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Vol. 25--No. 26

The Sunday Brand, Hereford, Texas, Sunday, December 24, 1972

PUBLISHED EVERY SUNDAY

Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek joins all of us at THE BRAND in wishing our readers a very Merry Christmas and happy holiday season!

There has been a happy air around town this final week before Christmas. The hustle and bustle of the Christmas shoppers is a familiar sight; many stores and homes have put on a "holiday face", and even the weather is cooperating.

While it seems traditional to yearn for a "white" Christmas, everyone in this agricultural area realizes we need dry, fair weather for a spell. It was good to see the sugar beet trucks on the move again this week, and other farmers able to get into the fields after a seige of cold, wet weather.

We, at The Brand, join others of the community in wishing the very best to T.E. Seigler on his retirement as administrator at Deaf Smith General Hospital. Although this writer has known him less than a year, we hearing glowing comments on the service and dedication to duty Seigler has given over almost a quarter of a century. We have a fine hospital here, and Seigler's efforts to help upgrade the facility over the years should not go unnoticed.

A number of Hereford Jaycees were enveloped in the Christmas spirit early this year, thanks to a "shopping spree" for less fortunate children. The club treated 33 youngsters — first through fourth grades — to a shopping spree for their families recently, and they definitely plan to make it an annual affair.

Each child was given \$5 for their Christmas shopping, and Jaycees helped the group keep track of their spending and gifts. The club had school principals and teachers "screen" the children to pick out students of less-fortunate means. The club received some donations to help with the project.

The Jaycees had as much fun as the kids, reports one member. And, they reaped rewards, too. Reported one Jaycee: "I asked one of the kids, after we finished shopping, if he was cold." His reply was: "Shucks, I'm to happy to be cold!"

This, too, was Christmas in Hereford.

How seldom Christmas comes — only once a year; and how soon it is over — a night and a day! If that is the whole of it; it seems not much more durable than the little toys one buys on the street corner. They run for an hour, and then the spring breaks, and the legs come off, and nothing remains but a contribution to the dust heap.

But surely that need not and ought not be the whole of Christmas — only a single day of generosity, ransomed from the dull servitude of the selfish year — only a single night of merry-making, celebrated in the slave-quarters of the selfish race! If every gift is a token of a personal thought, a friendly feeling, an unselfish interest in the joys of others, then the thought, the feeling, the interest, may remain long after the gift is forgotten. — Henry Van Dyke.

For 220 Youngsters

'Toys For Tots' Is Big Success

Christmas was made a little happier for some 220 Hereford children Saturday when the Veterans of Foreign Wars delivered tons of toys and food to needy children and families.

The annual "Toys for Tots" drive, conducted by the VFW for the past 18 years, wound up late last week with the packing of the toys for distribution Saturday. VFW officials called the drive "probably the best we have ever had as far as what we accomplished."

REC Gets Big Loan

Congressman Bob Price received notification Friday from the Department of Agriculture's Rural Electrification Administration that Deaf Smith Electric Co-operative, Inc. has been awarded a loan for \$553,000.

Application for the loan, to be used in local rural electric systems improvements, was made in the late summer. Mr. David Hamill, REA administrator from Washington, D.C. worked with Congressman Price in obtaining the loan for Deaf Smith Electric Co-op., and gave his approval to the loan.

Deaf Smith Electric Co-operative proposes to obtain supplementary finances from the National Rural Utilities Co-operative Finance Corporation.

The purpose of the loan, according to a statement released by Congressman Bob Price's office, is twofold.

One, to "finance 46 miles of distribution line to serve 380 area consumers," and two, to "finance a system improvements."

Beet Harvest Is To Begin Tuesday

Holly Sugar, closed down for a period of seven days because severe weather prevented farmers from harvesting their crops, will probably begin operations again Tuesday.

"We hope to get the factory operating again by Tuesday," said Holly agricultural manager Bob Ginn, who estimated that the plant has processed about 50 per cent of the beets available in the area.

"The sugar content is not easy to tell, because he haven't run enough samples, but I'm sure it's probably down some," said Ginn.

The Shoup plant operated for only five days after its first forced closing early in December. The plant ran out of beets for the second time in

A Very, Merry Christmas From All Of Us To All Of You!!!

In addition to the repaired toys for the youngsters of some 60 needy families, the Veterans of Foreign Wars spent an additional \$1,000 from their own funds to purchase new toys to supplement the others.

Also, an additional project with this year's drive was furnishing of hams, oranges, apples and nuts to the families.

And, elderly persons also reaped rewards from the veterans as hams also were given to some who were in need.

Delivery of the toys started about 9 a.m. Saturday as VFW members loaded their pickups and began distributing the Christmas "gifts."

For persons who were unable to afford Christmas trees, the VFW received help from the Kiwanis Club, which donated several trees to be given to families who wanted them. The Kiwanis Club had its annual Christmas tree lot and the trees donated were those left on Saturday.

Help also came from many other sources, including Boy Scouts, the VFW Auxiliary, ladies at Kings Manor, Jewel Smith, Gebos, Duckwalls, Western Auto and the First Baptist Church Acteens.

The ladies from Kings Manor, along with the Acteens and Auxiliary women, helped dress some of the dolls that were given away. Mrs. Smith, the county welfare director, assisted with the work and the distribution of the gifts.

"This undoubtedly was the best drive we have ever had," VFW member Virgil Kelly said Saturday. "But, we hope it can grow and get even better next year."



CHRISTMAS CHEER — Veterans of Foreign Wars, the VFW Auxiliary and other organizations and individuals are shown Saturday morning as they prepare to begin distributing the "Toys for Tots" gifts. Some 220 children were presented toys as a result of the drive.

On Social Security Benefits

County Residents Will Have To 'Pay The Piper'

Residents of Deaf Smith County will soon have to pay the piper for the increases in social security benefits that were voted this year.

Beginning on January 1st, local wage earners and their employers will be hit with an increase in payroll taxes to finance the 20 percent hike in

first \$9,000, which they are now paying.

As a result, a person in the local area who earns \$10,800 or more will be paying \$631.80 next year instead of the current \$468.

The self-employed locally will be paying a maximum of \$864, as against \$675 at present.

What it amounts to, for residents of Deaf Smith County, is an overall increase of approximately \$603,000 over the total paid by workers and employers in 1972.

The figures are based upon data released by the Social Security Administration, the

Working people who are covered by social security will begin paying at the rate of 5.85 percent on the first \$10,800 of earnings. Matching contributions will be made by their employers.

The new rate represents a rise over the 5.2 percent on the

The formalities on the subject of an assistant criminal district attorney for Deaf Smith County were completed last week when Governor Preston Smith okayed a \$7,961 grant to supplement the salary of the new office.

The position was approved by the county commission some time back, pending approval of the grant to help pay the salary. The county will pay \$1,600 per year in addition to the grant.

The money will come from the Criminal Justice Council, which oversees statewide criminal justice planning and administers funds from the Law Enforcement Assistance Administration, U.S. Department of Justice.

The award is to enable more adequate preparation of criminal cases and more prompt and efficient trials.

The Deaf Smith County application was among 63, totaling \$5.6 million, considered by the CJC Executive Committee earlier this month.

The hiring of an assistant to help DA Andy Suval, has not been fully discussed by the court. Suval said last week that since the approval of the grant, steps will be taken as quickly as possible to hire an assistant.

"All that is left now is for the county to accept the grant," Suval said.

No one has applied for the job, the DA said, and one of the hold-ups with the county is a lack of space to office the new assistant. The courthouse is crowded at this point already and there would be no place to put the new man.

"It is my hope the commissioners might use some of this revenue-sharing money to build a new library. If they do that we would have plenty of space from what is now the library," he added.

Suval said the person selected for the position would try "all these speeding tickets we haven't had time to in the last six months," and would assist with the more complicated district trials.

"It will all depend on who we get. If he is experienced, we will just turn him loose—if not we will have to ease him in," he said.

The person hired will be allowed to carry on a private law practice besides handling the chores of the assistant criminal district attorney's post.

Suval, handling one of the heaviest case loads in the area at the lowest salary paid a district attorney in the state, pointed out that the work load for Deaf Smith County is 27 per cent greater than in Randall County where they have two assistants.

Christmas Seal Sales Lagging Behind Here

Stating that Deaf Smith County showed 224 persons reacting positively to the tuberculin skin test during the county-wide TB survey in Deaf Smith County on April 29, 1972, Dr. Clyde Rush, local director of the Top of Texas TB and Respiratory Disease Association said that there is great need for local residents to support the Christmas Seal Campaign's fight against TB with contributions.

"At present, he said, there are 147 persons attending chest clinic and under medical supervision following skin testing which showed them to be infected with tubercule bacilli."

So far, he said, Deaf Smith County has contributed \$519.25 in the 1972 Christmas Seal Campaign.

"These community programs in the Texas Panhandle are expensive," he said, "as are all major research activities in the field of lung diseases such as emphysema, asthma, and allergies."

"We are doing a great deal of work on lung transplant research, but some twenty-six research programs out of a total of forty-seven approved by the National TB and Respiratory Disease Association have yet to be funded. If we are to have the necessary knowledge and medical expertise to help these patients when they enter the hospital, then we are going to have to raise the money to buy the lung research."

"I hope that the residents of Deaf Smith County can see that Christmas Seal money spent on this research work has a direct bearing upon the county's RD patients and the help that can be given them."

And next year, under the new rates, it will be close to \$3,619,000, based upon the same number of workers.

Unless Congress votes a further expansion of benefits, the maximum tax will be reached in the year 2011, when a person earning \$12,000 or over will be paying \$876 into social security. Self-employed people will be paying a top of \$1,014 beginning in 1986.

Skate-A-Thon To Aid Muscular Dystrophy

A group of seven Hereford girls who attended Muscular Dystrophy camp in Amarillo earlier in the year will sponsor a Skate-A-Thon Thursday to raise funds for Muscular Dystrophy patients in the area.

Terry Swindell, spokesman for the group, said that the skate-a-thon will be held at the Playhouse Skating Rink from 10 a.m. until 12 midnight and prizes will be awarded for the skater who can continue skating the longest, and the oldest and youngest skaters, and others.

"We'll also have a rent-a-pillow service, for those who may need them," said Miss Swindell.

Admission for entering the skate-a-thon will be \$1.50, with rental of skates set at an additional \$.50. A \$.50 charge will also be taken from those who "just want to watch," according to Miss Swindell.

Money raised at the event will be used to help local families cope with medical and transportation bills, and the purchase of equipment, such as

wheelchairs and braces.

Miss Swindell said that the girls hope to have a live band for the event, and refreshments.

"We hope that our two muscular dystrophy patients in the area will be here, too," said Miss Swindell. "They are little Joe Armstrong, and our poster child, Joey Mazurek."

Other girls who are helping to sponsor the event are Jeannie and Cathy Loilzer, Bridget Marzurek, Glenda Baum, Becky Harris and Donna Stengel.

The WEATHER		
	H	L
Wednesday	53	38
Thursday	64	26
Friday	73	32
Saturday		38
Total moisture for year: 19.63 inches		

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Whitefaces Win 'Clutch' Game Against Harvesters

The Hereford Whitefaces won a "clutch" game here Thursday night, turning back a strong Pampa Harvester team by 64-57, and Coach Ron Mayberry couldn't have been more pleased with his team's performance.

After holding a slight lead most of the way, the Herd saw Pampa rally to tie the score, 53-53, with about five minutes remaining. With Keith Kitchens leading the way, Hereford surged back ahead and captured the victory — the fourth in a row and the ninth in the last 11 starts. The Whitefaces are now 12-5 on the season.

Mayberry thinks the team should have gained confidence with the triumph, and he hopes the momentum will continue after the Christmas holiday. The Herd enters the Borger Holiday Tourney Dec. 28.

Explaining the "big game" factor of the win, Mayberry said "It's the first time this year we won a close game in the final minutes against a good team." Mayberry said in the wins over Borger and Clovis, the Herd had a good lead in the fourth periods. "This time, the team had to produce, and it did."

Kitchens, who has come on strong in the past two games, led all scorers with 23 points. Dan Vander Zee — who had fallen off his scoring pace the past four games — found the range for 14 points, and Danny Harris came in with 10.

Mayberry thought Harris, Vander Zee and Luther Mays had a good night. He pointed out that Mays came off the bench in the second period and hit three quick baskets, helping the Herd

take a 34-26 lead at halftime. Vander Zee did a good job on the boards and hit in the double figures in the scoring column. Harris contributed four assists and a good defensive effort. Kitchens and Terry Scott had seven assists each.

Freddy Wilbon, Pampa's leading scorer, hit 19 points for the visitors, and the high-jumping 6-2 postman gave Mayberry some anxious moments. "He's one of the

finest players we've been up against. . . we went into a zone to try to keep the ball away from him in the last quarter."

Hereford had the height on the Harvesters, but Pampa won the battle of rebounds, 34-30. Mayberry said it was only the second time this season that the tall Whitefaces had come out on the short end on rebounding.

The game was close in all areas. Hereford was charged with 14 personal fouls and

Pampa had 15. The Herd converted on 12 of 17 charity shots, while Pampa hit 11 of 13. Pampa won both of the preliminary games, taking a 55-37 win in the junior varsity clash and a 56-42 triumph in the sophomore tilt.

Both teams found the range in the opening minutes of the varsity contest, with the Harvesters hitting five of their first six shots to take a 10-4 lead. The Whitefaces started hitting, too, and wound up with 9 field goals on 13 shots in the first period. Kitchens watched the clock and swished one through just before the buzzer to put the Herd on top, 18-16.

Pampa stayed close in the second period until about two minutes were left, then Luther Mays came off the bench to hit two baskets from outside and Vander Zee added a pair of free throws as Hereford took a 34-26 lead at intermission.

The Herd climbed to an 11-point margin in the third period, 38-27, before Pampa rallied behind Wilbon and Richardson to cut the gap to just three points, 44-41. Harris hit two layups before the stanza ended, however, to give Hereford a 49-43 lead going into the final quarter.

Wilbon then scored six straight points for Pampa to knot the score at 53 each with five minutes left. That set the

stage for Kitchens' heroics as he calmly pumped one home from 20 feet, then followed moments later with one of his patented delayed jump shots that ringed the basket and fell through.

The Whitefaces went into a zone defense in an attempt to keep the ball away from the smooth-shooting Wilbon, and Kitchens picked off a pass. Moments later he found Harris under the basket on a cross-court pass, and the easy layup gave Hereford a 59-53 lead.

A layup by Terry Scott and another by Vander Zee — on a fine "feed" from Scott — clinched the victory. Hereford played for the good shot against the strong Pampa defense, and wound up hitting 26-43 for the night — a 60 per cent average from the field. Pampa took 56 shots and hit 23 for a 41 per cent average.

"We didn't shoot as much as usual, but Pampa has a quick, tenacious defense and we had to make our shots count," said Mayberry.

The Herd JV grabbed a 24-21 lead in the first half of its game, but Pampa came back and shut off the Longhorns with just 13 points in the second half to win by 55-37. Mike Albiar was the only Hereford cager to find the range, hitting .17 points in the losing cause. The JV has a 6-7 won-lost mark on the season.



BASKET AGAINST HARVESTERS — Hereford's Dan Vander Zee goes high to make a close-range shot against the Pampa Harvesters here Thursday night. Waiting for a possible rebound are David Duvall (45) and James Harris (33). Hereford captured a hard-earned 64-57 win over the Pampa team, giving the Whitefaces a 12-5 season mark. The Herd takes a four-day rest before getting ready for the Borger Holiday Tournament, Dec. 28-30.

Hungarian refugees give away bread

Residents of a poor San Francisco neighborhood called police when Mrs. Ethal Gela, 66, and her son Andrew Gela, 44, drove through the area, leaving bread on doorsteps.

Police released them when they explained that as refugees from Hungary, they were familiar with hunger and had bought several hundred loaves of day-old bread on an impulse.

Assume responsibility eagerly — many times it turns out to be opportunity in disguise.

THE SUNDAY BRAND

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CIRCULATION 144-2030

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COW POKES

By Ace Reid



"Now Jake, open wider and don't swallow! My bow tie just fell off and I ain't sure where it went!"



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Local Observance Of 'Key 73' Is Planned

For two weeks beginning the day after Christmas, most of the Christians in Hereford will be participating in a Noon Prayer Call. This is the first continent-wide event for a cooperative Christian evangelistic thrust known as Key 73.

A committee from Hereford Ministerial Association is making plans for local observance of Key 73.

Key 73 is a voluntary movement of more than 150 Christian denominations and evangelistic groups in the United States and Canada who

have voted to cooperate together in a massive campaign during the year 1973.

Following the joint theme, Calling Our Continent to Christ, the participating denominations have planned a number of events being together every denomination and every community.

These events range from network television specials supported by millions of persons watching in small home groups to a massive Bible distribution that aims at placing a portion of scripture in every home in North America. The Noon Prayer Call of Key

73 urges Christians in every community to pray at noon each day that "many may be led to Christ" through the efforts of the Key 73 movement. Participants in Hereford are being urged to pause momentarily on their lunch break, during housework, or while eating in a restaurant to pray that millions will be touched by the Key 73 program.

In addition, noon time prayer groups are being established throughout the community and meeting places are being set up in offices, businesses, churches, and schools for noon hour prayer clusters. Mass media is being used liberally to call attention to the Noon Prayer Call in Hereford.

The Key 73 movement is the broadest cooperative program in the history of North American Christianity. Continent-wide participation includes most Protestant denominations in the United States and Canada plus many jurisdictions of the Roman Catholic Church and many evangelistic associations such as The Billy Graham Association, Campus Crusade for Christ, and The American Bible Society. Nearly 95 per cent of all Christians are related to Key 73 through their denominations.

The Noon Prayer Call will climax on the official Key 73 Launch Weekend, January 6 and 7, 1973, with a half-hour prime time telecast entitled "Faith in Action" followed on Sunday morning by simultaneous covenant ceremonies in 100,000 local churches.

"Faith-in-Action" may be viewed January 6 on Channel 4 at 5 p.m. and channel 10 at 6:30 p.m.

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Plus 12" F.E.T.		Plus 17" F.E.T.	
700 X 16 - 6	30"	1000 X 20 - 12	18 1/2"
Plus 13" F.E.T.		Plus 18" F.E.T.	
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ANNUAL QUEEN—Janna Balden, HHS senior, was named Annual Queen for 1972-73 at the school's annual Koobraey assembly. She is the daughter of the Charles Baldens, 328 Centre. Her escort is Alan Cornelius.

Boo-boos can be corrected

By GILBERT HILL
Copley News Service

It doesn't matter, really, if the photographer does pull a few boo-boos with his camera!

Because there are now techniques for saving, improving, and even creating fine photographs which often can turn less-than-perfect pictures into prize winners.

So, knowledge about and use of these tricks, actually, may be one of the real differences between the skilled "snap shooter," and the fine photographer who really "makes" pictures.

The techniques are just as applicable to slides and color prints as they are to monochrome, where it has been routine for years for good commercial photographers to "show proofs" or what the camera produced before starting out to make "finished pictures."

All this doesn't mean that the photographer still shouldn't strive to make the most perfect picture possible with a camera. It just means that the photographer really does have many of the controls available to become an artist instead of a skilled technician — and that these controls are practiced regularly by everyone from a travelogue speaker to an exhibition photographer.

About the only pictures which come from a camera which are "impossible" to save are those completely out of focus, or composition so bad that the "picture," if there in the first place, has been destroyed.

It is interesting that all phases of photography seem to have followed about the same history. Old-timers, with their huge 8 x 10-inch, and sometimes larger, nega-

tives, worked diligently to "set up" their pictures in the first place. Then they processed the film very carefully to get exactly the result they wanted, because the final picture was a "contact print," with the paper actually in contact with, and exactly the same size of the negative.

There was no possibility of changing the shape of the picture, of course — except with a pair of scissors later. There would be no control of tonal values, by lightening some and darkening others. Nothing could be added and nothing taken away.

Then photographers began to find "controls," to change the picture from the way it came from the camera. First there was retouching, with pencil lead added to darken certain areas on the negative (and thus lighten shadows on the final print), while black silver was actually etched away with a sharp knife to darken certain areas.

But real "controls" of black and white pictures didn't arrive until the appearance of the "enlarging camera," the familiar enlarger of today, which projects an image of the negative on to the photographic paper which is exposed, and then developed.

Enlargement, of course, made it possible to "crop" the picture made in the camera by projecting an image considerably larger than needed, and move the photographic paper around to record only a section of the negative. It, of course, made it possible to use smaller and smaller cameras — and film sizes, too.

Because it is now possible to interfere with the amount of light actually striking the paper from the negative, "dodging" and "burning in" became possible, holding back light to make an area lighter, giving extra light to darken a spot.

Of course, there was still retouching available. And it can be said truthfully that photographic enlarging brought art to photography because it gave the individual the ability to override mechanics. Much the same thing has happened with color — even slides.

Many a sterling character has been saved by golden silence.



REJOICING IN SONG — Some members of the Children's Choir of the First Methodist Church are shown singing Christmas carols, they are back row, from left; James Pittard, Eva Johnson, Shellie Richie, Brooke Taylor, front row; James Douglas Bartlett and Melissa Brumley.

Look Who's New

Mr. and Mrs. Cleo Helker are the parents of a son, Virgil Eugene, born Dec. 20. He weighed 7 lbs. 13 1/2 oz.

Mr. and Mrs. Santos Barrios, Jr. are the parents of a daughter, Brenda Lee, born Dec. 20. She weighed 6 lbs. 9 1/2 oz.

Mr. and Mrs. Antonio C. Garcia are the parents of a son, Oscar Manuel, born Dec. 21. He weighed 8 lbs. 11 oz.

Mr. and Mrs. Lorenzo S. Cabarrubia, Jr. are the parents of a son, Leroy, born Dec. 21. He weighed 8 lbs. 7 oz.

Mr. and Mrs. Robert R. Cantu are the parents of a son, Roy Longoria, born Dec. 22. He weighed 7 lbs. 3 1/2 oz.

Daughter Born To Dan McDowells

Birth of a daughter to Dr. and Mrs. Dan McDowell of Odessa is announced. Named Ashley Janeice, the baby was born Thursday night in an Odessa hospital.

Grandparents are Mr. and Mrs. Ansel McDowell, 207 North Texas. Dr. McDowell is a former Hereford resident. The baby daughter is the Dan McDowells' first child.

When Quantas Airways of Australia completed its first full year of commercial 747 operations recently, its five-plane fleet had logged more than five million miles and had carried 180,000 passengers.

Job outlook grim for U.S. chemists

The job outlook for chemists and chemical engineers will remain tight in 1973, according to Chemical and Engineering News.

Starting salaries for chemists are at the same levels they were four years ago, with modest improvements after some sharp declines in 1971, the American Chemical Society newsmagazine points out.

IKE'S STROKE

The White House announced that President Dwight D. Eisenhower had suffered a "mild stroke" on Nov. 25, 1957.



TURKEY WINNERS—Winners in Stanton Jr. High's Turkey Race received fullsize frozen turkeys for first place finishes, and fryers for second place. Third place winners received Cornish game hens. Winners in seventh grade were Harold Artho, Floyd Brown and Joe Barrientes; eighth grade, Charlie Arellano, Sonny Perez and Juan Reiz; and ninth grade, Hector Longoria, Alfonso Tamez and Robert Briblesca.

Edgar Allen Poe only earned a few hundred dollars for all of his great works.

O HOLY NIGHT

TO ALL OUR FRIENDS AND CUSTOMERS -
May all the blessings of Christmas be yours this holiday season and abide with you throughout the coming year.

MILLER SEED CO.

258-7280 Dawa 364-5250

HEAR...JAMES R. JACKSON

President of West Texas Assemblies of God Youth Organization.



SPECIAL YOUTH SERVICES

at
ASSEMBLY OF GOD
15th and Ave. "F"...Hereford
NIGHTLY 7:30 P.M.
Wednesday, Dec. 27 thru Sunday, Dec. 31

FOOD BUDGET
The share of each food dollar that U.S. families spend for major food groups is: milk, cheese, ice cream 13-cents; meat, poultry, fish, eggs, legumes, 40-cents; vegetables and fruit 20-cents; cereals, bakery products 13-cents and all other foods 14-cents.

CLEAN CARS

J.V. Campbell Motors

USED CARS FROM CADILLAC TO VOLKSWAGENS

70 Chevrolet Malibu 2 dr. H-top, solid red, with matching red vinyl interior. 307 V8 Engine 2 Bar. Reg. fuel. One Owner, this car is just new inside and out, you will have to look at it to believe the condition.

70 Ford Galax 500 4 dr. H-top, loaded, solid Ginger Mist with light beige interior, this one is extra clean. Will make an ideal family type car.

71 Chev. Vega 2 Dr. Cpl. Hatchback, big engine, factory Air, Auto. Trans. Beautiful red with light beige interior. Here is economy, price and looks all in one car.

69 Chev. 1/2 Ton Pickup, 350 V8, Air Cond. Turbo. Hdy. Trans. Long wide, light blue, has good tires a real nice pickup.

67 Ford Ranch Wagon, 3 Seat. Solid white, auto Trans. 289 V8, has extra good tires, a lot of transportation here for not to much money.

J. V. CAMPBELL MOTORS
21 N. 25 Mile Ave. Hereford

Christmas Cheer

MAY YOU FIND UNDER YOUR TREE THE PRICELESS GIFTS OF CHRISTMAS...
PEACE, GOOD WILL, AND HAPPINESS FOR OUR CUSTOMERS AND FRIENDS.

MOBIL OIL CORP. 364-2833

Holly Road

Spend your time Skating To Help Others Walk!

MUSCULAR DYSTROPHY SKATE-A-THON

THURSDAY, DECEMBER 28

10 A.M. to 12 P.M.

PLAYHOUSE SKATING RINK

HWY. 60 WEST HEREFORD, TEXAS

\$1.50 Admission To Skate

(50¢ For Skate Rental)

50¢ Admission To Watch

Joyce White, district supervisor of Muscular Dystrophy program and her staff will be present to judge contests. Hereford Local Muscular Dystrophy representatives will also be present.

\$15.00 FIRST PRIZE

"ENJOY YOURSELF" SPEND THURSDAY SKATING THAT OTHERS MAY WALK...

\$10.00 SECOND PRIZE

Letter To Santa....

Box 604
Adams, Okla.
Dear Santa
I am a little boy 5 years old. I want a big wheel, stick shifter, record player. My little sister Michelle is 4 years old, and she wants a baby tender love, doll buggy and some dishes.
Santa we've moved to Adams Okla, but will be at my grandparents the Elmer Jones for Xmas so just leave our things there.
Don't forget the other boys and girls or my cousins Sheldon, Shawn and Trae Johnston.
Love,
Jeffery and Michelle Findley

WILSON TO EUROPE
On Dec. 4, 1918, President Wilson sailed for France to attend the peace conference at Versailles, the first president to visit a foreign country.



QUEEN CANDIDATES—Sophomore and junior contestants for the title of HHS Annual Queen were Becky London, junior, daughter of Mr. and Mrs. Baxter London, escorted by David Crume; and Amal Malouf, sophomore, daughter of the Hanna Maloufs. She is escorted by Hank Stringer.

Letters To Santa

Dear Santa Claus,
I have tried to be very good this year.
I am going to draw you a picture on the back of this letter.
You can bring me what you can and bring my little brother something nice too, please.
I am five years old and I go to school and love it.
Love
Ray
P.S. Hi Crist Cringle

Dear Santa Clause,
How are you? I am fine. I want a Gabagale doll. How is your wife?
Hi Crist Cringle. I have tried to be a good girl this year.
Love Brenda
P.S. I will leave something out.

Hi Criss Cringle,
How are you? I love you very much. I want a choo choo train. I will make a choo choo train on the bottom of the paper. I want a fisher price toy. I have been very good this year.
Love
Randy

HAPPY MOTORING

It's such a pleasure to say thank you to our many friends and customers at Christmas.
C.E. NEEL and HUGH BLAKEY
NO. 1 USED CAR DEALER IN HEREFORD, TEXAS
104 FRONT STREET, HEREFORD
Your American Motors Dealer
COURTESY AMERICAN, INC.
11th and Filmore - Amarillo

FNB A PROUD HERITAGE. . . . FNB

HEREFORD'S CITY LIGHTING WAS MODERNIZED IN EARLY 1928, WHEN THE "WHITE WAY" WAS INSTALLED. THIS WAS A FORWARD STEP FOR THE CITY. THE FIRST NATIONAL BANK HAS ALWAYS ENCOURAGED FORWARD STEPS IN HEREFORD.

FIRST NATIONAL BANK
FDIC
HEREFORD, TEXAS **FNB**

OLD TIME

Greetings Throughout The Holidays And 1973

So many old traditions have disappeared from the holiday scene - but we put our Brand on one that still remains. Sincere Greetings to friends a old and new...and a big "Thank You," for your loyal patronage.

Merry Christmas
From all of us at
Community Grain Co.
FRIO, TEXAS 276-5255

Christmas joy

As we make joyous preparations for the holiday season, we'd like to take this opportunity to greet our many good friends and patrons. We sincerely hope your Christmas is filled with the best of everything.

OGLESBY EQUIPMENT COMPANY, INC.
305 DIMMITT HWY. HWY. 364-1515

WHERE YOU ALWAYS BUY THE BEST FOR LESS

GIBSON'S

DISCOUNT CENTER

COME SEE... END OF YEAR B

ADVERTISED SPECIALS GOOD TUESDAY, DECEMBER 26 THRU SATURDAY

BAYER ASPIRIN
100 COUNT BOTTLE **69¢**

GLEEM TOOTH PASTE
Family Size **59¢**

LISTERINE
32-OZ. **\$1.37**

POLIDENT DENTURE CLEANSER
60 Count Tablets
G.D.P. **97¢**

MEN'S INSULATED 1-PIECE COVERALLS
Water Repellant & Fully Nylon Lined
REG. '20⁰⁰
\$15.89

PRESTO PROFESSIONAL HAIR DRYER
NO. HDP 2
With Remote Controls
WAS '23⁹⁷
G.D.P. NOW **\$19.99**

WELLA CARE DO HAIR SET & CONDITIONER
4 1/2-OZ. 9-Applications
G.D.P. **\$1.19**

WELLA BALSAM INSTANT HAIR CONDITIONER
Regular with Body 8-OZ. SIZE
G.D.P. **87¢**

7-PC. PRINCESS ALUMINUM COOKWARE SET
BY REGAL No. W780
REG. '17⁹⁷
\$14.99

FLAVOR RITE 4-Quart Automatic Electric Teflon CORN POPPER SERVER
NO. 450 REG. '11⁹⁷
G.D.P. **\$8.97**

PRESTO 2-SLICE AUTOMATIC TOASTER
No. T02 REG. '13⁹⁷
NOW! **\$10.99**

PROTEIN 21 HAIR SPRAY
REG. CAN
G.D.P. **\$1.19**

TOP JOB GIANT SIZE
G.D.P. **63¢**

JOY DISHWASHING LIQUID
22-OZ. BOTTLE
53¢

FORGE CRAFT STEAK KNIFE SET
NO. P3265W
REG. '5⁹⁷
NOW ONLY **\$3.97**

NESTLE QUIK
2-LB. BOX
69¢

DOWNY GIANT SIZE
69¢

WHITE HOUSE APPLE JUICE
46-Oz. Can
47¢

END OF YEAR CHRISTMAS ALL ITEMS REDUCED BUY NOW FOR

LOG CABIN SYRUP
24-OZ. BOTTLE
63¢

POPORITE POPCORN
1-LB. BAG
13¢

SAVE MORE AT GIBSON'S

6-FT. POM POM SILVER CHRISTMAS TREES
REG. '8⁹⁹
NOW **\$4.99**
While Supply Last-Limited Quantities

Christmas Table CENTER PIECES CANDLE HOLDERS
1/2 PRICE

TINSEL GARLAND
REG. 99¢
G.D.P. **59¢**

PURINA CAT FOOD
Tuna Flavor 14 1/2 Oz. Can
19¢

HEINZ BAR-BE-QUE SAUCE
Onion or Smoke Flavor 16-Oz. Bottle
35¢

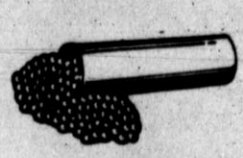
GIBSON MILK
1/2 GALLON CARTON
39¢

Chiffon TOWELS
4 ROLLS
FOR **99¢**

GIBSON COFFEE
ALL GRINDS 1-LB. CAN
G.D.P. **67¢**

DAISY XL-BB's
REG. 37¢
G.D.P. NOW **25¢**

WILSON BASKETBALL
NO. 220
NOW **\$2.89**



Come Save BONUS SALE!

SATURDAY, DECEMBER 30, 1972 AT GIBSON'S IN HEREFORD, TEXAS

WHERE YOU ALWAYS BUY THE BEST FOR LESS

GIBSON'S

DISCOUNT CENTER

CLEARANCE
BEACON STARDUST
SHEET BLANKETS
70" X 90"
REG. '3"
NOW **\$1.79**

CLEARANCE
MEN'S & WOMEN'S
LONG SLEEVE
SWEATERS
Turtle Neck or Crew Neck
REG. '4"
G.D.P. SPECIAL!
\$3.33

CLEARANCE
WOMEN'S SHOES
ALL STYLES
REG. '5"
NOW ONLY!
\$3.87 PAIR

CHILDREN'S
deluxe animal
HOUSE SHOES
sizes 5-6 and 9-10
REG. '1"
97c PAIR

SUNBEAM
MIX MASTER
MIXER
NO. M12
REG. '21"
NOW!
\$19.27

WEST BEND
9-CUP
Automatic Poly-Propylene
PERCOLATOR
REG. '7"
NOW!
\$5.97

CLEARANCE
LARGE GROUP
MEN'S & BOY'S
JEANS & SLACKS
FLARES or REGULARS
Values up to '11" Pair
G.D.P. **\$9.99**

CLEARANCE
ON ALL MEN'S & BOY'S
SWEAT SHIRTS
LONG SLEEVE
1/3 OFF
G.D.P.

GIRL'S HI-BULK
ORLON KNEE SOCKS
Sizes 8-9½ and 9-11
Ass't. Colors
REG. '1" Pr.
G.D.P. **77c** Pr.

NEW SEE THRU LOOK
STAY FRESH
8-CUP
FOOD SAVER
No. 233 REG. '67"
NOW **49c**

PLASTIC
UTILITY TUB
Gold & Avocado
REG. '1"
NOW **97c**

CASSETTE
RECORDING TAPE
60-Minute Blanks
G.D.P. **67c**

420 POLAROID
CAMERA
G.D.P.
End of the Year Special **\$49.97**

CHRISTMAS DECORATION SALE!

FOR NEXT YEAR NEW LOW DISCOUNT PRICES!

RITZ 7 LIGHT
CHRISTMAS TREE LIGHTS
REG. '1"
G.D.P. **79c**

1-GROUP OF CHRISTMAS
ORNAMENTS & DECORATIONS
1/2 PRICE

RING-A-LITE
7 LIGHT
CHRISTMAS TREES SET
REG. '1"
NOW NEW LOW DISCOUNT PRICE!
79c

WOODEN
SALAD BOWL
REG. '2"
NOW **\$2.27**

ZEREX
ANTI-FREEZE
1-GALLON
NOW ONLY!
\$1.57 G.D.P.

CHILD'S
RECORD PLAYER
\$16.97

HALE'S WEBWAY
SCRAPBOOK
G.D.P. **\$2.97**

TURTLE WAX
18-OZ. SIZE
REG. '1" NOW!
99c

CHRISTMAS ITEM DISCOUNTED TO SAVE YOU MONEY

SPALDING
BASKETBALL GOAL
with Ball
No. 131 - REG. '8"
NOW ONLY!
\$6.99

ZEBCO
US76
REEL
G.D.P. SPECIAL
NOW ONLY!
\$1.89

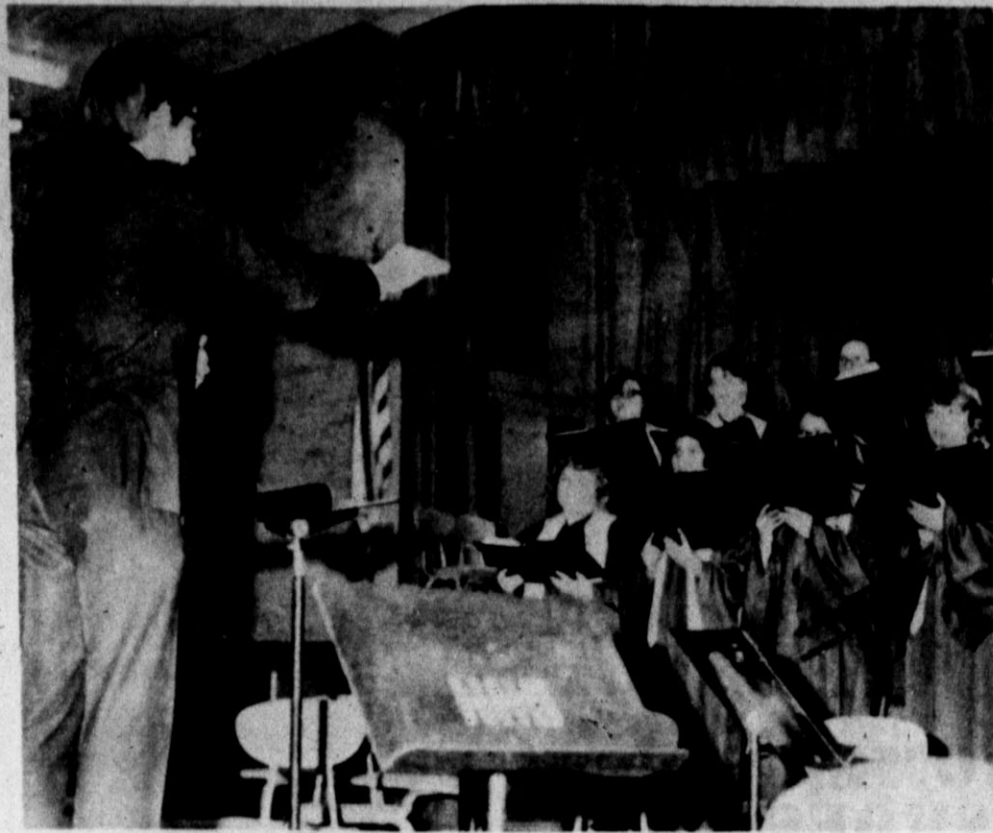
ROD
Light Action
Fast Taper
REG. '16"
NOW!
\$12.97

GARCIA
KINGFISHER
6½ FT.
ROD
Light Action
Fast Taper
REG. '16"
NOW!
\$6.66

10 PC.
SOCKET SET
with 3/4 DRIVER
No. 01310
REG. '9"
NOW ONLY!
\$6.66

GIBSON'S **R pharmacy**
Phone 364-4900
SAVE ON PRESCRIPTIONS
REGISTERED PHARMACIST ON DUTY.
Emergency Phone 364-6680 or 364-4109
CLOSED SUNDAY

FLINTSTONE VITAMINS
WITH IRON, 100's
Special Low Price **\$1.59**



CHRISTMAS MUSICAL—La Plata Jr. High students were featured performers for the school's Christmas concert Thursday. Included in the program were performances by the school's seventh grade girls' choir, chorale, orchestra and band. Shown here is the girls' choir with director and choir instructor Jim Brink.

(Brand Photo)

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. Santos Barrientos, Box 2117; Mrs. Juanita Cantu, 205 Ave. H; Mrs. Esmeralde Cabarrubia, 904 S. Main; Mrs. Maria Garcia, 301 E. 5th; Mrs. Lucille Helker, Rt. 4. Lewis E. West, Rt. 4; D.H. Perrin, 219 N. Texas; Richard R. Oakes, 423 Ave. J; Mrs. Douglas Kelley, 704 Blevins; Mrs. Nelson A. McRight, 102 Fir; Mrs. LeRoy Suttle, 128 Ave. J.

Mrs. Douglas Pitman Box 1937; Mrs. Everett Lumpkin, 604 N.W. 8th; Morris E. Davis, 130 Ave. E; Mrs. Vera Davison, 117 Ave. E; Roman Pardo, 117 Lake; Mrs. Olga Harris, 426 Star.

Mrs. Peggy Drummond, 709 Blevins; Susan Watson, Lynette Apts.; Robert M. Phillips, 128 Aspen; Edgar Johnson, Star Rt.; Mrs. Mary Brumley, 109 N. Texas. Ray L. Johnson, Box 67; Mollie T. Achgill, 100 Westhaven; Mrs. Jose Mancha, Box 644; Mrs. Arthur Crosser, Box 110; Barbara Garcia, Star Rt.; Zane Ricketts, 808 Ave. K. Mrs. Zulema Encinas, Box 611; Asencion Reyna, 304 W. 6th.

PATIENTS DISMISSED

Mrs. Earl Stagner, Mrs. Eddie Whitener, Russell J. Hansen, Dec. 19. Mrs. Leaton B. Noyes, Mrs. Rosa Galan, Mrs. Jackie Messer, Mrs. Ruben Silva, Mrs. Patrick Parker, Mary G. Rodriguez, Raul Guerrero, Dec. 20.

Kenneth Gass, Pete Foster, Albert Flowers, Dec. 21. Mrs. Marlene Ortiz, Dorcy Allmon, Cindy Duncan, Mrs. Bill Bolinger, Mrs. Frances Steward, Dec. 22.

Headband tones muscles

By SHIRLEY GALLINA
Copley News Service

LOS ANGELES — You can make your face look ten years younger in ten seconds. This is neither myth nor magic, but is accomplished with an unique headband designed to lift the skin and muscles of the face.

