

Permits total \$3,599,903

Construction continues healthy pace thru year

The continued growth of Hereford, reflected in its yearly building permit total, took a nose dive from the figure of a year ago, but still finished with a healthy \$3.5 million for the 12 month period.

The December total was only \$178,950 for 14 permits issued. That, combined with the permits issued during the other 11 months of 1971, pushed the total to \$3,599,903.

"I think it has been real good," city manager Dudley Bayne said, "considering the type of year we went through. Up until October it looked real

bad when you considered the weather we had had and the overall farm outlook. When you consider how bad these situations were then look at how well we finished, it can't be anything but good."

The city annexed about 40 acres during the past year, but this did not have a significant effect on the overall construction picture.

"The 40 acres we annexed is low when you look at the 200 we annexed in 1969, but it is up from last year when we took in only 20 acres," Bayne said. Bayne said the annexation of

pieces of land does not reflect the true picture because sometimes the annexations are for things such as school property and parks, as was the case in 1969 when Veterans Park and the property for Tierra Blanca Elementary School was brought in to the city limits.

He also attributed additions and general growth of present businesses for some part of the permit total.

An estimated \$340,000 was tacked on during the year as a guess at the cost of repairs from the April tornado that swept through the city. This figure was

added to the June total as a guess because the city had no way of knowing for sure how much repair work was done.

During the aftermath of the tornado, the city relaxed its policy that stated persons had to have a building permit in order to make repairs on their homes.

The 1971 total was off considerably from the 1970 total of \$5,137,800 which was the second-best construction year in the history of the city. The best year on record is 1965 when \$5,313,010 in permits were issued.

A month-by-month breakdown of construction in Hereford during the past year shows January, \$610,800; February, \$48,930; March, \$261,693; April, \$254,930; May, \$297,250; June, \$645,500; July, \$182,500; August, \$482,200; September, \$51,950; October, \$375,800; November, \$209,300; and December, \$178,950.

Eight homes were constructed during the month of December, but the largest of the permits issued for a single house was for only \$30,000. There were several that ranged between \$17,000 and \$23,000.

The totals for past years, since 1963 when the building surge swept through the city and county, have kept pace with the growth of the county's population. In the early 1960s there were only about 6,000 persons in the city.

In 1963 the building permit total began to climb when it reached \$4,379,730. In 1964 it was \$4,498,600, in 1965 it was \$5,313,010, in 1966 it was \$2,145,000, in 1967 it was \$3,062,130, in 1969 it was \$3,664,650, and in 1970 it was \$5,137,800.



LAST MINUTE DTDUCTION - Little Rhonda Hawkins, one of the late, late December babies, will provide a full year's income tax deduction for her parents, Mr. and Mrs. Ronald Hawkins of Friona. Photo by Betty Koelzer

Rural areas receive DDD phone service

During December, 1971, "Direct Distance Dialing" service became a reality for the rural areas of Westway, Dawn, Frio, and Hub exchanges, according to Vernon Inmon, manager of the West Texas Rural Telephone Cooperative, Inc.

Direct Distance Dialing (DDD) is the revolutionary, and

a do-it-yourself development that has enabled rural telephone customers living in the Hereford trade area to dial long distance calls direct, without operator assistance.

"The trend, however, is toward a rapid expansion of these facilities," Inmon said, "which means that in the near future

everyone will be able to dial direct."

The DDD equipment was installed through the facilities of Southwestern Bell of Hereford to the DDD network.

The operation of the recently installed equipment is compatible with Southwestern Bell equipment making one plus dialing throughout the area.

Hereford man arrested in Laredo following trip

A 27-year-old Hereford man was arrested last week in Laredo and charged with the possession of some 978 pounds of top quality marijuana that was believed to be destined for the Hereford area for sale.

Jesse Garcia of Hereford was arrested along with an illegal immigrant as they returned across to the United States side of the border at Laredo. The two were in separate vehicles, one a panel truck that contained most of the one-pound brick blocks of marijuana.

Deaf Smith County Sheriff

Travis McPherson said his office had received word from an informant that Garcia was to make a trip to Laredo to pick up a large quantity of marijuana. The tip from the informant came about mid-December and local authorities notified the U.S. Customs office in Lumbok.

The U.S. Customs office in the Hub City then notified the Laredo officials and gave them a description of the vehicle Garcia was to be driving, along with the license number.

The 978 pounds of marijuana

was estimated to be worth about \$117,360 on the street, according to McPherson.

"They were apparently bringing it back here," McPherson said. "We knew about it, but we didn't have any idea it was going to be this large a shipment."

This was the largest load of illegal drugs the local office has had a hand in capturing. The previous high was 166 pounds seized in January of 1971. Value of that haul was estimated at \$40,000.

"These one-pound brickforms these were in is quite unusual," McPherson said of the most recent seizure. He said most bricks of marijuana come in 2 pounds 2 ounces form called a "kilo."

A "kilo" is valued at \$50 when it is purchased across the border, but it can then be broken down into loose form and mixed with other ingredients and sold at a much higher cost on the streets.

A "kilo" makes about 17 "filds" that are sold for about \$15 each and make up to 20 marijuana cigarettes.



CARD PROJECT COMPLETED - Mrs. Kenneth Hunt, right, president of Hereford Medical Auxiliary, deposits with bank teller, Sue James,

the final donations to Project Christmas Card. The hospital project to receive the total \$3,115 has not yet been named.

Go into effect immediately

New vehicle requirements still cause concern

The new requirements for all motor driven vehicles, especially vehicles over 80 inches wide and equipment requirements on farm trailers, still are causing some concern among area farmers.

Sgt. Bill Wells of the local Department of Public Safety office, said his office has been deluged with calls from farmers concerned about the requirements. "The only thing really new is having two instead of one tail light and stop lights, plus hazardous warning lights," Wells said. "These are required on all trailers and trucks 80 or more inches wide."

"Brake requirements, reflectors or clearance lights are not

actually being changed." Wells said the new law went into effect Saturday but officials will observe a warning period to allow persons to make the necessary changes.

Every truck or bus 80 inches or more in overall width must have a horn, windshield wipers, mirror, seat belts, service and parking brakes, muffler, exhaust emission system beginning with the '68 models, beam indicator, two tail lamps, two stop lamps, license plate lamp, rear red reflectors, directional signals, clearance, side marker, identification lamps and side reflectors as applicable to the particular vehicle and head lamps. Buses must have directional

signals regardless of model or width and every truck and bus must carry at least three flares and three red burning fuses, or three red electric lanterns or three red emergency reflectors. Also, hazardous warning lights must be a part of the vehicle.

Equipment requirements on farm trailers are tail lights, white light in the license plate, reflectors, stop lights and clearance lights. The vehicles must have two tail lights visible for 1,000 feet on the rear of the vehicle and both must be mounted on the same level. They must be widely spaced laterally from 15 inches to 72 inches high.

License plate light must be lighted when headlights or auxiliary lights are lighted and must make the license plate legible from 50 feet to the rear.

Reflectors must be visible from 100 feet to 350 feet on vehicles manufactured prior to 1-1-72 and from 100 feet to 600 feet on vehicles manufactured after that time.

There must be two or more red reflectors on the rear of the vehicle and they must be mounted 15 inches to 60 inches high. If the vehicle is 80 inches or more in width the reflectors must be amber and mounted on each side of the front of the vehicle. At the rear, one red re-

factor must be mounted on each side.

For stop lights on farm trailers, two are required after 1-1-72 and they must be visible up to 300 feet and activated upon application of the foot or service brake.

They also must be red in color.

Clearance lights on farm trailers of 80 inches or more in width must be amber and mounted on each side of the front of the vehicle. On the back they must be red and mounted on each side. They also must be mounted on permanent part of the structure so as to indicate width and height of the vehicle.

1971 proved interesting year for city, county

The following is the wrap-up of the year 1971 which was started in the Thursday Brand and will conclude in this paper.

It is a look back at the top stories during the past year and the effects these stories had on the county.

The first six months of 1971 were carried in the Thursday paper and this is the final six months of the "year that was."

JULY

Deaf Smith County. Commis-

sioners made room in the 1972 budget Monday for an additional \$3,600 a year to fund the newly-authorized position of assistant county agricultural agent.

The first attempt by man at restoring the rapidly diminishing water supply of the Ogallala formation is being carried out at a test-site some 18 miles north of Hereford.

A new wave of building permits in June sent the 1971 total past the \$2 million mark—more than \$300,000 ahead of last year's pace which itself was a

near record—and spurred an optimistic outlook for Hereford's future.

Lowell Sharp, who has lived with his family in Hereford for 25 years, resigned this week as adult probation officer of Deaf Smith County. He and his family will move to Klamath Falls, Ore., later this summer.

An 18-year-old Hereford man pleaded guilty in County Court Thursday to charges of aggravated assault on a police officer and was fined court costs and sentenced to six months in jail.

Vegetable processing and shipping sheds are expecting excellent quality potatoes and onions, with a drop in yields after getting a look at the first loads coming in this week.

The county grand jury, whose term ends Aug. 1, will return Wednesday for its third time in three weeks to consider indictments against persons charged with felonies in Deaf Smith County. The grand jury, headed by foreman Herman Ford, indicted 2 persons and no-billed seven, declaring there was in-

sufficient evidence to hold the seven for trial.

The assistant commissioner of the Texas Education Agency has confessed that the state will fund a bilingual teaching program tailored to the abilities of 4-year-old children of Mexican-American farm workers in the Hereford area.

Supervisors from Hereford and San Antonio responded Wednesday to manning switchboards here when non-management employees of Southwestern Bell Telephone Company left

their jobs at 5 a.m. to honor picket lines established by striking Western Electric employees.

Research scientists this week are accusing finger at an over-abundance of nitrogen in the lower levels of the soil as one of the key reasons for the steady decrease in the sugar content of area sugar beet crops.

Secretary of Agriculture Clifford Hardin declared the outbreak of Venezuelan equine Encephalomyelitis (VEE) in Texas as a national emergency, but vaccine against the horse

"sleeping sickness" will not be available here to local veterinarians until sometime early this week.

District Judge Aethel McDonald Tuesday named deputy sheriff Harold Wheeler as the new adult probation officer to replace Lowell Sharp, who resigned.

The Deaf Smith County Hospital Board has approved a 25 cent tax rate that assures the county a \$45,000 savings without See 1971 Page Two

Monday is dollar day in Hereford

1971 proved interesting year for city, county

AN INCREASE IN TAXES.
A 37-year-old Hereford man was dead on arrival at Deaf Smith County Hospital Thursday afternoon following a car-pickup accident 4.6 miles west of town. Two other persons involved in the accident were taken to the hospital for treatment.

DIST. ATTY. ANDY SHUVAL SAID his office will begin taking complaints after the final weekend of this month against any merchant who refuses to comply with the "Sunday Closing Law."
Sammy Ogan, 17, will leave Hereford Aug. 18 for an 11-month stay in Modena, Italy, and his parents don't know about it. As a matter of fact, Ogan didn't even know he was going until Monday. Ogan has been accepted as a foreign exchange student under the American Field Service program.

AUGUST

The Hereford area is in a different category from its agricultural counterparts across the country who are being dealt a crippling blow by the nationwide rail strike, officials of two major local vegetable sheds say.
Local school officials met with key men in the Texas Education Agency in a two-hour "confrontation" in mid-week and ironed out apparent misunderstandings that caused the loss of a bilingual program in Hereford and two other area schools for the coming year.

Several downtown merchants hitting this week that a battle for the consumer dollar may be in the offing if some businesses continue to ignore the controversial Sunday Closing Law.

Football coaches in District 4-AAAA have predicted a third place finish for the Hereford Whitefaces in their second year in the state's largest classification.

Vegetable and beef air freight service will be carried out locally in the "near future" on an experimental basis as a result of a meeting between an Oakland, Calif. based cargo service and local civic leaders.

Scattered pockets of rain clouds swept across the county late Friday evening, depositing up to half an inch of moisture in some southern portions of the county.

Two Hereford youths, one a juvenile, were placed in the county jail and charged with auto theft Wednesday after they were arrested by police and sheriff's officers late Tuesday night.

The city commission, after a meeting with the Chamber of Commerce recreation committee Monday, suggested a bond issue "in excess of a quarter of a million dollars" as the only possible solution for a major recreation area project for Hereford.

Two men accused in the June 19 shooting death of a Plainview man refused to accept an offer of 25 years in the penitentiary Thursday during a court hearing by their attorney for a motion for discovery.

The city commission announced Friday the purchase of 2,900 acres of land east of the city to be used as a deposit area for excess sewer water, thus sidestepping an obvious sewer plant bond issue in the near future.

Preliminary figures on enrollment in Hereford Independent

School system show student registration is "running about the same as last year" although school officials feel there will be an increase in the next few days.
A Pampa truck driver, acting as his own defense lawyer, was found innocent of speeding by a jury Tuesday during trials heard in Justice of the Peace Court.

Deaf Smith County residents will have a higher tax load this year, and not even President Nixon's wage-price will keep it from happening.
The Magic Triangle "gained some ground" last week in a five-state meeting in Los Angeles to review the proposed order to regulate the handling of lettuce grown in California, Arizona, Colorado, New Mexico, and the Hereford-Dimmitt-Friona area of Texas.

SEPTEMBER

A delegation from Deaf Smith County joined other water-interested Texans on a four-day tour last week of the complex and sophisticated \$2.8 billion California Water Project.
About 50 brands were registered in county clerk's office this week under a new branding registration law that went into effect Monday.

County crops "as a whole are looking real good," County Agent Juston McBride said this week. Consequently, the chances appear bright that Deaf Smith County not only will hold onto the title it took over in 1970 as the leading agricultural revenue county in Texas, but will pull farther in front.

A 21-year-old Hereford man was in the Deaf Smith County Jail under \$5,000 bond Saturday, involved in the same web with four juveniles, the first ever arrested in Hereford for possession of marijuana.

A 22-year-old Lazbuddie man who led police on a weaving, 25-block chase at high speeds up and down Hereford streets and alleys two weeks ago, has been sentenced to the maximum two years in county jail.

Senior quarterback Dale Ammons staggered the Whitefaces with two quick scores in the first six minutes of the ball game and the Pampa defense repeatedly stymied the Herd offense to take a 20-7 season-opening win over the Whitefaces Friday night in Pampa.

A 56-year-old Vega woman mail carrier, Anna Shaw Hammonds, lay in critical condition in an Amariillo hospital Saturday from injuries inflicted in a head-on car-pickup collision Friday morning in front of the Ford Elevator, about 20 miles north of Hereford.

Prehn Nanninga, who pleaded guilty last year to the \$40,000 burglary of Spangler's Diamonds, Ltd., and received eight years probation, is back in the county jail accused of violating probation.

Lucille Posey, who has been with the district clerk's office here for the past 24 years, resigned last week and Lola Faye Veazey, deputy district clerk, was named by Dist. Judge Archie McDonald to replace Mrs. Posey.

Dolph Briscoe, one of four men being mentioned most prominently in the approaching race for governor of Texas, stopped in Hereford for several hours Thursday to ask for votes.

Announcement of a \$35,000 gift to Kings Manor from a Dimmitt church climaxed the retirement home's annual Founders Dinner Monday evening. The First United Methodist Church of Dimmitt designated the money for the building of a memorial garden activities center.

The Hospital Board next

month will change the name of the Deaf Smith County Hospital and consider changing its admission policy. Both moves are aimed at reducing the hospital's number of no-pay patients.
Representatives of the Housing Urban Development agency will come to Hereford in the near future to determine what areas of the city will be classified "depressed areas" to allow the city to receive federal funding for the development of a park along Tierra Blanca Creek.

Two Hereford men have been charged with statutory rape and placed in Deaf Smith County Jail on \$20,000 bond each. They are accused of the criminal assaults of two 13-year-old girls from Plainview.
All county employees will receive a 6 per cent salary increase as soon as it is legal to give them one, the county commissioners decided this week.

The Panhandle Regional Planning Commission has withdrawn a negative recommendation to the state concerning a \$135,000 aid application for sewage treatment in Hereford, City Manager Dudley Bayne said Saturday.

The arrest of several juveniles and young adults on drug charges in a six-day period earlier this month has led to the discovery and destruction of a rich marijuana plantation in New Mexico believed to have been the source for most of the marijuana sold and smoked in the Hereford area.

Heavy rains sent the normally peaceful Tierra Blanca Creek out of its banks this week, and the waters swept a pickup truck of a road at one point, causing the drowning death of its driver, 17-year-old Joe Benavidez.

OCTOBER

The Dunbar Panthers failed to cross the Hereford goal line Friday night but the toe of senior Robert Avery made up for the difference with three field goals as the Panthers stopped the Whitefaces, 1-6.

Barring any bad weather, Holly Sugar officials anticipate a good supply of beets will be on hand Tuesday when early harvest operations on the 1971 sugar beet crop gets underway at the plant here.

Two Hereford residents, along with two former residents, were released from the Lubbock jail this week after they were charged with illegal possession of dangerous drugs following a raid at a Lubbock residence early Saturday morning. Released on \$1,500 bond were John Newton, Sherrie Wagner, Monte Wade, Arlene Wade and Richard Cahey.

The Holy Name Society of St. Joseph's Mission, a Catholic men's organization made up of Mexican-American residents, this week made contributions of \$400 to needy organizations and individuals of Hereford.

In a story-book ending that happens "only to the other guy" the Hereford Whitefaces clipped the Golden Amarillo Sandies, 14-13 Friday night at Dick Bivins Stadium for the Herd's first triumph of the year.

A 20-year-old Hereford man was placed in the county jail Friday morning in lieu of \$1,000 bond on two charges, one of robbery by assault and the other for swindling with a worthless check.

Three 15-year-olds arrested in early September on charges of possession of marijuana each received probated sentences in county court Tuesday after County Judge H.C. Williams heard each of the cases separately.

Dist. Judge Archie McDonald revoked probation in three cases in District Court Friday, includ-

ing the probation of Prehn Nanninga who pleaded guilty last year to the \$40,000 burglary of Spangler's Diamonds, Ltd. Nanninga was sentenced to the state penitentiary to serve not less than two years or more than eight for violation of probation.
A 16-year-old Phoenix, Ariz. youth was arrested by local law officials and charged with the Sept. 29 burglary of P-K Auto Supply.

Local and outside interest in the installation of cable television for Hereford prompted the city commission to set up meetings with various interested individuals in following weeks to see what is in the offing.
State Senator Max Sherman told a gathering Monday at the United Fund kickoff rally that community involvement in things such as United Fund are the things that help a community grow and gain the recognition that this county has received in the past.

Hereford and Deaf Smith County retained a portion of its heritage this week when hospital officials voted to rename the hospital but keep the "Deaf Smith" part. The hospital board voted to name the hospital Deaf Smith General Hospital, thus keeping the name of the noted Texas Scout in the title.

Two representatives of East Pakistan, in the United States to "set the record straight," about the India-Pakistan crisis, visited in Hereford for three days this week on the final leg of a cross-country trip. Iqbal Idrees and A.Q.M. Shafiq-ud-Ilam, both of Dacca, East Pakistan, visited here in the home of the Clinton Jacksons before leaving Saturday for Los Angeles.

Deaf Smith County's soon-to-be new Congressman, on a tour of the area Friday, expressed concern for the plight of the American farmer. Congressman George Mahon visited in Hereford several hours and toured the business areas of this county.

A 58-year-old Hereford woman died of apparent asphyxiation Wednesday when she was overcome by smoke at her home at 204 West Seventh. Efforts by Hereford Volunteer Fire Department men to revive Bessie Pickett failed and she was taken by ambulance to Deaf Smith General Hospital where she was pronounced dead.

County Judge H.C. Williams and the County Commissioners were named defendants Wednesday in a \$332,000 law suit involving the Sept. 22 drowning death of a 17-year-old Hereford man. The suit was filed by John Broadfoot, an Amarillo attorney who is handling the suit for the drowned man, Joe Benavidez, through his wife.

The Hereford Whitefaces found out Friday night that the 'Dogs' bark was worse than its bite as they took a thrilling 13-7 district win over the Plainview Bulldogs and emerged from the game as the lone leader in the race for the district 4-AAAA crown.

Kings Manor Methodist Home, Inc. was notified recently of the matching of \$35,000 in funds by a Crosbyton church to go with the same amount by a Dimmitt church in the construction of a new wing at the home.

Paul Hagar, fire marshal for the city for the past 13 months, Thursday resigned to accept a position with Wilson Beef and Lamb.

Building permits for the month of October climbed over the \$3 million mark with the aid of a \$163,000 permit issued to Kings Manor Methodist Home, Inc. for the construction of an addition to Westgate Nursing Home.

NOVEMBER

Joy Spain, backshop foreman for the Hereford Brand, was hired by the city Monday to take over as fire marshal following the recent resignation of Paul Hagar. Spain will take over the position in about two weeks, city manager Dudley Bayne said.
A 25-year-old Hereford man remains in the county jail in lieu of \$6,000 bond on two charges stemming from an incident Saturday when he pulled a gun on a police officer. Juan Ybarra Enriquez of the Labor Camp was jailed on charges of driving while intoxicated, second offense, and aggravated assault on a police officer. Bond was set at \$3,000 on each of the charges.

The Deaf Smith County United Fund, off to a good start before beginning to sputter in the late stages of the drive, failed again to reach its goal although it did surpass the amount collected in last year's drive. A preliminary tabulation showed about \$31,000 collected, about \$400 above last year.

A Hereford Volunteer fireman, Keith Munnerlyn, sustained burns about his face and hands Friday while trying to fight an underground fire at Pitman Elevator at the Simms Community northwest of Hereford.

The Hereford Whitefaces, behind the passing of quarterback Keith Kitchens and the overall work of the defensive unit came from behind last week to defeat the Monterey Plainmen and win the right to represent the district in the state play-offs.

The county commission Monday took steps to see if a local attorney should and would be interested in helping represent the county in the \$32,000 law suit filed against it in connection with the September drowning death of a 17-year-old Hereford man.

A 25-year-old Hereford man remained in county jail this week on \$5,000 bond on charges of raping a 16-year-old girl. Tommy Perez, 417 Ave. G, was arrested by the county sheriff's officers and charged with the rape of a girl living in the Labor Camp.

A late afternoon explosion at Consumer's Fuel Co-op Thursday ripped through a fuel transport truck while it was being unloaded and caused an estimated \$30,000 in damages.
A Deaf Smith County grand jury, in regular session Wednesday, returned indictments against eight persons including two for assault with intent to murder indictments against two young boys involved in an alleged stabbing at the Labor Camp in early September.

A 41-year-old Sudan man was arrested by local law enforcement authorities Monday night and jailed without bond in connection with the armed robbery of an Amarillo toy shop on Western Street earlier that night.
For unknown reasons a Southwestern Public Service distribution breaker cabinet on Centre Street burned out Sunday and left a major portion of Hereford in darkness for about half an hour.

The Deaf Smith County Hospital board of directors took a hard stand Tuesday and set

forth a new admissions policy in an effort to cut down on the large number of bad accounts the institution receives each month.
The county commissioners, in a short special meeting last week, granted a 5.5 per cent pay raise to all county employees in accordance with the limit set by the President's 15-man labor-industry public Pay Board.

The Hereford Whitefaces held off a late game rally by the Pampa Harvesters to take a 28-20 bi-district win Saturday in Amarillo and advance to the state regional encounter for the first time in over 20 years.
Holly Sugar officials last week slowed down their harvest operations in order to have a sufficient supply of beets on hand Monday when they hope farmers will be able to get back into their fields and begin harvest operations again.

An old 5,000 gallon transport tank has been purchased by the county for use by the Hereford Volunteer Fire Department in fighting county fires.

A 6-year-old Hereford girl remained in good condition in Deaf Smith General Hospital early Wednesday suffering from facial lacerations received when she was thrown through the windshield of a car in an accident northwest of town. The girl, Lori Ann Schwertner, daughter of Mr. and Mrs. Oskar Schwertner, was injured in a two-car accident on a county road about four miles northwest of Hereford at 4 p.m. Tuesday.

The possibility of a \$300,000 bond issue without an increase in taxes may lie just around the corner for residents of Hereford. It was disclosed at a special meeting Tuesday of the Hereford Independent School District Board of Trustees.

The Hereford Whitefaces scored in every quarter but the third then held off an El Paso Coronado passing barrage late in the game to take a 29-12 win and give Hereford its first regional football title in more than a quarter of a century.

Three local residents and two Seattle, Wash. residents were arrested by city and county law officials early Tuesday morning and charged with possession of narcotics. Arrested were Linda Reynolds, 27, and her husband, William J., 25, of Seattle, and Becky Holland, 19, and her husband, Ralph R., 24, and David Stanford Larsen, of Hereford. Melvin Jayroe was named new president of the Deaf Smith County Chamber of Commerce Wednesday by the board of directors. Also named officers were A.J. Schroeter as vice president and Earl Stagner as treasurer.

The Hereford Whitefaces held off the state's No. 1 ranked offense for the first half in Saturday's quarter-finals game, but the Coyotes came back in the second 24 minutes to take advantage of Hereford mistakes to post a 28-8 win and advance into the state 4-AAAA semi-finals this week.

The second man wanted in the rape of a 16-year-old Hereford girl was arrested in the courthouse Wednesday when he appeared there to find out when he

was to return for formal sentencing on another charge. Raymond F. Guerra, 27, Route 2, was arrested by deputy sheriff Johnny Moya. Bond was set at \$5,000.

The Hereford Whitefaces, in their second year in Class 4-AAAA, placed six players on the 4-AAAA all-district team and also provided the league's top skipper in first-year coach Larry Dippel and the "Player of the Year."

The much-discussed and oft-mentioned cable television issue got a nod of approval Monday when city commissioners agreed to let bids on a franchise some time early next year.

A proposed 150-unit housing project for elderly citizens still is bogged down in a quagmire of legal proceedings and one project spokesman said it could be up to a year before any definite decisions are reached.

Two accidents within 36 hours of each other and within 200 yards of the same location left two persons with only minor injuries while another was hospitalized for a fractured back.

The Deaf Smith County grand jury, in its second session in seven days, Friday returned indictments against five persons arrested Nov. 30 and charged with possession of marijuana.

A \$3,781.10 bill from County to the county commissioners. District Attorney Andy Shuval court will have to be paid, regardless of apparent unwillingness of county officials. The bill, an itemized minute-by-minute total of work Shuval has done on legal proceedings of land for use in the widening of West U.S. 60, was mailed to each of the county commissioners last week.

The mystery surrounding the Monday closing of Wilson Beef and Lamb remained just that through the week following a vague statement issued by plant manager Donald Day.

A possible \$500,000 school improvements bond issue, without an increase in local taxes, will

be decided on by the school board when it meets Jan. 1 for its monthly meeting.
Receipts from the 1971 regular football season surpassed the \$15,000 mark and the total reached last year. During the course of the 10-game season, the Hereford school system received \$15,916.12 from its games.

Announcement of the sale of the Hereford Brand and Sunday Brand, along with the Hereford Division of Southwest Offset, Inc. to a group of South Plains Publishers was made Wednesday afternoon by James M. Gillentine, president of the two previous operating groups.

A jury of one man and 11 women deliberated five hours and 40 minutes Saturday and early Sunday then returned a verdict of innocent against Wesley High and Alfred High in connection with the June 20 shooting death of a Plainview man.

The hospital board of directors voted unanimously Tuesday to adopt new admission policies that are expected to help prevent, or at least cut down on, the number of non-pay patients.

Wilson Beef and Lamb's local plant manager refused to comment Thursday as to whether the plant would re-open again Monday as was announced two weeks ago when the firm closed its doors.

Pat Hughes will head the nominating committee to enlist new members of the United Fund Board of Hereford. It was disclosed in a meeting this week.

Depositions were taken from eight persons Tuesday as pre-trial proceedings got underway in the \$332,000 law suit filed against the county in the Sept. 22 drowning death of a Hereford man on a county road.

An adjustment of long distance telephone rates within Texas, announced July 3 but deferred because of the wage-price freeze, has been authorized by the Price Commission Washington and went into effect at 12:01 a.m. Wednesday.



10th ANNIVERSARY NATIONAL ...

SPRING CREST DRAPERY SALE

FABRIC SPECIALS
20% off! Over 1800 Colors to choose from ... hundreds of styles & patterns!

SUPER SPECIALS
\$1.99 per yard
\$2.99

REMNANTS PENNY AN INCH LARGER REMNANTS
50c Yd

Close Out DECORATIVE PINCH PLEAT ROD \$5.00

Decorative WOOD POLES Valance, Swags

C. E. S. Draperies
130 E. 5th - P.O. Box 344-0493
HEREFORD, TEXAS 79045

LEATYUS CLARK - Owner - GLOUBIA BRYTH

The Sunday Brand

Entered as second-class matter July 4, 1948 of the post office of Hereford, Texas under the Act of March 3, 1879.

Second class postage paid at Hereford, Deaf Smith County, Texas.

Established 1948
Published every Sunday at 130 West Fourth St., Hereford, Texas 79045

By The Brand Publishing Co.

Subscription Rates: Zone 1, \$4.50 per year; Zone 2 and above, \$6.00 per year. With the Hereford Brand, both papers Zone 1, \$5.95 per year, Zone 2, \$7.45 per year. Carrier delivery, \$1.50 per month. Single copies 25 cents each.

CIRCULATION
Mall 344-2320
Carrier 344-0719

O. G. Wilson Publisher
Harshel Dyer News Editor
Sue Coleman Women's Editor
Grady King Advertising Manager
R. Trevler Mechanical Superintendent

GOSPEL MEETING
10:00 a.m.
10:30 a.m.
6:30 p.m.

INTERNATIONAL CHURCH OF CHRIST
Singer & Pianist

FIRST BAPTIST KINDERGARTEN

ANNOUNCES

MID TERM ENROLLMENT

MONDAY, JANUARY 3rd

4 and 5 Year Olds
2, 3, and 5 Day Programs

KINDERGARTEN
Call 364-1124

MARGARET LOMENICK
Call 364-3305

COW POKES By Ace Reid

"Mr. Banker, I'd sure like to get that note extended fore we start that long walk back!"

Hereford STATE BANK

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

DOUBLE GUNN BROS. STAMP
WEDNESDAY, WITH \$2.50 PURCHASE!



PICK A PASSEL OF PENNY PINCHERS AT PIGGLY WIGGLY

Advertised Prices Good Monday, January 3
thru Wednesday, January 5, 1972!



CHUCK ROAST BLADE CUT **59¢**
CHUCK STEAK LB. **79¢**

PORK ROAST	lb.	59¢	SHORT RIBS	Lean & Meaty lb.	39¢
PORK STEAK	lb.	69¢	CURED HAM	Center Sliced lb.	\$1.09
PORK CHOPS	Family Pack lb.	79¢	FRYERS	lb.	29¢
PORK CHOPS	Center Cut lb.	98¢	ARMOUR STAR BACON	1-lb.	65¢
PORK CHOPS	End Cut lb.	59¢	ARMOUR STAR FRANKS	12-oz.	55¢
			STEAKS Blue Morrow	Fully Cooked lb.	79¢

GELATIN DESSERT	Shurfine 3-oz. Assorted Flavors	7¢
PET WEIGHT WATCHER ITEM SKIMMED MILK	Less than 1% Butterfat 13-oz. Can	2 For 25¢
CLOVERLAKE BUTTERMILK	Golden Flake 1/2 Gal.	49¢
SKILLET DINNERS	Hunts Assorted 17 1/4-oz.	79¢
RANCH STYLE CHILI	No Beans 19-oz.	59¢
KRAFT QUARTERS PARKAY MARGARINE	1-lb. Pkg.	3 For \$1
SHURFINE PEANUT BUTTER	12-oz. Jar	39¢
SEVEN SEAS GOLDEN GODDESS	8-oz. Btl.	29¢
DEL MONTE TOMATOES	Peeled or Wedge 303 Can	4 For \$1
DEL MONTE FRUIT COCKTAIL	303 Can	4 For \$1
SHURFINE YELLOW CLING PEACHES	Halves or Sliced No. 2 1/2	29¢
WELCH'S CRANBERRY JUICE	32-oz. Btl.	49¢

CLOVERLAKE ICE CREAM
ALL FLAVORS
1/2 GALLON
69¢

Kleenex - Ass't Colors	DINNER NAPKINS	29¢
Soflin - Jumbo-Roll	TOWELS Ass't Colors	27¢
Soflin Bathroom	10-Rolls Ass't Colors	TISSUE 79¢
Krafts - 1/2 Gal.	ORANGE JUICE	79¢
Bama - 24-oz.	SYRUP Pancake or Waffle	49¢
Kraft - French	DRESSING 16-oz. Btl.	49¢
Shurfine	SPINACH 15-oz. Can	6 For \$1
Shurfine	CORN No. 303 Whole Kernel or Cream Style	5 For \$1

Shurfine Red Plum or Grape	PRESERVES 18-oz. Jar	3 For \$1
Weight Watchers Substitute	SUGAR 5-oz. Jar	59¢
Weight Watchers Beef or Chicken	BROTH & SEASONING	29¢
Hunts Family Size Snack Pack	PUDDING 29-oz. Can	59¢
Phillips	MILK of MAGNESIA 12-oz. Btl.	69¢
Jergens 20-oz. Btl.	LOTION Makes Hands Feel Softer.	\$1.29

SHURFINE FLOUR
ALL PURPOSE ENRICHED
5-lb. Bag
45¢

FROZEN FOODS

MIXED VEGETABLES Shurfine 10-oz. Pkg.
GREEN PEAS
PEAS & CARROTS
CORN Golden Whole
TURNIP GREENS Chopped
SPINACH Chopped or Leaf

MIX or MATCH **5 FOR \$1.00**

PIGGLY WIGGLY

SAVE 15¢ WHEN YOU BUY A 1 LB. CAN of FOLGER'S COFFEE

SPECIAL PRICE WITH THIS COUPON **74¢**
WITHOUT COUPON 89¢
GOOD THRU Jan. 3 - 7

COFFEE Folgers with Coupon Can **74¢**

Mortons CREAM PIES 6 Varieties **29¢**
Patio Chicken, Beef, Bean & Bacon **39¢**
BRITTO ROLLS 12 Count **39¢**
Mortons Apple, Cherry, Peach **3 For \$1**
FRUIT PIES

LADIES One Size Fits All!
PANTY HOSE 2 PR. **88¢**

NO. 2 RUSSET
POTATOES 10-LB. BAG **49¢**

TEXAS
GRAPEFRUIT 5-LB. BAG **59¢**

TEXAS
ORANGES 5-LB. BAG **49¢**

HOT HOUSE
TOMATOES 3 LBS FOR **\$1**

BANANAS LB. **10¢**

ZEREX or PRESTONE 1 Gallon Plastic Jug
ANTI-FREEZE **\$1.49**

PIGGLY WIGGLY PIGGLY WIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



Mrs. Lola Faye Veazey district clerk

As district clerk

Lola Faye Veazey has potential for office

BY LINDA HALLOWS Staff Writer

Born and raised in Hereford, Lola Faye Veazey, who fills the position of district clerk of Deaf Smith County, has been a resident of this county and adjoining Castro County all her life. Mrs. Veazey succeeded to the job of district clerk last October 1, before that she was a deputy in the Hereford office for

over a year. She was appointed to the post after the resignation of Lucille Posey.

Although serving only one year in the Hereford office, she had previous experience in county offices here and in Dimmitt.

As Lola Faye Brunson, she attended schools here and graduated from Hereford High School. After graduation, she began working for Fred Baird at the school tax office. She worked for three years before her marriage to Clarence Veazey.

The Veazeys have three children, Mike, 17, Becky, 13 and Johnny, 10. They are at home at 823 Blevins.

The Veazey family had lived in Dimmitt for ten years before moving back to Hereford. She served as deputy in the district clerk's office there.

Some of her duties include filing district court cases and civil suits, calling and paying jurors, and handling child support orders for Deaf Smith County. She said that there was much more than that, but these were some main duties.

When asked her opinion of her job she exclaimed, "I love it! I always have enjoyed working in this type office."

Mrs. Veazey spends part of her summer canning food and in home improvement tasks, including painting. Caring for her children takes most of her time otherwise.

Mrs. Veazey teaches the first grade Sunday School class at the First United Methodist Church which the Veazeys attended.

THE INFORMED CONSUMER

BY CRAWFORD C. MARTIN Attorney General of Texas

What is a pyramid or multi-level marketing plan? Basically, under this sales scheme, a company sells a contract to individuals which permits them to market a "fabulous" new product or service. These individuals in turn induce others to invest. Prospects are encouraged to believe they will receive enormous amounts of money in profits from the product or service that they sell, in rebates paid for each person they recruit, and in "overrides" on all sales. The marketing plan offers far greater rewards for recruiting other participants than from selling in the product or service.

If a friend, neighbor, or relative invites you to attend a meeting to learn about a program to earn money, he may be attempting to recruit you into a multilevel marketing plan. If this does happen, you should consider the following factors. First, the product or service is

often nothing more than a vehicle used to recruit people and in some cases consist of a personal improvement course or a series of lectures to attend. Second, great emphasis is placed upon the enormous earnings which await participants. Third,

the salesmen are extremely persuasive and an immediate decision to join the program must be made. It is now or never, and you can join at one of three or four levels depending upon how much "ambition" you can muster. Finally, little or no mention is made regarding market saturation as the ever-increasing number of participants attempt to recoup their investment by recruiting from the ever-decreasing number of potential investors in a given geographic area.

