarillo Man Joins Ranks of Flying Professors

Amarillo—W. T. Greer, Jr. has been elected Off-Campus Coordinator for the Flying Professor Graduate Engineering Program. This program was brought to Amarillo in September 1969 by Mason & Hanger - Silas Mason Co., Inc. as an industrial community relations project. The enrollment consists of 28 graduate students—of which 14 are Mason & Hanger employees—working toward a Master of Engineering degree with emphasis placed on electrical and mechanical engineering. "Flying Professors" from Texas Tech University conduct two evening classes each week in the Technology Building at Amarillo College. These graduate courses have been approved by the Southern Educational Association, and the plan is unique in that all required hours of classroom work are conducted off-campus.

In recognition of being elected Off-Campus Coordinator of the Flying Professor Program by his class members, W. T. and his wife received invitations from both Dr. G.E. Murray, President of Texas Tech University, and Dr. A. J. Gully, Associate Dean of Engineering, to attend the social activities scheduled last month. These activities included a "get acquainted



W. T. Greer

coffee," the Tech-Arkansas football game, and a dinner engagement in the Gully home following the game.

W. T. Greer, an electrical engineer, has been employed by Mason & Hanger at Pantex Plant since receiving his Bachelor of Science

degree from Prairie View A&M in 1965. He is on the faculty at Amarillo College, and recently received his certificate of Registration for Professional Engineers in the State of Texas. The Greer family reside at 2417 North Osage in Amarillo.

### New Telephone Directories Ready for Delivery to Homes Here This Week

A color photograph emphasizing the challenge facing Lubbock during the 1970's is featured on the cover of the new telephone directories which will be delivered within the next few days.

The photo is an aerial shot of downtown Lubbock made two days before the disastrous May 11 tornado. Super-imposed on the downtown photo will be the book, **Lubbock Goals for the Seventies**, the report issued by Committee 70.

"The cover is designed to call attention to the challenges facing Lubbock during the current decade," said John Whitcomb, division manager for Southwestern Bell. "With efforts already under-

way to fulfill some of the proposed goals in the Committee 70 report, we feel the cover is very timely."

Whitcomb noted that the directory cover had been planned and preparations for it begun before the May tornado. "After the storm, we conferred with city and Chamber of Commerce officials and decided the cover was even more timely now," he added.

The cover photo will be framed by a white border.

Delivery of about 112,000 directories in the city tentatively is scheduled to begin today, December 3.

The door-to-door deliveries will require about a week to complete, Whitcomb pointed out.



# EDITORIALS

## Something Always Happens

by T. J. Patterson

The United Black Coalition has begun to move forward boldly in putting the community as it should be. It never fails, however, when constructive approaches are tried, opposition appears. This appears to be happening in our community at this time.

Another force, another coalition (it was first organized under the name of the United Political Organization and then voted to call itself the Majority Coalition) which is aimed at the political aspect of the community, has been formed to work for the causes of the people of Lubbock. There is nothing wrong with people putting their heads together for the betterment of the community, but before this type of effort involved black people, they (the black people) should first work with their own brothers and sisters in getting together and not be off fooling around with other game.

It's true, something always happens when there is something afoot for the betterment of the black community. We must make up our minds to work for our own cause at this stage in the game and not be attracted to another coalition at this time.

Every black person in our community should

be in accord with the efforts of the United Black Coalition, since a great percentage of the community's black organizations (both civic and social) are agreeing for the first time ever on doing something together. Brothers and sisters, let's not let anything stop our effort at this time. Everyone of us is needed if we are going to start doing things together. There will always be time when we can develop a powerful political machine for our efforts, but first we must take care of our own backyard. We have a powerful potential force in Lubbock, don't let anyone fool you.

True, something is always happening when we are trying to put things together. This time, let's make up our own minds, make our own decisions about which way we will go.

## Boys and Girls Need A Home

by T. J. Patterson

In the City of Lubbock, there are many black boys and girls who need someone to love them. All are orphans and all need the opportunity of being a part of a family. Some of us could surely make it possible for some of these young people to have a home.

I'm sure there are those among us who would be willing to participate in this opportunity if you knew that there were those needing a home. The Lubbock City-County Child Welfare Unit can inform you as to what is needed if you are willing to take this important step in your life,

as well as in the lives of some very beautiful young boys and girls.

The "Times" has received word that this agency is willing to answer any questions concerning the possibility of you becoming parents. We hope it is possible that perhaps a few readers in our area will welcome this opportunity of helping these young people. Remember, becoming involved in the community can take many different routes. Perhaps this is the type of involvement some of you have considered, but never taken the time to investigate. If this is true, do so now.

Remember, many of these children are black and in desperate need of adoptive homes. Let's pitch in and help some of these youngsters. They all need someone to love and care for them.

Why not contact the Lubbock City-County Child Welfare Unit (763-5351, Extension 256) and ask for Mrs. Kitty DeLapp for more information. If you love young people, here's your chance to help some of them. These young black Americans, hopefully, our leaders of tomorrow, need your help today. Let's give them a helping hand.

Right On!!

**STATE CAPITAL**  
*Highlights*  
**AND**  
*Sidelights*  
by Vern Sanford  
TEXAS PRESS ASSOCIATION

Austin, Texas—Car owners in Texas got the expected bad news when the staff of the State Board of Insurance recommended a 23.4 per cent increase in auto insurance rates.

Board took no immediate action, but will set new rates by January 1.

If the agency holds to its past policy of allowing no increase in any line of coverage greater than 25 per cent, the staff proposal may be scaled down to an effective 18.6 per cent boost.

Earlier the regulator body committed itself to a new rate-making formula taking into account investment income of companies and guaranteeing profit on underwriting after taxes.

Staff recommendations would build into the rate base a 4.7 per cent profit on policy writing and an 8.7 per cent allowance for state and federal taxes.

Industry representatives, still not satisfied, argued their case for a 27.7 per cent average statewide increase and removal of the arbitrary maximum change limitation of 25 per cent for any line. They claimed serious underwriting losses of \$45.7 million over the last decade.

Proposals brought angry rumbles from legislators. Sen. Oscar Mauzy of Dallas predicted that lawmakers "will not allow this economic miscarriage of justice to stand unchallenged." Rep. Joe Allen of Baytown also called the proposed rate increases "tragic abuse of government regulation and free enterprise system."

Texas AFL-CIO has called on drivers to appeal to the Legislature for a change in the rate system, and reportedly is studying possible legal action.

**Welfare Changes Urged**—A raise in welfare benefits, removal of the constitutional ceiling on payments, reorganization of the Department of Public Welfare and a new approach to problems of needy families with dependent children were recommended by the blue-ribbon Senate Welfare Study Committee.

Committee said the state must aim at development of children rather than simply maintaining them on aid rolls to break the poverty cycle.

These additional recommendations were included in the 85-page report:

A constitutional amendment to permit garnishment of wages for court-ordered child support.

A vendor drug program to supply medicines to Medicaid outpatients.

Renaming the Welfare Department the Department of Human Resources and reorganizing it with a head named by the Governor and confirmed by the Senate.

Complete overhaul or streamlining of department administration with increased use of computer methods.

Committee Chairman William P. Hobby, Jr. said that the Legislature next January will have to pass an emergency appropriation of more than \$40 million just to carry the welfare program at present levels to the end of the biennium.

