

Whitefaces Face Defense Of Their District Crown

The Hereford Whitefaces head into district battle to defend their district title this weekend with two wins and four losses under their belts. The Whitefaces will meet the Bulldogs of Plainview on the Bulldogs' home field at 7:30 p.m. Friday.

The game is one of two District 4-AAAA contests. The other will match Lubbock High and Coronado, while Monterey enjoys an open date. The Bulldogs are rated a 9-point favorite in the Hereford-Plainview clash.

HEREFORD MADE their best showing, offensively and defensively, last week in a losing effort to El Paso Burges 7-6. The Herd put together their highest total offense of the season against El Paso, and held the Burges Mustangs to only six points, despite several threatening drives by Burges.

Plainview, on the other hand, is trying to turn around a 1-9 record of last season. The Bulldogs have four wins and two

losses for the season, with wins against Estacado, Amarillo High, Borger and Dumas. Their two losing efforts were against Tascosa and Midland Lee. The two losses were by a total 21 points margin. Plainview will have three straight wins going for them as they meet Hereford, and will be trying to avenge losses the last four times they have met the Herd.

OF THE PLAINVIEW Bulldogs, Hereford head coach Larry Dippel said, "They impress me from a defensive standpoint. They are quick and aggressive. They've played fine defense in their non-district schedule. Offensively, they're sound, and they don't make a lot of mistakes. They're the best balanced team I believe we've faced, because they with the help of new head coach George Kirk. Kirk served as offensive coordinator at Baylor two years before coming to Plainview, and before the Baylor tenure, coached winning seasons

at Amarillo Palo Duro, not only can run and throw the ball well, but they mix up their running game. If they can't hurt you with the power running game, they'll switch to options. If they can't get yardage there, they'll move to something else.

"Huffines is also a good quarterback. He was their starting quarterback last year, he's about 6'5" or 6'6" and he does a good job of throwing. I think he went in against Dumas and threw 11 completions of 15 attempts," said Dippel.

Concerning the loss last week to El Paso, Dippel said Tuesday morning that Hereford deserved to win, but failed to capitalize on some of Burges' mistakes. "We played one of our better ball games. We had some mental lapses defensively that let them break for long runs, and we failed to capitalize on some of our breaks, but we overcame some things too, and this is what is pleasing to us. We overcame adversities to move the ball to

the three yard line there at the end of the game, but we didn't get the ball into the end zone."

PLAYERS WHO turned in good performances? "Our two sophomores did well at the running back spots. Terry Brady carried 26 times for 88 yards and a 3.4 yard per carry average, while Carl Lee Graves carried 9 times for 49 yards, or a 5.4 average per carry.

"Mike Crim (quarterback) played well. In fact, everyone played well, but Crim played one of his better ball games. He ran well with the ball, he was a leader on the field, and he threw well. His overall performance was good. We caught the ball well, also," said Dippel.

Asked if the rain during the game and the wet field affected the player's performance, Dippel said that the team had worked out in practice sessions in the rain. "We practice in the rain just like

any other day. We've tried to convince the kids that the water shouldn't limit our throwing game. We've had plenty of opportunities to throw the wet ball. I'd say that our kids just concentrated well.

"**WE MADE** bad decisions in the game," said Dippel. "Late in the game we didn't utilize the clock and we didn't utilize our time outs. The boys just deserved to win the ball game and didn't."

"This week we have our district opener, and with us being the defending district champs, we'll have a lot to prove. We have not been that impressive in our non-conference games, and to be a contender for the title you've got to win the first one. One newspaper has said we aren't even going to be a factor in the district race, but we not only want to be a factor, we want to win it again," said Dippel.

The injury situation in the Herd camp is still not bright, with Doug Charest still

out of commission and several agitating injuries restricting the play of some of the Herd. But the Herd will have more help this week than last with Roy Martinez, sophomore running back, scholastically eligible to play again.

OFFENSIVE starters for the district opener will be Mike Crim, quarterback; Terry Brady and Brian Edwards at running backs; Mike Munnerlyn at wingback; Kevin Malone at tight end; Ronnie Ohlig at split end; David Fish and Melvin Betzen at tackles; Kevin Fox and Danny Collins at guards; and Dennis Evans at center.

Defensive starters will find Dave Charest, Mike Artho, David Artho, and Kent Hollingsworth in the secondary; Terry Bell and Jimmy Sanchez at defensive ends; Vance Hennington and John Paetzold at tackles, and Luis Marquez as noseguard. Linebackers will be Dennis Evans and Danny Jones.

the Hereford Brand

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Final United Way Plans Approved by Directors

Directors of the United Way for Deaf Smith County set a "kick-off" date for the '74-'75 fund-raising campaign, approved fund allocations and nominated two new directors at a breakfast meeting Wednesday.

The kick-off breakfast is set for Oct. 24 at 6:45 at the Civic Center. At that time the total goal for the coming drive will be announced, according to Mike Patrick, board president.

ALLOCATION of funds to the various participating agencies recommended to the board, Wednesday, were decided after the budget and admissions committee met with representatives of participating agencies Oct. 7 and 8. At that time each agency presented statements of operation and proposed budget requests for the coming period. Members of the committee reviewed this

information and questioned each agency as they saw fit before making their final recommendations to the board for the coming campaign. No new agencies were approved for the 1975 allocation.

A file of the information reviewed was made for inspection by any board member so desiring.

Raymond White, director of the United Way campaign this year and Bud Snyder were proposed for new directors replacing men who had moved away.

BOARD PRESIDENT Patrick climaxed the meeting with his report that 99.2 per cent of the '73-'74 goal was in the bank leaving only \$450 yet to be collected. He pointed out that there was still one quarter of payroll deductions to come in and felt this should put that campaign over the top.

Finances Now Stable

Kings Manor Gifts Over \$38,000

Cash gifts to Kings Manor retirement home totaling more than \$38,000 in the past year were reported at the annual Founders Day dinner in Lamar Garden Room of the Manor Tuesday evening, when approximately 400 diners crowded the room.

Noting these contributions through the Founders Association, Jim Conkright, president of Kings Manor board of directors, announced that the home's financial situation is now stable after a period of crisis earlier this year due to increased costs of supplies and services.

Mrs. M.E. Pruitt of Decatur was introduced as a founder donor, who gave \$10,000 to the home. Attaining life memberships in the Rounders Association with gifts of \$1,000 or more were Mrs. Don Davidson, Mrs. H.E. Gillespie, Mrs. Nora Gillis, Mrs. Roy Ivy, Mrs. John Jacobsen Sr., Mrs. Frank Spring of Friona and John Stribling.

DEPENDENCE of the Manor on gifts from the United Methodist Church and from individuals was stressed by Joyce Lyons, acting administrator, who said a staff of 94 is maintained to care for approximately 150 persons in three levels: residents of cottages on the Manor grounds, dormitory residents in the Manor proper and patients in Westgate nursing unit.

Officers for another year in the Founders Association, with Donald Hicks as president, were elected. Jimmie Allred, president the past year, will serve as vice president and Mrs. Robert Strain as secretary.

New directors elected are Virgil Walker, Robert Thompson and Russell



New President

Jimmie Allred, right, turns over the post of president of King's Manor to Donald Hicks for the new year.

Nelson Is New JP President

Glen Nelson, Deaf Smith County justice of the peace, was elected president of the West Texas Justices of the Peace Association at the 15th annual convention, Oct. 11-12, at Del Rio.

Judge Nelson will also host the organization when it meets at Hereford in 1975.

THIS YEAR, Judges Frank Torres and Roger Cerny were hosts to the meeting in the Texas border city.

According to Judge Nelson, the speakers who occupied the two-day program (with exception of the banquets) used a seminar-study type of material and delivery.

THE WEST TEXAS organization is one of two for peace justices in the state. It encompasses all of the state west of a curving line extending from about Wichita Falls, including Fort Worth and ending at Laredo on the border.

The other organization is the state-wide association. Judge Nelson said the program of this group is not as vigorous as the organization he now heads for one year and that members are being drawn in from the eastern part of the state to the West Texas organization.

weather

Date	Hi	Lo
12	58	45
13	63	43
14	48	43
15	63	30
16	68 (approx.)	39

First Frost Not Fatal

Chris Castaneda, Southwestern Bell employee, spells out the first winter weather report of the season on the window of a company car. While many were not quite ready for Ol' Jack's arrival,

the cotton growers seemed to be the only group that were anxious about any adverse effects locally.

Frost Not Seen A 'Killer'

The Hereford area recorded its first frost of the season Tuesday morning, but it wasn't a "killing frost" and not too much crop damage is expected—according to spot checks around the county.

The temperature dropped to 30 degrees early Tuesday morning according to KPAN Radio's report. Other readings ranged from 32 to 35 around the city and county.

Cotton is the only crop which is expected to suffer serious damage from the frost. The frigid air didn't hang on long enough to kill most plants, however. Many gardeners around town reported their tomatoes were not killed.

THE FROST was expected to stop the growth of lettuce for two or three days, but a spokesman of the vegetable industry said the market was very good and no problem was anticipated. Moisture of last week had also slowed the

harvest, but the market remained high.

The frigid air may have hurt some late grain sorghum, but it'll be several days before anyone knows. A farmer in the west part of the county said rains of 2.5 to 3 inches last week were "highly beneficial" to the dryland wheat crops.

"The frost may have put a clammer on some garden stuff, but we don't think it hurt us much. After all, this frost wasn't really too early. I think our average frost date is around Oct. 28," he continued.

THE SUGARBEET harvest, which started the last week in September, has also been slowed by the recent wet weather, but the frost shouldn't bother the beets. The beet producers are hoping for cool, dry weather so that the harvest can continue. One farmer reported he had harvested 75 acres of beets, with sugar content starting at about 12.3 and

climbing to around 13 per cent.

Wet weather tends to get the beets growing again and cuts down on sugar content, he reported, so farmers are wanting cool, dry weather for the harvest of the beets. The market situation on beets is extremely good this year, and sugarbeet producers are looking to a "bummer" harvest.

SOME FARMERS have started cutting corn and maize, and there are some carrots being harvested. A little cabbage is coming to the vegetable sheds, but most of this crop is coming from areas outside Hereford.

The weather report from KPAN Radio showed the mercury reached a high of only 48 degrees Monday, then dipped to 30 on Tuesday morning. It warmed up to 63 degrees Tuesday and was expected to get near 70 on Wednesday. The low Wednesday morning was recorded at 39 degrees.

Insurance Benefits Upped For Employees of County

Members of the Deaf Smith County Commissioners Court increased life insurance benefits for county employees, took another step toward a full-time museum director and agreed to put a \$53,870 revenue sharing check into the "immediate use hopper."

At their previous meeting, the commissioners had voted to raise life insurance benefits for fulltime county employees from \$1,000 to \$5,000 and that the increased coverage would be obtained through Charlie Bell, a local insurance businessman.

THE \$1,000 coverage had been with Blue Cross-Blue Shield which also provided health benefits for these workers.

However, following the last meeting, it had been discovered that the presentation and the decision had been based on obsolete figures both of premium payments and employee census. The action taken at that meeting was rescinded and Bell and a representative of Blue Cross-Blue Shield were invited to bring their propositions up to date.

While Bell's company quoted a cost figure that was 54 cents lower per

thousand dollars of coverage per employee (\$511.42 less per year total) it was discovered that cost of setting up and maintaining a separate set of books would wipe out this savings. Bell's firm does not deal in health coverage so that would have remained with Blue Cross-Blue Shield had his offer been accepted. The same bookkeeping procedures now in effect will handle the increase in life benefits by staying with the existing company.

A GROUP headed by Mrs. Henry Sears appeared before the commissioners to explain an existing opportunity that would be beneficial to current plans to employ a fulltime director of the Deaf Smith County Historical Museum.

A representative of Public Service Employment, a federal program to aid both the unemployed and the underemployed, explained that this program might be able to supply some 60 per cent of the salary under consideration through June 1. A further possibility was that, on that date, additional funds might be available through a period that would make it a one year participation.

Commissioners were assured that there were no strings attached to this

program regarding administration of the museum or physical property requirements. The only conditions to participating are that the person employed for the job must be unemployed or underemployed.

MRS. SEARS pointed out to the commissioners that this would enable them to use county funds earmarked for a director's salary for other needed expenditures the first year.

The court agreed to process the necessary applications to participate in this program.

Discussion regarding disposition of the revenue funds just received was sparked by the request of Precinct Two Commissioner M.R. Latham to consider using a portion of this money for improving a two-mile stretch of road in his district. Division of the \$53,870 equally to the precincts was suggested but County Judge H.C. Williams, presiding over the court, felt this would be in violation of the regulations for using revenue sharing funds.

THE COURT had previously

(See INSURANCE, Page 2)

TEXAS BUSINESS

by Dudley Lynch

Except for selected pursuits — like real estate land sales, residential home construction, beef and dairy farming, stockbrokerage, and free-lance public relations and advertising — Texas is proving to be a pretty snug lee against the raging winds of a threatening major national recession.

This doesn't mean, of course, that we Texans are any more immune to the termite of inflation than the next guy — in fact, the 13 per cent gain in estimated personal income in Texas the past year just about matches the probable rate of inflation.

But this setback would appear much starker were it not for the fact that the state's economy has, in general, continued to move forward, preserving jobs, maintaining income levels and staying an attitude of general pessimism, an insidious economic germ in itself.

The latest statistics from Austin's Bureau of Business Research credit the index of Texas business activity with a 6 per cent rise in July. This is the "fifth upward movement this year for that indicator," the bureau says. A heavy contributor to all this has been Project Independence, the nation's quest for energy self-sufficiency. Scratch any sector of the Texas oil-and-gas service, supply and capital goods industry and you'll find everyone working double-time.

Here are some other observations on various Texas economic topics by the bureau's economist Robert Lockwood:

—The strongest midsummer gains in business activity occurred in the state's smaller metropolitan cities (Abilene, Galveston and San Angelo all registered 20 per cent-plus gains from June to July). With the exception of Austin (a 17 per cent gain), the larger cities registered more modest gains (Houston's was only 2 per cent).

—Unemployment is running higher, with one exception, in South Texas and along the Gulf Coast than in other Texas areas. That exception is Tarrant County, which had above-average unemployment at midsummer. As a whole, the state's unemployment rates were lower at midsummer this year than last.

—Fuel prices may be rising faster in Texas than anywhere else in the U.S. because they were so low to start with. Most vulnerable of all, perhaps, are citizens who live in markets served by municipally owned electric utilities, and that includes perhaps one out of every ten or 12 Texans. City-owned utilities are having trouble on many fronts: fuel supplies, financing and service.

FOR A POTPOURRI of topical business activities, we turn to some of the editors and publishers attending the State Fair of Texas's 99th annual press day:

J.C. Gresham of the Killen Daily Herald: Nearby Fort Hood keeps the Killen economy strong. "The Army has a construction program of more than \$80 million under way. When you add \$400 million in payrolls to that, you can see why our business is still good."

John Crawford of the Denison Herald: North Texas landowners are organizing to fight school tax revaluation. "They want agricultural values rather than speculative or market values on their land."

Ray Eaton of the Wise County Times: Real estate development around Decatur, once booming, has virtually stopped. "For a while people were moving in from the metropolitan area (of Fort Worth). Increased natural gas production has helped ease the pain of low farm prices with royalty checks."

Leigh Magee of the Jack County Herald: Jacksboro: Inflation is hitting local merchants hard. "For instance, a hardware merchant's inventory is just about the same as it was a year ago, but its inflationary worth is about a half more. So he's not only got to borrow more money to keep it replaced, but has to pay income tax on the inflated values."

Royce Brown of the Duncanville Suburban: "There's no money to finance a home, but

plenty around to finance such necessities as a boat."

A necessity? Boat? I think editor Brown is joking a little with us.

AND SPEAKING of jokes, here comes former Dallas stockbroker Joe Griffith who has given up the brokerage business for the joke-telling business. At age 33, Griffith is serious about his new career and is doing well, traveling around the U.S. on the banquet and convention circuit.

He takes much of his material from the business scene. Here are samples:

"One way to slow down inflation is to let it fly Braniff."

"Because of the energy crisis, new cars are so small that you don't drive them. You wear them."

"I went in to change my oil and the guy told me that I ought to keep my oil and change my car."

They probably miss Griffith in the brokerage industry. They need people with a sense of humor.

NEWTKA THE Killer Whale is for sale. And so are all the other fishes and animals that not enough people would pay to see at Seven Seas, the city-owned amusement park that once supported the high hopes of Arlington Mayor Tom Vandergriff for making his city a national tourist attraction.

Vandergriff thought that the marine life park would make a natural addition to Six Flags Over Texas and the Texas Ranger baseball park. So he persuaded Arlington voters to pass a \$10 million bond issue to finance construction of Seven Seas and the purchase of Arlington Stadium.

But the Seven Seas deal went badly from the first. The private company, Great Southwest Corp., that was to build and operate Seven Seas floundered, and the city of Arlington was forced to take on the whole project. Rains and labor disputes delayed the 1973 opening. Many tourists could not afford to visit both Six Flags and Seven Seas, and they usually chose Six Flags. Inflation hit, along with gasoline shortages.

When it looked like a tax increase would be necessary this year to keep Seven Seas going, voters rebelled, and the Arlington city council decided it had tinkered long enough with its entertainment "subsidiary." After three years of a troubled life, Seven Seas was ordered closed and the inhabitants sold.

The city hopes to lease the property, along the Dallas-Fort Worth Turnpike, to Six Flags, which could expand or put in a new type of operation.

IT SEEMS inevitable that Texas beef raisers are destined to teach President Ford and Agricultural Secretary Buttz a thing or two about the politics of cattle before the current brouhaha is over.

The stinger in the Texas cattlemen's situation is that he cannot afford to place his cows in the big feedlots of the High Plains. The reason is rising feed costs. In the first half of '74, the number of cattle and calves in Texas feedlots dropped by 46,000, a 20-plus per cent decline over a year earlier.

Texas agriculture commissioner John White estimates that Texas will lose at least one billion dollars in '74, just from the livestock industry's troubles.

In Wise County, ranchers have hit on a novel way to educate city people to the high costs of raising cattle today. They are organizing a baby calf "drop" in downtown Fort Worth or Dallas. Instead of shooting calves — as some of their out-of-county colleagues favor — the Wise Countians plan to give them to city children, who would have to raise them to cowhood.

One adult who understands the cowman's plight is U.S. Rep. W.R. Poage, who challenged those present at a House Agriculture Committee hearing the other day to take a calf as a gift. "Does somebody here want to feed them out and then lose \$50 a year?" Poage stormed.

RECOGNIZING THAT taking Hissooner the Sheik a

complimentary ten-gallon hat may not be the best way to latch on to some of that Arab oil money, a group of small and medium-sized Dallas-Fort Worth business are talking about an Arab and Mideast Development Association to promote Arab-Metroplex relations.

Houston already has such: the two-year-old American-Arab Chamber of Commerce.

At a preliminary meeting, the North Texas group heard from G.B. Dunwagi, a Syrian-born professor of economics at the University of Texas at Arlington. He warned that establishing trade with the Organization of Petroleum Exporting Countries will be difficult. The OPEC people are getting deluged with investment offers.

Says Dunwagi: "We should really concentrate our efforts on the cultural differences. There's a big difference in the way things are done over there. They feel we need them more than they need us, so we've got to talk their language."

AFTER LT. Gov. Ben Barnes lost his race for the governorship, he headed back to his home country, to Brownwood, and a career in the construction industry. He is now president of the Herman Bennett Co., one of West Texas' largest builders. He is co-owner of several shopping centers in Texas and owns Holiday Inns in Texas, New Mexico and Wyoming. Recently, he was named to the board of Texas International Airlines.

He spends a couple of days each week in Dallas, where he maintains an advertising office. He was asked recently if he was planning another go at politics. "No," he replied. "Business is not that bad yet."

QUICK CHECKS —The Sheshunoff Texas Bank Index for October 3 was 782.62, compared to 796.72 the week before. The 1973-74 range (for 22 leading Texas bank stocks) is 1166.05 to 782.62.

—Double-digit percentage gains in business activity for the first seven months of '74 were registered by Abilene (16%), Austin (17%), Beaumont (20%), Corpus Christi (22%), Dallas (10%), Houston (14%), Laredo (13%), Lubbock (20%), San Angelo (10%) and Wichita Falls (21%).

—Sharply increased bank debit activity (indicating rapid money flow and thus strong business activity) at midsummer was noted for these smaller towns: Point Comfort (up 142%), Stephenville (40%), Haskell (42%), Athens (47%), Granbury (40%), Alice (68%), Tahoka (45%), Cameron (46%), Bishop (61%), Bedford (40%), Raymondville (46%), and Bartlett (90%).

—Sixteen bus lines have regular schedules between Texas cities, and 14 are Texas-based. The three largest are Kerrville Bus Co., Texas Bus Lines and TNM&O Coaches, Inc. The first bus line in Texas began between Colorado City and Snyder on October 29, 1907.

—Nonagricultural employment in Texas for July, 1974, exceeded the July 1973 figure by 4 per cent.

—Union membership in Texas represents 15.7 per cent of the non-farm labor force compared with 30.9 per cent nationally.

The Hereford Brand

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Insurance-- from Page 1

earmarked \$100-thousand of revenue sharing monies for the road and bridge fund and Judge Williams felt this met the requirements. So, it was decided the current check would be deposited to that account to be used county-wide for road and bridge work as needed. It was noted that this should offer some relief to the precincts operating at a deficit.

Precinct One is currently \$2,562.15 in the red and Precinct Four has \$22,752.20 deficit.

The reach of road Latham wanted to improve is a two-mile strip by Big Tex elevator. He told the court he had an excellent price on a caliche bedding nine inches thick and 22-feet wide, crushed and "knocked down." Of course, bids

would have to be advertised in the prescribed fashion. The road would then be ready for surfacing in warm weather.

ON THE subject of roads, the court tabled a request to close a one-mile stretch of county road pending further study of the legal procedures demanded for doing so.

The court voted to observe Oct. 28 as a legal holiday and set the next regular meeting for the next day, Oct. 29.

Other action of the commissioners concerned the routine payment of bills and other procedures for the normal conduct of the operation of county business.

Kings Manor-- from Page 1

Musical entertainment was by Robert McFarland, new director of music at First UMC, singing popular and standard selections with Mrs. McFarland at the piano.

Dr. Dewitt Seago, Kings Manor chaplain, was master of ceremonies. The invocation was by the Rev. Noel Bryant of Wichita Falls, former Hereford resident,

and the benediction by the Rev. Roger Knapp, pastor of First Presbyterian Church here.

THE DINNER was prepared and tables decorated with autumn fruits and grains, by members of Kings Manor Auxiliary of which Mrs. J.J. Durham is president.

Hospital Board Decides Further Study of Benefits

The board of directors of Deaf Smith General Hospital, at their regular meeting Tuesday morning, heard one technical report, considered routine operational reports and decided to further consider an employee retirement program before taking actions.

The panel heard facts and figures on costs and benefits at the meeting last month which boiled down to a possible cost of \$30,000 annually to provide a feasible retirement program. The matter was tabled pending further study at the meeting, Tuesday.

HOSPITAL ADMINISTRATOR Ron Welty noted in his operational reports that the facility operated \$900 "in the black" last month. Subsequent discussion of this noted that, while this was a very narrow margin, it was more than some hospitals were experiencing in the face of spiraling costs for both goods and services.

The board heard a report on the fetal monitor, a piece of equipment now in operation at the hospital. It functions, as its name implies, to monitor seven different conditions of the fetus of an expectant mother nearing delivery time or experiencing complications. If any one of the seven monitored functions changes, an alarm sounds and necessary ministering steps are taken.

The attending physician decides whether to use the machine in the case of each patient.

THE NURSING staff reported that prospective mothers have received the machine with great fascination and apparently with a greater feeling of confidence.

It was pointed out that not many hospitals the size of Deaf Smith General have such equipment.

ABOUT YOUR HOME

By April Rhodes

Heat lemons before squeezing for juice and you'll be surprised at the additional juice you'll get.

You can always have an attractive container to take flowers to someone ill or shut in by using jelly glasses or seasoning bottles. Decorate with pasted pictures or cover with burlap, etc.

When planting small trees or tall shrubbery in the fall, support them with guide wires. Cover the wire around the tree with rubber hose.

Keep the inside of your refrigerator fresh by wiping the walls every week with a weak solution of baking soda. Rinse ice trays with the same solution.

Where To Save

The cost of a big bureaucracy is a major burden U.S. taxpayers now bear: this lavish spending adds to inflationary pressure.

Among government branches which could economize is Congress—which is estimated to be spending over a quarter of a billion dollars for its own operations this year. (In 1973 congressional operations cost \$246,520,000.)

Other areas where major savings are possible include the Pentagon, which spends about half the budget, various agencies and departments, and the executive branch itself.

When government gets too big even the General Accounting Office, good as it is, can no longer keep track of spending. Congress has recently passed bills to spend \$35,000 for chasing wild boars in Pakistan, \$70,000 to study the smell of the perspiration of Australian aborigines, \$6,000 for a study of Polish bi-sexual frogs and \$20,324 for a study of the mating call of the Central American loach!

Such thinking in times like these is reckless—even if some of these programs are practical or have some direct benefit to mankind. President Nixon was working to reduce the bureaucracy and its spending before leaving office; President Ford says he will continue that effort.

Any President who sets out to reduce the bureaucratic pay roll is sure to encounter sly opposition. Nixon did and Ford is now encountering it. One hopes Mr. Ford succeeds. Keeping in mind that the national debt (approximately 470 billion) costs the taxpayers, in interest, \$66,000 every minute, the need for government economy is more than apparent.

How Much Foreign Aid?

Each year the American public watches Congress debate a foreign aid bill. In recent years the sum requested has been cut back to two or three billions whereas in years past four or five billion outlays were not unusual.

Voters often assume this is our foreign aid spending and that the total is down. But that isn't true. What has happened is that foreign aid outlays have been hidden in various other programs and departments. One estimate is that foreign aid currently totals ten billions.

Whereas the foreign aid bill this year totaled something over two billions, special requests aside from this make this figure meaningless; as an example, former President Nixon asked Congress for 2.2 billions last year to finance Israel's Yon Kipper war.

We are also financing, through a separate State Department program, the migration and resettlement of Russian Jews in Israel (\$36.5 million); a massive aid program to Cubans who fled to this country (\$0 million), through HEW; an aid program to Palestinian refugees, through the U.N., etc.

We are building roads in Latin America with Federal Highway Administration funds, aiding numerous foreign military establishments with defense appropriations, spending over half a billion for "Food for Peace," through the Department of Agriculture, etc.

The need is obvious; all foreign aid should be channeled into one all-inclusive appropriation, over which Congress would exert control and be able to know the true picture at a glance. Obviously the nation can't continue to spend ten billions for foreign aid—which comes out of the American taxpayer's pocket—at a time when inflation (too much government spending) is one of our main problems.

Northern Segregation

A civil rights study group headed by William Taylor, former head of the U.S. Civil Rights Commission, has charged after a long study that school segregation continues in the 33 northern and western states, that schools in these states are now more racially segregated than schools in the southern and border states—where segregation was formerly required by state law.

The report, out this month, says the Department of Health, Education and Welfare's Office of Civil Rights has often uncovered evidence of segregation in western and northern states and done little about it.

Meanwhile, the great crusade to integrate schools in the southern and border states has been carried on. The result of relatively rapid massive integration in the Deep South states, ironically, is that the schools in these states have desegregated themselves.

Private schools have gobbled up the big majority of white students in these areas and the public schools, with lowered standards, morale and academic excellence, have become minority schools. In border states and states where the minority student percentage is not great, results have been encouraging.

Few argue any longer over the theoretical, Christian or moral aspects of integration. But it is evident that the law has been applied unevenly in the great hypocritical tradition of non-southern reformers of the South. (The same tradition afflicts some politicians who do little in their own districts but who readily damn practices further away.)

Too fast for the common good in a few states, too slow in many, and good results in some; that seems to be the box score on the federal government's placing of pupils in the schools thus far.

Crime & TV

The latest shocking report on crime reveals that violent crime in America rose 47 per cent in the last five years.

This report follows repeated warnings by psychiatrists, sociologists and editors that commercial television's continued glamorization of crime and flood of television violence teaches crime to the impressionable, young and unintelligent.

Since crime is the nation's number-one problem and disgrace, Congress cannot forever shirk its responsibility to act to clean up commercial television programming. Little has been done in that direction, despite public relations propaganda from the television networks.

The problem is money; sponsors can attract viewers with shock, horror and crime and both the networks and sponsors are out to make money primarily. The public interest will continue to come second until Congress either forces the Federal Communications Commission to act with new authority or acts itself.

The New Math

Reluctantly, many champions of the new math are being forced to admit students using the "fun" method of learning mathematics aren't learning much practical mathematics.

And the inevitable lesson is being learned: all learning can't be fun. In mathematics, for example, such things as learning the multiplication tables cannot be avoided, regardless of how much (and how good) the theory taught.

As a result of this slow awakening, schools all over the country are slowly returning to what was good about the old math. Many teachers and professors who sold the nation on the new math after the Russians launched Sputnik in 1957 are in a defensive posture; some tend to defend its obvious failings. Most are now willing to combine the best features of both systems.