In summary, it is very difficult to recruit enough individuals into a multilevel program to recover your original investment. While the promoters talk of money and success with a

Local woman's mother buried

Mrs. Sam Batton of Lubbock, mother of Mrs. O.G. Hill Jr., and former resident of Hereford, died during the Christmas holidays of an apparent heart attack. She was 72.

Funeral services were conducted in Asbury Methodist Church of Lubbock with burial in Carlsbad Cemetery.

Mrs. Batton resided four years in Hereford during which time she was employed at Little's. Her husband was manager of Southwestern Public Service Company.

Survivors in addition to her husband and Mrs. Hill, are three other daughters, 11 grandchildren and one great grandchild.

Manny Sanguillen, despite his running speed, grounded into 21 double plays with Pittsburgh last season.

Read The Classified Want Ads!

GOSPEL MEETING

Jan. 2 thru 9th
Sunday Services
9:30 - 10:30 & 6:30 p.m.
Week Day Services
7:30 p.m.
Begin the New Year Right
Begin with God
CENTRAL CHURCH
OF CHRIST
Sunset & Plains

GALA NEW YEAR

May the New Year herald health, wealth and much happiness for you.

Satisfaction Guaranteed or Your Money Back

SHOP AT SEARS AND SAVE **Sears** Phone 364-3854
421 N. MAIN SEARS, ROEBUCK AND CO. 9 A.M. - 5:30 P.M.

LEAP YEAR '72'

USED CAR SPECIALS

We're leaping into '1972' with the greatest savings possible to you on top quality used cars... check these out for yourself!

- '68 Chevrolet Malibu
2-dr. Hardtop, 307 V-8 with auto. trans., radio & Heater. Red with white vinyl roof. Stand out car at only! **\$1895**
- '69 Lincoln Continental
2-dr. Hardtop, off white with green leather interior and green vinyl roof. All powers, even the seats. A quality prestige car! **\$3695**
- '67 Cadillac Coupe De Ville
Grey with white roof and all the 'cad' goodies **\$2295**
- '71 Chevrolet Impala
Low mileage, 4-dr. hardtop, 350 V-8 hydramatic transmission, power steering and brakes, factory air, tinted glass. Extra nice car. Save a bundle at **\$3295**
- '71 Ambassador Brougham
360 V-8, Automatic transmission, power steering & brakes, factory air, radio and weather eye. This is a factory executive car. Yellow with white vinyl roof and black interior. Save \$1500 at special price! **\$2895**
- '69 Volkswagon
2-dr., 4-speed transmission, radio, heater, good tires. See this one-at **\$1495**
- '68 Chevrolet Belair
4-dr., 327 V-8, powerglide trans., radio & heater, power steering and factory air. A good one at only **\$1895**
- '68 Oldsmobile 88
4-dr., V-8, automatic transmission, power S & B, factory air. Really nice **\$1995**

LECCIONES DE BAILE PARA LA GENTE DE HABLA ISPANIA

Las Clases se Ofresen en Todos los Tipos de Baile y Caracteres, Para Ninos Joyenes Y Adultos. Para Mejor Informacion Llame a Este Telefono 364-4638 Pregunte Por Loopy

PHONE 364-4638

ELGIN SALE

- Swiss movements
- Shock resistant
- Unbreakable mainspring

Your choice \$29⁸⁸

- Men's and ladies models
- Calendar watches
- Luminous dials
- 17 Jewels

Get Your Sale Priced Elgin Watches Now!

KESTERS

1st of the Year DOLLAR DAY SALE!

BARGAINS IN EVERY DEPARTMENT!!

HAMILTON

MARINER I—A most popular, rugged 17 jewel water resistant watch. Full numeral, nitro-glo dial—easy to read. Shock resistant, sweep second hand. Chrome Plated top. Stainless Steel back. Handsome metal racing band. 4175W2260 Retail \$37.50 Sugg. Ret. **\$89.50**

AUTOWIND® CAL V—Superb new 17 jewel self-winding watch is ideal for both work and play. Calendar model gives time, day and date automatically. Water resistant* Sugg. Retail \$65.00

Kesters Dollar Day Priced	Sugg. Ret. Price	Kesters Dollar Day Price
\$24.95	\$89.50	\$69.50

An assortment of Watch Bands, Values up to \$10.95

YOUR CHOICE **\$1.95**

Inde 10mm/12mm—Gently glowing genuine Jade set in a 14K Yellow Gold mounting in the latest modern design. Sugg. Retail \$64.95

Smoky Topaz 7139J3310—Large octagonal shaped genuine Smoky Topaz Quartz set in a multi-prong 14K Yellow Gold mounting. Sugg. Retail \$65.00

A table of odd pieces and incomplete sets in pottery, crystal and china including Royal Teteau fine china and Iriquois casual china at 1/2 of regular price.

Kester's Dollar Day Price **\$35.00**

Kesters Dollar Day Price **\$35.00**

Your Best 1972 Resolution SELF IMPROVEMENT & HEALTH

Give yourself - your child - your grandchild a life time gift. All will enjoy life more.

New dance classes are being offered in all ages in both private and class lessons

- COTTILLION with SOCIAL GRACES
- ADULT & COUPLES BALLROOM
- BOYS ACROBATIC & TUMBLING
- PROFESSIONS & TEACHERS TRAINING
- BALLET, TAP - JAZZ, PRE-SCHOOL

LARRYMORE STUDIO

Veteran Park
Phone 364-4638 Hereford

★ Handy Man Special ★

Budget Auto Sales

GOOD LOW COST TRANSPORTATION!

- '64 PONT. GRAND PRIX, 2 dr. HT **\$395**
- '63 PONT. 4-dr. Sedan **\$345**
- '60 CHEV. 4-dr. Sedan **\$99**
- '64 DODGE DART 4-dr. **\$99**

Next to WAC Seed - South of Caison House
YOUR AMERICAN MOTOR COMPANY
NEW CAR DEALER
Phone 364-6981
Used Car 'Action Center' in the Magic Triangle!

CLEARANCE

LEAP YEAR SPECIALS

JERGEN'S HAND LOTION
15-oz. Bottle
97¢

AQUA NET HAIR SPRAY
13-oz. Can
47¢

PALMOLIVE RAPID SHAVE
11-oz. Can
59¢

POLIDENT TABLETS
84 Count
Cleans Dentures Fast...
\$1.19

GIBSON'S DISCOUNT CENTER
WHERE YOU ALWAYS BUY THE BEST FOR LESS
Advertised Prices Good thru Wed., Jan. 5

BAND-AID SHEER STRIPS
70 Count
\$1.05 Retail
47¢

AQUA VELVA AFTER SHAVE
8 1/2 oz. Bottle
97¢

GIRL'S ORLON KNEE SOCKS
70% Orlon Acrylic, 30% Stretch Nylon Sizes 9-11
G.D.P. 59¢
39¢

NEW CRUSH PANTY HOSE
Super Fit. Soft Sheer Super Stretch
No. 497
G.D.P. 97¢
59¢

TASTEMAKER BY MOHAWK BED SHEETS
Permanent Press
DOUBLE FITTED or FLAT G.D.P. \$3.59 **\$2.97**
Solid or Stripe
TWIN FITTED or FLAT G.D.P. \$3.39 **\$2.19**
Queen
FITTED or FLAT G.D.P. \$6.40 **\$4.33**
King
FITTED or FLAT G.D.P. \$8.59 **\$5.69**

LARGE GROUP OF LADIES BLOUSES
Short & Long Sleeve
1/3 OFF Gibson's Low Discount Price!

THROW PILLOWS
Ass't Styles & Patterns, Washable Covers
G.D.P. \$3.44
\$2.57

440 POLAROID CAMERA
Gibson's Low Discount Price!
ONLY \$75.97

BROXODENT ELECTRIC TOOTHBRUSH
Gibson's Low Discount Price!
ONLY \$11.97

PILLOW CASES
42" x 36"
G.D.P. \$2.49
\$1.69

UNBLEACHED MUSLIN
100% Cotton
G.D.P. 49¢ Yd.
NOW **34¢ YD.**

PLASTIC STARLINE COOKIE JAR
by Rubber Queen
No. 9551
G.D.P. \$1.49
87¢

SOUNDESIGN DIGITAL AM CLOCK RADIO
Gibson's Low Discount Price!
\$15.97

8-TRACK TAPE CARRYING CASE
Holds 15 Tapes
ONLY **\$6.97**

FORGE CRAFT STEAK KNIFE SET
• Hand Honed Carbon Steel
• Riveted
• Hardwood Handles
• No. X8965U
• G.D.P. \$4.49
\$3.27

JIF PEANUT BUTTER
Creamy or Crunchy
18-oz. Jar
59¢

LIPTON INSTANT TEA
3-oz. Jar
79¢

NESTLE'S HOT COCOA MIX
10-Pkg. Bag
43¢

Longhorn CHILI WITH BEANS
GEBHARDT'S LONGHORN CHILI With Beans
15 1/2-oz. Can
21¢

KOBEY SHOESTRING POTATOES
1 1/2-oz. Can
7¢

OPEN: 9 a.m. to 9 p.m.
-- Closed Sundays --
Shop Where you Save More!

GIBSON'S ENRICHED BISCUITS
10 Count Can
7¢

BEACON SHOE RACK
• Holds 9 pair of shoes
• Assembles in minutes
• No nuts or bolts necessary
G.D.P. \$1.19
77¢
HAPPY NEW YEAR '1972'

GIBSON'S R pharmacy
364-4900
SAVE ON PRESCRIPTIONS
REGISTERED PHARMACIST ON DUTY
Emergency Phones 364-6680 & 364-4109
PRESCRIPTIONS
are your best buy!
When You Consider Their Worth to your Health... And the Best buy is Always at Gibson's Pharmacy!

Highlights and sidelights from your state capital

BY BILL BOYKIN

AUSTIN, Tex.—A three-judge federal court in San Antonio stumped Texas public officials with a Christmas Eve decision that the state's system of financing public schools is unconstitutional.

The ruling, which Lt. Gov. Ben Barnes called one of the most far-reaching in recent history, triggered a round of new studies and re-directed attention to prior studies of alternative finance formulas.

To make education "a function of the local property tax base" violates constitutional guarantees of equal protection under the laws, the three judges held. Parents and children of Edgewood Independent School District (Bexar County) filed the suit on July 30, 1968.

Allowing each district to set property taxes to raise a portion of instructional costs discriminates against poor districts with low property value and frequently high minority group populations, the court contended.

Judges gave state legislators two years to work out a new system. If lawmakers fail, they warned, the court will take such further steps as may be necessary to "implement" both the purpose and the spirit of this order.

Some observers feared the ruling would undermine local control of school districts. Atty. Gen. Crawford Martin asked the court to clarify whether the

decision meant districts could not continue to pay off their bonds from property taxes.

Gov. Preston Smith said it would be premature to speculate on ultimate effect of the ruling on taxes and educational programs. Some predicted state corporate and personal income taxes will be necessary to pick up a new state cost load, estimated to range at least as high as \$500 million a biennium.

Smith called for a team effort by state officials and agencies, local school authorities and the courts to reach a satisfactory solution. The Senate Committee on Occupational Education immediately took up the problem. Texas Research League already is studying the foundation school program, and plans to offer some choices by the end of next year.

Governor said he is considering naming an education task force which will cooperate with other study groups.

State Education Commissioner Dr. J.W. Edgar viewed the present crisis "as another opportunity for the people to design a better public educational opportunity for the children and youth of Texas." He expressed confidence such a plan can be developed which will preserve local school control.

State Board of Education will review the decision at a January 8 meeting. Meanwhile, Martin asked the court whether the ruling permits an appeal.

WELFARE PROBLEMS

GROWING—Warning that Texas faces its most difficult welfare problems during the next two years, Governor Smith said drastic assistance cuts may be necessary after next September.

At the same time, the Governor announced appointment of former U.S. Secretary of Health, Education and Welfare Wilbur Cohen as a special advisor to help him formulate plans in the areas of welfare and child development.

Smith said he will go before the U.S. Senate finance committee next month to renew a plea for complete federalization of welfare program financing.

Current assistance levels can be maintained within the state's \$80 million constitutional ceiling for major categorical welfare programs the rest of this fiscal year. After next September, however, he said average aid to families with dependent children grants may have to be slashed from \$116.66 a month to \$77.

Smith assigned top priority to attacking the growing welfare problem, which he estimated will cost \$325 million next year. He said findings of a new commission on children and youth will be among cornerstones of his message to the 1972 special legislative session.

REDISTRIBUTE SUIT ADVANCED—A three-judge federal court was due to begin trial Monday (January 3) of suits attacking 1971 legislative redistricting.

The consolidated cases were filed in Dallas, Houston, Tyler and San Antonio and transferred to Austin for hearing.

Judges originally named University of Texas law partner George Schatzki a special master to collect evidence and draw conclusions in the cases. However, the order naming Schatzki was rescinded after Attorney General Martin and State Democratic Chairman Roy Orr complained of the professor's former close professional relationship with attorneys and plaintiffs in the cases.

Houston attorney Leon Jaworski will direct the state's defense as a special attorney.

AG OPINIONS—Private clubs in dry areas may buy beer from a general distributor and transport it in, under proper permits and written agreements, Attorney General Martin held.

In other recent opinions, Martin concluded: "Microfilms of student loan applications are not legal documents."

"The Texas International Trade Office in Mexico City may use state funds to buy Mexican postage stamps."

"Counties can buy two-way radios for sheriffs' personally owned cars."

"Only two types of lifesavers equipment meet requirements of a new law requiring children 12 and under to wear life preservers in motorboats."

"State employees can travel first class on airlines, even if cheaper tourist seats are available."

APPOINTMENTS ANNOUNCED—James F. Warren of Navasota was named by the governor as 12th district judge succeeding Judge Reginald Bracewell of Navasota who resigned effective January 1.

Other recent appointments or reappointments by Smith included the following:

Mrs. Marie H. Winters of Austin (reappointment) as firemen's pension commissioner.

Dan Hemphill of Odessa and Don L. Scarbrough of Georgetown to the Texas Library and Historical Commission. Walter E. Long of Austin was reappointed.

Ernest A. Emerson of Dallas to the Commission of Fire Protection, Personnel Standards and Education. Reappointments of Hugh V. Keepers of Dallas and Richard Russell of Richardson were announced.

DDT BAN ANNOUNCED—DDT will not be allowed for household use in Texas after August 31, under an order issued by Agriculture Commissioner John C. White.

White's order follows recommendations of the Pesticide Advisory Committee created by the legislature.

White emphasized it has no bearing on DDT for agriculture and public health uses. About half DDT now used in the state is utilized around the home. After August, registration of DDT for household purposes will not be permitted.

UNEMPLOYMENT BENEFITS EXTENDED—Extended unemployment compensation benefits will go into effect early in January.

January 10 is the first date claims may be filed for them in Texas. Benefits are payable only to claimants who have exhausted regular benefits. Claimants may receive as much as 50 per cent of total regular unemployment benefits, payable at the same weekly rate as regular benefits. Those covered must not be eligible for regular benefits in any state or territory and must have a benefit year that



KIWANIANS HEAR ECOLOGIST — Fletcher Sims of Compost Corp. in Canyon spoke to the Noon Kiwanis Club members Thursday concerning the utilization of the mountains of manure at feed lots in the area. With

proper treatment, manure can be returned to the soil and prove to be an asset, rather than a liability, Sims says. Don Lane, left, club vice president, conducted the meeting.

relationship with attorneys and ends on or after January 2.

SHORT SNORTS

Top Texas officials are still pushing for retroactive pay raises for all Texas state employees including school teachers.

More than half the drug offenders in Texas prisons have been involved in other crimes. About 12.4 per cent of the total prison population is made up of those drug users.

The State Board of Education will hold no more hearings on 1971 textbook adoptions at its January meeting.

An application has been filed to charter Sugar Creek Bank in Sugarland.

First Savings and Loan Association of Bowie is seeking a branch office in Gainesville. A tentative hearing has been set for February 15.

All retailers must prominently display base prices in each department. Internal Revenue Service advises.

More and more Texans are moving to apartments, according to a University of Texas "Business News" study.

Workshops to brief teachers on best use of reading and math test results will be held in 20 centers beginning January 10.

NIXONIAN MEAL
OSAKA, Japan (AP)—While other Japanese assial President Nixon for his economic policies, a Japanese restaurateur is capitalizing on it.
Ryoichi Matsuo, 44, is offering "Nixonon (Nixon) Lunches." It consists of a small steak and rice, and costs 350 yen, or roughly one dollar.

CLASSIFIEDS GET RESULTS

END OF THE YEAR SALE!

January 3rd thru 7th

Small Yardage
END of BOLTS 50¢ Yd.

1 Group

FABRICS
Consists of Casements, Brocades & Antique Satins 1/2 PRICE

BEAUTI- PLEAT DRAPERIES
115 Lawton 364-3271

FIRST BAPTIST KINDERGARTEN ANNOUNCES MID TERM ENROLLMENT

MONDAY, JANUARY 3rd

4 and 5 Year Olds
2, 3, and 5 Day Programs

KINDERGARTEN Call 364-1124
MARGARET LOMENICK Call 364-3305

EUNICE PETERSEN'S — Oil Paintings on Sale —

Westerns, Landscapes, Still Life and Floral, or will Paint your Commission

PETERSEN'S STUDIO
409 Irving Phone 364-3188

JANUARY Clearance

All your favorite looks are here, in this season's fabrics and colors, priced to clear quickly! Many kinds, easy-care in the group. Come early for the best selection.

Winter Coats

NOW REDUCED 1/3 OFF
JUNIOR - MISSES - HALF SIZES

Dresses

1-RACK 1/2 OFF	1-RACK 1/3 OFF	1-RACK 1/5 OFF
----------------	----------------	----------------

Save 50% Save 33 1/3% Save 20%

GOOD SELECTION LATEST STYLES FABRICS & COLORS

1-ASSORTED GROUP

Hot Pants Reduced

ODDS & ENDS
Half Priced Table
Exceptional Values!

JEANIE'S
La Boutique
At the Caison House on Hwy 60, Hereford

GOSPEL MEETING
Jan. 2 thru 9th
Sunday Service
9:30 - 10:30 & 6:30 p.m.
Worship Service
7:30 p.m.
Prayer, the New Year Bible
Lesson, the Good
CENTRAL CHURCH
OF CHRIST
Sunset & Plains

Little's JANUARY CLEARANCE

IN DOWNTOWN HEREFORD
NO APPROVALS - NO LAY-A-WAYS OPEN: 9:A.M. CLOSE: 5:30 P.M.

DRESSES From Reg. Stock 1/3 OFF	DRESSES Misses - Jrs. - 1/2 Sizes LARGE GROUP 1/2 OFF	SUITS & COSTUMES 1/3 OFF
CAR COATS LEROY SWEATER COATS Wools 1/3 OFF	ENTIRE STOCK LARGE SELECTION COATS Dress & Tailored 1/3 TO 1/2	SPORTSWEAR Name Brands Wools Polyester 1/3 OFF
PANT SUITS WEEKENDERS SWEATERS One Group 1/2 OFF	1/3 TO 1/2 OFF	ROBES Fleece Quilts Blends 1/3 OFF

CLASSIFIED ADS

Phone 364-2030

CLASSIFIED ADVERTISING RATES

Reader Ads (Minimum 10 words) ... 1st insertion per word 8c
 Additional insertions, when paid in advance: per word 6c
 Classified Display (10 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch \$2.00
 Repeat insertion without copy change per col. inch \$1.50
 Display Advertising Not Classified under a heading, but place on the classified page per col. inch \$1.12

Deadline for Classified Advertising in the **SUNDAY BRAND**, 5 p. m. Friday

Deadline for Classified Advertising in the **HEREFORD BRAND**, 5 p. m. Tuesday

1. FOR SALE Miscellaneous

NOW AVAILABLE: The Hereford Brand of the Prairie Press by Dudley M. Lynch. Price \$4.98 Hereford Brand, 130 West Fourth St. B-1-53-Hc

TOWN & COUNTRY MOBILE HOME SALES

HWY 40 East & Myrtle. PHONE 364-0169. We sell for less because the overhead is low. 1B-1-27-9p

WILL BUY OR SELL TOP, BOATS, Snows, Pkts. and Feeders. C. P. McGhee, 508 West Park, Hereford, Texas. Phone 364-1045. B-1-14-31-Hc

!!CARPET!!

Financing Available
 C & W CARPET PLAINS AND N. 25 MILE AVENUE PHONE 364-3448 1B-1-24-Hc

ORDER YOUR COPY TODAY

The new and up-to-date 1971 issue of the **CATTLE FEEDLERS & GRAIN DEALERS DIRECTORY**. Price \$10.00. Hereford Brand, Box 875, Hereford, Texas 79045. B-1-9-Hc

CARRIAGE MOBILE HOMES

WHERE YOU DO HAVE A SELECTION QUALITY LANCERS AND FRONTIERS 12x16 to 14x7. **HWY. 385 NORTH PHONE 364-3811** B-1-8-Hc

THE SADDLE HOUSE

NOW OPEN FOR BUSINESS New & Used Saddles Bits-Spurs-Chaps HIGGINS & SO. TEXAS ST. PHONE 364-3583. 1B-1-48-9p

FOR SALE—COMPENSATOR LIQUID FEED—DELIVERED AND FEEDERS FURNISHED. CALL MARTIN MOORE, 364-0161 1B-1-9-Hc

American Legion & Auxiliary meets Tuesday 7:30 p.m. American Legion Hall Veterans Park

STATED MEETINGS Second Monday 8:00 p. m. Thursday Floor Practice

Herman Ford W. M. W. A. Phipps, Sec.

Hereford Rotary Club meets every Monday at 12:05 Civic Club Center (Jim Hill)

Lions Club meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)

FOR SALE—37 Head Heifers. Start calving February. 364-5754 after 6:00 p.m. B-1-31-49-Hc

!!ATTENTION!! PLAINS FINANCE CORPORATION 906 SOUTH 25 MILE AVENUE

NOW OFFERS FOR SALE New Stereo Consoles from \$139.95 to \$229.95 and new 2 piece living room suites at \$139.95.

1-Block Vinyl seat \$179.95
 Reciners \$69.95 to \$99.95

WE ARE DEALERS OF WESTINGHOUSE, ADMIRAL AND TOSHIBA APPLIANCES

WE FINANCE WHAT WE SELL! PHONE 364-3400. B-1-48-Hc

AREAS LARGEST FURNITURE AND APPLIANCE CENTER.

General Electric motor appliances, stereo, television, famous brand furniture, color TV from \$189.00. 27" Black & White console TV \$149.00.

TAYLOR FURNITURE & APPL. 403 PARK AVENUE, HEREFORD. B-1-20-Hc

FOR SALE—1971 Kawasaki 175. Less than 300 miles. 364-0221. B-1-19-19-Hc

REPOSSESSED KIRBY C.A.L.L. 364-4223 B-1-10-23-Hc

FOR ALL YOUR FENCING NEEDS: CALL Burns Riley, 364-2295. B-1-10-40-Hc

A-1 used tires. FIRESTONE. Phone 364-4332. B-1-10-23-Hc

FOR SALE—30-30 MARLIN with scope. Like new. Call 364-6974. B-1-24-Hc

FOR SALE: A/C Boston Terrier puppies. Especially good blood-line. Phone 364-4056. 725 Aspen. B-1-14-24-Hc

FOR SALE—1970 Honda, C-130. 1525.00. Call 289-5848. B-1-10-23-Hc

FOR SALE: 1970 KAWASAKI, 90 C.C. Trail Bike Like new, 1400 miles. Bill Reininger, 127 Alamosa. Phone 364-1921. B-1-19-25-Hc

FOR SALE: One lighting fixture. One Atlas portable building. Call 364-4327 or 364-3109. B-1-10-50-Hc

FOR SALE: Good 3/4 gal. range. Has rollers and grill. One small electric oven and one large gas oven. Price \$50.00. Call 364-3715 after 6:00 p.m. B-1-51-40

IT'S inexpensive to clean rugs and upholstery with Blue Lustre. Rent electric shampooer \$1. Dukswells, 2901 Portland Mall. B-1-18-52-Hc

WHITE POTATOES FOR SALE in the field. Pick them up yourself for 1 cent per lb. Digging every day, starting at 2:30 p.m., weather permitting. 1 mile North on Hwy. 385 to the cemetery, 1 mile West. Phone 364-1921. 1B-1-52-Hc

FOR SALE—One pair nurses ox-fords (size 6B, new). Moccasin-like 3 lamps (modern) 1/2 price. Miscellaneous items. Call 364-3147. B-1-20-52-Hc

FOR SALE—Kid's pony and saddle. PHONE 364-3583. B-1-10-52-Hc

BLUE Lustre not only rids carpets of soil but leaves felt soft and lustrous. Rent electric shampooer \$1. McCaslin Lumber Company. B-1-22-50-Hc

FOR SALE—60 year old upright piano. Antiquated base. In need of repair. \$100.00. Phone 364-4085. B-1-16-52-Hc

FULLER BRUSH PRODUCTS. Call Jessie Fuller, 364-3525. B-1-10-26-Hc

FOR SALE—Barbie doll clothes and Raggie Ann dolls. 364-0275, 217 Centre. B-1-10-19-Hc

TWO REGISTERED HEREFORD HEIFERS FOR SALE.

Born December & March. Known blood lines. Your choice \$300.00 each; Also Two F-1 Simmental Bulls. Hereford cross, 14 & 18 months old. BILL WELLS PHONE 364-7311 OR 364-2000. 1B-1-27-Hc

TREAT rugs right, they'll be a delight if cleaned with Blue Lustre. Rent electric shampooer \$1. Hereford Hardware. B-1-19-27-Hc

FOR SALE—Smith-Corona Portable Electric Typewriter with extra type. Excellent condition. \$50.00; Contemporary style double dresser with mirror \$40.00. Call 364-4022. B-1-22-27-Hc

FOR SALE—1969 STARCRAFT CAMPER TRAILER. Excellent condition. Steps & \$1,295.00. Shown by appointment only. Call 364-2064 after 5:00 p.m. B-1-19-27-Hc

2. FOR SALE Farm Equipment

See Us For Parts-Sweeps-Chisels for **Graham (Hoeme) Plows DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-29-tfc**

PLAINS AUCTION SERVICE

RAY BRADSHAW COTTON CENTER, TEXAS

*Farm Sales
 *Business Liquidations
 *Real Estate

CALL COLLECT OFFICE: 806-879-2148 HOME: 806-879-4753 25-2-176c

AUCTION JANUARY 22ND 1:00 P.M. COTTON CENTER BUTANE INC. COTTON CENTER, TEXAS

TOOLS
 Air wrenches, air compressor, welder, tire burners, drills.

TIRES
 Hundreds of new and used tractor tires, flotation tires.

HARDWARE
 Balts, nuts, shovels, irrigation supplies.

FARM EQUIPMENT
 Gouge sheels, ditchers, shredder, tractors.

TANKS
 Prepare, gasoline, pickup butane systems. 75-2-27-Hc

AUCTION C & B FARM INC. SNYDER, TEXAS

Complete line of farm and cattle equipment.
 Five tractors, trailers, 70 young cows, 22 bred heifers.

DATE TO BE ANNOUNCED. B-2-27-Hc

See Us For **Mayrath Grain Augers In Stock**

Also have parts in stock **DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-35-tfc**

3. FOR SALE Automobiles

FOR SALE—1968 Ford Galaxie. Power, air. Call 364-2164 after 5:30. B-1-11-26-Hc

NEW 18-4000 eight ply tractor tires for \$180.00 and 16-9-34 tires for \$111.00. Call plus Federal excise tax. Phone 364-4333. B-1-20-Hc

WALKER'S USED CARS AND TRUCKS

We buy, sell or trade. 400 West First Phone 364-2350. B-1-41-Hc

FOR NEW BUICKS & PONTIACS. GMC Pickups and Trucks and good late model used cars. See EARL STAGNER of John Orsborn Buick Pontiac, 221 North 25 Mile Avenue. Call 364-1222. B-1-30-33-Hc

NEW & USED CARS.

ORVAL WATSON FORD SALES COMPANY. PHONE 364-2727. 1B-3-18-Hc

NEW AND USED CARS now for sale at JOHN ORSBORN Buick Pontiac, GMC's new location - 221 NORTH 25 MILE AVENUE. B-1-20-42-Hc

FOR SALE: 1965 Chevy and 11 camper trailer. 904 E. 3rd after 5:00. B-1-13-53-Hc

1971 Ford Pickup. Call Installation Loan Department, FNB. 364-2425. B-1-10-52-Hc

FOR SALE: 1965 T-Bird. Power & air. 107 Northwest Drive. B-1-32-Hc

MILBURN MOTOR COMPANY We pay cash for Used Cars 225 North Sampson Phone 364-0077 B-3-33-ft

FOR SALE—1970 MAVERICK. Air conditioned. 19,000 miles. One owner. Phone 364-2846 after 5:30 p.m. B-1-48-Hc

49 Triumph GT6 New tires, excellent condition. 226 Avenue J. 364-2722. B-1-11-22-Hc

FOR SALE: 1968 VW. Radio and heater. Excellent condition. Call 364-0294. B-1-11-23-Hc

EMMETT BROWN SALESMAN ORVAL WATSON FORD

New and Used Cars and Trucks
 Office - 364-2727 Home - 364-6078 1B-3-31-4p

1969 Chevrolet SS 396 2-door hardtop. Power steering, Disc brakes, Automatic. - Polyglass tires. \$1900.99 Phone 364-4023 after 6:00 p.m. B-1-22-27-Hc

FOR SALE: 1966 Chev. Station wagon. Phone 364-4097, or 364-5435. B-1-10-27-9p

4. REAL ESTATE For Sale Or Trade

3 bedroom brick. Approximately 2200 sq. ft. Refrigerated air approx. 100 sq. ft. BARGAIN! \$21,500.00. GIBSON REAL ESTATE. 364-0442. B-4-19-49-Hc

N. W. HEREFORD

3 bd., brick, double garage, 2 baths, very nice home for \$22,500.00. Existing loan payable at \$14.00 per month can be assumed, owner will consider trading for smaller 3 bd. BLUEBONNET. B-4-19-49-Hc

3 bd., brick, woodburning fireplace, double garage, 2 baths, refrigerated air, very comfortable home for \$29,500.00. Large existing loan can be assumed. \$750.00 DOWN. Large 3 bd., immediate possession, easy terms on balance. 9.8 ACRES plus 2 bd., unfinished mobile home, for only \$12,000.00, terms available. Call for details. IRRIGATED LAND 37.5 acres, in cultivation, nice 3 bd., home, 5 irrigation wells, sump pumps, meadow, horse feed, all amenities, high yields, price \$18,000.00. 29 per cent down, own or will finance for 7 per cent. N. OF HEREFORD 243 acres in excellent location for \$100,000.00, terms available. DRY LAND 320 acres near Walcott, price below \$100.00 per acre, \$5,000.00 down, 20 year loan at 7 per cent. SMALL TRACTS We have a good selection of small tracts in good locations. \$50.00 DOWN: On 40 ft. x 130 ft. residential lot can move in good home or park mobile home on lot, payments \$20.00 per month. HAMBLY REAL ESTATE. 5 Hwy 385 OFFICE 364-3556 Chick Weathers 364-3169 Doug McVey 364-3566 J. M. Hamby 364-2553 Harold Hamby 364-1154. B-4-25-Hc

BY OWNER: 3 bedrooms, 2 baths, good neighborhood. 2508 sq. ft., equity, \$128.00 a month. Northwest. Phone 364-6989. B-4-19-52-Hc

\$21,500 Country home - well kept, 1 1/2 b. bath, Den-kitchen, liv. room, 3 B-rooms, 1400 sq. ft. 4 garage. May buy more land if desirable. \$700 Move in. New loan. 3 bedroom home. Less than \$13,000. \$13,000-3 bedroom. Nice large living room. Electric heat. 1 1/2 baths. Fenced yard. \$14,000-3 bedroom. Carpeted living room and hall. Beautiful hard wood floors. Attached garage and fenced yard. 3 bedrooms, 1 1/2 baths. Brick \$14,800. Total cash \$1,000.00. GOOD LOCATION—Price of \$15,000. 1 1/2 b. bath, 2 bedrooms, carpeted, built-in range. Good location. Total move-in \$750.00. GOOD INVESTMENT—Partially redecorated apartment house. \$12,500.00. Excellent location. 125 acres near town. Handy for small cattle operation. 3 bedroom home. \$100.00 per acre. Small down payment, good terms. Good commercial lot on 25 mile Ave. Excellent location. \$200.00 DOWN IF YOU MAKE LESS THAN \$600 per month cash vs. Payments according to family size and income. If can qualify for 25 (1) loan. Frge. consultation. 3 bedroom homes are available. Carpeted, 1 1/2 baths, built-in range, single and double car garages. Pick your colors. INCOME PROPERTY Low down payment, good terms. ALL VETERANS are now eligible for G. I. loans. FOR RELIABLE, EFFICIENT AND EXPERIENCED SERVICE, CALL US. Central Real Estate 284 N. 25 Mile Ave. Wayne Carthel Leola Peters Phone 364-0944 B-4-31-Hc

FOR SALE: 160 ACRES Irrigated. Well. 125 acres of wheat planted. Good all-around. Perfect land. Large 3 bedroom home on property. Good terms with 800 acres irrigated rental home. Wheat planted and ready to pasture. \$20.00 per acre. No improvements. CARTHEL REAL ESTATE 204 N. 25 MILE AVENUE Wayne Carthel Leola Peters Phone 364-0944. B-4-47-Hc

THINKING OF SELLING? WE NEED YOUR PROPERTY TO SELL. HAVE BUYERS FOR ALL SIZES AND LOCATIONS. HAMBLY REAL ESTATE South Highway 385 364-2556. B-4-48-Hc

FOR SALE BY OWNER

3 bedrooms, 2 baths. Northwest addition. Painted der and separate living room. PHONE 364-0888 after 5:00 p.m. 1B-4-25-Hc

EXTRA nice 3 bedroom, 2 bath brick in the country. Priced reasonable. TED WALLING 364-0460 REALTOR B-1-22-27-Hc

FOR RENT OR LEASE

*Warehousing - lot or grain - produce shed complete with equipment.
 *Trailer lots - Avenue G & H.
 *Storage space (Footage to suit 12' x 24' and up. You keep the keys).
 *Business Visits Apartments & lots.
 *Residential lot sales - Hereford and Dimmitt.

OFFICE 415 MAIN. 364-1483 N.D. BARTLETT JR. 364-0335 NORMAN D. BARTLETT 364-3937 B-5-23-Hc

APARTMENTS

Private entrance, private bath, carpeted. 821 So. 25 Mile Avenue. B-5-14-Hc

APARTMENTS FURNISHED

1 & 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath.

FOREST AVENUE APARTMENTS

PHONE 364-180 1B-5-37-Hc

2 room furnished apartment. Spanish preferred. Phone 364-3728. B-5-10-52-Hc

FOR RENT—Clean, unfurnished 2 bedroom house. 806 Brevard. 364-2831. B-5-10-52-Hc

FRIONA APARTMENTS 1300 NORTH WALNUT FRIONA, TEXAS

New leasing 1, 2 & 3 bedrooms. Unfurnished, fully carpeted, refrigerator, range, central heat and cooling, ventilation, utilities paid. Laundry and recreation facilities available. Children welcome, sorry no pets. Rent starting \$85.00. Resident manager on premises. Call for details. PHONE 247-3666 FRIONA, TEXAS 11/8-5-44-Hc

ONE bedroom furnished apartment. Carpeted, built-in, painting, brick 905.00 per month plus electricity. Call 364-0038. B-5-15-25-Hc

OFFICE FOR LEASE. Ralph Owens. 364-2222. B-5-10-14-Hc

OFFICE for rent on Hwy. 385. \$50.00 per month. J. M. Hamby, 364-2553 nights. 364-3566 days. B-5-16-Hc

5. FOR RENT

FOR RENT OR LEASE

*Warehousing - lot or grain - produce shed complete with equipment.
 *Trailer lots - Avenue G & H.
 *Storage space (Footage to suit 12' x 24' and up. You keep the keys).
 *Business Visits Apartments & lots.
 *Residential lot sales - Hereford and Dimmitt.

OFFICE 415 MAIN. 364-1483 N.D. BARTLETT JR. 364-0335 NORMAN D. BARTLETT 364-3937 B-5-23-Hc

APARTMENTS

Private entrance, private bath, carpeted. 821 So. 25 Mile Avenue. B-5-14-Hc

APARTMENTS FURNISHED

1 & 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath.

