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Cattle Market Blamed

Bank Deposits Nose Dive

Further indicating that 1974 was a bad economic year, both Hereford banks reported a combined drop in deposits of about \$7.4 million for the final quarter of the year. The report was reflected in the statement of condition filed by each bank in response to a bank call Dec. 31 by the Comptroller of Currency.

The drop is dramatic change from the same time last year when the banks experienced a whopping \$21 million jump in deposits for the final quarter of 1973. And again the reason for the drop was attributed to the agricultural economy just as the progress last year was based on agricultural sales.

BANK DEPOSITS and other records usually tell a fairly true story of the economic situation of a community and this year it was no surprise when the figures were totaled. These just add to the already publicized building permit totals which were down by about 50 per cent of the previous year.

The total deposits for the Hereford State and First National Banks amounted to \$66,407,356.06, which is about a 10 per cent decrease in the same period of 1973. Last year's Jan. 1 total reached an all time high of \$73,609,086.06, about a 40 per cent increase of the 1972 total of \$53,268,154.23.

The total assets for the banks were \$74,936,497.55. The figure is about \$5 million down from last year's total assets.

Loans for both banks was pin-pointed at \$39,598,295.25 for the final three months of 1974.

THE MAIN CAUSE of the drops resulted from the topsy-turvy cattle market which saw prices fluctuate on the spur of the moment until they reached tragic lows, according to both bank presidents.

Harlan Vander Zee, Hereford State Bank president, said, "The erosion of the net farm income in the county obviously caused lower deposits, mainly in the cattle industry." He noted that his bank has experienced \$2 million to \$7 million increases in deposits over that the past seven years and that this is the first time in recent years it has gone down.

"This was combined with some farmers not selling their crops until after Jan. 1" in hopes of better prices, resulting in decreased bank activity, VanderZee explained.

First National Bank president James Sears agreed wholeheartedly that the "disastrous cattle prices" were the main cause of the lower figures reported.

"THE COST of farm production has gone up, but the crop yields were down and not all production expenses were offset by prices," Sears said. "Milo yield was down, the corn yield was pretty much offset by good prices, the sugar beet production was great, but the wheat

production was almost non-existent."

As a whole, though, Sears said the agricultural profit was not enough to cover both the rising inflation and the sour production.

Hereford State Bank

Deposits at Hereford State Bank totaled \$24,076,191.86 for the final quarter as compared with \$25,611,277.26 for the same period in 1973. This drop is a slight setback to last year's gain of about \$7 million.

Total assets were \$26,541,562.16 with 1973 total reaching \$27,696,278.45. Loans

were a little over \$2 million lower at \$13,104,773.42 for the final quarter of 1974.

First National Bank

A total of \$42,331,164.20 in deposits were recorded by First National Bank of Hereford for the last quarter bank call. This is about \$5.6 million off from the 1973 mark of \$47,997,808.80. Last year's gain was close to \$14 million.

Assets at the bank dropped to \$48,394,935.39 in 1974 from the 1973 high of \$52,984,240.05. Loans reached the \$26,493,521.83 level for the final 1974 quarter.



But Hereford Outlook Brighter Than Others

Businessmen Forecast Dim 1975

By **BOBBY TEMPLETON**
Brand News Editor

History will undoubtedly record 1974 as a bad financial year, but what will the textbooks of the future tell about 1975?

Only time will ultimately provide the answer. However, anyone with the least bit of interest in economic conditions to come is trying to look in a crystal ball and predict the future.

The only thing we can really do, though, is listen to a few who should know the answer and go from there. Maybe this time the predictions will be right and our efforts to keep up with inflation might be rewarded.

THE LOCAL PICTURE seems brighter than the rest of the nation, although apprehension is expressed concerning the very unstable cattle market. And naturally the Hereford feedlot operations are one of the biggest part of the local economy.

Succinctly describing the cattle situation, Champion Feedyard manager Dave Hopper said, "It got as bad as it ever was last year. The overall economy has got to change this year for us to make it."

This was the vein of the discussion of other Hereford businessmen concerning the unstable cattle market.

Hopper went on to say that the cattlemen have been wrong so far in their efforts for a profitable operation and higher prices in the near future is the only answer.

"I'm not saying that cheaper feed prices are right as that would hurt the farmers, but cattle prices certainly need to fall in line with production costs," Hopper noted. "We do need to see feed prices some cheaper, though."

The rest of the area agricultural productions were not as unstable as the cattle market and even though they too experienced bad times, the future picture is better, according to Deaf Smith County Agent Justin McBride.

"SOME PREDICTIONS are as high as double the production of last year in such crops as wheat," he said. "I'm generally encouraged for this year."

He based this optimism on increased world demand for grain crops, especially wheat. If the weather holds out in good fashion, then it ought to be a much better year, the county agent explained.

Of course, this also is based on whether crop prices remain at high levels to compensate for high production costs, which "definitely aren't expected to decrease," he said.

"Prices of crops could drop from large supplies this year, but so far the demand has been high," he explained.

The gross receipts for all agricultural products in Deaf Smith County were \$159,055,000 in 1974 according to the estimate reported by McBride on an annual increment report.

Although the figure is purely an estimate, it usually comes fairly close to actual production. The figure was down by almost \$9 million from the 1973 total.

The drop was experienced mainly in the beef production with fed beef dropping about \$11 million to an estimated 1974 production of about \$77,560,000. Other beef production dropped by almost the same figure to about \$4 million.

The total was offset by increases of

about \$12 million in corn production, \$2 million in vegetables and \$5 million in sugar beets. Wheat production was down about \$8 million.

JAMES SEARS, president of First National Bank, said the economic future is "spooky." He attributed a lot of the 1974 economy to a low consumer attitude, bad publicity on economic conditions, government regulations (such as Environmental Protection Agency regula-

tions which have driven up car prices) and higher unemployment.

"We'll have to play (1975) close to the chest with not as much speculation," he noted.

Unemployment in Hereford is now about three per cent and all indications are that it will probably rise according to Lester Rape, of the Texas Employment Commission. He said no particular group

(See FORECAST, Page 2A)

Sugar Beet Banquet And Business Meeting Planned

Newt Hielscher, platform entertainer for more than 20 years, will be the main speaker at the annual banquet Jan. 18 for members of the Texas-New Mexico Sugarbeet Growers Association. The traditional dinner will begin at 7 p.m. in the Bull Barn.

The banquet will be preceded on the 17th by the annual TNMSGGA meeting at 2 p.m. in the Community Center. According to James W. Witherspoon, executive secretary, the meeting agenda schedules the election of directors and auditing of various annual reports.

TICKETS FOR Saturday night's banquet are on sale for \$5 each at the

Chamber of Commerce, Hereford State Bank and First National Bank.

Hielscher, who holds two degrees from Texas A&M University, is from Shreveport, La. After seven years in the public schools, he returned to A&M where he served 11 years as a professor and assistant to the Dean of engineering.

In 1950, Hielscher joined the Great Southern Life Insurance Company. He remained in this field for 15 years as agent, assistant director of training and agency manager.

AS A CHARTER member of the National Speakers Association, Hielscher has devoted full time to speaking engagements throughout the United States and Canada. He has been national circuit speaker for the Knife and Fork Clubs and the Executive Dinner Clubs of America.

Hielscher is married and has two children. He is deacon and Sunday School teacher in the First Baptist Church in Shreveport. As a member of the Lions Club, he has served as president and district governor with a perfect attendance record since 1944. He also retains membership in the Fellowship of Christian Athletes and Chamber of Commerce. The civic leader earned the Silver Beaver Award in 1954 through his long affiliation with the Boy Scouts of America.



NEWT HIELSCHER
... banquet humorist

New Year Crested By Sparkling Snow

A world cloaked in white greeted local residents as businesses and schools reopened after the New Year holiday.

Two inches of snow climaxed a week of cold temperatures as low pressure system sat on most of Texas. The mercury barely escaped the freezing point during the first portion of the week while gray skies relinquished .32 precipitation Monday and Tuesday.

THE SNOW, which left roadways icy Thursday, fell on the first night of 1975.

KPAN RADIO recorded the following weekly temperatures: Monday, 31-34, Tuesday 29-33, Wednesday 17-32, Thursday 18-37, Friday 19-42 and Saturday 17-51.

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says you are, always going to be happy if you have something interesting to do, somebody to love, and something to look forward to.

REFLECTION OF THE TIMES: Virgil Marsh tells us he has put his cowboy boots and hat in the back of the closet... he doesn't want anyone to think he's stupid enough to be in the cattle business!

WE HOPE you took time to read the "Year in Review" articles which were compiled in the last two issues of The Brand. We've found that the annual feature is a popular one with our readers, who find it interesting and revealing to glance back at the headline news in Hereford and Deaf Smith County the past year.

HOPE YOU are making plans to attend the annual Chamber Banquet Thursday night at the Bull Barn. This year's featured speaker, Sam Hunter, is widely acclaimed for his brand of humor and we think he'll have a few surprises for banquet goers.

The presentation of the "Citizen of the Year" award is a traditional highlight of the event. Theme for the occasion is "Living Today, Planning for Tomorrow," and special music will be presented by the Community Singers. If you haven't heard the local choir, you're in for a treat!

THE RECENT world food conference in Rome failed to settle some of the key issues, and some well-meaning citizens thought the U.S. should provide more help immediately. They may not realize that the U.S. provided 84 per cent of all food aid contributions from 1965 through 1972, and 45 per cent of all world food program aid since 1962. USDA's budget for the current fiscal year includes \$1 billion for food aid.

Increasing food aid the next few months could help alleviate some hunger temporarily, however, it also would increase costs to taxpayers as well as forcing U.S. consumers to pay higher prices for food. With short crops at home and inflation, the Administration decided we had made an important contribution to food aid and the time has come for other countries to help more.



"I Swear To..."

Nine Deaf Smith County elected officials were administered the oath of office as they started new terms Wednesday, Jan. 1. Only three of them were starting their first terms — County Judge Sam Morgan and commissioners Austin Rose and James Voyles. Leading the officials in the swearing-in ceremony was Wilma Clark,

extreme right. Repeating the oaths were, left to right: County Clerk B.F. Cain, Rose, Voyles, Morgan, Dist. Clerk Lola Faye Veazey, Co. Treasurer Vesta Mae Nunley, Co. Surveyor Major Schrofer, Justice of the Peace Glen Nelson, and Criminal D.A. Andy Shuval.

\$1.5 Million In Sugar Beet Payments Delayed

Area sugar beet farmers are having about \$1.5 million in subsidy payments delayed as a result of a suit filed in a federal court in Washington D.C.

The suit, filed Dec. 23, by a labor group representing eight migrant workers, seeks to equalize wages paid to sugar beet and cane workers during the hoeing and thinning operations earlier this year, according to James Witherspoon, executive secretary of the Texas-New Mexico Sugar Beet Raiser Association.

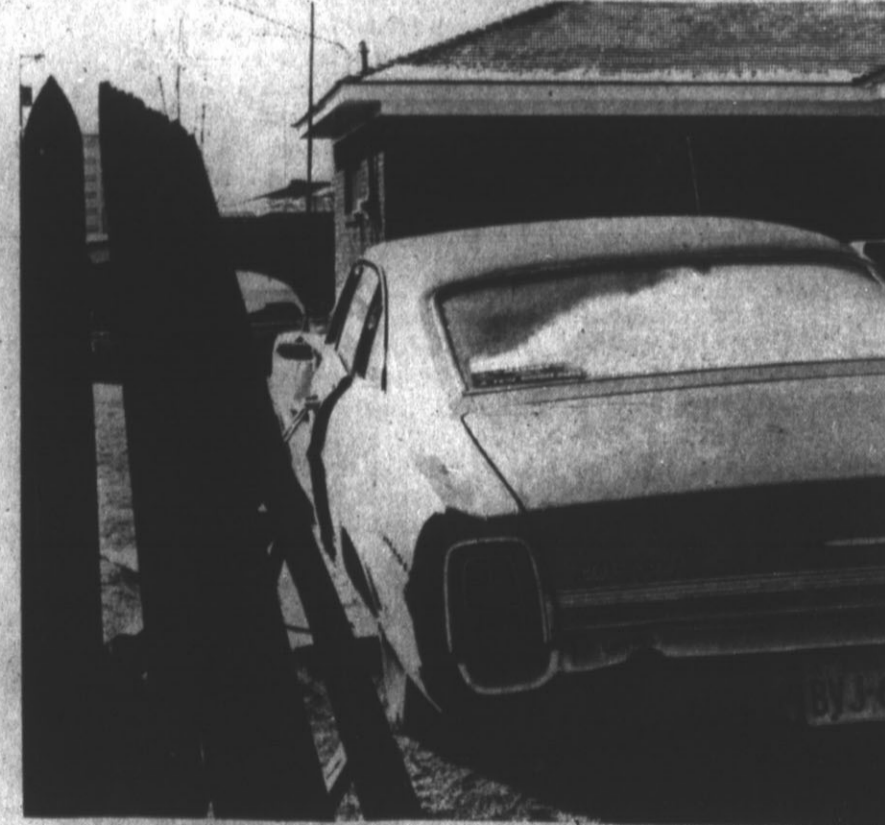
The suit is filed as a class action for all workers across the county. They are maintaining that higher wages should have been paid them as result of higher

prices garnered by the farmers. It was filed against the U.S. Department of Agriculture.

A federal judge has granted a temporary injunction to halt the payments until the suit can be resolved starting with a hearing scheduled for Wednesday in the Washington D.C.

court. The hearing will determine whether the injunction should become permanent or be dismissed.

Witherspoon said his organization will discuss the legal action at a business meeting in Hereford Jan. 17. The sugar beet raisers might decide to file a brief in the case to represent the producers' interests.



Ice Was the Cause

The driver of this vehicle, Albert Dale Simon of 329 Cherokee, was apparently, taken by surprise when he slid on a patch of ice Thursday evening. Simon was traveling east on Moreman when he hit the frozen patch of melted snow and bounced over a curb and through the fence at 248 Northwest Drive. Simon was uninjured.

Armed Robber Steals \$85 From Exxon Gas Station

An armed robber struck at a Hereford filling station Thursday evening, brandishing a double-barrel shotgun in a do or die effort for less than \$100 total take.

At presstime, Hereford police were still searching for a man who robbed the Vernon Lewis Exxon service station of \$85 Thursday evening. Ray Longoria of Route 3 was the night attendant at the time of the robbery. He was not injured in the holdup.

LONGORIA told police a short stocky Mexican male about 20 years old entered the station about 7 p.m. and asked to have a flat fixed. Longoria told the man the station didn't repair flats at night. The man asked to use the station's lift, but was refused. He left the station.

About five minutes later, Longoria said, the man walked back into the station

and produced a shotgun from under his coat. The robber told Longoria he wanted the cash in the register and that he had nothing to lose by shooting.

The robber said he had just returned from the penitentiary and was going to kill a man who shot his brother. After emptying the cash drawer, the man forced Longoria into the back office of the station.

The robber then fled to his car, which he had apparently parked behind the station. Longoria came out of the station and saw the man pull into another station across the street, but the robber was apparently scared from there by some customers.

OFFICERS ARE searching for a white and yellow 66 model Ford Fairlane with Texas license plates ending in the numerals 395.

Mrs. Glass Chosen To Direct Office



Ted Sumner and Capt. John G. Denham

Mrs. Charlene "Pat" Glass of Claude is now representative in charge of the Federal Crop Insurance Corporation's Amarillo office.

Mrs. Glass replaces Mrs. Wanda Brown of Amarillo who has transferred to the Interstate Commerce Commission after seven years with Federal Crop Insurance.

As representative in charge, Mrs. Glass will manage the insurance program in 13 area counties. This includes Carson, Dallam, Deaf Smith, Gray, Hansford and Hartley counties. Also, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Randall and Sherman.

Mrs. Glass is well qualified for the position having 13 years

of experience with the Agricultural Stabilization and Conservation Service in both Armstrong and Potter counties. She is available in her office, Room 1106 Herring Plaza, from 9 a.m. to 4 p.m. Monday through Friday.

Federal Crop Insurance Corporation is a non-profit agency of the United States Department of Agriculture. It is a voluntary program designed to offer protection to growers on their annual crop investments. Growers in the Amarillo district can insure cotton, grain sorghum, corn and wheat against such disasters as drought, hail, excessive moisture, freeze, insects and plant disease.

Sumner Has Two Awards

A former Hereford resident, Ted Sumner, now supervisory general engineer of the Weapons Quality Engineering Center, Naval Weapons Station, Concord, Calif., received a double award at a recent ceremony there in recognition of outstanding performance during the year ending Oct. 1, 1974.

Son of Mr. and Mrs. M.W. Sumner, northeast of Hereford, he is a graduate of schools here. He is a civilian employe at the weapons station.

Capt. John G. Denham, commanding officer of the station, made the presentation to Sumner of an Outstanding Performance Rating and a

Quality Salary Increase. His recommendation noted that Sumner was head of the Materials Test Branch and took added duties of the Nondestructive Test Development Section Last February. His performance was rated for quality, quantity and adeptability.



The Fitzroy Cocktail of the Australian "out back" consists of methylated spirits, ginger beer and one teaspoonful of boot polish!

WASHINGTON NOTES

INQUIRY ON C.I.A.

Clark M. Clifford, the former Secretary of Defense who helped to draft the 1947 legislation setting up the Central Intelligence Agency, has urged Congress to form a special committee to investigate the published charges of domestic spying by that agency.

MEDICARE & ELDERLY

The Senate Special Com-

mittee on Aging has reported that Medicare paid nearly 40 per cent of the health care costs of the elderly in 1969 but this had declined to 35 per cent by 1973.

President Ford has ordered an internal inquiry and three congressional probes were promised over charges of widespread domestic spying by the Central Intelligence Agency.

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We'll install new points, JCPenney spark plugs, rotor, condenser and distributor cap. We inspect air filter, fuel filter, PCV valve and more. Resistor plugs additional. 4 cylinder engine, Reg. 21.88, Now 16.41. 6 cylinder engine, Reg. 25.88, Now 19.41. 8 cylinder engine, Reg. 30.88, Now 23.16. *Most American cars and many foreign cars.

Heavy duty muffler
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Reg. 7.99, Save 4.99 on installation.

Heavy duty muffler
16.59

JCPenney heavy duty muffler. Fits most American cars. Guaranteed for as long as you own your car. Additional parts, clamps and adapters if needed are available at extra cost. Guarantee. If a JCPenney heavy duty muffler fails after installation by a JCPenney Auto Center, due to defective merchandise or workmanship or wear out while the original purchaser owns the car, just contact us and a JCPenney specialist will replace the heavy duty muffler at no extra charge.

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Save on every single sheet! Prints, stripes, solids, checks.

SAVE UP TO 40% ON SELECT SHEETS

Twin size, reg. 4.29 Sale 2.57
Full size, reg. 5.29 Sale 3.17
Pkg. of 2 standard pillowcases, reg. \$3.79 sale \$2.27 40% OFF

Terrific savings on our country look 'Gingham Check'. All are easy care polyester/cotton muslin that never need ironing.

Twin size, reg. 3.99 ea., Sale 2.39
Full size, reg. 4.99 ea., Sale 2.99
Queen size, reg. 8.99, Sale 5.39 40% OFF
King size, reg. 10.99, Sale 6.59
Pkg. of 2 standard pillowcases, reg. 3.49, Sale 2.09

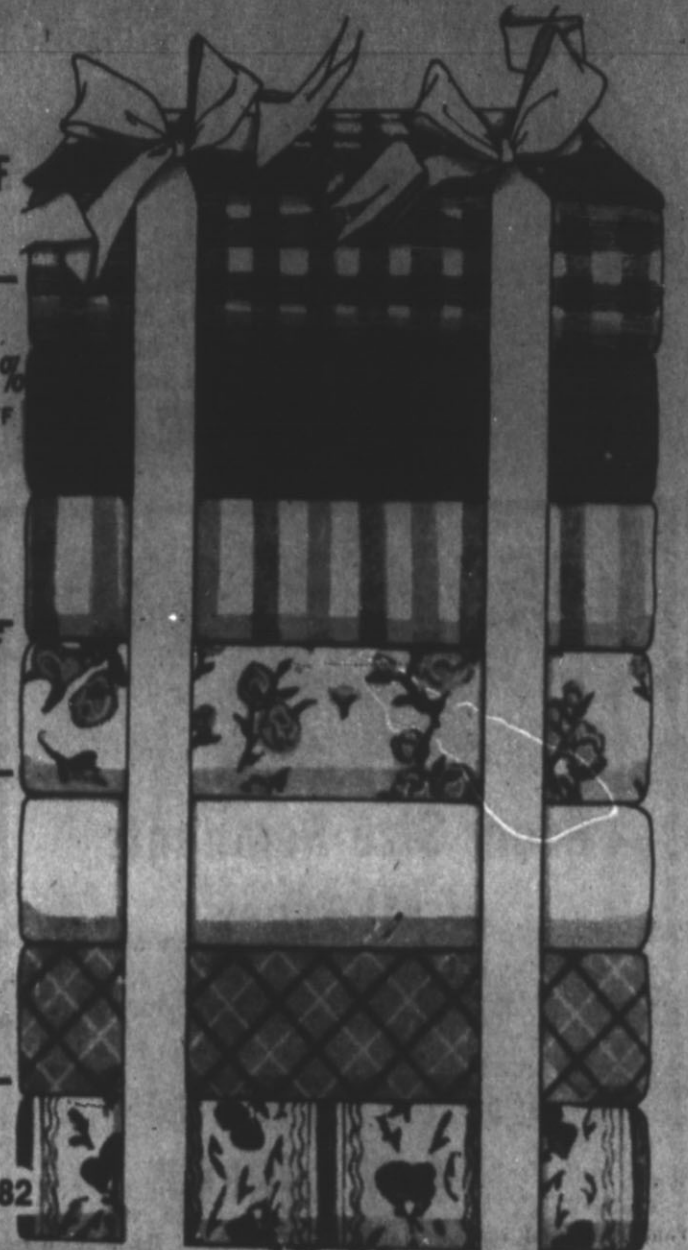
Stock up now and save on popular fashion colors. Easy-care polyester/cotton muslin that never needs ironing. In a bright assortment of colors. 'Duo-tone' stripes. In Full and Twin Size Only.

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Queen Size Reg. \$8.99 Sale 5.39
King Size Reg. \$10.99 Sale 6.59
King Size Case Reg. \$3.99 Sale 2.39

Twin size, reg. 4.29, Sale 2.97
Full size, reg. 5.29, Sale 3.97
Queen size, reg. 9.29, Sale 6.97
King size, reg. 11.29, Sale 7.97
Pkg. of 2 standard pillowcases, reg. 3.79, Sale 2.87

'Parisienne' is no-iron polyester/cotton muslin bordered with roses.

Twin size, reg. 2.99, Sale 2.32
Full size, reg. 3.99, Sale 3.32
Pkg. of 2 pillowcases, reg. 2.19, Sale 1.82
Popular white muslin of easy-care polyester/cotton.



Fantastic special buy on electric blankets.



Special

Twin size 14.99
Full size 16.99
Full size, dual control 20.99

An easy-care blend of polyester/acrylic in 4 popular colors.

BIG JANUARY DOLLAR DAY CLEARANCE

Entire Stock Reduced MEN'S WINTER JACKETS Now \$9 ⁹⁹ to \$39 ⁹⁹		Entire Stock Reduced 25% WOMEN'S WINTER COATS Orig. \$16 ⁹⁹ to \$120 Now \$13 to \$90	
Women's Fashion BOOTS Orig. \$10 1/2 Price Now \$5	FAMILY SHOE CLEARANCE 4 BIG TABLES Men's, Women's and Childrens Now \$5 to \$19 ⁹⁹	CANVAS SHOES For The Family Broken Sizes Orig. to \$6 ⁹⁹ Now \$3 ⁹⁹	
Misses Better PURSES Orig. \$4 ⁹⁹ to \$10 Now \$2 ⁹⁹ to \$4 ⁹⁹	Misses Nylon BIKINIS 3 pr. \$11 ⁹⁹ Misses Stretch PANTI HOSE 3 pr. 99 ⁹⁹ 3 Piece Pajama and Robe Set \$6 ⁹⁹ Misses Billfolds Assortment 99 ⁹⁹ Misses Jewelry Orig. \$2 Now 99 ⁹⁹	Women's Acrylic TURTLNECK SWEATERS Orig. \$4 ⁹⁹ Reduced. Now 2 for \$7	
Men's Better DOUBLE KNIT SLACKS Orig. \$13 to \$20 Now \$7 ⁹⁹ to \$10	THREE BIG GROUPS WOMEN'S BETTER PANT SUITS Group I \$13.99 Group II \$17.88 Group III \$19.88	BETTER DRESSES Drastically Reduced From Regular Stock As Low As \$4 ⁹⁹	
Entire Stock MEN'S SWEATERS Orig. \$9 to \$15 ⁹⁹ Now \$5 ⁹⁹ to \$9 ⁹⁹	Men's Long Sleeve DRESS SHIRTS Orig. \$6 to \$10 Now \$4 ⁹⁹	Men's and Boy's BETTER BELTS Orig. \$2 ⁹⁹ to \$6 ⁹⁹ Now \$1 ⁵⁰ to \$2 ⁹⁹	Large Group Reduced 33 1/2% BETTER BEDSPREADS Orig. \$10 ⁹⁹ to \$35 Now \$7 ³³ to \$23 ³³
Entire Stock Men's Winter CAPS and HATS 99¢ to \$2 ⁹⁹	Men's Short Sleeve SPORT, DRESS and KNIT SHIRTS 3 for \$10	Entire Stock BOY'S SWEATERS Orig. \$4 ⁹⁹ to \$8 ⁹⁹ Now \$3 ⁹⁹ to \$5 ⁹⁹	Entire Stock Boy's & Girl's WINTER JACKETS and COATS \$5 ⁹⁹ to \$19 ⁹⁹
Special Purchase Men's CASUAL SLACKS 3 pr. \$10	ENTIRE STOCK Men's Wool Shirts Men's Hooded Sweatshirts \$5 ⁹⁹ to \$6 ⁹⁹	PIECE GOODS REDUCED 88' yd. to \$2 ⁹⁹ yd. Twin or Full THERMAL BLANKETS \$4 ⁹⁹ CARPET REMNANTS 99¢ to \$2 ⁹⁹	
Men's Cotton Union Suits \$2.50 Men's Thermal Shirts & Drawers \$2.50 Men's Lined Dress Gloves \$5.00 Men's Lined Work Gloves \$3.50 12 Only Men's Insulated Workshirts \$19.99 7 Only Men's Flannel Pajamas \$5.99	Boy's Cotton Flannel Shirts 2 for \$5 Boy's Knit Caps Orig. to \$2.99 Now 77c to \$1.77 Boys Lined Dress Gloves Now \$2.50 Girls' Mittens Orig. \$1.49 Now 99c Girls 2 Pc. Nylon Sportswear Sets \$1.88 Girls Denim Jeans Now \$4.50 Girls Better Dresses Now \$1.88 to \$5.88		

ONE LARGE TABLE OF DIFFERENT ITEMS 1/2 OF ORIGINAL PRICE



Museum Director Hired; New Hours Announced

A full-time director for Deaf Smith County Historical Museum, first to be employed here, Mrs. Jack Gilliland began her duties this week as extended open hours for the museum went into effect.