Introducing 'Friends'

Dorothy Conkright presented the program by the local branch of the AAUW designed to initiate a Friends of the Library group here. Here she is introducing two Friends of the Library and the librarian from Amarillo who spoke to the organizational idea. Seated from the left are Dick Carter, Alice Green and Clark Woolridge.

Library Friends Group Initiated

Sam Morgan, county judge-elect, was named president pro-tem as the first step to organize a Friends of the Library group in Hereford by the local group of American Association of University Women.

The move came at a combined AAUW business meeting and program in the Community Center, Tuesday night.

Rhonda Stewart, assistant librarian, was elected secretary pro-tem to keep a record of the further organizational moves. It is Morgan's task to appoint a nominating committee to come up with a slate of permanent officers for the new organiza-

tion. From those officers will come the actions necessary to establish by-laws.

Prior to the organizational move, an audience of some 100 interested persons heard from three speakers from Amarillo who are vitally involved in the Friends of the Library program in that city.

They were Alice Green, Amarillo librarian, Dick Carter and Clark Woolridge.

Woolridge set the stage in his opening address establishing the role of a library friend: "They serve to remind us we have an intelligence that thirsts and that the library with its

myriad volumes is the 'watering trough.'"

Carter recognized the maze one could wander through trying to define friends and quoted a speaker he had once heard observe: "Friends of the library? Surely, the library has no enemies!" Carter observed that while no personality would become enemy to the library, apathy on the part of anyone to the needs of the library could become antagonism to progress.

Alice Green explained the various ways a librarian benefits from such an organization whose members can sometimes "walk in where angels fear to tread."

Four-Month-Old Girl Dies Monday

Final arrangements for the funeral of Cynthia DeLos Santos, four-month-old daughter of Mr. and Mrs. Raymond DeLos Santos of 406 Long St., were pending Wednesday afternoon at Gilliland-Watson Funeral Home. Time has not been set for the service Friday in St. Joseph's Catholic Church.

The baby died Monday in Children's Hospital at Houston. In addition to the parents, survivors are two sisters, Yvonne and Zabrina, of the home, and grandparents, Mr. and Mrs. Ruben DeLos Santos of Hereford and Mrs. San Juanito Hernandez of Indio, Calif.

Cattle Feeders Meet Monday at Amarillo

A trio of timely topics for cattle feeders—exports, promotion and grading—will receive attention Monday and Tuesday when the Texas Cattle Feeders Association hosts its 1974 convention at the Hilton Inn in Amarillo.

After golf and tennis tournaments and registration the morning of Oct. 21, feeders from the Lone Star state will get down to the business of exports that afternoon. David Hume, administrator of the USDA's Foreign Agricultural Service, will head off with an address on "Beef Exporting Opportunities." He will be followed by a panel: Akira Takagi of Japan talking on "Japanese Market Policy," Dr. Gerard Cullen of Ireland on "EEC Market and Policy" and Kenneth Munford of Colorado on "Our Exporting Experiences."

"WE BELIEVE there is a great long-range opportunity for exporting U.S. beef," says Glenn Doan, president of the Texas Cattle Feeders Association, "because people the world-over are wanting more beef, their purchasing power is increasing and U.S. feeders have the know-how to supply it."

Just as a cattle feeders get together that coming awards for the High Plains Beef Show/Carcass Show will be presented. The convention is being held in conjunction with the Sixth Annual Carcass Show and simultaneously with the Texas CowBelles' annual conclave.

On Tuesday morning, Oct. 22, the topic of beef promotion will be handled by Dr. Max Brunk, professor of marketing at Cornell University. This is timely, because cattlemen's groups throughout

the country are currently in the process of organizing a new and expanded national program for beef market development.

"BEEF GRADING Changes," topic of Tuesday afternoon's panel, is especially timely to feeders and consumers, because the USDA is now conducting hearings on proposed changes. Richard Hormaechea of Idaho will discuss "The Cattleman's Position," Cal Santoro of California "The Packer's Position," Cecil Hellbusch "The Retailer's Position" and John Pierce of Washington, D.C., "The USDA's Position."

Other speakers during the convention will include U.S. Senator John Tower of Texas and Drs. Zerle Carpenter and L.S. Pope of Texas A&M University.

A TCFA business meeting, followed by a reception and dinner dance, will close out the 1974 convention.

"The program is attracting cattlemen from throughout Texas and the nation," says Doan. "We're expecting a record attendance."



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Sale 7.18 to 7.98

Reg. \$8.98 to \$9.98. What a beautiful selection of men's casual slacks! Choose from all the latest styles and comfortable fabrics. Many machine washable. Find wide belt loops, flared leg styles and more. In terrific solid colors and handsome patterns. Full range of sizes. So hurry in! At low sale prices like these, you'll want more than one pair!

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TOP OF THE LINE			TRUCK TIRES			
825 x 20/10	\$99	\$6.31	825 x 20/10	\$69	\$6.31	
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1100 x 20/10	\$137	\$9.07	1000 x 20/10	\$99	\$9.07	
1200 x 22/12	\$144	\$10.18	1000 x 22/12	\$105	\$10.18	

Ford Blamed For Lower Crop Price

The president of the Texas Farm Bureau has warned that the Ford Administration "must accept responsibility for the unusually sharp price declines in certain crops that are dependent upon foreign markets."

J. T. Woodson said the "so-called voluntary system for limiting exports of wheat, soybeans and feed grains will not be acceptable to American farmers if this plan results in continued disastrous price drops and loss of future export markets."

In a telegram sent to President Ford on Tuesday, Woodson said, "We respectfully request that you not use Presidential powers to restrict legitimate dollar sales of any farm commodity to any nation."

The president of the state's largest farm organization said the best solution to economic problems is non-interference by the federal government.

"The current supply-demand situation in grains and the problems in the livestock and dairy industries mostly have resulted from price controls and government-caused inflation," Woodson said.

"We must let the market system work if we are to have adequate supplies of food and fiber for the American people with enough left over for earning much-needed dollars in foreign markets," the farm leader said.

"All farm experts represent a significant part of the total market for our agricultural production," Woodson continued. "If this hard-earned foreign market is taken away by Presidential decree, it will disrupt the entire agricultural economy for years to come. In this era of shortages, the greatest shortage of all may then be a shortage of food."

Some believe that kicking a cat will cause rheumatism!



Happy Occasion

Jim Conkwright, (right) and his wife find mirth in the address of Kenneth Wyatt, Tulsa, guest speaker at the Kings Manor Founders' Day banquet Tuesday night. Conkwright, chairman of the manor's board of directors, announced that gifts over the past year had offset rising costs that presented problems during the year.

Slaughter Plants Report 74 Red Meat Production

Commercial slaughter plants in Texas reported 204 million pounds of red meat produced during August, according to the Texas Crop and Livestock Reporting Service. This is below last month by 3 per cent but 13 per cent higher than last year at this time.

Commercial most production includes slaughter in Federally inspected and other slaughter plants, but excludes animals slaughtered on farms.

August 1974 included 23 weekdays and 5 Saturdays compared with 23 weekdays and 4 Saturdays for August on each of the two previous years.

Beef production totaled 2.0 billion pounds, an increase of 17 per cent from August 1973 but 2 per cent below August 1972. Cattle kill totaled 3,167,000 head, up 17 per cent from a year ago, but 1 per cent below August 1972. Live weight per head was 1,638 pounds, equal to a year ago and 2 pounds above August 1972.

Federally inspected slaughter as a per cent of total commercial slaughter in August 1974 and August 1973 is as follows: Cattle, 98.8 and 97.7; calves, 77.7 and 72.7; hogs, 94.3 and 94.5; sheep and lambs, 96.3 and 95.1 per cent.

Operation Identification

Burglary Is Easy Crime To Prevent

Burglary constitutes between 40 and 70 per cent of the reported index crimes for any law enforcement agency. The most common type of crime in the United States — burglary — is one of the easiest to prevent.

Short of turning your home into a fortress, there's no way you can make your home absolutely thief-proof. There are, however, many things you can do, often very economically, to discourage burglars and other intruders, and protect your possessions and homes.

The Consultants Against Crime, the crime prevention specialists of the Deaf Smith County Sheriff's Department, point out that burglary is most often a crime of opportunity. Close to half of the daytime burglaries here are committed by burglars who don't have to do a thing to gain entrance except walk through an unlocked door.

The first thing the homeowner can do to protect his property is to participate in Operation Identification. An engraving pen is available at no charge from the Deaf Smith County Sheriff's Department to engrave your property with your driver's license number (such as TX3531212) on all valuable equipment such as tape recorders, stereos, television sets and other valuables.

You can take photographs of possessions which cannot be engraved, such as jewelry, fine silver and antiques.

A list of your property and photographs should be stored where they cannot be lost even in case of fire, such as with your insurance agent, a relative, or in a safety deposit box.

As soon as your property is marked, vinyl decals are available at no charge to be placed on a prominent place on your home which warn potential intruders that your property is properly marked, which heightens the risk of their being "stuck with the goods" or caught.

This will deter many would-be intruders since any sensible burglar wants only property which he can get rid of easily with no questions asked. In case the property is stolen, however, it is quickly and easily traceable because most states have a computer system which will tell them within a few seconds the name and address of the operator's driving license.

Marking deters the burglar because people are wary about purchasing marked equipment — and that includes the "fence" used by the professional burglar.

The next step in discouraging the intruder is to "lock up and lock out."

Rule number one is to keep doors and windows locked — even when you're home. Some burglars specialize in small items such as purses or money they can pick up while residents are working in the yard, hanging up laundry, or visiting with friends.

Most people are unaware that most locks on their apartments

and homes no matter how new or expensive the home is, are what the burglar refers to as 10 second locks. That is approximately how long it takes him to open the door and gain entrance.

The crime prevention unit suggests these precautions:

Ideally, doors should be of solid, heavy wood without a window. If your home is not constructed in this manner, there are still steps you can take to protect your home.

The stronger and more sophisticated the lock, the better your protection. A burglar cannot risk the noise required to force or break down a solid door with a good lock.

Instead of replacing the principal lock on outside doors if they do not already have a deadbolt, install a secondary security device with a minimum one-inch throw deadbolt.

All deadbolt locks should have hardened cylinder guards. The crime prevention unit has a booklet showing how locks should be installed and what to do for special situations, such as doors with glass panels, sliding glass doors or windows, louvered doors and windows, and garage doors.

Install a wide-angle peephole in your front door so you can identify callers before unlocking. A peephole or a door knocker with a peephole and grill your can talk through can be purchased very inexpensively and is simple to install yourself.

Chain locks on the side of doors do not offer any protection. They can be easily forced, unattached, or cut.

Garage doors are just as important as other outside doors. Once a burglar gets in the garage, he has complete privacy to break into your home. A single lock or padlock on the outside of your garage is not sufficient to protect your home.

Windows should be secured with locking devices or with a pin placed through special holes drilled in the frame. The crime prevention unit booklet also illustrates how this is done.

The finest locks in the world will not keep out an intruder if a burglar gets possession of your keys. When you change residences, have a locksmith re-key your outside locks. It is not necessary to have the entire lock replaced. Former residents, apartment complex employees of building contractors may still have keys in their possession.

To learn more about Operation Identification and other crime prevention programs sponsored by the Deaf Smith County Sheriff's Department, contact them at (806) 364-2311, or drop by their office.

an invitation

To Participate In
READINGS
For Norman Krasna's Two Act Comedy
"Sunday in New York"
Readings Held In Community Center
Thursday, Oct. 17, 7:30 PM
Sunday, Oct. 20, 2 PM
3 Men Parts (Between Ages 25-40)
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Without a little flaw, you'd pay up to \$29.98.
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\$1.88 to \$5.88
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Cardigans, Pullovers. Assorted styles, colors and yarns. All bargains. In S, M, L and XL.

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MEN'S STOCKINGS
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Choose from acrylic crew sock, over-the-calf and mid-calf styles. Assorted sizes and colors.

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A classic design. By a very famous maker. Beautiful. And insulated! Acrylic foam backing protects drapes against the sun. Protects your house against heat loss. Machine washable.
Big savings on all other sizes, too.

Ashley's SUGARLAND
where little flaws let you save
WEDNESDAYS 9:30 - 6:00
SAT. & THURS. 9:30 - 8:30

Revival
"Mildred Mills and the International Gospel Notes"
Will be appearing one more time, tonight, at the Hereford Bull Barn. Gospel music and singing Holy Spirit Anointed, by Rodger and Terry Hawkins formerly of Hereford. All denominations invited, all races welcomed.
Mildred and son Artie Mills and the International Gospel Notes, headquarters at Revival Center, Conneaut Lake Penn.
Come see what God can do for you.

Ellis CHILE
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All Purpose Cleaner
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Great for raking grass or leaves. 20 Enamel-coated steel prongs, 30" wooden handle. Buy now and Save!

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3 FOR **\$1.00**

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30% to 50% OFF
On Twin & Full Size (Large assortment)

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PINE MOUNTAIN LOG
A complete evenings fire with color
97¢ EA.
or **\$5.64** a carton of 6

LOTION
Was 99¢
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Golden "T"
DISPOSABLE
DIAPERS
Daytime 30's
Our Low Price **\$1.63** Limit 2

FOUL-WEATHER FRIEND
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Reg. 99¢
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STP OIL TREATMENT
93¢

COUPON
Herbal Essence
SHAMPOO
with natural Protein for normal & Oily Hair
12-OZ.
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Ladies' Terryate
SLIPPERS
Soft terry cloth, washable, assorted colors and sizes
99¢ Pair

Boy's
HOODED JACKET
100% Quilted Nylon Shell, Lining is 100% Acetate with 100% Polyester filler, Zip front. Machine Washable
Colors Navy, Gold & Maroon
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MEN'S CUSHION FOOT WORK SOCKS
Reg. \$2.97 Value
3 PR. PKG. FOR **\$1.97** PKG.
NYLON REINFORCED TOE AND HEEL. ELASTIC TOP.

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SHIRT
100% Cotton.
Two front pockets, metal buttons on sleeve, front and pockets. Faded Blue with red stitching
Sizes 32-38
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KNIT SLACKS
100% Texturized Polyester Slacks. Beautiful patterns & colors for that casual or dress-up affair. Easy-care, washable. Sizes 29-38" Waists with assorted inseams.
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JEANS
100% Cotton
Shrinkage controlled. Machine Washable. High waist with 26" in flare leg.
Colors Faded Blue
Sizes 8-18
Reg. \$7.00
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SWEAT SHIRT
95% Cotton and 5% Acrylic. Machine washable-rib knit sleeves and waist band. Attached hood.
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ANACIN
Fast Pain relief
Was 77¢
83¢

ANTI-PERSPIRANT
Gentle Effective Control
3-OZ.
32¢

Johnson's
No More Tangles Spray on
CREME RINSE
12-OZ.
Was \$1.17
\$1.17

COUPON
PLEDGE
Waves Beauty instantly
7-OZ.
Reg. 99¢
66¢

Digital Watches Dominate Field

BOB HILL
Lentz, Newton & Co.

The digital watch, operating on the principle of the quartz crystal, has revolutionized the watchmaking industry in the past two years. Thus far, digital watches have been an expensive luxury with demand far outstripping supply. But get ready for bargain prices in the digital watch field.

Just two years ago, producers of integrated circuits began making electronic calculators and marketing them through high-volume retail outlets. The result has been a complete dominance of the electronic calculator market by such companies as Rockwell International, Texas Instruments and National Semiconductor and a drop in prices of 66 per cent from the earlier models. Now these integrated circuit giants are moving into the \$5-billion worldwide market for watches, so prepare for some ferocious price cutting.

National Semiconductor has announced a price list which shows just how tough the competition is going to be for the established watch manufacturers. The price list

starts at \$125, which is half the current retail price tag for watches displaying the time with light-emitting diodes. And that is just a starting point because prices are expected to drop sharply as the other integrated circuit companies start up production.

Some experts believe digital watch sales could hit 5-million units in 1973 and spokesmen at National Semiconductor think the digital watch could capture 20 per cent of the watch market, (50-million units) by 1980. National is already in production and will ship its first watches in November. They estimate 20,000 will hit the stores in time for Christmas shoppers.

There's no question the demand for digital watches is booming. Digital watch sales will top 1-million units this year, a 400 per cent increase over the 1973 sales figure.

KANSAS CITY, KAN. — After firemen tried for two days to get a cat down from a tree—with a ladder, then water, 21-year-old Richard McClain climbed up the tree and just shook it loose.



Ribbon Cutting Ceremonies

Ribbon cutting ceremonies Monday morning officially opened the new location of Flowers West in the Park Plaza Shopping Center. Attending the ribbon cutting were Hereford Hustlers from the Chamber of Commerce and persons connected with the store. From left to right are Opal Norton, Peggy Blocker, Ed Coplen, H.R. Fulton, Billie McCauley, Betty Willson, Carla George, Joe Frank Clark and Sarah Clark, store managers, Katherine Kester and Tom Burdett.

Course To Explain Stock Investment

"Investment Opportunities in Today's Economy" is a five-week course oriented to the practical side of investments to be offered each Thursday night beginning Oct. 17 at West Texas State University.

"Many people in today's society have experienced sharp declines in the market values of their common stocks and bonds," WTSU Business Professor Jerry Miller, the course instructor says.

"In fact, many of these professionally administered funds have lost from 50-75 per

cent of their values during the past six years."

Miller maintains, however, that "today's market offers greater investment opportunities than at anytime during the past 20 years" only the "need for selectivity is greater today than in the past."

"This five-week course will assist investors in taking advantage of the attractive markets that lie ahead," he says.

The topics to be included are the short and long-term outlook for stocks and bonds, analysis of

individual common stocks, evaluation models for common stocks and warrants, portfolio packages suited to various investors and technical charting for common stocks and commodities.

Dr. Miller's classes will meet five weeks from 7-9:30 p.m. each Thursday night beginning Oct. 17 in Room 101 of the University Complex South. The cost is \$50 per person with advance registration requested. A minimum deposit of \$20 can be made, with the balance due on Oct. 17.

Contact the WTSU Business Administration Department telephone number 636-2317 for registration information.

Not Worth It
Aunt—No man would catch me running along a beach in a costume like that!
Niece—I don't think he would try Auntie.

Could Be True
"How'd you come out in that fight with your wife the other night?"
"Aw, she came crawling to me on her hands and knees."

"What did she say?"
"Come out from under that bed you coward."

Gilliland Stresses Hunting Hazards

The millions of sportsmen who take to the countryside in quest of wild game this fall are urged by John Gilliland to carefully heed the dangers involved, so they won't end up the target of their own or another's gun.

"Hunting can be a dangerous sport," declared Gilliland, first aid chairman of Deaf Smith County Red Cross chapter.

"Every precaution should be taken by hunters to insure against fatal or serious accidents caused by improper handling of firearms, or other carelessness in the field.

"Of the 2,400 or more accidental deaths from firearms each year, many occur in the hunting field," Gilliland added.

"Weapons used for hunting are designed for expeditious killing. They should be respected for their danger potential and used only in compliance with accepted safety procedures."

THESE PROCEDURES in the use of hunting equipment are an absolute "must" in reducing accidents, preventing injuries, and saving lives, Gilliland emphasized. He offered these safety suggestions to hunters:

Gun storage and care: Guns should be kept unloaded, under lock and key in a sturdy cabinet, where children and others not qualified to handle them cannot get at them. Ammunition should be locked up also, preferably separate from the guns. Guns should be well cared for and inspected before use. A malfunction could result in a lost or misplaced shot and possibly serious injury to the hunter.

Before the hunt: A hunter should be prepared for the elements in the area he will cover. In cold weather he should wear sturdy boots and clothing that will provide him with adequate warmth. He should also wear highly visible clothing, and carry a compass, small flashlight, reliable lighter or matches in a waterproof case, strong knife, first aid kit and map of the area where he will be hunting. A loud whistle can also be carried to summon aid if needed.

On the Hunt: Be sure the ammunition is the right caliber for the gun to be used. Also, both law and common courtesy require a hunter to ask permission to hunt on private

property. The landowner can advise the location of other hunters in the area. When leaving the property, notify the landowner.

IN OPEN FIELD or brush, hunters should walk abreast. One person out in front could be in danger from other hunters. A left-handed marksman should always be placed on the right end of the group because of his tendency to swing right. Be alert for other hunters in the same area.

Inspect the gun muzzle frequently to make certain it hasn't been plugged inadvertently with mud, earth or weeds. A plugged barrel could explode or split when the gun is fired, causing serious injury or death.

One of the most publicized, yet unheeded, messages of gun safety is the correct way to cross a fence. Especially in bird hunting, fence crossing is a frequent problem. Here are the recommended methods:

1. When crossing a fence, open the action of the gun or unload it. Push the gun laterally under the fence. Then climb through or over the fence at the butt end of the weapon.

2. When more than one hunter is involved, one person should hold the weapons while his companion gets over or through the fence. The weapons should then be passed across the fence, muzzle up. The other person can then cross the fence.

A hunter is naturally alert to any movement. Many accidents have occurred when a hunter shot at movement or noise. People, cows, and wind-blown branches have been blasted away by over-anxious hunters.

Wait until your target is fully visible and a good shot is available before pulling the trigger. Each year a dreadful toll is taken in wounded animals which escape to die later, un-found. Approach downed game with caution. The animal may only be stunned. Bear, elk, and moose can kill a man, and even a deer is extremely dangerous when wounded.

Don't carry game over your shoulders. A pair of antlers emerging from brush or trees is a perfect target for another anxious hunter. Drag the game out, carry it on a travois (trailing poles), or dress it out, quarter it and bring out the pieces.

BOW AND ARROW hunting: Now highly developed with razor-edged arrows and super-powered bows, archery hunting has become popular, but the arrows are extremely lethal. The bow hunter works under a decided disadvantage among other hunters.

He usually wears camouflaged clothing and depends upon stealth in stalking his quarry. Among gun hunters, he could be in much danger. (many times a special type of quiver is attached to the bow to improve firepower. When this type is used, the tips of the arrows should be covered with a protective hood.)

"A good hunter is aware of the dangers involved in the sport and knows how to minimize them," Gilliland concluded, "for good measure he should take a Red Cross first aid course, so he is able to take care of himself or a fellow hunter in case an accident does occur twice."

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INSIDE TV
CONFIDENTIAL REPORT... While the public has gone wild over "Hawaii Five-O," the two stars, JACK LORD and JAMES MACARTHUR, haven't been getting along as well in real life as they appear to in the series. In fact, Jack Lord hates MacArthur's guts according to people connected with the show. There has been a running feud simmering between the two stars for some years now based on Lord's arrogance and MacArthur's unhappiness about having to play a supporting role in a sort of Don Quixote-Sancheo Panchez type of team. In fact, the constant bickering and bitterness has played havoc with the show. It has created so much upset and nervous tension that the people working on the set find it hard to relax after a filming session. Some people intimately connected with the two stars say that they are about to break up and ruin the series for good. Their constant snarling at each other can only lead to a total rupture, they claim... JOHN DAVIDSON was said to be "gorgeous" while filming a spot for "The Streets of San Francisco." Like JEAN HARLOW, reports said, or maybe CAROLE LOMBARD. He plays a female impersonator, you see, who imitates '30s movie stars. He was apparently a knockout. Four hundred people turned up to watch his first scene, and KARL MALDEN and MICHAEL DOUGLAS stuck around the sets after they were finished, just to watch Davidson work. They were very impressed—with his acting, of course.

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Invention Sales Not Reliant

BY JOHN L. HILL
ATTORNEY GENERAL

So you built a better mousetrap, but the world hasn't beaten a path to your door? At this point, you may find yourself attracted by advertisements for idea or invention promotion and marketing firms. After all, what you really need is an expert to handle such details for you, right?

You could be wrong, in some cases. The Attorney General's Consumer Protection Division urges caution before paying large fees to firms offering services variously labeled invention or idea promotion, marketing, or development or patent searches and development.

LAST SUMMER, our Consumer Protection lawyers testified at a Federal Trade Commission hearing in Dallas — the first of the series of hearings nationwide to determine if a trade regulation rule is needed to curb fraudulent activity in the idea and invention promotion field.

Our attorneys described the method of operation found time and again in the invention marketing cases we have investigated or taken to court for violation of the Texas Deceptive Trade Practices-Consumer Protection Act.

Someone with an idea or an invention sees an ad promising patent search and protection; evaluation and feasibility studies to determine product marketability; engineering and production services; or exclusive contacts with manufacturers.

The would-be inventor pays a fee averaging \$1,000 or more and submits his idea or gadget. Virtually all those submitted are judged by the firm to be "highly marketable."

Inventors are assured that their product will be exhibited in fairs and shows and that the market development firm, through its extensive arrangements with manufacturers, will locate a distributor.

While some few inventions have been marketed by such firms, our attorneys stress that the overwhelming majority of persons have never received a return that even approaches the amount of money they pay as fees.

IN FACT, many of the services offered are ones an inventor could handle as well himself, especially in light of the fact that the "market evaluators" or "analysts" for most such firms are merely salesmen who push the "special services" offered by their employers.

In addition, inventors with a possibly saleable item could find themselves inadequately protected if they rely on such idea promoters to conduct patent searches or to process patent applications.

The Chief of our Consumer Protection Division and the head of the U.S. Patent Office have issued joint warnings of consumer fraud in the invention development field.

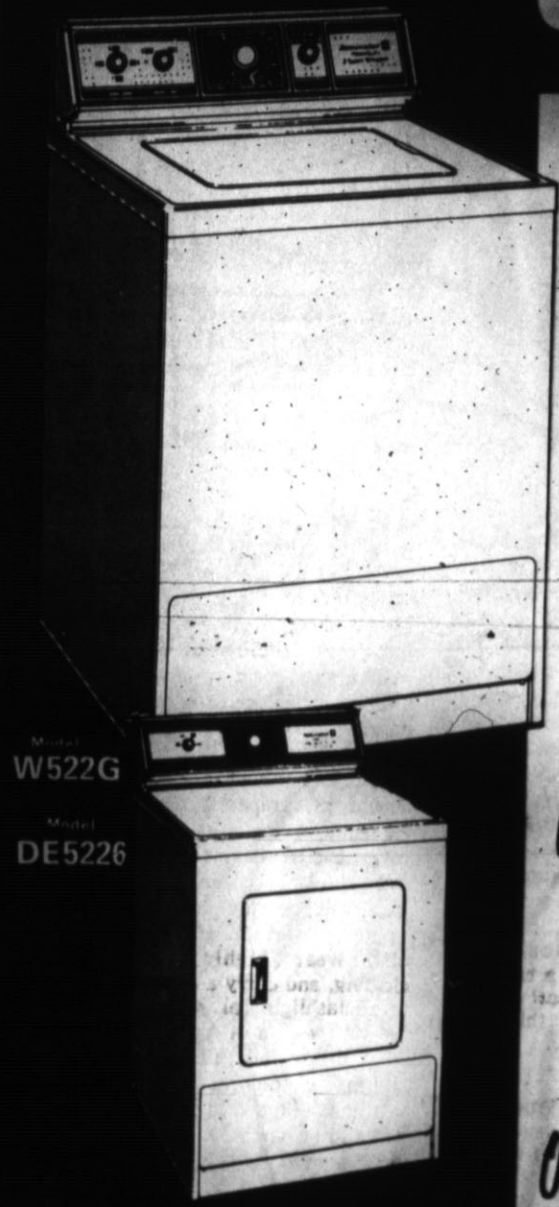
Patent Office officials say that while inventors can even prepare their own patent application, file it with the office, and conduct the prosecution of the application themselves, it is extremely difficult for anyone unacquainted with patent law and the procedures of the Patent Office.

They suggest that persons who are not experts in such matters hire patent attorneys or agents registered to practice before the Patent Office. Otherwise, inventors may fail to get a patent or may get one that doesn't adequately protect their invention.

Since there are more than 300 subject classes and 90,000 subclasses of patents, it's obviously a complicated matter for an amateur to determine if an idea already is patented. Inventors who wish to do so themselves, however, can conduct a check at the Patent Office Search Room in Virginia, or in one of several special libraries across the country. Or they can hire a qualified person registered to practice before the Patent Office to do it for them. A list of registered attorneys and agents is available from the U.S. Government Printing Office.

