

The Sunday Brand

Vol. 26 - No. 39

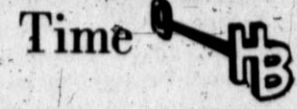
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Branding Time



By Speedy Nieman

That feller on Tierra Blanca Creek says there are many questions that no man can answer... and most of them are asked by five-year-olds!

The Deaf Smith County Democratic executive committee will meet Monday at 8:15 a.m. in the commissioners' courtroom to draw names for places on the primary ballot. It is an open meeting and other items of business may be considered.

BUD SNYDER, Hereford banker, announced this week that friends of Mr. and Mrs. Ginn have opened a "Marcia Ginn Fund" at both banks and contributions are welcomed. Mrs. Ginn has been hospitalized in Amarillo for a lengthy period and has undergone extensive surgery. Bob is ag manager at the Holly Sugar plant here.

A PUBLIC meeting is scheduled here Tuesday night concerning the proposal for an interstate highway from Las Cruces, N.M., to Amarillo—generally following US-60. The Texas Highway Department points out the route is one of 10 in the nation which Congress has directed feasibility studies to be made.

All interested persons should make plans to attend the meeting and share their opinions and recommendations. The study could be important to the future transportation network of the Panhandle. We understand the state will make its recommendations to the Federal folks by Jan. 1, 1975. It is a longrange proposal—with any construction many years past the date.

SOME community leaders feel such an interstate would be an asset to the future growth and prosperity of the area. The big push for the route apparently started in New Mexico, but Amarillo had indicated a strong interest, too. Another route being studied for interstate designation is the extension of I-27 south of Lubbock to join I-20 and I-10. Another route proposal is from Tucumcari, N.M., to Wichita, Kan., which is of interest to folks in the Dalhart and Stratford area. The meeting will be at the courthouse, beginning at 7:30 p.m. Tuesday.



How About 'Phone Person'

Think Twice Before Calling The Phone 'Man'

By JANIS LOCKHART
Staff Writer

Need a telephone installed? Having trouble with the ones you already have?

Call for help and you may be pleasantly surprised, when the installer-repairman arrives, and right before your eyes, stands an attractive, brunette, slender young lady that greets you with a smile and a "Hi, I'm here to install your phones for you!"

Brenda Elwell has recently gone to work for Southwestern Bell here in Hereford after living in Amarillo for the past five years.

Before becoming an installer-repairman, Brenda worked for the company as an operator and service representative for nine years. Even prior to that, telephone talk was not new to her, as her father is a toll cable repairman in Amarillo.

TALKING with Brenda was a delight. She is a very warm person and is taking pride in her new job. "My parents think this is just great, which surprised me, but they really do," she said.

"Before taking this job, I discussed it with my husband, Don, and he had some reservations about it, until the com-

pany sent me to San Antonio to a three-week school, where I was properly trained to do the work". Now he has no objections and is very interested in what I'm doing".

BRENDA says that, "The public has been very nice to me when I have gone to their homes, and most especially, the ladies seem to enjoy having another lady doing this work."

"I guess the hardest thing about this job, has been, adjusting from sitting and working all day in one place, and now going from house to house, climbing poles, and crawling around in attics. "But I took the job knowing I would be expected to do the same type and amount of work that is required for this job, just as if I were a man, and I'm sure willing to do it."

"The men in the Plant-Department seem to have accepted me and besides being nice, have definitely helped me to learn the job."

THE HOBBIES that Don and Brenda Elwell enjoy are motorcycles and skiing. But since moving here Dec. 1, 1973, they haven't had a chance to do either one much.

When you see Brenda in her truck on her way out to a job, why not wave and let her know that Hereford welcomes her and her husband and wishes her success in her new job.

Major Items Fill Board Agendas Here

Several major items are on tap for discussion this week as three local governing boards meet in regular session.

The Hereford City Commission is scheduled to meet at 7:30 p.m. Monday in City Hall annexation plans; the Deaf Smith General Hospital Board is slated to discuss remodeling proposals during the regular meeting at 7 a.m. Tuesday in the Conference room at the hospital; and the Deaf Smith County Chamber of Commerce directors are expected to hear several special reports during their 6:30 a.m. meeting Thursday in the Chamber office.

THE CITY commission is expected to begin its meeting with a public hearing concerning annexation of portions of surrounding property to the city limits. Should the hearing go well for the commission, then major action is expected in relation to the annexation.

Other items on the city agenda include the letting of bids for heating and air conditioning units; approving an amendment to the recently passed retirement systems; and discussion of a

court tax suit against local property which has a high amount of unpaid taxes.

THE HOSPITAL board agenda is scheduled for regular business other than the remodeling discussion. The proposal

Siren Test Set Tuesday

A test of the civil defense tornado sirens in the city will be at 10 a.m. Tuesday, according to Jay Spain, Fire Marshal.

The normal sound for a tornado on the ground is a solid blast. The siren for "take cover" is a warble blast with the "all clear" signal to be a voice signal over the speakers.

Spain said the entire city system will be tested and that citizens should not be alarmed by the test.

Nunley Hired By County

Deaf Smith County Commissioners held a closed meeting Wednesday to discuss personnel, primarily the replacement of Raymond Bean, longtime maintenance engineer, who announced his retirement effective April 1.

Following the session, commissioners announced that Jack Nunley had been employed to fill the position. He will be in

charge of maintenance at the courthouse, library, and jail. Nunley has been employed by McCaslin Lumber Co.

Judge H.C. Williams said the commissioners also briefly discussed library personnel, but no action was taken. The court had met in regular session Monday, then called the special closed meeting for Wednesday.

School Board Candidates Speak Out To Kiwanians

By DON RICHARDS
Brand News Editor

The candidates for the Hereford School Board of Trustees made their first public appearance speeches at noon Thursday as seven of the eight candidates spoke to the Hereford Kiwanis Club.

All seven candidates present gave brief statements to the large crowd at the regular noon luncheon and none were asked questions at the end of the program.

Eight candidates are racing for the two open positions on the School Board in the April 6 election. Absentee balloting in the race begins Monday and will continue until April 2.

There are no incumbents in the race as Dr. A.T. Mims and Hilrey Aven both decided not to seek re-election.

THE CANDIDATES appearing at the meeting were Lynton Allred, Jim Clark,

Jim Conkwright, Margaret Formby, Bill Johnson, Charles Schlabs and Glenn Watts. The eighth candidate, Lorenzo Granado, was not present at the meeting.

Kiwanian Ed Copen, who was head of the program, called alphabetically on each of the candidates and each gave a brief statement or listed the platform on which he or she was running. Following is a brief summary of the statements.

LYNTON ALLRED —

"As a candidate I feel I need to have reasons why I am offering myself as a school board member," Allred said. "I also feel I need to think about the duties and responsibilities of each member of the board."

"The board must serve as a policy-making board to set the policies for the schools to follow. It also must hire the administrators to carry on the business aspects of the school."

"With the duties I feel one thing

needed of a school board member is objectivity — objectivity in decision-making," Allred added.

"Board members need to be open to suggestions from the community and need to be accessible to the people. As a school board member my decisions would be based on the people's wants and desires for the school."

JIM CLARK —

"I have four reasons for running for the school board," Clark said, "my four children."

"I feel the main area where I can be of great help is in the building program. I have questions about whether we are getting our money's worth out of the many buildings we have been adding."

"I am involved in the construction business and I feel I am familiar with this area and could really help here."

"I also feel the athletic program needs to be expanded to include more

girls sports. Another area is the vocational programs. I feel much expansion is needed here. Another major area I would like to see changed is to have the school opened up more for community education and community service. We don't have a YMCA here and I feel the school could fill in very well."

JIM CONKWRIGHT —

"I filed for the board because of a feeling of obligation. Obligation to the school system from which I graduated; obligation to repay to a community the time and talent that others gave in the years past to assure me of a good education."

"School programs must be studied. What seems like a simple decision in a board meeting can and will have long-lasting effects on a student... We need change and progress — but only with proper study and evaluation of the means and programs involved."



School Board Candidates Speak Out

Hereford School Board of Trustee candidates got their first chance to speak out in public at noon Thursday as all were guest speakers at the Kiwanis Club meeting. Eight persons are running for the two open positions in the race and seven of the candidates turned out for the noon

meeting Thursday. From left are Jim Conkwright, Lynton Allred, Mrs. Clint (Margaret) Formby, Jim Clark, Bill Johnson, Charles Schlabs and Glenn Watts. The eighth candidate, Lorenzo Granado, was not present at the meeting.

Cancer Society Discusses Plans For For Drive Kickoff In Hereford

The American Cancer Society met Friday, at the Hereford Country Club, to discuss plans for the kick-off drive of the crusade against cancer.

President of the Board, Jim Tucker, announced that Tom Landry, coach of the Dallas Cowboys, has accepted Chairmanship of the American Cancer Society's 1974 Crusade for Texas. Coach Landry led the 1973 Cancer Crusade to a record \$3,616,584. This year's goal has been set at \$4 million according to Jim Tucker.

Mrs. Dale Jones, Crusade Chairwoman for Deaf Smith County said the goal for Deaf Smith County has been set at \$16,200 and that April has been designated as Cancer Control Month.

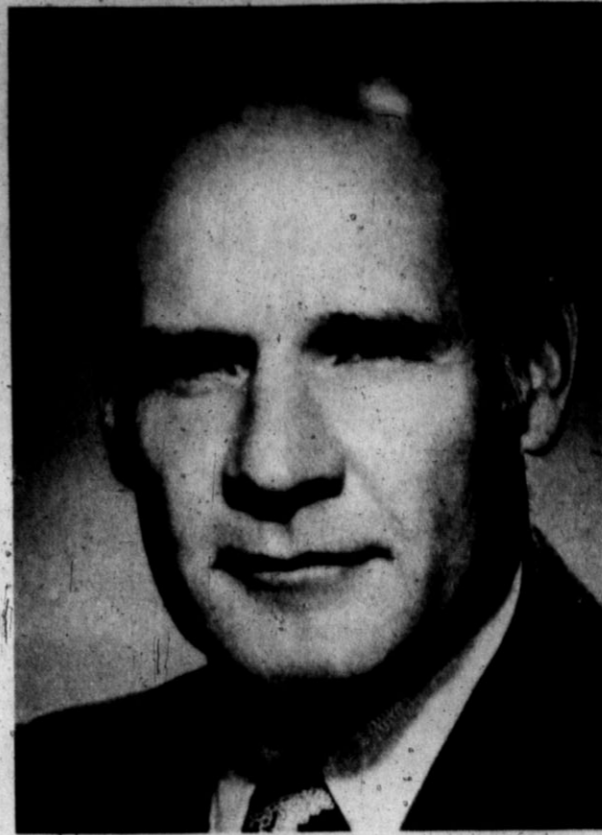
Tucker was pleased to announce that March 23 there will be an open showing of cancer films at the Star Theatre. This show will be free to the public and Dr. C.E. Rush will be on

hand to answer any question of the film or any other questions you may have concerning cancer.

These films have been shown to students in the city schools and plans are, that by the end of March all students will have had the opportunity to observe the films and learn about the effects of cancer.

John Altus, District Representative from Amarillo, gave an outline of the several seminars that will be held in the near future concerning research that is being done in the nation to conquer cancer. A Physician Panel will be held on May 1, from 9 a.m. to 4 p.m. at the Hilton Inn, in Amarillo on the topic of Cancer Diagnosis and Treatment.

The Members present brought in the contributions they had already obtained and adjourned the meeting by announcing a Pre-Kick-Off balance of \$3882.



TOM LANDRY

Rain Reports

Easter Fertilizer - South of Hereford	.6
H.L. Hershey - 13 Miles NE	.7
Community Grain	.6
Pitman East	Trace
Bruce Coleman - Walcott	.85
Walcott School	.6
KPAN	.81
Sheriff's Office	.58



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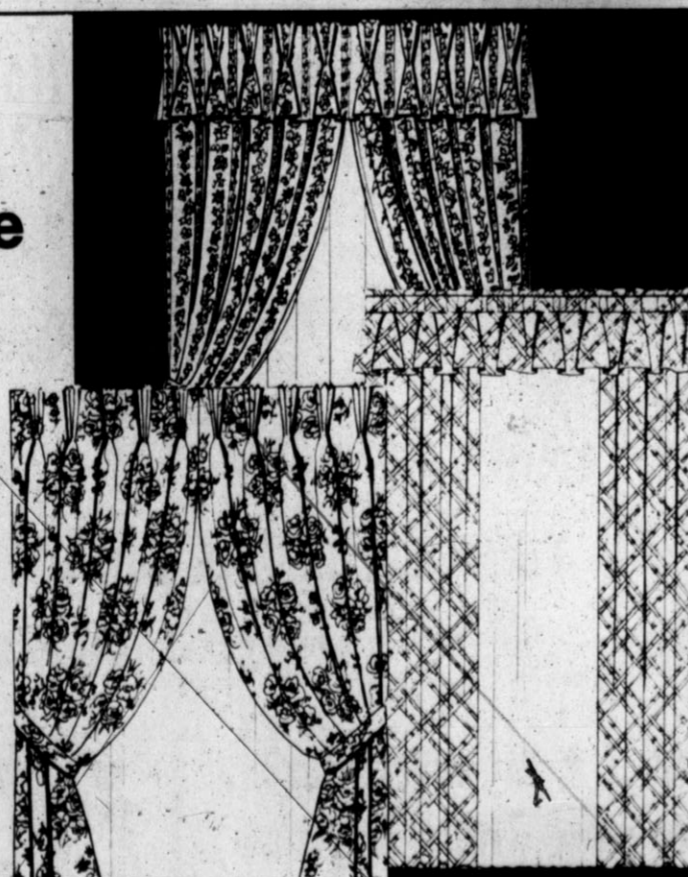


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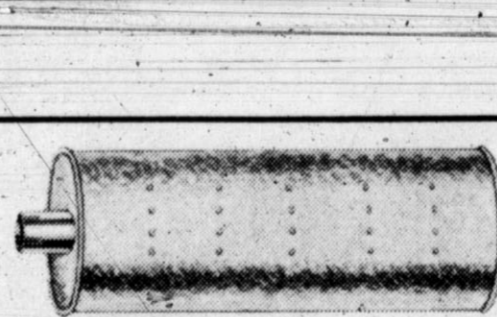
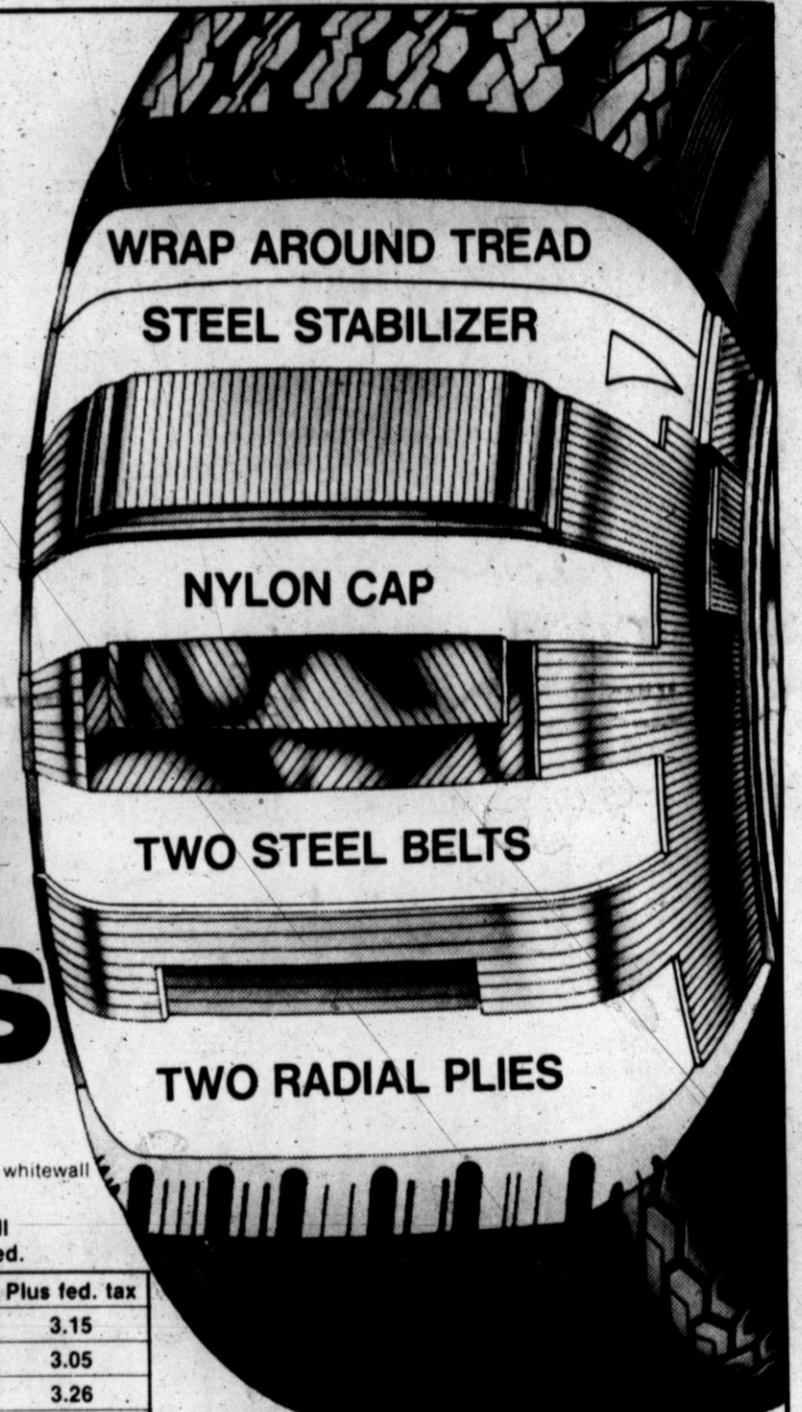
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JR78-15	17.74	70.95	53.21	3.44
LR78-15	18.24	72.95	54.71	3.60



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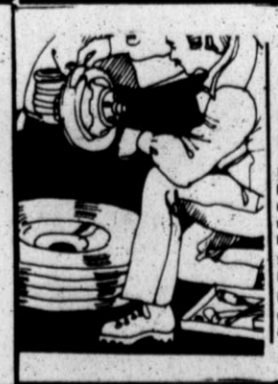
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Officials Investigating Death Of Former Residents

Investigation by Pampa police continued Saturday in the shooting deaths of Mr. and Mrs. Frank A. Gyles, former Hereford residents whose bodies were found in their apartment at Pampa Thursday evening.

Gray County Justice Of the Peace Nat Lunsford ruled Friday that Gyles' death was by self-inflicted gunshot wounds and that "it appears that the woman was murdered."

Autopsy results were awaited before determination of the cause of Mrs. Gyles' death.

The bodies were discovered by a Borger woman who stopped at the Gyles home to

ask directions, and police estimated the deaths had occurred about three hours earlier. A .38 caliber pistol was reported found in Gyles' hand.

Funeral arrangements were pending Saturday. Gyles was the son of the late Frank A. Gyles Sr. of Hereford, and lived here for a number of years before he moved to Pampa in 1971. He was a restaurant manager. A member of the

Baptist Church, he saw military service during World War II.

His stepmother, Mrs. Viola Gyles, still resides in Hereford. Survivors include a daughter, Christy Hacht, of Las Vegas, Nev., and one granddaughter.

Mrs. Gyles is survived by two sons, Richard Bowers of Dallas and John Lee Bowers of Malibu, Calif., and her mother, Mrs. Alma Davenport of Long Beach, Calif.



MHRM CENTER GIVEN OVEN—A microwave oven purchased by Hereford Newcomers Club was presented to the Mental Health Mental Retardation Center Friday morning by the club president, Mrs. Homer Yocum, and a member, Mrs. Frank Bethune. Mrs. Yocum hands the instruction booklet to Don Elwell, director of the Center. The oven purchase was made through cooperation of Tom Butler, pharmacy manager at Ideal Food, who looks on at right.

Special Cancer Film Set At Star Theatre

The Deaf Smith County unit of the American Cancer Society is planning a special free showing of two cancer-related films at 10 a.m. Saturday at the Star Theatre.

Jake Webb of the local unit said special arrangements have been made with Scott Brewer, manager of the theatre, for the special showing which will give the danger signals of cancer.

Webb said the showing is open to the public and that there is no admission charge. Dr. Clyde Rush of Hereford will be on hand after the showing to answer questions.

Mrs. Lois Gilliland, educational chairman of the local unit, is in charge of the program, which is meant to coincide with the American Cancer Society campaign drive which will begin April 1.

Mrs. McCrary Honored For Her Work Here With Blood Bank

Her work for the Coffey Memorial Blood Bank at Amarillo, in enlisting volunteer blood donors in Deaf Smith County, won for Mrs. J.H. McCrary an award presented at a meeting of the South Central Association of Blood Banks in Fort Worth Thursday evening.

The Hereford woman received the association's award of merit. She has been in charge of securing volunteers for the program, at monthly visits of the Amarillo center's mobile unit and on special occasions for several months.

The South Central Association includes Oklahoma, Arkansas, Louisiana and Mississippi as well as Texas.

Ex-Students From Japan Due On Visit

A Hereford High student from Japan under the American Field Service program ten

years ago, Michiyo Waikai will arrive Monday afternoon for a visit with Mr. and Mrs. Don Martin, in whose home she lived during her year here.

Now married to Dr. Yasuji Hamada, Michiyo has earned a degree in law and teaches in Nogoya University, where she was lately made an associate professor of commercial law.

Look Who's New

Mr. and Mrs. Joe A. Juardo are the parents of a girl, Rosio Farango Juardo, born March 12. She weighed 7 lbs. 5 1/2 oz.

Mr. and Mrs. Oscar Rivera are the parents of a girl, Eliza Jo, born March 12. She weighed 7 lbs. 3 oz.

Mr. and Mrs. Robert Wagner are the parents of a boy, Timothy Paul, born March 13. He weighed 9 lbs. 14 1/2 oz.

Mr. and Mrs. Adan Mungia are the parents of a girl, Carolina R., born March 12. She weighed 7 lbs. 10 oz.

Mr. and Mrs. Rudy Cantrell are the parents of boy, Brian Lynn, born March 13. He weighed 5 lbs. 3 oz.

Mr. and Mrs. Billy Stokes are the parents of a boy, Brad Denton, born March 14. He weighed 8 lbs. 10 1/2 oz.

Mr. and Mrs. Robert Lemons, 141 Northwest Drive, proudly announce the arrival of their new grand daughter, Lori Robyn. She was born, at 7:45 p.m. and weighed 6 lbs. 14 oz., in Harlowton, Montana to Mr. and Mrs. Robbie Lemons.

HHS School Calendar

March 18 — 9:40 a.m. Military Qualifying Tests. 11:15 a.m. Choir Concert Assembly - Parents invited.

March 19—First meeting for try-outs for the Drill Team will be held in the auditorium at 4:30 p.m.

March 20—Key Club Slave Day - Businesses or individuals may buy the boys for any type of work that you wish to have done, yard work; painting; etc.

March 21—Choir UIL Contest will be held in Amarillo at the Civic Center. Sophomore Girls will sing at 10:30 a.m. and the Mixed Choir will sing at 2:15 p.m.

Funeral Scheduled For Ex-Resident

Funeral services for Olan Fugua, 64, of Tucumcari, former Hereford resident, will be conducted in first Baptist Church of Tucumcari Monday at 2 p.m., New Mexico time. Mr. Fugua died Friday night at his home.

He was an employee of the Santa Fe Railway for many years. He lived in Hereford during his years in high school, making his home with Mr. and

Mrs. E.B. Posey; Mrs. Posey was his aunt. He married Mildred Pennington here and she is among his survivors.

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71 Plymouth Satellite Sebring 2 dr. H-top, 318 V8, with 2 Bar, 3 Speed, light blue with blue interior, real clean. With get better gas mileage than a lot of the compacts.

69 Ford Torino GT 2 dr. H-top, light beige, with custom green vinyl interior, loaded, has small 302 V8, bright shining paint that is original, cleaner than most '71 models.

68 Chev. Station Wag. 3 Seat, 1 Pass, loaded, white with light blue interior, local owner, low mileage for this model, good family car.

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Big Brother Plan Defined To Club

"What I want you to do is be yourself," Mrs. Archie Dwyer, Big Brothers-Big Sisters Director, told prospective Big Brothers when they asked her how they should relate to their Little Brothers. She spoke to the Whiteface Kiwanis Club at their regular meeting Friday.

"A lot of people really don't understand what Big Brothers-Big Sisters really is. To me, its being consistent in the way you relate to your Little Brothers or Little Sisters," Mrs. Dwyer said. Big Brothers-Big Sisters is solely supported by the United Way. The program strives to lend mature adult

guidance to boys and girls from 6 to 16 years of age who live in single parent homes or live with relatives other than their parents.

The need for a program in Hereford is apparent. According to a survey taken before the program was initiated, 100 boys and 60 girls can benefit from it, Mrs. Dwyer said.

Mrs. Dwyer told that on the back of each child's application is space for the child or youth to draw a picture of a man and a woman. "Some of the children can't even draw a picture of a man, and that's really sad," Mrs. Dwyer commented.



Legion Slates

December sales strong, but cars show slump.

