

Two File For County Judge Post

Sam Morgan, Mike Ranspot File Against Incumbent H.C. Williams

By DON RICHARDS
Brand News Editor

Two previously unopposed candidates for county offices picked up opponents this week as political tensions get tighter as Monday's filing deadline grows nearer.

The first of the week was highlighted as two local men jumped into the race for the county's top post — that of county judge — and another filed as a candidate for a previously unopposed county commissioner position.

Filing as Democrat candidates in the

race for Deaf Smith County judge was Sam Morgan, 62, and J. Mike Ranspot, 27. The two filings presently set up a three-man race as incumbent H.C. Williams had already announced for re-election.

In other major action at the county level James Voyles, 41, filed in the

Democratic race for the county commissioner Precinct 4 position. Already announced for the position is Luther Lesly. The post is presently held by Donald Hicks, but Hicks has stated he will not seek re-election.

IN OTHER major political action in the city, James "Dub" Boyd filed for re-election as a Hereford City Commissioner to Place 3. Boyd, 50, will be seeking his second term to the post and is opposed by Harvey Milton, who recently filed for the position.

Of all the city, school board, county, and district offices up for election, only one had not been filed for as of noon Wednesday — that of Criminal District Attorney. However, Andy Shuval, the incumbent in the position, is expected to announce before the weekend as a candidate for re-election.

THE FILINGS leave the present setup for local races:
County Judge — H.C. Williams, Sam Morgan and J. Mike Ranspot.
County Clerk — B.F. Cain.

Commissioner Precinct 2 — Clinton Jackson, Grant Hama, Bill Griffin, and Joe Zinser as Democrats; LeRoy Williamson as a Republican.

Commissioner Precinct 4 — Luther Lesly and James Voyles.

District Judge — Archie McDonald.
Criminal District Attorney — none.
District Clerk — Lola Faye Veazey.
County Treasurer — Veste Nunley.
County Surveyor — A.J. "Major" Schroeter.

Justice of Peace — Glenn Nelson.
City Commission Place 3 — Dub Boyd and Harvey Milton.

City Commission Place 4 — Frank Barrett.

School Board (2 places) Lynton Alred, Jim Conkright, Jim Clark, Bill Johnson and Glenn Watts.

FILING Deadline for county and district offices is Monday. Fees for filing range from \$50 up to \$150 for most complete county offices and \$400 for criminal district attorney. However, hopeful candidates may present a petition of about 50 qualified voters in

lieu of the filing fee. Democrat candidates should file with B.F. Cain and Leo Witkowski and Republican candidates should file with Joe Shollenbarger.

Filing deadline for city election is March 1 at City Hall with the filing date for the school board set at 7 at the school tax office.

BOYD WAS first elected to the city commission in 1972. He is owner of Boyd Machine and Supply and resides at 308 Douglas. He and his wife, Ruby, have two sons.

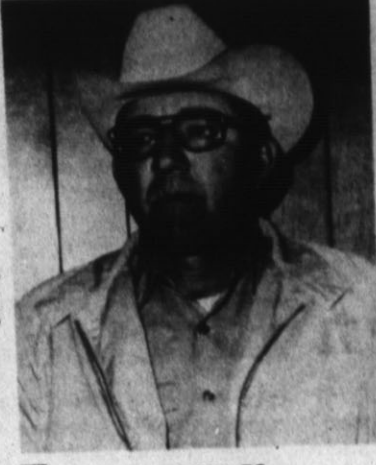
MORGAN, 62, is an executive assistant at Deaf Smith Rural Electric Cooperative (REC). He has been associated with REC in the county for the past 17 years after moving here from Bonham. He was raised in Stonewall County and he and his wife, Ora, have two daughters and a son and nine grandchildren. They are members of the First Baptist Church and reside at 223 N. 25 Mile Avenue.

Morgan attended two summer schools

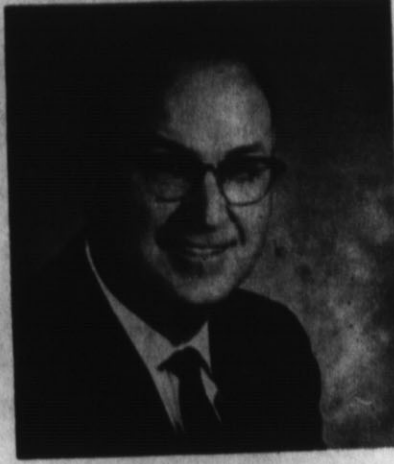
See TWO FILE Page 2



SAM MORGAN
Files For Judge



JAMES VOYLES
Vies For Pct. 4



DUB BOYD
For City Commission

the Hereford Brand

73rd Year - No. 5 Hereford, Texas, Thursday, Jan. 31, 1974 Price 10c 28 Pages

Asks DST Change

Directors of the Deaf Smith County Chamber of Commerce have sent telegrams to state and national representatives asking for the elimination of Daylight Savings Time.

Telegrams were sent to U.S. Sen. Lloyd Bentsen, John Tower, Cong. George Mahon, State Sen. Max Sherman and State Rep. Bill Clayton.

The telegrams stated that the Chamber "fully supports the immediate return to Standard Time" and also included two alternate requests: One that the state of Texas be exempt from DST or second, that the West Texas area be included in Mountain Time Zone rather than the Central Time Zone.

District In 3-Way Tie

Herd Claws Tigers

Hereford's Whitefaces kept alive their hopes for at least a share of the first-round title in District 4-AAAA by capturing a 63-54 decision over the Snyder Tigers in a bruising battle here Tuesday night.

The Herd's accuracy at the free-throw line was the eventual difference, but Coach Barry Arwine saw his starters build up a 15-point advantage before emptying the bench in the closing minutes.

The triumph, along with Coronado's win over Lubbock High and Monterey's defeat of Plainview, set up a showdown for the Herd in Lubbock Friday night. Hereford meets Coronado Friday with a Herd triumph meaning at least a share of the first-round title. Hereford, Coronado and Plainview all have 3-1 records.

THE DISTRICT plays two rounds, with the champions of each round playing for the championship. A tie for

the first-half lead could result in all kinds of possibilities in the second round — unless one of the teams won the second round outright. Coronado was the pre-season pick to win title, followed by Plainview.

In the game here Tuesday night, Snyder took an early lead and held a 14-10 edge after the first quarter. Hereford gained the momentum in the second period of the rough contest, and took a 31-26 advantage at halftime. The Herd upped the lead to 10 points, 45-35, going into the final period.

BIG DAN VanderZee paced the scoring attack for the Herd with 19 points, and guard Mike Albiar was close behind with 16. Dennis Noggler had 10, while James Harris and Lynn Tarr chipped in 8 each for a balanced scoring attack.

Hereford was charged with 12 fouls in the game and Snyder with 15, but the

Herd took advantage of the one-and-one situations to gain a big edge at the charity line. Hereford hit 17 of 24 free shots, while the Tigers hit only 6 of 14. Center Larry Johns led Snyder with 14, while Chester Cobb and Welton Cobb added 12 and 10 points, respectively.

THE VICTORY left Hereford's season record at 18-8, and Snyder is 8-17 for the year. In the other District 4-AAAA contests, Monterey clamped a strong defense on Plainview in the second half to come away with a 51-37 victory, and Coronado outlasted the Lubbock Westerners by 87-78.

Hereford won all three contests here Tuesday night. The junior varsity rallied from a 15-point deficit in the second half to score a 58-52 victory, and the Hereford sophomores scored a close 55-54 win in a double-overtime battle.

Mike Hull and James Arney led the JV
See HERD CLAWS Page 2



Rebound And Tipin

Hereford's big Dan VanderZee makes a one-handed catch of a rebound and prepares to tip it back in for two points during the Herd's 63-54 win over Snyder Tuesday night in District 4-AAAA action. The win put Hereford back into a tie for

first place in the district. VanderZee was the high-point man for the night with 19 points. The Herd will now travel to Lubbock Friday to play Coronado, who also shares the district lead.

(Brand Photo)

County Approves \$29,840 Bid

Furnishings Completed

By O.G. NIEMAN
Publisher

Purchase of equipment and furniture for the new county library was completed at a total cost of \$29,840 when Deaf Smith County Commissioners held a regular meeting Monday.

Commissioners, in other action, approved an alcoholism program proposed by the Mental Health Mental Retardation center, approved a crime prevention program through the Panhandle Regional Planning Commission, authorized expenditure of \$6,428 as the county's portion of radio communications cost with the PRPC, and approved an increase in the mileage allowance for county officials when on business out of the county.

Commissioners had previously accepted a low bid of some \$22,402 from the Sperry Rand Corp. for furniture and installation of shelving and other items in the new library. To complete what was termed the "total package" for the interior furnishings, the county approved

an additional \$7,438 in expenditures Monday.

Scott Cherry, Sperry Rand Corp., and Herb Brasher, architect, met with the court to discuss the additional furnishings.

AFTER A short discussion, commissioners approved the increase of mileage allowance from 10 to 12 cents a mile for county officials on business out of the county. The court decided to pay actual expenses on lodging and meals, rather than going to a "per diem" system.

Two items on the agenda were postponed for further study. One concerns the holding of juveniles when committed to jail, and the other concerns a "management analysis" of the sheriff's department through a PRPC grant.

The court approved the crossing of a county road with a water line in Precinct 2, after receiving the request from Charles Schlabs.

THE COUNTY'S participation in the new alcoholism education program will be to collect an additional \$35 from driving-while-intoxicated offenders, then pass the money on to the MH MR Center for its classes.

Under the new program, the judge of the appropriate court can add the \$35 fee and require the DWI offender to attend an eight-week course in alcohol education. The sessions will be one hour each, one time a week.

Fred Ready, director of the Alcoholism Program at Northwest Texas Hospital, and Bill Cooke, director of education at Amarillo for the Texas Commission on Alcoholism, were at the county meet to present the proposal. They reported it has been initiated in other area towns and proving successful in decreasing the number of DWI offenses.

A NUMBER of agencies are providing input into the eight-week courses, Cooke noted, with the MH MR centers handling it on the local level. There is no cost to the

county. If the \$35 fee assessed to the offender does not take care of expenses, the balance will be borne by the Alcoholism Treatment Program.

Cooke pointed out that alcohol is now officially the number one health problem. It ranks behind cancer and heart failure as the leading killer, however it becomes number one when traffic deaths related to alcohol are added.

The program is proposed as a continuing one for at least a year. A full-time, professional counselor will not only work with the DWI cases, but with other court-referred people as well.

The resolution on the Governor's crime prevention program authorized PRPC to make application for assistance in the creation of a "crime prevention unit" to serve the 25-county Panhandle region. The crime prevention public information unit is designed to upgrade prevention efforts in each community and to assist local law enforcement agencies in conducting prevention programs.



Mothers' March

Workers for the Mothers March of Dimes will continue to collect contributions throughout the week for the annual campaign sponsored by the Jaycee-Ettes. Here some of the workers kept track of collections during a meeting Monday night. At left is Elmore Rains, campaign chairman, and Vera Hughes. At right is Linda Woodard and Linda McDowell.

Two File For County Judge Post

Continued From Page 1

at the University of Texas in the 30's and has taken agri-education work at Texas Tech. He attended a Naval Training School and studied applied psychology for 18 months.

He has completed a course in management through National Rural Electrification Cooperative Association School. Raised on a farm and involved in farming much of his life, he worked as a bookkeeper in a bank after graduation from high school. He helped organize a bank in Roby before serving in the Navy in World War II.

He was coordinator of Fisher County Vocational Schools and taught class in vocational agriculture for five years. He began working for REC in 1961.

Morgan has served on the school board, water authority, county program building committee, PEP and various other civic responsibilities. He also is a member of the Whiteface Kiwanis Club.

RANSPO. 27, is employed at Shook

Tire Company and is a life-long resident of Hereford and Deaf Smith County.

He and his wife, Barbara, reside at 130 Northwest Drive in the city and have three sons.

VOYLES, 41, is a farmer and resides in the Ford Community. He was born and raised in Vega and has farmed in the Ford area for about 10 years. He and his wife, Esta, have three daughters, one of which is married, and the other two are still of the home.

which is married, and the other two are still of the home.

In May Voyles will complete 12 years on the Vega School Board and is presently commander of the American Legion Post 188 in Vega. He is a trustee of First Baptist Church of Vega and has been a member of the Masonic Lodge for the past 15 years. He served two years in the Army Signal Corps in 1961 and 1962.

Other than the school board, this is Voyles first time to seek political office.

Herd Claws

Continued From Page 1

scoring for Hereford with 21 and 15 points, respectively. The soph game was tied at 0 at the end of regulation. Mike Crim and David Artho led the sophos with 12 and 10 points, respectively.

Snyder 14 12 9 19-54
Hereford 10 21 14 18-63

SNYDER—Johns 6-2-14, C. Cobb 5-2-12, W. Cobb 5-6-16, Gressett 3-1-7, Alderette 2-1-5, Carter 1-4-2, Jones 1-4-2, Perry 1-4-2. Totals 24-4-64.

HEREFORD—VanderZee 7-5-19, Albar 4-4-16, Noggler 3-4-16, Harris 2-2-8, Tarr 4-4-8, Shipley 0-2-2. Totals 23-17-63.

Hereford Men Elected To NORM

SAN ANTONIO—Three Hereford men were reelected to the National Organization for Raw Materials, Inc. (NORM) board here last week during an annual meeting and economic conference in the San Antonio Convention Center.

Harlan VanderZee, Hereford banker, declined the nomination to a third term as NORM president, but was elected as the executive vice president. The 74-member board gave VanderZee a unanimous "thank you" for his leadership the past two years. NORM now has members throughout 33 states.

Two other Hereford men—Gerald McCathern and A.R. Dillard, were also reelected to the NORM national board of directors. Texas Commissioner of Agriculture John White was a featured speaker at the economic conference sponsored

by NORM. "Farmers in 1973, by a great crop and improved prices, saved the United States from economic bankruptcy," White stated. He added that "agriculture is the only muscle the U.S. has to maintain supremacy in the world."

Jon Wefald, commissioner of agriculture from Minnesota, another featured speaker, said his state had been losing up to 4,000 farmers a year the past several years, but no losses were recorded this year because of improved farm prices.

Wefald compared the increased farm prices to that of attracting new industry to the state. The increase in farm income in Minnesota in 1973 had the same impact as if 800 new industries had moved in with an annual payroll of \$1 million each, he stated. "The impact in

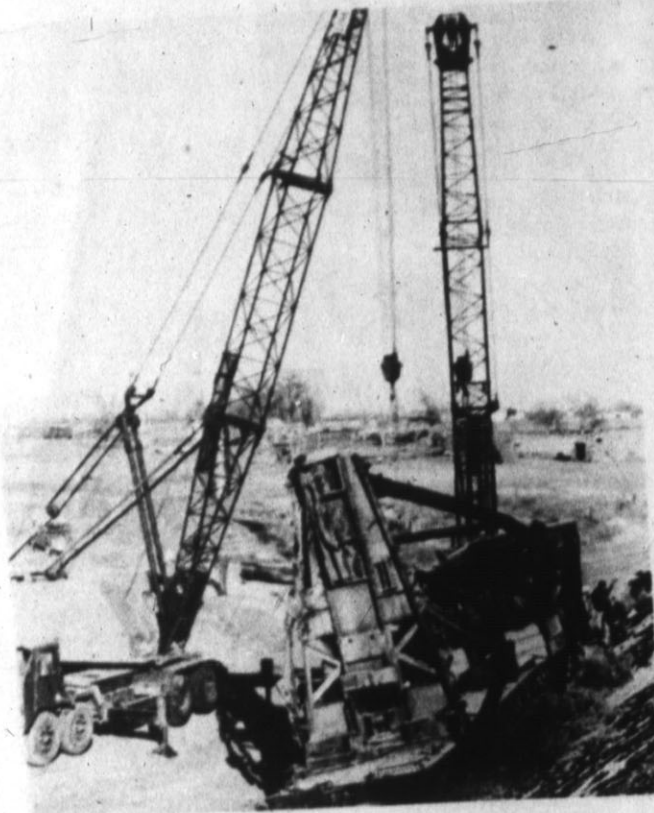
Texas should have been even greater, because Texas is a much bigger agricultural state."

"NORM can do more to stimulate and generate national prosperity through promoting parity prices for raw materials than any other program I know," Wefald concluded.

NORM is chartered under the

State Laws of Texas, registered with the U.S. Internal Revenue Service, for the purpose of education, research, legislation and public information.

NORM's primary goal and purpose is to educate the nation on the impact that gross raw material income—especially agriculture—has on the overall economy of the nation.



Moving Wrecked Train

Workers began Tuesday attempting to move the wrecked railway crane in Southwest Hereford in which a 32-year-old man was trapped last October. Guy E. Carroll was the trapped man and eventually died of the injuries received. Santa Fe sold the crane to a local pipe and supply company as salvage.

Local Girl On OU Honor Roll

Miss Margaret Ann Wilcox of Hereford was listed on the University of Oklahoma honor roll.

The university announced that 6,648 students achieved 3.0 or better grade point averages for the 1973 fall semester.

Of the total, more than 1,035

students had straight A (4.0) averages.

In addition to the 3.0 minimum grade point average, a student must be enrolled in a minimum of 12 credit hours and must not have a "failing" or "unsatisfactory" mark in any course.

DANCE

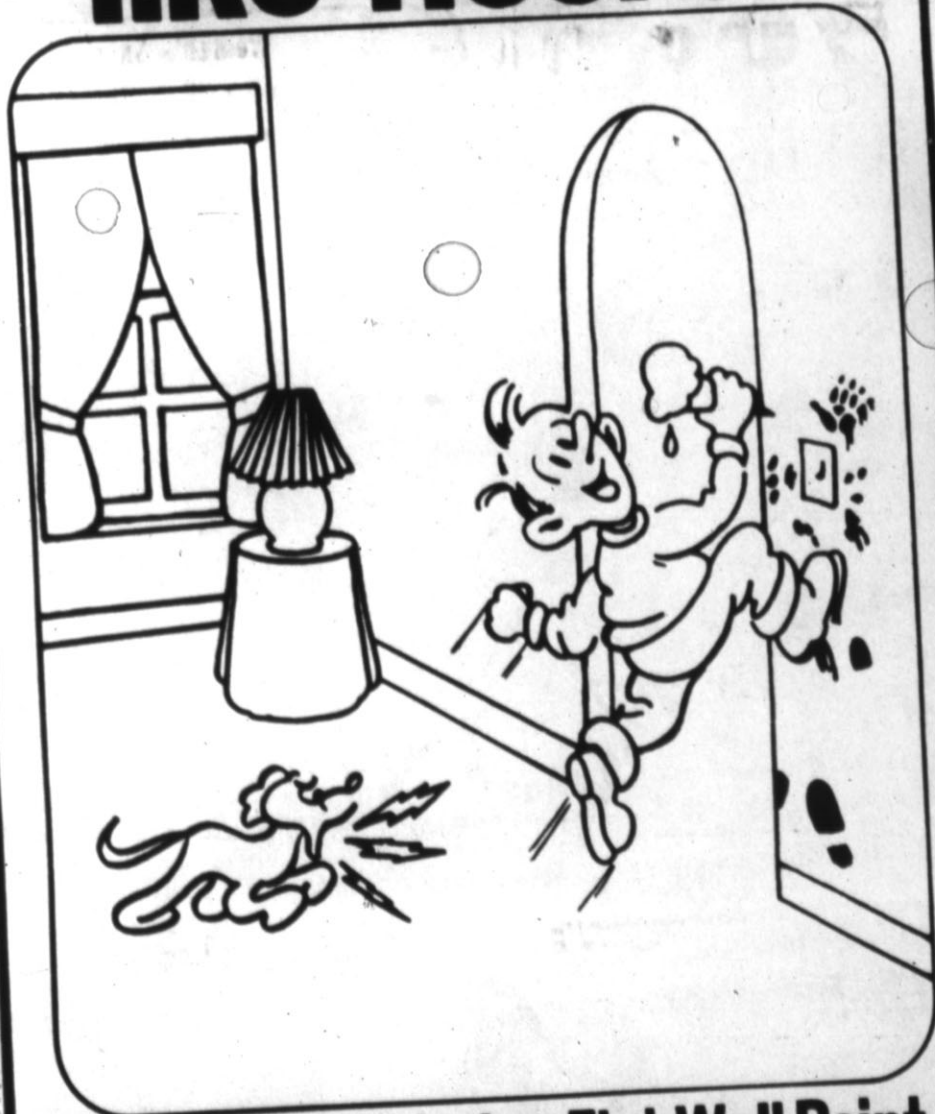
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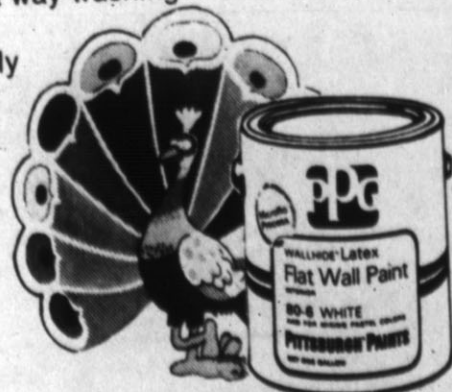
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Flying saucers during World War II, mock air fields in England were attacked more often than real ones.

