

Deaf Smith Top County in Agri Market

"Save your bumper stickers, boys, we're gonna be Number One again!"
—And we are!

DEAF SMITH County is number one in Texas in the agri-market place, according to figures just released jointly by the U.S. Department of Agriculture and the office of John White, Texas agriculture commissioner.

Engaged in a seesaw battle, through the years with its arch-rival, Hidalgo County, for first place in agriculture production sales, Deaf Smith took the latest lead by almost \$10-million.

While second place went to the producers in the Rio Grande Valley county, the remainder of the top 10

honors came back to West Texas counties with Parmer, 3; Hale, 4; Castro, 5; Lubbock, 6; Lamb, 7; Swisher, 8; Hansford, 9 and Floyd, 10.

FINAL POSITION is based on a total of three things: crop production sales, livestock production sales and government payments. It must be remembered that the figures involved represent dollar revenue from sale of production on the market at the current value. It must also be noted that these 1973 figures represent the latest sales since the 1974 effort is still in varying stages of production.

Hereford and Deaf Smith County owes its prime position to livestock which

is quite an achievement in itself when it is understood how much production is determined.

Since, generally, both cattle and calves move from county to county during various growth periods, the value given to a county's place in this production cycle is based on a thing called the "value-added concept." A value is assigned for a calf through weaning stages; a value for raising to feedlot placement and a value for feedlot gain. The good done that animal in any one county accrues to that county's production record. The sum of all these values establishes the state value of the animal. A similar procedure is used for other livestock than cattle.

ON THIS basis, Deaf Smith County took the lead with the production and sale of livestock and livestock products to the tune of \$120,566,000 while Hidalgo County did not even place in the top 10.

On the other hand, Hidalgo County was number one in the marketing of its crop production which garnered some \$147,655,000. In crop marketing, Hale, Parmer, Lubbock, Lamb and Castro Counties placed two through six with Floyd in ninth position. Deaf Smith County did not even place in this top 10.

Neither did we place in government payments though the area did very well with Lubbock, 2; Hale, 3; Lamb, 6; Hockley, 7; Crosby, 8 and Floyd, 9.

However . . . the totals of crops,

livestock and government payments puts Deaf Smith first with \$181,056,000!

ALL THIS places the state of Texas number one in government payments, second in livestock and products (Iowa is first), fourth in the sale of crops, third in the marketing total of crops and livestock and third over all with a marketing total of almost \$7-billion.

Deaf Smith and Hidalgo Counties are at almost north-south extremes in the state with Hidalgo larger by only 33 square miles. It has a semi-tropical climate with the resulting vegetation which gives it its crop advantage in that several million dollars in citrus and citrus products are marketed annually. It also

produces hogs and poultry as well as cattle. Deaf Smith outproduces in this field. Our sugar beet production is offset by their crop of sugar cane.

Oddly enough, there is only one and one-half inches more annual rainfall on Hidalgo County crops than in Deaf Smith County, so irrigation is also practiced extensively down there. They have a 327-day average growing season in the valley compared to our 185-day period.

When all of these things are considered, one fact emerges, supported by official figures:

Deaf Smith County is Number One.



The Sunday Brand



27th Year, No. 17

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

20 Cents

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says nothing is quite so annoying as to have someone go right on talking when you're interrupting.

THE MOST valuable gift you can give another is a good example.

JUST IN CASE there is a reader or two who forgot, we'll remind you one more time that Daylight Saving Time ended this morning and you should set your clocks back one hour.

THE HEREFORD WHITEFACE gridders responded to the Homecoming celebration with a great effort in upsetting the Coronado Mustangs by 14-6 Friday night. This was supposed to be a "rebuilding" year for Hereford—even the Lubbock paper reported that the Herd would not be a "factor" in the district race! With the dedicated young men and the fine coaching staff we have, you can never count the Herd out.

Hereford High students put on a fine Homecoming parade Friday afternoon. Congratulations to the classes and organizations for a lot of work in preparing the beautiful floats!

A LADY called this week to challenge our statistics on a story concerning a survey of teachers to determine their feeling on a policy which forbids the employment of the school superintendent's wife. She felt the information was misleading.

We don't think so, but we're happy to present her viewpoint. We reported, as was presented at the school board meeting, that 66 per cent voted in favor of changing the policy and 34 per cent voted against. The only way it could be made clearer, perhaps, is to say that 66 per cent of those who voted were in favor of changing the policy.

THE VOTE total was 259, with 170 for and 84 against. There were 14 who marked "no opinion" and 84 of the membership who did not vote. Our caller thought we should have reported that 47 per cent of the membership voted yes and 25 per cent voted no; 4 per cent had no opinion, and 24 per cent did not vote.

Your view of the play being performed on the stage sometimes depends on the seat you select in the audience.

DR. W. PHILIP Gramm, Texas A&M economics professor, has drawn nationwide acclaim in recent years as a strong voice for the Free Enterprise system, and he has been quoted extensively on the cause and cure of inflation.

"Money does not solve problems, ideas solve problems," states Dr. Gramm. "If we are to ever put an end to spiralling prices, shortages, high interest rates, and economic stagnation, we must stop the growth of government and put our monetary and fiscal house in order."

"TO REVERSE the trend of fiscal irresponsibility, we need strong leadership which is a scarce commodity in Washington today. We must resist the siren song of more and more government spending and more and more government controls and stand up for the Free Enterprise system which has made us prosperous and free."

Herd Win Celebrates Homecoming



Homecoming Queen

Lovely Cindy Smart gives the crowd along the parade route a regal smile as she participates in her first official royal act following her coronation at the lively homecoming pep rally immediately preceding the parade.

DAN WELTY
Brand Sports Editor

The Hereford Whitefaces put together a passing game and fine defensive play to thrill an overflow Homecoming crowd as the Whitefaces upset district foes Coronado Mustangs 14-6.

The win threw the District 4-AAAA race into somewhat of a confused mess, though, as both teams came out with 1-1 district records. With Monterey and Plainview to meet each other last night after The Brand had already gone to press, the lead for the district title could have been in any camp.

Hereford fans that traveled to Homecoming found themselves having to stand in aisles as the biggest crowd of this season cheered the Herd on to the win. Homecoming spirit ran high on the field as well as in the stands as the Herd put together a cool, confident manner that caught the Mustangs off guard.

MIKE CRIM completed 8 of 13 passes for 124 yards and the majority of the Herd's offense. Crim was only 3 for 16 last week against the Plainview Bulldogs in the district opener for Hereford which they lost 20-6.

Defensive gems provided Hereford with the breaks they needed to push to the goal line in the second and third quarter, and a last minute interception assured Hereford the win as the Mustangs attempted a last-minute scoring drive.

The two teams tied for first downs with 13 each, while Coronado eclipsed Hereford in total yardage with 198 to 188 for the Herd. The difference came in the fact that 143 yards for the Herd was in the air, and 152 yards of Coronado's total offense was rushing.

SOPHOMORE TERRY Brady led Hereford in rushing with 11 carries and 35 yards. Another sophomore, Roy Martinez, carried 8 times for 20 yards, while Doug Charest had 18 yards on five carries.

Coronado tailback Larry Anders led all rushers with 71 yards for 18 carries. Fullback Buster Whitener carried six times for 56 yards for the Mustangs.

Hereford's offense yet to score in the first quarter this season, but the defense has yet to give up a touchdown also. Hereford was not to score until one minute showed on the clock until halftime. Defense was the name of the game throughout the first half, with the Mustang defenders stopping the Herd on drives.

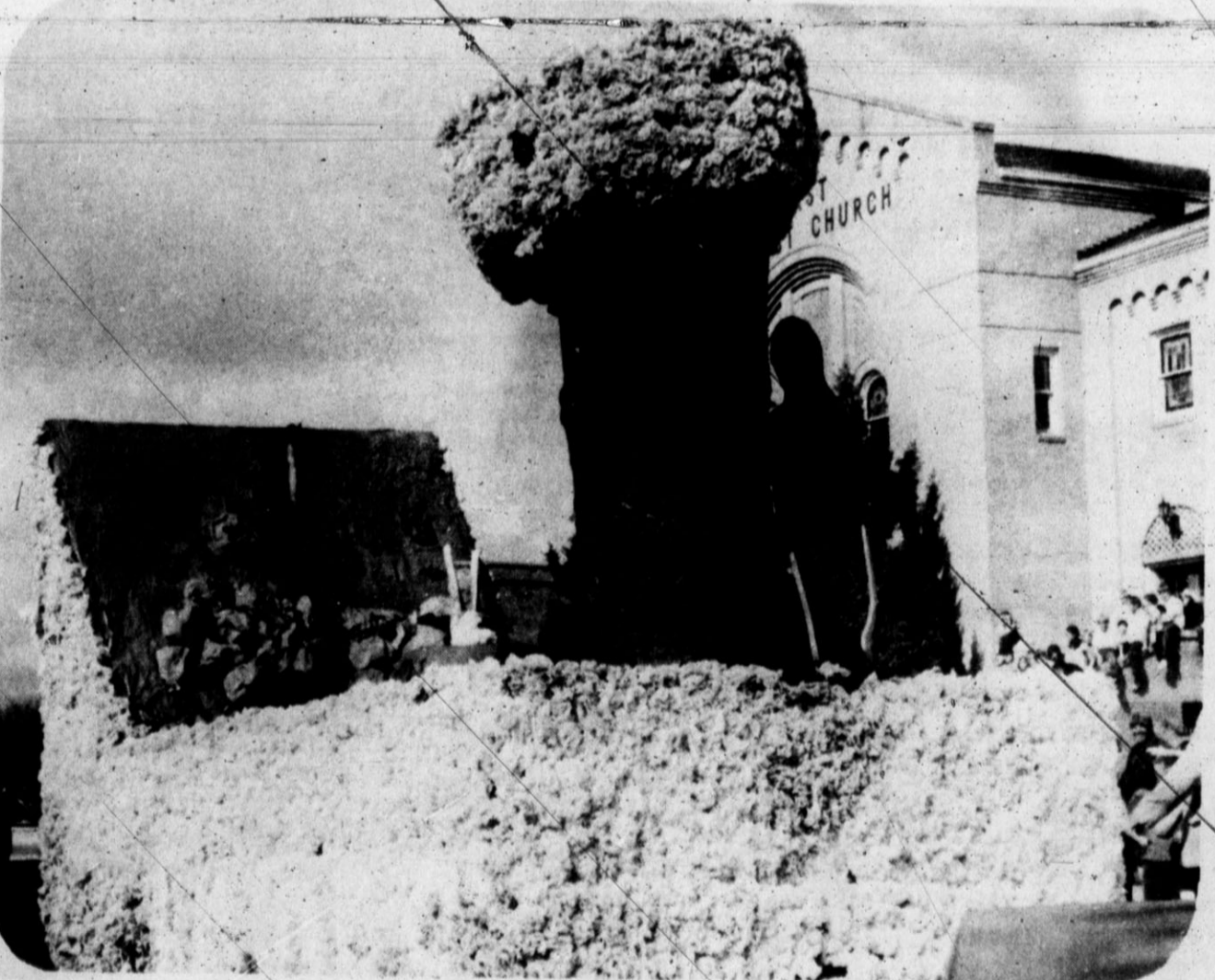
AS THE FIRST quarter came to an end, Hereford had the ball at midfield after forcing Coronado to punt from deep in their own territory. Mike Crim hit Kevin Malone with a 19-yard pass play, and Hereford was off on a five-play series that moved them to the 21-yard line before it died. A fourth down play that gained little yardage and an illegal block against Hereford stopped the drive at the 21.

Coronado was to fumble on their next possession as quarterback Kenny Blackwell mishandled the ball at the Hereford 42. Jimmy Sanchez recovered the ball for Hereford. The Herd drove to Coronado's 26-yard line, but three successive plays that lost yardage for the Herd found them with fourth down and 25 yards to go for a first. The Coronado defense dropped Roy Martinez, Doug Charest and Crim for big losses.

The Herd was hungry for a touchdown, though, and an interception by Dave Charest provided the chance. Coronado's Blackwell went to the air as the Mustangs tried to move from their goal line, but Charest got under the ball and found running room that was to put the Herd at the Coronado 34.

A PERSONAL FOUl against Coronado added 15 yards to Hereford's drive, and then Doug Charest broke tackle after tackle on a 21-yard run up the middle to the one-yard line. Three plays

(See HERD, Page 2)



Best All-around Float

Cartoon characters Elmer Fudd and Bugs Bunny carry their unending feud over into the Hereford High junior class effort to win top honors for homecoming parade floats. It was award best all-around title.

Parade Sparks Weekend Pace

Homecoming 1974 will be described as one of the most successful celebrations of its type in upcoming years. A beautiful queen was crowned, the home football team won, and the Homecoming parade came off without a hitch.

Preparations were underway all week long as the various clubs hurried to finish their parade floats in time, the band worked out a new routine, and the football team practiced hard to get in good spirits.

THE CELEBRATION began at 2:05 Friday afternoon with a pep rally at the Hereford High School. Confetti flew through the air, the band played joyous marches, Coach Larry Dippel spoke to the overflowing gymnasium and the Homecoming Queen for 1974 was named. In special ceremonies, Cindy Smart was crowned as the queen reigning over the festivities.

From the pep rally, things began

moving fast. The parade lined up and snaked its way from the high school parking lot down to Park Avenue, up Main Street to disperse about Second Street.

Theme for the Homecoming parade was cartoons; and nine floats and a myriad of decorated cars and groups brought forth the theme in fine fashion. All in all, 29 groups and organizations were represented.

JUDGING of floats and cars covered overall appearance, color co-ordination, organization of entry, following the selected theme, and carrying out the organizations' development of the theme. Judges were Tom Simons, Mrs. Jackie Andrews, Miss Cyd Sheffey, Buddy Peeler and Dan Welty.

The Junior Class float won Best All-Around Float honors for their Bugs

(See PARADE, Page 2)



WAYNE THOMAS

WT to Honor Hereford Attorney

Wayne Thomas, prominent Hereford attorney, will be honored by West Texas State University during the Homecoming Celebration Nov. 2 when he and Boyce Box of Amarillo are recognized as "Distinguished Alumni" for 1974.

Each man is being honored for his service to WTSU, and the achievement of a distinguished career in his hometown community and the region as a whole.

THOMAS, a 1947 graduate of WTSU, has been a member of the Coordinating Board of the Texas College and University System since 1969 and served as chairman for one term.

In looking at WTSU, Thomas stated that its "role is one I consider to be major in the state."

"I would like to see WTSU continue and perhaps enlarge its service to the region itself," he continued. "This means looking down the road at least a decade to see what the economic future of the Panhandle area is and how West

Texas State as the University of the Golden Spread can meet these needs and prepare its graduates to serve this area.

"THE POSSIBILITIES and potentials there are almost unlimited," he noted. Everyone in the Panhandle, according to Thomas, "should take the opportunity to learn more about West Texas State University to know what kind of institution it is, what it has to offer, and how it affects their communities."

"I think each of us would be surprised to learn that it makes a whole lot of difference."

"The future of the whole Panhandle region will be materially affected by the growth and development of West Texas State, and it will take more than the appropriations of the legislature, it will take general support and enthusiasm of everyone," he concluded.

IN LAW SCHOOL at the University of Texas, Thomas attained numerous

honors, including being named to the Texas Law Review, Order of the Coif, Chancellors and the Texas Bar Foundation. In Hereford, he is active in Boy Scouts, United Fund, the Hereford Development Committee, Deaf Smith General Hospital Board of Managers, and is a past president of the Chamber of Commerce. He is listed in "Who's Who in Texas" and "Who's Who in the South and Southwest."

BOX, owner of Box Insurance Agency and numerous other businesses in Amarillo, has been very active in West Texas State athletic support.

"The support of Boyce Box, has, on several occasions, meant the life or death of various athletic programs at West Texas State," said the three members of the Distinguished Alumni Selection Committee.

"He has always come through when he was needed," they added. Box listed many outstanding areas at

West Texas State, one of which is the musical drama "TEXAS"; which he states could not be done without WT.

HE CITED need for WT's alumni to return to campus, and to regain an "esprit de corps" so vitally needed for the University's development.

He feels that WT has found the "spark that is needed in Dr. Watkins, who is not too sophisticated of an educator to mix and mangle with every individual."

The 1949 WT graduate was a member of the "T" Club and lettered in basketball and football. A versatile athlete, he played forward on the basketball team, and end on the Buffalo football squad. Box was the basketball team's captain in 1947-48, and was top scorer that year.

In Amarillo, he is a life member of the Million Dollar Round Table, owner of Box Oil Company and Southgate Company, and is active in the First Baptist Church.

Local United Way Drive In Motion

The 1974-75 United Way campaign is officially underway in Deaf Smith County, with a vast team ranging from civic leaders and businessmen such as Raymond White, director of the effort this year, to the neighbor next door reaching for the collective heart of the community.

Within three weeks from the official "kick-off" breakfast held Thursday morning, workers hope to have the entire goal of \$59,600 pledged.

AT THAT BREAKFAST, hosted by First National Bank of Hereford, group leaders and general team workers were reminded by Mike Patrick, president of United Way of Deaf Smith County and by Campaign Chairman White, 93 per cent of the funds raised remain in Deaf Smith County with 71 per cent designated for youth projects.

It was announced that all the pledges to the campaign last year have now been paid and noted that the payroll deduction plan had been largely responsible for this success. This plan was hailed as the easiest way for any citizen to help United

Way, help the 11 agencies benefiting from the campaign without any lump sum hardship.

"If 2,000 workers in Hereford and Deaf Smith County would give 50 cents each week, we would raise \$52,000 of our goal!" White told the assembled workers.

(There are almost 5,000 workers in the county drawing some \$21-million each year.)

GROUP LEADERS were introduced at the breakfast meeting and their sphere of responsibility explained.

Linton Allred will be responsible for contacting the wholesale industry of the area, Lanny Crump will lead the retail division of the campaign. Bartley Dowell is the professional division leader; Buff Benson, feed lots; Virgil Slentz, agricultural division and those individuals not contacted through any other divisional effort; Dick Geries, financial; Mike Patrick, utilities; the Rev. William

Lang, churches and the general public; Jim Holmes, schools and Dean Herring, out-of-town.

This last division deals with those companies where a decision to participate and the amount designation is in the hands of officials of such companies with offices outside Deaf Smith County.

Family Night Meet Success for Jaycees

Charlie Ruiz was named "Jaycee of the Month" at the Thursday night steak supper meeting of Hereford Jaycees.

Chief officer John Bunch presided over a session that also included presentation of achievement certificates, induction of two new members... and an unusual presentation to one of the visitors present.

IT WAS family night and highly successful in that there were "tables of families." There was a visiting contingent of Bovina Jaycees present headed by club president, Ken Horn.

Bill Blackman, Jaycee national vice president made a number of presentations including the training course certificates... and one of the trophies won by the Hereford delegation to the area convention recently at Perryton, but delayed in delivery.

—And therein was involved an example of the hilarious horseplay marked by the enthusiasm that has become the Jaycee trademark universally and the good fellowship that is a distinct Jaycee experience.

THE TROPHY was the travel prize for the most man-miles covered to the area conclave. It was minus the little gold replica of a car that was supposed to top it off.

This was in the possession of one of the visiting Jaycees, James Robinson.

In turn, a cowbell, the prized possession of this same James Robinson — with which he allegedly disturbed many late night slumbers at the Perryton meet — was now in the hands of Hereford Jaycee Charlie Ruiz.

THE BELL was ceremoniously presented back to Robinson with an inscription the Hereford club had added: "James Robinson, Texas' Most Enthusiastic Jaycee."

CHAIRMAN WHITE may have explained the success of last year's effort and spoken the inspiration for a repeat this year when he said:

"I hope that, in some way, you go away from here as enthusiastic as we are. I know of no community better able to meet this goal."



Covenant Players

A Hereford schedule of 14 appearances in five days is typical of the pace that has crowded more than 65-thousand performances internationally in the brief careers of these members of the International Repertory Theater Group. Dan Feith, front, is the manager of the touring group. The others, from the left, are Mrs. Steve Litchfield, Steve Litchfield and Jody Worth. They are sponsored by the Hereford Ministerial Association.

Local Cancer Group Gets Smoking Report

If you are smoking a cigaret as you read this, you have 14 minutes less to spend reading than before you lit up.

Or, your odds against living to finish the last sentence are 16 times greater than the reader who does not smoke.

THOSE WERE some of the medically established facts on smoking given members of the Deaf Smith Cancer Association at a luncheon, Thursday, at the Hereford Country Club by Dr. William P. Hale, Amarillo eye, ear, nose and throat specialist, with some rather grim color slides to document his first-hand knowledge of and experience with cancer directly attributed to smoking.

According to Dr. Hill, not only does each cigaret take 14 minutes from your life but smoking as a teenager lops 12 years off life for that segment of the younger generation. Yet, 50 per cent of high school seniors in the U.S. smoke.

One of every seven deaths this year... or 500 demises a day will be due to smoking. A moratorium on smoking would save about a half-million lives

annually as well as some \$400 per year for the smoker. —And that is just tobacco cost. It does not consider the potential medical — and funeral — expenses of the person addicted to smoking.

IN ADDITION to nicotine, cigarets contain tars, 13 of which have been medically established as cancer-causing agents. Nicotine can so dilate blood vessels that it often causes permanent hearing loss because of damage to the blood supply to the hearing mechanism. The nicotine from just two cigarets injected is enough to kill a person.

There seems to be, from all these facts and figures, one reason why humanity continues to smoke in the face of empirical evidence of the serious harm it causes. This reason is a product of two facts leading to one observation in the vernacular of the present day:

• Much of the habitual, addictive use of cigarets today is an effort to calm taut, ragged nerves. Now, since the only known use for nicotine is as an insecticide... its continued use might be justified because you are "bugged!"

Hereford Man Elected Feeder Convention Reflects Situation

The Texas Cattle Feeders Association's annual convention, held in Amarillo Monday and Tuesday, attracted 850 cattlemen from several states and at least two foreign countries and broke all attendance records.

Charles Hoover of 301 Sunset Dr. is a new director of the organization. President is Glenn Deen of Dumas.

In his opening remarks, Deen briefly recapped the events of 1974, many of them controversial for the cattle feeding industry, and pointed to the accomplishments of the 1,481-member state association.

"Two years ago and as

recently as 14 months ago, some cattlemen were predicting that we would never have another cattle cycle; that consumers would continue demanding more and more beef and that cattle prices would stay at high levels as long as income levels remained high," Deen said. "How wrong we were. Cattle cycles are still an economic fact of life."

He also predicted that with current high grain prices and severe losses sustained by feeders over the last 13 months, cattle will be carried to heavier weights on grass, then fed more roughage, less grain and for a shorter period in the feedyards.

Proposed changes in beef grading standards drew only slight opposition among the cattlemen. The Tuesday afternoon session was devoted to that subject with a panel discussion made up of Dr. Ralph Durham, Texas Tech University, as moderator; Richard Hormaechea, Idaho cattle feeder; Kenneth Dilldine, Glover Packing Co., Roswell, N.M.; Cecil Hellbusch, consultant to retail stores and John Pierce, director of the livestock division, AMS-USDA. Japan was pinpointed as a real growth area for U.S. beef

(See FEEDER, Page 10)

New Concept Given By Covenant Group

Four members of the National Repertory Group known as the Covenant Players will make a whirlwind tour of Hereford churches, schools and civic clubs beginning today.

Mr. and Mrs. Steve Litchfield, Jody Worth and Dan Feith, manager of this touring group, make their first appearance this morning at 9 at St. Anthony's Catholic Church with selected presentations from their stock of dramas and contemporary vignettes.

The Sunday Brand

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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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THE TEAM will then divide for 11 a.m. appearances at First Christian and First United Methodist Churches. At 6:30 p.m., today's schedule will conclude with a performance at First Presbyterian Church.

Monday begins with an appearance at the Catholic parochial school followed by a visit to the Rotary Club at noon and Kings Manor in the afternoon.

Tuesday, the Covenant Players will be at LaPlata Junior High School at 10:25 a.m. and Stanton at 1 p.m.

A visit to the Kiwanis Club at noon, Thursday, will conclude their Hereford appearances with the program they have scheduled at First Christian Church, Wednesday at 8 p.m. the climactic production of their local stay.

IT WILL BE a one-hour performance in the Fellowship Hall of the church and will be open to the entire community.

This is the only performance in Hereford where an offering will be taken. There is no admission charge for any of their appearances. The Covenant Players come to the city under the sponsorship of the local ministerial association.

The Litchfields are from Stafford, Kan. Jody Worth is a native of Corvallis, Ore. While Feith hails from Cincinnati, O. Their parent company, National Repertory Group, based at Reseda, Calif., was born in 1963 and the first performance of Covenant Players was given that year. Since that time, there have been more than 65-thousand performances in all 50 states, Canada and Europe.

ACCORDING to a spokesman for Covenant Players, theirs is motivational drama created to, hopefully, relate Christianity to the modern world in which we live. None of their works intentionally identify with any particular theology but are written to focus thought on the complexities of modern living.

Humor is their mainstay but their portfolio includes light and heavy drama, mystery, fantasy and even science fiction.

Charles M. Tanner, a native of New York, is the founder, director and writer of the repertory company.

Funeral Rites Conducted For Henry Hugh Gandy

Funeral services for Henry Hugh Gandy, 75, of Westgate unit at Kings Manor retirement home, were conducted Saturday morning in Rose Chapel of Gilliland-Watson Funeral Home, followed by graveside services in the afternoon at Tulla Cemetery, where he was buried.

The Rev. Dewitt Seago, chaplain at Kings Manor, and the Rev. J.L. Bozeman, pastor of Temple Baptist Church, officiated for the funeral. Mr. Gandy was a member of the Baptist Church.

He had been a resident of Hereford since 1934 when he moved from Plainview. He had lived at Kings Manor the last three years.

Born March 17, 1899 at Iredell, he was the oldest son in the J.P. Gandy family which came to the Panhandle when he was in the teens. He never

married. Survivors are three brothers, C.R. and J.G. Gandy of Hereford and G.S. Gandy of Wheeler; three sisters, Mrs. C.T. Caraway of Tulla and Mrs. Ray Oglesby of Canyon; and 21 nieces and nephews.

MASS TRANSIT BILL
House-Senate conferees have approved an \$11.8 billion, six-year bill to help the nation's big population centers expand and maintain their mass transit systems.

ON CAMPAIGN FUNDS
The Senate has approved a compromise package of political reform that would give the Democratic and Republican Presidential nominees \$20-million each in taxpayer funds to wage their 1976 campaigns.

NEW ENERGY DIVISION
President Ford has signed a law to abolish the Atomic Energy Commission and create a new Energy Research and Development Administration that could be the forerunner of a new Cabinet department.

Over 500 Watches to select from
COWAN JEWELERS
Downtown



Fish Delivery

Troy Windham, of the Bureau of Sport Fisheries and Wildlife, facing camera, dips up a part of the 6,000 fingerling catfish delivered to 12 area farmers. Delivery was made at the post office at Vega, Thursday. Windham brought the fish from the hatchery at Dexter, N.M. Fish may be requested annually by farmers (or anyone) with a pond one quarter of an acre or larger in surface area that will not be used as a commercial industry. That is the only restriction. Applications for the fish may be obtained from the Soil Conservation Service. Windham's agency is a branch of the Department of the Interior.

Top Students Announced

5.0 HONOR ROLL SENIORS

Dan Beavers, Danny Collins, D. Lynn Davison, Sharon Dearing, Stanley Fry, Joel Fuhrmann, Jim Goheen, Monica Herring, Gary Landers, Christie Ottosen, Vicki Payne, Sue Roberts, Cynthia Ruther, Janette Schlabs, Leesa Sledge, Shyla Thomas, Hilda Veliz, Lynn Wiley, Denise Wosnitzky, and Laurie Young.