Legalized gambling on sports good bet in future.

Dick Williams takes interim business job.

Black-market fruit scarce in Soviet cities.

Canada approves bill outlawing wiretapping.

Birthday Party

Hereford Post 192 The American Legion is celebrating the 55th anniversary of the founding of the American Legion. Thus a special birthday party will be held at the Legion Hall in Veterans Park at 7:30 p.m. Tuesday.

Members are asked to bring a covered dish either vegetable or salad. The Legion Auxiliary will provide the beef, desert and drink.

A special program including the Hereford High School Show Choir, under the direction of Fred Ratliff, is planned for the evening. Commander Jimmy Jesko announced that all veterans are welcome.

Receives New Rank

Enrique Lafuente, son of Mr. and Mrs. Pedro Lafuente of Hereford, was recently promoted to E-6 first class petty officer for nuclear atomic weapons in the submarine division of the Navy. He is a 1969 graduate of Hereford High School. His wife, Betty, will soon be residing in New London, Conn.

College OEA Wins Award

The South Plains College Office Education Association (OEA) won a state office and six first-place trophies in the recent Post-Secondary OEA state leadership conference hosted by SPC.

Frances Cabrera of Hereford placed fourth in level I competition of general clerical work.

New officers were installed and awards presented at an awards dinner Friday night in the Texan Hall Annex. Leadership plaques were presented to outgoing state officers.

Linda Frank, consultant for Occupational and Technological division of OEA, presented competitive awards at the dinner. The "Baker's Dozen," a singing group at SPC, provided entertainment.

The SPC chapter of OEA came in second for the "Chapter of the Year" honor, which was won by TCJC, Northeast Campus. The SPC chapter also won second place in "Chapter Activities Manual" and third place in "Chapter Display."

In individual events, there were six first-place winners from South Plains, five second-place winners, four third-place, four fourth-place and two fifth-place winners. First, second and third-place winners were awarded trophies, and fourth and fifth-place winners received certificates.

Oil executive expects higher Arab output soon.

Shale makes U.S. oil men think big.

RCA will raise prices of color TV's.

Arms sales booming in Middle East.

SCHOOL Lunch Menu

JUNIOR HIGH HIGH SCHOOL

MONDAY - Corn dog with mustard or fishstix with catsup, English peas, pink applesauce, chocolate cake, rolls, butter, milk.

TUESDAY - Hamburger or sloppy Joe, potato chips, tossed salad, peach cobbler, buns, milk.

WEDNESDAY - Burritos or hot tamales, buttered potatoes, fruit punch, cookies, school bread, butter, milk.

THURSDAY - El Rancho beans, or barbecued wieners, Spanish rice, spinach, orange sheet cake, corn bread, butter, milk.

FRIDAY - Tuna salad sandwich or peanut-butter sandwich, vegetable soup, cole slaw, pudding, bread, milk.

HEREFORD DAY CARE CENTER

MONDAY - Breakfast: Oatmeal, oranges, milk; Lunch: Fish sticks with catsup, mashed potatoes, blackeyed peas, hot rolls, butter, milk, ice cream bars; Snack: Bread and butter, milk.

TUESDAY - Breakfast: Toast with jelly, apple slices, milk; Lunch: Corn dogs with mustard, corn mushies, green salad, purple plump; Snack: Pumpkin bread, apple juice.

WEDNESDAY - Breakfast: Cinnamon toast, banana slices, milk; Lunch: Chicken-rice casserole, chopped broccoli, hot rolls, butter, milk, peach slices; Graham crackers, apple- apricot juice.

THURSDAY - Breakfast: Banana bread, apple slices, milk; Lunch: Meat patties, cranberry sauce, green beans, hot rolls, butter, milk, Jello; Snack: Dry cereal treats, orange juice.

FRIDAY - Breakfast: Oatmeal muffins, raisins, milk; Lunch: Beef and vegetable stew, cornbread, butter, milk, bananas and cookies; Snack: Peanut-butter and crackers, milk.

ELEMENTARY SCHOOLS

MONDAY - Corn dog with mustard, English peas, pink applesauce, chocolate cake, rolls, butter, milk.

TUESDAY - Hamburger, potato chips, tossed salad, peach cobbler, buns, milk.

WEDNESDAY - Burritos, buttered potatoes, fruit punch, cookies, school bread, butter, milk.

THURSDAY - El Rancho beans, Spanish rice, spinach, orange sheet cake, cornbread, butter, milk.

FRIDAY - 1/2 tuna salad, sandwich and 1/2 peanut-butter sandwich, vegetable soup, cole slaw, pudding, bread, milk.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY - Barbecued wieners, green beans, cran-

DAR Projects To Assist Library

Support for Deaf Smith County Library after it moves into its new building this spring, was planned by Los Ciboleros Chapter, Daughters Of The American Revolution, when it met Thursday afternoon in Mrs. V.O. Hennon's home. Sue James was co-hostess.

A book and magazine sale to raise funds for placing a microfilm reader in the library was tentatively planned. A collection of books and magazines for the sale will be made in community, with cooperation of other organizations invited.

Also in relation to the library, the chapter requests that residents who own books on genealogy, such as family histories, state and county histories of earlier days, compile a list of their material that could be made available to other researchers at the library here.

Deaf Smith Library has a sizable collection of material on genealogy, and the DAR

chapter is especially interested in it because members often do research in the subject to determine a prospective member's eligibility to enroll in the DAR.

Mrs. Roy Smith was program director and led a general discussion on Conservation In Beautiful Midwest America. Mrs. Charles Bell gave regulations on uses of the United States flag.

Mrs. L.W. Norvell, regent, presided and presented the message from the DAR's president-general. Further information on the state meeting to be held Wednesday through Friday at the Driskill Hotel in Austin, was given; the chapter is to be represented by delegates.

Refreshments were served to those on program and Mmes. T.J. Carter, Alfred Smith, Jess Robinson, Stan Knox, J.J. Durham, Jack Gilliland and Miss Mildred Elliott.

ON UNEMPLOYMENT

Labor Secretary Peter J. Brennan said the administration's proposal for a \$1-billion expansion of unemployment benefits would provide an additional 13 weeks of unemployment pay in areas of high unemployment and extend coverage to 15 million workers not now included.

Hot Air

Reputation is a large bubble which bursts when you try to blow it up yourself.

-Globe, Atchison, Kan.

WANTED!

100 Books to be re-bound
CHRISTIAN BOOK STORE
347 N. Main

A.O. THOMPSON ABSTRACT CO

Mr. and Mrs. A. J. Schroeter

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Phone 364-1504
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Free City Maps Showing Blocks

ATTENTION

Prospects Are Looking Good For The Re-Opening Of The Sugarland Mall Health Spa. This Re-Opening Depends Upon You. If You Are Interested Contact Roger Barrett. Call 364-2048 Or Come By 210 W. 5th Anytime After 5 p. m. Both Men And Women Invited.

Shur an' Begorrah, May you always have plenty of the green!

And you can insure that you have plenty of the green in your future by starting a savings account at the First National Bank. Any one of our friendly officers will be happy to help you start a systematic savings system, so come by and see one of them today!

THE FIRST NATIONAL BANK of HEREFORD

Member of F.D.I.C.

I'm moving across town and would like to invite all of my friends and customers to come and visit me. I'll be working with Billy Trice and Jim Shaw.

See you soon.

PARK AVENUE BARBER SHOP

Perry Ray

Color TV \$90⁰⁸

Ladies PURSES 29^c

Special Rack Ladies DRESSES 29^c

CHEST OF DRAWERS \$9⁵⁰

Living Room CHAIRS \$3⁵⁰

MEN'S SHOES 68^c

RADIOS \$2⁴⁷ and up

OPEN 10-7 M-S

GOODWILL INDUSTRIES DOWNTOWN

IF WE CAN GO TO THE MOON, IT SEEMS TO ME WE COULD GO TO THE GARBAGE CAN TOO

WARREN BROS.

1410 Park Ave. 364-1423

CLOSED SUNDAYS

1971 Ford Torino-500; 2 dr. H.T. Sharp Med blue body finish with white vinyl top. Factory Air and Power Steering. New whitewall tires. Economical 302 V8. Protective Warranty \$1795.00.

1973 Ford LTD Brougham, 2 dr H.T., Air - Full Power. Cruise, Tilt Wheel, AM-FM & Stereo Tape Combination. 21,000 Miles. Save over \$2000.00 on this Luxurious LTD

1972 Ford Explorer Pickup 360-V8, Automatic, Air, Power Steering and Brakes, Toolbox, Sequoia Brown Finish - SHARP! Protective Warranty

1970 Chevrolet Pickup 6 cyl. - Standard transmission, Long - Wide Bed. Rebuilt engine, Red Finish.

1972 Chev. El Camino, 350-V8, Factory Air, Power Steering and brakes, Sharp Canary Yellow with Orange side trim. You'll have to see this one to appreciate it.

1968 Ford Mustang Fastback, Power steering, factory air, automatic, and small 289 V-8. Medium green finish with matching interior. Come in and drive this extra clean car.

PAY CASH & SAVE

we feature **GREAT BUYS IN BUILDING SUPPLIES**

Weather - Tight Beauty!

SOILED WALLS?

IF IT'S SATINTONE LATEX WALL PAINT, YOU WASH IT CLEAN!

SatinTone is not only beautiful, and easy to use, but it is really scrubbable - and you'll be amazed at some of the tough marks and stains that wash right off!

SAVE!

\$642 PER GALLON

STORM DOOR

3' x 6' 1 LT. GOLD WITH TEMPERED GLASS & SPEAKER TUBE

\$85¹²

Galvanized Panel Gates

OUR PLEDGE: TO SAVE YOU MONEY

Highly Durable

CASH & CARRY SAVES YOU MONEY

4-FT. x 8-FT. x 1/2-IN. SANDED PLYWOOD

Ready to paint or stain

\$6³³ EACH

CEILING TILE

12x24 Cross-Scored Smooth-White

10 1/2^c PER SQUARE FOOT

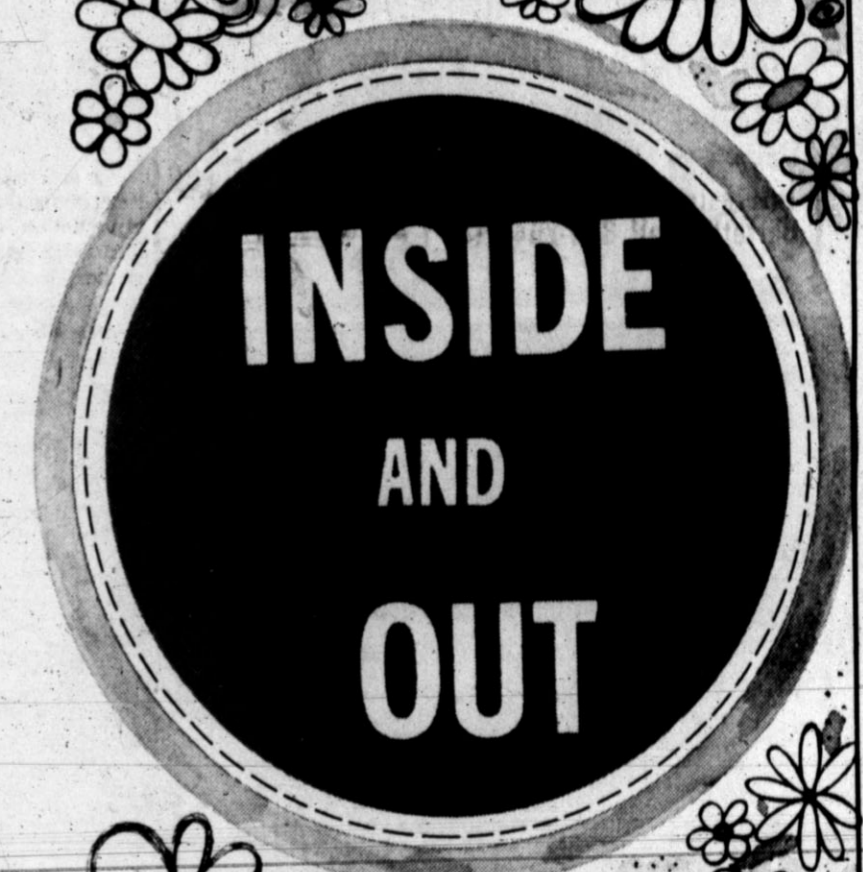
FARM DISCOUNT LUMBER & SUPPLY

US 385 South (Dimmitt Hiway) 364-6002



Big Spring Thing!

**Come On Downtown
DOWNTOWN
VARIETY
PARK'S
ANNUAL SPRING**



- SHOP HERE**
- SEARS**
421 N. MAIN
- MALOUF'S**
233 N. MAIN
- HELEN'S** YOUTH SHOP
417 N. MAIN
- TOP DOLLAR**
315 N. MAIN
- GLENN'S FOOTWEAR**
401 N. MAIN
- RUTHERFORD CO.**
DOWNTOWN
- McDOWELL DRUG**
336 N. MAIN
- ABBIE'S MISTER SHOP**
319 N. MAIN
- GASTON'S POPULAR STORE**
DOWNTOWN
- HARMAN'S**
DOWNTOWN
- PERRY BROS.**
233 M. MAIN
- WESTER AUTO**
245 N. MAIN
- LITTLE'S**
237 N. MAIN
- COWAN JEWELERS**
217 N. MAIN
- THE VOGUE**
DOWNTOWN
- KESTERS JEWELRY**
409 N. MAIN
- ANTHONY'S**
DOWNTOWN
- SEE YOU ALL
DOWNTOWN**

*Sidewalk
Bargains*
SALE
**SPECIAL BARGAINS
INSIDE
AND
OUT**



**MONDAY
MARCH 18**

Spelling Winners Announced

Winners of the Bluebonnet Elementary School Spelling Bee were announced by Mrs. Frank Watson.

First place winner was Sandra Thomas, age 11.

daughter of Mr. and Mrs. Steve Thomas, 618 Ave. G.

Second place went to Cindy Jones, age 11, daughter of Mrs. Kay Jones, 409 Ave. H.

Alternate for the school is Carla West, age 12, daughter of Mr. and Mrs. B.G. West, Route 4.

The winners will now compete for the County Championship Spelling Bee, which will be held March 27, at the County Courthouse.



Spelling Bee Winners

Winners of the annual Spelling Bee contest at Bluebonnet Elementary were announced this week. Sandra Thomas, left, won first place; Cindy Jones, center, won second place and Carla West, right, was named alternate. Mrs. Watson, who headed the program at the school, stands with the girls.

Kiwanis To Hear Judge Candidates

The Hereford noon Kiwanis Club will have as its guest speakers this Thursday the three candidates for Deaf Smith County Judge.

The regular meeting will be held in the Civic Club Center in downtown Hereford and will have incumbent Judge H.C. Williams, Sam Morgan and Mike Ranspot as speakers.

Ed Coplen is in charge of the program and will introduce the candidates and direct the program.

The Lonely Heart



What's in a name? What difference does it make how you say something? Can a little ole simple word make the difference between success and failure? I think we can all agree that misunderstanding words often determines a course of events.

EVER HEAR OF Murphy's Law? It says that "if something can go wrong, it will." Let's apply that law in using words or communicating. "If something can be misunderstood, it will." Example: not too long ago a bond issue to provide a new all-weather track at the high school stadium failed to pass-one of the reasons discovered by those who care about such things was that people somehow got the idea the "all-weather" meant that the stadium was going to be enclosed-like the Astro Dome. Hard to believe? But it hap-

pened-and on the next try-after 'all-weather' was carefully explained, the track became a reality.

I know of another instance where a town sought to be designated as a "port-authority". This simple action would have greatly influenced industrial expansion for that community. A majority vote was required.

The theme of the campaign was "Increase the Tax Base". Of course that meant that the new industries would help to pay the cost of government and utilities; thereby reducing the tax, but all that the people heard was "INCREASE THE TAX"! Obviously the measure failed-misunderstanding.

HERE'S ANOTHER! What does the word fat mean? To most of us it has an un-

desirable meaning-obese-overweight. To a housewife who shops for food, fat has another undesirable meaning. It means WASTE-something that must be trimmed and discarded.

Now put that same 'bad word' with our major agricultural activity and what do we get—"fat cattle industry". Most American housewives will visualize a piece of meat laced with waste fat, which she already feels she's paying too much for. Misunderstanding? Wrong word?

You bet-and so we need to do some work on our Public Relations. Just might help to substitute the word beef for fat. After all we expect to sell the cattle as BEEF-not as fat!

And like everything else done in Wonderful West Texas-to do it right, just add the ole Hustle, Hustle, Hustle!

H³ HUSTLE HUSTLE HUSTLE

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



WT President Outlines University Goals To Lions Club Wednesday

Dr. Lloyd Watkins, president of West Texas State University, was guest speaker for the regular weekly luncheon meeting of the Hereford Lions Club Wednesday at Civic Club Center, outlining goals to keep the university growing as an education institution and-at the same time-helping the Panhandle area move ahead.

Keith Winters, director of development at WTSU, introduced the new president, claiming that "he brings a new spirit and enthusiasm to our university, and he is sold on this area."

Dr. Watkins told Lions and their guests that he was "concerned about letting people of the area know they have a quality, fully-accredited university at their doorsteps."

He pointed out that students can choose from 69 undergraduate fields, and that 50 percent of the faculty holds earned doctorates.

"Our goal is to forge ahead; we have the facilities to take more students," he stressed. Dr. Watkins said the WT physical plant "Ranks with the best in the country." He pointed out the many new buildings and facilities added in the past seven years-including the new Activity Center, library, science building, administration building, and two new dormitories.

"OUR MOST-attractive feature, however, is the young people who attend West Texas State," the university leader emphasized. He added that "we are continually exploring ways to improve our services and provide more opportunities to the students and the area."

At the beginning of his talk,



DR. LLOYD WATKINS
WTSU president

Dr. Watkins expressed a word of appreciation to WT supporters in Hereford. These included Wayne Thomas, a member of the Texas College and University Coordinating Board, and Melvin Jayroe, active in the WTSU Ex-Students Association.

Lion president Jim Hale presented pens to "Students of the Six Weeks" during the program. Recognized from Hereford High were Judy Scott and David Zinger, who were selected by the National Honor Society on their records of good

citizenship and scholarship. Margaret Bell was also recognized as "Teacher of Six Weeks." She is a HHS English teacher.

DEBBIE KLECHAK gave the weekly Leo Club report from high school, and Stan Fry appeared as a student council representative to solicit ticket sales to the magic show at high school.

One new member - Roy Faubion of KPAN Radio-was introduced at the meeting. A number of guests were also recognized.



Joe Rojek

is now selling new and used trucks and cars at Hudiburg-Jones Truck Center. He invites you to come by and visit with him and let him help you find the answer to your transportation needs.

HUDIBURG - JONES



45th & Canyon E-Way
355-9921

SUMMERFIELD FEED YARDS, INC.
HOLD YOUR CATTLE ON OUR GOOD GROWING RATIONS FOR A SLOW GAIN, LOW COST UNTIL THE MARKET IMPROVES. DON'T FIGHT A DOWN MARKET.
CALL 357-2221 FOR PRICES AND PEN SPACE.

EXPLOSION SALE!
We received some minor damage on some of our appliances from shattered Glass. We have discounted regular prices according to individual damage to each appliance. (Prices for damaged appliances only) ALL PRICES WITH TRADE.

1 SET ONLY-MAYTAG PAIR
Washer (A606) and Dryer (DE407) Pair
WAS \$565.90 NOW \$529 PAIR
★ Has all the best features With Trade

MAYTAG BUILT-IN DISHWASHER
1 ONLY WAS \$339.95 NOW \$328
WU600 HARVEST GOLD w/t
ALL PUSH BUTTONS-TOP OF THE LINE!

2 ONLY! FRIGIDAIRE REFRIGERATOR-FREEZER
FACI-170T Was \$389.95 w/t NOW \$379 TOP FREEZER
Avocado Green BIG 17 CU. FT.

Add Ice Maker Now or Later at extra charge

FPCI-152TA WAS \$399.95 w/t NOW w/t \$378 Built in Ice Maker
Copper 15.2 CU. FT.

1 Set FRIGIDAIRE LAUNDRY PAIR WAS \$449.90 w/t
ONLY Washer WCD3T 18.16 Capacity!
Poppy Color Dryer DCD3T \$421 w/t Has All You Need!

ELECTRIC CLEAN RANGE by Frigidaire 1-ONLY Free Standing 20" Range, Cook, Master Control
RSEB-365 Was \$339.95 w/t NOW \$328 w/t

Beautiful Poppy

ONLY 1 of Each Model Available at Discount Price.
HURRY! LIMITED SUPPLY!
CRIST APPLIANCE, INC.
112 Miles Ave. 364-6285

Warnings Listed To Prevent Alcoholism

Bruce L. Miller, a member of the Regional Alcoholism Authority, advised of the newly published "Guide For The Prevention of Alcoholism," approved by the United Fund.

The guide listed these suggestions: "Never take a straight drink of distilled spirits or a concentrated drink (strong) unless it is taken with meals. Drink slowly. Never 'chain drink'. Never drink more than you originally intended to drink. Don't mix drinking and driving. Don't drink alone. Always spend more time eating than drinking."

"Always serve soft drinks with the same care you would beer or wine. In other words, correctly iced or chilled. For example, a person wouldn't serve beer warm and put ice cubes in to chill. If glasses are chilled for the beer, do the same for the soft drink. You may have to get another ice-box."

"Never feel self-conscious about taking a soft drink. Many people only take alcoholic drinks not to feel conspicuous. After all, the person who should feel conspicuous is the one who has had too much alcohol."

"You belong to the 'high-risk population' if you come from a family with a history of alcoholism. Try not to drink until you are well settled in life. Try not to drink until evening."

"Drinking at lunch is actually drinking on the job. This is becoming increasingly in disfavor among top executives of leading companies."

SOMETHING NEW...

WEDDING INVITATIONS
With Your Picture On Them

From **BILL BRADLY PHOTOGRAPHY ETC.** 364-2610

904 E. Park Ave.

"To save energy and money this summer... cool your home with Gas Central Air Conditioning.

You save with a gas system because it's a more efficient energy user than its electric counterpart. It's more efficient because gas, unlike electricity, is a direct source of energy. You don't have the energy loss that occurs in electrical generation and transmission.

We help you save in another way, too.

In addition to determining the exact cooling requirements of your home, our cooling specialists also check your attic insulation. If it's insufficient, insulation is added and included as part of the job. Proper insulation saves energy and money for both cooling and heating. So, beat the summer rush.

CALL US NOW FOR A FREE COOLING SURVEY AND ASK ABOUT SPECIAL WINTER TERMS.

PIONEER NATURAL GAS COMPANY

Also, if you're buying or building a home make sure it's a Natural Energy Home with Gas cooling and get more for your energy dollar year round.

On Wall Street

New Uranium Boom Going On In U.S.

Remember the 1950's when prospectors with Geiger counters roamed the wilds of Utah, New Mexico, Arizona and Colorado stalking the hard to find uranium outcrops?

Well, there's a uranium boom going on that makes that era of uranium barons and penny uranium mining stocks look like child's play.

THE DIFFERENCE today is that the big mining companies are dominating the play while the individual prospector has disappeared and the smaller mining companies have been absorbed by the major uranium mining companies. Dollars make the difference.

The stakes are huge because most of the surface uranium has already been mined and now shafts will have to go deep into the earth to find suitable

uranium ore. The Atomic Energy Commission estimates the uranium industry will have to invest \$18-billion in exploration, mines and mills in order to meet the demand for nuclear fuel by the year 2000, just 26 years from now.

THE SHORTAGE of oil and natural gas has accelerated the search for other fuels to avoid a critical power shortage by the end of the 70's. The U.S. now has 43 nuclear reactors producing electricity. Plans call for 140 nuclear reactors in operation by 1980. In order to meet the demand for fuel in 1980, 35,000 tons of yellowcake will be required annually to produce atomic fuel for the plants. That's almost triple last year's U.S. production. 160,000 tons of

yellowcake will be required annually by the year 2000.

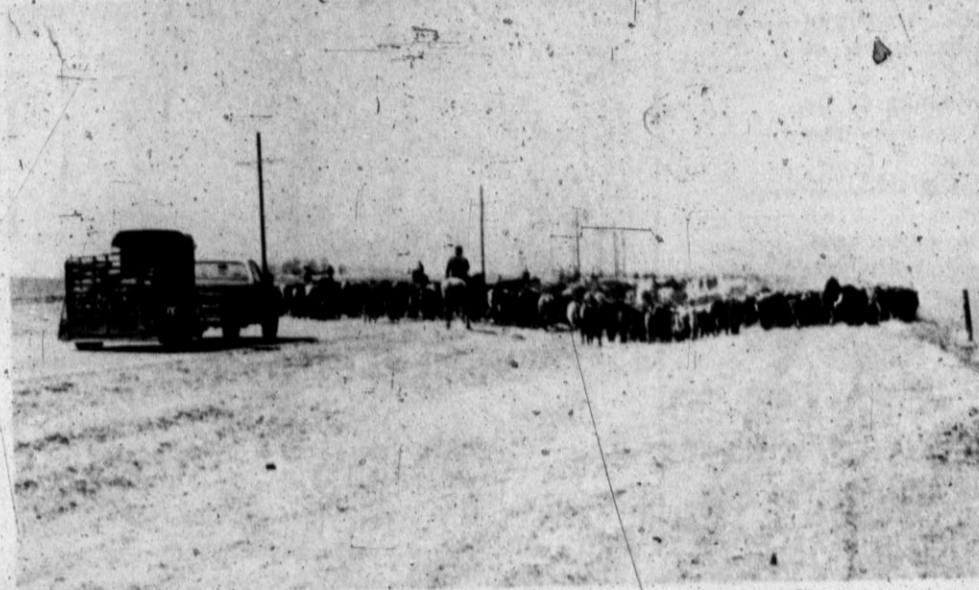
The Atomic Energy Commission has a nonmilitary stockpile of 38,000 tons of uranium concentrate with which it is making enriched fuel, but this stockpile will be used up by 1978 and the utility companies will then have to get their fuel supplies direct from the uranium producers.