Holly Sends Ginn To Sugar Meeting

Robert F. Ginn, agricultural manager for Holly Sugar Corporation's Hereford factory

district, will play a key role in the 18th general meeting of the American Society of Sugar Beet Technologists in San Diego next month.

Ginn will present a paper on using soil tests to improve beet quality which was prepared by Ginn, Don Anderson, technical advisor at the Hereford factory, and Dr. Donald D. Dickenson, Holly's director of agricultural research.

The Society is composed of 750 of the beet sugar industry's top scientific and technical people and meets biennially. Ginn is one of 19 Holly Sugar scientists and technicians who are scheduled to present papers.

Dickenson is general program chairman.

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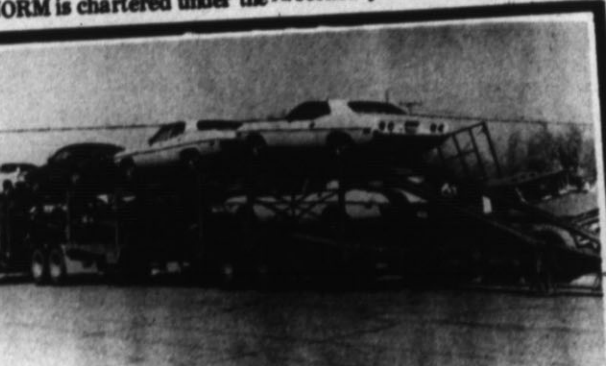
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Letters To The Editor

Wants End To Promiscuity In Hereford

Dear Editor,
I am writing this letter on the boost that Dr. Heartsil Wilson, the speaker at the recent C of C banquet, has given me. I want to Stand Up for America.

As I am sure that all who heard this fine man will agree with me in saying, we are a very complacent permissive bunch of human beings. So without any fuss or fight Hereford is being put in the same broken-spirited label America is being classified now.

We do not have to be! We are still a free people! We have a right to make a choice; thank God, for that freedom

I must admit I am one of those who is always the first to gripe and the last to do anything about our country's and our cities' problems. No more! With the Lords' help, I am going to speak up.

In the world today three of the main topics discussed, publicized, and are controversial are ecology, politics, and the moral degradation of man and country. As a Christian mother of three wonderful and beautiful sons, I feel a deep and a very personal conviction to take a stand against promiscuity.

I know that I am not alone in this conviction. Like so many other mothers, I have kept quiet before, not in fear, but in lack of confidence. Now I can no longer keep quiet and be at peace with myself.

I see now that the only way anything can be accomplished, for the betterment of a community or country is that the everyday ordinary citizen, like me, must speak up.

My efforts are aimed only at stirring up the consciences of born again Christian families to help fight promiscuity in our own city. A door was opened to solving this matter when Congress recently stated that it was up to the individual communities to whether they permitted pornographic movies, reading materials, and activities, in their city. What more could we as responsible citizens ask for?

Why are we still allowing X and R rated movies, filthy books and magazines, and hard-rock music performances, where promiscuity is the main direct topic?

I know that some of you will label me and my convictions as narrow-minded, old fashion, and not up with the times, but what have the present times brought us? The incident in

Houston, the failing disrespect of our own children, our gutless government, and our country's suicidal decline.

The news is full of the present times. Ask yourself, can our country, our government, or any other ethical group, we can pass the 'buck' to, be blamed? Again another question arises; Are we, the people, the core of America too permissive, too

liberal, and too complacent in our standards of living?

Yes, I know that we as individuals do not have to participate and we can try to see that our children do not. Shutting our door still does not mean that the problems are gone. We do not live to ourselves, or die to ourselves. Our lives, how insignificant they may seem, are the core of what

our country or community stands for and believes.

This is why if we love our children as God loved us and gave His only Son for us, we will want our children to have a clean mind as well as a clean city!

Tell me, why are we so worried about clean air for the future generation when their minds are being corrupted daily

with this kind of garbage we provide as entertainment? Remember pollution does not destroy quickly; it eats slowly away the outer parts till it reaches the heart of the matter.

One day God will no longer strive with man's heart. Is it already too late? Will the Lord come back and still find us sitting on our constitutions talking but doing nothing?!

We can start now. I am ready, are you? Voice your opinion and then give glory to God for His grace and mercy in the freedom we still have to turn back to Him and repent.

Let's give our kids a reason to go on by emplanting in our-

selves a new mind and a new heart. "Not with eyeservice, as menpleasers; but as the servants of Christ, doing the will of God from the Heart." Ephesians 6:6

A very concerned mother, Mrs. J. Mike Ranspot P.S. I pray that I'm not alone and that there are some willing to give of their time to do whatever it takes to end promiscuity in Hereford.



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BSP QUEEN CANDIDATES

Mrs. Roger Williams, Mrs. Nelson Kendall, Mrs. Fred Mulkey

Valentine Candidates Honored With Tea

Beta Sigma Phi Valentine queen candidates were honored with a Valentine Tea Sunday afternoon in the home of Mrs. Clyde Russell of 309 Cherokee. Honorees included Mrs. Robert Williams of Alpha Iota Mu Chapter, Mrs. Nelson Kendall of Kappa Iota Chapter and Mrs. Fred Mulkey of Xi Epsilon Alpha Chapter. These women will succeed last year's Valentine queen,

Mrs. C.D. Fitzgerald and princesses Beverly Barrett and Mrs. Tom LeGate. Judges at the tea were Mmes. J.D. Blackburn, C.C. Braaflyd and Bud Hill of Dimmitt. Beta Sigma Phi City Council met for a brief business meeting afterwards to discuss the Valentine Dance to be held Feb. 9 in the Knights of Columbus Hall. The crowning ceremony will begin at 9:30 p.m. with

breakfast being served after the dance. Tex Rhodes and his band will entertain. Present were Mmes. Bob Jones, Davie Sorrells, Tom Bullard, Edward Allison, Kendall, Howard Gore, Max Stipe, Chuck Laing, Fred Mulkey. Also, Mmes. Jim Cramer, Delbert Banum, Hicks Roberson, Williams, Chick Holbert, Bill Drake, Jerry Shipman and Ken Wiley.

Gandy Nominated By Club

Mrs. J.G. Gandy was nominated to attend the District meeting in Borger April 18 by members of the Cultural Extension Club Friday in her home at 414 Star.

Summer, Tom Hargrave, P.M. Houser, John Hunter, Paul Corbett, and Mary Ella Cocanougher and Novella Stallings.

Joint programs were given by Argen Draper, county home demonstration agent, entitled Gaining U.S. Citizenship and Mrs. M.H. Wiseman on Ten Commandments for Parents. Present were Mmes. Grady Parsons, Wiseman, M.W.

Going to college isn't the same thing as being educated.

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When is the last time you treated mom to a night out? Here's your chance, every Tuesday Night at **THE STAR THEATRE, LADIES NIGHT!**
Treat Mom like a queen.



CO-ED INITIATED—Melissa Ann Johnson, freshman nursing student at West Texas State University was recently initiated into Delta Lambda Chapter of Alpha Delta Pi Social Sorority. Miss Johnson received a gold medalion for having the best scrapbook of her pledge class. Daughter of Mr. and Mrs. Julian W. Johnson of Star Route, she has been appointed scholarship chairman for the coming year.

Miss Wilcox Is Student Teacher

Margaret Ann Wilcox is one of over 300 seniors in the College of Education at the University of Oklahoma who have been given student teaching assignments for the spring semester. She is the daughter of Mr. and Mrs. Jack Wilcox of 205 Ranger, Hereford.

Each student teacher will gain experience in planning and classroom teaching at an elementary, junior high, or senior high school in the greater Oklahoma City metropolitan area.



An aloe plant can live for two or three years without water or earth!



Prices Effective Thru Sat., Feb. 2 in Hereford, Texas

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SCOTCH TREAT ORANGE JUICE
SUPER SAVER PRICE!

61¢
6-oz. Cans

BEL AIR VEGETABLES
Pea & Carrots, Yellow Crook Neck Squash or Turnip Greens—Safeway Super Saver Price!

51¢
10-oz. Pkgs.

BEL AIR VEGETABLES
9-oz. Cut Gr. Beans, Fr. Sli. Beans, 10-oz. Chopped Broccoli, Mixed Vegt., Pass Succotash, and Leaf or Chopped Spinach!

41¢
Pkgs. For

Hash Browns	Bel Air 2-lb. Pkg.	49¢	Meat Pies	Manor House 8-oz. Pkg.	28¢
Brussel Sprouts	Bel Air 20-oz. Pkg.	79¢	Cream Pies	Bel Air 14-oz. Pkg.	31¢
Peas & Carrots	Bel Air 2-lb. Pkg.	65¢	Cauliflower	Bel Air 20-oz. Pkg.	69¢
Vegetables	Bel Air Mixed 2-lb. Pkg.	73¢	Sliced Beans	Bel Air French 20-oz. Pkg.	63¢

CORN Bel Air Cut 10-oz. Pkg. **24¢** **PEAS** Bel Air Frozen 2-lb. Pkg. **69¢**

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MARGARINE Empress Everyday Low Price!
BISCUITS 8¢
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Kraft Parkay	Quarter Margarine 16-oz. Pkg.	49¢	Margarine	Coldbrook Soft Can Oil 16-oz. Pkg.	51¢
Kraft Parkay	Soft Margarine 8-oz. Pkg.	62¢	Cheese	Safeway Mast Moon Longhorn 16-oz. Pkg.	\$1.47
Margarine	Soft Margarine 16-oz. Pkg.	53¢	Real Butter	Lucerne Quality 16-oz. Pkg.	\$1.09
Margarine	Soft Margarine 2-lb. Pkg.	58¢	Corn Bread	Pillsbury Brand 8-oz. Pkg.	29¢
Maxi Cup	Soft Margarine 16-oz. Pkg.	62¢	Margarine	Sunlight 16-oz. Pkg.	38¢
Margarine	Coldbrook Quarters 16-oz. Pkg.	37¢	Buttermilk	Lucerne Quality 11-gal. Can.	75¢
Margarine	Coldbrook Soft 16-oz. Pkg.	36¢	Yogurt	Lucerne Quality 8-oz. Can.	29¢

Peanut Butter	Best Roast 3-lb. Jar	\$1.49	Miracle Whip	Sweet Dressing 48-oz. Jar	\$1.19	Hi C Drinks	Fruit Drinks 46-oz. Can	37¢
White Flour	Kitchen Craft 5-lb. Bag	89¢	Tomato Catsup	Town House 32-oz. Bottle	54¢	Fruit Drinks	Cragmont Drinks 46-oz. Can	33¢
White Flour	Kitchen Craft 10-lb. Bag	\$1.57	Dog Food	Pouch Brand 15-lb. Can	13¢	Grapefruit	Manor House Juice 46-oz. Can	45¢
Soda Pop	Cragmont Beverage 2-lb. Botts	33¢	Liquid Bleach	White Magic 1-1/2-gal. Bottle	29¢	Tomato Juice	Town House 46-oz. Can	42¢

TURKEY
Swift Grade 'A' Turkey Hindquarters!
59¢
lb.

WIENERS
Safeway Brand All Meat!
79¢
12-oz. Pkg.

SLICED BACON
Safeway Brand Sliced Bacon!
99¢
2 Lb. Pkg. \$1.17 1-lb. Pkg.

Turkey Thighs	Swift Brand 16-oz. Pkg.	89¢	Sausage	Safeway Brand (2-lb. pkg. '2.17') 1-lb. Pkg.	\$1.09	Bologna	Oscar Mayer Sliced Bologna 8-oz. Pkg.	69¢
Turkey Breasts	Safeway Self Basting 16-oz. Pkg.	\$1.39	Sausage	Oscar Mayer Link 1-lb. Pkg.	\$1.29	Pickle & Pimento	Oscar Mayer Pkg.	69¢
Baking Hens	Wilson Certified 16-oz. Pkg.	.79¢	Sausage	Eckrich Brand Smoked 1-lb. Pkg.	\$1.59	Beef Franks	Wilson Certified 12-oz. Pkg.	83¢

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8 TILL 10 A.M. 10 P.M.
7 DAYS WEEK

TOWN HOUSE TOMATO SAUCE
13¢
8-oz. Can

WHITE MAGIC LAUNDRY DETERGENT
65¢
49-oz. Box

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Beautiful Mr. and Mrs. bridal sets... a brilliant perfect Keepsake diamond engagement ring with matching wedding rings. Master-crafted and fully guaranteed.

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REGISTERED DIAMOND RINGS

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

HEALTH & BEAUTY AIDS
CREAM RINSE
Truly Fine After Shampoo Creme Rinse!
78¢
16-oz. Botl.

Toothbrush	Safeway Dual Medium 6-	35¢	Aspirin	Safeway Brand 100-ct. Botl.	29¢
Toothbrush	Safeway Dual Hard 6-	35¢	Mouthwash	Safeway Red 16-oz. Botl.	39¢
Shampoo	Truly Fine Wash Protein 16-oz. Botl.	78¢	Vitamins	Safeway Vitamin C 100 Milligram 100-ct. Botl.	72¢
Hair Spray	Truly Fine Hard to Hold 13-oz. Can	55¢	Vitamins	Safeway Multiple With Iron 250-ct. \$1.99	
Hair Spray	Truly Fine Regular 13-oz. Can	55¢	Motor Oil	Safeway 30 wt. H. O. 32-oz. Can.	32¢
Hand Lotion	Truly Fine 16-oz. Botl.	78¢	Motor Oil	Safeway 20 wt. H. O. 32-oz. Can.	32¢
Mouthwash	Safeway Androm 16-oz. Botl.	39¢	Mouthwash	Safeway Blue 16-oz. Botl.	39¢

Cowbelles Involved In Area Campaigns



1973 F-100 FORD PICKUP — V-8, Automatic Transmission, Power Steering, Power Brakes, Air Conditioning, Extra Clean — \$2995.

1971 PLYMOUTH SATELLITE — 4 Door, Automatic Transmission, V-8, Air Conditioning — \$1795

1970 FORD LTD — V-8, Automatic Transmission, Air Conditioning, Power Steering and Power Brakes, 4 Door, Vinyl Roof — \$1495

1970 PLYMOUTH SATELLITE — 4 Door, V-8, Automatic Transmission, Air Conditioning — \$995

ORVAL WATSON FORD SALES
200 W 1 st. 364-2727

Four members of the Hereford Cow Belles organization were guests of the Lamb County Home Demonstration Club at a salad luncheon Monday at Littlefield's REA building. Attending the "Friendship Day" meeting were Mmes. N.E. Tyler, CowBelle president, C.F. Newsom, 1st vice president, Leo, Hellman and David Hutchins. Other Panhandle towns represented at the assembly were Sudan, Springlake and Littlefield. The Hereford ladies participated in the program by explaining the chief concerns of the CowBelle organization.

Mrs. Newsom gave a brief history of the auxiliary and its major programs. Mrs. Tyler rendered the details of beef promotion and education. The CowBelles held discussions with the directors of Littlefield Feeders, Inc. and the Chamber of Commerce president concerning the possible organization of a CowBelles group in Littlefield. The Hereford CowBelles have helped many area branches get "on their feet". One of the newest groups to assemble is the Dimmitt club.

Mrs. Tyler was present at the first Dimmitt CowBelle meeting Jan. 26 at the Colonial Inn at Dimmitt. She helped in the installation of officers and gave a synopsis of the beef-oriented organization. Those officers to be serving in the Dimmitt chapter for 1974 are: Dottie Lewis, president, Rita Welsh, 1st vice president; Juanita Bruegel, 2nd vice president, Charlene Howell, 3rd vice president, Beverly Lindsey, secretary, Jan Baca, treasurer and Wynema Adams, beef for Father's Day chairman.

Federation Club Elects New Officers

Seven clubs were represented at the Deaf Smith County Federation Club meeting Monday in the Community Center.

Clubs present at the covered dish luncheon were La Afflatus Estudio, Pioneer Study Club, Music Study Club, Bud to Blossom, Summerfield Study Club, Hereford Garden Club, Garden Beautiful Club and Lone Star Study Club.

Mrs. Jim Bookout, Federation program chairman, introduced Mrs. Major Schroeter as Music Study Club's program chairman. Entertainment was provided by the Music Club.

After programs were given, Mrs. Schroeter gave a synopsis of several composers life in music.

During the business meeting, new officers were elected. They will be announced in April. Also, the Federation changed its name and will be known as the Deaf Smith County Women's Forum.

Clubs hosting were LAE, Bud To Blossom and Summerfield Study Clubs. Dried flower arrangements decorated the tables.

There were 43 club members present.

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accurate, complete, confidential... by trained consultants. Call, come by now... the year 'round tax service!

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BEL AIR PIES
Bel Air Frozen Deluxe Pumpkin or Deluxe Mince Pies-At Safeway Super Saver Price!

40-oz. Pies **69¢**
SUPER SAVER

BEL AIR VEGETABLES
10-oz. Cauliflower, 8-oz. Brussel Sprouts, 10-oz. Whole Okra, or 10-oz. Blackeye Peas-Super Saver Value!

3 \$1
SUPER SAVER Pkgs. For

BEL AIR GRAPE JUICE
Bel Air Frozen Grape Juice Shop Safeway And Save-On Super Saver Value!

6-oz. Can **43¢**
SUPER SAVER

REMODELING CELEBRATION
OF YOUR SAFEWAY STORE
125 W. PARK AVE. HEREFORD, TEXAS
REGISTER FOR FREE PRIZES PORTABLE COLOR T.V. PLUS MORE PRIZES!
Just Register Each Visit. No Purchase Required. Must Be 16 Years Old Or Older. Drawing will Will Be Held Sat. Mar. 2nd Need Not Be Present To Win!

Fries Bel Air 25-oz. 59¢ Pie Shells Bel Air 2-ct. 3/89¢ Egg Beaters Fleischmann Brand 2-8-oz. Cans 98¢
Cheese Pizza Bel Air 16-oz. 85¢ Strawberries Bel Air 16-oz. 63¢ Donuts Morton Glazed 10-oz. 69¢
Corn On Cob Bel Air 4-ct. 59¢ Ice Cream Lucerne Cherry Van 1/2 gal. 89¢ Donuts Morton Jelly 12-oz. 69¢
Pie Shells Mrs. Smiths 2-ct. 48¢ Dinners Swanson Chicken, Meat Loaf, Sirloin, or Turkey 10-oz. 69¢ Noodles Reemad Brand 12-oz. 55¢

OKRA 73¢ Bel Air Cut Okra 20-oz. Pkg.
BEANS 63¢ Bel Air Cut Green 28-oz. Pkg.
CORN 69¢ Bel Air Cut 2-lb. Pkg.

These Fine Frozen Foods

Wilson Chili 24-oz. Can \$1.35 Sweet Peas Del Monte 17-oz. Can 25¢ Cake Mix Mrs. Wrights Layer 18-1/2-oz. 35¢
Peas Town House 17-oz. Can 24¢ Tomatoes Garden of Eatin' 16-oz. Can 24¢ Rye Bread Skilark Brand 1-lb. 37¢
Bakerite All Purpose Shortening 3-lb. Can \$1.21 Chunk Tuna Sea Trader 6-1/2-oz. Can 53¢ Bread Mrs. Wrights Special Formula 1-lb. 38¢
Shortening Valley All Purpose 3-lb. Can \$1.17 Pinto Beans Town House 4-lb. \$1.35 Softener Sta Pul Fabric 1-1/2-gal. 73¢

SMOKED HAM
Shank Portion! (Butt Portion lb. 89¢)
79¢
lb.

