

# United Way Campaign Begins Here

The Hereford United Way Campaign officially begins Monday with a planned goal of \$50,925.

The campaign is expected to last only two weeks and will be divided into 10 participating agencies. More than 65 per cent of the United Way fund this year is earmarked directly for local youth organizations.

Officials have announced that less than 10 per cent of the funds will leave Hereford, and then with part of that 10 per cent going to Hereford residents.

The fund has been divided into seven basic areas to aid local residents in contributing. The areas include Public

with Jake Webb as chairman; Professional, Tom Burdett, chairman; Business, Charles Skinner, chairman; Wholesale services, Cleo Corlis, chairman; Financial, J. Pat Malone, chairman; Utilities, Mike Patrick, chairman and Agricultural with Wanda Hoover as chairman.

PRESIDENT of the Hereford United Way this year is Mike Patrick and Lynton Allred will be the general campaign chairman. Heading publicity is Mrs. Marc Hoelscher.

Breakdown of local agencies to receive funds are: Camp Fire Girls, 21 per cent; Children's Rehabilitation, 1 per cent; Boys Baseball, 13 per cent; Boy Scouts, 18 1/2 per cent; Big Brothers and Big Sisters of Hereford, 13 per cent; Council on Alcoholism, 3 per cent; Red Cross, 19 per cent; Salvation Army, 8 per cent and USO 1 per cent. Other funds

appropriated are for the Texas United Way, one-half per cent and two per cent for local expense.

KICKOFF breakfast for workers of the campaign was held Thursday morning in which all workers, received UW packets. The breakfast, held at Dickie's, was sponsored by the First National Bank.

"It is good to see all you interested in something good for Hereford," said Mike Patrick, president; "I feel like we can make the goal this year and have something good for all the agencies."

Officials showed the workers a film presentation of United Way Agencies titled "People Helping People."

GUEST SPEAKER at the kickoff breakfast was the Rev. Gene Brink, minister of the First Christian Church.

"You've been asked to do your town a favor," Rev. Brink said. "But that's all right because Hereford has been good to you. Business, schools and just about everything is progressing well here."

"I can't believe that Hereford doesn't care."

The Rev. Brink asked the workers to do themselves a favor. "Make your call now. People are expecting you to come by. We need to get this job done."

"By doing this you are doing a great many people a favor."

"I can't imagine our community without the Camp Fire Girls, Scouts, the Red Cross — a community without concern over the problem of alcohol."

"Let's do a good job for ourselves ... and our town," Rev. Brink said.

THE RETAIL business and the wholesale business areas are two of the

largest areas and have been divided into groups with captains.

Group captains in the Retail Business area are Chuck Cosper, Paul Harvey, Ted Higgins, W.L. Hendricks, Dallene Springer and Nita Lea.

Captains of Wholesale services are Jerry Don George, Gayle Cotton, Bennie Inman, Frank Ball, Lanny Crump, Jonny Cloud, Noland Grady, Jerry Helfenbein and Joe Shollenberger.

## Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says everyone has good traits, if you'll just take time to discover them.

A TRAGEDY often brings out the best in some people, and a large number of citizens responded when a railway worker was pinned in the accident here Tuesday.

Among those to be commended for their services are the fire department, doctors and nurses, law enforcement officers, the Gilliland-Watson Funeral Home ambulance crew, and the volunteers who were instrumental in the actual rescue operation. It was a fine example of community cooperation during an emergency.

Just a reminder — daylight savings time ends and we go back to central standard next Sunday morning. Let's see now ... spring forward, fall backward? Yep, move the clock back an hour Saturday night.

THE HERD served up a sweet-tasting dessert for Homecoming Friday night in the form of a 26-10 football triumph over Lubbock Monterey. It was a great spectator's game, with fans going away exclaiming, "It would have been a great game no matter who won." Naturally, the Hereford boosters were much happier with the outcome.

Although the long scoring runs by James Harris and Chuck High took the spotlight, it was the overall team play that again made the difference for the Whitefaces. While it may sound trite, football is a team game and both teams exemplified that factor Friday night. The Herd defense really came through in the second half, limiting the Plainsmen to just 35 yards rushing, and that has to say something for the coaching, too.

WHILE THE big victory kept the Herd undefeated and put them in the driver's seat in the district chase, the team still has four big games to go. The league seems more balanced this year, and the Whitefaces will have to be ready for every contest — starting at Plainview next Friday!

Community support of the Herd was never better this past week. The business community joined in the Homecoming spirit, and the fan support was great at the game. That makes a difference, too!

ONE OF the most unusual Homecoming displays was that by Deaf Smith Chamber of Commerce. They had a real Hereford, complete with a maroon-and-white ribbon around his neck, on display during the parade. The 4-H Club steer, owned by Lynette Clearman, carries the name of "Big Juston" — named in honor of County Agent Juston McBride!

## the Sunday Brand

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### Campaign Begins

Lynton Allred, right, campaign chairman of Hereford's United Way, stands in front of the United Way Goal sign on the courthouse square with Cub Scout Ted Hoelscher, son of Mr. and Mrs. Marc Hoelscher, and Camp Fire Bluebird

Crystal Finley, daughter of Mr. and Mrs. Marvin Finley. The Scouts and Camp Fire Girls are two of the local agencies funded through Hereford's United Way goal of \$50,925.

(Brand Photo)

# Harris & High — How Sweet It Is

## Duo Sparks Hereford Homecoming Win Over Monterey

By DON RICHARDS  
Brand News Editor

Running the football against Lubbock Monterey this year was supposed to be like trying to fool Mother Nature. It just wasn't done.

But the Hereford Whitefaces didn't pay much attention to the age-old Lady during their Homecoming game Friday night. In fact, if it had been up to

Hereford's James Harris and Chuck High, there might have been a little rain. Each got his chance at the touch-down rai dance, and the Plainsmen went home soaked, 26-10.

The game was all it had been built up to be and more as the near capacity crowd went home drained from the emotion and tension of the opening District 4-AAAA game of the season and

Hereford's sixth consecutive win of the season.

In the end for the Whitefaces it was sweet revenge from the defeat at the hands of the Plainsmen last year and left the Whitefaces in the driver's seat with four district games left.

HARRIS AND HIGH combined for all Hereford's touchdowns and almost all of the rushing yardage, something that was

supposed to be next to impossible to get against the big Monterey line that previously had allowed only 1.6 yards per carry on the ground. But amazingly, the entire game plan of the two teams seemed to be reversed from what it was expected to be.

Hereford, who was expected to have to pass against the Plainsmen, threw only five passes, completing two for 10 yards. On the other hand, Monterey, who had been strictly a running team, had to abandon their game plan and threw 18 passes, but completed only two for 32 yards.

Harris and High both dazzled the homecoming crowd with spectacular runs which broke the back of the visiting Plainsmen.

Harris gained 121 yards on 18 carries (110 yards of that in the first half) and tacked on a 90 yard sprint with a Plainsman punt. High only made four yards the first half but sped to an 86-yard touchdown in the third period to finish the night with 127 yards on 19 carries.

THE HERD held the Plainsmen following the opening kickoff and took the

See HERD Page 2

## Big Brothers Program To Begin

By STEVE CONNELLY  
Staff Writer

The Big Brothers and Big Sisters organizations will make their start in Hereford this year and will be funded by the United Way.

The Big Brother movement came into existence in 1904 in New York City and has grown from 40 men to more than 200 agencies in the United States and Canada.

Rodney Laubhan, president of the board of directors for the organization, said "We have combined Big Brothers with Big Sisters because we believe there is a need for them here."

LITTLE BROTHERS are boys six to 16 years of age who do not have a father living in their home and who do not

otherwise have the benefit of adequate male guidance. Little Sisters are girls with the same problems and in the same age group.

Laubhan said the organization has made an up-to-date survey in the various elementary and junior high schools in Hereford and have found 100 boys who are fatherless and 59 girls who are motherless.

THE TWO organizations are working together to establish an office and employ a part-time director. Laubhan said the position would be paid by the \$6,500 they will receive from the United Way.

Laubhan said if anyone would like to become a Big Brother or Sister or find out more about it, they could write to the organization Box 1825, Hereford.

## Bank Deposits Set New High

Hereford's two banks set a new record high for deposits for the third quarter of the year with \$63,514,467.50 during the October bank calls.

The total surpasses the high of a year ago of \$50,174,163.54 by more than \$13 million.

Total loans of both banks were also up over the \$33,231,565.49 total of last Oc-

tober. Total loans this year was \$45,420,737.05.

On the October 17 bank call date Hereford State Bank showed a total deposit of \$20,561,657.64 with total loans at \$16,154,060.47.

Total Deposits for the quarter at First National Bank were \$42,852,809.86 with loans up to \$29,265,676.55.



### A Queen And A King

Hereford High had a Queen and a King during its Homecoming Friday. Crowned Homecoming Queen during the pep rally Friday afternoon at the High School was Donna Munnerlyn. Miss Munnerlyn was featured in a Homecoming



Parade Friday and was introduced at halftime of the Hereford-Monterey game Friday night. At right, James Harris rolls around the left for some of the 121 yards he gained. He also returned a punt back 90 yards for one of three touchdowns

he made during the 26-10 win over the Plainsmen. Chuck High added also to the win with 127 yards, including an 86-yard jaunt for a touchdown.

(Brand Photo)



# La Plata 8th Wins Over Pampa 8th

La Plata 8th grade team came from behind and then held on for life Saturday in a cliff-hanger ballgame in Pampa.

La Plata came out on top of the Pampa 8th grade, 8-6, but only after the defense held off two strong Pampa attacks.

Pampa scored first in the opening period but missed the extra point which later cost them the ballgame.

La Plata came back in the second period for a touchdown to end the scoring but not the action.

The Hereford touchdown was set up when La Plata was at midfield facing third down and five yards to go. David Arney then nailed Lane Allen with a pass across the middle. Allen got an assist with an opening block from Charles Reyna and carried the ball to the Pampa 6.

Daniel Olson then scored for La Plata on a power play over the middle and then he added the two-point conversion on a sweep to put La Plata in the lead to stay.

However, Pampa roared back twice more and were stopped only by a determined bunch of Hereford players.

In the third period Pampa recovered the ball on La Plata's 15 when a Hereford player fumbled a Pampa punt. Pampa drove to within the 5 yard line but the drive was killed when Lane Allen intercepted a Pampa pass at the 5.

With 1:30 left in the game Pampa again threatened to score from the La Plata 5 yard line. However, Allen again killed the drive when he recovered a fumble on the two yard line.

Two plays for a loss left La Plata on its own one-foot line and Steve Douglas was sent in to snap the ball to punter Ricky Boyd, who was standing in the very back of the end zone. Douglas' snap was true and Boyd boomed a 40-yard punt to get La Plata out of the hole.

Then with 30 seconds left on

the dock Tommy Clark and Daniel Olson combined to save the win for La Plata. Clark blasted through Pampa to hit the ball carrier and force a fumble which was recovered by Olson to stop Pampa's final hope for a win and to seal the victory for La Plata.

Coach of the La Plata team is James Self.



## Students, Teacher Cited

The Hereford Lions Club presented pens to students and a teacher of the six weeks at the club luncheon Wednesday. Selected by the National Honor Society to receive the awards were, left to right; Ken Livingston, chemistry and physics teacher; and Dan Vander Zee and Donna Munnerlyn, both seniors. Students are recognized for scholarship, leadership and citizenship; teachers for knowledge of subject matter and the ability to communicate with students.

## Boosters To Meet

The Hereford Whiteface Boosters Club will meet at 7:30 p.m. Tuesday in the Hereford High Auditorium with the film showing of the Hereford-Monterey game as highlight of the meeting.

Coach Larry Dippel will also give a report of the game and an assistant coach will give a scouting report of Plainview. Several Hereford players will be present to demonstrate some techniques of football.

It's True  
You make more friends by becoming interested in other people than by trying to interest people in you.

-Grit.

Japanese build satellite station in Alps.

Vietnam peace talks suspended in Paris.

## Lions Hear District Governor

Bill McMinn, governor of Lions District 271, paid his official visit to the Hereford Lions Club Wednesday at noon in the Civic Club Center.

McMinn, introduced by past district governor Raymond White of Hereford, spoke briefly on district goals and urged Lions to continue strong support of Girlstown, the Crippled Children's Camp in Kerrville, and the High Plains Eye Bank.

Prior to the main address, club president recognized "students of the six weeks" from high school, along with one of the teachers, Donna Munnerlyn and Dan Vander Zee were the honored students, and Ken Livingston was the teacher cited for the six weeks.

Roland Hairgrove

was program chairman for the week. McMinn visits each club in the district during his year as district governor. He is in the insurance business in Stratford.

McMinn also made a special presentation to White during the meeting. White was the

recipient of a "100 per cent District Governor Award" in recognition of his outstanding service for the district last year. The award, from Lions International, is presented only to governors who attain top goals during their tenure.

### WILLIAM MAYO

William James Mayo, surgeon and co-founder with his brother of the Mayo Clinic in Rochester, Minn., was born on June 29, 1861.

### PRINCESS MARRIES

Princess Margaret Rose, sister of Queen Elizabeth, was married in Westminster Abbey to Anthony Armstrong-Jones on May 6, 1969.

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\$450. \$850.

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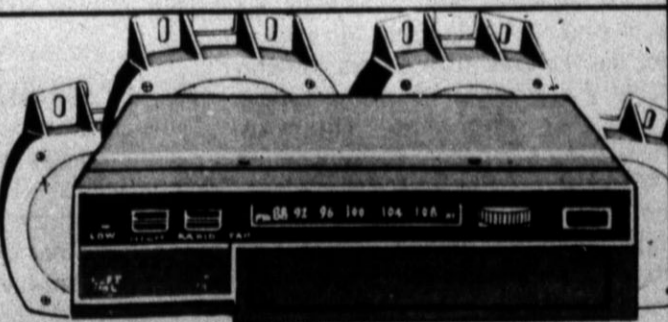
Survivor steel radial tire. 4 rayon belts and 1 steel belt on 2 tread with wide wrap around tread design. Wide modern profile. No trade-in required.

Tire size	Save	Reg.	Sale	Plus fed. tax
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FR70-14	9.80	49.00	39.20	2.91
GR70-14	10.20	51.00	40.80	2.88
GR70-15	10.80	54.00	43.20	3.05
HR70-15	11.20	56.00	44.80	3.17

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Save on ladies' sleepwear. Sale 4<sup>80</sup>

Reg. 6.00. Lovely shift gowns of nylon tricot. Some with sheer overlays, lace or embroidery. Bright and pastel shades. Sizes S-M-L. (Some styles in extra sizes)

Sale 3<sup>20</sup>

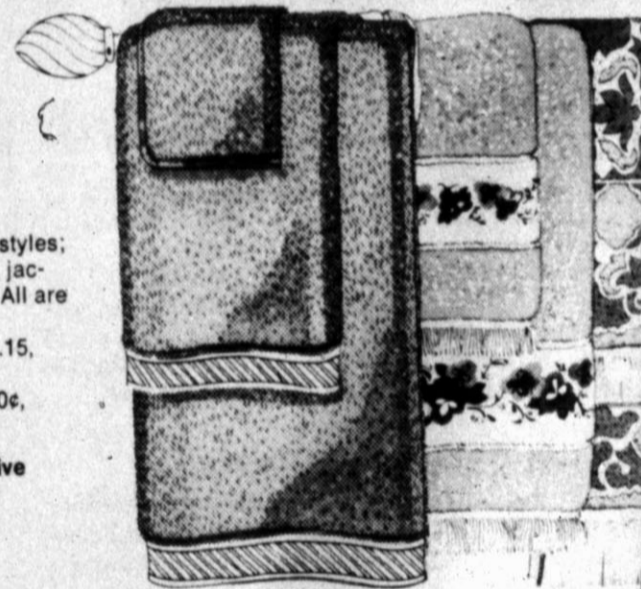
Reg. 4.00. Night gowns of nylon tricot. A variety of styles with or without overlays, lace and satin trim. Bright and pastel shades. Sizes S-M-L. Extra sizes reg. \$.55, sale \$4



15% off towel sets.

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Reg. \$2. 4 popular styles: prints, floral prints, jacquards and solids. All are cotton terry. Hand towel, reg. 1.15, Sale 98¢. Wash cloth, reg. 70¢, Sale 59¢. Sale prices effective through Saturday.

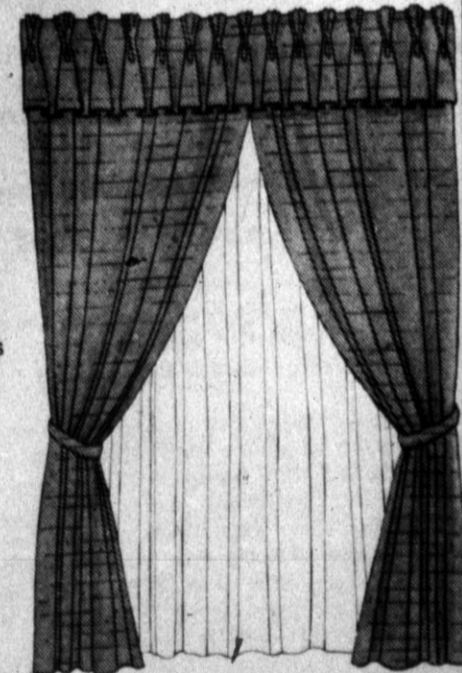


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# Local Realtors Planning To Attend National Meet

Gene Campbell, president of the Hereford Board of Realtors, announced this week that numerous men and women in the area real estate profession are planning to attend the National Association of Realtors convention in Washington, D.C. Nov. 9-15, to be headquartered in the Sheraton Park and Washington Hilton Hotels.

will be one of the prime issues to be discussed in Washington at our convention. Immediate action is called for, and we believe that our concern should be expressed firmly to our Congressmen," Campbell said.

Some of the nation's leading economists will be speaking to the N.A.R. members, with J.D. Sawyer of Middletown, Ohio, presiding at many of the

meetings. Sawyer is 1973 N.A.R. president.

One of the highlights of the convention is expected to be the awarding of the outstanding community projects awards. N.A.R. calls these programs, "Make America Better," this year focusing on greening America, rehabilitating of old homes and "Light the Night," in order to prevent street crimes and home burglaries.



## White Is Honored

Hereford's Raymond White was presented a special award from Lions International Wednesday for his outstanding service as District 27-1 Governor the past year. Making the presentation was Bill McMinn, current district governor from Stratford. Only a limited number of governors earned the "100 percent" award.

## Association Of Federal Employees Meets

Members of the recently organized National Association of Retired Federal Employees met Thursday evening for a covered dish dinner in the Southwestern Public Service Reddy Room.

John Joyer, district NARFE chairman of Amarillo was guest speaker. The business session was conducted by Elmer Patterson, president of the local Magic Triangle Chapter.

At the organizational meeting held in September, selected to serve with Patterson as officers of the local chapter were Charles Newell, vice-president, and Mrs. Martha Shirkey, secretary-treasurer. Enrolled as charter members to date are Mrs. Johnnie F.

Fotheringham, J.R. Lipscomb, George Millard, Charles Newell, Patterson, Mrs. Shirkey, Mr. and Mrs. Alex Pererson, all of Hereford; C.J. Dern, Umbarger, and Mrs. Eva Lookingbill, Summerfield.

Patterson announced that charter membership is being held open to allow all who are interested to join; those who are interested may contact Newell, or Mrs. Fotheringham, who

have been appointed to the membership committee. Retired federal employees and those planning retirement within the next five years are eligible for membership, Mr Moyer explained.

Also attending Thursday's meeting were Mr. and Mrs. Perry Jayroe, Mrs. Millard, Mrs. Patterson, and Mrs. Moyer.