A **NEW GROUP** of competitors have jumped into the uranium mining field and they have lots of dollars to spend. They are the major oil companies. The country's largest producer of uranium is Kerr-McGee Corp., Gulf Oil, Continental Oil, Exxon and Getty

Oil are also involved in various degrees.

Uranium fuel now sells for about \$7 a lb., but the price is expected to rise to \$15 or \$20 by the mid-1980's. There is even some talk of a \$30 a lb. price by then. Spokesmen say that even with a \$20 or \$30 per lb. price for yellowcake, the cost of nuclear fuel will still be competitive with fossil fuels.

The big unknown is inflation and this is why the uranium producers don't know how to price nuclear fuel for delivery over the next 10 to 15 years. At the moment, uranium mills are operating at 50-50 per cent capacity, but this will change by 1976 or early 1977 as nuclear power plants start lining up long-term supplies of fuel.



Modern Cattle Drive

This herd of 2,000 cattle looked like an old-fashioned cattle drive the first part of the week as the herd was moved along U.S. 60 west of Hereford. Owned by Bruce Coleman and the CMS Cattle Company, the cattle were being moved to Pitman East Feedyards. Fifteen hands helped move the cattle the 13 miles to the feedyard from the wheat pasture they were on.

You can't explain things by putting the blame on nature unless you can explain nature.

Farmers, who grow what they eat in 1974, may not have to grumble about the high cost of food.

Large Selection
WEDDING
 INVITATIONS and ANNOUNCEMENTS
 NAPKINS
 BRIDAL BOOKS
 ACCESSORIES
 Fast Service,
 Beautiful Styles,
 Reasonably Priced!

Cowan Jewelers
 Downtown, Hereford

I'm soft but sturdy and I'm ready for all the wear and tear your young man can give me. Just call me Count!

Jumping-Jacks.
 Most feet are born perfect. They should stay that way.
"We care about your feet at"
Gattis Shoe Store
 SUGARLAND MALL

HEINOLD		COMMODITIES	
INC.		Affiliated with Heinold Hog & Cattle Markets	
LIVE CATTLE			
Mo.	Hi	Lo	Close
Apr	46.15	43.35	44.32
Jun	49.20	46.25	46.92
Aug	50.80	48.67	48.92
Oct	51.50	48.92	48.95
FEEDER CATTLE			
Apr	47.00	45.00	45.40
May	47.00	45.75	45.90
MILK			
Mar	496	481	481
May	507	489	489
KC WHEAT			
May	5203/4	485	489
July	505	466	466

b-bid, a-ask, n-nominal

The wagtail bird was once believed to have three drops of the Devil's blood on his tail, which he cannot shake off, no matter how hard he tries!

AUTO SERVICE MENU

Front End Alignment

INCLUDES:
 • Adjust Camber & Caster
 • Set Toe In
 • Check all 4 tires for abnormal wear
 (Air Conditioner or Torsion Bars \$2.00 more)

PICKUPS ENGINE Tune-Up

• Install points, plugs, condenser and rotary
 • Check and adjust Carburetor
 • Set Timing Dwell

Reg. \$12.50
\$6.88*

Reg. \$11.50
\$8.88*

Reg. \$15.50
\$10.88*

Reg. \$18.50
\$10.88*

Complete Brake Job

• Install new brake linings - aced Reg. \$37.50 to fit Drums.
 • Turn all 4 Drums
 • Inspect wheel cylinders
 • Refill Brake system, Bleed, adjust, and Road Test

\$26.88*

LABOR ONLY (DISC BRAKE HIGHER)

A La Carte:
 Muffler Installation \$6.00*
 Wheel Bearing Repack \$1.99*
 Rotate and Balance all 4 tires \$6.50

*PARTS EXTRA

MONTGOMERY WARD
AUTOMOTIVE CENTER!
 State Inspection Center

Mr. Farmer,

WHY SUGAR BEETS?

1. High return for your Water. Most Growers irrigate in rotation with Corn and Milo.
2. Present Sugar prices makes 15% Beets worth \$29 per ton.
3. Beet Tops are worth \$1.50 per Beet ton. 25 TON BEETS X \$1.50 - \$37.50 per acre.
4. Beets should be planted by April 20.
5. Holly Sugar will sample your soil and make fertilizer recommendations.

CALL 364-2593

TEXAS-NEW MEXICO

Sugar Beet Growers Association

114 Park Ave. 364-5801

MONTGOMERY WARD COMPLETE AUTOMOTIVE SERVICE CENTER

WARDS AUTO AIR CONDITIONER 12 MONTHS OR 12,000 MILES GUARANTEE

We guarantee your new Wards auto air conditioner against defects in material and workmanship for 12 months or 12,000 miles, whichever comes first. For the first 12 months or 12,000 miles we will, at our option, repair or replace any defective part free of charge. For an additional 12 months or 12,000 miles, whichever occurs first, Wards will furnish a replacement part, without charge, for any defective part, except for receiver-drier, compressor seals, or compressor-drive plate.

SPECIAL BUY!

PLAN NOW TO COOL THOSE HOT DRIVING DAYS!

Get Wards Special auto air conditioner. A small price for big comfort. Adjustable 3-speed blower regulates air volume to suit. Two 2-way louvers direct the coolness. Beautiful for most compacts.

\$139 NOW AVAILABLE AIR CONDITIONERS FOR FARM EQUIPMENT

LOW COST INSTALLATION AVAILABLE
 WE SERVICE FACTORY INSTALLED AUTO AIR CONDITIONERS
 AUTO AIR CONDITIONER TUNE-UP AVAILABLE

WARDS DELUXE AIR CONDITIONER. BIG, COOL.

This attractive unit cools the biggest cars and includes three 4-way louvers, two side vents, powerful 3-speed blower and adjustable thermostat in a sharp chrome-finished look.

\$189 REG \$229

Editorial Advertising And Beef

Anyone questioning the efficacy of advertising might take a long look at some of the problems of the beef industry in recent months.

We are speaking of advertising in its true sense . . . any action that causes a person to think and, hopefully, to act in a particular way, whether it be a classified ad in the newspaper, a billboard, word of mouth testimonial, or all the other devices man uses.

Unfortunately, the most effective advertising can't be bought. The most effective advertising is the personal recommendation of a product or service by one human to another. Perhaps the next best ad is endorsement in an editorial. And then comes the hidden ad in a news story!

For several years, the beef industry has been making a mild attempt to persuade Americans to "eat more beef." Ads were bought in daily papers and magazines, billboards, and of course we all have seen the bumper stickers, usually on pickups.

"We suspect that many beefsteaks have been sold because the gastric juices started flowing as persons saw a picture of a juicy steak prepared to perfection or as they were reminded of the nutritional value of this protein-packed food.

But all this advertising was nothing compared to the negative advertising the beef industry received last spring and summer! This negative advertising consisted of selling the public on just one point . . . "beef is too high."

One phase of this multi-million dollar negative advertising program was the housewife boycott in many cities. But this phase would have been worth comparatively little had it not been for the news media, particularly television, which picked up the daily demonstrations and publicized them twice each evening in prime time!

Even though the price of beef on the hoof has dropped to a point where the supply is drying up due to high priced meat and low priced cattle, the effects of last summer's advertising program are still being felt. The American people were convinced that beef is "too high" and there is buyer resistance.

Advertising is neither moral nor immoral it is amoral! It can sell a bad product just as effectively as a good product, it can sell a lie just as effectively as a truth.

Consider cigarette advertising, for example!

The American people were sold a lie when they bought the proposition that beef is too high. We do not mean to say that beef is not high. It is high just as is the price of a new car, a cup of coffee, a pound of beans, a motel room, a television set . . . everything on earth we must have.

But the person who says that he "can't afford" to eat steak, then buys a new car, a cup of coffee, a television set, a gallon of gas . . . or even a pound of pinto beans, simply is rationalizing.

The facts are, those who have set the prices on a new car or television set through the years set them at a figure necessary to return a profit to those producers involved. And we accepted it, if the desire was strong enough and we could rake up the down payment!

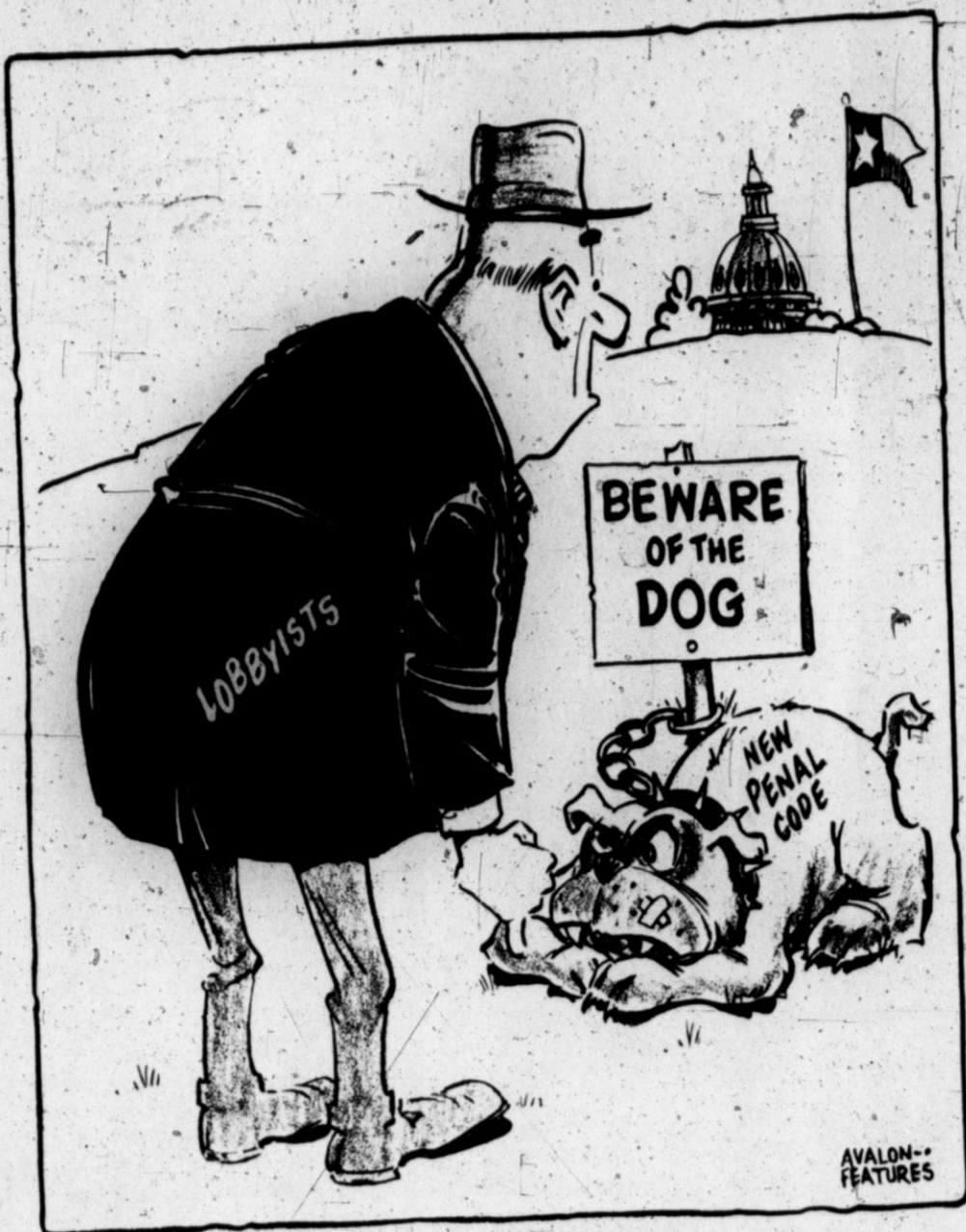
But beef, like all agricultural products, was one of those items that has long been underpriced, not because the farmer or cattleman was overly generous, less greedy, but because in our economy he had no other choice. He long raised his cattle, grew his wheat or cotton, and stuck out his hand, asking, "What will you give me?" Humanlike, we all assumed this too-low price was the norm. And when for once in a lifetime beef reached parity with everything else man buys, it just SEEMED that beef was too high!

We'd be the same way about buying a \$5,000 car if we had been paying \$2,500 for a model only to find that the new model had doubled in price.

Dried navy beans have increased 500 per cent in price over the past year, with kidney, pinto, lima and the others not far behind. Navy beans are selling for \$51 a hundred, pinto beans \$42! Even yellow split peas have jumped from \$7.75 to \$29.50 per hundred. But we don't see this screamed on television every night! We don't see the price of a new car mentioned, even in the paid ads!

The cattleman, the feedlot, and the communities supported by them, have a vast new selling job to do . . . if they expect to survive.

—The Tulla Herald



The Sunday Brand Editorial Forum

Hereford, Texas, Sunday, March 17, 1974

Talk Of Texas

By JACK MAGUIRE
LEGENDS THAT LIVE — A Texas rancher who leased some of his land for oil exploration many years ago also had dabbled with dowsing — the use of a forked stick to find water and oil.

Before drilling began, he went over the acreage with a dowsing rod. At a point where the twitching wand indicated the presence of oil, he drove a stake into the ground.

When the drilling crew came along shortly after, nobody was around to tell them where to set the well. When the men saw the stake, they assumed that it was the marker for the drilling site and began their work. They had drilled more than 1,000 feet by the time a geologist arrived and told them they were drilling in the wrong place.

By then, it was too late to abandon the project. They continued drilling. After another 1,000 feet, they hit a gusher.

Later they moved their rig to the site selected by the geologists. Yep, it was a dry hole.

IT'S A WOMAN'S WORLD — In the Houston suburb of Sagamore, three housewives operate Pumper 21 of the village's Volunteer Fire Department.

All three are married, have children and took up fighting fires in preference to coffee klatches and bridge parties. Each has been qualified in fire-fighting, first aid and rescue procedures by the Houston Fire Academy.

PISTOL PACKIN' MAMA—Town marshal of South Padre Island, a recently incorporated town on the southern tip of Texas, is a 5-foot-9, 132-pound redheaded beauty named Ronalyn Adams.

Mrs. Adams, mother of an eight-year-old son and six-year-old daughter, won the marshal's job in a write-in campaign over 18 other candidates. The position pays no salary.

HOW IT BEGAN — The first public meeting of Masons in Texas occurred on December 27, 1835, about a mile north of Brazoria.

Dr. Anson Jones, who was to become the president of the Republic of Texas a few years later, called the meeting. The lodge brothers met under a large oak on the farm of John Austin. The tree, known today as the Masonic Oak, still stands just off State Highway 36. The charter for a Masonic lodge

had been issued to Jones by the Grand Lodge of Louisiana several months earlier. He kept the charter with him in his saddlebags through the battle of San Jacinto. After Texas won its independence from Mexico and the new Republic was established, Jones called a meeting of Texas Masons in the Senate chamber on December 20, 1837.

There, with President Sam Houston of the Republic presiding, the Grand Lodge of Texas was formally established. Jones was unanimously elected the first Worshipful Grand Master.

THE TOWNS OF TEXAS — Residents of the Lone Star State can find a home in a community with a name to fit just about any mood.

There are towns named Jolly, Energy, Comfort and Happy. There also is a Humble and a Coy City. Petty is on the map, too, and so is Cross.

One can also choose Prosper, Security, Sunny Side and Independence. There also is a Grit and even a Welcome.

FOOTNOTE TO HISTORY — Christmas, 1883, was not a happy one in Brown County because it brought a climax to the fence-cutting war.

Cutting of fences by armed bands had started in the summer of 1883. It was part of the conflict between landless cattlemen who wanted to retain the open range and those who had established permanent ranches behind barbed wire fences. Most ranchers owned or leased the fenced lands, but others enclosed public lands and even farms that belonged to others.

To discourage the practice, the fence-cutters began destroying barbed wire all over the county. By late fall, the damage by fence-cutters (who also burned pastures sometimes) was estimated at \$1 million. It all climaxed on December 10, 1883, when more than 200 wire-cutters met in Brownwood, the county seat, and demanded that the sheriff protect their activities.

On January 4, 1884, the Legislature met in special session and passed a law making fence-cutting a felony. In return, ranchers agreed to remove fences from across public roads and from land they didn't own or lease.

It was a victory for the small ranchers and farmers, but it sounded the death knell for the open range.



by
ARCH N. BOOTH
Chief Executive Officer
Chamber of Commerce
of the United States

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

"WE CAN shut this country down," some of the independent truckers are bragging, as though that's something to be proud of.

Maybe they can. Well, so could a lot of other groups. And suppose one of them did? Would the truckers — or anyone else — be better off in a "shutdown" country?

The truckers have some legitimate grievances, caused mainly by the same kind of behavior on the part of the Arabs that some of the truckers themselves are now adopting. That in itself is food for thought.

The independent truckers are small businessmen. They generally own their own trucks, which are often heavily mortgaged. They usually charge by the mile for their services and must pay their own expenses.

TIME IS MONEY
WITH LOWER speed limits, they will not be able to cover as many miles in a given time period, which cuts into their pay, or profit. Likewise, higher fuel costs raise their expenses.

To the extent that they are suffering from the energy crisis more than the rest of us, they deserve consideration. But they do not have a right to demand special privileges which leave them untouched while others bear their share of the burden.

The best way to alleviate the problem would probably be an increase in freight rates. The truckers understand that such an increase would aggravate inflation, so they oppose it. Unfortunately, the other alternatives are worse yet. A higher speed limit for trucks than for cars — which the truckers want — would create a serious traffic hazard. Any traffic engineer will tell you that differentials in vehicle speed cause accidents. Picture trucks weaving in and out of the automobile traffic on an in-



Editor's note: The Bootleg Philosopher on his Deaf Smith grass farm tackles a variety of subjects this week.

Dear editor:

According to the latest public opinion poll, only 28 per cent of the people approve of President Nixon, but on the other hand the same poll shows that only 28 per cent of the people approve of Congress.

While no poll has been taken along this line and I don't look for one, I have a notion that if you polled Congress you might find that only about 20 per cent of its members approve of us.

IN OTHER words, very few people approve of very many people. Look around you, but don't look too close.

Changing the subject, I understand that one of the victims of the petroleum shortage is the phonograph record people. Records are made of plastic, plastic is made of petroleum, hence fewer records. It's one of the least alarming side effects of the energy shortage. I mean, I can't understand the words the singers are screaming on the records already out.

terstate highway and you can see the danger.

So if the truckers get a special speed limit, it will be at risk of life and limb for their fellow highway users. I'm surprised the truckers haven't thought of that themselves, since they usually go out of their way to be courteous toward other motorists.

On the other hand, if the speed limit is raised to 65 for everyone, then the country won't save the gasoline that could be saved by a 50 or 55 limit. And right now, the conservation of any fuel is in the interest of all fuel users.

DIESEL IN DEMAND

THE TRUCKERS are having fuel problems, too. Most use diesel fuel, which is in very short supply. They believe that some truck stops have been overcharging for it.

I hope the government will move quickly to prosecute any fuel dealers who have been violating the price control laws, as it has pledged to do.

But every dealer with a higher price on his pump is not necessarily violating the law. Some price increases have been allowed by the Cost of Living Council. Other increases result from the rising cost of imported petroleum, which may be "passed through" under the control laws.

The government is trying to insure that vital industries — including freight transportation — have access to as much fuel as possible. The difficulty in allocating diesel fuel is that virtually all uses of it are important. This is the fuel of trucks, buses, tractors, construction equipment, trains, mining and oil production equipment, and home heating. None of these users can be cut off entirely.

As of this writing, the majority of the independent truckers have continued to perform their vital work, for which we may all be properly thankful. The union truckers, the Teamsters, have also acted responsibly.

Members of both groups have been shot at because they stayed on the road.

If that keeps up, someone will be killed, and the blockade-minded truckers will have added the strain of murder to the blot of extortion on the shield of a proud industry.

THIS reminds me of something that happened a few years ago. The Federal government sent a lot of rock bands abroad to, as it put it, "improve cultural relations," but the mission failed as far as I'm concerned. The bands all left records to be played over here while they were gone.

Changing the subject again, I notice that Washington has just canceled a debt of several billion dollars India has owed us for the last 20 years on the grounds that the debt was "politically embarrassing to India."

WHY CAN'T we get our bankers to adopt this broad-gauged view of financial debts? Any time a note becomes embarrassing, the bank sends an ambassador to your house to cancel it. You having trouble getting enough money together to pay your income tax? Stake out a few Brahma cows in your yard and tell Washington the debt is politically embarrassing.

Yours faithfully,
J.A.

The Sunday Brand

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O.G. Nieman
Don Richards
Sue Coleman
Lynn Brisendine

Publisher
News Editor
Women's Editor
Advertising Manager

CIRCULATION 364-2030

H.D. CHATTER

4-H Bean Supper

Scheduled March 29

By Argen Draper

Home Demonstration Agent



TICKETS for the Bean Supper are moving fast. The allotted number of tickets at the office are already out and, we hope, sold.

You 4-H'ers are going to have to rush the sales if you sell more than Leslie Batterman, as Leslie is one of our best recruits on selling tickets. Thanks, Leslie, for helping with the Bean Supper.

The tickets are \$1 for the meal. The menu — beans, slaw, pickles, onions, cornbread and cherry cobbler (or at least cobbler; it may be peach or maybe something else, but it will be yummy!).

How can we sell for \$1 a plate? It's a professional secret. All we will admit is that there are many wonderful friends of 4-H.

We are so appreciative of all the fine help so many of you give us. It is possible that we will be able to pay all of our pledge to the State 4-H Center from what we make at the Bean Supper, March 29.

Last year the 4-H leaders pledged \$3,000 for the 4-H Center at Brownwood. The pledge was for \$1,000 a year for three years. After the Bean Supper last year, we paid \$1,000 with some left over which the leaders put in a savings account.

As the ground has been broken for the center and the money needed, we will try to pay all the pledge this spring.

MARCH is Nutrition Month and whatever means are taken to remind the homemaker to feed the family well is time well

spent. Good nutrition cannot promise perfect health, but a well-nourished person can expect to feel better more years of his life.

The poorly nourished person is more susceptible to disease and it seems those persons never feel well. Never reach their optimum in energy and the feeling of well-being.

Food, chosen from the four food groups — meat group, milk group, bread and cereal group and fruit and vegetable group will aid in good nutrition. Consumers spend 10-11 per cent of the food dollar on items not in the four food groups.

BAKE & Take Days, March 21-22, are designed as a new way to share concern for others. The Texas Wheat Producers Board, the Wheat Foods Council and the Extension Service are sponsors. Consider baking a product and taking it to a shut-in or a friend.

BEEF promotion this month has been great. We appreciate the things the CowBelles are doing.

If everyone talks good nutrition, people will be more conscious in eating properly and feeding families properly. Marn Tyler is giving outstanding leadership to this enthusiastic group of belles.

WHY DO folks pick on potatoes? Have you seen the ad that repeats about six times "stuffing instead of potatoes". Then the family in unison choose stuffing instead of potatoes.

It seems a bit odd that the two are compared. We presume that potatoes is the universal food and can be grown in most parts of the world. Dieters for years have commented on potatoes.

A medium potato peeled after baking or boiling has 90 calories in it. Potatoes are counted a good source of Vitamin C unless peeled before boiling. The Vitamin C is close to the peel and is removed in peeling.

HAVE YOU ever thought of all the things you have learned from older persons? We were in a crowd this week. The conversation turned to age.

Of the few people there, one was 75 years, another 78 years and one will be 90 this summer. We appreciate the knowledge these ladies have and good judgment they have developed over the years.

WE ARE prompted to say, "Most people need a will." Anyone with a car, interest in a home, household effects or cash in a bank has an estate, and needs a will.

It's just as important to people in modest circumstances as those with vast estates and sometimes even more so.

If a person doesn't make a will his property will be distributed according to state law. As an added bonus a carefully drawn will sometimes reduces estate taxes.

Costs vary for preparing a will, depending on complexity of the estate and plans for distribution. So, before hiring a lawyer to draw up a will, determine his fee. Lawyers are willing to discuss all aspects of fees. The money paid to secure the services of a lawyer is money well spent.

Persons with property or possessions should make a will as soon as possible. Later, if desired, he or she can destroy, cancel or change this first will. After all, a person's last will is the legal one.

All persons with minors should name a preference of guardian, in case of dual disaster. If no guardian is named in the will, the Court has the responsibility of naming the guardian.