FRESH WHOLE FRYERS
39¢
lb.

GROUND BEEF
100% Pure Regular Ground!
98¢
lb.

FRESH PRODUCE AT SAFEWAY
BANANAS
Fancy Golden Ripe Sweet Fruit-Super Saver!
10¢
lb.

CARROTS
Sweet Texas Carrots!
19¢
2-lb. Pkg.

APPLES
Wash. State Red, Golden, Rome & Winesap Extra Fancy!
4 \$1
lbs.

Steak Fingers Fully Cooked Tenderloin 1-lb. 99¢ Ground Beef Safeway Premium 1-lb. \$1.28 Rib Steak U.S.D.A. Choice Beef \$1.49
Burritos Senior Blue Beef & Bean 79¢ Stewing Beef Boneless Cubes \$1.39 T-Bone Steak U.S.D.A. Choice Beef \$1.59
Beef Sausage McCoy Brand 2-lb. Roll \$1.89 Club Steak U.S.D.A. Choice Beef \$1.79 Porterhouse U.S.D.A. Choice Beef \$1.69

DUET FINE CHINA DINNERWARE
GOING OFF SALE **SAT. FEB. 9th**
HURRY AND COMPLETE YOUR SET

TOWN HOUSE CUT GREEN BEANS
23¢
16-oz. Can

THIS COUPON WORTH
Toward the Purchase of a 1-lb. Can of
MARYLAND CLUB
Reg. Price \$1.09 With Coupon 89¢
One Coupon per Customer
Coupon Expires Sat., Feb. 2
Redeemable only at Safeway!

20¢

Yellow Corn 3 for 39¢ Green Onions Wash. State 2-lb. 29¢
Celery Large Stalks 1-lb. 25¢ Jam Country Pure Blackberry 16-oz. Jar 65¢
Radishes Salad Favorite 2-lb. 29¢ Orange Juice Safeway Brand 32-oz. Jar 45¢

ORANGES
Sunkist Navel Without Seeds!
5 \$1
lbs.

ORANGES
Florida Grown Temple Oranges!
5 \$1
lbs.

LETTUCE
19¢
EACH HEAD

Hospital Notes

PATIENTS IN HOSPITAL
Fidel Salazar, Summerfield; Mrs. Nellie Oldham, 110 Lake; Farris Kromer, Adrian; Manuel Celaya, P.O. Box 2109; Chester Lyons, 25 Mile Ave.; Mrs. Ray Anderson, 210 Ave. J; Mrs. Jimmy Galvan, 205 Jewell; Thomas Ward, Route 3; Mrs. Bruce Miller, P.O. Box 1111; Merry DeLeon, 304 Blevins.
Mrs. Jimmy Garner, 209 Western; Mrs. Robert Brooks, 126 Fir; Mrs. Pearl Gass, 311 Jackson; Mrs. Cora Danforth, 120 Gracey; Mrs. Gertrude Prodasco, 510 Sampson.
Mrs. Billy Ott, 505 Star; Mrs. A.D. Cowley, Route 6; William Lomas, 115 Goff; Mrs. Irma Orr, 808 Brevard; Thomas White; 319 Centre; Mike Jimenez, Dimmitt.
Mrs. John Stengel, 117 Ave. F; Mrs. Bessie Story, 125 Nueces; Mrs. G.F. Muller, 221 Ave. D; Edgar Blakney, Route 3; J.W. Cawthon, 802 Brevard; Mrs. William Jordan, 108 W. Eighth; Mrs. Michael Padilla, 603 W. Fourth; Mrs. Benito Torres, 406 Lee; Mrs. Willie Torres, 616 Irving.
Mrs. Jesse Barba, P.O. Box 495; Mrs. T.J. Maples, Hart; Mrs. Mario Rodriguez, 607 Lee; Mrs. Paul Ramirez, 706 Blevins.

PATIENTS DISMISSED
James Pankey, Shelby Rogers, Leopoldo Perales, January 30.
Mrs. Rodrigo Elizondo, Mrs. Bruce Travis, Mrs. Danny Newton, Mrs. Jeff Smart, January 29.
Mrs. W.H. Goettach, Mary Martinez, Robin Jordan, January 28.
A.V. Shipp Jr., David Garcia, Mrs. Salvador Grijalva, January 27.
Mrs. Bill White, Mrs. Joe Tubb, Mrs. J.S. Cross, Mrs. W.D. Randolph, Mrs. Neil Cooper, Mrs. Joe S. Farley, January 26.
Mrs. Zeferino Reyes, Mrs. Adam Gonzales, January 25.

\$32-MILLION ERROR
SANTA BARBARA, CAL. -- Bill Wiberg and his wife were surprised when they opened a letter from the Internal Revenue Service telling the 50-year-old house painter he owed the Government more than \$32-million. He said he had a back tax bill of "around \$130," which he had been paying off in installments.

Boots West
806-1962

Luncheon Discussed By HD Council

Mrs. Gaylon Bryan reported on the Appreciation Luncheon scheduled Feb. 25 in the Bull Barn to clubs represented at the Home Demonstration Council meeting recently.

Bedford Forrest will be the featured speaker and the Woman of the Year will be announced.

After reports were given, clubs were reminded to get stories and pictures of nominees for Woman of the Year turned

into the paper by Feb. 15. Also during the business session, it was announced that the State meeting will be held in Sept. in Amarillo. The District meeting will be held April 8 in the First Christian Church in Borger.

It was noted by those present that Argen Draper, county home demonstration agent, has the second largest county of clubs and club women which include 13 clubs and 163 members.



Mr. and Mrs. Terry Hodge
... at home in Hereford

Couple At Home After Recent Wedding

Mr. and Mrs. Terry Glenn Hodge are at home at 600 Irving after their recent marriage in St. Thomas Episcopal Church with Billy D. Slaton of Amarillo performing the ceremony.

The bride was the former Pamela Gail Scoggins before her marriage and is the daughter of Mr. and Mrs. John W. Scoggins of 243 Hickory. Parents of the bridegroom are Mr. and Mrs. Jim E. Hodge of Tucumcari, N.M.

Pat Scoggins served her sister as maid of honor and Sharolyn Stephenson and Lupe Palacia were bridesmaids. Trent Petty of Keesler Air Force Base in Mississippi served as best man and Kenny Hickman and George Altenberger of Tucumcari were groomsmen.

Gary and Barry Hodge, the bridegroom's brothers, ushered guests to their seats. The bride's sister, Kelly, was candlelighter and her cousin, Leah Sikes, was flower girl.

Traditional wedding music was played by Jim Alkin who accompanied Lilli Lyon as she sang the Wedding Song.

The bride's empire gown of nylon organza featured applied lace panels in front with a lace appliqued train falling from the waistline. Her fingertip veil was held by a single nylon blossom.

As a good luck piece she wore an heirloom pendant necklace belonging to her grandmother

and she carried a cascade bouquet of white and peppermint carnations and greenery.

The bridesmaids' dresses were of red taffeta trimmed with white lace featuring long puff sleeves. They carried nosegays of white and peppermint carnations.

Kathy Keyes greeted guests and invited them to the registry table at the reception held in the church.

LaJuana Matchett served the traditional wedding cake and Gayle Gripp poured punch.

Mrs. Hodge is a senior student at Hereford High School and is employed at the Chandelier Gift Shop. Hodge is a graduate of Tucumcari High School and is employed by Tucumcari Industries.

DANCE MOONLIGHTER
OPEN 7 P.M.
MONDAY THRU THURSDAY
WITH NO COVER CHARGE
EVERY FRIDAY & SATURDAY
MUSIC BY
"TEX RHODES & THE TEXAS TWISTERS"
COVER CHARGE ACCORDINGLY
ADULTS ONLY
ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION
DAY PHONE: 364-0064 - NITE-364-9629
1 MILE NTH OF HEREFORD ON HWY 385

SPECIAL SALE!
SPECIAL FACTORY SALE TO JONES MOTORS
LET'S US BUY AT BARGAIN PRICES



LOWEST PRICES EVER!
AND WE WILL PROVE IT WITH NEW
AND LOW MILEAGE SPECIALS.

**DARTS - DUSTERS
SATELITES - POLARAS
CORONETS - FURYS
CHRYSLERS - IMPERIALS**

YOU CAN'T AFFORD TO MISS THIS SALE
AT
JONES MOTORS
34 S E 1st
HEREFORD, TEXAS

Look Who's New

Mr. and Mrs. Benito A. Torres are the parents of a daughter, Vanessa Marie, born January 28. She weighed 8 lbs. 7 1/2 oz.

Mr. and Mrs. Jesus Barba are the parents of a son, Jesus, born January 28. He weighed 8 lbs. 10 oz.

Mr. and Mrs. Paul R. Ramirez are the parents of a son, Joseph Raymond, born January 26. He weighed 7 lbs. 14 1/2 oz.

Mr. and Mrs. Bruce Winford Travis are the parents of a

daughter, Deborah Kay, born January 26. She weighed 7 lbs. 15 oz.

Mr. and Mrs. Rodrigo V. Elizonda are the parents of a son, Rodrigo Chong, born January 26. He weighed 6 lbs. 10 1/2 oz.

Mr. and Mrs. Adam M. Gonzales are the parents of a daughter, Anabelia, born January 23. She weighed 8 lbs. 4 oz.

Church Gains New Reverend

In an election held Jan. 24, the Rev. Ignacio Vasquez was chosen pastor of the local Spanish branch of the Assembly of God Church.

The election was presided over by the Rev. Josue Sanchez of San Antonio, Tex.

The church, located at the corner of 13th Street and Ave. H, extends an invitation to the public to attend a revival, Feb. 10-17. Each session will begin at 7 p.m. and will feature the Rev. Eusebio Florido from Monterey, Mexico.

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February 1,
1974

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Thanks Again!
Pauline and Robert

WHOLESALE PRICES UP
The Labor Department reports the December seasonally adjusted increase of 2.2 per cent pushed wholesale prices in 1973 to a level 18.2 per cent higher than a year ago.

SECRETARIES FOR ARMY
Representative Les Aspin (D-Wis) has urged the Army to replace G.I. typists with civilian secretaries, contending that 80 per cent of the Army's typists are required to type only 30 words or less a minute.

Sweden imposes gasoline rationing.

SAVE HERE
STOCK YOUR FREEZER
Save When You Buy In Large Quantities
At Crow's

ALL BEEF FREEZER PACKS	2.5 Lbs. ... Steaks, Roasts, HB.....	\$24.95
BONELESS SIRLOIN STEAK	10 Lb. PKG.	\$14.99
TENDERIZED ROUND STEAK	10 Lb. PKG.	\$9.99
BONELESS ROAST	10 Lb. PKG.	\$9.99
FAMILY STEAK	10 Lb. PKG.	\$8.99
LEAN GROUND BEEF	10 Lbs. IN 2 Lb. PKGS.	\$8.99
HAMBURGER PATTIES WITH TVP	10 Lbs.	\$6.99

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OUR TECHNICIANS CAN
FIX-UP FADING WASHDAY WORKERS...

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HEREFORD, TEXAS

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

Derek Horton Is Honored

Circus time provided the birthday theme for Derek Horton, one year old son of Mr. and Mrs. Mike Horton of 604 Irving. Streamers, balloons and a tiger-shaped birthday cake helped to carry out the theme. Honored guests included his great-grandparents, Mrs. E.T. Hale and Mr. and Mrs. Randall

Walvoord of Amarillo, and his grandmother, Mary Hale. Other guests attending were Jimmy and Jeromy Gowdy, Steven Welch, Chad Maupin, Clay Coker, Shane Ward, Laura, Jo Susanne and Phillip Barthel, Donnie Sehmer, Leasha Deyke, Nikki Hutson and Lynn and Lisa Garrett.



In Social Work

Jane George, daughter of Mr. and Mrs. Ray Wilhelm, Rt. 3, Box 86A, Hereford, is a participant in the Kentucky January project. An educational program of the University of Kentucky College of Allied Health Professions. She will spend a prescribed amount of time observing activities in hospitals, home health service agencies, clinics, nursing homes and private physician offices. In this way, she can learn first hand, what the various health specialists do, and gain an appreciation of each specialty's unique contributions. Jane, a student in social work, is a member of the Louisville Methodist-Evangelical team.



Derek Horton celebrates birthday

France confirms oil talks with Saudi Arabia.
U.S. Steel plans to raise prices.

Key Club Elects Officers

Election of officers for the next year was conducted when the Key Club met Tuesday night at Dickie's Restaurant. Tommy Loerwald was named as the

president-elect and will succeed Franklin Higgins. Other officers elected for 1974-75 were Craig Nieman, vice president; Pete Hale, secretary; Dirk VanderZee, treasurer; Kevin Malone and Doug Charest, senior board members; and Steve Cornelius and Mike Hull, junior board members.

Higgins presided at the meeting. Hale was also nominated to be a candidate for lieutenant-governor of the district. This election will be held during the Spring Rally—a district conference to be held in Hereford on Feb. 10.

Hereford's Steve Loerwald is the current lieutenant-governor for the district. Higgins announced that the Texas-Oklahoma district Key Club convention will be held in San Antonio April 4-6. Several Hereford members are planning to attend.

CALENDAR OF EVENTS

THURSDAY
Hereford Study Club, in the home of Mrs. Sam Long, 117 Centre, 7:30 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.

FRIDAY
Campfire Leaders Assn. covered dish luncheon, CFG Lodge, 10:30 a.m.
Bud to Blossom Garden Club, Community Center, 9:30 a.m.
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.

MONDAY
4-H Parent-Leader Assn., Reddy Room of Southwest Public Service building, 7:30 p.m.
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
American Legion and Auxiliary, Legion Hall, 7:30 p.m.
Dawn Lions Club, Dawn Community building, 7 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions Club, K-Bob's Steak House, 7 p.m.

TUESDAY
Women's Division of Deaf

Smith County Chamber of Commerce executive board meeting, Hereford Country Club, 12:30 p.m.

La Plata Study Club, home of Mrs. Ray Seale, 8 p.m.
Heritage Extension Club, home of Mrs. Jacob King, 7 p.m.
Young Homemakers of Texas, Flame Room of Pioneer Natural Gas building, 7:30 p.m.
La Afflatus Estudio Club, home of Mrs. George Suggs, 3 p.m.
Kappa Iota Chapter of Beta Sigma Phi, home of Mrs. Tom Bullard, 7:30 p.m.
Alpha Alpha Chapter of Beta Sigma Phi, Hospitality Room of Hereford State Bank, 8 p.m.
Jaycees-Ettes, Community Room of First National Bank, 7:30 p.m.
Progressive Extension Club, home of Mrs. E.C. Hammett, 2:30 p.m.
Rebekah Lodge, Odd Fellows Lodge, 8 p.m.

Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.
Calorie Patrol TOPS Club Community Center, 9:30 a.m.
BPOE Lodge, Lodge Hall, 8:30 p.m.

WEDNESDAY
Garden Beautiful Club, home of Mrs. L.H. Lookingbill, 3 p.m.
Palo Duro Extension Club, home of Mrs. Ted Coleman of 603 Ave. J, 7:30 p.m.
Simms Study-Craft Club, Simms Community building, 1:30 p.m.
First United Methodist Women of Church, executive meeting and luncheon at church, 12:30 p.m.
United Presbyterian Women's Assn., luncheon at church, noon.
Merry Mixers Square Dance Club, Community Center, 8:30 p.m.
Noon Lions, Civic Club Center, noon.

Knights of Columbus, KC Hall, 8 p.m.

A 10-GALLON LIMIT

William E. Simon, the Federal energy administrator, said he had asked the major oil companies to do what they could to encourage retail gasoline dealers to limit sales of 10 gallons per customer.

A.O. THOMPSON ABSTRACT CO.

Mr. and Mrs. A. J. Schroeter
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Free City Maps Showing Blocks

small is beautiful

Dazzle her with a cluster of twinkling small diamonds all this beauty at a fraction of the cost of a single large diamond.

Cowan Jewelers
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When is the last time you felt like a King? Attend **LADIES NIGHT** At THE STAR THEATRE every Tuesday Night, you just might find a crown on your head. Treat Mom like a Queen.

MOTOROLA Value Time '74

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We have reduced prices on many models for this TV VALUE EVENT! Check these Motorola Values!

25" Quasar II
WORKS IN A DRAWER®
CREDENZA COLOR TV

Magnificent twin-speaker Mediterranean style Credenza cabinet. Insta-Matic Color Tuning, Matrix Bright Picture Tube, Pushbutton UHF Tuning.

649⁹⁵
SAVE \$50

Model WL9158KP
Also available in Early American Credenza styling, Model WL9156KS

MOTOROLA BLACK & WHITE PORTABLE TV

14" DIAGONAL
Model BP405JW
Deluxe personal portable in Walnut grain plastic cabinet, Pre-Set Picture Control. **99⁹⁵** SAVE \$10

19" DIAGONAL
Model BP5604KW
Deluxe Walnut grain print cabinet with pop-up handle, telescoping dipole antenna. **139⁹⁵** SAVE \$20

Serving the people of Deaf Smith County over Two Decades

Star Knox TV & Music
509 PARK 364-0766

SHOP BOTH STORES Downtown & Sugarland Mall

FABRIC SALE

Outstanding selection to choose from. Every yard first quality, and all new spring '74 colors and patterns. Sew and save now!

45" 100% TEXTURED DACRON® CREPE
\$1. YD.
Regular 1.39 yd.

Choose from prints and solids in 45" wide 100% textured Dacron® polyester dress crepe. Assorted spring patterns and colors to make your wardrobe complete.

45" GROUP OF SPRING 1974 DRESS AND SPORT FABRICS
\$1. YD.
Regular 1.19 yd.

Boutique prints, gingham, checks, Country Girl prints, cotton and polyester blends, broadcloth, sport fabrics and Jean Denim prints. Just perfect for this year's fashions.

58/60" 100% POLYESTER DOUBLE KNIT
\$2. YD.
Regular 2.88 yd.

The most popular fabric for any fashion! This large group of easy-care, easy-sew, double knit includes crepes, ribs, diagonals, jacquards, chevrons and more. They're machine washable and dryable, and need no ironing. Colors of white, navy, red royal, rose pink, soft blue, lilac, and purple.

60" 100% POLYESTER WOVEN FANCIES
\$3. YD.
Regular 3.99 yd.

Completely washable, easy to care for are these polyester woven fancies. 50% Travellers jacquards and 50% yarn dyed jacquards. Perfect patterns for your outfits this spring. They last and keep their shape. Colors stay bright.

58/60" 100% DACRON® POLYESTER DOUBLE KNIT
\$4. YD.

The easy care fabric that looks great all the time. 58" x 60" 100% Dacron® polyester multi-color yarn dyed double knits. Coordinated with solid color crepe or rib knit. Start creating your spring look now!

DACRON® Reg. T.M. Dupont Co.

SAVE A BUNDLE DOLLAR DAYS SALE



ORANGES
APPLES
CARROTS
BANANAS
GRAPEFRUIT
LEMON
TANGERINES
ICEBERG LETTUCE

CALIFORNIA NAVELS 5 LBS. \$1.00
RED OR GOLDEN DELICIOUS OR RED ROME, LB. 28¢
1-LB. CELLO BAG 18¢
CENTRAL AMERICAN GOLDEN RIPE LB. 13¢
TEXAS SWEET RUBY RED LB. 13¢
CALIFORNIA FINEST LB. 29¢
ARIZONA'S FINEST LB. 5 FOR \$1.00
CALIFORNIA'S LB. 15¢



WE REDEEM USDA FOOD STAMPS

PRICES IN THIS AD EFFECTIVE THRU FEBRUARY 2, 1974

DOUBLE GOLD BOND

TUESDAYS AND WEDNESDAYS Double Stamps with \$2.50 or more purchase

CABBAGE 10¢
ARIZONA'S FINEST LB.

