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Comics

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HEREFORD, TEXAS, 70045, SUNDAY, JAN. 11, 1970

PUBLISHED EVERY SUNDAY

Sears, Langley Are Honored

Officer's Trial Set

The trial of Hereford police officer Paul Ramirez, charged in two separate incidents of assaulting a prisoner, will begin Wednesday in Amarillo, according to officials.

Dudley Bayne, city manager, reported last week that no subpoena have yet been issued for the case, but are expected the first of this week.

Word was received Friday morning that Ramirez will be tried in the May 11, 1967 alleged beating of Elmer Leo Hilton, of Borger. The charge stemmed from the alleged incident which occurred in 1967 when Ramirez picked Hilton up on driving while intoxicated charges then allegedly beat, struck and assaulted the man in the process of taking him to jail.

The incident was dismissed shortly after its occurrence, but was brought back in the picture after Ramirez was charged the first time on another assault charge, this time concerning the alleged beating of A. L. Weaver on June 2, 1968. Ramirez took Weaver into custody following an incident near the Red Onion Cafe here and Weaver alleged that Ramirez beat, struck and choked him at the booking room of the county jail.

It was through the request of the Civil Rights Division of the men that the incident was investigated, over a year later.

Ramirez was indicted in Lubbock in the alleged Hereford beating and was then indicted in the Amarillo District Court on the Borger beating.

Henry Sears, president of the First National Bank, and Earnest Langley, city attorney for a number of years, reaped the praise and recognition deserving of civic leaders as they were named "Citizen of The Sixties" and "Citizen of the Year", respectively, at the 50th anniversary celebration of the Deaf Smith County Chamber of Commerce banquet Friday evening.

A capacity crowd of over 800 witnessed the recognition given the two men for their work in helping to develop Hereford and Deaf Smith County during the past years. The award presented Sears, the first of its kind ever to be presented, recognized him as the outstanding leader who contributed most to Hereford's growth and expansion during the past decade.

Langley, past president of the Chamber of Commerce, presented the award to Sears, and in doing so said, "His personality and achievements have dominated this decade in which we have witnessed astounding development in our city and area."

In disclosing the "Citizen of the Sixties", Langley said, "The Decade of the Sixties has been an exciting time to live in Hereford. 'You live where?' people might have asked in 1960 - but no longer.

Deaf Smith County, Texas, the fastest growing county in Texas during this decade, and the 19th fastest growing county in the United States.

"Business executives all over the country know about us now. National publications - the Wall Street Journal, U.S. News and World Report - and others have told the world how a little town in the Panhandle suddenly erupted into a national phenomenon," Langley said.

In telling of Hereford's growth, Langley said, "So we have created, and tonight will present for the first time, an award for the Man of the Decade, our 'Citizen of the Sixties.'"

"We know him here - I am



HONORED-TWO Earnest Langley left, and Henry Sears, were honored as "Citizen of the Year" and "Citizen of the Sixties" respectively, at the Chamber of Commerce banquet which was held Friday at the Bull Barn. An official count of 750 persons attended the fete and saw the honors bestowed on the two civic leaders. - Staff Photo

Wortham, Zinser Are Nominated For Office

L. B. Wortham, Rt. 3, and Frank Zinser, Jr., Rt. 5, have been nominated for County Committeemen in Deaf Smith County for the High Plains Underground Water Conservation District No. 1.

The annual election for the office will be held Tuesday with qualified voters to cast their ballots at the Deaf Smith County Court House.

All qualified voters living within the District are eligible to vote for the District Directors and County Committeemen. A qualified voter is one who has a valid voter registration certificate for 1969, and resides within the District.

Nominations of qualified persons for District Directors and County Committeemen are made by the respective County Committees or they are made by a petition signed by twenty-five qualified voters in the area involved.

At the end of this year, three of the five men who serve as members of the Board of Directors will conclude their present terms of office. These three are Russell Bean, who represents Lubbock and Lynn counties, Chester Mitchell of Lockney, who represents Floyd and Hald counties, and Weldon Newsum of Morton, who represents Hockley, Cochran and Lamb counties.

Voters can cast their ballot for the candidate of their choice for District Director or County Committeemen at large at any polling place in the county in which they reside, in this case, at the Deaf Smith County Court House.

Voters residing in the precinct for which a County Committeeman is being chosen can only vote for the Committeeman of their choice of that precinct by casting their ballot at the polling place provided in that precinct.

Everyone is urged to vote on Tuesday.

Funeral Rites For L. W. Moke Held Saturday

Funeral services for Lemuel Woodrow Moke, 64, of Dimmitt, father of Donald Moke, 107 Ave. B, were conducted at 2 p. m. Saturday in the First Baptist Church of Dimmitt.

Dr. Roy Perkins, pastor, officiated, assisted by the Rev. M. D. Durham, pastor of the Southside Baptist Church of Lubbock.

Burial was in West Lawn Cemetery.

A resident of the Dimmitt area for 29 years, Mr. Moke was dead on arrival at Plains Memorial Hospital early Thursday morning after suffering a heart attack.

Other survivors include his wife, Christine; one other son, Douglas of Amarillo; one daughter, Mrs. Jackie Byrd of Hart; one brother, L. D. of Ogden, Utah; two sisters, Mrs. D. W. Tucker of Phillips and Mrs. A. E. Stegall of Jones, Okla.

Borger Rites Conducted For Nettie Cherry

Funeral services for Mrs. Nettie Lee Cherry, 63, of Borger, mother of Herman Cherry Jr. of Hereford, were conducted at 2 p. m. Friday in Gateway Baptist Church of Borger.

The Rev. Bill Hobson, pastor, officiated with burial in West Lawn Cemetery.

Mrs. Cherry, a resident of Borger for 24 years, died at 9:40 p. m. Tuesday in North Plains Hospital.

A native of Alabama, she was a member of the Gateway Baptist Church.

Other survivors include her husband, Herman; two other sons, Wendell W. of Clovis, Calif. and Billy Don of Amarillo, two brothers, Thomas Smith of Hobbs and Orville, Smith of Sulphur Springs; two sisters, Mrs. R. D. Collins and Mrs. Walter Ragan, both of Sulphur Springs and two grandchildren.

Glen Nelson Seeks JP Post

Glen Nelson, a resident of Hereford for the past 20 years, Friday, authorized the Brand to announce his intentions to seek the Democratic nomination for the office of the Justice of the Peace. The Democratic primary is scheduled for May 2.

Born in Hollis, Oklahoma, Nelson attended El Dorado, Oklahoma, High School where he graduated before going to attend Cameron Junior College.

After attending college, he then worked for Montgomery Ward in Fort Worth for a short time before moving to Tulsa where he was engaged as manager of Miller Auto Supply. He was transferred here as manager of Miller Auto Supply in 1950 and later went to work for Suit's Auto Supply where he

stayed three-and-one-half years. After leaving his position with Suit's, Nelson opened his own business and worked it for seven years before selling out to First Supply. Since that time, he has been with Boyd Machine and Supply, where he is presently employed.

Nelson has been a member of the Hereford Volunteer Fire Department for the past 20 years, since he moved here from Tulsa. He is a member of the noon Lions Club and has received a 10-year perfect attendance pin.

He has been active in Little and Pony League baseball operations, serving in several offices of the leagues and actively participating in the Golden Gloves program here several years ago.

Nelson and his wife Helen, and two sons Bill, who is junior high band director at Tulsa, and Olen, who works at Orval Watson Ford, are all members of the First Christian Church.

"In making the announcement, Nelson stated, 'I feel I am qualified to handle the office and its proceedings and would like to stress that if I am elected, the office will not be run by any outside influence whatsoever.

"I will, if elected, be firm, but fair," he added.

Children's Skit Set Jan. 17th

"Babes in Toyland" by Victor Herbert, to be presented by Alpha Psi Omega, an honorary dramatics fraternity from West Texas State University, is scheduled to appear Saturday at 2 p. m. in the Hereford High School auditorium.

The production, sponsored by the Hereford Community Players, is a melodrama of Mother Goose showing how good wins over evil, and is co-directed by Nick Reid and Bonnie Williams.

It will be given in three acts featuring talking trees, giant spiders, and the March of the Toy Soldiers.

Approximately 50 students will appear in the play with such characters as Humpty Dumpty, Little Miss Muffet, the Three Little Pigs, and Old King Cole. Tickets for the event are fifty cents each and can be purchased from Mrs. John Gilliland at 118 Kingwood or at the Deaf Smith County Chamber of Commerce.



GLEN NELSON

Harlem Stars To Play Here

By JERRY ODOM
Staff Writer

Preparation by Hereford High School's Student Council and the school's faculty is underway for the January 19 visit of the renowned basketball group the Harlem Stars.

The Stars are nationally known for their hilarious exhibition of basketball trickery and skill. Residents of all ages are cordially invited to attend the 8 p. m. event which will be staged in the La Plata Junior High gymnasium.

Trying to compete with these

professionals will be who else but male members of the high school's faculty. The faculty will dive into this game with plenty of self-confidence after tackling the KPUR Bumbling Basketeers last year in a similar type affair.

But this contest is expected to be somewhat different as the Harlem crew is famed for their pranks on the opposition which set the crowd roaring with laughter.

The Harlem Stars are unique in the fact that never try to run up a high score against opponents. It is their policy to keep the game close, devoting much time to comical work.

The Stars began their season in Alaska the last week in September and will hit between thirty-six or forty states. They will also tour the countries of Mexico, Canada, Australia, Japan and parts of Europe.

Magicians is the term, owner, Bud Buie, calls them. Their intricate show started when the Stars began their zany antics on the basketball court such as razzle dazzle ball handling, unique pass patterns, trick shooting, marathon dribbling and impromptu comedy antics.

Buie announced the policy of

the Stars. "The World Is Our Audience." "Send Them Home Laughing," and "We can continue to return for years to come. When we have done this we feel we have accomplished a little something in life."

Hereford High principal, Jerry Don George, explained a little about the Stars and how they are benefiting the school. "Forty percent of the income from this game will go to the student Council.

"This money will go to the fund used to support Student Council throughout the school year. For instance, earlier this school term several of our Council members went to Amarillo, Tascosa one Saturday to run for a district office.

"Through campaigns at this meeting by the students attending Hereford High was elected secretary of the district. The secretary always hosts the next district meeting. So next year we will expect about three to five hundred students to visit our school.

"In other words, all of these activities will cost some money. The Stars-faculty game will help finance the council's projects a great deal."

George also helped clarify the origin of the Harlem Stars. "A long time ago the old team of the Harlem Globe Trotters split up into four of five different branches. The Stars is one of these.

"They tour all over the United States and are presently in our area. They will perform in other regional schools such as Plainview."

George believes that the Student Council is the vital segment in the student body. He defined the group as "an organization that is a representative of the student body which works with the administration in forming policies for the school."

He stated "We think we have a going Student Council, one that is just as capable as any council anywhere. They are just as capable as the ones in Amarillo or Lubbock.

"They have worked with Mr.

Barber (Student Council sponsor) in formulating different policy changes throughout the year. They don't do a lot of outstanding things that would be recognized but they do work constantly year round."

To have their phrased "going Student Council" George feels that they needed to bid for a district office. Hereford will also be sending some of its members to the state meeting in the spring. "We want to run for a state office," George added.

"This game and other money raising projects are the key to doing this."

"We want to invite everyone to attend the game. We think they will enjoy the show as well as aid our Council. Tickets are priced at \$1.50 for adults, \$1 for Junior and Senior High students and 50 cents for elementary children."

Women's Golf Club To Meet

A meeting has been scheduled for Tuesday at the Hereford Country Club for the purpose of obtaining new members for the Hereford Women's Golf Association, according to club president, Mary Gibson.

All women interested in golf, whether it be for the purpose of joining the club or not, are asked to attend the meeting which is set to begin at 12:30 at the Country Club.

This kick-off dinner, according to Mrs. Gibson, is for the purpose of promoting women's interest in golf. And the luncheon is for the new members, prospective members and those just interested in golf itself.

Mrs. Gibson also reported that the club also provides Associate Membership for those who find it difficult to participate in scheduled club events such as the monthly Play Day and monthly luncheon. This membership is for those persons who can only find occasional time to play the game.

New officers were also elected for the organization and include Mrs. Gibson, president; Mrs. Ed Schroeter, vice president and Mrs. Dwain Pittenger, secretary-treasurer.

All interested persons are urged to attend the luncheon Tuesday.

Mrs. Hodges Not To Seek Office

Mrs. Velma Hodges, who has been County Treasurer for the past 30 years, announced last week that she will not seek reelection to the office in the upcoming election.

In stating not to seek reelection, Mrs. Hodges said, "I am grateful for having had the opportunity to serve the people in this capacity.

"It is with a deep sense of gratitude I say thanks for your continued support in these years past."

Rowland Seeks First Full Term

Bill Rowland, currently serving out the unexpired term as Justice of the Peace, which was vacated by the death of Ernest Wade last September, announced he will seek the Democratic nomination for his first full term as JP.

Rowland was appointed Justice of the Peace October 8, 1969 by the County Commissioners Court to fill out the term of Justice of the Peace.

Born in San Antonio, where he lived but a very short time, Rowland moved to Mercedes with his parents and lived there until he moved to Donna. He worked with the Donna city police department for three-and-one-half years and then for Hidalgo County where he was with the sheriff's department for a short time.

Rowland moved to Hereford in 1966 and worked with the sheriff's office here as a deputy. He was appointed Chief,



BILL ROWLAND

See Sears Page Two

Sears...

(Continued From Page One)
made Major.
Upon his discharge, he returned to Tech and graduated with honors. He and his wife moved back to Sweetwater where he was employed by Gulf Oil and they then decided he would attend the University of Texas School of Law where he also graduated with honors.
He worked, after obtaining his law degree, with an Amarillo law firm for a short time before he was contacted for his present position.
The Langley's have four daughters, Camille, Carolyn, Barbara and Suzanne.
Langley is associated with the law firm of Witherspoon, Alkin, Thomas and Langley and has been city attorney for a number of years. He is a founder of Kings Manor and took an active part in having it located in Hereford. An active Sunday School teacher, Langley is a past president of the Hereford Noon Lions Club and is past president of the Deaf Smith Chamber of Commerce.
Featured speaker for the gala affair was "America's Number One Humorist," Dr. Charles Jarvis, a San Marcus dentist. Dr. Jarvis, sprinkling his talk with messages of a serious note, kept the audience laughing throughout the evening with his witty remarks and jokes. While talking along a humorous note, Dr. Jarvis pointed out to the audience that "social ills of today are destroying this country," and warned, "Christ told people to love one another and they haven't done it yet."
Also recognized at the banquet were all the outgoing and incoming officers and directors while Virgil Marsh, incoming president, was presented the "Worker of the Year" award for securing more chamber members than any other official. This was the second year in a row for Marsh to win the award.

The 2,300-mile Volga River is the longest river in Europe.

POLITICAL CALENDAR

- DEMOCRATIC PRIMARY**
May 2, 1970
- For County Judge: H. C. "Hank" Williams
 - For Commissioner, Pct. 2: M. R. Latham
 - For Commissioner, Pct. 4: R. Donald Hicks
 - For Justice of Peace: Bill Rowland
 - Glenn Nelson
- REPUBLICAN PRIMARY**
May 2, 1970

The Sunday Brand

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1040 U.S. Individual Taxpayers Ask IRS

This column of questions and answers on federal tax matters is provided by the local office of the U.S. Internal Revenue Service and is published as a public service to taxpayers. The column answers questions most frequently asked by taxpayers.

- Q** I'm a full-time college student and think I will get a tax refund. If I don't have to count a \$750 scholarship as income. Is it income?
- A** Scholarships are generally not taxable and do not have to be reported for tax purposes. Since there are many different types of scholarships, you will want to check with the organization that gave you the scholarship to see if they have information on its tax status.
- Q** Why did IRS drop the short form 1040A?
- A** One important reason was to make it easier for taxpayers to claim all the credits, deductions and exclusions they were entitled to under the tax laws. In recent years more and more taxpayers have found it to their advantage to itemize deductions as their income increased.
The new Form 1040 is one basic page and actually calls for just about the same information that had to be entered on the front and back of the old card form. Over 30 million returns will need just the one-page Form 1040 to be complete, while another 22 million will have to attach only one additional schedule.
- Q** I got married in December. Can my wife and I file a joint return for 1969?
- A** Yes, if you are married on the last day of your tax year, you can file a joint return. Your wife then cannot be claimed as a dependent on the return of another taxpayer.
- Q** Does the new tax form make any difference in the way a farmer handles his credit for gas used on the farm?
- A** No, the gas tax credit should be claimed as it has in the past by attaching Form 4136. The amount of credit claimed should be entered on line 21 of Form 1040.
- Q** What is the surcharge rate for 1969, and how do you figure it?
- A** The income tax surcharge is 10 percent for 1969. Tax surcharge tables are included in the tax packages and can be found on page T-1. These tables show the amount of surcharge based on the amount of tax liability and your filing status.
Remember that Schedule T, the tax computation schedule, will be just a worksheet for most taxpayers and need not be sent in with the Form 1040. Only if the taxpayer claims a special credit such as retirement income, investment or foreign tax, or has to pay self-employment tax, should Schedule T be sent in with the return.
- Q** I rent out some land to a farmer nearby. Do I include the rents I receive as farm or rental income?
- A** Enter the rents you receive from your land on Schedule E, as rental income, and attach it to your Form 1040 when you file.
Unless there is material participation in the business of farming, the rents you receive are not considered farm income.
- Q** Are there any tax benefits for those 65 and over? I'll be able to file that way this year.
- A** Yes, there are several benefits for those 65 years of age and over. For example, there is an extra \$600 exemption for age, and special provisions covering the sale of a personal residence.
These are explained in Publication 554, Tax Benefits for Older Americans. Send a post card to your District Director for a free copy.

Instructions Given By State Board Department

AUSTIN — The Texas Highway Department is sporting a red face.
In recent news releases, announcing the new computerized motor vehicle registration system, Department information specialists wrote:
"Easy to follow instructions are printed on the three-part form."
That must be a mistake because a lot of motorists haven't been following instructions. And mistakes generate confusion.
This is the first year that the Department has gone to the new system, which includes an order-by-mail program for obtaining 1970 motor vehicle license plates.
But just to make sure that motorists do understand the "easy-to-follow instructions," they are:
1. Each motorist whose vehicle was registered last year has or will receive in the mail a long, narrow envelope with a printed message on the front reading: "Important - This is Your License Plate Renewal Application."
2. The envelope will contain a three-part form. DO NOT SEPARATE THE THREE PARTS.
3. You may renew your motor vehicle license registration during January and February by mailing the three-part form (intact) and your check to your county tax collector. Add \$1 for postage and handling charges for each vehicle. License plates will be mailed February 1 and thereafter.
4. You may renew your motor vehicle license registration during February and March by taking the three-part form (intact) and your check to the tax collector's office or substation.
That's it! Now see if you are one of the seven million-plus Texas motorists who can follow those "Easy-to-follow instructions."

JANUARY CLEARANCE SALE

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1 - REPOSSESSED FULLY AUTOMATIC ZIG ZAG SEWING MACHINE IN MAPLE CABINET. USED ONLY 3 MONTHS

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FISHING LINES

By DICK WOLFF

ESCAPING A MUSKY SHOOTOUT

Trying to land a trophy musky is like trying to saddle a bronco. When he gets away, which is more often than not, you want to throw your hat on the ground and stomp it. But fishing cold musky water like Michigan's St. Clair River you learn to avoid such boat-tipping antics.
I sat in my boat and smiled as I fingered the straightened hook of a large surge plug. Moments before, one of these saw-toothed devils raced under our boat, fouling the line and wrenching free of the hook as if it were a baby's safety pin. My guide shook his head and said, "I'll find them, but you've got to hang on to them."
There was a chop on the water from the wind out of the northeast as we came down from Marysville on this September afternoon, and if I were to catch my musky this season it would have to be now on the last day of a three-day fishing trip. On the previous days I had been shut out, but even for the accomplished fisherman being shut out by these fish is not a great indignity.
Musky are as elusive as they are difficult to land. In neighboring Wisconsin, 5.6 acres of musky water yields one fish a year, and in Ohio, one musky is landed for every 1000 hours fished.
We trolled bucktail spoons the first hour without success and then switched to casting to reefs and weedbeds with big jointed underwater plugs. I was using a heavy action 5½-foot Conolon rod and the Ambassador 6000 baitcasting reel packed with 20-pound test monofilament.
We came on a point where the water swirled past under the shade of overhanging trees — the kind of hideout big musky choose to lie in ambush of passing bait fish. I put my plug just short of the shade and began a quick retrieve. Sure enough, the water welled up behind the moving plug and I braced myself for the strike. The fish followed the plug halfway back to the boat without striking, while I thought of the number of times that had happened during the past two days. So I changed the routine — for a split second I stopped the retrieve and then with a haul on the rod moved the plug up and out quickly like a frightened bait fish. The action was irresistible and the big fish walloped the lure.
I hit him twice to set the hook, and then hit him again for good measure. The long-olive-brown body broke through the surface of the water with the plug jutting out of its duck-bill shaped snout. He was 20 pounds of fierce and evil-looking fish. He headed for the boat, but I wouldn't give him slack and steered him past the stern. After a terrific battle we had the gaff in him at boatside, and the menacing mouth opened as I reached in with long pliers to remove the plug.



Mrs. Roy Manning presided over the business session with Mrs. George Green serving as hostess.

Ada Hollabaugh Delegate-Elect

Rebekah members met for their regular meeting Tuesday evening at the Odd Fellows Temple to elect a delegate to attend the Rebekah Assembly in March. Elected delegate was Ada Hollabaugh with Alta Davis as alternate.

Bowling League Is Formed Here

An organizational meeting of a Wednesday morning bowling league was held Wednesday morning at Sunset Lanes and the name of "Early Risers" was adopted by the league.
Officers were also elected for the league and include Sandra Combs, president; Seneva Kilpatrick, vice president; Ann Radney, secretary and Dorothy DuPre, sergeant at arms.
Mrs. Combs announced that at the first week of the new league will begin Wednesday, and the league is still needing several additional ladies to fill the team rosters. Anyone interested in joining the league is asked to contact either Mrs. Combs at 364-4500, or Mrs. Radney at 364-4083 or to inquire at the bowling lanes.