## my views

by Eddie P. Richardson

It looks like we are moving in the right direction. I can see a 100% change in the black community as far as uniting and getting ourselves together. The majority of the organizations and clubs in the community have decided to band together to form a united effort for the total community.

But after all of this togetherness and unity we still have a few of the groups that want to be called leaders and occupy the spotlight and have all eyes on them. This after most of the other organizations have united together for a common cause. That cause being total harmony, unity, and a strong voice for representation of the entire black community.

These few people will find themselves in a bad way—and clipped of their power—speaking to not for anyone, unless they decide to go along with the total community. Many community leaders have already said loud and clear that they will not tolerate any more "hand-picked" leaders from downtown. The people are moving steadily away from the old idea that self-appointed and down-town approved leaders will no longer be allowed to run the community's business.

The name of the game now is: "bring it to the community and see if it is approved before you

take it downtown and present it." In other words, speak to the community before you speak for it.

As an example of how things are changing, one of our lodger citizens told a Times representative one day last week that we should not print the names of merchants who refuse to advertise in the black community's paper. As an alternative to exposing some businesses' attitudes, this person suggested that we send a delegate around to ask for donations to the paper! In other words, we should, according to this person, run a "protection racket" instead of a newspaper. The days of donations and hand-out are over as far as we are concerned. They died and were buried at the same time that the "Uncle Toms" lost their power!

The name of the game now is, "service," render a service and collect a fee. The West Texas Times is a professional newspaper with regular published rates—not a charity organization wishing to accept donations. There have been times when your newspaper has accepted payments for advertising marked "donation" but we have always tried to point out the error or not accept the payment in that form.

So now the community should work for togetherness with a unified voice. No more self-appointed leaders; no more down-town hand-picked showcase leaders; and no more self-appointed spokesmen who are experts. They all have to be cleared through the community now. The credentials plan is in operation now.



Dear Editor,

The Times is really a laugh. Why do we even attempt to express the voice of a united black community? In Lubbock, there is none. We have a community of very ignorant people who are really worse off than the slaves brought to this country from Africa. We shop in a United Supermarket that looks like a pig farm and doesn't even advertise in our paper. Check out the United on 50th. Whites shop in a clean store. Do we condone this? And in Dunlaps, Hemphill-Wells, and other stores, a black woman is constantly (and improperly) being addressed by her first name or as girl. Where is our pride? On our driver's licenses we are referred to as "colored". People wake up, Jim Crow days are over! Let's stop taking the crap whites feed us. Instead of pouring money into Charlie Guy's A-J, let's support our own paper, our own voice! Let's realize that blackness is not synonymous with stupidity. We can't keep settling for schools second to white schools or allowing our good black teachers to be exchanged for second-rate white ones. If we do, we're falling into the trap the white man has used to stay ahead of us for 400 years. When are we going to get up off our sorry asses and start forming a united black community?

(Name Withheld at Writer's Request)

Editor's Note: The following letter was received by the Chief of Police of the Lubbock Police Department and passed on to us.

Chief of Police  
City of Lubbock  
Lubbock, Texas

Dear Sir:

The first thing I would like to say is, I realize you are very busy and your time is important! The position you have makes you important to everyone in this community, so I will try to be brief.

At times it seems as if people are trying to "put down" the police. Well, I believe when someone does a good job he should be "put up" instead of the people remaining quiet. What I am trying to say is this—Officer Britt came to my home today to make out a report on a stolen bicycle. He was, kind, friendly, gracious, but he also had great dignity. He, in the few moments he was here, taught my children to look up to the Police Department and renewed my respect for all policemen. Thank you for hiring him to work for our Lubbock Police Department.

Sincerely, S/Mrs. O.B. (Beverly) Woolverton

**WEST TEXAS TIMES**  
Formerly The Manhattan Heights and West Texas Times  
Volume XI, Number 49 Thursday, December 3, 1970  
The West Texas Times is an independent, privately owned newspaper published weekly, each Thursday, in Lubbock, Lubbock County, Texas. This newspaper is dedicated to informing the Negro citizens of Lubbock and other West Texas cities.  
Signed articles appearing within the pages of this newspaper do not necessarily represent the viewpoint of the paper. Any erroneous reflection upon the character of anyone by this newspaper will be corrected immediately when called to the attention of the editor. The editor will not be responsible for the return of any articles or photos submitted for publication, other than when accompanied by a stamped, self-addressed return envelope.  
The West Texas Times may be purchased yearly at a rate of \$4.00 payable in advance to the office by mail or in person.  
Advertising rates and other information furnished upon request.  
Second Class Postage Paid at Lubbock, Texas

OFFICE  
Farm Road 1585, East of U.S. 87 South, Lubbock, Texas  
Phone A/C 806 747-4419  
Mailing Address: P. O. Box 225 Lubbock, Texas 79408

Thomas James Patterson	Editor
Publication Service Company	Publisher
Norman L. Williamson	Business Manager
Harriette Davis	Advertising Sales
Eddie P. Richardson	Advertising Sales
Hubert Alexander	Lubbock Circulation
Phone 744-2934	4304 East 61st Street
Ethel Phea	Haskell Agent
Phone 864-3458	1420 N. Avenue B
Arthur Kelly	Post Agent
Phone 495-3192	506 Ralls Road
R. J. Nelson	Snyder Agent
Phone 573-9928	1109 32nd Street
George D. Parrish	Amarillo Agent
Phone 373-6881	1900 W. 9th
Bob Tieule, Jr.	Midland-Odessa Agent
Phone	1710 E. Illinois, Midland, Texas
Walter Woods	Seminole Agent
Phone 758-3003	P. O. Box 243
Mrs. Martha Holmes	Odessa Agent
George Smith	Slaton Agent

Member 1970  
KAS PRESS ASSOCIATION





## Police Beat

### House Burglary & Vandalism

Jacquelyn R. Johnson, of 1014 A East 29th Street, reported to the Lubbock Police Department that someone had vandalized her property and her residence had been burglarized one night last week.

Taken from the house was a television, which was valued at \$139.95, and the top of her convertible automobile was damaged with a sharp instrument. The damage to the car was believed to be approximately \$250.00.

Entry to the house was gained by the back door. There was no damage to the door in regard to forced entry.

### Disturbance

At a local grocery store, Kwik Stop Grocery at East 4th and Quirt Avenue, someone reported that two young men were responsible for the damage to a motorcycle. The motorcycle was parked in front of the store and was kicked over by the two men.

The damage to the cycle was reported to be \$50.00. It damaged the front wheel. The owner of the vehicle said he would file charges.

### Theft Over \$50.00

Nettie Harvey, 2616 East 9th Street, reported to the Lubbock Police Department that someone took from her purse, while she was at a local cafe the following, two checks, \$21.04 each; another \$10.00 check and \$18.00 in cash.

She told police that she left the cafe, located at 16th and Vanda Avenue, and just happened to look in her purse and found the items missing. There were approximately eight people in the cafe at the time, she stated. She know most of them, and added she would file charges against the thief.

### Burglary

Harvey Lee Andrews, of 902 Quirt Avenue, reported to the Lubbock Police Department that someone unknown to him did enter his home and take a beige hat valued at \$15.00 while he was gone.

Entry was gained through a door located on the south side of the house. He said that he had left the garage light on, and when he returned, the light had been turned out.