## Stoerner To Be In Demonstration

U.S. Air Force Lt. Larry G. Stoerner, son of Mr. and Mrs. Hubert Stoerner of 1400 E. First St., Hereford, is scheduled to participate in a joint forces demonstration of modern firepower and maneuvers at Ft. Bragg and Pope Air Force Base in North Carolina.

Lt. Stoerner is an A-7D Corsair II pilot with the 76 Tactical Fighter Squadron at England AFB, La. His unit is a part of the Tactical Air Command which is providing the air element for the demonstration to be conducted by the U.S. Readiness Command.

Combat-ready forces, static display of aircraft, ordnance delivery, special airborne assault and aerial resupply of ground troops will be included in the demonstration.

A 1966 graduate of Kress High School, Stoerner received his B.S. degree in mathematics in 1971 from Texas Tech University where he was commissioned upon completion of the Air Force Reserve Officers Training Corps program. His wife, Bea, is the daughter of Mr. and Mrs. Tony Barbian of Kress.

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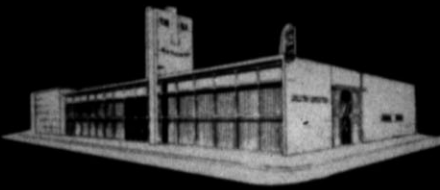
1970 Chevrolet Monte Carlo 2 dr. H-top, air - power, vinyl top. Tape deck top condition local 1-owner.

# THE FIRST NATIONAL BANK OF HEREFORD

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ST



## STATEMENT OF CONDITION

## STATEMENT OF CONDITION THE FIRST NATIONAL BANK OF HEREFORD

AT THE CLOSE OF BUSINESS ON OCTOBER 17, 1973

### RESOURCES

Cash and Due From Banks	\$ 9,924,065.83
U. S. Government Bonds	526,241.00
Other Bonds and Securities	3,964,325.92
Stock in Federal Reserve Bank	60,000.00
Fed. Funds Sold	3,000,000.00
Bank Buildings, Furniture & Fixtures	430,639.16
Other Assets	652,000.98
Loans and Discounts	29,266,676.58
<b>TOTAL RESOURCES</b>	<b>\$47,823,949.47</b>

### LIABILITIES

Capital Stock	\$ 200,000.00
Surplus	\$ 1,800,000.00
Undivided Profits and Reserves	2,871,139.61
DEPOSITS	42,952,809.86
<b>TOTAL LIABILITIES</b>	<b>\$47,823,949.47</b>

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Queen and attendants on Homecoming Parade float

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"Where Service Is First"**



In order to meet the needs of the many Mercruiser owners in the Hereford area, JACK'S MARINE SUPPLY has acquired the Mercruiser Service Franchise. We now have, in stock, a comprehensive supply of genuine Mercruiser parts. We also have a complete line of Mercruiser special tools to enable us to do the job right.

Bring your boat in Soon!! A minor maintenance job in the fall can be a Major repair if left until spring.

Now would also be an excellent time to have any fiberglass repairs done. Don Cox, our fiberglass repair specialist, can repair anything made of fiberglass - boats, campers, fertilizer tanks - Just to name a few.

Join our growing number of satisfied customers today!

## JACK'S MARINE SUPPLY

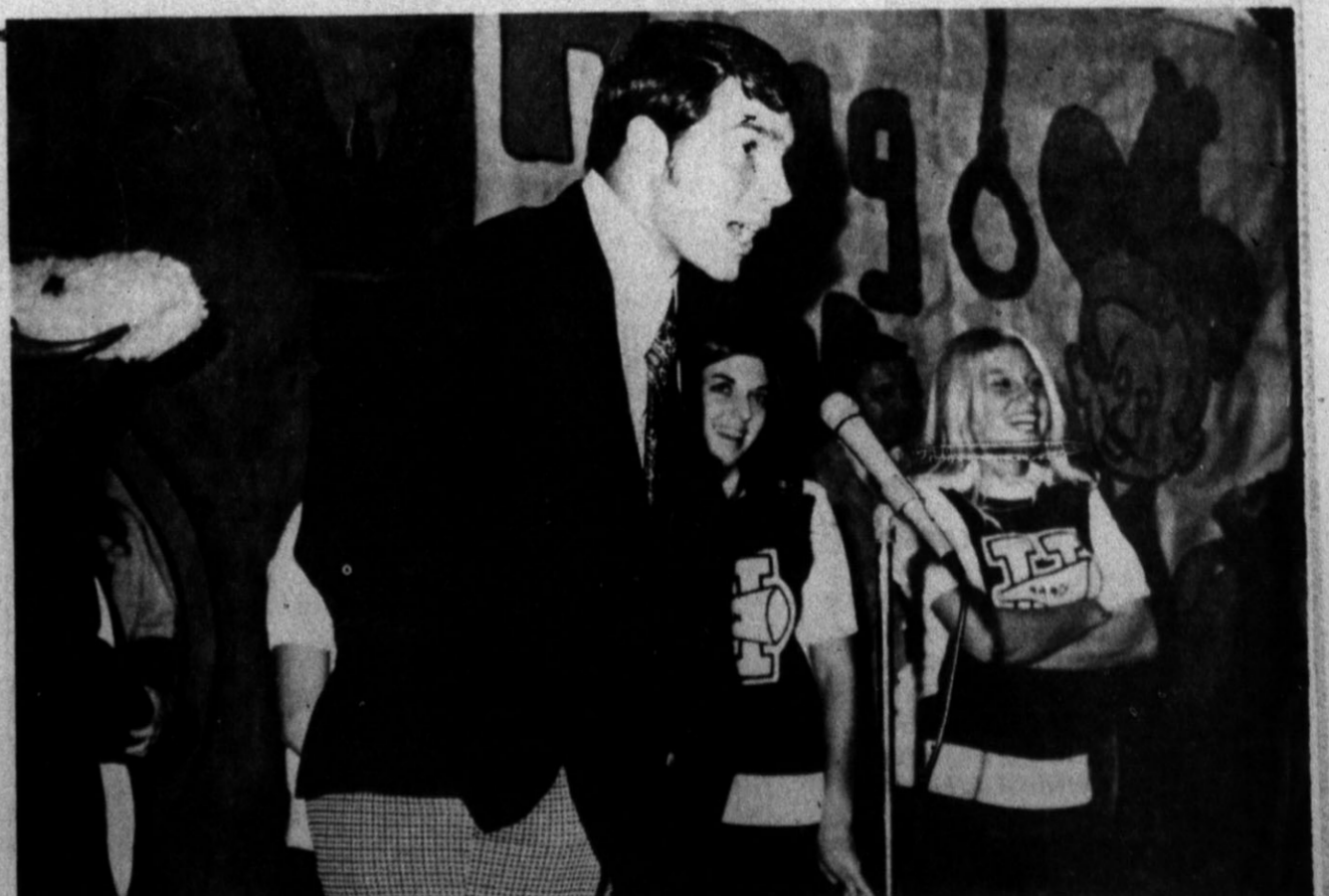
"Where Service Is First"

E. Hwy. 60

364-4331



Cheerleaders urge more spirit at Pep Rally



Capt. Jim Marsh speaks for team at Rally

Travis McPherson

# Sheriff To Train At FBI Academy

Sheriff Travis McPherson has been accepted as a candidate for the FBI National Academy, it was announced this week by County Judge H.C. Williams.

McPherson was selected for the next session of the special academy for law enforcement officers, and the 12-week school is scheduled from Jan. 7 through March 29, 1974.

Deaf Smith County Commissioners Court approved McPherson's application for the school about one year ago, and Judge Williams submitted the request to the FBI.

Officers attend the academy on a full-time basis during the three months and live in dormitories at the U.S. Marine Corps Base in Quantico, Va. It is located about 40 miles

south of Washington, D.C.

The academy includes a minimum of 14 semester hours in academic work, as well as comprehensive physical training classes. Other elective courses are offered during the program.

The program is offered at no cost to county and state officers, and travel expenses to the academy is also provided by the federal government.

A number of law enforcement courses are required, including those in management, communications, criminal law, human behavior in organizations, socio-psychological aspects of community behavior, and police problems in an urban environment.

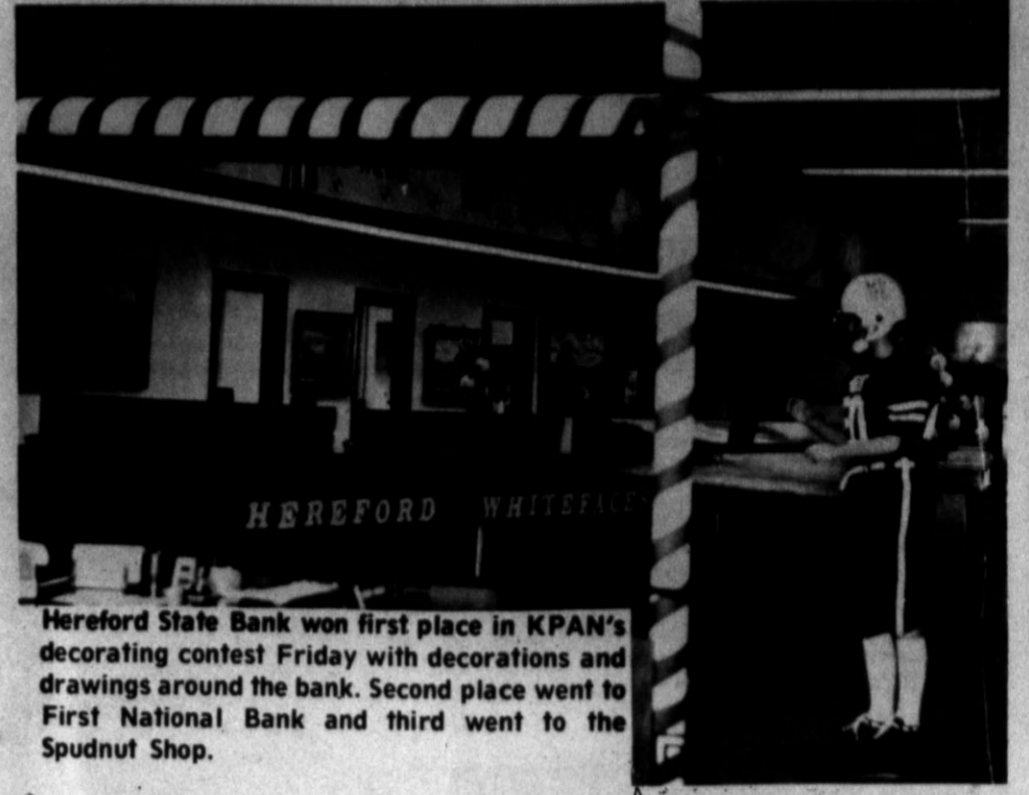


# McElroy Completes Training

Army Pvt. David L. McElroy, 18, son of Mr. and Mrs. J.D. McElroy Jr., Route 2, Hereford, Completed the first phase of training under the modern volunteer army program at Ft. Ord, Calif.

The program combines basic and advanced individual training (AIT) into an average 16 week program, depending on the AIT the soldier receives after completing basic.

Decentralized instruction at the unit level and a reduction of formations and inspection give the soldier more time to train and increased off-duty time. Fewer restrictions on off-duty travel and improved living facilities are other benefits of the program.



Hereford State Bank won first place in KPAN's decorating contest Friday with decorations and drawings around the bank. Second place went to First National Bank and third went to the Spudnut Shop.

# Stanton-La Plata Rivalry Continues Here Tuesday

Hereford's cross-town rivalry in Whiteface Stadium. La Plata 7th won its game last Tuesday against Canyon 8-0 and is virtually assured of the south zone championship. La Plata 7th is undefeated and Stanton

7th has sustained two losses. The La Plata-Canyon 7th game Tuesday was scoreless until the final period. La Plata's Paul Bell gathered in a Canyon punt on his own 20 and returned it 80 yards for the

Hereford winning score. Craig Dement then hit Bud Hughes with a pass for the extra points to give the 8-0 win. La Plata will play the winner of the north zone after the Stanton game.

# FOOTBALL CONTEST ENTRY

Circle Team You Predict To Win

- Snyder at Coronado
- Caprock at Amarillo High
- Borger at Palo Duro
- Tascosa at Pampa
- Levelland at Perryton
- Dumas at Canyon
- Lamesa at Brownfield
- Estacado at Sweetwater
- Boys Ranch at Panhandle
- Littlefield at Friona

- West Texas at Wichita St.
- SMU at Texas Tech
- Rice at Texas
- Houston at Auburn
- Baylor at A&M
- Tulsa at Arkansas
- TCU at Tennessee
- Notre Dame at USC
- Nebraska at Okla. St.
- Cowboys at Philadelphia

**TIE-BREAKER**

Total points of Hereford-Plainview \_\_\_\_\_

(Tie-breaker will be used to break any ties — either in regular contest or for the jackpot.)

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Mail entries to Box 673, Hereford, Tex. 79045, or bring entry by the Brand office by 5 p.m. Friday.

**CONVENTION MOVED**

On May 5, 1972, the GOP National Committee decided to hold the 1972 convention in Miami Beach, Fla., instead of San Diego, Calif.

**JETLINER CRASH**

All 115 aboard an Alitalia jetliner died when it slammed into a mountainside at Palermo, Sicily on May 5, 1972.



**KESTER'S JEWELRY**  
Across from the Post Office in Downtown Hereford

It may be our life insurance, but it's your life. Who's going to make sure one fits the other?

A professional.

**Southwestern Life**  
Happiness is what we sell.

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**CATTELMEN'S ROUND-UP**

Like Yesterday, Cattlemen Need Safe Reliable Places to keep their cattle. Farmers and Ranchers in the Golden Triangle Area Have Learned to Trust Carl McCaslin Lumber Company for their

**ELECTRIC FENCING**

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**MONTGOMERY WARD**

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**PRICES SLASHED FOR FAST SELLOUT!**

ALL TIRES PRICED AND TAGGED FOR IMMEDIATE SALE—HURRY IN! STOCKS LIMITED...

ALL TIRES WITH TREAD WEAR GUARANTEE

BLACKWALLS, WHITEWALLS

FAST, FREE MOUNTING

CHARGE IT WITH WARDS CHARG-ALL

SIZE	DESCRIPTION	TREAD WEAR GUARANTEE	REG. PRICE EACH*	SALE PRICE EACH*	PLUS F.E.T. EACH
C78-14	Road Tamer Glass Track Belted Whitewall	40 MO	\$38.00	\$24.70	\$2.08
F78-14	Road Tamer Glass Track Belted Whitewall	40 MO	42.00	27.30	2.37
G78-15	Road Tamer Glass Track Belted Whitewall	40 MO	46.00	29.90	2.60
B78-13	Road Handler-4 Ply Nylon Blackwall	24 MO	18.50	11.53	1.81
B78-14	Road Handler-4 Ply Nylon Whitewall	24 MO	23.00	14.95	1.96
E78-14	Road Handler-4 Ply Nylon Blackwall	24 MO	26.00	16.90	2.22
F78-14	Road Handler-4 Ply Nylon Blackwall	24 MO	28.50	18.52	2.37
G78-15	Road Handler-4 Ply Nylon Blackwall	24 MO	32.50	21.12	2.60
H-78-15	Road Handler-4 Ply Nylon Blackwall	24 MO	35.50	23.08	2.80
E78-14	22-78 4 Ply Tread Surface 2 Ply Whitewall	30 MO	31.00	20.15	2.31
I78-14	22-78 4-ply Tread Surface 2 Ply Whitewall	30 MO	33.00	21.45	2.50
G78-14	22-78 4-ply Tread Surface 2 Ply Whitewall	30 MO	36.00	23.40	2.67
F78-15	22-78 4-ply Tread Surface 2 Ply Whitewall	30 MO	33.00	21.45	2.54

WE HAVE MANY OTHER SIZES AND STYLES NOT LISTED AT UNBELIEVABLE CLOSE OUT PRICES COME BY AND LET US SHOW THEM TO YOU.....

\*WITH TRADE-IN TIRE OFF YOUR CAR.

SAVE ON THESE BIG TIRE VALUES—JUST SAY "CHARGE IT" WITH CHARG-ALL

*you'll like* **WARDS** 114 E. PARK AVE. PHONE 364-5801 OPEN — 8:00 to 6:00 DAILY



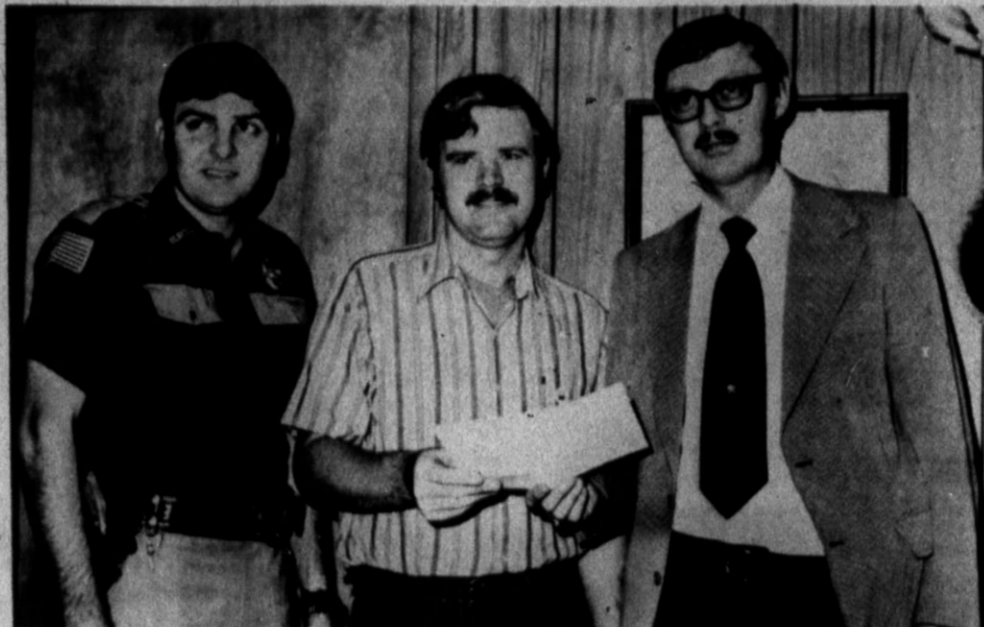






**Citizen Of The Month**

Floyd Bailey, center, was named as October Citizen of the Month by the Hereford Peace Officers Association. Presenting him with the award is Hereford Police Officer Phil Sciumbato, left, and Deaf Smith County Sheriff Travis McPherson, right. Bailey and his wife were selected for the award for foiling a recent burglary attempt at Safeway Food Store. Floyd is an employe of Natural Gas Pipeline Co. of America.



**Nelson Elected West Texas JP Vice President**

Justice of the Peace Glen Nelson was elected first vice-president of the West Texas Justice of the Peace Association at a convention held Oct. 12-13 in Odessa. Nelson served as second vice-president prior to this year's election. Nelson will head the legislative committee of the association, which will involve

trips to Austin to study the revision of constitutional amendments.

Nelson also said he will be attending a school Oct. 23-26 to review the new Texas Penal Code to go into effect Jan. 1. He said his office handled 214 cases of traffic violations, eight misdemeanor cases, 15 civil cases, and nine felony cases during September.

"George Washington could broadjump 23 feet, a record in those days." Today we have politicians who can sidestep farther than that. -Herald, Bristol, Tenn.

**I TURNED AROUND AND IT WAS SOLD!**

We don't intend to make whirling dervishes of our clients, but we DO put all of our experience and facilities to work right now when you delegate the selling job to us.