FOREST AVENUE APARTMENTS

PHONE 364-180 1B-5-37-Hc

2 room furnished apartment. Spanish preferred. Phone 364-3728. B-5-10-52-Hc

FOR RENT—Clean, unfurnished 2 bedroom house. 806 Brevard. 364-2831. B-5-10-52-Hc

8. HELP WANTED

SCHOOL BUS DRIVERS

between 21 and 45 years.
 Women preferred. See Eldon Owens at School Bus Barn. B-4-17-40-Hc

RESPONSIBLE family will furnish private quarters to mature Christian lady in return for light housekeeping and child care. Write Box 71, Hereford, Texas. B-4-23-46-Hc

THE BOARD OF DIRECTORS OF THE Hereford Satellite School will interview applicants for the position of "Teacher's Aide." Tuesday, January 4th, 7:00 p.m. at the First Christian Church. Salary: \$300.00 per month, high school education required. CONTACT Agatha Cardinal or Buddy Peeler for more details. B-4-31-4c

WAITRESSES & KITCHEN HELP. Apply in person. Wade's steak house. B-4-10-11-Hc

RELIABLE family man to live and work irrigated farm by Dimmitt. Top wages to right man. Phone 804-647-2231 or 806-352-8248. B-5-20-27-3c

MAN wanted to work in farm and ranch store. 25 to 30 years old with auto or implement parts experience. Good pay, hospitalization, life insurance, paid vacation, profit sharing and other benefits. GEBBO DISTRIBUTING COMPANY, 220 North 25 Mile Avenue. 1B-11-24-Hc

HAVE RENTAL PROBLEMS?

Properly rental and management service.

HAROLD HAMBY

364-3556 or 364-6078. 1B-5-37-Hc

FURNISHED APARTMENTS for rent. Lynette Apartments, Phone 364-0969. B-5-10-34-Hc

FARM FOR SALE BY OWNER

20.3 acres, 2 irrigation wells, 600 ft. x 100 ft. on good water stream. Located one mile North and 1/4 mile East of Dimmitt. Pressure pump of house. Good location for home development or industrial use with gas, electricity and phone. \$50 per acre, 20 per cent down and terms with 7 per cent interest. Call Amelio 373-9663 or 374-2200. B-4-52-Hc

FOR SALE BY OWNER

3 bedrooms, 2 bath brick. Double garage, Northwest Hereford. Buy, equity and assume loan. Payments \$130.00 per month. 1B-4-52-Hc

FOR SALE IN HEREFORD

See this lovely 3 bedroom older home with basement, double garage and huge corner lot. Buy small equity assume loan. Call 364-3254. BINGHAM LAND COMPANY. FRIONA, TEXAS Phone 247-2745. 1B-4-26-4c

SEE GIBSON REAL ESTATE & INSURANCE FOR COMPLETE REAL ESTATE SERVICE

Including AUCTION of Real Property of any kind:
 Farms, Ranches, Commercial Property and Industrial Equipment
 Arvel Williams Auctioneer-Salesman

364-6149 Ben G. Scott - Broker 364-4345 Wilbur D. Gibson - Broker 364-2223 Office - 902 Lee & Hwy. 385 364-4442 Hereford, Texas B-4-43-Hc

WHY PAY RENT?

Veterans 2 bdr., 1 bath, new carpet, and completely redecorated inside and out. Single garage, fenced yard. Good N.W. location. Less than \$100.00 total cash to move in on either of these 2 bdr., single garage homes. If you can qualify for VA loan. Call for details. Large 4 bdr., double garage, \$250.00 will handle, 2000 living area. FHA or VA: 3 bdr., 1 1/2 baths, double garage carpeted, fenced, separate utility, 1500 living area. Low down payment, if qualified. Veterans 5-3 and 9 acre tracts with homes, closing costs only Trades considered. Mobile Home Lot—Low down payment and good terms. 99' lot in Knob Hill Addition. Priced for quick sale at \$1500.00. 10 acres, 54,500.00 equity, well-improved. Sell with or without 14x70' Mobile Home. Carry part of equity to good buyer. HAROLD HAMBY 364-3556 or 364-6078 Office 364-3556 B-4-27-Hc

6. WANTED

WANTED—E-D—CUSTOM FARMING
 Call Joel Williamson, 364-1233. B-4-14-Hc

WANTED—Baby sitting by the hour, day or week. Phone 364-4175. B-10-36-Hc

WANTED

1000 TONS SCRAP
 Highest cash prices paid for Iron-Cars-Trucks-Pickups-Tractors. C & P any type salvage. HEREFORD IRON AND METAL. North Progressive Road by City Dump Anson A. & June Dearing Phone 364-3350 or 364-3777. B-4-3-Hc

WANTED—Sewing in my home. Phone 364-3922. B-4-24-Hc

WANTED—YARD WORK, FERTILIZING, TREE TRIMMING, THATCHING, ODD JOBS. PHONE 364-4164. B-4-11-50-Hc

WANTED—TREE REMOVAL.
 Call Bill Devers, 364-4053. B-4-10-50-Hc

WANTED—Wheat pasture for calves C. G. Hill Jr., 364-1871 or Foster Hill, 258-7546. B-4-14-25-Hc

7. HELP WANTED

SCHOOL BUS DRIVERS

between 21 and 45 years.
 Women preferred. See Eldon Owens at School Bus Barn. B-4-17-40-Hc

RESPONSIBLE family will furnish private quarters to mature Christian lady in return for light housekeeping and child care. Write Box 71, Hereford, Texas. B-4-23-46-Hc

THE BOARD OF DIRECTORS OF THE Hereford Satellite School will interview applicants for the position of "Teacher's Aide." Tuesday, January 4th, 7:00 p.m. at the First Christian Church. Salary: \$300.00 per month, high school education required. CONTACT Agatha Cardinal or Buddy Peeler for more details. B-4-31-4c

WAITRESSES & KITCHEN HELP. Apply in person. Wade's steak house. B-4-10-11-Hc

RELIABLE family man to live and work irrigated farm by Dimmitt. Top wages to right man. Phone 804-647-2231 or 806-352-8248. B-5-20-27-3c

MAN wanted to work in farm and ranch store. 25 to 30 years old with auto or implement parts experience. Good pay, hospitalization, life insurance, paid vacation, profit sharing and other benefits. GEBBO DISTRIBUTING COMPANY, 220 North 25 Mile Avenue. 1B-11-24-Hc

8. HELP WANTED

SCHOOL BUS DRIVERS

between 21 and 45 years.
 Women preferred. See Eldon Owens at School Bus Barn. B-4-17-40-Hc

RESPONSIBLE family will furnish private quarters to mature Christian lady in return for light housekeeping and child care. Write Box 71, Hereford, Texas. B-4-23-46-Hc

THE BOARD OF DIRECTORS OF THE Hereford Satellite School will interview applicants for the position of "Teacher's Aide." Tuesday, January 4th, 7:00 p.m. at the First Christian Church. Salary: \$300.00 per month, high school education required. CONTACT Agatha Cardinal or Buddy Peeler for more details. B-4-31-4c

WAITRESSES & KITCHEN HELP. Apply in person. Wade's steak house. B-4-10-11-Hc

RELIABLE family man to live and work irrigated farm by Dimmitt. Top wages to right man. Phone 804-647-2231 or 806-352-8248. B-5-20-27-3c

MAN wanted to work in farm and ranch store. 25 to 30 years old with auto or implement parts experience. Good pay, hospitalization, life insurance, paid vacation, profit sharing and other benefits. GEBBO DISTRIBUTING COMPANY, 220 North 25 Mile Avenue. 1B-11-24-Hc

9. HELP WANTED

SCHOOL BUS DRIVERS

between 21 and 45 years.
 Women preferred. See Eldon Owens at School Bus Barn. B-4-17-40-Hc

RESPONSIBLE family will furnish private quarters to mature Christian lady in return for light housekeeping and child care. Write Box 71, Hereford, Texas. B-4-23-46-Hc

THE BOARD OF DIRECTORS OF THE Hereford Satellite School will interview applicants for the position of "Teacher's Aide." Tuesday, January 4th, 7:00 p.m. at the First Christian Church. Salary: \$300.00 per month, high school education required. CONTACT Agatha Cardinal or Buddy Peeler for more details. B-4-31-4c

WAITRESSES & KITCHEN HELP. Apply in person. Wade's steak house. B-4-10-11-Hc

RELIABLE family man to live and work irrigated farm by Dimmitt. Top wages to right man. Phone 804-647-2231 or 806-352-8248. B-5-20-27-3c

MAN wanted to work in farm and ranch store. 25 to 30 years old with auto or implement parts experience. Good pay, hospitalization, life insurance, paid vacation, profit sharing and other benefits. GEBBO DISTRIBUTING COMPANY, 220 North 25 Mile Avenue. 1B-11-24-Hc

10. NOTICE

ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call 364-4540 from 8 a.m. till 2 p.m., until 5 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-21-Hc

FOR SALE—One freight damaged refrigerator. Phone 364-4232. B-10-10-7-Hc

EUNICE PETERSEN OIL PAINTING CLASSES BEGINNING JANUARY 10TH. ENROLL NOW. CALL 364-3188 FOR INFORMATION. 1 1/2-10-52-tfc

11. Business Service

BEAR Wheel Alignment Complete Front-End Service DICK NORWOOD CHEV.-OLDS Phone 364-2180 B-11-2-tfc

EXPERT PIANO TUNING
 Call Elson Clark, 364-1150. If no answer, call 364-0428. B-11-12-52-Hc

FOR SALE—One freight damaged washer. Phone 364-4232. B-11-10-7-Hc

STUCCO WORK. Reasonable prices. Free estimates. Call Frank Wester. 364-5169. B-11-10-14-Hc

Am interested in buying a few first or second lien notes secured with farm or ranch lands. J.J. Steele Citizens Bank Bldg. New Mexico 88101 Dial 743-6262 or 743-4415. 1B-11-28-4c

KELLY ELECTRIC Doug and Virgil Electrical Contractors Residential - Commercial All bids and wiring competitive. Phone 364-1345 Night phone 364-2012 or Box 130 364-1345 B-11-46-tfc

TREE SERVICE TOPPING-SHAPING CLEAN UP & LIGHT HAULING. C. L. STOVALL Phone 364-4180 or 364-3220. 208 AVENUE C. B-11-38-Hc

12. NOTICE

ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call 364-4540 from 8 a.m. till 2 p.m., until 5 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-21-Hc

FOR SALE—One freight damaged refrigerator. Phone 364-4232. B-10-10-7-Hc

EUNICE PETERSEN OIL PAINTING CLASSES BEGINNING JANUARY 10TH. ENROLL NOW. CALL 364-3188 FOR INFORMATION. 1 1/2-10-52-tfc

11. Business Service

BEAR Wheel Alignment Complete Front-End Service DICK NORWOOD CHEV.-OLDS Phone 364-2180 B-11-2-tfc

EXPERT PIANO TUNING
 Call Elson Clark, 364-1150. If no answer, call 364-0428. B-11-12-52-Hc

FOR SALE—One freight damaged washer. Phone 364-4232. B-11-10-7-Hc

STUCCO WORK. Reasonable prices. Free estimates. Call Frank Wester. 364-5169. B-11-10-14-Hc

Am interested in buying a few first or second lien notes secured with farm or ranch lands. J.J. Steele Citizens Bank Bldg. New Mexico 88101 Dial 743-6262 or 743-4415. 1B-11-28-4c

KELLY ELECTRIC Doug and Virgil Electrical Contractors Residential - Commercial All bids and wiring competitive. Phone 364-1345 Night phone 364-2012 or Box 130 364-1345 B-11-46-tfc

TREE SERVICE TOPPING-SHAPING CLEAN UP & LIGHT HAULING. C. L. STOVALL Phone 364-4180 or 364-3220. 208 AVENUE C. B-11-38-Hc

13. LOST & FOUND

LOST: Female bird dog wearing collar. Lost 22 miles Northwest of Here



"Go see what Junior wants... he's afraid of ME."

CLASSIFIEDS GET RESULTS

NEW... NOW LEASING
CANYON CREEK APARTMENTS
 IN BEAUTIFUL HUNSLEY HILLS



Apartment Living a Measure Above Any Other

Furnished or unfurnished. 1-3 bedrooms. 1-1 1/2 baths. Rent from \$144. Utilities included. Drops. Carpeted. All electric kitchen, with dishwasher and disposal. Laundry facilities. Lovely landscaping. Refrigerated Air Swimming Pool U.S. 66 in Canyon. Turn North at Second Blinking Light.

CHILDREN WELCOME

Resident Manager 806-655-9611

Community calendar

JANUARY
 26—Annual Chamber of Commerce Banquet at Bull Barn, 7:30 p.m.
 31—Campfire Father-Daughter Banquet, 7 p.m. at Bull Barn.
 23—Campfire Mother-Daughter Tea, 2-4 p.m. at Bull Barn.
 27-28—Annual Livestock Show, Bull Barn.

FEBRUARY
 11—Annual Texas-New Mexico Sugar Beet Growers business meeting, 2 p.m. at Community Center.
 2—Sugar Beet Growers Association annual banquet, 7 p.m. at Hereford Bull Barn.
 14—Deaf Smith County chapter TSTA general meeting, 7:30 p.m. at high school auditorium.
 17—L'Allegria Study Club musical review featuring Mary Ellen Vincent, 8 p.m. at high school auditorium.
 John McVay is in his seventh year as Dayton football coach.

Look to SHOOK
 For Quality LEE Tires and on the Farm & Road Service As Close As Your Phone
Shook Tire Co.
 364-1010

OWENS ELECTRIC
 Electric Contracting — Sales and Service of New and Used Motors and Controls Magnitos, Starters & Generator Repair
Loan Motors Available
 Off. Phone 364-3572
 809 E 2nd Hereford, Texas

MILLER AUTO SALES
 901 E. First Phone 364-0815
 Quality Used Cars at the Lowest Prices Possible with Good Sound Business Practices!
THIS WEEKS SPECIAL BUY...
 1968 AMERICAN REBEL 6 Cyl. Auto. \$795
 "Dealer Financing Available!"

CAMPBELL REAL ESTATE
 CALL 364-0789 218 WEST THIRD

- LESS THAN \$125 PER MONTH. This 3 bedroom brick has 1 1/2 baths, built-in range, carpet & garage. Easy terms, only \$15,950.00.
- OLDER HOME with 4 large bedrooms in 2 levels. Nice location, good condition. Will take good mobile home in trade. Price \$10,600.
- LESS THAN \$11 per square ft. for this lovely home in NW Hereford with 3 bedrooms & 3 baths. It has a fireplace and other features you would expect. \$28,500.00.
- DUPLEX and 2 bdr. house on one lot. Approx. 2,100 sq. ft. total. Has garage & storm cellar. Good income and location. Approx. \$2,000.00 will handle. Priced \$12,800.00.
- COUNTRY LIVING. 3 month old 3 bdr., 1 1/2 bath brick country house with built-ins, carpet, garage & new well. Owner is transferred and has priced this property to sell.
- OWNER WILL FINANCE or trade this 3 bdr. home with storm cellar. \$1,000 will handle on sales contract. Reasonable, flexible payments. \$8,500.00.
- GOOD LIVING and low cost. 3 bdr., 2 bath home has good floor plan and unlimited possibilities. Very clean, has built-in range and garage. Easy terms! \$15,550.00.

Ted Walling 364-0660 Gene Campbell

Hereford Real Estate

- Homes Residential - Commercial - Industrial
- Farms
- Ranches

Over 4,000 sq. ft., pool, fireplace, refrigerated air, many extras, will sell below appraisal.
 3 bedroom; \$7,500.00 --- \$1,000. down, low payments.

SPECIAL
 Have over 300 home plans to choose from or will design a home for you. Build now - VA-FHA - Conventional or Program 235.
 Have client with stock who wishes to trade for income property.

FARMS
 160 acres, 2 wells, \$10,000 down, \$375 per acre, on pavement

COMMERCIAL PROPERTY
 Commercial lot to trade for home.

141 North 25 Mile Ave 364-2424
 Evenings and Sundays
 Martin Moore 364-2496 Jim Cramer 364-0164

Something too... Shout About
YUCCA HILLS NORTH
 "Country Living"
 North on 385
PERFECT HOMESITES - CLOSE IN
 — Contact —
JAMES GENTRY 289-5690 Office or 364-4457 After 6 p.m.
KEN ROGERS 364-0555 Office or 364-0094 after 6 p.m.
PICK YOUR OWN NEIGHBORS

FOR THE BEST IN...
PLUMBING SERVICE

- HAVE YOUR PLUMBING CHECKED

Plumbing that is not working properly costs you time, inconvenience and money. Checking can stop trouble before it starts.

We are reasonable and we give fast service.

JIM'S PLUMBING & HEATING CO.
 Jim Clarke
 803 S. Texas 364-3160

LONE STAR AGENCY
 Since 1947
 601 Main Street
 Phone 364-0555

JUST LISTED
 For Young Couple, Northwest location with very nice yard, fenced, two large bedrooms, wood-burning fireplace and double garage, 90% financing available. \$19,000.

OWNER TRANSFERRING
 Home is only six months old, large isolated master bedroom, 16x26 family room with wood-burner, spanish decor, excellent location. Assume existing FHA loan. \$27,000.

VACANT
 A beautiful two bedroom with ref a.c., sprinkler system, electric garage doors, stone construction with wood roof, low equity, owner will carry second. \$22,200.

TRADE UP
 Home ready for occupancy, located on Elm Street, three bedroom, two large baths, completely fenced, den paneled with corner fireplace, low interest loan can be assumed. \$24,900.

COMMERCIAL OR INVESTMENT PROPERTY
 — Apartments, excellent location, Four units.
 — Department Stores.
 — Downtown buildings.

"WORTHY OF PUBLIC CONFIDENCE"

Lee Umsted	364-6633
Melvin Jayroe, G.R.I.	364-3766
Lloyd Sharp	364-2543
Ken Rogers	364-0094

REALTORS
CARMICHAEL REAL ESTATE

Carmichael Real Estate, Inc.
 508 South 25 Mile Avenue
 Phone 806-364-1251

PRESTIGE HOME
 Luxurious living on North Texas with this beautiful Tudor Style Brick with all extras.

BARGAIN BUY
 Two bedroom in nice neighborhood, stretch your dollar here.

FREE
 City maps and information on all available housing.

INVESTMENT OR HOMESITE
 Six hundred feet adjacent to new proposed city park and one block from Tierra Blanca School.

TROYS CARMICHAEL 364-1082
G.S. WHEELER 364-3798
PAUL SCHROETER 364-0035

Vaughan Real Estate
 Office Phone: 364-2850
 116 South 25 Mile Avenue
 Hereford, Texas 79045

Dear friends,

As we approach the new year of 1972, we, at Vaughan Real Estate, are particularly aware of how our many friends in Hereford have helped us grow and prosper over the past years. We are especially grateful for the privilege of helping you buy or sell your home.

Now, we realize that we missed selling homes to some of you and we missed the opportunity of listing and selling homes for others of you. We fully realize that one successful year does not make us a success; and we are not content to rest on our laurels — it's exactly the opposite — we have added more sales personnel and expanded our offices to be of better service to each of you — always striving to offer you the best Hereford has in the real estate field.

In our wonderful free enterprise system, competition maintains the drive and professional standards which benefit you, the home owner. We are appreciative of our competing real estate offices! We hope always to maintain cooperative, pleasant relations with each of them. But, of course, we at Vaughan Real Estate will always do everything possible to be Number One in every area of service to you our customer. This is our NEW YEAR'S RESOLUTION!!! Our sincerest thank-you to each of you and we wish you the BEST AND HAPPIEST NEW YEAR!!!

VAUGHAN REAL ESTATE

Denzil Vaughan
Virgil Justice
Carol Vaughan
Mary French
Mike Haldrip
Betty Gilbert

P.S. For all your real estate needs call Vaughan Real Estate - 364-2850.

LAND

Near Center, Colorado, 480 acres, all under cultivation, 1-10" well 1800 gal., 1-8" well 1300 gal., 1-6" well 1,000 gal., also good ditch water rights. House and sheet metal shed. Price \$165.00 per acre. Will trade for land in Deaf Smith or Randall county.

415 acres, 400 cul., 1-6, 2-8" wells, 213 milo, 36 cotton, 63 wheat, 3/4 mile tile, on paving, 1-6 room and 1-5 room house, barn and corral and shop building, 12 miles from Hereford. \$400.00 per acre, \$20,000.00 down, balance 20 year loan, at 6% interest.

160 acre near Bootleg, \$115.00 per acre.

9.05 acres, 4" well, and domestic well, 3-bdr. home, 1 1/2 bath, 7 acres planted in fescue grass. Price \$26,500.00 terms. Nice 2 acre tracts 3/4 miles of city limits, on paving, requires brick homes not less than 1400 sq. ft., restricted 2-horses or club calves Price \$4,000.00. Highway Frontage on 385 - 400 ft. deep, \$80.00 per front foot.

Call for J. M. Hamby at Hamby Real Estate Off 364-3566 Res 364-2553

RALPH OWENS & ASSOCIATES
 311 Park Ave... Realtor
 PHONE 364-2222
 SUNDAYS AND AFTER 5:30 P.M.

Jeane Coker 364-5439
 Sam Long 364-0381
 Ralph Owens 364-2560

QUIET, LOW TRAFFIC STREET
 New, three bedroom, 2 bath home on Cherokee. Call today to see this! Sunken living room, large family room with wood burning fireplace. Beamed ceilings and shag-carpet enhance the spacious rooms of this Don Mason built home. H-3405

ULTRA-MODERN - REDUCED PRICE
 Listen to music of your choice while working or entertaining in one of Hereford's finest homes. The compactly designed living area, kitchen, dining and step down family room are conveniently arranged for conversation and entertainment. See this and you will buy. H-3581

EXCLUSIVE NEIGHBORHOOD
 Surrounded by beautiful yards, this large 3 bedroom home has all the room for a living growing family. Large rooms with extra amount of storage closets. Completely carpeted over wood floors. Lots of value here. Loan and payment conditions excellent. H-3583

NO DOWN PAYMENT
 Owner says to sell! 2 bedroom, 2 bath home in Northwest Hereford. Central heat, refrigerated air. Large rooms thru-out. 2 car garage. Call today. H-2192

QUALITY — AT A SAVINGS
 This beautiful home on Texas is close to Schools, Churches and Shopping area. Extra large oak paneled den with fireplace. Large isolated master bedroom with double closets. H-2183

VETERANS SPECIAL
 3 bedroom, 1 bath home near Mall. Large paneled family room with nearly new carpet. Nice yard and vegetable garden. H-3566

3 BEDROOM BRICK
 on Star Setreet. This is a good house for a young family. Nice landscaping in fenced yard. Small down payment will handle this. H-3580

INVEST YOUR MONEY
 In this rental property zoned as commercial assuring value increase. Two units. New steel siding and storm windows. Make it your home and have rental also. H-2177

4 BEDROOMS NORTHWEST HEREFORD
 Will sell FHA or VA. Children go to Northwest School. Newly painted. \$16,000.00. H-3526

LOW INTEREST
 See this 3 bedroom, 2 bath home on Aspen close to schools and shopping district. 5 1/4% loan, payments on \$120.00. Fenced yard, 2 car garage. Brick veneer. H-3504

January Clearance!



WE ARE OFFERING OUR CUSTOMER'S OLD AND NEW GREAT SAVINGS ON OUR ENTIRE STOCK OF QUALITY NAME BRAND MERCHANDISE WE NEED TO REDUCE OUR STOCK TO MAKE ROOM FOR NEW ARRIVALS.

AT **Gaston's**

Sugarland Mall
&
Downtown Hereford

★ READY-TO-WEAR DEPT. ★

★ MEN'S DEPT ★



MEN'S SUITS

\$125.00 Now \$85.00
\$100.00 Now \$60.00
\$90.00 Now \$54.00
\$85.00 Now \$51.00
\$70.00 Now \$42.00

SPORT COATS

\$75.00 Now \$55.00
\$65.00 Now \$45.00
\$55.00 Now \$35.00
\$45.00 Now \$25.00

Many Reduced to 50% or More

Many Reduced Even More.

--- Alteration Charge ---

MEN'S SWEATERS
ENTIRE STOCK GOING AT

1/2 PRICE

Many Styles & Colors to Choose From!



MEN'S SLACKS

WOOLS & BLENDS
A GREAT SAVINGS!

\$22.00 Now \$15.90
\$20.00 Now \$13.40
\$18.00 Now \$12.00
\$15.00 Now \$10.00

ALSO SOME DOUBLE KNITS

20% OFF

--- Alteration Charge ---

MEN'S DRESS SHIRTS

Reg. \$7.50 Now \$5.00
Reg. \$8.00 Now \$5.35
Reg. \$9.00 Now \$6.00
Reg. \$10.00 Now \$7.00
Reg. \$11.00 Now \$7.35

Many Patterns and Styles to Choose From!



MEN'S COATS

WINTER COATS & JACKETS

\$26.00 Now \$17.00
\$37.50 Now \$25.00
\$40.00 Now \$26.67
\$60.00 Now \$40.00

ONE GROUP ALL WEATHER COATS REDUCED TO SELL. GREAT SAVINGS!



★ SHOE DEPT. ★

SPECIAL GROUP LADIES SHOES
Famous Brands, M.D. Heels and Loafers

Both Stores!

Values to \$20.00 **\$13.90**

1 GROUP GIRLS SHOES

1/2 PRICE

BOYS SHOES

1/2 PRICE

Both Stores!

Downtown Only!
ONE GROUP LADIES SHOES **\$3.00**

ONE GROUP LADIES SHOES **\$6.00**

ONE GROUP CHILDREN'S BOOTS **\$8.00**

★ BOY'S DEPT. ★

ONE GROUP SUITS & SPORT COATS

1/2 PRICE

BOYS SHIRTS

\$5.50 Now \$4.25
\$5.00 Now \$4.00
\$4.50 Now \$3.25

--- Many Reduced Even More ---

1 GROUP LADIES SHOES

Values to \$20.00

\$6.90

Downtown Only!

MEN'S SHOES

1 Group to \$20.00 **\$5.00**

1 Group to \$25.00 **\$10.00**

1 Group to \$26.95 **\$13.90**

OTHER MEN'S SHOES --- 10% OFF

LADIES PANT SUITS

Extra Nice Selection of Colors & Styles
Sizes 8-18
Were to \$35.00 NOW **\$19.90**
Sugarland Mall Only!

CO-ORDINATES

Polyester - Mix & Match
Pants, Skirts & Tops Reduced **1/3 OFF**

LONG DRESSES

Values to \$25.00
Sizes 8-18 **\$12.00**
Sugarland Mall-Only!

PANT COATS

Values to \$50.00
Sizes 8-18 Now Only **\$29.90**

ALL WEATHER COATS

Sizes 8-14
Values to \$45.00 **\$29.00**

LADIES DRESSES

Special Group
Reduced **1/3 OFF**

LADIES KNIT SUITS

Fantastic Buy
Regular to \$75.00
Reduced to **\$40.00**

MISSY DRESSES

• Polyester Sugarland Mall Only
• Wool Knits
• Prints & Solids
• Values to \$55.00 **\$15.00**

THIS IS ONLY A PARTIAL LIST OF THE FANTASTIC BARGAINS!

BE SURE AND COME SEE FOR YOURSELF!

ALL SALES

FINAL

PLEASE

SLEEPWEAR
ROBES & GOWNS

Vanity Fair
Reduced
20%

SPECIAL GROUP

LADIES PANT SUITS
Sizes 8-18
\$35.00

BETTER PANT SUITS

Wool Knits
Values to \$110.00
Reduced
1/3

JUNIOR DEPARTMENT
Sugarland Mall Only!

SKIRTS

Sizes 5-13
Regular to \$14.00 **\$10.00**

JUNIOR DRESSES

Sizes 3-13
Values to \$30.00 **\$8.00**

JUNIOR SEPARATES

Tweeds' Checks and Solids Sizes 5-15
1/3 OFF

SPECIAL GROUP

BLAZER COATS
PANT SUITS
HOT PANT SUITS
HOT PANTS

Sugarland Mall Only! **1/2 PRICE**

JUNIOR LINGERIE

Sugarland Mall Only! **1/2 PRICE**

ONE GROUP

JUNIOR DRESSES

Reduced

1/3

Gaston's

DOWNTOWN & SUGARLAND MALL

Weddings fill holidays



Mrs. Leaton B. Noyes
nee Joann Sciumbato
(Angel photo)



Mrs. Clinton J. Coneway
nee Greta Jacobs
(Bradly photo)

The Sunday Brand

SECTION TWO

HEREFORD, TEXAS, SUNDAY, JAN. 2, 1972



Miss Mignon Julian and Lane Hallows
engaged to marry in March



Mrs. Tony Hardin
nee Dana Hinton
(Bradly photo)

(See stories inside pages this issue)

1972

THIS ESTABLISHMENT WILL OBSERVE THE FOLLOWING HOLIDAYS

Memorial Day	Monday, May 29
Independence Day	Tuesday, July 4
Labor Day	Monday, September 4
Thanksgiving	Thursday, November 23
Christmas	Monday, December 25
New Year's	Monday, January 1, 1973

HOURS WILL BE:

WEEKDAYS	UNTIL
SATURDAYS	UNTIL
SUNDAYS	UNTIL

Courtesy Deaf Smith County Chamber of Commerce

NOW AVAILABLE—The holiday observance cards, such as this one, for the coming year, are now available at the Chamber of Commerce office at 126 E. Third. Merchants who would like to have the cards for display at their businesses can get them at the chamber.

Swords form archway for officer and bride

An arch of swords was formed by military officers for Navy Lt. Clinton J. Coneway and his bride to pass under at the end of their wedding ceremony at First United Methodist Church Thursday evening.

Another touch of the military was at the cutting of the wedding cake, performed in military style with the bridegroom's sword.

Mrs. Coneway is the former Miss Greta B. Jacobs of Monterey, California, daughter of Mrs. Melvill Jacobs of Albuquerque and the late Mr. Jacobs.

Mr. and Mrs. R.P. Coneway Jr. of 104 Rio Vista Drive are parents of the bridegroom, who presently attends naval destroyer school in Newport, Rhode Island.

The marriage ceremony was conducted by Dr. Clifford Trotter of Amarillo, district superintendent for United Methodist Churches and formerly pastor of First Church here. Candelabra set in massed fern at the altar held tapers to light the bridal party.

Robert Haugen of Missoula, Montana, uncle of the bride, gave her in marriage.

Her maid of honor was her twin sister, Miss Thyra Jacobs of Albuquerque, and the matron of honor Mrs. John Casselman of Chico, California, a childhood friend and college roommate.

Stephen Paul Coneway was his brother's best man and Lt. Com. Charles Koerber of San Diego was groomsman. Another brother, Tom Coneway, and Gregg Goodall of Breckenridge lighted the candles.

Swordsmen were Lt. Com. Koerber, Lt. (jg) Bill Armstrong of Newport, Lt. Steve Wilson of

Maryland, Lt. Jim Reinauer and Lt. (jg) Bob Reinauer of Jacksonville, Fla., and Ensign David Grubbs of Longbeach, California.

Vocal solos, More and The Navy Hymn, were sung by Ben Gollehon. Mrs. Joe Hacker was the organ accompanist who also played Purcell's Trumpet Voluntary as the processional, changing to the theme from Wagner's Bridal Chorus as Miss Jacobs came down the aisle, then the Mendelssohn Wedding March for recessional.

The bride's gown was of candlelight satin, its high-necked empire bodice and long slim sleeves encrusted with Alencon lace embroidered in crystals and seed pearls. The slightly flared skirt fell unadorned to carpet length and a lace-edged train attached at back waistline extended to form a half-circle.

Her Camelot coil of re-embroidered lace over satin held bouffant layers of illusion which drifted over her shoulders. Her bouquet was of white roses and miniature carnations with lacy fronds of fern.

An heirloom piece, her grandmother's cameo ring, matched her cameo necklace, gift of the bridegroom.

Attendants wore royal blue velvet with white fur berets, and carried muffs of the fur to which bouquets of golden roses were fastened. The dresses were floor length, with gold braid banding the empire waistline, high neckline and leg-o'-mutton sleeves.

The bride's mother chose for the wedding an avocado green brocade dress, and Mrs. Paul Coneway a grey alaskine with natural mink trim. Both had cymbidium orchid corsages.

After the ceremony, Lt. and Mrs. Coneway and their parents received guests at Hereford Country Club before the couple left for several days in New York City and Cape Cod. The trip will end at their home at 901 Newport Manor in Newport.

Mrs. Charles Koerber and Miss Carri Neal of Clarendon served the bride's cake and Mrs. Edwin Goodall of Breckenridge the groom's cake, while Mrs. Stephen McWhorter and Miss Angela Grubbs ladled punch. The white cake was placed between candelabra with a bouquet of white roses and carnations.

Mrs. Stephen Coneway invited guests to register and five-year-old Jennifer Loebner presented each a "thank-you" scroll.

For the honeymoon trip, Mrs. Coneway had changed to a brown and off-white wool tweed coat with matching scarf, worn over an off-white wool dress. Accessory accents were in brown. She has been a teacher in elementary grades at Monterey the past three years, after receiving the BA degree in social sciences

at Sacramento State College. High school studies were completed at James Lick High in San Jose.

Lieutenant Coneway earned his MS degree in physics at Naval postgraduate school in Monterey. The University of Texas conferred his BS degree in nuclear engineering, and he was graduated from high school in Hereford.

Guests from other cities for the wedding included Mr. and Mrs. Jim Grubbs of Odessa, Mr. and Mrs. Rick Grubbs of Lubbock, Miss Marguerite Haugen of Phoenix, Mr. and Mrs. William P. Luedke of LaCrosse, Wis., Miss Ruth Neal of Clarendon, Dr. Edwin Goodall and Greg of Breckenridge.

GOSPEL MEETING

Jan. 2 thru 9th
Special Services
9:30 - 10:30 & 8:30 p.m.
Week Day Services
7:30 p.m.
Begin the New Year Right
Begin with God
CENTRAL CHURCH
OF CHRIST
Sunset & Plains

Briscoe campaign begins new year

Briscoe for Governor campaigners, currently criss-crossing Texas in the herculean task of setting up 254 county campaign units, were given a faint ray of hope and sunshine in the late fall when the Longview News-Journal and the Denton Enterprise released results of their gubernatorial polls that saw Dolph Briscoe leap to the front by margins of 6 to 1 and 3 to 1 respectively.

Now it is nearing the first of a new year. And with the January 1, 1972 New Year's date, attention will be focused on the

race for the Governor's mansion. A race, the like of which, has not been seen in four decades. With the count-down at 120 days to May 6, 1972, date of first Democratic primary, more good news, came sweeping in from several corners of the Lone Star State, to give the Briscoe camp a Christmas present in the form of further encouragement.

Central Texas, long the "Bellwether" of traditionally torrid Texas political fights, produced a poll two weeks ago that indicated the governor's race would be strictly "no-contest" if the election had been held the first of this month. According to the Williamson County Sun, sampling Georgetown and area voters, Briscoe ran away with the votes. Racking up an astounding 9 to 1 margin over Barnes, Yarborough and Smith, Briscoe gathered strength from college student voters as well as the city-country electorate.

Jumping to far north Texas and the city of Bowie news of another poll rolled in, this time termed a "Straw Vote" and conducted by Jim Winters, editor and publisher of the Bowie News. Once again, the name Briscoe headed the list of the four contenders—announced and unannounced. Briscoe gathered up 50.7 per cent of all votes; Barnes 33.3 per cent; Yarborough 10.1 per cent and Smith 2.8 per cent. Only 3.1 per cent of that area's voters were undecided at that time.

Rebekahs plan installation of new officers

Announcement was made at the Rebekah Lodge meeting Tuesday evening that installation of officers for the new term will be conducted Jan. 11 by Mrs. Leonard Davis, district deputy. Dimmitt chapter members will assist her.

Elected officers to be installed at that time are Mrs. Francis Parker, noble grand; Mrs. Harold Hamby, vice grand; Mrs. Clarence Beauford, recording secretary; Mrs. Jim Loving, financial secretary; and Mrs. Ada Hallbough, treasurer.

Thirteen members were present for the meeting hosted by Mrs. Davis. Mrs. George Green, noble grand, presided.

Members are asked to remember the Jan. 11 event will feature a covered dish supper.

Del Rice, new manager of the California Angels, broke in as a catcher with the 1945 St. Louis Cardinals.

Coach Eric Tipton's 150-pound Army football team won five of six games last season. Their only loss was to Dartmouth.



CLASSIFIEDS GET RESULTS

Merle Norman
COSMETIC STUDIOS
Sugarland Mall 364-0930

January Clearance
"Advertised Prices Good till Cleared!"

ENTIRE STOCK OF
GIFT ITEMS 1/3 TO 1/2 OFF

1 TABLE OF OVERSTOCKED 71-72
MERLE NORMAN COSMETICS
Reduced to Sell

FURTHER REDUCTIONS ON

- Candles
- Music Boxes
- Plush Animal Toys
- Costume Jewelry

PLUS MANY MORE

A. O. THOMPSON
ABSTRACT CO.
Mr. and Mrs.
A. J. Schroeter
Courthouse
Phone 864-1504
P. O. Box 73
Free City Maps
Showing Blocks

SHOE SALE
ALL FALL STYLES
LADIES SHOES
1/3 to 1/2 off
and
ONE RACK OLD STYLES
ODD SIZES
\$1.00 - \$2.00 & \$3.00
LEONS
323 N. MAIN

Saturday, January 8th

8 99
KING SIZE
WALLEY
CREATIVE
COLOR
PORTRAITS
FOR ONLY

PHOTO HOURS
9 A.M. TO CLOSING

NO LIMIT

GET PICTURES MADE OF GRANDPA, GRANDMA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

SHUGART
COLOR
PHOTOS
FURR'S
400 Sugarland Drive

January Clearance

NOW IN PROGRESS AT THE VOGUE SAVINGS ON FASHIONABLE ITEMS!