Drooping dewlaps do a disappearing act. Sagging cheeks round out. And, bagginess under the eyes smooths away. The headband, called Face Up, is the brain child of Lorraine Basche (pronounced Bah-shay) who spent seven years developing the band.

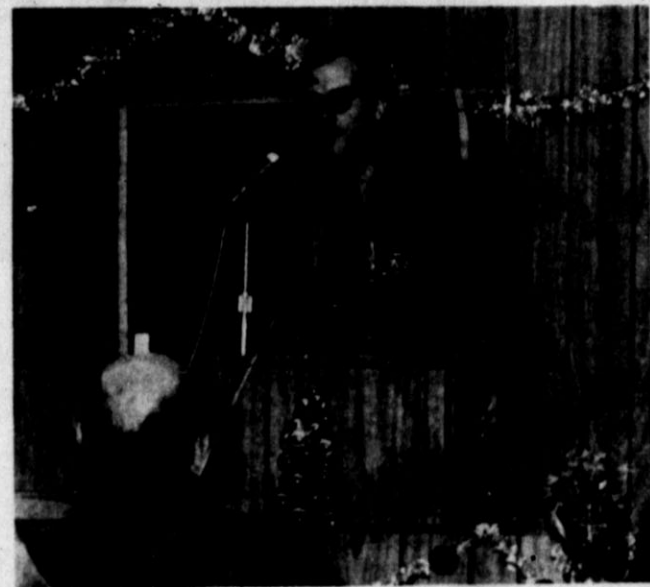
"There is no such thing as growing old gracefully," Mrs. Basche says emphatically. "Especially in this age when a man is apt to prefer two 25-year-olds to one 50-year-old. She is her own best advertisement. Admitting to 50-plus years, she looks 35 at most, and is the mother of three teen-age children.

The band works on the isometric principle (a muscle pushes against a weight, and in doing so, becomes firmer). Once in place on the head, the more a woman talks, smiles, laughs or kisses... the more the band exercises the facial muscles.

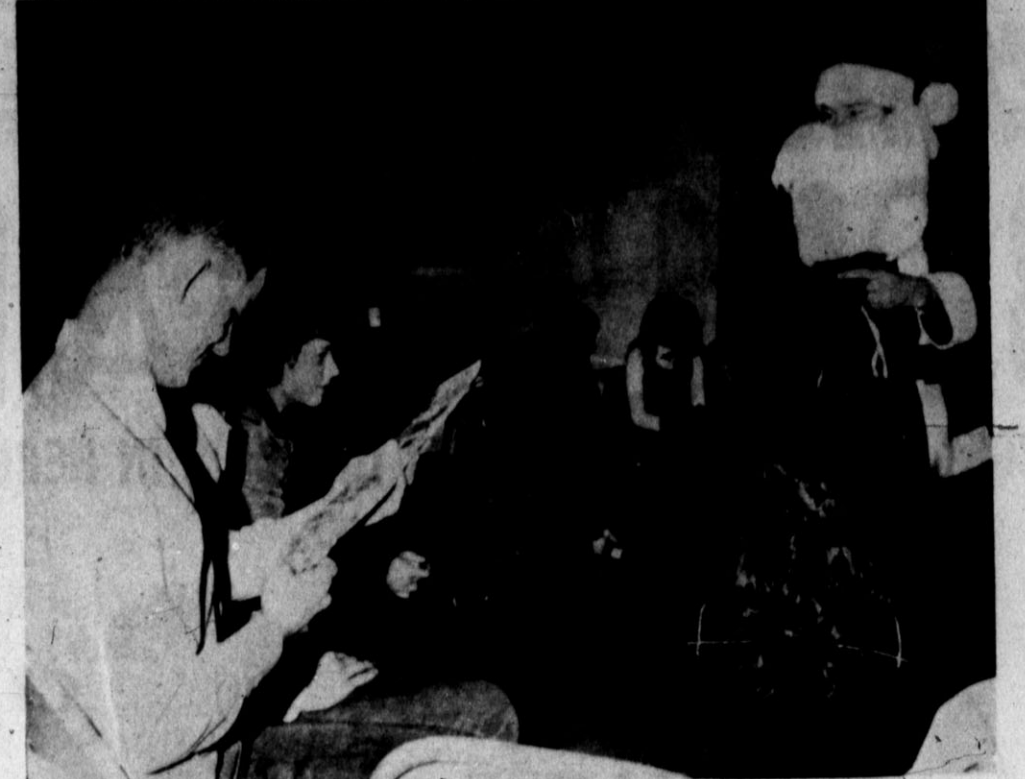
There are too many political remedies and too few cures.

FEW TAKERS

It may be true that confession is good for the soul, but too few care to try the experiment.



GUEST SPEAKER — Head Basketball coach Ron Mayberry was guest for the Thursday luncheon meeting of Hereford Kiwanis club. Mayberry reported on the Herd's individual statistics, potentials, weak and strong points in the resume, of the Whiteface team.



CHRISTMAS SURPRISES—Students at Hereford's Satellite school were treated to a party when members of Hereford High School's Leo Club were host at First Christian Church fellowship hall Wednesday.

Local Drilling Firm Gets Large Contract

Water Industries Inc. of Hereford submitted the low bid Dec. 20 for a city water project in Albuquerque, N.M., which will include the drilling of 13 city wells, according to Water Industries president R. Paul Coneway.

The Water industries bid was in the amount of \$858,219 for the project, while Roscoe Moss Company of Los Angeles, Calif., was next lowest bidder at \$915,825.25. The Moss company has held most of the New Mexico city's drilling contracts in the past, according to Coneway, who says the company is one of the largest in the U.S.

"Roscoe Moss has drilled the Albuquerque wells in the past," he said, "and they're responsible for drilling most of the city's 85 wells."

Coneway said that Water Industries Inc., will probably receive the contract for the project "at the first of the year."

"We'll have to dig a total of 16,550 feet to complete the 13 wells," said Coneway. "I've had that figured in my mind for over three weeks. And we'll probably use over a quarter million dollars in materials."

The wells will be 30 and 28 inches in diameter, and will pump from 2100 to 3000 gallons per minute, according to Coneway.

2,000 cubic yards of gravel — It's a big project." The wells will be gravel-packed, with 16-inch steel casings. Coneway estimated that about 7,000 horsepower would be needed to test-pump the 13 wells.

"We're really pleased to get it," said Coneway. "It's going to be a big job, but it's what we started out to do when we bid.

We've got a full year's work ahead of us, we know."

Completion time set for the project is 360 days.

Water Industries, Inc., is the result of a merger of Hereford's Walco Drilling Company and McDonald Drilling of Amarillo.

The company now also has departments in Albuquerque and Santa Fe, N.M.



To our friends and patrons... we wish you the best during the coming Christmas and New Year.

BRANDON & CLARK ELECTRIC

104 ROOSEVELT

364-5470

Meet Your Newsboy



Kent and Randy Ellis are the sons of Mr. and Mrs. Richard Ellis of 540 Sycamore Lane. Kent is a seventh-grader at La Plata Junior and Randy is a student in the fifth grade at Northwest Elementary. Both boys list football as a favorite activity.



In the Yukon, during summer, the sun shines 20 hours a day, and crops ripen in record time.



To our friends & customers - may the beauty of the season brighten your life, not only at Christmas, but in the New Year.

ULYSSES IRRIGATION PIPE CO., INC.
E. Hwy. 60 364-3501



Our thanks and good wishes ring out to our friends...

JOYOUS HOLIDAY GREETINGS GARRISON SEED CO.

E. HWY 60

364-0560

JONES MOTORS PLYMOUTH CHRYSLER DODGE - JONES MOTORS

1972 DODGE MONACO DEMONSTRATORS

★ VERY LOW MILEAGE ★ LOADED WITH EXTRAS

AVERAGE WINDOW PRICE

\$5415.45

YOU SAVE OVER

\$2000.00

CASH BUYING PRICE TOTAL

\$3350.00

★ 6 DEMONSTRATORS

★ 6 COLORS

TAKE ADVANTAGE OF THIS YEAR END INVENTORY CLEARANCE

YOU SAVE!!!

PHONE 364-3150

JONES MOTORS

CHRYSLER DODGE **345 E. 1st HEREFORD** PLYMOUTH

JONES MOTORS PLYMOUTH CHRYSLER DODGE - JONES MOTORS

END OF THE YEAR SAVINGS IN THE SHOE DEPARTMENT... at...

Gaston's Popular Store DOWNTOWN ONLY!

Entire Stock of Ladies NATURALIZER SHOES

Regular to \$1500

Complete Stock California COBBLERS

Regular Price \$1200

Special Group of SCHOOL & JEAN SHOES

Regular to \$800

We have about 80 pair FASHION BOOTS

NOW \$700 to \$1390

All Ladies' PURSES

1/2 Price

All Men's & Boy's SHOES & BOOTS

up to 20% & More OFF

All Children's SHOES

1/2 Price

CLASSIFIED ADS

Phone 364-2030

CLASSIFIED ADVERTISING RATES

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

5 p.m. Friday
Deadline for Classified Advertising in the HEREFORD BRAND.
3 p.m. Tuesday

1. FOR SALE Miscellaneous

TOWN & COUNTRY MOBILE HOME SALES

Hwy 60 & at MYRTLE Phone 364-0169.

Also spaces & furnished trailers for rent at TOWN & COUNTRY ESTATES. 1B-1-23-9p

FOR SALE: Cattle panels 10', 20', gates and portable corrals. Phone 364-5754 after 7:00 p.m. B-1-14-3-tfc

"THE SADDLE HOUSE" COMPLETE Riding Equipment New & Used Saddles HIGGINS & SOUTH TEXAS ST. PHONE 364-3583 1B-1-15-tfc

"CARPET!!" Financing Available CARPET PLAINS AND N. 23 MILE AVE. PHONE 364-3448 1B-26-tfc

WE BUY AND SELL

USED FURNITURE. BARRICK FURNITURE WEST HWY 60 PHONE 364-3552 1B-1-37-tfc

Must move all color TVs, stereos, refrigerators, washers and dryers. Some repossessed. Fabulous savings. Call FIRESTONE. 364-4333. B-1-17-11-tfc

Brand Ads Get Results!



STATED MEETING SECOND MONDAY 7:30 P.M. Thursday DEGREE WORK Jerry George W.M. W.A. Phipps Sec.



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



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



131 E. 2nd. Tuesday 8 P.M. ELK'S LODGE

Dish washer for sale. Call 364-5082 after 6:00 p.m. and week ends. B-1-11-25-3c

For Sale: 1971 Frontier Mobile Home. 14x60. 2 bedroom, 1 1/2 baths. Take up payments. Call Vega 267-5341. B-1-17-25-4c

For Sale: 12x60 2 bedroom, 1 1/2 bath furnished mobile home. \$400 equity and take over payments of \$97.72. Phone 364-5085. B-1-21-25-1c

NEW POOL TABLES Ready for Christmas. Slate tops, finest quality. Bumper \$179.95. 3'x6' to 4'x8', \$389.95 to \$499.95 complete. Financing available. Phone 364-3390 or 364-3383 For Appointment. B-1-25-tfc

SERVICE STATION EQUIPMENT IN STOCK +Coats 10-10 Tire Changer +National Cash Register +Air Jack & Wrench +Battery Charger +Coke Machine And Much More. Phone 247-3315 Friona. 247-3590 Nights. Friona. B-1-25-3c

For Sale: 1972 three bedroom, two bath mobile home. Shag carpeting throughout. \$300.00 down, take up payments. 364-2995. B-1-16-25-4P

For Sale: Precious white Charolais Spitz Puppies. Call 258-7793. B-1-10-25-3c

FOR "a job well done feeling" clean carpets with Blue Lustrre. Rent electric shampooer \$1. McCasin Lumber Company. B-1-19-51-2c

For Sale: 8' x 42' Trailer house. 2 bedrooms. Good condition. Furnished. 364-0900. B-1-11-51-4c

For Sale: Doberman pinscher. 18 months old. Call 364-6860. B-1-10-51-2c

For Sale: 1971 Town & Country 12x65 Mobile home. No equity, take up payments. Call 276-5602 anytime. Summerfield Mobile Home Lodge, first trailer. B-1-22-51-2p

For Sale: One M-111 Hammond Organ. Like new. Call 355-0931 or 353-1672. Amarillo. B-1-12-51-2c

MUST SELL!! Used Kirby Vacuum Cleaners with attachments. \$65.00. Phone 364-1854. B-1-11-51-2c

MOVING — must sacrifice all household goods. Phone 364-2458. B-1-10-51-2c

FOR SALE One used color TV Set. HOUSE CALLS NOW \$4.00 ON COLOR AND B&W TV'S Get the best in service from TOWER TV 218 NORTHWEST DRIVE PHONE 364-4740 S-1-1-tfc

PAUL JONES UPHOLSTERY CORNER SO. MAIN & AUSTIN RD. PHONE 364-2188 FREE ESTIMATES FREE PICKUP & DEL. QUALITY MATERIALS IS-1-42-tfc

FULLER BRUSH PRODUCTS. Call Mrs. Jessie Fuller, 364-3525. S-1-10-31-tfc

For Sale: Raggedy Ann and Andy dolls and Barbie doll clothes. 217 Centre. Phone 364-0273. S-1-15-18-tfc

FOUR SECTIONS NORTHWEST OF HEREFORD. Good allotments, \$400.00 per acre. Call Jim Davis or Arlo Shobe 806-795-0601. 3102 50th Street Lubbock, Texas 79413. 1S-4-60-3p

INSPECTED USED TIRES. Guaranteed 12 months-\$5.00 up, mounted free. Oil change and lubrication..... Special \$2.88, by appointment. FIRESTONE 105 MAIN PHONE 364-4333. B-3-1-tfc

Betty Rice at 405 Jowell is now your Shaklee Vitamin Dealer. Call 364-3114. S-1-13-12-tfc

Farrowing house for sale. Call 364-0210. B-1-10-26-1c

For Sale: THREE 327 Chev. motors; ONE 1965 V-8 Ford Motor. All guaranteed. 364-2044. B-1-26-2P

For Sale: 2 piece bedroom suit with mattress and box springs. 364-0079. B-1-12-26-1P

For Sale: 10x50 Mobile Home. 2 bedrooms, washer, partially furnished. Porch and skirting. Phone 364-2520. B-1-15-26-tfc

CLEAN rugs, like new, so easy to do with Blue Lustrre. Rent electric shampooer \$1. Hereford Hardware. B-1-18-26-2c

For Sale: AKC St. Bernard Puppies. Champion bloodline. Call 965-4797 Tulla, Texas. B-12-26-4c

RUMMAGE SALE-Moving. TV, Furniture, antique desk, clothes, toys, stove. 807 North Main. Wednesday 27th, Thursday 28th. B-1-17-26-2c

MERRY CHRISTMAS AND HAPPY NEW YEAR We may not have a white Christmas, but you can have a white bull for your cows. Charolais Bulls for sale, 8 months to 3 years old. PARKER "7-CROSS" CHAROLAIS Rt. 3, Hereford, Texas Phone 364-3837 B-1-26-1c

2. FOR SALE Farm Equipment

See Us For Mayrath Grain Augers Also have parts in stock DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-35-tfc

FOR SALE — New Hale Trailers and used trailers. ALBERS MILLING COMPANY, 364-5370. B-2-12-43-tfc

Pay cash for clean dump truck with 18-20 ft. grain bed. 364-0484. B-2-50-4P

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

3. FOR SALE Automobiles

Four wheel drive jeep full size 1964 pickup. Good body, good tires, power steering. Runs good. 364-2057. B-3-17-25-3p

NEW & USED CARS. ORVAL WATSON FORD SALES COMPANY. PHONE 364-2727. 1B-3-18-tfc

For Sale: 1965 GMC Pickup. New paint, new tires. Motor and transmission recently overhauled. Phone 364-2057. B-3-16-25-3c

'71 CHEVROLET TRUCK TWO TONS-368 MOTOR. fully equipped, Midwest bed and hoist. New tires-2 spares. Clark transmission. 639 rearend. Excellent condition. \$7,500.00. 505-762-5783, Clovis, New Mex. 1B-3-51-2p

For Sale: 1967 Volkswagen. See at 115 Fir, 364-4916. B-3-10-51-2p

FOR SALE OR TRADE BY OWNER 3 bedrooms, 2 baths, formal living room and dining room, family room and dining area, beautifully landscaped. Large building with work shop on one acre. 2 miles on South Main. Phone 364-1811; after 6:00 Phone 364-2484. B-4-41-tfc

MILBURN MOTOR COMPANY We pay cash or Used Cars 136 Sampson Phone 364-0077 B-3-33-tfc

WALKER'S USED CARS AND TRUCKS. WE BUY, SELL OR TRADE 400 WEST FIRST Phone 364-2250. 1B-3-41-tfc

NEW AND USED CARS now for sale at John Orsborn Buick, Pontiac, GMC's new location — 221 NORTH 25 MILE AVENUE. B-3-20-42-tfc

1967 Camaro, 327 Engine. 3 speed floor shift. Good condition. Call 364-1540. B-3-13-24-tfc

4. REAL ESTATE For Sale Or Trade

BY OWNER 3 bedroom brick house. 1 1/2 bath, central heat, refrigerated air. 136 Ranger Drive Phone 364-6817. Evenings 364-0168. 1B-4-16-tfc

For Sale: 3 bedroom home, newly decorated. Right down town. 201 East 6th Street. Will G.I. Call Betty Rice. S-4-20-26-3c

For Sale: 64x198 Ft. City Lot. Zoned for mobile homes. Good location. Phone 364-4163. B-4-51-2p

LOT FOR SALE 200' Front by 300' lot 4 1/2 miles south of Hereford on Dimmitt Highway 385. Has new house well, 6' casing. Call 364-3508. 1B-4-49-tfc

REASON TO BE JOLLY Imagine 4 bdr., 2 bath, completely redecorated. This home is selling for \$14,950.00 LOOK AT THIS 3 bdrm., 1 bath completely redecorated. Corner lot, price \$9,750.00, \$300.00 down plus closing cost. This won't last long. WILL TRADE This 3 bdrm. home with fenced back yard, storm cellar for smaller home. Price \$14,750.00. Monthly payments of \$112.00. WHY NOT MOVE UR on Texas Street. 3 bdrm. home with large lot and a beautiful yard. Call for details. OLD SANTA IS HERE with this 3 room home with attached garage. Large lot and good location. Monthly payments you won't believe. \$1,000.00 DOWN Can buy this 2 bdrm. home and pay \$75.00 per month. 10 ACRES on pavement with lots of improvements. Can be bought worth the money. Buy equity and assume loan of \$9,000.00. NORTHWEST OF HEREFORD 1/2 Section with 2 wells. Priced to sell. SOUTH ON 385 415 acres with 3 good wells. Good allotments. Has 2 homes with some sheds and corrals. Will trade for larger farm or will sell out right. MOBILE HOME LOTS 60 x 135 ft. lots for \$50.00 down and \$21.13 per month. Over a life time you'll pay many of your hard earned dollars for shelter. Let the people at Hamby Real Estate get you full value for those hard earned dollars. HAMBLY REAL ESTATE OFFICE 364-3566 Gerald Hamby 364-1534 J.M. Hamby 364-2553 Chick Weemes 364-3169 B-4-50-tfc

FOR SALE OR LEASE 9,000 sq. ft. building. Ideal location for appliance and furniture store. PHONE 364-3327. 1B-4-20-tfc

MERRY CHRISTMAS FHA REPOSSESSION \$14,800. Three bedroom brick home. Carpeted, fenced, attached garage. 4 BEDROOM BRICK \$15,650.00. Low down payment. VA or FHA Loan or 235 FHA Assistance Loan. \$13,500.00 Buys small 3 bedroom brick with attached garage, 2 full baths. Small down payment, reasonable monthly payments. NICE COUNTRY HOME On one acre. Large 3 bedroom brick home, 2 car garage, fruit trees, good well. \$27,800.00. CITY LOTS Small down payment. Owner will carry balance. LOANS Let us help you with your financing FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details. Board of Realtors Multiple Listing Service CARTHEL REAL ESTATE 206 N. 25 Mile Avenue Phone 364-0944 364-0038 Wayne Carthel Leola Peters EQUAL OPPORTUNITY B-4-23-tfc

FOR RENT OR LEASE Two downtown business buildings (Excellent for show rooms) Also downtown office spaces. D B & S Company, Inc. 3rd and Miles Avenue Hereford, Texas Contact: Jay Swayze Phone 364-0241. B-5-26-tfc

5. FOR RENT

Furnished bachelor apartment for rent. Phone 289-5757. B-5-10-25-tfc

Two bedroom furnished apartment. Carpeted, disposal. \$125.00. Phone 364-0812. B-5-10-24-tfc

ELDORADO ARMS — one and two bedroom apartments for rent. Inquire 427 North 25 Mile Avenue, Apt. 16 or call 364-2232 or 364-4332. B-5-22-23-tfc

Furnished apartment for rent at The Lynette Apartments. 112 Avenue H, call 364-0969. B-5-13-21-tfc

TRAILER SPACE FOR RENT. Northwest Mobile Lodge, Phone 364-1108. B-5-10-13-tfc

Bedrooms for rent. 613 East 5th. Phone 364-1760 before 5:00 p.m. B-5-10-46-tfc

APARTMENTS FURNISHED 1 & 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room kitchen, dinette and bath. FOREST AVENUE APARTMENTS PHONE 364-1887 1B-5-37-tfc

OFFICE FOR LEASE. Ralph Owens 364-2222. 1B-5-10-14-tfc

TWO 15 acre tracks. Can sell on G.I. Loan. Approved and surveyed. Carthel Real Estate, Phone 364-0944. B-4-20-48-tfc

FOR SALE BY OWNER AT 204 DOUGLAS. 3 bedrooms, 1 1/2 baths, den. Fully carpeted, new drapes with cornices. All walk-in closets and lots of storage. Central air and heat. Electric garage doors. Play house in back and beautifully landscaped. Days-Phone 364-3366 Nights-Phone 364-0525. B-4-24-tfc

IRRIGATED 95 acres. Well Allotted. On Highway 60 West. Only \$450.00 per acre. 9 Acres with horse barn and corrals, \$11,000. Section with 5 wells and return water system. Extra good milo and wheat growing. Priced only \$250.00 per acre. You should see before maize is harvested. CARTHEL REAL ESTATE. PHONE 364-0944. B-4-23-tfc

FOR RENT: 12x50 Mobile Home. Furnished. 364-0064 or 364-1760. B-5-10-51-2c

One bedroom furnished apartment. Bills paid. Call 364-3734. B-5-10-51-tfc

SUMMERFIELD MOBILE MANOR FIRST MONTH FREE. 7 miles West on Hwy. 60. Phone 357-2552. B-5-15-10-tfc

BACHELOR APARTMENTS Carpeted-private entrance, private bath, vented heat. 821 South 25 Mile Avenue. S-5-14-32-tfc

FOR RENT to small family. Large 2 bedroom house and den, 1 1/2 bath. Central heat. Partly carpeted. No pets. Roy Manning, 327 Avenue B. B-5-23-26-1c

FOR RENT OR LEASE Two downtown business buildings (Excellent for show rooms) Also downtown office spaces. D B & S Company, Inc. 3rd and Miles Avenue Hereford, Texas Contact: Jay Swayze Phone 364-0241. B-5-26-tfc

WANTED: Wheat pasture cattle to look after. Call 364-0236 or 364-3964. B-6-11-50-4p

CUSTOM SWATHING & BALING. SAM BERRYMAN, 364-5810. B-6-10-7-tfc

WANTED-CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 258-7310. B-6-13-6-tfc

WANTED Highest cash prices paid for Iron-Cars-Trucks-Pickups-Tractors. Cooper-Brass-Aluminum. Batteries or any type salvage. HEREFORD IRON AND METAL Anson A. & June Dearing Phone 364-3350 or 364-3777 B-6-2-tfc

WANTED — Wheat pasture for calves. Foster Hill 258-7546; O.G. Hill Jr. 364-1871 or 364-4741 Unit 53. B-6-16-39-tfc

YARD WORK AND ODD JOBS. W.B. Boston. Phone 364-4164. S-6-10-23-tfc

8. HELP WANTED

Butchers, Boners & Truck Drivers, HEREFORD BI-PRODUCTS, 364-0951. B-6-10-30-tfc

For Lease: Building at 226 North Main. Call 364-1703. B-5-10-22-tfc

Office building with carpet, paneling, refrigerated air, coffee bar and three offices. Reasonable rent. Call 364-0789. B-5-16-39-tfc

DIAMOND VALLEY TRAILER PARK Choice trailer lots for rent. Located on the 600 and 700 Block of Avenue H-Sioux and Cherokee Streets and the 700 Block of Avenue G. NORMAND D. BARTLETT OWNER Phone: 364-1483 364-3937. 1B-5-45-tfc

For rent: 12x50 Mobile Home. Furnished. 364-0064 or 364-1760. B-5-10-51-2c

One bedroom furnished apartment. Bills paid. Call 364-3734. B-5-10-51-tfc

SUMMERFIELD MOBILE MANOR FIRST MONTH FREE. 7 miles West on Hwy. 60. Phone 357-2552. B-5-15-10-tfc

BACHELOR APARTMENTS Carpeted-private entrance, private bath, vented heat. 821 South 25 Mile Avenue. S-5-14-32-tfc

FOR RENT to small family. Large 2 bedroom house and den, 1 1/2 bath. Central heat. Partly carpeted. No pets. Roy Manning, 327 Avenue B. B-5-23-26-1c

FOR RENT OR LEASE Two downtown business buildings (Excellent for show rooms) Also downtown office spaces. D B & S Company, Inc. 3rd and Miles Avenue Hereford, Texas Contact: Jay Swayze Phone 364-0241. B-5-26-tfc

6. WANTED

WANTED — CUSTOM FARMING call Joel Williamson 258-7728, or 364-1933. B-6-11-46-tfc

WANTED: Pasture for calves and/or yearlings. Ellis Lemons, 364-3117. B-6-10-13-tfc

WANT TO LEASE 1/2 to 1 section land. Will discuss rental. Call Lewis Block, 364-4117. B-6-14-47-tfc

WANTED: Wheat pasture cattle to look after. Call 364-0236 or 364-3964. B-6-11-50-4p

CUSTOM SWATHING & BALING. SAM BERRYMAN, 364-5810. B-6-10-7-tfc

WANTED-CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 258-7310. B-6-13-6-tfc

WANTED Highest cash prices paid for Iron-Cars-Trucks-Pickups-Tractors. Cooper-Brass-Aluminum. Batteries or any type salvage. HEREFORD IRON AND METAL Anson A. & June Dearing Phone 364-3350 or 364-3777 B-6-2-tfc

WANTED — Wheat pasture for calves. Foster Hill 258-7546; O.G. Hill Jr. 364-1871 or 364-4741 Unit 53. B-6-16-39-tfc

YARD WORK AND ODD JOBS. W.B. Boston. Phone 364-4164. S-6-10-23-tfc

8. HELP WANTED

Butchers, Boners & Truck Drivers, HEREFORD BI-PRODUCTS, 364-0951. B-6-10-30-tfc

MAN wanted to work in farm and ranch store. Auto or implement parts experience desired. Good pay, hospitalization, life insurance, paid vacation, profit sharing and other benefits. GEB0 230 NORTH 25 MILE AVENUE 1 1/2 B-8-26-1c

NEED: Two experienced auto and truck mechanics. Contact Mr. Vaughan at 142 Miles or Phone 364-0990. B-8-16-16-tfc

WANTED Truck drivers experienced in live cattle hauling. Only steady men with clean driving record need apply. Salary \$200.00 per week. Contact: Vernon Carlisle Carlisle Trucks Phone 364-6961 or 276-5667. 1B-8-45-tfc

DIESEL TRUCK MECHANIC-WELDER. 40-45 years age. Good salary, house, utilities furnished. Tools References required. 806-364-0484. B-8-50-4P

Waitress needed for both food and cocktails. Excellent tips. Spanish applicants encouraged to apply. Must be 21 or older. Apply in person, THE MUSIC STAND, 628 West 1st. 364-1150. B-8-29-25-tfc

CONTROLLER \$12,000-\$14,400. Panhandle area feed yard. Division of large publicly owned agricultural company. Opportunity for growth and advancement. Controller needed between ages 23 to 35 with college degree and one to two years experience. Send resume in strictest confidence to P.O. Box 12095, Amarillo, Texas. B-8-51-2c

WANTED: Two welders. Experienced building trailers and general shop work. 364-0484. B-8-11-51-2p

Local certified public accounting firm desires to interview qualified bookkeepers and accountants for positions. All replies in strict confidence. Write Box 1678, Hereford or call 364-4757. B-8-26-26-tfc

FARM HELP WANTED Need top farm and ranch working man. Must have knowledge of row crop, feed lot and irrigation operations. Good salary-added benefits to right man. Must be over 35 years of age. CALL WAYNE ADAMS 214-396-2871. 1B-8-26-4c

10. NOTICE

Reduce excess fluids with Fluidex \$1.69 — Lose weight with Dex-A-Diet capsules \$1.98 at Harold Close Drugs. S-10-20-15p

FIRST BAPTIST CHURCH KINDERGARTEN Is now accepting 20 children who were 4 years old after Sept. 1, 1972 for our Thursday & Friday classes. We have limited openings in all our classes. Deadline enrollment January 2nd. Call 364-1124 or 364-3305. B-10-25-26-3c

CEMETERY PROPERTY OUT OF TOWN? Why not transfer your property to Restlawn Memorial Gardens. Phone 364-5351. B-10-18-tfc

NOTICE I will not be responsible for any bills other than my own. s-Viola Williams B-10-51-2p

11. Business Service

SEWING MACHINES Sales and Repair. 217 Centre. Phone 364-0273. S-11-10-10-tfc

(See More Ads Next Page)

HEREFORD WRECKING CO.
New & Used Parts
WRECKER SERVICE
We buy scrap iron & Metal
Have storage for cars,
boats, etc.
1st & Jowell Ph. 364-0580.
Nites - 1009 or 0075
S-11-12-40-tfc

ROWLAND STABLES
We cater to good horses, rent
stalls, board, break and train
horses, teach your child fun-
damentals in riding.
840 AVENUE F.
CALL 364-1189
AFTER 4:00 P.M.
S-11-46-tfc

**B.L. JONES
CONCRETE CONTRACTOR**
(Formerly H.E. Wester
B.L. Jones Cement Con-
tractors)
We will do your finishing or give
you a turnkey job. Free
Estimates.
246 16th Street
Phone 364-6617.
B-11-21-tfc

**CARPET
CLEANING
C&W CARPET**
Phone 364-3448
1B-11-24-tfc

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

**DICKEY'S
DOZER SERVICE**
Dirt Work - All Kinds
Bulldozers - Scrapers
Back Hoe - Dragline
Motorgrader
See or Call
FLOYD DICKEY
S.E. 4th & Belsher
Dimmitt, Texas
Business Phone 647-4553
Residence Phone 647-4565
1A-11-29-tfc

WANTED - 100 to 150 watches
a week to repair by latest ap-
proved methods. COWAN
JEWELERS.
B-11-15-29-tfc

**FRANK WESTER
CEMENT CONTRACTOR**
107 BRADLEY
Residential-Commercial
Turnkey job
Straight finish.
Phone 364-5169.
1B-11-39-tfc

DRAGLINE SERVICE
TAIL WATER
PIT CLEANING
DUMP TRUCKS
BOBBY GRIEGO
Day Phone 364-0574
Night - 364-2322
1B-11-14-tfc

**WILL PICK UP
JUNK CARS.
FREE.**
CALL 364-3350
or 364-3777.
1B-11-28-tfc

**CHANTEL'S
POODLE GROOMING
SALON.**
Frankie & Betty Barrett
PHONE 364-2048.
1S-11-7-tfc

HEARING AID BATTERIES
for all makes sold and tested at
THAMES - Pharmacy. Phone
364-2300.
S-11-12-40-tfc

COMPLETE
Turn Key Installations
of Pumps and
Gear Drives
Big "T"
PUMP CO., INC.
Sales & Service
Hereford 364-0353
Dimmitt 647-3444
Friona 247-3311
S-11-24-tfc

FOR ALL YOUR INSURANCE
Consult
The LaPlata Agency
205 South 25 Mile Avenue
Phone 364-4919
Pauline Lovan 364-3526
Robert Lemons 364-1726
Frank Pannell 364-2412
S-11-16-tfc

13. LOST AND FOUND
Strayed from Summerfield
area. 3 steers branded "W"
on left rib. David Brumley, 364-
1174.
B-13-14-22-tfc

**LOST in the vicinity of Sum-
merfield. 9 head of steers and
heifers branded "CW" on left
hip. Call 357-2588.
B-13-19-49-tfc**

Legal Notice

THE STATE OF TEXAS
COUNTY OF DEAF SMITH

NOTICE OF EXECUTION SALE

By virtue of an order of sale
issued out of the District Court
of Deaf Smith County, Texas, on
a judgment rendered in said
Court on the 6th day of
November, 1972, in favor of J.C.
Ricketts, et al, and against
Steve H. Bavousett, Mary
Olive Bavousett, and Dan
Bavousett, No. 6625 in such
Court, I did on the 5 day of
December, 1972, at 11:00 o'clock
a.m., levy upon the following
described tracts and parcels of
land situated in the County of
Deaf Smith, State of Texas, as
the property of the Defendants,
to-wit:

The East 1/2 of Section No. 23,
Block 3, Deaf Smith County,
Texas, containing 320 acres of
land more or less, including an
undivided one-third interest in
and to a certain easement and
gas line as is described and
conveyed in that certain in-
strument dated July 18, 1953, of
record in volume 147, page 157,
Deed Records of Deaf Smith
County, Texas, executed by
G.B. Hagar, et al;

And on the 2nd day of
January, 1973, being the first
Tuesday of said month, between
the hours of 10:00 o'clock a.m.
and 4:00 o'clock p.m. on said
day at the Courthouse door of
said Deaf Smith County,
Texas, I will offer for sale and
sell at public auction for cash all
of the right, title and interest of
the said Defendants in and to
said property.

DATED at Hereford, Texas,
this day of December, 1972.
Travis McPherson
Sheriff, Deaf Smith
County, Texas
S-24-3c

CARD OF THANKS

The family of Walter Kuper
wishes to thank everyone for
their kind words of sympathy,
for the cards, prayers, flowers
and food during the time of our
bereavement. May God bless
each of you.

Mrs. Walter Kuper
Richard, Joe & Alice Kuper
Mr. & Mrs. Roy Kuper
Mr. & Mrs. David Davis
Mr. & Mrs. Charles Lyles

Cigarette taxes up in last decade

State cigarette taxes have
risen rapidly in the last de-
cade, according to a Com-
merce Clearing House sur-
vey, with two states, New Jer-
sey and Oregon, raising taxes
by a nickel a pack in 1972.

While Virginia lowered its
state cigarette tax from 3 to
2.5 cents during the decade,
only two other states, Alaska
and Maryland, held the line on
cigarette taxes.

JUST POLITICS

This is the time of year for
making presidential slates—the
time for smashing them will
come sometime later.



**Marn Tyler
REAL ESTATE**
364-0153

Worth the money - 1800 sq ft.
\$23,000.00, total electric. Storm
doors and windows, 3 bedroom
with 1 1/2 baths. Near school

Mobile Home 1971 model,
14'x17', paneled throughout.
Trade or sell. Very small down.

Cathedral Beam Ceiling,
Island bar in kitchen. Beautiful
china cabinets, fireplace. All
rock yard with large patio. Fir
Street \$35,000.

Office Building on West High-
way 60 large fenced back lot.

6,000 Acre Ranch good grass
with house.

DIRT Should be left outside...
But when it gets tracked
inside on your beautiful
carpets - DON'T PANIC -
Call us - With our new
steam-way method soil is
extracted, not scrubbed deeper into the fabric...
FREE ESTIMATES

PHONE 364-3578 **STEAM
WAY**

RULAND'S HIGH PLAINS STEAMWAY
David Ruland, Owner Ph. 364-3575
223 Ave. B Hereford, Texas 79045

You name it in heating or air condition-
ing... we can repair or replace it...FAST!

Brown Sheet Metal
364-3867
After Hours - Home Phones

GID 364-2384
DON 364-1920
STEVE 364-6395

HAMILTON INDUSTRIAL CASTERS
Stocked at
Cottingham
EXPANDING
SINCE 1941
Bearing Corp.
1107 W. HIGHWAY 60
HEREFORD, TEXAS 364-5881

**Happy
Holidays**
from
Commonwealth Theaters

Starts TODAY!

The title, "Walkabout" refers to the tribal ritual of the
Aborigines which requires that every male at the age of 13 or 14
journey for months all by himself through the deserted bush,
returning only the fittest of boys survived the test. The weaker
ones never came back. When the white children in the film meet
the Aborigine boy, he is on his walkabout. In a sense, it becomes a
walkabout for the girl, too.

Dangers they had
never known before...
A people they
had never seen before...

WALKABOUT Showtimes
5:00 - 7:00
8:55

STAR
364-2037

**SPANISH
MATINEE
SUNDAY ONLY!**

**ROSAS
BLANCAS
PARA MI
HERMANA
NEGRA**

Libertad
Lamarque
Roberto
Cañedo
Eusebio Cosme
ROBERTA

SHOWTIME
12:30 & 2:25

ALL SEATS \$1.00

STAR
364-2037

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

HEREFORD RADIATOR
Frame and Axle
Repair
116 Avenue K
DEPENDABLE SERVICE

Starts THURSDAY **Why
Wasn't**

BILLY JACK
Nominated
**ACADEMY
AWARD?**

MORE PEOPLE SAW
"BILLY JACK"
THAN ANY OTHER
MOTION PICTURE!

Billy Jack longer than
any other movie in the
history of motion pictures.
All records set!
What happened? Why
wasn't he the Best of '71?
At least nominated! Why?
"SENSATION of the SOUTH!"

Why Wasn't ONE TIN SOLDIER At
Least Nominated for "Best Song?"

TIN SOLDIER stayed at the top of the ratings
for weeks! Do you want BOSTON? one of the
Academy nominees? Can you hum BOSTON's best
hit song? Tell Hollywood! Sign Labels Politely!

RETURN TRIBUTE
The Best Motion Picture of 1971!
BILLY JACK
... TOM LAUGHLIN ... DELORES TAYLOR ... GENE HACKBERRY ...
Seen by more people than Fiddler, Last Picture
Show, Nicholas, Clockwork or French Connection!

CHEER FOR BILLY AT LEAST ONE MORE TIME!

SAT. ONLY SHOWTIMES - WEEKDAYS
12:30-2:45-5:00 5:00-7:15
7:15-9:30 9:30

STAR
364-2037

**BEST RENTAL VALUE
IN TOWN**

Beautiful new 1-2-3 and 4 bedroom apartments.
5 minutes downtown, close to schools and churches.

ALL UTILITIES FURNISHED COMPLETE WITH:

- * Range
- * Refrigerator
- * Garbage Disposal
- * Air Conditioning
- * Laundry Facilities
- * Recreation Center
- * Two Fenced Playgrounds

\$79⁷⁵ to \$123⁰⁰

BLUE WATER GARDEN APARTMENTS
616 IRVING PHONE 364-6661

**EQUAL HOUSING
OPPORTUNITY**

Brand Ads
Get
Results

"GREATEST
BREAKTHROUGH SINCE
THE AUTOMOBILE ITSELF!"
No more flats or balancing problems to
worry or shake your brain. We have a
breakthrough product you simply insert
into tube or tubeless tires which punc-
ture proofs and balances for life of tire.
Our product has been thoroughly tested.
Would you like a ground-floor op-
portunity exclusive distributorship for
your area? We will invest three dollars
to your one if you qualify in your area.
All trucks, tires, auto parts, service
stations, auto dealers, garages, and
farm implements are big users. To
qualify, you need \$5,000 to \$10,000 in-
vestment depending on size of territory.
This is guaranteed sale secured by in-
ventory, and is not a franchise fee. For
complete details phone (904) 394-5854.
Mr. T. B. Snyder
**SUN CHEMICAL AND
REFINING 754 GULF
LIFE TOWER
JACKSONVILLE, FLA. 32207**
This may never repeat itself again.
Territory is going fast!

THE FOLLY SHOP
210 W. 2nd 364-2100

LAND
10 acres on pavement, \$1,000.00
down, \$100.00 per month.
15 acres 1-mile off pavement,
\$500.00 down, \$100.00 per month.
36 acres sowed to wheat and
alfalfa, irrigation well and
underground tile, 1-miles to
town, \$15,000.00 down, good
terms on balance.
Extra nice 160 acres, 1/2 mile off
pavement, has 2-8" wells, 1-
mile underground tile on wells,
with tail water pump connected
into tile. See us for complete
information.
6 acres with 8" well, 3-miles to
town, \$185.00 per acre, 344 acres
in cultivation, 207 in till - with
17 acres wheat allotment.
Call J. M. Hamby
(Hamby Real Estate)
Office 364-3566
Res. 364-2553

Starts TONIGHT!

**POWER
TO SPARE**
Electrifying Color
rated ⓧ

Always ready
with POWER
TO SPARE!

PLUS!
"WALK IT, LIKE
YOU TALK IT"

**TOWER
DRIVE-IN**

GATES OPEN 6:30

Starts TUESDAY

EN COMPETENCIA
JALISCO, CHIHUAHUA Y
GUANAJUATO !!

