

# The Sunday Brand

Vol. 26 — No. 11

Published Every Sunday

Hereford, Texas, Sunday, Sept. 9, 1973

Price 20 Cents

36 Pages Including Colored Comics

## Herd Cleans Harvesters' Plow 12-0

### Harris, High Leads 'Faces To Opening Win Of Season

By DON RICHARDS  
Brand News Editor

A selfish Hereford defense, combined with a grinding ground attack by James Harris and Chuck High, shut out Pampa's Harvesters 12-0 Friday night in the season grid opener for both AAAA teams. The Whitefaces completely

dominated the Harvesters throughout the first half and then held the farmers at bay during the final two stanzas to capture the non-conference game.

The Herd, behind the running of Harris and High, racked up 13 first downs, 12 points and 157 rushing yards in the initial half as the defense allowed Pampa only two first downs and 34 rushing yards.

The second period told the story of the game as it produced all the game points. The 'Faces made 10 of their 13 first-half first downs and chalked up 120 yards rushing during that second period.

Halfback High scored both touchdowns, each from one yard out, with both coming at the end of sustained Hereford drives. High also added 102 yards on 21 carries to compliment the strong running of Harris, who led all rushers with 172 yards on 21 carries.

HEREFORD linebacker Wayne Shumacher set up the Herd's first scoring drive late in the first period when he skyjacked Pampa's first aerial attempt at the Pampa 49-yard line.

Harris and High then went to work punching at the Pampa defensive line and 12 plays later High made the final step into the end zone. An extra-point kick by Harris failed and the Herd led 6-0.

On the following kickoff, the Herd caught the Harvesters napping and

turned a Pampa mistake into the second and final touchdown of the night.

HARRIS, kicking off from the 35 after his first kick went out of bounds, unintentionally squibbed the ball through the front Pampa line and an alert Brian Clark pounced on the ball for the Herd at the Pampa 42 as several Harvesters stood by and watched.

Quarterback Franklin Higgins then nailed split end Dave Charest with a 10 yard pass and first down to open the second scoring drive. Harris and High then carried the load again before High took the final step with 5:38 remaining on the clock in the first half.

The Whitefaces also scored again just before the half when defensive back Mike Munnerlyn stole Pampa's second pass attempt of the night, only two plays after Harris kickoff. Munnerlyn pulled the ball down at the Hereford 31 and was dropped there by Pampa's Howie Lewis, who had been the intended receiver.

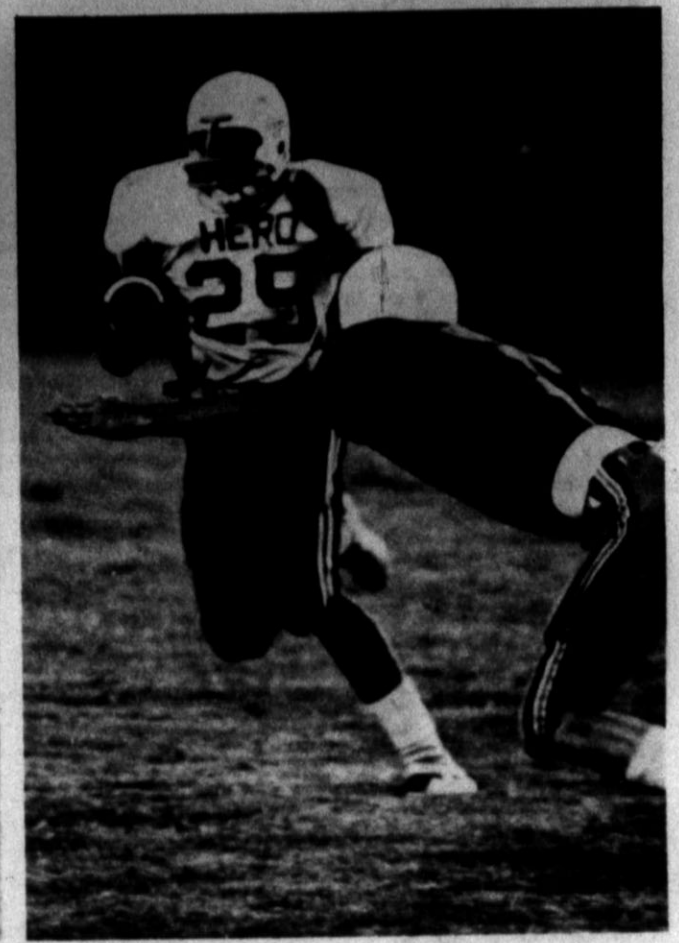
High made two yards and Harris carried for eight for a first down at the Hereford 41. Harris then broke loose over right tackle for his longest run of the night, 47 yards, to the Pampa 12 where he was knocked out of bounds.

High carried for two, and a fumble off the snap resulted in a one-yard gain by

See HERD Page 2



Harris And High



James Harris, left, and Chuck High, exploded for a total of 274 yards Friday night to lead the Hereford Whitefaces past the Pampa Harvesters, 12-0. Harris had 172 yards rushing in 21 carries and High had 102 yards in 21 carries and scored both touchdowns.

### Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says it is better to face the wall of adversity and push, though no progress is made, than to sit in the shade — a quitter.

Hereford has a special "birthday" flag, thanks to State Rep. Bill Clayton. C of C manager Bill Albright reported the Chamber received the flag this week, after it flew over the state capitol on Sept. 1 — the date of Hereford's 75th birthday.

THE WHITEFACES launched the grid season with a highly successful effort at Pampa Friday night, but it was one of the smallest Hereford crowds we've seen at an out-of-town game. Threatening weather probably kept many local fans from making the trip, but there should be a big turnout for the home opener this Friday!

One game doesn't make a season, but it reveals that we've still got that vital ingredient called "hustle." Make plans to see the home opener against Palo Duro Friday!

HOLLY SUGAR has a problem at its Shoup plant in Hereford. Simply stated, the company has to have the raw materials, sugar beets, to keep the plant going. Beet acreage has declined the past few years, due to a number of factors, and the 1974 crop may be the most critical since the plant opened nine years ago.

Although it is quite apparent that Hereford could lose a giant industry, neither Holly officials or local leaders are approaching the problem with a negative outlook. Several goals on boosting the industry are already on the drawing board — programs that could enhance the position of the plant here as well as related agribusiness.

Officials are optimistic about the future of sugar, but some steps cannot be taken until the National Sugar Act expires in '74. The sugar industry is already pushing for legislation that will put sugar in a "viable position with other crops, and prospects appear good in that direction.

THE PARTY is over; the good wishes have been made; the 75 candles have been blown out; there is a sense of relief on the part of many participants, but the "diamond" memories will linger for many years.

It was a great birthday party, and a lot of people share in the success of the venture. Heading the list, of course, is Dale Young, general chairman, who spent many hours in guiding and blending together the many activities of the huge celebration.

The names are too numerous to list, but plaudits should go to all the committee chairman, members of the corporation board and executive committee, members of the spectacle cast, the queen contestants, the Jaycees and Kiwanians, and all Belles', Brush and Smooth chapters!

As Young stated in the Jubilee program, "the unselfish contributions of time and talents by hundreds of interested citizens must be recognized as the reason for the celebration's success."

SPEAKING of the sacrifices made by many people and of our vital community spirit, Jim Conkwright, president of the Jubilee corporation, stated: "Armed with these same qualities in the years ahead, I know that we will strive to be in the vanguard of constructive civic accomplishment. I welcome your full partnership in the demanding tasks we face as a community, and in the good that rises to come from our united effort."

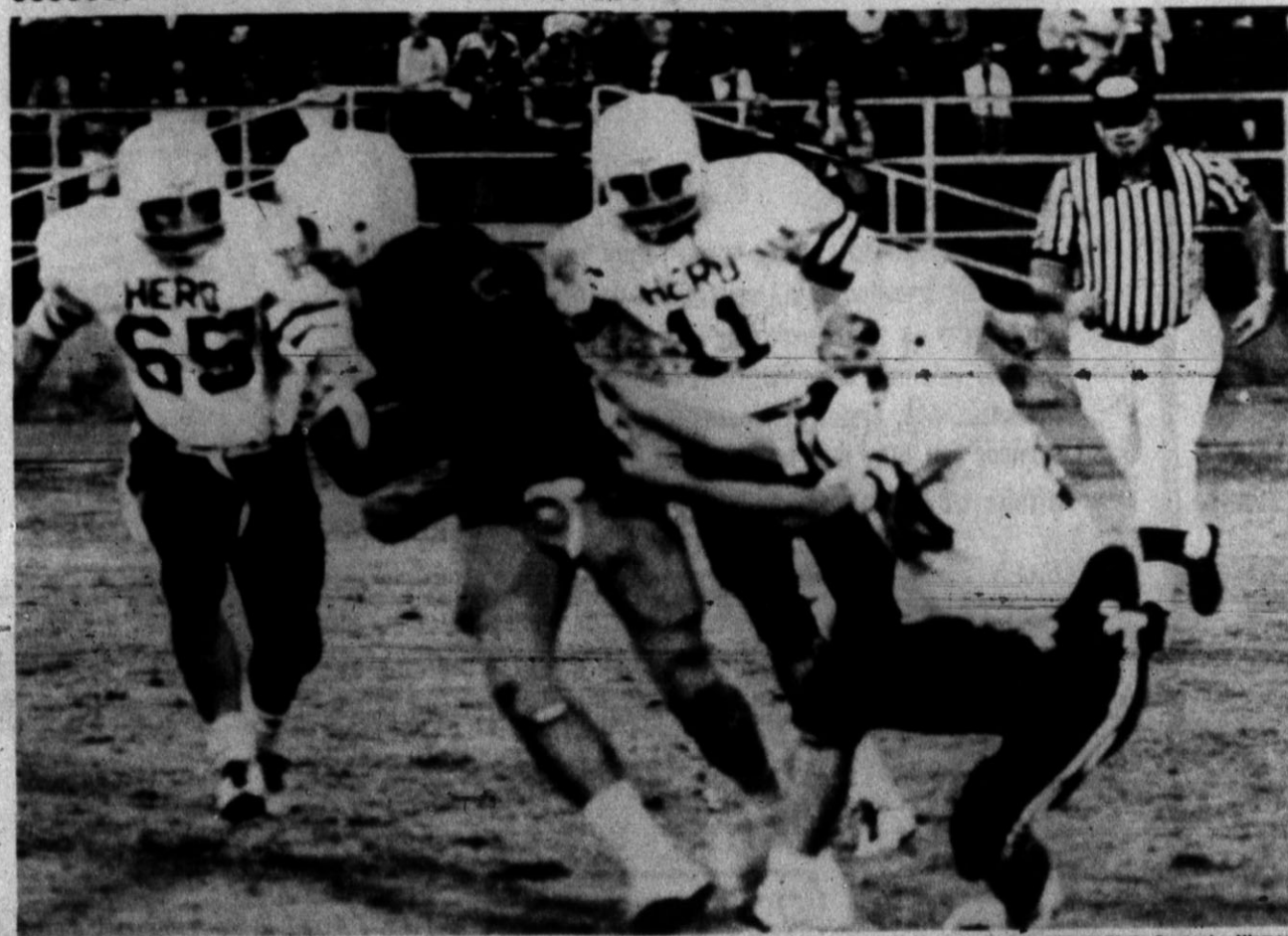
### \*\*\*\*\* Game Statistics \*\*\*\*\*

	H	P	INDIVIDUAL RUSHING
First Downs	20	10	HEREFORD
Yards Rushing	287	120	Harris 21 for 172
Yards Passing	10	29	High 21 for 102
Passes Att-Com.	1-5	3-6	Higgins 5 for -6
Passes Incepted By	2	—	Charest 3 for 1
Punts-Avg.	2-37	1-33	Waits 3 for 10
Fumbles Lost	—	—	Crim 1 for 8
Pen.-Yds.	8-60	3-11	

	HEREFORD	PAMPA
PASSING		
Higgins	— 1 of 4 for 10	Reeves 2 for 0
Crim	— 0 of 1	Curtis 12 for 46
Pampa		Leverick 12 for 65
Leverick	— 3 of 6 for 29	Nipp 4 for 9

### Other Area Scores

Wichita Falls 20, Coronado 7	Dimmitt 16, Muleshoe 0
Monterey 11, Big Spring 7	Frona 34, Farwell 0
Snyder 21, Dunbar 3	Vega 22, Groom 14
Estacado 13, Plainview 3	Littlefield 62, Silverton 0
Amarillo 13, Odessa 12	Morton 18, Springlake 6
Borger 14, Perryton 6	Boys Ranch 12, Bovina 0
Canyon 33, Spearman 6	Brownwood 28, Abilene Cooper 0
Midland 22, Tascosa 21	Andrews 8, Levelland 0



Brand Photo By Craig Nieman

Hustlin' Herd

Three Whitefaces get together here to put the brakes on Harvester QB Rick Leverick, Pampa's top ground gainer. An unidentified player has hold of Leverick as Joel Pittard (65) and Gerald Payne (11) come to aid. Good pursuit by the Herd held the Harvesters to only two first downs and 34 yards rushing the first half.

## Holly Sugar Seeks Help From Local Businessmen

By SPEEDY NIEMAN  
Publisher

Declining sugar beet acreage could be a critical problem for Holly Sugar's Hereford plant, company executives announced Thursday, and they called on community leaders to help them seek a solution.

A number of factors — including crop competition and inclement harvesting conditions the past few years — were listed as problem areas by John Bunker, president of Holly.

Seven Hereford business leaders were in Colorado Springs, Colo., Thursday to confer with top Holly executives about the acreage situation. The company had invited a number of businessmen to attend the informal session and discuss ways the company might move to combat the problems.

At the same time, Bunker saw some

bright spots in the overall sugar industry. He pointed out that the industry is "saddled" with the Sugar Act at present, and called for sugar to be put on a parity with other crops when the act expires in 1974.

"There is a developing shortage of all foods and fibers, and we should definitely promote the production of domestic sugar when the Sugar Act expires," Bunker noted. He anticipates a "substantial" price for sugar on this year's crop, but he added that it won't compare to increases seen in other crops.

Grower acreage in the Hereford area has declined from a high of about 40,000 acres in 1969 to just above the 20,000 mark this year. "With the Sugar Act still with us until '74, the next year is critical," Bunker stated. He indicated more acreage was needed to serve the Shoup Plant in Hereford, but stressed

that the company was not taking a negative attitude.

"We believe sugar beets are important to the area for a number of very good economic reasons, aside from the advantages of having a plant in the community," the Holly president emphasized. These reasons include: (1) Net return per acre on beets, (2) value in crop rotation, and (3) value to related ag industries.

One of the key points to come out of the discussion was a recommendation to push the use of beet tops and beet pulp as feed to complement the cattle feedlot industry. These suggestions included wind-rowing the tops and, perhaps, mixing with ensilage in the pits; or custom-cutting the green tops and carrying them directly to feed lots.

One Hereford banker suggested this might not only help both the beet grower

## Three-Day Workshop Planned In Bull Barn

A Stocker Cattle Shortcourse-Cowboy Workshop will be conducted Monday, Tuesday and Wednesday at the Bull Barn in Hereford.

The program will begin at 8 p.m. each evening and will include information on nutrition of stocker cattle, expected costs and returns for 1974 and animal health programs for stockers. The shortcourse is sponsored by the Panhandle Economic Program, Texas Agricultural Extension Service and County Program Building Committees of Castro, Deaf Smith, Oldham, Parmer and Swisher counties. Moderator for Monday's and Wednesday's program will be Elmo Hall of the Deaf Smith County Program Building Committee.

Dr. Gene Cope, area veterinarian, Texas Agricultural Extension Service will speak on "Stocker Cattle Health" at the 8 p.m., Monday session. Keith Hansen, nutritionist, Hi-Pro Feeds of Friona, will speak at 9 p.m. on "Nutrition of Stocker Cattle Upon Arrival and Supplements for Winter Grazing." Dr. Cal Parrott, area beef cattle specialist, Texas Agricultural Extension Service will speak at 9:30 p.m. on "Management Techniques for Maximum Production." Edd McElroy, Castro County Program Building Committee will act as moderator for Tuesday evening's session.

At the 8 p.m. Tuesday session, Marvin Sartin, area Economist-Mgmt., Texas Agricultural Extension Service, will speak on "Expected Costs and Returns for 1973-74." Bill Masch, manager of cattle feeding research, Iowa Beef Processors, Inc., Dakota City, Neb., will speak at 9 p.m. on "Outlook and Cattle Situation."

A half-hour panel discussion will be conducted before adjournment at 10:15 p.m.

The Wednesday evening session is specifically designed for the cowboys who are responsible for the health program of wheat pasture and feedlot cattle.

A panel of veterinarians will open the 8 p.m. Wednesday session. Dr. Gary Cash of Friona will discuss "Diagnostic Aids"; Dr. W. J. Hill, Dimmitt, "Value of a Health Program"; Dr. Aaron Hutto, Hereford, "Basic Vaccination Program and General Antibiotic Rationale"; Dr. Wally Koers, Texas Agricultural Experiment Station, Bushland, "Force Feeding of Incoming Cattle" and Dr. Marc Hoelscher, consulting nutritionist, Hereford, "Nutrition of the Sock Calf."

A 45-minute panel discussion will be held before adjournment at 10:15 p.m. Justin T. McBride, county extension agent for Deaf Smith County, encourages all cattlemen to attend the sessions.



# Herd Romps Over Pampa, 12-0

**Continued From Page 1**

Higgins. High made another yard to Pampa's 3-yard line and on fourth-and-six a reverse to Dave Charest resulted in only four yards and the ball went over to Pampa on downs.

THE HERD had a third period touchdown nullified after a 67-yard opening half drive.

Dave Charest returned the Pampa kickoff to the Hereford 28 to set up the drive. Harris and High, breaking mainly off right tackle behind the blocking of Jim Marsh, pushed the ball to the Pampa 5-yard line in nine plays.

High then scored from five yards out but an illegal motion penalty wiped out the tally. A Higgins to Schumacher pass on a third-and-eight failed and Higgins was then trapped at the Pampa 14 on the next play.

Quarterback Rick Leverich was the top ground gainer for the Harvesters as he carried 12 times for 65 yards. Helping out was Joe Curtis who rushed for 46 yards, also on 12 carries.

THE HERD defense allowed Pampa only one penetration of the night, and that was down to the Hereford 13 near the

end of the third quarter. However, The Whiteface defense shut it down there.

On a third-and-six play at the Herd 13, linebacker Shumacher blitz through the Pampa line to nail Leverich at the 18 for a five-yard loss to end the third quarter.

On a fourth and 11 from the Herd 18 and the opening play of the final quarter, Whitefaces, Armando Gonzales and Gerald Payne met Leverich at the Hereford 15 to ice the Pampa drive.

Hereford, now 1-0 for the season, faces Amarillo Palo Duro in Hereford Friday as Pampa, now 0-1, travels to Dumas Friday.

Registration for Community Education classes for adults in Hereford will be held Tuesday,

Sept. 18, with classes scheduled to begin the week of Sept. 24. Classes for the courses will be

held on Monday, Tuesday or Thursday nights depending on the course taken.

Courses to be offered in Hereford include commodities; bridge; women's recreation; water color; men's recreation; basic psychology; modern math for modern parents; literature appreciation; tennis fundamentals; golf fundamentals; America's cultural experience; and home interior decorating. Vocational courses to be

ffered, in cooperation with Amarillo College will include real estate principals; bookkeeping; conversational spanish; typing; auto engine tune-up; income tax preparation; business office machines; and fundamentals of brick laying.

The courses offered in cooperation with the college will not be college-credit courses. However, officials do expect to offer college credit courses during the spring term here.

## Highway Construction To Begin In County

A highway construction contract for the Amarillo district has been awarded by the Texas Highway Commission.

The work, under the supervision of District Engineer Charles W. Smith will be in Deaf Smith County.

Cooper and Woodruff, Inc., of Amarillo was awarded the contract for grading, structures, base and surfacing on 8.4 miles of Farm to Market Road 2587. Low bid was \$248,601.80. The project is from the

present end of FM 2587 westward to FM 290. Donald Day of Canyon is the Highway Department engineer in charge of the project which will take an estimated 120 working days.

## Holly Sugar Asks For Local Help

**Continued From Page 1**

and feedlots, but also custom-cutting operators who could put their equipment to additional use. Holly Sugar, working with local leaders, hope to set up a meeting with feedlot managers and nutritionists this next week to discuss possibilities of such a program.

Both Holly Sugar and local bankers agreed that "bad memories" of 1969 were a big factor in the decline of beet acreage in the area. A wet fall and freezing weather trapped some 10,000 acres of the 40,000 total, and also resulted

in low sugar content on some of the harvested acres.

"All we need," expressed Bunker, "is good harvesting weather this fall and sufficient acreage for the '74 crop . . . then we should be in good shape with new sugar industry legislation."

One of the bankers pointed out that the sugar industry in Hereford "pumps outside money into the economy, provides employment and, as a result, helps the businessman on main street."

They also agreed that beets ranked high when figured on net return per acre.

Attending the meeting from Hereford were Jim Sears and Bud Snyder, First National Bank; Jeff Carille, Hereford State Bank; Bob Ginn, Holly ag manager at Shoup plant; Bill Albright, executive vice president of Deaf Smith County Chamber of Commerce; Tom Simons, news director of Radio KPAN; Speedy Nieman, publisher of The Hereford Brand.

## GED Tests Planned Monday And Tuesday

The annual GED testing has been scheduled for Monday and Tuesday, Sept. 10-11, it was announced this week by Robert Thompson, Hereford High School counselor.

The GED tests are offered to adults in order to secure a certificate of high school equivalency from the Texas Education Agency. The fee is \$10.

Those wishing to take the tests will meet in the school board meeting room at the administration building at 8:30 Monday morning. The tests will also start at 8:30 a.m. Tuesday.

September, but the change was made in order to avoid a conflict in other testing programs.

Thompson said there are five tests, with each one requiring approximately two hours of time. The GED tests are usually given the third week in Sep-

## Trophy Shoot Set Sunday

Regular practice of the Hereford Gun Club will be at 1 p.m. today near the Hereford Airport at the gun range.

The organization is planning a Junior Trophy Shoot at 1 p.m. next Sunday for persons under 18 years of age.

Anyone under the age of 18 is eligible to enter and may register before Sunday at the A&M Gunshop. Officials urge early registration, but said registration will also be available at the shoot. Entry fee is \$4 per person.

Ammunition will be available at today's practice as will be refreshments.

The Gun Club holds regular practice trap shoot at 1 p.m. the second and fourth Sunday of each month.

**CASSIUS CLAY**  
Cassius Clay knocked out Floyd Patterson in the 12th round at Las Vegas, Nev., Nov. 11, 1965.

**MONTREAL**  
On Nov. 12, 1775, Montreal surrendered to the American Army under Gen. Richard Montgomery.

**DR. LIVINGSTONE**  
On Nov. 10, 1871, Henry M. Stanley found the missing explorer, Dr. David Livingstone, in Central Africa.

**COW POKES** By Ace Reid

"All I said in there wuz everybody has a right to his own opinion!"

# INTRODUCING

# Another First!

# SOS

## "SPECIAL ORGANIZATIONAL SERVICES"

SOS is a courtesy service available to you regardless of your present banking connections...Just ask us about it.

- S.O.S. offers a source of financial guidance at a most important time
- It eliminates any oversight in notifying proper authorities.
- It eliminates failure to submit a proper claim.
- It eliminates repeated trips to various government agencies to establish claim for settlement.
- It shifts a large portion of this personal burden from your shoulders to ours.
- It's free for the asking.

S.O.S. is a professional service. Our S.O.S. advisors have spent many hours in special classes, taught by knowledgeable specialists, in order to help you in such areas as social security, workman's compensation, civil service, veteran's benefits, railroad benefits, teacher's benefits, life insurance, credit life insurance and other possible optional services you may find open to you in the business and personal affairs which you are suddenly charged with settling.

S.O.S. does not include legal and accounting services. Many times estate settlements do require legal and/or accounting service. We, of course, do not practice law or accounting but do point out to you those matters which require legal and accounting assistance.



Mrs. Irene McKinster Mrs. Sherry Hoover

Mrs. Irene McKinster & Mrs. Sherry Hoover, Hereford State Bank's trained advisors for S.O.S. invites you to inquire about Special Organizational Services . . . It's a personal, confidential, courteous service, at no cost to you to help you at a very difficult time.

COME IN OR CALL 364-3456

ASK FOR

MRS. IRENE MCKINSTER

OR

MRS. SHERRY HOOVER

# SOS

## AUCTION SATURDAY SEPTEMBER 15, 9:30 A.M.

The Wagon Wheel Club & Moore's Trading Post  
Located: South side of U.S. Highway 60 on west city limits of Hereford, Texas

- |  |   |   |
|--|---|---|
| <b>CLUB &amp; RESTAURANT FIXTURES</b>                            | <b>PICKUP &amp; TRAILERS</b>  |   |
| 2 - 4'x7' living Kaye Pool tables w/chang                        | 1 - 1971 Super Cheyenne Chevrolet pick-up w/400 V-8, gutomatic, air, LW-bed, some body damage | 1 - large lot clay flower pots          |
| 1 - Seaburg Selecto-matic stereo juke box                        | 2 - 2 wheel trailers w/pickup boxes   | 1 - lot new & used radios               |
| 1 - Frigidaire automatic ice maker                               | 1 - Welch Appaloosa pony & saddle w/igips   | 1 - 19" Admiral color TV                |
| 1 - L.A.S. 3 door beer box w/separate compressor                 | 1 - Cat 2-1/2 hp mini-bike  | 1 - 17" Curtis Mathis color TV          |
| 1 - 12" soft contained Coke box                                  | 1 - battery operated mini-bike  | 1 - Synchronic portable stereo          |
| 1 - Cornelius 5 way drink dispenser w/tanks                      |   | 9 - new steel watches                   |
| 1 - small triple sink stand                                      | <b>STORE INVENTORY</b>  | 1 - lot costume jewelry, purses, etc.   |
| 1 - 12" upholstered bar  | 15 - new east double bed headboards   | 2 - typewriters                         |
| 6 - bar stools   | 14 - new east double beds   | 6 - glass display cases                 |
| 14 - spool type club tables                                      | 3 - new east king size headboards   | 2 - 6" glass shaving units              |
| 8 - 24"x28" formica tables                                       | 10 - new twin size headboards   | 1 - lot east hand tools                 |
| 11 - 36"x36" formica tables                                      | 3 - new twin size beds  | 2 - National cash registers             |
| 4 - 36"x60" formica tables                                       | 1 - new set bunkbeds  | 1 - lot tool boxes                      |
| 21 - vinyl cafe type stools                                      | 3 - new bed/corridor/bath stools  | 1 - lot health & beauty aids            |
| 19 - padded stacking chrome-legged chairs                        | 5 - complete used baby beds   | 1 - lot Jim Beam whiskey bottles        |
| 46 - molded plastic chairs                                       | 15 - cot pads   | 1 - lot antique & collectors glassware  |
| 1 - National saddle cash drawer                                  | 1 - lot new & used bedding  | 5 - lot canvas & supplies               |
| 1 - Norvic stainless steel milk dispenser & pie case combination | 1 - used set bunkbeds   | 2 - Dea/home heaters                    |
| 1 - 2 urn stainless steel coffee maker w/grip buffers            | 5 - new & used dinette sets   | 10 - Asst. gas heaters                  |
| 4 - stainless steel sink counters                                | 13 - new occasional chairs  | 5 - gas cook stoves                     |
| 1 - large lot napkin holders, ash trays, table cloths, etc.      | 8 - new east coffee tables & end tables   | 1 - large lot paint                     |
| 1 - lot formica counters & storage cabinets                      | 2 - new living room sofas   | 1 - large lot dishes, cookware, etc.    |
| 120 - yards approx. used carpet & padding                        | 2 - 30"x60" steel office desks  |   |
|  | 2 - 24"x48" steel office desks  | <b>ANTIQUES</b>                         |
|  | 1 - wood desk   | 1 - Keystone slide viewer w/600 slides  |
|  | 1 - large lot lamps & pictures  | 1 - lot wagon wheels                    |
|  |   | 1 - Watson antique woodburning stove    |
|  |   | 1 - large lot of miscellaneous antiques |

PLUS A LARGE QUANTITY OF MISCELLANEOUS MERCHANDISE THAT WILL BE SOLD PRIMARILY AS DEALER LOTS. THIS SALE IS A COMPLETE LIQUIDATION OF MOORE'S TRADING POST AND THE WAGON WHEEL CLUB AND IT WILL BE SOLD NO MINIMUM, NO RESERVATION.

NO MINIMUMS - NO RESERVATIONS - INSPECTION DAY PRIOR TO SALE LUNCH WILL BE AVAILABLE

Terms: Cash! All accounts to be settled sale day. All sales subject to state and local sales tax laws. Not responsible for theft or accident. Write or call auctioneers for additional information or sales catalogue.

FASTEST DRAWN IN THE WEST  
**Arvell Williams, Auctioneers**  
6224 CANYON DRIVE - AMARILLO, TEXAS 79110 Phone, Ofc. 355-1012 - Res. 355-8592

**Hereford STATE BANK**

Member American Gem Society



### Rev. Keisling Honored

#### With Farewell Dinner

A farewell basket dinner will honor the Rev. John Keisling Sunday at 1 p.m. in St. Anthony's school parish auditorium.

Rev. Keisling will be leaving for Medford, Mass. Sept. 10 where he will be serving as director and guardian of Novices.

While with St. Anthony's Catholic Church, he was ac-

tively involved in the church and St. Joseph's Catholic Church, CYO, Knights of the Altar and the PTO.

He served as moderator of the Ecumenical Council, editor of the parish news letter, superintendent of St. Anthony's school, secretary for the Hereford Ministerial Association, and currently vice-president of the association.



The Rev. John Keisling

## Fiesta Queen Is Selected

Election results for the queen, princess and dutchess has been announced for the Mexican Fiesta to be held at the Deaf Smith County Bull Barn on Sept. 14-15. The results were released by St. Joseph Men's Organization.

Selected as queen is Diana Torres, daughter of Mr. and Mrs. Frank Torres of 410 Ave. K. Miss Torres' representatives are Mr. and Mrs. Rene Ramirez.

The princess is Minerva Perales, daughter of Mr. and Mrs. Eusebio Perales and her representative is E.P. Rodriguez.

Chosen as dutchess is Mary Jane Camarillo, daughter of Mr. and Mrs. Simon Camarillo, 112 Fuller St. Her representative is Delfino Romo.

The election was conducted at a dance at the Play House Skating Rink Saturday night, sponsored by St. Joseph Men's Organization.

The queen's coronation will be held Saturday, Sept. 15, which is Mexican Independence Day.



MINERVA PERALES  
Princess



MARY CAMARILLO  
Dutchess



DIANA TORRES  
Mexican Fiesta Queen

## H<sup>3</sup> HUSTLE HUSTLE HUSTLE

By Bill Albright, Executive Vice President Deaf Smith County Chamber Of Commerce



One of the many functions of your Chamber of Commerce is to promote the establishment of new industry and business in the community. The purpose of this is to encourage economic growth of the area, providing new jobs for our citizens, increased trade for our business people and additional revenue for our tax supported programs.

just don't fully appreciate what they mean to our well being.

Let us use as an example our Holly Sugar Refinery. That particular industry has been in production for almost 10 years now. What exactly does that mean in dollars and cents to Hereford.

Well, first of all the payroll for the employees is over \$1 million per year; secondly the plant spends more than \$2.5 million each year on locally purchased supplies, equipment, utilities, transportation and other similar requirements; and finally the payments to area farmers for this year's sugar beet crop will exceed seven million dollars.

And that's not the whole story — Economists have found that the turn over rate of a dollar in an agricultural community is seven times — that means that the ten and one half million dollars generated by the presence of the Sugar Plant is multiplied by seven, thereby having an economic impact on the area of over 70 million dollars a year. I think we'll have to agree that 70 million dollars is a lot of economic impact on any city.

Now just think of all the businesses and all the industries that have been contributing to our economy over the years and

what the total impact of their contribution means. Quite a bit isn't it?

So the moral of the story is: Let's continue to encourage new business and let's welcome those new additions to our community, but let's not forget those old standbys who means so much to our economic base. We can show our appreciation by using their products and their services — Buy it in Hereford.

Remember that dollar spent here—circulates seven times and that's a lot of hustle, hustle, hustle!

### Rain Recorded

Rain was recorded from .66 inches to over one inch in various parts of the Hereford area, which will help milo crops that received it to germinate and finish maturing.

Easter Fertilizer, south of Hereford, reported 1.2 inches for the rain that fell during the week, and Community Grain Inc. recorded 1.5 inches.

Pitman East, located west of Hereford, recorded .75 inches, while Hereford Aero, Inc. two miles east of town, received the same amount. For the city of Hereford, KPAN Radio Station reported .66 inches for the week.

**TROOPS WITHDRAW**  
On March 19, 1972, Indian troops withdrew from Bangladesh as the two countries signed a friendship pact.

### School Board To Discuss Policies

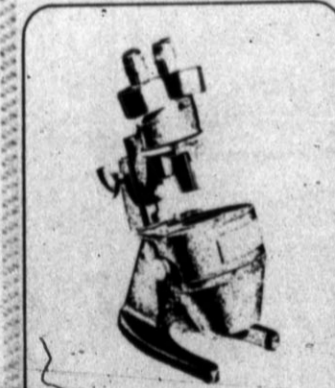
The Hereford School board will discuss school policies, election of new teachers, and finalize plans for the TASA-TASB Conference in a meeting in the Administration building at 8 p.m. Monday.

Curriculum discussions will include an overview of the LLD Program, a brief report of the Community Education Program for this year, the Building Trades project, and a review of the results of the School Board Survey.

Sick leave policies, forfeiture of honors, and outside employment of school personnel will also be a part of the discussions.

Plans for a new elementary school building will be a part of the meeting, and reports from enrollment, the cafeteria, transportation, tax office, and a bid on the school car will come from the respective departments.

Plans to elect new teachers, with five names on the ballot, and the finalization of the plans for the TASA-TASB Conference, Sept. 29-Oct. 1, will take place.



How to look well



at a diamond

Diamonds have many hidden differences... so choosing wisely can be difficult.

Come in and look through our Diamondscope... the true nature of each diamond will be clearly revealed. Let our gem experts help you choose a diamond beautifully right for you.

Member American Gem Society  
**Cowan Jewelers**  
217 N. Main 364-4241

## PITTSBURGH PAINTS

### paint sale



### INTERIOR LATEX

White

JUST \$3.88 PER GALLON

### EXTERIOR LATEX

White

JUST \$5.68 PER GALLON



## Home Decorator Value Center

**Carl McCaslin Lumber Co.,**

334 E 3rd

364-3434

STARTS MONDAY SEPT. 10th 9:30 AM  
OVER 300 COATS TO SELECT FROM HURRY FOR BEST SELECTION

## It's our gigantic Coat Caravan! Styles and prices for everyone. Limited time only.

A terrific assortment of fall and winter coats for juniors, women and half sizes. Favorite fabrics in newest silhouettes. Make your selection now and put it in lay-away. You'll be glad you did when cold weather arrives.