1 Group of 71
DRESSES
From Our Regular Stock
Jr. Size 5-13
Ladies Size 6-20
Regular Price From \$24.95 to \$149.95
1/3 OFF

ALL
WINTER COATS
DRESS COATS
&
CAR COATS
1/3 OFF

1 Rack
SPORTSWEAR
BLOUSES
SLACKS
JACKETS
1/3 OFF

1 Table
ODDS & ENDS
BLOUSES
ROBES, BAGS
LINGERIE
HOSE GLOVES
1/2 PRICE

1 Group of 19
FORMALS
Size 6-16
1/2 PRICE

VANITY FAIR
LINGERIE
HALF SLIPS
PAJAMAS
1/4 OFF

THE Vogue
BESS MOORE, owner

Miss Tice wed to Alan Dunning

Mr. and Mrs. Alan Dunning will be at home Monday at 212-B Ave. C after a trip to Ft. Collins, Colorado, following their recent wedding at the First Baptist Church.



Mrs. Alan Dunning nee Nadine Tice (Angel photo)

and Mrs. J.T. Tice. Dunning is the nephew of Mr. and Mrs. Odian Nexon, 211 Ave. C.

The Rev. Lynn DeHart of Westway Baptist Church conducted the ceremony. Mrs. H. E. Owens was the organist, Mrs. Jack Rogers, pianist, and Judy Cargo, vocalist.

Mrs. Gary Stillwell was matron of honor and Sherrie West bridesmaid as Gerald Nunley served as best man with Otis Robinson as groomsman. Ushers were James Tice, Gary Dunning, Martin Urbanzyck, and Ralph Diller. Candle lighters were Douglas Tice and Kelly Hooser.

The bride wore a gown of white satin organza with a narrow band of Venise lace at the high neckline and cuffs. A satin bow accented the empire waistline; motifs of lace were stitched on bodice and sleeves and a lattice of pearls down the sleeve and the front of the skirt that extended to a bouffant back. The train had bands of Venise lace encircling the hemline.

Her veil of illusion was held with a profile headpiece of lace and pearl petals. She carried a cascade of white carnations with a large white orchid.

The bride's attendants wore royal blue velvet gowns with matching satin shoes. Each carried a white mum surrounded with blue pompoms.

A reception was held in the fellowship hall with Mrs. Gerald Nunley and Sue Klechak serving the cake, Marilyn James serving punch, and Beverly Konkel at the registry. Mrs. Jim Culpepper assisted at the reception.

Mrs. Dunning, a 1971 graduate of Hereford High School, is a student at West Texas State

Couple repeats marriage vows

A candlelight setting in Ward Parlor of First United Methodist Church was arranged for the marriage of Mrs. Teresa Larsen and Paul Edwin Willis Thursday evening, with family members and a few friends as guests.

Dr. Clifford Trotter, Amarillo district superintendent of United Methodist Churches, read the wedding service, which was followed by a dinner in the Caisson House before the couple left for a trip to Santa Fe. They will

return to a home at 218 Greenwood.

The bridal party stood between paired spiral candlebra with pink flowers and green foliage in the background. Tapers were lighted by Sonya and Nerissa Larsen, small daughters of the bride who wore blue frocks and carried single pink roses.

Solos, Walk Hand in Hand and Wedding Prayer, were sung by Bill Devers with Mrs. Bill Penn as pianist.

Mrs. Larsen chose a pink satin brocade gown, styled on simple lines, floor length and worn with a jacket. She wore a cluster of pink roses in her hair and carried more of the roses in a bouquet with feathered carnations.

Her matron of honor, Mrs. Jerry Don George, was dressed in violet crepe, street length, with a rose corage. Bobby Wil-

lis of Canyon was his brother's best man.

The dinner, for the wedding party and guests, had Dr. and Mrs. Howard R. Johnson as hosts. Pink and white carnations centered the table.

Mrs. Willis has been a resident of Hereford several years and is employed as a beautician. Willis, son of Mr. and Mrs. Paul Willis of Petersburg, is a graduate of West Texas State University and an employe of Holly Sugar.

LAUGH TIME



"I read that book and the only thing I lost was the four dollars."

Walter Blum has led the jockeys in winners at Atlantic City the last three years.

LA PLATA JUNIOR HIGH SCHOOL

BASKETBALL

1971-72

Jan. 6	Canyon Tournament	
Jan. 13	Clovis Tournament	
Jan. 17	Canyon Purple — at Hereford	5:00
Jan. 20	Hereford Tournament	
Feb. 3	Muleshoe — at Hereford	5:00
Feb. 7	Canyon White — at Hereford	5:00
Feb. 10	Canyon Purple — at Canyon	5:00
Feb. 14	Dimmitt — at Hereford	5:00
Feb. 17	Stanton — at La Plata	5:00

Loans

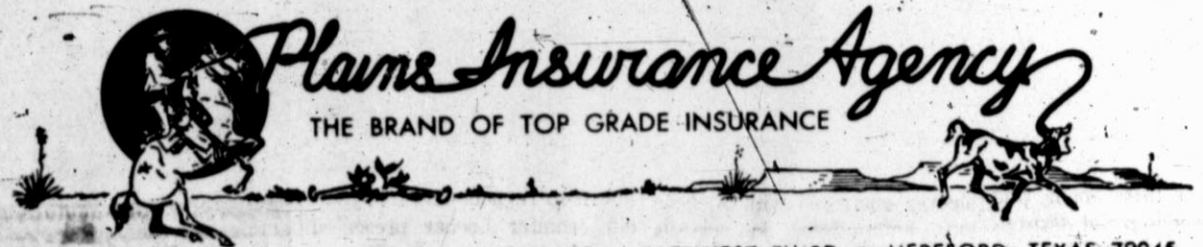
Auto-Furniture-Signature

Give us a chance to say yes
PLAINS FINANCE CORP.
906 South 25 Mile Avenue
364-3400 Hereford, Texas

SAME PEOPLE SAME SERVICE SAME LOCATION

We Just Have a ...

New Name



218 WEST THIRD • HEREFORD, TEXAS 79045

Formerly Robinson & Associates

WE JUST WANT OUR NAME TO REFLECT THIS
GREAT PLAINS AREA WHICH WE SERVE

Put the P. I. Brand on Your Insurance.

Experienced in all Forms of Insurance and Bonds!

THESE ARE THE LADIES THAT ARE AT YOUR SERVICE!



R. W. 'Bud' Eades



Marvin Coffey



J. W. Robinson



Herman Ford



Guin Torbitt



Chris Artho



Shirley Wyssmann



Judy Brownlow



Carol Jeffrey



Nelda Ricketts



Faye Dirks

January Clearance!

AMATEUR PHOTOGRAPHERS'

SPECIAL SALE



KODAK X-15 INSTAMATIC

COMPLETE COLOR
OUTFIT
CLEARANCE

\$19⁸⁸

WHILE SUPPLY
LASTS!

PRICE!

ENTIRE STOCK OF

KODAK® and POLAROID®

• Cameras • Cameras & Kits

• Movie Projectors

NOW IN STOCK --- REDUCED by

20%

HAROLD CLOSE



Walgreen Agency Drug
Sugarland Mall

Phone 364-2344

THE SUNDAY BRAND

Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, January 2, 1972

Indebted to advertisers

A newspaper always appreciates its advertisers. But like children and parents, we sometimes fail to express our emotions.

The new year is a time when we are specially reminded of the service and our advertisers provide for each other. Like children and parents, it's no two-way street.

Newspapers continue to be the No. 1 advertising medium. A newspaper is a community necessity. If you doubt this, talk to some of the stores in cities where strikes left them with no newspapers for several weeks. Ask Macy's or Gimbles in New York. In this day of competitive merchandizing, stores need newspapers. And the newspaper needs the stores. No newspaper could survive in our society without the advertisers.

There are some disadvantages to this system. There have been times when a few big advertisers attempted to control the editorial policy of newspapers. But this system is still superior to all other systems. We wouldn't want a system where the subscribers had to pay the publishing bill of newspapers. Few could or would be willing to pay perhaps a hundred dollars a year for a subscription. And we wouldn't want house organ newspapers financed (and necessarily controlled) by a private concern as General Electric, General Motors or Welch candies.

Our present system of newspaper publishing, despite unsavory local conditions, such as we have in Amarillo and Lubbock, is still the best. This being the case, the public does owe a debt of gratitude to those merchants who make possible a newspaper. There once was an era when merchants patronized local papers not to sell merchandise but because they were public spirited and were willing to "subsidize" a paper by buying space. But these times are gone. No longer do merchants buy ads in papers the size of this just so the town can have a paper. Our advertisers are much more sophisticated than those of the past. They buy ads for one reason... to assist in marketing their products.

They do not advertise because they either like or dislike the editor or the editorial policy of the paper. Once we knew of a city in which there was only one newspaper. It was anti-Jewish. Jewish merchants comprised a sizeable segment of the city's business population. They were all big advertisers in the anti-Semitic paper.

So another group tried to capitalize on this situation by establishing a second paper which courted the Jewish merchants. But it wouldn't work and this second paper probably never ended a month in the black before its demise. The Jewish merchants perhaps hated the established paper. They probably appreciated the new paper... but they didn't patronize it. They were not spending thousands of dollars a month in some cases because they liked or disliked the editor. Their only interest was in promoting their own business. So they patronized the prestige paper, the one with the best circulation, the one which reached the people and sold their merchandise.

Smart merchants view advertising quite impersonally. They are not like the old time merchant who charged advertising to "donations." We appreciate all our advertisers, particularly those who are in week after week and on whom we can count to pay the rent. This type of advertising is understandable. This is why one local food store has sold as many as 300 papers on Wednesday afternoon. Some of these people are subscribers, but they didn't want to wait until Thursday morning to see "the specials."

Most people understand why merchants buy space to announce their specials... but they don't understand why one would buy space just to wish "Merry Christmas" or a "Happy New Year." Why would Hemphill-Wells in Lubbock or White & Kirk in Amarillo pay hundreds of dollars just to extend their good wishes to the readers of the newspaper on New Year's or Christmas?

Business institutions, just like individuals have an image. Both may see nothing but the almighty dollar. If they want, both can thumb their noses at a request for a donation for Yule lights or United Fund. Both can never seem to find the check when having coffee with a third person. Both can refuse to assist a school or church activity. Both can refuse to give gifts at Christmas. Both can refuse to participate in a civic activity unless they can see a return of \$2 for each \$1 spent. "I'll get ahead of all the rest by refusing donations, letting others bear the cost of bringing visitors to town on Dollar Day." So they say.

Meanwhile, both are creating an image for themselves in the community. The public usually discovers who's who in a community. That's why we seldom seek the company of tightwads of extremely selfish persons. That's why we may walk a distance to avoid a store that has created for itself a reputation of taking but never giving, riding but never pushing.

If ever you find something you like in this paper, perhaps your daughter's wedding story, an accomplishment of your child, a personal item about yourself, don't thank us, thank the advertisers!

—Tulia Herald

Impartial control

Wage and price controllers, the men who sit on those assorted agencies in Washington, are supposed to render their decisions impartially. They may make the effort, but sometimes they can't persuade even their fellow controllers that they do.

There is, for example, the continuing Pay Board dispute about what to do with the aerospace contract. The agreement called for 12 per cent raises in the first year, more than double the 5.5 per cent guideline the board set for itself.

Up to now the guideline has seemed pretty meaningless, as the board has approved several increases far exceeding it. In fact some members of the board have become a little disturbed by complaints that agencies setting rules should at least endeavor to abide by them.

If the board is to begin following its own rule, it has to start somewhere, and the board's business members decided that the aerospace contract was as good a place as any. They didn't propose to haul the 12 per cent first-year boost all the way down to 5.5 per cent, but they suggested scaling it down to 7 per cent.

That was when some of the board's public members decided the business representatives were somehow guilty of "bad faith." As it happens, a couple of alternate business members come from the coal and railroad industries, two areas where the Pay Board has approved boosts far above its guideline.

The coal-railroad men, charged the public members, were taking "immoral" positions in voting for their own interests and then trying to draw the line. It wasn't altogether clear why huge wage increases were so great for the coal and railroad companies, but when anyone starts to argue about wages and prices the discussion can in time become a bit irrational.

The Sunday Brand

Established 1948
Published Every Sunday at 120 West Fourth
Hereford, Texas 79045
The Brand Publishing Company

MEMBER
NATIONAL
NEWSPAPER
Association - Founded 1885

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 30, 1879. Second-class postage paid at Hereford, Deaf Smith County, Texas. Subscription Rates: Zone 1, \$4.50 per year; Zone 2 and above, \$6.00 per year. With the Hereford Brand, both papers, Zone 1 \$5.95 per year; Zone 2, \$7.40 per year. Carrier delivery, \$1.00 per month. Single copies 20 cents each.
O. C. Nieman Publisher
Marshall Day News Editor
Sue Coleman Women's Editor
Grady King Advertising Manager
Bonnie Traylor Mechanical Superintendent

Texas!

Discovering the Lone Star State with...

FRANK OLIVER



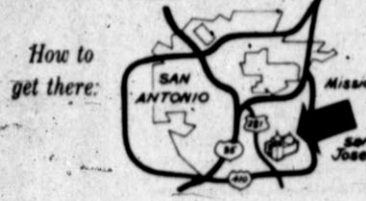
Mission San Jose

No mention of the history of Texas is complete without going all the way back to the landing of the first Europeans on our soil. From these early Spanish explorers and Franciscan fathers, Texas derived the great bulk of its heritage. Both they and the French had their eyes on this new land but, while the French made some inroads into the eastern part of the territory, it was the stronger influence of the Spanish, both military and missionary, that won the land over.

In 1691, the Spanish gravitated to the area that is San Antonio today. Because of the abundance of water, fertile soil and friendly Indians, they elected to establish a settlement and fortress for colonization, and a mission for the first order of business—God's business. The Franciscans set about converting the Indians to Christianity while the military went to work building a city. Both claimed the area the most beautiful in all New Spain. This included all of Mexico, Upper and Lower California, parts of Arizona, New Mexico and Nevada! Here was the first Texas brag.

The first mission in this promising land, San Antonio de Valero, (the Alamo) was established in 1718—the second, San José y San Miguel de Aguayo in 1720, and the third, San Francisco Xavier de Nájera in 1722. Later, Purísima Concepción de Acuña, San Francisco de la Espada and San Juan Capistrano were established in 1731. These missions functioned for years, spreading their influence through the land. With changing conditions, their activities were ordered ended in 1793.

This was born the realization that every Texan has two homes—his and San Antonio. On your next trip home, visit and marvel at the 250-year-old, still standing cradle that cradled the cradle of Texas... San Jose Mission... one of the most beautifully preserved examples of Spanish Colonialism in America today.



MAIN STREET, U. S. A.

Business to improve during coming year

BY BERT MILLS
Washington, D.C.—Business will improve in 1972, almost all forecasters agree, and the rate of real growth in the economy is expected to be 6 per cent or more, compared with about 3 per cent in 1971.

"Real growth" means the increase in the gross national product, less the amount attributed to higher prices. The consensus among economists is that GNP will climb about 9 per cent above the 1971 level, and that the inflationary factor will be subtracted to be held to about 3 per cent.

A growth rate of 6 per cent in the new year would be something less than a boom—and that is probably good news for almost everybody. Booms have a way of leading to unpleasant consequences later on, not necessarily a bust but usually

an added dose of inflation that is unhealthy for business, government, and the public.

Key industries in which an upsurge is foreseen in 1972 include retailing, automobiles, steel, oil, and construction. Practically all industries have been operating well below capacity, and expansion should be possible to achieve without undue inflationary pressures.

Business has been extremely cautious in 1971. Inventories have been held to a minimum. If 1972 sales reach expected levels, considerable rebuilding of inventories will be necessary. That will mean new jobs and added income.

Will the Public Spend?
Lack of consumer confidence has been a major factor in the economy in the recent past. There has been some evidence of a change in that attitude since

economic controls were imposed last fall. Christmas business was excellent, as one example, and surveys of buying plans show an uptrend in 1972.

Undoubtedly most people have money to spend. The consumer saving rate has been as high as 8 per cent as recently as early 1971, and the most recent figure was 7.7 per cent. Back in 1962, consumers saved only 5.6 per cent of their after-tax income, and in 1963 the rate was 4.9 per cent.

Most corporations are also in good shape to increase their outlays. Corporate profits are up of late and the consensus forecast for 1972 is a 15 to 20 per cent increase. Government figures point to a 9 per cent rise in capital spending in the first half of 1972, compared with the same period of 1971.

Devaluation of the dollar is bound to help U.S. business. The market for U.S. goods will be improved overseas, and imported merchandise will find it more difficult to compete. Exports seem sure to rise and the tide of imports may be stemmed.

Election Year Politics Involved
No economic forecast should overlook the political factors involved. This is a Presidential election year and the economic situation is sure to be an issue. Naturally President Nixon will do everything in his power to have the economic machine functioning as smoothly as possible by next November.

The President has taken unprecedented steps on the economic front. It is too early to say what the result will be. At the moment he seems to have all the best of the economic argument, but the jury will remain out for some time to come. The public must be convinced that the decisions he has made are in their interest.

Unemployment remains high and is a key Democratic argument today. While the jobless rate should come down in 1972, no dramatic improvement is foreseen by most economists. One group of business leaders has predicted the unemployment rate will never get below 5 per cent in 1972.

If so, Nixon will have failed to reach one of his key goals and will be vulnerable as a result. But the jobless rate is only one factor in the economic situation—a single cloud in a generally sunny sky.

THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his Johnson grass farm has discovered a new year is at hand, his letter this week indicates.

Dear editor:
It's that time of year again to look back over the past twelve months and ahead to the next twelve.

Personally, I'm about as good at telling what's going to happen as what did, like a state legislature waiting for the courts to tell it what the laws it just passed meant, and my prediction for 1972 is that most predictions will be about as reliable as the one made in 1910, by the man who said that when automobiles replace horses and buggies most flies will be eliminated.

Or the college professors in Italy who predicted Columbus would sail off the end of the earth.

Or any President in the last 25 years who predicted a balanced budget.

I know there are a lot of gloomy predictions for 1972 and the years ahead, one of which is that man will go up in smoke when a hydrogen bomb war breaks out or he'll suffocate in pollution, taking all living things with him.

I doubt this. I predict both man and alligator will be around for a long time to come, and that goes for flies and mosquitoes as well as China and Russia and the United States and all the continents and the seven seas with Hereford thrown in for good measure.

I have utmost confidence in the survival of man as long as he remembers the fundamental lesson of life: just keep dodging and don't look back.

Yours faithfully,
J. A.

Talk of Texas

BY JACK MAGUIRE

FOOTNOTE TO HISTORY—General George Armstrong Custer, who achieved a kind of immortality when he was massacred with his troops at the Little Big Horn, used to communicate with the Indians in sign language that he learned at the Texas School for the Deaf!

In 1865, Custer was sent to Austin to command the Federal troops that occupied Texas following the Civil War. His headquarters (still standing in Austin as a part of the "Little Campus" of the University of Texas) were not very far from the Texas School for the Deaf. Custer was intrigued by the way the students spoke to each other "by gesture" and rode over almost every afternoon to visit them.

Later, when Custer was sent to the frontier, he used the sign language of the Texas deaf students to communicate with the Indians. Communications with Sitting Bull and Crazy Horse, the Sioux chieftains, apparently broke down. At any rate, their braves destroyed General Custer and all of his men on June 25, 1876, in the battle of the Little Big Horn River.

GAME MAN—Herman A. Lawrence of Dallas recently became the second Texan and the sixth American known to have killed each of the 26 species of big game animals on the North American continent.

W.A. (Bill) Bond of Vernon, Wilbarger County, is the only other Texan known to have made similar kills.

THE LAND OF ODD—Watching the new movie hit, "The Last Picture Show," can be a traumatic experience for those who think they know Texas.

The movie received a great deal of publicity last year while it was being filmed in Archer City, county seat of Archer County. It was written by Larry McMurtry, who calls Archer City home, and whose best-selling novel tells the story of a boy growing up in a town very much like Archer City. But the movie-makers apparently didn't read the book.

In the movie, the town is Anarene, not Archer City. Anarene is an Archer County ghost town and isn't mentioned in the book. In McMurtry's novel, the story is laid in Thalia, which isn't in either the movie or in Archer County (it's actually in Foard County). And there isn't a picture show in Anarene, Archer City or Thalia.

Weldon Hart of Austin, the historian of Texas courthouses to whom we are indebted for these facts, says that it's a great movie anyway.

TRAVELING TEXAS—Storms which frequently strike Padre Island on the Texas coast often leave in their wake strange natural phenomena which the natives call "lightning glass." Lightning bolts striking the mud along parts of the island sometime fuse the sand molecules into glass-like particles the size of large dinner plates.

SENSING THE NEWS



By Anthony Harrigan
EXECUTIVE VICE PRESIDENT

Southern States Industrial Council

Among underground newspapers published here is a sheet entitled "Everything For Everybody." This apparently also is the name of a minor political and social movement. The crudely printed paper has leftwing editorials but, in the main, consists of classified advertisements of a non-political character. Most of the ads are for baby-sitters, house painters and repair men, people who want help or who seek friends. The ads aren't the sick type one finds in most underground papers in New York City.

In reading a copy of "Everything For Everybody," I was struck by the fact that the paper is an attempt to develop a communal feeling in the huge, faceless metropolis. Nothing of this sort existed a generation ago. No doubt a paper such as this is helpful to a number of people who feel lost in this non-community. But, then, I realized that this effort to establish community feeling and helpfulness was unnecessary a generation ago.

Big Town, as they used to say on radio in the faraway 1930's and 1940's, retained considerable community feeling on a neighborhood basis. The New Yorker of a generation ago knew many of the people on his block—the policeman on his beat, the tailor and presser, groceryman, and so forth. But that neighborhood feeling and sense of community has been terribly eroded, if it has not vanished altogether in Manhattan.

This is the era of a massive freak population in New York, of rampant crime and violence, of the shuttered and locked store where the owner admits only known customers. New York today is unsafe and only the freaks and the criminals enjoy full use of the city streets at all hours.

Ever since the early 1950's, the middle class and skilled working people have been fleeing Manhattan for the Long Island suburbs. They seek to escape the crime and instability of life in the inner city.

Actually, this is a national phenomenon. The old cities of the country are in grave trouble as central areas are abandoned by blue and white collar people understandably fearful of crime and deteriorating property values. Conditions in Manhattan simply represent an extreme.

Meanwhile, the inner cities fill up with unskilled, increasingly lawless people without the social discipline and self-reliance necessary for city living. Absurdly high minimum wage requirements deny employment opportunities to this population. Welfareism is a way of life for these people—an ugly, destructive existence. The conditions of pariahism breed violence, extremism and alienation from the mainstream of American life.

But the condition of the slum populations in the inner cities is not the only disturbing social development in our country. Many of the middle class people leaving their old neighborhoods fail to find true communities elsewhere. The mobility of our people is hurtful to maintenance of old values or development of sound, new values. Many people feel emotionally dislocated as a result of a continual round of moves from neighborhood to neighborhood and city to city. In the past, the neighborhood school served a constructive purpose in developing community feeling among the young. But government officials oppose the neighborhood school concept. They also are opposed to neighborhoods that aren't racially balanced. All the pressures of society are mounted in such a way to produce alienation.



ANOTHER TROPHY FOR LA PLATA — Seventh graders Terry Brady and Roy Martinez are shown here with the latest addition to La Plata Junior High School's trophy display. The consolation prize was won at the re-

cent Canyon Invitational tournament where eight schools participated, and the Hereford school beat Alamo Catholic of Amarillo and Dumas. T. A. Bell is seventh grade coach.

Adrian news

Mr. and Mrs. Lorin Creitz and Melanie and Kim Garrison attended the show "Lady and the Tramp" Sunday evening in Amarillo.

Mrs. Jeannie Vanderwork was Christmas dinner guest of Mr. and Mrs. Lorin Creitz and Melanie.

Mr. and Mrs. Ray Brorman and family spent Christmas day in Hereford with her parents, Mr. and Mrs. E.W. Bernd.

Mr. and Mrs. Billy Brown and family spent Christmas day in Vega with her parents, Mr. and Mrs. L.L. Biddle.

Kym Ivy of Ft. Stockton spent part of the holidays with her sister and husband, Mr. and Mrs. Bobby Brown.

Mr. and Mrs. Floyd Brown spent Christmas Eve with Mr. and Mrs. Billy Brown and family.

Mrs. Lena Gudgill spent Christmas day in Vega with her daughter and family, Mr.

and Mrs. Leonard Erwin. Later she visited Mrs. Gertie Whitten and grandchildren.

Mr. and Mrs. E.E. Allen and grandson, Keith Wood, spent the Christmas holidays in Odesa with Mr. and Mrs. P.C. Davis and Mr. and Mrs. L.C. Davis.

Mrs. Allyene Worsham spent the Christmas holidays in Albuquerque with her son and family, Mr. and Mrs. George Worsham and Mr. and Mrs. Tim Mulane and Bonnie Lee.

Christmas holiday guests of Mr. and Mrs. Don Morgan were Mr. and Mrs. Kippy Morgan and children of Happy, Mr. and Mrs. Jim Ross of Dalhart, Mr. and Mrs. Milton Fox of Lubbock, Major and Mrs. Donnie Morgan and family of Perna-mans, Germany came in Monday and then they will be stationed in San Antonio, Texas.

Mr. and Mrs. James Bearden and family spent the holidays in Matador with relatives.

Mr. and Mrs. John Gruhkey

spent Christmas day and Sunday in Wilson with Mr. and Mrs. Werner Klaus.

Mr. and Mrs. P.H. Gruhkey spent Christmas day in Amarillo with Mr. and Mrs. Bobby Banks and family.

GUARDS THE FOOD

WASHINGTON (AP) — Whenever President Nixon attends an official dinner in the nation's capitol, Arnold K. Clark is in the kitchen to protect the President's health. Clark, 42, is Washington's field service chief of the Bureau of Food and Drugs and part of his job is checking everything from sauce to silverware at a Presidential banquet.

"My job includes making sure that the proper sanitary methods are adopted to insure the protection of the President's health. And my men and I—there are usually four or five of us—are extremely cautious in this regard. And we have available techniques and equipment for analyzing food on the spot for any sort of contaminant," says Clark.

Read The Classified Want Ads!

HARMAN'S

WHITE - ELEPHANT - SALE

BEGINS MONDAY
9:00 A.M.

IT'S THE GREATEST THING THAT EVER HAPPENED TO YOUR BUDGET
It's our annual after-Christmas clean up sale... and the entire store is really brimming with big bargains in every department. Hurry and be among the first to get best selections. Nothing has been spared to make this our greatest event of the year. Be sure — Don't miss it.

Downtown Only

Name Brands Sorry, No Double Knits \$40.00
79.95 to 100.00 value

MEN'S SUITS

Large Selection Men's Name Brands Hard Worsted \$39.95 to \$65.00 Values 1/2 PRICE

SPORT COATS

Men's & Boy's HEAVY JACKETS & SWEATERS
Men's and Boy's Long Sleeve SPORT SHIRTS also knits, many colors and styles

Men's DRESS SLACKS made by famous Higgins Brand

Entire Stock Men's Dress FELT HATS No Western Hats 1/3 OFF 12.95 to 18.95 values

Men's and Boy's COATS All Weather Assorted styles 1/3 OFF

Group Boy's COWBOY BOOTS Sizes 8 1/2 to 3 Values to \$12.99 \$8.88

Large Selection Men's Nunn Bush SHOES Values To \$27.95 \$17.88

Men --- Don't Miss this Value!
NAME BRAND DOUBLE KNIT SPORT COATS & SUITS 25% OFF
Sorry, No Alterations
1/3 OFF

Few Days Only! Men's TONY LAMA BOOTS 25% OFF
Men's H-BAR-C WESTERN SHIRTS sta. prest values to \$8.99 \$5

PRICE SLASHED 33 1/3 TO 50%
AMAZING! FANTASTIC! UNBELIEVABLE!
That's what you'll say when you see the bargains in store for you from our Ready-To-Wear — Downtown and Sugarland Mall in Hereford, Texas!

DUCKWALL'S

Sugarland Mall

CLEARANCE SALE

See Our Selection of ...

- LADIES HOSIERY
- LADIES SLACKS
- LADIES BLOUSES
- GIRLS SLACKS
- GIRLS KNIT TOPS

Not all items in each category included in clearance. Check our clearance counter for hundreds of items reduced to sell.

AQUA NET HAIR SPRAY
13-oz. 67c Value
37¢
Reg. - Super. or Unscented

PRELL CONCENTRATE SHAMPOO
\$1.13 Value
67¢

CLAIROL LOVING CARE HAIR COLOR LOTION
\$1.46 Value Many Colors to Choose From
\$1.09

PIECE GOODS
See Our Large Table of Assorted Fabrics.
REDUCED AS LOW AS 1/2 AND MORE

DOWNTOWN		SUGARLAND MALL	
Ladies' both stores	1/2 OFF	Extra Special! Glen Raven Both Stores	\$148
SWEATERS Small Group	1/2 OFF	PANTI-HOSE New Shades \$2.00 Value	1/2 PRICE
Sale of SLEEPWEAR Gilbreath - Shorty Long Pajamas Robe & Pajama Sets	1/2 OFF	SPORTSWEAR Skirts, Pants, Tops & Sweaters values to \$16.00	1/2 PRICE
DRESSES Petites, Juniors, Misses Values to \$5.00	1/2 OFF	1 Group Long & Short Quilted ROBES also nylon fleece Values to \$27.00	1/3 OFF
Odds and Ends SPORTSWEAR Skirts, Tops, Pants and Sweaters	1/2 OFF	Betty Rose Surburban COATS 30.00 to \$110 values	1/2 OFF
Ladies ROBES Long & Short Quilted values to 27.00	1/3 OFF	Petites, Juniors & Misses DRESSES Also Half Sizes Values to \$55.00	1/2 OFF
Sale ODDS & ENDS RUGS BATH MAT SETS Boxed Towel Sets	1/3 OFF	Entire stock of Fashion Craft SHOES values to 15.99 not all sizes available both stores	\$7.88 pair
Betty Rose Surburban COATS 32.00 to \$110. values	1/2 OFF	Sale Fashion Craft BOOTS \$17.99 to \$20.99 Value Both Stores	\$14.88
Sorry! No Exchanges, No Refunds or Phone Orders During White Elephant Sale!		1 Group Ladies HAND BAGS Assorted Styles and Colors.	1/2 price

Evening wedding read for couple in church

Red and white poinsettias flanked the wrought iron candleabra at the altar of Saint Anthony's Catholic Church, as the background for the wedding of Miss Joann Sciombato and Leaton B. Noyes Friday evening.

Parents of the couple are Mr. and Mrs. Carl Sciombato of Route 5 and Mrs. Paul Sellers of Eunice, N.M., and Ben Noyes of Amarillo.

The Rev. John Kiesling officiated the ceremony as Mr. Sciombato gave his daughter in marriage.

Miss Linda Sciombato, sister of the bride, attended her as maid of honor, while Lonnie Noyes served as best man.

Miss Anna Noyes was bridesmaid and Charles Short Jr. was groomsmen. Ushers were Albert and Phillip Sciombato, Johnny Kuper and Oscar Williams.

A prelude of music was played by Miss Trisha Herr; Mrs. Joe Reinauer and Ed Dzhuk, Jr. were the vocalists. Selections included Love Story, Whither Thou Goest, Marine Hymn, Twelfth of Never and the traditional bridal march.

The bride's gown was fashioned of diamond white Chantilly lace over taffeta with long

fitted sleeves and chapel train. Fine lace ruffles formed a wide front panel extending from the fitted waist while the squared neckline was marked by scalloped lace embroidered with seed pearls and irridescent.

Her elbow length veil of English illusion fell in tiers from a beaded white lace coronet. Following tradition, the bride wore an heirloom lavalliere of gold with ruby stone and pearl teardrops, which had been worn at the wedding of her grandmother and mother. She carried a bouquet of red American Beauty roses surrounding a single white orchid.

Miss Sciombato's attendants wore formal dresses of royal blue silk chiffon. Each carried single long-stemmed American Beauty rose.

The wedding reception was held in Saint Anthony's Hall with Mrs. Albert Sciombato serving the cake, Julie Urbanczyk serving punch and Evelyn Urbanczyk pouring coffee. Mrs. Phillip Sciombato registered guests.

Mrs. Noyes wore a purple double knit pantsuit for the wedding trip to Old Mexico. They will be at home after Jan. 4 at 106 West 7th Street.

The bride is a 1970 graduate

of Hereford High School and is employed at Westgate Nursing Home. A 1968 graduate of Hereford High School, the bridegroom attended West Texas State University and has served two years in the Marine Corps with one year active duty in Vietnam.

Out-of-town guests at the wedding were Mrs. Ben Noyes, Amarillo; Bill Sellers, Eunice, N.M.; Mrs. Charles Short, Vega; Mr. and Mrs. Joe Jesko, Friona; Mr. and Mrs. Eloy Marin, Clovis; Mr. and Mrs. Victor Vitarelli, Amarillo; Mr. and Mrs. Wilber Keener, Clovis.

Jan Miller is among graduates

A Hereford student was among the 599 candidates for December degree completion at Southwest Texas State University.

Receiving a bachelors of science in education degree from the School of Education in the College of Professional Schools was Jan Susan Miller, daughter of Mr. and Mrs. Billy Miller of 418 Star St. in Hereford.

Of the 599 students seeking mid-year completion, 34 were working toward masters degrees, while 565 were completing bachelors degrees programs. The bachelors level candidates included 160 from the College of Arts and Sciences and 405 from the College of Professional Schools.

Since Southwest Texas has no mid-year commencement ceremonies, the December graduates will receive their diplomas in spring graduation exercises May 19.



DE STUDENT OF THE WEEK — Debbie Young, daughter of Mrs. Polly Young, has been named as this week's Distributive Education Student of the Week. Miss Young, a junior at Hereford High School, is employed by Charles Burfield at Shook Tire Company.

Little Dribblers' meeting Monday

A meeting is planned Monday for all persons interested in helping with the Little Dribblers' Basketball program that is to be sponsored by the Hereford Jaycees. The meeting will be at 8 p.m. in the Flame Room of Pioneer

Natural Gas Company.

All coaches, managers, referees, gatemen, scorekeepers and others interested in assisting with the program are urged to attend.

Little Dribblers' is in its second year under the sponsorship of the Hereford Jaycees. The basketball program is open to boys 8 to 12 years of age.

Penn State sold out its 1971 five-game home football schedule on June 1, more than four months before the Oct. 3 home opener against the Air Force Academy.

The 1970 Penn State football team ranked third nationally in pass interceptions.

Read The Classified Want Ads!



FIRST BAPTIST KINDERGARTEN

ANNOUNCES

MID TERM ENROLLMENT


MONDAY, JANUARY 3rd

4 and 5 Year Olds
2, 3, and 5 Day Programs

KINDERGARTEN Call 364-1124

MARGARET LOMENICK Call 364-3305

WILL LEGAL ESTATE COSTS BE PAID OUT OF YOUR ESTATE? OR FOR YOUR ESTATE?



Herman Ford
C.L.U.

218 W. 3rd
Phone
364-2232

SOUTHLAND LIFE
Insurance Company

Hearford Agent
into your life.

GOSPEL MEETING

Jan 2 thru 9th
Sunday Services
9:30 - 10:30 & 6:30 p.m.
Week Day Services
7:30 p.m.