5.0 HONOR ROLL JUNIORS

Dolores Abalos, Cheryl Arney, Andi Askew, Betty Banks, Jean Barber, David Charest, Amy Cox, Michael Crim, Dennis Evans, Debra Feagley, Michael Foster, Elaine Frische, Barbara Garcia, Susan Grimsley, Terry Hetzel, Robert Hicks, Debra Jones, Joan Josseland, Luanne Kindfater, Sandra Krueger,

Alice Kuper, Tammy Lawson, Pamela Lee, Debra Looper, Lisa Lyles, Dianna McCarley, Rachel McGilvary, Roy Newton, Renee Payne, Beverly Phillips, Michael Pittard, Teresa Rhoton, Rocky Rodriguez, Angelica Sanchez, Gene Ann Shipley, Deborah Smith, Wesley Strain, Rhonda Thompson, Rose Warren, Jo Lynn Williams, William Word, Rosemary Zepeda and Ann Zeizsche.

Ld Children's Mothers To Meet

Mothers whose children have learning disabilities are invited to a coffee at 10 a.m. Monday in Community Center, when Mrs. William Grant of Amarillo, who with her husband is president of the High Plains Association for Children With Learning Disabilities, will be present.

children's disabilities, and in some cases learn to be rid of feelings of embarrassment about these disabilities.

Mrs. Chris Ottosen spoke and Mrs. Robert Dobbins are leaders of the tentative plans here, and emphasize that the coffee is open to all interested mothers. Learning Disability Counselors in Hereford schools are helping to send invitations, but no personal invitation is needed.

Baby sitting service will be available at minimal charge during the coffee, the sponsors announce.

Spectators Number 150 a For Open Horse Show

An open horse show at Rowland Stables Sunday afternoon drew a crowd of some 150 people to watch riders vie for tops in ten events plus one horse trophy presentation.

Rebecca Rudd, Preston Jobe and Clint Thompson. Prancer, ridden by Dwight Jobe, was awarded the all-around horse trophy.

Dwynn Gynn, Vega, was the judge. Following the show, there was a hamburger-fry on the Rowland's back lawn.

Western Pleasure for 10 years and under: Dwight Jobe, Shawn Wyly and Keith Jobe. Western Pleasure, men's division: Dwight Jobe, Preston Jobe and Shawn Wyly. Western Pleasure, women's division: Phylecia Rowland, Kelli Stallings and Sheri Whitaker.

Western Pleasure, open competition: Phylecia Rowland, Dwight Jobe and Bobby Pledge. Trail: Marcia Duren, Roy Martin and Sheri Whitaker. Sit-a-Card: Shawn Wyly, Roy Martin and Kristin Stallings. Poles, 12 years and under: Kristin Stallings, Pat Padilla and Greg Patterson.

Poles, 13 years and older: Bucky Etheridge, Clint Thompson and Rebecca Rudd. Barrels, 12 years and older: Rebecca Rudd, Preston Jobe and Phylecia Rowland. Barrels, 13 years and older: John Vanderhoof, Governor of Colorado, on tax surcharge: "I think the people will go along with it as part of the package to fight inflation."

5.0 HONOR ROLL SOPHOMORES

Anthony Albracht, Dee Ann Caisson, Ramon Castillo, Linda Ginn, Jeanne Hair, Laurie Higgins, Larry Landers, Kristi Mason, Douglas Reinart, Rayburn Strange and Phillip Zinser.

4.5 HONOR ROLL SENIORS

James Arney, Linda Betzen, Roger Bradley, Jeannine Brady, Ladonna Bridges, Cathy Close, Rose Mary Dupnik, Regina Fetsch, Cathy Friemel, Olivia Galvan.

Gloria Garcia, Elizabeth Hawley, Beverly Hewitt, Joyce Jesko, Deborah Klechak, Debra Lindsey, Tommy Loerwald, Ester Luna, Bodie Lyman, Kevin Malone.

Kathy Manning, Nancy McDonnell, Cynthia Parten, Thomas Schlabs, Sina Sims, Cynthia Smart, Laura Thompson, Frank Torres, Evelyn Urbanczyk, Deborah Walterscheid, Jay Williams and John Williams.

4.5 HONOR ROLL JUNIORS

Elaine Albracht, Mary Bartels, Beverly Beene, Bob Behrends, Theresa Best, Marilyn Bradley, Mary Delacruz, Jane Ellis, Javis Ford, Pablo Gaitan.

Alfonso Gamez, Pete Hale, Robert Hardin, Vance Hennington, Alice Hernandez, Kiska Hodges, Janie Hoffman, Chris Hutson, Giles Inmon, Gerald Johnson.

Steven Jones, Ellen Jerde, Donna Kendall, Wilma Knight, Helen Lesly, Melinda Matthews, Janet McWhorter, Michelle Moore.

Vickie Munnerlyn, Betty Ann Parrish, Barbara Poindexter, Sara Ricketts, Olga Rios, Debra Scroggins, William Spain, Joan Tiemann, Delfine Ulibarri, Dirk VanderZee and Carole Vogel.

4.5 HONOR ROLL SOPHOMORES

Rowan Alexander, Susan Andrews, Dennis Artho, Kimberly Cochran, Deana Finley, Rebecca Friemel, Horace Gamez, Melinda Gonzales, Annette Gooch.

Rhonda Hagar, Julie Hallows, Angeline Haschke, Kent Herring, Debra Livingston, Linda Kay Marquez, Melinda Masten, Sarah Merritt, Colleen Rudd, Karen Schlabs, Susan Schlabs, Cynthia Thomas, Juana Valdez, Becky Veazey and Laurel White.

Call No. 491 Charter No. 5604
National Bank
Region No. ELEVEN

Report of Condition, Consolidating Domestic Subsidiaries, of the

The First National Bank of Hereford
of Hereford, Texas

IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON OCTOBER 15, 1974 PUBLISHED IN RESPONSE TO CALL MADE BY COMPTROLLER OF THE CURRENCY, UNDER TITLE 12, UNITED STATES CODE, SECTION 161.

ASSETS	
Cash and due from banks (including None unposted debits)	8,732,436.48
U.S. Treasury securities	526,694.78
Obligations of States and political subdivisions	3,549,101.59
Other securities (including None corporate stock)	72,000.00
Federal funds sold and securities purchased under agreements to resell	
Loans	29,803,808.63
Bank premises, furniture and fixtures, and other assets representing bank premises	512,537.90
Other assets (including None direct lease financing)	1,008,862.14
TOTAL ASSETS	44,205,441.52

LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	17,831,735.64
Time and savings deposits of individuals, partnerships, and corporations	16,847,975.66
Deposits of United States Government	69,680.47
Deposits of States and political subdivisions	2,742,787.39
Deposits of commercial banks	2,654.84
Certified and officers' checks, etc.	382,939.51
TOTAL DEPOSITS	\$37,877,773.51
(a) Total demand deposits	19,023,864.91
(b) Total time and savings deposits	18,853,908.60
Other liabilities	1,001,484.09
TOTAL LIABILITIES	38,879,257.60

RESERVES ON LOANS AND SECURITIES	
Reserve for bad debt losses on loans (set up pursuant to IRS rulings)	873,993.37
TOTAL RESERVES ON LOANS AND SECURITIES	873,993.37

CAPITAL ACCOUNTS	
Equity capital-total	4,452,190.55
Common Stock-total par value	1,000,000.00
No. shares authorized 200,000.00	
No. shares outstanding 200,000.00	
Surplus	1,400,000.00
Undivided profits	2,052,190.55
TOTAL CAPITAL ACCOUNTS	4,452,190.55
TOTAL LIABILITIES, RESERVES, AND CAPITAL ACCOUNTS	44,205,441.52

MEMORANDA
Average of total deposits for the 15 day calendar days ending with call date 37,136,748.66
Average of total loans for the 15 calendar days ending with call date 30,577,348.75

I, HELEN S. SMITH, Cashier, of the above-named bank do hereby declare that this report of condition is true and correct to the best of my knowledge and belief.

Helen S. Smith

We, the undersigned directors attest the correctness of this report of conditions and declare that it has been examined by us and to the best of our knowledge and belief is true and correct.

James H. Sears
Ruby K. Sears
R.R. Wills
Directors

Lions Hear Minister's 'Skinny' Talk

"Self discipline" was the topic when Bobby McMillan, Methodist minister, spoke to the Hereford Lions Club Wednesday, in the Civic Club Center.

McMillan praised the work of Weight Watchers' organizations as he told of trimming off 100 pounds and holding his weight at 164 for the past four years.

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Cowan Jewelers AGS

Downtown AMERICAN GEM SOCIETY

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Open Monday Night From 6 PM - 9 PM

Mens Flare 3 Hours Only!
JEANS Reg. '6" \$2.88

Mens Sport 3 Hours Only!
SHIRTS Solid, Print, and Plaid Sizes S-M-L-XL Reg. '7" \$2

3 Hours Only!
Men's Double Knit PANTS Broken Sizes, Values to '16 \$3.88

Entire Stock 20% OFF 3 Hours Only!
Boy's - Girl's JACKETS Sizes 1-18 \$19.88

Mens 3 Hours Only!
SPORT COATS Reg. or Long Sizes 36 to 44 Solids - Prints \$19.88

1 Table Flat Fold Slightly Irreg. **DOUBLE KNIT** \$1 YD. Three Hours Only!

Bargain 50% OFF 3 Hours Only!
LINGERIE Gowns, P.J.S, Etc \$1.00

One Table 1st. Quality 3 Hours Only!
DOUBLE KNIT Solids & Fancies \$1.67

3 Hours Only! Entire Stock Boy's Double Knit
SLACKS 8-20 Slim-Reg. Values to '12 PAIR \$6.88

One Rack Ladies 3 Hours Only!
SHOES Val. to '13" Three Hours Only! PAIR \$2.5

FREE!!!

ANTHONY'S C. ANTHONY & CO.

DOWNTOWN ONLY

master charge BANKAMERICA

HALLOWEEN SALE Featuring Skeleton Prices

Open Mon. 6 PM - 8 PM

Paper or Plastic Trick Or Treat BAGS 15¢

COMPLETE PARTY SECTION

Pal Bubble GUM

1-LB. 3-OZ. PKG. 99¢

Tootsie Roll POPS 1-LB. PKG. 99¢

Halloween KISSES Pkg. of 80 67¢

Halloween Masks Starting At 29¢

Halloween COSTUMES Complete with Mask Age 8-10, Reflecta Light Masks, Also Age 10-12 \$1.77

Halloween COSTUMES 3-5 Years Your Favorite Cartoon Characters \$1.37

perry's 303 N. Main 364-1707

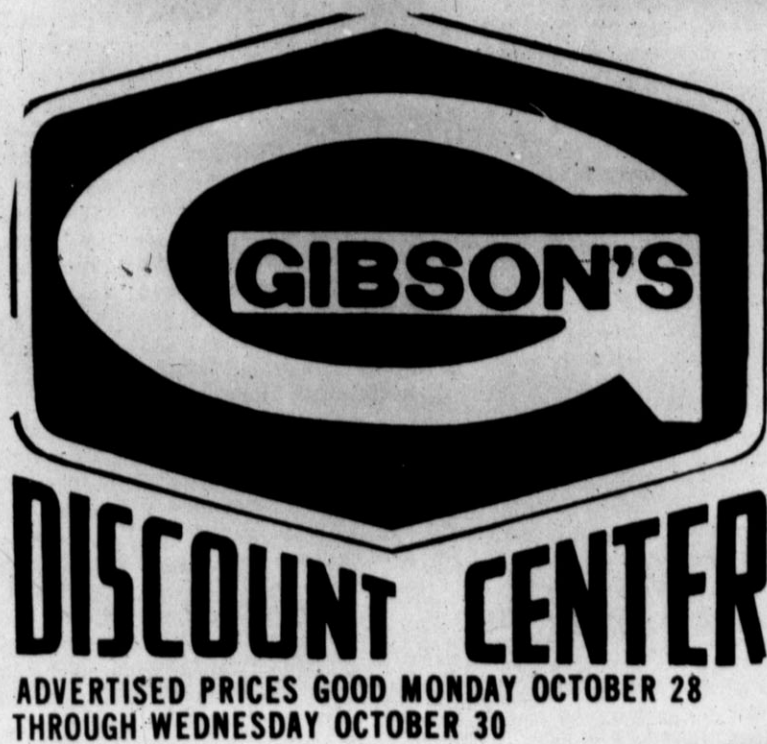
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Spooky

See Our Complete Selection Of **HALLOWEEN NOVELTIES** At Gibson's Low Discount Price

- Paper Plates
- Napkins
- Candles
- Spooky Masks



GIBSON'S DISCOUNT CENTER

ADVERTISED PRICES GOOD MONDAY OCTOBER 28 THROUGH WEDNESDAY OCTOBER 30

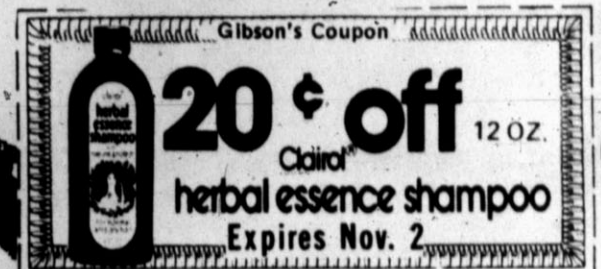
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master charge THE INTERBANK GROUP



Herbal Essence **CREME RINSE** 12-Oz. Reg. & Ex Body **89¢**



Gibson's Coupon **20¢ off** 12 OZ. Clairol herbal essence shampoo Expires Nov. 2

Halloween **COSTUME**

- Safety Glow Colors
- Flame Retardent Material
- Full View Mask

Reg. '199

79¢

Men's & Boy's **BASKETBALL SHOES** White & Black Retail '47 **\$333**

All Men's **COATS** **25%** OFF G.D.P.

Herbal Essence **SHAMPOO** 12-OZ. Normal, Dry, Oily Delicate **\$143** w/Coupon

Clip Coupon and Save Reg. '199

Complete Home **DECORATING KIT** 12 Pcs. For Doors Windows **\$119** Reg. '199

Fun **COSTUMES** Full Costume & Mask Reg. '299 **\$169**

"Etelte"-Womens **HOUSE SHOES** Machine Washable Large Asst. Of Colors Reg. '299 **\$179**

O.J. **BEAUTY LOTION** Reg. 77¢ **57¢**

850 Remington **HAIR STYLER** 850 Watts Of Drying Power With Styling & Drying Attachments Reg. '249 **\$1997**

CUFF LINKS and TIE TACKS **50%** OFF G.D.P.

Fun Size **SNICKERS 3 MUSKETEERS MILKY WAY** 1-Lb. Bag Retail '177 **99¢**

101 Kiddie **POPS** by Shari 17 5/8-Oz. Bag Reg. 97¢ **79¢**

Armour **TREET** 12-OZ. Can Reg. 97¢ **83¢**

Nestle's **HOT COCOA MIX** 14 Pkgs. To A Box Reg. 99¢ **83¢**

Plastic Laundry **BASKET** Reg. 57¢ **47¢**

In Yellow or Green

No. 7508 Poly Perk Automatic **COFFEE POT** Colors Flame, Avocado or Harvest Gold Reg. '87 **\$797**

Family Size **CHEER** 50¢ Off Reg. '399 **\$369**

Thomas Standard No. 146 **DUCK CALL** Reg. '377 **\$297**

Standard Pro No. 151 **GOOSE CALL** Reg. '877 **\$699**

No. L295-SP Ray-O-Vac Weather Proof **LANTERN** w/6 Volt Batteries Reg. '377 **\$277**



To The EDITOR

Dear Editor:
Pardon me for writing to you when the ones I really want to contact are the citizens of our fair city.

Hereford is a friendly town with good people and I like them all, but, when they sit behind the wheel of a car, they seem to lose all direction and sense of value. We are a growing town, beautiful streets and roadways capable of handling today's traffic if our drivers could grow up with our town.

Our state governor calls it "driving friendly." Actually, it is common courtesy and defensive driving. I have reference to simple courtesy such as: make a left turn into left lane, right turn into right lane; if someone in the next lane and a little ahead of you makes a signal indicating a desire to shift lanes, slack off and permit the change; don't gas it and try to get past before allowing the shift. Hold back a few seconds at a busy intersection to permit a peer to exit from a parking lot. I have seen more driving courtesy on the streets of San

Over 500 Watches to select from
COWAN JEWELERS
Downtown

NEWS REPORT

Ford's Campaigning - November 5th - The Majority Monopoly Power?

WASHINGTON, D.C. - President Ford has been campaigning hard for Republicans from necessity; party prospects are gloomy. The Democrats are expected to gain seats; but they are likely to gain because of Watergate rather than anything the Democratic leadership has accomplished in the 93rd Congress.

Had it not been for Watergate, voter dissatisfaction with the party in power would be at a high level. The Democrats, who control both houses, failed to reform tax laws, to act vigorously against inflation, to pass health insurance legislation and other vitally-needed bills.

They have accomplished little to ease the fuel crisis, have refused to go along with President Ford's emergency recommendations on inflation and fuel, are bickering among themselves while attacking the Ford Administration rather than working toward compromise in the national interest to achieve immediate results.

H³ HUSTLE HUSTLE HUSTLE

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

People, Helping People!

That's always been the way - the American Way - the United Way! It's a proud feeling to know that we're a part of such a fine program - especially when you look at the work done for our young folks and for those who suffer handicaps and those who just plain need help. This year's campaign is off to a good start under the very capable leadership of Chairman Raymond White. President Mike Patrick has asked that anyone having a question about anything concerning the United Way - call him or one of the officers or workers. Let's all help to put this over the top - quickly!

This may not help the present economy too much, but it should be good for the ego. Deaf Smith County is unquestionably Number One in Cattle and Agriculture according to figures received from Commissioner of Agriculture, John C. White. Deaf Smith County's total cash receipts including crops, livestock and payments totaled \$181,056,000 for 1973. The next highest county was Hidalgo with \$171,834,000. Then it's Farmer, Hale and Castro in that order. Being interesting to see the report for 1974.

As many of you already know - your Chamber, finally - and after a hard fight - had to

Jaycees Holding Series On Family Life Helps

First of four sessions in a Family Life Development program was held by Hereford Jaycees and their wives this week, and others will follow each Monday evening in the Deaf Smith County Chamber of Commerce building.

The program is a series of discussion sessions based on the short book, Prime Time, by Elof Nelson, an expert in family relations. Larry W. Bean, Prime Time chairman in the Hereford club and also I-A Area chaplain, is in charge of local arrangements.

He explains that these meetings are for couples interested in learning better ways to relate to each other, sharing opinions, ideas and feelings on the important elements of their relationships.

Bill Russell of Muleshoe, area chairman of Family Life Development, and Mrs. Russell were present to direct the discussion. He stressed better communication between husband and wife, and the importance of seeking positive solutions to family problems. Relations of parents and children are to be discussed as part of the next session, Bean said.

"A tenet of our Jaycee creed is 'Earth's great treasure lies in human personality' and this program is designed to add depth to that belief and help find this treasure within each member and his family," he added.

No Time To Grow

Mrs. Noowed - Aren't these eggs rather small today? "Grocer - Yes'm, but the farmer who sells me my eggs had to start to town early this morning and took them out of the nest too sooh."

Cold wave was costly to nation's crops.

State Bank No. 1778

CONSOLIDATED REPORT OF CONDITION OF HEREFORD STATE BANK

of Hereford in the State of Texas and Domestic Subsidiaries at the close of business on October 15, 1974.

ASSETS	
Cash and due from banks (including None unposted debits)	\$5,466,839.32
U.S. Treasury securities	1,149,343.03
Obligations of States and political subdivisions	2,065,991.63
Other securities (including none corporate stocks)	10,000.00
Federal funds sold and securities purchased under agreements to resell	4,250,000.00
Other loans	10,795,708.37
Bank premises, furniture and fixtures, and other assets representing bank premises	292,875.43
Real estate owned other than bank premises	39,350.21
Other assets	266,881.43
TOTAL ASSETS	24,336,989.42
LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	9,826,513.14
Time and savings deposits of individuals, partnerships, and corporations	10,489,217.57
Deposits of United States Government	52,159.58
Deposits of States and political subdivisions	1,244,761.18
Certified and officers' checks, etc.	196,561.46
TOTAL DEPOSITS	\$ 21,809,212.93
(a) Total demand deposits	10,605,859.83
(b) Total time and savings deposits	11,203,353.10
Mortgage indebtedness	20,000.00
Other Liabilities	303,329.68
TOTAL LIABILITIES	22,132,542.61
RESERVES ON LOANS AND SECURITIES	
Reserve for bad debt losses on loans (set up pursuant to Internal Revenue Service rulings)	239,311.10
Other reserves on loan	
TOTAL RESERVES ON LOANS AND SECURITIES	239,311.10
CAPITAL ACCOUNTS	
Equity capital, total	1,965,135.71
Common stock-total par value (No shares authorized 100,000 (No. shares outstanding - 100,000)	1,000,000.00
Surplus	500,000.00
Undivided profits	385,135.71
Reserve for contingencies and other capital reserves	80,000.00
TOTAL CAPITAL ACCOUNTS	1,965,135.71
TOTAL LIABILITIES, RESERVES, AND CAPITAL ACCOUNTS	24,336,989.42

MEMORANDA


Average of total deposits for the 15 calendar days ending with call date 21,529,737.83
Average of total loans for the 15 calendar days ending with call date 15,237,133.81
Unearned discount on installment included in total capital accounts

I, Wayne Williams, Sr. Vice President & Cashier of the above-named bank, do solemnly affirm that this report of condition is true and correct, to the best of my knowledge and belief.

Correct—Attest: W.E. Williams
Harlan D. VanderZee
Jeff R. Carlile
J.R. Allison, Directors

State of Texas, County of Deaf Smith, ss:
Sworn to and subscribed before me this 24th day of October, 1974, and I hereby certify that I am not an officer or director of this bank. My commission expires June 1, 1975.

Sherry D. Hoover, Notary Public



List with a REALTOR Trade on this one; we will move you in and sell your home. New 3 BR Spanish in NW. New loan to assume

Don Tardy
364-1006

601 N. Main
364-0555

SALE!

Firestone DOUBLE-BELTED TIRES

SAVE \$9 TO \$15 PER PAIR

Long mileage Strato Streak Sup-R-Belt

as low as \$22.95 EACH

Two rugged belts hold tread firm for long wear

Two strong body plus combine with belts to give excellent road hazard protection

Low, wide 78 series design

Hurry...stocks limited in some sizes!

Open an account We also honor

FREE MOUNTING!

SIZE	SALE PRICE-Wholesale (each)	SALE PRICE-Retail (each)	MSRP per tire
B78-13	\$22.95	\$25.75	\$1.88
C78-13	\$23.60	\$26.25	2.00
C78-14	\$24.45	\$27.15	2.17
E78-14	\$25.45	\$28.30	2.33
F78-14	\$27.25	\$30.30	2.50
G78-14	\$28.45	\$31.50	2.67
H78-14	\$30.60	\$34.00	2.92
F78-15	—	\$31.10	2.58
G78-15	29.20	32.35	2.74
H78-15	31.30	34.30	2.97
J78-15	—	36.10	3.13
L78-15	—	37.75	3.19

All prices plus taxes and old tire.

Another big Firestone value!

24 HOUR ELECTRIC TIMER

Turns on appliances, lights

\$4.99 (Limit 1 at this price Additional \$7.98 ea)

24-hour electric switch times

24-hour easy-to-read dial with Day-Night hour periods

No resetting required

06-14-029-7

If we should sell out of this item, we'll give you a "raincheck" assuring later delivery at the advertised price.

BARGAIN!

DLC-78 RETREADS

2 for as low as \$30

Blackwalls Sizes E78-14, 15 Plus 43¢ per tire estimated tax expense and 2 recappable tires

Other sizes comparably low priced.

101 N. Main 364-4333

ON SOVIET LAUNCH

Russia has agreed to distribute live television coverage of the launch of two Soviet cosmonauts and full radio communications during their joint orbital flight with an American Apollo next July, the space agency reports.

ON AUTO INTERLOCK

A Senate-House conference has voted to put an end to the interlock system that prevents a car from being started until seatbelts are fastened.

For gifts that are lasting...

Oil Paintings by Susie Farris.. at Tax Accessors Office

Jay Swayze To Discuss Underground Housing

An area designer and builder, Jay Swayze of Hereford, will present two slide-illustrated discussions concerning environment and other aspects of building and living underground.

Slated for 11 a.m. and 7:30 p.m. Wednesday in the Oak Room of the College Union Building, the lecture is open to the public at no charge.

Swayze has designed and built several underground residences in Texas and Colorado. His most recent example was a display for the New York World's Fair.

"He has devised ways to make the occupant feel like he is in a normal above-ground home through the use of special lighting and landscape paintings," said S.L. Cates, department chairperson of drafting and design technology.

"The bomb jitters of the early '60's first prompted him to consider building underground residences," Cates added.

The program will be of special interest to architecture majors, engineering majors, art majors, and those interested in the environment, said Cates.

Hereford To Host Meet

The fall convention of District 13, Veterans of Foreign Wars and its Ladies Auxiliary, will be hosted by Hereford members next weekend with meetings in the VFW Home at Veterans Park.

Fred Shipman of Plainview, district VFW commander, and Florene Leinen of Dimmitt, president of the women's organization, will be here to conduct meetings. A special guest, to speak at a joint meeting Sunday morning, will be Clyde Hall of Lubbock, representative of the VFW Department of Texas.

Heading the host groups are Bob Vaughn, local VFW post commander, and Mrs. P.B. Sowell, Auxiliary president.

Registration will begin at 4 p.m. Saturday, followed by a social hour. Sunday morning activity begins at 9 a.m. when a Continental breakfast will be served at the post building to members of both the men's and women's organizations. The joint program is scheduled at 9:30 a.m.

It will be followed by separate business sessions. That of the Auxiliary will be held in the nearby American Legion Hall. The convention will close with a 12:30 luncheon Sunday.

Over 500 Watches to select from
COWAN JEWELERS
Downtown

CONGRATULATIONS!

Local Corn Grower Reports Funk's-G Hybrid Yields

Leon George Olton, Texas

Dependable Hybrids From Dependable People

See Your Funk's G-Dealer Now While A Seed Supply Is Available.

HYBRID	BU. P/A AT 15.5%	PLANT POP. AT HARVEST	ACRES HARVESTED
G-4507	213.88	37,000	2.2
G-4737	199.68	31,000	2.2
G-4628	194.05	20,500	2.2
G-4770	190.53	27,000	2.2
G-4808	189.13	22,500	2.2
G-4810	187.55	21,500	2.2

Funk's is a Brand Name; Numbers Identify Varieties. FUNK'S SEEDS INTERNATIONAL, INC. International Headquarters, Bloomington, Illinois 61701

FUNK'S HYBRID
SEEDSMEN TO THE WORLD

MHMR Presents Kiwanis Program

Representatives of the Amarillo State Center for Human Development and the Mental Health and Mental Retardation center in Hereford spoke before the Noon Kiwanis Thursday, telling the group of the need for help from industry in Hereford for mentally retarded person.

The Kiwanians also presented perfect attendance awards to five members and planned an upcoming pancake supper.

Ty Tindall, Allan Walker, and Larry Touchon of the Amarillo center and Keith Shroyer of the Hereford unit each addressed the Kiwanians.

Tindall told the group the Amarillo center was one of 27 facilities in the Mental Health and Mental Retardation branch of Texas government. The Amarillo center is unique in that the persons it serves live at home and visit the center. The other facilities are residential. Amarillo's center began as a

pilot project in 1967 and today serves about 250 people in the Panhandle area.

A problem for the program has been understanding on the part of the public. Tindall said that most persons think the agency deals mostly with "insane people", but there are actually few persons in this category. The center in Amarillo tries to deal with the persons more as human beings and individuals.

Mentally retarded is another term that is misunderstood. The retarded person has usually suffered some sort of brain damage, either at birth or due to disease or accident. The mentally retarded are slower than the normal person in their abilities to learn, develop, and communicate. Tindall said about 3 per cent of the national population is mentally retarded. There are 200 causes for mental retardation and no cures.

The center in Amarillo, said Tindall, is to provide services to the mentally retarded in the Texas Panhandle, and the MHMR center here in Hereford is one of 12 outreach stations located in the Panhandle.

