

Battle Shaping Up For County Posts

Four Now In Commissioner Races, Donald Hicks Decides Not To Run

By DON RICHARDS
Brand News Editor

More hats landed in the ring this week as the deadline nears for candidates to file for county and district offices.

Political battles are beginning to take shape fast, especially in the races for the two county commissioner posts as incumbent Donald Hicks announced he will not seek re-election to the Precinct 4 position.

Hicks announcement that he will not run leaves both commissioner election races without an incumbent. Marcus Latham, commissioner of Precinct 2, announced early last week that he will not seek re-election.

One candidate announced this week that he will seek the Precinct 4 post and two others joined in the race for the Precinct 2 position. All three of the recent announcements were for the Democratic primary. A fourth candidate had already announced for the Precinct 2 post in the Republican primary.

FILING this week for the Precinct 4 position as a Democrat was Luther Lesly, 58. As of noon Wednesday he was the only candidate to announce for the Precinct 4 position presently held by Hicks.

Clinton Jackson, 57, announced this

week he will be seeking the Precinct 2 position, subject to the May Democratic Primary.

Also announcing for the same position in the Democratic Primary was Joe Zinser, 37.

The other announced candidate for the Precinct 2 post was LeRoy Williamson. However, Williamson filed as a Republican and will be subject to the

action of the Republican Primary which is to be held on the same day as the Democratic Primary.

IN OTHER action in local races, 69th District Judge Archie McDonald told The Brand this week he will "definitely file for re-election," and that "if re-elected, it will be my last term in the office as

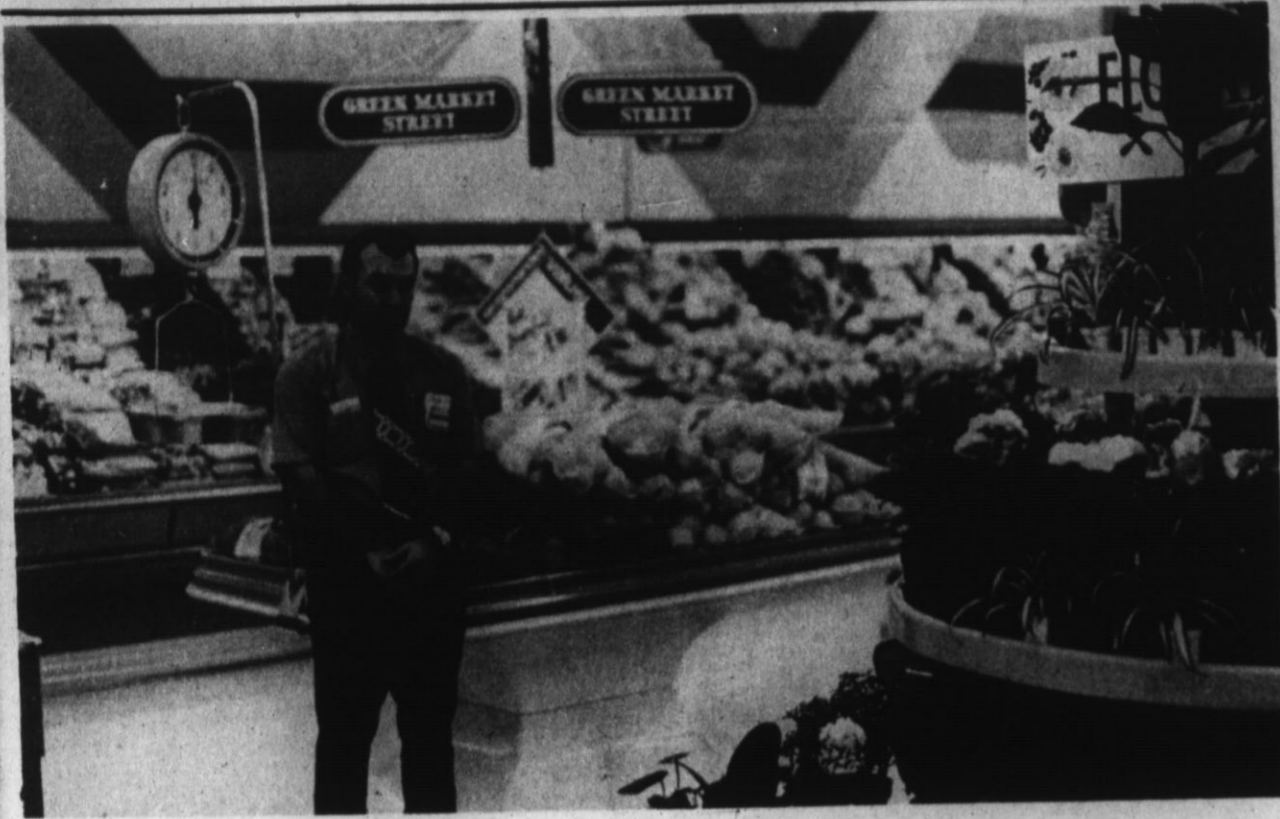
See BATTLE Page 2



LUTHER LESLY
For Precinct 4



CLINTON JACKSON
For Precinct 2



New Food Store Opens

Bob Staiger, manager of the new Ideal Food Store on West Park Avenue, stands in the produce section of the new store and building

which opened its doors to the public Monday. The store is celebrating its grand opening today. See additional story Page 2

Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says hats off to the past, coats off to the future!

THE BRAND joins others in the community in welcoming a new firm to the town. Ideal Food is having its grand opening on W. Park Avenue. The supermarket is part of a new shopping center in this area, with the TG&Y Family Center to have its opening in the near future.

And, speaking of the local business scene, a big Sidewalk Sale gets underway at Sugarland Mall today. Special prices for the Sidewalk Sale and the Ideal Food opening will be found inside today's issue of The Brand.

POLITICAL activity got off the launching pad this past week, and it appears to be a hot year for campaigning. The incumbents on the county commissioners court and the school board have decided not to seek re-election, and some good races may be in the offing.

Hereford's annual Chamber of Commerce banquet is set tonight at the Bull Barn, and don't miss the early starting time—6:30 p.m. Should be another fine event with Dr. Heartsill Wilson as the featured speaker, and special presentations to be announced.

THE NEW 55 mph speed limit goes into effect at midnight Saturday, so keep that in mind if you plan to do any Sunday driving! The speed limit will be hard for many drivers to become accustomed to, but it should help the energy crisis, and probably the big benefit will be a reduction in traffic fatalities.

HEREFORD'S Whitefaces open the 4-AAAA basketball race in a big game at Lubbock Friday night against the Monterey Plainsmen. Here's hoping a good turnout of Hereford fans will be seen at the contest. An easy way to remember the district schedule this year—all home games are on Tuesday and out-of-town games are on Friday.

55 MPH Limit



Begins Sunday

the Hereford Brand

73rd Year - No. 3 Hereford, Texas, Thursday, Jan. 17, 1974 48 Pages



DONALD HICKS
Will Not Run

CC Banquet Planned Tonight In Bull Barn

More than 700 tickets have been sold for the annual Deaf Smith County Chamber of Commerce banquet scheduled at 6:30 p.m. today in the Bull Barn.

Featured speaker for the annual affair will be Dr. Heartsill Wilson, a motivational speaker from Denver, Colo. Theme of the banquet will be "Quality Living Through Cattle and Agriculture."

Jim Conkwright, retiring president of the Chamber, will be the master of ceremonies.

Officers to be formally installed at the banquet include Roy-Faubion, president; Bud Eades, vice president; Larry Wartes, treasurer; and Lavonne Nieman, president of the Women's Division.

A special section of today's issue of The Hereford Brand is devoted to the Chamber banquet and to the work and divisions of the local chamber.

Shuval Challenges Commissioners Court On Pay Raise Procedures

By O.G. NIEMAN
Publisher

Deaf Smith County Commissioners held a lengthy and productive semi-monthly meeting Monday, with the session sparked by a challenge from Criminal DA Andy Shuval on the court's procedure in giving public notice of salary adjustments.

In other matters, the court:

—Approved a new schedule of percentages each precinct receives from ad valorem taxes and license tag fees.

—Approved bills, including a payment of \$28,198 to the library contractor, and \$19,002.60 to reimburse property owners who paid for caliching a road in Precinct 1.

—Approved purchase of a new pickup for Precinct 1 from Orval Watson Ford.

—Denied a request from Nell Miller, tax assessor-collector, to appoint a second chief deputy in her office.

—Considered a tentative plan to combine the offices of adult probation officer and juvenile officer.

—Considered a petition from a group of citizens in Precinct 1 requesting the county to caliche four miles of road.

—Approved the change of library hours from 9 a.m. to 6 p.m., rather than

to 5. (Library is now closed on Saturday morning).

—Announced receipt for a revenue sharing check for the last quarter in the amount of \$63,803.

—Approved the appointment of Donald Hicks and Doug Manning as the court's representatives on the juvenile board.

ON THE matter of salaries, the court had published a legal notice prior to Jan. 1 of intentions "to grant a 5 per cent increase in salaries to county officials and employees, and to make some salary adjustments to become effective Jan. 1, 1974."

Shuval advised that the public notice on the adjustments "requires the names and amount of increases to be granted." County Judge H.C. Williams, pointing out that Shuval was bypassed on the additional increases, disagreed with the DA's interpretation of the publication requirement.

After a sharp exchange between the judge and attorney, both Williams and the four commissioners announced they would be glad to announce the adjustments, regardless of the legal question. Shuval said he was not at-

tacking anyone's adjustment, "just the manner in which it was done."

THE LIST, later handed to the press, revealed that all county elected officials—with the exception of Shuval and the four commissioners—had received a raise of approximately \$600 per year. These increases were above the 5 per cent hike granted to all officials and employees. They were listed as "approximately" \$600 because the monthly pay was evened off to dollars, dropping the cents.

Several employees were also granted the \$600 raise, and a number received a \$300-per-year raise. (A complete listing is made at the conclusion of this article).

BRUCE COLEMAN, Precinct 3 commissioner, brought up the matter of percentage of funds drawn on the motor vehicle license fees. He complained that he had been "getting the short end of the stick for nine years," and he thought each precinct should receive 25 per cent of the funds.

Coleman said his budget "looked bad to the public because I come up in the red, but I get only 20 per cent of the fees." Marcus Latham, Precinct 2, pointed out that "transfers are made to help each other out," but he agreed with Coleman's argument and seconded his motion.

Donald Hicks, Precinct 4, pointed out that he had more roads to work in his area and this was the reason his precinct had been allocated a larger percentage of the fees. He, too, indicated that the four work together when more funds are needed by one of the commissioners.

LATHAM added that three of the precincts had spent about the same amount of funds through Dec. 1. The

expenditures were listed at Precinct 1—\$126,909, Prec. 2—\$123,031, Prec. 3—126,733, and Prec. 4—\$167,428.

While discussing a new formula of percentages, commissioners discovered

the split was even different than what they thought. The split on the tag fees was found to be 24-30-16-30 for the precincts, instead of the 24-28-30-28 they

See SHUVAL Page 2



March Of Dimes

Elmore Rains, right, holds the Hereford March of Dimes poster girl, Kelli Ferguson, as Myron Morgan, treasurer of the campaign drive looks on. Rains is chairman of the drive which is titled the Mothers' March against birth defects and is sponsored by the Hereford Jaycee-Ettes. The drive begins next week as contribution cards will be passed out to Hereford school students and then the campaign will begin for the public Jan. 28.

Antique Show And Sell Set

An antique show and sale, sponsored by the L'Allegre Study Club, will be held in the Community Center Friday, Saturday and Sunday.

About 14 antique dealers from several states are expected to bring antiques for the show and sale, the profits of which

will go to equipment for the extensive care unit of Deaf Smith General Hospital.

The show will begin at 1 p.m. both Friday and Saturday and last until 10 p.m. each night. The hours for the show and sale Sunday will be from 1 p.m. until 6 p.m.

INSIDE TODAY

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Herd Opens District Play Friday Against Monterey See Page 10

Sugar Beet Growers Banquet Held Saturday Night See Page 4

Speed Limit Changes To 55 MPH Sunday See Page 9

Local Man Recalls Ship Sinking, Capture By Japanese See Page 11

Bobby Wynne Makes First Recording In New Hereford Studio See Page 11

Ideal Opens New Store In Hereford

Doors Opened Monday, Grand Opening Scheduled Today

Ideal Food Stores, which operates 33 supermarkets in Texas, Kansas, Oklahoma and New Mexico, will open its newest, most modern store this Thursday in Hereford, it was announced today by Steve Phillips, Ideal vice president and general manager.

Doors actually opened Monday, but the grand opening is scheduled for Thursday.

The store, which will be located at 1105 W. Park Avenue, contains 18,000 sq ft and will be decorated with ultra-modern graphic designs in vivid colors.

"We are truly excited about our Hereford store because it incorporates many new features to provide customers with a shopping experience that is both pleasant and convenient," said Phillips.

"Of course our main goal is to offer the finest and freshest meats, produce and grocery items at the lowest possible prices," he said.

"HEREFORD is a growing community and we are proud to become part of its expansion," Phillips stated.

Some of the special features of the new store include an in-store bakery, self-service delicatessen, complete phar-

macy, "Green Market Street" produce section, health and beauty aids plus a wide selection of household goods.

Ideal will offer only U.S.D.A. Choice beef, and all fresh meat will carry new "truth-in-meal-labeling" labels which were recently adopted throughout the Ideal chain.

These labels tell the consumer the type of meat (beef, pork, lamb or veal), the part of the animal from which the cut comes (chuck, ribs, etc.) and the specific portion or retail cut (Chuck Roast, Rib Eye, Sirloin Steak, etc.).

The labels carry standardized names for all fresh cuts of meat and are intended to eliminate customer confusion caused by the estimated one thousand different names used to identify approximately 300 cuts of beef, pork, lamb and veal on sale at the nation's meat counters.

Ideal WILL offer free Gurn Brothers Stamps with all purchases and double stamps on Tuesdays and Wednesdays with purchases of \$2.50 or more.

Hours for the Ideal Food Store will be from 8 a.m. until 11 p.m., seven days a week. The store adjoins a TG&Y Family Center, due to open in February.

BOB STAIGER, a veteran of 18 years in the supermarket industry, will be manager of Ideal's newest supermarket. He is transferring to Hereford from Ideal's store in Plainview, Texas, where he had been store manager for almost eight years.

Co-manager of the store will be Val Clawson, a graduate of

Tasoca High School in Amarillo. He has worked for Ideal since 1965 with time out for a four-year stint in the U.S. Army. Clawson also comes to Hereford from the Plainview store.

Hereford resident C.D. Adams will be manager of Ideal's meat market. He has been in the retail meat trade for 10 years.

HEADING Ideal's pharmacy will be Tom Butler, who earned his degree in pharmacy in 1973 at Southwestern State College. He was previously the pharmacist at Ideal's Food Store in Borger, Texas.

Another Ideal employee transferring to Hereford from Borger is Dorothy Turner, who will serve as manager of the modern in-store bakery. She has been with Ideal for more than eight years starting as a bakery clerk and later being promoted to bakery manager.

IDEAL's produce manager is Dany Balderaz, a resident of Hereford. He has more than five years experience in local grocery stores, specializing most of this time in produce merchandising.

Ideal, headquartered in Liberal, Kansas, is a division of Allied Supermarkets, Inc. (NYSE), the nation's 12th largest supermarket chain. Allied operates almost 200 supermarkets in 25 states and has annual sales of more than \$1 billion.



Win Beet Awards

James W. Witherspoon, center, executive secretary of the Texas-New Mexico Sugar Beet Growers Association, stands with two honorees of the association who were awarded honors during the annual beet growers banquet Saturday night in the Bull Barn. At left is Dick Reinhardt, who was honored for his high yield of 7,482 pounds of extractable sugar per acre for the beets he raised. At left is A.L. Black, whom the association honored for longtime outstanding service.

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Blood Bank Planned Jan. 23 In Hereford Community Center

The mobile unit of the blood bank will be in Hereford Jan. 23 at the Hereford Community Center.

New goal for persons wishing to donate blood will be the donation of "one gallon" of blood. In order to donate one gallon persons will have to give the regular one-pint donation eight different times.

Times for the mobile blood unit to be here will be from 1-6 p.m. on Jan. 28.

RESEARCH



DR. PETER N. GILLETTE is studying new treatment for sickle cell anemia, under a March of Dimes research grant, at the Rockefeller University, New York City.

Battle Shaping Up For Local Posts

Continued From Page 1

district judge."

In other races to be included on the ballot:

- District Clerk Lola Faye Veazey has filed for re-election.
- County Judge H.C. Williams has filed for re-election.
- County Clerk B.F. Cain has filed for re-election.
- County Treasurer Veste Nunley has filed for re-election.
- County Surveyor or Major Schroeter is seeking another term to the position.
- Justice of the Peace Glen Nelson announced he will seek re-election.
- Criminal Dist. Atty. Andy Shuval will not announced plans for re-election.

Hicks, commenting on his many years in office, said he appreciated the cooperation of school and city officials in working with the county for the betterment of all citizens. He added there had been many "ups and downs" since 1954, adding that he had worked with some fine men on the court and he thought the county had progressed greatly the past 20 years.

Hicks and his wife, Mildred, have one son, Mark, and one grandson. Mark is associated with his father in the farm and cattle business.

CLINTON JACKSON, 57, announced his intentions Tuesday to file as a candidate for Deaf Smith County Commissioner, Precinct 2, subject to the May Democratic primary.

Jackson, engaged in farming and the insurance business, has been a resident of the county for 49 years and resides four miles north of Hereford. He and his wife, Jerrye, have four children—Becky Kropff of Hereford, Mrs. Pat Snider of Stinnett, Don of Amarillo, and Bob of Toadlena, N.M.

A native of Gray County, Jackson is currently serving as Demo precinct chairman and is treasurer of the Breakfast Kiwanis Club of Hereford. He is a member of the First Baptist Church, a Mason, former member of the FHA county committee, and former member of the ASCS county committee.

JOE ZINSER, 37, resides at 304 Western, and is seeking election to the Precinct 2 position subject to the Democratic Primary.

Engaged in the farming and cattle business here, Zinser was born in Hereford and was graduated from the Sacred Heart Academy in Morrilton, Ark. He has presently lived in the county the past 15 years. He served in the U.S. National Guard.

LUTHER LESLY, 58, announced Wednesday his intentions to seek the Precinct 4 position, subject to the Democratic Primary. Lesly resides on Route 4, 12 miles north of Hereford on U.S. 385.

He and his wife, Evelyn, have four children, of which one daughter, Helen, still lives in the home. He was director of the County Soil Conservation Service for 20 years and has been involved in the farming business in the county for 30 years.

Lesly also has been owner of Lesly Motor Company and in the implement business in Hereford the past 20 years.

PERSONS wishing to file for county and district offices have until Feb. 4 to file with the county chairman of the party of their choice. Chairman of the Republican Party in the county is Joe Shollenbarger. Party officials with the Democratic Party in the county are Leo Witkowski, chairman; B.F. Cain, secretary.

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CIRCULATION
Mail 364-2020

HICKS, veteran Precinct 4 commissioner, announced Tuesday that he had made the "difficult decision" and will not seek re-election. Hicks, 56, is serving in his fifth consecutive term and will complete 20 years on the county body this year.

"After due consideration, I have decided not to seek the office of County Commissioner, Precinct 4. I greatly appreciate the support I have had in these past 20 years—especially from the voters in my precinct," Hicks stated. "I have enjoyed working with the people of Deaf Smith County and consider it a privilege to have had the opportunity to serve in this capacity."

Shuval Challenges Commissioners

Continued From Page 1

thought it to be.

Following the discussion, Coleman made the motion and Latham seconded, to make the tag fee allocations at 25-26-25-26 for precincts 1 to 4. On the tax funds, Earl Holt moved and the court approved a division of 23-23-23-31, a change from the previous percentages of 23-24-20-33.

THE COURT received four bids on a new pickup, with the trade difference given as: Orsborn Buick-Pontiac, \$3,000 for a GMC; Doyle Johnson Chevrolet, \$3,021.33; Orval Watson Ford, \$2,991.19; and Oglesby Equipment, \$2,950 for an International.

Holt made a motion to accept the Ford bid, although it was not the lowest, "due to quicker delivery and two additional accessories." The court approved.

DISTRICT Judge Archie McDonald, DA Andy Shuval, and probation officer Harold Wheeler appeared at the meeting to discuss the proposal to combine Wheeler's post with that of juvenile officer. Judge McDonald explained that his presence was for the purpose of indicating his willingness to "divorce" Wheeler from his duties as probation officer in the other five counties of the district.

Shuval explained that the cost to the county would not be of significant difference. He also told commissioners he felt Wheeler was "qualified to handle the duties." Shuval said Wheeler would have approximately half the case load, and no travel around the district under such a setup.

Commissioners agreed, in principal, to the proposal, but the county juvenile board would have to approve Wheeler's appointment before such a plan could be approved.

CARL KLEUSKENS served as spokesman for a group of citizens in Precinct 1 who brought a petition to the court asking for a caliche-base road. The road would start at a point about 5 miles northeast of Hereford on Hwy. 60, extending four miles north.

The petition pointed out that there are nine dwellings served on the four-mile road, with a population count of 27, and a vehicle count of 38 units. It adds that two public school buses use the road, and the West Texas Rural Telephone Co-Op has an exchange building located three miles north on the road.

Kleuskens said a number of petitioners had asked commissioner Holt about the road, "but received no response. Holt was not present when the group appeared, having left on an out-of-town trip. The court agreed to consider the petition. Thirteen persons appeared with the petition.

HOLT AND HICKS had been serving on the juvenile board, and Holt asked that Manning be appointed in his place. Since Holt had only one more year to serve, Hicks suggested that he be appointed to fill out Holt's term and Manning be appointed for a full two-year term. The court approved the motion.

crease: Judge H.C. Williams, Sheriff Travis McPherson, Tax Assessor-Collector Neil Miller, Treasurer Veste Mae Nunley, County Clerk B.F. Cain, District Clerk Lola Faye Veazey, and JP Glen Nelson.

Others receiving the \$50-per-month hike were sheriff's deputies Art Burton, Dean Butcher, John Martin and Jim Cooper; Wanda Spain, county judge's secretary and juvenile board secretary; and J.B. Culp, maintenance.

Receiving a \$25 a month, or \$300 per year, adjustment were: Jewell Smith, welfare office; J.C. Simpson, maintenance; Vance Crume, tax office; and all of the road maintenance employees.

MONTHLY salaries of the top elected officials are now listed at the following: county judge, \$1,108; sheriff, \$983; criminal DA, \$1,163.13; county clerk, \$855; tax assessor-collector, \$855; treasurer, \$766; district clerk, \$766; justice of the peace, \$767.

County commissioners chose to do away with a travel allowance, moving the \$50 per month in with total salary. They now draw \$721 per month. The chief sheriff's deputy now draws \$775 a month plus \$25 clothing allowance, and other deputies earn \$750 and \$700 plus the \$25 allowance.

However, commissioners indicated this week that the \$25 allowance on cleaning uniforms will be withheld if an officer does not wear a uniform.

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Early Spaniards believed that a white bird's singing could give the blind back their sight.

Board Approves Med Staff

Directors of Deaf Smith General Hospital Tuesday morning approved the Medical Staff of the hospital and reappointed the physicians to the staff.

Directors also noted the financial outlook of the hospital "did not look good" for December but administrator said the picture should get brighter over the next several months.

Welty said December had been an unusually high month for expenses and said the normal patient intake was down for the month.

"We normally have 40 babies born in December and this year we had only 20," he said. "That alone would have picked up hospital revenues."

Welty said the cash flow of the hospital should stabilize over the next several months and said the hospital should get quite a bit in funds as refunds for the Medicare program.

Dr. A.T. Mims reported on the regular meeting of the Medical Staff and said the staff had approved the appointment of all physicians in a meeting Monday night.

Mims said Med student Dick Marsten is working with hospital physicians now and said "the doctors are enjoying this program having med students here because it leaves someone in the hospital at all times and night for small emergencies."

Mims said the staff reviewed several complicated medical cases and said medical staff committees were appointed.

L.J. Strafus, chairman of the board, asked Welty and Mims if persons outside the hospital are allowed access to the medical records of patients.

He referred specifically to a news announcement recently where by life insurance companies in another state had access to medical records of the public.

Both Welty and Mims said the medical records are kept confidential and not released except at the consent of the patient or by order of a judge in a court of law.

In other action Welty told the board a resident doctor associated with the Medical School at Texas Tech in Lubbock would be serving with the hospital here all the time. He said the doctor would be a second-year resident physician and would really benefit the hospital.

Elliot Earns Commendation

Navy Commissar man Third Class Michael D. Elliot, son of Mr. and Mrs. Gordon Elliot of Route 2, Hereford, was commended as a crewmember of the destroyer escort USS Vreeland for his efforts as part of the U.S. Sixth Fleet task force

in the Mediterranean during the latest Middle East crisis. The powerful force stood ready to evacuate American citizens from danger areas and to back up our government's diplomats as they helped negotiate a cease fire.



Medieval people believed that Jerusalem was the center of the earth and the universe.

S S
is
coming
to
Hereford!
(Watch for
more details)

AUCTION

Saturday, January 26 at 11:00 A.M.

Located 2 1/2 miles East of Ford Elevator or 19 miles North of Hereford, Tx. on highway 385 and 2 1/2 miles East or 10 miles South of Vega and 2 1/2 miles East.

(In case of inclement weather sale will be Monday, January 28.)

TRACTORS & COMBINES

- 1973 M.F. model 760 Combine, Serial No. 1746-00534, has diesel motor, cab, air condition, 24 ft. header, Hydraulic electrostatic variable Hume Reel, tires are 24.5 x 32 total time 326 hours, ps and pb.
- 1972 M.F. model 1150, V-8 diesel tractor, serial No. 9B8033, has cab, multi power transmission, total hours 1454, fully weighted, ps and pb.
- 1973 M.F. model 135 tractor, serial No. 9A-165648, has multi power transmission and total times 31 hours.

TRUCKS

- 1972 Ford 300 6 cylinder motor, has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 4424.
- 1970 Dodge V-8 has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 11280.
- 1944 Ford V-8 has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 15745.
- 1954 GMC (army) 6x6 truck with 20,000 lbs capacity grain tank and low mileage.
- 1964 Jeep pickup 4 wheel drive.

FARM MACHINERY

- 16 ft. Bush Hop off set disc has solid frame bar scalloped disc in front.
- 1973 M.F. 6 row model 41 Flex Planter with chrome plated knife openers
- 5 & 5 7 shank ripper and gauge wheels
- 16 ft. Double Tool Bar, Rod Weeder and gauge wheels
- 20 ft. Tye Drill has double disc 8 inch spacing, 3 pt.
- Caldwell 4 row Shreader
- Hamby 16 ft. 3 tool bar frame and gauge wheels
- 12 ft. Float has hydraulic lift.
- 7 ft. Super Rhino Blade
- Myers disc ditch filler
- 1972 6 row Roll-A-Cone
- 3 pt. Post Hole Digger
- 6 row hydraulic Marker front mount
- 16 ft. Double Tool bar and gauge wheels
- 7 ft. Mower, 3 pt.
- 20 ft. Spe-dee 3 pt. Rotary Hoe
- Big 12 4 wheel Trailer frame with new tires

FUEL TANKS

- 1000 gal. fuel tank & stand
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- 2 - 300 gal. fuel tank & stands
- 3 - 300 gal. diesel storage tanks & diesel
- 500 gal. butane tank & filler hose

MISC.

- Nashua House Trailer
- 27 ft. Gilmore Tatge 6 inch model 60 Auger with gas motor for fertilizer & grain
- 41 ft. Mayrath Auger 6 inch
- Star Craft Camper Trailer, sleep 6
- 16 ft. Sooner Craft Boat with triple hull & drive on trailer with 100 hp. Johnson motor
- 2 - 18.4 x 24.12 ply tire, wheels and axles for grain cart
- Ensilage truck bed
- Grain exhaust fan equipped with new 5 hp electric motor
- 16 ft. 4 inch Mayrath Grain Auger with 3 hp Briggs & Stratton motor
- Air Compressor with electric motor
- 2 - New 825 x 20 10 ply truck tires
- 65 gal. pickup tank
- Sicle blade changer
- Gas powered water pump
- Shop heater
- 2 - Milo scoops
- Land measuring wheel
- 1 Lot of barrels & pumps
- 2 - Air conditioners
- 8 ft. x 20 ft. storage building
- 1 Lot of misc. items

TERMS: Cash All accounts settled day of sale.

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Was	Now	Was	Now
\$175	\$149	\$57 ⁹⁵	\$49 ⁹⁵
100	84 ⁹⁵	56 ⁹⁵	48 ⁹⁵
95	83 ⁹⁵	54 ⁹⁵	46 ⁹⁵
89 ⁹⁵	79 ⁹⁵	52 ⁹⁵	44 ⁹⁵
74 ⁹⁵	63 ⁹⁵	49 ⁹⁵	42 ⁹⁵
69 ⁹⁵	59 ⁹⁵	47 ⁹⁵	41 ⁹⁵
67 ⁹⁵	59 ⁹⁵	44 ⁹⁵	38 ⁹⁵
66 ⁹⁵	58 ⁹⁵	42 ⁹⁵	36 ⁹⁵
64 ⁹⁵	56 ⁹⁵	39 ⁹⁵	33 ⁹⁵
62 ⁹⁵	54 ⁹⁵	29 ⁹⁵	25 ⁹⁵
59 ⁹⁵	52 ⁹⁵	26 ⁹⁵	22 ⁹⁵

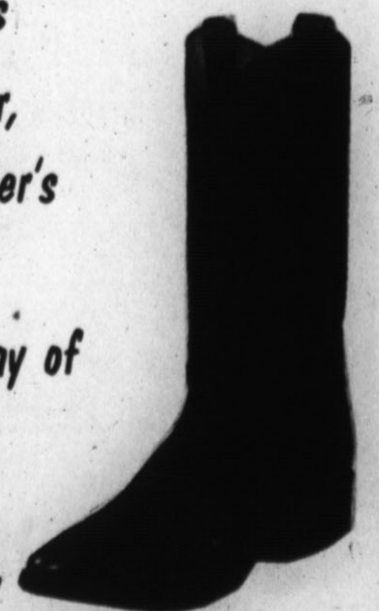
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"THANKS
HEREFORD"



At Annual Sugar Beet Banquet

Blakely's Success Produces Laughter

A crowd of more than 400 "rolled in the aisles" Saturday night at the annual Sugar Beet Growers banquet as Dr. James Blakely of Wharton spoke on his theme of "Success."

Relating humorous stories about his life and tales of farmers round the basic theme of success with sugar beets, Blakely climaxed the annual meeting in which the Texas-New Mexico Sugar Beet Growers Association honor sugar beet farmers.

Winning the top awards at the banquet were three area sugar beet farmers for their high yield production of sugar beets. Dick Reinhardt, David Block and Kenneth Heard were all cited for outstanding yield for the crops they grew.

Reinhardt raised 63 acres of sugar beets with an average sugar content of 15.30 per cent and produced 28.9 tons of beets per acre. He produced 7,482 pounds of extractable sugar per acre.

Block raised 32 acres of sugar beets with a sugar content of 15.53 per cent and had 27.6 tons of beets per acre. His total yield was 7,278 pounds of extractable sugar per acre.

Heard had 184 acres of sugar beets with 25.6 tons of beets per acre. He had a sugar content of 15.8 per cent and had 6,900 pounds of extractable sugar per acre.

ALSO CITED by the sugar beet association was A.L. Black for his outstanding service to the association. The award was presented by James W. Witherspoon, executive secretary of the association, and was for Black's seven years as a director of the association.