Begin the New Year Right
Begin with God

CENTRAL CHURCH
OF CHRIST
Sunset & Plains

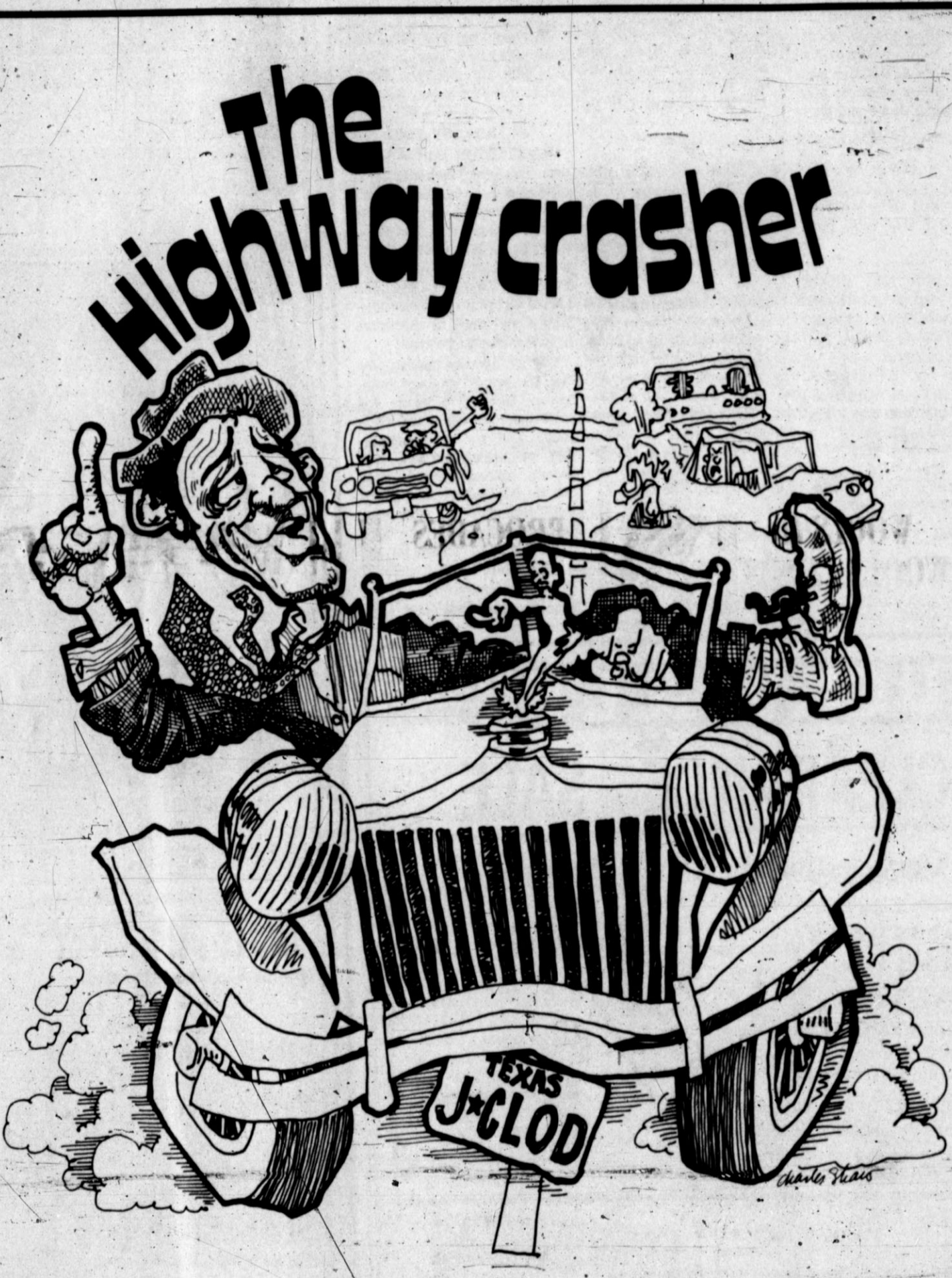
Giant Warehouse tire clearance.

<p>4 PLY POLYESTER MILEAGEMAKER PLUS</p> <p>B78-13 Plus \$1.51 F.E.T. \$19.95</p> <p>S60-15 Plus \$1.74 F.E.T. \$23.95</p> <p>G78-15 Plus \$2.84 F.E.T. \$29.95</p>	<p>4 PLY NYLON CORD WINTER RELIANT</p> <p>600x13 Plus \$1.76 F.E.T. \$12.88</p> <p>825x15 Plus \$2.37 F.E.T. \$22.95</p> <p>855x15 Plus \$2.48 F.E.T. \$24.95</p>	<p>4 PLY NYLON CORD GROUND GAINER</p> <p>B78-13 Plus \$1.95 Fed. Tax & Old Tire \$15.96</p> <p>G78-15 Plus \$2.54 Fed. Tax \$22.88</p> <p>H78-15 Plus \$2.80 Fed. Tax \$22.88</p>
<p>TRACTOR TIRES</p> <p>15-5-38-6 Plus \$1.68 F.E.T. \$103</p> <p>15-9-38-6 Plus \$1.68 F.E.T. \$148</p> <p>15-4-38-6 Plus \$13.05 F.E.T. \$156</p>	<p>4 PLY NYLON CORD REGULAR TREAD RELIANTS</p> <p>650-13 Plus \$1.76 F.E.T. \$9.88</p> <p>775-14 Plus \$2.14 F.E.T. \$14.88</p> <p>825-14 Plus \$2.32 F.E.T. \$16.88</p>	
<p>CARGOMASTER SL TRUCK TIRES</p> <p>800x20 Plus \$7.45 F.E.T. \$48.82</p> <p>1000x20 Plus \$9.19 F.E.T.</p> <p>1000x22 Plus \$10 F.E.T. \$70.00</p>		
<p>4 PLY POLYESTER GP WHITEWALLS Reduced to Clear 775-15 or F78-15</p> <p>\$15.50 Plus \$2.26 F.E.T. & Old Tire.</p> <p>COMPLETE BRAKE OVER HAUL</p> <p>Custom \$37.88</p>		
<p>MOTOR TUNE-UP Cyl. \$15.88 Cyl. \$19.88</p>		



JCPenney
auto center
The values are here every day.


Instant Credit if you Qualify!



The "Highway Crasher" isn't a New Year's party crasher. He does his crashing on the roads of Texas. And he's busiest after those New Year's celebrations. He's had a few drinks—usually more than he realizes. Then he tries to drive home. That's when he crashes.

sometimes driving friendly means not driving at all.

Sunday Brand



The Governor's Committee on Traffic Safety

A public service message by this newspaper.
A public service message from the above advertisers.

Along the Frio

BY MRS. OWEN ANDREWS, Christmas Eve was observed by the annual tree and program, followed by Santa's appearance at Frio Baptist Church Fellowship Hall. This custom has been followed in this community for many years — no one knows exactly how long — probably more than fifty years.

Approximately 100 persons attended the program which was given by groups from each of the Sunday School classes. Program consisted of a manger scene, singing of carols, and messages on the meaning of Christmas.

Rev. Sam Ogan came home from Hereford hospital on Thursday after a few days bout with pneumonia. He was improving, but was restricted to staying in the house and resting for several days. On Sunday morning, Mr. and Mrs. Marsh Pitman spoke to the congregation on work of the Baptist Student Union among students at O.U. at Norman, where they attend school. Olin

Parris, deacon, spoke at the evening service.

Frio Homemakers Club had the Christmas party on Monday evening at the home of Mrs. Carlton Dobbins. Exchange of gifts revealing secret pals for the past year was the feature of the evening, followed by visiting and holiday refreshments. The hostess was assisted by her granddaughter, Sammie Vinson.

Attending were Mesdames Fank Robbins, T.L. Sparkman Jr., David Yandel, Lloyd Shultz, Tommy Sparkman, Annie Springer, Laura Littrell, Herbert Bruns, Ronnie Andrews, Owen Andrews, Sam Ogan, Jack Andrews and Miss Alma Andrews.

The Glenn Gripps spent Christmas at Stephenville with her mother, Mrs. Tait Moring, and other relatives. Monte Gripp, senior student at Tarleton State U. came home with them to spend the holidays.

Mr. and Mrs. John Stokes of

Mt. Vernon, Wash., came home for Christmas, surprising her parents, the Spicer Gripps. They also were visiting his family near Lubbock.

Relatives here to be with Mrs. H.M. Mobley, the Floyd Coles and D.C. Millers during the holiday weekend were the Earl Rehos, Midland, Mrs. Jewel Price, Floydada, the Herman Yinsons, Pampa, the Don Mobeys, Farmington N. M., and a niece, Mrs. John Brittain, Mr. Brittain and sons, of Odessa.

Among students home for the holidays are Virgil Barber of Lubbock, Bill Cole and Steve Robbins, Dallas, Cheryl Cole, Stillwater, Okla.

Home for the holidays with the Andy Axes were their daughters and sons-in-law, Larry and Andrea George, Tommy and Nancy Needham and son of Plainview, George has recently been released from the Army, having been stationed at Ft. Hood lately.

Spending Christmas with the J.E. Warricks were her children, the Don Weems, of Tuc-

son, the Darrell Culps. Friends who called Saturday were Mr. and Mrs. Lee Renner, Wilcox, Ariz. and Dick Renner of Denver.

Mr. and Mrs. Lloyd Shultz and Dennis Ashby went to Melrose, N.M. Christmas day to visit the Joe Shultz family. The Shultz have a new month old son, named Justin Wynn. They also have two other sons, Shultz's daughter, Mrs. Paul Wright, also has a new baby boy, whom they have named Lloyd Anthony, about two weeks old. The Wrights live

near Los Angeles. The Paul Wrights have a daughter, 2½ year old Paula.

Relatives spending Christmas day with Miss Alma Andrews were the Charles Kings, and granddaughter, Darlene King of Amarillo, the Chesley Johnstons, the Tommy Sparkmans, the Eugene Baldwins, Mr. and Mrs. Elmer Jones Mr. and Mrs. T.L. Sparkman Jr. Mr. and Mrs. Henry Andrews and Doris Jean, who came Christmas Eve from California to be with her parents during the holidays.

Mrs. Allie Burris, Texico also visited the group after having dinner with the W.H. Andrews family.

Visiting Sunday with Mrs. Laura Littrell were Mr. and Mrs. Leonard Rogers and Lisdia, of Lubbock, Miss Alma Andrews, Mr. and Mrs. W.H. Andrews.

Family of Mrs. B. H. Baldwin here during the holidays were the Wesley Earps, of Denton, Rev. and Mrs. Bill Wadley Dimmitt, Miss Viola Keene, Levelland, Mrs. Darold Bald-

win and children, of Wilson, Mr. and Mrs. Robert Baldwin and Kristi of San Antonio.

Those other than the Andrews children coming to the Owen Andrews Christmas day were parents of their "in-laws" Harry Bruns, Vernon, Bradley Burris, Canyon, Mrs. Lucille Berryman, Hereford and the J.B. Zetzsches, Friona. Also, Mr. and Mrs. T.L. Sparkman Sr. were there.

Northern pike, chain pickerel and muskellunge are closely related.

LAFF-A-DAY



"I don't suppose it would ever occur to you that the sign is pointing in the wrong direction."

Read The Classified Want Ads!

BOTH STORES



WHITE SALE!

ABLAZE WITH COLOR! JAM-PACKED WITH VALUES!



PACIFIC® 50% FORTREL® 50% COTTON PERCALE NO-IRON SHEETS

Lovely new multi-print floral pattern

3.99 Twin Flat or Bottom Contour®

4.99 Full Flat or Bottom Contour®

2 FOR \$5.

2 FOR \$6.

42" x 36" Pillow Cases

2.50 pair

A lovely new multi-print to add color and warmth to your home — a cheerful fresh design that will give lasting beauty any season — in any decor. These are of the softest no-iron Fortrel® polyester and cotton percale. They'll launder with ease and look lovely every time. And you have a choice of flat or Bottom Contour® styles.

DAN RIVER® SALEM STRIPE OR MID-TONE NO-IRON SHEETS

50% Fortrel® Polyester 50% Cotton. They never need ironing. Fine soft luxuriously smooth finish.



TWIN FLAT or FITTED

FULL FLAT or FITTED

2.99 Value Sale Price

2.34

3.99 Value Sale Price

3.34

42 x 36 Cases 2.84 pair

5.99 Value QUEEN SIZE

5.24

7.99 Value KING SIZE

7.24

42" x 46" Cases 2.64



Bold, luxurious solids and stripes to mix and match — as you wish. These lovely coordinated bed fashions are of Fortrel® polyester and cotton — so, no ironing, no worries. Choose from shades of Green, Yellow, Pink, and Lilac. And you have a choice of flat or fitted styles.

Reg. T.M. Fiber Industries

DOLLAR DAY SPECIALS BOTH STORES

<p>Men's & Boys DRESS SHOES \$5 - \$6 - \$8 - \$10</p>	<p>CLOSE OUT GROUP LEVI & WRANGLER JEANS DRESS FLARES & STRAIGHT LEGS \$4.88 Good Ass't</p>	<p>Large Group Men's Dress & Sport SHIRTS Values to \$6.00 NOW 2 FOR \$5.00</p>	<p>Large Rack Ladies GOWNS \$5.00 PAJAMAS ROBES</p>
<p>Little Girls STRETCH BOOTS Sizes 13-4 White \$5.00 Black Red</p>	<p>MEN'S SWEATERS Christmas Left Overs Your Choice 1/2 Price</p>	<p>Ladies PURSES Your Choice NOW 1/3 OFF</p>	<p>All Ladies HAIRPIECES All Styles Colors NOW 10% OFF</p>
<p>Men's Ankle Strap Dingo BOOTS \$18.88</p>	<p>Group Men's TIES Values to \$5.00 1/2 PRICE</p>	<p>BONDED ORLONS Regular \$3.99 Solid & Plaids NOW \$2.00 YD.</p>	<p>Large Group Ladies Early Fall DRESSES \$4.00 Other Better Dresses Reduced</p>
<p>All Ladies COATS REDUCED 30% OFF</p>	<p>All Girls COATS NOW 20% OFF</p>	<p>Group Ladies BLOUSES & PANT TOPS NOW \$10.00</p>	<p>One Rack Men's & Boys JACKETS COATS SUITS SPT. COATS REDUCED</p>

ANNUAL JANUARY SALE FASHION YARDAGE



Advertised Prices Good Monday, Jan. 3 thru Saturday, Jan. 8, 1972.

WOOLS & WOOL BLENDS

Choose from a nice selection of plaids, stripes tweeds, and solids. All 54" wide.

1/3 OFF

BROCADES
1 Group Only

- Good Selection.
- Now Reduced

1/3 OFF

CHATTER CLOTH

50% Kodel Polyester, 50% Cotton. Machine Washable, Permanent Press. In prints only! 45" wide.

REGULAR \$2.50 Yard

\$1.88 YARD

KETTLE CLOTH PRINTS

50% Fortrel Polyester 50% Cotton A grainy distinctive texture. Gentle shadings are characteristic of the yarns. Machine Washable, no ironing. Prints only! 45" wide.

REGULAR \$2.49 Yard

\$1.44 YARD

100% COTTON CORDUROY

100% Cotton machine washable. Ideal for coats, jumpers, vests and jackets. 45" wide.

REGULAR \$2.49 Yard

\$1.88 YARD

VELVETEENS

100% Cotton, water repellent, spot resistant. Non-crush finish. 36" wide.

\$3.44 YARD

Regular \$3.98 Yard

ACRYLICS

100% Acrylic bonded for easy sewing. Machine washable. In plaids, solids & stripes. 54" to 60" wide.

\$3.00 Yd

Regular \$3.98 Yard

PRINTS

Rayon and cotton blends, all permanent press and machine washable. In stripes and small dainty prints.

\$1.19 YD.

Regular \$1.69 Yard.

TABLE GROUP

Miscellaneous fabrics and blends. Values to \$3.98

45" and 56" wide
Now Only!

\$1.66 Yard

FURR'S FOR YOU in 1972!



YOUR FOOD DOLLAR BUYS MORE
WITH FURR'S MIRACLE PRICES!
WE RESERVE THE RIGHT TO LIMIT QUANTITY!



TANGERINES
CALIF. ZIPPER SKIN

4 LBS. \$1

POTATOES

ALL PURPOSE
RUSSET
10-LB. BAG

59¢

ADVERTISED PRICGOOD THRU 1-2-72 - 1-5-72

GRAPEFRUIT

TEXAS RUBY RED
FANCY LB.



8 LBS.

\$1.00

APPLE JUICE FOOD CLUB 3 QT. FOR \$1
TOMATO SAUCE HUNTS NO. 300 CAN 5 FOR \$1
WESSON OIL 48-OZ. BOTTLE 98¢
SHORTENING Gaylord 3 LBS. 63¢
SWEET PEAS FOOD CLUB NO. 300 CAN 18¢

AVOCADOS Florida Fancy Each 3 For \$1.00
BANANAS Golden Ripe lb. 10c
GREEN ONIONS Ariz. Fancy Bunch 2 For 25c
RADISHES 6-oz. Cello Pkg. 2 For 25c
EGG PLANT Calif. Fancy, lb. 39c
CARROTS Top Fresh 1-lb. Cello Pkg. 23c

CUCUMBERS Fancy, Long Green Slicers, lb. 23c
ORANGES Calif. Sunkist Navels lb. 4 For \$1.00
GREENS Mustard or Turnips 2 For 37c
CAULIFLOWER California Sun White, Ea. 59c
PINEAPPLES Fresh Each 85c
CORN Florida Fancy Large Ears, Each 2 For 25c

Spinach Hunts No. 300 Can 5 For \$1.00
Beans N Fixins Big Johns 20 1/2-oz. 47c
Tomato Sauce Hunts with Bits, Herbs or Spices No. 300 Can 32c
Tomato Paste Hunts 12-oz. Can 35c
Tomatoes Hunts No. 2 1/2 Can 39c
Fruit Cocktail Del Monte 303 Food Club Cream Style or Whole Kernel Golden No. 303 Can 5 For \$1.00
Green Beans Food Club Cut No. 303 Can 5 For \$1.00
Raisins Food Club 2-lb. Cello Pkg. 69c
Detergent Topco White or Blue Giant Pkg 59c
Milk Carnation Tall Can 17c
Cookies Nabisco Oreo 15-oz. 49c
Tamales Gebhardt's 2 1/2 Can 37c
Sugar Powdered or Brown Imperial lb. 19c
Hot Dog Sauce Gebhardt's 10 1/2-oz. 27c
Syrup Log Cabin Maple 24-oz. 79c

Pancake Mix Food Club 2-lb. Box 39c
Plum Preserves or Grape Jelly Gaylord 18-oz. 39c
Apple Butter Food Club 28-oz. 48c
Honey Food Club 16-oz. Jar 53c
Mushrooms Sliced Food Club 4-oz. 52c
Dressing Food Club Italian, 1000 Island, Russian, or Green Goddess 8-oz. 35c
Tide Giant Box 10c Off 79c
Mayonaise Food Club Qt. 59c
Baby Food Food Club Strained Jar 10c
Miracle Whip Qt. 59c
Skillet Dinners Hunts Assorted Flavors Pkg. 79c
Jello Gelatin Assorted Flavors 3-oz. 10c
Margarine Fleischmann's Reg. lb. 49c
Prune Juice Del Monte Qt. 49c
Whipped Topping Food Club 8-oz. Pkg. 59c

PEACHES HUNTS YELLOW CLINGS, SLICED OR HALVES NO. 2 1/2 CAN 29¢
TOWELS ZEE LARGE ROLL 31¢
SUGAR FROSTED FLAKES FOOD CLUB 16-OZ. 49¢
SPANISH OLIVES FOOD CLUB 7-OZ. 49¢
AMERICAN BEAUTY SPAGHETTI 12-OZ. PKG. 22¢

TOPCO TISSUE
DEEP TONE
2 ROLL PKG. 25¢
4 ROLL PKG. 49¢

DIET FOOD EMPIRIN

SEGO LIQUID, ASS'T FLAVORS, 10-OZ. 4 FOR \$1.00
 COMPOUND 100's \$1.19

KOTIQUE

FEMININE DEODORANT SPRAY 3-OZ. 69¢




SHOP

Furr's

MIRACLE PRICES

LISTERINE



MOUTHWASH
32-OZ. \$1.19

STYLE HAIR SPRAY 13-OZ. 49¢



FESTIVAL LAUNDRY BASKET



BIG HEAVY DUTY 1 1/2 BUSHEL SIZE, ZINNIA OR MUSHROOM COLORS \$1.08 VALUE 99¢

EYE DROPS

VISINE 15CC 89¢

Dollar Sale

SIRLOIN STEAK

FURR'S PROTEN, LB.



98¢

FREE 2050 GOLD BOND STAMPS

START USING YOUR GOLD BOND MAILER TODAY

Save the Gold Bond Mailer which you have received in this week's mail and receive 2050 Gold Bond Stamps, free! . . . 1650 at Furr's and 400 at other merchants. The first coupons are good for (1) 50 Free without purchase (2) 100 Free with \$5 purchase During each of the coming 12 weeks you can take advantage of these free stamps. Don't miss the opportunity!

1650 STAMPS FREE AT FURR'S 400 MORE AT OTHER MERCHANTS!



ROUND STEAK T-BONE STEAK CLUB STEAK FAMILY STEAK

FURR'S PROTEN, LB.	98¢	STEAK CUBE	
FURR'S PROTEN, LB.	\$1 19	FURR'S PROTEN, LB.	\$1 29
FURR'S PROTEN, LB.	\$1 19		
FURR'S PROTEN, LB.	69¢		

Delicatessen

Pinto Beans	Pt.	39c
Bar-B-Que Beef	lb.	\$1.89
Cole Slaw	Pt.	39c
Bar-B-Que Sandwiches	Each	39c
Banana Pudding	Pt.	69c

Short Ribs	Fine for Bar-B-Que lb.	39c
Ground Beef	Family Pack lb.	58c
Shoulder Roast	Furr's Proten lb.	79c
Rolled Roast	Boneless lb.	89c
Pork Chops	Family Pack lb.	78c
Pork Roast	Extra Lean lb.	69c

Bacon Fryers	Sliced Frontier lb.	65c
Halibut	Fresh Dressed lb.	29c
Shrimp	Fillets - Boneless lb.	69c
Catfish	Top Frost - Breaded lb	\$1.69
Ground Beef Patties	Fillets - Boneless	79c
	Extra Lean	8 For \$1.00

STEW MEAT BONELESS LB. 79¢

HUNT'S KETCHUP

26-OZ. BOTTLE **39¢**

FOOD CLUB CAKE MIX

Assorted **4/\$1.00**

Pudding or Apple Sauce	Hunts Assorted 4 Can Pkg.	66c
Pears	Hunts in Heavy Syrup No. 300 Can	31c
Pork & Beans	Van Camps No. 300 Can	16c
Instant Tea	Food Club 3-oz.	89c
Peanut Butter	Jif 18-oz.	65c
Pickles	Heinz Qt. Jar Kosher, Hamburger, Genuine Dills, Sweet Cucumber Slices	59c

Chili	Gebhardt's With Beans 24-oz.	49c
Salads	Swifts Ham, Chicken, Tuna or Egg 7-oz.	69c
Tuna	Carnation Chunk No. 1/2 Can	39c
Dog Food	Purina Chuck Wagon 5-lb.	96c
Corn	Del Monte Cream Style Golden or Whole Kernel No. 303 Can	23c
Clorox Bleach	1/2 Gal.	32c
Aero Wax	27-oz.	81c

MORTON FRUIT PIES Apple, Peach, Cherry, Mince, Pumpkin	33¢
MORTON CREAM PIES ASSORTED	29¢

DOUBLE GOLD BOND STAMPS WEDNESDAY!

Fresh Frozen Foods

POT PIES	Top Frost, Chicken, Beef, Turkey, Tuna, or Mac. & Cheese, 8-oz.	5 FOR \$1.00
CORN	Gaylord, Whole Kernel Fresh Frozen, 24-oz. Pkg.	39¢
POTATOES	Top Frost, Hash Brown, 2-lb	39c
SPROUTS	Brussel, Gaylord 8-oz. Pkg.	29c



TOPCO ANTI-FREEZE	Plastic Gal.	\$1 19
PRESTONE ANTI-FREEZE	Plastic Gal.	\$1 49

SKIN CLEANSER

PROPA PH LOTION 6-OZ. **97¢**



PLASTIC TUMBLERS DISHWASHER

REG. 29c **4 FOR \$1.00**



TOPCO FASHION BOX

FACIAL TISSUE BOTIQUE TYPE

5 FOR \$1.00



TRANSCO 5 PIECES

EACH **\$1 99**



SHOP **Furr's** MIRACLE PRICES

Adrian news

BY ANN BEAVERS

I had a Christmas card from Mr. and Mrs. Bill Gilley (Charlene Pulliam) and family in Paw Paw, Mich. They moved there in January, from Hereford and are also former Adrian residents.

Charlene says, she buys the Kalamazoo newspaper every day and never sees anything in it that she knows anything about.

She was surprised one Sunday, early in December when she saw the article on "Married Twins Now Neighbors", about the twin sisters, Mrs. Ernest Franks and Mrs. Oscar Bronnman, that live in identical houses, side by side in Puckett Place in Amarillo.

The Franks and the Bronnman are also former Adrian residents. The article was printed in the Amarillo paper back

in the summer. So good news does travel as well as the bad.

Mr. and Mrs. Mob Bolin and family of Portales and Rev. Jesse Bolin of Hawkins, spent Christmas Day with Mr. and Mrs. N.L. Jacobson and Mr. and Mrs. Robert Jacobson and family.

Mrs. Ethel Chapman passed away Friday and the funeral was held Sunday in Arlington, her home. Mrs. Chapman was a long time Adrian resident. Mr. and Mrs. Joe Speed and Mrs. L.E. Garrison and Kirt attended the funeral.

Mr. and Mrs. N.L. Jacobson visited in Hereford with his sister, Mrs. Anna Witt in Kings Manor, Monday.

Rev. and Mrs. Roy Havins vis-

ited in Greenville with Rev. and Mrs. George Topper and in Temple with his father, Roy F. Havins and then in Lubbock with their son and family, Mr. and Mrs. Roy T. Havins and Roy Glen, during the holidays.

Mr. and Mrs. E.C. Parker of Amarillo visited Tuesday with his mother Mrs. Imogene Parker.

Mrs. Arvie Reeves spent last week in Amarillo with her parents, Mr. and Mrs. H.L. Hoagland and family.

Mark Bird of Gilmer spent Thursday and Friday with Mr. and Mrs. Cecil Blasingame, Saturday they spent in Amarillo with Mr. and Mrs. Elmo Bird.

Mr. and Mrs. Pat Blankenship and family spent the holidays in Gruver with Mr. and Mrs. A.L. Blankenship, and in Borger with Mr. and Mrs. Homer Warren.

Mr. and Mrs. Horace Betts spent the Christmas holidays in Wichita Falls with Mr. and Mrs. A.L. Browning and Mrs. Mary Gill.

Mr. and Mrs. Shag McCown, Mr. and Mrs. Joel Brownlee of Levelland, Mr. and Mrs. M. H. Zaring and Patty and Arthur Grey spent Christmas morning with Mr. and Mrs. Paul Jackson in Vega.

Kenneth Hicks spent the Christmas holidays in Hereford with his father, Claude Hicks.

Mr. and Mrs. Calvin Jackson spent the holiday in Clovis with his mother, Mrs. Gertie Kemp, then all went to Portales for dinner with Mr. and Mrs. Claude Rains.

Mrs. Billie Morell spent Christmas Day in Levelland with Mr. and Mrs. Frank Barker and Frankie and Mathew.

Mr. and Mrs. Derral Ward of Tucumcari spent Christmas day

with Mr. and Mrs. Elmer Beavers and Vickie and Dewey.

Mr. and Mrs. John Brorman and family spent Christmas day in Umbarger with Mr. and Mrs. Henry Battenhorst.

Sunday dinner guests in the home of Mr. and Mrs. John Brorman and family were Mr. and Mrs. Joe Brorman, Mr. and Mrs. Marvin Battenhorst and family and Mr. and Mrs. Alford Brorman and family, all of Hereford; Mr. and Mrs. Frank Brorman and family, Mr. and Mrs. A.H. Brorman and family and Mr. and Mrs. Anthony Pas and family, of Vega; Mr. and Mrs. Raymond Brorman and family of Adrian; Mr. and Mrs. Jack Galloway and family of Amarillo; Mr. and Mrs. Larry Wick and family of Dalhart; and Mr. Ralph Battenhorst of Umbarger.

Mrs. Mae Crawford of Vega visited Wednesday with Mr. and Mrs. Arvie Reeves.

Mrs. Laquetta Frost and Mark of Ft. Worth, Duane Collins, Mrs. Claudia Loveless and Larry and Jackie and Mrs. Millie Maupin were Christmas supper guests of Mr. and Mrs. Tommy Loveless and Craig.

Mr. and Mrs. Clinton Earl Brown and Stephanie of Clovis, Mr. and Mrs. Sq. Jackson and boys of Henrietta, Mr. and Mrs. Bobby Wayne Brown were Christmas supper guests of Mr. and Mrs. Earl Brown.

Mr. and Mrs. Mike Shane and Kerry of Buckholt and Mr. and Mrs. Roy Jobe and boys, Mr. and Mrs. Steve Jobe, Mr. and Mrs. Wade Jobe and daughter and Mr. and Mrs. Lewis Jobe, all of Tucumcari, were Christmas holiday-guests in the home of Mr. and Mrs. Alford Jobe and family.

Mr. and Mrs. Calvin Peters and boys spent the holidays in Dimmitt with Mr. and Mrs. M.A. Ferguson and Gene.

Clifford Rich and daughter of Amarillo enjoyed Christmas dinner with Mr. and Mrs. Dick Rich and family.

Mrs. Laquetta Frost and Mark of Ft. Worth spent the holidays with her sister and family, Mr. and Mrs. Tommy Loveless and Craig.

Mr. and Mrs. Ted Hale and family spent Christmas day in Floydada with her parents, Mr. and Mrs. Roe Jones.

Mrs. Alford Jobe and Dixie and Mrs. Mike Shane visited in Amarillo Tuesday with Mrs. J.E. Thomas.

Kenneth Zaring spent the Christmas holidays in Littleton, Colo. with his son and family, the Kenny Zarings.

Mr. and Mrs. Dwayne Gruhkey of Denver spent the holidays with his parents, the George

Gruhkeys.

Mr. and Mrs. Larry Guffey spent Christmas day and Sunday in Amarillo with her parents, the T.C. Townsends.

Christmas-holiday guests in the home of Mr. and Mrs. Faris Kromer were Mr. and Mrs. Elza Ray Pollard and Shannon of Norman, Okla., Mack King of Enid, Okla., Mrs. Glen King of Shamrock, Mr. and Mrs. Phillip Pinnell and children of Plainview and Bruce Kromer of Stephenville.

Christmas day dinner guests of Mrs. Millie Maupin were Mr. and Mrs. Earl Brown, Mr. and Mrs. Bobby Brown, Mr. and Mrs. Clinton Earl Brown and Stephanie of Clovis; Mr. and Mrs. Sq. Jackson and boys of Henrietta, Mrs. Laquetta Frost and Mark of Ft. Worth and Mr. and Mrs. Tomamy Loveless and Craig.

Mrs. Joe Brownlee and Shanna took Mrs. Larry Travis to Amarillo, Friday evening where she met Larry Travis, just in from Childress at the home of his parents, Rev. and Mrs. Don Travis and family. Then all the Travis spent the holidays in Darrouzette with their relatives.

Rev. Bob Miller took Russell, Ralph and Stanley Scott to Glorieta, N.M. for the Winter Youth Celebration. It started Sunday and lasted thru Friday.

Rev. and Mrs. Bob Miller and Michelle spent Christmas day in Amarillo with Mr. and Mrs. James Bryan and family. All the Miller relatives were there.

Mr. and Mrs. Butch Betts a family spent Christmas day in Vega with her parents, Mr. and Mrs. Henry Scott and family.

Mr. and Mrs. Bobby Banks and children of Amarillo and Mr. and Mrs. P.H. Gruhkey spent Thursday evening with Mr. and Mrs. John Henry Gruhkey.

Mr. and Mrs. Jake Fortenberry and Patty spent Christmas day in Amarillo with Mr. and Mrs. Jim Romer, Mr. and Mrs. Mack Fortenberry of Can-

yon were there also.

Holiday guests in the home of Mrs. Robbie Fortenberry and Mr. and Mrs. Jimmie Bradley and Beverly and Jeff were Mr. and Mrs. Jack Dows and family of Hamilton, Ohio, Mrs. Mary Doriss of Texico, Mrs. Stella Sevier of El Paso, Mr. and Mrs. Jack Doriss and family of Texico, Mr. and Mrs. Charles Higgins and Mr. and Mrs. Inman Larson of Hereford, Sunday guests were Mr. and Mrs. Jake Fortenberry.

Mr. and Mrs. Howard Engle and girls spent the Christmas holidays in Big Springs with Mr. and Mrs. Dewey Engle and Mr. and Mrs. H.G. McCormack.

Christmas day guests of the John Heiselman family were Mr. and Mrs. Johnny Heiselman and children and Mr. and Mrs. Mickey Flood and girls of Amarillo.

Christmas day dinner guests in the home of Mr. and Mrs. Shag McCown were Mr. and Mrs. Joel Brownlee of Levelland, Mr. and Mrs. Paul Jackson and children of Vega and Casey Meeks.

Christmas day guests in the home of Mr. and Mrs. Larry Travis were Mr. and Mrs. Lewis Spinks and Shane of Channing, Mr. and Mrs. Bill Guggell and family, Mr. and Mrs. Gene Stephens and Jamie of Amarillo, Mr. and Mrs. Joe Brownlee and family and Mr. and Mrs. Fred Brownlee of Glenrio, Mr. and Mrs. A. M. Chapman of Amarillo, Mr. and Mrs. Joel Brownlee of Levelland and Mrs. Gertie Whitten and grandchildren.

Among those attending the funeral of Rex Martin Friday in Tucumcari were Mr. and Mrs. Ed Pinnell of Channing, Mrs. R.C. Chism, Mr. and Mrs. Fred Brownlee, Mr. and Mrs. Joe Brownlee and family, Bill Guggell, Mr. and Mrs. Bill Ussery, Mr. and Mrs. R.L. Pinnell and Mrs. Doris Pinnell.

The Girl-Scouts held their Christmas party Tuesday night at the home of Mr. and Mrs. Grady Pridmore and Linda. They exchanged gifts and had

refreshments and then went caroling. There were 12 Girl Scouts attending.

The annual Christmas dinner for all the school faculty and board members was held Monday night in Jesse Cafe. There were around 80 attending.

The annual Parent Teachers Organization Christmas party was held Tuesday night in the school auditorium. The elementary classes put on a very good program, followed by Santa talking to the children and handing out sacks of candy, furnished by the Adrian Lions Club.

Mrs. Joe Brownlee and Shanna visited Mr. and Mrs. Grogan and family in Amarillo, Friday evening.

Mr. and Mrs. Terry Creitz and Stacy enjoyed Christmas Eve with Mr. and Mrs. Lorin Creitz and Melanie.

Mr. and Mrs. Ed Bawcon and family of Boys Ranch spent Christmas Eve with Mr. and

Mrs. R.C. Chism and family.

Mrs. Marjorie Fine spent the holidays with her family in Petrolia.

Mr. and Mrs. Leland Burns and Chris spent Christmas in El Paso with Capt. and Mrs. Ronnie Green and family.

Christmas day guests in the home of Mr. and Mrs. R.C. Chism and family were Mr. and Mrs. Ed Pinnell and family, Phillip Pinnell and children ad Mr. and Mrs. Craig Pohlmeier and Brad of Plainview.

Mrs. Joe Brownlee and Shanna and Mrs. Larry Travis visited Dr. and Mrs. U.S. Reach in Amarillo Friday.

Mrs. Joe Brownlee and Shanna and Mrs. Larry Travis visited Friday in Amarillo with Mr. and Mrs. Wayne Driggs of Denver in the home of Mr. and Mrs. A.M. Chapman.

Midfielder Frank Eich of Waukegan, N.Y., captains West Point's lacrosse team.

Every Week at ...

BIG DADDY'S

RESTAURANT

SPECIAL —

SUNDAY BUFFET

Give Mother a Surprise. Dine out this Sunday!

\$1.85

Wednesday 6 P.M. to 10 P.M. FRIED-CHICKEN All you Can Eat \$1.49

Friday 6 P.M. to 10 P.M. Mexican Food Buffet \$1.65

Noon BUFFET Every Day Delicious Foods Wonderful Selection ONLY! \$1.70

Home made Hot Biscuits served every morning with Breakfast ...

" Hwy 60 East of Hereford — at the Big Daddy's Sign! "

Mr. and Mrs. Pat Blankenship and family spent the holidays in Gruver with Mr. and Mrs. A.L. Blankenship, and in Borger with Mr. and Mrs. Homer Warren.

Mr. and Mrs. Horace Betts spent the Christmas holidays in Wichita Falls with Mr. and Mrs. A.L. Browning and Mrs. Mary Gill.

Mr. and Mrs. Shag McCown, Mr. and Mrs. Joel Brownlee of Levelland, Mr. and Mrs. M. H. Zaring and Patty and Arthur Grey spent Christmas morning with Mr. and Mrs. Paul Jackson in Vega.

Kenneth Hicks spent the Christmas holidays in Hereford with his father, Claude Hicks.

Mr. and Mrs. Calvin Jackson spent the holiday in Clovis with his mother, Mrs. Gertie Kemp, then all went to Portales for dinner with Mr. and Mrs. Claude Rains.

Mrs. Billie Morell spent Christmas Day in Levelland with Mr. and Mrs. Frank Barker and Frankie and Mathew.

Mr. and Mrs. Derral Ward of Tucumcari spent Christmas day

with Mr. and Mrs. Elmer Beavers and Vickie and Dewey.

Mr. and Mrs. John Brorman and family spent Christmas day in Umbarger with Mr. and Mrs. Henry Battenhorst.

Sunday dinner guests in the home of Mr. and Mrs. John Brorman and family were Mr. and Mrs. Joe Brorman, Mr. and Mrs. Marvin Battenhorst and family and Mr. and Mrs. Alford Brorman and family, all of Hereford; Mr. and Mrs. Frank Brorman and family, Mr. and Mrs. A.H. Brorman and family and Mr. and Mrs. Anthony Pas and family, of Vega; Mr. and Mrs. Raymond Brorman and family of Adrian; Mr. and Mrs. Jack Galloway and family of Amarillo; Mr. and Mrs. Larry Wick and family of Dalhart; and Mr. Ralph Battenhorst of Umbarger.