**ANGEL INFANTE
"EL PIPORRO"
JULIO ALDAMA**

PLUS!
DOUDE QUEDO LA
BOLITA

**TOWER
DRIVE-IN**

GATES OPEN 6:30

THE CONCERT FOR BANGLADESH

**GEORGE HARRISON
and friends in
THE CONCERT FOR
BANGLADESH**
NOW YOU CAN SEE IT
AND HEAR IT...
AS IF YOU WERE THERE!

ROB DYLAN
RAVI SHANKAR
GEORGE HARRISON

Showtimes
1:15-3:20-5:20
7:25-9:30
**RATED
G**
ALL SEATS \$1.00

CONTINUOUS SHOWINGS
WEDNESDAY, DEC. 27th
STAR THEATRE
DOWNTOWN HEREFORD

**FOR QUICK
REPLACEMENT OF
CRACKED SAFETY
GLASS**

Call 364-2652
**HEREFORD GLASS
CO. INC.**
For all your glass needs

Insurance claims
promptly serviced.
We use nationally
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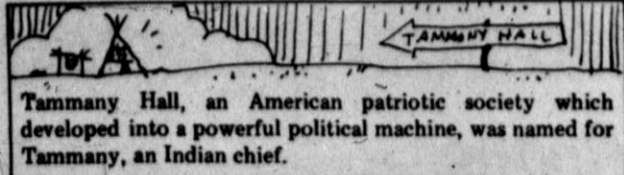
SAFETY GLASS

Brand Ads Get Results

Hereford Real Estate

***Homes * Farms * Ranches**
HOMES
 Fire place — sprinkler — beams — \$23,500.00 over 2100 sq. ft.
 3 bedrooms — 2 baths — payments \$130.00 — Extra nice and clean
 2360 sq. ft. — 5 bedroom, 2 bath, many extras, \$2500.00 down. Owner will carry papers.
 1600 sq. ft. \$18,500.00 Large rooms, corner lot, double carport.

FARMS
 1 Section \$267.80 per acre, 3 wells, excellent allotment — Reasonable down.
 320 acres — \$105,000.00 — 2-8" wells
 160 acres — 2-8" wells — one mile underground tile, excellent water.
 141 North 25 Mile Ave. 364-2424
 Evenings and Sundays
 Martin Moore 364-2496 Jim Cramer 364-0164



Tammany Hall, an American patriotic society which developed into a powerful political machine, was named for Tammany, an Indian chief.

WHEN THINKING OF REAL ESTATE...
DEMAND... JUSTICE
 Specializing in farm, ranch, motels & commercial properties.
 Have 640 acres with good government check, best of water, northwest of Hereford.
 Have commercial property to trade for farmland.
 We're in dire need of quarter and half-section listings!
 800 acres irrigated and grassland, near Hereford, on paving, perfect for cattle operation, two homes, 5 1/4 percent loan, 25 percent down, easy payout.
 Have 3/4 section will trade for section or more.
Virgil Justice Real Estate
 We operate on an Open Listing Basis.
 210 Ranger 364-0670

It pays for young to cross a border

Twelve European countries, including the Federal Republic of Germany, are encouraging young people to make international visits by rail.
 Under the plan, extended to September, 1973, anyone between 10 and 21 making a

train journey through at least two of the dozen cooperating countries is granted a one-quarter reduction in ticket price.

HITLER'S FATHER

Adolf Hitler's father, who was a mass of psychological contradictions and illegitimate, was married to his foster-daughter, Hitler's mother.

PAKISTAN INVADED
 On Nov. 21, 1971, Indian troops invaded East Pakistan.
 You've Never Seen Such Thorough Service
STOP IN SOON
 Phillips "66" Products
EAST SIDE "66"
 Rocky Stewart
 1303 E. 1st 364-2644

EXPERT REPAIR ON BUICK PONTIAC GMC TRUCKS JOHN ORSBORN BUICK PONTIAC
 Free Pickup Phone 364-0990
HOME OWNED

REALTORS
 601 N. MAIN
 HEREFORD, TEXAS
 364-0555



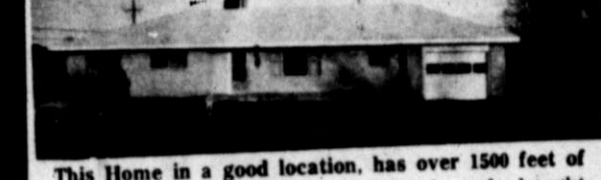
OVER 2100 SQUARE FEET of living space, 2 car garage, fenced yard, storm cellar, corner lot, large trees, wood burner, located in northwest Hereford, would TRADE, only \$22,500.



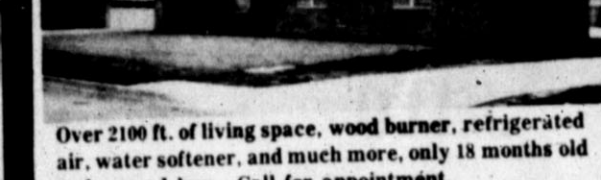
Owner Moving and needs to sell. 3 bedroom, 2 bath, livingroom, den, all built-ins in kitchen, yards are landscaped excellent, large trees and excellent location.



EXTREMELY NICE 2 bedroom, all brick home in older part of town, has storage in garage, gutter and down spout in front of house, fenced yard, hardwood floors and re-decorated inside and out, only \$13,800.00.



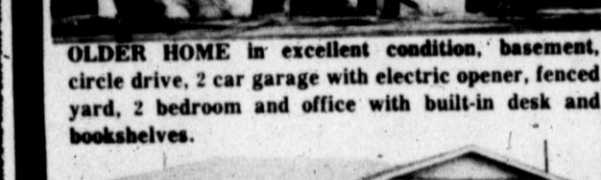
This Home in a good location, has over 1500 feet of living space, in excellent condition and can be bought at a steal. On a new loan or equity buy only \$18,900.



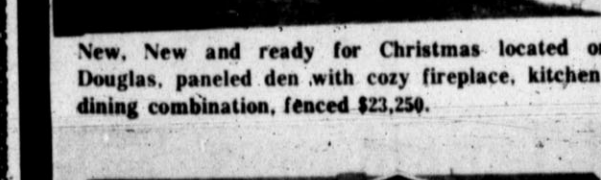
Over 2100 ft. of living space, wood burner, refrigerated air, water softener, and much more, only 18 months old and a good buy. Call for appointment.



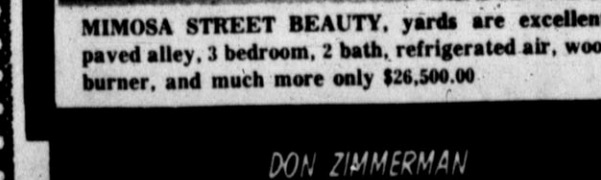
\$15,450, NORTHWEST HEREFORD, New FHA VA or Conventional loan. 3 bedroom re-decorated inside and out, fenced yard, and all brick.



OLDER HOME in excellent condition, basement, circle drive, 2 car garage with electric opener, fenced yard, 2 bedroom and office with built-in desk and bookshelves.



New, New and ready for Christmas located on Douglas, paneled den with cozy fireplace, kitchen, dining combination, fenced \$23,250.



MIMOSA STREET BEAUTY, yards are excellent, paved alley, 3 bedroom, 2 bath, refrigerated air, wood burner, and much more only \$26,500.00

DON ZIMMERMAN
 LEE UMSTED G.R.I. - MELVIN JAYROE G.R.I.
LONE STAR AGENCY
 25 Years of Service

HELP WANTED
 Deaf Smith County Commissioners Court is now taking applications for the job of Road Superintendent under the new Unit System. Call or write for application:
 Deaf Smith County Judge
 Courthouse
 Hereford, TX 79045
 806-364-1451

FOR THE BEST DEALS ON NEW or USED CARS
 Come in and Talk with one of the men at
JOHN ORSBORN BUICK PONTIAC GMC
 at 142 N. MILES or 221 N. 25 Mi. Ave.
 364-0990 364-1222

GENTLEMAN JIM IS ON THE SCENE!
 JIM'S PLUMBING IS YOUR DISTRIBUTOR FOR **HOTPOINT APPLIANCES!**
 Freezers, Refrigerators, Washers & Dryers, Disposals, Cook-Tops, Ovens.
IN THE BATH SHOPPE; Marble Vanity Tops for Re-decorating or Replacement
 Financing Available with Approved Credit.
 310 N. 25 Mi. Ave.
 DEALER FOR **JIM'S PLUMBING** 364-3403

CAMPBELL REAL ESTATE
 CALL 364-0789 218 WEST 3rd
 ● NORTHWEST HEREFORD. Only \$13,950 for this brick home with 2 bdrs., 2 car garage, fenced yard, new paint and carpet. Small equity and monthly payment of Less than \$110.
 ● HOME WITH RENTAL. Clean 2 bdr Stucco with separate rental, garage, and fenced yard. \$12,500.
 ● COMFORTABLE OLDER HOME is Fully carpeted with tiled bath, garage, fenced yard, in good general condition. \$10,600.
 ● \$500.00 will handle this clean, roomy 3 bdr, 1 1/2 bath home with 2-car garage, fenced yard. \$12,100.
 ● TWO HOUSES on one lot — rent both or live in one. Has garage, private well, fenced yard, easy terms. \$8,100.
 ● \$600.00 TOTAL MOVE IN will get you a 3 bdr. stucco home. Has garage and reasonable payments, \$6,600.
 ● ACREAGE with 2 bedroom house & other improvements near town on pavement. Approximately 6 acres, domestic well. VA loan available. \$16,900.
 ● BLUEBONNET ADDITION. For less than \$115.00 per month, you can own the 3 bedroom, 2 bath brick with garage, shag carpet and built-ins. Low interest loan, very reasonable price. \$17,300.
 ● EASY TERMS. Drapes and cooler go with this clean 3 bdr., 2 bath home featuring built-ins, 2-car garage, and fenced yard. Will consider all offers. \$17,600.
 ● OFFICE BUILDING. Will sell, trade or lease. 3 offices, carpet, central heat & refrigerated air, new paint. Only \$10,500.
 Grady Rogers 364-1949
 Ted Walling 364-0660
 Gene Campbell
 Equal Housing Opportunity

Carmichael Real Estate, Inc.

PHONE 364-1251
 508 SOUTH 25 MILE AVE.

WHAT IS A CUSTOMER?
 A CUSTOMER is the most important person in our business.
 A CUSTOMER is not an interruption of our work—he is the purpose of it.
 A CUSTOMER is not an outsider to our business.
 he is part of it.
 A CUSTOMER is a flesh and blood human being who brings us his wants. It is our job to handle them with integrity and profitably to him and ourselves.
 A warm, joyous Christmas to all of you—our customers— from all of us:
 ● Troys and Ruby Carmichael
 ● Mutt and Virginia Wheeler
 ● Bob and Jeane Coker
 ● Paul and Janet Schroeter
 ● Jerry and Devita Coker
 ● Leon and Barbara Tanck

RALPH OWENS & ASSOCIATES, INC.

REALTORS HEREFORD, TEXAS 311 E. PARK AVE.
 PHONE 364-2222

JINGLE BELL DEAL
 on this re-decorated 3 BR home on Fir. New carpet, large den & kitchen area, assume present loan at \$148.00 per month. H-3825

TODAY'S CHRISTMAS
 can be tomorrow's dream in this lovely home. Less than \$6,000 equity, payments under \$190.00. 3 BR, 2 Bath, W-B fireplace, fenced, northwest area. Immediate possession. H-3823

SANTA'S SPECIAL
 3 BR with isolated master in NW. Front & back patio, beautiful drapes, shag carpet, fireplace, \$172.00 month on loan assumption, owner will trade. H-3822

HOLIDAY HAPPINESS
 Extra clean 3 BR, 1 1/2 bath on Aspen. New carpet throughout, very nice landscaping, storage building included, new paint inside and outside, tornginal floors, new loan available. H-3814

NEW YEAR'S DELIGHT
 Inside completely repainted. Includes drapes, bookshelves, beamed ceiling in den, hutch, rock garden, 2100 sq ft with 3 large bedrooms, 2 baths, separate dressing area in master, on Nueces Street. H-3818

A CHRISTMAS CARAVAN
 with this ultra modern 4 plex on Park. W-B fireplaces, refrigerated air, 2 BR units, extra nice, low maintance, good income. Call for appointment. M-1013

A GIFT FOR GRANMA
 is this very nice 2 BE home on J. Small down, low payments, real clean, new carpet, lots of cabinet space, with granma's apartment in the rear. H-2246

MISTLETOE BRINGS KISSES
 and so does a new home for mom. Especially this 3 BR beauty on Willow Lane. Only 1 year old and a low equity of \$3500.00 'It has everything and it's priced to sell. H-3799

HERE COMES SANTA CLAUS
 and he's reducing the price from \$29,00 to \$27,500 on this 2000 sq ft home that includes a 16 x 7 utility room. Has fireplace, humidifier, storm windows & doors, all built-ins, large closets, dbl garage, fenced. H-3787

OPEN YOUR PACKAGES
 in this home with 3 large bedrooms, den with fireplace, 2 baths, low payments, immediate possession, owner will carry second, corner lot. H-3817
504 WILLOW LANE
 Low equity, large den, dbl garage in rear, paved alley, Northwest area, close to schools, 3 BR, 2 Bath. H-3786
\$900.00 EQUITY
 4 BR, 2 Baths, very low equity and assume payments. All brick, good location, possession by January 1, 1973. H-4143

IT'S GREEN
 3 BR, 2 Full Baths, beautiful green shag carpet, and flocked wallpaper. Owner will trade. H-3689

LATEST LISTING
 2 Bedroom brick in NW Hereford. Very large living room, 27 x 12 covered patio, gas bar-b-que grill, ideal for entertaining.

MOVE UP
 to this extra clean 3 BR, 2 1/2 bath, white brick home on Centre. Gold shag carpet, beautiful drapes, isolated den with W-B fireplace. H-3749

FARMS FOR SALE:
\$325.00 PER ACRE
 625 acres on pavement, 5 wells, 2 miles tile, 150 milo yield, 147 corn yield, 50 wheat yield. F-4108

SMALL DOWN PAYMENT
 Section on pavement, good allotments, 5 wells, 2 1/2 miles tile, Improvements. F-4107

NORTHEAST OF HEREFORD
 224 acres milo, 34 wheat, 79 barley, large barn, perfect. H-3117

NORTHEAST OF HEREFORD
 320 acres, Improved, alfalfa, milo, wheat and some grass, 2 wells. H-3107

"We do more for you than we have to"



Ralph Owens 364-2560 Mike Waldrip 364-4770 Sam Long 364-0381 Betty Gilbert 364-0854 Mary French 364-0854

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



Customers After Christmas Bonus . . .

SURPRISE FOOD SPECIAL



WHY NOT WAIT TILL TUESDAY AND CHECK OUT THESE SURPRISE SPECIALS
DOUBLE GUNN BROS. STAMPS ALL DAY TUES. & WED.

WITH \$2.00 OR MORE IN GROCERY PURCHASES...ADVERTISED PRICES GOOD THRU SATURDAY DECEMBER 30, 1972

Seasons Greetings

PIZZA

ARMOUR APPIAN WAY
CHEESE 13.5 OZ. BOX

CHECK THIS SURPRISE PRICE OUT!

SKILLET DINNERS

HUNTS
3 CHICKEN
FLAVORS

CHECK THIS SURPRISE PRICE OUT

BLEACH

MC 2-
1 - GALLON

CHECK THIS SURPRISE PRICE OUT

BLANKETS

BEACON - BAZAAR
100% POLYESTER

CHECK THIS SURPRISE PRICE OUT

DRESSING

KRAFTS
QUART JAR

CHECK THIS SURPRISE PRICE OUT

- Betty Crocker TUNA HELPER 3-Flavors Box **49¢**
- Del Monte SNACK PACK 4-Pkg. Ctn. **49¢**
- Hormel All Meat VIENNA SAUSAGE 4 CANS **\$1.00**

Shurfine BLACKEYE PEAS 5 NO. 2 CANS **\$1**

Tender Crust BROWN N SERVE ROLLS 12 CT. PKG. **25¢**

Bakers COCONUT Angle Flake 7 - OZ. PKG. **35¢**

Gelatin Desert JELLO Assorted Flavors 3 - OZ. PKG. **10¢**

Sunshine CRACKERS 1 - LB. PKG. **39¢**

Gebhardt's CHILI With Beans 24 - OZ. CAN **49¢**

ALABAMA GIRL SWEET RELISH 22 OZ. JAR **49¢**

DEL MONTE CATSUP 4 14 OZ. BTL. **\$1.00**

JIF CREAMY PEANUT BUTTER 28 OZ. JAR **98¢**

GEBHARDT'S TAMALES IN CHILI GRAVY 3 NO. 2 1/2 CANS **\$1.00**

SHURFINE ASS'T. FLAVORS SOFT DRINKS 5 28 OZ. BTL. **\$1.00**

SHURFINE POTATO CHIPS TWIN PKG. REG. 59¢ **39¢**

OUR DARLING CORN CREAM STYLE OR WHOLE KERNEL 5 12 OZ. CANS **\$1.00**

OUR DARLING PEAS 5 NO. 303 CANS **\$1.00**

PIGGLY WIGGLY

WITH THIS COUPON

2 - pound Can of Maryland Club Coffee all Grinds without coupon **\$1.49** ^{17¢}

Cash value 1/20¢ Limit one per customer

COUPON EXPIRES 12-30-72

MARYLAND CLUB COFFEE 2 - LB. CAN WITH COUPON WITHOUT COUPON **\$1.49** ^{17¢}

ALKA SELTZER

EFFERVESENT ANALGESIC ALKALIZING TABLETS

FOIL PACK 36 - COUNT **88¢**

★ Garden Fresh Produce ★

ALL PURPOSE RUSSET POTATOES 10 - LB. BAG **59¢**

TEXAS GREEN CABBAGE LB. **7¢**

GOLDEN RIPE BANANAS 2 LBS. **25¢**

RUBY RED TEXAS GRAPEFRUIT 5 LBS. **\$1.00**

Shurfresh Milk and Tender Crust Bread

HUNTS TOMATO SAUCE 4 15 OZ. CANS **\$1.00**

TOM SCOTT MIXED NUTS 13 OZ. CANS **79¢**

SPIRIT of NORWAY SARDINES 3 3/4 OZ. TIN **39¢**

RAY-O-VAC BATTERIES D-SIZE 2 FOR **35¢**

LIQUID DETERGENT IVORY LIQUID GIANT SIZE **49¢**

U.S.D.A. INSPECTED

FRYERS WHOLE LB. **29¢**

CUT-UPS, BREASTS, LEGS & THIGHS

U.S.D.A. Inspected LB. **35¢**

U.S.D.A. Inspected LB. **79¢**

U.S.D.A. Inspected LB. **59¢**

GRAIN FED TEXAS BEEF RIB STEAK LB. **98¢**

GRAIN FED TEXAS BEEF FAMILY STEAK LB. **89¢**

GRAIN FED TEXAS BEEF CHUCK ROAST Blade Cut LB. **69¢**

LEAN & MEATY SHORT RIBS LB. **39¢**

ARMOUR STAR FRANKS 12 - OZ. PKG. **59¢**

LONGHORN CHEESE LB. **89¢**

FROZEN FOODS

FROZEN DINNERS Patio Beef-cheese mexican combination **39¢**

ORANGE JUICE Shurfine 6 Oz. Cans **5 FOR \$1.00**

BROCCOLI SPEARS Birdseye 10 Oz. Pkg. **3 FOR \$1.00**

PIE TARTS Pepperidge Farm 5 1/2 Oz. Pkgs., Ass't. **4 FOR \$1.00**

STRAWBERRIES Birdseye 10 Oz. Pkg. **39¢**

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



Merry Christmas

TO EVERYONE

Greetings at this special time of year!

Once again we at the Hereford State Bank give thanks for the season and for our loyal customers and many friends.

It is truly a privilege to live and work with the wonderful people of Hereford and the surrounding High Plains Area.

WE LOOK FORWARD TO SERVING YOU IN 1973

DIRECTORS:

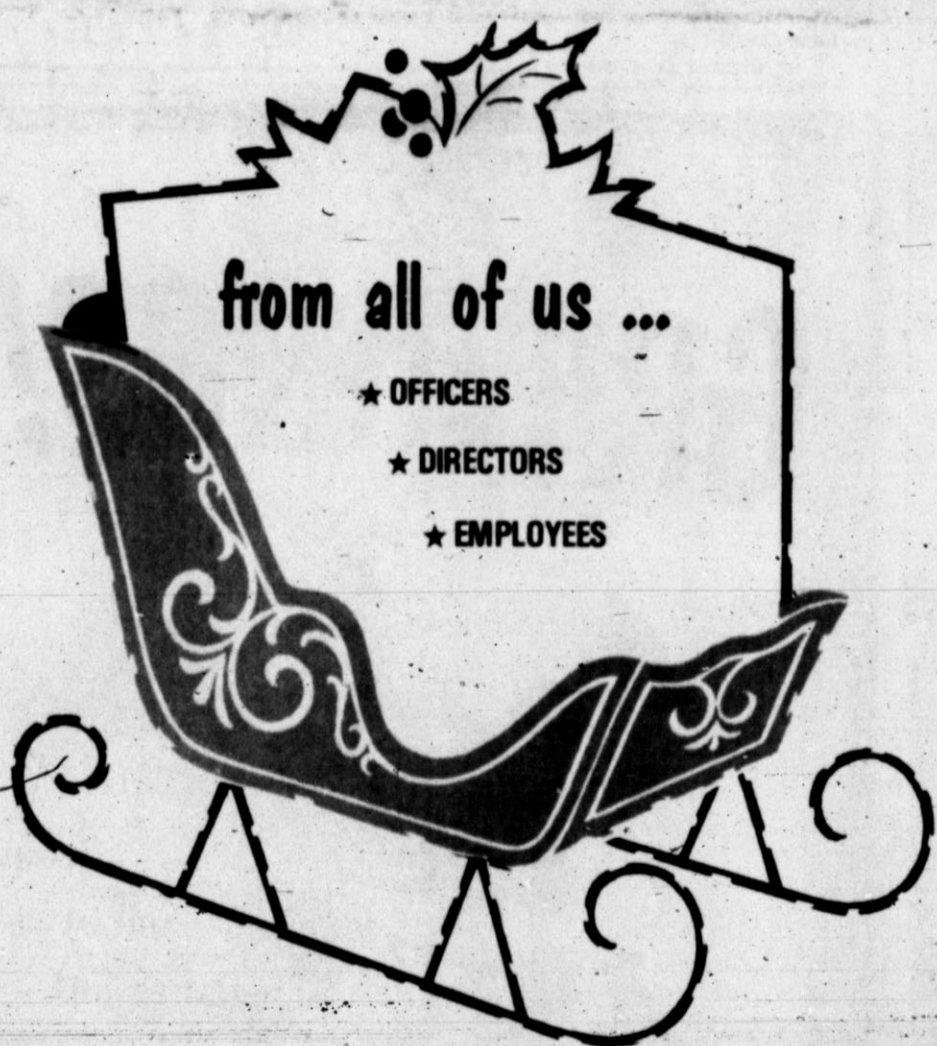
- J.R. Allison
- O.L. Bybee
- Jeff Carlile
- Marvin Carlile
- Howard Gault
- W.N. Hodges
- R.T. O'Daniel
- Harlan D. Vander Zee

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Chairman of the Board
- Harlan D. Vander Zee
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Senior Vice President
- Wayne Williams
Senior Vice President & Cashier
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Assistant Vice President
- Nadine Wade
Assistant Cashier
- Marie Maxwell
Assistant Cashier
- Norma Coffey
Assistant Cashier
- Steve Gilbert
Assistant Cashier

from all of us ...

- ★ OFFICERS
- ★ DIRECTORS
- ★ EMPLOYEES



IN THE SPIRIT OF THE HOLIDAY MAY 1973 BE
HAPPY AND A PROSPEROUS YEAR FOR EACH OF YOU!

HSB Hereford STATE BANK

By the Garden Gate

With Glad

By Mrs. Art Manjeot



CHRISTMAS SEASON is such a wonderful time of the year. I have so enjoyed seeing and visiting with friends. My thanks most sincerely to everyone who sent Christmas greetings, gifts, flowers etc. to me. They filled my days with joy, laughter, and aided in making my heartbeat responsive to the real meaning of Christmas.

Rosemary, Beverly and Lloyd Jr.) Will be our first Christmas together in ten years. Needless to say I look forward to being with them.

Sincerest wishes to one and all. May this be one of the most blessed Christmases of your life.

Am sure that menus have been planned for the festive days, but I would like to make a few suggestions.

CHRISTMAS MENU.
Assorted Bright Wishes...Hearts Filled with Gladness

Generous Portions of Warm Friendships.
Thick Slices of Joy
Casseroles of Prosperity
Cheer and Good Mirth
Souffle of Contentment
A generous Basket of Mixed Fruits of Kindness
Sparkling Cordiality
Brimming Cups-Full of Happiness.

Center the table with an arrangement colorful, bright and sprinkled generously with

sparkles of real happiness and thanks.

Serve generous portions.
REMEMBERS: Don't forget to water and tend the houseplants, especially those sent as Christmas gifts, during the busy days.

Poinsettias, Cyclamens, chrysanthemums, azaleas and amaryllis, all should have at least 1/4 cup of tepid water once a day. If large plants they will need more and if room temperatures are higher than 70 degrees humidity will be needed.

Place open containers of water among the plants, or let a teakettle boil, giving off steam into the rooms. If you have a humidifier, it should take care of the humidity.

Be sure and see the beautiful Christmas lights. I have never seen Hereford more beautiful at the Christmas season. Several evenings after I left the store I would drive over town and enjoy the loveliness created by the lights and other decorations.

I have especially enjoyed the festive lights of my neighbors, the Dick Coups, 300 West Haven Drive. Since I had not decorated and put out any of my Christmas lights it has been a real joy to watch them as they worked together, and with each addition added beauty and cheer.

Share some of the goodies with your friends the birds. I have had fun feeding the birds during the cold, snowy days. Every day at noon, I crumble some hard toast or cornbread near the watering place and they have devoured every crumb.

Birds have had a very important part in the Christmas legends. Owls have an extensive history connected with the Christmas time. One legend, from a Christmas card of 1800, takes owls back to just before the first Christmas when they, as well as other birds loved the day and shunned the night.

The legend further tells why the owl wakes at night. The wise men, as they traveled to Bethlehem, called all the birds of the forests through which they passed, to follow them to greet the newborn Saviour. From all over the coun-

tryside, the birds joined the wise men for the journey to the Holy City. Except the owl, that is. He briefly woke from slumber to see the confusion around him, then peacefully went back to sleep after asking anyone who could hear, "Who, who, who is it that bids me to follow?"

Since that time he has remained in his bed and slept the day away and then traveled out at night, asking over and over, "Who who?"

The robin is another bird that has a part in the birth of the Christ child, so the legend goes. According to history the holy

family was not alone in taking refuge in the stable in Bethlehem. Perched high on a rafters, a small brown robin watched the three magi when they presented their gifts to the newborn Christ Child.

How did he get his red breast? Legend further tells the story that as the magi left, and the quietness of night fell, the holy family slept. There was a stable fire that was about to die down.

In a valiant effort to revive the flickering embers, the robin high above on the rafters swooped down to fan the dying embers, and in so doing he flapped his wings and revived the embers to life but the feathers of the robin's breast were scorched making the brown feathers a brilliant golden red.

Through the night, though he was scorched, he continued to fan the fire so that there would be warmth for the Christ Child. Ever since, the robin has worn a red vest, symbolizing his gift.

In so doing the robin embodies the spirit of giving. Like the magi, the robin gave a precious gift at the cost of personal sacrifice. It also teaches the great lesson of deeper meaning—the giving of one's self.

HAPPINESS: Is sharing and making some sacrificial gifts for His glory.

Bob Hope readies troupe for Christmas show

He's got a nose like a mangled Tootsie Roll, this jet-set Santa Claus who carries his jokes like so many gaudily

wrapped gifts to the G.I.'s abroad. And not only jokes, for as Bob Hope begins his 22nd Christmas trip overseas, he will carry with him the usual bevy of beauties for the delight of homesick soldiers in Korea, Thailand, Japan, Guam and a ship or two on the high seas.

Hope at 69 is self-admittedly at the mid-point of his unusual career, which has carried him from being Bing Crosby's stooge to an American institution and the country's most-exported product. Hope these days is as much a Christmas figure as Santa Claus or Dr. Seuss' Grinch or Rudolph the Red-Nosed Reindeer.

His friends say he could pass for someone 20 years younger.

"Which is what I intend to do," Hope told a reporter, laughing. "No, make that 25." Bob Hope has spent 30 years, with a lay-off in the mid-50's because of illness, carrying a little bit of home to America's overseas soldiers. He has seen his share of the action too.

During World War II Eisenhower once told him that things had been quiet for a few days.

The next day, during a show, a bombardment began. "This is what you call quiet?" Hope cracked.

Then there was the time that Hope and his troupe landed on a lonely beach in Korea. They looked around for the Marines they were supposed to entertain and couldn't find them.

Finally they located a small group of Marines who turned out to be advance scouts. One of them pointed out to sea, where some landing craft were hovering into sight.

"We haven't landed yet, sir," said the Marine.

In 1964 Hope was supposed to stay at a hotel in Saigon while doing a show. Just before the comedian arrived in his car a bomb went off, missing the comedian by a few minutes.

U.S. intelligence later said

in" that sets him apart. People laugh at and with Hope partly because his jokes are funny and partly because it's Hope who is telling them.

Not that Hope doesn't keep up with the times. During the 1971 Christmas tour Hope told a few marijuana jokes:

"I saw a guy watching '12 O'Clock High' and he didn't even have a TV set."

"I saw a guy with a lampshade on his head — said he was waiting for someone to turn him on."

Vietnam has also been the theme of quite a few other jokes, all aimed at G.I. audiences.

At Long Binh, South Vietnam, Hope once told the soldiers:

"This place is not fit for man or beast. The girls tell me it's full of both."

World War II soldiers may have heard that one.

Hope has said many times that he's seen too much of war ever to think it a good thing — that we should learn to settle our differences around the conference table.

But as long as there is war, or the threat of war, there will be American troops to entertain.

It wouldn't seem like Christmas without Hope.

Social Security

Q. I'll be 65 next August and I'm trying to keep up with all the latest information on Medicare. I read that a recent law changed the way I'll enroll in the medical insurance part of Medicare. Is this true?

A. Yes. People who become 65 in July or later and are eligible for Medicare hospital insurance will automatically be enrolled in the medical insurance part of Medicare. However, you'll still have the opportunity to decline enrollment if you decide you didn't want medical insurance coverage.

Q. I don't get monthly social security payments but I have kidney disease and I require dialysis every week. My neighbor told me I can now have Medicare protection to help pay the cost of these treatments. Is this true?

A. People under 65 who need hemodialysis treatments or kidney transplants can be covered by Medicare Health Insurance Starting July 1, 1973, if they have worked long enough under social security.

Eligibility begins the 3rd month after the month after the month dialysis begins and lasts through the 12th month after the month dialysis ends or the patient had a kidney transplant.

This protection also will be available to insured workers wives or husbands and dependent children who need such treatments or transplants.



We hope you have a happy holiday!

and

We thank you for your patronage.

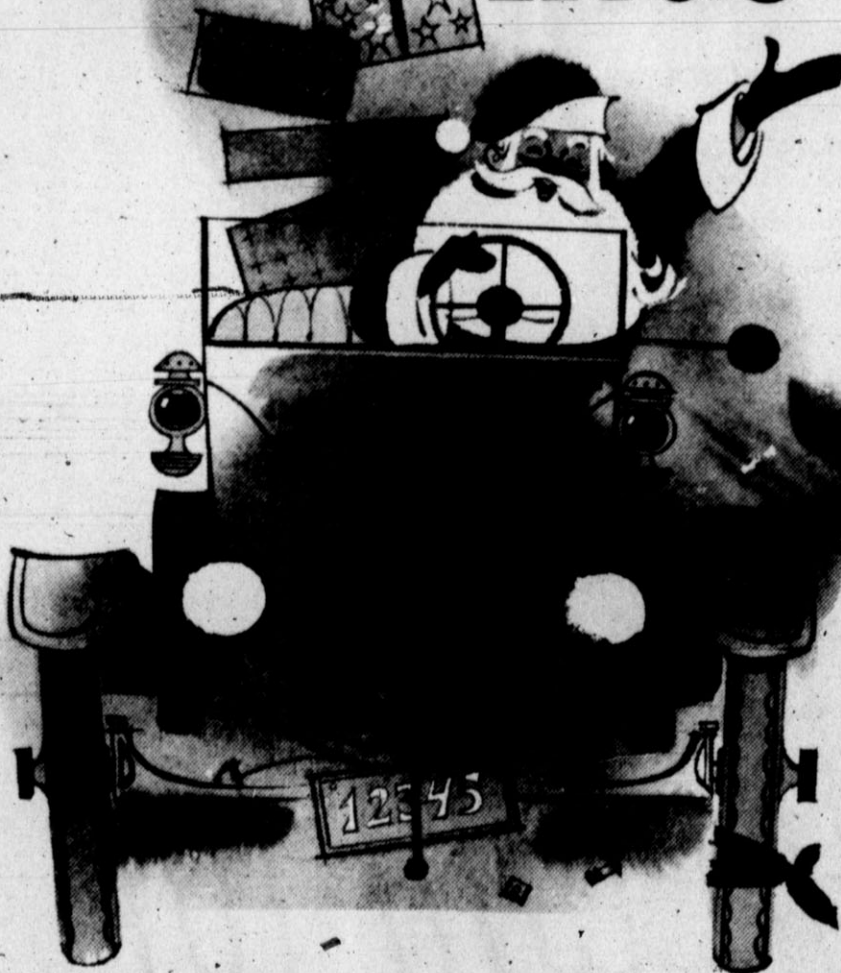
C & W CARPET, TILE & TOPS

149 N. 25 MILE AVE.

364-3448

WE WILL BE CLOSED FOR THE HOLIDAYS
SAT. DEC. 23 THRU TUES. JAN. 1

GREETINGS



Here's hoping your Christmas Day arrives just filled with all the happiness the season can bring.

from all of us at

LESLEY MOTOR CO.

Luther Lesly
W. HWY 60

Dick Oakes
HEREFORD

Clint Lundry
PHONE 364-1600

TECH-TOONS

CONCRETE BLOCK HERE'S SOME HANDY STEPS

ALWAYS LAY CONCRETE WITH MORTAR

3 TO 1 MIX WITH SOME LIME ADDED IS IDEAL

ALWAYS LAY BLOCKS ON A GOOD FOOTER

JOINTS SHOULD NOT BE WIDER THAN 1/2"

NARROW JOINTS CAN BE GOOD IF WELL FILLED IN RECESSES

THICKER WALLS OF BLOCK SHOULD BE ON TOP

HOLLOWES SHOULD BE FILLED IN AT ONCE

Greetings

WE AT

BROWND SHEET METAL

wish all our customers and freinds

MERRY CHRISTMAS and HAPPY NEW YEAR

E. HWY. 60 364-3867

GREETINGS!



... from all of us at

RUTHERFORD & CO.

Monk and Kate Johnson

Seale Stevens
Virginia Beasley
Bill Bryant
Reginald Herr

Margaret Johnson
Marjorie McGowen
Tracey Coker
Teresa Quillin

In order that our Employees might have some extra time to spend with family and friends we will be closed Christmas Day Dec. 25th and also Tuesday Dec. 26th.

MERRY CHRISTMAS and HAPPY NEW YEAR.

Merry Christmas and Happy New Year.



Best Wishes

... to you and your family.
May the beauty of the season be reflected in the hearts of all men.



Ben Childers



Jerry Don McCaslin



Andy Anderson



Wayne Phillips



CARL G. McCASLIN



Jack Nunley



Kenny Wilson



J.B. Blankenship



Weldon Dickson



Richard Dickson



Manual Garcia



Bill Phillips



Bobby Watts



Craig Poarch



Jimmy Weddel



Marlene Neilson



Pat Burns



Meridith Wilcox



Betty Pierce

OUR SINCERE THANKS FOR YOUR LOYAL PATRONAGE THROUGHOUT THE YEARS! WE ALL LOOK FORWARD TO SERVING YOU AGAIN IN '1973' !

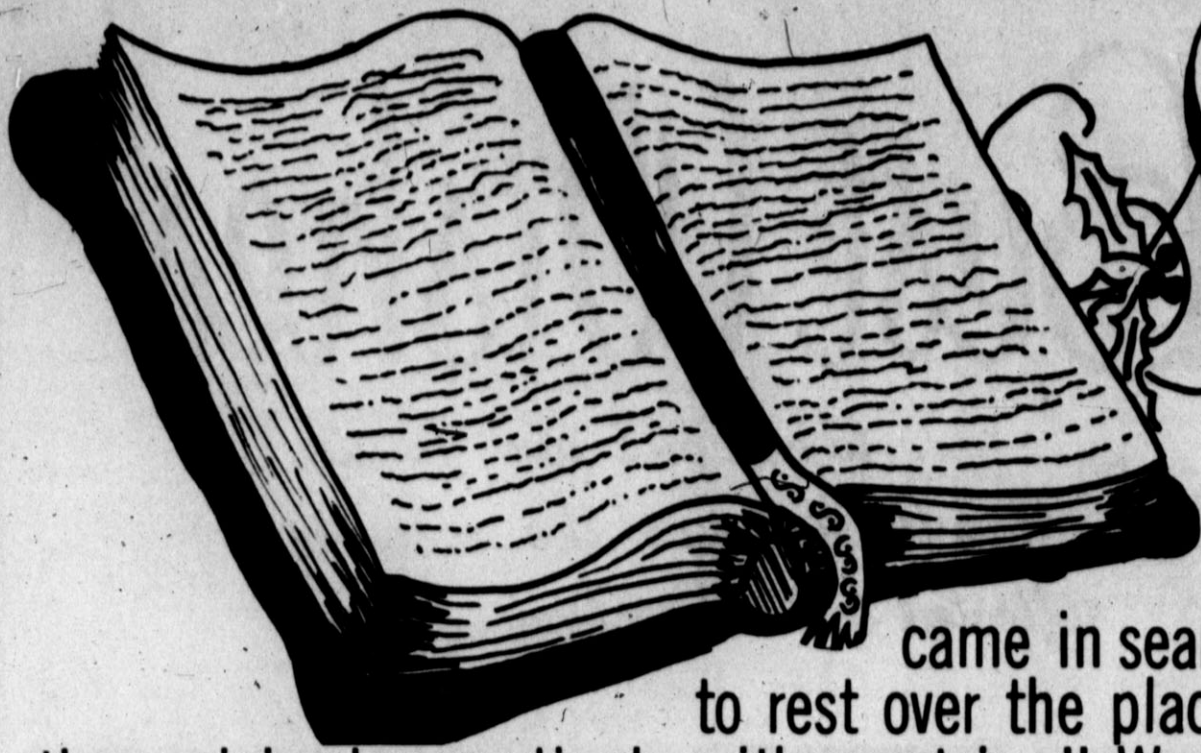
HAPPY HOLIDAYS FROM ALL OF US TO ALL OF YOU.....

CARL McCASLIN LUMBER COMPANY

1-BLOCK EAST OF THE COURT HOUSE

PHONE THE LUMBER NUMBER 364-3434

WE WILL BE CLOSED SATURDAY, DEC. 23 OPEN TUESDAY, DEC. 26 FOR BUSINESS AS USUAL



Season's Greetings

Holy Scriptures tell us of wise men from the East who came in search of the Christ Child. They followed a star until it came to rest over the place where the Child was ... and "when they saw the star, they rejoiced exceedingly with great joy." We wish that joy to all who follow the star of Bethlehem.