It would be very smart to pick out the person or persons to rear your children if by some tragedy you are not permitted to finish the job.

No one wants to think about this, but it is the most intelligent thing to do.

Barry Goldwater, Senator (R-Ariz): "Liberal columnists are trying to set me up as President Nixon's political executioner. I won't play that role."



CAMPFIRE ACTIVITY — Samples of the numerous activities which interest Hereford girls in the Campfire program, are shown in groups of two different age levels. Starting on a camping trip, top photo, are Donna Dawes, Lynn Bridges and Carol Henly of the Campfire Girl group led by Mrs. David Brumley. Seasonal craftwork by sophomore Horizon Club girls, bottom photo, is Easter egg decoration; Cindy Crider, Melinda Watts and Melinda Matthews demonstrate. These and several hundred other girls and adult leaders begin the observance of National Campfire Birthday Week today with church attendance in groups.

Party Honors Teacher

Mrs. Johnie Townsend, teacher of Victory Sunday School Class of Avenue Baptist Church, was honored with a birthday party by the class Thursday evening in the Reddy Room of Southwestern Public Service building.

In connection with the party a special guest, Mrs. Dave Stocker, sang a song to honor Mrs. Townsend. Members also presented the honoree with a gift.

The class president, Mrs. Bill West, presided over the

Cheer Up

If you can look happy when you aren't, you'll get along all right.

-Current, Carlsbad, N.M.

Definition

Go-getter: A motorist who runs out of gas on today's interstate highways.

-Times, Richmond.

College Scene

Sign on Dorm Door: If I'm studying when you enter, wake me up.

Protect Yourself

Help protect yourself and others you love by having regular medical checkups, and then write a check to the American Cancer Society.

Let The Word Go Out

Help spread the word. Early detection and prompt treatment can save many more lives from cancer. Give to the American Cancer Society to spread the word everywhere.

Arranging Is Topic

A delegate from Bud To Blossom Garden Club to the spring convention of Texas Garden Clubs Inc. Mrs. Ron Bridges was elected at the club's meeting Friday morning. She will attend the meeting in Houston April 16-18.

Mrs. Bridges was hostess in her home and Mrs. R.L. Ethridge was guest speaker. She is a member of Hereford Garden Club, a master judge and an authoritative speaker on flower arranging.

She demonstrated miniature arrangements, using principles which apply also to larger pieces.

Mrs. Bill Nelson, vice president, had charge of the business meeting in the absence of Mrs. Billy W. Sisson, president. Planning began for

observance of the club's silver anniversary; definite plans will be made by a committee.

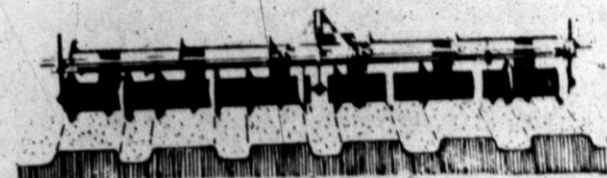
Members present included Gladys Setliff, Mmes. Mac Tucker, Jess Robinson, W.H. Gentry and Gaylon Bryan.

You, And You, And You

It will take YOU and YOU and YOU to help put an end to cancer. To protect yourself and your loved ones, the American Cancer Society urges an annual health checkup and your generous support for its Cancer Crusade.

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SEE THIS OUTSTANDING HOME BY CARL McCASLIN LUMBER CO.

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- 3 Beautiful Baths
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- Large Family Room
- Wood Burning Fireplace
- Big Covered Patio
- Convenient, Large Utility Room
- Oversize Garage Rear Entry
- Electric Door Opener
- 6 Foot Wood Fence
- Fully Insulated For Comfort
- Many, Many Closets

Conveniently located, close to schools, exclusive surroundings. Built of Quality Materials by a Quality Builder

CARL McCASLIN LUMBER CO

344 E. 3rd

364-3434

Herd Enters Final Round, Plays Borger For 3rd

The Hereford Whitefaces lost a heart-breaker in extra innings to Levelland 5-4, Friday to send them into the finals for 3rd place Saturday in the Deaf Smith County Chamber of Commerce Invitational Baseball Tournament.

The Herd had led twice during the game, but allowed the Lobos to tie the game in the 7th frame and send the two teams into more innings. Dave Loerwald, who went all the way on the mound for Hereford, was credited for the loss when a Lobo player got a good bounce on a hit and the ball got past left fielder Doug Charest and a single base runner scored.

Loerwald had gotten out of a jam when he allowed a single at the start of the inning. He then caught the next man looking for a strikeout and forced a runner at second on a ground ball.

With two outs and a single man on first, Levelland then banded out the triple to left field which scored the winning run.

The loss knocked the Herd out of a chance to play Pampa in the game for first place Saturday. Pampa had earlier defeated Canyon 10-3 and Borger 9-1 to advance to the top spot.

Borger and Hereford clashed in the 3rd place spot but results were not available by presstime.

Levelland had drawn a bye in the first round, defeated Hereford in the second day of action to advance to the finals. Borger had downed Dumas 8-7 Thursday, but were beaten by Pampa Friday to put them in the battle for 3rd place against Hereford.

Hereford beat Amarillo Palo Duro 10-4 in the first day of

action Thursday to allow Palo Duro a shot at Dumas in the Consolation bracket Saturday. Palo Duro had a bye the second day while Dumas defeated Canyon 8-0 Friday.

In the Palo Duro game Friday Lynn Tarr pitched all seven innings for the Herd and was credited for the win, his first of the year. Dave Loerwald and Mike Crim each knocked in four runs in the game and Doug Charest added two other runs batted-in (RBI).

Loerwald went 2 for 3 while Steve Loerwald went 3 for 3 and scored 3 of the runs.

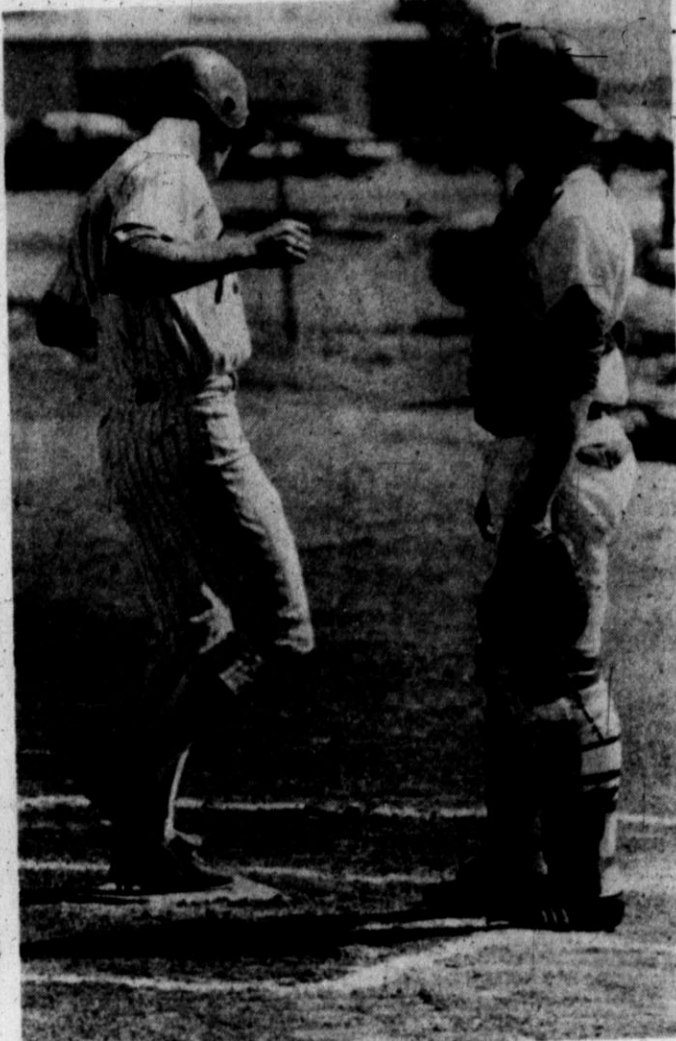
Crim was 2 for 4 and scored a single run as Charest was 3 for 4 to add to his RBI's. Harvey Torres was 1 for 3 and scored 2 runs. Dennis Nunley scored the other two runs and was 0 for 2 for the day.

Mike Fort was the losing pitcher for Palo Duro.

In the Friday game Crim and Albert Gonzales led the batters as both went 2 for 4 at the plate and each had 2 RBI's. One of Crim's hits was a double. Steve Loerwald also went 2 for 4 at the plate and had a two-sacker.

Other hitters for the Herd were Dave Loerwald, who was 1 for 4 at the plate and Pete Hale who was 1 for 3 at the plate.

Hereford had eight hits during the game, but couldn't get enough runners across late in the game. Four costly errors allowed Lobo runners on bases which eventually cost the game for the Faces. Davey Kirby for Levelland was the winning pitcher.



Boys Baseball Meeting Set; Players Signup Planned Saturday

Player signup for the summer Boys Baseball program was announced today by league officials along with the planning of two coaches meetings.

Signup for players will be from 2-5 p.m. Saturday in the Flame Room of Pioneer Natural Gas. Boys eligible for the program must be from 8-14 years old to compete in the Broncho or Pony Leagues.

A coaches meeting for minor and Pee Wee league coaches was planned for 8 p.m. Monday night with a second overall meeting of all three leagues for 8 p.m. Thursday. Both meetings will be held in the warehouse of Pioneer Natural Gas on East U.S. 80.

Golf Team Ranks Fifth In Tournament In Lubbock

The Hereford Whiteface Golf Team competed in the Lubbock tournament Friday.

Team results were as follows: Snyder, 304; Monterey, 310; Coronado, 314; Plainview, 318; Hereford, 320; and Lubbock High, 346.

Hereford individual scores were: Curtis Stoerner, 76; Shayne Lockhart, 79; Joe Priddy, 82; O.H. Seamands, 83; Tom Coneway, 85.

B team individual scores were: Rex Lee, 88; Dan Vanderzee, 94; Billy Word, 95; Kelly Lea, 102; and Larry Vigil, 107.

The team will travel to Plainview, Friday, March 22.



7th Grade



8th Grade



9th Grade

Thursday game

Hereford	400	303	0	10-11-3
Palo Duro	120	000	1	4-9-4
WP	Tarr;	LP	Fort;	2B-Crim;
3B	D.	Loerwald.		

Friday game

Hereford	000	301	00	4-8-4
Levelland	101	010	11	5-6-2
WP	Kirby;	LP	D.	Loerwald;
2B	Crim;	S.	Loerwald.	

Another Run

Mike Crim crosses the plate to score a run Thursday during action in the Hereford 10-4 victory over Amarillo Palo Duro. Hereford lost to Levelland 5-4 in eight innings Friday and met Borger Saturday afternoon for the third-place spot in the Deaf Smith County Chamber of Commerce Invitational Baseball Tourney here.

La Plata Boys Fare Well In Friona Track Meet

All three La Plata Junior High boys track teams fared well last weekend in the Friona Invitational Track meet.

La Plata 9th won its division of the meet with 144 points with Stanton Junior High finishing second. La Plata took first place in both relays and set new track records in both events.

Stanton won the 8th grade division and La Plata finished with 45 points for fifth place. La Plata then finished fourth in the 7th-grade division with 47 points.

In the 9th grade division La Plata captured both relays with the same four runners, Russell Harkins, Roy Martinez, Terry Brady and Carlee Graves.

Roy Martinez won the 100-yard dash with a 10.9 clocking with Terry Brady finishing sixth. Dennis Artho finished third in the 880 with a time of 2:16.5 and Arthur Rocha got sixth place.

In the high hurdles Dale Tarr finished fourth and Rowan Alexander got 8th. In the 440 yard dash Doug Reinart nabbed

first place for La Plata with a 58.1 time. Rowan Alexander then finished high in the intermediate hurdles.

Carlee Graves got 2nd in the 220-yard dash with a time of 25.1 while Doug Reinart had 4th place.

In the mile run Pete Madrigal had 2nd place and Tony Benavides had 4th.

In the mile relay the same relay team nabbed top spot with a time of 3:51.2. Archie Crim finished 3rd in the discus with a throw of 117'1" and Roy Martinez finished in top place in high jump with a leap of 5'5".

Martinez also set a new record in the long jump with a leap of 18'11" while Terry Brady finished 3rd. Martinez finished the meet as high-point individual with 40 points.

In the 8th grade division the LP team finished 2nd in the 440-relay with team of Tommy Clarke, Ricky Boyd, Daniel Olson and Steve Cortez. In the 100-yard dash Ricky Boyd had 4th place.

Raymond Cantu got 4th place in the 880 yard run and the same 440-relay team got 2nd place in the Mile Relay. Ricky Boyd finished 4th in the shot put and Tommy Clarke was 6th in the long jump.

High point man for La Plata 8th was Ricky Boyd with 16 points and Tommy Clarke with 9 points.

La Plata Girls Track Team Places Well

The La Plata Girls Track team competed against 18 other area teams in Olton on March 2.

Cindy Ford won 1st place in the 660 Dash, with a time of 2:01.1

The Junior High 440 relay team, composed of Angela Hartman, Paula Barber, Cindy Ford, and Pam Whitley, placed 6th with a time of 58.7

Staci Payne, Polly Robinson, Barbara Scott, Denise Smith, Joni Webb, Anna Wilson.

Eighth Grade—Paula Barber, Judy Birdwell, Vicki Christie, Andy Ford, Patti Hendon, Vivian Martin, Rita Soliz, Pam Whitley, Paula Wiley.

Joyce Betzen, Rhonda Brooks, Cathy Crim, Angela Hartman, Lee Kindsfater, Deadra Polan, Paula Sperland, Kathy Wilson.

Ninth Grade—Grace Abalos, Dora Cantu, Suzanne Duvall, Nicki Merritt, Shelly Scott, Shirley Wheeler.

Beverly Bell, Laurie Close, Daren Grimsley, Terri Owen, Shari Straffuss, Julie Wilcox.

Suzanne Duvall, a freshman, but running in the High School Division, placed 5th in the 440 Dash with a time of 67.8. She also placed 6th in the shot put with a distance of 30'4".

The La Plata girls competed at Sunray Saturday and will be at Dumas March 23. Freshman girls will compete in the Hereford Girls Track meet on March 30.

Seventh Grade—Luanna Berryman, Denise Cotten, Janice Glass, Barbara Jacks, Lynn Mitts, Laurie Pittard, Marie Schilling, Janis Simpson, Melinda Tatum, Glenna West, Lisa Blakely, Irma DeLosSantos, Thelma Hernandez, Becky McGilvary.

Softball League Plans Discussed

Directors of Kids, Inc. of Hereford are checking into the possibility of forming a girls' softball league. It was announced this week by Greg Bamer.

In order to determine the interest in such a program, girls and parents are asked to send a post card to Box 1945 if they would like to see a league organized. The program would be for girls from age 8 to 14.

If you, as a parent, are interested in the program and would be willing to help in some capacity, indicate this on a post card and mail it to the above box number. The organization also needs to determine if enough girls desire to participate in the summer softball program.

Daffynition
Fun is like insurance—the older you are the more it costs.
—Spotlight, San Diego.

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No Drugs No Exercises
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Provides most needed daily nutrients
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Helps increase energy
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If I am not in on your first call, please try again.

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By The Garden Gate With Glad

By Mrs. Art Manjeot

Spring is bursting out all over. If you do not believe this, just get out and drive around town. The apricot trees are in full bloom; the forsythia is starting to bloom; lawns are turning green; trees are covered with buds—which are swelling and will fast have leaves unfurled; some are showing green and the grabapple bark is red and glowing; many beauty spots have been created with golden daffodils, and crocus.

Yesterday I saw many people working in their yards and children are flying kites (the new ones are fantastic; I just love watching them soar into the bright blue yonder). Raking, plowing, spading, hoeing, and mowing were activities of the day. Join the crowd, there is nothing quite so refreshing as to get out in the

sunshine and work in the soil. Tidy up the flower beds and lawns.

If you still have a bad case of winter slump, one of the recommended ways to get rid of it is to keep busy. Is also good therapy to help us to forget the problems confronting our nation, and our personal problems and heartaches. Try it!

Garden clubs nationwide are busy these days getting ready for spring conventions. They are one of the main creative forces which are striving to right environmental controls. Great strides have been made and aims are high for greater progress.

E.C. is a national problem and many individuals, organizations, communities and cities are joining in this great movement. I was pleased to read the following in a recent publication.

A NEW LOOK IN TEXAS . . . CLEAR SKIES

"Pollution" is an easy way to start a conversation. But it is much harder to do something about.

The City of Fort Worth did! About 10 years ago, incinerators and open dump burning blotted out the imposing Fort Worth skyline. City officials, determined to correct the problems, studied various methods of disposal. Research showed that sanitary landfill would be most effective.

The progressive city prepared a long range plan that included well-engineered disposal sites. Equipment that could best handle the special landfill duties was selected. Fences and landscaping screened the operations from neighbors and gave the site a pleasant face.

Today the Fort Worth skyline shines bright and clear on the Texas landscape. The National Urban Institute describes it as having "the clearest air of the 18 largest metropolitan areas in the country". Complaints are rare; costs are minimal and waste land is being turned into valuable property that can be used for recreation or building sites.

THERE IS a new outlook in Fort Worth! How about Hereford! Now that the weather is sunny and pleasant, we can all start getting ready for

Cleanup Week. Strive to make our place the cleanest and most attractive one in the block. An excellent place to start such a movement would be down town Hereford. Another thing we can do to make our home cleaner and keep down pollution is to cooperate with the City regarding the use of the dumpsters. Re-read the directions and please comply.

Yesterday I took time out to follow directions in the handling of trash, it only takes a little bit more time and it is necessary, as co-operation pays off.

Our number one problem nationwide, is apathy. The president of National Garden Clubs, Inc., Mrs. Mary B. Kittel of Fort Worth, states in her letter to all garden clubs, "The most insidious enemy facing us today is apathy."

Breaking this down it means lack of emotion; indifference; lack of interest; without feeling. Generally it means that don't care feeling.

Solution, (if there is one and I think there is) become concerned; care, share, and fall in line by doing your bit.

GARDEN TIPS: While we wait for the last killing frost which is predicted for April 23, and for the ground to warm to 60 degrees temperature which is required for seed germination, we can busy ourselves with many garden chores.

Bare root roses and trees can be planted; prepare flower beds for new plantings; plan on paper, changes to be made in the garden; include in plans a vegetable garden. Vegetables planted with flowers makes a very satisfying and pretty combination; prune and shape up the fruit trees if you have not already done so.

Proper pruning trees is essential for an abundant crop of large fruits. Young fruit trees should be pruned early to establish a good, strong scaffold system with wide-angled, well-spaced branches that will tend to split. Once the trees reach bearing age, however, similarities in pruning disappear. The rapid-growing ones require heavier pruning than the slower-growing.

Apricots, peaches and plums are among the most vigorously growing fruit trees. They should be pruned heavily by removing two-thirds of last year's growth. This will encourage new shoots which bear fruit only once during the following summer. If heavy pruning is not done, fruit will be produced farther and farther out on the branches each year.

Apples, cherries and pears are among the slow-growing fruit trees. Little new growth that bears fruit is produced each year. Instead, fruit is produced on long-lived spurs, so pruning consists mainly of cutting out dead and misplaced branches.

Training a fruit tree to make a pleasant landscape specimen (and they do add beauty to any landscape) for best result in pruning, it is necessary that the growth pattern be studied and each year the pruning should be so directed that the growth will be more natural.

Encourage new homemakers to plant fruit trees for shade and landscape beauty; when they do yield a fruit crop their service has been twofold.

Don't be timid in pruning, it is better to make a few wrong cuts when the tree is dormant, than not to prune. Soon the new spring growth will hide all mistakes, and beauty will be the reward.

ALONG THE FRIO

By MRS. OWEN ANDREWS
Brand Correspondent

By MRS. OWEN ANDREWS
Frio Homemakers Club met Tuesday in the home of Mrs. Jack Andrews. The program was given by Mrs. Bill Warrick and consisted of a demonstration of dough modeling into decorative items and also the making of shadow boxes for miniature art display.

Others attending the meeting included Mmes. D.F. Yandel, Annie Springer, E.F. Vogler, Sam Ogan, J.E. Warrick, Herbert Bruns, Ronnie Andrews, Fred Walton, Eldon Fortenberry, Weldon Stephan, Owen Andrews and Rick Hutson.

Mrs. Frank Robbins is improving following major surgery Wednesday in St. Anthony's hospital, Amarillo. Several from the community have visited her there this week.

Visiting the Clayton Jobs for about 10 days was his mother, Mrs. W.W. Jobe from Oklahoma. She came home with Clayton recently when he was in Oklahoma City on business. On Friday of last week Mr. Jobe came, stayed a few days and they returned home Tuesday.

Visiting the Sam Ogan Wednesday were Mr. and Mrs. Earl Clap of Borger. They and the Ogan went to the Jack Andrews home where they saw slides made in Israel last year when Mr. and Mrs. Clap toured there.

Groups of Frio Baptist Church members have been having prayer meetings in homes the past week in preparation for the revival meeting, to be March 24-31. Darold Baldwin of First Church, Canyon, where he is pastor's assistant, will be the evangelist for the meeting. Music director will be Ed Shubert of Amarillo.

Mrs. Carlton Dobbins, Robert Dobbins and Robby Joe visited the Wayne Betts at Euless last weekend. Each night they attended an I.H.C. tractor pull at Fort Worth and also went to see the new airport.

Mrs. Eva Dement of Hereford spent the weekend with Mrs. Robert Dobbins and girls here, while Robert and Robby Joe were away. Robert Dobbins was honoree at a relatives' birthday supper, Saturday night at the Dobbins home.

\$500 Is Gift

A check for \$500 was presented Friday evening to the Dawn Community Association, a contribution of Dawn Extension Club to the fund for a new community building.

Plans for Mrs. Jerry Stewart to make the presentation were completed at the Club, at Dawn Co-op dinners and at an estate sale.

After the lunch Friday the club members toured the Arrowhead Mills in Hereford. In the party were Mmes. Pat Smith, Don Ed Middleton, H.V. McCabe, Jim McCabe, H.D. Fowler, Carl Parnell and Stewart.

Witnesses Attend Assembly

Spanish speaking Jehovah's Witnesses from Hereford were among the 1,160 present for an assembly last weekend in Plainview, which had the theme, "Love one another intensely from the heart."

L. Montemayor, presiding overseer here, announces that regular meetings of the Hereford congregation have resumed after the convention.

Those present from West Texas and New Mexico watched last Sunday morning as 25 persons made public vows of dedication to Jehovah and then received water immersion. Keynote speaker for the assembly was L. Torres, whose Sunday afternoon talk was titled "Securing a Divine Victory."

In other sessions, delegates received Bible counsel on family problems; showing brotherly love, and methods of door to door ministry.

Comings And Goings At Kings Manor

By FAY GAUGGEL

By FAY GAUGGEL
Mr. and Mrs. Cecil Doss of Plainview visited their aunt, Mrs. Gauggel, and sister-in-law, Mrs. Don Davidson, last Sunday.

Recent guests visiting Mrs. H.T. Fields were her son and wife, Mr. and Mrs. Wallace Fields of Shamrock; Mr. and Mrs. Wayne Steel of Silvertown and Mr. and Mrs. John Stevens of Roswell, N.M.

On March 9 several of our residents (cottagers, they were) left Amarillo by bus for a tour to Naussau. The following are gone for about 17 days: Evadne Cox, Leota Moore, Lucile Naylor, Louise Vaughan, and Martha Shirkey.

They will touch such interesting spots as New Orleans; Mobile, Ala. for the Azalea Trail; Natchez, Miss. and its ante-bellum homes; St. Augustine, Miami, Florida Keys and Naussau, capital of Bahama Islands.

Instead of saying, "Bon voyage", and all those things, perhaps we'd be more appropriate to say, "Safe journey", and, "Gasoline beaucoup".

The Snows in their travels took pictures of William Randolph Hearst's Castle 200 miles from San Francisco. These they showed to us due to the holding of Patricia Hearst, kidnapped daughter in the Hearst family, for weeks by the Symbionese Liberation Army.

The castle with its guest houses is about the most plush expensive outlay we'd ever seen even on slides. There were three or four guest houses each one of which looked to be the main house to us.

All this architecture was imported from mansions in Europe. No expense was spared. If a certain portion of a wall was desired the whole wall was taken out and moved to California.

This week our vesper service was different. We usually hear a preacher. (Or should I say a theologian?) Jake Diel could have been one of these or both but he's a good Baptist layman.

He operates the Diel Construction Corporation. The fact is he's now paving the street in front of our Manor. We understand he's donating part of the cost. The improvement is wonderful. Mrs. Dewitt Seago introduced Mr. Diel. We gave him a rising vote of appreciation and much applause.

The talk was of two rich men of the Bible — Job and Christ. The message was clear. You have blessed us, Mr. Diel. Let us hear you again.

Shades of erstwhile glamor gals . . . On Monday every lady who wanted a manicure

received the treatment free. How gracious of the Hereford High School Cosmetology class to serve us so pleasantly!

These students take also the regular academic courses, so they are full-fledged graduates with this special practical skill added at graduation. They are sophomores, juniors and seniors.