Mrs. Mae Crawford of Vega visited Wednesday with Mr. and Mrs. Arvie Reeves.

Mrs. Laquetta Frost and Mark of Ft. Worth, Duane Collins, Mrs. Claudia Loveless and Larry and Jackie and Mrs. Millie Maupin were Christmas supper guests of Mr. and Mrs. Tommy Loveless and Craig.

Mr. and Mrs. Clinton Earl Brown and Stephanie of Clovis, Mr. and Mrs. Sq. Jackson and boys of Henrietta, Mr. and Mrs. Bobby Wayne Brown were Christmas supper guests of Mr. and Mrs. Earl Brown.

Mr. and Mrs. Mike Shane and Kerry of Buckholt and Mr. and Mrs. Roy Jobe and boys, Mr. and Mrs. Steve Jobe, Mr. and Mrs. Wade Jobe and daughter and Mr. and Mrs. Lewis Jobe, all of Tucumcari, were Christmas holiday-guests in the home of Mr. and Mrs. Alford Jobe and family.

Mr. and Mrs. Calvin Peters and boys spent the holidays in Dimmitt with Mr. and Mrs. M.A. Ferguson and Gene.

Clifford Rich and daughter of Amarillo enjoyed Christmas dinner with Mr. and Mrs. Dick Rich and family.

Mrs. Laquetta Frost and Mark of Ft. Worth spent the holidays with her sister and family, Mr. and Mrs. Tommy Loveless and Craig.

Mr. and Mrs. Ted Hale and family spent Christmas day in Floydada with her parents, Mr. and Mrs. Roe Jones.

Mrs. Alford Jobe and Dixie and Mrs. Mike Shane visited in Amarillo Tuesday with Mrs. J.E. Thomas.

Kenneth Zaring spent the Christmas holidays in Littleton, Colo. with his son and family, the Kenny Zarings.

Mr. and Mrs. Dwayne Gruhkey of Denver spent the holidays with his parents, the George

Gruhkeys.

Mr. and Mrs. Larry Guffey spent Christmas day and Sunday in Amarillo with her parents, the T.C. Townsends.

Christmas-holiday guests in the home of Mr. and Mrs. Faris Kromer were Mr. and Mrs. Elza Ray Pollard and Shannon of Norman, Okla., Mack King of Enid, Okla., Mrs. Glen King of Shamrock, Mr. and Mrs. Phillip Pinnell and children of Plainview and Bruce Kromer of Stephenville.

Christmas day dinner guests of Mrs. Millie Maupin were Mr. and Mrs. Earl Brown, Mr. and Mrs. Bobby Brown, Mr. and Mrs. Clinton Earl Brown and Stephanie of Clovis; Mr. and Mrs. Sq. Jackson and boys of Henrietta, Mrs. Laquetta Frost and Mark of Ft. Worth and Mr. and Mrs. Tomamy Loveless and Craig.

Mrs. Joe Brownlee and Shanna took Mrs. Larry Travis to Amarillo, Friday evening where she met Larry Travis, just in from Childress at the home of his parents, Rev. and Mrs. Don Travis and family. Then all the Travis spent the holidays in Darrouzette with their relatives.

Rev. Bob Miller took Russell, Ralph and Stanley Scott to Glorieta, N.M. for the Winter Youth Celebration. It started Sunday and lasted thru Friday.

Rev. and Mrs. Bob Miller and Michelle spent Christmas day in Amarillo with Mr. and Mrs. James Bryan and family. All the Miller relatives were there.

Mr. and Mrs. Butch Betts a family spent Christmas day in Vega with her parents, Mr. and Mrs. Henry Scott and family.

Mr. and Mrs. Bobby Banks and children of Amarillo and Mr. and Mrs. P.H. Gruhkey spent Thursday evening with Mr. and Mrs. John Henry Gruhkey.

Mr. and Mrs. Jake Fortenberry and Patty spent Christmas day in Amarillo with Mr. and Mrs. Jim Romer, Mr. and Mrs. Mack Fortenberry of Can-

yon were there also.

Holiday guests in the home of Mrs. Robbie Fortenberry and Mr. and Mrs. Jimmie Bradley and Beverly and Jeff were Mr. and Mrs. Jack Dows and family of Hamilton, Ohio, Mrs. Mary Doriss of Texico, Mrs. Stella Sevier of El Paso, Mr. and Mrs. Jack Doriss and family of Texico, Mr. and Mrs. Charles Higgins and Mr. and Mrs. Inman Larson of Hereford, Sunday guests were Mr. and Mrs. Jake Fortenberry.

Mr. and Mrs. Howard Engle and girls spent the Christmas holidays in Big Springs with Mr. and Mrs. Dewey Engle and Mr. and Mrs. H.G. McCormack.

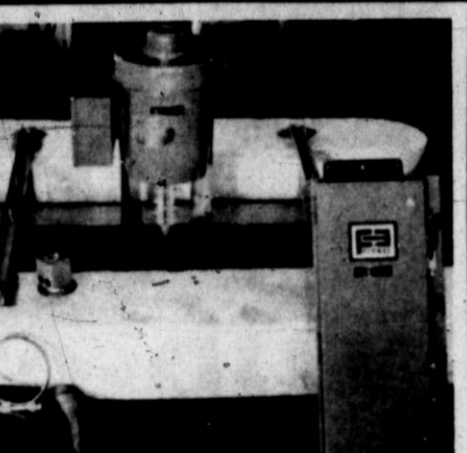
Christmas day guests of the John Heiselman family were Mr. and Mrs. Johnny Heiselman and children and Mr. and Mrs. Mickey Flood and girls of Amarillo.

Christmas day dinner guests in the home of Mr. and Mrs. Shag McCown were Mr. and Mrs. Joel Brownlee of Levelland, Mr. and Mrs. Paul Jackson and children of Vega and Casey Meeks.

Christmas day guests in the home of Mr. and Mrs. Larry Travis were Mr. and Mrs. Lewis Spinks and Shane of Channing, Mr. and Mrs. Bill Guggell and family, Mr. and Mrs. Gene Stephens and Jamie of Amarillo, Mr. and Mrs. Joe Brownlee and family and Mr. and Mrs. Fred Brownlee of Glenrio, Mr. and Mrs. A. M. Chapman of Amarillo, Mr. and Mrs. Joel Brownlee of Levelland and Mrs. Gertie Whitten and grandchildren.

Among those attending the funeral of Rex Martin Friday in Tucumcari were Mr. and Mrs. Ed Pinnell of Channing, Mrs. R.C. Chism, Mr. and Mrs. Fred Brownlee, Mr. and Mrs. Joe Brownlee and family, Bill Guggell, Mr. and Mrs. Bill Ussery, Mr. and Mrs. R.L. Pinnell and Mrs. Doris Pinnell.

The Girl-Scouts held their Christmas party Tuesday night at the home of Mr. and Mrs. Grady Pridmore and Linda. They exchanged gifts and had



FLOATING TAILWATER PIT PUMPS

No Seals • No Bearings • Open Impeller

"Pumps the largest amount of water for the smallest amount of money!"

Pumps from 300 to 1000 gallons per minute

OWENS ELECTRIC

809 E. 2nd Phone 364-3572

A HAPPY NEW YEAR TO ALL!

FROM EVERYONE AT ...

SHOOK TIRE CO.

We Hope that this New Year will be a Safe ... Prosperous ... and Happy Occasion for All!

THANKS

1971 WAS A GREAT YEAR AND WE ARE GRATEFUL TO OUR FRIENDS & CUSTOMERS FOR THEIR PATRONAGE. WE PLEDGE TO CONTINUE SERVING HEREFORD WITH QUALITY & EXPERT SERVICE!

MICHELIN TIRES

QUALITY WITH PRICE MAY WE SERVE YOU!

SHOOK TIRE CO.

600 W. 1st 364-1010

9% ANNUAL INTEREST

ISC Industries Inc. JUNIOR SUBORDINATED NOTES

- ISSUED FOR 5 YEARS...maturity 60 months from date of issue.
- 9% INTEREST payable quarterly.
- \$500. OR ANY AMOUNT ABOVE... in multiples of \$100.
- OWNERSHIP TRANSFERABLE at any time without service charge.

This announcement is neither an offer to sell, nor a solicitation of an offer to buy these securities. The offer is made only by the prospectus.

Obtain a Prospectus from our REGISTERED SECURITIES REPRESENTATIVES

IN CARE OF INTERSTATE SECURITIES COMPANY at the address listed below

L. P. Richards Branch Manager 615 S. 25 MILE AVE. 364-4432

HAVE A COZY FIRE WITH FIRE PLACE ACCESSORIES

from CARL McCASLIN LUMBER CO.



DRIFTWOOD LOG WITH FLAME PAN AND LAVA-FYRE GRANULES



TWISTED CYPRESS LOGS FYRE-BED GRATE WITH LAVA-FYRE GRANULES

White Birch

GAS FIREPLACE LOGS BY REAL-FYRE

NEW for natural or LP gas. 30,000 BTU



Attractive — Realistic — Economical. Eliminates Firewood. Patented A.G.A. Certified Burner. Available in 20", 24" and 30" sizes

REAL-FYRE Golden Oak

GAS FIREPLACE LOGS

NEW



A.G.A. Certified

Complete with 4 logs — 30,000 BTU Burner, Grate and Installation Kit. Uses natural and LP gas.

FIREPLACE SCREENS and OTHER ACCESSORIES

AVAILABLE AT

"A COMPLETE BUILDING SERVICE"

CARL McCASLIN LUMBER CO.

1 Block East of the Courthouse Phone the Lumber Number 364-3434

Lewis Poarch and bride at home after wedding

Mr. and Mrs. Lewis A. Poarch are at home at 690 Irving after a recent wedding in the home of Mr. and Mrs. Earl Poarch, 213 Fuller.

The bride is the former Linda Kay Brown, daughter of Mr. and Mrs. J.E. Brown, Ore City, Texas. Mr. Poarch is the son of Mr. and Mrs. Earl Poarch.

The Reverend H.L. Thurston, retired Methodist minister, officiated for the ceremony. John Fielder was the organist.

Denise Poarch served as maid of honor and Wayne Poarch was the best man with Michael Funk as usher.

The bride's empire dress of white peau de soie was trimmed with lace applique. Her veil was

waist length and she carried white small mums with red carnations. Her attendant wore a gown of red peau de soie in similar pattern to the bride's.

Jean Brock and Carol Sue Poarch served refreshments and registered the guests at a reception in the home.

Mrs. Poarch is a graduate of Ore City High School and attended Methodist Hospital Nurses Training School in Lubbock. Poarch is a 1965 graduate of Hereford High School and has served four years in the U.S. Navy.

Out-of-town guests included the bride's parents; Mrs. Don McClesky of Lubbock and Mr. and Mrs. Fred White of Morton.



Mrs. Lewis A. Poarch former Linda Brown (Bradly photo)

Witnesses claim victory in court

Members of the Jehovah's Witness religious body are claiming their first victory in a long battle against court-imposed blood transfusions for their ill and injured.

But, religious issues aside, the greater question may be to what extent is man master of his own body.

Jehovah's Witnesses have grappled with the medical establishment for decades over the issue of blood.

But they have fared none too well in their opposition to transfusions, which they claim violate Biblical teaching.

A car-motorcycle accident in Dallas recently may have opened the door toward more acceptance of the denomination's belief.

Aaron Washburn, 16, was riding his motorcycle on a Dallas street Nov. 12 when a truck loomed ahead of him.

The two vehicles collided in a metal-rending crash that left young Washburn a heap of blood-soaked fractures, more dead than alive.

"They told me I would die unless I had a transfusion," he said.

When Washburn, a Jehovah's Witness, refused the blood, doctors sought and were granted a court order by Juvenile Court Judge Ted Robertson.

Robertson ordered Washburn into the custody of the Dallas County Child Welfare Unit, declaring him dependent, and neglected by his parents, Mr. and Mrs. Vernon Washburn.

Later, following a court hearing, Judge Robertson rescinded his order and placed the youth in the care of Dr. W.E. Winslow, himself a Jehovah's Witness.

Washburn's arms and legs were shattered in various places. His jaws were broken, his teeth missing, his skull injured. He had lost a lot of blood.

Winslow pumped glucose and other blood expanders into Washburn's body while performing a series of tedious operations.

"We have performed a total of seven hours of operations on the boy without blood," Winslow said. "His blood count now approaches normal."

"The whole secret in what we call 'tightrope surgery' is not to use any blood," Winslow explained. "I didn't do anything that any

other surgeon can't do provided he is careful-meticulous about his surgery. Doctors who rely on transfusions can afford to be sloppy in their surgery. They can afford to let the patient bleed. So what? They pump him full of someone else's blood.

"Aside from the religious aspects, transfusions are bad business. Look at the diseases you can get from blood-malaria, syphilis, hepatitis. You can overload the patient with blood. And when he is anesthetized, certain allergic manifestation may not be apparent. Even blood incompatibility may not be recognized," he said.

"Noted Houston heart surgeon Dr. Denton Cooley has performed 80 open heart operations without the use of blood," Winslow said. "Which strengthens his views for so-called 'bloodless surgery.'"

"I operated with blood transfusions for 28 years. The last four years I have not used blood. I find the patient does better," Winslow said. "their opposition to blood transfusions on the Christian prohibition they say is contained in Acts, 15:19-20."

Another passage of scripture taken from Deuteronomy, admonishes: "Simply be firmly resolved not to eat the blood, because the blood is the soul and you must not eat the soul of the flesh."

Penn State president John W. Oswald captained the football team at DePauw University. He also earned letters in basketball and track.

Ray Federici of Paterson, N. J., will captain Army's 1972 tennis team.

Happiness is what I sell!

Cash-value life insurance. It gives you freedom from financial worry. You can live a little. That's happiness.

CHARLES BELL
PHONE
364-2343

Southwestern Life

Community Counties honor Max Sherman calendar

JANUARY
20—Annual Chamber of Commerce Banquet at Bull Barn, 7:30 p.m.

21—Campfire Father-Daughter Banquet, 7 p.m. at Bull Barn.

22—Campfire Mother-Daughter Tea, 2:4 p.m. at Bull Barn.

27-28—Annual Livestock Show, Bull Barn.

FEBRUARY
11—Annual Texas-New Mexico Sugar Beet Growers business meeting, 2 p.m. at Community Center.

2—Sugar Beet Growers Association annual banquet, 7 p.m. at Hereford Bull Barn.

14—Deaf Smith County chapter TSTA general meeting, 7:30 p.m. at high school auditorium.

17—L'Allegria Study Club musical review featuring Mary Ellen Vincent, 8 p.m. at high school auditorium.

Jay Boston of Hereford will represent this county on the steering committee which is planning a party honoring Senator Max Sherman of his 37th birthday.

Troy McNeill of Dumas and Mrs. B.M. Sims of Wellington are co-chairman of the event which is to be held from 4:30 to 6:30 p.m. Jan. 19 at the La Casa Room of the Holiday Inn, I-40 in Amarillo.

"Tickets will be sold to the event," McNeill said, "but the public is invited and no one needs a ticket for admission."

"Senator Sherman has compiled one of the most outstanding records ever achieved by a freshman Senator in the Texas Senate. This is a bi-partisan move by Democratic and Republican constituents to thank Max for his wonderful service to the Panhandle," McNeill continued.

"We are lucky to have this young man working for us in the Senate and we want him to know how much we appreciate him."

Greg Fillmore, at 7-1, is the tallest basketball player in the history of the New York Knicks.

Read The Classified Want Ads!

LEE UMSTED
Baylor

LONG STAR AGENCY
Phone
364-6633

TIME TO SAY
HAPPY NEW YEAR

WARREN BROS. MOTOR CO.
"Serving Hereford since 1948."
1410 Park Ave. 364-1423

May each day
be like a holiday... carefree and gay!

MAKING NEW YEAR RESOLUTIONS?

Why Not Resolve to

Open a savings account
at the Hereford Texas
Federal Credit Union the
First Week in 1972 . . .

YOU'LL BE MONEY AHEAD

Save with Safety . . . Borrow with Confidence

NCUA
NATIONAL CREDIT UNION ADMINISTRATION

**HEREFORD TEXAS
FEDERAL CREDIT UNION**
330 Schley Phone 364-1888

JANUARY CLEARANCE!

at **SUNNY'S**
NOW THRU JANUARY 31st, 1972

1 GROUP SUITS & SPORT COATS

1/2 PRICE

Charge on all Alterations

1 GROUP SUITS & SPORT COATS

1/3 OFF Regular Price

1 GROUP FLEECE LINED JACKETS

1/3 OFF Regular Price

1 Group JACKETS

GOOD SELECTION **1/2** PRICE

PANTS For the Young Man

1/2 PRICE

\$11.00 to \$15.00 Values

LIGHT WEIGHT NYLON JACKETS & WOOL SHIRTS

1/2 PRICE

KNT SHIRTS & SWEATERS

1/2 PRICE

Good Selection of
DON LOPER TIES

And
PARRIS BELTS **1/2** PRICE

1 RACK PANTS

Top Quality Wool and Wool Blend Fabrics

1/3 OFF Regular Price

CLOSING OUT DOBBS DRESS-HATS

Values \$14.95 to \$16.00 **\$5.00** OFF Regular Price

NO REFUNDS NO EXCHANGES ALL SALES FINAL
CHARGES ON ALL ALTERATIONS
THIS SALE CONTINUES THRU JANUARY 31st!

SUNNY'S MISTER SHOP

Where You Find Men's Fashions at a Savings
DOWNTOWN HEREFORD

Routh-Loerwald vows are read in Seminole

Miss Linda Sue Routh of Seminole became the bride of Ralph Kevin Loerwald, son of Mr. and Mrs. Gene Loerwald of 715 Blewins, Thursday afternoon in the First United Methodist Church at Seminole.

Officiating were Dr. Tilden Armstrong, pastor, and the Rev. John Keisling of St. Anthony's Catholic Church.

The bride is the daughter of Mr. and Mrs. Bill Routh, Route 1, Seminole. Her father gave her in marriage.

Mrs. Don Dolle, organist, and Debby Griffin, vocalist, presented a program of nuptial music including the selections More, The Lord's Prayer and Whither Thou Goest.

The couple repeated wedding vows as they stood before an altar adorned with white gladiolas and carnations. Pews were marked with white satin bows.

Attired in a white satin gown overlaid with Alencon lace, the bride wore as jewelry her maternal grandmother's gold wedding band. She carried a bouquet of white carnations tied

with satin streamers. Her gown featured full sleeves, roll collar and empire waistline with a short train attached to the dress back. The bride's chapel length veil fell from a coil of Alencon lace and satin.

Mrs. Patricia Terrell served as her sister's matron of honor with Mrs. Joe Martin, Mrs. Raymond Artho, sister of the groom, and Miss Oneita Floyd as bridesmaids.

Attendants wore floor-length gowns of gold crepe with long sleeves and carried nosegays of yellow roses and white carnations.

The bridegroom's brother, Steve Loerwald, was best man with Raymond Artho and Danny Loerwald, another brother, as groomsmen.

Guests at the wedding were escorted to their seats by Bob Routh, the bride's brother, and Jerry Sublett.

The fellowship hall of the church was the scene for the reception following the ceremony where guests were registered by Diann Elliston.

Refreshments were served by Mrs. Danny Loerwald and Cynthia Franklin. The three-tiered wedding cake was decorated with gold sugar roses and greenery with bride-and-groom figurines set on top in front of a gold cross.

For their honeymoon trip to Mexico the bride chose a gray velvet pantsuit with red blouse and accessories. The couple will make their home in Hereford shortly after the New Year.

The bride, who attended high school in Seminole, attended West Texas State University and Texas Tech where she was a member of Alpha Delta Pi social sorority.

Loerwald graduated from Hereford High School with the class of 1968 and is a senior at WTSU. He is on the teaching staff at St. Anthony's Catholic School and is a member of Phi Kappa Epsilon, a physical education fraternity.

Out-of-town wedding guests attended from Midland, Umbarger, Canyon, Weatherford, De Leon and Lubbock.

Lou Saban is coach and general manager of the Denver Broncos football team.

'Faces defend tourney title

The Hereford Whitefaces successfully defended their title in the Muleshoe Basketball Tournament this week as they whipped the host Mules in the championship game Thursday night, 69-52.

The Whitefaces, who pushed their record to 10-3 with the three tournament wins, will travel to Amarillo Tuesday to meet the Caprock Longhorns.

The Whitefaces won the tournament a year ago and were among the favorites in this year's gathering. Competing in the tournament were Canyon, Idalou, Muleshoe, Denver City,

Woman has holiday visit with family

Mrs. Gladys Smith, 904 Sioux, returned home Thursday evening after spending the Christmas holidays with her daughter and her husband, Mr. and Mrs. Howard Turner, in Roswell, N.M.

Mrs. Smith also enjoyed the company of the Turner's daughter, husband and child, Mr. and Mrs. Victor Gamboa and four-year-old Kim Lynn of New York City.

While in Roswell Mrs. Smith visited her niece, Mrs. Wally Massey.

Tulla, Lockney and Guymon. Terry Scott pumped in 18 points to lead Hereford scorers in the championship game and he was followed closely by junior Keith Kitchens who hit for 14.

Johnny Hayes led the Mules with 17 and Larry Mitchell added 13 for the losing cause.

In the early round of the tournament, the Whitefaces handily did away with the Tulla Hornets, 60-46 behind the 20 point performance of 6-5 Larry Roberts.

In the second game of the tournament for the Herd, Scott tossed in 29 points to give the Whitefaces their third win of the year over Canyon, 81-62. Canyon took third place with a 70-57 victory over Guymon Okla. Mike Podzemny led the Eagles with 20 points and Jeff Clayton had 29 for Guymon.

Lockney, who was surprised by Guymon in the opening round of the tournament, won the consolation title with a 71-57 win over Idalou.

The wins in the tournament marked five in a row for the rebounding Whitefaces and they will go into the Caprock game with three newly elected captains, Danny Charest, David Hicks and Larry Roberts.

Small talk

BU SUE COLEMAN Women's Editor

MAYBE THE HOLIDAY visitors who came the longest distance to be with families here, are Jerry and Judy McCathern, who flew in the other day from Brazil.

They are spending several days in the home of his parents, Mr. and Mrs. J.E. McCathern Jr. of Westway community, and visiting other members of the McCathern clan.

Both ambitious young musicians, Jerry and Judy are members of an orchestra in Sao Paulo, one of the music-loving metropolises of South America.

THE ENTIRE family of Mr. and Mrs. Brice Glass gathered Christmas at the home of their daughter and son-in-law, the Albert Ricketts of 808 Ave. K. Four generations were represented by Glass with his son, Loyd, granddaughter Mrs. Perry Kirkland and great-grandson, three month-old Robert Lane Kirkland all of Vega.

Also from Vega were Loyd Glass and daughters, Cheri and Deborah Sue, a third daughter and her husband, Mr. and Mrs. Andy Artho, and Perry Kirkland.

Present from Wichita Falls were Glass' two sisters, Maxine Glass and Mrs. Fern Decker, and a niece, Mrs. Reba Whisenhurst with her two children, Lea and Cole.

Jean and Albert Ricketts were assisted in entertaining the visitors by their children, James, Kerri and Anthony.

COLLEGE FRIENDS of Diana and Becky Hickman are visiting them in the closing days of the holidays, and spent one day at Palo Duro Canyon. Hostesses and guests were enter-

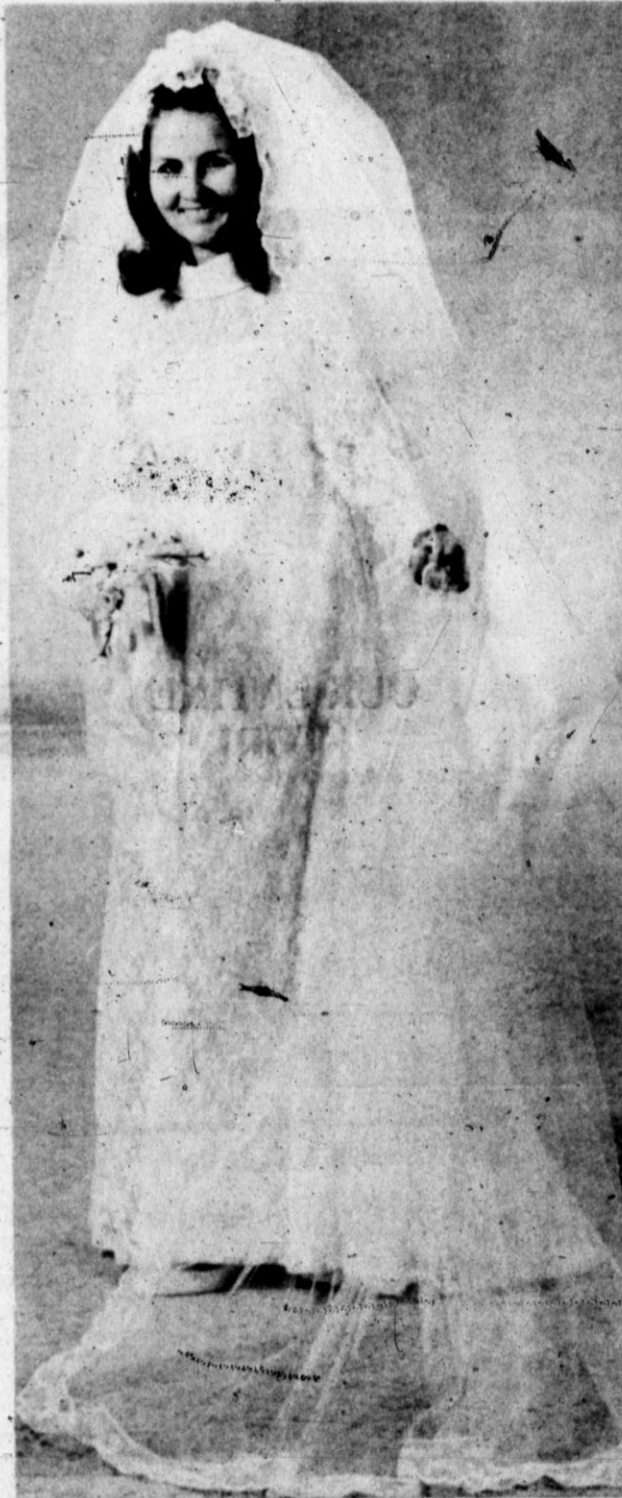
tained New Years Eve at the Bill Gilberts' home on Liveoak. DeeAnn Dewey of Amarillo is Diana's guest; both girls are sophomores at West Texas State University. Fellow students of Becky's, a freshman at Oral Roberts University in Tulsa, are Larry Snyder, whose home is in Maryland, and his friend who comes from Toronto, Canada.

GUESTS IN THE home of Mrs. S.C. Ramey for Christmas were Martishia and Mandy White of Houston and her brother, Peyton Ramey, who has recently moved back to Hereford from Farwell.

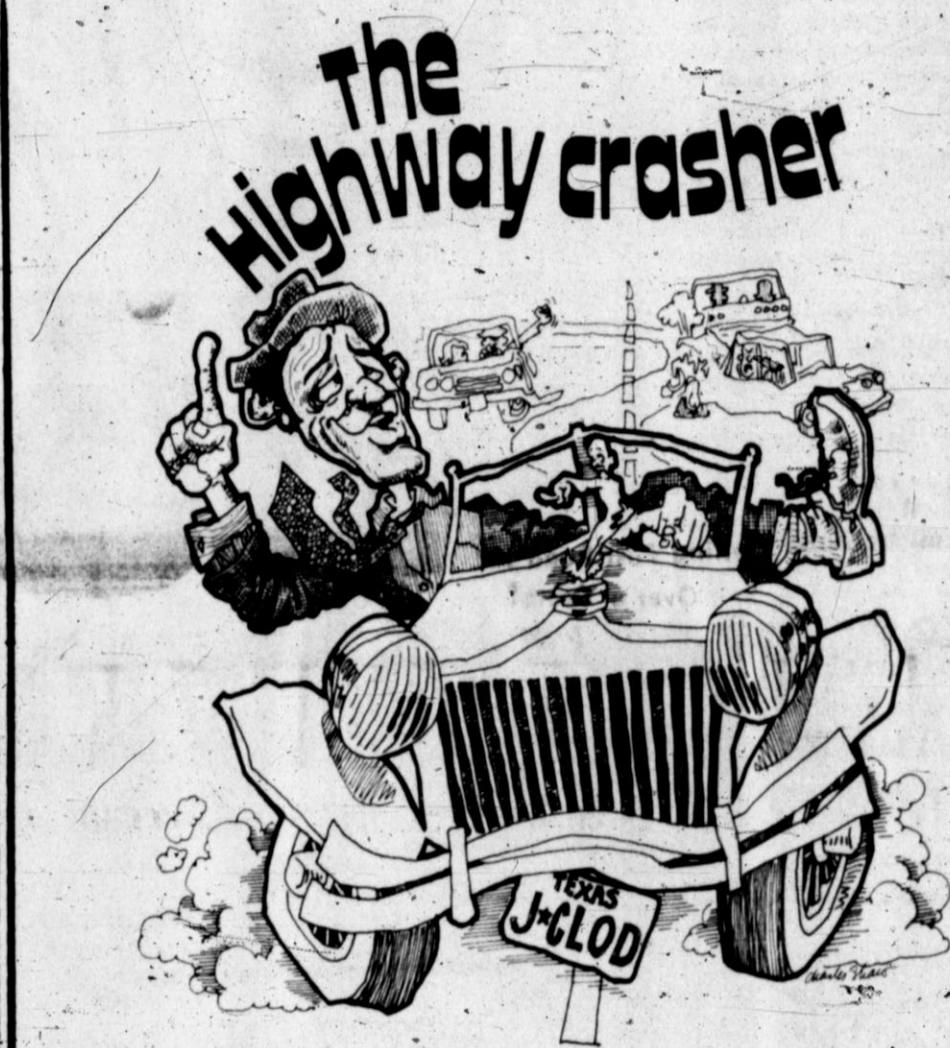
Mrs. Ramey and her guests had Christmas dinner in Amarillo.

Dock Ellis of the Pittsburgh Pirates set a record when he made five putouts in one game last June.

DR. E. H. HENDON
OPTOMETRIST
611 WEST PARK AVENUE (Harrison Highway)
Hereford, Texas Telephone 364-0987



Mrs. Ralph K. Loerwald nee Linda Sue Routh



The "Highway Crasher" isn't a New Year's party crasher. He does his crashing on the roads of Texas. And he's busiest after those New Year's celebrations. He's had a few drinks - usually more than he realizes. Then he tries to drive home. That's when he crashes. **sometimes driving friendly means not driving at all.**

drive friendly The Governor's Committee on Traffic Safety

A public service message by this newspaper. A public service message from the above advertisers.

These names were added too late for the Christmas Brand Edition.

"PROJECT CHRISTMAS CARD"

We who participated in the "Project Christmas Card" take this means of wishing our sincere greetings to each and everyone in this area. Our contributions will be used for a more lasting tribute in our community in keeping with the true Spirit of Christmas.

Carmen, Bill and Joe Mack Angel.
Alan and Maria Aleman, Josie, Eulalia, and Jimmy
Mr. and Mrs. J.L. Arney and family.
Mr. and Mrs. Norman D. Bartlett.
Mr. and Mrs. Ewald Berend
Mr. and Mrs. Charles Balden, Susan and Janna
Mrs. Floyd E. Bailey
Mr. and Mrs. R.L. Blakely and family
The Beauty House Girls, Edna Mathes and Sadie Shaw
O.C., Lola and Sam Curtstinger
Mr. and Mrs. Bruce Coleman
Mr. and Mrs. Lawrence Carlson
Mr. and Mrs. Paul S. Corbett
Mr. and Mrs. Marvin Diller and family
Mr. and Mrs. Don Day and family
Mrs. F.W. Dool
Mr. and Mrs. A.R. Dillard
Sonny, Carolyn, Sandy, Shannon, Richard, and Russell Evers
Bob and Johnnie Fotheringham
Mr. and Mrs. Herbert Friemel
Mr. and Mrs. Robert Ginn and family
Mr. and Mrs. A.T. Griffin, Jennifer and Amy
Mr. and Mrs. Rodney Gordon and Misty
The Nolan Grady Family
Blanche D. Hill
Mr. and Mrs. Cecil Ray Henderson and Jay
Mrs. Joel Hodges, Steve and Betty
Mr. and Mrs. Burke Inman Jr. and girls
Mr. and Mrs. Bill Lamm and Alton.
Edna Mathes

Teenie, Tonya, and Melvin Jayroe
Mr. and Mrs. Jim Monroe
Les, Irene, Leslie, Stoney, and Eddy Mullins
Mary Lou
Floyd and Phyllis Neill and Kathy
Mr. and Mrs. Doug Nix
Mr. and Mrs. Lloyd Newton and family
Mrs. G.P. Owen
Mr. and Mrs. Richard Ottesen, Craig and Christil
Mr. and Mrs. Ralph Paul Norman and Jerry Petty
Mr. and Mrs. Pat Parker, Lori, Penni and Poppi
Mr. and Mrs. Austin C. Rose Jr.
Mrs. Betty Sue Robinson and children
Joe and Linda Reinauer
Tara, Tommy, and Joe Reiter
Lola Ross
Mr. and Mrs. Weldon Roberson
Brad, Amy and Bill
Ed and Charlotte Schroeter
Jeff, Pat, Jennifer and Cynthia Smart
Mr. and Mrs. Aaron Speer
Bill, Jerry, Mike and Brooke Taylor
Nockle and Marn Tyler and Jerry
Alta Thomas
The Walt Warrens
The Don Waters Family
J.W. and Inez Witherspoon
Jerry, Patricia, Kenny and Kathy Weldon
Mr. and Mrs. C.E. Watts
The David Watsons, Susan, Sharon, Shannon, and David
The Vincent Walterscheid Family
Elizabeth Wills
Mr. and Mrs. Virgil Walker
Mrs. H.J. Wilhelm
Mr. and Mrs. George Warner

LAUGH TIME

Well, I see you finally noticed my new dress.

GOSPEL MEETING
Jan. 2 thru 9th
Sunday Services
9:30 - 10:30 & 6:30 p.m.
Week Day Services
7:30 p.m.
Begin the New Year Right
Begin with God
CENTRAL CHURCH OF CHRIST
Sunset & Plains

GATTIS SHOE STORE SEMI-ANNUAL

JANUARY CLEARANCE!

Shoes for the Entire Family

WOMEN'S SHOES **MEN'S SHOES** **Children's SHOES**

Largest Selection in Hereford

SALE NOW IN PROGRESS! WINTER SHOE FASHIONS! SHOP & SAVE!

GATTIS SHOE STORE

In Climate Controlled Sugarland Mall
Hereford, Texas
(Check Last Sunday's Brand for Sale Prices!)

All Styles & Colors of **FALL HAND BAGS**
NOW **20% OFF**

SEE **HI-PLAINS SAVINGS & LOAN ASSOCIATION** FOR **HOME LOANS** TO **REFINANCE BUY - BUILD or REMODEL**
4th and Sampson

The Wage-Price Freeze

Questions and Answers



Q. My landlord has just raised my rent, but won't show me any records justifying the increase. Can I refuse to pay?
A. Tenants may refuse to pay added rental charges unless the landlord makes available records showing the base price for

the units, and the reason for any increase between the base price and the maximum price he was allowed to charge during the freeze. The IRS has cautioned landlords against raising rents even within Price Commission guidelines—unless they keep complete records on rental practices and make the records a-

available to tenants whose rents are to be increased.
Q. Do wholesalers have to comply with the base price posting requirements applicable to retailers?
A. No.
Q. Does an employer have to apply to the Internal Revenue Service for permission to make

retroactive payments for services performed during the freeze by employees receiving less than \$2 per hour straight time or for one-time fringe benefit increases which came due for employees during the freeze.
A. No. In these cases, employers may make retroactive payments on their own determina-

tion, subject only to compliance checking by the Internal Revenue Service.
Q. Are state unemployment compensation payments subject to controls in Phase II?
A. State unemployment compensation payments are not wages or prices within the meaning of the governing statute and are not controlled. This is true whether or not a particular state's program is funded in whole or in part by employer contributions.
Q. Do the economic controls apply to college tuition charges?
A. Yes, tuition, as well as room and board are covered.

Q. Do prenotifiers and reporting firms use the same form to notify the Price Commission of price increases?
A. Yes. Form PC-1 (PC-1R for retailers and wholesalers) should be used by both firms with annual sales of \$100 million or more to notify the Price Commission in advance of price increases and file quarterly reports and those firms with annual sales between \$5-100 million that are merely required to report quarterly. The Price Commission will process requests for price increases only if submitted on those forms or facsimile copies. These forms are available at Internal Revenue Service offices.

All other manufacturing, service and professional firms who do not have to file Form PC-1 to validate their price increases, but must maintain records of such increases in their files may find the form useful for computing and recording in the files any price increases put into effect.
Q. Service charges such as utility, parking meter and bridge tolls were subject to Phase I while licenses and fines such as vehicle licenses and parking tickets were exempt. Does the

same situation apply to Phase II?
A. Yes. Unless specifically altered by regulation or published rulings, policy rulings issued by the Cost of Living Council and interpretations issued by the Office of Emergency Preparedness continue to be applicable after Nov. 13, 1971.
Army's 1972 outdoor track team will be captained by Steve Hannan of Wilmington, Del.
Outfielder Steve Ethridge of Rockingham, N.C., will captain Army's 1972 baseball team.