TOMATOES 29¢
FANCY RED RIPE LB.

POT. PIES
TOP FROST FRESH FROZEN
BEEF-TURKEY CHICKEN 8-OZ. PKG 4 FOR \$1.00

GREENS
FOOD CLUB MUSTARD OR TURNIP NO. 303 CAN 4 FOR \$1.00

SWEET PEAS
FOOD CLUB NO 303 CAN 4 FOR \$1.00

POTATOES 4 FOR \$1.00
FOOD CLUB SMALL WHOLE OR SLICED NO. 303 CAN
GOLDEN CORN 3 FOR 69¢
FOOD CLUB WHOLE KERNEL OR CREAM STYLE NO. 303 CAN

Coca Cola OR Dr. Pepper 59¢
16-OZ. 6 PACK PLUS DEPOSIT
CHILI WITH BEANS 69¢
MORTON HOUSE 24-OZ. CAN

CORN FLAKES 39¢
FOOD CLUB 18-OZ. PACKAGE

TEA BAGS 89¢
FOOD CLUB 100 COUNT PACKAGE

BEEF STEW 79¢
MORTON HOUSE 24-OZ. CAN

FLOUR 69¢
FOOD CLUB 5-LB. BAG

DETERGENT 69¢
TOPCO WHITE OR BLUE GIANT BOX

CAN LINERS HEFTY TRASH 20 CT. PKG. \$1.49
KITCHEN BAGS HEFTY TALL 15 TALL PKG. 69¢

DINNERS 49¢
FOOD CLUB ASST REG. PKG.
SAFEGUARD DEODORANT BAR 2-BARS 52¢

SHOP Furr's DISCOUNT PRICES!

LOMA HOUSEHOLD PRODUCTS

...AT PRICES WE CAN'T OFFER AGAIN!
JUMBO ROLL PAPER TOWEL HOLDER choice each 2:88¢
"SEE-THRU" LETTUCE SAVER
8-CUP "MICRO-WAVE" FOOD SAVER
2 QT. RECTANGULAR LETTUCE SAVER
GADGET & UTILITY DRAWER TRAY
3-PC. MIXING BOWL SET
RUSHEL LAUNDRY BASKET
BIG 15-QT. RECTANGULAR DISH PAN
11-QT. DIAMOND SHAPE WASTE BASKET
11-QT. NON-DECORATED WASTE BASKET
12-QT. ROUND WASTE BASKET
11-QT. HEAVY DUTY PAIL WITH FOUR SPOUT choice each 2:100

Chilton ALUMINUM COOKWARE

3-Qt. Covered Sauce Pan
3-Pc. Sauce Pan Set
Aluminum 7-Cup Percolator
4-Qt. Covered Sauce Pan
Large 3-Qt. Colander
12-Quart Dish Pan
YOUR CHOICE EACH ONLY 99¢
See & Take Cake Pan

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

TASTE TEMPTATIONS

GREAT MEALS ARE BUILT AROUND DELICIOUS TASTING MEATS



- ROUND STEAK** FURR'S PROTEN LB. **98¢**
- SIRLOIN STEAK** FURR'S PROTEN LB. **98¢**
- RIB STEAK** FURR'S PROTEN LB. **98¢**
- RANCH STEAK** FURR'S PROTEN SEVEN BONE LB. **89¢**
- CLUB STEAK** FURR'S PROTEN LB. **\$1.29**
- FAMILY STEAK** BONELESS SHOULDER LB. **98¢**
- RUMP ROAST** FURR'S PROTEN LB. **98¢**
- T-BONE STEAK** FURR'S PROTEN LB. **\$1.39**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

HAM

HICKORY SMOKED

SHANK END LB. **89¢**
(WATER ADDED)

HEN TURKEYS

TOP FROST LORD MARLIN

USDA GRADE A

14-LB. **69¢**

16-LBS. **69¢**

10-12 LBS. **65¢**

NO SALES TO DEALERS

- CUBE STEAK** FURR'S PROTEN ADVERTISED SPECIAL LB. **\$1.39**
- CHUCK ROAST** FURR'S PROTEN ADVERTISED SPECIAL BLADE CUT LB. **79¢**
- BEEF ROAST** FURR'S PROTEN SHOULDER 7-BONE CUT ADVERTISED SPECIAL LB. **89¢**
- SIRLOIN TIP** FURR'S PROTEN STEAK ADVERTISED SPECIAL LB. **\$1.19**
- ARM ROAST** FURR'S PROTEN ROUND BONE CUT ADVERTISED SPECIAL LB. **98¢**
- STEW MEAT** FURR'S PROTEN LEAN ADVERTISED SPECIALS **98¢**
- GROUND BEEF**
 - FRESH GROUND LB. **79¢**
 - LEAN **\$1.09**
 - EXTRA LEAN **\$1.19**

- AIR FRESHNER** TOPCO ASS'T SCENTS 7-OZ. CAN **3 FOR \$1.00**
- JUICE** PINEAPPLE JUICE STOKELYS 46-OZ. CAN **3 FOR \$1.00**
- CATSUP** DELMONTE 20-OZ. BOTTLE **3 FOR \$1.00**

THIS COUPON ENTITLES YOU TO

SAVE 50¢ ON MAXWELL HOUSE INSTANT COFFEE

10-oz. Jar With Coupon \$1.39 Without Coupon \$1.89 Coupons Expires 2-2-74

LIMIT ONE COUPON PER FAMILY

THIS COUPON ENTITLES YOU TO

SAVE 20¢ ON MAXWELL HOUSE COFFEE

1-Lb. Can With Coupon .89c Without Coupon \$1.09 Coupons Expires 2-2-74

LIMIT ONE COUPON PER FAMILY

QUICK TO FIX FROZEN FOODS

- ORANGE JUICE** MINUTE MAID 6-OZ. CAN **27¢** 12-OZ. CAN **53¢**
- HASH BROWNS** ORE-IDA FRESH FROZEN SOUTHERN STYLE 2-LB. PACKAGE **39¢**
- BROCCOLI** TOP FROST-FRESH FROZEN SPEARS 10-OZ. PACKAGE **29¢**
- GOLDEN CORN** GAYLORD-FROZEN WHOLE KERNEL 24-OZ. PACKAGE **49¢**

PATIO MEXICAN FOODS

PIZZA TOP FROST ASSORTED \$1.75	BEEF ENCHILADAS 8-COUNT 99¢	TACOS 6-COUNT 83¢	CHEESE ENCHILADAS 2-COUNT 52¢	BEEF ENCHILADAS 2-COUNT 52¢
STEAK CHOP'T Night Malt 14-oz. Pkg. \$1.12				
STEAK CHARBROILED Night Malt 7-oz. Pkg. \$1.12				

- SWEET 10 PILLSBURY** 8-OZ. **89¢** 10-OZ. SIZE **\$1.49**
- CAKE MIX** DUNCAN HINES ASS'T FLAVORS, REG. PKG. **49¢**
- INSTANT COFFEE** MAXWELL HOUSE 6-OZ. **\$1.29**
- TOMATO PASTE** CONTADINA 6-OZ. CAN **21¢**
- TOMATO SAUCE** CONTADINA 8-OZ. CAN **12¢**

TOPAZ STONEWARE

THIS WEEK

SALAD PLATE

Regular Price 79¢

49¢

each

START NOW - COLLECT A FULL SET

Safe in oven and dishwasher ...and so smart!

KOTEX TAMPONS Regular or Super BOX OF 40's 99¢	PANTY HOSE HOLEPROOF AMPLON NYLON THE SIZE THAT WON'T QUIT 2 SIZES FIT ALL 5, COLORS 59¢ PAIR	KNEE HI HOSE FOR LADIES SPRINGCREST 4-COLORS, ONE SIZE FITS ALL REG. 69¢ 39¢ PAIR	LISTERINE MOUTH WASH 20-OZ. 79¢
BARREL WASTE BASKET FESTIVAL 30 QT. The Early American Look NO. 3336 \$1.99 EACH	BIG STORAGE BOX 24 1/2" x 14 3/8" x 10 5/8" SIZE REINFORCED HANDLES 99¢ EACH	KITCHEN SINK SET TRANSCO 5-PC SET EA. \$1.99	MAALOX LIQUID 12-OZ. \$1.07

SHOP

Furr's

DISCOUNT PRICES!

Big Brothers-Big Sisters Now Offering Services Here

Big Brothers-Big Sisters of Hereford is now offering its services to boys and girls, ages 6-16, from one parent families. Offices have been established downtown at the Civic Club Center, 141 E. 3rd.

Big Brothers-Big Sisters of Hereford is a social service agency which provides mature adult guidance and companionship for young boys and

girls from single parent homes. "Big Brothers and Big Sisters" see their "Little Brothers and Little Sisters" once a week. During this weekly visit they might spend 30 minutes drinking a coke or an evening at the wrestling matches, whatever the two of them decide.

The important thing is the "one-to-one" relationship.

Big Brothers and Big Sisters are volunteers over 18 years old. For further information regarding the program, call 364-6171 or go by the Civic Club Center, 141 E. 3rd St.

The organization is in its first year in Hereford and is funded through the United Way. JoAn Dwyer has been selected

Lewis McCuistian is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.



Gifford-Hill's 360. Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories.

If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy. We can save you money!

Gifford-Hill & Company, Inc.

Box 847
Hereford, Tx 79045
(806) 364-1266



New Officers

Officers selected to head the new Big Brothers-Big Sisters organization of Hereford are (standing l-r) Bartley Dowell, treasurer; Rodney Laubhan, president; and Andy Shuval, vice president; JoAn Dwyer, executive director; and Mrs. Charles Hoover, secretary.

as executive director for Hereford Big Brothers-Big Sisters.

Persons wishing to be "Big Brothers or Big Sisters" must apply through Mrs. Dwyer's office in the Civic Club Center. Applicants will be screened by a special committee and if selected will then be matched with a little brother or sister.



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

Dimmitt Hosts C of C Banquet

The annual Castro County Chamber of Commerce banquet will be held Saturday night at 8 p.m. in the Dimmitt High School gymnasium.

Featured speaker for the banquet will be Bob Murphy of Nacadoches. A lawyer by profession, Bob Murphy has had a colorful and varied background. He served a tenure as Sergeant-At-Arms of the Texas House of Representatives. He has been a war-time Merchant Marine Officer, a country politician, a ranch hand, County Attorney, Fire Captain and District Attorney.

The highlight of the banquet will be the presentation of the annual Castro County "Citizen of the Year Award." The award is presented each year to an outstanding county resident

who has made worthwhile contributions in recent years to the county.

Other special awards will also be presented, including: The Beta Sigma Phi First Lady Award, presented to an outstanding Castro County woman; The Jaycee of the Year Award; The Lion of the Year Award; and the Kiwanian of the Year Award. Other persons who have won special awards during the past year will also receive special recognition at the banquet.

Dickie's Restaurant of Hereford will cater a steak dinner and banquet tickets are priced at \$6 each. Tickets are available in advance at the Castro County Chamber of Commerce office in downtown Dimmitt and at several Dimmitt business locations.

Train-Truck Accident Fatally Injures Man

A truck-train collision near Summerfield Monday morning resulted in fatal injuries to a 32-year-old Bovina man driving the truck.

Weldon Taft Williams died about 2:30 p.m. Monday in an Amarillo hospital from the injuries he received when he was thrown from the truck-cab in which he was riding after it collided with an east-bound Santa Fe train near the entrance to Cattletown Feedyards in Parmer County. Site of the accident was about nine miles west of Hereford and was at a small marked railroad crossing immediately south of U.S. 60.

Investigating officers said Williams truck, loaded with manure from the feedyards, was traveling north across the tracks when it collided with the

east-bound freight about 10:30 a.m. The truck cab was thrown more than 100 feet by the force of the impact and Williams was thrown about 20 feet farther.

The bed portion of the truck was carried by the train engine almost a mile down the tracks.

The victim was first carried to Deaf Smith General Hospital in Hereford before being transferred to Northwest Texas Hospital with massive head wounds.

He is survived by his wife, three sons, his father, his mother, one sister and one brother.

Mrs. Meir's party confirmed as biggest.

Cuba gives terms for resuming U.S. ties.

When the quality of your grass goes down,
UP YOUR PROTEIN
with our special

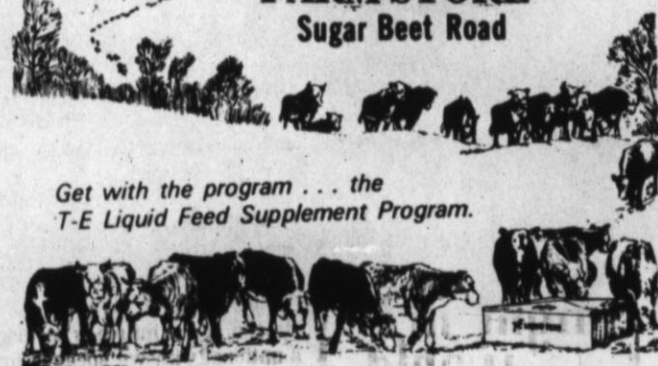
T-E Liquid Feed Supplement 32

The nutritional value of grass varies from time to time and from place to place. That's why T-E has developed a complete line of liquid feed supplements to meet all the conditions faced by cattlemen.

T-E Liquid Feed Supplement 32 is the one to use when the grass is dry or poor. It delivers protein, phosphorus, vitamins, trace minerals. And it delivers the energy to make them get out and rustle for what grass there is.

T-E LIQUID FEED SUPPLEMENT

**TAYLOR-EVANS
FARM STORE**
Sugar Beet Road



Get with the program... the
T-E Liquid Feed Supplement Program.

Here's a deal you'll really eat up.

\$1.00

off a 21-piece Barrel of Kentucky Fried Chicken

Take this coupon to your participating Kentucky Fried Chicken store and get \$1.00 off on a 21-piece Barrel Offer good through Feb. 4, 1974. Limit one Barrel per coupon.



75¢

off a 15-piece Bucket of Kentucky Fried Chicken

or a 10-piece Kettle of H. Salt Fish and Chips with this coupon at participating Kentucky Fried Chicken stores. Offer good through Feb. 4, 1974. Limit one Bucket or Kettle per coupon.



50¢

off on 2 Dinner Boxes of Kentucky Fried Chicken

or 2 Dinners of H. Salt Fish and Chips with this coupon at participating Kentucky Fried Chicken stores. Offer good through Feb. 4, 1974. Limit two Dinners per coupon.



Kentucky Fried Chicken®

Let the Colonel cater your next party. Call our central catering office in Amarillo- (806) 352-1612 or your local store. Offer good at all Amarillo, Canyon and Hereford stores.

THERE IS NO FERTILIZER SHORTAGE!

While the principal business of our feedlot is the production of beef for a hungry world, there are certain byproducts of our operations which are available to help in the operations of other segments of agriculture. One such product is nutrient-rich manure, offering unique fertilization potential.

Through tests conducted at the U.S.D.A. Southwestern Great Plains Research Center at Bushland, Texas, we have learned specific facts relating to the use of our solid wastes as fertilizer. For example, application of only ten tons of solid waste material to an acre of moderately irrigated crop lands has been sufficient to obtain maximum yields. There is a residual effect available through manure fertilization: the process of decomposition continues to provide nutrients, at a reduced level, through the second and even third years after application!

There are definite economic advantages to the crop producer using the manure fertilization system. Initial cost, of course, and also the economies of the methods of application. No special equipment is required: the material is deep plowed into the field and application can be made at the time of working fields prior to planting (the farther in advance of planting the better). Thus, fertilization occurs as a course of normal operation, with standard plowing equipment, resulting in fewer man hours required and, particularly important in light of the energy crisis, less-fuel consumption.

The table below lists the nutrient content of manure sampled from 23 feedlots on the Texas High Plains, giving the range, average percentages and average pounds of nutrients present in ten tons.

	RANGE		AVERAGE	AMT. IN 10 TONS
	%	%	%	lb
Nitrogen	1.16 - 1.96	1.34	1.34	268
Phosphorus (P ₂ O ₅)	.73 - 1.95	1.21	1.21	243
Potassium (K ₂ O)	.90 - 2.83	2.17	2.17	362
Sodium	.29 - 1.43	.74	.74	148
Calcium	.81 - 1.75	1.30	1.30	260
Magnesium	.32 - .66	.50	.50	100
Iron	.09 - .55	.21	.21	42
Zinc	.005 - .012	.009	.009	1.8
Water	20.9 - 54.5	34.5	34.5	6,900

HERE ARE SAMPLE YIELDS IN POUNDS PER ACRE:

	Grain Sorghum Yield in Lbs./A			
	No Treatment	Manure 10 T/A	Manure 30 T/A	Fertilizer 240 lbs. N/A 100 lbs. N/A
4-yr. average	4735 lbs./A	6366 lbs./A	6232 lbs./A	6156 lbs./A

	Corn Silage Yield in Tons/A (70% water)			
	No Treatment	Manure 10 T/A	Manure 20 T/A	Fertilizer 200 lbs. N/A
3-yr. average	19.9 T/A	21.7 T/A	22.7 T/A	21.0 T/A

THERE CAN BE A DEFINITE ADVANTAGE TO YOU THROUGH FARMING WITH MANURE FERTILIZATION. PLEASE TALK TO US. WE'LL BE GLAD TO HELP YOU FIGURE THE ECONOMICS AS THEY APPLY TO YOUR OWN OPERATION!

CONTACT YOUR LOCAL FEED YARD.

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

La Plata Wins One, Loses Three In Games

Hereford's La Plata Junior High split games with Perryton Saturday before losing both games to Pampa Monday. In Saturday's games in Perryton the LP 9th whipped Perryton 53-43. Archie Crim dropped in 15 points and grabbed 25 rebounds followed by Rowan Alexander with 11 points and 12 rebounds. Roy Martinez added 9 points, Terry Brady 8 points and Mike Oglesby had 6. The 8th fell to Perryton 57-23. Perryton 8th is leading the league and remained undefeated in the league. For LP Kent Ellis had 8 points and David Arney added 6.

In games Monday here against Pampa, LP 8th and 9th both fell. The 9th fell to league-leading and undefeated Pampa 9th 66-54. Roy Martinez hit for 15 and Archie Crim had 13, Rowan Alexander 12 and Terry Brady 8. The LP 8th lost to a strong Pampa 8th 43-34. Kent Ellis made 11 points followed by David Arney with 8 and Daniel Olson with 6. Both 8th and 9th grades at La Plata host Borger today with the 9th playing at 4 p.m. and the 8th at 5 p.m. La Plata and Stanton 7th grades will face off Friday at 4 p.m. in La Plata gym.



You Did It!

The referee points the guilty finger at Hereford's James Harris (33) on the floor during the Hereford-Snyder basketball game Tuesday night. Center is Dan VanderZee (51). Hereford went on to win the District 4-AAAA game 63-54 to go into a tie for the District race.

Local Residents Reminded About Voting, Car Tags

Hereford and Deaf Smith residents were warned about two different upcoming deadlines by Nell Miller, county Tax Assessor-Collector.

"Persons who have not registered to vote must do so through this office 30 days before the election they plan to vote in," she said. "However, all local persons who registered to vote or voted in 1972 for the presidential elections are still classified as registered voters. Their registration was good for three years and they don't need to re-register until 1975."

The tax assessor-collector also reminded that registration is needed of all persons who have recently moved into the county or have moved into different precincts.

Because of the 30-day residency requirement and the 30-day registration law the deadline for registering for the April 2 city election is March 2 with the deadline for the April 6 school board election at March 6. Registration for the May primary must be done by April 4. These are only for those persons who have not voted in the county since 1972 and for all new residents of the county.

The second deadline facing local residents concerns license plate tags for vehicles. The tax office will begin issuing license tags Friday and the new plates must be on vehicles before the April 1 deadline.

"All we need is the three-part renewal form mailed out by the state," she said.

New fight looms between the A.B.A. and N.B.A.

Stanton Wins Two Trophies In Canyon Tourney Last Week

Stanton Junior High cagers brought home two trophies from the Canyon Junior High Tourney last weekend as the 9th graders won the consolation crown and the 8th graders captured second place.