The Albrachts, Wert, Irene, Joe and Tony
 Dr. and Mrs. Milton C. Adams and Bryan
 Clay, Gladys and Debbie Angelo
 Mr. and Mrs. Jimmie Allred
 Jim Bob and Ruth Allison
 Mr. and Mrs. Jim Auten and Beverly
 Ronnie, Carolyn, Kyle and Jim Andrews
 Mr. and Mrs. Joe Artho
 Cliff Acker
 Mr. and Mrs. John D. Aikin
 Edward and Kathy Allison
 Alma J. Andrews
 Mr. and Mrs. Owen Andrews
 Mr. and Mrs. W.H. Andrews
 The Jack Andrews Family
 Mr. and Mrs. Cliff Arnold
 Mr. and Mrs. Henry Andrews and Doris Jean
 Mr. and Mrs. Jim Arney and Family
 Mr. and Mrs. Edwin Axe and Family
 Mr. and Mrs. Ed Bezner
 Mr. and Mrs. T.E. Brisendine and Trent
 Faye Brownlow
 Mr. and Mrs. Roy Botkin
 Mr. and Mrs. Ivan Block
 Mr. and Mrs. Jack Brown
 Mrs. Jim Bookout
 H.E. Bippus
 Mrs. Lydia Bippus
 Sandy Brownlow
 Mr. and Mrs. Johnny Brownlow and Russell
 Mr. and Mrs. Bill Bookout and Jennifer
 Mr. and Mrs. A.C. Brorman and Family
 Mr. and Mrs. Eldred Brown and Tommy
 Mr. and Mrs. R.B. Baker
 Mr. and Mrs. Danny Balderaz and Baby Rita
 Frank and Betty Barrett
 Mr. and Mrs. Norman D. Bartlett
 Peppy and Johnny Blocker
 Mrs. Geo. Beams
 Gid and Juanita Brown
 Bobby, Bera, Brent and Bethany Boyd
 Mr. and Mrs. Bert C. Brown
 Veradelle, Herbert, Harlan, Jan Julie, Hal and Hilrey Bruns
 Mr. and Mrs. Frank H. Bethune and Family
 Mr. and Mrs. Lewis Block and Girls
 Mrs. Caudie Ola Brown
 Mr. and Mrs. Charles Balden, Susan and Janna
 Mr. and Mrs. C.F. Beauford and Family
 Tommy and Ann Bowling and Family
 The R.L. Blakely Family
 Mr. and Mrs. Roy Berend and Michael
 Mr. and Mrs. Gaston Baer
 Anna L. Betzen
 Mr. and Mrs. Art Baker, Janet and Calvin
 The Beavers — David, Lois, Dan, Terry Paul, and Shaundelle
 Frankabel Bell
 Mrs. H.L. Benefield
 Henry N. Benson
 Mr. and Mrs. Mike Betzen
 Marie and Glyn Bilbrey
 Mr. and Mrs. David Block and Travis
 Mr. and Mrs. Virgil Bomar
 Bert and Athlyn Boomer
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 Mr. and Mrs. Jay Boston
 Mr. and Mrs. Roy Boyer
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 Mr. and Mrs. Henry Brorman
 Mr. and Mrs. Floyd Brown, Earl, Roger and Sammy
 Mrs. N.A. Brown
 Cawthon and Doris Bryant
 John David and Bev. Bryant
 Mrs. Flora Bryant
 Mr. and Mrs. James Bullard and Janann
 Mr. and Mrs. Tom Burdett
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 George and Juanita Byrd
 Mr. and Mrs. Waldo Baxter
 Mr. and Mrs. J.E. Brooks and Sylvia
 Novelle Brunley
 John and Joy Bunch and Boys
 Troys and Ruby Carmichael
 The B.F. Cains
 Mr. and Mrs. Joe Curtsinger, Virginia and Jimmie

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 Mr. and Mrs. J.S. Cross
 Zella Mae Crump
 Terry, Peggy and Stacy Creitz
 Onias and Gladys Carroll
 George and Isabel Cervantez and Family
 Steve, Genelle, Randy and Cameron Clements
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 Mr. and Mrs. L.W. Carlyle
 Dr. H.A. Cavness and Family
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 Rhonda Duggan
 Mr. and Mrs. Robert Diller and Family
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 Mrs. Stella Davis
 Mrs. Carlton Dobbins
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 Helen Fangman and Charles
 Mr. and Mrs. Ed Fowler
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 Gene, Mildred and Mitch Guinn
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 The Nolan Grady Family
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 Ray and Billie Johnson
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 The McIvers
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 D.C. and Kay McWhorter
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 Steve and Naoma McKee
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 Neil McNutt Family

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 Mr. and Mrs. Glen Osborn
 Ralph and Sydney Ann Owens, Doug and Connie
 Ruth and Gwynne Owen
 Warren and Juanita Owen
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 Gerald, Mary, Leesa, David and Jana Sledge
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 The Bob Words
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 The Don Waters Family
 Mr. and Mrs. Joe Wilhelm and Family
 Ed and Lucy Moore Warren
 The Walt Warren Family
 Mr. and Mrs. O. Wertemberger
 Dr. and Mrs. J.B. Whitley and Girls
 Mrs. H.J. Wilhelm
 Mr. and Mrs. Cecil Wilkins
 Wayne Williams
 Mrs. William Wimberley and Billy W. Wimberley
 Mr. and Mrs. Robert E. Wagoner
 George and Ruth Warner
 Mr. and Mrs. Elza Warrick
 Mr. and Mrs. Verdon Watts
 Bill, Evelyn, Frankie and Dyrrel Wells
 Geneva West
 Mrs. Warner White
 Mrs. S.S. Williams
 Mr. and Mrs. H.V. Williamson
 Gladys and Irvin Willoughby
 Mr. and Mrs. Benny Womble and Girls
 Mr. and Mrs. E. Hazen Woods, Jr. and Family
 Charles, Barbara and Connie Weatherford
 Mr. and Mrs. Ray Wilhelm
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 Mr. and Mrs. Gilbert Yosten and Family
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 Dr. and Mrs. Ronald Zimmerman and Family
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 Beauty House (Sadie Shaw and Edna Mathes)
 Champion Feeders, Inc.
 Coplins Chevron Service
 Girls of A-1 Beauty and Wig Salon
 K.P.A.N. Radio
 Hewitt Bros. Playhouse Skating Rink
 Hereford Hardware
 Davis Implement
 The Hereford Brand
 Hereford State Bank — Officer's and Employee's
 Kesters Jewelry
 Kiwanis Whiteface Club
 L'Allegra Study Club
 Carl Last Shop
 Rutherford and Co.
 Triple "F" Feeds — Leander Reinart
 Doyle Vines Earth Moving Service and Employees
 Young Homemakers of Texas
 Your Local Used Cow Dealer

We who participated in the "Project Christmas Card" hope this means of wishing our sincere greetings to each and everyone in this area. Our lasting tribute is our community in keeping with a more true spirit of Christmas.

Adrian News

BY ANN BEAVERS
Bill James resigned as mayor for the City of Adrian Sunday. Grady Skaggs was appointed to take his place.
Sam Brown was appointed by the City Council to take Skaggs' place as city alderman.
The council is now accepting applications for the water attendance job.

Funeral services for Joe R. Phillips of Amarillo were held Tuesday afternoon in a funeral chapel there. He died Saturday following a long illness. His wife is a former Adrian resident, the former Mrs. Ruth Perrin.

THE FAMILY LAWYER

Dog-Caused Collision

Motorists kill dogs at an alarming rate. But dogs can be deadly to motorists, too. One year's study of a single thruway revealed that more than 200 accidents had been caused by dogs dashing in front of cars.
What are the legal consequences of such an accident? If a dog causes injury to a motorist, may the owner of the dog be held liable in court?

Consider this case:
A motorist, suddenly confronted by a dog in the street, swerved to the right, struck the dog, lost control of his car, and crashed into a fire hydrant.
Injured, he claimed damages from the owner of the dog under the state's "strict liability" law. And the court held that, since the dog had indeed caused the accident, the owner would have to foot the bill—even with no proof of his negligence.

Strict liability laws, although not yet universal, are already on the books in many states. And even without such a law, a dog owner may be held liable if shown to be negligent.
In another case, a terrier had the habit of assaulting passing vehicles of all kinds. One day he rushed ferociously at a youthful motorcyclist, causing him to lose his balance and crash.

Even with no strict liability law in effect, a court ruled that the dog's owner would have to pay damages. The court said he was guilty of negligence for failing to keep such a troublesome dog under restraint.
On the other hand, there is no liability if the dog—although involved in the accident—was not really its cause. Thus:

A motorist, after barely touching a dog, ran his car into the ditch. But when he sought damages from the dog's owner, the quality of his own driving came under scrutiny. Considering all the circumstances of the encounter, the jury concluded that a reasonably careful driver would have had no trouble staying on the road.
Result: case dismissed.

A public service feature of the American Bar Association and the Texas State Bar Association. Written by Will Ferrin, Esq.

The Adrian Baptist Church held their Christmas program Sun. evening, with carols, special music and film. The children had parts in the program. Refreshments followed the program.

Lena Greathouse of Portales will be here during Dec. 21 through Jan 1. If you would like to have her in your home for a day or night to visit, please get in touch with Mrs. Ted Boydston.

Mr. and Mrs. Ralph Guest visited Sunday in Dalhart with the Jerry Guest family.

Winning in the FFA door judging contest Friday were the seventh graders in Junior high and the tenth grade in high school.

Mrs. Robbie Fortenberry is visiting in Texico, N.M., with her daughter, Mrs. Emmitt Dorris.

Mrs. Bob Gruhkey visited Saturday in Amarillo with Mrs. C.G. Pond.

Shaun and Christie Green of Amarillo spent last weekend with their grandparents, Mr. and Mrs. Leland Burns.

Teddie Hale was the only one from Adrian that made the all-tournament team at Vega last weekend.

Imogene Parker and Nannie Fortenberry visited in Canyon Sunday with Mr. and Mrs. Woods.

Mr. and Mrs. Joe Meyer and family visited Sunday in Amarillo with the Al Box family of Missouri.

Notice to all Adrian merchants that the Adrian City Sales Tax will become effective April 1, 1973.

Mrs. Cat Brown and Angela Heiselman took Mr. and Mrs. Don J. Morgan to Amarillo Saturday so they could catch a plane for San Francisco to visit a week with their son and

family, the Donnie Morgans.

The Bridge Club Christmas Party was held, Friday evening in the home of Mr. and Mrs. Terry Criet.

Virginia Speed spent Thursday through Saturday, in High Plains Baptist Hospital in Amarillo.

Mr. and Mrs. David Clayton of Wildorado are parents of a boy, David Jr. born in Neblet Hospital in Canyon Dec. 10. He weighed 7 lbs. 9 oz. Mr. and Mrs. Andrew Grady of Adrian are grandparents.

Mr. and Mrs. E.E. Allen met their grandson, Keith Wood of Boys Ranch, Saturday in Amarillo for a Christmas

shopping spree.

Over 30 Adrian Lions and their wives attended the Lions Club Christmas Party. Thursday evening at the Amarillo Club.

The Adrian Methodist Church held their Christmas program Sunday evening at the church. The young people of the Church had the program. A large crowd attended.

Virginia Speed and family of Vega visited in Adrian, Sunday afternoon with friends and relatives.

Attending the motor cycle races, Sunday in Tucumcari were Mr. and Mrs. Arvie Reeves and Jeffery. Mr. and Mrs. Bob Crawford of Vega, Ersel Harris and Dwayne Crawford. Crawford won a first place trophy in the 100 cc race

and also won sixth in the 125 cc and Ersel Harris got seventh in the 125 cc.

Danny Morales was in High Plains Baptist Hospital last week for surgery.

Sunday evening a supper, games, songs and sacks of candy were enjoyed by all at the Bippus Community Church.

The Future Homemakers of

America, Adrian Chapter, held their Christmas open house brunch, Dec. 13 in the homemaking room at high school.

A tea, and shower was held Wednesday afternoon in the dining room of Tommy's Cafe, for Carolyn McMahon.

School dismissed Dec. 22 at 2:30 p.m. for Christmas holidays.

Christmas joys



May this Holy Season bring you an abundance of happiness!

CHRISTIAN BOOK STORE

347 N. MAIN 364-0550

OLD FASHIONED GREETINGS



from:
Bill, Dickie, Randy,
Ellen, June and
everyone at

DICKIE'S RESTAURANT

To all our friends and neighbors, sincere best wishes for the holiday season.
May your Christmas be bright with good cheer, warm with the affection of those you love, and merry with the sound of laughter.

WE ARE NOW BOOKING AFTER CHRISTMAS AND PRE-NEW YEAR PARTIES!

DICKIE'S RESTAURANT
CLOSED CHRISTMAS DAY
WEST HWY 60. PHONE 364-6901

ISN'T IT TIME YOU THOUGHT ABOUT TRADING CARS?

1967 Merc. Cougar x-R7 V8 Auto-Steering Air. \$1295.00

1967 Datsun 4 Dr. Sedan Auto-Real nice car \$895.00

1970 Olds. Cutlass 2 Dr. HI. Loaded-Real Nice \$1295.00

1966 Chev. Impala 4 Dr. V8-Auto-Power Brakes and Steering \$895.00

1966 Olds. Cutlass 4 cyl. Standard-Less than 31,000 miles \$1595.00

1967 VW A good one \$475.00

1970 Ford LTD Wagon. 10 Pass. Rack on top. Loaded. Less than 40,000 Red \$2795.00

MERRY CHRISTMAS & A HAPPY NEW YEAR

Elmer Combes
Chick Hobert

COMBS USED CARS
1503 Park Ave 364-1310

It's Time to Wish One and All a Joyous Holiday

TO OUR MANY FRIENDS AND CUSTOMERS
MAY YOUR HOLIDAY BE FILLED WITH HAPPINESS
AND MAY ALL THE BLESSINGS OF LIFE
BE YOURS IN THE NEW YEAR.
FROM ALL OF US

Mildred Drake	Louise Ferguson
Kathy Loerwald	Suzanne Solomon
Louise Springer	Ruth Betzen
John Dunn	Minna Mayberry
Patti Dirks	Jim Aikin

Pick & Mary

We will be closed December 25 & 26 for Christmas— so that our employees may enjoy the Holidays.

HARMAN'S
DOWNTOWN & SUGARLAND MALL



EACH & EVERYONE OF US WISH YOU & YOURS THE SEASON'S BEST!

May Peace and Joy Brighten Your Holiday.

We extend warm greetings to our friends at this festive Season.
May the Star of the East guide our hearts always.

May understanding be coupled with wisdom
that Peace may come in 1973

"THANKS FOR YOUR LOYAL PATRONAGE"

HAPPY YULETIDE!

MAY YOUR HOLIDAYS
HIT A HAPPY NOTE!
Merry Christmas From Woody, Becky, Billy

MARY L. SPENCE
244 N. MAIN ST. 364-0631

Silent Night

The blessings of this glorious
Christmas Season be yours now
and throughout the coming year.

DAIRY QUEEN
OPEN CHRISTMAS EVE TIL 7 P.M.
801 PARK AVE. 364-0578

NOEL

May the Christ Child bring joy to
light this glorious, holy season.

EZ. WAY GROCERY
KIM'S 21 FLAVORED ICE CREAM &
FRIED CHICKEN
Leroy, Lou, & Kim 811 PARK AVE 364-8531

Christmas Cheers

It's time to trim the tree, wrap the
presents, and deck the halls, but we
want to stop long enough to wish you
and yours a Merry Christmas.

ONE HOUR MARTINIZING
149 N. 25 MILE AVE. 364-4720

good times!
good cheer-
at Christmas!

We wish our fine friends a very
Merry Christmas. Let us all know
the joys of this most holy season.

JIM'S BATH SHOPPE
310 N. 25 Mile Ave. 364-3160

Merry Christmas

May your holiday abound with
lasting happiness -
And your heart be filled with
the greatest gladness.

ADDIE'S BEAUTY STALLS
Addie, Iris, & Dorothy
128 E. 5th 364-0342

Christmas Cheer

Good friends, good times - all
the bounty of the Season to you!

**CITY TORTILLA FACTORY
& BAKERY**
Mr. & Mrs. PABLO VILLARREAL
126 N. MAIN 364-9048

JOYOUS YULE

May the glow of candles warm your
hearth and love warm your heart this
holiday season.

The Kester's
409 N. MAIN 364-1811

Christmas Joy

Soft candle glow
and mistletoe...
greeting those
we like to know -
these are joys
this holiday
that we hope
come your way.

LE COIFFEUR
Essie Bullard & Operators
1509 E. HWY. 60 364-4453

THANK YOU
ONE-AND ALL
FOR YOUR GIFT
TO US- YOUR
GOOD FRIENDSHIP
AND LOYAL
PATRONAGE.

And among your gifts,
please count our renewed
pledge to serve you
faithfully in time to come,
and our heartiest Christmas Wishes.

We will be closed
DEC. 23, 24 & 25
FOR THE HOLIDAYS

GONZALES BROS. PLUMBING
W. Hwy. 60 Phone 364-0193

NOEL NOEL

"Born is the King of Israel" to bring
the blessings of everlasting life to mankind.

HANNA'S COFFEE SHOP
133 E. 3rd 364-5632

BIG - TEX
CATTLE & GRAIN

Wishes Everyone
a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

Those Gifts Under Tree Were Only Minor

You paid out hard-earned tax dollars to buy the gift of good health for yourself, your family and all other Texans. Your gift budget this year included \$11.3 million to buy and equip 21 health care facilities—hospitals, nursing homes, rehabilitation centers, and

outpatient facilities for those areas of Texas with the greatest need. The gift included 383 modern hospital beds and 395 modern nursing home beds. Your gift this year includes assistance to 1,189 school districts in implementing new

Texas immunization laws which require students to be properly protected against diphtheria, tetanus, poliomyelitis, measles, and rubella. During the 1972 calendar year, you purchased over four million doses of protective vaccine to give this

gift of good health. Physical restoration services, including hospitalization, medical or surgical care, artificial appliances, and other services were provided for 12,715 crippled children residing in the State of Texas during the past year. Your tax dollars saved lives by providing better emergency medical care as the Department's Division of Civil Defense and Traffic Safety trained 1,949 ambulance attendants in 40 schools around the state. To insure safer ambulance rides, 841 ambulances were inspected, and helicopter ambulance service was either instituted or planned in most areas of the state, with bases in nine Texas cities.

To give the gift of safe drinking water for this year, you paid for some 225,000 water analyses for bacteriological quality by State Health Department laboratories. Appraisals of plans for over 700 water-related projects were conducted this year, covering both new facilities and improvements to existing systems. Almost 3,400 patients were treated at State Chest Hospitals, contract care was provided at other hospitals, and thousands of skin tests were given in the search for reactors. More than \$100 million has been invested in rural water supplies serving 100,000 rural families, with State Health Department engineers serving as gift consultants. To help prevent pollution from entering Texas streams, plans and specifications for 384 new facilities and expansions of existing sewage treatment plants were reviewed. You paid the bill for these State Health Department consultant engineers. Your technicians collected 520 water samples from 14 major streams for bacteriological density determinations to protect your surface water supplies and recreational areas. They also collected 1,337 water samples from oyster growing areas along the entire Texas coast and made 4,861 field tests on board the state inspection boat during the surveillance work. Your contributions provided training and technical assistance for those persons entrusted with the responsibility for controlling flies, mosquitoes, rodents and other disease vectors found in your neighborhood. To improve and maintain the quality of the air we breathe, Texas industry spent millions of dollars during 1972. Other millions were earmarked for additional air control improvements. Your gift counselors were the Air Pollution Control Services Section of the State Health Department and the Texas Air Control Board. You bought many thousands of dollars worth of relief for

counties with a combined population of 611,432. —68 state participating local health departments which put public health services at the local level in the form of public health personnel, and equipment and supplies. These services cover over 81 percent of the population. —Laboratory services which provided millions of tests and doses of vaccines and toxoids to support good health. —Continuous surveillance of over 600 meat packing plants and inspection of some 210 million pounds of meat, of which one-and-a-half million pounds of contaminated food and drugs from the channels of distribution as being unfit for human use. —Public health nurses to provide nursing service to over 321,000 individuals. —Maintenance of over 13 million irreplaceable records, such as birth and death certificates, including all the vital statistics for the State of Texas. —Operation of the nation's largest public health education film library, which furnishes over 3300 prints of modern health education films on a free loan basis of charge to the Texas public. The Christmas and New Year's season is a time for reflecting on the good things in life and the abundance of freedom which we enjoy. We can all be thankful for the many gifts of good health furnished through the use of your tax dollars by the State Health Department.

Letters To Santa....

Dear Santa, This is just a little note to tell you to please bring my toys to Hereford, Texas. I will be there at Christmastime to visit my Grammy Simpson and Grumps over on Sycamore Lane. Your Friend, Douglas Krause New Orleans, Louisiana

Sweet April Doll, Debbie Ann Gallagher Dear Santa, Please bring me a gun, a race car track with cars, Dallas Cowboys helmet and football, and a go-cart. I have been real good and I say my prayers every night. Thank you, Jason Culppeper

Dear Santa, I am a little boy 6 yrs. old. I have been good this year. For Xmas I would like to have a BB gun, Big Wheel, tent and a Dallas Cowboy Football helmet. Don't forget to fill my stockings. Love Mark Lytal

Dear Santa, I am a little boy 1 1/2 years old. Mommy and Daddy said I have been a real good boy this year. Would you please bring me a spring horse, chewing gum machine & any other toys you think I might like. Please don't forget to bring my puppy a Chew stick. Love, Brian Wagner

Dear Santa Claus I am 5. Please bring me a

Most famous carol

Children softly singing, or loud speakers tied to our main street's light poles, Christmas carols are a part of the season. They come to us from behind Nativity scenes set on front lawns, and we sing them in worship. They are a part of the richness of Christmas.

The most loved and universal of all Christmas carols is the inspired "Silent Night, Holy Night," which adds its special aura of blessing to the festival of the Nativity and is sung by Christians of all faiths, creeds, custom and language the world around.

This is the gift of Austrian priest Joseph Mohr, who lived in a small Alpine village. His organist who was also the village schoolmaster, Franz Gruber, set the poem to its own equally inspired music.

On a snowy Christmas Eve, 1818, Father Mohr sat in his study and wrote out the text of the first stanza in German. His words are the first stanza known to every child.

The next morning was Christmas and he showed his poem to his friend Gruber, who took it home to try to compose a melody worthy of what he said was the perfect Christmas hymn. He soon came back waving the sheet music and shouting, "The song sings itself."

The two men stood there on Christmas morning singing the song over and over in their excitement. That evening in the worship service the villagers of that little mountain community of Tyrol heard their priest and the village schoolmaster sing the carol for its first audience.

Martin Van Buren, eighth president, was born on Dec. 5, 1782.



Holiday Greetings

May you and your loved ones be happy and safe during this Christmas Season and the coming New Year.



Jerry Shipman 103 Ave C 364-3161

Like A Good Neighbor, State Farm Is There.

State Farm Insurance Companies Home Offices Bloomington, Illinois



State Of Emergency Declared By Smith

An estimate that 87 persons will die in traffic crashes over the Christmas and New Year holidays has prompted Governor Preston Smith to declare a state of emergency on Texas roadways.

Governor Smith made the emergency declaration in a statement issued from his Capitol offices. The statement was a preface to the Governor's call-up of the Texas National Guard—for the fourth time this year—to help with traffic control during the Christmas period.

"Volunteer Guardsmen will assist Department of Public Safety officers and local law enforcement personnel in the major population areas of our state," the Governor said.

From December 23 through December 25, Guardsmen will work in six of the operations districts of the Texas Department of Public Safety. 106 counties are included in those districts—the counties in which the state's population is heaviest and traffic problems are most likely to occur. Twenty-five enlisted Guardsmen in each district will ride

as partners in DPS vehicles with highway patrolmen. Forty enlisted Guard personnel in each district will use National Guard radio-equipped, jeep-type vehicles to patrol highways, assist at accident scenes, and report problems. National Guard helicopters will survey traffic from the air in three of the districts. Guardsmen will have no arrest powers, as has been the case in the past, but they will report violators to state and local law enforcement officials.

"Enlisting the aid of the Texas National Guard has helped us to show a final death toll far below predictions during two of our major holiday periods this year," Governor Smith added.

"National Guard co-operation has been highly complimented and appreciated by local and state officials. We can be successful in preventing death and tragedy on our highways this holiday season, too"

INDIA VS. PAKISTAN On Dec. 4, 1971, India and Pakistan engaged in all-out war.



DAVIS IMPLEMENT CO.

JOHN HALL RONNIE HOUSTON BILL OSCAR JOHN GREEN


409 East First Hereford Phone 364-2811

Seasons Greetings



KGNC-TV

AMARILLO, TEXAS - COLOR 4

Old-Time Wishes ... To 

A Lot Of New "Somebodys"

As We Close Out Another Year, We At Dick Norwood Chevrolet-Olds Would Like To Take This Opportunity To Wish All Of You A Happy Holiday Season.

From Our Employees Who Served You In The Past, We Look Forward To Serving You In The Future. The People Who Helped Make A Lot Of "SOMEBODYS"

- Sales
- Service
- Parts

HAPPY HOLIDAYS!

FROM

DICK NORWOOD CHEVROLET-OLDS

NORTH HIGHWAY 385 PHONE 364-2160

STATE CAPITAL Highlights AND Sidelights



by Bill Boykin
TEXAS PRESS ASSOCIATION

AUSTIN, Tex. — When several Texas cities, including Austin, had fuel problems during last week's ice storm, city leaders and Texas residents took another look at proposed legislation which would expand oil and gas production in this state.

"Unitization" does not have much glamour as a legislative topic, but it takes an added importance during ice storms. Legislation proposed to increase unitization activities in Texas oilfields would support cooperative projects in Texas oil-gas fields to recover at least a portion of an estimated 98 billion barrels of oil...left in the ground under current operations.

James E. Russell, an independent oil operator from Abilene, is chairman of the statewide Texas Conservation Committee for Unitization, and spokesman for the current legislative efforts.

"Texas is headed for economic problems unless steps are taken to expand its oil and gas production," Russell has told several regional gatherings of Texas lawmakers. "Without substantial new reserve additions, we will see a decline in the state's tax base, the state's job base and economy."

"This 98 billion barrels are known to be present. They are not regarded as recoverable without extensive application of methods which repressure the fields or which use injected fluids to squeeze more oil out of the producing formation," he said. "Such secondary recovery projects usually are not feasible unless the reservoir is managed as one unit."

Why is this important to Texas? And who would benefit Russell says, "Essentially every citizen in the state."

"First of all, with the potential additional recovery of about nine billion barrels, and a state tax of 35 cents per barrel, Texas would receive ap-

proximately \$3 billion in direct tax revenue.

"Too, it would insure continued high employment, help alleviate the energy shortage and give increased payments to royalty owners," Russell said, "plus continued payments to the Teacher Retirement fund and added support for the various school districts."

Russell cited these present contributions the petroleum industry makes to the Texas economy:

— Direct taxes from petroleum production total \$650 million;

— Oil and gas provide 18 per cent of the state's taxes; nearly 60 per cent of all business taxes; 21.8 per cent of state cost of public education; 53.6 per cent of state cost of teacher retirement.

"And, 28 oil producing states presently require unitization. Why should the nation's number one petroleum province trail in this 50-year-old method to increase recovery efficiency?" Russell asked.

PUBLIC'S RIGHT TO KNOW IS ISSUES. — Two additional legislative proposals which deal with the "public's right to know" were unveiled this week by Rep. Price Daniel Jr., Liberty, who has enough pledges to be elected House Speaker next legislative session.

Previously, Daniel distributed a so-called "newsman's privilege" statute which would protect confidentiality of source. Last week he announced his support for major changes in the state's "open meetings" law and a new "open records" statute.

If his proposals are approved by the 63rd Texas Legislature, several major improvements would be made in the current open meetings law, Texas editors and reporters believe.

1. Governmental bodies would have to convene in open session before closing meetings.

2. The legislature would be covered by the open meetings with lawyers would be limited to sessions approved by the recent Attorney General's opinion.

4. Only location — not purchase — of real estate would be covered in closed session exemptions.

5. Appointments by governmental bodies would not be covered in future closed session exemptions — only deliberations on dismissals or discipline actions.

6. Emergency closed session would require two-hour notice and phone calls to media willing to pay the cost of the calls.

7. Fines for violations of the law would be increased.

The open records law would spell out in state statutes which records must be open to the public. Common law now governs the right of the public to inspect public documents.

REVENUE-SHARING CHECKS RECEIVED — The first check received by the state through the new federal revenue-sharing program boomed hopes of avoiding additional state taxes in 1973.

Gov. Preston Smith accepted the \$40.9 million payment as fiscal agent for Texas.

He promptly announced he will submit a no-new-taxes budget for the 1973-75 fiscal period in anticipation that federal revenue-sharing funds will amount to a total of about \$200 million during the period.

About the same time, Legislative Budget Board came up with an \$8.8 billion budget proposal which is expected to require no additional revenue. However, part of the LBB recommendations remained unsettled due to changing federal welfare legislation affecting state costs.

While incoming Gov. Dolph Briscoe has not been working directly with Smith on the gubernatorial budget recommendations, he has stated

repeatedly he thinks new taxes can be avoided.

Next House Speaker Price Daniel Jr. recently has stated he, too, sees an excellent possibility of a tax-free legislative session beginning in January.

The initial \$40.9 million revenue-sharing installment will be followed by another early next year for the state's first-year total under the new federal program.

Local governments also received their first revenue-sharing checks during the last week. In many cases, the local checks varied substantially — below and above — from the original estimates due to updated census figures.

SCHOOL FINANCE PLAN TO NEW BOARD — The State Board of Education passed along to the new 24-member Board a committee report proposing far-reaching alterations in public school finance.

The Board at a special meeting accepted the committee version of a comprehensive foundation school program but delayed formal approval. The largely new Board takes over January 13.

Board Chairman Ben Howell of El Paso said the report seems to meet requirements of the 1971 federal district court ruling invalidating the present system of financing schools.

Under the committee plan, the new foundation school program would be financed completely from state revenue

by 1978-79. The local share of program costs would be gradually reduced from 20 per cent in 1973-74 to zero by 1978-79. A variety of other proposals for altering finance formulas are included in the seven major committee recommendations.

Texas State Teachers Association has come up with its own plan to meet thrust of the federal court decision. The TSTA program would cost \$2 billion for the next school year, as compared with \$1.4 billion for the plan before the State Board. The latter represents an increase of \$201 million over the 1972-73 minimum foundation program cost.

INAUGURATION PLANNED — A committee of Austin citizens has formed to plan the January 16 inauguration of Gov. Dolph Briscoe and Lt. Gov. Bill Hobby.

The committee, headed by former Gov. Allan Shivers as honorary chairman and Charles Nash as general chairman, projects a traditional round of activities including four inaugural balls and a \$25-a-plate Democratic dinner.

Briscoe and Hobby will be formally inaugurated at a noon ceremony in front of the state capitol. The inaugural parade is scheduled for 3 p.m. to 4:30 p.m. A public reception will be held in the capitol rotunda from 5 p.m. to 7 p.m.

CEASE-FIRE — The Pakistan government announced it would accept a cease-fire with India on Dec. 9, 1971.

Peaches and Cream SHORTCAKE



- 2 cups sifted all-purpose flour
- 1/4 cup sugar
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- 1/2 cup butter or margarine
- 3/4 cup light cream
- 1 beaten egg
- 2 teaspoons grated orange rind
- 4 cups sliced, fresh peaches, lightly sugared
- 1 cup whipping cream

CLIP 'N' COOK
Copley News Service

PREHEAT OVEN TO 450°. Sift together dry ingredients, cut in butter or margarine until mixture is like coarse crumbs. Combine cream, egg, and rind, add all at once to dry ingredients, stirring just until moistened. Spread in greased 9-inch square baking pan. Bake at 450° for 15 to 18 minutes. Remove from pan, cool on rack. Split into 2 layers, place bottom layer on serving plate. Set aside about 12 peach slices for garnish. Whip cream, spread about three-fourths of the whipped cream on bottom cake layer, then top with remaining peaches. Top with second cake layer, remaining whipped cream and garnish with the reserved peaches. Serves 9.



MERRY CHRISTMAS & A HAPPY NEW YEAR!.....

your local used Cow dealer.
Hereford BI-Products

Deaf Smith



Wishes you a

Merry

Christmas

And a Happy New Year

To our many friends, along with our fondest wishes that every wish will come true for you, we also extend our sincere thank you for your loyalty during this year.

Our entire staff pledges you their every effort to give you their best service and help in the year to come.



A MERRY CHRISTMAS TO ALL!



Just an old-fashioned greeting that comes straight from the heart and carries every good wish!

from all the folks at

CASE POWER & EQUIPMENT

- | | | |
|--------------|------------------|--------------|
| L.B. Herring | Roy Bell | Terry Watson |
| Dave Moxon | Herman Hendrix | Dale Reinart |
| DIMMITHWY. | Joanne Blackwell | 364-2015 |

DEAF SMITH RURAL ELECTRIC COOPERATIVE

SERVING DEAF SMITH, CASTRO, PARMER and OLDHAM COUNTIES

Merry Christmas

'1972'



May we extend our sincere best wishes for a Merry and a bountiful Christmas to you, our patrons, and your families.
Holiday blessings to all!

And . . . MAY 1973 BE A MOST PROSPEROUS YEAR FOR YOU!!
And . . . MAY PEACE PREVAIL THROUGHOUT THE WORLD IN THE COMING YEAR!



Board of Directors Officers Employees

"The Bank where your financial problems are important"

THE FIRST NATIONAL BANK

MEMBER OF FDIC

OF HEREFORD, TEXAS

FULL SERVICE BANK

Stanton Students See Christmas As Many Things

Editor's note: The following are stories and poems of Christmas written by students at Stanton Junior High School.

LOVE AT CHRISTMAS, OR ANY TIME

Love is giving yourself to another
Addiction is giving yourself to a thing
Love is caring about your brother
Addiction is dancing on the poddler's string
Love is good, it's warm and it's healing
Addiction is bad and it's cold and it kills

Love is feeling with no double-dealing
Addiction's to sweat it out with the chills
So if it's love we got
Who needs pot?
If it's love we find
Who needs to blow his mind
And with the help of God above
Turn on the world with love!

Ray Richardson,
seventh grade

Christmas is so full of joy,
I feel like a children's toy.
The children play a game,
That gave Santa Claus his fame.
The ribbons are tied so neatly,
I hate tearing them up im-

mediately.

CHRISTMAS IS

Christmas is a bag full of toys
For all little girls and boys.
Christmas is snow falling to the ground
Falling from the sky, Earthward bound.
Christmas is love and joy
That you can share with girl or boy.
Christmas is bells ringing
And Christmas carolers singing.
Christmas is the birth of Christ
And stars shining in the night.
Donna Dawes
seventh

Sabra Hacker
eighth grade

I remember the first time I participated in the programs. I got to do so because I was the youngest, and I could get into a box. The box was covered with Christmas paper and was carried to the living room by my cousin who was dressed as Santa Claus. He knocked on the box several times and I replied by knocking the sides of the box. I jumped out and yelled "Merry Christmas!"
One year I received tap shoes for Christmas. I put them on and did a little dance. That year, five of us got the same kind of pajamas, so we modeled them for everyone.
Talking about Christmas presents, the worst Christmas present was received when my brother had just left for a skiing trip. Before he left I asked him, "May I be the first to sign your cast?" The next day was Sunday and instead of riding to church, I walked. I fell on the way, and my hose had the biggest holes I had ever seen. My leg was twisted all around my neck. I got up and proceeded to church. When I returned home, I found I had broken my leg. When my brother returned from his trip, he merely laughed and said, "Hand me a pen. I have something good to write." He wrote on my cast, "It couldn't happen to a nicer sister, Love, Bill."
My memories come back each year when I think of all the fun I had:
One year our family just stayed home. My Mom and Dad did a play. We sang songs and played my new organ. Then we read from the Bible. My Mom and I did a skit one year in which Mom played a Santa Claus on a busy street. The name of that play was "What do you want for Christmas?"
The best thing about

Christmas is the fact that I can see all of them over and over. You see, we take films of our activities on Jesus' Birthday!
Cindy Acton
eighth grade

THAT TIME OF YEAR

Christmas is a time for giving, laughing, loving, talking, living.
Isn't it a great time of year, when bidding everyone good cheer?
May you all be bright and gay
On beautiful Christmas day.
Angeline Haschke
eighth grade

I THOUGHT

It was Christmas Eve and while I was in bed I heard the strangest noise outside. I got real excited and jumped up to look. I looked out the window and saw some strange looking animals and a fat man. I finally figured out it was Santa and his reindeer. I jumped back in bed and hoped he hadn't seen me. I pretended I was asleep as I heard him coming down the chimney. My mother had always told me if Santa ever saw me spying on him, he wouldn't leave me any presents. I heard him come down the hall to my bedroom, and I opened my eyes, and Santa said, "You don't get any presents." I started crying and all of a sudden, I woke up. I ran into the living room and there, all over the floor, were presents for me. Thank goodness it was only a dream!
Rena Inman
eighth grade

WHAT CHRISTMAS MEANS TO ME

Christmas means a lot to me, and I think it does to you, too. Christmas is a day when people can be happy. They can greet people with kindness. I think

Christmas is a day when we can give gifts to him because he was the son of God. But you don't have to be known that well to receive a gift. But I hope you will thank them for it.
Last Christmas I stayed awake and saw the star for the first time. It was big, bright, and a lovely star. It was too beautiful to describe. I hope I don't miss it this year.
Becky King
seventh grade

THE TRUTH ABOUT SANTA

People have it all wrong about Santa Claus. He doesn't have six reindeer, he has six cylinders in his snowmobile. Where people got the news about Rudolph with the red nose, I don't know, unless it might have been from the red beacon. The snowmobile has a seat ejector to make the work faster. Boy, you haven't seen anything until you've seen Santa behind his goggles streaking across the sky!
Danny Husmann
eighth grade

A CHRISTMAS POEM

Stockings hung here and there,
And no one's cupboard is bare,
All the children are asleep
Down under the covers deep,
Awaiting the arrival of that jolly old man
Who isn't supposed to drive a van.
They know he will bring
Oh such fine things
As trucks, and dolls and, yes,
Even candy.
Which everyone thinks is dandy.
It already seems awful late
But, no, it's just a bit past eight
And he isn't to arrive before
Midnight
So turn out your light,
Try to get a little sleep,
And please do not peep

Or you might find it shocking
When there's nothing in your
stocking!

Jimmy Sims
eighth grade

I hope everyone knows what Christmas is about. To me, it's a time of honoring Christ's birth and sharing your love and happiness among one another. I know that on Christmas everyone exchanges gifts to show their love and appreciation for the things others have done for them. I think that exchanging gifts is a good way to show your feelings. But I also think people should remember what this holiday is for.
Deanna King
eighth grade

CHRISTMAS TIME

Christmas time makes everyone happy
Everyone including your Pappy
Buying gifts and decorating your tree
Makes everybody laugh with glee.

Christmas is the best time of year
With lots of laughter and good cheer.
It makes you want to laugh and shout
That's what Christmas is all about.

Linda Marquez
eighth grade

CHRISTMAS

Christmas is a Christmas tree,
And everyone's happy including me.
Gifts to hide, gifts to look for,
Brightly-wrapped packages

(Cont'd. Next Page)



Wishing you - our friends -
the happiness of Christmas time!
**HEREFORD RADIATOR
FRAME & AXLE**

116 S. AVE. K 364-3355



May the songs of Christmas fill your
heart with the joys of the season.

**SUIT'S AUTO SUPPLY
COMPANY**

115 Schley 364-1500

SHOOK TIRE CO.



SANTA TRAVELS SAFER ON L•EE TIRES

SHOOK TIRE COMPANY

600 W. FIRST

HEREFORD, TEXAS

PHONE 364-1010



TREND STARTER --- The first known Christmas card was made in England in 1843. This is one of 12 remaining copies. Its scenes of a family at dinner and giving aid to the poor are familiar themes today.

Yule card greetings span the centuries

"A Merry Christmas and a Happy New Year to You." This favorite greeting of today was the wish on the first known Christmas card, sent in 1843. A Londoner named Henry Cole conceived the idea and had an artist friend, John Callcott Horsley, design the card.

Scenes are of customs still practiced in 1970. In the center of the card is a family gathered at Christmas dinner, the adults raising glasses in a holiday toast. Panels on either side depict the feeding of the hungry and clothing of the poor.

Of the 1,000 lithographed copies of the original card, 12 remain. Two are in the Hallmark historical collection and replicas are offered for this year.

The lasting popularity of the old wish and old themes suggests that Christmas cards have changed little through the years. Other cards in the collection prove otherwise.

Fitting the season, Christmas greetings also have reflected the moods and events of changing times over the past 127 years, Ed Clatworthy, a Hallmark director, reported.

And, in this year's vast variety of cards can be found reflections of all of the styles of the past.

A change in postal rates occurred in England shortly before the first 1,000 cards were mailed. The penny post was introduced in the United Kingdom in 1840, putting postage within the financial reach of many. By 1850, the sending of cards had become an established English custom.

During the 1860s, when the first commercial firms began publishing cards in London, Kate Greenaway became the favorite artist. Her designs,

featuring darling children exquisitely dressed in Victorian fashion, were widely imitated.

On 1870 cards are many charming children, some of them little girls in billowing skirts, bonnets and muffs.

In the 1870s, holiday motifs gave way to greetings illustrated by landscapes, flowers, birds, animals and fish. The same subjects will go through the mails this year.

Cards sent in this country were imported from England until early in the 1870s, when Louis Prang of Boston set up the first American card firm.

(Cont'd. From Page 2)

behind every door. Santa Claus comes today To make everyone happy and gay.

Ruth White eighth grade

CHRISTMAS THOUGHT

Christmas sets our hearts aglow. It lifts our spirits and helps love grow. I hope it makes us all aware, that there was one who had a care.

And when you speak of Christmas who can say they do not know, of that jolly bearded elf with his "Ho, Ho, Ho!"

Lyle Banner eighth grade

CHRISTMAS FUN

Little girls and little boys. Make Christmas time full of Joy. With all their fantasies and fun. They make Christmas happy for everyone. But when it's over, you will remember. From December of December. Tanya Armstrong eighth grade

Exhaust-free buses get try in Munich

As a contribution to restoring the purity of the atmosphere, Munich, West Germany, has introduced buses which burn liquid gas and emit no noxious fumes.

The buses, being operated experimentally, are put into service mainly during rush hours, when traffic and air pollution are at their worst.

RENEWABLE MATERIAL

Wood is the only renewable industrial raw material.

Bicentennial exhibit in Chicago

A Bicentennial exhibit at Chicago Museum of Science and Industry will trace America's scientific and technological progress through 200 years.

It will be the focal point of the museum's activities for a three-year period, from 1975 through 1977, illustrating the technical knowhow and inventive genius applied during those 200 years.

During 1971, law enforcement agencies made 8.6 million arrests for all criminal acts, excluding traffic offenses.



Christmas Blessings

As the holiest of seasons draws near we wish our fine friends a blessed Christmas full of happiness.

WARREN BROS. MOTORS

"Reputable Service Since 1948"

1410 PARK AVE.

364-1423

Greetings



... To all of you whom we have so enjoyed serving: we say thanks for your patronage - And, may everything that's bright and gay, Bless your household on Christmas Day!

From all of us at the...

HEREFORD MEAT MARKET, INC.

220 N. 25 Mile Ave. at the sign of the Whiteface

GREETINGS!



Hi! Just to wish you the wonderful things that a very Merry Christmas will bring!

BOYD MACHINE & SUPPLY

1306 PARK AVE.

364-1055



In the spirit of friendship and good will that is Christmas... we thank our many customers for their continued patronage!

To all, our sincere wishes for holiday joy!

Burke Inman Trucking Co.

East of City

364-2490

TO ONE AND ALL...