Calendar of events

- MONDAY**
Delta Kappa Gamma dinner and initiation at Community Center, 7 p.m.
Order of Rainbow for Girls, 7:15 p.m. at Masonic Temple.
Sugar Blues TOPS Club at Community Center, 8:30 p.m.
Weight Watchers 10 a.m. and 7 p.m. at First Baptist Church Conkright Building.
Rotary at Civic Club Center, noon.
Odd Fellows Lodge at IOOF Hall, 8 p.m.
Evening Lions at Civic Club Center, 7 p.m.
Hereford Toastmasters, 7:30 p.m. at DSC Electric Co-op Conference Room.
Dawn Lions at Dawn Community Building, 7 p.m.
- TUESDAY**
LAE at 3 p.m., Mrs. Al Hewitt hostess.
Kappa Iota, 7:30 p.m., Mrs. Tim Gearn hostess.
La Plata Study Club, Mrs. Frank Prowell hostess, 8 p.m.
Women's Division DSC Chamber of Commerce membership meeting, 7:30 p.m. dinner at Calson House.
Jaycee-Ettes, 8 p.m., First National Bank Room.
American Legion and Auxiliary at Legion Hall, 7:30 p.m.
TOPS Calorie Patrol, 9:30 a.m. at Community Center.
Rebekah Lodge at Odd Fellows Temple, 8 p.m.
Hereford Duplicate Bridge Club at Community Center, 7:30 p.m.
Women's Golf Association, luncheon, noon at Country Club.

- WEDNESDAY**
Simms Study-Craft Club, 2 p.m. in Simms Community Building.
WCS luncheon at First United Methodist Church, 12:30 p.m.
Ski Klan Inc. at Community Center, 7 p.m.
Noon Lions at Civic Club Center, noon.
- THURSDAY**
L'Allegria Study Club, 1 p.m. Mrs. Steve Conaway hostess.
North Hereford H.D. Club, 2:30 p.m. Mrs. Paul Hoff hostess.
Summerfield Study Club, 12:30 p.m., Calson House.
Hereford Study Club, 7:30 p.m. Mrs. Maurice Tannahill hostess.
VFW at clubhouse, 8 p.m.
Jaycees at Community Center, 8 p.m.
Kiwanis Club at Civic Club Center, noon.
Weight Watchers, 7 p.m. at Conkright Building, First Baptist Church.

- FRIDAY**
Garden Beautiful, 3 p.m. Mrs. Ray Cowser hostess.
Bud to Blossom Garden Club, 9:30 a.m. Mrs. Sam Long hostess.

BEST DAMNED DEAL
ALWAYS CLEAN CARS
AT FAIR PRICES

Always Clean Cars - Always At Fair Prices!
1969 Chev. Impala 4dr. H/top, loaded, beautiful light blue, new white wall tires, has black vinyl custom interior, a cream puff deluxe.
1969 Plymouth Fury III 4dr. H/top, loaded, light green with custom light green interior, cleaner than most '71 models, a real buy for family car transportation.
1967 Pontiac GTO 2dr. H/top, loaded, auto trans., good mechanical condition, light gold with black vinyl interior, the price is right for a sharp car.
1967 Ford Mustang, 2dr. H/top, 6 Cyl., auto trans., light beige, finish that does not have a dent in it. If you are having horsepower insurance problems, this is the one. See it today!
1968 Dodge Polara 4 dr. Sedan, loaded, white with blue vinyl interior, has very good tires, a clean car, inside and out, and you can buy this one for a bargain price.

J.V. CAMPBELL MOTORS
222 N. 25th Ave. 364-4889

THE POST ROAD COLLECTION by Thomasville

Yes, the complete line of
POST ROAD
Hard Rock - Heirloom Maple
Furniture
HAS BEEN DISCONTINUED
by Thomasville
Quality Early American
through and through!



Maple has always been a part of Early Americana. But if you've thought of this fine wood in terms of casual rooms, now's the time to change your mind. Maple can be elegant and we have the beautiful Post Road collection to prove it. Practical, yes. Versatile, yes. But there's a prized-heirloom look to every piece of Post Road. From the important, authentically detailed chests and storage pieces to the interesting mirrors . . . from beds to tables to chairs . . . you can detect the same fine cabinetry that distinguished the finest furniture in your great grandmother's day. Wherever your most treasured possessions live, that's where Post Road belongs.

Need Extra Pieces of
POST ROAD
SAVE
NOW
We Have Been
Selling Post Road for
Over 6 Years!

25% DISCOUNT
ON EVERY PIECE
OF POST ROAD IN
OUR ENTIRE
STORE

ANNUAL JANUARY UPHOLSTERY FURNITURE CLOSE-OUTS

Tremendous Savings on Early American, French Provincial & Mediterranean Upholstery Furniture!

French Provincial Tangerine & Gold SOFA Slightly Damaged Reg. \$549.95 Now \$275.00	Spanish Rust Velvet SLEEPER Reg. \$689.95 Now \$399.95	2-Avocado Green SPOT CHAIRS Reg. \$89.95 Ea. Now \$45.00 Ea.	1-Early American Green Tweed SWIVEL ROCKER Reg. \$149.95 \$89.95 Ea.
Traditional Green & Tangerine SOFA Reg. \$409.95 Now \$229.95	3-Pc. Early American Green Tweed SLEEPER Reg. \$360.00 \$199.95	2-French Provincial Tangerine SPOT CHAIRS Reg. \$169.95 Ea. \$89.95	2-Green Floral SWIVEL ROCKERS Reg. \$169.95 Ea. \$99.95 Ea.
Traditional Blue & Gold Floral's SOFA Reg. \$229.95 Now \$149.95	Traditional Multi-Print Quilted SLEEPER Reg. \$539.95 \$419.95	1-Gold Nylon SWIVEL ROCKER Reg. \$171.00 \$89.95	2-Early American Blue & Brown PLAID SWIVEL ROCKERS Reg. \$99.95 Ea. \$49.95 Ea.
French Provincial Gold & Beige QUILTED SOFA Reg. \$419.95 Now \$219.95	Early American Green Plaid Hercules Queen Size SLEEPER Reg. \$369.95 NOW \$279.95	1-Gold Simmons Hide-a-Bed LOVE SEAT Reg. \$360.00 \$249.95	1-Champagne Nylon Brocade LOVE SEAT Reg. \$299.95 \$169.95
Traditional Green & Gold SOFA Reg. \$469.95 Now \$269.95	Early American Rose Linen QUILTED SLEEPER Reg. \$519.95 \$399.95	1-Early American Beige Tweed QUEEN SLEEPER Reg. \$319.95 \$239.95	1-Spanish Blue & Green Velvet LOVE SEAT Reg. \$369.95 Now \$229.95

Terms Available to Approved Credit Accounts
Home Decorator Service Available Free with Furniture Purchased from McGee's!
FREE DELIVERY IN THE MAGIC TRIANGLE!

Spanish Gold & Red VELVET SPOT CHAIR
Regular \$209.95 **NOW \$149.95**

1 Spanish Velvet LOVE SEAT
Regular \$349.95 **NOW \$199.95**

McGEE FURNITURE

511 N. MAIN, HEREFORD HOME OWNED -- HOME OPERATED PHONE 364-2586

By the Garden Gate with Glad

By Mrs. Art Manjeot



Many things went into the making of a Happy and Blessed Christmas for me. One of the nicest and most appreciated was when carolers came to my door and sang. Was the sweetest music I heard the entire Christmas time.

They came just at such a time when I really needed the message of the Christmas songs. They were dear friends, and I truly extend thanks to them for such a delightful and helpful Christmas gift.

The holidays were spent with Mr. and Mrs. Pink H. Gilliland, (my sister and husband, in Amarillo); also the Bob Gillilands from Carpentier, Calif., and Miss Laura Gilliland from Chi-

cago. Many joyous hours were spent with them. All in all it was a Merry and Happy time, and long will be remembered.

Save that Christmas tree; Old Christmas trees just never die—at least not at the hand of a knowing gardener. They just go on working and bringing happiness, if used properly. In an article taken from the Rhode Island News, we are given many garden hints relative to the use of old Christmas trees. First of all they are very useful mulch—a thick pile of short branches cut from the tree, and placed at the base of shrubs, small newly planted trees, and hardy perennials. Also bulbs will be protected from hard wet-

freezing, and ground buckling if they are mulched with the small cut branches, and needles of the trees.

Use the tree as soon as it is discarded. Soon the ground will be frozen and our plants will be feeling the extreme cold. Not only do the trees protect and warm the ground around the plants, but in the country provide protection from rabbits and other animals which destroy the young branches of shrubs and bulbs. The needles discourage the animals, and they hunt for other eating ground.

Caution: Do not remove the branches too early; because if this is done, often the rabbits have a real feast with the early tips of the crocus.

Some other uses for the old Christmas tree is to use the stronger branches, to prop the boughs of the evergreens and shrubs when covered with snow. Sticky snow collects on thickly branched shrubs and often breakage harms the plants. Leave until spring so that the needles can fall, helping to keep the soil acid and friable. Such protection will shield from wind burn of cold icy winds. If the ground is already frozen, then lace the branches carefully through the boughs and stalks of hardy perennials. Screens can be made by tying and lacing them together for larger shrubs, such as holly, mahonia, enonymus. Some of mine need that attention now. Such usage of the boughs of the firs and other trees are not unsightly, so use them and be glad that you have this protection.

'71-72 basketball schedule

Date	Opponent	Where
Jan. 4	Amarillo - Caprock	There
Jan. 8	Clovis	Here
Jan. 14	Amarillo - Tascosa	Here
Jan. 21	Muleshoe	There
Jan. 25	Lubbock - Coronado	There
Jan. 28	Lubbock - Lubbock High	Here
Feb. 1	Lubbock - Monterey	There
Feb. 4	Plainview	Here
Feb. 11	Lubbock - Coronado	Here
Feb. 12	Clovis	There
Feb. 15	Lubbock - Lubbock High	There
Feb. 18	Lubbock - Monterey	Here
Feb. 22	Plainview	There

*District Games
"B" Team Games 4:30, Jr. Var. 6:15, Varsity 8:00
Athletic Director: Larry Dippel
Head Coach: Ron Mayberry
Assistant Coaches: Barry Arnwine, Fred Upshaw

The following Garden Beautitudes were written by my friend and Junior past president of Texas Garden Clubs Inc. May you find good in them, and practice some of their teachings:

1. Blessed are you who plant trees (be sure and observe Arbor Day) shrubs and flowers, for many will enjoy your efforts and unselfishness;
2. Blessed are you who cultivate gardens.
3. Blessed are you who love and appreciate Nature's Garden and conserve His gifts to us, for you will be known as guardians of our heritage and nature's beauty;
4. Blessed are those who promote and practice cleanliness of our highways.
5. Blessed are you who protect our birds, animals and fish.
6. Blessed are you who share your time and talents in seeking to make this world a prettier place in which to live. Do use your talents.
7. Blessed are all gardeners.

Happy New Year; good wishes, and may all be blessed in many ways, especially to the Gillentines do I extend New Year's Greetings; has been good to have been associated with The Brand Publishing Company, and the Gillentines as our Boss...but most of all as FRIENDS. God Bless.

IRS news...

Farmers have until January 31 to report to Social Security taxes withheld from their employees' wages during 1971.

for North Texas, said today. The reports should be filed on Form 943, Employer's Annual Tax Return for Agricultural Employees.

Campbell said that any farmer who pays an employee cash wages of \$150 or more a year must withhold Social Security taxes. These taxes must

also be withheld on wages under \$150 for any person hired 30 days or more a year.

For tax purposes, a farm employer includes anyone who furnishes and pays workers to perform agricultural labor on his behalf or for someone else. Campbell said a "crew leader" is an employer under this definition.

The 1971 Social Security tax rate is 10.4 percent of the first \$7,800 of taxable wages paid a farm employee. Half the tax is paid by the farmer and the other half by the employee.

Farmers must give a W-2 wage and tax statement to every worker they pay \$600 or more a year. Employees paid less than \$600 should receive a statement covering their Social Security taxes. Campbell said.

More detailed information is available in Publication 51 (Circular A), "Agricultural Employer's Tax Guide." Send a post card to District Director, Internal Revenue Service, 1100 Commerce Street, Dallas, Texas 75202 for a free copy.

LAFF - A - DAY

"How can you be lonely? I'm right here with you."

Read The Classified Want Ads!

Attitudes & Platitudes Jerry Marcus

IV HOSPITAL

The Travelers Safety Service

Dr. Milton C. Adams
OPTOMETRIST
335 Miles
Phone 364-2255

OFFICE HOURS
Mon.-Fri. 8:30 to 5:00
Saturday 8:30 to 12:00

JACK and JILL
MUSIC KINDERGARTEN
Emphasis on Piano Preparation
3, 4 & 5 year olds
Meeting One Hour Weekly
PHONE 364-0364

Public Notice

As of January 1, 1972, we will no longer be known as the ...

H & H FURNITURE STORE
OF HEREFORD

Our New Name Is

BARRICK

FURNITURE & APPLIANCE

Hwy. 60 West Phone - 364-3552

Free delivery ... Easy Terms ... Never Undersold

Our Sincere Thanks to you, Our Customers, Friends, and the Entire High Plains Area, for the wonderful response and acceptance you have shown my wife and me since we purchased H & H Furniture in Hereford.

We look forward to '1972' as a model year, a year of progress and growth. If we may be of service to you in any way, please, let us know! We're here to give service!

Loren & Jean Barrick, owners

FOR A BETTER Buy... BETTER GO TO GEBO

TIRES and BATTERIES

D. S. PREMIUM TIRES
EXCLUSIVE AT GEBO'S
4 PLY NYLON

825-14 w. s. w. 18.80	TAX 2.32
855-14 w. s. w. 20.21	TAX 2.50

ALL PASSENGER TIRES HAVE UNCONDITIONAL ROAD HAZARD GUARANTEE

HOUSEHOLD	G78-15	BSW	17.95	TAX 2.64
AUTOMOTIVE	H78-15	BSW	18.98	TAX 2.80
FARM & RANCH SUPPLIES				

FREE PASSENGER TIRE MOUNTING

Battery Charger
Recharge Those Flashlight Batteries, Keep Those Toys Running Charges 4 Batteries For Less Than a Penny
\$2.99

Stopleak and Sealer
Mfgs. List Price \$1.50
GEBO'S PRICE 59¢
Works With All Types Anti-Freeze

HEAT TAPES
KEEP THOSE PIPES FROM FREEZING
6' REGULAR TAPE ... \$1.55
12' REGULAR TAPE ... \$1.99
6' AUTOMATIC TAPE ... \$2.65
12' AUTOMATIC TAPE ... \$2.99

PLASTIC TAPE
3/4" x 66 Ft. Roll
29¢
U. L. Listed

We Stock Up To 60 Foot Tapes

GEBO'S
230 N. 25 Mile Ave.
Hereford, Texas
364-0230

Hinton-Hardin wedding is event of weekend

The marriage of Miss Dana Maree Hinton, daughter of Mr. and Mrs. Charles R. Hinton, 201 Greenwood, to Mark Anthony Hardin, son of Mr. and Mrs. Bob Hardin of 205 Douglas, was read by the Rev. Norman Cobb, associate pastor of First United Methodist Church, Friday evening.

Seven-branch candelabra set between pedestal bouquets of white gladiolas and yellow chrysanthemums formed a background for the ceremony in Ward Parlor of the Church, where the bride's father gave her in marriage.

Mr. and Mrs. Alan Hardin, brother and sister-in-law of the

bridegroom, were the couple's only attendants. Kevin Evans acted as usher to seat the bride's mother, and Bill Butler to escort Mrs. Bob Hardin.

Lori Hinton and Lynette Hardin, sisters of the couple, lighted candles before the ceremony. Miss Susie Hickman sang as a prelude to the service, One Love, accompanied by Miss Becky Hickman, who also played the wedding march from the opera, Lohengrin.

Miss Hinton wore the wedding dress in which her matron of honor had been married. Of silk shantung in ivory shade, it fitted bodice was styled with jewel neckline, long sleeves and

a row of tiny buttons down the front.

The carpet length skirt fell from the natural waistline in soft pleats. The illusion veil extended over her shoulders from a pearl headpiece trimmed with seed pearls. She carried a bouquet of yellow roses.

Primrose yellow crepe made the attendant's empire dress, with A-line street length skirt and long full sleeves. Her bouquet was a smaller version of the bride's, and she wore a bow of ribbon with a net frill in her hair.

The family members and close friends who were wedding guests, attended also a reception afterward in Ward Parlor. Miss Rhonda Holbert was at the register table.

Miss Becky Hardin, sister of the bridegroom, and Miss Livesay, his cousin, served cake and punch from a table covered with a lace cloth made in Austria. Three yellow candles burned in holders in the center, where the bride's and bridesmatron's bouquet were laid.

After a brief honeymoon trip, Mr. and Mrs. Hardin will be at home at 510 Schley. For travel the bride wore a red velvet dress accented with lace trim.

She is a student in Hereford High School, where she is a member of the drill team. An HHS senior, the bridegroom is associated with his father in operating a service station. He is a member of the school band and a drum instructor.

Wedding planned

Mr. and Mrs. Stanley Julian of Salt Lake City, Utah, announce the engagement of their daughter, Mignon to Lane D. Hallows, son of Mr. and Mrs. Dale Hallows of Hereford.

Miss Julian is a graduate of Westwood High School in Mesa, Arizona, and attended Brigham Young University. She is employed at Walker State Bank in Salt Lake City.

Hallows is a 1967 graduate of Hereford High School and has served a two year mission in Florida for the Latter-Day Saints Church. He is presently employed in Salt Lake City.

The wedding date has been set for March 31 in the Salt Lake Temple.

Shower honors bride

Preceding her marriage which took place Friday, Dana Hinton was honoree at a recent shower in the J. Robert Hickman home, where approximately 50 of her school friends called and presented gifts.

Miss Hinton and Tony Hardin were married in a Friday evening ceremony at First United Methodist Church.

Hostesses for the afternoon shower were Susie Hickman, who greeted callers at the door of her parents' home; Mary Livesay, who was at the bride's book where guests registered; Barbara Owen and LaNita Herr, who arranged the gifts for display.

Also Pam Lindsey, who poured punch, and Suzanne Hewitt, who served cake. Becky Hardin, sister of the bridegroom, was in the receiving line with the honoree.

The oval table was covered with a handmade cloth of sheer organza over satin, all white and centered with a fruit-and-candle arrangement in shades of yellow, the color used in wedding decorations.

Insurance firm changes name

One of Hereford's long-time insurance companies, Robinson & Associates, has officially changed its name.

The name of the company has been changed to Plains Insurance Agency. There will be no change in personnel or location.

The change was made, according to officials of the company, so that "our name will more nearly reflect the great plains area that we attempt to serve and the business in which we are engaged."

The change became effective Jan. 1.

School menus

FR.—SR. HIGH SCHOOLS
MONDAY—Steak and brown gravy or roast beef and gravy, mashed potatoes, honey fruited carrots, apple pie, rolls, butter, milk.
TUESDAY—Spaghetti and meat sauce or beef ravioli, seasoned green beans, black eye peas, German chocolate cake, rolls, butter, milk.
WEDNESDAY—Hamburger or Sloppy Joe, potato chips, tomato and lettuce, pickles and onions, apricot cobbler, milk.
THURSDAY—Western beans w. meat sauce or hot tamales, whole kernel corn, creamy cole slaw, white cake, cornbread, butter, milk.
FRIDAY—Saucy pork patties or oven fried sausage, sweet potatoes, buttered green peas, peaches, cookie, rolls, butter, milk.
PUBLIC ELEMENTARY
MONDAY—Steak and brown gravy, honey fruited carrots, mashed potatoes, apple pie, rolls, butter, milk.
TUESDAY—Spaghetti and

meat sauce, seasoned green beans, black eye peas, German chocolate cake, rolls, butter, milk.
WEDNESDAY—Hamburger, potato chips, tomato, and lettuce, pickles and onions, apricot cobbler, milk.
THURSDAY—Western beans w. meat sauce, whole kernel corn, creamy cole slaw, white cake, cornbread, butter, milk.
FRIDAY—Saucy pork patties, sweet potatoes, buttered green peas, peaches, cookie, rolls, butter, milk.

tered spinach, cookies, rolls, butter, milk.
THURSDAY—Ranch burgers, lettuce, onions, pickles, potato chips, peach cobbler, milk.
FRIDAY—Baked turkey, dressing and giblet gravy, peas, jelly with fruit, rolls, milk.

Junior bowlers to meet Jan. 8

A meeting will be held at 9 a.m. Jan. 8 at Sunset Lanes for children 8-15 years of age who would like to join the Junior Bowlers Association.

The organizational meeting is open to any youngster who would like to participate in the league play.

If there are enough at the meeting to form teams, bowling will begin that day.



VOE STUDENT OF THE WEEK — This week's Vocational Office Education Student of the Week is Mary Munoz, 18-year-old daughter of Mr. and Mrs. Raquel Munoz. Miss Munoz, senior in Hereford High School, is employed at First Supply Company and is shown above with Terry Bloxom.

University of North Carolina teams won 1971 Atlantic Coast Conference titles in football and cross country.

Charles McCaffree, former Michigan State swimming coach, is assistant manager of the United States men's Olympic swimming team for the 1972 Munich games.

Phil Esposito of the Boston Bruins was the first National Hockey League player to score 20 goals this season.

Thames PHARMACY

110 SO. CENTRE PHONE 364-2300 HEREFORD TEX

HAVE THIS LABEL ON YOUR NEXT PRESCRIPTION

BARRICK

FURNITURE & APPLIANCE

HWY 60 WEST Formerly H & H Furniture of Hereford PHONE 364-3552

JANUARY CLEARANCE!

TO OUR CUSTOMERS:

The entire inventory of furniture we purchased from the Hall's on November 1, 1971, must be sold at . . . **REDUCED CLEARANCE PRICES** . . . to make room for January delivery of new quality furniture and appliance lines arriving now!

LET'S MAKE A DEAL . . . WE TRADE . . . WE DELIVER EASY TERMS . . . NEVER UNDERSOLD

— LOREN & JEAN BARRICK, Owners

P.S. Check with us and compare before you buy Anywhere

1-LARGE GROUP TABLE LAMPS 50% OFF SHOP EARLY & COMPARE!	DINING ROOM TABLES & CHAIRS 30% OFF We Invite you to Check the Savings Here!
Over 40 to Choose From RECLINERS & CHAIRS ALL STYLES & COLORS 40% OFF WHILE THEY LAST!	BEDDING MATTRESS SETS ALL REDUCED FOR QUICK SALE!
UNBELIEVABLE PICTURES & PLAQUES 40% OFF We Have Something For Any Decor!	YOUR CHOICE — GREAT GROUP SOFAS & SECTIONALS 30% OFF Velvets - Prints - Herculon

BARRICK

FURNITURE & APPLIANCE

EASY TERMS FREE DELIVERY

Hwy 60 West Loren and Jean Barrick, Owners Never Undersold Phone 364-3552

McDOWELL DRUG

Celebrating

19 YEARS IN HEREFORD

Yes, it's Our
 19th Anniversary
 And We Point with Pride
 to Every Single Year!

It has been 19 years now since we decided to make Hereford our home and established McDowell Drug in the second block of Main. Since that time, we have continued to grow with Hereford, and have moved twice — each time to larger quarters. We're eternally grateful that we did decide to stop in Hereford because not only our business has prospered and grown, but we've also found this to be the finest community with the finest people in Texas. And on our 19th Anniversary, we want to express our deep appreciation to our many friends and customers who have made our stay possible and profitable. Thanks, and we're looking forward to many more years of service to Hereford and surrounding territory.

Mr. and Mrs. Ansel McDowell
 Mr. and Mrs. Jim McDowell

And Our Pledge For 1972 is Serving
 You with Fine Products and Friendliness

HAPPY NEW YEAR TO ALL

McDOWELL DRUG

DOWNTOWN VARIETY PARK

It's here... our Annual January

Clearance

STARTS MONDAY - JAN. 3 - 8:30 A.M.

Rutherford & Co.

Sale

All Sales Final
 - No Exchanges -
 - No Refunds -
 - Please -

NO ALTERATIONS ON SALE MERCHANDISE

Group Ladies
WINTER DRESSES

\$65.00 Value	Now \$37.00
\$60.00 Value	Now \$35.00
\$55.00 Value	Now \$34.00
\$50.00 Value	Now \$32.00
\$45.00 Value	Now \$30.00
\$40.00 Value	Now \$28.00
\$38.00 Value	Now \$27.00
\$36.00 Value	Now \$25.00
\$35.00 Value	Now \$24.50
\$32.00 Value	Now \$23.00
\$28.00 Value	Now \$17.50
\$25.00 Value	Now \$14.50
\$20.00 Value	Now \$12.00
\$15.00 Value	Now \$ 8.50

--- No Alterations at Sale Price ---

Group Ladies
PANTS - BLOUSES & SKIRTS

\$28.00 Value	Now \$17.50
\$25.00 Value	Now \$14.50
\$20.00 Value	Now \$12.00
\$18.00 Value	Now \$11.00
\$16.00 Value	Now \$ 9.50
\$15.00 Value	Now \$ 9.00
\$14.00 Value	Now \$ 8.50
\$12.00 Value	Now \$ 7.00
\$11.00 Value	Now \$ 6.50
\$10.00 Value	Now \$ 6.00

Group Men's
SWEATERS

\$30.00 Value	Now \$17.00
\$22.00 Value	Now \$13.00
\$20.00 Value	Now \$12.00
\$18.00 Value	Now \$11.00
\$17.00 Value	Now \$10.00
\$16.00 Value	Now \$ 9.00
\$15.00 Value	Now \$ 8.00
\$13.00 Value	Now \$ 7.00
\$12.00 Value	Now \$ 6.50
\$10.00 Value	Now \$ 5.50

Group Men's
WINTER COATS & JACKETS

\$80.00 Value	Now \$42.00
\$50.00 Value	Now \$30.00
\$45.00 Value	Now \$28.00
\$40.00 Value	Now \$27.00
\$38.00 Value	Now \$26.00
\$36.00 Value	Now \$25.00
\$35.00 Value	Now \$24.00
\$30.00 Value	Now \$19.00
\$26.00 Value	Now \$15.00
\$25.00 Value	Now \$14.00
\$22.50 Value	Now \$13.00
\$20.00 Value	Now \$11.00
\$15.00 Value	Now \$ 9.00

Group Ladies
PANT SUITS & WEEKENDERS

\$75.00 Value	Now \$47.00
\$70.00 Value	Now \$45.00
\$65.00 Value	Now \$37.00
\$60.00 Value	Now \$35.00
\$55.00 Value	Now \$34.00
\$50.00 Value	Now \$32.00
\$45.00 Value	Now \$30.00
\$40.00 Value	Now \$28.00
\$38.00 Value	Now \$27.00
\$36.00 Value	Now \$25.00
\$28.00 Value	Now \$17.50

Group Ladies
WINTER COATS

\$80.00 Value	Now \$50.00
\$75.00 Value	Now \$47.00
\$70.00 Value	Now \$45.00
\$65.00 Value	Now \$37.00
\$60.00 Value	Now \$35.00
\$55.00 Value	Now \$34.00
\$50.00 Value	Now \$32.00

Group Boys
LONG SLEEVE SHIRTS

\$ 6.50 Value	Now \$ 4.00
\$ 6.00 Value	Now \$ 3.75
\$ 5.00 Value	Now \$ 3.50
\$ 4.50 Value	Now \$ 3.00
\$ 4.00 Value	Now \$ 2.50
\$ 3.60 Value	Now \$ 2.25
\$ 3.50 Value	Now \$ 2.00
\$ 3.00 Value	Now \$ 1.85

Group Men's
SLACKS

Woolens & Dacron Blends

\$25.00 Value	Now \$14.00
\$22.50 Value	Now \$13.00
\$20.00 Value	Now \$12.00
\$18.00 Value	Now \$11.00
\$14.00 Value	Now \$ 8.00
\$13.00 Value	Now \$ 7.50
\$12.00 Value	Now \$ 7.00
\$ 9.00 Value	Now \$ 5.50

--- No Alterations at sale price ---

Group Ladies
SWEATERS

\$27.50 Value	Now \$16.00
\$25.00 Value	Now \$14.50
\$22.95 Value	Now \$13.00
\$19.95 Value	Now \$12.00
\$13.00 Value	Now \$ 7.50

Group Little Girls
COATS

\$22.00 Value	Now \$13.00
\$20.00 Value	Now \$12.00
\$18.00 Value	Now \$11.00
\$16.00 Value	Now \$ 9.50
\$14.00 Value	Now \$ 8.00
\$11.00 Value	Now \$ 6.50
\$10.00 Value	Now \$ 6.00

Group Boys
WINTER COATS

Sizes 2 to 12

\$18.00 Value	Now \$11.00
\$16.00 Value	Now \$ 9.50
\$12.00 Value	Now \$ 6.75
\$11.00 Value	Now \$ 6.50
\$10.00 Value	Now \$ 6.00
\$ 7.00 Value	Now \$ 3.75

Group Men's
SUITS

\$95.00 Value	Now \$54.00
\$80.00 Value	Now \$44.00

--- No Alterations at Sale Price ---

Group Ladies
HANDBAGS

\$35.00 Value	Now \$24.50
\$24.00 Value	Now \$14.00
\$22.50 Value	Now \$13.00
\$17.50 Value	Now \$ 9.00
\$12.50 Value	Now \$ 7.00
\$ 9.00 Value	Now \$ 5.00

LITTLE GIRLS
DRESSES & SPORTSWEAR

1/3 OFF

Regular Price

GROUP MENS
SPORT SHIRTS

LONG SLEEVES
 LARGE SELECTION
 \$6.50 to \$11.00 Values

1/3 OFF

Regular Price

Group Men's
SPORT COATS

\$65.00 Value	Now \$36.00
\$60.00 Value	Now \$33.00
\$50.00 Value	Now \$29.00

ALL SALES FINAL PLEASE!
 No Exchanges
 No Refunds
 No Lay-A-Ways

GROUP YOUNG MENS
SLACKS & JEANS

Prices at Only **\$2.99** Pair

Values from \$5.50 to \$11.00

SALE STARTS
 8:30 A.M.
MONDAY, JANUARY 3rd
RUTHERFORD & CO.
DOWNTOWN

Sale! First time ever!
All Adonna bras
and girdles
at 20% savings.



Sale \$2

Reg. \$2.50. White cotton crossover bra with nylon lace upper cups, adjustable stretch straps.

Sale 2 40

Reg. \$3. Crossover contoured lace bra with elastic front insert, nylon lace upper cups, cotton/lower cups.

Sale 2 80

Reg. \$3.50. Scalloped nylon lace bra has adjustable straps, nylon/spandex powernet elastic.

Sale 2 40

Reg. \$3. Stretch-nylon lace bra with fiberfill lined lace cups, nylon/spandex back.

Sale 4 80

Reg. \$6. Long-leg panty girdle of nylon/Lycra® spandex, back panel of acetate/cotton/spandex.

Sale 7 20

Reg. \$9. Garterless girdle of nylon/Lycra® spandex in 17" waist-down length.

Sale 3 20

Reg. \$4. Garterless long-leg panty girdle is nylon/Lycra® spandex, has stretch lace front panel.

Sale 5 60

Reg. \$7. Garterless long-leg panty girdle is nylon/spandex powernet, stretch lace cuffs.

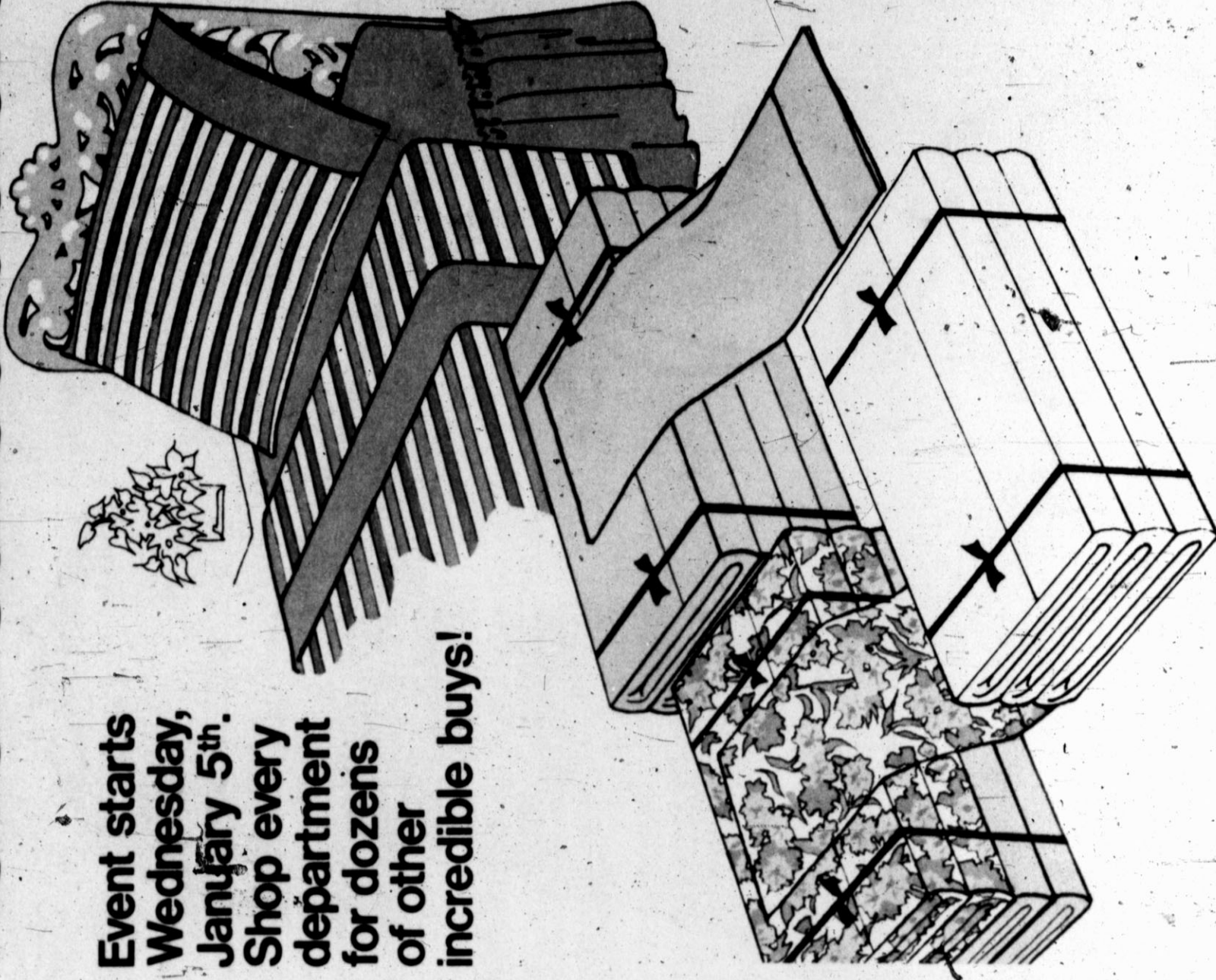
Sale prices effective limited time only.

JCPenney

The values are here every day.

Spend January at Penneys.
Save like you've
never saved before!

Event starts
Wednesday,
January 5th.
Shop every
department
for dozens
of other
incredible buys!



Sale
143

Nation-wide®
white muslin® sheets

Cotton muslin, 133 count, Twin size, flat or Elasta-fit bottom. Reg. 1.99.
 Full size, flat or fitted. Reg. 2.29
 Pillow cases. Reg. 2 for 1.09
 *Unbleached and finished
 Sale 1.88
 Sale 2 for 88c

Sale
224

Penn-Prest
white percale sheets

50% combed cotton/50% polyester. Twin size, flat or Elasta-fit bottom. Reg. 2.99.
 Full size, flat or fitted. Reg. 3.99
 Pillow cases. Reg. 2 for 2.69
 Sale 3.24
 Sale 2 for 1.84

Sale
227

Penn-Prest muslin sheets in
fashion colors,
Duo-tone Stripes,
Blossom Boutique Prints

50% cotton/50% polyester. Twin size, flat or Elasta-fit bottom. Reg. 2.99.
 Full size, flat or fitted. Reg. 3.99
 Pillow cases. Reg. 2 for 2.49
 Sale 3.27
 Sale 2 for 2.09

Sale prices effective limited time only.

Bring your JCPenney charge card.

Sorry, no mail or phone orders.

Think we're exaggerating?
Just turn this page!