The Dogie 9th graders were drubbed by South Borger, 62-28, in the opening game but came back to whip Panhandle, 49-36, and River Road, 52-37.

In the opener, Ismael Adame led the scoring with 10 points; Bill Frazier had 8 and Barry Acton 4. Against Panhandle, James Mays tallied 16 and Frazier had 13. Adame scored 18 in the final game with Acton adding 10 and Mays 9. The Stanton 8th graders opened with a 49-35 win over Bushland as Kelly Kitchens scored 17 and Albert Del Toro chipped in 10. Stanton nudged North Borger, 37-32, in the second game as Randy Marrs and Greg Hennington led the way with 14 and 13 points. The Dogies lost in the finals to South Borger, 48-46. Kitchens hit 20 in

that thriller and Del Toro added 10 points. Stanton's 7th grade team rolled over Canyon Monday by a 37-16 score. Kenneth Mercer led the scoring for Hereford with 11 points, while Gary Cornelius tallied 6. Kevin Bunch, Buzzy Abalos and Robert Hernandez had 4 each.

LEON RICHARDS SUGGESTS



Consolidate ...and get your bills under full control

Gather up those nagging bills, those dragging charge accounts, your lagging expenses...bring them to financial house! Let us show you how to add them all together (consolidate!), pay them off in one convenient loan. Your payment may be less than your total monthly payments!

Come in...call us. Consolidate to a larger loan... \$1000...\$1500...\$2000 or more. Act today!

Leon Richards, Branch Manager
615 So. 25 Mile Ave.
364-4432

financial house
INTERSTATE SECURITIES COMPANY

Little Dribblers Planning Organizational Meet Monday

An organizational meeting for the Little Dribblers program will be held at 8 p.m. Monday in Troy's Sweet Shop in Hereford.

The meeting will be for coaches and persons interested in becoming coaches, scorers, timekeepers or others positions in the program. General rules and procedures of Little Dribblers will be explained at the meeting.

"We are still looking for coaches for Little Dribbler teams," said Steve Slagle, president. "We will take either male or female coaches. They should contact me at 364-6376; Garre Lowrance at 364-6175; David Gass at 364-4980; or Paul Hamilton at 364-3298."

Lowrance is president of the minor league and Gass is president of the major league. Hamilton is secretary-treasurer of Little Dribblers here.

Little Dribblers games are tentatively set to begin March

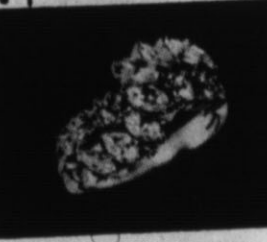
Booster Club Supper Gets Big Turnout

Whiteface Booster Club had a large turnout of fans for its ice cream supper Monday night, with parents of basketball players invited as special guests.

Coach Barry Arnwine discussed recent games and the District 4-AAAA race, and filmed portions of the Plainview and Lubbock High games last week were shown.

Admission to the supper, with cake also being served, was 25 cents. Virgil Marsh, club president, reported that plans for the All-Sports Banquet were started. A committee is seeking a nationally-known speaker for the event.

light her world



See how many starry lights twinkle her world bright. One diamond gives her a rainbow to wear... beautiful diamond jewelry with clusters of smaller stones gives her dozens of rainbows. Make her starry-eyed.

Cowan Jewelers
DOWNTOWN

ONE MINUTE SPORTS QUIZ

1. Name the basketball coach of UCLA.
2. What sport is Romania's Ilie Nastase outstanding in?
3. Name the 39th Heisman Trophy winner.
4. What college football team was named number one?
5. Where is the San Diego Padres' new home?

Answers To Sports Quiz

1. John Wooden.
2. Tennis.
3. John Cappelletti.
4. University of Alabama.
5. Washington, D.C.

Air-conditioner makers optimistic on energy.

Robert Baker to pay \$40,000 to U.S.

for our EOM sale - we've REDUCED all winter fashions to

Less

than 1/2 price

dresses * pant suits *
formals * sportswear *

coats * lingerie

Just reduced... another group of fashions... 25% off



Nadine Jeter, Mgr.
Sugarland Mall

AFTER INVENTORY CLEARANCE

at **Gaston's** Sugarland...

DOORS OPEN at 12 NOON Thurs.

During our Annual Inventory, we found that we were overstocked in much of our seasonal, New Merchandise...WHICH MUST BE SOLD NOW!!!! Thurs.-Fri. & Sat. So come in and get your share at these clearance sale PRICES.

MEN'S DEPARTMENT:

SPECIAL RACKS:
SPORT COATS Knit Val. to \$80.00 **\$39.00**
SUITS Knits & Wovens Val. to \$125.00 **\$59.00**
SHIRTS 14 1/2 - 17 1/2 Val. to \$12.00 **\$5.99**

ENTIRE STOCK GREAT SELECTION!
Sweaters & Pendelton's
SHIRTS Knits & Wovens Sport & Dress **\$9.90**

PANTS Dress & Casuals Double Knit Famous Brands **\$13.90**

COATS Outerwear Coats Includes Leathers **20% Off**
SUITS Double Knit 36 - 52 Reg. & Longs Val. to \$130.00 **\$98.00**

SPORT COATS Double Knits 36 - 52 Regs. & Longs Val. to \$95.00 **\$68.00**

All Polyester Solids & Patterns Val. to \$30.00
DRESS SLACKS **\$19.90**

TIES \$2.99 & \$4.99
BELTS 20% - 50% off
-PAJAMAS 1/2 Price
-ROBES
-JUMP SUITS
-SHORTS - ETC.

ENTIRE STOCK GIFTS
-Gloves - Billfolds
-Cologne - Dopp Kits
-Jewelry
-Electronic
-Jewelry - Etc. 1/3 off

BOY'S DEPARTMENT:

ENTIRE STOCK:
SHIRTS \$2.99 & \$3.99
PANTS \$4.99 & \$5.99
WINTER COATS 1/3 Off
SPORT COATS 1/3 Off

TIES \$1.99
-PAJAMAS - ROBES 1/2 Price
-SHORTS - Etc.

SHOE DEPARTMENT:

FREDA CLOG \$12.99
JUNIOR PANT & DRESS SHOES \$9.90
BETTER PANT & DRESS SHOES \$19.90
SPECIAL TABLE
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ALL REMAINING FALL & HOLIDAY POLYESTER SEPARATES
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COATS - COATS - COATS OVER 100 JUST ARRIVED **\$35.00**

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JUNIOR SEPARATES TWO LARGE RACKS
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-FAKE LEATHERS **\$35.00**

For God So Loved The World

WITHIN OUR REACH

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LOERWALD BROS.
231 W. 2nd

WAC SEED, INC.
Hugh Clearman-Armon, Lauderback

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Your wife will be dazed too, if you take her to LADIES NIGHT at THE STAR THEATRE - Treat the women in your life like a Queen every Tuesday Night.



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PLEASE REGISTER AHEAD OF TIME OPEN 4 P.M. SUNDAY ADULTS ONLY

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We have the right equipment and the right quality Lee farm tires to put you back in business in a hurry. Lee tires are tough and dependable. You can give them loads of punishment. But then, you probably already know that if you have Lee tires on your car. What you don't know is that Lee is all you have to know about farm tires, too. And all you have to know about repairs is Shook. Look to

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POLYESTER KNITS
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Large size plastic chest with handy lift-out tray. Stores all sewing needs. In bright new colors.
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75% Acrylic-25% Nylon.
Size 8 1/2-11
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Cotton terry towels. Colorful styles. Slightly irregular.
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Assorted Colors
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5 Pkg. 49¢
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White or Colors
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52" x 70".
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Your Choice **63¢** Pkg.
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31¢ Pkg.
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• Book Rack
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Your Choice
\$3.88 Ea.
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Have a contribution for good. Be a regular
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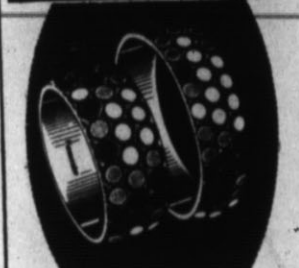
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PLAY OFF BEGINS 8 PM

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1 MILE NTH OF HEREFORD ON HWY 385

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When your tractor tires go lame, what do you do?

Don't do anything drastic. Simply call us. We're Shook, Texas' largest tire dealer. And solver of some of Texas' biggest headaches. In no time at all, we can be on our way to your place. To fatten up a flat farm tire. Or replace a goner. So the next time you come face-to-face with a tire problem, give us a call. And we'll come face it with you.

We have the right equipment and the right quality Lee farm tires to put you back in business in a hurry. Lee tires are tough and dependable. You can give them loads of punishment. But then, you probably already know that if you have Lee tires on your car. What you don't know is that Lee is all you have to know about farm tires, too. And all you have to know about repairs is Shook. LOOK TO

"QUALITY WITH PRICE" "MAY WE SERVE YOU"

LOOK TO **SHOOK FOR LEE**
HWY 60 E. HEREFORD

DUCKWALL'S

HONEST Values

POLYESTER KNITS
Choose double knits or werp knits in fancies or solids. 80" Width.
\$1.77 yd.
Our Reg. \$2.98

AUNT LYDIA'S RUG YARN
Ideal for rugs, purses, slippers. 75% Rayon-25% Cotton. 70 yd. Skein.
27¢ Skein
Our Special Price

SEWING CHEST
Large size plastic chest with handy lift-out tray. Stores all sewing needs. In bright new colors.
\$2.99 Value
Our Reg. \$3.98

LADIES' PANTY HOSE
Sized to fit. Lovely fashion shades. Petite Med. or Med. Tall
Style No. 2721
Our Reg. 77¢ **47¢** Pr.

LADIES' BOOTIES
75% Acrylic-25% Nylon
Size 8 1/2-11
Style No. 2450
Our Reg. 57¢ **44¢** Pr.

BATH TOWELS
Cotton terry towels. Colorful styles. Slightly irregular.
66¢ Ea.
Our Reg. 88¢

WASH CLOTHS
Our Reg. 15¢ **9¢** Ea.

BOXED CARDS
Beautifully designed greeting cards to suit every occasion.
33¢ Box
Our Reg. 59¢

CHARMIN NAPKINS
Assorted Colors
60 in Pkg.
5 Pkgs. 49¢ For
Our Reg. 2 Pkgs. for 29¢

SCOTTIES TISSUES
White or Colors
200 in Box
3 Boxes 96¢ For
Our Reg. 40¢

FLANNEL BACK TABLECOVERS
Pretty vinyl tablecovers are easy-to-clean. Cotton flannel back protects table. 52" x 70".
\$1.96
Our Reg. \$2.79

HERSHEY'S HERSHEY-ETS 16 oz. OR Candy Coated PEANUTS 15 oz.
Your Choice **63¢** Pkg.
Our Reg. 93¢

BABY RUTH or BUTTERFINGER CANDY BARS
10 in Pkg. Your Choice
Our Reg. 39¢ **31¢** Pkg.

STREET STREAKS
Quick lock assembly. No paint or glue. Rebuild again and again.
Our Reg. \$2.66 **\$1.77** For

320-Page COLOR BOOKS
Giant size color books with pictures that beg to be colored!
2 For 97¢
Our Reg. \$1.96

YANTZEE GAME
A game of skill and chance, loaded with action and suspense!
\$1.27
Our Reg. \$1.96

STEEL SHELVES
Rust resistant enamel finish. 3 adjustable shelves. Unassembled.
Model No. 3624
\$3.97
Our Reg. \$5.95

METAL CHECK FILE
Handy to use. 9" x 9" x 4 1/4".
Model No. 1499
\$1.88
Our Reg. \$2.94

GARMENT RACK
Heavy tubular steel • Hat shelf • Shoe rack • Easy to assemble
Model No. 9834W
\$3.97
Our Reg. \$5.95

METAL ROOM ACCESSORIES
Beautifully co-ordinated grouping fits the modern decor. Useful and handsome! Heavy gauge welded steel in ebony finish.
• Telephone Table
• Utility Table
• Book Rack
• Magazine Rack
Your Choice
\$3.88 Ea.
Our Reg. \$5.95

8" WOOD STOOL
An unfinished 8" step stool for do-it-yourselfers!
\$1.77
Our Reg. \$2.29

SELL IT FAST! BUY IT RIGHT! USE WANT ADS!

Phone 364-2030

CLASSIFIED ADVERTISING RATES
 Readers Ads (Minimum 10 words) 1st insertion per word 10c
 Additional insertions, when paid in advance: per word 8c
 Classified Display (8 pt. type under a specific heading, 1 column width only - no art or signature cuts) per col. inch \$2.00
 Repeat insertion without copy change per col. inch \$1.50
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.54
 Deadline for Classified Advertising in the SUNDAY BRAND 5 p.m. Friday
 Deadline for Classified Advertising in the HEREFORD BRAND 5 p.m. Tuesday

1. FOR SALE Miscellaneous

TOWN & COUNTRY MOBILE HOME SALES
 Hwy 60 & MYRTLE Phone 364-0169
 Also spaces & furnished trailers for rent at TOWN & COUNTRY ESTATES 1B-1-23-9p

"THE SADDLE HOUSE"
 COMPLETE Riding Equipment
 HIGGINS & SOUTH TEXAS ST. PHONE 364-3582 1B-1-15-tfc

"CARPET!"
 Financing Available
 CARPET PLAINS AND N. 25 MILE AVE. PHONE 364-3448 1B-1-24-tfc

WE BUY AND SELL USED FURNITURE
 BARRICK FURNITURE WEST HWY 60 PHONE 364-3552 1B-37-tfc

GARAGE EQUIPMENT NEW & USED
 Air Compressors; Valve Machines, Steam Cleaners, etc.
BOYD MACHINE & SUPPLY
 1306 East Park Phone 364-1055 1B-1-9-tfc

RCA WHIRLPOOL commercial ICEMAKERS - Sales and Service - Brown Sheet Metal. B-1-11-52-tfc

FOR SALE
 1-21" Color Console TV
 1-19" B&W Portable
WE MAKE HOUSE CALLS
 Repairs on all makes & models, color, B&W and radios.
TOWER TV
 248 Northwest Drive Phone 364-4740 1B-1-25-tfc

New Singer Dealer in Hereford. Sewing machines and vacuum cleaner repair. All makes. Free estimate in advance. Work done by Singer trained mechanics. Scissors sharpened. Call 364-4051 Sanders Sewing Machine Center, 228 Main, Hereford. B-1-4-tfc

WATER BEDS
 Southwest Carpet, 200 Park Avenue. Phone 364-1763. B-1-41-tfc

STATED MEETING
SECOND MONDAY
 7:30 P.M.
 Thursday
DEGREE WORK
 Charlie Brown W.M., W.A. Phipps Sec.
 Hereford Rotary Club meets every Monday at 12:05 Civic Club Center (Jim Hill)
 Lions Club meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)

Oak fire wood for sale. Phone 364-1127 or 364-5264 after 5:00 p.m. B-1-10-1-tfc

For Sale: 1972 model 14x73 Mobile Home. Fully carpeted. Small equity and take over payments. Call 364-2566 after 7:00 p.m. B-1-19-29-tfc

Fireplace wood for sale. Call 364-2111. B-1-10-46-tfc

For Sale: 1973 Model Yamaha, 175 CC. Phone 289-5710 days; 289-5957 nights after 7:00 p.m. 1B-1-143-tfc

Closeout on all Tappan 30" Gas Ranges - \$129.95 New!!
 Taylor Furniture & Appliance
 683 Park Avenue B-1-163-tfc

For Sale: Roto Tiller, 5 HP, heavy duty tines. 2 hrs. on motor since over-haul. Horizontal shaft motor. Good condition. \$75.00. Call 364-4407. B-1-23-30-tfc

For Sale: 11 young mixed Hamp and Suffolk Ewes, 4 Suffolk Ewes, 1 Hamp. Ram. Good quality. Sheep start lambing in March. Call: 647-2489, Dimmitt, Texas. B-1-31-2p

Wanted: Responsible party with good credit to take over small monthly payments on S-pinet Piano. Like new. Write Credit Manager: Kimball Music Center 2832 34th Street Lubbock, Texas 79410 B-1-28-31-tfc

FOR SALE
 Registered Apaloosa horses. Bred Apaloosa fillies, Apaloosa Stallion - 10 years old and gentle to ride and a good cow horse (Grandson of Whistle Breeches)
 J.A. Crofford Phone 364-0952 B-1-20-tfc

FREIGHT DAMAGED
 Electronic console stereo with pecan finish, Mediterranean Style, AM-FM radio, built-in 8 track tape player, 4 speed record changer, 8 speaker system. Regular \$299.95, damaged during shipment, now only \$145.00 or \$10.00 monthly at
MARTINS SOUND CENTER
 Corner of Georgia & I-40 Amarillo, Texas B-1-2-tfc

KIRBY VACUUMS
 Rebuilt with genuine Kirby parts. \$59.95 & up. 2 year guarantee. Your only authorized Kirby Distributor.
 Kirby Sales & Service 522 Irving Phone 364-0422 B-1-35-tfc

REPRO STEREO
 Electronic Component Stereo. 200 watt amplifier with built-in 8 track tape player, AM-FM radio, Garrard Turntable and 10 speaker system. Regular \$399.95. Assume balance of \$240.00 or take over \$10.00 monthly payments at:
MARTINS SOUND CENTER
 Corner of Georgia & I-40 Amarillo, Texas B-1-24-tfc

FOR SALE: AKC Registered Wire Fox Terrier Puppies. Six Weeks Old. Call 364-0199. \$45 Each.

Baled hay for sale. Phone 364-2150 evenings and Sundays. B-1-10-28-tfc

1973 14x70 unfurnished trailer house. 3 bedrooms, 1 1/2 baths, all appliances included. Phone 357-2396. B-1-14-29-tfc

We sell new B-W TV's, color TV's, stereos, dinettes, living room furniture, bedroom furniture, major appliances. Financing available if qualified. Plains Finance & Furniture 966 S. 25 Mile Ave. B-1-30-tfc

FOR better cleaning, to keep colors gleaming, use Blue Lustre carpet cleaner. Rent electric shampooer \$1. McCaslin Lumber B-1-20-5-2c

GARAGE SALE - 107 Sunset. (Behind St. Anthony's). Saturday only. Baby furniture, clothes, humidifier and stove. B-1-15-5-1c

Cordwood for sale. 364-4777. B-1-6-4p

2. FOR SALE Farm Equipment

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

See Us For Parts-Sweeps-Chisels
 for **Graham (Hoeme) Plows**
DAVIS IMPLEMENT
 409 EAST FIRST Phone 364-2811 B-2-35-tfc

For Sale: Oswalt Manure Spreader for tandem truck. Excellent condition. Call 806-249-2242 or nites, 806-249-2247. B-2-13-51-tfc

FARM EQUIPMENT FOR SALE
 Largest inventory of new and used aluminum pipe on the Plains. All sizes from 2" through 10". Extra large inventory of new 6", 7" and 8" gaged pipe in 24", 28", 30", 32" and 36" rows. Also large inventory of new 10" flowline and gaged pipe going at a big savings.
STATE LINE IRRIGATION CO., INC.
 Littlefield 806-385-4487 Malleshoe 806-272-3819 B-2-4-tfc

For Sale: One 1967 4020 Diesel Turbo. Weighted and cab. \$6,500.00. Call Mrs. Ernest Flood 364-2875. B-2-5-2p

Eagen Cab, 40-20 John Deere Tractor. Contact Al Reznik, 295-3432. B-2-10-5-4c

3. FOR SALE Automobiles
For Sale: 1969 Volkswagen Fastback. Very low mileage. Loaded. Call K.M. Cowan, 364-4241. B-3-12-3-tfc

For Sale: 1967 Chevrolet Pickup. 4 sp. transmission, 4 wheel drive. Clean & good. Call Cameron Gaul, 364-2330. B-3-17-3-tfc

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

1971 Dodge Custom 1/2 ton long wide, full power and air, V8 and automatic, tool box. Excellent shape, only 23,000 miles. Benny Wornle, 364-0862 or 364-0832. B-3-25-29-tfc

1953 INTERNATIONAL PICKUP
 Good condition
 Good tires
 Priced to sell
 I.A. Burdine, Rt. 1, Box 475, Hereford, Texas. Location: First house Northeast of airport. B-3-30-tfc

1969 Datsun Pickup. Excellent condition. Call 364-0689. B-3-10-4-tfc

For Sale: 1973 Rancho, loaded, 10,000 miles. Contact Installment Loan Department, FNB. Phone 364-2435. B-3-14-4-tfc

1972 Chevy Pickup; 1973 Ford Pickup. Call FNB, 364-2435. B-3-10-4-tfc

71 VW Air conditioner. 22,000 miles. Excellent condition. Call 364-8377. B-3-10-31-tfc



"He's from Wall Street."