Instead of three half-days each week, as has formerly been in effect, the building at 400 Sampson will be open free to the public from 10 a.m. to 5 p.m. Tuesdays through Saturdays each week, and from 2 p.m. to 5 p.m. on Sundays. It will be closed during lunch hours on weekdays unless special arrangements are made.

Mrs. Gilliland's employment as the first paid director was approved last month by the County Commissioners Court.

in its community service work of guiding students, club groups and visitors through the museum.

SHE CAME to Hereford in 1938 as a teacher of English and History in the high school, and taught until her marriage to Jack Gilliland, a member of a family residing in Deaf Smith County since early in this century. The former Lois McCaslin, she was born in Colorado and lived on a ranch south of Denver as a child.

Her family moved to Canyon when she was 11 years old and she completed high school studies there, then received a BA degree from West Texas State University with majors in English and education and a

minor in history.

Later she had graduate courses in these subjects at West Texas State and at Colorado State College in Greeley. Before she moved to Hereford she had taught four years in other Panhandle cities.

She is member of First Baptist Church and is serving on the county board of the American Cancer Society. Other organizations in which she holds membership are Los Ciboleros Chapter of Daughters of the American Revolution, American Association of University Women and Friends of the Deaf Smith County Library.

Dr. and Mrs. Gilliland live west of Hereford on Holly Sugar Road.



First Child of '75

Mrs. Martin Vela Cradles her little daughter Marjie, the first infant born here this year. The baby was born at 1:28 p.m. Jan. 2 in Deaf Smith General Hospital. She weighed 7 lbs. 1/2 oz.

Museum Adds Director

Mrs. Jack Gilliland, who has become the first director of the Deaf Smith County Museum, stands on a recent addition to the museum's displays. The circular iron staircase was taken from a courthouse vault during recent remodeling after use since the courthouse was built in 1910.

SERVING AS volunteer hostesses during open hours at the museum since its establishment, members of women's clubs in the city will continue to assist, Mrs. Henry Sears, president of Deaf Smith County Historical Society, announces.

She expressed the Society's gratitude to these volunteers and others who have served on the board of directors and have worked to place exhibits and maintain them during the years since the museum opened.

The new schedule of hours was fixed at a meeting of Historical Society directors Thursday afternoon. The Society, with membership open to any county resident, is the sponsoring organization for the Museum.

At the Thursday session Donald Hicks was elected to fill a vacancy on the board caused by the resignation of Sam Morgan, who took office Jan. 1 as county judge.

Interested in the heritage of Panhandle history, and in its local preservation through the Deaf Smith County Museum, Mrs. Gilliland is a member of the County Historical Society and has become well acquainted with the museum by service as a tour guide.

As a member of Bay View Study Club, she has taken part

The annual Chamber banquet — don't miss it. If you've attended you know how great an event it is. If you haven't — you've got a real treat in store — from the minute you walk in to the Bull Barn to be greeted by the famous Hereford Hustlers until the last word is spoken and the president says "we are adjourned."

Things to be noted and appreciated in between include the decorations and table arrangements, the pleasant background music as you're going through the buffet line and while enjoying your delicious steak dinner and the pleasant conversation during the meal. Also, the talented singing of Miss Hereford Hereford, the very stimulating and professional entertainment, the introductions and special

presentations. Watch for the genuine warmth and the pride that can't be hidden as each part of the program comes into being; notice the completeness of the attractive edition of the annual report and take it with you as a reminder of the evenings activities and a review of the Chamber's accomplishments. And of course, you'll want to listen for the message and enjoy the humor of a very competent speaker.

As you leave the Bull Barn and return home you'll know that you've been a part of a very special affair — the Annual Chamber Banquet. But a word of caution or advice — if you haven't made your reservations yet — you'd better do it right now — as there are only a limited number of tickets and the banquet is on a 'first come, first served' basis.

Call 364-3313 on Saturday and 364-3333 on Monday at the latest. It is not planned to sell tickets at the door so you'll need to have them in advance. Again this year, they're only 56 per person. It's a real bargain — and folks come from miles around to enjoy the banquet.

You know what makes it great? You do the citizens of Hereford and Deaf Smith County — the more than 600 members of the Chamber of Commerce, the more than 160 members of the Women's Division plus a whole lot of community pride, 365 days of dedication to progress and acres and acres of Hustle Hustle Hustle!

Hard To Find

Men, like tacks, are useful if they have good heads and are pointed in the right direction.

—News, Adair.

Oh Joy!

Wouldn't it be fun, if a husband could do all the things his wife suspects he does?

H³ / HUSTLE HUSTLE HUSTLE

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

WARRANTY SHE Room Size Remnants of All Types

- Indoor - Outdoor
- Kitchen Carpet
- Shag Carpet

Just Right for Bathrooms Too!

C & W CARPET

310 N. 25 Mile Ave. 364-3448

McDOWELL DRUG

Celebrating
22 YEARS IN HEREFORD

Yes, it's Our
22nd Anniversary
And We Point with
Pride to Every Single Year!

It has been 22 years now since we decided to make Hereford our home and established McDowell Drug in the second block of Main. Since that time, we have continued to grow with Hereford, and have moved twice — each time to larger quarters. We're eternally grateful that we did decide to stop in Hereford because not only our business has prospered and grown, but we've also found this to be the finest community with the finest people in Texas. And on our 22th Anniversary, we want to express our deep appreciation to our many friends and customers who have made our stay possible and profitable. Thanks, and we're looking forward to many more years of service to Hereford and surrounding territory.

Mr. and Mrs. Ansel McDowell
Mr. and Mrs. Jim McDowell

And Our Pledge For 1975 is Serving
You with Fine Products and Friendliness

McDOWELL DRUG

DOWNTOWN

Obituaries

MARGARET ETTA BARBER

Funeral services for Margaret Etta Barber, 85, of Little Rock, Ark., former Hereford and Dimmitt resident, were conducted Saturday afternoon in Rose Chapel of Gilliland-Watson Funeral Home and burial followed in Castro Memorial Cemetery at Dimmitt.

The Rev. H.L. Thurston, retired United Methodist minister, conducted the funeral. She was a member of the United Methodist Church.

Mrs. Barber left Hereford about five years ago to reside in a nursing home at Little Rock. Her death occurred there Thursday.

Born Dec. 16, 1889, in Brazos County, she married Frank Barber in 1908 at Dimmitt and they moved to this county in 1916. Her husband, in the real estate business here many years, died in 1957.

She is survived by three daughters, Mrs. Orland Newell of Hereford, Mrs. J.E. Guinn of Roswell and Mrs. Andrew P. Jones of Little Rock; three sons, Flake Barber of Follett, Jack of Albuquerque and Frank, who lives in Missouri; 19 grandchildren and 10 great-grandchildren.

Other relatives in Hereford are a sister-in-law, Mrs. Kate Nixon; a niece, Mrs. Bud Cawthon, and a granddaughter, Mrs. Phil Coker.

MRS. ROSA LENINGTON

Funeral services for Mrs. Rosa Owen Lenington of Shreveport, mother of Mrs. Stan Knox, were conducted Wednesday morning in a Shreveport funeral chapel. Burial was at Grove Hill in Dallas. The Knox family attended the services.

Mrs. Lenington, 76, died Monday at her home after a sudden illness. Dr. Billy O. Smith, pastor of Southside Baptist Church where she was a member, conducted the funeral. Born at Dallas, Mrs. Lenington

had lived in Shreveport since 1931 and was a member of the Women's Department Club and Daughters of the American Revolution.

In addition to the daughter here, she is survived by two sons, Albert Lenington of Dallas and A.D. Stenger of Austin; a brother, S.R. Owen of Dallas; eight grandchildren and three great-grandchildren.

OTIS E. MASSEY

Funeral services for Otis Edward Massey, 84, of Friona, father of Betty Young of Hereford, were conducted Saturday afternoon at First Baptist Church of Friona.

Officiating was the Rev. Bill Penland, pastor, the Rev. Russell Pogue, former pastor, and the Rev. Ron Trusler, pastor of Calvary Baptist Church of Friona. Burial was under the direction of Parson-Ellis Funeral Home.

Born in Midlothian, Mr. Massey was a charter member of the Midlothian chapter of the Woodmen of the World. He was a retired farmer. His wife, Beulah, and two sons, Edward and Gordon, preceded him in death.

Survivors include four daughters, Mrs. Young, Elizabeth Ferguson and Geneva Williams, both of Friona, and Frances Baze of Dallas; four sons, Russell of Amarillo, Stanley of Bellflower, Calif., Wayne of Olympia, Wash., and Marvin of Blunt, S.D.; his sister, Beulah Munden of Cleburne; 23 grandchildren and 25 great-grandchildren.

Retirement Announced

John Whitcomb, southwestern Bell division manager for the past 17 years, has announced his retirement effective March 1.

Although headquartered in Lubbock, Whitcomb has been a frequent visitor to this area. He also has been active in the West Texas Chamber of Commerce and other state and regional activities.

Whitcomb, 59, is closing a 37-year telephone career. He will live at Lakeway, on Lake Travis, near Austin.

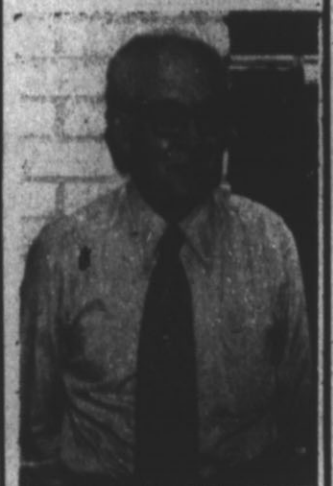
A successor to Whitcomb probably will not be announced until near the effective date of his retirement.

Whitcomb has held many of the top civic leadership posts in Lubbock, including president of the Chamber of Commerce, campaign chairman and president of the Lubbock United Fund, and president of the South Plains Council of Boys Scouts.

He was a vice president of the West Texas Chamber. Among the state groups on which he has served are Texas Cultural Affairs Council, Texas Intergovernmental Health and Resources Council, and Texas United Community Services.

He joined Southwestern Bell in 1937 in Wichita, Kan., and held company posts in Pittsburg, Kan., Kansas City, St. Louis and Fort Worth before moving to Lubbock in 1957 when the Lubbock Division was created.

Gem-Wise
Jewelry Fashions,
facts, fictions



**"DOC" COWAN
THE TITLED JEWELER**
My knowledge of gemstones is what enables me to bring you these columns. But that know-how didn't arrive by osmosis as I arranged jewelry in the showcases. I studied hard. I pursued my knowledge through courses prescribed by the American Gem Society. Gem wisdom was the main result. But almost as important to me is my title. I am an AGS Registered Jeweler.

Each year, I have to take an exam given by AGS. Having successfully passed it, my title is reapportioned. Membership in this professional organization of jewelers is hard won. It is necessary for the jeweler to prove his gemological knowledge every year, after the initial training in the identification and evaluation of diamonds and other precious gems. Strict ethical standards of business are also an important AGS membership requirement.

The American Gem Society has helped to develop gemology as a science. AGS jewelers were the first to use a binocular microscope to judge the interior structure of gems. Now gem labs are seen in many AGS member firms. The array of gem-testing instruments is something to see.

On a personal level, the recognition of our firm by the American Gem Society gives you an extra measure of confidence. That trust is impossible to gain in the casually-chosen firm. It is important that you consult Cowans first when buying fine jewelry.

**COWAN
JEWELERS
DOWNTOWN**

COW POKES

By Ace Reid



"But look Sheriff—even the lord forgives them that trespasses!"

**Hereford
STATE BANK**

Three REC Employees Promoted

James Hull of the Deaf Smith Rural Electric Cooperative recently announced the promotion of three employees to fill positions left vacated by the retirement of Sam Morgan as executive assistant.

Morgan left the REC to become the Deaf Smith County Judge as of Jan. 1. He was elected to the position in the 1974 election.

Replacing Morgan as executive assistant is Dick Montgomery, who was previously the industrial relations director. Montgomery's position is being filled by David Pruitt and Steve Louder is replacing Pruitt as Sales Coordinator.

Montgomery has been with the local REC since 1969 when he assumed duties of industrial relations director. He came from Farmland Industries where he had been a petroleum merchandiser. He attended Altus (Okla.) Junior College and Oklahoma State University. His new duties will concern construction contracts,

material bid proposals, engineering and accounting. He will maintain responsibilities with commercial accounts and industrial development.

Pruitt fills the industrial relations job, which now will be referred to as the area development manager. He has been with the local cooperative since 1971, when he filled the sales coordinator job. He is chairman of the Texas Member Service Association.

He received his B.S. degree in Agricultural Economics from

Texas A&M University and a M.S. degree in the same subject from Texas Tech University.

Louder has been appointed sales coordinator. He has been training with the REC in construction, maintenance, trouble shooting, office work and member relations.

Beginning with the REC in July 1974, he came from Lubbock where he graduated from Cooper High School and Texas Tech University with a B.S. degree in agricultural engineering.



Steve Louder



Dick Montgomery



David Pruitt

Union Members Fight Disease

Some of the oldest and staunchest supporters of the Muscular Dystrophy Association are the hundreds of thousands of members of America's labor unions. Fire fighters, letter carriers, retail clerks, musicians, textile workers, meat cutters and steelworkers all have made the fight against dystrophy and related disorders their own. Among MDA's Corporate Members are George Meany, president of the AFL-CIO; William H. McClellan, president, International Association of Fire Fighters; James H. Rademacher, president, National Association of Letter Carriers; and Frederick O'Neal, International president, Associated Actors and Artists of America. The drawing above is by noted labor cartoonist Bernard Seaman.

Achievements are like trousers - they become threadbare if you rest on them.

If exercise eliminates fat, how in the world can a woman have a double chin?

Look Who's New

Mr. and Mrs. Terry Glenn Hodge are the parents of a son, Alexander Kent, born Dec. 28. He weighed 6 lbs. 9 1/2 oz.

Mr. and Mrs. Armando Gonzales are the parents of a daughter, Vanessa Kay, born Dec. 29. She weighed 5 lbs. 6 1/2 oz.

Mr. and Mrs. Johnny Lee Jones are the parents of a son, Michael Lee, born Dec. 30. He weighed 10 lbs. 6 1/2 oz.

Mr. and Mrs. Joe Michael Stephens are the parents of a daughter, Amy Marie, born Dec. 28. She weighed 6 lbs. 13 oz.

Mr. and Mrs. Roberto Gutierrez Jr. are the parents of a daughter, Monica, born Dec. 30. She weighed 5 lbs. 8 oz.

Mr. and Mrs. Billy Frank Smith are the parents of a son, Virgil Frank, born Dec. 31. He weighed 7 lbs. 8 1/2 oz.

Mr. and Mrs. Keith Roger Hansen are the parents of a son, Kyle Christian, born Dec. 31. She weighed 7 lbs. 13 oz.

Mr. and Mrs. Martin Vela are the parents of a daughter, Margie, born Jan. 2. She weighed 7 lbs. 1/2 oz.

Mr. and Mrs. Johnnie William Estep are the parents of a daughter born Jan. 3. She weighed 6 lbs. 10 1/4 oz.

Club To Sponsor Drivers Course Here This Month

The Hereford Rotary Club in cooperation with the Texas Department of Public Safety, will hold the National Safety Council Defensive Driving Course here beginning Thursday, Jan. 16.

The Course consists of eight classroom hours of instruction dealing with how to prevent accidents and driver attitude. Classes will be held at the Pioneer Natural Gas Flame Room, beginning Jan. 16, from 6:30 to 10:30 p.m., and Friday, Jan. 17 from 6:30 to 10:30 p.m. A ten per cent reduction on collision and liability insurance will be available to students completing the course.

The fee will be \$1.75 per student. Persons interested should contact Richard Crider at 364-0172.

So They Say

Along time ago, "the good old days" were called "these trying times."

-Record, Columbia, S.C.

Date Bait

Landing a man is like catching fish, you have to wiggle the bait a little.

-Tiger, U.S.S. Barry.

Keepsake

TRADITIONAL WEDDING RINGS



KESTER'S JEWELRY

Access from the Post Office in downtown Hereford

DISCOUNT CENTER

Advertised Prices Effective Monday Jan. 6 through Wednesday Jan. 8, 1975

RAINTREE MOISTURE CREAM
by Noxema 4-OZ. Reg. \$1.17
\$1.39

RAINTREE MOISTURE MAKER 4-OZ. Reg. 95¢
84¢

LISTERINE ANTISEPTIC 32-OZ. Reg. \$1.17
\$1.33

24 HOUR DEODORANT 11-OZ. Reg. \$1.17
77¢

YUCCA DEW SHAMPOO 15.5-OZ. Reg. \$1.17
\$1.33

SWAG LAMPS WHILE SELECTION LASTS YOUR CHOICE
\$4.00 OFF

SWANS DOWN CAKE MIX White or Yellow 18 1/2-OZ. Reg. 59¢
44¢

NESTLE QUIK HOT CHOCOLATE MIX Box of 18 Envelopes Reg. 73¢
59¢

Jimmy Dean SAUSAGE 12-OZ. Reg. or Hot Reg. 99¢
79¢

GIBSON'S DISCOUNT CENTER

ONE GROUP TOYS 50% OFF

SPARTUS WALL CLOCK Watering Can NO. 56618 Reg. \$13.97
\$9.97

ALL FORMAN CHROME PLATED GIFT ITEMS Casserole Dish Chip & Dip Sets
30% OFF

ALL SIZES BICYCLES YOUR CHOICE Girl's and Boy's **\$10.00**

OXWALL ASST. TOOL TABLE SALE 100's of items to choose from Values to \$1.00 YOUR CHOICE
66¢

MISS TIPPY KNEE HIGH SOCKS Reg. 79¢
58¢

Ladies' Turtleneck BLOUSES Reg. \$6.99
\$4.44

RUBBER FOOTWEAR WHILE SUPPLY LAST OFF REG. PRICE
40%

your **BANKAMERICARD** welcome

First Home Win; Canyon Falls 61-51

By DAN WELTY
Brand Sports Editor

The Hereford Whitefaces came off of the Christmas holidays in grand style Friday

night as they entertained Canyon in the La Plata Gymnasium, downing the Eagles 61-51.

The Jayvees sliced Canyon's junior varsity 43-20 and the

Hereford sophomores beat the Canyon sophs 44-39 in the two contests preceding the varsity battle. Hereford hosted the Dumas Demons Saturday night, but results of that game were unavailable at press time.

Hereford traveled to Canyon in early December for a game that ended in a thrilling overtime. Hereford won that contest by one point against a hot-shooting Eagle team. But

the fire was missing from the Canyon shooting game here Friday night as it became Hereford's turn to shoot well.

HEREFORD PLACED three players in the double figures with Lynn Tarr leading the way at 17 points. Mike Hull grabbed 13 points and Dave Charest hit for 12 points. Lynn Wright was high-point man for Canyon with 14 points. Ken Cooper was the only other Canyon player in

double figures with 11 points.

A tough Herd defense made shooting difficult for the Eagles as Barry Arawine's troops stayed in a man-to-man coverage most of the evening. Canyon was forced to put the ball up distant from the basket, and most shots were contested by Hereford players. Wright was forced to shoot from the corners and beyond the top of the key most of the evening. Arawine had said earlier that the key to a Hereford win would be stopping Wright.

A better overall performance from the Herd was noticeable as fewer turnovers and a confident playing style became more apparent as the contest progressed. The Herd had previously made good beginnings and then slacked off, but Friday night the longer the game went on, the better the Herd seemed to get.

THE FIRST QUARTER ended with Canyon in a one point lead. But then the Herd outshot Canyon in the second quarter to gain a 31-29 advantage at the half. Hereford outscored the Eagles 12-8 in the third quarter and 18-14 in the fourth quarter.

After leading a consistent 12 points throughout most of the third and fourth quarters, Barry Arawine substituted all his players in the closing minutes of the contest, but Canyon was

unable to shave that lead more than two points, and ended the contest 10 points in the rear.

ASSISTANT COACH Joe Tubb was heard to comment after the game that the win at home was a great moral victory for the team. Although the team had won five games previous to this victory, they had yet to gain a home victory this season. The win moved the Herd to 6-10 as they prepared for the Dumas game Saturday evening.

Jayvees held Canyon's junior varsity to two points during the second and third quarters to upend the Eagles jayvees 43-20. A 12-10 advantage at the end of the first quarter moved to a 24-12 lead for the Herd jayvees at the half, and then a 31-12 lead as the third quarter ended. Canyon was unable to score a point during the third quarter. James Mays and Jim Lawson led Hereford with 10 points. Barry Muller scored 8 and Davis Ford had 5. Huey, Adams and Hull each scored six for the Eagles.

A see-saw battle ended in victory for the Hereford sophomores as they beat the Canyon tenth-graders 44-39. Canyon led 8-7 at the end of the first, Hereford led 16-15 at the half, Canyon led 31-28 at the end of the third. Hereford outscored Canyon 16-8 in the fourth quarter, though, as the

Herd stretched for a 5-point win.

Bill Fraser led Hereford with 11 points, Rowan Alexander added 10, Mike O'Rand 7 and Dennis Artho 6. Howard was high-point man for Canyon with 11 points, Davis had 8.

Hereford 14 17 12 18-61
Canyon 15 14 8 14-51
HERD (field goals—free—total points): Tarr 8-1-17, Hull 5-3-13, Dave Charest 5-2-12, Arney 3-2-8, Criss 1-3-4, Nieman 0-3-3, Morales 0-2-2, Loerwald 1-0-2. Totals 23-15-61.

The End Zone

WE QUOTE FROM THIS very column of September 8, soon after the Pittsburgh Steelers soundly trounced the Dallas Cowboys: "Kinda expect the Steelers might do some heavy winning this season. Most everyone on the team is young and they looked good last year. Maybe they were just a year way then."

The Steelers did some heavy winning, mostly when it counted, like against the Oakland Raiders. There's the team to look for next year. They're mostly young and Stabler has developed into one of the finest quarterbacks in the league.

Anyway, Superbowl IX matches the Steelers and the Minnesota Vikings. The Vikings were there last year, but lost to the Miami Dolphins in one of the most lackluster Superbowls ever. The Minnesota-Pittsburgh match should prove more exciting.

Some people say that a team has to be in the big game more than once to win it. Minnesota was there last year and it's their turn to win one. Could Fran Tarkenton tumout a winner after all? He's a little tired of that loser image. It should then be Pittsburgh's turn to win the big one next year. The game of the year ought to be the rematch of Pittsburgh and Oakland.

IF YOU SUFFERED through all three bowl games on New Year's Day, you've probably just about had it with college football for the time being. Pretty good games, though they were, that much football at once can make you drowsy during the less exciting parts.

Football is far from over, however, with the Hula Bowl, Senior Bowl, Superbowl and Pro-Bowl still to be played. That and the all-star games that dot the spring schedule. In another column, Baylor Coach Grant Teaff is mentioned as one of the coaches of the Coaches All-America classic in Lubbock this next summer. Teaff deserves it after taking a 2-9 team and turning them around to 9-2.

JUST A SHORT NOTE on the skiing in New Mexico. Snow began falling about 2 a.m. the 23rd of December, and in the six days we were at Red River it fell about 30 inches of light powder. After the trails were packed it made for some fan-

tastic skiing, as the crowds that jammed the lift lines will attest to.

One day at Red River we spent a lot more time standing in line than we did skiing. An hour and five minutes wait to ride the chair up is just more than we like to put up with. Guess there were a lot of other people that wanted to ski down that mountain themselves.

Among Hereford skiers we (if you'll excuse the play on words) ran into on the slopes: Dan VanderZee (have you ever tried to rent a size 13 ski-boot?) and a group of his relatives and friends; James Gentry and family in their motorhome; Ken Rogers and family; Wayne Thomas, his family, Vicki Payne and Brent Combs; Joe Frank, Sarah Clark and their family; and last but not least, Ray Frye and all his troops. There probably are a lot more that we missed seeing, but all in all, it's a wonder Hereford didn't look like a ghost town with most of the populace away at the mountains.

The Thomas entourage came home with a casualty. Trent, who tumbled 11 January 2, got to going a little too fast coming down the slopes and sustained a fracture of the tibia about four inches above the ankle (in other words, a broken leg). The doctor says Trent will be in a cast for about six weeks and Trent says he'll be back on the slopes before the ski season is over.

NOW, IF WE COULD just work out a deal to go to the front of the lift line like Gerald did at Vail, we'd have it made.

ANYONE INTERESTED IN the Little Dribblers basketball program is invited by the Hereford Jayvees to attend a meeting Monday night at 7:30 p.m. in the coffee shop of the Civic Club Center.

If unable to attend this gathering, individuals are welcome to call Steve Carroll at 364-6395 or Terry Hill.

A Hereford letter jacket was apparently picked up by mistake at the CYO Hall Friday night. Craig Nieman's name is in the pocket of the jacket, and he would like to have it returned. Craig asks that you check to see if you have the right coat and contact him at 364-6367.

BICYCLE SALE
at **SWEDS CYCLE SHOP**

4 BICYCLES WERE \$89.95 NOW \$59⁴⁵

4-3SPEED WERE \$79.95 NOW \$69⁴⁵

10 SPEED WERE \$124.95 NOW \$122⁵⁰

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This Weeks Special

1968 Pont. LeMans 2 dr H-top 350-V8 Air and power steering. Gunmetal grey body finish with white vinyl interior. Like new tires. Protective Warranty

\$995

"Our New Year Resolution"

Top Quality Cars at the Lowest possible Price.

1968 Toyota Corona 4 door. Air Conditioning, 4 speed. Red finish. Grey Vinyl interior, try this 25 mile per gal compact. It's in top condition. Protective Warranty.

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

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

1972 Buick Skylark, 2-Dr H-Top, 350 - 2 barrel engine - air power steering and brakes, Autumn Gold body finish with white vinyl top. Gold vinyl interior. 39,000 verified miles. Protective Warranty.



Boxers Reach Finals Of Amarillo Tourney

The Hereford Boxing Club competed in the Amarillo Invitational Boxing Tournament in that city over the weekend, pitting the Hereford boys against teams from the Oklahoma and Texas panhandles.