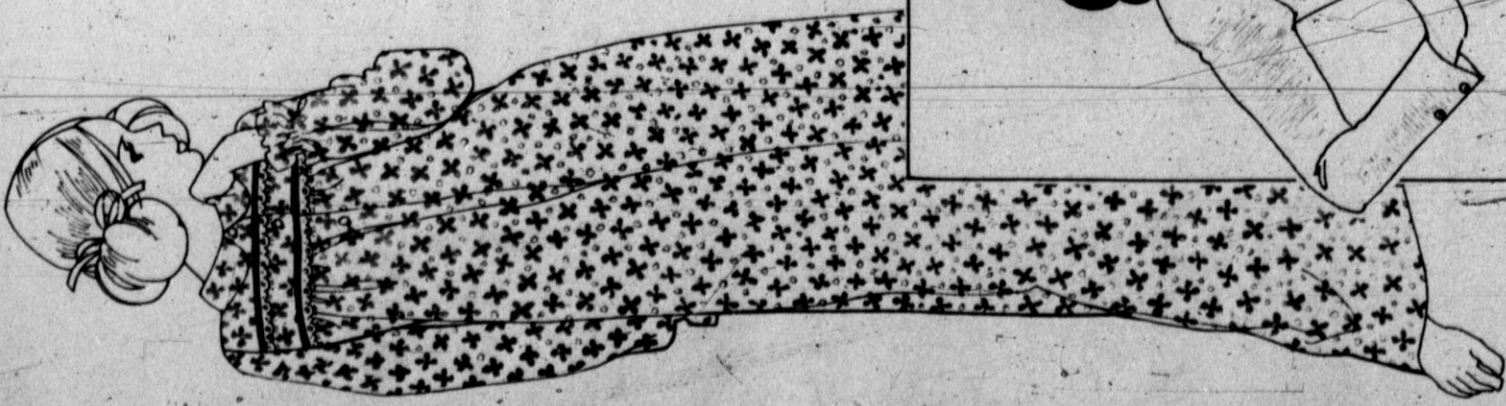
JCPenney
 The values are here every day.

Hereford, Texas

435 Sugarland Mall
 SHOP SATURDAY NIGHTS 'TIL 8:30 P.M.
 OTHER DAYS 9:30 A.M. TO 6:00 P.M.

Advertising Supplement to SUNDAY BRAND, Sunday, January 2, 1972

**Our great January specials.
Because you need a lift.
And so does your budget.**

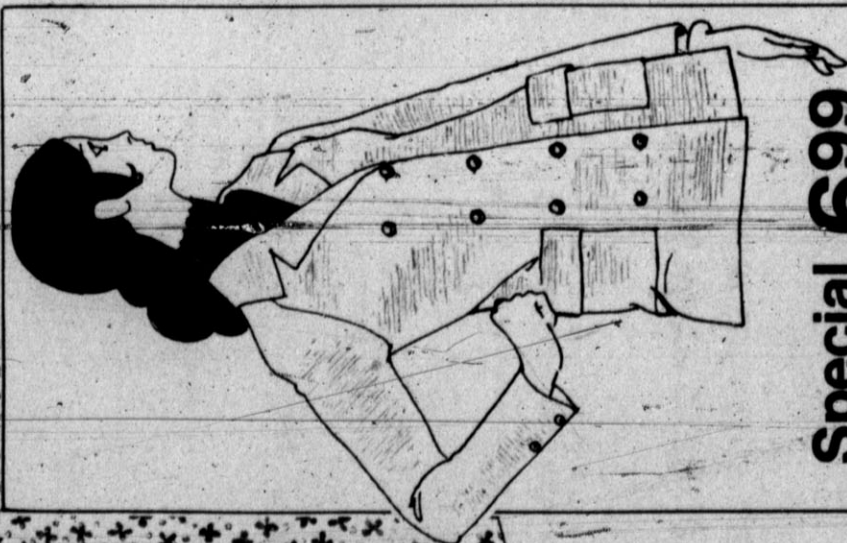


Special 7 99

Misses' pant suits for now and spring. Carefree polyester/nylon knit that's machine washable. Solid color pull-on pants with matching striped top. Sizes 8 to 18.

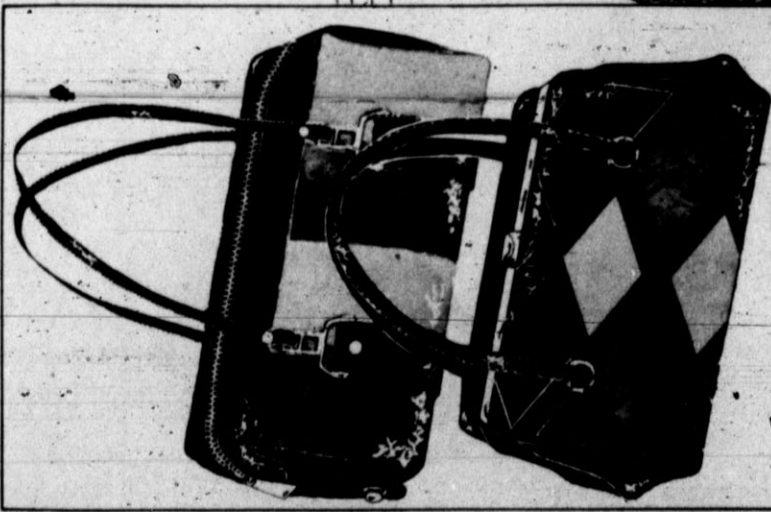
Special 2 88

Cozy sleepwear in warm cotton flannelette. Choose pajamas, or gowns in shift or full length. Charming floral prints in pastel shades. Misses' S-M-L.



Special 6 99

Originally \$13. Special January savings on misses' 100% acrylic double knit blazers! Notched collar, double breasted styling in red, white or navy. Sizes S,M,L.



Special 2 88

Closeout of handbags that were originally \$6 to \$10. A variety of great looks in leathers and leather-look vinyls. Lots of colors, styles, sizes.

JCPenney

The values are here every day.

Our great January buys. Very special prices to help keep you warm.



Special 3 99

Boys' quilted nylon jacket is reversible. Has roll-away hood, polyester fiberfill. Machine washable. Choose blue or green. Pre-school sizes S,M,L. Sizes 6 to 20. Special 4.99



Special 3 for \$5

Boys' rib shirts of polyester/combed cotton. Choose from ring zipper or Wallace Beery styles. Fashion colors. 6-16.

Special 3 pr. \$1

Boys' acrylic/stretch nylon crew socks in lots of fashion colors. Sizes S,M,L.

JCPenney

The values are here every day.

**Our great January specials.
What better way to start
your new year's wardrobe.**



Special 166

Flannel work shirt of 100% cotton. Machine washable. Available in assorted plaids and colors. S,M,L,XL.

Special 999

Men's no-wrinkle fashion slacks done in fabulous polyester double knit twill. Fashion detailed with western style pockets and flare bottoms. Navy, olive, brown or light blue. Sizes 30 to 40.



JCPenney

The values are here every day.

**January kid-stuff specials. Now
when your budget needs babying.**



Special 2 for \$5

Tots' nylon stretch pant sets. Long sleeve striped polo, flare leg, solid color pants. Fashion colors. Sizes 2T to 4T.



Special 199

Infants' 2-piece cotton knit sleepers. Print top, solid bottom, plastic non-skid feet. Sizes 1 to 4 with gripper waist. 5 to 8 with boxer waist.



Special 199

Girls' Penn-Prest® polyester/cotton knit tops in assorted solids and stripes. Mock turtleneck or crew neck styling. Sizes 3 to 6X. 1.77

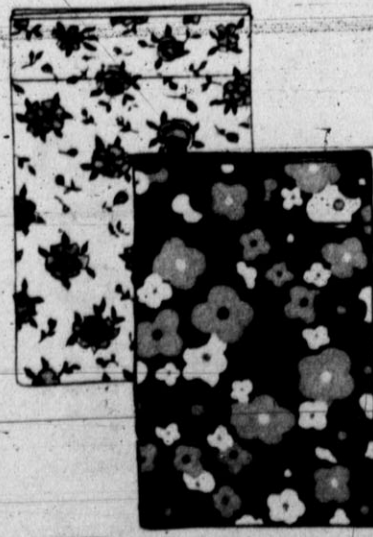
Special 299

Girls' jean styled, flare leg pants of cotton and polyester/cotton in prints and stripes. Machine washable. Sizes 4 to 6X. 1.77

JCPenney

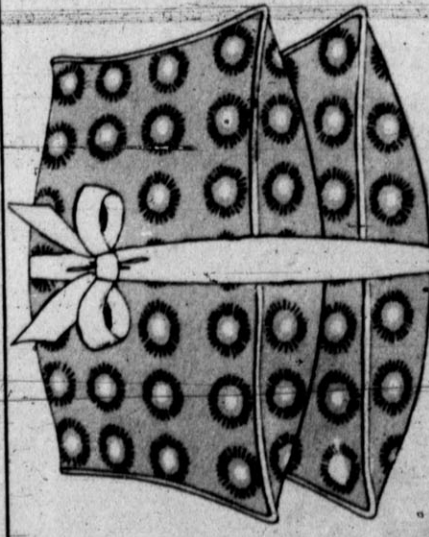
The values are here every day.

Special January values that are downright cozy. So are the prices.



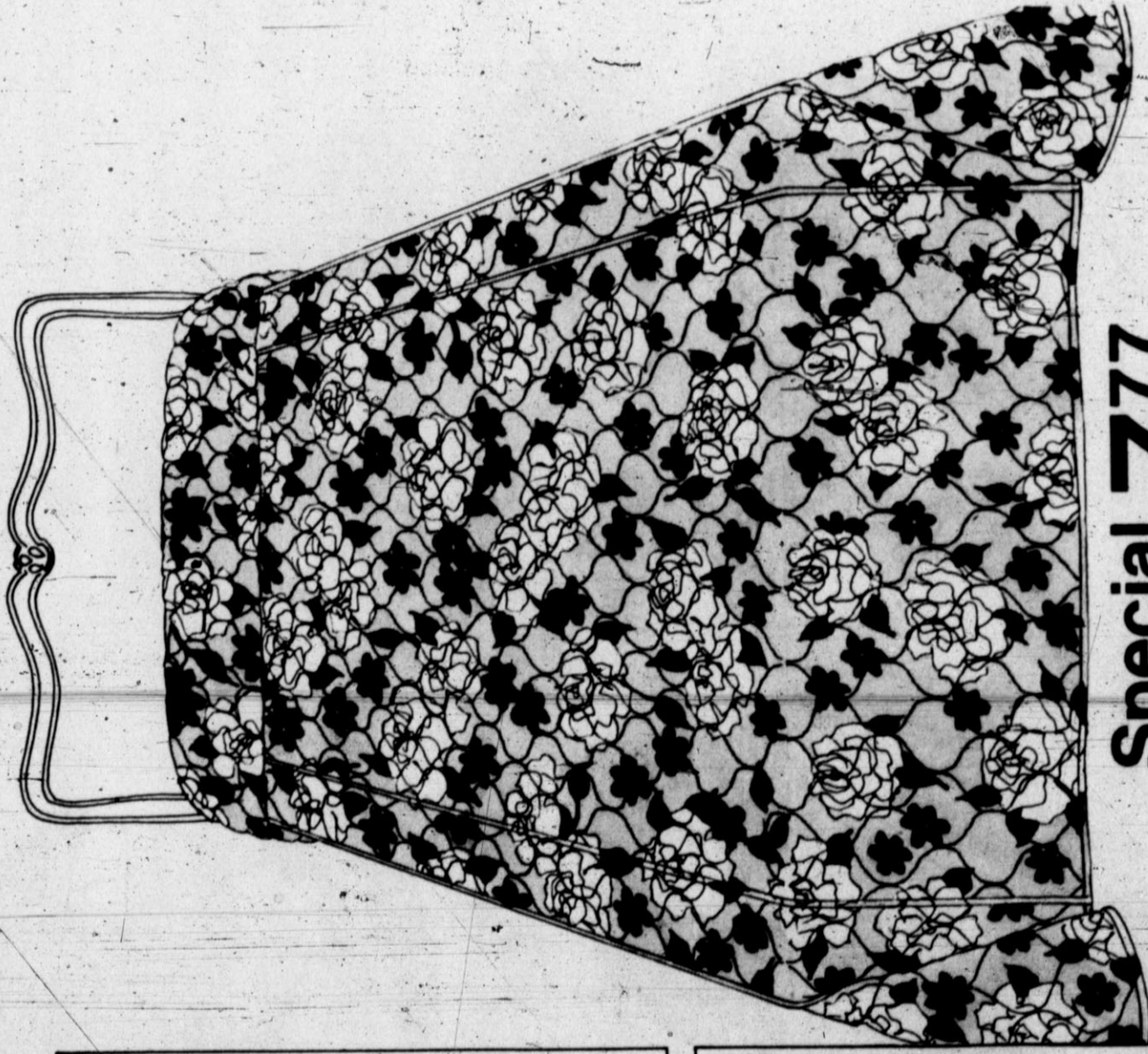
Special 2 for \$1

Nation-Wide® cotton muslin pillow cases at stock-the-linen-closet price. Pretty prints. 42x36" size.



Special 366

Machine washable pillows with Penn-Prest Dacron® polyester/cotton covers, Dacron® polyester fiberfill, cord edge. Standard size.

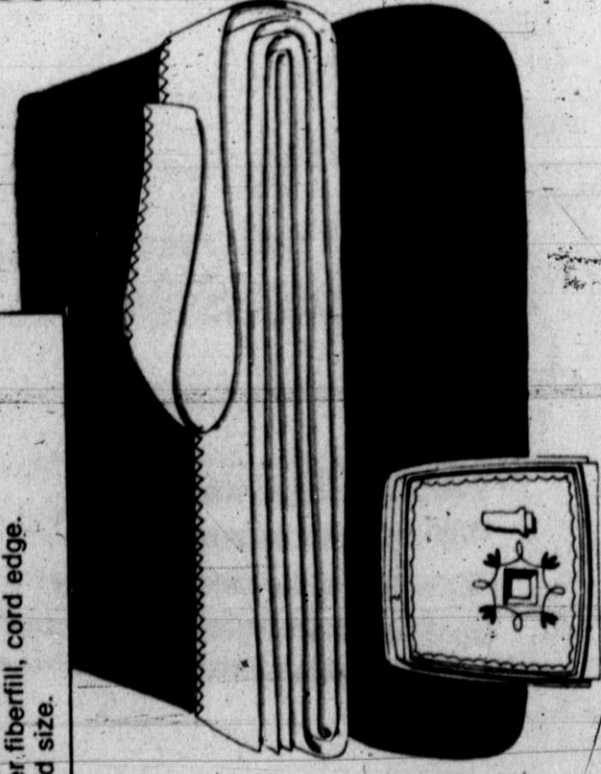


Special 777

Twin or full
Choose from a handsome collection of fully quilted, throw style bedspreads in a variety of fabrics, patterns and colors. Get them for every bed in the house.

Special 1088

Colorful electric blankets of polyester/fayon/cotton. Full size with single control. U.L. listed. Choose gold or avocado.



JCPenney

The values are here every day.

Winter weary wardrobe? Take the cure. Sew up a special buy knit.



Special 344

yd.
Texturized polyester double knits in pebbly crepe, jacquards, flat knits. Easy care Penn-Prest. Fashion colors. 58/60" wide.

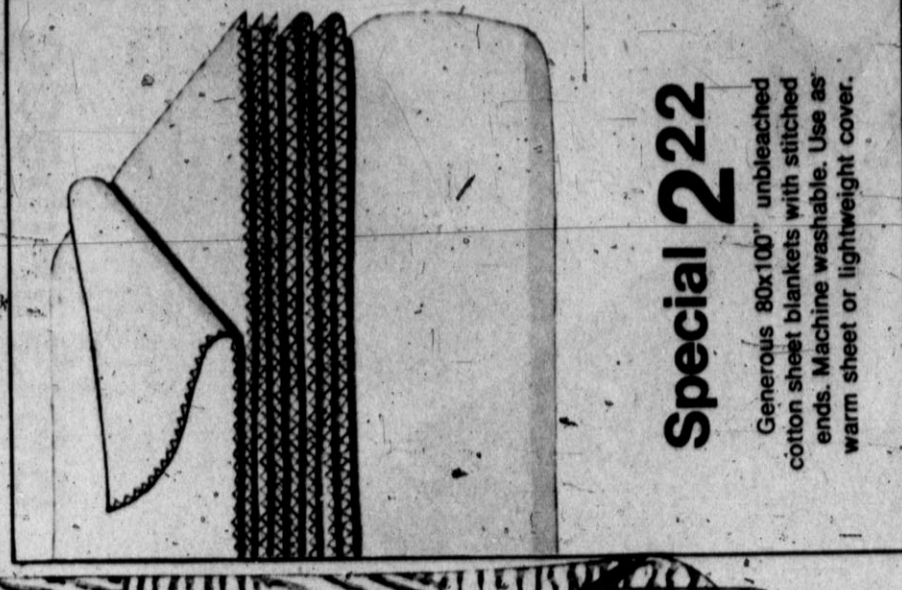
Special 444

yd.
Gorgeous polyester double knits in two and three tone jacquard patterns. Great new color combinations. Easy care Penn-Prest. 58/60" wide.



Special 366

Twin
Fitted mattress pads with Sanitized® cotton-cover, polyester filling, diamond stitched. Elastic edge skirt. Full size, 4.98



Special 222

Generous 80x100" unbleached cotton sheet blankets with stitched ends. Machine washable. Use as warm sheet or lightweight cover.

JCPenney

The values are here every day.

17

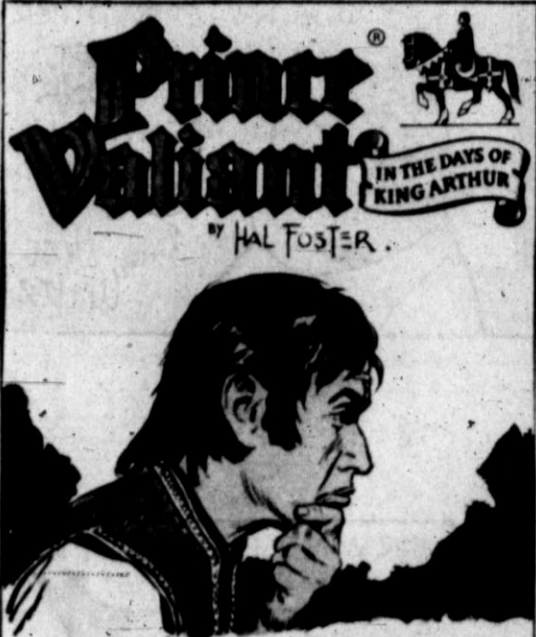
TOP FAVORITES

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

SUNDAY, JANUARY 2, 1972



Prince Valiant
IN THE DAYS OF KING ARTHUR
BY HAL FOSTER
Our Story: WHEN ZANEDON RECOVERS FROM THE PANIC HE FEELS AT BEING IN THE PRESENCE OF THE QUEEN, HE LOOKS AT THE GIRL HE JILTED AND FEELS HE HAS MADE A MISTAKE.



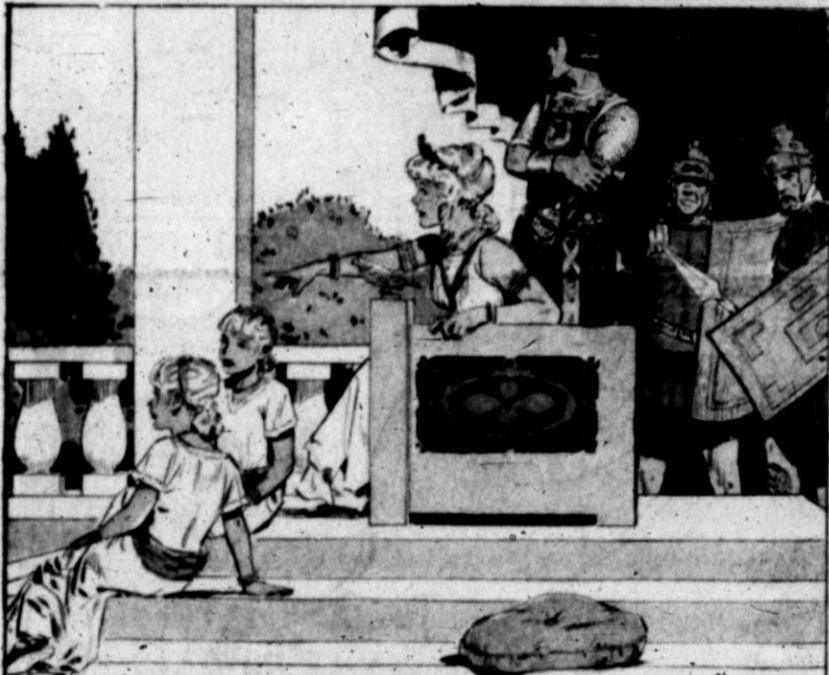
HER FACE IS RADIANT AS SHE SMILES UP AT AMIENS. HAS HE MISTAKEN HER WIT AND HUMOR AS SARCASM AND IRONY? HER SMILE SHOULD BE FOR HIM ALONE.



"I WILL SOLVE THE WHOLE MATTER. THE LADY HELEN IS RIGHTFULLY MINE, THE MARRIAGE CONTRACT SIGNED AND HER DOWRY PAID. I WILL TAKE HER!"



AMIENS' FACE IS WHITE WITH ANGER: "I MAINTAIN THE LADY HELEN IS NO CHATTEL TO BE TOSSED ASIDE AND TAKEN BACK AT WHIM. IF THE LADY WILL ACCEPT SO HUMBLE A CHAMPION, THIS INSULT CAN BE ARGUED IN THE LISTS."



QUEEN ALETA HOLDS UP HER HAND: "THE MARRIAGE CONTRACT HAS BEEN DISHONORED AND IS VOID. THE DOWRY TO BE RETURNED AND HELEN'S PARENTS PAID AN INDEMNITY LARGE ENOUGH TO COMPENSATE FOR THEIR LOSS. FOR WHO NOW WOULD WED A JILTED GIRL?"



"WHO WOULD NOT?" CRIES AMIENS GETTING RED IN THE FACE. "WHY, ANYONE IN THEIR RIGHT MIND..... I MEAN, HELEN IS....." AND HERE AMIENS STOPS, EMBARRASSED.



"WELL," ASKS THE QUEEN, EVER READY TO HELP OUT A ROMANCE, "WOULD YOU?"



HELEN SPEAKS: "MADAM, THE QUEEN, I WOULD LIKE TO BE THE FIRST TO HEAR HIS ANSWER TO YOUR QUESTION. BY YOUR LEAVE AMIENS AND I WILL DISCUSS IT ON THE TERRACE."

1821 NEXT WEEK—Mail the King!

1-2



WELL, OF ALL THE NERVE!



AND HE PROFESSES TO BE MY BEST FRIEND!

RING



YOUR HUSBAND HAS MY NEWSPAPER AND I WANT IT BACK!

YOU CAN SPEAK TO HIM—HE'S AT THE BREAKFAST TABLE



WHAT ARE YOU DOING, STUPID?

THAT'S MY NEWSPAPER! I SAW YOU PICK IT UP OFF MY LAWN.



IT'S MINE!

IT'S MINE!



STOP IT—DO YOU HEAR ME? STOP IT.



SHAME ON THE TWO OF YOU, FIGHTING LIKE THAT—HERE, DAGWOOD, YOU TAKE THE PAPER



THE NERVE OF THAT GUY TRYING TO TAKE MY PAPER

YOUR PAPER?



HERE'S OUR NEWSPAPER—I WENT OUT AND GOT IT BEFORE YOU CAME DOWN



HERB, I MADE A LITTLE MISTAKE... THIS IS YOUR PAPER, AFTER ALL... SORRY



YEOW

BOOM



BOY! IS HE EVER A GROUCH IN THE MORNING!

© King Features Syndicate, Inc., 1971. World rights reserved.

1-2

beetle bailey

by mort walker



WALT DISNEY'S SCAMP



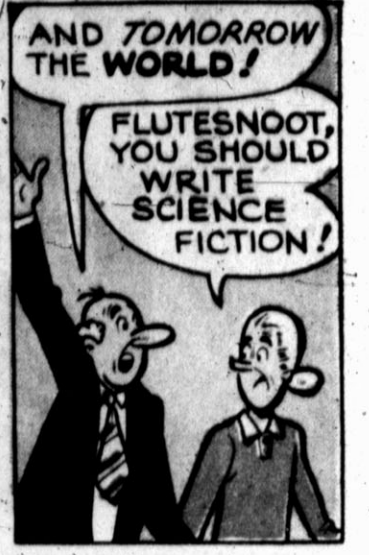
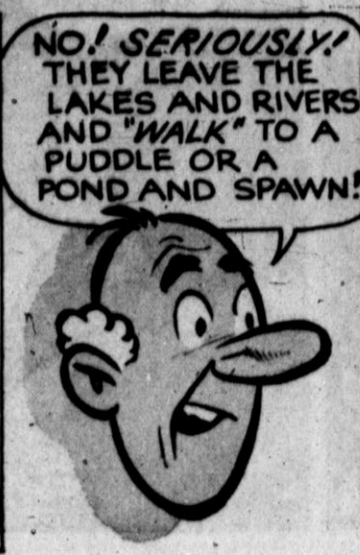
BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL



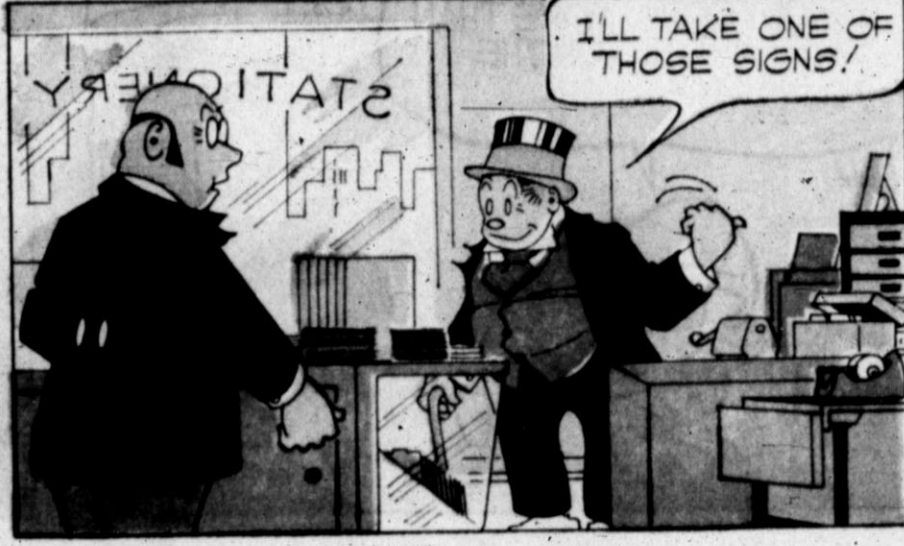
ARCHIE

by BOB MONTANA



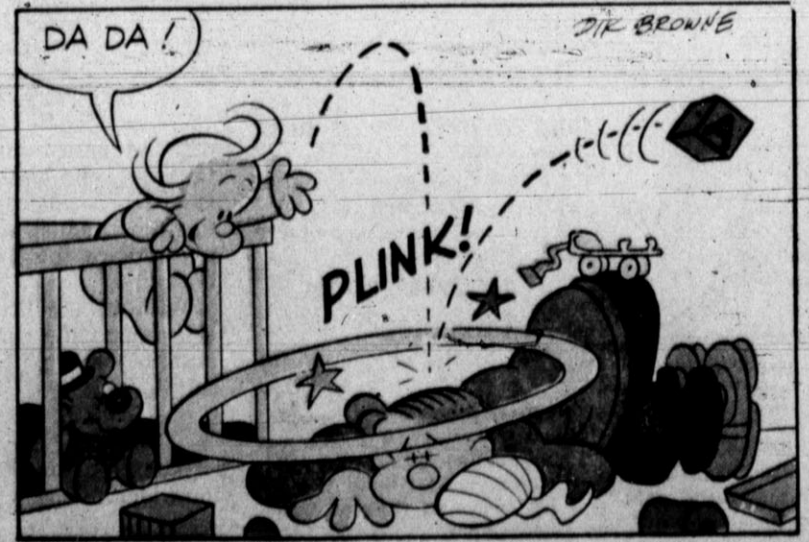
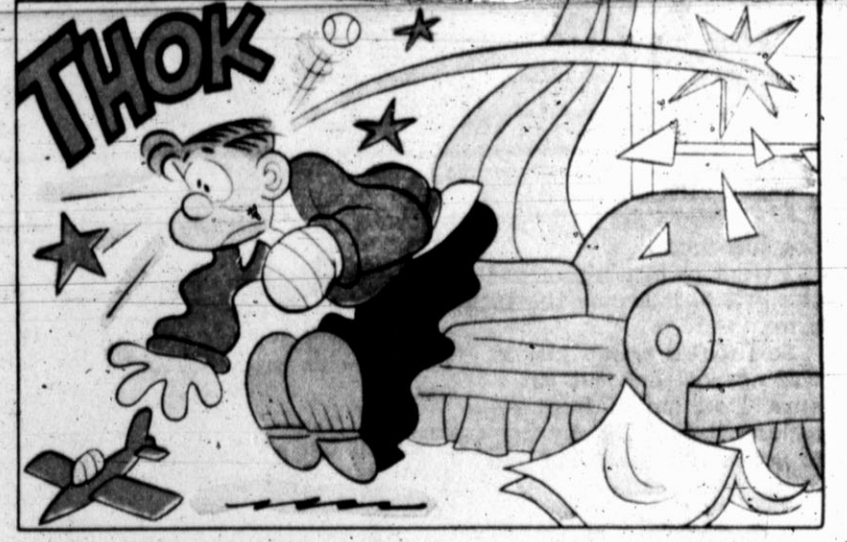
BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



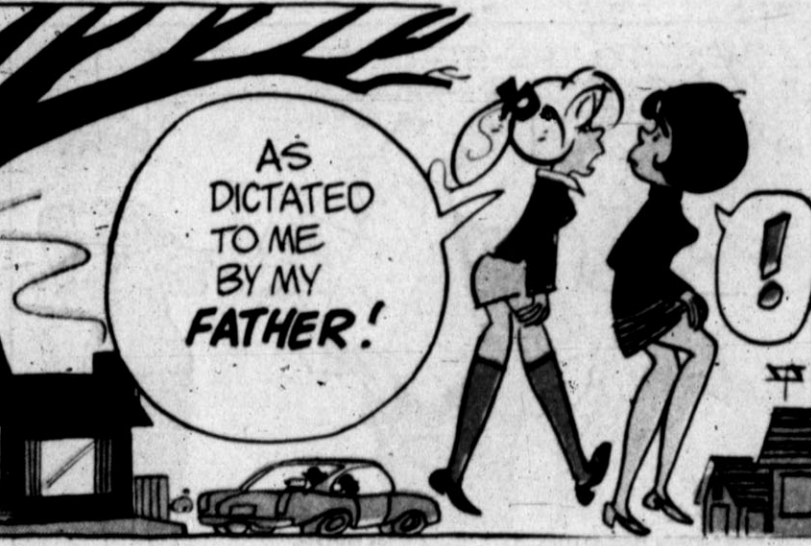
Hi and Lois

by MORT WALKER and DIK BROWNE





PONYTAIL BY LEE HOLLEY



hints from Heloise

DEAR HELOISE:
Here's an idea for anyone with an extra-large dog like mine.
I went to buy him a bed and was simply stunned at the price—it seems the larger the bed the higher the price.
So I took a child's plastic wading pool and cut out a small section in front—making it easy for my dog to get in and out. Then put

back in—it's ready for use again.
Myrt
Sounds like a "DOGgone" good idea, Myrt—Thanks for the tip.
Heloise

ON THE VINE
DEAR HELOISE:
I have a good use for those old plastic clothes-baskets.
I cut up the sides to the desired length and width and use them for little trellises for my potted plants.
Looks pretty and they're so much cheaper than those you buy.
Iris

SLEEP TIGHT!
DEAR HELOISE:
For your readers who are short of sleeping space when guests stay overnight, I

have found the perfect solution.
If you have a sofa with six cushions, just lay a twin-sized contour sheet on the floor, put the six cushions down on the sheet in two rows of three, and bring the sheet up tight around the cushions.
Then put another contour sheet over the top. Keeps the cushions together, and makes a comfortable bed.
Mrs. R. L. Kauzlarich

LETTER OF LAUGHTER
DEAR HELOISE:
"Roses are red,
Violets are blue.
Now your electric fry pan
Has a new use for you.
When your big round pots

HELP FOR HOMEMAKERS

aren't around.
Cause they're doing other jobs:
Put the corn on the cob in the fry pan.
And the family will flock like mobs.
Corn on the cob and round pans
Don't fit together too well.
Corn is long and pans are round
So square electric ones work swell.
Carol

SLIPCOVER SPECIAL
DEAR HELOISE:
I found that my Mom's old half slippers (still in pretty good condition) make cute nighties.
Two pieces of border lace about an inch or two in width sewn to the top of the slip, as straps is all that's necessary.
I now have a collection of easy-to-make nighties.
A Somebody

RECOVERY ROOM
DEAR HELOISE:
Having to re-cover my

sofa and chair seat cushions so often because the corded edge wears out fast, I decided to place the zipper on the side of the cushion instead of on the back.
This way I can reverse the cushion from front to back as well as top to bottom. This gives TWICE the wear, because the corded edge doesn't fray as quickly.
Mrs. C. Pagley

ADDED PRECAUTION
DEAR HELOISE:
We can never be too careful with aerosol spray cans when there are children around.
An easy way to disarm these cans is to simply pull off the spray button and tape it to the bottom of the can. When you're ready to use the product again simply replace the little spray button.
Without the little button attachment the children are not able to spray themselves.
Mr. L. H. McDonald
What a perfectly marvelous idea.
Heloise

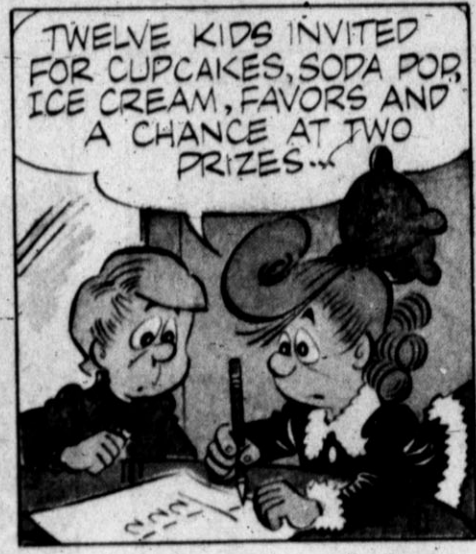
WEIGHTY PROBLEM
DEAR HELOISE:
I am a little on the plumpish side. You know how it is?
I have had trouble for years finding a bathing suit that fits my figure. Do they make them all for the gals with a "Twiggy" figure?
I now go to the maternity shop to buy them. They are adorable nowadays and they ARE adjustable!
Besides, since they are made for the woman with a pound or so added from time to time (specially in the middle like me)—they do that hideaway job very nicely.
No one knows where I go to buy them. Thought others might like 'em.
Mrs. R.

LOCK ONTO THIS!
DEAR HELOISE:
What a day! I've rescued my small son twice today from the bathroom. He seems to have a thing about locks.
Other than remove the lock I was at my wit's end—then had a bolt from out of the blue.
How could I have been so stupid and it was so simple. Just folded a towel and

hung it over the bathroom door.
Guess that will "fox" him.
"Smartened up Mom!"

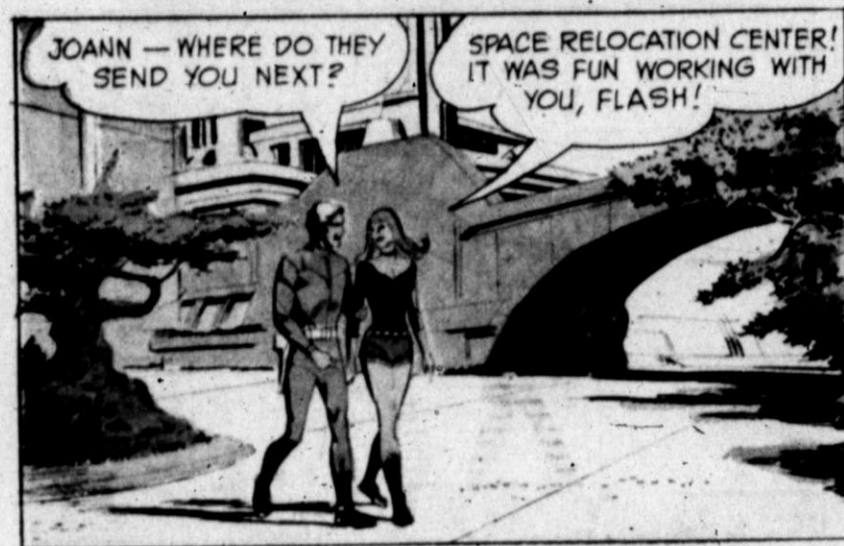
FLAVORFUL FACTS
DEAR HELOISE:
Flavored gelatin has many uses in my cooking!
I would have to mention first of all, the famous pound cake recipe using flavored gelatin; next in line is to sprinkle it into sour cream making a delicious colorful fruit salad dressing, dip for fruit appetizers, or a finishing touch for a fruit dessert.
Mixed with cream cheese, it makes a delightful cake sauce.
Flavored gelatin can be mixed with hot water to make a syrup and used as a base for party punch—all you have to add is ginger ale or other carbonated beverages.
Flavored gelatin is a must on my pantry shelf.
Mrs. S. B. H.

IODINE



FLASH GORDON

by DAN BARRY



TIGER

by BUD BLAKE