### Vandalism

Jean Chase, 2609 Weber Drive, reported to the police that a man broke out two windows and screens

on the bedroom window of her apartment. She has an idea who could be responsible for the incident and states that she would file charges.

The damage to the apartment was \$18.00.

## Around the hub city

Mrs. G. H. Davis; her brother, Willie B. Chandler of Albuquerque, New Mexico, and her nieces, Mesdames Johnnie Mae Derrough, Ora Belle Gindratt and Bertha Lee Filmore; visited relatives and friends during the Thanksgiving season at Fort Worth and Waxahachie. They reported a joyous trip.

Mrs. Eula Joiner has returned to Dallas and the bedside of her daughter, Mrs. Myrtle Austin, who is gravely ill.

Mrs. Ruby Neal is on the shut-in list this week. Mrs. Lila Griffin is recuperating satisfactorily at Methodist Hospital where she had surgery on her knee. Mrs. L. M. Knowles was able to attend church services last Sunday morning after a long illness. Reverend F. E. Brown is reported in satisfactory condition at West Texas Hospital after surgery.

Arthur Lee Gipson, known to his friends as "Potter", is a patient at the Veterans Administration Hospital in Big Spring, Texas. Little Darrell Berry is doing nicely since being freed from his cast.

Mr. and Mrs. C. F. Cooke, Jr. attended funeral rites for Mr. Gipson at Amarillo, Texas, last weekend.

Mrs. Mattie Linzey, president of the Royal Ladies Club, and some other ladies spent the Thanksgiving holidays in Dallas and other East Texas towns.

Mr. and Mrs. Leon Melton and

children, Charles and Olympia, and his mother, Mrs. Minnie Jackson, spent the Thanksgiving season with relatives and friends at Prairie View and Houston last week. They returned early Sunday morning after visiting with their son, Frank, who is a student at Prairie View College.

Many college students were home for the holidays last week. Among them were Jimmie T. Walker, Merry Jo Walker, Linda Scott, Alpha Morgan, Damon Hill, Jr., Elton Conger and others.

Mrs. Nellie Priestly is at Pleasanton, Texas, at the bedside of her mother who is quite ill.

Dr. and Mrs. R. A. Pillow and their sons spent the holiday season in Nashville, Tennessee, visiting with their children.

While there they also took a look at their first grandchild, a son born to Mr. and Mrs. Robert Pillow, III. The baby was born November 24th. The father is a student at Meharry Dental College.

Mrs. Sarah Crawford and her daughter, Mrs. Elnora Hutchinson, have returned from Waco, Texas, where they visited Elnora's mother-in-law who is ill.

### Basketball Leagues Set Up By YMCA-Church Athletic Assn.

The YMCA-Church Athletic Association has once again set up Basketball Leagues this year.

There will be leagues for Junior and Senior boys; Junior and Senior Girls; Midget and Iddy-Biddy boys.

This program is designed to build your youth program in your church through athletics.

The dead-line for entering a team is Monday, December 7th. If you have any questions please contact Gary King, Physical-Director, at the UMCA, 2402 14th or call 762-0588.

### The Best In HAIR CARE

For The Entire Family  
Magnificent Beauty Salon  
762-9887

Estacado Matador Barber Shop  
762-9035

H. C. & D. C. Kinner and  
Ralph Alexander

Both In Matador Corner  
East 4th & Quirt Avenue

**YELLOW  
CAB**

**PO 5-7777**

Your Business Always Appreciated  
**McKISSACK AUTO  
SUPPLY CO**

OPEN 7 DAYS A WEEK

8 A.M. to 9 P.M. - Monday through Friday  
8 A.M. to 6 P.M. - Saturday and Sunday

1702 Avenue H

763-9255

## Promoted to Lt. Colonel

Two months ago, Major Edward Sedberry received a promotion to the rank of Lt. Colonel at Fort Hood, Texas, where he is presently stationed. As he nears the twenty year service retirement period, he looks back over many important instances in his U.S. Army career.

Upon receiving his degree from Prairie View College, where he was a member of the Reserve Officer's Training Corp, he entered the U.S. Army service as a First Lieutenant. His experiences have been many and varied. His travels and stations have been Fort Benning, Georgia; Fort Carson, Colorado; Fort Ord, California; Italy, Germany, Korea and South Vietnam.

He is the son of Almo Sedberry of Lubbock and Mrs. Udora Cannon of Fort Worth, Texas. He also has a devoted step-mother, Mrs. Louise Sedberry of Lubbock.

He is married to the former Miss Joann Jones of Mount Pleasant, Texas, who was his college sweetheart. The couple has four children, Edward, Jr., Eric, Emory and a daughter, Gale.

Lt. Colonel Sedberry, who is yet in his late 30's, has plans for



the future after his retirement, but he definitely wants a quiet place where he can live close to nature and grow old gracefully.

**Pit Cooked Bar-B-Que  
Variety of Foods  
Next to Shorty's Package  
Store on East 19th  
Myree Walker**

## SHORTY'S PACKAGE STORE

Second Store on East 19th  
*It Pays to Trade with Friends*  
We Appreciate Your Driving Just a  
Little Further  
Phone 763-3807

## TAMPICO TERRACE APARTMENTS

**NOW RENTING Newly Redecorated Large  
One Bedroom Furnished or Unfurnished  
Apartments as Low as \$15.00 Weekly!**  
Stove and Refrigerator in All Apartments

**ALL BILLS PAID**

*Quiet, Orderly Neighborhood  
in a  
Convenient Location*

**Special 3 Week Rental Discount for  
All New Tenants!!  
(Limited Time Only)**

**719 Avenue E**

**765-6836**



**GENE'S ROOFING**

RESIDENTIAL SPECIALISTS  
1801 E. BROADWAY  
762-8069 RES. 763-5059  
LUBBOCK, TEXAS



Gene Gaines



Recent Winners in Punt, Pass & Kick Competition



These young fellows were recent winners of the Punt, Pass and Kick contest sponsored by Ford Motor Company. They represent the South Plains Lions Boys' Club. These boys walked away with individual trophies to show for their efforts.

They are: (from left to right) Ricki Ward, age 9, 3rd Place; Winston Gipson, age 9, 2nd Place; Tony Ward, 11-years-old, 1st Place; (advanced to regional); Cleo Lawson, 12-years-old, 3rd Place; Billy Hardaway, 11-years-old, 2nd Place; and Jerry McDowell, 3rd Place for 8-year-olds.

Tony Ward advanced to the regional competition for the second time in as many years. Cleo Lawson was a winner for the third time and Winston Gipson was a winner for the second time.

Watkins Personal Shopper

Watkins Products, Inc., is happy to announce the appointment of Mrs. Ludy Butler as one of the new Watkins Personal Shoppers. She will be coming into your homes to give you shopping convenience and assistance in the selection of all your personal, family and home-care needs.



To help you with your everyday and Christmas shopping of gifts, Mrs. Butler and Watkins representatives will have a display during Parents Nights at the Guadalupe Neighborhood Center on December 8th and at the Parkway Neighborhood Center on December 10th at 7:30 p.m.