**'25,000. to '35,000.**  
**HOME LISTING NEEDED**  
**NOW...CONTACT or CALL...**

**Ralph Owens & Associates, Inc.**  
311 Park Avenue REALTORS Phone 364-2222

**PICKPOCKETS**  
At least eight million Americans annually lose money to pickpockets, purse snatchers and other street robbers, the October Reader's Digest reports.

Calley asks court to overturn sentence.

**Kiwanians Learn Of Vocational Ed**

The Vocational Program in Hereford utilizes schools, talent and facilities for the betterment of the community according to Richard Robinson, Vocational Director. Robinson spoke to the breakfast meeting of the Whiteface Kiwanis Friday.

Robinson told of two basic areas where the program places its emphasis, Adult Vocational Courses and Adult Basic Education Courses. Adult Vocational courses offer Courses like typing, real estate principles and conversational Spanish. Adult Basic Education courses are designed to supplement the education of Hereford residents. These courses, which are divided into four levels, offer instruction from the first through the 12th grade levels.

Robinson also told of plans to establish a Resident College Program with Amarillo College offering many courses in Hereford that are offered at Amarillo College. This program is planned to start at the beginning of Amarillo College's spring semester.

Robinson said that basic requirements for starting a course were: (1) having 12 people interested in a certain area and (2) having qualified teachers available.

The Whiteface Kiwanis Club reached the halfway point in its annual popcorn sales according to Wayne Keeter, chairman of the project.

**CAMPBELL REAL ESTATE**

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- AFFORDABLE HOME with small loan payments or will sell to veteran. 2 bdr. fence, new paint. \$9,500.00
- BUY "AS IS" a well built 2 bdr. home with fenced yard, very near schools. An excellent buy at \$10,750.00.
- NORTHWEST LOCATION this house has been fully reconditioned and has carpet, built-ins, 2 baths, fenced yard, and 2 car garage. You can assume a low interest loan. Compare at \$25,000.00
- DUPLEX with large rooms throughout, new gold carpet, nice kitchens, completely remodeled. An 80 per cent loan available, or will trade. Only \$14,500.00.
- NEAR DOWNTOWN - rustic 3 bdr. home remodeled from roof to floor. A comfortable home in a pleasant location. \$13,500.00.
- FRESH PAINT and other remodeling. Nice 2 bdr. brick with storm windows. \$8,000.00
- LOW MOVE-IN COSTS for repainted, 2 bdr. stucco with garage. \$10,100.00

Grady Rogers 364-1949  
Ted Walling 364-0660  
Gene Campbell

218 W. 3rd.

**PREVENTATIVE MAINTENANCE!**

Save yourself from the cold this fall and winter. Why worry?

**PHONE 364-4714**

FOR A PRE-SEASON HEATING UNIT MAINTENANCE CHECKUP...LICENSED AND BONDED FOR L.P.G. SERVICE!

Robert Rhoton  
**R & R REFRIGERATION AND HEATING SERVICE**

**UNITED STATES BUSINESS MONEY**

If you could borrow \$1,000 - \$100,000 on your signature alone, without Co-makers or Collateral, would you be interested?

CONSORTIUM VENTURES is a Business Association for the benefit of the membership clientele. It was formed to allow small businessmen to utilize the Consortium technique of financing.

INTERESTED? Send us a Post Card today. Details will be sent without obligation.

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**OPEN HOUSE**

**133 IRONWOOD**  
3 Bedroom, 2 Baths, Built-ins

**109 UNION**  
Duplex-Completely Remodeled

**SUNDAY 2:00 - 6:00 P.M.**

**CAMPBELL REAL ESTATE**

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**Tom Lawyer associates**

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REMODELING • ADDITIONS • INTERIORS  
RESIDENTIAL - COMMERCIAL

Westway **289-5593** Evenings

**DEMAND... JUSTICE**

400 acres on Black Water Draw, permit for four 8-inch wells, 30 feet to water, on highway. Priced at \$175 an acre, \$25,000 loan, 7 per cent interest. May trade for home or acreage near Hereford.

FOR LEASE: 120 acres, adjoining city limits, paved on two sides, strong 8-inch well on natural gas.

FOR SALE: Have several good farms in good water. Low down payment and easy terms.

FOR SALE: House at 344 Douglas St., 3 bedrooms, 2 1/2 baths, fully carpeted, drapes, kitchen built-ins, fenced backyard, double garage, finished yard. Can be bought worth the money.

**JUSTICE REAL ESTATE**  
Virgil Justice, Phone 364-0670

Your local used cow dealer is hereford bi-products

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ranchers

Gentlemen:

Seven days a week dead stock removal please call us soon as possible and/or \$1.00 c.w.t./100 lbs. delivered fresh to most over 300 lbs.

Thank you 364-0951

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HEREFORD, TEXAS  
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**NEW UNDER CONSTRUCTION:**

104 Oak Street - 3 Bedroom -	\$38,000.00
126 Oak Street - 4 Bedroom -	42,000.00
233 Douglas Street - 3 Bedroom -	30,200.00
231 Douglas Street - 3 Bedroom -	28,350.00
211 Centre Street - 3 Bedroom -	26,900.00

**BLUEBONNET SCHOOL**  
In walking distance to elementary, refrig air, sprinkler system, 3 bedrooms, \$25,000.

**OWNERS TRANSFERRED**  
Fireplace to enjoy on these winter mornings, isolated master bedroom, only 18 months old, low equity.

**NEW LISTING**  
2 Bedrooms, living room, den-kitchen combination, excellent location, large storage building for workshop, bar-b-que, electric range, dishwasher, nicely decorated \$23,500.

**VA LOAN TO ASSUME**  
Brick home, corner lot, basement and double garage, payments less than \$173 per month.

**2 BEDROOM**  
Only \$1,900.00, over 520 square feet at 412 Ave D.

**FIVE BEDROOMS**  
Large gameroom with refreshment area, four baths, located on corner lot in NW Hereford, all playground equipment and bar-b-que stay. Assume 7 1/2 per cent loan, equity only \$12,412.

Corner lots on West 3rd Street, excellent for new business, will sell or build and lease, only two blocks from downtown.

**COMMERCIAL**  
Corner Lot on Hwy 60, building and paving for sale or lease, only five blocks from Main Street.

**BUSINESS BUILDINGS AVAILABLE**  
LOCATIONS FOR BUSINESSES  
INCOME PROPERTIES - APARTMENTS & MOTELS  
Come by to see us. We have buyers for your land, your business, and for your home. List with us.

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**DON ZIMMERMAN - 364-3274**  
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**Blue Water Garden Apartments**

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1, 2, 3, and 4 - Bedroom Apartments with All Utilities

- Central Heat and Cooling
- Refrigerator
- Range
- Playgrounds
- Acres of Green Grass
- Private Parking
- Garbage Disposal
- Recreation Hall

**STOCKROOM CLEARANCE HUNDREDS OF TIRES MUST GO**

QUAN.	SIZE	DESC.	PRICE	F.E.T.
40	G78x14	NYLON WHITE	\$22.00	\$2.53
20	G78x15	NYLON WHITE	22.00	2.60
20	H78x15	NYLON WHITE	25.00	2.80
8	L78x15	BLACK FIBERGLASS	28.00	3.31
48	15" x 14"	BLACK WALL RETREADS	11.00	.53
38	15"	BLACK WALL MUD & SNOW	13.50	.53
29	15"x14"	USED 15" WHITE	6.00	
5	1000x22	LUG	85.00	9.10
10	900x20	LUG FT	65.00	1.75
8	900x20	HWY FT	55.00	1.22
12	700x15	HEAVY LUG FT	28.00	.82
12	670x15	HEAVY LUG FT	24.00	.63
5	23.1x30	TRACTOR USED	95.00	
4	23.1x26	TRACTOR NEW	\$345.00	14.72
4	15.5x38	TRACTOR NEW	99.00	7.73
4	18.4x38	TRACTOR NEW	\$245.00	11.88
2	13.6x38	TRACTOR NEW	90.00	6.23

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# FREEZER FILL-UP

.. COOL SAVINGS ON FROZEN FAVORITES

## Delicatessen

Old Fashion Bar-B-Q	lb. \$2 <sup>23</sup>
Smoked Links	lb. \$1 <sup>49</sup>
Pinto Beans	pt. 49¢
Creamed Potato Salad	lb. 69¢
Banana Pudding	pt. 69¢



100% ORANGE JUICE FROM FLORIDA

**ORANGE JUICE**  
GAYLORD FRESH FROZEN 6-OZ. CAN **5 FOR \$1<sup>00</sup>**

**BACON**  
FARM PAC FRONTIER SLICED LB. **\$1<sup>09</sup>**

**ROUND SIRLOIN RIB STEAK**

FURR'S PROTEN LB. **\$1<sup>09</sup>**  
FURR'S PROTEN LB. **\$1<sup>09</sup>**  
FURR'S PROTEN LB. **\$1<sup>09</sup>**

**ENCHILADA DINNER**  
PATIO BEEF FRESH FROZEN 12 - OZ. PKG. **49¢**

**STEW**  
BONELESS EXTRA LEAN, LB. **\$1<sup>09</sup>**

**CHUCK STEAK** FURR'S PROTEN LB. **89¢**

**TOPPING GREENS** TOP FROST FRESH FROZEN 12 - OZ. PKG. **49¢**

**PATTIES**  
BEEF FROZEN LB. **89¢**

**RANCH STEAK** FURR'S PROTEN LB. **99¢**

**MUSTARD** TOP FROST 10 OZ. **5 FOR \$1<sup>00</sup>**

**SWISS STEAK** FURR'S PROTEN LB. **\$1<sup>09</sup>**

**LEMONADE** TOP FROST FRESH FROZEN 12 - OZ. CAN **25¢**

HAVE YOU TRIED FURR'S NEW **REGENCY** A BEEF & VEGETABLE PROTEIN BLEND.  
and at a great low price ..... **79¢**

**CUTLETS** FURR'S PROTEN LB. **\$1<sup>39</sup>**

**BROCCOLI** TOP FROST CHOPPED 10 - OZ. PKG. **4 FOR \$1<sup>00</sup>**

**CLUB STEAK** FURR'S PROTEN LB. **\$1<sup>35</sup>**

**WAFFLES** TOP FROST FRESH FROZEN 10 - OZ. PACKAGE **25¢**

**CAKES**  
FRENCH CRUMB SARA LEE FROZEN 10 1/4 OZ. PKG. **88¢**

**WE RESERVE THE RIGHT TO LIMIT QUANTITIES NO SALES TO DEALERS,**  
**Farm Fresh Produce**

**PIES** TOP FROST FRESH FROZEN APPLE, PEACH, CHERRY, PUMPKIN OR MINCE, 24 - OZ. PACKAGE **49¢**

JOHNSTON'S 2-9" SIZE, PKG. **51¢**  
TREE TOP FRESH FROZEN, 16 OZ. **67¢**

**GRAPEFRUIT** TEXAS FINEST LB. **25¢**

**CORN** GAYLORD, WHOLE KERNEL, FROZEN 24 - OZ. PKG. **39¢**

**PIE SHELLS** **51¢**  
**APPLE CIDER** **67¢**

**ORANGES** FANCY 5 - LB. BAG **79¢**

**PANCAKE MIX** FOOD CLUB 2 - LB. PACKAGE **42¢**

**TOWELS**  
Zee Assorted Large Roll **3 FOR \$1<sup>00</sup>**

**TURNIPS** FANCY PURPLE TOP, MEDIUM SIZE, LB. **19¢**

**FRUIT COCKTAIL** DEL MONTE NO. 303 CAN **29¢**

**BANANAS** CENTRAL AMERICAN LB. **10¢**

**ELECTROSOL** FOR DISHES 15' OFF LABEL 50 - OZ. PACKAGE **69¢**

**POTATOES** ALL PURPOSE RUSSET 10 - LB. BAG **79¢**

**GREEN BEANS** FOOD CLUB CUP NO. 303 CAN **4 FOR 88¢**

**APPLES** WASHINGTON EXTRA FANCY RED OR GOLDEN DELICIOUS **4 LBS. \$1<sup>00</sup>**

**SANDWICH BAGS** TOPCO 80 COUNT **29¢**

**CHIPS**  
Chocolate Flavor Baker 12 - OZ. PKG. **49¢**

**CORN**  
Food Club Cream Style or Whole Kernel Golden No. 303 Can **4 FOR 88¢**

**DOUBLE GOLD BOND**  
TUESDAYS AND WEDNESDAYS with \$2.50 purchase or more

**SOFTENER** TOPCO FABRIC SOFTENER 1/2 GALLON **69¢**

**THERMAL BLANKET**  
Springcrest Stardust ca. **\$4<sup>49</sup>**

**STREUSEL CAKE PAN**  
Chilton Loose Bottom Ea. **\$1<sup>99</sup>**

**FACIAL TISSUE**  
Chiffon Senic Colors 200 Ct. Box **4 FOR \$1<sup>00</sup>**

**PEPTO BISMOL LIQUID**  
12 - OZ. SIZE **\$1<sup>21</sup>**

**VICK'S VAPORUB**  
1.4 - OZ. **54¢**

**PAIN RELIVER** TOPCO 100's **49¢**  
**SINAREST** TABLETS 24's **\$1<sup>07</sup>**

**TOPCO PINLESS DISPOSABLE DIAPERS**  
Daytime, 30 Count \$1<sup>49</sup>  
Newborn, 30 Count \$1<sup>29</sup>

**STERNO CANNED HEAT**  
3-2 1/2 - OZ. CANS **59¢**

**LABEL MAKER**  
Dyno Mini, For All Jobs Reg. \$1<sup>99</sup>  
**3/8" TAPE** Black, Red or Blue Roll **79¢**

**TOOTH PASTE**  
CLOSE-UP Reg. Or Mint FAMILY SIZE **73¢**

**TRAC II RAZOR BLADES**  
Cartridge Each **99¢**



# Fall Style Show

To Benefit

Manor Auxiliary

KINGS MANOR residents will benefit from an autumn fashion show and tea which the retirement home's Auxillary will stage at 2 p.m. Tuesday in the Garden Room of the main Manor building. Tickets are on sale by Auxillary members or will be available at the door. Mrs. Keith Simmer is chairman of arrangements for the fashion parade. Elson Clark will be organist.



FASHION MODELS for the show, to be presented by Gaston's with Teddy Alexander as narrator, pose in photographs through the center of the page. Above are Mrs. Mack Canster and Mrs. Richard Ottesen, at right Mrs. Norman Hodges and at far right Mrs. Joe Putt White. Varied costumes for every occasion will be featured, with dresses both short and long, pantsuits, coats, ensembles and accessories in the 1973 autumn mood.



WHITE RABBIT is one of the Alice-In-Wonderland characters who will appear to set the show's theme, Alice In Fashionland. Mrs. Clint Formby is the wide-eyed rabbit, here having a costume fitting with Mrs. John Gilliland of Hereford Community Players, who is making costumes also for Sylvia Emerick as Alice and John Gilliland as the Mad Hatter.



HOSTESS OFFICERS and other Auxillary members will greet guests Tuesday afternoon. Mrs. Bill Davis, at right above, is the current president, and Mrs. J.J. Durham was elected president for 1974 at a business meeting last week. They chat during the refreshment period of the meeting in Westgate unit dining room at the Manor. In photo at right Mrs. Wesley Fisher, re-elected secretary, and Mrs. Earl Harkins, vice president. Mrs. G.S. Wheeler, treasurer, is not pictured.



The Sunday Brand

Section Two

Hereford, Texas, Sunday, October 21, 1973



# Small Talk

By SUE COLEMAN  
Women's Editor

**NOT EVERY AUTUMN** brings as much color to Hereford trees, as I suspect we owe the fine effects of this month to some of the not-so-fine days of last winter, when it snowed and sleeted and snowed and drizzled and snowed . . . remember

We were unhappy about it then, but that moisture that kept soaking into the ground has got up into the trees this summer, and put the leaves in tip-top condition for the fall. Full of sap and chlorophyll, no doubt.

Trees up on the Canadian River should be beautiful this weekend and next, judging from the way leaves are turning here.

But before you go out of town on a leaf tour, do drive around and look at Hereford, and maybe take a walk through Dameron Park and scuff your feet through the leaves that are falling.

ELECTED vice president of the Colorado State Bar association last weekend was a Denver attorney whom Hereford people know as a former home-towner, Tom Woodford.

He is the son of Mr. and Mrs.

Lisle Woodford, 119 Ave. B, grew up and finished high school here and has practiced law in Denver several years. He and his wife attended the annual meeting of the bar association at the Broadmoor Hotel in Colorado Springs.

**MORE FORMER** residents, spending several days here visiting relatives are Mrs. Waldren Melton of San Antonio, her daughter and son-in-law, Mr. and Mrs. Richard Brook, who came up Wednesday.

Helen Melton is a house guest of the Frank Cogdells, 915 Park Ave.; she is a sister of Marie Cogdell. The Brooks are visiting in the home of his parents, Mr. and Mrs. Arthur Brock, 721 Union.

**WEEKEND** visitors with Elizabeth and Ansel McDowell, 207 N. Texas, are all their children and grandchildren.

Dr. and Mrs. Ansel McDowell Jr. and children are here from Perryton, Dr. and Mrs. Dan McDowell Jr. and children are here from Odessa. And the Jim McDowell family lives here.



**ANNIVERSARY MARKED** — Mr. and Mrs. C.W. Gresham were given a surprise dinner at their home, 403 Long, on their 45th wedding anniversary last Sunday. Hosts were their children, Mrs. Gerald Lindsey and Charles Gresham of Hereford, Mrs. Gene Stanfield, Mrs. J.D. Morton and Dwayne Gresham of Amarillo. Twelve grandchildren were among the family members present. The couple, Hereford residents 30 years, married in Oklahoma.

## Mrs. Flowers Is Hostess To Club

An informal social meeting of Mothers Needle Club was held in the home of Mrs. Adam Flowers Thursday afternoon, when Mrs. Joe Deavenport was a special guest.

Plans were made for a Thanksgiving supper Nov. 15, with Mrs. Haskell Benson as

hostess at her home, 141 Hickory. Refreshments were served to Mrs. S.T. Gunstenson, C.N. McClure, T.L. Shirley, Ellis Carter, Charles Wiseman, Benson and the guest.

Peterson wins U.S. Grand Prix in record time.

## Students To Wed

Mr. and Mrs. J. Waid Griffin of Lubbock announce the engagement of their daughter, Penny Jenene, to James Anthony Bagwell, son of Mr. and Mrs. Eugene Bagwell, 116-A South Centre.

The engaged couple, both sophomore students in Texas Tech University, has set December 22 as the wedding date. The ceremony is planned at First United Methodist Church of Lubbock.

## Mental Health Center Is Topic

Changes made recently in the area program on mental health and mental retardation, resulting in the establishment of a pilot program here replacing the former Satellite Center, were explained to Bay View Study Club members Thursday.

Mrs. H.L. Benefield was hostess in her home, and Mrs. Jack Wilcox directed the program with the subject, "That We Might Know Compassion."

Ruth Dobbs, teacher in the Satellite school several years and assigned to a similar job in the new program, told club

## PTO Halloween Events Planned

Walcott P-T.O. Halloween masquerade and carnival will begin at 7:30 p.m. Saturday at Walcott School. A prize will be given for the best costumes.

Contestants will be divided into four divisions. Those include, pre-school, first through fifth grade, sixth through ninth grade and adults.

A fee of 25 cents will be charged for those not wearing a costume.

**WARREN G. HARDING** Warren G. Harding, 29th president, was born on Nov. 2, 1865.

# 1-2-3-4 SALE

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1-2-3- & 4 Pairs of a Kind!!