20% to 40% OFF \$25 to \$125  
ON SOME STYLES



CHARGE IT!  
AT PENNEY'S

**JCPenney**

USE OUR CONVENIENT  
LAY-A-WAY PLAN

We know what you're looking for.  
SUGARLAND MALL HEREFORD, TEXAS



## ALONG THE FRIO

By MRS. OWEN ANDREWS  
Brand Correspondent

Guests at Frio Baptist Church Sunday were Rev. and Mrs. Tommy Needham and sons, who were spending Labor Day weekend with her parents, Mr. and Mrs. Andy Axe. Rev. Needham, who has pastored a church at Vinson, Okla. for two years or longer, was guest speaker at the Sunday evening service. He is now attending Baptist Theological Seminary at Ft. Worth. He is a native of the Wellington area, while she is the former Nancy Axe.

Next week will be State Mission Emphasis Week, sponsored by WMU of Frio Baptist Church. This Sunday evening Rev. M.A. Pennington of Dimmitt will be guest preacher. He and Mrs. Pennington recently returned from a visit of Baptist work in Washington and Oregon.

Next week WMU members will study together on Monday and Thursday morning and Wednesday evening services will be an all-church study of State Missions.

Among students going away to college is Miss Becky Anderson, daughter of Mr. and Mrs. Kendon Anderson of this community. She and a friend, Miss Vicki Bond of Amarillo, drove recently to Provo, Utah to begin studies at Brigham Young University.

Here last weekend to visit the Clark Andrews and Mrs. E.B. Berryman were Mr. and Mrs. Mike Jarrett. They live at Wichita Falls for the present while he is stationed there for school as a member of the U.S. Air Force. She is the former Brenda White, Mrs. Berryman's granddaughter.

Mr. and Mrs. J.L. Brooks, her nephew, Elton, and Mrs. Elton McClellan, of Comanche, Okla. their son, Craig McClellan and his wife, of Chikasha, Okla. took a weekend vacation together. They went to El Paso, Carlsbad and also made a short visit into Juarez. Part of the group went in the Caverns with a tour group.

Here to visit Mrs. G.W.

### BANGLADESH

On March 19, 1972, Indian troops withdrew from Bangladesh as the two countries signed a friendship pact.

### PONTS DE CE

Civil war in France ended on March 20, 1598, with the Treaty of Pons de Ce.

### LAURITZ MELCHIOR

Wagnerian tenor Lauritz Melchior was born on March 20, 1890.

### DALADIER RESIGNS

Edouard Daladier resigned as premier of France on March 20, 1940 and was succeeded by Paul Reynaud.

Parker this week is her sister, Mrs. Dovie Isbell of Tahoka. She came with the Olin Parrises when they were there the first of the week.

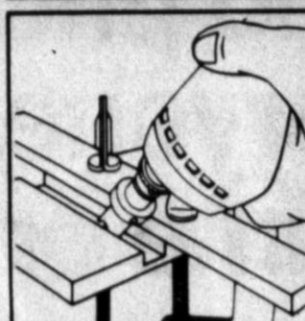
Mrs. H.M. Mobley and Nelle Miller spent the Labor Day weekend visiting the Earl Renos at Midland, the J.W. Taylors at Odessa and the George Bentleys at Monahans.

Home for the Labor Day weekend was the Coles daughter, Cheryl, from O.S.U., Norman, also her guest, Sal D'Amato, also a student there. Another daughter, Mrs. Herman Vinson, and Mr. Vinson, Pampa, were also there.

Among students at WTSU are Rhonda Stephan, Melissa Johnson and Billie Faye Manion of this community. Agso Eugene and Raymond Warrick from Frio Church.

Mr. and Mrs. Harvey Manion, Kim and Jay, Mr. and Mrs. Greg Jones and children spent the Labor Day weekend on an outing in Pecos National Mountain Park. They report frosty weather, beautiful scenery, streams of fish and a good time.

### NEW! STANLEY ELECTRICISEL



### A WOODWORKING TOOL FOR USE WITH YOUR ELECTRIC DRILL

FITS 1/4" DRILL CHUCKS

EASY TO USE

2 SIZES 1/2" \$5.25

3/4" \$5.50

ROCKWELL BROS. & CO. Since 1889 104 S. Main 364-0033

# Hereford State Bank To Begin New Local Service

Hereford State Bank has begun a new courtesy service to aid local residents when a death occurs in the family.

The service, started recently through two of the bank's employees, is to assist the surviving members of a family on matters concerning what authorities to notice, immediate practical measures to take, and the gathering of all basic information for claims in such areas as teacher's benefits; life insurance; credit life insurance; profit sharing plans; social security; civil service; veterans benefits and railroad benefits.

The new service by the bank

has been named "SOS" for Special Organizational Services.

In charge of the new service will be Mrs. Irene McKinster and Sherry Hoover, who both recently attended special schools in connection with the program.

"This is the first time this service has been offered in this area," said Mrs. McKinster. "It is free to anyone regardless of their present banking connections. All they have to do is come by and ask us."

The new theme of the bank's in connection with the new service is "making life less complicated."

Mrs. McKinster stressed that the two women in charge are not trying to practice law. "We just want to guide people to the

service they need. All the material they give us is kept confidential in our vault. We hope everyone in the area will

give us the chance to help them."

The SOS plan is intended to eliminate repeated trips to

governmental agencies by telling persons the exact documents needed to file claims for benefits and other services.

## September Specified As Better Breakfast Month

Breakfast begins a new day — so start out right.

September is "Better Breakfast Month" and the ideal time to get into the habit of eating a good breakfast.

Frances Reasonover, foods and nutrition specialist, Texas Agricultural Extension Service, Texas A&M University System, said.

"It's important to every family member — especially

youngsters starting back to school. Generally, students make better grades and learn more when they eat breakfast."

Breakfast is exactly what the name indicates — ending the fast from the night before, she continued.

"However, it doesn't have to consist of bacon, eggs, cereal or toast — any nutritious food will do if it furnishes one-fourth of

the day's needs.

"Try hot dogs, hamburgers, cheese, beans, peanut butter and jelly sandwiches, soup, macaroni and cheese, creamed meat or fish over potatoes, or cottage cheese and fruit," Miss Reasonover suggested.

Through imagination and planning, children can be well-fed at breakfast — even if the mother works away from home

and has limited time for food preparation.

"Such working mothers can prepare foods the evening before and refrigerate them. Then family members can grab these breakfast foods before rushing off to work or school."

"Some examples include sandwich makings, reconstituted fruit juice, nutritious cookies or meat pies."

SAVE AT GEBO'S

GEBO'S MONEY SAVING TIRE SALE... SAVE AT GEBO'S ...

GEBO'S MONEY SAVING TIRE SALE

230 N. 25 MILE AVE.  
HEREFORD, TEXAS

# GEBO'S

## SIZZLERS

SAVE AT GEBO'S

NEW!!

### DURALON STEEL RADIAL

The one you've been waiting for at the price you can afford

25 Per Cent Deeper Tread Than Our Previous Radial

Free Mounting No Trade-In Lifetime Guarantee

	GEBO'S	EXCISE TAX
FR-70-14	\$38.95	\$2.88
GR-70-14	\$40.95	\$3.06
GR-70-15	\$41.49	\$3.08
HR-70-15	\$42.95	\$3.33
JR-70-15	\$44.49	\$3.55
LR-70-15	\$45.95	\$3.70

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

Buy 2 And Save

TRUCK TIRES  
Strong Nylon Cord  
Deep Traction Tread  
Extra Long Mileage

Buy 2 For only

6.70-15 6 Ply **\$32.98** Per Pair Plus \$2.40 F.E.T. EACH

7.00-15 6 Ply **\$37.98** Per Pair Plus \$2.50 F.E.T. EACH

Similar to Illustration

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

NEW!! INDOOR-OUTDOOR CARPET

Great for Patios, Pickups, Tractor and Combine Cabs, Horse Trailers, Farrowing Pens, and hundreds of uses.

**ONLY \$1.98** SQUARE YARD

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

STOR-ALL UTILITY #1 PICK-UP TOOL BOXES

This new all steel box rides on the sides of your pick-up. It is easily accessible from either side and doesn't clutter the loading area. The slim styling permits unobstructed rear window visibility. Comes equipped with paddle type latches with locks and keys, has continuous piano hinge.

**SEPTEMBER SIZZLER \$82.50**

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

**Dura-Start**

(5 YEAR GUARANTEE) 12 Volt Battery

65% More starting power than original equipment batteries

**23.80** EXCHANGE

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

**MIGHTY MITE REMINGTON CHAIN SAW**

This 6 1/2 pound Mighty Mite Remington Chain Saw is so versatile you'll use it for:  
Felling trees up to 2 feet thick  
Cutting firewood  
Trimming, pruning, clearing  
Camping, summer homes  
Building outdoor furniture

This easy starting lightest-of-all Remington Chain Saws comes fully assembled and features semi-automatic oiling, quiet low-tone muffler, and cushioned hand grips. You'll like its light weight, easy handling, and low, low price. Get it now.

EASY TO HANDLE, FUN TO USE

**ONLY \$119.95**

We stock a complete line of Remington Chain Saws including The Mighty Mite Batam, Mighty Mite Electric and the SL-9 priced from \$99.95 to \$169.95

- Compare the features, you'll buy Remington
- Compare the price, you'll get them at GEBO'S

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

**WARREN BROS.**

1410 Park Ave. 364-1423

CLOSED SUNDAYS

WARREN BROS. MOTOR

25th Anniversary Special

1971 Mercury Montego 9 passenger station wagon 351 V8, factory air, power steering and brakes. White with blue vinyl interior, and chrome luggage rack. 21,200 verifiable miles. — **\$2595.00**

1971 Buick Electra 225 Custom Series - 4 Door HT Loaded with luxurious extras. Cinnamon metallic body with matching vinyl top. New white wall tires. Save 50 per cent on this 32,000 mile beauty.

1969 Chevrolet El Camino - 350 V8 automatic, factory air and power steering. 5 new radial tires. Unusually sharp inside and out. Harvest gold finish with matching vinyl interior. Protective warranty.

1972 Ford Pick-Up Ranger XLT — 390 V8, factory air and power steering, green and white two-tone. 27,000 verified miles. Protective Warranty.

1973 Ford LTD - 4 door sedan, air and power, 11,300 actual miles. Yellow body with black vinyl top. Is nice as new. \$1200 off original price.

1971 Plymouth Satellite Sebring 2 door hard top, 360 (reg. gas) V8, air and power. Emerald green with white vinyl sport top. It's love at first sight with this one.

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

DS PREMIUM\* POLYESTER 4 Ply Tubeless Whitewall

GET 2 FOR THE ROAD ONLY

**36.96** PAIR

Size	Cat No.	SALE PRICE PER PAIR	Plus P.D. & Tax Each
6.70-14	MSW27	38.80	2.37
6.70-14	MSW19	40.80	2.58
6.70-14	MSWMP	42.56	2.75
6.70-15	MSWV4	40.96	2.60
6.70-15	MSWVX	42.90	2.80
6.70-15	MSWV1	44.20	3.01
6.70-15	MSWV3	45.48	3.13

FREE MOUNTING NOT TRADE-IN UNCONDITIONAL ROAD HAZARD GUARANTEE

**DOUBLE DUTY HIGHWAY**

Pickups • Campers  
RUGGED 6 PLY CONSTRUCTION  
FITS STANDARD RIMS

BUY 2 FOR ONLY

6.78-15 REPLACES 6.70-15 **\$45.90** PER PAIR \$3.34 F.E.T. EACH

6.78-15 REPLACES 6.70-15 **\$49.90** PER PAIR \$3.34 F.E.T. EACH

GEBO'S MONEY SAVING TIRE SALE

SAVE AT GEBO'S

**BANKAMERICARD**

welcome here

GEBO'S MONEY SAVING TIRE SALE





# DISCOUNTS



**Alka-Seltzer**  
EFFERVESCENT ANALGESIC ALKALIZING TABLETS  
CONTENTS: TABLETS  
**ALKA SELTZER**  
25-COUNT BOTTLE  
**57¢**

**Crest**  
CREST  
**TOOTH PASTE**  
7-OZ. FAMILY SIZE  
G.D.P. **77¢**  
NOW ONLY!

WHERE YOU ALWAYS BUY THE BEST FOR LESS  
**GIBSON'S**  
**DISCOUNT CENTER**  
ADVERTISED PRICES GOOD IN HEREFORD, TEXAS  
MONDAY, SEPTEMBER 10 THRU WEDNESDAY, SEPTEMBER 12, 1973

**SCOPE**  
FAMILY SIZE MOUTHWASH  
18-OZ. SIZE BOTTLE  
G.D.P. **99¢**  
NOW ONLY!

**SOFF COSMETIC PUFFS**  
100's & 260's PKG.  
Your Choice  
**47¢**

**BRECK**  
SUPER BALSAM  
Creme Rinse  
CONDITIONER  
8-OZ. SIZE  
G.D.P. **63¢**

**FINAL NET HAIR SPRAY**  
13.4 OZ. CAN  
G.D.P. **99¢**

**GIRLS LONG SLEEVE TOPS**  
100% Nylon in ass't colors. Sizes 7 to 14  
REGULAR '3"  
**\$2.99**

**LITTLE GIRLS SMOCKS**  
Retail '6"  
• PERMANENT PRESS  
• 50% Dacron Polyester  
• 50% Cotton  
• Machine Washable  
• Color Fast Colors  
**\$5.49**

**GIRLS DENIM SLACKS**  
• 100% Cotton  
• Navy Blue Color  
• Sizes 7 to 14  
REG. '4"  
**\$3.99**  
ONLY!

**NEW CRUSH PANTY HOSE**  
Young Miss  
Ultra Soft - one size fits all - No. 476  
Retail '1"  
G.D.P. **59¢**  
NOW ONLY!

**CASSETTE TAPE CARRYING CASE**  
HOLDS 14 CASSETTE TAPES  
G.D.P. NOW ONLY! **\$5.97**

**F-20...MENS REMINGTON SHAVERS**  
G.D.P. NOW ONLY! **\$19.97**

**MENS JACKETS**  
SIZES: S-M-L  
RETAIL '8"  
G.D.P. NOW! **\$5.99**

**3-TUBE SPRINKLER HOSE**  
• By Gering  
• 50 FT. Length  
• Now Only!  
**\$2.39**

**ALL WIGS & WIGLETS**  
NOW REDUCED  
**25% OFF REGULAR G.D.P.**

**BOYS LONG SLEEVE KNIT SWEATERS**  
• Permanent Press  
• by Ely Walker  
• Ass't Colors  
• Sizes 8 to 16  
REG. '4"  
**\$3.77**

**AUTO JACK STANDS**  
NO. AV-12  
EXTENDS FROM 17" to 28"  
REG. '3"  
NOW ONLY! **\$2.79** EACH

**NAPKIN HOLDER**  
with Salt & Pepper Shaker  
by Creative Decorative Co.  
NOW ONLY! **\$1.59**

**PLASTIC TACKLE BOX**  
13-COMPARTMENT  
HIGH QUALITY PLASTIC  
**TACKLE BOX**  
by Seaway  
NOW ONLY! **69¢**

**STATIONERY**  
by Whittings  
40 Sheets - 30 Envelopes  
NO. 250 - G.D.P. NOW!  
**\$1.73**

**ALL STUFFED ANIMALS**  
NOW REDUCED!  
OFF REGULAR G.D.P. **25¢**

**Tide**  
TIDE  
GIANT SIZE BOX  
G.D.P. NOW ONLY!  
Laundry Detergent **69¢**

**GEBHARDT JUMBO TAMALES**  
30-OZ. CAN  
**49¢**

**SWIFT PREMIUM BACON**  
1-LB. PKG.  
G.D.P. **\$1.19**  
NOW ONLY!

**TURF MAGIC CRAB GRASS CONTROL**  
12-4-4 MIX  
RETAIL '4"  
NOW ONLY! **\$2.99**

**JUST ARRIVED**  
DON'T FORGET TO FERTILIZE BEFORE WINTER

**BATH TUB MATS**  
by Rubber Queen  
18 1/2" x 31 1/2"  
**\$1.99** EACH

**GIBSON'S R pharmacy**  
SAVE ON PRESCRIPTIONS  
Phone 364-4900  
EMERGENCY 364-2432 or 364-4109



# Martinez-Rios Vows Spoken In Home Ceremony

A home wedding was the setting for the marriage of Bertha Martinez and Ruben Rios in the home of the bride's parents. Rev. Danny Carasco, pastor of the Spanish Baptist Church in Friona, officiated the ceremony.

The bride is the daughter of Mr. and Mrs. Natividad Martinez, 322 Dayton, and Rios is the son of Mr. and Mrs. Encarnacion Rios, 307 Dayton.

White paper flowers decorated the home. Mrs. Pete Gaitan, the bride's sister, was maid of honor and Pete Gaitan served as best man. Groomsmen were Juan Cordova.

Given in marriage by her father, the bride wore a floor length empire waist gown of chiffon over satin with lace

decorations. The short sleeves were scalloped as was the neckline of the gown. Her waist length bridal veil was of silk illusion and she wore elbow length white gloves.

Following the ceremony the dinner was served to wedding guests in the bridegroom's home.

For a wedding trip to Albuquerque, New Mexico, the bride wore a navy blue two

piece dress. The couple will be at home in one week at Blue Water Garden Apartments.

The bridegroom is currently employed at Armour's Meat Packing.

Out-of-town guests included Mr. and Mrs. Juan Castellano of Lubbock, Mr. and Mrs. Augustin Martinez of Goodland, Kansas and Mr. and Mrs. Rubdy Bastardo of Brownwood.



Mrs. Ruben Rios ... nee Bertha Martinez

## Motorcycle Rodeo Set Sept. 16

The Deaf Smith County 4-H Trail Bike Club will sponsor a motorcycle rodeo on Sunday, Sept. 16, beginning at 3 p.m. at the Hereford Riders' Arena. The event is open to the public

and there will be no charge for admission.

The three events planned for the cycle riders are barrel races, pole race and key-hole race. Entry fee is 50 cents per event. The event is open to anyone and money raised from the event will be used to build a fence on a tract of land recently leased from the city by the 4-H Clubs.

For further information contact one of the cycle dealers in Hereford or Robert Devin, ACEA, 364-3373.

Progress solves one problem and presents another—just a new link in the chain of life.

## 4-H Teen Leaders Meet

Several reports were given and future plans made when the 4-H Teen Leaders met recently. The meeting was conducted by Sandra Stallings with pledges led by Stan McCabe and Britt Hicks.

Reports were given by Joyce Shipp on the 4-H Youth Fair held yesterday at the Bull Barn, National 4-H Week and 4-H Orientation to be held Sept. 17 at 7:30 p.m. at the Bull Barn.

Robert Devin reported on the booth at the Tri-State Fair. Committee members include Rhonda Hagar, Shelly Scott, Tom Marnell, Allyn Rowland, and Stan McCabe. The booth will be set up Sept. 15.

On Sept. 22 a Rural Youth Day

will be televised on Channel 4 at 12:30. Teen Leader delegates will be Ricky Coleman, district chairman; Sandra Stallings, Bake Show Queen; and Kevin Douglas, Wheat King.

It was announced that this year's annual achievement banquet will be held Oct. 12 at 7:30 in the Bull Barn.

Other reports at the meeting include a report from Emily Ogle on the County Teen Club, and Sandra Stallings reported on the float and Teen Leaders Lab in Amarillo.

The group's next meeting will be held Oct. 8 at 7 p.m. in the County Court Room. Programs throughout the year will be presented by club members.

## Mrs. Ruland Speaks To BSP

Body Beautiful, What You Are To Yourself Through The Inner You was the program presented by Mrs. Fred Ruland to members of Alpha Iota Mu Chapter of Beta Sigma Phi Thursday evening in the Reddy Room of the Southwestern Public Service building.

On the business agenda, members decided to sponsor a girl at Gristown again this year and plans were made for the area convention to be held in October.

Hosting the meeting were Mrs. Jimmy Bell and Linda Wilhite.

Those present were Mmes. Coy Mason, Jerry LaFrance, Bill Drake, David MacDonald, Ken Waiser, Robert Williams and Johnnie Burkhalter. Others attending were Carla George and Beverly Barrett.

## Home Tour Discussed

The Annual Home Tour for September 28 was discussed by members of the Garden Beautiful Club Thursday in the Flame Room of Pioneer Natural Gas building.

The yearbook committee hosted the meeting. Those were Mmes. Herman Ford, Bruce Burney, N.D. Bartlett and Roy Smith.

Members present were Mmes. Joe Story, T.J. Carter, V.O. Hennen, J.L. Woodford, Charles Hood, Ray Cowser and L.H. Lookingbill.

## Legion Sets Dinner Meeting For Sept. 18

Appointive offices and committees were named when the American Legion Auxiliary met Tuesday at 8 p.m. in the Legion building.

The meeting was conducted by Mrs. J.G. Gandy and the

budget for 1973-74 was discussed.

The following offices and committees were named: Americanism—Mrs. J.H. Holden; cheer—Mrs. Mabel Wagner; youth and children—Mrs. Gaylon Bryan and James Jesko; and community service—Mmes. Hazel Sparks and Gladys Smith.

Others are education and scholarship—Mmes. H.V. Crawford and S.T. Wiseman; finance—Mrs. Ira Ott; foreign relations and legislative—Mrs. M.C. Adams; hospital and rehabilitation—Mrs. LeRoy Williamson; and membership—Mrs. James Jesko.

And, parliamentary—Mrs. Grant Hanna; yearbook—Mrs. Grant Hanna; yearbook printing—Mrs. Tom Draper.

The Boys State and Girls State delegate reports will be given Sept. 18 at 7:30 p.m. at a dinner meeting. Delegates are

Babette Stengel, daughter of Mr. and Mrs. J.W. Stengel of Hereford and Kris Garrison of Adrian.

Girls State was held June 12-22 at Texas Lutheran College at Seguin. Interested veterans and their families are invited to attend the dinner. Members should bring either a salad or dessert.

## Mrs. Mountz Hosted Class

Mrs. C. J. Mountz was hostess for the meeting of Bethany Sunday school class of First Baptist Church.

Present were Mmes. G. K. Horton, J. V. Pickens, W. W. Hill, H. J. Roberson, J. J. Evans, J. W. Isreal, H. E. Danforth, T. W. Roberson, Ky Higgins, Walter Easter, R. E. Caddell, A. R. Jordan, J. J. Buckner, Art Manjoet and A. G. Brown.

**Keepsake**

BELGIUM 8000

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

# Firestone FIGHTS INFLATION!

## 1974 ORIGINAL EQUIPMENT DOUBLE BELTED WHITEWALLS!

**\$15 TO \$42.60 LESS**  
per set than our July prices!

**DELUXE CHAMPION SUP-R-BELT**

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

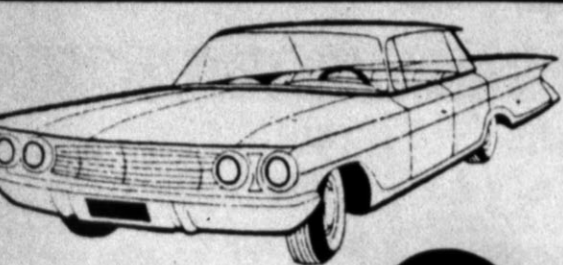
Two cord body plies of **POLYESTER FIBERGLASS**  
Double belt under tread

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

<p><b>\$15 TO \$36.40 LESS</b> than our July prices!</p> <p><b>SMALL CARS</b></p> <p>Sizes A78-13, B78-14, C78-14, E78-14, F78-14, G78-14</p> <p><b>4 \$100</b> FOR</p>	<p><b>\$28.40 TO \$42.60 LESS</b> than our July prices!</p> <p><b>WHITWALLS MEDIUM CARS</b></p> <p>Sizes G78-14, H78-14, I78-14, J78-14</p> <p><b>4 \$110</b> FOR</p>	<p><b>\$26.20 TO \$35.40 LESS</b> than our July prices!</p> <p><b>WHITWALLS LARGE CARS</b></p> <p>Sizes J78-14, K78-14, L78-14</p> <p><b>4 \$130</b> FOR</p>
---	---	--

Small low price for singles and pairs. If we should sell out of your size, a substitute will be used, assuring future delivery at the advertised price.

**BUY NOW...CHARGE 'EM**



**TIME TO TRADE ?**

If the prime interest rate increases are worrying you, **WORRY NO MORE** Our NEW AUTO & PICKUP A.P.R. IS STILL ONLY 9%!

We can't guarantee how long this low auto loan rate will remain in force... but we will hold it to 9% as long as possible for you...

"WE LOVE TO SAY YES" "FREE CREDIT LIFE IF YOU QUALIFY"



**HEREFORD TEXAS FEDERAL CREDIT UNION**

330 Schley Phone 364-1888

**"People Helping People"**

**FOR WARMTH:**

**Men's Sport Coats \$2.49**

**Women's Coats \$2.79 and up**

**FOR FUN:**

**Radios \$4.25 and up**

**TVs \$49.95**

**FOR EVERYTHING**

**Baby Walkers 68¢**

**Ladies' Skirts 25¢**

**Men's Shirts 49¢**

**GOODWILL INDUSTRIES**

# SAVE MONEY WITH THESE "down-to-earth" PRICES!

**CLOSE OUT SPECIALS**

2 x 4 & 2 x 6 ECONOMY FRAMING LUMBER

**\$12.95 PER 100 B.F.**

EXAMPLE: 2 x 4 14' ... \$1.17 EA.  
2 x 6 14' ... \$1.81 EA.

**SHEETROCK**

4 x 8 1/2"

**\$1.52 EACH**

**SAVE ON PAINT**

LATEX FLAT WALL PAINT \$2.98 Gal.

REDWOOD STAIN \$3.65 Gal.

OUTSIDE LATEX HOUSE PAINT \$3.95 Gal.

OIL BASE BARN PAINT \$3.89 Gal.

32" or 36" HEAVY-DUTY TEMPERED SAFETY GLASS

**STORM DOOR**

**\$32.95**

**FARM DISCOUNT LUMBER & COMPANY**

PHONE 364-6002 (Just outside city limits) HIGHWAY 385 SOUTH

**CLEAN CARS**

J.V. Campbell Motors

USED CARS FROM CADILLAC TO VOLKSWAGENS

1971 Ford LTD 4-dr. H-top, loaded, white vinyl top, light green lower, green cloth interior, a real sharp one, show room condition.

1971 Plymouth Fury II 4-dr. Sedan, loaded, green, with light green cloth interior, for that family car see this one today.

1971 Chev. Impala 4-dr. H-top, loaded, off white, with light blue interior, very clean inside and out.

1970 Buick Custom Skylark, 3-dr. H-top, loaded, small V8, white vinyl top, light blue lower, white vinyl interior, cleaner than most 72 models.

1964 Falcon 4-dr. 4 cyl. Auto. Trans. This is a good little inexpensive school or work car, priced below market.

**J.V. CAMPBELL MOTORS**

321 N. 25 Mile Ave. Hereford

**STADIUM CAR ROBE**

100% ACRYLIC IN COLORFUL RED PLAID

**\$4.44**

Limit one at this price. Additional \$8.50 each

**CAMPERS! VANS! PICKUPS!**

FIRESTONE TRANSPORT TRUCK TIRES

**\$18.95**

6.00-16 Black Tube-Type Plus \$2.33 F.E.T. and tire off your vehicle. 6-ply rated.

**DISC BRAKE SERVICE**

Replace front disc pads. Machine both front rotors.

**\$48.88**

Calipers rebuilt \$12.88 each.

**REPACK & GREASE SEALS**

Repack front wheel bearings and install new grease seals.

**\$4.88**

Drum brake cars only at this price.

**Famous SHOCK ABSORBERS**

Exceed original equipment quality.

**\$12.88 each**

Includes installation

**Firestone** the people like people

185 N. Main, Hereford  
Open Mon. - Fri. 8-6  
Saturday Till 4  
Phone 364-4333



H.D. CHATTER

## Home Sewing Growing In Popularity

By Argen Draper  
Home Demonstration Agent



Home sewing is one of the ten fastest growing industries in the United States. Because of this, the number of fabric outlets have quintupled since 1967. Reported sales for sewing machines, patterns, notions and fabrics totaled over \$3 billion in 1973. Currently there are over 45 million home-sewers — and predictions indicate that by 1977, this figure will increase by 25-30 per cent. The large attendance at our Sew Fairs shows the interest of local people and merchants.

Popularity of sewing stems from several factors — two of which are leisure time utilized for creative purposes and the resulting satisfaction gained by a sense of accomplishment. Ease of sewing today's fabrics, abundance of available time savers and sophisticated promotional programs also have greatly boosted sewing popularity. Another influence comes from menswear. From neckties to designer suits, menswear fabrics, patterns and notions are in demand. Men sew too.

The average home seamstress doesn't sew for necessity — but to stretch family income. For example, with today's rapid increases for food and housing, home sewing serves to release additional dollars in these areas as well as others held in special values by the family. With today's wide variety, homesewers easily remain in vogue with the assistance of fashionable pattern designs and fabrics.

As a result, home sewing has reached a level of maturity and sophistication that can challenge and motivate every consumer — no matter where

his or her interests and needs may lie.

Just because tenderizers make meat tender, they won't tenderize people's stomachs. Although many consumers worry about the question of safety in meat tenderizers, they can go ahead and tenderize those less tender, less expensive cuts of meat.

The actual tenderizer is a natural plant enzyme called papain. It's obtained from the papaya fruit and is generally recognized as safe to use on foods that will be cooked. Papain is readily destroyed by the heat needed to cook meat. Even if all the papain weren't destroyed by heat, the stomach's gastric juices would finish the job easily.

Many people are confused about usage and safety of another chemical used in food, monosodium glutamate (MSG). It simply improves natural flavors — it's neither a tenderizer nor a preservative. It's also safe. Made from an amino acid—which is one of the "building blocks" of proteins, MSG usually comes from the vegetable proteins in soybeans, wheat and corn.

CORN. Some canned vegetables and canned tuna are processed with MSG, as are mayonnaise, French dressing and salad dressing if the label lists it as an ingredient. Also, consumers can buy it to add to foods at home. If you are on a low sodium diet you will not use monosodium glutamate.

PICKLED CALIFLOWER  
2 medium-size heads (1½ lbs. each) califlower

¼ c. salt  
4 c. sliced carrots  
1 qt. white vinegar  
1 c. sugar  
2 large white onions or ½ c. onion flakes  
2 T. mustard seed  
2 t. ground tumeric  
4 peppercorns  
Trim califlower, cut into flowerettes. Place in a large bowl with 2 T. of the salt. In another bowl combine carrots, with the remaining 2 T. salt. Cover bowls and let stand 2 hours. Rinse thoroughly and drain.

Combine the following and boil: vinegar, sugar, onions or onion flakes, mustard seed, tumeric and peppercorn. When solution reaches boiling point add carrots and return to boiling point; reduce heat, cover and simmer for 5 minutes. Add califlower, return to boiling point, reduce heat, cover and simmer for 8 minutes or until vegetables are crisp-tender.

Pack hot vegetables into jars, fill with boiling liquid. Seal immediately. Makes 7 or 8 quarts.



Mrs. Billy Sisson  
... with club's founder, Mrs. Art Manjoet

### Anniversary Celebrated

Mrs. A. L. Manjoet was honored as founder of Bud to Blossom Garden Club on the club's 25th anniversary which was celebrated at their meeting Friday in the home of Mrs. Ray Polan.

Mrs. Bill Nelson presented the 25th anniversary yearbook to club members.

In attendance were Mmes. Billy W. Sisson, Nelson, Jess Robinson, Bruce Brown, Wayne Porter and Jim Pavlicek.

## Services Held Here For Lester

Danny Lester, a former Hereford resident who moved to Amarillo at the age of 12 years, was killed Tuesday in a traffic accident near Houston.

Funeral services for Lester were held Friday at 2 p.m. in Paramount Baptist Church in Amarillo with graveside services conducted at 4 p.m. Friday in Rest Lawn Memorial Gardens here. Arrangements were by Boxwell Brothers Funeral Directors of Amarillo. The Rev. C.N. Rue, pastor,

and the Rev. Russell Pogue, pastor of the First Baptist Church in Cosco officiated.

A former Tascosa High School football star who made gridiron history at the University of Texas, was killed Tuesday afternoon in a storm-caused pickup-truck collision near Anahuac on Houston Bay as tropical storm Delia blasted its way onto the Texas Coast.

Lester, who would have turned 25 on Sept. 16, and Timothy Conner of Lafayette,

La., were killed when a tractor-trailer was blown into the path of their pickup truck.

After receiving many football awards during his career, he was drafted by the Philadelphia Eagles in the first rounds of pro-football's annual college picking session in 1971.

He was born in Florence, Ala. and was a member of Paramount Baptist Church.

He is survived by his mother, Mrs. George Pulley of Amarillo, a sister and his grandmother.

SEPTEMBER 17 thru 22  
TICKETS ON SALE AT SEARS  
9:30 A. M. to 9:00 P. M. — CALL 365-9461

# 1973 Tri State Fair

GET YOUR TICKETS NOW FOR ALL THREE SHOWS

## Loretta Lynn Show

## Lynn Anderson

## Country Music Festival

<p>MONDAY, SEPTEMBER 17 &amp; TUESDAY, SEPTEMBER 18 LORETTA LYNN SHOW with Ray Griff, Kenny Starr, Randy and Sandi Burnett and Don Ballinger &amp; The Coal Miners</p>	<p>WEDNESDAY, SEPTEMBER 19 &amp; THURSDAY, SEPTEMBER 20 LYNN ANDERSON and THE STATLER BROTHERS Box 1047 Amarillo, Texas 79105</p>	<p>FRIDAY, SEPTEMBER 21 &amp; SATURDAY, SEPTEMBER 22 TOM I. HALL &amp; The Storytellers JOHNNY RODRIGUEZ JERRY WALLACE BARBARA MANDRELL &amp; The Do-Rites</p>
--	---	--

Enclosed stamped, self-addressed envelope.

## Noon Lions Host Ladies Night Dinner

Hereford Noon Lions honored their ladies Thursday evening with a dinner in the Civic Club Center.

On welcoming the ladies, Nolan Grady, said that president Jim Hale wanted to do something especially nice for the ladies since they had volunteered 397 hours during the Lions Club Carnival recently. The nicest thing he knew of was to have a dinner for them the night the Dallas Cowboys played a football game on television. He reported that 65 ladies assisted the Lions in working at the carnival.

Herschel Black, program chairman for the month, introduced Enos T. Jones, a lawyer from Amarillo, who gave a program on "Couth and Culture". Enos is a former

assistant Attorney General of Texas, a U.S. Government Attorney, and has been a member of the Lions Club for 25 years and held several offices in the club.