Mr. Ken Sterling is the new distributor for Watkins Products; replacing Mr. Jim Davis. Mr. Sterling is anxious for you to see the new products

Mr. Ken Sterling is the new distributor for Watkins Products; replacing Mr. Jim Davis. Mr. Sterling is anxious for you to see the new products

Body Work - Tune-up - Glass Installed Repair Service  
E. 19th St. Body Shop & Garage  
2901 E. 19th St. Pho. 762-9047  
J. B. Lilly, Owner

HEW Announces Creation of Center for Minority Group Mental Health Programs

The establishment of a Center for Minority Group Mental Health Programs within the National Institute of Mental Health was announced last week by Bertram S. Brown, M.D., HIMH Director, on behalf of Secretary of Health, Education, and Welfare Elliot L. Richardson.

The announcement was made by Dr. Brown in an address at the 1970 Annual Meeting of the National Association for Mental Health in Los Angeles, California.

Secretary Richardson said, "The new Center will serve as a focal point for all activities within NIMH which bear directly on meeting the mental health needs of minority groups, including programs of research, training, services, and demonstration projects. This new Center, which will have a staff recruited from minority groups, will provide additional channels of communication between HIMH and minority communities. These will aid the Institute in developing and conducting a comprehensive program to help meet the mental health needs of minority groups in the United States."

According to Dr. Brown, the Center will administer programs of grant support for research to develop increased knowledge of minority groups, their relationships to other groups, and the particular mental health concerns in their communities.

Money Loaned On  
Guns, Diamonds, Stereos, TV's, Tools, Musical & Sporting Goods.  
A Acme Pawn Shop  
Between the Spanish Theatres  
715 Broadway PO 2-2110

AMARILLO

From My Scratch Pad

by George Parrish

We, along with many other well wishers from Amarillo, motored to Lubbock week-end before last to watch the mighty Dons of Palo Duro as they stopped the Mustangs of Lubbock Coronado to the tune of 14-6. We thought for a while that the Dons would have a long sad ride back to Amarillo, but the tide changed and they played like only they should. Now, how about El Paso? All I can say is, "We are with you, Dons, all the way."



At the time of this writing Mrs. Gladys Ingram of 610 N. Washington, is in Dallas, Texas, attending the funeral of her aunt.

Mrs. Ruth Brown is in the city, she came in from Los Angeles, California to attend the funeral of her sister, Mrs. Birdie Thompson.

Visits in Albuquerque, New Mexico

Mrs. Veta Mae Campbell, 2503 Ash Avenue and Mr. and Mrs. Ed Deo and children enjoyed a recent visit to Albuquerque, New Mexico. Charles Brown also accompanied the group as they spent Thanksgiving in the home of Miss Judy Deo. Also present for the holiday were Mr. and Mrs. Boon Hutchin-

son of Phoenix, Arizona and Willie L. Deo of San Francisco. Edward is Miss Deo's brother.

RALPH ROBERTS Package Store

First Package Store On East 19th Street

4 Miles East of the City

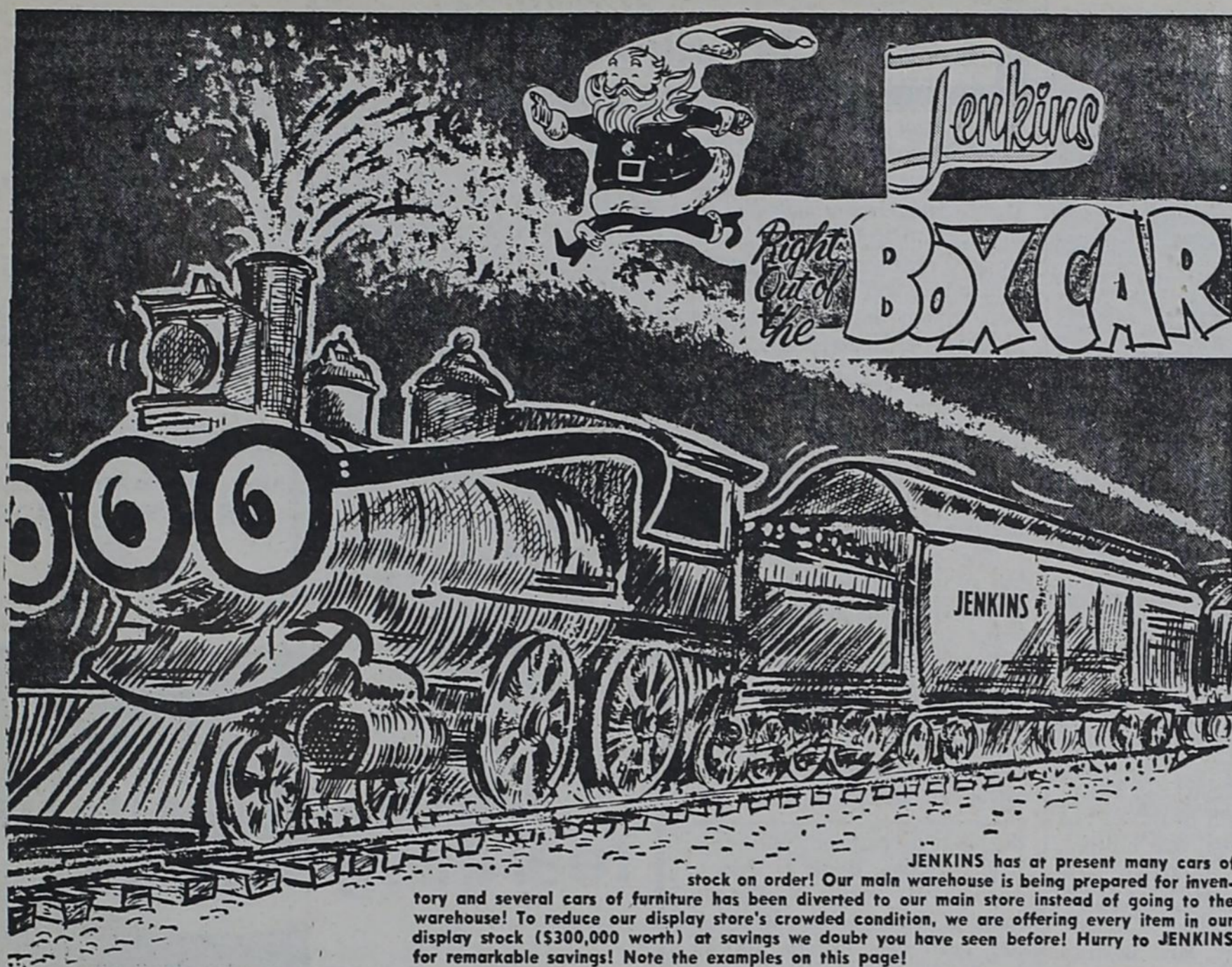
I Will Do IRONING In My Home For Only \$1.50 Per Dozen Call 763-9879

APARTMENTS  
1514 East 15th St. 3614 Walnut  
\$10.00 WEEKLY  
Furnished and All Bills Paid. 3 Rooms and Bath  
CALL ROBERT SCALES  
PO 2-1433 Res.: SH 4-1230

At Zales Timex hits a new groove for Christmas  
The return of Mickey Mouse! \$7.95  
Child's Mickey Mouse ©WDP watch complete with statue of the character.  
Sleek, streamlined styling! \$30.00  
The Timex Electric calendar watch for the man on the go. Water-resistant\*  
\$9.95  
The Timex Cavatina dress watch. Petite styling with black cordette band.  
\*as long as case, crown and crystal are intact  
See Our Complete Selection of Timex Watches  
ZALES JEWELERS  
You don't have to be rich to be happy.