HOT SPUDNUTS
6:30 each morning

COW POKES

By Ace Reid



"I just bought the ranch adjoining you, and just because I'm a rich oil man people don't think I know anything about ranching. I'll show 'em. Will you sell me a hundred cows and a hundred bulls?"

Hereford STATE BANK
1003 East Park Ave.

dry up, lady!

Think about it. Your biggest complaint about washday is probably the clothesline routine. With a family, it gets to be a hang up. You can spend a big part of your life hanging out T-shirts, mini-skirts and Hubby's socks. And sheets, and jackets, sweaters, bedspreads... even curtains. Not to mention the unmentionables.

You don't like lifting, lugging and wrestling loads of heavy, wet wash to the backyard. Then there's always the weather. Now's the time to do something about this bundle of problems with a GAS clothes dryer. A gas dryer does five loads of clothes for the price of one load in an electric dryer. So, dry up with gas.

PIONEER NATURAL GAS COMPANY

A Three-Screened TV For Grid Enthusiasts?

It's been a demanding season for living room football fans, but the worst part of it is behind them.

The January Bowl extravaganza was the last of the big "overlap" days in a season which saw channel-chasing fans attempt to keep up each week-end with four professional games, sometimes two college games, and numerous football highlights and interview shows.

The real fans needed a set with three screens, and that's just what the telephone company has in several towns, including Amarillo. However, the telephone people who watch the multiple screens are more concerned with switches and oscilloscopes than with fumbles and first downs.

Their job is to monitor network television programs for good reception and to route them in the proper local stations.

Network television programs are transmitted across the country over the same Bell System microwave radio-relay systems and coaxial cables that handle

long distance calls," said Mike Patrick, Southwestern Bell Manager.

Telephone people watch the screens and oscilloscopes to maintain picture quality. They switch networks for stations that carry more than one network and sometimes handle the switching for commercial breaks.

The multiple screens make a perfect football arrangement, but it comes with a lot of responsibility," Patrick said. "A mistimed change of networks could result in a safety blitz on

Tarzan and the apes. A neglected oscilloscope could lead to bad picture reception during a crucial play.

Telephone companies operate six regional receiving points for network programming. Dallas is the receiving point for the Texas-Oklahoma region. The programs are sent from Dallas to telephone company monitoring and switching points which serve the television stations in their immediate areas.

The regions can be subdivided into 12 programming regions

so Californians, for example, are offered a game of local interest rather than watching two East Coast teams. And with a further breakdown of 19 commercial regions, a sunfan advertiser needn't waste his commercial on Wisconsin viewers in October.

For football games, it takes 90,000 miles of transmission facilities to connect 400 television stations in 217 cities.

And it takes many telephone employees to get the right game in the right place at the right time with good reception.

Pre-Inventory Sale

Mon., Tues. & Wed. Only

- Stereo Albums 4.19 Sale \$3.88
- 8 Track Cartridges 6.98 ... Sale \$5.98
- Cassette Cartridges 6.98 ... Sale \$5.98
- Cassette Cartridges 5.98 Sale \$5.49
- 45 Singles 97c Sale 88c

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REWARD

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700-13		1.90	plus fed. tax and old tire
695-14		1.81	

DUAL WHITEWALL TUBELESS		FED. TAX	\$20
SIZE			
735-14		1.84	plus fed. tax and old tire
775-14		1.97	
775-15		2.04	

DUAL WHITEWALL TUBELESS		FED. TAX	\$24
SIZE			
825-14		2.17	plus fed. tax and old tire
855-14		2.45	
815-15		2.03	
845-15		2.39	

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How's this for a Wild Week value! Your car gets an oil change, (Foremost® Heavy Duty Motor Oil), new oil filter and a grease job.

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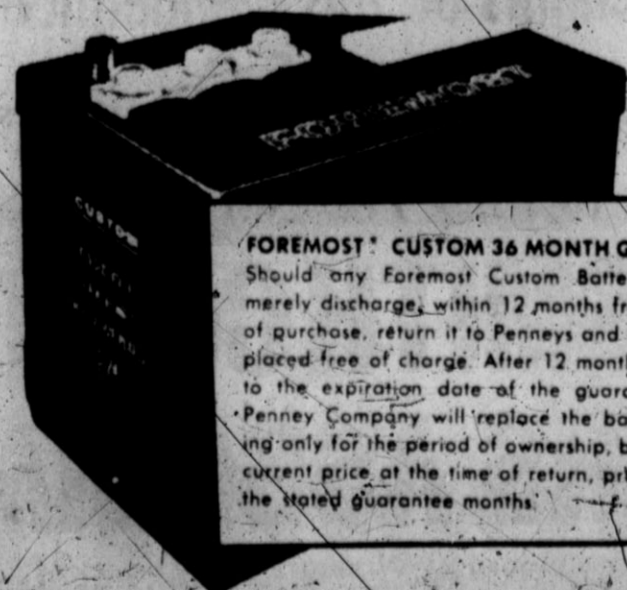
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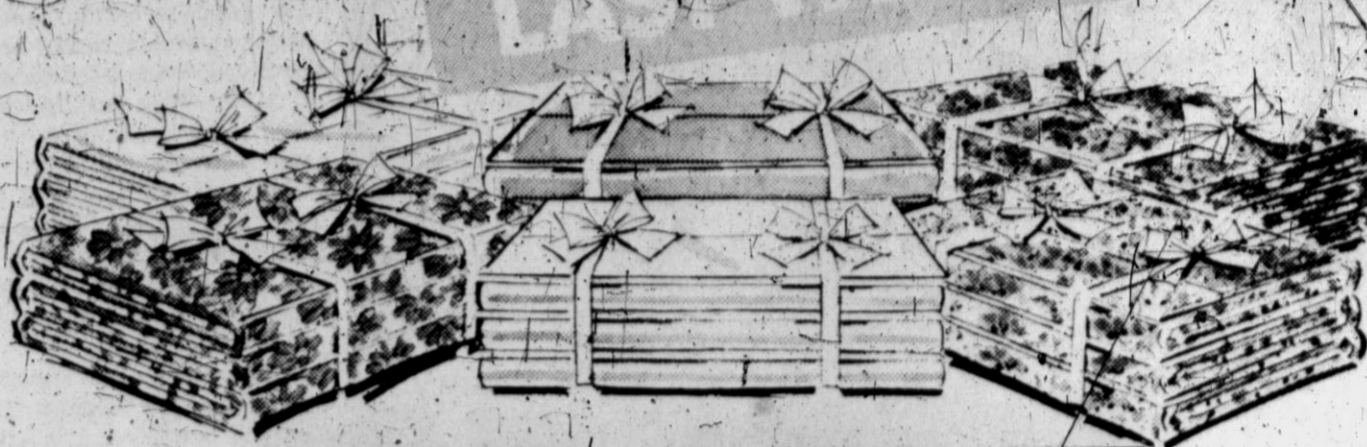
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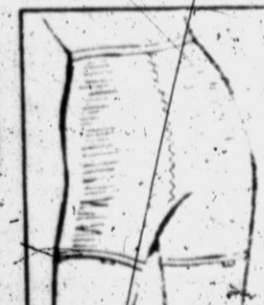
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Gladys' Garden

By Gladys Howton Manjeot

George Herbert, 17th century poet, put in a single sentence something which should be on the lips of every American — "O Lord, Thou has given so much to me, give me one thing more — a grateful Heart."

And now we are in a New Year. Are we truly grateful for all our manifold blessings? For the good earth, which so generously gives to us, all our needs.

One has only to look about to take note of the beauties of nature and how great a part they play in our lives.

The beautiful, wonderful "Parade of Roses." Each entry being undecorated to most of us, yet each has used flowers, parts of blossoms, or other plant material emblems, historical events, stories, characters, products, etc.

Of special note was the blending of colors, done by the use of the very finest bit of a flower. For example one of the entries was predominately glad-ly. The blend was from deep purple to pale pink, and this was done with the parts of the main flower. I probably noticed the one in which the glads were used, because they are my favorite flower. They are also very versatile when it comes to using them for various occasions.

All of this I call attention to, because we just go merrily along our way, often never taking time to say a "Special Thanks" to the Giver of all things, or even taking time to be mindful of how indebted we are for the good earth, and its products.

I seldom make New Year's resolutions, but this year, I did make two, one of which was to do my best to make this world a more beautiful place to live in by sharing talents, and work to produce beauty or cleanliness.

Was delighted and grateful that The President had made two of his top projects air-pollution and anti-litter. Also glad to note that one of our lo-

cal citizens, Mr. Virgil Dodson, had been appointed by Gov. Smith, to serve on the Texas Air-pollution and Anti-litter committee.

Something must be done, and right early, in this direction or U. S. A. will not be known as a great nation. So very, very, much depends on cleanliness.

The other resolution was that I was going to read more, and study harder to improve my mind, and then to use this knowledge in an acceptable way.

Just finished a very lovely book, it was "The Prairie Is My Garden," by Robert F. Karlovitz, and is the story of Harvey Dunn, a noted artist of South Dakota. It is a well written book, and the title and the illustrations, were intriguing. The book was shared with me by Mrs. G. P. Owen Sr., she and I often exchange books, and I am grateful to her for letting me read this one.

I recommend this book to any one who is interested in Art and Nature. If you are a child of the prairie, you will especially enjoy the book. Brought many back memories. So often my mother, sister and I would go out on the prairie and pick the wildflowers, and then use them in the house for decorations. Our table might not have many goodies to eat, but real often we had lovely flowers to grace the table, and as a family we enjoyed them and were thankful for their beauty.

Another book I have found interesting and helpful is, "The Adjustable Diet Cookbook" by Suzy Chapin. This is especially valuable to the person that is interested in keeping tab on their calorie count. It is written in a most interesting manner, and was written by Mrs. Chapin because her mother had been ill, hospitalized, and had to LOSE weight. (You know now why I have been reading and studying it). It is especially offered to benefit the reader and family, and it does just that. All going to make a healthier and hap-

pier participation in dieting. Many catalogues have arrived. I must say that all the lovely things that are offered are real difficult for my resistance. Am working on new things for the garden, and some changes. One of my failings is to over-plant. Am going to try to keep this in mind as I study and plan for gardening.

ITEMS OF INTEREST. Congratulations to the Hereford Chamber of Commerce. This is a very wonderful organization changes have been brought about Hereford, and many throughout its various departments. Many fine citizens have given of their time, talents, and money to make Hereford such a good place to live in. Our hats are off to this progressive organization, and our sincerest thanks extended to Mr. W. T. "Bill" Thompson and his staff for a task well performed.

Mrs. Stan Knox. THANKS! so very much for the lily bulbs. They all are tucked away in the good earth, and I assure you their coming up will be anticipated, and the blossoms eagerly awaited.

Was so good to have Mrs. Joe Lively and her mother, Mrs. Maggie McGee for a visit, (which was far too short). Jo is working in a garden club in Lubbock, and she and her husband Doug Lively, and Diane have gone on some very interesting and thrilling trips. Do COME back soon Jo.

Delighted to have Mrs. David Buchanan, in our city during the Christmas holidays. She and Mr. Buchanan were visiting in the home of their daughter, Mrs. Tom Sawyer, and family. When she comes, we always get caught up on the latest State Garden Club News, and were saddened to learn of the passing of Mr. H. B. Horn, husband of Mrs. Horn, president of The Texas Garden Clubs. Mr. Horn will be greatly missed, as he was a good gardener and so interested in his wife's work. Our sincerest sympathy is extended to Mrs. Horn.

Have started a new Beautification project. Have you noticed it? If so let me know, if not LOOK around, not only for this one which is taking on a new "face," but for other spots



CONGRATULATIONS were in order for this young football player, (Terry Battey) and about ninety others Friday morning as they each received their award for the grid season of 1969. Presenting the letter jacket to Battey is coach Larry Dippel.



IN MEMORY—Lyon Allred, right, of the Hereford noon Lion's Club, presents Waldo Baxter with a \$25 memorial gift for the Deaf Smith County Easter Seal Appeal in memory of Lion Joel Hodges, who was an active member of the club. —Staff Photo

Hereford Residents To Attend Wheat Confab

OKLAHOMA CITY — More than 500 persons representing every major wheat producing state will be on hand for the National Association of Wheat Growers convention in Oklahoma City January 20-21-22, according to E. L. "Shug" Hatcher, Lamar, Colo. It is scheduled in the Skirvin Hotel.

Several persons from Hereford are scheduled to attend the convention.

While an outstanding array of speakers has been arranged, a panel discussion will draw much attention. Members of the Panel will come from Japan, Brazil and India. The countries represented on this panel are major consumers of wheat grown in all areas of the U. S.

Clarence Palmby, assistant secretary of agriculture and a frequent visitor to areas of Oklahoma, is listed as the principal speaker. His address is scheduled for Wednesday evening, January 21.

Prior to the start of the convention proper, NAWAG board members have a session slated for Sunday evening followed by committee work through out Monday.

The largest pre-convention reservation list comes from Ne-

braska with Kansas second and Washington state third.

Of interest to women will be two special events. A tour of interesting places in Oklahoma City, including the state capitol, governor's mansion, Cowboy Hall of Fame, Discoveries, Inc., and Lone Star Brewery. A noon luncheon is planned for the revolving Chandelle club at a tall Founders' Tower building in the northwest part of Oklahoma City. Wheat Queens will give talent performances on Thursday morning and Mrs. America will make a brief talk.

Mrs. America is Mrs. Wayne V. Scott of Haxtin, Colo. Her husband is a successful wheat farmer and he will accompany her to the convention.

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KIWANIS SPEAKERS—Miss Ann Aleman, left, and Mrs. Fred Wagner were guests of the Hereford Kiwanis Club Thursday with Milton "Buff" Morris, director of the Financial Aids Program at West Texas State University and founder of the Opportunity Plan. Miss Aleman is the daughter of Mr. and Mrs. Abel Aleman of Hereford and is a sophomore student at WT on the Opportunity Plan. Mrs. Wagner is a kindergarten teacher at Central Elementary School who received her education through the plan. —Staff Photo

which should have some attention. Hereford is not as free of LITTER as it should be, and there are many things which could be much more attractive. May this be the year when we will show many accomplishments.

HENRY DAVID THOREAU, American naturalist, says, "If you have built castles in the air, your work need not be lost; that is where they should be. NOW put foundations under them." GLAD.

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The Sunday Brand, Hereford, Texas, Sunday, January 11, 1970

Hereford Sharing Large Cut In Telephone Calls

Telephone customers in Hereford are sharing in a \$150 million nationwide reduction in interstate long distance telephone rates which went into effect January 1.

The reduction — biggest in Bell System history — was made at the request of the Federal Communications Commission.

This is the eighth price cut in out-of-state calls in the past 10 years," said Mike Patrick, manager.

These reductions, combined with Commission-prescribed

counting changes," Patrick continued, "will bring to \$1 billion the amount that Bell System customers are saving at today's calling volume. And that savings is during a period when consumer prices have gone up almost 30 per cent."

Patrick said the reductions have been made possible by e-

conomies resulting from technological advancements in equipment that handles long distance calls.

While the new interstate reduction plan will cut charges somewhat for operator-handled and person-to-person calls, major savings will go to customers who dial their own three-

minute station-to-station calls of 197 miles or more across a state line.

Customers who dial their own calls between midnight and 8 a. m. seven days a week will get even bigger savings under a new one-minute rate to be effective during that eight-hour span.

Patrick pointed out that the special "late night rate" should be especially helpful to businesses for data transmissions.

The telephone official also noted that the reduced rate period will be extended from 7 a. m. to 8 a. m. for all calls.

At the same time, however, persons who cannot dial their own long distance calls through the Direct Distance Dialing network will pay the customer-dialed rate so long as the operator only dials the call.

Patrick explained that the higher operator-handled rate will apply when the operator is asked to dial a call the customer could dial himself, and on credit card collect and other normal operator-handled calls.

Patrick said the rate reduction is "another chapter in a story spanning half a century."

coast-to-coast, telephone calling became possible in 1915. Such a call then cost \$20.70.

By 1940, the cost had dropped to \$4. By 1963, such a call placed after 9 p. m. cost only \$1.

Now, between 7 p. m. and 9 a. m., a customer who dials his own call can make a coast-to-coast call for as little as 75 cents. Patrick pointed out that there aren't many things a round today that you can get at 1915 prices. Patrick noted, "much less at less than a nickel on the dollar."

There aren't many things a round today that you can get at

1915 prices. Patrick noted, "much less at less than a nickel on the dollar."

The Hereford Benefit Association is a non-profit local insurance plan organized in 1908 by local citizens. A membership in this association can mean as much as \$1000.00 of life insurance. The average cost is less than \$20.00 annually. Frank Ball is membership chairman. Phone 364-3119. Bruce Rose is secretary. Office at 407 North Main. 364-0285

Along The Frio

By MRS. OWEN ANDREWS Mrs. B. H. Baldwin returned home last week from a Christmas visit with her children. She had been with the Robert Baldwins at San Antonio during Christmas and then at Dallas the last of the week. On Sunday, she went with her children, the Ben Deans to church at Shady Grove Baptist Church, near Dallas, where the younger Dean son, Bobby, conducted the service. Rev. M. B. Baldwin, brother-in-law of Mrs. B. H. Baldwin, is pastor there. The Wesley Earps, of Denton, brought Mrs. Baldwin home on Wednesday.

Mr. and Mrs. Bob Lawrence, and LaNelle and Don, of Rapid City, S. D. visited the Sam O-gans during the holidays. The Lawrences spent the holidays at Plainview and Stephenville with their relatives.

Mr. and Mrs. Andy Axe and Andrea spent Christmas at the home of the Lornie Needham in the Quail community near Wellington. Their daughter and son-in-law, the Tommy Needhams and baby were there, also after having spent part of the holidays here with the Axes.

Visiting the O-gans Friday night were Mr. and Mrs. W. L. Baldree, of Borger. They were members of the Banavista Baptist Church when Rev. O-gan pastored there.

Visiting the Earl Harkins on Friday of last week were the Joe Autrys of Odessa. The Dec Taylors, Richard Prices and Charles Selfs also went to the Harkins home Friday evening for visiting and playing "42."

Mrs. Harlan Barber and Virgil Barber attended funeral services at Idalou for Carl Sorrells on Tuesday. Sorrells, 33, died Sunday in a Lubbock hospital after a brief illness. He was a cousin of the Barbers. The funeral was in the Idalou Baptist Church.

Kay Lynn Ward was in an Amarillo hospital Monday and Tuesday for tests for an infectious ailment. She was able to come home Wednesday, to continue medication at home.

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Crest Toothpaste
family size tube **59¢**

Gibson's Rubbing ALCOHOL
pint bottle **11¢**

CAPRI BATH OIL
1/2 gal jar **77¢**

KLEENEX TOWELS
jumbo roll **24¢**

Men's Full Cut Thermal UNDERWEAR
tumbled dried, Gibsons Price!
\$1.57 ea.
Tops or Bottoms

ALL Home Laundry
20 lb. box **\$3.39**

HI-C DRINKS
orange, grape, or Florida punch
46 oz. can **3 79¢**

CRISCO
pure vegetable oil
24 oz. bottle **49¢**

Comstock sliced pie APPLES
No. 2 can **29¢**

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Gotham Record Player
No. 9500 **\$12.97**
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Quick Release 2 Gun Trail Rack
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13 oz. can assorted colors **53¢**
Gibson's Low Price!

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20 or 30 wt. quart **19¢**

ENTIRE STOCK MASTERCRAFT CLOCKS
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Childhood Diseases Are A Myth Warns Department Of Health

Are the so-called "childhood diseases" limited only to children and do adults have an immunity to them?

Not so, says the Texas State Department of Health.

The childhood diseases are a myth. The fact is that these diseases are so contagious among children that most people have had them by adulthood and thereby have developed immunity. But adults can and do catch them, and when they do they are sometimes much sicker than children.

Two of these so-called childhood diseases—mumps and German measles (rubella)—have special dangers for the adult. Mumps can be damaging to both adult men and women. And German measles, when occurring in the early part of pregnancy, can result in damage to the unborn child. A new vaccine may eventually lead to the eradication of German measles, but there is a danger until all women in the child-bearing years have been immunized against it.

So, if you are exposed to any "childhood" disease and believe you have never had it, ask your doctor what you can do to protect yourself.

It is extremely important that you and your children keep protection against smallpox up to date. True, the absence of smallpox in this country has led to a lack of public concern about this serious disease, and large segments of the adult population are unvaccinated or require boosters. In some parts of the world smallpox continues to be a serious problem. If just one single undetected smallpox case should be introduced into a U.S. community, it could touch off a serious epidemic.

It is true that a baby is protected by his "natural immunity" acquired from his mother? Some of a mother's natural or

acquired immunities, if any, can be passed on to her unborn infant as her blood courses through the placentas that nourishes him, but this inherited immunity remains effective for only a short time.

In the case of whooping cough, a highly contagious disease that is especially dangerous and often fatal for small babies, there is evidence that immunity is only occasionally passed on.

Every parent, advises the State Health Department, should plan an immunization program beginning at six weeks of age against diphtheria, whooping cough, tetanus, poliomyelitis and smallpox. Booster shots to maintain complete protection should follow at prescribed intervals throughout childhood and, in the case of certain diseases, well into adult life.



VOE STUDENT OF THE WEEK—Slected at this week's VOE student of the week is Miss Prissy Crume, 17-year-old daughter of Mr. and Mrs. Vance Crume of 218 Avenue J. Prissy is employed at Big T Pump Co., Inc. under the Vocational Office Education program. She is a senior at Hereford High School and plans to attend college after graduation. Miss Crume is shown above with her supervisor, Mrs. Helen Godwin.—Staff Photo

Wildorado Feed Yard To Begin Receiving Cattle

The relocation of the beef feeding industry into the Plains of Texas has seen many changes. Among these changes were seen over 1,427,000 head of cattle on feed in Texas as of December first. This represents an increase of some 36 per cent.

