



The Sunday Brand



27th Year,

No. 21 32 PAGES

The Sunday Brand, Hereford, Texas, Sunday November 24, 1974

20 Cents

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says we all admire the wisdom of those who come to us for advice.

A CONSULTANT is someone who is called in at the last minute to share the blame.

IF THE CHAMBER breakfast here Tuesday comes off as expected, it could be the start of a highly-popular community event. C of C officers are real enthusiastic about the idea and, if attendance is good at the first one, we predict people will be looking forward to the early-morning get-together!

FARMERS IN the Hereford area have been making hay while the sun shines. The dry spell has allowed farmers to make a lot of headway on corn, grain and sugar beet crops. You can bet Hereford merchants have been holding their breaths after unusually wet months in August, September and October. They know if the farm people have a good year, it normally means a good business year on the local level.

THE HEREFORD Brand's annual football contest is heading into the home stretch with a number of contestants still in the running for one of the season cash prizes. The top picker for the season gets \$100 cash and the two runners-up get \$35 and \$15. The contest has drawn widespread interest again this year, and contestants have a lot of fun even if they don't win one of the weekly prizes. It's made possible by the business firms list on the page.

A NEW CLOTHING fad is beginning to make the news. Would you believe built-in deodorants? So far, the offerings have come in tee shirts, men's socks, and panty hose! All are supposed to last through repeated washings.

With America apparently going smell-crazy that conjures up a few ideas. How about an eyebrow deodorant for people with hot, bushy eyebrows? A moustache deodorant spray? An overarm deodorant for football players so offensive linemen won't be so offensive? Or, for something really practical, how about a spray for dogs?

AN ENTERPRISING Hereford rancher is against the publicity of slaughtering cattle because of the prices, but he is thinking about advertising a "steer lease" instead of a deer lease. He'll charge \$200 a gun and let hunters shoot any game, including cattle!

FOR SOME great Christmas gift ideas, watch for next Thursday's Brand. We'll have some special pages to help you with your Christmas shopping!

de Muchas Corazones

\$1,500 del Comité de La Fiesta Patrias

Las Fiestas Patrias en Hereford, Tejas, se han celebrado para conmemorar unos eventos de nuestra historia, cultura y religion.

Los que iniciaron aqui en Hereford estas Celebraciones tuvieron como uno de los objetos principales el beneficio de la comunidad.

DE ACUERDO con los que iniciaron las Celebraciones de las Fiestas Patrias aqui en la comunidad de Hereford, el Comité de las Fiestas Patrias presenta un cheque de \$500.00 al Mental Health and Mental Retardation Center; un cheque de \$500.00 al Muscular Dystrophy Fund; y un cheque de \$500.00 al American Heart Association.

—Thus did one segment of the community express themselves... and it was hard to determine which gave the members of the committee the greater

pleasure: the colorful fun of the fiesta or the more serious business of sharing some of the fruits of the fiesta with some life has not given so much pleasure.

Members of the fiesta committee together with Fr. Jose Giligan met with local representatives of three voluntary health organizations, Friday morning at the Deaf Smith County Chamber of Commerce office present each with equal portions of funds created by La Fiesta Patrias this year.

THE CHECKS were for \$500 each and were accepted for the Heart Association by Mrs. Glen Nelson; for Muscular Dystrophy by Sam Mazurek Jr. and for Mental Health-Mental Retardation by Kieth Schroyer.

Members of La Fiesta committee are Felix Cavazos, Hermenegildo Marquez, Emilio Fuentes and Bernie Ortega, chairman.

Bud Eades Voted Chamber Prexy

R.W. (Bud) Eades was elected as the 1975 president of Deaf Smith County Chamber of Commerce when directors named new officers at a regular monthly meeting Thursday morning.

Terry Caviness was named as the new vice president, and Mike Patrick will be the treasurer. Eades, a partner in Plains Insurance, will succeed Roy Faubion when new officers are installed in January. Eades served as vice president this year. Caviness is manager of Caviness Packing Co., and Patrick is local manager of Southwestern Bell Telephone.

FAUBION APPOINTED several committees to start planning for the new year and asked them to report back to the board at the December meeting. Committee reports were made during the session, and final plans were announced for the C of C breakfast on Tuesday morning.



BUD EADES

Growers Ink Pack With Holly Sugar

The Texas-New Mexico Sugar Beet Association Friday announced that a new grower's contract has been approved with Holly Sugar Corporation for the year 1975.

James W. Witherspoon, executive secretary of the association, stated that Holly intended to spend several times the money it has spent in recent years in research, and this will benefit growers in 1975.

HE ALSO announced that the hauling allowance had been increased from 2.5 to 3.75 cents per net ton per mile on all beets hauled to the piling stations, as well as the factory.

"From the growers' standpoint," said Witherspoon, "it is one of the best contracts in the nation." The net selling

See GROWERS page 2...

District Attorney's Office Has Heavy Work Week

The office of District Attorney Andy Shuval was involved in 19 cases at three court levels last week.

Three persons were charged with felony in Justice of the Peace Court and are being sought.

Six cases involving driving while intoxicated and one seeking revocation of probation were processed in county court. Two of these charged with "DUI" posted bond, one was placed in jail and three entered guilty pleas. Two of these were given probated sentences, one fined in

addition and both paid court costs. The third had his case taken under advisement by the judge. He was also involved in a probation hearing on a motion for revocation. His probation was extended one year.

OF 11 cases at the District Court level, two were styled as civil cases.

Three were charged with driving while intoxicated with one of them a first offender. Following his plea of guilty he was fined \$100 and court costs and sentenced to three days in jail. The two subsequent offenders also entered guilty pleas. One was given a probated five year penitentiary sentence while the other was fined and given a probated two year sentence in county jail.

Two charged with burglary entered guilty pleas. One was sentenced to three years in the state penitentiary and the other to four. Both sentences were probated.

Following a hearing, one man had probation revoked.

A DISTRICT COURT jury found a man guilty of perjury and he agreed to the judge pronouncing sentence. He drew three years in the state penitentiary.

A man charged with involuntary manslaughter growing out of an accident, entered a guilty plea and was given a five year probated sentence.

Shuval noted that in this case, the family of the victim had to be agreeable to the probation which his office recommended, having found the man possessed an exemplary record in his home community.

One of the two civil suits filed was a reciprocal child support case and the other, a charge calling for bond forfeiture.

THE LATTER brought up an interesting (to taxpayers) financial aspect of the activities of Shuval's office. Total district court fines assessed last week in district court amounted to \$460, bringing the total for this year to \$10,358. To date, there have been \$4,750 in bond forfeitures in district court. This is a total of \$15,568 in court revenues... more than half the operating budget for the district attorney's office.

Shuval noted that bonds were not a means of revenue but rather designed to get persons to appear in court.

He pointed out that such revenues stemming from county court activities go into the county road and bridge fund.



Mrs. Marie Stringer ...Teacher of the Year

Joint Service To Observe Thanksgiving

A community Thanksgiving worship service will unite local church congregations 7:30 Wednesday evening at First Christian Church, according to the Rev. Eugene Brink, pastor.

The traditional "assembly of fellowship" is sponsored by the Hereford Ministerial Alliance and will incorporate all religious sects here.

DR. JORDON GROOMS, First United Methodist Church, will deliver the sermon. Scriptural reading will be led by Father Aedan Davis, St. Anthony's Catholic Church, and Fred Whipple, Christian Assembly Church. The Rev. Doug Manning, First Baptist Church, will present the first Thanksgiving proclamation. Roger Knapp, minister of the Presbyterian Church, will offer The Pastoral Prayer.

The high school choir, directed by Don Moore, will contribute special hymns. Also the Community Chorus, composed of Negro women here, will sing under the direction of Mrs. Laura Walker.

Dream Blossoms For Teacher Of Year

By KERRIE WOMBLE Brand Staff Writer

For Marie Stringer, Deaf Smith County's Teacher of the Year, her work with second grade students at Aikman Elementary School is the fruit of tiny, durable seeds of a dream.

This dream, continually changing form and gaining purpose, has been realized in the last decade. In 1968, Mrs. Stringer, already a grandmother, earned her Bachelor of Arts degree and answered her vocational calling in a classroom. It is now, in her sixth year of teaching at Aikman, that Mrs. Stringer has been given the title of Teacher of the Year.

This annual honor, sponsored by Texas State Teachers Association (TSTA), reflects the admiration and esteem of fellow workers and professional friends. All teachers in the local school system are TSTA members and support the nomination of Mrs. Stringer for National Teacher of the Year.

LETTERS attesting to Mrs. Stringer's noteworthy ability have been bound in a biographical scrapbook, which was sent to the Texas Education Agency, who will select the state winner.

In each of these testimonials, submitted by her professional peers, several

definitive words appear repeatedly when referring to Mrs. Stringer's character and career. She is described as cooperative, unassuming, loyal, quiet and serene, yet dynamic. Her co-workers take note of her self-control, social effectiveness and compatibility with children, as well as adults.

One teacher wrote, "The results of her (Mrs. Stringer's) teaching and very presence in the whole community are amplified by her air of humility, aptness and delightful sense of humor while interacting with her fellow man."

INTERACTION, especially with students, has important meaning for the teacher who traces her genuine interest for others back to a simpler time.

"Interaction with a rather large family on a farm in Oklahoma during my early years laid the groundwork for my eventually becoming a teacher," she said.

"Life was much simpler then; but there was time... and room... for dreaming... about life, people I might meet and places I might go.

"But I always dreamed of doing something that might help someone else. As I dreamed, I recognized a need for continued education," she philosophized.

Marie nurtured that dream throughout ensuing years. She described her

grade school experiences, which were "housed within the four walls of a one-room school building." She especially remembers one of her teachers, who was "austere, yet caring."

Following graduation from a small high school, her formal education was temporarily detoured. She described this interim period as the "in-between years."

This era was not bereft of teaching experiences, because the young mother was busy "seeking the answers to questions of my growing children as I attempted to help them find a goal for their lives."

She served on committees in Parent Teacher Association (PTA); taught Sunday School classes and was "nursery coordinator at church. The housewife also devoted time to various community projects.

IT WAS ten years ago, at mid-life, that Mrs. Stringer resolved to steer in a long-abated direction. Having five children and a grandchild, the determined woman enrolled at Panhandle State College where she spent four "exciting and rewarding years."

She recalled, "The demand for disciplined study habits caused me to be grateful for my early training for it was necessary to call on every available

resource to make that dream of a college education a reality."

Mrs. Stringer commented that the relationships formed during classroom discussions with young students were a most meaningful aspect of college life. "I learned to be more tolerant and have more acceptance for those whose views were different from mine," she said.

Mrs. Stringer maintained a high academic standing during her college tenure and graduated as salutatorian in May, 1968. She also attended West Texas State University the following summer.

OVER THE YEARS, she has developed a definite philosophy of teaching criteria. Mrs. Stringer aims "to see each child as a person, to recognize the need in each child, to help each child recognize his own self-worth and help him strive toward an attainable goal."

She expressed a great sense of pride to be known as a teacher, but also has recognized the potential for learning from students.

"As the child learns from me, and as I learn from him," she said, "both of us reach some goals. The child will be on his way toward becoming a self-sufficient person and I will be on my way toward becoming a better teacher," she concluded.

MRS. STRINGER has always been

active in church life and she is a familiar figure to the First Baptist congregation here. She has been involved as a counselor in a ministry to people that are single due to divorce or death.

Her pastor, the Rev. Doug Manning, said of her, "The remarkable thing about Marie is the great number of people she works with on a one to one basis. If someone is hurting in our city, somehow most of the time they are discovered and helped by this lady."

"She touches people."

HOWEVER, MRS. Stringer is grateful to many of those people she has touched here. She said, "There have been many who have contributed to my being in the teaching profession... and I am grateful to all of them."

"I have learned from each of those with whom I have shared experiences. It has been my private privilege the past six years to work at Aikman... under the direct supervision of Mr. D.C. Martin," she stated.

"I am grateful also to the other administrators and teachers who have willingly shared from their experiences to make my job more effective."

Mrs. Stringer said, "The gratitude does not end here, for I will continue to learn from those whose lives touch mine in the future."

Christmas Shopping?

---Better Use Layaway!

By RAY BAXTER
Brand Editor

We are approaching the Christmas season when many people are their own Santa Claus but . . . instead of the 'layaway' plan it is the 'hideaway'!

Yes, Virginia, there are thieves in Hereford and the particular kind we are talking about are the shoplifters. No one seems to know where the term started but

out of self-preservation, look to see if they are being observed before they "lift" an article) and persons spending time in the store are urged by store clerks to take one of the shopping carts or baskets provided for their convenience. This makes it hard to explain that, "I was going to buy a number of items so I just slipped that one in my pocket to carry to check-out."

The law in the past year has given a little more leeway here. A suspect can be apprehended within the store, now, instead of store personnel being forced to wait in other days until the suspect left the store with unpaid for merchandise.

The other local store owner said he just suffered the loss because he felt the law was on the side of the shoplifter and the merchant stood too great a chance of being sued for false arrest.

HE IS unusual in Hereford (without meaning criticism of his viewpoint) for almost all of the stores are going to make an all-out effort to catch every offender this Christmas season. In addition to special training given store employees, these stores will have both plain clothes and uniformed off-duty policemen circulating in their stores at all times during business hours.

People steal for a number of reasons. For many, most of the teenage and juvenile offenders, it is a "lark" and most of the lifted items are small, low in cost per item and, usually, of no use to the thief.

For whatever reason they steal, teenagers comprise the greatest group of shoplifters. After them come the



Piece by Piece

In almost every store in town that carries them, bicycles are prominently displayed in a colorful row. In one local store, working under these conspicuous conditions, someone removed the rear wheel and hub assembly from this bicycle and spirited it off of the store. Later, the thief came back for the front wheel, has it off the cycle when evidently scared away. Stores report finding empty small appliance boxes with items such as electric mixers missing.

housewives between the ages of 20 and 35 years. The third largest group are those on social security evidently trying to possess items their fixed income does not permit them to purchase.

OF COURSE, there is the ever-present kleptomaniac. In simple terms, this is a person emotionally compelled to take an item. It is an emotional sickness that needs professional treatment. However, under the law, such a person is a thief and liable for prosecution.

higher prices, in action in a local store . . . don't try to apprehend him. Call the store manager.

—And if you are a shoplifter, a Hereford Christmas could go hard for you. Those are bells of Santa jingles, not keys. He can't visit you in jail!

For all the categorical discussion, shoplifters actually fall into two groups: the beginners or those out for a lark and the true professionals.

The latter group make their livelihood the year round shoplifting and selling or "fencing" their stolen goods for money. The professional is very hard to catch. He or she is smooth, usually with garments designed for such theft . . . and often with confederates that make it easier to escape with the loot without detection.

THE PROFESSIONALS are also classed as dangerous. Another class of shoplifters has been considered so too, in recent years is the dope addict who becomes desperate for money to support his craving for drugs.

So, if you see one of the shoplifters who make you pay the loss through



'Even' Trade

One customer (?) at a local store stepped out of these and into a new pair of shoes and walked out of the place. Another high-loss version of this is the thief who takes more than one garment into the dressing room and wears the extra vestments out free under his own clothing after he, or she, has decided against the garment openly tried on. Oh, yes, if you recognize these feet, call your local police.

the practice starts with the very first time a person picks up merchandise in a store, hides it and gets away without paying.

It is the hope — and effort — of most merchants across the nation to catch a shoplifter on his or her very first effort. In most cases it also becomes the last time an attempt at theft is made.

THE MANAGER of one department store in Hereford — one of a nationwide chain — said the dollar value of merchandise lost in one year to shoplifters would purchase a new Cadillac.

Another manager said his losses would make the annual payments on a fine brick home.

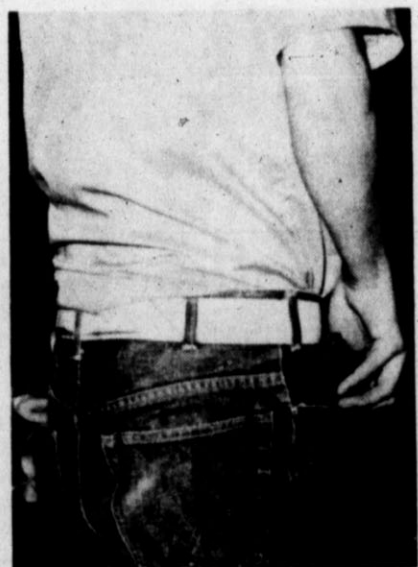
Still another — manager of a store that is part of a regional chain — said he had been more fortunate in Hereford than in other places so far as loss is concerned but that it is a problem and the total loss in his entire chain is \$20-million a year!

THAT, dear honest people, brought you your first taste of inflation — whether you knew it or not — long before the '70s ushered in dollar devaluation and balloon price tags.

There is no insurance coverage for shoplifting losses. The only hope of even partial recovery is for the firm to add that loss onto store prices.

All the local store executives but two that were interviewed concerning this problem said they have long since quit being soft-hearted and forgive first offenders. Now they summon the police and prosecute every case where the shoplifter is apprehended with the goods.

ONE OF the two managers who follow a different policy said he attempted a practice of prevention. Suspicious-acting people are watched (and they do act suspicious for they must,



Kids Inc. Losers

Hank Snow Show Lightly Attended

The turnout for Grand Ol' Opry star Hank Snow and company was so sparse it is doubtful if Hereford Jaycees got their "seed" back, much less any help for Kids, Inc.

—But to the crowd that did come, it was "double-your-money's-worth" entertainment.

FOLLOWING a "warm-up" act that was above the average for budding artists making such appearances, the "Rainbow Ranch Boys" came on stage. These are the three who "back" Hank "The Singing Ranger" Snow for his appearance such as that in the Bull Barn Friday night. This group was comprised of a bass guitar, plectrum guitar (at's plain-of-pickin', hoss.), and steel guitar.

Following a few numbers by this group, the star put in his appearance and it was evident that, while the Barn was not anywhere near full, all Hank Snow fans were there.

HOWEVER, the real star of the show was steel guitarist Kayton Roberts. It couldn't be said that he "stole" the show. . . the veteran Snow handed it to

him at many points with the genial generosity one who "has made it" can afford.

All those empty seats made Kids Inc. the losers but the local folks who didn't fill them were considerably deprived, too.

Auxiliary Sets '74 Christmas Card Project

"Project Christmas Card" will begin next week for the eighteenth successive year in Hereford, as women of the Medical Auxiliary start a seasonal collection of funds to buy special equipment for Deaf Smith County Hospital.

Wives of physicians and dentists make up the Auxiliary which, since 1957, has raised more than \$35,000 to add hospital equipment ranging from a cardiac monitor system to a dishwasher for the kitchen, all items which the hospital could not purchase within its regular budget.

The money is contributed by area residents, who are requested by the Auxiliary to give the amount they would normally spend to send Christmas greetings to friends in this locality.

Instead of the usual holiday cards, their greetings are conveyed to the whole community in a full-page display in the Christmas edition of The Hereford Brand. Names of all contributors are listed on this page.

Canisters decorated in Christmas colors and motifs are placed in various business houses, the two banks and the hospital lobby to receive contributions. These will be set up immediately after Thanksgiving Day.

Funds may also be deposited in either Hereford bank, where special accounts are maintained, or given to any member of the Auxiliary.

Mrs. A. T. Mims is chairman of the project this year.



Hereford Officers Certified

Richard Snow, front row, third from left and Herbert Hudson, second row, left, received diplomas in a recent ceremony, acknowledging they have completed the education required for certification as a law enforcement officer in

Texas. The two Hereford police department patrolmen were among 20 candidates over the Panhandle area receiving certification. State Senator Max Sherman delivered the graduation address.

The Sunday Brand Established 1948

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Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

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Heya! Heya! Looky-- What 2 Dollars'll Buy!

You say you don't like early-morning business meeting? You say you don't care for breakfast, anyway? You say you think a quarterly Chamber membership meeting sounds dull? Tell you what I'm gonna do.

WE'RE GOING to change the whole menu. How's about a swinging band to greet you at breakfast . . . no speeches longer than 30 seconds . . . two masters of ceremonies to keep things moving fast . . . a funny game or two with prizes . . . a drawing for \$50 cash with everybody eligible who shows up . . . some introductions and quick announcements . . . a few surprises . . . all this and we turn you loose in a good mood by 8 a.m.

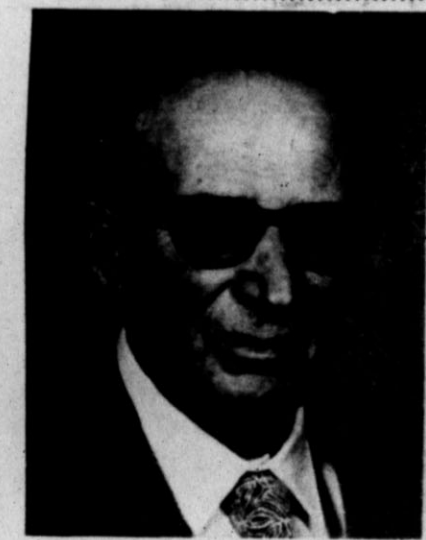
The two paragraphs above may sound a little "corny" or "carney", but it is basically the information released to the newspaper by Bud Eades, breakfast chairman for the Deaf Smith County Chamber of Commerce's quarterly meeting Tuesday at Civic Club Center. Everyone is invited to the meeting, beginning at 6:45 a.m. Tuesday, and

breakfast is \$2 a person. Roy Faubion, C of C president, and Dean Kelly, Amarillo radio personality, will be the emcees for the event. Entertainment will be provided by a combo from the Hereford High Stage Band.

ALL IN attendance will be eligible for a \$50 cash prize to be determined in a drawing. In addition, the names of all chamber members will be in a bowl, and a cash prize of \$100 will go to the lucky name drawn. If the member is not present, the cash will be added to the pot for the next breakfast "happening."

Eades emphasized that all interested citizens are welcome to attend the breakfast, and ladies are especially welcome. Those planning to attend are asked to call the chamber office, 364-3333, and make reservations.

Previous quarterly meetings had been held at noon luncheons and drew small attendance. C of C officials believe the new format for the meetings will change that. Hereford State Bank is sponsoring prizes at the first breakfast.



M.C. KAUL

Kaul Services Scheduled for 2p.m. Monday

Funeral services for Merlin Carroll Kaul, 70, of 128 Ave. J, a resident of Deaf Smith County 45 years, will be conducted at 2 p.m. Monday in First United Methodist Church, of which he was a member.

Dr. Jordan Grooms, pastor, will officiate. Burial in West Park Cemetery will be directed by Gilliland-Watson Funeral Home.

Mr. Kaul, who operated his farm in Westway community 40 years before retirement to leave active management to a son, died early Friday in a local hospital.

Born May 7, 1904, at Dawson, Neb., he married Leta Stoner June 12, 1934, at Sabetha, Kan. He had come to this county from Sabetha in 1929.

Active in community events at Westway through the years, he was named honorary mayor of the community at the annual Westway reunion last year. He was a member of the American Hereford (cattle) Association and of the Odd Fellows Lodge.

The family requests that memorials be made to the Westway Community Memorial Fund, the American Cancer Society or Damascus Rehabilitation Center in Amarillo.

Surviving Mr. Kaul are his wife; two sons, Walter of Hereford and Larry of Miami, Tex.; three brothers, Vernon of Sabetha, Basil of Burlingame, Calif., and Burge of Yakima, Wash.; and four grandchildren.

Growers

from Page 1

price of sugar in 1974, for the 1973 crop, was higher at the Shoup Plant in Hereford than at any other Holly processing station. It was also higher than the net selling price of all beet sugar companies, and has been higher the past five years, he added.

THE SUGAR from the 1974 beet crop will be sold throughout the year 1975. During this time the price of sugar may advance or decline, so the growers' income cannot be determined until October, 1975.

Hospital Notes

PATIENTS IN HOSPITAL
 Joe Thomas, 109 Centre, Harvey Hammett 606 Ave. J., James Smith N.W. Mobile Lodge; Mrs. Dickey Wright, 910 Irving; Mrs. Aubrey Bell, 506 N. McKinley.

Biffie Bevis, 116 Juniper; Mary Bourn, 711 E. 4th Mrs. Juan Camargo, 205 Ave. A.; Edd Cardinal 1405 Plains; Mrs. William Colvin, 201 Ave. A.; Mrs. Thurman Davis, Route 3; Mrs. Emil Dettman, 117 Beach, Mrs. Walter Easter, 228 Ave. D.; Arliss Edwards, Route 4; Mrs. Juan Hernandez, Route 1; Mrs. Odelia Huckert, 117 Sunset Drive.

Mrs. Leonardo Martinez, 210 Kibbe; Connie Owens, 238 Douglas; Mrs. George Parker, 604 Irving; Mrs. Leo Price, 423 Lee; Mrs. James Reeves, 902 Plains, Onesima Rivera, 115 Fulton.

Lester Sims, 320 Star; Audrey Tohm 201 Ave. B.; Mrs. Fidencio Torres, 203 Ave. A.; Mrs. Jimmy Ward, Route 4; Mrs. Luther White, 110 Bradley; Marshall Wilson, 336 Douglas.

Mrs. Jose Jurado Route 4; Mrs. Andrew Grey, Adrian; Mrs. John Kriegshauser, 108 Fir.

PATIENTS DISMISSED
 Roberto Aomazan Jr. Mrs. Catarino Hernandez, Mrs. Ronald Matthews, Nov. 20.

Richard Connally, Mrs. Clemente Fortuna, Mrs. Johnny Galan, Saturnins Garcia.

Truckston McKay, Mrs. Reynaldo Montano, Mrs. Ramon Muñillo, Pat Neill, Mrs.

Jose Vasquez, Tommy Livingston, Nov. 21.

Mrs. Jose Garcia, Mrs. Israel Pickens Mrs. Lonnie Noyes, Mrs. Lonnie Roberson, Nickie Stipe, Mrs. Ralph Soliz, Francisco Mendoza, Nov. 22.

Calendar of Events

MONDAY
 County Home Demonstration Council, county courtroom, 2:30 p.m.
 VFW Auxiliary, VFW clubhouse, 7:30 p.m.

WWI Veterans and Auxiliary, American Legion Hall, 6:30 p.m.
 Rotary Club, Civic Club Center, noon.
 Odd Fellows Lodge, IOOF Hall, 8 p.m.

Evening Lions Club, K-Bob's Steak House, 7 p.m.
 Easter Lions Club, Easter clubhouse, 7:30 p.m.

TUESDAY
 Lone Star Study Club, home of Mrs. S.S. Williams, 3 p.m.
 Hereford Art Guild, Com-

munity Center, 7:30 p.m.
 Sunshine Club dinner, home of Mrs. George Minor in Bovina, 7:30 p.m.

Rebekah Lodge, IOOF Hall, 8 p.m.
 Hereford TOPS Club, Community Center, 9 a.m.
 BPOE Lodge, Elks Hall, 8:30 p.m.

Weight Watchers, First Baptist Church, 6:30 p.m.

WEDNESDAY
 Noon Lions Club, Civic Club Center, noon.

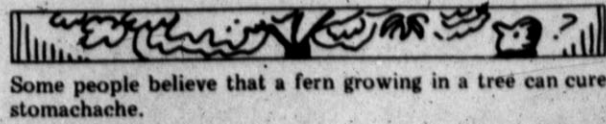
Over 500 Watches to select from
COWAN JEWELERS
 Downtown

Deaf Smith County Historical Museum, open to the public free of charge, 2 to 5 p.m.
 Story hour for preschool children at Deaf Smith County Library, 3 to 3:30 p.m.

FRIDAY
 Kiwanis Whiteface Breakfast Club Round table meeting, Dickie's Restaurant, 6:30 a.m.

SATURDAY
 Deaf Smith County Historical Museum open to the public, free of charge, 2 to 5 p.m.

To Linda
 Happy Anniversary
 Love, David



Some people believe that a fern growing in a tree can cure stomachache.

Welcome Home.....

SNUGGLES

You've Come A Long Way
 Baby

The Christian Women's Fellowship
 Of The First Christian Church
 Would Like To Thank Everyone
 Who Helped In Any Way To Make
 Our Arts And Crafts Show
 And Sale The Success It Was.

Shop our Catalog
 Phone 364-4205
 For those Hard to get
CHRISTMAS ITEMS

CHARGE IT!

Get an early start on Christmas.



Save 20%
 on every
 towel in
 our stock.

Sale
 80¢ to \$2²³

Reg. 1.00 to 2.79. Terrific savings on all our decorative towels. Choose checks, prints, jacquards, solids with dobby borders and more. Sheared and unsheared cotton blends in a wide selection of coordinating colors to match or contrast with your decor.

Save on
 all our
 pillows.
 Mattress
 pads, too.

Sale
 \$2⁸⁰ to \$9⁵⁹

Reg. 3.50 to 11.99. Great buys on two bedding basics. Save on a variety of bedpillows, including duck down/feather, polyester and Dacron® polyester Fiberfill II®. Save on mattress pads, too. Choose cotton or sonically quilted nylon pads with bonded polyester fill. No-iron, machine wash. In popular sizes.