You've got a lot to live  
Pepsi's got a lot to give  
Things are getting better. People are learning to live every day to the fullest. Pepsi-Cola belongs in this kind of world. Enjoy it. You've got a lot to live.  
Pepsi-Cola Metro Bottling Co.  
1313 East 19th Street Lubbock, Texas PO 3-7071





JENKINS has at present many cars of stock on order! Our main warehouse is being prepared for inventory and several cars of furniture has been diverted to our main store instead of going to the warehouse! To reduce our display store's crowded condition, we are offering every item in our display stock (\$300,000 worth) at savings we doubt you have seen before! Hurry to JENKINS for remarkable savings! Note the examples on this page!

# 1801-BROADWAY

**THURS. 'TIL 9 P.M.**

**NOTE THE RANDOM EXAMPLES ON THIS PAGE!**

Massive Oak Spanish Styled 17"x17"  
**SPANISH BENCH!**  
Can be used as foot stool, chairside table or accent piece! Strong hand woven cane lattice top! Block Spanish legs!  
Save \$20! Hurry to Jenkins!  
REG. \$29  
**\$12**

**Maple Twin or Bunk Bed**  
COMPLETE  
**\$96**

Authentic style group crafted of fine hardwoods, finished in maple tone. Includes 2 twin size beds, 2 mattresses, guard rail and ladder.

**LA-Z-BOY RECLINER!**  
Reg \$169 to \$199  
Value  
**\$119**

5 Only In Washable Vinyl  
Similar to III.

**KING-SIZE 39-INCH NAUGAHYDE RECLINER!**  
In black or avocado naugahyde. Famous three-position warranted mechanism! DEEP FOAM, DIAMOND TUFTED.  
REG. \$139  
**\$39**

**FULL SIZE MATTRESS OR BOX SPRINGS!**

Imagine! A Full Size Smooth Top Mattress or Matching Box Springs For \$20! And You Can Buy On Easy Terms With Free Delivery!  
EITHER PIECE!  
**\$20**  
REG. \$99

**FAMOUS MAKE KING SIZE SET! KING SIZE QUILTED TOP GENTLY FIRM MATTRESS AND TWO BOX SPRINGS.**  
Reg. \$279  
**Three Pieces \$119**  
AND ON EASY TERMS! FREE DELIVERY!

**"POP-UP" MAPLE TRUNDLE APARTMENT BEDS, WITH MATTRESSES**  
REG. \$269  
**\$138**

**76 Inch Rolled Arm SOFA!**  
Reg. \$149! Diamond tufted! Heavy washable green naugahyde! Converts to bed!  
**\$79**

**48" Custom Padded 3-Piece BAR SET!**  
Two Vinyl Foam Cushioned STOOLS! Tufted Vinyl and Formica® Covered Bar!  
Reg. \$199  
**\$97**

**1/2 PRICE**

**FAMOUS MAKE 8-PIECE SPANISH DINING ROOM! LARGE CHINA! 6 CARVED CHAIRS! OVAL EXTENSION TABLE!**  
**All Eight Pieces!**  
Reg. \$900  
**\$449**

**THE FINEST IN VALUE ANYWHERE! AND FREE DELIVERY!**

**THREE PIECE MASTER SPANISH BEDROOM**  
Reg. \$409! Triple dresser with doors! Carved mirror! Full panel headboard!  
3 Piece  
**\$199**

**91-INCH TUXEDO GOLD VELVET SOFA**  
Below Dealer Cost! Plush Reversible La-France velvets! Finest La-France Velvet! Deep Tufted!  
Reg. \$369  
**\$149**

**"THE LEISURE CHAIR"**  
REGULAR \$79—THE LARGEST AND FINEST!  
**\$36 (THIS ITEM CASH AND CARRY!)**

It's a chair, it's a lounge! You can punch it, plump it, push it into new and different shapes. Versatile and unique leisure chair moves from room to room, easily. Upholstered in solid color naugahyde and filled with foamed polystyrene pellets that give you maximum support, seating comfort because they mold to your shape.

**CUSTOM QUILTED SOFA AND LOVE SEAT!**  
Smart decorator velvet custom quilted reversible seat cushions Transitional style. Jumbo velvet welts.  
**\$299 BOTH**

NOTE! 20 GROUPS ONLY!

Prices Good  
Thursday through Saturday  
Hours  
9 a.m. til 6 p.m.  
Thursday til 9 p.m.



**FURNITURE CENTER**  
( TELEPHONE 806-763-6487 )

**1801 Broadway**

**SIMPLY BEAUTIFUL (FURNITURE) AT FANTASTIC VALUE!**



**SNYDER**



Snyder—These two young ladies are agents for the West Texas Times in Snyder, Texas, and they state their enjoyment with being associated with the paper. Shown at left is Paula White and on the right is younger Vanessa White.

**Father of Lubbock Woman Dies at Waxahachie, Texas**

Final rites were conducted at Mount Pleasant Baptist Church at Midlothian, Texas, Saturday, November 28th, for Mr. William Gadison, father of Miss Netrie Lou Gadison.

He was born June 24, 1889, in Williamson County to the late Mr. and Mrs. Lorenza Gadison. He received his education in Doeilla Public Schools. He was converted at an early age and became a member of the Baptist Church.

In 1912, he was married to Miss Louise Yett, and five daughters were blessed to this union. His wife preceeded him in death. In 1953 he remarried, to Mrs. Ira Gadison. He was a devoted Christian, gentleman and dear husband and father.

He had been in ill health about a year. He passed away Wednesday afternoon, November 25th, at 4:00 with his family at his bedside.

Rev. A. T. Ellison, pastor, officiated with the Community Funeral Home in charge of arrangements.

Survivors include his widow of the home, five daughters; Mrs. Mattie Howard of Medlothian; Mrs. Willie B. Jones of Slaton; Mrs. Sarah Jackson of Carlsbad, New Mexico; Mrs. Bonnie Rollie of Austin and Miss Nettie Lou Gadison of Lubbock; two brothers, four sisters, four grand children, two great-grand children, other relatives and many friends.

Burial was in Edward Cemetery of Lancaster, Texas. Pallbearers were friends of the family.

**Services Read Last Month In Amarillo For Birdie Thomson**

Final services were conducted Tuesday, November 17, at 2:30 p.m. in the New Hope Baptist Church of Amarillo for Mrs. Birdie Thomson, with Reverend David Hill officiating.

Survivors include her husband,

Mr. Alfred Thompson, three daughters, Beverly Ann, Debra and Mable, two sons, James and Alfred, a sister, Mrs. Ruth Brown of Los Angeles, California, one brother, James Vasher of Brooklyn, New York, an uncle, Mr. Fred Payne of 1415 N. Hughes here in Amarillo and one aunt, Mrs. Beatrice Wallace, along with a host of nieces and nephews.

**Grand Master Anderson to Be At Littlefield Sunday**

Grand Master M.J. Anderson of Austin is requesting all Masons and Eastern Stars of Marshall Chapter No. 796 to meet him in Littlefield, Texas, Sunday, December 6th, at 3 p.m. to take part in the corner stone laying ceremony.

All ladies are to be uniformed.

**Royal Ladies Club**

The members of the Royal Ladies Club met in the home of Mrs. Leadonia Brown last Wednesday evening. After a delicious Mexican dinner, the meeting was called to order.