All progress means expansion and many first in the industry. Thursday will be the date for one more first when the pens of the Wildorado Feed Yards, Inc., with a capacity of 20,000 head will be open to receive cattle.

Wildorado Feed Yards, Inc. will be the first major commercial feed yard in Oldham County. It is located 18 miles west of Amarillo, one-half mile west of Wildorado on Interstate 4, making it a most accessible feeding facility to markets, feed supplies and cattle.

The officers of the corporation are: Dean Bingham, chairman of the board, A. B. Bingham, president, and B. T. Spear, secretary-treasurer.

Adjacent to Wildorado Feed Yards on the west is the Research, Development, and Animal Nutrition facilities of E. S. Erwin and Associates, one of the outstanding feed lot consulting firms in the nation. Consulting for feeding facilities from California to Iowa, the firm will al-

so serve Wildorado Feed Yards, Inc. Dr. Dick Diven of E. S. Erwin will serve as consultant.

Considered to be one of the foremost cattle feeders in the Country is Hank Winters, formerly of Hereford, who will assume the management duties of Wildorado Feed Yard. A graduate of Cal Poly Tech College, majoring in animal husbandry, Winters comes to the Wildorado Feed Yard with 20 years of cattle feeding experience.

Baboons are subject to high blood pressure, heart disease and hardening of the arteries. Male baboons may weigh more than 70 pounds.

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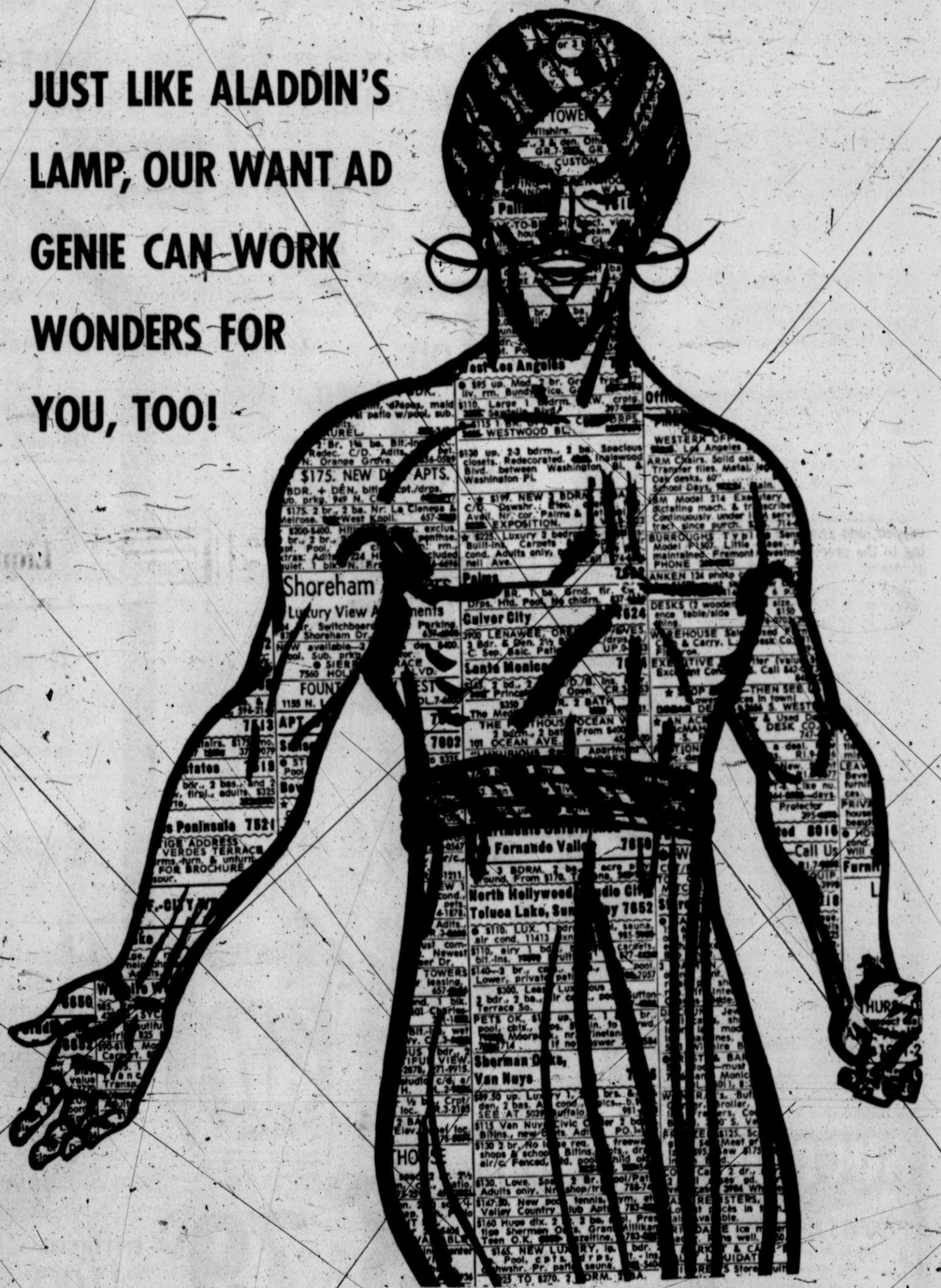
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HEREFORD BRAND

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SUNDAY BRAND

Officers Installed By Wyche H.D. Club

The Wyche Home Demonstration Club met Thursday in the home of Mrs. Leroy Bodkin, outgoing president, who presided at the installation service of the new officers for the coming year.

After new yearbooks were distributed, each officer began her new post immediately following installation. Those elected were Mrs. Wayne Jones, president; Mrs. L. B. Wortham, vice-president; Mrs. Bryon Grover, treasurer; Mrs. Ellwood Skypala, reporter; Mrs. Bodkin, parliamentarian; Mrs. E. C. Hewitt, assistant council delegate; and Mrs. A. E. Hodges as assistant reporter.

Mrs. Ira Ott was appointed as song director and Mrs. G. W. Duncan will serve as pianist. Highlight of the business session was the selection of a nominee for "Woman of the Year" in home demonstration work. Chosen for this honor to represent the club was Mrs. Bodkin, in view of her continuous support and dedication in participating in club work. She also received a gift of appreciation for her efforts during the two year term she served as president.

Presenting the program for the group was Mrs. Argen Draper who offered information regarding federal inspection of meat and the choice of selecting the proper cuts.

She explained the six different grades of meat found in retail stores, saying that usually only four of the six grades are stocked in stores for the housewife to purchase.

She also stressed that any of the four may be satisfactory

North Hereford Club Honors Mrs. Whitehead

Mrs. C. L. Whitehead was named by fellow members of the North Hereford Home Demonstration Club as their candidate for "Woman of the Year" at a meeting held Thursday in the home of Mrs. W. J. Lueb.

Nominees from each of the clubs will be judged by a committee and announced at the annual appreciation luncheon scheduled Feb. 23.

providing they are properly prepared. Tasty dishes were prepared by Mrs. Draper as she gave the lecture and they were served later at refreshment time.

Others attending were Mmes. C. C. Ellis and Charles Packard. Mrs. Jones will host the next meeting at 2:30 p. m. Jan. 15.

In a brief business session, Mrs. Roger Williams was elected as delegate to the district meeting.

Mrs. Roberta Campbell presented a program to the group on the history of hymns and a former member, Mrs. Gaylon Aryan, was welcomed in the club.

Mrs. A. E. Hodges will host the next meeting at 2:30 p. m. Jan. 15.

Other attending were Mmes. Paul Hoff, Viola Williams, R.A. Fullwood, and a guest, Mrs.

Kenneth Haggard. Medieval university rules forbade a student to bring wine into the examination room, or to lie in wait with a dagger for the examiner who failed him.

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OFFICERS INSTALLED — Miss Souad Malouf, shown left, was installed as president to head the Catholic Youth Organization in installation services held Wednesday. To serve with her on the slate for the coming year are, from the left, Benny Kreigshausen, vice-president; Miss Michelle Beckman, secretary; and Miss Georgette Malouf, treasurer. Not shown is Art Reinauer, parliamentarian.

Installation Rites Conducted By CYO

The newly elected officers of the Catholic Youth Organization were installed Wednesday evening during a special Mass at St. Anthony's Church, with Father Michael Graham, moderator, officiating and Sister Catherine Abeyta providing guitar accompaniment for the folk hymns.

Fifty members of the CYO attended the ceremony where each of the outgoing officers presented a symbol of his office to his successor. The new officers are: Souad Malouf, president; Benny Kreigshausen, vice-president; Michelle Beckman, secretary; Georgette Malouf, treasurer; and Art Reinauer, parliamentarian.

Leading the organization for the past year have been: Wendell Albracht, president; Jeff Loerwald, vice president; Cissy Reinauer, secretary; Mary Husmann, treasurer; and Pat Betzen, parliamentarian.

Following the Mass, a business meeting and social hour were held in the school auditorium.

Garden Club Hosted By Mrs. Brown

Mrs. Bruce Brown was hostess for a meeting of the Bud To Blossom Garden Club held Friday morning at her home.

She also presented a program to the group on bottle gardening. Mrs. Brown displayed a large bottle with a small mouth, capped, and prepared it according to the procedures for bottle gardening.

Assisting with the program was Mrs. Robert Ginn who discussed the general procedures on greenhouse gardening.

In a brief business session, it was announced that Jan. 17-21 will be the schedule for club members to serve as hostesses at the Deaf Smith County Museum.

Others attending were Mmes. W. H. Gentry, Wayne Mayfield, Bill Nelson, Ray Polan, Jess Robinson, Billy Wayne Sisson and a guest, Mrs. Bob Cooper.



GOOD FOOD IS MY LINE
By Red Hagan

Freezing is a simple and safe way to preserve meat . . . that is if you follow a few basic rules . . . Select high quality meat, freezing will not improve poor meat . . . Buy your favorite cuts when on special and cut in amounts to suit the size of your family. Buy large roast and cut into smaller sizes . . . Remember, always remove the butcher paper, any moisture absorbing labels or backing. Trim off excess fat and remove bones if desired. Use good wrap material that is moisture proof. Mark packages with contents, size or servings and date. Thaw meat by the slower refrigerator method and you will have more flavor and more moisture. Never refreeze.

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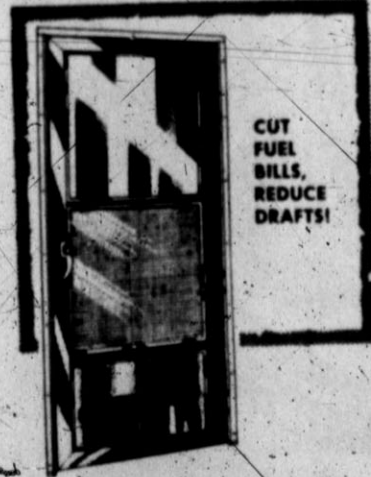
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By MELVIN YOUNG

The Southwest Directory Service, an Amarillo firm, has recently published a paper back director of cattle feedlots and grain dealers of Texas, Oklahoma, New Mexico, Colorado, Arizona, California, Iowa, Nebraska and Kansas. The publication appears to be up-to-date.

We have these directories on sale at The Brand in the event you can use one in your business.

The winter weather is still with us. And at this writing, we have heard forecasts of even more cold and possibly more snow, so it may be another week or so before warm weather reappears. It is, by the way, rather unusual for the weather to stay so cold and blustery for this length of time in the Texas Panhandle. We're saying this for the benefit of the newcomers of course, because those of you who have been here for many years have experienced about every kind of weather there is. We've had rough winters before and we've had the balmy kind, and more of the latter. We've had cold weather right up to June as well as some of the hottest summers on record, early freezes, late freezes and almost everything else except no freezes and we've had a few summers that the temperature seldom, if ever, reached the 100 degree mark. We've had blowing dirt in the spring and blowing dirt in the fall and scorching winds in the summer. You name it, it's been through the Panhandle at one time or the other.

But the norm in this area, if there is such a thing, is pretty weather right up to Christmas time, perhaps a little snow and cold in January and February, with another cold spell around Easter Sunday, (regardless of the date it falls), and beautiful weather again, right on through the summer. Our summers tend to be hot in the daytime, cooling at night for the most pleasant sleeping you've ever experienced.

Like we said before, beautiful, balmy weather is the normal thing in this part of the country... but then, not guaranteed.

So just pull up the collar on your overcoat and make the best of it. After all, think how much the people are enjoying the nice ski conditions on the mountain slopes of Colorado and New Mexico. You can't have that without snow.

By the way, some of the more avid local golfers like Pick Harman and Max Leon have been mauling about the weather, but they'll have an opportunity to catch up after the cold moves out.

The snow created other problems, too. City Manager Dudley Payne tells us that while scraping snow off the streets next one of the schools last week, the maintainer slipped, the blade caught the curb, and instead of breaking the blade or the turn-table, it snapped the support beam on the machine, breaking it in half. That's the first time we've ever heard of a maintainer being broken in half, but apparently it can happen. Payne estimated cost of repair at about \$2000. And that doesn't help a budget that's already tight.

We will have at least one contested race in the upcoming Democratic primary. Glenn Nelson and Bill Rowland have both announced intentions to run for the post of Justice of Peace, and have filed with the Democratic Executive Committee. Rowland is now serving as JP, having been appointed to fill out the unexpired term of the late Ernest Wade. He is seeking election to his first full term of office. Nelson, a long time resident of Hereford, is now employed at Boyd Machine and Supply.

No doubt the 1970 Deaf Smith County Chamber of Commerce Banquet will go down as one of the best. The Chamber office reported a last minute rush for tickets which brought about a complete sell-out. Which, again, is rather unusual due to the weather. But that's Hereford. The people here always turn out for the annual affair, and 1970 was no exception.

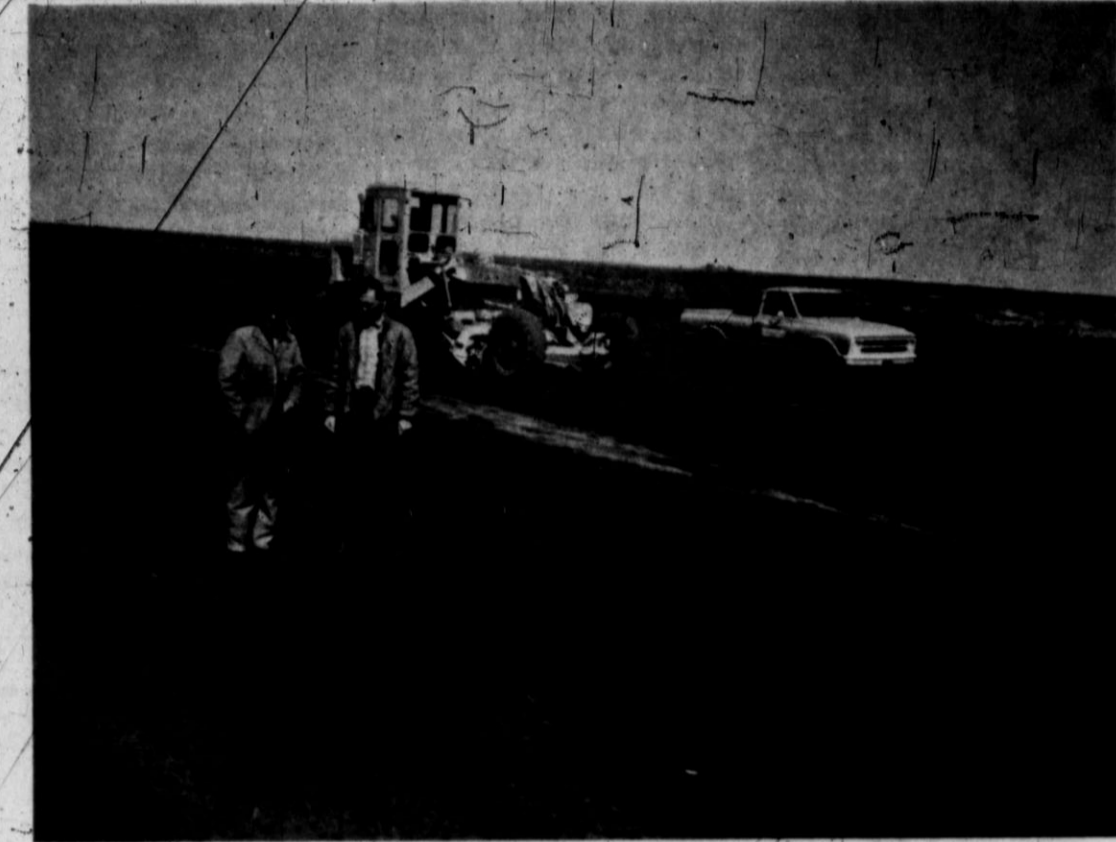
It just could be that the newly organized (about 18 months old) women's division of the Chamber is having a lot to do with the attendance. Get the women interested and you're bound to have a record attendance.

The speaker, Dr. Charles Jarvis, has been on the banquet circuit for quite some time now, and this is his second appearance in Hereford. Dr. Jarvis spoke to the Texas-New

Mexico Beet Growers Association last year and was well received here.

Our congratulations to both Earnest Langley, Man of the Year and to Henry Sears, Man of the Decade. We can think of no one who has done more for the community than has Mr. Sears. A well deserved honor.

Earnest has also been active in community affairs for many years and has been a real booster of the area.



WATERWAY DISCUSSION— Ronald Matthews, left, and Arnold King, of most conservation plans on Deaf Smith County farms, with the SCS, are shown discussing waterway specifications. King says

Zetzsche Is Applying Conservation On Farm

Robert Zetzsche has recently started applying a conservation plan on his farm located approximately twenty miles west of Hereford. A grassed waterway is now under construction which will carry floodwater off of the farm at a non-erosive velocity. SCS technicians are assisting Zetzsche with the planning and engineering work and he is using cost-share assistance through the Great Plains Conservation Program. After construction is complete the waterway will be established to Western wheatgrass which is drought hearty and provides excellent protection from erosion. During years past floodwater has been running across the farm and severe gully erosion has occurred. In addition to the waterway, other conservation work is planned. A diversion terrace will be constructed on the upper end of the farm to divert runoff water to the grassed waterway. A parallel terrace system will then be installed to aid in moisture conservation and finish the job of erosion control.

Muenster Rites For Brother Of F. Walterscheid

Funeral services for Al Walterscheid of Muenster, brother of Frank Walterscheid, Hereford, were held Saturday morning in Sacred Heart Catholic Church, Muenster.

Walterscheid, 68, who died suddenly Thursday morning, visited Hereford recently during pheasant hunting season.

Survivors include his wife, Katy, sons Willie and Carl, of Muenster and three daughters, Mrs. Donald Endres and Mrs. Ed Schneider, both of Muenster, and Mrs. Walter Acker, Bartlesville, Okla.

Hereford relatives attending the funeral were: Mr. and Mrs. Frank Walterscheid, Mr. and Mrs. Kenneth Walterscheid, Mr. and Mrs. Leonard Walterscheid, Mr. and Mrs. Larry Walterscheid, Vincent Walterscheid and Andy Shuval.

Shower Honors Jane Messick

The home of Mrs. R. G. Peeler, 123 N. Texas, was the setting Friday afternoon for the elegantly planned bridal shower honoring Miss Jane Messick of

El Paso, a former Hereford resident.

The bride-elect, whose marriage to Warren David Mueller, Lieutenant, United States Army, is planned Jan. 24 in Plainview lived in Hereford with her family for many years before moving to El Paso about three years ago. She is a graduate of Hereford High School.

Co-hostesses for the occasion

were Misses O. G. Hill Jr., J.R. Allison, H. C. Williams, M. W. Nobles, W. B. Owen, Earl Huckabee, Ted Panciera, Dale Tinnin, G. S. Solomon and Mrs. Peeler.

Guests were greeted by Mrs. Peeler and received by Miss Messick, her mother, Mrs. W. J. Messick of El Paso and her grandmother, Mrs. W. H. Messick of Plainview.

Guests were registered by an aunt of the honoree, Mrs. Blanche White of Plainview.

White embroidered organdy

with a pink underlay draped the prettily appointed service table which held an arrangement of pink carnations and white spider chrysanthemums with a darker shade of pink tapers in a silver epergne. Mrs. Gerald Leatherman presided at the table.

For the afternoon, the honoree wore a white A-line wool trousseau frock complimented with gold button trim and a long gold chain. The corsage presented to her by the hostesses, was of pink carnations.

Look Who's New

Mr. and Mrs. Armado Guzman, Jr. are the parents of a son born January 9. He weighed 6 lbs. 15 1/2 oz.

Mr. and Mrs. Martin Olivo are the parents of a son born January 9. He weighed 7 lbs. 1 oz.

Mr. and Mrs. Clifton Zweigler are the parents of a daughter, Jill Lanell, born January 7. She weighed 6 lbs. 10 oz.

Mr. and Mrs. Carlos Gonzales are the parents of a daughter, Carla Claudette, born January 6. She weighed 7 lbs. 2 oz.

Mr. and Mrs. Fidel Guzman are the parents of a son, Gilbert, born January 6. He weighed 5 lbs. 15 oz.

Mr. and Mrs. Martin Rendon are the parents of a daughter, Emma, born January 4. She weighed 8 lbs. 2 1/2 oz.

Mr. and Mrs. Raymond Wiley are the parents of a daughter, Lori Leann, born January 4. She weighed 6 lbs. 10 oz.

Mr. and Mrs. Juan Contreras, Jr. are the parents of a daughter, Patricia, born January 3. She weighed 5 lbs. 3 oz.