Sale prices effective thru Wednesday



Misses Jeans
Special
 \$4⁹⁹
 50% Polyester
 50% Cotton
 Patterns
 and
 100% Cotton
 Blue Denim
 Jeans

Sheer pantihose
Special
 2 for 88c
 Sandalfoot pantihose.
 All sheer nylon
 stretch.
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Men's pajamas.
Special
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 Cotton flannel pajamas.
 Asst. prints, solids
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Young men's sweater vest.
Special 3⁹⁹
 V-neck sweater vest
 in ribbed knit
 Orlon® acrylic.
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Men's knit shirts.
Special
 3 for \$10
 Acrylic knit pull-
 overs in asst. solids
 and fancies.
 Placket collar.

SPECIAL PURCHASE
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\$29⁹⁹

Boys sweater.
Special
 \$3⁸⁸
 Embroidered pullover
 sweater in 100%
 acrylic. Off white, lt.
 blue, navy, green, bur-
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 3 clear only last entry
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The Perfect Gift!
Special \$29⁹⁹
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 900x20/10 Ply
\$74⁵⁰

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 900x20 10 Ply
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 900x20 10 Ply
\$131⁴⁰ - \$74⁰⁰ F.E.T.
 1000x20 12 Ply
\$153⁹⁰ - \$90⁰⁷ F.E.T.
 1000x22 12 Ply
\$162⁰⁰ - \$101¹⁸ F.E.T.

JCPenny Belted 78
 4 Ply Polyester, 2 Ply
 Fiberglas Belts, Tube
 Type Black Wall
 G78x15 \$44⁰⁵ - \$31¹⁴ F.E.T.
 H78x15 \$50³⁵ - \$33³⁶ F.E.T.
 L78x16 \$63⁸⁵ - \$40⁰¹ F.E.T.

JCPenny Belted Mud & Snow
 4 Ply Polyester, 2 Ply
 Fiberglas Belts
 Blackwall, Tube Type
 L78x16 \$65⁶⁵ - \$33³⁶ F.E.T.
 E78x14 \$45⁸⁵ - \$34⁴⁶ F.E.T.
 H78x15 \$47⁶⁵ - \$33⁶⁹ F.E.T.

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CHRISTMAS ORNAMENTS
14 genuine Mahogany ornaments
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All Grinds 1-LB.
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Christmas ornaments
Kit contains 16 ornaments plus shrinking Gift Tags

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December 1st through 7th

WESTWAY BAPTIST CHURCH

Sunday - 10:00A.M. & 6:00 P.M.
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★ Nursery Is Provided

EVERYONE IS INVITED

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SAVE \$21²⁰ to \$31⁸⁰
PER SET OF 4
Firestone
DELUXE CHAMPION
4-PLY POLYESTER CORD

AS LOW AS
\$18.90
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878-13	24.20	18.90	26.90	21.00	1-83
878-14	26.90	20.75	29.50	23.05	2.24
878-14	28.45	22.20	31.85	24.70	2.41
878-14	27.70	23.20	31.85	25.75	2.55
878-15	30.45	24.95	33.00	27.80	2.77
878-15	32.75	25.55	33.85	28.45	2.82

All prices plus tax and old tire

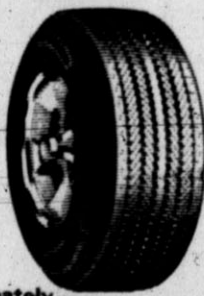
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SAVE \$10.62 if bought separately

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THIS WEEK ONLY • BRING IN THIS COUPON TODAY!

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364-4333



You Can

Pretty Cindy Kidwell, here, can not only do things such as fix leaky faucets, caulk and weatherstrip, but she can teach YOU how. That is the format of a new TV program that started Saturday and will run for six showings. The half-hour program is sponsored locally by the Deaf Smith County Family Living Committee.

'Do It Yourself-ers' Have Their Own TV Program

Deaf Smith County "do-it-yourselfers" have "their own" television series with the start of a new program on Channel 4 TV at 1 p.m., Nov. 23.

The new series, "You Can Do It!" is a six-part educational

series on home care and repairs. It is designed to teach viewers simple, money-saving care and maintenance techniques.

Locally, the half-hour programs each Saturday will be

sponsored by the Deaf Smith County Family Living Committee and KAMR-TV.

Created and produced by home economics specialists with the Texas Agricultural Extension Service, The Texas A&M University System, through a special United States Department of Agriculture grant, "You Can Do It!" is being aired statewide on an alternating basis.

During the six-week series, hostess Cindy Kidwell will teach lessons on how to repair leaky faucets, how to caulk and weatherstrip.

On the first program, viewers learned how to do simple electrical repairs.

Other lessons will teach viewers how to make toilet repairs and adjustments and how to care for carpets.

Viewers are urged to check local program listings during the series for any changes in programming.

Anyone wishing to enroll can contact the Deaf Smith County Extension Office - 364-3573.

Series No. 2 will be shown Saturday, 1 p.m. on Channel 4.

Ben Green's

Latest Book...

THE COLOR OF HORSES



Home of Complete Line of
Ben Green's Books
CHRISTIAN BOOK STORE
DOWNTOWN HEREFORD

LAY AWAY NOW FOR
CHRISTMAS
COWAN JEWELERS
Downtown

Comings And Goings At King's Manor

BY FAY GAUGGEL

Mr. and Mrs. Fred Weiland of Dumas visited Mr. and Mrs. Virgil Dodson and Mrs. Marie Huntley Monday.

The Alice Ward Circle of Women of Hereford First United Methodist Church met at Kings Manor Nov. 12 with 20 members present.

Mrs. Don Davidson presided. Members voted to pay \$25 to the M.W. on a life membership pin for one of us.

Beulah Duensing led the program of prayer, singing of two hymns and her topic entitled The Missionary Challenge at Home. A collection was taken for our general fund.

will dividing the free west from the bondage of East Berlin.

Mrs. Higginbotham told stories of Christian Relationships she made with these people which bore strong witness to the fact that barriers can be broken down despite all differences - racial, geographic, ethnic or language.

Palestine came last where we saw the Sea of Galilee, Golgotha and most important of all, the empty tomb. Mute but strong evidence of the greatest truth of all time. The benediction was a recording of Malotto's famous music for The Lord's Prayer. Please come again Mrs. Higginbotham. You lift us up when ever you do.

On Nov. 15 we had the privilege of hearing Mrs. Raymond Higginbotham tell of a tour she and her husband made in Europe. Her slides began in the Netherlands which featured gardens and streets of Amsterdam. A far cry from "drouth Gripes" of West Texas to the way the Dutch quietly control their over-abundance of water.

Mrs. Higginbotham played on her recorder as she showed us the trip down the Rhine River. The Selection was a medley called Rhenish Symphony. In Berlin we saw the infamous

Monday night residents of Kings Manor enjoyed a short concert on piano performed by Susan Lair, granddaughter of our own Gladys Lair. Susan is the pupil of George Eason of West Texas State University and a major in music therapy.

She played from memory two of Bach's two part inventions, Second Nocturne by Satie, Moonlight Sonata (Beethoven) and a Chopin waltz. Susan's father, A.W. Lair, and Mrs. Charlie Bell were guests. We herewith vote that Miss Lair come again and feed our aesthetic hungerings.



It was reported at the meeting of Tana-Wahanka Campfire Girls meeting Monday in Community Center that 1,154 boxes of Campfire candy has been sold.

Also during the meeting, Christmas gifts were completed and refreshments were served by Vickie Cosper.

Members present were Michelle Osborn, Cynthia Lady, Sharon Mitts, Sherri Ellis, Misty Gorden, Shellie Richie, Amy Griffin, Michele Burfield.

Also Allyson Thomas, Jan Bruns, Eva Johnson, Tina Watson, Melanie Peeler, Kelly Crofford, Marilyn Osborn and leaders. Brenda Thomas and Jo Ann Burfield.

were conducted through the Griffin & Brand plant.

In the tour party were Tania Willson, Lynette Rhoden, Becca Gibson, Karla Driskill, Linda Walker, Lynn Garrett, Karen Drake, Lora Martin, Janelle Coupe, April Holly, Sheri Whitaker, Lesley Metz, Jennifer Griffin, Brenda Brown and Kerry Hacker, also the leaders, Mmes. A.T. Griffin and Dwaine Walker.

A tour of a vegetable processing plant was made by girls of I-Se-Ta-Yo seventh graders at their meeting this week, to see firsthand how produce from Deaf Smith County fields is prepared for shipment over the nation.

School Menus

JUNIOR HIGH HIGH SCHOOL

MONDAY - Chicken fried steak and gravy or beef and gravy, green beans, mashed potatoes, carrot sticks, fruit, hot rolls, milk.

TUESDAY - Hamburger or sloppy Joes, French fries, tossed salad, peach pie, buns, milk.

WEDNESDAY - Tuna sandwiches or pimento cheese, tomato-vegetable soup, cole slaw, cinnamon rolls, sliced bread, milk.

THURSDAY - Thanksgiving holiday.

FRIDAY - Thanksgiving holiday.

ELEMENTARY SCHOOLS

MONDAY - Chicken fried steak, mashed potatoes, green beans, fruit hot rolls, milk.

TUESDAY - Sloppy Joe, French fries, tossed salad, peach pie, bun, milk.

WEDNESDAY - Tuna sandwich and 1/2 pimento cheese sandwich, tomato-vegetable soup, cole slaw, cinnamon roll, bread, milk.

THURSDAY - Thanksgiving holiday.

FRIDAY - Thanksgiving holiday.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY - Burritos, corn, cabbage-apple salad, cookies, milk.

TUESDAY - Pizza, tossed salad, green beans, Jello with dream whip, milk.

WEDNESDAY - Ranchburgers, potato chips, peach cobbler, milk.

THURSDAY - Thanksgiving holiday.

FRIDAY - Thanksgiving holiday.

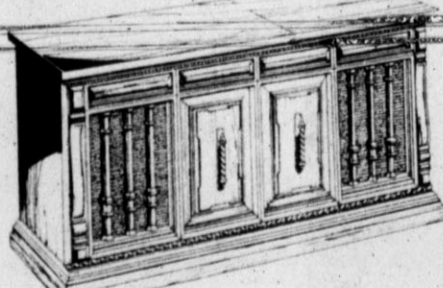
STOREWIDE Sale - Now!

Furniture Oil Paintings Objects of Art

Hughes

Across from K-M... 2740 Duniven Amarillo, Texas

Allegro STEREO CONSOLES



The Tortosa - Model F915DE, P Mediterranean style. Dark Oak or Pecan color cabinet.

THESE MODELS FEATURE:

- Solid-State AM/FM/Stereo FM tuner/amplifier
- Allegro tuned port speaker system
- Stereo Precision Record Changer
- Micro-Touch™ 2G tone arm
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Hereford's Oldest Appliance Dealer

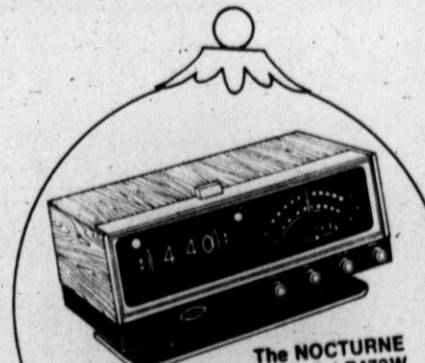
ROBERTS APPLIANCE

136 W. 3rd

364-1588



The PRESTWICK - Model F594W - The most versatile of all Allegros! Features solid-state AM/FM/Stereo FM tuner/amplifier with Digilite automatic dial scale selector, Target Tuning Indicator and flywheel tuning, 8-track cartridge tape player/recorder, Precision record changer, Two Allegro 3000 speakers. Two Plus Two speaker matrix for "four dimensional" sound effect when you add two extra Allegro speakers, Woodgrained Walnut color cabinets.



The NOCTURNE Model F472W AM/FM digital clock radio with Target Tuning, Sleep Switch, Touch 'n Snooze control, 4" speaker. Walnut color.

The Home Of The Best Dollar Value

★★★★★
Volunteers Sought

Need for volunteers to supply transportation to appointments with doctors, is indicated by staff members of the district Mental Health Mental Retardation Center here, who ask individuals or groups to give this service.

The local MHMR Center is part of a Panhandle-wide program for children and adults, and many of the participants receive treatment in Amarillo. Transportation is needed to take them for appointments in the medical center area there.

Names of volunteers are kept on file in the office here, explains Margaret Griego, secretary, and when the need occurs staff members call to find someone who can drive. A number of Newcomers Club members are listed but more potential drivers are needed.

Anyone who will volunteer this help, perhaps someone who drives to Amarillo a few times a month on a regular basis, is asked to call the center, 364-6111, for further information.

★★★★★

H³ / HUSTLE HUSTLE HUSTLE

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

NOW HERE THIS!

Hustlin' Hereford is at 66 per cent of the United Way Goal - now, two thirds is better than one third but it's not good enough.

This community is noted for doing things in a BIG WAY - First class or it's not worth doing. Come on Hereford - let's get going and wind up the 1975 Campaign - if you're an employee ask the boss to put your fair share on the books - he'll appreciate knowing you care about this community and are doing something to help. There's a lot of kids out there who are counting on you and me and there's some folks who just can't make it without our help. It's not much either when you figure all that's needed is ONE HOUR'S PAY for each month.

Sure was good to read that President Ford took action to impose quotas on Canadian beef last week. That's just exactly what we had recommended to him and he said he would consider it. I also remember that he said he was going to discuss the subject when he visited Japan. So maybe there will be further curtailment of imported beef. You know, your Chamber strongly urged the imposition of these quotas last winter when we saw that the market was weakening and it appeared then an over supply of beef was materializing.

Ever wonder, What if? Especially since the imported

beef amounts to the equivalent of 6,700,000 head. Surprised? I was.

And there are some folks who said "oh that's just a token amount". It may be token to some, but it's 2 million more head than we produce in the whole state of Texas. Well anyway, it's a step, and probably a great step, in the right direction. Looks like somebody does listen, after all.

And speaking of presidents, President-elect Bud Eades of Plains Insurance, with Terry Caviness of Caviness Packing Company as Vice President and Mike Patrick of Southwestern Bell as Treasurer makes for mighty competent leadership in 1975. Again your Chamber has come up with a winning combination as we continue to help make our community a better place to live and earn a living.

Congratulations to all.

Hey, don't forget to call the office to let us know that you want to get in on the fun at breakfast on Tuesday morning, 6:45 in the dark. Games prizes, entertainment, surprises, cash awards and a good breakfast, will make it all worthwhile.

Ladies are especially welcome - but we need your reservation - call 364-3333-all it takes is a phone call, alarm clock, two dollars and plenty of HUSTLE - HUSTLE - HUSTLE!

- flight.
- 6. The narcissus or holly.
- 7. Ruby or Turquoise.
- 8. Semper Fidelis (Always Faithful).
- 9. Sunday, December 22.
- 10. Hurricanes.

WHO KNOWS?

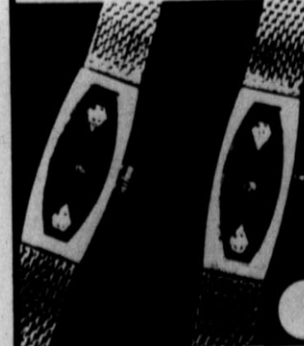
1. When does the season of Advent begin?
2. The eighth President of the U.S. was born on December 5th, 1782, name him.
3. Two other Presidents were born in December, name them.
4. When was prohibition repealed?
5. Which of the Apollo flights took place December 7, 1972?
6. Name the flower for the month of December.
7. What is the stone for December?
8. What is the motto of the Marine Corp?
9. Winter will arrive on what date?
10. By what other name are cyclones called?

Answers To Who Knows

1. Sunday, December 1st.
2. Martin Van Buren.
3. Andrew Johnson and Woodrow Wilson.
4. December 5, 1933.
5. Apollo 17; the last moon

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

Hereford's Authorized
LONGINES-WRITNAUER
DEALER



COWAN
JEWELERS
DOWNTOWN

Kiwanians Hear News On Economic Straits

Walter Johnson, president of a holding company that owns the Hereford State Bank, told members of the Noon Kiwanis Thursday that the economic crisis America is now facing will not be as bad as the depression of 1929.

Johnson, president of the First National Bank of Abilene, Texas and president of the First Abilene Bank Sharers, Inc., has been a banker since 1934.

Johnson said that although America is facing its worst business slump since 1929, there is a difference in then and now. A new word, "stagflation", has been coined to describe the situation of the American economy, says Johnson. That means the economy is stagnant with a high degree of inflation. In 1929 the economy and the inflation were on the decline. Now, Johnson said, only our economy is on the decline.

Johnson pointed out higher interest rates, the decline in housing starts, buildup of inventories, and buyers resistance as indicators of the poor health of the economy. According to Johnson, although the gross national product is moving up, the actual amount of percentage it's increasing is eaten away by inflation. The true gross national product is going down.

Johnson pointed to the automobile business to demonstrate buyer resistance. Cars that are up to three years old, 72, 73 and 74 models are selling better than the new cars. People are unwilling to pay the price that the manufacturers must have for their product.

On the other hand lumber, glass, sheetrock and plywood are 30 to 40 per cent lower than they were six to eight months ago. Inflation, Johnson said, is too many dollars chasing too few goods. The sugar industry was another case in point. There is a short supply of sugar, yet a high demand. The prices have gone high yet the cost of production has changed little.

Johnson blamed big government, big labor, and big business for the poor condition of the economy. The government, said Johnson, is trying to be of all things to all persons. An overabundance of government spending has added many dollars to an already spiraling economy.

Labor, while conscientious at first, has come to take advantage of its power to gain the most for itself. And big business, says Johnson, has not used the statesmanship of past decades, but has sought on to profit for itself, not for the good of the country.

Johnson was quick to point out that the banks in the nation have done their part in com-

bating the current economic crisis. Sound monetary policies have kept the economy from floundering. High interest rates have discouraged borrowing and all banks have held restraints on credit to hold down inflation. Johnson said that credit has eased in the past three months, however. The bank, Johnson reiterated, have taken every move to keep from deepening the recession.

Commenting on the government, Johnson said he thought President Ford's economic policies were an admirable program, but doomed to failure because Congress would fail to go along with them.

Johnson said interest rates are on their way down now, that we should pay more attention to foreign trade, and that housing starts could be up by next year. Although the market is still in a chaos due to the lack of confidence in the government, unemployment is on the decline. The commodity markets are probably an area of strength, said Johnson, but we would have to wait till next year to see what kind of crop yields, seasons, and exports occurred.

Johnson foretold of wage and price controls, but did not favor them. He said the new Congress would impose wage and price

controls to show that they are doing something about the economic situation.

Other items on the Kiwanis agenda included the formation of a program by the Support of Spiritual Aims Committee. The program, in conjunction with the Kiwanis major emphasis of showing you care for those in their greater years, would provide transportation for elderly people to church on Sundays.

Coming soon will be the mid-winter training conference for the Kiwanians, the first Hereford has hosted. Texas and Oklahoma Kiwanians will be in Hereford for the conference.



Walter Johnson

Releases Required On GI Home Loans

More than 11,700 veterans and servicemen were released from liability for their GI loans last fiscal year, and the Veterans Administration is urging others selling houses bought under the GI Bill to request releases when purchasers assume loans on homes bought with GI loans, Jack Coker, VA Regional Director, said.

The VA issued 9,270 releases in fiscal year 1973, and has given 57,300 over the years. The GI loan program was established shortly after World War II.

"There's a good reason for obtaining a release," Coker explained, "since without it, the seller could be held financially liable should the purchaser default on mortgage payments."

It was noted that as last fiscal year ended (June), some 8.5 million veterans and servicemen had received home loans valued at \$105.2 billion since the inception of the program. More than half, or 4.5 million loans, have been repaid.

VA grants releases provided the veteran's loan is current, the prospective purchaser agrees to assume the

veteran's liabilities and the purchaser is a good credit risk with sufficient income to meet assumed mortgage payments.

Coker pointed out, however, that a release does not automatically restore GI loan eligibility the veteran used to purchase the home being sold.

Under the law, veterans may qualify for restoration if VA has been relieved of liability and if the property was disposed of for what is described as "compelling reasons."

Party Planned

Wyche Extension Club members planned their annual Christmas luncheon at their meeting Thursday afternoon in the home of Mrs. H.L. Ward.

The Luncheon and gift exchange is scheduled for 12:30 p.m. Dec. 11 in the home of Mrs. L.B. Worthan.

A report was given on the handiwork day held recently at Westgate Unit of Kings Manor Retirement Home. Twelve residents participated in the project which was taught by club members.

Quick Meals was the program given by Joyce Shipp, county extension agent. She prepared

and served individual pizzas and pineapple cream pie. Members present included Mrs. E.C. Hewitt Jr., J.W. Duncan, Wayne Jones, Wayne Trask, Bob Thuet, Frank Dunson, Joe Gill and J.H.

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MICRO-MIN IS A SOIL TOP DRESSING THAT FARMERS USE AS A FERTILIZER REPLACEMENT, OR AS A SUPPLEMENT FERTILIZER TO REGULAR FERTILIZER

MICRO-MIN is a micro-organism filled, trace mineral rich, material that will give you these results:

1. Hard soils that do not have good structure turn crumbly, are easier to plow.
2. Crumbly soil lets water through and absorbs more water--less run-off.
3. Crumbly soil becomes more aerated, resulting in more oxygen in the soil.

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RESULTING FROM MICRO-MIN APPLICATIONS.

- ✓ HELPS INCREASE YIELDS
- ✓ HELPS SEEDS GERMINATE FASTER
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- ✓ HELPS CROPS WITHSTAND DROUGHT CONDITIONS
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- ✓ HELPS ACHIEVE CHEMICAL BALANCE
- ✓ HELPS PUT MORE OXYGEN IN SOIL

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Hart Schaffner & Marx
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100% Polyester. Also Dacron &
Wool Blends New for Fall
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MEN'S LEISURE SUITS

For Casual wear
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MEN'S DRESS SHIRTS

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100% Polyester
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MEN'S DRESS SHIRTS

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Size 14 1/2 to 17 1/2

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Jay-Mar (Sancobell)
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100% Polyester (Kalls)
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MEN'S CARDIGAN SWEATERS

100% Acrylic Washable
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Size S-M-L-XL

\$16.00 to \$20.00

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MEN'S SPORT COATS

100% Polyester
Solids & Patterns
New Fall Colors
Size 36R to 46XL

REG. PRICE	SALE PRICE
\$125.00	\$99.00
95.00	66.50
85.00	59.50
80.00	56.00
75.00	52.50
65.00	45.50
60.00	42.00
50.00	35.00

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REG. PRICE	SALE PRICE
\$13.00	\$10.50
12.00	9.50
11.00	8.50
10.00	8.00

MEN'S TURTLENECK SWEATERS

REG. PRICE	SALE PRICE
\$16.00	\$12.00
14.00	9.95
13.00	9.50
10.00	7.50

MEN'S LONG SLEEVE PULLOVER SHIRTS

100% Polyester
Reg. Price \$13.00

SALE PRICE \$8.95



MEN'S C.P.O. SHIRTS

Washable
REG. \$20

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MEN'S SWEATERS

Leather & Suede Trim.
Cardigan Style
Size S-M-L-XL

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MEN'S URETHANE JACKETS

Looks and Feels Like Leather.
Soft & easy to care for.
Many colors

\$35.00



MEN'S LEATHER COATS

Fine Leather
Soft & Comfortable
Easy to care for

\$145.00

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We now have Big & Tall
Men's Shirts & Sweaters.

For that big man & for
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Sleeve Lengths to 37 inches
Shop now for that
HARD TO FIT MAN

MEN'S SHOES

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New Fall Styles
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\$27.95 to \$38.00



MEN'S ALL WEATHER COATS

Zip-out liner
Kalls & Poplins
Plaids & Solids

\$45.00 to
\$75.00

OPEN TO 9:00 P.M. EVERY NIGHT TILL
CHRISTMAS STARTING NOVEMBER 29th,
FREE GIFT WRAPPING

It's your turn at the turkey, men! Stop fretting about Staubach's dexterity, don your aprons and arm yourselves with cutlery—it's Thanksgiving.

With little pinky extended, Roy Faubion (at left) wonders if steak knife is "cut out" for this type of job. On the other extreme, Pat Hughes (upper right) attacks his bird with relish, if not violence. Amid this seasonal mayhem, Bob Hughes correctly demonstrates the art of carving this delectable fowl.



Cutting Up On The Holidays

The Sunday Brand

Section B

Sunday November 24, 1974

NEW SIDE CARVING METHOD



1. Carving position — Place turkey on its side, breast away from carver. Remove wing tip and first joint. Hold tip firmly, lift up, and sever at joint. Set this aside for other dishes and leave second joint of wing attached to turkey.



2. Remove drumstick — Slice dark meat off drumstick and thigh until thigh bone is exposed. Lift drumstick and cut off at thigh joint. Slice meat from drumstick.



3. Cut away thigh bone — Steady turkey with fork. Run knife point completely around thigh bone, loosening it. Pry one end up, grasp and pull free. With thigh bone gone, generous portions of dark meat can be sliced from turkey.



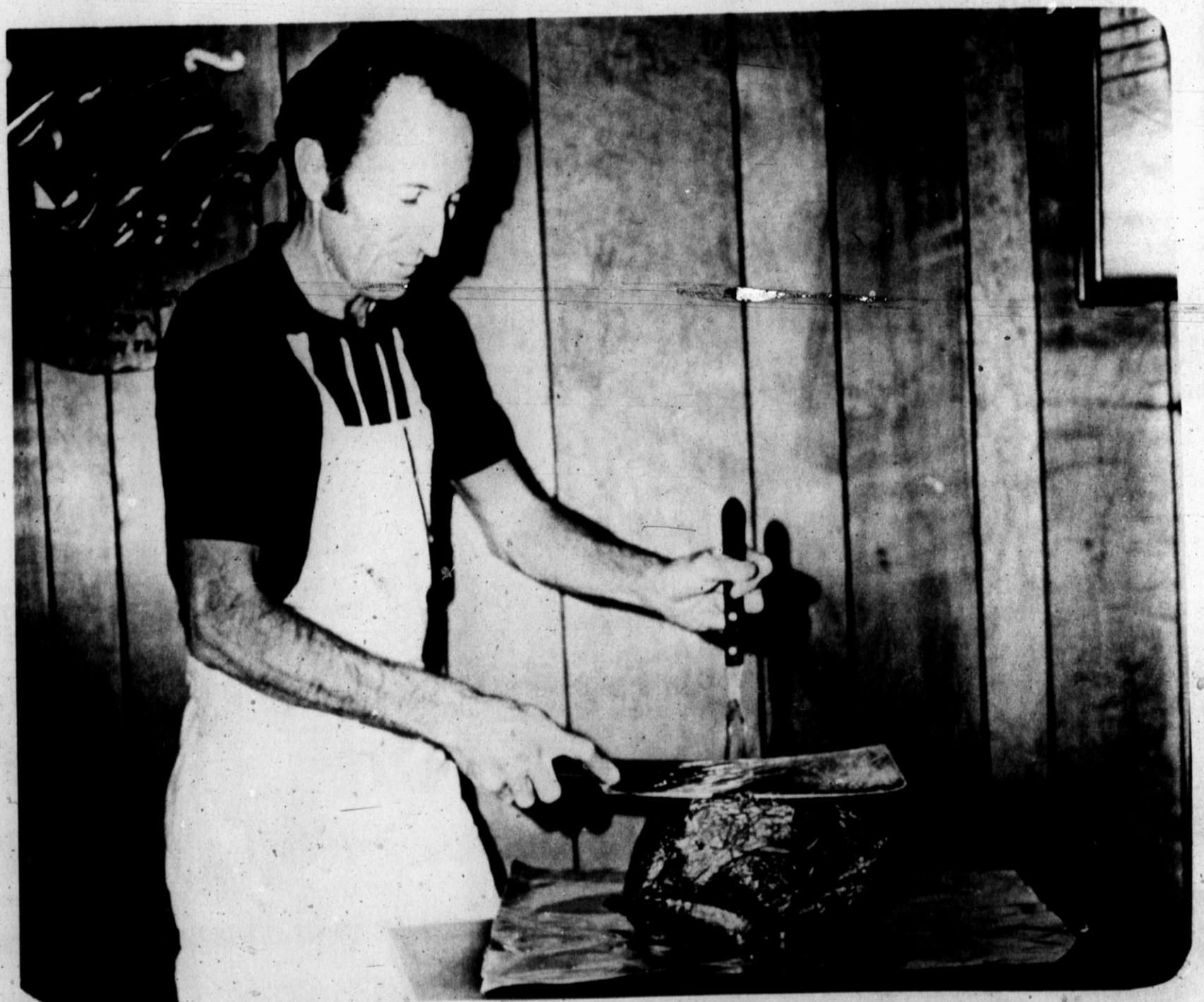
4. Slicing dark meat — Slice dark meat away from turkey just above removed thigh bone. As you work deeper into the meat, you will discover the "oyster." This choice piece may be lifted whole from spoon-shaped section of backbone.