Six Hereford boys who were to compete in the finals Saturday night, but results of those bouts were not available at press time. Jaime Herrera was matched with Edward Tijerina of Amarillo in the 40-pound division, Hector Guerrero was to fight Roddy Blake of Levelland in the 100-pound class, while his brother Vincent was to meet Adam Flores of Guymon in the 105-pound division.

Joe Tijerina was matched with Johnny Martinez of Guymon for a 119-pound fight.

Richard Sermino, in the 156-pound division, was matched against Skipp Witt of Lubbock, while Eddie DeLeon was to meet Joe Martinez of Guymon in the 147-pound class.

Following the Amarillo tourney, the boxers will lay off a week, spending most of their time in practice. The weekend of January 16-17-18, the team will compete in a three day tournament in Lubbock.

Friday night, Alvarado Tijerina won his first fight of the year with a decision over Tom Peterson of Canyon in the 65-pound class. Tijerina lost a second bout to Mitch Malony of Guymon on a close decision.

Joe Tijerina won a decision over Mark Ruiz of Lubbock in the 119-pound class, while Juan Ruiz dropped a close decision to Bobby Steele of Amarillo in the 125-pound class.

Thursday evening, Hereford boxers lost six of six fights. Wheeler said mostly his young boxers were involved in the matches.

In the first bout of the evening, Javier Herrera lost to Seldie Tijerina of Amarillo in the 45-pound division on a decision. Jaime Ruiz was decided in a 50-pound class

Buff Netters In Hawaii

"The only thing we lack is experience," Coach David Kent has been heard to say about his West Texas State University tennis team.

The only thing that can change that is to play, and Kent's men will get plenty of work Jan. 6-13, when they participate in the University of Hawaii's team tournament in Honolulu.

Sophomores Brett Hall and Steve Johnson will lead the Buffalo charge in the tournament. Hall, a Houston native, recently edged Johnson for the top spot on this year's squad with a 11-3 record in the intrasquad matches.

Johnson, however, came up with one of the top performances by a WT netter when he upset the top two seeds to win the Amarillo Thanksgiving tournament. His record in the intrasquad round robin was 10-4.

"Brett and Steve have shown that they can play with any college player in the southwest," Kent lauds.

Kent will take seven men to Hawaii. Johnson will team with Samuel Nunez, Hall will team with Todd Reed, and Jay Goss will pair with Wayne Marsh.

Hot Shooting Guard

Dave Charest (31) turned in one of his best performances of the season Friday night as he hit five field goals and two free throws to add 12 points. Dave puts the ball up here as Lynn Tarr

(25) and Doug Charest (35) jockey for position under the basket to rebound. Hereford downed Canyon 61-51.

(Brand Photo)

View From The Plains

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

A goose survey has been completed on the High Plains by Texas Parks and Wildlife Department personnel.

"We run the same survey lines every winter," David Dvorak, biologist stationed at Canyon, said today.

"We miss counting many birds on this survey but, it gives us a good yearly indication of our goose population," Dvorak continued.

The law enforcement plane and pilot along with the biologist count both Canada and snow geese as they fly the transect lines across the Panhandle and South Plains.

A total of 1,600 geese were spotted from the Canadian river north to the Oklahoma Panhandle.

South of the Canadian river to Tulla over 3,700 geese were tallied.

The Muleshoe area recorded the largest number with 94,065 geese.

This brings the total goose count on the aerial survey to 40,800 birds.

Only 468 snow and blue geese were spotted on the survey supporting the reports that these geese migrate on through to the Texas Coast.

An aerial duck survey will be completed by Jan. 6, 1975 over the same area.

Both the Texas duck and goose seasons continue through Jan. 19, 1975. The cold and snow have moved some of the migratory birds from the small frozen plays lakes to open water on the larger lakes.

The late season migratory bird hunter should have no trouble bagging ducks and geese as the birds concentrate in the grain and wheat fields of the Texas Plains.

The increased irrigation of grain such as corn and maize have pulled more migratory birds in as they head south for the winter.

The sale of migratory bird hunting stamps from 1962 to 1971 shows over a 100 per cent increase with over 144,932 stamps sold in Texas in 1971.

If you would like to try your hand at migratory bird hunting, remember you are required a federal migratory bird stamp

Dove, Quail Still Hunted In Texas

With deer season in its waning moments, Texas hunters can still look forward to quail and dove hunting on some Texas Parks and Wildlife Department Wildlife Management Areas.

The Black Gap, Chaparral, Gene Howe and Matorador Areas will be open to public hunting of quail for a fee of \$1 per hunter for each day of hunting.

The Black Gap in Brewster County will be open every weekend in January and Feb. 1-2, 1975.

Some eight miles west of Artesia Wells, the Chaparral Area is open Jan. 4-5, 18-19 and every weekend in February.

The Matorador Area in Cottle County opens to quail shooters the first three weekends in both January and February.

There are no restrictions on the number of hunters allowed on the areas with the exception of the Gene Howe in Hemphill County. Thirty hunters per day will be allowed on the Howe with no repeats unless the daily quota is unfilled.

Quail hunt dates at the Gene Howe are Jan. 11-12, 25-26, Feb. 8-9 and March 8-9.

Quail hunting is free on the Pat Mayse Area in Lamar County and continues until Feb. 16.

FOR SALE - SKI CLOTHES
All Like New

Gold Ski Jacket - Medium \$7.50
Ski Pants - Navy Size 30 Regular \$10.00 Pair
Black Size 30 Regular Black Size 30 Small

Blue Side Zip Warm Ups 1 Pair - Size 30-33 \$15.00
Ladies' Ski Sweater \$7.50
Size 34 - Orange
1 Pair - Size 33 \$10.00
1 Pair Kastle Ski & Bindings \$100.00 205's

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INDOOR BICYCLE EXERCISER \$45.00
VITA - MASTER VERY NICE
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BIAS PLY DLC-100
Whitewalls at blackwall prices!
2 FOR \$26
All 14" and 15" sizes thru 8.25 Plus \$37 to \$56 per tire for tax, exc. and 2 acceptable tires.

DOUBLE BELTED DLC SUP-R-TRED
\$7 to \$9 LESS
2 FOR \$27
All 14" and 15" sizes thru 8.25 Plus \$37 to \$56 per tire for tax, exc. and 2 acceptable tires.

2 FOR \$30 2 FOR \$34
All 14" and 15" sizes thru 8.25 Plus \$37 to \$56 per tire for tax, exc. and 2 acceptable tires.

Everyday low discount prices!
DELUXE CHAMPION
4-ply polyester cord
\$18.90

\$18.90 to \$15.90 LESS per pair than our regular Fall, 1974 prices!

Size	Blackwall	Whitewall
878-13	\$24.50	\$21.00
878-14	\$25.00	\$21.50
878-15	\$26.00	\$22.50
878-16	\$27.00	\$23.50
878-17	\$28.00	\$24.50
878-18	\$29.00	\$25.50
878-19	\$30.00	\$26.50
878-20	\$31.00	\$27.50

Double belted STRATO-STREAK
\$11.10 to \$18.20 LESS per pair than our Dec., 1974 prices!

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Size	Blackwall	Whitewall
878-13	\$22.90	\$22.90
878-14	\$23.90	\$23.90
878-15	\$24.90	\$24.90
878-16	\$25.90	\$25.90
878-17	\$26.90	\$26.90
878-18	\$27.90	\$27.90
878-19	\$28.90	\$28.90
878-20	\$29.90	\$29.90

Firestone ROAD ATLAS by RAND-McNALLY
New 1975 edition with 16-page guide to State Parks

- State Park campground tables include location, fee requirements, facilities, tent and trailer sites available, mail address
- 148 big pages, size 11-1/8" x 14-7/8"
- Maps of 184 major cities
- Complete, up-to-date road maps and mileage charts for U.S., Canada and Mexico

\$1.33 Limit one at this price Additional \$3.95 each

CAMPERS! VANS! PICKUPS! FIRESTONE TRANSPORT TRUCK TIRES
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THE DAVE CAMPBELL FOOTBALL Newsletter makes this forecast for SWC basketball in 1975. A&M will come out on top with an 11-3 record, followed by Tech with a 10-4 record. Arkansas and Texas will tie for third in the conference with 8-6 records, with TCU, Baylor, Rice and SMU completing the listings.



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LARGE SIZE SUGAR LOAF EACH **39¢**

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RELISH DEL MONTE 12-OZ. JAR **39¢**

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FINISH DISHWASHER DETERGENT 20c OFF LABEL, 50 OZ. **99¢** **CHUCKWAGON** PURINA BEEF 25-LB. BAG **\$5.97**

CARNATION TUNA LIGHT CHUNK
NO 1/2 CAN **64¢**
NO 3/4 CAN **89¢**
NO. 1 CAN **\$1.17**

TOWELS TOPCREST
162 CL. ROLL **39¢**

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Cans and Packages that show more than one price..... YOU PAY THE LOWER PRICE.
As price increases occur, all pre-marked product on our shelves will be sold at the marked price until that supply is exhausted.
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WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

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FARM PAC 1-LB. SLICED **49¢**
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

COFFEE
FOOD CLUB ALL GRINDS 1-LB. **49¢**
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

BUTTER
FOOD CLUB 1-LB. **39¢**
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

Frozen Food Favorites
CAULIFLOWER
GAYLORD FRESH FROZEN 8-OZ. PKG. **3 FOR \$1.00**
GAYLORD **CORN** WHOLE KERNEL FRESH FROZEN 24-OZ. **69¢**
TOP FROST **VEGETABLES** FOR STEW 24-OZ. **79¢**
GAYLORD **POTATOES** FRESH FROZEN 5-LB. PKG. **\$1.69**

OIL FILTER SPIN ON TYPE EACH **\$1.29**

PRELL SHAMPOO 11-OZ. BOTTLE **\$1.29**

WATERLESS HAND CLEANER LAN-LIN 1-LB. CAN **59¢**

TOOTH PASTE 7-OZ. SIZE **87¢**

ASPIRIN BEACON 100 CT. **25¢**

CLEANSER TOPCO DENTURE 7-OZ. **59¢**
PLASTIC STRIPS TOPCO FIRST AID 100 CT. **\$1.09**

TOPCO MOTOR OIL
HD 20 or 30 QT. **37¢**
REG. 20 or 30 QT. **33¢**
ALL WEATHER 10/30 PREMIUM QT. **43¢**

TOPCO BABY OIL 16-OZ. BOTTLE **58¢**

BEACON BATH OIL 32-OZ. BOTTLE **54¢**

HAND LOTION Fresh HERBAL Vaseline 10-OZ. **99¢**

MILK OF MAGNESIA PHILLIPS REGULAR OR MINT 12-OZ. SIZE **89¢**

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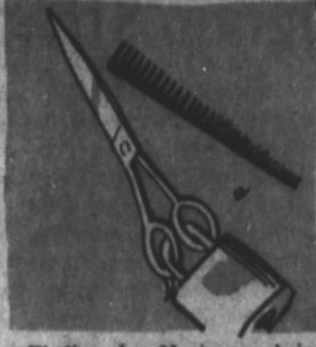


Selfish Barber

When Harry bought out Joe's barber shop, he insisted that Joe make him a special promise: to stay out of the barbering trade for the next four years.

At first, Joe managed to keep busy with other work. But finally, lonesome for the old way of life, he opened a barber shop in another part of town.

Harry lost no time in suing him for violating their agreement. But at the hearing, Joe was able to prove that none of his old customers were coming to the new shop—and that they were not likely to come in the future either.



Finding that Harry was being unreasonably selfish, the court ruled that Joe could continue to snip and clip in his new location.

Agreements not-to-compete are common when one person sells his business to another. Generally speaking, they are considered a lawful means of protecting the buyer from having his customers lured away by the seller.

But, as Harry discovered, courts are reluctant to enforce an agreement that reaches beyond the buyer's legitimate needs.

Obviously, it is a matter of degree. In another case a baker promised, in selling out, not to open another bakery within a five-block radius during the next three years.

But this time, when the baker tried to go back into business close by, a court held him to his promise. The court said this moderate amount of protection was no more than the new owner of the bakery really needed to safeguard his investment.

Roughly the same rules apply to the sale of a professional practice. A small-town doctor sold his practice to a younger man, promising not to open another office in the same community. When he later tried to do just that, the local court blocked him with an injunction.

As another court noted, a doctor could justify a good price in selling his practice only by "guaranteeing the genuineness of his retirement."

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

© 1974 American Bar Association



How important is the barometer and how dependable are the printed weather conditions on barometer readings?

The barometer is perhaps the single most important instrument in predicting weather. The key to reading it is in taking several readings over a period of hours. One cannot depend on the "fair" and "stormy" predictions unless he or she knows which way the needle is moving.

The needle may pass from a very high reading through high (fair weather reading) on its way down, and if one predicted fair weather after one glance the forecast would prove wrong.

If the barometer were steady or if the needle was moving up, fair weather would almost always be an accurate prediction. The same is true of a low reading predicting stormy weather.

They Can!
The one thing that most men can do better than anyone else is to read their own writing.



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Solid color. Fabric 100% Celanese acetate, 100% Polyester backing. 100% Cotton filling. Assorted colors to brighten up your bedroom this winter. Save today!

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White no-iron muslin. Fitted sheets. 80 x 80" 50% Cotton, 50% Polyester. Buy several at this price and Save today at T.G.&Y.

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White no-iron muslin king size fitted sheets. 78 x 80" 50% Cotton and 50% Polyester.

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KING or QUEEN SIZES PILLOW CASES

White no-iron muslin. 42 x 48". 50% Cotton, and 50% Polyester.

\$2.37 PAIR

FLOOR PILLOW

28 x 28". Large floor pillows in assorted colors to brighten your decor. Choose a couple today and save at this tremendous savings!

VELVET

\$3.99 EACH

BED PILLOWS

Shredded Polyurethane foam 22x16

99c

Golden "T" 100 Ct.

ENVELOPES

3 5/8" x 6 1/2"

Reg. 43¢

3 \$1 FOR

"Sharon" #7221

TIER and VALANCE SET

Tier 52 x 36" valance 10" x 6 Pc. set includes 2 tiers, valance, 2 tie backs for tiers. 100% Natural Cotton Osageburg fabric. 4" Ruffle with contrasting threads.

\$2.99 SET

Gillette® 8 Oz.

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8 Oz. can. The anti-perspirant that keeps you Super DRY.

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White only. Easy to adjust to your toilet.

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Hand TOWELS 16 x 26 **\$1.37**

WASH CLOTHS

12 x 12

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CANDY BARS Assorted

12 **\$1.12c** FOR

CRACKER JACKS 1 3/8 Oz.

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Golden "T" Instant **HAIR CONDITIONER**

For instantly beautiful hair with extra body

16-Oz. **63c**

LISTERINE Antiseptic

Kills germs by the million on contact 20 Oz.

87c

Golden "T" **COSMETICS PUFFS** 300 Ct.

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VANQUISH The extra strength pain formula with added buffers 60 Tablets

83c

ULTRA BAN 5000 Anti-Perspirant.

5-Oz. **93c**

Style **HAIR SPRAY**

Holds firm hair stays soft and natural

2 **\$1.00** FOR

Golden "T" **SPRAY CLEANER** Spray-O Wipe off

32-Oz. **73c**

FORMICA Floor Shine

A Finish so hard it makes floor wax obsolete. 22 Oz.

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5-Oz. Golden "T" **GLASS CLEANER**

With ammonia 15-Oz.

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GENTLEMENS CLOTHING
IN SUGARLAND MALL

A&M Develops Potato Varieties

The venerable vegetable of the ages — the potato — still isn't good enough for Texas Agricultural Experiment Station researchers. With an eye for improved quality and higher yields, they are examining over 5,000 seedlings yearly of the staple little vegetable under West Texas climate and soil conditions.

A two-year potato variety development program at the Texas A&M University Agricultural Research and Extension Center here got a shot in the arm recently with the completions of new greenhouse facilities, according to Dr. Creighton Miller. He heads the potato research efforts at the Lubbock center.

PRINCIPAL OBJECTIVE, he says, is the development of early maturing russet varieties with improved quality and yielding ability. The program is intended to support and enhance the Texas potato industry, which in 1973 was second in farm value only to onions among vegetable industries in the state.

Miller explains that the TAES program operates under four phases: 1) testing existing varieties to determine their adaptability to Texas conditions, 2) evaluation of advanced selections from other potato breeding programs throughout the country, 3) original selection in Texas out of seedling tubers supplied through a cooperative arrangement with Dr. Robert Johansen of the North Dakota Agricultural Experiment Station, and 4) original selection out of seedling tubers derived from crosses made in Texas.

"The new green house facility has made it possible to expand the program to include the fourth phase," he adds.

"The testing of advanced selections and varieties, especially new varieties, constitutes an important part of the program. If a new variety that performs better than the varieties presently in use in Texas is released by another state agricultural experiment station or the USDA, we want

to be in a position to advise our growers and handlers about this at the earliest possible date," says Miller.

GENERALLY, NO more than five and usually less than three new potato varieties are released in the United States each year.

Another important reason for such testing is that information is obtained which makes possible the identification of potential parents for use in the Texas hybridization program, the scientist adds.

This past year some 225 varieties and advanced selections were grown in replicated and nonreplicated trials at Lubbock, Hereford, and Munday. Among the recently released varieties included in last year's trials were three russets: Nampa and Targhee developed by Dr. Joseph Pavak of the USDA, ARS in Aberdeen, Idaho, and Nooksack, developed by Dr. William Hoyman of the USDA, ARS in Prosser, Washington.

"None of these three varieties performed as well as did Norgold Russet, the standard russet variety presently grown in the area," Miller reports.

"All three new varieties were considerably later maturing and more vigorous than Norgold. Wischup, a chipping variety recently released by the Wisconsin Agricultural Experiment Station; did not perform as well as did Norchip or Monona, two of the standard chipping varieties grown on the Texas High Plains. A red North Dakota advanced selection, ND 6634-2R, was named Bison and released by Dr. Johansen this fall. This new variety has been tested in Texas as an advanced selection for the past two years. Based on two years data, it appears that this new variety is not well adapted for growth in Texas."

MILLER EMPHASIZES that the cooperative breeding program with Dr. Johansen has advanced the Texas program four to five years. The noted North Dakota scientist was a former student of Miller's father, the late Dr. Julian

Miller, who also was a leading authority on potato varieties. Johansen developed the Norgold Russet and Viking varieties, while the senior Miller developed the Red LaSoda. These three varieties are the most popular grown in Texas.

"Over the past two years about 14,000 first year seedlings (primarily russets) from the North Dakota program have been grown in Texas," Miller says. "A number of promising selections have been made from this material."

"It is important in the development of new and improved potato varieties for

Texas that the selecting phase of the program is carried out in Texas where the seedlings can be grown under our conditions, the young TAES researcher explains.

The fourth phase of the overall program, the generation and selection from seedlings resulting from crosses made in Texas, is being started this winter for the first time on a pilot basis, he adds.

Some 1,000 seedlings have been planted in the greenhouse this winter, with plans calling for a ten-fold expansion of this number next year. A number of crosses will also be made in the greenhouse this winter.

Breeding Program Slated

Pioneer Beef Cattle (Southwest) will conduct a conference Thursday in Amarillo to acquaint Panhandle cattlemen with the company's bull-breeding program.

The session, scheduled for 1:30 p.m. in the W.M. Gouldy Livestock Sales Arena on the Tri-State Fairgrounds, will include an exhibition of bulls and a presentation on Pioneer's breeding and testing program.

The meeting is open to all area cattlemen, Pioneer Beef Cattle officials said.

Dr. Richard McDonald, executive assistant of the Texas Cattle Feeders Association, will be the guest speaker for the gathering. He will discuss "Tools for Sire Selection."

McDonald holds degrees in animal science from Texas A&M University and Louisiana State University and is the author of a number of articles on livestock production.

Reared in San Benito, he was an area livestock specialist which the Texas Agricultural Extension Service at Renner before joining the Texas Cattle Feeders Association staff a year ago. In the TCFE post, he coordinates the association's cattle research programs.

Robert F. "Bob" Brandenburg, Pioneer Beef Cattle representative for the Panhandle, will serve as host for the meeting. Lionel Lane, customer service director, will outline the Pioneer system for

breeding, evaluating and marketing performance-qualified bulls.

Pioneer Beef Cattle (Southwest), headquartered at McGregor, has one of the most sophisticated breeding programs in the world. Each Pioneer bull is the progeny of a superior herd sire and one of 15,000 registered cows in the program.

The Pioneer feed-testing technique uses a normal growing ration, rather than a high-gain ration, so that results will reflect hereditary growth potential instead of fat production. Computerized performance data is kept on every bull and on his ancestors for several generations.

Pioneer's cattle program includes eight breeds — Angus, Red Angus, Hereford, Polled Hereford, Charolais, Barzona, Maine-Anjou and Simmental. Only about the top 60 per cent of bulls considered for testing meet all of the standards to be offered for sale.

Each Pioneer bull is certified fertile, and a semen evaluation certificate is furnished to the buyer.

The Pioneer bulls displayed at the conference will be available for sale by private treaty, Brandenburg said.

Pioneer Beef Cattle (Southwest) is a division of Pioneer Hi-Bred International, Inc., the world's oldest and largest agri-genetics organization.

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"But the word of the Lord
endureth forever." 1 Peter 1:23

That Bible writers spoke as they were
moved by the Holy Spirit? 1 Peter 1:23

That we no longer live under
Old Testament Law? 2 PET. 1:21

That we will be judged by what we have
done with the written word of God? REV. 20:12

That Jesus is the mediator of the
New Testament? HEB. 9:15

That you must do the will of God
to be saved? MATT. 7:21

That it is appointed unto men once to die,
and after this comes the judgment? HEB. 9:27

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For example, God commanded Noah to build an ark (Gen. 6:14). But we don't have to obey that command today. One fellow fell asleep during a preaching service (Acts 20:9), but we shouldn't follow his example today. Just how do we know which commands to obey? Which examples are we to follow?

Lesson three tells you the purpose of the Old Testament: about the Kingdom and Messiah promised there. It explains the New Testament message for you today.

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Water Depth Measured

Personnel of the High Plains Underground Water Conservation District No. 1 have begun the annual measurement of depths to water in the more than 800 observation wells in the 15 counties comprising the District.

The coordinated and systematic measurement of the depths to water in the observation wells constitutes the only method of determining changes in the volume of water stored in the Ogallala aquifer beneath the land surface. The water-level records obtained through the observation wells located in Deaf Smith County constitute the foundation for the District's cost-in-water depletion, income-tax-allowance, program.

An observation well is a well that has been selected for inclusion in the annual water-level measuring program. All wells are privately owned—the District does not own any wells—and are measured with the permission of the well owners. District personnel will measure wells in Armstrong, Bailey, Castro, Cochran, Crosby, Deaf Smith, Floyd, Hale, Hockley, Lamb, Lubbock, Lynn, Parmer, Potter and Randall Counties.

Cotton Export Urged

The recently passed Trade Reform Act may encourage Far Eastern countries to fulfill their contracts with United States cotton exporters, the president of the National Cotton Council said in New York recently.

William E. Reid of New York pointed out that cancellation of cotton sales contracts by developing countries would be a violation of certain conditions set forth in the act.

He noted that one section of the law provides that the President can allow exports from a developing country to enter the U.S. free of any tariff so long as that country in turn gives U.S. products "equitable and reasonable access to its markets."

The specific question of cotton sales contract cancellation was raised on the Senate floor by Sen. Paul J. Famin (R-Ariz.), who said some textile manufacturers in developing countries have repudiated earlier sales agreements now that world cotton market prices have declined. He noted that U.S. exporters had fulfilled their contracts the previous year when the situation was reversed.

Sen. Russell B. Long (D-La.), floor manager of the trade bill, assured the Arizona senator that cancellation of cotton sales contracts by developing countries would constitute a failure to provide the U.S. with the market access specified in the act.

SAUDI ARABIA LOAN
Saudi Arabia and the World Bank jointly announced that Saudi Arabia will lend the bank \$750-million—the largest borrowing in the bank's quarter-century history.

ASH RESIGNS
President Ford has accepted the resignation of Budget Director Roy Ash. Ash's report Housing Secretary James Lynn would be named to succeed Ash.

HOW'S YOUR Agri Culture?

RECORDS INDICATE THAT AMERICAN INDIANS WERE GROWING & POPPING POPCORN LONG BEFORE COLUMBUS' ARRIVAL...

TODAY ABOUT HALF OF THE U.S. POPCORN CROP IS GROWN IN JUST TWO STATES— IOWA AND INDIANA!

Cotton Harvest Nearly Complete

Cotton harvesting is virtually complete on the High Plains, according to Paul R. Dickson, in charge of the USDA's Cotton Classing Office in Lubbock. "Some gins still have cotton waiting to be ginned and samples are coming in slowly now," he added.

The USDA's Agricultural Marketing Service reported Lubbock, Brownfield, Lamesa, and Levelland classed 100,000 samples during the week ending Friday, Jan. 3. This brought the season's total to 942,000. On this same date last year the total was 2,023,000, Dickson said.

At Lubbock predominant grades this week were 42 and 52. Grade 42 accounted for 34 per cent while grade 52 was assigned to 19 per cent of the cotton samples. Thirty-four per cent of these samples were reduced one grade because of bark. This is up from 29 per cent the previous week.

The predominant staples

NEWS VIEWS

Henry A. Kissinger, Secretary of State, on peace in the Middle East:
"We are still hopeful that progress can be made and we believe it will be made."

James B. Gregory, National Highway Traffic Safety Administrator, on teen-age drunken driving:
"I don't know whether you'd call it surprising, alarming or frightening."

Norris Cotton, Senator (D-N.H.), in tribute to Sam Ervin:
"There will never be another Sam Ervin. He is the only one of his kind."

Gerald Ford, President, on past CIA activities:
"Under no circumstances will I tolerate any such activities under this administration."

Harry F. Byrd Jr., Senator (D-Va.):
"I think this has been an historic Congress."

William B. Saxbe, Attorney General:
"The continuing increase in crime requires an intensification of our efforts to identify the causes."

Nation's 20th Farm Census Underway

The 1974 Census of Agriculture got underway the week of December 28th with the mailing of approximately four million reports to farms and ranches in the 50 states according to Vincent F. Barabba, Director of the Bureau of the Census. The Bureau is part of the Department of Commerce's Social and Economic Statistics Administration.

Farmers and ranchers are being asked to report on their agricultural operations during 1974. This 1974 census, the Nation's 20th farm census in a series that started in 1840, will update data most recently obtained in 1970 for 1969 operations. Primary emphasis will be on obtaining information about farms and ranches with sales of \$2,500 or more annually. Such operations accounted for 89 per cent of the total value of

all agricultural products sold in 1969.

To avoid undue burden on small farmers and to reduce processing costs, a short version of the census report form is being mailed to the over one million addresses estimated to have had both farm receipts and expenses of less than \$2,500 in 1973. All other addresses are receiving the standard form.