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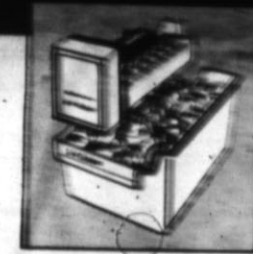
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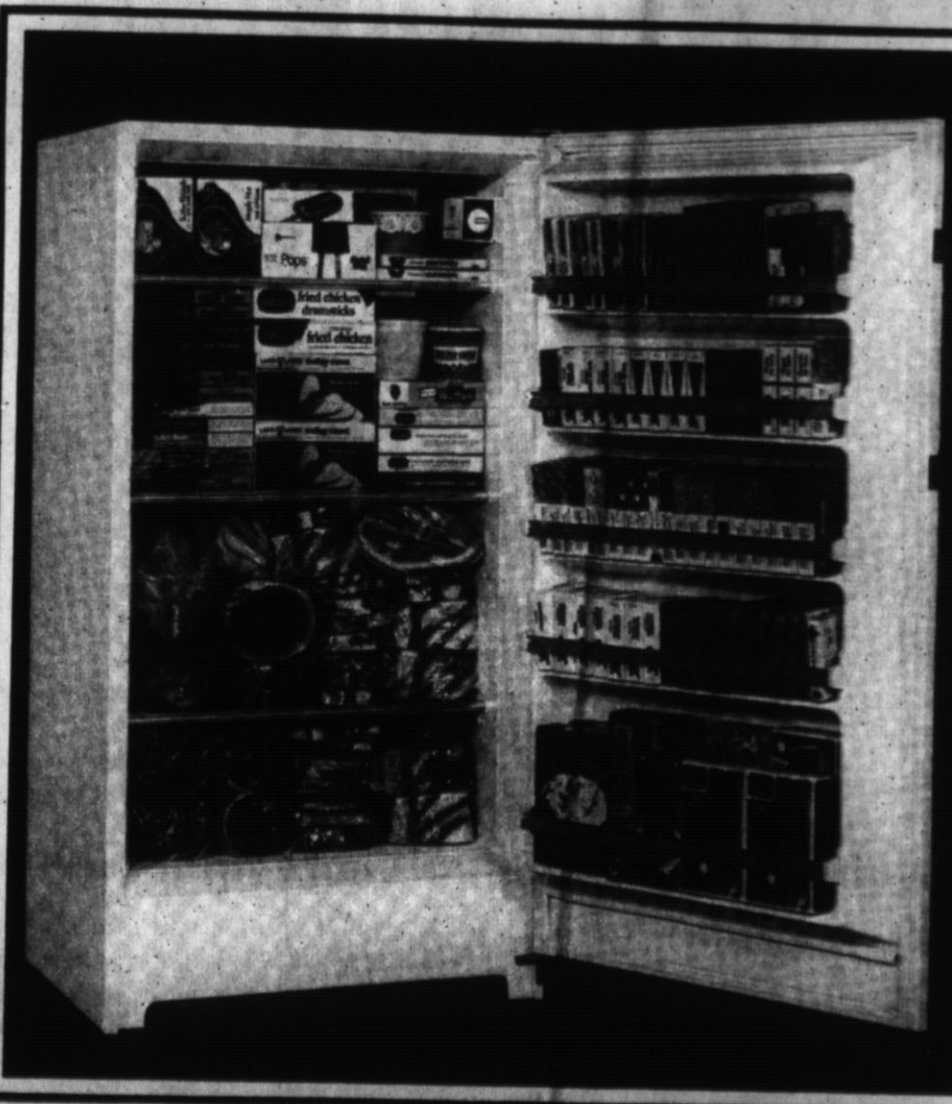
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Herd Deserved Win; Eye District Race

By DAN WELTY
Brand Sports Editor

Herd head coach Larry Dippel told the Tuesday night meeting of the Whiteface Booster Club that Hereford deserved to win against El Paso. The club voted to send \$50 to an injured Canyon football player, and Key Crawford was named Booster of the Week.

At the beginning of the meeting, booster president Tom Simons read a letter from the Canyon Booster Club asking for donations to Kelly Forehand, a defensive tackle that suffered a

neck injury in a game a few weeks ago. Forehand is paralyzed from the waist down and doctors say he will remain that way. The letter asked for donations to defray some of the huge medical expenses for Forehand. Simons suggested the boosters should send \$50, and the Boosters voted their approval on the matter.

Commenting on the El Paso Burges game, Coach Larry Dippel told the Boosters that he and the coaching staff were pleased with the effort put out by the Herd against the

Mustangs. "We felt like Burges was a good football team, not exceptional, but not that poor either. Our boys did a fine job against them. In some areas we played as well as we could at this time. But we suffered in some areas, like not controlling the line.

"Offensively, we held the ball for over 30 minutes (Burges had the ball only 17 minutes of the game) and rolled up 265 yards total offense. Of course we'd like to go out and get 300 yards and three touchdowns each time we hit the field, but the other team sometimes has something to do with that."

"We deserved the win. We didn't win because I made some decisions that kept us from getting the win," Dippel admitted to the group. "When we were down on the three yard line at the end of the game, we called two plays on the third down. We expected to throw a pass and either score or throw incomplete to stop the clock. Then we could get the field goal team in."

"But we got trapped on the third down and Crim called a check at the line of scrimmage. As it always happens with audibles at the line of scrimmage, everyone but one man doesn't hear, and Ohlig out at split end didn't hear the change. He was blocking when the ball was thrown because he was still running the play we had called in the huddle."

"Overall, I thought the officiating was not bad. They did miss some late hits, though," said Dippel. "I thought Mike Crim did a great job of overcoming the adversities we had against us on that last drive. Throughout the game he played well, considering the wet playing conditions."

Dippel praised the players before the group. "We played much, much better. The boys played well and you that didn't travel to El Paso would have been proud of the way they played. We deserved to win and didn't."

Coach Joe Tubb presented the scouting report on Plainview, the district opener for Hereford coming up Friday night. Tubb said the Bulldogs were fairly large and had some speed, as well as a good

throwing game due to the talents of quarterback Danny Huffines.

Basically, the Bulldogs run out of the I-slot, but break into a pro set and, on short yardage situation, into the tandem. Defensively, the Bulldogs use an even four-man front with three linebackers and a four-spoke rotate secondary.

Probable starters for Plainview on offense include center Randy Finney, left guard Scott Ramsey, left tackle Kelly Russel, tight end Hal Wesley, right guard Bobby Hall, right tackle Randy Evans, split end Greg Goree, quarterback Danny Huffines, wingback Joe Barton, and two quick running backs, Keenan Williams and Robert Washington.

Defensively, probably Plainview starters are guards Byrl Moore and Robert Johnson, ends Chris Sizemore and Bert Wall, linebackers Jim West, Williams, and Dean Palmer. Members of the four-spoke secondary will include Lester Fennel, Brent Wells, Steve Blake and Steve Moore.

Tubb showed film of the Bulldogs in a winning effort against Borger. Tubb said the Plainview line was big and fast. Booster of the Week was Key

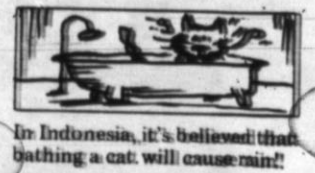
Crawford. Crawford served as an officer of the club for a number of years and was given the award for his support of Hereford athletic programs.

Simons mentioned other activities besides football that will be scheduled this week: the beginning of basketball Tuesday, the golf team travels to Amarillo for an 18-hole match Friday, and the tennis team will play Monterey Saturday.

Girl's Softball Plans Election

Sandra Combs, president of Girl's Baseball in Hereford, announced Wednesday that a meeting to elect officers for the 1975 season will be held Tuesday, Oct. 22.

The meeting will be held in the Flame Room of Pioneer Natural Gas. All persons interested in girl's softball in Hereford should plan to attend the session.



In Indonesia, it's believed that bathing a cat will cause rain!



WELFARE

Welfare, like most functions of government, should be handled by the lowest possible level of government. In this fashion it is kept most responsive to those who really need help and who cannot help themselves. When funded and administered at the local level there is more incentive for the local citizens to help those receiving welfare to become self supporting whenever possible. Federal funding and control of welfare by distant federal bureaucrats makes it a demeaning and impersonal process, leading to inequities, abuses, and fraud.

No one wants to see the truly needy and helpless suffer, but I am unalterably opposed to tax supported subsidies to able bodied persons who refuse to work, engage in welfare fraud, or utilize their reproductive capacities for the purpose of securing ever larger welfare payments.

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Hereford Cagers Begin Practices

Hereford's varsity basketball team, under the guidance of Herd head coach Harry Arwine, began its first official practice session Tuesday afternoon, readying for the season opener, Nov. 19.

Although the roundballers have been involved in off-season programs for conditioning, actual practice was not allowed to begin under UIL rules until Oct. 15. Now that the practice sessions are legal, the Herd will be working in intrasquad scrimmages and actual basketball skills.

Last year's basketball team compiled a 22-11 record, advancing to the district playoffs against Monterey and Plainview. But the Herd lost the first game of the playoffs to Plainview.

The Herd will be returning two lettermen to the courts this fall, Lynn Tarr and Junior Morales. Tarr, a 6'4" senior, was full time starter at forward, averaging 4.5 rebounds a game and about 5 points. Morales, a 5'10" senior, saw limited action at the forward spot averaging only about two points and two rebounds a game.

Persons off the junior varsity squad that will appear on the varsity this fall are Craig

Nieman, James Arney, and Tommy Loerwald, all seniors, as well as Mike Hull, a junior. Six boys who played on the sophomore team will be prospects for the varsity squad and have been working in the conditioning drills.

In addition, several athletes that are now involved in the football program are prospective members of the varsity squad, but will not be able to begin basketball workouts until after the season. The basketball season will open on Tuesday,

Nov. 19; following the last regular season football game Nov. 15.

"Our practices are in full swing now, though," said Arwine. "We're preparing for the first games, with the personnel we have on hand. With our season starting only three days after the football season ends, it's tough to get the football kids in and going well. And like last year, when the football team goes in the playoffs, some of the boys are late coming into basketball."

DATE	OPPONENT	SITE	Var.	JV	Seas.
Nov. 19	Borger	Here	X	X	X
Nov. 26	Dumas	There	X	X	X
Dec. 20-30	Midland Tour.	There	X	X	X
Dec. 3	Levelland	Here	X	X	X
Dec. 3-7	Borger JV Tour.	There	X	X	X
Dec. 13-16	Canyon	There	X	X	X
Dec. 13-16	Amarillo Tour.	There	X	X	X
Dec. 13-16	ampa JV Tour.	There	X	X	X
Dec. 17	Canyon "B"	There	X	X	X
Dec. 17	Crocket	There	X	X	X
Dec. 19	Tasosa	Here	X	X	X
Dec. 19-27-28	Borger Tour.	There	X	X	X
Jan. 3	Canyon	Here	X	X	X
Jan. 7	Dumas	Here	X	X	X
Jan. 7	Canyon "B"	Here	X	X	X
Jan. 7	Crocket	Here	X	X	X
Jan. 10	Borger	There	X	X	X
Jan. 14	Levelland	There	X	X	X
Jan. 15-18	Canyon JV Tour.	There	X	X	X
Jan. 25	Tasosa	Here	X	X	X
Jan. 27	Clark	Here	X	X	X
Jan. 31	Plainview	Here	X	X	X
Feb. 7	Midland	Here	X	X	X
Feb. 11	Clark	There	X	X	X
Feb. 11	Clark	There	X	X	X
Feb. 18	Plainview	There	X	X	X
Feb. 21	Midland	There	X	X	X
Feb. 21	Crocket	Here	X	X	X
Feb. 25	Lubbock High	Here	X	X	X

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We do not register persons less than 17 years of age. Students presently attending public school are not allowed to register. If a person has quit school, no longer attending, he may apply for entrance if not less than 17 years of age.

Harris Favors Plainview By 9

Hereford's confident style of play and narrow loss to El Paso Burgos Friday night moved the Herd up in the Harris Rating, but the Whitefaces will be a 9-point underdog in their upcoming contest against district foe Plainview.

The Herd moved from 192nd in the Harris Poll to 186th, a jump of only six places, but at least an advancement in the poll. The 'Faces' also polled stronger this week, up from 119.7 to 121.2.

Matching Hereford's power rating of 121.2 with Plainview's power rating of 130.7 would find the Herd a 9.5 underdog against the Bulldogs. The game against Plainview will open district play for both teams. Plainview is listed at 105th by Harris.

Monterey and Coronado, the two district opponents Hereford will host here, continue to ride high in the Harris Ratings. Monterey sits at 57th with a power rating of 138.2, while Coronado is at 62nd with a 133.0 power rating. Lubbock High is the only district foe of Hereford listed lower than the Herd, with the Westerners at 208th and power rated at 116.9.

Teams of local interest as well as the top ten teams in each division are listed below in their order of appearance in the Harris Rating System:

HARRIS RATING SYSTEM

AAAA	
1. W. Falls Rider	159.4
2. Tyler John Tyler	157.4
3. Odessa Permian	150.2
4. Midland Lee	150.0
5. Lufkin	150.0
6. Longview	149.6
7. Phano	149.6
8. SA Churchill	149.5
9. San Angelo Central	149.0
10. Abilene Cooper	148.6
20. Midland	145.6
31. Wichita Falls	141.8
43. Amar. Palo Duro	140.0
57. Lubbock Monterey	138.2
67. Odessa	136.6
72. Pampa	135.5
82. Lubbock Coronado	133.0
90. El Paso Coronado	132.2
102. Amar. Tascosa	130.9
105. Plainview	130.7
108. E.P. Address	130.4
110. Amarillo	130.0
122. Amar. Caprock	128.1
171. Borger	122.1
172. El Paso Burgos	122.1
186. Hereford	121.2
208. Lubbock	116.9

AAA	
1. Bmt. So. Park	150.1
2. Wharton	148.6
3. Brownwood	147.8
4. Cacer	146.0
5. Friendswood	143.8
6. Brazosport	143.5
7. Snyder	140.2
8. Orange Stark	138.1
9. Iowa Park	138.1
10. Bonham	137.6
12. Monahans	135.1
17. Seminole	132.7
19. Lubbock Estacado	132.5
39. Lamesa	126.8
44. Lubbock Dunbar	125.5
66. Perryton	119
81. Dumas	116.3
82. Canyon	115.9
83. Andrews	115.8
84. Odessa Ector	115.7
127. Muleshoe	103.2

AA	
1. Ham-Fannett	133.2
2. Cameron Yoc	131.8
3. Kennedy	131.0
4. Newton	128.7
5. Alpine	128.6
6. Floydada	128.4
7. Hooks	126.7

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8. White Oak	125.8
9. Comanche	124.9
10. Dimmitt	124.9
19. Lubbock Roosevelt	120.9
26. Spearman	118.7
34. Childress	117.4
38. Olton	117.1
55. Friona	112.3
87. Tulia	108.4
92. Lubbock Cooper	107.9
115. Lockney	104.3
130. Boys Ranch	101.5
167. Dalhart	93.9
175. Panhandle	91.6

A	
1. Royal	128.6
2. Alledo	120.6
3. Rankin	120.1
4. Memphis	119.8
5. Jim Ned	118.5
6. Stinnett	117.7
7. Crowell	117.6
8. Falls City	116.5
9. Grapeland	116.4
10. Hardin	112.8
17. Vega	110.6
18. Stratford	110.4
29. Clarendon	106.4
38. Hart	104.1
44. Sanford-Fritch	101.7
46. White Deer	100.6
75. Shamrock	93.2
102. Wheeler	89.1
113. Silvertown	86.7
115. Kress	86.2
155. Farwell	79.2
185. McLean	65.7

B	
1. Big Sandy	110.1
2. Bronte	108.2
3. Celina	102.6
5. Wortham	101.1
6. Paradise	101.1
7. Moody	100.7
8. Range	97.8
9. Eden	97.1
10. Sundown	97.0
43. Whiteface	82.6
52. Nazareth	77.8

Forecasters Up Averages

The Fearless Forecasters improved their averages overall last week, with each forecaster making a general improvement. The group as a whole now has a .676 average, with Welty leading, followed by Speedy Nieman, Larry Dippel and Tom Simons.

Welty, the Brand sports editor, stands at .693, up from a .688 last week. Nieman, Brand publisher, led the picking, however, with only five incorrect choices.

Nieman chose incorrectly on the Muleshoe-Morton contest, the Boys Ranch-Groom upset, the Texas A&M-Texas Tech game, the St. Louis win over Dallas, and Green Bay's victory over the Rams of Los Angeles. Nieman is now .686 in the percentage department.

Welty and Herd head coach Larry Dippel each missed seven of last week's winners, while Tom Simons, Whiteface Booster Club president, missed the largest number of picks with

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Fearless Forecasters

This Week's Picks

Lubbock at Coronado	Coronado
Borger at Amarillo	Borger
Tascosa at Palo Duro	Palo Duro
Caprock at Pampa	Caprock
Perryton at Levelland	Perryton
Canyon at Dumas	Dumas
Ector at Monahans	Monahans
Dunbar at Lamesa	Dunbar
Dimmitt at Littlefield	Littlefield
Friona at Abertathy	Friona
Hart at Kress	Hart
Springlake at Vega	Vega
Nazareth at Matador	Matador
WT at Tulsa	WT
Arkansas at Texas	Arkansas
Rice at SMU	Rice
TCU at Texas A&M	Texas A&M
Arizona at Texas Tech	Texas Tech
Villanova at Houston	Houston
Cincinnati at Oakland	Oakland
New England at Buffalo	Buffalo
Philadelphia at Dallas	Dallas
St. Louis at Houston	St. Louis
N Y Giants at Washington	Washington
Cleveland at Pittsburgh	Pittsburgh



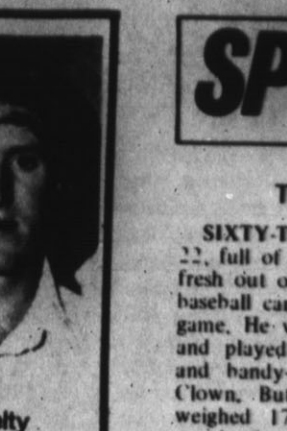
Larry Dippel
101-49
.673



Tom Simons
98-52
.653



Speedy Nieman
103-47
.686



Dan Welty
104-46
.693

Soph Coach Wins Contest

One of Hereford's sophomore coaches took top honors in the Brand football contest this week. Roy Shipp picked 21 of 25 winners, missing only four, but he won the contest by virtue of the tie-breaker.

Shipplisted a tie-breaker of 29 points with the actual score being 13. Waldo Baxter came in second place with four incorrect guesses, but a tie-breaker of 42.

Shipp won \$15 for his efforts, and may drop by the Brand office to pick up his winnings.

His wife, Joyce Shipp, won the contest a few weeks ago. Shipp picked wrong on all the upsets of the weekend: Boys Ranch-Groom, Baylor-Arkansas, Los Angeles-Green Bay, and Miami-Washington.

Baxter missed the Los Angeles-Green Bay game, the Baylor-Arkansas game, the Boys Ranch-Groom game, and the Coronado-Hobbs contest.

Third place in the contest went to Alan Wartes, with five incorrect guesses and a tie-breaker of 27. Wartes missed Los-Angeles-Green Bay, Miami-Washington, Baylor-Arkansas, Boys Ranch-Groom, and Muleshoe-Morton.

Joe Rusher, Larry Wartes, Gene Batterman, Theresa Albracht, Cheryl Hill, and Ray

Borman each missed five guesses, but missed third place on the tie-breaker.

Most of the entrants in the contest missed the Los Angeles-Green Bay game and the Miami-Washington game.

Entrants who missed six picks were Tom Baynham, Jean Beene, Beverly Bryant, Doris Bryant, John David Bryant, David Coakley, Frank Cogdell, Marie Cogdell, Russel Fangman, Francis Farr, Pat Goforth, Dennis Goheen, Mrs. Melvina Kalka, James McDowell, Tony Melugin, Joy Morton, Judy Richards, Debra Reed, Santry Rush, Mrs. Joe Williamson, and Gilbert Yosten.

This week's entry blank appeared in the Sunday Brand.

Queens Slate Girls Clinic

The 17th annual Flying Queens Basketball Clinic will begin at 8:15 a.m. Saturday, Nov. 2 at Hutcherson Center on the Wayland Baptist College campus. The Flying Queens are the 1974 AAU and NWIT National Champions.

The program includes special guest speaker George Davidson, assistant coach at Texas Tech University, Lubbock, and successful high school coaches.

Other activities include a floor demonstration by the Queens and a clash between outstanding teams from Greenwood and Ropesville.

Coaches are invited to attend the Cleveland Athletics Luncheon at 12. Teams may be fed in the Wayland cafeteria.

Clinic fee for coaches is \$10 per school and \$50 per student. Pre-register by sending a check and list of girls' names to Wayland Baptist College, Plainview, 79072.

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SPORTS TALK

Chuck Hardy

THE SAGACIOUS CLOWN

SIXTY-TWO YEARS ago (1912) a young man of 22, full of ambition, started out as a southpaw dentist fresh out of dental college, but was sidetracked into a baseball career when he played in his first major league game. He wore the uniform of the Brooklyn Dodgers and played centerfield at Ebbets Field. Quick-witted and handy-legged, he was known as the Sagacious Clown. But he was nobody's fool. He stood 5-11, weighed 175, and was built like several lengths of case-hardened steel. His name: Charles Dillon "Casey" Stengel (The Old Professor), later known as Casey, born July 30, 1890 in Kansas City, Mo.

CASEY'S CONTEMPORARIES in 1942 were Honus Wagner, Walter Johnson, Eris Speaker and Ty Cobb. What transpired that year? The Titanic crashed into an iceberg with a loss of 1,500 lives. Joe Kennedy, a Harvard third baseman, left cap and gown, went on to become a financial genius, and father of the 35th President. Babe Ruth was in an orphan's home in Baltimore. Hank Greenberg and Schoolboy Rowe were but babes in arms.

CAVORTING IN CENTERFIELD, Casey's big league career spanned 14 seasons while wearing the colors of Brooklyn, Pittsburgh, Philadelphia, New York, and Boston. In the 1923 world series Casey starred in the field and at bat. His two timely home runs at spanning new Yankee Stadium won two games for the Giants, but he was outdone by Ruth, who clubbed three homers. The Yankees took the series, 4-2. Casey ended his playing days in 1925 after collecting 60 home runs (during dead ball era), 131 stolen bases, and compiling a respectable .284 lifetime batting average.

CASEY RETURNED to Ebbets Field in 1934 as manager. He, too, felt the "Depression" as the Dodgers finished 6th, 5th and 7th in three years. Stengel was manager of the Boston Braves in 1938. In six years the lowly Braves wound up 7th four times, and in 5th and 6th place.

LIFE BEGINS AT 59 Casey, the celebrity, was born when he became manager of the Yankees in 1949. Television was a national mania and "Old Casey" had become a familiar sight, trucking out to the mound to make pitching changes. In his first five years at New York Casey merely won five pennants and five world series - a feat without parallel. During his 12-year stint the Yankees won 10 pennants, and finished 2nd and 3rd.

SAD DAY FOR BASEBALL was in 1960. After winning the pennant, but losing the series to Pittsburgh, the Yankee front office cold-bloodedly fired Stengel as their manager, not because his immense skills had become impaired, but because he had passed his 70th birthday. In 1962 Casey became pilot of the New York Mets, and in the next four years he formed the building blocks that was to become the Amazing Mets.

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Easy clean-up. Applies easily. In white only. GALLON REG. 2.99

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WARDS BRUSH ROLLER CLEANER
Restores hard brushes. Won't harm bristles. It's reusable. REG. 1.00 QUART **99c**

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La Plata Club's Projects Planned

A sale project to raise funds for service projects was planned in La Plata Study Club's meeting Tuesday evening in the home of Mrs. Jack Brown. Members also voted to request that announcements concerning blood donor drives here be made in all public schools.

A service project to replace one chosen at a recent meeting, led to a West Texas State University student from Africa, will be adopted since it was learned that support to the Kansas student would interfere with terms of his scholarship grant.

Program subject for the coming was Women in Politics, presented by Nancy Richie. Although 52 per cent of U.S. voters are women, she said, only about six per cent of political offices are held by women.

The typical woman politician was described as in her late 40's, usually one who has never been employed outside her home. Most common offices held by women are county clerk or treasurer.

Mrs. Richie remarked that women usually have difficulty raising money for political campaigns, but because of this fact they are often more effective in office because they are not obligated as men may be for campaign contributions. She added that 1,300 women ran for public office in the U.S. last year.

Club members at the meeting included Mmes. Louis Woodford, Harlen VanderZee, Don Taylor, Ray Seale, A.J. Schroeter, Elmer Patterson, Ansel McDowell, O.G. Nieman, J.D. Neill, N.D. Bartlett, Emil Dettman and Charles Kelly.

Too Late

This is from a London paper: First Workman--Where's Bill today?

Second Workman--N'ospital.

First Workman--Wot 'appened.

Second Workman--'E came down a ladder 10 minutes after it was taken away."



Bill Stanford

group is interdenominational and has as its principal aim, service to all churches.

Non-Residential Beauty Spot

Stapp Clinic located at 711 N. Main St. was chosen as non-residential beauty spot for the month of September by Women's Division of Deaf Smith County Chamber of Commerce. The Clinic grounds are highlighted by a variety of shrubbery and trees.

Guests Present Club Topic

Irene McKinster and Sherrill Hoover, employees at Hereford State Bank, were guest speakers at La Aflatus Estudio Club meeting Tuesday afternoon in REC Medallion Room with Mrs. Sam Morgan as hostess.

the bank provides. The service program is provided to anyone interested at no extra cost whether they are a customer of the bank or not.

Mrs. McKinster stressed that SOS is a guide for persons who have had a death in the family. Two booklets were given to

members, entitled Record of Household Items and Record of Personal Information.

Della Stagner presented the thought for the day with a takeoff on diets by humorist Irma Bombeck.

Members present included Madeline Bell, and Mmes. Cecil Braly, A.H. Cook, Marlin Gilliland, Emmett Hale, H.W. Johnson, B.F. Markham, Ira Ott, A.B. Higgins, T.W. Roberson and George Suggs.

Campfire Art Exhibition Ex-Resident To Speak At Full Gospel Meeting

Is Announced

The second annual art show for Hereford Campfire Girls will be held Oct. 27 with a tea at Community Center, with the public invited to see the exhibit of work in various arts and crafts.

Entries will be judged the previous day for cash awards in two levels, first through sixth graders and seventh through high school. Winners from this show will be entered in national art competition for Campfire Girls.

Divisions are art, crafts and stitchery. Any currently registered youth member of Campfire Girls, in Bluebird, Adventurer, Discovery Club or Horizon Club divisions, may enter.

DOLLARS AND SCENTS

The most expensive perfume in the world is "Adoration" manufactured by Nina Omar of Spain. It retails in the U.S. for \$370 per ounce.

MILFORD, INDIANA

When Commissioner John Martin found it necessary to shut off city water due to a broken water main, a number of people rushed to the town hall and paid their water bills, thinking their water had been turned off.

Speaker for a buffet supper Saturday, a former Hereford resident, teacher and principal in the local school system, Bill Stanford of Plainview will address members and guests of the Full Gospel Business Men's Fellowship.

All men are invited for this program in the Civic Club Center, beginning at 7 p.m. Saturday. Supper tickets are priced at \$2.65.

Stanford is now director of federal programs for the Plainview public schools. He holds a BS degree from Texas A&M and masters degree from Texas Tech.

An elder in Calvary Temple, a newly formed inter-faith church in Plainview, is president of the Plainview FGBMF chapter and memorial Bible secretary of the Plainview Gideon Camp.

The Hereford chapter sponsors periodic appearances by guest speakers; scheduled to appear in November is Paul Hulse, Amarillo chief of police.

The chapter meets on the Saturday after the third Friday in each month. A prayer breakfast at Dickie's Restaurant is held the last Friday in each month. A prayer breakfast at Dickie's Restaurant is held at 7 a.m. on the Sunday before the chapter meeting.

All men of the area are invited to these meetings. The

Tryouts Invited For Cast

An invitation to any area resident who would like to appear in a comedy to be staged by Hereford Community Players next month, is issued by Archie Dwyer, Players president, and Bessie Lee Wood, who will direct the play, for tryouts this evening and Sunday.

Presentation of Norman Krassa's comedy, A Sunday in New York, is planned for the players' fall production. The two-act play has a cast of two women and four men.

In leading roles are a young woman, Elson, between 18 and 25 years of age, and her brother, who may be between 25 and 40. Her sister and a new male acquaintance are in the 25-30 age range, while another man and a woman in the cast may be any age. Mrs. Wood says.

The director, a member of Hereford Players since its beginning in 1958, has appeared onstage in the principal role of the comedy, The Curious Savage, and performed many backstage duties.

She was co-director of Charley's Aunt and directed a mystery-comedy, Dear Delinquent.

It's a joint effort for beauty look

Women are accustomed to putting their trust in their hairdressers. But, in addition, say beauty experts, to get that million dollar look it's important to put in "your two-cents worth."

To help you achieve the "million dollar look" you should be getting from each salon visit, here are suggestions from the Estelle Curtis Guild of Professional Beauticians:

DO have some spirit of adventure about new products and techniques. Salons have many up-to-the-minute beauty ideas and procedures that are the result of considerable research.

DO expect your hairdresser to be just as interested as you are in making you happy and sending you out the door looking great.

DON'T expect him to be a mind-reader. Even if you're completely tired of the way you look and want a total change, you still have personal likes and dislikes.

DO be a picture matcher. Show a magazine photo, magazine or newspaper clippings of hairstyles you like to your hairdresser and ask his advice.