5. Slicing white meat — Breast meat, like dark meat, is much easier to carve if turkey stands 20 to 30 minutes after roasting. Make deep vertical cut in breast just in front of wing joint to serve as base for all breast meat slices.



6. Breast slices — Start from center of breast and cut toward you, making large, even slices. When more slices are needed, turn turkey and repeat process. Remove stuffing from a hole cut under thigh.



DOUBLE GUNN BROS. STAMPS



when you can save on **thanksgiving**

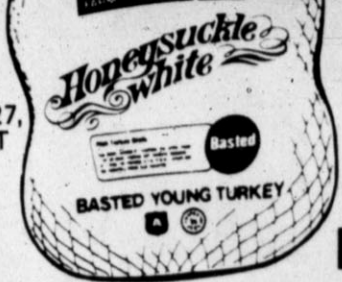
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IN HEREFORD, PARK PLAZA
SHOPPING CENTER
1105 WEST PARK AVENUE,
WITH LOW THRIFT PRICES!

HONEYSUCKLE GRADE "A" TURKEYS



TOMS 18 TO 24 L.B. AVG. **56¢**
HENS 10 TO 16 LBS. **59¢**

EMPIRE BRAND Young Turkeys... 14 TO 22 L.B. AVG. **39¢**

WE WILL BE OPEN THANKSGIVING DAY... THURS., NOV. 28 From 8 A.M. Till 2 P.M.

AGAR FULLY COOKED
Canned HAMS

IN 5 TO 8-LB. CANS

\$1.39
LB.

BAR-S FULLY COOKED
Boneless Hams... **\$1.89**



OCEAN SPRAY WHOLE OR JELLIED

Cranberry Sauce..... 15-OZ. CAN **32¢**



ALL POPULAR GRINDS

Folger's Coffee..... 3-LB. CAN **\$2.99**

LIMIT 1 CAN WITH \$5.00 PURCHASE



MEL-O-CRUST BROWN 'N SERVE

Dinner Rolls..... PKG. OF 12 **33¢**

CAMELOT WHOLE
SWEET POTATOES

HOLIDAY SPECIAL!

29-OZ. CAN **58¢**

KRAFT CREAM
MARSH-MALLOW

HOLIDAY SPECIAL!

7-OZ. JAR **36¢**

YELLOW CLING
HUNT'S PEACHES

HALVES OR SLICES

29-OZ. CAN **48¢**

HUNT'S
FRUIT COCKTAIL

HOLIDAY SPECIAL!

1 1/2 OZ. CAN **34¢**

del monte...

DEL MONTE WHOLE OR CREAM

GOLDEN CORN

3 16-OZ. CANS **87¢**

DEL MONTE CUT
GREEN BEANS

3 16-OZ. CANS **83¢**

DEL MONTE WHOLE
Green Beans..... **3 93¢**

DEL MONTE CRUSHED, SLICED, CHUNK
Pine-apple..... **2 69¢**

DEL MONTE
Pineapple Juice..... 4-OZ. CAN **51¢**

DEL MONTE
Sweet Peas..... 2 16-OZ. CANS **69¢**

baking needs...

ENRICHED FLOUR... LIMIT 1 WITH \$5.00 PURCHASE

GOLD MEDAL..... 5-LB. BAG **74¢**



MEADOWDALE SHORTENING..... 3-LB. CAN **\$1.36**

LIMIT 1 WITH \$5.00 PURCHASE OR MORE

CAMELOT LAYER

Cake Mixes..... 18 1/2-OZ. BOX **58¢**

EVAPORATED

Camelot Milk..... TALL CAN **1.00**

CONDENSED MILK

Eagle Brand..... 14-OZ. CAN **44¢**

ANGEL FLAKE

Baker's Coconut..... 14-OZ. PKG. **99¢**

FOR DELICIOUS PIES

LIBBY'S PUMPKIN..... **28¢**

PURE CHOCOLATE

NESTLE'S NORSELS..... 12-OZ. PKG. **78¢**

DEL CERRO

PECAN HALVES..... 8-OZ. PKG. **92¢**

Fresh bakery treats!
FRESH-BAKED WE ACCEPT FOOD STAMPS ON ALL BAKERY ITEMS
Pies PUMPKIN OR MINCE 20-OZ. **89¢**
ASSORTED CREAM PIES..... EACH **98¢**

MON., TUES., WED. THURS

WITH \$2.50 OR MORE PURCHASE



foods the ideal way

WHY GO ANYWHERE ELSE?

Round Steaks Sirloin Steaks Rib Roasts Chuck Roasts

<p>THRIF-T BABY BEEF</p> <p>Round Steaks</p> <p>CENTER SLICES OF BEEF ROUND</p> <p>89¢ LB.</p> <p>BUTCHER BLOCK BEEF</p> <p>LB. 98¢</p>	<p>THRIF-T BABY BEEF</p> <p>Sirloin Steaks</p> <p>CENTER SLICES OF BEEF LOIN</p> <p>89¢ LB.</p> <p>BUTCHER BLOCK BEEF</p> <p>LB. 98¢</p>	<p>THRIF-T BABY BEEF</p> <p>Rib Roasts</p> <p>LARGE END OF BEEF RIB</p> <p>89¢ LB.</p> <p>BUTCHER BLOCK BEEF</p> <p>LB. 98¢</p>	<p>THRIF-T BABY BEEF</p> <p>Chuck Roasts</p> <p>BLADE CUTS OF BEEF CHUCK</p> <p>69¢ LB.</p> <p>BUTCHER BLOCK BEEF</p> <p>LB. 79¢</p>
---	--	---	--

fresh dairy...

CAMELOT GRADE A **LARGE EGGS**..... **63¢** DOZEN

LIMIT 2 DOZEN WITH \$5.00 PURCHASE



KRAFT'S PHILADELPHIA BRAND **CREAM CHEESE**..... **38¢**

LIMIT 4 PKGS. WITH \$5 PURCHASE

8-OZ. PKG.

CENTER CUT RIB **Pork Roast**..... **\$1.19** LB.

WILSON'S SMOKED **Pork Chops**..... **\$1.49** LB.

MEADOWDALE HICKORY SMOKED **Sliced Bacon**..... **\$1.09** 1-LB. PKG.

RODEO **Skinless Franks**..... **59¢** 12-OZ. PKG.

JIMMY DEAN, 24-OZ. PKG. **Pork Sausage**..... **89¢** 12-OZ. PKG.

OSCAR MAYER MEATS

OSCAR MAYER **Chopped Ham**..... **\$1.09** 8-OZ. PKG.

OSCAR MAYER SLICED LOAF **Ham & Cheese**..... **99¢** 8-OZ. PKG.

OSCAR MAYER SLICED **Bar-B-Q Loaf**..... **99¢** 8-OZ. PKG.

OSCAR MAYER SLICED **New England Loaf**..... **\$1.15** 8-OZ. PKG.

OSCAR MAYER SMOKIE **Link Sausage**..... **\$1.33** 12-OZ. PKG.

FAIRMONT FRESH **WHIPPING CREAM**

HALF PINT **29¢**

IDEAL LARGE OR SMALL CURD **COTTAGE CHEESE**

24-OZ. CTN. **78¢**

GRADE A QUARTERED **CAMELOT BUTTER**

1-LB. CTN. **88¢**

CAMELOT, ALL FLAVORS **Ice Cream**..... **87¢**

LIMIT 1 WITH \$5.00 PURCHASE

1/2-GAL. CTN.

CHARMIN ASSORTED **BATH TISSUE**

4-ROLL PKG. **68¢**

frozen foods...

BANQUET MINCE OR **PUMPKIN PIE**

YOUR CHOICE 20-OZ. PKG. **48¢**

BIRDS EYE DESSERT TOPPING **Cool Whip**..... **56¢**

LIMIT 2 WITH \$5 PURCHASE

9-OZ. CTN.

Thrif-T Health & Beauty

LADY CAMELOT **PANTY HOSE**

SHEER TO WAIST

58¢ PR.

RHODES FROZEN **DINNER ROLLS**

BAKE AND SERVE

BAG OF 24 **48¢**

PET-RITZ **PIE SHELLS**

9-INCH SIZE

PKG. OF 2 **38¢**

FOR UPSET STOMACHS **Alka-Seltzer**..... **64¢**

BTL. OF 25

TYPE 108 COLOR **Polaroid Film**..... **\$4.69** PKG.

fresh produce

CALIFORNIA **PASCAL CELERY**

STALK **14¢**

SOUTHERN **Golden Yams**

2 LBS. **49¢**

FRESH **Ocean Spray Cranberries**..... **33¢** 1-LB. BAG

IDAHO MEDIUM **Yellow Onions**..... **11¢** LB.

RED, CRISPY **Florida Radishes** 2 **29¢** 6-OZ. BAGS

COLORADO RUSSET **Potatoes**..... **79¢** 10-LB. BAG

MISSOURI RED ROME **Apples**..... **\$1.00** 4 LBS.

CALIFORNIA NAVEL **Oranges**..... **29¢** LB.

CALIFORNIA DIAMOND **Walnuts**..... **79¢** IN THE SHELL LB.

The Bootleg

Philosopher



Editor's note: The Bootleg — Philosopher on his Deaf Smith grass farm on Bootleg Corner has a suggestion for the Arab nations this week, although we're not sure how many of them read this paper.

Dear editor:
As I understand it, the Arab countries, recognizing a good thing when they see it, are really piling up the money with their high-priced oil sales.

In fact, they're building up so much cash-on-hand, billions and billions of it, that they're having trouble figuring out what to invest it in, since they apparently have no interest in helping some of their own people wandering around the desert with a handful of sheep.

ANYWAY, according to an article I read yesterday they're studying the problem, if you want to call wondering where to invest a gob of money a problem, and it's reported they're interested in buying up foreign businesses, maybe a bank here and there, a few auto plants, Sears & Roebuck, things like that.

They haven't asked me for it but I have a suggestion for them. They ought to be looking further down the road. There's going to come a time when they'll be out of the saddle. Their oil will play out or the United States or some of the other oil-short countries will figure out a way to get along without Arab oil, by developing new sources of energy or learning how to use more coal or by drilling for oil all over the ocean, across Alaska and if necessary in the heart of downtown Amarillo.

SO WHAT the Arab countries ought to be doing, against the day when the hayride is over, is cutting down on their long cars and private airplanes and putting their money in savings and loans.

In the meantime, the oil-short countries are supposed to conserve all the energy and other natural resources they can, and as soon as football season is over they plan to.

I intend to do my part and am considering giving up toothpicks to save wood.

Yours faithfully,
J.A.

Inflation Corrodes Telephone System

The impact of inflation is felt by all of us, and no one — least of all business — is exempt. One of the hardest-hit industries is the gigantic integrated telecommunications system which stretches from coast to coast and provides service for millions of Americans.

A telephone spokesman explains why: "We are a large buyer of services and materials. We are a huge borrower. We feel inflation in the wages we pay...in the cost of capital interest rates and investor expectations must be met. And...we experience escalating state and local tax rates."

In response to spiraling costs, telephone companies must seek rate increases — to do otherwise would be a disservice to the consumer, for it would jeopardize the quality and universities of U.S. telephone service. The public interest served so well by the common carrier principle under public regulation and "value of service" pricing in which lower charges to residential customers and made possible by higher charges to businesses for specialized services — would suffer.

Rate increases are inevitable, but they are not the total answer. The telecommunications industry is pressing ahead with innovations in technology, financial control and rate designs. The search for new, more profitable markets has led to a variety of services, such as recorded sports scores and lottery results. The object of these efforts is to deliver "the high-quality service in relatively less costly ways."

The United States enjoys unexcelled telephone service. However, without the support of public opinion, it would be impossible to maintain the traditions of service that have marked the telephone industry for the past century — an intolerable thought in a nation so dependent upon a fast, reliable telecommunications system.



THE POTOMAC SWINGERS....

The Sunday Brand
Editorial Forum
Hereford, Texas, Sunday, October 27, 1974

Main Street, U.S.A.

Project Economy

By Arch Booth

As president of the Chamber of Commerce of the United States, Arch Booth serves as a spokesman for American business. The National Chamber federation represents an underlying membership of more than 5,000,000 business firms, organizations and individuals.

Suppose you could start with a blank slate and re-invent our complex economy. How would it turn out? Would the same institutions arise? What would be learned in the process?

The answers to these questions — and many others — are being learned by students participating in a fascinating educational experiment being conducted in some California public schools.

This program is called "Beyond Simulation: The Mini-Society Approach to Instruction in Economics and Other Social Sciences." It was developed by Dr. Marilyn L. Kourilsky, an associate professor of education at UCLA.

It works like this: The teacher selects (or introduces) some popular activity or material that is in relatively short supply. The students — grades three through six are considered the best age group — then decide in class discussion how best to allocate among themselves the scarce commodity. They usually decide to use some form of price mechanism.

THE NEXT STEP is the creation of official classroom money. Students design their own currency (and are paid in it for their efforts). The students also decide what actions should be rewarded with pay, and how much. Initial rates of pay are usually based on the students' ideas of desirable classroom conduct.

The teacher acts as custodian of the mint. Students edge into a market economy by bidding with their pay for the original scarce commodity — often at auctions. The outcome leaves some short of cash. To get more, they either go into business — providing goods or services to their fellow classmates — or borrow from their classmates.

This chain of events leads the children into

valuable discoveries about the nature and function of capital, interest rates, the banking system and even insurance (since pay is often dependent in part on classroom attendance, income maintenance insurance is a logical invention).

The teacher sells advice as a consultant. Eventually, taxation is introduced which leads, the teachers note wryly, to demands for representation.

Problems arise over breach of contract and even such sophisticated sins as forgery and conspiracy in restraint of trade. As these problems develop, the students establish courts to deal with them. Inflation, too, can crop up in these mini-societies, with some learning better than others how to deal with it.

THE LESSONS to be learned about fundamental — and not-so-fundamental — economics from this experience are obvious. Not so obvious are other benefits reported by the teachers who have participated in the experiments:

Students become highly motivated to learn the skills they need to function in their classroom economy. Interest in mathematics, for example, picks up when the need to calculate interest arises, and so on.

The urge to earn a buck — so often derided on "humanitarian" grounds — tends to break down classroom cliques formed along racial or ethnic lines. "Customers" are valuable, whatever their background. And so is talent.

Slow learners and students not sufficiently motivated by more ordinary classroom work often find that they can make a useful contribution to the economy of the mini-society. This discovery motivates them and improves their self-esteem.

This experiment is one of several innovative attempts going on around the country to help young people of various ages develop an understanding of how our economy works.

If you doubt the importance of such work, read your latest newspapers.

ARBA To Cite Campuses

The nation's colleges and universities can become official Bicentennial Communities under a program established by the American Revolution Bicentennial Administration (ARBA).

The first school named as a Bicentennial Campus under the new program was the University of Alabama, which was presented its official certificate and Bicentennial flag by President Ford on Nov. 8.

Approximately 3,500 schools are eligible for national recognition which, among other things, entitles them to use the national Bicentennial symbol in their projects and programs. John W. Warner, Administrator of the ARBA, said the Bicentennial Colleges and Universities Campus Program was established because of "the

active role many of the institutions of higher learning are playing in the Bicentennial commemoration and to stimulate and encourage greater participation by students across the land."

The Colleges and Universities Campus Program is companion to the ARBA sponsored Bicentennial Communities Program which has provided national recognition to 1,659 communities of varying size and political structure as of Oct. 17, 1974.

Schools eligible for national Bicentennial recognition include all institutions with post-secondary programs which are wholly or principally creditable toward baccalaureate and or associate degrees. They must be listed in the U.S. Department of Health, Education and Welfare publication "Education

Directory, 1973-74, Higher Education."

Schools with multi-campus must submit an application from each campus desiring to participate in the program and each campus qualifies for separate designation.

To become a Bicentennial campus, a school must form a Bicentennial Committee which is broadly representative of the institution, including the student body, the faculty and the administration.

Plans and programs developed by the Committee must include activities under each of the three national Bicentennial theme areas of Heritage '76, Festival USA, and Horizons '76. At least one program must have lasting value past 1976.

Talk of Texas

By Jack Maguire

WOULD YOU BELIEVE — That the headquarters of the Arturo Toscanini Society is located, in all of places, Dumas, Moore County, Texas?

Actually Dumas (pop. 11,200) has been known to one category of musical buffs since 1928. That was the year the town inspired Phil Baxter to write his hit song, "I'm a Ding Dong Daddy from Dumas." However, that popular tune is many octaves away from the operas and symphonies that brought fame to Toscanini, the great Italian conductor. So how is it that Dumas is the home of the world society that honors his memory?

It all began in 1969 when Clyde J. Key, Dumas resident and opera fan, decided that there should be an Arturo Toscanini Society, so he organized one. Now headquartered on the ground floor of a hotel in the heart of Dumas, the Society boasts the second largest collection of Toscanini material in the world. Only the Library and Museum of the Performing Arts at Lincoln Center in New York has more archival materials on the great conductor.

The Society has transferred to tape Toscanini rehearsals and broadcasts of the NBC Symphony (which operated under his baton from 1928 to 1933) and other great orchestras which he conducted around the world.

Included in the Society's collection are films, photographs and programs of Toscanini performances ranging from La Scala in Milan to the Salzburg Festival.

THE GOOD OLD DAYS — In the 1880's, when hundreds of Chinese laborers were employed building railroad lines through Texas, they found that local bankers treated

them as preferred customers. The reason? Their signatures were almost impossible to counterfeit.

SPORTS NOTE — One of the most controversial football games in Southwest Conference history gave Rice a 1-0 victory over Howard Payne after the Howard Payne team walked off the field in the last quarter of play.

The game, played November 21, 1919 in Houston, saw Rice take a 7-0 lead. In the fourth quarter, however, a Howard Payne forward pass bounced out of the hands of one receiver and into the hands of another. The second player crossed the goal line and scored.

The umpire, however, ruled that the ball also had been touched by a Rice player and that it was thus an incomplete forward pass. The Howard Payne coach objected and his team backed him up. After 10 minutes of argument with the officials, the players and coach walked off the field.

Declaring the game a forfeit, it was entered in the record books as a 1-0 win for Rice. Lewis B. Walker of Gonzales, then a sports writer for the Houston Chronicle, sent the story to "Talk of Texas."

NOTE TO SHOPPERS — For that person who has everything, it's still not too late to order what has to be one of the world's most unique Christmas gifts.

For \$2.50 (postage included), B.S. Enterprises, P.O. Box 818, Beaver, Okla. 73932, will send a genuine dried cow chip, gift wrapped and with a booklet detailing the history and uses of cattle droppings.

GRAFFITI

ONLY A WOMAN CAN SKIN A WOLF AND GET A MINK

The Brand Files

50 YEARS AGO

The special committee recently appointed by the Chamber of Commerce to work for a County Agent in Deaf Smith county appeared before the County Commissioners in session last Friday afternoon. No definite action was taken at the meeting. Cold, clear snappy weather is prevailing now with plenty of ice in the early morning hours but with bright sunshine during the day. Farmers are busy getting in the feed and cotton in preparation for winter.

35 YEARS AGO

Biggest point of interest in town, judging from the crowd always there during the day, is the new postoffice. There seems to be a certain fascination about watching the other fellow work. President's Roosevelt's Thanksgiving Day does not appear to be very popular in Hereford. None of the stores are observing the day by closing, but practically all will be closed next Thursday on the Day officially proclaimed for Hereford. Enough potatoes were raised in Hereford this year to supply every man, woman and child residing in Deaf Smith County with 534 pounds each.

20 YEARS AGO

Proposing a \$250,000 bond issue for the erection of a Community Center, members of the Hereford Lions Club went on record as being in favor of the project. With the completion of football season, the Hereford Whiteface basketball squad began workouts in earnest Monday. The herd moved into the new modern gymnasium Wednesday, and began preparations for the first game which will be held here Dec. 4 against the Clovis Wildcats.

10 YEARS AGO

Deaf Smith county families owe an average of \$790 each, says Park Row News Service which has come up with some interesting figure concerning family debts. In Deaf Smith County, the average income for repayments of installment obligations was \$87 per family. Hereford churches are planning a community Thanksgiving service Wednesday in the sanctuary of First Methodist Church. An upset-minded Hereford Whiteface was put down handily by District 1-AAA champion Dumas Demons 42-16 Friday at Demon Field.

5 YEARS AGO

November's building permits total which hit over \$300,000 hiked this year's total to almost \$3.5 million through the permits issued. The total \$302,700 was the third largest total for this surpassed only by April's total of \$1,006,000 and the June total of \$348,100. The local Civil Air Patrol Squadron, commanded by Major Milton Admad, will be hosting area squadrons in Patrol's 28th Anniversary.

1 YEAR AGO

Hereford's James Harris was more than the Amarillo Caprock Longhorns could handle Friday night as the 4-AAAA Player of the year led the herd to a 13-7 bi-district playoff win and into a regional berth against El Paso Coronada this week. The President of the association representing the milk and ice cream processors and manufacturers of Texas stated today that predicted fuel shortages will almost certainly lead to some curtailment of services to customers.

Letter to the Editor

In appreciation, we, staff of Hereford Migrant Child Development Center, would like to express our most sincere appreciation to all the members of the *Wishing Well Ballroom*.

Our first parent-teacher program was held at the Wishing Well last Thursday.

We also like to thank all 10 members for getting involved with the community and in providing the use of their building for this parent program. It makes us very happy to see others interested in the migrant program.

Our Center is located at Wesley Methodist Church at 420 Irving and it is not big enough to present this program. So without much notice to the members of the Wishing Well Ballroom, they accepted our request and loaned us their hall. Thanks to them, the program was a success. We had over 200 persons present that night.

I also like to thank Mr. Paul Abalos, one of the speakers for that program.

I would like to thank Joe Castillo, president of the Wishing Well, who went out of his way and borrowed a microphone for us to use that night. It was borrowed from Roy Rendon, owner of the microphone.

Thank you all very much for everything.

Thanks to all participating parents too.

Irma G. Medina
Center Director





At National Conference

Representatives of the Campfire Girl program in Hereford are attending the National Council Meeting of the organization in Anaheim, Calif., this weekend, two as national members. Kiska Hodges, seated, is a youth member of the council; her mother, Mrs. A. E. Hodges, right, is a member of the local council and Mrs. Lewis Lea, left, is executive secretary here. Mrs. Earnest Langley, not pictured, went from Hereford as a National Council member, chairman of the zone which includes Hereford.

Jewels Subject In Club

History and romance of fashionable gemstones, and the purchase of such stones as an investment, were discussed by John Duncan of Amarillo as guest speaker to L'Allegria Study Club Thursday morning. The meeting was in Mrs. Cameron Gault's home with Mrs. John E. Smith as co-hostess. The visitor spoke of antique jewelry as well as new, and showed a number of gems to the group to illustrate his talk. Present were Meses. Joe Reinauer Jr., Rudy Metz, Gerald Parker, Bill Lyles, J.H. McCrary, Dennis Farley, Bobby Veigel, Jim Conkwright, David Jefferies, Burns Hamilton, Gerald G. Payne, Aaron Hutto, Danny Martin, Wesley Gulley, Dwaine Walker, Bill Warrick, Gary McQuigg, Dennis Lomas and Terry Caviness.



Fiancee Of Coach

Engagement of Miss Ruth Dodd of Abilene to Robert L. Keyes, 210 Short Street, head track coach and assistant football coach at Hereford High School, is announced by her parents, Mr. and Mrs. CH. Wangerin of Abilene. The wedding planned for Dec. 27 in Hillcrest Church of Christ at Abilene. The bride-elect is a junior in Abilene Christian College and a graduate of ACC High School. Keyes is the son of Mr. and Mrs. Virgil N. Keyes of Seminole, where he completed high school studies. He received BS and MEd degrees from ACC.

Clothing, Gifts Donated By DAR

Boxes of clothing and unwrapped Christmas gifts were sent to various DAR schools by members of Los Ciboleros Chapter, Daughters of American Revolution, Thursday afternoon in the home of Mrs. Charles Bell. Chapter members sent clothing to Tamasee School in Tamesee, S.C. Kate Duncan Smith School in Alabama and Bacone Indian School for Girls in Muskogee, Okla. Gifts were sent to St. Mary's Academy for Indian Girls in South Dakota. It was reported that contributions from turkey canisters increased to \$1000. The cans were placed in prominent locations about town for donations to be used toward the purchase of a micro-film reader to be donated to Deaf Smith County Library. To date the chapter needs only \$400 to complete the money raising project. It was also reported that the American Legion Auxiliary has contributed \$15 to the fund. Researching Your Lineage was the program given by Mrs. Jeff Smart. A question and answer session followed.

Women recognized at the Chapters' guest day were Meses. Henry Neely, Earl Lance, Milton Adams, Tom Draper, Mack Mixson, Burk Inman Jr. and Hardy Benson. Also Mrs. H.T. Henslee of Amarillo and Mrs. Louise Vaughan who is a member of La Paisana Chapter of DAR in Wellington. Both women are prospective members of the local chapter. Members present were Meses. E. S. Brainard, T.J. Carter, Jack Gilliland, Earl Holt, W.D. Johnson, Stan Knox, L.W. Norvell, Joe Reinauer Sr., Jess Robinson, Alfred Smith and Leroy Williamson.

She was a lady of incisive features bound in a stiletto parchment. -George Meredith.

Engaged Girl Given Shower

Close friends of a bride-elect, Deborah Butler, complimented her with a lingerie shower Wednesday afternoon in the home of Mrs. C.F. Newsom. Many of the 25 guests were faculty members at Aikman School, where Miss Butler is a kindergarten teacher. She is to marry Robert E. Lee of Lubbock on Dec. 28. His mother, Mrs. Robert G. Lee of Happy, was a guest at the party. Hostesses were Mrs. Wayne Winget, Phyllis Gerdson, Orinda Eikman and Janice Newsom. They invited guests to register and served refreshments in turn. Blue candles lighted the table which was covered in white over blue, colors to be used in Miss Butler's wedding. Late roses and other garden flowers centered the table. The honoree was presented a white carnation corsage tied with blue ribbons and tulle. Maternal grandparents are Mrs. and Mrs. Floyd Coker of Hereford.

AARP's Officers Installed

Police Chief Don Brush was guest speaker to the Hereford Chapter, American Association of Retired Persons, at its meeting in Community Center Thursday evening. He described the organization of the city's police department and told of its varied duties.

Officers for the coming year were installed by Walter Jameson of Amarillo, district AARP supervisor. Ed Dziuk took office as president for another year, Leona Seavey is vice president, Zoe Williams secretary and Mrs. Leon Vinton treasurer.

Plans were made for a Christmas party to which all residents of the area over the age of 55 are invited. It will be held Dec. 5 in Community Center, with a covered dish supper at 6 p.m. and a fun party afterward. A large group was present for the meeting this week, and spent an informal social hour to close the evening.

BIRTH ANNOUNCED

Mr. and Mrs. Mike Harris of Amarillo are the parents of a son, Brian Eugene, born Thursday in that city. He weighed 6 lbs. 14 oz.

Maternal grandparents are Mrs. and Mrs. Floyd Coker of Hereford.

Decorating Club To Donate Books

Members of Sweet 'N' Fancy Decorating Club decided to donate decorating books to Deaf Smith County Library when they met Friday morning in Community Center.

In order to purchase needed books, club dues were raised a dollar. Members appointed to select the first decorating book and to purchase a new cake pan were Meses. Dale Henson, Joel Lytal and Lee Donaway. Mrs. Henson demonstrated lattice work used to shape fruits and vegetables for the 'horn of Plenty' decoration on a cake and Mrs. Keith Battey brought a gingerbread house she had made and told members she had used over 300 Jelly bears to form the roof.

Future events include the club's next meeting Dec. 13 at Community Center in which members are asked to bring something they have made, and a tasting spree scheduled for 10 a.m. Dec. 19 in the home of Mrs. Battey.

Members present welcomed Mrs. John Hagar as a guest. They included Meses. Battey, Donaway, Jimmy Holmes, Mark Koenig, Carl Kleuskens, Lytal, Joe Paxton, Lynn Pittard, Joe Schumacher and Danny Thompson.

Look Who's New

Mr. and Mrs. Juan Hernandez are the parents of a daughter born Nov. 21. She weighed 7 lbs. 14 oz. Mr. and Mrs. Jose Barrera Garcia Jr. are the parents of a son, Jose Garcia Jr., born Nov. 20. He weighed 8 lbs. 8 oz.

Spokane's Expo '74 ends after 184 days.