Forms are being mailed to a list of the following: persons who filled out Schedule F of the 1973 individual income tax return, persons listed with other Federal agencies as associated with agricultural operations, and those reporting large or unusual farm operations in the 1969 census (such as institutional farms, farms on Indian reservations, etc.). This combined list of addressees forms a pool of potential respondents in the census. The final total of farms counted is expected to be well under three million, as it was in 1969.

A new kind of report form is being used in the 1974 farm census in order to reduce cost. The report form, instruction sheet, and return envelope have been printed and addressed in a single operation, thus eliminating separate printing, assembling, stuffing, and the attaching of the printed address labels. It is the first time that this type of operation has been used in a Federal census.

Also, for the first time, the forms are being mailed out at the third class bulk rate to reduce postage cost. The return envelope containing the farm operator's completed report carries first class postage to protect the confidentiality of the information reported.

Completed forms are to be

mailed back as soon as possible. Census by mail allows operators to fill out their reports at their convenience and use their farm business records. Estimates are acceptable and should be reported in the absence of records.

Recipients of census report forms are cautioned not to discard them. Follow-up mailings costing additional postage will be required until all forms are received. Even if the recipient is not farming, the form should be returned with that fact noted.

The United States took its first Census of Agriculture in 1840. Until 1920 they were taken every ten years; since then, there has been one every five years, recently covering years ending in "4" and "9".

The five-year censuses are the only source of statistics on agriculture that are comparable county by county for the entire Nation. They are the sole source of comprehensive agricultural data tabulated for each State and for the U.S. as a whole for farms classified by size, tenure, type of organization, market value of products sold, and type of farm organization.

The selection of questions in

the "4" census was based on needs expressed by users of agriculture census data, experience gained in earlier censuses, results of a January 1974 protest census, and recommendations of the Census Advisory Committee on Agriculture Statistics. This committee is composed of representatives of farm organizations, academic, government, and research groups concerned with agriculture, as well as organizations representing manufacturers and distributors of farm supplies and equipment, and users of farm products. Also, there is continuous cooperation with agencies in the U.S. Department of Agriculture.

Response to the census is required by law (Title 13, United States Code). By the same law, information furnished on report forms is kept confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. Even other government agencies cannot obtain or use the report made by any operator. The law also provides that copies retained by the operator are immune from legal process.

Parcel Data To Be Announced

The High Plains Underground Water Conservation District No. 1 will release the 1974 cost-in-water depletion, income-tax-allowance, decline maps and water depletion information for individual land parcels on Jan. 15. The maps and other data are to be used by landowners and their accountants to calculate possible deductions on the landowners' income tax statements.

The District's Board of Directors voted in their Dec. 17 meeting to retain the cost of 7.50 for decline maps and \$5 per parcel for computerized decline data.

The Board also voted to add Floyd County to the list of counties whose decline is now provided on a parcel basis. The other counties are Parmer, Bailey, Castro and Lamb. Landowners in the above-mentioned counties will not be furnished decline maps—they must contact the District's Lubbock office (1628 15th Street) to supply the information needed in order to locate the parcel and determine the water-level decline thereunder.

Data necessary to determine the decline for these counties is as follows: 1) taxpayer's agent's name and address, 2) landowner's name, address and social security number, 3) account number and 4) the legal description of the land. The correct legal description includes: the county in which

the property is located, block and section, homestead, pre-emption name and abstract number, etc.

The decline maps, depicting the decline of the water table in the Ogallala aquifer, may be purchased by persons owning property lying within the following counties: Armstrong, Cochran, Crosby, Deaf Smith, Hale, Hockley, Lubbock, Lynn, Potter and Randall.

BLAIR LEAVING SHOW
NEW YORK—Frank Blair, who since 1952 has given millions of American viewers the morning's news on "Today," is leaving the program in March. He wants to spend more time with his family.

ON WOMEN
PHILADELPHIA—Dr. Seymour L. Wolfbein, dean of Temple University's business administration, says that by 1980, about half the working force in the United States will be feminine.

Oil Painting Lessons
Beginning January 7th
at TEXAS GALLERY
IN Sugarland Mall
Call 364-5571

Call No. 492 **Charter No. 5604**
National Bank
Region No. ELEVEN

Report of Condition, Consolidating Domestic Subsidiaries, of the
The First National Bank of Hereford
of Hereford, Texas

IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON DECEMBER 31, 1974 PUBLISHED IN RESPONSE TO CALL MADE BY COMPTROLLER OF THE CURRENCY, UNDER TITLE 12, UNITED STATES CODE, SECTION 161.

ASSETS	
Cash and due from banks (including None unposted debits)	13,137,845.62
U.S. Treasury securities	962,763.38
Obligations of States and political subdivisions	3,449,241.11
Other securities (including None corporate stock)	72,000.00
Federal funds sold and securities purchased under agreements to resell	3,000,000.00
Loans	26,493,521.83
Bank premises, furniture and fixtures, and other assets representing bank premises	463,199.03
Other assets (including None direct lease financing)	816,364.42
TOTAL ASSETS	48,394,935.39
LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	21,592,425.75
Time and savings deposits of individuals, partnerships, and corporations	15,594,551.93
Deposits of United States Government	734,020.30
Deposits of States and political subdivisions	3,710,396.38
Deposits of commercial banks	2,654.84
Certified and officers' checks, etc.	697,115.00
TOTAL DEPOSITS	\$42,331,164.20
(a) Total demand deposits	24,139,472.76
(b) Total time and savings deposits	18,191,691.44
Other liabilities	803,862.14
TOTAL LIABILITIES	43,135,026.34
RESERVES ON LOANS AND SECURITIES	
Reserve for bad debt losses on loans (set up pursuant to IRS rulings)	876,447.28
TOTAL RESERVES ON LOANS AND SECURITIES	876,447.28
CAPITAL ACCOUNTS	
Equity capital-total	4,383,461.77
Common Stock-total par value	1,000,000.00
No. shares authorized 200,000.00	
No. shares outstanding 200,000.00	
Surplus	1,400,000.00
Undivided profits	1,983,461.77
TOTAL CAPITAL ACCOUNTS	4,383,461.77
TOTAL LIABILITIES, RESERVES, AND CAPITAL ACCOUNTS	48,394,935.39
MEMORANDA	
Average of total deposits for the 15 day calendar days ending with call date	39,594,410.81
Average of total loans for the 15 day calendar days ending with call date	26,430,550.74

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

Helen S. Smith

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

James H. Sears
Joe Reinauer
Ruby Kendrick Sears
Directors

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• Shag Carpet
Just Right for Bathrooms Too!
C & W CARPET
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ALL FALL SPORTSWEAR & BLOUSES 1/3 OFF

DISCONTINUED STYLES BRAS - SLIPS GOWNS & PAJAMAS 1/3 OFF

1 Group LONG DRESSES REDUCED TO CLEAR LONG SKIRTS 1/3 OFF

SHOP OUR THRIFT CORNER 1/2 PRICE

ALL FALL DRESSES 1/3 OFF

1 Group PANT SUITS 1/3 OFF

IMPORTED GIFT ITEMS 1/2 PRICE

THE VOGUE-DOWNTOWN

Prime Time

'Snake Hips' Wows 'em with Jazz at 63

By Bernard E. Nash

The first time I heard one of Peter "Snake Hips" Dean's records on the radio, I was sure he was a young singer emulating the jazz style of the 1920's and 30's.

Later, when his record of "Four or Five Times" began to be played on the air with increasing frequency, I went into a record store

and asked to see his latest album. A single glance quickly convinced me that Mr. Dean was no mere imitator, but the genuine article—a late bloomer perhaps, but nonetheless an absolute joy to behold!

Thus it is that, at 63, Peter Dean has become a rapidly rising star for the first time, with a hit record to call his own, and someone about whom I wanted to learn more.

While he may be new to the

public as a performer, Dean is not new to the world of show business, having worked behind the scenes for many years as the manager of such stars as Paul Whiteman and Peggy Lee. In his history of "The Big Bands," George Simon described Dean as "one of the most successful personal managers in the radio-TV field."

Now, we all know there is no such thing as a truly overnight star, and few performers just spring into being full-blown like a chicken out of an egg. What we're hearing now—and may soon be seeing as he makes television and nightclub appearances—is the result of years of development during which Peter Dean played his ukelele and sang for fun mostly at parties and occasionally late at night in a club where one of his stars was shining. As a matter of fact, that's how he happened to go public.

A guitar duo under his management was performing at New

York's St. Regis Hotel about three years ago, and Peter Dean allowed himself to be coaxed into sitting-in with them for a little while one evening. In the words of the late George Frazier in the Boston Globe, "... the cash customers went out of their minds. It was great, just great ..."

Next came his first album, "Ding Dong Daddy," recorded at the urging of record producer and friend Enoch Light, and then his current "Four or Five Times" from which is derived his hit single—and a whole new career.

"I haven't had this much fun in years," enthuses Dean. "Here I am at a stage in life when most men are thinking about collecting their Social Security, and instead I'm lucky enough to have this going for me. It's a real kick—like when I was a kid years ago, following the big bands around from town to town just to dance to them!"

That is how he got his nickname. There was a dancer back

then called Earl "Snakehips" Tucker with a distinctive style which Dean idolized, and later made a part of his own.

He first got into the music business, writing reviews for the New York newspaper PM and the jazz journal Metronome, and promoting troops shows during World War II for the Army. Somewhere along the line, he did nightclub reviews for NBC, and did a short stint as a bandleader at a Greenwich Village nightclub. Before retiring from the podium to nurture his other talents, he took notice of a young singer working with his band, and called her to NBC's attention; her name was Dinah Shore.

She was only the first performer he directed toward stardom. For many years, he has been a doting uncle to his sister's daughter. "He taught me tennis and baseball ... and chords on the ukelele," recalls his niece who grew up to be the current pop music superstar, Carly Simon. "We've always had a very special bond, my uncle Peter and me."

When he was recording "Four or Five Times," a couple of the arrangements called for a second voice to sing harmony.

"Hey Uncle," said his niece the superstar, "I know those songs, let me fill in."

So she did. And so Peter Dean—who, in so many ways, helped so many stars to bloom—is finally himself blossoming, a bit later than most perhaps, but maybe a bit better for the wait. He'll still maintain his other activities, but devote most of his time now to his newest career.

Declares Dean: "I can't think of any other way I'd rather spend the rest of my life!"



The people of the Fiji Islands believe that earthquakes are caused by the twistings and turnings of a serpent god in a mountain.

Long-Buried Book By Aide Riding With Stonewall Jackson Is Find

By Edward H. Sims

WASHINGTON, D.C.—As a military historian to some degree myself, I say without reservation at the outset that Henry Kyd Douglas' book, "I Rode With Stonewall" released in paperback form is the best Civil War book in years.

Douglas was a resident of Maryland when war clouds gathered, was practicing law in St. Louis at the outbreak. He had attended college in Pennsylvania and received a law degree at the University of Virginia. He was born at Shepherdstown, on the Virginia side of the Potomac and fought for the South. He thought slavery a curse but as a lawyer he had no doubt states had the right to secede from the Union. When Virginia seceded—in April of 1861—he came back from St. Louis and was assigned to the staff of General Thomas Jonathan Jackson.

His memoirs are fascinating because they give a rare inside picture of the men and events of the times. He personally knew well the countryside over which Jackson would operate during the war; he knew the prominent families of Virginia and Maryland and southern Pennsylvania.

He wrote his memoirs immediately after the war but didn't publish them. He rewrote them in 1899. Yet they remained unpublished for another forty years. Finally a nephew moved to have them published on the eve of World War II; they were then published by the University of North Carolina press. They caused a sensation. Most Americans, however, have not yet had access to them. Fawcett Publications and now Ballantine have made them available in inexpensive, paperback form.

Douglas' fascinating story begins with the opening battle of the war, as a member of Stonewall Jackson's staff. He recalls how Jackson

thought the South's opening victory at Manassas was bad for the new nation; it gave the South a sense of false security and greatly aroused the North. (Jackson's troops were decisive in that battle and it was at Manassas (First Bull Run) that he was given the nickname of "Stonewall" by General B.E. Bee of South Carolina—mortally wounded in the fight.)

Douglas knew all the colorful figures of the times—Turner Ashby, who died at 34, Jeb Stuart, killed at 31, Stephen Ramseur at 27, John Pelham at 25, John Pegram at 23, Sandy Pendleton at 24, etc. He was with Jackson in the classic struggle at Chancellorsville when Jackson was killed by his own men by mistake.

What makes "I Rode With Stonewall" so valuable is that Douglas was able to describe these leaders, and many on the other side, with color, accuracy and perception—from personal experience.

Douglas knew the leading families of the day, was obviously a ladies' man, and his social experiences are a book in themselves. It is moving to read of the last winter of the war, with the Confederacy hard-pressed and its fight now hopeless—how the surviving greats almost all were being married. Many left widows within weeks or months.

Jackson's social events included such greats as General Robert E. Lee, whom he also describes. He was wounded and captured at Gettysburg, tells how well he was treated in a private home near there. He was a prisoner on Lake Erie that winter (1863-64), was later exchanged, and returned to fight again in the spring of 1864 in the confrontation between Grant and Lee in the last full year of the war. He was also at Appomattox and vividly describes that April day.

Water District Data To Be Made Available

The High Plains Underground Water Conservation District will soon make available 1974 cost-in-water depletion, income-tax-allowance, decline maps or water depletion information for individual land parcels. The information will be available January 15, 1975.

The Board of Directors of the High Plains Underground Water Conservation District No. 1 voted in their December 17 meeting to retain the cost of \$7.50 for decline maps and \$5 per parcel for computerized decline data.

The Board also voted to add Floyd County to the list of counties whose decline is now provided on a parcel basis. The other counties are Parmer, Bailey, Castro and Lamb.

Landowners in the above-mentioned counties will not be furnished decline maps—they must contact the District's Lubbock office (by phone or

mail) to supply the information needed in order to locate the parcel and determine the water-level decline thereunder.

Data necessary to determine the decline for these counties is as follows: 1) taxpayer's agent's name and address, 2) landowner's name, address, and social security number, 3) account number and 4) legal description of the land.

The correct legal description includes: the county in which the property is located, block and section, league and labor, township, range and section, homestead, pre-emption name and abstract number, etc.

Accountants are urged to promptly supply the District with all information necessary to compute their claimants' 1974 water-level decline. The decline maps, depicting the decline of the water table by county, may be purchased at the District office.

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Warehouse sale of Bankrupt Western Stock
Saddles - Tack - Western Clothes - Indian Jewelry
40 to 60% OFF
EXAMPLES
Stable Blankets Reg. \$25⁰⁰ - \$12⁵⁰
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Cowan Jeweler's
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A good bank has more
Answers than Questions!

STATEMENT OF CONDITION

THE FIRST NATIONAL BANK OF HEREFORD

AT THE CLOSE OF BUSINESS ON DECEMBER 31, 1974

RESOURCES	
Cash and Due From Banks	\$ 13,137,845.62
U. S. Government Bonds	962,763.38
Other Bonds and Securities	3,449,241.11
Stock in Federal Reserve Bank	72,000.00
Federal Funds Sold	3,000,000.00
Bank Building, Furniture & Fixtures	463,199.03
Other Assets	816,364.42
Loans and Discounts	26,493,521.83
TOTAL RESOURCES	\$48,394,935.39
LIABILITIES	
Capital Stock	\$ 1,000,000.00
Surplus	\$ 1,400,000.00
Undivided Profits and Reserves	3,663,771.19
DEPOSITS	42,331,164.20
TOTAL LIABILITIES	\$48,394,935.39

Member Federal Deposit Insurance Corporation

The **FIRST NATIONAL BANK**
of **HEREFORD**
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FRESH ARM SHOULDER PICNIC

Pork Roasts

6 to 8-LB. AVERAGE

LB. **57^c**

CENTER CUT ARM SHOULDER

FRESH PORK ROAST **67^c**

- SWIFT'S TURKEY THIGHS OR 1 TO 2 LB. PKG. **49^c**
- WILSON'S FULLY COOKED Smoked Sausage... 1-LB. PKG. **\$1⁴⁹**
- WILSON'S VARIETY PACK Lunch Meats... 12-OZ. PKG. **\$1¹⁹**
- BAR-S Skinless Franks... 12-OZ. PKG. **69^c**

- OSCAR MAYER SLICED Ham & Cheese... 8-OZ. PKG. **\$1¹⁵**
- OSCAR MAYER SLICED New England Loaf... 8-OZ. PKG. **\$1¹⁵**
- OSCAR MAYER SLICED Chopped Ham... 8-OZ. PKG. **\$1¹⁵**
- OSCAR MAYER Ham Steaks... 1-LB. PKG. **\$3⁴⁹**

BUTCHER BLOCK BEEF

CHUCK ROAST

BLADE CUTS OF BEEF CHUCK **69^c**

BUTCHER BLOCK BEEF

Chuck Steaks... BLADE CUTS **79^c**

BUTCHER BLOCK BEEF

Arm Pot Roast... BEEF CHUCK **99^c**

- VIRGINIA REEL PURE Pork Sausage... 1-LB. PKG. **\$1⁰⁹**
- VIRGINIA REEL PURE Pork Sausage... 3-LB. PKG. **\$2¹⁷**
- BLUE MORROW BREADED Pork Fritters... BULK PACK **89^c**
- BLUE MORROW BREADED Beef Fritters... BULK PACK **89^c**



PRICES EFFECTIVE THRU WEDNESDAY, JAN. 8, 1975. NONE SOLD TO DEALERS. LIMIT RIGHTS RESERVED.

LOOK FOR THIS SHELF TAG...

PRICE FROZEN
Why Pay More? **23^c**

We've Frozen Prices on **OVER 1,000 ITEMS** TIL FEB. 12, 1975.

THIS SHELF TAG WILL HELP YOU IDENTIFY THESE VALUES THROUGHOUT THE STORE AND SHOW YOU HOW TO SAVE EXTRA DOLLARS ON EVERY SHOPPING TRIP TO IDEAL. WE WANT YOU TO SAVE MONEY... HERE'S AN EXCELLENT PLACE TO START!

AGAR FULLY COOKED **CANNED HAMS**
IN 6-LB. CANS **\$1³⁹**

CAMELOT Coffee
2-LB. CAN **\$1⁷⁹**
LIMIT 1 WITH \$5 OR MORE PURCHASE

ALL VARIETIES

Banquet Pot Pies... 8-OZ. PKGS. **4 \$1**

MEADOWDALE **ORANGE JUICE**... 6-OZ. CANS **5 \$1**

THRIFT-PRICED **MORTON'S HONEY BUNS**... 9-OZ. PKG. **58^c**

CRINKLE CUT POTATOES **MEADOWDALE FRENCH FRIES**... 5-LB. BAG **\$1⁶⁹**

CAMELOT **Fruit Cocktail**... 16-OZ. CANS **3 \$1**

DEL MONTE **GARDEN SPINACH**... 16-OZ. CANS **3 69^c**

CAMELOT **WHOLE TOMATOES**... 16-OZ. CANS **2 59^c**

DOUBLE LUCK SHORT CUT **GREEN BEANS**... 16-OZ. CANS **4 89^c**

CAMELOT **TOMATO CATSUP**... 32-OZ. BTL. **66^c**

SOFT PLY ASSORTED **Bath Tissue**... 4-ROLL PKG. **48^c**
LIMIT 1 WITH \$5 PURCHASE

KOTEX **Sanitary Napkins**... BOX OF 24 **\$1³⁸**

QUARTERED

Blue Bonnet Margarine... 1-LB. CTN. **63^c**

PILLSBURY OR BALLARD **CANNED BISCUITS**... 8-OZ. CANS **2 25^c**

IDEAL FRESH **COTTAGE CHEESE**... 12-OZ. CTN. **78^c**

CAMELOT **LONGHORN CHEESE**... 10-OZ. PKG. **78^c**

MACARONI & CHEESE **Kraft Dinner**... 7-OZ. BOX **25^c**
LIMIT 3 WITH \$5 PURCHASE

COLORADO RUSSET **POTATOES**
10-lb. bag **79^c**

TEXAS **Juice Oranges**... 5-LB. BAG **69^c**

COLORADO **Yellow Onions**... 2-LBS. **25^c**

CAMELOT CHUNK OR **SLICED PINEAPPLE**
20-OZ. CAN **41^c**

MEADOWDALE CREAM STYLE **GOLDEN CORN**
3 16-OZ. CANS **89^c**

CAMELOT **Pancake Mix**... 2-LB. BOX **58^c**

MEADOWDALE **Pancake Syrup**... 32-OZ. BTL. **69^c**

SOFT PLY ASSORTED **PAPER TOWELS**
JUMBO ROLL **38^c**

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Reg.	SALE
\$89	\$59 ⁹¹
52	38 ⁹¹
21 ⁹⁵	15 ⁹¹
15 ⁹⁵	9 ⁹¹

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NAME BELTS DONE FREE
 All Other Belts **20% OFF**

WRANGLER'S Cowboy Cut \$9.41
 Flares \$9.41
 Men's Ladies' & Children's **MOCCASSINS 20% OFF**

Sisson Recounts Years Progress

EDITOR'S NOTE: The following is reprinted from the Cross Section, the monthly publication of the High Plains Underground Water Conservation District No. 1. It is 1974 report from Billy Wayne Sisson, president of the district board of directors. In it are offered some interesting insight into legislation affecting water conservation.

The past year has been a progressive one, complete with increased involvement on the part of those interested in water conservation and the efficient management of the resource. Government is also beginning to express more concern with the protection and management of groundwater, almost to the extent of its historical concern with surface water. However, with this new interest have risen the voices of opposition to strict regulation by some distant government—those who favor local management of groundwater by those who benefit from the beneficial use of that resource.

The State of Texas, the pioneer in the establishment of groundwater conservation districts (the High Plains Water District, created in 1951, is one of the oldest such districts in the Nation), has taken great strides in the last year to solicit involvement on the part of its citizens, both water professionals and concerned community leaders.

As we all know, Governor Briscoe has created a Water Conservation and Development Task Force which has been working hard toward accomplishing its short-range goals for a year, and Lieutenant Governor Bill Hobby's Regional Water Councils are working toward the revision of Chapter 52, the underground water conservation district statute, in order to make it more applicable to today's needs.

And, the theme of the annual meeting of the Texas Water Conservation Association in March and the Water for Texas Conference in September was the same—existing State laws, which provide for local control of groundwater, should be preserved.

However, in spite of the strongly-stated position of State leaders, the President of the United States recently signed into law one of the most potentially damaging pieces of legislation in history. HR 13002, the so-called "Safe Drinking Water Act," while it intends to ensure the protection of the quality of the Nation's groundwater, will cause the efficient management of the resource to become more and more tangled in the red tape of the Federal bureaucracy. And, in a December 18 Lubbock Avalanche-Journal news story, the President, in signing HR 13002, is said to have expressed reservations, however, about "extensive Federal involvement into what has traditionally been state and local regulatory matters and unnecessary costs to the Federal government."

Federal government has extended its grasp to the local level is EPA's contract with the National Water Well Association (NWWA) which will fund the development of the so-called model "State Ground Water Protection Regulations." According to the September issue of The Well Log, NWWA publication, "Part of EPA's new concern with the protection of our nation's ground-water resources is focused on the currently inadequate laws and regulations by which many States control this valuable resource. EPA decided this year to help the various States by developing a set of model laws, regulations and institutional constraints which the States could consider for adoption in

their efforts to improve internal development of their ground-water resources."

It is obvious that HR 13002 was passed by a body that was not fully aware of the dangers of such legislation; but this sort of misunderstanding will remain the norm if people, like ourselves, who stand to suffer or benefit the most from any legislation dealing with the water under our land, do not take a more active part in educating our elected representatives as to our true needs.

Starting with the 1975 legislative session, let us all do our part to protect what we feel to be the most capable and efficient form of government—local groundwater management.

MEDICINE CHEST
 by H. BOSWELL YORK, R. PH.

Is it true that birth control pills can cause an increase in blood pressure? - C.U.

A recent survey in Scotland indicated that the pill may be responsible for increases in blood pressure. The survey was conducted with women who had been taking the pill for four years. All the women had significant increases in blood pressure. Their blood pressure returned to normal within three months after they stopped taking the pill. Changes in blood pressure did not seem to be related to a high level or low level progesterone pill.

What is cantil used for? I have an ulcer and a problem with my colon. I take probanthine for my ulcer. Why do I take cantil? - Mrs. J.G.

Both probanthine and cantil are used to treat disorders of the digestive tract. The cantil seems to be more effective in treating disorders of the colon than it would be for the stomach. Hence, the probanthine is for your stomach ulcer and the cantil is for your colon.

Pantothenic acid is one of the vitamins in my multiple vitamin tablet. What is it for? - Mrs. B.

This chemical is needed to help break down carbohydrates, fats and other important substances so they can be used in the body.

I know there is a drug which will make a person sick if he drinks alcohol, but is there a drug which will make a person lose the desire for alcohol? - D.J.

Such a drug is being experimented with right now. Called p-CPA, it reduces the serotonin levels within the brain. A lower serotonin level seems to produce a marked reduction in the desire for alcohol.

What's a good preparation for poison ivy? - M.C.

There isn't any. Many poison ivy products on the market today take credit for what nature is doing. You can get symptomatic relief from the dermatitis by using the many preparations available.

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That's
10% OFF
1974 PRICES

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DEERSKIN GLOVES
Insulated
Reg. \$9⁹⁵
\$6⁹⁵

Men's & Women's
DEERSKIN GLOVES
Not Insulated
Reg. \$8⁹⁵
\$5⁹⁵

HAT CARRYING BOX
Reg. \$24
\$14

Fur-Collared
DOWN-FILLED COAT
Reg. \$89
\$69

DOWN-FILLED COAT
(Without Fur Collar)
Reg. \$52
\$39

CHILDREN'S COAT
Dacron Insulated
With Fur Collar
Reg. \$19⁹⁵
\$13⁹⁵

Rubber Boot
OVERSHOES
Reg. \$12⁹⁵
\$9⁹⁵

Men's Dacron Insulated
VESTS
Reg. \$16 **\$12**
Reg. \$21 **\$16**

All Men's
SHIRTS
Reduced To
\$9⁹⁵

CHILDREN'S SHIRTS
Reduced To
\$5⁹⁵

Master Charge
BankAmericard
Open Until 7 P.M. Each Night

One Group
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BOOTS
\$29⁹⁵

All Men's and Women's
BOOTS
Reduced At Least
20%

Leather
JACKETS
Reg. \$79⁹⁵
\$49⁹⁵



Lebanon says Syria promises military aid.

Soviet officials say they're ready for link-up.

Coal-tar-derivative dyes are banned by U.S.

Bangladesh remains a disaster area.