The facility in Hereford, as well as the Amarillo center, tries to structure a program for each individual according to his needs, while providing him with training and a day care program. Being the non-residential type facility, the mentally retarded individual can receive the training he needs to become an active member of the community, yet can still live at home with his family and loved ones.

Walker told the group that the facility in Hereford was the first of its type in Texas. The center here deals mostly with adults who are mentally retarded. The Hereford Schools incorporated

programs into their curriculums this past year that handle the mentally retarded children.

Of 40 mentally retarded adults living in Hereford, the facility here provides services and training to 15. Tindall told the group that mentally ill persons have an advantage of over mentally retarded in that persons with mental health problems do have the opportunity to return to normal with the help of therapy. Mentally retarded persons will never be normal.

Larry Touchon told the Kiwanians about the Workshop Activity Center in Amarillo. Here the center provides vocational training to those who are mentally retarded and then contracts their work to industries. Touchon said that the mentally retarded can be taught simple assembly jobs, assortment jobs, and packaging. The jobs that have no time limit are the best suited for the mentally retarded, and each worker is rewarded with wages for the amount of production they accomplish.

Touchon acts as a liaison between industry and the mentally retarded in the workshop, procuring contracts for the workers. Hereford businesses are active in the program already, providing contracts and simple jobs for the mentally retarded in the workshop. More aid from industry is needed, however, said Touchon.

Although the materials must be shipped to Amarillo, the job done there, and the article then shipped back to Hereford, Touchon says the work the mentally retarded are taught to do is above average quality work. The workers take pride in their work, and compete among themselves for production. The simple tasks are menial labor for average persons, but the mentally retarded often do not become bored at these tasks.

Often, Touchon said, workers at the center do well enough to move up to simple tasks in industry in the community. The program dealt with an area of major emphasis for the Kiwanians during the upcoming year: learning disabilities. Keith Shroyer, local director of the MHMR center, urges the Kiwanians to help the center by providing contracts for the workers and volunteering for a volunteer program the center will organize in the near future.

Preliminary plans for the Annual Kiwanis Pancake Supper were discussed at the meeting, with job assignments passed around. The supper is set for November 5, election day, from 5 to 8 p.m. All Kiwanis members will be selling tickets to the affair.

Proceeds will be used in civic and community projects.

Kiwanians receiving perfect attendance awards were Bill

Allen, one year; Dick Montgomery, 2 years; Dick Barret, 3 years; Woodie McDermitt, 3 years; and Jim Arney, 14 years.



Speaks to Kiwanians

Tyndall, of the State Center for Human Development in Amarillo, addresses the Noon Kiwanis in Hereford Thursday. Tyndall outlined programs the center uses to help persons who are mentally retarded and who have mental health problems.

Repair Insurance Offered By GMAC

Low cost mechanical insurance of new private automobiles is now being offered in Texas by Motors Insurance Corporation, automobile physical damage insurance subsidiary of General Motors Acceptance Corporation.

The policy will provide protection for car owners who want insurance against major or unforeseen repair bills. Participating General Motors dealers licensed as agents by MIC will sell this insurance.

Under the policy, payment will be made by MIC for the cost of repairing or replacing specified parts of the engine, transmission, drive axle, steering, brakes, electrical and air conditioning assemblies of

the insured car, when required due to mechanical breakdown or failure not covered by the manufacturer's warranty.

Say good-bye to dull diamonds.

We think a neighborhood jeweler should act neighborly. So we invite you to bring us your time-tinged diamonds:

- We'll inspect them. Free.
- Clean them. Free.
- Polish them. Free.
- And put back the sparkle in their facets. Free.

Cowan Jewelers
MEMBER AMERICAN GEM SOCIETY DOWNTOWN

Ocean Floor Littered With Rich Treasure

There is a frantic race by the world's largest mining companies to tap the fabulous mines of the ocean depths which contain metals potentially worth trillions of dollars, and that's just the beginning.

Scientists and mining experts have known for years that certain areas of the ocean floor are covered with potato-sized nuggets, called nodules, rich in copper, nickel, manganese and other minerals. Until recently, the idea of scooping up these

nodules and refining the metals from them seemed like something out of Buck Rogers and the 21st Century. Not so today.

The best deposits of copper and nickel on land have already been found and the expenses of mining continue to skyrocket. The cost of the equipment necessary to mine these land reserves has doubled in just five years, making the ocean nodules more valuable every day.

In a 1½ million square mile

area of the Pacific Ocean alone, there is a conservatively estimated 50-million tons of the nodules which would yield one-third the world's land reserves of copper, 13 times the land reserves of nickel, and 10 times the land reserves of manganese. Just the copper and nickel alone in that one area of the Pacific would be worth \$3-trillion at today's prices.

The problem is how to get the nodules off the ocean floor in water depths of 15,000 feet. A chain and bucket system was tested several years ago but was found to have the disadvantage of tangling lines and difficulty in finding a cable strong enough to heft that much weight over three miles. Most of the harvesting techniques use compressed air or pumps attached to dredge heads moving along the ocean floor.

A major obstacle is the huge amount of sediment which has to be lifted in order to get the nodules to the surface. The mining companies are highly secretive about the dredge heads used to get the nodules off the ocean floor.

One unit, constructed by Lockheed Corp., is composed of a barge with a tracked vehicle carried inside which leaves the barge at the end of a long extending arm, once the barge is on the ocean floor. The tracked vehicle then circles the barge, picking up nodules and sending them back to the barge through the extending arm. The nodules are then pumped to the surface from the barge.

Santa Fe Reports Quarterly Revenue

Record revenues and net income for Santa Fe Industries, Inc., for the first nine months and also the third quarter of 1974 were announced today by John S. Reed, chairman.

Revenues for the nine months were \$1.068 billion compared with \$881.7 million for the same period in 1973. Net income was \$92.6 million or \$3.60 per share compared with \$69.2 million or \$2.71 per share, an increase of 34 per cent.

Third quarter revenues were \$362.5 million compared with \$311.3 million in 1973. Net income of \$35.8 million or \$1.39 per share was up 41 per cent over last year's \$25.3 million, or 99 cents per share. Higher revenues were recorded by both transportation and natural resources divisions; however, the increase in income before federal income tax of \$37.1 million for the nine months was due principally to petroleum operations, reflecting higher prices for crude oil. The petroleum group contributed \$55.1 million to pre-tax income compared with \$20.4 million last year, an increase of \$34.7 million.

The transportation group's

contribution of \$57.1 million to pre-tax income was up \$8.4 million for the nine months as a result of an increase of \$9.8 million from railway operations in the third quarter reflecting the 10 per cent freight rate increase which became effective June 20. The Railway is continuing the policy of maintaining roadway and equipment at its traditional high standards which, as a result of the impact of inflation on material and other costs, is responsible for a rise of 12 per cent in maintenance expenses to \$268.3 million. The nine month's results also reflect the improved performance of truck and pipeline operations, as well as the impact of inflation on material and other costs, is responsible for a rise of 12 per cent in maintenance expenses to \$268.3 million.

The educated swell jobless rolls in India.

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1974 IMPALA

2 Door hard top, air conditioning, power steering, power brakes, automatic transmission

2-1974 VEGAS

1-Wagon
1-Coupe
(Equipment and Accessories vary)

1974 PICK-UP

½ Ton, automatic, power steering and power brakes

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DOYLE JOHNSON
Chevrolet-Olds

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MIC FOR COLLISION INSURANCE

N. Hwy 385

SOMETHING NEW
36/36
It's like having an extra car in reserve.

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Hereford Bull Barn 8 PM

November 22

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Deaf Smith County Chamber of Commerce.

OR SEE ANY: Jaycee, Kids Inc. Officer or

Peace Officers Assn. Member

PROCEEDS BENEFIT KIDS INC.

On Wall Street

The second "Golden Age" of television is close to reality. The first Golden Age was color which gave the industry the tremendous boost of the 1960s. Now, here come the home video players, which play back a television picture and sound through any conventional television set.

The two leading developers of home video players are N.V. Philips, the huge Dutch electronics manufacturer, and MCA, Inc., Los Angeles based entertainment conglomerate. Now these two companies have agreed to combine their video disk efforts. Philips will manufacture and market the video player while MCA will make and sell the disk programs.

Many companies have been spending huge amounts developing video disk recorders, but the big problem has been incompatibility. The disks of one manufacturer would not play on another's player. With Philips and MCA joining forces, their video player could force the rest of the industry to follow it as the standard. Philips and MCA say they will be "generous" in licensing patents and the player to other manufacturers, but things look grim for companies such as RCA and Zenith who have been working feverishly to develop their own video players.

Commercial production is scheduled to begin on the MCA-Philips player by 1976 with 1-million units projected for 1978. The recent bid by Philips for all of the stock of Magnavox will give Philips a powerful edge in competing with U.S. television manufacturers.

MCA has thousands of films in its vaults and says it will have

2000 films on disk ready to go when the video player comes off the production line. Philips thinks the video player can be priced under \$500 and the MCA disks are expected to cost from \$2 to \$10 for a full-length motion picture, not too much higher than an LP record. Each MCA disk would have 60 minutes of playing time per side.

The best sign of just how effective the MCA-Philips video player will be is the mad rush Japanese electronics manufacturers are putting on to sign licensing agreements with the Dutch-American combine.

Out of Orbit
ICBM
YOU SURE THIS IS A SILO?

Gem-Wise
Jewelry fashions, facts, fictions



"DOC" COWAN

THE TOURMALINE SCENE
As an American Gem Society jeweler, my advice is often sought on gems as investments. My answer, though not often concise, is usually couched in terms of an investment in beauty, in pleasure. Gemstones, with a modicum of care, bring a lifetime of joy and are probable heirlooms. As such, they qualify as a type of investment for all. A gemstone that is currently in good supply, so a relatively reasonable buy, is tourmaline. It, with opal, is an alternate birthstone for October.

Tourmaline was not known to jewelers until the early XVIII Century. It is just now coming into wide use in fine jewelry in this country. Many who travel in Europe have for years seen the beautiful green or pink-to-red tourmalines used in good pieces there. It is similar in hardness to garnet. It is very suitable as a ring stone. Often, tourmaline is set in bracelets, pins and pendants. It often graces men's fine jewelry.

Often, tourmaline will have two or more colors in the same crystal, pink at one end, white in the center and terminating in green. This type of color growth is not unusual, nor is just about any other color of the rainbow. Tourmaline occurs in many different parts of the world and its color characteristically places it. California is one mining source, although much of the current supply comes from Brazil which produces tourmaline in deeply shaded blue, green, yellow and pink tourmaline. And Malagasy [Madagascar] is the source of a lovely autumnal brown tourmaline.

If you are shopping to increase your gem "portfolio", Cowan Jewelers is an excellent place to seek counsel and to purchase an investment in "forever."

COWAN JEWELERS
DOWNTOWN

Homecoming 74: Parades and Victory

(Cont. from Page 1)

later, Charest dove across the goal stripe from one yard out to put Hereford in the lead. Mike Artho kicked the ball between the uprights for the extra point, and Hereford went to the fieldhouse with a 7-0 advantage. It was the first time this season the Herd lead at the half.

The second half opened in a defensive battle, but late in the third quarter, a pitchout from Blackwell to Jim Perry went high and Luis Marquez jumped on the ball at the Coronado 39. Two plays later, Crim threw a long pass to Mike Munnerlyn for 37 yards to place the ball at the two-yard line. Terry Brady took over the chores then and scored two plays later. Another kick by Artho was good and the Herd lead 14-0 with 2:48 left in the third quarter.

The following kickoff was to begin a scoring drive for Coronado as the Mustangs discovered a counter play that the Herd defense had trouble stopping. Buster Whitener broke the play for yardage four times in the drive, and then a pitchout to Larry Anders opened the right side of the field as the Mustang tailback broke 24 yards for a score. The drive covered 74 yards in 3:20.

A TWO-POINT conversion pass from Blackwell to Robert Haug was nullified by an offensive interference penalty, and the second try for an extra point fell short of the goal line.

With 11:20 to go in the game and a slim 8 point lead, Hereford was anxious to control the ball the remainder of the game. That opportunity came when Danny Jones came out of nowhere to block a Blackwell punt. After Jones had knocked the ball down, Bobby Fields came up with the loose ball, covering it at Hereford's 43-yard line.

A dazzling catch into the outstretched arms of Roy Martinez started the drive out right, but 11 plays brought the Herd up short on a fourth down situation at the Coronado 17. The first field goal attempt of the season by Mike Artho was wide to the left, but Hereford still held a 14-6 lead with 1:53 left in the game.

A CONTROVERSIAL call by officials in that drive was of no delight to Coronado fans. As Mike Crim dropped

back to pass, Mustang defenders broke through the line of scrimmage and pushed the Herd quarterback to the ground as he released the ball. Officials blew the ball dead as an incomplete pass, but players from both teams were still scrambling for the stray pigskin. A Coronado player came up with the ball, but officials ruled it an incomplete pass. It had been Coronado's last hope for a turnover.

After the field goal attempt, Coronado tried to drive back downfield with long passes. Vance Hennington tipped a Blackwell pass and the ball fell into the hands of Kent Hollingsworth with :51 seconds on the clock, killing any last minute threat plans Coronado may have had.

District 4-AAAA competition next weekend will find the Herd visiting Lubbock High at Lowery field Thursday night and Coronado battling Monterey Friday evening. Plainview will be open.

STATISTICS

	Hereford	Coronado
First Downs	13	13
Net Yds. Rushing	45	152
Net Yds. Passing	143	46
Total Yds Gained	188	198
Passes Attempted	14	12
Passes Completed	9	5
Passes Intercepted By	2	0
Number of Punts	5	4
Punt Average	34.8	33.5
Opp. Fumbles Recovered	2	0
Number of Penalties	2	5
Yards Penalized	30	57

INDIVIDUAL PASS

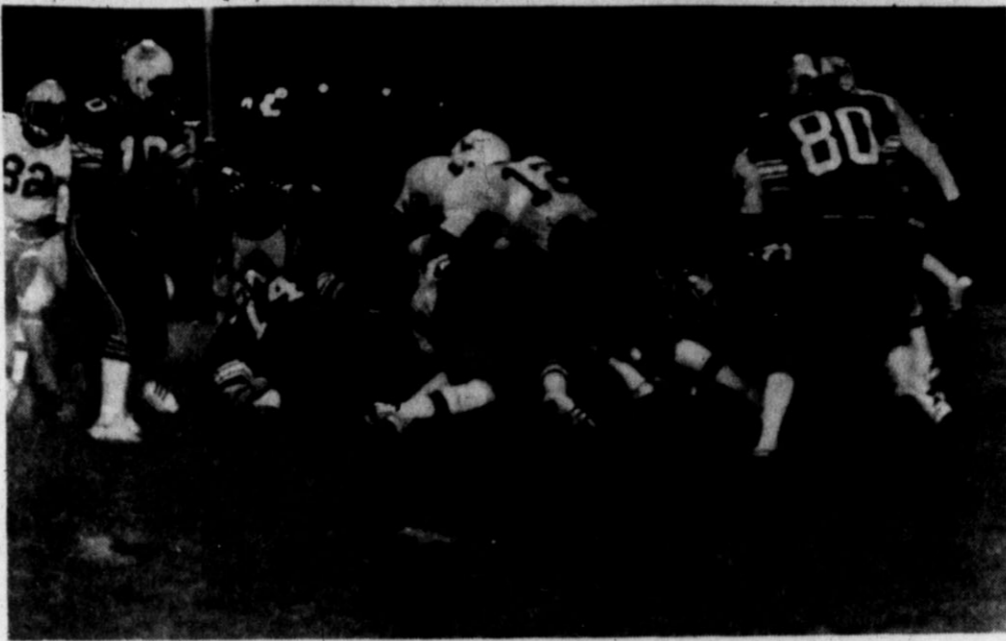
Hereford — Crim 8-13, Munnerlyn 1-1.
Coronado — Blackwell 5-12.

INDIVIDUAL RECEIVERS

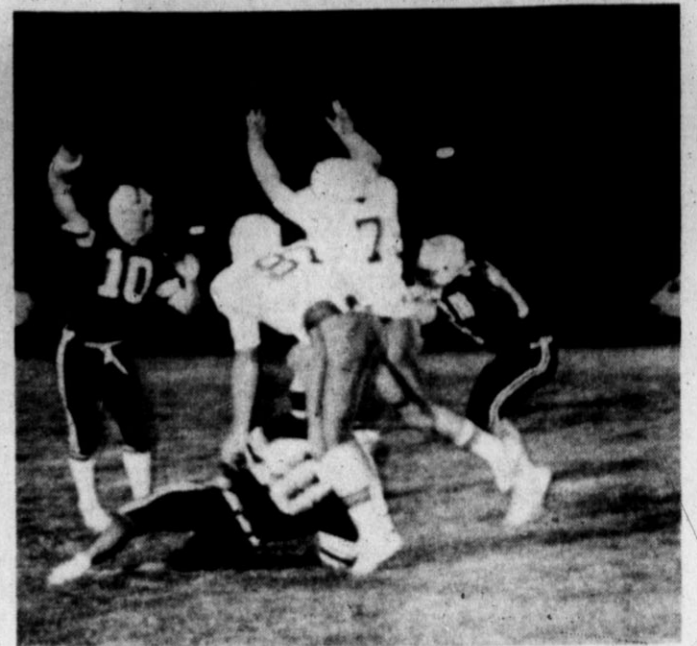
Hereford — Malone 1-19, Ohlig 1-18, A. Crim 1-12, Dave Charest 1-13, Schumacher 1-17, Munnerlyn 2-49, Martinez 1-15.
Coronado — Haug 1-13, Dillard 2-32, Perry 1-4.

INDIVIDUAL RUSHING

Hereford — D. Charest 5-18, Brady 11-35, Martinez 8-20.
Coronado — Anders 18-71, Whitener 6-56, Hatch 4-18, Perry 2-9, Toon 1-3.



Doug Charest puts the Herd on the scoreboard first as he plunges through.



QB Mike Crim goes into the aerial attack.



Tailback Roy Martinez (40) finds running room.



Secondary action: Dave Charest makes a stop.



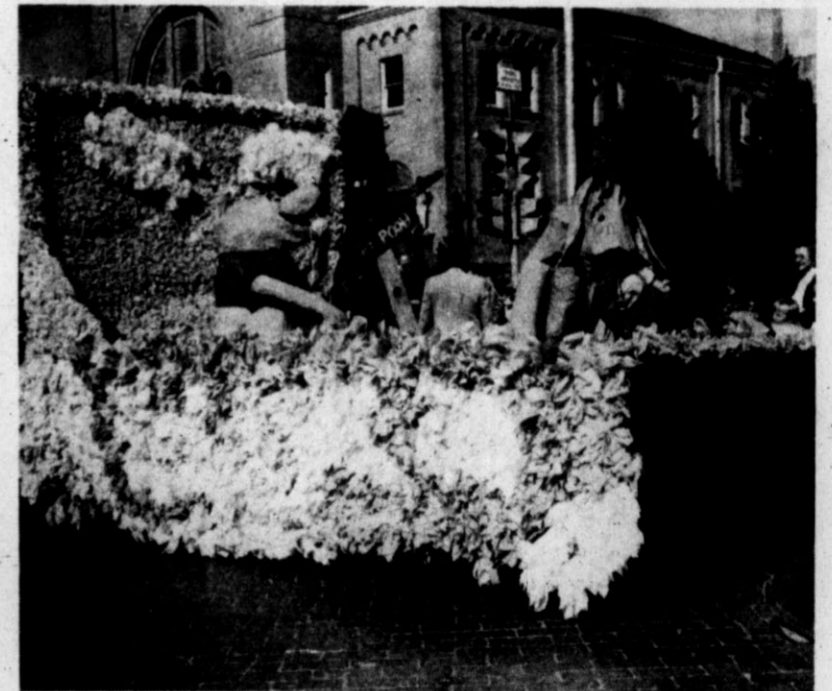
Herd's Gary Schumacher brings down a Coronado ball carrier from behind.



Terry Brady (37) breaks into the open as Kevin Malone (80) blocks.



Senior Float: Wilely Wolf and Herd Express



Winnie the Pooh graces junior high float.



Horizon Club won Best All-Around Car honors.



HHS principal accepts Bicentennial flag.



Snoopy joins parade down Main Street with Peanuts friends.



Homecoming Queen Cindy Smart is escorted during halftime activities by Mike Munnerlyn (42), as attendants look on.

Committee Hears Need For Courts

A committee of citizens concerned about tennis facilities in Hereford told the sports committee of the Chamber of Commerce Friday that although there is a need for more facilities, there are no funds currently available.

Helen Rose, Burns Hamilton and Steve Thomas spoke before the sports committee as well as city, county and school officials who were invited to the meeting. Hopes are that the three governing bodies will each chip in to finance the tennis court expansion project.

The committee said, however, that the funds were just not available at this time and that they were willing to wait until the funds could be had. Their main objective in presenting the program to the officials and sports committee was to make them aware of the need.

Burns Hamilton told the group that four courts could be added to the existing high school facility and all eight courts be paved with surfacing material. In addition four courts would be lighted and wind screens placed on the south and west sides of the courts.

Hamilton has done most of the research on the project and contacted officials in Pampa, Borger and Plainview where similar projects have been successful. Hamilton said that in each case, the officials involved were satisfied in how the facilities have worked out.

Hamilton also told the group that four courts could be built for about the same cost as two courts the city built three years ago.

The committee pointed out several advantages to the centrally located court complex. Some of those major points are listed:

Costs are cut, at least, in half with dual participation. (Building courts in one spot is much cheaper; if existing courts at the high school are utilized, the cost of fencing and lighting would be less and overall building costs would be less than at two locations because contractors don't have to move their equipment.)

Vandalism is not nearly as likely when other individuals are present. (Evidence of vandalism on the courts on Avenue H - initials carved in the surface of the courts and nets that need replacing after only two years.)

It is much easier to maintain one location.

A complex could give our city a place to hold well organized tournaments, an opportunity to get on the Panhandle Tennis Circuit, and Hereford could host the District 4-AAAA Tennis Tournament which we cannot do now. This would be another chance for exposing our city to outsiders.

A complex would add extra courts for school use in Physical Education classes, giving more of our youngsters a chance to learn.

Our tennis team would have an equal opportunity to play on the same type surface which all the other 4-AAAA schools have.

An eight-court tennis complex would eliminate waste of tax money on public courts not being utilized most of the year. The schools primary use of courts is during the winter months. Right now the city courts are vacant most of the time. When public interest picks up in the Spring and Summer, the courts in a complex would be available to townspeople, as well as to the schools.

Hereford High School tennis coach Steve Thomas pointed out several problems with the courts the school is now using and said that the small courts with different surfaces could be hampering Hereford athletes in their district contention. David Rudder, one of the HHS team members, spoke before the group and pointed out the special need for a junior high school tennis program.

As the meeting came to a conclusion, representatives from the city, the school board and the county each expressed their desire to cooperate in whatever manner they could to see that the new facility was built, but all pointed out that there was a lack of ready cash with which to finance such a venture.

The End Zone

DAN WELTY

RAY BAXTER, OUR NEWS editor here at the paper, is a Baylor Ex-student. (He says he would be an alumnus, but he's not rich enough.) Anyway, he told everyone this week that if they bet against Baylor and for the Aggies, they would have warts on Monday.

Since this is written before gametime Saturday, don't know how the Bears have fared against the Aggies, but it was homecoming in Waco and you probably could throw out the records books when the teams hit the field.

BAXTER, by the way, claims that streaking was originated at Baylor. Didn't you ever hear of the Baylor Bares?

BRAND PUBLISHER SPEEDY Nieman was accosted in public the other night and asked what the emblem on the front of his maroon blazer stood for. An old-timer asked Speedy, "Whut's that 'Herd Booster'?" Some kinda additive?"

GIRL'S SOFTBALL in Hereford held a meeting to assure their organization for next summer. The following officers were elected: Kay Banner, president; Marci Hughes, vice-president; Sandra Combs, secretary-treasurer; Betty Gresham, representative to the Kids, Inc. board; Nell McCullough, minor players agent; Elvis Shields, major player agent; Greg Hollman, Pony player agent; Betty Gresham, head mother.

In addition, the group went over other plans for the

upcoming year as they met in the Flame Room.

HOMECOMING IS A LOT of fun, but time you ate at the senior supper, bought a mum for your wife, bought tickets to the ball game, and contributed to three or four other organizations raising money... it could get a fellow broke.

In fact, may have to throw my own homecoming celebration to raise a little ready cash.

WE WERE ACCOSTED the other day, by a policeman, about the sticker in the rear window of our mini-pickup. It says "Think Snow." Now let me make one thing perfectly clear. That's Think Snow" in Colorado and New Mexico and Wyoming and Utah and all other places to ski. Don't want no snow in Texas.

SAW THIS in a newsletter from the UIL, thought it might be interesting:

Nearly 1,000 varsity football teams are participating in League competition this fall.

The 998 participating teams are classified as follows: Conference AAAA—241, Conference AAA—146, Conference AA—207, Conference A—194, Conference B—121, 8-Man—27 and 6-Man—62.

All conferences will play to state championships this year.

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BE SMART
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Young Teams Don't Fair Well

Hereford's junior varsity was shut out this week, the sophomore team won a tough defensive battle, and the junior high teams won only one of five games played early in the week.

A sixth junior high game matched the Plainview ninth-graders and the Stanton freshman in Hereford Saturday morning, but no results were available at press time.

The Longhorn's moved to a 2-5 record with a 14-0 loss to Canyon's junior varsity. Coach Aaron Bourland said his defensive people played well, though Canyon scored on a 60-yard run for one score, and then Hereford fumbled in their own end zone and "Canyon covered the ball to score the other six."

Bourland said, "It was O-O at the half, but our offensive people just couldn't get anything going. We kept the ball nine minutes in the first quarter, but several penalties kept us from scoring."

The Longhorns will travel to Coronado Thursday to meet the

Mustang junior varsity at 4 p.m. The sophomore Shorthorns had better luck this week as they fought Dumas for a 6-0 victory. The win moved the Shorthorns to 5-1 on the season. Hereford scored in the first quarter on a 16-yard pass play from Jim Lawson to Rowan Alexander. It was the only score of the game, as the defenses battled the rest of the contest. The Shorthorns will play host the Canyon sophomores at 4 p.m. Thursday.

La Plata's ninth-grade took a sound thrashing at the hands of Canyon's ninth-graders Thursday afternoon as Canyon rolled to a 41-6 victory, the La Plata ninth-graders will travel to Plainview this Thursday. La Plata's eighth-grade won an 8-0 victory over the Canyon

purple team, while Stanton's eighth-graders fell to Plainview's eighth-graders, 6-0.

Seventh grade games played Tuesday both ended in losses for Hereford as the Stanton team fell to Plainview 20-6 and the La Plata team lost to the Canyon purple team 20-0.

Truthful

A motorcycle cop pulled up beside the car parked on a country road quite late and said, "Hey, what business have you got to be out here at this time of night?"

Voice from within: "This isn't business. This is pleasure."

ONE MINUTE SPORTS QUIZ

1. In what sport is Ken Rosewall known?
2. In what pro football team does Larry Brown play?
3. Who won the World Series?
4. Who won the recent American 500?
5. Who is the commissioner of the National Basketball Association?

Answers to Sports Quiz

1. Pro tennis.
2. Washington Redskins.
3. Oakland A's.
4. David Pearson.
5. Walter Kennedy.

WARREN BROS.

JOHN RALPH
1410 Park Ave. CLOSED SUNDAYS 364-1423



This Weeks Special!

1967 Ford Mustang 2 dr. H-Top 289 V8, Automatic, good white wall tires, Red finish. A dependable car for only \$695.00

1974 Buick Skylark Regal 2 dr. HT Air and power Autumn Beige with matching vinyl top, 13,000 miles. Newest used car in town. Save a big 1st years depreciation on this one.