For Sale: 1964 Ford Van, 6 cyl. \$550.00.
 1966 Mustang, 289-V-8, 17 miles per gal. \$600.00.
 Call 647-2489, Dimmitt B-3-31-2p

WALKER'S USED CARS AND TRUCKS
WE BUY, SELL OR TRADE
 400 West First Phone 364-2250 1B-41-tfc

SELECTED USED TIRES \$3.00 UP
 30 Day Guarantee
MONTGOMERY-WARD AUTOMOTIVE SALES
 114 EAST PARK 1B-3-17-tfc

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

For Sale: 1972 Ford 1/2-Ton Pickup. Automatic, air cond., & power steering. \$2,300.00. Contact Holly Sugar Corp. 364-2593, after 6:00 p.m. 364-3267. B-3-24-31-tfc

For Sale: 1974 Mustang II, Mach I. 1700 miles. 364-4270. B-3-10-31-3c

For Sale: '73 Malibu with power brakes, power steering, air conditioning, vinyl roof, V-8, \$2,800.00. Phone 295-3696. B-3-5-2p

For Sale: 1967 Mercury Comet. Automatic, air conditioning, good gas mileage. Phone 364-5300. B-3-5-2p

For sale or trade - 1972 Dodge Monaco. Days, call 276-5241; nights 364-4251. B-3-12-5-2c

1967 Red Volkswagen. In good condition. Contact Al Reznik, 295-3432. B-3-10-5-4c

4. REAL ESTATE For Sale Or Trade

For Sale By Owner
 Large double wide mobile home. 24x56. 3 bedrooms, 1 1/2 baths, large lot 85x119. 6 ft. fenced backyard with fruit trees, patio, 11x11 playhouse, wood burning fireplace, gas grill and light. Priced to sell. Call 364-2423 B-4-50-tfc

I have Farm and Ranch Buyers, I need your listings.
J.M. HAMBY REAL ESTATE
 Phone 364-3566 Res. 364-2553 B-4-29-tfc

1/2 section irrigated, 6 miles west of Hereford. Deep soil, strong water, underground pipe. 806-364-0484. B-4-4-4p

For Sale
 15 Acres cultivated. Irrigation well. 4 miles from Hereford. \$1,000 per acre, \$2,000 down, 15 years on bal.
 Durward Hamby 364-3466 B-4-31-tfc

Brick duplex. Good location. Cash or new loan. Phone 364-0022. B-4-10-44-tfc

CLOSING COST ONLY V.A.
 Northwest 3 bdrm. brick, den and kitchen comb., formal living room, 2 full baths, fully carpeted, double garage. Right close to school. Priced \$23,500.00 or assume existing \$16,600.00 loan payable \$176.00 per month by purchasing equity, immediate possession available.

SIT BY THE FIREPLACE
 3 bdrm. brick, 2 1/2 baths, den & kitchen comb. dining room, living room, ref. air, 2 fireplaces. All new drapes, double garage with electric door lift, built-in vacuum cleaner, patio with bar-que grill, gas lites front and back, nice 6 ft. fence, paved alley, 5/4 per cent loan. Buy equity and assume loan with payments of \$236.00 per month. How can you beat this one?
 B-4-15-5-6p

IMMEDIATE POSSESSION
 2 bdrm., 1 bath, living room, dining room, fully carpeted. Single garage, fenced yard. \$1,000.00 down will handle this one.
 B-4-5-9p

NEAR SCHOOLS
 Comfortable 3 bdrm. brick with nice carpet, single garage, fenced yard, priced right at \$17,000.00. Terms available to Purchaser with good credit, existing 5 1/4 per cent loan can be assumed, payable \$97.00 per month. Owner will carry second lien.
 B-4-5-4p

NEAR SUGARLAND MALL
 Nice 2 bdrm. carpeted, storm cellar & carport, large fenced yard. Price \$9,750.00 will sell to GI for closing cost only.
 B-4-5-tfc

WANT A GOOD INVESTMENT?
 This 1 bdrm. duplex is furnished and is in good shape inside and out. Is walking distance from town & hospital. You can buy this one for \$2,000.00 down and \$125.00 per month.
 B-4-5-4p

LOOK, YOU'LL BUY
 Large 3 bdrm. 1 bath, kitchen, living room, basement. This is a nice older home for only \$13,500.00.
 B-4-5-tfc

HICKORY STREET
 Sharp 3 bdrm. brick, double garage, fully carpeted, ref. air, must see to appreciate. Reasonable down payment, assume existing loan.
 B-5-10-28-tfc

LET'S MAKE A DEAL
 on this 2 bdrm. 1 bath, new carpet, fenced yard. Just right for a couple who are wanting to get a start in life. Priced \$9,500.00. Buy equity and assume payments of \$96.00 per month.
 B-5-15-30-tfc

1120 ACRES, approx. 400 cultivated, 5 small wells, \$50,000.00 down, bal. terms. Priced right, call for details.
 B-5-1-10c

NORTH PLAINS
 364 acres, all cultivated, on paving, 5 irrigation wells, Priced \$450.00 per acre, good terms available.
 B-5-14-51-tfc

HAMBY REAL ESTATE OFFICE
 Calvin Edwards - 364-3566
 Gerald Hamby - 364-1017
 Chick Weemes - 364-3169
 J.M. Hamby - 364-2553 B-5-14-51-tfc

EQUAL HOUSING OPPORTUNITY
 B-4-29-tfc

BEAUTIFUL COUNTRY HOME
 One acre of ground, 3 bedrooms, 2 1/2 baths, all builtins, 2700 sq. ft. Beautifully landscaped. \$36,000.00.
5 UNIT APARTMENTS
 Good location, good income. LOANS
 Let us help you with your financing FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details.
TWO BEDROOM
 Carpeted with finished yard and garage. Fenced yard. \$9,500.
THREE BEDROOM
 Carpeted, double car garage. On Labor Camp Road. \$9,000.
FARMS
 Dry land with good cotton allotment. Reasonably priced.
 Good water, deep soil irrigated land. Unimproved except for irrigation. Reasonably priced. Raised 2 bales of cotton per acre this year. Price depends on the number of wells, the quality of soil and location.
 Board of Realtors
 Multiple Listing Service
CARTHEL REAL ESTATE
 206 N. 25 Mile Avenue Phone 364-9944
 1-488-3611
 Wayne Carthel
 Lesia Peters
EQUAL OPPORTUNITY
 B-4-10-tfc

Storage for rent. Phone 364-1483 or 364-3937. B-5-10-50-tfc

DIAMOND VALLEY MOBILE HOME PARK
 600 & 700 Block Avenue H, Sioux & Cherokee, 700 Block Avenue G.
 Phone 364-1483 or 364-3937 B-5-50-tfc

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

Office for rent. Answering service available. AGRISCIENCE CENTER, 1500 West Park, Phone 364-5822. B-5-14-19-tfc

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

For Rent: Trailer space at 217A Avenue A. Paved street and drive. Phone 364-4553. B-5-14-27-tfc

For Rent: 3 bedroom with carport. 807 Irving. Phone 364-4553. B-5-10-5-1c

2 bedroom furnished apartment at 301A Lawton. Bills paid. Call 364-6280 before 8:00 a.m. and after 5:30 p.m. B-5-16-5-tfc

One apartment for rent. Single person only. Call 364-3744. B-5-10-5-2c

For Rent: 2 bedroom trailer house in Summerfield. Unfurnished, except for stove and refrigerator. 364-4777. B-5-5-2p

2 bedroom house with garage to responsible couple. No pets. 364-3388. B-5-11-5-tfc

6. WANTED

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 364-0165. B-6-13-6-tfc

8. HELP WANTED

Man for countersales and delivery. Apply in person to 1107 West First Street. An equal opportunity employer. B-8-17-3-tfc

Experienced mechanics wanted. 2 openings. Guarantee plus commissions. Uniforms and insurance, permanent position. Authorized Ford, Lincoln and Mercury Dealer, Dalhart, Texas. Contact Jewell Gaddy 806-249-5551 B-8-24-tfc

Wanted: Experienced farm hand. Must be capable of leading men. Good house, good wages for the right man. Call 276-5221 or call in person 1/4 mile West of Community Grain Elevator in Easter Community. S.L. Garrison. B-8-4-tfc

Hide room labor wanted. We offer:
 +Good pay
 +Paid vacation
 +Paid hospitalization
 Colorado By-Products
 31/2 miles West Hwy 60
 Phone 276-5331 days;
 364-2495 nites B-8-42-tfc

RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate. B-8-16-39-tfc

Couples work together building a business. Start part time and grow. We train. Phone for interview. 364-2329 after 6:00 and weekends. B-8-21-26-tfc

School Bus drivers needed. See Eldon Owens at school bus shop. B-8-10-4-tfc

Storage for rent. Phone 364-1483 or 364-3937. B-5-10-50-tfc

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Hide room labor wanted. We offer:
 +Good pay
 +Paid vacation
 +Paid hospitalization
 Colorado By-Products
 31/2 miles West Hwy 60
 Phone 276-5331 days;
 364-2495 nites B-8-42-tfc

RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate. B-8-16-39-tfc

Couples work together building a business. Start part time and grow. We train. Phone for interview. 364-2329 after 6:00 and weekends. B-8-21-26-tfc

School Bus drivers needed. See Eldon Owens at school bus shop. B-8-10-4-tfc

Want: Sewing Machine Operators at Tucumcari Industries. Experience preferable, but not necessary. Apply 146 East 2nd and Sampson. Phone 364-0740. B-8-20-31-2c

CLASSIFIEDS GET RESULTS!

STORE'S HELPER
Establish inventory records, requires identification of materials, typing and filing of records. Clerical knowledge required, mechanical knowledge helpful.
AMSTAR CORPORATION
Dimmitt Plant, Box 169
Dimmitt, Texas 79027
Phone 366-647-2137
An equal opportunity employer
B-8-31-2c

AVON
Be your own boss. As an Avon Representative, you work for you. Avon helps you run your own business and earn good money on a flexible schedule. Call today: 364-5169 or 364-0940.
B-8-31-2c

MEN WOMEN
If high prices is stretching your pocketbook, and you need part time income, with an excellent future, write: W.C. Sharp, Box 26105, Albuquerque, N.M. 87125.
B-8-5-6p

LICENSED VOCATIONAL NURSES
Immediate opening for two LVN's on the 3 to 11 shift. Excellent salary, and comprehensive benefits program. Apply in person at
Deaf Smith
General Hospital
An equal opportunity employer.
B-8-5-6c

Want to hire waitress at The Moonlighter. Must be 18 years or older. Call 364-0064.
B-8-15-5-2c

9. SITUATIONS

Dress making, ladies pant suits, etc. Call 364-6294.
B-9-29-6p

Babysitting in my home. Phone Alice Gilleland, 364-4175.
B-9-10-26-1fc

State Licensed Child Care For Working Mothers Hereford Day Care Center
364-1293
B-9-46-1fc

10. NOTICE

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron - One mile North of Big Daddy's Truck Stop.
HEREFORD IRON & METAL
North Progressive Road by City Dump
Anson A. & June Dearing
Phone 364-3350 or 364-3777
1 1/2 B-10-34-1fc

ALCOHOLISM INFORMATION
For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8:00 a.m. till 12:1:00 p.m. until 5:00 p.m. Monday through Friday.
A UNITED FUND AGENCY
B-10-12-1fc

11. BUSINESS SERVICE

APPLIANCE REPAIR
We repair all makes and models of appliances. All work guaranteed.
MONTGOMERY WARD & CO.
114 East Park
Phone 364-5801
B-11-52-1fc

B.L. Jones CONCRETE CONTRACTOR
We will do your finishing or give you a turnkey job. Free Estimates.
246 18th Street
Phone 364-6617
B-11-21-1fc

WANTED
100 to 150 watches a week to repair by latest approved methods.
COWAN JEWELERS
B-11-15-29-1fc

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

DON'T TOSS IT - REGLOSS IT. Furniture repaired and refinished. Call Tom Tompkins, 806-267-5831 collect.
B-11-27-10p

DRAGLINE SERVICE
TAILWATER
PIT CLEANING
DUMP TRUCKS
36 TON CRANE
BOBBY GRIEGO
Day Phone 364-6574
Night - 364-2322
1B-11-14-1fc

PAINTING CONTRACTOR
INSIDE-OUTSIDE
All work guaranteed
Free estimates
Julio Pesina, 204 Catalpa St.
Hereford, Texas
Ph. 364-4898
B-11-29-1fc

HOME APPLIANCE REPAIRS
Guaranteed work on all makes and models. 10 years experience. Available for night-time emergencies.
JOE'S HOME APPLIANCE REPAIRS
343 N. Main
Ph. 364-5751
B-11-45-1fc

KIRBY VACUUMS
Rebuilt with genuine Kirby Parts. \$39.95 & up, two year guarantee. Your only authorized Kirby Distributor.
Kirby Sales & Service
522 Irving
Ph. 364-0422
1B-11-35-1fc

KELLY ELECTRIC
DOUG AND VIRGIL
Electrical Contractors
Residential
Commercial
All bids and wiring
Call bids and wiring competitive.
Phone 364-1345
Night phone 364-2912
or 364-1345
Box 130
B-11-46-1fc

Tree Trimming and Topping.
Call Cliff's Tree Service 364-2111.
B-11-10-46-1fc

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

AAA WRECKER SERVICE
HEREFORD WRECKING COMPANY
Day Phone 364-5580
NIGHTS 364-0099 and 364-0075
7-11-39-1fc

PIANO TUNING. Call Elson Clark, 364-0628 or 364-1150.
B-11-10-5-1fc

Roofing, Hot Asphalt, Shingles, Shakes and Concrete Tile. All work guaranteed.
Phone 374-5736 Amarillo.
B-11-5-2p

13. LOST & FOUND
STRAYED: Steer calves from Art's Corner branded with Backward "C" on left shoulder. Call 289-5649 or 289-5707.
B-13-17-3-1fc

Lost or strayed from 7th house west of cemetery on Harrison Hwy, 135 lb. Hereford whiteface bull calf. Days, call 276-5241; nights 364-4251.
B-13-23-5-2c

OAK FIRE WOOD
NOW IN STOCK AT
Hereford Meat Market
N. 25 Mile Ave.

EXPERT REPAIR
on
BUICK PONTIAC
GMC TRUCKS
JOHN ORSBORN
Free Pickup
Phone 364-0990j

HOME OWNED

HOME OWNED

HOME OWNED

HOME OWNED

HOME OWNED

HOME OWNED

HOME OWNED



Day Care Center Redecorated
Bettie Roberts stands inside one of the rooms at the Day Care Center which recently underwent a painting job by the parents of the children in the center. The room was only the first phase of an extensive re-painting and remodeling job to be completed by the parents. The room is complete with several designs on all walls and is open to visitors to view the new paintings.

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

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

WE MOVED ACROSS TOWN TO 144 W. 3rd. !

COME SEE US SOON. WE CAN HELP YOU BUY OR SELL PROPERTY!

BOOZER REAL ESTATE

144 W. 3rd. 364-1755 OR JO HAMRICK 364-3502

Adrian Wheat Growers Wins '73 Sales Trophy
The trophy has an attractive walnut base with a plaque
You've Never Seen Such Thorough Service
STOP IN SOON
Phillips "66" Products
EAST SIDE "66"
Rocky Stewart
1303 E. 1st 364-2644

DANCE MOONLIGHTER
POOL TOURNAMENT
SUNDAY FEBRUARY 3
PLAY OFF BEGINS 8 PM
PLEASE REGISTER AHEAD OF TIME
OPEN 4 P.M. SUNDAY ADULTS ONLY
ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION
DAY PHONE: 364-0064 - NITE - 364-9629
1 MILE NTH OF HEREFORD ON HWY 385

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

bearing "Adrian Wheat Growers, Inc." A miniature replica of a Pioneer field sign and an authentic early-vintage silver dollar are encased in two plexiglas blocks mounted on the wood base.
The Pioneer Silver Dollar Award Program was started in 1971 to recognize dealers who exceed their yearly sales goal of Pioneer brand seeds by at least 30 per cent.
Adrian Wheat Growers, Inc. has been a Pioneer dealer for seven years.

BELL ELECTRIC
ELECTRICAL CONTRACTOR
New Construction and Repair - Residence and Commercial
364-6841 Larry Bell 803 S. Texas

WRESTLING WWA LIBRE
Sponsored by the Hereford Lions Club
SATURDAY FEB. 2 8:30 PM
MAIN EVENT
DORY FUNK vs. JIM DILLON Jr.
Alex PEREZ vs. Killer Karl KOX
The PATRIOT vs. The LAWMAN
El Gran TAPIA vs. Karl Hard Boild VON STEIGER
HEREFORD BULL BARN
HEREFORD, TEXAS

COMMONWEALTH THEATRES
NOW SHOWING!
"BOY, HAVE WE GOT A VACATION FOR YOU..."
WESTWORLD
...Where nothing can possibly go wrong.
SHOWTIMES
SAT. ONLY 1:05-2:45-4:25 8:00-7:45-9:30 7:45 & 9:30
STAR 364-1037

LADIES NIGHT!
ALL ESCORTED LADIES WILL BE ADMITTED FOR 50¢ TUESDAY ONLY!
Does her anger at a domineering husband justify a wife's taking a lover?
This wife was driven to find out!
richard benjamin frank langella
carrie snodgrass
diary of a mad housewife
SHOWTIMES: 7:30 & 9:15
STAR 364-1037

DUSTIN HOFFMAN
"A BRILLIANT FEAT OF MOVIE-MAKING!"
"It flawlessly expresses the belief that manhood requires rites of violence"
STRAY DOGS
PLUS!
BURTON IS 'BLUEBEARD'
He did away with beautiful women.
VIRNA LISI RAQUEL WELCH JOEY HEATHERTON
GATES OPEN 7:15 SHOWTIME 7:45
TOWER DRIVE IN



THRIFTWAY

A BETTER WAY TO SAVE!

BUDGET WATCHERS

CUDAHY, BAR-S, SEMI-BONELESS WHOLE OR HALF (MOISTURE ADDED)

HAM 89¢

WHOLE OR HALF PORTION LB.

WHOLE 15 to 18 LB. AVG. — HALF 5 to 7 LB. AVG.

WILSON CERTIFIED

FRANKS SAUSAGE

CUDAHY BAR-S

12 OZ. PKG.

59¢ CHUCK WAGON BRAND SAUSAGE 99¢

VALUABLE COUPON

100 STAMPS

With \$5.00 Purchase

GOOD THRU SAT. FEB. 2, 1974



U.S.D.A. INSP.

FRYERS 33¢

WHOLE LB.

FAMILY STEAK 98¢

LB.

RIB STEAK \$1.09

LB.

STEAKS or ROAST \$1.29

CENTER CUT HAM

RITE CARE

CHICKEN BREAST

FRESH FROZEN

LB. 59¢

5 LB. BOX \$2.95



TEXAS GREEN CABBAGE 9¢

GREEN PASCAL CELERY 2 LBS. 25¢

CALIFORNIA SUNKIST LEMONS 35¢

WASHINGTON DANJOU PEARS 29¢

CALIFORNIA LARGE SIZE AVOCADOS 4 FOR \$1.00

ALL PURPOSE RUSSET POTATOES 10-LB. BAG 77¢

CALIFORNIA SUNKIST ORANGES

5 LBS. \$1.00

FROZEN FOODS

Chok & Bated

CLOVERLAKE ICE CREAM

Round Carton All Flavors 89¢

1/2 Gal.

Food King Cut Corn, Green Peas, Or Mixed

VEGETABLES 3/\$1

BIG 20 OZ. PKG.