Bob Ginn, agricultural manager at Hereford's Holy Sugar Plant, reported to the crowd on the sugar beet crop this past year.

"We certainly came a long way in improving the sugar content in the crop this year," Ginn said. "We had a good fall and our quality improvement program helped the sugar content yield."

Ginn said the acreage of sugar beets has been down in the area for the past several years and asked for support in "getting the word out about the good returns from sugar beet crops."

Ginn said farmers could now get the same returns from 100 acres of sugar beets as they

could from 180 acres of milo crops.

"FARMERS have had a misconception about the amount of water it takes to raise sugar beets," Ginn said. "It doesn't take near as much as people once thought and we proved that in recent crop years."

"Talk up sugar beets for the area," he said. "For the best use of the land and water, sugar beets are the best crop."

Glen Yeager, vice president of Holy Sugar, was special guest at the banquet and he said the "returns to you this year from agricultural crops have been long overdue... this is the 10th year for Holy Sugar in Hereford and we want to congratulate you for these past years."

Yeager then presented the awards for the highest yields to the three farmers.

BLAKELY, a member of the agricultural department at Wharton Junior College, delighted the crowd with his "cutting" remarks at persons seated at the head table, and then with his tales of "success."

The speaker joked about lawyers, county agents, newspapers, churches and state and world events relating to his central theme of success.

"You are enthused about agriculture and sugar beets and you should be..." he said. "Sometimes we need to show off the good stuff we have done and how good we are doing now... that's why we are here tonight."

"A LOT of your success depends on how you see yourself," he said. "We need to quit trying to compare ourselves with other people and worry about how we are doing. Some people spend half their lives trying to catch up with the Joneses... then when they catch them, the Joneses have refinanced."

Blakely reminded the audience about the life of Charlie Pattock who won Olympic track races and inspired Jesse Owens to win the Olympics. Then how Owens inspired Harrison "Bones" Dillard to win.

"That's how success can inspire success," he said.

"You have a lot of success going for you here in this area... and it always comes in 'cans' failure comes in 'cans'."

"WE ARE all right as long as we continue to think in terms of success," he said. "I have great respect for the Jews and their success. They are always thinking of ways to succeed and make money... That is why that first war only lasted six days. Israel had those tanks and guns and planes rented by the week and they wanted to get it over with and save money."

The speaker also told a joke about President Nixon trading a couple of "generals" from the United States for two generals from Israel.

Blakely said Nixon got first choice and picked two of Israel's best field Army generals.

"Then Golda Mier took her choices and said 'we will take General Motors and General Electric.'"

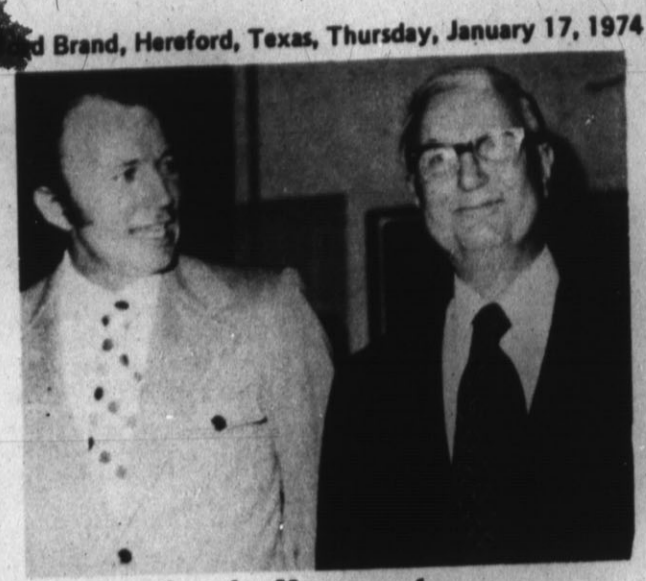
"But before you get success you must have a goal," Blakely said. "The world is dying to get what you, the United States have... and they will get it like you did... by setting a goal and the scratching for it."

Blakely concluded his remarks telling the crowd he had been successful if he had pleased them.

"I am hopeful I have made you forget the troubles of the world, made you think or laugh... if I have taken the problems off your mind for even a second... then I have been a success."

Dinner music for the banquet was furnished by Elson Clark. Invocation was given by Dr. Jordan Grooms, pastor of the First United Methodist Church in Hereford.

Jay Boston, president of the association was master of ceremonies and Director Virgil Marsh introduced special guests.



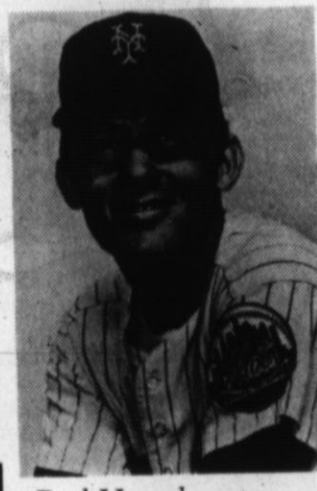
Entertain At Banquet
Dr. James Blakely of Wharton College, left, was the guest speaker at the annual Sugar Beet Growers Banquet Saturday night. At right is James Witherspoon, executive secretary of the Texas-New Mexico Sugar Beet Growers Association who introduced Blakely. Blakely entertained the crowd of 400 with humorous stories.

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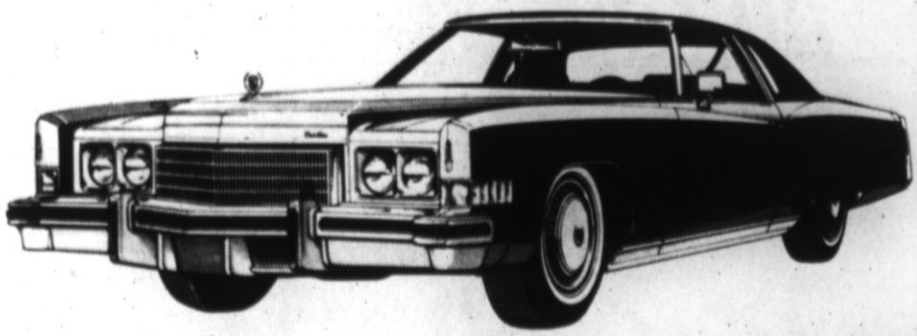
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Tierra Blanca Honored For Programs

The Texas Education Agency recognized Tierra Blanca Elementary School as one of 59 Texas schools offering proven programs keyed to the individual needs of students.

All of these education programs are now being invited to open their doors to other educators seeking new ideas. This statewide "open house" of ideas, the 1974 network of Demonstration Schools for Individualized Instruction, includes programs in 43 public school districts plus six private or parochial schools.

Elementary school efforts to meet the needs of individual students top the list with 48 programs, including a cooperative which combines more than one district. Seven junior high, four high schools, one kindergarten, and one adult learning center round out the list.

The 1974 network, largest in the three-year history of this

statewide show-and-tell for educators and other concerned citizens, includes 27 schools which participated last year.

Programs on the new list were selected from a total of 138 schools nominated by regional education service centers, colleges and universities, the Southwest Educational Development Laboratory, school administrators, and members of the Texas Education Agency staff.

Evaluation teams of

professional educators visited each school nominated for the network, studying both the operation of the program and its impact on the students. Team members then evaluated the programs according to criteria standardized for the entire state.

The evaluation reports were reviewed by a 17-member steering committee of educators from throughout the state who met for two days at the Texas Education Agency in

Austin to compile the final list. Invitations to join the 1974 network have been mailed to all 59 schools.

"We know some of the finest efforts now being made to individualize instruction will be studied during the next 12 months," Wayne Kilgore, director of administrative services for the Tyler Independent School District and steering committee chairman, says.

"Many school ad-

ministrators, teachers, and board members see an increasing need to tailor the curriculum to the needs of individual students," Kilgore points out. "For this reason, more school professionals want to see good examples of individualized instruction actually at work in Texas schools. The network gives them an ideal opportunity."

Schools are expected to complete their agreements to open their doors to visitors by

mid-January. The final list of schools will then be made available to educators throughout the state, enabling them to call or write for additional information and set up a visit to the program.



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Bus Line Reduces Speed

Major changes in New Mexico Transportation Company bus schedules in New Mexico and West Texas were announced today by D.M. Parsons, President, to become effective Jan. 15. The changes are in conjunction with other nationwide inter-city bus companies to conform to the requested National 55 mile per hour speed limit.

The President of the United States has asked that reduced highway speed limits be imposed to conserve our precious fuels. "We of the Intercity Bus Industry are doing our part to conserve fuel in light of the energy crisis," said Parsons. Bus travel is by far the most efficient consumer of energy. Buses obtain 85 passenger miles per gallon of fuel, railroads 48, automobiles 40 and aircraft 16. These facts were disclosed by a recent study by the National Science Foundation.

New Mexico Transportation Company officials suggest prospective bus passengers call their local terminals, 364-0257, for latest schedule information.

Truck Driver Dies Of Heart Attack

An autopsy indicated a coronary attack as the cause of death of an Oklahoma City truck driver, Melvin Lyle Nelson, 49, who was found dead in the sleeping compartment of his semi-trailer rig parked beside east Highway 60 Saturday evening.

The autopsy was ordered after Justice of the Peace Glen Nelson had pronounced the trucker dead at the scene. The dead man's partner, Jerry Balsler of Oklahoma City, told officers he drove the truck into Hereford and stopped so the two men could eat, but was unable to rouse Nelson.

The men were employees of Trans-Con Trucking Co. Balsler said his partner had gone to sleep in the compartment while they were driving in New Mexico.

Funeral arrangements were made by Bill Merritt Funeral Home of Oklahoma City. Gilliland-Watson Funeral Home was in charge of local arrangements.

BACTERIA & JUPITER
MOUNTAIN VIEW, CALIF.
- Discovery of rod-shaped bacteria in an isolated alkaline spring gives new support to a theory that life may exist on Jupiter, the National Aeronautics and Space Administration reports.



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24 HOUR DEODORANT
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SALE **\$4.79**
Retail '6"

Hy-Fry by Reliable AUTOMATIC COOKER-FRYER
No. M200 NOW **\$7.57**
in Avocado, Gold, Brown
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Jiffy 10" Open FRY PAN
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Filters for all makes & models NOW **\$1.57** ea.
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10-lb. 11-oz. NOW **\$2.59**

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1/2 gal.

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Sunbeam Hot Shot BEVERAGE MAKER
Heats 2 cups of water in 90 sec. NOW **\$11.97**

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No. P85A 12 cup Glass ELECTRIC PERCOLATOR
SALE **\$14.97**
Avocado by Sunbeam

Longtime County Resident Mrs. C.R. Walsler Dies Here

The funeral of Mrs. C.R. Walsler, 83, of 425 Star, was conducted Tuesday afternoon in First Baptist Church by the Rev. Merl Weathers of Amarillo. Burial was in West Park Cemetery, directed by Gilliland-Watson Funeral Home. Grandsons of Mrs. Walsler acted as pallbearers.

Mrs. Walsler, a resident of Deaf Smith County since 1917 when she came here from McLean, died Sunday afternoon in a local hospital.

She was born Oct. 21, 1890, in Montague County and was Sarah Della Lance before her marriage to C.R. Walsler at Chillicothe Dec. 20, 1908. She was a member of the Baptist Church.

She is survived by descendants to the fifth generation: a daughter, Leatrus Clark of Hereford; three sons, W.H. and D.C. of Hereford and Guy of Summerfield; 18 grandchildren, 36 great-grandchildren and one great-great-grandchild.

Also surviving is a brother, Earl Lance of Summerfield.

Mary E. Woolery, 92, Buried After Funeral Tuesday

Funeral services for Mrs. Mary Ellen Woolery, 92, a Hereford resident since 1918 and in recent years at Westgate unit of Kings Manor retirement home, was conducted Tuesday morning in Rose Chapel of Gilliland-Watson Funeral Home. Mrs. Woolery died Saturday afternoon at Deaf Smith General Hospital.

Dr. DeWitt Seago, Kings Manor chaplain, officiated for the service. Burial was in West Park Cemetery.

Mrs. Woolery was a native of Missouri, born July 30, 1881 as Mary Ellen Doak. She married Ira E. Woolery who preceded her in death. She was a member of the Methodist Church.

Survivors include a daughter, Grace Sanders of Hereford; two sons, Clayton of Hereford and

Ray Carlile Rites Set At Abilene

Memorial services for Ray Carlile, 64, of Albany, former Hereford resident, will be conducted at 10 a.m. today in the Elliott-Hammil Funeral Home at Abilene, and graveside services this afternoon at Aspermont with burial in the Carlile family grave site.

Mr. Carlile died Tuesday in an Abilene hospital. He moved from Hereford to Albany last September. He had operated a grain handling firm and cotton gin here until his retirement a few years ago.

Survivors are his wife; two daughters, Maurien Cannon of Lubbock and Marda Gamble of Tulsa; a son, Carl Ray of Odessa; nine grandchildren, two sisters and a brother. Jeff Carlile of Hereford is a nephew.

Funeral Service Scheduled For Manor Resident

Mrs. Fannie Pearl Burnam, 88, who came to Kings Manor here from Bovina in 1964 died Tuesday in Deaf Smith General Hospital after a long illness. She was a resident of Westgate Unit at the retirement home.

Funeral services are scheduled at 3 p.m. today in First United Methodist Church at Dimmitt with the Rev. Lemol Hester, pastor, and the Rev. DeWitt Seago, Kings Manor chaplain, officiating. Burial in Castro Memorial Gardens will be directed by Gilliland-Watson Funeral Home.

Mrs. Burnam was born May, 1884, at Cone and married Bill O. Burnam Nov. 8, 1906, at Tucumcari. He died in 1943. She was a member of First Baptist Church at Dimmitt.

Survivors include two

Funeral Services Planned Today For Mrs. E. B. Posey

Funeral services for Mrs. E.B. Posey, 88, resident of Hereford since 1907, are scheduled at 5 p.m. today in Rose Chapel of Gilliland Funeral Home. The Rev. DeWitt Seago, chaplain at Kings Manor retirement home, will officiate. Burial will be in West Park Cemetery.

The family has requested memorials to be in the form of contributions to the Westgate Unit of Kings Manor.

Mrs. Posey died Tuesday in Westgate unit of Kings Manor after a long illness. She was the widow of E.B. Posey, a longtime employe of First National Bank here and manager of Deaf Smith Chamber of Commerce in the 1940's.

She was born Louella Simmons on Aug. 21, 1885, at Quanah, was married there April 30, 1905 and came to Hereford from that city. Her husband's death occurred in 1967. Mrs. Posey was a member of the Baptist Church.

She is survived by two daughters, LaVerne McMinn of Summerfield and Mary Roberson of Amarillo; four sons, J.M. Posey of Hereford, Dr. E.B. Posey of Canyon, the Rev. A.R. Posey of Abilene and Clyde Posey of Clovis.

Other survivors are a sister, Mrs. Beryl Keys of Wichita Falls; a brother, H.S. Fugua of Littlefield; 13 grandchildren, 19 great-grandchildren and three great-great-grandchildren.

Jobless rate up to 4.7 per cent in November.

Bryant Rites Conducted Here Tuesday

Funeral services for Belton Bryant, 75, of 415 Ave. J, founder of a heavy construction firm here, were conducted Tuesday afternoon at Central Church of Christ, of which he was a member. J.T. Marlin, minister, officiated; burial was in West Park Cemetery, directed by Gilliland-Watson Funeral Home.

Mr. Bryant died Saturday evening in a hospital here, after a long illness. He had been a Hereford resident 17 years, after moving from Littlefield. He was born Feb. 12, 1898, at Granbury.

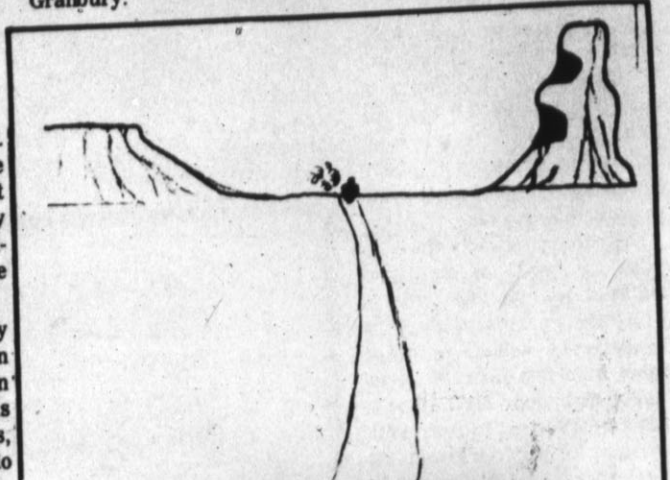
Surviving him are his wife, the former Triona Autry; three sons, Dean of Phoenix, Ariz., Tom of Ridgeway, Colo., and Kenneth of Pueblo; two sisters, Maxine Howe of Fort Worth and Gladys Evens of Louisiana; and two brothers, Homer of Taos, N.M., and Ray of Lakewood, Calif.

E. M. McDill Rites Held

Funeral services for E.M. McDill, 76, resident of Westgate unit at Kings Manor retirement home, were conducted Tuesday in Rose Chapel of Gilliland-Watson Funeral Home by the Rev. DeWitt Seago.

Mr. McDill, who formerly was a bus driver for the Dawn School District and had been employed on farms of this county for a number of years, died Sunday in an Amarillo hospital.

Only survivors are two half-sisters. He was a member of the Baptist Church.



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Wilson Certified 6-oz. Pkg. 59¢
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GET IT TOGETHER at

Dressing 59¢	Prune Juice 57¢	Tomatoes 35¢	Sauce 37¢	Chili Sauce 37¢
Tomato Catsup 41¢	Cocktail 33¢	Soda Pop 33¢	Toilet Tissue 31¢	Clover Honey \$1.29
Keg O Ketchup 67¢	Applesauce 35¢	Olives 29¢	Pancake Syrup 71¢	Grape Jelly 65¢
Peanut Butter \$1.45	Golden Corn 26¢	Zippy Chips 37¢	Dill Pickles 55¢	Preserves 37¢

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Fine Quality! 31¢

16 Oz. Can.

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EVERYDAY LOW PRICE!

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ORANGE JUICE 59¢

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Scottish Treat 5-lb. Pkg.

Cheese Pizza 85¢

16-oz. Pkg.

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Waffles 14¢

Bel Air Frozen 5-oz. Pkg.

Fudge Pies 49¢

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Sandwich Libbyland 69¢

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Libbyland 79¢

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Coldbrook Solid! 1-lb. Pkg.

BISCUITS 12¢

Mrs. Wrights Buttermilk! 8-oz. Can

Margarine 42¢	Biscuits 22¢
Margarine 39¢	Rolls 39¢
Margarine 53¢	Cream Cheese 18¢
Margarine 48¢	Cheese 99¢
Margarine 49¢	Cheese \$1.15
Margarine 51¢	Biscuits 13¢
Real Butter \$1.09	Biscuits 15¢
Cheese \$1.47	Imperial 57¢
Cheese \$1.43	Blue Bonnet 51¢

BEL AIR FROZEN FRENCH FRIES 31¢

Fine Quality! 16-oz. Pkg.

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Kraft Mac & Cheese Dinner! 7.25 Oz. Pkg.

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Light Chunk Tuna! 9 1/4-oz. Pkg.

TOMATO SAUCE 12¢

Town House Sauce! 8-oz. Can

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

News From Austin

Con-Con Slow Getting Started Last Week

AUSTIN, Tex. — Lawmaker delegates to Texas' first Constitutional Convention since 1875 got off to a bumpy start last week. They lost little time in election of House Speaker Price Daniel Jr. as "president" but they wrangled for two and a half days over procedural rules. The rules fight appeared to center largely on concern of some delegates over yielding too much authority to the presiding officer and professional staff. Some observers feared the preliminary wrangles indicated a minority of delegates really do not want a new constitution at all. Some were sniping at Daniel, and others were following legislative custom and

trying to leave their imprint on the rulebook of a historic event. Top officials, including Gov. Dolph Briscoe, Lt. Gov. Bill Hobby and Daniel, offered words of encouragement to delegates and predictions of success. Plain citizens are supposed to get their chance to express their views to the delegates when committee hearings get underway, probably this week. Convention planners hoped to run off a fast-paced 81-day schedule before the spring primary election, but hope for keeping that pace dimmed with the drawn-out rules debate. Mood of delegates appeared to be to take all the time they want. They can work until July 31 if they insist on it.

SPEED LIMIT CUT — Starting January 20 at 12:01 a.m., the speed limit will be 55 — not 70 — miles per hour. Governor Briscoe issued the official proclamation hours after the Texas Highway Commission approved lowering the limit in line with federal directive as a fuel-saving measure. President Nixon January 2 signed a new law providing for withholding of federal highway aid funds in those states which refuse to establish a 55 mph limit in 60 days. An earlier effort by the Commission to reduce the limit was rejected by Atty. Gen. John Hill, who said special legislative authorization was necessary. Briscoe then called the legislature into session and asked for a new law giving the Highway Com-

mission power to lower the limit with his concurrence. Lawmakers granted that authority last month. Efforts will be made to protect those who get early speeding tickets under the law from jacked-up insurance premiums as a result. **POLITICIANS IN, OUT** — Some state office holders bowed out of and some jumped into statewide races during early January. Comptroller Robert Calvert, 81, announced he would retire at the end of his present term. And Speaker Daniel indicated it is unlikely he will enter any state race. Meanwhile, Railroad Commissioner Mack Wallace of Athens, appointed last year by Governor Briscoe to fill a

vacancy, said he is seeking an elective term. State Sen. Jim Wallace of Houston sounded like a likely contender for Calvert's job, as did Hugh Edburg, head of the comptroller's accounting, revenue and statistics section. Former Secretary of State Bob Bullock of Austin has been campaigning for comptroller since last summer. **COURTS SPEAK** — The State Supreme Court found a Jefferson County welder was due the maximum 200 weeks of workmen's compensation benefits for an injured knee, although he refused corrective surgery. In other cases the High Court held: Lower courts were wrong in directing a Nacogdoches

highway contractor to pay school taxes on construction machinery located outside the school district. Claims by 14 ex-employees of a pipeline construction company that the company owed them \$71,728 in bonuses on promise of the president are not valid. A divided (3-2) Court of Criminal Appeals once more ruled against the appeal of former State Representative Walter Knapp from a four-year prison sentence for theft of \$1,200 in state postage stamps. **PORT HEARINGS, SET** — Texas Offshore Terminal Commission January 10 began a series of public hearings on plans for a state-financed \$300 million superport 30 miles off the Texas coast from

Brazoria County. First of the hearings was in Freeport January 10. The second was slated January 15 in Austin and the third at Dallas January 17. The Commission will meet again in Houston January 24 to consider adoption of the superport plan before it goes to the legislature. **GAS FIRMS HIT** — A Texas Railroad Commission official charged refusal by natural gas pipeline firms to give the state information on their reserves is delaying development of an apportionment plan. The Commission can't draw a plan for dividing gas over the state until it finds out specifics about reserves, installations, where gas is coming from, how much companies pay for it and how much is

being piped out of state, according to Frank Youngblood, TRC gas utilities director. **APPOINTMENTS** — Dr. W. Mayne Longnecker of Dallas and Dr. Virgil Tweedie of Waco were named by the Governor to the State Board of Examiners in the Basic Sciences. Briscoe also appointed Robert Lewis Dabney Jr. of Houston to the Texas Civil Air Patrol Commission, Price K. Johnson of Refugio to the Advisory Council on Community Affairs and Jack A. Mitchell of Dallas and Billy F. Spivey of Austin to the Credit Union Commission for six-year terms. Thomas B. (Tody) Dupont of Houston is a special election assistant in the office of Secretary of State Mark White.

SHORT SNORTS
Texas church-related colleges cannot get state financial aid if they require their staffs to hold certain religious beliefs, Attorney General Hill held. Texans may be buying gasoline by the half-gallon, because some pumps don't register prices more than 49.9 cents per gallon. Cotton growers in Pecos, Ward, Reeves and portions of El Paso and Hudspeth counties face a February 1 deadline for stalk destruction. A 20 per cent insurance reduction is promised for Chrysler, Volvo and American Motors 1974 cars with stouter bumpers. The League of Women Voters is maintaining a Constitutional Convention office in Austin to furnish information on action. The State Board of Insurance is monitoring the impact of the energy crisis on all aspects of property and liability coverage, particularly with regard to effect of slower speeds on auto insurance rates.

 PORK LOINS Quarter Loins Sliced—First & Center Cuts! lb. \$1.19	 CANNED HAMS Safeway Brand! 5-lb Can \$7.49	 TURBOT FILLET Greenland Super Saver lb. 89¢	 FRESH FRYERS Whole Body (Cut-ups lb. 42¢) lb. 36¢
Spare Ribs Country Style \$1.09	Sausage Sausage 2-lb. Pkg. \$1.09	Cod Fillet Captain Choice \$1.09	HAMS Oscar Meyer Mini Ham \$2.45
Pork Steak Lean Butt Cuts \$1.09	Catfish Fillet Captain Choice \$1.45	Burritos Senior Brand Deep Fried 89¢	Stew Meat Boneless Beef Cubes \$1.29
Pork Roast Lean Butt Cuts \$1.09	Whiting Fillet Captain Choice 84¢	Sausage Rath Back Ham 69¢	Fish Fillet Van De Kamp 12-oz. Pkg. \$1.19
		Sausage McCoy Brand 3-lb. Pkg. \$1.89	Perch Fillet Captain Choice \$1.09
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Pine-Sol Low Price 28-oz. 99¢	Gelatin Mix Jell Well 3-oz. 10¢	Toilet Tissue Brocade Tissue 4-roll Pkg. 43¢	Paper Towels Truly Fine 40-ct. 33¢	Dog Food Pouch Brand 50-lb. \$6.95
Detergent White Magic Dishwasher 35-oz. 55¢	Nestle Quik Low Price 32-oz. 89¢	Toilet Tissue Truly Fine 4-roll Pkg. 49¢	Paper Napkins Northern Brand 60-ct. 15¢	Fruit Drinks Cragmont Brand 48-oz. 33¢
Spray Starch White Magic 22-oz. 48¢	Edwards Coffee All Grinds 1-lb. 93¢	Toilet Tissue Georgian Brand 10-roll Pkg. 89¢	Can Liners Kitchen Craft 30 Gallon Size 20-ct. \$1.12	Tomato Juice Town House 48-oz. 41¢

 LAUNDRY DETERGENT White Magic Dry 49-oz. Box 65¢	 GRAPEFRUIT JUICE Town House Quality 46-oz. Can 45¢	 POOCH DOG FOOD Fine Quality 15 1/2-oz. Can 12¢	 LIQUID BLEACH White Magic 1/2-gal. Botl. 29¢
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LARGE CELERY Crisp Stalks! 25¢ Ea.	GRAPEFRUIT Texas Ruby Red \$1.59 15-lb. Bag	GREEN CABBAGE Solid Heads! 10¢ lb.

WHO KNOWS?

- Three Presidents were born in December. Name them.
- When does winter begin?
- What is the speed of light?
- Light travels how many miles in one light year?
- When is it winter in the North Temperate Zone, what season is it in the South Temperate Zone?
- The drug hashish is made from what plant?
- How are comets named?
- In what state is the famous post office, Santa Claus, located?
- Name the colors in the rainbow.
- What is an iconoclast?

Answers To Who Knows

- Martin Van Buren, Andrew Johnson and Woodrow Wilson.
- December 21, 7:08 p.m.
- Light travels at a speed of about 186,282 miles per second.
- 5,874,589,152,000 miles.
- Summer.
- The Indian hemp.
- They are named for their discoverers.
- Indiana.
- Violet is on the inside, then indigo, blue, green, yellow, orange and red.
- A person who attacks cherished beliefs and calls them shams.

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COMING SOON

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STAR THEATRE



C OF C BANQUET TAKES SHAPE — Decorations for the annual Deaf Smith County Chamber of Commerce banquet this evening were made by members of the Women's Division, working in the Bull Barn Monday, and will be completed today, beginning at 9 a.m. Women who will assist at any time today are asked to come join the work party. Co-chairmen of decorations, standing in top photos, are Mrs.

W.B. Davis, left, and Mrs. Calvin Goodin. The county's cattle and crops, with related industries, supply the decorative motif. Mrs. Rex Lee and Mrs. Bill Albright, lower left, are amused at their work of painting black spots on white Holstein cattle cutouts, while Mrs. Dean Herring and Mrs. O.G. Nieman, bottom right, concentrate on shaping miniature wheels for ammonia tanks.

Smokers Helped To Boot Habit

The Human Resource Development Project Office of the U.S. Navy has signed an agreement with the Temperance Department of the Seventh-day Adventist Church that will offer help to its personnel who want to kick the smoking habit.

The agreement enables the Counseling and Assistance Centers (CAAC) of the Navy to take over and operate the Five-Day Plan to Stop Smoking developed by the Adventists. The Plan, which involves five successive evenings of group therapy, has proved more than 75 per cent effective in enabling people to stop smoking, even chain smokers. It has been held in more than 100 countries and is a continuing community service of most of the hospitals operated by the church in the U.S.

The Navy will use the control books and films produced by the church in presenting the Plan and will follow the outline and principles of the Plan, which

advocates total abstinence rather than gradual withdrawal. The first training session for implementers of the Plan has been scheduled for Jan. 22 at Norfolk with Ernest H.J. Steed and Milo C. Sawvel, director and associate director of the Adventist Temperance Department, present.



DANIEL J. LARSEN ... sold on sugar beets

Local Retired Farmer 'Sold On Sugar Beets'

"Don't sell them short ... they have proved in the past that they will bring you out." That's the philosophy of Daniel J. Larsen, longtime area farmer about the value of sugar beets as an income crop.

Larsen, 78, and retired from farming for the past five years, gave this bit of philosophy to

many of the area farmers who gathered in Hereford recently for the Texas-New Mexico Sugar Beet Growers Assn. meeting and annual banquet. "Nothing has done more in this inter-mountain region to promote the financial well being of the people than the sugar industry," Larsen quoted from the writings of Wilford Woodruff, fourth president of the Church of Jesus Christ of Latter Day Saints. "That statement was made in 1890-91 and was true then as it is here now."

Larsen said he started working with sugar beets at the age of 8 when he donned knee pads and crawled up and down the rows thinning the beets.

"Sugar brought eastern money to the western states and in the days of the depression the only farmers that had money to pay taxes were the beet growers," Larsen recalled. "I saw great value in sugar beet tops."

Larsen said he moved to

Texas in 1951 and that many people felt he was making a mistake and that it was the "beginning of the end" for him. Larsen said he was bordering on the age when men do foolish things and that people felt he would go broke in several years. "I was 56 at the time, but I had within me a quiet determination (and) a willingness to give what it took to make things work out and those kind of doubts stirred me to action rather than fear," he said.

"In 1962 I started growing sugar beets for Crystal Sugar Beet Company and pasturing the tops off with lambs," he added. "In the next 13 years I never missed a farm payment. One of those years I had the leaves hauled off the beets three times and I still made 15-ton beets with 15 per cent content sugar."

"Don't sell your sugar beet average short. I believe you will find profits and safety in this crop in the future as I have in the past."

Weather Curtails Vegetable Crops

Adverse weather conditions in growing areas has limited vegetable supplies, according to Mrs. Gwendolyn Clyatt.

The consumer marketing information specialist, Texas

Agricultural Extension Service, Texas A&M University System, noted that accurate supply estimates are difficult to make at this time.

"Potatoes, dry yellow onions, bulk turnips, hard shell squash, celery and broccoli generally carry attractive prices, while cabbage and carrots are the least expensive vegetables.