A. O. THOMPSON ABSTRACT CO.
Mr. and Mrs. A. J. Schroeter
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Phone 364-1504
P.O. Box 73
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Showing Blocks

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A professional.
Southwestern Life
Happiness is what we sell
Charles Bell Jr.
110 East 3rd Phone 364-2343

Open Late Every Thursday Night
Gattis Shoe Store
Of Hereford In Sugarland Mall
A warm smile, a personal touch... you can expect **SPECIAL SERVICE** from us
Every business is built on individuals — individuals like you who have special needs. Perhaps you wear an unusual size — we'll help you get it. Maybe you don't get out to shop much — we'll mail your shoes to you. But even if you don't have any special needs, you certainly want a friendly place to shop — we have it! Come in today and you'll see right away that we specialize in service!
COBBLES

BARRICK FURNITURE'S ANNIVERSARY SALE-CONTINUES
with savings of **30-40-50%** OFF
NEVER UNDERSOLD
BARRICK
FURNITURE AND APPLIANCE
W. HWY 60 IN STORE FINANCING
ONLY 5 DAYS LEFT

Madonnas Shown As Two Clubs Hear Collector

Madonna figures from many parts of the world, collected through the years by Mrs. Jordan Grooms, were shown to members of Bay View Study Club Thursday afternoon as the owner recounted stories of the most unusual, and how some were acquired in unusual ways.

Mrs. Grooms, wife of the pastor of First United Methodist Church, has received most of the Madonnas as gifts and has found others as she and her husband have traveled widely. She explained that her collection includes some figures too large to be moved easily, as well as some very tiny ones.

They are made of glass, wax, clay, wood, tin and other materials and each is typical of the country where it was made. Pictures of Madonnas were displayed as well as the figures.

Mrs. Colby Conkright was hostess to the club and guests, Mrs. George Turrentine, Henry Sears and Earl Holt in addition to the speaker.

Plans for the club's Christmas party Dec. 5, when husbands of members will be

guests at Hereford Country Club, were made in the business period with Mrs. Howard Gault presiding. The social committee headed by Mrs. Ansel McDowell will be hostesses.

Present were Mrs. Jimmie Gillentine of Amarillo, associate member, and Mmes. Homer Garrison, W.K. Golden, J.R. Allison, D.N. Garnef, H.L. Benefield, Austin Rose, W.H. Griffin, Bruce Burney, R.B. Miller, W.J. Gilliland, Robert Josseland, R.W. Eades, Herman Ford, W.S. Kerr and Jack Wilcox.

She said her collection now totals 105 figurines acquired in her hobby of 30 years. Gifts of the Madonnas have led to friendships in foreign lands as well as in this country, she said, and her interest in the collection inspired a study of Christian art, in which "the Madonna is queen."

Club members were interested in national and racial characteristics revealed in the figures from other nations, especially in a wood carving from Africa showing the maker's conception of the ideal mother.

At a second program Thursday, Mrs. Grooms talked of her collection to Hereford Study Club members at an evening meeting in Mrs. Cawthon Bryant's home. She was introduced there by Mrs. S.L. Garrison.

Mrs. F.L. Burgess of Tulia, sister-in-law of the hostess, was a guest. Other club members at the meeting were Mmes. Noble Howard, Joe Story, Bob Word, T.E. Braddy, Ed Wilson, Roy Hartman, Art Stoy, C.R. Winget and R.N. Yarbro, and Miss Gladys Setliff.

CHRISTMAS DECORATING CONTEST

Women's Division of Deaf Smith Chamber of Commerce
701 North Main Street, Hereford, Texas 79045

NAME _____
ADDRESS _____
PHONE NUMBER _____

CATEGORIES:
TOTAL HOME _____
SPOT DECORATION: WINDOW _____
DOOR _____
BLOCK (NEIGHBORHOOD) _____

Birth Of Daughter Saturday Announced

Mr. and Mrs. John Jackson of 312 Ave. A announce the birth of a daughter at Friona Saturday morning. Not named immediately, the baby weighed 7 pounds 4 ounces at birth.

Grandparents are Mr. and Mrs. Henry Jackson, Mr. and Mrs. Marvin Kearns, all of Hereford.

BSP Sorority Has Program On Verse

Mrs. Ken Walsler presented a program on verse to Alpha Iota Mu Chapter of Beta Sigma Phi Sorority Thursday evening in Community Room of First National Bank.

In conjunction with the program members divided into three groups and composed

Westway Church Plans Revival

The public is invited to share fellowship with Westway Baptist Church members as they host a revival Dec. 1-7, according to interim pastor, Gene Suttler.

The Rev. Robert Field of Wildorado will be special guest speaker during services at 7:30 p.m. on weekdays and 6 and 7 p.m. Sunday.

Local singing groups will join in worship services.

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

Newsman Is Speaker To AAUW

Since news media have so great an influence on people, criticism is often just, but "we want to give people what interest them because that is what runs our business," the Hereford Branch, American Association of University Women, was told this week by Joe Fields, newsman with an Amarillo television station.

Fields was introduced by Mrs. Bob Hamman as speaker at the AAUW meeting in Community Center on the subject, Media - Issues in Communication.

Several women in the group volunteered to assist Larry Watson in a tutoring project for juveniles on probation in this county.

The branch voted to join Friends of Deaf Smith County Library as a group, after assuming leadership in organizing the Friends here this fall.

Hostesses for the meeting were Mmes. Stephen McWhorter, Richard Barnard, F.O. Naylor and Mark Armor.

Lunch Slated For Mothers Of LD Kids

Mothers of children with learning disabilities are to meet for a covered dish lunch Monday at Community Center, continuing a series of meetings which began this fall to bring the mothers together to talk over mutual problems.

Any mother of a child with any type of learning disability is invited to the lunch at 12 noon no personal invitation is necessary.

Although no formal organization has been started here, parents present at a recent meeting agreed to get together occasionally and perhaps work out monthly dates to meet.

At that time, representatives of the High Plains Association for Children With Learning Disabilities were present to speak to parents of LD children.

Cooperation from public school teachers of LD children has been given, and one purpose of the meetings is to give parents information on terms used by the teachers in discussing such pupils. Informal exchange of experiences by the parents, to help each other realize that his problem is not unique, is another purpose.

Golden Gleams
A pleasant face is a silent recommendation.
-Publilius Syrus.

God has given you one face, and you make yourself another.
-Shakespeare, Hamlet.

SUPER SAVER



BONELESS HAM
Safeway Brand Whole or Half
\$1.69
lb.

Hawthorne's SMOK-A-ROMA SLICED BACON



SUPER SAVER

SLICED BACON
Smok-A-Roma Brand
99¢
2-lb. Pkg. \$1.97 lb.

SUPER SAVER



USDA CHOICE BONELESS ROAST
or Steak
Bottom Round Mature Beef
\$1.19
lb.

Oscar Mayer MEATS FROM SAFEWAY!

Wieners	Oscar Mayer	\$1.29
Franks	Oscar Mayer	\$1.31
Sliced Bologna	12-oz. Pkg.	\$1.13
Variety Pack	Meat Pkg.	\$1.55

Every Beef Steak and Beef Roast We Cut At Safeway Is USDA Choice Beef

Fryer Livers Fresh 1/2 lb. **99¢**
Fryer Gizzards Fresh 1/2 lb. **79¢**
Comish Hens Manohouse 22-oz. Ea. **99¢**
Ducklings Manohouse Grade "A" 1/2 lb. **99¢**

CANNED HAM
Safe-way 3-lb. **\$4.39**
Can

Boneless Ham Hormel Cure #1 Whole or Half lb. **\$1.99**
Boneless Ham Oscar Mayer Halves lb. **\$2.09**
Mini-Hams Oscar Mayer Brand lb. **\$2.49**
Ham Slices Oscar Mayer Sliced lb. **\$1.69**

GROUND BEEF
Regular 100% Beef Any Size Pkg. lb. **78¢**

Sliced Bacon Heman Brand Vac-Pac lb. **\$1.09**
Link Sausage Oscar Mayer Brand lb. **\$1.39**
Smoked Ham Shank Portion (Water Added) lb. **79¢**
Smoked Ham Rump Portion (Water Added) lb. **89¢**

TURKEY BREAST
Self-Basting lb. **\$1.29**

USDA Choice Beef
Chuck Roast Blade Cut lb. **68¢**
7-Bone Roast Center Cut Chuck lb. **98¢**
Arm Roast USDA Choice Beef Chuck lb. **\$1.18**
Rib Roast USDA Choice Beef Large End lb. **\$1.39**

THANKSGIVING TO REMEMBER

Gelatin Mix Jell-Wall 3-oz. Box **16¢**
Com Muffin Mix Mrs. Wright's 8 1/2-oz. Pkg. **18¢**
Dinner Napkins Kleenex 60-ct. Assorted Pkg. **41¢**

Karo Syrup Red Label White 16-oz. Bott. **53¢**
Marachinos Empress Cherries 8-oz. Jar **55¢**
Edwards Coffee lb. **\$1.15**

Marshmallows Kraft Mini-Ture 10 1/2-oz. Pkg. **39¢**
Soft Drinks Craymont Plus Disp. 2-oz. Cans **53¢**
Tomato Juice Town House 48-oz. Can **59¢**

Safeway's Garden Fresh Produce!

GREEN BEANS
Town House Whole! **29¢**
SUPER SAVER
16-oz. Can

MANDARIN ORANGES
Town House! **33¢**
SUPER SAVER
11-oz. Can

BROWN & SERVE ROLLS
Mrs. Wright's **3 \$1**
SUPER SAVER
12-ct. Pkgs.

CELERY
SUPER SAVER
Crisp Tender Stalks Ea. **14¢**

YAMS
SUPER SAVER
Golden Sweet 4 Lbs. For **\$1**

ALKA-SELTZER
Digestion Aid Tablets **69¢**
SUPER SAVER
25-ct. Botl.

GILLETTE II
Trac II Razor Blades **\$1.69**
SUPER SAVER
9-ct. Pkg.

Seasoning Crown Colony Poultry 1-oz. Size **43¢**
Spice Crown Colony Pumpkin Pie 1 1/2-oz. Size **65¢**
Rubbed Sage Crown Colony 1-oz. Size **53¢**

GOLDEN CORN
Town House! **27¢**
SUPER SAVER
17-oz. Can

MUMS Assorted Colors 6 in. Pots **\$2.98**

VIOLETS Beautiful African 3 in. Pots **99¢**

Turnips Sweet Clip Top lb. **2/29¢**
Potatoes All Purpose Russet 10-lb. Bag **89¢**
New Crop Nuts Almonds, Brazil, Pecans, Walnuts lb. **79¢**

Cranberries Ocean Spray lb. **35¢**
Pears Bartlett Extra Sweet 3 lbs. **\$1.00**
Onions Mild Flavor Yellow 2 lbs. **29¢**

APPLES
Red or Golden Delicious 4 lbs. for **\$1**

Red Emperor GRAPES
SUPER SAVER
3 Lbs. For **\$1**

MAKE SAFEWAY YOUR HEADQUARTERS FOR YOUR HOLIDAY FILM NEEDS!
Polaroid Color Film True Tone **\$4.49** **Color Prints** Kodak CR-126 12 **\$1.19**

The All New Funk & Wagnall ENCYCLOPEDIA **\$1.99**
Ea. Volume # 20 & 21

MAKE SAFEWAY YOUR PRODUCE HEADQUARTERS FOR THE HOLIDAY!
• Dates • Broccoli • Cauliflower • Brussel Sprouts • Egg Plant • Squash
• Mushrooms • Parsley • Parsnips • Rutabaga • Turnips • Baking Squash

Couple At Home After Marriage

Mr. and Mrs. Muri May are at home at 1714 College Ave., Fort Worth, after their recent marriage in North Fort Worth Baptist Church and a trip which included a visit here in the home



Mr. and Mrs. Muri May

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown

of his parents, Mr. and Mrs. Robert Trowbridge, 849 Irving. The bride is the former Miss Kathy Earwood, daughter of Mr. and Mrs. Billy Williams of Fort Worth. Her brother, the Rev. Carl Earwood of Austin, conducted the marriage ceremony where Mrs. Trowbridge was a guest.

May is a graduate of the Texas School for the Deaf and is employed with Stafford Lowden Printers at Fort Worth. His bride attended Fort Worth schools.

BAKED HAM SLICE

1 1/2-inch slice ham
2 T. honey or corn syrup
1/4 c. brown sugar
2 T. orange juice
Slash edge of fat in several places to keep ham from curling during baking. Place in 1 1/2 or 2-quart casserole. Combine honey or corn syrup, brown sugar and orange juice; spread over ham. Bake at 350 degrees for one hour. Serves 4.

Couple To Marry

soc. Couple to marry 2-24

The marriage of Miss Lupe Castillo, daughter of Mr. and Mrs. Ramon Castillo of 606 Grand, and Gonzalo Guzman, son of Mr. and Mrs. Amado Guzman of 431 Barrett, is to take place in Thompson Memorial Baptist Mission on Dec. 7 and the couple will reside in Hereford.

Miss Castillo, a graduate of Hereford High School with the class of 1974, is a student in West Texas State University this semester. Her fiance is an employe of Armour & Co. here, and has attended Hereford schools.

Yearbook Given To Members

Activities of coming months are outlined in yearbooks distributed to members of Radiant Servants Class of Avenue Baptist Church at a meeting this week in the board room of the Chamber of Commerce building.

Mrs. Percy Willson was hostess for the business and

social meeting. She and Mrs. Jim Culpepper form the committee which prepared the yearbooks. An office vacancy was filled with election of Mrs. Dick Mason, as treasurer.

The class Christmas party was scheduled for Dec. 17, a salad supper in the Mason home.



Medieval people felt that a black sheep bore the Devil's mark.

Dates Fixed For Holiday Club Events

Holiday parties, one to include their families, were planned by members of Cultural Extension Club Thursday afternoon when they met in the home of Mrs. John Hunter. Mrs. J.D. Love opened the meeting by reading a poem, Special Friends.

Mrs. T.J. Parsons presided as dates were set for a family dinner Dec. 4 and a club Christmas luncheon Dec. 13, both in Pioneer Gas Flame

Room.

A program on Quick Meal Preparation was given by Joyce Shipp, county extension agent. The assistant agent, Sherry Harder, was also present.

Mrs. Warden Huggens was received as a new member. Others at the meeting were Mmes. P.M. Houser, J.G. Gandy, Ira Scott, M.W. Sumner, Arthur Dettmann, Paul Corbett, Mary Ella Ricketts, M.H. Wiseman and Tom Hargrave.

Mother Of Hereford Man Dies Thursday

Funeral services for Mrs. W.B. Seale of Amarillo, mother of Ray Seale of Hereford, were conducted Saturday morning at Amarillo. Her death occurred Thursday morning in her home. She was a native of Lampasas County, 71 years of age, and had lived in Amarillo 21 years.

In addition to the son here, she is survived by her husband,

three daughters and two other sons, a brother, 11 grandchildren and one great-grandchild.

Credit Vs. Creditors
Running into debt isn't so bad. It's running into creditors that hurts.
-Gospport, Pensacola.

Small Talk

BY SUE COLEMAN
Womens Editor

FORMER residents, sisters, Mrs. Ossie Hughes of Lubbock and Mrs. Charles Reese of Brownfield have visited old acquaintances here lately. They are the former Susie and Kay respectively, daughters of Helen Cole of Lubbock.

They have been guests of the Elmer Fryars, Mr. and Mrs. Elmer Jones and Mrs. Frank R. Daniels. Their brother, Ray Cole of Clovis, is currently in St. Anthony's Hospital at Amarillo and they were in this area partly to visit him.

The sisters and brother graduated from Hereford High while the family lived here so they have a number of friends in this part of the world. Incidentally, Cole may have visitors in the hospital and says they will be welcome.

WHEN MRS. Freddie Savage gave us a recipe for easy-to-make wholewheat rolls that appeared in Thursday's Brand, she says she forgot to say they should be allowed to rise about 2 hours after the dough is shaped into rolls, then baked.

We hope that was the way it happened, and that we didn't leave out some directions. Anyway, Mrs. Savage could easily have forgotten that bit of advice, assuming that anyone who made bread would know when it needed to rise some more. But in case a beginner uses her recipe, don't omit this period of rising, else the rolls could be used for cannonballs when baked.

A THANKSGIVING trip to California will be made by the Robert Trowbridges, and a big attraction out there is their granddaughter whom they have not seen yet although she is almost two years old. She is the daughter of the Kenneth Mays, formerly of Hereford.

THINGS keep going in cycles and there is something real familiar to us older folks about the fuss among barber shops and beauty parlors over who cuts women's hair and who cuts men's hair.

What with the boys getting their hair styled at beauty shops and girls liking the edge that barbers put on their short hair (we used to call it shingled hair but I think the term now is layered), there is some cause for a squabble, I suppose.

But it doesn't compare to the flap back when flappers first adopted short hair styles. There were no beauty shops then (no joking, children, there weren't and we survived!) so haircuts had to be obtained at the barber shop, which up to then has been as strictly a man's domain as the corner saloon.

Most men didn't want women in the barber's chair, and a lot of barbers didn't until they discovered what a gold mine they had struck with twice as many heads to be trimmed. For details, you might ask Grandpa if he remembers that far back.

Catholic Parish To Give Thanks

Parishioners of St. Anthony's Catholic Church will assemble "to give thanks for God's many blessings" at a special Mass of Thanksgiving 10 a.m. Thursday.

Representatives of congregation families will bring gifts to the altar and will join the church choir for hymns. Father Aedan Davis will be celebrant.

The church will also participate with other congregations in the Community Thanksgiving worship service Wednesday evening at First Christian Church.

Students of St. Anthony's Parochial School will participate Tuesday morning in a Bible service, during which they will contribute something for needy children. The Catholic Youth Organization (CYO) has also been conducting a food drive for the poor.

Bishop of the Diocese, Lawrence D'Falko of Amarillo, was here last week to confirm 44 sacraments. A social gathering followed the mass Tuesday at St. Anthony's School.

Brother's Funeral Conducted At Friona

Funeral services for Elmer S. Euler, brother of Ray Euler of Summerfield, were conducted Saturday afternoon in Calvary Baptist Church in Friona.

Officiating was the Rev. R.C. Hester, pastor of Emmanuel Baptist Church, and Ron Trusler Pastor of Calvary Baptist Church. Burial was held in Friona Cemetery under the direction of Parsons Funeral Directors.

Mr. Euler, 86 died Wednesday morning in a Dimmitt hospital. Survivors include his wife, Martha; two daughters, Louise Mangold of Flint Mich, and Gertrude Biglaw of Plantencia, Calif.

Also two sons, Raymond of Friona and Lee of Albuquerque; a sister, Mrs. Pearl Mol of Weatherford, and 10 grandchildren.

WE STOCK ONLY U.S.D.A. Grade "A" TURKEYS!

TOM TURKEYS
Manorhouse Grade "A" Young Turkeys! (Over 16 lb.)
49¢ lb.

SELF-BASTING TURKEYS
Honey suckle Full Variety of Sizes lb.
59¢

MANORHOUSE TURKEY
With Dressing and Gravy
3-lb. 6-oz. Pkg.
\$3.79

Manorhouse Hens (Under 16 lb.) lb. 53¢

TURKEY ROASTS BONELESS

Manorhouse - LIGHT & DARK 2.29
Manorhouse - ALL WHITE 2.29
Manorhouse - LIGHT & DARK 3.39

Checkerboard - LIGHT & DARK 1.29
Checkerboard - ALL WHITE 1.39
Checkerboard - LIGHT & DARK 2.39

Sliced Meats 49¢
Breaded Shrimp 2.98
Shrimp Cocktail 43¢
Cocktail Shrimp 5.48



ALL SAFEWAY STORES WILL BE CLOSED THANKSGIVING DAY— THUR., NOV. 28
So that our employees may spend the holiday at home with their families. May we wish you a bountiful Thanksgiving!

HEREFORD, TEXAS

SAFEWAY WONDERFUL FOODS FOR A

Safeway's Frozen Food Items!



BROCCOLI SPEARS

Bel Air 10-oz. Pkg. **39¢**



ORANGE JUICE

Scotch Treat 100% Florida Orange Juice 6-oz. Cans **5 \$1**

Peas Town House 17-oz. Can **33¢**
Cranberry Sauce Ocean 15 or Spray Can **39¢**
Cranberry Juice Ocean 48-oz. Spray Size **\$1.05**

Eagle Brand Canned Milk 14-oz. Can **51¢**
Chicken Broth Swan 13-oz. Can **23¢**
Marshmallow Cr. 7-oz. Jar **43¢**

Mushroom Soup Town House 10-oz. Can **20¢**
Stuffed Olives Empire 8-oz. Jar **69¢**
Lipton Soup Mix Ocean 2-oz. Pkg. **51¢**

SWEET POTATOES
Town House! 23-oz. Can **61¢**

ALUMINUM FOIL
Kitchen Craft! SUPER SAVER 12"x25' Roll **29¢**

SWEET PICKLES
Zippy Whole! SUPER SAVER 22-oz. Jar **69¢**

Cool Whip Birds Eye 9-oz. Tub **69¢**
Brussel Sprouts Bel Air 8-oz. Pkg. **37¢**
Pumpkin Pie Bel Air 40-oz. Delux **\$1.09**
Mince Pie Bel Air 40-oz. Delux **\$1.29**
Strawberries Bel Air 20-oz. Pkg. **98¢**
Cut Corn Bel Air 32-oz. Pkg. **93¢**
Cauliflower Bel Air 10-oz. Pkg. **43¢**
Asparagus Bel Air 8-oz. Pkg. **69¢**
Pumpkin Pie Mrs. Smith's 46-oz. Pie **\$1.59**
Mince Pie Mrs. Smith's 46-oz. Pie **\$1.75**

PUMPKIN PIE
Bel-Air Mince 24-oz. Size **49¢**

PIE SHELLS
Bel-Air Party Pride 9-oz. Can **59¢**

LALANI PINEAPPLE
Low Priced 15 1/2-oz. Can **39¢**

WHIPPING CREAM
SUPER SAVER Lucerne! Pt. Ctn. 57¢ 1/2-Pt. Ctn. **29¢**
Margarine Colgate 16-oz. Tub **53¢**
Soft Margarine Engle 8-oz. Tub **79¢**
Crescent Rolls Mrs. Wiggins 8-oz. Can **43¢**
BUTTER
Shady Lane! lb. Ctn. **98¢**

LARGE EGGS
Breakfast Gem Grade "A" Doz. **71¢**
Cream Cheese Lucerne 8-oz. Pkg. **44¢**
Cream Cheese Lucerne 3-oz. Pkg. **18¢**
Cream Cheese Kraft 8-oz. Pkg. **47¢**
EGG NOG
Lucerne! Qt. Ctn. **69¢**

Safeway's Fresh Dairy Items!



Holiday Lunch Guests

Retired extension agent Mrs. Tom Draper was a special guest of North Hereford Extension Club at its Thanksgiving luncheon Thursday. Mrs. T.E. Brisendine, club president, serves her a dessert in top photo. Families of the members were guests; youngest were the daughters of Mrs. Richard Ward and of the Bob Campbells, lower photo.

Club Has Guests At Luncheon

Families and other guests joined members of North Hereford Extension Club for its annual Thanksgiving lunch Thursday in SWPS Reddy Room. Turkey and dressing was served with other food prepared by the members.

Tables were decorated in holiday motif with runners of evergreen interspersed with small pumpkins, leaves in fall color and green candles.

Lunch was served buffet style to Messrs. and Mmes. Cliff Johnson, Duane Holly, A.E.

Hodges, Ed Hartley, Lynn Brisendine, Paul Hagar and Bob Campbell.

Also Mmes. T.E. Brisendine, Mickey Brisendine, Tom Draper, Roy Shipp, Carl Mountz, Carl Luke, Paul Hoff, Viola Williams, Iva Saltzman, Neal Lemons, O.L. Williams, Carl Thorell, Tony Hoffman, Roger Williams, Richard Ward and Velma Salvino.

Also Roberta Campbell, Kiska Hodges, Toni Campbell and Jill Ward.

Volunteers Have Lunch

A visit from John Gilliland, first aid chairman in Deaf Smith County Red Cross Chapter, provided information about newly approved methods and equipment for that phase of Red Cross work for members of the Uniformed Volunteers at their lunch Thursday in Civic Club Center.

Gilliland explained the use of a new dummy used to teach mouth-to-mouth resuscitation, which the chapter purchased lately. He reported on a special first aid course just completed for Hereford firemen.

Members of the group gave reports of their service the past month of Kings Manor, Deaf Smith General Hospital and in homes to ill or elderly residents. They sent a greeting card to the president, Mrs. Emil Dettman,

who is hospitalized with a hip injury.

Present were Mmes. Henry Neely, Bill Hutson, O.H. Culpepper, C. Ora Cockrell and the county Red Cross executive, Genevieve Miller.

GARFIELD HEIGHTS, OHIO—Municipal Judge William Shields sentenced two men who he said showed "a lack of respect for the police" to write 500-word essays on the subject. He said that if these men act like sixth-graders, he'd treat them like sixth-graders.

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown

Joyce's Journal
Meals Are Quicker With Good Plans by Joyce Shipp

MANY QUICK meals using your favorite recipes can be prepared by careful planning and organizing steps in preparation. The best use of time can be made by starting first the food which requires the longest preparation time.

Each food then is prepared in order of time it takes. Partially prepared, prepared and frozen foods help to lessen preparation time.

Plan meals to use range units to the best advantage—surface units, deep well, grill, broiler and oven.

COOK AN entire meal in the oven or deep well. When heating the oven for the meat, plan to have several dishes cooking at the same time which might be used in the same meal or for future meals.

Use the broiler to prepare an entire meal or most of a meal, when it must be cooked quickly.

Prepare a "one-dish" or "casserole" to include a meat or meat substitute, a green or yellow vegetable and a potato or other starchy food may be substituted for the potato.

USE the automatic timer to start food cooking when you plan to be away from home.

Use a pressure saucepan to shorten cooking time.

Use the refrigerator effectively for keeping ready-to-serve foods such as roast beef, baked or boiled ham, luncheon meats, roll and cookie dough, custards, puddings and ready mixes, if refrigeration is necessary.

Refrigerator rolls, gelatine salads and desserts can be prepared the day before. Vegetables washed, trimmed and ready for use may be stored in plastic bags or hydrator. Fruits can be stored, washed and ready to eat.

FROZEN foods make for better use of time by reducing preparation just before meals. To make best use of the freezer:

Store basic foods from which meals can be prepared (Meats, vegetables and fruits.)

Freeze breads, pies, cakes, sandwiches and baked beans for special occasions.

Store extra amounts made at one time, or for leftovers such as cooked roast.

Freeze fruit and vegetables at peak seasons, as well as meat, poultry and fish.

Freeze meals grouped together for use when the homemaker is away or for unexpected company.

Remember to allow for thawing time or freeze some foods that go directly from freezer to oven.

GOOD knives are essential.

Quality counts more than the number. Include a paring knife, carving knife and one with a saw-edge blade. Use a chopping board to prevent dulling knives.

Store knives in a wall rack or drawer—with in easy reach. Protect the blades and keep them sharp. Peelers with floating blades are good for preparing vegetables. Kitchen shears make many difficult jobs easier.

A good can opener is essential. Kitchen tongs, pastry blenders, spatulas household thermometers and a small cleaver make food preparation easier.

A food mixer can make many jobs quicker and easier. It is especially good for cakes, frostings, salad dressings, ice cream and for whipping vegetables. Keep it easily accessible. A food mixer can chop nuts and raisins to be added to batters and can chop eggs for sandwich mixtures.

Here are some quick and easy recipes:

BEAN LOAF
(with Tomato Sauce)
1 No. 2 can kidney beans, drained

½ lb. American cheese
1 onion, chopped fine
1 T. butter or margarine
Salt and pepper to taste
2 eggs, well beaten
1 c. buttered bread crumbs
1 can tomato sauce

Put beans and cheese through food chopper or mash fine. Brown onion in butter or margarine. Combine with ground mixture and season with salt and pepper. Add eggs.

Mix well and pack into greased loaf pan; top with bread crumbs. Bake 25 minutes at 350 degrees F. Serve with heated tomato sauce. Serves 4.

CRUNCHY OVEN CHICKEN
one-third c. butter or margarine

2 c. crushed potato chips, cereal or bread crumbs
¼ t. garlic salt
Dash pepper
1 - 2½ - 3 lb. frying chicken, disjointed

Melt butter or margarine. Combine potato chips, cereal or bread crumbs, garlic, salt and pepper. Dip chicken in melted butter or margarine, then in potato chip mixture.

Place pieces, skin side up, so they do not touch, in greased shallow baking pan. Bake uncovered for one hour at 375 degrees F. Serves 4.

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MANY OTHER ITEMS AT BARGAIN PRICES

"Full Line Of Arts And Crafts Supplies"

Flea Market Of Holiday Season Scheduled Again

Flea Market time is announced by the Women of St. Thomas Episcopal Church for Dec. 6 and 7, an annual sale of odds and ends, arts and crafts, and gourmet foods of the kind that have won these women a reputation for culinary ability.