My old pet hang-nail chided me, "Now if you had been grooming your hands this way all along, I'd have never shown my face."

Thanks, you lovely girls! We all feel delightfully self-conscious about our fingers. Your public relations concept is really showing and it looks good. Come again.

We have just learned that our gentlemen also let these ladies groom their nails.

Trade at home. It pays me, you and everyone here.

Character is never established in a single year.

Thinking is the first requisite of any freedom.

Ladies Asked To Tea Today

The Hereford Jaycee-Ettes extend an invitation to local young women to attend a membership tea 3-5 p.m. today at Community Center.

The informal gathering will hear the attributes of being married to a Jaycee. Anyone can attend the tea if their husband is already a Jaycee or is a prospective member.

The deliberate misuse of freedom is as dangerous as its suppression.



Out of Orbit
DON'T WAIT UP FOR ME DEAR - THE BOSS IS SENDING ME ON A LITTLE TRIP!

bugs, blight and bad weather

...now not enough fertilizer

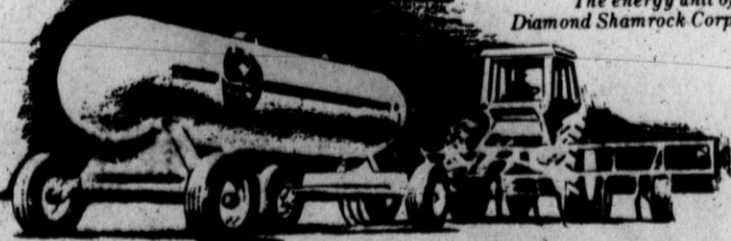
When you consider their constant exposure to unpredictable weather, insects and other risks, farmers receive small credit for producing the food and fiber so necessary for our standard of living. And now farmers are asked to plant more and produce more when there is not enough fertilizer available to do the job properly.

Diamond Shamrock Oil and Gas Company has always been farm oriented. We produce NITROMITE, Shamrock's fine brand of fertilizer, as well as motor fuels and lubricants for all types of farm machines.

Although our plants are producing ammonia at maximum levels, we cannot satisfy the increased needs of our farmer friends in the Southwest and Midwest. We assure you, however, that we will be working hard to maintain this level of production and that we will distribute it as fairly as we can. Everyone can help in these critical times by conserving petroleum products wherever possible. Let's work together for a better tomorrow.



DIAMOND SHAMROCK OIL AND GAS COMPANY
The energy unit of Diamond Shamrock Corporation

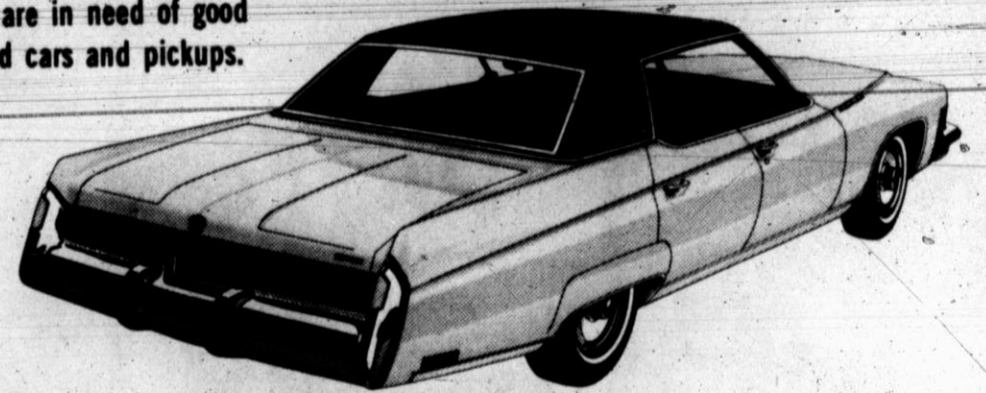


Diamond Shamrock Chemical Company, the chemical unit of Diamond Shamrock Corporation, is one of the nation's leading producers of important chemicals for industry and agriculture and of nutrition and health products for man and animals.

OUT THEY GO

John Orsborn Buick, Pontiac, GMC is having a once in a lifetime spectacular 3 Day Sale on all Buicks, Pontiacs and GMC'S. March 18, 19, 20

We are in need of good used cars and pickups.



No. B174 EXAMPLE: BUICK LIMITED
4 Door, White w/Blue Velure Trim \$7172.
SALE DAYS ONLY **\$5817**

We have 10 Limiteds at similar savings!

No. B119 EXAMPLE: BUICK APOLLO,
Loaded \$4221.70 SALE DAYS ONLY **\$3713**
Others at similar savings.

No. B159 EXAMPLE: BUICK CENTURY,
2 Door, Loaded \$4534.45 SALE DAYS ONLY **\$3860**
Regals, 4 Drs. at similar savings.

No. P109 EXAMPLE: BONNEVILLE COUPE,
White, \$5689.05 SALE DAYS ONLY **\$4641**

No. P100 EXAMPLE: CATALINA,
2 Dr, Maroon & White \$5399.90 SALE DAYS ONLY **\$4425**

No. T167 EXAMPLE: GMC 3/4 TONE
Red/White, \$5338.70 SALE DAYS ONLY **\$4337**

This sale ends Wednesday night, March 20. If you are working and can't come by, call one of us and we will stay for your convenience.

John Orsborn Buick, Pontiac, GMC

364-0990

364-1222



FRESH AS DEW FURR'S Sunrise Fresh

FRUITS AND VEGETABLES

We Reserve The Right To Limit Quantities

Prices Effective Thru 3-20-74

Delicatessen

- Tangy Old Fashion Bar B Que Lb. 2.89
- Baked Beans pt. .69
- Potato Salad lb. .69
- Cole Slaw pt. .69

We redeem Food Stamps in our Delicatessen

PINEAPPLE 49¢
FANCY SUGAR LOAF EACH.....

BANANAS CENTRAL AMERICAN GOLDEN RIPE LB..... 13¢
ORANGES CALIFORNIA FINEST NAVELS 5 LBS \$1.00

CELERY LARGE STALKS EA..... 19¢

CUCUMBERS FANCY LB..... 22¢

BELL PEPPERS LB..... 25¢

ONION PLANTS WHITE CRYSTAL WAX 100 PLANT BUNCHES 3 BUNCHES \$1.00

CHUCH STEAK FURR'S PROTEN LB..... 98¢
Advertised Special

RANCH STEAK FURR'S PROTEN LB..... \$1.09
Advertised Special

BEEF ROAST FURR'S PROTEN SHOULDER LB..... \$1.09
Advertised Special

GROUND BEEF FRESH GROUND LB..... 89¢
Advertised Special

STEW MEAT FURR'S PROTEN LEAN CUBES BONELESS LB..... \$1.09
Advertised Special

SHORT RIBS FURR'S PROTEN LB..... 49¢
Advertised Special

ROUND STEAK FURR'S PROTEN LB..... \$1.19
Advertised Special

SIRLOIN STEAK FURR'S PROTEN LB..... \$1.19
Advertised Special

PERCH FILLET TOP FROST LB..... 99¢

HALIBUT FRESH FROZEN INDIVIDUAL SIZE SQUARES' LB..... \$1.39

RIB STEAK FURR'S PROTEN LB..... \$1.19
Advertised Special

SAUSAGE JIMMIE DEAN 12-OZ. 95¢ 24-OZ. \$1.89

DANOLA HAM 4-OZ. 83¢

LUNCH MEAT LAND-O-FROST 3-OZ. 2 FOR 89¢

SHORTENING JEWEL 3 LB. CAN..... 99¢
SWEET RELISH DEL MONTE 12-OZ. JAR..... 3 FOR \$1.31

TEA BAGS LIPTONS 100 COUNT PACKAGE..... 1.31

DRESSING KRAFT FRENCH 8-OZ. BOTTLE..... 3 FOR \$1.31

BEEF STEW AUSTEX 24-OZ. CAN..... 89¢

BUNS HAMBURGER MRS. BAIRDS 6 COUNT LARGE..... 3 FOR \$1.00

PEARS FOOD CLUB IN HEAVY SYRUP NO. 2 1/2 CAN 55¢

CHIPS FARM PAC PKG. 58¢

DOUBLE GOLD BOND TUESDAYS AND WEDNESDAYS WITH \$2.50 PURCHASE OR MORE

MARGARINE PARKAY 1-LB. PKG. 46¢

Frozen Food Favorites

- COOL WHIP** BIRDSEYE 9-OZ. 59¢
- PIZZA** TOP FROST CHEESE, SAUSAGE, OR HAMBURGER EACH 79¢
- CORN** GAYLORD FRESH FROZEN 24-OZ. PACKAGE 49¢

ART LINKLETTER'S MONEY-SAVING SUGGESTION!

TOPAZ STONWARE

NO PURCHASE NECESSARY

THIS WEEK DINNER PLATE

Regular Price 79¢

49¢ each

START NOW - COLLECT A FULL SET

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

SUPER DISCOUNT SPECIALS

SUGAR FOOD CLUB 5-LB. BAG GOOD THRU 3-20-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET 39¢	COFFEE FOLGERS ALL GRINDS 1-LB. CAN GOOD THRU 3-20-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET 59¢	TIDE GIANT BOX GOOD THRU 3-20-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET 39¢	APPLE PIE TOP FROST FRESH FROZEN 26-OZ. PKG. GOOD THRU 3-20-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET 9¢
--	--	---	--

SAVE 30¢

INSTANT COFFEE

6 OZ. JAR **81¢**

WITH COUPON WITHOUT COUPON \$1.11

EXPIRES 3-20-74 ONE COUPON PER PURCHASE PLEASE

NO SALES TO DEALERS

FLUTED MUFFIN PAN NORDIC CAST ALUM. TEFLON II 12 BUNDT CAKES Reg. \$4.98 \$3.49	2 QT. GRADUATED PITCHER REG. 79¢ 49¢	SPECIAL PRE-SEASON PURCHASE PLASTIC FREEZER BAGS KORDITE PINT SIZE 30' PER PKG. 3 \$1.00	Crest TWIN PACK 2 5-OZ. TUBES 94¢	CLEARASIL TINT OR REGULAR 1.2-OZ. 84¢	HAIR COLOR BALSAM COLOR BY CLAIROL..... \$1.09 SHICK RAZOR BLADES, SUPER II INJECTOR PLAT. PLUS..... 94¢ GELUSIL LIQUID 12-OZ..... \$1.43
18" x 25" FLORAL FOAM PILLOWS \$1.00	BATTERY CABLE 12 FT. HEAVY DUTY COPPER..... \$2.99 8-Ft COPPER EACH..... \$1.69	GARDEN HOSE 5/8" x 50' BRASS COUPLING 5-YEAR GUARANTEE \$2.59	PRELL LIQUID SHAMPOO 7-OZ. 79¢	MOUTH WASH LAVORIS 99¢	SHOP Furr's MIRACLE PRICES



Susie Hickman



FROM SEVEN entrants, Hereford's aspirant to the title of Miss Texas will be chosen in the annual pageant at 7:30 p.m. Saturday on the stage of the high school auditorium. Theme of this year's pageant is This Is It! Contestants will appear in bathing suits and then in formal dress, and each will present her talent number for judging.



Cindy Hairgrove



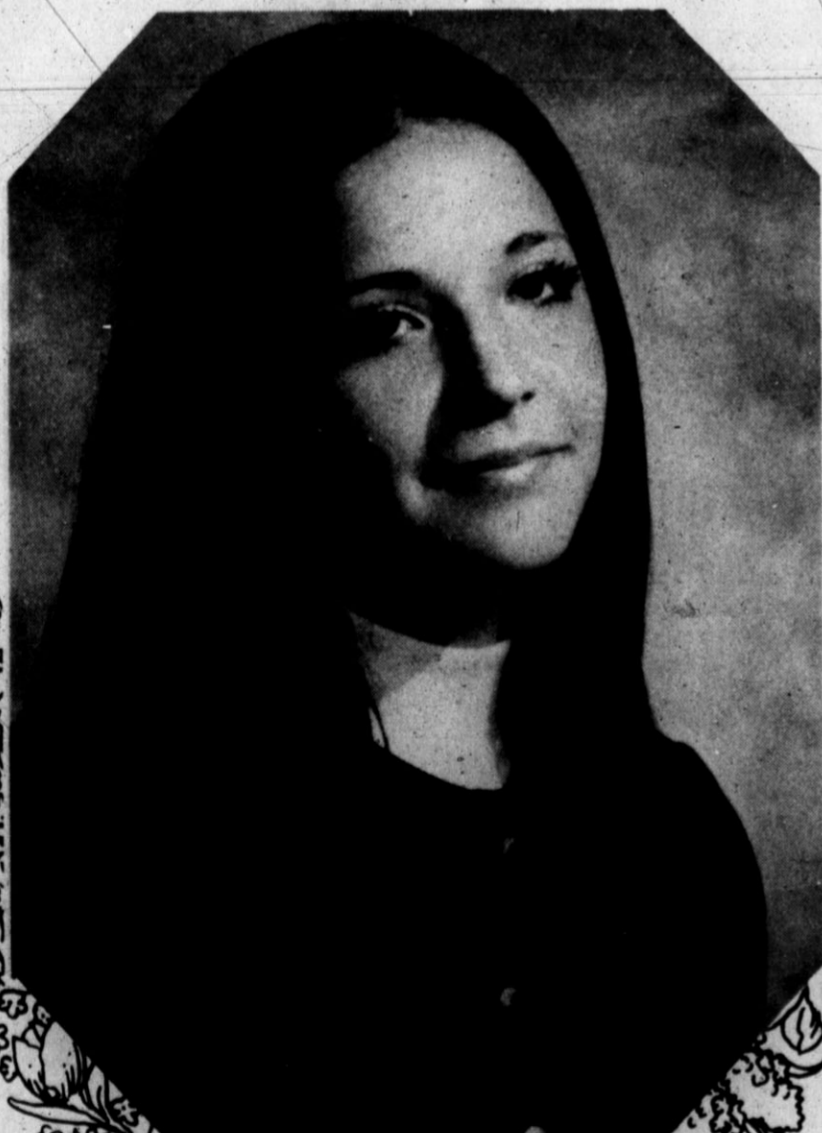
Joyce Brady



Donna Munnerlyn



Libbie Parten



Debbie Gamez

SPONSORED by the Women's Division of Deaf Smith County Chamber of Commerce, the pageant is open to the public. Roy Faubion will be master of ceremonies. Mrs. Lynn Kester is chairman of the steering committee which produces the contest event, following regulations of the Miss America pageant so the local winner will be eligible to compete for that title in Atlantic City next summer if she should be the Texas winner. Miss Texas pageant will be held in Fort Worth early in the summer.

(See Story Inside Page This Edition)



Kim Wilson

The Sunday Brand

Section Two

Hereford, Texas, Sunday, March 17, 1974



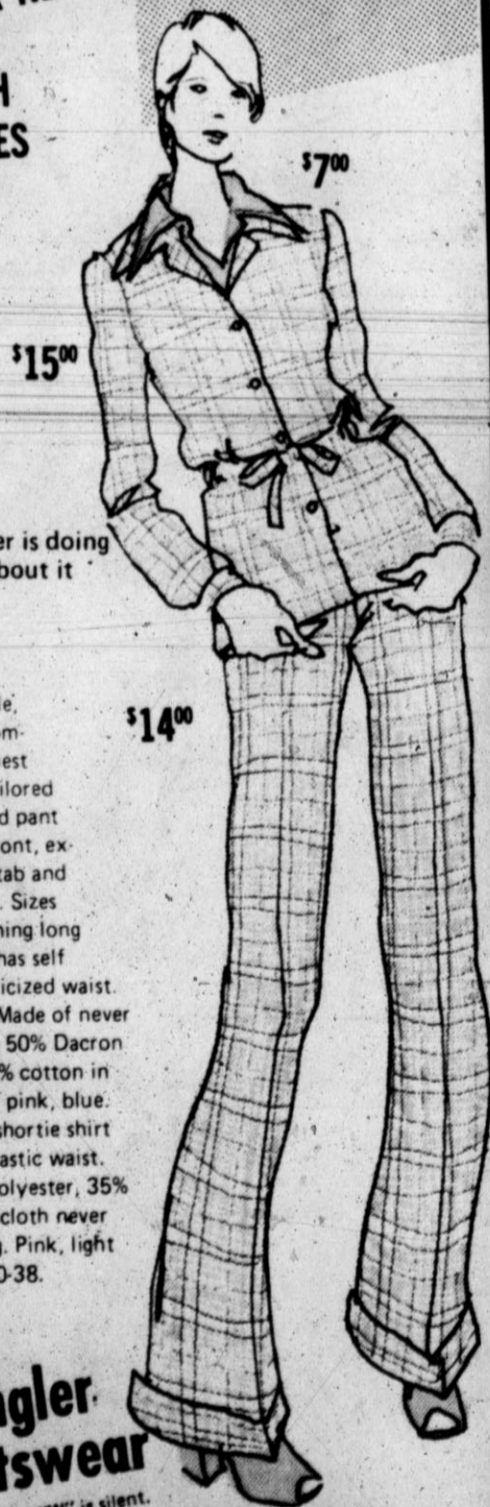
Donovan-Galvani

CHECK PLAIDS FOR SPRING. D-G discovers a jacquard double knit polyester that has a soft pastel plaid combined with a houndstooth check... new, and so right for spring and on from there. The jacket is \$32 the cuffed pants \$18. In jade with beige.

8 to 18

Wrangler and Harman's think Americans spend too much for clothes SEE OUR NEW SHIPMENT OF LADY WRANGLER

BOTH STORES



And Wrangler is doing something about it

You can now be sure of the greatest in style, quality and comfort at the tiniest prices. Man tailored flare leg cuffed pant features zip front, extended waist tab and front pockets. Sizes 3/4-18. Matching long sleeve jacket has self sash and elasticized waist. Sizes S-M-L. Made of never needs ironing 50% Dacron polyester, 50% cotton in glen plaids of pink, blue. Short sleeve shortie shirt has shirred elastic waist. 65% Kodel polyester, 35% cotton broadcloth never needs ironing. Pink, light blue. Sizes 30-38.

Wrangler Sportswear

HARMANS

DOWNTOWN AND SUGARLAND MALL

Small Talk

By SUE COLEMAN
Women's Editor

IT LOOKED sort of like Hereford night in Canyon High auditorium Thursday, for the Canyon Community Concert program by dancers from New York City Opera Ballet. Of course Hereford members can attend Canyon concerts, and vice versa, in an inter-city arrangement.

Those I saw included Barbara and Hazen Woods, Helen and Dick Miller, Roberta and Dr. DeWitt Seago, Meredith and Jack Wilcox, Pat Fisher with her daughter Lynn Sciumbato and Berta Ottesen, Linda Gilbert and Denise McCullar, Doris Rush with her mother, Nelle Humes, also her grandson, Eric Walterscheid, and Costaline Lee.

Roberta Wilson was with a group whose faces I never could see; Elaine Clarke sat across the aisle from me and Frankie Rideaway a few seats ahead. Genevieve Miller and Mary Alice Frye of Dawn were with Lois Miller of Friona, formerly of Dawn, and a couple more Friona teachers who came with her.

They were visiting with some guests from Norway, who must have come the farthest for the program. Mrs. Mjølhus of Amarillo brought her brother and his wife, to show them that here in the far reaches of West Texas we do occasionally have the chance to see ballet which is much more common in Norway and other European countries.

THE KIND of visit she had never enjoyed before from her daughter, Kathryn Walls of Little Rock, left Katherine Kester enthusiastic this week. Kathryn has been married

about 20 years and in that time she had never before been with the Kesters for as much as a week without some of her family.

Katherine took the week off from her job and just enjoyed her daughter and of course Lynn shared the enjoyment, mothers aren't the only parents who like to have the kids back home for a while!

THE ED Loerwalds are bragging about a new grandson, Russell Frank Feery, born Wednesday to the J. Pat Feerys of Albuquerque and weighing 6 pounds 2 ounces.

Mrs. Feery is the former Cynthia Loerwald of Hereford.

Other former residents, the Rex Colemans of Phoenix announce the recent birth of a son, Andy Wayne, who weighed 6 pounds 14 ounces.

Rex is the son of Mary Coleman, 207 Elm, and a 1971 graduate of HHS who played football on Whiteface teams of that time.

HONOR lists for the fall semester from Texas Tech are beginning to reach our office. On the dean's list for the college of home economics are Beverly Friemel and Marilyn Shirley of Hereford; for the college of agricultural sciences are Keith Duncan, son of the G.W. Duncans, and John P. Quillin, son of Tessie Quillin.

If someone in your family earned honors at Tech, remember the various colleges mail their lists separately and we will be getting others soon, we hope. But it's fine if you phone and tell us about it.

Westway Club Has Program In Home Of Mrs. A. Lamb

Westway Extension Club welcomed a longtime member, Mrs. Bess Werner, back to meetings Thursday, after her absence several months while she has been recovering from a broken hip. Mrs. Albert Lamb was hostess at her home.

Another special guest at the meeting was the three-week-old son of Mrs. Tom Haselden, grandson of Mrs. Orville Williamson.

The program was presented

by Argen Draper, county extension agent, and two members of the club. Mrs. Draper spoke of Organic Foods and stressed the production of food in home gardens.

Mrs. Andrew Kershen and Mrs. Williamson told how to

grow strawberries in this climate, naming varieties which produce good crops here.

Other members present were Mmes. Arnold Fangman, Paul Rudd and J.C. Morrison.



JUNE BRIDE-ELECT — Miss Jeanie Cecilia Paetzold, daughter of Mr. and Mrs. Herman F. Paetzold of 311 Stadium Drive, and Greg Black, son of Mr. and Mrs. Herschel Black of 1524 Breward, will exchange wedding vows June 1. The bride-elect is a 1974 graduate of Hereford High School and is employed at Cowan's Jewelers. Black is a student at West Texas State University and an employee of Consumer's Co-op.

Clarendon College To Host Reunion

Time is near for the annual Clarendon College Ex-Student Reunion. The Reunion is set for April 26 and 27. Activities have been scheduled to offer all exes two fun-filled days of entertainment and visitation.

Friday, April 27 at 7:30 p.m. the Clarendon College Drama Dept. will present an Easter Pageant in the Harned Sisters

Fine Arts Center. This production will be under the direction of Mrs. Norma Selvidge.

Registration will begin on Saturday, April 27 at 10 a.m. in the Clarendon College Cafeteria. Coffee and donuts will be served during registration hours. During the afternoon, there will tours of the campus, the college Ag. farm, and of the art show. Also there will be games and visitation scheduled in the college cafeteria. A golf tournament will get under way at the Clarendon Country Club at 1 p.m. The evening entertainment will be started off by a banquet and program in the college cafeteria at 7 p.m. A business meeting will follow the banquet.



Here's a cure with a bite to it: Sea Islanders sometimes tie a necklace of alligator's teeth around a teething baby to relieve the pain!

Special Awards Are Earned In Festival

Eight gold certificates, a National Federation of Music Clubs award to young musicians who have earned three consecutive Superior ratings in junior music festivals, were awarded in the annual festival held in First Baptist Church here Friday.

Philip Zinser received his second gold certificate after top ratings in piano solo playing for six consecutive years. Sharla Beth Duggins and Dana Miller of Friona each earned a fifth consecutive Superior and Tonja Black her fourth.

Achieving their third Superior and first gold certificate were Denise Fangman, Zann Zinterman, and Sandy Spring. All are pianists.

Superior rating for the second year was received by Diana Hayes, Judy Flores Ben Flores, Sarah Ann Mears, Jana Green and Scott Formby, pianists, and Dana Miller in both piano and voice.

Other Superiors, received for the first time, went to Christy Benge Jill Hight, Sammie Adkins, Charity Mays, Deloris Wyly, Debbie Byers, Phyllis Lindley, Patricia Miller, Christi Ann Wiseman, Karal Shook, Linda Ruzicka, Sunny Horton, Carie Blick, Salah Igal, Kim Barnett and Glenna West, all playing piano in primary divisions.

Also Sarah Ann Mears, LaDonna Broadhurst, Lorri Euler, Lisa Edelman and Vicki Pryor, hymn playing.

Also, in elementary divisions, piano solos, Karla Fleming, Doris Hough, Jan Bruns, Cynthia Lady, Shelley Gerk, Cindy Stodesberry, Jeanette Groetgut, Brenda Brown, Kipi Fleming, Lorri Euler and John Carson.

Tonja Black was given top rating for junior piano concerto, class II, and Zinser in Class III. The latter also was rated Superior in the division for musically advanced students, Class II.

In the moderately difficult divisions, the highest rating went to Kristi Shook, Linda Anthony and Kim Martin; for difficult selection, to Deadra Polan; very difficult, Lisa Edelman.

Vocal soloists who were judged Superior were Marta Jorde, Alton McCormack, Nina Gilleland, Susan Schlabs, Isaiah Majia, Janette Schlabs and Dorothy Johnston. The high rating also was given the Trebelaire of Friona, a vocal group singing folk music.

More than 100 pupils of music teachers in Hereford, Dawn and Friona, who are members of Junior Federated Music Clubs, took part in the festival. A new club this year comprises pupils of Mrs. Allen Casler.