"Citrus fruits continue to highlight produce counters, but they, too, were affected by the weather," she added. Oranges, tangerines, tangelos and bananas are reasonably priced—and apples remain in good supply. Pear prices, on the other hand, range from reasonable to relatively high, the specialist continued.

"First-of-the-season prices accompany the fresh strawberries now on the market."

At meat counters, Mrs. Clyatt reported the appearance of new labeling on various cuts of meat in some markets. This is the start of a voluntary standardized identification labeling program designed by the meat industry to give specific cuts of meat standard names throughout the United States, she explained.

"Meat supplies also were affected by cold weather—as well as transportation tie-ups.



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Texas Prepares For Speed Change



Replacing a 60 with a 55 on Interstate 40 in Amarillo is Curtis Munger, a Highway Department maintenance technician.

To accommodate the new maximum posted speed limit law, Texas Highway Department maintenance employees this week have been correcting signs along the state's highways.

Beginning Sunday morning, new and old signs that indicate "SPEED LIMIT 55" will have to be obeyed.

Water Board To Elect Officers

The Deaf Smith County Water Association will hold a board of directors meeting Friday morning at the House of Wong, it was announced this week by Charles Hoover, president.

Purpose of the meeting will be to elect new officers for the association for 1974. The meeting will start at 7 a.m. The county board includes about 30 directors.

Enforcement begins when the law goes into effect and all new signs have been posted, Maj. C.W. Bell, Texas Highway Patrol regional commander at Lubbock, Monday.

There will be no warning period. Motorists who violate the new law will be given citations.

The Texas Highway Commission on Jan. 8 lowered the maximum speed on Texas' roadways to 55 miles per hour, effective 12:01 a.m. Sunday.

In the 17 northern Panhandle counties—the Amarillo district—about 400 new signs with 55 on them will be in place by the clock's first second-hand movement Sunday. Lowering the posted limit on highways in the district will cost an estimated \$15,000.

In addition to placement of the 400 new signs, the cost will include removal of about 1,100 current speed limit signs that allow speed in excess of 55 and removal of a few "SPEED ZONE AHEAD" markers.

James N. Moss, district supervising traffic engineer, explained that signs where the posted limit is gradually increased from or decreased to 55 m.p.h. will not have to be replaced. This is normally the case when entering or leaving a city, Moss said.

"SPEED ZONE AHEAD" signs no longer needed are those at the outskirts of small communities along a highway where the current posted limit through the city is but 55. Examples are U.S. 60 through Umbarger and Kings Mill and

U.S. 87-287 through Etter.

Tab's expressing 55 in fresh black paint will have been appropriately placed on all maximum legal speeds signs which are located at most roads that enter the state in this district.

Maxnite tabs will have been nailed to the existing plywood speed limit signs on the Canyon Expressway in Amarillo to say 55 and cover up the 60's.

The metal signs that are removed will be stored at the Amarillo district office, 5715 Canyon Drive, for the time being.

The Highway Commission's move to lower the limit to 55 was in keeping with the law passed by the recent special session of the Texas Legislature, empowering the

commission to set lower speed limits to comply with federal energy saving actions.

Under terms of the Emergency Highway Energy Conservation Act signed by

President Nixon on Jan. 2, a state not establishing a 55 m.p.h. maximum speed limit would not receive its share of federal highway construction funds.

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Hotline Available For Constitution Questions

A statewide tollfree telephone line which enables Texans all over the state to ask questions and offer suggestions on constitutional revision will continue to operate 1974

Constitutional Convention. The telephone number is 1-800-292-9600.

The Texas Constitutional Information Center was originally established by the Texas Constitutional Revision Commission as part of its charge to inform the public of its activities.

The telephone line has averaged a high volume of calls from citizens with questions about the constitutional revision process or the Commission's proposed new Constitution for Texas.

During the first month of its existence, between Nov. 15 and Dec. 15, the center received an average of 48 calls on each working day. The number of calls ranged from a low of 15 on the first day of operation to a high of 143.

The information center will continue to operate 24 hours a day. It will be manned by staff during the daytime and calls at night will be recorded for answers later.

Information Center staff is equipped to answer many of the questions asked. Other questions will be referred to appropriate Convention research staff for written answers.

The Constitutional Revision Commission found the Information Center valuable in accurately answering citizen questions and receiving suggestions from those wishing to help with the Constitution.

UNITED STATES DEPARTMENT OF AGRICULTURE Rural Electrification Administration

**APPENDIX A
Statement of Nondiscrimination**

Deaf Smith Electric Cooperative, Inc., P.O. Box 753, Hereford, Texas, has filed with the Federal Government a Compliance Assurance in which it will comply fully with all requirements of Title VI of the Civil Rights Act of 1964 and the Rules and Regulations of the Department of Agriculture issued thereunder, to the end that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in the conduct of its program and the operation of its facilities. Under this Assurance, this organization is committed not to discriminate against any person on the ground of race, color or national origin in its policies and practices relating to applications for service or any other policies and practices relating to treatment of beneficiaries and participants including rates, conditions and extension of service, use of any of its facilities, attendance at and participation in any meetings of beneficiaries and participants or the exercise of any rights of such beneficiaries and participants in the conduct of the operations of this organization.

"Any person who believes himself, or any specific class of individuals, to be subjected by this organization to discrimination prohibited by Title VI of the Act and the Rules and Regulations issued thereunder may, by himself or a representative, file with the Secretary of Agriculture, Washington, D.C. 20250, or the Rural Electrification Administration, Washington, D.C. 20250, or this organization, or all, a written complaint. Such complaint must be filed not later than 90 days after the alleged discrimination, or by such later date to which the Secretary of Agriculture or the Rural Electrification Administration extends the time for filing. Identity of complainants will be kept confidential except to the extent necessary to carry out the purposes of the Rules and Regulations."

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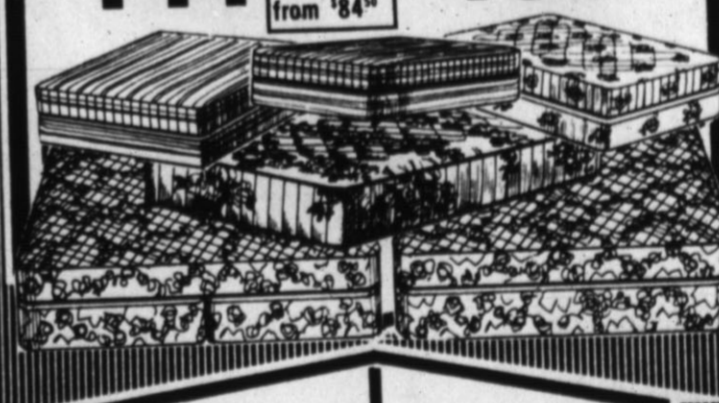
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Herd Opens District At Monterey

'Faces Ready To Play,' Varsity Tipoff At 7:30 p.m. Friday



Varsity Herd Team

Hereford's Whiteface basketball team opens District 4-AAAA action at Lubbock Friday night against Monterey. Shown here is the varsity squad as named by Coach Barry Arnwine. Left to right, standing—Coach Arnwine, manager Joe Evans, Hank Stringer, Doug Charest, Gerald

Shipley, Andrew Wingert, James Arney, Dennis Noggler, Junior Morales, Coach Joe Tubb; kneeling—Mike Munnerlyn, Lynn Tarr, Dan VanderZee, James Harris, Mike Albiar, Craig Nieman.

(Bradly photo)

The Hereford Whitefaces open District 4-AAAA play Friday night when they travel to Lubbock to take on the highly rated Monterey Plainsmen.

Hereford, rated in fourth place in pre-season polls, has been labeled again as the "surprise team" of the district with its healthy 15-7 record. Monterey, picked in early polls to be among the top finishers in the district has a 13-7 record.

Three games are on tap with varsity tipoff set for 7:30 p.m. in the Monterey gymnasium. The sophomore game will begin at 4 p.m. with the junior varsity game at 5:45 p.m.

"I'm well pleased with the team at this stage," said head coach Barry Arnwine. "We have played well in non-conference action and I feel we are ready for district to open. We are not quite at our peak yet and I think we are where I wanted us to be at this point."

THE DISTRICT will play a double round-robin schedule with each team playing the

other twice—once at home and once away. Hereford will be playing in Hereford each Tuesday night and all away games will be on Friday nights.

The district play will be divided into two halves with the winners of each half playing in a playoff game, if necessary, to determine the district champion.

PREDICTED starters for the Herd against Monterey will be Mike Albiar and Dennis Noggler at guard positions; Lynn Tarr and James Harris at forward positions and Dan VanderZee at the post.

VanderZee leads the team in scoring with a 19.2 point average per game. He also has a rebound average of 13.9 per game. Albiar is scoring at a 13-point average and Noggler has an 11-point average. Harris is at 8.1 and Tarr is at 5.2 points per game. Harris is second behind VanderZee in rebounds with an average of 10.6 per game. Noggler is third with 6.7 rebounds per game.

CORONADO was picked in pre-season polls to win the district and Arnwine says he still would have to go along with that prediction at this point. Monterey was picked second, Plainview third, then Hereford, Snyder and Lubbock.

"However, I think we are moving up on the three picked ahead of us. The top four teams will be pretty tight games. In fact I feel the eventual district champion could have four or five losses. Last year the champion had one loss."

"I feel Lubbock and Snyder will play the upset role and will be knocking off the top four at different games down the line."

ARNWINE said Monterey has done well in recent play and has come off a good road trip. "They beat Borger in Borger and beat Pampa in Pampa," he said. "Four of our seven losses have come at the hands of Borger and Pampa—two to each team."

Arnwine said he expects the players to watch for Monterey

will be the Plainsmen's 6-7 postman J.C. Eakn and forward Dick Clardy.

The Herd coach said he is predicting a close game because of the "slow, deliberate play of Monterey."

"I feel rebounds will be the key to the ballgame along with the fact that their front line is bigger than ours," Arnwine said. "Also fouls will enter into it because of our lack of depth."

THE HEREFORD coach said he feels the key to Hereford's surprisingly good start this year is the play off the bench.

"We have had some questionable players come along and really begin to perform for us," he said. "Tarr, Albiar, Noggler and Morales have all come along really well. Even off-the-bench play by Andrew Wingert and Gerald Shipley has really helped."

"Both VanderZee and Harris were proven players and are our big men under, but the development has come from our players who had not had previous experience."

Coaches Association Meeting 'Learning Situation' For Coach

The American Football Coaches Association annual meeting in San Francisco proved to be a "learning situation" for Hereford Athletic Director Larry Dippel.

"I attended several interesting sessions by many of the outstanding college coaches and learned quite a bit that we could use in our program here," said Dippel. "The sessions kind of crystallized some of the ideas we have here. I didn't hear anything to make any drastic changes in our program, but it answered some questions I had about various parts of our football program."

Dippel said one of the most interesting lectures was by Ara Parseghian, head coach at Notre Dame, concerning "Notre Dame Football 1973."

"His offense closely relates to ours here in Hereford," the coach said. "Many of the things he talked about are what we are doing now."

"I particularly enjoyed the lecture by Woody Hayes, coach of Ohio State University. He knows football and is a very entertaining speaker."

Dippel said the conference was mainly for the business of the college coaches, but he felt he made some good contacts for scholarships for several of the Herd football players.

"It gave me a real good opportunity to talk with some of the college coaches about possible college athletes we have in our program."

Dippel said one major piece of discussion centered around the 30 scholarships colleges are allowed to grant each year.

"They can give out 30 scholarships each year with a maximum of 105 total scholarships," he said. "The number used to be 50 each year and some of the bigger colleges could get a lot of players. However, the limit at 30 leaves quite a few players for the smaller colleges, but also completely cuts out the marginal players who might have previously gone to the smaller colleges to play ball."

Other speakers Dippel heard at the meeting included Jim Carlen, Texas Tech; Bill Yeoman, Houston University; Pepper Rodgers, Georgia Tech; and Bill Mallory, Miami University.

The Hereford coach also attended the Coach of the Year Awards banquet last Thursday night. At the banquet actor John Wayne was given the "Tuss McLaughry" award for outstanding and highest distinction in service to others. Wayne appeared at the banquet to accept the award. He is a former tackle for the University of Southern California.

Paul "Bear" Bryant of Alabama was awarded the Large College Division Coach of the Year and Dave Maurer of

Wittenberg University was awarded the college division coach of the year.

The coach of the year award is selected by the coaches themselves by late season balloting. Nominated for the award as Large College Coach of the Year was: Jim Carlen, Texas Tech; Jake Crouthamel, Dartmouth; Joe Paterno, Penn State; Jerry Claiborne, Maryland; Paul Bryant, Alabama; Bill Mallory, Miami; Barry Switzer, Oklahoma; Jim Young, Arizona; and John McKay, USC.

Opportunities for Musicians.



"Bandmen"—just one of over 300 job opportunities offered by the Army Reserve. Why not join us? (The Army Reserve. It pays to go to meetings.)

Stanton, Plata Trade Games

Hereford's two junior high school, La Plata and Stanton swapped games here Monday in intra-city basketball action.

La Plata won the 9th grade game, Stanton took the 8th grade game and La Plata won the 7th grade game.

The 9th grade game was won by LP 47-33. Top scorers for La Plata were Roy Martinez with 15, Archie Crim with 13 and Rowan Alexander with 10. For Stanton Ismael Adame, Berry Acton and James Mays each had 7 points.

In the 8th grade game Stanton carted away a 48-24 victory. Joe Barrientez put in 14 points and Albert Del Toro added 10 for Stanton. Kelly Kitchens was third with 8. For La Plata David Arney dropped in 9 points.

La Plata won the 7th grade game 21-19 with Bryan Brooks 7 and Paul Bell 6 for La Plata. For Stanton Kevin Bunch had 6, Buzz Abalos and Jackie Mercer had 5 each.

La Plata's next game will be at 4 p.m. today when Pampa comes to Hereford. The 9th grade teams will clash at 4 p.m. followed by the 8th grade game at 5:15.



When attempting to bag a squirrel or a chipmunk, the wise trapper will conceal himself in a tree, and act like a nut!



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

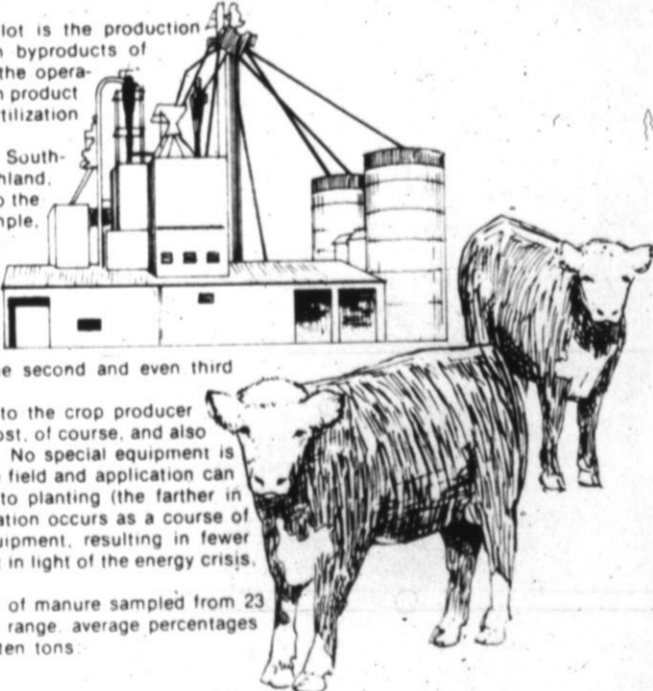
THERE IS NO FERTILIZER SHORTAGE!

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	%	lb	%	lb
Nitrogen	1.16 - 1.96	1.34	1.34	268		
Phosphorus (P2O5)	.73 - 1.95	1.21	1.21	243		
Sodium (K2O)	.90 - 2.83	2.17	2.17	362		
Calcium	.29 - 1.43	.74	.74	148		
Magnesium	.81 - 1.75	1.30	1.30	260		
Iron	.32 - .66	.50	.50	100		
Zinc	.09 - .55	.21	.21	42		
	.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.

Hereford Police Dept. is sponsoring a show & exhibit on MARIJUANA and DANGEROUS DRUGS

January 25th & 26th 7:30 p.m.

at **Hereford High School Auditorium**

Admission Free

Parents Especially Urged To Attend

Hereford's F. H. King Captured By Japanese

Historic Ship Survivor Attends Commemoration

By SUE COLEMAN

Survivor of one of the legendary sea battles early in World War II when his ship, the USS Houston, was sunk by the Japanese and he was among the few who survived only to spend the next three and a half years as a prisoner of war, F.H. King of Hereford is in Houston today for a commemoration of the event.

The Hereford implement dealer was a young recruit from Wheeler County, one of a group of Marines attached to the Houston, a heavy cruiser which was doing a great deal of the United States' sea fighting in those desperate months after Pearl Harbor.

Sunk in the battle of Sunda Strait, March 1, 1942 the hull of the Houston was discovered last year by Indonesian divers who brought its bell to the surface. The Indonesian government presented the ship's bell to the United States, and it is being officially presented to the City of Houston in the ceremony today.

Mr. and Mrs. King received a formal invitation to the program, to take place this morning in the city hall rotunda. All survivors of the battle, the long hours in the sea and long years in Jap POW camps have been invited to be honor guests.

OF THE 1084 men on board the Houston when it engaged in the battles of the Java Sea and Sunda Strait, more than half were killed in the fights with vastly superior Jap forces and others lost their lives in the sea.

Only 368 were numbered as captured by the Japanese, and of these 76 failed to live through the ordeal of imprisonment. Fate of the men was not known for months, as they were reported missing in action. King's family believed him dead for 19 months.

Those who finally returned to the United States have held reunions through the years and King has never missed one, so he has kept in touch with the group of men who were so closely knit by danger and hardship.

THEY WERE held prisoner on the island of Java about eight months, then sent to Burma and Siam where they remained until their release after the war ended in 1945. Forced labor on the infamous Burma-Siam railroad which is the subject of the book and movie, Bridge On The River Kwai, was a part of King's experience.

Scant food and brutal treatment, the fate of all prisoners of the Japanese, was a common story to Americans during the war in the Pacific, but has been forgotten or never heard by many living today. King will never forget it, even without reminders he has in written history, newspaper clippings of the time, and such souvenirs as the three postcards he was allowed to write to his family in all his years of imprisonment.

His mother and sister kept a scrapbook with every item they could find about the Houston, its heroic fight and its men. A pathetic clipping is from a Shamrock paper, telling of the memorial service for King conducted by students in the high school he had attended, after he had been given up for dead.

THE POSTCARD which reached his parents after nearly two years, and a couple more sent later, were forms provided by the Japanese Army, with a printed message that "I am well... have sufficient food... well treated" and other such information which Americans already knew were not true, but his signature did assure the family that he was alive.

Prisoners with the men from the Houston were Australians from their ship the Perth, which went down in the same battle. Last September Mr. and Mrs. King made a trip to Australia and attended a national convention of World War II POW's in the city of Perth, where there were 12 of his fellow ex-POW's.

Other fellow-prisoners were Americans from "the Lost Battalion", an artillery company made up of National Guardsmen from Texas. They were captured on Java at about the time the Houston was lost.

THEIR FATE, like that of many military groups, planes and ships, was not known in the United States for months, among the reverses which allied forces suffered through early years of the war when the Japanese military machine ran roughshod over all opposition.

Actually, details of the Houston's fate were not known until after the war, but another USS Houston, a light cruiser, had been put in service and battled the Japs until it was badly damaged by bombs. Texans, especially from the Houston area, raised the money for the second Houston in reaction to the sinking of the first.

THE SAGA OF the Houston began in the late 1920's, when a U.S. fighting ship was given that name at the urging of residents of the city and others interested in memorializing the name of Sam Houston. The proud ship served as a temporary White House when President Franklin D. Roosevelt chose it for his cruise to Hawaii in 1934.

When the Japanese surprise attack on Pearl Harbor began the Pacific war by battering U.S. naval equipment, the Houston was in a harbor in the Philippines. It was ordered to sea at once, and when the Japs hit that harbor next day they reported the Houston destroyed because they did not know it was gone.

SEVERAL TIMES afterward the enemy believed they had sunk the Houston; their reports of its loss, contradicted by its reappearance, earned it the designation, "Ghost of the Java Coast." It was engaged primarily in escort of troop ships and supply ships from Australia to the endangered allied forces of the Java Sea area.

Marines assigned to the ship manned some of its eight big guns; King was in one of the gun crews. The Houston had been in previous battles where losses of the U.S., British, Australian and Dutch ships had been heavy. She was the largest U.S. vessel left in the area.

Trapped off Java, the Houston and Perth were attempting to reach the Indian Ocean through Sunda Strait when they unexpectedly ran into a large fleet of Jap ships landing troops on the island.

As King remembers, they fought "30 or 40 minutes" before the order to abandon ship was given. They were in the water, with some rafts and life jackets, for some time before the Japanese picked them up.



Served On Historic Ship

The USS Houston, a storied ship of the War in the Pacific, is depicted in a painting which Mrs. H.J. King commissioned as a Christmas gift to her husband, who was serving on the vessel when it was sunk by the Japanese in March, 1942. Jeanne

McGee is the painter. Mr. and Mrs. King are in Houston today, as survivors of the ship are honor guests at official presentation of the recovered ship's bell to the City of Houston.

Brand Photo By Sue Coleman



Poker Face On The Bench?

How neutral does a judge have to be in conducting a trial? That was the issue in The Case of the Smiling Judge. A man had been found guilty of assault, and his attorney appealed to a higher court on the following ground:

"Just as one of the defense witnesses was telling his story, the judge broke into a smile. The implication was obvious: he thought the witness was lying. Although the judge told the jury not to be influenced by his smile, the damage had already been done. The jury got the message and brought in a verdict of guilty."

However, the appellate court refused to set aside the verdict. The court said the judge's smile was just too minor an element, in an otherwise fair trial, to make the entire proceedings null and void.

Of course, a trial judge is supposed to be as neutral as possible. Ideally, he should keep a poker face at all times, since his facial expressions may well speak as loudly as words.

But the law also recognizes that judges, being only human, cannot be in total control of their emotions. Thus, another appellate court decided it was "most natural" for a judge to grin when a man named Ananias was sworn in as a witness.

On the other hand, a verdict may indeed be overturned on appeal if the trial judge made his feelings too convincingly clear.

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

© 1973 American Bar Association

FUNDS FOR ISRAEL. President Nixon's \$2.2 billion request to help Israel replace its October war arms losses has been approved by the House.

Kitchens Tells Rotarians WT Track Program 'Looking Good'

Bob Kitchens, head track coach at West Texas State University, told Hereford Rotarians Monday that the WT track program is "looking good."

Guest speaker at the regular weekly noon meeting of the club, Kitchens also accepted a \$250 scholarship check from the club to be used in the track program at the school.

Introduced by Rotarian Rodger Ruland, Kitchens said the track program is doing well to be in only its sixth year at the school.

The coach named off the different students involved in the track program and said it includes several runners from Hereford. Sitting with Kitchens at the head table was George Fuller of Hereford, who is on the track team at the school.

Kitchens said the next track meet for the team will be an indoor meet Saturday in Lubbock involving WT, Texas Tech, Lubbock Christian College, where the meet will be held; and Wayland Baptist College of Plainview.

Kitchens said another track meet will be Feb. 2 at Canyon in which WT will host Wayland and LCC, February 9 the WT team will host UT-Arlington and New Mexico State in Canyon before hosting Okla. State in an indoor meet Feb. 16.

Kitchens said the Missouri Valley Conference meet will be held Feb. 22 in Des Moines, Iowa.

"I can't express my appreciation for the support of this club and the entire Hereford area," said Kitchens.



Receives Scholarship

Bob Kitchens, left, head track coach at West Texas State University, receives a check for \$250 from Rodger Ruland of the Hereford Rotary Club Monday at noon. The money is for a track scholarship from the club. Kitchens was guest speaker at the Monday meeting and outlined the WT track team's prospects for the 1974 season.

Wynne Makes First Recording Sunday In New Hereford Studio

Bobby Wynne, Hereford musician, will be the first artist to be released on Halo Records, a new recording label based in Hereford.

Halo Recording Studio is located at 847 East First Street and is owned by Roger Hale, G.D. Caison and Roy Faubion. The studio is equipped to record anything from a one person "talk" record to a full choral or orchestra group, and has stereo capabilities.

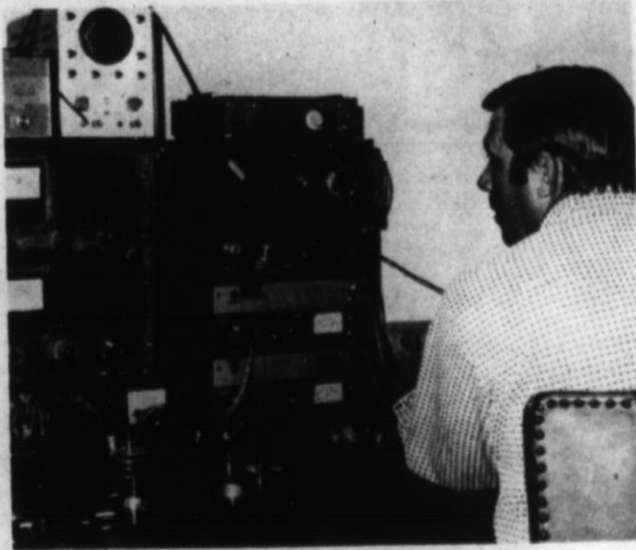
In the first recording session Sunday, Wynne was backed up by members of the Bobby Wynne Show that performs regularly at the T-13 Club in Amarillo.

Members of the show are Eddie Morris, drummer; Dottie Goode, bass player and vocalist; Forrest Hanson, lead guitar; Lloyd Wheeler and Dee Dee Mongrain, fiddlers; and Bobby Wynne, steel guitar and vocalist.

Also performing was Marion Carter of Hereford, bass guitar. Wynne is featured singer on both songs and performs with the steel guitar.

The "plug" side of the record will be "Never Leave, and Make Me Cry Again" (copyright 1974 Golden Spread Music Publishers) backed with "I'll Be Waiting Just For You" (copyright 1974 Golden Spread Music Publishers). Wynne wrote both songs. The record will be released in about a month.

Wynne has performed with such recording stars as Bob Wills, Hank Thompson and Ray Price, and has become well known in the music field in West Texas and Eastern New Mexico. Lloyd Wheeler formerly was with Bob Wills and has been heard on a number of recordings.



New Recording Studio

Roger Hale, one of the owners of Hereford's new recording studio, watches over the recording equipment dials as Bobby Wynne made the first recording in the new studio Sunday. Other owners of the new studio at 847 East U.S. 60, are G.D. Caison and Roy Faubion.

Chapter To Host RFE Convention

Members of Magic Triangle Chapter of the National Association of Retired Federal Employees voted in their regular monthly meeting at Pioneer Flame Room Tuesday afternoon to host the spring convention of District 12, NARFE. Date for the meeting will be coordinated with other district meetings during the latter part of February or early in March.

John F. Moyer of Amarillo, district chairman, brought information from district, state, and national levels and assisted with preliminary plans for the convention. Elmer Patterson,

president of the local chapter, conducted the meeting.

Attending were Mrs. Martha Shirkey secretary; Mmes. Moyer, Patterson, Eva Lookingbill, and Bob Fotheringham; Mr. and Mrs. Perry Jayroe and George Millard, Moyer, and Patterson.

Military musicians given re-enlistment bonuses.

Experts see higher market prices in 1974.

Sluggish economic growth forecast next year.



First Recording

Bobby Wynne here is "cutting" the first recording at the new recording studio in Hereford. The recording session was held Sunday at the new studio located at 847 East U.S. 60.

Friday and Saturday
JANUARY 25th and 26th.

9 99

KING SIZE WALLET CREATIVE COLOR PORTRAITS FOR ONLY

NO LIMIT

Extra Charge for GROUPS

GET PICTURES MADE OF GRANDMA, GRANDPA, BABY, PUPPY AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

ASK About Our FREE 8 x 10 OFFER

SHUGART COLOR PHOTOS

400 Sugarland Drive

Juvia SUPER MARKETS

— MEETING —

A LAYMAN'S ANSWER TO NUTRITION PROBLEMS

GUEST SPEAKER:
MR. WALLACE C. THARP
ALBUQUERQUE, NEW MEXICO

FOR YOUR GOOD HEALTH

Attend This Meeting!

FREE AND INFORMATIVE

Sunday, January 20, 3:00 P.M.

MEDALION ROOM
DEAF SMITH
ELECTRIC CO-OP

Public Invited

No Fees No Obligation

GRAND OPENING

THRIFTWAY

Double Gunn Bros. Stamps throughout this Week:

- LAST WEEK'S WINNERS**
 1. Mrs. Ronnie Hathaway - Puppy
 2. M.J. Jenkins - 50,000 Stamps
 3. Roberta Blackburn - 20,000 Stamps

PRICES EFFECTIVE THRU JANUARY 19, 1974



U.S.D.A. GRADE "A" FRESH **WHOLE FRYERS** LB.

RATH RACORN

BACON 1.LB. PKG

55¢ RIB STEAK LB. \$1.19

FAMILY STEAK LB. **98¢**

PORK CHOPS

FAMILY PAK \$1.09

WILSON'S CURED **PICNICS** WATER ADDED LB. **59¢**

RIB CHOP \$1.29

LOIN CHOP \$1.39

OSCAR MAYER, 1 LB PKG **45¢ WIENER'S and FRANKS** \$1.19

Thriftway PRODUCE Specials



GOLDEN DELICIOUS **APPLES**

WASHINGTON EXTRA FANCY LB. **25¢**

TEXAS GREEN **CABBAGE** LB. **10¢**

CELLO **CARROTS** 1-LB. PKGS. **29¢**

TEXAS RUBY RED **GRAPEFRUIT** LRG. SIZE **8 \$1.00**

JALAPENO **HOT PEPPERS** LB. **49¢**

WASHINGTON D'ANJOU **PEARS** LB. **29¢**

ALL PURPOSE RUSSET **POTATOES** 10-LB. POLY BAG **88¢**

WITH 10c IN AD COUPON GOLD MEDAL **FLOUR** 5-LB. BAG **79¢**

CAMPBELL'S

TOMATO SOUP NO. 1 CAN **10¢**

SOFLIN, JUMBO **PAPER TOWELS** 4/\$1.00

DEL MONTE, **GREEN BEANS** 303 CAN 3/\$1.00

FAMILY SIZE **IVORY LIQUID** **99¢**

TIDE LAUNDRY DETERGENT KING SIZE **\$1.28**

BORDEN'S - ALL FLAVORS **ICE CREAM** 1/2 GAL. RD. CARTON **89¢**

PARKAY - TWIN TUB **MARGARINE** **49¢**

SHURFINE CUT **GREEN BEANS** 16 OZ. CANS 4/88¢

SHURFINE **CANNED MILK** TALL CANS 5/\$1.00

NESTLE'S' CHOC. FLAVORED **QUIK** 2 LB. CAN **79¢**

PURE VEG **CRISCO** 3 LB. CAN **\$1.19**

32 OZ. RETURNABLE **COCA-COLA** 5/\$1.00

CARNATION **TUNA** Light Chunk 6 1/2 OZ. **39¢**

SHURFINE **CORN** GOLDEN, CREAM, WHOLE KERNEL 17 OZ. CAN 4/88¢

MRS. BAIRDS **SWEET ROLLS** 2/99¢

BATH BAR **ZEST** 3/59¢

POTATO CHIPS **CHIPOS** 9.5 OZ. **59¢**

BORDEN'S **DIPS** 8 OZ. CARTON **39¢**

LIBBY'S BLACKEYED **PEAS** 300 CAN 5/\$1.00

ShurFine Bated SHURFINE FROZEN VEGETABLES "MIX OR MATCH" 4 10-oz. BOXES \$1.00

SHURFINE, 6 OZ. CANS **ORANGE JUICE** 5/\$1.00

SHURFINE, LARGE SIZE **WHIPPED TOPPING** 39¢

CLEANSER COMET 14 OZ. 2/35¢

SHURFRESH, IN NATURAL JUICES **PINEAPPLE** CHUNK CRUSHED SLICED 4/\$1

SHURFINE KRISPY **CRACKERS** 1 LB. BOX 3/\$1

GEBHARDT'S **CHILI-BEANS** 24 OZ. CANS 79¢

SHURFINE BARTLETT HALVES **PEARS** 16 OZ. CANS 2/69¢

SHURFINE **EARLY JUNE PEAS** 303 CAN 4/\$1

WELCH, **GRAPE JELLY** 32 OZ. JAR 59¢

MAXWELL HOUSE INSTANT **COFFEE** 10 OZ JAR \$1.59

GOLD MEDAL **FLOUR** 5 LB BAG 79¢

FOLGER'S **COFFEE** 1 LB CAN 79¢

ASSORTED, **DIET SHASTA** 12 OZ. 10/79¢

VALUABLE COUPON MOUNTAIN GROWN FOLGER'S **COFFEE** 1-LB. CAN **79¢**

VALUABLE COUPON NO. 35512 GOLD MEDAL **FLOUR** 5-LB. BAG **79¢**

VALUABLE COUPON MAXWELL HOUSE INST. **COFFEE** 10-oz. JAR **\$1.59**



"A BETTER WAY TO SAVE"
5th and MAIN
 HEREFORD, TEXAS

CowBelle Trio Of Year Named For 1973



ALL HONOREES — The three nominees for the title, Hereford CowBelle Of The Year, laughed heartily at the announcement Tuesday that votes were too close for choice of one, so the honor would be conferred on all three. From left they are Mrs. Bob Josseland, Mrs. Joe Reinauer Sr. and Mrs. Reece Lawson.