U.S. oil imports from Arabs show increase.

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KEEP YOUR STATE GREEN
SEND MONEY

Shah warns of oil-price rise if gold increases.

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HEREFORD HARDWARE
Complete building, land, fixtures and remaining inventory. \$40,000 - will finance \$25,000 at 7% for 10 years.
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2 BR., extra clean. All furniture stays, storm cellar, extra large lot. Phone for details.

220 RANGER
4 BR., 3 bath, 2628 sq. ft. Beauty pleat drapes fireplace, beautiful built-ins, intercom. 3 car garage, 7½ per cent loan. Call today.

113 ASPEN
4 BR., 2 bath, 1720 sq. ft. new carpet, large patio and nice yard.

237 FIR
3 BR., 1½ Bath, 1700 sq. ft. fireplace, isolated master BR, beauty pleat drapes, gas grill, extra sharp. Call today

4 sections in one block. Fine improvements. 8" water wells connected with underground tile. A well planned, well improved farm. Reasonably priced for immediate sale.

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\$112.00 a month for a nice 3 bdrm. brick in the country, on 1 acre of land. Circle drive. Owner wishes a NW Brick home with approximately 12-1400 sq. ft. and payments under \$150.00 per mo. Would trade equities plus small amount of cash.

Quality built 3 bdrm. brick on Ave. K. Fenced back yard with storage building. Carpeted, clean, new loan available with payments under \$200.00 per month.

3 bedroom home on Blevins, carpeted, fenced, has extra large garage. Storm windows. Low move in cost, low payments.

For rent, 3 bdrm. brick, \$175.00 mo. plus bills and deposit. carpeted, fenced.

LAND:
167 choice acres with modern 3 bdrm. home and 4 wells, tiled. Possession. \$825.00 per acre.
Deep water, 2 wells, ½ section on pavement. No improvements. Good soil level, \$700.00 per acre.

The Spice of Life:
Confusion: One woman plus one left turn.
Excitement: Two women plus one secret.
Bedlam: Three women plus one bargain.
Chaos: Four women plus one luncheon check.

Jeanne Coker 364-5439
Loreta Swanson 364-4857
Merlin Weber 364-2713
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Multiple Listing Service **MLS**
Campbell Realtors
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- **NEAR BLACK.** Half-Section with 3 wells and return system. \$425.00 per acre, 29 per cent down.
- **FOUR STRONG 8" WELLS,** and 4 lighter wells, all tied together. 986 acres of good farm land with nice improvements, water return system, large existing loans. \$430.00 per acre.
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- **VETERAN'S SPECIAL.** Remodeled 2 story home with 4 bedrooms, 2 baths, carpet, paneling, and fenced yard. What more could you ask for \$15,000.00?
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- **YOU CAN AFFORD** this completely redecorated 3 bedroom home. New paneling and carpets, fresh paint. Has 1½ baths and 2-Car garage. \$17,000.00.
- **INVESTMENT OPPORTUNITY** Buy this excellent local retail business operating at a steady profit. Owner retiring. Call for details.
- **FOR THE LARGE FAMILY.** Reasonably priced 4 bedroom, 2 bath home. Large bedrooms, fully carpeted. Only \$18,500.00.
- **ELEGANT OLDER HOME.** High quality throughout; quiet, sedate location. This home has fine drapes and carpets, 2 baths, very clean. \$21,500.00.

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RESIDENTIAL
MAKE ONE OF THESE YOUR NEW HOME TO START A NEW YEAR. IF WE DON'T HAVE WHAT YOU ARE LOOKING FOR, WE WILL TRY TO FIND IT FOR YOU.

PRIME LOCATION
For this exceptional 3 BR, 2 bath home. Let your children roam in the large backyard. Store r/c building, new carpet, Large bedrooms. This and more can be yours. Call now. H-30194

BUYING YOUR FIRST HOME
Look at this 3 BR, 2 bath home. Utility room and carport. Lg. bedrooms and closets. This may be what you need to start with. All for less than \$19,500.00 Loan available. H-30186

PRICE REDUCED
on this 1900 sq. ft home in N.W. Hereford. New carpet in den. Storm windows, ref. air. Nice yard. Large spacious rooms. Price reduced over \$2,000.00 Call Virginia today! H-30172

ONLY \$12,000.00
Nice 2 BR, 1 bath home. Close to hospital and schools. Assume loan, owner would consider a second. Call for Sam today. H-2355

PRICED RIGHT
Over 1530 sq. ft. for only \$27,500.00 3 BR, 2 bath home with gas. ref. air. 2 bar-be-que grills. 2 car garage. Lots of fruit trees. Good terms to assume present payments of \$144.00 N.W. Hereford. Call for Tommy today! H-30164

LARGE ROOMS
All the rooms are large in size in this spacious home. Over 1800 sq. ft. Priced at only \$24,000.00. Well arranged and many extras. Call and let one of our staff show you today. H-30188

NEW CARPET
Owner has installed beautiful quality carpet throughout. Extra clean. Present payments are only \$111.00 Purchase equity and assume payment. New loan available. H-30196

JUST BEGINNING
Ask to see this 2 BR brick home. Close to Alkman School. Lg. den. Owner will sell FHA or VA. H-2347

FARMS

\$525.00 PER ACRE
This good laying land is located near Hereford, on the pavement. 320 acres with 4 six inch wells. 150 feet of water. Owner will sell for 29 per cent down and carry some second. Assume Federal Land Bank loan. F-3124

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

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

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

640 ACRES
North of Black, 5 wells, good soil, 2 return pits, clean, house and large barn. See it if you like good land.

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

The Lieutenant Governor's Report

By Bill Hobby

Texas has an adequate compensation, but also a sense of participation in planning the destiny of the institution that shares in the individual faculty member's accomplishments.

Central to the success of efforts to attract and hold top quality faculty for our post-secondary institutions is the evidence of legislative intent to provide financial benefits to our faculty which reflect their important role in our society. Although the 63rd Legislature did provide a salary increase, it has been far exceeded by the continuing increase in the cost-of-living.

For the past five years, dedicated to the cause of the increase in faculty salaries has been cancelled by the rising cost-of-living. Texas

faculty have actually suffered a reduction in purchasing power during this period.

In comparison, in the same period faculty salaries across the country have increased more than the cost-of-living. These salaries have increased slower in Texas than in the entire United States during the period beginning with the 1968-69 fiscal school year.

The increase in average salaries at the 22 Texas public senior institutions between '67-'68 and '71-'72 was 17.5%. The increase, during the same period, nationally, was 26.4%.

I do not believe anyone is satisfied with these facts. Although I am

dedicated to the cause of better control of spending by state government, I feel a refusal to provide more adequate faculty

of a 10% cost-of-living increase for 1974-75, a 15% increase for 1975-76, and a 10% increase for 1976-77.

I expect these recommendations to be given the most serious consideration by the 64th Legislature.



Working Together

Cooperation is the key word for this group which is composed of participants in the Hereford Big Brother-Big Sister organization which is celebrating the coming week as one set aside especially for them. They are working on a banner, which will provide a back drop for two television shows that will broadcast from 6 to 6:30 p.m. Monday and Tuesday over Channel 6 of the Hereford Cable Company. The show will feature information about the group's activities including a special music presentation by one of the members.

Insurance Option Established

People who failed to sign up for supplemental medical insurance during their initial enrollment period will have an opportunity to elect this coverage during the General Enrollment Period which began Jan. 1 and ends according to Travis C. Briggs, Social Security District Manager in Amarillo.

The initial enrollment period begins 3 months before the month you become 65 and ends 3 months after the month you become age 65. About 98 per

cent of those eligible sign up during their initial enrollment period. The 5 per cent who do not sign up then can sign up during a General Enrollment Period. The first 3 calendar months of each year is the general enrollment period.

A 10 per cent penalty is payable for each year you are eligible but not enrolled. Also, coverage doesn't go into effect until the following July. This would mean that a person who elects this coverage during the period Jan. 1 through March 31

will have the coverage effective July 1.

People who receive monthly social security checks have the premium with held from their checks; consequently, some people are confused as to whether or not they have this protection. If they will look at their Medicare card, it will show on it if they have medical insurance and the date it was effective. If one already has the medical insurance, it will remain in effect as long as premiums are paid, and there is no need to re-enroll each year.

Supplemental medical insurance is that part of Medicare for which you pay a premium of \$8.70 per month if you signed up for it during your initial enrollment period. It is designed to help pay medical bills other than hospital bills. It is sometimes called Part B or "doctor bill" insurance. Anyone who has questions regarding supplemental medical insurance should contact The Amarillo Social Security Office, 317 E. Third St., or call 376-2241.

Judge Drops Ag Official From Farmer's Suit

A U.S. District Court Judge has dropped a former U.S. Department of Agriculture official as a defendant in a class action suit filed by a Deaf Smith County farmer in connection with the 1972 Russian wheat deal.

U.S. District Court Judge Fred Daugherty of Oklahoma City Thursday ordered that Clarence Palmby, former assistant secretary of agriculture, be dismissed as a defendant in the suit filed by Joe Zinser of Hereford.

Zinser filed the suit in behalf of himself and other Texas wheat farmers. The Associated Press reported that Judge Daugherty also ordered two other suits against Palmby to be transferred to New York.

Palmby, now vice president of Continental Grain Co., was accused in the three suits, along with his company and five others, of conspiring to cheat American wheat farmers by withholding information about the impending sale.

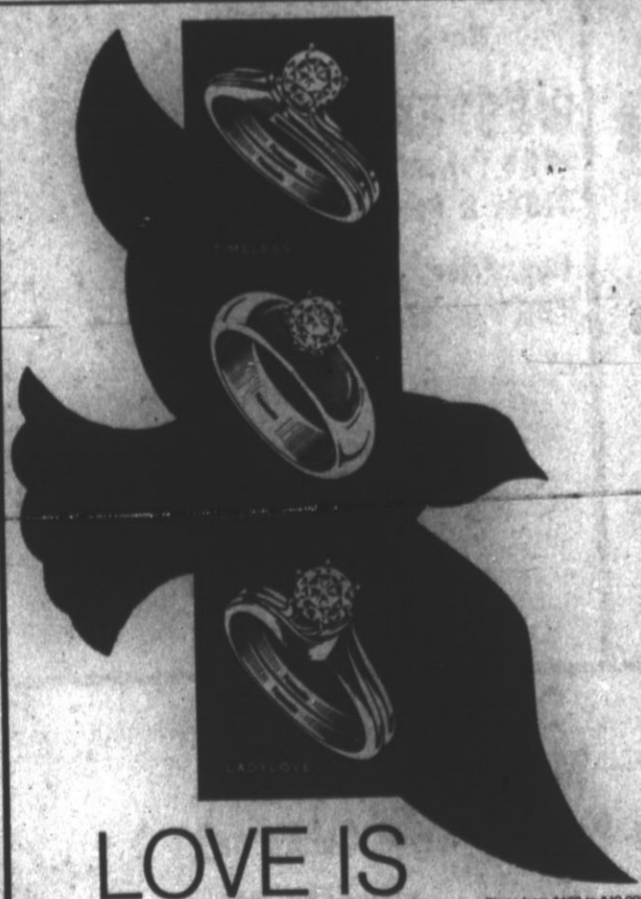
The class action suits, involving farmers in Texas, New Mexico and Oklahoma, argue that Palmby, as assistant agriculture secretary, made a trip to Russia in April 1972 to negotiate possible grain sales.

They allege that Palmby and the grain companies conspired to keep the Russian grain sale from becoming public knowledge, thereby inducing the wheat farmers to sell at a price lower than they would have received once the news of the Russian deal became known.

Palmby asked the judge to dismiss him as a defendant in all the cases, claiming the court did not have jurisdiction. Two other suits had requested transfer to New York. The suit

brought by Zinser did not request a transfer, and the judge dismissed Palmby as a defendant in that case.

Zinser, who farms near Hereford, filed his suit in November 1972 and alleged \$50 million in actual damages incurred by 30,000 Texas wheat farmers. He asked \$150 million in damages.



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ONLY \$209⁸⁸*



FM/AM/FM stereo radio

Four dimension sound system

8-track recorder/player

Automatic record changer with light-tracking tone arm



SAVE \$51

CONSOLE COLOR TV
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\$488⁸⁸ Was \$539.95 Plus Transportation

PORTABLE COLOR T.V. \$31 OFF

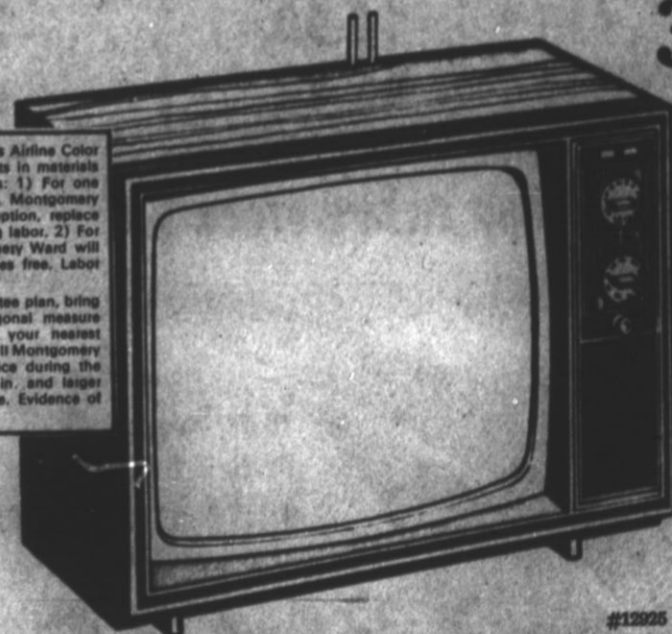
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Picture this—efficient and long-lasting operation with 100% solid state chassis! You'll get consistently good reception in most areas with UHF and VHS antennas and clear, crisp sound from front-mounted speaker.

SAVE \$35 ON COLOR PORTABLE T.V.!

339⁸⁸* Was \$374.95



1-YEAR GUARANTEE
Automatic Frequency Control locks in signal

Two-pole VHF and loop UHF antennas

Direct-read channel selector

88% solid state chassis

One-button Auto-Color Tuning corrects picture

PRE-SEASON AIR CONDITIONER

SALE SAVE \$95-\$105

11,500 B.T.U. WAS \$359.95 NOW \$254.88*

12,600 B.T.U. WAS \$409.95 NOW \$309.88*

15,000 B.T.U. WAS \$339.95 NOW \$234.88*

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\$5 OR \$10 HOLDS YOUR AIR CONDITIONER TILL MAY

*Plus transportation



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WHALE OF A CLEARANCE SALE STILL GOING ON. EVERY APPLIANCE IN THE STORE IS ON SALE



WASHABLE POLYESTER PILLOWS . . . ANY SIZE

2 FOR \$8

Reg., queen/twin or king/twin

SPECIAL BUYS NOW IN STOCK

TWO-FOR-ONE VITAMIN E SALE!

2 FOR 6⁹⁸

100 CAPSULES IN EACH



ENJOY WHAT YOU NEED NOW—JUST SAY "CHARGE IT!"

Stop in, see it, buy it now

114 Park Ave.

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 "We Care How He LOOKS!"

JANUARY CLEARANCE

Men's Long Sleeve DRESS SHIRTS
 by Van Heusen
 Dacron & Cotton
 Permanent Press
 Solids & Patterns
 Reg. Price \$8.00 to \$9.50
SALE PRICE \$6.88

Men's Long Sleeve PULLOVER SHIRTS
 100% Polyester and Also Acrylics
 Reg. Price Sale Price
 Size \$20.00 \$13.88
 S-M-L-XL 18.00 9.95
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Men's Long Sleeve KNIT DRESS SHIRTS
 by Van Heusen
 100% Polyester Solids & Patterns
 Wash & Wear
 Reg. Price \$10.00 to \$12.00
SALE PRICE \$8.95

Men's Short Sleeve DRESS SHIRTS
 by Van Heusen
 Knits and Also Dacron & Cotton
 Wash & Wear
 Reg. Price \$7.00 to \$11.00
SALE PRICE \$6.88 & \$7.88

Men's CARDIGAN SWEATERS
 Reg. Price Sale Price
 Washable, Comfortable Solids & Patterns
 \$29.00 \$18.88
 20.00 13.88
 19.00 13.88
 19.00 13.00
 18.00 12.88
 16.00 10.88
 Size S-M-L-XL 15.00 9.88
 13.00 8.95

Men's Long Sleeve PULLOVER SWEATERS
 Solids & Patterns
 Reg. Price Sale Price
 \$19.00 \$13.88
 16.00 10.88
 15.00 9.88
 14.00 8.95
 13.00 8.95
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Men's Sleeveless Vest SWEATERS
 Solids & Patterns
 Reg. Price Sale Price
 \$13.00 \$8.95
 12.00 7.88
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Men's Knit JUMPSUITS
 100% Polyester
 Washable
 Size S-M-L-XL
 Regulars & Longs
 Reg. Price \$24.00
SALE PRICE \$16.88

Men's SUITS
 Knits & Also Dacron & Wool Solids & Plaids
 by ★ Hart Schaffner & Marx
 ★ Michael-Stora
 ★ Don Richards
 Reg. Price Sale Price
 \$215.00 \$159.50
 195.00 150.00
 185.00 145.00
 165.00 135.00
 140.00 89.50
 135.00 89.50
 125.00 79.50
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Men's SPORT COAT-SALE
 100% Polyester
 Solids, Plaids & Patterns
 Comfort & Style
 by ★ Hart Schaffner & Marx
 ★ Michael-Stora
 ★ Don Richards
 Reg. Price Sale Price
 \$135.00 \$87.50
 125.00 82.50
 95.00 67.50
 85.00 58.50
 80.00 55.00
 75.00 57.50
 65.00 52.50
 60.00 45.00
 55.00 42.50
 50.00 35.00

Men's SHOE SALE
 Freeman Free-Flex
 Patents, Reg. Leather Many Styles to choose from
 Reg. Price Sale Price
 \$42.00 \$34.95
 39.00 31.95
 38.00 31.95
 35.00 27.95
 34.00 27.95
 32.00 25.95
 29.00 23.95
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Men's ROBES
 Washable, Comfortable & Easy to care for
 Solids & Patterns
 Reg. Price \$18.00 to \$23.00
SALE PRICE \$5.00

MEN'S SUIT SALE
 OUR ENTIRE STOCK

SAVE 30% - 40% COMPLETE YOUR WARDROBE NOW!

SAVE BEAT HIGH PRICES NOW!

SAVE-SAVE-SAVE

Men's LEISURE SUITS
 100% Polyester
 Pattern Only
 Limited Quantity
 Reg. Price \$80.00
SALE PRICE \$49.95

Men's COAT & JACKET SALE
 Reg. Price Sale Price
 \$145.00 Leather \$99.00
 65.00 49.95
 60.00 45.00
 60.00 42.50
 39.00 24.50
 35.00 29.95

Men's WESTERN SUITS
 100% Polyester
 Solids & Patterns
 Reg. Price \$135.00 to \$150.00
SALE PRICE \$79.95

SAVE-SAVE-SAVE

Men's ALL WEATHER TOP-COATS
 Knits and Poplins
 Zip-out-Liners
 Solids & Plaids
 Reg. Price Sale Price
 \$75.00 \$59.50
 55.00 42.50
 40.00 29.95

SPECIAL BUY MEN'S SLACKS
 100% Polyester Solid Colors only!
 Barg., Navy, Brown, Green, Gray Washable
 Size 28W to 42W
SPECIAL PRICE \$15.95

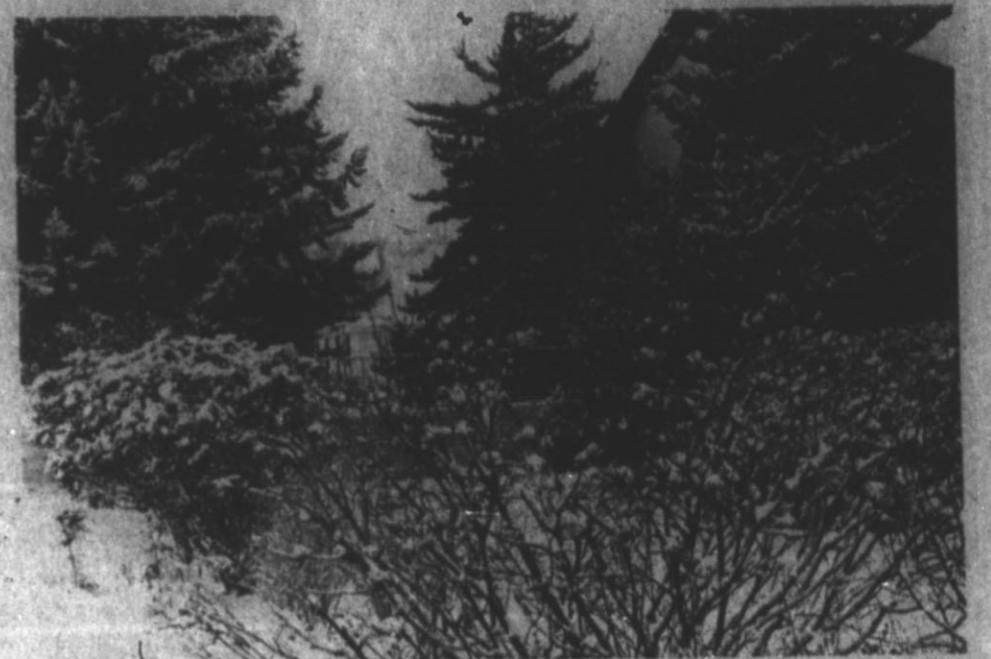
BIG SAVINGS 30% - 40% - 50%

White Mantle

Envelops Hereford

The Hereford Brand

Section B
Hereford, Texas, Sunday January 5, 1975



The harsh silhouettes
Of limbs etched against
A gray winter sky

Are softened, warmed
In lacy shrouds
Woven by Nature.

A cold, lonely child
'Neath a quilt of flakes,
The earth sleeps.

—Kerrie Womble



Recent Bride Given Shower

A bridal shower was given for Mrs. Gary Stretcher, Sandy Fry before her marriage Saturday evening, Monday evening in the home of Sue Shirley, 912 S. Main.

Green and yellow was the color motif used for the shower at which 12 guests were present.

Hostesses included Miss Shirley, Mrs. Stretcher's maid of honor, Karen McGilvary and Sharon Coffey.

LD Parents Will Meet

A guest speaker will be heard at a luncheon Thursday for Parents of Children With Learning Disabilities. All those interested are invited for the noon meeting in Community Center.

Dr. Joe Garmes, a child psychologist in private practice at Amarillo, will give the program.

Parents of LD Children here have formed an organization in recent months to present informative programs aimed at helping them help their children. This is one of the periodic meetings and is open to all such parents in the community.

One girl to another: "Of course now, I wouldn't say a thing about her unless it was good. And oh boy, is this good . . ."

Long Winded
A woman never gets out of breath running up a charge account.

Sandra Fry's Marriage Is Read By Candlelight

Miss Sandra Kay Fry and Gary Dale Stretcher of Commerce were married in a candlelight ceremony Saturday evening in First Presbyterian Church with the Rev. Aedan Davis, associate pastor of St. Anthony's Catholic Church, officiating.

The bride is the daughter of Mr. and Mrs. Stanley A. Fry of 118 Ave. E. and the bridegroom's parents are Mr. and Mrs. Frank C. Stretcher of Saitillo. Spiral candelabra with white tapers were arranged on either side of the communion table with a central bouquet of white gladiolas.

Miss Marilyn Sue Shirley was maid of honor and the bridegroom's brother, Keith D. Stretcher, best man.

Bridesmaids included Miss Suzanne Lambert of Fort Worth and Miss Glenns Ward of Clarksville. David Knight of Millsap and Bruce Gibson of Fort Worth were groomsmen.

Serving as flower girl was the bride's cousin, Mary Sue

Dilbeck, daughter of Mrs. Freda Dilbeck of Clovis, N.M. Candle lighter was the bridegroom's brother, Kelly Stretcher.

Time In A Bottle, More and Wedding Song were solos sung by Stan Fry, the brides brother, with Mrs. James Perkins accompanying him playing the piano.

Given in marriage by her father, the bride wore a gown of candlelight organza and bridal satin. The Victorian yoke of the fitted bodice was made of English net, with Venice lace in a scalloped floral pattern used as trimming.

Bands of lace topped the long fitted sleeves which formed lace points at the wrist. Matching lace trimmed the skirt in redingote effect and circled the hemline of the gown; floral appliques decorated the front of the bodice and the overskirt.

Tiers of bridal illusion attached to a Juliet cap fell over the A-line skirt which flared into a full length train. She carried a bouquet of white roses, miniature carnations and statice.

As a good luck piece, the bride carried a handkerchief which her mother carried in her wedding.

Bridal attendants wore hunter green Jersey gowns which gathered at the front of the bodice. The gowns were designed with V-necklines and long fitted sleeves.

They carried nosegays of white gladiolas and yellow poms.

The flower girl was attired in a long yellow dress with a green plaid ribbon marking the waist. She carried a small nosegay fashioned like the bridesmaids' bouquets.

Miss Julie Hallows invited guests to register at the reception held in the church fellowship hall where Miss Karen Scott and Mrs. Dilbeck served punch and coffee.

Miss Barbara Owen and Miss Holly Fulton of Quanah served the three-tiered cake topped with white roses. The refreshment table was covered with a yellow organdy cloth and centered with a bouquet of white and yellow roses set in candelabra.

Leaving for a wedding trip to South Texas, the bride wore a camel's hair double breasted coat and coordinating plaid pants and black sweater.

The couple will make their home after Jan. 7 in Commerce. The bride is a junior student

at East Texas State University where she is majoring in fashion merchandising. She is vice president of Alpha Delta Pi Sorority, a member of Eta Epsilon, secretary of Association of Women Students and is sweetheart of Alpha Gamma Rho Fraternity. She graduated from Hereford High School in 1972.

The bridegroom is working on his masters degree in student personnel and guidance at ETSU. He is currently assistant to the Dean of Life and has served as president of Alpha Gamma Rho, student body president, student body senate president and was listed Who's Who in American colleges and Universities from 1972 through 1974.

Out-of-town wedding guests included Mrs. E.M. Thomason of Mounds, Ill.; Miss E.M. Thomason of Beaumont; Mr. and Mrs. Fred Fry, Fort Sumner, N.M.

Also Mr. and Mrs. Benny Fry, Clovis; Mr. and Mrs. Paul Watson, Perryton; Mr. and Mrs. Don Huston, Mr. and Mrs. Larry Miller, Albuquerque.

Also Mr. and Mrs. Rick Johnson, Raton, N.M.; Mr. and Mrs. Rodney Weddington, Mr. and Mrs. Max Platt, Borger.