Judges were Mrs. Ples Harper of Canyon, Mrs. Robert Goodnow and Mrs. Charles Thurmon of Amarillo and Mrs. Casler. Voice pupils of Mrs. Casler were judged by Mrs. D.W. Palmer.

Mrs. Carl Wimberley of Dawn Music Club was festival chairman this year, and was assisted by a committee from her club and Hereford's Music Study Club.

Mrs. A.J. Schroeter was in charge of arrangements for a lunch at the House of Wong honoring the judges. She arranged the table with attractive St. Patrick's Day decorations.

Cancer Crusade Club To Assist

Aid with the Cancer Society's Crusade in Hereford this year will be given by members of La Madre Mia Study Club, they voted at a Thursday evening meeting in Mrs. Don Lane's home. Mrs. Craig Smith was co-hostess.

A guest, Mrs. W.H. Gentry, gave the program titled Playing With Flowers. Mrs. Gentry is a member of Bud to Blossom Garden Club and has qualified as a national flower show judge. She talked informally about growing and arranging flowers,

as she made arrangements of different types.

Some in contemporary and abstract style were made with wood, rocks, cactus and grain; fresh foliage and flowers were used in others, each designed for a specific purpose.

The speaker gave suggestions for growing flowers in West Texas and using them with imagination in arrangements for home decorations.

Plans were made for dinner and a movie at Amarillo for the next meeting, with the date changed to March 26.

Present were Mmes. Roger Williams, W.E. Sparks, Richard Ward, C.D. Adams, Herschel Black, Dean Herring, G.C. Merritt, Don Taylor, Charles Watson, John E. Smith, Bobby Owen, Dave Honea, Charles Frye, Lynton Alred, James Gentry, Wayne Lady, Stanley Simmons, Bud Snyder, Dickie Gerles, and Jimmy Anderson.

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Candidates For Title Of Miss Teenage Hereford In Pageant Saturday



Cindy Crider



Lynda Dones



Monica Herring



Beverly High



Lisa Lyles



Karen Kitchens



Lisa Martin



Kandy Newman



Jana Ray



Gussie Sanders



Delfin Ulibarri



Melinda Watts

4-H Food Show Will Be Staged Saturday - 12 High School Girls Seek Miss Teenage Title

The annual Deaf Smith County 4-H Food Show is scheduled Saturday at Community Center with judging beginning at 2:30 p.m. The

public is invited to attend the awards program free of charge starting at 4:30 p.m. and view the exhibits after awards are presented.

Those eligible to participate at the county level must submit a food record, one day's menu and recipe for the dish they plan to enter. These items are due in Joyce Shipp's office, 304 Courthouse, before 5 p.m. Thursday.

Both junior and senior girls will be judged in these food classes: main dish, side dish, snacks and beverages, breads and desserts.

A winner from each food class in both junior and senior divisions will be eligible to compete in the district food show in Amarillo April 6. Only senior winners will be eligible to advance from district to state competition.

Future Miss Herefords, and maybe even a Miss America, are in all probability among the dozen girls who are seeking the title of Miss Teenage Hereford of 1974 in the pageant to be held at 7:30 p.m. Saturday in the high school auditorium.

These are girls from 16 to 18 years of age, just below the age limit for the Miss Hereford competition. They take part in

the talent contest and appear in the pageant just as the older girls do, but Miss Teenage Hereford does not advance to state competition as does Miss Hereford.

The entrants and some notes on each are as follows: Cindy Crider is the daughter of Mr. and Mrs. Richard A. Crider. Friendships and associating with people are considered very worthwhile objectives to Cindy. She likes fried chicken as her favorite food and singing, forensics, and riding horses are her hobbies. Cindy is a tenth grader at HHS and enjoys participating in the choir.

Tall and pretty is Lynda Dones, daughter of Mrs. Joy Dones, 116 Hickory. Lynda was cheerleader at La Plata Junior High and is now a tenth grader at HHS. Her hobbies are horses and tennis; she enjoys hamburgers and French fries as her favorite foods. Country and western top the list for preferred type of music.

Pretty blue-eyed blonde, Monica Lyn Herring, daughter of Mr. and Mrs. Dean Herring, grew up among five brothers and says that was the most exciting thing in her life. The junior student at HHS has received numerous awards for her musical talents including high ranking in music festivals. She is choir secretary, a

member of Tri-Hi-Y, Honor Society and Future Business Leaders.

Beverly High is the daughter of Mrs. Sylvia High, Rt. 1. Beverly's favorite food is macaroni and cheese but her favorite food to cook is coconut cream pie. She is in the eleventh grade at HHS and holds an office in printing trades and the pep squad. Beverly is a member of the Soul Patrol and her favorite type of music—what else—soul! Her hobbies are cooking, singing and dancing and she participates in track at HHS.

In the eleventh grade at HHS Karen Kitchens is the daughter of Mr. and Mrs. W.H. Kitchens, 319 Stadium Drive. Karen enjoys wearing casual fashions and her favorite color is blue. Karen has been a football queen attendant, junior high cheerleader and a drill team officer. She enjoys swimming, golf, skiing and being with friends. Favorite music—of course—country and western.

Lisa Lyles is the daughter of Mr. and Mrs. William E. Lyles, 127 Liveoak. She is 5 feet 6 inches tall and has brown hair and blue eyes. The most exciting thing in Lisa's life is preparing for the Miss Teenage Hereford pageant! Lisa is in the tenth grade at HHS and her hobbies are reading and dancing. Lisa has received honors award

from the Royal Academy of Dancing in ballet.

Lisa Martin, daughter of Mr. and Mrs. Gerald Martin, 127 Ave. F, is in the tenth grade at HHS. Chosen sophomore favorite, she enjoys serving as drill team officer. Favorite type of music is country and western and she enjoys sewing and dancing in her spare time. Lisa also enjoys a good game of tennis.

Numerous awards have been bestowed on Kandy Lyn Newman, daughter of Mr. and Mrs. Joe D. Newman, everything from riflery awards to being elected secretary in the 4-H Motorcycle Club. She was also named Tall in Texas Indoor Motorcycle Mini-Man Trophy Queen in 1972. Kandy is a sophomore and one of her future goals is to attend the Citizenship Short Course in Washington, D.C.

Jana Earline Ray is the daughter of Mr. and Mrs. Perry Ray, 100 Beach. Jana's favorite colors are purple and pink and she enjoys wearing jeans and sweaters. She holds offices in several school clubs and finds each day busy and exciting. Jana is in the tenth grade, has brown hair and blue eyes. She enjoys playing the piano and plays the flute in the HHS Band.

Gussie Sanders, a tenth grader, is the daughter of Mr. and Mrs. William Sanders, 434

Ave. C. Singing is the most exciting thing in Gussie's life and she is one of the Gospel Singers. Blues and pop are her favorite types of music. Gussie enjoys participating in track and her hobbies are sewing, cooking, reading and skating. She has won awards in singing for solo and trio.

Busy and loving every minute of it is Delfine Ulibarri, daughter of Mr. and Mrs. Larry Ulibarri, 401 Ave. E. Delfine is a tenth grader at HHS and gives her favorite food as tacos. Her hobbies are tennis, singing, playing instruments, drawing, knitting. Delfine is involved in numerous activities connected with school and is president of her Campfire group.

Petite Melinda Sue Watts is the daughter of Mr. and Mrs. Glenn Watts, 308 Star. Melinda has blonde hair and brown eyes and enjoys participating in track, tennis, basketball and swimming. Her hobbies are playing the piano, bicycle riding, snow and water skiing. Melinda is a tenth grader at HHS.

Rebekahs Have Guests

On Friendship Night

Friendship Night was observed by members of Rebekah Lodge and their guests recently at their regular meeting in the IOOF Hall.

Recognized as guests present were Edgar Roe, Elmer Combs, Gene Bishop, Guy Lawrence and James Shaw. Ann Freeman was hostess for the 25 members present.

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Mon Amis Tour, Election

A tour of the restored Elm Tree Inn at Tullia, an historic hotel of the mid-plains area, entertained members of Mon Amis Study Club. Thursday afternoon a business session in which officers for the 1974-75 season were elected.

Meeting in the home of Mrs. Dan Heard at Dimmitt, the group went to Tullia to see the inn and to have a Mexican lunch.

Mrs. Guy Walser was elected president to succeed Mrs. Leroy Edwards. Also named to office were Mrs. Leon Richards as vice president, Mrs. Martin Young secretary-treasurer, Mrs. Ray Bates reporter-historian and Mrs. Ernest Flood Jr. social leader. Mrs. Jerry Don Lance and Mrs. Don Tindal were chosen to serve on the telephone committee.

The new officers will be installed at the final meeting of this club season on May 9.

Mrs. David Hays of Dimmitt and Linda Taylor of Dallas were guests for the tour Thursday. Other members in the group were Mmes. Ray, Bates, and James Dobbs.

AAUW Plans Learning Fair

A Learning Fair will be held by members of the AAUW and guests at 7:30 p.m. Tuesday in Community Center. Hostesses will be Mmes. Colby Conkwright, L.N. Cox, Joseph Shirley, Si G. Darling and John Heard.

Committee members in charge of the program include Mmes. Gene Huntsinger, John Winder, Joe Reinauer Jr. and Bobby Boyd.

Some of activities to be taught are decorative eggs instructed by Mrs. Joe Bradley; bread dough art, Mrs. Bill Warrick; creative trimming of shirts, Anne Bowling; denim purses and hats, Barbara Manning; floral arrangement, Mrs. W.C. Hrbmas; gold inking, Nancy Richie.



ENGAGEMENT ANNOUNCED—Mr. and Mrs. Jimmie D. Bradley of Adrian announce the engagement of their daughter, Beverly Jane, to Allan Ray McCoy, son of Mrs. Willa Dean McCoy of Canyon and the late Ray J. McCoy. The couple plans to marry May 18 in the Bippus Community Church. Miss Bradley is a student at West Texas University and is president of Phi Gamma Nu, business sorority. McCoy also attended WTSU and is presently employed at Taylor and Sons Grocery in Canyon. The bride-elect is a member of a family long resident in this county, the granddaughter of Mrs. Jack Fortenberry and the late Mr. Fortenberry of Bippus community.

Oil-crisis effect severe on South Korea.

Astronauts found in excellent condition.

Jordan planning to modernize armed forces.

Four more Representatives plan to retire.

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A. M. A. urges aid to "sick" doctors.

Oil imports held crucial to Japan.

Miss Hereford Hopefuls

Claim Varied Interests

Blonde, brunette and in-between, seven of the city's prettiest girls will demonstrate talents in the annual Miss Hereford pageant Saturday evening, appearing first in street dress for the opening song, then in bathing suits and in formal gowns.

They will meet the out-of-town judges at a Coke party at 4 p.m. Saturday to begin their participation in the contest where Miss Hereford 1974 will be chosen to represent this city in the Miss Texas pageant at Fort Worth in the summer. A change in the contest schedule was made this week so approved judges could be here.

Cindy Hairgrove, who was Miss Teenage Hereford of 1973, and Susie Hickman, who won that title in the first Hereford pageant in 1972, are among the entrants in competition among the older girls this year.

Former Miss Hereford, Sandy Caison and Sherry White, will appear on the pageant program with songs of the type which made them division winners in talent at the Miss Texas pageant.

A variety of talents and interests are listed for the seven 1974 entrants, in their answers to questions of the entry committee. In alphabetical order, a sketch of the contestants follows:

Joyce Brady is the daughter of Mr. and Mrs. W.N. Brady, Rt. 3. Miss Brady's future ambition is to become a social worker because "I love to help people and see them happy." Joyce is senior at Hereford High School and a member of the drill team and mixed choir. Soul, pop and rock are her favorite types of music. Singing, dancing and playing the piano are some of the things Joyce enjoys.

Debbie Gamez is the daughter of Mr. and Mrs. Isaia Gamez. Debbie's favorite type of music is jazz and soul and her favorite food is hamburgers. Miss Gamez, a senior at HHS, was a candidate for football queen and also chosen as most beautiful candidate. Debbie plans to attend WTSU next fall.



Chosen as Miss Teenage Hereford last year, Cindy Hairgrove has served as a cheerleader for 1973 and was selected as personality queen by HHS students. She has been a band member six years and lists classical and modern music as her favorite type of music. Cindy is a senior student and is the daughter of Mr. and Mrs. R.W. Hairgrove.

Susie Hickman, daughter of Mr. and Mrs. Robert Hickman, 814 Ave. K. is a first-year student at WTSU and having a wonderful time meeting new friends and attending classes. She has won several awards in talent fields and is on the dean's honor roll at college. Susie won the title of Miss Teenage Hereford in 1972. Singing, swimming, water skiing and music are some of the things Susie enjoys.

Versatile is the word for blonde, blue-eyed Donna Munneryn, daughter of Mr. and Mrs. G.K. Munneryn, 314 Centre. Donna is a senior at Hereford High School and has won several honors including Homecoming Queen. Play production, dancing and drawing are Donna's hobbies. She plans to attend the University of Texas and major in pharmacy.

"Five foot five and eyes of green" describes Libbie Parten, the pretty daughter of Mr. and Mrs. Roy Parten, 227 Greenwood. A senior at Hereford High School, Libbie has won awards in UIL contests with the band. Miss Parten plans to attend college next fall and major in music therapy. She loves to be with people and also enjoys reading, swimming and singing.

Kim Wilson is the daughter of Mr. and Mrs. Marshall Wilson, 336 Douglas. Honors earned by Kim include Annual Queen and she is a twirler with the high school band. A senior this year, Kim plans to attend Howard Payne College and would like to become a nurse. Country and Western music and playing the piano are some of the things she enjoys.

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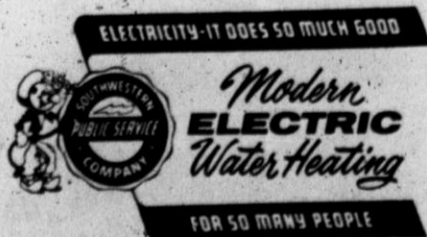
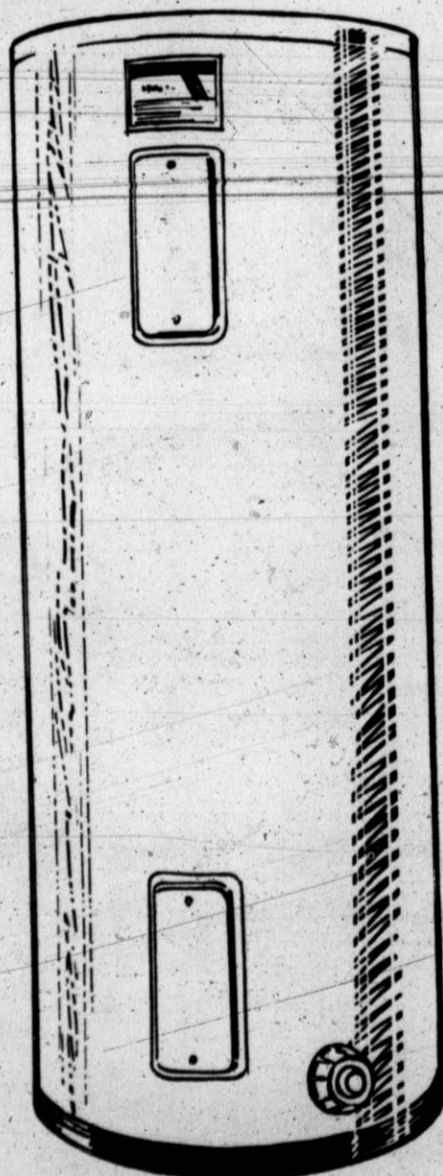
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Mrs. Bob Jossereand
Past President,
Hereford Cowbelles

1 cup coarsely ground cooked roast beef or 1/2 lb. cooked ground beef
one-third cup plus 1 tsp. sugar, divided

1 cup seedless raisins
2 pkg. dry yeast
1 1/2 cups potato water
3 tb. shortening, melted
1 tb. molasses
1 cup all-bran
2 cups graham flour (wholewheat)
4 cups white flour, approximately, divided
1 lb. salt

1/2 cup chopped walnuts
Mix together 1 cup water, one-third cup sugar, beef and raisins and bring to a boil. Soak yeast and 1 tsp. sugar in 1/2 cup warm water. Add potato water, shortening, molasses, all-bran, graham flour and 2 cups white flour.

Mix, cover with clean cloth, place in warm, draft-free place and let rise 10 minutes. Add salt, nuts and enough additional white flour to make a moderately stiff dough. Knead well, cover and allow to rise 10 minutes and knead again slightly.

Cover and let rise to double in bulk. Punch down, cover and let rise 20 minutes more.

Divide and shape into 2 large or 4 small loaves. Place in well greased, lightly floured loaf pans. Use two pans 9x5x3 inches or four small, 4 1/2x2 1/2x2 1/2 inches. Cover and allow to rise 1 to 1 1/2 hours. Preheat oven to 350 degrees. Bake large loaves 45 minutes; smaller loaves should take about 30 minutes.

RECEIVES CITIZENSHIP

Sgt. Miguel A. Gutierrez, son of Mrs. Zoila O. Gutierrez, 400 Ave. E, became an American citizen, March 13, 1973, in Austin, Tex. Sgt. Gutierrez is stationed at Fort Hood with the U.S. Army.



SPECIAL TEA GUESTS — Hereford women who came from other countries were honorees at an International Tea given by Pioneer Study Club this week. Mrs. L.H. Lookingbill, the club's chairman of international relations, stands at left in upper photo and Roberta Campbell, president, is at back center in the lower photo. The guests are Mmes. Rudy Metz, Dick Coupe and Robert Mayfield, who came from Canada; Mrs. Ludwig Kovaks, Yugoslavia; Emily Jones, Hawaii; Mmes. Bill Kester, Erica Durham, E.G. Hill, Douglas Kelly and Leonard Click, Germany.



Hints With Humor Suggested

To introduce a program on Family Health Protection, Mrs. Wayne Sifford read a humorous magazine article listing health hints including the danger of breathing because air may be contaminated, at the meeting of Bippus Extension Club in her home Wednesday afternoon.

Argen Draper, county extension agent, gave the serious part of the program on Organic Foods, discussing values claimed for them in the diet. She stressed the importance of

vitamin C in family meals and spoke of vegetables containing that vitamin which are easily grown in this area, tomatoes for instance.

A guest at the meeting was Mrs. Duncan Wyche Extension Club. Members present included Mmes. C.F. Homfeld, Kenneth Homfeld, Charlie Burk, Inman Larson, G.V. Hall, Jimmy Carthel, Jimmie Bradley, C.S. Douglas and J.V. Perrin.

Fun Night Scheduled

Bridge and 42 players are invited for Fun Night entertainment Friday in Lamar Memorial Garden Room of Kings Manor, to benefit Kings Manor Auxiliary's fund for repainting and placing new draperies in a wing of Westgate unit.

Tickets are on sale by members of the Auxiliary, priced at \$2, or they may be bought at the door Friday evening. Games are to begin at 8 p.m., Mrs. J.J. Durham, Auxiliary president, announces.

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Plus 180 F.E.T. and old tire

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Plus 2 33 to 2 58 F.E.T. and old tire

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Plus 2 67 to 2 97 F.E.T. and old tire

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Sizes J78-14, J78-15, L78-15
Plus 3 05 to 3 19 F.E.T. and old tire

Blackwalls in most sizes \$2.50 less per tire. If we should sell out of your size, we'll give you a "rain check" assuring later delivery at the advertised price. Priced as shown at Firestone Stores. Competitively priced at Firestone Dealers and at all service stations displaying the Firestone sign.

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THE HEREFORD TEXAS FEDERAL CREDIT UNION ANNOUNCES THEIR 37th ANNUAL

STOCKHOLDERS MEETING MONDAY MARCH 18, 1974

AT 7:30 P.M. IN THE HEREFORD HIGH SCHOOL AUDITORIUM

- ★ 1973 PROGRESS REPORT
 - ★ ELECTION OF OFFICERS
 - ★ DOOR PRIZES
- * Color T.V.
* 2-10 speed Bicycles
* Total of 60 lbs. Rib Eye Steaks

Members, Their Families and Guests are invited to attend

HEREFORD HIGH SCHOOL AUDITORIUM
Only Members eligible to Vote and win Prizes



Wedding Vows Repeated

In Home Here

Mr. and Mrs. James Arlyne Green are at home in Guthrie, Okla. after their recent marriage. Mrs. Green was Patricia Ann Foreman, daughter of Mr. and Mrs. C.J. Foreman Jr., before her marriage, and Green is the son of Mr. and Mrs. Jimmie Green of Guthrie.

The bridegroom's sister Miss Karen Green, served as bridesmaid and Steve Drenth was best man.

Mrs. Green wore a gown of Chantilly lace over bridal taffeta. It was designed with a bouffant skirt and had a panel of layered lace tiers down the front. The sweetheart neckline was edged with scallops and the sleeves tapered to a point at the wrist.

Her shoulder length veil was attached to a crown of sea pearls and she carried a white

Bible that her mother had carried in her wedding. As good luck pieces, she wore white and blue sapphire earrings.

Members of the immediate family were present as were close friends of the bride.



Mrs. Dan Welty nee Janet Frye

Janet Frye, Dan Welty

Exchange Wedding Vows

Marriage vows were spoken by Miss Janet Frye, daughter of Mr. and Mrs. Ray Frye of 144 Liveoak, and Dan Welty of Amarillo in a mid-afternoon ceremony Saturday at First Baptist Church, where fresh flowers and candles formed the altar setting.

Rev. Doug Manning, pastor, conducted the wedding service as Mr. Frye gave his daughter in marriage. The couple's only attendants were Mrs. Ronnie Reiter, sister of the bride and her matron of honor, and the bridegroom's father, C.B. Welty of Amarillo, best man.

An arch of fern and glamelia blossoms was the background for the wedding party, with paired spiral candelabra set in fresh fern, and bouquets of white gladiolas and blue carnations on either side. A memory candle was lighted by the newlywed couple just before they left the church.

Before the ceremony, tapers were lighted by the ushers, Eddie Helms of Clarendon, brother-in-law of the bridegroom, and Ellis Baker of Follett. Prelude music was by Miss Vickie Kendall and Miss Carol Scott of Canyon, accompanied by Mrs. Mike Harris, pianist, and Bob Goodnow, organist, both of Amarillo.

Songs were If Ever I Would Leave You, God Is So Good, I'll Walk With God and Starting Here Starting Now.

Miss Frye's gown of bridal satin was designed with modified A-line skirt and empire bodice with bishop sleeves and mandarin neckline. Venice lace inserts marked the high waistline, and lace banded the collar and cuffs.

Back fullness lengthened into a chapel train appliqued with lace motifs. Her bouffant veil,

waist length and edged with lace, was attached to a Juliet cap-of-lace, seed pearls and satin ribbon. She carried a cascade of roses and stephanotis on a bride's Bible.

Mrs. Reiter was dressed in forget-me-not blue taffeta with chiffon overskirt, in empire style. The waistline was banded with eyelet lace run with navy velvet ribbon; wide cuffs were of lace.

Another lace-and-ribbon band circled the crown of her blue straw picture hat. Her flowers were blue carnations and white daisies in a hand bouquet.

For her daughter's wedding Mrs. Frye chose a floor-length knit in pastel-blue and white with satin trim, accessorized in white. Mrs. C.B. Welty wore navy and white in A-line design with navy accessories.

The couple and their parents received guests after the wedding in the church fellowship hall. Miss Debra Wilson and Mrs. Larry Daniel of Canyon were at the registry table.

An all-white cover of net over satin on the refreshment table was centered with an epergne arrangement of white flowers with touches of blue. Miss Janice Maxwell of Amarillo and Miss Mary Jane Kriegshauser of Canyon served the wedding cake while Miss Betty Hodges and Mrs. Sam Curtsinger laded punch.

Others in the reception houseparty were Mmes. Frank Zinser Jr., John Seiver, Glenn Wilson, Rex Lee and Gerald Wilson.

Leaving on a short trip, Mrs. Welty wore a floor-length dress in bold floral print with matching sandals. The couple will be at home after Tuesday on Route 1, Box 557, Amarillo.

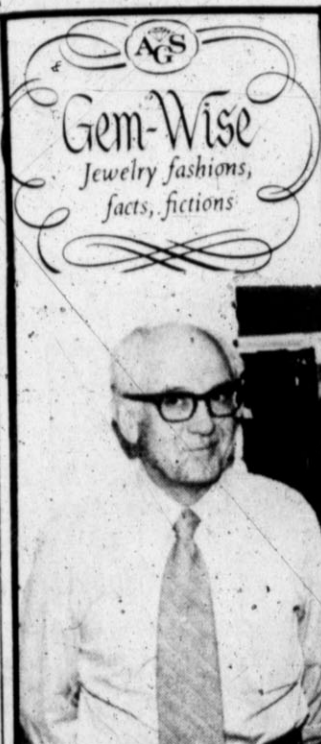
The bride is with the State Welfare Department in

Amarillo and will receive her degree from West Texas State University this spring with a major in social work. She was a 1970 graduate of Hereford High.

Also student at WTSU, Welty has graduated from Career Academy in Houston and Caprock High in Amarillo.