Voting was too close to choose a Hereford CowBelle Of The Year among three nominees, the committee decided, so a CowBelle Trio Of The Year was named instead and presented at the first 1974 meeting Tuesday.

Mrs. Bob Josseland, Mrs. Joe Reinauer Sr. and Mrs. Reece Lawson are the three who shared the award, it was announced by Mrs. Dick Coupe, chairman of the selection committee. Each received a gift and Mrs. Josseland also was presented a jeweled CowBelle pin in appreciation for her services as president the past year.

New officers headed by Mrs. N.E. Tyler were installed at the luncheon in Hereford Country Club. Mrs. Jack McKinster conducted the installation. Mrs. C.F. Newsom became first vice president and program chairman, Mrs. James McCarty second vice president and beef promotion chairman.

Mrs. Coupe took office as secretary, Mrs. Olen Caviness for a second term as treasurer

and Mrs. Ed Reinauer Sr. as chairman of Beef For Fathers Day.

Mrs. Tyler introduced appointed officers and committee heads: Mrs. Hilrey Aven, historian; Mrs. Andrew Kershen, reporter; Nancy Perrin, telephone chairman; Mrs. Josseland, chairman of the by-laws committee.

Also chairmen, Mrs. Joe Putt White, membership; Mrs. Melvin Cordray, ways and means; Mary Gibson, public relations; Mrs. Bill Griffin, cheer; Mrs. Caviness, finance, Mrs. Newsom, yearbook.

In the retiring president's report for the year, she said membership has reached the 200 mark since the club began in mid-1972 with 39 enrolled. Mrs. Jack Carrothers and Mrs. Josseland are members of the national CowBelles' board, Mrs. Tyler and Mrs. Josseland of the state board and Mrs. Cordray of a state committee.

Date of the next Texas CowBelle convention will be April 22 and 23, during the annual fiesta at San Antonio, it

was announced.

Committee chairmen of the past year made their final

reports, and 1974 yearbooks committee were Mmes. Perrin, Kershen, Robert Wagoner and George Olson.

On the luncheon hostess

Antique Shops Brought To City In Club's Show

Browsing through antique shops, a dozen under one roof, is the unusual opportunity offered area residents when L'Allegria Study Club presents an antique show Friday through Sunday afternoons in Community Center to benefit a fund for equipment of the intensive care unit of Deaf Smith General Hospital.

Antique dealers from Oklahoma City, Des Moines and six cities in Texas will show their wares. The public is invited to look and buy items on display. There will be a variety of collectors' items on sale: furniture, china and glass, metals and jewelry, early American and Texas pioneer pieces.

Mrs. Wesley Gulley is general chairman from the sponsoring

club and Mrs. Cameron Gault is ticket sales chairman. Tickets priced at a dollar may be bought in advance from club members and will be available at the door during the show.

Three door prizes will be given each day. Merchandise for prizes has been contributed by the Chandler Gift Shop, Harold Close Drug, the Pants and Leona's Antiques; from Amarillo, Helen Harris' Antiques, This 'n' That and Grace Gentry's Antiques.

A ticket will admit the holder at any time the show is open. Hours are 1 to 10 p.m. Friday and Saturday, 1 to 6 p.m. Sunday.

Hereford dealers who will have show displays are Maarki Hutto and J.E. Sorrells. Out-

state dealers will include Forret's Antiques from Des Moines and Jean's Antiques from Oklahoma City.

Country Antiques of Plainview, Audrey McGuire's Antiques of Shallowater and J.R. Moore's Antiques of Pampa are to have exhibits. Dealers from Lubbock will be the Pandora Box and Leona's Antiques; from Amarillo, Helen Harris' Antiques, This 'n' That and Grace Gentry's Antiques.

Mrs. Bob Veigel is L'Allegria Club president this year. All members are assisting on show committees.

Mrs. Don Louder is schedule chairman, Mrs. Gerald Parker publicity chairman and Mrs. Hugh McCrary properties chairman.

Oldham County CowBelles Organize, Name Leaders

Oldham County CowBelles were formally organized at a lunch in Jesse's Restaurant at Wildorado, with six members of the Hereford group present to assist in installing officers. The visitors were Mmes. Bob Josseland, Olen Caviness, Reece Lawson, C.F. Newsom, Jim Perrin and Mary Gibson.

They and other Hereford members aided and encouraged women from Vega, Wildorado, Adrian, Dawn and other Oldham County communities in forming the new organization, which has 50 initial members.

Duties of officers were briefly outlined by Mrs. Josseland, Hereford president, as she installed Velma Tanner as president, Alma Zaring and Johnnye Doshier vice

presidents, Lorraine Fite secretary, Laverne Harwell treasurer, Louise Cranmer historian and Zeta Sharp parliamentarian.

Appointed officers and chairmen are Mary Lou Spinhrne, reporter, Susan Browning, ways and means chairman; Janie Axe, publicity; Brenda Perkins, legislative; Irma Burns, Constitution and bylaws, June Cleavinger, Beef For Fathers Day; Sarah Simmons, finance; Shirley Scott, hospitality.

On the telephone committee are Linda Denney and Ruth Curtsinger of Wildorado Frances Engle and Audrey Gruhkey of Adrian, Betty McNaughton and Mayme Berry of Vega.

Save 20% on our steel belted radials.

Save 7⁸⁰

Sale 31²⁰ plus 2.53 fed. tax. Reg. 39.00 BR70x13 whitewall tubeless.

Survivor steel radial tire, 4 rayon belts and 1 steel belt on 2 Rayon body plies, 7 ply tread with wide wrap around tread design. Wide modern profile. No trade-in required.

Tire size	Save	Reg.	Sale	Plus fed. tax.
ERT0-14	9.60	48.00	38.40	2.65
FR70-14	9.80	49.00	39.20	2.91
GR70-14	10.20	51.00	40.80	2.88
GR70-15	10.60	53.00	42.40	3.06
HR70-15	11.00	55.00	44.00	3.17

Sale prices effective thru Saturday.

Save 25% on battery. Sale 20¹⁹

Reg. 26.95, Survivor 48, Twelve volt battery, Polypropylene plastic case. Sizes 24, 22F, 24F, 27, 27F, 72, 74, 77.

PENNEY'S BATTERY GUARANTEE: Should any Penney Survivor 48 Battery fail due to normal wear and tear within 18 months, we will replace it at no extra charge. After the replacement period but prior to the expiration date of the guarantee, J.C. Penney Company will replace the battery, charging only for the service of ownership, based on the current price at the time of return, pro-rated over the stated guarantee months.



Tune up special. Sale 19⁴⁴

Reg. 21.99, Most 4 cyl. American cars. Includes new points, plugs, condenser, rotor and cap. Adjustment of timing and carburetor. Most 6 cyl. U.S. cars. Reg. 25.33, Sale 23.44. Most 8 cyl. U.S. cars. Reg. 30.33, Sale 27.44. Clean air package special. Reg. 7.33, Sale 5.99.

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PENNEY'S 3 BIG DAYS THURSDAY, FRIDAY and SATURDAY. SEMI ANNUAL SIDEWALK Sale!

ENTIRE STOCK WOMENS WINTER JACKETS and COATS REDUCED Original to '58 ⁰⁰ NOW \$10 ⁹⁹ to \$38 ⁹⁹	Womens BETTER DRESSES Reduced From Regular Stock Save 20% to 60% Large Rack Assorted Styles and Colors Orig. to '28 ⁰⁰ NOW \$3 ⁸⁸ to \$16 ⁸⁸	Womens Reduced FASHION CLEARANCE Blouses \$1 ⁰⁰ to '4 ⁰⁰ Slacks \$5 ⁰⁰ to '11 ⁰⁰ Sweaters \$3 ⁰⁰ to '8 ⁰⁰ Blazers \$13 ⁰⁰ to '17 ⁰⁰ These Prices Have Been Reduced 20% to 60%	FAMILY SHOE CLEARANCE 500 PAIR FACTORY CLOSEOUTS and SOME REDUCED FROM REGULAR STOCK HURRY! Boys and Girls NOW \$4 ⁰⁰ - \$5 ⁰⁰ Mens (all types) NOW \$6 ⁰⁰ - \$14 ⁰⁰ Womens Casuals & Dress NOW \$4 ⁰⁰ - \$8 ⁰⁰ Extra Special Broken Sizes - Fashion Boots, House Shoes, Knits & Sandals \$2 ²⁹	SPECIAL PURCHASE Huge Selection MENS JEANS These are Cotton Denium and Brushed Cotton Bush Jeans and Some Dress Slacks Original '7 ⁰⁰ Ea. NOW 2 Pair \$7 ⁰⁰	26 Only Mens DOUBLE KNIT SPORT COATS Special Purchase Some Reduced Original to '39 ⁰⁰ SAVE NOW \$28 ⁸⁸	ENTIRE STOCK MENS WINTER JACKETS Reduced Reversible, Wools Parkas - Corduroy Dress or Work Original to '30 ⁰⁰ NOW \$15 ⁰⁰ to \$24 ⁰⁰
100% Nylon WOMENS GOWNS \$1 ⁹⁹	Monica Simone COSMETICS Huge Assortment Any 2 For \$1 ⁰⁰	Large Rack Womens Reduced PANT SUITS \$16 ⁸⁸ to \$43 ⁸⁸	WHITE GOODS SALE ON EVERY SHEET IN STOCK LAST THREE DAYS SALE \$1 ⁶⁶ Twin size Flat or Fitted Reg. 2.12 Soft White Muslins of Polyester/Cotton NO IRON Full Size Reg. 2.29 Sale 2.26 Pkg. of 2 standard pillow Cases reg. 1.39 Sale 1.26 SALE \$2 ²² Twin size Flat or Fitted Reg. 2.99/3.46 Decorator Muslins in Solids, Prints and Strips Full Size Sale 3.22 Queen Size Sale 5.32 King Size Sale 6.32	Men's Better SHIRT and SWEATER SETS Orig. '14 ⁰⁰ NOW \$10 ⁰⁰	Men's Polyester Better Knit SPORT SHIRTS Orig. '7 ⁰⁰ NOW \$5 ⁰⁰	Men's Knit Short Sleeve DRESS SHIRTS 2 For \$5 ⁰⁰
Nude Toe and Heel SANDAL FOOT PANTI-HOSE 88¢ Pair	Womens BETTER PURSES Reduced \$2 ⁸⁸ - \$5 ⁰⁰	Womens Plain or Print HEADSCARVES 2 For \$1 ⁰⁰		Mens All Weather COATS Texturized Polyester Plain or Plaids Orig. '55 ⁰⁰ NOW \$38 ⁸⁸	Entire Stock Men's Lined WINTER GLOVES Orig. to '7 ⁰⁰ NOW \$3 ⁹⁹	Mens Polyester Double Knit DRESS SLACKS Orig. to '19 ⁰⁰ NOW \$8 ⁹⁹
Ladies 100% NYLON BIKINIS Machine Wash 2 Pair 99¢	5 Only WOMENS WIGS Original '19 ⁰⁰ NOW \$5 ⁰⁰	Womens Nylon Luxury Quilted WINTER ROBES Short \$5 ⁸⁸ Long \$8 ⁸⁸		Men's Winter CAPS Nylon - Corduroy Knits \$1 ⁹⁹	Entire Stock Men's Winter FLANNEL SHIRTS Orig. '5 ⁰⁰ - '6 ⁰⁰ NOW \$3 ⁹⁹	Mens One Piece INSULATED WORKSUITS Machine Wash \$19 ⁹⁸
Entire Stock Boys Winter JACKETS NOW \$10 ⁹⁹ - \$14 ⁹⁹	Boys Warmly LINED GLOVES Orig. '3 ⁰⁰ NOW \$1 ⁹⁹	Stech PERSONAL FILES For INCOME TAX \$3 ⁹⁹ - \$4 ²⁹ - \$6 ⁶⁹		72" X 90" Polyester THERMAL BLANKETS \$4 ²⁹	Girls Fashion CLEARANCE Blouses \$2 ⁰⁰ - \$3 ⁰⁰ Sweaters \$2 ⁰⁰ - \$4 ⁰⁰ Slacks \$2 ⁰⁰ - \$5 ⁰⁰ Skirts \$2 ⁰⁰ Dresses \$1 ⁰⁰ - \$8 ⁰⁰ Pant Suits \$7 ⁰⁰ - \$11 ⁰⁰	Entire Stock GIRLS WINTER COATS-JACKETS \$8 ⁹⁹ - \$18 ⁹⁹
Boys Winter KNIT CAPS Entire Stock Orig. '1 ⁰⁰ NOW \$1 ⁰⁰	1 Large Table REDUCED ITEMS Ladies Blouses \$1 ⁰⁰ - \$3 ⁰⁰ Mens Shirts \$2 ⁰⁰ Mens Ties Reg. \$3 ⁰⁰ 99¢ Boys Sweaters 2/17 ⁰⁰ Wash Cloths 25¢ Girls Gym Shorts 99¢	Large 20" X 26" 100% Polyester BED PILLOWS 2 For \$3 ⁸⁸		PIECE GOOD BONANZA SALE 100% Polyester Double Knits Plains, Jacquard and Crepes Orig. '3 ⁰⁰ NOW \$2 ⁹⁹ Yd. Printed Cotton Terry Cloth Orig. '1 ⁰⁰ NOW 66¢ Yd. Corduroy Plain or Prints Orig. '1 ⁰⁰ - \$1 ⁰⁰ NOW \$1 ⁰⁰ Yd. Cottons and Acrylic Orig. '1 ⁰⁰ - \$2 ⁰⁰ NOW 50¢ Yd. Jersey Prints Orig. '2 ⁰⁰ NOW 99¢ Yd. Checked Scersucker Orig. '1 ⁰⁰ NOW 99¢ Yd. Bellwether Solid Sports Cloth Orig. '1 ⁰⁰ NOW \$1 ²² Yd. REMANTS 20% to 40% OFF	40" X 81" Polyester CURTAIN PANEL 99¢ Ea.	Girls Winter FUR CAPS Reduced Orig. '4 ⁰⁰ NOW \$2 ⁹⁹

Some Limited Quantities and Broken Sizes So Be There Early For Best Selections THURSDAY - FRIDAY & SATURDAY.

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Let's Cook

Low-Calorie Food With Flavor Aids Weight Loss

By SANDY INMAN
Brand Staff Writer

"ONE OF the lecturers at Weight Watchers told me at my first meeting 'This is the first day of the rest of your life' and for me it has been ever since," exclaims Mrs. Max Bridges. Her success in attaining a desired weight is due to following a diet with low-calorie food that she has learned to prepare in various ways. She likes to share recipes with other would-be losers.

"I had tried every diet imaginable to lose weight. At one point I ate only grapefruit, and when I realized that wasn't helping, I went on another crash diet."

says the young homemaker. "In five months I had lost a total of 35 pounds and 21 inches."

AS A MEMBER of the club, the dieter stresses that in order to reach a set weight goal, it is up to the individual to stay on the controlled balanced diet. "The main objective of the diet," says Mrs. Bridges, "is to eat larger quantities of the right foods and try to eliminate foods which contain a high calorie content."

"Being overweight made me feel both physically ill and mentally depressed. I was short of breath with just a little exertion and I didn't enjoy life the way I once did," says Mrs. Bridges.

The young dieter was first introduced to the club by a close

friend, who had lost a considerable amount of weight as a member. "I was very impressed because I saw for myself just how effective the plan is."

For a tasty meal Mrs. Bridges prepares Pizza Treat and as a low calorie dessert she makes Gelatin Mold.

PIZZA TREAT
1 slice white bread
Tomato sauce (1/4 cup of tomato juice cooked to 1/2 of its use)
2 oz. hard cheese, cut up
Oregano to taste
Garlic powder if desired
Toast bread. Spread lightly with tomato sauce. Put cheese on top. Sprinkle with oregano and garlic powder. Broil until cheese is melted. (Serves one).

GELATIN MOLD
2 cups dietetic carbonated beverage (any flavor)
1 envelope unflavored gelatin
Pour 2 Tbsp. beverage in 1 qt. bowl. Sprinkle gelatin over beverage and allow to soften. Heat remaining beverage to a boil. Dissolve thoroughly and place in refrigerator until firm. (Diced fresh fruit or berries may be added.)

BEFORE her marriage in 1969, Mrs. Bridges was Sharon Lewis. The couple lives at 129 Ave I.

"Several months after we were married, my husband was drafted into the army. When he had completed two years of military service, we bought our



Mrs. Max Bridges ... after weight loss

house that we are now living in."

"We more or less had to start our life over since it had been interrupted, but it was a challenge we had to accept. Since that time, I have been busy furnishing our home," she says.

Both enjoy hunting, fishing and entertaining for small groups of friends and are members of the First Baptist Church. Mrs. Bridges is employed at Gibson's Pharmacy as a pharmaceutical assistant and her husband works at Vernon Lewis' Exxon Station.

Nursing Service Is Topic

Nursing as it is practiced in hospitals today was discussed on the program of La Afflatus Estudio Club Tuesday afternoon, with Kathryn Actor, director of nurses in Deaf Smith General, as the guest speaker.

The program was one in the club's study course this year, which reviews various community services in Hereford. Mrs. A.B. Higgins was program chairman and introduced the speaker.

Mrs. A.N. Hopsen gave the Thought For The Day on the topic, Art Of Living.

Also present were Meses. Sam Morgan, Ira Ott, Lottie Clark, George Suggs, B.F. Markham, Marlin Gilliland, Emmitt Hale, Cecil Braly, Misses Madeleine Bell and Della Stagner.



Mrs. Jerry D. McCaslin ... former Anne Ellsworth

Couple In Hereford Home After Mexico Honeymoon

Mr. and Mrs. Jerry Don McCaslin, married in Houston, have been at home at 1310 West Park since their return from a trip to the Pacific coast of Mexico.

The bride is the former Elizabeth Anne Ellsworth, daughter of Mr. and Mrs. Ralph Irving Ellsworth of Houston. Parents of the bridegroom are Mr. and Mrs. Carl G. McCaslin, 409 East Fifth and he is associated with the Carl McCaslin Lumber Co.

The marriage ceremony was read by William J. McRae of the Believers Chapel at Dallas, in St. Luke's Methodist Church at Houston. In addition to the bridegroom's family, Mr. and Mrs. Ben Childers of Hereford were among the guests.

Sisters of Miss Ellsworth were her attendants, Miss Jane Ellsworth as maid of honor, Misses Nancy and Katherine Ellsworth bridesmaids. Butch McCaslin was his brother's best man, Ed Cox of Dallas and George Oge of Tyler the groomsmen.

Garth Merrick, Ted McWhorter and Tim Gearm of Hereford were ushers with

Tommy Barrow and Ray Tolson of Dallas.

The bride's costume was of sentimental significance; she wore a pencil-slim gown of Swiss embroidered silk organza with cummerbund of plain organza belonging to a friend, Mrs. Don Jackson of Aledo. Her shoes and a handkerchief she carried were from her mother's wedding ensemble.

She bought her Brussels princess lace veil in Europe for the wedding. Her bouquet was of gardenias, stephanotis and greenery.

Bridesmaids' dresses were of red plaid taffeta with solid red midriff and slightly flared skirt. The wedding reception was in the Ellsworth home, with Mrs. Jackson pouring punch and Mrs. Dan Parker serving the bride's cake. Mrs. Richard Wallenstein of Austin was at the guest book.

Mrs. McCaslin was employed as an interior designer in Dallas after her graduation from the University of Texas at Austin, where she was a member of Kappa Kappa Gamma. McCaslin is a graduate of UT at Austin and Southern Methodist University. His fraternity is Phi Delta Theta.

Trip To Weather Bureau Made

Weather bureau functions were studied by 24 members of Happy Hustlers 4-H Club who made a field trip to Amarillo recently and visited the offices located at the old Amarillo airport building.

Members learned how weather reports are obtained from other parts of the country, how local weather records are made by use of instruments and weather balloons.

Len Slesick, television weather broadcaster, conducted a complete tour of TV station KVII, where the group watched video-taping in progress, saw themselves on closed-circuit television and had an opportunity to meet the station's newsmen.

Adults who accompanied the 4-H'ers were Mrs. B.G. Cotton, Mrs. Eugene Zinser, Mrs. Jim Ogle and Roger Sanders.

Best Of Press

Temporary
Many men who think they have closed their eyes to temptation are only winking.
-News, Breda, Ia.

Timely Warning
You can't change the past, but you can ruin the present by worrying about the future.
-Sun, Sac City, Ia.

JANUARY WHITE SALE

UNIFORMS

All 100% Polyester and Dacron/Nylon Cord Dress and Pant set uniforms! All machine washable. Petite, Missy and Half Sizes.

SAVE \$1 TO \$3... CHOICE OF THE HOUSE.

\$7.99 \$1.00 off
\$8.99 to \$10.99 \$2.00 off
\$11.99 and up \$3.00 off

mode o'day
SUGARLAND MALL

SIDEWALK SALE!

INSIDE

Group LADIES PANTS 1/3 OFF	Group LADIES BLOUSES Long Sleeve 1/3 OFF	Ladies SHIRT JACKETS 1/3 OFF
Group Ladies WESTERN SUITS 1/3 OFF	Ladies Denim Justin PURSES and BILLFOLDS 1/3 OFF	Group Tony Lama LADIES BOOTS \$30⁰⁰

Group Reg. '\$50⁰⁰'
TONY LAMA BOOTS Now \$32⁵⁰

Group
BOOTS
Tony Lama
WELLINGTON BOOTS \$29⁹⁵

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BOOTS
Tony Lama
SEAL BOOTS Reg. '\$59⁰⁰'
Now \$49⁹⁵

Clearance Group
TEXAS BOOTS \$20⁰⁰ Now

Group MEN'S SUITS 1/3 OFF	MEN'S SHIRT JACKETS 1/3 OFF	Close Out On Group Of KNIT JEANS Reg. '\$14 ⁰⁰ ' \$6⁰⁰	Group MEN'S SHIRTS 1/3 OFF
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BOOTS & SADDLE

WESTERN WEAR
ACROSS FROM SUGARLAND MALL

Sidewalk Sale

at GATTIS SHOE STORE

GIGANTIC SEMI-ANNUAL CLEARANCE SALE

We have regrouped and reduced all sale merchandise. Many styles have been added to our sale collection at special reduced markdown-prices. Hurry in to our store this Thursday, Friday, and Saturday to take full advantage of our tremendous sale prices. All sales final, please. No Refunds, No Exchanges, No Returns.

Men's Shoes FREEMAN-H.I.S.-WM. JOYCE-PEDWIN HUSHPUPIES Sale Grouped From Values to \$33.99 Good selection of styles \$10⁹⁰ to \$22⁹⁰	Boy's Shoes JUMPING JACKS-KAPTAIN KLINK Group 1 Group 2 Boots - Waffle Stomper Low Cut & Ankle-Hi Waffle Stompers \$5⁹⁰ \$8⁹⁰ & \$9⁹⁰	
For the Kids CRAZY KEDS 3 color combinations Reg. Price \$5.99 Sidewalk Sale Only \$2⁹⁰	For the Boy's & Men KEDS TRIUMPH-OXFORD All sizes white with black Stripes Reg. Price \$10.99 Sidewalk Sale Only \$4⁹⁰	
For the Ladies KEDS CRICKET OXFORD White or Beige 1-Eyelet Type Reg. Price \$5.99 Sidewalk Sale Only \$3⁹⁰	LADIES SHOE GROUP 1 Dress & Casual Styles Red Cross-Cobbies-Socialites-Bibiannas Reg. Value \$19.99 to \$23.99 SALE PRICE \$10⁹⁰	LADIES SHOE GROUP 2 Red Cross-Cobbies-Socialites-Bibiannas Reg. Value \$19.99 to \$23.99 SALE PRICE \$14⁹⁰
LADIES SHOES - GROUP 3 Large Group of Casual & Sport Styles Hush Puppies-Personality-Moxees-Dates'N-Debs-Pocos-Bandolinos Front Row Reg. \$14.99 to \$24.99 SALE PRICE \$10⁹⁰	LADIES SHOE GROUP 4 Moxees-Daniel Green-Dates-N-Debs-Front Row SALE PRICE Ladies Fashion Boots - Reg. \$16.99 to 24.99 Ladies Fashion Boots - Reg. \$10.99 to 16.99 Special Collection - Clogs - Sale Price NOW \$8.90 NOW \$8.90 NOW \$4.90	

All Sales Final - No Refunds - No Exchanges - No Returns

GATTIS SHOE STORE

in Sugarland Mall

Paper Drive Announced

A paper drive starts today, sponsored by the Muscular Dystrophy TADS (Teens Against Dystrophy) to collect paper of all kinds from Hereford homes. Not only newspaper, but old patterns, sacks, cardboard, IBM cards or whatnot may be contributed in this drive, except magazines and similar slick paper. The teenage collectors ask that the paper be in neat bundles or boxes. A telephone call will bring someone to pick up the paper, or information where it can be taken in the caller's neighborhood. Calls may be made to the Grady Swindell home, 364-1236; the Al Harris home, 364-1577; 364-3946 or 364-1192.

RECIPE

By Sarah Anne Sheridan

Never before has the butcher sold so many pounds of hamburger as in the last few years. Use shoulder, bottom round, chuck or bits of well flavored meat.

Barbecued Meat Balls

2 lbs ground beef
2 eggs slightly beaten
1/2 c milk
2 t prepared mustard
2 t salt
1/2 t pepper
1/2 t nutmeg

Mix and shape into 1 1/2 inch balls. Pan-broil. Serve with barbecue sauce.

Barbecue Sauce

1 medium sized onion
2 T fat
2 T vinegar
1 t chili powder
1 t salt
1/4 c lemon juice
2 T brown sugar
1 c catsup
3 T Worcestershire sauce
1/2 t prepared mustard
1 c water
1/2 c celery cut up
Few drops Tabasco sauce

Brown onion in hot fat. Add remaining ingredients. Simmer for 30 minutes. Pour over meat balls.



March Of Dimes Cans Out

Mrs. Garre Lowrance of the Hereford Jaycee-Ettes puts out the first collection can for the Hereford Mothers March of Dimes Campaign. Ed Ramey, field representative with the March of Dimes in Lubbock, stands with her as Ernest Garcia, assistant manager of Gibson's, watches from the back. The Jaycee-Ettes are sponsoring the March of Dimes drive locally which is set to begin next week.

Programs Are Combined In Progressive Club

Two programs were combined for Progressive Extension Club at its meeting Tuesday afternoon in Mrs. Tom Morgan's home. The previous January meeting would have fallen on New Years Day, and was canceled.

Speaking on Requirements For Citizenship, Argen Draper, county extension agent, reminded members that a duty for persons who are already citizens of the United States is to vote in such elections as those for city, county and school officials which will be held this year.

Mrs. H.L. Hershey added humor with a reading, To Spank Or Not To Spank, which included Bible quotations, and Mrs. Dick Fellers read the Ten Commandments For Parents.

Mrs. Jesse Lopez and Mrs. James Murrell were guests. Other members present were Mrs. Pete Carmichael and A.B. Jacob.

Today's Music Set For Program

Contemporary music by a folk-rock group from Amarillo, The Windmill, will make up a program open to the public, sponsored by the Music Study Club March 11 to climax its study of contemporary music, it was announced at the club's meeting Monday afternoon.

Mrs. J.R. Allison and Mrs. Mack Cansler were hostesses in the Allison home. The program featured music of the late 1960's and the 1970's, introduced with the comment that music has become the deepest means of communication in our culture.

Mrs. Wes Fisher was program leader.

Mrs. Lynton Allred sang Close To You, a composition by Bert Bacharach who has been called the Leonard Bernstein of folk music. Mrs. Buddy Peeler was her accompanist. Mrs. Bill Brady played Brian's Song, by LeGrand, as an organ solo.

Songs by McKuen followed. Mrs. Dale Young sang The World I Used To Know, accompanied by Mrs. Ken Walser; Mrs. Allen Cansler, Walser and Young formed a trio to present If You Go Away, with Mrs. Wayne Thomas at the

piano; Mrs. Cansler's solo was Jean.

A group that sang Aquarius and Let The Sun Shine, by MacDermut, and Joy To The World, by Axton, included Mrs. W.T. Carmichael, T.W. Roberson, C.J. Mountz, J.C. McCracken and Ed Line.

Three new members, Mrs. Jack Rogers, Joe Schultz and Walsler, and a guest, Mrs. Don Henslee, were welcomed.

Rehearsals are in progress for an operetta, Quest Of The Gypsy, to be presented in February at Kings Manor Garden Room. Members

completed plans for the program they will give for the County Federation of Women's Clubs at a Jan. 28 luncheon. Music Study Club is one of the hostess clubs.

Those at this week's meeting included Miss Frances Dameron and Mrs. Joe Hacker, W.E. Dameron, Paul Lyons, A.J. Schroeter, Tom Burdett and Ellis Coombes.

N.F.L. security aide looks into drug charges.

Soviet to exchange crop data with U.S.

Small Talk

By SUE COLEMAN
Women's Editor

IT LOOKED like a kindergarten class in session, Jessie Ann Davis and Marian Godin admitted when they glanced over the bunch of women who were cutting, coloring and pasting Monday evening to make decorations for the Chamber of Commerce banquet tonight.

They are co-chairmen of the annual task, no small one, of decorating the Bull Barn. Women's Division members in the chamber take on the job of decorating for a dinner for 800 or more, and it takes more than a couple of bouquets or a dozen balloons to dress up anything as large as the Bull Barn.