1969 Chev Pickup, 307-V8, Automatic, Long Wide bed, Original Black finish. Above Average. Protective Warranty.

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 cordova vinyl top. Sharper than most 72-models. Protective Warranty

END OF MONTH CLEARANCE!
THRIFT CORNER
1/2 of 1/2 PRICE
(All Sales Cash)
New Fall Group SPORTSWEAR
THE Vogue 25% OFF
Boss Moore, Owner Downtown

Progress of the 70's

**Growing with
HEREFORD**

STATEMENT OF CONDITION

THE FIRST NATIONAL BANK OF HEREFORD

AT THE CLOSE OF BUSINESS ON OCTOBER 15, 1974

RESOURCES	
Cash and Due From Banks.....	\$8,732,436.48
U. S. Government Bonds.....	526,694.78
Other Bonds and Securities.....	3,549,101.59
Stock in Federal Reserve Bank.....	72,000.00
Bank Building, Furniture & Fixtures.....	512,537.90
Other Assets.....	1,008,862.14
Loan and Discounts.....	29,803,808.63
TOTAL RESOURCES.....	\$44,205,441.52
LIABILITIES	
Capital Stock.....	\$1,000,000.00
Surplus.....	\$1,400,000.00
Undivided Profits and Reserves.....	3,927,668.01
DEPOSITS.....	37,877,773.51
TOTAL LIABILITIES.....	\$44,205,441.52

Member Federal Deposit Insurance Corporation

The FIRST NATIONAL BANK of HEREFORD

MEMBER OF FDIC

Say IT Ain't So, Doc!

Depression Is As Bubonic Plague

No doubt you've noticed that the word "depression" keeps popping up in the news media, and it's about as welcome as mention of "bubonic plague" or "tornado warning." We look at each economist who walks by and bite our tongues to keep from blurting, "Say it ain't so, Doc!"

That's why the words from Dr. Stanley Arbingast, director of the Bureau of Business Research at the University of Texas at Austin, are so welcome.

"You're not going to have a Great Depression as long as you're pumping money into the special stream," Arbingast says. And that's occurring with the delivery of each Social Security, unemployment compensation and welfare check—all items that didn't exist in the 1930s.

Adds Arbingast: "Here in Texas we have little evidence of a depression. And we're not likely to see real trouble because of the type of controls we have at the federal level and the fact that we can move much faster to meet an economic situation than we could in the Depression days."

"We're a little precarious in the area of real estate because of some excessive speculation. I think this is particularly true around the larger cities of Texas, but I think the majority of those involved can weather it. We have done a study of new plant commitments in Texas this year restricted to plants of \$10 million in value or more. The total amount is well over one billion dollars."

As for a definition of a depression, Dr. Arthur A. Smith, a Dallas economic consultant, suggests (1) high unemployment (2) low wages (3) low prices (4) meager profits (5) utilization of only part of our industrial capacity (6) bankruptcies and business failures (7) collapse of numerous financial institutions (8) tight credit and (9) very low volume of sales, both wholesale and retail.

Says Dr. Smith, "There are also psychological, social and political characteristics as well. Pessimism is its chief psychological trait. No one thinks that there will ever be prosperity again. Suicides increase. Birth rates fall. Divorces are fewer. People are more helpful and neighborly. In the realm of politics, radicalism thrives, demagogues have a field day and government is called upon to perform miracles."

For a tender and tasty barbecued steak, marinate it overnight in sajad oil, lemon juice, minced onion and a crushed clove of garlic.

As Dr. Smith notes, "If we do get hit by a depression, we will surely know it." Thus far, in his opinion, all we have experienced is a mild recession. That is defined by economists as a "downturn in business activities."



WINTER CARE

FOR HOUSEPLANTS

The coming of colder weather means that you, as well as some of your plants, will be moving indoors for the winter. The transition from outdoors to indoors can be as traumatic for your plants as it is for you, especially when it comes to watering. But don't overreact by overwatering. Spend your maternal instincts on your spouse, children and pets—indoor plants prefer more restrained affection. The soil of semitropical and tropical plants (such as the rubber plant) should be kept consistently damp but never soggy. Succulents such as cacti should be allowed to dry thoroughly between waterings. And the whole range of foliage plants which fall somewhere in between the tropical and succulent species are best watered according to the climate of their native origins. (I think Australia, for example, when caring for my Ti-plant.)

Hanging plants are often the most temperamental about indoor heating systems because they are higher up where the air is even drier. Place a few ice cubes on the soil (away from stems and leaves, please) every other day or so. As the ice melts, the plant will be watered regularly and evenly, just as it likes to be.

Indoor rainmaking can be easily accomplished by spraying smaller plants about once a week. I like to put my larger plants in the shower for two or three minutes about once a month for their rain. Just make sure your rain water is on the warm side of room temperature.

(c) 1974, McNaught Synd.

There's an art in saying no, that makes all the difference to the person hearing it.

LAY AWAY NOW FOR CHRISTMAS COWAN JEWELERS Downtown

KIDS KORNER by Jesse Jacobs

1. THESE TWOSOMES ARE FAMILIAR TO TV AND MOVIE WATCHERS. HERE IS ONE OF THEM. SUPPLY THE OTHER.

A. **SONNY** and _____
 B. **BATMAN** " _____
 C. **MICKY** " _____
 D. **STEVE** " _____

2. Newsys - THIS DARING YOUNG MAN MADE NEWS RECENTLY. IDENTIFY THE PICTURES BELOW. THE THIRD LETTERS OF EACH, CORRECTLY ARRANGED, WILL GIVE YOU HIS FIRST NAME.

3. SPELL OUT 6 COLORS BEGIN EACH WORD IN ANY SQUARE BY DRAWING A STRAIGHT LINE IN ANY DIRECTION WITHOUT SKIPPING LETTERS.

4. REMOVE ONE LETTER FROM FLUTE AND STILL HAVE ANOTHER MUSICAL INSTRUMENT LEFT!

TRY AND FIND 2 MORE!

7

ANSWERS: 1. A. CHERRY, B. ROBIN, C. MINNIE, D. EDIE, E. EVEL, F. KNEE, G. LUT, H. TAN, I. PINK, J. YELLOW, K. BLACK, L. GREEN, M. BROWN, N. BLUE, O. LITE

New Shock Safety Device Is Available

Modern solid state technology has made possible a new device that protects people against the dangers of electric shock in the home.

Each year there are more than 1,000 fatal accidents caused by electric shocks, and about 300 of these occur in and around the home, according to the National Safety Council.

The new device is called a Ground Fault Circuit Interrupter, or GFCI's as they are called in the electric industry.

A GFCI can detect any imbalance in an electric circuit caused by a ground fault, or stray flow of electric current escaping to ground. Within one-fortieth of a second, or 25 milliseconds, a GFCI shuts off the power before an injury or fire can occur.

The technology for Ground Fault Circuit Interrupters has been in existence for a number of years, but GFCI's have been relatively unknown to the public. However, recent changes in the National Electric Code (NEC), the rules and standards used by electrical contractors and adopted by federal, state and municipal enforcement agencies, are changing all of that.

Starting in 1975, the Code requires that at least one wall receptacle for each bathroom and multi-family residences, including mobile homes, and apartments. Future Code considerations may include requirements for kitchens, basements, laundries and garages.

While the National Electric Code applies only to new residential construction, many homeowners are expected to apply GFCI protection to existing residences.

YOU AND YOUR HEALTH by Peter Jesse, MD

WHICH IS WORSE?
 Dear Dr. Esse: Last night an interesting couple visited our home. He is a lawyer and his wife is a well-known interior decorator. Our discussion centered on life and death.

My husband, also an attorney, and his friend argued it back and forth as if trying a case in court. Our visitors agreed that our worst enemy is cancer. We said that heart disease is worse and more dangerous. There is no disputing the fact that statistics prove heart attacks kill more people than does cancer.

I know this is a silly question, but I promised to write and ask you. Would you be happier to learn that there is a new cancer cure, or a new heart treatment that prevented heart attacks?

I hope you will not dismiss this as too unimportant to deserve a reply. Our friends, as well as my husband and I, would be disappointed, I think many other readers would be, also. Thank you. — Mrs. C.

COMMENT: Not silly at all, I've received similar queries from thoughtful readers. They've asked: "If you had a choice of a medical discovery, would you take the prevention and cure of cancer? Or would you choose the prevention and cure of heart disease?"

Death is tragic to us no matter how or where it occurs. Its end results are the same whether one dies suddenly, or fades slowly away in bed due to a chronic illness. So please do not expect me to choose between the importance of cancer and heart disease. Each is potentially a mortal enemy.

Nevertheless, I won't hedge indefinitely. Although cancer is a mortal (when untreated) and terrible threat to mankind, let's not forget that atherosclerosis is the Number One killer.

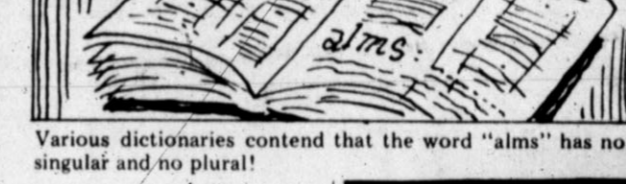
By now you must know that atherosclerosis is a degenerative disease of the arteries. This is usually the underlying reason for most heart attacks, strokes, kidney disease and trouble in the leg arteries.

Therefore, if I were pinned down to make the choice, I would hope that the first medical breakthrough will be in the prevention and treatment of atherosclerosis. We'd see active, energetic 100-year-olds all over the place.

Mind you, I am not overlooking the suffering and devastation that cancer causes. How much we all hope that a means will be found to counter its attacks. And I have the hope — and it is not an unreasonable one — that within a few years some scientist working in some laboratory somewhere, will find the key that unlocks the mystery of cancer. Already much progress is being made.

Why choose one over the other as being more important? Only the individual sufferer can really answer that. But meanwhile, investigative medicine is trying hard to shackle both atherosclerosis and cancer.

(c) 1974, McNaught Syndicate, Inc.



Various dictionaries contend that the word "alms" has no singular and no plural!

Jackson weighs New Hampshire primary.

Ranchers threaten mass cattle killing.

WHO KNOWS?

1. Name the new Army Chief of Staff.
2. When was the incandescent light invented?
3. Who succeeded Khrushchev as premier of the Soviet Communist party?
4. When was Communist China granted UN membership?
5. Explain what is meant by "dew point."
6. Explain what is meant by "frost point."
7. Name the U.S. President born on October 30, 1735.
8. Finish this quotation: "A thousand years in thy sight..."
9. Name the capital of Texas.
10. What is the difference robbery and larceny?

Answers to Who Knows

1. Gen. Frederick C. Weyand.
2. October 21, 1868.
3. Aleksei N. Kosygin.
4. October 25, 1971.
5. Dew point is the temperature to which air must be cooled to become saturated.
6. When this (dew point) temperature is below freezing it is sometimes called frost point.
7. John Adams.

Out of Orbit

HOW LONG HAVE YOU BEEN A MEMBER OF THE ECHO I SATELLITE WATCHERS CLUB?

Over 500 Watches to select from
COWAN JEWELERS
 Downtown

ORDER YOUR CLASS RING NOW!

Created by John Roberts
 Choice of 15 stones.
 Your school colors and mascot
 Yellow or white gold
 Come see your class ring today!
 Now on display at

DELTA JEWELERS

515 Park 364-5901

For a tender and tasty barbecued steak, marinate it overnight in sajad oil, lemon juice, minced onion and a crushed clove of garlic.

LAY AWAY NOW FOR CHRISTMAS COWAN JEWELERS Downtown

1972 Ford Courier Pickup 4 cyl. 4 speed, very clean 14000 miles.

1973 Dodge Pickup, Crew Cab 4 dr. 8 ft. bed, speed control, automatic transmission, power steering, power brakes, air conditioning.

1971 Plymouth Fury III 4 dr. Sedan green color, air conditioning, nice 2nd car.

1972 Plymouth Station Wagon V8, air conditioning, white color, excellent work car.

1974 Pickup Club Cab, loaded with all extras, 7,000 miles, solid red, demo-special sale price

JONES MOTORS
 364-3150
 FINE USED CARS AT THE DODGE BOYS

corn, milo, potatoes, peanuts, alfalfa, beans

corn, milo, potatoes, peanuts, alfalfa, beans

corn, milo, potatoes, peanuts, alfalfa, beans

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CIRCULAR IRRIGATION SYSTEM can make the difference

20yr. WARRANTY CHROME-NICKEL COPPER ALLOY STEEL PIPE

3 Year Warranty on all parts and tires

An Electrogator Circular Irrigation system can be your assurance of a good or excellent crop yield in any normal year — and a life-saver in the really dry ones. Investigate the dependability of operation and evenness of water-application. Those two key factors could be the reasons why so many Electrogator owners specify Electrogator again and again when adding circles. A feature that makes Electrogator superior is the 20 year warranty on our chrome-nickel-copper alloy steel pipe. This 12 ga. pipe lasts at least 3 times longer than galvanized pipe and is 36% stronger than conventional 10 ga. carbon steel pipe.

If this is your first investment in irrigation, be certain to

WESTERN PUMP and Equipment Co.

Holly Sugar Road 364-3264
 A PRODUCT OF REINKE MFG. CO., INC. - DESHLER, NEBRASKA 68340

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Carl McCaslin Lumber Co.

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family centers

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Assorted
Colors



2 FOR 25¢

Full Quilt Size
**COTTON
BATTING**

81"x96"
Reg. \$2.77

\$1.97



58"-60" Wide 100% Polyester

First Quality Double Knit on full bolts. This is our better, heavier weight double knit, 11½ to 12-oz. weight. Assorted fancy, jacquard, crepe, & morotronic stitches. Machine washable & tumble dry!

Reg. 2 for \$5.00

\$1.66

\$2.47

Reg. \$2.99 Yards

SUPER Household DISCOUNTS

Nice & Easy
SHAMPOO
The Shampoo in color
Reg. \$1.67

\$1.43

BUBBLE BATH
Bubbling Zoo fun bath
a gentle Bubbling Bath
18-OZ.

51¢

Golden "T"
LOTION
Skin Care Lotion for
dry or chapped skin
16-OZ. Reg. 88¢

66¢

Listerine
ANTISEPTIC
20-OZ.
Reg. \$1.37

97¢

**TAMPAX
TAMPONS**
40 Count
Reg. or Super
Reg. \$1.79

\$1.33

EXCEDRIN PM
The Night Time Pain
reliever 8 Tablets
Reg. 19¢

12¢

Sure
DEODORANT
Long lasting Anti-
Perspirant & Deodorant
6-OZ. Reg. 99¢

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MOP & GLO
Floor Shine Cleaner
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Reg. \$1.77

97¢

Golden "T"
SPRAY CLEANER
Spray on wipe off
32-OZ.
Reg. 88¢

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LISTEROL
Kills Household germs
14-OZ.
Reg. \$1.39

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BATH MAT SET

19"x32"

2 Piece
Set, Mat \$3.88



BATH TOWELS

Choose from a wide assortment of sheared prints. Slightly irregular. Now, at a low, low price.

87¢

POSTER BOARD

Assorted Colors

27¢



200 Ct.
2 Ply
Colors

Golden "T"
**TRANSMISSION
FLUID**



43¢

Golden "T"
**FACIAL
TISSUE**

2 FOR 66¢

SALE

SHIRT

Ladies
100% Nylon, Machine
Washable Long Sleeve
Button down front and
sleeves Asst. full
colors Reg. \$5.88
S-M-L



COMMODORE Minuteman "6" ELECTRONIC CALCULATOR

The perfect portable for
everyone. 8 digit capacity,
20 hour standard 9 volt
battery. Add, subtract,
multiply, and divide silent-
ly in milliseconds. Solid
state

\$19.95
Each



SALE

FILLER PAPER

300 Count
77¢



SALE

\$4.44

CRACKER JACKS

Candied popcorn and pe-
anuts treat for snack time or
anytime! A snack with a
surprise inside!

2 FOR 25¢



Crayola® **CRAYONS**

64 Ct. Pkg.
With built-in
sharpener.

77¢
PKG.

HALLOWEEN CUTOUTS

5 assorted Halloween de-
signs per package.

OUR PRICE... 29¢
PKG.



Black and Orange
Assorted Candy
100
KISSES

47¢

JACK-O- LANTERNS

Orange poly pumpkins
with handles in 3 sizes.

6" Giant
Size... 49¢
Ea.

8" Giant
Size... 69¢
Ea.

10" Jumbo
Size... 99¢
Ea.



Infants' Boxed SLEEP & PLAY SETS

Flame retardant one piece play sets
in boy and girl styles. Assorted
colors and prints.
One Size Fits
to 12 Months
Reg. \$3.66

\$2.88



Boy's Long Sleeve KNIT SHIRT

100% Cotton Ribbed Knit Neck,
and sleeves Machine Wash, Asst.
Prints, Solids, Stripes Sizes 1-7

\$2.22



NOISE MAKERS

Metal Halloween
noise makers. 6
assorted styles.

15¢
EACH



SKELETON

Two 22" jointed
skeletons per
package. Buy
several.

59¢
PKG.



L'Allegrans Get Ready For Antique Show-Sale

A fascinating look at the past is offered in displays from antique dealers in six states, at the second annual Antique Show and Sale sponsored by L'Allegra Study Club next Friday through Sunday at Community Center. Admission charge is a dollar and proceeds will go to the Community Center. In addition to ticket fees, the club will share in commissions from sales.



Chairman for the benefit antique show is Mrs. J.H. McCrary, left, conferring with the co-chairman, Mrs. Cameron Gault, as they check the list of exhibitors.



Posters advertising the show were made by members in a recent work session. Mrs. Jim Carnaham, right, is president of L'Allegra Club this year. Mrs. Dennis Farley, left, and Mrs. Gary McQuigg are on the finance committee which is overseeing preparations, and the latter is also chairman for the dealers' brunch.



Authenticated by appraisers at the Smithsonian Institution as a candlestick made in 1726 by commission of Catherine I of Russia, this handsome bronze piece was one of a pair used in a church. It is owned by Mrs. Aaron Hutto, a L'Allegra member who is also a dealer in antiques and will have a display in the show.

Dealers who will show their collections of antique furniture, jewelry, art glass, clocks, player pianos, china, primitives and room accessories are Mr. and Mrs. J.E. Sorrells of Sorrells' Antiques and Maarki Hutto of the Collectors' Den, Hereford; Marilyn's Antiques, Austin; Gentry's Antiques, Peggy's Curiosity Shop and Helen's Antiques of Amarillo; Moore's of Pampa; Pandora Box and Leona's Antiques, Lubbock; Audrey's Antiques, Shallowater; Country Antiques, Plainview.

From other states, dealers are Vicki's Antiques of Kansas City, Mo.; Heritage Antiques of Albuquerque; Jean's Antiques of Oklahoma City; Linson's Antiques of Lincoln, Neb.; Nannie's Little Shack of Cortez, Colo.



A new member, Mrs. David Jefferies, takes scissors and paper in hand to help in a poster-making session of the club. All members are working on various phases of preparation for the annual show.

The Sunday Brand

Section B

Hereford, Texas, Sunday, October 27, 1974



Chairman of the committee charged with caretaking for the displays, Mrs. Alex Schroeter, left, has Mrs. Bill Warrick of the finance committee as a working partner in lettering placards. Mrs. Burns Hamilton and Mrs. Terry Caviness, not pictured, are other finance committee members.



Meals for exhibitors from other cities during the show are being arranged by a committee headed by Mrs. Rudy Metz, seated. Another new member of the club, Mrs. Dwaine Walker, is among those working toward the exhibit of antiques from 16 dealers.



Mrs. Wayne T. Schilling...nee Mary Keyes (Bradly photo)

Miss Keyes Is Bride In Church Ceremony

Large white mums and red flags decorated the main altar of St. Anthony's Catholic Church for the marriage of Miss Mary Keyes and Wayne Thomas Schilling Saturday afternoon with the Rev. Bernard McGorry, pastor of the church, officiating.

The bride is the daughter of Mr. and Mrs. Andy Keyes of Route 3 and the bridegroom is the son of Mr. and Mrs. Edward Schilling of Summerfield.

Miss Kathy Keyes served her sister as maid of honor and David Marnell of Friona was best man.

Bridesmaids included the bride and bridegroom's sisters, Miss Linda Keyes and Miss Margaret Schilling, and Miss Mary Husmann of Stratford.

Serving as groomsmen were the bridegroom's brother, Richard Schilling of Amarillo, Rick Reinart of Dalhart and Johnny Husmann of Stratford.

Escorting guests to their seats were Thad Keyes, Dennis Schilling, Lawrence Brozman, Dale Schwertner and Robert Kahlich of Slaton.

Chris Schumacher and Chris Kahlich, the bridegroom's cousin, were servers.

Miss Leslie Euler of Summerfield sang wedding selections, On This Day, The Lord's Prayer, and Follow Me accompanied by Mrs. Allen Evers playing the organ.

Marie Schilling served the cakes.

The four-tiered bride's cake was decorated with a red rose cascade and topped with satin bells. The bridegroom's cake was ornated with white bells.

Following the reception, the couple left for a short wedding trip to New Mexico.

The bride was formerly employed with an accounting firm in Amarillo. She attended West Texas State University and is a 1970 Hereford High School graduate.

The bridegroom, also a 1970 HHS graduate who attended WTSU, is engaged in farming in the Summerfield community.

Out-of-town guests included Mr. and Mrs. Arthur Kahlich and other friends and relatives from Slaton; Mrs. M.E. Forster and children and Mrs. Charles Kelchor of Corpus Christi.

Also Tommy Bednarz of Wilson and Paul Jean Wiles of Ponca City.



Mrs. Jack Gray

Guest To Speak At Open Meeting Of CWU

Impact of the 1970's on women's goals and efforts in home, church and community will be the subject for a World Community Day program of Hereford Church Women United, at a meeting Friday in St. Thomas Episcopal Church.

The speaker for the morning coffee and program, beginning at 10 o'clock, will be Mrs. Jack Gray of Dallas, wife of a widely known evangelist. All women of the area are invited.

Revis Gray is a frequent speaker on Christian Living to various groups over the state; she is active in local and district organizations of United Methodist women and teaches classes for couples and college students in Tyler Street UMC at Dallas.

Lubbock is her home town; she is a graduate of Lubbock High and Texas Tech, where she was in student government, homecoming queen and yearbook beauty. Chosen South Plains Maid of Cotton, she was runner-up for the national title.

Mother of three children 11 to 15 years of age, she is president this year of her Parent-Teacher Association. She has traveled in Mexico, Europe and lately in Israel.

World Community Day is one of three yearly celebrations observed by Church Women United, which has as one of its aims study and action on conditions and issues which involve moral, ethical and spiritual principles of the Christian faith.

Affiliated with Hereford CMU are women of Presbyterian, St. Anthony's Catholic, First Christian, First and Wesley UMC and St. Thomas Episcopal Churches.

Economical Gifts Topic Of Program

With Mrs. Burke Inman as hostess in her home, Cultural Extension Club met Friday afternoon for a program on Family Money Management by Joyce Shipp, county agent. It was prefaced by the reading of a poem, October Morning, by Mrs. J.D. Love.

Mrs. Shipp spoke on saving money by making Christmas gifts, which are often valued more than expensive items from the stores simply because they are handmade. She gave suggestions for several types of gifts.

Mrs. Arthur Dettmann explained the Friends of Deaf Smith County Library organization which has been started here this month, and invited members to join it. Mrs. Grady Parsons presided for business.

Mrs. E.S. Johnson was a guest, and members who answered roll call by naming favorite hobbies included Mmes. Tom Hargrove, Art Lewis, P.M. Houser, John Hunter, Ira Scott, Novella Stallings, M.W. Sumner and M.H. Wiseman.

Special Diets Is HD Club's Program

Mrs. State Norvell presented a program entitled Special Diets to Palo Duro Extension. Club members at their meeting recently in the home of Mrs. Tony Gorman.

Mrs. Norvell told of different types of diets including those for diabetics. She also mentioned how to order in restaurants.

After the program, the remainder of the afternoon was spent working on ceramic bowls.

The seven members present recognized Mrs. Jeff Davenport and Helen Gorman as guests.

Fond parents who seek to live their children's lives usually manage to mess up everything for everyone.

Gemologist Talks As Club's Guest

From technical points in grading diamonds to description of the fabulous crown jewels of Iran, a discussion of precious stones was given for Callipian Study Club members Thursday evening at a meeting in Mrs. Keith Simmer's home.

Mrs. Ansel McDowell introduced the guest speaker, John Furbach of Amarillo, who is one of the few licensed gemologists in the nation. He told of various types, their characteristics and where they are found, also how they may be imitated with synthetics by unscrupulous dealers.

Care of fine jewelry was also touched upon and the speaker mentioned famous collections of gems, the richest and most elaborate being those of Iranian royalty.

Mrs. Robert Mayfield and Mrs. R.G. Peeler were guests for the program. Members present included Mmes. D.W. Palmer, Millard Nobles, Edwin Axe, Jack Wilcox, Emmitt Milburn, Alton Fraser, John Gililand, Sue James, John Gililand, Clyde Cave, Bob Word, Emil Dettman and C.J. Crump.

Fun-Fright

Promised Nov. 1, 2

Warning that small children are not encouraged to visit the Halloween Haunted House is included in an invitation to the public for Friday and Saturday evenings, when two girls' organizations plan scary and fun for visitors to the house on the Vega Highway.

Tickets for the following two evenings are on sale by girls of the sponsoring groups and will be available at the door.

Infant Daughter Of Carthels Is Shower Honoree

A small shower honoree who received full attention of the guests, Jennifer Jan, baby daughter of Mr. and Mrs. Joe Carthel, was presented an array of gifts at the home of Mrs. Charlie Burk Wednesday afternoon.

Mrs. Jack Weaver and her daughter, Mary Ruth, Mrs. James Rogers and Mrs. C.F. Hornfeld were hostesses with Mrs. Burk, Mrs. Rogers and Mrs. Weaver were at the refreshment table.

Gift packages presented by the 20 guests were opened by Mrs. Carthel during the hour.

Holiday Dinner Slated By Club

Thanksgiving dinner plans were made by Sunshine Club members at a meeting this week when Mrs. Mike Koelzer was hostess. The dinner, an

annual event for the club, will be on Nov. 26 in the home of Mrs. George Minor who now lives at Bovina.

Mrs. Clint Lundry presided for business. Mrs. Koelzer read a humorous poem, A Rough Day, to begin an hour of informal talk. The hostess gift went to Mrs. C.E. Watts.

The neighbor who borrows should be willing to lend.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown



For Dress wear or Sports wear, The Sport Trio in Navy Blue, Brown, or Bottle Green with contrast stitch. 100% Polyester Double Knit.

Size 36 to 48 Reg. & Long

3 Pieces For

\$100

Gaston's Popular Store Downtown

COMFORT **ECONOMY**

EFFICIENCY

you get it all with

NATURAL ENERGY Gas Heating

Fresh, warm air gently circulating from floor to ceiling... so nice to take for granted... Comfort is clean gas heat.

And that dependable comfort is such a bargain here in West Texas. Though gas energy costs a little more than it use to, gas furnaces still cost less than one-third as much to operate as similar electric furnaces.

And at the same time you're saving money with gas heating, you can also have a warm feeling knowing that you're helping conserve energy. Gas heating uses only half as much energy as an electric system doing the same job.

Comfort, efficiency, and economy... you get it all with natural energy gas heating

Independent Study Sources:
 1. ELECTRIC UTILITY ADVERTISING AND THE ENVIRONMENT. Gas Range National Laboratories, April 1972.
 2. ENERGY AND THE ENVIRONMENT - ELECTRIC POWER Council on Environmental Quality, August 1973.
 3. CALIFORNIA'S ELECTRIC QUARANTARY - Vol. II. The Rand Corporation, with support of the National Science Foundation, November 1971.
 4. ENERGY UTILIZATION EFFICIENCY OF MAJOR HOME APPLIANCES, American Gas Association, July 1973.

PIONEER NATURAL GAS COMPANY **P**

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

Fantastic trade-in diamond sale.

Give that all-important finger a beauty treatment. Bring in your present diamond ring and get a generous allowance towards the purchase of a magnificent new Goldmaster creation. Select from our most complete and exciting collection ever. This offer is limited. So come in now. You'll come out way ahead.