The invocation was given by Raymond White. Tommy Bowling, sponsor for the Leo Club, announced that the club at Hereford High sponsored by the Lions Club, needs more boys in the club.

Mrs. Bill Gentry and Mrs. Bernard Roberson decorated the tables for the event.

ANGELA DAVIS

On Nov. 10, 1970, Angela Davis was indicted by the Marin, Calif., grand jury for murder, kidnaping and conspiracy.



## Patrick Henry Collection . . . Hard Rock Maple-In Early American

The woods used in manufacturing this famous Patrick Henry Collection are unparalleled in quality. Hard Rock Maple is America's finest hardwood. It will withstand years of service and is only grown in the northern colder climates. This climate is nature's way of producing the hardest and most durable wood for furniture manufacturing.



With the best woods available and the very finest craftsmen the Patrick Henry Collection in Early American is brought to you . . .

"NOW AVAILABLE IN OPEN STOCK"

"LEFT TO RIGHT"  
AS PICTURED ABOVE

- |  |       |                                 |       |
|--|-------|---------------------------------|-------|
| ● 3 Drawer Dresser<br>41"x18"x30" H          | \$130 | ● Door Top<br>41"x11"x48" H     | \$119 |
| ● Bachelor Chest<br>3-Drawers, 30"x18"x30" H | \$110 | ● Bookcase Top<br>30"x11"x48" H | \$88  |
| ● 1-Drawer, 2-Door Cabinet<br>30"x18"x30" H  | \$110 | ● Door Top<br>30"x11"x48" H     | \$110 |
| ● Student Desk, 4-Drawer<br>41"x18"x30" H    | \$128 | ● Bookcase Top<br>41"x11"x48" H | \$97  |

also available in open stock  
Master Bedroom Furniture

Dining room Furniture Occasional Pieces  
IN MATCHING HARD ROCK MAPLE

# McGEE FURNITURE

511 N. MAIN

HOME OWNED - HOME OPERATED

PHONE 364-2586

**We're Not CLOWNING AROUND**  
We're moving 'em **OUT!**

**4-1973 DEMONSTRATORS LEFT BIG SAVINGS!**

**9-Brand New '73 Left...**  
2-OLDS ... 1-98 ... 1-88  
7-CHEVROLETS  
**BIG DISCOUNT ON EVERYONE!**

**JUST ARRIVED 20-1974 CHEVROLET PICKUPS**  
**HURRY FOR BEST COLOR SELECTION!**

**WE TRADE - THE FRIENDLY PLACE**  
**DOYLE JOHNSONS**  
**CHEVROLET - OLDS**  
**HWY. 385 N. HEREFORD, TEXAS**



# SELL IT FAST! BUY IT RIGHT! USE WANTED ADS!

## Phone 364-2030

### CLASSIFIED ADVERTISING RATES

Reader Ads (Minimum 10 words) 1st insertion per word 8c  
 Additional insertions, when paid in advance: per word 6c  
 Classified Display (8 pt. type under a specific heading, 1 column width only - no art or signature cuts) per col. inch \$2.00  
 Repeat insertion without copy change per col. inch \$1.50  
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.12  
 Deadline for Classified Advertising in the SUNDAY BRAND. 5 p.m. Friday

Deadline for Classified Advertising in the HERE-FORD 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-1-10-9p

**"THE SADDLE HOUSE"**  
 COMPLETE Riding Equipment  
 New & Used Saddles  
 HIGGINS & SOUTH TEXAS ST.  
 PHONE 364-3583  
 1B-1-13-1fc

**!!CARPET!!**  
 Financing Available  
 C&W CARPET  
 PLAINS AND N. 25 MILE AVE.  
 PHONE 364-3448  
 B-2-16-1fc

**WE BUY AND SELL USED FURNITURE BARRICK FURNITURE**  
 WEST HWY 60  
 PHONE 364-3552  
 1B-37-4fc

**FOR SALE: Fireplace wood.**  
 258-7640.  
 B-1-10-31-1fc

**FOR SALE: New & used furniture and appliances.** Plains Finance Corp. 906 South 25 Mile Avenue.  
 B-1-15-34-1fc

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

**FOR SALE: National electric guitar,** with case. Phone 364-0689.  
 B-1-42-1fc

**RCA WHIRLPOOL commercial ICE MAKERS - Sales and Service -** Brown Sheet Metal.  
 B-1-11-52-1fc

**Rye Seed for Sale.** Call 276-5543.  
 B-1-10-33-8c

**FOR SALE WATER BEDS**  
 King size and singles \$22.00; Round \$42.00. Frames \$58.00.  
**SOUTHWEST CARPET**  
 209 Park Avenue  
 Phone 364-1763  
 B-1-47-1fc

**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  
 B-1-25-1fc

**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.  
 B-1-4-1fc

**LEFT IN LAY-AWAY**  
 Electronic Component Stereo with built-in tape player. AM-FM Multiflex Radio, Garrard Turntable, 200 watts, 10 speaker. Original price \$399.95. Assume balance of \$245.00 or \$10.00 monthly payments  
 at  
**MARTINS SOUND CENTER**  
 Corner of Georgia & I-40 in Wolfen Square, Amarillo  
 B-1-31-1fc

**Used factory built side mount tool boxes,** short wheel base. See at Brown Sheet Metal.  
 B-1-15-32-1fc

**For Sale: Cornet and King Saxophone.** Both good condition. Phone 364-2864.  
 B-1-11-32-1fc

**Must pick up small piano and Hammond organ by September 15th.** Will allow person with good credit to assume payments on either piano or organ or both. Call or write:  
 American Music Company  
 207 East 8th  
 Odessa, Texas 79761 or Phone 915-332-2711  
 B-1-34-7c

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

**AKC BOSTON TERRIER PUPPIES**  
 Call or See  
 T.J. BURLESON  
 Friona, Texas  
 Phone 247-2541  
 1B-1-36-4p

**Vegetable juicer for sale.** New or used. Please call 364-3388.  
 B-1-10-10-1fc

**Gold color three sectional divan.** Good condition, also large mirror. Phone 364-2131.  
 B-1-12-11-2c

**FOR SALE PEANUT, CANDY & GUM VENDING BUSINESS** in Hereford. GOOD INCOME 6 to 8 hours weekly. Total price \$1,238.00 cash. Write TEXAS KANDY COMPANY, Inc. 1327 Basse Rd. San Antonio, Tex. 78212 include your phone number.  
 B-1-10-4p

**For Sale: Oak conference table.** 12' long by 4' wide. Excellent condition. Call 364-3333.  
 B-1-14-9-1fc

**For Sale: Elbon Rye Seed.** Phone 357-2344.  
 B-1-10-9-1fc

**For Sale: A.B. Dick Model 324 Offset Press.** Excellent condition. Call 364-3333.  
 B-1-12-9-1fc

**ESTATE HOUSEHOLD SALE**  
 Furniture, appliances, lots of household items. Saturday & Sunday. 604 East 3rd.  
 B-1-15-36-2p

**FOR SALE: Number 6500 Bailing Wire.** Call 405-347-2662.  
 B-1-10-36-2c

**For Sale: Portable gas grill** with cover and 24 ft. plastic hose. 125 Kingwood.  
 B-1-12-36-2p

**'71 International Travellall.** 25,100 actual miles. Fully equipped. \$2,900.00. 289-5215.  
 B-1-10-36-4c

**LOST bright carpet colors** ... restore them with Blue Lustre. Rent electric shampooer \$1.  
 McCaslin Lumber  
 B-1-17-36-2c

**For Sale: Artley Silver Flute** complete with case. Excellent condition. 1/2 new price. Call 364-1043.  
 B-1-15-35-1fc

**DON'T merely brighten your carpets.** Blue Lustre them... eliminate rapid resoiling. Rent electric shampooer \$1.  
 Duckwalls  
 Sugarland Mall  
 B-1-19-36-2c

**EQUIPMENT for 4 beauty operator shop.** Will sell all or any part, also the 18x36 (648 sq. ft.) building for rent. See at 611 Park Avenue or call 364-2100.  
 B-1-11-1fc

**1973 35x8 Park Medal Trailer,** carpeted, ref. air, 2 bedrooms. Used 2 months. Like new. Elm Court, 808 West First, Room 6:00.  
 B-1-22-11-2c

**For Sale: 3 year old Welch Kid Pony.** Gentle. See Johnny Latham, 364-5754.  
 B-1-12-11-1fc

**For Sale: Two male AKC Collie Puppies.** Phone 364-1813.  
 B-1-10-11-2c

**Must sell - 14x80 mobile home.** Excellent condition. Call 364-0726.  
 B-1-10-11-1c

**For Sale: Two bedroom house** to be moved. Phone 258-7511.  
 B-1-10-11-2p

**For Sale: 1970 American Mobile Home.** 12x60. 2 bedrooms, 1 1/2 baths and carpeted. Exceptionally nice. Call 276-5892 or 276-5217.  
 B-1-19-11-3c

**TAKE soil a way the Blue Lustre** way from carpets and upholstery. Rent electric shampooer \$1.  
 Hereford Hardware  
 B-1-18-11-2c

**GARAGE SALE. TODAY (Sunday) and Monday.** Brass bed and other miscellaneous. Everything must go. 138 Ranger.  
 B-1-16-11-1c

**FOR SALE: Honda CB 450.** 2,000 miles, runs good. 421 McKinley, 364-2050.  
 B-1-10-11-1fc

**For Sale: Upright piano and bench.** \$75.00. Call 364-3817.  
 B-1-10-11-2p

**USED Electrolux Vacuum Cleaners, Bags and Service.** 406 Avenue I. Phone 364-0620.  
 S-1-12-2-1fc

**FULLER BRUSH PRODUCTS**  
 Good fast service. Mrs. Jessie Fuller, 258-7228.  
 S-1-10-1-4fc

**FRONT PORCH SALE**  
 711 LEE STREET  
 TODAY

**3 large refrigerators, 36" cook stove, 3 full beds, 3 gas heater stoves, small living room suite, 2 large lounge chairs, 6 small chairs, 1 dinette set, 1 dish washer, clothes.**  
 B-1-11-1c

**FOR SALE: Honda CB 450.** 2,000 miles, runs good. 421 McKinley, 364-2050.  
 B-1-10-11-1fc

**For Sale: Upright piano and bench.** \$75.00. Call 364-3817.  
 B-1-10-11-2p

**USED Electrolux Vacuum Cleaners, Bags and Service.** 406 Avenue I. Phone 364-0620.  
 S-1-12-2-1fc

**FULLER BRUSH PRODUCTS**  
 Good fast service. Mrs. Jessie Fuller, 258-7228.  
 S-1-10-1-4fc

### 2. FOR SALE Farm Equipment

**For Sale: Hesston 490 Beet Digger and No. 30 toppler.** Joe Schilling, Farwell, Texas, Phone 806-825-3031.  
 B-2-16-10-6c

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

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

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**1971 Travellall four-wheel drive** in good condition. Has 6,000 lb. wench on front. Priced to sell at \$2500.00. Call 364-0569.  
 B-3-21-10-1fc

**SELECTED USED TIRES \$3.00 UP**  
 30 Day Guarantee  
**MONTGOMERY-WARD AUTOMOTIVE SALES**  
 114 EAST PARK  
 1B-3-17-4fc

**NEW AND USED CARS** now for sale at John Orsborn Buick, Pontiac, GMC's new location - 221 NORTH 25 MILE AVENUE.  
 B-3-20-42-1fc

**For Sale: 1969 Volkswagen.** See at 205 Douglas or call 364-3559 after 4:00 p.m.  
 B-3-13-35-1fc

**1965 Ford Truck Tractor** with 1963 Hobbs 40 ft. trailer. 364-2628.  
 B-3-11-36-2c

**For Sale: 1966 Ford Econoline Pickup.** Motor overhaul. 1971 Kawasaki Motorcycle, 100 cc. Sell both cheap. 289-5079.  
 B-3-16-36-1fc

**1963 Chevy Pickup**  
 Call 364-0412  
 S-3-10-11-1fc

**For Sale: 1962 Chevy 2. Good condition.** Phone 364-4119.  
 B-3-10-11-1fc

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FOR SALE: 1972 Chevrolet Truck** with 16' bed and hoist. Driven 10,000 miles. Phone 364-4560.  
 B-3-15-11-3c

**FOR SALE: '65 Chevy Super Sports.** Call 364-0789.  
 B-3-11-1p

**FHA REPOSSESSED**  
 \$14,950.00 for 3 bedroom brick 2 full baths, completely redecorated, carpeted, single car garage. Very small down payment.  
 B-3-21-10-1fc

**DECORATOR'S JOURNAL**  
 You will feel you have stepped into the pages of the Decorator's Magazine when you see this lovely 3 bedroom, 2 bath home featuring wood-burning fireplace, sunken living room, isolated master bedroom with large closets. Two car garage, fenced backyard, small covered patio. \$26,500.00  
 B-4-11-4c

**BARGAIN**  
 3 bedroom, 1 1/2 bath brick home. All carpets with separate dining room and small family room and living room. \$17,000.  
 B-4-20-11-3c

**COUNTRY HOME**  
 3 bedroom brick, 2 1/2 baths, game room 22x33. Large bedrooms, shag carpet. In excellent condition. Large double car garage. 2719 sq. ft. on one acre of ground.  
 B-4-11-6c

**DREAM HOME**  
 All you need is dishes and linens and you're at home... 1970 Custom Built 12'x68' Mobile Home-all extras go with this dream home. 2 bedrooms, 1 1/2 bath, carpet, drapes, dishwasher, deluxe range, 14.5 cu. ft. freezer-refrigerator. 18 lb. matching washer & dryer. 4,000 CFM down draft air conditioner, 6 1/2'x23 1/2' bar with twin bar stools, 25" color TV and cable vision service for 9 more months. 3/4" stock cabinets and builtins. Central heat, 18'x6 1/2' front porch, 8x10' metal storage building with 3/4" marine plywood floor and 2x4 studs. Lawn mower and garden tools, even a sewing machine. One of the prettiest yards in town. \$7,700.00 will buy it all... 903 15th Street  
 All day Sunday and after 5:30 weekdays.  
 B-4-11-1fc

**OASIS IN THE DESERT**  
 10 acres with nice two bedroom main house - two rent houses. Ref. air conditioning, draped and carpeted. 4' well, storm cellar, swimming pool, chicken barn. Lovely shade trees, all hardwood, many peach trees and grape vines. Cess pool cleaner, tree sprayer, 5 acres of corn planted. Beautiful grounds - like a park. 10 miles from Hereford.  
 B-5-17-2-1fc

**LOANS**  
 Let us help you with your financing. FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details.  
 B-4-11-1fc

**Board of Realtors Multiple Listing Service**  
**CARTEL REAL ESTATE**  
 296 N. 25 Mile Avenue  
 Phone 364-0944  
 364-0933  
 Wayne Carthel  
 Lepa Peters  
**EQUAL OPPORTUNITY**  
 B-4-10-1fc

**For Sale or Trade: 3 bedroom home.** 201 East 8th, Will GI.  
 B-4-12-35-1fc

**450 ACRES FRIONA**  
 \$325.00 acre. Write 1900 West 10th, Plainview, Texas 79072  
 B-4-12-3-1fc

**OWNER**  
 Sell or trade 250 acres. 3 wells, underground tile. \$35,000.00 down, 15 miles Southwest.  
 Call 806-622-1479  
 B-4-28-1fc

**I have Farm and Ranch Buyers, I need your listings.**  
**J.M. HAMBY REAL ESTATE**  
 Phone 364-3566  
 Res. 364-2553  
 B-4-29-1fc

**FOR SALE BY OWNER ONLY**  
 Extra nice large 4 bedroom home, with all the extras.  
 Located on North Texas St.  
 \$36,500.00.  
 Call Joe McCool  
 COLLECT  
 303-867-7977  
 B-4-5-1fc

**BEAUTIFUL HOME IN COUNTRY FOR SALE BY OWNER**  
 3 bedroom brick, 3 private baths, large den and kitchen combination-panel, utility room. All wool carpeted and new drapes. Large basement, double garage.  
 Located 12 miles South of Hereford on West Easter Road or 6 miles North of Dimmitt on HFD. Hwy.  
 Shown by appointment anytime. Phone 647-4694 or 508-Beicher, Dimmitt, Texas.  
 B-5-12-8-1fc

**FOR RENT: Large trailer spaces.** Near Tierra Blanca School. 1023 South Main, Phone 364-5113.  
 B-5-14-35-8c

**SUGARLAND QUADS**  
 428 Avenue B, 2 bedrooms, fully carpeted, draped. Total electric kitchen, ranges, refrigerators and disposals. Ref. Air cond. Convenient to shopping center and schools. Large rooms, sound proof. All utilities paid.  
 Phone 364-4304.  
 B-5-10-1fc

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

**FOR RENT: Two offices** connecting or single. Answering service available. AGRISCIENCE CENTER, 1500 West Park. Phone 364-5822.  
 B-5-17-2-1fc

**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  
 B-5-4-1fc

**Why Pay Outrageous Price for Your Apartment?**  
 We have apartments to suit your needs in any size. Your rent is adjusted to your income so you will not be paying more than you can afford. Apartments have stove, refrig., garbage disposal, central heat and air and fenced playgrounds, laundry facilities, recreation room that will have pool tables and ping-pong tables. And you can use the recreation room whenever necessary.  
 1 bedroom start \$79.95  
 2 bedrooms start \$101.55  
 3 bedrooms start \$113.75  
 4 bedrooms start \$123.90  
 All bills paid. Deposit is required.  
**BLUE WATER GARDEN**  
 420 Irving  
 Phone 364-6461  
 3B-5-1-1fc

**Two bedroom unfurnished apartment** for rent. Call 289-5241 or 364-0812.  
 B-5-10-10-1fc

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

**Nice furnished house.** Adults. No pets. Aster 5:00 p.m. 303 Avenue H.  
 B-5-12-8-1fc

**TRAILER SPACE FOR RENT**  
 Northwest Mobile Lodge,  
 Phone 364-11



The Sunday Brand, Hereford, Texas, Sunday, Sept. 9, 1973

NEED day and night car hops and inside help. Apply in person to Big Burger Drive Inn, 711 West 1st.

B-8-20-10-3c

Experienced irrigation farm hand. \$600.00 month salary plus \$1,000 year bonus. Phone 806-948-4472 or 806-948-4223.

B-8-15-9-8p

HELP WANTED!! Hardwork, Long hours, Excellent pay. Possible \$800.00 a month, depending on weather. Must be over 17 years old. Blackwell Hay Hauling Phone 364-3936

B-8-35-tfc

NEEDED — 2 MECHANICS. Contact Ernest Condarco at Ernest's Garage by Bull Barn on Dairy Road, or Phone 364-6331.

B-8-10-3p

WANTED: Mature woman for fulltime employment in dietary department at West Gate Nursing Home. Call 364-0663 for interview appointment.

B-8-20-10-tfc

WANTED ALIVE!! Persons able and willing to work. Good Company benefits: +Paid Insurance +Paid Vacation +Good working hours

B-8-11-1c

See Wayne Weaver or James Kirkland at BIG DADDY'S TRUCK STOP.

B-8-5-tfc

Are you tired of staying at home? DRIVE A SCHOOL BUS! See Eldon Owens at the School Bus Barn

1B-8-30-tfc

WANTED: RN or LVN for the 11:00 to 7:30 shift, also responsible persons for positions as nurse's aid - all shifts. Apply in person Kings Manor-Westgate, Phone 364-0663.

B-8-25-8-tfc

HELP! HELP! HELP! Waitresses needed at JORD-INS Restaurant, located at Big Daddy's Truck Stop. All shifts available, 6-2, 2-10, 10-6. Take your pick. I am trying to build a service second to none in the Hereford Area, so if you're presently unemployed or are not satisfied at your present job, I guarantee to pay you more per hour, tips excluded, than you are making now.

B-8-11-1c

If you have made a career of restaurant work, I ask you to compare the following benefits: 1. Guaranteed above local wage scale, tips are not included. 2. Free insurance after 3 full months of employment. 3. Workmans compensation, if you are hurt on the job you get paid full pay for the time that it takes you to recover. 4. Paid vacation after one year steady employment. 5. Group life insurance for the entire family.

B-8-11-1c

Requirements: Experience preferred, but not necessary. Will train if willing to learn. Must have a good personality and attitude, be able to meet and greet the public with a big smile. Please apply at Restaurant anytime or call 364-0152.

B-8-36-tfc

NEED experienced combine operators and truck drivers in Hereford area. \$2.50 per hour combine time, room and board. Phone 364-4580.

B-8-20-36-2c

Mature lady to work as cashier. Apply in person to Chicken-Redi.

B-8-11-36-2c

PRODUCTIVE FARMER Experienced irrigation milo, corn, wheat, alfalfa, cattle. \$600.00 per month. 364-0484.

B-8-36-3c

MEN WANTED IMMEDIATELY

We have several openings in our Beef Kill Department for men at this time. Experience preferred, but not necessary. These are full time year around openings for normal five day and occasionally six day week. We have not had a layoff in this department for several years and are very competitive in pay for the area.

B-9-14-11-2p

We also have some openings in other related departments: loading dock, cooler, breaking boning, offal, hides, portion control and maintenance. Again, experience preferred, but not necessary.

B-9-11-2p

Make application to Jerry Kane, 512-241-2311, Ext. 36 or write Sam Kane Packing Company, P.O. Box 9254, Corpus Christi, 78408.

B-8-10-3c

Combination wool and silk finisher. Must be experienced. Apply at One Hour Martinizing after 5:00 p.m.

B-8-15-5-tfc

WANTED: Mature young man to learn credit business. Inquire at Plains Finance Corp. 906 So. 25 Mile Avenue, 364-3400.

B-8-16-34-tfc

WAITRESS NEEDED to serve both food and cocktails. Excellent pay, generous tips, opportunity for advancement. Will train if inexperienced. 18 year olds now qualified.

B-8-35-tfc

Apply in person after 4:00 p.m. at The Music Stand, 628 West 1st. Phone 364-1150

B-8-35-tfc

Applications are now being taken for the position of Counselor of Manpower Training Programs. A degree or training and experience in related fields is necessary. Covers a 25-county area.

B-8-20-10-tfc

For application or information, write or come by Texas Panhandle Community Action Corporation, 1605 West 7th Street, Amarillo, Texas 79102. Telephone (806) 373-6861. An Equal Opportunity Employer.

B-8-11-1c

NEED GINNER AND GINNER'S HELPER. Call 364-3303.

B-8-10-11-2c

IMMEDIATE OPENINGS PINKERTON'S is in need of two full time and two part time security guards in the Hereford area:

B-8-20-10-tfc

+Will train +Uniforms and equipment supplied at no cost. +Paid vacation +Excellent benefits. Call Sgt. Vaughn, 364-4044 during 4:00 and 8:00 p.m. An equal opportunity employer.

B-8-11-2c

NEED EXTRA INCOME? Serve your neighbors during convenient hours as a Watkins Personal Shopper. Write Personal Shopper Department, Box 10, Watkins Products, Inc., Winona, MN 55967.

B-8-26-11-2c

Want — family man for delivery work. Phone 364-2586.

B-8-10-11-3c

EVER WANTED YOUR OWN BUSINESS? WHAT STOPPED YOU? MONEY? EDUCATION? SKILL? EXPERIENCE? If you are willing to work, don't let these reasons stop you any longer!!!

B-8-11-1c

For opportunity interview appointment. Call 364-2329.

B-8-11-tfc

AN AVON TERRITORY is now open in the Hereford area. Would you like to call on AVON customers there? Call: 364-4479 or 364-0640.

B-8-22-11-2c

TIRE SERVICE MAN Experienced in passenger, truck and tractor tires.

B-8-11-1c

Benefits available: +Uniforms furnished +2 weeks paid vacation +40 hours, 5 day work week +Discount on all purchases +Paid retirement +Paid life insurance equal to yearly salary +Hospital, surgical, dental insurance available. +Additional group life insurance available. +Steady year around employment.

B-8-11-1c

Apply in person to: J.C. PENNEY AUTO CENTER HEREFORD, TEXAS

B-8-11-1c

NEED Lady to sell Pennyrich Bras and Lingerie. Good income, excellent future. Call 763-0643 Clovis, N.M.

B-8-15-11-2c

9. SITUATIONS

Want to do baby sitting in my home. Reliable, responsible. Can furnish references. 364-2517.

B-9-14-11-2p

ATTENTION MOTHERS!! I will take your children to and from school — kindergarten through 2nd grade. Phone 364-5438.

B-9-11-2p

WILL DO IRONING Phone 364-3825

S-9-8-4p

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

1B-11-39-tfc

1B-11-39-tfc

10. NOTICE

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron — One mile North of Big Daddy's Truck Stop.

HEREFORD

IRON & METAL North Progressive Road by City Dump Anson A. & June Dearing Phone 364-3350 or 364-3777

1 1/2 B-10-34-tfc

DR. JEKYLL'S AND MR. HYDE'S National Restaurant-Tavern chain desires an outlet in your area. High profit potential. We train. Size determines CASH investment of \$10,000 to \$25,000, plus good credit. This is not a franchise. You own 100 per cent of the business. Why pay for blue sky?

B-10-36-4c

Sebastian's Int'l, Inc. 312 Bank of Washington Bldg. Spokane, Washington 99201 (509) 838-4761

B-10-36-4c

OIL PAINTING LESSONS By EUNICE PETERSEN Beginning September 12th Enroll Now. Call 364-3198

B-10-11-2c

GREAT WESTERN ROOFING COMPANY All types roofing No long waiting period. Fast, dependable service, local references. Free estimates. 138 Sampson Phone 364-4694

B-11-29-tfc

PAINTING CONTRACTOR Interior-Exterior Lots of experience Reasonable prices. Phone 364-5680

1B-11-36-4c

KIRBY VACUUMS Rebuilt with genuine Kirby Parts. \$59.95 & up, two year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Ph. 364-0422

1B-11-35-tfc

DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS 30 ton crane.

B-11-46-tfc

BOBBY GRIEGO Day Phone 364-4574 Night — 364-2322

1B-11-14-tfc

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

B-11-46-tfc

DICKEY'S DOZER SERVICE Dirt Work — All Kinds Bull dozers — Scrapers uck Hoe — Dragline Motorgrader

B-11-42-tfc

See or Call FLOYD DICKEY S.E. 4th & Belsber Dimmitt, Texas Business Phone 647-4553 Residence Phone 647-4565

B-11-29-tfc

PAINTING INSIDE-OUTSIDE All work guaranteed Free Estimates Phone 364-0638

1B-11-33-tfc

WANTED 100 to 150 watches a week to repair by latest approved methods.

B-11-15-29-tfc

WILL PICK UP JUNK CARS. FREE. Call 364-3350 or 364-3777

1B-11-28-tfc

CARPET CLEANING C & W Carpet Phone 364-3448

1B-11-24-tfc

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

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

1B-11-39-tfc

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

B-11-21-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

90 used vacuums \$9.00 up. Parts & Service for all makes and models. AMARILLO VACUUM 208 West 10th Phone 373-2889 Amarillo

B-11-21-7-tfc

COMPLETE Turn Key Installations of Pumps and Gear Drives Big "T" PUMP CO. INC. Sales & Service

B-11-24-tfc

HEREFORD 364-0353 DIMMITT 647-3444 FRIONA 247-3311

S-11-24-tfc

FOR ALL YOUR INSURANCE Consult The LaPlata Agency 265 South 25 Mile Avenue Phone 364-4919

B-11-16-tfc

PAULINE LOVAN 364-3526 ROBERT LEMONS 364-1726 FRANK PANNELL 364-2412

S-11-16-tfc

BROOKSIDE FARMS LABORATORY ASS'N. Local Consultants: David Pickens Abe Davis 276-5319 364-2769 or 364-6367

S-11-52-tfc

ROWLAND STABLES 840 AVENUE F PHONE 364-1189 Stall Rental-Boarding Breaking & Training Stallion at Stud (Mr. Pep Bar) We cater to good horses at the Red Pens

S-11-29-tfc

HEARING AID BATTERIES for all makes sold and tested at THAMES Pharmacy. Phone 364-2300.

S-11-12-40-tfc

AGRICULTURAL GYPSUM & LIME COMPANY Distributor for Perma-Guard Fossil Shell Flour, a feed ingredient. Phone 276-5319

IS-11-1-tfc

TREE & LAWN SPRAYING. (Licensed) Hedge trimming and shaping. C.L. STOVALL 364-4160

S-11-50-tfc

The best way to help others is to see that they don't have to help you JOIN HEREFORD BENEFIT ASSOCIATION See or Call Frank Ball 364-3119 G.W. Owen 364-3744 Mrs. Bruce Rose 364-0285

1 1/2 S-11-42-tfc

HEREFORD WRECKING CO. New & Used Parts WRECKER SERVICE We buy scrap Iron & Metal Have storage for cars, boats, etc. 1st & Jewell Ph. 364-0580. Nites — 4009 or 6075

S-11-12-40-tfc

13. LOST & FOUND FOUND: German Shepherd female puppy in 200 block of Elm Street. 364-4316.

B-13-12-11-2c

CARD OF THANKS How grateful we are to be home from the hospital in Fort Worth and have the opportunity to thank our friends for all the prayers, letters and cards. Your thoughtfulness was certainly appreciated. Fred Collett

B-35-4c

CARD OF THANKS We want to take this way to express our sincere thanks and appreciation to all who helped in the election of DIANA TORRES as the Fiesta Queen for 1973-1974. It will indeed be an honor to reign as your queen for this coming year.

B-35-4c

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

WANT-AD Gets Results

Legal Notice

THE STATE OF TEXAS TO: F. L. Vanderburgh, Anna D. Vanderburgh and Dorothy Vanderburgh, and if the said F. L. Vanderburgh and/or Anna D. Vanderburgh and/or Dorothy Vanderburgh be deceased, the heirs, unknown heirs and legal representatives of the said F. L. Vanderburgh, Anna D. Vanderburgh and Dorothy Vanderburgh, deceased, Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court 69th Judicial District of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 15 day of October A.D. 1973, then and there to answer Plaintiff's Petition filed in said Court, on the 31 day of August A.D. 1973, in this cause, numbered on the docket of said court and styled "Amp W. Miller, Jr., et ux, Plaintiffs, vs. F. L. Vanderburgh, et al" defendants.

A brief statement of the nature of this suit is as follows, to wit: Plaintiffs, Amp W. Miller, Jr., and his wife, Ruth Miller, sue for title to and possession of The East 65 feet of the West 125 feet of the South 140 feet of Block 45, of the Town of Hereford and Additions, Deaf Smith County, Texas, alleging that they have title to the said land and improvements thereon under the 3-, 5-, 10- and 25-year Statutes of Limitation; Plaintiff, Ruth Miller, sues for title to and possession of The West 60 feet of the South 140 feet of Block 45, of the Town of Hereford and Additions, Deaf Smith County, Texas, as her separate property, alleging that she has title to the same and the improvements thereon under the 3-, 5-, 10- and 25-year Statutes of Limitation, and the Plaintiffs, and each of them, pray that all of the right, title and interest of the Defendants, and each of them, in and to such properties be divested out of them and invested in the Plaintiffs and that the clouds cast upon the Plaintiffs' titles by the Defendants, and each of them, be removed; as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court at office in Hereford, Texas this 31 day of August A.D. 1973.

Attest: Lola Faye Veazey, Clerk District Court, Deaf Smith County, Texas By Robert Williams, Deputy (SEAL) S-10-4c

Legal Notice INVITATION TO BID

Deaf Smith General Hospital, Hereford, Texas, will accept bids on the following hospital equipment. Said bids to be opened and read on September 14th, 1973 at 8:00 a.m.

Monitoring Equipment 1. One Spacelab - Saturn 3 (model 1103) portable monitor. 2. Two Spacelabs - Saturn 4 (model 1104) portable bedside monitors. 3. One Apollo central station.

Laundry Equipment 1. Two 50 lb washer - extractors - with programmed washing cycles. 2. Two 50 lb gas heated tumbler - dryers.

Bids must be delivered or mailed to the Administrator, Deaf Smith General Hospital, 803 East Third, P.O. Box 552, Hereford, Texas, 79045. The hospital reserves the right to reject any or all bids or any part thereof.

More detailed information can be obtained at the office of the Administrator, Deaf Smith General Hospital, Hereford, Texas.

4 ply polyester special. 4 for \$79

plus 1.81 fed. tax each tire. B78-13 (650-13) blackwall tubeless Ground Gainer 4 plies of polyester cord. In the wide-profile 78 series. No trade-in required.

4 for \$89 on these other sizes: F78-14, G78-15 plus 2.37 to 2.60 fed. tax. each tire. Whitewalls only 2.50 more per tire. Additional whitewall sizes available.

Nylon tire for pick-ups campers panels and vans.

23<sup>53</sup> plus 2.40 fed tax 670 15.6 tube type Cargomaster Highway nylon cord truck tire. Ideal for pick-ups, panels and vans. No trade-in required. Tube type 900 and 1000 available

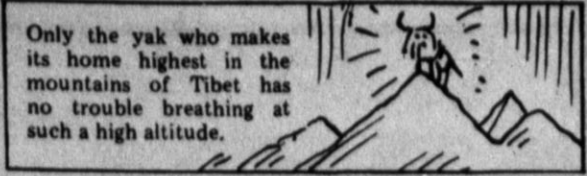
Reliant 12 A 12 volt battery for the economy minded motorist. Lowest cost, but plenty of power for most small engine cars. A quality performer you can depend on.

Reliant 12 A 12 volt battery for the economy minded motorist. Lowest cost, but plenty of power for most small engine cars. A quality performer you can depend on.

Reliant 12 A 12 volt battery for the economy minded motorist. Lowest cost, but plenty of power for most small engine cars. A quality performer you can depend on.

Reliant 12 A 12 volt battery for the economy minded motorist. Lowest cost, but plenty of power for most small engine cars. A quality performer you





Only the yak who makes its home highest in the mountains of Tibet has no trouble breathing at such a high altitude.