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LARGE SELECTION BOOTS



**TOUGH**

SHARK-T-4  
Chocolate  
Shark  
foot 12" shallow  
scalloped,  
chocolate  
kittytan top,  
4 rows stitch:  
\$75<sup>00</sup>

OTHER STYLES FROM \$39<sup>95</sup>

**THE LIZARD**

Peanut brittle  
Lizard foot  
13" full  
scalloped, inca  
kittytan top,  
7 rows bone  
stitch  
\$95<sup>00</sup>

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DOWNTOWN

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'Botany' '500'

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You'll feel comfortable because they're meticulously tailored with the careful attention that 'Botany' '500' gives all clothing bearing its famous label.

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CONTRASTING COMFORTABLE—STAY IN SHAPE SLACKS

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FROM \$24<sup>95</sup>

SEE OUR LARGE SELECTION MEN'S & BOY'S JACKETS

BY **CAMPUS**

MEN'S LEATHER-LOOK BUTTON-FRONT 32" JACKET

Campus (R) goes rugged with this leather-look polyurethane button-front jacket. Four button-front patch pockets flatter the front. A full belt with box-D buckle tops it off. Inside, there's a fancy quilted lining. This is 32 inches of great-looking jacket. \$37<sup>95</sup>

MEN'S SCOOP NECK SWEATER

Campus (R), America's biggest selling sportswear, contours the traditional sleeveless sweater into a hearty scoop neck design. Crafted in a fine 100% Du Pont Orlon. \$6<sup>99</sup> to \$9<sup>99</sup>

BOY'S SIZES \$6<sup>99</sup>

MEN'S "NOW BREED" POLYESTER KNIT SPORT SHIRT

Campus (R), America's leading sportswear maker for men, comes up with comfort personified in this easy care sport shirt of 100% polyester that's 100% wash 'n wear. A proud addition to any man's wardrobe.

MEN'S \$5<sup>99</sup> to \$11<sup>99</sup>

BOY'S \$2<sup>99</sup> to \$4<sup>99</sup>

MEN'S TURTLENECK KNIT SHIRT

Here's a double-knit shirt that isn't afraid to stick its neck out. Never-iron 50% Dacron (R) polyester, 50% cotton fabric shows off its good looks with ribbed turtleneck top and sleeves. \$4<sup>99</sup>

BOY'S SIZES FROM \$2<sup>99</sup>

BY **CAMPUS**







**BENEFIT BRIDGE PLANNERS** — Mrs. George Muse and Mrs. Tom Bullard of the publicity committee are among members of Kappa Iota Chapter, Beta Sigma Phi, working on plans for the annual benefit bridge tournament the chapter will conduct Thursday evening in Community Center. Tickets are on sale by all members and proceeds will go to Girlstown USA. Grand prize for bridge players will be a card table-chairs set.

**H. D. Chatter**

*Questions Answered  
About Fruit Canning*



**YESTERDAY** we purchased some copies of The Deaf Smith Country Cookbook — Natural Foods for Family Kitchens by Marjorie Ford, Susan Hilly and Mary Koock. We have certainly enjoyed the book and appreciate the information.

Don McGinty, who is with the American Cattle Company was in Hereford Thursday. Don lives in Tucson and travels all over to visit feed lots. We had gotten a cookbook to send Don's wife.

It may be trite, but this is a small world. It developed Don McGinty and Frank Ford, Marjorie's husband, were classmates at A&M and well acquainted. Too, Don says he rarely goes anywhere that he does not meet people from Hereford.

Donnie Laughlin soon learned Donnie buys cattle from the American Cattle Company. Walter John Paetzold and Don McGinty have met in Tucson.

**JOE BOB** and Sherry Wagoner have moved to Hereford. We are pleased with these new residents. If you remember, Joe Bob, son of Joe and Jessie Wagoner was reared in the Westway community. Sherry has been active in home demonstration work in Kerrick and we will be very glad to have her work here.

Also, we've already enrolled seven-month-old Shawna in 4-H. She and Leah Huckert, who is also pre-enrolled, may be in the same club. Am I being too foresighted?

**HOWARD ARMSTRONG** can be counted on to have the ideas

which are worthwhile for all countians. Howard is on a safety kick and thinks we might get the proper people together and do some things to save some injuries, lives and property loss. This is a release from Austin:

**TSA STARTS MOVE ON HIGHWAY HAZARDS**

The Texas Safety Association revealed a program today to enlist 2,500 volunteers to keep tabs on highway "booby traps" on 187,000 miles of county roads and city streets.

The program will include all 254 counties in Texas.

The association will evaluate volunteer reports on booby traps — such as trees and utility poles too close to the roadway — and make recommendations to county and city authorities.

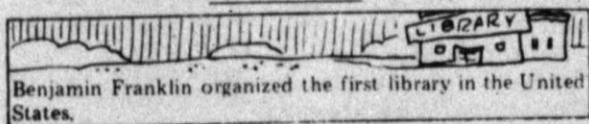
It is the first time, the association said, that an all-out effort has been made to eliminate hazards from county roads and streets. The association estimated it can eliminate 50 per cent — or 19,177 — of the accidents involving road defects at an annual savings of more than \$6 million to Texas motorists.

Association general manager Lloyd Palmer said he thought the "booby traps" could be fixed without counties or cities having to spend extra money.

Don't you think this would work well with our county program?

A SUCCESS story from Lillian Batenhorst. She has canned Jalapeno peppers by this recipe and says they are real, real good.

**Jalapeno Peppers**  
Cold pack peppers in hot jars. Add 1 T distilled vinegar, ½ t salt, and ½ t olive oil. Cover with boiling water, seal and process 35 minutes at 10 pounds.



Benjamin Franklin organized the first library in the United States.

**Argen Draper Gives Program**

Argen Draper, county home demonstration agent, and Mrs. Paul Hoff presented a program entitled I Am Josie's Hinges to members of the North Hereford Home Demonstration Club Thursday at a luncheon in the home of Mrs. Hoff.

Mrs. Draper explained that there was no cure or known cause for arthritis. She went on to say that in recent studies, it has been shown that the crippling disease can be caused by emotional stress.

The best defense for the disease is a balanced diet. Mrs. Hoff presented figures on the number of people afflicted with arthritis and explained what the Arthritis Foundation is doing to help in researching it.

Present were Mmes. T.E. Brisendine, Fred Barrick, W.J. Leub, Mac Tucker, J.A. Croford, Kenneth Haggard, Iva Saltzman, A.H. Hodges, Roger Williams and Roberta Campbell.

*Comings And Goings  
At  
King's Manor*

Mrs. Don Davidson and her brother, A.W. Tooley, visited their brother and family in Haskell.

Four Kings Manor cars of

folks took off for Lazbuddie Sunday to the annual get-together at The United Methodist Church.

The Rev. Frank Matthews

delivered the sermon: A trio sang composed of Mrs. Iva Carpenter, Glenn Lust and Cora Bell Jennings accompanied by Miss Farley at the organ and Miss Matthews at the piano. A scrumptious dinner, which only those dear people can assemble was served.

Then Richard Snow, executive director of Kings Manor and his wife played some hymns on organ and piano.

Columbia Pictures reports \$50-million deficit.

**TRUCKLOAD  
BONAZA . . .**

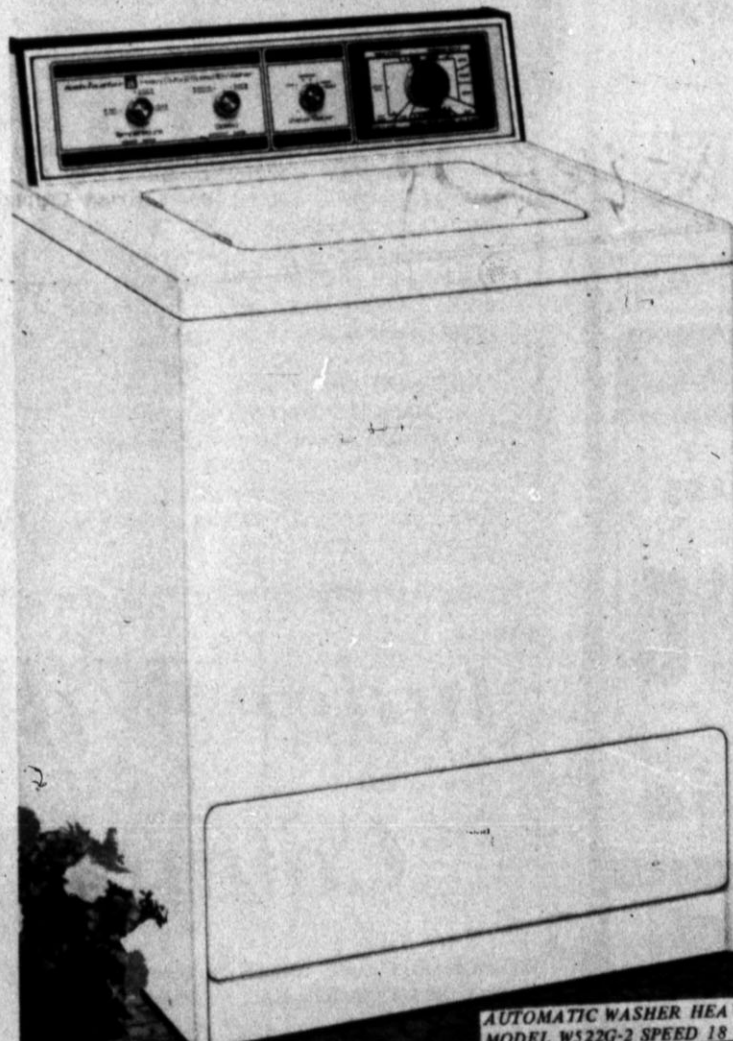
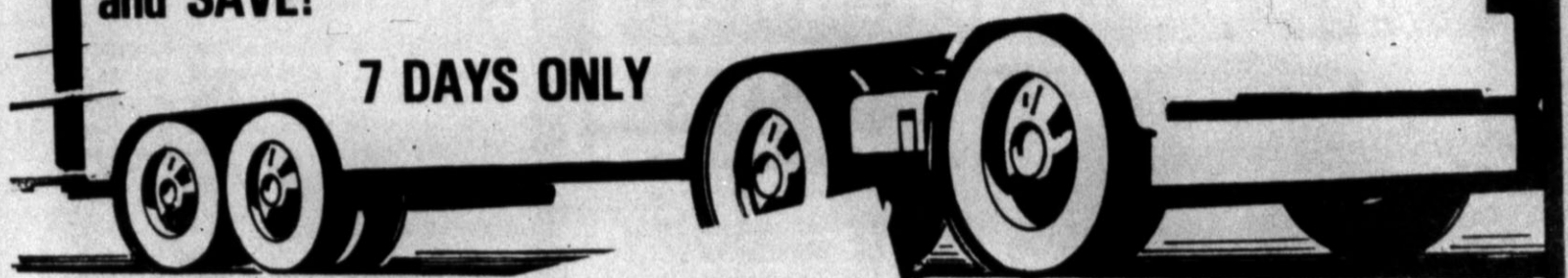
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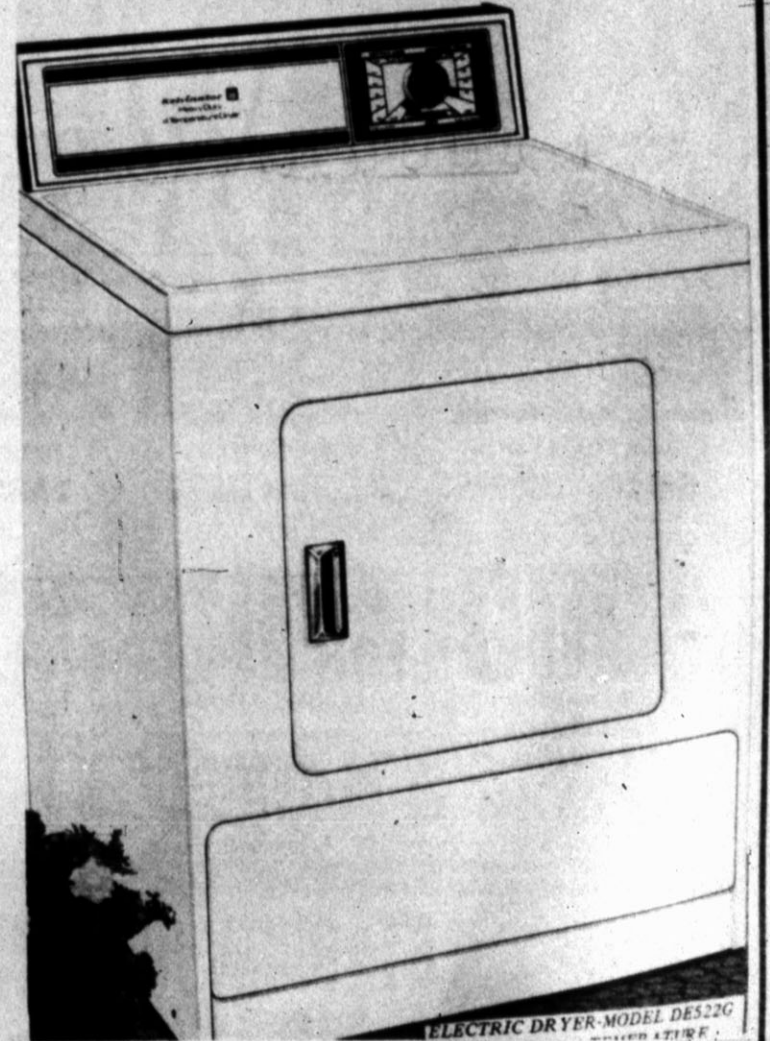
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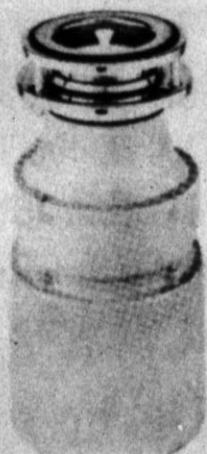


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Pair Only **\$389<sup>95</sup>**

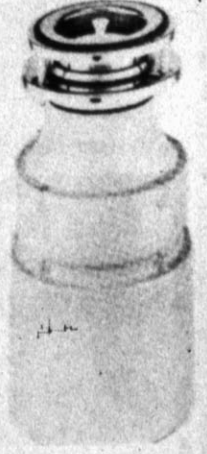
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**WE NOW CARRY OUR OWN ACCOUNTS UP TO - 12 MONTHS**

**Students Play In Symphony**

Two Hereford High School seniors were a part of the Amarillo Symphony which performed at the Amarillo Civic Center Saturday.

Jim Aikin and Darla Payne were selected as two outstanding musicians from HHS to perform in the concert.

The Young Peoples Concert is held to recognize outstanding musicians from the area.

**Keepsake**



**CHESLEA KESTER'S JEWELRY**

Across from the Post Office in Downtown Hereford



Wamon Foster With Dog

**Farmer Likes Growing Beets**

"How's the sugar?" Wamon Foster of Hart asked Holly Agriculturalist Roy Parten. "We had 14.1 the first day," Parten replied.

"What's the slice now? Foster asked. "4.909 tons," Parten answered.

"What's the maximum slice?" Foster queried.

"6,500 tons a day once we get wound up," Parten said.

Wamon Foster is also chairman of the school board in Hart but he can teach a course in how to grow sugarbeets.

He has a degree in business administration from West Texas State University and operates his farm along business lines.

He is one of 208 businessmen-farmers growing for Holly in the High Plains. Foster grew up on a farm, has been in Hart since 1956 and has been growing beets ever since Holly came to the Golden Spread in 1964.

His questions to Parten came as the latter made his daily rounds of Holly growers to determine if they had any problems. Foster was worried about leaf spot problems in his east field and was asking Parten's advice on how to remedy the situation.

FOSTER HAS 120 acres in beets out of a total 960 acres that he farms. He also raises cotton, milo, wheat and castor beans. He owns some of his land and rents some.

"I've always made money on beets every year — except 1969," he says with a smile.

He tries to have a four or five year rotation on his crops. He farms on land of his own and has three other landlords.

"They all want me to grow beets on their land," Foster explained.

He explained that landlords get 33 per cent of the value of a crop of maize or corn and 20 per cent on beets. However, he pays more rent for beet land than for other crops.

"I don't know how it will be with beets this year with prices of feed grains up," Foster said.

HOWEVER, Holly Agricultural Manager Bog Ginn said that despite stiff competition from feed grains, he had received inquiries from new growers who would like to grow the 1974 crop.

Ginn noted that sugarbeets had been the farmer's bread-and-butter crop for many years and that returns to growers had improved strongly in recent years, free of sharp ups and downs.

"When you add the sugarbeet's value in the rotation plans of many farmers, I think beets will continue to be an important part of agriculture in the High Plains," said Ginn.

"I feel beets have been a good crop for us. I like the idea of a contract which shows me how much money I can make if I can produce the yield and sugar," Foster said.

HE SAID that in another two or three years when grain prices fall back, he believes that farmers would be looking closely at sugarbeets.

"Right now, prices are so high for feed grains, farmers aren't looking at beets too closely," Foster said.

"I like beets because we have a grower association which negotiates a contract for me with Holly," he added.

He's also on the board of Hart Producers Co-op Gin. He believes the prices for grains should drop if Nixon and Butz have their way.

SEVERAL growers in the Hart area have bought beet diggers and hire a man to operate it. Foster has his own combine and also does a little custom harvesting for neighbors. This works out well as the beet harvest comes at the same time as cotton and milo harvests.

Parten explained that a new man in sugarbeets should have his beets custom harvested. Foster agreed, saying that it isn't too efficient for a grower to harvest only one or two loads of beets a day.

As a businessman-farmer, Foster always tries something new each year. This year he is using a computer on his crops which shows him his cost per acre and allows him to compare his costs with other farmers.

UNLIKE many farmers in the area, he has found no problem with labor for beets.

"They can make \$2.15 an hour working beets compared with much less for other crops," Foster explained.

The prices paid field workers are set by the Secretary of Agriculture and set forth in the Sugar Act. One of the conditions for growers receiving their Sugar Act payment is that they can not pay less than the specified rate.

While he has had no problem with finding laborers, quality has been the problem.

"I had workers in my maize and they weren't working too hard. I told them if they wanted to quit, then quit, but that if they were going to stay in the field, they should work. So they quit," Foster said shaking his head.

FOSTER then asked Parten what incentives were available for new growers.

"On September 10, Holly increased the price of sugar produced at the Hereford factory \$1.50 a hundredweight. Projected on the 1973 crop, this will increase returns to growers an additional \$50 an acre. On this basis, a grower can realize \$495.00 an acre on his crop — a new record," Parten said.

Parten also explained that Holly has a new program whereby it will sell a grower beet pulp for 90 per cent of the market price, let him market it and pocket the 10 per cent differential as additional profit. He pointed out that beet pulp was selling at the same price as milo and other feed grains.

Foster asked what the value of an acre of tops was for grazing. Parten said that Holly figures \$1.00 a ton of beets.

Bob Ginn said that beet tops have a value of \$80 an acre if properly cared for and are included in a cattle fattening program. This would push total returns to growers up to \$575 an acre of beets.

FOSTER asked if there was any chance that Holly wouldn't open up next year if it doesn't get its acreage, as he keeps hearing that rumor.