They scorn such trite decor, anyhow, and come up with a clever theme every year. One year they manufactured cactus for a western theme; this time it's cattle and baskets of grain and vegetables.

Last-minute work has to be done today and the chairmen say there will be work all day, beginning about 9 o'clock, or daylight by DST. Anybody who wants to help is cordially invited to drop by at any time, and work as long as the inclination lasts.

SHE CAME over for her grandson's wedding, and Mrs.

Earl Ruffe of Sun City, Ariz., stayed for a visit in the Leroy Williamson home; she is Mary Williamson's mother.

The just-married grandson is Kim Williamson, whose bride was Karen Gamblin of Sunray. The wedding was in a Sunray church Saturday evening of last week, and the Williamson family were guests in the home of Edna Sneed, who used to live here.

The other grandmother, Mrs. Willa K. Williamson, didn't get to go to the wedding. She does want friends here to know that she is a resident now in South Hills Manor at Dimmitt, where she loves to have visitors.

WE KEEP hearing tales of drastic type weather in different parts of the country, and the California coastal regions seem to have had their share lately. It's not the snow that fell down south around Los Angeles, but torrential rains at Arcadia that Cora Johnson's daughter wrote about to her.

She is Mrs. Sam Hoover of Arcadia, and she says more than nine inches of rain fell in a storm there, doing considerable damage. The Hoovers' main complaint was that they had to drain their swimming pool twice to get rid of all the water!

Teen Leaders Hold Workshop

A mini-workshop to inform club officers of their responsibilities, simple parliamentary rules and meeting planning, was conducted at the Deaf Smith County 4-H Teen Leaders Association at a meeting Monday.

In three parts, the program was presented by Mrs. Jim Ogle, adult leader, Joyce Shipp and Robert Devin, county extension agents.

A teen dance to be sponsored by the association Feb. 22 was discussed, as well as the lunch stand to be operated by 4-H'ers at the Young Farmers Junior Livestock Show.

Each 4-H member and leader will supply either 10 fried pies, a nine-inch pie or two dozen iced brownies for sale at the stand. Those who will donate meat for the chili are asked to notify the extension office.

ON POOR NATIONS

President Nixon has asked Congress for \$1.5-billion more as the United States contribution to the International Development Association, which funnels long-term, low-cost loans to the world's poor nations.

New blood test for lung cancer.

Nuclear-power plants behind schedule.



GROUP BOY'S & GIRLS SHOES Broken Sizes & Styles \$2.97 Values to \$11.00	REGULAR '1" UPHOLSTER MATERIAL 2 YDS. \$3.00 INSIDE STORE	MEN'S KNIT PANTS VALUES to \$12.00 SALE PRICE \$8.77	GROUP MEN'S SPORT & DRESS SHIRTS \$3.00
LADIES HOUSE SHOES FUZZY'S & SLIDES \$1.88	GROUP POLYESTER DOUBLE KNIT Short Lengths \$1.67 INSIDE STORE	MEN'S COLORED T SHIRTS and U SHIRTS Reg. \$1.35 to \$1.50 \$1.00 EA.	SPECIAL GROUP LADIES PANTY HOSE 3 Pr. \$1.00
Spirit PANTY HOSE 67" Pr. 3 Pr. \$2.00	3 BARGAIN TABLES YOU GUESS WHAT'S ON THEM WE DON'T KNOW	DOUBLE RACK CHILDRENS CLOTHES DRESSES JACKET PANTS REDUCED	1 RACK MEN'S JACKETS REDUCED TO SELL \$5.99 to \$9.99
GROUP LADIES BLOUSES & SHRINKS 1/3 to 1/2 Off	FEW PIECES LEFT DISCONTINUED LUGGAGE 1/2 Price	DOUBLE RACK WOMENS KNIT PANTS PULL ON STYLES \$5.50	LADIES FLANNEL GRANNY GOWNS 2 FOR \$5.00
BROKEN GROUP COORDINATES PANTS TOPS JACKETS REDUCED	LARGE RACK LADIES GOWNS PAJAMAS ROBES DUSTERS REDUCED	2 RACKS LADIES DRESS PANT SUITS 20 to 30% Off	GROUP MEN'S PANTS \$5.00 LOTS OF STYLES
ANTHONY'S IN THE MALL!	BIG BARGAIN TABLE • SHEETS • CURTAINS • TABLE CLOTHS • PURSES • SPREADS • LOTS OF OTHER ITEMS	1 RACK LADIES SHORT COATS \$20.00	

CALENDAR OF EVENTS

- THURSDAY**
North Hereford Extension Club, home of Mrs. Roger Williams.
DAR, home of Mrs. Jeff Smart, 103 Fir, 4 p.m.
Bay View Study Club, Community Room of First National Bank, 2 p.m.
Summerfield Study Club luncheon, home of Mrs. J.B. Noland, noon.
Red Cross Volunteers' luncheon, K-Bob's Steak House, noon.
Wyche Extension Club, home of Mrs. Norman Hodges, 2:30 p.m.
AARP, Community Center, 7 p.m.
Chamber of Commerce Banquet.
VFW, VFW Clubhouse, 8 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.
- FRIDAY**
Garden Beautiful Club, home of Mrs. Ray Cowser, 3 p.m.
L'Allegra Antique Show January 18-20, opens at Community Center, 1 p.m.
Bud To Blossom Garden Club, home of Mrs. B.W. Sisson, 114 Liveoak, 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**
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
El Llano Study Club, style show at Gaston's in Sugarland Mall, 8 p.m.
Kappa Iota Chapter of Beta Sigma Phi Sorority, at First National Community Room, 7:30 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**
Pioneer Study Club luncheon, Hereford Country Club, 11:30 a.m.
Heritage Extension Club, home of Mrs. Lupe Gonzales, 612 Blevins, 7 p.m.
Veleda Study Club in Mrs. John Poindexter's home, 8 p.m.
Lone Star Study Club, in home of Mildred Elliott and Mrs. J.J. Durham, 147 Ranger, 3:30 p.m.
Hereford Art Guild, Community Center, 7:30 p.m.
Sunshine Club, home of Mrs. Elmer Jones, 7:30 p.m.
North Hereford Extension Club, home of Mrs. Blanche Hardin, 2:30 p.m.
Rebekah Lodge, Odd Fellows Hall, 8 p.m.
Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.
Calorie Patrol TOPS Club, Community Center, 10 a.m.
BPOE Lodge, Lodge Hall, 8:30 p.m.

WALF PRICE WALF PRICE

SALE

All of our winter DRESSES PANT SUITS FORMALS SPORTSWEAR LINGERIE

1/2 price and LESS

Sweetbriar

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400 SUGARLAND DRIVE

9 WALLET SIZE COLOR PORTRAITS
99¢

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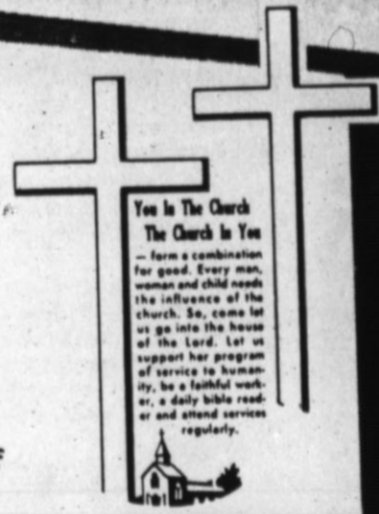
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HIS
HAND

On the ceiling of Sistine Chapel, Michelangelo brings to life some of the most spectacular Old Testament depictions. In one panel portraying the Creation, he shows God reaching out His powerful right hand to Adam, thereby sending out that necessary spark of life which began the history of man. In this familiar scene, the figure of God emanates such power and force that it seems to dominate the rest of the picture. It even diminishes the agony and passion of Adam, the embodiment of longing, searching and lost mankind. Yes, if we were to examine the picture more fully, we would see that not only is God reaching out to Adam, but Adam is also reaching out to touch God. He is virtually straining every fiber in his body to affect this two-way interchange. Michelangelo said it all with the deft strokes of his brush. All too often we are aware that the huge, powerful, healing hand of God, is reaching out to us without realizing that His hand won't reach all the way. Just like Adam, we must reach out in return. God's open hand is waiting --- where is yours?



Williams Newspaper Features Syndicate
Box 231 - Fort Worth, Texas

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Christian Fellowship in the Fullness
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- CHURCH OF THE NAZARENE**
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- GRACE GOSPEL CHURCH**
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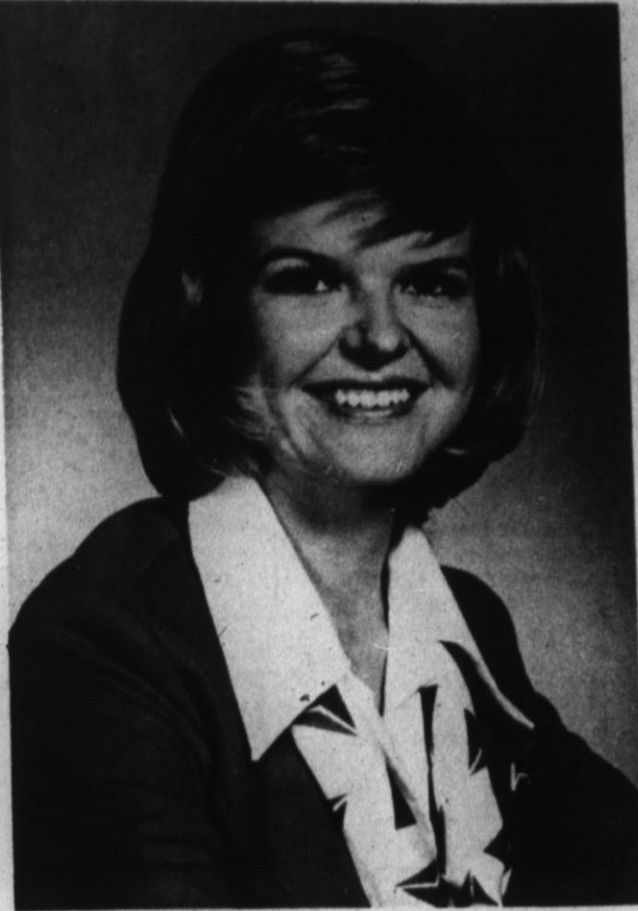
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**THE SUNDAY BRAND
THE HEREFORD BRAND**
Phone 364-2030

COIN OPERATED MAYTAG LAUNDRY
Two Locations: 213 13th
1009 Park Ave.
Herb and Dennis Edwards, Owners

Doll Bride Show Viewed By Club



Hostess Airborne

Jan Kay Durham has "won her wings" and is now a stewardess with Delta Air Lines. Daughter of Mr. and Mrs. Milton R. Durham, Hurst, Tex., she completed the four-week training course at Delta's Stewardess School at the Atlanta Airport and is now proudly wearing the chic uniform of the nation's fifth largest airline. She is based in Dallas. Miss Durham is a graduate of Hereford High School and attended West Texas State University.

In 18th century France, elaborate paper dolls cost up to \$7,500 a piece, and adults played with them in the streets.

Dolls dressed like the 16 White House brides who date from 1793 to 1971 were displayed by Mrs. Glenn Reeve of Friona, who presented the program for La Plata Study Club Tuesday evening in Mrs. Jay Boston's home. Mrs. Wendell Clark was in charge of the program and introduced Mrs. Reeve.

Her collection of dolls which she has dressed authentically, has been shown in cities over the Panhandle. A clubwoman who enjoys painting, playing the organ, gardening and sewing, Mrs. Reeve has done research on the brides' costumes and on the background of each marriage, finding much of her information in the book titled White House Brides.

She told of one event in the 1800's when only \$100 was spent on the entire wedding; in contrast, \$5,000 was the cost of the bride's gown when President Grant's daughter married, and wedding gifts to the couple were valued at \$75,000.

Of those married in the White House, eight were daughters of presidents, one married a president's son and one married the president. Three were blondes, 13 brunettes or with auburn hair, Mrs. Reeve said. Most recent of the brides was Tricia Nixon.

When Lynda Bird Johnson was wed 500 members of the

press attended, but a wedding in the last century was covered with only one sentence in a newspaper, Mrs. Reeve related with other interesting facts.

In the business period with Mrs. J.C. Brown presiding, members voted to donate \$30 to the Mental Health-Mental Retardation Center here.

Time of future meetings this season was changed to 8 p.m. because of the daylight savings time plan.

Refreshments were served to the program guest and 18 members.

Out of Orbit



"THIS TIME I BROUGHT ALONG SOME COLORING BOOKS"

GASTON'S SUGARLAND

\$UPER \$PECTACULAR \$AVINGS
\$UGARLAND
\$IDEWALK \$ALE

... And at Gaston's we have it all ... Reductions you will not believe ... In every department ... Inside and on the mall as well!

SIDEWALK SALE

SEE US FOR \$UPER \$AVINGS!

THURSDAY - FRIDAY

SATURDAY



GASTON'S SUGARLAND

3 - BIG DAYS!

DUCKWALL'S

CLIP COUPONS ...and SAVE 3 BIG DAYS

Sugarland Mall

<p>VALUABLE COUPON Jan. 17, 18, 19 Listerine Antiseptic 20 oz. 73¢ Our Reg. \$1.24 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 7 oz. Crest Toothpaste Reg. or Mint 2.96 Our Reg. 78¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Bufferin 100's 93¢ Our Reg. \$1.37 Limit 1 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Lilt Home Permanent Special or Body Wave 77¢ Our Reg. \$1.33 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Sudden Beauty Hair Spray Super, Reg. or Unscented 16.2 oz. 2.10 Our Reg. 77¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Everynight Shampoo Balsam, Lemon or Herb 8 oz. 66¢ Our Reg. \$1.07 Limit 1 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Tame Creme Rinse 16 oz. with 4 oz. Free Reg. or Body 87¢ Our Reg. \$1.43 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Vaseline Intensive Care Lotion 15 oz. with Pump 77¢ Our Reg. \$1.34 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Body All Deodorant 5 oz. 66¢ Our Reg. \$1.09 Limit 1 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Cutex Polish Remover 3 oz. 21¢ Our Reg. 39¢ Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Purepac Vitamin C 250 mg. 100's 2.10 Our Reg. 99¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Hanson Dietetic Scale 16 oz. - 500 gram Capacity \$1.97 Our Reg. \$2.99 Limit 1 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Bounty Jumbo Towels Assorted Colors 3 Rolls For 3.99 Our Reg. 47¢ Limit 3 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Charmin Bathroom Tissue White 4 in. Pkg. For 2.79 Our Reg. 57¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Puffs Tissues White or Colors 200's For 3.86 Our Reg. 42¢ Limit 3 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Hytone Envelopes 100-6 3/4" Size 23¢ Our Reg. 38¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Kinesrip 6" x 9" 26¢ Our Reg. 59¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Hytone Theme Book Wide or Narrow Rule 2.44 Our Reg. 44¢ Limit 2 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Kitchen Puffs Nylon 5.10 Our Reg. 35¢ Limit 5 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Vinyl Coated Drip Dry Hangers Ass. Colors Set of 8 67¢ Our Reg. 99¢ Limit 2 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 SCRABBLE CROSSWORD Game No. 17 \$2.97 Our Reg. \$4.33 Limit 1 with Coupon</p>
<p>VALUABLE COUPON Jan. 17, 18, 19 Snack & Store Tables Assorted Colors \$1.17 Our Reg. \$1.89 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Magazine Rack Brass Plated 99¢ Our Reg. \$1.59 Limit 1 with Coupon</p>	<p>VALUABLE COUPON Jan. 17, 18, 19 Combs 10 in Pkg. 17¢ Our Reg. 39¢ Limit 2 with Coupon</p>

JANUARY CLEARANCE

All Clearance items reduced even further for our SEMI-ANNUAL SIDEWALK SALE



FABRIC CLEARANCE
VELVET & SUEDE LOOK
SUITING
Values to **88¢** Yd.
COTTON & POLYESTER BLENDS
100% Cotton
Values to **47¢** Yd.

SELL IT FAST! BUY IT RIGHT! USE WANTADS!

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
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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
New & Used Saddles
HIGGINS & SOUTH TEXAS ST.
PHONE 364-3583 1B-1-13-1c

"CARPET"
Financing Available

CARPET
PLAINS AND N. 25 MILE AVE.
PHONE 364-3448 1B-1-26-1c

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

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

RCA WHIRLPOOL commercial ICEMAKERS — Sales and Service — Brown Sheet Metal. 1B-1-11-62-1c

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-1-25-1c

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, 226 Main, Hereford. 1B-1-4-1c

WATER BEDS
Southwest Carpet, 209 Park Avenue. Phone 364-1763. 1B-1-41-1c

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)

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 1B-1-20-1c

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 1B-1-35-1c

See Our Line Of Bargains On New and Used Furniture and Appliances
Open week days 9 to 12 1 p.m. to 6 p.m. Sat. 8 to 8
BIG JIM'S FURNITURE
Higgins & So. Texas St.
Phone 364-1873 1B-1-19-1c

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

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

Oak fire wood for sale. Phone 364-1127 or 364-5264 after 5:00 p.m. 1B-1-10-11c

For Sale: 4 month old Brittany Spaniel Puppies. Registered ADC. Call 364-1717. 1B-1-12-1-1c

FREIGHT DAMAGED
Electrophonic 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 1B-1-2-1c

For Sale: AKC Boston Terrier puppies. \$75.00 each. Call 364-2605. 1B-1-10-2-1c

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

REPRO STEREO
Electrophonic 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 \$246.00 or take over \$10.00 monthly payments at:
MARTINS SOUND CENTER
Corner of Georgia & I-40
Amarillo, Texas 1B-1-2-1c

8x40 Mobile Home for Sale. 2 bedrooms. Phone 364-0929. 1B-1-10-2-4c

For Sale: Registered quarter horse mare. 11 years old. Phone 258-7709. 1B-1-10-29-4c

HAYGRAZER Heavy Grained
4,000 bales. Johnsongrass 3500 bales. \$50.00 ton. 364-0484. 1B-1-11-29-4p

FOR SALE
Dinettes, \$79.95 and up.
Living room suits \$179.95 and up.
(While they last - Free commode or coffee table with every living room set in stock.
1973 stereos at close-out prices. Financing available with approved credit.
Plains Finance & Furniture
906 So. 25 Mile Ave.
1B-1-29-1c

HANNAH'S husband Hector hates hard work so he cleans the rugs with Blue Lustre. Rent electric shampooer \$1.
Hereford Hardware
1B-1-21-29-2c

FOR SALE:
1-Sylvania Deluxe Music Center
2-Color TV Antenna
3-Remington 700 BDL Varminter 243 with scope
4-Turquoise jewelry
O'Dell M. Arbogast
715 So. 25 Mile Ave.
Phone 364-8996 1B-1-29-2c

SALE ALL MONTH OF JANUARY ON NEEDLEPOINT - RUGS - QUILTTOPS - CHRISTMAS KITS - CREWEL.
Dan's
5th Avenue,
Canyon, Texas
1B-1-17-29-4c

30" electric range, white. One year old. Holmes, 124 Ironwood. Evenings 364-6520, days 364-2222. 1B-1-14-29-2c

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

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

For Sale: 1968 Volkswagen Fastback. Very low mileage. Loaded. Call K.M. Cowan, 364-4241. 1B-3-12-3-1c

For Sale: 1967 Chevrolet Pickup. 4 sp. transmission, 4 wheel drive. Clean & good. Call Cameron Gaul, 364-2330. 1B-3-17-3-1c

For sale by owner: 1972 Cutlass Olds S. Phone 364-0062 or Dimmitt 647-4612. 1B-3-13-2-1c

MILBURN MOTOR COMPANY
We pay cash for Used Cars
136 Sampson
Phone 364-0077 1B-3-33-1c

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

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

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

1971 Chevrolet Monte Carlo. One owner, excellent condition. 364-6435. 1B-3-10-29-1p

1971 Dodge Custom 1/2 ton long wide, full power and air, V8 and automatic, tool box. Excellent shape, only 23,000 miles. Benny Womble, 364-0882 or 364-0832. 1B-3-25-29-1c

1972 98 Olds. All electric. 28,000 miles. \$3,800.00. J.M. Dawson, 328 East 4th, Phone 364-0640. 1B-3-14-29-1c

2. FOR SALE Farm Equipment

See Us For Parts-Sweeps-Chisels for
Graham (Home) Plows DAVIS IMPLEMENT
409 EAST FIRST
Phone 364-2811 1B-2-35-1c

PA 100 International Oil Field Special Motor with extra heavy crankshaft. For natural gas. Rated h.p. 110 at 1200 RPM. Call Water Industries, Inc. 364-3109. 1B-2-25-29-2c

Diesel tanks 3,000 to 18,000 gallons. Pressure tanks 50 to 6,000 gallons. 364-0484. 1B-2-13-29-4p

See Us For
Mayrath Grain Augers
Also have parts in stock
DAVIS IMPLEMENT
409 EAST FIRST
Phone 364-2811 1B-2-35-1c

For Sale: Oswalt Manure Spreader for tandem truck. Excellent condition. Call 806-249-2242 or nites, 806-249-2247. 1B-2-13-51-1c

3. FOR SALE Automobiles

1970 Dodge Charger Rt-388. Air condition, factory tape deck, new paint, mags and tires. 364-0597. 1B-3-16-3-2c

For Sale: 1968 Volkswagen Fastback. Very low mileage. Loaded. Call K.M. Cowan, 364-4241. 1B-3-12-3-1c

For Sale: 1967 Chevrolet Pickup. 4 sp. transmission, 4 wheel drive. Clean & good. Call Cameron Gaul, 364-2330. 1B-3-17-3-1c

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MILBURN MOTOR COMPANY
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WALKER'S USED CARS AND TRUCKS
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SELECTED USED TIRES \$3.00 UP
30 Day Guarantee
MONTGOMERY-WARD AUTOMOTIVE SALES
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NEW & USED CARS
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1972 98 Olds. All electric. 28,000 miles. \$3,800.00. J.M. Dawson, 328 East 4th, Phone 364-0640. 1B-3-14-29-1c

4. REAL ESTATE For Sale Or Trade

For Sale — To Be Moved By Buyer — 36'x28' frame stucco - 2 br. house, \$7,500 sq. ft. Phone 364-2213 days; 364-3126 evenings. 1B-4-20-29-4c

For Sale: 2 bedroom house to be moved. New carpet, paint, paneling. Call 289-5925. 1B-4-14-3-4c

340 Choice irrigated acres. Strong water. Underground pipe. 1/2 in wheat. 806-364-0491. 1B-4-12-29-4p

5. FOR RENT

APARTMENTS, FURNISHED. 1 and 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath.
FORREST AVENUE APARTMENTS
Phone 364-1887 1B-5-4-1c

FURNISHED one and two bedroom apartments. Inquire 112 Avenue H, Apt. 36. 1B-5-12-46-1c

Unfurnished one bedroom duplex. Bills paid, couple only, no pets. References needed. Phone 289-5757. 1B-5-14-48-1c

SUMMERFIELD MOBILE MANOR
FIRST MONTH FREE. 7 miles West on Hwy. 60. Phone 357-2552. 1B-5-15-10-1c

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

Office for rent. Answering service available. **AGRI-SCIENCE CENTER**, 1500 West Park, Phone 364-5822. 1B-5-14-19-1c

For Lease: Old Lockwood Grader Building. Contact S.T. Wiseman 364-1752 or 258-7265 or Leroy Williamson, 364-1933. 1B-5-14-51-1c

Storage for rent. Phone 364-1483 or 364-3937. 1B-5-10-50-1c

DIAMOND VALLEY MOBILE HOME PARK
600 & 700 Block Avenue H, Sioux & Cherokee, 700 Block Avenue G. Phone 364-1483 or 364-3937 1B-5-50-1c

FOR LEASE OR SALE
Commercial building (8,000 sq. ft.) Prime location - corner Main and 2nd St. Hereford, Texas. Priced to sell (Financing available at 7% per cent). Call Collect for details:
Geo. Masso
512-682-6191 or 512-682-8091 1B-5-1-10c

TRAILER SPACE FOR RENT
Northwest Mobile Lodge
Phone 364-1108 1B-5-10-13-1c

For Rent: Trailer space at 217A Avenue A. Paved street and drive. Phone 364-8533. 1B-5-14-27-1c

Office building. Lease, sell or trade. Call Gene Campbell, 364-0780. 1B-5-10-28-1c

2 bedroom trailerhouse for rent. \$125.00. Bills paid. Call 364-0064. 1B-6-11-3-2c

Attractive 3 room furnished house with carpet. \$96.00 per month. Water, gas paid. Couple or single only. No pets. Call 364-3796. 1B-5-21-3-1c

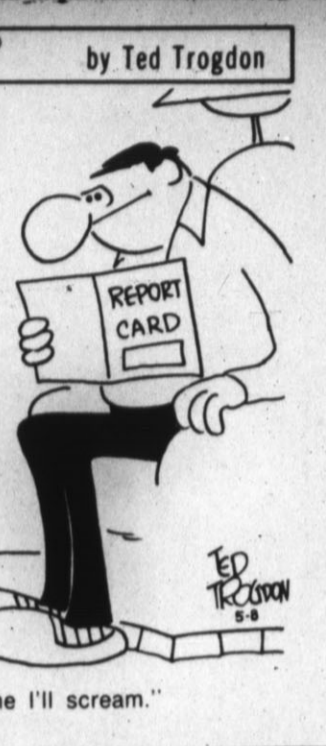
6. WANTED

WANT: Pasture for cattle. O.G. Hill 364-1871 or 364-4741; Foster Hill, 364-4217 or 364-4741. 1B-6-14-17-1c

WANTED — CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 364-0165. 1B-6-13-6-1c

Wanted: White Persian Cat. Call 289-5533. 1B-6-10-3-1c

Wanted: People to bring small motors, lawn mowers, etc. 1/2 hp to about 30 hp, up to 4 cycle engines. Power mechanic students at La Plata need experience working. Cost, parts plus little or no labor. Contact Tommy Saul, 364-4648 or 364-5082. 1B-6-3-3c



"If you touch me I'll scream."

BEAUTIFUL COUNTRY HOME
One acre of ground, 3 bedrooms, 2 1/2 baths, all builtins, 2700 sq. ft. Beautifully landscaped. \$36,000.
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 room 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
FARMS
Dry land with good cotton allotment. Reasonably priced.
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.
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.
LOOK, YOU'LL BUY
Large 3 bdrm. 1 bath, kitchen, living room, basement. This is a nice older home for only \$13,500.00.
HICKORY STREET
Sharp 3 bdrm. brick, double garage, fully carpeted, ref. air, must see to appreciate. Reasonable down payment, assume existing loan.
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.
1120 ACRES
approx. 400 cultivated, 5 small wells, \$50,000.00 down, bal. terms. Priced right, call for details.
NORTH PLAINS
954 acres, all cultivated, on paving, 5 irrigation wells, Priced \$450.00 per acre, good terms available.
HAMBY REAL ESTATE OFFICE
Calvin Edwards — 364-3566
Gerald Hamby — 364-1017
Chuck Weemes — 364-1534
J.M. Hamby — 364-2563

EQUAL HOUSING OPPORTUNITY 1B-4-29-1c

8. HELP WANTED

Man for countersales and delivery. Apply in person to 1107 West First Street. An equal opportunity employer. 1B-8-17-3-1c

MISSOURI BEEF PACKERS INC.
is now accepting applications for beef loggers, production workers, maintenance men and kill floor personnel.
We offer:
+Year around employment
+Paid vacations
+Paid holidays
+Company paid group Hospital insurance
+Good wages
+No experience necessary
Apply at Personnel Office of Missouri Beef Packers Inc., Friona Texas, 4 miles West of Friona on Hwy. 60. We are an equal opportunity employer. 1B-8-39-1c

Couples work together building a business. Start part time and grow. We train. Phone for interview. 364-2329 after 6:00 and weekends. 1B-8-21-26-1c

Hide room labor wanted.
We offer:
+Good pay
+Paid vacation
+Paid hospitalization
Colorado By-Products
3 1/2 miles West Hwy 60
Phone 276-5331 days;
364-2495 nites 1B-8-42-1c

MISSOURI BEEF PACKERS, INC.
is now accepting applications for female production workers. No experience necessary, but must be willing to learn and work. This is year around employment, not seasonal. We offer:
+Paid vacation
+Paid holidays
+Company paid group hospital insurance
+Good wages.
Apply at Personnel Office of Missouri Beef Packers, Inc. Friona, Texas. 4 miles West of Friona on Hwy 60.
We are an equal opportunity employer. 3B-8-14-1c

RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate. 1B-8-16-39-1c

IMMEDIATE OPENINGS
Due to the expanding growth of national firms, PINKERTON'S INC. is in need of 3 full time and 2 parttime security guards in the Hereford area.
+No experience necessary
+Uniforms & equipment supplied at no cost
+Paid vacation
+Profit sharing
+Excellent benefits.
Call Sgt. Vaughn, 364-4044. An equal opportunity employer. 1B-8-28-4c

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 1B-8-29-3c

Deaf Smith General Hospital has openings in the Dietary Department. Apply in person at the Business Office. 1B-8-17-29-4c

AVON
Even if you're over 55 but still want to be active... Investigate the Avon earning opportunity. As an Avon Representative, you'll sell quality products in your spare time on a flexible schedule, and meet new people, too! For more information, Call: 364-5189 or 364-0640. 1B-8-29-2c

FREIGHTLINER MECHANIC-DRIVER. Rebuild trucks, trailers, California produce long haul required. 364-0484. 1B-8-12-29-4p

MILLWRIGHT. To rebuild cattle pellet feedmill and operate. 806-364-0491. 1B-8-10-29-4p

TEXAS OIL COMPANY
Has opening in Hereford area. No experience necessary. Age not important. Good character a must. We train. Air Mail A.K. Dickerson, Pres., Southwestern Petroleum Corp., Ft. Worth, Tex.
B-8-3-1c

WANTED:
Experienced farm hand. Salary open. Prefer family man. House, pickup, utilities furnished. References required. Contact D.V. Phipps, Box 35, Welch, Texas. Phone 806-489-3664 only at nights.
B-8-2-2c

Need several part time sales people. Morning and evening work, \$160 per hour. See Mrs. White at Holiday Motor Hotel, Monday, January 21st at 10:00 a.m.
B-8-24-3-2c

9. SITUATIONS

Will do baby sitting in my home. Nice neighborhood. Drop-ins welcome. 364-2135.
B-9-13-27-6c

Baby sitting in my home. Phone Alice Gilleland, 364-4175.
B-9-10-26-tfc

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

Semi-private room and board for two women on retirement income. No invalids or convalescents. Phone 276-5333.
B-9-17-2-4c

Will do baby sitting, 227 Aspen. Phone 364-5860.
B-9-10-3-3c

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

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 364-3778
1/2B-10-34-tfc

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-10-12-4fc

11. BUSINESS SERVICE

B.L. Jones CONCRETE CONTRACTOR
We will do your finishing or give you a turnkey job. Free Estimates. 246 16th Street Phone 364-6617
B-11-21-tfc

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-tfc

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

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-tfc

KIRBY VACUUMS
Rebuilt with genuine Kirby Parts. \$59.95 & up, two year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Ph. 364-0122
B-11-35-tfc

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-tfc

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

DRAGLINE SERVICE
TAILWATER
PIT CLEANING
DUMP TRUCKS
30 TON CRANE
BOBBY GRIEGO
Day Phone 364-0574
Night - 364-2322
B-11-14-tfc

FRANK WESTER CEMENT CONTRACTOR
107 BRADLEY Residential-Commercial Turnkey Job Straight finish Phone 364-5169
B-11-39-tfc

DON'T TOSS IT - REGLOSS IT. Furniture repaired and refinished. Call Tom Tompkins, 806-287-5831 collect.
B-11-27-10p

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

AAA WRECKER SERVICE
HEREFORD WRECKING COMPANY
Day Phone 364-0380
NIGHTS 364-4099 and 364-2675
T-11-39-tfc

MARK ARMOR HOUSE PAINTING
Interior-Exterior
127 Beach
Phone 364-3203
B-11-3-4c

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-tfc

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

13. LOST & FOUND

LOST: Four year old bay gelding branded "TJ" on left hip. Call 276-6602.
B-13-13-29-2c

STRAYED: Steer calves from Art's Corner branded with Backward "C" on left shoulder. Call 289-5649 or 289-5707.
B-13-17-3-4fc

NEWS VIEWS

Golda Meir, Israeli Prime Minister:
"I've come to Washington, come to a friendly country, a friendly government and a friendly President."
Robert H. Bork, Acting Attorney General:
"I am not going to walk out of this job... as the man who in any way compromised any investigation."