Such a sale has been conducted as a benefit for St. Thomas Church at the Christmas season for several years. This year it is scheduled at the church on West Park Avenue or Harrison Highway.

The gala event is planned this year in three divisions. A bake sale will feature homemade casseroles and other dishes ready to use or to put into the freezer, plus the more usual cakes, candies, cinnamon rolls and cookies.

The arts and crafts sale will

include Christmas decorations, jewelry, cosmetic items, pictures and numerous other articles. There will be a rummage sale with toys, games, puzzles and furniture, also good usable clothes, all in good condition and many almost new.

President this year of Women of the Church is Ellen Carter. All the members are to assist in staging the Flea Market to which the public is invited to come, look and buy.

UNITED NATIONS, N.Y.

The Social Committee has given unanimous support to a move backed by the United States urging the United Nations to take action in helping account for missing and dead in wars. About a thousand Americans are still missing in Indochina.



Art For Sale

Paintings such as this landscape by Mildred Sheffy, top photo, will be among items in an Art-Gift Sale from 1 to 6 p.m. today in the Heritage Room of Deaf Smith County Library. Mrs. Sheffy is a member of the Deaf Smith-Castro Legal Secretaries Association, sponsor of the sale which will benefit its activities and charitable projects. Work of area artists who are not members will also be for sale, with handmade gift items priced from \$2 up. The public is invited.



Puppeteers

A puppet troupe formed this year in Hereford Church of the Nazarene will present a play as the worship service this morning, part of the church's observance of Children's Sunday. Mr. and Mrs. Dwayne Matlock direct the young members of the troupe. Pictured from left, top photo, are Sara Ricketts, Mrs. Matlock, Lee Ann Umstead and Shelly Gilliam; lower photo, John Slentz, Kevin Douglas, Matlock, Larry McNutt and Gerald Vaughn.

NO GUARANTEE

Open dating of perishable food doesn't guarantee quality or wholesomeness—only proper handling and storage from the processor to the dinner table will do that. Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System, reminds.

Chinese proverb: He who deliberates fully before taking a step will spend his entire life on one leg.

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COW POKES By Ace Reid

"Oh yes this here country's boomin', you fellers wouldn't believe it but when I first come here all this was good for wuz ranchin'!"

Hereford STATE BANK

Herd Places Three on All-District

Three members of the Hereford Whiteface football squad have been selected for the 4-AAAA All-District Team, voted on by the coaches of the district teams.

Terry Bell, who played offensive center most of the season, was selected for that position on the All-District squad. In addition, Bell played defensive end, providing the Herd with fine defensive play throughout the season. Bell was credited with 94 tackles at defensive end, along with two fumble recoveries. Bell was a two-year letterman for the Herd.

Dave Charest was selected for his defensive secondary talents. Charest, who was sophomore of the year in the district last year, also served on specialty teams, returning several kickoffs and punts, and was a running back as well. Charest also had two pass interceptions and one fumble recovery. Charest is also



TERRY BELL



DAVE CHAREST



a two-year letterman. John Paetzold a defensive tackle, was named to the defensive lineman position on the All-District roster. Paetzold

averaged about 11 tackles a game during the season for a total of 110. The All-District roster is listed below:

OFFENSIVE TEAM

Ends—Greg Goree, Plainview, 160, Sr.; Scott Hardy, Monterey, 190, Sr.

Linemen—Terry Bell, Hereford, 185, Sr.; Bobby Hall, Plainview, 210, Jr.; Gary Hamilton, Coronado, 180, Sr.; Mark Solesbee, Monterey, 180, Sr.; Danny Shaver, Monterey, 180, Jr.

Backs—Kenny Blackwell, Coronado, 180, Sr.; Larry Anders, Coronado, 185, Sr.; Glenn Stallings, Monterey, 160, Sr.; Richard Quimby, Lubbock, 155, Sr.; Chad Williams, Plainview, 192, Sr.

DEFENSIVE TEAM

Linemen—Bryel Moore, Plainview, 190, Jr.; David Hull, Lubbock, 210, Sr.; Jeff Hendrickson, Monterey, 190, Sr.; John Paetzold, Hereford, 205, Sr.

Linebackers—Robert Carter, Plainview, 180, Sr.; Steve White, Monterey, 190, Sr.; Randy Smith, Lubbock, 190, Sr.; Gary Hampton, Monterey, 180, Sr.

Secondary—Brent Wells, Plainview, 160, Sr.; David Charest, Hereford, 165, Jr.; Doug Hobbs, Lubbock, 145, Sr.; Alan Hatch, Coronado, 170, Sr.; Brad Harrelson, Monterey, 145, Sr.

Dist 4-AAAA Statistics

1974 FINAL OFFENSE				1974 FINAL DEFENSE				1974 FINAL STANDINGS						
Team	Rush	C-A	Yds	Totals	Team	Rush	C-A	Yds	Totals	Team	W	L	T	Pct.
Plainview	1661	52-108	564	2225	Monterey	1101	54-138	583	1716	Monterey	6	3	1	.666
Coronado	1572	51-118	595	2167	Coronado	1434	44-115	582	2016	Coronado	6	3	1	.666
Monterey	1349	53-149	687	2036	Lubbock	1583	53-113	627	2210	Hereford	5	5	0	.500
Hereford	981	54-146	744	1725	Hereford	4	6	0	.400	Hereford	4	6	0	.400
Lubbock	1133	40-116	452	1585	Lubbock	2249	32-83	467	2716	Lubbock	3	7	0	.300

PASSING				RECEIVING					
Player, Team	C-A	Yds.	Avg.	Int.	Player, Team	PC	Yds.	Avg.	TD
Huffine, Piv.	50-98	542	10.8	9	Goree, Piv.	22	267	12.1	1
Blackwell, Cor.	50-116	566	11.3	9	Bowles, Mont.	20	310	15.5	2
Crim, Here.	53-143	739	13.9	7					
Norman, Lub.	28-81	313	11.2	5					
Gardner, Mont.	48-141	629	13.1	13					

TACKLES				SCORING				
Player, Team	Pos.	No.		Player, Team	TD	PAT	FG	TD.
Keith Stone, Lub.	LB	181		Stalling, Mont.	5	0	0	30
Randy Smith, Lub.	LB	175		Washington, Piv.	4	0	0	24
Gary Hampton, Mont.	LB	156		Keith, Mont.	4	0	0	24
Dennis Evans, Here.	LB	131		Charest, Here.	4	0	0	24
Brad Harrelson, Mont.	SAF	103		Anders, Cor.	4	0	0	24
Bert Wall, Piv.	END	103		Martinez, Here.	3	2	0	20
David Arp, Cor.	LB	100		Anderson, Mont.	0	10	3	19
Jessie Castillo, Lub.	DB	99		Perry, Cor.	3	0	0	18
Terry Bell, Here.	END	94		Ketcheraid, Piv.	3	0	0	18
Glen Stallings, Lub.	DB	93		Hobbs, Lub.	3	0	0	18
Henry Williams, Lub.	NG	92		Summers, Piv.	0	10	2	16

In Football Contest

Lueb Leads Race For Grand Prize

The Hereford Brand's annual football game comes to an end this week with the final contest pages included in today's issue. With results of this week and next week's games pending, Raymond Lueb leads the way among those still competing for the grand prizes on the season.

Contestants who have entered every week, or missed only one week, are eligible for the three grand prizes—cash awards of \$100, \$35 and \$15. Those who enter all 13 weeks will have the advantage of taking off their worst week's score, as the season winners will be based on 12 entries.

Lueb has 58 "misses" on 10 entries, while Jimmy R. Walker is next with 60. Alan Wartes is within striking range at 61, as are J.D. Bryant and Lynn Luederback with 62, Saleh Igal and Roy Shipp with 63, and Cawthon Bryant and Cliff Johnson with 64.

A total of 103 entrants are still on the eligible list with entries listed for at least 10 of the weeks. With results from this week and next week still to go, anything could happen among the frontrunners in the competition for the three cash prizes.

Following is a complete list of those still in the season's competition and the number of games missed:

- 58—Raymond Lueb.
- 60—Jimmy R. Walker.
- 61—Alan Wartes
- 62—J.D. Bryant, Lynn Luederback.
- 63—Saleh Igal, Roy Shipp.
- 64—Cawthon Bryant, Cliff Johnson.
- 65—Theresa Albracht, Dorothy Mercer, Teri Beth Rush.
- 66—Waldo Baxter, Darrel Dirks, Lowell Rusher, Max Reed, Lani Walterscheid.
- 67—Gene Batterman, Gayle Cotten, Larry Wartes.
- 68—Beverly Bryant, David Coakley, Victor Estrada Jr., Joe Stagner.
- 69—B.F. Cain, E.H. Loerwald, Eddie O'Rand, Frankie O'Rand, Henry Ramaekers, Bob Renfro, Joyce Shipp, L.V. Watts.
- 70—Mal Manchee, David McDonald, Joe Williamson.
- 71—Dempsey Alexander, Marie Cogdell, Frank Cogdell, Joe D. Cummings, Mrs. R.D. Hubble, Joy Morton, Betty Rusher, Joyce Wartes.
- 72—Ray Brorman, Rodney O'Rand, Joe Tubb.
- 73—Royce Coatney, S.T. Loerwald, James Mercer, Mike O'Rand.
- 74—Curtis Barton, Melvin Hoover, Mrs. Melvin Kalka, Betty Kelley, Dale Smalts.
- 75—Bob Baker, Mrs. Ray Brorman, Mrs. B.F. Cain, Marguerite McGee, Steve

- Olson, Gregg Richards, Mrs. Richard Stanley, Mrs. Joe Williamson.
- 76—Laurie O'Rand, Mary Shelton, Larry Walterscheid.
- 77—Duane Albracht, Judy Renfro, David Smalts.
- 78—Barry Arnwine, Gary Duggan, Jerry LaFrance, Judy Richards, Jolene Williamson.
- 79—Jimmy Bell, Dick Lookingbill, Tony Melugin.
- 80—Jack McKinster, Dana Rush.
- 81 and over—Doris Bryant, Dora Berend, Ewald Berend, Sherry Hoover, Dave Hopper, Patsy Hampton, Chris Hodges, Melvin Kalka, George Loerwald, Marie Loerwald, Joyce Lomas, Rob Lomas, Ben Lueb, David Manchee, Pat Manchee, Irene McKinster, Jeff O'Rand, Jo Railey, Tom Rambo, Nancy Richie, Dorothy Schumacher.

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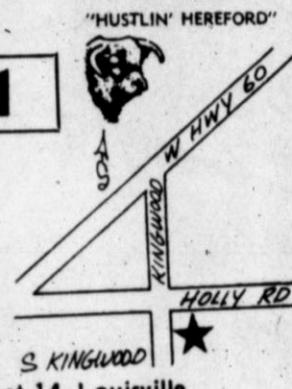


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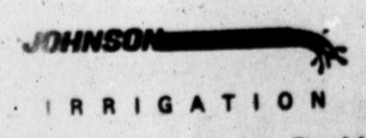
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And Season Winners Receive Grand Prizes Of

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To be eligible for a grand prize, a contestant must participate in 12 of the 13 weeks (if 13 entered worst week is thrown out)

Enter every week....simply look for games in the sponsoring merchants ads and check the number in the official entry blank.

FINAL WEEK

OFFICIAL ENTRY BLANK

Only one entry per person; entrants must be at least 16 years of age to be eligible. Check the games in the ads, then mark the box number in the entry blank of the team you select to win. To be eligible for the season prizes, entrants must have at least 12 weekly scores. Entries must be turned in at The Brand office, or mailed to Box 673 by 4 p.m. on Thursday. Please use the official entry form or a reasonable facsimile. Members of The Brand staff or their families are not eligible. Decision of the judges is final.

Name _____

Address _____

Phone _____

Mail to Box 673 or Bring By Office at 130 W. 4th

1. <input type="checkbox"/>	2. <input type="checkbox"/>	27. <input type="checkbox"/>	28. <input type="checkbox"/>
3. <input type="checkbox"/>	4. <input type="checkbox"/>	29. <input type="checkbox"/>	30. <input type="checkbox"/>
5. <input type="checkbox"/>	6. <input type="checkbox"/>	31. <input type="checkbox"/>	32. <input type="checkbox"/>
7. <input type="checkbox"/>	8. <input type="checkbox"/>	33. <input type="checkbox"/>	34. <input type="checkbox"/>
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Tie Southern California Breaker/Portland Storm Total Score _____

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Member F.O.I.C.

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Stanton, La Plata Open Cage Seasons

Hereford's two junior high schools, Stanton and La Plata, begin their basketball seasons Monday and Tuesday, play a short intramural program and then start after the district crowns.

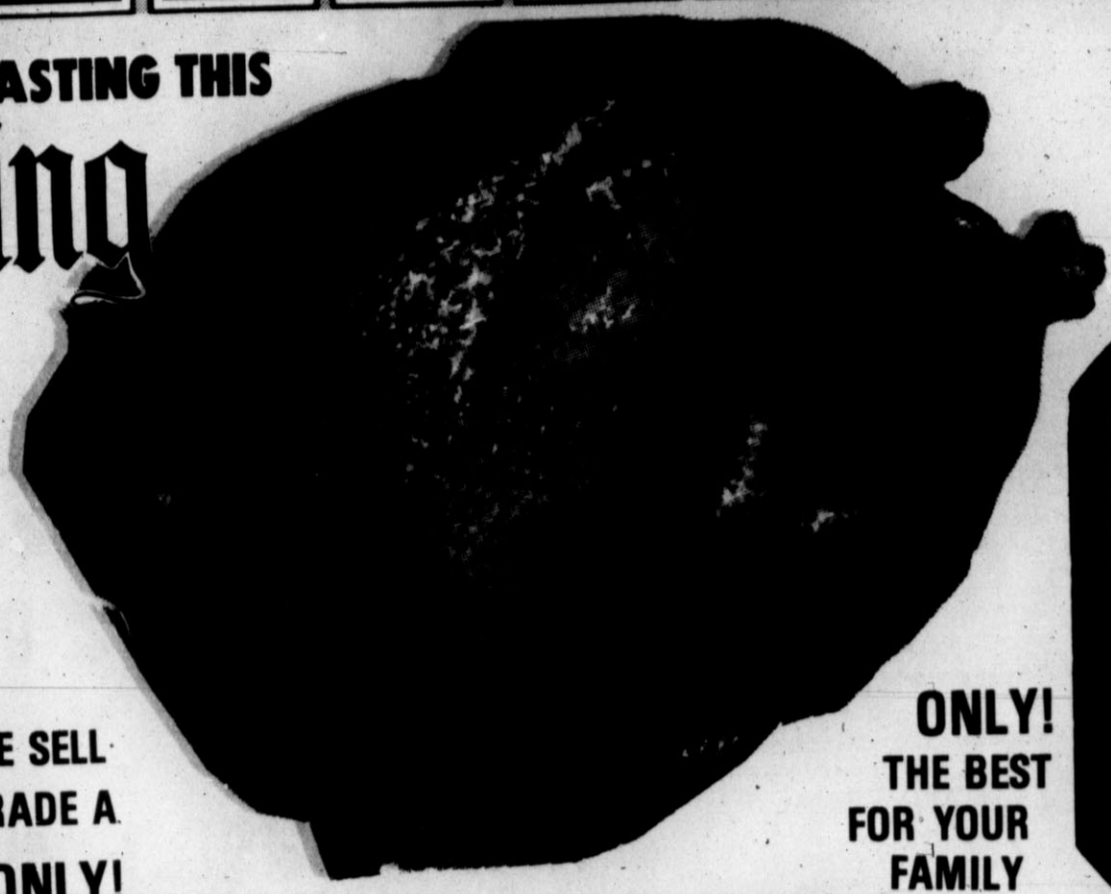
Stanton will kick off the junior high basketball season by hosting Morton's ninth grade Monday at 5 p.m. The La Plata ninth-graders will not see action until the following Monday. Tuesday's schedule will include four intra-city games on the intramural level with the Stanton Blues meeting the La Plata Reds at La Plata beginning at 5 p.m., both seventh and eighth grades. The other two games will match the Seventh and eighth grade La Plata Whites and Stanton Whites at Stanton at 5 p.m.

After the intramural schedule, the teams will go into play for the south zone title of the Panhandle Junior High School Athletic League. Teams will play a twice round-robin in the regular season. Listed below are full schedules for all junior high school games:

STANTON		
9	Nov. 25	Morton (A&B) 5:00 Here
7-8	Nov. 26	S-Blue vs LP-Red 5:00 LaPlata
7-8	Nov. 26	S-White vs LP-White 5:00 Stanton
9	Dec. 2	Canyon Purple 5:00 Here
7-8	Dec. 3	S-Blue vs LP-White 5:00 LaPlata
7-8	Dec. 3	S-White vs LP-Red 5:00 Stanton
9	Dec. 5	Dimmitt (A&B) 5:00 There
9	Dec. 9	Canyon Purple (A&B) 5:00 There
7-8	Dec. 10	S-Blue vs LP-Red 5:00 Stanton
7-8	Dec. 10	S-White vs LP-White 5:00 La Plata
8-9	Dec. 12-13-14	Muleshoe Tournament
9	Dec. 16	Dimmitt (A&B) 4:00 Here
7-8	Dec. 16	S-Blue vs LP-White 5:00 Stanton
7-8	Dec. 16	S-White vs LP-Red 5:00 La Plata
7-8-9	Dec. 19	Estacado 5:00 There
7-8-9	Jan. 6	Canyon White 5:00 Here
7-8-9	Jan. 9	Coronado 5:00 There
7-8-9	Jan. 13	Canyon Purple 5:00 Here
7-8-9	Jan. 16	La Plata 5:00 Stanton
7-8-9	Jan. 20	Estacado 5:00 Here
7-8-9	Jan. 23-24-25	Canyon Tournament
7-8-9	Jan. 27	Canyon White 5:00 There
7-8-9	Jan. 30	Coronado 5:00 Here
7-8-9	Feb. 3	Canyon Purple 5:00 There
7-8-9	Feb. 6	La Plata 5:00 LaPlata
LAPLATA		
7-8	Nov. 26	LP-Red vs S-Blue 5:00 LaPlata
7-8	Nov. 26	LP-White vs S-White 5:00 Stanton
9	Dec. 2	Canyon White (A&B) 5:00 There
7-8	Dec. 3	LP-White vs S-Blue 5:00 LaPlata
7-8	Dec. 3	LP-Red vs S-White 5:00 Stanton
9	Dec. 5	Morton (A&B) 5:00 There
9	Dec. 9	Canyon White (A&B) 5:00 There
7-8	Dec. 10	LP-Red vs S-Blue 5:00 Stanton
7-8	Dec. 10	LP-White vs S-White 5:00 LaPlata
9	Dec. 12	Dimmitt (A&B) 4:00 Here
7-8	Dec. 16	LP-White vs S-Blue 5:00 Stanton
7-8	Dec. 16	LP-Red vs S-White 5:00 LaPlata
7-8-9	Dec. 19	Canyon White 5:00 Here
7-8-9	Jan. 6	Coronado 5:00 There
7-8-9	Jan. 9	Canyon Purple 5:00 Here
7-8-9	Jan. 13	Estacado 5:00 There
7-8-9	Jan. 16	Stanton 5:00 There
7-8-9	Jan. 20	Canyon White 5:00 There
7-8-9	Jan. 23-24-25	Canyon Tournament
7-8-9	Jan. 27	Coronado 5:00 Here
7-8-9	Jan. 30	Canyon Purple 5:00 There
7-8-9	Feb. 3	Estacado 5:00 Here
7-8-9	Feb. 6	Stanton 5:00 LaPlata

PREPARE FOR THE HOLIDAYS THRIFFTWAY

ENJOY HOLIDAY FEASTING THIS Thanksgiving



SHURFRESH, GRADE A SELF-BASTING w/TIMER 10-14 LB. AVE.
HEN TURKEY
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SWIFT GRADE A SELF-BASTING BUTTERBALL TURKEY
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GRADE A BAKING HENS
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HONEYSUCKLE, GRADE A SELF-BASTING TURKEY
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SHURFRESH SLICED 1-LB. PKG. **\$1.19**
SAUSAGE
HORMEL LITTLE SIZZLER 12-OZ. PKG. **79¢**

PHILADELPHIA CREAM CHEESE
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37

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FAMILY STEAK
89¢
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PIE BURY CRESENT ROLLS 8-OZ. DINNER CAN **49¢**
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- SCHILLING'S POULTRY Seasoning
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UNCLE BEN'S WILD Rice Mix

RIB STEAK
99¢
LB.
FAMILY PAK GROUND BEEF
79¢
LB.

REDEEM YOUR BEEF CERTIFICATES HERE
TEXAS COWBELLES
BEEF GIFT CERTIFICATE
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View From The Plains

BY J.D. PEER
TEXAS PARKS AND WILDLIFE DEPT.

Most Americans look down on the few inconsiderate game hogs that make up only a small fraction of the well-mannered, legal sportsmen that go afield each year. These individuals should be singled out and identified.

When a hunter is asked how he feels about the hunting of surplus animals and birds, he or she sometimes cannot explain hunting. But, after thinking about this outdoor sport, the sportsman sees hunting as a condition of instinct and emotion. Man was born a hunter, even though it is not necessary for the modern day Texas hunter to hunt for food.

As beginning hunters, we had one purpose and that was to kill game and prove our prowess. As beginning hunters, we had one purpose and that was to kill game and prove our prowess. As we grow older and gain more knowledge of the game we pursue and harvest, a chance occurs that may not be

noticeable. The hunter gains a strong respect for the creatures he bags.

Only after long years of varying experience in the outdoors will a hunter acquire this respect, and this is the hunter's greatest reward.

People who do not hunt cannot gain this respect for an animal or bird in the degree that an experienced sportsman develops over the years.

Once a sportsman has developed into a hunter-harvester, he must also assume the role of the conservationist. This means that a true sportsman will legally take only what he needs, and it will be used and not wasted.

The manner in which a hunter conducts himself is the best indication to a hunting companion or an observant landowner whether they consider him safe to be near.

Many hunters go into the field by themselves. But, some sportsmen consider a hunting friend an important element of the successful hunt.

Hunting is for fun, and this is impossible if your companion hogs the shots, is dangerous or selfish.

Choose your companion with care and match your interests, stamina and determination with this companion. Some men do most of their hunting in a cafe, and some keep on the trail from sunup to sunset.

Competition between hunters or fishermen is not good if game is hogged or wounded because of a careless snap shot.

A real hunting companion is one who shares the experiences of the field, and helps with the camp chores without being asked. A man is lucky to find this kind a friend. He's the one you will want to ride the trail with in the coming seasons.

- ONE MINUTE SPORTS QUIZ**
1. Woody Hayes coaches what college football team?
 2. Name the player Most Valuable in the National League.
 3. Who will clash in the Astro-Blue Bonnet Bowl?
 4. Archie Manning quarterbacked for what pro team?
 5. What college teams met in the Orange Bowl?
- Answers To Sports Quiz**
1. Ohio State.
 2. Steve Garvey.
 3. North Carolina State and Houston.
 4. New Orleans Saints.
 5. Alabama and Notre Dame.

CLOSED THURSDAY

A BETTER WAY TO SAVE

JOHNSTON FROZEN PIES
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LAUNDRY DETERGENT CASCADE
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BAKER'S CHOCOLATE CHIPS
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LEMON AND SUGAR NESTEA
10 PAK ENVELOPES

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The End Zone

THE HERD CAGERS lost their first game of the season Tuesday night to the tough Berger Bulldogs, but we don't feel the outcome of the contest is a preview of the upcoming season.

Barry Arnwine's boys played some pretty good basketball during the course of the contest, and might have won had one of the starters not been ill with the flu right up to gametime and the players that participate in both football and basketball had more than one workout under their belts.

With the Herd's offensive strategy keying more on the forwards than the post, expect to see a little more varied offense than last year. Arnwine says when the guys get some more time in the gym, things will really begin to shape up. The Herd will be in Dumas Tuesday night and the trip is not that bad, so get on up to Demon City and support the Herd.

A basketball clinic was held in the La Plata gym Saturday for the benefit of the junior high school players in town. Barry Arnwine, Joe Tubb and both the JV and varsity teams went through some of their best drills for the junior high players and coaches. The junior high basketball program gets underway Monday with the beginning of their intramural program.

TWO FORMER WHITEFACES Barry Allen and Marvin Harris performed for the Monahans Lobos when they met the Canyon Eagles Saturday at Lubbock in a Class AAA bi-district grid contest. Barry, a starting linebacker, transferred for his senior year when his dad took a coaching position at Monahans. He suffered a shoulder separation a couple of weeks ago but should have been ready for action against Canyon. Marvin dropped out of athletics for a year at Hereford, but is playing fullback for the Lobos.

Something we missed last week was the election of captains by the basketball team. Mike Munnerlyn, Lynn Tarr, and Craig Nieman were chosen to serve as captains for the squad.

Dan VanderZee, who played postman for the Herd last season, has made the varsity squad as a freshman at Southwest Texas State.

Farmers, during the deer hunting season, have resorted to many techniques to keep their cows from being shot by over-anxious woodsmen. But now a farmer down at San Marcos has gone one better on everyone.

This farmer will lease his land at \$200 per day, per gun, and hunters may shoot cattle, rabbits, horses, anything that moves. Considering the market price of cattle, we figure he'll come out ahead.

The farmer allows one animal per gun and the carcass may be removed from the ranch dead or alive. If you don't have a gun, he'll rent you one. If you can't shoot, he'll even shoot an animal for you.

THIS IS THE GRAND weekend of skiing: when the season officially opens in most of the resort areas. Slopes that opened Friday included Wolf Creek, Taos, Vail, Monarch, and of course most all the slopes in northern Colorado.

Ray Frye, an acquaintance of ours, took a business trip to Denver earlier this week with the ski rack on top of his car and just happened to drive by Monarch on the way home.

Purgatory seems to be the place to go as far as Amarillo skiers are concerned. One ski shop employee we checked with has already spent six days on the slopes near Durango.

Northern New Mexico is still hoping for more snow, but there's got to be some up there since Taos is opening. Might just hop in the mini-pickup and truck on up to check it out myself.

A REPORT FROM THE U.S. Consumer Product Safety Commission that passed over our desk recently says that football is the most hazardous

sport to play. 300,000 children and adults are treated in emergency rooms and about 20 people die annually as a result of football-related injuries, so says the report.

Continuing, the report states that non-professional football player injury records indicate 40 per cent of all injuries occurred among 15 to 19 year old boys.

The obvious answer is to not play football until after your twentieth birthday. The Consumer Product Safety Agency, you will recall, is the government agency that spent several million dollars studying the motional stability of the tricycle and pronounced it unsafe at any speed.

Seriously, though, the Commission reported that some of the protective gear worn by football players is inadequate to prevent injuries or the players failed to wear all their gear, causing injuries. The Commission also stated that 25 per cent of all injuries come from a hard blow from another player's helmet, shoulder pads, or shoes. They have recommended that manufacturers develop new and better protective gear.

We list below the tips the Commission, basing on existing injury and research data, has advised players and officials to follow:

1. Choose equipment carefully. The North Carolina study pointed out there are marked differences between the effectiveness of different brands.
2. Soccer shoes are preferable to conventional football shoes.
3. Wear all equipment, even when practicing.
4. Make sure that the playing surface is free of debris, rocks, holes, uneven surfaces and equipment.
5. Follow the rules of the game to eliminate a vast number of injuries from such illegal activities as "spearing" and "clipping".
6. Limit blocking and tackling drills during practice sessions. A significant number of injuries result from these drills.
7. Always check with a physician after an injury to make sure it is safe to resume play.

Become A Pro-Putter Master 13-Point Quiz

BUFFALO, N. Y. — Howard A. Sasse contends nowhere in the game of golf today is there anyone who can lay claim to the title of "professional putter." However, if you demonstrate the ability and desire to follow his suggestions, you may have the potential for assuming the title, no matter what your handicap.

A putting instructor and manufacturer of a leading line of putters, Sasse developed a 13-point quiz to help show professionals and duffers alike how to get the ball into the cup with a minimum of strokes. Pass this test and you may be on your way to golfing fame and fortune or, at the least, gaining a competitive edge on others in your weekly foursome at the local links:

1. Can you pull or push a putt?
 2. Can you put topspin on a putt?
 3. Can a pro put topspin on a putt?
 4. Should you keep your eye on the ball when putting?
 5. Should you carry the putter straight back and through?
 6. Should you keep the putter low to the ground on the backstroke?
 7. Is putting 90% concentration?
 8. Should you strike the ball with the center of the putter?
 9. Is the sweet spot in the center of the putter?
 10. Must you grip the putter tightly to keep it from turning?
 11. Must you keep the left-hand square with the line of the putt?
 12. Do you have a visual error in lining up a putt from your stance?
 13. Is the plumb bob method effective in reading a green?
- If your answer is "yes" to any of the 13 questions, you need help. Sasse, who commands a \$50 fee for personal lessons, has put his time-tested theories about putting into an illustrated and informative 68-page booklet, "Putting Facts and Fallacies."