Cowan Jewelers
MEMBER AMERICAN GEM SOCIETY DOWNTOWN

DEAF SMITH GENERAL HOSPITAL
IN COOPERATION WITH AMARILLO COLLEGE

ANNOUNCES

A SHORT-TERM HEALTH COURSE
IN
NURSING ASSISTING

120 Clock Hours - 4 Weeks
BEGINNING: November 4, 1974
ENDING : December 3, 1974

CLASS MEETING TIME: Lecture period 8:00 a.m. to 2:30 p.m.
INSTRUCTORS: Sidney Owens and Peggy Oakes
LOCATION: Deaf Smith General Hospital
ENTRANCE TEST: Inquire at the information desk at Deaf Smith General Hospital to schedule a testing date.

COURSE DESCRIPTION: The course serves as basic preparation for those who are interested in becoming skillfull in basic nursing procedures. Opportunities will be available for trained personnel at Deaf Smith General Hospital and at Westgate. Those who are interested in full or part-time employment are urged to consider this basic nursing course.

EQUIPMENT needed after about 2 weeks: White uniform, white hose, white shoes, watch with a sweep second hand, and a pair of bandage scissors. For males - - a white shirt, white pants, etc.

We do not register persons less than 17 years of age. Students presently attending public school are not allowed to register. If a person has quit school, no longer attending, he may apply for entrance if not less than 17 years of age.

Joyce's Journal

Appliance Parade

Scheduled Nov. 15

by Joyce Shipp

PLANS for an appliance parade, to be held at Sugarland Mall Friday Nov. 15, are now under way.

The County Family Living Committee met this week to begin finalizing plans for the event. Local appliances dealers will display their latest models of refrigerators, freezers, smooth top ranges, dishwashers and microwave ovens.

Representatives from leading manufacturers will be here to give 15-minute presentations on all appliances.

THE PARADE is a come-and-go event, but if you're interested in learning more about a particular appliance, you may stay for the presentations which will run three times during the day as follows:

Smooth top ranges: 10 to 10:15 a.m., 1:30 to 1:45, 4 to 4:15 p.m.

Refrigerators and freezers: 10:25 to 10:40 a.m., 1:55 to 2:05 and 4:25 to 4:40 p.m.

Dishwashers: 10:50 to 11:05 a.m., 2:15 to 2:30 and 4:50 to 5:05 p.m.

Microwave Appliances: 11:15 to 11:30 a.m., 2:40 to 2:55 and 5:15 to 5:30 p.m.

THIS IS offered at no charge to the public and is sponsored by Texas Agriculture Extension Service. Invite your friends and neighbors. You will have an opportunity to sign up for a chance to win Beef Certificates which will be given by our local Cowbelle chapter at the Appliance Parade.

If you have any questions, please call our office at 384-3573. We hope that you'll put forth an extra effort to attend this event.

DEAF SMITH County Extension Agents attended the annual Panhandle Economic Program (PEP) at the Villa Inn in Amarillo Wednesday. This was a very informative meeting.

The general economic outlook was discussed by Dr. W.P. Gramm, economics instructor from Texas A&M University.

Wheat outlook and association objectives was discussed by Leo Witkowski, president, Texas Wheat Producers Association.

We attended the Family Living-Youth Task Force session. The topic was Stretch Your Food Dollar—Spend Less and Buy More, presented by Dr. William J. Vastine. Marketing and food distribution, Texas A&M University. The following recipes were an outgrowth of this meeting.

JIFFY PUDDING MIX

1 1/2 cup sugar
2 1/2 c. nonfat dry milk
1 1/4 c. flour
1 t. salt

Stir the ingredients together until well mixed. Store in tightly covered container in a cool place. Makes enough mix to makes 24 servings of dessert.

VARIATIONS

Chocolate pudding mix: Add 3/4 c. cocoa and 1/4 c. more sugar to above ingredients before stirring.

Caramel pudding mix: Substitute 1 1/2 c. packed brown sugar for granulated sugar.

VANILLA PUDDING

(made from mix)
1 1/4 c. pudding mix
2 1/4 c. warm water
1 1/2 t. vanilla
1 T. margarine or butter
1 egg, beaten

Combine mix with water and cook over slow heat until thickened, stirring constantly. Cover and cook 5 minutes longer. Add the fat. Remove from heat and beat half of the hot mixture into the egg.

Blend slowly into the remaining hot mixture. Stir in vanilla and chill. Serves 6. A covered dish will keep it creamier.

MAKE YOUR OWN BUTTERMILK

Mix 1 qt. of liquid instant dry milk but don't chill. Stir in 1/2 c. buttermilk, the kind you buy, and a pinch of salt.

Cover. Let stand in warm room until clabbered (overnight). Then stir until smooth. Keep refrigerated. Once you've made buttermilk this way, you can use it to make more.

INSTANT SPICED TEA

2 c. instant orange juice
2 c. sugar
3/4 c. instant tea
1 3-oz. pkg. instant lemonade
1 t. cinnamon
1/2 t. cloves
1 8-oz. pkg. lemon-flavored instant tea

Mix all together well. Use about 2 rounded teaspoons to one cup of hot water.

INSTANT HOT CHOCOLATE MIX

8 qt. box of powdered milk
1 32-oz. box instant chocolate
1 6-oz. jar non-dairy creamer
1 1-lb. box powdered sugar
1/2 t. salt

Mix all together well. Use 1/4 to one-third c. milk to 1 c. hot water. Delicious. This recipe makes approximately 2 gallons of dry mix.

Since we've concentrated on stretching our food dollar, let's think about saving time and energy and money by preparing quick meals. Quick meals will be the program at our Home Demonstration Club meetings in November. I'll be looking forward to sharing some of our "quick" recipes with you.

Costume Party Entertains Club

Costumed dancers enjoyed a Halloween party Wednesday evening when Merry Mixers Square Dance Club entertained with a salad supper and masquerade at Community Center.

Campbell's Crew Cited For Quality

Navy Yeoman Third Class Lyndale D. Campbell, son of Mr. and Mrs. Kenneth Campbell of 134 Oak St., is a crewmember aboard the destroyer USS Cook which has won the Destroyer Squadron Nine Battle Efficiency "E" for excellence.

The crew of the Cook was cited for its overall operational readiness as determined by graded training exercises and technical inspections.

The Cook is homeported at San Diego.

A former student of West Texas State University, Canyon, he joined the Navy in September 1971.

You can usually judge your friends by what they do rather than what they say.

Be very careful about making promises; some of them can be collected in court.



Men's Long Sleeve Plaid

Flannel Sport Shirts

3.97

Double Knit

1.77 YD.

Here's a fantastic buy on double knit, the easy care, easy sew fabric that is great for pantsuits, dresses, or just about anything. Shop early for the best selections.



Ladies' Pantsuits

Reg. \$30

24.88

The new total look bright girls are wearing this fall. A 3-piece co-ordinated pantsuit of acetate and polyester blends that is completely machine washable and dryable. A short sleeve, solid color, ribbed, mock turtleneck topped with a long sleeve button front, plaid shirt jac and matching pull-on elastic waist pants. Fashion colors. Sizes 8-18.



Sugarland Mall and Downtown

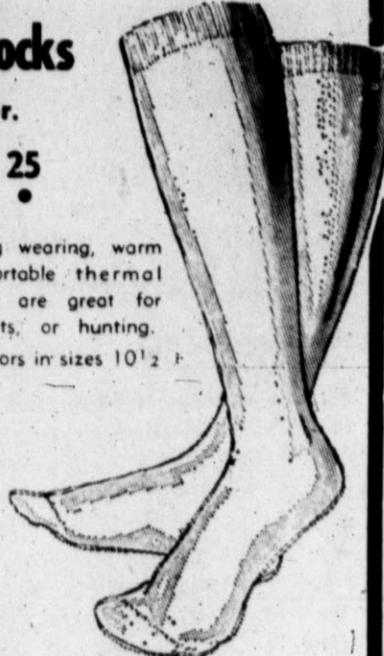


Men's Thermal Socks

Reg. 79c pr.

2 PR. 1.25

Men's long wearing, warm and comfortable thermal socks that are great for work, sports, or hunting. Natural colors in sizes 10 1/2 to 13.



Men's 100% cotton plaid flannel sport shirt in many different plaids and colors. Sizes S-M-L-XL. Reg. \$5.99.

Men's Warm-Up Jackets

Reg. \$10.99

The Casual jacket that is ideal for cool weather. Unlined 100% nylon warm-up jacket with regular collar, snap front, elastic wristlets, draw string bottom and 2-slash pockets. Sizes S-M-L-XL in navy, maroon, red, and green.



Men's Dress Shoes

by ROBERTS

Men's "Gator" printed patent slip-on with color matching suede leather moc toe. Sizes 6 1/2 to 12.

- Bottle Green
- Brown
- Black
- Wine
- Navy



23.99
2 PR. \$45.00



SUPER VALUES!

Ladies' Shells

Reg. \$5.

3.88

The sleeveless shell a must for every wardrobe. 100% polyester mock turtleneck style with random rib in many different colors; white, black, navy, red, brown & burgundy. Sizes S-M-L.



Keepsake
TRADITIONAL WEDDING RINGS

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



Campfire Girl Activities

A tour of Hereford State Bank was taken by Wakan-Ki-Lo Campfire Girls, sixth grade students at Aikman Elementary School, Monday afternoon.

Refreshments were served at the bank by Cindy Gamez to leaders, Mrs. Floyd Eubanks and Mrs. Bill Thompson and members present.

They included Janet Bludine, Christi Crawford, Laurie Gonzalez, Teresa High, Licia Hodgson, Barbie Koelzer, Willa Beth Lawson, Tammy McCathern, Lori Parker.

Also Brenda Parsons, Deanna Pool, Ramona Rhodes, Corina Surez, Linda Vera, Keely Yarbrough and Ann Oliver.

Members of Wa-Ki-Ta Campfire Girls made picture plaques to enter in the Campfire Girl Art Festival and tea to be held from 2 to 5 p.m. Sunday at the Community Center.

The rub out white plaques were designed as mushrooms and were made with toothpicks, cotton, rags and oil paints.

Present were club leaders, Mmes. Bud Kelley, Tex Rhodes and Charles Weatherford and eleven members.

They were Kellie Howell, Tammy Rhodes, Connie Weatherford, Becky Guerrero, Diana Rodriguez, Lorie Warren, Laurie O'Rand, Hope Arellano, Cynthia Streun, Debra Pool and Melodi Moore.

Tanda-Wahanka was the name chosen for the fourth grade Campfire group of Northwest Elementary School when they met at the Community Center recently.

Tanda means to love, honor and respect and definition of Wahanka is to do difficult things well.

Officers for the first three months were directed by the group. Michele Osborn was named president; Cynthia Lady, vice-president; Allyson Thomas, secretary; Eva Johnson, reporter.

The group toured Park Avenue Florist recently where they were shown flower arranging and holiday decorations.

Members present besides those already mentioned were Jan Burns, Michele Burfield, Vickie Cosper, Sherri Ellis, Misty Gordon, Amy Griffin, Kelly Kofford.

Also Sharon Mitts; Cozette Moore, Marilyn Osborn, Melanie Peeler, Shellie Rickie, Tina Watson and leaders, Mrs. Bud Thomas and Joann Burfield.

Jolly Dollies Bluebird group worked on whatnot boxes at a meeting Thursday at St. Anthony's School, where they are third graders.

They are planning a Halloween party for next week, and a program to be given to St. Anthony's Women in December. Cathy Bartels served refreshments.

Girls in the group are Cynthia Barrera, Michelle Connolly,

Shannon Evers, Kalina Herr, Mandy Mazurek, Lori Walterscheid, Daphne Perez, Michelle Lopez and Cathy Bartels. Mrs. Allen Evers and Mrs. Johnny Dupnik are leaders.

Sand paintings were completed by the Ma-Nu-Ka-Kani Adventure Campfire group at their regular meeting Wednesday. Five of the paintings will be entered in the Campfire Art and Tea Festival scheduled Sunday at Community Center.

Those entering the festival are Michelle Axe, Annette Dawson, Shelly Gentry, and Kristy Simons and Missy Merritt. All were asked to enter any art or craft item they had made at home during the year.

Refreshments were furnished by Annette Dawson.

Shelly Gentry invited the group to a Halloween party at her house Thursday before the close of the meeting. Halloween costumes are to be worn.

Cookery Lessons Set For Weight Watchers

Cooking demonstrations to Weight Watcher classes will be given Tuesday by Bob Gillette, executive chef of West Texas Weight Watchers.

Class in Hereford meet each Tuesday at 1:30 and 6:30 p.m. at First Baptist Church; and the demonstration will be presented to both groups.

Engagement Announced

Mr. and Mrs. Walter Spinhirne of Dimmitt, former Hereford residents announce the engagement of their daughter, Caroline Mary of Dallas, to Steven Charles Bezner of Ft. Worth, son of Mr. and Mrs. Ralph Bezner, also of Ft. Worth. The couple plans to marry Dec. 7 in St. John Apostle Catholic Church in Ft. Worth. The bride-elect is a case worker with the Texas Welfare Department in Dallas. She graduated from Hereford High School and West Texas State University. The prospective bride-groom is manager of Champion Tire Store in Ft. Worth. The couple will make their home in that city.



Local Woman In Unique Scholarship Program

Margie Daniel of Route 4 is one of 27 specially selected women who have received scholarships to the new Graduate Management Program for Women, at Pace University in New York. The program is open to women college graduates with liberal arts degrees, and it is highly selective. Yearly, the average incoming class will contain about 25 students. Ms. Daniel will receive a \$1,400 scholarship for each of the two years it takes her to complete work toward a master of business administration degree. Funds for the scholarships were provided by a \$270,000 grant to Pace, earlier this year, from the Andrew Mellon Foundation, and by a \$30,000 grant from the Charles E. Merrill Trust.

Calendar Of Events

- SUNDAY**
Campfire Girl Art Festival and tea, Community Center, open to the public, 2 to 5 p.m.
- MONDAY**
Deaf Smith General Hospital Auxiliary covered dish supper, Community Center, 7:30 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, Easter Clubhouse, 8 p.m.
- TUESDAY**
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, 10 a.m. and 6:30 p.m.
- WEDNESDAY**
Noon Lions Club, Civic Club Center, noon.
Story hour for preschool children at Deaf Smith County Library, 3 to 4 p.m.
- THURSDAY**
Wyche Extension Club crafts workday and luncheon, Pioneer Natural Gas Flame Room, 10 a.m.
Women's Golf Association, John Pitman Municipal Golf Course, 9 a.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Civic Club Center, 8 p.m.
Duplicate Bridge Club, Western, 7:30 p.m.
- FRIDAY**
L'Allegria Study Club's antique show and sale, Friday through Sunday, Community Center.
- SATURDAY**
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Story hour for preschool children, grades 1-4, Deaf Smith County Library, 10 until 11 a.m.

Comings And Goings At King's Manor

Mrs. Don Davidson and A.W. Tooley spent the weekend visiting their brother in Haskell. On Sunday they participated in services at First Methodist Church in Seymour where a corner stone from the now abandoned Westover Methodist Church was dedicated.

The Rev. R.V. Tooley, their father, began and ended his ministry in this church and the Rev. and Mrs. Don Davidson began their ministry there.

Mrs. Davidson's Sunday School class here made it possible to get the cornerstone which is now permanently located at the base of the bell tower in front of Seymour United Methodist Church.

Mrs. John Heard returned recently from Belton where she visited relatives. She was accompanied home by Mrs. Roy Proctor of Belton, a girlhood friend. Mrs. Proctor was a guest at the Founder's dinner, and is visiting other West Texas points before returning home.

Mrs. W.B. Beard spent two days in Claude, and attended Sunday morning services where her late husband was pastor for years. She joined many friends in the celebration of the 50th wedding anniversary of Mr. and Mrs. E.E. Nickett. She was a guest of Mr. and Mrs. Wallace Moeller in Amarillo and attended Holiday on Ice Tuesday she returned to King's Manor.

Mrs. Joe Ritter of Clarendon gave us a program Wednesday afternoon. She is president of Pathfinders' Club in Clarendon. Her husband was also our guest.

Mrs. Ritter did two humorous impersonations and always managed to stay in character. Her first role was that of a customer in a shoe store. She wove her friends here into her conversation with the salesman as follows: Vena Hudson, Evadne Cox and Lucille Naylor. The Ritters were dinner guests of the Hudsons.

The Baseball Game portrayed the same type of muddle-headed female whose ignorance of the game was phenomenal. "Hitting a poor fowl" was as cruel as "Catching a fly" was silly. She wore "White Sox" in honor of the team.

Several townspeople were present to share the fun. Punch and cookies wound up the program. We hope Mrs. Ritter will come again to be our entertainer.

Neighbourhood breakfast is the name Ophelia Dotson gives to a series of get-togethers of Cottage residents that she is having during this month.

Two groups have already visited and breakfasted on toast made from some of her homemade bread, also hot muffins with plenty of sausage, bacon, jellies and jams served with steaming hot coffee — seasoned with friendly conversation, mostly about summer and fall vacations.

Two of our residents have just returned from a trip to Europe, others have vacationed in our own beautiful U.S.A. and Canada. Mrs. Dotson, herself, recently returned from a three weeks vacation spent in Utah and Idaho.

Alpheus Tooley went with his son and wife, LaNoy and Glenna Tooley of Dawn, to Plainview and Kress Tuesday on business, visited with Glenna's parents, Mr. and Mrs. A.D. Moore at Kress and returned home Wednesday morning after spending the night in the LaNoy Tooley home.

FOR GIFTS THAT ARE LASTING COWAN JEWELERS Downtown

When two people think exactly alike one is not thinking.

Look Who's New

Mr. and Mrs. Arnold Ray Powell are the parents of a son, Cody Haynes, born October 23. He weighed 6 lbs. 7 1/2 oz.

Mr. and Mrs. Val Eugene Clawson are the parents of a son born October 24.

Self-control is a great virtue but few individuals ever seek to attain it.

Drive slowly and the probability is that you'll be driving longer.

Speaking about paper work, have you tried to draw up a budget lately?

No man has ever been called a liar by the object of his flattery.

Have you ever tried to throw anything to the "four winds?"

At Westgate a group of ladies are enjoying beginning ceramics under the able assistance of Mmes. Kirkaby, Wright, DeBoer, Fowler and Griesman.

He May!
He who hurses around too much some day may find himself a groom.
-Gosport, Pensacola.



You can do it! A brand new **Con-Tact** kitchen. SELF-ADHESIVE PLASTIC

Your kitchen is the heart of your home! Give it life with Con-Tact! It's where you work and eat, coffee klatch and phone, sometimes play cards, even do homework. Give it a lift with Con-Tact: the washable, wearable, wonderful plastic you press into place without tools or paste. For a small price, do your whole kitchen... walls, closets, counters, window shades... in rich woodgrains, flower garden prints and modern geometrics. See Con-Tact now, in full bloom.



IN SUGARLAND MALL

We will be closed on Monday, October 28th in observance of **VETERANS DAY**

We will be here Tuesday to help you with your savings program....

Where You Always Get The Highest Possible Interest

HI-PLAINS SAVINGS and Loan Association

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Sears Only 4 days left to get your \$5 early shoppers discount

Time flies! But you can still get your \$5 discount. Just place an order of \$50 or more from Sears 1974 Christmas catalog. So, get out that Wish Book today.

Order from Sears Christmas Wish Book by Midnight **Oct. 31, 1974**

Order by phone. Call 364-3854

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SHOP AT SEARS AND SAVE **Sears** 421 N. Main 364-3854 9 A.M. to 5:30 P.M. Monday thru Saturday SEARS, ROEBUCK AND CO.

Southern Baptists To Convene

Jaroy Weber, president of the Southern Baptist Convention, heads the roster of speakers for the Baptist General Convention of Texas during its annual session in Amarillo, Oct. 29-31.

Weber, pastor of First Baptist Church in Lubbock, the second largest Southern Baptist congregation in the nation, will address an estimated 3,000 messengers on Wednesday morning.

Theme of this year's meeting will be "A New Day for The Church."

Baptists' missionary efforts will be spotlighted by Keith

Parks, secretary of Southeast Asia for the Foreign Mission Board, and Bill Hogue, secretary of evangelism for the Home Mission Board.

Other program personalities include convention president Ralph Smith, pastor of Hyde Park Baptist Church, Austin; Dr. James H. Landes, convention executive secretary William C. Everett, pastor of First Baptist, Longview; and Warren Hultgren, pastor of First Baptist Church in Tulsa, Okla.

A sidelight of the convention is the exhibit hall which

provides a first hand look at the Baptist story.

Agencies and institutions supported by Texas and Southern Baptist funds set up booths to illustrate their ministries.

Eleven furloughing foreign missionaries stationed in different parts of the state to promote the 50th anniversary of the Cooperative Program will alternate hours in a special booth.

Demonstrations will be given on the use of video cassettes for local churches.

Pastors and lay persons will be offered consultations on church extension, church loans and annuities.

The Baptist Book Store also displays books, records and other materials.

Arrangements for the Amarillo convention are being carried out by committees headed by James F. Bond, pastor of Trinity Baptist Church in Amarillo; Chester O'Brien, superintendent of missions for Amarillo Baptist Association; Jess Hightower of Amarillo; Mrs. C.J. Humphrey, an Amarillo housewife; Charles Jones, pastor of Second Baptist, Amarillo; and Dudley Bristow of Amarillo.



JAROY WEBER

Golden Gleams

He that ruleth over men must be just.

-Samuel 3:3.

By the just we mean that which is lawful and that which is fair and equitable.

-Aristotle.

What is against truth cannot be just.

-St. Augustine.

SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown

State D.A.R. Conference Planned

Chief tasks in planning for a Daughters of the American Revolution state conference at Amarillo next March 17-20 fall to members of Los Ciboleros Chapter here, who will have a

part in entertaining an expected 600-plus delegates.

Mrs. E.S. Brainard, an Amarillo resident but a member of the Hereford chapter, is general chairman of conference

arrangements, with Mrs. L.W. Norvell of Hereford as vice chairman.

They and Mrs. T.J. Carter and Mrs. Carroll Newsom were in Amarillo Thursday for a

planning session with representatives from other Division I chapters which will all assist with conference hostess duties. Mrs. Norvell is division chairman.

Los Ciboleros Chapter and the Borger chapter will be responsible for one of the luncheons.

Small Talk

By SUE COLEMAN
Women's Editor

IT WAS a progressive family reunion last weekend for Grace Tinnin's clan, the Tusshas; sisters and brothers traveled around to visit in each other's homes for a few days.

The gathering started in Hereford when Grace's sister and husband, the C.W. Gowers, came in from Pueblo, Colo. A brother, Don Tusha, and his wife from Lubbock, and a sister, Doris Wall of Elida, N.M., joined them. The party was completed with Grace's daughter and family, the Charles Springers.

After Sunday dinner and visiting here, they all went to Elida and then to Roswell to visit another brother, Harold Tusha, and his wife and to still another brother's, Ercel Tusha and his wife, at Carlsbad.

Heading back toward Hereford they stopped at the Don Tusha home in Lubbock and also visited the other Tinnin daughter and her husband, Mr. and Mrs. Ronald Gray. The Gowers left Tuesday for their home.

TWO Hereford students at West Texas State University

HD Club Meets For Quilting

Members of Messenger Extension Club met Friday morning at Messenger community building for an all day quilting party.

During the brief business session, members made final preparations for a Halloween party, which was held Friday evening in the community building.

Approximately 14 members were present.

Nature is a great teacher, if you care to take lessons.

A match is a little thing but it can start a big fire.

have been inducted as pledges into Delta Beta Chapter of Gamma Sigma Sigma national service sorority.

They are Sylvia Gonzales, daughter of Mr. and Mrs. Cornelio Mendoza, and Anita Pinon, daughter of Mr. and Mrs. C.M. Pinon, 209 Ave. H. Both girls are freshmen at WT this year.

HOW about a good cool-weather recipe? Looking through our collection of recipes that got left out of "Let's Cook" stories when space grew short, I came across one of Mrs. Henry Kuper's that sounds like something mighty good to serve these fall days.

For a change, with steak or hamburger cooked outdoors these zippy evenings, how does Hot Potato Salad sound? I suspect it may have reached Mrs. Kuper via some of her German ancestors, those excellent cooks with potatoes.

HOT POTATO SALAD

- 4 medium sized potatoes, boiled
- 1 medium onion, sliced or chopped
- 3 or 4 slices of bacon, fried crisp

Salad dressing or mayonnaise seasoned to taste with sugar, salt, pepper, vinegar and any other seasonings you like.

Alternate hot sliced potatoes and onions in a bowl with layers of salad dressing. Top with fried bacon and drippings. Sprinkle with paprika.

Keep hot until served. This amount should feed four or maybe five.

I AGREE with everything except that last statement, which I question a bit. Better not figure on serving five, if this is as good as it sounds.

FOR LARGER
GIFT SELECTION
COWAN JEWELERS
Downtown



LOCAL GOVERNMENT, NOT REGIONAL GOVERNMENT

Because local government is most responsive to the needs and will of the people, necessary functions of government should be kept at the local level wherever possible.

County government is the backbone of the republican form of government guaranteed to each state by the United States Constitution. Current efforts to bypass and eliminate County government by the Federal government are unconstitutional and illegal.

In February, 1972, the president, in violation of the Constitution, issued Executive Order #11647. This order created ten Federal Regions, each to be governed by seven executive departments (HEW, HUD, DOT, DOL, OEO, EPA, and LEAA). Texas, together with Arkansas, Louisiana, Oklahoma, and New Mexico make up Region VI with the capital in Dallas.

Recently our present governor issued Executive Order #8 placing county government functions under metro government organizations in Texas which themselves answer to the Regional Government Council. He is thus cooperating in this usurpation of power by the Federal government.

He should be turned out of office for this act alone.

Sam McDonnell FOR GOVERNOR

"Now is the time for all good men to come to the aid of their country."
Paid Political Advertising by Wes Owen
County Chairman, American Party



DREAM COORDINATES IN GREEN. D-G picks a soft textured pastel green plaid for separates in a casual mood. In easy-going double knit polyester. For a winter holiday, the jacket, \$37.00 and the cuff pants \$21.00 together with the solid color pullover \$13.00 make a beautifully coordinated pantsuit. 6 to 18

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CONTINUES IN FULL - SWING
STOREWIDE SAVINGS IN EVERY DEPARTMENT
DOWNTOWN and SUGARLAND MALL
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DIVISION OF SUE ANN, INC.

SPRING SCENE-STEALERS OF ENCRON®. Center Stage presents the season's most talented newcomers. Dusty blue and yellow solid colors and plaids in a coordinated collection of jackets, vests, shirts, pants and skirts that mix and match in double knits of 100% Encon® polyester, the fiber that lives. Misses 6 to 20 sizes.

Jacket \$26.00	Vest \$23.00	Jacket \$25.00
Shirt \$16.00	Shirt \$16.00	Vest \$17.00
Pants \$17.00	Skirt \$17.00	Shirt \$17.00
		Pants \$17.00

Break the monotony, get into Botany '500'

Tony Bennett says, "Get into Botany '500' Fashions and feel like You Rule The World! The cut. The details. The styling. Sure to get Girl Talk wherever you go. Like The Lawton Suit Collection. Wool and wool blends fortified with Polyester. Bold plaids. Tailored for The Good Life of the Botany '500' Man."

\$125⁰⁰ to \$150⁰⁰

HARMAN'S
DOWNTOWN

Watch for Tony Bennett TV specials sponsored by Botany 500 this fall.

3-F Club Met For Luncheon Wednesday

Members of Fun-Food-Fellowship Club met for a luncheon and games of 42 at their October meeting Wednesday afternoon in First Methodist Church fellowship hall.

Bob McFarland, minister of music at the church, led the singing and Mrs. E.M. Cox accompanied him playing the piano.

The Rev. Jordan Grooms, pastor of the church, gave the invocation and Mrs. Entma Beared read the dismissal prayer.

Mrs. H.J. Wilhelm presided

over the brief business meeting with 15 members present. They included Mmes. E.B. Miles, P.M. Houser, J.D. Love, John Heard, R.O. Stark, Frank Wilhelm, Novella Stallings, William McGehee, L.W. Metcalf and Mabel Wagner.