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Grace Rincon, 211 Hereford Street; Deborah Thomas, 300 Grand; Marta Sifuentes, General Del; Mrs. Gertrude Probasco, 231 Avenue D; Mrs. Ross Cooley, 301 Stadium; Mrs. Thomas Howard, Friona.
Mrs. Mollie Achgill, 100 Westhaven; Mrs. Bessie Flowers, 501 4th; Mrs. Frank Cogdell, 915 Park; Mrs. Cornelius Sullivan, Bovina; Mrs. Troy Moore, 212 Texas; Mrs. Ira Scott, 102 Elm; Willie Upton, Box 1044; Ross Latham, 107 Star; Edwin Avey, 125 Star.
Mrs. John Sowell, Box 110; John Paetzold, Route 3; Mrs. Fred Annen, Dimmitt; Mrs. Amado Guzman, Jr., 431 Barrett; Mrs. Martin Olivo, Box 1802;



ICT STUDENT OF THE WEEK— John Cantu, 18-year-old son of Mr. and Mrs. Emilio Cantu, is this week's ICT student of the week. Cantu, a senior at Hereford High School, is employed at Vernon Lewis Enco under the Industrial Cooperative Training program, and hopes to be an artist someday. He is shown above with his employer, Vernon Lewis. —Staff Photo

Mrs. Clifton Zwiacher, 305 Godwin, Danny Blackwell, Mrs. Lawton; Mrs. Reymundo Barreiros, 701 Knight; Mrs. Adalberto Rodriguez, 439 Avenue F; Mrs. Gwenn Davis, Ernesto Tijerina, Mrs. Anna Betzen 1-9; Mrs. Raymond Wiley, Gary



LION'S HEAR OPPORTUNITY PLAN— Milton "Buff" Morris, executive vice-president of the Opportunity Plan and director of Financial Aid Program at WT, was Hereford Lion's Club Speaker Wednesday with two students who have been helped by the plan. Miss Ann Homer, center, has completed her schooling with aid

from the plan and is teaching first grade children at Central Elementary School. Miss Paula Jackson, a WT freshman from Wolfforth, Tex., told how the plan has enabled her to attend school. She is helping with the expense by working in Mr. Morris' office. —Staff Photo

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Men's Wool Shirt Long Sleeve Reg. \$6.00 Now \$2.99	Boy's Dress Slacks Now Only \$2.99 Reg. \$4.99	All Women's HATS Reduced 1/2 Price	Girl's SHOES Now Toddler Size, 4 to 8 1/2 Girl's sizes 10 to 4 Values to \$7.99 \$3.66
Men's Flannel P.J.'s Reg. \$3.99 Now Only \$2.00	Men's SWEATERS Now Only \$5.00 Values \$9.99	Boy's and Girl's Flannel P.J.'s Values to 2.99 Now Only \$1.59 or 2 for \$3	Women's Dress Shoes High Heel Reg. \$12.99 Now \$4.99
Men's Long Sleeve Sport Shirts Reg. \$3.99 Now Only \$2.00	Men's Western Shirts odd sizes Reg. \$5.99 Now \$2.99	Infant P.J. 2-Piece Sleepers No Skid Feet Reg. \$1.99 Sizes 0 to 4 Now \$1.00	All Women's WIGS Reg. \$25.00 Reduced to \$19.00
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Full Fashion Men's Knit Shirts short sleeve 5.00 value sizes S-M-L-XL Now Only \$2.00	Men's SHOE SALE Broken sizes 7-12 Values to \$14.90 Now \$5.00	Second Group Fine Fabrics Values to 59c yd. Now 4 yds. \$1	Women's Full Length Gown or P.J.'s Reg. 2.49 Now At \$1.66 or 2 for \$3

Five Honored At Pioneer Dinner

AMARILLO. Five Hereford residents were honored Friday night at Pioneer Natural Gas Company's annual service award dinner at the Amarillo Country Club. Over fifty employees, and their spouses attended the dinner which was one in a series of three such affairs being held by the Company in different cities in its service area. This

year 147 employees, representing 1,905 years of service to Pioneer, are being honored. Freddie L. Batterman was presented a service award recognizing his 15 years of service to the Company; Billy D. Carathers, Delton R. Cochran and Ted H. Walling each received 10-year service awards; and Sidney A. Killough was presented a five-year award. The awards were presented by Burton P. Smith, president of Pioneer Natural Gas Company. Smith also delivered an informal talk at the affair.

In connection with the award presentations, Smith said, "It has often been stated that 'people make progress.' This is especially true of the fine group of employees who continue to make daily contributions to the growth and success of Pioneer and its subsidiaries. The outstanding loyalty of all Company employees is being saluted here tonight as we present these individual service awards. Pioneer's development will continue to be tied to our excellent personnel, and as we go forward with our diversification plans, so successfully started this past year, every employee will have additional opportunities to make significant contributions to the future of our Company. On behalf of Pioneer's Board of directors and management committee, I extend my sincere thanks to the entire Pioneer family."

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'67 Volkwagon 2-dr. w. radio and backup lights, economy at its best.
'68 Chev. Impala 2-dr. ht. V-8 w/air and power, beautiful green metallic finish 4,000 mile - 90 day warranty.

Elin Anderson Is Mon Amis Club Speaker

Miss Elin Anderson, American Field Service exchange student from Norway, was the guest speaker for members of Mon Amis Study Club at a meeting held Thursday morning in the Community Room of the First National Bank. Hostesses for the meeting were Mrs. E. J. Thomason and Mrs. Jack White. Miss Anderson explained the customs of her country and the educational fields, followed by a round-table discussion. Members made plans for a salad luncheon at their next regular meeting scheduled Feb. 12 at the Easter Community Building. Hostesses for the luncheon will be Mrs. Jackie Edwards and Mrs. J. D. Greeson. Others attending were Mmes. Jack White, D. C. Roots, Roy Bodkin and A. A. Lida. The first potato crop in the United States was planted in New Hampshire in 1719.

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Tulia To Be First District Foe Of Cagers

An atmosphere of calmness was sweeping through the halls of Hereford High Saturday morning and in the office of coach Ron Mayberry there was one of contemplation.

After an outstanding performance by his cagers the night before with a victorious finale of 62-38 over Levelland, the head coach is seeing vivid signs of progress and promise.

Though ending the non-conference season with a record of six wins and eleven losses, Mayberry outlined the position of his team from the viewpoint of their last games this way: "Now we're coming on. And if we keep coming I think we'll be able to compete with about anyone in the district."

The basic reason he feels his team is "coming on" is they have won five of their last eight games. In conjunction with this is the fact that it has been over a month since the Whitefaces have been downed by over ten points.

An abundant supply of support is a vital ingredient in Mayberry's mind for keeping up the winning spirit of his team. He said the crowd attending the Hereford-Levelland game was one of the biggest of the season, which is a somewhat unexpected surprise considering the Chamber of Commerce Banquet was the same evening.

"We also had a good size crowd when we played in Clovis. We played a good game over there, even though losing and it impressed the fans enough that they returned Friday night. Another big asset is the pep squad which had been cheering for us at some of our games."

As district competition gets under way here Tuesday night against the Tulia Hornets, the pep squad will be on hand again for support. They are scheduled to attend all district games except for some of the out of town contests.

In relation to the Levelland game Mayberry was all compliments. "The whole story could just about center around the great defense played by Dennis Hicks and Percy Mays. This was what held Levelland to 38 points, Santry Rush and Mike Wartes kept us in the game offensively with fifteen points each."

Hereford has the third best record in comparison with the other five teams in the district. Dumas and Canyon, favorites chosen earlier to battle it out for top honors are posting the best records. Canyon has won twelve and lost six while Dumas has taken eight and have dropped six.

Muleshoe, Tulia, Perryton and Hereford are all supporting a losing records for non-conference play. But Mayberry feels that in non-conference warfare a few things have to be taken into consideration.

"Canyon and Dumas are of course supporting the best showing but they haven't really played the size schools and top rated teams we have. For instance we started off with Amarillo High and then Tascosa. Later on we played Midland-Lee which are right now leading their division."

"Between Canyon and Dumas,



BULLS EYE—Whiteface Cager Santry Rush watches with hope to see if his free throw hit the mark in Friday night's contest between Hereford and Levelland. Hereford won the game 62-38 with Rush scoring fifteen points.

Canyon is probably the better team. They beat Perryton last night 68-52 but they're playing about the same level ball they were four weeks ago. Right now they are on the verge of really coming on or going down hill. It just depends if they get beat or not and how soon."

An important factor for the Whitefaces when they enter district will be the services of all-district contender Marsh Pitman. Pitman has been absent from the team the last couple of weeks due to a sprained ankle.

According to Mayberry Pitman was retaining his agility and form again from last year when he received the injury. "We hope he can recover well and come on strong in district. If he does well he will have a well rounded team and can compete with just about anybody in the district."

Saturday morning for Mayberry was also a time for an inventory of his teams statistics so far this season. The figured results were the following:

In total rebounds Percy Mays had 172, Hicks 139; Pitman-118, John Sparks, 109, and Rush-106. Mike Wartes leads in the scoring department popping the net for 174 points. Right behind are Pitman with 153, and Rush with 123. Wartes has competed in seventeen games while Rush and Pitman have contested in thirteen.

In the last ten games Hereford has averaged 60.4 points a game allowing opponents an average of 54.1.

Wartes and Pitman are also on top in percentage from the free throw line. Wartes has hit 54 of 79 for 65 percent while Pitman has scored 38 of 59 for 64 percent.

Field goal percentage reveals three other Whitefaces in the lead. Mays has shot a 41.5 percentage while Hicks and Sparks yield 40.8 and 40.7 percentages.

Assists on offensive plays slates Wartes clearly in the spotlight. He has made 53. Gary Lemons and Danny Charest hold the second and third ranks with nineteen and eighteen.

Statistics show Rush and Wartes on top again as far as defensive steals. Rush has swiped the roundball 79 times while Wartes has managed 62.

Time for the upcoming Tulia-Hereford game has been set at 6:15 p. m. for the Junior Varsity with the Varsity battle to follow. Both will be played in the La Plata Junior High gymnasium.

Toastmasters Enjoy First Meet Of 1970

Twenty-three members and wives of Toastmasters, along with several guests, enjoyed the Toastmaster Club's first meeting of 1970 Thursday evening at the Chaparral Restaurant.

Governor Harry Bramblett of Amarillo installed the newly elected officers and the ladies

Larry Stoerner Receives Trophy

Larry Stoerner, son of Mr. and Mrs. Hubert Stoerner of 1400 East 1st Street in Hereford, was recently awarded the Air Force ROTC Outstanding Commander's Trophy for the fall semester at the AEROTC awards ceremony held at Texas Tech University.

Stoerner was also initiated into the Arnold Air Society in a ceremony held at Reese Air Force Base in November.

The Arnold Air Society is an honorary professional service organization for future Air Force Officers.



LARRY STOERNER

Decorating Club Meet Friday

Members of the Sweet and Fancy Decorating Club voted to send the club's name and other information to the "Mail Box News", a magazine published each month, at the regular meeting held Friday morning at the Community Center.

During the business session the group practiced groups of flower arrangements.

Welcomed to the club as new members were Mrs. L.C. Roots and Mrs. Janice Shaffer.

Others present were Mmes. M. D. Henson, Lloyd Smith, Lynn Pittard, Jay Kerr, J. A. Crofford, Leroy Edwards, and Richard Sims.



SAMMIE "SWEET SAM" SMITH will be just one of the highlights of the Harlem Stars who will do battle on the basketball court of La Plata Junior High gymnasium on January 19. The Stars' opposition will include male faculty members of Hereford High.

participated in "Table Topics" with Mrs. Argen Draper being declared best speaker.

Toastmaster of the evening was Connie Goeringer.

Guests included Raymond Andrade, Mr. and Mrs. Milton Durham, Harry Bramblett, and Beverly Laham.

FOOD PRODUCTION

NEW DELHI—India's annual production of food grains is expected to reach 129 million tons a year in the next three years according to B. R. Patel, India's agriculture secretary. Last year 98 million tons were produced. The increase is expected to be brought about by improved farming methods and fertilizers, he said.

Willier Given Bronze Star

Master Sergeant Glen D. Willier, son of Mr. and Mrs. Ben Conklin, 335 Ave. K, has been presented the coveted Bronze Star for actions displayed "against hostile force in the Republic of Vietnam" during the past year.

Willier, who has served 23 years in the United States Army, spent six years in Germany, one year in Korea, one year in Turkey and a year in Vietnam. He and his wife Vir-

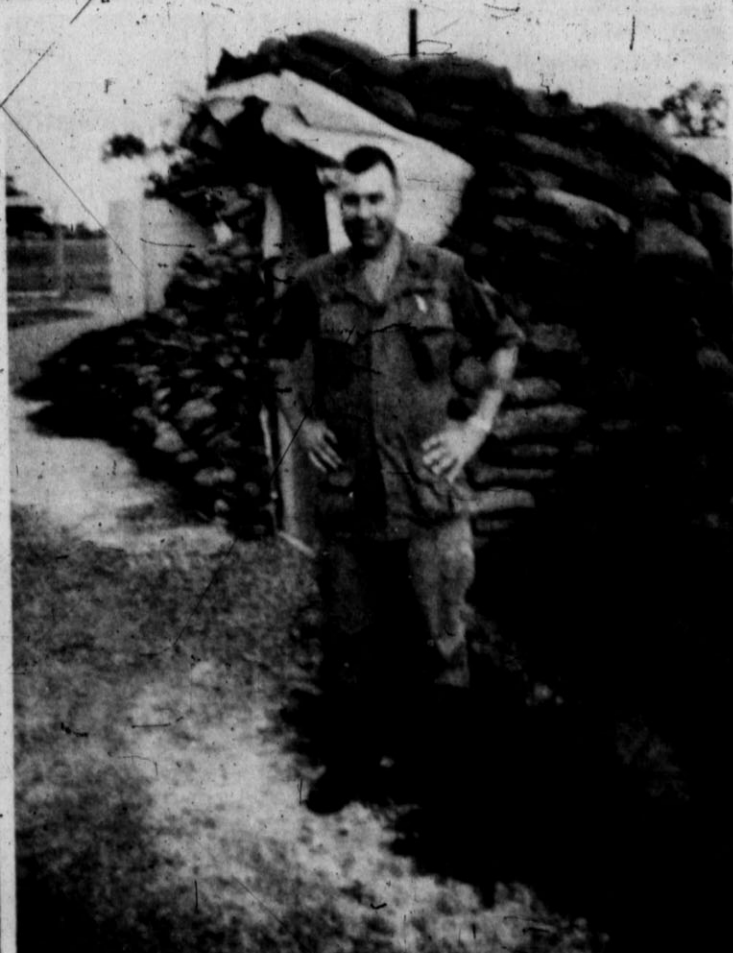
ginia and five children are now in Fort Riley, Kansas where he is stationed.

He attended Hereford schools for two years before moving.

The citation, by of the President, reads:

"The Bronze Star Medal is presented to Master Sergeant Glen D. Willier, 455-44-5623, United States Army who distinguished himself, by outstanding meritorious service in connection with military operations against a hostile force in the Republic of Vietnam. During the period October 1968 to September 1969 he consistently manifested exemplary professionalism and initiative in obtaining outstanding results. His rapid

assessment and solution of numerous problems inherent in a combat environment greatly enhanced the allied effectiveness against a determined and aggressive enemy. Despite many adversities, he invariably performed his duties in a resolute and efficient manner. Energetically applying his sound judgment and extensive knowledge, he has contributed materially to the successful accomplishment of the United States mission in the Republic of Vietnam. His loyalty, diligence and devotion to duty were in keeping with the highest traditions of the military service and reflect great credit upon himself and the United States Army."



BRONZE STAR RECIPIENT — Master Sergeant Glen Willier, shown above, was presented the Bronze Star recently for action against hostile enemy actions in the Republic of Vietnam. He is the son of Mr. and Mrs. Ben Conklin, 335 Ave. K.

Julian, Calif. celebrates Mother's Day for 16 straight days by sponsoring a Wild Flower Festival.

Eels are the only fish that live their adult life in fresh water and go back to the sea to spawn.

HOT SPUDNUTS
6:30 each morning

ORDER NOW!

SEED CERTIFIED

POTATOES

FROM NORTH DAKOTA

NORTH DAKOTA STATE SEED
University Station, Fargo, North Dakota 58102

SUPPORTING YOUR TOWN



"No business man in any town should allow a newspaper published in his town to go without his name and business being mentioned somewhere in its columns. This does not mean you should have a whole, half or even a quarter page ad in each issue of the paper, but your name and business should be mentioned, if you do not use more than a two-line space.

A stranger picking up a newspaper should be able to tell what business is represented in a town by looking at the paper. This is the best possible town advertising. The man who does not advertise his business does an injustice to himself and the town. The man who insists on sharing the business that comes to town, but refuses to advertise his own, is not a valuable addition to any town. The life of a town depends on the live, wide-awake and liberal advertising business man."

P. S. How many new residents and out of town shoppers saw your name and business today; this week?

REPRINTED FROM THE BANKERS MAGAZINE

HEREFORD BRAND and the SUNDAY BRAND

AUCTION

7:30 P.M. MONDAY EVENING — 1 Mile South on 385

LUMBER

New 2 x 4's — Random Lengths
New 2 x 6's — Random Lengths
New 1 x 10's — Random Lengths
28,000 Ft. will be sold by the Foot — No Limit

FURNITURE

New & Used Bedroom Suites
New & Used Dinette Suites
New & Used Living Room Suites
New & Used Box Springs & Mattresses
Small House hold Appliances
Washers & Dryers — Refrigerators
New Carpet Sold by the yard . . .

KNOWLES AUCTION
364-4630 1 Mile South on 385 • Hereford

how much money do you need?

We can put cash in your pocket for practically any good reason—car, old debts, appliances. The loan payments include interest figured only on the unpaid balance. No extra charge for the life insurance on eligible loans.

Come in even if you already have a loan.

Hereford Texas Federal Credit Union
Milt Durham, Manager
339 Schley • Hereford, Texas • 364-1888

STORE HOURS
8:30 to 6
Quantity Rights Reserved

VISIT OUR DISCOUNT
PHARMACY TODAY!



GERITOL iron tonic 74oz 125 value 71c save 54c	BROMO SELTZER 4 3/8 oz 110 value 67c save 52c
PERSONNA 5 stainless double edge blades 79c value 51c save 28c	Vitalis LIQUID HAIR GROOM 15 oz barber size 100 value 127 save 62c
HAIR SPRAY reg or extra hold 6.4oz / 100 value 88c save 62c	PHILLIPS MILK OF MAGNESIA 12 oz / 89c value 58c save 31c
shampoo 200 value 133 save 67c	mouth wash 14 oz / 100 value 68c save 51c
SUAVE cream shampoo 16 oz / 99c value 63c save 36c	Johnson's baby powder 9oz / 85c value 51c save 34c
POLIDENT ACTIVE OXYGEN 92c value 58c save 34c	7 stainless injector blades 98c value 61c save 37c
RAY-O-VAC sportsman flashlight with batteries 230 value 139 save 99c	WESTCLOX all-temp thermometer 420 value 229 save 200
OLD SPICE shave cream 11 oz 125 value 77c save 48c	SUGRETS cough control lozenges 98c value 58c save 40c
HLH RUBBING ALCOHOL pint 25c value 12c save 13c	SQUIBBS mineral oil 16 oz 89c value 51c save 38c
CAMPFIRE MARSHMALLOWS 35c value 18c save 17c	



Linda Vermillion Pharmacist
100 HPV
Chewable VITAMIN C Lime or Orange Flavored Reg. \$1.59
Scottie Pharmacy Price 88c

Linda Castaneda Assistant Red Arrow
RUBBING ALCOHOL Ethyl Alcohol Pint Size Reg. 59c
Scottie Pharmacy Price 29c

Born in McLean in 1931, Rev. Gray attended and graduated from Denton before going on to North Texas State University where he received his B. S. in Education, majoring in psychology, speech, and sociology in 1951.

Rev. Gray also attended Perkins School of Theology, SMU, receiving a Bachelor of Divinity

315 N. Main Phone 364-5400 Emergencies 364-4109

Evangelist To Present Week's Revival Here

The Rev. Jack Allison Gray, North Texas Conference Evangelist, will present a week-long revival at the Wesley Methodist Church beginning today and lasting through Jan. 18.

Services will be at 10 a. m. and 7:30 p. m. each day.

The Rev. Woodrow Williams, Oklahoma, Lanes, will be song leader for the group.

He has spent 17 years in the pastoral ministry. In 1951 he was with the Era-Spring Creek churches near Gainesville and in 1951-52 he was Associate Pastor, First Methodist Church, Grand Prairie. He served as pastor, in 1952-53, at the DeSoto Methodist Church before going to the First Methodist Church, Lubbock, as Minister to Youth.

He was at the Lubbock church until 1957 when he went as pastor of the First Methodist Church, Farmersville, and then in 1960 he started as pastor at the Trinity Methodist Church in Denison. From 1963 until 1968 he was pastor of the Cockrell Hill Methodist Church in Dallas,

Page Eleven

then he was appointed by Bishop W. Kenneth Pope as North Texas Conference Evangelist. He has been District Secretary of Evangelism in the North Texas Conference, and is on the Conference Board of Evangelism.

Bro. Jack is married to Revis Jordan who is a member of the First Methodist Church of Lubbock. They now have three children, Jordan, Allison and Christy.

The public is invited to attend the revival.

THEFTS TUMBLE MANCHESTER, England — Thefts from parked automobiles have dropped by 90 per cent in two months in this city centre following the introduction of rooftop lookouts by the police.

Using two-way radios, they can tip off ground-based bobbies when they spot something suspicious.