You've Never Seen Such Thorough Service STOP IN SOON
Phillips "66" Products EAST SIDE "66"
Rocky Stewart
1363 E. 1st 364-2644

EXPERT REPAIR on BUICK PONTIAC GMC TRUCKS JOHN ORSBORN
Free Pickup phone 364-0990
HOME OWNED



MR. FREDERIC TAUBES of Haverstrew, New York. To study under Frederic Taubes, distinguished American art instructor and one of the world's leading authorities of paint techniques is, an unforgettable experience. Under his guidance the student can acquire a wealth of knowledge and technical information which could hardly be gathered in years of conventional art study. Mr. Taubes' record as an artist-education writer is without parallel. His paintings are in 27 museums and public collections throughout the United States. He has published 46 books on painting techniques and esthetics. Mr. Taubes will conduct a lecture, demonstration workshop in Amarillo Feb. 9-10, 1974. The fee is \$10.00 per session or \$35.00 for all 4 sessions to be held both morning and afternoon each day. Send \$10.00 deposit to hold your reservation to Alice Baldwin, 7702 Broadway, Amarillo, Texas 79108.

Key Food Buying Ideas Resolved

"Food buying" resolutions for the new year are in order now, a consumer marketing expert advises.
Mrs. Gwendolyn Clyatt cited food as "one of the major family expenditures" today and pointed to a need for wise consumer habits in food buying. The consumer marketing information specialists with the Texas Agricultural Extension Service, Texas A&M University System, suggested the following "resolutions" for 1974:
-I'll learn more about foods so I can fill the nutritional needs of my family at a reasonable cost.
-I'll take time to get acquainted with normal prices—at more than one store—so I can recognize a bargain when I see one.
-I'll build the week's menu around plentiful, in-season foods.
-I'll build the week's menu around plentiful, in-season foods.
-I'll study food ads for bonafide buys and seasonal bargains before I go shopping.
-I'll have a shopping list, but I'll keep it flexible to allow for "finds."
-I won't buy on impulse—not often, anyway.
-I'll look for net weight and nutrition labeling—even if it forces me to bifocals before my time.
-I'll learn how many mouths I can feed with a given amount of different foods in their different forms.
-I'll try to avoid wasted leftovers, and I'll buy in quantity only when I have safe, adequate storage space.
-I'll buy for value, not for premium offers or contest entry blanks.
-I won't be "taken in" by gadgetry, fancy packaging or flamboyant advertising.
-I will, once in a while, throw caution to the wind, but only when I—not some ad man—can say, "Tonight, to heck with the budget!"

DANCE MOONLIGHTER
Each FRIDAY & SATURDAY NIGHT ADULTS ONLY
Ice and Setups Available No liquor for sale MUSIC-POOL-DANCE Arrangements made for private parties, for every occasion. For reservations call Days 364-0964 or 364-1780. Nites 364-9829
1-mile north of Hereford Hwy 385

DANCE MOONLIGHTER
OPEN 7 P.M.
MONDAY THRU THURSDAY WITH NO COVER CHARGE
LIVE BAND FRIDAY & SATURDAY NITES
WITH 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

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

WRESTLING WCHA LIBRE
SATURDAY JAN. 19 8:00 PM
DOUBLE MAIN EVENT
DORY FUNK vs. KILLER KARL KOX Jr.
BOUNTY MATCH
Dick MURDOCH vs. Hank JAMES
Tag Team Match
The BEAST & BURK vs. Alex PEREZ & TAPIA
Leo El Gran
HEREFORD BULL BARN

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

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

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

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

COMMONWEALTH THEATRES
NOW SHOWING!
He's a GOOD COP... On a BIG BIKE... On a BAD ROAD
Electric Slide
IN COLOR IN BLUE
SAT. ONLY 1:30-3:30-5:30 7:30-9:30
WEEKDAYS 7:30-9:30
STAR

Starts SUNDAY
Wild as the swamps that spawned her, She pumped HOT BLOOD and HOT LEAD!
STARRING CLODIA JENNINGS PLAYMATE OF THE YEAR
GATOR BAIT
HALF ANIMAL... ALL WOMAN
SUN. ONLY - 4:30-6:30 8:10-9:40
STAR WEEKDAYS 7:45 9:35

Starts TONIGHT!
THE MARTIAL ARTS MASTERPIECE!
Sights and sounds like never before!
COME PREPARED
LEARN THE SECRET OF THE 5 FINGERS OF DEATH
PLUS!
NAKED UNDER LEATHER
THE TITLE TELLS A LOT BUT THERE'S A LOT MORE TO SEE!
ALAIN DELON MARIANNE FAITHFULL
GATES OPEN 7:00 TO 8:00 SHOWTIME 7:30
TOWER DRIVE IN

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



SHOP FURR'S FOR A

Lower Tape Total

REDEEM YOUR COUPONS RECEIVED IN THE MAIL FOR **200 FREE GOLD BOND STAMPS**

STORE HOURS
MONDAY THRU SUNDAY
8:00 A.M. to 11:00 P.M.

100 STAMPS FREE—100 STAMPS WITH PURCHASE OF \$5.00 or MORE

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

PRICES IN THIS AD ARE EFFECTIVE THRU 1-19-74.

WE REDEEM USDA FOOD STAMPS

APPLES RED DELICIOUS GOLDEN DELICIOUS, OR RED ROMES 4 LBS. FOR	\$1.00	FRYERS USDA INSP. LB. 36¢	SIRLOIN ROUND	FURR'S PROTEIN STEAK LB. \$1.39
LETTUCE CALIFORNIA ICEBURG LB.	19¢	BACON FARM PAC FRONTIER SLICED SLAB, LB. 99¢	RIB STEAK CLUB STEAK	FURR'S PROTEIN STEAK LB. \$1.39 FURR'S PROTEIN STEAK LB. \$1.65
POTATOES ALL PURPOSE RUSSET 10 LB. BAG	89¢	PERCH FILLET TOP FROST LB. 99¢	T-BONE CHUCK RANCH	FURR'S PROTEIN STEAK LB. \$1.69 FURR'S PROTEIN STEAK LB. \$1.09
CABBAGE FRESH GREEN SOLID HEADS, LB.	10¢	Delicatessen 1 Lb. Bar-B-Q Beef 1 Pt. Pinto Beans 1 Pt. Potato Salad 1 Pt. Buttered Corn All For \$4.29	RUMP ROAST	FURR'S PROTEIN STEAK, LB. \$1.29 FURR'S PROTEIN STEAK, LB. \$1.29
ORANGES CALIFORNIA NAVELS LB.	5 FOR \$1.00			
NUTS WALNUTS, ALMONDS, FILBERTS OR BRAZILS,	59¢			

CANDY BABY RUTH OR BUTTERFINGERS 6-BAR PACKAGE	39¢	DOUBLE GOLD BOND TUESDAYS AND WEDNESDAYS with \$2.50 purchase or more
CORN OIL FOOD CLUB 32-OZ. BOTTLE	99¢	CRISCO 3 LB. CAN \$1.19
CORN FOOD CLUB CREAM STYLE OR WHOLE KERNEL GOLDEN NO. 303 CAN	4 FOR 88¢	FOLGERS COFFEE ALL GRINDS 1 LB. CAN 99¢
DRESSING FOOD CLUB FRENCH 8-OZ. BOTTLE	39¢	89¢
INSTANT TEA FOOD CLUB 3-OZ. JAR	98¢	29¢
COCA COLA OR 7Up RETURNABLE 32 OZ. BOTTLES	19¢	4 FOR 88¢
SPINACH FOOD CLUB NO. 303 CAN	23¢	
IVORY LIQUID DETERGENT 30" OFF 48-OZ.	89¢	
TOPCO BLEACH 1/2 GALLON SIZE	29¢	
GREEN BEANS FOOD CLUB CUT NO 303 CAN	4 FOR 88¢	

Frozen Food Favorites

BROCCOLI TOP FROST FRESH 10-OZ PKG. FROZEN, CHOPPED	25¢
PIES TOP FROST MINCE OR PUMPKIN 24-OZ.	39¢
HONEY BUNS MORTON FRESH FROZEN 9-OZ.	45¢
MINI-DONUTS MORTON FRESH FROZEN 10-OZ. PKG.	58¢
TOPPING WHIP TOP FROST 10 1/2 OZ.	39¢
ICE CREAM BORDENS ASSORTED FLAVORS ROUND 1/2 GAL.	89¢

ART LINKLETTER'S MONEY-SAVING SUGGESTION!

TOPAZ STONEWARE

THIS WEEK CUP **49¢**
Regular Price 79¢

START NOW—COLLECT A FULL SET

NO PURCHASE NECESSARY

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

Bordens Dips and Sour Cream 8 oz. 3/99¢ Buttermilk 1/2 GALLON 55¢
Del Monte PRUNE JUICE QT. BOTTLE 49¢

THIS COUPON ENTITLES YOU TO **SAVE 40¢**

MARYLAND CLUB COFFEE

2-LB. CAN WITH COUPON **\$1.77**
WITHOUT COUPON **\$2.17**

EXPIRES 1-19-74
LIMIT ONE COUPON PER FAMILY

CRACKERS SUNSHINE 1-LB. PKG. **45¢**
PIZZA MIX CHEF BOY-AR-DEE 15 3/8 OZ. **67¢**
GARLIC SALT SCHILLING 3 3/4 OZ. **37¢**

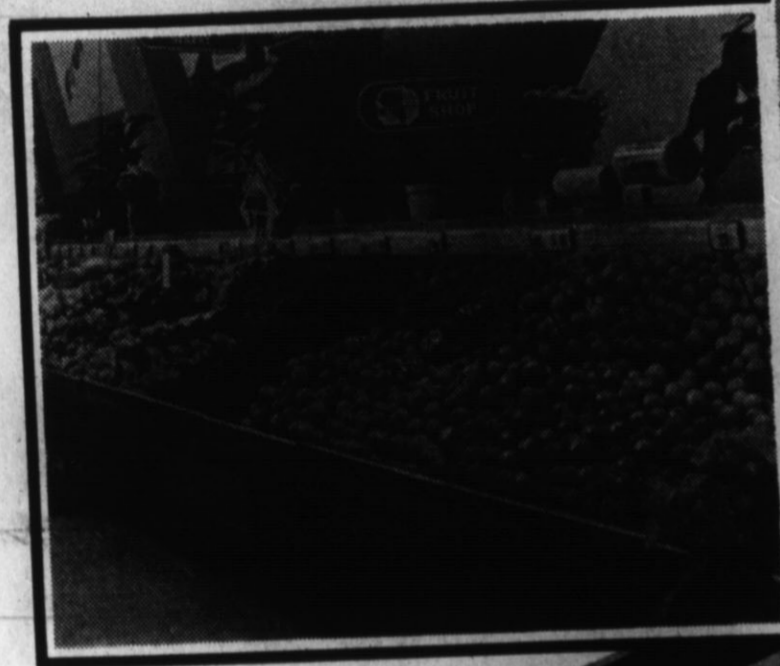
KOTEX SANITARY NAPKINS REG. OR SUPER BOX OF 24's 77¢	DURAFLAME FIREPLACE LOGS EACH LOG BURNS 3 HOURS IN COLOR CASE OF 6 \$4.29	MOTOR OIL TOPCO REGULAR 20 or 30 W 29¢	BABY SOFT FACIAL TISSUE 200 COUNT ASST. COLORS 5 FOR \$1.00	Colgate MFP TOOTH PASTE COLOGATE 5-OZ. TUBE 57¢	RAZOR BLADES WILKERSON STEEL D/E 5-COUNT 39¢ TALCUM CASHMERE 10-OZ. 79¢
KITCHEN SINK SET TRANSCO 5-PC DRAINER TRAY, SOAP DISH, SCRUBBER, UTENSIL TRAY \$2.49	BATTERIES EVEREADY SUPER 99 PACKAGE OF 2 43¢	POLAROID FILM NO. 108 COLOR \$3.99	SHAVE CREAM COLGATE REGULAR OR MENTHOL LIME OR BAY RUM 11-OZ. CAN 41¢	BUFFERIN TWICE AS FAST AS ASPIRIN BUFFERIN 100's 99¢	SHOP Furr's MIRACLE PRICES

Join the "savers" at the...

Grand Opening

Celebration

of Your Excitingly Colorful **IDEAL** Food Store!



Opens 8 A.M.
Thursday Jan.
1105 West Park
Avenue...
Hereford, Texas

Register Now For These Grand Opening Prizes!

No obligation, nothing to buy...
 You need not be present at time
 of drawing to win.

You must be 18 years of age to register.
 Winners will be announced at store and
 notified by mail or phone.

1st. Prize
19-INCH
 DIAGONAL PICTURE
R.C.A.
 PORTABLE
COLOR T.V.
 WITH WALNUT CABINET

Register each time
 you visit your new
 Ideal in Hereford

2nd. Prize
COMPLETE
ARGUS
HOME MOVIE
KIT

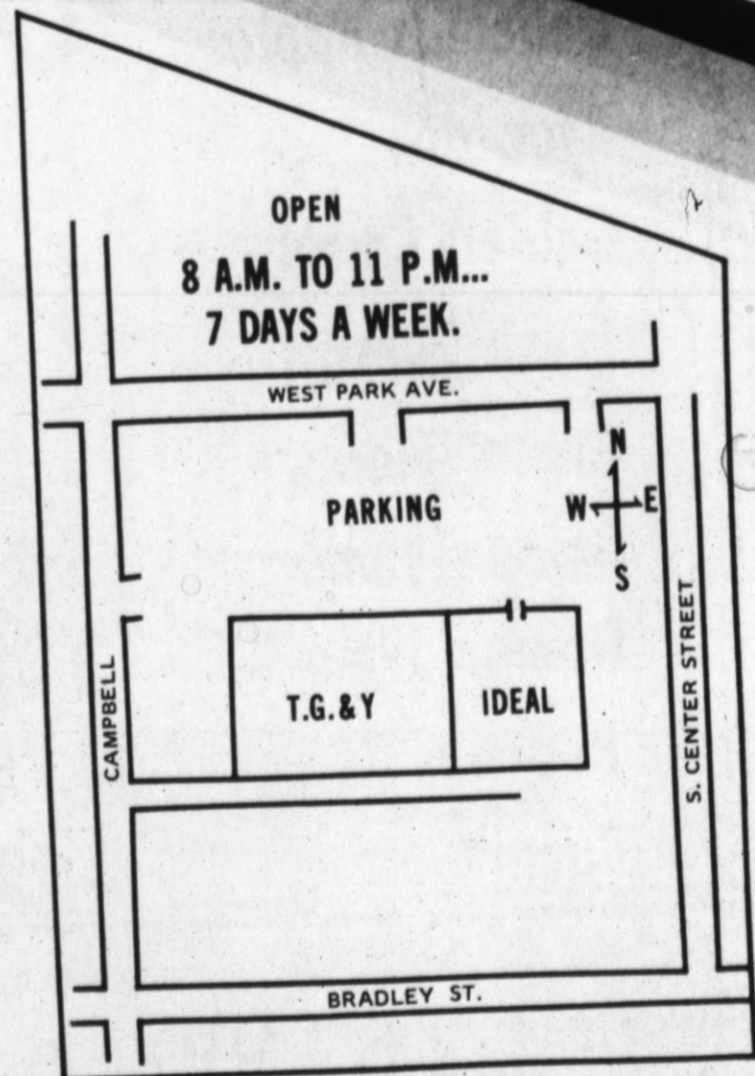
including Super Eight instant
 load electric eye camera with
 zoom lens. Movie light with
 flood lamp, Argus Holiday Super
 8 Projector, Holiday E-Z Splice,
 four size AA batteries, one roll of
 Kodachrome 11 movie film and
 carrying case with strap

3rd. Prize
 MODEL 1149 DIAL-A-MATIC
HOOVER
UPRIGHT
SWEEPER

COMPLETE WITH
 ATTACHMENTS

Nothing to buy...
 No obligation...You
 need not be present to win.

DRAWINGS WILL BE HELD AT 5 P.M. SATURDAY, JAN. 26th.





Grand Opening

Free Gunn Bros. Stamps with every 10¢ purchase at your brand new Ideal!

5 - LB. BAG OF
Holly Sugar
FREE!
WITH PURCHASE OF 6 WESTINGHOUSE EYE-SAVER LIGHT BULBS AT REGULAR COST. LIMIT 1 DEAL PER CUSTOMER.

6 1/2 - OZ. BAG OF
Fritos Corn Chips
BUY ONE FOR ONLY
37¢
GET SECOND ONE . . .
FREE!

PKG. OF 8 MEL-O-CRUST
Hamburger or Hot Dog Buns...
BUY ONE FOR ONLY
37¢
GET SECOND ONE . . .
FREE!

10 - OZ. PKG. AMERICAN BEAUTY
Elbo Macaroni
BUY ONE FOR ONLY
30¢
GET SECOND ONE . . .
FREE!



Welcome to Green Market Street. . . .
CROSSROADS OF FRESHNESS AND VALUE IN FARM-FRESH PRODUCE.

COLORADO Russet Potatoes 20 - LB. BAG **\$1.39**

TEXAS RUBY RED Grapefruit 18 - LB. BAG **\$1.49**

CALIFORNIA Navel Oranges 5 LBS. **\$1.00**

EXTRA FANCY RED Delicious Apples 4 LBS. **\$1.00**

LARGE FLORIDA Avocados 3 FOR **\$1.00**

TENDER CALIFORNIA Golden Carrots 1 - LB. BAG **15¢**

PURPLE TOP Fresh Turnips LB. **19¢**

TEXAS GROWN Green Cabbage LB. **10¢**

U.S. NO. 1 Golden Yams LB. **24¢**

FRESH FLORIDA Orange Juice QUART 59¢ 1/2 - GAL. BTL. **89¢**

POPS-RITE Popcorn 4-LB. BAG **79¢**

LONG GREEN SLICING Cucumbers EA. **19¢**

the right price on the right foods...right now!

MARYLAND CLUB ALL GRINDS **Coffee** 1 - LB. CAN **88¢**
LIMIT 1 WITH \$5 PURCHASE

ENRICHED FLOUR **Gold Medal** 5 - LB. BAG **78¢**
LIMIT 1 WITH \$5 PURCHASE

PURE VEGETABLE SHORTENING **Crisco** 3 - LB. CAN **99¢**
LIMIT 1 WITH \$5 PURCHASE

SAVE...RIGHT NOW! **Hunt's Ketchup** 32 - OZ. JUG **46¢**
LIMIT 2 WITH \$5 PURCHASE

STAR-KIST LIGHT MEAT **Chunk Tuna** 6 1/2 - OZ. CAN **38¢**
LIMIT 3 WITH \$5 PURCHASE

the right price on the right foods...right now!

DEL MONTE CUT **Green Beans** 16 - OZ. CAN **18¢**
LIMIT 3

DEL MONTE HAWAIIAN **Pineapple Juice** 46 - OZ. CAN **34¢**
LIMIT 2

DEL MONTE CREAM OR WHOLE KERNEL **Golden Corn** 16 - OZ. CAN **19¢**
LIMIT 4

DEL MONTE SLI, CHUNK OR CRUSHED **Pine-apple** 15 1/2 - OZ. CAN **25¢**
LIMIT 3

DEL MONTE **Garden Spinach** 16 - OZ. CAN **18¢**
LIMIT 4

DEL MONTE SLI, CHUNK OR CRUSHED **Pine-apple** 15 1/2 - OZ. CAN **25¢**
LIMIT 3

DEL MONTE CREAM OR WHOLE KERNEL **Golden Corn** 16 - OZ. CAN **19¢**
LIMIT 4

DEL MONTE SLI, CHUNK OR CRUSHED **Pine-apple** 15 1/2 - OZ. CAN **25¢**
LIMIT 3

DEL MONTE **Garden Spinach** 16 - OZ. CAN **18¢**
LIMIT 4

CAMPBELL'S **Tomato Soup** 10 1/2 - OZ. CAN **10¢**
LIMIT 6

KEEBLER **Zesta Saltines** 1-LB. BOX **34¢**
LIMIT 3

ALL FLAVORS **Jell-o Gelatin** 3 - OZ. PKG. **10¢**
LIMIT 6

WILDERNESS CHERRY **Pie Mix** 21 - OZ. CAN **48¢**
LIMIT 3

KRAFT SALAD DRESSING **Miracle Whip** 32-OZ. JAR **68¢**
LIMIT 1

HUNT'S SLICED OR HALVES **Cling Peaches** 29 - OZ. CAN **34¢**
LIMIT 3 WITH \$5 PURCHASE

Celebration!



SWIFT'S PREMIUM TENDER-GROWN 'FLAV-R-PAK'

WHOLE FRYERS

GRADE A FRESH DRESSED . . .

Tender-Grown is the name given by Swift Dairy & Poultry Company to a chicken that is specially bred to be plump and meaty while it's still young and tender. "Flav-R-Pak" is Swift's newest method of processing fresh chicken. It is cleaned inside and out and perfectly dressed. It is then packaged and chilled to 28 to 32 degrees F. — just cold enough to freeze the moisture within the meat but not cold enough to freeze the meat. The fresh chicken is rushed by a special refrigerated truck to your store where it is immediately refrigerated. This promises you the finest freshest chicken.



1105 West Park Avenue
Hereford, Texas
Open 8 A.M. to 11 P.M.
7 Days a Week...
Prices effective thru
Saturday, Jan. 19, 1974
Limit rights reserved.
No Sales to dealers.

35¢
LB.



SWIFT'S PREMIUM GRADE 'A'
Cut-up Fryers..... LB. **39¢**

SWIFT'S PREMIUM FRESH FRYER PARTS		
Breasts RIBS ATTACHED	Legs TENDER MEATY	Thigh's PLUMP JUICY
YOUR CHOICE		LB. 69¢

QUARTER PORK LOIN
Assorted Pork Chops
99¢
9 TO 11 MEATY CHOPS

ARMOUR STAR
Sliced Bacon
99¢
1 - LB. PKG.

ARMOUR STAR
Skinless Franks
69¢
12 - OZ. PKG.

BUTCHER BOY ASSORTED
Luncheon Meats 6 - OZ. PKG. **45¢**

CAMELOT ASSORTED
Chiffon Desserts 24 - OZ. CTN. **59¢**

CUDAHY BAR-S
HICKORY SMOKED
Cooked Hams
7 TO 9 - LB. SHANK PORTION
59¢
LB.
5 TO 7 - LB. AVERAGE
Rump Portion..... LB. **69¢**

COME SEE OUR HUGE SELECTION OF DELICIOUS....

Fresh Dairy Foods!

KRAFT, LIMIT 2 Parkay Oleo 1 - LB. QTRS. 32¢	CAMELOT MILD Longhorn Cheese 10 - OZ. PKG. 68¢
KRAFT PHILADELPHIA Cream Cheese 8 - OZ. PKG. 38¢	CAMELOT INDIVIDUALLY WRAPPED American Slices 12 - OZ. PKG. 84¢
IDEAL GRADE A Butter-milk 1/2 GAL. CTN. 58¢	IDEAL LARGE OR SMALL CURD Cottage Cheese 24 - OZ. CTN. 68¢

Fresh ALL MEAT Ground Beef
IN 3 - LB. PACKAGES OR MORE
79¢
LB.

Frozen Foods
MEADOWDALE FROZEN
Crinkle Cut Potatoes
5 - LB. BAG **96¢** LIMIT 2 PLEASE

MEADOWDALE FROZEN
Orange Juice..... 6 - OZ. CAN **18¢** LIMIT 4

BANQUET BEEF, CHICKEN OR TURKEY
Pot Pies..... 8 - OZ. PKG. **21¢** LIMIT 4

HUNT'S
Tomato Sauce..... 8 - OZ. CAN **9¢** LIMIT 6

BIG JOHN'S ASSORTED
Hamburger Fixin's..... PKG. **44¢** LIMIT 3

PURINA
Dog Chow..... 5 - LB. BAG **98¢** LIMIT 1

ELLIS HOT OR MILD
Chili with Beans..... 15 - OZ. CAN **43¢** LIMIT 4



WELCOME FOOD STAMP CUSTOMERS.

MEADOWDALE
Ice Cream
ALL FLAVORS
1/2 GAL. CTN. **68¢** LIMIT 1 PLEASE

in-store bakery

Visit our corner bake shop right inside the store. Get honest homemade flavor and freshness in every loaf of bread, pastry or cake that comes from our in-store ovens. Just follow your nose to old-time goodness and fresh baked flavor.



FRESH
Glazed Donuts
DOZ. **89¢**

FRESH ASSORTED
Variety Cookies
DOZ. **3 \$1.00**

DELICIOUS, FRESH
Banana Nut Bread.....LOAF **59¢**

ALL VARIETIES 7-INCH ICED
Layer Cakes.....EACH **98¢**

FRESH CHOCOLATE
Brownies.....6 FOR **59¢**

GENERAL MERCHANDISE AND HEALTH & BEAUTY AID SPECIALS!

ALL COLORS, COME 100%

Acrylic Yarn

MACHINE WASHABLE
4-PLY, 4-OZ. SKEIN

ONLY **68¢**
COMPARE AT 99¢

GILLETTE

Right Guard Deodorant

THE FAMILY DEODORANT

7-OZ. CAN

76¢

LIMIT 2 PLEASE

ELECTRIC

Westclox Alarm Clocks

ASSORTED STYLES
EXCEPTIONAL VALUE!

ONLY **\$3.99**
COMPARE AT \$5.98

LADY CAMELOT

Amplon Panty Hose

TWO SIZES
FIT ALL

46¢

PAIR
LIMIT 2 PAIR



General Merchandise

Here's a department designed to save you extra stops on your shopping trip. All kinds household needs, tools, kitchen gadgets, ready-to-wear, Panty Hose, electrical supplies, greeting cards... All at low supermarket prices!

Self Serve Deli

Loaded with delicious ready-to-serve salads, cole slaw, baked beans, gelatin salads, chiffon desserts plus favorite smoke meats, sausages and specialty cheeses at low supermarket prices.

BAKED BEANS, COLE SLAW, MACARONI SALAD, POTATO SALAD

Camelot Fresh Salads.....14-OZ. CTN. **47¢** 24-OZ. CTN. **79¢**

Visit Our Pharmacy...

Here's a valuable time-saving convenience new to supermarketing in Hereford! Now you can have your prescriptions filled as you shop for foods.

In a special hurry? Have your doctor phone 364-6861... We'll have your order ready when you arrive!

Household Needs...

SOFT PLY ASSORTED

Bath Tissue.....4-ROLL PACK **36¢**

SOFT PLY ASSORTED
Facial Tissues.....BOX OF 200 **22¢**
LIMIT 4

SQUIRE
Blue Detergent.....49-OZ. BOX **64¢**
LIMIT 2

BUY QUALITY

IT'S CHEAPER

IN THE LONG RUN

at Hereford Meat Market, Inc.

CHUCK WAGON
2 LB. PACKAGE
\$1.97

FRESH
PORK STEAK LB.
99¢

FRESH
PORK ROAST LB.
89¢

FRESH
FRYERS LB.
39¢

FRESH
GROUND BEEF LB.
79¢

CHEF'S DELIGHT (In Chunks)
CHEESE SPREAD LB.
79¢

MOUNTAIN HONEY

PRODUCED IN THE HEART OF THE
ROCKIES AT HAEFELI'S HONEY FARM
MONTE VISTA, COLO.

CREAMED HONEY LB. PKG. - \$1.15 Value
PURE HONEY 1 LB. JAR \$1.15 Value
PURE HONEY 5 LB. JAR \$4.00 Value
PURE HONEY 5 LB. BUCKET \$4.00 Value
PURE HONEY 10 LB. BUCKET \$9.00 Value
PURE HONEY 2 LB. JAR \$2.00 Value
PURE HONEY 3 LB. JAR \$2.00 Value

FRESH HOT
MADE FRESH DAILY
STEW 69¢ Ql.

BAR-B-Q BEEF \$1.19 LB.



OCEAN SPRAY
CRANBERRY SAUCE 300 CAN
3/\$1

SOFT WEAVE
TOILET TISSUE 2 Roll Packs
Asst. Colors
3/\$1

SHURFINE
CAKE MIXES & FROSTING
All Flavors
4/\$1

PINTO BEANS
5 LB. BAG
\$1.99

25 LB. BAG
\$9.95

HEREFORD
COTTAGE CHEESE 1 LB.
20% OFF
49¢

DIRECT LOAD OF FRESH CITRUS FROM THE TEXAS VALLEY

18 LB. BAG RUBY RED
\$1.99

18 LB. BAG
\$1.49



Grapefruit
HEREFORD MEAT MARKET INC.

At the Sign of the WHITEFACE BULL

HWY 385N. OPEN DAILY 8:00 A.M. to 8:00 P.M.

Weekly Television Magazine

The Hereford Brand

Thursday, January 24, 1974

Tel-Aire



Clint Eastwood stars in
"For a Few Dollars More."

Winter Fun - Hereford Cablevision

- Three Independent Stations
- Static-Free Reception
- Three Major Networks
- 8 Big Stations
- Public Broadcasting Service
- 24 Hour Weather and FM Music
- \$10.00 Installation Charge
- \$5.00 Per/Mo. Service Charge

126 E. 3rd
HEREFORD CABLEVISION
You Get It All On Cable

364-3912

SAVE ENERGY
BY CHANGING THE FILTERS ON YOUR FORCED-AIR HEATERS. THIS CHANGE WILL MAKE YOUR HEATING SYSTEM CLEANER AND MORE EFFICIENT.

NEW STORE HOURS:
8:00 - 6:00 MONDAY - FRIDAY 8:30 - 4:00 SATURDAYS

334 E. 3rd McCaslin Lumber 364-3434

MONDAY THRU FRIDAY
 ALL PROGRAMS SUBJECT TO CHANGE

Channel	4	7	10	11	13	39	3
Network	KONC	KVII	KFOA	KTVI	KRBA	KXIX	IND
Time	6:00-7:00	7:00-8:00	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00
Program	Today Show	Pro News	CBS Morning News	Sam Beary Theatre	Sam Beary Theatre	Sam Beary Theatre	Weather And Public Service
Channel	4	7	10	11	13	39	3
Network	KONC	KVII	KFOA	KTVI	KRBA	KXIX	IND
Time	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	6:00-7:00	7:00-8:00
Program	English Kindergarten	English Kindergarten	English Kindergarten	English Kindergarten	English Kindergarten	English Kindergarten	English Kindergarten

On The Cover

"For a Few Dollars More" the brawling western starring Clint Eastwood as the dangerous "man with no name" makes its television premiere on the ABC Television Network's "ABC Sunday Night Movie" Jan. 20 (7:30-9:30 p.m.).