MERRY CHRISTMAS

AND A HAPPY NEW YEAR

Ho! Ho! Ho! Here comes Santa loaded down with BEST WISHES, to ONE AND ALL of our customers and friends for the very best of the holiday season and a prosperous New Year!

Our sincere THANKS for your loyal support and faithful patronage... We look forward to serving you throughout the coming New Year!

From the Board of Directors, Management and Employees at

CONSUMERS FUEL CO-OP

HEREFORD, TEXAS





OLD-TIME GREETINGS --- Here are some examples of Boston's first Christmas cards, printed by Louis Prang (inset) in 1874. The card concept caught on quickly due in part to his lithographic processing and multi-color printing techniques.

Christmas wasn't always merry in colonies

BOSTON — Christmas got off to a rocky start after the first settlers from England landed on the New England shore.

Celebration of the anniversary of the birth of Christ in any way, shape or form was a punishable offense for the first few hundred years after the staid, puritanical Pilgrims stepped ashore at Plymouth.

And it wasn't until 1856 that the Massachusetts legislature got around to declaring the day a legal holiday.

For any of the first settlers to greet another on the street with a cheerful "Merry Christmas" could very well, and often did, result in the arrest of the guilty person.

In May, 1659, the stiff-shirted General Court decreed that "such festivals as were superstitiously kept in other countries were of great dishonor of God and offense to others."

"Therefore," ruled the court, "it is ordered that whosoever shall be found observing any such day as Christmas or the like, either by forbearing of labor, feasting, or in any other way, shall pay for such offense five shillings as a fine to the country."

The ban on the celebration reflected the varying views of the people in England, greatly divided for centuries on the right and wrong of the matter.

When the Puritans gained the upper hand in England they stilled what they described as an annual orgy. In 1644, 14 years after Boston was founded, the British Parliament finally published an ordinance calling for the better observance of Christmas.

Some shop-keepers continued to do business on the day, thus incurring the wrath of those who were opposed to Christmas and there were

riots as mobs sought to suppress celebrations of any kind and the pros and cons continued for generations.

There was a clash over the holiday on the first Christmas day in the history of New England. Gov. William Bradford urged the Pilgrims to remain at work. Some did and others objected so the governor finally decided it would be all right if the celebrations were held indoors and not on the streets.

The Massachusetts penalty remained in effect until 1681. Sixteen years after a commission recommended in 1665 that the colonial Christmas penalty, in conflict with the

law of England, should be repealed.

From that time on Christmas began to assert itself more and more.

The real revival of Christmas coincided with the great number of immigrants who began to pour into the American colonies. The immigrants brought their own customs with them and kept Christmas here as they did in Germany, France, Italy, Sweden and dozens of other foreign nations from which they fled.

Slowly, but relentlessly, the influence of the new Americans brought about a decline of political and religious bitterness.

**A JOYEUX NOEL
TO OUR MANY GOOD FRIENDS
AND LOYAL CUSTOMERS!**

The INK SPOT

144 W. 4th 364-0430

Christmas Cheer

May you find under your tree the priceless gifts of Christmas... Peace, Good Will and Abiding Happiness for you, your family and all.

PLAINS INSURANCE AGENCY

218 W. 3rd 364-2232

TELEVISED FOOTBALL

A football game was televised for the first time by a New York station on Sept. 30, 1939.



The bird Titmouse lines its nest with hair it snatches from squirrel's tails, and has even been known to tug hair firmly attached to human heads.

NOEL

May your Christmas be surrounded by all the blessings and joys of this festive Holiday Season!

H.R.'s Flowers

813 W. Park 364-4652

Best Wishes

Just a light hearted greeting to wish our friends and patrons a Merry Christmas and a Holiday Season that's cheery and bright.

HANDY HUT
Mr. & Mrs. Glenn Cash

OPEN 7-11 7 DAYS A WEEK
CLOSED CHRISTMAS DAY
817 W. PARK 364-6761

A good sport thinks that fun is well worth the trouble.

GREETINGS

...best wishes and much joy we send to you, our patrons and friends!

May the NEW YEAR be filled with prosperity!

Hi-Plains Savings & Loan Assn.



Santa Claus image wrapped in Christmas lore

It was the night before Christmas, 1822, that Santa Claus finally settled on his most popular image. That's when he became a "jolly old elf" with "a round little face and a little round belly, that shook when he laughed like a bowl full of jelly."

Before Dr. Clement C. Moore made him a fat little man in his poem, "The Night Before Christmas," Santa could be fat or thin, tall or short. He had a lot of different names and rode earth-bound horses before he got those high-flying reindeer and, in some places, had gift delivery dates other than Christmas, Eve or Christmas Day. He has usually kept his beard, though, — except in Italy where Santa is a lady.

It's not surprising that Santa is completely white-haired. He's about 1,700 years old. He started his career in the fourth century in Turkey, where, because of his kindness and generosity in giving gifts, he became St. Nicholas, the patron saint of children. Although he has had, and even today goes by, a variety of names, he still is frequently called St. Nicholas.

In the Middle Ages, he became more frivolous and from Christmas until New Year's Day was in charge of all holiday festivities. In the spirit of fun, the Scots christened him "Abbot of Unreason" and "Lord of Misrule." The English raised him to a higher station and crowned him "King of the

Bean." Martin Luther, religious leader in Germany in the 1400s, emphasized Christmas as the birthday of Christ and thought of the three wise men who took the Child gifts of gold, frankincense and myrrh. He named St. Nicholas "Christkindlein," after the Christ Child, and German children believed it was he who brought gifts secretly on Christmas Eve.

The German people who crossed the ocean to settle in this country about 100 years later changed "Christkindlein" to Kris Kringle, another name Santa is still called today.

It was the Dutch people who, a long time ago, began calling St. Nicholas "Santa

Claus." The Norwegians call their Santa "Julenissen" and the lady Santa in Italy is named "La Befana."

Throughout the years, Santa has worn various kinds of clothes and his usual mode of transportation was a horse. In Scandinavia, where it snows a great deal and sleighs were used all winter, Santa was given his sleigh and reindeer. And, that is where he got off the ground and learned to fly.

The Scandinavians gave Santa some of the legendary talents of the Norse god, Thor, who it was said, rode through the sky in a chariot. The red coat was chosen as a reminder of the pagan feast of Yule.

Santa delivers his gifts at various times in different countries, although Christmas Eve is the most popular time.

In Holland, gifts are exchanged on Dec. 6, St. Nicholas' birthday. In Mexico, Spain and Italy, presents are given on Jan. 6. Called "The Twelfth Day of Christmas," "Epiphany" and "Day of the Three Kings," it is the day that the wise men presented their gifts to the Christ Child.

The first day of the New Year is gift-giving day in France and Scotland. English children have their visits from Santa on the day after Christmas or Christmas Eve.

Money may buy popularity, but the market fluctuates.

Family activity adds to holiday spirit

By NANCY JOHNSON
Copley News Service

If you're still searching for Christmas gift suggestions, try giving Christmas back to the kids.

A stockingful of time, given early, may be worth more than Santa's whole bag of tricks.

'Tis the season to be jolly and to share it with the family. After all, Christmas is probably the most family-like of holidays.

But when mom starts tackling that long list of "to be done's" she's likely to provide plenty of time for her children to pass on their own. Then she gets involved shopping and wrapping, addressing cards, party planning, baking and cleaning, and the kids get left out.

In the midst of the "to be done's" when you hear something to the tune of "Mom, I wish you had more time so we could do things with you," it's time to put the family back into Christmas.

It starts with family planning, put it into conference form. Make a chart. Note what needs to be done and let each child be responsible for something. You may want to refresh crystal and fine china yourself, but polishing silver is a natural for the younger set.

Older kids can take turns at afternoons of baby-sitting so you, mom, can accomplish great gulps of scrubbing, laundering and ironing chores without interruptions. Help

the kids understand that this will free you later for fun things with them.

Make cook-aheads for dinner so the baby-sitter can pop dinner into the oven for you.

If you don't have built-in baby-sitters, hiring a teenager for a few afternoons after school may be money well spent. Or make a swap arrangement with a neighbor.

Save some shopping time to share with the kids. Preselect their presents for dad and then take them along to help make the final selections.

When the chores are done, turn on the fun.

Set time aside for cutting

out cookies and making decorations.

Cookies are for kids and Christmas is the best excuse ever to put them together. You can bake, but let the kids cut out and decorate. And get together with the kids to pack cookies to take to friends.

Here are some other decorating-type ideas to keep mom and the kids busy. Or wait for a Saturday and get dad in on the fun to make Christmas preparations a real family affair.

Snowflakes — Add a little water to powdered detergent. Give the kids a small brush and a small bowl of the detergent paste. Let the kids go, daubing snowflakes on windows and create snowdrifts along the edges. Older kids can draw outlines with bars of soap and fill in. Older kids can tape stencils to the windows

Season's Best



We're ringing right in with a message of good cheer to you, our friends and patrons . . . a merry Christmas to each and every one!

**KENNY GEARN
MACHINE WORKS**

EAST HWY. 60 HEREFORD, TEXAS



Time again to say, have a very Merry Christmas and a Happy New Year!
**J.V. CAMPBELL
USED CARS**
321 N. 25 Mile Ave.
364-4492

May the warmth, Spirit and Peace of the Holiday be yours, and may we in our endeavors serve you even better in 1973.

Our Thanks for your loyal patronage and friendship, we are proud to be serving such wonderful people.

Dick and Ruby Walker

STARTING OUR 27TH YEAR IN THE SAME LOCATION

WALKER REFRIGERATION SERVICE

YOUR AUTHORIZED DEALER FOR,
DAY & NIGHT — AMANA — APRILAIRE — SCOTSMAN

305 E. 3rd. Phone 364-0788

La Plata Students Tell 'What Christmas Means To Me'

(Editor's Note: The following are stories and poems of Christmas written by students at La Plata Junior High.)

A TIME OF PEACE

Christmas meant very much to me when I was little girl. It should still mean something to me for I am only 17 years old. I remember the fun I had helping cook in the kitchen, making all sorts of goodies.

I remember going to Mass on Christmas Eve, the beautiful singing of the Nun's choir. It might be well below freezing but who would notice such a trivial thing as that? Cold belongs to winter just as heat belongs to summer. Everyone present would come to worship the Babe in the Manger.

So it was before our city became one of the many cities and villages that have been under innumerable attacks. We are in the middle, yet we are not consulted. Before the war started life was wonderful. But now, life was filled with dark, ominous clouds. Every day you were in constant fear of air raids and soldiers. Especially soldiers for young girls were not safe on the streets with the North Vietnamese soldiers around.

It is almost Christmas now. I took a walk this afternoon, and I began to cry as I walked. Where were all the decorations?

The Christmas Spirit? The laughter? Shops and homes are charred and black. Their owners hopefully survey the ruins.

Christmas is a time of peace and good will. Or should I say it was? I want to die. That is all I think as I walk. Suddenly, there are bombers in the air. I run to the middle of the street and stand there. In the newspapers I will be listed as another fatality.

Christmas—a time of "peace and good will."
Rose Mary Zepeda
ninth grade

A CHRISTMAS

Come on Santa, fly for me. Buckle up your presents, hop in your sleigh, and come to see me tonight. Bring us gifts and riches unimaginable, stuff our stockings to the brim!

Come on, Christmas, make me happy. Take little away, but bring me many and let me enjoy my reappings afterwards.

Look over there, and here, and around the artificial tree. All you see piled one on another are mine for keeps. Careful with that one, Santa was awfully kind!

Now wait! Gimme this, Gimme that! Hand it over, it's mine! Come on Santa, do the greatest of ease and came

something! Don't you know these gifts are mine? Here now, wait, give me....

Back several feet, from this scene, lies a cross, barely visible for all the Christmas paper.

Dirk Vander Zee
ninth grade

1972

The most terrible Christmas since the beginning of time. The first announcement was shown worldwide over television. There would be no Christmas presents this year because Rudolph's red light went out and Santa couldn't get around the world without the red light to light the way. Everyone was looking all over trying to find a bulb that would fit Rudolph's nose and be bright enough to shine all over the world. Even Santa's elves were trying to discover a way. Many people asked why not flashlights, but there isn't a flashlight in the world as bright as Rudolph's red nose. All the kids were bawling and babies screaming. No one had the Christmas spirit. Not even Santa Claus. He was so worried that his whiskers became whiter than they already were. The mailmen were taking millions of letters to the North Pole from people who thought they had an idea to solve the distressing problems.

Santa's elves worked from morning till night reading letters people had sent in. Finally, after reading and reading they found one that suited the cause. It was from a little six-year-old girl in Hereford, Texas. She told Santa Claus that she would leave on her light so he would be able to see her house. That gave the elves an idea. Maybe if everyone turned on their lights it would give enough light for Santa Claus to slide down the chimney, give them their presents, get back on the rooftop, and glide away. They sent the news to all the boys and girls around the world. So when Christmas Eve came the Whole world was aglow.

Debbie Feagley

CHRISTMAS EVE AT PURPLE INN

Twos the night before Christmas and all through the house, not a creature was stirring, not even the pet louse.

With the bottles all emptied with the greatest of care, we all sat down drunk just lying there. It was twelve past midnight when "what's this I hear" it's

Santa's reindeer. He landed on the roof top with mine! Come on Santa, do the greatest of ease and came

down the chimney just as fast as you please.

He was going about his business in this place of great gloom when all of a sudden he tripped over a broom, for you see even Santa was drunk on the fumes.

Davis Ford
ninth grade

CHRISTMAS TRAGEDY

I have just waked up, it is Christmas morning. At once I jump up. I run downstairs to see all the things Santa has left me. But as I come into the living room I stop suddenly, for underneath the Christmas tree there's nothing, no toys, no packages, nothing. For a minute I am dazed.

What's wrong? Have I been bad this year? No, this has been one of my better years, so where is Santa this year?

As I stood there thinking I heard a news bulletin on the radio. What! Santa and his sleigh had been hijacked to Cuba. So it has finally happened. A Christmas without Santa Claus. Where is the world going if we can't even celebrate Christmas in peace? But I'm not worried because I know he'll be back next year, and maybe he'll even bring me something from Cuba.

Dave Charest
ninth grade

OLD MAN SANTA

One day I was strolling by the park on a cold and windy day. Snow had just fallen the day before and it was starting again. I was walking and I met up with an old man. He was thin, had white hair, and was very poor. He was dressed in some raggedy clothes and old, worn-out boots. He seemed to be starving, and I wanted to give him something to eat or some money. But then I remembered what Mother

always told me: "Don't talk to strangers, and especially old men."

So I kept on walking and just ignored him. He was following me, so I walked a little faster. But every time I turned around, he was there. And once, I heard him call me, but I was really scared by now, and didn't bother to turn. He called me again, so I decided to stop and ask what he wanted.

So I did. And boy was I surprised to hear what he wanted! He wanted a kiss. A small, but real kiss. I said I'd give him anything but a kiss. But he insisted on a kiss. There was one thing I wanted to have his word on, and that was to stop following me if I gave him the kiss. He said he would, that all he wanted was the kiss.

So I braced myself and said "Here goes." I gave him the kiss and whether you believe this or not, he turned into a Santa Claus!

He was dressed in a red suit, black boots, black belt, red and white cap, and he had a long, white beard.

And now I don't regret giving this old man the kiss which turned him into a very friendly and jolly Santa Claus.

Liz Perez

A CHRISTMAS STORY

This is a story about a black child. And he lives in the ghetto. That child didn't have much to live for. But one week before Christmas he saw everyone getting present. So he asked his mother "Why is everybody getting something except us?" His mother looked down on him and said, "Son you know that your father isn't working we're on welfare and we have to keep the faith in God to help us pass this certain part of time."

The little kid started to cry, but he didn't cry for long. Little did they know this Christmas a miracle was going to happen

just for them. The whole family was very sad but on Christmas Eve they went to church that morning. And they came back they had announced that they just won a new house, car, and a dinner for the whole family at an expensive restaurant. You see when you're all doubtful about your faith in God, he'll make a way that your life will be beautiful. And you don't have to be black, poor, or live in the ghetto. To have a miracle happen to you just like this maybe even better.

You hear on TV, "buy this truck," and your Christmas days are saved.

People say that young people haven't any imagination. So Christmas to me is just another day except you receive gifts

And have giant meals, and relatives come to see you. Christmas: Bah! Humbug! Maybe Scrooge was right! Mike Oglesby
ninth grade

hunt and hunt, until finally they get them all from the garage, and you cry, and they laugh until they cry, and it's really a wonderful time.

Becky Fiemel
eighth grade

WHAT CHRISTMAS MEANS TO ME

Christmas is the one time during the year that really means something to me. It is not because of the giving and receiving of gifts, or all the Christmas lights and all the trees, but it gets me to thinking about things.

By this I mean, how many of us would have died for millions of people that we don't even know? I wouldn't and I bet you wouldn't either.

Christmas would mean just as much to me if the gifts weren't even exchanged, because it would still be the birth of Christ all over again in my mind, and would mean just as much to me and really wouldn't it mean just as much to you?

Thing about it! (Real hard)
Phillip Cooper

"CHRISTMAS"

Christmas means to me giving not only gifts but also love. Christmas should be a time of joy, but to many it's just another day in the year. For this kind of people I feel sorry. They've not experienced the joy I have.

I also feel sorry for the poor in spirit. To them Christmas is a time off from work and receiving lots of gifts. Christ-

mas is the celebration of the birth of Jesus Christ.

There wouldn't be all the joy, and love on Christmas if Christ hadn't been born.

I often wonder what the world would be like if Christ hadn't been born and there was no Christmas.

Would there be happiness as there is now at Christmas, or only sorrow? Would we get of school, would workers get time off, what would the world be like? I think each person should ponder a while and slow down before this Christmas holiday and think of what Christmas means to them. I mean, what it really means to them.

Jerry Koenig

Gifts don't have to be expensive

Christmas doesn't have to be routine this year, not if you use a bit of imagination in selecting the proper gift. There is nothing that can dampen holiday cheer more than to sit under the tree on Christmas day opening up a bunch of gifts that you neither need nor want.

For that extra-special something for the guy or gal or youngster who "has everything," time spent thinking about the right gift will be well rewarded. And presents don't have to be expensive; remember that it's the idea and thought behind it that counts.

HAVE PROBLEM

People who worry about their past are justified in having doubts about their future.

Merry Christmas

FROM ALL OF US AT

ELECTRICITY IT DOES SO MUCH GOOD

The Electric Company

FOR SO MANY PEOPLE

913-7

JOYOUS NOEL

May the peace of Christmas be in all hearts this the most joyous of seasons.

WESTERN AUTO

John, Ed, Marvin

241 N. MAIN 364-1355

HAPPY HOLIDAY

In appreciation of your patronage, may we wish our many loyal customers a very Merry Christmas, with all the joys of the season.

From our Entire Crew

If you didn't buy it from **ORVAL WATSON FORD SALES** 200 W. First You paid too much!

VERNON LEWIS EXXON

WISHES EVERYONE A MERRY CHRISTMAS

La Plata Students Give Views Of Christmas

TRY TO REMEMBER WHAT REALLY HAPPENED ON CHRISTMAS

In the shadow of a calm night centuries ago, a joy flowed from a small stable in Bethlehem that has not stopped even today. It has grown and changed through the centuries, yet some of the original joy still abounds in this universe. The event was witnessed by shepherds and kings. Now it is celebrated all over the world.

The original Christmas was a humble miracle. Now we celebrate elaborately with trees, Santa Claus, and exchanged presents.

However, now we have to hunt for what Christmas originally was. Only in this way can the trees, Santa Claus, and presents really mean anything.

Christmas is still joyous though. Without the joy, it would eventually disappear into history books as an elaborate ritual.

If everybody would remember the purpose of Christmas throughout the year and apply the Christmas message in their own lives, more people might find more of a purpose for their own lives.

We need to think about what really happened on Christmas, for at least a little bit every Christmas season. If we try hard enough we can relive the calm night and feel as though we were there ourselves. Wonderful things can happen at Christmastime.

Phillip Zinser

CAROLS AT CHRISTMAS

This year we decided to do something really special for Christmas-Dad, Mom, my brother and me. We decided to spread Christmas joy and cheer over the whole neighborhood and go caroling. Dad polished up his old trumpet and I took along some old sleigh bells.

I don't think we sounded bad.

In fact, I think we sounded pretty good. After Dad gets warmed up, he plays a mean trumpet and the rest of us have passable voices. I'm positive that what happened had nothing to do with the sound. It had to do with the soul, the spirit, the very stuff of Christmas itself. As we stood in a circle outside

the first house, a shaft of light opened in the venetian blinds and a solitary pair of eyes peered out. Right above it another pair of eyes peered out. No one came to the door, so we decided they were all running around in their underwear and we went on up the street.

As we stood before the second house singing 'Joy to the World', the lights suddenly went out. Dad must have blown too hard on his trumpet and blew a fuse.

At the third house we stood singing 'Silent Night' when a big, fat, red-faced man came out with a can of beer and said he couldn't hear the TV set would we kindly knock it off?

We were just about ready to give up, but tried one more house. As we stood outside singing, a light came on, the door opened and woman said how beautiful, just a minute please, and when she came back she said she was out of change but would we take a check?

While we stood there in the six-inch snow trying to explain to her about the good will of Christmas and that we didn't need to be rewarded, she concluded that we were collecting for the Salvation Army and gave us a big bag of old shoes.

Maybe God intended it to be this way. We were so full of peace and goodwill so, having no one to share it with, spread it all over each other. So we popped corn and sang carols to each other and roasted apples and sang more carols. And when the newsboy came collecting we took him in and fed him fudge, sang him carols and wished him a merry Christmas. And that goes for his dog, too.

Beverly Philips

DIARY OF FUTURE

CHRISTMASSES

Christmas...When I think of Christmas I think of the last one in what was called the United States. It was just after Christmas that it happened.

What happened was an attack from Russia, but that's beside the point. It was a Christmas like every other. The electric

tree that goes round and round was playing "Jingle Bells". The robot was singing "Noel" and the lights all over the house were blinking. The house down the street got first prize in the contest for the best decorated house. We were proud of that.

On Christmas Day we opened our presents of miniature space ships and electronic dolls. We

had never seen so much splendor. But my favorite gift of all was given to me by my old grandmother. I'll always cherish it. It was a small China head doll. Sure we had seen them before, but we were in such a rush that we never had time to look at one. You see Christmas to some people is just Santa Claus, lights, and trees.

It was so commercialized that no one could see the real meaning anymore. It still is. Only now it is hard for anyone to see Christmas anymore. Well they're coming for me now.

I guess I know that I'll never see another Christmas. You see I was caught celebrating and that is one of the worst crimes you can commit, but until the

last I'll always believe that Christmas is the best time of the year.

Ann Zetzsche
ninth grade

wheat sheaves, grape clusters and mistletoe sprigs.

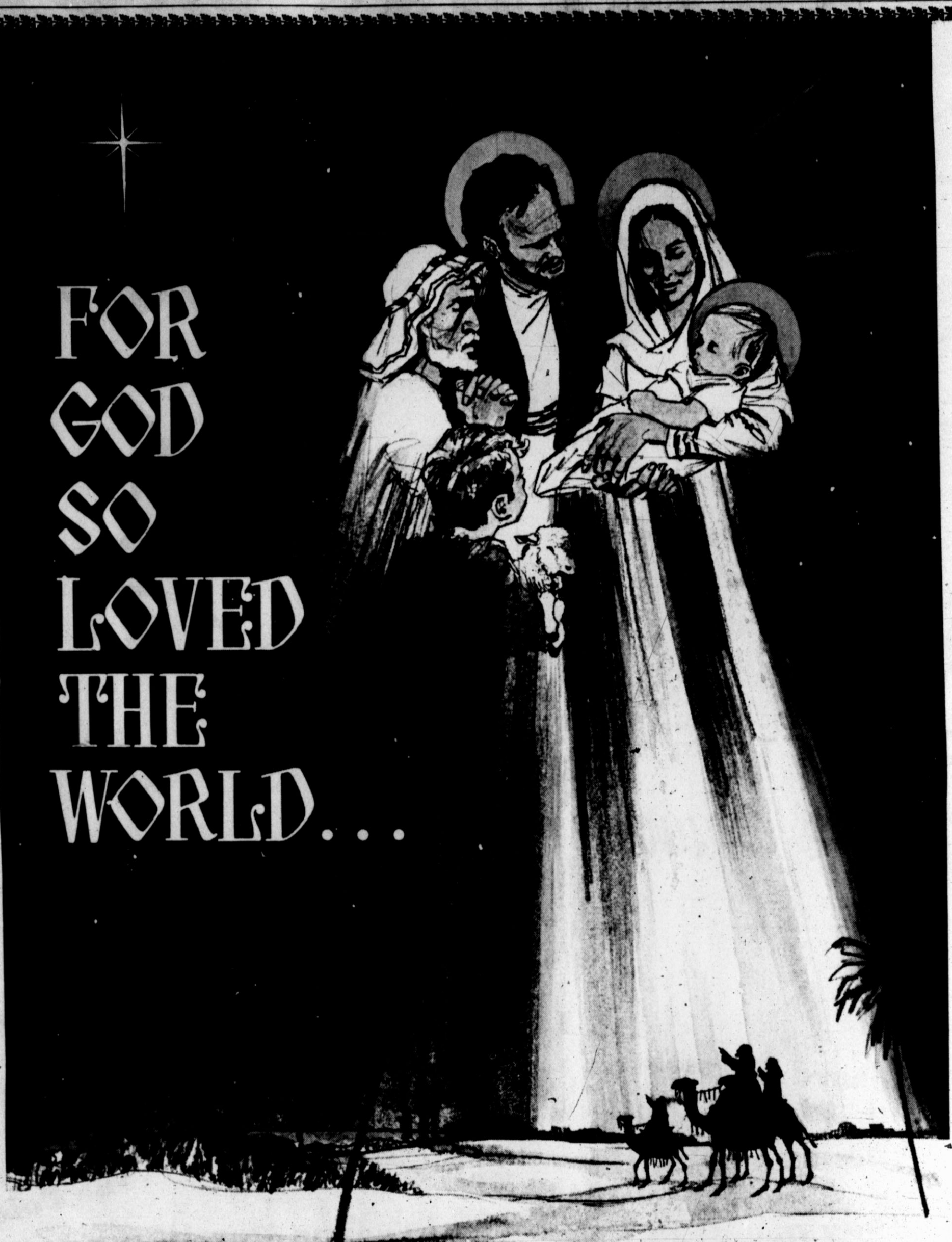
But nowhere has this winter greenery played a greater role than among Christians. Medieval monks brewed a tea from its bark, which was supposed to cast out devils. Renaissance churches were decorated with mistletoe at both Christmas and Easter.

However, Martin Luther and Oliver Cromwell, each in

his turn outlawed the dainty plant as conducive to pagan practices. It is not known whether they ever realized that trying to turn off mistletoe is like trying to turn off people, but it is obvious that their condemnation met with no lasting success.

LOOKOUT MOUNTAIN
On Nov. 24, 1863, Gen. Joseph E. Hooker of the Union Army took Lookout Mountain in Tennessee and fought the Battle Above the Clouds.

FOR
GOD
SO
LOVED
THE
WORLD...



... that He gave us His only begotten Son, the Gospels proclaim. This is the wonder of Christmas — the glorious manifestation of God's love for mankind through the birth of His Son, Jesus. As we celebrate Christ's coming and praise God for His goodness and mercy toward men, let us strive to respond to that Divine generosity by giving in return to those around us ... to our fellow-men, whom God has loved so much.

FROM
CAVINESS PACKING COMPANY, INC.
and ALL THE EMPLOYEES

HEREFORD

HWY. 60

DALHART

Christmas JOY



The true pleasures of this season are simple ones ... the love of family and friends, the warmth of a happy hearth ... we wish all these joys to you throughout the days of Christmas.

D B & S CO., INC.

Jay Swayze, Artie & Gene McBride

QUALITY CONSTRUCTION

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MERRY CHRISTMAS

**And A Happy,
Prosperous New Year
In "1973"**



to you and yours
from all the
staff
at

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- Tracy Hopson
- Linda Collins
- Spike Zepeda
- Atha McIver
- Marshall Day
- Melba Hickman
- Charlene Brownlow and the Carrier Boys
- Delight Williams
- George Rameriz
- Sue Coleman
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- Pam Adams
- Melinda Duggan
- Michelle Brisendine
- Lori Hopson
- Patsy Brownlow
- Joe Priddy
- Sandy Inman

Mr. and Mrs. O. G. Nieman

HEREFORD BRAND, INC.

Christmas Thoughts Shared

CHRISTMAS...

Every time Christmas comes and I see all the decorations such as the Christmas tree, the big shiny star, the colorful light bulbs, and the tinsel, I start to think what are all of these things supposed to represent? In school we have a program where the band plays and the choir sings but we are never told why we are going to do these things. Nobody has ever told me why we are supposed to be happy at Christmas. Oh sure, in church we are taught that Jesus the Savior of the world was born that day but how many people take that as a reason for being happy. What about people who don't believe in anything or anybody, why do they all of a sudden start giving things away and smile at everybody that goes by? I bet not half of the people in this world know why they are supposed to be happy, yet they are.

I'll stop asking my questions since I've come to one important word, Happiness. Happiness shouldn't be questioned it should be felt all the time. People should be happy and give things away all the time, not just on a day you know nothing about. But since there are very few people in this world there is a small amount of Happiness. Let's make that small amount of Happiness increase from now on.

Mary De La Cruz
ninth grade

THE HANGING OF JERUBA

For days people had been milling around the place where the old man, Jeruba, had been taken and thrown into the dungeon. No one knew why, no one wanted to think about that. They only knew of the stories he had told about a man named Jesus, and that Jeruba was to be hanged on the day before their great celebration. Someone always tried to get something together for the people's enjoyment and to get them ready for another year of hard labor in the fields. This year it was to be the death of this man, Jeruba.

To ease their minds, when they happened to wander in this direction, they would tell themselves, "He is only a foreigner, a man of great tales. We know nothing of this man. It can't really matter, surely... Oh

well, it's not our concern."

The old man sat quietly on the edge of the crude piece of board, propped up on two small buckets, which served as his chair. The young girl who brought him his small amount of food looked at the old man. She quickly took her gaze from him, afraid he might glance up and she would see those gentle sad-eyes. She could not understand why he was here and could not bear to think of him. As she turned to go, she heard him talking softly to himself. Cautiously she turned to face him and was surprised to see him slowly open his mouth and quietly begin to murmur. "I love you Jesus, give me courage, Amen." He gently pulled himself out of his kneeling position and began to eat. A stab of pain went through her so profusely, she was afraid she wouldn't be able to ascend quickly enough. Those long, winding stairs, that would take her away so he wouldn't hear her sobs. As she finally stumbled up to the chamber, she quickly wiped the tears from her eyes, remembering what her uncle had told her.

The next day was to be the eve of their celebration. Jeruba was to be hanged at dusk. Everyone was getting their work done as early as they could. They all wanted to be on hand when the hanging took place. Some of the townsmen were busily building the scaffold. The children of the town were caught up in all the hustle and bustle going on around them. Slowly the day wore on, people began to quieten. The town became still with anticipation.

By now everyone knew the hanging was to be at six o'clock that evening. The place slowly began to fill with people of all shapes, sizes and manners. People were whispering and jostling each other in a disquieting way. Suddenly the place was still, and everyone glanced up. Jeruba was slowly coming toward the scaffold and finally making his way up the steps. A guard was following at some distance. Jeruba's hands were tied behind his back and his legs were trembling from hunger. The guard stepped forward and slipped the noose about his neck.

"Have you anything to say?" he asked a little too loudly. Jeruba slowly raise his head. "There is one thing I would like to tell before I leave you.

"A long, long time ago, a man named Jesus was born, as a babe to a man and woman, named Joseph and Mary. Jesus was born in Bethlehem of Judea. He came to tell the people of a new, more magnificent, eternal life. Many listened but many more turned their backs on Him. Some hated Him so badly, they wanted Him dead, but He died of His own free will. He died as a sacrifice for those people including you and me, so that we all might have everlasting life instead of dying as we deserve.

"He was hung on the cross because of what He preached. To die in shame and grief for you and me. The celebration you are to have tomorrow, was once the rejoicing of people who loved this man. They celebrated His birth because He is the Son of God. It is now so

mutilated, it means nothing. He has done everything for me. God Bless You People."

As he finished, the old town clock began slowly and laboriously to chime. Jeruba dropped his head and silently began to pray. As the clock finally finished its sixth chime, Jeruba raise his head; there was no one to be seen. He slowly made his way down the rickety steps and began to walk quietly down the road, which led to the next town.

Kristi Mason
ninth grade

INSTALLMENT PLAN

What this world needs is a way of acquiring more common sense the same way as there is of acquiring more property.



HOPE OVERSEAS---Bob Hope entertains the troops in England, left, during World War II. At right he greets troops in Vietnam during his annual Christmas tour. Mr. Christmas, as he is sometimes called, says he does not like war, but likes bringing joy and humor to young Americans away from home.

Wishing you a Merry Christmas

FEDERAL CREDIT UNION
And the Seasons Best!
HEREFORD TEXAS

330 SCHLEY PHONE 364-1888

FROM
OUR HOUSE
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YOUR HOUSE

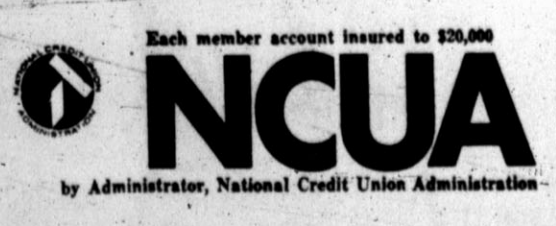


Merry Christmas

AS JOYFUL CHURCH BELLS RING, WE WISH YOU ALL THE HAPPINESS THAT CHRISTMAS TIME CAN BRING.

JOHN ORSBORN
BUICK-PONTIAC

The very best from our entire staff
142 N. Main - Cor. S. 221 N. 25 Main Ave.



Luminarias brighten New Mexico yule

Copley News Service

Christmas in New Mexico is a unique blend of "Season's Greetings" and "Feliz Navidad."

In New Mexico, as in other areas of the United States, the holiday season combines divergent cultural customs and traditions into a kaleidoscope of lights, pageantry, good times and solemn moments.

As in other sections of the United States, New Mexicans take great pleasure in decorating their homes with lights -- but that's where the similarity ends.

Here, the Christ Child's birth is heralded by thousands of glowing luminarias, softly glowing lights which guide the "Santo Nino" or Holy Child to the homes of the devout.

This custom was originally started by the early Spanish settlers who used tiny bonfires. The bonfires have been replaced by votive candles inserted in sand-weighted brown paper lunch sacks. The sand holds the luminarias steady and snuffs out the short, squat candles when they burn down. The tops of the sacks are folded down to make a cuff which prevents the sacks from closing. Luminarias are used to line

rooftops, walls, walkways and driveways. They are usually set in place a day or two before Christmas Eve.

The Hebenstreit mansion in Albuquerque is annually decorated with more than 6,000 luminarias. The candle-lit house is the highlight of a bus tour of luminaria-decorated residential areas of the city.

New Mexico's early Spanish settlers left a legacy which exerts a strong influence on modern-day New Mexico's yuletide festivities.

Throughout the state, communities stage classic folk-plays such as "Las Posadas," which dramatizes the Holy family's search for lodgings that first Christmas. The search ends when a warm-hearted family finally grants Mary and Joseph shelter for the night and a party involving cast and spectators ensues.

Another traditional drama presented at Christmas is "Los Pastores," ("The Shepherds") which depicts the classic conflict between good and evil.

Coupled with the Spanish and American Christmas customs are the winter fiestas held in many of the Indian pueblos. The dances at Christ-

mas are winter or animal dances with deep religious significance to the Indians. They have been danced to the Indian gods or to specific plants and animals long before the birth of Christ.

Today these rituals are first performed to honor the Christ Child. Then the Indians dance to their original deities. The rituals -- half-Christian, half-pagan -- continue throughout Christmas day.

This heady blend of paganism, pageantry and pinatas is the product of a tricultural "mix" which personifies the spirit of Christmas and brotherhood. And adds to the charm of Christmas in New Mexico.

Eggnogs for Yule

By RON WELLS
Copley News Service

Christmas time is party time; time for eggnogs, mistletoe, carols and good cheer. And what better way to make sure the cheer is all good than with some delightfully delicious, mouth-watering eggnogs.

Forget this stuff the milkman brings or you buy at the supermarket. These ready-made varieties can't hold a Christmas candle to concoctions you can create in the confines of your own kitchen. For instance:

BALTIMORE EGGNOG

It's guaranteed to give you the kick of a colt.

— Beat 12 egg yolks until they're thick and pale in color.

— Add two (2) cups of sugar and continue to beat mixture until the yolks are thick and light in color.

— Chill the mixture.

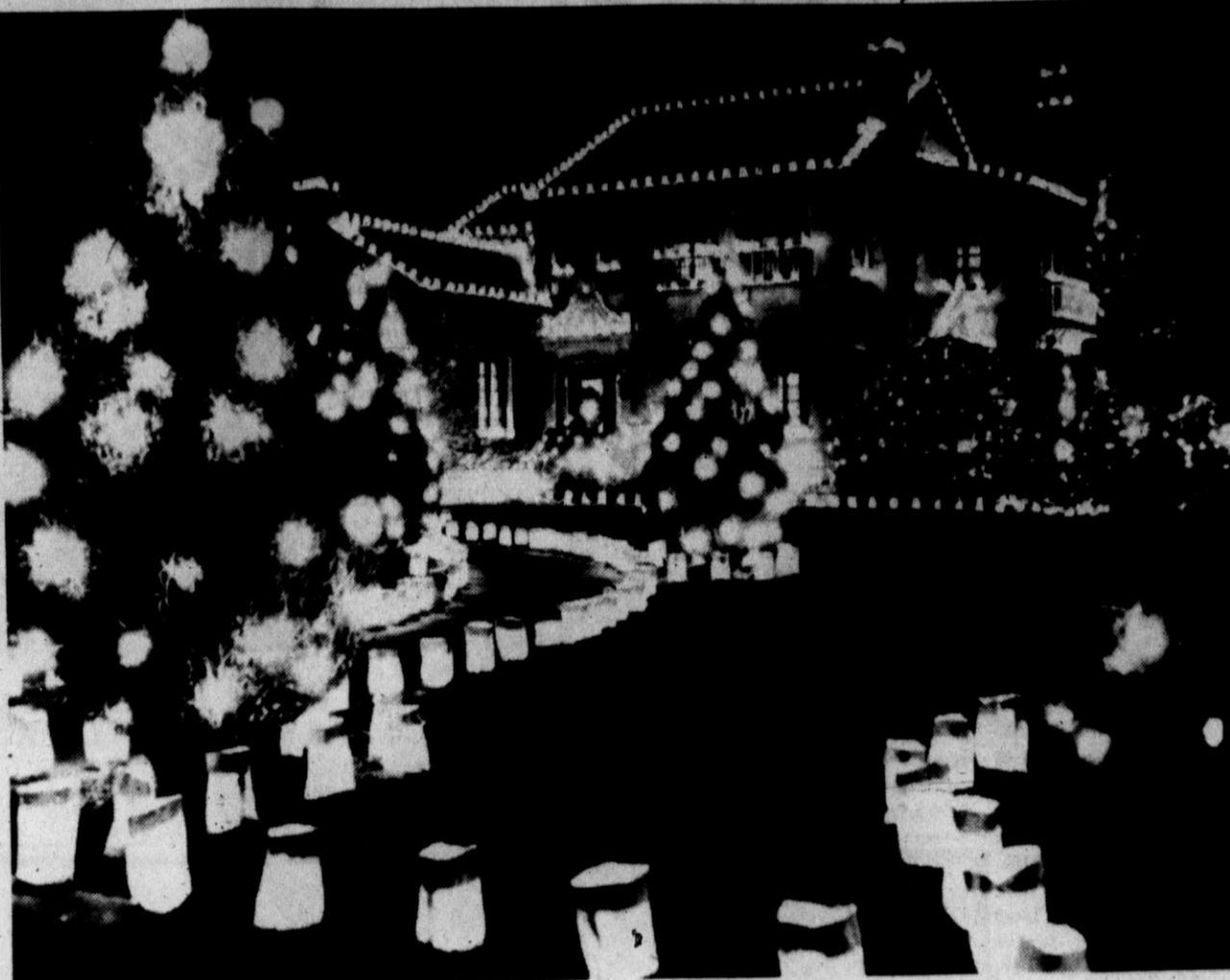
— To serve, pour the egg mixture into a punchbowl and slowly stir in one-fifth (1-5) Cognac, one-fifth (1-5) golden rum, and one (1) cup peach brandy.

— Add six (6) cups chilled milk, three (3) cups chilled heavy cream and 12 stiffly beaten egg whites.

— Makes 25 servings.

WHIG CONVENTION

On Dec. 4, 1839, the Whig Party held its first national convention in Baltimore, nominating William Henry Harrison.



LUMINARIAS GALORE --- There's nothing prettier than a house outlined in lights at Christmas time. But in New Mexico houses aren't illuminated by the standard colored lights but by candles or luminarias. Possibly the most spectacular display of luminarias is found at the Hebenstreit mansion in Albuquerque, where more than 6,000 luminarias line the walkways and roofs.

Christmas shopping in 1924

By SAM STEWART
Copley News Service

"I cannot but remember such things were, that were most precious to me." — William Shakespeare, in Macbeth.

This may have been the Bard's forerunner of a phrase which has been used by many of us, as when a conversation begins with "I remember when ..." or, when undiplomatically directed at friends or kinsmen of more tender years, "now, when I was your age. ..."

There is no gambit better designed to set up the barrier we know as the Generation Gap.