A REPORT FROM THE U.S. Consumer Product Safety Commission that passed over our desk recently says that football is the most hazardous

Mile-deep hole in ocean floor is planned.



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PARKAY-IN QUARTERS MARGARINE
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150 COUNT

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REYNOLD'S FOR TURKEY'S BROWN 'N BAGS
2 CT. BOX

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CARNATION EVAPORATED MILK
TALL CAN

29¢

HOLIDAY FAVORITE LIBBY PUMPKIN
NO. 303 CAN

25¢

CHINET PAPER DINNER PLATES
40 COUNT

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RAW PEANUTS
12-OZ.

59¢

PORTALES MARYLAND YAMS SWEET LB.
19¢

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YELLOW SWEET ONIONS
2 LBS. **25¢**

HOLSUM THROWN STUFFED MANZ. Olives
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EAST SIDE "66"
Rocky Stewart
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Health, Dollars and Sense

New York — (HK) — Anyone needing a reminder of the importance of preventive medicine can consider these figures gathered by the non-profit Council on Family Health sponsored by the manufacturers of medicines: Physicians' fees since 1967 have risen 50 percent and the cost of a semi-private hospital bed has doubled. Even the Consumer Price Index, a general inflation indicator, rose at a slower rate, advancing 47.5 percent over the period.

The face is often only a smooth imposter.
—Pierre Corneille.

If it was the fashion to go naked, the face would be hardly observed.
—Mary Wortlet Montagu.

Women naturally like to show off and men provide a good audience and vice versa.

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1800 sq. ft. brick home 3 bed, 2 bath, 1 acre land! Modern, good condition-owner will trade for NW home with minimum of 1300 sq. ft. and payments of 150.00 per month or less Call now.

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340 acres dryland N.W. Deaf Smith County. \$125.00 per acre. \$12,500.00 down, owner will carry paper.

322 acres-choice irrigated land Oldham county. No improvements. All in cultivation. Possession, Priced right. 320.00 per acre.

100 acres of dryland with water underneath-test hole confirmed-unimproved \$210.00 per acre. Immediate possession.

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Large 3 bedroom, 1 1/2 bath, brick, den, L.R. and Play Room, 2 car gar., covered patio. F.H.A. Appraisal for \$30,000.00

3 Bdr on large lot - V.A. Loan. Listed for \$13,000.00

2 Bdr. Owner will carry papers.

2 Bdr. house & 2 Extra lots-Good location for Mobile Homes.

FOR RENT
1 Bdr. apt. Newly redecorated-Furnished-\$100. Mo. Bills paid.

IRRIGATED FARMS—Hereford, Muleshoe area, Dalhart and Sunnyside.

RANCHES
Good Arkansas Ranch.
Some from 50 to 100 miles of Hereford.

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Have Client with good down payment- wants clean 3 Bdr. 2 bath with REASONABLE Int.

Need two reliable Salemen.

330 ft. on Highway 385. Close in.

Small - 2 bedroom house, basement store room and 3 room duplex. Good rental property.

One half block front on Highway 60 — good location.

Regular doll house. 2 bedroom Owner will carry papers. \$3000 down.

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OUTSIDE CITY LIMITS —
Excellent location on highway with nice house and good barn for quick sale! 25 per cent down — balance real good terms.

Section of Land-Close in-Almost perfect - 6 wells
440 Acres N. of Umberger good water area. 2-8" wells 2 return pits. 1 1/4 highpressure and tile 302.4 acres cultivated. 40 x 60 Quonset Barn. 500.00 an acre.
102 acres 8 1/2 miles from Hereford. Good 6" well. Priced \$180.00 an acre. 29 per cent down, balance in 10 years.
80 acres. Priced \$125.00 an acre. Small down payment.

WE HAVE SOME NICE RANCHES IN OKLAHOMA. ALL SIZES. FROM 1,000 to 14,000 acres. Priced from \$500 to \$750 a cow unit.

We still have a few 5 acre tracts in our industrial development at Holly & cemetery road.

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We have just the right house for you either at 813 or 815 Baltimore. Both Houses are Beautifully decorated, Different decor, isolated bedrooms huge baths and closets. GE appliances, self cleaning ovens, dishwashers, refrigerated air, fireplaces, patios, and all the extras. Call us now to see these houses.

Jo Hamrick 144 W. 3rd. Joe Boozer
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Handyman who wants to repair, buy this one with sweat equity. Owner will carry loan on 2 Bedroom, 1 bath. Located near hospital. Single car garage. Fenced Yard.

Small house with acreage. Outside town. Good well and pressure system. Storm cellar. \$13,500

New listing. Real neat with new carpeting. Low equity 2 bedroom, 1 bath. Single car garage. Low monthly payments.

Real sharp and remodeled. 2 bedroom, 1 bath. Fenced, storage building. Assume existing loan. Equity \$3660.

Income property. Excellent location. 2 bedrooms, 2 baths on each side of duplex. New loan available. \$20,000.

Residential or commercial. 2 blocks from downtown. Close to all business. Excellent for older couple. 1024 sq. ft. 3 bedroom. Assume existing loan. Monthly payment \$122.

Large older home near downtown. 3 bedroom, 1 bath. Excellent for couple with antiques. \$15,500

Near Aikman school. Redecorated inside and out. Lots of bright wallpaper. Storage building, storm cellar. Assume existing loan. Low monthly payment of \$125.

Business location. 2 blocks from Main St. Owner will carry note at 8 per cent. Large house with large building attached. Basement. \$18,000

Major brand service station. Land and building. Company will assist new owner with extra gasoline margin. Set up for state inspection station. 3 service bays with 3 lifts.

Star Street location. Very clean, new carpet, new paneling. 1140 sq. ft. 3 bedroom. 5 1/2 per cent loan. Monthly payment \$87. Sale price just lowered to \$18,000.

3 bedroom, 2 bath. Price just reduced \$750. Assume existing note with monthly payments of \$187.

3 bedroom, 2 bath for sale or lease. \$200. month. Complete built in kitchen. 12 x 24 storage building. Basement.

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Under construction 3 bedroom, 2 bath with fireplace, refrigerated air, and complete built in kitchen. Over 1500 sq. ft. 95 per cent conventional loan available. Buy now and select your own colors.

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22 acres, 3-bedroom house, barn and other improvements, 5 miles from Hereford, for sale, or would consider trading for a 2 bedroom trailer house, 10 ft. or 12 ft. wide on equity.

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- LARGE IRRIGATED FARM with 16 wells tied together, 2 lake pumps, nice improvement, Equipment can be bought. Nearly 4 sections of good land, reasonable price and terms.
- WESTERN STREET. Redecorated, roomy 3 bedroom, 1 1/2 bath, home built by Floyd McGee. Owner is moving, priced to sell. \$24,500.00.
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- INVESTMENT OPPORTUNITY Buy this excellent local retail business operating at a steady profit. Owner retiring. Call Neil Cooper for details.
- FOR THE LARGE FAMILY. Reasonably priced 4 bedroom, 2 bath home. Large bedrooms, fully carpeted. Only \$18,500.00.
- ROOM TO SPARE. Large home in NW area with fireplace, large den, 4 bedrooms. Compare anywhere at \$23,750.00.
- COMPARE THIS ONE! \$33,900 buys completely redecorated 4 bedroom, 3 bath home, NW location, ref. air, fireplace, all new kitchen, carpet and over 2,000 square feet.

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802 acres, 9 wells, pavement, 2 houses, barn, corrals, \$250.00 per acre. \$111,000.00 loan can be assumed. This farm should be a bargain at today's prices.

240 ACRES
3 wells, 2 miles tile, natural gas, pavement, 29 per cent dn. Owner finance balance.

UNDEVELOPED LAND
with 250 ft. of water, now in grass, located near Hereford, fenced, no improvements. This is an excellent alfalfa farm. Take investment credit & depreciation to fully develop. F-4120

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Within 50 miles of Hereford - Beautiful home with fireplace and all extras. Property has boat house, water on two sides, fishing - boating - skiing - swimming - golf course and Much more. THIS IS A DREAM COME TRUE. PLEASE CALL US TODAY ABOUT THESE EXCELLENT BUYS.

Dumas ? Coach Optimistic

The Hereford Whiteface basketball teams will travel to Dumas Tuesday for their second games of the season with the varsity to meet the Demons at 8 p.m.

Coach Barry Arnwine commented on the performance of the Herd against Berger last Tuesday and the upcoming Dumas game in a Brand interview Friday morning. Arnwine said the team played well against Berger except during the second quarter when Berger put on a tight press.

"Our inability to handle the press in the second quarter lost us our momentum and gave Berger some. We felt like we played even with them in the second half, but we just couldn't make up the difference," said Arnwine.

"We played typical of an inexperienced team. We'd play good for a while and then bad for awhile. Tuesday against Dumas we'll be looking for more consistency. What we're trying to achieve is more consistency both on offense and defense."

Arnwine said scoring was

balanced between team members and in the fact that a guard, a forward, and the post man were all in double figures. But an area of concern was in fouling. "We fouled way too much. Some of them were uncalled for, but again that's a characteristic of an inexperienced ball club. We would like to stay under 20 and against Berger we had 27 fouls," said Arnwine.

Although Arnwine was critical of his team in some areas, overall he said he was pleased with the performance the Herd turned in in the 66-54 losing effort to Berger. He again expressed confidence in the fact that the team will get better with each passing day and be good basketball players in time for district.

"As with Berger, we haven't had a chance to scout Dumas, but we've played them in past years and we pretty well know what they're going to do anyway. We will scout them Monday night, but won't have a practice session between them and the game Tuesday night. We'll just have to get in our minds what we need to tell the boys to do against them," said Arnwine.

Dumas lost four starters off a 12-17 ball club last year, with Eddie Troutman, a 5'10" guard the only returning starter. The

Demons most likely will get a lot of help from four senior lettermen, though. They are postman Wheeler Russell (6'2") forwards Scott Jenkins (6'2") and Jeff Slagle (6-2), and guard Ricky Page (5'11"). Arnwine said Troutman is a good athlete and an excellent outside

shooter. Although they have a lot of experience back, they are not as tall as Dumas teams have been in the past. Arnwine said, "And playing them in Dumas is just that much tougher. They're a better ball club in Dumas than they are on the road." The Herd's starting lineup

will be pretty much the same as against Berger. Lynn Tarr and Tommy Loerwald will start at forwards, Jim Arney and Junior Morales will be at guards, and Mike Hull will be the postman.

Craig Nieman, who was tabbed for one of the forward spots before the season, is still recovering from a bout with the flu, but Arnwine said he was getting stronger every day.

Sophomore and junior varsity games will precede the varsity match. Sophomore teams will play at 4:30 with the junior varsity game at 6:15 and the varsity contest at 8 p.m.

Sports Insights

Golf—A Game Of Champions



Masters and British Open champion Gary Player shoots over water during the PGA Championship at Clemmons, North Carolina. Player, who has also won the PGA title twice, came charging down the stretch of the rain-drenched 7,050 yard Tanglewood Golf Club in the second round with some of the most impressive golf ever witnessed in the 56-year-old tournament. His six-under-par 32-32 - 64 score tied a PGA mark set by Jack Nicklaus and Bobby Nichols back in 1964. (Player was later congratulated on the feat - right - by Ellen Frank, representing Saturex Plus 5, a grass nutrient used on many pro courses.) Sam Snead, the 62-year-old-marvel, was another contender, but it was Lee Trevino who went on to edge out Jack Nicklaus by one stroke and take the tournament. Collecting \$45,000 in top prize money, this was Trevino's first PGA title and his first major victory (of five) since 1972.

CAMPING ALL YEAR ROUND

BY BOB NESOFF

SNAG IN 'HOT LINE' SYSTEM

A while back we wrote about a novel idea for making camping reservations in many national parks. A "hot line" reservation system was established through a private outfit in cooperation with the National Park Service. They hooked in a toll-free Watts line, a post office box, and got ready to do a land-office business.

Unfortunately, that is exactly what happened. They did such a land-office business that the telephone lines were unable to handle the flood of calls from all over the country.

Campsite reservations, for those fortunate enough to have made a reservation through the experimental system, will be honored if they were made on or before Aug. 29. Nothing will be honored after that date. All reservations will now be made on the "first come, first served," basis used before the new system was tried.

This is unfortunate for the thousands of campers who may now be tempted to put off that trip they have been planning for so long. Motel and hotel travelers more often than not make advance arrangements so that they will not arrive at a destination only to find out there are no accommodations.

To expect a camping family to pack up and travel hundreds, perhaps thousands, of miles only to find out that all campsites have been taken, is a burden that should not be imposed.

The experimental system had 9,800 campsites available for reservation for a period of 588,120 campsite days over the season. However, it turns out, they were only able to handle about 29 percent of the requests, totaling about 172,800 campsites in the two months it was in operation.

Perhaps the initial mistake was locating the reservations center in a place like Cedar Rapids, Iowa, when a major telephone and communications center was needed. There were also reports of other irregularities involved in the awarding of the contract.

Reports out of Washington indicate that the Park Service will now review the program and may negotiate a contract with a new firm. There is little doubt that the Park Service should do this without delay. Camping, as the name of this column indicates, is no longer a warm weather, only sport. Industry surveys indicate that more than four million people own or use recreational vehicles in this country, and that figure is expected to skyrocket in the next few years.

If you are interested in this problem and would like to see such a nationwide reservation system put into effect on a permanent basis, why don't you write to me in care of this newspaper. As a matter of fact, have all your friends, relatives and camping buddies write and when all the mail is in, I'll take it and personally present it to the National Parks Service.

Campers are a pretty self-sustaining group. They ask very little in return for all they bring with them. The reservation service is not something the government would have paid for. It was to have been self-sufficient with those using the service paying a small fee for each reservation.

Some weeks back I offered a list of all the parks involved in the program. If all those from around the country who wrote in are indicative of the numbers who would have used the service, then this is proof positive of the need. Send the letters.

Comment On Sports

FOOTBALL

By Pete Fritchie

WASHINGTON, D.C.—The matchup between Alabama and Notre Dame in the Orange Bowl will probably produce the greatest fan interest of all the collegiate bowl contests. That's because last year these teams played for the national championship and also because both have such tremendous followings.

This year Alabama has usually been ranked higher than the Irish, as last year, but the bigger Irish are the pick of smart bookmakers. Bear Bryant's record at bowl games is none too good and

last year the Tide could have won with a field goal but couldn't move the ball in the final minutes when it counted. Bowl games aren't won that way.

The Tide will have an added incentive—to redress the balance for defeat last December 31st. But that may not be enough. Notre Dame lost one to Purdue and Alabama only beat Florida State 7-6, so neither team is as sharp as in 1973.

Nevertheless, this will be "the" game of the bowl matchups.

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- Navy Leather
- Bone Patent
- Black Patent
- Camel Tan Leather
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Christmas ^{begins} in November



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Naturalizer Nina VALUES TO \$19⁹⁰
\$27⁰⁰
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McIntosh, Presentations Mark Lions' Meeting

Charles McIntosh, executive director of the Top of Texas Area of the American Lung Association, was guest speaker Wednesday at the weekly luncheon meeting of the Hereford Lions Club.

The meeting was also highlighted by the presentation of several awards — one to former president Jim Hale, and the others to "Students of the Six Weeks."

Hale received a Lions International certificate for the club's growth in 1973-74. The award was presented by Ed Skypala, state official, who noted that Hereford was the only club in the district to attain the honor.

Amy Cox and Billy Word were honored as top students of the six weeks from high school, and John Claypool was named as "teacher of the six weeks." Awards for La Plata Junior High went to Jana Green and Chuck Schmucker.

McIntosh, the guest speaker, briefly outlined the work and goals of the Lung Association and pointed out that the budget for the 26-county area in the Panhandle was only \$2,500. Most of the funds are used for education, training and research.

Many people, noted McIntosh, are not aware that tuberculosis is still a major health problem. He said about 2,500 new cases were reported last year in Texas, and there are many more cases which are undetected. Of these new cases

each year, approximately 1 in 10 result in death. "We are not likely to see TB eliminated in our lifetime," the speaker stated.

McIntosh also pointed to emphysema as a major lung problem. About 500,000 new cases of emphysema are reported each year, and many of them are linked to smokers, he added. He made note of several other lung diseases, too.

While he agreed with the great work of the United Way, McIntosh asked his audience not to forget the valuable

contributions being made by the national health organizations, such as the Lung Association. "We must have funds for the research and training that helps to eliminate some of our major health problems," said McIntosh.

The speaker was introduced by Dr. Clyde Rush of Hereford, Program chairman for the month is Lynn Brisendine. One new member — Tom Carter — was introduced at the meeting, and a number of guests were recognized.



Students of Six Weeks

Students received special recognition at the Hereford Lions Club meeting Wednesday at Civic Club Center. Top photo shows "students of the six weeks" at high school — Amy Cox and Billy Word, a long with the "teacher of the six weeks", John Claypool. Bottom photo shows La Plata's honored duo — Jana Green and Chuck Schmucker. Lion president Wayne Lady presented pens to the students.

Tech Prepares Carol Of Lights

The traditional Carol of Lights program at Texas Tech University, heralding the Christmas-New Year's holiday season, will be presented Dec. 6 in the Science Quadrangle.

Dr. Grover E. Murray, president of Texas Tech, will preside over the program. Barry Wood of First Baptist Church will lead the invocation.

The Texas Tech Choir and the Oakwood Baptist Bell Choir will be among the performing groups; and Dr. Gene Hemmle, former chairman of the Department of Music at Texas Tech, will lead community singing of carols. Other participating groups will be announced later.

The program concludes with the throwing of a switch which turns on 28,000 red, yellow and white electric lights on 50,000 feet of wire strung on 10 buildings in the center of the university campus.

The entire program, which will begin at 7 p.m., is open to the public. Residents and visitors of the area are invited to tour the campus to see the display. Thousands of West Texans and eastern New Mexicans drive to Lubbock yearly to view the spectacle.

Following the formal Carol of Lights program, the lights will be lit from dusk until midnight from Dec. 6 through Jan. 2.

Until last year, when energy conservation measures reduced the hours of illumination, the lights burned all night during the period. The cutback will remain in effect this year.

The Residence Halls Association (RHA), sponsor of the annual program, this year is underwriting approximately half the cost of \$6,000 through the sale of 5,000 red and black pom-poms during Homecoming and the days preceding it.

The RHA plans to raise \$3,000 from its project and calls on the community of Lubbock to underwrite the other part.

Harold Hinn of Plainview and Dallas, former member of the Board of Directors of Texas Tech and the Texas Tech Foundation, was first to envision the idea of lighting the campus in 1958.

He sponsored cost of buying, placing and operating the lights that outlined four major buildings in the lighting program in 1959, the first year of the holiday project. He repeated the gift the next year, the first time the students participated in the event.

The program grew continuously until fuel and energy shortages forced a cut-back last year.

BICENTENNIAL COINS
PHILADELPHIA—The new Bicentennial dollar, half-dollar and quarter will be distributed for circulation about July 4, 1975, and will carry the familiar Washington, Kennedy and Eisenhower busts and double-dated 1776-1976.

ON DEMO MANDATE
Democratic party chairman Robert Strauss said, following the recent election, that the sweeping Democratic victory puts pressure on Democrats to lead in the fight against inflation with a legislative program of their own.

ON LOW-FAT DIETS
A new government diet manual says that persons on low cholesterol diets may be better off eating shellfish than porterhouse steak. The diet book was issued recently by the National Heart and Lung Institute.

AC Program Offered To Area LVN's

Applications for participation in the 49th licensed vocational nursing program may now be submitted to the West campus School of Vocational Arts, 6222 W. 9th.

Preparatory tests for the program are slated for Monday, Tuesday and Dec. 2, 3, and 4 at SVA, said Mrs. Sue Ann Hicks, department chairperson.

Tests will begin each day at 8:30 a.m. in Room 204. Mrs. Hicks said interested students should call for their names to be added to the list.

Classes are to begin Feb. 10, 1975.

AC nurse training is offered on a 12-month basis and is conducted in cooperation with High Plains Baptist Hospital, St. Anthony Hospital, and Northwest Texas Hospital.

Upon completion of the course students may take the Texas State Board Examination to become a licensed vocational nurse. These nurses are employed in hospitals, nursing homes, public health offices, and physician's offices.

NEWS VIEWS

Gerald Ford, President: "We will meet Congress more than half way."

Albert Rees, Director of the Council on Wage and Price Stability: "The price of sugar is just outrageous and we've got to get it down."

Robert Strauss, Democratic Party Chairman: "The Democratic candidates made a promise to the American people. We're going to have to fulfill it."

New naval chief is confident on strength.

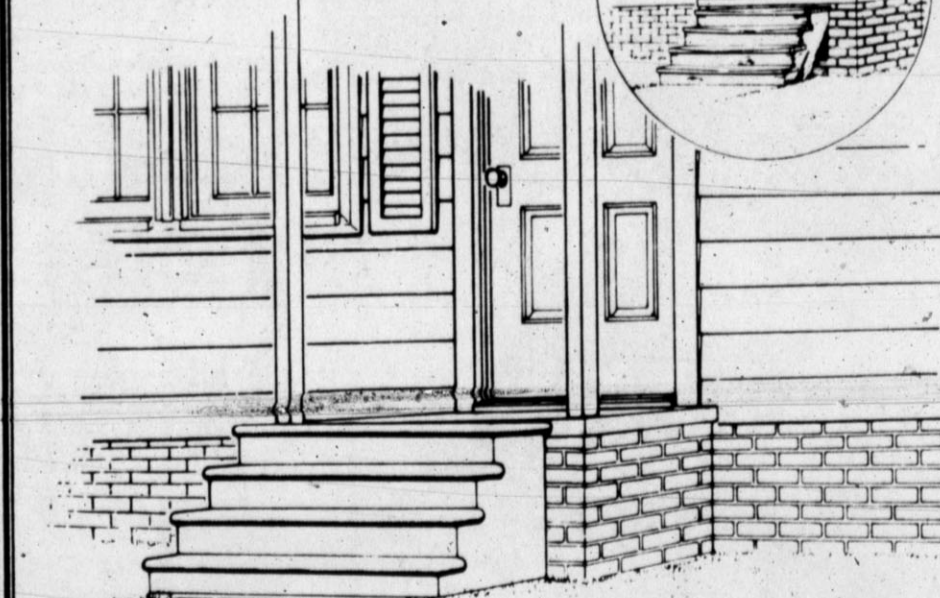
Hereford's Authorized LONGINES-Wittnauer DEALER



COWAN JEWELERS DOWNTOWN

Home owners

Now is the time to replace those worn, dangerous ugly wooden steps



with attractive, permanent concrete steps by

NIS
NATIONAL STEPS INCORPORATED
Available in 1 to 5 step sizes from We Will Be Closed Thanksgiving Day
Starting At \$12.95 F.O.B. The Yard
Carl McCaslin Lumber Company
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SHOP EARLY BE SMART COWAN JEWELERS Downtown

Jehovah's Assemble

The ordination of new ministers will take place this morning in Hobbs (N.M.) High School auditorium as a highlight of a two-day assembly of Jehovah's Witnesses.

According to Allen Mayo, local spokesman for the group, more than 270,000 were baptized at such assemblies world wide in the last year.

Today is the second day of the forum which consists of Bible sermons, discussions and demonstrations to train the approximate 1900 delegates to teach.

Paul Moske, district supervisor for Texas and New Mexico, opened the session yesterday with the convention theme, What sort of person ought you to be? Moske is also chairman of the Theocratic Ministry School, held weekly in all Jehovah's Witnesses congregations.

Daniel C. Maurer, circuit overseer, is also slated on the speaker's roster. He and Moske are representatives of the Watchtower Society.

"All activities locally were canceled in favor of the week-end meet," Mayo concluded.

WARREN BROS.
JOHN RALPH
1410 Park Ave. CLOSED SUNDAYS 364-1423

This Weeks Special!

1969 Ford Torino G.T. 2 dr. H-top Air and power steering, 302-V8 Blue body finish with white vinyl top. \$1195.00

1969 Toyota Corona 4 door. Air Conditioning, 4 speed. Red finish. Grey Vinyl interior. try this 25 mile per gal compact. It's in top condition. Protective Warranty.

1972 Ford Gran Torino 2 dr. Hardtop. Air and power. Beautiful caramel body finish with cardova vinyl top. Economical 302 V8. It's Love at first sight on this one.

1973 Ford Pick-up V8. Automatic. Air cond. new tires. Check the price on this late model.

1971 Dodge Demon 2 dr. coupe 6 cyl. automatic- power steering and air conditioning. Bronze metallic with white vinyl top. This one will help balance the budget- good gas mileage.

1970 Ford LTD 2 Dr H-top 390 engine Reg gas. Air, power steering, brakes, windows and 6 way seat. Brown metallic with cardova vinyl top. Sharper than most 72 models. Protective Warranty

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TAES Releases Mildew Resistant Sorghum Lines

The Texas Agricultural Experiment Station has released four breeding lines of yellow endosperm sorghums which will provide reliable downy mildew resistance for hybrids used in commercial grain production.

They are TAM Bk 45, 46, 47 and 48.

The resistance is not going to wipe out the costly downy

mildew problem, say the Experiment Station's Dr. Fred R. Miller and Dr. D.T. Rosenow, but the trait should be a big step toward better control of the disease.

Downy mildew (*Sclerospora sorghi*) has been a production obstacle in Texas since the early 1960's. The state now has about 3 million acres of sorghums in an area where mildew is a serious problem. That acreage yields an estimated 150 bushels a year, but something like 10 per cent is lost to the disease.

Up to now, downy mildew susceptibility has been

associated with the yellow endosperm male parents which are used to produce about 60 per cent of the sorghum hybrids sold in the United States.

"The sources of resistance which we had to the disease," Miller said, "weren't in yellow endosperm material. American farmers prefer yellow en-

dosperm hybrids because of higher yields and better feed efficiency. And because of this preference, we felt it necessary to develop yellow endosperm types possessing high levels of resistance to downy mildew."

Miller, a member of the Texas A&M University Soil and Crop Sciences Department,

says the downy mildew resistant sorghums can be traced back to four "zerazera" lines from Ethiopia. As the overall breeding project approached its goal, the resistant lines were grown through five generations to prove their hardiness.

All selections have been

tested for disease resistance, combining ability and yield at College Station, Beeville, Corpus Christi, Dallas and Lubbock.

Miller pointed out that the four new bulks are provided for use by commercial seed companies who breed hybrid grain sorghum seed sold to

farmers. A bulk is a mixture of at least nine superior plants put together.

The four bulks should be valuable in developing new yellow endosperm hybrid sorghums with mildew resistance and high grain yield potential. Each bulk is made up of self-pollinated seed and

should yield relatively uniform head-rows, a factor which helps in selection and inbreeding, Miller said.

He said the breeding material appears to be stable and uniform in holding off mildew damage, but is relatively heterozygous for several plant and seed characteristics. The material has purposely been constructed to provide diversity of superior germplasm within yellow endosperm types that have mildew resistance.

Crosses were designed to use different sources of resistance to the disease and to utilize different cytoplasmic lines in an effort to reduce genetic weakness within the pollinator lines.

Breeder quantities of seed (1,000 kernels) of each of the four bulks can be obtained from Fred Miller, Soil and Crop Sciences Department, Texas A&M University, College Station, Texas 77843, or from the Foundation Seed Service, Texas Agricultural Experiment Station, College Station, Texas 77843.

Peachtree Borers Must Be Hit Now

One of the most destructive peach pests is the peachtree borer and now is the time to take a whack at him, says County Agent Justin McBride. "Most folks wait til spring when the borer has risen in the tree and bored his way to the outside leaving a sap-oozing wound and little that can be done for it then," McBride warned. "Spring is too late!"

NEWS VIEWS

Yasser Arafat, Palestinian guerrilla leader: "I am a rebel and freedom is my cause."

Hubert Humphrey, Senator (D-Minn): "One of the tragedies of governments is that they become bureaucratic, that they lose their souls."

Arnold Miller, President of the United Mine Workers: "The benefit package will allow us to go back and eradicate some of the gross inequities."

Reubin Askew, Florida Governor at Southern Governors meeting: "We have a chance to help others through some of the problems we have already been through."

Gerald Ford, President: "I am not considering an increase in the gasoline tax."

larvae.

The best way to determine if a peach tree is infested by these borers is to inspect the trunk of the tree at the soil line. When large masses of gum which contains a brown sawdust like material are found, peachtree borers are present. Peach trees should be inspected several times each year to determine if control measures are needed.

The larval stage damages the peach tree by burrowing the trunk near the ground line. Infested trees decline in vigor and may die as a result of the damage of the peachtree borer.