This film is the second in a series of Italian-made western dramas written and directed by Sergio Leone, which made Clint Eastwood one of the world's top box-office attractions. Variety applauded its "upfront action and close-up details with a hard-hitting pace reminiscent of the Bond pix... Clint Eastwood is fine in a tailor-made role of the squint-eyed opportunist... the physical values are impressive, too. Spanish countryside and Italian studio interiors combine for realistic southwestern effect..."

Lee Van Cleef and Gian Maria Volontè are also starred in "For a Few Dollars More," the mysterious "man with no name" (Eastwood), known by the moniker he always wears and his six-shooters that never miss, is after a scientist and deranged outlaw called Indio (Volontè), for a \$10,000 price on the bandit's head.

Colonel Mortimer (Van Cleef), a former Confederate Army officer, is also after Indio, who was responsible for the death of the Colonel's sister.

THURSDAY
 ALL PROGRAMS SUBJECT TO CHANGE

Channel	4	7	10	11	13	39	3
Network	KONC	KVII	KFOA	KTVI	KRBA	KXIX	IND
Time	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00
Program	News	Pro News	News	News	News	News	News

Thursday Program Notes

7:00...CBS...THE WALTONS
 "The Heritage." A large corporation planning a health resort offers the Walton family an enormous sum of money for their land. Desperately, whether Walton are unable to work up their roots to be rich.

7:30...NBC...TRIAL BY WILDERNESS
 Five city-oriented young adults journey through the wilderness of South Africa's Zululand region and learn first-hand about the dangers of living in the wild. They are offered the need to protect outdoorism. Neil Armstrong is the camera narrator.

7:40...ABC...CHOPPER ONE
 A series of high drama which tells the story of two young policemen who combat crime from a specially equipped helicopter. The series follows officers Gil Foley and Don to a young mugger in the park, rescue a young man on a woman, Starring are Dirk Benedict and Jim McMullan as Gil Foley and Don Burdick with Ted Hartley co-starring.

The premiere episode is "Chopper One" with guest stars Jesse Vint, Ron Randall, and officers Burdick and Foley. The series will follow them as they have taken a woman hostage.

7:50...ABC...FIREHOUSE
 A dramatic series which focuses on the lives of firemen on the Firehouse. A group of firemen who put their lives on the line by fighting fires each day. These men are constantly involved in action from a dramatic fire to a fireman's funeral. The series is a production of the production company of the series, Starring are James Drury, Mike Delano, Richard Jackson and Bill Overman.

The premiere episode is "Sentenced to Burn" with guest stars Dick Williams, Julie Mannix, Mark Jefferson, Jr., and Watson. The series will follow the life of a fireman as he is taken hostage by prisoners attempting a break.

8:00...ABC...KUNG FU

Tuesday Program Notes

7:00...ABC...HAPPY DAYS
 "The Lemon" with guest stars Cindy Eicher and This is a comedy for the day and has already lined up dates for the sock hop when mechanical breakdowns begin.

7:30...NBC...ADAM-12
 North Hollywood Division. Officer Malloy becomes the subject of a magazine article written by none other than his partner, A.C. T.V. 5 DAY MYSTERY MOVIE—"HORSE OF A SLIGHTLY DIFFERENT COLOR"
 Starring George Peppard as Banack. A valuable champion race horse vanishes during a workout and Banack is called in to find out how it happened.

7:30...ABC...TUESDAY MOVIE OF LOVE! BEER—"GET CHRISTIE LOVED"
 Starring Teresa Graves, Harry Guardino and Louise Sorel. A bright, bouncy, beautiful black undercover detective is assigned to investigate a huge West Coast drug syndicate working through Christie Blows her leader and is marked for death by a string of hoodlums from Seattle to Miami.

7:30...CBS...HAWAII FIVE-O
 "Death with Father." An ex-lawman father sees his only son involved in a heroin-traffic case on Oahu.

8:30...CBS...In the Slave Trade
 Stephen Archibald as a special guest star. A fading football star is charged with murdering his team's hated owner and the victim's widow hires Billy Jim Hawkins to handle the defense. Peter Mark Roman, James Luss, Dick Gaerly, Warren Slesky, and Robert Reed in guest roles.

8:40...ABC...MARCUS WIELEBY, M.D.
 "Each Day a Miracle." with guest stars Ronnie Troup, Clark Howell and Andy Robinson. A girl, enjoying the longest leukemia remission on record, plans to marry her professor and fails to marry him against the advice of her doctor.

10:30...CBS...THE CBS LATE MOVIE—"THE FIEND WHO WALKED THE WEST"

Adidas
 The Official Shoe of the Sports World!
 Also
 Addidas Te Shirts and Addidas Travel Sports Bags Available
 At
GATTIS SHOE STORE
 "We care about your feet!"
 Sugarland Mall

Wednesday Program Notes

7:00...CBS...THE SONNY AND CHER COMEDY HOUR
 Guest stars: Robert Gould and Carol Lawrence.

7:30...ABC...SPECIAL WEDNESDAY NIGHT MOVIE—"PRAY FOR THE WILD CATS"
 Starring Andy Griffin, Marjoe Gortner, William Shatner, Robert Reed, Angie Dickinson, Janet Margolin. Three advertising executives join a furhats club. A wild motor club people and events combine to jeopardize careers, families and their very lives.

8:00...CBS...CANNON
 "Jennifer?" Guest star Pamela Franklin plays a dual role as a spy herself who hires Cannon to halt the vandalism she attributes to her long-missing sister Jennifer and as an aspiring actress who becomes an important figure in the investigation.

8:00...NBC...AT THE MOVIES—"QUESTOR"
 Starring Robert Foxworth as a man-like robot facing a nuclear death. Mike Farrell also stars. Guest stars include John Vernon, Robert Douglas, James Barrett, Redden, and James Van Der Beek. Universal Television Production.

8:10...ABC...DOC ELLIOT
 The premiere episode is "The Touch of the Doctor"

HAROLD CLOSE
R WALGREEN AGENCY DRUG
We're More Than Just A Pharmacy
Sugarland Mall 364-2344

TUESDAY
 ALL PROGRAMS SUBJECT TO CHANGE

Channel	4	7	10	11	13	39	3
Network	KONC	KVII	KFOA	KTVI	KRBA	KXIX	IND
Time	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00
Program	News	Pro News	News	News	News	News	News

Texas Western State Bank

For Time & Temperature Call 364-5100

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7:00...CBS...THE SONNY AND CHER COMEDY HOUR
 Guest stars: Robert Gould and Carol Lawrence.

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 The premiere episode is "The Touch of the Doctor"

WEDNESDAY
 ALL PROGRAMS SUBJECT TO CHANGE

Channel	4	7	10	11	13	39	3
Network	KONC	KVII	KFOA	KTVI	KRBA	KXIX	IND
Time	8:00-9:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00
Program	News	Pro News	News	News	News	News	News

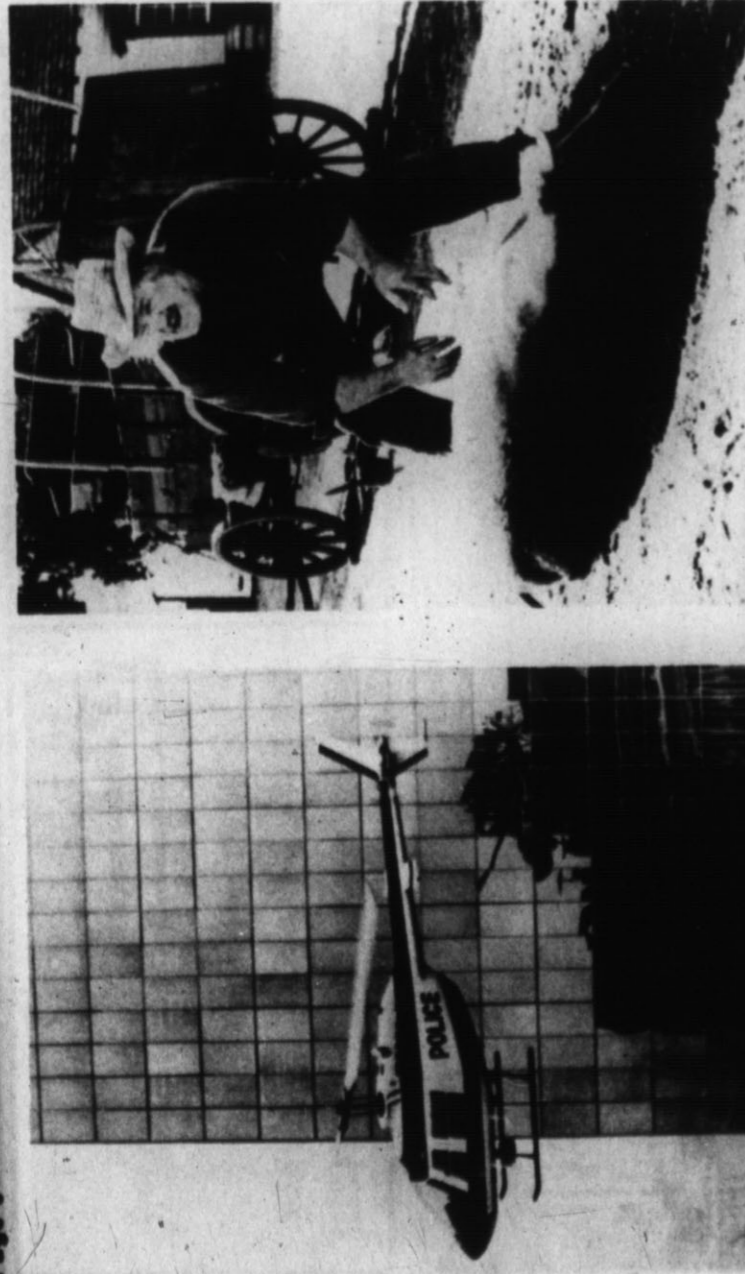
Horsin' around on NBC Mystery Movie
 A champion race horse, valued at \$5 million, inexplicably vanishes from the back stretch during a workout and Banack (George Peppard) is called in to find out what happened. In "Horse of a Slightly Different Color" on "NBC Tuesday Mystery Movie" Jan. 22 (7:30-9:00 p.m.) on the NBC Television Network.

The horse had been in full view during the workout except for five seconds when he was out of sight behind a partitioned board. A horse reappears and finishes the workout but it turns out to be another animal disguised to look like the champion.

CAMPBELL REAL ESTATE
 218 WEST 3RD STREET
 HEERHOLD, TEXAS 79045
MULTIPLE LISTING SERVICE
MLS
 Eugene Campbell (866) 364-0780 Broker

Spangler's
DIAMONDS LTD
 "Wonder Standard of Excellence"
 Custom Jewelry Designing & Manufacturing
Sugarland Mall 364-0070

CLASS CONSCIOUS
 Carol Campbell, who plays Nurse Simpson on NBC-TV's daytime series "The Doctors," teaches classes in acting and play production at Richmond Hill College, Staten Island, N.Y.



Starting Hugh O'Brian and Robert Evans. While serving a prison term for...

Monday Program Notes

7:00...ABC...THE UNDERSEA WORLD OF JACQUES COUSTEAU... COUSTEAU: FLIGHT OF THE ANGELS...

Friday Program Notes

7:00...ABC...THE BRADY BUNCH... Astronaut James McDivitt, Peter and Bobby's interest in UFO's grows after they meet Astronaut James McDivitt...

Tuesday Program Notes

7:00...ABC...THE UNDERSEA WORLD OF JACQUES COUSTEAU... COUSTEAU: FLIGHT OF THE ANGELS...

KIRBY VACUUM CLEANER CO. SALES & SERVICE 522 IRVING For Information Call 364-0422

Armstrong Visits Zululand Former astronaut Neil A. Armstrong, first human to set foot on the moon, will be off-camera narrator for "Trial By Wilderness"...

BUY IN CONFIDENCE WITH CONFIDENCE Hereford's House of Diamonds Cowan Jewelers DOWNTOWN AMERICAN GEM SOCIETY member

We are pleased to announce that Joe Wilhelm, an experienced electronics technician, will handle all of our electronic service work.

Table with columns for Channel, Program Name, and Time. Includes programs like 'The Lucy Show', 'The Dick Van Dyke Show', 'The Love Boat', etc.

valuable phosphorus in the uncontrolled areas of the interior. Once the party arrives, however, they discover something much more interesting—a gentle tribe of creatures, neither ape nor human, which they call "Tropis"...

A & W DRIVE INN Cash Sales - Orders To Go Closed Mondays 1605 PARK AVE. PHONE 364-4600

TECO Farm - Ranch - Feedyard Equipment & Supplies Phone 364-4204

Monday Program Notes

7:00...ABC...THE UNDERSEA WORLD OF JACQUES COUSTEAU... COUSTEAU: FLIGHT OF THE ANGELS...

Tuesday Program Notes

7:00...ABC...THE UNDERSEA WORLD OF JACQUES COUSTEAU... COUSTEAU: FLIGHT OF THE ANGELS...

Friday Program Notes

7:00...ABC...THE BRADY BUNCH... Astronaut James McDivitt, Peter and Bobby's interest in UFO's grows after they meet Astronaut James McDivitt...

ENRAGED Pig rancher Tobias (Walter Barnes) attends to his prized sow that has been knocked unconscious by one of his neighbors in "Hog Wild"...

Table with columns for Channel, Program Name, and Time. Includes programs like 'The Lucy Show', 'The Dick Van Dyke Show', 'The Love Boat', etc.

C & W CARPET 149 N. 25 Mile Ave. 364-3448 QUALITY CARPET CLEANING Free Estimates

Executives make perilous trip with ruthless client Three advertising executives join a ruthless client on a wild motorcycle trip into Mexico...

SHORTS FURNITURE & APPLIANCES We Buy Good Used Furniture & Appliances 136 W. 3rd 364-6731

PRINTING & OFFICE SUPPLY Photo Offset Printing 144 W. 4th 364-0430

It's Magic Magician Anthony Blake (Bill Bizby) gets shot and feigns death to make a shady prison executive think he has a clear path to the heisting of banknotes...

PRINTING & OFFICE SUPPLY Photo Offset Printing 144 W. 4th 364-0430

E. B. Black Co., Inc. FURNITURE 202 N. Main St. 364-0055

Executives make perilous trip with ruthless client Three advertising executives join a ruthless client on a wild motorcycle trip into Mexico...

PRINTING & OFFICE SUPPLY Photo Offset Printing 144 W. 4th 364-0430

E. B. Black Co., Inc. FURNITURE 202 N. Main St. 364-0055

Executives make perilous trip with ruthless client Three advertising executives join a ruthless client on a wild motorcycle trip into Mexico...

P.K. AUTO SUPPLY HEREFORD
 364-4441
 801 W. 1st



Dynamic Duo For WINTER MORNINGS NOW 99¢ EACH



SATURDAY


CHANNEL	4	7	10	11	13	39
CABLE	KQNC	KVII	KYOA	KTVI	KEEA	KXIX
1	UCLA vs. Notre Dame	ABC Bandstand	CBS Children's	Parents in Action	Sesame Street	Common Roads
2	Pro Bowlers Tour	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
3	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
4	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
5	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
6	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
7	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
8	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
9	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
10	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
11	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl
12	Police Surgeon	ABC's Wide World of Sports	Championship Wrestling	Religion Report	Zoom	Super Bowl

SHOOK TIRE CO.
 May We Serve You



"WHERE TO BUY THEM"
 600 W. 1st 364-1010

KEESTERS JEWELRY
 Taylor Furniture & Appliance Center Authorized



GENERAL ELECTRIC APPLIANCES Sales & Service
 603 Park Ave. 364-1561

Boot & Saddle Western Wear
 Western Wear for the Whole Family



364-5332
 513 N. 25 Mile Avenue

MEXICAN FOODS
 Little's El Toro Restaurant
 CLOSED MONDAYS
 364-9618
 E. Hwy. 60

PLAINS Insurance Agency
 For All Your Insurance Needs
 Open 8 a.m. - 5:30 p.m.
 9-12 Sat
 218 W. 3rd 364-2232

SUNDAY

CHANNEL	4	7	10	11	13	39
CABLE	KQNC	KVII	KYOA	KTVI	KEEA	KXIX
1	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
2	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
3	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
4	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
5	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
6	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
7	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
8	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
9	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
10	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
11	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service
12	Blue Ridge	Comedy Theatre	Faith For Today	Point of View	McGraw-Hill	Weather And Public Service

HOUSE OF FLOWERS
 Clark's



900 Lee Phone 806 364-0306
 Hereford, Texas 79045

VIBRO-STEAM
 Fall Special 20% Off on Carpet Cleaning
 CLARK'S Carpet Cleaning
 Commercial - Residential
 133 Ave. J Phone 364-4151

KNOX TV & MUSIC
 Motorola
 58495
 509 Park Ave. 364-0766

Saturday Program Notes

11:00...ABC...THE ABC SATURDAY SUPERSTAR MOVIE—"THE MINI-MUNSTERS" The characters of "The Munsters" TV series. An oil tycoon sets out to steal a fortune from the family. (R)

11:30...NBC...GO The program shows police of New York City's 20th Precinct in action. (R)

2:00...ABC...PRO BOWLERS TOUR The \$100,000 Showdown Invitational from Las Vegas, Nevada, featuring the world's best bowlers. (R)

4:00...ABC...ABC'S WIDE WORLD OF SPORTS The World Wrestling Championship from Petaluma, California, with commentary by Keith Jackson, and the International Ski Jumping Championships from Innsbruck, Austria with commentary by Art Davlin. (R)

4:30...NBC...THE DEAN MARTIN TUCSON OPEN Dean Martin hosts live coverage of the competition from Tucson's National Golf Club. Highlights include coverage of the 18th hole, known as the "Tucson Terror." (Live coverage continues Sunday, Jan. 20 from 4:00-5:30 p.m.)

7:30...ABC...ABC'S WIDE WORLD OF SPORTS SKIWAY TO DEERBERG, Stierlein Starting Job! Astin, Joseph Campbell, Tee Andrews, Nancy Malone, Ross Martin, Ruth McDewitt and Severn Derrin. An aerial tramway goes over some hundreds of feet above jagged mountains, while weathered passengers.

7:30...ABC...DANNY BAKER is unhappy with the nose God game him. Plastic surgery seems to be the only answer, but Baker's problem is how to convince Hawkeye and Trapper John that such a non-regulation operation can be performed without loss of TYLER HOOPER SHOW MARK

8:00...NBC...THE MOVIES—"THE ARRANGEMENT" Starring Kirk Douglas as Eddie Anderson, an advertising executive who has all the trappings of success including a loving wife (Deborah Kerr) and a mistress (Faye Dunaway). (R)

8:30...CBS...THE BOB NEWMART SHOW Depressed and feeling useless after losing his job with the airline, Howard Borden accepts Bob's offer to join his special therapy group for the unemployed.

9:00...ABC...OWEN MARSHALL, COUNSELLOR AT LAW "House of Friends," with guest stars David Hartman and Joyce Van Patton. Owen defends a losing cause legally, but possibly a victory morally, when he defends a private hospital for not admitting a dying boy.

Sunday Program Notes

10:30...ABC...MAKE A WISH Chappin hosts the series and performs the original songs which are written by his brother Harry Chapin. Today's topics are "The" and "FAN" MENAGERIE.

12:00...ABC...THE G.L.A.S.S. AN ongoing show of this new version of "The Tonight Show" first hit play of Steve Kamin, first hit play of Steve Kamin, first hit play of Steve Kamin. (R)

12:00...CBS...CBS SPORTS SPECIAL TACULAR "The 25 Greatest Heavyweight Fights of the Century," a two-part of Rocky sportlighting Joe Schmaling and Rocky Marciano will be featured in segments of the first two shows. The Russian Invitational Skating Championships from Moscow will be presented in another segment.

1:00...NBC...PRO BOWL Annual all-star game featuring the best players in the National Football League at Arrowhead Stadium, Kansas City, Mo. Curt Gowdy and Al DeRogatis, commentators.

1:30...CBS...NBA TODAY National Basketball Association game. Los Angeles Lakers will play Milwaukee Bucks. Play Elgin Baylor will provide the analysis and commentary, and "Hot" Rod Hundley will host the pre-game, half-time and post-game segments (from the Milwaukee Arena, Milwaukee, Wis.)

3:30...ABC...ABC'S WIDE WORLD OF SPORTS The events will be the World Professional Figure Skating Championships from Tokyo, Japan. Jim McKay and expert commentary by former World Champion Dick Burton. For the first time in skating the world's top skaters will be able to compete against each other for prize money.

4:00...NBC...THE DEAN MARTIN TUCSON OPEN Live coverage of the competition from Tucson's National Golf Club.

4:00...CBS...THE BEST IN BASKETBALL Sports special, presenting highlights in the history of the National Basketball Association, with Pat Summerall, Elgin Baylor, and "Hot" Rod Hundley as commentators.

4:30...CBS...THE NEW PERRY MAASON "The Case of the Violent Valley," The kidnapping of Mason's young cousin Magpie Larson from the courtroom complicates his attempt to gain a fair trial for a man accused of murdering a fellow juror. Katherine Justice and Denver Pyle are featured.

4:30...ABC...TEXACO PRESENTS "LINCOLN: TRIAL BY FIRE" This second in a series of dramatic specials centers on President Lincoln's conflict with the vain, obstinate young General George Branton McClellan who led the Army of the Potomac. General McClellan held back from attacking the enemy, while Lincoln assailed from all sides, needed a victory to hold the Union together. Larry Lerman as General McClellan. The special was filmed entirely on location at historical sites in and around Alexandria, Virginia and Washington, D.C., and features segments of the North-South Skirmish Association's NBC SUNDAY MYSTERY MOVIE—"COWBOY IN PARADISE" Starring Dennis Weaver as Marshal McClellan and J. D. Cannon as Chief Clifford. While attending a law enforcement convention in Hawaii, Chief Clifford becomes the victim of a

NETWORK NETMEN
 Geoff Edwards, host of NBC-TV's new daytime game series, "Jackpot!" teamed with actor Bernie Kopell, of NBC-TV's "Needles and Pins," to win the doubles championship in a celebrity tennis tournament last spring. "Jackpot!" premieres Jan. 7th.

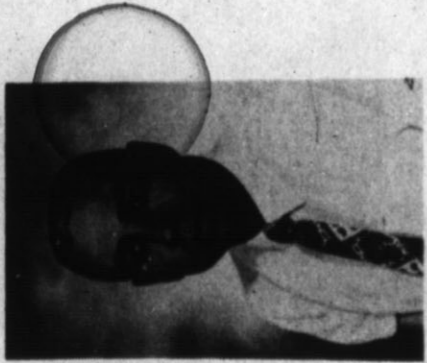
1974's New Officers.....



Roy Faubion
President



R.W. Endes
Vice President



Larry Wartes
Treasurer

.....& Directors



Arturo Gonzales



Calvin Goodlin

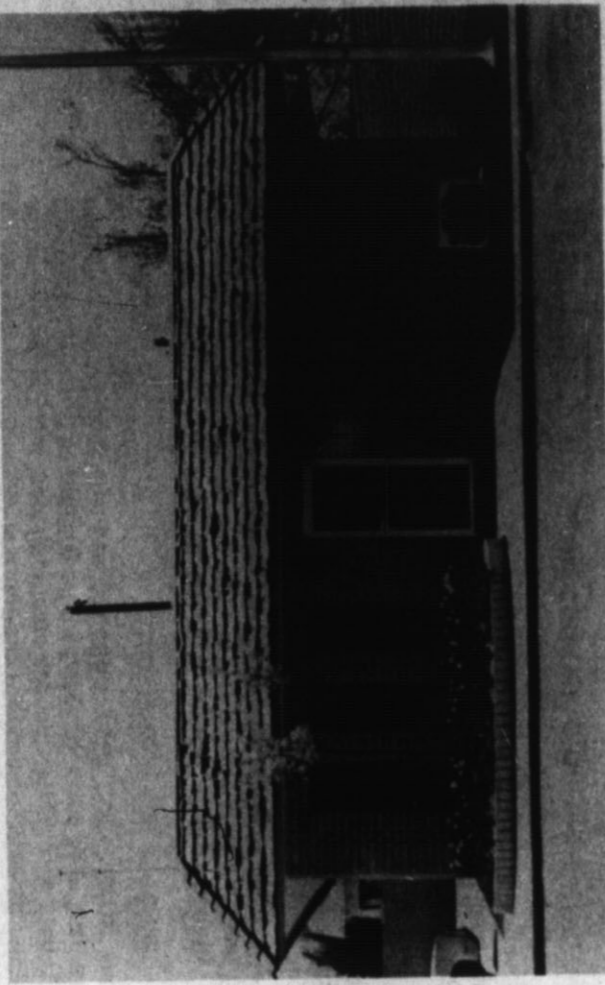


Andrew Kersthen



Ray Seale

Hospitable Hustlin' Hereford Quality Living thru Cattle and Agriculture



DEAF SMITH COUNTY CHAMBER OF COMMERCE

Published As A Section Of
THE HEREFORD BRAND
Thursday, Jan. 17, 1974

Annual Report

Deaf Smith County

Chamber Of Commerce Annual Banquet

C of C Officers

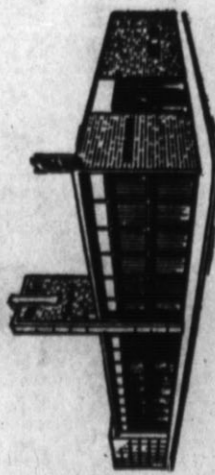


Banquet Program

Dinner Music	Elson Clark
Invocation	Rev. DeWitt Seago
Miss Hereford, 1973	Sandy Cason
Introduction of Guests	Bill Allright
Introduction of Honorees	Jim Conkwright
Special Presentations	Roy Faubion
Citizen of the Year Award	Jim Hale
Guest Speaker	Dr. Hearttail Wilson

Building for a greater Hereford & Deaf Smith County...

THE FIRST NATIONAL BANK OF HEREFORD



"The Bank where your Financial Problems Are Important"

Member F.D.I.C.

A Message From Your Outgoing President....

Reviewing a year such as 1973 is a very difficult task. This community felt the impact of so many forces both of nature and man's own making that at times it still shudders. After a long hard winter we had a beet ceiling and were no more out of that — then we were into the energy problem. Both of these followed executive personnel changes and mixed in with all of it was the 110 per cent effort of the community in carrying out its Diamond Jubilee birthday.

Other highlights included an outstanding Miss Hereford Pageant sponsored by the Women's Division of the Chamber of Commerce, successful projects carried out by the sports, publicity, agricultural, governmental affairs and other committees. The Dear Smith County Chamber of Commerce was reaccertified by the United States Chamber of Commerce for another five year period. This is something we can all be proud of, as there are only 12 Accredited Chambers in the state of Texas.

Therefore, in closing out a year marked by extremes, unusual and unique situations and much activity, I think the Chamber of Commerce has grown a lot through experience, has polished its image to the public and has demonstrated that it stands ready to serve the whole community when called upon. The Chamber has become a unifying factor and is not dominating or dictating. The Chamber has proved its effectiveness in tackling such major problems as I've previously mentioned, yet is still responsive to the smallest whim or request from any member.

None of this could have been done without several important factors. First, of all, Bill Albright, Executive Vice President, plus a competent staff. Bill has gone far beyond the area of required service to give leadership and assistance to the Chamber and to this community. Next, the officers, board members, and committee chairmen who have served with me this past year should receive a major portion of any credit due. All have served unflinchingly and faithfully, and nothing could have been accomplished without their total team concept. My special thanks go to five people who will be rotating off the board, but who have been a great help; Melvin Jayroe, Helen Lee, Major Schroeter, Earl Stagner and Bob Veigel.

The year 1974 is shaping up as a critical year nationally. New challenges will be coming our way. But, I believe that the Dear Smith County Chamber of Commerce has already made a solid start for progress. My best wishes coupled with a pledge of my continued support go to President Roy Faulbion, the other officers and directors and the staff. Roy Faulbion has been a loyal Vice President and has served well and I am most confident that he will have a most successful year in 1974.

My thanks go to you, the membership of the Dear Smith County Chamber of Commerce for allowing me to serve as your President for the year 1973.

JIM CONKWRIGHT

Your 1973 Women's Division



Helen Lee
1973 President



Lavon Nieman
1974 President

1973 BOARD: Helen Lee, Lavon Nieman, Katherine Kester, Thelma Lamm, Wanda Newman, Georgia Sparks, Carolyn Baxter.



Woman Of The Year....

'Peaches' Reinauer

Pageant Leaders

Heading up the Miss Hereford Pageant were chairwoman Mrs. Lynn Kester, Mrs. Terry Caviness and Mrs. Dwight McGee. Mrs. Kester is a past president of the Women's Division and was named Woman of the Year for 1972. The 1973 pageant was held March 23.



It Takes Three . . .

You, the Chamber and Me!

Your Chamber Staff



Bill Albright
Executive Vice Pres.



Betty Wilson
Office Manager



Marilyn Schmucker
VOE Student

SUPPORTING OUR LOCAL CHAMBER OF COMMERCE

JCPenney

We know what you're looking for.

SUGARLAND MALL HEREFORD, TEXAS

A SIGN OF A GROWING

CITY...AN ACTIVE

Chamber of Commerce!

GIVE YOUR SUPPORT...

LET'S GROW WITH HEREFORD!



SUGARLAND MALL
364-0070



Lone Star Agency
INC.

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Hereford, Texas

Lloyd Sharp-Ken Rogers-

Melvin Jayroe

Your Professional

REAL ESTATE &
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Continuing For 27 Years.

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A Stronger County Means Full Support of the

Chamber of Commerce

DICKIE'S RESTAURANT

"Fine Food Specialists"

West Hwy. 60

Phone 364-6901

Stimulating Business is a Chamber Activity

TAYLOR'S

FURNITURE & APPLIANCE CENTER

SALES & SERVICE

803 Park Ave.

364-1561

We Salute the Chamber for It's Concern with the Future

COWAN JEWELERS

HEREFORD

Member

Diamonds
364-4241



Growing with Hereford

through Chamber work!