And actually, unless you belong to, say, the under-30 brigade, the Decade of the Twenties doesn't really seem so long gone. (Does it?) But as Christmas approaches, some references thereto may not be entirely out of order. Take, for example, getting ready for Christmas in the year 1924 A.D.

This is not necessarily chosen as the epitome of what is recurrently referred to as the "Good Old Days," but because there are at hand some copies of a newspaper dated in December of that year.

Be advised that eating out was not unknown back in 1924.

People planning to dine out then could have turkey dinner "with all the trimmings" for 85 cents. A hotel recommended its own chicken dinner at 85 cents a plate. There was no problem about whether to have cocktails or wine before dinner, because those were Prohibition days. Remember Prohibition?

To cater to the sweet tooth (that sounds much more sugary than sweet teeth, for some reason) peanuts were being sold at 30 cents a pound and chocolate almonds at 50 cents a pound.

When Is Christmas Really Supposed To Be?

By ROBERT E. HARPER
Copley News Service

At Christmastime, the Holy Land, Jerusalem, draw Christians from all around the world.

They find, in Bethlehem, the Church of the Nativity, traditional birthplace of Christ. Visitors can see, from the Mount of Olives, where Jesus knelt and wept, the strange beauty of the Holy City.

The Garden of Gethsemane, where the Son of God prayed the night before he was killed, is close to Jerusalem. Also near by is the tomb of Mary, mother of Christ.

The heart of the Holy City is the Church of the Holy Sepulchre, erected over the place where Jesus was crucified and buried. These are but a few of the shrines and holy places.

Any tendency to believe that the deep religious meaning of the "Mass of Christ" is waning is refuted by the significance of this annual renewal of faith in Christian traditions.

Beautiful and glorious, it fills the hearts of young and old alike. The joy and wonder, promise of "Peace on Earth," message of new hope, new life are expressed in many ways, on different days.

The glow of candles, reflecting the light of "The Star," the sound of voices singing carols, collected from the world over; the pageantry, the music, the prayers -- all salute His heritage of the brotherhood of man.

Yet, there is still no absolute proof of the date of the Birth of Christ.

Christmas celebrations have been held variously in January, March, April, May, October, November, December. Every month has been established by some scholar as that in which the biggest Christmas event occurred.

Quite a few even estimate the date as falling in late August or early September. Comparisons of archaeological and historical data with Biblical reference project a probable date before 4 B.C. Thus, the present year would have to be 1976 of the Christian era, not 1972.

The reign and death of Herod support those findings. An eclipse of the moon in that year, in coincidence with a Jewish religious festival, enabled historians to set the death of Christ close to that time. And, according to the New Testament, when Herod died, Joseph and Mary and the young Jesus were living in Egypt.

Other deductions from dis-

coveries by archaeologists disclose the Birth occurring as early as 7 B.C.

Most researchers concur, however, that the real date and year of Christmas are lost mysteriously in the past. No matter the varied conclusions, the exact day, month and year are and will remain disputed.

There are few clues in the Bible, historical references differ, changes in calendars were too frequent. From among several possible dates -- January 6, March 21 and 28, April 9, May 20, September 29, November 17, December 25 -- Western Christians settled on the last listed, although centuries after the Nativity, and it has enjoyed enduring popularity.

The decision of December 25, as "The Day," by Pope Junius I was not enunciated until 354 A.D. And it remains uncertain as to why that day was chosen. The month was the period of numerous winter festivals in civilized countries. St. Chrysostom and other early writers had recorded that date. Christian leaders believed that, by celebrating Christmas close to the winter solstice and the Roman holiday, "Saturnalia," any influence by pagan rituals would be diminished.

With some of the Eastern Orthodox churches, Holy Night is January 6; Christmas Day, January 7. The Armenian church celebrates Christmas on January 19. But, whether December 6, January 7, or some other date in either month, whenever cele-

brated, it is the happiest of all days.

The meaning of the day is what counts most, since its festivals and festivities have, for centuries, symbolized the coming of Christ.

The Day also celebrates the fascinating growth of the early Christian church in the face of so much widespread resistance.



To our friends and patrons ... we wish you a season full of all the joys of Christmas.

Clover Spraying Service, Inc.

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JOYOUS HOLIDAY
Best wishes for a merry Christmas to you, our friends and patrons ...
MOLLY JO'S
508 KNIGHT 364-2151

Christmas Joy!

To you our customers... our friends... We wish good health, good cheer. And look ahead with pleasure To serving you through the year!

Helen's
417 N. MAIN ST. 364-3221

And, along with our fondest wishes that every wish will come true for you, we also extend our sincere "thank you" for your loyalty during this year.

E. B. BLACK, CO.
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HOLIDAY GREETINGS!
COMBS USED CARS
1503 Park Ave.

MERRY CHRISTMAS

We're never too busy to pause and wish you the best for this holiday season. Thank you for letting us serve you

NEW HOLLAND HEREFORD

FOR RELEASED POW

Christmas will be special this year

By FRANK MACOMBER
Copley News Service

This won't be 3-year-old Kirsten Charles' first Christmas with her daddy, but it will be her merriest and the one she will remember best.

Daddy is Navy Lt. (jg) Norris Charles, a Navy flier and one of three American war prisoners freed by the Communist North Vietnamese Sept. 17. Charles was shot down over enemy territory last Dec. 30.

The Navy has instructed Charles to say little if anything publicly without moving through channels. But that didn't include talking about Christmas.

"It's sure to be our happiest one yet," he says. "We have a lot of plans, but my wife is making them. It's really going to be a family Christmas this year."

Charles' wife, Olga, who traveled to Hanoi to accompany her husband homeward, says little Kirsten remembers

last Christmas vividly — a Christmas celebrated only five days before Charles' plane was brought down by anti-aircraft fire.

"She remembers her daddy, too," says Mrs. Charles, "but of course she doesn't associate him with Christmas yet. She will after this year, though."

Mrs. Charles is planning a double-barreled family reunion for the Yuletide holidays.

"We're going to visit Norris' parents in Tampa, Fla., and my parents in New Orleans, La.," she says. "This year Thanksgiving and Christmas are being wrapped into one for us. We have plenty to be thankful for, now that Norris is home again."

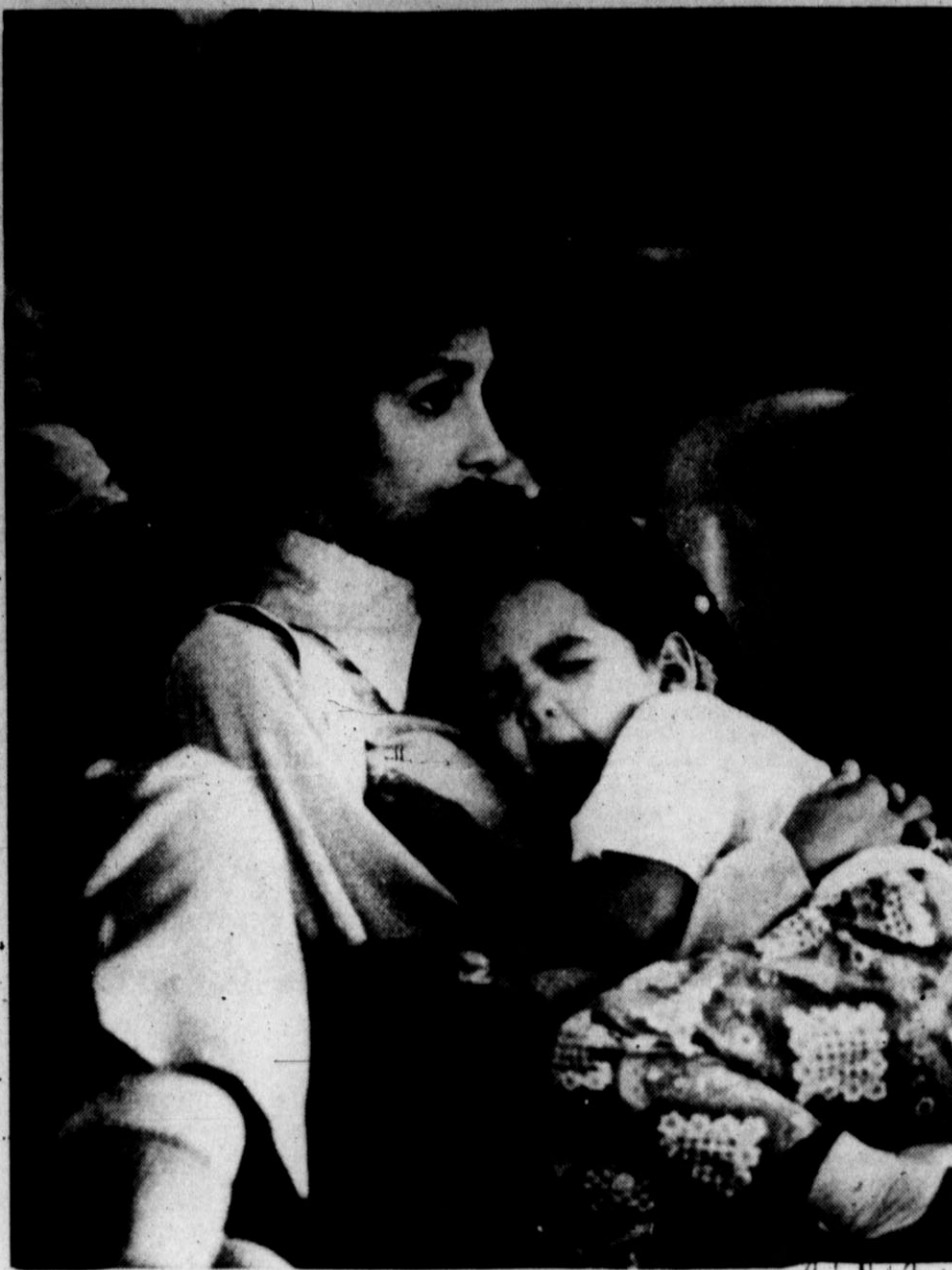
Mrs. Charles says she especially is grateful that her 27-year-old husband was returned to freedom in such sound health.

The lieutenant's parents, Mr. and Mrs. Herbert Charles of Tampa, traveled to San Diego, Calif., to be with their son as he underwent a routine series of medical checkups which turned up no ill effects from his nearly nine months of imprisonment in a North Vietnam prison camp.

"You can't imagine how happy we are about Norris' return," said his father. "At first I wouldn't believe it. It seemed too good to be true. Now that we're all together again, Christmas is going to have a new meaning for all of us."

Olga says any family Christmas celebrations they plan either in Tampa or at her parents' home in New Orleans are going to include prayers of thanks.

"Both our families feel that their prayers and mine must have had something to do with Norris' liberation," she points out. "So if our prayers were answered, we owe the Lord some prayers of thanksgiving."



JOYOUS TIME --- Mrs. Norris Charles, wife of the Navy flier released by the Communist North Vietnamese with two other American war prisoners Sept. 17, hugs their 3-year-old daughter, Kirsten, as she talks of plans for a joyous Christmas and a Yule reunion with her parents and those of Lt. (jg) Charles.

The greatest altitude at which a bowling game was held took place 25,000 feet high, when Dick Weber played Sylvia Wene in Boeing 707 freighter.



Mistletoe in Yuletide lore

Aside from the myriad myths and historical background, just what is mistletoe? A plant of a thousand varieties because, as a parasite, it takes on the individual qualities of whatever tree it chooses to call home. If it grows on a coniferous tree, for instance, its berries may be pink and its leaves like pine needles.

The mistletoe which grows in abundance from North Carolina on down the eastern coast of the United States is commercially unsaleable, for it has a rough, gnarled, masculine quality, as opposed to

the Central Texas variety, which is a delicate, feminine, bright green plant with pearl-like berries. There is some mistletoe on the West Coast, but not in sufficient quantities to warrant any large scale commercialization.

In spite of its fragile look, Texas mistletoe takes on — from the mesquite and Spanish oak trees on which it grows — a hardiness which accounts for its holding up through packaging, shipping and merchandising throughout the country. These days fresh mistletoe is mostly shipped by air.



Just Coming Around to Say —
"Have a Gay Holiday...!"
MEANS SIGNS
"A Means sign Means business"

N. AVE. K 364-2372

Merry Christmas Merry Christmas Merry Christmas

Yuletide Wishes

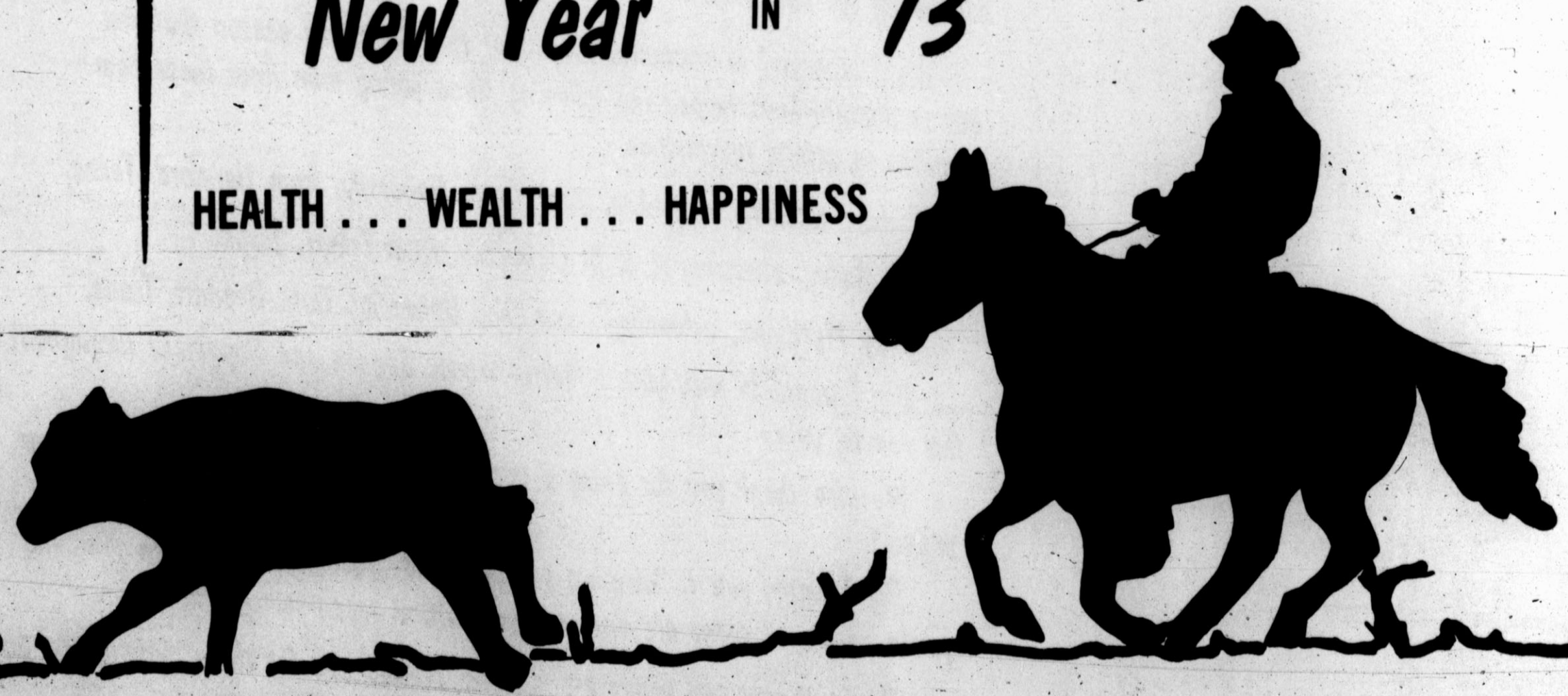
CHRISTMAS JOY TO ONE AND ALL
BOOTS 'N' SADDLE

SUGARLAND MALL 364-5332

Merry Christmas

And a Prosperous New Year IN '73'

HEALTH . . . WEALTH . . . HAPPINESS



from our entire crew

HEREFORD FEED YARDS, INC.

EAST OF CITY

Tis the season for toymakers

By FRANK MACOMBER
Copley News Service

Autos, airplanes, spacecraft and rockets for the boys. Tea and dinner sets, jewel boxes filled with glittering goodies and stylish knapsacks for the girls.

Those are the Christmas toy lineups for sub-teen-agers this year as the Yule season approaches. Ironically, Women's Lib leaders must have forgotten to huddle with the toymakers. Many of the most tempting of their Christmas wares for little girls are designed to make them more feminine.

For two years there has been speculation across the nation that the thrill of the space age is waning. The toymakers don't buy that. They're coming out with a complete line of spacecraft and rockets that will fly off in any direction if there is a vacant lot or park nearby.

On the Christmas shelves, too, will be fleets of remotely controlled World War I vintage fighter aircraft — planes like the British Sopwith Camel and the German Fokker — ready for scary dog-fights at treetop level and built of sturdy plastics to withstand the misfortunes of aerial warfare.

The boy who favors the American-made Mustang or Corsair of a later generation will find them on the toy counters, too.

The toymakers have surpassed themselves in the rocketry and spacecraft departments. Their space shuttle sets have a startling similarity to the craft that U.S. astronauts will fly late in the 1970's.

With a hand-held launcher, the 10-year-old junior astronaut can send up a modernistic transport and two delta wing re-entry gliders or he can launch via catapult.

As for rockets, the toymakers reached back a few years to build the Nike Zeus, the Apollo Little Joe II and the

Honest John. And there are rocketry starter sets for tinier tots who want to launch their space careers early.

For kids approaching or in their early teens, a rocketry science set, with rockets, parachutes, engines and launcher will keep them busy and out of the house.

The mounting popularity of auto and motorcycle racing is reflected, too, in what Dear Old Dad can slip into Junior's oversized stocking this Christmas Eve.

There are road race sets, dune buggies, individual racing cars, off-road racers, dragsters and "bugs" that can charge down rock-strewn arroyos. All are powered with adjustable engines and amazingly realistic.

For the winter months, a set

of miniature racing snowmobiles complete with banked tracks simulating snow drifts could keep a lot of kids in out of the real snow and cut down the incidence of head colds.

But let's not forget the little girls. For them there are manicure sets or a combination of lipstick, powder and rouge; or a cosmetic carry-all with everything to keep the moppet beautiful.

A dainty vanity tray carries lipstick, wave set, comb, brush and mirror. The toymakers surely are going to hear from Women's Lib. The closest they come to a budding career for the sub-teenager is a toy first-aid or nurse kit.

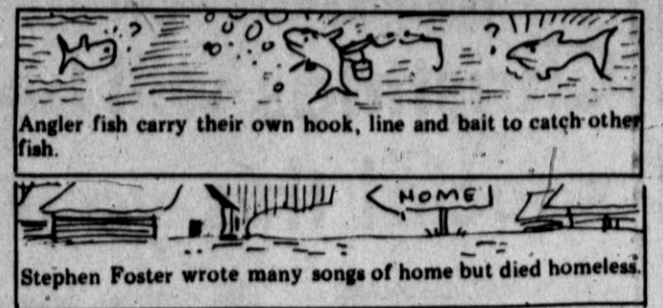
On the other hand, if being a housewife, is a career, the toy manufacturers thought of that. The tea and dinner set assortment is a wide one this year and so is the variety settings if a five-year-old wants to throw a party for her friends, or maybe just have the girls in for a cup of coffee — make-believe, of course.

The boutique play sets, with their jewel boxes and clusters of sparkling little gems, give you the idea the toymakers are selling the moppet set the idea that diamonds still are a girl's best friend.

The usual games and some new ones will be on the counters this year, but toy producers say television has taken up the time kids used to find for gamesmanship.



MOPPETS' MAKEUP --- The glamor of makeup always has fascinated little girls, just as it did their mothers. This Barbie Beauty Center should make a Christmas hit with the pre-teenage set. Barbie's face can be made up with the safe, stain-proof cosmetics included with the sculpted head and can be washed off and applied again. Her hair can be set in rollers — sheer delight for little girls.



Stephen Foster wrote many songs of home but died homeless.

MERRY CHRISTMAS & HAPPY NEW YEAR!
From
HANNA'S COFFEE SHOP
and Employees

Put ecology first this Yule season

Johnny wants a pair of skates. Susie wants a dolly. And Mother Nature wants you to leave her trees alone and quit messing up her fresh air.

'Tis the season to be ecologically chic — to choose cranberry and pine cone decorations over a gold lame Santa Claus. To give Johnny a subscription to "Ranger Rick" instead of a motorbike that will tear up the back country.

To urge your aunt to use cloth napkins instead of paper. To give Uncle Harry a tie you made yourself and your nephew a fascinating seashell you found on the beach.

Ecologists are dreaming of a green Christmas. The push is on to choose a live tree over a dead one. Ecologist Jim Jacobson estimates that more than 50 million trees will be cut and sold in the United States this Christmas.

He suggests that a living tree will do Ma Nature a favor as well as reduce fire hazards in the home, minimize the work of the county sanitation department and cut down on the general solid waste problem.

Local nurseries offer living trees in a tub and claim that

Christmas card library. Buy traditional cards and ask those you send them to, to recirculate the card next year, by crossing off your name and adding theirs and sending it on. Save on stamps and paper envelopes by sending postcards with a personal message.

Wrapping — Use paper bags for wrapping paper. Decorate with drawings or a simple ecology message that will explain to your Aunt Sue that you're really not being cheap this season.



greetings to our many friends at this joyous season!

ROCKWELL BROS. & CO.
HEREFORD, TEXAS

104 S. MAIN

364-0033

Christmas Greetings...

DECEMBER 24, 1972

Friends and Customers:

Big T Pump Co., Inc. has now been in business in your community 26 years and almost from the beginning we have tried to express our appreciation to all our customers at Christmas with a small present of some kind that would be useful to the entire family.

This year the people at Big T came up with the plan of giving a scholarship to a deserving young person from your graduating class who will be attending college and majoring in an agriculture related field. In doing this we want each one of you, our customers, to know and feel that you as an individual have also helped provide this young person with the opportunity of completing his education.

Big T is proud to announce to you at this Christmas season that you our customers have helped the following three young men from these communities to attend universities.

Richard Schilling, attending West Texas University, from Hereford, Texas.

Bill Bailey, attending A & M University, from Friona, Texas.

Jerry Matthews, attending Texas Tech University, from Dimmitt, Texas.

Big T wants to wish you a Merry Holiday Season and Happiness throughout this coming year.

We also thank you for being a part of helping these young men with your support.

Big T wants you to know we are proud to share this honor with you. The young people of today are our greatest natural resource.

This next year our hopes are that we can do this for three more young people.

BEST WISHES AND MERRY CHRISTMAS TO ALL.
BIG T PUMP CO., INC.

Brides In Holiday Spotlight



(See Stories Inside Pages This Issue)



Miss Sherry Arnold
...to wed Norman Harder
(Bradly photo)

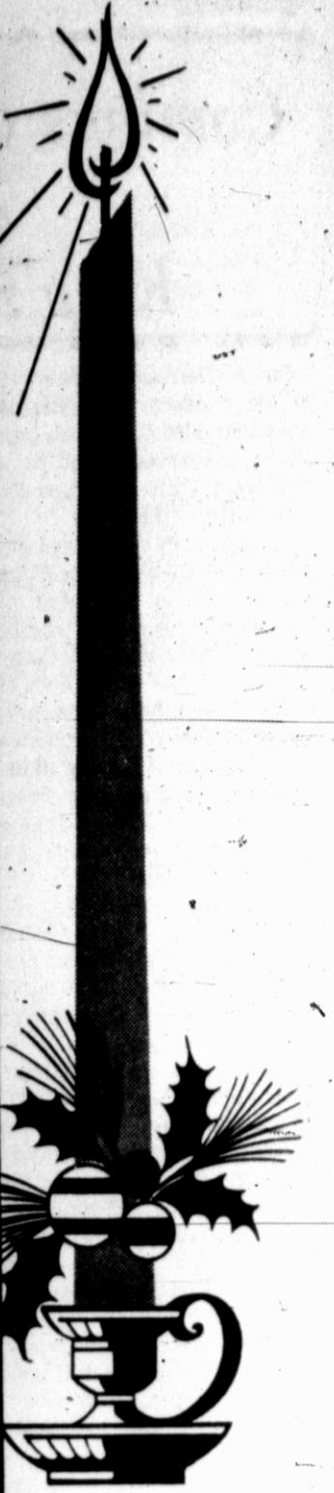
The Sunday Brand

(Section Two)

Hereford, Texas, Sunday, December 24, 1972



Mrs. Thomas F. Sargent
...nee Sherri Marsh



We Keep Our Christmas Merry...



...With
Parties
Galore



JOYOUS HOLIDAYS in Hereford means lots of parties, of all kinds, to include residents young and old. Just a sampling of varied parties during the past week is recorded by the camera.

OPEN HOUSE for the Pat Malones early this week brought friends to rooms sparkling with Christmas color, and a warm welcome from the hosts. Mr. and Mrs. Malone and daughters Kathleen and Colleen, who assisted them in greeting guests, stand, upper left, before the tree in the family room.

WEDDING ANNIVERSARY is celebrated in Christmas week by Mary and Homer Garrison, upper right, so their holiday party has a special meaning. Candlelight and Christmas greens decked their home Tuesday evening for one of the festive occasions of the week.

VERY YOUNG HOSTS entertained about a hundred of their playmates last Saturday. The group of nine, lower right, includes Crystal and Vanessa, daughters of the Ben Scotts; Lisa and Robbie, the Bud Snyder's children; James Douglas, son of the Norman D. Bartletts; Terri, Tammi and Melissa, daughters of the Terry Bloxoms, and the Dickie Gerie's daughter, Tammy.

HOLIDAY COFFEE was an event for the Women's Fellowship in First Christian Church Wednesday morning. Members of the Eubank Group, hostesses, are, lower left, Mmes. Ron Zimmerman, J.W. Robinson and Louis Block.



Comings and Goings at King's Manor

On the afternoon of December 20 the residents of Westgate were reminded of the blessings of the Christmas season by a visit from Santa Claus and the distribution of his gifts.

Preceding his visit a program was given by residents of Kings Manor. This consisted of Christmas carols by a chorus directed by Mrs. Bethany Williams, a solo on the Bells of Sarna by Mrs. Martha Shirkey, and selections by an orchestra with instruments ranging all the way from bass drum to flutes and horns. Mrs. Maggie Hamilton was accompanist for the musical numbers.

The group was served punch and cakes in colorful decorated cups and with Christmas napkins, all of which added glamor to the occasion.

Hostesses were members of the Fellowship Sunday School Class of United Methodist Church, Mmes. Wes Fisher, David Hutchins, Don Daugherty, T.E. Brisendine, D.N. Garner and Lynn Pittard.

Kings Manor and cottage residents observed the annual Christmas party Monday. The occasion followed the usual format of residents as pupils in school having their party, and Mrs. Don Davidson as teacher.

Mrs. Leota Moore 205-B Cottage Drive, was hostess at a tea Monday. Motif of decor in the home was the season's message. She was assisted by her sister, Mrs. Ophelia Dotson, Mrs. Audrey Heard and Mrs. Moore's mother, Mrs. Lottie Hutchins. Mrs. Don Davidson and Mrs. Louise Vaughn poured and served the refreshments.

Mrs. Moore and her family are talented in art, much evidence of which was seen all through the house. Guests were residents of Kings Manor and Kings Manor Cottages, with several townspeople included. About 37 guests registered.

Wallace Head and Mrs. Anna Garner of Tenkillerlake, Okla. were recent overnight guests of Mrs. John Head.

In spite of a thermometer hovering around the zero mark, the residents of Westgate were warm in the gayety and fellowship of a party honoring those who have birthdays during the month of December. The holiday season was ushered in through the singing of some much-loved Christmas carols beginning with Silent Night.

Those being especially honored on this occasion were Mrs. Anne Higgins, Mrs. Sarah Willoughby, Miss Lillie Hostettler, Mrs. Mattie Springer, Minor Layman, Mrs. Lydia Bippus, Mrs. Glenna Hill, Mrs. Murline Newell, Mrs. Edna Doak and Clifford Hicks.

When "Sister Don" swings into action she's dynamite and things begin to hum. She put us through our paces with our "break-the-ice" game, so-called because it got us moving and conversing.

Next came a reading lesson, featuring Thelma Chisum, Mary Helen Fisher, Jessie Mae Dodson and Audrey Heard. Thelma Chisum took first prize. The school chorus sang two Christmas fun songs, after which they did Jingle Bells and Out on the Housetop as a kiddie rhythm band with sound effects - Martha Shirkey did a solo in one of these on the Bells of Sarna and Mrs. Heard a solo on a toy trombone. All music was accompanied by Mrs. Maggie Hamilton and Mrs. Charles Morehead on the organ and piano.

A pretty pinata swung from a light; "Teacher" chose several children to be blindfolded and strike at it. Mrs. Julia Welty succeeded in downing it and candies were rained down and at us all. Two groups did a relay race in trying to wrap a holiday package by using only one hand - the John English group won.

Last of all Santa came ho! ho! ing in and sat down with several individuals as he dispensed candy walking canes. Gifts from under the tree were received. We ate popcorn balls, we dispersed, and so to bed, where "visions of sugar plums danced in our heads." (With profuse apologies to Clement C. Moore!)



Mrs. Frankie Griffith
...former Korinne Easley of Euless

Ex-Resident, Bride To Live In Euless

In a Friday evening wedding at First United Methodist Church of Euless, Miss Debra Korinne Easley and Frankie Carl Griffith, both of that city, were married. Griffith is a former Hereford resident.

Parents of the couple are Mr. and Mrs. James N. Easley, and Mr. and Mrs. Carl Griffith of Euless. The Rev. Eugene Robertson, pastor of the church, read the marriage ceremony at the candlelight altar decorated with Christmas greenery and flowers.

Mrs. F.M. Ballard of Woodridge, Va., was matron of honor, Phil Diller of Hereford best man, Tony Easley and Eldon Byers the ushers. Melissa Easley carried the Bible which was used in the ceremony, Valerie Townsend was flower girl and Billy Easley ring bearer.

The bride wore with her floor-length white empire gown a diamond pendant matching the wedding rings, her gift from the bridegroom. Her bouquet was red roses, their color repeated in her attendants' dresses.

A reception was held in the church fellowship hall. The bride's table, covered in red, held the all-white tiered cake topped with cherub figurines.

After a trip over the holiday weekend Mr. and Mrs. Griffith will be at home at 619 Del Paso, No. 240, in Euless.

She is a senior in Trinity High School at Euless, employed in a day care center. Griffith, a 1970 graduate of Hereford High School, is employed by Carl Griffith Shell in Euless.

Treats Sent To Shut-Ins From CWF

Christmas candy and cookies brought by members of First Christian Women's Fellowship to a Wednesday morning coffee at the church, were packed after the program into boxes which were sent to shut-in members of the church.

Coffee was served from a table decorated in holiday theme, and the entire hall was brightened with candles, poinsettias and red bows against a background of evergreens.

Mrs. Glen Roberson gave the program titled Peace of Mind. She applied the topic to the hectic holiday season, stressing worship and meditation.

Marsh-Sargent Marriage Is Read

A double arch of candles ending in paired spiral candelabra, with floor bouquets of poinsettias and peppermint carnations between, was the background for the mid-afternoon wedding of Miss Sherri Lynn Marsh and Thomas Frank Sargent Saturday.

Miss Marsh is the daughter of Mr. and Mrs. Virgil Marsh, Route 5. Parents of the bridegroom are Mr. and Mrs. W.C. Sargent of Big Spring.

Dr. W.A. Appling, pastor, read the marriage vows in First United Methodist Church. The bride was escorted, by her father down the central aisle, which was marked with satin ropes and white velvet bows.

Her sister, Miss Kima Marsh, was maid of honor and Don Sargent of Fort Worth attended his brother as best man. Mrs. Kirk Walters of Canyon, sister of the bridegroom, and James Marsh, the bride's brother, were the other attendants.

Jeffrey Walters, son of the Kirk Walters, carried the rings. Ushers were Gerald Harder of

Center, Colo., Jon Jarvis of Stinnett, Robert Gruner of Canyon, a cousin of the bride, and Kirk Walters.

Wedding music was by Mrs. Tony Calkins, organist, and Ben Gollehon, vocal soloist.

The bride's gown was of peau de soie, with Alencon lace embroidered in seed pearls tracing a pattern over the molded empire bodice and down the front of the A-line skirt, extending to form a scalloped hemline at carpet length.

Lace circled the high neckline and was applied on petal points of the fitted sleeves. Motifs of the lace were scattered over the circular train which was attached at center back waistline.

A caplet of the dress fabric, encrusted with lace, held her bouffant veil of bridal illusion.

She carried a cascade bouquet of red roses, white gladiolas and stephanotis.

Dresses of the bridal attendants had plaid taffeta skirts and bodices of emerald velvet with ruffles of the fabric circling the V-necklines and cascading over their hands. Their bouquets were red carnations scattered among holly sprays.

After the ceremony, the couple and their parents received guests in Hereford Country Club, where Mrs. Don Sargent was at the registry book. Miss Laurie Higgins registered guests at the wedding ceremony.

The bride's cousin, Miss Cindy Gruner, and Mrs. Jon Jarvis cut the wedding cake while Mrs. Tom Betzen and Mrs. Ronald Shuttlesworth

poured punch, assisted by Mrs. Ronnie Collier.

Floating gardenias centered the reception table, and the cake was ornamented with fresh gardenias and roses. The club's Christmas decorations in green and gold made an appropriate setting.

After Tuesday, the couple will be at home at Apartment 2, 718 Thunderbird.

Mrs. Sargent is a teacher at Tierra Blanca Elementary School here, a 1971 graduate of the University of Arizona where she was a member of Chi Omega, and previously a graduate of Hereford High School.

Sargent, employed by Hereford Feed Ingredients, Inc., was graduated from high school at Stinnett, and from West Texas State University.

Our Christmas
message to you:

As this year comes to a close, we want to express our thanks for your loyal patronage and our wish that your Christmas will be the most joyous you've ever known....

Mr. & Mrs. Gaston Baer
Mr. & Mrs. James Welch

Roney O'Rind

Karon Walden

Gaston's Popular Store

Men's & Shoe Department

Downtown ... Look To Gaston's, "The Fashion Leader"

Wedding Date Set

Plans for a wedding February 3 are announced for Miss Sherry Arnold of Wellington, formerly of Hereford, and Norman Harder of this city. They are to be married in Arkadelphia, Arkansas, where her parents, Mr. and Mrs. Fred Arnold, reside.

Miss Arnold spent several months here last year as a trainee in the Texas Extension Service office, then began her work as Collingsworth County Home Demonstration Agent at Wellington. She is a graduate of the University of Arkansas and completed high school studies at Gurdon, Arkansas.

Harder, a winter graduate of West Texas State University, is employed with Imperial Livestock Supply. His parents are Mr. and Mrs. Ernest H. Harder, east of Hereford, and he was graduated from Hereford High School.

U.S. Army plans to celebrate

The U.S. Army, which will celebrate its 200th birthday in 1975, has issued a manual for observing its bicentennial in the form of Army Regulation 350-1775.

The manual tells unit commanders down to company level how to plan and coordinate activities which will run from June 14, 1975 to July 4.

A. O. THOMPSON ABSTRACT CO.

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A. J. Schroeter
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Free City Maps
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Glad Tidings



from
Addie Nolen
Beverly Richardson
Pat Rhodes
Janice Brownlow
Teresa Willis
Sadie Shaw & Edna Mathes
Rue Ford
Carol
Joyce Duggan
Jan Gorman
BEAUTY HOUSE
337 N. MILES 364-1533

Sweetbriar
after-Christmas
clearance... Sale

ALL of our Fall and Winter
DRESSES
special groups of Fall and Winter
PANT SUITS
SPORTSWEAR
LINGERIE
reduced 1/4 1/3 1/2
and more

ALL of our Fall and Winter
COATS... reduced 1/4 and more



NADINE JETER, MGR.
SUGARLAND MALL,
HEREFORD

GATTIS SHOE STORE

CHRISTMAS BONUS SPECIAL

In appreciation of your wonderful patronage throughout 1972 Gattis Shoe Store is having a Christmas Bonus Sale for 8-BIG DAYS, December 26 thru Jan. 4th. Hurry shop early; LIMITED QUANTITIES ON SALE SHOES

ENTIRE STOCK CHILDRENS
SHOES
10% REDUCTIONS
ALL BRANDS
8-DAYS ONLY!

ENTIRE STOCK MENS
SHOES
10% REDUCTIONS
ALL BRANDS
8-DAYS ONLY!

ENTIRE STOCK LADIES FALL & WINTER
HANDBAGS
20% REDUCTIONS
GOOD SELECTION
8-DAYS ONLY!

8-BIG DAYS - SALE GOOD DEC. 26, 1972 THRU JAN. 4, 1973 - 8-BIG DAYS
NO EXCHANGES - NO REFUNDS - NO RETURNS ON SALE MERCHANDISE

1-Large Group Ladies
FASHION BOOTS
Values to \$33⁰⁰
•Riveria
•Hush Puppies
•Pocos
NOW \$14⁹⁰ to \$19⁹⁰

1-Group Ladies
DRESS SHOES
Regular \$22⁰⁰
•Red Cross Shoes
•Hurry for These!
NOW \$18⁹⁰

1-Group Ladies
DRESS and CASUALS
Values to \$19⁰⁰
•Cobbies
•Personality
•Red Cross
NOW \$14⁹⁰

1-Group Ladies
DRESS and CASUALS
Values to \$17⁰⁰
•Magdesians
•Personality
NOW \$12⁹⁰

1-Large Group Ladies
SPORT SHOES
Values to \$18⁰⁰
•Moxees
•Pocos
•Personality
NOW \$12⁹⁰

1-Large Group
•Hush Puppies
•Moxees
•Pocos
•Jumping Jacks
Values to \$15⁰⁰
NOW \$8⁹⁰ & \$10⁹⁰

- SUGARLAND MALL SHOE CENTER -

GATTIS SHOE STORE

"FOOTWEAR HEADQUARTERS FOR THE MAGIC TRIANGLE"

Calendar Of Events

MONDAY
Christmas day
6:30 a.m., Civic Club Center.
Aggie Mothers Club will entertain all Texas A. & M. students and prospective students from this area with a buffet supper in the home of Mrs. George Olson, southeast of Hereford.

TUESDAY
Rebekah Lodge in IOOF hall, 8 p.m.
Weight Watchers in Public Health Clinic, 7 p.m.

WEDNESDAY
Noon Lions in Civic Club Center, 12 p.m.

THURSDAY
Weight Watchers, 7 p.m.
First Baptist Church.
Kiwanis, noon, Civic Club Center.
Jaycees, 8 p.m., Dickies.

FRIDAY
Kiwanis Whiteface Breakfast, 7 p.m.

Christmas Coffee Enjoyed

A Christmas coffee in the home of Mrs. Danny Martin, was enjoyed by L'Allegria Study Club Thursday morning. Members exchanged gifts. Mmes. Jim Carnahan, Dennis Farley and Dale Furr served as hostesses with Mrs. Martin. There was no business meeting.

Community Calender

FEBRUARY
1-Deaf Smith County Chamber of Commerce Banquet, Bull Barn, 7:30 p.m.
23 - Campfire Girls' father-daughter banquet in County Bull Barn, 7 p.m.

SLICED BREAD
Factory-sliced bread was first introduced to the public in 1930.



SPEECH TOURNEY WINNERS - First places won by three entrants from Stanton Junior High helped pupils from the Hereford school take second place in sweepstakes points over Amarillo's junior high schools in a recent speech tourney in that city. Displaying the blue ribbons they won, are, from left, Donna Stroup, first in girls prose; Russell Odom, first in speeches to entertain; boys' division, and Niki Stipe, first in extemporaneous speaking. Others from Stanton placed in the tourney to boost the school's total points.

Holiday Reunion Honors Mrs. Bryant

A pre-Christmas family gathering in the home of Mr. and Mrs. Cawthon Bryant, 312 Star, honored his mother, Mrs. Flora Bryant, last Sunday. Her children and their families came for dinner and an old-fashioned Christmas tree, with a total of 29 present.

Mrs. Bryant's youngest great-grandchild came farthest for the holiday reunion, from Estherville, Iowa. Her children who came from other cities were Mrs. Oran

Carter of Plainview, Mrs. Francis Burgess of Tulsa, and the Rev. Noel Bryant of Wichita Falls. Members of their families were also here, some of the grandchildren from Lubbock, Pampa and Borger. A Hereford resident for 70 years, Mrs. Bryant celebrated her 95th birthday in October.

Church's Choir To Be On Radio

The Assembly of God Church Choir's presentation of the Christmas cantata, "Night of Miracles", will be aired on KPAN Radio from 11 to 11:45 Christmas morning. The choir presented the cantata Sunday night, and it was taped for radio.

Volunteer Recognized At Luncheon

Presentation of a badge and a certificate of appointment as a Red Cross Nurse was made to Mrs. G.H. Yosten at the December luncheon of Red Cross Uniformed Volunteers Thursday in K-Bob's Restaurant. Genevieve Miller, executive secretary of the county Red Cross chapter, made the presentation in recognition of Mrs. Yosten's giving 20 hours of volunteer work. Reports by members showed a total of 119 hours in volunteer community service the past month by those present. They included work with Meals on Wheels, a class in literacy, a church clothes closet, and Westgate unit of Kings Manor retirement home, also visits to hospital patients and Christmas caroling to the elderly. Mmes. Ray Brorman, Jim Thompson, and Doug Bryan were guests; members present were Corinne J. Neely, Isabel Martinez, Debbie Buechler, Mmes. Tommy Crawford, Gaylon Bryan, Jim Culpepper, John Birkenfeld and Ray Berend.

LOCUST PLAGUE
Locust swarms, up to half a mile wide and devouring everything in their path, are threatening wheat and barley crops in the Eyre Peninsula, South Australia.