HARMAN'S WHITE - ELEPHANT - SALE - CONTINUES IN FULL SWING

IT'S THE GREATEST THING THAT EVER HAPPENED TO YOUR BUDGET

It's our annual after Christmas sale and we're really brimming with big bargains in every department. Hurry and be among the first to get the best. Nothing has been spared to make this our greatest event of the year. Be sure. Don't miss it.

DOWNTOWN ONLY			
Men's Suits	Double Knit, Made in U.S.A. Values \$30 to \$70	1/3 OFF	\$700
SPORT COATS & SUITS	Small Selection Men's Name Brand, High Wasted	1/3 OFF	
HEAVY JACKETS & SWEATERS	Men's and Boys	1/3 OFF	
SPORT SHIRTS	Men's & Boys Long Sleeve	1/3 OFF	
DRESS SLACKS	Men's Double Knit, Made in U.S.A. Famous Higgins Brand	1/3 OFF	
FELT HATS	Entire Stock Men's Values Dress & Western	20% OFF	
SHOES	Large Selection Men's Nunn Bush Values \$5 to \$20	1/3 OFF	\$20.00
ODDS & ENDS JEANS & STA PREST SLACKS	One Group Men's		
COWBOY BOOTS	Group Boys' Sizes 8 1/2 to 3 Values \$12 to \$17	20% OFF	
WESTERN SHIRTS	Men's H Bar D Sta Prest Double Knit Values \$5 to \$15	1/3 OFF	
TONY LAMA BOOTS	Few Days Only! Men's	25% OFF	

PRICE SLASHED 33 1/3 to 50%

AMAZING! FANTASTIC! UNBELIEVABLE!

That's why you'll want to come in store for you from our Ready-To-Wear. Don't miss it. Hereford, Texas!

DOWNTOWN		SUGARLAND MALL	
Ladies SWEATERS Assorted Styles	1/2 PRICE	Ladies COATS Entire Stock	1/3 OFF
Sale Fashion Craft BOOTS Sizes Broken	\$5.99	Ends & Ends SPORTSWEAR Skirts, Pants, Tops	1/2 PRICE
Entire Stock Fall & Winter DRESSES Jrs., Misses & Half Sizes	1/2 PRICE	Ladies ROBES Values \$24 to \$34	1/3 OFF
Odds & Ends SPORTSWEAR Skirts, Tops & Pants	1/2 PRICE	Ladies SWEATERS Assorted Styles	
Ladies ROBES Values \$24 to \$34	1/3 OFF	First of the Loom, Soft Magic PANTY HOSE Sheer to Waist	99¢
Ladies Winter SLEEPWEAR Gowns, P.J. Dorm Shirts	1/2 PRICE	Entire Stock of Fall & Winter DRESSES Jrs., Misses & Half Sizes	1/2 PRICE
Ladies COATS Values \$30 to \$70	1/3 OFF	Ladies Winter SLEEPWEAR Gowns, P.J. Dorm Shirts	1/2 PRICE

SORRY! NO EXCHANGES. NO REFUNDS or PHONE ORDERS DURING WHITE ELEPHANT SALE!

HAND BAGS Assorted Styles and Colors 1/3 PRICE



MRS. GARY D. STRETCHER
... nee Sandra Fry

ON DRAFT EVASION
Attorney General William B. Saxbe has ordered all U.S. attorneys to review the estimated 6,200 pending draft evasion cases and dismiss all that do not appear to justify prosecution.

RETAIL SALES DROP
The Commerce Department has reported that retail sales declined in October for the second straight month, giving further evidence to a weakening of the economy.

PRICES UP
The Labor Department has reported that wholesale prices of goods ranging from autos to food increased 2.3 per cent in October which means higher prices for consumers.

Dear Friends:

January 1, 1975

The "Old has passed, and the New is come in." In years past, I have been reluctant to turn loose of the "Old", because I was afraid of the "New" and what it might hold. Not this year. Even though '74 has been a good year, I'm really looking forward to '75. Why? Because, in spite of the dismal picture our economists predict for '75, there is one bright spot in the new year. I am just one year closer to the "Coming of Jesus Christ".

The scientists say that the average life expectancy of a man is about 70 years. Rev. 22:5 says "And there shall be no night there; and they need no candle, neither light of the sun: for the Lord God giveth them light; and they shall reign for ever and ever." When you think about that, 70 years is just no comparison to for ever and ever.

Nones of us knows when our life will end. We have all had friends and loved ones die suddenly and without warning. Our life span here on earth is our one and only opportunity to make that one decision. Don't put it off until tomorrow. You have no guarantee of tomorrow's. If you don't receive Jesus during this lifetime, you will have no other opportunity. And, regardless, whether you accept Jesus or not, at the time of the judgement, you will stand before God. Rev. 20:12 says "And I saw the dead, small and great, stand before God; and the books were opened; and another book was opened, which is the book of life; and the dead were judged out of those things which were written in the books, according to their works." Rev. 20:15 says "And whosoever was not found written in the book of life was cast into the lake of fire." Is your name written in the book of life?

Rom. 3:23 says "For all have sinned, and come short of the glory of God;" If all have sinned, then all will have to make that decision. Everyone will have to ask Jesus for forgiveness of their sins. The church, the minister, your friends cannot do it for you. It's between you and Jesus. Jesus said, "I am the way, the truth, and the life; no man cometh unto the Father, but by me." St. John 14:6.

Jesus said in St. John 3:3 "Verily, verily, I say unto thee, Except a man be born again, he cannot see the kingdom of God." Reborn - the "Old" (former manner of life and sins) is passed away, and the "New" life (life in Jesus) is begun.

How? "That if thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved. For with the heart confession is made unto righteousness; and with the mouth confession is made unto salvation." Rom. 10:9-10. Reads: St. John 3:16-21; Matt. 10:32-33; Matt. 11:28-30; Matt. 16:24-26; St. John 5:19-24; St. John 6:35-40; St. John 11:25-26; St. John 14th chap; Rom. chapters. 3, 4, 5, and 6.

Jesus wants to give you a new life. Open your heart and ask Jesus to come in, now. Tomorrow may be too late.

Your Friend

Couple Exchanges Vows In Candlelight Ceremony

A 15-branch candelabrum trimmed with greenery decorated the Vega Church of Christ for the marriage of Miss Melinda Bills and Raymond Warrick Friday evening with Carroll Thomason of Amarillo officiating.

The bride is the daughter of Mr. and Mrs. C. Edwin Bills of Vega and the bridegroom is the son of Mr. and Mrs. Billy C. Warrick of Ford community.

Mrs. Eugene Warrick was maid of honor and the bride's sisters, Mrs. Mark Jackson and Misses Becky and Ruth Bills, were bridal attendants.

Kenneth Adams was best man and the bridegroom's brother, Mark Jackson, and Ronnie Hall were groomsmen.

Given in marriage by her father, the bride wore a floor-length dress of voile over bridal satin. The bodice of the empire waisted gown was overlaid with lace and ornamented with satin covered buttons.

The sheer sleeves gathered at the wrists to form wide ruffles and a roll band of satin marked the waist. A separate voile train edged with baby Irish lace was attached at the back of the gown by pearl catches.

The finger-tip veil was edged in matching lace and was attached to a caplet of seed pearls. She carried a bouquet of assorted white flowers.

As a good luck piece, the bride wore her great-grandmother's gold brooch which was fashioned in a crescent set with brilliants. She wore it at the base of the narrow V-neckline.

Bridal attendants were dressed in calico gowns of burgundy, blue and cinnamon, styled with empire waists and cap sleeves. Each carried a bouquet of jewel-toned carnations matching the colors of the gowns.

Proceeding the ceremony in which traditional wedding selections were sung by a choral group from Amarillo, Miss Stephanie Brockman registered guests and with the bride's brother, Carroll Bills, lit candles.

Guests were ushered to their seats by Carroll Bills and Ronnie Hall.

Misses Stephanie Brockman, Becky and Ruth Bills served cake and punch at the reception held in the Hospitality Room of

Vega First State Bank. After a short wedding trip, the couple will make their home in Canyon.



MRS. RAYMOND WARRICK
...nee Melinda Bills

Heart Diseases Topic For Club

Mrs. Frank Duncan was hostess to Wyche Extension Club at its first 1975 meeting Thursday, when a program on heart diseases was presented by Mrs. G.W. Duncan. Continuing the discussion, Mmes. Bob Thuett, Ira Ott, Harley Ward and J.H. Holden each told briefly, What I'd Like To Know About My Heart.

Mrs. Ott presided for business in the absence of Mrs. L.B. Worthan, president. Recommendations for the new year, made by the County Home Demonstration Council, were approved.

Little secrets are commonly told again, but great ones are generally kept. -Lord Chesterfield.

Comings And Goings At King's Manor

By FAY GAUGEL

Mrs. M.E. Wells and son David from Houston visited Mrs. Pryor three days after Christmas.

Wayne Evans, son of our own Joe and Minnie Evans brought his family, wife and children David, Jan and Lyn to Kings Manor Dec. 28. That evening they gave us a program of music, sort of family style. A Christmas thing to do.

Evans is business administrator of Southwest Texas Baptist Theological Seminary in Ft. Worth. He was educated at Hardin-Simmons University in Abilene.

He is proficient in pipe organ, piano and brasses; having been organist and minister of music

in several Texas towns. Thus he has that rare combination of training as well as being what we call a "natural".

Evans used no score but consulted what might be called a repertoire list. He sat at the piano and announced the program as follows: Americana in general, Battle Hymn of Republic, God Bless America, Home on the Range; Personal Memory Songs: Old Grey Bonnet, Peggy O'Neal, Let me call you Sweetheart; places, Old Kentucky Home and Beautiful Ohio; Nationality songs, Neapolitan Nights, Over the Waves and Clare de Lune.

Next came songs of worship beginning with Christmas Songs. At this point Jan on her

guitar came into the picture as Jan and Lyn sang duets. Through it all was a witness of faith.

We sang, then our artists sang, and sometimes we all sang. The worship songs were stressed and given priority. A unique program it was in that there was something to please persons of all tastes and types.

It was a refreshing informal occasion and we could sense the wisdom of Wayne's relaxed manner and excellent rapport with us, his audience.

Advertising is just another way of calling on customers.

Library's Art Display Of Month By Mrs. Aven

Portraits, still life, outdoor life and scenes are included in the paintings by Mary Lou Aven which she is exhibiting as Artist Of The Month at Deaf Smith County Library. These have been done at various times since she began painting 18 years ago.

Water color was the medium used by Mrs. Aven when she first studied with Faye Plank. Later her teachers have included Frederic Taubes, Jessne McGee, Bill Brand, Julian Robles, Leona Turner, Barbara Beason and Ben Kosis, and she hopes to attend classes and workshops at West Texas State University when time permits.

Not actively painting at present, she plans to resume activity while she is spending

time with her family on their ranch in Colorado next summer. She claims painting mainly as a hobby although she has sold some of her work.

Her style accents brush technique and she likes to paint on different textures other than canvas.

Some of her best work, she feels, was done during early years of her hobby, when her children were small and she found art lessons a stimulating change from home duties.

Mrs. Aven has been president of Hereford Art Guild, held other offices and helped stage its art shows, where her work has been seen.

The individual "with an idea" is often a nuisance to his friends.

SUGARLAND MALL



MONDAY - TUESDAY - WEDNESDAY, 3 BIG DAYS
MANY MORE SAVINGS NOT LISTED.
SHOP ANTHONY'S FOR THE BEST BUYS THIS YEAR.

ENTIRE STOCK
MEN'S LEASURE ALL'S
Broken Sizes
of Knit, Poly
& Cotton. **\$10.00**
All Short Sleeves
Values to '26"

SELECT GROUP
LADIES' PANT SUITS
DRESSES - JAC. SHIRTS **25% OFF**

SELECTED GROUP
LADIES' KNIT PANTS
WHILE THEY LAST **\$5.00**

ALL CHILDREN'S
SLEEPWEAR **\$2.88**
GOWNS & PAJAMAS

ALL LADIES' WINTER
SLEEPWEAR
Grany Gowns
Lounging Pajamas NOW **\$4.88**
Values to '7"

ALL LADIES' QUILTED and FLANNEL
ROBES **30% OFF**
YOUR CHOICE
Most all Long Lengths

5 LADIES' COATS 1/2 Price
LADIES' IRR. KNIT PANTS 3 PR. 2 FOR \$5

SELECTED GROUP
MEN'S DRESS-SPORT SHIRTS
Values to '9" NOW **2 FOR \$8.00**
MOST ALL SIZES

SELECTED GROUP
MEN'S DRESS-SPORT SHIRTS
Values to '6" NOW **2 FOR \$7.00**
MOST ALL SIZES

SELECTED GROUP MEN'S
SPORT COATS & SUITS
Values to '100" NOW **1/4 OFF**

SPECIAL GROUP
CURITY BABY PANTS
50% Polyester
50% Cotton
Absorbent
Sizes 2,3,4 **\$1 PR.**

58-60 INCH 100% POLYESTER
DOUBLE KNIT
'2" & '3" Values
Regrouped to **\$1.97**
MOVEOUT

ALL BOY'S & MEN'S
WINTER JACKETS
Broken Sizes
and Styles **30% OFF**
MEN'S ORANGE COLOR HOODED
SWEATSHIRTS
REGULAR '7" **\$5.00**

GROUP MEN'S FANCY
JEANS and DRESS PANTS
Broken Sizes & Styles **\$5.00**

GROUP LADIES' SHOES **\$5.00**
Broken Sizes
GROUP MEN'S & BOY'S DRESS SHOES **\$8.00**

JUST RECEIVED SHIPMENT
LEE FLARE LEG JEANS
Regular Blue Denims **\$14.00**

1 RACK MEN'S
JACKETS - SPORT COATS - SUITS
Broken Styles and Sizes YOUR CHOICE **\$19.88**

Boy's & Girl's Quilted **SLUMBER BAGS** **\$7.88** Values to '19.98

Duckwall's

January Clearance Sale

- Bedding
- Bath Towels
- Toys
- Photo Albums
- Infants Wear
- Glassware
- Cosmetics

and many more items

REDUCED UP TO

50% OFF

Shop "DUCKWALL'S FIRST"



SUGARLAND MALL



Tea-Shower Given For Bride-Elect

Fiancee of a Hereford man, Ginger Foster of Wichita Falls will be complimented with afternoon tea and a shower this afternoon in the home of Mrs. Earnest Langley. Miss Foster and Steve Olson are to be married next Saturday in First Baptist Church at Wichita Falls. She and her mother, Mrs. Jimmy Foster, will be introduced to guests by Mrs. Langley. Olson's mother, Mrs. George Olson, and grandmother, Mrs. E.E. Doak, will also be in the receiving line. Kim Foster of Wichita Falls, sister of the honoree, will invite callers to register and Mrs. Larry Baggett of Albuquerque, Olson's sister, will preside at the tea table.

An antique silk fringed cloth with burgundy velvet drape will cover the table. In the center, a tall cut-glass pitcher will hold daisy mums, roses in burgundy shade and babybreath. White tapers in silver candelabra will light the table. Hostesses with Mrs. Langley are Mmes. Baker Womble, Ira Scott, John Seiver, Robert Strain, Austin Rose, Pat Robinson, T.J. Parsons, Ralph Packard, Charles Packard, Richard Ottesen, Ira Ott, Justin McBride. Also Mmes. Elmer Kimball, Charles Hoover, A.L. Manjeot, Spicer Gripp, Joel Hodges, J.D. Gilbert Jr., Wesley Fisher, Hugh Clearman, Floyd Cole and Thurman Atchley.

DE Student Of The Week

Blanca Fuentes, senior student at Hereford High School, has been selected as Distributive Education Student of the Week. The daughter of Mr. and Mrs. Emilio of 411 Long, Miss Fuentes is employed as a sales clerk at Harold Close Walgreen Drug under the supervision of Harold Close.

SPRINGFIELD, MASS. -- Jean Chrzanowski, a 22-year-old former bookkeeper, has become the first woman to graduate from a construction school here, where her training included working 100 hours with earth-moving machines at the school's training yard.

NEW ORLEANS--Tyretha Lane, a 28-year-old mother of four, has gone off the welfare rolls and into the New Orleans Sanitation Department as a garbage truck driver. She was a former high school gymnast and majorette and has previously worked as a tractor-trailer driver and school bus driver.

Garden Beautiful Project Is Reported

A holiday project of Garden Beautiful, placing seasonal decorations in Deaf Smith County Museum, was reported at the January club meeting Friday at Mrs. N.D. Bartlett's home.

Mmes. Bartlett, Bruce Burney, W.P. Axe, Deward Roberson and T.J. Carter put decorations in the museum before Christmas to remain through the New Year period. Mrs. Roberson was in charge

of the program Friday, giving instructions for making a compost pile to supply decayed plant material for use as a "natural" fertilizer in gardens. A general discussion on care of house plants during winter months completed the program. Mrs. Ed Lemons was introduced as a guest.

Money multiplies the power of man, either for better or for worse.

Small Talk

By SUE COLEMAN

LAST summer when I was collecting information about Millicent Griffith, that Pioneer Hereford Woman I'd Have Liked Most To Know, several old-timers who helped me, looked through their scrapbooks and stacks of old pictures to see if a photograph of the early-day teacher and school executive could be located.

Maybe you remember my writing something of the facts about Miss Millicent that came out of talks with people here who knew her as a "very good teacher" or as a good friend whom they yet never knew intimately.



Millicent Griffith

She was superintendent of Hereford Public Schools in a time when women seldom became school principals, much less superintendents, yet people here took it for granted because she was so competent in her profession.

PUPILS remember that they worked hard in her classes, and no one misbehaved under her level eye, yet she was no harsh disciplinarian. Women remember her snow-white shirtwaists and dark skirts, her red hair always in simple but fashionable style, the fact that she never appeared less than perfectly groomed.

Not too many remain who knew her personally, but she left her mark on Hereford and her former pupils say almost unanimously, "I learned more in her classes than from any other teacher I ever had."

She emerged as a very real personality to me while I was talking with those who knew her, and I was sorry no photograph could be found to complete my "acquaintance" with her. Now one has, and here it is by courtesy of Helen Patterson.

While Helen was doing some post-holiday housecleaning last week she found it and is good enough to let us see it. I like Miss Millicent's looks as well as I do the impressions I got of her from her friends' descriptions.

WHEN little Jill Dutton had her picture snapped by a news photographer at the State Fair in Dallas last fall her family hardly expected world-wide renown for the cute tyke, but seems like that's what she has.

The photo appeared on Page One of the Dallas News, then via Associated Press found its way to papers over the nation and in other lands.

We had it in The Brand, one of those snapshots that photographers hope but hardly expect will happen in a lifetime. Jill was peering out from under the brim of the big western hat she was wearing, a hat that belonged to her grandfather, Fred Boren, who was with her at the fair.

SHE is the daughter of the Bill Duttons of Milo Center, granddaughter of the Borens and of the W.P. Duttons.

Her parents were not surprised when they began getting clippings of the picture cut from papers by relatives and friends in various places, but they have been amazed at getting them from all over the United States, from people they never heard of. Nice letters have come with some of them, Mrs. Dutton says.

This hasn't been confined to the domestic mail; there was a letter from a friend stationed in Germany with a clipping from the Army newspaper, Stars and Stripes, then another one from Japan. So Jill may be a pinup girl for the GIs, as they said back in World War II days, at her early age!

There are enough of the clippings to paper a room, Mrs. Dutton laughs. She's keeping them all.

Best Of Press

Oh, Go Blow

Worst Joke: "Are you doing anything for your cold?" "Well, I sneeze whenever it wants me to."

Leader, Hopkinton.

Similar

Some statesmen are like buttons, popping off at the wrong time.

-Plain Dealer, Cleveland.

Very Few

He who falls in love with himself has no rivals.

-Wall Street Journal.

Talent

A good diplomat is a man who can always make himself misunderstood.

-Times, Indianapolis.

Guests Give Club's New Year Program

Returning to its program schedule after the holidays, Hereford Study Club met in Mrs. Sam Long's home Thursday evening with Mrs. J.W. Witherspoon as co-hostess.

Women's responsibility in family financial planning and record keeping was the program subject. Guest speakers were Mrs. Melvin Hoover and Mrs. Jack McKinster, who showed slides and discussed a bank service especially for women who are widowed.

Mrs. R.N. Yarbo presided for business in the absence of Mrs. Joe Story, president. Officers and committee chairmen men gave reports at the beginning of the new calendar year.

Those present included Mmes. Don Robinson, Bob Poston, Roy Hartman, W.H. Gentry, S.L. Garrison, B.F. Cain, T.E. Braddy, N.D. Bartlett, Melvin Thompson, R. Winget, and Ed Wilson, and Miss Gladys Selfiff.



FINE POINTS OF EASY SEWING

A "Very Easy" pattern can lead to one of the most striking garments in your wardrobe. Today's Very Easy Vogue pattern for a loose-fitting top is an example of quick construction plus the artistry of handsome kimono sleeves.

Kimono styling originated in China thousands of years ago, was adopted in Japan in 790 and is popularly thought of as a traditional Japanese fashion. Though western styles are worn in Japan, the kimono is still close to the heart of young and old. One reason is its adaptability to any age and figure. The other reason is that it gives free rein to choice of fabric.

The Americanized kimono sleeve shown provides a slimming, swinging look due to the seam design, the proportion of the sleeve width and deep cuffs. Stunning for fall and winter in bright autumn colors.

When making an easy outfit, don't be tempted to shortcut the basics and zoom through everything. You'll be disappointed with the results. Let's review the steps that will make your time and fabric investment worthwhile.

Make sure your pattern is laid on the straight grain of the fabric. Place grainline arrows on pattern equal distance from the selvege. Measure with a yardstick or ruler, but not a tape measure. Anchor pattern with a pin at each arrow.

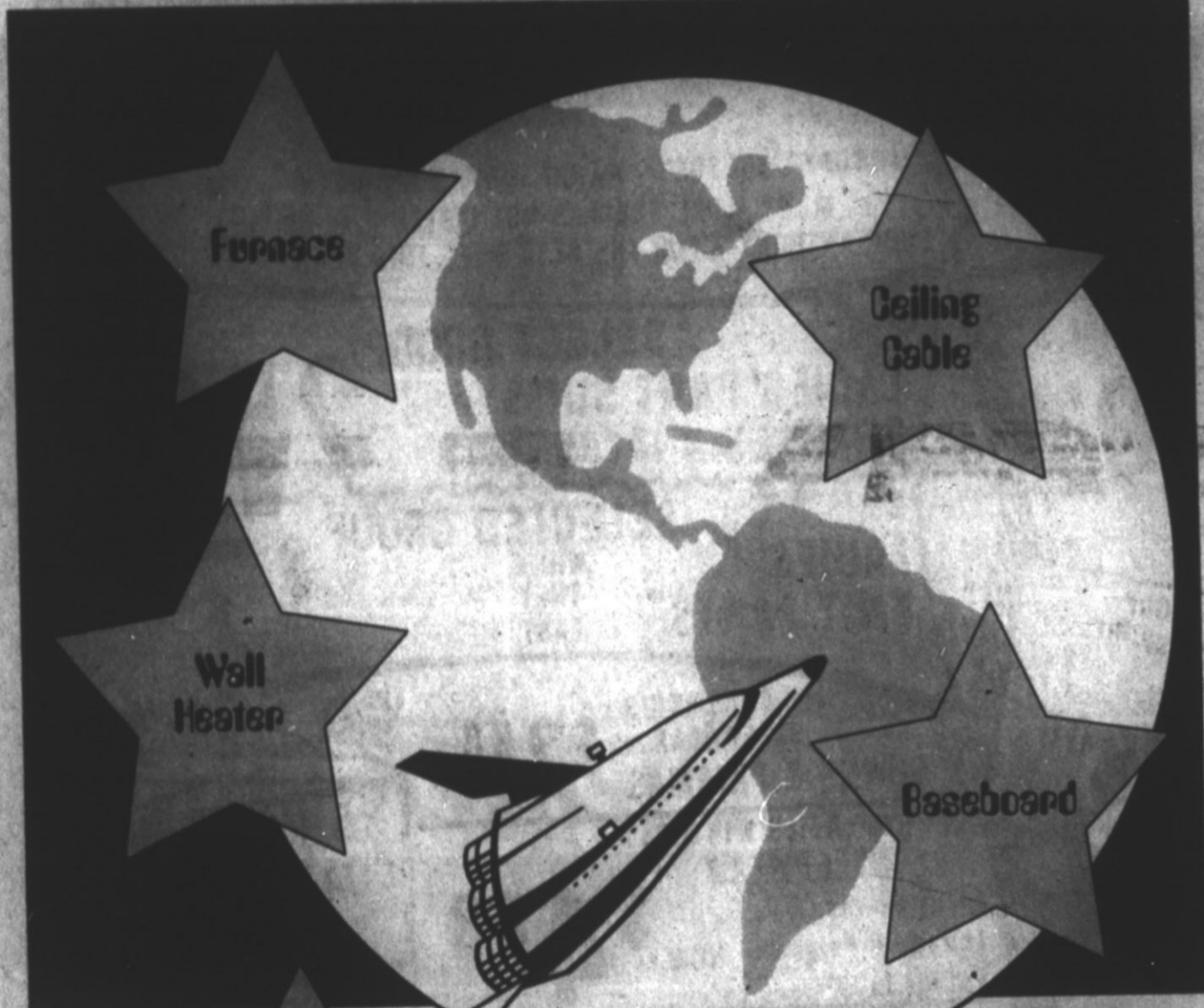
Next, pin diagonally into each corner of pattern piece for security. Continue pinning at intervals along edges of pattern with pins running perpendicular to edge.

Pin all pattern pieces in place before cutting out your first piece. Cut with sharp bent-handle shears, holding shears with edge of blade against the cutting table. Keep fabric flat on table by placing one hand on pattern and fabric, while cutting with scissors in the other hand. Make long, even strokes exactly on the cutting edge.

All notches should be cut outward. This makes them more visible when you need to match notches. Cut double or triple notches in a continuous line across the group of notches.

Pinking shears should not be used to cut garment pieces from the pattern tissue. They have a tendency to pull fabric and distort the sections. Equally important, you will not have an even, precise cut edge, when it becomes necessary to measure the width of a seam allowance. Pinking shears may be used after the seam is stitched and you want to trim the seam allowance to prevent fraying.

For efficiency, cut all garment sections and leave pattern pieces attached. Then mark construction details. Dressmaker's tracing paper may be used in a color as close to fabric color as possible. Be sure it will show up against the fabric. To mark doubled fabric, place a sheet of tracing paper face up under the bottom layer of fabric; the second piece face down between pattern and fabric. Mark construction symbols with a tracing wheel or the DULL edge of a table knife.