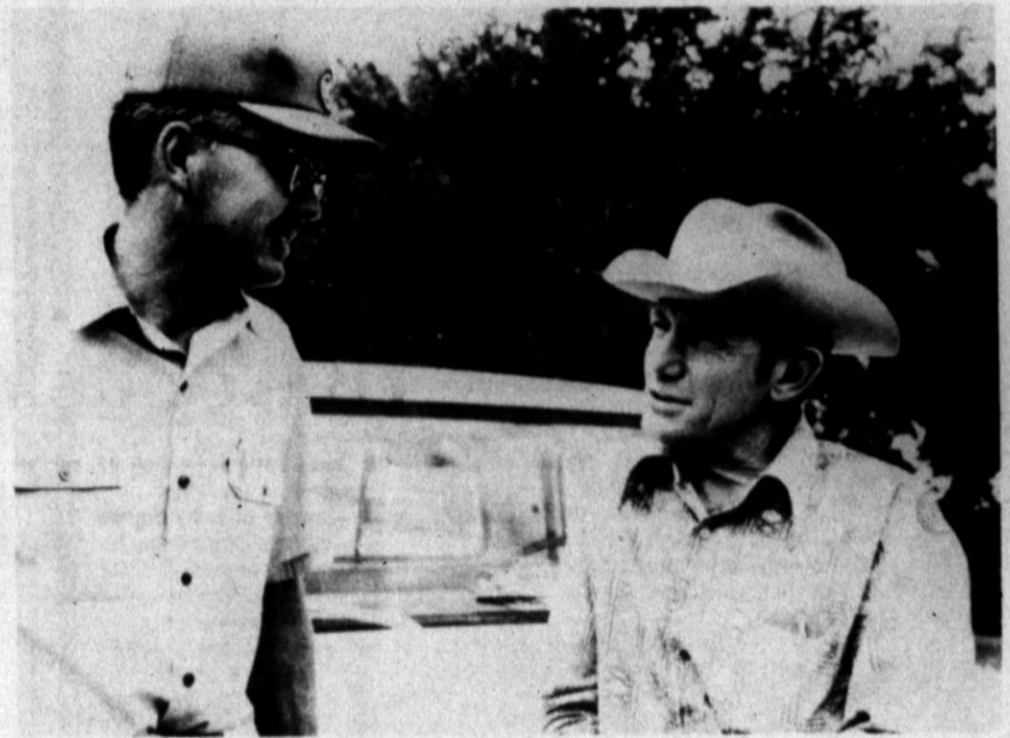
Parten said that President John B. Bunker felt that Holly would have to be satisfied with its present acreage to get it through 1974 until the new Sugar Act becomes effective.

Bunker is hopeful that the new Act might include incentives for sugarbeet growers in respect to the competitive crops.

Foster admitted that beet acreage was down because of the competitive crops in the area.

"It doesn't take as much labor to grow the other crops. You need lots of labor for beets. Nitrogen is good for milo but it cuts down on the sugar in beets," Foster explained.

He has had better luck with small fields of sugarbeets — around 20-25 acres — than with large fields.



Wamon Foster With Roy Parten

**Judge Williams To Direct County Spelling Bee Contest**

H.C.L. Williams, County Judge will direct the 1974 Spelling Bee for Deaf Smith County.

The Amarillo Globe-News and West Texas State University have joined forces for the word contest in preparation for the 46th National Bee to be held in Washington, D.C. in June.

Students in public and

parochial schools are invited to compete.

All rules are established by the Scripps-Howard Newspapers, national sponsors. Any student who will not have reached his 16th birthday or gone beyond the eighth grade by June 1, 1974, is eligible to enter.

Directors in the 46-county

area, including 26 Texas counties, 10 in Oklahoma, four in New Mexico and three in Kansas, have complete control over their respective contests and may conduct them either orally or as written tests. The Amarillo regional event will be oral competition.

Orders for the 1974 copy of

"Wards of the Champions", a study book used in most school and county contests, may be placed by writing: Spelling Bee Editor, Amarillo Globe-News, P.O. Box 2091, Amarillo, Texas 79166. The price of the study book is 25 cents.

The 1973 champion from Deaf Smith County was Tammy Fischbacher. She was a student in the Aikman Elementary School.

Only the Amarillo-WTSU area conducts a secondary bee for students in the sixth and lower grades. The county junior winners will be special guests of the sponsors in Amarillo on April 27, but will not compete unless he has won both divisions in his respective county.

A list of all prizes will be made available at a later date.

Jack Edmondson, head of the special services department at WTSU, is bee coordinator. Mrs. Jeanne Bartlett is Spelling Bee Editor.

All county champions must be named no later than March 30, 1974 in order to compete in the regional contest in Amarillo on April 27, 1974.

Interested students, teachers and school officials may contact the newspaper for additional information.

The youngster who takes first place in the regional bee will receive an all-expense trip to Washington for himself and a chaperone, courtesy of the Amarillo Globe-News. He will take part in the 47th national event where the top award will be \$1,000 cash.

**HHS VICA Club Meets**

The Hereford High VICA Cosmetology Club met Tuesday night and made plans for a bake sale with the actual date of the sale to be set later.

The senior students decided to hold a special meeting concerning initiation of junior students which is planned for later in the year.

The next meeting of the club, regularly scheduled for November, was moved up to November 6 because of

schedule conflicts. A salad supper concluded the meeting as each member served a salad or dessert.

GUIDEPOST Living by principle is not only a splendid ideal — it's also a stern necessity.

POISON PLOT On Feb. 28, 1594, a physician in Queen Elizabeth's court was charged with plotting to poison the queen.

**Firestone FIGHTS INFLATION!**

1974 ORIGINAL EQUIPMENT DOUBLE BELTED WHITEWALLS!

**\$15 TO \$42<sup>60</sup> LESS per set than our July prices!**

**DELUXE CHAMPION SUP-R-BELT**

*The same long mileage tire that comes on many new 1974 cars*

Two cord body plies of **POLYESTER FIBERGLASS** Double belt under tread

Compare our Price...our Quality...it's the best tire bargain in town!

<p><b>'15 TO '36<sup>40</sup> LESS PER SET</b> than our July prices!</p> <p><b>WHITEWALLS SMALL CARS</b></p> <p><b>4 \$100</b></p>	<p><b>'28<sup>40</sup> TO '42<sup>60</sup> LESS PER SET</b> than our July prices!</p> <p><b>WHITEWALLS MEDIUM CARS</b></p> <p><b>4 \$110</b></p>	<p><b>'26<sup>20</sup> TO '35<sup>40</sup> LESS PER SET</b> than our July prices!</p> <p><b>WHITEWALLS LARGE CARS</b></p> <p><b>4 \$130</b></p>
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Similar low price for singles and pairs. If we should sell out of your size, a raincheck will be issued, assuring future delivery at the advertised price.

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**\$4.44** (Limit one at this price. Additional \$8.50 each)

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**FIRESTONE TRANSPORT TRUCK TIRES \$19.95**

6.00-16 Black Tube-type. Plus \$2.33 FET and tire off your vehicle. 6-ply rated.

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Replace front disc pads. Machine both front rotors.

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**SHOCK ABSORBERS \$12.88 each**

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CHILES RELLENOS ENCHILADA SAUCE  
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SEE BUZZ, HE'S ONE OF THE MEXICAN FOOD PEOPLE.

# Farm Controls Eyed For Whiteweed

Starting out slow and finishing fast does not necessarily apply only to turtles, say research scientists at the Texas Agricultural Experiment Station at Lubbock. A perennial weed known as whiteweed, or silverleaf nightshade, once the "turtle" among the weeds growing in High Plains soils, is fast becoming what many people consider the number one weed problem.

have been greatly curtailed with farmers' increased reliance upon herbicides. This change has allowed deep-rooted perennial weeds to escape since regular herbicidal applications do not control them. Whiteweed roots, says the research, may penetrate the soil to depths of as much as eight feet, with the weed growing from the previous year's roots.

Another promising technique for season-long control, the researcher adds, is an application of preplant herbicide such as Treflan about six to eight inches under the soil surface prior to cotton planting. The application is made with a specially designed plow with spray nozzles mounted beneath large sweeps," he says. "These chemicals are broadcast beneath the soil surface, providing a protective herbicide layer against the whiteweed root's upward growth. If the herbicide is

applied correctly, the weed is suppressed during the entire growing season." The weed control research program is being conducted at the Texas A&M University Agricultural Research and Extension Center just northeast of Lubbock and in several commercial fields within a 100-mile radius of Lubbock.

This year alone the whiteweed will infest over one million acres of West Texas farmland, say researchers.

Due to the whiteweed's supremacy in the field, Dr. John Abernathy, weed research scientist with the TAES and his staff are studying possible control measures for the profit-robbing plant.

"The whiteweed has always been in the West Texas area because of its tolerance of arid conditions," he points out. "But only within the last decade has the plant become predominant among the weed pest problems. THE INCREASE mainly is due to three main factors, says Abernathy.

"First, preplant incorporated herbicides commonly used in cotton do not effectively control whiteweed seedlings.

"Second," he adds, "herbicides drastically reduce the whiteweed's competition, annual weeds.

"Third, the old reliable but costly farming practices of cultivation and hand-hoeing

THE WEED itself contributes to the problem by producing a large supply of seed which helps to spread the plant into new areas, he adds.

Different herbicides have been tested for control of whiteweed, the scientist explains. One of the biggest obstacles to finding the solution is the chemicals which have the best control also burn or kill the upper portions of the cotton plants.

Reports Abernathy, "As for this year's growing season, some growers obtained ef-

## Sugar Beet Harvest Nears Halfway Point In Area

The area sugar beet harvest is nearing the halfway point according to officials at Hereford's Holly Sugar plant here.

The harvest was past the 43 per cent completion mark early

Friday as a total of more than 177,000 tons had been delivered to the plant by trucks and train cars.

"The sugar content is running about 14.3 per cent lately," said Bob Ginn of Holly. "This is very good quality. The harvest is running very smoothly. All the farmers are back in their fields."

Ginn said the harvest should be completed soon after the middle of November barring unfavorable weather.

"Who's on first, what's on second?"

"Some farmers and ranchers may be in a quandary over the present state of affairs, but the ball game hasn't changed—just the rules," says Cecil Parker, economist with the Texas Agricultural Extension Service.

"For the first time in a long while agricultural producers find themselves in a situation where both costs and prices are rising. In recent years, production costs have risen while prices received for agricultural products remained generally stable. But now prices are also moving up and producers are finally seeing the outcome of the ball game in a different light."

The Texas A&M University System economist points out

## DEAF SMITH COUNTY

# Farm News

## Public Hearing For Hereford Feedyards

A public hearing will be held in Conference Room C of the Municipal Building in Amarillo on November 1 to consider applications for initial waste

control orders from four panhandle area cattle feedlot operators. The hearing will start at 10:00 a.m. The Polan Grain and Cattle

Corporation of Hereford is asking for a permit pertaining to a variable amount of rainfall runoff water containing wastes from a 13,500-head capacity

feeding operation located approximately six and one-half miles southwest of Hereford.

for irrigation. There is to be no discharge to the surface waters of the state.

A permit is being sought by Lipscomb County Feeders of Booker for a 2,000-head capacity feedlot located two miles east of Booker.

The rainfall runoff water containing wastes is to be retained in a holding lagoon and utilized for irrigation, with no discharge to the public waterways.

The 40 acres of pens are located in the drainage area of a playa lake in the Red River Basin, and the liquid waste is to be disposed of by irrigation on 420 acres of cropland. Solid waste will be spread on 120 acres of company land as well as area farms. There is to be no discharge to the surface waters of the state.

Ted McWhorter, also of Hereford, and operator of an 800-head capacity cattle feedlot approximately two and one-half miles southwest of the city limits of Hereford, proposes to retain feedlot wastewater runoff from three and a half acres of pens in an earthen retention pond and dispose of the waste by irrigation of 320 acres of cropland and pastureland, with no discharge to the surface waters of the state. Solid waste will be disposed of by applying it to the same acreage as a fertilizer and soil amendment.

H & H Cattle Company of Gruver, operating a 1,200-head capacity feedlot a half mile south of the township of Gruver, is applying for a permit to contain rainfall runoff water from the feedlot pens in retention basins and utilize it

## Both Costs And Prices Rising For Ag Producers

"Who's on first, what's on second?"

"Some farmers and ranchers may be in a quandary over the present state of affairs, but the ball game hasn't changed—just the rules," says Cecil Parker, economist with the Texas Agricultural Extension Service.

"For the first time in a long while agricultural producers find themselves in a situation where both costs and prices are rising. In recent years, production costs have risen while prices received for agricultural products remained generally stable. But now prices are also moving up and producers are finally seeing the outcome of the ball game in a different light."

The Texas A&M University System economist points out

that farm prices, costs and demands for farm products have reached a new plateau during the first half of 1973. But how long will this situation continue?

Parker expects present conditions in the farm economics picture to continue until at least 1975. "Record crops are expected this year and in 1974 and there should be no drastic change in domestic and foreign demands for agricultural commodities during the next two years."

According to the economist, U.S. farmers could realize a gross income of about \$85 billion this year. This would be a 23 percent, or \$19.5 billion, increase over 1972. Of course, production expenses have also shown a record in-

crease and could be up about \$12 billion by the end of the year.

During the first six months of 1973, costs of farm-originated production inputs—feed, seed and feeder—cattle-averaged 35 percent above the first half of 1972. At the same time, production inputs of non-farm origin—fertilizer, fuel, equipment—increased only 7 percent during the first half of 1973 compared to the same period last year.

What do the coming months hold as far as farm costs are concerned?

"Record crops this fall should lower feed costs somewhat," believes Parker. "However, the prices of those input items not originating on the farm will continue at a high level and may even increase due to increased production costs."

## Highway Patrol Reports 18 Accidents In Month

The Texas Highway Patrol investigated 18 accidents on rural highways in Deaf Smith County during the month of September, according to Sgt. W.E. Wells, Highway Patrol supervisor of this area.

These crashes resulted in no persons killed and 15 persons injured.

The rural traffic accident

summary for this county during the first nine months of 1973 shows a total of 117 accidents resulting of two persons killed and 53 persons injured.

The rural traffic accident summary for the 60 counties of the Lubbock Department of Public Safety Region for September, 1973 shows a total of 601 accidents resulting in 24 per-

sons killed and 364 persons injured as compared to September, 1972 with 561 accidents resulting in 21 persons killed and 335 persons injured. This was 40 more accidents, three more fatalities, and 29 more injured in 1973 at the same period of time.

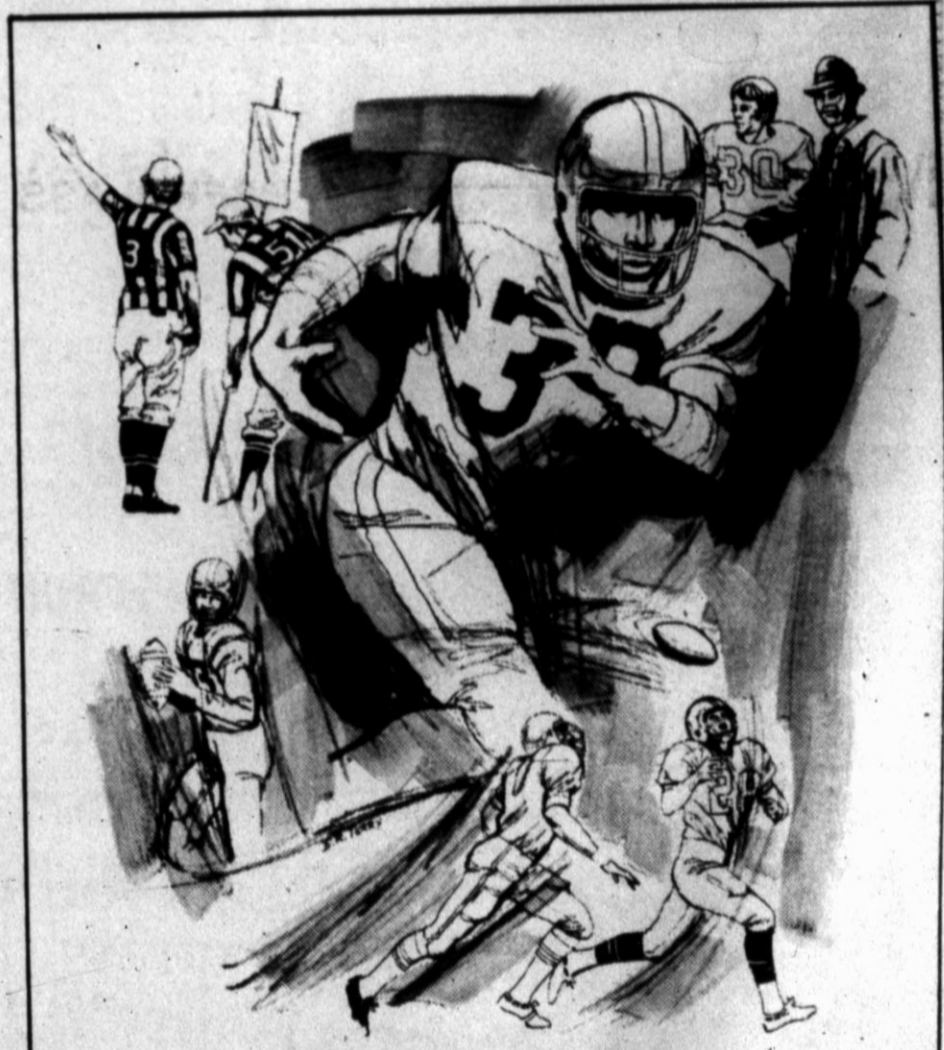
The 24 traffic deaths for the month of September, 1973 occurred in the following counties: Five each in Hardeman and Montague Counties; two each in Palo Pinto, and Gray Counties; and one each in Cochran, Floyd, Hale, Knox, Parker, Wise, Armstrong, Hansford, Ochiltree, and Potter Counties.

## Strey Leaf Performs At La Plata For Red Cross

A Hereford rock music band, Strey Leaf, performed in concert Tuesday at La Plata Junior High to raise donations for the Red Cross.

A total of \$88 was raised by the band during the concert at the school gymnasium.

The group consists of Hereford High students and has performed several local concerts. Members of the group are Lee Line, lead guitar; Hank Stringer, lead vocalist; Eric Fowler, bass guitar; Frank Mancillas, drummer; and Rex Barber, organist.



## TOUCHDOWN!

We can help you make a successful touchdown on that financial goal you want to reach!

If you're planning your family's future, now is the time for you to drop in for friendly, expert, professional — and confidential — assistance. We can show you a wide variety of savings plans to make your money work for you. Our Trust Department will help you determine your insurance needs, discuss your need for a will and the efficient economical administration of your estate. We'll show you our full range of services from safe deposit boxes to loans and money cards to checking accounts — and we'll help you to use our services to your advantage. Whenever you feel a need for expert help with your financial affairs, we'll be glad to talk with you — without any obligation whatsoever.

THE FIRST NATIONAL BANK OF HEREFORD  
Member of F.D.I.C.

Franciscan Masterpiece Happy beginning for your new home

Your love story deserves the perfection of superb china. Brilliant crystal. Franciscan Masterpiece China and Crystal reflect your flawless taste, add a dignified confidence to your every dress. Choose precisely matched china and crystal. Or find your own design combinations. Either way your pleasure in owning America's finest china and crystal will grow each year. Come in now and register your Franciscan Masterpiece choices with us. And share your life with beauty.

Kester's Jewelry

Across From The Post Office in Downtown Hereford

HALLOWEEN CARDS

McDOWELL DRUG DOWNTOWN 364-1313

Hallmark

When you care enough to send the very best.

LOW-LOW CASH & CARRY PRICES

ROUGH OAK LUMBER 2 x 6 & 1 x 6 Real Good Oak	\$24.75 Per 100 BF	FLOOR TILE 12 x 12 Vinyl Asbestos	\$7.90 PER BOX OF 45 17 1/2' Square Foot
CREOSOTE POSTS 30 YEAR FENCE GUARANTEE	2 1/2" x 6 1/2" \$ .77 EA. 3 1/2" x 6 1/2" \$ 1.19 EA. 4" x 8" \$ 1.99 EA. 16' Poles \$ 7.44 EA.	STEEL GATES	8' x 52" \$ 16.70 EA. 16' x 52" \$ 28.92 EA.