PRICES GOOD THRU WEDNESDAY, JANUARY 14th in Hereford

RED CARPET FOOD VALUES

Store Hours
Mon.-Sat. 8-8
Sun. 10-8

STEAK SALE T-BONE STEAK

U.S.D.A. CHOICE BEEF
CLUB OR SIRLOIN **98c**



ROUND STEAK 95c
CUBE STEAK 98c
GROUND CHUCK 69c
ALL MEAT FRANKS 69c

SAUSAGE 69c
SAUSAGE 39c

TOMATO SAUCE PILLSBURY FLOUR SPICED PEACHES

MOUNTAIN PASS can **9c**
5 lb. bag **49c**
HUNT'S No. 212 can **29c**

LIT Home Permanent suggested retail 1.69 99c	HOLLY SUGAR 10 lb. bag 97c	Wagner Fruit Drinks quart bottle 25c	Hunt's Manwich Sandwich Sauce 303 can 29c	Kim 10 ROLL Toilet Tissue 10 roll pkg. 69c
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ANACIN TABLETS 100 count bottle 99c	Gain DETERGENT King Size Box \$1.09	Kim DOG FOOD 1 lb. can 8c	Kimbell TOMATO JUICE 46 oz. can 29c
--	--	--	--

POTATOES 20 lb. bag **97c**

ORANGES 5 lb. bag **39c**

APPLES 5 lb. bag **39c**

CELERY HEARTS cello bag **39c**

New Foodway Delicatessen Hours
MONDAY THRU SATURDAY 9 A.M. to 5:30 P.M.
SUNDAY 10:00 A.M. TO 4:00 P.M.

Delicious

HAMBURGERS ea. **19c**

FRYERS each **98c**

BROWN BEANS pint **19c**

POTATO SALAD pint **49c**

We Are Open SUNDAYS 10 A.M. to 8 P.M.

FOODWAY

FIRST IN HEREFORD WITH LOW, LOW FOOD PRICES!

H.D. CHATTER
New Appliances
Now Appearing



By Mrs. Argen Draper
Home Demonstration Agent

Many new and pretty grooming appliances have made appearances since Christmas. Personal care and grooming appliances are the fastest growing segment of the housewares appliance industry. Selections which 10 years ago was limited to shavers, sun and heat lamps, piston-type hair dryers, heating pads, massagers and a few curling irons, has tripled. Products on the market today include manicure sets, lighted make-up mirrors, electric rollers, facial saunas, electric toothbrushes, oral irrigators, automatic clothes brushes, a touch-up pressing device and many others.

When purchasing these appliances, understand what they will do and will not do. Beauty aids can produce harmful effects if incorrectly used. To get the best results from appliances, follow his list of do's and don'ts.

1. Do follow instructions carefully.
2. Do maintain good health habits for best results.
3. Do learn about allied products which are used with the product.
4. Do instruct children on the proper use and care of the electric toothbrush and other appliances they may use.

Try these precautions:

1. Don't yank on the cord to disconnect. Grip the plug instead.
2. Don't leave rollers on other appliances on all day.
3. Don't leave power handle of toothbrush lying in a puddle of water on the bathroom vanity.
4. Don't store cord with knots or kinks.

Colors pay tricks on the eye. If you paint the woodwork the same light color of the walls, a room seems larger. Do you want a large room to be more intimate? Use deep, warm colors. Is the ceiling too low?

Paint it a pale tint of the wall color. For a too high ceiling, use a darker color than the walls.

Termites have expensive diets. They eat wood and other materials such as plaster, cement wall boards, books, leather, plastic and rubber insulation. To check your house for these destructive insects here are some suggestions. Inspect in inside of the foundation wall and each supporting pier.

Look for small tunnels about the size of a kitchen match stem, which the termites have built from the ground level up the inside of the foundation wall.

Pay particular attention to concrete porches, garages, patios, steps, and any wooden sills or beams in contact with the ground. These are ideal places for termites.

Use an ice pick or screwdriver to test the soundness of the wood. These tools can be forced easily through wood damaged by termites.

A flashlight or an electric bulb in a cage with 100 foot extension cord will provide adequate light for the inspection.

The 1969 Yearbook of Agriculture now is available.

"Food for Us All" tells the story of food - from field to table, from producer to consumer - and the ways to choose and use food for good nutrition and pleasure.

The U. S. Department of Agriculture has published a yearbook for more than 100 years. This addition contains something for everyone.

Sections in the 400 page book are Food From Farm to You, Buying and Cooking Food and Food and Your Life.

Topics include how to avoid confusion in fats and oils buying and use, the pedigreed pickle, overweight and what it takes to say trim and easy home entertainment.

Copies may be purchased from the Government Printing Office, Washington, D. C. 20402, for \$3.50.

TAFFY-TAN FUDGE
By MRS. T. B. Thomas
2 cups sugar
1 cup milk
Boil to soft ball stage - remove from heat and add
1 jar marshmallow creme
1-12 oz. jar crunchy peanut butter
1 t. vanilla
Beat until well mixed and creamy. Pour into greased 9 inch pan.

CRY THE CLASSIFIED ADS

Music Club
Recital
Set Jan. 18

The Hereford Music Study Club will present Mrs. Kathleen Knox Berry, honorary student member, in a guest flute recital at 2:30 p. m., Jan. 18 at the

Community Center. Accompaniment will be by Mrs. Bill Devers.

Mrs. Berry is a student of Dr. Ralph R. Guenther, professor of theory and flute.

She is a graduate assistant at TCU working on a scholarship for the Master of Music degree with a major in flute.

She is the wife of Dr. Marvin Berry, Fort Worth and the daughter of Mr. and Mrs. Stan

Miss Fisher
To Marry

Mr. and Mrs. Wesley Fisher of Hereford announce the engagement and approaching marriage of their daughter, Patricia Lynn, to Carl Phillip Sciombato, son of Mr. and Mrs. Carl Sciombato, also of Hereford.

John Wilson, defensive back on Michigan State's 1952 national championship football team and later a Rhodes Scholar, is president of Wells College for Women at Aurora, N.Y.

Savings GALORE!

Are Yours at **COOPER'S CITY DRUG**

Polaroid SWINGER
Reg. \$19.95
\$12.98
Model 20
Double Stamp Item!

BAND-AID PLASTIC STRIPS
All 1" wide reg. 77c
44c
Get more for your money with S&H Stamps

Cool Vapor Vaporizer-Humidifier
1 1/2 gallon reg. \$12.95
Sun Mark or Pral-T-kal
\$7.98
Double stamp item
Magnetic or Brush
Hair Rollers
Reg. \$1.00 pkg.
59c

300 count Notebook Paper
39c

Sudden Beauty Hair Spray
12.5 oz.
49c

Antiseptic Norforms
Feminine Suppositories
12's Reg. \$1.50
93c

Diarrhea? Infantol Pink
For upset stomach or diarrhea
4 oz. reg. \$1.20
59c

HPV VITAMIN SALE
(money back guarantee)
Vitamin C Chewable
250 mg. Orange or Lemon-Lime
100's reg. \$1.60
99c

High Potency Vitamins and Minerals with Bioflavonoids and Iron 100's with free 30 day supply
Reg. \$10.98
\$4.29

Protein Tablets Delicious nutty flavor for athletes and weight watchers
reg. \$3.25
\$1.49

Coryban-D Cough Syrup
Decongestant with Vitamin C Sugar free
4 oz. Reg. \$1.50
77c

Chexit Tablets
Relieves Flu like symptoms
Reg. \$1.50
67c

SUCRETS
antiseptic throat lozenges
24's reg. 69c
47c



Save Two Ways at Cooper's

● LOW PRICES ● S&H GREEN STAMPS

If you take maintenance medicine have Freddy give you a maintenance price guaranteed to **SAVE YOU MONEY...**

COOPER'S CITY DRUG

"Your Home Owned Discount Drug"
Downtown Hereford 364-1144 Emergency Phone 364-3317

Firestone FACTORY CLOSE-OUT

Discontinued Design
Firestone DELUXE CHAMPION
The tire that came on many of America's finest NEW cars from 1967 thru 1969!

BUY NOW WHILE STOCKS LAST

COMPACT CAR SIZES **2 FOR \$40**

ANY SIZE LISTED BLACKWALLS
6.50-13 7.00-13 6.95-14
Plus \$1.65 to \$1.81 per tire Fed. excise tax (depending on size) and 2 tires off your car
WHITEWALLS ADD \$3.50 PER TIRE

STANDARD CAR SIZES
7.75-14 7.35-14 8.25-14 8.55-14
7.75-15 7.35-15 8.25-15
2 FOR \$45 **2 FOR \$50**

Big Car Sizes 8.85-14 and 8.85-15... 2 for \$60
Plus \$1.84 to \$2.61 per tire Fed. excise tax and 2 tires off your car
WHITEWALLS ADD \$3.50 PER TIRE

DRIVE IN TODAY! "Charge It" ...EASY TERMS! credit established promptly

Priced as shown at Firestone Stores. Competitively priced at Firestone Dealers and at all service stations displaying the Firestone sign.

10 POINT BRAKE OVERHAUL

DON'T TAKE A CHANCE ON BAD BRAKES!

NOT JUST A RELINE WE DO ALL THIS WORK:

1. Replace brake lining on all 4 wheels.
2. Arc lining for perfect contact with drums.
3. Rebuild all 4 wheel cylinders.
4. Turn and true brake drums.
5. Inspect master cylinder.
6. Repack outer wheel bearings on both front wheels.
7. Inspect brake hoses.
8. Inspect brake shoe return springs.
9. Add super heavy duty brake fluid.
10. Road test car.

\$39.88

Price for drum-type brakes on most Fords, Plymouths, Chevys, American compact and light trucks. Others slightly higher.

CHARGE IT! CONVENIENT TERMS FOR APPROVED CREDIT CUSTOMERS

Firestone MOTOR KING

Guaranteed 24 MONTHS

\$14.95

12-Volt Exchange

CHARGE IT! CONVENIENT TERMS FOR APPROVED CREDIT CUSTOMERS

WHAT A VALUE!

WESTCLOX ELECTRIC ALARM CLOCK

With Magic Touch alarm just touch the top and the alarm shuts off!

\$2.99

Limit one per customer.

- Lighted dial
- 10-minute draw-out button
- Alarm indicator light

What do you have on your truck, van, or camper?

Get **Firestone TRANSPORT**

Full 6-ply nylon cord heavy duty truck tires at LESS than the cost of most car tires!

Size	Price	Fed. Tax	State Tax	Total Price
14x6.50	\$21.05	1.23	1.00	\$23.28
14x7.00	23.30	1.23	1.00	25.53
14x7.50	23.40	1.23	1.00	25.63
14x8.00	30.85	1.60	1.00	33.45
14x8.50	27.95	1.50	1.00	30.45

All prices PLUS sales and tire off-charge.

Your Safety is our BUSINESS at...

Firestone

Open 8 a.m. to 6 p.m.
364-4333
1st & Main

Drive in today. Let our skilled mechanics get your car ready for SAFE holiday travel!

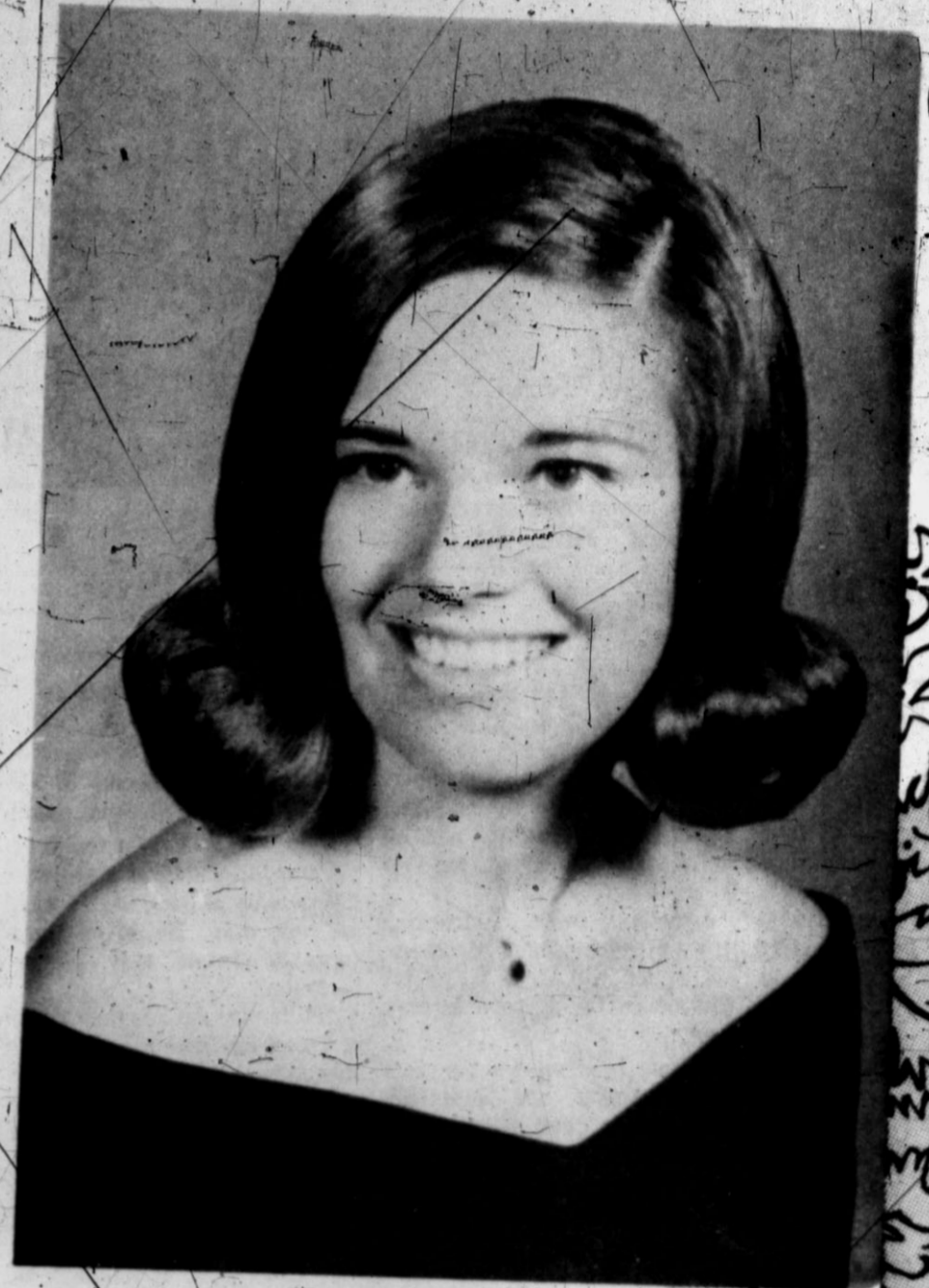


Miss Kathleen Diller
... is engaged

The Sunday Brand

Hereford, Texas, Sunday, January 11, 1970

SECTION TWO



Miss Reba J. Hall
... to wed in Arizona

New Year Bride And Brides-To-Be

Celebrate Golden Anniversary



Mr. and Mrs. Emmitt McCathern
married 50 years



Mrs. Kerry Ivan Thompson
nee Anne Bennett





Mrs. John Armstrong Jr. just getting acquainted

Plans February Vows

The engagement and approaching marriage of Miss Kathleen Diller to James Knoeber of Spearville, Kan., is announced by her parents, Mr. and Mrs. Marvin Diller, Route 1, Hereford. He is the son of the late Mr. and Mrs. J. C. Knoeber of Spearville. Vows will be solemnized at 2 p.m. Feb. 21 at St. Anthony's Catholic Church. The wedding mass will be conducted by Msgr. George A. Husmann of Larned, Kan., Miss Diller's uncle. Miss Diller is a graduate of Sacred Heart Academy and College in Wichita, Kan., and served for two years with the Hope Project in Nicaragua. Following their marriage they will reside at Spearville where he is engaged in farming.

Engagement Announced

The engagement and plans for a March 7 wedding of Miss Sue Evelyn Northcutt and Arlo Dyke, son of Mr. and Mrs. Elmer Dyke, 341 W. 4th, is announced by her parents, Mrs. Bernice Northcutt, 309 Ave. K in Hereford, and B. B. Northcutt of Center, Colo. Vows will be exchanged at 3 p.m. in the Westway Baptist Church with the Rev. Woodrow Northcutt of Shelby, Mont., brother of the bride-elect, officiating. Miss Northcutt is a 1967 graduate of Hereford High School and attended Draughon's School of Business in Amarillo. Dyke is a graduate of Friona High School and attended Diesel School at Provo, Utah.

Gerald D. Grizzle To Visit Hereford's Jehovah Witnesses

Chester Proctor, presiding minister of the Hereford congregation of Jehovah's Witnesses, announced the tri-annual visit of circuit supervisor Gerald D. Grizzle during the week of Jan. 27-Feb. 1. The congregation anticipates a week of increased activity and spiritual benefit from Mr. Grizzle's visit, Proctor stated. The visit is described as part of an advanced training program for Jehovah's Witnesses. The activities scheduled is also designed to encourage more bible discussion by people of all faiths in the community. The program will begin Tuesday at 7:30 p.m. with a ministry training school, followed by 30-minute discourse by Mr. Grizzle. Wednesday through Sunday sometime will be devoted to continue the advance payments for 1970, but was vetoed by the Budget Bureau and the White House. Copies of this letter were mailed to USDA officials and Congressmen.

Fast Coffee Service Spudnut Shop

DR. E. H. HENDON
OPTOMETRIST
Announces The Removal Of His Office To
811 WEST PARK AVENUE
HEREFORD, TEXAS
Mon. thru Fri. 9:00 to 12:00 — 1:00 to 5:00
Sat. 9:00 to 12:00 TELEPHONE 384-0987

Local Church Youth Merge

Nancy Brink of the First Christian Church and Doris Fangman of St. Anthony's Catholic Church are the co-ordinators of an ecumenical project, whereby the freshman classes of the various Hereford Churches will have the opportunity to meet together in order to seek a better understanding of the common faith shared by all Christians. The program that has been planned will involve meeting at various churches in Hereford, discussing the background, beliefs and worship services at each church, and finally sharing common worship together. The schedule of meetings has

been arranged as follows and will begin at 9:30 each Sunday morning. January 11— First Christian Church; January 18 —St. Anthony's Catholic Church; January 25 —St. Thomas Episcopal Church; February 1 — First Baptist Church; February 8 — First Methodist Church; February 15 — First Christian Church (Closing). First navigation of the Northwest Passage by a single ship was completed by Norwegian explorer Roald Amundsen's Gjoa in 1903.

In A Hurry Drive Up Service Spudnut Shop

READ THE CLASSIFIED

COIN-OPERATED DRY CLEANERS

2 Locations to better serve you
Edwards and Herb's Maytag Laundry and Cleaners
213 18th Street and 1009 Park Avenue
8 lbs. \$2 Guaranteed Cleaning Satisfaction!
7 DAYS A WEEK... 9 a.m. to 6 p.m.

Newcomers In Profile

Came Here In December

By Barbara Dryden, Society Editor
The John Armstrong Jr. family, who moved to Hereford around the middle of December, is busy getting acquainted with their neighbors and selecting furniture for their new home at 112 Douglas. John and Emma Jean, with their two children, Robbie and Rickey, moved here from Oklahoma City just before the holidays began so they haven't had much time to meet the local people. "We have never lived anywhere but Oklahoma," Mrs. Armstrong said, "but we already love Hereford." The Armstrongs have a married daughter and son-in-law, Glenda and Jackie Martin, who plan to move here soon from Oklahoma City and they are

looking forward to the move. Jackie plans to attend West Texas State University and also be a bookkeeper for his father-in-law. Armstrong owns the trucking firm of Armstrong Brothers, Inc. which will truck cattle for Wilson and Co. as soon as they open. Emma Jean enjoys her role as homemaker and housewife and loves to cook and work in the yard. She has been busy getting unpacked and is looking forward to the new furniture they have ordered. The Armstrong's fourteen year-old daughter, Robbie attends La Plata Junior High School. Since they moved here only four days before the Christmas vacation began, she hasn't had much of a chance to meet

GSPA Requests Consideration

The Grain Sorghum Producers Association asked President Nixon and the Budget Bureau this week to reconsider their stand on not making advance payments to farmers, who comply with the 1970 Feed Grain Program. It has been the practice in the past for farmers to receive one-half of their diversion payment at the time they signed up in the program. In his letter to the President, Harp said, "The discontinuance of these payments and the tight money situation will prevent many of our banks from financing farmers for this crop year. This will force many of our farmers out of business." Harp asked the President and the Budget Bureau, "to reconsider this issue, that is so important to many of our grain farmers, and afterwards to continue the advance payments for the 1970 Feed Grain Program." It was common knowledge that the Secretary of Agriculture, Clifford M. Hardin, held

Southwest Heritage

By CORINNE J. NEELY
Anyone who likes south west history or western true stories will be fascinated with the just-out Southwest Heritage magazine. It grows better with each edition. Jerry Sinise is editor of the magazine which is full of western lore, all true stories, most with an unusual, or little known, slant and facts. An outstanding article in this issue is prose but it has a poetic-like wording and theme. The author, Bill Clough, has added graphic photographs of rare quality which tell a story in themselves. The subject is deserted houses and he chooses a particular one for his model. All of us have seen such old places and wondered about them. Who lived there? Where did they go? Why did they leave? The writer's approach is a refreshing one in that he tells of the man who built the house and lived in it though he never knew him. The builder's character and likes show through in little individual touches found here and there. Too, he leaves a part of himself when he goes away. Not a ghost but just an air. The writer quotes a poet, a novelist and another writer on the subject of deserted houses, as haunted, eyesores, a place with a broken heart and 'an ark on a desert sea.' "The last phrase is the name of his article and from the pictures it is a well chosen title. Personally, I have long had a yen of wanting to restore every abandoned house I have ever seen. No matter if they were in the piney woods of east Texas, an adobe in New Mexico, or ones still seen on sand-choked-areas of the Llano Estacado of West Texas and Eastern New Mexico. Other stories of Texas, New Mexico, Arizona, and Oklahoma are in this issue. Two one-page shorts can be quickly read along with a few true west short shorts. There are stories of Indians, early wars, a western song writer, fighting men-good and bad- with the law officer in a class apart. Most unexpected is of Oklahoma and a Cherokee Indian who had a fine estate, many slaves and of all things-a steamboat! If this is your type of reading, do not miss it!