# perry's



**MUSIC CENTER**  
Made for Today's Component Systems,  
60" 1, 16" d, 30" h  
**NOW \$18.99**

3 piece  
**BRAIDED RUGS**  
8 1/2' X 11 1/2' 3' X 5'  
2' X 3'  
99% Nylon **\$43.88**

**SWEAT SHIRTS**  
of Kodel Polyester,  
Hooded & zippered  
15" Value **\$4.99**

100% Polyester  
**DOUBLE KNIT**  
60" Wide Reg. 3" Yd.  
**\$2.99**

**LACE**  
Was 13' yd.  
**NOW 9¢** Yd.

100% Acrylic  
**LADIES SWEATERS**  
Bulky Weave  
**\$5.99**

**GIRLS BAGGY PANTS**  
Sizes 7-14  
Val. 6"  
**NOW \$5.99**

307 N. MAIN 364-1707 TRY OUR NEW LAYAWAY

**NEEDED NOW!!**  
DELIVERYMAN WITH COMMERCIAL DRIVERS LICENSE . . . 40 HOURS PER WEEK . . . APPLY IN PERSON  
1107 WEST FIRST (Hwy. 60 W.)  
- EQUAL OPPORTUNITY EMPLOYER -

PLYMOUTH DODGE JONES MOTORS CHRYSLER

**BUMPER to BUMPER**  
you get more car for less here

NO. 1410 1972 Rambler Ambassador, 2 Door, Hard Top, Low Mileage, Like New, Loaded Equipment

NO. 565A 1969 Mercury Cougar, V-8 Standard Transmission, Very Nice Car

NO. 576A 1973 Ford Gran Torino, 2 Door, Hardtop, Red, Like New, Very Low Mileage, Loaded

1972 Dodge Dart Big Six Engine, Automatic, Air, Low Mileage, Like New

1971 Ford Galaxie 4 Door, Hardtop, Air Conditioning, Automatic, Power, Low Mileage, Extra Clean

1972 Ford Pinto, Automatic, Sun Roof, Gas Saver, Extra Clean

**Jones Motors**  
345 E. 1st 364-3150

JONES MOTORS CHRYSLER PLYMOUTH DODGE JONES

## Harvey Milton Speaks With J.C.-Ettes

Jaycee president, Harvey Milton, met with the Jaycee-Ettes Tuesday evening in the home of Mrs. Dale Smith to discuss upcoming events of the Jaycee-Ettes convention in October and to thank members for their help in past projects. Reports were given on the Diamond Jubilee activities which included concession stands located downtown and burying of the time capsule. In the way of travel, the

Muleshoe Regional Visitation was attended by Mrs. John Bunch. The U. S. Jaycee president, Rick Clayton Jr., was the guest speaker. The Childress Work Forum and Sit-In-Hen joint meeting was attended by Mrs. John Bunch. A area proposal was presented and accepted concerning state convention. Four Jaycee-Ettes, Mrs. Smith, Bell Johnson, Stephen Carroll and John Bunch

traveled with their husbands to the Dumas Work Forum. Present at the meeting were Mmes. Milton, James Braly, Dan Warrick, Ronnie Coulter, Robert Brown, Jerry Tisdale, Smith, Bunch and guest, Mrs. Morley De Sautell.

RANGER 9  
On March 24, Ranger 9 spacecraft transmitted photos of the moon's surface which were seen live on television.

PROF. ROBERT KOCH  
On March 24, 1882, German scientist Prof. Robert Koch announced he had isolated the germs of tuberculosis.

DEMAND... **JUSTICE**

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

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

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

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

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

**CAMPBELL REAL ESTATE**

364-0780

- IRRIGATED FARMS of various sizes for sale. The land market is strong and we can sell yours for you. Call Grady or Ted.
- MIMOSA STREET. Fine, roomy, home with all the extras including circle drive, 2 fireplaces, built-in vacuum. Priced for quick sale.
- RUSTIC 3 bdr. home near downtown. Has been remodeled from roof to floor. A comfortable home in a pleasant location. \$13,500.00.
- LIKE NEW duplex with 2 bdr. new gold carpet, nice kitchens. Only \$14,500.00. Will trade.
- FRESH PAINT and other remodeling. Nice 2 bdr. brick with storm windows. \$8,000.00
- WILL TRADE clean brick Duplex for a nice house, or will sell outright. \$17,900.00
- LOW MOVEIN COSTS for remodeled, 2 bdr. stucco with garage. \$10,100.00
- FENCED YARD, 2 bedrooms, garage, and carpet. This property is only \$8,500.00. Owner will consider financing it himself.
- OWNER WILL FINANCE at low interest this 5 or 6 bdr home in NW Hereford. Very roomy with garage, carpet and fenced yard. \$23,500

Equal Housing Opportunity Multiple Listing Service **MLS** Grady Rogers 364-1949 Ted Walling 364-0660 Gene Campbell 218 W. 3rd.

**Hereford Real Estate**

\* Homes \* Ranches \* Farms

**HOMES**  
2 bedroom - paneled - carpeted - carport - excellent condition - well constructed, storm cellar with multi seating, can be used as extra bedroom. Many extras - only \$10,300.

**FARMS**  
640 Acres - 3-6" wells - deep water area. 200 acres milo, 200 acres wheat. 80 Acres grass. Space for mobile home. North of Hereford. \$287.50 per acre. A reasonable down. Come buy this now - excellent terms.  
320 Acres - 2 wells, good outlet. Excellent farm, low down.  
640 Acres - Has 5 wells, \$375 per acre. Very clean. Will trade or reasonable down.

141 North 25 Mile Ave. 364-2424  
Evenings and Sundays  
Charlie Whitehead 5355 Martin Moore 364-2496  
Jim Cramer 364-0164

**RALPH OWENS & ASSOCIATES, INC.**

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

**TO SELL QUICK**  
1835 sq. ft. of usable space in this 3 bedroom, 2 bath home on Centre. Large bedrooms with lots of closet space. New carpet, matching drapes, well landscaped yard. Storage bldg. Call today. H-3949

In beautiful setting on Cherokee, 3 bedroom, 2 bath, W-B Fireplace, refrig. air, Beautiful-pleat drapes, clean, neat and livable. Immaculate yard. Assume G.I. loan payments of \$240.00 H-3977

**FAMILY STARTER**  
2 Bedroom Brick on Star. Completely furnished. Large rooms and closets. Lots of large trees and shrubs. New loan available. H-2276

**INVESTMENT OPPORTUNITY**  
3 homes on 1 large lot. Excellent location for rental property. Near hospital & downtown. A-1 Condition, permanent renters.

**BEAUTIFUL NEIGHBORHOOD**  
This lovely 2 bed., 2 bath home in N.W. Hereford has 2000 sq. ft. living area. Easily converted to a 3 bedroom home. 15'x35' den, dining area, ref. air and fenced. Price \$28,000.00 H-2284

**LOVELY 2 BEDROOM**  
Completely carpeted, paneled. Very clean and well cared for, new paint job. Easy terms. Better Hurry. H-2274

**STAR STREET**  
Priced less than \$16,000.00 for 3 bedroom home. Large living room. Nice yard with storage building and bar-b-que grill. 1380 sq. ft. Owner needs to sell quick. H-3979

**CLOSE TO SCHOOLS**  
Lovely large 3 bedroom home, living room, new carpet in den, 2 water heaters, extra room for an office. Over 1900 sq. ft., walk to elementary and Jr. HI. in NW Hereford. H-3969

**HANDY MAN**  
Paint and paper a little on 3 bedroom and den and you will have a lovely little home. Small down. \$106.00 per month. H-3843.

**EVERYTHING YOU WANT**  
In this 2750 sq. ft. home. Living room, large den with beamed ceiling, 16'x18' game room with double fireplace. Beautiful kitchen with built-in hatch and desk. Sprinkler system and ref. air. Call today. H-3968

**OWNER MOVED - PRICE REDUCED**  
Owner has moved to Kansas and says sell. He has reduced the price \$2,000.00 Purchase equity and make payments of \$108.00. 3 BR home and within walking distance of all schools.

**N.W. - PRICED RIGHT**  
1390 sq. ft. in this cozy 3 bedroom home, 1 1/2 bath. Den with built-in bookcases, all built-ins in kitchen. 12'x16' storm cellar and 10'x10' storage building. Will consider V.A. or FHA H-3957

**MAKE AN OFFER**  
Located in NW Hereford. Owner has moved, immediate possession. Small equity and payments of \$186.00. Large den and large kitchen. Bar-b-que grill. H-3955

**FARMS**  
**NORTHWEST**  
164 Acres. Nice home. Good Water F-2067  
**DAWN AREA**  
320 Acres. 1/2 allotted, 3 wells F-3119  
**SOUTH HEREFORD**  
326 acres. Lots of Water 6 per cent Loans F-3118  
**FEEDYARD**  
480 acres, 2 wells, Mill, \$600.00 per acre F-3108  
**NORTHWEST**  
640 acres. Good loan, house, barn, wells F-4112  
**NORTHEAST**  
800 acres, house, 7 wells, Tile, Alfalfa F-4101

**"We do more for you than we have to"**

Ralph Owens 364-2560 Sam Long 364-0381 Mary French 364-0854 Virginia Holmes 364-6520 Tommy Bowling 364-5638

**OUR BIG... PHASE-OUT**  
**WE NEED LISTINGS**  
List with us for fast results

**FARMS FOR SALE**  
480 acres dry land Deaf Smith Co. Northwest of Hereford. Lays perfect and all in cultivation. Large barn. \$150.00 per acre. Possession.  
3 1/2 Sections of dry land in Walcott community.  
520 Acres southwest of Summerfield, good allotments and good water, has 2,500 head capacity modern feedlot, another 160 acres can be rented with this farm, feedlot or farm can be bought separate, real good terms on either.  
640 Acres in Parmer County - 4 wells and lays perfect, \$119,000 - 6 per cent loan, 14 years to go, priced \$365.00 per acre, in mediate possession.  
1/2 Section on pavement, 2 small brick homes, quanset barn, mile of underground pipe, return pit and lake pump. Buyer can rent adjoining 1/2 section.

**SMALL TRACTS**  
Both commercial and residential. Surveyed and ready for sale.  
Nice commercial lot on north HWY 385.  
4 1/2 Ave. 1 - small 3 bedroom house  
1516 Brevard - 3 Bedrooms, 2 baths, refrigerated air with humidifier. Near swimming pool. Two blocks from Elementary School.

**BOOZER REAL ESTATE**  
205 S. 25 Mile Ave. Hereford, Texas  
Phone 806-364-1755  
364-0029  
364-3502

**REALTORS**  
601 N. MAIN  
HEREFORD, TEXAS  
364-0555

Buy Equity - \$3,750.00 - Owner is moving. Possession can be immediately. Large trees, corner lot, large basement fully paneled, three bedrooms, double garage. Assume existing loan and payments less than \$175.00 per month.

Large and Sharp - Extra nice and clean 3 Bedroom, 2 bath, over 2100sf of living space. Call Today. Only \$26,600.00.

Owner Needs To Sell - Large older home with basement, ref. air, central heat, small equity. Assume good interest loan.

Cream Puff - Near Grade School and Jr. High in Northwest. This home is vacant and ready. A good buy for only \$22,000.

Four Bedroom - Four bedrooms, 2 baths, fenced yard and extra large garage - only \$18,900.00.

Country Living - This extra nice 4 bedroom, 2 1/2 bath home is just out of city limits, has all the extras. Might consider house in town as trade-in.

LEE UMSTED G.R.I. - 364-6633  
DON ZIMMERMAN - 364-3274  
MELVIN JAYROE G.R.I. - 364-3766

**Lone Star Agency inc.**  
364-0555



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

**Marn Tyler**  
REAL ESTATE  
111 Rangor 364-0153



Three bedroom, 1 1/2 bath, 2 car garage. Shag carpet, total electric. Nice yard, very nice house. \$28,500.  
Approximately \$500.00 can get you into this precious 2 bedroom newly redecorated house. New carpet, floor tile, paneling, etc. Can be bought with some furniture if desired. OWNER MUST SELL. \$6,750.00 excluding furniture.  
4.9 Acres - small 3 bedroom house. Good well - GREAT BUY!  
960 Acres undeveloped land near Channing. 1 mile from 8' well  
1/4 Section 6 miles from Hereford. 2 wells.



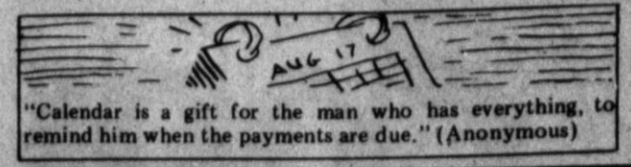
"You won't skid if you stay in a rut." (Kin Hubbard)

**6 Ft. Western Red Cedar Fence**  
Gothic Point  
or  
Flat Top  
Do It Yourself  
**\$2.99 Per Ft.**  
Rockwell Bros. & Co.  
104 S. MAIN  
364-0033  
HEREFORD, TEXAS

**Super Late Show**  
FRIDAY & SATURDAY-SEPT. 14 & 15



**easy RIDER**  
**RIDES AGAIN!**  
PETER FONDA-DENNIS HOPPER  
JACK NICHOLSON  
STAR



"Calendar is a gift for the man who has everything, to remind him when the payments are due." (Anonymous)

**Tom Sawyer associates**  
ARCHITECTURAL DESIGN • PLANS • CONSTRUCTION  
REMODELING • ADDITIONS • INTERIORS  
RESIDENTIAL - COMMERCIAL  
Phone **364-5247** Hereford

**METAL BUILDINGS**  
**GIBBS LIEBERMANN CONSTRUCTION**  
352-7184 Amarillo 374-1900  
We also offer full construction services to the  
**AGRI-BUSINESS MAN INCLUDING**  
•Drawing Your Plans •Re-modeling or Additions  
•Building Your Custom Home

Loosing Cooling Power?  
Heat and Dust maybe reducing **Coleman**  
the usefulness of your Refrigerated Air Conditioner.  
**COMPLETE SERVICE & REPAIR**  
all makes & models of Refrigerated Air Conditioners.  
Robert Rhoton  
**R & R REFRIGERATION**  
**364-4714**

**WINSMITH SHAFT MOUNT REDUCERS**  
Stocked at  
**Cottingham**  
Bearing Corp.  
1107.W. HIGHWAY 60  
HEREFORD, TEXAS 364-5881

**OWENS ELECTRIC**  
WE SPECIALIZE IN:  
Complete sales and service of electric  
motors, (new and used), magnitos, starters and  
generator repairs.  
**LOAN MOTORS AVAILABLE**  
809 E. 2nd. 364-3572 HEREFORD, TX

**Floating Tailwater Pump**  
Conserve that water.

**Vertical Hollow Shaft**

**Electric Belt Driven Gear Head**

"Guaranteed Satisfactory Service"  
Warren Owen . . . . . Harvey Milton

**Walter Huntley Rites Scheduled**

Funeral services for Walter Huntley, Westgate Convalescent Home resident, will be under the direction of Morrison Funeral Home in Dumas.  
Mr. Huntley died in the convalescent home early Saturday morning. Born April 7, 1888 in Risen, Ark., he married Marie Dodson in Tulla, and came to Deaf Smith County in 1972 from Dumas.  
He is survived by his wife, also a Westgate resident, and brother-in-law, Virgil Dodson of Hereford.

**LAND**  
Sandy 1493 acres, 1000 cultivation, 6 - 8" wells. Raise cattle, alfalfa and row crop. 3 valley sprinklers. 2 walking sprinklers. Fair ranch improvements. \$565,000 - \$165,000 down. 413 acres, 350 cultivation. 63 acres bermuda grass. 4 irrigation wells, good allotment, nice large 3 bedroom home, 2 tenant houses, large barn, corral and other implements Near Hereford. You should see this one. \$150,000 down.  
Nice 320 acres, all cultivated, 3 irrigation wells, 1 1/2 mile tile & 29 per cent down  
640 Acres, 482 cultivation, 5 irrigation wells, on paving, nice 2 bedroom home, 2 tenant houses, barn and corral. \$425.00 per acre.  
North Plains - 320 acres, all cultivated, 2 - 8" wells, 2 bedroom house, on paving \$350.00 per acre. \$27,500 down - good terms on balance.  
640 Acres on paving, 4 irrigation wells, check for information.  
Have 4 irrigated 15 acre tracts near Hereford. Business lots on HWY 60 and 385. 10 per cent down  
Irrigated 10 acres with brick home - \$35,000.  
Call J.M. Hamby at Hamby Real Estate Office 364-3566 Res. 364-2553

Your local used cow dealer is hereford bi-products

farmers ranchers  
Gentlemen:

Seven days a week dead stock removal please call as soon as possible-and/or \$1.00 c.w.t./100 lbs. delivered fresh to plant over 300 lbs.  
Thank you 364-0951

**Carmichael Real Estate, Inc.**  
TROYS CARMICHAEL G.S. WHEELER  
FARMS-RANCHES PHONE 364-1251 508 SO. 25 MI. AVE. COMMERCIAL-HOMES

**JEANE COKER**  
PHONE 364-5439

Well Kept - Good Looking - in top condition. Extra large yard with fruit trees. 3 BR. Must see at 106 I.  
Older HOME on Lake Street - Remodeled. Custom Drapes, Ref. Air, Central Heat. Just off 385. Priced right.  
Huge Family Area - Plus playroom for pool table. 3 BIG size bedrooms plus 2 baths; fenced, double garage. Low interest loan assumable. Excellent location.

**MIKE WALDRIP**  
PHONE 364-4770

Willow Lane Beauty - Step down den, large kitchen with eating area. 3 large bedrooms. Very pretty! Very Clean! Payments \$172. per mo.  
Jay Swayze home on Ave. B . . . with that quality touch thru-out. Extra large lot; 3 bedrooms . . . 1700 sq. ft. A bargain buy!  
Ideal Spot - One block to LaPlata. Beautiful white brick. Isolated MBR plus two more. 2 walk-in closets each BR. Fireplace; carpeted basement. Corner lot. Has 7/8 inf. loan.

**AL WILEY**  
PHONE 364-4985

Spacious 4 BR - plus 15.5 x 27 Basement. Excellent condition with over 2300 sq. ft. Family Room has fireplace. Location close to downtown-hospital. Shirley, Stanton schools.  
1650 Sq. Ft. for \$17,500.00 payable \$99.00 per month if you can buy the equity. 22 ft. patio, bar-b-que grill, storage shed, all brick, might be what you've been looking for.  
Recently Re-modeled - 711 Miles - Conventional loan available. Owner may carry some second, vacant, can see anytime.

We need listings in the \$20,000 to \$35,000 Price Range - Also Farm Listings needed - Call Troys or Mutt today if you want your farm sold. "Experience" means fast results.

THE SPICE OF LIFE:  
Courtesy is to business what oil is to machinery.

"CALL US - WE REALLY CARE"

THE BEST FROM HOLLYWOOD!  
**COMMONWEALTH THEATRES**

The further adventures of Hermie, Oscy and Benjy.  
Starts WEDNESDAY

They've come a long way since that summer of '42!

**Class of '44**  
GARY GRIMES - JERRY HOUSER - OLIVER CONANT  
and DEBORAH WINTERS  
Produced by HERMAN WULFNER  
Directed by PAUL BOGART

LAST 3 DAYS!  
**CLINT EASTWOOD**  
**HIGH PLAINS DRIFTER**  
A UNIVERSAL PICTURES COMPANY PRODUCTION  
TECHNICOLOR • PANAVISION • R  
WEEKDAYS - SHOWTIMES - SUN. ONLY  
7:30 & 9:30 5:30 - 7:30 - 9:30  
SHOWTIMES  
SAT. ONLY WEEKDAYS  
12:30 - 2:15 - 4:00 7:00  
5:30 - 7:45 - 9:30 9:30  
STAR 364-2037

Starts TONIGHT!  
YOU ARE NOT LIKELY TO FORGET THE TULIATED TA/TE/ & BIZARRE DE/IRE/ OF  
**THE PASSION SEEKERS**  
PLUS  
"NAKED UNDER SATIN" TOWER DRIVE-IN

Starts TUESDAY  
JORGE RIVERO • MIRANDA REGINA TORRE  
**LOS HIJOS DE SATANAS**  
PLUS  
"las chicas malas del padre mendez"  
GATES OPEN 8:00P.M.  
SHOWTIMES 8:30  
TOWER DRIVE-IN

**SPANISH MATINEE**  
SUNDAY ONLY!

**Angelitos negros**  
MANUEL LOPEZ OCHOA  
MARTHA RANGEL  
TITINA ROMAY  
Y EN EL PAIS DE  
"MERCÉ" JUANITA MOORE  
NINA JUANITA HERNANDEZ  
A COLORES  
ALL SEATS \$1.00  
SHOWTIMES 12:30 & 2:30  
STAR 364-2037

EXPERT REPAIR on BUICK PONTIAC GMC TRUCKS JOHN ORSBORN BUICK PONTIAC  
Free Pickup Phone 364-9990  
HOME OWNED

**MAKE MONEY FOR YOUR CHURCH, YOUR SCHOOL, YOUR ORGANIZATION!**  
It's easy to sell and make profits with our exclusive, fine aluminum-handle cutlery - steak knives, carving sets, etc. Full details. Free sample paring knife. No obligation. Write giving affiliation to B.C. Moses, DOOR 26, Dept. B-S, 3131 SW Freeway, Houston, TX. 77006

**FOR QUICK REPLACEMENT OF CRACKED SAFETY GLASS**  
Call 364-2652  
**HEREFORD GLASS CO. INC.**  
For all your glass needs

Insurance claims promptly serviced. We use nationally advertised SAFETY GLASS





# COOL SAVINGS

ON QUICK-TO-FIX FROZEN FOODS AT FURR'S



**ENCHILADAS**  
PATIO  
CHEESE OR BEEF  
8-OZ. PKG. **49¢**  
BEEF  
22 OZ. PKG. **89¢**

**CREAM PIES**  
TOP FROST,  
ASSORTED  
**29¢**

**STEAK-CUBE**  
FURR'S **\$1.69**  
PROTEN LB...

**STEW MEAT**  
FURR'S **\$1.19**  
PROTEN, LB.

**ROUND STEAK** FURR'S **\$1.29**  
PROTEN LB.

**SIRLOIN STEAK** FURR'S **\$1.29**  
PROTEN LB.

**RIB STEAK** FURR'S **\$1.29**  
PROTEN LB.

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

**RANCH STEAK** 7-BONE CUT FURR'S **\$1.13**  
PROTEN LB.

**FAMILY STEAK** FURR'S **\$1.23**  
PROTEN LB.

**Delicatessen**

1 Lb. Polish Sausage  
1 Pt. Cole Slaw  
1 Pt. Green Beans  
1 Pt. Macaroni Salad  
1 Pt. Jello with Whip Topping

**ALL FOR \$4.49**

STORE HOURS: Weekdays 8 a.m. to 9 p.m. Sundays 9 a.m. to 7 p.m.

**FRENCH FRIES** GAYLORD, 2 LB. PKG. **45¢**

**TOPPING** TOP FROST FROZEN 10 1/2 OZ. PKG. **49¢**

**CORN** TOP FROST WHOLE KERNEL 24 OZ. PACKAGE **49¢**

**JUICE** GRAPEFRUIT TOP FROST FRESH FROZEN 6 OZ. CAN **25¢**

**PASTRY** MORTON 12 OZ. DANISH PECAN TWIST 13 1/2 OZ. APPLE DANISH CAKE 13 OZ. MELT AWAY COFFEE CAKE EA. **59¢**

**FRUIT PIES** TOP FROST FRESH FROZEN APPLE, PEACH, MINCE, PUMPKIN 24 OZ. **49¢**

**ORANGE JUICE** GAYLORD FRESH FROZEN 100% ORANGE JUICE FROM FLORIDA 6 OZ. **5 FOR \$1.00**

**TAMALES** Patio Beef Fresh Frozen, 21-Oz. Pkg. **81¢**

**CHOW MEIN** Shrimp, Beef or Chicken Chunking, 15-Oz. Pkg. **83¢**

**SWEET & SOUR PORK** Chunking 14 - Oz. **89¢**

**HONEY BUNS** Morton Fresh Frozen, 9-Oz. **43¢**

**PINEAPPLE JUICE** FOOD CLUB 46-OZ. CAN **3 FOR \$1.00**

**MIXED VEGETABLES** FOOD CLUB NO. 303 CAN **4 FOR 88¢**

**SPAGHETTI SAUCE** RAGU, ASS'T **39¢**

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

**CORN FLAKES** FOOD CLUB 18-OZ. PACKAGE **35¢**

**JOY** DETERGENT 13¢ OFF 22-OZ. **46¢**

**CHEER** 10¢ OFF LABEL 49-OZ. PKG. **79¢**

**FRYERS**  
WHOLE  
USDA INSP.  
LB. **57¢**

**FRYER PARTS**  
Breast, Lb. \$1.06  
Thigh, Lb. 98 cents  
Legs, Lb. 98 cents  
**CUT UP FRYERS**  
U.S.D.A. Insp. Lb. **60¢**

**MUSTARD GREENS**  
TOP FROST,  
10 OZ. **6 FOR \$1**

**PATIO TACOS**  
FRESH FROZEN  
LARGE BEEF 13 1/2 OZ. PKG. **74¢**  
BEEF COCKTAIL 12-OZ. **79¢**

THIS COUPON ENTITLES YOU TO  
**SAVE 15¢**  
MAXWELL HOUSE COFFEE  
1-1 LB. CAN **84¢**  
With Coupon  
Without Coupon 99 cents  
Expires 9-12-73  
LIMIT ONE COUPON PER FAMILY

THIS COUPON ENTITLES YOU TO  
**SAVE 10¢**  
GOLD MEDAL FLOUR  
5-LB. BAG **55¢**  
With Coupon  
Without Coupon 65 cents  
Expires 9-12-73  
LIMIT ONE COUPON PER FAMILY

WE RESERVE THE RIGHT TO LIMIT QUANTITIES NO SALES TO DEALERS

**Farm Fresh Produce**

**BANANAS** CENTRAL AMERICAN GOLDEN RIPE LB. **12¢**

**POTATOES** ALL PURPOSE RUSSET 10-LB. BAG **98¢**

**PEPPERS** BELL, FANCY TEXAS, LARGE PODS LB. **29¢**

**CELERY** CALIFORNIA PASCAL, LARGE STALK, EA. **23¢**

**SQUASH** YELLOW LOCALLY GROWN FRESH, LB. **19¢**

**ORANGES** ARIZONA VALENCIA 6 LB. BAG **99¢**

**DOUBLE GOLD BOND**  
TUESDAYS AND WEDNESDAYS  
With \$2.00 Purchase or More!

**CHAISE LOUNGES** Reg. \$6.99 **\$4.99**

**LAWN CHAIRS** Reg. \$3.99 **\$2.49**

**COFFEE MUGS**  
IMPORTED ROCKING HAM  
CHOOSE FROM  
STACKING OR  
TRIGGER HANDLE  
EA. **3 FOR \$1.00**

**STRAPPING TAPE**  
TOP CREST NYLON  
REINFORCED  
1/2" x 350"  
REG. 79¢ ROLL **49¢**

Aladdin's Vanguard  
**QUART THERMOS**  
or Metal Jacket  
**QUART THERMOS**  
**\$2.69**

**6 DURA FLAME LOGS**  
3 Mrs. in Colors  
**\$5.19**

**RAZOR BLADES** SHICK BAND CARTRIDGE 10'S **\$1.44**

**LADY RAZOR** FLICKER EA. **\$1.19**

**FIXODENT** DENTURE ADHESIVE 1 1/2 OZ. **79¢**

LIBBY 13" IN-KEEPER CANISTER 60-OZ. SIZE **\$1.29**

**TapeTab** DISPOSABLE DIAPERS CURITY Toddler 30-COUNT **\$1.59**

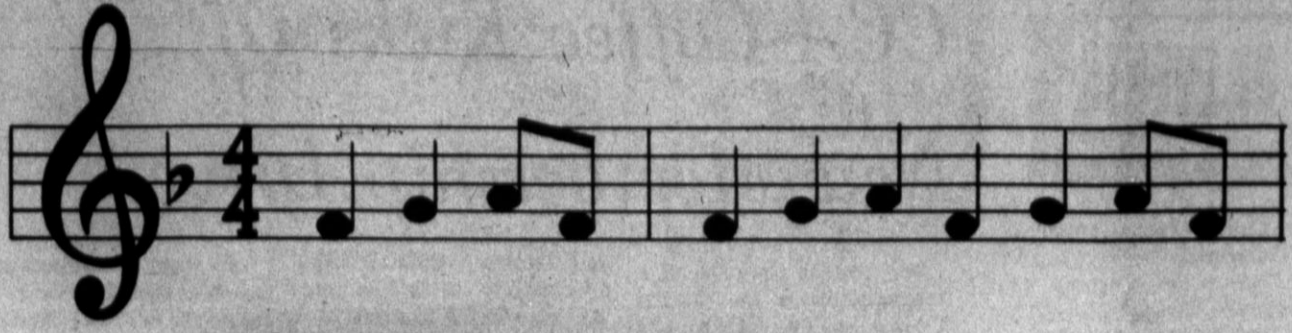
3 Qt., 2 Handle **ICE CHESTS** Reg. \$2.29 **\$1.29**

**SHAMPOO** WHITE RAIN HERBAL, LEMON BALSAM 14 OZ. **79¢**

**HAIR SPRAY** ADORN REG. HARD TO HOLD 13-OZ. **\$1.37**







# Community Concert Association Begins Membership Drive



HAZEN E. WOODS  
CCA President



REFRESHMENTS WERE SERVED to ladies working on the Community Concert Association Membership drive when they met for an orientation tea in the home of Mrs. Rudy Metz, 108 Rio Vista, last week. Mrs. John H. McCrary is shown serving lemonade to Mmes. Hartan Vanderzee, Joe Shollenbarger and Neal Lomenick.



INSTRUCTION is being given by co-chairman, Mrs. Richard Ottesen, standing, to ladies working on the membership drive. Left to right, are Mmes. J.T. Gilbreath, Jr., R.B. Hutson, Nancy Richie and Wes Gulley.



RECEIVING PACKETS listing prospects to contact are, left to right, Mmes. Wes Fisher, Richard Barnard and Pete Caviness. Co-chairman, Mrs. Paul Scott, is giving them the packets.



CO-CHAIRMEN Mrs. Paul Scott and Mrs. Richard Ottesen are discussing a coffee which will be held Monday at the Chamber of Commerce office for all workers of the CCA membership drive. They are pictured by a Victrola in the Metz home.

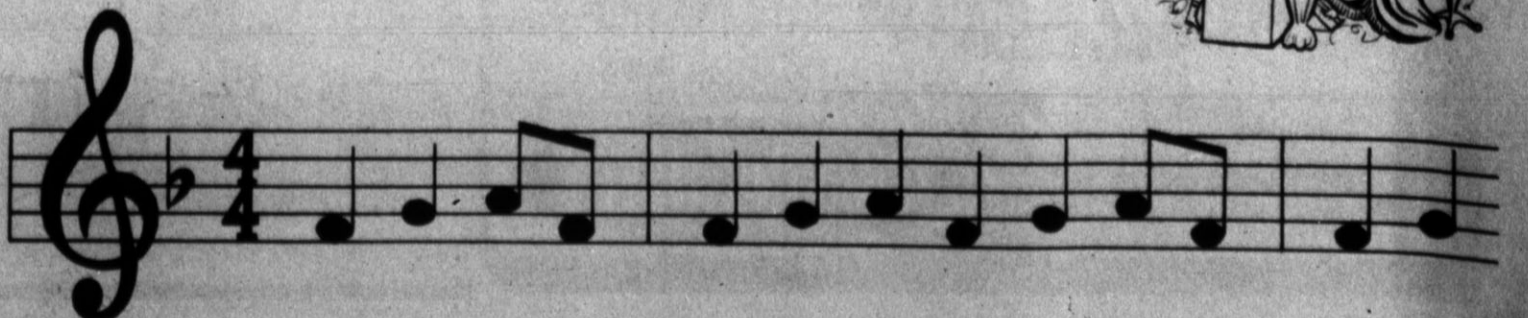
The Sunday Brand

Hereford, Texas, Sunday, Sept. 9, 1973

Section Two

Brand Photos By Lavon Nieman

For more information, see story inside.





# By the Garden Gate

With Glad

By Mrs. Art Manjeot

"The Infinite has written its name on the heavens in shining stars, and on the earth in tender flowers." Jean Paul Richter. During the time we were working on the Diamond Jubilee Spectacular, "Hustlin' Hereford", we had a number of rehearsals at night out under the starry sky. The director told us many times to BE QUIET. It was during this time that I looked up to the starry sky above. It was magnificently beautiful, and inspiring. Friends and I shared together the beauty of the heavens, and studied the different formations.

Now it is time to come back down to the earth, and return to the gritty of gardening. September brings the beginning of fall and cooler weather. The pattern of our gardening efforts begins to change from emphasis on maintenance chores to stressing activities connected with planting and transplanting. Also harvesting some of the fruits of our labors. The late planted zinnias are now in full bloom, the dahlias will become more beautiful as cold weather approaches, and the roses will take on new life and give us another bounteous bloom.

September is one of the choice months to plant peonies. Peony tubers are now available. Have checked with some of the nurserymen and they promised a good selection.

Growing peonies is not difficult, and yet a few points are important enough to be emphasized.

In selecting planting stock, purchase from a reliable source, and with three to five eyes on the tuber.

Prepare the soil well. Dig a hole too large for the tuber, work one pound of raw bone meal well into the bottom of the hole with soil. Add some of the soil removed. Set the tuber so that the eyes will be just two inches below the surface.

It is better to set peonies a bit too shallow than too deep. The soil should be in a location where it will be well-drained. If not the tuber will deteriorate if there is too much dampness. They do not like wet feet, (roots). There should also be partial shade.

After the peony tuber is set and the hole partially filled, carefully pack the soil around the roots and water thoroughly. When water has soaked away finish filling with dry soil. Use no manure around roots as it causes them to decay.

Space tuber three to four feet apart each way and well away from trees and hedge roots. When you plant a peony you are

planting a plant which will become well established. They will grow indefinitely, if properly planted and cared for. I know of peony plants in Hereford that are over 25 years old, and are gorgeously beautiful when in full flower. They should not be dug or divided, unless you wish to share with neighbors or friends. In doing this use care in taking the tubers away from the mother plant.

Peonies usually reach maturity in size in three to five years, if properly planted and cared for. They will not get out of control like many of the other perennials.

There are many varieties which do well in this area. If carefully selected as to blooming time, one can have a continuous bloom for several weeks. They also have interesting form, some are single and frilly, others are very double, and some are semi-double. Others have beautiful and different forms in the centers, and the colors are varied.

Old plants should have some extra maintenance in the late fall. A light dressing of well matured barnyard manure, or a well recommended and tested fertilizer, should be placed six inches away from the parent stalk of the plant. Work it into the soil, and then water well. Established plants should gain new vigor and productivity each year. Not only are they attractive when in bloom, but if well cared for during the summer season the foliage will add beauty to the garden, and it is also very good material for arrangements.

Remember any plant which grows larger and more beautiful each year is well worth the cost of the tuber, and the time and energy spent in caring for it. It is indeed a real thrill to be able to go into the garden and cut an abundance of blossoms. Have known some plants which produce 100 blooms in a season. There are many such plants in Hereford, and many of the old timers can well remember the beautiful peonies produced by The Stanfords, Blacks, and Mrs. Roberta Wilson.

Peonies are a great favorite of many. They were first choice of my mother, and she also had a beautiful peony garden when we lived at 122 Ave. E. Another delightful thing about the peony here, is that it usually flowers just before Mother's Day. Lush arrangements can be made and they also are excellent flowers for corsages.