SAVES FARM DISCOUNT LUMBER & COMPANY SAVES  
PHONE 364-6002 (Just outside city limits) HIGHWAY 385 SOUTH

BOOTS - The Footwear for Comfort and Durability

Boots West has boots by  
\* Tony Lama \* Nocona  
\* Sanders \* Cowtown  
\* Justin \* Acme

HATS  
\* Resistol \* American

BELTS  
\* Tony Lama

GRIER GLOVES  
Boots West  
Hwy 60 E 364-5961

Member of F.D.I.C.

# Halloween Holiday Food Savings Hits

DOUBLE GUNN BROS. STAMPS ALL DAY TUESDAY AND WEDNESDAY WITH \$2.50 OR MORE PURCHASE AT PIGGLY WIGGLY IN DOWNTOWN HEREFORD.  
ADVERTISED PRICES GOOD MONDAY, OCTOBER 22 THRU SATURDAY, OCTOBER 27.

<b>GOLD MEDAL FLOUR</b> WITH \$5.00 PURCHASE <b>69¢</b>	<b>SUNSHINE KRISPY CRACKERS</b> 1-LB. BOXES <b>3 FOR \$1.00</b>	<b>NESTLES HOT COCOA MIX</b> 14 ENVELOPES <b>59¢</b>	<b>BETTY CROCKER CAKE MIX</b> ASSORTED LAYER <b>3 FOR \$1.00</b>	<b>OCEAN SPRAY CRANBERRY SAUCE</b> JELLIED RASBERRY <b>39¢</b>	<b>FOOD KING SLICED PEACHES</b> NO 2½ <b>4 FOR \$1.00</b>
<b>WESTERN GOLD PORK &amp; BEANS</b> 300 CANS <b>4 FOR \$1.00</b>	<b>HUNTS PEELED TOMATOES</b> 14½ CANS <b>5 FOR \$1.00</b>	<b>BLACKBURN'S SYRUP</b> WHITE OR WAFFLE, 32 OZ. <b>59¢</b>	<b>JIF PEANUT BUTTER</b> SMOOTH OR CRUNCHY 18 OZ. <b>79¢</b>	<b>PRIME CHOICE STEAK SAUCE</b> 10 OZ. <b>69¢</b>	<b>VEG-ALL MIXED VEGETABLES</b> 16 OZ. <b>4 FOR \$1.00</b>
<b>DEL MONTE CORN</b> CREAM STYLE 303 CAN <b>5 FOR \$1.00</b>	<b>CLOVERLAKE ICE CREAM</b> ASSORTED FLAVORS ½ GAL. ROUND CARTON <b>89¢</b>	<b>BLEACH CLOROX</b> ½ GAL <b>33¢</b>	<b>PALMOLIVE LIQUID DETERGENT</b> 12 OZ. <b>19¢</b>	<b>32 OZ. RETURNABLE COCA-COLA</b> <b>5 FOR \$1.00</b>	<b>HUNTS CATSUP</b> 32 OZ. BTL. <b>49¢</b>
<b>LIQUID PRELL SHAMPOO</b> 11 OZ. 25¢ OFF LABEL <b>79¢</b>	<b>CORONET - CHIFFON FACIAL TISSUE</b> 200 COUNT <b>4 FOR \$1.00</b>	<b>LAUNDRY DETERGENT, SUPER SUDS</b> KING SIZE <b>79¢</b>	<b>OCEAN SPRAY, CRANBERRY JUICE</b> REG. - LOW CALORIE <b>59¢</b>	<b>BOUNTY JUMBO, WHITE OR DECORATED PAPER TOWELS</b> <b>3 FOR \$1.00</b>	<b>WELCH, CONCORD GRAPE JELLY</b> 2 LB. JAR <b>59¢</b>
<b>DEL MONTE ORANGE JUICE</b> 12 OZ. 3 FOR <b>\$1.00</b>	<b>SHURFINE WHIPPED TOPPING</b> 10 OZ. <b>39¢</b>	<b>POTATOES</b> RUSSETS ALL PURPOSE 10 LB. <b>79¢</b>	<b>APPLES</b> RED DELICIOUS, NEW MEXICO, NEW CROP PLUS GUNN BROS. STAMP. 15¢ 500 LB. BUSHEL <b>\$5.00</b>	<b>GRAPEFRUIT</b> RUBY RED, SWEET DELICIOUS 19¢ LB.	<b>LETTUCE</b> HEREFORD FRESH EXTRA CRISP 15¢ HEAD
<b>SHURFINE TOMATOES</b> VEGA HOT HOUSE 3 LBS. <b>\$1.00</b>	<b>butcher shop</b>	<b>FAMILY STEAK</b> LB. <b>98¢</b>	<b>GROUND BEEF</b> LB. <b>79¢</b>	<b>RIB STEAK</b> LB. <b>\$1.19</b>	<b>GLOVER (Old Fashioned) Pure Pork SAUSAGE</b> 2 LB. <b>\$1.89</b>

**frozen foods**

PATIO ASSORTED **MEXICAN DINNERS** 49¢

JENO'S **PIZZA** CHEESE - SAUSAGE - HAMBURGER 79¢

TEXSUN, **ORANGE JUICE** 12 OZ. 3 FOR **\$1.00**

SHURFINE, **WHIPPED TOPPING** 10 OZ. 39¢

**produce**

**POTATOES** RUSSETS ALL PURPOSE 10 LB. **79¢**

**APPLES** RED DELICIOUS, NEW MEXICO, NEW CROP PLUS GUNN BROS. STAMP. 15¢ 500 LB. BUSHEL **\$5.00**

**GRAPEFRUIT** RUBY RED, SWEET DELICIOUS 19¢ LB.

**LETTUCE** HEREFORD FRESH EXTRA CRISP 15¢ HEAD

**TOMATOES** VEGA HOT HOUSE 3 LBS. **\$1.00**

**butcher shop**

(FAMILY PAK) **PORK CHOPS** LB. **98¢**

**BLADE CUT CHUCK ROAST** LB. **79¢**

**SHURFRESH BISCUITS**

**This Week Special**

**CUPS** 49¢

**COMPLETE YOUR SET AS SOON AS POSSIBLE**

EXCLUSIVELY YOURS AT ... PIGGLY WIGGLY, DOWNTOWN HEREFORD

**Let's you express yourself...**

Create your own exciting combinations in...

**Doverstone**

**Fine Imported Stoneware.**

Crafted in Staffordshire, England

**AFFILIATED FOOD STORES**

Build your set the piece-each-week way.

WEEK	ITEM
1	Dinner Plate
2	Cereal/Dessert Dish
3	Cup (THIS WEEK)
4	Saucer
5	Salad/Cake Plate

THIS CYCLE WILL BE REPEATED THREE TIMES.

GENERAL MILLS CEREALS, 12 OZ.

**WHEATIES** WITH COUPON **39¢**

VALUABLE COUPON

**WHEATIES** ENERGY-PACKED WHOLE WHEAT FLAKES

10-8-11-18-73

Good week of **PIGGLY WIGGLY**

Good at

MAXWELL HOUSE, ALL GRINDS 2 LB.

**COFFEE** WITH COUPON **\$1.69**

SAVE 30¢

WITH THIS COUPON WHEN YOU BUY THE 2 LB. CAN OF **MAXWELL HOUSE COFFEE**

AT **Piggly Wiggly** WITH COUPON **2 LB. CAN ONLY \$1.69**

ONE COUPON PER FAMILY • OFFER EXPIRES **10-27-73**

4 OZ. 100% FREEZE DRIED

**TASTER'S CHOICE** WITH COUPON **\$1.19**

SAVE 30¢

on 4 oz. size **Taster's Choice**

100% FREEZE-DRIED COFFEE

Limit 1 Per Family

**Piggly Wiggly** OFFER EXPIRES **10-27-73**

NO. 29553

**PIGGLY WIGGLY**

The Original SELF SERVICE

**PIGGLY WIGGLY IS NOW AUTHORIZED FOR FOOD STAMP REDEMPTION!**


"WHERE YOU ALWAYS BUY THE BEST FOR LESS"  
**GIBSON'S**  
**DISCOUNT CENTER**

**TOP-THE-TOP**  
 The Top Game  
 Ideal Toy  
 Reg. 97¢  
**NOW 69¢**

**HALLOWEEN HEADQUARTERS**  
**MASKS COSTUMES CANDY**  
 AT GIBSON'S DISCOUNT PRICES

WE HONOR master charge THE INTERBANK CARD

your BANKAMERICARD welcome here

**STUFFED TOYS**  
  
 OFF 1/4

**PRICES EFFECTIVE MONDAY, OCT. 22 through SATURDAY, OCT. 27**  
 9:00 A.M. to 9:00 P.M. MONDAY thru SATURDAY

**GIBSON'S ANNIVERSARY Sale**

**LEVEL KNEIVEL SCRAMBLE VAN**  
 Ideal Toy  
 NO. 3408  
 REG. \$10.00  
**NOW \$8.88**

**TOSS ACROSS**  
 Ideal Toy  
 Reg. \$13.00  
**NOW \$10.99**

**SIT 'N SPIN**  
 Kenner NO. 3460  
 Reg. \$9.00  
**NOW \$7.97**

**HOWDY DOODY**  
 24" Doll  
 Reg. \$8.00  
**NOW \$7.00**

**PIVOT POOL**  
 Milton Bradley  
 NO. 425  
 Reg. \$19.00  
**NOW \$14.97**

**ETCH-A-SKETCH**  
 Ohio Art  
 NOW  
 NO. 505A  
 Reg. \$3.00  
**\$2.49**

**GUM GRABBER**  
 Tarrson Company  
 NO. 250  
 Reg. \$3.00  
**NOW \$2.29**

**TRACTOR**  
 The Ertl Co.  
 FORD 8000  
 NO. A800  
**NOW \$6.99**  
 Reg. \$8.00

**TEA SET**  
 Worcester Toy  
 Tulip - English China - Tole Tea Set  
 Service for 3  
 NO. 2679  
 Reg. \$1.00  
**NOW 99¢**

"WHERE YOU ALWAYS BUY THE BEST FOR LESS"  
**GIBSON'S**  
**DISCOUNT CENTER**

**Triple AAA ROOT BEER**  
 1/2 Gal.  
**39¢**

**POTATO CHIPS**  
 Gibson's Ripple BAR-B-QUE POTATO CHIPS  
 10 OZ.  
**39¢**

9 - Big Years -  
**GIBSON'S MAKES THIS YEAR THE BIGGEST**  
 Don't Miss These Anniversary Values.....

**9th ANNIVERSARY**  
**SALE** STARTS MONDAY  
 Borden's  
**OPEN 9 to 9**

**NESTEA**  
 Instant Tea  
 3 OZ. Jar  
**69¢**

**ICE CREAM**  
 1/2 Gallon  
**89¢**

**DOWNEY CRACKERS**  
 Keebler  
 1 Lb. Box  
**37¢**

**DOWNEY**  
 33-OZ. GIANT SIZE  
**63¢**

**CLOROX 2**  
 4 OZ.  
**2/15¢**

**CLOROX II**  
 TRY ME SIZE

**LAY-A-WAY NOW** .....  
 For  
**Your Christmas Gifting**

WE HONOR master charge THE INTERBANK CARD

**BANKAMERICARD**

Prices Effective Monday, Oct. 22 through Saturday, Oct. 27.

**Rockingham MUGS**  
 No. 2006 Stackable Brown 8 Pack  
**NOW \$1.77**  
 Reg. \$2.37

**TIDE**  
 5 LB. 4 OZ. KING SIZE  
**ONLY \$1.29**  
 WITH THIS COUPON  
 PRICE WITHOUT COUPON \$1.59  
 GOOD AT Gibson's  
 OFFER EXPIRES 10-27-73  
 SAVE LIMIT 1 COUPON PER PURCHASE SAVE

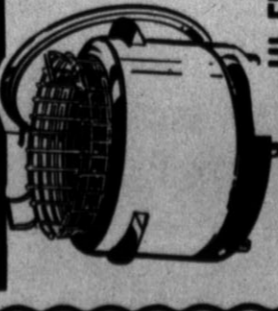
# 9th Anniversary

OPEN 9 A.M. to 9 P.M. MONDAY through SATURDAY.  
**SAVE \$\$ SAVE \$\$**  
 During Gibson's Anniversary Spectacular Sale . . . . .  
 Monday, Oct. 22 thru Saturday, Oct 27



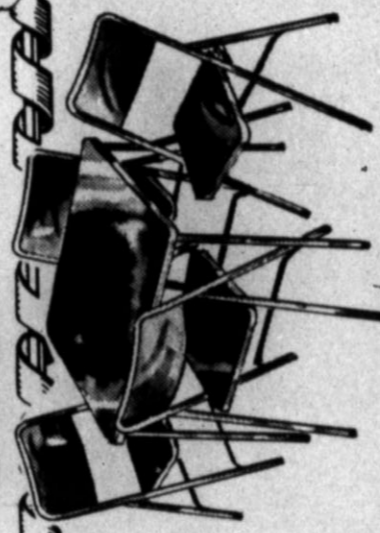
**POLY PERK**  
 by Regal  
 4-8 cup completely Automatic  
 REG. \$7.97  
**Anniversary Price! \$4.97**  
 Avocado, Flame & Harvest Gold

50 PC. SET SERVICE FOR 8  
 Stainless Steel  
**TABLE WARE \$12.99**  
 5 Patterns  
 REG. \$26.97



**HI FRY COOKER FRYER**  
 Avocado - Harvest or Brown  
 REG. \$10.97  
**NOW \$7.99**

NO. 6540 4 Qt. Electric J.E. Porter  
**ICE CREAM FREEZER \$14.77**  
 REG. \$19.97



5 Pc. Samsonite  
**TABLE & CHAIRS \$28.97**  
 Moss Ivory Fruitwood  
 REG. \$38.97  
**NOW THIS WEEK ONLY!**

YOUR CHOICE  
 NO. 1040 Round or No. 1042 Square  
 44 Qt. Plastic  
**WASTE BASKET \$8.88**  
 by Sterilite  
 REG. \$11.29

**SWAG LAMP \$7.77**  
 by Larwin  
 NO. G 5000  
 NOW ONLY!  
 REG. \$19.97

## LAY-A-WAY those GIFT ITEMS

Now for CHRISTMAS at GIBSON'S

Mens Helbrose 21 Jewel  
**DAY/DATE WATCH \$29.97**  
 Self Winding  
 REG. \$49.97

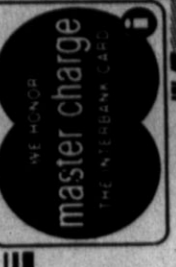


22 - OZ. ICE TEA  
**TUMBLER \$2.25**  
 NO. 3077  
 NOW

OPEN 9:00 A.M. to 9:00 P.M. thru SATURDAY

# ANNIVERSARY

Thrifty Santas Layaway Now.



PRICES EFFECTIVE  
 MONDAY OCT. 22nd through SATURDAY OCT. 27th

GIRLS 100% NYLON  
**TOPS or BODY SHIRTS \$2.50**  
 Ass't. Colors & Styles  
 SIZE 8-14 NOW  
 Retail \$3.99

Children's  
**PF FLYERS \$1.59**  
 Posture Foundation  
 NOW  
 Sanitized  
 Retail \$3.99

**DISH CLOTHES \$7.77**  
 NOW  
 Retail 20¢

Longlife Multi Purpose  
**UTILITY BAG \$7.77**  
 Ideal for Travel  
 Books, Sewing & Knitting  
 Retail 20¢

**2 KITCHEN TOWELS \$7.77**  
 by Cone  
 Lint Free - No Ironing  
 Size 14 X 25 all cotton  
 Pkg of 2  
 NOW

New No Seam  
**PANTY HOSE \$8.77**  
 with seam Free Panty-No seams to bind & Restrict movement- Free Feeling Panty Hose  
 Retail \$1.29  
 NOW

Men's  
**TRACK CANVAS SHOE \$2.69**  
 Black with 2 white Striped  
 White sole-7 eye Retail \$4.99  
 NOW  
 SIZE 6-12

**ANNIVERSARY ATTACHE CASE \$3.19**  
 by Carry Case Mfg.  
 NOW  
 Wood  
 NO. 600  
 Reg. \$4.99  
**SPECIAL**

**Dickies \$4.89**  
 65% Polyester 35% Cotton  
**WORK CLOTHES**  
 MEN'S  
**PANTS \$5.98**  
 REG. \$9.98  
 G.D.P.  
**SHIRTS \$3.97**  
 REG. \$4.98  
 G.D.P.

# 9<sup>th</sup> ANNIVERSARY SALE

PRICES EFFECTIVE MONDAY, OCT. 22nd. through SATURDAY, OCT. 27 th.

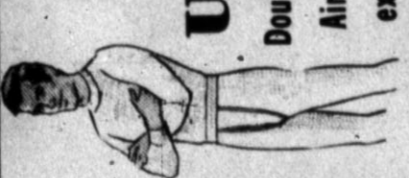
OPEN 9:00 A.M. to 9:00 P.M. thru SATURDAY

LAY-A-WAY NOW FOR CHRISTMAS



**BATTERY**  
Burgess  
SIZE D  
Reg. 24"  
NOW

**2 / 25c**  
FOR



**THERMAL UNDERWEAR**  
Men's  
Double cuffs for extra comfort - Air Pockets on both sides - For extra Warmth S-M-L-XL

**\$1 79**



Absorbent Cushion Sole Men's Work  
**SOCKS**  
High cushion Heel full, Cushion toe for sports or work

NOW PKG. of 3  
**89c**



**9" ROLLER KIT**  
With oversized Sturdy Tray  
Retail 2.29  
NOW

**97c**

**BATTERY**  
6 Volt  
F 4 M

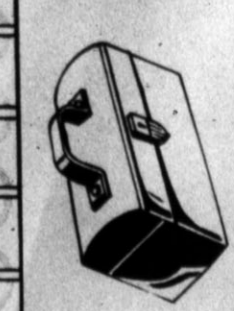


**HUNTING & FISHING HEADQUARTERS**  
We Sell STATE HUNTING & FISHING LICENSE

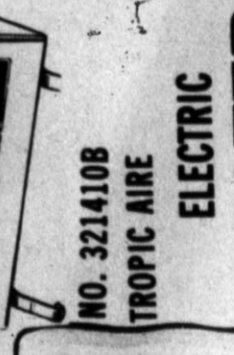
**\$37 97**

Harrington Richardson  
28" MOD OR 20GA TOPPER 12 GA.