Out-of-city guests for the wedding included grandparents of the bride, Mrs. Leona Smith of Verden, Okla., Mr. and Mrs. C.G. Frye of Chickasha; the bridegroom's grandparents, Mrs. Mary Taylor of Amarillo, Mr. and Mrs. Troy Welty of Clarendon.

Also Mr. and Mrs. Ray Preston of Hollis, Okla., Mrs. Helms, Mr. and Mrs. Mike Welty of Clarendon, Melody Welty of Amarillo, Mr. and Mrs. Mike Newell, Mr. and Mrs. Edwin Fulfer, Melvin Riley King and Darlene James, all of Oklahoma City, Dr. and Mrs. Marshall Ingram, Marsha, Marty and Jimmy Ingram of Hinton, Okla.



"DOC" COWAN HONEST INJUN

Turquoise. The oldest pieces of wrought jewelry known in the world are four bracelets made of turquoise and cast gold. They were excavated, along with their own—a mummy of Egyptian Queen Zer—in 1900. They had been underground for 7500 years.

This beautiful, blue gem material has been popular for eight centuries. Recently, it has had an upsurge in fashion along with American Indian jewelry. This is fortunate for the Indians who make the jewelry and for those who love and wear the genuine article. It is unfortunate for those who have paid good money for bad imitations.

To cash in on the boom in American Indian jewelry, mass merchandising techniques and substitute materials are being seen on the market. It is fairly simple to substitute turquoise. A variety of common quartz or even glass can do the job. There is a completely artificial, plastic-like substance that approximates the appearance of turquoise.

Poor quality turquoise can be easily treated to make it better looking. It can be dyed under pressure, soaked in oil and boiled in paraffin. It can be impregnated with sodium silicates or various kinds of plastic. None of these methods is satisfactory. The treatment is often impermanent and the color produced quite unnatural. Yet, some people are duped into paying hundreds of dollars for this stuff.

Turquoise, like much gem material, is becoming more rare. With prices in the thousands for some American Indian jewelry, it is approaching the rarified atmosphere of pearls, rubies, emeralds.

The genuine article of turquoise-set Indian jewelry is worth its price, but beware the counterfeit stuff: there is a lot of it around.

MEMBER AMERICAN GEM SOCIETY
Cowan Jewelers
Downtown

Birthday Honored By Family

The 85th birthday of Mrs. Clara F. Loerwald was celebrated last Sunday with a family gathering and dinner in the home of Mr. and Mrs. Ed Loerwald. Several other members of the Loerwald family have birthdays in March and were included as joint honorees.

The group attended services

at St. Anthony's Catholic Church and then had dinner. Mrs. Loerwald, of 405 McKinley, has been a Hereford resident many years.

Her children at the birthday party were Mrs. Bill Howard, Ruth Loerwald of El Paso, S.T., Gene, Harold, George and Ed Loerwald, Al and W.J. Lueb, nephews who made their home

with Mrs. Loerwald while they were growing up, were also present with their wives.

Also guests were Mrs. Gepe Loerwald and son Steve, Mrs. S.T. Loerwald and children, Cathy and Tom, Bill Howard, the Frank Brorman and Albert Sinnacher families, Donne Dolle family and the Ralph Loerwalds of Canyon, the Danny Loerwalds and son Clint of Plainview, Mr. and Mrs. Ray Artho, Joyce Armstrong of El Paso.

Antique Show Planned Soon

The 20th Century Cotillion Club of Pampa, will sponsor its 12th Annual Antique Show and Sale in the Heritage Room of the M.K. Brown Auditorium, March 29, 30, 31. Tickets to the show are \$1 and are available from any 20th Century Cotillion member or at the door.

All proceeds from the ticket sales have gone annually to the Opportunity Plan, Inc., at West Texas State University in Canyon. This is a student loan plan that assists worthy and financially troubled students through college or trade schools approved by the Opportunity Plan, Inc. The fund is now being utilized by 15 students to complete their education.

Joy Morton Given Award At Friona

Joy Morton, daughter of Mrs. Grady Morton and the late Mr. Morton of Hereford, was named Teacher of the Year at the Friona Chamber of Commerce Banquet recently.

Miss Morton has taught in Friona High School 12 years, teaching senior English and speech. She is a 1956 graduate of Hereford High School, was graduated with bachelor of arts degree from Texas Woman's University in Denton in 1960 and received her masters degree in 1963 from West Texas State University.

She lives in Friona during the school term and spends her summers in Hereford.

Give Today April is Cancer Control Month. Your dollars to the American Cancer Society volunteer who rings your bell can help conquer cancer.



Joy Morton named Teacher of the Year

Be An Early Bird

At present rates, one of four Americans will eventually get cancer, says the American Cancer Society. Reduce the death toll by helping the Society spread the word that early detection saves lives. Give when the ACS volunteer knocks on your door.

TIME TO REMEMBER ROSE KENNEDY

Rose Kennedy's own story of the Fitzgeralds and the Kennedys, her busy and full life, and of the many people she has known. This is a rich book covering the events of over eight decades, making use of thousands of family letters which add a marvelous authenticity. Included are over fifty pages of family pictures, almost none of which has ever appeared in print. It is an unusual memoir because the children—Ted, Eunice Shriver, Pat—Lawford, Jean Smith—have all contributed their versions of various stories. The result is a full and varied book—candid and beautifully written. Rose Kennedy is the daughter of a prominent Boston politician, wife of a diplomat, mother of one President and two Presidential hopefuls. Feb., \$12.50; 6 1/2 x 9 1/2; 64 pages of b&w photos; index of names ISBN 0-385-01625-5

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Rose Fitzgerald Kennedy



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FLOWERS ARE WHAT SPRING IS ALL ABOUT

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Ceramic Club Has Practice

Ceramic Art Club met in the home of Mrs. O.H. Culpepper Wednesday. The lesson was on molding and applying clay flowers. Each member tried her

hand at creating flowers and leaves in the medium. Members and guest were presented small gifts of ceramic ware from the hostess.

Mrs. Earl Brookhart introduced Mrs. Charles Springer who was welcomed as a new member.

The president's prize was won by Mrs. G.W. Stengel. Lunch was served at the end of the meeting.

Other members present were Mmes. Leona Seavy, Zelma Kuykendall, and Lloyd Kirkeby.

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Calendar of Events

MONDAY

Order of Rainbow Girls, Masonic Hall, 7:15 p.m.
Kappa Iota Chapter of Beta Sigma Phi, Community Room of First National Bank, 7:30 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, 100F Hall, 8 p.m.
Evening Lions Club, K-Bob's Steak House, 7 p.m.

TUESDAY

Kings Manor Auxiliary membership meeting, Kings Manor, 2 p.m.
La Afflatus Estudio Club, Medallion Room of REA building, 3 p.m.
La Plata Study Club, home of Mrs. Emil Dettman, 8 p.m.
Xi Epsilon Chapter of Beta Sigma Phi, Pioneer Gas Flame Room, 7:30 p.m.
Alpha Alpha Chapter of Beta Sigma Phi, Community Center, 8 p.m.
Texas CowBelles spring style show and luncheon, Country

Club, noon.

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

WEDNESDAY

Merry Mixers Square Dance Club, Community Center, 8 p.m.
CFW, First Christian Church, luncheon, 12:30 p.m.
Knights of Columbus, KC Hall, 8 p.m.
Deaf Smith County Historical Museum open to the public, free, from 2 to 5 p.m.

THURSDAY

Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, home of Mrs. Johnie Burkhalter, 225 Douglas, 7:30 p.m.
Hereford Study Club, home of Mrs. Melvin Thompson, 7:30 p.m.
Bay View Study Club, home of Mrs. Bruce Burney, 2 p.m.
L'Allegria Study Club, home of Mrs. Hugh McCrary, 9:30 a.m.
Farm and Ranch Club luncheon, home of Mrs. Paul Rudd, 12:30 p.m.
Red Cross Volunteers luncheon, K-Bob's Restaurant, noon.
Mothers Needle Club, home of Mrs. C.N. McClure, 2:30 p.m.
North Hereford Extension Club, to meet in the home of Mrs. Mack Tucker 2:30 p.m. for tour of Arrowhead Mills.
AARP, Community Center, 7 p.m.
VFW, VFW Clubhouse, 8 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.

FRIDAY

Kings Manor Auxiliary Benefit Bridge and 42, Lamar Room of Manor, 8 p.m.
Sweet 'n' Fancy Decorating Club, Community Center, 9:30 a.m.
Cultural Extension Club, Flame Room of Pioneer Natural Gas building, 2:30 p.m.
Kiwanis Whiteface Breakfast

Club, Dickie's Restaurant, 6:30 a.m.

Bridge Menagerie Club for contact bridge, 309 Western, open to the public, 7:30 p.m.

SATURDAY

Young Homemakers of Texas Ho-Down, Community Center, 7:30 p.m.
Junior Gardeners Club, home of Mrs. Ray Johnson, 3 p.m.
Deaf Smith County Historical Museum, open to the public free of charge, from 2 until 5 p.m. Saturday and Sunday.

Fashion Show Set At Lunch

Spring styles will be modeled for Hereford CowBelles at their March luncheon Tuesday in Hereford Country Club. Members and guests will wear fashions from La Boutique.

Hostesses will be Mmes. Jack Brown, James Bullard, Rachel Hunter, J.E. McCathern Jr., Robert Benson and Bob Spangler.

Each member is asked by the beef promotion committee to bring a favorite recipe for a beef dish to the luncheon.

Modeling in the style parade will be Mary Tyler, Mary Lou Aven, Helen Thompson, Dee Ann Caison, Kathy Polan, Sara Lawson, Ruth Bartlett, Nita Hart, Della Hutchins, Mary Fraser.

Also Kay Hall, Pete Hodges, Genelle Clements, Deloyce Lyman, Willie Braddy, Joan Coupe, Mary Duggan, Sue George and Mary Gibson.

U.S. base on British Indian Ocean island is set.

Schlesinger links budget to world role.

Nixon sees passage of health insurance plan.



PLAN SUMMER WEDDING — July is the date set for the marriage of Miss Linda Collins, daughter of Mr. and Mrs. Boyd Collins of 806

Miles Ave., and Henry Ramaekers, son of Mr. and Mrs. Vincent Ramaekers. Miss Collins is a

1973 Hereford High School graduate and is employed at Sears. Her fiance graduated from

Canyon High School and is a junior student at West Texas State University majoring in accounting. He is currently employed at Umbarger Co-op.

New Chicken Recipes In Pamphlet

Want to know how to fix Pecan Stuffed Chicken Breasts or Texas Style Barbecued Chicken? These and other chicken recipes are in a new pamphlet, Poultry Recipes, which is free to the public. For copies write to Commissioner John C. White, Texas Department of Agriculture, P. O. Box 12847, Austin, Tex. 78711.

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One Group of Ladies Boots
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We still have the largest selection of Felt Hats in the Panhandle From \$17.50 up

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- INCOME PROPERTY. Furnished duplex near downtown. 2 bedrooms in each unit.
- APARTMENT BUILDING with large shop and parking area. Bargain price, well located.
- COUNTRY LIVING - 2 different homes in the country, both nice and roomy.
- SOMETHING DIFFERENT - extra clean two story house in NW area with unusual, exciting floor plan. \$35,000.00.
- COMMERCIAL and industrial lots in several locations. Several retail businesses, motels, and shopping centers.
- \$15,000 DOWN plus moderate closing costs will handle good 240 acre farm with 3 wells. GOOD SECTION on pavement with 5 wells.
- ELEGANT LOCATION. Fine home on Texas Avenue. Reasonably priced.
- OFFICE BUILDING for sale, lease, or trade. Very nice \$12,500.00.
- NORTHWEST AREA home with storm cellar, 3 bdr., 2 baths. Will trade for car or pickup. \$23,950.00.
- ACREAGE Ten acres on pavement, close in, very reasonable. 102.6 acres with 6" well.

Multiple Listing Service **MLS**
Neil Cooper 364-1783
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REAL ESTATE

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Very nice 4 bedroom, 3 bath, living room, den, 2 car garage, fireplace, refrigerated air, beam ceiling, covered patio, sprinkler system. Will Consider trade for smaller house.

Beautiful Spanish Style 3 bedroom, 1 1/2 bath, living room, dining room, den, refrigerated air, fireplace, 2 car garage, covered patio, nice yard, located on Kingwood.

3 Bedroom Brick - \$10,500.00 - FHA Loan.

Small Trailer with lot outside city limits - \$5,750.00.

Oldham County Line - 1/4 Section Irrigated. Seller carry loan.

5 Acres and 2 Bedroom house, 1/2 acre permanent pasture.

New country listing - 1 acre 3 bdr. brick home, 1 1/2 bath, nice with bar and lots of cabinets... fenced yard, nice storage building.

TERRIFIC INVESTMENT FOR DEVELOPMENT
1/2 Section, 6 miles from town, 1 1/2 miles of Highway frontage, 2 wells, 1 1/2 miles of underground tile.



Equal Housing Opportunity

PROPERTY ENTERPRISES

205 S. 25 MILE AVE.

364-6633

List With Us For Quality Service.

DON'T GIVE THE KIDS AWAY

This 5 bedroom - 4 bath brick home with over 3100 sf will accommodate a whole platoon of kids. It has central heat, refrig air, enclosed patio and many other extras including fireplace. Priced at \$42,900.

EXTRA GOOD BUY + INCOME

Beautiful 3 bedroom, 2 bath, brick home, 1500 sq., electric garage door opener, central gas and air, separate storage room. PLUS - 252 sf apt. for rental purposes or zoned for beauty shop. Don't hesitate on this one.

DUPLEX ON AVE G

Good Investment - \$18,900 Net Income, \$250, 2 br. each unit, one. Central Heating & Evaporated Air.

LOOKING FOR A GOOD LOAN ASSUMPTION?

This 2 Bedroom, 1 bath home has had a bunch of tender loving care. Located near NW and La Plata schools. Cent. Gas, Evap Air. Payments only \$126 per month. Call Soon. Don't Wait!

WINDY SEASON IS HERE - BUY NOW

2 Bedroom - 1 Bath and STORM CELLAR. This completely redecorated home is located on a large lot in NW Hereford. Equipped with central heat and refrig air - new carpet - refrigerator and range. Move in Right Away.

WE HAVE COMMERCIAL MONEY AVAILABLE!

Come in and let us visit with you about your financing arrangements.



LEE UMSTED
364-6113

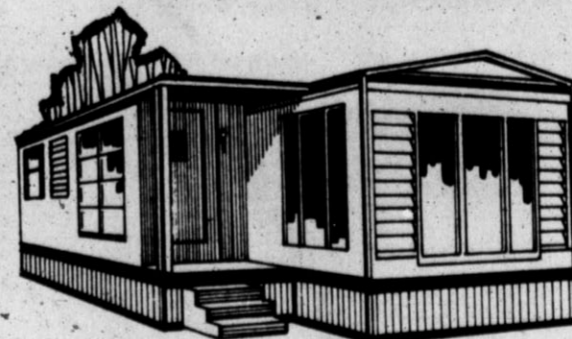


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MOBILE HOME SALES SERVICES



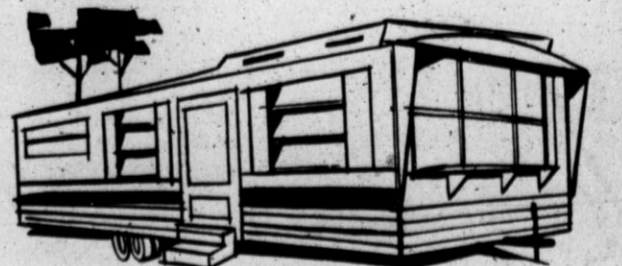
Exclusive Agents for UNITED and CHICKASHA Mobile Homes

12' x 44' to 14' x 80'

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"We invite all our friends by to see our Mobile Homes." We have terms to fit your needs.

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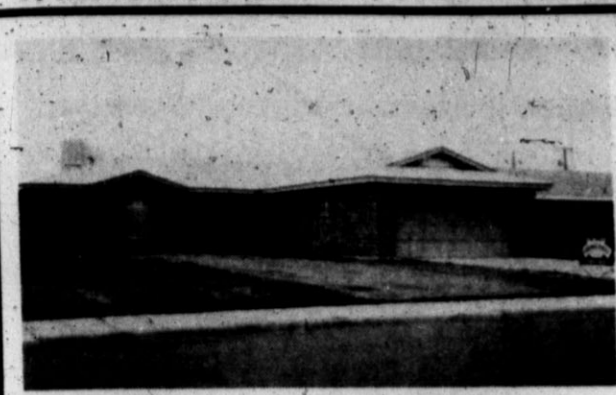
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DROP BY FOR A FRIENDLY CUP OF COFFEE

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508 So. 25 Mile Ave. - Phone - 364-1251 — TROYS CARMICHAEL
 "FARMS-RANCHES-COMMERCIAL-HOMES" — G.S. (Mutt) WHEELER



OPEN HOUSE

Sunday - March 17 2 to 5 P.M.

217 FIR STREET

3 Bedrooms - 2 Baths - Den with
 Fireplace - Separate Dining Room
 with Built in Hutch - Approximately
 1500 Sq. Ft. - Small Equity &
 Assume Present Loan or New Loan
 Available Double Garage -
 Fenced Yard

\$26,500.00

CLEAN CLEAR THROUGH!

3 Br's., 2 Full Baths, All Brick, New Shag Carpet,
 \$3,000.00 Equity-Payments \$122.50 Monthly, only
 14 months old.

FIRST TIME OFFERED

1680 Sq. Ft. For \$24,500.00 Extra Clean, 3 Br.,
 2 Bath, 11x11 Playroom, Separate Dining Area, Fenced
 Yard, Nice Neighborhood, 95% Conventional Loan
 Available to Qualified Buyer.

OTHER HOMES AVAILABLE-DRIVE BY-

828 BREVARD- 402 WESTERN -
 231 CENTRE - 305 AVE. C - 1505 PLAINS -
 228 FIR - 217 FIR - 608 AVENUE I

WE NEED LISTINGS- OUR OFFICE HAS SOLD &
 CLOSED LOANS ON 19 HOMES IN HEREFORD SINCE
 JANUARY 1st THIS YEAR. MOST ALL OF OUR OWN
 LISTINGS SELL BEFORE THEY EXPIRE. IF YOU ARE
 INTERESTED IN SELLING YOUR PRESENT HOME, CALL
 ANY OF THE EXPERIENCED STAFF AT OUR OFFICE.
 THEY WILL BE HAPPY TO SERVE YOU.

MUTT & TROYS HAVE SEVERAL GOOD FARM
 LISTINGS. THEY ALSO HAVE THE EXPERIENCE
 NEEDED TO SELL YOUR FARM. IF BUYING OR
 SELLING FARM OR RANCH LAND IS YOUR NEED,
 CALL MUTT OR TROYS AT EITHER OF THE FOLLOWING
 NUMBERS - 364-3798 or 364-1082



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"The Friendliest Office In Town"



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REALTORS

HEREFORD, TEXAS

311 E. PARK AVE.



PHONE 364-2222

BETTER HURRY

There are not many homes with this many extras in this price
 range. Large isolated Master BR. 2 baths & covered porch.
 Lots of storage, Excellent N.W. location.

BEST BUY IN TOWN

Beautiful double wide trailer, 24'x60', 3 BR, 2 bath. Beautiful
 decor. Small equity payments. \$120.10 mo.

UNMATCHABLE

This home owners delight is unmatched in: quality, price,
 location and extras. 2750 sq. ft., dbl FP, dream kitchen. Ref.
 air, 12x18 utility and many more outstanding features.

EVERYTHING & MORE

4 BR, 3 baths, 3200 sq. ft., beautiful builtins and fireplace.
 Storm doors, intercom, sprinkler system. Beautiful land-
 scaping. H-4170

HONEYMOON COTTAGE

Lg. trees surround well cared for 2 BR home. Carpeted,
 paneled. Lg. kitchen, built-in hutch. Lg. yard with garden
 spot. H-2274

INCOME PROPERTY

2 lots. Trailer connection for 4 trailers. Spaces rent for \$37.50
 mo.

BEAUTIFULLY DECORATED

four bedroom home. NEW, 2700 sq. ft. living space, 2-3/4
 baths, fireplace, patio side driveway and many other
 beautiful features. H-4162

5 BEDROOMS

Need more room? Here it is! 2160 sq. ft., corner lot in nice
 neighborhood. Price only \$11,500. Payments \$97.00 mo. Call
 now. H-5002.

FRONTAGE HIWAY 385

Lg deep lot on Hiway 385. Excellent location

NEATEST HOME IN TOWN

Well kept, inside and out, home with separate den and living,
 fireplace, isolated Master, corner lot in great location. Three
 bedroom, two full baths.

GRACIOUS LIVING!

3300 sq. ft. living space in this quality and spacious home.
 Drive by 1002 E. 3rd and see for yourself! H-3918.

EQUITY BUY

Buy equity and assume \$74.00 payments. 3 bedrooms, 1100 sq.
 ft. Attached garage. Corner lot. H-30036

COMMERCIAL STORAGE

Brick building, 31x62, 2 overhead doors, overhead heaters,
 plumbed and wired. Handy location.

SUMMER DELIGHT

Large shade trees shelter fenced yard. 2 bedroom brick
 home. Large rooms, big kitchen. Reasonably priced. H-2307

HANDY CORNER LOCATION

3 Year old 3 bedroom, 2 bath brick. Assume loan or buy FHA
 or Va. Fenced yard. H-30058

CONVENIENCE FOODS

are a sign of our time. You will get an excellent return on this
 well established food business. Call for details.

FARMS FOR SALE DAWN AREA

70x14 trailer and improvements. 5 lots. House well. Will sell
 and improvements separately.

320 acres, 1/2 allotted, 3 wells F-3119

MILO CENTER

990 Acres - Bargain - 6 wells - good water - lots of tile - house-
 lake pump. Hurry!

crs, 2 wells, Mill, \$600.00 per acre F-316

NORTHEAST

310 Acres - Perfect - 3 Wells - 1-1/2 Miles Tile. Good Water
 Area. Terms. Call Quick.

NORTH

340 Acres, Nice Home, Shop, Sprinkler, Corrales, Shed, 29 per
 cent Down.

WILDORADO

Pavement - Sprinkler - 640 Acres - Pens - Shed - Excellent
 Cattle-farm.

NEAR HEREFORD

Pavement - Rough - 530 Acres - Weak Water - Lots of
 Potential

2400 ACRES

Can be divided - \$395 per acre - 6 1/2 per cent loan - House - barn
 - 16 wells - equipment.

160 ACRES

Pavement - 2 wells - waters one direction.

"We do more for you than we have to"

NIGHTS, SUNDAYS AND HOLIDAYS

Call: Sam Long 364-0381, Virginia Holmes 364-6520, Ralph Owens 364-2560

REALTORS

STORM SEASON IS APPROACHING and this brick home
 has a 20x11 basement, paneled in knotty pine, a full water
 softener system, double garage, located on a corner lot
 and near town and schools, payments less than \$175 per
 month and financing available on equity.

Income property, large duplex with over 1435 square feet,
 rent income is \$135 per month, also full basement with
 1400 square feet, available to live or rent for additional
 \$75, total price \$15,000. Veteran can move in for ap-
 proximately \$500.

Are you a fix-it man? If so you can get in this home on
 sweat equity, good location, over 1830 square feet, two
 baths and three bedrooms, storm windows and doors,
 large den 22x16, storage building 12x14, good home for
 growing family, \$18,000.

NEW, paint job inside and out, new carpet, new water
 heater, this home in excellent condition for the new young
 couple, three bedrooms, and near elementary school,
 \$10,500.

LESTER MOFFITT'S SPECIAL

FREE.....

Electric garage door opener if
 purchased this week...!

Den is fully paneled in Ash with Wood Burning Fireplace, 3 Bedrooms,
 Located in N.W. Hereford \$29,5000

Outdoor entertaining is abundant in this three bedroom
 home on Beach Street, large corner lot with front trees,
 grape vines and garden area, large screened in porch with
 600 square feet and a brick bar-b-que, \$23,500.

Basement ready for converting into game room, upstairs
 has been remodeled, paneled, carpeted and in good
 condition, near hospital, now \$13,500.

Exclusive Realtors for Gerald Boggs - Lester Moffitt - Richard Farroll - Builders

Developers of Green Acres Addition

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DON TARDY 364-1106 MELVIN JAYROE 364-3766 DON ZIMMERMAN 364-3274 LLOYD SHARP 364-2543 KEN ROGERS 258-7350

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THRIFTWAY

A BETTER WAY TO SAVE

PRICES EFFECTIVE MAR. 18 THRU 20 1974. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.