WARDS TRUCKLOAD APPLIANCE SALE

These prices may never be lower Oct. 17 to Oct. 23 only

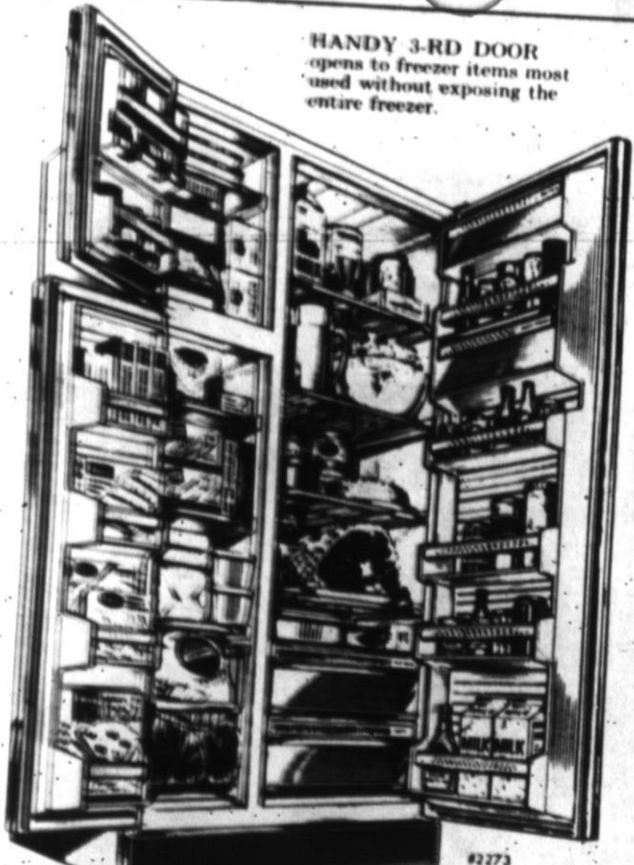
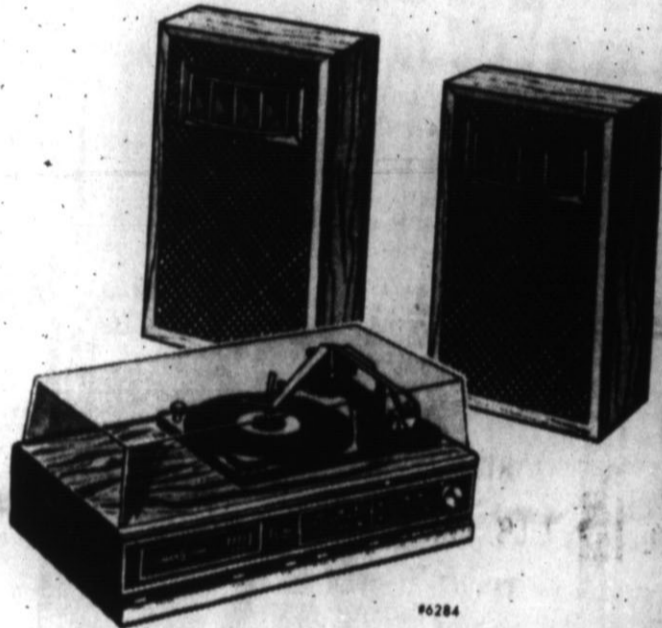
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THIS WEEK ONLY

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SAVE \$65 THIS WEEK ONLY 22 CU. FT., 3-DOOR FROSTLESS REFRIGERATOR

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FROSTLESS FREEZER holds up to 237 lbs. of food.

CANTILEVER SHELVES adjust up or down

7-DAY MEAT-KEEPER keeps meat fresh up to 7 days

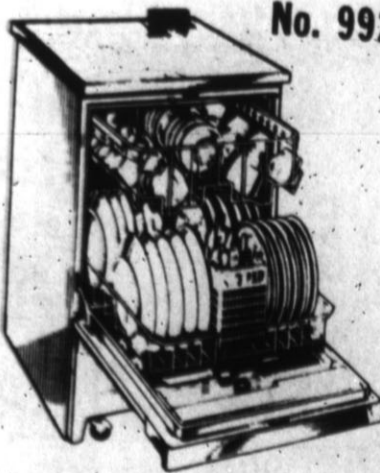
Ice maker optional, extra



SAVE \$52 THIS WEEK ONLY 12-CYCLE AUTOMATIC DISHWASHER

267.88
White, Reg. \$319.95

12-position automatic, pre-programmed cycle selections. Flexible wash power—11 action levels. Hot steam-cycle. Portable now, can be built-in later.



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SAVE \$42 17 CU. FT. ALL FROSTLESS

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Frostless refrigerator with 166 lb. freezer section, reversible doors, adjustable shelves.

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Gaston's SUGARLAND RUMMAGE SALE

We've collected all of our "Odds & Ends," "One of a Kind's," & "Stray Pups", from all of our stores and mixed in Great New Fall Merchandise for this Once-A-Year Savings Event.

SPECIAL DOOR BUSTERS

- 6 Ladies Pant Suits - 10-14 \$9.99
- 17 Boy's Casual Jackets - Sizes 8-16 \$5.99
- 115 Pair Ladies Panty-Hose - Various Brands 49c

HURRY !!! These Can't Last Long

LADIES' RTW	MEN'S DEPT.
Polyester SPORTSWEAR	Special Group SUITS Broken Sizes \$65
•Pants •Shorts •Skirts •Vests •Shirts •Sweaters •Blazers •Blouses	Special Group SPORT COATS \$35
Polyester PANTSUITS	Special Group Polyester Knit or Woven PANTS \$9.90
•New Fall Colors •Sizes 8-16	Special Group SHIRTS \$6.99
Ladies Brand PANTSUITS and DRESSES \$25	•Long & Short Sleeve •Big & Tall •Men's •Young Men's
Just Arrived 50 Colors PANT COATS \$48	
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11 Styles of Men's FARMY SHOES Reg. to \$30 Now \$19.90	Boys' SPORT COATS \$12.99 \$18.99
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TURNIPS FRESA PURPLE TOP LB. 25¢
GRAPEFRUIT TEXAS SWEET RUBY RED LB. 22¢
APPLES RED DELICIOUS FANCY, 4-LB. BAG 99¢

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ORANGES TEXAS SWEET FANCY, 5-LB. BAG 69¢
GREEN BEANS FOOD CLUB CUT NO. 303 CAN 31¢
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KRAFT DRESSING 1000 ISLAND 16-OZ. 79¢
FLOUR GAYLORD 3-LB. BAG 79¢

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DELUXE RIBS FURR'S PROTEN, SHORT, FOR ADV. SPECIAL BARBEQUE, LB. 59¢
GROUND BEEF FRESH GROUND DAILY, LB. ADV. SPECIAL 69¢
ROUND STEAK FURR'S PROTEN, LB. ADV. SPECIAL 98¢

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 Should you not be satisfied with any purchase of beef in Furr's meat department, you will receive double your money back and no questions asked.

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ALL FOR \$3.89

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 EXPIRES 10-19-74
 LIMIT ONE COUPON PER FAMILY

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ALVARADO SALAD FORK Each **37¢**
 COMPLETER PIECES AVAILABLE AT ANY TIME
 4 Iced Tea Spoons \$1.99
 2 Tablespoons \$1.99
 2 pc. Salad Set \$1.99
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 Cold Meat Fork \$1.99
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BROCCOLI TOP FROST SPIRALS 16-OZ. PKG. 3 FOR \$1
CORN GAYLORD FRESH FROZEN 24-OZ. PKG. 67¢
PIZZA TOTINO FROZEN ASST FLAVORS 13 1/2 OZ. 79¢
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DUMPLINGS APPLE OR PEACH 12 1/2 OZ. 79¢

VEGETABLES FOOD CLUB MIXED, 303 CAN, 3 FOR 89¢
CAT FOOD NINE LEVEL, ASST FLAVORS, 6 1/2 OZ., 4 FOR \$1.00

SPINACH FOOD CLUB NO. 303 CAN 4 FOR \$1.00

TUNA CARNATION 10 1/2 CAN 49¢

WE GIVE GOLD BOND STAMPS
 DOUBLE STAMPS TUES. & WED. WITH \$2.50 PURCHASE OR MORE

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 QUART **9¢**
 GOOD THRU 10-19-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

EGGS FARM PAC
 MEDIUM DOZEN **27¢**
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CRACKERS NABISCO
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EXTRA HEAVY CAST IRON 9-IN. SIZE
CORNBREAD SKILLET \$2.99

WASTE BASKET FESCO FESTIVAL WICKER DESIGN
 43-QT. AVOCADO \$1.99

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 ROLL **69¢**

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EFFERDENT DENTURE TABLETS
 60'S \$1.44

FACIAL CREAM ESTERICA ORIGINAL 3-OZ. \$2.23
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DURA FLAME FIREPLACE LOGS
 EACH LOG BURNS 3 HOURS IN COLORS
 CASE OF 3 LOGS \$2.79 CASE OF 6 LOGS \$5.49

NEW FREEDOM SMALL PADS BOX OF 10 **19¢**

KOTEX SANITARY NAPKINS ECONOMY BOX OF 40'S \$1.39

LISTERINE MOUTH WASH 32-OZ. \$1.29

EDGE SHAVE CREAM 7-OZ. **87¢**

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Hospital Notes

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 Mrs. Jesus Castillo, 206 Lake; Mrs. J.W. Dickerson, 131 Cherokee; Mrs. R.W. Elliott, 965 Lafayette; George Funk, Rt. 3, Patrick Higgins, 333 Stadium Dr.
 Mrs. Blanche Hill, 116 Elm; Melvin Kalka, Box 683; Andrew Kelly, Vega; Martin Leon, 432 Ave. D; Morris McGaughey, Wildorado; Cecil Malone, Rte 3; Eugene Mullican, Box 1875; Mrs. Leo Price, 423 Lee.
 Mrs. Gary Rea, 510 Ave J; Rafael Soliz, Box 1453; Mrs. Clara Turnbow, Abilene; Henry Whittington 230 Ave D; Mrs. Mary Wright, 311 W. 8th; Mrs. JoEd Cupell, Rte 4; Mrs. David Arellano, 126 N. 25 Mile Ave.

DISMISSALS

Mrs. Charles Digby, Paul Hubbard; Mrs. Emilliano Losolla, Dwight Rickman, Mrs. A.G. May, Tuesday.
 Mrs. Silveria Rodriguez, Roy Monroe, David Diaz Longoria, Monday.
 Mrs. Eugene Straskulic, Sunday.
 Mrs. Noe Arta, Albert Valdez, Mrs. Quentin Curtis, Ernesto Alonzo, Mrs. Leona Packard, Vickie Jackson, Mrs. Billy Huber, Becky Reeve, Clyde Walker, Mrs. Fidel Reynas, Saturday.



CLINT HOMFELD
...re-elected

SW District Director Is Re-elected

Clint Homfeld, district director of the Tierra Blanca Soil and Water Conservation District, Zone one was re-elected Oct. 10 in voting at Walcott School.

Homfeld, a director for the past 10 years, will serve another five-year term.
 He has been very active in soil and water conservation activities on his farm and ranch in north west Deaf Smith County, where he has lived for more than 40 years.

His duties as a director include aiding in the direction of the Tierra Blanca board, the leading conservation agency in the county.
 Through the district, the Soil Conservation Service assists landowners in applying conservation practices as needed to protect natural resources. Tierra Blanca District is one of the few in the state that operates earth-moving equipment as a service to farmers and ranchers in the county.

Other directors include Carl Strafuss, Jim Hysinger, Clarence Betzen and Johnny Jesko.



ONLY THE NEWSPAPER tells so much about your community — from the happenings of youth organizations to the news about school activities. Newspapers are truly local.

Next Week To Stress Safe Rail Crossings

Governor Dolph Briscoe has stressed public awareness as a solution to the problem of vehicle-train collisions, proclaiming the week of October 21-26 Texas Railroad Grade Crossing Safety Week.

"Deaths due to collisions between automobiles and trains at railroad grade crossings in Texas decreased some 3 per cent in 1973," the proclamation notes. "In the first half of this year, the number of deaths fell by another 2 per cent." Briscoe continued.

"One way to assure continu-

ing progress in the reduction of deaths and injuries at grade crossings is through public awareness and public cooperation."

Briscoe praised the efforts of the Texas Safety Association's Railroad Transportation Section and the Texas Classroom Teacher's Association in trying to reduce grade crossing accidents. He singled out the TSA/TCTA Railroad Grade Crossing Safety Contest as an example of the kind of public education needed in this area.

The two groups are jointly

sponsoring a statewide school essay, poster and poetry contest with a grade crossing safety theme. Grand award winner in the contest for 9th, 10th, 11th and 12th grade students will receive \$500, and first place winners in each category will receive \$250 awards. One result of the contest, it is believed, will be to direct public attention to the seriousness of the railroad grade crossing accident problem and the need to understand and respect traffic safety laws governing grade crossings.

In 1973 in Texas 106 persons

were killed and 596 were injured in 1,256 vehicle-train accidents.

"It is hoped that all Texans will join the Texas Safety Association in their effort to prevent grade crossing accidents by observing railroad crossing signs, signals and markings," Briscoe said in the proclamation.

He concluded by further urging all Texas drivers "to encourage enforcement of laws governing traffic at grade crossings and to support efforts to improve safety measures at grade crossings."

Navy Devises New Program

Delayed enlistment, bonuses and apprenticeship training are a few of the new programs now being incorporated by the U.S. Navy.

Under the delayed enlistment plan, a youth can enlist now and leave up to 270 days (nine months) later. Although not in uniform, a volunteer can build seniority for pay while waiting. The program may be utilized in conjunction with the School Guarantee, Nuclear Power, Advanced Electronics, Overseas and Stateside Homeport guarantees.

Also in the offering is the enlistment bonus of \$1,000-\$2,000 for young men who qualify and desire jobs as Communications technicians, electronic warfare technicians or ordnance technicians (electro-hydraulic). The apprenticeship school port program guarantees a choice of apprenticeship or choice of ten technical schools plus a choice of Japan, Italy, Spain, Greece, Philippines, Scotland or 20 other stateside stations, all on a first come-first served basis.

In addition, all Navy

programs guarantee a choice of basic training at San Diego, Calif.; Orlando, Fla.; Great Lakes, Ill.

Also, any recruit finishing in the top 50 per cent of any of 45 class A schools has the option of being automatically advanced to (E-4 Petty Officer Third Class.

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RETAIL	G.D.P.	SALE
\$4.98	\$3.97	\$3.29
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EIGHT TRACK STEREO TAPE RIOT

Stereo 8 Track **TAPES**
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Act 1 Melamine Texasware 32-Pc. **DINNERWARE**
 Set of 6 - Yellow Daisy Pattern - Break Resistant Dishwasher Safe
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Pair Attends Borger School

Two students from Hereford are attending the fall semester at Frank Phillips College in Borger, added to the 782 enrolled there.

Alan Eugene Cornelius, son of Mr. and Mrs. Guy Cornelius of Frio and graduate of Hereford High School, is a sophomore majoring in physical education.

Terry Gene Scott is the son of the Dale Scotts of 115 Ave. C. and is a sophomore studying mathematics. He also graduated from HHS in 1973.

Both are members of the FPC Plainmen basketball team on scholarship.

Frank Phillips College is a fully accredited two year community college offering liberal arts, pre-professional, and vocational-technical education. Located on 61 acres on the west side of Borger, the eight building campus overlooks the city and surrounding area.

Parker Baby Born

A baby girl was born Oct. 8 to Mr. and Mrs. Ronnie Parker of 505 Lee at Nablitt Hospital in Canyon. Their daughter, China Gayle Parker, weighed 6 lbs. 12 oz.

Parker is employed at Carl McCaslin Lumber Co.

Lodge Attracts Church Group

Mr. and Mrs. Earl Yocum were hosts for a social gathering of the Adult II Sunday School Department Saturday evening at the First Baptist Church Lodge north of UMBARGER. Barbecue, salad, chips and dips were served with fresh apples and pears for dessert. After the meal, Mrs. Yocum directed games near the inviting fireside.

Attending were Messrs. and Mrs. Herschel Black, Neil Cooper, Dean Herring, O.G. Nieman, Harlan VanderZee, Earl Warrick, Peyton Ramey and Perez.

Also, Mrs. Marie Stringer and the Rev. and Mrs. Doug Manning.

The Lonely Heart



Robert C. Byrd, Senator (D-WV), questioning amnesty proposal.

"The evaders and deserters made their choice. They acted of their own volition."



Miss Glenda Manning
... November bride-elect

College Students To Wed In November Ceremony

Engagement of Miss Glenda Manning of Hereford and Steve Wells of Edmond, Okla., both students in Central State University at Edmond, is announced by her parents, the Rev. and Mrs. Doug Manning, 231 Ranger.

The bride's father, pastor of First Baptist Church here, will officiate at an evening wedding Nov. 30 in Southern Hills Baptist Church at Tulsa, assisted by the Rev. John Burns director of the Baptist Student Union at CSU. A former Tulsa resident, Miss Manning is a 1972 graduate of Memorial High School in that city.

Miss Manning and her fiancé are both juniors at CSU and both officers in the Baptist Student Union there, he the current president and she serendipity chairman.

Her major is special education and she is a member of the Student Council for Exceptional Children. She attended Baylor University a year before enrolling in the Oklahoma college. She is employed as a part-time secretary in the administration building.

Wells is the son of Mr. and Mrs. C.L. Wells of Edmond. Employed by Edmond Public

Schools, he is an English education major in CSU where he is a member of the President's Club. He graduated from Edmond High School.

The best friends are those who seek nothing.

Too many people claim to know all the answers.

Local Artists To Enter Festival

A wealth of art and craft talent will be on display when the Seventh Annual Burger Fine Arts Festival opens its doors for a three-day art show tomorrow.

Artists and craftsmen from Hereford, Amarillo, Canyon, Shellytown, Toss, N.M., as well as Hutchinson County will be exhibiting. Artists and craftsmen also have the option of selling their products at the festival.

Sponsored annually by the Women's Division of the Burger Chamber of Commerce, the festival is held in the Burger Dome and admission is free.

The art show will also feature hourly talent presentations plus art and craft demonstrations.

Members Added At Club Meeting

Eight new members were received in Sweet And Fancy Decorating Club at its recent meeting in Community Center. A guest, Florence Knight of Frio, was also welcomed.

Added to the roll were Misses: Joe Schumacher, Lennie Noyes, Jimmy Holmes, Ed Schields, Lee Donaway, Joe Paxton, Carl Kleusken and Danny Thompson.

Mrs. Lynn Pittard gave the program a demonstration on making cake borders. She used different tubes to place the icing and explained how many variations may be made with each tube.

The Lonely Heart



Mrs. Diana Tekell Simpson, chairman of the festival, said demonstrations will be presented on pottery, macrame, oil painting, horse shoe nail sculpturing, square dancing and a Boy Scout presentation of various Indian dances.

A highlight of the festival will be an oil painting workshop conducted by well-known contemporary Western artist Harold Scott of Sayre, Okla. Scott said students will finish a painting each day of the workshop.

Area artists may still register for the workshop by telephoning the Chamber office at 274-2211. Fees for the course are \$30 per day, or \$85 for the three-days.

Last year's three day festival drew more than 4,000 persons and featured 1,146 paintings and a host of craft exhibits.

Music From Operas Makes Club Program

Warned that they should listen carefully to each program because a quiz is coming in March, members of Music Study Club began a study series on The Opera at a meeting Monday Afternoon in Mrs. Ken Walser's home. Mrs. Wayne Thomas and Mrs. Wes Fisher were co-businesses.

Mrs. Thomas Burdett prefaced the program with a review of The Musical Evolution to Opera, and musical selections from operas began with a two-piano rendition of Marche from Wagner's Tannhauser by Mrs. A.J. Schroeter and Mrs. Bill Brady.

Mrs. Allen Cansler sang two arias from French operas, Jewel Song from Faust, by Gounod, and Pace, Pace, Mio Dio! by Verdi. Six hands at the piano, those of Misses. Ken Rogers, Joe Schultz and Thomas Betzen, played another

march, this from Meyerbeers' Le Prophete.

Mrs. Joe Reinauer Sr. was elected the club's delegate to the annual convention of District I, Texas Federation of Music Clubs, to be held at Dawn Nov. 9. Mrs. Robert Mayfield was voted to membership in the club.

Welcomed as guests were Misses. Robert Huchert, Bob McFarland and Sam Long.

PRACTICE COURSE
TILTON, N.H.—The Tilton School snack bar is operated by the students of Richard Leslie's applied business course. The student is graded on how good a job he does in planning the snacks sold and profits made.

Flatterers look like friends, as wolves like dogs.

Progressive Club Meets

The problem of preparing food for an ill person in the home was surveyed by Mrs. Tom Morgan in a giving program for Progressive Extension Club Tuesday afternoon. Mrs. H.L. Hershey was hostess in her home. The speaker discussed special diets for several common diseases.

Mrs. Pete Carmichael read the opening poem titled "Give Us, Lord, A Bit Of Sunshine". Members voted to contribute a bedspread for Westgate unit of Kings Manor retirement home, cooperating with other clubs in the county to supply 44 new spreads.

Others present were Misses. E.C. Hammett, Karl Maschrick, Denn Stallings, Floyd McGee and Jesse Lopez.

Laws and commandments, in some people's opinions, were made to guide some other fellow.

Duckwall's

SAVE 3 BIG DAYS

...and

<p>CLIP COUPONS</p> <p>October 17, 18, 19 Savon Fruit Essences 16 oz. Shampoo & 16 oz. Cream Rinse Shampoo, Aftershave or Green Apple 1 Shampoo plus 1 Cream Rinse Both For \$1.00 Our Reg. 80c Each Limit 1 of Each with Coupon</p>	<p>October 17, 18, 19 100% 76c Our Reg. \$1.44 Limit 1 with Coupon</p>	<p>October 17, 18, 19 Vaseline 83c Our Reg. \$1.50 Limit 2 with Coupon</p>
<p>October 17, 18, 19 Savon Fruit Essences 16 oz. Shampoo & 16 oz. Cream Rinse Shampoo, Aftershave or Green Apple 1 Shampoo plus 1 Cream Rinse Both For \$1.00 Our Reg. 80c Each Limit 1 of Each with Coupon</p>	<p>October 17, 18, 19 Gillette Trac II Injector Blades 5s 63c Our Reg. \$1.01 Limit 2 with Coupon</p>	<p>October 17, 18, 19 Vaseline Jumbo Ball White or Deodorant Assorted Colors 2 Balls 83c Our Reg. \$1.50 Limit 2 with Coupon</p>
<p>October 17, 18, 19 Savon Fruit Essences 16 oz. Shampoo & 16 oz. Cream Rinse Shampoo, Aftershave or Green Apple 1 Shampoo plus 1 Cream Rinse Both For \$1.00 Our Reg. 80c Each Limit 1 of Each with Coupon</p>	<p>October 17, 18, 19 SCOPE Savon Mouthwash 24 oz. \$1.00 Our Reg. \$1.50 Limit 2 with Coupon</p>	<p>October 17, 18, 19 Vaseline Intensive Care Lotion 15 oz. Size with Pump 88c Our Reg. \$1.50 Limit 2 with Coupon</p>
<p>October 17, 18, 19 VOS Hair Dressing Regular or Blue Formula 1 1/2 oz. 66c Our Reg. \$1.00 Limit 2 with Coupon</p>	<p>October 17, 18, 19 CLIP and SAVE</p>	<p>October 17, 18, 19 Gillette Green II Youth Paste 7 oz. 66c Our Reg. 90c Limit 2 with Coupon</p>
<p>October 17, 18, 19 Tampax 4's Regular or Super \$1.16 Our Reg. \$1.57 Limit 1 with Coupon</p>	<p>October 17, 18, 19 LAY-AWAY NOW FOR CHRISTMAS</p>	<p>October 17, 18, 19 Lysol Spring Disinfectant 16 oz. 97c Our Reg. \$1.47 Limit 1 with Coupon</p>
<p>October 17, 18, 19 MOP-GLO Mop & Glo Floor Shine Cleaner 32 oz. 99c Our Reg. \$1.48 Limit 1 with Coupon</p>	<p>October 17, 18, 19 Lysol Deepening Cleaner 28 oz. 77c Our Reg. \$1.13 Limit 1 with Coupon</p>	<p>October 17, 18, 19 Lysol Toilet Bowl Cleaner 24 oz. 53c Our Reg. 70c Limit 1 with Coupon</p>
<p>October 17, 18, 19 Scented Votive Candles 3 for 38c Our Reg. 25c Limit 3 with Coupon</p>	<p>October 17, 18, 19 Decorative Candle Rings Fall & Christmas Designs For 3 Candles 77c Our Reg. \$1.00 Limit 1 with Coupon</p>	<p>October 17, 18, 19 Lysol Bath Tub Tile Cleaner 17 oz. 68c Our Reg. 90c Limit 1 with Coupon</p>
<p>October 17, 18, 19 Slinky A Fun Toy 66c Our Reg. 90c Limit 2 with Coupon</p>	<p>October 17, 18, 19 Silicone Rubber Bathbath Coils 88c Our Reg. \$1.20 Limit 2 with Coupon</p>	<p>October 17, 18, 19 Kiddies Vinyl Shoe Bags 6 Packets 97c Our Reg. \$1.20 Limit 2 with Coupon</p>

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Big savings on car service you need.

LUBE & OIL CHANGE WITH OIL FILTER

Offer ends Oct. 19

\$6.88

Includes up to 5 quarts of quality oil, an oil filter and expert lubrication. Call for an appointment.

Most American cars Regular price \$7.88 and up

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Features the same aggressive tread design as our Radial Deluxe Champion tire! Interlocking tread elements for excellent stop-and-start traction on wet pavement.

et's Cook

Housework Is Enjoyable For Young Homemaker

BY SANDY PANKEY
Brand Staff Writer

WHAT a switch, a woman that doesn't mind saying she enjoys her role as a housewife! The liberated women of this country would certainly frown upon a statement like that, but Mrs. Steve Larkin says she gets immense pleasure from just cleaning her house and taking care of her family.

"I've always enjoyed doing house chores especially like to do the family ironing," explains Mrs. Larkin. "It gives me a sense of accomplishment."

Until recently, the pretty blonde homemaker worked for Pioneer Natural Gas Company. "I thoroughly enjoyed working but for health reasons, I had to quit." After working for four years, it's difficult adjusting to staying at home, but my four-year-old son Chad keeps me entertained.

MRS. LARKIN lists as her main hobby as sports. "I love all sports regardless of what they are. Since most men are great football fans, I consider myself fortunate to know enough about the game to converse with my husband about the fundamentals of the game," smiles the avid sports

Reception Will Open Art Show

Area residents are invited to see an exhibit of painting and to meet the artists, at a reception from 2 to 5 p.m. Sunday with Alpha Iota Mu Chapter of Beta Sigma Phi as hostess in First National Bank Community Room.

The security chapter will sponsor a working show and sale of paintings by Aline Phelps and Rheata Peeler White of Mulensho.

Mrs. Ken Walker, president, will receive callers Sunday afternoon and introduce the painters, both of whom have received a number of awards for their work.

Beverly Barrett is chairman of the ways and means committee which arranged for the show-sale. Other members are Betty Barrett, Mrs. Floyd Neill and Mrs. David McDonald.

On the refreshment committee are Phyllis Gordon, Mrs. Phil Sciumbato, Gerald Sledge and McDonald. Mrs. Fred Roland heads the refreshment committee, with Celia George, Mrs. Coy Mason and Jimmy Bell as other members.

Club Celebrates

Merry Mixers Square Dance Club members were hosts to area square dance clubs to celebrate their fourth anniversary Saturday evening in Community Center.

Callers at the dance included Stewart Rowan of Bradford and Dub Stuart, Vincent Thomas and Jim Holland, all of Amarillo.

Visiting clubs from Amarillo were Grand Squares, Golden Spread Squares, Huff Puff Squares and Reddy Squares. Also present were Dimmitt Promenaders and Buttons and Bows of Friona.

Recognized as special guests by the 47 members present were Mr. and Mrs. M.L. Kelly, vice-presidents of District IV of Panhandle Square Dance Association.

enthusiast. Beverly Prather before her marriage. Mrs. Larkin resided in Earth and attended West Texas State University where she was a member of the Powder Puffs football team.

The Larkins live south of town and are members of First Baptist Church. Larkin is employed as an apprentice lineman for Southwestern Public Service Co.

A dessert recipe the family enjoys is Coca-Cola Cake.

COCA-COLA CAKE

1 cup soft butter or margarine
2 cups flour
1 1/2 cups sugar
3 Tbs. cocoa
1 tsp. soda
1 tsp. vanilla
2 eggs

1/2 cup buttermilk
1 cup Coke
1 1/2 cups miniature marshmallows

Combine all ingredients except Coke and marshmallows in large mixer bowl. Blend at low speed then beat 1 minute a medium speed.

Add Coke and blend well; stir in marshmallows by hand. Pour batter in greased 13.9 inch pan and bake in 350 degree oven for 40 to 45 minutes.

Icing:
1/2 cup butter
3 Tbs. cocoa
one-third cup Coke
4 cups powdered sugar

Combine ingredients in small mixing bowl and beat until smooth. Add 1 cup chopped pecans if desired and spread on cool cake.



Mrs. Steve Larkin
...with son Chad

Soviet and U.S. seek to foster tourism.

The Hereford Brand, Hereford, Texas, Thursday, October 17, 1974

CALORIE COUNTDOWN

SUSAN DUFF MASTRO

HEALTH SPAS FOR WEIGHT REDUCTION

If you have been tempted by advertisements that promise you a slimmer body will be easily attained by joining a spa or health club or fancy gym, you are just like thousands of other dieters who are making such clubs a quarter of a billion dollar industry, according to a representative of the Federal Trade Commission.