Early spring care is very important. Many shoots fail to

appear in the spring because eyes are broken off by stirring the soil too soon. And then often times the soil shifts and covers the Heart, making it too deep to produce flowers. If this happens, take a spading fork gently force it into the soil the full length and carefully pry upwards so that the eyes of tubers will be in position for flowering. If you wish to have large blooms, pinch out all except the central or largest bud of a cluster as soon as they are large enough to handle.

When you are grooming the garden this fall for the winter sleep, remove the dried stalks. Cut them to within two inches of the ground and destroy either by burning or compost. If plants are not carefully groomed, and debris removed the early eyes of the spring growth can be damaged, and the plant will not flower as it should.

Some of the old favorites are: Mons Jules Elie, pink Frances Willard, Sarah Bernhardt, late Karl Rosenfeld, early, August Dessert, two-tone (silver and carmine) Exquisite, bright cherry rose, petals tipped with white, and Basoness Schruder, flesh white with delicate tint of cream, and Carl Rosenfield, red.

Do's and Don'ts: Check lawn for fungi, dandelions, crabgrass, other weeds and foreign grasses. Now is the time to check on dates for garden chores. Sept. 10 thru 12th . . . divide and plant perennials; irrigate, fertilize (chemical) trim to stimulate growth. 17th thru 19th Harvest garden vegetables potatoes and root crops; Cultivate; destroy weeds and pests; trim to retard growth. 19th thru 21st Irrigate; fertilize (organic). Try irrigating and general watering on stated dates. It really pays off. Also time to feed and treat lawns for grasses.

"It was a real thrill this morning when I cut a perfectly lovely white gladiolus. Was an excellent specimen, large clear white florets, good substance, correct spacing and seven full open florets, and promise of eight more. Have also had some very pretty rose colored hybiscus, with black throats. There are also some very beautiful hybiscus at the Ramey home, 127 Sunset, white ones are very lovely. Celosia and Geraniums are adding their bit of attractiveness to the gardens. Have four varieties in bloom. The dwarf border ones are very nice. Foliage clean and crisp, good texture, flowers clear intense colors, and formation very nice.

Happy Gardening - Share your flowers!

## CALENDAR OF EVENTS

**MONDAY**  
 Rotary Club, Civic Club Center, noon.  
 Odd Fellows Lodge, IOOF Hall, 8:30 p.m.  
 Evening Lions Club, K-Bob's Steak House, 7 p.m.  
 Music Study Club luncheon, Wong House, noon.  
 Hereford Community Players, Community Center, 8 p.m.  
 VFW Auxiliary, VFW Clubhouse, 7:30 p.m.  
 Masonic Lodge, Masonic Temple, 8 p.m.  
 Easter Lions, Easter Clubhouse, 8:30 p.m.  
 Teen TOPS Club, Community Center, 4 p.m.

**TUESDAY**  
 Rebekah Lodge, Odd Fellows Hall, 8 p.m.  
 Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.  
 BPOE Lodge, Lodge Hall, 8:30 p.m.  
 Deaf Smith County 4-H Adult Leaders Assn., Community Center, 7:30 p.m.  
 Hereford Board of Realtors, Dickie's Restaurant, noon.  
 Newcomers Club installation, families invited, Community Center, 7:30 p.m.

**WEDNESDAY**  
 Noon Lions, Civic Club Center, noon.

**THURSDAY**  
 St. Anthony's Womens Organization, church parish auditorium, 8 p.m.  
 Kiwanis Club, Civic Club Center, noon.  
 Jaycees, Dickie's Restaurant, 8 p.m.

**FRIDAY**  
 Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.  
 Sweet 'n' Fancy Decorating Club, Community Center, 9:30 a.m.  
 Hereford Garden Club, in the home of Mrs. Ray L. Johnson, 3 p.m.

# CCA Coffee Kicks Off New Membership Drive

Mrs. Lynette Lowe Dallas, a representative of the national Community Concert Association, will be the honored guest at a coffee tomorrow from 10 a.m. to 1 p.m. The affair will be given in the conference room at the Chamber of Commerce. Mrs. Richard Ottesen and Mrs. Paul Scott, co-chairmen of the CCA membership drive, invite all the ladies working with the drive and anyone desiring to obtain a membership to the coffee.

The coffee will kick off the drive for new members in the Community Concert Association. The drive will continue all this week, with headquarters in the Chamber office. A CCA worker will be there all during the week to take calls and memberships.

Captains for this year include Mmes. R.B. Hutson, George Warner, Bob Jossander, Bill Walden, Wes Fisher, Edward Allison, Rudy Metz, Bud Eades

### Northwest Holds Open House

Open house at Northwest Elementary School will be held from 7:30 to 9 Tuesday evening. A short business meeting will be held and then all rooms will be open and teachers will be available for parent visitation.

### WOUNDED KNEE

On Dec. 29, 1890, the U.S. Cavalry fought Sioux Indians at Wounded Knee, S.D., in the last major campaign against Indians.

### Newcomers Club Sets Installation Meeting

The Newcomers Club will hold its annual installation of officers Tuesday at 7:30 p.m. in the Community Center. All newcomers are invited to attend and bring their husbands. During the meeting a

magician will entertain the children. A baby sitter will be provided.

All incoming and outgoing officers should be there at 6:45 p.m. for a brief meeting and to have pictures taken.

**CUMMINGS PROMOTED**  
 Howard W. Cummings, Jr., son of Mr. and Mrs. Howard W. Cummings Sr., Rt. 1, Dimmitt, has been promoted to captain in the U. S. Air Force.

Captain Cummings, a manpower management officer, is on duty at Randolph AFB, Tex., with a unit of the Air Training Command.

A 1961 graduate of Dimmitt High School, he earned his B.S. degree in personnel management in 1969 from the University of Tennessee. The captain is a member of Phi Kappa Phi and Beta Gamma Sigma.

He was commissioned in 1970 upon graduation from Officer Training School at Lackland AFB, Tex.

The captain's wife is the former Peggy L. Fisher.

**AMERICAN LEGION**  
 The American Legion, organized by war veterans earlier in the year, held its first national convention on Nov. 10, 1919.

**Keepsake**  
  
 WHELAN 5000  
**KESTER'S JEWELRY**  
 Across from the Post Office in Downtown Hereford

To get started in their careers, our agents get a three-year education in life insurance. What does that get you?



Charles Bell, Jr.

A professional.

Southwestern Life  
 Happiness is what we sell.

144 West 3rd

P.O. Box 1931

Phone 866-364-2343

## "More Than Just a Pharmacy"

# HAROLD CLOSE

WALGREEN AGENCY DRUG



**DEPENDABLE PRESCRIPTION SERVICE**

**HAIR NEEDS**

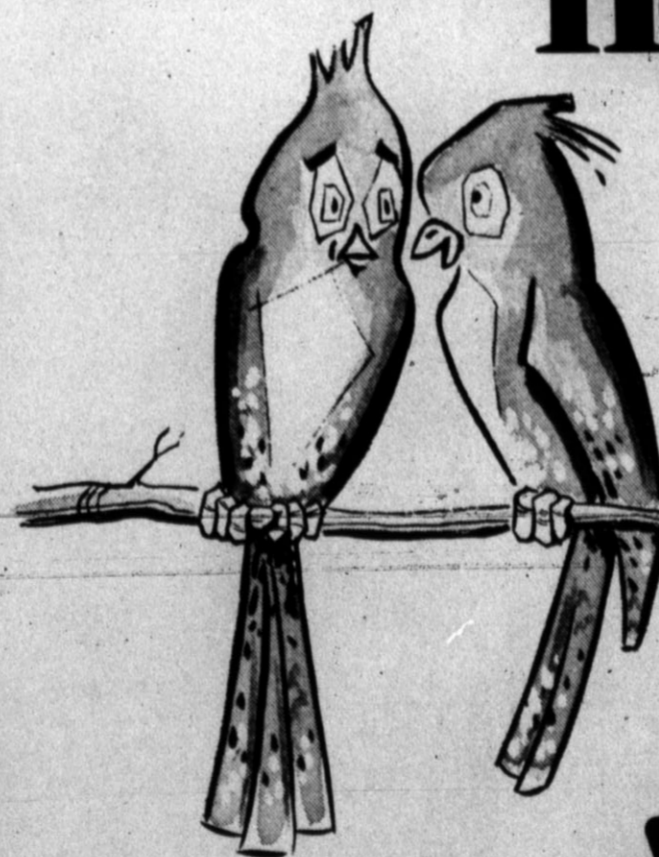
**BEAUTY NEEDS**

Plus Many More Everyday Items!

**SHAVING NEEDS**

Complete Family Drug Store!

# make your home more livable... LOVABLE



Let one of the "wise birds" at the electric company give you a FREE — NO OBLIGATION electric heating cost estimate especially for your nest. You'll be surprised at how economical and efficient electric heat can be.

ELECTRICITY - IT DOES SO MUCH GOOD



Total **ELECTRIC Heating**

FOR SO MANY PEOPLE



# Small Talk

By LAVON NIEMAN

## Accent On Health

# Childhood Poisoning Not Restricted To Home Items

Mr. and Mrs. M.J. Koelzer assisted as co-hostess by Mrs. Young. Included in the house their daughter, Ruth, at party were Mmes. Ray Thoreau, N.M., who teaches at Leisure, Jimmie Gillentine, a school on the Navajo Indian Reservation, Dennis Lomas, and W.C. Russell.

Recent visitors in the home of Mr. and Mrs. E.W. Young were their daughter and her family, Major and Mrs. Adrian A. Ashley, Dana and Julie. The family was enroute from Athens, Greece where they were stationed three years, to Washington, D.C. where Major Ashley has been assigned to the Defense Intelligence Agency. The family will reside in Alexandria, Va.

While in Hereford, Mrs. Ashley (the former Mary Ann Young) was honored with a prize in the home of her sister, Mrs. C.E. Lesure, Jr. She was

## LAE Members Met Tuesday

A New Look At Our Community was the course of study chosen for the new club year by members of the La Afflatus Estudio Club at their meeting Tuesday in the home of Mrs. A.H. Cook, Dimmitt Hwy.

It was also announced that members would furnish transportation for residents of Kings Manor each Tuesday and Thursday through the month of September.

New yearbooks were presented to Della Stagner and Madeline Bell and Mmes. Martin Gilliland, Sam Morgan, Cecil Braly, A.N. Hopson, A.B. Higgins, Mildred Ramey, Irene Marcum, Lottie Clark, Tera Hale and Lennie Mae Roberson.

## Brisendine Chosen As Delegate

It was announced to members of the North Hereford Extension Club at their first meeting of the fall Thursday afternoon that Mrs. Ed Brisendine will be representing the club as a delegate in the state meeting of extension clubs in Waco September 19-20.

Hosting the club meeting at her home, 805 S. 25 Mile Ave., Mrs. Brisendine presented recipes on low cholesterol meals and how to have a healthy heart.

Also, during the meeting, a card was read to members from Mrs. Paul Hoff, whose husband is in a Houston hospital. She wrote to members that she expects to return home in several weeks.

Mrs. Mickey Brisendine was welcomed as a guest.

**STRANGE HOLD**  
It's true—all taxes are high, but the highest tax men pay is on their vices and bad habits.

Mention a case of childhood poisoning and one generally thinks of a host of potentially lethal household substances which the child could have imbibed, not knowing the dangers involved.

But officials at the State Health Department are quick to emphasize that the dangers of poisoning are not restricted to items within the home. Potential sources of poison thrive in backyards and gardens all across Texas. The little known sources of these poisons — common, garden-variety plants.

Most plants are harmless. Many are poisonous under certain conditions. A few are poisonous under nearly all conditions. More than 700 species of plants in the United

States are known to have caused death or illness. Each year, about 12,000 children in this country chew or swallow potentially poisonous plants.

**THE POISONOUS** nature of a plant is caused by the presence of one or more kinds of substances. There are some substances which are themselves toxic to animals: an alkaloid, for example, is the toxic principle in poison hemlock. Other substances are initially harmless but may decompose to form toxic products soon after being eaten — an example is glucoside, a sugar produced in wild cherry which changes to form the highly toxic prussic acid. Some substances are formed by the action of microorganisms on plants: a fungi on moldy hay forms decomposition

products, some of which may be toxic. Still other substances are absorbed directly from the soil and stored in harmful quantities in the tissues of certain plants: selenium, for example, may be found in some species of locoweeds, or potassium nitrate may be present in oats.

To the average person, the term "poisonous plant" suggests one that poisons upon contact, causing a mild or severe dermatitis or skin irritation. Texas certainly has its fair share of the plants known to be capable of causing such irritations, say State Health Department officials. Possibly the most familiar are the leaves, bark, and fruit of poison ivy and poison oak.

But did you know that hairy leaves and stems of parsnip and lady slippers, the milky juice of spurge, and the leaves of the cultivated primrose are also causes of dermatitis? Lily bulbs and stalks, stinging nettles, and vanilla beans likewise have toxic qualities, and are capable of producing severe skin irritations.

**MOST POISONOUS** plants are harmful only when they are eaten. In the case of nitrate-containing plants, the nitrate content is reduced to the toxic substance. This substance then enters the blood stream and changes the red pigment of the blood in such a way that it is incapable of transporting oxygen to body tissues. The result is suffocation.

Poisonous mushrooms, mostly toadstools, cause more than 100 fatalities in this country each year. Daffodil bulbs, larkspur seeds, lily of the valley flowers, and jasmine berries are all harmful if eaten. So, too, are the leaves of the pionsettia and the oleander bush, and all parts of buttercup, rhododendrons, and laurels. In some plants, only particular parts are toxic. A classic example is the rhubarb which has a perfectly edible stalk, but contains a deadly poison in the leaf.

Contact poisoning can be prevented best by learning to recognize the plants and avoiding them. Of course, it is always prudent to wear protective clothing such as leggings and gloves when venturing into areas where poison plants are known to flourish.

If you are exposed to a poisonous plant, immediately wash the contact area with laundry soap and water to remove toxic resins.

**MEASURES CAN** also be taken to prevent the accidental eating of plants. Keep children away from plants and teach them not to chew plant stems or to put plant parts, such as berries or bulbs, in their mouths.

If your child does eat a plant, and you are uncertain whether it is poisonous, immediately call a doctor. He, in turn, will contact one of the 22 Poison Control Centers near you for emergency medical and antidote information. Take your child to the Emergency Room of the nearest hospital, and if possible, bring a piece of the suspected plant with you so it can be analysed for possible toxic substances.

We received news this week that Mr. and Mrs. Arliss Edwards of Route 4 have adopted a daughter, Jaci Dee, who was born Aug. 20. They welcomed her into their home Aug. 31. She weighed 7 lbs., 13 ozs. at birth.

There are also some proud new grandparents in town. Paternal grand-parents, Mr. and Mrs. Joe Wagner, are pleased to have a new granddaughter, Shana Renee, born Sept. 1 in a Dumas hospital. She weighed 6 lbs., 5 1/2 ozs. at birth. The baby's parents are Mr. and Mrs. Joe Bob Wagoner of Kerrick.

Sue Coleman, who we hope is enjoying a few days off from writing this column, along with a few million other things at the Brand office, told me that "Small Talk" is to be used to apologize for the goofs I'd be making while she's on leave.

This issue's apology goes to the former Billiejean Hayes who was wed to Paul Easley Wednesday. In the headline I had "Easley-Brown Vows Read" when it should have been "Easley-Hayes Vows Read". Where I got the name Brown, I'll never know. But I am truly sorry for making the mistake!

## YHT Officers Attend Area Convention

Officers from Hereford that attended the Area I Young Homemakers Convention Saturday in Gates Hall auditorium at Wayland Baptist College in Plainview were Mrs. Jim Culpepper, president, and Mrs. Gary Kelley, parliamentarian.

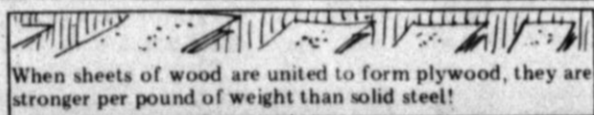
Mrs. David Hill was installed as new parliamentarian for 1973-74.

## Dates Set For Play Try-Outs

The Hereford Community Players will hold a reading for "Play Any Wednesday" Sunday afternoon from 3 to 5 p.m. and Monday evening at their regular meeting at 8 p.m. at the Community Center.

The theme for the convention was YHT-Reach Out. Featured on the program was the way YHT Chapters can reach out to serve their communities through ecology, their chapter activities and their nation.

Members from local chapters modeled garments which they made and exhibited garments made for men and children.



When sheets of wood are united to form plywood, they are stronger per pound of weight than solid steel!

# JUST ARRIVED!

A FABULOUS SELECTION OF MOTOROLA CONSOLE, PORTABLE AND TABLE COLOR AND BLACK & WHITE TV.

## Look at these Values...

**ALL COLOR SETS SHOWN FEATURE:**

- Brightness Color Hue Automatic Fine Tuning
- Contrast Color Intensity
- INSTA-MATIC® COLOR TUNING
- CIRCUIT MODULES
- PLUG-IN
- MATRIX BRIGHT PICTURE TUBE

**Quasar II**  
WORKS IN A DRAWER  
25" CRENDENZA COLOR TV  
Model W19162KP  
Mediterranean Credenza styling

Clean, crisp color picture — in a magnificent twin-speaker credenza cabinet. Matrix Bright Picture Tube, solid state chassis (except 4 tubes).

**\$589.95**

**Quasar II**  
WORKS IN A DRAWER  
23" CRENDENZA COLOR TV  
Model W1808KP  
Mediterranean Credenza

Matrix Bright Picture Tube, Insta-Matic Color Tuning, solid state chassis (except 4 tubes), Instant Picture and Sound.

**\$589.95**

**Quasar II**  
25" CRENDENZA COLOR TV  
Model W18130KP  
Contemporary Credenza

Matrix Bright Picture Tube, Pushbutton UHF Tuning, solid state chassis (except 4 tubes).

**\$329.95**

**Quasar II**  
25" CRENDENZA COLOR TV  
Model W19134KP  
Mediterranean Credenza

Matrix Bright Picture Tube, Pushbutton UHF Tuning, solid state chassis (except 4 tubes).

**\$399.95**

**MOTOROLA® BLACK & WHITE TV**

**MOTOROLA**  
12" B&W PORTABLE TV  
Model B13050KN

Reasonably priced portable with crisp, clean picture. Built-in carry handle. Custom-Matic Pre-Set VHF Tuner.

**\$89.88**

**MOTOROLA**  
19" B&W PORTABLE TV  
Model B19502JW

Insta-Matic Color Tuning, Instant Picture and Sound, solid state chassis (except 4 tubes).

**\$159.95**

# HOME FURNISHINGS SALE

## 5-PIECE BOXED BATH SETS

21"x34" Rug  
21"x22" Rug  
Lid Cover  
Tank Top  
Tank Cover

# 5.88

Beautiful bath accessories to accent any decor. Made of 100% polyester and completely washable. In raspberry, topaz, green, blue, orange and lilac. A real bargain at 5.88 for all 5 pieces. Reg. 6.99 value.

Use Our Convenient Lay-Away Plan

## OUTSTANDING VALUES, RICHLY TUFTED BEDSPREADS

TWIN OR FULL SIZE  
Reg. to \$18.99

# 6.88

QUEEN OR KING SIZE  
Reg. to \$12.99

# 9.88

Machine washable, pre-shrunk, no-iron bed spreads to enhance any bedroom decor. In three different styles. 100% polyester tufting, 100% cotton backing. In a wide variety of fashion colors.

## BIRDSEYE TEA TOWELS

"Anco" first quality

4 TOWELS IN A PKG.

# \$1. PKG.

Soft, super absorbent 100% cotton tea towels in white with contrasting novelty border. All first quality and satisfaction guaranteed. Stock up now while the 4/\$1.00 price lasts.

## SPECIAL PURCHASE

# 72" x 90" BLANKETS

Slight imperfections of name brands.

# 3 FOR \$10.

A real bargain on blankets for fall. Solid colors with accenting sateen binding. Slight imperfections, but still Tully guaranteed. Reg. 3.99 to 4.99.

Shop Downtown and Sugarland Mall

# SERVICE

We like to feel that service, in its fullest reference, is the hallmark of our firm. One of the special services we provide for you is noted by the emblem below — membership in the American Gem Society — an organization of some 900 carefully selected firms of professional jewelers in the U.S. and Canada. It signifies the reliability and capability of this firm, and is your assurance that the fine gems and jewelry purchased from us are properly represented, and explained.

MEMBER AMERICAN GEM SOCIETY

**Cowan Jewelers**  
Downtown  
217 N. Main 364-4241

# STAN KNOX TV & MUSIC

509 PARK AVENUE      HEREFORD      PHONE 364-0766

"Serving the people of Deaf Smith County for over 2-decades"



## NHS Officers Elected

David Zinser, son of Mr. and Mrs. Frank Zinser, has been elected president of the National Honor Society at Hereford High School. Other officers elected are Donna Munnerlyn, daughter of Mr. and Mrs. Keith Munnerlyn; Shyla Thomas, secretary, daughter of Mr. and Mrs. Wayne Thomas; and Judy Scott, daughter of Mr. and Mrs.

Paul Scott. National Honor Society consists of students in the top 10 per cent of the senior class and top five per cent of the junior class. In the spring, the next five per cent of each class, including sophomores, will be admitted. Faculty advisor for the society is Mrs. Betty Oglesby.



**NHS OFFICERS**—Newly elected officers for the National Honor Society at Hereford High are, left to right, David Zinser, Shyla Thomas, Judy Scott and Donna Munnerlyn.

## SCHOOL Lunch Menu

**HIGH SCHOOL**  
**JR. HIGH SCHOOL**  
**MONDAY** — Frito pie or beef ravioli, green beans, glazed carrots, apple pie, rolls, butter, milk.  
**TUESDAY** — Barbecued beef on bun or Sloppy Joe, buttered potatoes, green peas, applesauce cake, buns, milk.  
**WEDNESDAY** — Pinto beans with hot tamales or steamed wieners, whole corn, mixed greens, fruit, corn bread, milk.  
**TUESDAY** — Chicken salad sandwich or pimento cheese sandwich, vegetable soup, chocolate cake, bread, milk.  
**FRIDAY** — Fish stick with catsup or tuna salad on lettuce, French fries, creamy cole slaw, peach cobbler, rolls, butter, milk.

**ELEMENTARY SCHOOLS**  
**MONDAY** — Frito pie, green beans, glazed carrots, apple pie, rolls, butter, milk.  
**TUESDAY** — Sloppy Joes, buttered potatoes, green peas, applesauce cake, buns, milk.  
**WEDNESDAY** — Pinto beans with hot tamales, whole kernel corn, mixed greens, fruit, cornbread, butter, milk.  
**THURSDAY** — 1/2 chicken salad sandwich or 1/2 pimento cheese sandwich, vegetable soup, chocolate cake, bread, milk.  
**FRIDAY** — Fish stick with catsup, French fries, creamy cole slaw, peach cobbler, rolls, butter, milk.

**ST. ANTHONY'S SCHOOL**  
**MONDAY** — Ranchi style beans, corn, tossed salad, cinnamon rolls, cornbread, milk.

**TUESDAY** — Fish filets with tartar sauce, blackeyed peas, cabbage carrot salad, peach cobbler, rolls, butter, milk.  
**WEDNESDAY** — Baked turkey and gravy, buttered rice, peas, banana pudding, rolls, butter, milk.  
**THURSDAY** — Barbecued beef, mashed potatoes, tossed salad, brownies, buttered bread, milk.  
**FRIDAY** — Oven fried sausage, green beans, applesauce, rolls, butter, milk.

**HEREFORD DAY CARE CENTER**  
**MONDAY** — Breakfast: Farina, prunes, milk; Lunch: Fish sticks with catsup, green peas, buttered potatoes, hot rolls, butter, milk, rice pudding; Snack: Peanut butter and crackers, milk.  
**TUESDAY** — Breakfast: Cinnamon toast, banana slices, milk; Lunch: Beef and vegetable stew, cornbread, butter, milk, pear halves; Snack: Chocolate cookies, milk.  
**WEDNESDAY** — Breakfast: Toast with jelly, fresh peaches, milk; Lunch: Spanish rice, green salad, buttered crackers, milk, fruit salad; Snack: Granola, orange juice.  
**THURSDAY** — Breakfast: Oatmeal, orange slices, milk; Lunch: Baked ham, creamed potatoes, harvard beets, hot rolls, butter, milk, ice cream bars; Snack: Bread and butter, orange juice.  
**FRIDAY** — Breakfast: Hot muffins and jelly, apple slices, milk; Lunch: Grilled cheese sandwiches, pork and beans, carrot sticks, milk, pineapple cake; Snack: Peanut butter cookies, apple juice.

## Physical, Social, Emotional Changes Seen In New Pupils

Sending your child off to school for the first time can mean surprises — for both the pupil and the parents, a West Texas State University educator says. "There are three kinds of changes one will see: physical, social and emotional," says Dr. Dan White, chairman of the Department of Elementary Education. "The physical changes are the most obvious. 'The new kindergartner or first-grader will probably come home after the first days of school tired and irritable,' he adds.

White says the child probably is worn out by the new experience and the interruption of his previous routine.

"It is possible that the child misses the nap he was so accustomed to just a few weeks before he started school," the educator says.

Less obvious are the social changes that take place. "In many cases the youngster is not used to being around others," White says. "He needs some adjustment in this area."

A new elementary school pupil has probably had some play experiences with children his age but he has not played with them, White says.

Instead, those play experiences have been "joint play" where the preschooler played side-by-side with one of his peers.

That social function is altered in the formative first days of his schooling. He learns to participate in group play.

Being required to do that may mean a strain on his identity at first, White says. The emotional stresses are probably the most evident and yet the hardest to find causes for, he adds.

"Think of this in the same vein as a parent having a new job or a new boss," White says. "This is a totally new thing for the youngster. The teacher is a very significant adult in his life. 'The new student is emotionally assaulted from all sides. Never before has he had to deal with so many new

situations, so many new demands on his intellect, so many new challenges to his identity. Add to these pressures the organized taking in of information and you've got cause for some emotional outpourings."

What to do? Take it one step at a time with your first-time student, White says.

"He needs your understanding as a parent. He

needs you to be patient with him. He needs you to talk with him, ask him about his experience at school; draw him out, let him tell you about it," White says.

Those are some of the things to expect. After about four weeks, all those strains will disappear and the child will talk excitedly about school. He'll actually look forward to going there every day, White says.

## Six New Members Welcomed To Club

The first meeting for the new club year was held Wednesday morning for Simms Study Club. A coffee was given in the Simms Community House.

Six new members, including Mmes. Jim Cavin, Jr., Ed Rohrbach, Joe Burnett, Steve Lindley, Alfred Brorman and Willard Parker were welcomed into the club.

Members drew for secret pals and voted to serve meals to the Simms Lions Club as a money making project again this year.

Other members attending the

meeting were Mmes. Ray Brorinan, president, John Brorman, Emmitt Young, Terry Creitz, Robert Lloyd, Edgar Hartley, Oliver Wann, Jim Cavin, Sr., Joe Meyer, Willis Duggan, Lenon Young, and M.L. Blankenship.

The club's next meeting will be Oct. 3 when the group will meet at the Community House and then travel to Tulia on a field trip to Elm Tree Inn and the Kenneth Wyatt Art Studio. Members should meet at 9:30 a.m.

## Reception Held For Buddy Roland

Members of the First United Methodist Church will host a reception for Buddy Roland, the new youth coordinator, today immediately following the evening church services in the Fellowship Hall. Everyone is invited to attend.

Also, a pre-game Mexican supper is scheduled Friday

from 5:30 p.m. until 7 p.m. in the Fellowship Hall of the church. Adult tickets will be priced at \$1.50 and children tickets at 75 cents.

### HIGH COST

Necessity may be the mother of invention but progress is the parent of taxation.

## Container Gardening Booming In Popularity

There's a kind of gardening booming in popularity. It's called container gardening.

"With this type of gardening, all kinds of plants from petunias to pine trees can be grown," says Everett Janne, landscape horticulturist for the Texas Agricultural Extension Service. "Containers can be moved around wherever they are most effective or most needed. Shrubs, trees, vines — every kind of plant — can be moved from indoors to out, from front yard to patio, at a moment's notice."

Container plants can be in the spotlight when they are looking their best and banished when they go into a decline.

A new garden can be

beautified instantly with pots of geraniums, begonias or petunias.

The Texas A&M University horticulturist offers some general guidelines for container gardening.

"Containers must be strong and able to stand continual moisture. Wooden boxes, tubs, barrel halves and similar containers are available at garden supply centers. Clay pots are another good choice. Or you can use your imagination in creating your own containers. When building wooden containers, be sure to use moisture-resistant wood such as redwood or cedar."

Since plants in containers will dry out much faster than those growing in the ground, more frequent watering will be necessary — probably every day during hot weather, points out Janne. Soil in the container must be porous and yet must retain moisture. The container

should have drainage holes to permit excess water to run off.

With frequent watering, nutrient supplies are washed away and need to be replenished often, emphasizes the horticulturist. Use a complete plant food, preferably a liquid or completely soluble kind. Once plants are established and growing, apply plant food about every three weeks.

"Since the big advantage of container gardening is the movability of your plants, remember these tips on transportation," advises Janne. "Plan your moving in advance to let the soil get somewhat dry to reduce the weight of the container. Then set the container on a dolly, a small wagon or a piece of canvas to make the trip easy."

Container gardening can indeed be a "moving experience," contends the horticulturist.

### Past Presidents

### Of Music Club

### Attend Luncheon

The annual Music Study Club past presidents' luncheon was held Thursday in the home of Mrs. J.R. Allison.

The event was attended by 15 members including Mrs. Harold Close of Lubbock.

Mrs. W.E. Dameron welcomed the new president, Mrs. Joe Hacker, with a very complimentary introduction. Mrs. Dameron included in her introduction, "I believe the nicest thing I can say about Mrs. Hacker is that first she is a Christian homemaker, her lovely family (she's the mother of six children) and beautiful home portrays this sterling quality. She has never hidden her talents under a basket but has shared them graciously at all times and for all occasions".

The first general meeting for the Music Study Club will be held Monday at noon at the House of Wong.

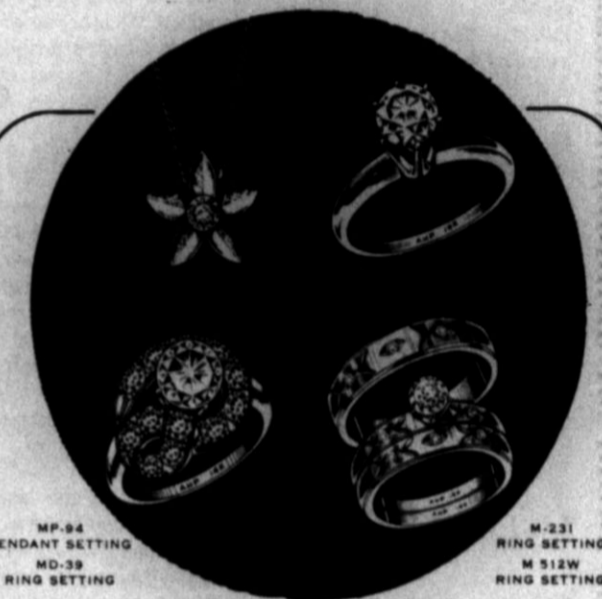
### BASEBALL CZAR

Judge Kenesaw Mountain Landis was appointed first "czar" of baseball Nov. 12, 1920.

### VESTRIS SINKS

On Nov. 12, 1928, the British steamer Vestris sank in a gale off the Virginia coast with a loss of 113 lives.

## Do Something Beautiful



### Do something beautiful for your diamond

Create a whole new look. Have your diamond mounted in a sensational new setting from our collection of earrings, pins, pendants and rings. We promise quality craftsmanship at a moderate price.

Serving Hereford Since 1927

## Kester's Jewelry

Across From The Post Office in Downtown Hereford

## Dawn Baptist Church Observes Anniversary

The Dawn Baptist Church is celebrating their thirtieth anniversary this weekend with everyone invited to participate in the scheduled activities today.

An old fashioned basket dinner will be served to guests at 12 p.m. immediately following the worship service.

Scheduled from 2 p.m. until 3 p.m. will be a sing-a-long, recognitions and greetings from former pastors followed by a short inspirational message.

Saturday night a fun and fellowship was held in which guests participated in a sing-song. Refreshments were served and photographs and slides were shown.

## L'Allegra's Name Committees

Committees were named and plans were discussed by members of the L'Allegra Study Club for the antique show to be held in January at their meeting Thursday morning in the home of Mrs. Terry Caviness.

Co-hostess for the meeting was Mrs. Wes Guley.

Yearbooks for the new year were distributed to members present. In attendance were Mmes. Bobby Veigel, Burns Hamilton, Eddie Reinauer, Jr., Cameron Gault, Steve Coneway, Dale Furr, Jim Carnahan, Jim Conkright, Gerald Payne and Dennis

Lomas. Also, present were Mmes. Bill Warrick, Danny Martin, Hugh McCrary, Jerry Parker, Rudy Metz, Don Lowder, Alex Schroeter and Hazen Woods.

Smartly styled to flatter the feminine foot comfortably. Scho-Peds from Scholl. Beautifully supple glove leathers. Soft-stepping soles. Relaxingly firm support. Feeling great and looking good!



\$19.99

**GATTIS SHOE STORE**

SUGARLAND MALL

"WE CARE ABOUT YOUR FEET"

Waistlines higher and nipped closer — our junior PANT, SUIT collection... \$22 to \$60 sketched - Dale's cotton plaid \$24

**BANKAMERICARD**

**Sweetbriar**

Nadine Jeter, Mgr. Sugarland Mall

**YOUR BANKER HAS THE KEY!**

## To Faster Banking

There's a new look at our motor bank... we've installed the faster, easier-to-operate Tel-Air system for your convenience. You'll like the clear voice communication and direct visual contact with our window teller. Fast, pneumatic tube carrier-units speed transactions and whisk you on your way.

Next time you're in a hurry, visit our motor bank. It won't take long.

**THE FIRST NATIONAL BANK of HEREFORD**

Member of F.D.I.C.

**MONTGOMERY WARD**

**ENERGY SAVING ACTION**

Lower your thermostat at night by several degrees. A night set-back clock does this automatically. When you're away for several days or more, keep the temperature as low as you can without letting your water pipes freeze.





EXCLUSIVELY YOURS AT ...  
PIGGLY WIGGLY, DOWNTOWN HEREFORD

**AFFILIATED** Lets you express yourself...  
Create your own exciting combinations in...

# Doverstone

**Fine Imported Stoneware.**  
Crafted in Staffordshire, England



**Heather Gates...** a beautifully coordinated pattern that blends together the rich earth tones enhanced by a distinctive scroll work design.

**Heather...** warm earth tones in the rich simplicity of imported stoneware.

# 49¢

each basic piece

Build your set the piece-each-week way.