**GIBSON'S YOUR**

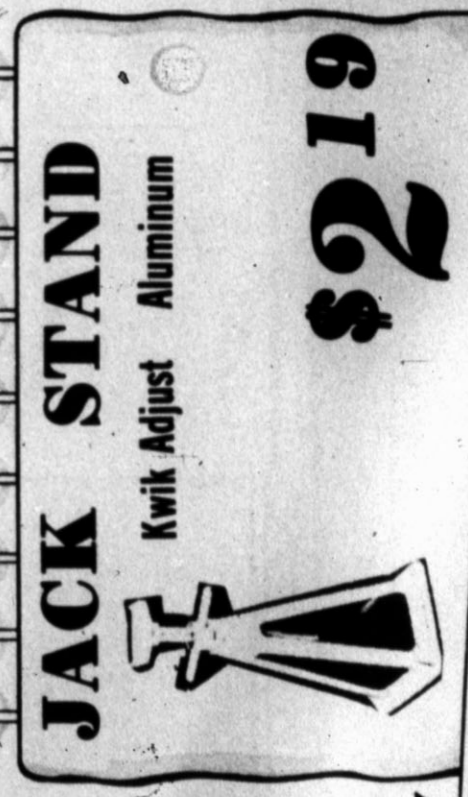


All Purpose NOW  
**TOOL BOX**  
NO. 84465  
Reg. 15.99



NO. 321410B  
TROPIC AIRE  
**ELECTRIC HEATER**  
By McGraw - Edison  
Reg. 18.99  
NOW

**\$15 57**



**JACK STAND**  
Kwik Adjust Aluminum

**\$219**

# 9<sup>th</sup> Anniversary HALLOWEEN

HEADQUARTERS COSTUMES MASKS CANDY  
PRICES EFFECTIVE 10-22 through 10-27

FANTASTIC BARGAINS PLAYING CARDS

**FILM \$3 97**  
TYPE 108 POLAROID



100% GUARANTEED TOP ARTISTS  
HEMISPHERE  
**STEREO TAPES \$1 97**  
1 Group Over 1,000 To choose from



**\$47 97**  
ATTACHMENT NOT INCLUDED

**LP Albums**  
RETAIL 14" G.P.P. \$3.27  
RETAIL 15" G.P.P. \$3.97  
RETAIL 16" G.P.P. \$4.59  
RETAIL 17" G.P.P. \$5.49  
RETAIL 18" G.P.P. \$6.29

**SYMPHONIC RECORD PLAYER \$15 97**



Ladies Helbrose  
**DIAMOND WATCH \$29 97**

**SPLASH-ON \$1 77**  
NO. 856  
BRUT

**ELECTRIC ORGANS \$26 97**  
FOR CHRISTMAS  
The Perfect Gift For the Student  
**ROYAL TYPEWRITER \$52 97**



NO. 2005

WHERE YOU ALWAYS BUY THE BEST FOR LESS

# GIBSON'S

**DISCOUNT CENTER**

PRICES EFFECTIVE  
MONDAY OCT. 22  
through  
SATURDAY OCT. 27



Colgate Instant

**SHAVING CREAM**  
Reg., Menthol & Lime

**39c**

11 OZ.

ANNIVERSARY SPECIAL

Parker

## PENS

**\$1 47**

LAY-A-WAY NOW FOR CHRISTMAS

ANNIVERSARY SPECIAL

Men's & Ladies

## BILL FOLDS

by Franstef

**\$3 57**

Men's SHAVING KITS

**\$1 77**



# ANNIVERSARY

LAY-A-WAY NOW FOR CHRISTMAS  
**SALE-ABRATATION**  
OPEN 9:00 P.M. to 9:00 MONDAY thru SATURDAY

LAY-A-WAY NOW FOR CHRISTMAS

Lysol

## CLEANER

28 OZ. **67c**

COMET

## CLEANSER

14 OZ. **2/31c**

Head & Shoulders

## SHAMPOO

SUPER TUBE **\$1 19**

Head & Shoulders

## SHAMPOO

SUPER LOTION **\$1 19**

OJ'S BEAUTY LOTION

6 OZ. **63c**

Dry Style

## HAIR CONTROL

For Men 11 OZ. **69c**

Capri

## BATH OIL

64 OZ. **69c**

Charmin

## BATHROOM TISSUE

Rolls **8/88c**

LYSOL

## TOILET BOWL CLEANER

16 OZ. **39c**

SCOPE

24 OZ. **\$1 19**

SURE

## DEODORANT

6 OZ. **49c**

Reg. or unscented "TRY ME YOU'LL LOVE ME"

WHERE YOU ALWAYS BUY THE BEST FOR LESS

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**DISCOUNT CENTER**

PRICES EFFECTIVE  
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Bon-Aire

**Kitchen on the go!**

For car, boat, camper, snowmobile.

- BREWS REAL COFFEE!
- WARMS FOOD AND BABY BOTTLES
- PLUGS INTO 12V

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Reg. \$1 27

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## ICE CHEST

by THERMOS

43 Qt. Capacity 22" Model

Reg. \$11 00

**\$11 00**

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## BASKETBALL & GOAL SET

Reg. \$8 99

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STADIUM SEATS

Comfort for you at the Game

**\$3 57**

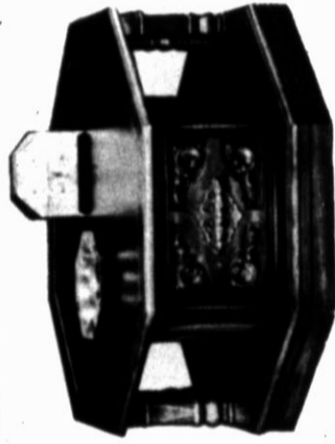
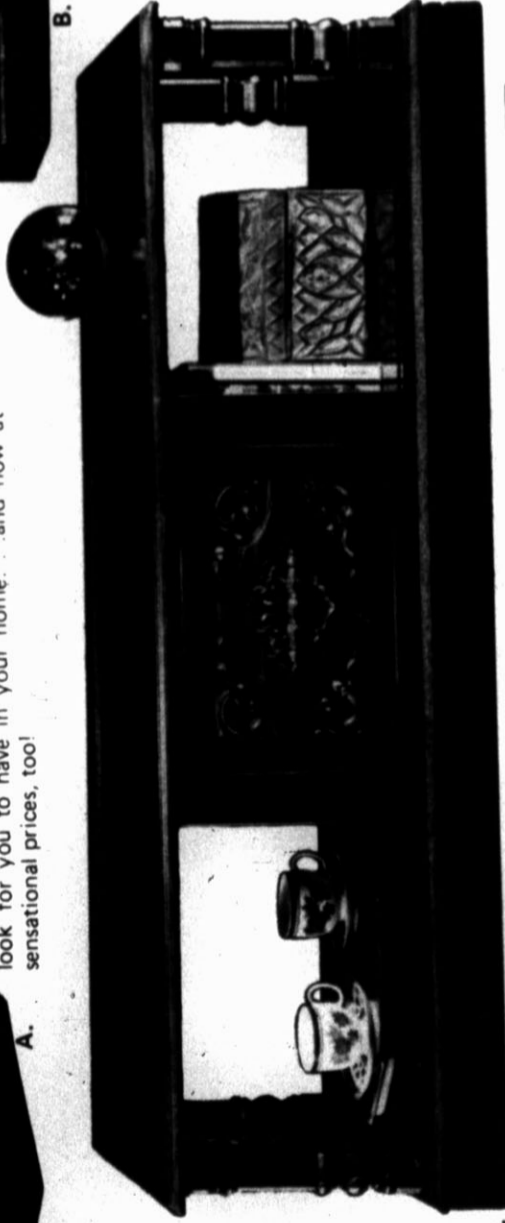
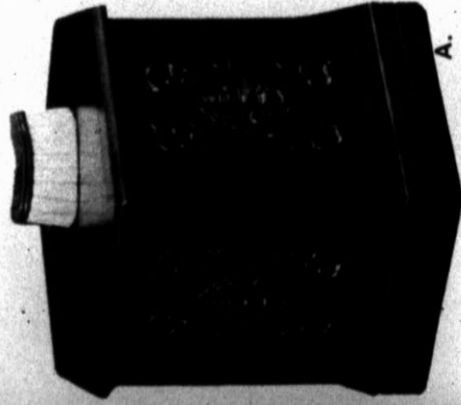


**RIVERSIDE brings you BOLERO II with styling as exciting as the Spanish dance of romance**

*Your Choice*

- A Hexagon Commode **\$8888**
- B End Chest
- C Door Cocktail Table

Bolero II... graceful design, sweeping lines, intricate details, dashing styles... beautifully combined for today's living. Regal distressed solid oak is meticulously fashioned into chairside chest, hex commode and massive cocktail table. See the elegant doors with decorative overlays that look like expensive hand-carving, complemented to perfection by gracious antiqued brass appointments. Bolero II, a sensational look for you to have in your home... and now at sensational prices, too!



**Octagon cocktail table, a unique style statement in your home . . .**

If you want a cocktail table that's extraordinary. Bolero II's octagon table is just for you. All the excitement of Bolero II styling is in this striking table, perfect for an intimate corner grouping or flanked by cozy loveseats. A generous 36x36x15 inches high, it features flush-to-the-floor design, lovely turned column styling, plus handy storage space.

**\$9888**

**... Solves**

**storage problems**

When you select Bolero II commodes and cocktail tables at these fabulous prices, you can also get a matching bookcase cabinet. It measures an impressive 72 inches high, is 26 inches wide, and 12 inches deep. Each wall piece has 3 shelves and 2 or 3 may be used to flank an entire wall for magnificent accent and utility too. Have Bolero II now!

**\$9888**



Supplement To  
The Sunday Brand

**BARRICK  
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West Hi-Way 60  
Hereford, TX 79045

Phone 364-3552 Store Side Parking

**Fantastic Furniture  
SALE**

**STARTS TODAY**

When you see RIVERSIDE, you know it's quality furniture! Now you can have Riverside's fine craftsmanship in fashion designs that are content in any surrounding. . . Plus, exciting low prices, with credit terms that suit you best. Fine furniture needn't be expensive. Don't wait for beautiful furniture. . . Have it now!



Above: Rocks and Swivels.

**Your Choice: Velvet  
Chairs, Swivel Rockers  
or Mediterranean  
Commodes**

**\$9995**

Treat yourself and your home to lovely "comfort" chairs, matched with elegant solid oak commode, hex commode or chairside chests. Choose one or a pair of these beautiful tufted velvet designs with plush buttoned backs, corner detailed base skirts and tassel accents. . . center style rocks and swivels comfortably. Bella Vista commodes crafted from warm wheat oak, gives you welcome extra storage behind doors with solid oak rope turnings, decorative scroll overlays that look like rich handcarving, and heavy burnished brass hardware. You can have each for an unbelievable price!

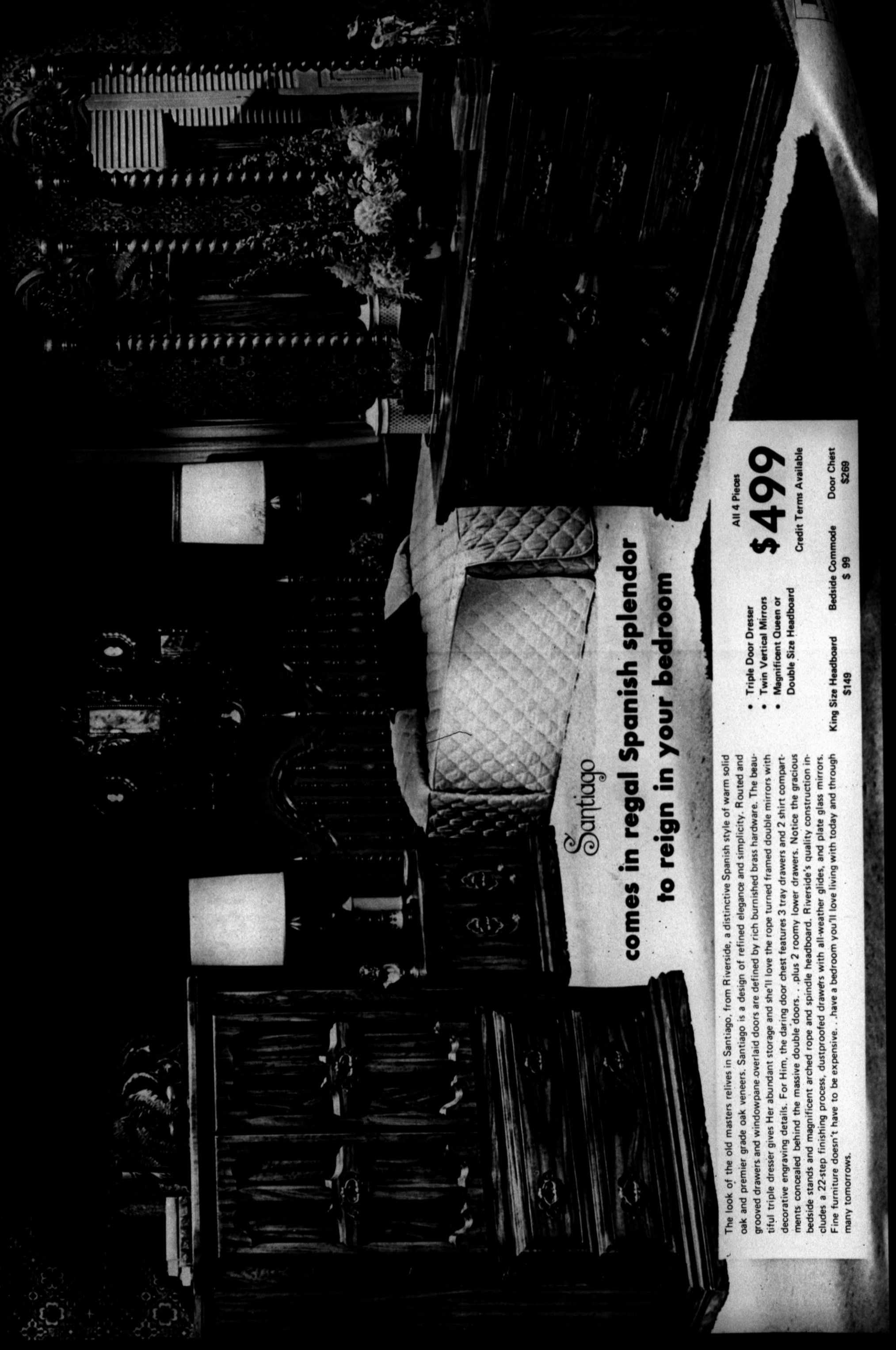
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RIVERSIDE

**BARRICK  
FURNITURE**

WEST HI-WAY 60  
HEREFORD, TEXAS

Phone 364-3552 Store Side Parking



Santiago

**comes in regal Spanish splendor  
to reign in your bedroom**

The look of the old masters relives in Santiago, from Riverside, a distinctive Spanish style of warm solid oak and premier grade oak veneers. Santiago is a design of refined elegance and simplicity. Routed and grooved drawers and windowpane overlaid doors are defined by rich burnished brass hardware. The beautiful triple dresser gives Her abundant storage and she'll love the rope turned framed double mirrors with decorative engraving details. For Him, the daring door chest features 3 tray drawers and 2 shirt compartments concealed behind the massive double doors. . . plus 2 roomy lower drawers. Notice the gracious bedside stands and magnificent arched rope and spindle headboard. Riverside's quality construction includes a 22-step finishing process, dustproofed drawers with all-weather glides, and plate glass mirrors. Fine furniture doesn't have to be expensive. . . have a bedroom you'll love living with today and through many tomorrows.

All 4 Pieces

**\$499**

Credit Terms Available

- Triple Door Dresser
- Twin Vertical Mirrors
- Magnificent Queen or Double Size Headboard

King Size Headboard  
\$149

Bedside Commode  
\$ 99

Door Chest  
\$269

17  
TOP  
FAVORITES

# The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

SUNDAY, OCTOBER 21, 1973



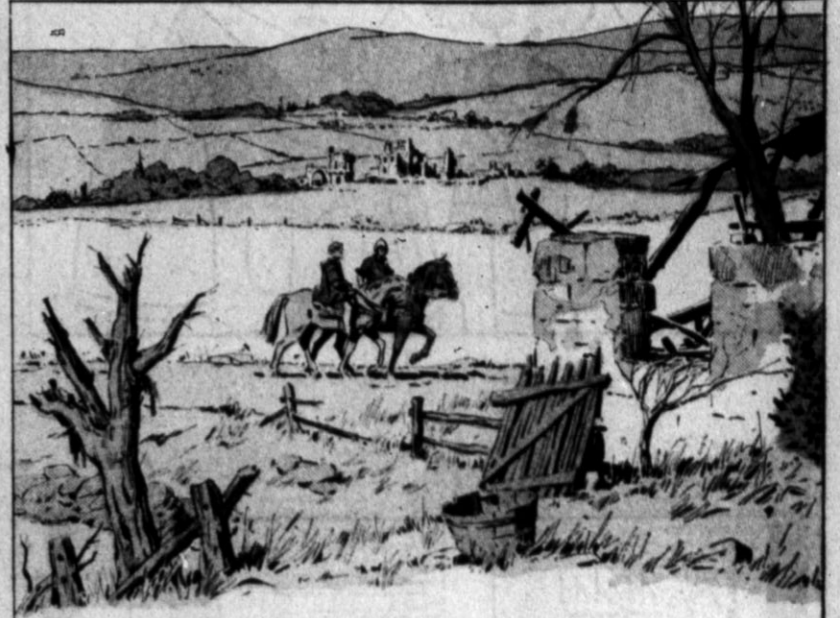
**Our Story:** AS WE ARE TRAVELING TOGETHER IT MIGHT BE WELL TO KNOW EACH OTHER'S NAME. MINE IS SIR ARN OF THULE.  
"I KNOW," ANSWERS HIS COMPANION, "FOR ON YOUR BREST YOU CARRY THE ROYAL CREST OF THULE."



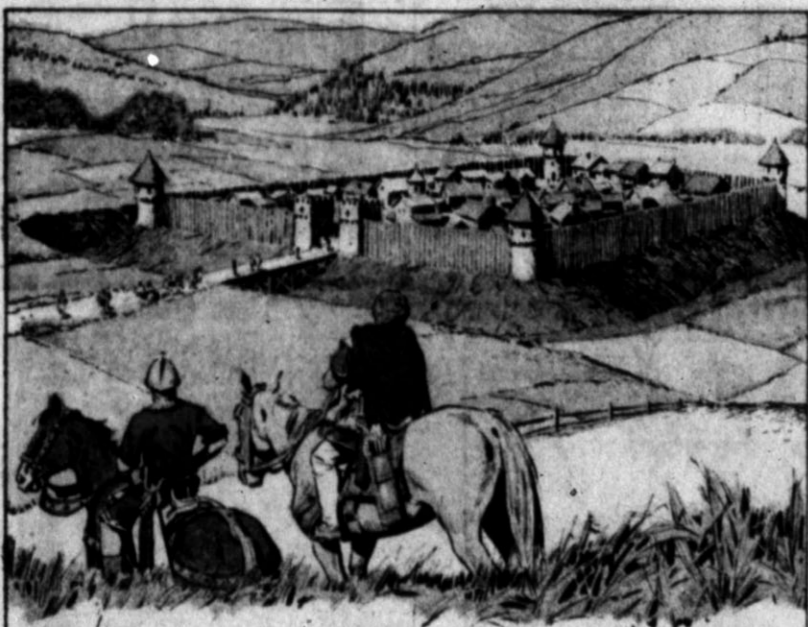
"AND I COME FROM A PIOUS FAMILY WHO NAMED ME PETER PAUL MATTHEW MARK TRYWELLYN OF WALES. YOU MAY CALL ME PAUL."



"I AM BOUND FOR THE SOUTH—AWAY FROM THE COLD AND RAIN OF THE NORTH—WHERE THE SUN IS WARM, THE WINE SWEET, AND THE MAIDS AMIABLE."



THEY TRAVEL SOUTHWARD INTO A DESOLATE LAND; BURNED FARMS AND VILLAGES, PLOWED FIELDS CHOKED WITH WEEDS AND BRAMBLES, WITH THE FALL OF ROME, BARBARIC TRIBES HAVE SWARMED ACROSS THE RHINE SEEKING PLUNDER AND A NEW HOME, LEAVING RUIN BEHIND.



THE FEW VILLAGES ARE CROWDED BEHIND PALISADES WITH WATCH-TOWERS AT EACH CORNER. ARN AND PAUL ARE WELCOMED, FOR NEWS OF THE OUTER WORLD IS SELDOM HEARD.