True enough, many of these facilities can help dieters lose weight and inches, but not without a change in eating practices, of course. Exercise alone will not reduce unwanted bulk, but combined with a good low-calorie diet, an exercise program can help you to improve your figure. It can help by toning your muscles as you lose weight by dieting and it can help by making you more aware of your body's needs. Feeling fit from good exercise encourages you not to abuse your body by overstuffing it with unnecessary calories.

But before you sign up at the nearest spa, be sure it is equipped with the proper facilities and supervision to put you on an exercise program which suits your needs and desire to lose weight. "Passive" exercisers (those which merely shake or vibrate you without involving your heart or muscles in actual exercise) are useless and some so-called health clubs feature only such equipment which is supposed to reduce you effortlessly. Membership in such a club or spa will only reduce your pocketbook, not your figure.

Ice Spectacular Starts Tonight

Titled "Spectrum of the '70's," the 1975 edition of Holiday on Ice will unveil an ice spectacular at the Amarillo Civic Center starting tonight and ending Tuesday.

The show promises to present favorite familiar skaters and exciting new talent in lavish setting, gorgeous costumes with marvelous music.

Shows are nightly at 8 p.m. except Sunday at 6 p.m. Matinees will be presented Saturday and Sunday at 2 p.m. Tickets are available at the Civic Center, Sears and Wards. Prices are \$5, \$4 and \$3.50. Those under 16 years of age will be admitted half price for all shows.

Phone 373-6891 for additional information.

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<p>GROUND BEEF REGULAR 100% BEEF ANY SIZE PKG. Premium lb. 78¢</p>	<p>ROUND STEAK Full Cut Bone-in USDA CHOICE GRADE BEEF lb. \$1.19</p>	<p>SIRLOIN STEAK Beef Loin USDA CHOICE GRADE BEEF lb. \$1.19</p>
<p>7-Bone Roast .98¢ Arm Roast \$1.18 Beef Stew \$1.29</p>	<p>CHUCK ROAST USDA Choice Bone Cut Beef Chuck lb. 68¢</p>	<p>Rump Roast \$1.49 Heel of Round \$1.19 Sirloin Tip \$1.79</p>
<p>RIB STEAK USDA Choice Beef Rib Large End lb. \$1.19</p>		

Prices Effective thru Saturday, October 19, 1974 in...

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SAFeway's FROZEN FOODS!

Jeno's PIZZA Ea. 79¢	Bel Air PIE SHELLS Low Price! 2-9 in. Shells 49¢
Ice Cream 98¢ Whip Topping 55¢ Orange Juice 4 \$1.00 Broccoli 37¢ Cut Corn 89¢ Peas 95¢ Pizza \$1.05	Meat Pies 28¢ Egg Beaters 92¢ Honey Buns 69¢ Egg Noodles 58¢ Perch Dinner \$1.25 Haddock Dinner \$1.25 Fish Fillet \$1.25

Del Monte CATSUP High Quality! SUPER SAVER 20-oz. Bot. 45¢	Tomato SAUCE Town House! 8-oz. Can 15¢	Fruit COCKTAIL Del Monte! SUPER SAVER 17-oz. Can 39¢
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SAFeway's FINE DAIRY PRODUCTS!

IMPERIAL MARGARINE Margarine! SUPER SAVER lb. Ctn. 75¢	COLDBROOK MARGARINE Coldbrook Quarters! lb. Ctn. 46¢
Yogurt 29¢ Cottage Cheese 79¢ Whipped Chiffon 78¢ Halfmoon Cheese \$1.35 Margarine 60¢	Soft Margarine 62¢ Margarine 45¢ Texas Biscuits 27¢ Biscuits 13¢ Cream Cheese 41¢
SOFT MARGARINE Empress Brand! 2-8-oz. Tubs 72¢	REAL BUTTER Shady Lane! lb. Ctn. 97¢

KESTER'S JEWELRY
Across from the Post Office in Downtown Bradford

Woman Enrols At Galveston

Susan J. Balden, daughter of Mr. and Mrs. Charles R. Balden of 328 Centre, has enrolled in the medical record administration program at The University of Texas School of Allied Health Sciences, Medical Branch, in Galveston.

eligible to take the national certifying examination to become a registered medical technologist.

4-H Group Lays Plans

Miss Balden, a 1971 graduate of Hereford High School, is in her fourth year of college, having previously attended West Texas State University and Texas Tech University.

The annual achievement banquet of Deaf Smith County 4-H Clubs, to be held Nov. 1 in the County Bull Barn, was planned at the 4-H Teen Leaders' Association Monday evening at Community Center. Various awards are made at the banquet each year, climaxed by those to the Gold Star girl and boy.

The medical record administration program includes a one-year professional curriculum that prepares the student for designing and maintaining medical record systems, analyzing records which come to the department and preparing them for future use and controlling the circulation of medical records within a hospital.

Mrs. Marvin Welty thanked the Teen Leaders for playing host Saturday at a tea for Home Demonstration Club women, an event of National 4-H Week.

Upon completion of academic and clinical requirements of the program, the student receives a Bachelor of Science and Certificate of Proficiency in medical technology and is

Sherry Harder, assistant extension agent, presented a slide program on the Texas 4-H Center at Lake Brownwood, to which members in this county have contributed.



Convention Exhibit

A state project, Beef for Girlstown, is emphasized in an exhibit to be shown at the Texas CowBelles convention at Amarillo this weekend. Mrs. N.E. Tyler, president of Hereford CowBelles, is state chairman for the project and planned the exhibit. The corral, windmill and West Texas plants which are the setting for miniature cattle were made by Tyler and two nephews. John Hall, adjusting the windmill wheel, and Danny, putting finishing touches to the gate. Ceramic whitefaces were made by Velma Tanner of Vega, a member of the state committee.

4-H Week Ends As Clubs Are Hosts To HD Group

Closing the observance of National 4-H Week in Deaf Smith County, a tea to which 4-H Club members invited Home Demonstration Club women of the county was attended by about 80 guests Saturday afternoon in Pioneer Gas Flame Room.

Officers of the 4-H Teen Leaders greeted callers. Brit Hicks, president, was assisted by Shelly Scott, council delegate; Sandee Finley, secretary-treasurer; Wes Strain, reporter, and Mrs. Bill West, adult leader.

Jo Ann Wagner and Miss Finley poured tea during the first hour, Frankie Wells and Micki Merritt followed. Juanita and Melody Kendrick were at the registry table which was decorated with small pumpkins and squash.

Autumn colors of the vegetables were repeated in the tea table centerpiece of strawflowers set on an orange cloth.

The national week was noted in various ways by 4-H Clubs here and two displays called attention to the week's theme, 4-H Can Make It Happen. Adult leaders arranged the displays in the former Leon's shoe store location on downtown Main Street and at the J.C. Penney store in Sugarland Mall.

A NEW FLU
ATLANTA—Port Chalmers flu, a new, deadly flu strain, related to the killer 1972 London flu, will hit much of the United States this winter, the National Center for Disease Control reported recently.

TRISTAR JETS ORDERED
LONDON—The Lockheed Aircraft Corporation reports that Saudi Arabian Airlines has signed a contract to buy two more Tristar airliners that would be powered by the turbo-props RB-211 engine.

Calendar of Events

THURSDAY

North Hereford Extension Club, home of Mrs. Cliff Johnson, 2 p.m.

Alpha Iota Mu Chapter of Beta Sigma Phi, Community Room of First National Bank, 7:30 p.m.

Hereford Study Club, meet in home of Mrs. Don Robinson for trip to Elm Tree Inn in Tulsa, 9:30 a.m.

Wyche Extension Club, home of Mrs. W.P. Aye, 9 a.m.

L'Allegre Study Club, Community Center, 9:30 a.m.

Bay View Study Club, home of Mrs. Jack Wilcox, 2 p.m.

Los Chihueros Chapter of DAR, home of Mrs. Steve McWhorter, 7 p.m.

Red Cross Volunteers luncheon, Civic Club Center, noon.

AARP, Community Center, 7 p.m.

VFW, VFW clubhouse, 6 p.m.

Women's Golf Association, John Pitman Municipal Golf Course, 9 a.m.

Kiwanis Club, Civic Club Center, noon.

Jaycees, Dickie's Restaurant, 8 p.m.

Duplicate Bridge Club, 300 Western, 7:30 p.m.

FRIDAY

Bud to Rhosom Garden Club, Southwestern Public Service Realty Room, 9:30 a.m.

Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.

Kwanan Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.

SATURDAY

Story hour for children grades 1 through 4, at Deaf Smith County Library, 10 until 11 a.m.

SUNDAY

El Llano Study Club, home of Mrs. Melvin Thompson, 110 Nueces, 8 p.m.

Order of Rainbow For Girls, Masonic Hall, 7:15 p.m.

GED Tests in board room of school administration building, 8:30 a.m.

Art Show sponsored by Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, Oct. 28-29, First National Bank.

Rotary Club, Civic Club Center, noon.

Odd Fellows Lodge, IOOF Hall, 8 p.m.

Evening Lions Club, K-Bob's Steak House, 7 p.m.

TUESDAY

Art Guild guest night, community center, 8 p.m.

Xi Epsilon Alpha Chapter of Beta Sigma Phi Sorority, home of Mrs. Jerry Shipman, 7:30 p.m.

Velde Study Club, home of Mrs. Richard Otten, 8 p.m.

Lone Star Study Club, home of Mrs. Hardy Benson, 3 p.m.

West Hereford Extension Club, home of Mrs. Robert Boyd, 2:30 p.m.

Rebekah Lodge, IOOF Hall, 8 p.m.

Hereford TOPS Club, Community Center, 9 a.m.

BPOE Lodge, Elks Hall, 8:30 p.m.

Weight Watchers, First Baptist Church, 8 a.m. and 6:30 p.m.

WEDNESDAY

Fun-Food-Fellowship Club luncheon, First United Methodist Church Fellowship hall, 11 a.m.

Non Lions Club, Civic Club Center, noon.

Story hour for preschool children, Deaf Smith County Library, 3 to 4 p.m.

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SMOKED HAM
Shank Portion
Rump Portion lb. 75¢
69¢

FRESH FRYERS
Whole Body
Cut-up Fryers lb. 47¢
39¢

OSCAR MAYER
Meats From Safeway!
Wieners \$1.29
Smokie Links \$1.39
Sliced Bologna \$0.75¢
Liver Cheese \$0.83¢
Cotto Salami \$0.89¢
Chopped Ham \$1.09¢
Variety Pack \$1.53¢
Ham Steaks \$2.89¢
Claussen Pickles \$0.95¢

EVERY BEEF STEAK AND BEEF ROAST WE CUT AT SAFEWAY IS U.S.D.A. CHOICE BEEF

Skinless Franks \$0.79¢
Sliced Bologna \$0.85¢
Canned Hams \$0.69¢

BACON ENDS
And Pieces 3-lb. \$1.09

Ham Slices \$1.59
Sliced Bacon \$1.19
Sliced Bacon \$1.79

SAUSAGE
Smoked Sausage \$1.29
Smok-Y-Links \$0.89¢
Link Sausage \$0.79¢

PERCH FILETS
Fish Sticks \$0.89¢
Corn Dogs \$0.99¢
Beef Patties \$0.99¢

SAFEWAY USDA FOOD STAMP COUPONS... GLADLY ACCEPTED!

Catsup \$0.69¢
Pear Halves \$0.73¢
White Corn \$0.33¢

Golden Corn \$0.32¢
Yellow Corn Meal \$0.46¢
Pancake Mix \$0.72¢

Dream Whip \$0.98¢
Spaghetti \$0.45¢
Macaroni \$0.45¢

SAFEWAY'S FRESH PRODUCE!

Gardenside GREEN BEANS
Cut Low Priced
16-oz. Can **25¢**

Del Monte TOMATOES
Stewed
16-oz. Can **35¢**

25¢ Off Label DUZ
Laundry Detergent!
80-oz. Box **\$1.78**

APPLES
Jonathan All Purpose!
4 lbs. for **\$1**

TOMATOES
Vine Ripe Sliced!
3 lbs. for **\$1**

SAFEWAY'S HEALTH & BEAUTY AIDS!

TRAC II CARTRIDGE
By GILLETTE
5-ct. Pkg. Ea. **95¢**

SELSUM BLUE
Dandruff Shampoo
4-oz. **\$1.59**

20¢ Off Label IVORY
Liquid Dish Soap!
32-oz. Botl. **79¢**

HONEYDEWS
Sweet Ripeness!
Ea. **69¢**

AZALEAS
Beautiful Blooming!
4 inch Pots Ea. **99¢**

Alberto Balsam \$1.39
Creme Rinse \$1.19
Intensive Care \$1.59
Pepto Bismal \$0.99¢
Allerest \$1.29

Pepto Bismol \$1.43
Creme Rinse \$0.99¢
Rit Dye \$0.38¢
Rit Dye \$0.79¢
Cricket \$1.49

THIS COUPON IS WORTH 25¢
Toward The Purchase of A 1-lb. can of **MARYLAND CLUB COFFEE**

FLORIDA AVOCADOS
Extra Large Ea. **49¢**

RUSSET POTATOES
All Purpose 10-lb. Bag **89¢**

The Funk & Wagnalls New Encyclopedia Vol. # 9 **\$1.99** ON SALE NOW AT SAFEWAY!

CABBAGE
Delicious Cooked or for Cole Slaw!
1 lb. **10¢**

CORN
New Crop Tender Ears!
4 for **44¢**

Out of Orbit
OUT OF YOUR PAPER!
WHAT NEWSPAPER DID YOU SAY?

WOMEN ON RAILROAD
MILWAUKEE—Cindy Angeles, 23 years old, and her niece, Lena Bertucci, 19, are now working as switchwomen and trainwomen on the Milwaukee Road. They work on both freight and passenger trains.

For God So Loved The World

FIRST BAPTIST CHURCH

Doug Manning, Pastor
Fifth and Main Streets

FRIO BAPTIST CHURCH

Rev. Samuel B. Ogan, Pastor
Frio Community

WESTWAY BAPTIST CHURCH

MT. SINAI BAPTIST CHURCH

Rev. C. H. Frost, Pastor
302 Knight Street

SUMMERFIELD BAPTIST CHURCH

Bill Broxson Jr. Pastor

**TEMPLO CALVARIO
ASAMBLEA DE DIOS**

13th & Ave. H
Ignacio Vasquez

**CHURCH OF JESUS CHRIST OF
LATTER DAY SAINTS**

(Mormon)
Country Club Drive

TEMPLE BAPTIST CHURCH

Rev. J. L. Bozeman
Forrest Ave. and Ave. K

GREENWOOD BAPTIST CHURCH

"A Bible Baptist Church"
Rev. Prentice D. Smith, Pastor

IGLESIA METODISTA SAN PABLO

Rev. Thomas Balderas, Pastor

LA IGLESIA DE SAN ANTONIO

North 25 Mile Avenue

TEMPLO BAUTISTA MEMORIAL

Pablo Garcia, Pastor

LA IGLESIA DE CRISTO

Sunset and Plains Ave.
Pete Reyna, Minister

CENTRAL CHURCH OF CHRIST

J.T. Marlin, Minister
148 Sunset Dr.

PARK AVE. CHURCH OF CHRIST

On Harrison Highway

TRINITY BAPTIST CHURCH

Southern Baptist
Rev. C.F. Powell
4th and Jackson

SAINT JOHN BAPTIST CHURCH

400 Mable St.
Rev. C.W. Allen, Pastor

FIRST METHODIST CHURCH

Dr. Jordan Grooms, Pastor
501 North Main

**WESLEY UNITED
METHODIST CHURCH**

Rev. Jack Moon, Pastor
410 Irving

BIPPUS COMMUNITY CHURCH

Gene Brock, Pastor
Preaching 1,2,3,4 Sundays
5th Sunday, Singing

AVENUE BAPTIST CHURCH

John H. Johns
130 North 25 Mile Ave.

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Interdenominational
Christian Fellowship in the Fullness
of the Holy Spirit
Fred Whipple, Pastor
South Main - 364-5556

ASSEMBLY OF GOD CHURCH

Rev. Homer T. Goodwin, Pastor
15th and Ave. F.

IMMANUEL LUTHERAN CHURCH

Rev. Hermon Scheller, Pastor
Park Ave. and B Street

SEVENTH DAY ADVENTIST CHURCH

Elder Hollis A. Morel, Pastor
West Park Addition

LA MISION DE SAN JOSE

S. W. of City
Vicario: Padre Jose, S.A.

CHURCH OF THE NAZARENE

Rev. Max Jettou, Pastor
16th & Blackfoot

GRACE GOSPEL CHURCH

Thirtieth and Avenue K
Pastor, Jim Gilliam

ST. THOS EPISCOPAL CHURCH

William A. Lang, Jr. Vicar
601 West Park

CATHOLIC CHURCH

Rev. Bernard McGorry, Pastor
Harrison Highway at 25 Mile Ave.

FIRST PRESBYTERIAN CHURCH

610 Lee Street
Rev. Roger B. Knapp, Minister

FIRST CHRISTIAN CHURCH

Rev. Eugene Brink, Pastor
West Park Avenue

DAWN BAPTIST CHURCH

Rev. Gene Meacham

UNITED PENTECOSTAL CHURCH

Ave. H & Lafayette
Rev. Warren McKibben 364-6578

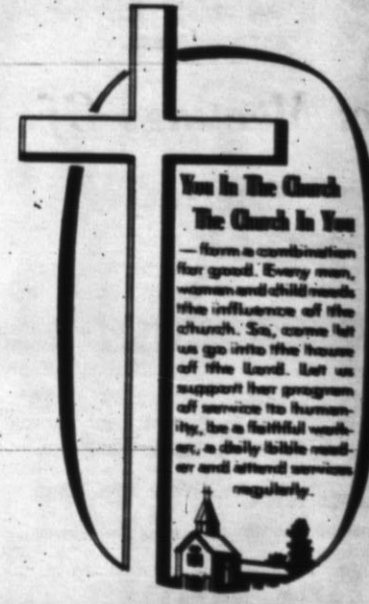


Belief Puts Kindness in Mankind

When you open a door for a stranger, or stoop to lift a fallen child, or to wipe a tear from a broken heart, *your kindness is showing*. As you have seen so often in life, kindness is composed of a thousand little thoughts and deeds that add up to a kind heart. Kindness is speaking out when words will help. *Kindness is sympathy and compassion rolled up into understanding.* Believe it or not, kindness is based on belief.

Belief in God gentles the soul . . . and the voice . . . and the heart . . . and the hand. Belief in America, and the church, and God *builds pride in the present, strength in your soul and faith in the future.* It helps make friends and forgive enemies. Belief in yourself grows apace with belief in others.

Yes, belief puts kindness in mankind and helps to spread it around the world. You'll see it and you'll feel it at your favorite place of worship this week.



You In The Church
The Church In You
— Born a contributor for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the Lord. Let us suggest our program of service to humanity. Be a faithful worker, a daily Bible reader and attend services regularly.

These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community.

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Carl G. McCaslin

WAC SEED, INC.

Hugh Clearman-Armon Lauderback

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FUNERAL HOME**

Marlin Gilliland-John Gilliland
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CASE POWER & EQUIPMENT CO.

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Since 1900

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Troy Moore

A to Z TIRE & BATTERY

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THE INK SPOT, INC.

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"The Friendly Bank"

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HI-PLAINS SAVINGS & LOAN ASSOC.

DOYLE JOHNSON CHEVROLET-OLDS

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LOERWALD BROTHERS

231 W. 2nd

At The Library

Novel Reflects Settlement Life

The Deaf Smith County Library is featuring two books this week. *The Diviners* by Margaret Laurence and *The Snow Mountain* by Catherine Gavin.

Margaret Laurence's novel is filled with suggestive reflection on the North American experience of settlement and the ways it has shaped our lives.

The Snow Mountain is a superb novel of war and revolution. It gives a wonderful picture of court life and the hidden dangers in the splendid empty world of the court.

The library is open to the public on Mondays from 9 a.m. until 9 p.m., weekdays until 6 p.m. and Saturdays until noon.

The novel gives a wonderful picture of court life and the growing awareness of the hidden dangers in the splendid empty world of the court.

In scope, *The Snow Mountain* ranges from Petograd to Siberia, from the Finish countryside to the White House, presenting the familiar, compelling events of the war, the coming of revolution, Rasputin's death, murderous brutality in the attack on St. Petersburg, and a glimpse into the beginnings of the revolutionary regimes of Kerensky, Lenin, and Stalin.

Jeans Here For Good

THE DIVINERS
By Margaret Laurence

With its profound insight into the conflicts of identity that trouble us today, coupled with its evocation of the past of the Scottish crofters driven off their land into the New World, of the outcast Indians whose ancestors once roamed the prairies — this is the richest and strongest novel we have had from the celebrated Margaret Laurence.

The voice is that of Marag Gann, a writer now living in southern Ontario in an early settler's log house, raising her daughter alone.

Hunted by voices from the past, she driven by emotional and artistic needs to try to sort out her inventions from her realities.

Calling on her brimming "memorybank," where all the painful, poignant, exhilarating moments of her early years are stored, she relays the most telling scenes: from the death of her parents, the strangeness of her foster home, her alienation in the small prairie town of Maragaska, and the pull of identity with an embittered half-breed boy who did not find the same substance in the myths of his people as Marag did in the romanticization of her Scots heritage; to the scenario of a demurring marriage, the slow awakening, and, finally, the escape into fiction — and, with it, the means of salvation.

In sequence, with an emotional power that taps deep responsive feelings in us, Margaret Laurence builds up a picture of a woman becoming who she really is — someone unafraid to bring a child up alone (yet still beset with anxieties as she watches this child become a woman), capable of confronting her own strong sexuality, sure enough of her creative powers to produce several fine books that in dark moments dispense that, like her neighbor-friend the water dispenser, she may awake to find the gift denied.

With present and past interwoven, the immediate story contained within its larger frame, Margaret Laurence's novel is filled with suggestive reflection on the North American experience of settlement and the ways it has shaped our lives.

Recapitulated in Marag Gann's story is the experience, full of anguish and of courage of all the disappointed peoples in search of their birthright.

Fashion forecasts show the dress may be making a comeback, but nothing will ever replace jeans, according to one clothing specialist.

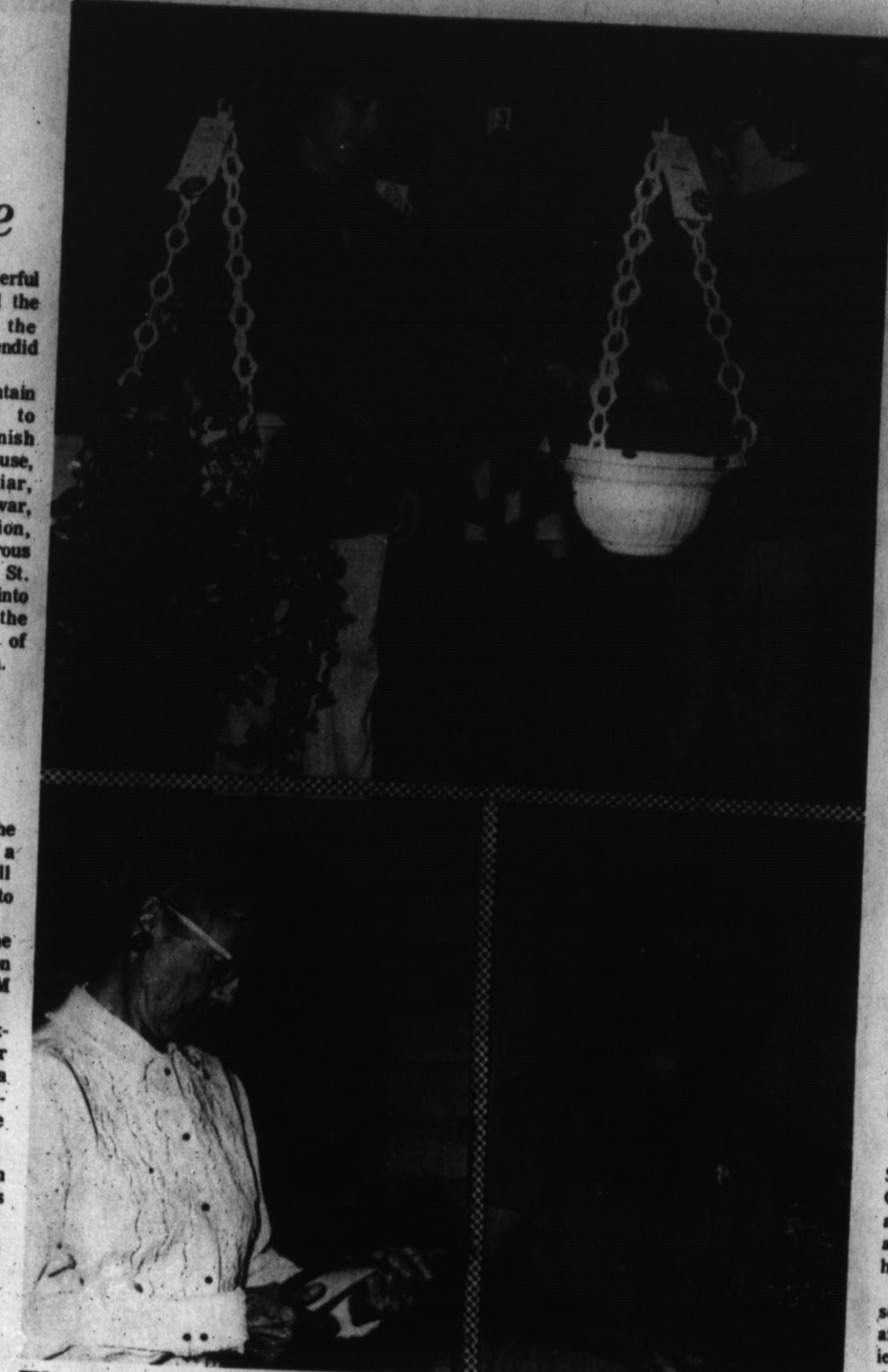
She's Marlene Odle, with the Texas Agricultural Extension Service, The Texas A&M University System.

"Jeans are no longer exclusive property of the junior customer — they're making a strong appeal to the contemporary age group also," she noted.

Blue denim is seen not only in jeans, but also in skirts, jackets and coats.

"Denim is made from 100 per cent cotton — a scarce commodity now. With jeans making up a large percentage of the sportswear market, a majority of the cotton is being diverted there, the specialist explained.

She noted that small stores specializing in pants and jeans are taking much of the market from department stores. But the goods in these specialty shops are usually higher priced, although the quality and variety is generally better, she said.



Flower Show Features

Hanging baskets of plants grown by junior gardeners made an attractive display at the annual fall flower show of Hereford Garden Club. LeAnn and Renee Dobbs, both award winners in the Johnson Junior Gardeners, and some of the trailing greenery. Mrs. O.G. Hill Sr., lower left, was sweepstakes winner in the horticultural division and Mrs. L.W. Norvell in Artistic arrangement.

Food Project Meetings Of 4-H Groups Scheduled

First of two meetings for 4-H Food Project groups will be held Saturday from 10 a.m. to 2 p.m., with the second session to follow Oct. 26, it is announced by Sherry Harder, assistant county extension agent and 4-H director.

These meetings are open to any girls and boys between the ages of 9 and 19 who are interested in foods and nutrition; membership in a 4-H Club is not a requirement. Each participant is to bring a sack lunch and a drink for the noon meal. Snacks prepared as part of the projects will also be served.

Four groups will meet at the same time in as many locations. Group I will meet in REA Medallion Room with Mmes. Burke Inman Jr., Jigger Rowland, Edwin Morrison Jr. and Carl Straffuss as leaders. Meeting in Pioneer Gas Flame Room, Group II has as leaders Mmes. Jerry Carr, Lee Umsted and Chuck Stokesberry, also JoAnn Wagner as junior leader. Groups III and IV will meet in separate rooms of Community Center.

Letter Read To Rebekahs

A letter of appreciation from Girlstown was read to members of Rebekah Lodge Tuesday night when they met in IOOF Hall.

Edna Mathes, Noble Grand, presided over regular lodge activities. Greeting cards were sent to shut-ins.

Helen Sowell was hostess to 17 women during the social hour.

Ethiopia relaxes military atmosphere.



The Radial Series by Speidel

Bold new Twist-O-Flex for bigger watches

These are the bands made for today's bigger, heavier, more masculine watches. They look rugged—they are rugged. They all have the Twist-O-Flex® watchband construction that you can twist-turn-even tie in a knot. In 10K gold filled and stainless steel. From \$7.95. See the Radial Series now at Serving Texas since 1927

KESTERS JEWELRY

Across From The Post Office In Downtown Hereford

THE SNOW MOUNTAIN

By Catherine Gavin

Catherine Gavin's superb novel of war and revolution opens in Russia in June 1904, as Czar Nicholas II and his family sail to Kronstadt in the imperial yacht to be met by Admiral Buxty and a visiting British battle-cruiser squadron.

The fascinating drama of the Romanovs, ending in a blood-splattered cellar at Ekaterinburg, is seen through the eyes of lovely Olga Nicholievna, eldest daughter of the Czar.



"Filibuster" originally meant a pirate!

Dove's blood is supposed to be good for sore eyes and upset stomachs.