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

THIS CYCLE WILL BE REPEATED THREE TIMES.

**COMPLETE YOUR SET AS SOON AS POSSIBLE AT PIGGLY WIGGLY!**

Betty Crocker  
**HAMBURGER HELPER**  
All Flavors  
Box **49¢**

Gold Medal  
Enriched All Purpose  
**FLOUR**  
25-Lb. Bag **\$2.98**

Betty Crocker  
**ANGEL FOOD CAKE**  
18 - Oz. Box **59¢**

Accessory pieces in the "Shape of the Future" on sale at all times.

5 Pc. Place Setting	\$3.49	Sugar Bowl with Lid	\$2.99
Creamer	\$2.49	Gravy Server	\$3.99
Round Chop Platter	\$2.99	Vegetable Bowl	\$2.99
2 12-oz. Mugs	\$2.49	Salt & Pepper Shakers	\$2.49
Covered Butter Dish	\$3.49	Tall Beverage Server	\$7.99
Covered Casserole	\$9.99	Covered Lug Soup	\$2.99
2 Snack Trays	\$2.49	2 Luncheon Plates	\$2.49
Serving Pitcher	\$6.99	2 Dinner Soups	\$2.99

**DOUBLE GUNN BROS. STAMPS ALL DAY TUESDAY AND WEDNESDAY WITH \$2.50 PURCHASE OR MORE**

ADVERTISED PRICES GOOD MONDAY, SEPTEMBER 10 THRU SATURDAY, SEPTEMBER 15, 1973

**PAPER TOWELS**  
**IVORY LIQUID**

**Crackers** Shurfine Saltine 1-Lb. Box **22¢**

**Jello** Gelatine Dessert Assorted Flavors **10¢**

**Ranch Style Beans** Crushed - Sliced or Chunk **4 23-Oz. Cans \$1**

**Pineapple** Food King No. 2 1/2 Can **3 NO. 2 Cans \$1**

**Apricots** Betty Crocker **69¢**

**Brownie Supreme** Betty Crocker **55¢**

**Quick & Hardy** Betty Crocker **55¢**

**Soffin Jumbo Roll** **22¢**

**32-Oz. Btl.** **79¢**

**Quik** **22¢**

**Macaroni & Cheese Dinner** **10¢**

**Ragu'** Spaghetti Sauce 32-Oz. Jar **69¢**

**Corn** Shurfine Cream Style **5 No. 303 Cans \$1**

**Tomato Sauce** Hunt's **5 15-Oz. Cans \$1**

**Bleach** Clorox 1/2 Gallon Plastic **33¢**

**Vienna Sausage** Libby's 5-Oz. Can **29¢**

**FROZEN FOODS**

**Food King FISH STICKS** 8-Oz. Pkg. **22¢**

**Shurfine ORANGE JUICE** 3 12-Oz. Cans **\$1**

**PIGGLY WIGGLY**

**SAVE 10¢ WHEN YOU BUY A 1 LB. CAN of FOLGER'S COFFEE**

**Folger's Coffee** **89¢**

SPECIAL PRICE WITH THIS COUPON

WITHOUT COUPON 99¢

Coupon cash value 1/20 of 1¢

**GOOD THRU 9-15-73**

**SUGAR** SHURFINE 5 - LB. BAG **69¢**

**CATSUP** SHURFINE 14 - OZ. BTL. **5 FOR \$1.00**

**CAKE MIX** SHURFINE LAYER CAKE **22¢**

**FRUIT DRINKS** SHURFINE ALL FLAVORS 46 - OZ. CAN **22¢**

**JIMMY DEAN SAUSAGE** 12 - OZ. PKG. **89¢**

**TEXAS FRESH PORK CHOPS** Family Pkg. Lb. **99¢**

**WRIGHT BACON** 2 - Lb. Pkg. **\$2.39**

**CORNISH GAME HENS** 22 - Oz. Size **\$1.19**

TRAVEL CALIFORNIA GRAPES <b>29¢</b>	CALIFORNIA TOMATOES <b>25¢</b> LB.	CALIFORNIA SUNKIST ORANGES <b>19¢</b> LB.	TEXAS GREEN CABBAGE <b>10¢</b> LB.	CALIFORNIA BELL PEPPERS <b>29¢</b> LB.
-------------------------------------	------------------------------------	---	------------------------------------	--



# How Fast Should It Run?

For the first time in history, there's a clock in Washington that shows the rate at which the Federal Government is spending your tax dollars.

It's called the Federal Spending Clock. It was built by and is located in the national headquarters of the Chamber of Commerce of the United States.

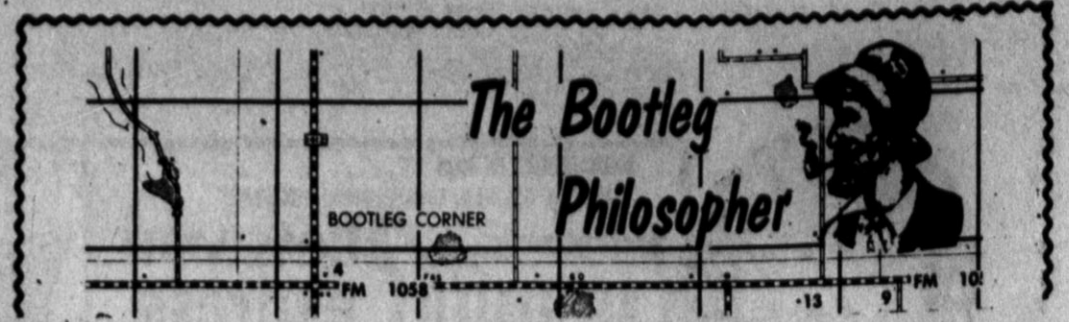
During the present fiscal year, which began July 1, 1972 and ended June 30, 1973, the Federal Government spent approximately \$250 billion.

Each day, rapidly changing digital figures across the top of the clock indicate the Federal Government is disbursing approximately \$700 million in new expenditures.

Every 1.26 seconds a dial indicates the expenditure of another \$10,000, the average annual income of an American family. Every 12.6 seconds, a light flashes, indicating the Federal Government has spent another \$100,000. And every two minutes and six seconds, a "beep" is heard, signaling that the Federal Government has spent another million dollars.

Federal spending has increased more than 100 per cent in the last 10 years — from \$111 billion in 1963 to \$250 billion in 1973. The Federal Government currently is spending more in 10 months than it spent between 1789 and 1942 — the first 153 years of our Republic. Federal spending accounts currently for 20.6 per cent of the gross national product.

Should the clock run at a faster or slower pace? In other words, should the Federal Government increase or reduce spending? That choice is up to you. Let your Congressman and Senators know your views.



Dear editor:

I was out here on this Deaf Smith County grass farm yesterday thinking about the plight of the world and what can be done about it without any extra effort by me when a friend drove up and we got to talking about it and he said he had the answer.

- "To all the problems?" I asked.
- "Yep. All of them."
- "To high prices and slow mail service?"
- "Yep."
- "To earthquakes and letter bombs?"
- "Yep."
- "To Watergate?"
- "Yep."
- "To kidnapping and skyjacking?"
- "Yep."
- "To the meat shortage and the dollar crisis?"
- "Yep."
- "To the gasoline shortage and the energy crisis?"
- "Yep."
- "To high taxes and government debt?"
- "Yep."

- "To Cambodia, Viet Nam and the whole Middle East?"
  - "Yep."
  - "To the arms race and the threat of nuclear war?"
  - "Yep."
  - "To pollution and the problems of the inner cities?"
  - "Yep."
  - "To mal-functioning space ships and submarines that get stuck on the bottom of the ocean?"
  - "Yep."
  - "To the problems of the schools and the flight to the suburbs?"
  - "Yep."
  - "To graft in government and illegal contributions to political campaigns?"
  - "Yep."
  - "To the Constitutional crisis over the tapes?"
  - "Yep."
  - "Now wait a minute. You mean you've got one answer to all these problems?"
  - "Yep."
  - "Well, what is it?"
  - "It's simple. STOP THINKING."
- Yours faithfully,  
J.A.

## The Sunday Brand Editorial Forum

Hereford Texas, Sunday, Sept. 9, 1973

### Editorials

# Community Pride

Last night the city of Hereford wound up its 75th birthday party after nearly a week of celebration which included a visit by the only Hereford-born citizen who has walked on the moon — Astronaut Edgar D. Mitchell. The main party lasted four days, but there were preliminaries and there will be memories stretching out for weeks.

Highlight of the celebration was a pageant staged four nights in Hereford's sports stadium, depicting the founding and growth of this dynamic capital community of Deaf Smith County.

Hereford is to be congratulated on its enterprise and its spirit of get-up-and-go. The amount of energy and time and work required to stage such a celebration can be appreciated only by those who have taken part in one.

And after all is said and done, what is gained by such an effort? Not money. Not business. Not advantage over one's neighbors. But the satisfaction of accomplishment, the joy of working together with one's fellow-townsmen, and the expression of pride in community.

Nowhere in the world are people more proud of their home towns than

here in the High Plains country. Nowhere can be found more community celebrations than right here. Most of them are annual affairs, and they go on and on, seeming to grow bigger and more significant from year to year. There is the XIT Reunion at Dalhart, the Irish celebration at Shamrock, the Wheatheart party at Perryton, the Top of Texas, extravaganza at Pampa, the Maize Days at Friona, the Dogie Days at Dumas, and on and on. In each case proud townspeople are showing off their home town to their neighbors.

This pride in community is a more potent factor in the development of a region than historians admit. It is the glue that holds a place together through bad times and good. It is the persistence that promises better times, the refusal to give up to despair, the hope that breeds new enterprise and the conviction that here is the finest place on earth to grow up in and grow old in.

Community pride is, in essence, that still small voice that keeps telling you, "Here is the center of the universe — for me. Everything begins and ends here."

As long as cities like Hereford and Dalhart, Shamrock and Perryton, Pampa and Dumas, and all the rest of them keep telling the world, year after year, that here is the center of everything, and if you don't believe it come to our party and see for yourself — as long as this spirit persists here in the Golden Spread, so long will our region prosper and remain strong.

Again, our congratulations to Hereford on its 75th birthday, and may its centennial be even bigger and better.

—Amarillo News-Globe  
Sept. 7, 1973

"All that talk about 'just owing it to ourselves' was consoling, but do you recall hearing anyone say that we would be paying eight, nine and even 10 per cent interest on it?" REDWOOD FALLS, MINN., GAZETTE.

"Most people made it to the table at meal time regularly during the rationing days of World War II, and I can't remember anyone going barefoot, or too many times doing without tires, gasoline, meat, and canned goods, sugar, etc. We accepted the rationing as something we had to do because we had a war to win. I guess our main incentive today is to get Watergate out of the news." SMITHVILLE, TEXAS, TIMES

Editor:

Congratulations on the wonderful results of your many hours, days, weeks and months of work on the fine Diamond Jubilee edition.

I know you are proud of the results as I am to have had a little part in it.  
Corinne J. Neely

Dear Folks,

My, what a fantastic job you did on your beautiful Diamond Jubilee Edition which we received yesterday and have been admiring. It is certainly a credit to you and your staff, and I know the people of Hereford will appreciate it and long treasure it.  
Having headed up an effort

for the past two years with our "Anniversary and Progress" editions, I know how much work is required in producing something like this. We say if we didn't have to keep putting out a regular paper while we were working on the special, it wouldn't be so bad.

But, aren't you proud of it, now that it is published.  
Sincerely,  
Charles Hawkes, Editor  
Arlington Citizen-Journal

Dear Speedy,

I have just started looking through the tremendous edition you have published on the occasion of Hereford's Diamond Jubilee. Looks like you all have done a great job of writing and production on this issue.

My congratulations to you and your staff. I hope you'll also express my pleasure to Jimmie Gillentine for an enjoyable feature. Jimmie has been my friend many years.

Wendell Tooley  
Floydada Hesperian

Dear Friends:

The picture and notes were returned yesterday and the Diamond Jubilee Brand arrived today. Of all the many special editions that I have seen, this effort on the part of The Brand is the most outstanding of any in my memory—congratulations for a job well done!

Ira Aten Connell  
5812 SW Florida St.  
Portland, Ore. 97219

Dear Speedy,

It was a beaut! Congratulations on a super special edition. I sat down and spent a half hour without even leaving one section. Looks like a tremendous job by a number of people.

To think that you did that while getting out the regular editions of The Brand! I know the people of Hereford are pleased with it—they have a right to be. Congratulations again.

Sincerely,  
Charles Richards,  
Publisher  
The Levelland Surveyor  
P.S.—It was an extra bonus to get to read Mr. Gillentine again. He's one of a kind.

Dear Speedy,

Congratulations on the greatest Jubilee edition ever produced in Texas. After three days of reading, I have to pause and congratulate your entire staff!

Sincerely,  
Walter Buckel  
Publisher  
Lamesa Press Reporter

Dear Speedy,

Congratulations to you and your entire staff on the Jubilee edition — finest published edition in Texas in decades!

James Roberts  
Publisher  
Andrews County News

## Letters To The Editor

# Brand Jubilee Edition Draws Praise



"We read about a man who owns a new car who pulled into a gas station for gas and left his motor running. The attendant finally told him he would have to shut off his engine because the car was using gas faster than he could put it in the tank." GARNETT, KANS., REVIEW

"Politicians, editorial writers and others unblushingly refer to our country as 'this great nation.' No doubt it is a great nation, and we have every reason to be proud of it. But couldn't we be just quietly proud, as we are of our own personal achievements, without bragging about it so much? And work just a little harder to make the description true, even if we don't shout it so loud and so often?" RED BLUFF, CALIF., NEWS

"The world has always been full of those people who continually expect to get something for nothing. They do not work, they contribute nothing towards the advancement of the world. They have always been tolerated, but little more. However, just leave it to the United States to come up with something different: Only here has it been suggested that those people should actually have a 'right' to anything for nothing. Only here could the politicians come up with such a thing as a guaranteed annual income for the doing of absolutely nothing." SULLIVAN, ILL., PROGRESS

"Years ago our Economics professor told his class that 'Expenses always rise to meet income.' Were he to speak today, he might modify the statement to say that expenses always rise to exceed income, whether it be in the household, the schools or other governmental branches." JEFFERSON, OHIO, GAZETTE

"From time to time legislators attempt to insist on a requirement that all newspaper editorials and columns be signed by the person writing them. Actually most are signed but once in awhile this old issue comes back to life. If this is a necessary requirement, then perhaps we should demand to know the name of a politician's speech writer, and even require judges to reveal the law clerks or attorneys who prepare their decisions." TOWNSEND, MONT., STAR

"One of the most likely uses of atomic energy seems to be the cooking of the world's goose." PITTSBURG, TEXAS, GAZETTE

## Talk Of Texas

By JACK MAGUIRE

**FOOTNOTE TO HISTORY** — When Joseph Heneage Finch, 7th Earl of Aylesford, deserted England for Big Spring, Texas, in 1883, he bought the Cosmopolitan Hotel to be sure he would always have a room.

Next he bought a Big Spring butcher shop to assure a steady supply of mutton and lamb for his table. Since he required a half gallon of whiskey or gin each day, he also bought a saloon to be sure that the would never be dry.

Finch, affectionately called "Judge" by his Texas friends, came to the Lone Star State to find solace after his divorce. In 1876, while the Earl of Aylesford was in India hunting tigers with the Prince of Wales, his wife had an affair that resulted in her pregnancy. Finch returned, divorced her and fled England for Texas.

With an income of more than \$50,000 a year, he planned to spend his time hunting and drinking. He survived only two years of this style of high living, however, and died in Big Spring on January 14, 1885. He was only 36.

**TOURIST NOTE** — It's illegal to set foot on Mexican soil without clearing with customs at some port of entry.

This means that Americans who wade the Rio Grande River to visit Boquillas (across from Big Bend National Park) could be jailed. There is supposed to be a Mexican customs official on duty there, but he is rarely in evidence.

**END OF THE LINE** — One of East Texas' favorite tourist attractions, the Moscow, Camden & San Augustine Railroad, has quit hauling passengers after 75 years.

The 6.8-mile railroad, which operated daily service between Camden and Moscow in the piney

woods of Polk County, kept its fares exactly as they were when service began in 1898. A round trip cost adults a half dollar and children a quarter.

The MC&SA was the shortest operating railroad in the U.S. still offering regular passenger service. Travelers rode in a 75-year-old wooden coach attached to the rear of the line's daily train that hauls logs from the forest to a connection with a major railroad in Moscow.

**TAPS FOR THE CAVALRY** — The U.S. Army's last troop of hard-riding, saber-wielding horse soldiers has been retired at Fort Hood, near Killeen. Hopefully, the retirement is only temporary.

It is C Troop of the 1st Cavalry Division's Horse Platoon. Like in the movies, the troopers wore authentic 1880-issue uniforms, carried light sabers, sat in McClellan saddles and were armed with .45 caliber single action Colts, plus .45-70 breech carbines. Had they encountered any Indians on the warpath in Central Texas, Capt. Euler M. Young, their commander, is certain that C Troop would have given a good account of itself.

The troop was made up of volunteers and was created primarily as a gimmick to stimulate recruiting for the motorized 1st Cavalry Division. It was mobilized in March, 1972, and soon became a favorite attraction at rodeos, county fairs and other functions through the Southwest. Trained by the 1883 Manual of Cavalry Tactics, Troop C could do everything the old frontier cavalrymen could do.

A few weeks ago, however, a strange illness struck the troop's trained horses and mules. Most of them died, and now the platoon has been "retired" until new mounts can be obtained and trained.

## The Sunday Brand



Established 1918

Published Every Sunday at 130 West Fourth  
Hereford, Texas 79045

The Hereford Brand, Incorporated

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 30, 1879. Second-class postage paid at Hereford, Deaf Smith County, Texas. Subscription Rates: Zone 1, \$4.80 per year; Zone 2 and above, \$6.00 per year. With the Hereford Brand, both papers, Zone 1 \$5.95 per year; Zone 2, \$7.40 per year. Carrier delivery, \$1.00 per month. Single copies 20 cents each.

O. G. Nieman  
Don Richards  
Sue Coleman  
Grady King  
Publisher  
News Editor  
Women's Editor  
Advertising Manager  
CIRCULATION  
364-2030



# USDA Announces Major 1974 Program Provisions

The Agriculture and Consumer Protection Act of 1973 provides for a four-year program for wheat, feed grain, and upland cotton. USDA has announced details for the 1974 programs, which are designed to encourage all-out production. There will be no set-aside requirement and no restriction on planting for the 1974 crop program and there will be no conserving base requirement for the 1974 through 1977 crop years, the duration of the Agriculture and Consumer Protection Act of 1973. Likewise, the provision which gives the Secretary discretionary authority to limit feed grain and wheat to a percentage of allotments and upland cotton planted in excess of the base allotment will not be implemented during the period 1974 through 1977. Elimination of any set-aside for 1974-crop cotton, wheat and feed grains, will free up about 19 million additional acres for production of these needed crops, plus soybeans, in 1974. Prices are strong and opportunities to contract ahead appear to be increasing; farmers should plan accordingly, according to Department officials. The total amount of payments a person may receive under one

or more of the 1974 wheat, feed grain and upland cotton programs may not exceed \$20,000. This limitation does not apply to loans. Producers may substitute any non-conserving crop or any conserving crop used for hay or for grazing in order to preserve their allotments and to make them eligible for any payments under the target price feature. Sugar crops and crops for which a marketing quota is in effect, are excluded. The same skip-row planting rules which were in effect for the 1971 through 1973 crops will be applicable to the 1974 crop. **1974 WHEAT PROGRAM** New in the wheat program is the target price feature. If the average price for wheat is at or above the \$2.05 per bushel target price, the producer will receive no payment. If the price average is below the target, the producer will receive the difference between the target price and the 5 month average price received by all farmers. There will be no preliminary payment. Any payment due will be paid after December 1, 1974. If the average price received by all producers is under \$2.05 per bushel for the July through November 1974 period, a producer would be paid on an amount of bushels determined by multiplying the farm allotment times the projected yield established for the farm. The projected yield represents the potential production for the farm as determined by the Agricultural Stabilization and Conservation Service (ASCS) county committee. The allotment is set at 55.0 million acres. Thus, on the average, each producer's allotment in 1974 will be about three times that of his 1973 allotment. This allotment

represents the number of harvested acres of wheat, based on the estimated average yield, which would result in production equal to estimated domestic and export disappearance in the 1974-75 marketing year. This allotment is similar to the domestic allotment in the 1973 wheat program in that it is not a constraint on the amount of wheat that can be planted and its sole purpose is for making payments to producers in the event the 5-month average price received by farmers is less than the target price. Loans will be available to producers on their 1974 crop wheat at a national average of \$1.37 per bushel, an increase of 12 cents over 1973 crop loans. The Act eliminates the requirement that processors purchase certificates valued at 75 cents per bushel on each bushel of wheat processed for human domestic consumption. **1974 FEED GRAIN PROGRAM** Barley will be included in the Feed Grain program for the duration of the Act. The new legislation provides for establishing allotments for feed grains in the same fashion as for wheat. The allotment for 1974 is set at 89.0 million acres. The allotment for the feed grains is approximately 68 per cent of the base acreage used in former feed grain programs. However, any payments will be paid on the full allotment; whereas, previously, payments were based on only 50 per cent of the feed grain base. The feed grain allotment for 1974 does not represent a limit on acreage, but is computed only for the purpose of distributing payments to producers should such payments be required. This allotment represents the number of acres, harvested for grain, corn, grain sorghum, and barley based on the estimated national average yield, which would result in production equal to estimated domestic and export disappearance in the 1974-75 marketing year. Should the average price received by farmers for corn, sorghum or barley be below the statutory target price for the first months of the marketing year, the difference between the target price and the average price would be paid to eligible producers after the five months period and there will be no preliminary payments. A producer would be paid on an amount of bushels determined by multiplying the farm allotment times the projected yield established for the farm. The projected yield represents the potential production for the farm as determined by the Agricultural Stabilization and

Conservation Service (ASC) county committee. Target prices for 1974 are \$1.38 per bushel for corn, \$1.31 per bushel for grain sorghum (\$2.34 per cwt.) and \$1.13 per bushel for barley. There are no target prices for oats and rye. Loan rates for 1974 are based on a national average of \$1.10 per bushel for corn, \$1.05 per bushel (\$1.88 per hundredweight) for grain sorghum, \$0.90 per bushel for barley, \$0.54 per bushel for oats and \$0.89 per bushel for rye. The soybean loan level for the 1974 crop will be \$2.25 per bushel — unchanged from the previous year. **1974 UPLAND COTTON PROGRAM** A preliminary loan rate of 25.26 cents per pound, applicable to middling one-inch upland cotton (micronaire 3.5 through 4.9) net weight, at average location in the U.S. A national production goal of 14,802,000 standard bales of 480 pounds, net weight. A national base acreage allotment of 11,000,000 acres. Producers may substitute any non-conserving crop or any conserving crop used for hay or grazing in order to preserve the cotton allotment. Eligibility for any payment, however, is contingent upon planting cotton; except that allotment acreage not planted because of drought, flood, other natural disaster, or condition beyond the control of the producer also is eligible for payment. If the average market price received by farmers during the 1974 calendar year is at or above the 38 cents per pound target price, no payments will be made. If the average price is below the target, the producer will receive as payment the difference between the target price and the higher of the loan level or the farm price. The preliminary loan rate of 25.26 cents per pound compares with the 1973-crop loan rate of 19.5 cents per pound. It reflects 90 per cent of the average price of American cotton in world markets for the 3-year period ending July 31, 1973.

However, the new law also provides that if this calculation is higher than the current level of average world prices for American cotton, the loan rate may be established at 90 per cent of the current average world price. While current prices are well above the loan rate announced, the marketing year to which the loan applies does not begin for almost a year. The volatility of prices reflecting the range of movement during the past year is an indication of what can happen in a fast changing market, recognizing that prices can, and do, move in opposite directions reflecting situation changes. For this reason, and in consonance with the intent of the legislation to assure a loan level in line with world prices, an evaluation of the situation will

again be made as the beginning of the marketing year, August 1, 1974, approaches. In the event it is then determined that the current level of average world prices for American cotton is lower than the rate announced, the preliminary loan rate will be adjusted downward accordingly. Loans available to program cooperators for different individual qualities will be based on the middling 1-inch rate, after adjustment to the quality strict low middling 1-1/6 inches cotton at each warehouse location will be issued at a later date. As in 1973, loans will be available to cooperators for a term of 10 months from the first day of the month in which the loan is made. Loans amounts will be reduced for any unpaid storage charges in excess of 60 days, as provided by law.

## DEAF SMITH COUNTY

# Farm News

## FU Official Says Texas Farmers 'Blackjacked' Into Contracting

Texas Farmers Union President Jay Naman of Waco blamed low farm program price support levels for millions of dollars of losses which Texas farmers have sustained by future contracting. "The traditional function of the Commodity Credit Corporation loan, to protect farm prices at harvest time and to encourage a farmer to market in an orderly manner, was destroyed in the weak 1970 Farm Act and the low levels set by the Nixon Administration. The new farm program is just as objectionable or worse, and gives the Secretary the discretionary power to continue his low price support policy," according to the state farm organization president. Naman pointed out that the charges and countercharges between the farmers and buyers are failing to focus on the shortcomings in the commodity marketing system which encourages uncontrolled speculation and erratic farm prices. "Farmers Union has put together a task force on domestic economic problems and foreign trade to work on improving the present system of marketing farm products. Our task force members, farmers from across the state, will be meeting regularly during the fall and winter to work out a better marketing system and to devise better ways of forecasting both domestic and export markets," Naman said.

Much of the Texas cotton and feed grains has been sold at levels substantially below present market prices," Naman said. "Farmers have sold too cheap or have contracted too low because their costs are high and price support levels are so low that they discourage orderly marketing. Farmers are forced by their financial obligations to resort to the security of a future contract, because the farm program does not provide a realistic floor under their prices. In a statement released from the Waco office, he said that Texas farmers have been "blackjacked" into contracting by the failure of the federal farm program to protect farm income.

modify marketing system which encourages uncontrolled speculation and erratic farm prices. "Farmers Union has put together a task force on domestic economic problems and foreign trade to work on improving the present system of marketing farm products. Our task force members, farmers from across the state, will be meeting regularly during the fall and winter to work out a better marketing system and to devise better ways of forecasting both domestic and export markets," Naman said.

**A.O. THOMPSON ABSTRACT CO.**  
Mr. and Mrs. A.J. Schroeter  
Courtthouse  
Phone 364-1504  
P.O. Box 73  
Free City Maps Showing Blocks

**Dr. Milton Adams**  
Optometrist  
335 Miles  
Phone 364-2255  
office hours  
Mon.-Fri. 8:30 to 5:00  
Open Sat. til Noon

**"There Aint Nothin' Like a Good Pair of Boots"**  
**Boots**  
★ West  
★ Tony Lama ★ Nocona ★ Sanders ★ Cowtown ★ Justin ★ Acme ★ American ★ Resistol ★ Tony Lama  
Hats Belts  
Hwy 60 E. 364-5961

Should the average price received by farmers for corn, sorghum or barley be below the statutory target price for the first months of the marketing year, the difference between the target price and the average price would be paid to eligible producers after the five months period and there will be no preliminary payments. A producer would be paid on an amount of bushels determined by multiplying the farm allotment times the projected yield established for the farm. The projected yield represents the potential production for the farm as determined by the Agricultural Stabilization and

## Meat Shortage Causes --- Boycott Or Price Ceiling

What factors really caused the current 'shortage' of meat — the boycott earlier this year or the government price ceiling? "The old concept that a producer is a price taker rather than a price maker is undergoing a rapid change in this instance," pointed out Dr. Ed Uvacek, livestock marketing specialist with the Texas Agricultural Extension Service. He emphasized that while the boycott in April was real and probably did have an impact on

the total price of beef, yet it may have caused the producer to pull back on production, thus creating shortages. "We have moved from the boycott phase to just the opposite viewpoint where consumers are concerned," Uvacek added, pointing to trends of hoarding meat. After the meat price ceiling is lifted on September 12, fed cattle prices are expected to rise and then fall back to about 51 cents per pound during the pass-through phase, noted Uvacek. "This price rise, however, may actually already have been anticipated and therefore realized," he added. His prediction for November saw fed cattle selling from 52 to 53 cents a pound, with the price range for the first quarter of next year prevailing around the 50 to 52-cent level. "Feeder animals — those weighing 600 to 700 pounds — are currently selling from \$5 to \$7 a hundredweight above the comparable fed steer prices. By this fall, however, feeders should move more in line with finished cattle prices and should range from \$2 to \$4 per hun-

dredweight above fed cattle prices," Uvacek forecast. "Cow prices should follow along with feeder trends, but here we are talking about salvage value, since there are few cow offerings," added the specialist.

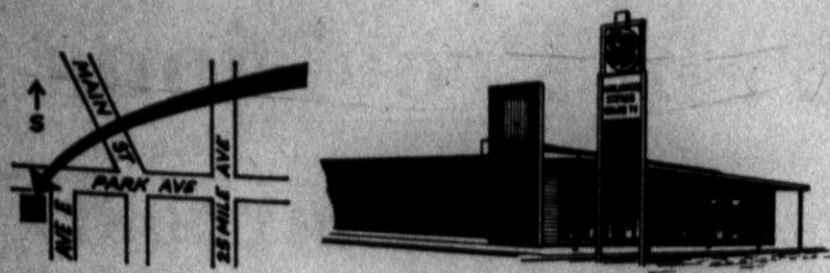
**FARM FACTS**  
Farm Efficiency Climbs  
An hour of farm labor today produces seven times as much food and other crops as it did 50 years ago. This enables the average farmer to produce enough food and fiber for himself and 51 others. A top farmer can produce enough for 200 others.  
Inflation Hits Farm  
Inflation has increased agricultural production costs by 33 1/2 per cent in the past six years, estimates a University of Minnesota economist.

**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

**HEAR JACK BROWN**  
Temple Baptist Church  
700 AVENUE K...HEREFORD  
7:30 P.M.-TUESDAY, SEPTEMBER 11, 1973  
God's Man — "for such a time as this."  
• 30 years a drug addict — at one time pronounced incurable.  
• 17 years in prison:  
Alcatraz Lexington  
Leavenworth McAllister, etc.  
San Quentin  
• 3 years solitary confinement  
• Prison mate of:  
Al Capone Machine Gun Kelly  
Birdman C. Chessman, etc.  
**COMPLETELY REHABILITATED**  
• **SAVED BY THE GRACE OF GOD EIGHT YEARS AGO** (Has not stopped living it or talking about it since.)  
• Pardoned by former Governor Pat Brown  
• Devoting his life to youth everywhere (Has spoken to more than 4,000,000 in eight years)  
• Lecturing in schools, clubs, churches (Has spoken in more than 2000 churches)  
Thousands have been turned from drugs to the good life through his influence and testimony.  
Many have come to know Christ in his services. Audiences both young and old sit spellbound listening to his every word! You will appreciate his sense of humor as well as his method of presentation.  
**DON'T MISS THIS MAN! YOU WILL NEVER FORGET HIM NOR HIS INTRIGUING AND TIMELY STORY.**  
Nursery will be provided... "Don't miss this service!"

**FINAL CLOSE OUT 1973's WE HAVE TO BE NUTS TO SELL CARS SO LOW**  
1-Buick Limited, 4 Door  
1-Buick Limited, 2 Door  
1-Buick Riviera  
1-Buick Centurion, 4 Door  
1-Buick Centurion, 2 Door  
3-Buick Le Sabre, 2 Door  
1-Buick Century, 2 Door  
1-Pontiac Bonneville, 4 Door  
1-Pontiac Catalina, 4 Door Hard Top  
1-Pontiac Ventura, 2 Door  
3-Electra Limited Demonstrators  
**Tremendous Year End Savings**  
**JOHN ORSBORN**  
**BUICK - PONTIAC - GMC**  
221 N. 25 Mile Ave. or 142 N. Miles 364-0990 or 364-1222





# TAYLOR FURNITURE AND APPLIANCE CENTER

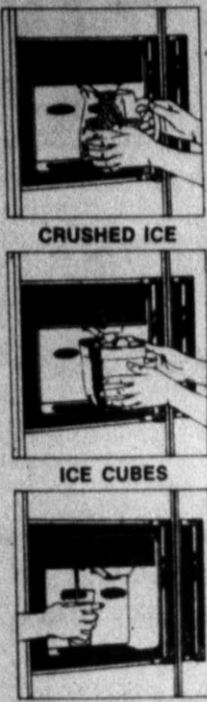
603 PARK AVENUE  
HEREFORD, TEXAS  
PHONE: 364-1561

SEE OUR EVERY DAY  
LOW PRICES!

**YOU ARE CORDIALLY INVITED TO COMPARE OUR PRICES!**

OPEN MONDAY-SATURDAY  
9AM - 6PM

**Only General Electric delivers ice cubes, crushed ice, or cold water... without opening the doors!**



**GE 23.6 cu. ft. AMERICANA® Side-by-Side Refrigerator-Freezer**

with immense 301 lb. capacity freezer  
Just 35 1/2" wide — no frost throughout. Ice Bin stores about 260 cubes. Refrigerator features: convertible, 7-Day Meat Keeper, adjustable door shelves and adjustable cabinet shelves of tempered glass, juice can dispenser.

**23.8 cu. ft. Side-by-Side No-Frost, Less than 36" wide with huge 307 lb. freezer section!**

Features: Ice 'n Easy Service™, juice can dispenser, adjustable shelves, 7-Day Meat Keeper. Rolls out on wheels.

**\*AUTOMATIC ICEMAKER** (available at extra cost) can be added now or later.



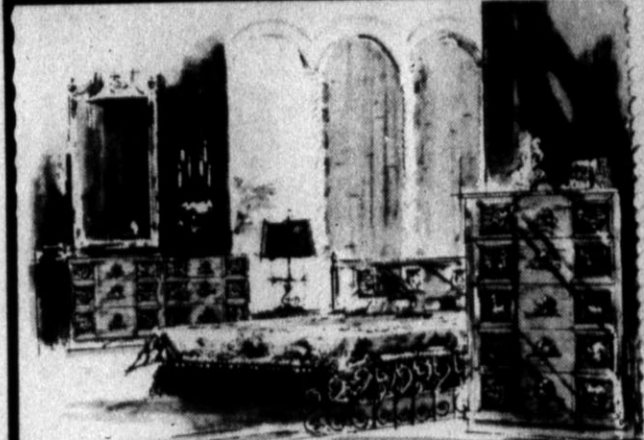
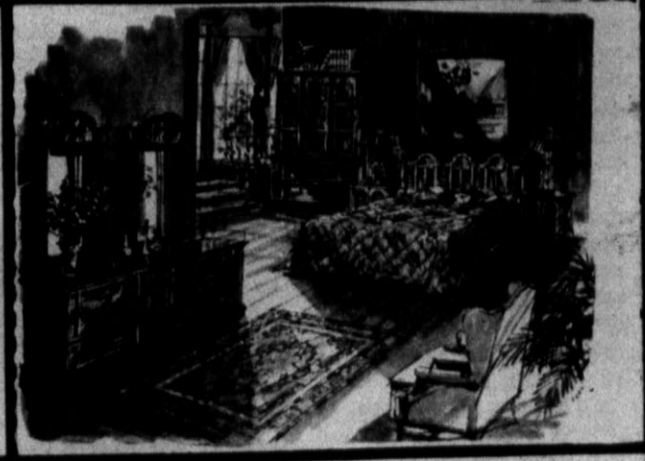
MODEL TFF-24RN

MODEL TFF-24DN

**INSTANT CREDIT**  
ON REGULAR TERMS  
NO LONG DELAYS  
YOU CAN EVEN TAKE IT WITH YOU OR YOU CAN EXPECT PROMPT, FREE DELIVERY TO \$500 ON MAJOR CREDIT CARDS, TEXACO, GULF, SHELL, MOBIL, EXXON, PHILLIPS, ARCO, SINCLAIR MASTER-CHARGE, BANK AMERICARD, AVID, HERTZ AIR TRAVEL CARD, AMERICAN EXPRESS, DINER'S CLUB.