POTATO CHIPS CHIPOS 49¢

9.5 PKG.

32 OZ. RETURNABLE BTL.

COCA COLA 5 For 95¢

BROWN & SERVE ROLLS

12 TO PKG.

4 For \$1

CLOVERLAKE BUTTERMILK GOLDEN FLAKE

1/2 Gal. 39¢

CHICKEN OF THE SEA TUNA 49¢

LIGHT CHUNK 6 1/2 OZ.

SHURFRESH GRADE "A" LARGE EGGS 75¢

DOZ.

MEDIUM GRADE A DOZ. 71¢

STAINLESS STEEL FLATWEAR THIS WEEK: DINNER FORK

SMART, CONTEMPORARY WOODWIND 39¢

EACH BASIC PIECE WITH \$5 PURCHASE

FOOD KING - GOLDEN OR WHITE HOMINY 7 CANS \$1

14 1/2 OZ. CAN

FOOD KING - GRAPE JELLY OR RED PLUM PRESERVES 59¢

BIG 32 OZ. JAR

ROYAL ARMS - WHITE OR ASSORTED COLORS BATHROOM TISSUE 39¢

4 - ROLL PKG.

MC 2 BLUE OR ALL PURPOSE DETERGENT 59¢

49 OZ.

MISS BRECK - REG., UNSCENTED - SUPER, HARD TO HOLD HAIR SPRAY 66¢

13 OZ. CAN

BRECK - DRY, NORMAL OR OILY SHAMPOO 66¢

7 OZ. BTL.

CORN 5 \$1

SWEET PEAS 5 \$1

SALAD DRESSING 49¢

GREEN BEANS 6 \$1

BLEACH 29¢

APRICOTS 39¢

FOOD KING, 17 OZ. CANS PEAR HALVES 3/\$1

FOOD KING, 14 OZ. CANS SPINACH 5/\$1

FOOD KING, 16 OZ. CANS TOMATOES 4/\$1

FOOD KING, 12 OZ. BTLs. CATSUP 4/\$1

FOOD KING SLICED YELLOW CLING PEACHES 39¢

BIG 29 OZ. CANS

FOR DISHES JOY LIQUID 49¢

GIANT 22-OZ.

FOLGERS COFFEE 2 LB. \$1.78

VALUABLE COUPON

MOUNTAIN GROWN

FOLGER'S COFFEE 2 LB. CAN \$1.78

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER FEB. 9, 1974

CHILI COFFEE 1 LB. 89¢

WITH BEANS GEBHARDT'S 49¢

VALUABLE COUPON

MOUNTAIN GROWN

FOLGER'S COFFEE 1-LB. CAN 89¢

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER FEB. 9, 1974

PARKAY MARGARINE TWIN TUBBS 49¢

5th and MAIN

HEREFORD, TEXAS

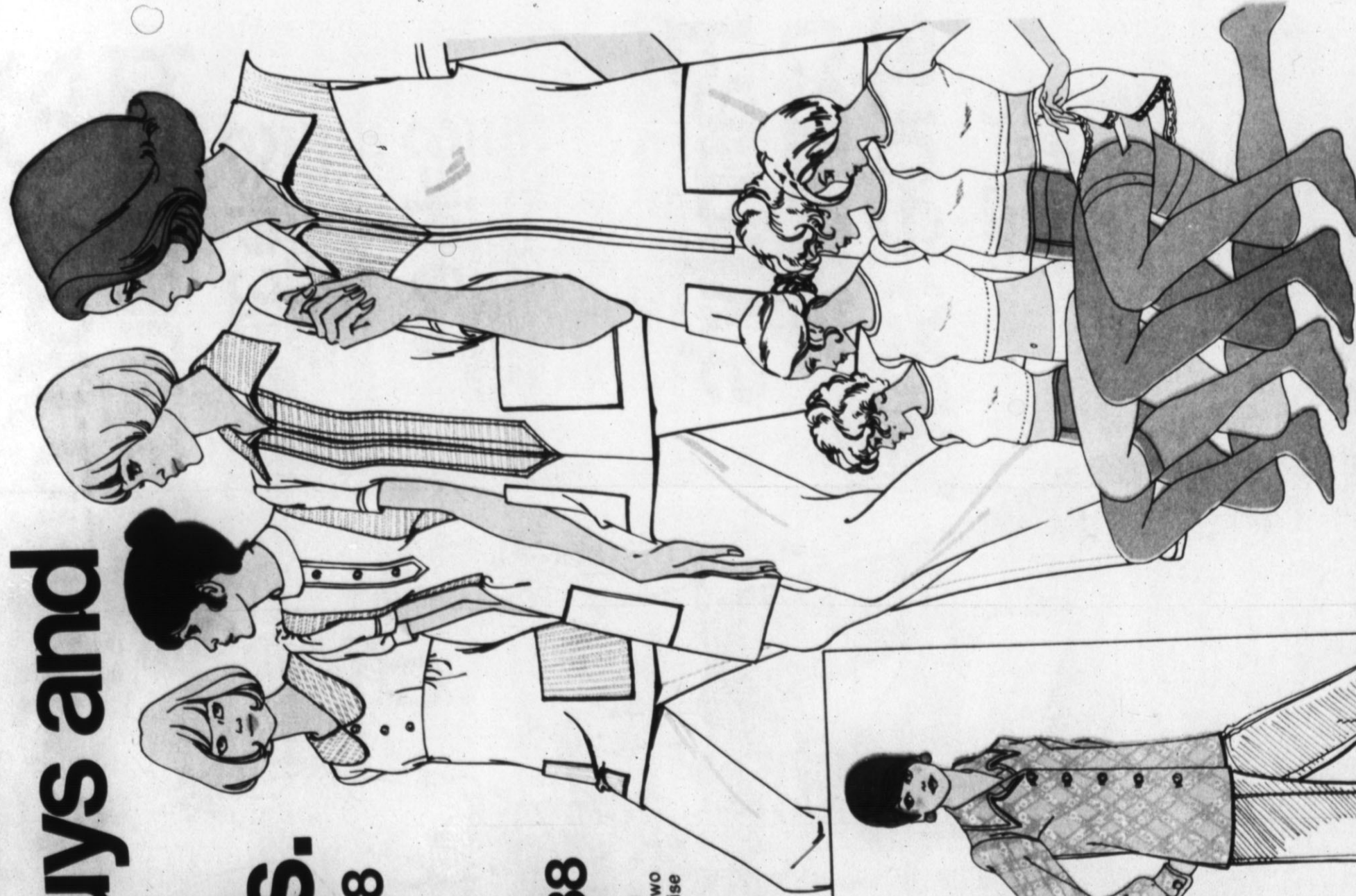
Super buys and sales for busy gals.

Special 5⁸⁸

Breezy care uniforms for juniors and misses in polyester warp knits. Wash and wear. Wrinkle-free performance with two big pockets. Puffed sleeve dress. Zip-front uniform, also available in half sizes.

Special 9⁸⁸

Comfortable pantsuit styling for juniors and misses. Carefree polyester warp knits with two roomy pockets. Elasticized waist fit. High-rise waist. Zip-front fashion.



Special 7⁹⁹

Women's smart shirt-jac cover. Machine washable polyester. Important part of the layered look in a colorful assortment of solids, patterns. 8-18.

Special 6⁹⁹

Polyester knit pants companions with the new cuffed look. Choose from fashion colored solids and fancies. Great wardrobe friends. 8-18.

Sale prices effective thru Saturday only.

Reg. \$1 pr. Knee-hi sandalfoot stockings in nylon stretch. One size fits 8 1/2 short to 11 long.

Sale 3 for 2²²

Reg. .66c pr. Seamless nylon mesh pantyhose. Reinforced panty and toe. Basic and fashion colors. Short, average, long.

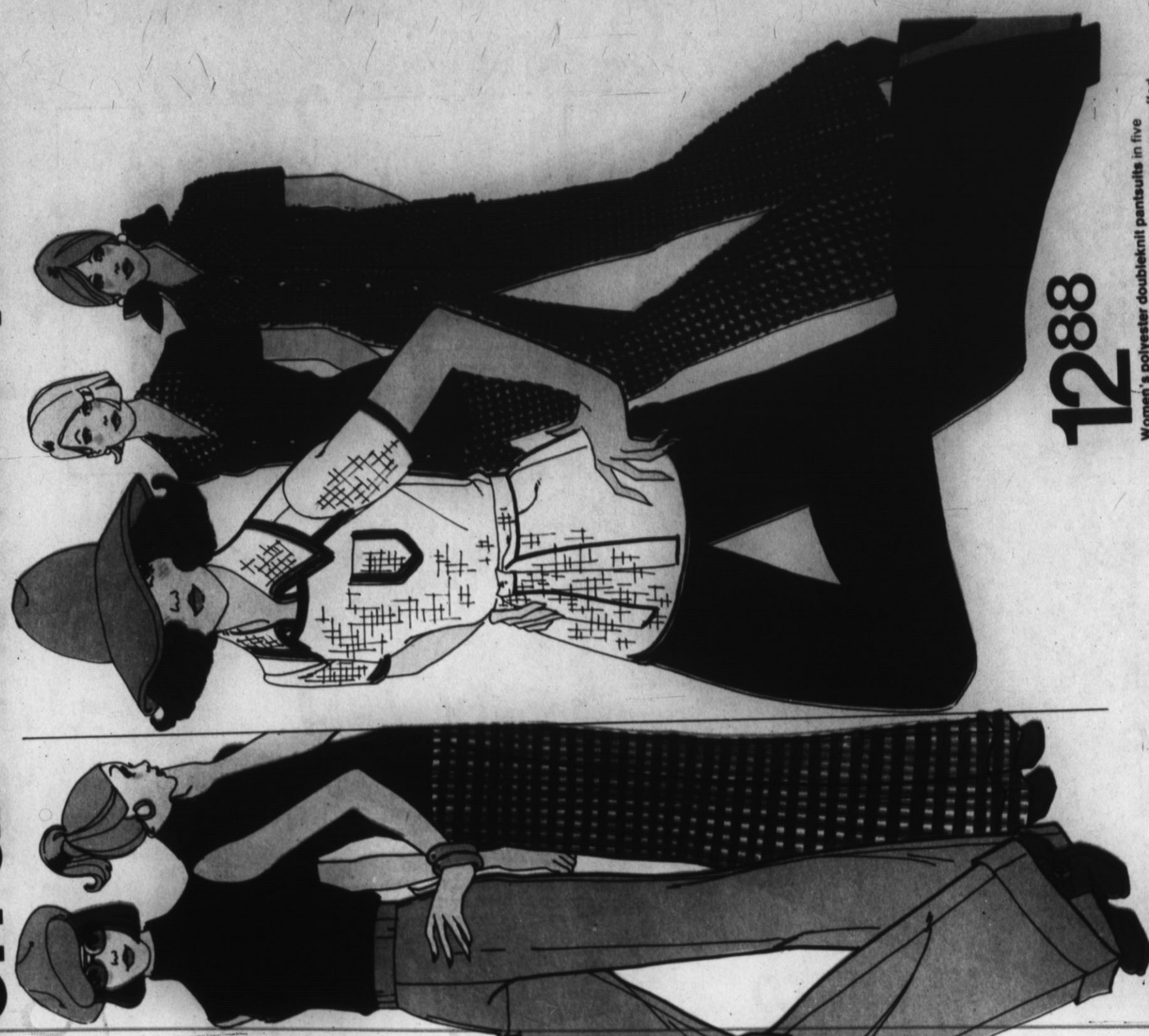
Sale 2 for 99¢

Reg. 3 for 2.95. Fashion colored hose. Nylon plain knit stockings, short, average, long.

Sale 3 for 2²²

Reg. 3 for \$2, sale 3 for 1.50. Flextra™ nylon stockings. Sandalfoot.

12⁸⁸ special on pantsuits. 20% off all women's pants.



Sale \$4

Save \$1. Reg. \$5. Knit tops. Polyester rib knit turtle-necks in short and sleeveless styles. White and colors.

Reg. \$11. Polyester knit pants in cuffed or uncuffed styling. Black, white, navy, red, pink or light blue. 6-14P, 10-18A, 10-20T.

Sale 8⁸⁰

Reg. \$10. Fancy knit pants. Polyester in popular cuffed styling. Proportioned sizes. 6-14P, 10-18A, 10-20T.

Sale 8⁰⁰

12⁸⁸

Women's polyester doubleknit pantsuits in five fabulous styles. All have short sleeve tops over cuffed or uncuffed flare pants. Fashion right colors and combinations. Have several at this very special low price.

JCPenney

We know what you're looking for.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.

8
39
19
79
29
99
99
49
49
19
.49
.99
.59
.99
49

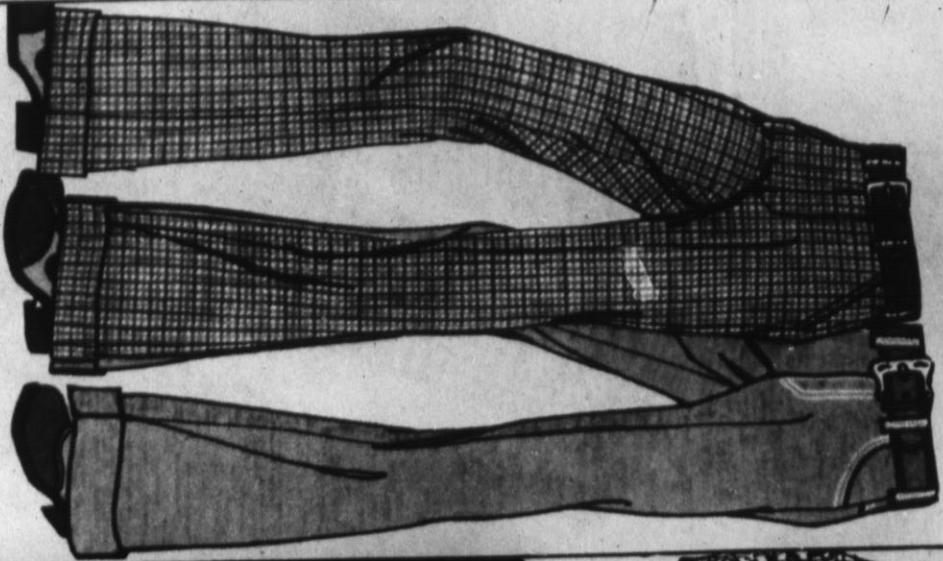
20% off our entire line men's sport shirts.

Special 599

Men's solid color cuffed jeans. Carefree polyester/cotton. Wide belt loop styling in a great assortment of colors. Waist sizes 28-36, inseam 30-32-34.

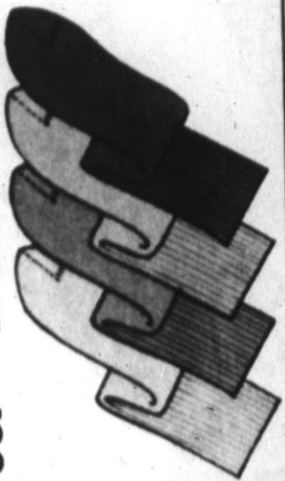
Special 699

Men's fancy cuffed jeans. Same great look as above in a colorful pattern assortment. Waist sizes 28-36, inseam 30-32-34.



Special 5 for 199

Comfortable casual socks in acrylic/nylon. Assorted solids. One size fits all.



Sale 638

Reg. 7.98. Texturized polyester knit sport shirts. A handsome assortment of solids and fancies with 4" banded collar and long sleeve styling. Reg. 6.98, sale 5.58. Short sleeve shirt with same features as above.

Sale \$4

Reg. \$5. Men's golf shirts in polyester/cotton knit. Short sleeve polo, front placket styling. White and fashion solids with machine washable convenience. Stock up now. S-M-L-XL. Sale prices effective thru Saturday only. Just say "change it!"

20% off our girls' pantsuits.

Sale 375

Save 94¢. Reg. 4.69. Little girl's embroidered pantsuit. Pettin'-prett polyester/cotton means no-iron ease. Pleasant style top with ruffled sleeves and neckline and coordinating flared pants. 4 to 6X.

Sale 640

Save 1.60. Reg. \$8. Girl's polyester knit pantsuit. Bust-out peplum styles or shirt top looks, both with solid color pants. Other great looks at equally great savings. Sizes 7 to 14.

Family's canvas shoe sale.

2 for 5.00

Reg. 2.99 pr. Tough-wearing boat shoes for men, women, boys, even kids at a really super price. Deck out the entire family in these comfortable cushion insole oxfords. Your choice of blue or white cotton duck uppers with skid resistant, herringbone design molded rubber outsoles. White duck back taping.

Sale prices effective thru Saturday only. Just say "change it!"



JCPenney
We know what you're looking for.

JCPenney
We know what you're looking for.

20% off boys socks and underwear. Other great buys.



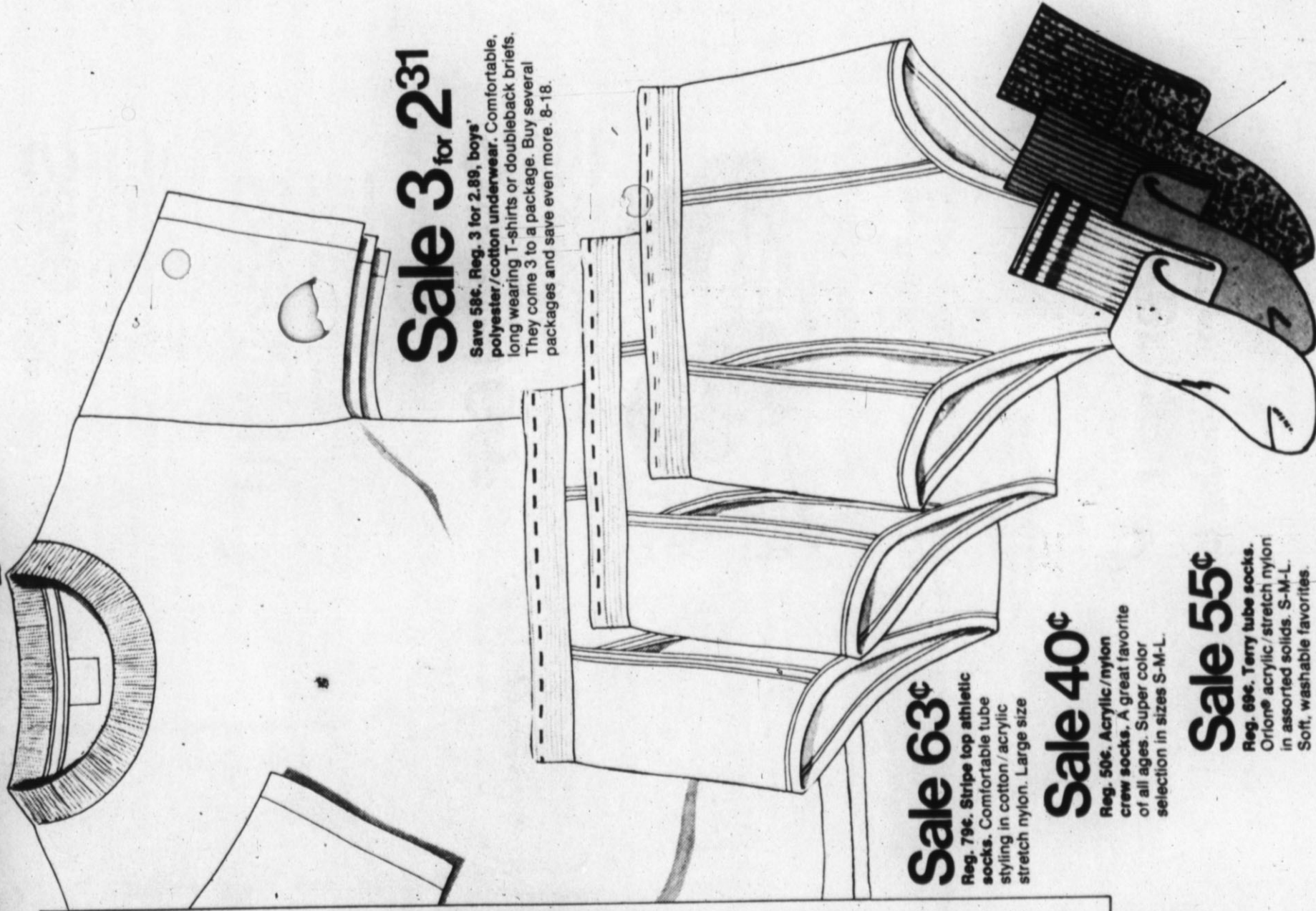
Closeout 4 for \$5

Boys' short sleeve shirts in polyester/nylon warp knits. Longpoint collar, single pocket styling. Terrific assortment of colors and patterns. 8-18.