Mrs. Brown made her annual report and other business was completed.

**City Wide Mission**

The City Wide Mission active members are as follows: C. E. Fair, president, V. Smith, vicepresident, G. H. Davis, secretary; Pearl Baker, sunshine chairman; Lillie Parks, teacher; Mary Sterling, chaplain

**CHURCH SERVICES**

**Greater Saint Luke Baptist Church**

We have just finished the Thanksgiving season and now are entering into the Christmas season. We are Christians and it should be with prayer and supplication that we go about this holiday season. In all of our undertakings, let us never cease to let the world know that we are God's people. Keep the true meaning in Christmas. Ponder on the meaning of this joyous occasion. Teach your children of the babe that was born in Bethlehem.

The pastor and membership will go to Plainview Sunday. This is our final engagement for the year.

Sunday school workers are busy getting ready for the Christmas program which will be held in the next few weeks.

Our annual business meeting will be held Monday night, Decem-

ber 21st, at 8 p.m., in the church auditorium. The members of the Dorcas and Martha Circles met in the homes of Sister Anne Watley and Sister Laura Jamison this week. Bible band meets at the church each Thursday evening.

Let us pray for and visit our sick and shut-ins. Those on the sick list are Brother Wilmar Wilson who is shut-in at his home. Sister Annie Hinton remains in her home and Sister Mary Brown is still in a rest home in Levelland, Texas.

There are other members who are shut-in and the names have not been called to the attention of the Church, but it is the un-  
failing Christian duty of each of us

ber 21st, at 8 p.m., in the church auditorium.

The members of the Dorcas and Martha Circles met in the homes of Sister Anne Watley and Sister Laura Jamison this week.

Bible band meets at the church each Thursday evening.

Let us pray for and visit our sick and shut-ins. Those on the sick list are Brother Wilmar Wilson who is shut-in at his home. Sister Annie Hinton remains in her home and Sister Mary Brown is still in a rest home in Levelland, Texas.

There are other members who are shut-in and the names have not been called to the attention of the Church, but it is the un-  
failing Christian duty of each of us

who know about these members to go and visit and try to bring some comfort to them. Remember the church needs each of us to minister to the flock.

\*\*\*\*\*

**Mount Gilead Baptist Church**

The W.M.U. will present a Devotional Pageant for the fifth Sunday evening program November 29th, at 7 p.m. The theme for the program will be, "Send The Light." We are asking all ladies to be present and wear white dresses and take a part in this candlelight pageant. Mrs. J. M.

Continued On Page Seven

Day-24-Hour Service-Night  
**BRYANT'S TAXI**  
762-2222  
Courtesy & Service

it's the  
real thing

Enjoy  
**Coke**



**GAS**

cools for you  
heats for you  
cooks for you  
dries clothes for you  
...and costs less too!

Aren't you glad  
you're using it?



**First Unitarian Universalist Church**  
Daniel G. Higgins, Jr., Minister  
2104 36th Street

10:00 a.m.  
Forum

11:00 a.m.  
Celebration Of Life

*We proclaim a free and universal church, undivided by race, nation, or creed. We insist that the church be the most honest and advanced of human institutions, knowing no loyalty higher than truth, no motive stronger than love, no purpose greater than service.*

765-9089

795-7667

**FLAMINGO INN APARTMENTS**

Furnished Apartments  
TV Sets Furnished  
Maytag Washers & Dryers Available  
Walking Distance to Downtown Lubbock

**Charles and Mary Alice Mackey**  
Managers

1515 Ave. C, Apt. 6

747-2116

Go By  
**CAVIEL'S PHARMACY**  
1719 Avenue A  
And Pick Up Your  
Drugs, Records and  
Tapes!  
Open 7 Days a Week  
8 a.m. - 12 midnight



**Church News . . .**

*Continued From Page Six*

Roberts is program chairlady. "Equipped for Christian Development." Ephesians: 4:11-16, "When are by faith except Christ as our personal Saviour causes us to become more and more like Him." The saints to assist each other. Jesus has given gifts to His followers: apostles, prophets, evangelists, pastors and teachers. The purpose Christ ordained these five classes. For the equipment of saint's work of ministry, building the body of Christ until we all attain unity of faith and knowledge of the Son of God to mature manhood measurer the stature fullness of Christ.

Oh! Dear God, help us to be honest with ourselves and give us strength to put away anything that we have tried to liken unto thee, Amen.

B.L. Dixon  
Nurses' Guild

Last Sunday evening, the W.M.U. presented a lovely 5th Sunday program which was entitled, "Send the Light." All ladies were dressed in white dresses and took a great part in the candlelight services.

Mrs. Ella Moore, the mother of Saul Williams, is a patient at Stonewall Memorial Hospital in Aspermont, Texas.

\*\*\*\*\*

**New Hope Baptist Church**

The Board of Christian Education is sponsoring a Christmas Bazaar in the church annex Saturday, December 5th. A variety of gifts will be on sale. Refreshments will also be on sale. It will get underway at noon and continue until 6 p.m.

The B.M. & E. State Board will meet in Dallas, Texas, at the Tabers Baptist Church, December 9-10.

The Debt Liquidation Dinner for Bishop College will be held December 10th, at 8 p.m., on the Campus of Bishop. Tickets are \$50.00 each.

Pray for and visit the sick and shut-ins. Brother S. Hereford is in the Big Spring Hospital and Brother Marvin Blaylock is a patient at Methodist Hospital.

\*\*\*\*\*

**Bising Star Missionary Baptist Church**

Services for the day began at 9:45 a.m. with school for all ages. The Sunday school was well attended and a beautiful lesson presented. Brother Whitfield was our guest in Sunday school. Superintendent Morris and his teachers were at their posts of service.

The 11:00 a.m. services began with devotion led by the deacons and inspirational singing by the congregation with Sister N. Ed-

wards at the piano. Service was well attended and our pastor, Rev. R. J. Dixon, brought a very inspiring and needed message entitled: "Saints on Vacation". His text was found in the Book of St. Mark, 6:31.

In the evening services the general W.M.U. of the church brought the program, celebrating the last 5th Sunday of 1970. Several women participated with music supplied by the mission choir and remarks by the pastor.

\*\*\*\*\*

**Jerusalem Temple Church Of God In Christ**

Our pastor, Rev. J.E. Judie, has announced that the Songsters of Harmony of San Antonio, Texas, will appear at our church, 3508 Teak Avenue, Sunday, December 6th, at 3:00 p.m.

The public is invited and any-desiring further information may call 763-7558 or 747-6321.

\*\*\*\*\*

**Slaton No. 2 & Faith Tabernacle**

Slaton—A cordial invitation is extended to the people of the Lubbock area to please come and worship with us in two special services this week-end.

At 8:00 p.m. Saturday, December 5th, and again at 3:00 p.m. Sunday, we will welcome visitors to our special services.

\*\*\*\*\*

**Pleasant Home Baptist Church**

Post—Morning worship started at 11:00 with the deacons in charge. The pastor's subject was from Psalms 12:7, "Building for God."

Evening service started at 7:30 and the pastor spoke from Psalms 108. His subject was "O'God, My Heart is Fixed."

\*\*\*\*\*

**Mt. Olive Baptist Church**

Snyder—The church service this Sunday was very good. Sunday was mission day and the women had a wonderful program under the direction of Sister Tippins.