**90 DAY TERMS**  
During this FURNITURE SALE we will pay the charges on all 90 day option notes on furniture purchases of \$200 to \$2,500. You can sign a six month note, showing full interest charges — with a 90 day option. So if you pay the entire balance in 3 equal monthly installments all charges will be discontinued by us. If, for any reason, you want to take the full six months to pay as agreed on the contract, then you can do so. Or, you can buy larger amounts of furniture and take up to 24 months to pay the balance — A.P.R. 20.9 per cent. Instant credit is explained in the box to the left.

This Unusually beautiful Design - In the Tradition of America and Britain... and it is truly fantastic at this price.  
**\$499**  
Includes Triple Dresser, Door Chest, Chairback, Headboard, Night Table is optional and extra



**A Dramatic New Triple Dresser Bedroom Grouping . . . high key in styling**  
..... Unbelievably Low in Price .....  
**\$299<sup>00</sup>**  
Karisma by Pacemaker  
Includes Triple Dresser, Mirror, Chest and Panel Headboard

**TRADITIONAL SOFAS \$299**



**AGAIN AT TAYLOR'S LIMITED TIME ONLY Buy This Mediterranean Styled Stereo \$359<sup>95</sup>**

**Model G940**

**FEATURES:**

- Solid state amplifier with AM/FM/FM Stereo tuner with function lights
- Six speaker, front-mounted sound system with two 10" woofers and four 3" tweeters
- 40 watts peak music power (20 watts EIA)
- Deluxe jam-resistant
- 4 speed changer
- 11" turntable
- Repeat play option
- Positive selection
- High compliance ceramic cartridge with Diamond stylus
- Built-in 8 track tape player
- Extension speaker and tape jacks
- Equipped for Porta-FIT remote sound system

**GET THIS 12" PORTABLE TV FREE!**

**Your Choice \$55**

**Cherise Commode** \$79  
**Hexagon Commode** \$99

**VELVET SOFAS**  
At Savings of \$50, \$100 and more.  
This is the new plush look in upholstery - rich patterned velvet, protected with Scotchgard with ESD  
**YOUR CHOICE \$399**

**TRADITIONAL HIGH BACK CHAIRS**  
YOUR CHOICE  
**\$129**

**Largest Selection in Town Immediate Availability**

**NOW TAKE YOUR PICK OF The 'Potscrubbers'™**

General Electric can show you this. Because we have the dishwashers that will do this.

GE's exclusive Power Scrub™ The brushless water action that washes pots, pans and crusty casseroles sparkling clean; plus, your Potscrubber dishwasher is safe enough for your finest china and crystal!

**4 Pushbutton Cycles**  
Power Scrub, Normal Wash, Short Wash and Rinse & Hold • Automatic Detergent & Rinse-Glo Dispensers  
**\$219** Model SC 460N

**5 Wash Cycles**  
Includes Gentle Wash plus Plate Warmer Setting • Dial-A-Level Rack —adjusts to fit load  
**\$269** Model SC 661

(Other models from \$189) **AMERICA'S NO. 1 APPLIANCE VALUE**

**SCRATCH AND DENT SPECIALS SAVE \$40**

**Trash Compactor** Reg. \$249  
**ONE ONLY \$189**  
Slightly Dented

**Freight Damaged Refrigerators and Freezers**  
\*\*\*\*\*  
20.7 Cu. Ft. No-Frost  
**1 ONLY IN WHITE Save \$80<sup>00</sup> \$319**  
\*\*\*\*\*  
17.6 Cu. Ft. No-Frost  
**1 ONLY HARVEST GOLD Save \$110 \$269<sup>95</sup>**  
\*\*\*\*\*  
**ALL DENTED AND SCRATCHED MERCHANDISE IS FULLY WARRANTED ON PERFORMANCE**

**BEST WASHER**  
Model WWA 8400N "Set and Forget" Automatic  
• 10 minute wash cycle  
• Exclusive Mini-Basket  
• Four Combinations  
• Six water temperatures  
• Six Cycles  
• Load 'n Go Dispenser one only  
Damaged - \$40 OFF  
**\$259** Harvest Gold

**GE BIG-CAPACITY 5-CYCLE WASHER WITH SMALL-LOAD MINI-BASKET AND 4 WASH/SPIN SPEED SELECTIONS!**  
**REDUCED TO \$229**  
One Only Harvest Gold  
with MINI-BASKET™ for MINI LOADS  
No More Washday Blues! This new GE washer with Mini-basket™ takes care of one item or up to 18 lbs. of mixed, heavy fabrics. Features: a permanent press cycle that washes permanent press fabrics just right for drying. PLUS Link-Tee Filter-Flo® wash action and convenient activated soak cycle. WWA8300N  
**1 Only Harvest Gold \$249** Save \$40

**FILL YOUR WORLD WITH LIVING COLOR YOUR CHOICE OF FURNITURE STYLES \$499 With Trade AMERICA'S NO. 1 TV VALUE**

**25" diagonal 100% SOLID STATE COLOR TV**

**Model MA 9108 WD**

GE ADVANCED, MODULAR, 100% SOLID STATE-COLOR TV with One-Touch Color™ Tuning, advanced Spectra-Brite™ III Black Matrix Picture Tube, Insta-Color™ Picture!

**GE AUTOMATIC ELECTRIC RANGE WITH P-7™ TOTAL CLEAN™ SELF-CLEANING OVEN SYSTEM—electrically, automatically, cleans entire oven, shelves, inner oven door and surface unit reflector pans! No-Drip, 1-piece, easy-clean cooktop!**

**TAYLOR'S LOW PRICE \$279.95**  
All G. E. Decorator Colors  
Model J351

**SEE THIS AREA'S LARGEST SELECTIONS RIVIERA SLEEPERS**  
Queen or Regular Sleepers Start at **\$199<sup>00</sup>**  
Rich Velvets or Herculeans

**LA-Z-BOY Recliners**  
From **\$149**  
Other Recliner Selections \$68

**GE 3-SPEED, 4-CYCLE WASHER WITH MINI-BASKET, 5 WATER TEMPERATURE COMBINATIONS AND VARIABLE WATER-LEVEL CONTROL. Set for Normal, Permanent Press with Cooldown, Automatic Soak, or Mini-Quick—a complete 10-minute wash cycle!**

**\$239<sup>95</sup>**

Model WWA 8400N<sup>4</sup>

**TAYLOR FURNITURE & APPLIANCE CENTER**

GE 18-LB. CAPACITY ELECTRIC DRYER WITH 4 CYCLES including Permanent Press Extra Care, Timed Setting for Manual Selection of Drying! Three Heat Selections—Regular, Low and No-Heat Fluff! Convenient End-of-Cycle Signal!

**\$159<sup>95</sup>**  
Model DDE J520P

Authorized Dealer  
**364-1561**

TELEVISION SECTION



# TELEVISION SECTION

Supplement to: The Berger News-Herald, The Canyon News, The Childrens Index, The Clovis News-Journal, The Dalhart News, The Donley County Leader, The Guyton Daily Herald, The Hereford Brand, The Memphis Democrat, The Moore County News-Press, The Pampa Daily News, The Perryton Herald, The Plainview Herald, The Shamrock News, The Stratford Star, The Tulia Herald, The Wellington Leader.

Fall Line-Up Premieres Begins Week of September 10th

## CHANNEL 7 ANNOUNCES NEW SHOWS



PRO NEWS Staff of Professionals

Because of their expertise, experience and dedication, KVII-TV's staff of newsmen has become known as "The Professionals". Seated, left to right, are Jim Pratt, news director, and other members of the daily news team: Bill Zortman, Woody Van Dyke and Len Slesick. Second row, left to right, are Kelly Foss, assistant news director, and weekend newsmen

**KVII-TV Programming**  
 "Better Than Ever"  
 The place to be again this fall is with ABC on Channel 7, Amarillo. With the introduction of exciting new shows starting the week of September 10 and the return of your old favorites, KVII-TV promises to be better than ever.

Outstanding new prime-time programs include a wide range of entertainment for the whole family.

On Tuesday nights at 7 o'clock, beginning September 18, you'll be laughing at Paul Lynde who has joined the zany gang of cut-ups in "Temperatures Rising". He's the chief administrator of a private hospital for cosmetic surgery.

"Toma", on Thursday evenings at 7 o'clock, starting October 4, stars a brilliant young actor, Tony Musante, as a super cop who relies on his wits, not his gun.

A light-hearted series, "Adam's Rib", starts Friday, September 14, at 8:30 p.m. It pits a lovely lady defense lawyer against her prosecutor husband.

"Griff", which debuts Saturday, September 29, at 9:00 p.m., returns your old friend Lorne Greene to a regular series. He plays a dynamic private investigator.

"Box & Carol & Ted & Alice", Sundays 9:30 p.m., is a sparkling new comedy series with a new plot rated for the entire family, and will start September 30.

The Tuesday and Wednesday night "Movies of the Week" provide an innovative fare of mystery, suspense, adventure, comedy and drama. And, the ABC "Sunday Night Movies" include blockbusters such as AIRPORT.

Monday thru Friday

- 6:20 AM ENGLISH KINDERGARTEN
- 6:45 AM PRO NEWS
- 7:15 AM ELECTRIC COMPANY
- 7:45 AM CARTOON TIME
- 8:00 AM SESAME STREET
- 9:00 AM JEFF'S COLLIE
- 9:30 AM I LOVE LUCY
- 10:00 AM EDDIE'S FATHER
- 10:30 AM BRADY BUNCH
- 11:00 AM PASSWORD



11:30 AM SPLIT SECOND

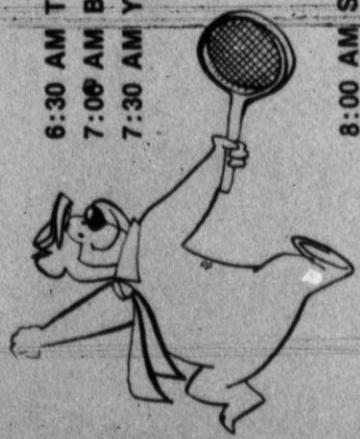
- 12:00 PRO NEWS
- 12:30 PM LET'S MAKE A DEAL
- 1:00 PM NEWLYWED GAME



- 1:30 PM GIRL IN MY LIFE
- 2:00 PM GENERAL HOSPITAL
- 2:30 PM ONE LIFE TO LIVE
- 3:00 PM LOVE AMERICAN STYLE
- 3:30 PM GILLIGAN'S ISLAND
- 4:00 PM BEVERLY HILLBILLIES
- 4:30 PM GOMER PYLE
- 5:00 PM DICK VAN DYKE

Saturday

- 8:30 AM THE ANSWER
- 7:00 AM BUGS BUNNY
- 7:30 AM YOGI'S GANG
- 8:00 AM SUPER FRIENDS
- 9:00 AM LASSIE'S RANGERS
- 9:30 AM GHOST CHASERS
- 10:00 AM BRADY KIDS
- 10:30 AM MISSION MAGIC
- 11:00 AM SUPERSTAR MOVIE
- 12:00 AM AMERICAN BANDSTAND



- 1:00 PM NCAA FOOTBALL  
(Watch for dates - Time May Vary)
- 4:00 PM WIDE WORLD OF SPORTS

Sunday

- 6:30 AM CHRISTOPHERS
- 7:00 AM 3 STOOGES
- 7:30 AM GOSPEL JUBILEE
- 8:30 AM REVIVAL FIRES
- 9:00 AM KID POWER



- 9:30 AM THE OSMONDS
- 10:00 AM H.R. PUFNSTUF
- 10:30 AM MAKE A WISH
- 11:00 AM NCAA HIGHLIGHTS
- 12:00 PM PRO NEWS
- 12:30 PM ISSUES & ANSWERS
- 1:00 PM HOTLINE TO POLITICS
- 1:30 PM CALL OF THE WEST
- 2:00 PM THE SAINT
- 3:00 PM ROLLER DERBY
- 4:00 PM ANIMAL WORLD
- 4:30 PM COUNTRY PLACE
- 5:00 PM GOOD OLE NASHVILLE

### Filmed News Reports Doubled on KVII-TV



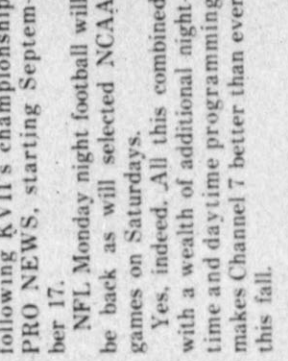
Kelly Foss

Channel 7's increased use of filmed news reports has won the enthusiastic approval of viewers across the Golden Spread. They say "PRO NEWS is better than ever."

Another mobile unit has been added to the KVII-TV fleet and staff reporter's instructions are "don't spare the film when there is news to be covered". Also, cameras have been provided for use by Channel 7 reporters who live in towns throughout the viewing area. As a result, the amount of filmed news on KVII-TV has more than doubled in recent months.

Sound-on-film reporting by Channel 7's newsmen of much local news has brought a new dimension to PRO NEWS. Now you hear as well as see the action.

### "Reliability" Code of PRO NEWS Weather



Len Slesick

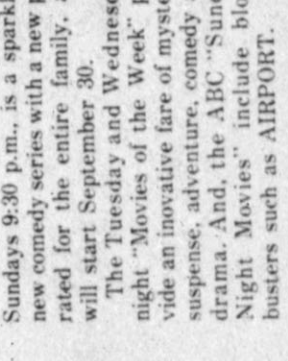
Len Slesick's twenty years of experience as a professional weatherman combined with KVII-TV's Constant Image Radar and modern receiving equipment give Channel 7 weather reports an authenticity which residents of this area have come to rely upon.

Channel 7's highly sensitive AVQ-10 radar complex scans an area 173 miles in all directions from Amarillo and portrays conditions on the earth's surface to the atmosphere. It projects a constant image of systems moving through the region so that details of threatening cloud formations can be carefully observed and accurately reported.

It is KVII-TV's policy to remain on the air when there is the threat of violent weather and keep residents advised continuously of changing conditions. During such periods local observers in towns throughout the area stand by to report on-the-spot developments by phone to Channel 7.

Forecasts are made from Slesick's personal evaluation of daily weather maps and information received hourly from the National Weather Service.

### Garry Moore's "To Tell the Truth" Moving to KVII-TV



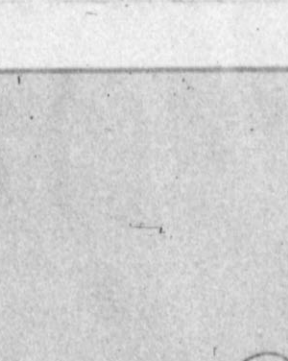
Garry Moore

One of television's favorite fun programs, "To Tell the Truth," in color, is moving to Channel 7 on September 17th. The show will be featured on Monday, Tuesday, Thursday and Friday each week at 6:30 p.m.

Garry Moore plays host for thirty minutes of light-hearted entertainment with panelists Bill Cullen, Peggy Cass, Kitty Carlisle, and a host of revolving celebrity guests advised continuously of changing conditions. During such periods local observers in towns throughout the area stand by to report on-the-spot developments by phone to Channel 7.

Forecasts are made from Slesick's personal evaluation of daily weather maps and information received hourly from the National Weather Service.

### KVII-TV Still Claims Texas' Tallest Tower



KVII-TV Still Claims Texas' Tallest Tower

Still unchallenged is Channel 7's claim to Texas' Tallest Tower. The orange and white giant from which KVII-TV programs are broadcast is located above the Canadian River breaks northwest of Amarillo.

Towering 1,703 feet into the sky it is taller than the Empire State Building, the Eiffel Tower or the Statue of Liberty.

### Lots of Football Action This Fall on Channel 7



Thrills Galore in NCAA Games

ABC sets up and bursts over the middle with their coverage of action-packed NFL Monday Night Football and NCAA Football which will be seen on Channel 7 this fall.

The NFL schedule of thirteen games starts September 17 at 8:00 p.m. when the New York Jets meet the Green Bay Packers.

Gifford, Meredith and Cosell will man the mikes again this year. Chris Schenkel, Bud Wilkinson

Texas' Tallest Tower
   
**KVII-TV**
  
 AMARILLO, TEXAS



# NIGHTTIME PROGRAMS

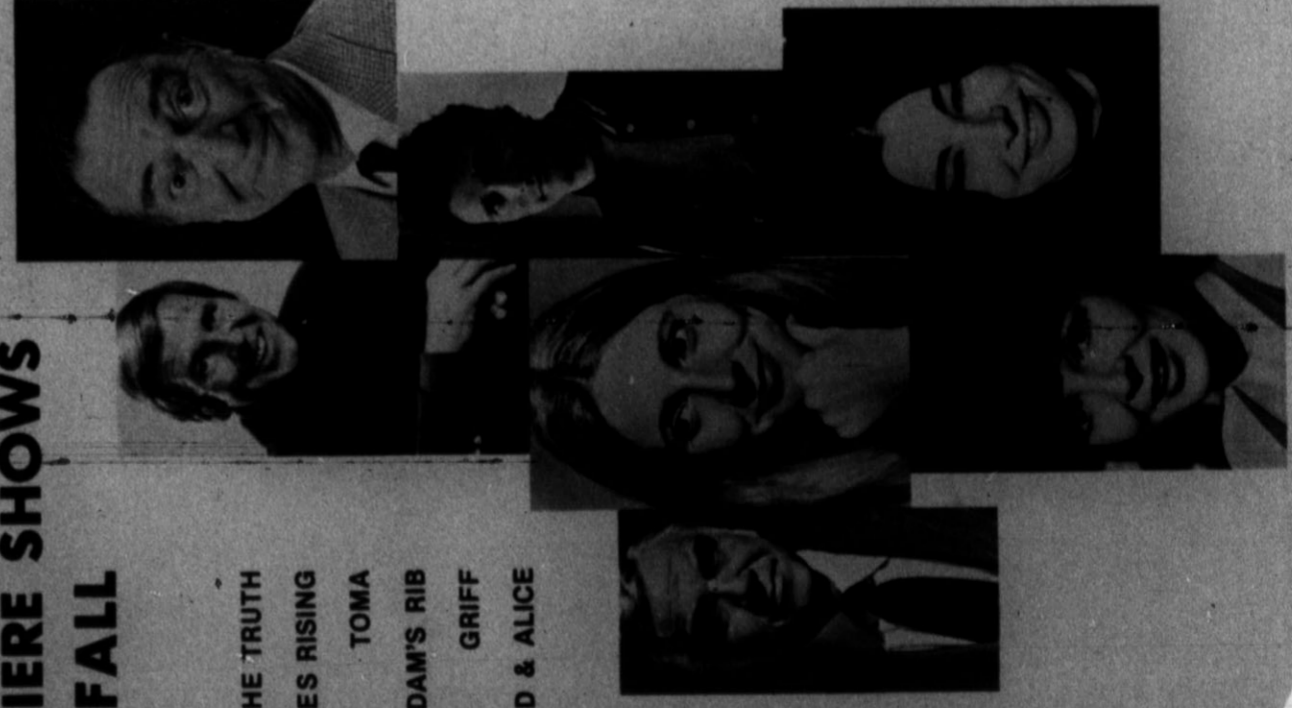
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30 PM ABC EVENING NEWS	5:30 PM ABC EVENING NEWS	5:30 PM ABC EVENING NEWS	5:30 PM ABC EVENING NEWS	5:30 PM ABC EVENING NEWS	5:30 PM BUCK OWENS <small>STARTS OCT. 6</small>	5:30 PM PORTER WAGONER
6:00 PM ABC NEWS	6:00 PM ABC NEWS	6:00 PM ABC NEWS	6:00 PM ABC NEWS	6:00 PM ABC NEWS	6:00 PM ABC NEWS	6:00 PM ABC NEWS
6:30 PM TO TELL THE TRUTH <small>(11:30pm-12:30am)</small>	6:30 PM TO TELL THE TRUTH <small>(11:30pm-12:30am)</small>	6:30 PM HEE HAW <small>(11:30pm-12:30am)</small>	6:30 PM TO TELL THE TRUTH <small>(11:30pm-12:30am)</small>	6:30 PM TO TELL THE TRUTH <small>(11:30pm-12:30am)</small>	6:30 PM LET'S MAKE A DEAL <small>(11:30pm-12:30am)</small>	6:30 PM THE FBI
7:00 PM THE ROOKIES	7:00 PM TEMPERATURES RISING <small>(11:30pm-12:30am)</small>	7:00 PM WEDNESDAY MOVIE of the WEEK <small>Here is a sampling of some of the titles and stars scheduled for fall:</small> "DYING ROOM ONLY" <small>(with Lee Remick, Robert Redford, Faye Dunaway)</small> "FAST FREIGHT" <small>(with Robert Redford, George C. Scott)</small> "FRANK AND ADELE AND PAUL MAKE THREE" <small>(with Lee Remick, Ted Besser, Barbara Fritchey)</small> "THE MAN WHO COULD TALK TO KIDS" <small>(with Peter Onorati, Nancy Allen, John Cazale)</small> "ORDEAL" <small>(with Anthony Quinn, Sherry Miller)</small> "SHE LIVES" <small>(with Robert Redford)</small> "SHIRTS/SKINS" <small>(with Clint Eastwood, Burt Reynolds)</small> "THE THIRD GIRL FROM THE LEFT" <small>(with John Cazale, Tony Curtis)</small> "RUNAWAY" <small>(with Ben Johnson, Ben Murphy)</small>	7:00 PM TOMA <small>(11:30pm-12:30am)</small>	7:00 PM BRADY BUNCH	7:00 PM PARTRIDGE FAMILY	7:00 PM THE ABC SUNDAY NIGHT MOVIE  Watch for titles and dates of television's top movies including:  * AIRPORT * FOR LOVE OF IVY * FUNNY GIRL * THOROUGHLY MODERN MILLIE * CHARLY
8:00 PM NFL FOOTBALL <small>Sept. 17 Jets vs. Packers Sept. 24 Saints vs. Cowboys Oct. 1 Falcons vs. Lions Oct. 8 Cowboys vs. Redskins Oct. 15 Dolphins vs. Browns Oct. 22 Raiders vs. Broncos Oct. 29 Chiefs vs. Buffalo Bills Nov. 5 Redskins vs. Steelers Nov. 12 Bears vs. Chiefs Nov. 19 Vikings vs. Falcons Nov. 26 Packers vs. 49ers Dec. 3 Steelers vs. Dolphins Dec. 10 Giants vs. Rams</small>	8:00 PM TUESDAY MOVIE of the WEEK <small>Here is a sampling of some of the titles and stars scheduled for fall:</small> "DYING ROOM ONLY" <small>(with Lee Remick, Robert Redford, Faye Dunaway)</small> "FAST FREIGHT" <small>(with Robert Redford, George C. Scott)</small> "FRANK AND ADELE AND PAUL MAKE THREE" <small>(with Lee Remick, Ted Besser, Barbara Fritchey)</small> "THE MAN WHO COULD TALK TO KIDS" <small>(with Peter Onorati, Nancy Allen, John Cazale)</small> "ORDEAL" <small>(with Anthony Quinn, Sherry Miller)</small> "SHE LIVES" <small>(with Robert Redford)</small> "SHIRTS/SKINS" <small>(with Clint Eastwood, Burt Reynolds)</small> "THE THIRD GIRL FROM THE LEFT" <small>(with John Cazale, Tony Curtis)</small> "RUNAWAY" <small>(with Ben Johnson, Ben Murphy)</small>	8:00 PM WEDNESDAY MOVIE of the WEEK <small>Here is a sampling of some of the titles and stars scheduled for fall:</small> "DYING ROOM ONLY" <small>(with Lee Remick, Robert Redford, Faye Dunaway)</small> "FAST FREIGHT" <small>(with Robert Redford, George C. Scott)</small> "FRANK AND ADELE AND PAUL MAKE THREE" <small>(with Lee Remick, Ted Besser, Barbara Fritchey)</small> "THE MAN WHO COULD TALK TO KIDS" <small>(with Peter Onorati, Nancy Allen, John Cazale)</small> "ORDEAL" <small>(with Anthony Quinn, Sherry Miller)</small> "SHE LIVES" <small>(with Robert Redford)</small> "SHIRTS/SKINS" <small>(with Clint Eastwood, Burt Reynolds)</small> "THE THIRD GIRL FROM THE LEFT" <small>(with John Cazale, Tony Curtis)</small> "RUNAWAY" <small>(with Ben Johnson, Ben Murphy)</small>	8:00 PM KUNG FU	8:00 PM ROOM 222	8:00 PM ABC SUSPENSE MOVIE  Fingernail biters and chair-edge-biters get ready — THE ABC SUSPENSE MOVIE is on its way with an entertainment package guaranteed to keep your nerves jangling week after week. This series of mysteries, adventures and thrillers will liven up those bland Saturday nights.  <small>(11:30pm-12:30am)</small>	8:00 PM THE ABC SUNDAY NIGHT MOVIE  Watch for titles and dates of television's top movies including:  * AIRPORT * FOR LOVE OF IVY * FUNNY GIRL * THOROUGHLY MODERN MILLIE * CHARLY
9:00 PM MARCUS WELBY M.D.	9:00 PM OWEN MARSHALL <small>(DOC ELLIOT EVERY 4TH WEEK STARTING OCT. 10)</small>	9:00 PM STREETS OF SAN FRANCISCO	9:00 PM LOVE, AMERICAN STYLE	9:00 PM ADAM'S RIB	9:00 PM GRIFF <small>(11:30pm-12:30am)</small>	9:00 PM BOB & CAROL & TED & ALICE <small>(11:30pm-12:30am)</small>
10:00 PM ABC NEWS	10:00 PM ABC NEWS	10:00 PM ABC NEWS	10:00 PM ABC NEWS	10:00 PM ABC NEWS	10:00 PM ABC NEWS	10:00 PM ABC NEWS
10:45 PM BONANZA	10:45 PM BONANZA	10:45 PM BONANZA	10:45 PM BONANZA	10:45 PM BONANZA	10:45 PM BONANZA	10:45 PM DARRELL ROYAL SHOW
11:30 PM BONANZA	11:30 PM BONANZA	11:30 PM BONANZA	11:30 PM BONANZA	11:30 PM BONANZA	11:30 PM SATURDAY CINEMA <small>SHOCK THEATRE</small>	11:30 PM SATURDAY CINEMA
11:45 PM 12:30 AM THE SAINT	11:45 PM WORLD OF ENTERTAINMENT	11:45 PM WORLD OF ENTERTAINMENT	11:45 PM WORLD OF ENTERTAINMENT	11:45 PM WORLD OF ENTERTAINMENT	11:45 PM WORLD OF ENTERTAINMENT	11:45 PM WORLD OF ENTERTAINMENT

# Better Than Ever

Programming Starts Week of Monday, Sept. 10, On Channel 7

## PREMIERE SHOWS THIS FALL

- TO TELL THE TRUTH
- TEMPERATURES RISING
- TOMA
- ADAM'S RIB
- GRIFF
- BOB & CAROL & TED & ALICE





# Our entire line of men's sport shirts, 3.98 up, are on sale.

## Save 20%

Reg. 6.98, sale 5.58. Short sleeve, texturized polyester knit shirts in solids, fancies and ribs. S-M-L-XL.

Reg. 5.98, sale 4.78. Long sleeve polyester/Acrilan® rayon twill in assorted colors. Regular or buttondown pointed collars. S-M-L-XL.

Reg. 7.98, sale 6.38. Long sleeve turtleneck in a nylon rib stitch knit. Great color selection. S-M-L-XL.

Reg. 6.98, sale 5.58. Dacron® polyester/combed cotton shirts in assorted fancy patterns on satin, corded, twill and oxford weave grounds. Regular and buttondown collars.

Reg. 7.98, sale 6.38. Handsome polyester knit shirt assortment in popular solids and fancies. Short sleeves. S-M-L-XL.

Sale prices effective thru Saturday.

For hard to find sizes for men, shop the JCPenney Catalog. Available in most stores.

Charge It!



### JCPenney

We know what you're looking for.

# Sew up some extra savings and create a new wardrobe, with Penneys fabric bonanza.



## Sale 83¢ yd.

Reg. 98¢ yd. Choose from beautiful Fashion Corner rayon/cotton broadcloths in assorted prints and solids, or from polyester/cotton woven gingham checks. All with machine washable, tumble dry convenience.

## Sale 2<sup>03</sup> yd.

Reg. 2.39. Colorful back-to-back double prints with machine washable, cotton comfort. 44/45".

## Sale 3<sup>39</sup> yd.

Reg. 3.99. Carefree polyester knit, two-tone coordinates. Beautiful color selection.



## Special 77¢

Soft, washable Orion® acrylic worsted yarn. Choose your favorites from 12 beautiful colors. Get started early on those holiday gifts.

Sale prices effective thru Saturday.

Charge It!

### JCPenney

We know what you're looking for.

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



# Now save on all our infants' and toddlers' pants and tops plus other big values.

**Special 2<sup>44</sup>**

Girls' status collar fashion shirts in Penn-Prest® polyester/cotton. Machine wash, tumble dry easy care. Two-button cuffs. White and darks, 7 to 14.

**\$6**

Popular new wide leg baggie jeans with cuffed flares and pleated front styling. Cotton comfort and convenience. Assorted solids. Girls 7 to 14.

**20% off**

Reg. 1.19, now .95. Infants' comfortable long sleeve cotton polo shirts. Solids and patterns. 1 to 4.

Reg. \$2, now 1.60. Long sleeve polyester/cotton turtleneck polo shirts. Solids or stripes 2 to 4T.

Reg. 1.79, now 1.43. Toddlers' long sleeve cotton number shirts. Contrast trim on neckline and sleeves. 2 to 4T.

Reg. 3.29, now 2.63. Girls' flared leg fashion pants. All cottons and blends. Cuffs and plain styles. 2 to 4T.

Reg. 1.79, now 1.43. Polyester and cotton solid and print lock knee jeans. Elastic waist. 2 to 4T.

Reg. 1.29, now 1.03. Everyone's favorite boxer pants in washable cotton corduroy. Toddler sizes. Comfortable elastic waist.



Sales prices effective thru Saturday only. Charge it or use our convenient lay-away.

**JCPenney**

We know what you're looking for.

# Beautify your bath with our towel special.

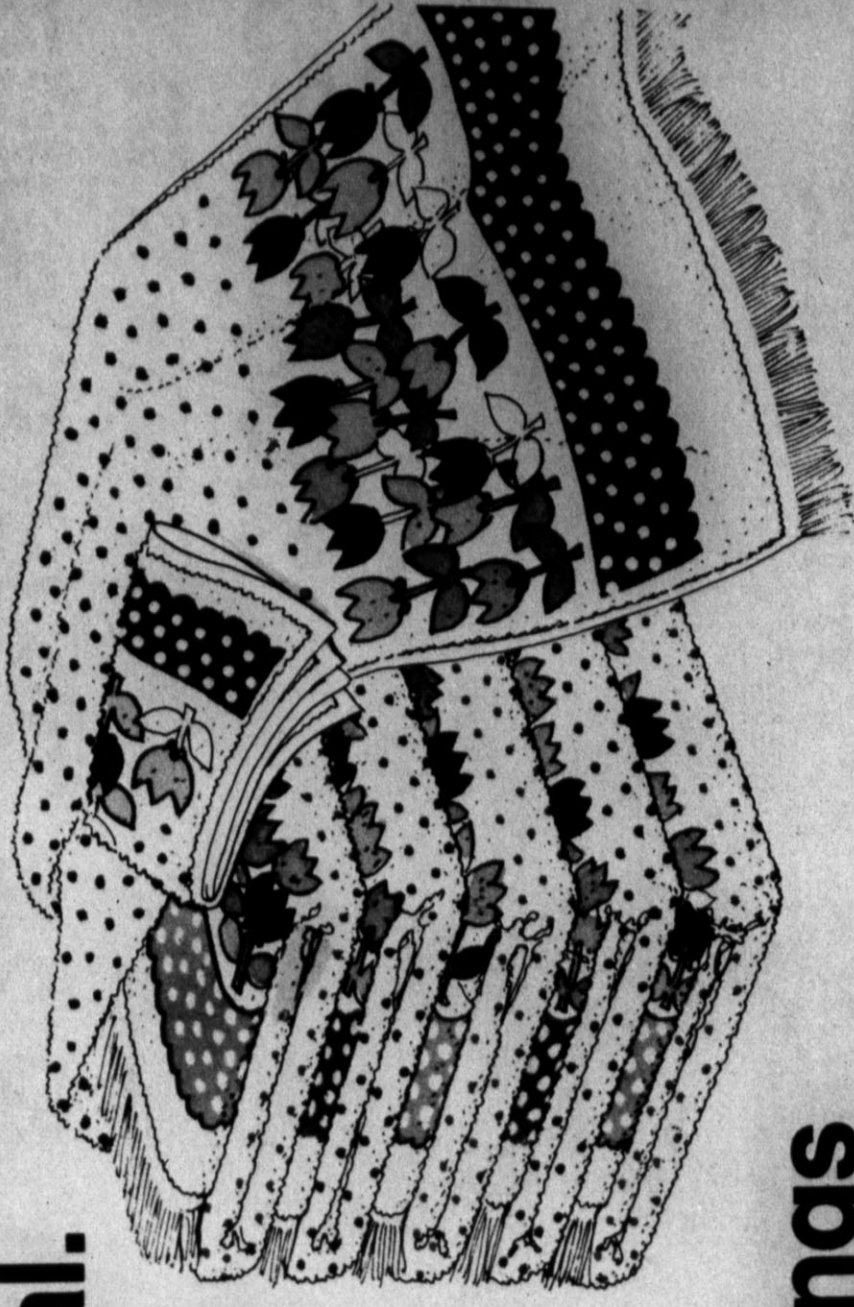
**Special 99¢**

22 x 42" bath towel.