RECIPE

By Sarah Anne Sheridan

Lemon Cake

1/4 c butter
1/2 c shortening
2 c sugar
3 eggs
3 c all-purpose flour
1/2 t salt
1/2 t soda
1 c buttermilk
1 t vanilla
1 t lemon juice
1 t lemon rind

Cream butter, shortening and sugar. Add eggs one at a time. Next fold in flour that has been sifted with salt and soda. Lastly, add buttermilk, vanilla, lemon juice and rind.

Pour batter into a tube pan which has been greased and floured. Bake at 350 degrees for 1 hour.

Frosting

Melt 1/2 stick butter. Add 1 cup powdered sugar and juice of 2 lemons. Pour over cake while it is still hot.

Small Talk

By SUE COLEMAN
Women's Editor

ADVANCE celebration of their 40th wedding anniversary was sufficient, they decided, so it was business as usual Tuesday for Anne and Andrew Kershen. He'd bought some cattle that needed attention, and Anne came to the CowBelles' lunch and did the chores around the house.

They had just got back home after a trip in Mexico that served for the anniversary celebration. It was a ride in that famous train which goes from Chihuahua across the rugged mountain country to Las Mochas on the western coast — the trip described as "most exciting" by everyone who takes it.

remembering that craze for yodeling cowboys which infested popular music a good many years ago, may want to join me in viewing with alarm a little trend I think I've noticed lately.

A couple of times, folk singers on broadcast programs have broken off in a yodel at the end of their songs, and I noticed in a paper from a nearby town an advertisement for a troupe of Tyrolean yodelers appearing there.

Now this may not be serious, but whether of the Tyrolean or cowboy type, yodelers in my opinion are a menace. Doubtless they are authentic folk singers, more so than lots we've suffered

in recent years, but may we dare to hope that yodeling won't be added to the indignities we already bear in the name of folk music?

Clarence M. Kelley, FBI Director:

"FBI statistics show that the hard-core criminals commit about two-thirds of all crimes."

John C. Stennis, Chairman of the Senate Armed Services Committee:

"The reductions in the defense package have not cut into the muscle of America's military."

WITH them were their daughter Kay, taking a vacation from her work as nursing supervisor in a clinic at Clovis, and two of her friends.

After they reached the end of the rail line they went down the coast to a resort area and enjoyed splashing in the ocean.

There were some hitches in the trip, like a delay when the train stopped "out in the middle of nowhere" for hours one night until something under their coach could be fixed, but that didn't really interfere with the good time they had.

MEMBERS of the Music Study Club who are missing Charis Young this year, enjoyed a letter from her that was read at their meeting Monday from her new home in Midland.

The Youngs are pretty well settled there now, she said, after a very unsettling experience. The van that was moving their furniture was involved in a highway accident and a good deal of damage resulted.

It's enough of a task to move to another city (and away from Hereford, at that!) but imagine sorting out damaged furniture and trying to get it situated in a new environment. Hope the Youngs are comfortably at home and liking it by now.

PEOPLE who can join me in

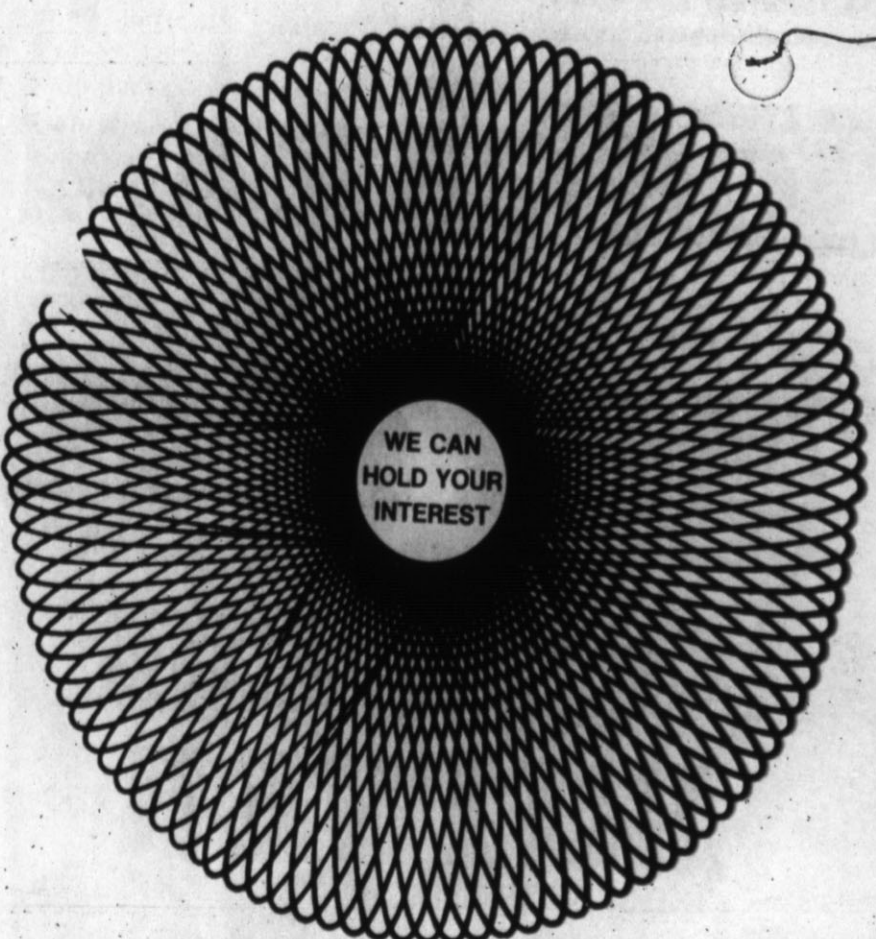
There's more than meets the eye

with our Sheer Support Panty Hose. Real support, but so sheer they can be worn with anything. And the panty won't show either. At a price any on-her-feet working girl can afford.



Today's girl.
Sheer Support
Panty Hose
\$2.49

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for as long as you will let us!

Yes, there really is a best of all Savings Account. And it's no optical illusion. The extra high earnings on savings is a real incentive to put that money aside regularly.

THE BEST OF ALL POSSIBLE BANKS

It makes you happy to have us hold your money for as long as possible because you know — It's your interest we have at heart.

A good bank has more Answers than Questions!

The **FIRST NATIONAL BANK** of **HEREFORD**

Member F.D.I.C.

issues and the campaign.

Bill Casey portrays Walter on 'Maverick'

Page 4
Weather Recalled Over 5 Octobers

By CORINNE J. NEELY
 Brand Correspondent

By October, fall is officially with us. One of our most beautiful, as well as productive months, harvest-wise.

OCTOBER 1969

1. This is the month of gorgeous flaming sunsets with warm days and cool nights.
2. Today reminds us of Helen Hunt Jackson's "October Bright Blue Weather."
3. October is the month of the vast bird migration to their winter resorts.
5. This has been a good month for bird watchers — plenty of water and feed.
27. A nice fall day outside and good one for routine chores for housewife and farmer.

OCTOBER 1970

8. It snowed all day.
9. Though we had two nights below freezing it turned fair and warm today.
12. A lovely warm day but the breeze made it too cool to sit out in sun.
15. At 3 a.m. we were awakened by rolling thunder, flashes of lightning and patter of rain. More like summer than fall.

20. We heard our first geese go over in their 'V' flight as we watched them from our back yard.
21. Jack Frost has been very stingy with his bright colors this year. The leaves are dull yellows and browns but would make good bonfires — now forbidden by an ordinance. We miss the smell of burning leaves!
24. Back on Standard time this month and a change in morning radio news.
26. Warm and sunny again with many insects out.
27. The day is filled with blues — ours, the sunny skies and blue jays. On a beautiful day, why be blue?
28. At sunset, large and small islands in shades of blue-gray, mauve and rosy hues made the clouds there.
31. Halloween again! A good night for 'trick or treaters.'

OCTOBER 1971

4. We sat on our little porch at our new duplex-apartment this year. The sun was warm but the breeze was not. Kept turning to keep warm as one does in front of a fireplace in cold weather.
10. We heard but did not see our first geese today. The

The Hereford Brand, Hereford, Texas, Thursday, October 17, 1974

air has the feel of fall.
 12. We spent the rest of the month in Arizona visiting friends. This is the best month to visit in that state too.

OCTOBER 1972

(Because of a death in our family late in September we did not keep a full journal-diary, the rest of the year. But we remembered that our friend Genevieve Miller kept notes so we borrowed the following from her. She lives at Dawn, so varies but little.)

1. Pretty day and nice weather.
7. Lovely day, though windy.
9. A beautiful day.
10. Windy and dusty.
14. Cloudy, damp and windy in the p.m. Showers at night.
17. Beautiful day, calm and dry, dry.
18. Miserably cold, windy day.
19. Dropped to 31 degrees by 2 p.m. Rainy and cold.
20. In Dawn it rained one inch, and rained in Hereford.

(Continued On Page 7B)

FOR THE BEST SAVINGS POSSIBLE EACH WEEK ON YOUR FOOD BILL, IDEAL HAS
the right price, right now on



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 IDEAL DRUGS 364-6861
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 IDEAL FOOD STORE.

DOUBLE-BARREL DISCOUNTS

IDEAL
 DISCOUNT FOODS

PRICES EFFECTIVE THRU SATURDAY OCT.
 19, 1974. NONE SOLD TO DEALERS.
 LIMIT RIGHTS RESERVED
 8-12 DAILY
 9-10 SUNDAY
 Closeout Silverware 5*

ROUND STEAK
 BEEF ROUND
 \$1.09
 LB.

SIRLOIN STEAK
 BEEF LOIN
 \$1.09
 LB.

RIB STEAK
 LARGE END OF BEEF RIB
 \$1.09
 LB.

DOVERSTONE IMPORTED DINNERWARE
 featuring this week's item:
Cereal/Dessert Dish 59¢
 WITH 13 PURCHASE EA.
 DO-IT-YOURSELF **Encyclopedia**
 16 VOLUMES OF GREAT IDEAS IN HOME REPAIR, IMPROVEMENTS, ETC.
 VOL. 1 49¢ THRU 16 \$1.99 EA.

QUARTER SLICED **PORK ASSORTED CHOPS** \$1.09
LOINS LB.
 CORN KING OR GOLDEN SMOKE **BONELESS HAMS**
 7 TO 12 LB. AVG. \$1.39
 WATER ADDED LB.

MEADOWDALE HICKORY SMOKED **SLICED BACON** 1-LB. PKG. \$1.09

MEAT-MASTER BEEF **Rib Roast** LARGE END OF BEEF RIB \$1.09
 SWIFT'S **Arm Pot Roast** BEEF CHUCK \$1.09

ALL GRINDS **Folger's Coffee** LIMIT 1 WITH \$5 OR MORE PURCHASE
 1-LB. CAN 99¢

CAMELOT **ICE CREAM**
 VANILLA ICE CREAM
 1/2-GAL. CTN. 88¢

CAMELOT **Whole Potatoes** Thrif-T-Priced 16-OZ. CAN 29¢

Thrif-T Dairy Foods **BUTTER**
 CAMELOT QUARTERED
 1-LB. CTN. 88¢

SKYLAND **Apple Sauce** Thrif-T-Priced 16-OZ. CAN 3 \$1 LIMIT 6

CAMELOT LONGHORN **Colby Cheese** 66¢

CAMELOT **Grapefruit Juice** 6 68¢ 6-OZ. CANS
 CAMELOT **Orange Juice** 6 68¢ 6-OZ. CANS
 CAMELOT **Pineapple** 28-OZ. CAN 39¢
 DEL MONTE WHOLE **Green Beans** 16-OZ. CAN 28¢

DOUBLE-BARREL DISCOUNTS ON FROZEN FOODS FROM IDEAL...

IDEAL **Buttermilk** 66¢

BANQUET DINNERS LIMIT 6 WITH \$5 OR MORE PURCHASE
 11-OZ. PKG. 45¢

HUNGRY JACK FLAKY OR BUTTERMILK **Biscuits** 26¢

MEADOWDALE **ORANGE JUICE** 16-OZ. CAN 52¢
 PATIO **TAMALES IN CHILI GRAVY** 15-OZ. PKG. 8-CT. 89¢
 CELESTE DELUXE **PIZZERIA PIZZA** 26-OZ. PKG. \$2.34

Octobers...from Page 6B

- ice broke big branches off trees.
- 21. Sunny and warm again.
- 25. Only 59 degrees today.
- 30. A cold gray day.
- 31. Sleeting, snowing with rain at times. Ice covered trees with limbs breaking and falling. Cold and windy. Halloween time but no time for fun and frolic outside! Too cold.

OCTOBER 1973

- 1. A warm day, we have the doors and some windows open.
- 2. Late fall harvest is in full swing. Trucks, farm equipment and well-trucks with cranes go by.
- 5. It is raining! A steady slow rain with nice cool looking clouds make the day dark.
- 6. Spending a few days in the country to absorb some quiet. We enjoy seeing the fields, the many birds. Today we saw a pair of pheasants north of the house.
- 22. Back at home where we sit watching dry leaves

skittering down the street before a north wind. It also sweeps our yard clean.

30. A dark cloud, gloomy day with heavy wet looking clouds and a strong breeze is with us. As the leaves scurry southward so do the birds.

31. A surprise — a warm, fall day so typical of October. Yesterday was just a warning that winter is on its way. We felt sure it would rain or snow!

PREDICTIONS for 1974 are for a long, early and wet winter. Will it be?

FLYING HIGH — If your window shade flies up when raised, it has too much tension. Raise it as high as it will go, take it off the frame and unroll it halfway down. Rehang and try again. Have patience, for you may have to do it several times to get it just right.

A TOUCH OF CLASS — To make your linen closet sweetly scented, place an unwrapped bar of your favorite scented soap between the stacks of sheets and towels. Lovely touch!

YOU AND YOUR HEALTH
By Peter J. Esse, M.D.

WHAT DOES A DOCTOR LOOK LIKE?

Dear Dr. Esse: What's your opinion of how a good doctor should look and act?

I'm writing this note while still in bed after a heart attack. As I'm alive and recovering it's natural that I adore my doctor. I think he's the greatest man who ever lived. So I've been thinking of this man who saved my life.

If you glanced at him while at a party, you wouldn't look twice. He is not prepossessing. He is a plain little man, plainly dressed. In fact, carelessly

dressed.

His suit is wrinkled and his tie doesn't fit into his collar. You'd never know he is a doctor. Some days he needs a shave. He isn't a back-slapper to get your courage up.

There's nothing phony about him; he's all business. Yet, he is patient and kind. When he comes into your room, you can't help feeling better.

I'd like a few words from you on the alchemy of a doctor. What you think one should look like. I haven't known many doctors. Do they usually have a typical look so you can recognize them anywhere? — Mrs. F.

COMMENT: I've been asked similar questions quite often, Mrs. F. From my own observations of my colleagues (and of myself in a mirror while shaving), I've come to the conclusion that there are no typical doctors. For example, who looks more like a doctor: Dr. Kildare? Dr. Casey? Dr. Marcus Welby? Dr. Mulburn who plays "Doc" in "Gunsmoke"? Of the four, I'd choose the latter two.

MEAT - MASTER MEATS!!



WE WELCOME U.S.D.A. FOOD STAMP CUSTOMERS AT IDEAL!

SWIFT PROTEIN BEEF
CHUCK ROAST
BLADE CUTS
LB. **79¢**

FRESH LEAN
GROUND BEEF
3-LB. PKGS. OR MORE
LB. **79¢**

YOUNG, SPRING
LEG-OF-LAMB
4 TO 6 LB. AVG.
LB. **\$1.19**

SHENENDOAH BRAND
TURKEY ROAST
BONE-LESS ... IN 4-LB. BOXES
LB. **79¢**

MEAT-MASTER BEEF
7-Bone Roast... **89¢**
BEEF CHUCK
RODEO Sliced Bacon... **\$2.19**
HICKORY SMOKED
28-OZ. PKG.

RODEO Skinless Franks... **69¢**
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RODEO ASSORTED Luncheon Meats... **89¢**
12-OZ. PKG.

YOUNG, TENDER Lamb Chops... **\$1.39**
L.B.
BLUE MORROW Beef Fritters... **89¢**
BULK PACK

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1 1/2-LB. PKG.
WINCHESTER IMITATION Chunk Bologna... **59¢**
L.B.

Green Beans



4 16-OZ. CAN **\$1**

VAN CAMP'S **Pork & Beans**



26¢ 15-OZ. CAN

STAR-KIST LIGHT **Chunk Tuna**

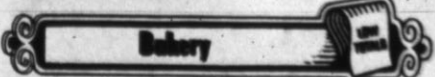


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CAMELOT Apricot Nectar... **69¢**
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CAMELOT, ALL VARIETIES Dinner Mix... **49¢**
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CAMELOT Layer Cake Mix... **54¢**
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JIF, PLAIN OR CRUNCHY Peanut Butter... **58¢**
12-OZ. JAR

GARDEN HARVEST Pears... **57¢**
29-OZ. CAN
SQUIRE Detergent... **66¢**
48-OZ. BOX



HEALTH & BEAUTY AIDS FROM IDEAL

IDEAL FRESH BAKED...GLAZED **DONUTS**
PKG. OF 6 **69¢**

TRIED & TRUE **HAIR SPRAY**... **58¢**
13-OZ. CAN

DAYTIME **PAMPERS**... **88¢**
PKG. OF 15

CAMELOT CONCENTRATE **SHAMPOO**... **72¢**
5-OZ. TUBE

DELICIOUS TREAT **Egg Twist Bread**
LOAF **49¢**

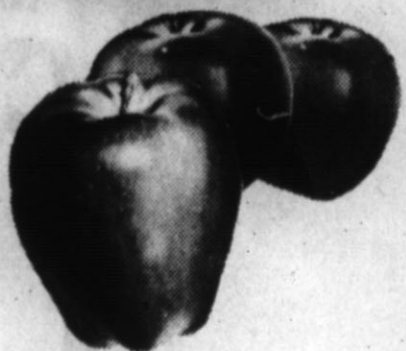
FOR UPSET STOMACH **Pepto Bismol**... **52¢**
8-OZ. BTL.
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12-OZ. BTL.

MISSOURI FANCY RED OR GOLDEN DELICIOUS

APPLES

MIX OR MATCH

LB. **28¢**



WASHINGTON **Bartlett Pears**
3 LBS. **\$1.00**

CALIF. VALENCIA **Oranges**... **4** LBS. **\$1.00**

COLORADO **Cabbage**... **12¢**
GREEN SOLID HEADS

COLORADO PIE **Pumpkins**... **12¢**
LB.

HARDIN **Apple Cider**... **\$1.98**
GAL.

Bill Macy portrays Walter on "Mardi."

Book
Who's New

Mr. and Mrs. Juan Martinez Badillo are the parents of a girl, Michelle, born Oct. 14. She weighed 5 lbs. 13 oz.
Mr. and Mrs. Anthony Henry Brorman are the parents of a girl, Sandra Jean, born Oct. 13. She weighed 7 lbs. 6 oz.
Mr. and Mrs. Gary Lynn Rea are the parents of a girl, Jolie Dapella, born Oct. 12. She weighed 7 lbs. 9 oz.

Experience is knowing a lot of things you shouldn't do.

Gazette, Sabula, Ia.

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Conservation Study Backers

Mrs. W.H. Gentry, left, and Gladys Settiff of Bud To Blossom Garden Club present a set of Teachers' Curriculum Guide to Conservation Education, for use by teachers at Northwest Elementary School, to Gary Billingsley, assistant principal. The club has purchased these guides, which offer teachers an approach to teaching conservation as a part of various subjects of all school levels, and is presenting them to Hereford Public Schools. General title of the series is People and Their Environment; emphasis is on conserving the earth's natural resources.

Pork Peak At Market

Pork supplies are doing a seasonal climb — with prices down a bit, one authority reported this week. Current features are loin chops, quarter-loins cut into chops and Boston butt roasts, according to Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System. "Heavy-beef prices remain about the same, and many markets offer two or more grades of beef — as more grass-fed beef is available," she said. Most economical beef choices are chuck roasts and steaks, round and rib steaks, liver and ground beef.

"Sugar prices likely will keep rising, so consumers should consider substituting honey or syrup in some situations," Mrs. Clyatt said. "Rice harvests are expected to set a new record this year, which means large supplies and reasonable prices." Vegetable economy this week centers on cabbage, broccoli and hard shell squash — along with carrots, dry yellow onions, potatoes, cooking greens, pumpkin, turnips and rutabagas. Fruit choices in line with budgets include apples and pears. "Bartlett pears are in good supply, so look forward to plentiful winter varieties —

CowBelle Posts Filled For '75

Headed by Mrs. Reece Lawson as president, officers for 1975 were elected at Hereford CowBelles' luncheon Tuesday in the Country Club. Final plans were made for taking part in the fall convention of Texas CowBelles in Amarillo Monday. Elected to serve with Mrs. Lawson, who will succeed Mrs. N.E. Tyler, were Mrs. David Hutchins and Mrs. Ray Bates, vice presidents; Mrs. Willis Duggan, secretary; Mrs. Bill Albright, treasurer; Mrs. Elmo Hall and Mrs. Jim Perrin, co-chairmen of Beef for Fathers Day.

Mmes. Melvin Cordray, Olen Caviness and C.E. Newsom will officially represent the Hereford group at the state convention and other members plan to go as visitors. Decorations for the convention luncheon tables, made by Hereford members, had a prevee appearance Tuesday.

Heads of grain are set in a green base circled with rope for each center decoration, and beside each stands a cutout cowboy or cowgirl. They were made by a committee including Mmes. Dick Coupe, Hilrey Aven, Dyal Garner, Bob Josseland, Richard Ottesen, James Bullard, W.H. Gentry, Caviness, Newsom and Cordray.

Nominations for CowBelle of the Year are being considered

D'anjou and Comice."

New crop tangerines and cranberries, on the other hand, reflect first-of-the-season prices, the specialist reported.

CONSUMER WATCHWORDS: Sharp shopping starts with knowing which foods are in good supply, because they have the most attractive prices.

by a committee which will report at the November meeting when members will vote for their choice of five nominees, it was announced.

Mrs. Hall, beef promotion chairman, reported on new posters and literature placed in meat markets here. She said the county Family Living committee has invited CowBelles to man a booth at an appliance fair to be held in Sugarland Mall Nov. 15. Mrs. Hutchins reported for a committee named to investigate use of beef in the school lunch program here, saying that school officials are aware of the value of beef in diets of school children and seek ways to use more, within limits set by federal regulations on the lunch program.

Letters have been sent to local businessmen suggesting the use of beef certificates as employee gifts and customer gifts for the holidays, Mrs. Cope reported. A decorated coffee urn to be used for making coffee at executive meetings and possible future CowBelle Coffee-Breaks was presented by Mrs. Cordray of the ways and means committee. It is a gift of Sugarland Feedyards and was painted by Mrs. Garner.

Honorary CowBelle Bill Albright was introduced as a guest and Susan Sublett as a new member.



Named To Office

Elected at a lunch Tuesday, Hereford CowBelles' 1975 officers will begin terms in January. Mrs. Reece Lawson, left in top photo, will become president. With her are the two vice presidents, Mrs. David Hutchins, standing, and Mrs. Ray Bates. From left below are Mrs. Willis Duggan, secretary; Mrs. Bill Albright, treasurer, Mrs. Jim Perrin and Mrs. Elmo Hall, chairmen of Beef for Fathers Day.

Marines Invited To Amarillo Ball

All former active U.S. Marines are invited to attend the Marine Corps Birthday Ball Saturday, Nov. 9, at the Ramada Inn on I-40 East in Amarillo.

Due to limited seating arrangements, reservations must be in as soon as possible. For further information, contact the Amarillo Reserve at 2009 Line Avenue or call 376-5945.

Hicks Granted Early Promotion

Due to exceptional conduct and scholarship, Dennis Hicks was promoted to sergeant of his headquarter battery, 2nd

Battalion, 20th Artillery of the United States Army. Based at Ft. Carson, Colo., Sgt. Hicks was granted the promotion before serving the time usually required to earn the rank of sergeant.

Sgt. Hicks is the son of Dr. and Mrs. C.E. Hicks of 107 Douglas and was inducted into the Army October 1973. He is a graduate of Hereford High School.



SGT. DENNIS HICKS

SHUGART COUPON
October 25th & 26th
Furr's
400 Sugarland Drive
9
WALLET SIZE
COLOR PORTRAITS
99¢
ASK FOR THE
8 x 10 OFFER
Extra charge for GROUPS

You can make a five-minute call to New York for:

\$3.94 A three-minute person-to-person call costs the same, no matter when you phone. But rates for extra minutes are lower between 5 p.m. and 8 a.m. Monday through Friday and all hours Saturday and Sunday.	\$2.54 That's the rate for a credit card, third number or collect call Monday through Friday, 8 a.m. to 5 p.m. The same rate applies on calls from coin phones or hotels.	\$2.19 Dial your call One-Plus Monday through Friday between 8 a.m. and 5 p.m.
\$1.80 Make a credit card, third number or collect call—or phone from a coin or hotel telephone—Monday through Friday, 5 p.m. to 8 a.m. or any time Saturday or Sunday.	\$1.25 Just dial the One-Plus way Sunday through Friday evenings between 5 p.m. and 11 p.m.	\$1.05 Rates are lowest when you dial One-Plus between 11 p.m. and 5 a.m. daily, Saturday between 8 a.m. and 11 p.m. or Sunday, 8 a.m. to 5 p.m.

Take your choice

Any way you go, it's a bargain. So travel by Long Distance... and stay awhile.

Like to have more information about Long Distance rates? Fill out and mail the coupon. We'll send you a free guide that shows you the best times to call and gives examples of rates to major cities.

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One-Plus rates are not available on calls from coin telephones. Rates above do not include tax.

MEN—WOMEN
Join the people who've joined the Army.
A lot of young men and women have discovered a good place to invest their time. The Army. What they've found here, they may not have been able to get anywhere else.
Some came to learn a skill. With training in over 300 kinds of jobs to choose from. Some came for the chance to work in Europe, Korea, Alaska, Hawaii or almost anywhere in the U.S.A.
Some came to meet a unique personal challenge. Like the responsibility of doing a good job at an early age. Some came to get a start on their college education. With the Army paying 75% of their tuition.
And some came to do something positive for their Country. Which is a pretty good reason in itself.
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Army Opportunities
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353-1286
Join the people who've joined the Army.
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Make Nursing Your Profession
Become A Licensed Vocational
Nurse
**DEAF SMITH
GENERAL HOSPITAL**
In Cooperation with Amarillo College
School of Vocational Nursing
Class will begin
January 6, 1975
Call
Deaf Smith General Hospital
364-2141
Find out how you may enter.



Pastor To Report African Travels

Pastor Homer T. Goodwin of the Assembly of God Church will give a detailed report of his recent travels in Africa to his congregation Sunday during the 10:30 a.m. service.

Goodwin has completed a six-week preaching tour in Africa. During this time, he spent several weeks in Tanzania with his daughter-in-law and granddaughter, Sandra and Gwendolyn Goodwin, who are presently teaching in the Assemblies of God Bible School in Arusha.

He then traveled to Ghana in West Africa, where he and Mrs. Goodwin were pioneer missionaries in 1937.

Club Welcomes New Members

Three new members were introduced at Augen Deaper 4-H Club meeting Tuesday afternoon in Community Center.

They included Carla Baster, Lesa Marquez and Debbie Pledge. Members also participated in a learning session about cricket.

Two guests were welcomed, Leslie Metz and Sherrie Harder, assistant county home demonstration agent.

Instructors present were Mrs. Bill West and Sandra Combs.

A flatterer is a friend who is your inferior, or pretends to be so.

If we did not flatter ourselves, the flattery of others would not hurt us.



Bridal Shower Given

Wendy Kirkpatrick, whose marriage to Ric Lee is planned for Nov. 2, was complimented with a tea-shower Monday in the home of Mrs. Edgar Lemons. Receiving guests, from left, were Mrs. Steve Kirkpatrick, the honoree, her fiance's mother, Mrs. Rex Lee, and Mrs. Lemons.

Tea Compliments Miss Kirkpatrick

An autumn bride-to-be, Wendy Kirkpatrick, was the honoree Monday when the home of Mrs. Ed Lemons was the scene of a late afternoon tea-shower. Miss Kirkpatrick and Ric Lee are to be married Nov. 2.

Mrs. Lemons greeted callers, and in the receiving line were the honoree, her fiance's mother, Mrs. Rex Lee, and her sister-in-law, Mrs. Steve Kirkpatrick.

Mrs. Benny Leigh was at the registry table, and Mrs. Joel Pittard at the tea table, assisted by Irma Trevino.

Covered with a sheer white cloth, the table had a central arrangement of maroon and white chrysanthemums in a crystal vase. The color note was repeated with cranberry punch and glazed cakes. Corsages for the honoree and houseparty members were of the same flowers.

Hostesses with Mrs. Lemons were Mmes. W.E. Sparks, J.B. Sowell, Lynn Greene, Dean Herring, Herschel Black, Benny Womble, Jim Hale, Palmer Norton, J.D. Gilbert, Philip Shook, Wilbur Gibson, Charles Wagner and John Seiver.

Cushy Comfort

Cultural Extension Club donated 40 throw pillows to Deaf Smith County Library recently. The cushions will be used during story hour for preschool children from 3 to 4 p.m. each Wednesday. Pictured at left is Gwen Landon, county librarian, and the club's president, Mrs. Grady Parsons.