SPACE HEATING

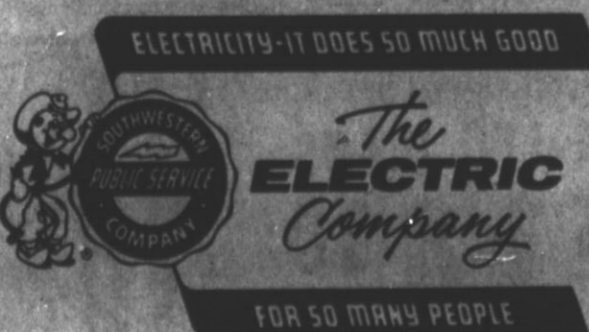
ASK ABOUT OUR BRIGHT STAR IN THE GALAXY OF ELECTRIC HEAT!

It's called the heat pump... because it actually pumps heat... "in" your home in the winter... "out" of your home in the summer... That's really quite an oversimplification... but, quite simply, that's just what the heat pump does... using otherwise wasted heat and electricity in cooling and heating your home. In fact, in heating the heat pump actually produces more energy than it uses. For more information on the heat pump... call us... we'll give you all the facts in a free personalized electric heat-cost survey!

Electric heat, a wise use of precious energy is a clean, quiet, economical and efficient means of heating your "inner space"... Electric heat is 100% efficient at the point of use. Like to know how you can have the space heating of the future, today?

Call us this week for a free personalized electric heating cost survey.

The Future Is Electric!



237 N. Main

January Clearance Reductions in all Departments

Dresses 1/3 & 1/2	Pant Suits 1/3 & 1/2	All Car Coats 1/3 OFF Some all purpose
Party & Lounge Long Dresses 1/3 & 1/2	One Group Lingerie 1/3 OFF	One Group Sportswear 1/3 TO 1/2 OFF
One Group Sportswear 1/3 TO 1/2 OFF	Bag's 1/3 OFF	One Group Sportswear Values to \$20.00 \$5.00
Gloves \$2.00	ALL SALES FINAL	USE YOUR BANKAMERICARD OR CHARGE

Miss Hereford's Title Still Open

A final period of enrolling entries for the Miss Hereford Pageant is underway, with interested girls or their parents invited to make inquiries of the general chairman, Mrs. J.W. Robinson, or the entry chairman, Mrs. Glenn Watts.

Entrants already listed for the pageant Feb. 15 include some in the Miss Hereford division who formerly competed for the Miss Teenage Hereford title. The current Miss Teenage Hereford, Monica Herring, is among these.

Entry committee members especially invite girls who appeared in previous pageants to enter again, as experience in appearing onstage and presenting talent numbers is an advantage to a contestant.

Those who have not placed in former years are reminded that a recent Miss Texas was a girl who failed to place in one local pageant, but returned to win a local title and the state crown. Where family finances may be a problem, parents are advised that aid is available for contestants' costumes.

Either Mrs. Watts or Mrs. Robinson will be happy to visit prospective entrants and their parents in their homes, they announce.

Age limits for Miss Hereford entrants are 18 and 28 years, while girls as young as 16 may compete for the Miss Teenage title, which does not send the winner to further competition.

One of the Miss Teenage entrants this year is Kandy Newman, who is a student in Hereford High and also in American Beauty Charm School at Amarillo, where she studies modeling and has won places in national contests for teenage models.

One was the World Modeling Contest at Washington, D.C. in October, where she was second runnerup in her division, also in the Miss Teen Model of America in California. She modeled in Amarillo contests, for Five States Queen in 1973, Tall in Texas Queen, 1972.

Daughter of the Joel Newmans, 306 Star, she was chosen in the county delegation last summer to attend the 4-H Citizenship Short Course in Washington. She is a member of the 4-H Motorcycle Club and in addition to cycling plays tennis. Painting in oils is one of her hobbies and she enjoys popular music.

Hoping for a career as a model, she practices by modeling for area businesses when she finds time.



Kandy Newman...teen aspirant

BIBLE VERSE

"In quietness and in confidence shall be your strength."

1. Who was the author of the above statement?
2. Through whom was it spoken?
3. What was his position at the time?
4. Where may this promise be found?

Answers To Bible Verse

1. Jehovah.
2. Isaiah.
3. The foremost prophet of the Jews.
4. A part of Isaiah 30:15.

ABOUT YOUR HOME

By April Rhodes

You can save money by analyzing your wardrobe needs before shopping.

It's a good practice to buy your meat for the week first, then select vegetables and other meal-fillers.

Gardeners may find a scarcity in vegetable seed next spring. Most types of seed can be saved and kept safe from insects by placing them in jars and kept in the refrigerator or freezer.

Get your crochet needles clinking and delight the teen-agers on your Christmas list with crocheted berets and belts.

It's time to order bulbs of daffodil and tulip families for early blooms.

Mothers if you'll slip a piece of ribbon through the ring of a pacifier and pin it to your baby's collar—it's always there when needed.

AC To Begin Spring Term

The Amarillo College campus will spring to life Wednesday and Thursday after a two-week Christmas Holiday as students begin registering for the spring semester.

Registration will be conducted on the Washington Street campus for classes in the College of Arts and Sciences, School of Biomedical Arts and Sciences, and School of Technology.

Pre-advised day or evening students with surnames A through E will enroll beginning at 1 p.m. Jan. 8, F through H at 2:30 p.m. The remaining students will enroll Jan. 9 with I through L beginning at 9 a.m., M through S at 10:30 a.m., T through Z at 1:30 p.m., and late applicants at 2:30 p.m.

If any student was not pre-advised before the Christmas holidays, he should report to his academic advisor according to the same alphabetical schedule.

New students that were not enrolled at AC for the fall semester will report to their academic advisers Jan. 8 and 9 according to the following alphabetical schedule: Jan. 8, A through B beginning at 9 a.m., C through E at 10:30 a.m., F through G at 1 p.m., and H at 2:30 p.m. Beginning Jan. 9 I through L at 9 a.m., M through S at 10:30 a.m., T through Z at 1 p.m. and late applicants at 2 p.m.

Evening college registration will be conducted Jan. 8 from 7 to 9 p.m. and Jan. 9 from 9 a.m. to 4 p.m. and 7 to 9 p.m.

Those enrolling after Jan. 9 will be charged a \$5 late registration fee.

This is the first time that registration had not been conducted over a two and one-half day span. This is due to currently enrolled students completing advance registration before the Christmas holidays. Another change in registration procedures is late registration. Previously, students have had

to wait until the end of the first week of classes before schedule changes could be made. This year late registration and schedule changes will both begin on Jan. 13, the first day of classes; the reason for the change, said a representative of the registrar's office, is to put the student's interests first. Tuition and fees remain the same for the spring semester as they were in the fall.

Terrells Visit Space Center

Mr. and Mrs. Byron B. Terrell of 309 Star visited the world's largest space exhibit during a recent trip to Huntsville, Ala.

The Alabama Space and Rocket Center is designed to let the visitor experience the actions, sights and sounds of space travel. The Center contains many educational exhibits that permit involvement in rocketry and space travel.

The Terrells rode the Lunar Odyssey Spaceship, saw a full-size moon rocket close-up and walked on a simulated moon crater. They visited with Monkeynut Baker, the first primate to survive a space flight, fired a rocket engine, operated a lunar landing computer, and viewed a moon rock over three billion years old.

They took a special bus tour from the Space and Rocket Center to NASA's Marshall Space Flight Center where they saw the Skylab-Space Station, the simulator where astronauts train the futuristic space vehicles under development. The Alabama Space and Rocket Center features the world's largest collection of rockets, missiles and space vehicles. The Center is located five miles west of Huntsville, Alabama, on Highway 20, and is open to the public every day.

Calendar Of Events

- MONDAY**
Order of Rainbow for Girls, Masonic Temple, 7:15 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions Club, K-Bob's Steak House, 7 p.m.
Dawn Lions Club, Dawn community building, 7 p.m.
- TUESDAY**
Jaycee-Ettes, Community Room of First National Bank, 7:30 p.m.
executive meeting, Hereford Country Club, noon.
Young Homemakers Extension Club, La Plata Junior High School, 8 p.m.
American Legion Auxiliary, legion hall, 7:30 p.m.
Hereford Community Players, Community Center, 8 p.m.
- La Afflatus Estudio Club**, home of Mrs. George Suggs, 3 p.m.
La Plata Study Club, home of Mrs. Pat Hughes, 8 p.m.
Alpha Alpha Chapter of Beta Sigma Phi Sorority, Community Center, 8 p.m.
Rebekah Lodge, IOOF Hall, 8 p.m.
Hereford TOPS Club, Community Center, 9 a.m.
BPOE Lodge, Elks Hall, 8:30 p.m.
Weight Watchers, First Baptist Church, 6:30 p.m.
- WEDNESDAY**
Noon Lions Club, Civic Club Center, noon.
Deaf Smith County Historical Museum, open to the public free of charge, 2 to 5 p.m.
Story hour for preschool children at Deaf Smith County
- THURSDAY**
St. Anthony's Women's Organization, parish school auditorium, 8 p.m.
Hereford Riders Club, Community Center, 8 p.m.
Calliopean Study Club, home of Mrs. Trow Mims, 8 p.m.
Deaf Smith County Chamber of Commerce Banquet, Bull Barn, 7 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Civic Club Center, 8 p.m.
- FRIDAY**
Hereford Garden Club, home of Mrs. Edgar Lemons, 3 p.m.
Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.
Cultural Extension Club, home of Mrs. J.G. Gandy, 414
- Library**, 3 to 3:30 p.m.
United Methodist Women of First United Methodist Church luncheon, church fellowship hall, 12:15 p.m.
Star, 2:30 p.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.
Duplicate Bridge Club, 309 Western, 7:30 p.m.
- SATURDAY**
Deaf Smith County Historical Museum open to the public Saturday and Sunday, free of charge, from 2 to 5 p.m.

Golden Gleams

If you would wish another to keep your secret, first keep it yourself.

Three may keep counsel, if two be away.

If you would keep your secret from an enemy, tell it not to a friend.

—Benjamin Franklin.

Dear Debbie

Letters to DEBORAH WHITE

Dear Debbie:
We are two girls, both 14, and in June we lost a very close friend. He died of injuries from a motorcycle wreck. He was one of the most exciting boys we've ever known. He loved just about everything and everyone, but most of all he loved life. As school started we realized how much we missed him, and nothing seems the same. A guy once said that when this boy smiled everything just lit up, and yet we knew it did that and much more. Though his family and friends took it very hard, we are all thankful for the time we did know him, because knowing him was a blessing and we shall never forget him. We know God is taking good care of him. Please print this so others can take the loss of a loved one by being thankful for the time they did have with them. Thank you from both of us.

Tribute to a Friend from Kim & Karen

Dear Kim and Karen:
Your letter has already helped me, and I know it will help a lot of others. Thanks.

Dear Debbie:
We've been married 35 years and raised seven children, all of them gone except the 14-year-old. My husband is retired now at 57 and has a lot of time on his hands. His only hobby is complaining about me to our neighbors and saying he's sorry he ever married me. He trusts me and gives me enough money, but I'm tired of hearing he never wanted to marry me. All I know is nobody ever held a shotgun to his head and I never proposed to him, so marriage must have been his idea. How can I make him stop bellyaching?

Tired Of It

Dear Tired:
Unless you're holding him by forcible means, he's free to walk out any time he chooses. Next time he complains just tell him to stop talking or start walking.

Dear Debbie:
A couple of months ago you wrote about that stupid busybody, Mary, who was spying on her neighbor to see if she could catch her in a lewd act with the boarder. My man and I have been living together for 20 years without benefit of "that little piece of paper," and I wish "Holy Hannah" lived next door to me just long enough for me to catch her nosying around my windows. I'd show her a sight she wouldn't soon forget.

CONFIDENTIAL TO UNDECIDED: Tell him sex before marriage is NOT the same as trying out a new car before he buys it. Ask if he's planning to trade you in for a new model as soon as the shine wears off.

If you have a problem, sometimes it helps to air it. Write to me in care of this newspaper. Personal replies aren't always possible, but I'll answer the letters of widest interest in this column.

TG & Y

FABRIC SHOPS

58-60" Wide Reg. \$2.97 YD.

DOUBLE KNITS

100% Polyester \$2.47 Yard

First quality, full bolts of fantastic color! Just the right fabric for the new fashions. Machine wash, tumble dry.

The Going Looks For WINTER

OPEN 9-9

54" Wide

JERSEY PRINTS

65% Acetate, 35% Nylon 97c Yd.

Soft, slinky and feminine! Beautiful bright colors with great looking prints. Machine washable. First Quality, Usable lengths.

McCall's #4233

Learn to Sew for Fun includes extra fun craft project

McCall's #4308

Make a garment before you buy! Try on the fabric before you buy! No more guessing!

45" Wide Kilt Cloth PRINTS

50% Fortrel® Polyester 50% Cotton

Lots of pretty little prints on a textured solid background. Machine wash, tumble dry.

\$2.29

Yard

44"/45" Brushed Denim TWEEDS

100% Cotton Machine Wash Warm, Line dry, Permanent Press

\$2.98

YD.

44"/45" Crossroads Printed CHAMBRAY

80% Kodel Polyester 20% Cotton, Machine Wash, Tumble Dry

\$1.98

YD.

Gaston's Popular Store DOWNTOWN

BIG CLEARANCE SALE

GOING ON NOW!

Prices cut at cost, and below on many items of Men's & Boy's wear.

Winter Coats, Slacks! Sweaters! Suits, Hats, Shirts, Leather Coats, Luggage, etc. etc.

As well as shoes for the whole family. Dress Shoes! Boots, Tennis Shoes, House Shoes! etc. etc.

A Sale You Been Waiting For!

Women's C Of C Dinner Jan. 13

As date changed to avoid conflict with the Annual Desf Smith County Chamber of Commerce Banquet, the January membership meeting of the Women's Division will be at a dinner at 7:30 p.m. Jan. 13 in Dickies Restaurant.

The first Monday this month will be work night on decorations for the banquet, which is scheduled Jan. 9.

Identity of the Woman of The Year for 1974 will be announced and officers will be installed. The program will be presented by Micki McDonald, director of American Charm and Beauty School of Amarillo, assisted by one of her award-winning pupils, Kandy Newman of Hereford.

Mrs. O.G. Nieman will begin her second year as president of the division. She was chosen by Chamber of Commerce directors, and other officers are elected by division members.

They are Mrs. Waldo Baxter and Mrs. Joe Railey, vice presidents, Mrs. Bill Johnson, secretary; Mrs. Melvin Hoover, director of public affairs, and Mrs. Joe Henry director of fine arts.

Reservations for the dinner must be made by 5 p.m. Friday, Jan. 10, at the Chamber of Commerce office. This is a general meeting, with all Women's Division members invited. The entire restaurant, which is customarily closed on Monday evenings, has been reserved for the dinner. Tickets for the buffet meal are priced at \$2.75.

Chamber of Commerce officers and directors and their wives have been invited to be guests.

Each member of the Women's Division has been assigned to a committee for 1975, after a survey of interests to determine where each prefers to serve.

Committee chairmen in the fine arts section are Mrs. Warren Owen, art; Mrs. Wesley Fisher, music; Mrs. Elmer Patterson, literary; Mrs. John

Gilliland, drama; Mrs. Herschel Black, arts and crafts; Mrs. Calvin Goodin, decorations. Public affairs committee chairmen are Mrs. Charles Hoover, education; Mrs. Bill Allen, youth; Mrs. Jack McKinster, tours; Mrs. Danny Martin, welcome; Mrs. Joe Reinauer, Bicentennial; Mrs. Ed Coplen, telephone; Mrs. Travis McPherson, beautification.

Mrs. Railey is chairman of membership and finance and Mrs. J.W. Robinson is general chairman for the Miss Hereford Pageant, which is sponsored by the Women's Division.

GIBSON DROPPED

President Ford, after the forced resignation of John C. Sawhill as Federal Energy Administrator, has withdrawn his nomination of Andrew E. Gibson to be Mr. Sawhill's successor. The action was taken at Mr. Gibson's request.

SERVICEMEN SOUGHT

The Pentagon is looking for 300,000 former servicemen because the military owes them money. Officials said that making good the back pay for all civilian and military employees would cost the Federal Government \$530-million.

SCIENCE & SPENDING

Senator William Proxmire, chairman of the Senate appropriations subcommittee, said that the National Science Foundation spends "tens of millions of dollars without coordinating their work with other Federal Agencies."

MEDICAL TEAM CHOSEN

U.S. District Judge John J. Sirica has appointed a three-man medical team to determine if former President Richard Nixon is physically fit to testify at the Watergate coverup trial.

Inflation Balloons

Inflation continued at a very rapid rate again during 1974. The amount of goods and services that could be purchased with a dollar decreased 11.2 per cent, based on a 1967 consumer price index for all U.S. cities during the period of August 1973 to August 1974.

The index of prices received by farmers for all farm products on Nov. 15 was 462 compared to 461 on the same date in 1973, based on 1910-1914 base—a .23 per cent increase. The index of prices paid by farmers on the same basis was 651 on Nov. 15, 1974 compared to 555 on Nov. 15, '73—a 17.3 per cent increase in one year.

The federal government reports that the estimated federal debt at the end of 1975 fiscal year at \$68.1 billion compared to \$48.3 billion at the end of 1974. Thus, the federal debt during the past year is 4.7 per cent above what it was a year ago.

ON MANDATORY SAVING

The Government has made public a Project Independence report that calls for strong mandatory energy conservation measures as one of several ways to lessen this country's vulnerability to another oil embargo by exporting countries.

An apology often follows an epic inward struggle and should always be accepted.



VOE Student of the Week

Jeannine Brady is pictured with her father and supervisor under the VOE Cooperative program through Hereford High School. Jeannine, a 17-year-old senior who lives at 110 Star Street, works as a bookkeeper, salesperson, and darkroom assistant at her father's photography studio. She plans to become an accountant after graduation and will soon marry.

FATHER & SON ENLIST

HARRISBURG, PA.—Raymond Park, 38, and his son, William, 18, visited the army recruiter, Sgt. Edgar Smith. Sergeant Smith's glowing description of the advantages and opportunities in the Army imbued Mr. Park to enlist with his son.

THE HOME GAME

by MARY FUREY CRYMES

DRIP DRYER — Don't let the drip, drip, drip of a leaky faucet keep you awake. To silence it until repairs can be made, fasten a wet washcloth around the faucet with a rubber band and let the rest of the cloth hang down beside the drain. The drip is absorbed — and you sleep!

FLIGHTY PLACECARDS — Balloons and children's parties go together. For a novel placecard, fasten a balloon to each child's chair and write the names with a felt-tip pen. Makes the table look festive and the kids have a souvenir.

FABULOUS FOWL — Here's a great recipe for jazzing up chicken. Place 8 breasts or 2 cut-up chickens in a baking pan and drench them with a mixture of these goodies: 1 jar Russian dressing, 1 12-ounce jar apricot preserves, 1 envelope dried onion soup. Bake uncovered at 350 degrees about one and a half hours, depending upon size of pieces. Yummy for family meals or dinner parties.

HANDY DANDY — Keep a receptacle near the stove for the most used utensils in your kitchen — wooden spoons, kitchen scissors, etc. Use a cracked ironstone tea pot that I like, but it could be a pretty pitcher, an old gaily painted coffee pot, or even a coffee can covered with decoupage or bright enamel.

Natural Gas for the Future

I'm pleased to report to our customers that Pioneer purchased more gas during 1974 than we used. This new gas will be available for future use, of course.

As you know, Pioneer is having to pay more for new gas than we've ever paid before. The competition for the gas produced in our area has never been so fierce. But the higher prices are resulting in lots of new exploration and production. I know of numerous wells which could not have been drilled at prices prevailing three years ago.

The increase in field prices means that our customers will have to pay more for the energy they use in their homes — gas and electricity — but, more important, it means he'll have the gas he needs.

All energy will cost more in the future but gas will remain your best energy buy.

PIONEER NATURAL GAS COMPANY

SCHOOL Lunch Menu

JUNIOR HIGH HIGH SCHOOL

MONDAY — Spaghetti with meat sauce or beef ravioli, buttered corn, green beans, peanut-butter cookies, hot rolls, milk.

TUESDAY — Cheeseburger or chili burger, potato chips, tossed salad, apple pie, bun, milk.

WEDNESDAY — Western beans or hot tamales, mixed greens, pickled beets, orange juice, cake, cornbread, milk.

NEW PRODUCT FOR ODOR
WEST PALM BEACH—Two Florida podiatrists report that a newly marketed product can help to eliminate foot odor. The product is a cushioned insole featuring latex impregnated with billions of particles of activated charcoal.

SHIP BURNS WASTE
HOUSTON—The Shell Oil Company reports that the incinerator ship Vulcanus had successfully disposed of 4,200 metric tons of industrial waste at a burning site in the Gulf of Mexico 130 miles south of Galveston, Texas.

British win pledge on easier Market terms.

THURSDAY — Turkey pot pies or Vienna sausage, blackeyed peas, buttered carrots, rosy applesauce, sliced bread, milk.

FRIDAY — No School.

ELEMENTARY SCHOOLS
MONDAY — Spaghetti with meat sauce, buttered corn, green beans, peanut-butter cookies, hot rolls, milk.

TUESDAY — Cheeseburger, potato chips, tossed salad, apple pie, bun, milk.

WEDNESDAY — Western beans, mixed greens, pickled beets, orange juice, cake, cornbread, milk.

THURSDAY — Turkey pot pie, blackeyed peas, buttered carrots, sliced bread, milk.

FRIDAY — No school.

ST. ANTHONY'S PARISH SCHOOL

MONDAY — Saurkraut and weiners, buttered potatoes, corn, peanut-butter bars, rolls, milk.

TUESDAY — Spaghetti with meat sauce, tossed salad, green beans, chocolate cake, buttered bread, milk.

WEDNESDAY — Turkey pot pie, mixed vegetables, cabbage-pepper salad, peaches, biscuits, milk.

THURSDAY — Hamburgers, potato chips, apple pie, milk.

FRIDAY — No School.

GEBBO'S

230 N. 25 Mi. Ave. — HEREFORD

JANUARY

OIL BOOKING SALE

CHAMPLIN — MYSTIK — PENNZOIL — QUAKER STATE
AMALIE — HAVOLINE — GULF — SUPREME

- SAVE 3 WAYS**
1. Special Truckload Prices
 2. Guard Against Inflation
 3. Pay When You Pick Oil Up



Special Prices On Wix Filters During Oil Booking

SALE

PC-15 Spin On Fits Most Ford & Chrys. Corp. **\$182**
PC-60 Spin On Fits Most Gen. Mot. **\$208**

SALE ENDS JANUARY 31

Inflation-Fighting Food Ideas

CHILI LASAGNA CASSEROLE FOR THRIFT



Chili Lasagna Casserole...A tasty cold weather casserole combining thrifty convenience foods with delicious cornmeal dumplings.

Weep not for those missing steaks and chops at the dinner-time table. Think positively; there are plenty of ways to create wonderful recipes with inexpensive foods. For instance, a simple can of Chef Boy-ar-dee Lasagna becomes an excellent base for a hearty, inexpensive casserole. The wide pasta and rich tomato sauce combine well with luncheon meat and vegetables. Top the whole thing with some old-fashioned cornmeal dumplings, and you've got a great filling dish for fall appetites.

CHILI LASAGNA WITH CORNMEAL DUMPLINGS

Chuck-wagon style for hearty eaters

- 1 cup chopped onions
- 1 cup sliced celery
- 1 tablespoon margarine
- 2 cans (15 oz.) Chef Boy-ar-dee Lasagna
- 1 can (15 oz.) pinto beans
- 1 can (6 oz.) cubed luncheon meat
- 1/2 cup water
- 2 tablespoons chili powder
- 1 teaspoon salt
- 1/2 cup flour
- 2/3 cup cornmeal
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- 1 teaspoon sugar
- 1 egg
- 1/3 cup milk
- 1 tablespoon oil

In a large skillet, saute onions and celery in margarine. Add Lasagna, beans, meat, water, chili powder and salt; stir well. Combine flour, cornmeal, baking powder, salt and sugar. Beat egg, milk and oil together; pour over cornmeal mixture and mix well. Spoon dumplings onto hot chili lasagna mixture; cover. Simmer 20 minutes or until dumplings are set. Serves six.

Variation: Preheat oven to 375°F. Pour lasagna mixture into a 2-quart baking dish. Spoon dumplings onto surface. Bake at 375°F. for 25 to 30 minutes or until dumplings are set.

Joyce's Journal

"Healthy Personality —The Adolescent"

by Joyce Shipp

Healthy personality for an adolescent means he is beginning to recognize reality and cope with the practical problems of life. To nurture a healthy personality in adolescents, adults must understand several basic aspects of man.

—Attitude toward self
An adolescent with a healthy personality can recognize more and more how experiences in his past influence his present behavior and reactions.

—Using potentialities
As he matures, a teenager can take himself more and more for granted—and devote his energies to areas and problems beyond his own security and interests. He can go beyond himself to create warm and deep relationships with others.

—Wholeness of personality
His personality takes on a wholeness as the adolescent successfully, but gradually, develops a unifying philosophy of life, to serve as a meaningful, responsible frame for the main activities of his life.

This development is more likely to succeed when others are patient and provide understanding "sounding boards" for the many problems of values and behavior that adolescents struggle to sort out.

—Achieving responsibility
People with healthy personalities develop a will and ability to choose their own behavior in responsible fashion, rather than feeling so compelled to please others that they become slaves to others' desires.

—Perceiving reality
A healthy personality sees reality accurately—distinguishing between phony and real, honest and dishonest. He accepts himself without feeling ashamed of what he is or being shocked at his own shortcomings.

—Mastering environment
Adolescents developing healthy personalities begin

taking charge of surroundings by acquiring knowledge, skills, attitudes and abilities to cope with the practical problems of life.

Adults can help fortify healthy personalities in adolescents by setting an example. Without being phony or hypocritical, be a VIP in an adolescent's life.

The picture an adult gives of his struggle toward a healthy personality is worth much more than anything he says.

Parents can do more than anyone else to encourage their child's creative ability—if they only will. Youths who fully utilize their creative capacities are invariably the ones whose parents have encouraged their abilities and skills.

There's several practical ways parents can help young people respond creatively.

□Provide an atmosphere in which each child is accepted as he is and in which he feels he belongs, has status, and respect of adults and peers.

□Help each child understand and accept himself and his own thinking.

□Build each child's confidence. Encourage him to try, and to accept his results, whatever they may be.

□Provide each child freedom—not freedom from responsibility, but freedom to explore, to experiment by himself and with his environment—freedom to learn.

□Reward the inventive, the different. Don't always follow a prescribed formula rigidly—leave room for new things to happen and develop.

□Always search for alternatives, and help each child find "other ways". Encourage him to look beyond the obvious.