Best Of Press

Always After all is said and done, you usually find more has been said than done.

-Times, Marshalltown, Ia.



Ready For Visitors

Displayed in three rooms of the Community Center, entries of Hereford Campfire Girls in their second annual Art Festival will be viewed by visitors who are invited from 2 to 5 p.m. today for the tea and show. Mrs. Charles Springer, one of the adult leaders, puts the finishing touch on a display panel here. Awards will be made today; judging was done in art, crafts and stitchery divisions by Jerry Don Whitaker, Canyon artist and sculptor; Bill Anderson, executive with Coronado Arts and Crafts at Amarillo; Mrs. Mark Keating, Castro County extension agent; Mrs. Tom Draper, retired extension agent, and Mrs. Jack Renfro, collector and crafts hobbyist.

Marching Band Prepares For UIL Contest At WT

The Hereford High School Whiteface Marching Band will be competing Tuesday in the University Interscholastic League (UIL) Region I Marching Contest in Kimbrough Memorial Stadium.

The 153 youngsters, under the direction of Randy Vaughn, Nick Nixon, Tom Wine and Jim Priest, will perform at 4 p.m. The public is invited to watch the contest and there will be no admission charge.

A combination of rock and standard tunes will comprise the HHS band's show, which will last seven minutes and 25

seconds. Under UIL rules, a band's entry must be longer than five minutes but not exceed eight.

The Whitefaces will feature "St. James Infirmary," an uptempo rock selection. They will also play "Americans We" and "Slavonic March."

Dr. Roy Hartman, superintendent of Hereford Independent School District, serves on the UIL executive committee of the UIL Music Contest Division.

Vaughn commented on the band's prospects in the contest. "The band directors feel

that the students are prepared to do an excellent job on their contest piece.

"The kids have had to work hard to overcome a setback of some bad weather. But I think they are better prepared than the groups in years past," Vaughn said.

HHS will be vying for its 14th consecutive 1st rating in marching contests sanctioned by UIL. The next band competition will be held in Borger Dec. 2 for All Region Try-Outs. The junior high school bands will compete for All Region honors on Dec. 14 in Amarillo.

Halloween Demands Careful Drivers

Driver responsibility to young pedestrians will increase on Thursday night, which is Halloween. Jim Arnold, Administrator of the Governor's Office of Traffic Safety, issued a

reminder for all motorists to be mindful of their responsibility to the youngsters as they set out on their "trick or treat" adventure.

Said Arnold, "Halloween is not statistically one of the more accident prone seasons, but it is a time for us to be aware of the children. These youngsters are going to be crossing streets with thoughts of having fun and ringing doorbells. Many will not be remembering their instructions to watch for cars. Therefore, I urge each motorist to be especially mindful of young goblins during the evening of Halloween."

A spokesman for the Governor's Office of Traffic Safety said children could wear light colored clothing, carry lighted flashlights, and display reflective tape on their costumes to be seen from greater distances.

SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown

Fashion 'n Fabrics

By FANNIE GLEESON

SHAPING FABRIC FOR PERFECTION
An Extra Carefree pattern is the result of a designer's creativity in taking certain design elements and combining them in a way that will produce a dress that is simple to make, flattering, meets current fashion trends.

The dress illustrated is shaped with gathers under the front yoke, at the sleeve caps and wrists, and with the diagonal line of the wrapped front. Diagonal lines are a compromise between the severity of straight vertical lines and the softness of horizontal lines. It is a modification that provides a relaxed look. And, in actual effect, it is very comfortable to wear.

Select a fabric with a small but colorful print, or opt for a solid color with a lot of life. A lightweight wool challis will add an element of elegance as well as providing the soft drapability needed to enhance the design. You'll love the relaxation of sewing with a wool woven fabric that works into supple gathers, yet has enough body to hold the skirt's A-line shape.

Gathers can be machine-stitched. Use a longer than average stitch, sewing on the seamline. Stitch another row about one-quarter of an inch from the first within the seam allowance. Fasten the threads at the beginning of each row by carefully bringing the top thread through to the wrong side and knotting securely.

Match all pattern markings of the ungathered and the gathered sections as these guide the position of the gathers. Holding the bobbin threads of the two rows of stitching at the end of the rows, gently ease the fabric over the machine stitching until the gathered area fits the ungathered one.

Wind the ends of the threads in a figure eight around a pin stuck perpendicularly through the two rows of gathers. Adjust the fullness and evenness of the gathers. Knot the loose ends of the threads. Baste the ungathered and gathered sections together.

When stitching the two sections together on the machine, have the gathers topside so you can see them in order to guide the needle and prevent puckering.

Do not press the gathers flat, but guide the point of the iron between the gathers as a finishing touch.

Pressing is important throughout dress construction. Make your own press cushion with three circles of heavy muslin 6.5 inches in diameter; one circle of woven wool the same size and two strips of heavy muslin three inches by 27 inches. Stuffing for the cushion may be four quarts of fine, dry, clean sawdust, obtainable at a lumber yard or firmly packed polyester stuffing.

To construct, baste the two circles of muslin together; the wool and muslin circle; and the two long strips. You will have three double pieces. Measure in 2.5 inches from one end of the muslin strip and at this point begin to pin to the double muslin circle. When finished pinning, there will be 2.5 inches over. Pin the other double circle to the other side of the strip with the wool side of the circle positioned so that it will be on the outside when the cushion is stitched and turned.

Baste a one-quarter inch seam along the pins. Machine stitch the seam twice. Turn the cushion right side out. The 2.5 inch ends will be held up to act as a funnel while filling. After packing the cushion, tuck the ends in and securely overcast the seam by hand with strong thread.

ILLUSTRATION
McCall's Extra Carefree Misses' Dress or Top and Pants No. 3947

Six JC-Ettes Win Trophies

Local Jaycee-Ettes attended the District A-I convention in Perryton recently. Six representatives received trophies on behalf of the local chapter for travel participation, also for contests titled Feather Your Cap and Have Your Say (both novice and advanced division.)

Jaycee-Ettes, conducted a session. The Organization's past president, Billy Tustisonn was also present.

Members from Hereford there included Mmes. Bill Johnson, Lonnie Wyble, Dan Warrick, John Bunch, Steve Carroll and Charlie Reese.

NOTES, COMMENTS

Politicians invariably develop two faces.

Memory is the product of intelligence and work.

Rose Bell, president of Texas

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. Tom Byars, Friona; Mrs. Lemuel Carlyle, 805 Lee; Henry Chesser, 311 Western; Mrs. Eugene Clawson, 522 Ave. G; Mrs. Juan Bullen, Route 1; Mrs. Rosalie Jesko, 105 Westhaven; Trevor King, Route 4; Trent King, Route 4; James Lipscomb, 108 Centre; Tommy Livingston, 309 Gracey; Mrs. Morris McGaughey, Wildorado; Tomas Maldonado, 223 Ave. C; Erlinda Montemayos, P.O. Box 2191; Eugene Mullican, P.O. Box 1875; Mrs. Charles Pledge, P.O. Box 2037; Mrs. Arnold-Powell, Summerfield; Mrs. Leo Price, 423 Lee; Mrs. Oscar Rodriguez, Route 1; Mrs. Martin Silva, 333 Ave. D; Mrs. Debra Stavall, 818 Ave. K; Mrs. Maudie Trotter, P.O. Box 765; Jessie Wagoner, 307 Ave. C; Almus Yocum, P. P. Box 561; Porfirio Yzaguirre, 613 Ave. K.

PATIENTS DISMISSED

Mrs. Alfonso Aguirre, Mrs. Angel Gomez, Gary Richardson, Fred Boren, October 23. Martin Leon, Mrs. Betty Barclay, Mrs. Hamil Brooks, Cecil Malone, Jim Donjica, Mrs. Jim Conica, October 24. Miguel Perez, Mrs. Lloyd Kirkeby, Mrs. Callie Gilbert, Terry Fite, Ralph Sears, Mrs. Robert Boyd, October 25.

Public Invited To View Film

Two A Penny, a dramatic and challenging motion picture filmed entirely on location in London, will be shown tonight at 7 p.m. in the Assembly of God Church, 606 E. 15th St.

Two A Penny, produced by World Wide Pictures, the film ministry of the Billy Graham organization, is a 65 minute package of fast action, absorbing drama and a significant challenge to our society. It has been newly edited specifically for church showings.

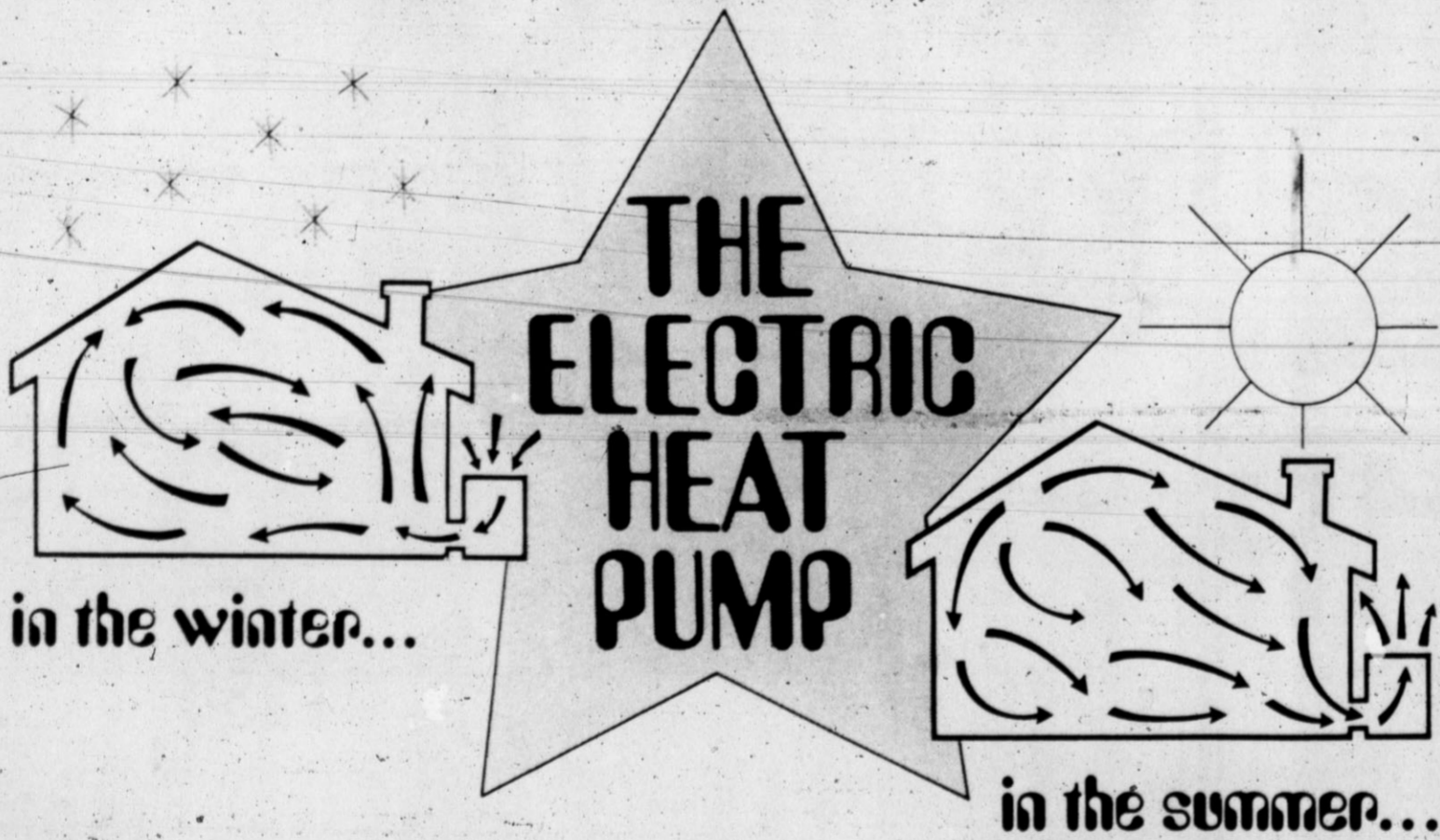
Two A Penny stars Cliff Richard, one of England's top singers and actors, as Jamie Hopkins, a self-centered opportunist who believes the world owes him everything, and he's out to collect. His interest in his girlfriend, Carol, played by Ann Holloway, goes no further than her paycheck. The film co-stars Dora Bryan and Avril Angers and includes a brief appearance by Dr. Billy Graham.

"The challenge Jamie ultimately faces," says the film's director, Jim Collier, "is one of honesty with himself. He must realize that a vital part of life is giving of himself."

"I think our film deals with the most logical ground rules for achieving the ends of love, peace, and justice."

The Rev. H.T. Goodwin, pastor of the church, extends a cordial invitation to all members of the community, stressing that Two A Penny is a film for the entire family.

Enjoy All-Season Comfort...



Seasonal changes won't bother your family... not when you can enjoy the clean comfort in your home provided by an electric heat pump. The heat pump does it all... heats... cools... dehumidifies... with one convenient, dependable unit! The heat pump is economical and energy

efficient because it uses otherwise wasted heat and electricity to maintain a constant comfortable climate in your home.

ing survey for your own home... this week!

For more information on the heat pump... call us for the electric home heat.



The Future Is Electric!

Make Nursing Your Profession Become A Licensed Vocational Nurse

DEAF SMITH GENERAL HOSPITAL

In Cooperation with Amarillo College School of Vocational Nursing

Class will begin January 6, 1975

Call Deaf Smith General Hospital 364-2141

Find out how you may enter.

By The Garden Gate With Glad

By Mrs. Art Manjeot

Crystallized wisps of mist drift high in the sky. Never endless cycle, from earth to earth again.

Wistful wisps of remembrances and lasting thoughts. Remembering well the sparkling stars high above the azure beauty of sky.

Oh, the complete harmonies of God's earth, and all the wonders which underlie our thoughts.

Each echoing the timeless rhythm of wings . . . winds . . . mists . . . and His greatness.

I have learned anew that people care for people also how this concern can be expressed with particles of the good earth.

While attending a meeting of Officers Wives at Dallas I was made to know how much people really do care.

Their reports showed that Freedom trees had been planted in many locales to remind others that many cared that sons, fathers, husbands and other loved ones had given their best and were sleeping 'neath the soil.

Booths had been manned to remind others to share in civic duties, to support goals pertaining to fighting pollution. Organizations had met challenges in the promotion of ecology and to save and share.

It was in Dallas that action was started to let others know they cared that all POWs had not been returned home, letting the world know "We Think It Is Important."

There is now a movement to secure definite knowledge regarding the 1300 service men (POW'S) not accounted for. This is to use bits of the good-ole-American soil, to let Hanoi know how very much we care.

The O.W clubs ask that you send now a few grains of American soil to:

Ministry of Foreign Affairs Democratic Republic of Vietnam Hanoi, North Vietnam.

Be sure and sign them. Use two envelopes and a small amount of soil placed in one envelope, securely sealed, then placed in the 2nd envelope, sealed again and mailed now.

Not only can we do this, we can send a donation to:

"We Think It's Important", 8360 North Central Expressway, Suite 2100 Campbell Centre, Dallas, Tex. 75206.

Yes there will be a bit from Glad's garden perhaps near the garden gate, mailed to Hanoi. To see the expressions of these mothers, wives, daddys and sweethearts, makes me want to share. How about you?

Have had fun and happiness all the way. Have even gardened. The Manjeots "4" were establishing a new lawn, planting crepe Myrtle, gardenias, camellias, ligustrum, chrysanthemums and other flowering plants.

Was fun to watch Lloyd Sr. spade, rake, mix peat mulch and spread fertilizer. And I had joy in sharing each task. Lloyd Jr. and Snoop the dog manned

True

Housework is what a woman does that no one ever notices unless she doesn't do it.

-Tribune, Des Moines.

Reason Enough

The fact that figures don't lie is a good reason to stick to a diet.

-Courier, Waterloo, Ia.

It Does

Politeness is like an cushion--there may be nothing in it, but it eases the jolts.

-The Anagram.

Worst

A sign in a Missouri bank reads: "The worst place in the world to live is just beyond your income."

-Coronet.

Dr. Milton C. Adams

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Ethnic Dancers To Appear

The Yugoslavian dance ensemble FRULA will be the next attraction offered on the Special Events Calendar at West Texas State University. Appearing on Nov. 4 at 8 p.m. in the Field House, a company of 40 dancers acrobats, folk instrumentalists and singers will present the authentic ethnic dances of the seven Yugoslavian republics. Tickets for the performance are available to WTSU students upon presentation of ID cards at the Students Activities office. The general public will be admitted for \$2 per adult and \$1 per student.

chow-mein, buttered rice, green beans, chocolate cake, rolls, milk.
 FRIDAY - Hamburgers, French fries, peach cobbler, milk.
 Thrice is he arm'd that hath his quarrel just.
 -Shakespeare.

SCHOOL Lunch Menu

JUNIOR HIGH HIGH SCHOOL
 MONDAY - Ravioli casserole or barbecued wieners, glazed ham seasoned green beans, chocolate pudding, hot rolls, butter, milk.
 TUESDAY - Hot dog with chili or fish dog with tartar sauce, French fries, tossed salad, peach cobbler, bun, milk.
 WEDNESDAY - Western beans or hot tamales, seasoned spinach, mixed fruit, cookie, cornbread, milk.
 THURSDAY - Country fried chicken or chicken fried steak, mashed potatoes, peas and carrots, Jello with fruit, sliced bread, milk.
 FRIDAY - Fish sticks with tartar sauce, pork and beans, cole slaw, gingerbread, hot rolls, butter, milk.
ST. ANTHONY'S PAROCHIAL SCHOOL
 MONDAY - Beef ravioli, peas, cabbage-carrot salad, white cake, bread, milk.
 TUESDAY - Country fried steak, mashed potatoes, tossed salad, pears, rolls, milk.
 WEDNESDAY - Burritos, corn, carrot sticks, banana pudding, milk.
 THURSDAY - Chicken

ALONG THE FRIO

By MRS. OWEN ANDREWS
 Brand Correspondent
 Frio Homemakers Club met Tuesday for the regular planned meeting with hostesses Mrs. Harlan Barber and Mrs. David Yandell entertained the group at Pioneer Natural Gas Flame Room.

After the business meeting conducted by president, Mrs. E.F. Vogler, a guest Mrs. Weldon Sage of Lubbock was introduced as the speaker for the program. Mrs. Sage, a relative of Mrs. Barber, brought slides made a few weeks ago when she and her husband, along with others of a farm group made a tour of Russia.

She talked at length of her impression of various aspects of the Russian way of life as far as they were able to visit, and she exhibited some of the decorative small items she brought home with her.

On the way to Russia, they spent some time at Copenhagen and also a brief stay in Helsinki. Her pictures of buildings, streets and canals brought out ideas which are different from our way of life.

Others attending the meeting included Mmes. Joe Schumacher, Eldon Fortenberry, Frank Robbins, Lloyd Schultz, Laura Littrell, Olin Parris, T.L. Sparkman, jr., Tony Urbanczyk, Eugene Baldwin, J.E. Warrick, James Bullard, Owen Andrews, Tommy Sparkman and Miss Alma Andrews.

Among those from Frio Baptist Church attending the annual meeting of the Amarillo Baptist Association at Claude First Baptist Church on Tuesday were Mrs. Floyd Cole, Mrs. Clark Andrews, Lon and Beverly Conner.

Guests of the Earl Harkins

Marines Reminded Of Birthday Ball

Active and retired Marines are urged to apply for reservations now if they plan to attend the Marine Corps Birthday Ball on Nov. 9 at the Ramada Inn, 140 East, in Amarillo.

For further information, contact the Marine Reserve at 2309 Line Avenue in Amarillo or call 376-9945.

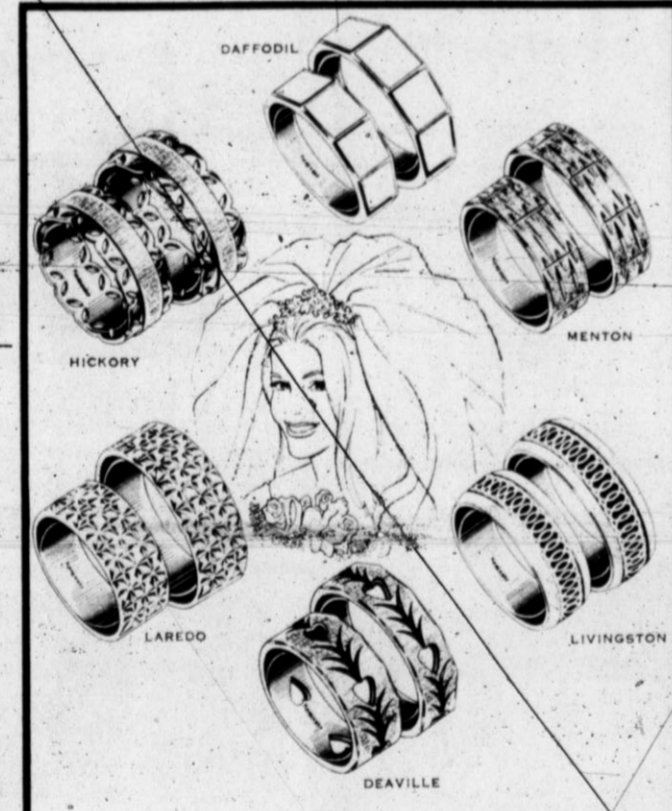
hospital. He is now able to be back in school.

The Schumachers are relatively new in the community, having bought a farm from Eldon Fortenberry - the place being the former Walter Hodges Jr. home on F.M. 1055, south of town.

The Schumachers have daughters in college - Rita at San Marcos, North Texas State and Kathy at WTSU. A son, John, recently returned here after service with the Marines. He farms with his father.

Younger children at home include Gary and David, high school students and Chris, 12 years and Amy, 10.

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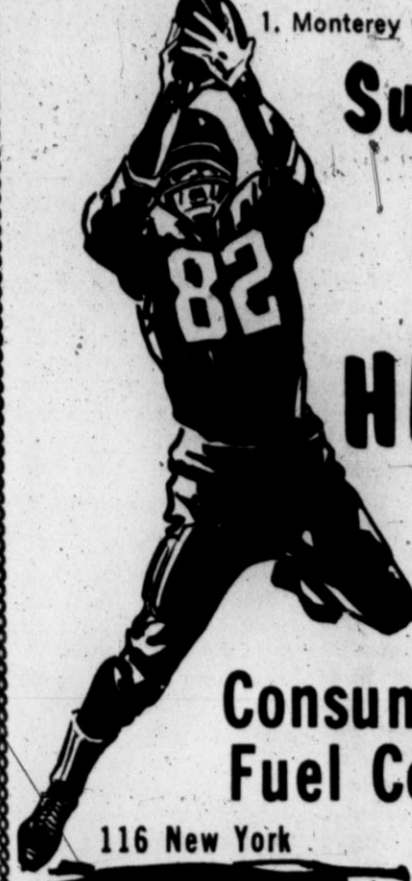


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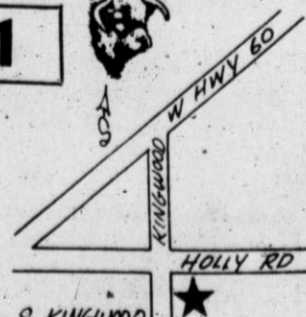
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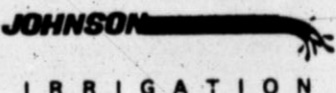
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Politics & Schools

In situations such as court-ordered school busing emotions become involved, sometimes violence and often politics. All of them are undesirable and handicap the process of finding a just solution.

The Boston case is the latest example. President Ford was asked whether he would send federal marshals to the scene and in replying that he didn't think this the best solution, that he favored local law enforcement over federal intervention, he stirred the political pot.

Boston's Democratic mayor immediately lambasted the President as having aggravated the situation. Actually Mr. Ford had called on the people of Boston to abide by the law. The controversial part of his answer was his admission he didn't feel busing the best answer to achieving quality education.

Perhaps that was not the time for Mr. Ford to express this view; on the other hand, Democratic politicians might have stressed his call to all citizens to obey the law, whatever their personal views, rather than playing for political advantage.

With the injection of politics into school, ethnic or religious questions, the facts are often lost sight of, reason trampled, and many misled.

Federal Salaries, Benefits

Senator Barry Goldwater (R-Ariz) recently suggested federal office holders accept a ten per cent salary cut to reduce spending and aid in the fight on inflation.

While that's a good idea (federal salaries are too high and the three million-strong bureaucratic army is constantly pressuring Congress for more), it's not enough. There are other federal outlays which should be curbed.

A potential saving lies in legislation to suspend federal pensions to those holding government jobs paying in excess of \$35,000. When the office holder ends active service he would, of course, again receive his pension. (This would affect Senators and Congressmen including Senator Goldwater.)

Another needed move is a recheck of disability and other special pensions, many of which remain at a high level though the veteran (or former federal employee) is completely recovered.

Another is an executive order reducing the number of employees in all (or practically all) federal offices by five per cent. Despite the wails and groans, life would go on and the offices could operate, in some cases more efficiently, with fewer personnel.

November, 1974

The Wind From The North
Is Strong and Proud,
And pounds on my door
In a fashion loud--
—Anne Lawler.

November was formerly the ninth month in the old Roman calendar and when Pope Gregory revised the calendar it became the eleventh, though its name derives from the Latin word for nine. In American history it is also known as the month in which five presidents were born.

James K. Polk, 11th President, was born on the 2nd in 1795, in Mecklenburg County, N.C., but grew up in Tennessee, which he represented in Congress and as Governor. He was the first "dark horse" ever to be nominated in a Democratic Party convention, at Baltimore in 1844—while Martin Van Buren was denied the nomination by adoption of the two-thirds nominating rule (which was used until 1936 when supporters of Franklin Roosevelt discarded it.)

Warren G. Harding, 29th President, was also born on the 2nd, at a farm in Morrow County, Ohio, in 1865—the year the Civil War had ended. Harding was a dark horse selection at the 1920 Republican convention, after having served in the Senate and as Governor of Ohio. James Abram Garfield, 20th President, was born in Cuyahoga County, Ohio, on the 19th in 1831, descended from Massachusetts ancestors. He was elected President as a Republican in 1880, and was assassinated in 1881.

Franklin Pierce (pronounced Purse), 14th President, was born at Hillsborough, New Hampshire, November 23rd, 1804, and Zachary Taylor, 12th President, was born in Orange County, Virginia, November 24th, 1784.

November also contains Thanksgiving Day, this year on the 23rd. And it is always election month in the United States.

The first American Catholic bishop, of the famous Carroll family in Maryland, was appointed November 6th (or 14th) in 1789.

U.S. troops landed in North Africa in World War II on November 7th, 1942. Congress met for the first time in Washington, D.C. on the 17th in 1800. Mark Twain (Samuel Clemens) was born at Florida, Missouri, on the 30th in 1835.