Weeds should be removed from around the base of the tree and soil leveled one foot from the tree trunk.

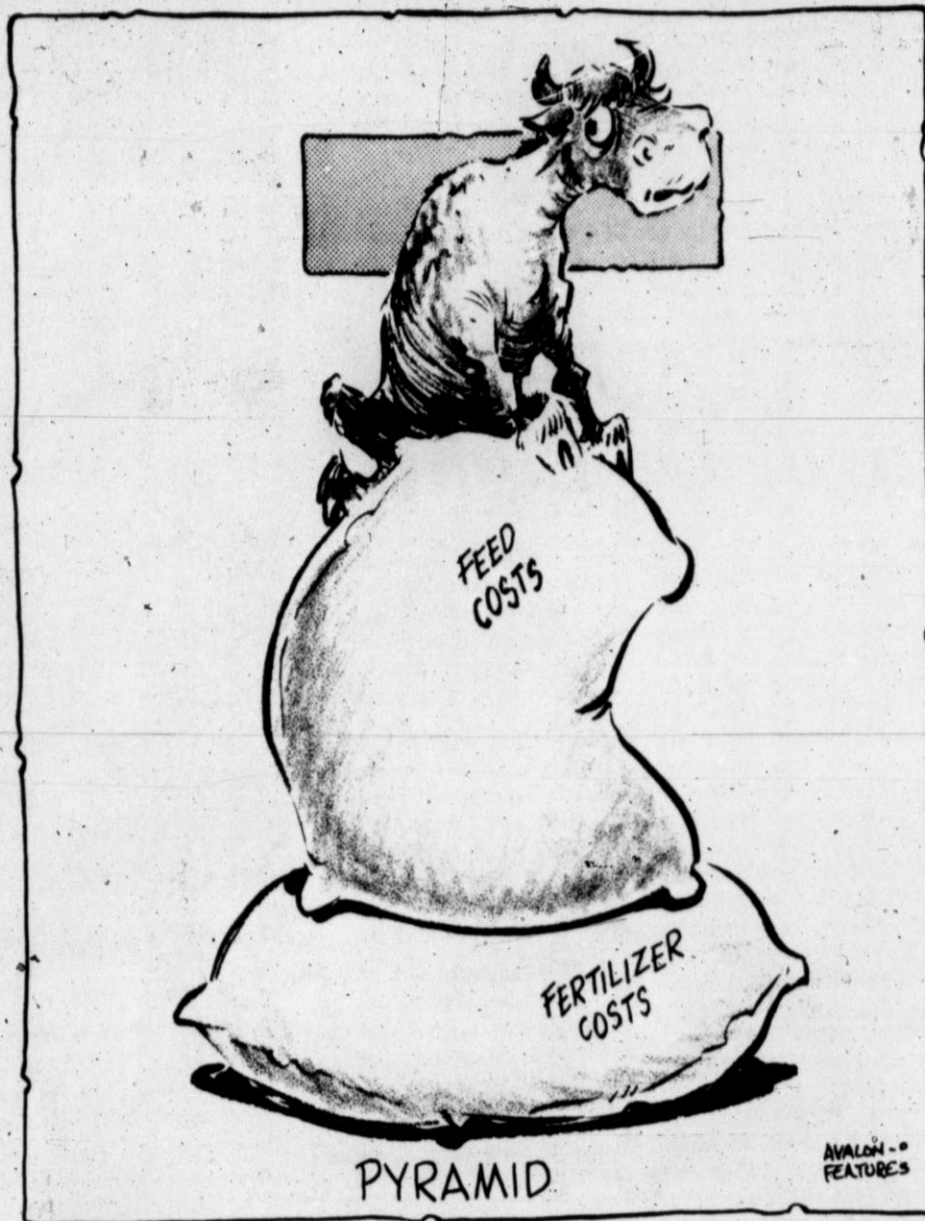
Place the PDB crystals in a narrow groove encircling the tree about two inches from the tree trunk. Care should be taken to keep any of the crystals from coming in direct contact with the tree. Clean soil should be placed over the crystals so as to form a cone-shaped pile about six to eight inches high around the base of the tree.

This soil should be removed from the base of the tree in late March or early April.

The amount of PDB crystals to be used is determined by the age and size of the tree. In general, one-half ounce of crystals should be used for two to three year old trees, three fourth ounce for four to five year old trees and one ounce for mature trees.

Where peach tree borers are a problem, the use of this control measure for this pest will greatly lengthen the life of the peach tree. Further information on control of the peachtree borer is available at the County Extension Agent's Office.

Over 500 Watches to select from
COWAN JEWELERS
Downtown



Soil Survey Explained In USDA Brochure Here

How soil surveys can help you is the subject of a new set of color brochures available from the USDA Soil Conservation Service.

The leaflets are designed to describe uses which can be made of soil surveys by nine different groups including homebuyers, builders, developers, land use planners, land appraisers, farmers, ranchers, construction engineers and others.

District Conservationist Tom Cunningham of Hereford said single copies of the leaflets are available free from his office. Soil surveys have been made on about 120 million acres of land in Texas as part of the National Cooperative Soil Survey. Additional land is being mapped at the rate of about 5 million acres per year. The surveys are made by SCS soil scientists who examine the

soil acre-by-acre. They record depth, per cent sand or clay in each layer, acidity or alkalinity, wetness, flood hazard, and other features by soil name symbols on aerial photographs. After a county survey is completed, the survey is published for public use.

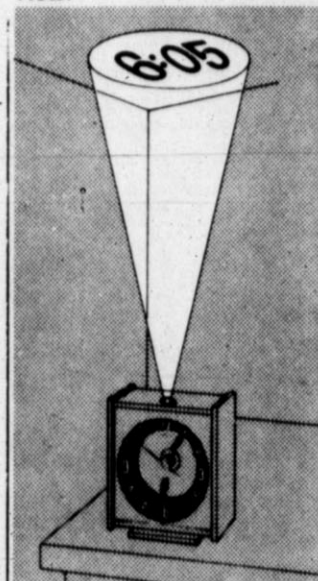
Cunningham said the survey for Deaf Smith County is published and available at the local SCS office.

Soil surveys can be interpreted to determine suitability of soil for home sites, building foundations, septic tank filter fields, gardens, cropland, trees, parks, fill material, and other uses.

Cunningham urged anyone interested in soil surveys to contact his office for a free leaflet explaining how surveys can be used. If making your request by mail, specify your

business or special interest so you will receive the leaflet designed for you.

The Hereford SCS office is located at 315 W. 3rd St. The mailing address is Box 231, telephone number 364-0112.



New Ceiling Alarm Clock

This clock is really different! It projects the time in digital numbers on the ceiling of any darkened room. Invisible beam has no glare to keep you awake. ONLY \$39.95

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We think a neighborhood jeweler should act neighborly. So we invite you to bring us your time-faded diamonds.

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DOWNTOWN

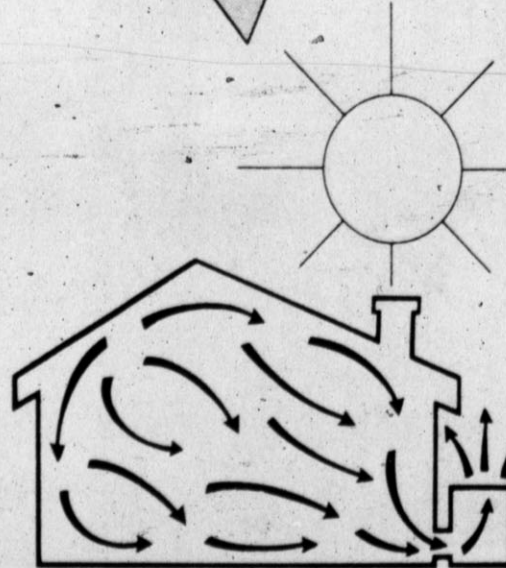
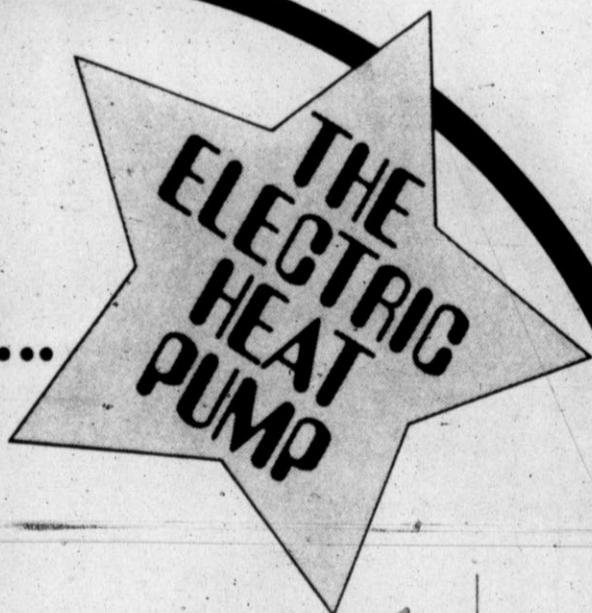
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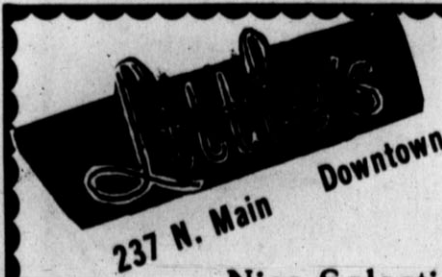


in the summer...

the heat pump removes heat from your home... turns it into cool, clean air and recirculates it, dehumidifying all at the same time. For full details on the heat pump... and a free personalized heating survey for your own home, call us this week!



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1/3 and 1/2 OFF

ALL CAR COATS
1/3 OFF

LONG DRESS AND PARTY P.J.'s
1/3 to 1/2 OFF

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SPORTSWEAR

USE YOUR CHARGE ACCOUNT OR

- Blouses
- Pants
- Skirts
- Tops
- Vests

1/3 and 1/2 OFF

Food Stamp Values Rise Year-round Foraging Urged for Texas Feeders

Food stamp allotment for a family of four will increase on Jan. 1 from \$150 to \$154, based on August food price statistics, according to an announcement today by Under Secretary of Agriculture J. Phil Campbell.

The Food Stamp Act, as amended by the Agriculture and Consumer Protection Act of 1973 (Public Law 93-86), requires that coupon allotments be adjusted semiannually to reflect changes in the prices of food as published by the Bureau of Labor Statistics.

Allotment adjustments are based on the cost of the Department of Agriculture (USDA) economy food plan as it is computed from Bureau of Labor Statistics food prices. The law requiring semiannual ad-

justments specified that the January 1974 adjustment reflect changes in food prices through August 1973.

A similar procedure was used for the July 1974 adjustment and is being used for the January 1975 increase in the value of the coupon allotment, which is based on the cost of the economy food plan in August 1974.

Cost of the economy food plan for August was \$153.40 for a family of four with school children. Accordingly, USAD will raise the value of the coupon allotment from \$150 to \$154 for a family of four and make appropriate adjustments for other household sizes. The maximum income eligibility standard for the four-person household will increase from \$500 to \$513.

The following lists giving coupon allotments, income eligibility standards and purchase requirements for all household sizes in the 48 contiguous states and the District of Columbia appeared in the Federal Register Monday. Separate tables for Alaska, Hawaii, Puerto Rico, the Virgin Islands and Guam will be announced shortly.

Maximum income eligibility standards by household size starting Jan. 1 are: One-\$194, Two-\$280, Three-\$406, Four-\$513, Five-\$606, Six-\$700, Seven-\$793, Eight-\$886.

For each additional household member over eight, add \$73 to the eight-person eligibility level.

EXPO '74 CLOSES

SPOKANE, WASH. -- The Expo '74 World's Fair, dedicated to the environment, has ended after a 184-day run. The final day's turnout of 60,000 increased attendance to about 5.2 million, 400,000 more than early estimates.

GUARD 'INFILTRATED'

GLENDALE, ARIZ. -- Jody Rasmussen, 24, is scoring a series of firsts in the Arizona National Guard. Spec. 5 Rasmussen was the first woman to enlist in the guard and when she graduates, will be the first distaff sergeant.

Schlesinger bids Europe build up forces.

Texas beef producers — as well as those from other Southern states — have been urged to make maximum use of year-round forage, support merchandising efforts to gain more consumer acceptance of grass-fed beef, and try to come through the next 12 to 48 months with as little economic loss as possible.

These are some of the recommendations after two days of study and discussions by some 100 cattle industry leaders and educators at the recent Interregional Extension-Industry Beef Cattle Seminar at

Shreveport, La., according to L.A. Maddox, Texas Agricultural Extension Service Beef cattle specialist.

Predictions of continued cost-price squeeze for cattlemen and global over-supply came during the Seminar, one of four held across the nation by the Extension Service, USDA.

Authorities said that operating at a loss will be a fact of life for most cattlemen for many months, but recommended steps to minimize losses.

With careful planning, most beef producers can make it

through the depressed period, and emerge in a position to take advantage of a more favorable market, Maddox said.

"The greatest challenge for the moment, however, is surviving by cutting losses as much as possible," he added.

Included in the many technical herd and pasture management recommendations was one world wide in scope, urging that accurate inventories of cows and calves be kept not only on U.S. herds but in all major beef-producing

nations of the world.

"A factor contributing to the current problem is global oversupply of beef. This condition was not expected because there was no way to get an accurate tally of herd numbers in major cattle-producing countries," Maddox said.

Sharply rising feed grain prices were another major factor in the cattle-men's dilemma, but little relief is expected here. High grain prices have hit all segments of the beef industry and have

caused feedlot operations to be greatly reduced.

Objective of the Seminar was to brief beef industry leaders, agri-finance executives, beef research personnel, and Extension educators on ways to maintain a satisfactory supply of beef at a reasonable cost to consumers and a reasonable return to producers, said

Maddox.

Other seminars were held in Nashville, Kansas City, and Denver.

Representing Texas A&M University at the Shreveport Seminar were Dr. L.S. "Bill" Pope, associate dean of agriculture; Dr. O.D. Butler, head of the Animal Science Department, and Maddox.

Emission Standards for Trees?

By ARCH BOOTH

WASHINGTON — I eagerly await the development of federal emissions standards for trees. It will be such fun watching the Environmental Protection Agency try to enforce them.

Why trees? Well, it seems they are capable of contributing to air pollution. No kidding.

During the summer of 1973, the Washington, D.C., area was blanketed by an air mass sufficiently contaminated to merit a "pollution alert" for six straight days — unusual for Washington.

Naturally, everybody blamed it on the automobile, since Washington's only major industry produces a type of hot air which, while esthetically displeasing, is nevertheless chemically clean.

But the folks at the Naval Research Laboratory studied the polluted air to pin down the source of contamination. They did not find evidence of those pollutants that could be traced to automobile fuel. What they found was a chemical — 3-methylfuran — that was produced by oxidation of "terpen-like hydrocarbons volatilized from Appalachian vegetation."

The same process also produced "ozone at an elevated concentration and other photochemical oxidants," the report

said, all of which together "resulted in the smog alert."

The Blue Ridge Mountains get their name from the bluish haze that appears to hover over them, when they are viewed from a distance. It has long been known that that haze is the product of emissions from vegetation.

I am not suggesting that all smog is produced by plants, or that automobile exhaust emissions are a problem we can safely ignore.

But I do think there are some lessons we should learn from this discovery. One of them, as the lab report notes, is that the "responsible agencies should distinguish between such smogs due to naturally occurring hydrocarbons and those attributable to automobile emissions."

Another is that Mother Nature has always been a major contributor to air pollution, and always will be, and yet, somehow life on earth has managed to survive. Have we exaggerated the threat of air pollution? I hope so, because even if we "control" ourselves back into the stone age, we are not going to be able to eliminate either sunlight or green plants.

Obviously, we must continue to do what we can to reduce the production of harmful man-made pollutants. But let's approach the task with a little less arrogance and a little more

humility. We still have a lot to learn. Some of it will undoubtedly be as unexpected as the real source of the Washington smog of August, 1973.

And, next time you see one of those bumper stickers that ask, "Have You Thanked A Green Plant Today?," regard it with healthy cynicism.

4-H, FFA To Receive Share Of Proceeds

It will be a happy day for several hundred 4-H and Future Farmer members throughout the state when they open the mail to find their part of the \$234,191.06 in checks mailed this week by the State Fair of Texas.

The checks, said State Fair Livestock Manager Don Clark, are in payment of premiums and auction sale proceeds from the 1974 Fair.

Clark said that the total number of animals sold in the Junior Sales at the 1974 Fair was 772, an increase over 1973, which indicates the faith the young people have in our livestock program.

Premiums paid over the market were the greatest ever. For example, steers brought a premium of \$235.04 per animal, compared with \$200 last year. Clark pointed out that this premium average does not include the prices paid for Champion in each category.

Barrows brought a premium of \$23.56, compared with \$21.01

in 1973. Lambs, due to less fluxuation in the market, had a premium average of \$24.52, compared with \$13.80 last year.

Clark stated that the increase in premiums were due to the concern of the citizens of Dallas about the youngsters becoming victims of inflation. The Auction Sale Committee solicited buyers up to the last minute.

The total premiums paid for animals exhibited, including Junior Market Broiler in 1974 was \$27,160.10; while proceeds from the Junior Auction sales were \$307,030.96, for the total of \$234,191.06.

"I would like to take this opportunity," Clark said, "to thank all 4-H and FFA members who participated in the 1974 State Fair of Texas; along with the Ag. teacher county agents and parents who provide so much inspiration and assistance to these members of Texas' next agricultural generation."

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 I Can Give You A 97% Loan Commitment



What a way to spend the holiday...

AND YOU MAY... IF YOU SHOPLIFT

There's no easy way out if you're caught. Shoplifters don't get sympathy from anyone anymore. Stores will prosecute to the hilt. Judges don't hesitate to impose the maximum penalty. And society backs them up. Because the consumer foots the bill for the annual billion dollar loss in ripped-off merchandise. If you think shoplifting is a joke . . . better think again. You could find yourself laughing alone . . . all the way to the jail!





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FURR'S WILL BE CLOSED, THURSDAY THANKSGIVING DAY
NO SALES TO DEALERS
WE ACCEPT FOOD STAMPS

YAMS NEW CROP EAST TEXAS LB. 25¢
WALNUTS CALIF. NEW CROP LB. 63¢
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MUMS
FULL BLOOM FOR CENTERPIECE OR GIFT TO FRIENDS
EACH **\$3.29**

CRANBERRIES
OCEAN SPRAY
1-LB. CELLO BAG
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GREEN ONIONS LARGE BUNCHES EACH 2 FOR 25¢
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SUPER DISCOUNT SPECIALS

COFFEE
FOLGER'S ALL GRINDS
LB. **69¢**
EXPIRES 11-27-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

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MIRACLE WHIP
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EAGLE BRAND MILK
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15-OZ. CAN **FREE**
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ROLLS Farm Pac BROWN & SERVE Pkg. 3 FOR **\$1.00**

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TOMATOES HUNT'S SOLID PACK 14½ OZ. 3 FOR 89¢
POTATOES SWEET GAYLORD CUT NO. 303 CAN 3 FOR \$1
SOUP MUSHROOM FOOD CLUB CAN 5 FOR \$1
WHIPPING CREAM BORDEN'S ½ PINT 29¢
PEACHES VAL VITA NO. 2½ CAN 49¢

TOWELS TERI, ASSORTED OR DECORATED, ROLL 58¢
GARLIC SALT SCHILLING'S 3 ¼ OZ. 43¢
CAKE MIX DUNCAN HINES, ANGEL FOOD, 15-OZ. 87¢
BUTTER POUND QUARTERS FOOD CLUB 89¢

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CHRISTMAS CARDS 25-COUNT BOX **99¢**
CHRISTMAS TREES
THE WORLD'S MOST BEAUTIFUL TREES—CHOOSE YOUR SIZE FROM THIS LARGE SELECTION, SCOTCH PINE OR FIR TREE STYLES
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OUTDOOR LIGHT SET 25-LIGHT STRAND **\$3.39**
GIFT WRAP SPECIAL VALU-PAC **79¢**
FLAT SHEET PACK 83 SQ. FEET 20 SHEETS
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10 ROLLS FOIL PAPERS 110 Sq. Ft. TOTAL WRAPPING PAPER **\$2.99**

SAVINGS DOUBLE GOLD BOND STAMPS

MON., TUES., WED., THIS WEEK ONLY

CANNED HAM	FOOD CLUB 3-LB. CAN.....	\$4³⁹
GROUND BEEF	FRESH DAILY LB.....	69¢
ROUND STEAK	FURR'S PROTEN LB.....	98¢
SIRLOIN STEAK	FURR'S PROTEN LB.....	98¢
CLUB STEAK	FURR'S PROTEN LB.....	\$1³⁹
CHUCK STEAK	FURR'S PROTEN LB.....	79¢

CREAM CHEESE
FOOD CLUB 8-OZ. PKG... **45¢**

T-BONE STEAK
FURR'S PROTEN LB.... **\$1³⁹**

VELVEETA CHEESE SPREAD JALAPENO
1-LB. PKG... **99¢**

RUMP ROAST
FURR'S PROTEN LB... **98¢**

RANCH STEAK
FURR'S PROTEN SHOULDER 7 BONE CUT LB. **89¢**



TURKEYS BUTTERBALL AND HONEYSUCKLE

HENS 16-LBS. AND UNDER LB..... **65¢**

TOMS 16-LBS. AND OVER LB..... **59¢**

TURKEY TOMS
ROYAL ROCK 16-20-LB. AVE. LB..... **39¢**

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TURKEY.....	LB.	\$2⁹⁹
OLD FASHIONED CORN BREAD DRESSING.....		69¢
PUMPKIN PIE.....		\$1⁴⁹
FRUIT SALAD.....	PT.	69¢
GIBLET GRAVY.....	PT.	69¢

TURKEY BREASTS \$1⁰⁹

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Should you not be satisfied with any purchase of beef in Furr's meat department, you will receive double your money back and no questions asked.

YOU ALWAYS PAY the LOWER PRICE PRICE at FURR'S

Cans and Packages that show more than one price... YOU PAY THE LOWER PRICE

As price increases occur, all pre-marked product on our shelves will be sold at the market price until that supply is exhausted.

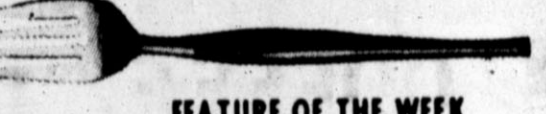
During the year many prices are lowered due to supply. When prices are lowered you receive the savings immediately. Products bearing the old higher price will be marked with the new lower price. You can see the savings.....

YOU PAY THE LOWER PRICE.

Note: The only exceptions to our pricing policy is when price change timing is controlled by law

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PICKLES HEINZ SWEET 24-OZ. JAR.....	99¢
FRUIT COCKTAIL FOOD CLUB 303 CAN.....	3⁰⁰
CRANBERRY SAUCE FOOD CLUB NO. 300 CAN	
WHOLE OR JELLY.....	29¢
STUFFING MIX STOVE TOP CORN BREAD 7-OZ. PKG.....	48¢
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FEATURE OF THE WEEK

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CORN on COB TOP FROST FROZEN 4-EAR PKG.....	69¢
TOPPING TOP FROST FRESH FROZEN 10½-OZ. PKG.....	59¢
POTATOES OH BOY CHEESE CHIVES BACON 12-OZ.....	4⁰⁰
STEWELL INDIVIDUAL QUICK-FROZEN FRUITS	
PEACHES 16-OZ.	75¢
BLUEBERRIES 16-OZ.	91¢
STRAWBERRIES OR CHERRIES 16-OZ.	93¢
RHUBARB 16-OZ.	47¢
BLACKBERRIES 16-OZ.	\$1²⁴
STRAWBERRIES TOP FROST FRESH FROZEN 10-OZ. PACKAGE.....	39¢
MINCE PIES JOHNSTON'S FRESH FROZEN 34-OZ. PKG.....	\$1¹⁹

SAVE 20¢

MAXWELL HOUSE COFFEE 1-LB. CAN

with coupon..... \$1⁰⁵

without coupon.... \$1²⁵

expires 11-27-74

LIMIT ONE COUPON PER FAMILY

SAVE 10¢

FRENCH INSTANT POTATOES 13-OZ. SIZE

with coupon..... 79¢

without coupon.... 89¢

expires 11-27-74

LIMIT ONE COUPON PER FAMILY

CLAIROL HAIR COLOR FROST AND TIP KIT **\$3⁹⁷**

GIFT SETS FOR CHRISTMAS BRUT 33 SET LOTION AND DEODORANT **\$2⁹⁵**

OLD SPICE COLOGNE **\$2⁹⁵**

Alka-Seltzer 25 COUNT **59¢**

LISTERINE MOUTH WASH 32-OZ. BOTTLE **\$1²⁷**

Colgate MFP TOOTH PASTE COLGATE SUPER 9-OZ. **74¢**

HAIR SPRAY PROTEIN 21 REGULAR EXTRA HOLD UNSCENTED **\$1²³**

FEMINE HYGIENE SPRAY FDS 3-OZ. **\$1³³**

VISINE EYE DROPS ½-OZ. SIZE **\$1⁴³**

SHOP FURR'S

MIRACLE PRICES

SELL IT FAST! BUY IT RIGHT! USE WANTADS!

Phone 364-2030

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

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

1. FOR SALE Miscellaneous

FIRE WOOD PINON - OAK
 Seasoned
 Bud Sparks — 364-1264
 Dean Herring — 364-2203
 B-1-13-tfc

For Sale: Like new 1972 Chemetro portable 200 amp welder on excellent two wheel trailer which includes cutting torch. Call 364-2947.
 B-1-22-45-tfc

!! CARPET !!
 We have moved to 310 North 25 Mile Avenue

C & W CARPET
 364-3448
 B-1-14-tfc

For Sale: New 1/2 h.p. compressor, \$120.00. Like new General Electric Dishwasher, harvest gold, \$150.00. Call 276-5802.
 B-1-17-20-tfc

"THE SADDLE HOUSE" COMPLETE Riding Equipment

New & Used Saddles HIGGINS & SOUTH TEXAS ST. PHONE 364-3583
 B-1-15-tfc

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

!!WE HAVE MOVED!! TO KNOWLES AUCTION BARN ON MISSION ROAD
 We have a full line of new & used furniture and appliances at bargain prices.
 Open for business 6 days a week 8:00 a.m. to 8:00 p.m.
BIG JIM'S FURNITURE
 Phone 364-1873
 B-1-31-tfc

For Sale: Repossessed Quasar color 12" portable TV, still in warranty.
STAN KNOX TV & MUSIC
 509 E. Park Avenue
 B-1-20-20-tfc

Puppies to give away. 1/2 Keeshond. Phone 364-4696.
 B-1-21-1p

STATED MEETING SECOND MONDAY 7:30 P.M. Thursday DEGREE WORK
 L.J. Clark W.M. W.A. Phipps Sec.

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

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

FOR SALE
 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-tfc

FOR SALE: Sewing unit with machine that zig-zags and buttonholes. Call 364-2520.
 B-1-15-47-tfc

Steel belt radial at reduced prices. Hurry while supply lasts. 50-HR78-15 and 50-GR78-15. Firestone. Call 364-4333.
 B-1-17-45-tfc

For Sale: Baling wire, \$33.50 per roll. 16 ft. well casing, 1/4 wall, new \$12.50. Farwell Pipe & Iron, Farwell, Texas Phone 481-3287.
 B-1-21-46-tfc

LEFT IN REPAIR
 We have several unclaimed stereos left in our repair shop that must be sold. For example — an electronic component with 8 track tape player, deluxe turntable and two speakers. Only \$98.00 or \$10.00 monthly at.

MARTINS SOUND CENTER
 Corner of Georgia & I-40 Amarillo, Texas
 B-1-45-tfc

VICTORIA HOUSE OF ANTIQUES
 Antiques and gifts. New shipment of cut glass. For appointment: Call 364-5636
 B-1-46-tfc

For Sale: 1969 12x60 Atlas Mobile Home. \$3800.00. Call 364-6397 after 7 p.m.
 B-1-12-20-3p

For Sale: 3 year old female St. Bernard, beautifully marked. Phone 364-2560.
 B-1-11-20-4c

FOR SALE: Small one bedroom Mobile Home. Town and Country Sales Lot. 364-0169.
 B-1-15-47-2c

TREAT rugs right, they'll be a delight if cleaned with Blue Lustre. Rent electric shampooer \$1.
 B-1-10-21-tfc

McCaslin Lumber
 B-1-20-47-2c

FOR SALE: Used Whirlpool washer and dryer. Good condition.
Western Auto Store
 364-1355
 B-1-15-47-2c

FOR SALE: 70 yards beige carpet with pad. 1 couch with inner-spring mattress that makes a bed. 1 chair to match couch. All in good shape. Phone 364-2284.
 B-1-17-21-1p

NEW G.E. TV's—Special prices: 10" color portables, \$199.95 25" color consoles, \$499.95 with trade.