SHELVES ON SHOESTRING — Most young people trying to furnish an apartment or room seem to have a great need for shelves, but an even greater lack of money. An inexpensive solution: Use bricks and planks to build your own. One brick on each end as a base and two between each shelf should do it, but you can arrange it according to the height of your books. The planks should be about 10 inches wide and the length cut to fit your space requirements.

BREAKFAST SHORTCUT — If you are too pressed for time to stew those prunes for tomorrow's breakfast, try this method: Cover prunes with boiling water, wrap foil over the container and refrigerate for 24 hours.

BSP Council Begins To Plan Ball

Committees for Beta Sigma Phi's Premier social event of the year, the Valentine Ball, were named at the sorority's City Council meeting Monday evening in Hereford State Bank. Mrs. Max Stipe presided in the absence of the president, Mrs. Bobby Jones.

On the ceremony committee to arrange for crowning the Valentine queen are Mrs. Edward Allison and Mrs. Joe Story; on the decorating committee, Mmes. Phil

Sciubato, Don Childers, James Horton and John Schneider; un-decorating committee, Mmes. Sparky Stephens, Nolan Grady, Fred Mulkey and Jerry LaFrance. Mrs. Kirk Owsley and Mrs. Jim Aldridge are in charge of dine-and-dance plans. Music for the dance will be arranged by the Council executive committee.

Ten members from Hereford BSP chapters were visitors at the West Texas area convention

in Midland recently. Mrs. Stipe reported. Formal invitation to a "Do it yourself" area meeting at Amarillo March 1 and 2 was read.

Mrs. Ken Walser and Mrs. Sciubato were hostesses who served refreshments. Members present, not named to committees, were Catla George and Mmes. Jim Cramer, Howard Godwin, Chuck Boyd, David McDonald and Gary Ward.

Children Can't Risk Childhood Diseases

October has been designated Immunization Action Month and parents are being requested to determine if their children are fully protected against childhood diseases.

The problem, according to Dr. John J. Witte, director of the Center for Disease Control Immunization Division, is that the percentage of young children immunized against such diseases as polio, measles and rubella has declined annually to the point where widespread epidemics are once again a serious threat.

"People seem to think that these diseases have been conquered and there is nothing to worry about," Dr. Witte said. "This kind of thinking is very

dangerous. "We still have a number of cases of polio each year and measles outbreaks are becoming more and more frequent. Immunization is essential to protect the individual child against disease and to protect society against epidemics."

Dr. Witte urged in particular that children be immunized early in life. "Some of the vaccines, including polio, should be started when the infant is only two months old. Others are given at one year of age."

To understand another's problems approach them from his circumstances, not yours.



Walls' BLIZZARD-PROOF

DOWN insulated For the OUTDOORSMAN

WALLS' puts it all together for the man who is outdoors in the coldest weather. Jackets, vests, coats, all insulated with Northern Grey Goose Down. Feature 100% Nylon quilted shell and lining. Zipper fronts. Lightweight, extra warm for the active outdoorsman.

JACKET \$29⁹⁵
VEST \$19⁹⁵



PRICES GOOD THRU SATURDAY

SPORTSMAN'S STYLE BLIZZARD-PROOF INSULATED COVERALLS

50% Dacron, Polyester. 50% Cotton Sateen. Permanent press finish. Strong sateen fabric laminated to Scott Apparel Foam. Fully nylon lined. Zippered breast pockets; 2 hip pockets, one zippered. Inside breast pocket. 2-way zipper front. Bi-Swing back. Elastic inserts at waist. Concealed knit storm cuffs. Snap adjustments at leg cuffs. Black • Olive • Hunters Red.

"DuPont Registered Trademark."
SPECIAL \$24⁹⁵
Teen's Sizes, same features as above. \$15⁹⁵

HEAVY DUTY BROWN DUCK \$29⁹⁵



INSULATED VEST \$8⁹⁵

QUILTED NYLON VEST \$6⁹⁹

QUILTED NYLON JACKETS \$9⁹⁵

KANTEX LEATHER JACKETS

THE DROVER BY K * T BRAND Everything you've ever wanted in a leather jacket.

Style No. 200. Also Ladies Styles. Finest cow-split suede superbly styled, elegantly tailored. Features high-styled western yoke front and back. K * T brand inside breast pocket. Heavy duty snap closures. Turned and hand finished seams. Completely lined in rugged to satin fabric.

GEBO'S PRICE \$49⁹⁵



(HOODED, ZIPPERED) SWEATSHIRTS \$4⁹⁹

RED TOP INSULATED THERMAL SOCKS \$1⁵⁹



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Additional insertions, when paid in advance: per word 8c
Classified Display (8 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 placed on the classified page per col. inch \$1.54
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

FIRE WOOD PINON-OAK
Seasoned
Bud Sparks - 364-1264
Dean Herring - 364-2203
B-1-13-tfc

For Sale: 9x12' Nylon floor carpets. \$45.00 each, \$29.61 each, \$28.50 each. Montgomery Ward. Phone 364-5801.
B-1-16-28-tfc

CARPET
We have moved to 310 North 25 Mile Avenue
B-1-41-4c

C & W CARPET
364-3448
B-1-14-tfc

CLOSE OUT SALE ON
Two Squash Blossom Indian Jewelry Necklaces 1/2 Off
Crown Jewels Downtown
B-1-13-tfc

"THE SADDLE HOUSE"
COMPLETE Riding Equipment
New & Used Saddles
HIGGINS & SOUTH TEXAS ST. PHONE 364-3583
B-1-5-tfc

BI-CYCLE CLEARANCE. Cost plus \$5.00 in box. FIRESTONE. 364-4333.
B-1-10-12-tfc

WE BUY AND SELL USED FURNITURE BARRICK FURNITURE WEST HWY 60 PHONE 364-3552
B-1-37-tfc

WE HAVE MOVED!! TO KNOWLES AUCTION BARN ON MISSION ROAD
We have a full line of new & used furniture and appliances at bargain prices.
Open for business 6 days a week 8:00 a.m. to 8:00 p.m.
BIG JIM'S FURNITURE Phone 364-1822
B-1-31-tfc

REPOSESSED GAS DRYER. Low priced. FIRESTONE 364-4333
B-1-10-12-tfc

STATED MEETING SECOND MONDAY
7:30 P.M. Thursday DEGREE WORK
L.J. Clark W.M. L. W.A. Phipps Sec.
Hereford Rotary Club
meets every Monday at 12:45 Civic Club Center (Jim Hill)
Lions Club meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)

For Sale: Kenmore Deluxe Electric Range. Top double ovens, pullout cooling. Avocado green. Like new. \$225.00. Call 364-5154.
B-1-18-12-tfc

MAYTAG . . .
the one to buy in the First Place.
CRIST APPLIANCE INC.
Sales & Service
Andy and Catherine Anderson
112 MILES
Phone 364-6285
B-1-13-tfc

For Sale: 3M Office Copier. Model 107. One year old, like new, no chemicals needed. Letter and legal size copies, one at a time. \$325. The Brand. 364-2030.
B-1-12-tfc

For Sale: 20x64 barrick building to be moved. Ivan Block. 364-0296.
B-1-10-36-tfc

FOR SALE: Registered 6 year old Palomino Mare. Ideal for beginner, good show horse and western pleasure horse. Call 364-4279 after 5 weekdays or on weekends.
B-1-26-13-tfc

FIREWOOD
\$70.00 cord; \$37.00 rick for pison. \$75.00 cord, \$40.00 rick for mixed. Delivered and stacked. 1 to 3 day delivery. Call 364-2643 after 2:00 p.m.
B-1-41-4c

For Sale: Ivers & Pond Grand Piano. Excellent condition. \$850.00. Call 806-352-6907.
B-1-12-15-4c

REPRO STEREO

Electronic component stereo, 200 watt amplifier, AM-FM stereo radio, built-in 8 track tape player, Garrard Turntable, 10 speaker system. Sold new \$399.00. Assume balance of \$225.00 or \$10.00 monthly at:
Martin Sound Center
Corner of Georgia and I-40
Amarillo, Texas
B-1-3-tfc

LARGE SELECTION

latchedhook rug and pillow patterns, crewel kits, needle-point worked patterns and painted canvases.
DAN'S OF CANTON
B-1-41-4c

For Sale: 3 piece contemporary living room suite. 364-1630.
B-1-10-41-tfc

CLOSE OUT FLOOR MODELS

Mediterranean Console stereo with AM-FM stereo radio, built in 8 track tape player, 4 speed record changer, 8 speaker system. Factory list price \$299.95, close out only \$165.00 or \$10.00 monthly at:
MARTIN SOUND CENTER
Corner of Georgia & I-40
Amarillo, Texas
B-1-3-tfc

FOR SALE

1-21" Color Console TV 1-21" B&W Portable
WE MAKE HOUSE CALLS
Repairs on all makes & models, color, B&W and radios.
TOWER TV
208 Northwest Drive
Phone 364-4740
B-1-35-tfc

For Sale: Repossessed TV's. Good buys. Call 364-4333. Firestone.
B-1-10-11-tfc

For Sale: Kenmore Deluxe Electric Range. Top double ovens, pullout cooling. Avocado green. Like new. \$225.00. Call 364-5154.
B-1-18-12-tfc

For Sale: Complete picture framing shop (equipment) to be moved. Excellent opportunity for retired person or parttime business. Call Helene McFarland, 806-764-2592.
B-1-21-15-3c

For Sale - almost new canister type JC Penney Vacuum Cleaner with all attachments. \$50.00. Call C. Moreno, 364-5053.
B-1-15-42-1c

GARAGE SALE. 232 Greenwood. Thursday & Friday at 4 p.m. and all day Saturday.
B-1-13-42-1c

GARAGE SALE
Saturday, Oct. 19
436 Avenue H
Bud-To-Blossom Garden Club members will have some odds and ends in sale. Love seat, end-tables, etc. . . Just come and see what we have.
B-1-42-1p

Kittens to give away. Call 364-5285 after 3 p.m.
B-1-42-1p

FOR SALE
1965 White Freightliner. 22' grain bed and hoist, 270 Cummins motor, twin screw.
16" well casing, 1/4" wall, \$13.00 per ft.
Furwell Pipe & Iron
481-3287, Furwell, Texas
B-1-42-4c

Low weight with New Shape Tablets and Hydrex Water Pills at Edward's Pharmacy.
B-1-13-42-8p

For Sale: Early American AM-FM stereo console with 4 speed record player, \$125.00, also 8 track component stereo, \$25.00. Call 364-2774.
B-1-21-15-2c

For Sale: Kitchen Aid Dish washer, nearly new, \$125.00, 209 Northwest Drive, 364-6724.
B-1-25-15-2c

CARPETS a fright! Make them a beautiful sight with Blue Lustre. Rent electric shampooer \$1.
Hereford Hardware
B-1-18-15-2c

For Sale: 200 Bu. Caprock seed wheat . . . Clean, double treated and bagged. Call 364-4327 nights.
B-1-15-14-tfc

For Sale: Hammond Spinnet Organ. Good condition. Call 364-2384 after 5:00 p.m.
B-1-10-14-tfc

MOBILE HOMES - new - will trade for equity in house. Realtor, 364-6633.
B-1-11-14-tfc

For Sale: 500 gallon propane tank. \$200.00. Phone F.L. Wilhelm, 364-0042.
B-1-10-15-2c

FOR SALE: One only Gold Maytag Portable washer and dryer. Washer Reg. 199.95, sale \$125.00; Dryer Reg. \$149.95, sale \$75.00.
CRIST APPLIANCE
112 Miles Avenue
364-6285
B-1-15-2c

For Sale: Ironite ironer and Hamilton gas clothes dryer. Phone 364-1432 or see at 605 Avenue H.
B-1-17-15-tfc

QUANTITY PRICES . . .
Be sure to ask . . .
*If you are building a new home
*If you are remodeling
FRIGIDAIRE & MAYTAG APPLIANCES
are available to "you" at Quantity Prices
*OVENS - Standard, Self-cleaning & Microwave
*COOKTOPS - Standard or Ceramtop
*REFRIGERATORS - RANGES
*TRASH COMPACTORS
*DISHWASHERS
*DISPOSERS
*WASHERS
*DRYERS
FRIGIDAIRE & MAYTAG
CRIST APPLIANCE
112 Miles
Phone 364-6285
B-1-15-2c

For Sale: Complete picture framing shop (equipment) to be moved. Excellent opportunity for retired person or parttime business. Call Helene McFarland, 806-764-2592.
B-1-21-15-3c

For Sale - almost new canister type JC Penney Vacuum Cleaner with all attachments. \$50.00. Call C. Moreno, 364-5053.
B-1-15-42-1c

GARAGE SALE. Saturday & Sunday. 123 Cherokee. Ladies clothing and shoes, bicycles, small appliances, folding table and chairs. Lots of small items.
B-1-42-1p

WYCHE EXTENSION CLUB
is having a
GARAGE SALE
at 128 Northwest Drive
(In Ot's Home)
all day Saturday, Oct. 19th.
Variety of clothes, and lots of miscellaneous.
B-1-42-1c

FOR SALE IN HEREFORD
Nearly new spinet piano. Concert approved. Tremendous Bargain. This is your chance to own a fine piano by just assuming payments. Write at once -
McFARLAND MUSIC CO.
1401 West 3rd
ER. City, Ohio. 73644
B-1-42-2p

For Sale: Self cleaning Tappan gas range. Avocado green, in perfect condition - used only 9 months. Phone 364-5388.
B-1-18-42-tfc

"Steam clean" your carpets the professional way. Do it yourself and save money. The Treww Hydro-Mist System cleans even ground-in dirt. No shampoo residue. Leaves carpets soft and fluffy. Rent the Treww Hydro-Mist System at
Shorwin-Williams Sugarland Mall
364-4484
T-1-42-7c

LOST bright carpet colors . . . restore them with Blue Lustre. Rent electric shampooer \$1. Duckwalls, Sugarland Mall
B-1-17-42-2c

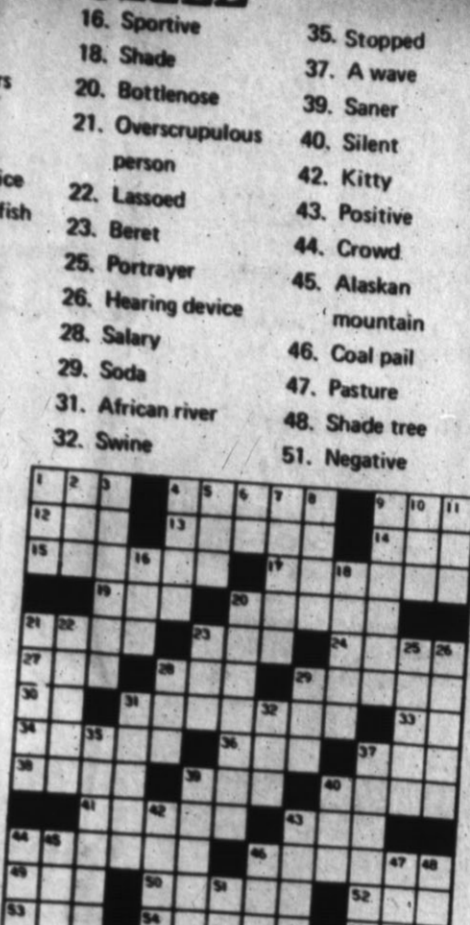
CROSSWORD PUZZLE

ACROSS

1. Aquamarine
4. Air Force student
9. Resort
12. Exist
13. Worship
14. Jinx
15. Kink
17. City in Wisconsin
19. River barrier
20. Villain
21. Quarry
23. Fox
24. Vault
27. Perch
28. Buddy
29. Colonnade
30. Aloft
31. Asarone
33. Toward
34. Pigeon (Sl.)
36. Spring
37. Swindle (Sl.)
38. Paradise
39. Toupee
40. Additional

DOWN

1. Ship channel
2. Period
3. Darned
4. Restful
5. Orange juice
6. Avail
7. Blundered
8. Pair together
9. Small fish
10. Coop
11. Hatchet



FOR longer wear keep carpets clean with Blue Lustre. Rent electric shampooer \$1.
McCaslin Lumber
B-1-17-42-2c

Puppies to give away . . . part Dachshund and poodle. Phone 364-4502.
B-1-10-42-2c

FOR SALE
Beautiful 1974 27 ft. Travel Trailer, completely self-contained. Twin beds, factory air, wall to wall carpeting, tub & shower combination. Will sacrifice. Can be seen anytime at:
ACRES TRAILER PARK
East Grand
Clevin, New Mexico
B-1-42-2p

GARAGE SALE. Thursday & Friday. Lamps, furniture, dishes, tools, baby items, clothes, miscellaneous. 605 Star.
B-1-42-1p

THREE FAMILY GARAGE SALE
218 Juniper, Thursday and Friday, starts 9 to 7.
B-1-42-1c

TOPS CLUB GARAGE SALE
422 Western. Thursday & Friday from 8:30 to 6:00. 2 trikes, 1 bicycle, misc.
B-1-42-1c

GARAGE SALE. Saturday & Sunday. 123 Cherokee. Ladies clothing and shoes, bicycles, small appliances, folding table and chairs. Lots of small items.
B-1-42-1p

FOR SALE 763 IHC Cornhead, 30" rows. Call 289-5892 or 289-5851.
B-2-11-11-tfc

COMBINE OWNERS!!
Save your grain with ASL Chaffer. For information, contact:
MATHIS IRRIGATION
Tom Reed, 293-2634
Palmview, Texas
B-2-15-2p

STORAGE TANKS 1500 to 150,000 GALLONS. Pressure tanks to 6,000 gallons. Phone 364-0484.
B-2-15-3p

FOR SALE
NEW & USED CARS
now for sale at JOHN ORSBORN BUICK, PONTIAC, GMC's new location.
221 North 25 Mile Ave.
B-3-4-tfc

WALKER'S USED CARS AND TRUCKS
WE BUY, SELL OR TRADE
400 West First
Phone 364-2550
B-1-41-tfc

SELECTED USED TIRES
\$3.00 UP
30 Day Guarantee
MONTGOMERY-WARD AUTOMOTIVE SALES
114 EAST PARK
B-3-17-tfc

For Sale: '69 Dodge Pickup. Phone 364-3867. Brown Sheet Metal.
B-3-10-13-tfc

FOR THE BEST BUY IN
Pre-owned and personally selected cars
Contact
COMBS USED CARS
F.D. "Chick" Holbert (Owner)
1503 Park Avenue
Hereford, Texas 79045
Office Ph. 364-1310
Home Ph. 364-1797
Bank Rate Financing Available
B-3-13-tfc

FOR SALE: Trampoline, 10 months old, \$250.00; upright freezer, \$150.00. Good condition. 364-5467.
B-1-13-42-2c

1961 B Model Mack. Tandem axle, rebuilt engine, starter, battery and generators. Call "Chris" 364-5222 or 364-0848.
B-3-17-7-tfc

1962 Studebaker, 4 Dr. V-8, Automatic. 248" Northwest Drive.
B-3-10-14-4c

For Sale: 1973 Buick Riviera, loaded. Call 364-6801 or 364-5017 after 5 p.m.
B-3-12-14-tfc

For Sale: 1967 Plymouth Barracuda. Call 276-5822 after 8 p.m. and Sundays.
B-3-11-14-tfc

Eye Sale: 1966 Dodge car, cheap. Phone 364-0833.
B-3-10-15-2c

MILBURN MOTOR COMPANY
We pay cash for Used Cars
136 Sampson
Phone 364-8077
B-3-33-tfc

Clean, one-owner 1971 Buick. Air and power brakes-steering and seats. Call
McGEE FURNITURE
B-3-15-42-tfc

For Sale: 1970 Plymouth, 1972 Chevy. Phone 364-1170.
B-3-10-42-tfc

4. REAL ESTATE For Sale Or Trade

For Sale: 3 bedroom brick house. Call 364-3346.
B-4-10-15-tfc

HOUSE FOR SALE BY OWNER
213 AVENUE D
3 bedrooms; dining and living room, bath, garage, breezeway. Basement and garage. Nice fenced backyard with grape vineyard. Fully carpeted. Will sell furnished or unfurnished. \$14,000.
Call 357-2520 or 364-4173 after 4 p.m.
B-4-11-tfc

MOBILE HOMES - new - will trade for equity in house. Realtor, 364-6633.
B-4-11-14-tfc

FOR SALE
80 Acres in wheat, dryland, on pavement, 18 miles from town. Good well with 5 h.p. sub. pump. Realtor 364-6633.
B-4-20-41-tfc

TRADE
7 good brick duplexes, brings in over \$900.00 per month above payments - would trade for land. Realtor 364-6633.
B-4-41-tfc

FOR SALE
Redecorated 3 bedroom, 1 1/2 bath, fenced yard, patio, gas grill, fruit trees, corner lot and close to school.
PHONE 364-2486 after 6 p.m.
B-4-41-7c

For Sale: 3 bedroom, 2 bath house. Utility room plumbed for washer and dryer. Call 364-1418 anytime weekends or after 6 week days.
B-4-23-14-tfc

COMMERCIAL BUILDING - 6,000 ft. of floor space, fire proof, quality built, heated, cooled, rest rooms, offices and lounge, etc.
Realtor, 364-6633
B-4-14-tfc

For Sale: 3 bedroom, 2 bath house. Utility room plumbed for washer and dryer. Call 364-1418 anytime weekends or after 6 week days.
B-4-23-14-tfc

FOR SALE
Established hog farm - buildings, equipment, 450 head hogs. Present capacity 50 sow farrow to finish. Room for expansion. Located in Arney Community.
Call 806-764-2592 or 764-2593
B-4-15-2c

HOUSE FOR SALE BY OWNER ON NORTHWEST DRIVE
3 bedrooms, 1 1/2 baths, carpeted, partially paneled, fenced backyard. Extra large lot. Equity and assume loan.
Phone 364-0824
B-4-41-tfc

\$1750 DOWN
on comfortable 3-bedroom home located near grade school. Price 17,000, bal. \$170.00 per month.
\$1,500.00 DOWN
3 bedrooms with single garage near high school, price \$14,500. Owner will trade for smaller home.
NORTHWEST HEREFORD
3 bedroom brick, 1 1/2 baths, double garage, must see to appreciate. Call for complete details.
MOBILE HOME LOTS
Priced at \$1,500.00 each, does not include plumbing - terms available.
\$265.00 PER ACRE
Low Down Payment
320 acres located on paving, one irrigation well, possession at closing. \$20,000.00 down, owner will carry balance at \$3,500.00 per year plus 7% interest for 9 years, balance due 10th year.
IMPROVED HALF SECTION
4 small wells, Priced \$300.00 per acre. Nice 3 bedroom home, possession at closing.
A NICE BRICK HOME
and a large barn make this 1/2 section north east of Hereford an ideal farm for an owner-operator. 3-irrigation wells. Price \$550.00 per acre, \$49,000.00 down balance at 7 1/2%.
HAMBY REAL ESTATE
1/2 mile South of underpass on Hwy 385
OFFICE - 364-3566
Calvin Edwards - 364-1017
Gerald Hamby - 364-1534
J.M. Hamby - 364-2553
EQUAL HOUSING OPPORTUNITY
B-4-34-tfc

Two 1/2 sections. Can sell on G.I. Loan. \$125.00 per acre.
Section Northwest of Hereford. Good allotment, 5 wells, return water system. 3 bedroom home and barn. On pavement. Owner finance.
160 acres, one good 8" well, 1/2 mile off pavement.
If you wish to buy or sell Call **CARTHEL**.
WE TRY HARDER
Member-Multiple Listing Service
Wayne Cartmel-364-0944
Al Wiley-364-4985
Henry Reid-364-5344
B-4-42-tfc

I have Farm and Ranch Buyers, I need your listings.
J.M. HAMBY
REAL ESTATE
Phone 364-3566
Res. 364-2553
B-4-20-tfc

\$1,000 DOWN PAYMENT
3 bedroom home at 522 Irving. Empty and available for someone with approved credit. Around 1800 sq. ft. living area, all carpeted. Corner lot with big metal shed in backyard. Owner will finance. \$12,500 at a reduced interest rate.
For appointment to see, Call 364-0886
B-4-15-4c

FOR SALE
Established hog farm - buildings, equipment, 450 head hogs. Present capacity 50 sow farrow to finish. Room for expansion. Located in Arney Community.
Call 806-764-2592 or 764-2593
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136 Sampson
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TRADE
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B-4-41-tfc

County Pays Interest On Colossal U.S. Debt

What Federal expenditure takes three times as much from Deaf Smith County residents, through the taxes they pay, than aid to education? What is it that takes a bigger

piece out of their tax dollar than Federal spending for veterans services, revenue sharing, housing and community development, space research and environmental protection, all combined? The answer is — the interest on the national debt.

The interest costs are at a record level, nearly \$30 billion, by virtue of a big boost in the debt ceiling in May. The total debt is now at an astronomical \$495 billion, just under a half trillion.

The increase, requested by the Nixon Administration, was necessary so that the government could borrow money to meet its oncoming obligations.

Since \$495 billion is too colossal a sum to grasp, it is broken down for better understanding.

If it had to be paid off all at once and if everyone in the country had to chip in an appropriate share to liquidate it, Deaf Smith County's contribution, based upon local population and income, would amount to \$26,432,000.

Since there is no plan to pay off the debt, of course, it presents no immediate problem. What is of concern, however, is the huge amount of interest that must be paid on it annually.

The \$30 billion that will be required during this fiscal year is second only to the cost of national defense, the budget shows.

Residents of Deaf Smith County will be paying approximately \$2,200,000 toward these interest charges, in line with their normal share of the overall tax load per local family, the average is \$360.

The Federal debt has reached the point of being larger than the combined governmental debts of the rest of the world, according to Congressman H.R. Gross of Iowa. It has risen more in the last five years alone than in the previous sixteen.

Responsible citizens for the growth is attributed to deficit spending, year after year. The national government has grown so big that it takes \$9,500 every second to keep it going.