Prices Slashed

at SUNNY'S PRE-INVENTORY SALE

1 Rack SPORT COATS \$20.00
For the Man & Young Man SUITS Values reduced \$85.00 to \$60.00
Men & Young Men's SPORT COATS Values reduced \$60.00 to \$30.00
Plain & Pleated PANTS \$14.00 reduced to \$7.00 \$18.00 reduced to \$13.00 & \$10.00 \$19.00 reduced to \$14.00 \$20.00 reduced to \$15.00
SKI SWEATERS \$12.00 value \$8.00
Knit Shirts short & long sleeves 1/2 price
JACKETS \$25. to \$13.
DRESS JEANS LEVIS Reduced 1/2 price

Sale Closes January 31st
SUNNY'S MISTER SHOP
Downtown Hereford

electric heat...cozy feet



Comfort ELECTRIC Heating



WE HATE THE THOUGHT OF WINTER AND THOSE COLD HANDS!

SPECIAL PRICE
New - 64) - 4 Bottom Plow
\$1150.00
OGLESBY EQUIPMENT CO.
364-1551

Bennett-Thompson Vows Read In Home Ceremony

Wedding vows of Miss Kathryn Anne Bennett and Kerry Ivan Thompson, son of Mr. and Mrs. W. T. Thompson, were solemnized recently in the home of the bridegroom's parents, 520 Ave. J.

Miss Bennett is the daughter of Mr. and Mrs. G. E. Bennett Jr., 605 Jackson.

Two arrangements of daisy chrysanthemums and white pompon chrysanthemums marked the place of ceremony in the living room for the morning vows.

Dr. Herbert Kent of Oklahoma City gave his niece in marriage, Miss Pamela Campbell was maid of honor and Tyler Thomp-

son served his brother as best man.

The bride wore a street-length dress of white wool knit complimented by a pale blue satin cummerbund. It was styled with a fitted bodice and full skirt with long full sleeves caught at the wrists with antique buttons. Her shoulder length veil of illusion was held by a matching bow and she carried a nosegay of white carnations, daisies and daisy chrysanthemums.

Her only jewelry was a watch, a gift from the bridegroom.

Miss Campbell wore a royal blue street-length dress of crushed velvet and carried a smaller nosegay, fashioned like

School Menus

Jr. and Sr. High Schools

MONDAY—Meat loaf or barbecued wiener, green beans, buttered carrots, white cake, rolls, butter, and milk.

TUESDAY—Sloppy Joe, french fried potatoes, tossed salad, apple cobbler, buns, and milk.

WEDNESDAY—Ranch style beans, buttered spinach, golden hominy, prune cake, corn bread, butter, and milk.

THURSDAY—Oven-baked chicken, mashed potatoes, Harvard beets, jello with fruit, rolls, butter, and milk.

FRIDAY—Moc-enchiladas, whole kernel corn, English peas, cole slaw, cookie, rolls, butter, and milk.

St. Anthony's Parochial School

Elementary Public Schools

MONDAY—Meat loaf, green beans, buttered carrots, white cake, rolls, butter, and milk.

TUESDAY—Barbecued beef on bun or Sloppy Joe, french fried potatoes, tossed salad, apple pie, buns, and milk.

WEDNESDAY—Ranch style beans or sauerkraut and weiners, golden hominy, buttered spinach, prune cake, corn bread, butter, and milk.

THURSDAY—Oven baked chicken and gravy or sliced ham, mashed potatoes, Harvard beets, peach half in jello, rolls, butter, and milk.

FRIDAY—Moc-enchiladas or hot females, whole kernel corn, English peas, cole slaw, cookie, rolls, butter, and milk.

Madre Mia Prepares For Mother's March

Members of La Madre Mia Study Club finalized plans for the annual Mother's March scheduled here Jan. 19, at a meeting held Thursday in the home of Mrs. Wayne Lady, Co-hostess for the meet was Mrs. Don Lane.

A nationally known drive and one of America's most charitable and worthwhile projects is the fund raise for the March of Dimes.

Each member of the club will be responsible for five to seven workers as they canvass the Community Center at 5 p.m. and their workers are asked to be there by 5:30 p.m.

Members also made plans for furnishing transportation for re-

sidents of King's Manor in March.

Following the business session with Mrs. Waldo Baxter presiding, Mrs. Bub Sparks presented a program on famous women who have made headlines in the past year.

Mrs. Roger Williams was welcomed into the club as a new member and Mrs. Bud Snyder was a guest.

Others attending were Meses. Gerald Martin, Charles Martin, Terry Hodges, James Gentry, G. C. Merritt, John Smith, Dean Herring, Bobby Owen, Herschel Black, C. D. Adams, Walker Parrie and Richard Ward.

The next meeting is scheduled Jan. 23 in the home of Mrs. Norman Hodges.

Mr. And Mrs. McCathern Honored On Anniversary

A golden wedding anniversary celebration was held Sunday in the home of Mr. and Mrs. Emmitt McCathern, 605 McKinley, in observance of their 50th anniversary.

Hosting the event were their children, Mr. and Mrs. Gerald McCathern, Mr. and Mrs. J. E. McCathern Jr., all of Hereford and Mr. and Mrs. Wilton Lillard of Phillips.

Approximately 108 guests were registered by the couple's grand-daughter, Miss Joy Beth McCathern. A bouquet of gold chrysanthemums decorated the registry table.

Three other granddaughters, Mrs. Dwayne Cassels, Mrs. Jerry McCathern and Miss Kathy McCathern, presided at the serving table decorated with gold tapers in crystal candelabra flanking the three-tiered cake surmounted by wedding bells and a golden 50.

Miss Mae Cleveland married Emmitt McCathern Jan. 6, 1920 at Wheeler, Tex., where he farmed until they moved to the Hereford area in 1947.

Out-of-town guests included Mrs. F. M. McCathern, Mrs. G-

na Baxter, Mr. and Mrs. Rufus McCathern and Derral, Mr. and Mrs. Jackie Davis and children, all of Pampa; Tommie Jack Davis, Goodwell; Mr. and Mrs. Dee Pflie and Mr. and Mrs. G. W. James and children, all of Lefors; Jim-Bob Smart and daughter of Farwell, Mr. and Mrs. Loyd Sanderson, Nancy Travis and son of Portales, Mr. and Mrs. A. S. Trawick of Lubbock, Mr. and Mrs. Jerry McCathern, Houston, Mr. and Mrs. Boyd Baxter and children of Guymon, Mr. and Mrs. Matsy Heck and family of Claude, Mr. and Mrs. Elvin Wilson of Ft.ona and Mr. and Mrs. W. F. Ferguson of Joplin, Mo.

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Safeway Everyday Low Discount Prices!		EVERYDAY LOW DISCOUNT		Low Discount Price on Safeway Meat!		EVERYDAY LOW DISCOUNT	
Cut-up Fryers	35¢	T-Bone Steak	\$1.19	Chuck Roast	58¢	Ground Chuck	79¢
Fryer Thighs	55¢	Porterhouse Steak	\$1.29	Boneless Roast	89¢	Boiling Beef	35¢
Pork Steak	79¢	Cube Steak	\$1.29	Sirloin Steak	98¢	Beef Short Ribs	39¢
Quarter Loins	98¢	Spencer Steak	\$1.19	Canned Ham	\$5.98	Boneless Beef	89¢
Sliced Bacon	69¢	Sliced Bologna	63¢			Chuck Steak	75¢
Pork Sausage	49¢	Liver Sausage	73¢			Swiss Steak	85¢
Beef Liver	59¢	Chopped Ham	57¢			Shoulder Roast	68¢
		Fish Sticks	1b. 59¢			Arm Roast	78¢
		Cooked Perch	79¢			Heel of Round	98¢

Safeway Everyday Low Discount Prices!		Safeway Everyday Low Discount Prices!	
Parkay Margarine	45¢	Homogenized Milk	59¢
Cinnamon Rolls	25¢	Lucerne Buttermilk	57¢
Solid Margarine	10¢	Lucerne Skim Milk	33¢
Canned Biscuits	9¢	Lucerne Yogurt	29¢
Velveeta Cheese	\$1.09	Orange Juice	23¢
Real Butter	84¢	French Fries	18¢
Party Dips	3 8-oz. Ctn. \$1	Frozen Waffles	13¢

Don't Miss These Safeway Super Savers

SUPER SAVER	Safeway Aspirin	15¢
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EVERYDAY LOW DISCOUNT PRICES!

Ivory Liquid	59¢	Joy Liquid	59¢	Thrill Liquid	63¢	Bold Detergent	82¢	Oxydol Detergent	\$1.43
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When you see our new marked Super Saver, it means a special temporary savings, even below our every day discount price. Also, when we make an exceptional purchase or receive promotion allowances from manufacturers, we have an opportunity to pass our savings along to you. Because these are temporary extra savings, we mark them "Super Saver." Stock up while these extra savings are in effect.

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THE SUNDAY BRAND Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, January 11, 1970

A Question Of Authority...

If you're not convinced by now that the government is usurping the authority of local school boards then you might be interested in a UPI article published this past week in Dallas throughout the state relating to the firing of a teacher in the South Texas town of Kerrville. The teacher, apparently fired for insubordination, will probably be reinstated "by order" of the State Board of Education.

The Kerrville teacher in question appeared at a school orientation meeting last August wearing a Vandyke style beard and mustache. School authorities asked that he shave off the beard before reporting for opening of classes on September 2, 1969. He refused and when he showed up for his first class on September 2, he was informed that he had been suspended.

The lawyer for the school board said the action was taken after several citizens requested school authorities not to permit the instructor to wear the beard in school classes. Other parents said they did not want their children assigned to the bearded teacher's classes.

The teacher, on the other hand, contends that the local school board violated his constitutional rights under the first and 14th Amendments by requiring him to shave. He hired a lawyer and took the case to the State Board of Education.

It is our opinion however, that the bearded teacher is completely off-base. Not because of the Vandyke beard mind you, since the beard in itself contributes nothing nor does it really take away from the man's ability to teach. Many college professors and other learned gentlemen sport beards and mustaches and in most cases look rather well groomed, if not distinguished. The teacher's sin, if it can be called that, is in creating an atmosphere of controversy around himself that certainly does hamper his ability to reach his students. And if this instructor can flaunt his disobedience before his students, why then cannot the students follow the same practice in the classrooms?

Discipline must be maintained, not only among students in the classrooms, but the ranks of the faculty as well. Students, after all, are influenced by the examples set by teachers almost as much as by their instructions, and we feel that the responsibility to set proper examples is part of the teaching contract although it may not be spelled out in so many words within the written document.

The teacher's civil rights most certainly should be protected, but in this case, he was hired to do a specific job which he was obviously qualified to do, yet when he refused to conform to certain standards set forth by those who do the hiring, then in our opinion, he is automatically subject to firing. If his convictions concerning the right to wear the beard were so strongly implanted, and he could not abide by the wishes of the local board, then he should have saved himself and all other concerned, further embarrassment by submitting his resignation and moving to an area where such adornment is tolerated. Qualified

teachers are in great demand and a more metropolitan area would have accepted the beard and mustache with hardly a second glance.

We believe then that the teacher was deliberately trying to create an atmosphere of controversy, and in our opinion should have been dismissed. The State Board's action in attempting to force the reinstatement of the ardent faculty member is inexcusable. The ruling is fraught with dangers, and if allowed to stand, threatens the very existence of locally controlled public school systems.

Plastic Menace

The unsolicited credit cards that many thousands of Americans receive regularly through the mails are threatening to make this "a nation of credit drunks" in the view of Sen. William Proxmire, Wisconsin Democrat. He wants Congress to impose strict controls on credit cards or ban them from the mails entirely. Congressional hearing on the subject have produced evidence that the uncontrolled issuance of credit cards has contributed to inflation and to a rise in fraud cases. Witnesses testified that organized crime has a going offer of \$100 for a stolen credit card and does a brisk business in this branch of plastic commodities.

Proxmire has drafted a bill that would require firms issuing credit cards to determine in advance if the recipients wanted them and had the necessary financial resources. Also the bill would authorize the Federal Reserve Board to make regulations to control the indiscriminate use of credit cards.

Rep. James Hanley, a New York Democrat has introduced an even stricter bill. It would ban unsolicited credit cards from the mails unless they were sent by registered mail and the sender made liable for return postage if the card is rejected. He has pointed out, interest rates are at a record high and bankers complain that money is tight. "Yet... banks have mailed millions of unsolicited credit cards which encourage and entice consumers to go more deeply into debt, thus fanning the inflationary fires," he was quoted as saying.

Unfortunately, the President's Committee on Consumer Interests, which endorsed the idea of credit card regulation back in September has since backed away from the issue. Robert L. Meade, the committee's legislative affairs director, now says the problem needs more study. A study of the transcripts of the testimony given at the congressional hearings on the question should make one thing clear—the only witness against the proposed regulations were the banks and credit card associations. Their main argument was, and is, that to restrict the issuance of credit cards now would give an unfair advantage to the banks, stores, and other companies that have already sent them out.

But the interests of the businesses concerned are secondary here, the public interest ought to come first. A bank by installing burglar alarm may give an unfair advantage to the bandits who have already struck it up, but that is not a very good argument against burglar alarms.

Greensboro (N.C.) Daily News
Ancient Egyptians, we are told, celebrated the new year by bashing one another over the head with clubs. Those who survived had rather large headaches.
Some of us accomplish the same thing today without clubs. — Birmingham News

A lie may take care of the present, but it has no future. — Poultry & Eggs Weekly

School days can be the happiest days of your life. That is, if your child is old enough to attend. — Waynesboro (Miss.) Wayne County News

The lyricist of the old song said the moon belongs to all of us, because the best things in life are free, had never encountered NASA's budget — Winnemucca (Nev.) Territorial Enterprise

It's often charged that many television shows insult the viewers' intelligence — if any. — St. Thomas (Ont.) Times-Journal

"Cheer Up! We're Bound to Find Something Wrong"



MAIN STREET, U. S. A.

Short-term Outlook For '70 Appears Unpromising

By BERT MILLS

Washington, D. C.—Traditional optimism which usually marks year-end economic forecasts is conspicuous by its absence in the predictions being made about 1970. While not universally gloomy, most of the experts regard the short-term outlook as at least unpromising.

Inflation is the problem, of course. Prices rose almost 5.5 percent in 1969 and the sad news for housewives and everybody else is that the price trend is still on an upward course. Consumer prices are expected to climb another 4 percent in 1970.

The word "recession" keeps cropping up in the new year forecasts. Some economists flat-

ly predict a 1970 recession, others say the odds are 50-50, and almost all admit there is at least a possibility of a recession. However, there is no precise definition of the word, which means different things to different people.

A substantial minority of the public is worried about a recession. A respected national survey taken quarterly by the University of Michigan reported in December that 40 percent of consumers interviewed during the fall believe a recession is likely. One year earlier only 26 percent answered "yes" to the same question.

Nixon Messages Awaited
In coming weeks, several messages to Congress will give

President Nixon's assessment of the economic outlook. He is sure to warn of inflation and to urge restraint in several directions. He has already done so repeatedly, particularly in the area of government spending.

Last spring the President proposed a \$4 billion cut in the Federal budget. When Congressional spending seemed headed skyward during the summer, he directed a further cut of \$3.5 billion, mostly in the Defense budget. In October, he made a fireside chat by radio about the rising cost of living.
In December, Nixon got tough with Congress, threatened several vetoes and a special session and asked the legislators to join in "a continuing display of determination to hold down spending and maintain revenue so as to contain the cost of living, no matter what the cost in political popularity."

Congress did pare down some of its more extreme spending plans, although still exceeding what the President regards as a prudent level. However, economy is more often talked than voted in the 91st Congress. And since 1970 is an election year when politicians love to bestow goodies on the voters, the outlook is for more of the same.

Bitter Medicine Prescribed
In his October speech, President Nixon said he was asking the American people "to take some bitter medicine." He outlined the steps he was taking to reverse a five-year trend of rising prices and predicted "we are going to experience some slowing pains."

The White House has had some difficulty in trying to persuade the public and business leaders that the President is in dead earnest in his fight against inflation. As long as decision-makers continue to bet on more inflation, their actions continue to bid up prices and living costs.

The public can help fight HCL by refusing to pay excessive prices by postponing buying decisions. There is some evidence that many people are doing just that today. Automobile sales are down, for example, and Detroit planners have scaled down their production plans.

If the public does cooperate by using restraint, the government can make good its promise to avoid the economic controls which are always suggested when inflation gets out of hand. Those who remember the wage and price controls of World War II do not want them to be reimposed, and the President has taken a firm stand against that course.

J. A.

Talk of Texas

By JACK MAGUIRE

FOOTNOTE TO HISTORY — Did Col. William B. Travis really draw a line with his sword and ask all defenders of the Alamo who were willing to die with him to step across it?

If the incident really happened, nobody knew about it until 37 years after the Alamo fell. In 1873, the Texas Almanac printed the story in the form of a letter from W. P. Zuber. Zuber had heard it from his parents, who in turn had heard it from Moses Rose, the "coward of the Alamo," who escaped the final fight.

Most historians (including the Texas Almanac, which reprints the story in its 1970-71 edition) accept the account as factual. They point out, however, that Rose was the only witness to the events preceding the fall of the Alamo who lived to tell about it. Thus the story of Col. Travis drawing his famous line was third-hand when it was published.

Legend or fact? It doesn't matter. It's still one of the most inspiring stories of the heroic defense of the Alamo.

WHAT'S IN A NAME? — Glen Rose, the Somervell County town named because its Paluxy River still bears the tracks of dinosaurs, has a Litigation Street and an Emphysema Avenue.

Litigation Street was so named because the builder who developed the area had trouble getting clear titles to the land. Emphysema Avenue is a nickname applied to a street that often is filled with dust from a nearby feed mill.

EVERLASTING LIGHT — The gas light in front of the Etie R. Garner Memorial Building in Uvalde burns "for all time to come" in memory of the woman whose husband was the first Texan to become vice-president of the United States.

GOODBYE, CENTRAL — Wichita Falls may have been the second city in the U. S. to have an automatic telephone system that didn't require the use of a central operator. La Porte, Indiana, was the first.

In 1893, Wichita Falls opened such an exchange to serve 40 subscribers. Each customer had his own automatic switchboard — a four-by-ten inch box with 14 small keyholes on the face designated by letters of the alphabet. By inserting a key in the proper circuit, any one of the three subscribers on each line could be reached by giving the proper number of rings.

There was only one problem with the Wichita Falls system. It could serve a maximum of only 100 subscribers.

ADD HISTORY'S MYSTERIES — When cotton millionaire Sheppard King, Sr., built his Mediterranean-style mansion in the rolling hills of Turtle Creek near downtown Dallas, he ordered the grand entry hall with its 24-foot ceilings completely covered with gold leaf.

The gold leaf is still there — but visitors can't see it. The day after the expensive covering was applied in the room, Mrs. King ordered workmen to paint over it. Until this day, nobody knows why.

Today the mansion is the home office of an insurance company.

... from the Brand's files

65 YEARS AGO — 1905

The Panhandle Christian College will open on next Tuesday and will remain open until its great work for humanity is done. Walter Farwell of Chicago, principle owner of the Capitol Syndicate Ranch in the Panhandle, has come to Texas to give his personal aid to the management of the famous property, former manager Boyce having resigned. Sam F. Dunn, Hereford's Champion fisherman and bear hunter, has accepted an invitation from Superintendent Garwood of Pease Valley to join in a hunting and fishing expedition down the mountains of the Rio Grande. This year the Hereford Brand will be published every Friday, with the year subscription price of \$1.00.

48 YEARS AGO — 1920

The body of Wilbur Renfro, son of E. Renfro of Hereford, was shipped from Jersey City at noon Wednesday and is expected to arrive here on Saturday or Sunday. Wilbur Renfro died of pneumonia while serving in the A. E. F. in France. The Ford car can well be called the "peoples car," because there are more than 3,000,000 of them in daily driving operation now. The Panhandle Aerial and Transportation Company of Amarillo telephoned the Brand Wednesday night to the effect that two planes are to be sent to Hereford Sunday next for the purpose of carrying passengers in short flights.

35 YEARS AGO — 1935

Roy House, about 20, wanted for murder in Little Rock, Arkansas, was captured by Dawn sheriff John R. Miller near Dawn last Friday morning. Funds have been made available for a program of financial assistance for single young men and women between the ages of 16 and 20 years to assist them in attending high school. The ranch home of E. W. Wombles, near Widorado, was ransacked between 9 and 10 o'clock Wednesday morning, and numerous articles of value were reported missing. Construction work was started this week on 10 picnic tables which will be placed at two locations in the Hereford State Park.

20 YEARS AGO — 1950

The last fire alarm Friday afternoon was the real thing. Redwine's barn in South Hereford burned down. Firemen answering the call said the barn was almost a total loss before the alarm was turned in. Hotel Jim Hill will be finished by the end of January, according to building superintendent Gene Kinder but construction engineer Charles W. Clark says it will be with a few changes from original plans. Thieves entered the back room of Landrum's Hardware, 138 West Third in Hereford, through a window and took what owner W. E. Landrum estimated to be between \$400 and \$600 worth of merchandise.

5 YEARS AGO — 1965

The Hereford Police Department continued to investigate a steady stream of accidents for the last eight days with damage in six wrecks estimated at nearly \$1,500. Four persons appeared in County Court last week to answer to various charges of driving while intoxicated, swindling with worthless checks, and aggravated assault. Forty-one-year old Clint Formby, partner in a West Texas Radio chain and widely-known Hereford business and civic leader, was named the 19th "Citizen of the Year" Thursday night before more than 600 persons at the annual Deaf Smith County Chamber of Commerce. Texas Tide Products, Inc., has announced the completion and grand opening of their new bulk fertilizer plant and insecticide warehouse in Hereford.