Special 2 for \$7

Boys' polyester/cotton western style baggie jeans. Popular cuffed look in navy, berry, white. 6 to 18, regular and slim.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.



Sale 3 for 2³¹

Save 58¢. Reg. 3 for 2.89, boys' polyester/cotton underwear. Comfortable, long wearing T-shirts or doubleback briefs. They come 3 to a package. Buy several packages and save even more. 8-18.

Sale 63¢

Reg. 79¢. Stripe top athletic socks. Comfortable tube styling in cotton/acrylic stretch nylon. Large size

Sale 40¢

Reg. 50¢. Acrylic/nylon crew socks. A great favorite of all ages. Super color selection in sizes S-M-L.

Sale 55¢

Reg. 89¢. Terry tube socks. Orion® acrylic/stretch nylon in assorted solids. S-M-L. Soft, washable favorites.

JCPenney
We know what you're looking for.

Sale on popular "JCPenney" pants. Super menswear specials, too.

Sale \$11

Reg. \$13. Men's neat-keeping pants in fashion colored solids. These famous "JCPenney" slacks are in a fine twill weave of Fortrelle® texturized woven polyester. Wrinkle resistant convenience that stretches with your every move. Wide belt loop, flare leg styling. Even features the "Shirt Hugger" waist band to hold shirts better. Waist sizes 30-42, inseam. 29-34. Sale prices effective thru Saturday only.

Special 5 for \$10

Men's short sleeve dress shirts in a fancy group of polyester/nylon warp knits. Long pointed collar, single pocket look. A handsome assortment at a fantastic price. Machine washable favorites that stay neat and tidy all day long. Stock up now and cool it for summer. 14½-17.



Special 1088

Classic U-tip oxfords in a combination of brown/russet. New higher heel silhouette in man-made uppers and outsoles. A great look at a great price.



Special 1088

Men's straight tip oxfords. Handsome antique brass/tan combination. Smooth man-made uppers and outsoles. Sporty look with the popular higher heel.

JCPenney
We know what you're looking for.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.

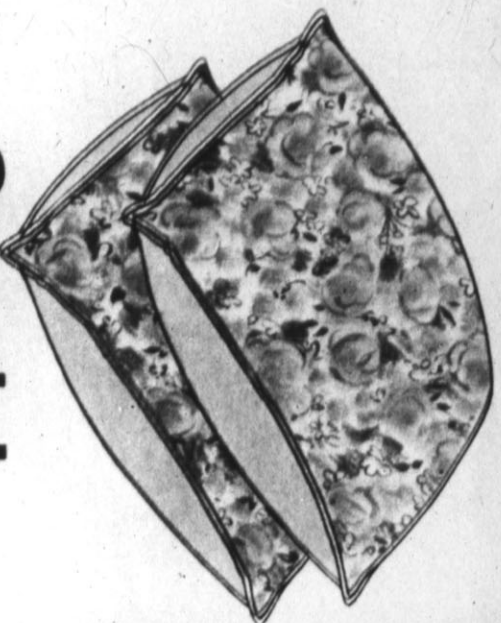
Save 20% on drapes and novelty curtains.

Sale 1160

50x84"
Reg. 14.50. Luxurious drapes in textured cotton/ rayon. Thermal acrylic foam backing. Machine wash, tumble dry, no ironing. Rich colors.
75x84", reg. \$25 Sale 20.00
100x84", reg. \$33 Sale 26.40

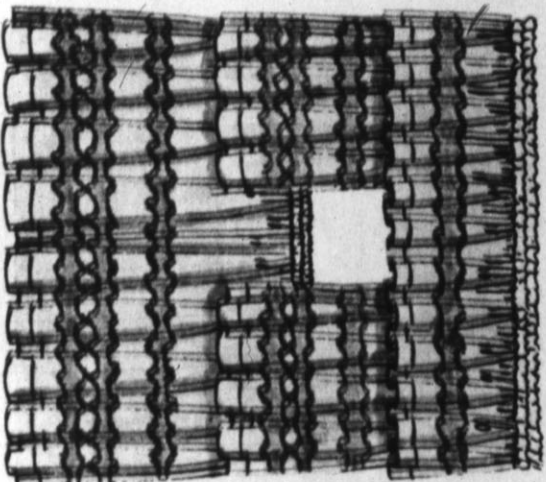
Special 99¢

Marquisee tailored panel curtains in polyester. Beautiful by themselves or as under-drapes. 3" bottom hem. White in 40x63" or 40x81"



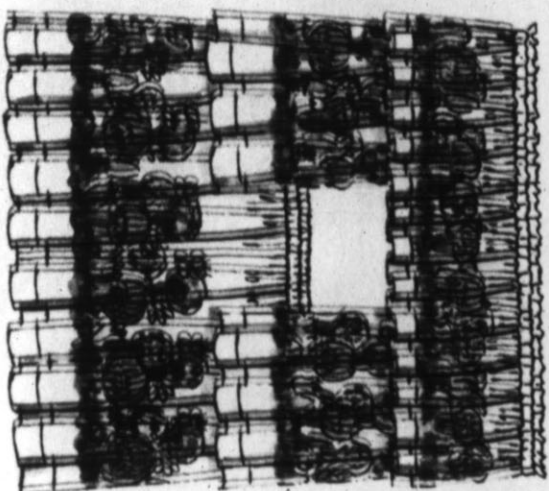
Special 2 for 388

Standard size pillows are plumply filled with polyester. 20x26" finished size



Sale 343

68x36"
Reg. 4.29. "Mayan" is Osanburg cotton with coordinated color fringe trim. Valance, reg. 2.79. Sale 2.23



Sale 319

68x36"
Reg. 3.99. "Mud Mushroom" Kodale polyester/ Avire rayon blend for easy care. Machine wash, tumble dry. Bright color combinations for your kitchen or den. Valance, reg. 2.49. Sale 1.99
Charge it.
For other decorating ideas shop the JCPenney Catalog.

JCPenney
We know what you're looking for.

Save 25% off our fashion fabrics.

Save 100 yd.

Reg. 3.99 yd., sale 2.99 yd. Polyester doubleknit fabrics. What a fantastic assortment of colors and looks from crepe and twill weaves to jacquard patterns, plaids and corduroys. We even have linen-look crash knits. Plan now for the season ahead. And they're machine washable with no-iron convenience.

Special 144 yd.

Polyester short lengths. A colorful assortment of solids and fancies just in time for your Spring sewing. Get an early start on your warm weather wardrobe. Really great buy.

Special 66¢

100% Acrilan® acrylic worsted yarn is machine washable, dryable, 4-oz., 4-ply skeins in a wide selection of colors. Perfect for popular sweater vests and shirts.



JCPenney
We know what you're looking for.

Starts THURSDAY
JANUARY 31

HEREFORD, TEXAS
435 Sugarland Mall
9:30 am till 6:00 pm
Saturday 9:30 am till 8:00 pm

Is 33¢ a good price to start a 78 piece set of imported china?

It is when it's our "Night Blossom" imported china. This beautiful translucent china 5-piece place setting - dinner plate, luncheon plate, bread and butter plate, cup and saucer - is a \$5.95 value. . . and part of an entire set you can own at great savings, and buy over a period of 15 weeks.



Start with this special:

With every food purchase of \$3.00 or more this week, you can buy the feature piece of the week for 33¢. The first featured piece will be the large formal dinner plate. (If your food purchase comes to \$12.00, for example, you can buy four dinner plates at only 33¢ each.)

Fifteen weeks of specials. Each week for the next 15 weeks, we will offer feature pieces of this lovely china at prices that will save you as much as one-half or more, so you can build an entire service for 6, 8 or more.

Feature Week	Special	Price
1, 6, 11	Dinner Plate	\$.33 *
2, 7, 12	Tea Cup	.33 *
3, 8, 13	Tea Saucer	.33 *
4, 9, 14	Bread & Butter	.33 *
5, 10, 15	Salad/Luncheon Plate	.33 *

(*With Each \$3.00 Purchase)

Out of an ancient tradition. The delicate translucent quality of "Night Blossom" china is created by craftsman whose tradition and technique go back 500 years. A mixture of the finest powdered stone and rare snow-white minerals. A curing and firing of each piece four different times during a span of many days in fierce heat. The application of three separate glazes to create a glass-hard finish that is safe in any

detergent, in any home dishwasher . . . whose lovely sheen will never stain. And, the method of hand application of the charming "Night Blossom" design is itself hundreds of years old.

Savings up to one-half on "completer" pieces. You can buy the "completer" pieces whenever you like. There is no limit on the numbers you can buy at once or no other purchase is necessary. But, by shopping regularly you can buy one or two at a time and have an entire set to serve dinner on without ever disturbing the family budget.

PURCHASE COMPLETER UNITS ANY TIME AT THESE SPECIAL LOW PRICES

Completers	Price
4-pc. Place Settings	\$1.89
4-pc. Soup Plates	2.49
4-pc. Fruit Dish	1.79
Sugar & Creamer Set	3.29
Gravy Boat	2.99
14" Platter	4.99
Covered Casserole	5.99
Oval Baker/Vegetable Dish	2.49
12" Chop Plate	3.99
9" Salad/Vegetable Bowl	2.49
4-pc. Coaster/Ash Tray	1.19
Salt & Pepper	1.49
Coffee Server	4.99
2-pc. Cereal Bowls	1.59
Candleholder (pr.)	1.99
Covered Butter Dish	2.49

Look at it this way: this may be a discount price, but it certainly isn't discount china.

What more can we say?



Your dollar here is a value dollar

**Ideal Food Store
Hereford, Tx.**



THE RIGHT PRICE, ON THE RIGHT FOODS...

Grand Opening

Redeem Bonus Stamp Coupon No. 2 today for 100 extra Gunn Bros. Stamps plus sticker No. 2 for your Master Coupon

1500 BONUS
"GUNN BROS. STAMPS"
100 Extra "Gunn Bros." Stamps FREE EACH WEEK for Seven Weeks, with Coupons 1 thru 7; an additional 800 FREE "Gunn Bros." Stamps with the Master Coupon 8; Total—1500 FREE "Gunn Bros." Stamps In All!



GRAND OPENING SPECIAL!

Coca Cola

6 \$1
32-OZ. Btl. (Plus Dep.)

Limit 6 with \$5.00 Purchase



GRAND OPENING SPECIAL!

Meadowdale Potato Chips

14-OZ. BAG

48¢

GRAND OPENING SPECIAL!

ALL FLAVORS

BORDEN'S ICE CREAM

\$1.09

FREE!

Buy 1/2 - Gal. Round Carton for only

Get second 1/2 GAL CARTON

LIMIT ONE DEAL PER CUSTOMER



GRAND OPENING SPECIAL!

Charmin Bath Tissue

3 \$1
4-ROLL PACKAGES

Limit 3 with \$5.00 Purchase



GRAND OPENING SPECIAL!

Meadowdale Pears

IRREGULAR PIECES

29-OZ. CAN

38¢



HERE ARE THE

WINNERS

OF IDEAL'S GRAND OPENING PRIZES:

FIRST PRIZE

MRS. EUGENE H. HENDON
126 KINGWOOD

SECOND PRIZE:

MRS. JACK MCKINSTON
111 FIR ST.

THIRD PRIZE:

RAMON ANDRADE
611 S. TEX. ST.

the right price...right now!
SAVE CASH PLUS STAMPS!

GOLDEN WHOLE KERNEL

Niblets Corn 12-OZ. CAN **22¢**

GREEN GIANT

Lindy Peas 16-OZ. CAN **20¢**

CAMELOT

Cut Green Beans 16-OZ. CAN **20¢**

VAN CAMP'S

Pork & Beans 29-OZ. CAN **28¢**

CAMELOT GREAT

Northern Beans 1-LB. BAG **38¢**

CAMELOT

Leaf Spinach 16-OZ. CAN **20¢**

the right price...right now!
SAVE CASH PLUS STAMPS!

AMERICAN BEAUTY

Pure Egg Noodles 12-OZ. PKG. **38¢**

ALL MEAT

Wolf Brand Chili 15-OZ. CAN **66¢**

DANISH CHAMP

Sandwich Loaf 12-OZ. CAN **46¢**

SLICED, CRUSHED OR CHUNKS

Camelot Pineapple 20-OZ. CAN **38¢**

CAMELOT

Peanut Butter 18-OZ. JAR **59¢**

V-8

Vegetable Cocktail 46-OZ. CAN **42¢**

the right price...right now!
SAVE CASH PLUS STAMPS!

DUNCAN HINES LAYER

Cake Mixes 18-OZ. PKG. **36¢**

PILLSBURY

Pancake Mix 2-LB. BOX **48¢**

POWERED OR

Brown Sugar 2-LB. BAG **39¢**

BAMA

Grape Jelly 18-OZ. JAR **39¢**

CARNATION

Liquid Slender 18-OZ. CAN **20¢**

BRISK

Lipton Tea Bags PKG. OF 100 **98¢**

RIGHT NOW! THIRD BIG WEEK...

Celebration!

the home of THRIFT-PRICES

IDEAL
FOOD STORES

Prices effective thru Sat., Feb. 2, 1974. Limit rights reserved. No sales to dealers. OPEN 9 A.M. TO 11 P.M.—7 DAYS A WEEK. 1105 W. PARK AVE., HEREFORD, TEX.

WILSON'S FULLY COOKED

Boneless Hams

\$1.19
LB.

Whole ...
10 to 14 - LB.
AVERAGE

The right price ...
right now.



ARMOUR'S PLUMP, MEATY

Turkey Roast

HINDQUARTERS

39¢
LB.

U.S.D.A. CHOICE, BLADE CUT

Chuck Roast LB. **79¢**

7 BONE CUT, BEEF CHUCK

Chuck Steak LB. **89¢**

BLUE MORROW COOKED

Beef Patties BULK PACK LB. **89¢**

QUARTER PORK LOIN...9 to 11 CHOPS

Assorted Pork Chops..... LB. **99¢**

FRESH FROZEN, 5-LB. PKG.

Whiting Fish LB. **29¢**

Cudhay's Smoked Fully Cooked

HAMS

Shank Portion LB. **69¢**

Rump Portion LB. **79¢**

LEAN CENTER HAM SLICES LB. **\$1.29**



THE RIGHT PRICE...RIGHT NOW...IN OUR SELF-SERVICE DELI!

HICKORY SMOKED SLAB CUT

SLICED BACON

2 to 3 - LB. PKGS. **99¢**

ARMOUR STAR

Skinless Franks

12-OZ. PKG. **69¢**

OSCAR MAYER ALL MEAT OR BEEF

Skinless Franks

1-LB. PKG. **\$1.39**

WINCHESTER IMITATION

Chunk Bologna

LB. **49¢**

CAMELOT BAKED BEANS OR

Cole Slaw

24-OZ. CTN. **79¢**

CAMELOT MACARONI OR

Potato Salad

24-OZ. CTN. **79¢**

CAMELOT

Cheese Spread

8-OZ. CTN. **69¢**

WINCHESTER IMITATION

Sliced Bologna

LB. **59¢**

KRAFT

Parkay

MARGARINE

35¢
1-LB. CTN.

BALLARD OR PILLSBURY

BISCUITS

8-OZ. CAN **10¢**

BUTTER-ME-NOT Merico Biscuits 9.7-OZ. CAN **19¢**

KRAFT HALF-MOON Longhorn Cheese 10-OZ. PKG. **76¢**

KRAFT SLICED American Cheese 12-OZ. PKG. **78¢**

GRADE A Ideal Buttermilk QT. CTN. **31¢**

IDEAL Chocolate Milk QT. CTN. **38¢**

OUR MEATS ARE FRESHNESS DATED

You are assured that you have a reasonable amount of time to enjoy our meat at its freshest... after the date stamped.

MOUNTAIN PASS, HOT OR MILD

Enchilada Sauce

8-OZ. CAN **21¢**

CAMPBELL

Tomato Soup

10 3/4-OZ. CAN **10¢**

NATUR SWEET

Cling Peaches

3 29-OZ. CANS **\$1**



We Welcome

Food Stamp Customers!

BEEF, CHICKEN OR TURKEY

Banquet Pot Pies

8-OZ. PKG. **29¢**

MEADOWDALE FRENCH FRIED Potatoes 5-LB. BAG **88¢**

MEADOWDALE FROZEN Orange Juice 6 6-OZ. CANS **\$1.00**

BIRDS EYE Cool Whip 4 1/2-OZ. CTN. **29¢**

APPLE OR DUTCH APPLE Golden Deluxe Pies 44-OZ. PKG. **98¢**

HEAT IN TOASTER Camelot Waffles 5-OZ. PKG. **10¢**

MORE GREAT BUYS DURING THE THIRD WEEK OF OUR

Grand Opening



Prices effective thru Saturday, February 2, 1974.
No sales to dealers
Limit rights reserved.



JUMBO SIZE CALIFORNIA

NAVEL ORANGES

7 LBS. **\$1.00**

Bursting with Vitamin C ...
Buy a sackfull at this low price!

MIX OR MATCH SALE!
WASHINGTON EXTRA FANCY RED DELICIOUS
Apples
OR WASHINGTON
D'Anjou Pears
4 LBS. **\$1.00**

- CRISP GREEN SOLID HEADS
Fresh Cabbage..... LB. **10¢**
- RUBY RED
Grapefruit..... 5-LB. BAG **79¢**
- FINE FOR BAKING...FLORIDA
Acorn Squash..... LB. **19¢**
- CRISP, TENDER
California Celery..... LARGE STALK **29¢**

Oven - Fresh...
BAKED RIGHT IN OUR OWN IN-STORE OVENS!
SERVE YOUR FAMILY A SPECIAL TREAT TODAY!

ASSORTED
Danish Rolls
6 FOR **89¢**

- OVEN-FRESH
Brownies..... 6 FOR **53¢**
- OVEN-FRESH
Assorted Cookies..... 2 DOZ. **99¢**
- TASTY!
French Bread..... 1-LB. LOAF **45¢**
- SERVE PIPING HOT!
Dinner Rolls..... DOZ. **43¢**

WHERE FRESHNESS ABOUNDS!

Green Market Street runs from coast-to-coast, and sometimes to far and distant lands. Because wherever the growing season is, that's where we have our own Green Market Street buyers, selecting the very best fruit and vegetables for you - our customers.



COMPLETE PRESCRIPTION SERVICE AT YOUR BRAND NEW IDEAL FOOD STORE!

Have your prescription filled while you shop for foods. If you're in a special hurry, have your Doctor phone 364-6861 and we'll have your order ready when you arrive.

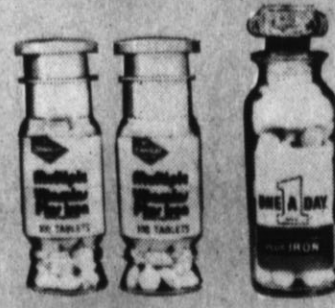
Savings in our General Merchandise Dept.

INNOVATION GLASS
ASH TRAYS
3 COLORS...6-INCH DIAMETER
COMPARE AT 99¢
EA. **73¢**

WAFFLE WEAVE
DISH CLOTHS
COMPARE AT 99¢
PKG. OF 3 **69¢**



COMPARE QUALITY AND PRICE!
5 GRAIN
Camelot Aspirin
BTL OF 100 **27¢**
5-GRAIN
Bayer Aspirin
BTL OF 100 **57¢**



COMPARE QUALITY AND PRICE!
CAMELOT MULTIPLE PLUS IRON
Vitamins
2 BTL. OF 100 **\$1.66**
ONE-A-DAY MULTIPLE PLUS IRON
Vitamins
BTL. OF 100 **\$2.38**

CAMELOT
Shave Cream
REGULAR, MENTHOL OR LIME
11-OZ. CAN **58¢**