Delicious Food For Everyone

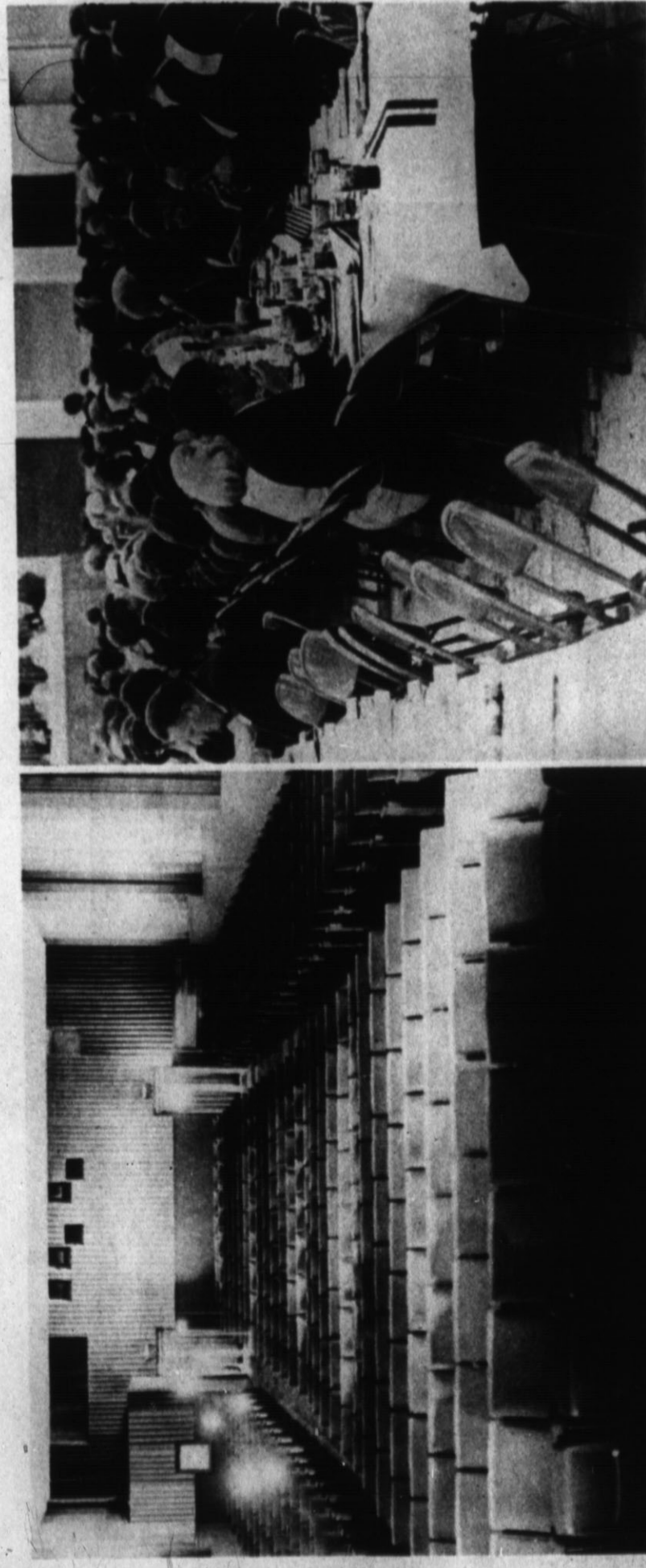
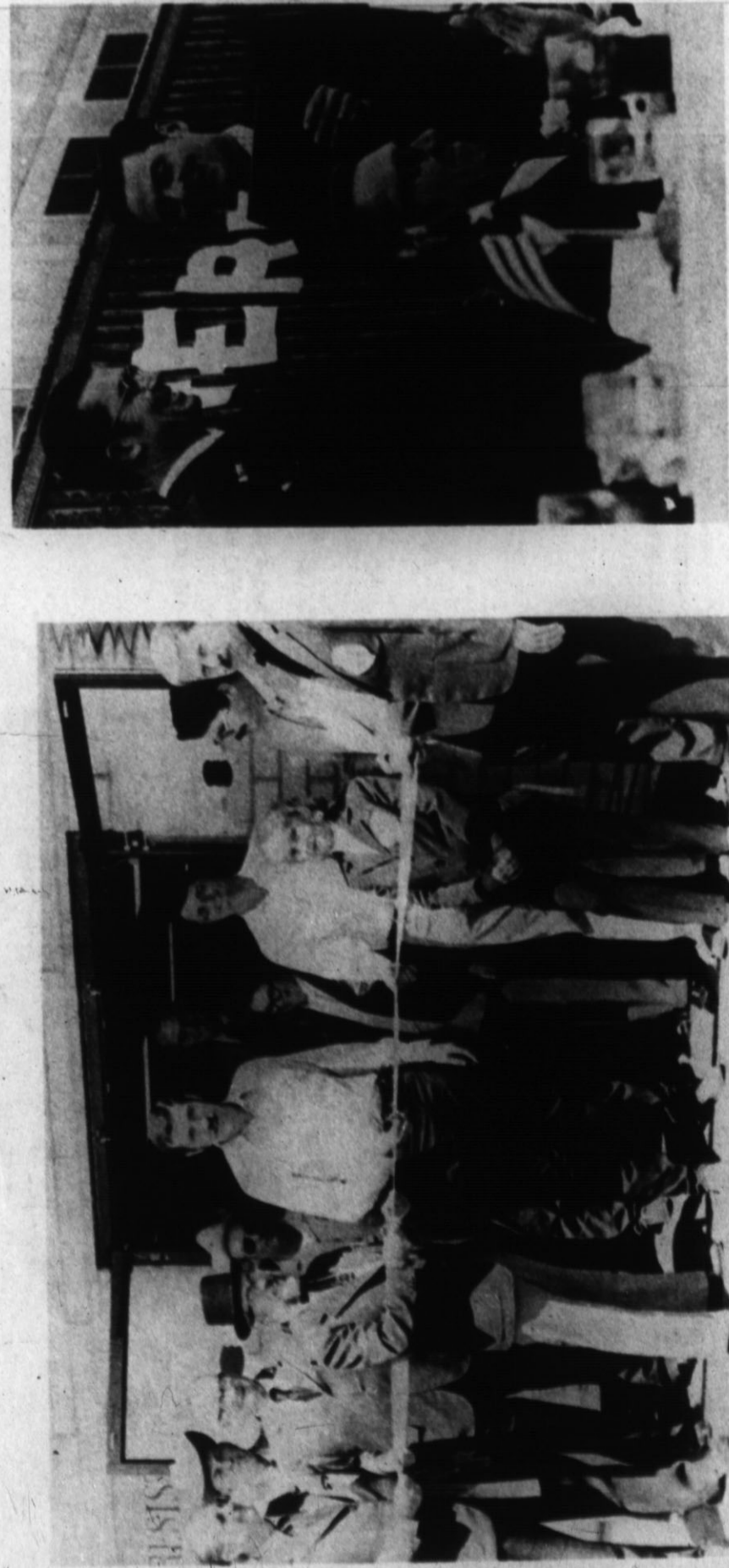
801 Park Ave.

364-0578



801 Park Ave.

364-0578



Your 1973 Chamber Board



Jim Conkwright
President



A.J. Schroeter



Earl Stagner



Bobby Veigel



Larry Wartes



R.W. Eades



Terry Cwines



Roy Faubion



Tom Burdett



R.C. Hoolscher



Hugh McCrary



Dick Montgomery



Bill Albright
Executive VP

Support your Chamber of Commerce for a strong future
CONTINENTAL GRAIN CO.



101 S. Lee

Phone 364-2366

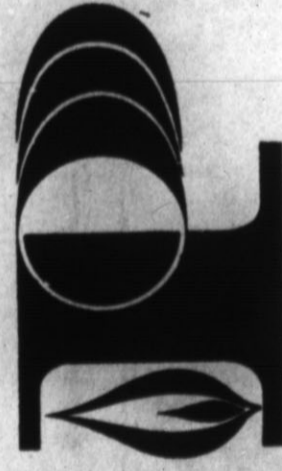
STANDING BEHIND AN ACTIVE CHAMBER.

CONSUMER'S FUEL CO-OP
ASSOCIATION INC.

116 New York Ave.

364-1146

THE NATURAL ENERGY
COMPANY
SALUTES
THE DEAF SMITH
COUNTY CHAMBER
OF COMMERCE



301 W. 3rd

364-1322

SEE THE DEAF SMITH COUNTRY COOKBOOK
HARDBOUND and PAPERBACK STYLES
Now Available at

Arrowhead Mills

Building A Better Way of Life thru the Chamber

TECO PRODUCTS
MAKE TECO YOUR WESTERN EQUIPMENT
HEADQUARTERS

East Hwy. 60

Phone 364-4204

AN ACTIVE MEMBER OF THE
DEAF SMITH CHAMBER OF COMMERCE
FOR 35 YEARS

CARL MCCASLIN
LUMBER CO.

"A Complete Building Service"

1 Block East of the Courthouse

Phone 364-3434

Sandy Caison

Miss Hereford, 1973



Cindy Hairgrove

Miss Teenage Hereford, 1973



Homecoming Exhibit

The Chamber joined in supporting Hereford's Hustler Herd by displaying a real Hereford—complete with maroon and white ribbon—for the Homecoming parade. The 4-H Club steer, owned by Lynette Clearman, is named "Big Juston", and was on display in front of the Cot Office.

Ag Committe Busy

Agriculture was deeply involved in sponsoring ag tours and promoting campaigns to relieve unfavorable circumstances for all phases of farming and ranching. In cooperation with the Governmental Affairs committee, victories were registered in holding beef prices in the spring and gaining early relief in the fuel shortage crisis.



SERVING THE PEOPLE OF THIS AREA WITH THE FINEST FARM EQUIPMENT.



WHITE IMPLEMENT CO., INC.

1403 PARK AVE.

HEREFORD

364-1155

THE FRIENDLY, FAMILY DRUG STORE

McDOWELL DRUG

"Supporting Hereford & Deaf Smith County For 21 Years"

Downtown Hereford

364-1313

The chamber needs you...you need the chamber.

WAC SEED INC.

"Shooting for higher yields"

Hugh Cleaman mgr.

West of City 364-1424

Herb Vogel 364-6121

Fats Feeders Stockers



VOGEL & KENDALL CATTLE CO.

135 E. 3rd

364-6121

Milk maid champs at Diamond Jubilee



Cable TV was one of new firms locating here



Support the Deaf Smith County Chamber of Commerce ALLRED OIL CO. INC.

VETERAN PARK ROAD



PHONE 364-3366

L.L. Kendall 364-6121

Contracts on Fats Feeders Stockers

Jubilee Souvenirs

The 75th Jubilee Celebration played a big role in Chamber plans and activities in 1973. At a luncheon for dignitaries at Hereford Country Club, Jubilee chairman Dale Young presented souvenirs to Dr. and Mrs. Lloyd Watkins, president of West Texas State University.



CITIZEN OF THE YEAR
Jewell Smith was named "Citizen of the Year" for 1972 and was presented the coveted award at the annual Chamber banquet by Lions Club president Nolan Grady.

Diamond Jubilee Cake

Jubilee Queen Betty Hodges feeds a piece of the 75th Birthday cake to Mayor Jim Sears during special ceremonies at the Community Center on Sept. 1, 1972.



Membership Drive

A successful membership drive conducted in March swelled membership rolls. Rex Easterwood won top honors in the drive; Opal Norton was second and Irene McKinster was third.



Publicity Committee

The publicity committee was one of the busiest during the year and counted their accomplishments: a new sign for the Chamber building, auto bumper stickers, a brochure of Hereford (Yesterday, Today & Tomorrow), and detailed plans for a truck sign plugging our community.

Try Hereford First!

The Retail Merchants campaigned to get residents to "Try Hereford First" and buy it at home! The committee sponsored seminars on Small Business Administration, OSHA and in conjunction with crime prevention, an orientation designed to reduce shoplifting and bad check passing.


Ode to Hustlers

The Hustlers "hustled" in 1973 and helped to highlight the Diamond Jubilee Celebration. "They hosted and greeted and led the way, with all that hustlin', what more can one say?"


An Active Chamber Means A Growing County.

HI-PLAINS SAVINGS & LOAN ASSOCIATION

Fourth and Sampson



CHAMBER ACTIVITIES ARE WORKING FOR A BRIGHTER FUTURE



TAYLOR-EVANS
Farm Stores, Inc.

FARM SUPPLIES
DRY FERTILIZER
Sugarcane Road

LIQUID FEEDS
ANHYDROUS AMMONIA
HEREFORD
Phone 364-0142

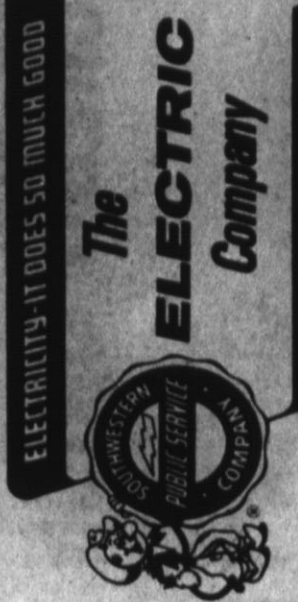
We urge everyone's support of

THE DEAF SMITH CHAMBER OF COMMERCE

BIG T PUMP CO. INC.

HEREFORD, TEXAS
New York Ave.
Phone 364-0353


HELP PROGRESS OUR COUNTY . . . SUPPORT THE CHAMBER OF COMMERCE



The ELECTRIC Company
ELECTRICITY-IT DOES SO MUCH GOOD
FOR SO MANY PEOPLE

600 W. 1st. 364-1010

HELP PROGRESS OUR COUNTY . . . SUPPORT THE CHAMBER OF COMMERCE



The ELECTRIC Company
ELECTRICITY-IT DOES SO MUCH GOOD
FOR SO MANY PEOPLE

4th & LEE
HEREFORD, TEXAS
PHONE 364-3121



Education Committee

The annual New Teacher Banquet, sponsored by the Chamber's education committee, was held in the Civic Club Center with about 65 teachers being recognized. Visiting at the event were Mr. and Mrs. Charles Wagner and their teacher guest Dixie Ford, and Rodney Laubhan, education committee chairman.

Governmental Affairs

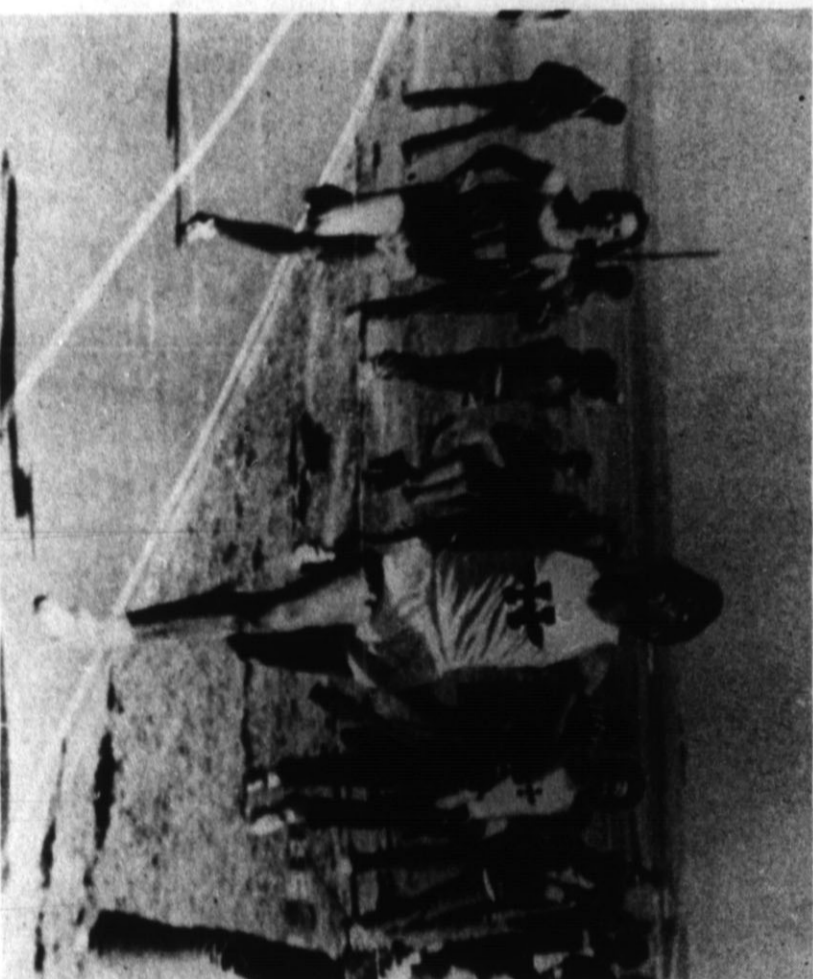
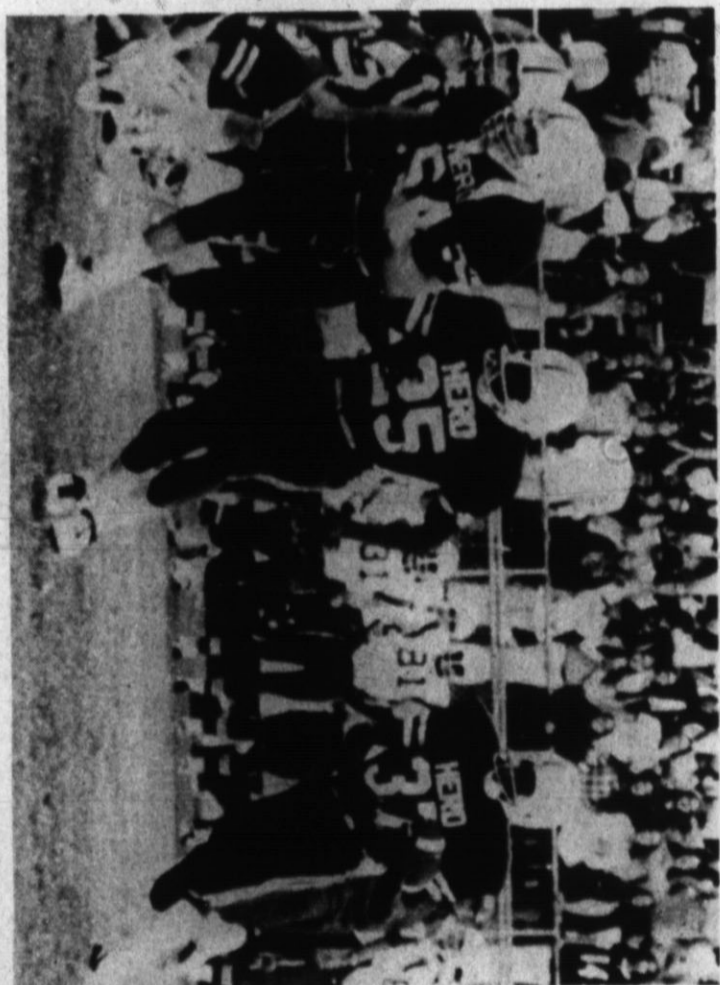
The Governmental Affairs group worked with most committees to insure action on vital issues. Much credit is due them for their persistence in resolving problem areas.

Industrial Development

Industrial Development announced the addition of several new businesses and the major expansion of others. Continuing high quality economic growth was the theme for 1973.

Area Development Vital

Area Development worked to obtain more favorable freight service for the area and to re-inforce the position on obtaining an early solution to the High Plains water situation.



Big Sports Committee

Sports sponsorship of track meets, a tennis tournament, a district coaches' conference, and football playoff games highlighted the sports scene. This committee was the largest and most active.

Support a Hustlin' Chamber

HEREFORD TEXAS FEDERAL CREDIT UNION

364-1888
330 Schley



Supporting the Progress of the Chamber of Commerce

Suit's Auto Supply Company

WHOLE SALE AUTOMOTIVE & TRACTOR PARTS & SUPPLIES

115 Schley

Hereford

Phone 364-1500

A STRONG COUNTY STARTS WITH AN ACTIVE CHAMBER

CAVINNESS PACKING COMPANY INC.

PETE CAVINESS owner
TERRY CAVINESS mgt.

"Growing with Hereford"

West Hwy 60
364-0900

OFFICE (806) 364-0250
MOBIL (806) 289-5697
HOME (806) 364-1033



"QUALITY CATTLE FEEDING EQUIPMENT"

OSWALT DIVISION
Butler Manufacturing Co.

P. O. Box 1328
HEREFORD TEXAS 79045

MOLEN LEGATE
Branch Manager



"Congratulations Chamber on a great year in 1973. Good Luck in 1974."

212 Sampson

364-3456

TIME and TEMPERATURE DIAL 364-5100



Transfer Of Leadership

Executive VP Bill Albright poses with the 1973-74 Chamber leaders. At left are Roy Faubion, C of C president for 1974, and Lavon Niekman, Women's Division leader for the new year. At right are Helen Lee and Jim Konkwright, retiring leaders.

A Message from the New President...

Dear Friends,
In looking ahead for Deaf Smith County we first have examined the foundation that has been built in the past. Our confidence in the year 1974 and its optimistic promises stem from the fact that your chamber is firmly established with a strong membership and healthy past.

Certainly the national and world problems are evident, and they will have their effects on our area. But, your chamber leadership accepts the problems as opportunistic challenges and we promise to meet them head on. Our approach to solutions will be aggressive and imaginative, drawing from the rich resources that we have in the minds and talents of our members.

There is not the slightest doubt in the minds of your committee chairmen, the members of the board, and the staff that we will have the successful chamber year that you expect and deserve. It will be a year for hard work and total involvement of the people of Deaf Smith County. Make sure you are a part of this exciting experience by expressing yourself to the committees, the board, and the management of your chamber.

Please accept my warmest thank you for allowing me to serve you this year.

ROY D. FAUBION

WE SUPPORT HEREFORD'S CHAMBER OF COMMERCE

BARRICK
FURNITURE & APPLIANCE
"NEVER UNDER SOLD"

WHERE YOU WANT TO BUY THE BEST FOR LESS
GIBSON'S
DISCOUNT CENTER
HEREFORD, TEXAS

Strong Chamber Activities make a stronger Future

JOHN ORSBORN BUICK—PONTIAC

Wouldn't you really rather have a BUICK?
or Pontiac or GMC Pickup.

142 N. Miles Ave. HEREFORD



364-0990

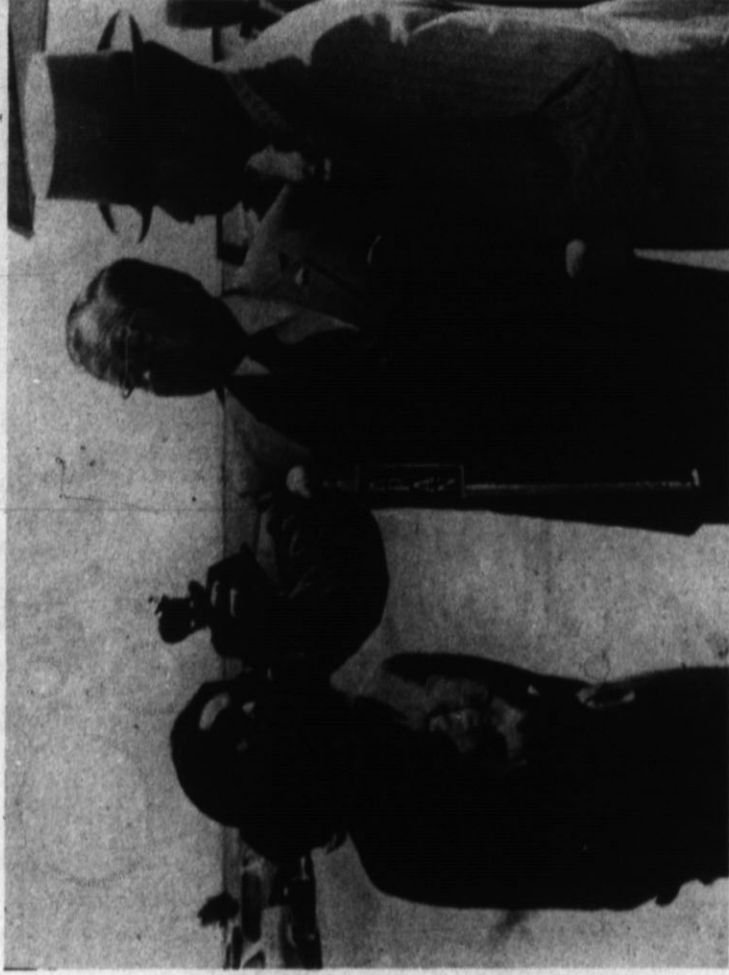
PEOPLE MAKING THINGS HAPPEN
MAKE PROGRESS

The Hereford Brand - Sunday Brand

SUPPORTERS OF HEREFORD AND MAGIC TRIANGLE

Hereford Bull Awards

Honorary "Hereford Bulls" were presented to several dignitaries during the year, and three presentations are pictured here. President Jim Konkwright makes the presentation to Gov. Dolph Briscoe, who served as grand marshal of the Jubilee parade, while Mrs. Briscoe looks on. State Ag Commissioner John White received his Bull at the quarterly meeting during the special week. Baseball's famed Mickey Mantle, here for a youth baseball program, proudly holds his Bull award at a banquet in the Bull Barn.



Support Progress . . . Support the Chamber of Commerce

BOOTS and SADDLE SHOP

ACROSS FROM SUGARLAND MALL

HEREFORD

364-5332

When You Know It's For Keeps, Choose

Keepsake®
REGISTERED DIAMOND RINGS
Serving Hereford Since 1927

Kester's Jewelry

Across From The Post Office

JOIN THE TEAM . . . WORK TO SUPPORT AN ACTIVE CHAMBER OF COMMERCE

HEREFORD FEED YARDS

EAST HWY. 60

HEREFORD, TEXAS

PHONE 364-0172

So What's in Store For 1974?

TRANSPORTATION

Chairman: Burke Isaacs
 Serve as focal point and action agency on all matters of passenger and freight transportation, including air, rail and highway.
 Support Highway 80 and Highway 390 Association and the proposed Interstate Road, Rosewell to Amarillo via Hereford.
 Promote a program of continuing improvement of Hereford streets and construction and maintenance of roads in Deaf Smith County.
 Promote the development and use of the Hereford Airport and promote the availability of the Amarillo Air Terminal.
 Maintain relations with Aviation, Rail and Highway Officials in the interest of promoting economy in Deaf Smith County.



CULTURE, ARTS, RELIGION AND EDUCATION

Chairman: Boris Ostrowski
 Coordinate with local clubs and organizations in the promotion of fine arts, education, religion and other cultural activities in Hereford.
 Sponsor the annual New Teachers Banquet.
 Provide financial recognition for Hereford High School Valedictorian and Salutatorian.
 Encourage active participation in activities of local churches.



HEALTH & SAFETY

Chairman: Ben Welch
 Actively support a program to encourage the availability of adequate professional resources for the community.
 Support and promote programs designed to improve the health and safety of the community.
 Coordinate with local groups in matters pertaining to preventive and corrective actions involving health and safety in general.



GOVERNMENTAL AFFAIRS

Chairman: James Ocker
 Monitor local, state and national issues which have an effect on the local economy and recommend policy positions on legislative issues.
 Sponsor orientation courses on political parties and current issues.
 Sponsor public meetings with state and national legislators.
 Conduct such activities as voter registration and "Get-Out-The-Vote" campaigns.



WATERS

Chairman: Charles Schlem
 Initiate action to focus local, state and national attention upon the economic development of water in the Panhandle Area.
 Actively promote conservation of water.
 Support the Deaf Smith County Water Association and Water, Inc.



RETAIL TRADE

Chairman: Lynn Arnold
 Unite all local retail areas to promote Hereford as regional retail center.
 Assist in coordinating retail promotions in Deaf Smith County.
 Promote better consumer relations thru dissemination of information on the free enterprise system and profit motivation.
 Promote and coordinate a sales curfew, clinic and other information programs.
 Coordinate the establishment of holidays to be observed by retailers.
 Assist special committee with Christmas decorations.



PUBLICITY

Chairman: Johnnie Price
 Promote Hereford as the "Hoopitable Hustlin' Hereford" of the Panhandle Empire.
 Provide input for monthly membership.
 Coordinate reprinting, replacing and installation of Chamber of Commerce signs as required.
 Utilize all available communicative media to tell the "Hereford Story" and to promote chamber projects.



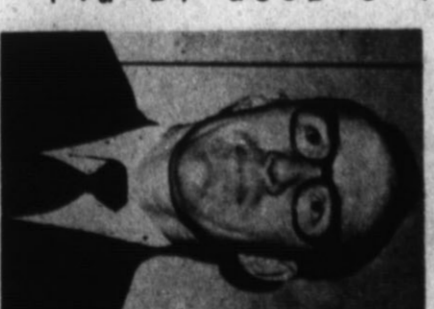
HEREFORD BUSINERS

Chairman: Melvin Joyce
 Act as official host for Deaf Smith County.
 Assist in special projects for the community.
 Visit all new business and professional offices as soon as they are open.
 Assist membership committee in sustained campaign for new members and help conduct annual membership drive.



MEMBERSHIP

Chairman: Ed Coplen
 Conduct a sustained campaign to enroll every reputable individual, firm, or corporation in Deaf Smith County's program of quality growth.
 Conduct an annual membership drive.
 Develop and implement a systematic program to contact prospects and to maintain communications with the membership.
 Review annually the membership support of each member to identify those members whose business growth would indicate their ability to increase their investment in the Chamber.



ENVIRONMENTAL

Chairman: Ed Athans
 Plan and conduct a campaign designed to encourage conservation of all types of resources and energy sources vital to the economy and well being of Deaf Smith County.
 Coordinate with local agencies on matters pertaining to pollution control.
 Monitor and coordinate program with the beautification committee of the Women's Division on clean up campaigns and a litter project.



SPECIAL ACTION COUNCIL FOR HUMAN RESOURCES DEVELOPMENT

Chairman: R.C. Hatcher
 Directly confront and challenge every citizen in Deaf Smith County who is physically and mentally able to perform, to become actively involved in the civic affairs of the county, through whatever organization he or she may wish to participate in.
 Learn the talents, thinking, and dreams of every citizen as they may pertain to the improvement of our way of life for today and the future.
 Communicate with organizations in every phase of activity about the results in the hope to uncover a large amount of volunteer help for every worthwhile endeavor.
 Demonstrate to the State and Federal governments that Deaf Smith County has the grass roots leadership and inventiveness that furnish the most effective and works out solutions, and to express their opinion in an effort to spread throughout the United States.
 To provide the basis for a continuation of such human resources development on a year to year program.



SPECIAL ACTION COUNCIL FOR CIVIC FACILITIES

Chairman: Jim Chamberlain
 Determine by whatever survey means necessary the desires and needs of the county for a civic facility including YMCA type facilities, indoor Olympic swimming pool, and other facilities that may become evident.
 Develop a plan to accomplish the financing, and construction of these facilities.
 Put the plan into action and complete the project.



INDUSTRIAL DEVELOPMENT

Chairman: Ernest Langley
 Develop a comprehensive and continuing plan of prospecting.
 Continuously update material and information provided to prospects.
 Organize and train a team to meet with industrial prospects.
 Maintain liaison with other agencies in industrial development.
 Initiate study to determine feasibility of establishing an Industrial Foundation and/or an Industrial Park in Hereford.



SPORTS

Chairman: Jake Webb
 Develop a complete recreational plan for the area.
 Sponsor a local Tennis Tournament for all ages.
 Sponsor AAU Junior Olympic and area High School Track Meet.
 Assist other sports or recreational groups when a field is needed.



TOURISM

Chairman: Allen Paxon
 Attract more conventions and meetings to Hereford.
 Promote and support the musical production "Texas".
 Support the Panhandle Playgroup Association in an effort to establish permanent recreation opportunities in the Panhandle area.
 Provide assistance in conducting local tours.



The Chamber of Commerce is people, working together for the good of all ... and we're proud of our small part in helping Hereford and Deaf Smith County grow.

Come In And Be Somebody!

We're The Happy People!

DOYLE JOHNSON CHEVROLET - OLDS, INC.

THE NO. 1 DEAL ON THE NO. 1 CAR FROM THE NO. 1 DEALER ... HWY. 385 NORTH ... HEREFORD

Anthony's
 G. ANTHONY CO.

TWO STORES TO SERVE YOU
 DOWNTOWN & SUGARLAND MALL

SUPPORTING HEREFORD'S CHAMBER OF COMMERCE

Your Name Brand Shoe Center

U.S. KEBS ADDAS PEWEE

FREEMAN FLORENCE AED CROSS
 HUSH PUPPES SOCIALITES

ALLS PERSONALITY
 JUMPING JACKS

In Sugarland Mall

HAROLD CLOSE
 SUGARLAND MALL
 RX WALGREEN AGENCY DRUG

"MORE THAN JUST A PHARMACY"
 A complete family shopping center... with gift department, fountain, cosmetics, health and beauty aids plus much much more!

A GROWING CITY... A GROWING CHAMBER OF COMMERCE
 "We Support Both"

Enjoy a movie this week at the
STAR & TOWER THEATERS

Here are your Committee Chairmen for 1974 and a list of the tasks which constitute the Chamber's Program of Work for this year.