PAPERBACK SALES
About 400 million paperback books are sold each year in the United States.

GIRLSTOWN CHRISTMAS FUND

Hereford Lions need your support in sponsoring the annual Girlstown, USA, Christmas Fund. Lions of District 2T-1 are sponsoring a project to buy each of the 140 girls a coat and pair of shoes.

Give a gift of warmth and joy... let the girls of Girlstown know that someone cares--clip this coupon and send your donation to:

Girlstown, U.S.A., Christmas Fund, Box 761, Hereford, 79045

NAME _____

ADDRESS _____

AMOUNT OF GIFT _____ CHECK _____ CASH _____



DE STUDENT OF THE WEEK - Distributive Education student of the week is Ricky Cook, employed at Sunny's Mister Shop under the supervision of Mrs. Joe H. Davenport. Cook is the son of Mr. and Mrs. Holland G. Cook of 509 Willow Lane. A junior in Hereford High School, he plans to go to college and major in secondary education, after graduation.

Dawn Baptist Sets Service

A special Christmas Eve candlelighting service will be held today at Dawn Baptist Church.

The service begins at 6 p.m. and the public is invited.

The program will feature congregational participation and the lighting of candles and traditional Christmas carols. Also included will be both vocal and instrumental solos.

DUCKWALL'S

SUGARLAND MALL

AFTER CHRISTMAS CLEARANCE

SALE STARTS TUESDAY, DECEMBER 26th

HANDI-KUPS
51-7 oz. Cups in Pkg.
2 Pkgs. For **2.63**
49¢ Value

PAPER PLATES
100 in Pkg.
2 Pkgs. For **2.96**
66¢ Value

FRAMED PICTURES
Add beauty to your rooms with lovely framed pictures. 2" frames accent these colorful prints.
\$4.88 Value **\$3.44**

LANDER BATH OIL
Gardenia or Lavender - 1/2 Gal.
88¢ Value **57¢**

CANNON TOWELS
Soft and absorbent Cotton terry towels. A superb assortment of colors and styles to suit your decor. Slightly irregular.

HAND TOWELS 37¢
BATH TOWELS 99¢

SAVE 1/2 OFF
On Christmas Merchandise
Buy Now For Next Year!

- Christmas Flowers
- Christmas Candy
- Christmas Ornaments
- Christmas Gift Wrap

ASSORTED COOKIES
Delicious cookies for family snack times. Choose your favorites.
5 Pkgs. For **97¢**
39¢ Value

SIT-ON HAMPER
32 qt. size. Easy-to-care-for plastic. Decorative front panel. Smart colorful bathroom accessory.
\$1.67
\$3.99 Value

SHREDDED FOAM
Perfect for stuffing toys or pillows. 1 lb. bag. White. Buy now and save.
37¢
59¢ Value

Boys' KNIT BRIEFS
Soft, comfortable white cotton briefs. Ribbed tape fly front.
Sizes 2 to 8
3 Pr. in Pkg. **\$1.17**
\$1.59 Value

Ladies' and Teens' PANTY HOSE
One size fits 100-150 lbs. Smooth and clingy. Fashion shades.
Style No. LF90
69¢ Value **2.66**
Pr. For

Ladies' VINYL GLOVES
Jelmin® Vinyl gloves. Acrylic Knit lining. Fashion colors.
\$1.17
\$1.99 Value

FABRIC SALE
Big Assortment of Short Lengths for Clearance.
1/3 OFF

T.V. PILLOWS
22" square size. Great to use as a floor cushion. Celacloud Acetate filled. Button centers. Choose colorful decorator prints.
\$1.77
\$2.29 Value

PHOTO FRAMES
Display your favorite photographs in frames by Metalcraft. Popular 5" x 7" and 8" x 10" sizes.
67¢
\$1.49 Value

CASHEW HALVES
Rich flavored cashews are a real treat. 1 lb. package
77¢
\$1.27 Value

ROUND JIGSAW PUZZLES
656 pieces. 23" diameter. Outdoor scenes.
66¢
\$1.19 Value

FUN CAR MODEL KITS
Wild custom designs for creative fun.
\$1.33
\$2.25 Value

GLENN'S FOOTWEAR
Fashion At Your Feet
401 N. Main

Shoe Sale

SALE STARTS TUESDAY DEC. 26TH!

DELISO-DEBS-CAESSA-MAGDESIAN-FANFARES-CITATIONS-DOMANI

WERE	NOW	WERE	NOW	Fall & Winter BAGS
\$14.95	\$3.90	\$23.95	\$15.90	REG. NOW
\$15.95	\$8.90	\$24.95	\$16.90	\$10.95 \$5.90
\$15.95	\$9.90	\$25.95	\$16.90	\$9.95 \$4.90
\$16.95	\$10.90	\$26.95	\$17.90	
\$16.95	\$11.90	\$27.95	\$17.90	Ladies BOOTS
\$17.95	\$12.90	CHILDRENS-BOOTS		REG. NOW
\$19.95	\$12.90			\$25.95 \$16.90
\$19.95	\$14.90	\$8.95	\$5.90	\$29.95 \$17.90
\$21.95	\$14.90	\$9.95	\$6.90	\$18.95 \$12.90
\$22.95	\$15.90	\$12.95	\$7.90	

THE SUNDAY BRAND

Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, December 24, 1972

A 'Relevant' Job?

Along with burning the ROTC building, imprisoning the dean, gutting the curriculum and other fun things, some of the student "leaders" of the late 1960s discovered the pursuit of "relevancy."

"Relevancy" is rather difficult to pin down. By usage, it seems to refer to any activity that is perceived as interesting, ennobling, creative — perhaps even glamorous — and definitely not too hard to learn.

Thus, the student film-maker wants to go out and make a major film — he doesn't have time for "irrelevant" details like the techniques of lighting, camera work, direction, etc. The student executive can't be bothered with problems of finance, marketing, supply, and so forth. He has to get right down to telling business how to be more socially aware. The student brain surgeon... well, let's not open up that subject.

Nor is the issue limited exclusively to the campus. Some vocal welfare recipients have disdained jobs open to them as being beneath their dignity. Some hard-working (and well-paid) assembly line workers now demand that their jobs be made more interesting. And there are the "disillusioned dropouts," from highly-paid executives to never-paid youths. Some make sandals, some grow organic food, and some counsel with gurus in the high Himalayas.

They are all seeking "relevancy." But, relevancy to whom or what?

It is the jobs that society needs done that are relevant to society. And these jobs are not necessarily those having the most "meaning" to the individuals who must perform them.

The economy functions through a series of trade-offs, as simple in principle as supermarket decisions such as whether to dine on hamburger for two nights, or steak one night and beans the next.

So, while individual auto workers might get more satisfaction out of building one entire car at a time — instead of just tightening two bolts all day long — cars assembled that way would be so expensive that the men who made them could not afford to own one.

It is not even a question of competing economic systems. Both capitalist America and socialist Russia need more garbage men than poets. And both societies are maintained by a complex technology that cannot be mastered through inspiration or "good vibes" alone.

OK. If we "need" garbage men, then why do we pay them so much less than, say research chemists? That's another question that causes endless confusion.

It's a matter of supply and demand. There are many people who are physically and mentally capable of collecting trash. Therefore, society offers only as much as it needs to offer to attract a sufficient number of these people to that job. Far fewer people are capable of becoming research chemists. So the "reward" for filling that job must be higher, to insure attracting a sufficient number from this much smaller pool. That's the way it is with all the high-skill, high-intelligence jobs. The number of people who are able to fill these jobs is limited. And there are many jobs where their talent or ability would be of great value to society. Consequently, their "price" tends to be bid up by the competition for them.

Now it's time for a few "however's." There is nothing wrong with youth questioning the traditional way of doing things. It's natural and healthy. There is nothing wrong with assembly-line workers trying to find ways to make their jobs both more interesting and more productive — everybody can benefit from that.

No. 1 Priority

When the 93rd Congress convenes on January 3, new and old Congressmen alike will be faced with a problem that won't go away until it is solved — bringing Federal spending under control.

Several false moves were made to tackle the issue but they died of inaction. One important proposal, however, deserves renewed emphasis, come 1973.

The Chamber of Commerce of the United States believes that a bill Sen. William (Bill) Brock (R-Tenn.) introduced in the last Congress and which he plans to reintroduce in the 93rd Congress deserves the support of

all of America's taxpaying citizens.

The Brock bill would:

— Designate a joint Congressional committee to evaluate the Federal Budget in terms of priorities.

— Require the projection of all major spending over a five-year period.

— Require all major spending programs to be evaluated at least once every three years.

— Provide for consideration of pilot testing of proposed major Federal programs.

— Provide that all Federal expenditure programs must be appropriated annually by Congress.

Let's insist that Congress puts these reins on spending.

The Sunday Brand

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Society's Scorekeepers

What good are profits, anyway? That's an interesting question and one that's quite controversial in modern America. One of the best answers comes from Dr. Carl Madden, a chief economist.

"Uncomfortable as such a delicate question may be, it's about time to ask it. Profits are about as badly misunderstood and universally sought as happiness in marriage.

"In plain English, profits — the whole system of profit — is a scorekeeping device for society. Profits tell the society what goods and services to produce more of, and the ones to produce less of.

"Whatever the motive of the profit seeker, the social function of profits is to tell society which goods and services are adjudged by people in markets to have a social value worth the resources used to organize their production.

"If markets are competitive, then profits attract more producers, as honey draws flies. Soviet Russia had to reinvent profits as soon as it allowed any consumer choice."



MAIN STREET, U.S.A.

Crusades Heading On Collision Path

BY BERT MILLS
Washington, D.C. — America's toughest problem in future years may be to meet the growing demand for energy of all types and at the same time protect the environment to the satisfaction of the public. The energy crisis and the environmental crusade are on a collision course and some hard decisions lie ahead.

There can be little doubt that both an energy crisis and an environmental crusade exist today. Supplies of fuel are already tight and are sure to get tighter in the next three to five years, no matter what is done in the immediate future. Efforts to increase fuel supplies are being hampered by the environmental crusade as increasing numbers of people give higher priority to maintaining and improving the American life style.

In Washington, the battle lines are being drawn. Preliminary skirmishes have already been fought, usually with the environmentalists winning. For example, ex-

pansion of nuclear power output has been slowed by opposition on environmental grounds. President Nixon lives near a nuclear plant in San Clemente but others don't want to be in the neighborhood.

Oil spills from off-shore wells have blackened beaches, killed wildlife, and caused economic loss to resort areas. So expansion of off-shore facilities is hampered and badly needed oil is lost or delayed in reaching the market. One result is that every motorist has to pay more to fill his tank.

As least half of the remaining oil and natural gas reserves in the U.S. is on public lands. Tapping these reserves is bitterly opposed by environmental crusaders, resulting in restrictive leasing policies by Uncle Sam.

Energy Outlook Report Issued
On December 11, a major contribution to the energy-environment conflict was produced when the National Petroleum Council issued a report on the "U.S. Energy

Outlook." This 134-page document is a summary of more detailed findings to be published later. This report covers all energy sources, not just oil and gas, and comes from a blue-ribbon industry advisory board established by the U.S. Department of the Interior.

Chapter One, "Summary and Conclusions," reaches the environmental conflict in its third sentence. After noting that in the past the nation has enjoyed an abundance of energy supplies at low cost, the report states: "In more recent years, because of various political, economic and environmental developments, domestic fuel supply has not grown as fast as domestic energy demand."

Options available for balancing energy supply and demand are to increase domestic supplies, rely more on imports, and impose "restraints on demand growth." (In Washington, what "restraints" mean became immediately apparent; one day after issuance of the report, the local gas company revealed it would not be able to supply gas to new customers in 1973. That means no more new homes heated by gas, and no new industry using gas.)

Best of the three options is to increase domestic supplies, which would create jobs, raise incomes, create profit opportunities, lift U.S. tax revenues, and aid national security by reducing reliance on imports. Restraining consumption, the report warns, "could prove expensive and undesirable."

Realistic Environmental Standards Urged

The Council said: "Realistic environmental standards are essential if energy demands are to be met and the environment improved at reasonable costs... Prompt action is needed to eliminate the serious delays that have been caused by environmental issues."

Examples cited include the delay in the Alaska pipeline, at a cost of at least 2 million barrels of crude oil per day; nuclear reactor plant siting and licensing delays costing the electric utilities at least \$5 billion annually; and air quality standards which make unusable by industry high-sulphur coal, comprising 40 per cent of all coal resources east of the Mississippi River.

Senator-elect James A. McClure (R., Idaho), who headed a House Republican Task Force on Energy and Natural Resources, wrote a recent article entitled "Battle of the Crises: The Energy-Environment conflict." He concluded that it is possible to find "solutions which meet the needs of the environment but do not threaten the standard."

THE BOOTLEG —Philosopher

Dear editor:

Along about this time of the year with the stores full of Christmas shoppers somebody, probably somebody who's mad because he couldn't find a parking place so he could do his Christmas shopping, comes out with the complaint that Christmas has become too commercial.

"They've commercialized the whole thing," he argues. "All this buying and selling, giving somebody something he really doesn't need, they've ruined the whole idea of Christmas."

Well, I got to thinking, all the way back to the first Christmas presents, and it seems to me the gifts delivered by the three Wise men, myrrh and frankincense, weren't exactly necessities of life.

It may seem foolish to some people to give a poorly-clothed kid a tricycle, but that's because they haven't asked the kid about it. Also, there's no food-value in a toy, but the man who distributes nothing but protein for Christmas has missed the Christmas spirit by a country mile. Make that a city mile, which with all that traffic and those stop lights is four times as long.

I know a man who was put out because when he gave a poor boy two dollars for Christmas the boy, instead of doing something practical with it like buying socks or something, went to see a picture show. It was the first time he'd been inside a movie house in a year and I estimate he got his money's worth. I just hope the show wasn't as bad as the one I saw some time back, but that's not the point.

Merry Christmas, "Speedy", and if you can't think of something impractical enough to send me, just send the cash and I'll think of something.

Yours faithfully,
J.A.

Talk of Texas

BY JACK MAGUIRE

KISSING CAPITAL — Texas provokes more Christmas bussing than any other state. It's the world's largest producer of mistletoe.

More than 95 per cent of all of the holiday mistletoe sold commercially in the U.S. is raised in 12 Central Texas counties. Between December 1 and 15, about 400,000 pounds of the highly perishable, parasitic plant is removed from the mesquite, oak, blackjack, chinaberry and other trees in the area. It is then graded, packed in plastic bags and air expressed to stores around the world.

CHRISTMAS GIFT — Statehood was a late present to Texas 27 years ago.

On December 29, 1845, the U.S. Congress formally accepted the new Texas Constitution, thus marking the formal entrance of Texas into the family of states.

IT STARTED HERE — Some historians believe that the Christmas tree, as Americans know it, originated in Texas.

When Prince Solms Braunsfels and 300 German immigrants arrived in 1846, they were shocked that Americans didn't celebrate the Yule with lighted trees.

A German legend says that not only shepherds and wise men, but trees as well, went to worship the Babe in Bethlehem. The gray and scraggly spruce was the ugliest of the trees, so the heavens took pity on it and dropped stars from the sky to light its branches. The spruce was transformed into such beauty that the Christ Child looked up and smiled.

For hundreds of years, the Germans had accepted the old legend and had decorated the spruce at Christmas. Since the spruce isn't native to Texas, the immigrants put colored paper and lighted candles on the juniper trees that Christmas in 1846. Soon the idea spread, and by the 1860's, the Christmas tree was common throughout the U.S.

CORSICANA'S GOODY — More than 1,000 tons of Christmas cheer were mailed around the world this year from the only bakery in the U.S. devoted exclusively to the production of fruitcake.

Corsicana's Collin Street Bakery, which geared up in October to produce the more than 700,000 cakes ordered by customers in all of the states and 148 foreign countries, has been using the same recipe since 1896. That was the year that August Weidman, a master baker from Wiesbaden, Germany, brought the recipe to Navarro County and joined Tom McElwee in opening a bakery.

Today the bakery requires up to 750 employees during the fall to the turn out as many as 25,000 cakes a day. Customers include Princess Grace of Monaco.

From The Brand Files.....

65 YEARS AGO

The Santa Fe Demonstration Train came into Hereford on schedule time and a good crowd of farmers and others were present to see the exhibits and to hear the lectures... It has been suggested that the vacant lots at the corner of Main and 4th Sts., be cleaned off and an embankment thrown up to contain enough water to make an ice floor for skating... The commissioners' court are preparing to make the court house yards a thing of beauty.

50 YEARS AGO

"I have judged eight shows this year," said Dr. Duke of Amarillo Friday morning, "and the Hereford show is the best displayed one of the lot."... Just exactly 691 birds of all classes were entered in Hereford's Second Annual Poultry Show which closed a successful three days session last Saturday... The fire department was kept busy Monday night, three runs being made, one from a false alarm.

35 YEARS AGO

The United States Department of Agriculture today announced special six-county public hearings to be held in Hereford Dec. 17 for the purpose of a preliminary examination and survey of run-off and waterflow retardation and soil erosion prevention on the watershed of Upper Red River and its tributaries above Palo Duro State Park... The REA Rate Section has suggested a tentative schedule of retail rates for consideration of officers of the project.

20 YEARS AGO

A wait-and-see attitude on the Eisenhower program coupled with Communist rejection of the India truce plan has stalled U.N. diplomatic efforts to break the military stalemate in Korea... Hereford police announced this week that enforcement will start Monday in regard to city traffic violations... Hereford still remained without east-west bus transportation as the Texas-New Mexico bus drivers stretched their strike into 14 days.

10 YEARS AGO

Three topics — the paving of Grand Avenue, water, and the leasing or purchasing of police cars for the city — were the main order of business for the regular meeting of the Hereford City Commission on Monday... Ultimate status of a sugar beet refinery in Hereford remained in doubt Wednesday, despite an announcement that a commitment for 50,000 tons of sugar had been made to the area by the United States Department of Agriculture.

Church Has Party, Gifts

A Christmas party for the 16 recipients of Meals on Wheels was given in Temple Baptist fellowship hall. Sunshine Singers, a church youth group, sang carols and Elida Alonzo read the Nativity story.

The Girls Auxiliary made decorations which were arranged by Mmes. Tommy Crawford and F.R. Eubanks.

Each honoree received a copy of Good News For Modern Man and a gift provided by the Missionary Union and Mrs. Reese Lawson. Fruit baskets were given by Church Women United and Piggly Wiggly Store, and filled by Mrs. Albert Cherry, representing CWU.

Cookies, punch and coffee were served from a decorated table by Tommie and Sammie Cherry and Tammy Anderson. Also assisting were Mmes. Jim Bozeman, Isaias Briones and O.C. Curtisinger.

First and second graders in Temple Baptist Sunday School have made Christmas cards to be delivered with the meals Monday.



SANTA VISITS PLAYSCHOOL — A Christmas event for Jacobson's Playschool was having Santa Claus visit with all the children. Shown here are the children telling Santa what they want for Christmas.

Small Talk

BY SUE COLEMAN
Woman's Editor

GUESTS FROM HEREFORD were included at a party in the home of Dr. and Mrs. Kirk Knott at Amarillo Wednesday evening. Elizabeth and Jim Witherspoon, Ruby and Jay Boston, Ruth and Bob Word went over for the holiday entertainment.

A buffet supper and a happy evening of visiting among friends from Canyon and Amarillo were features, in rooms decked for Christmas to add another pleasant note.

Mrs. Knott is a former Herefordite, who was Margaret Aven before her marriage to Dr. Knott.

A LOT OF HOMES around here are getting crowded with holiday visitors — and nobody cares how crowded when the whole family is getting together.

The Buck Parsons have all their children and families here or on the way, for Christmas at their home northeast of town. Mrs. Sam Cory and her small son, Doug, have been here several days, from Austin.

Cory was due to join them this weekend and so were the Parsons' other daughter, Mrs. Dan Evans of Midlothian, and their son, Lloyd, of Lubbock, with their families.

WHEN IT'S TIME to say "Merry Christmas" to friends, the best way to do it is in person.

But it isn't possible to see everybody that you hope finds joy in the holiday, so the only way is to try the printed word.

Especially I'd like to send best wishes to the many people with whom I often come in contact in my job.

To the reporters from the

"nope", or the polite equivalents.

To all the people with whom I am associated in this intricate, often maddening business of getting the paper out regularly

— co-workers in the newsroom, the ad department, the business office; the "backshop" workers who set our copy, make

corrections, make up pages; the crew at the printing plant who get the papers off the press; the kids in the mailing room and the paperboys who deliver the finished product; even the boss of my department and of the entire paper.

THEN THERE ARE OTHER good friends who have nothing to do with my job, and all those in Hereford whom I know as

they probably know me, not by name at all but as people met in the course of business.

They may know me as "that peculiar customer" and I know them as employees in utilities offices, stores, restaurants, filling stations, all sorts of places where I see them all!"



ENDS BASIC— Pvt. Martin Urbanczyk, son of Mr. and Mrs. C.P. Urbanczyk of Hereford, is home on leave after completing basic training at Ft. Ord, Calif. Pvt. Urbanczyk is a 1971 graduate of Hereford High School.

frequently and come to regard them as friends, nameless as they are.

So it's just as well to quote that familiar poem and sum it up — "A merry Christmas to

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GOOD DEED — The boys of Cub Scout Den 5, Pack 50, shown here, bought Christmas gifts for the VFW's "Toys for Tots" drive instead of exchanging gifts among themselves. From left to right, back row, are Sheldon Johnston, Jeff Coupe and Mike Spangler; front row, from left, Kevin Coupe, Ken Cospér, Rodney Neumayer and Frank Bethune.

U.S. scientists grow human cells in tube

The National Institute of Health in Washington reported recently that five

American scientists have grown human cells in a glass tube in the same density as in a human being.

They developed a circulation network using artificial blood which nourishes and cleanses the cells, enabling them to grow the way they grow in nature, and opening the way to important new studies of cancerous and normal cells.

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Vander Zee Will Speak At Ag Day

Harlan Vander Zee, president of Hereford State Bank and board of directors for NORM, National organization for raw materials, will be a featured speaker at the Oldham County Agricultural Day, Jan. 4.

Mr. Vander Zee will speak on marketing in the day's morning session, beginning at 10 a.m. and continuing through noon. The morning session will feature field crop subject matter, while the afternoon session, from 1 p.m. to 3 p.m., will be devoted to livestock information.

Jimmy Walker, Oldham county Extension Agent, described the planned Agricultural Day as "One of interest and usefulness for everyone." Registration for the sessions will begin at 9:30 a.m.

Mickey Mouse nabbed in New Zealand

An election rally outside the Parliament in Wellington, New Zealand, ended in a brawl recently, resulting in the arrest of Mickey Mouse, 20-year-old leader of the Mad Hatter's Tea Party, and Jesus Christ, 23-year-old drain-laying contractor.

Mickey Mouse admitted disorderly behavior, using obscene language and obstructing police, while Jesus Christ elected to be tried on a charge of unlawfully climbing onto a car.

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The fastest draw in the West

There was always a Christmas eve program at the church and I was expected to perform — sing a song, they called it.

The excitement of performing in public plus the anticipation, during the walk to our home on the outskirts of the little Kansas town, was about all a little boy could endure.

But it wasn't over. I had to go through an almost unbearable bit of excitement produced by my brother, who always had a fine sense of the dramatic.

Santa Claus always visited us on Christmas Eve. Somehow I was always kept interested, by my sister, in something in the kitchen. While we were there, Santa Claus would whisk through the living room.

When I entered from the kitchen the tree would be lit. It was done with candles in holders which clamped to the tree. The tree was ornamented with baubles and gaudy string, about the same as today.

The gifts would be under the tree.

Mind you, all of this was done in a fraction of a second

by Santa Claus. His blinding speed would be described to me by my brother.

The tree decorated, the candles lit, the gifts placed — all in the flick of an eye by a creature that was a mere blur of red and white.

My brother knew because he always tried to capture Santa Claus. He always witnessed the dazzling performance of Santa from the floor in a corner of the room to which he was hurled by the benign but irresistible force of the old elf, who resisted capture.

The story of the Herculean effort to capture Santa was almost enough to make me lose interest in what was under the tree. It was a great story in which there was no hero and no villain. There were adversaries, and I admired both of them — my brother and Santa Claus.

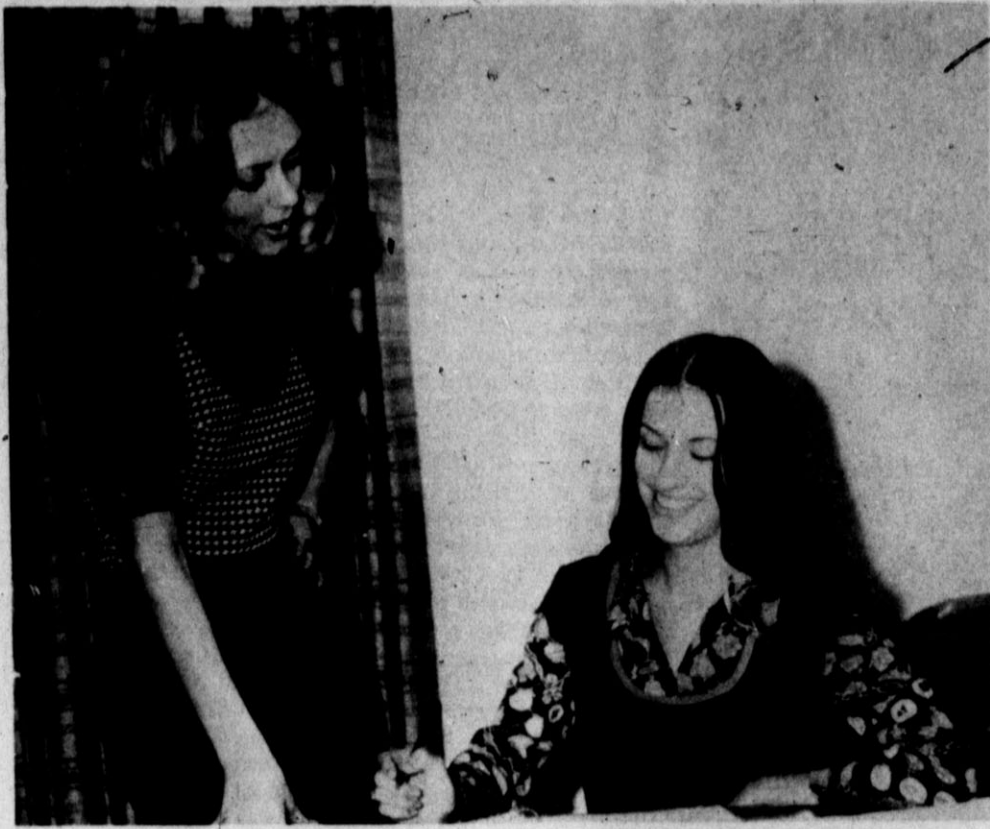
I have always wished Santa had been captured. I wish I could have seen the real, rapid Claus. I knew the one who came around sometimes was an uncle who was fat enough to look the part, in proper wardrobe.

Uncle was not that fast. He couldn't have lit even one candle in the flick of an eye. I saw him light a pipe — scratching the match on his pants leg and all. Pretty slow.

I haven't asked my brother in recent years if he ever captured Santa Claus. He has grandchildren now and I suppose, if he kept trying, he might have done it.

But I believe I would have heard about it if he had.

What he has done, I suspect, is to learn how to be Santa Claus.



VOE STUDENT OF THE WEEK — Vocational Office Education student of the week is Elsa Perez, daughter of Mr. and Mrs. Armando B. Perez of 303 Knight. She is employed at the First Baptist Church as a general office clerk under the supervision of Mrs. Robert Devin. Miss Perez is a senior at Hereford High School and plans to attend Texas Tech University after graduation.

Many Yule traditions born in New England

BOSTON — Remove from the Christmas season the notable contributions made by New Englanders — and the list of "firsts" is a long one — and there would be little left of the joy, magic and enchantment of the universal holiday.

Well known is the fact that Louis Prang in Boston introduced the first religious Christmas cards in the United States in 1874. Also known to most everyone is the fact that the lyrics of the song "O Little Town of Bethlehem" were written in 1865 by Philip Brooks, Episcopal bishop of Boston and that window candles first glowed in a home on Beacon Hill.

But perhaps, less well known, is that Massachusetts claims the first department store Santa Claus, forerunner of the thousands of white-bearded old gentlemen who greet millions of children in shopping centers and stores each year across the nation.

James Edgar of Brockton was the first to appear as Santa Claus in a store. He was the owner of The Boston Store which he opened in 1878 and operated until he died shortly before World War I.

Well-suited for his role at that Christmas season in 1878, Edgar had a snow-white beard, a lusty laugh and round body. Furthermore, the store owner loved children. Legend has it that he would stand on the roof of his store and scatter pennies to children who gathered in the street, delighting in seeing them scoop up the coins.

Each Fourth of July he footed the bill for a picnic in

the park for hundreds of children, hiring every available trolley car to transport the youngsters.

At those outings Edgar dressed in various costumes to amuse the children. He once appeared as George Washington, another time as Uncle Sam and once as an Indian chief.

His costume for his first appearance at Christmas time was that of a clown. This made such a hit that he decided on a different approach for Christmas in 1890. He wore a Santa Claus uniform and for hours wandered through his store talking with children and asking them what they wanted for Christmas.

A writer at the time described the scene, saying, "You can't imagine what it was like. There had always been sketches of Santa Claus but when you went to The Boston Store there he was right in front of you."

"It was like a dream come true, you were actually talking to Santa Claus."

The number of children increased every year and they came from places as far distant as Boston to see their friend, Santa Claus, in person.

Edgar's "act" caught on and before long there were Santa Clauses in stores across

the nation — an American tradition that got its start in a small Massachusetts store.

Probably not generally known is that the famous Christmas poem "A Visit from St. Nicholas" was written by New Englander Clement Clarke Moore of Newport, R.I.

Moore, records show, told his children he would write a Christmas poem for them. Walking from his home to a butcher shop on Christmas eve in 1822 to buy a goose, Moore trudged through the snow and thought about his promise.

Suddenly the words popped into his head and when he reached home he wrote them down, his work becoming one of the best-loved poems of the Christmas season.

And one wonders how many times this poem will be recited to sleepy youngsters before they go to bed on the night of nights this year.

ADAM AND EVIL

A 10-year-old Norfolk, England, girl, asked to describe the fall of man in a religious education class, replied: "This was when Adam ate the forbidden fruit and was expelled from Eton."

Old Santa has help from ghosts, elves

Lady ghosts in Italy, elves in Scandinavia and wooden shoes filled with hay in Holland all have one thing in common — they are part of the ways that people celebrate Christmas around the world.

If you were able to fly around the world on Christmas Eve, you would see dozens of odd and sometimes amusing Christmas sights, ranging from Scandinavian Santas gobbling porridge as they listen for the footsteps of overanxious children to huge candle-lit processions.

Christians of all sects, of course, will be honoring the birthday of Christ at Bethlehem.

An archbishop will lead the traditional procession from

Jerusalem to Bethlehem on Dec. 24. He will carry a statue of the baby Christ, and be flanked by altar boys and singers and preceded by musicians.

Solemn High Mass will then be celebrated at midnight in Bethlehem's Church of St. Catherine.

Roman Catholics will be granted special permission to enter the Greek Orthodox Church of the Nativity, where the site of Christ's birth is marked by a marble and silver star.

Around the world, various countries will be celebrating Christmas in their own ways.

In the United States, the chubby figure of Santa Claus will talk to children in hundreds of department stores, promising them that, yes, he will fly to them with presents, carrying the gifts in a huge sleigh drawn by reindeer.

Over in Holland, Saint Nicholas will bring gifts to all good children who leave their wooden shoes on their doorsteps. There's a catch, though. The shoe must be filled with hay for "Sinterklaas'" horses.

Tomte, an elf, is the Christmas gift-giver in most Scandinavian countries. Tomte

must be appeased with a bowl of porridge left on the doorstep. If he likes the porridge and eats it all, he will give many gifts.

Christmas is nearly three weeks long in Latin American countries. In Mexico, festivities, including many processions, begin on Dec. 16 and continue until Christmas Eve. If you were to fly to Mexico on Dec. 24, though, you wouldn't see any gift-giving. The official date for that is Jan. 6, "Little Christmas" or the Feast of the Epiphany.

Epiphany, according to tradition, is the day that the Three Wise Men visited the Christ Child in Bethlehem.

In Italy, gifts are also distributed Jan. 6 by a mysterious but generous lady spirit called Befana.

In England you'll find kissing under the mistletoe, plum pudding and presents on Christmas Eve. The Twelfth Night of Christmas, though, finds a return of the celebrating complete with games and feasting.

The Christmas tree comes from Germany, where it was originally associated with pagan rites, and you'll find it there still. Martin Luther is credited with lighting the tree to symbolize the light of love which Christ brought to the world.

And from Austria comes one of the most beautiful of Christmas carols, "Silent Night, Holy Night." Merry Christmas.

Delinquency study probes environment influence

Crowded housing conditions, low family incomes and other similar social factors do have a connection with juvenile delinquency, according to Prof. Gosta Carlsson of Stockholm, who made an investigation among hundreds of boys in the 11-15 age group, but this connection is not at all as strong as has been supposed.

His conclusion was that it is impossible to define any specific condition which would constitute such a high risk that those who grow up in it are "predestined" to fall into criminal behavior.

A tree grows in New York

When David Rockefeller, chairman of Chase Manhattan Bank, wanted something really impressive in front of the bank's headquarters, he commissioned Jean Dubuffet to design his largest outdoor sculpture.

The black and white concrete, steel and aluminum work sheathed in glass fiber was created in the artist's studio near Paris and shipped to New York in pieces due to its great size — it is 42 feet high and weighs 25 tons.

BUS BOYCOTT

On Dec. 5, 1955, Negroes in Montgomery, Ala., led by Rev. Martin Luther King Jr., began a boycott of city buses.

Merry Christmas

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It's Time To Make Those New Resolutions

It's almost that time of the year again when people all over the country sit down to write their New Year's resolutions. Or if we don't do that, we at least think about ways to improve the quality of our lives and attempt to accomplish certain goals. Texas health officials urge you to place "good health resolutions" at the top of your list this year.

Here's some thoughts - on resolutions for you and your family, from the Texas State Department of Health.

Promise to give your body at least as good care as you give your car. Periodic examinations are the best way yet devised to detect bodily disorders while they can still be treated successfully, so let your doctor look you over thoroughly at least once a year whether you're ailing or not. Make it twice yearly if you're middle-aged.

Dental troubles may not kill you, but sometimes they can

make you wish you were dead. So check in regularly with your dentist, too.

If you are putting on weight, resolve to start passing up the candied yams, boiled potatoes and the cream-filled tidbits which almost invariably spell extra pounds and perhaps an early demise.

Too much weight contributes to high blood pressure, and may be associated with hardening of the arteries and various forms of heart disease. Also, it means impaired vigor, greater surgical risk and greater danger from otherwise minor illnesses.

A good, approved exercise regimen will keep your body in shape, tone up your heart muscles and put the spring back into your step. There are many pursuits which people of all ages may undertake in order to get the needed exercise. While jogging might be all right for some, brisk walking may be recommended for others.

The statistics linking smoking to cancer and heart disease continue to pile up, and it is tougher and tougher to rationalize the habit. If you still smoke, now's the time to quit. Resolve also to impress the health hazards of smoking on the minds of teenagers in your home.

When driving, consider that every other car is being driven by a madman, and when walking trust motorists only as far as you can see them. Never mix drinking and driving. Most vehicle deaths stand far above accidental deaths of all other types.

Resolve to take full advantage of every advancement in medical science aimed at benefiting you and the family, but always on competent medical advice. Start by checking the immunization records of your entire family as a safeguard against diseases and their complications. Remember, certain immunizations are now required by state law for all school children.

Getting plenty of sleep is another resolution which will be of benefit. In the rushed-up pace of modern living, an individual may overlook the importance of rest. But it is essential if your body is to recharge itself after a day of activity.

Nutrition goes hand in hand with proper rest. To provide your body with the essential nutrients to make it function properly and most efficiently, proper diet is necessary. Our stores are crammed with different, tasty and nutritious foods, so resolve to put the proper ones on your table.

Promise to obey local and state laws pertaining to health protection. For example, if your town has a dog leash law, adhere to it. It is a public protective device and you are the public. If you own pets, be certain they are kept in good health.

Last but vitally important, give an occasional thought to such awesome problems as water conservation, pollution abatement, juvenile delinquency, drug abuse and the growing number of elderly people in our society. Lend your support as a responsible citizen to community efforts to solve them.

Your health should be of great concern to you. So get the good health habit by putting some healthful resolutions to work. You'll be happier, live longer and enjoy life more.



ICT STUDENT OF THE WEEK — Eluterio Mariscal, Jr. is this week's Industrial Cooperative Training student of the week. He is the son of Mr. and Mrs. Eluterio Mariscal of 419 Ave. C. A senior in Hereford High School, he is employed at Boyd's Machine Shop under the supervision of Eddie Whitehorn. After graduation, he plans to attend college.

Service To Manor Is Cited At Dinner

A Christmas dinner Thursday evening in the garden room of Kings Manor retirement home honored Ola Davis, who has been supervisor at Kings Manor since its opening and is retiring at the end of this year. Mrs. Davis was presented a plaque for ten years of service.

The inscription on the plaque read "Presented to Ola Davis in sincere appreciation and

Party Is Given For Husbands

Husbands were honored as special guests at the Young Mother's Study Club at their Christmas party Wednesday evening.

The party was in the home of Mrs. Jim McDowell, with Mrs. Robert Devin, Travis McPherson and Burl Spears assisting as hostesses.

Party bridge was played by Messrs. and Mmes. Bud Thomas, Eldon Howell, Harvey Milton, Jerry Tisdale and Chesley Johnston, the hostesses and their husbands.

The Army Green

Sgt. Charles Barton
U.S. Army Recruiter
317 E. 3rd Amarillo
Call Collect 376-5151-Ext. 2182

High school seniors across the country are applying for 1,000 four-year ROTC scholarships the Army will award to students entering college in the fall of 1973.

Once a student is selected he or she may use it at over 290 accredited colleges and universities offering the four-year Army ROTC program. The scholarships cover complete tuition, textbooks and laboratory costs, and in addition, provide the student with a \$100 monthly subsistence allowance for up to 10 months during the academic year. Based on current college costs, each scholarship is worth over \$11,200 for four years.

Applying high school seniors must:

- Be 17 years of age by October 1 of the year in which the scholarship begins.
- Be able to complete all requirements for a commission and a college degree, and be under 27 years of age on June 30 of the year in which they become eligible for appointment of officers.
- Serve as an active duty Army officer for four years following college graduation.

Selection is generally based on academic excellence, extracurricular activities, physical standards, Scholastic Aptitude Test or American College Testing Program results and evaluation of motivation and leadership potential as determined by a board of officers.

Applications may be obtained by writing to Army ROTC-RP, Ft. Monroe, Va. 23351.

When Lieutenant Colonel Hal H. Gibson, commanding officer and conductor of the U.S. Army Field Band stepped to the bandstand during a recent tour of Disney World he didn't know what to expect.

He suddenly found himself

confronted by the resident host of Disney World — Mickey Mouse, standing live and in color right next to him on the bandstand.

Mickey presented Lieutenant Colonel Gibson and all of his men with something they certainly hadn't expected — official Mickey Mouse watches.

Five soldiers from the 7th Transportation Group, Ft. Eustis, Va. volunteered to clean up the Yorktown Beach in Virginia recently.

The project lasted a full day and resulted in the removal of several truck loads of seaweed from the beach area. The seaweed had been strewn ashore by pounding storms and high tides which have clawed coastal Virginia.

Several of the men explained their reasons for volunteering; Sgt. Bob Chinen: "I just saw it as an opportunity to enhance our relations with the community." Specialist Four Bobby Savid: "Even though I only have 72 days left in the service, I consider myself a part of this community and I wanted to do my share to improve the ecology and appearance of this area." And Staff Sgt. Ray Laney: "The beach here is so beautiful, it was really a shame to see it cluttered up. I'm just glad to get the chance to help restore it."

In an effort to show the community's appreciation, the proprietor of Nick's Seafood Pavilion treated the men to an elaborate dinner.

When did the concept of the bugle call for retreat and reveille begin?

In the 11th century with the Christian crusades to recover the Holy Land from Islam.

This week's schedule is a busy one. We expect to be at Hereford on Tuesday and Thursday from 10 a.m. to 5 p.m. at selective service board Tel. 364-1897. Of you've got some questions about Today's Army or would just like to talk, drop by and visit. Remember, too, that our offices are located at 317 E 3rd Ave. Amarillo Tx. 79101. We're there every day from 8 a.m. to 5 p.m. and can be reached by calling 806-376-5151 Ext. 2182 collect.

Season's Best

Sending wishes your way for a Christmas that's everything you want!

FARM DISCOUNT LUMBER SUPPLY AND ALL THE EMPLOYEES

HWY 385 SOUTH HEREFORD, TEXAS

Marriage Announced

Mr. and Mrs. Owen Seamands, 147 North Texas, announce the recent marriage of their daughter, Kay, to Steve Shraiberg of Denver.

The couple will make their home in Denver.

Holiday Greetings

TO EACH AND EVERY ONE OF OUR MANY CUSTOMERS, WE EXTEND SINCERE GREETINGS.

FOXWORTH-GALBRAITH
LUMBER COMPANY OF HEREFORD and all the employees

234 E. 2nd. Phone 364-1224

wishing you cheer

WE WISH TO EXTEND OUR SINCERE THANKS TO OUR FRIENDS AND CUSTOMERS FOR THEIR LOYAL PATRONAGE.