"WE HAVE COME FAR, BUT HAVE NOT BEEN ATTACKED."  
"THE GREAT MIGRATION OF GOths HAS DWINDLED TO MARAUDING BANDS. THEY WILL NOT ATTACK AN ARMED KNIGHT EXCEPT IN LARGE NUMBERS."



THIS IS THE MOST UNHAPPY PERIOD OF ARN'S YOUNG LIFE. NO WONDER HE INDULGES IN BITTERSWEET DREAMS OF LYDIA.



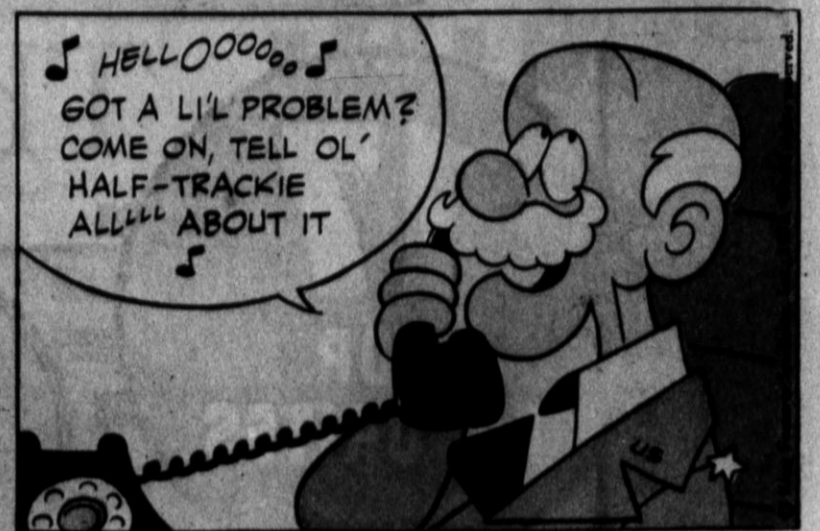
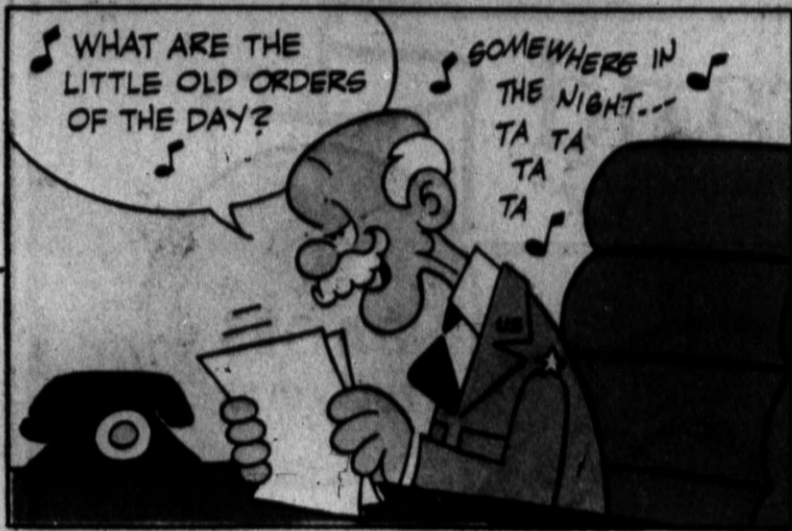
WHILE IN FAR-OFF THULE, LYDIA SHEDS TEARS FOR HER WANDERING LOVE. SHE ALONE KNOWS THE SIMPLE MISTAKE THAT LED TO THEIR PARTING.

NEXT WEEK—Goths

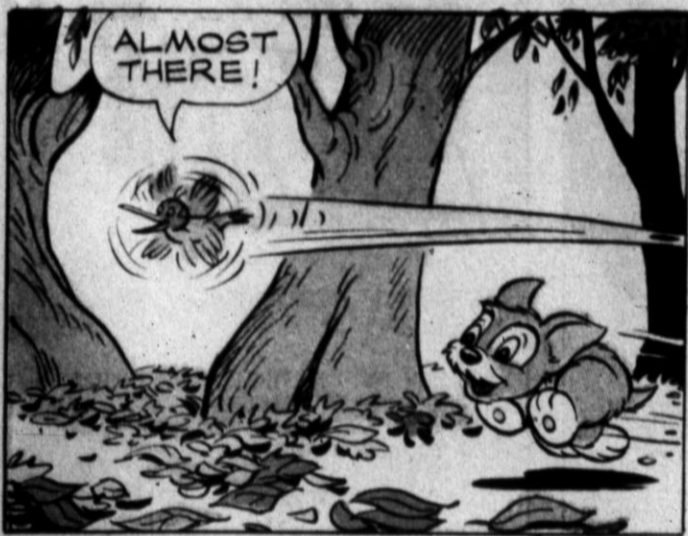


# beetle bailey

by mort walker



# WALT DISNEY'S SCAMP®



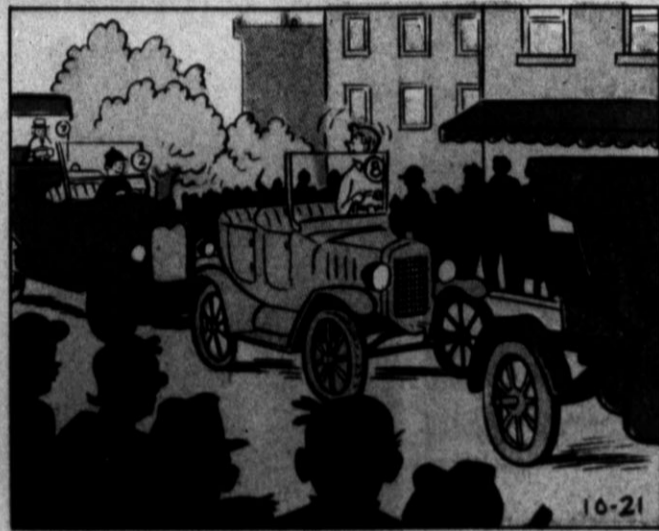
# BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL



# ARCHIE

by BOB MONTANA



# BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



# Hi and Lois

by MORT WALKER and DIK BROWNE





# PONYTAIL BY LEE HOLLEY



## Dear Heloise

**DEAR HELOISE:**  
When my husband and I were married, we received a wonderful gift from my stepfather and it is one of those rare gifts that truly "keeps on giving."  
It was a pint (lidded) jar filled with all sorts of nuts, bolts, screws, nails, washers, etc. - which came right out of my stepfather's personal garage stock.  
Along with this we received a hammer, two kinds of screwdrivers, and a pair of pliers - all of which he had used or excess ones that he already had.  
These are the things that we didn't even consider when we set up housekeeping. And they are things that we probably could not have afforded to buy at the time.  
The best part of this gift is that we've still not run out of nails, etc., and the tools will be good for years. We have used this gift over

and over again with so much thankfulness.  
Mrs. Rick Mares

**A POUND A CHORE?**  
**DEAR HELOISE:**  
Dieting is always hard, but I think this idea of mine makes it a little easier.  
On scrap pieces of paper I write chores that I always put off doing, such as cleaning my closet or the bathroom, etc. Then I put the papers in a jar and whenever I'm hungry, I go to the jar and pull out a paper and do whatever it says on the paper instead of eating between meals!  
Bobby

Join the club, Bobby - of all of us who must watch those numbers on the scale. But it

## HELP FOR HOMEMAKERS

Even Mom and Dad love it.  
Rhonda Ferguson  
Aged 10 years

Your mom and dad are lucky to have someone like you who evidently must like to try out the unusual in the culinary arts.  
If you can cook this well now and are only 10 years old, you should really be a gourmet one of these days!  
Heloise

**IT'S NOT RAINING!**  
**DEAR HELOISE:**  
The covering on a pretty plastic umbrella that has a broken rib can be used to make a very useful shoulder protector when getting a haircut or a permanent wave.  
Just remove the cover from the framework of the umbrella. Cut a slit from the edge of the cover to the center to make the opening. From the middle, cut but a circle big enough for the cover to fit around the neck. Bind the edges of the opening and then the neck edge, leaving the ends of the binding

long enough to use for ties.  
The rib end tips can be left on for decorative purposes, or cut off if one so desires.  
Mrs. Johnson

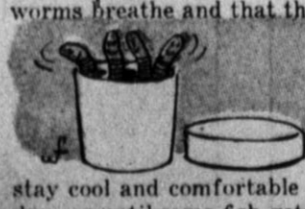
**LETTER OF LAUGHTER**  
**DEAR HELOISE:**  
My husband is a great fishing enthusiast!  
To guarantee that he has lively worms when he leaves (usually at dawn), he buys them one or two days ahead of time. We discovered that we could put them in a plastic foam cup with a cover and leave them in the refrigerator!  
We usually put some moist dirt in to keep them "happy." My husband is happy, too, since he doesn't have to worry about where to buy bait at the crack of dawn. He says that the foam cups let the worms breathe and that they

**FIRMLY PLANTED**  
**DEAR HELOISE:**  
Each time I bought plants for my goldfish bowl I put them in the water, but they would float around.  
I wanted the plants to look as though they were growing out of the gravel...  
I cut a slit down the middle of a plastic coffee can lid. Next, the root ends of the plants and ferns were pushed through the slit in the plastic, then fastened with a rubber band. The lid was placed on the bottom of the bowl and then covered with the gravel so it wouldn't float to the top.  
Now my fish bowl looks so much nicer and it's easier for the fish to swim around.  
Suzanne - Age 12

**PASS THE BASKET**  
**DEAR HELOISE:**  
I want to thank you for all the helpful suggestions you and your readers give the homemaker. I notice at times some of the men even "give and take a hint!"  
My donation concerns the small, long plastic containers that contain tomatoes at the market. I hated to throw them away so have found many uses for them.  
I have three, stacked one inside another, on my desk to keep pens and pencils in.

The three together keep the pens from sliding out as they would with just one.  
They could be used in dresser drawers to keep odds and ends in. One on the dresser or the medicine cabinet to put small bottles in to keep them from getting upset.  
I had some larger ones that I stood on end and wired together with fine wire. Packed with some moss, they made a pretty container for some artificial flowers.  
A little girl I know uses one as a crib for a tiny doll.  
The question is - how did we ever get along before, without plastics?  
Mrs. Earl Strong

Now that is a dad-burned good question.  
With all these modern conveniences that we have nowadays, it does make one stop and marvel how the gals of even fifty years ago managed to make such wonderful homes for their families!  
But do it they did - and you'd better believe it that they really did a whale of a good job. Right?  
Heloise

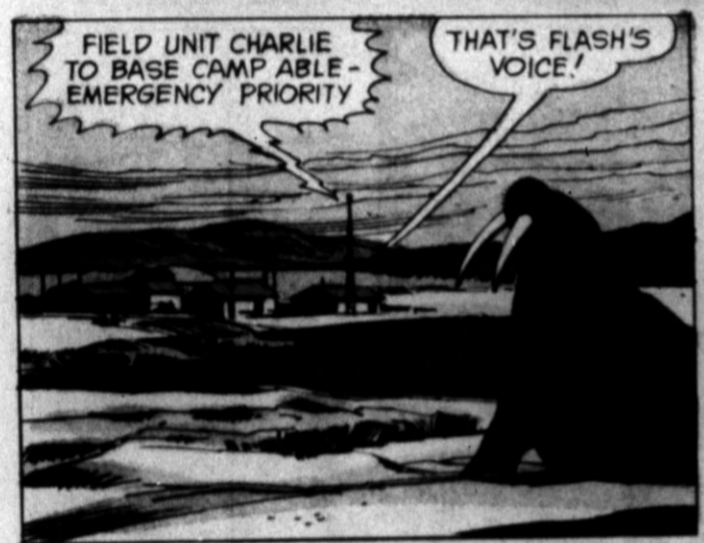


# LITTLE IODINE



# FLASH GORDON

by DAN BARRY



# TIGER

by BUD BLAKE



10-21  
BUD BLAKE

# BUZ SAWYER Featuring His Pal Rosco Sweeney by ROY CRANE



NOW WHO CAN THAT BE?



CAN I BORROW YOUR WHEELBARROW, SWEENEY? MINE'S BROKEN.

UH... SURE, ELMO.



LATER IF YOU'RE NOT USING IT, MIND IF I BORROW YOUR HOSE? MINE'S FULL OF HOLES.

UH... I GUESS SO.



BY DINGIES, I'M SICK OF ELMO BORROWING EVERYTHING I OWN!

WELL, SILLY, NEXT TIME HE ASKS FOR SOMETHING, TELL HIM YOU'RE USING IT!



THEN YOU'LL HAVE A GOOD REASON FOR SAYING "NO"!

THAT'S A GOOD IDEA, BABY SISTER!



NEXT DAY HEY, ROSCO, ARE YOU GONNA BE USING YOUR LAWN MOWER THIS AFTERNOON?

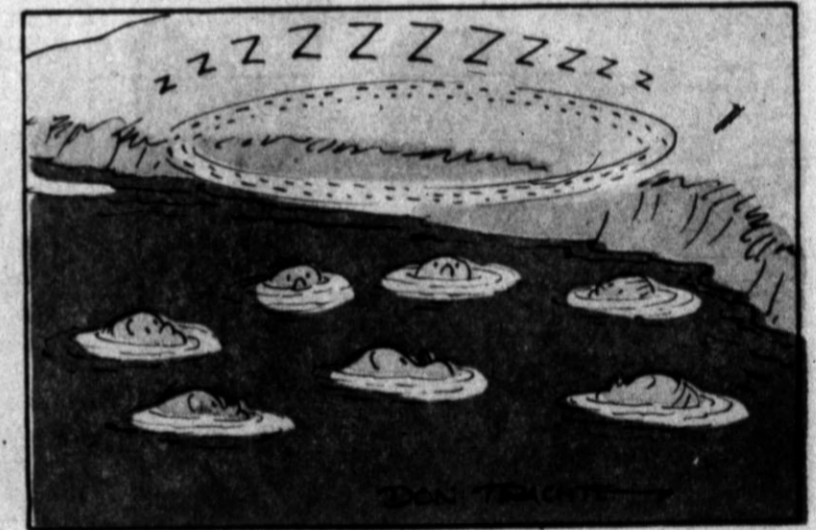
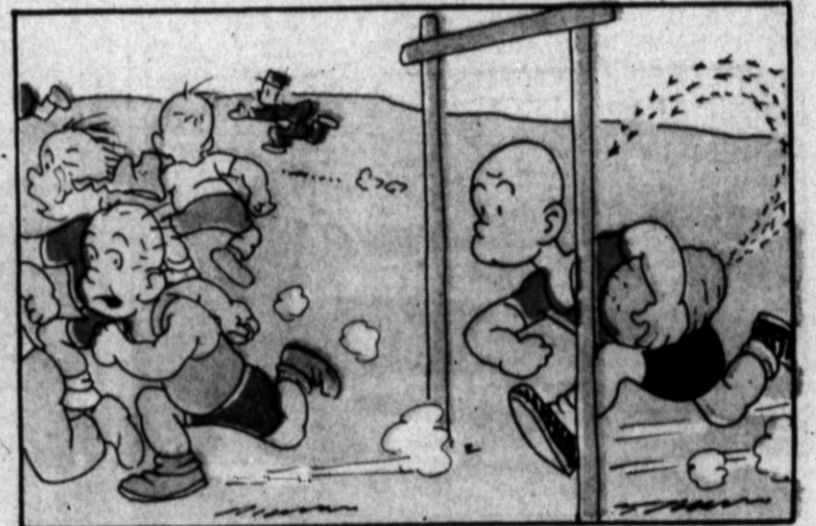
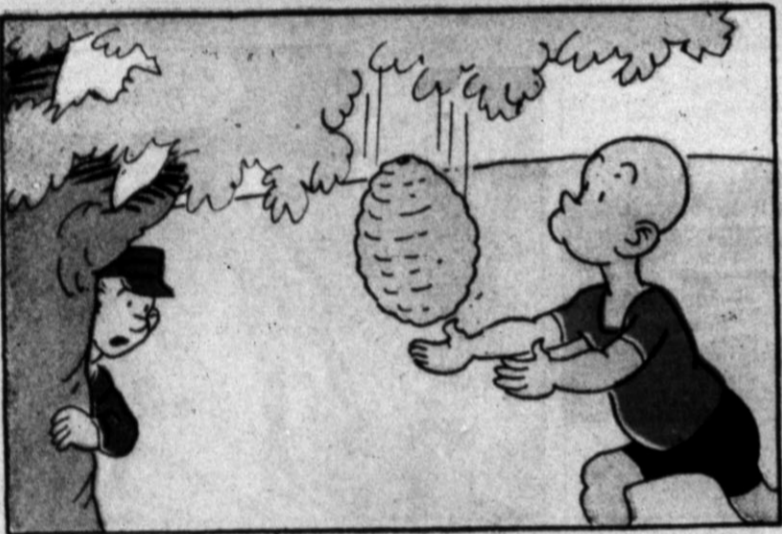
YES, BY DINGIES! I HAVE TO MOW BOTH THE FRONT AND BACKYARD!



GOOD. THEN SINCE YOU WON'T BE NEEDING IT, MIND IF I BORROW YOUR FISHING ROD?

# 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

BULLETIN BOARD



● NUMBER, PLEASE! Will all ten of your fingers fit in the holes on a standard telephone dial? Yes or no?

● Jot down the digits 1 through 9 in such an order that the first three are equal to one-third of the last three and the middle three equal the last three minus the first three. How's it done?

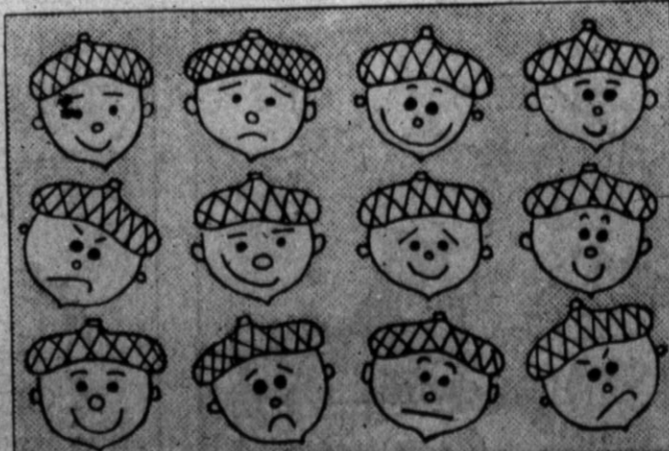
● Here are some more "What's-in-a-name?" words submitted by Theodore Young of Toledo, Wash.: Iris Sponsible, Pete Roleum, Ray Diator, Ron D. View, Sally Mander. Can you make up some toppers?

● Unscramble names of musical instruments: 1. BAUT. 2. DURM. 3. PRAH. 4. EBOO. Time limit: 30 seconds.

ANYONE can perform this feat of magic once the secret is obtained. The magician places three coins or buttons in a row before him. He then asks if anyone present thinks he can remove the middle coin from its position without touching it in any way.

Suppose you were in his audience, could you comply? Actually, the trick is quite simple. The magician merely picks up one of the two coins and places it at the opposite side.

The coin formerly in the middle will then be at one of the ends and will not have been touched, just as the magician contended.



LET'S FACE IT! Why some of the acorns above are smiling and some are not is anyone's guess. Which two are look-alikes?



HEAR, HERE! Add these colors for a hidden picture above: 1-Red. 2-Lt. blue. 3-Yellow. 4-Lt. brown. 5-Flesh tones. 6-Lt. green. 7-Dark green. 8-Dark brown. 9-Black. 10-Dark blue

## SPELLBINDER!

SCORE 10 points for using all the letters in the word below to form two complete words:

CAULDRON

THEN score 2 points each for all words of four letters or more found among the letters.

Try to score at least 50 points.

One possible anagram: Land, corn.