MARCH IS GRAIN FED BEEF MONTH AND REMEMBER

"A BEEF EATER IS A HEREFORD BACKER"

EAT MORE BEEF

CUDAHY'S "HOLIDAY" FULLY COOKED SMALL LEAN BONELESS HAMS HALVES
4 to 5 LB. AVERAGE LB. **\$1.55**

GROUND BEEF LB. **85¢**

SHORT **RIBS** LB. **49¢**

BONELESS **CLUB STEAK** LB. **\$1.98**

BEEF **LIVER** LB. **89¢**

J & M BRAND GRADE A FRESH FROZEN **BAKING HENS** 5 to 7 LB. AVG. LB. **59¢**

WILSON'S CERTIFIED FULLY COOKED **CANADIAN STYLE BACON** BY THE POUND \$1.59 SOLED LB. **\$1.79**

BAR-S PURE PORK **HOT or MILD SAUSAGE** 1 LB. ROLL **69¢**

CLIP AND SAVE

100 **FREE GUNN BROS. STAMPS** WITH THIS COUPON AND PURCHASE 3 POUNDS of **ROAST** or more COUPONS GOOD THRU MAR 20, 1974 THRIFTWAY

COCA COLA 5 32-OZ. BOTTLES **\$1.00** (Plus Deposit)

BOOTH COOKED FISH STICKS LB. **59¢**
STEAKS, BEEF FINGERS PORK STEAKS LB. **99¢**

TENDA MADE **CHICKEN FRIED BEEF** LB. **99¢**

"SKILLET SIZE" BAR-S; **BACON** 12-OZ. PKG. **89¢**

PHILADELPHIA **CREAM CHEESE** 3-OZ. PKG. **10¢**

Check Rated
BORDEN'S BUTTERMILK
1/2 GAL. **59¢**

THRIFTWAY FARM FRESH PRODUCE ALL PURPOSE, POLY BAG **RUSSET POTATOES** 10-LB. BAG **\$1.19**



BLUE BONNET **MARGARINE** 1/4's **49¢**

SHURFRESH **ICE CREAM** 1/2 GALLON ASST. FLAVORS **79¢**

CALIFORNIA **AVOCADOS** EA. **29¢**
EXTRA FANCY BELL **PEPPERS** LB. **25¢**
LARGE YELLOW **ONIONS** LB. **15¢**
CALIFORNIA SUNKIST **ORANGES** 5 LBS. **\$1.00**
MEXICO **CANTALOUPE** LB. **29¢**

ASST. COLORS **DIAL SOAP** 2 BATH SIZE **49¢**

BATH SIZE BARS **KLEENEX TISSUE** 3 200 CT. BOXES **89¢**

SHURFINE VAC PAC ALL GRINDS **COFFEE** 16-OZ. CAN **87¢**

WAGNER'S **DRINKS** ASSORTED FLAVORS 3 32-OZ. BTL. **89¢**

THRIFTWAY'S FROZEN FOOD
FOOD KING **MIXED VEGETABLE** 3 20-OZ. PKG. **\$1.00**

SHURFINE FROZEN **LEMONADE** 3 8-OZ. CANS **39¢**

BIRD'S EYE **CORN ON THE COB** 4 EARS **59¢**

JENO'S **PIZZA** ASSORTED **89¢**

FOLGER'S MOUNTAIN GROWN **COFFEE** WITH 22c IN AD COUPON 16-OZ. CAN **87¢**

VALUABLE COUPON
JOHNSON'S REGULAR OR LEMON **PLEDGE** 14-OZ. CAN **\$1.19** WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER MAR. 20, 1974

VALUABLE COUPON
FOLGER'S INST. **COFFEE CRYSTALS** 6-OZ. JAR **\$1.09** WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER MAR. 20, 1974

VALUABLE COUPON
50808 BETTY CROCKER BOX **TUNA HELPERS** **49¢** WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER MAR. 20, 1974

VALUABLE COUPON
FOLGER'S MOUNTAIN GROWN **COFFEE** 1-LB. CAN **87¢** WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER MAR. 20, 1974

CALIFORNIA **TOMATOES** LB. **23¢**

NESTLE'S **QUICK** 2 LB. **89¢**

DETERGENT **SUPER SUDS** GIANT BOX **49¢**

SHURFRESH **POTATO CHIPS** TWIN BAG **49¢**

100 **FREE GUNN BROS. STAMPS** With this coupon and purchase of 2-1/2 GAL **SHURFRESH MILK** Coupon good thru Mar. 20, 1974

100 **FREE GUNN BROS. STAMPS** With this coupon and purchase of 12-OZ. CAN **TOM SCOTT MIXED NUTS** Coupon good thru Mar. 20, 1974

SMART CONTEMPORARY **WOOD WIND** STAINLESS STEEL FLAT WARE **39¢**

THRIFTWAY "A BETTER WAY TO SAVE" 426 N. MAIN, HEREFORD, TEXAS **DOUBLE GUNN BROS STAMPS TUESDAY & WEDNESDAY**

Page 2 Sunday Program Notes

10:30... ABC... MAKE A WISH
Chapin hosts the series and performs the original songs which are written by his brother Harry Chapin. Today's topics are "Road" and "Hand."

11:00... ABC... THE AMERICAN SPORTSMAN will consist of an episode on George Kirby in a party boat group of inner-city children and comedian Dan Rowan and outdoor writer Grits Greifman go duck shooting through the trees near Stuttgart, Arkansas along the Mississippi. Hyman, Carl Goetz is the host.

11:30... ABC... WORLD CHAMPIONSHIP TENNIS
Live coverage of the matches from Washington, D.C. Jim Simpson and Bud Collins, commentators.

4:30... CBS... THE PALM BEACH TENNIS MASTERS
A doubles tournament combining active fans with \$40,000 in prize money. Thirty-two pros will compete in the elimination tournament at the Breakers Hotel, West Palm Beach, Fla. Each match will be of three sets, with the 9 point breaker used. The broadcast will cover highlights of the two semifinal matches, March 16, and the play-off on Saturday, March 17. Tennis stars Tony Trabert and Stan Smith will be the commentators.

6:30... CBS... THERE'S NO TIME FOR LOVE, CHARLIE BROWN
Special based on Charles M. Schulz's popular comic strip. The animated special features two Peanuts characters who have not shared the television spotlight before—Franklin, voiced by Todd Darrin, and Marcie, voiced by Jennifer Warren. In sports, all the hardships, including a field trip during which Charlie Brown and some of his pals mistake a supermarket for an art museum. Charlie and Peppermint Patty pursue their somewhat ambivalent romance wherein the 205 and zags of their affections never seem to be in sync. (R)

6:30... ABC... THE FBI
"Deadly Ambition" with guest stars Harvey Keitel and Claudia Jennings. Ernie Cohn, brought by the FBI for armored car robbery, is marked for a hit by his mob bosses.

4:30... NBC... THE WONDERFUL WORLD OF DISNEY
Second segment of a three-part mystery. Three teenagers race in the Hemphill Sports Car Rally, unaware their car contains a treasure in stolen diamonds. (Part 11) will be colorcast Sunday, March 24. **AMERICAN PARADE—THE WOMEN**
A historical study of women in America, from their difficult pioneer days to the current women's liberation movement, with Mary Tyler Moore as narrator. Among those joining Miss Moore are Geraldine Fitzgerald, Kathleen Widows, Leona Dana, Anne Sweeney, Suzanne Grossmann, Estelle Getty, and Maeva McKinnon, appearing as leading American feminists who led the dramatic fight for women's rights.

7:30... NBC... NBC SUNDAY MYSTERY MOVIE—"FREE FALL FOR TERROR"
Singer Dick Haymes guest-stars as a business tycoon who presides over a suicide by jumping from a building.

7:30... ABC... THE ABC SUNDAY NIGHT MOVIE—"MURDERER'S ROW"
Dean Martin stars as underground agent Matt Helm, assigned to rescue an interationally renowned scientist who has been kidnapped. Also starring Agn Moorehead, Karl Malden, Beverly Sills, and John Huston.

8:00... CBS... "6 RMS RIVIERA"
Starring Carol Burnett and Alan Alda in a television adaptation of the Broadway play by Bob Randall. The romantic comedy deals with the predicament of two artists who collide, early in the morning, in a room, "river view apartment" they are seeking to rent for themselves. Joe Ocasio, Francine Beers, Lawrence Pressman and Millie Steavin are featured.

9:00... NBC... COLLEGE COLLABORATION
An exploration of the lives of white collar workers in America—on the job and away from it; a look at how people live with the fact that they did not choose their work and how they survive in a white collar world.

CHANNEL	4	7	10	11	13	39	3
CABLE	KONC	KVII	KFGA	KTVI	KTEA	KXIX	IND
1	Blue Ridge	Comedy Theatre	Fifth For Today	News	Quick Draw	Reader and Public Service	
2	Quartet	Colgate	News	News	Quick Draw	Reader and Public Service	
3	Day of Discovery	Journal	James Robinson	News	Quick Draw	Reader and Public Service	
4	Expect An Answer	Revival First	Church	News	Quick Draw	Reader and Public Service	
5	Cathedral	Kid Power	Oral Roberts	Religious	Quick Draw	Reader and Public Service	
6	St. Ignace	The Olympics	Good News	Religious	Quick Draw	Reader and Public Service	
7	Blue Ridge	Comedy Theatre	News	Religious	Quick Draw	Reader and Public Service	
8	Quartet	Colgate	News	Religious	Quick Draw	Reader and Public Service	
9	Day of Discovery	Journal	James Robinson	Religious	Quick Draw	Reader and Public Service	
10	Expect An Answer	Revival First	Church	Religious	Quick Draw	Reader and Public Service	
11	Cathedral	Kid Power	Oral Roberts	Religious	Quick Draw	Reader and Public Service	
12	St. Ignace	The Olympics	Good News	Religious	Quick Draw	Reader and Public Service	

On The Cover

Memories of small, sweaty palms against a math-strewn blackboard and the "I don't feel very well" specter that can ride along with a primary grade on a class bus trip to a far-off educational field are brought back vividly as writer-artist Charles M. Schulz mixes the ingredients of childhood school days into "There's No Time for Love, Cigarette Brown," animated Peanuts special to be broadcast Sunday, March 17 (6:30-7:00 p.m.), on the CBS Television Network.

The special, written by Peanuts' creator Schulz, was produced by Lee Mendelson and Bill Melendez in cooperation with United Feature Syndicate, Inc. Melendez was the director. The music was composed by Vince Guaraldi and conducted by John Scott Trotter.

Police Story

John Forsythe stars as Chief Sam McCoullough, who faces a growing problem among youth gangs, including four shooting fatalities near a school in "Chief," the Tuesday, March 19 colorcast of NBC Television Network's "Police Story" (9:00-10:00 p.m.).

Assemblyman Manuel Alvarez (Michael Ansara), who wants Mayor Landron's (Lloyd Bochner) job, blames Chief McCoullough. Meanwhile, officers search a thief's motel room and find a map of the school where the Chief is speaking that night. Adding to McCoullough's problems are the extra-marital activities of his friend, Inspector Rivas (Fennell Roberts). Barbara Rush stars as McCoullough's wife, Kay.

This drama was written by Robert Collins and directed by Virgil Vogel.

Saturday Program Notes

11:00... ABC... THE ABC SATURDAY SUPERSTAR MOVIE—"TABITHA AND ADAM AND THE CLOWN FAMILY"
Tabitha and Adam are given permission by their parents to spend summer working at the circus with their cousins, the Clow family. The kids use musical talents to help the Clow family save the circus from financial ruin. (R)

11:30... NBC... GO
The elements of hockey are analyzed by Ted Lindsay, who teaches the sport to youngsters at his school in Port Huron, CBS, NATIONAL IN-DEPTH HEADLINE SEMI-FINALS TOURNAMENT GAMES

12:00... CBS... NATIONAL IN-DEPTH HEADLINE SEMI-FINALS TOURNAMENT GAMES
Don Crut and "Hot" Rod Henderly will provide the play by play and analysis. (From City Square Garden, New Pro Bowlers Tour)

2:30... NBC... \$80,000 MILLER, High Life Open
mentary is provided by Chris Schenkel and Billy Weir.

4:00... ABC... ABC'S WIDE WORLD OF SPORTS
The events will be the World Super Hot Dog Championship from Park City, Utah with commentary by Frank Grifford and world-renowned ski instructor Stein Erickson, plus World Ice Dancing Championships from the Olympic Olympic site at Munich, Germany with Jim McKay and Dick Buton.

4:00... NBC... THE SEA PINES
Like color coverage of the final holes from the Herbird Tom's Golf Links, Hilton Head Island, S.C. (Live coverage continues Sunday, March 24.) Commentators are Jim Simpson, Charlie Jones, Jay Middlecott, Phil Heron and EMERGENCY!

7:00... "Inventions," Gage and Desno
answer a variety of calls, interrupting their efforts to invent a gadget that would aid the Fire Department in its paramedic activities. Kevin Tighe directed the script by Don Stryker.

7:00... ABC... THE PARTRIDGE FAMILY
"with guest star George Chakiris. Danny and Keith follow their mother when she goes out on a date with her high school sweetheart, now a dashing navy captain."

7:30... ABC... ABC SUNDAY MYSTERY MOVIE—"A CRY FOR JUSTICE"
George Kennedy, Joanna Palfrey and Lee H. Montgomery. Bitten by a rabid shark and tearing madly, a man chains himself in a barn. Then, left alone with his young son while his wife seeks help, he realizes that his farm is endangered by an imminent flood.

7:30... CBS... MASH
The three non-conformist combat surgeons of a psychiatric hospital in the commanding general fears that the 407th unit may be suffering from battle fatigue and should be broken up. (R)

8:00... CBS... THE MARY TYLER MOORE SHOW
Closely Leachman appears as a special guest star. Lou had left him, and Mary his wife to find him one for an important banquet which Lou learns his wife is attending with another man.

8:00... NBC... NBC SATURDAY NIGHT AT THE MOVIES—"REMEMBER WHEN"
Jack Warden, Nan Martin, Sharratt, William Schallert. A World Premiere drama, set during World War II, about a Connecticut family's attempts to adjust to wartime restrictions.

8:30... CBS... THE BOB NEWHART SHOW
Bob's partner Elliot Odlin parades out his latest ideas and insecurities as he prepares to ask Carol Kester for a date. He then finds it even harder to accept her answer—which is "yes". (R)

9:00... ABC... OWEN MARSHALL, COUNSELLOR AT LAW
To keep and beat Barbara Anderson and John Ritter. Owen represents a bus passenger when he is carjacked as the result of a ribcage bullet fired by an angered bus driver during a robbery.

CHANNEL	4	7	10	11	13	39	3
CABLE	KONC	KVII	KFGA	KTVI	KTEA	KXIX	IND
1	Liveline	The Bob Newhart Show	Help! It's the Hair Bear Bunch	Waterfront	Super Scooper	Reader and Public Service	
2	Adam's Family	Yogi's Caring	Teenage Witch	Waterfront	Super Scooper	Reader and Public Service	
3	Emergency 7	Super Friends	New Scoop, Doc	Waterfront	Super Scooper	Reader and Public Service	
4	Ben High	Lasater's Rescue Rangers and the Grootz Characters	My Favorite Martini	Waterfront	Super Scooper	Reader and Public Service	
5	Sea Monsters	Joe's Caring	Jeannie	Waterfront	Super Scooper	Reader and Public Service	
6	Star Trek	The Brady	Speed Buggy	Waterfront	Super Scooper	Reader and Public Service	
7	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	
8	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	
9	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	
10	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	
11	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	
12	Star Trek	Minion Magic	Justice and the Peasants	Waterfront	Super Scooper	Reader and Public Service	

The Magician

Possibly the biggest trick to be pulled off this season on "The Magician" is Survivors' plays a toy maker with a back to TV to guest star in an episode of the NBC Television Network series.

Hayward, star of many swashbuckler movies who last appeared on television in 1969 opposite Lana Turner in "The Survivors," plays a toy maker with a back to TV to guest star in an episode of the NBC Television Network series.

"Diamonds on Wheels"

Robert and Susan Stewart (Peter Firth and Cynthia Lund) and Charlie Todd (Spencer Banks) race in the Hampshire sports car rally unaware that their vehicle contains a cache of stolen diamonds in part two of a three-part mystery adventure drama, "Diamonds on Wheels," the Sunday, March 17 colorcast of "The Wonderful World of Disney" (6:30-7:30 p.m.) on the NBC Television Network.

The youngsters are diverted from the course by thugs gaggled in the car.

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7:00... ABC: THE ROOKIES... with guest stars Anthony Zerbe, Paul Jenkins, and Bridget Hanley. Willie becomes gravely ill after giving mouth-to-mouth resuscitation to an ex-convict whose subsequent disappearance creates the danger of a major epidemic of viral meningitis.

7:00... CBS: GUNSMOKE... "An arm to Ride a Yellow Horse." An arm-biased mother desires a son-in-law. Newly available suitors for her daughter almost leads to tragedy.

7:00... ABC: THE MAGICIAN... "The Illusion of the Lethal Playthings." Louis Hayward guest stars as a diabolical toy maker who attempts to "bomb" Tony Blake with a model airplane.

8:00... NBC: MONDAY NIGHT AT THE PALLADIUM... "CALL ME SWANK." Edie Adams and Loni Jeffries. Mather Merriweather (Hope) is ordered to pose as an expert on Africa and join a safari to the continent to retrieve a capsule returning from the United Artists, 1963. **ABC MONDAY** **8:00... ABC: LOVE**... "The Devil's Daughter." Yve Monahan and Irene Pappas star in the Academy Award-winning political thriller about a free society fallen victim to a corrupt government. (1969)

8:00... CBS: HERE'S LUCY... Lucy starts a personal campaign for "recognition" of older but still employable people when an aging waitress who has been fired because of her years applies to the Unique Employment Agency.

8:30... CBS: THE AMERICAN FILM INSTITUTE SALUTE TO JAMES CAGNEY... highlighted by the presentation of the institute's second Life Achievement Award to the veteran film actor, with Frank Sinatra as host. Gov. Ronald Reagan of California will participate in the tribute. Other participants include Doris Day, Frank Gorshin, Charlton Heston, Cicely Tyson, John Wayne, Jack Lemmon and Mae Clarke.

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4 KQNC	7 ABC	10 CBS	11 IND	13 PBS	29 IND	3 IND
5 NBC	8 ABC	11 CBS	12 IND	14 PBS	30 IND	4 IND
6 NBC	9 ABC	12 CBS	13 IND	15 PBS	31 IND	5 IND
7 NBC	10 ABC	13 CBS	14 IND	16 PBS	32 IND	6 IND
8 NBC	11 ABC	14 CBS	15 IND	17 PBS	33 IND	7 IND
9 NBC	12 ABC	15 CBS	16 IND	18 PBS	34 IND	8 IND
10 NBC	13 ABC	16 CBS	17 IND	19 PBS	35 IND	9 IND
11 NBC	14 ABC	17 CBS	18 IND	20 PBS	36 IND	10 IND
12 NBC	15 ABC	18 CBS	19 IND	21 PBS	37 IND	11 IND

TUESDAY
CHANNEL 4 KQNC
7 KXII
10 KFDA
11 KTVI
13 KEBA
29 KXIX
3 IND

Tuesday Program Notes

7:00... ABC: HAPPY DAYS... "Give the Band a Hand." with guest star Bruce Kimmel. Richie, Potsie, Bag and Ralph set out to make their own money.

7:00... NBC: ADM-12... "Harbor." Division 12 Officers Malloy and Reed stop a credit fraud and get an astrology lecture when they tickle a celebrity (guest star Jayne Meadows). (R)

7:00... CBS: MAUDE... After a wild cocktail party, lasting most of the night, Maude's husband, Fred, is hospitalized and Maude's wrath—but refuses to face the fact that he has a drinking problem. (R)

7:30... CBS: HAWAII FIVE-O... "Charter for Death." With Nehemiah Persoff as guest star, Steve McGarrett faces a deadly plague when he goes aboard a drifting schooner abandoned by a disgraced mobster fleeing California. (R)

7:30... ABC: TUESDAY MOVIE OF THE WEEK—"MEN OF THE DRAGON"... Starring Jared Marlin, Katie Saylor, Robert Ho and Joseph Wiseman. A young American man, after his arrival in Hong Kong, discovers his younger sister kidnapped by his Oriental blood and embarks on a search to find her, using his powerful martial arts skills to try and save her and destroy her sinister abductor and his organization.

7:30... NBC: NBC TUESDAY MYSTERY MOVIE—"TUESDAY FOR BLUEBEARD"... Starring Helen Hayes and Mildred Natwick as the Snop Sisters, Vincent Price guest stars as a faded horror movie star whose film festival in his honor ends tragically when his round head is crushed in a "jammy" or "crushed" death.

8:00... CBS: SHAFT... "The Executioners." Detective John Shaft gets on the trail of a bizarre series of killings after the mysterious drawings of a noted criminal attorney and his client, Robert Culp, Richard Jaeckel, Kaz Garas, Kiala and Dean Cain.

8:00... ABC: POLICE STORY... "Chief." starring John Forsythe, Barbara Rush, Michael Ansara, Lloyd Bochner and Perrell Roberts. Police Chief Sam McCullough (Forsythe) faces problems involving an assassin, a bribe, a mayor and a psychotic thief while trying to quell the activities of a mob.

9:00... ABC: MARCUS WELBY, M.D.... "The Tall Tree." Tony Musante guest stars as a psychiatric therapist whose own illness complicates his work with emotionally disturbed children. (R)

Wednesday Program Notes

7:00... ABC: THE COWBOYS... "Admiral of Honor." with guest stars Pipa Scott and Monica Gayle. The Longhorn cowboys set out to prove the innocence of Kate Tatum, jailed for crooked gambling.

7:00... NBC: CHASE... "Enlight Six Proof TNT." James MacEachin and Paul Kelly bookend guest star, record figure while his unit uses other tactics to smoke out the leader of a bootleg operation.

7:30... ABC: WEDNESDAY MOVIE OF THE WEEK—"THE DEVIL'S DAUGHTER"... Starring Shelley Long, Robert Redford and Jonathan Frid. A terrified young Joseph learns her soul was sold to the Devil at birth by her deceased mother and she must wed a demon of Satan. (R)

8:00... NBC: NBC WEDNESDAY NIGHT AT THE MOVIES—"THE CARETAKERS"... Starring Robert Stack, Polly Bergen, Joan Crawford and James Frawley. When "borderline" mental patients try to treat experimental method, he runs into opposition from an old-fashioned doctor and a head nurse. United Artists, 1963.

9:00... ABC: ABC NEWS CLOSE-UP... "OIL: THE POLITICAL CRISIS?" An editorial commentary special which cuts through the confusion and presents a primer on oil—spelling out key facts and issues that have generated the fuel crunch. To develop the behind the scenes story, ABC Science Editor Jules Bergman and Brit Hume, investigative reporter, talk to the people who have been power to the industry.

9:00... CBS: THE CBS LATE MOVIE—"TRIBUTE TO A BADMAN"... Starring James Cagney in a powerful story of a criminal, Irene Pappas and Vic Morrow are featured. (1956) (R)

Thursday Program Notes

7:00... ABC: KUNG FU... "The Nature of Evil." with guest stars Morgan Woodward and Shelley Novack. Borcan Coby and special guest star John Carradine star in a story of a man who is a prisoner of his own mind.

7:30... NBC: THE TONIGHT SHOW STARRING JOHNNY CARSON... "Guests." Dr. David Ruben and Rodney Dangerfield.

8:30... CBS: THE CBS LATE MOVIE—"TRIBUTE TO A BADMAN"... Starring James Cagney in a powerful story of a criminal, Irene Pappas and Vic Morrow are featured. (1956) (R)

'Chase' busts bootleggers
Chase (Mitchell Ryan) works as a bodyguard to an underworld figure while his unit uses other tactics to smoke out the leader of a bootleg liquor operation. In "Enlight Six Proof TNT" on NBC Television Network's "Chase" color cast Wednesday, March 20 (7:00-8:00 p.m.).

"J. L." (Murray Hamilton) and his lieutenant, Clem (James MacEachin), are doing big business forcing their bad whiskey on small stores until Clem wants a territory of his own. While Chase moves in with Clem, it takes help from his unit including Sgt. MacCray (Wayne Maunder), Rice (Gary Crosby), Wilson (Craig Gardner) and Det. Chief Dawson (Albert Reed) to finally break up the strong-arm racket. Joe Kappi, former professional football star quarterback, portrays Clem, a restaurant owner.

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THURSDAY
CHANNEL 4 KQNC
7 KXII
10 KFDA
11 KTVI
13 KEBA
29 KXIX
3 IND

Dean Martin is agent Matt Helm

Dean Martin, in another assignment as undercover agent Matt Helm, runs a gamut of high adventure in "Murderer's Row," the ABC Television Network's "ABC Sunday Night Movie" March 17 (7:30-9:30 p.m.). (Rebroadcast)

Ann Margret, Karl Malden (now starring in ABC's "The Streets of San Francisco"), Beverly Adams, Camilla Sparo and James Gregory are in the supporting cast.

Matt becomes involved in a secret mission which includes blowing up an unknown place for a top secret reason. The secret is revealed when Helm, in his efforts to rescue an internationally known scientist, kidnaps by Julian Wall (Karl Malden), finally corners Wall and his mob. The showdown gives Matt a chance to try out some of his new super weapons and they prove to be the equalizer for the outnumbered agent.

A former counter-espionage agent, Matt has been summoned by MacDonald (James Gregory), his former chief, from his incredible bachelor's dream world, with its unique round, bed, private swimming, pool and his private secretary, the lovely Lovey Kravetz (Beverly Adams).

Armed with a fresh drink and the ominous assortment of way out weapons, Matt tangles with such lovelies as Susie Duquette (Camilla Sparo), a statuesque blonde, and eventually comes battle with Wall and his henchmen.

Dean Martin
James Gregory
Lovey Kravetz

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