The Sunday Brand

Established 1948

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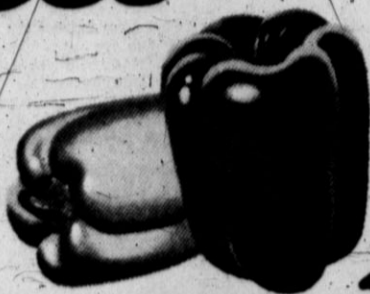
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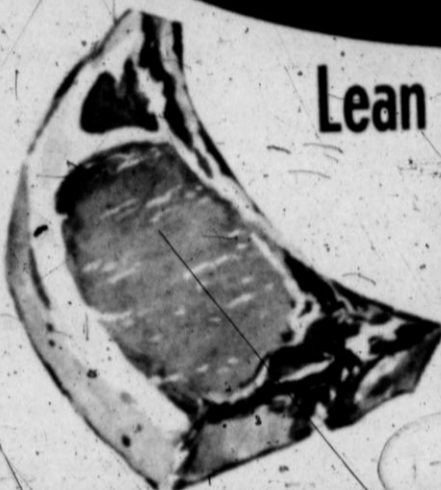
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- Calif. Sunkist Oranges **6 lbs. \$1**



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Pork Chops **75¢** lb.

Fresh Lean PORK ROAST

59¢ lb.

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PINEAPPLE-GRAPEFRUIT DRINK

Shurfine
 3 46 oz. cans **89¢**

ICE CREAM

Cloverlake
 1/2 gal. carton **69¢**

FARM FRESH EGGS

Grade A Medium
63¢

PEPSODENT TOOTHBRUSHES

69¢ value Your Choice! **29¢**

PENNY PINCHER

BAMA PEANUT BUTTER
 18 oz. jar **49¢**

PENNY PINCHER

Hi-C DRINKS

 3 46 oz. bottles **89¢**

PENNY PINCHER

WESSON OIL
 48 oz. bottle **89¢**

- Hunt's Fruit Cocktail 4 No. 300 cans **\$1**
- Hunt's Apricots 3 No. 2 1/2 cans **\$1**
- Hunt's Catsup 3 20 oz. bottles **\$1**
- Hunt's Tomatoes 3 No. 2 1/2 cans **\$1**
- Hunt's Spinach 5 No. 303 cans **\$1**
- Hunt's Pears 4 No. 300 cans **\$1**
- Hunt's Tomato Juice 3 46 oz. cans **\$1**
- Hunt's Tomato Sauce 8 oz. can **10¢**



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Calendar Of Events

MONDAY
 Hereford Council of Camp Fire Girls Inc 8 p. m.
 Hereford Evening Lions Club at Chaparral, 7 p. m.
 Rotary Club, Jim Hill Hotel, noon.
 Whiteface Booster Club at Community Center, 7:30 p. m.
 Odd Fellows Lodge at IOOF Hall, 8 p. m.
 Paisano Lions, Jim Hill Hotel, 7:30 p. m.
 Easter Lions at Easter Club house, 8 p. m.
 Sugar Blues TOPS Club, Community Center, 7 p. m.

TUESDAY
 Veleca Study Club, Mrs. Armon Landerback, hostess.
 Hereford City Council of Beta Sigma Phi, 8 p. m., Community Center.
 Order of Eastern Star, Masonic Hall, 7:30 p. m.
 Pioneer Study Club at Caison House, 12:30 p. m.
 Veleca Study Club, 8 p. m.
 Lone Star Study Club, 3:30 p. m., Mrs. G. W. Newson hostess.
 Young Mothers Study Club, 8 p. m., Mrs. Doris Brush hostess.

TOPS Calorie Patrol at Community Center, 9:30 a. m.
 Hereford Duplicate Bridge Club at Community Center, 7:30 p. m.
 Rebekah Lodge at IOOF Hall, 8:30 p. m.
 Citizens Band Radio Club, REC Building, 8 p. m.
 Dawn Music Club at Dawn Community Center, 2:30 p. m.

WEDNESDAY
 Bippus H. D. Club, Mrs. C.F. Homefeld, hostess!
 Avenue Baptist WMU at church, 7 p. m.

First Baptist WMU at church, Day WMS, noon.
 Hereford Lions Club at Jim Hill Hotel, noon.
THURSDAY
 L'Allegre, 1:30 p. m., Mrs. Terrell Hodges hostess.
 Hereford Study Club, 8 p. m., Mrs. Noble Howard hostess.
 Summerfield Study Club, 2:30 p. m., in the J. B. Noland home.
 Antouian Circle, 8 p. m. at Saint Anthony's.
 Farm and Ranch Club, noon, hostess Mrs. W. W. Gilbreath.
 Texas Nurses Association Sub-

Camp Fire Council Meet Set

Annual reports will be given and future objectives will be discussed at an annual meeting of the Hereford Council of Camp Fire Girls Inc. scheduled at 8 p. m. Monday at the Camp Fire Lodge.
 The meet will be open to any interested persons and all registered adult council personnel are urged to attend.
 Officers for the coming year will be installed by Mrs. Urlin Streu one of the first Camp Fire leaders in Hereford.
 A social get-acquainted period will follow the business session.

Club Elects New Officers

New officers for the Hereford Riders Club were elected in a recent meeting.
 Travis Shields was elected president and Evelyn Crofford was elected vice president while Betty Wilcox and Joe Pat Cassels were elected secretary and treasurer, respectively.

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 Phone 364-3466
Hamby's Rental Service
 Across the road from Hamby Real Estate

Page Seven
 Elected as club delegates were Al Lee and Clifford Johnson and named new Junior sponsors were Jay Kerr and J. A. Crofford.
 Members of the club reported that Play Day practice is just around the corner.

Lone Star Agency
 601 North Main Hereford, Texas
 REAL ESTATE - INSURANCE - LOANS
 Melvin Jayroe 364-4555 After Hours 364-3766
 ALLENE WARDEN - 364-2102

GLASS IS OUR BUSINESS.
 Call Us For All Your Glass Needs
HEREFORD GLASS CO.
 1382 Park Ave. INC. 364-3652

HEREFORD RADIATOR
 Frame and Axle Repair
 116 Avenue K
 DEPENDABLE SERVICE

GOLDEN SPREAD REAL ESTATE

BOB PUGH-BUILDER
 4 bedroom brick with 3 baths, den, kitchen built-ins, fully carpeted and double garage.
 See this one at 321 Centre.
 Office 364-2221
 under construction
 108 Greenwood

PUTTING YOU FIRST KEEPS US FIRST
Justice REALTORS
 MAIN & HWY. 60 - 364-2222
 Ralph Owens 364-2560
 Betty Cope 364-0255

Cattleman's Delight-4 BR., 3 bath, double garage. This home has the very finest features including large cathedral ceiling, Stone fireplace, central vacuum, cleaner, intercom, laminated bar. Enjoy living by calling for appointment. H-407

Heavy Shake - Assume loan in this large Ranch Style home, 4BR., 4 bath home. Decorated with outstanding paper, in excellent neighborhood. Sprinkler System, circle drive, small yard. H-402

Small Down Payment - You would expect to pay more for this 3BR, 2 bath home, close to school large family room, double garage. Why wait to own your home with building cost increasing. H-3313

Outside City Limits - This Country Estate can be yours for only \$27,500.00. Owner will give possession of home, large barn, and 15 acres at closing. Enjoy living close to town and be able to have horses, cattle and the quietness of country living.

Trade - Owner will sell or trade this large 3 BR. with double Fireplace. H-3302

\$2,500 Down - A good buy in N.W. Hereford with 3 BR., 2 baths and double garage. Extra large rooms and only \$14,500.00 H-3301

Near Schools - this home has been lived in but you can't tell it. Clean and neat 3 BR. with 1900 sq. ft. Peach trees, lovely yard and Roses, lots of closets. H-3289

Trade - this older home with good location, fireplace, ref. air, central heat, original floors, large family room, 3 baths. H-3227

Easy to Own - this 200 acres is a bargain, 2 wells, 1/2 mile tile, on pavement. This farm has a large low interest loan. Owner might trade. F-2059

640 acres perfect for cattle operations. High yields, good improvements, worth the money. F-4081

LAND & HOMES... WE HAVE OTHERS CALL FOR YOUR PERSONAL INSPECTION:

SOFT WATER SERVICE
 CALL 364-3280
 The savings are greater than the cost
 Home owned home operated

You've Never Seen Such Thorough Service STOP IN SOON
 Phillips "66" Products
EAST SIDE "66"
 Rocky Stewart
 1303 E. 1st 364-2644

YOUR SINGER DEALER
 Let us help you with your sewing needs. Guaranteed service on all makes sewing machines and vacuums. Parts and notions.
 Southern Sewing Center
 213 Main 364-3782

MANNING PLUMBING CO.
 For all your plbg. repairs CALL 364-0931
 Roy & Jim

OPENING SOON
 SUMMERFIELD MOBIL MANOR
 THE FINEST MOBILE-HOME LIVING
BOOZER REALTY CO.

EXPERT REPAIR
 ON PORTAL BUICK GMC TRUCKS and all makes KINSEY-OSBORN MOTORS
 free pickup phone 364-0990

EAGLE REAL ESTATE
 PHONE 364-2653
 120 N. 25 MILE AVE.

132 Mimosa St. a new 4 BR-2 Bath, lovely brick home. Total electric, all built-ins, carpets, 2 car garage. Isolated master bedroom. Such a beautiful home. H-406

On Northwest, 4 new brick homes, 3 & 4 BRms. Pick your colors and carpet. Let us show you these nice homes. Refrig. air

On Ranger, a new 4 BR., 3 1/2 Bath, beautiful home. This home will be one you would be proud to own. Refrig. air. H-413

160 acre farm west of Summerfield, 140 acres irrigated. Good allotments. 2 wells. Lays good. \$300.00 per acre. Low down payment. F-108

Let us have your farm or home to list for sale. We have prospective buyers.

Virgel Merriott 364-2653 Mike West 364-0735
 Virgil Justice 364-0670. Wildering West 364-0735

Campbell-Cramer

- CHOICE LOCATION, beautiful fenced yard, 2 bdr. with large rooms, large storage building. 5 1/2% loan payable \$115.00 per month. \$15,950.00 H-265
- LIKE NEW. Small 3 bdr. home with 3 bedrooms, garage, central heat. Loan payments are only \$98.00. Will take small down payment or trade. \$11,500.00.
- HAS EVERYTHING but location. Approximately 2,000 sq. ft., 3 to 5 bedrooms, carpet, built-ins, den, L. R., and formal dining room. Low down payment. Only \$15,500.00 H-3226
- 500 TOTAL MOVE-IN to veterans. 3 bdr. brick with all the extras. A \$18,500 value for only \$17,500.00. H-3142
- EXCEPTIONAL QUALITY in materials and workmanship from the ground up. A rarity in this day of shotgun construction. 3 bdrs., 2 baths, oversize 2 car garage, finest of carpets, refrigerated air, humidifier, built-ins. Truly a quality house. Payments \$145.00 at 6%. \$21,200.00 H-3233
- \$1,000 TOTAL MOVE-IN for nice 2 bdr. frame home with garage, fenced yard, large corner lot. Owner will carry balance at low interest. \$10,000 H-272

East Hi-Way 60 - Phone 364-0972 or 2424
 Evenings and Sundays Call
 Gene Campbell 364-0789 Jim Cramer 364-0164
 Ted Walling 364-0460

WHY PAY RENT?
 Nice 320 A., all cult., 3 irr. wells, good imp., on paving with good 1/2 rental, good allotments, for sale or will trade for good 160 A. here or land in Ft. Worth or Waco area.
 135 A. near Hereford, price \$37,500.00, only \$10,500.00 down, 40 yearly payments on balance.
 Extra nice 160 A., 2-8" wells, near Hereford, 1/2 mile tile, will trade in on 1/2 section. 30 acres on paving, 3 bdr. home, 30 X 50' barn, \$19,500.00, only \$6,500 down, balance in 10 yearly payments at 7 percent interest.
 5 acre tracts near Hereford. 3 lots and 2-3 bdr. homes out of the City limits, price \$7,500.00, \$500.00 and some trade down, balance \$85.00 per mo. on both-homes interest included.
 Large home in NW Hereford, will trade \$12,500.00 equity in on farm land or smaller home.
 Highway frontage on 385 and Highway 60, 10 percent down with good terms.
 40' X 90' building and large lot to trade for acreage.
 Clear property and notes to trade for small farm or acreage near Hereford.
 Clear 160-A. in Missouri to trade for acreage near or home in Hereford.
 For rent, 3 room office and good parking space on Highway 385, \$75.00 per month.
 58 GMC tractor truck \$400 with new motor.
 20 acres on paving, 3 bedroom house and barn. Price \$13,000. \$6,500 down, ten years on balance.
J. M. HAMBY AT HAMBY REAL ESTATE
 Office 364-3566
 Res. 364-2553
 B-4-25-1fc

30 ACRES
 with 3 bdr. home, on paving, near Hereford, \$650.00 per A., terms available.
\$950.00 DOWN
 3 bdrms., new carpet, completely redecorated inside and outside, near schools, only \$9,500.00.
\$750.00 DOWN
 2 bdrms., fully carpeted, new paint, single garage, \$7,500.00.

NEAR SCHOOLS
 Fully carpeted 3 bdr. home with double garage, only \$15,500.00, will trade for smaller home, existing loan can be assumed.
3 BEDROOM BRICK WITH DEN
 2 baths, utility room, double garage, refrigerated air, an exceptional buy at \$20,000.00.

5 1/2 PERCENT LOAN
 Large 3 bdr. with single garage, nice yard, only \$15,500.00, good terms available.

NEAR AIKMAN SCHOOL
 3 bdr. brick, single garage, 5 1/2 percent loan can be assumed, only \$12,500.00, reasonable down payment to qualified purchaser.

DEAF SMITH COUNTY
 1/2 SECTION
 Fully allotted to wheat, milo & sugar beets, high yields, 2-3" wells, 2 mi. underground tile, nice home, only \$30,000.00 down to qualified purchaser, existing 5 1/2 percent loan can be assumed, possession if purchased in near future, owner will consider trading for other land in Texas Panhandle.

NEAR HEREFORD
 Only \$10,000.00 down on this 1/2 section with wheat, milo & cotton allot., 1-6" & 2-5" wells, 1 mi. underground tile, 3 bdr. home, only \$210.00 per A.

NORTH PLAINS
 320 A., 2 good 8" wells, approx. 3500 ft. underground tile, 237 A. milo & wheat allot, 1/2 mile off paving. Located in Sherman Co., Texas. \$325.00 per A. \$20,000.00 down or owner will trade for other property.

HAMBY REAL ESTATE
 South Highway 385
 Office 364-3566
 J.M. Hamby 364-2553
 Gerald Hamby 364-1534
 Durward Hamby 364-3466

CARMICHAEL Real Estate, Inc.
 508 South 25 Mile Avenue
 PHONE 364-1251
 FARMS & FARM LOANS

SPACIOUS, CLEAN & WELL LOCATED - 3 bedroom - 1 bath, single garage - fenced - low, low equity - \$13,500.00.

OWNER WILL PLEDGE - 3 bedroom - 1 1/2 bath - livingroom - den - fenced yard - 10% down - builtin kitchen - 1713 sq. ft. - \$18,200. - 117 Ave. H.

COUNTRY HOME - 3 Bedroom - 1 1/2 bath - large livingroom - den & kitchen combination - woodburning fireplace - 5 acres of land - large garage - storage bldg - shop bldg.

10% DOWN - Nice - 3 bedroom - double garage - 1 1/2 bath - fenced yard - owner will pledge - low down - app. only - \$10 Star.

CORNER LOT - large den - woodburning fireplace - formal livingroom - 4 bedrooms - double garage - lovely home - N.W. Hereford.

NICE - 3 bedrooms - 1 bath - carpeted - livingroom - family room - fenced - single garage - 207 Star.

TWO STORY HOME - 3 bedroom - 2 bath - redwood fence - carpeted - builtin kitchen - 2 car garage - livingroom - \$21,000.00 - 603 Star.

CORNER LOT - 3 bedroom - unusually large den - built in kitchen - living room - 1 1/2 bath - refrig. air - w/b fireplace - double garage - fenced yard - very nice - \$35,000.00 App. only.

2 YEARS OLD & EXTRA CLEAN: Equity buy - 6% loan - 3 bedrooms - 1 1/2 bath - double garage - refrigerated air - owner leaving town - appointment only - 123 Ranger.

ACREAGE & 2500 SQ. FT. OF GRACIOUS COUNTRY LIVING: Beautiful French Provincial Brick - Cooks delight kitchen - 3 bedrooms - 2 full baths - \$45,000.00 - appointment only.

Where Buying and Selling Become a Reality

Troys Carmichael Mutt Wheeler
 Harold Kids (Nite Phone) Jeane Coker
 364-0336

HOMES ARE SELLING GREAT! WE NEED YOUR HOME NOW IS THE TIME TO SELL WE HAVE BUYERS FOR ALL PRICED HOMES. PROFESSIONAL SERVICE

Terri Wilson Is Participant

Terri Wilson, Hereford, was among the 21 Eastern New Mexico University students who were among a group of 67 New Mexico residents who participated in the "Mission 70" conference Dec. 28-31 in Atlanta, Ga. Some 4,000 delegates from across the country attended the meeting sponsored by the Southern Baptist Convention. Sessions were in Atlanta Civic Auditorium and various churches in downtown Atlanta.

Among the speakers at the conference were John Chancellor, former Voice of America director and NBC news reporter, Bill Lawson, young black pastor from Houston, and Kenneth Chafin, professor at Southern Seminary, Louisville, Ky.

The conference included discussions of the new dimensions in mission and ministry work for young adults, plus an examination of contemporary Christian philosophy. The closing session was a New Year's Eve midnight service as the decade of the '70's began.

Is Engaged

The engagement and forthcoming marriage of Miss Reba J. Hall to Donald C. Weems Jr. of Elfrida, Ariz. is announced by her mother, Mrs. Leo Hall of Wilcox, Ariz. and the late Mr. Hall, former resident of this area.

Weems is the son of Mrs. Corothy Weems and Don Weems, both of Elfrida.

Vows will be solemnized Jan. 24 in the First Baptist Church in Wilcox.

Miss Hall, a 1968 graduate of Wilcox High School, is employed by Defco Construction Company at Tucson.

Weems is a 1964 graduate of Elfrida High and a senior student at the University of Arizona.

TWO AUCTIONS THOMPSON EXPLORATION DRILLING CO
Selling Exploration & Drilling Equipment
Time: January 20th, 1970, 10:00 A.M.
Location: Municipal Air Port, Lubbock, Texas
2-Failing CFD Drilling Rigs 2-Mayhew 1000 Ser. Drilling Rigs 9-Water Trucks 3-Pickups 2-Winch Trucks 2-Floats House Trailer 1-1959 Mobil Scout 8x12 Trailer- Boat & Motor 1-18' Carter-Craft Outboard, 95 Mercury 2-wheel trailer 20-Cutting Torches, Light Plants & Welders 10-Pumps and Air Compressors 17-Hydraulic Jacks Pipe Core Barrels Kellys & Hoses Weight Indicators Elevators & Slips Tires Big Misc. of All Types Misc. Equipment Related to Drilling Industry Shop Equipment Truck Misc. Power Units and Tanks

SOUTHWEST IRRIGATION CO.
Time: January 21 & 22, 1970, 10:00 A.M.
Location: 1201 East 34th Street, Lubbock, Texas
Reducing Inventory & Selling Cement Pipe Operation
10-Trucks 2-Truck Tractors 8-Pickups 20-Trailer's Dozers, Trenchers Cranes and Tractors 22-Welders Light Plants and Cutting Torches 14-Drill Presses and Air Compressors Shop Equipment Earth Boring Machine Electric Motors Centrifugal Pumps Buildings Office Equipment Radio Equipment 4-Complete Concrete Pipe Plants
Thousands of joints of concrete pipe from 8" to 60" in size & 3' to 6' in length. T's, L's and man-holes of all sizes.
For Complete Descriptive Color Brochures Write or Call Floyd Vandeburgh Auctioneers ac 405-625-4576, Box 487 Beaver, Oklahoma 73932

FRESHER BY FAR.. AT FURR'S!



UP TO 150 EXTRA GOLD BOND STAMPS AT FURR'S!
Redeem coupons mailed to your home each week for EXTRA Gold Bond Stamps! Redeem the first two coupons at Furr's by January 14. Redeem one coupon for 50 FREE STAMPS, no purchase necessary. Redeem the other for 100 FREE STAMPS with a \$5.00 purchase or more.