Bright and beautiful, soft and absorbent, thirsty cotton terry towels and washcloths. Pretty floral combinations in pink, blue and ginger. You'll want several sets at these low prices. Great for gift giving too. And you can always count on Penneys fine quality.

15 x 25" fringed hand towel, 69¢. 12 x 12" washcloth, 39¢.

For additional patterns and other bathroom accessories, shop our JCPenneys catalog, available in most stores.



# Special savings on quilted spreads.

**Special 8<sup>99</sup>** full size

Luxurious looking quilted bedspreads in a decorator color assortment of solids and florals. And what a beautiful price. Come in and select one for every bedroom in your house. Very giftable.

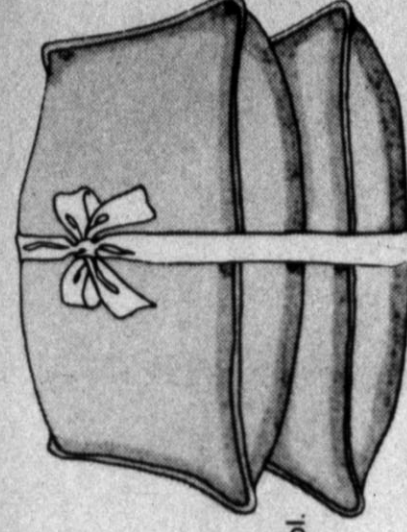


# Sleep well with Penneys prices.

**2 for 3<sup>88</sup>**

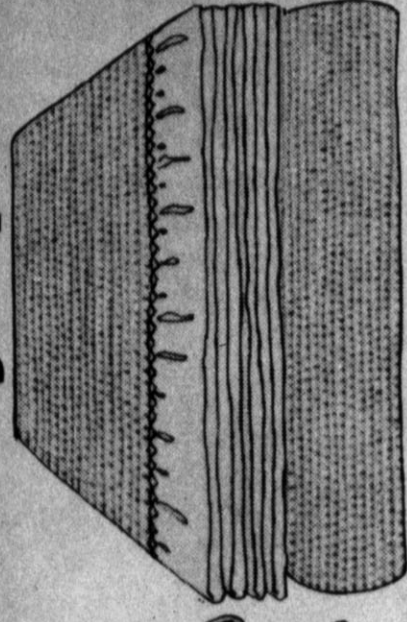
Plump pillow value in 100% polyester filled, full finished standard size. Cord edges. Buy several for back-to-school.

Charge it!



**4<sup>29</sup>**

Comfortable, lightweight thermal blanket in machine washable 100% polyester with nylon binding. Fits twin or full size beds.





# Polyester doubleknit fashion for men, now at a special price.

**Special 27<sup>88</sup>**

Handsome sportcoat selection in comfortable, wrinkle-resistant polyester knit. Choose from blue, red, grey, brown and olive in assorted fancies. A great way to supplement your wardrobe without devastating your budget.

**Special 8<sup>99</sup>**

You'll want several pairs of these good looking, great wearing polyester doubleknit pants. Popular flare leg and belt loop styling in assorted fashion colors. A neat-staying look for leisure or dress.



**Special 8<sup>99</sup>**

Sporty new saddle oxford fashion for men. It's a comfortable, casual look available in handsome color combinations. Bump toe styling. Brushed man-made uppers.

Charge !!!

**JCPenney**

We know what you're looking for.

# Sale on little boys Penneypet® coordinates. Great, big boy values, too.

**20% off**

Reg. 3.98. Polyester/cotton midwale corduroy jeans. Flare legs, scoop pockets and belt loop styling. Penneypet® solids. 4 to 7, regular, slim.

**Sale 3<sup>18</sup>**

Reg. 2.50. Polyester/cotton knit long sleeve shirts. Crew-neck and turtle-neck models in fancy and two-tone solids. Always carefree. Sizes 4 to 7.

**Sale '2**

Reg. 3.98. Polyester/cotton, fancy plaid baggie jeans. Wide cuffs and two quarter top pockets. Color keyed to Penneypet® shirts and sweaters. 4 to 7, reg. and slim.

**Sale 3<sup>18</sup>**

Reg. 1.98. Solid color polyester/cotton knit short sleeve shirts. Machine washable convenience to coordinate with our Penneypet® jeans. 4-7.

**Sale 1<sup>58</sup>**

Sales prices effective thru Saturday only.

Charge !!!

Penn-Prest® polyester/cotton broadcloth shirts. Short sleeve cool in fashion colored solids and fancies. Sizes 6 to 18.

**3 for \$6**

Long sleeve models, 3 for \$7.

Penn-Prest Dacron® polyester/cotton creased baggie jeans. Wide cuffed flares. 6 to 18, regular and slims.

**3 for \$7**

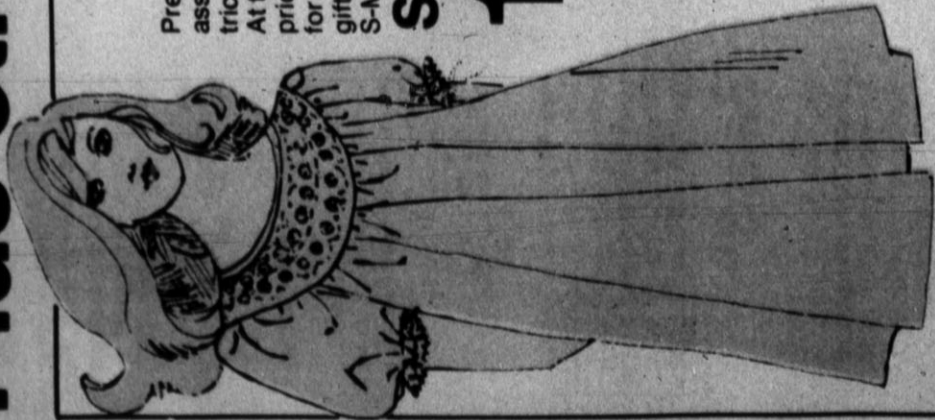


**JCPenney**

We know what you're looking for.



# Blythe-spirited, shirt-jacket pantsuits at a great price. Plus other super buys.



Pretty pastel assortment of nylon tricot sleepwear shifts. At this special low price, you'll want some for yourself, some for gifts. Delicate trims. S-M-L

**Special 1<sup>99</sup>**



Machine washable polyester knit pantsuits in plaids, stripes, and solids in the latest Fall colors. The shirt-jac is the season's new sensation... coupled with cuffed flares, it offers unlimited versatility. 8-18.

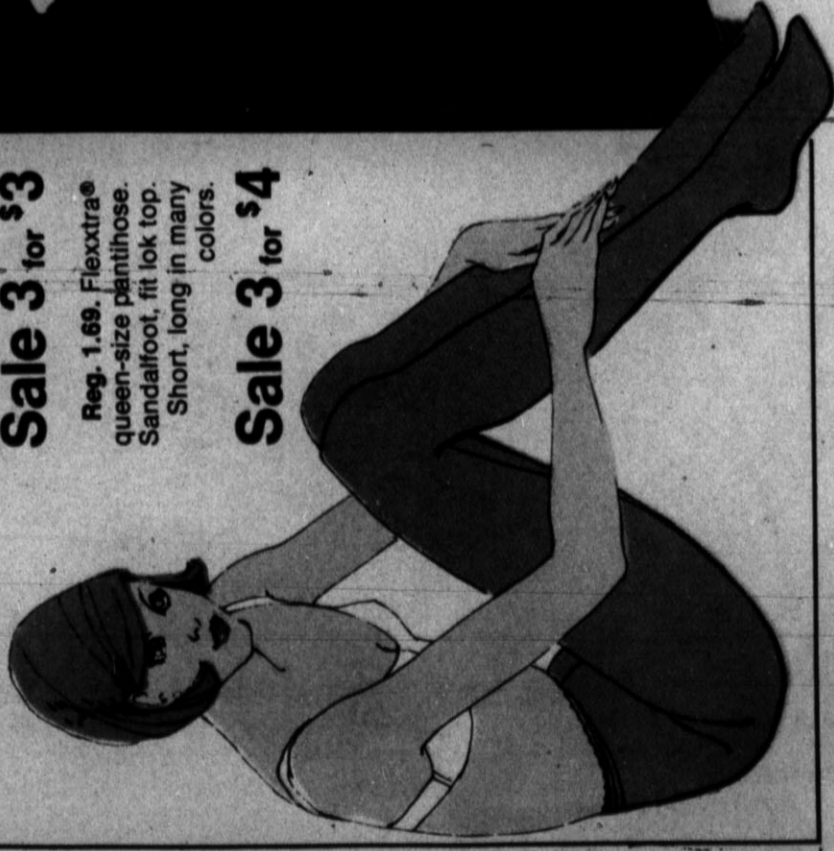
**15<sup>99</sup>**

Reg. 1.29. Flexxtra® all-sheer pantyhose with nude heel and sandalfoot. Short, average and long in assorted colors.

**Sale 3 for \$3**

Reg. 1.69. Flexxtra® queen-size pantyhose. Sandalfoot, fit lok top. Short, long in many colors.

**Sale 3 for \$4**



Fashionable, new shoe look... the bump-toe tie oxford in brown/grey/rust combination. High stacked heel.

**12<sup>99</sup>**



# We put together all the great looks of fall.

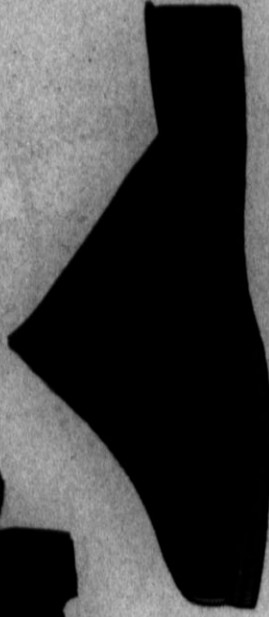


Popular accompaniment of the season. The turtleneck sweater goes everywhere. This one in a warm and washable acrylic knit. White and colors. **\$5**

Convenient polyester knit pants in the new cuffed silhouette. Solids and patterns, in sizes 8 to 18. **Special 7<sup>99</sup>**

Comfortable, fashionable, acrylic knit sweater cape. Button-front styling. In lots of assorted stitches. **\$10**

Women's comfortable clog shoe fashion. Stitched trim on flopped suedene uppers. Assorted colors. **Special 3<sup>50</sup>**



Charge !!!

**JCPenney**

We know what you're looking for.

Sale prices effective thru Saturday only. Charge !!!

**JCPenney**

We know what you're looking for.



# 17

## TOP FAVORITES

# The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

SUNDAY, SEPTEMBER 9, 1973



**Our Story:** PRINCE ARN TAKES TO THE SEA, HOPING ADVENTURE WILL EASE THE PAIN OF A BROKEN HEART. ROUGH SEAS HERALD THE APPROACH OF WINTER STORMS, BUT HIS CREW OF EAGER YOUNG NORTHMEN LAUGH AT THE HARDSHIPS AND ARN HAS NO TIME FOR DREAMING.



BUT LYDIA HAS. IT IS A MAN'S WORLD. SHE HAS NO GIRL FRIENDS IN HOLVIK AND HER HEART IS BREAKING. UNLESS SHE CAN ONCE AGAIN TALK TO ARN, SHE IS QUITE SURE SHE WILL DIE.



SHE TRIES HER HAND AT STATESMANSHIP: "FATHER, AS YOU HOLD HOLVIK IN FEALTY TO KING AGUAR, WOULD IT NOT BE WISE TO HAVE YOUR SON VISIT HIM TO SHOW WHAT A SPLENDID HEIR TO YOUR THRONE HE WOULD MAKE?"



SHORTLY THEREAFTER, THORVOLD RIDES TO CASTLE VIKINGSHOLM AND WITH HIM GOES LYDIA, ALL AGLOW WITH THE EXPECTATION OF PROVING TO ARN THAT THORVOLD IS HER BROTHER AND NOT A LONG-LOST SWEETHEART.

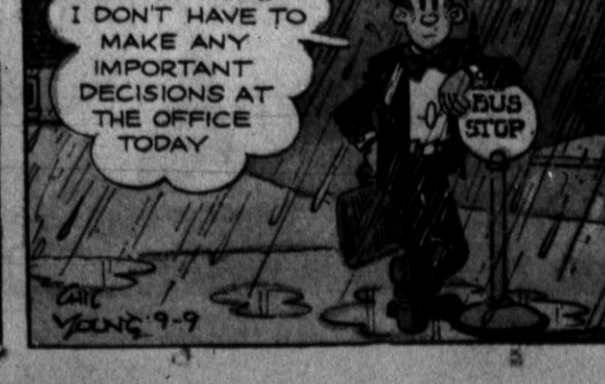


THE JOURNEY WAS WELL WORTHWHILE, AND AGUAR IS PLEASED WITH THE STALWART YOUTH WHO WILL ONE DAY RULE HOLVIK. AFTER ALL THE CEREMONIES ARE OVER, HE AND THORVOLD RETIRE TO THE KING'S CHAMBER FOR FURTHER TALKS AND LYDIA IS FREE TO FOLLOW HER HEART.



BRIGHT-EYED SHE GOES IN SEARCH OF ARN, HER HEART BEATING WILDLY IN ANTICIPATION OF THEIR MEETING.

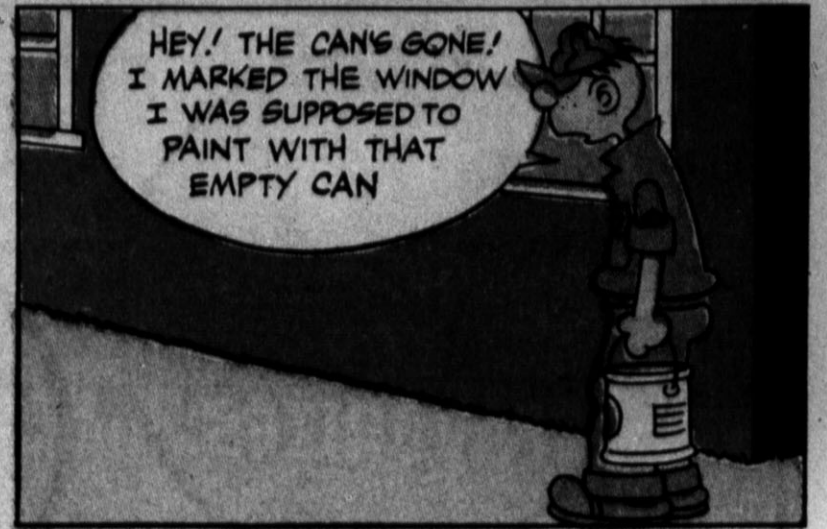
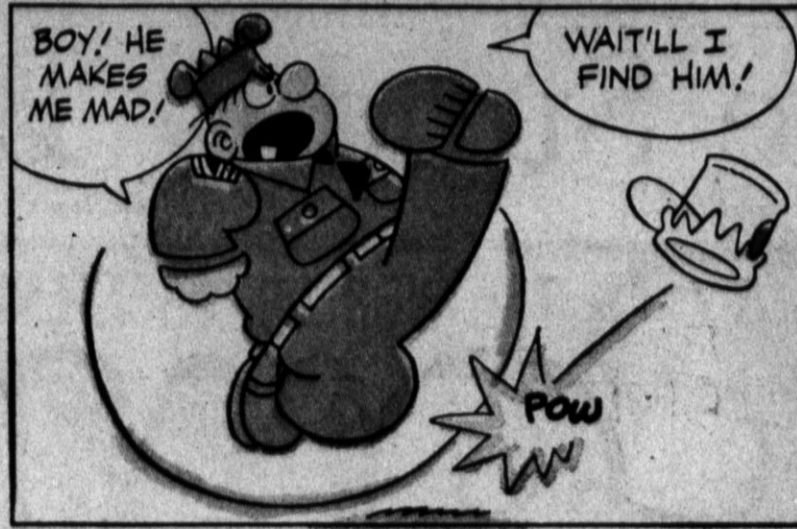
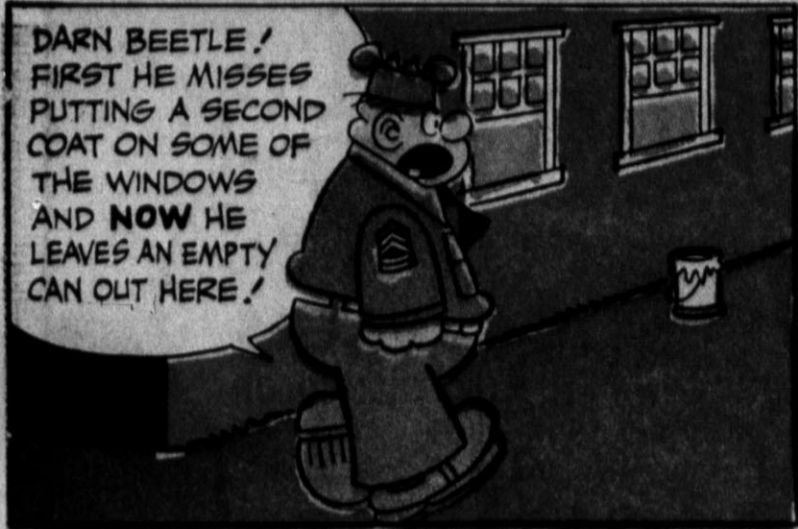
NEXT WEEK—The Vain Search



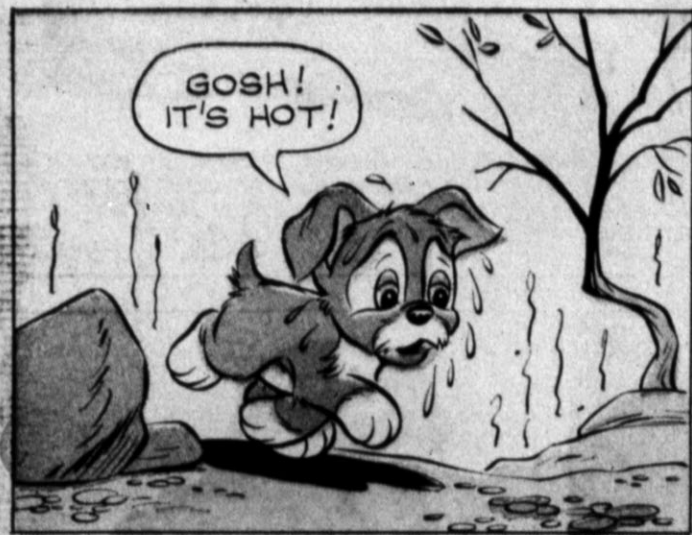


# beetle bailey

by mort walker

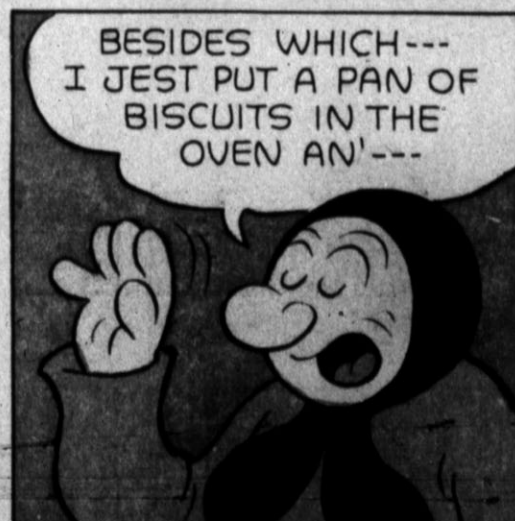


# WALT DISNEY'S SCAMP®



# BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL





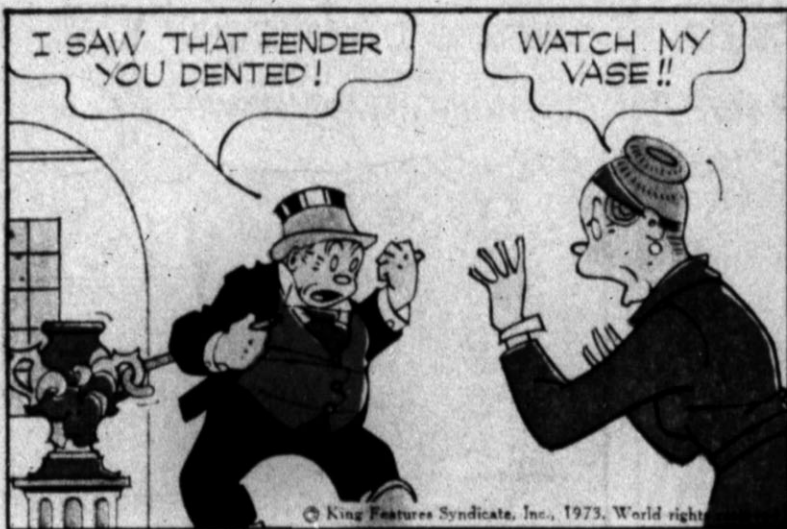
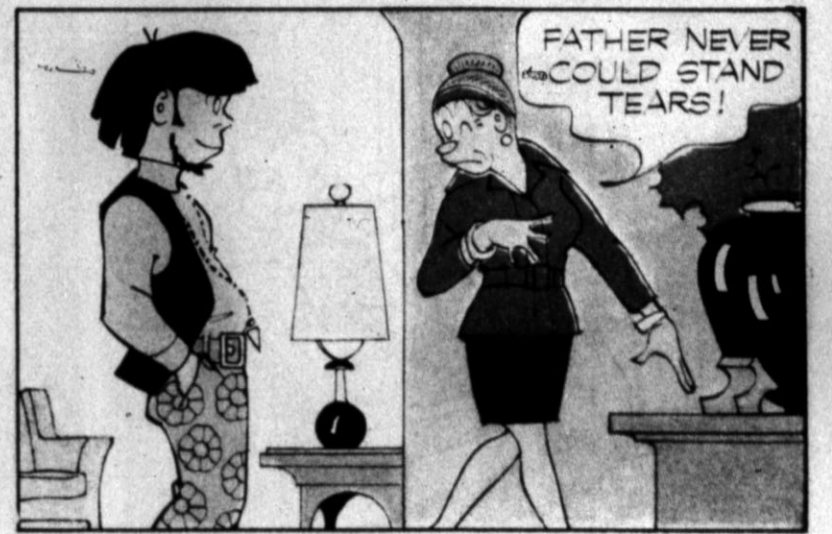
# ARCHIE

by BOB MONTANA



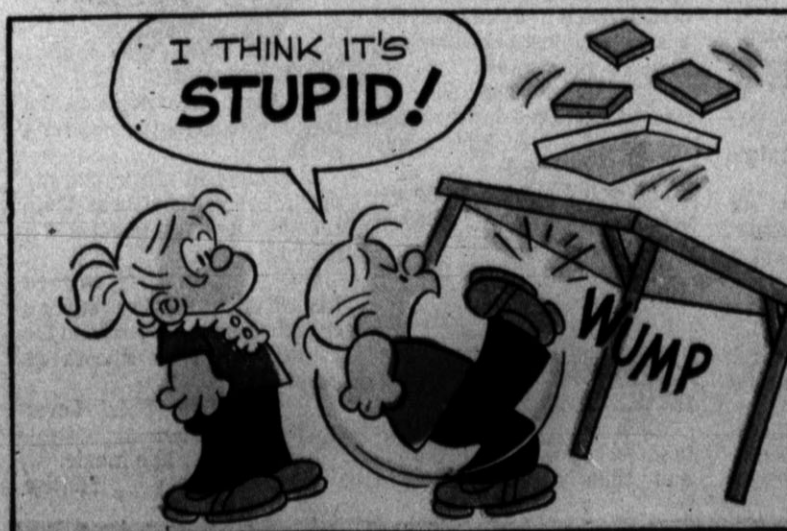
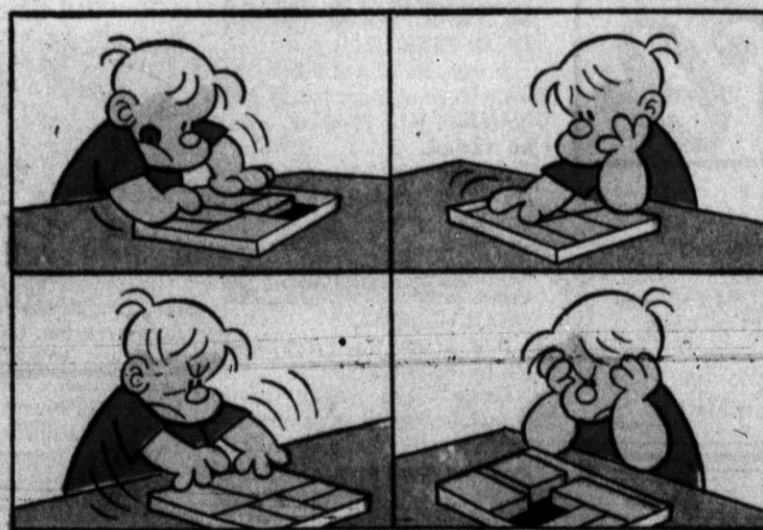
# BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



# Hi and Lois

by MORT WALKER and DIK BROWNE







# PONYTAIL BY LEE HOLLEY



## hints from Heloise

**DEAR HELOISE:**  
Several years ago I returned home from a hospital stay after treatment for a severely sprained back. I was still touchy. Since my children were small, it was difficult to sit or stretch out on the couch without them climbing around on me, wanting to sit.

My husband brought home a new patio chaise longue (with the webbing) for me to sit on.

After recent surgery, I was greeted by a new chaise longue when I returned home — provided by my thoughtful husband.

My neighbor, going in for disc surgery, thought it such a good idea that she had one delivered to her house before she entered the hospital. She bought the more elaborate chaise with cushions and wheels. When the weather was warm it was wheeled to the patio so she could sunbathe as she recuperated.

Now, when my children are ill, I have to get out the "sick chair" for them. I keep a folding lounge chair in the house so it is not dirtied by the weather and is always clean for inside use.

Mrs. Donald Shelby  
+++

Just between you and me and the gatepost, I'll bet you wouldn't trade that thoughtful husband of yours for anything in

the whole, wide world.

That was really a terrific idea he had for keeping you as comfortable as he could!

Heloise

**RACK 'EM UP!**

**DEAR HELOISE:**  
I am a 10-year-old boy. My family calls me "Mr. Fixit."

My clip-on ties were causing a problem for me.

I used one section of a flat sash curtain rod. Fasten against the wall (or any flat surface, say like the back side of a closet door) what would be the front side of the rod, leaving the slot in the back side of the rod exposed.

The rod made a dandy tie rack for me as the clip-on ties fit nicely in that rod slot!

David

## HELP FOR HOMEMAKERS

**DEAR HELOISE:**  
If you don't have a baby but want some of those handy little baby food jars, the food needn't be wasted.

Get the baby (or junior) fruit and use it between the layers of a cake.

A Reader

**DEAR HELOISE:**  
Here's how I made a rug from old nylon stockings.

Since the ready-made potholder looms were not the right size, I made a wooden loom the size I needed and used finishing nails around the edge.

Then I wove potholders, using my discarded hose.

Rings cut from the upper part of the stockings fit the long side of the loom, and those cut from the legs were used for the long or short side according to the length.

When I had enough of the potholders finished, I just sewed them together to make my rug.

Very durable and washable too.

Hobby-minded Reader

**DEAR DIARY!**

**DEAR HELOISE:**  
You know what's a good gift for mothers-to-be, birthdays, anniversaries, etc. — a diary!

Do you remember what you did on June 17, April 29, or October 19 when you were 4, 11, or 23 years old?

I keep an individual diary day by day for my three daughters and one for myself. I tell what each did or didn't do and why.

In 10 or 20 years they can read and remember (and so can I!)

A Sentimentalist

**DEAR HELOISE:**  
I am ten years old.

We go visit our grandma often.

One day we were at our grandma's, and me, my sister, and brothers wanted to color, but we had no paper.

So Grandma gave us each a paper bag.

When we were done she took our bags and used them for garbage liners.

She had pretty garbage liners and we had a fun afternoon.

Judy Pierce

**DEAR HELOISE:**  
Recently while dining out I asked our waiter if I could have the remaining portion of our steak to take home for the dog.

On the side of the bag was stamped, "Too doggoned good for Fido!"

Fido's mother

**DEAR HELOISE:**  
Do you want an unlimited supply of scratch paper?

Every time you open an envelope, take out the contents, slit the other three sides carefully, then turn envelope inside out to blank side.

Stack them one on top of the other and slip a rubber band around them. They're ready for telephone messages, shopping lists, TV recipes, etc.

My grandchildren like the colored envelopes for drawing.

Mrs. John Sackey  
+++

Are you kidding? I always need scratch paper — I'd be lost without it...

Bless you for sharing this one with us!

Heloise

**DEAR HELOISE:**  
While trying for the first time to shape cookie dough into balls and then rolling them in

granulated sugar, I discovered a completely unsticky way of doing it.

First take a teaspoon and scoop out the correct amount of dough.

Place this dough in a covered jar that contains some granulated sugar. Shake gently a few times. This will insure a perfectly sugar-coated cookie.

Doughnuts can also be coated easily this way when placed inside a jar containing powdered sugar.

Unstuck

**YAMS WHAT AM!**

**DEAR HELOISE:**  
I just love sweet potatoes, but they are so stringy whenever I mash them.

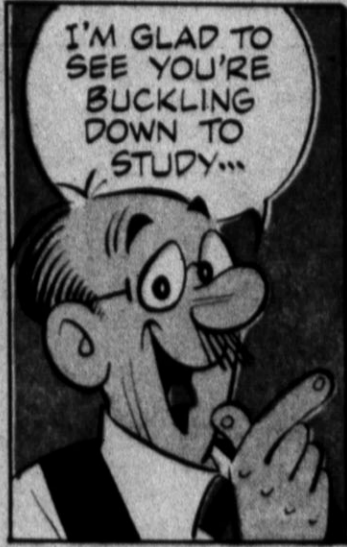
A friend told me to use my electric mixer and beat them real good for a few minutes at a medium speed.

Her method worked beautifully. All the strings collected on the beaters, and the potatoes were as smooth as could be.

Sweet Potato Lover  
+++  
It works, just like magic.  
Heloise



# IODINE



# FLASH GORDON

by DAN BARRY



# TIGER

by BUD BLAKE





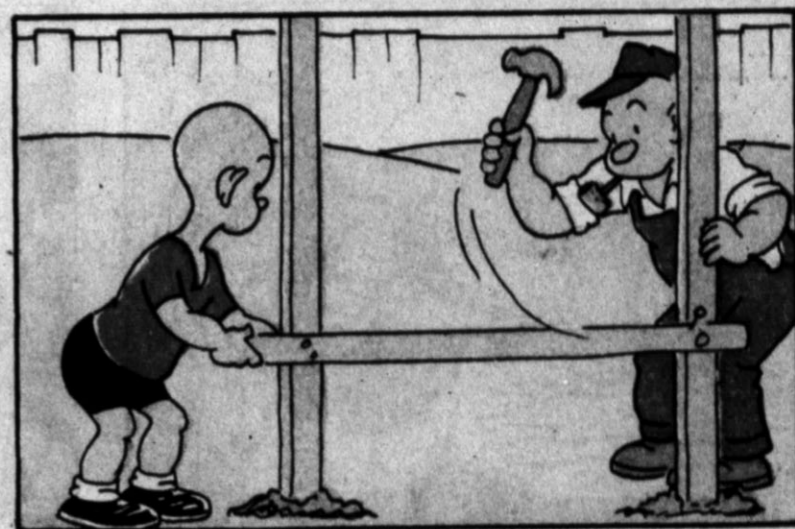
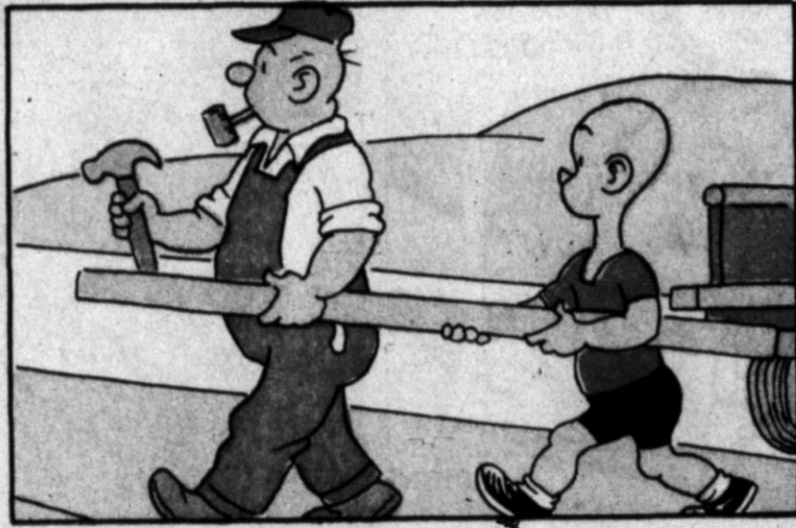
# BUZ SAWYER featuring his pal Rosco Sweeney

by ROY CRAME



# HENRY

by DON TRACHTE



# Hal Kaufman's JUNIOR WHIRL

## BULLETIN BOARD

● HORSESENSE! How quickly can you unscramble this notation reportedly found on a bill made out by an old-time veterinarian: "HORSE FOR YESTERDAY THAT YOUR CURING DIED?"

● More "name" words! Cheryl Conners, of Buffalo, N.Y., suggests: Ella Phant, Marg Arine, Ann Imation, Jade Housos of Houston, Tex., adds Dick Ionary, Sophie Cient. Can you think of some?

● Anagram: My first is in tea, but not in coffee; my second is in row, but not in oars; my third is in low, but not in high. What number am I?

● Riddle: What is the beginning of eternity and the end of time? The \_\_\_th letter of the alphabet.



**FUNNY PAPER!** Cut two foot-long strips of paper, one slightly wider than the other. At one end of the wider strip, paste a piece of the same paper to form a pocket. Fold the narrow strip and put it in the pocket.

Now, for a baffling trick, hold up the pocketed strip with your right hand, reach into your clenched left fist with your right thumb and forefinger and pull out the untorn strip.

Alakazam! After a couple of magic passes with your right hand, reach into your clenched left fist with your right thumb and forefinger and pull out the untorn strip.



**SCHOOL DAZE!** One of five possible paths leads to school above. But which one? That is the question for you to decide.

© 1973 King Features Syndicate, Inc.



## HOCUS-FOCUS



**CAN YOU TRUST YOUR EYES?** There are at least six differences in drawing details between top and bottom panels. How quickly can you find them? Check answers with those below.



**CHALK TALK!** To bring forth a surprise picture above, simply add these colors neatly: 1- Red. 2- Lt. blue. 3- Yellow. 4- Lt. brown. 5- Flesh. 6- Lt. green. 7- Dk. green. 8- Black. 9- Pink.

## SPELLBINDER!

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

EDUCATOR

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

Try to score at least 50 points.

One possible anagram: Ours, road.