CLASSIFIED ADS GET RESULTS, CALL THE BRAND

Hereford Brand, Hereford, Texas, Thursday, October 17, 1974

NEED WHEAT, BEET, AND CORN PASTURE FOR STEERS
PHONE 364-2135
B-6-34-tfc

WANTED: To buy coins. Double our money on all 1964 and earlier silver coins; 1959 and earlier pennies. Call 364-2559, 81 Centre.
B-6-22-31-tfc

WANTED: Wheat, Corn, Maize, Beet pasture. David Brumley. Phone 89-5902 or 364-1209.
B-6-15-8-tfc

WANTED — CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 578-4361 or 364-0165.
B-6-13-6-tfc

WANTED: Wheat/Pasture! Contact O.G. Hill Jr. 364-1871 or Foster Hill, 364-4217.
B-6-10-15-tfc

Wheat pasture wanted. David Gibson, Vista Land & Cattle, 276-5596.
B-6-15-2p

Want to buy — tool box for LWB pickup. Phone 364-1497.
B-6-10-42-2p

WANT TO BUY — Propane tank, any size. Phone 364-2780.
B-6-16-1p

8. HELP WANTED

DIESEL DRIVER MECHANIC. 10 years produce long haul experience required. 364-0491.
B-8-15-3p

Heavy Machinery Mechanic Welder. Good salary, house, utilities furnished. Box 27, Hereford.
B-8-15-3p

IMMEDIATE OPENING FOR "A" MECHANIC
Wide experience in welding, familiar with layout, stainless welding and hell-arc and good mechanical background. Liberal fringe benefits, permanent employment.
See or call Bob Brooks, Personnel Director Amstar Corporation, Box 169, Dimmitt 79027. Phone 806-647-2137.
An equal opportunity employer
B-8-15-2c

DEAF SMITH GENERAL HOSPITAL has position available for a full time bookkeeper. Excellent salary and employee benefits program. Please apply at the Business Office of Deaf Smith General Hospital.
B-8-28-15-tfc

WANTED: Driver for gasoline delivery truck. Apply Tip Top Wholesale, 1507 East First St.
B-8-12-15-tfc

Need alteration lady. Full or part time. Apply in person to Mrs. McCarver at Gaston's Downtown.
B-8-16-15-2c

Hide room labor wanted. We offer:
+Good pay
+Paid vacation
+Paid hospitalization
Colorado By-Products
3 1/2 miles West Hwy 60
Phone 276-5331 days;
364-2485 nights
B-8-42-tfc

Need Experienced welders at our new facilities on Holly Sugar Road. Phone 364-4621.
B-8-13-32-tfc

Need men to work on pump setting and drilling rig. Apply in person Kenny Gear Machine Works.
B-8-17-41-tfc

HELP WANTED: Cocktail & food waitresses Bartenders - male & female Kitchen help cooking, preparation and cleaning. Part time and full time.
B-8-13-3c

THE MUSIC STAND
628 West First
Phone 364-1150
B-8-13-3c

Need school bus drivers for coming school year. See Eldon Owens at School Bus Shop.
B-8-14-29-tfc

Want to hire waitress at The Moonlighter Club. Must be 18 years or older. Full or part time. Call 364-0064 for appointment.
B-8-22-19-tfc

Need lady to stay with elderly lady on live-in basis. Must furnish references. Call 806-258-7564.
B-8-16-42-tfc

Need lady to live-in and do light housekeeping. Phone 364-2063.
B-8-10-42-2c

9. SITUATIONS

State Licensed Child Care For Working Mothers Hereford
Day Care Center
6 months through 8 years
After school care available.
364-1293
B-9-46-tfc

Baby Sitting by the hour, day or week. Alice Gilleland, 364-4175.
B-9-10-37-tfc

Positions wanted for Korean workers. U.S. Government paper. Farm workers, welders and mechanics - most all skills.
CALL
405-947-8872
B-9-41-4c

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 12, 1 p.m. until 5 p.m. Monday through Friday.
A UNITED FUND AGENCY
B-10-12-tfc

I have been appointed the Baldwin Piano and Organ representative.
Woodie McDermitt, 364-1555
B-10-14-15-2c

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron — One mile North of Big Daddy's Truck Stop.
HEREFORD IRON & METAL
North Progressive Road by City Dump
Anson A. & June Dearing
Phone 364-3350 or 364-3777
1 1/2 Miles N-34-tfc

NOTICE:
I am not responsible for anybody's debts but my own. /s/Burnie Ray Northcutt
B-10-42-3c

11. BUSINESS SERVICE

KELLEY ELECTRIC
Virgil Kelley
Electrical Contractors
Residential - Commercial
All bids & wiring competitive.
Ph. 364-1345 - Nights 364-1523 or 364-5929.
P.O. Box 30
B-11-15-tfc

WANTED
100 to 150 watches a week to repair by latest approved methods.
COWAN JEWELERS
B-11-15-29-tfc

PIANO TUNING. Call Elson Clark, 364-0628.
B-11-10-41-tfc

WILL DO roto-tilling and yard work, any kind. Phone 364-1268.
B-11-10-11-tfc

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL
CLIFF JOHNSON, 364-2111
B-11-45-tfc

FRANK WESTER CEMENT CONTRACTOR
107 BRADLEY
Residential-Commercial
Turnkey Job
Straight finish
Phone 364-5169
B-11-39-tfc

DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS
30 TON CRANE
BOBBY GRIEGO
Day Phone 364-0574
Night — 364-2322
B-11-14-tfc

STEREO REPAIR
Guaranteed repair work on all brands of stereos and sound equipment at
MARTINS SOUND CENTER
24611 40 WEST, AMARILLO
PHONE 355-9557
B-11-3-tfc

B.L. Jones CONCRETE CONTRACTOR
We will do your finishing or give you a turnkey job. Free Estimates.
246 16th Street
Phone 364-6617
B-11-21-tfc

Will do home repairs — Doors, windows, lights, minor plumbing repairs, etc. Call 289-5500 early mornings or late evenings.
B-11-10-39-tfc

Custom swathing, stacking and hauling. Alfalfa, milo and corn stubble. Hesston stack hand system. 364-2907 or 364-3117.
B-11-15-42-tfc

JOHNSON IRRIGATION
Peerless PVC Plastic Pipe
Don Johnson, 364-2870
Mobile Phone 364-4741, Unit 3470 P.O. Box 2024, Hereford, Texas.
B-11-8-tfc

HALE TRAILER SALES
Horse & Stock Trailers
All sizes
ALBERS MILLING CO.
So. 385 ... 364-5370
B-11-37-tfc

DICKEY'S DOZER SERVICE
Dirt Work — All Kinds
Bull Dozer — Scrapers
Motorgrader
See or Call
FLOYD DICKEY
S.E. 4th & Belsher
Dimmitt, Texas
Business Phone 647-4553
Residence Phone 647-4565
B-11-29-tfc

We buy old gold rings, mountings, etc., for Sweet Refinery.
Cowans Jewelers
Downtown
B-11-13-51-tfc

WILL PICK UP JUNK CARS FREE
Call 364-3350 or 364-3777
B-11-28-tfc

Building and home repair remodeling. Robert Betzen, 289-5500.
B-11-10-42-tfc

ORGAN REPAIR, all makes and models. Expert service, reasonable rates. Home or church. 372-7421, Amarillo.
B-11-42-4p

Legal Notice

LEGAL NOTICE
THE STATE OF TEXAS
To: SABAS ORTIZ, Respondent, Greeting,
You are hereby commanded to appear by filing a written answer to the Petitioner's Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 18th day of November 1974, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.

Said Plaintiff's Petition was filed in said court, on the 1st day of October A.D. 1974, in this cause, numbered 7229 on the docket of said court, and styled, IN THE MATTER OF THE MARRIAGE OF DAISY GARCIA ORTIZ, PETITIONER, AND SABAS ORTIZ, RESPONDENT.

A brief statement of the nature of this suit is as follows, to wit: Suit for divorce and custody of minor child, Martina Ortiz, as is more fully shown by Petitioner's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 1st day of October A.D. 1974.

Attest:
LOLA FAYE VEAZEY Clerk, District Court, Deaf Smith County, Texas by Virginia Easley Deputy (SEAL)
T-40-4c

LEGAL NOTICE

Deaf Smith County is now receiving bids on two miles county roads; consisting of crushing, hauling and equalization of crushed caliche at 4 to 1 ratio for 22 foot width. Submission of bids will be on a per mile lump sum basis. Bids will be opened 10:30 A.M. October 29, 1974. County commissioners reserve the right to reject any or all bids.
B-42-3c

Winter
IS ON THE WAY...
Don't let him sneak upon you...
Have your heating system checked and repaired now
CALL: 364-4714
Robert (Bob) Nelson
R & R REFRIGERATION AND HEATING SERVICE

ATTENTION CORN FARMERS
Why risk your crop to high winds.
I have for sale a Larson Topping machine mounted on a Larson Versa-Tractor, Hi Trac with Ford 4000 power unit. Will Trade
Ray Bradshaw
COTTON CENTER
Phone 879-4753

Get together with financial house and get your house together.
You'll enjoy your home more when you make it just the way you want it. If it's money that's holding you back, let's Get Together. Borrow a little or a lot, up to \$2,000 or more. For a new kitchen, or playroom, or just for a decorative face-lift, get your home improvement money at financial house.
Get together with
Leon Richards,
Branch Mgr.
615 S. 25 Mile Ave.
364-4432

financial house
See You At The Bull Barn Oct. 26

FOR THE BEST DEALS ON NEW or USED CARS
Come in and talk with one of the men
AT JOHN ORSBORN BUICK-PONTIAC-GMC
at 142 N. MILES or 221 N. 25 Mi. Ave.
364-0390 364-1222

SUNBURST PATTERN SYSTEM
COMPLETELY NEW METHOD
at Pattern Making, Fitting & Design
Copy & Design Your Own Clothes!!
NEVER BUY ANOTHER PATTERN!
NO EXPERIENCE NECESSARY
Get That CUSTOM LOOK in Your Sewing

90 MINUTE CLASS
FIRST TIME EVER IN HEREFORD
Monday, October 21
DICKEY'S RESTAURANT
W. Hwy 60
10 AM & 7:30 PM CLASSES ONLY
CLOVIS
Tuesday, October 22
YMCA
1700 E. 17th St.
10 AM 1:30 PM & 7:30 PM
Admission \$3.50
\$500 less with this ad
All materials provided at class
BEGINNERS learn to FIT before you learn to sew
Have your friends see this ad!!

SILVER DOLLAR DANCE
This Saturday Oct. 19
At The
ELKS LODGE
131 E.3rd St.
Featuring
ELSA OSBURN
and the
GOLDEN SPREAD COWBOYS
Tickets Available At The Door
EVERYONE WELCOME

ATTENTION: WRESTLING FANS
There Will Be
NO WRESTLING MATCHES
This Saturday Night (Oct. 19)
Wrestling Will Return To Hereford
Saturday Night Oct. 26 With A Full Card Of Your Favorite Wrestling Athletes....
See You At The Bull Barn Oct. 26

COMMONWEALTH THEATRES
Fri. Sat. Sun.
WALT DISNEY PRODUCTIONS
THE CASTAWAY COWBOY
TECHNICOLOR
PLUS THE MARVELOUS CO-ED
FRIDAY 7:00 STAR 1:44-2:07 SATURDAY 12:40-3:50-7:00
A COLORES Sunday
Rodolfo de Anda • Hilda Aguirre
Valentin Trujillo • Lucia Mendez
G. Roman • Rebeca Hurtubide
Cabalgando a la LUNA
12:30 STAR 1:44-2:07 2:00
Thurs. Fri. Sat.
"BRING ME THE HEAD OF ALFREDO GARCIA"
A SAM PECKINPAH FILM
WHO KNOWS WHY IT'S WORTH ONE MILLION DOLLARS AND 21 LIVES!
WARREN OATES • ISELA VEGA
"BRING ME THE HEAD OF ALFREDO GARCIA"
GATES OPEN AT 7:30
TOWER DRIVE-IN

THRIFTWAY

A BETTER WAY TO SAVE

SUPPORT YOUR LOCAL CATTLE FEEDERS EAT TEXAS GRAIN FED BEEF

THRIFTWAY MEAT SPECIALS

- RIB STEAK L.B. **99¢**
- SHORT RIBS L.B. **49¢**
- PORK ROAST L.B. **89¢**
- LITTLE BOY BLUE CORN DOGS L.B. **89¢**

- CHUCK ROAST BLADE CUT L.B. **79¢**
- FAMILY STEAK FAMILY PAK L.B. **89¢**
- GROUND BEEF L.B. **79¢**



AFFILIATED

WEEK NO. 3
OCTOBER 14-19, 1974

100 POINTS STAMPS
With this coupon and the purchase of \$10.00 MORE BEEF CASES
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 5 L.B. BAG BEEF POTATOES
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 POINTS STAMPS
With this coupon and the purchase of 1 QUART BAGU SPAGHETTI SAUCE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 POINTS STAMPS
With this coupon and the purchase of 1 - 32 OZ. BTL. HUNT'S TOMATO KETCHUP
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 1-5 OZ. FAMILY SIZE TUBE CONC. PEARL SHAMPOO
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 POINTS STAMPS
With this coupon and the purchase of 1-7 OZ. FAMILY SIZE TUBE GLEEM TOOTH PASTE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 15 OZ. BTL. HEAVY DUTY CARE VASELINE LOTION
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 1-16 OZ. BTL. SHURFRESH BUBBLES
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 1 28 OZ. BTL. PURE SUE LIQUID
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 POINTS STAMPS
With this coupon and the purchase of 1-12 CT. BOX BEEF OR SUPER KODAK
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 POINTS STAMPS
With this coupon and the purchase of 2-4 OZ. CANS AJAX CLEANSER
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 POINTS STAMPS
With this coupon and the purchase of 1-12 OZ. VIALS PKGS. CERTIFIED WILSON'S FRANKS
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 POINTS STAMPS
With this coupon and the purchase of 2 BATH SIZE BARS BRUSH SOAP
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 POINTS STAMPS
With this coupon and the purchase of 1-4 OZ. CAN SHILLING BLACK PEPPER
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 POINTS STAMPS
With this coupon and the purchase of 19 1/2 OZ. PKG. CHEF BOY-AR-DEE DINNER SPAGHETTI W/MEAT SAUCE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

CLOVERLAKE
BUTTERMILK
1/2 GALLON
69¢

WHOLE **SMOKED PICNICS** L.B. **59¢**
MOISTURE ADDED

CLOVERLAKE
ICE CREAM
1/2 GALLON
ASST. FLAVORS
99¢

FOOD KING SOLID
Margarine L.B. PKG. **39¢**

MARYLAND CLUB
COFFEE
3-LB. CAN
\$2.99

SUNSHINE
KRISPY CRACKERS
16 OZ. BOX
39¢

- DETERGENT 15" OFF LABEL **Cold Power** GIANT BOX **79¢**
- LIQUID DETERGENT 10" OFF LABEL **Palmolive** 22 OZ. BTL. **59¢**
- AIR FRESHENER SPRAY ASSTD. **Renuzit** 7 OZ. CAN **49¢**
- ARM AND HAMMER **Baking Soda** 2 LB. BOX **69¢**
- SHURFRESH **Vegetable Oil** 24 OZ. BTL. **\$1.09**
- ROXEY DRY MAKES ITS OWN GRAVY **Dog Food** 5 LB. BAG **99¢**

- WHITE HOUSE **Apple Juice** 32 OZ. BTL. **59¢**
- ALABAMA GIRL HAMBURGER **Dill Chips** 22 OZ. JAR **59¢**
- KEEBLER RICH 'N CHIPS **Cookies** 14 OZ. BAG **79¢**
- MR. MUSCLE-NEW! USE IN COLD OVEN **Oven Cleaner** 8 OZ. CAN **89¢**
- ARMOUR TEXAS **Plain Chili** 19 OZ. CAN **79¢**
- OLD EL PASO **Picante Sauce** 8 OZ. CAN **39¢**

ALL PURPOSE
GOLD MEDAL FLOUR
5 LB. BAG WITH IN AD COUPON
69¢

LOOK FOR THE FREE COUNTRY MUSIC AWARD RECIPES IN OUR STORES

KRAFT SLICED NATURAL SWISS **Cheese** 6 OZ. PKG. **69¢**

CRACKER BARREL CHEDDAR SHARP OR EXTRA SHARP **Cheese** 10 OZ. STICK **99¢**

- SOFT PARKAY **Margarine** 2 8 OZ. TUBS **75¢**
- SQUEEZE PARKAY **Margarine** 16 OZ. BTL. **75¢**
- ALL VARIETIES HUNGRY JACK **Biscuits** 3 9 1/2 OZ. CANS **\$1.00**
- SHURFINE FROZEN **Broccoli Spears** 10 OZ. CTN. **35¢**
- MORTON FROZEN ECONOMY **Dinners** 3 VARIETIES 2 11 OZ. PKGS. **89¢**
- SHURFINE FROZEN **Perch Fillets** 16 OZ. PKG. **99¢**
- PURE INSTANT **Lipton Tea** 3 OZ. JAR **\$1.19**

WHITE OR DECORATED BOUNTY
PAPER TOWELS
2 ROLL PKG.
49¢

FARM FRESH PRODUCE

- CALIFORNIA HONEY DEW **Melons** EA. **49¢**
- TEXAS NEW CROP **Oranges** 5 LB. POLY BAG **69¢**
- TEXAS GREEN **Cabbage** LB. **9¢**
- U.S. NO. 1 RED **Potatoes** 10 LB. BAG **89¢**
- CALIFORNIA GREEN **Onions** 2 BUNCHES **25¢**
- FLORIDA CRISP RED **Radishes** 2 6 OZ. BAGS **25¢**

20% VALUABLE COUPON NO. 50778

GOLD MEDAL FLOUR 5 LB. BAG **69¢**

WITH THIS COUPON VOID AFTER OCT. 19, 1974 THRIFTWAY FOOD STORES

20% **THRIFTWAY** 20%

6-pack 15 BARS
CANDY BARS

90¢ VALUE
only 79¢

WASHINGTON GOLDEN OR RED
DELICIOUS APPLES
3 \$1

SLUMBER BAG

WASHABLE THERMALESTER POLYESTER FIBERFILL INCLUDES PILLOW THREE POUND FILL

\$7.88

MAKES A GREAT GIFT! SLUMBER PARTY STATION WAGON SLEEPING HOBBYHAIN CABIN OR LAKE CABIN



WE WELCOME FOOD STAMP CUSTOMERS AT OUR STORES

"MOON MIST" FINE TRANSLUCENT PORCELAIN CHINA SPECIAL THIS WEEK **FRUIT DISH** EA. **49¢** WITH EACH \$5.00 PURCHASE

PRICES EFFECTIVE OCTOBER 14-19, 1974

THRIFTWAY
426 N. MAIN
HEREFORD, TEXAS
DOUBLE GUNN BROS. STAMPS
TUESDAY & WEDNESDAY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

DOUBLE GUNN BROS. STAMPS
Tuesday and Wednesday

Weekly Television Magazine

The Hereford Brand

THURSDAY OCTOBER 17, 1974

Tel-Aire



George C. Scott Stars in "Rage"

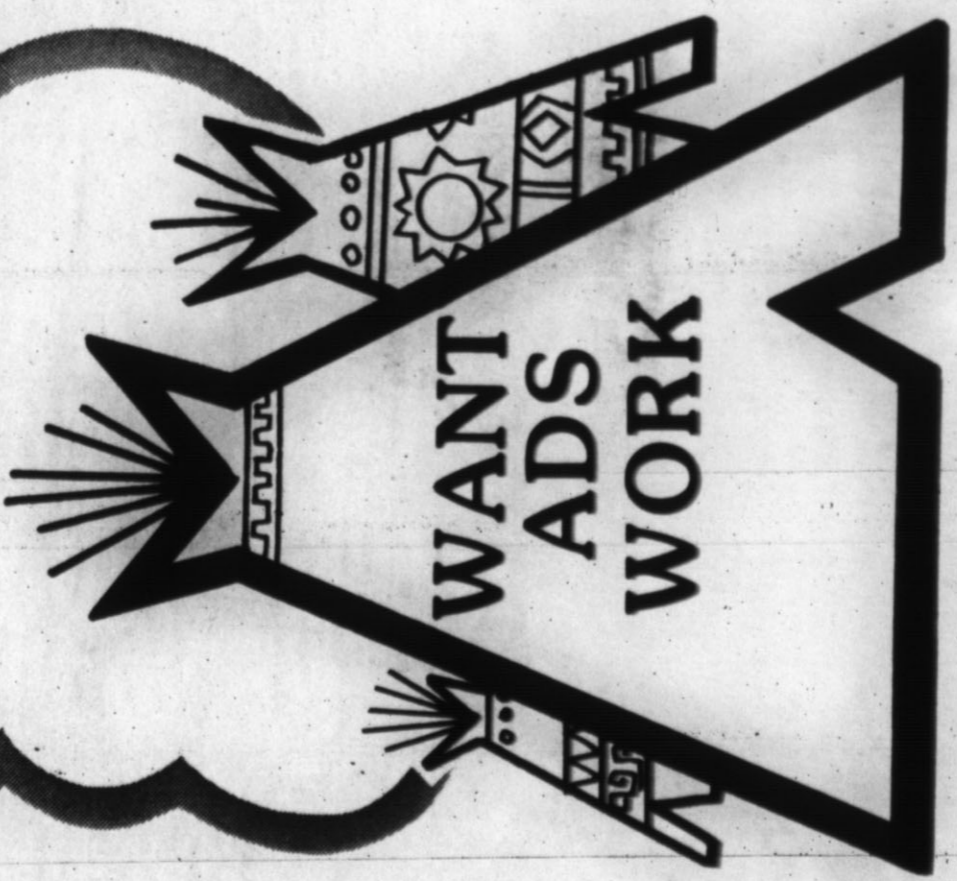
Live Local Broadcasting,
WHITEFACE Roundup
6:30 Monday Channel 6
Interviews Scouting Reports Game Films



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May Work.....
But There Is A
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THE HEREFORD BRAND

Thursday Program Notes

11:30...ABC...ABC AFTERNOON... 1:30...ABC...THE CBS THURSDAY... 3:30...ABC...THE CBS LATE MOVIE...

MONDAY THRU FRIDAY. Table with columns for Channel, Time, Program Name, and Network.

On The Cover

George C. Scott stars as a rancher driven beyond the breaking point when his son is killed and his wife destroyed by Army chemical warfare experiments in "Rage" making its television debut on the ABC Television Network's "The ABC Sunday Night Movie," Oct. 28 (8:00-10:00 p.m.).

THURSDAY. Table with columns for Channel, Time, Program Name, and Network.

"LAND RAIDERS" starring Terry Savaris, George Maharis, Arlene Dahl and Robert Strauss... "ONE IS A SPECIAL" starring Van Dyke, with a special appearance by Dick Cavett...

Lt. Mike Stone and Inspector Steve Keller try to find out who is harassing Marla Howard... "One Chance to Live" they learn that she has been having an affair with a married man, Brian Downing...

Factory Direct Buying Helps Us Hold Back Inflation. 900 Lee. We sell Happiness! PLAIN'S Furniture Co. 364-3400

FOR SALE CAMPBELL REEFORD REALTORS 364-0780

Tuesday Program Notes

TUESDAY. Table with columns for Channel, Time, Program Name, and Network.

Lucas Tanner confronted with sex discussion

Lucas Tanner (David Hartman) faces a major confrontation with parents and the school board when one of his classroom assignments prompts the need for a frank discussion of sex in "Three Letter Word" on the ABC Television Network...

Clifton fumes over forgotten loan

Clifton's feud with his brother-in-law, Leonard, becomes a family fight when sister Tracy's husband borrows \$50 from Clifton and forgets to pay him back... "Clifton" stars as Clifton, Theresa Merritt as Maama and Theodore Wilson as Earl. Others in the cast: Lynn Moody and Lyle Wilson.

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Sandler's DIAMONDS LTD. Diamond jewelry and services.

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Wednesday Program Notes

WEDNESDAY. Table with columns for Channel, Time, Program Name, and Network.

Wednesday Program Notes

3:30...ABC...ABC AFTERNOON... 7:00...ABC...THAT'S MY MAMA... 10:00...ABC...THE BRIDGE OF ADAM RUSH...



Teresa Graves, as Christie Love, has lashed syndicate mobsters to a hideout in a marina, where they are holding hostage the father of her colleague, Sgt. Joe Caruso. In order to force the release of a mobster in police custody, in "Get the Family Honor," on the ABC Television Network's "Get Christie Love!" Wednesday, Oct. 23 (9:00-10:00 p.m.).



Supervisor David Bowie will perform the brand of rock he has become famous for in a D. A. Pennabaker film of a concert at London's Hammersmith Odeon, on the ABC Television Network's "Wide World: In Concert" Friday, Oct. 25 (10:30 p.m.-12:00 Midnight).

Table with columns for Channel, Time, Program Name, and Network. Includes programs like 'The Grit', 'The Rifleman', 'Family Affair', 'The Valley', 'The CBS Late Movie', etc.



Bill Macy portrays Walter on "Maude."

Findlays plan to pull up stakes on "Maude"

Walter returns home from his annual fishing trip convinced that he and Maude should sell the house and the apartment store and move to the Canadian wilderness, on "Maude" Monday, Oct. 21 (8:00-8:30 p.m.), on the CBS Television Network. Hal Cooper directed from a script by Dick Clair and Jenna McMahon.

- List of cast members for 'Maude': Maude (Beatrice Arthur), Walter Findlay (Bill Macy), Dr. Arthur Harmon (Conrad Bain), Mrs. Harmon (Rue McClanahan), Mrs. Naugatuck (Hermione Baddeley), Buddy Jenkins (Henry Calvert), Man (Gene Blyskay), Woman (Joan Kaye).



Monday Program Notes

7:00...ABC...THE ROOKIES... "The Candidate" stars in the title role as "The Candidate," the story of how a man gets to the top in modern-day politics.

Friday Program Notes

7:00...ABC...KODIAK... "Lesson in Terror," with guest stars Maggie Blue, Richard Bradford and Robbie Benson. Kodak is forced to intervene in a serious family argument when the future of an im-

Dodge, Chrysler, Plymouth logos.

JONES MOTORS 345 E. 1st 364-3150

Table with columns for Channel, Time, Program Name, and Network. Includes programs like 'The Grit', 'The Rifleman', 'Family Affair', 'The Valley', 'The CBS Late Movie', etc.

3 FREEZERS LEFT! So Hurry WESTERN AUTO "The store that offers you more" 231 N. Main St. 364-1355

BUY IN CONFIDENCE WITH CONFIDENCE Hereford's House of Diamonds Cowan Jewelers Downtown AMERICAN GEM SOCIETY member

Barrett trails demented, defrocked minister

Dave Barrett pursues a gang led by a demented, bomb-throwing, defrocked minister, played by guest star Monte Markham, when he is hired by a union official to find the real criminals responsible for the murder and robbery for which his men are being falsely accused.

Vengeful students plan murder

Two law students plot to execute officer Terry Webster, whom they hold responsible for two deaths at a campus demonstration, in "Walk a Tightrope" on the ABC Television Network's "The Rookie," Monday, Oct. 21 (7:00-8:00 p.m.).

Daughter accused of father's death

Cameron Mitchell, Belinda Montgomery and Harold Gould guest-star in "Death in High Places," a drama about a father-daughter relationship which ranged from misguided generosity to possible homicide, on "Petrocchi," Wednesday, Oct. 23, on the NBC Television Network (7:00-10:00 p.m.).

C & W CARPET Has Moved To 310 N. 25 Mile Ave. 364-3448 QUALITY CARPET CLEANING Free Estimates

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SATURDAY

CHANNEL	4	5	7	10	11	13	29	39	48
TIME	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00
1	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00

CHANNEL	4	5	7	10	11	13	29	39	48
TIME	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00
1	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
2	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
3	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
4	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
5	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
6	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
7	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
8	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
9	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
10	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
11	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
12	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00

Saturday Program Notes

11:30...NBC...00
Capitol Hill...winning football team is trained.
1:00...CBS...CBS Sports Special
Dallas Texas State Fair Grounds.
4:00...ABC...ABC's Wide World of Sports
The events will be the National '80' Stock Car Race from Charlotte Motor Speedway in Charlotte, North Carolina with commentary by Jim McKay and Bill Wirth.
7:00...NBC...NBC Saturday Night
Frank Gifford with commentary from Larry Green.

Sunday Program Notes

10:30...ABC...MAKE A WISH
Tom Chapin hosts the series and performs the original songs which are written by his brother Harry Chapin.
11:00...CBS...CBS Sports Special
Dallas Texas State Fair Grounds.
1:00...CBS...CBS Sports Special
Dallas Texas State Fair Grounds.
4:00...ABC...ABC's Wide World of Sports
The events will be the National '80' Stock Car Race from Charlotte Motor Speedway in Charlotte, North Carolina with commentary by Jim McKay and Bill Wirth.
7:00...NBC...NBC Saturday Night
Frank Gifford with commentary from Larry Green.

SUNDAY

CHANNEL	4	5	7	10	11	13	29	39	48
TIME	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00
1	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
2	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
3	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
4	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
5	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
6	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
7	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
8	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
9	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
10	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
11	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
12	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00

Reluctant witness causes problems on 'Kojak'

Key Medford guest stars as Mrs. Sandler, a reluctant material witness who requires protective custody under the supervision of Kojak and Crocker. In "Nursmaid" on "Kojak" Sunday, Oct. 28 (7:30-8:30 p.m.) on the CBS Television Network. Jerry London directed from a script by Joel Olsansky.
Mrs. Sandler observes her employer, Lou Kessler, being escorted away from his gun store by two men. When Kessler turns up murdered and she can identify the suspects, Mrs. Sandler realizes that she is a target and her safety requires that she hide out until she can testify before the grand jury.

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THE CASE OF THE PLASTIC PERIL
An examination of the health hazards of vinyl chloride—a substance from which thousands of ordinary plastic products are made—will be broadcast Saturday, Oct. 19 (9:00-10:00 p.m.) on the CBS Television Network.
Vinyl chloride is a gas which is commonly known as vinyl plastic, and has been linked to at least 14 cases of a rare form of liver cancer among the 4,500 workers in polyvinyl processing plants in the United States.
Vinyl plastic is the material used for such commonplace products as phonograph records, upholstery covers, salad oil bottles, supermarket meal and produce wrappers, beverage can liners and blood bags.
On the broadcast, CBS News Correspondent Morton Dean talks with plastic factory workers—one who already has cancer of the liver, others whose blood tests have revealed liver disorders—about their fears.

THE GREEN MAN
Joe Mantel is positioned between the Treasury Department and the syndicate when he is called to find someone who has perfected the art of making almost undetectable counterfeit money.
8:30...CBS...THE GREEN MAN
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TRAPPED BENEATH THE SEA
"Trapped Beneath the Sea" is inspired by the true story of four men entombed in a mini-sub off the coast of Florida on June 17, 1973. An anguished nation stood by as the men, unable to surface, waited helplessly for rescue while their oxygen supply rapidly ran out. Lee J. Cobb and Martin Balsam star in this "Special Tuesday Movie of the Week," airing on the ABC Television Network for two hours on Oct. 22 (7:00-9:00 p.m.).
For close to 15 hours, four men have been trapped in the sea. A small research submarine, 350 feet below the surface, above on the mother ship, Victor Salomon (Cobb), inventor of the sub, and a Navy rescue vessel battle their way to the rescue.

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No teacher can do much with the brain of a pupil who doesn't want to learn.
It's strange how often you get a person's opinion without asking for it.

O live wake
Pa Ingalls (Michael Landon) helps an elderly neighbor (guest star Josephine Hutchinson) stage her own wake in the "Little House on the Prairie" colorcast of "If I Should Die Before I Wake" Wednesday, Oct. 22 (7:00-8:00 p.m.) on the NBC Television Network.
Amy Hearn (Miss Hutchinson) lives with Madelle (Ruth McDermott), for today party. When Madelle receives reports that her daughter cannot attend, Amy sees what this disappointment does to her friend and vows not to let it happen to herself. Convinced that it would take more than a birthday party to attract her own distant offspring, she resolves to have them told she has died so they will come to her wake. Recurring guest star Victor French (Mr. Edwards) directed from a script by Herold Swanson.

USED TO THE RULES
It's seldom that real sisters play sisters in a film. But in "Bad Ronald" airing on the ABC Television Network's "Wednesday Movie of the Week," recurring stars Cindy and Lisa Eldacher play siblings Aimee and Ellen Wood in the suspenseful drama.

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M. are
D. Dan
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E. lot
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