GRAPEFRUIT
TEXAS RUBY REDS
sweet and full of juice
Lb. **10¢**

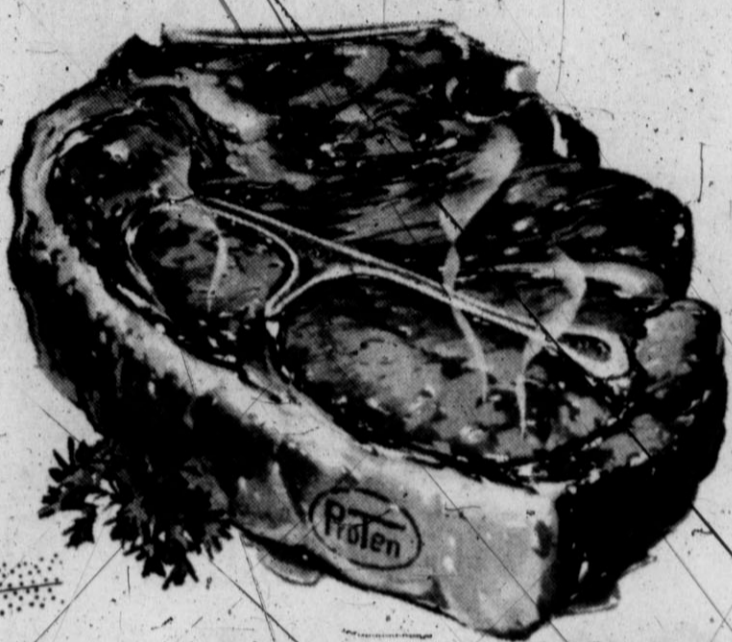
BANANAS
Central American
Lb. **10¢**

Rump Roast Furr's Proten lb. 88¢
Short Ribs Beef Furr's Proten lb. 38¢
Lean Cubes Boneless Stew Furr's Proten lb. 79¢
Swiss Steak Round Bone Furr's Proten lb. 88¢
Roast Shoulder Furr's Proten lb. 68¢

CUCUMBERS Arizona lb. 39¢
CARROTS Cello 1 lb. pkg. 19¢
CABBAGE Texas lb. 15¢
POTATOES Baking Size lb. 11¢
YELLOW ONIONS Colo. lb. 15¢

APPLES
Red Delicious Wash. State
6 LBS. \$1.00

PECANS
New Crop
lb. **39¢**



CHUCK ROAST
Furr's Proten lb. **58¢**

SIRLOIN STEAK
Furr's Proten lb. **88¢**

VIENNA SAUSAGE Food Club No. 1/2 Can **19¢**
SHORTENING Food Club 3 lb. can **59¢**
CRACKERS Food Club 1 lb. box **19¢**

CATSUP Kerns 20 oz. bottle
2 FOR 25¢

FLOUR Food Club 5 lb. bag **39¢**
PUMPKIN Libby's 303 Can **10¢**
PEARS Food Club No. 2 1/2 can **39¢**

JELLO Gelatin Assorted Flavors 3 oz. pkg. **10¢**
OLEO Solid lb. **12 1/2¢**

PECANS fresh shelled
Ellis 10 oz. pkg. **78¢**

T-BONE STEAK Furr's Proten lb. **98¢**
ROUND STEAK Furr's Proten lb. **88¢**
RIB STEAK Furr's Proten Farm Pac lb. **88¢**

SIRLOIN STEAK Furr's Proten lb. **88¢**
Bologna Farm Pac all meat pkg. 12 oz. 59¢
Lunch Meat Farm Pac 4 varieties 6 oz. 35¢
Link Sausage Farm Pac 12 oz. 65¢

FRESH FROZEN MEATS
Shurtenda just heat
Steak Fritters and serve 5 to pkg. lb. **1.00**
Just heat and serve
Fish Cakes 16 to pkg. **2 lbs. 1.00**
Fully cooked just heat and serve lb.
Perch Fillets **79¢**
Just heat and serve
Corn Dog **8 for 1.00**

SANDWICH SPECIALS
PIMENTO CHEESE each 35¢
HAM SALAD each 40¢
CHICKEN SALAD each 40¢
POOR BOY SANDWICH each 39¢
SLICED BEEF SANDWICH each 60¢
SLICED CHICKEN SANDWICH each 50¢
PLATE LUNCH choice of meat, salad and two vegetables only \$1.25
FRUIT COBBLERS each 98¢

Miracle Whip Salad Dressing qt. 47¢
Apple Butter Food Club 44 oz. jar 59¢
Beef Stew Food Club 24 oz. can 59¢
Sauce Worcestershire French 10 oz. 49¢
Peanut Butter Food Club Smooth or crunchy 18 oz. 49¢
Instant Breakfast Food Club assorted 6 piece pkg. 49¢
Sprinkle Sweet 4 1/2 oz. pkg. 39¢
Cranberry Sauce Food Club No. 300 can 15¢
Green Beans Food Club cut No. 303 can 19¢
Beets Libby's Harvard Diced 16 oz. glass 29¢

DEODORANT Arrid Extra Dry 6 oz. reg. or unscented **79¢**

RAZOR BLADES Personna-Ultra Chrome 7's 79¢
COTTON SWABS Valiant 90's 29¢
TOOTHBRUSHES Pepsodent Reg. 69¢ 23¢
Dristan 50's \$1.67
Creme Rinse Tame 8 oz. 87¢

COLD CREAM
Lady Ester All Purpose Reg. **69¢**
98¢

HAIR DRESSING
Vitalis Egg 12 oz. **\$1.19**

HAIR SPRAY
Cinderella 13-oz. Can **39¢**

Pot Pies Mortons, Chicken, Beef, Turkey, Macaroni and Cheese, or Spaghetti and Meat: Your Choice **6 for \$1**

Orange Juice Dartmouth 6 oz. **6 FOR \$1**

DONUTS Morton's, plain or powdered
24 ct. pkg. **3 \$1**

HONEY BUNS Morton's
9 oz. Fresh Frozen **29¢**

NOTEBOOK PAPER 300 CT. 2 HOLE **49¢**
White Heavy Cushion Foot **6 PAIR \$1.84**
FACIAL TISSUE SCOTTIES Box white or assorted colors. **4 FOR \$1**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

SHOP
Furr's
where you get it all!

22 WORLD FAMOUS COMICS

The Sunday Brand

FIRST
-IN LOCAL NEWS
-IN LOCAL PICTURES

Published Every Sunday

SUNDAY, JANUARY 11, 1970

BLONDIE

CHIC
by YOUNG



MANDRAKE THE MEGAN



BY LEE FALK

MANDRAKE AND LOTHAR DRIVE THE FIERY ALIENS INTO THE SUNSHINE WITH WATER - WHICH THEY LOATHE -



The PHANTOM

By Lee Falk



BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



Hi and Lois

by MORT WALKER and DIK BROWNE



TIM TYLER'S LUCK

by Lyman Young and Tom Massey

TIM, PLANES ARE REPORTED TO BE ARRIVING AT THE NADUWA CAVES...

THATCHER DID SAY HE HAD A BIG VOLUME OF RECORDS ALL READY TO BE STORED THERE!

APPARENTLY HIS STORAGE COMPANY HAS CLIENTS IN MANY COUNTRIES—

IT'S NOT THE AMOUNT THAT BOTHERS ME. IT'S THE DIRECTION SOME CAME FROM!

WASN'T IT AGREED HIS CARGO PLANES WOULD REFUEL AT PORT AGANA BEFORE COMING TO NADUWA?

YES! SO WHY DO I GET A REPORT FROM WAY OVER AT OUTPOST #14 THAT PLANES ARE PASSING OVER AT NIGHT!

IT'S TIME TO INSPECT NADUWA CAVES! GET SPUD AND GO!

THEY'RE CARRYING BOXES TOWARD THE CAVES—

AN INSPECTION ALREADY! COME ON IN—

IF THERE'S ANY BOX AT ALL YOU WANT OPENED, I'D BE HAPPY TO OBLIGE!

THATCHER SEEMS EAGER TO CO-OPERATE ... TOO EAGER!

TO BE CONTINUED!

The KATZENJAMMER KIDS

by JOE MUSIAL

VUN LOG I VANT HIM TO SAW UND HE SNEAKS OFF!

DOT'S DER CAPTAIN FOR YOU!

... UND A 24-CARAT DUM-DUM!

VE ISS LIDDLE BUT VE VILL TRY TO SAW IT!

VE GO TO GET DER SAW!

YOU ISS ANCHELS! I'LL FIND DER BIG LOAFER!

HOW'S DOT?

BYOOTIFUL!! HOW DO YOU LIKE MY SAWDUST DOLLINK!

LOOK! SHAME! LIDDLE CHILDREN DOING YOUR VOIK!!

HE COULD FINISH, MAMA, VE ISS TIRED!

VOT DER...? A DING-BUSTED HOODLUMP-TRICK!

UND I SUPROSE DER SAWDUST ISS.....

SOAP!!

SPLASH

I NEFER SAW A MAN VOT ISS SO ALLOGIC TO VOIK!

INDEED!

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MUSIAL

PONYTAIL

BY LEE HOLLEY

DONALD AND I HAD A BIG FIGHT AND WERE FINISHED!

I KNOW.

HOW DID YOU FIND OUT?

I SAW HIM DRIVING AROUND WITH CAROL CRUMP!

CAROL CRUMP! HOW COULD HE?!

I GUESS SHE WAS TRYING TO CHEER HIM UP.

THE NERVE! I'M GOING TO GIVE HIM A PIECE OF MY MIND!

BUT YOU CANT... YOU'VE SPLIT UP!

THAT'S RIGHT...

I'D BETTER MAKE UP WITH HIM RIGHT AWAY...

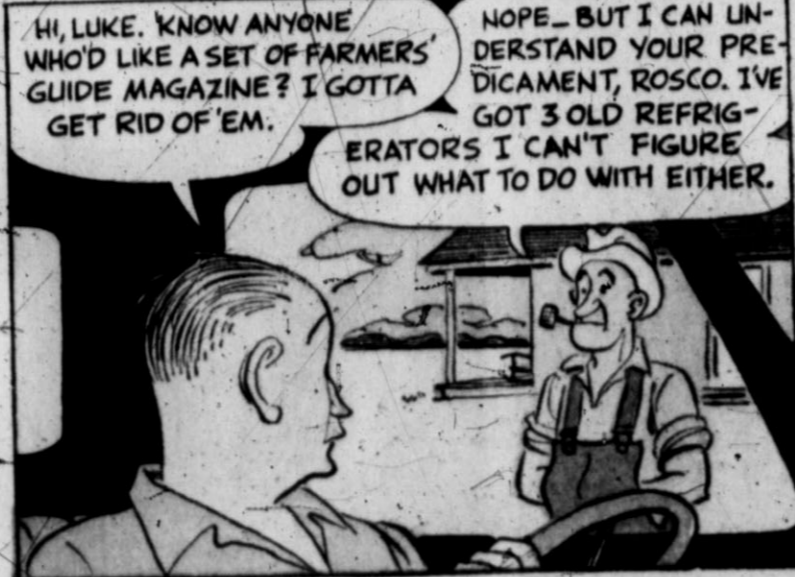
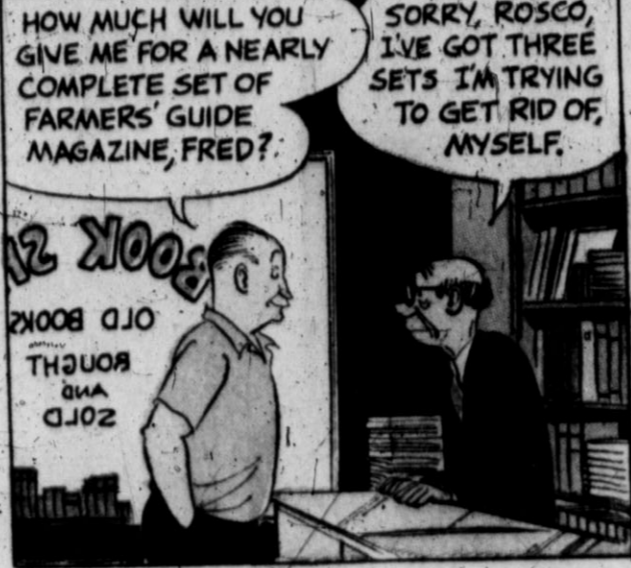
SO WE CAN HAVE A REAL FIGHT!!

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BUZ SAWYER

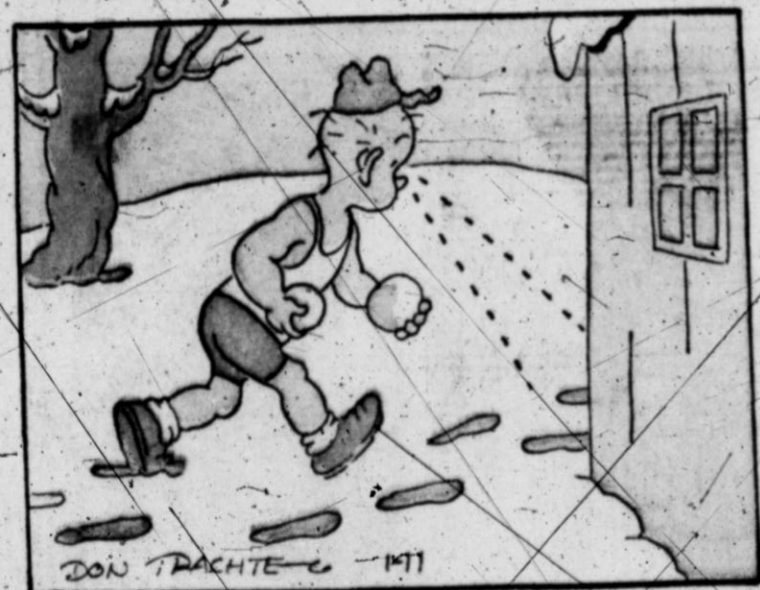
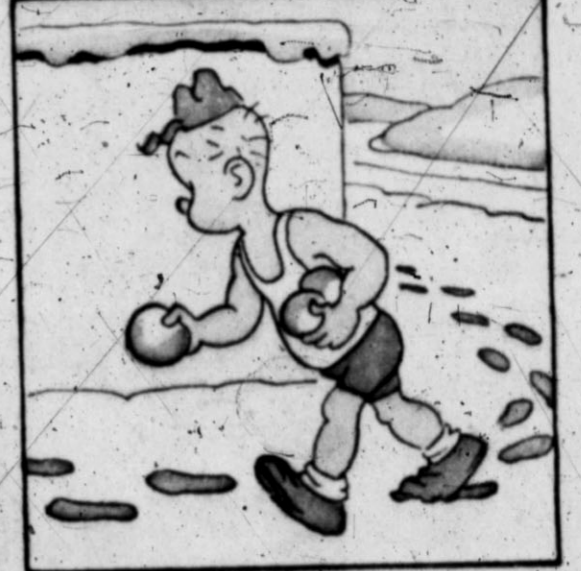
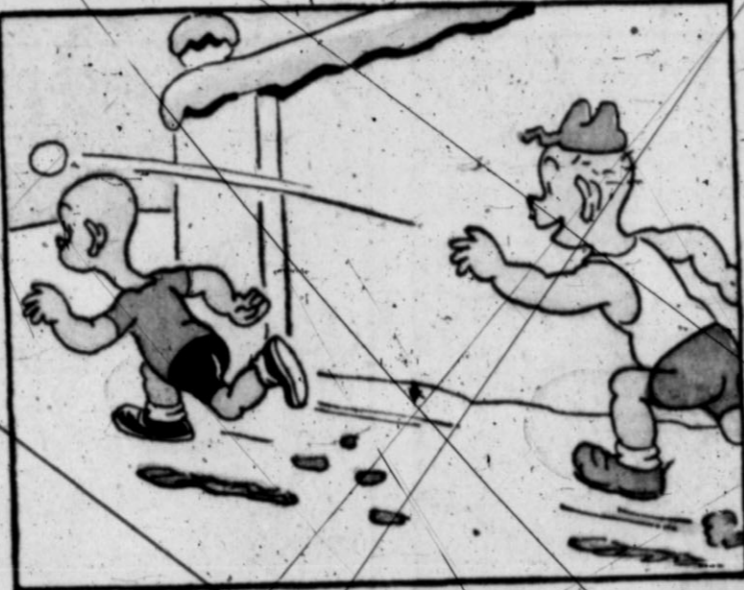
Featuring His Pal Rosco Sweeney

by ROY CRANE



HENRY

by DON TRACHTE



TIGER

by BUD BLAKE





beetle bailey

by mort walker



BOY, AM I TIRED



I THINK I'LL SIT HERE ON THIS ROCK AND LOOK AT THE VIEW AND REST



HELP



I'VE YELLED FOR TEN MINUTES AND NO ONE HAS HEARD ME YET

MAN! ARE MY ARMS GETTING TIRED!



NOW MY LEGS ARE GETTING TIRED



NOW MY ARMS ARE GETTING TIRED



NOW, MY LEGS, ARMS AND TEETH ARE TIRED!

NOW WHAT?



I'LL YELL "HELP" ONCE MORE AS LOUD AS I CAN

HELP!

THUD!



MAKE THAT, "LEGS, ARMS, TEETH AND BRAIN!"

MORT WALKER 1-11

FLASH GORDON



DALE HAS SPOTTED THE MISSING CREWMEN, OUT ON THE FROZEN FLATS OF PLUTO...

OH, FLASH... I'M AFRAID WE'RE TOO LATE!



PANCHO!



WE'VE FOUND THEM JUST IN TIME! THEIR SUIT BATTERIES AREN'T QUITE DEAD... BUT THE COLD HAS PUT THEM TO SLEEP!

THE YUBORIANS HAD NO IDEA HOW WELL-EQUIPPED THESE SUITS ARE, FLASH...



...THEY'VE UNDERESTIMATED OUR CHANCES! THIS INFLATABLE BUBBLE WILL KEEP THEM ALIVE A BIT LONGER!



WE CAN SPARE A LITTLE HEAT FROM OUR SUITS TO WARM THE BUBBLE!

LOOK... PANCHO IS STARTING TO MOVE! HE'S COMING TO!



FLASH GORDON, AMIGO MIO! I KNOW YOU COME ALONG AND WAKE UP PANCHO SOMEHOW! BRR... HOMBRE! IT IS COLD IN THIS PLUTO PLACE!

EASY, EASY, PANCHO! MY RIBS...



HOW FAR ARE WE FROM THE BASE, FLASH? AND HOW DO WE GET BACK IN IF WE CAN MAKE IT?

I CAN MAKE IT TO THE SHIP ON MY ANTI-GRAV BELT... AND BRING SUPPLIES! THAT'LL BUY US TIME TO DO SOME THINKING!



WHILE AT THE PLUTO BASE, MILAN'S REBELS HAVE TAKEN OVER...

NAIRUKO IS DEAD! I AM IN SOLE COMMAND... AND EARTH WILL AGAIN FEEL THE STING OF OUR WEAPONRY! NOW WORK... FASTER!

CONTINUED NEXT-WEEK



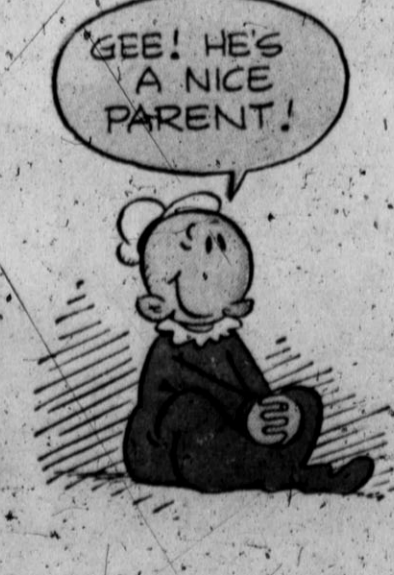
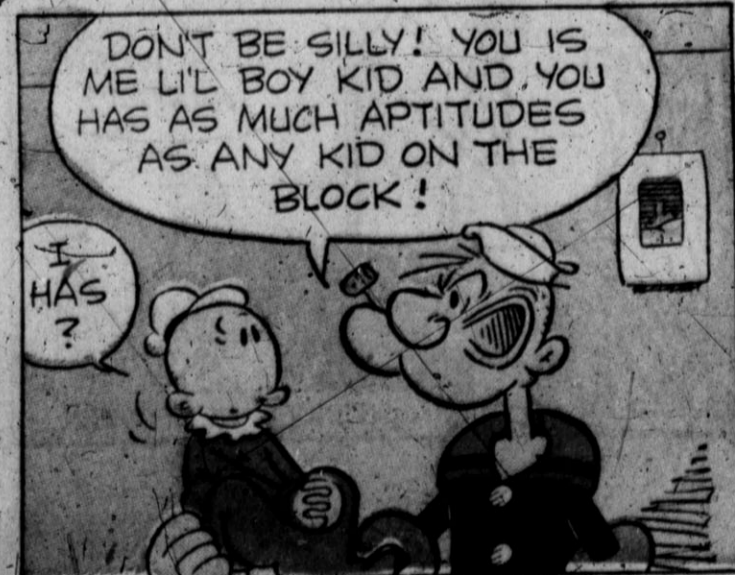
The Little Woman

by DON TOBIN



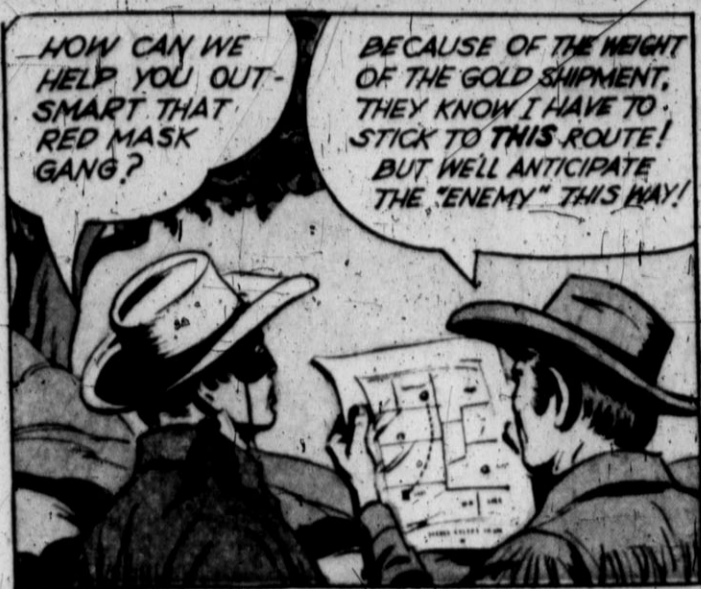
I POPIEYIE

by BUD SAGENDORF



The LONE RANGER

by Charles Flanders and Paul S. Newman



WALT DISNEY'S DONALD DUCK



WALT DISNEY'S MICKEY MOUSE



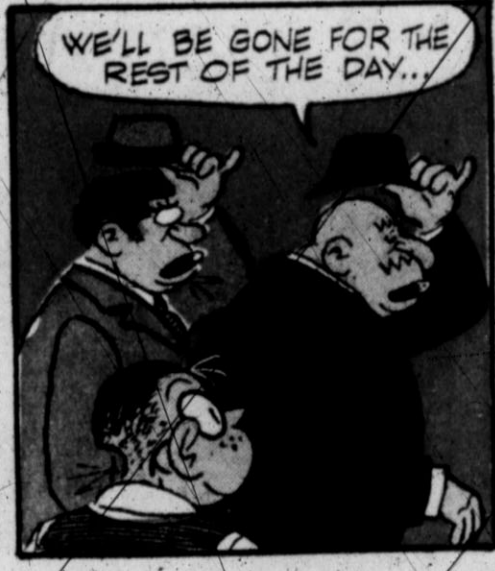


MISTER BREGER

by Dave Breger



1 HOUR LATER



BARNEY GOOGLE and **SNUFFY SMITH**

by FRED LASSWELL