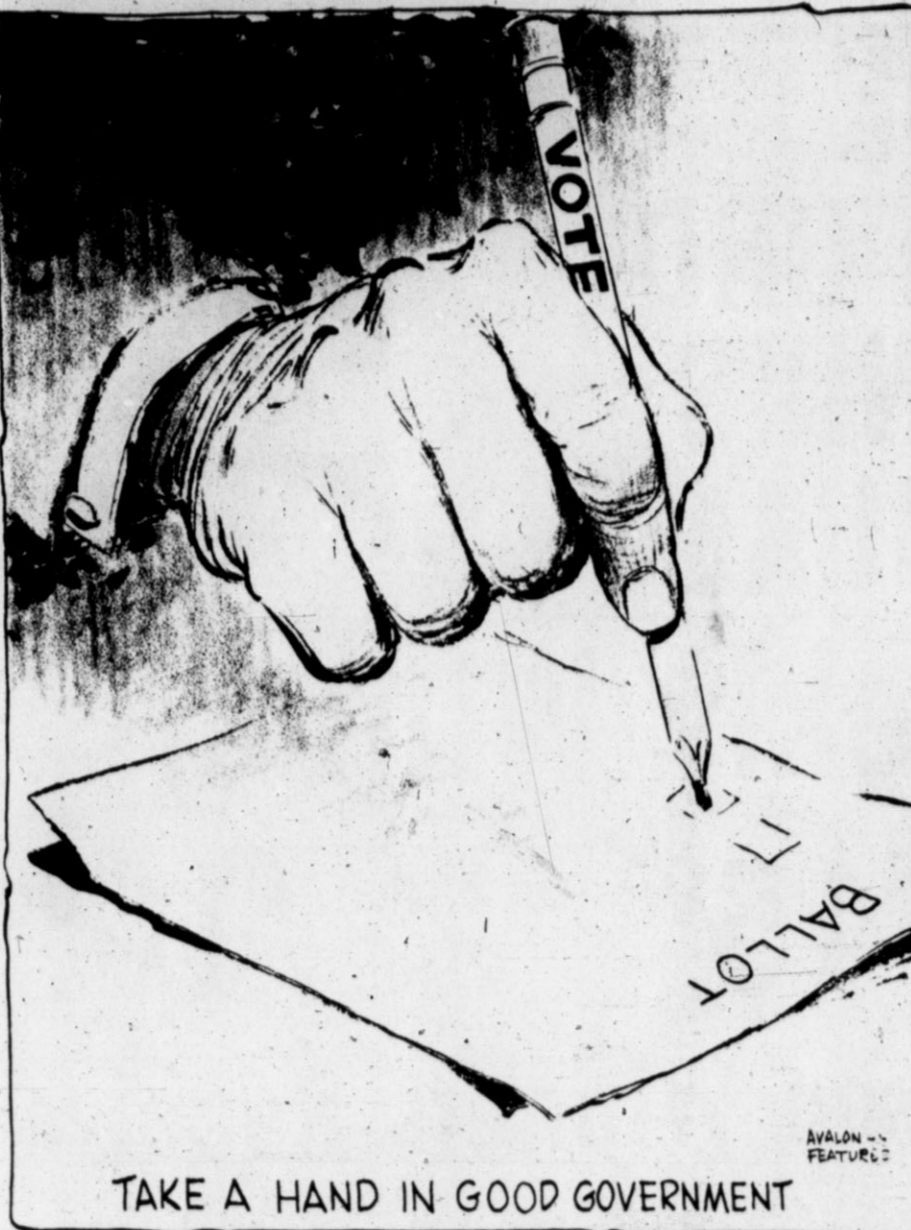
TEXAS PRESS ASSOCIATION
AWARD WINNER
1974

THE LUDDITES RIDE AGAIN

By
ARCH BOOTH
President
Chamber of Commerce
of the United States



The Luddites are alive and well and working at the Environmental Protection Agency.
The Luddites, you will undoubtedly remember, were organized bands of English rioters who felt threatened by advancing technology and so—about 1811—began invading the new textile factories and breaking up the machinery.
Now, it appears, the Environmental Protection Agency wants to turn back the clock.
EPA's Chicago regional office has been distribut-



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

Congress May Refuse To Fight Inflation

When two herring gulls with adjoining nesting areas get into a dispute, they are likely to wind up confronting each other at their mutual borderline, seething with rage but inhibited from direct combat.

To attack, one would have to cross into the other's territory. That is unpalatable. So, on the other hand, is retreat in the face of a threat at the border. But all that pent-up energy must be spent somehow.

What happens? The two gulls begin furiously tearing up grass. This is known as "displacement activity." It is seen throughout the animal kingdom. In similar circumstances, the three-spined stickleback—a fish—will stand on its head and dig a hole in the sand; a roe-deer buck will attack a convenient tree.

This behavior is described in Robert Ardrey's fascinating book, *The Territorial Imperative*. In it, Ardrey draws parallels—some scientists say too many—between certain instinctive forms of animal behavior and our own.

ONCE YOU get started, this game of drawing parallels is irresistible. Congress, for example, appears about ready to engage in displacement activity with respect to fighting inflation.

The congressmen are confronted with a classic case of a challenge that cannot be met and cannot be ducked. If they cut spending and tolerate temporarily high interest rates to control inflation, they will offend many separate interest groups. And if they don't do these things, inflation will continue and the general public will be angry.

Since the congressman must do something but finds either of the two options equally undesirable, displacement theory suggests that he will seek a third alternative.

And that's just what's happening. Fighting inflation is unpopular and difficult. But fighting a recession is popular and easy. Therefore, more and more senators and congressmen are beginning to "see" recession

as our major national problem. Less is heard about inflation.

Unfortunately, the classic medicine for fighting a recession—federal budget deficits, easy money, stimulation of demand—has a nasty side effect: it worsens inflation.

As I have said time and again, there is no easy way to fight inflation. Inflation is an outgrowth of the nearly universal human urge to get something for nothing.

Here in America, we have learned to rationalize that impulse by telling ourselves that the government has an unlimited supply of the "something" and that the nobility of our particular goal, or the gravity of our particular peril, justifies the expenditure.

But justifying an expenditure is not the same thing as creating the resources to pay it.

For years, we have tricked ourselves into believing that we really were getting something for nothing. Now, the bills for the binge are coming due.

IF WE WANT to end inflation, the federal budget must be balanced and credit will remain tight until it is; both business activity and employment will decline. The economy will remain sluggish as inflation winds down, until the growth of the money supply is again in balance with the growth in our output of goods and services and until our inflationary expectations have subsided—perhaps two or three years. Then we will have earned a return to prosperity.

Otherwise, you'd better brace for increasing inflation.

And when you see any members of your congressional delegation during the campaign this fall, be sure to notice if they're standing on their heads and digging a hole in the sand.

The Red Cross says that most people who drown never intended to be in the water but fell from a boat or dock. Don't overload your boat or canoe, and provide a life preserver for every person aboard.

Talk of Texas

By Jack Maguire

FOOTNOTE TO HISTORY—In October, 1883, two Taylor County towns, Abilene and Buffalo Gap, almost went to war over the location of the courthouse.

Buffalo Gap had been the county seat since July 3, 1878, when 87 residents of the frontier settlement voted to organize the county government. Later they built a stone jail and rented a dwelling to use as a courthouse.

Then in 1881, as the Texas & Pacific Railway built westward, Abilene was established as the railhead. Within two years the new settlement had become an incorporated town and was growing rapidly. The residents decided that it should become the county capital.

On October 23, 1883, a county-wide election was held to decide whether the courthouse should be moved from Buffalo Gap to Abilene. Every voting box outside of Abilene favored keeping the county seat where it was. However, Abilene's size enabled it to win the election 905 votes to 269.

Buffalo Gap residents decided to fight. On October 30, when the votes were to be canvassed, every able-bodied man in the community armed himself to await the delegation from Abilene. The Abilene contingent, anticipating trouble, also arrived armed. Before any shooting started, however, truce was arranged. The Abilene group agreed to leave without the county records.

For weeks, Buffalo, refused to let the courthouse be moved. Finally District Judge T.B. Wheeler threatened to call in the Texas Rangers to confiscate the records. Only then did the Buffalo Gap citizens relent and Abilene became the official seat of Taylor County.

OOPS!—It seems that the "Hook 'em Horns" sing used by University of Texas fans to cheer their football team wasn't originated by one of the school's cheer leaders as "TALK of Texas" reported last month.

Harley Clark, Austin attorney and former cheerleader, did introduce the sing at a pep rally before the Texas-TCU football game in 1955. But he got the idea from another student, Henry K. Pitts, now a resident of Warren, Tyler County.

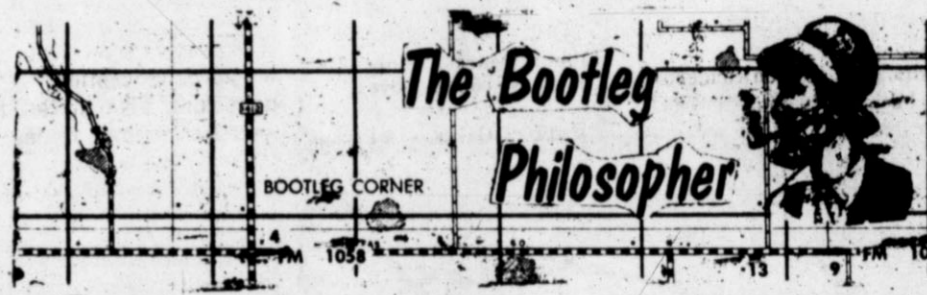
Mr. Pitts, who became a teacher after his graduation, developed the sign (made by extending the index and little fingers and holding down the two middle digits with the thumb) because he had two cousins on the TCU team and he wanted to see them lose to Texas. The "Hook 'em Horns" sign didn't work, however, and TCU won, 47 to 20.

WHAT'S IN A NAME?—According to a Texas Historical Survey Commission marker, the Williamson County village of Jonah got its name in a unique way.

Because the community grew up around a grist mill that operated from 1865 to 1912 on the San Gabriel River, residents wanted to name the place Water Valley. The U.S. Postal Service objected to Water Valley as a name, however, and the inhabitants couldn't agree on another.

Finally somebody suggested that the place be called "Jonah" because the trials and tribulations of arriving at a name were reminiscent of those suffered by the character in the Bible.

THE GOOD OLD DAYS—When the Driskill Hotel opened in Austin in 1886, a deluxe room cost \$2.50 and a full course dinner was only 35 cents!



Editor's note: The *Bootleg Philosopher* on his blue grass farm on Bootleg corner explores a new idea on inflation this week.

Dear editor:

In order to whip inflation, all the experts agree, we've got to take some bold new steps but nobody is very clear about exactly what those steps are. If you took every step recommended you'd get tangled up before you got out the front door and as a result patting their foot is about as far as most of the leaders care to go.

But I was interested in a step if you want to call it that to reduce the price of meat in the supermarket, not on the hoof.

IN ORDER to bring the retail price down, the U.S. Department of Agriculture has come up with an idea that has limitless possibilities. Discovering that people aren't buying as much of the raise every six months and eventually become a millionaire if they ever got their car and house paid for, the Department says the way to increase such purchases is to lower the quality but still call it choice. The grade of beef formerly called good is now to drop

about 20 per cent and we've got inflation on the run. To lower the price of a loaf of bread? Cut the price by 20 per cent and the size by 40 per cent. Good news! The price of a loaf of bread has come down, and the kid at the end of the table who bulleted, although he's going to have a hard time sopping gravy with it.

SPAKING OF biting the bullet, if we've all got to do that to whip inflation I guess it's all right, but it's hard enough to get a dental appointment as it is.

But back to the earlier idea. Want to lower the price of a car for half price? Want more educated teachers? Call a B.A. degree a Ph. D. Want lower interest rates? Rearrange arithmetic and make 6 stand for 12. With 6 per cent money business would boom.

You could keep going with this line of thinking but the whole idea reminds me of the sharp guy who was selling apples for 10 cents apiece or two for a quarter. Said it was amazing how many people bought two, if you didn't give them time to stop and think. That must be what the Department of Agriculture is counting on.

Yours faithfully,
J.A.

of solar power and fusion power is virtually limitless, and, we are easily within 40 years of making both practical. That's a very good thing, because as EPA should know, it takes a great deal of energy to clean up pollution (and, for that matter, to produce fancy pamphlets telling us we are wasting resources).

As far as running out of other raw materials is concerned, we will run out of some, find substitutes for some, find new sources for others and recycle the rest. Given enough energy, we will eventually be able to make just about anything we need from whatever raw material is available. Human ingenuity is not a finite resource.

The EPA pamphlet implies that we should shift from an energy-intensive to a labor-intensive economy. That implication suggests a dangerous level of economic ignorance at EPA, the more so since they chose to defend the work rather than retract it when the Illinois Manufacturers' Association complained.

If you would like a good example of a labor-intensive economy, take a look at India. Our free time, our ability to support cultural institutions, our medical science—all are products of an energy-intensive

economy, not alternatives to it.

As Interior Secretary Rogers Morton said last August, "The main trouble with the zero growth argument is that it flies in the face of human nature. Man isn't built to vegetate or stagnate. We like to progress."

There is general agreement that we must take some steps to guard ourselves against the dangers of pollution. But what and how much to do are highly controversial issues. I respect the right of any private citizen to express his views on the matter. But I question the desirability of allowing a government agency to use tax money to glorify its own misconceptions.

When Congress established the U.S. Information Agency to distribute abroad information about this country, it wisely provided that "any such information . . . shall not be disseminated within the U.S." The congressmen were properly frightened at the prospect of establishing an official government propaganda ministry to convince the citizens that Big Brother is always right.

It's time to apply that precedent to the regulatory agencies as well.

Players To Form Staging Crews

Newcomers to Hereford stages, with others familiar in Community Players' productions, make up the cast selected for Sunday In New York, the Norman Krasna Comedy to be presented late in November with Bessie Lee Wood as director.

A membership meeting has been called for 7:30 p.m., Tuesday in Community Center to form committees for sets, lighting and other backstage duties. Any residents of the area who would like to help in these tasks are invited to come to the meeting and join the group.

Linda Gilbert, who played the young wife in the Players' version of Barefoot In The Park two years ago, will have the leading feminine role of Eileen

Taylor, who comes from a smaller city to visit her brother in New York.

The brother will be enacted by Don Childers, who has not previously appeared with the local acting group. Another newcomer is Dan Welty, to appear as Eileen's hometown sweetheart, Russell Wilson.

Portraying Mike Mitchell, whom she meets on a bus, will be David Emerick, also remembered from Barefoot in The Park. Archie Dwyer, who has had major roles in past plays, will appear as The Man, and Kay Claypool as The Woman. Mrs. Claypool has directed Players shows, including last season's Dial M For Murder.



Howdy!

Jill Dutton, 9-month-old daughter of the Bill Duttons, has received considerable notoriety after this compelling pose appeared on the front pages of newspapers across the country. From Honolulu to Massachusetts, people read about

Jill's determination to see the State Fair in Dallas, after 'getting lost' inside Bix Tex's cowboy hat. The Duttons, who reside north of Hereford, treated Jill and another daughter, Tisha, to all the Fair activities last week.

Community Urged To Complete Cast

Good roles are still open in the community cast of "The Messiah" by Handel, according to Bob McFarland, minister of music at First United Methodist Church.

Rehearsals for the production are held each Wednesday from 9:15-10 p.m. in the church sanctuary. However, the actual performance will be presented in the high school auditorium on Dec. 8.

"The Messiah" incorporates the voices of 70-100 and a number of instrumentalists from the surrounding area. It is sanctioned by the Deaf Smith Chamber of Commerce as a community project.

Cast members must attend six of the eight rehearsals, which began Wednesday. A final practice session will be held on the day of the public performance from 4:30-5:30 p.m. A cast dinner is scheduled prior to the performance, which will begin at 7 p.m.

"I'm really excited about this inspirational work," McFarland said. "I want to stress that participation in 'The Messiah' is certainly not limited to the Methodist congregation.

"This sacred oratorio is a beautiful way to celebrate Christmas by utilizing a majority of the community. I hope that local residents will take advantage of this opportunity to magnify our Lord and Saviour in His own festive

season," he commented. Scores for the production will be provided by First United Methodist Church. There will be no admission charge to attend the performance and the public is cordially invited to attend.

RECIPE

By Sarah Anne Sheridan
Your holiday dressing is a complement to a perfectly baked turkey or chicken.

Dressing

- 2 c flour
- 2 c corn meal
- 2 t baking powder
- 1 t soda
- 1 t salt (if none in broth)
- 6 large onions, chopped
- 1 large stalk celery, chopped
- 1/2 lb. oleo or butter
- 9 eggs
- Pepper and poultry seasoning to taste
- Buttermilk

Combine all ingredients in a large mixing bowl. Make soft batter by adding buttermilk (amount can vary). Pour into a well greased baking pan. Bake at 400 degrees until well done. Remove from oven and stir to crumble. Pour broth or giblet gravy over the dry dressing until moist. Return to oven and brown. Keep hot until served with turkey.

Artist Addresses Riders Banquet

Kenneth Wyatt, Tulsa artist and former Methodist minister, was guest speaker when the United Sheriff's Posse & Riding Clubs of Range 2 held their annual banquet Saturday night at the Bull Barn.

Range 2 includes riding clubs of Hereford, Palo Duro, Canyon, Buffalo, Kress and parts of Amarillo. Keith Winkler serves as president of the Range 2 group.

Highlights of the catfish fry supper included the recognition of the "Top Hand" of the year and high point awards to Range 2 members. Jay Crawford was recipient of the Top Hand award

for his work with the club.

High point awards in each division: Senior man — Jay Kerr, senior woman — Gail Richardson; intermediate boy — Sam Finley, intermediate girl — Pam Kerr; junior boy and girl — Mike Kerr and Sandra Finley, pee wee boy and girl — Joel Smith and Jana Johnson. High point awards were also presented for the play days.

Other officers of the Range 2 organization the past year were James Kirkland, vice president; Pat Winkler, secretary; and Rita Wynn, treasurer.

Baptists Question UPI Story

A Texas Baptist leader said in Dallas last week that a United Press International news story "grossly misrepresents the truth" in stating that a handbook for pastors on opposing pornography may be banned as pornography.

"The story is either the fabrication of an over-imaginative reporter or the unfortunate result of a misinformed news source," said Dr. James Dunn, secretary of the Christian Life Commission of the Baptist General Convention of Texas.

Dunn sharply refuted the UPI report that "the book didn't get a good reception." The news story also stated that "ministers began calling the office almost immediately, saying they were appalled at the book's vivid description and frank language."

"Actually," said the CLC leader, "there were no phone calls at all in opposition. On the other hand, there were dozens of calls, personal comments and letters praising the books for its usefulness.

"Only three of the 4,200 Texas Baptist Pastors wrote letters indicating any problems with the book."

"The reporter didn't consult us and nobody here with access to the facts has issued a statement to UPI," said Dunn.

The 190-page paperback entitled "Pornography: The Sexual Mirage" was part of a packet mailed to 4,200 Texas pastors to aid them in urging their congregations to oppose pornography.

Written by Dr. John W. Drakeford, professor at Southwestern Baptist Theological Seminary, the book discusses

hard core pornography in frank terms and suggests ways of combatting it.

Nelson Rockefeller, Vice-Presidential nominee: "I have responded totally to the requests of both committee chairman."

Henry Kissinger, Secretary Of State, meeting with Egypt's Foreign Minister: "We agreed on principles and procedures which might be followed."

Howard Cannon, Chairman of the Senate Rules Committee: "I think eventually he (Rockefeller) will be confirmed."

BIBLE VERSE

"Give, and it shall be given unto you: good measure, pressed down, and shaken together, and running over, shall men give into your bosom."

1. Who spoke the above words?
2. At what time?
3. To whom were they given?
4. Where may this verse be found?

Answers To Bible Verse

1. Jesus.
2. During a sermon, probably the Sermon on the Mount as recorded by Luke.
3. His disciples, and to the Pharisees.
4. Luke 6:38a.

Mrs. Battey Elected By Club Members

Mrs. Keith Battey was elected to fill a vacancy in the office of vice-president by members of Sweet 'N' Fancy Decorating Club Friday morning at Community Center.

Mrs. Dale Henson conducted the business meeting in which members expected the resignation of Mrs. Nick Milburn, past vice-president.

It was announced that the club's next meeting will be held Nov. 7 at Community Center instead of the regularly scheduled meeting Nov. 8.

Mrs. Dale Henson presented the program on Halloween cakes and cookies. During her program, she decorated a sheet cake using a Halloween scene and Mrs. Joel Lytal showed ways of ornamenting cookies.

Before the close of the meeting, each member was

given cookies shaped as pumpkin, cat and witch cookies. Members present included Mmes. J.A. Crofford, Lee Donaway, David Dziuk, Jimmy Holmes, Mark Koenig, Carl Kleuskens, Lonnie Noyes.

Also Dick Oakes, Joe Paxton, Lynn Pittard, Ed Schields, Joe Schumacher, Danny Thompson and Hector Villareal.

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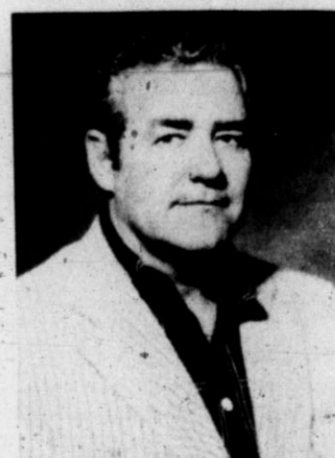
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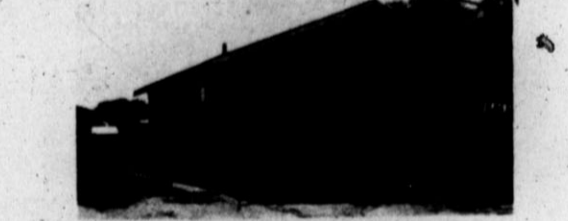
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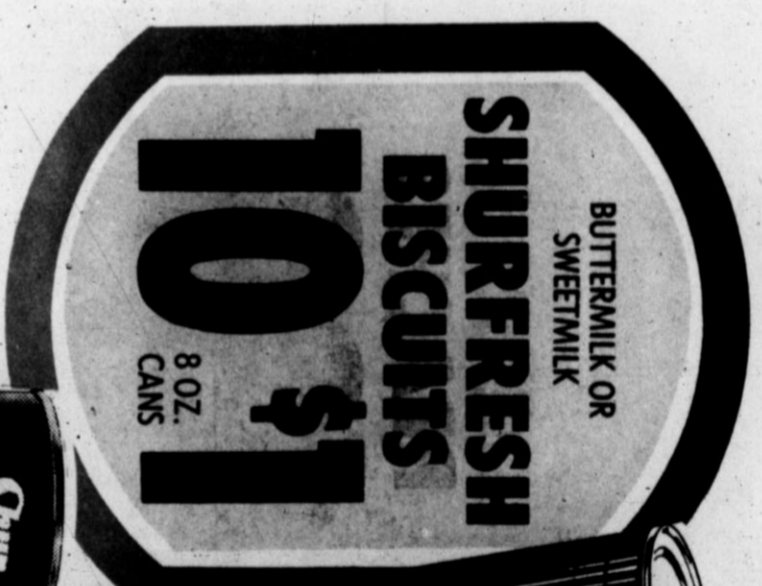


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FOOD STAMP CUSTOMERS ARE ALWAYS WELCOME AT YOUR NEARBY THRIFTWAY FOOD STORES.

NOTICE TO OUR CUSTOMERS WE NEED YOUR HELP!

PAPER BAGS ARE IN SHORT SUPPLY DUE TO THE CRITICAL PAPER SHORTAGE. WE ASK ALL OUR CUSTOMERS TO HELP US. PLEASE BRING YOUR BAGS WITH YOU AND PLACE IN YOUR SHOPPING CART TO BE USED WITH YOUR OWN ORDER. PLEASE TAKE BOXES WHEN POSSIBLE.

- SHURFINE SAVINGS IN GOOD TASTE:**
- SHURFRESH-REG. QTRS. **Margarine** 2 16 OZ. PKGS. \$1
 - SHURFRESH HALALMOON LONGHORN **Colby Cheese** 10 OZ. PKG. 79¢
 - MIX & MATCH**
 - SHURFINE FROZEN **Broccoli Spears** 3 10 OZ. PKGS. \$1
 - SHURFINE FROZEN **Cauliflower** 3 10 OZ. PKGS. \$1
 - SHURFINE FROZEN MIXED **Vegetables** 3 10 OZ. PKGS. \$1

THRIFTWAY



During these times, the food budget is nothing to "clown" around with, so you'll want to jump on the bandwagon now for one of the "greatest sales on earth!" The popular ShurFine brand is featured, and at prices you wouldn't believe possible. You'll want to buy plenty now and stock up for the winter. So come on down and "check 'em out" ...you'll get more for your money at Thriftway!

SHURFINE QUALITY
ENRICHED FLOUR
5 **68¢**
LB. BAG

SHURFINE CRISP
Crackers 39¢
16 OZ. BOX

SHURFINE WHOLE IRISH
Potatoes 3 **89¢**
16 OZ. CANS

SHURFINE QUALITY
Spinach 4 **89¢**
15 OZ. CANS

YELLOW CLING
SLICED OR HALVES
SHURFINE PEACHES
2 **88¢**
29 OZ. CANS

MC'S ALL PURPOSE OR SHURFINE
Detergent 79¢
49 OZ.

SHURFINE REG.-DRIP-ELEC. PERK
Coffee 98¢
16 OZ. CAN

SHURFINE COFFEE
Creamer 69¢
11 OZ. JAR

SHURFINE
Pancake Mix 59¢
32 OZ. BOX

MEDIUM GRAIN
ShurFine Rice 69¢
2 LB. PKG.

SHURFINE STRAINED OR WHOLE MIX & MATCH
Cranberry Sauce 3 **89¢**
16 OZ. CANS

SHURFINE NATURAL PINK-TEXAS PAK
Grapefruit Juice 2 **89¢**
46 OZ. CANS

SOFLIN 2 PLY
WHITE-PINK-YELLOW-AQUA
BATHROOM TISSUE
8 **98¢**
ROLL PACK

SHURFINE FANCY
Tomato Juice 59¢
46 OZ. CAN

SHURFINE CUT GREEN SPEARS OF
Asparagus 55¢
14 1/2 OZ. CAN

SHURFINE SLICED
ShurFine Beets 3 **79¢**
16 OZ. CANS

SHURFINE
Tomato Sauce 3 **79¢**
15 OZ. CANS

SHURFINE STRAWBERRY
Preserves 79¢
18 OZ. JAR

SHURFINE
Waffle Syrup 79¢
32 OZ. BTL

SHURFINE FRESH PAK
Cucumber Chips 39¢
16 OZ. JAR

SHURFINE MIXED
VEGETABLES
3 **79¢**
16 OZ. CANS

SHURFINE QUALITY
DINNERS
CHILI TOMATO-8 Oz.
BEEF NOODLE-7 Oz. EA.
CHEESEBURGER-8 Oz. PKG.
HASH-6 Oz.
2 **49¢**

SHURFINE
CHUNK TUNA
2 **89¢**
6 1/2 OZ. CANS

THRIFTWAY

TWO FULL WEEKS TO SAVE!

FEATURE ITEM
FOR WEEK OF NOV. 4-9
LARGE CUP

Only **49¢**
EACH BASIC PIECE

5-YEAR OPEN STOCK WARRANTY
TRANSPARENT PORCELAIN
CHINA

SHURFRESH VANILLA WAFERS.....
3 **\$1**
10 OZ. PKGS.

SHURFINE QUALITY
FRUIT COCKTAIL
3 **\$1**
16 OZ. CANS

SHURFINE QUALITY
APPLE SAUCE
3 **\$1**
16 OZ. CANS

SHURFINE QUALITY
MANDARIN ORANGES
3 **\$1**
11 OZ. CANS

SHURFINE EARLY HARVEST
SWEET PEAS
3 **\$1**
17 OZ. CANS

SHURFINE STEMS & PIECES
MUSHROOMS
3 **\$1**
4 OZ. CANS

SHURFINE QUALITY
TOMATO SOUP
6 **\$1**
10 3/4 OZ. CANS

SHURFINE QUALITY
APPLE BUTTER
2 **\$1**
28 OZ. JARS

THRIFTWAY - A BETTER WAY TO SAVE

Slumber Bag
LAY ONE BACK FOR CHRISTMAS!
• WASHABLE
• THERMALESTER
• POLYESTER
• FIBERFILL
• INCLUDES PILLOW
• THREE POUND FILL

MAKES A GREAT GIFT!
• STATION WAGON SLEEPING
• MOUNTAIN CABIN OR LAKE CABIN

\$19.95 VALUE \$7.88 EA.
While Supply Lasts!