The pastor spoke from the Book

for **FAST ACTION** use the

**WANT ADS**

Classified advertising may be placed in the West Texas Times by calling 747-4419, at the rate of 5¢ per word (minimum charge \$1.00). Swap and give-away items will be run one time free. Deadline for classified advertising is 12 noon Wednesdays before the Thursday paper. Display advertising rates furnished upon request.

of Genesis, 3:24 and Proverbs, 3:18.

\*\*\*\*\*

**Friendly Will Baptist Church**

The youth of our church had a wonderful program this week with Sister Malone in charge.

All of the churches attended our services this week.

\*\*\*\*\*

**Johnson Chapel A.M.E. Church**

Amarillo—Church school was opened at the regular hour. Sunday before last was Youth Day and the youths of the church had charge of all services rendered.

The call to worship was by Charlotte Oliphant; youth prayer by Gladys Ingram; announcements by Sandra Wilson; morning offering by David Manning, Donald Jones and Stanley Miller; welcome to visitors by Cathy Green. introduction of speaker by Elaine Davis; and the speaker was Mr. George F. Francis, III, Business Manager, Texas Technical Institute, Amarillo, Texas.

After the morning worship the youth choir motored to Borger with Pastor Davis. The youth choir sang beautifully Sunday morning. Mrs. Manning is doing a wonderful job with this group of youngsters.

**HOME SERVICES**

Hairpieces, Curtains, Spreads, Throws, Rugs and many other home needs. Budget Accounts Welcome. Davis Distributing Company, 795-7386.

**PERSONALS**

**Thank You**

We wish to thank our many friends at Midlothian, Waxahachie, Lancaster, Slaton and Lubbock, Texas, and all around for all the love and kindness shown us during the illness and death of our dear loved one, Mr. William Gadison. May God ever bless and keep you in his love and care. Sincerely, The Gadison Family

We wish to thank Mr. Francis for a wonderful message to the youth. He spoke from Genesis, 1st Chapter. We hope the youth took the message home with them.

In the evening service, Dianne Parrish brought the youth message and it was enjoyed by all.

**HOUSES FOR SALE**

**V. A. Acquired Homes for Sale No Discrimination Anyone Can Buy**

- AMARILLO**  
1013 Pecan 3BR, 1 1/4 B, G \$8,250  
2422 Echo 3BR, 1 1/2 B, AG, R 8,000  
2411 N. Osage 3BR, 1 1/2 B, AG, R 6,750
- LUBBOCK**  
1903 E. Auburn 3BR, 1 1/4 B, ACP \$8,750  
2905 E. 4th 3BR, 1B, ACP 6,800  
226 David 3BR, 1B, ACP 6,250
- MIDLAND**  
2112 N. Butternut 2BR, 1B, CP \$4,200  
1928 Hudson 3BR, 1 1/4 B, 2AG 6,000  
511 Cuthbert (Cash) 3,000  
2BR, 1B, G
- ODESSA**  
5302 Lancaster (\$200 Down) \$8,800  
3BR, 1B, ACP  
1414 Woodlawn 2BR, 1B 4,000  
1320 Bluebonnet 2BR, 1B 4,000
- WE HAVE OTHER HOMES AVAILABLE NO DISCRIMINATION ANYONE CAN BUY SEE ANY BROKER VETERANS ADMINISTRATION WACO, TEXAS**

**VISIT**

**New Jerusalem Baptist Church**

Reverend Adolphus Cleveland  
Minister

3524 East Broadway

**Sunday Schedule**

- 9:45 a.m. Sunday School  
11:00 a.m. Regular Worship Services  
5:00 p.m. Sociology Class  
6:00 p.m. Old Testament History Class



Meet Verda Smith

at

New Jerusalem Baptist Church

**Goodwill Bargain Stores**

28th & Ave. G 117 N. University

We feature Thousands of Clothing, Shoes and Wares at 1/10th the Original Cost.

- Ladies Dresses from 39¢
- Shoes from 29¢
- Work Pants from 49¢

Two Locations  
28th and Avenue G  
117 North University

OPEN 9:00 a.m. to 5:30 p.m.  
Monday through Saturday

**Eight Pictures for \$1.00**

Size 2 1/2 x 3 1/2

**PHOTOCRAFT STUDIO**

1209 1/2 Broadway Lubbock, Texas Phone PO 2-9112

**This Week's Special**

8 Track Tapes Featuring

Latest Soul Music

Reg. \$7.98 for \$5.97

8 Track Stereo Tape

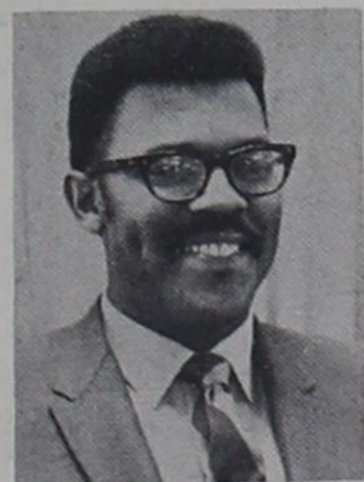
Player

Reg. \$179.95

Now Only \$119.00

See Joe Jones About

These Special Buys!



**MONTGOMERY WARD**

**CAPROCK CENTER**  
50th & BOSTON



**REDDY TO serve you more**

**more power to you**

Reddy can always serve more power to you because Southwestern Public Service has 10 power sources, all interconnected so if one, two or even more of these sources were damaged, you'd still get dependable electric service.

**more planning for you**

When the construction of the Clifford B. Jones power station near Lubbock is completed . . . there will be 1 million more kilowatts available for the area's needs. That's enough power to supply Lubbock and the area with 50 years of dependable electric service.

**more service for you**

Reddy can assure more service to you through the many professional employees of Southwestern. From the person who reads your meter, to the girl who sees to it that your monthly billing is correct . . . Reddy provides real and valuable service through the pros at Southwestern.

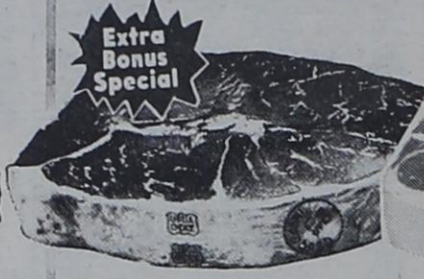


# UNBEATABLE BONUS SPECIALS, UNBEATABLE S&H GREEN STAMPS, UNBEATABLE SHELF PRICES... at Piggly Wiggly!



What an "Unbeatable" combination for thrifty shoppers! Unbeatable prices storewide include Penny-Pinchin' Prices every day of the week... plus Unbeatable Specials to save you even more. Piggly Wiggly shelves are loaded with unbeatable quality, too... the freshest produce, meat, dairy products and internationally advertised brands. Unbeatable value to give you the most for your grocery dollar.

These Discount Prices Are Good December 3-7 At Piggly Wiggly.