TAYLOR FURNITURE & APPLIANCE
 603 Park Avenue
 B-1-22-21-tfc

YARD SALE. Sunday, Monday, Tuesday at Northwest Mobile Lodge, No. 9 on Ranger Drive. 9:00 to 5:00.
 B-1-17-21-1c

For Sale: Two registered blood hound pups. 276-5239.
 B-1-10-21-2c

For Sale: 1963 Ford Courier Pickup. Call 364-4243.
 B-1-10-21-3c

For Sale: Simmental Hereford cross bull calves. Call 276-5605.
 B-1-10-21-tfc

HAY FOR SALE
 Alfalfa, prairie, baled oats, Johnson grass. We deliver.
 Contact: Jim Woods, Larned, Kansas 316-285-3879 day or night
 B-1-19-4c

LOOK LOOK LOOK
 Complete liquidation, due to other interests in New Mexico. Pipe, steel, well casing, all sizes and shapes of steel. 25 semi-loads. The more you buy, the less the price. 20,000 pound Clark Fork Lift. 1969 Chevrolet pickup with self contained camper. Nice 8-N Ford Tractor. Used barbed wire.
GARDNERS PIPE AND STEEL
 Matador, Texas
 Phone 806-347-2335
 B-18-47-2c

MADAM ANN PALM READER & ADVISER
 Advice in all affairs of life, love marriage, and business. There is no problem so great that she is unable to solve. See "Madam Ann" today and get rid of your problems tomorrow.

OPEN 8 a.m. - 10 p.m. Daily and Sunday
 2401 East 5th Street
 Plainview, Texas
 Phone 806-293-7368

Look for the "Palm" sign in front of her home.
 B-1-20-4p

NEW - NATIONAL CASH REGISTER
 Model 24-152. Used only 9 months, non-itermizing, four total, slip printing sales, 5-digit money keys with 7 identifying sales keys and 4 department totals.
PHONE 806-364-1932
 B-1-20-4c

REMEMBER!
 Call Fuller for Fuller Brush products. Jessie Fuller, 578-4377; or Cecelia Fuller, 578-4374.
 S-1-14-14-tfc

DELUXE CORSICANA FRUIT CAKES
 Business, individual or direct mailing gifts
ORDER NOW
 FOR Thanksgiving or Christmas
Wesleyan Service Guild
 Gladys Willoughby, 364-2060
 S-1-18-7c

Use the most modern method of carpet cleaning in America today. "Steam clean" your carpets with the Trexax Hydro-Mist System. Do it yourself. Save money. Easy to use. Fantastic results. Available for rental at

THE SHERWIN-WILLIAMS CO.
 Sugarland Mall
 Phone 364-4484
 S-1-16-7c

For Sale: 5 piece chrome dinette set. Call 364-1164.
 B-1-10-21-1c

IF carpets look dull and drear, remove the spots as they appear with Blue Lustre. Rent electric shampooer \$1.
Hereford Hardware
 B-1-22-21-2c

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress - Chantilly lace bodice, long train, hair piece. Call 364-1238.
 B-1-22-21-tfc

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress - Chantilly lace bodice, long train, hair piece. Call 364-1238.
 B-1-22-21-tfc

Baled mlo stubble. \$32.50 ton. Phone 357-2344.
 B-1-10-21-tfc

WELL kept carpets show the results of regular Blue Lustre spot cleaning. Rent electric shampooer \$1.
Duckwalls, Sugarland Mall
 B-1-20-47-2c

For Sale: 16' Stock trailer, goose neck, tandem axle. 5th wheel included. 267-2337, Vega. B-2-15-47-2p

See Us For Mayrath Grain Augers Also have parts in stock

DAVIS IMPLEMENT
 409 EAST FIRST
 Phone 364-2811
 B-2-35-tfc

For Sale: 1974 Demco 20 Ft. gooseneck trailer, totally enclosed. Call 364-5691; after 5 p.m. 364-2686.
 B-2-15-43-tfc

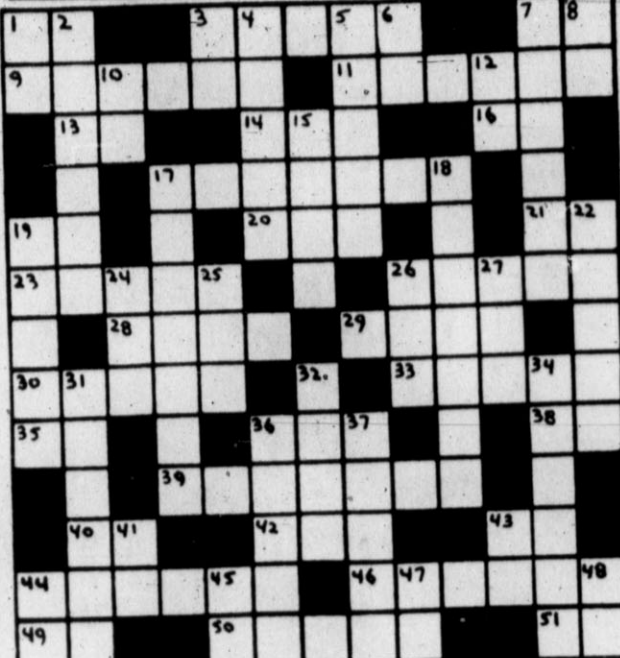
See Us For Parts-Sweeps-Chisels for Graham (Hoeme) Plows
DAVIS IMPLEMENT
 409 EAST FIRST
 Phone 364-2811
 B-2-35-tfc

For Sale: 1974 Dodge Crew Cab. 1/4 ton, SWB, \$1395.00. Call 276-5802.
 B-3-12-20-tfc

1971 Dodge Polara. Steel belted radial tires. 32,000 miles. Excellent condition. Call 364-4342 after 4 p.m.
 B-3-15-21-tfc

IHC Front end loader. 1968 Model 2504. Complete motor overhaul. 364-6062.
 B-2-11-45-7c

CROSSWORD By A. C. Gordon



ACROSS
 1 - Male nickname
 3 - Luster
 7 - Parent
 9 - Abdominal malady
 11 - Blood vessels
 13 - Senior's year
 14 - Salt
 16 - Preposition
 17 - Incentives
 19 - Italian river
 20 - Theatrical sign of a full house
 21 - Like
 23 - Concerning
 26 - Region
 28 - Male name
 29 - Distorter of facts
 30 - Order of architecture
 33 - Look of scorn
 35 - Bookkeeping entry (abbr.)
 36 - American Medical Ass'n (abbr.)
 38 - Preposition
 39 - Standard for election

DOWN
 1 - Exclamation
 2 - Demonstration
 3 - U. S. soldier
 4 - Endures

ACROSS
 40 - To proceed
 42 - Energy unit
 43 - Pronoun
 44 - A line of sentinels
 46 - Ream
 49 - Preposition
 50 - Reverse
 51 - Thoroughfare (abbr.)

DOWN
 5 - Round of applause
 6 - Thus
 7 - Demon
 8 - Like
 10 - Eastern U. S. state (abbr.)
 12 - Preposition
 17 - Refer to
 18 - Peculiar
 19 - Demoralizing terror
 22 - Austere
 24 - Age
 25 - Facial twitch
 26 - That thing is (contraction)
 27 - Have being
 31 - U. S. state
 32 - Arabian chief
 34 - Sea ducks
 36 - To improve
 37 - Fury
 41 - Either
 43 - Roman 1001
 44 - Roman 101 (abbr.)
 45 - Old Anglican
 47 - Proust
 48 - Lattin "and"

GARAGE SALE. Sunday afternoon, 146 Nueces. Toys, clothes, dishes, swing set, girl's bicycle, pool table, much more.
 B-1-16-21-1c

GARAGE SALE. 226 Aspen, Sunday.
 B-1-10-21-1p

FOR SALE 10c PER LB.
 1300' used 2" pipe.
 1400' used 2 1/2" pipe.
 100' used 6" I-beam.
 100' used 3" angle iron.
 2-steel roof trusses, approx. 48'
 2-steel roof trusses, approx. 26'.
 Cleaned used 2x4, 2x6, 1x6 lumber, make offer.
 CALL 364-2911, Hereford
 B-1-21-1c

For Sale: 5 piece chrome dinette set. Call 364-1164.
 B-1-10-21-1c

IF carpets look dull and drear, remove the spots as they appear with Blue Lustre. Rent electric shampooer \$1.
Hereford Hardware
 B-1-22-21-2c

For Sale: Male Chihuahua, 5 months old. Call 364-0352.
 B-1-21-1p

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress - Chantilly lace bodice, long train, hair piece. Call 364-1238.
 B-1-22-21-tfc

Baled mlo stubble. \$32.50 ton. Phone 357-2344.
 B-1-10-21-tfc

WELL kept carpets show the results of regular Blue Lustre spot cleaning. Rent electric shampooer \$1.
Duckwalls, Sugarland Mall
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For Sale: 16' Stock trailer, goose neck, tandem axle. 5th wheel included. 267-2337, Vega. B-2-15-47-2p

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For Sale: 1974 Demco 20 Ft. gooseneck trailer, totally enclosed. Call 364-5691; after 5 p.m. 364-2686.
 B-2-15-43-tfc

See Us For Parts-Sweeps-Chisels for Graham (Hoeme) Plows
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 B-3-12-20-tfc

1971 Dodge Polara. Steel belted radial tires. 32,000 miles. Excellent condition. Call 364-4342 after 4 p.m.
 B-3-15-21-tfc

IHC Front end loader. 1968 Model 2504. Complete motor overhaul. 364-6062.
 B-2-11-45-7c

3. FOR SALE Automobiles

For Sale: 1973 Buick Riviera, loaded. Call 364-6801 or 364-5017 after 5 p.m.
 B-3-12-14-tfc

1974 Monte Carlo, loaded, includes factory tape. Can be seen at 420 Star St.
 B-3-12-20-tfc

NEW & USED CARS
 now for sale at JOHN ORSBORN BUICK, PONTIAC, GMC'S new location.
 221 North 25 Mile Ave.
 B-3-8-tfc

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

FOR THE BEST BUY IN
 Pre-owned and personally selected cars
 Contact
COMBS USED CARS
 F.D. "Chick" Holbert (Owner)
 1503 Park Avenue
 Hereford, Texas 79045
 Office Ph. 364-1310
 Home Ph. 364-1797
 B-3-13-tfc

For Sale: Good used tires, \$5.00 and up. FIRESTONE, 364-4333.
 B-3-10-43-tfc

For Sale: 1971 Datsun Pickup. New tires.
 Call 364-2694
 B-3-10-19-tfc

WALKER'S USED CARS AND TRUCKS
 WE BUY, SELL OR TRADE
 400 West First
 Phone 364-2250
 B-18-41-tfc

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

For Sale: 1970 Dodge Crew Cab. 1/4 ton, SWB, \$1395.00. Call 276-5802.
 B-3-12-20-tfc

1971 Dodge Polara. Steel belted radial tires. 32,000 miles. Excellent condition. Call 364-4342 after 4 p.m.
 B-3-15-21-tfc

CARTEL REAL ESTATE
 206 North 25 Mile Avenue
 Henry Reid — 364-5344
 Al Wiley — 364-4985
 Wayne Carthel — 364-0944
 B-4-42-tfc

FOR SALE
 '68 Chevy Pickup with camper top, and 17 ft. Gastron Boat & Trailer, outboard-inboard 150 V/6 Buick Engine. Easy load drive-on trailer.
 CALL 364-0235 after 4 p.m.
 B-3-20-3p

1968 IHC F-1800 series. Twin screw. Excellent condition. 1973 F-250 Ford, LWB. Power steering, 4 speed 390 engine. 364-0951.
 B-3-19-47-tfc

1973 Chevrolet Cheyenne Pickup with 8' cab-over camper. Extra clean. One owner. Together, or separate. 364-6247.
 B-3-16-47-2c

1963 GMC, V-8, 1 ton, flatbed with 1967 250 AMP welder. Good shape and ready to go. Must sell, together or separate. Call 267-2183, Vega.
 B-3-47-8c

1974 Ford 390, V-8 four speed, 1 ton welding truck with 200 AMP Lincoln Welder, 6,000 miles. Nice rig. Call 267-2183, Vega.
 B-3-47-8c

For Sale: 1969 Chev. tandem truck. See at 100 North Cherokee Drive. Call 364-2948.
 B-3-15-47-4c

For Sale: 1973 Buick LeSabre. 37,000 actual miles, radial tires. Can be seen at 1209 Grand. 364-3744 or 364-0160.
 B-3-19-21-tfc

For Sale: 1965 Pontiac Catalina, 4 dr. Good air conditioner, heater and radio. Fair condition, excellent motor. 364-5610.
 B-3-18-21-tfc

4. REAL ESTATE For Sale Or Trade

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

FOR SALE
 4 1/2 sections and 1 leased with improvements. Dry land, farm and grass. 1200 acres of good wheat, 700 acres of alfalfa on sub. irrigated land. 10 water wells. On mail, school bus route, REA.
 If purchased by December 31st, only 20% down.
Write Box 1333 Hereford, Texas
 S-4-20-2c

FOR SALE
 Redecorated 3 bedroom, 1 1/2 bath, fenced yard, patio, gas grill, fruit trees, corner lot and close to school.
PHONE 364-2486 after 6 p.m.
 B-4-46-tfc

FOR SALE
 2 acre tract with 15 ton capacity scales and scale house. Scales and scale house can be sold separately. Ideal home, site, 5 miles east of Hereford on Hwy. 1259.
PHONE 364-2486 after 6 p.m.
 B-4-46-tfc

FOR SALE
 1 acre tract with well, 1.7 miles west of Summerfield Post Office on Hwy. 60. Signs on properties.
PHONE 806-373-4271
 B-4-45-6p

Large 3 bedroom home - Irving St. \$159.50 - assume FHA or VA.
Beautiful 3 bedroom, 2 bath. Stanton St. Assume loan.
1700 sq. ft. 3 bedroom, 2 bath brick. Only 10 years old. \$23,000 with massive living and dining area. Vicinity Tierra Blanca.
 If you need room - take a look at this two story home, well worth the asking price of \$12,000.
 Nice 3 bedroom home with one acre-no restrictions, \$17,500-close in.

FOR SALE
 1500 Acres new farm land, shallow irrigation water, 2,000 plus gallons per minute at 40 ft. All in Buffel and Klein Grass. Excellent hunting. \$375.00 per acre.
CALL
 512-896-3264
 B-4-19-10c

FOR SALE
 2 acre tract with 15 ton capacity scales and scale house. Scales and scale house can be sold separately. Ideal home, site, 5 miles east of Hereford on Hwy. 1259.
PHONE 364-2486 after 6 p.m.
 B-4-46-tfc

FOR SALE
 2 acre tract with 15 ton capacity scales and scale house. Scales and scale house can be sold separately. Ideal home, site, 5 miles east of Hereford on Hwy. 1259.
PHONE 364-2486 after 6 p.m.
 B-4-46-tfc

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 B-4-46-tfc

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 2 acre tract with 15 ton capacity scales and scale house. Scales and scale house can be sold separately. Ideal home, site, 5 miles east of Hereford on Hwy. 1259.
PHONE 364-2486 after 6 p.m.
 B-4

8. HELP WANTED

Need school bus drivers for coming school year. See Eldon Owens at School Bus Shop. B-8-14-29-tfc

Need Experienced welders at our new facilities on Holly Sugar Road. Phone 364-4621. B-8-13-32-tfc

LVN NEEDED. Pleasant working conditions. Small nursing home. Call 806-652-2502. B-8-10-46-6c

SOCIAL SECURITY OR RETIRED MAN

for parttime custodian work and to enforce rules for the use of the Heritage Room at the Deaf Smith County Library.

Apply in person to: Deaf Smith County Judge Courthouse B-8-46-4c

Need experienced hair dresser with following to work in beauty salon. For information, call 364-0209 or 364-6552. B-8-17-20-4c

Custodian needed at Bovina Schools. Contact L.F. Jacobs, Supt. Phone 238-1317. B-8-11-20-3c

REGISTERED NURSES

North Plains Hospital is seeking industrious individuals to help enlarge our nursing staff.

Our salary program is one of the best in the Panhandle. It is designed to compensate you for your experience as well as supervisory ability. Our nurses residency is available at a cost cheaper than free. Fringe benefits are above average - excellent medical staff relations.

For more information, call collect: DIRECTOR OF PERSONNEL 806-273-2851 North Plains Hospital Borger, Texas An equal opportunity employer B-8-19-5c

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

WANTED

Dependable woman to work 10:30 to 5:00, Monday through Friday. Occasional Saturday at Mr. Burger. Apply in person at 819 West Park Avenue, between 10:30 and 11:30. No phone calls. B-8-47-2c

NEEDED-Bus driver at Walcott School, apply at school office or call 289-5874. B-8-10-21-8c

9. SITUATIONS

State Licensed Child Care For Working Mothers Hereford Day Care Center 6 months through 8 years After school care available. 364-1293 B-9-46-rfr

WILL DO BABY SITTING in my home. Monday through Friday. Elaine Northcutt. 364-2135. B-9-15-47-2c

Will do baby sitting in my home week days only. Phone 364-5860. B-9-10-21-2c

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

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

11. BUSINESS SERVICE

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

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

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

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL CLIFF JOHNSON, 364-2111 B-11-45-tfc

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

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

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

We Fix Sash-Weights, Gates; Doors, Floors; Walls, Halls; Shutters, Gutters; Basements, Casements; Stair Flights, Lights; Latches, Catches; Ventilators, Incinerators; Lavatories, 2nd stories; Light Switches; Roof Pitches; Sprung Frames, Leaky Drains; Ceiling Joists; Garage Door Hoists. Doorbells that won't chime. And other things that don't Rhyme. Call: Robert Betzen Phone 289-5500 All kinds Home and Building repair and remodeling. Painting and Decorating. B-11-46-tfc

KLEMME CATTLE CO. Stocker & Feeder Cattle W, eat & Pasture Calves Phone 417-742-2624 Rt. 2, Walnut Grove, Mo. B-11-19-15p

JOHNSON IRRIGATION Peerless PVC Plastic Pipe Don Johnson, 364-2870 Mobile Phone 364-4741, Unit 3470 P.O. Box 2024, Hereford, Texas. B-11-8-tfc

KELLEY ELECTRIC Virgil Kelley Electrical Contractors Residential - Commercial All bids & wiring competitive. Ph. 364-1345 - Nights 364-1523 or 364-5929. P.O. Box 30 B-11-15-tfc

AGRICULTURAL GYPSUM COMPANY Highest quality gypsum now available to area farmers. Call: David Pickens, 364-6594 5-11-9-tfc

HEARING AID BATTERIES for all makes sold and tested at THAMES Pharmacy Phone 364-2300 5-11-12-40-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 0075 5-11-12-40-tfc

COMPLETE Turn Key Installations of Pumps and Gear Drives Big "T" PUMP CO. INC. Sales & Service HEREFORD 364-0353 DIMMITT 647-3444 FRIONA 247-3311 5-11-24-tfc

ROWLAND STABLES 840 AVENUE F PHONE 364-1189 Stall rentals - Boarding Breaking - Training - Fitting for show - Horses for sale - Stallion at stud, AA Alegre Lad, grandson of Skipper W on top and Three Bars on bottom. Conformation galore, excellent disposition. Good cowhorse. 5-11-37-tfc

TURNER WELL SERVICE Submersible pumps Repair & Exchange Pipe - Pressure tanks Dempster - Pumpco CALL: Doyle Turner - 364-0811 Scott Turner - 364-4447 Mobile Phone - 364-3221 5-11-47-tfc

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13. LOST & FOUND LOST: Pair prescription tinted eye glasses, gold frame, gold box. Owner needs them badly. Please return to 121 Avenue F. REWARD. B-13-21-1p

14. CARD OF THANKS CARD OF THANKS We want to thank every one for your prayers, flowers, cards and visits during my stay in St. Anthony's. George DeLozier & Family

CARD OF THANKS I want to thank all of you that had a part in harvesting my sorghum. Friends and neighbors mean so much when a person is unable to see about things himself. I'm not sure of all that had a part but each of you know. I can never repay or say thank you enough. George DeLozier

WANT ADS A WORLD OF RESULTS Call THE BRAND 364-2030

PUBLIC NOTICES BECAUSE THE PEOPLE MUST KNOW

Editor's Note: Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one promise is that people must be advised competently. Public Notice advertising first came into being with the Congress of 1792. That body recognized its responsibility to the people, required the Postmaster General to advertise for bids for the construction of new post offices. From that inauspicious beginning to the complex publication requirements in federal, state and local laws today, government officials have come more and more to understand their obligations to inform the public through Public Notice advertising. Newspapers over the years have been the vehicles by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.

LEGAL NOTICE NOTICE TO ALL PERSONS HAVING CLAIMS AGAINST THE ESTATE OF GENE GODWIN, DECEASED. Notice is hereby given that original Letters Testamentary for the Estate of Gene Godwin were issued on the 19th day of November, 1974, in Cause No. 14,897 Probate, pending in the County Court of Lubbock County, Texas, to Thomas J. Griffith, Independent Executor, whose address is 6F Lubbock National Bank Building, Lubbock, Texas, 79401. All persons having claims against this estate which is currently being administered are required to present them within the time and in the manner prescribed by law. DATED this 20th day of December, 1974. ESTATE OF GENE GODWIN, DECEASED By: Thomas J. Griffith S-21-1c

Some government officials predict that inflation and economic decline are playing havoc with the administration's budget hopes for 1975 and 1976.

NEXT WEEK'S HOROSCOPE By Clay R. Pollan Note planetary ruler of your birth symbol FOR WEEK BEGINNING MONDAY, NOV. 25, 1974

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Forensic Delegation

Over 500 students from 25 high schools in the state attended the Annual High Plains Forensic Tournament on the campus of West Texas State University last Friday and Saturday, November 22 and 23. Hereford students with one of the larger delegations line up outside the Activity Center for a picture. They are front row, left to right, Cameron Clements, Marc Strange, Karl King, Ted

Pittsinger, Robert Schoumacher, Scott Dryden, Bubba Bridges, and Lyle Bonner, Second row, Deanna Finley, Sandra Klueskens, Debra Looper, Grace Bullard, Charlene Smith, Dianne Bonner, Dolores Abalos, Susan Wong, and Helen Lesly, Third row, Russ Odom, Kim Cochran, Kathy Jones, Melinda Matthews, Lance Walton, La Donna Bridges, Rose Valdez, and Linda Fortenberry.

Turkey Is Tops In Texas

This just may be the year of the turkey.

Although the turkey roamed over Texas and Mexico long before Columbus came to our shores, the All-American bird is looking its best this year. Turkeys are plentiful, and to top it off the price is right. Of course, at any price, turkey is an excellent value, nutrition-wise. But now turkeys are a double value, according to two poultry specialists with the Texas Agricultural Extension Service.

"Nutrition is presently the name of the game and turkey wins this game hands down," contend Dr. David B. Mellor and Dr. William O. Cawley. "Turkey is highest in protein and lowest in fats of all our common meats. It is also a meat that is high in riboflavin and niacin—two of the more important B vitamins."

Turkey is a common fare for holiday meals, but really deserves more use by most families on a year-round basis, say the two poultry specialists. Size should not be a deterrent, as the raw frozen turkey may be divided, wrapped and refrozen for delicious meals. A publication, "Freezing Poultry for Home Use," provides helpful hints and is available from any county Extension office.

"Turkey also works well when the cooked meat is refrozen for later use," note the Texas A&M University System specialists. "Some families serve turkey for an evening or Sunday dinner and then debone and freeze the remaining turkey for later use, saving just enough for cold turkey a day or so later."

No matter how you cut it, turkey is usually one of the better protein values. Have you ever compared the foods you buy on the cost of the protein they are supplying to your

menu? Just use the protein content and price per pound for any food. Your county Extension agent has this information for several foods and can assist you in calculating your own cost of protein in foods.

Turkey meat is naturally low in fat; one would expect to find 125-150 calories in a serving. Of course, if the serving were just white meat, it would be less. Set-basting turkeys are a little higher in calories due to the added basting sauce. But the calorie count is still low when compared with chestnut and sausage stuffing or gravy made from pan drippings.

One of the biggest secrets in basting turkey is keeping the

meat moist," contend Mellor and Cawley. "Since the birds are so young when processed for market, the naturally low-calorie meat has really little fat. Keeping this meat moist requires more care than for meats having more fat."

You can conserve moisture by covering the bird in a roasting pan, placing it in a special plastic bag or tenting it with foil and cooking at 325 degrees F. The turkey is cooked when a meat thermometer placed in the center of the thickest portion of meat registers 180 degrees F.

Anytime is turkey time. Plan now to make this double value meat a part of your menu each week.

USDA Amends Ant, Beetle Regulations

The imported fire ant and Japanese beetle regulations were amended today by the U.S. Department of Agriculture (USDA) by exempting transplants of tree or soil from the list of regulated articles.

Leo G.K. Iverson, deputy administrator of USDA's Animal and Plant Health Inspection Service, APHIS, explained that bare rooted plants will not contribute to insect spread if substantially free of soil. Both the ants and beetles lay eggs in soil and spend at least part of their lifecycle underground.

Articles still regulated under the imported fire ant and Japanese beetle quarantines include soil, grass sod, used mechanized soil moving equipment, and plants with roots, except houseplants grown indoors and not for sale. Such regulated items must be inspected, treated, when

necessary and certified "pest free" before being shipped from infested to uninfested areas.

Iverson said that the stinging fire ants detect landscapes with large mounds and interfere with farming, gardening and the use of school grounds and public recreation areas. Japanese beetles, on the other hand, attack grasses, flowers, shrubs, trees, fruits, and field crops such as corn and soybeans.

Texas is one of the states under fire ant quarantine but has no Japanese beetle problem. However, the quarantine regulations apply only to the infested areas of the state.

Carl Albert, House speaker, on cooperation. "It is obvious, my members of Congress, cannot fashion and pass a legislative program without the President."

Vegetarians Advised

Vegetarian diets—no meat, poultry or fish—have risen in popularity recently. But the major concern in planning a vegetarian diet is to insure that the protein quality is adequate, according to one nutritionist.

"Getting enough protein is usually not a problem since the average adult requires only about 46-56 grams of protein each day," Mrs. Mary Sweeten, foods and nutrition specialist with the Texas Agricultural Extension Service. The Texas A&M University System said this week.

Although foods of vegetable origin contain some protein, they do not have the variety of the important amino acids that animal proteins do.

To obtain a good balance of amino acids and to improve the quality of vegetable proteins, animal and vegetable proteins should be combined, Mrs. Sweeten explained.

She suggested making corn tortillas with cheese, cereal with milk and macaroni with cheese. Also, vegetable protein combinations of beans with corn or rice and peanuts with wheat improve the quality of the

proteins. These do not have to be made in one dish, but should be consumed at the same meal, she continued.

Those interested in planning a vegetarian diet have three kinds to consider, according to "his nutritionist."

Pure or strict vegetarian excludes all foods of animal origin, such as meat, eggs and dairy products.

"This diet severely limits the nutrients found in the meat and milk groups. Vitamin B 12 is found only in meat, fish, eggs and dairy products, and the strict vegetarian will miss this important nutrient unless supplements are made," she warned.

She also pointed out that the strict vegetarian diet may be deficient in calcium, riboflavin and iodine.

Ovo-lacto vegetarian excludes meat, fish and poultry, but includes eggs and dairy products.

Lacto-vegetarian excludes meat, poultry, fish and eggs, but includes dairy products.

The ovo-lacto and lacto-vegetarian excludes meat,

poultry, fish and eggs, but includes dairy products.

"The ovo-lacto and lacto-vegetarian diets can be nutritionally acceptable. But the strict vegetarian diet is dangerous and not recommended for long periods of time," she said.

Out of Orbit



IT'S A CLEAR CASE OF LOVE AT FIRST FLIGHT!

'Energy Saver'

Colder days mean you'll soon be winterizing your car. When you take it to the garage, why not ask for a tune-up as well as anti-freeze? A well-tuned car drives better—and saves gas.

Caulk and weatherstrip doors and windows. This inexpensive measure, which nearly anyone can do, could reduce your family heating bill by 10 per cent or more.

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INVITED

To Our Annual
Christmas Open House
Today From 1-5- P.M.

Christmas Centerpieces, Door Swags, Tree and Tree Trimmings, Free Door Prizes, Refreshments

Park Avenue Florist and Gifts
"Your Locally Owned FTD Florist"

364-4042 315 Park Avenue

THE KEY TO YOUR BANKING PROBLEMS!

THE BEST OF ALL POSSIBLE BANKS

Why put your money in a lot of different places for different reasons? Why carry a ring full of keys? We have all the services you need to make your banking easier and better. So why not do all your banking behind one door using just one key... OURS!

A good bank has more Answers than Questions!

The **FIRST NATIONAL BANK of HEREFORD**

Member of FDIC