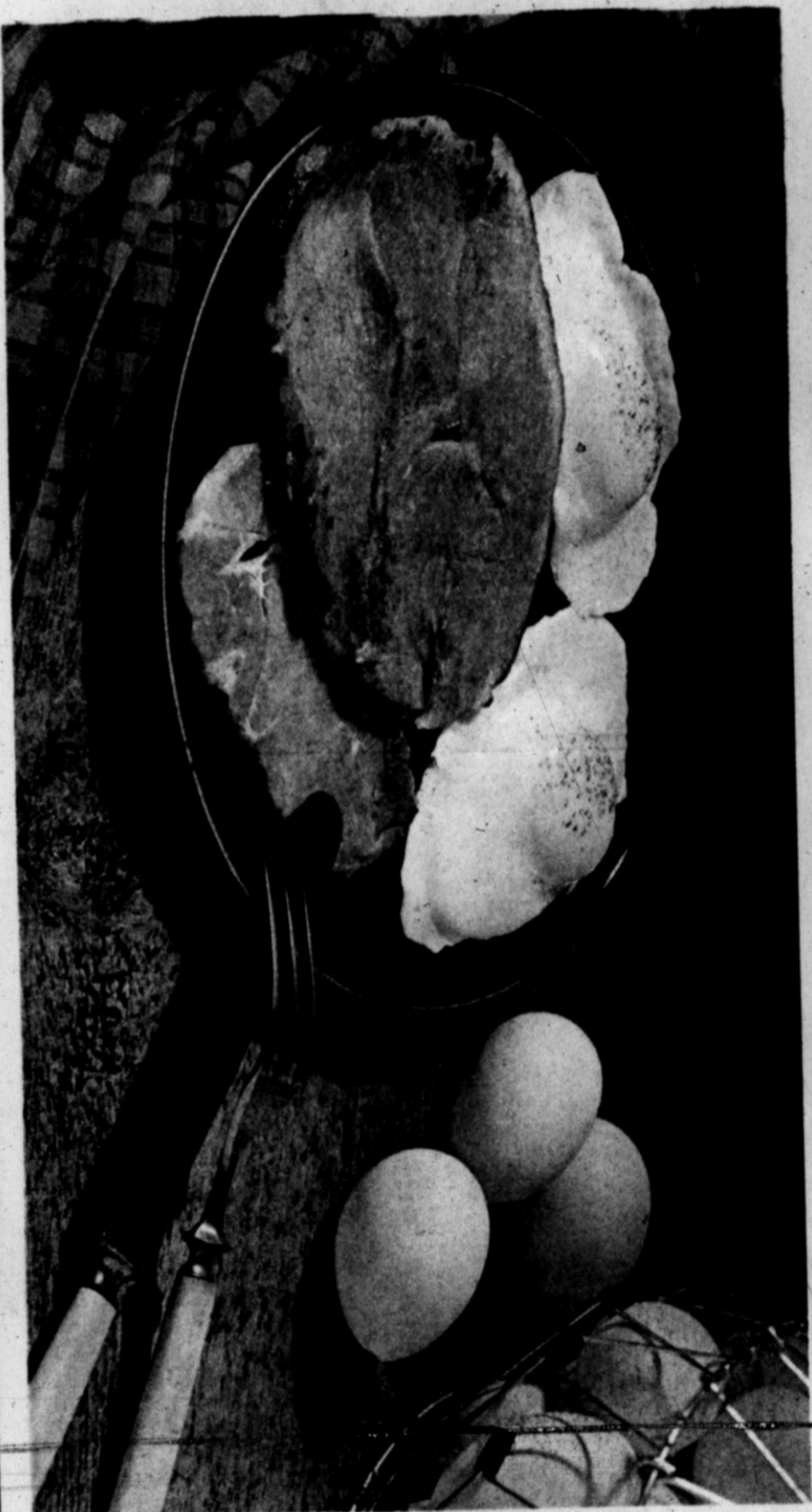
THE GREAT EAST FOOD MARKET ON BARRIE!

MEAT AND PRODUCE SPECIALS GOOD FOR FIRST WEEK OF SALE ONLY.
SHURFRESH FULLY COOKED BONELESS

Canned Ham 3 ^{LB.} _{CAN} \$3.39

SHURFRESH FULLY COOKED BONELESS
CANNED HAM
5\$559
LB. CAN

VAC PAC
SHURFRESH FRANKS
59¢
12 OZ. PKG.



YELLOW
SWEET ONIONS
13¢
LB.

NEW CROP RED
DELICIOUS APPLES
359¢
LB. POLY BAG

SHURFRESH REG. OR THICK
Sliced Bacon 1 LB. **99¢**
SHURFRESH Olive Loaf, Solani, Luncheon Loaf
Lunch Meats 3 6 OZ. PKGS. **\$1**
SHURFRESH PIMENTO OR JALAPENO 7 1/2 OZ. CUP **69¢**

SHURFRESH QUALITY
SLICED BOLOGNA
59¢
12 OZ. PKG.



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

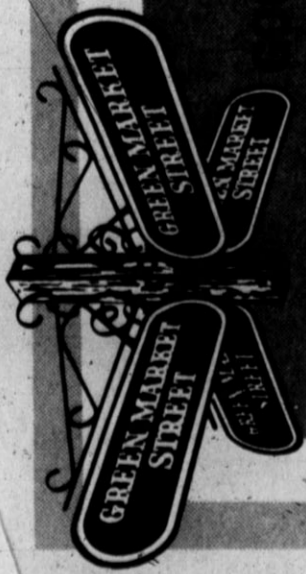
CENTRAL AMERICAN
BANANAS
2 LBS. **25¢**



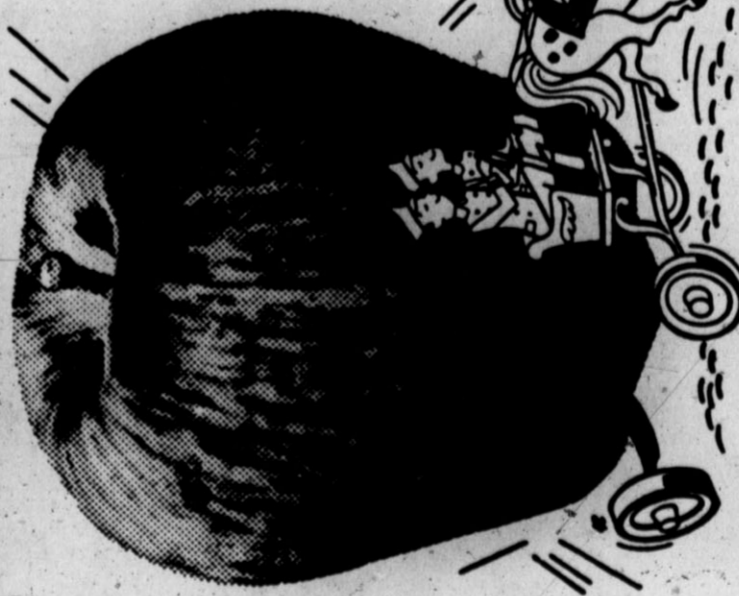
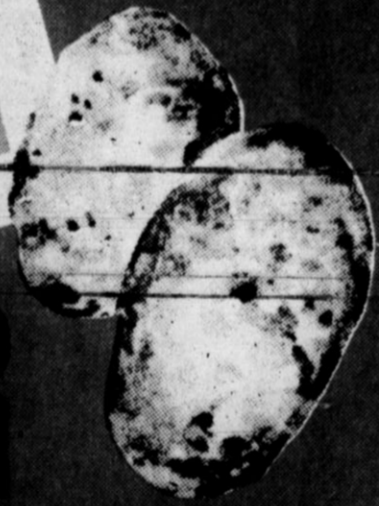
OCEAN SPRAY
Cranberries 1 LB. CELLO PKG. **49¢**
CALIFORNIA SUNKIST
Lemons 1 LB. **45¢**
NEW CROP
Walnuts 1 LB. **59¢**

FRESH AND CRISP
CELERY HEARTS
59¢
PKG.

THRAIFTWAY



THINGS FROM
GREEN MARKET
STREET



COLORADO JONATHAN

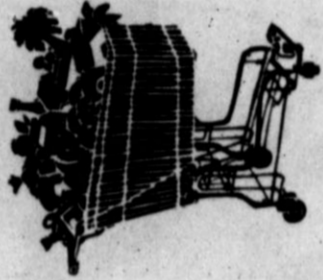
APPLES
4 **\$1.00**
LBS.

COLORADO RED DELICIOUS OR
GOLDEN DELICIOUS
APPLES
MIX-OR-MATCH
3 **\$1.00**
LBS.

TEXAS
Juice Oranges... 69¢
Apple Cider... \$1.98
Apple Cider... \$1.19
Popcorn... 89¢

TEXAS
Grapefruit 79¢

when you
can shop
the
Ideal way...



anywhere else?

Let Ideal show you the
way to more rewarding
food shopping today!



Our big store variety plus low Thrift-T Prices give you the wide choice you need to make food dollars work harder today!

Coupled with courteous, speedy service and our 100 percent money-back guarantee, you're assured consistent food value and satisfaction...every time you shop Ideal!

LIMIT RIGHTS RESERVED. NO SALES TO DEALERS. PRICES EFFECTIVE MON., OCT. 28 THRU SAT., NOV. 2, 1974
AT THE FOLLOWING IDEAL STORES:
PAMPA, TEXAS
401 N. BALLARD—801 W. FRANCIS—300 E. BROWN
BORGER, TEXAS
1090 CORONADO CIRCLE—105 W. WILSON
CANYON, TEX. 911 23rd St.
PLAINVIEW, TEX. 1605 W. 5th
HEREFORD, TEX. 1105 W. Park Ave.

Supplement to
Pampa Daily News
PAMPA, TEX. MON., OCT. 28, 1974
Borger News Herald
BORGER, TEX. MON., OCT. 28, 1974
Plainview Daily Herald
PLAINVIEW, TEX. MON., OCT. 28, 1974
Canyon News
CANYON, TEXAS SUN., OCT. 27, 1974
The Sunday Brand
HEREFORD, TEXAS SUN., OCT. 27, 1974

Camelot Harvest



NOW... MORE IMPORTANT THAN EVER... REACH FOR OUR LABEL AND SAVE AT YOUR TABLE.

There's no better way to save money on foods... without cutting quality... than by switching to private label foods at Ideal. We're so sure our Camelot brand will satisfy your needs, we make our daring guarantee at left!

Watch for our Camelot brand in every popular food category. The selection is greater than ever and the savings continue to grow! Choose "national brand" quality at private label prices and save more at Ideal!

- Camelot Whole**
 - White Potatoes**..... 16-OZ. CAN **27¢**
 - Sweet Potatoes**..... 23-OZ. CAN **51¢**
- MEADOWDALE WHOLE**
 - Green Beans**..... 16-OZ. CAN **28¢**
 - Golden Hominy**..... 15-OZ. CAN **16¢**
- Camelot Cut**
 - Green Beans**..CAN **27¢**
 - Sweet Peas**.... 16-OZ. CAN **27¢**
 - Spinach**..... 16-OZ. CAN **21¢**
- MEADOWDALE WHOLE**
 - Tomatoes**..... 16-OZ. CAN **26¢**
 - Potatoes**..... 15-OZ. BOX **74¢**
- Camelot Instant Mashed Potatoes**..... 15-OZ. BOX **74¢**
- Camelot French Style**
 - Green Beans**..... 16-OZ. CAN **28¢**
 - Golden Hominy**..... 15-OZ. CAN **16¢**

- MEADOWDALE**
 - Blackeye Peas**..... 16-OZ. CAN **25¢**
 - Dog Food**..... 5-LB. BAG **92¢**
- Camelot**
 - Peanut Butter**..... 18-OZ. JAR **68¢**
 - Grape Jelly**..... 18-OZ. JAR **56¢**
 - Peanut Butter**..... 3-LB. JAR **\$1.58**

HOME REPAIRS MADE EASY!



Inside every husband there's a skilled handyman... prove it to him with volume 5 of the **Family Circle Do-it-Yourself Encyclopedia** ON SALE NOW! SAVE ON

- ★ Home Repairs
- ★ Home Alterations
- ★ Home Decorating Ideas

Only 49¢

VOLUMES 2 THRU 16 **\$1.99** Each

SAVE On Minor Repairs On floor, wall and ceiling repair... Simple money saving!	SAVE On Extra Space Change cabinet doors, drawers... Diagrams, instructions	SAVE On Home Safety and protection... Diagrams, instructions	SAVE On Home Decorating and interior design... Diagrams, instructions	SAVE On Every Room Project and repair... Diagrams, instructions	SAVE Indoors and out. Gardening, landscaping... Diagrams, instructions

LADY CAMELOT

Amplon Pantyhose
SHEER TO WAIST

58¢ PAIR

LADY CAMELOT

Knee-High Hosiery
THRIFT-PRICED

3 \$1 PAIR

ALASKANITS

KNEE-HIGH FOOT WARMERS
ONE SIZE FITS ALL

\$1.49 PAIR

EKCO

Cookie Sheets
11 1/4 x 17 1/4 INCH SIZE

83¢ EACH

Crafted in Staffordshire, England

Doverstone
Fine Imported Stoneware.

Create your own exciting combinations
Heather...
Heather Gales...
beautifully coordinated pattern

FEATURE ITEM OF THE WEEK:

DOVERSTONE

SAUCER

EACH ONLY **59¢** WITH EVERY \$3.00 PURCHASE

This week's accessory piece: **2 Luncheon Plates | \$2.99**

THRIFT PRICES ON

HEALTH & BEAUTY AIDS!



OUR DARING GUARANTEE
If you are not satisfied with the results of our products, we will refund your money. No questions asked. No red tape. No hassles. Just a simple, straightforward refund. So you can try our products with complete confidence. It's our guarantee.

PRICES EFFECTIVE THRU SATURDAY, NOV. 2, 1974. LIMIT RIGHTS RESERVED. NONE SOLD TO DEALERS.



MULTIPLE, WITH OR WITHOUT IRON...

Camelot Vitamins..... 2 \$1.49
BTL. OF 100

CAMELOT...COMPARE PRICE AND QUALITY WITH MAALOX

Liquid Antacid..... 67¢
12-OZ. BTL.

NEW IMPROVED CAMELOT

Daytime Disposable DIAPERS

\$1.38

MONEY-BACK GUARANTEE!

Compare price and quality with Pampers! PKG. OF 30

1¢ SALE

BUY ONE AT ADVERTISED LOW PRICE...GET SECOND FOR A PENNY!

BABY OIL..... \$1.19
16-OZ. BTL.

Camelot Aspirin..... 99¢
BTL. OF 300

BABY POWDER..... 88¢
CAMELOT 14-OZ. CAN

BABY SHAMPOO..... 88¢
CAMELOT, PKG. OF 180

COTTON SWABS..... 88¢
CAMELOT, PKG. OF 180

Shave Cream

Razor Blades..... 79¢
DOUBLE EDGE PKG. OF 10

Toothpaste..... 59¢
7-OZ. TUBE

Plastic Strips..... 83¢
CAMELOT BANDAGES CAMELOT FLUORIDE

BABY POWDER..... 88¢
CAMELOT 14-OZ. CAN

BABY SHAMPOO..... 88¢
CAMELOT, PKG. OF 180

COTTON SWABS..... 88¢
CAMELOT, PKG. OF 180

Shave Cream..... 77¢
CAMELOT LIME, MENTHOL OR REGULAR

Razor Blades..... 79¢
DOUBLE EDGE PKG. OF 10

Toothpaste..... 59¢
7-OZ. TUBE

Plastic Strips..... 83¢
CAMELOT BANDAGES CAMELOT FLUORIDE

of Values Sale!

YOU WANT TO SAVE... WE WANT YOU TO SAVE... CHOOSE "CAMELOT"!



Camelot Coffee

ALL GRINDS
2-LB. CAN \$1.94



Tomato Juice

CAMELOT
46-OZ. CAN 49¢
LIMIT 3 PLEASE



Grapefruit Juice

CAMELOT PINK
46-OZ. CAN 43¢

Fruit Cocktail..... 39¢
16-OZ. CAN

Cling Peaches..... 38¢
16-OZ. CAN

Sliced Pineapple..... 42¢
20-OZ. CAN

Camelot Pop..... 58¢
1/2-GAL. BTL.

Breakfast Drink..... 74¢
18-OZ. JAR



CAMELOT ELBO MACARONI OR

Long Spaghetti..... 79¢
2-LB. PKG.

Camelot Dinner

MACARONI AND CHEESE
4 7/4-OZ. PKGS. 93¢

Camelot Noodles..... 58¢
FINE, WIDE OR EXTRA WIDE 16-OZ. PKG.

FLOUR

5 64¢
-LB. BAG

SHORTENING

3-LB. CAN \$1.39

LIMIT 1 WITH \$5.00 OR MORE PURCHASE

CAMELOT 13 1/2-OZ. FROSTING OR 19-OZ.

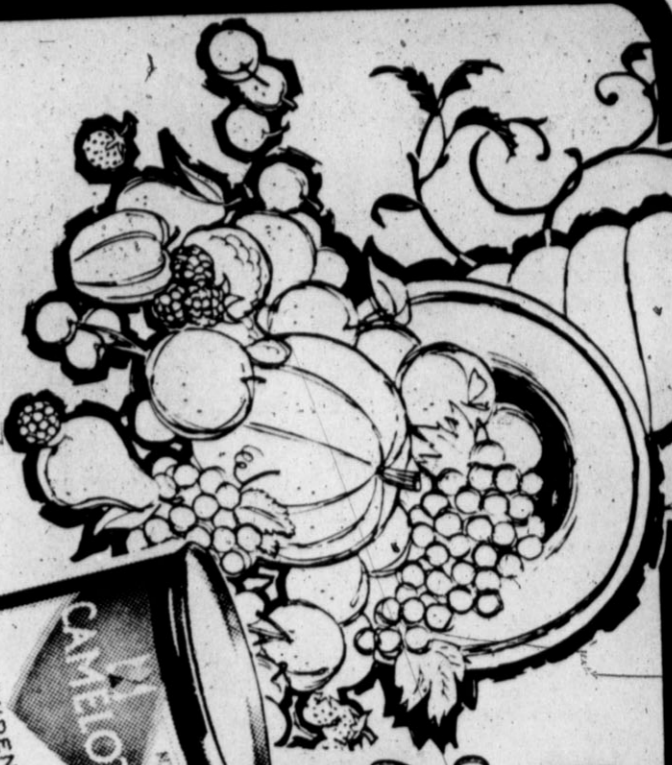
Layer Cake Mixes..... 2 89¢
ALL FLAVORS 2 PKGS.

Salad Oil..... \$1.58
38-OZ. BTL.

Pinto Beans..... 99¢
2-LB. BAG

Camelot Rice..... 42¢
1-LB. BAG

Camelot Harvest



It's Soup 'n Cracker Time!

CAMELOT CONDENSED

Tomato Soup

6 10%-OZ. CANS **79¢** LIMIT 6 WITH \$5 OR MORE PURCH.

CAMELOT **Snack Crackers**

16-OZ. BOX **43¢**

CAMELOT THIN **Saltine Crackers**

16-OZ. BOX **39¢** LIMIT 2 WITH \$5 OR MORE PURCHASE



Camelot Soups

6 ASSORTED 10%-OZ. CANS **589¢**

VEGETARIAN, CHICKEN NOODLE, OR MUSHROOM.

LOW THRIE-T-PRICE... MIX OR MATCH
Camelot Soups **599¢**
 CREAM OF CHICKEN, TURKEY NOODLE, CHICKEN WITH STARS, OR CHICKEN WITH RICE.

SAVINGS ON

CAMELOT GREEN, LEMON OR PINK LIQUID **Detergent**..... 32-OZ. BTL. **62¢**

SQUIRE **Spray Starch**..... 24-OZ. CAN **58¢**

SQUIRE BLUE FABRIC **Softener**..... 32-OZ. BTL. **89¢**

CAMELOT **Plastic Wrap**..... 100-FT. ROLL **34¢**

SQUIRE POWDERED **Blue Detergent**
 49-OZ. BOX **82¢**



Freezer pleasers!

When you can save like this at IDEAL... Why Go Anywhere Else?

Orange Juice

MEADOWDALE FROZEN CONCENTRATE 100% ORANGE JUICE FROM FLORIDA **5 \$100**

CAMELOT FROZEN SLICED **Strawberries**..... 10-OZ. PKGS. **289¢**

MEADOWDALE CRINKLE CUT **POTATOES**..... 5-LB. BAG **\$148**

MEADOWDALE HASH BROWN **Potatoes**..... 2 2-LB. PKGS. **99¢**

MEADOWDALE **Mixed Vegetables**..... 24-OZ. BAG **68¢**

MEADOWDALE **Stew Vegetables**..... 24-OZ. BAG **58¢**

MEADOWDALE **Green Peas**..... 24-OZ. BAG **62¢**

MEADOWDALE **Peas and Carrots**..... 24-OZ. BAG **56¢**

CAMELOT **Sliced Carrots**..... 24-OZ. BAG **43¢**

MEADOWDALE **Blackeye Peas**..... 24-OZ. BAG **64¢**

MEADOWDALE **Cauliflower**..... 20-OZ. BAG **68¢**

MEADOWDALE **ICE CREAM**

ALL FLAVORS 1/2-GAL. CTN. **85¢**

FAIRMONT CREAM POPS, TWIN POPS, FUDGE BARS OR **Ice Milk Bars**..... 2 PKGS. OF 6 **71¢**

of Values Sale!

Pack Your Pantry With Plentiful Savings!



When the cold winds blow it's good to know your pantry's filled with good food values from Ideal! Stock up this week and save a pretty penny with our low Thrif-T Prices!



CAMELOT TOMATO

CATSUP

68¢
BIG 32-OZ. BTL.

CAMELOT SALAD DRESSING
32-OZ. JAR
84¢

- | | | | |
|-----------------|----------------|--------------|---------------|
| CAMELOT INSTANT | Dry Milk | 12-QT. PKG. | \$2.68 |
| CAMELOT | Salad Mustard | 16-OZ. JAR | 14¢ |
| CAMELOT | Coffee Creamer | 16-OZ. JAR | 74¢ |
| MEADOWDALE | Waffle Syrup | 32-OZ. BTL. | 64¢ |
| CAMELOT | Stuffed Olives | 16-OZ. JAR | 64¢ |
| CAMELOT WHOLE | Sweet Pickles | 22-OZ. JAR | 72¢ |
| CAMELOT KOSHER | Dill Spears | 26-OZ. BTL. | 63¢ |
| CAMELOT | Camelot Salt | 26-OZ. BOXES | 2.25 |
| CAMELOT GROUND | Black Pepper | 4-OZ. CAN | 44¢ |



When you can enjoy Thrif-T Dairy values like these at Ideal...
Why go anywhere else?

CAMELOT INDIVIDUALLY WRAPPED

American Slices 74¢
12-OZ. PKG.



- | | | | |
|---------------------------|----------------------|-------------|---------------|
| CAMELOT MILD | Longhorn Cheese | 16-OZ. PKG. | \$1.08 |
| CAMELOT CHEESE | Mozzarella | 10-OZ. PKG. | 74¢ |
| IDEAL | Half and Half | PINT CTN. | 34¢ |
| IDEAL | Buttermilk | GAL CTN. | 66¢ |
| IDEAL | Chocolate Milk | 2 QTNS | 78¢ |
| LOW THRIF-T PRICE! | Meadowdale Margarine | 1-LB. QTRS. | 45¢ |
| IDEAL LARGE OR SMALL CURD | Cottage Cheese | 24-OZ. CTN. | 83¢ |
| CAMELOT TWIN TUB | Soft Margarine | 1-LB. CTN. | 64¢ |
| CAMELOT CORN OIL | Margarine | 1-LB. QTRS. | 58¢ |

MEL-O-CRUST
BISCUITS
SWEET OR BUTTERMILK
8-OZ. CANS
\$1.00

MEL-O-CRUST CINNAMON
ROLLS
DELICIOUS TREAT
9-OZ. CANS
3.89¢

CAMELOT
MARGARINE
QUARTERED
1-LB. CTN.
49¢

HOUSEHOLD NEEDS!

- | | | | |
|----------|----------------|---------------------------------|------------|
| SOFT PLY | Paper Towels | JUMBO ROLL | 38¢ |
| SOFT PLY | Facial Tissues | BOX OF 200 FOR SANDWICHES | 38¢ |
| | Camelot Bags | BOX OF 150 CAMELOT TALL KITCHEN | 48¢ |
| | Trash Bags | BOX OF 15 | 78¢ |

SOFT PLY
Bath Tissue
54¢
4-ROLL PKG.

LEAN, FLAVORFUL BUTCHER BLOCK BEEF!

Chuck Roast

BLADE CUT
BEEF CHUCK



LB. **79¢**

BUTCHER BLOCK BEEF CHUCK
Arm Pot RoastLB. **\$1.09**
BUTCHER BLOCK BEEF CHUCK
7-Bone Roast.....LB. **99¢**

BUTCHER BLOCK BEEF, LARGE END
Rib Steaks.....LB. **\$1.19**
BUTCHER BLOCK BEEF, LARGE END
Rib RoastLB. **\$1.19**



FRESH, LEAN
Ground Beef

3-LB. PACKAGE
OR MORE
LB. **79¢**

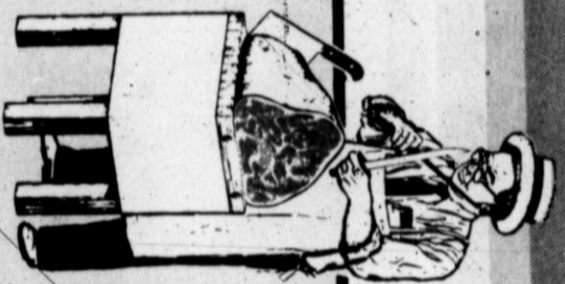


DEEP HICKORY SMOKED, FULLY COOKED
Smoked Hams

SHANK
PORTION
7 TO 9-LB.
AVERAGE
WATER
ADDED

LB. **69¢**
WATER ADDED
5 TO 7-LB.
AVERAGE
LB. **79¢**

Rump Portion



Old time butcher shop quality
...at Ideal Thrif-T Prices!

Remember the butcher of the old-time butcher shop? The pride and care he took with the meat he sold? Well, that kind of pride and care are back! Because behind every cut of Butcher Block Meats there stands an Ideal Master Butcher—77 in all. Every last one of them as knowing, as skillful as the big, friendly man who once owned the old-time corner butcher shop. Choose Butcher Block Meats for savings and satisfaction at Ideal!

PRICES EFFECTIVE MON., OCT. 28 THRU SAT., NOV. 2, 1974. LIMIT RIGHTS RESERVED. NO SALES TO DEALERS.

SHENANDOAH BRAND
BONELESS
Turkey Roast
11-LB. BOX
LB. **79¢**

BUTCHER BLOCK PORK!
QUARTER OR HALF
Pork Loins
ASSORTED PORK CHOPS
LB. **\$1.09**

DELICIOUS BUTCHER BLOCK PORK
CENTER CUT RIB
Pork Loin Roast
PORK LOIN ROAST
SIRLOIN END
LB. **\$1.19**
LB. **\$1.09**

CAMELOT SEAFOODS
BREADED, PRE-COOKED
Fish Sticks
1-LB. PKG. **89¢**
CAMELOT
Perch Fillets
1-LB. PKG. **79¢**

**When you can enjoy
Butcher Block Quality
Meats at Ideal's
Low Thrif-T Prices...
Why go anywhere else?**



- EMPIRE BRAND
YOUNG TOM TURKEYS
18 TO 22-LB. AVERAGE
LB. **46¢**
- EMPIRE BRAND
HEN TURKEYS
10 TO 16-LB. AVERAGE
LB. **49¢**
- PORK LOIN
COUNTRY SPARE RIBS
LB. **\$1.09**
- BLUE MORROW BRAND
PORK OF BEEF FRITTERS
LB. **89¢**
- H.A.G. DRESSED
WHITING FISH
1 1/2-LB. PKG. **59¢**
- WINCHESTER IMITATION
CHUCK BOLOGNA
LB. **49¢**
- MESQUONALE HICKORY SMOKED
SLICED BACON
1-LB. PKG. **\$1.09**
- RODED HICKORY SMOKED
SLICED BACON
28-OZ. PKG. **\$2.49**
- RODED ASSORTED
LUNCHEON MEATS
12-OZ. PKG. **89¢**
- RODED
SKINLESS FRANKS
12-OZ. PKG. **69¢**