**ROUND STEAK**  
Full Cut, USDA Choice Beef  
**98¢**  
Pound



**CHUCK ROAST**  
Blade or Pot Cut, USDA Choice Beef  
**53¢**  
Pound



**PORK STEAK**  
Extra Lean, Boston Butt Cuts  
**48¢**  
Pound



**GROUND BEEF**  
Dated to Assure Freshness  
**55¢**  
Pound

Arm Cuts of USDA Choice Beef  
**Swiss Steak** Pound **78c**  
Family Pack, Corn Fed Pork  
**Pork Chops** Pound **68c**

Fork Tender, USDA Choice Beef  
**Cubed Steaks** Pound **\$1.28**  
Lean Shoulder Cuts, USDA Choice Beef  
**Family Style Steak** Pound **68c**

Top Round, USDA Choice Beef  
**Boneless Steak** Pound **\$1.28**  
Oven Ready, USDA Choice Beef  
**Rump Roast** Pound **84c**

Farmer Jones, First Grade Quality  
**Sliced Bacon** Pound **59c**  
Farmer Jones, Five Varieties  
**Lunch Meat** 6-Ounce Package **35c**

Singleton's, Tid Bits  
**Breaded Shrimp** Pound **98c**  
Cooked Golden Brown, Heat and Serve  
**Perch Fillets** Pound **65c**

**UNBEATABLE PRICE**  
Farmer Jones, Grade AA Medium Dozen  
**EGGS** **43¢**  
PLUS S&H GREEN STAMPS

**UNBEATABLE PRICE**  
FAMILY, Sunlight All Purpose 25-Pound Bag \$1.75 5-Pound Bag  
**FLOUR** **35¢**  
PLUS S&H GREEN STAMPS

**UNBEATABLE PRICE**  
CUT, Libby's Fancy Garden No. 303 Cans  
**BEETS** **8¢**  
PLUS S&H GREEN STAMPS

**UNBEATABLE PRICE**  
Assorted Fruit Flavors GELATIN 3-Ounce Package  
**JELLO** **10¢**  
PLUS S&H GREEN STAMPS

**UNBEATABLE PRICE**  
CANNED Three Ring, In Light Syrup No. 2 1/2 Can  
**PEARS** **39¢**  
PLUS S&H GREEN STAMPS

**Extra Bonus Special** **Salad Dressing** Suzan, Creamy Rich Quart Jar **33¢**  
**Extra Bonus Special** **Paper Towels** Northern, Assorted Colors Jumbo Roll **29¢**  
**Extra Bonus Special** **Dream Whip** Dessert Topping, 10c Off Label 8-Ounce Package **79¢**

Compare These Low Prices!  
**Pitted Dates** Bordo 16-Ounce Package **59c** **Fabric Finish** Sta-Flo Spray 20-Ounce Can **69c**  
**Scrap Bags** Hefty, With Holder 25-Count Package **\$1.09** **Spray Starch** Sta-Flo, Cuts Ironing Time 22-Ounce Can **73c**  
**Conditioned All** Low Suds, 30c Off Label Box **\$2.05** **Calgon** Water Softener 4-Pound Box **\$1.39**  
**Cascade** Automatic Dishwasher Detergent Giant Box **81c** **Glade Mist** Room Deodorizers 7-Ounce Can **55c**  
**Joy Liquid** With Lemon, Dish Detergent Giant Size **63c** **Johnson's Favor** Furniture Polish 12-Ounce **\$1.21**

- Low Prices from Piggly Wiggly!
- Apple Jelly** Bama, Pure Fruit 18-Ounce Glass **29c**
  - Peanut Butter** Bama, Smooth 18-Ounce Jar **55c**
  - Golden Corn** Carol Ann, Whole or Cream Style 5 No. 303 Cans **\$1.00**
  - Green Beans** Carol Ann, Cut 5 No. 303 Cans **\$1.00**
  - Cut Yams** Sugary Sam, Louisiana 4 No. 3 Squat Cans **\$1.00**
  - Pork & Beans** Campfire, In Tomato Sauce 8 No. 300 Cans **\$1.00**
  - Danish Rolls** Baldrige, Apricot 8-Count Package **44c**
  - French Bread** Baldrige, Patio Pound Loaf **31c**
  - Fresh Milk** Farmer Jones, Homogenized 1/2-Gallon Carton **59c**
  - Buttermilk** Bell Quality Checkd 1/2-Gallon **49c**
  - Biscuits** Farmer Jones, Sweetmilk or Buttermilk 10-Count Can **9c**
  - Lime Juice** Realemon 8-Ounce Bottle **35c**

**RHAPSODY FINE CHINA**  
FEATURE OF THE WEEK! **DESSERT DISH** **39¢**  
each place setting piece with every \$2 purchase

Low Prices on Frozen Foods!  
**ORANGE JUICE** Carol Ann, Frozen 6-Ounce Can **15¢**  
**CHEESE** Patio Enchilada Dinners 12-Oz **59c** **Lucy Delgado Sopapillas** 12-Ounce Package **45c**  
**Boyardee**, Sausage **Pizza** 14 1/2-Ounce **89c** **Patio Beef Burritos** 6-Ounce Package **73c**  
**Morton's Donuts** 10-Ounce **45c** **Silverdale Cut Corn** 2 10-Ounce Packages **35c**  
**CHOPPED BROCCOLI** Silverdale 6 10-Ounce Packages **\$1**

**Extra Bonus Special**  
**POTATOES** Russets, All Purpose 15 Pound Bag **69¢**

**Extra Bonus Special**  
**ONIONS** Yellow, U.S. No. 1, Mild Pound **5¢**

Health & Beauty Aids!  
**ARRID EXTRA DRY**, Regular or Unscented, Suggested Price \$1.29  
**DEODORANT** 6-Ounce Size **99¢**  
Tablets, Manufacturer's Suggested Price \$1.29  
**Coricidin** Bottle of 25's **88c** **Dry, Normal, Oily**, Manufacturer's Suggested Price \$1.15  
Antiseptic, Manufacturer's Suggested Price \$1.19 **Breck Shampoo** 7-Ounce Size **89c**  
**Listerine** 14-Ounce Size **88c** **BRECK SATIN**, Manufacturer's Suggested Price \$2.50  
Regular, Menthol or Lime, Manufacturer's Sugg. Price 79c **Hair Conditioner** 6-Ounce Lotion **\$1.99**  
**Colgate Instant Shave** 11-Oz. Size **49c**  
Hair Color Shampoo, All Colors, Mfg. Sugg. Price \$2.00  
**Nice 'N' Easy** Each **\$1.49**

- Salad Mix** California, Cello Bag Each **19c**
- Romaine Lettuce** California, Large Bunches Each **29c**
- Mustard Greens** Large Bunches Each **19c**

- Red Cabbage** Adds Color to your Salad Pound **15c**
- Celery Hearts** California, Poly Bag Each **49c**
- Fresh Beets** Large Bunches Each **29c**

Low Prices from Piggly Wiggly!  
**Johnson's Klear** 46-Ounce Can **\$1.78**  
**Maryland Club Instant Coffee** 6-Ounce Jar **\$1.05**  
**Puss-N-Boots**, Chicken Liver, Chicken, Liver & Gravy, Kidney Gravy, Tuna  
**Cal Food** 6 1/2-Ounce Can **18c**  
**Maryland Club**, All Grinds  
**Coffee** 2-Pound Can **\$1.85** 3-Pound Can **\$2.77** Pound Can **93c**  
**Chocolate Pinwheels**, Chocolate Peanut Bars  
**Nabisco Cookies** Cello Package **59c**

**PIGGLY WIGGLY**  
1st in Savings!  
Shop Rite... Shop Piggly Wiggly!