FARR BETTER FEEDS

PROGRESSIVE ROAD 364-3890

Greetings

We hope that your Christmas will be a merry one, bringing you the best of everything.

from Chris, Robert, Terry, & Staff

TORO TRUCKING AND TRAILERS

127 MILES 364-5227

TO ALL OUR FRIENDS AND PATRONS, WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO WISH YOU A VERY

MERRY CHRISTMAS and a **HAPPY NEW YEAR!**

CONTINENTAL GRAIN CO.

101 S. LEE 364-2366



tired Santa... CLEAN SWEEP SALE

STORE HOURS:
WEEKDAYS-
8:00 a.m. til 9:00 p.m.
SUNDAYS-
9:00 a.m. til 7:00 p.m.

WE RESERVE THE
RIGHT TO LIMIT
QUANTITY

TIRED OF TURKEY?
TRY FURR'S
PROTEN STEAK
STEAK
RIB, ROUND SIRLOIN
FURR'S PROTEN
LB. **98¢**



NAVEL ORANGES
CALIFORNIA SUNKIST
4 LBS. \$1.00



CHUCK STEAK
STEAK FURR'S PROTEN, LB. **69¢**

GRAPEFRUIT RUBY RED, TEXAS FINEST **8 LBS. \$1.00**
TEXAS ORANGES SWEET AND JUICY **5 LB. BAG 49¢**
FANCY GREENS MIX OR MATCH MUSTARD, COLLARD OR TURNIP, EA. **2 FOR 39¢**
LEMONS CALIFORNIA SUNKIST LB. **29¢**
PASCAL CELERY LARGE STALKS, EA. **25¢**
CABBAGE TEXAS FANCY GREEN, LB. **10¢** **PEARS** D'ANJOU WASH. STATE **4 LBS. \$1.00**

GROUND BEEF

FRYERS
FRESH DRESSED WHOLE, LB. **29¢**

FURR'S PROTEN FRESH GROUND LB. **69¢**

FRESH FRYER PARTS
BREASTS ALL WHITE MEAT LB. **69¢**
THIGHS JUICY DARK MEAT LB. **59¢**
LEGS CHILDREN'S CHOICE LB. **59¢**

RANCH STEAK FURR'S PROTEN LB. **79¢**

GREEN BEANS FOOD CLUB CUT, NO. 303 CAN **5 FOR \$1.00**

SHORTENING GAYLORD 3-LB. CAN **59¢**

MARGARINE GAYLORD QUARTERS, LB. **5 FOR \$1.00**

EGGS FARM PAC, USDA GRADE A, LARGE, DOZ **61¢**

GREEN BEANS DEL MONTE WHOLE 303 CAN **29¢**

TOWELS TOP CREST 162 CT. ROLL **4 FOR \$1.00**

MEAL FOOD CLUB WHITE OR YELLOW, 5-LB. BAG **49¢**

PEAS KUNER'S CREAM, CROWDER, PURPLE HULL OR BLACKEYE NO. 300 CAN **5 FOR \$1.00**

PORK and BEANS FOOD CLUB NO. 300 CAN **2 FOR 25¢**

TOMATO JUICE DEL MONTE 46 OZ CAN **29¢**

CORN FLAKES FOOD CLUB 18 OZ PKG. **35¢**

Frozen Food Favorites

POTATOES GAYLORD, FRENCH FRIED, 5-LB. **89¢**

MELLORINE FARM PAC ASS'T. FLAVORS 1/2 GAL **29¢**

CUT OKRA TOP FROST FRESH FROZEN 20 OZ PKG. **59¢**

CORN GAYLORD WHOLE KERNEL FRESH FROZEN, 24 OZ PKG. **39¢**

TAMALES GEBHARDT'S NO. 2 1/2 CAN **3 FOR \$1.00**

UNDERWOOD'S DEVILED HAM, 4 1/2 OZ. 53¢
CHICKEN SPREAD, 4 1/2 OZ. 55¢
CORNED BEEF SPREAD, 4 1/2 OZ. 53¢

KEEBLER'S TOASTS RYE, WHEAT, SESAME, BACON CHEESE OR ONION, PKG. **49¢**

POTATO CHIPS FARM PAC TWIN & DIP-N-CHIP **39¢**

DOUBLE GOLD BOND STAMPS ALL DAY TUESDAY AND WEDNESDAY WITH \$2.00 PURCHASE OR MORE!

SUGAR SUBSTITUTE WEIGHT WATCHERS 5 OZ. **67¢**
8 OZ. **99¢**

WOOD PANELING KLEEN GUARD 14 OZ. **89¢**

FURNITURE POLISH KLEEN GUARD 10 OZ. **44¢**

DRY MILK WEIGHT WATCHERS PKG. **\$1.02**

SALT FOOD CLUB PLAIN OR IODIZED 26 OZ. BOX **9¢** **BOUILLON** BEEF, CHICKEN, ONION WEIGHT WATCHERS PKG. **32¢** **SUGAR TWIN** SUGAR SUBSTITUTE 2.85 OZ. **45¢**

JOHNSON'S DIAPER LINERS BOX OF 60 **89¢**

TOPCO BABY SHAMPOO 16 OZ. **49¢**

DENTURE CLEANSER EFFERDENT TABLETS, 60's **\$1.28**
VICKS FORMULA 44 6 OZ. **\$1.65**
O.J.'s BEAUTY LOTION 6 OZ. **69¢**

BABY OIL TOPCO 16 OZ. **49¢**

MOUTHWASH LISTERINE 14 OZ. **69¢**

SHAMPOO HEAD and SHOULDERS 5 OZ. JAR **\$1.25**

VITAMINS TOPCO VALIANT MULTIPLES 100's **49¢**

RHINALL NOSE DROPS 1 OZ. SIZE **79¢**



ALLADINWARE PLASTICS
Graduated 2 Qt. Pitcher, White with Asst. Color Lids, Reg. 79¢...59¢
"Bigger 'N' Gallon" Server, 4 Qt. 7 oz. Reg. \$1.49...89¢
12 oz. Jumbo Stack Mug, Asst. Colors, Reg. 29¢ Each, Now...6 for 88¢
10 oz. Beverage Server; Screw on lid with side spout, Reg. 1.00...69¢
Texas Size Hi Heat Styrene Tumbler, 30 oz., Asst. Colors, Reg. 59¢...4 for \$1.00
22 oz. Large Cereal Bowl, Asst. Colors, Reg. 29¢ Each...6 for 88¢

SHOP Furr's MIRACLE PRICES

17
TOP
FAVORITES

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Fun!"

5
PAGES
FULL COLOR

SUNDAY, DECEMBER 24, 1972



Prince Valiant
IN THE DAYS OF KING ARTHUR
BY HAL FOSTER

Our Story: THE VIKINGS DO NOT FEAR DEATH; TO FALL IN BATTLE FACING A FOE ASSURES AN ENTRANCE INTO VALHALLA, THE NORTHMEN'S PARADISE.



AFTER MONTHS OF SEPARATION, PRINCE VALIANT HAS BUT A MOMENT TO SEE HIS FAMILY TO SAFETY WITHIN THE CASTLE, THEN HE STRIDES INTO BATTLE.



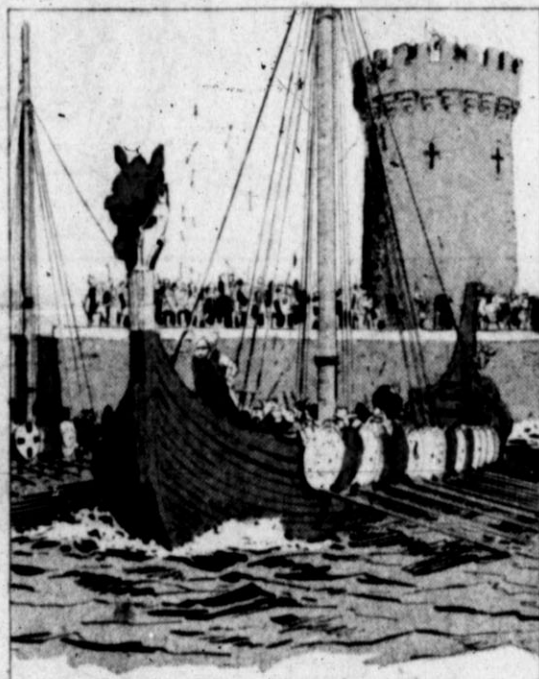
FIRST COMES A SHOWER OF SPEARS, THEN THE TERRIBLE THROWING AXES MAKE A SHAMBLE OF THE FRONT LINE OF DEFENDERS. NOW THE VIKINGS STAND BEHIND THEIR SHIELD-WALL WHILE THEIR COMRADES LOOT AND BURN THE SHIPPING.



PRINCE ARN GIVES THE CAPTAIN OF ARCHERS A PLAN. IN A BOAT THEY ROW TO THE MOLE BEHIND THE VIKINGS AND LOOSE A SHOWER OF ARROWS. IT IS A DISGRACE FOR A BERSERKER TO BE WOUNDED IN THE BACK. THEY TURN TO FACE THIS NEW MENACE.....



.....THE SHIELD-WALL IS BROKEN AND WITH SHOUTS OF TRIUMPH THE DEFENDERS SURGE FORWARD AND THE ROUT BEGINS.



THE DRAGON SHIPS SAIL AWAY WITH THEIR PLUNDER AND THEIR WOUNDS MOURNING LOST COMRADES. ANOTHER DAY, ANOTHER RAID, IT IS THE NORTHMEN'S WAY.



FROM AMONG THE SLAIN, ONE YOUNG VIKING SLOWLY STAGGERS TO HIS FEET, CLINGING TO THE WALL FOR SUPPORT.



"I AM BOLTARSON, SON OF BOLTAR THE SEA KING. WHO DARES CROSS SWORDS WITH ME?"

NEXT WEEK—Old Friends



BLONDIE
BY CHIC YOUNG

I'M DYING TO TRY OUT ALL THESE SPECIAL ATTACHMENTS FOR MY NEW VACUUM CLEANER



WILL YOU GET UP AND LIFT THE SOFA, DEAR, SO I CAN VACUUM UNDER IT?



THAT'S FINE—NOW LIFT THE OTHER FOOT



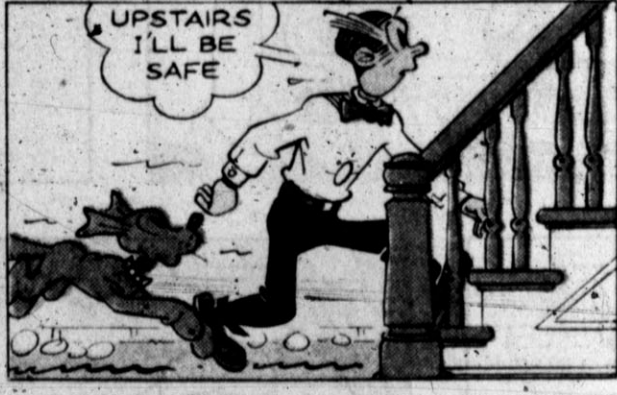
NO USE TRYING TO TAKE A NAP WHILE THAT STORM IS RAGING



NOW LET ME TRY THIS ONE FOR CHAIRS AND DRAPES



UPSTAIRS I'LL BE SAFE



THIS IS THE ATTACHMENT FOR STAIR CARPETS



THE BATHROOM IS MAN'S LAST REFUGE FOR PEACE AND QUIET



AT LAST... PEACE



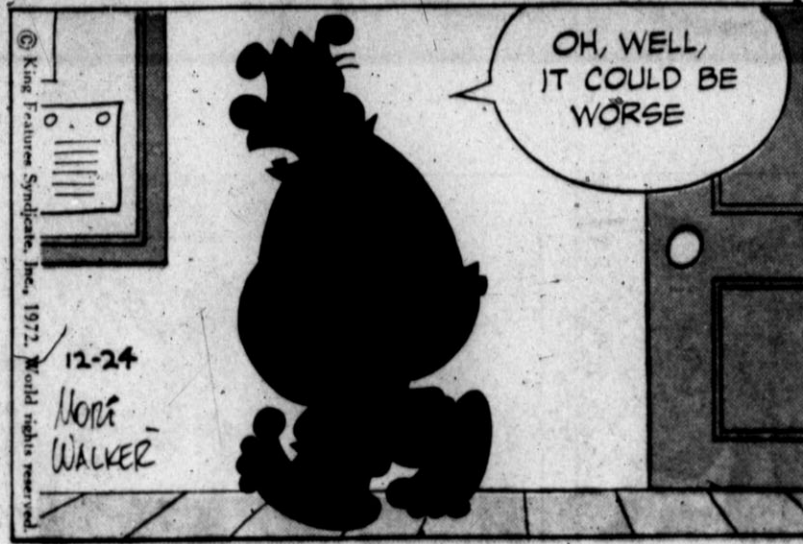
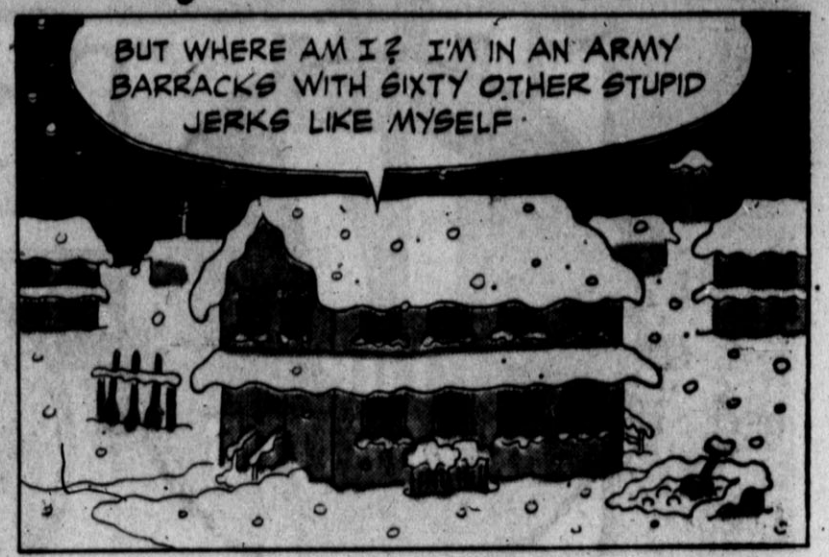
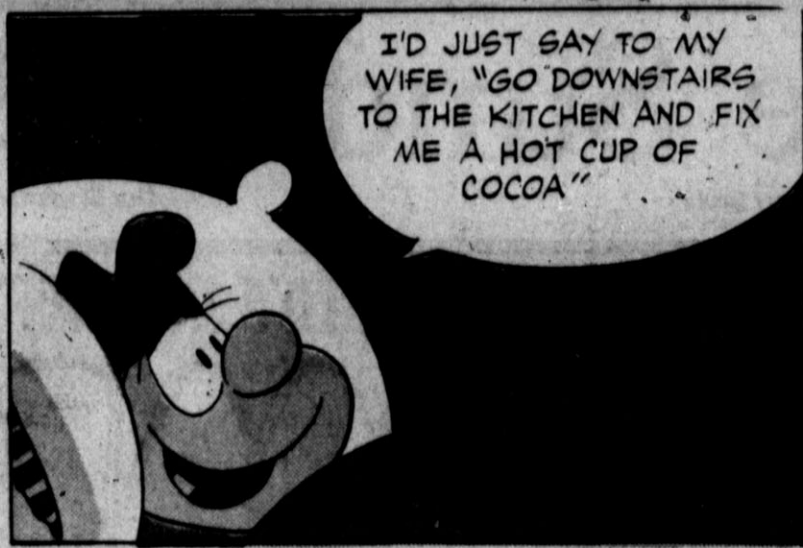
IT EVEN HAS AN ATTACHMENT FOR TILE BATHROOM FLOORS!



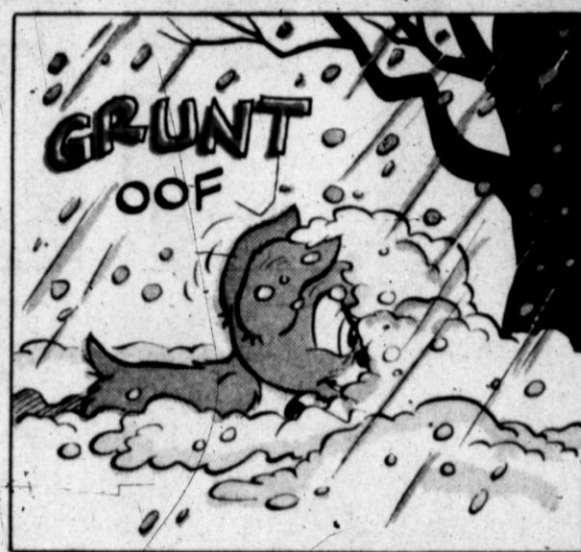
MAKES A FELLOW LONG FOR THE GOOD OLD DAYS WHEN WIVES JUST HAD BROOMS

beetle bailey

by mort walker

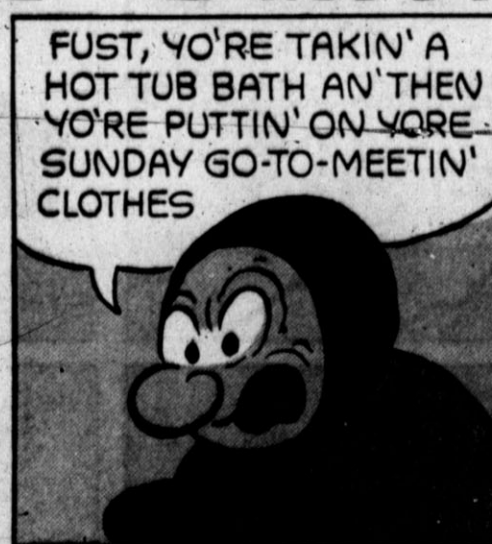


WALT DISNEY'S SCAMP



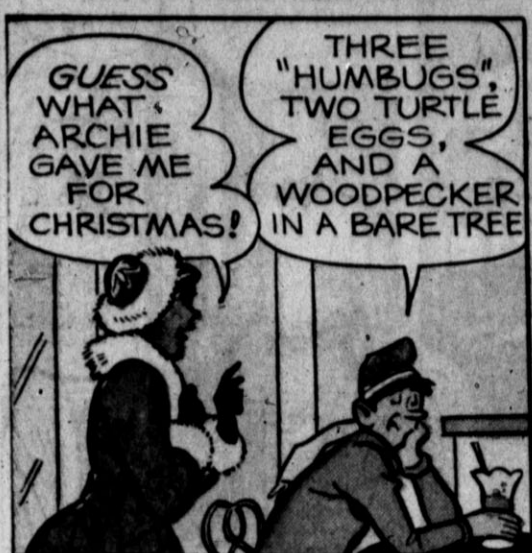
BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL



ARCHIE

by BOB MONTANA



THREE "HUMBUGS", TWO TURTLE EGGS, AND A WOODPECKER IN A BARE TREE

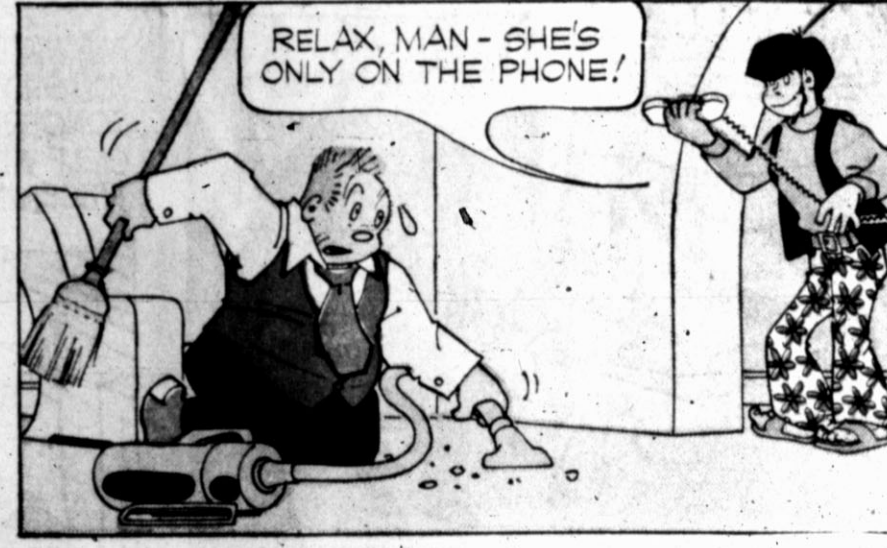


I GOT ONE, TOO! HE MUSTA GIVEN OUT A DOZEN!



BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



Hi and Lois

by MORT WALKER and DIK BROWNE





PONYTAIL BY LEE HOLLEY



Letters from Heloise

DEAR FOLKS:

Well, here it is Christmas Eve... bet you thought you'd never make it, what with all the shopping, cooking and cleaning, but you did, didn't you?

So come on, take a nice long look at that lovely clean house, 'cause this time tomorrow, heaven knows what it will look like.

But who cares—just kick



up your heels and enjoy it—after all Christmas comes but once a year so forget about the house for a day and join in the fun.

And now, from the very bottom of this tired but happy

old heart, I want to wish each and every one of you a blessed Christmas. May you spend it with the ones you love most and may Santa bring you everything your little old heart desires.

A God Bless to each and every one of you...

Heloise

LETTER OF LOVE

I read your column every day and thoroughly enjoy it.

Friday I read your suggestion of adding the yeast, water, lemon juice and milk to your package of cake mix. I had a package of chocolate cake mix. I made it per directions for our Sunday dinner.

It really was good. Light, moist—and so good—as the empty cake pan will testify!

Thank you for brightening our days and making life a bit more bearable and pleasant. I'm speaking for the many people who enjoy you but never write. How did we ever get along without you?

Jennie Kozak

LET'S PLAY STORE

DEAR HELOISE: I would like to share this idea for girls who play with dolls.

Take a piece of folded cloth, cut a long strip of it. Cut some cardboard or poster board. Wrap the cloth around it.

It makes a bolt of material for your doll. Make several and you have your store.

Sheila Bradford
Age 10

PANCAKE SPECIAL



DEAR HELOISE: When I make pancakes for my family, there are always some left over.

I put them in a plastic bag and place them in the freezer. When ready for pancakes again, just pop into toaster (medium setting) and presto!

hot cakes, with butter and syrup.

Kathy Shriver

THANK YOU, LOUI

DEAR HELOISE: I've been using this idea for years and thought I'd pass it along for the benefit of some of our readers.

I wash and reuse plastic bags, as many of us do.

But after they're dry, this is an easy way to fold them: Fold the bag lengthwise first, then fold into halves, thirds or fourths, whichever size makes it fit better into the container you keep them in.

I keep mine in an aluminum foil pan that ~~is~~ ^{square} cake came in. The length and depth of the pan is just the right size for the bags, and in this pan they stay neat on my cabinet shelf.

Folding them lengthwise first, then down, is the trick that takes all the air out of them automatically.

They'll be nice and flat every time.

Just remember to keep the

plastic bags out of the reach of small fry, as you know how dangerous they can be in a child's hands!

Miss Lou

WHO'S ALL WET?

DEAR HELOISE: I have found this an easy and enjoyable way to take care of our trading stamps.

I keep the coupon books in the drawer of the spice cabinet which I have near my kitchen sink.

When I want to put the stamps in the book, I run water in the sink and let the water run off... then I drop the stamps glue, side down in the sink (only a few stamps at a time). Then I pick them



up and place them in the book. They have just the right amount of moisture on them.

Sometimes I press the stamps on the bottom of the sink to make sure they are wet all over.

Be sure to have the stamps separated in the amounts needed for the page or space before you drop them in the sink.

A Great-Grandmother

CONTAIN YOURSELF!

DEAR HELOISE: The problem of odors that linger in plastic containers after they have been washed and left uncovered has bugged me for quite some time.

After many trials and errors I have come up with this simple method to make those containers useable again.

Simply cut a piece of newspaper and stuff it in the container. I put a few drops of water on the paper. Put the cover on tight and set it aside for a few days.

Remove the cover and wash the container thoroughly and all odors will have disappeared.

Mrs. Lawrence Smith

CASTING NEWS

DEAR HELOISE: Recently while staying with a friend and finding with a broken arm, I came up with the idea of a slipcover for the cast to keep it from getting dirty.

Since my friend makes her own clothes, it wasn't difficult to find some pretty, gay prints, which I fashioned into covers!

Naturally, these covers attracted a great deal of attention and the final one did even more.

She went to a wedding with

the cast in a slipcover which matched her dress!

Her doctor was amazed at the cover and even tried to be very careful in removing it when he adjusted the cast, so it could be replaced.

Lucile Barry

IT MEASURES UP!



DEAR HELOISE: Measuring butter or any solid shortening was always a messy job—craming the shortening into the cup, then scraping it out. Not to mention washing that greasy cup!

Now I fill a measuring cup with water, leaving only the measure I need for the shortening.

Example: for one-third cup of shortening fill a one-cup measure two-thirds full of water. Drop the shortening in blobs until the water reaches level with the one-cup mark.

A pint-sized measuring cup is handy for measuring one cup of shortening.

No more scraping, no more messy cups!

Mrs. Garrett Morrison

LITTLE IODINE



GOOD PUBLIC RELATIONS IMAGE—MY PLAYING SANTA TO THE EMPLOYEES' CHILDREN, HENRY

IT WAS IODINE'S IDEA, SIR...



THIS WILL COMBAT THE STORIES THE MALCONTENTS SPREAD ABOUT MY BEING CHEAP!

IODINE'S THINKING, EXACTLY, SIR!



THIS IS SURE COSTING ME A BUNDLE... OKAY, BRING ON THE KIDS...



HO HO HO! WELCOME, CHILDREN! HO HO HO!

HELLO, DADDY... IT'S GOING GOOD



IN A ONE HORSE OPEN SLEIGH... AND NOW TO GIVE OUT THE PRESENTS!

AND NOW TO GIVE OUT THE PRESENTS!



WE'VE MADE HIM OVER! THEY'LL BE CALLING HIM BIG-HEARTED BIGDOME NEXT...



OH... JUST ONE THING BEFORE YOU OPEN YOUR PRESENTS...



...DON'T TEAR THE PAPER. WE CAN PUT IT AWAY AND USE IT AGAIN NEXT YEAR...

WELL... BACK TO THE DRAWING BOARD!

FLASH GORDON

by DAN BARRY



FLASH! DALE! LOOK OUT! AVALANCHE!

ON AN UNEXPLORED SLOPE OF THE ANDES...



...A SKI HOLIDAY TURNS TO DISASTER FOR FLASH, DALE, AND THEIR GUIDE, ANTON!

HURRY! CROUCH! BACK ON YOUR HEELS! SCHUSS!



ANTON! I CAN'T... THIS WAY, DALE!

FLASH! TAKE COVER!



IT'S ROLLING BY! BUT DON'T MOVE! THERE COULD BE ANOTHER SLIDE!



I'LL RADIO FOR THE COPTER! WE'VE HAD ENOUGH SKIING FOR TODAY!



THIS ISN'T AVALANCHE SEASON! IT'S TOO COLD! WHAT SET IT OFF?

ANTON! HAVE A LOOK! WE'RE NOT THE FIRST ONES TO DISCOVER THIS SLOPE!

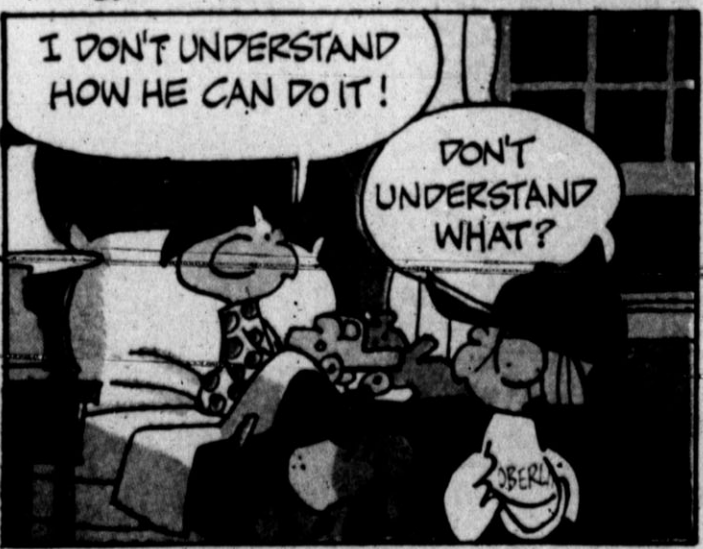


BEFORE WE DIVE AGAIN BE SURE THEY WERE BURIED! THERE MUST BE NO LEAKS!

WILL DO, MISS GUDRUN!

TIGER

by BUD BLAKE



I DON'T UNDERSTAND HOW HE CAN DO IT!

DON'T UNDERSTAND WHAT?



I DON'T UNDERSTAND HOW SANTA CLAUS CAN SIT IN THAT STORE ALL WEEK ANSWERING QUESTIONS



AND THEN LOAD UP ALL THAT STUFF ON HIS SLED...



AND STEER THOSE REINDEER THROUGH THE SKY AT NIGHT



AND LAND ON ALL THOSE ROOFS AND LIFT THAT BIG BAG...



AND CLIMB DOWN ALL THOSE CHIMNEYS AND FILL UP ALL THOSE STOCKINGS!



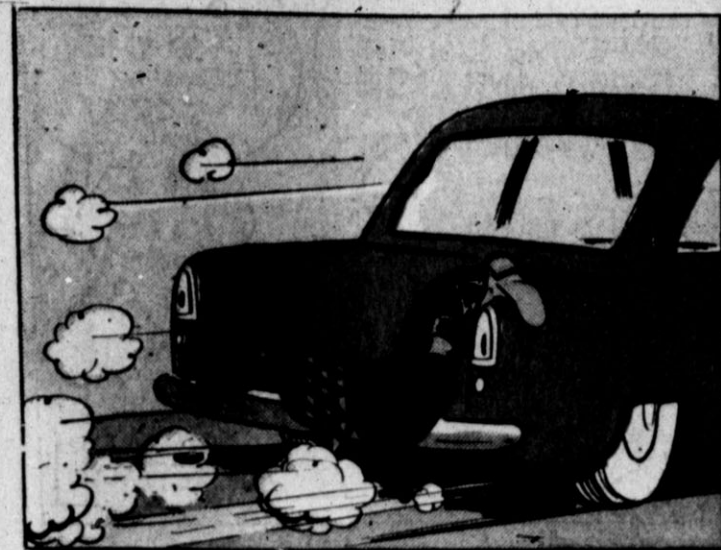
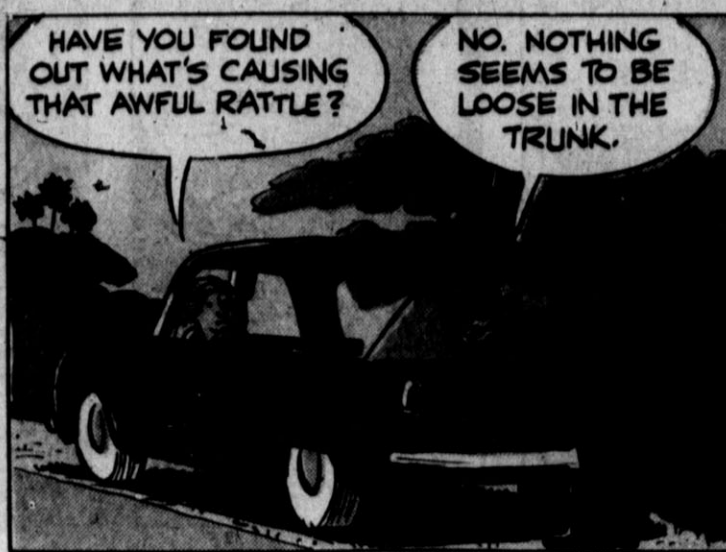
WHAT PART DON'T YOU UNDERSTAND?



HOW HE CAN KEEP UP ALL THAT HO-HO-ING!

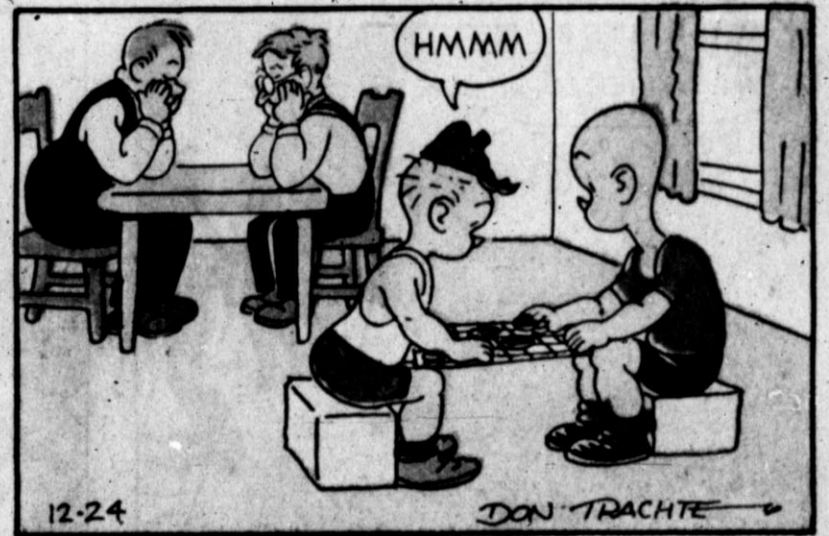
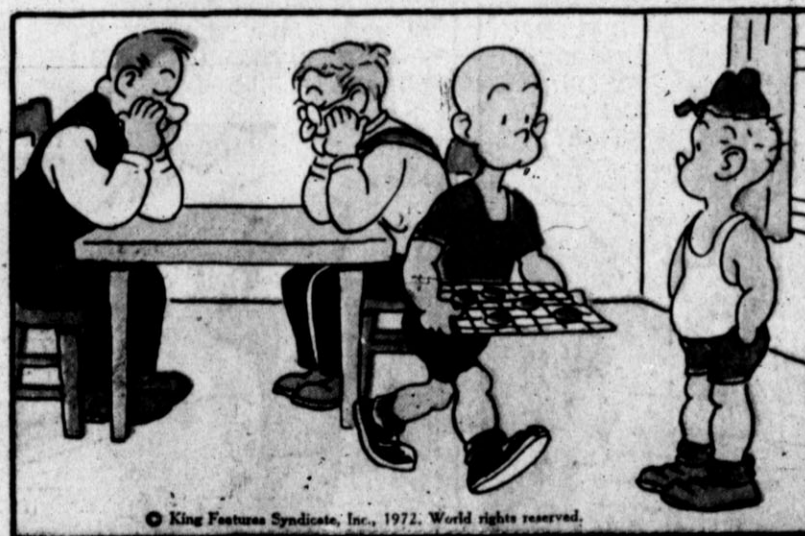
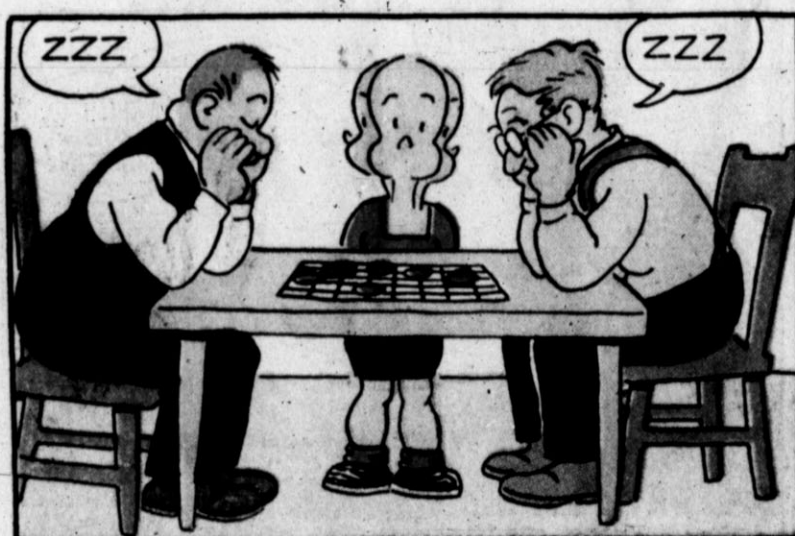
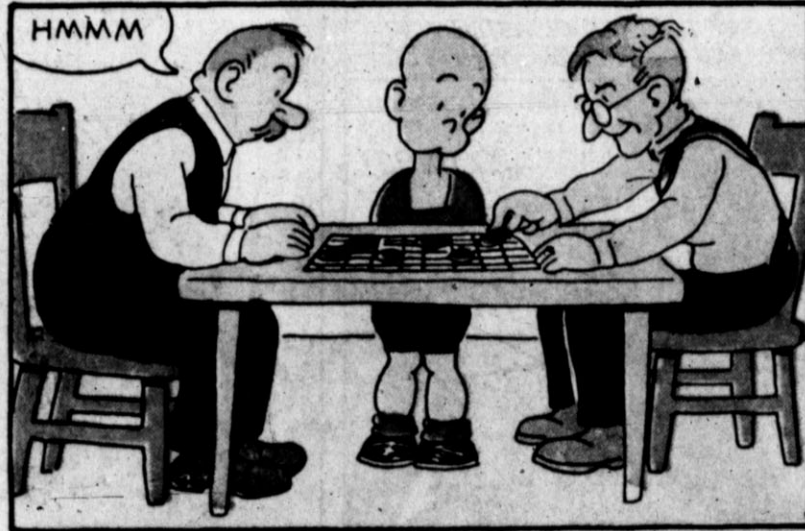
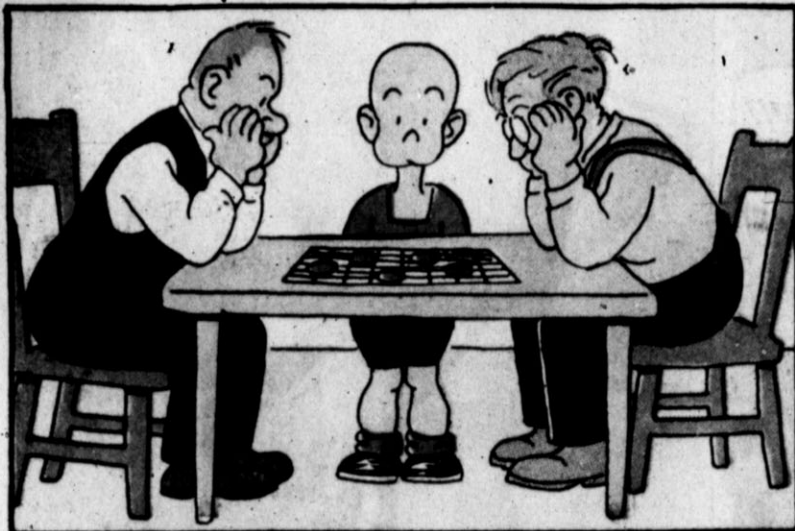
BUZ SAWYER featuring his pal Rosco Sweeney

by ROY CRAME



HENRY

by DON TRACHTE



HOCUS-FOCUS



CAN YOU TRUST YOUR EYES? There are at least six differences in drawing details between top and bottom panels. How quickly can you find them? Check answers with those below.

Hal Kaufman's JUNIOR WHIRL



MAGIC SLED! Color Santa's sled, at right, red. Focus your eyes on the black dot. After a minute or so, raise your eyes to the ceiling. Sled's silhouette will appear in green. Save diagram for party.

Fill blanks: A dime and a nickel sat on a fence; the _____ fell off. The _____ had more sense.

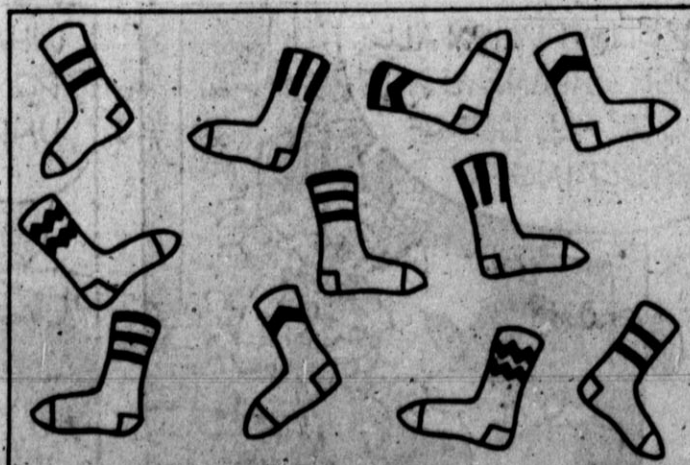
One day Santa discovered there was a time when 10 plus 3 equaled 1. When was that?

Two timely words may be formed of the letters-CHARMS TRY ME SIR. What words?

SANTA'S DREAM! In a unique dream after playing several games of pool, Santa envisioned 15 cylindrical Christmas ornaments racked up in the formation above. Nine of the ornaments bore numbers and six bore decorative bands.

Interestingly enough, Santa discovered that the banded bulbs represented the numbers 5, 7, 8, 12, 14 and 15, and that by inserting these numbers in appropriate places, the three bulbs at center and five on each side totalled 34.

Just for fun, see if you can insert the six numbers correctly.



SOCK MIXUP! Eleven socks—enough to make five pairs and one over—are shown above. How quickly can you find the odd one?



A CHILD IS BORN... Add these colors above: 1-Red. 2-Lt. blue. 3-Yellow. 4-Lt. brown. 5-Flesh. 6-Lt. green. 7-Lt. purple. 8-Dk. purple. 9-Black. 10-Dk. blue. 11-Dk. brown. 12-Maroon.

SPELLBINDER!

SCORE 10 points for using all the letters in the word below to form two complete words:

CREATION

THEN score 2 points each for all words of four letters or more found among the letters.

Try to score at least 50 points.