Golden Glimps

Those who jest with good taste are called witty. —Aristotle.

Wit's an unruly engine, wildly striking
Sometimes a friend, sometimes an engineer. —George Herbert.

If it were not for the company of fools, a witty man would often be greatly at a loss.

—La Rochefoucauld.

Wit is folly unless a wise man hath the keeping. —John Ray.



Ann Orr

Interior Decorator Offers Service Here

A graduate of the New York School of Design has moved to Hereford and will be offering her service as an interior home decorator free of charge to local residents.

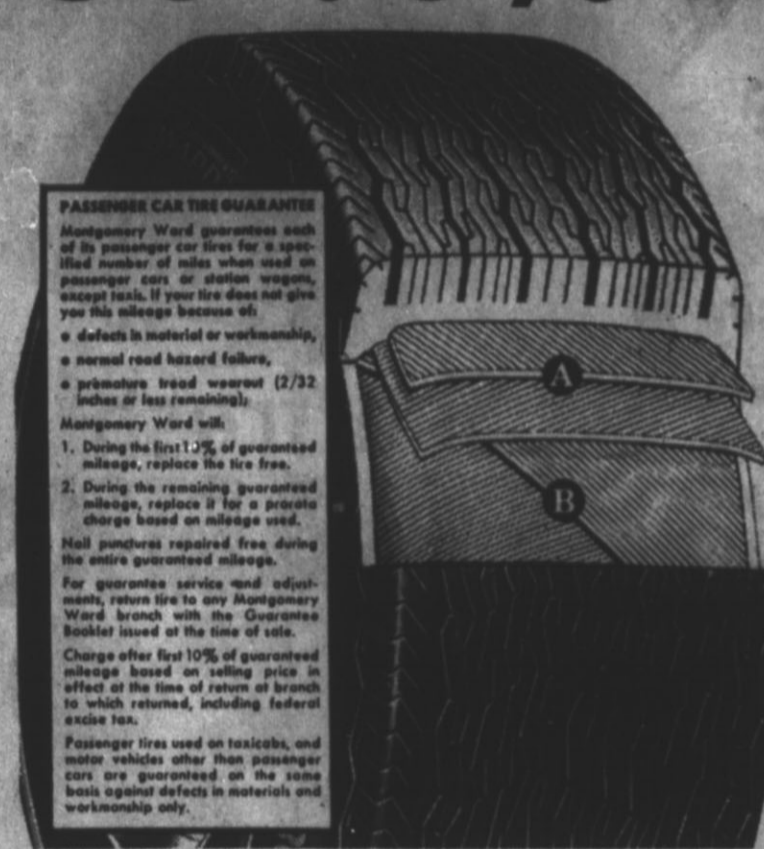
Ann Orr, originally of Amarillo, will be available to give advice on coordination of carpeting, drapery and wall coverings. The woman, who just came here from Houston, will make home consultations and is capable of presenting programs

for women's clubs. Miss Orr's services are offered through the Sherwin Williams Paint Store in Park Plaza.

RAYTOWN, MO. — Mrs. Theda Benningfield, a 57-year-old-grandmother of six, is a full-time housewife, part-time receptionist and a church worker, but says she spends more time than anything else as a flight instructor.

SUPER AUTOMOTIVE BUYS

60-70% off 2nd tire.



WHEN YOU BUY 1ST 30,000-MILE GUARANTEED GLASS-TRACK BELTED ROAD GUARD AT REGULAR PRICE PLUS F.E.T. EACH, TRADE-IN

- Ⓐ Double-belts of fiber glass supports tread for good traction.
- Ⓑ Two-ply polyester cord body for lasting service, smooth ride.

TUBELESS BLACKWALL SIZE	REGULAR PRICE EACH	SALE PRICE 2ND TIRE	PLUS F.E.T. EACH
A78-13	\$32	9.60	1.80
C78-14	\$36	10.80	2.17
E78-14	\$38	11.40	2.33
F78-14	\$41	12.30	2.50
G78-14	\$44	13.20	2.67
H78-14	\$46	13.80	2.92
G78-15	\$45	13.50	2.74
H78-15	\$47	14.10	2.97
WHITEWALLS ONLY			
J78-15	\$55	22.00	3.13
L78-15	\$58	23.30	3.19

FAST FREE MOUNTING

SAVE \$13 TO \$19 IN PAIRS ON WARDS 20,000-MILE GUARANTEED POLY-TRACK HIGHWAY HANDLER

LOW AS 2 for \$35

B78-13 TBL. BLK. PLUS 1.83 FEDERAL EXCISE TAX EACH AND TRADE-IN TIRE



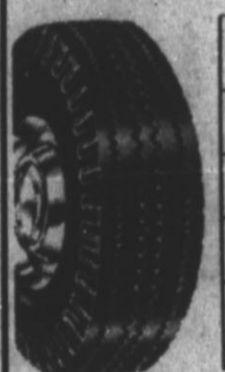
TUBELESS BLACKWALL SIZE	REGULAR PRICE EACH	SALE PRICE PAIR	PLUS F.E.T. EACH
B78-13	\$24	\$35	1.83
C78-13	\$27	\$40	1.99
F78-14	\$27	\$40	1.97
E78-14	\$30	\$45	2.24
F78-14	\$32	\$48	2.41
G78-14	\$34	\$51	2.55
F78-15	\$33	\$49	2.42
G78-15	\$35	\$52	2.63
H78-15	\$37	\$55	2.82

*With trade-in tires. Whitewalls \$3 more each.

FOR PANELS, VANS, PICKUPS WARDS HI-WAY COMMERCIAL NYLON TIRE

REG. LOW 1797

6.00-16 TUBE-TYPE BLACKWALL 6-PLY RATING PLUS 2.27 F.E.T. EACH



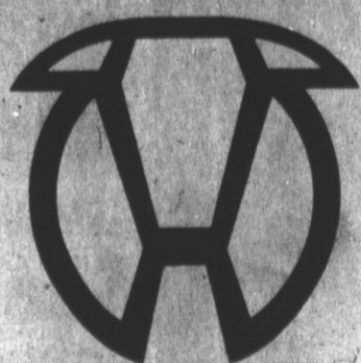
TUBE-TYPE BLACKWALL SIZE	PLY RATING	REGULAR LOW PRICE EACH	PLUS F.E.T. EACH
6.70-15	6	22.00	2.36
7.00-15	6	26.00	2.77
6.00-16	6	17.97	2.27
6.50-16	6	25.00	2.52

NO TRADE-IN REQUIRED

DOES HITCHIN' UP THE BUCKBOARD LEAVE YOU UNSPRUNG?

New Car Loans at

THE COMMUNITY CREDIT UNION



THE HEREFORD TEXAS FEDERAL CREDIT UNION
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SIDE TERMINALS INSTALLED FREE EXTRA



WARDS BATTERY PROTECTION PLAN
Montgomery Ward will replace this battery at no cost to the original owner if it fails to accept and hold a charge in non-commercial passenger car use during the Free Replacement Period shown:
TOTAL GUARANTEE PERIOD: 60 48 42 36 24 18 Mos.
FREE REPLACEMENT PERIOD: 24 16 12 9 6 3 Mos.
After this period, to the end of the guarantee period, Montgomery Ward will replace the battery, charging only a prorated amount for the time since purchase, based on the current regular selling price less trade-in. Batteries in commercial use are guaranteed on a similar basis for half of the specified periods. Commercial use is defined as use in any vehicle for other than family or personal use.
For service under this guarantee, return battery with evidence of date of purchase to any Montgomery Ward branch.

SAVE \$3

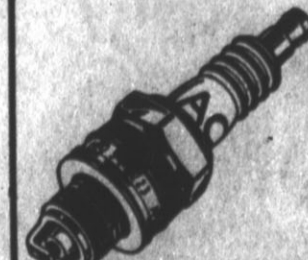
42-MONTH GUARANTEED BATTERY
Heavy-duty starting power, plenty in reserve.
12-month free replacement. Fits most US cars. REGULARLY 34.45

31.45 EXCH.



SAVE 15¢ ALL SEASON OIL, QUART
Gives super engine protection in any weather. SAE 10W-30. Reg. 69¢

54¢



SAVE 18% AC® NON-RESISTOR SPARK PLUG
Great starts! REG. 77¢ Improves car's gas mileage. 63¢
99¢ Resistor type ... 79¢

SAVE TODAY AT WARDS LOW PRICES—SAY "CHARGE IT!"

Your complete auto center.



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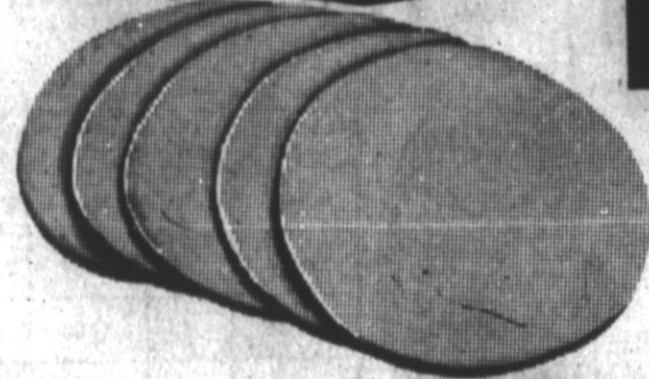
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CELEBRATE WITH THESE ANNIVERSARY SAVINGS WE PASS ALONG TO YOU

FREEZER BEEF

1/2 BEEF
to 250-LB.
AVG.

LB. **75¢**



Shurfresh
FRANKS

12 oz. PKG. **58¢**

Shurfresh
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SLICED
12 oz. PKG. **58¢**

SLICED
Slab Bacon LB. **98¢**

Sirloin Steak
LB. **\$1 09**

Rib Steak
LB. **99¢**



STOKELY
WK OR CS
GOLDEN CORN
303 CANS

LIQUID DETERGENT
13¢ OFF LABEL
Ajax 22 OZ. BTL. **49¢**

BAMA GRAPE
Jelly 18 OZ. JAR **69¢**

NO. 50 DOG FOOD
Hi-Vi 6 NO. 300 CANS **\$1 00**

SWEET 'N LOW
INDIVIDUAL PACKETS 100 CT. BOX
Sweetener **89¢**

7-BONE CHUCK
Roast LB. **88¢**
FAMILY
Steak LB. **89¢**
EXTRA LEAN GROUND
Beef LB. **78¢**
Round Steak LB. **\$1 09**



GOLD MEDAL
ENRICHED FLOUR
10 LB. BAG
\$1 69
WITH COUPON



VIVA OR SCOT
KITCHEN TOWELS
2 JUMBO ASSTD. ROLLS
88¢

KRAFT 1000 ISLAND
Dressing 8 OZ. BTL. **49¢**
INSTANT TEA
Nestea 3 OZ. JAR **\$1 29**
KOOGLE FLAVORED-CHOCOLATE
VANILLA-BANANA-CINNAMON
PEANUT SPREAD 12 OZ. JAR **69¢**



BOW WOW
DOG FOOD
25 LB. BAG
\$3 68



WITH COUPON
MARYLAND CLUB
COFFEE
ONE LB. CAN
89¢

GLADIOLA BISCUIT OR CORNBREAD
Mix 3 6 OZ. POUCHES **49¢**
SHURFRESH-REG. OR DIP SIZE
POTATO 9 1/2 OZ. PKG. **69¢**

CARNATION
Milk TALL CAN **27¢**



SHURFRESH
ASSTD. FLAVORS
ICE CREAM
HALF GAL. CTN. **99¢**

ARMOUR POTTED
Meat 5 3 OZ. CANS **\$1 00**

ARMOUR TREET LUNCHEON
Meat 12 OZ. CAN **89¢**

ARMOUR VIENNA
Sausage 3 5 OZ. CANS **\$1 00**

BONUS PACK
DOW OVEN
Cleaner 10 OZ. CAN **89¢**

ANNIVERSARY SALE



ALL VEGETABLE
CRISCO SHORTENING
\$ **1.99**
3 LB. CAN

TENDER-CRUST HOT DOG
Buns PKG. **39¢**


MEXICAN CHEESE
ONION
PLAIN
PILLSBURY
WIENER WRAP
29¢
4 OZ. CAN

COUPON BELOW IS GOOD FOR
100 STAMPS
WITH \$7.50 OR MORE PURCHASE
FREE



MIX OR MATCH
HEAD AND SHOULDERS SHAMPOO


SARAN **Wrap** ROLL **49¢**
TOTINO-CHEESE-HAMBURGER-SAUSAGE-PEPPERONI
Pizza LARGE SIZE **79¢**
BANQUET FROZEN REGULAR CHICKEN-TURKEY-SALISBURY STEAK-CHOPPED BEEF-MEAT LOAF-FISH
Dinners 11 OZ. PKG. **49¢**



BUTTERMILK OR COUNTRY STYLE
PILLSBURY BISCUITS
49¢
8 OZ. CANS

ANTI-PERSPIRANT SPRAY 20¢ OFF LABEL
Secret 6 OZ. CAN **69¢**
TOOTHPASTE-15¢ OFF LABEL
Gleem 5 OZ. TUBE **59¢**
MEDICAL CENTER
Alcohol 16 OZ. PINCH BTL. **25¢**

4 OZ. TUBE **\$1.39**
5 OZ. JAR
7 OZ. LOTION
PUREX
Bleach GAL. PLASTIC BTL. **63¢**



FOR YOUR LAUNDRY
AJAX DETERGENT
GT. BOX 10¢ OFF LABEL
88¢

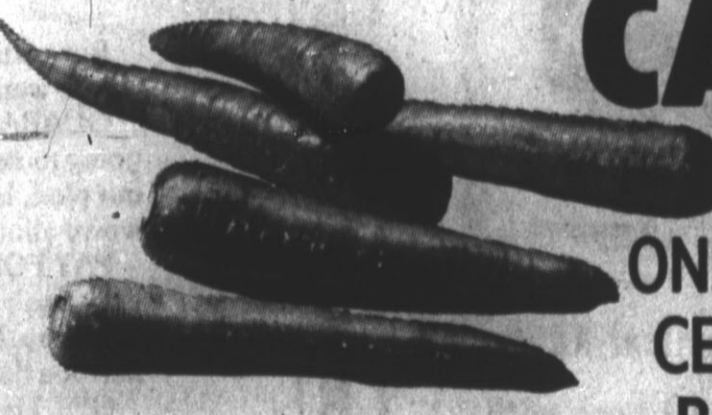
KRAFT DELUXE SLICED AMERICAN OR PIMENTO
Cheese 12 OZ. PKG. **89¢**
PARKAY-IN QTRS. LB. CTN. **69¢**
KRAFT HALFMOON LONGHORN CHEDDAR
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SPECIALS GOOD JAN. 6-11, 1975.

YOU AND YOUR HEALTH

By Peter Jesse, MD

'INNOCENT' HEART MURMUR
 "Your child has a heart murmur," says the doctor. "It is 'innocent.' Another name for it is 'functional.' Your child's heart is normal. He can run and play like other children. Chances are that half of them have functional murmurs, too."

"Then why," asks the parent, "have you mentioned it? If it's that unimportant, why go to the trouble?"

Says the doctor, "Some day Jimmy may be examined by another doctor who will tell you he has a murmur. If he is an alarmist, or tactless, he may scare you — and Jimmy, too. Reason? Sometimes fever or activity makes a murmur louder and more fearsome."

"The truth is that most functional murmurs disappear as the child grows. The heart valves fit better. But even if such a murmur persists, the heart is still normal."

How do most parents react to such an explanation? At least one in four actually panics. The words "heart murmur" produce lasting parental concern and anxiety. Some parents become so frightened that they make "invalids" out of their children. They don't let them play games with other kids. They punish them if they run, play tennis or baseball. Is it any wonder that many of these children grow up to be cardiophobes? I've often asked myself: "Why tell?"

It's true that a parent should know when the child has a heart murmur that is "organic" (due to actual heart disease). But why burden an innocent child with knowledge of an innocent murmur?

I am trying to make the point that these days the doctor will tell the truth about the heart. If the murmur has clinical significance — if heart disease is present — he will come right out and say so.

If in doubt, he will ask for consultation with a heart specialist. If he says the murmur is important or unimportant — better believe him.

Dear Dr. Jesse: Suppose a woman wants her baby to look like someone else other than the father. Suppose from the time of conception she keeps her mind fixed on some good-looking movie star she'd like her baby to resemble. Is it possible, by such concentration, to change a child's looks? — Mrs. D.

REPLY: Is your husband as ugly as all that?

Civil Union To Assemble Here Tuesday

The monthly meeting of the Hereford chapter of the American Civil Liberties Union will be held at 7:30 p.m. Tuesday in the First Presbyterian Church.

At this time, officers will be elected and committees formed.

Purpose of the ACLU is for concerned citizens to be aware of current events in the civil rights field and to examine possible courses of action.

STUDENTS FIGHT BOTH FATIGUE AND DISEASE



Two weary college students cling to each other for support as they near the end of a 48-hour marathon "Dance for Those Who Can't." While they support each other, they're also supporting the Muscular Dystrophy Association's life-saving patient service and research programs.

Collegians from coast to coast danced to the tune of \$300,000 for the fight against neuromuscular disease in 1974 — and early reports indicate that the '75 total will top that!

AN EXTRA DIAMOND

ATLANTA, TEXAS—The wedding of Charles Gullbeault Jr. and Vicki Peacock was performed on a baseball park diamond. The bride said Charles, who played on one of the Atlanta Men's Softball League's teams, had made many new friends, they wanted them all to be present for our wedding.

By The Garden Gate With Glad

Save that Christmas Tree; do not toss it on the trash pile; put it on the flower beds or the vegetable garden plot.

Any of the evergreen trees have nutrients the soil needs. So cut the boughs off and place them on soil where you will be planting in the springtime. Then too the boughs are good to place around shrubs, to protect them from cold hard winds and to nourish them.

If you have neighbors which have thrown their tree in the alley, ask if you can have it and use them all as suggested. There may also be some leftovers at places where trees were sold, if so perhaps by asking you can secure some of them.

If you do not have room to put them all on your garden, stack them and let them deteriorate and you will be delighted at the good soil they produce.

Check shrubs, lawns and flower beds to moisture needs.

Last week I planted my final plantings of tulip bulbs and found a good underground moisture, but winds have dried the top soil, therefore the plantings do need some moisture, enough to make the underground moisture meet the top.

Probably the best time to water would be in the mid-day. Early morning or late evening the spraying water will freeze, and ice adds extra weight to the boughs which they do not need.

Remember slow water flow is best, because it soaks into the soil and is not wasted.

Christmas potted plant gifts: To make them last longer and to have the greatest amount of pleasure from them take good care of them all.

EASY IRONING — Ironing goes much faster if you place an unbroken piece of heavy aluminum foil between the padding and the ironing-board cover. The reflected heat makes ironing smoother and easier. It saves electricity, also!

HEAT SAVERS — Here's another nifty thrifty: Close doors promptly to keep heat inside! Experts estimate that fuel bills run 3 per cent higher for every child you have... so try to keep the kids from running in and out unnecessarily if you want to trim high fuel costs.

PERFECT PUFFS — If the idea of making cream puffs turns you off because you think they're too difficult, relax. The secret's in the baking. To prevent a soggy puff, remove from the oven when golden brown and cut the side of each with a sharp knife. Return to a turned-off oven for 10 minutes, with oven door ajar. Cool slightly, slit tops and remove any soggy center that may remain. Then fill with custard and enjoy!

TANGY TOUCH — Add zest to stews, soups or sauces by covering an onion with whole cloves and adding to the cooking pot. Remove before serving. The cloved onion leaves a fab flavor that perks up any dish.

Do not place in a draft from either the heating vents or from opened doors or windows. House plants like attention and deserve the very best horticulture practice. Plants respond to correct and tender loving care, just as people do.

Keep them well groomed, remove yellowed leaves and dried petals. A certain amount of dust and other residue collects on the foliage. Remove this with a moist cotton ball, to help them breathe better as plants breathe through the pores in their foliage.

Some suggestions for care are: Correct light exposure. Poor light will cause leaves to drop. Provide as much natural light as possible without placing the plants in direct sunlight. Sifted light is best for most plants.

Maintain uniform moisture. Keep plants just slightly moist, not wet or drippy. Spray or misting is beneficial for some plants. If drops remain, remove by cotton, to keep plants from becoming spotted with water remaining on foliage.

Really house plants do better if kept a little on the dry side rather than too much water. Remember warm water, not cold, as the cold will sometimes put the plant into shock.

Maintain a uniform temperature. Most plants respond well to a temperature in the 65 to 70 degree range. It is well to place the plant and not move it about, they like to feel at home and establishes just as people do.

Humidity in a house is not easily altered, plants will do best in areas where the humidity is greatest. A suggested way to create humidity is to place the potted

plant on a base of pebbles, on a container a margin larger than the bottom of the container or pot in which the plant is grown. Moisten the pebbles, and they will aid in creating humidity.

Check on the fallen leaves if they have not been removed from where they have collected. Now that the rush of Christmas is over, take care of the leaves by placing them in the compost pile.

Also as a precaution check gutters and downspouts for leaves and other collected debris which would be excellent materials for the compost. If this condition exists, remember to have a screen placed over the gutter next season to keep falling leaves from collecting and matting.

A Happy and Blessed New Year to one and all. There is a bit of wonderful philosophy in the following, "Isn't it strange that princes and kings... And clowns that caper in sawdust rings... and common people like you and me... are builders for eternity? To each is given a bag of tools... A shapeless mass, a book of rules... And each must make ere life is flown... A stumbling block or a stepping stone." R.L. Sharpe.

INSIDE TV

CONFIDENTIAL REPORT — HARVEY KORMAN

the comedy partner of CAROL BURNETT on TV, gave pals a scare while swimming in Malibu. He was knocked for a loop by a giant wave and had to be pulled out of the water. At first it appeared he had suffered a broken neck or other serious damage, but he's gone back to work. Wearing a neck brace, it's true, but maybe the show's writers can find something comical in that... Now here's a completely different version of the DAVID CARRADINE-BARBARA SEAGULL-SEASON HUBLEY triangle story.

According to this one, it was Barbara who walked out on David, and at that point he discovered Season. Such a happy discovery — for David, at least. Generously he proposed they all settle down in an amicable ménage for three. But Barbara wanted no part of such an arrangement, so she's still outside. And, baby, it's cold out there... Just a couple of weeks before NBC announced the midseason cancellation of "Ironsides,"

RAYMOND BURR was hospitalized for treatment of ulcers. But it isn't the blackout of his program that made the ulcers act up; Burr has long wished more independence as an actor and the breakoff was by mutual consent. Says Burr: "I'm planning to spend more time on my South Pacific island. I hope to shoot a two-part movie for television there. I'll be playing a detective — but no wheelchair, thank you, this time."... MARCIA WALLACE, who plays the secretary on the BOB NEWHART show, is such an attractive girl you wouldn't guess she used to weigh 250 pounds... VIKKI LAWRENCE will star in a new TV thing, "Mr. and Ms.," which makes some people suspect Carol Burnett is about ready to give up after the current series of shows, Vikki's been her sidekick, and Carol is getting tired after eight years on the air, though Cb... is willing to continue as long as she wishes.

TV TELETYPE — BILL MACY says he couldn't live with Maude long enough to hang up his coat. In private life, that is. Professionally, as the beleaguered and frustrated Walter, the "Mr. Maude Findlay," Macy manages to handle himself with his domineering TV spouse.

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ENMU Slates Registration

Registration for the spring semester at Eastern New Mexico University will begin Tuesday with 3,000 students expected to start classes on Wednesday.

Freshmen who participated in New Student Week activities on Jan. 5-6 will register at 7:30 a.m. while graduates and seniors register according to alphabetical schedule. Graduates and seniors with their last name from I through P will register as follows: A and B at 9:30 a.m.; C and D at 10 a.m.; E and F at 10:30 a.m.; G through L at 11 a.m.; M through O at 1 p.m.; P and Q at 1:30 p.m.; R through T at 2 p.m.; U through W at 2:30 p.m.; and X through Z at 3 p.m. All regular registration not completed according to the above schedule will be held at 4:30 p.m. Registration for evening

classes will also be held at 4:30 p.m. and from 6-7 p.m. Evening class registration is not on an alphabetical schedule.

All students participating in registration at ENMU are to enter through the east door of the south wing of the Physical Education Complex to receive registration materials. Identification cards must be presented.

A late registration fee will be assessed starting Jan. 9 with the final day for late registration and adding courses on Jan. 17. Spring semester examinations will be held from April 28 to May 2, with Commencement on May 2.

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. Lou Ann Benefield, 111 Apache; Mrs. Berdie Benson, 141 Hickory; Louis Biddle, Vega; Miss Mary Bourn, 711 East 4th; Mrs. Doris Bryant, 312 Star; Mrs. Willie Burges, Route 1.

Bartolo Casias, 600 Irving; Elsie Chapman, Route 1; Leslie Combs, 109 Kingwood; Ramiro Danalos, Rocksprings; Leroy Wiseman, Summerfield; Mrs. Amelia Garcia, P.O. Box 1373.

Mrs. Glenda Hansen, 121 Ironwood; Mrs. Della Hutchins, Summerfield; Waldo Jennings, Westgate; Elsie Jones, Route 3; Francisco Perez, 605 Bowie; Felix Rios, 427 Ave. D; Mrs. Margaret Schilling, Summerfield.

Mrs. Beth Smith, 617 Ave. G; Maria Tijerina, 512 Knight; Mrs. Ola Mae Trimble, 201 Northwest 5th; Mrs. Juanita Vela, P.O. Box 1375; Eva Vines, 207 Ave. A.

PATIENTS DISMISSED

J.C. Ricketts, Silvana Gomez, Mrs. Joe Bowers, Dec. 28.

Mrs. Ronnie Owens, Mrs. Morris Hickman, Mrs. David Pablos, Mrs. David Stovall, Dec. 29.

Mrs. James Head, Mrs. Isias Briones, Mrs. Donald Vinton, Mrs. David Hart, Dec. 30.

William Gilliland, Ben Mathes, Mrs. Terry Hodge, Mrs. Joe Stephens, Mrs. Bennie Moore, Amber Houston, Dec. 31.

Mrs. Jimmie Allred, Mrs. Robert Gutierrez, Mrs. Hatold Whaley, Jan. 1.

Mrs. Georgia Ho-Gland, Mrs. Bernabe Alejandro, Mrs. Johnny Jones, Jan. 2.

Jayle Gonzales, Daphna Cummins, Roy Conrad, Ofelia Ramirez, Bob Manning, Jan. 3.

Henry M. Jackson, Senator (D-Wash), on energy research measure:

"This is a first step in ending the economic tyranny of the Arab oil cartel."

Gerald Ford, President, on meeting with the French President:

"We got along very well on the business as well as the social side."

Fuel Allocations Still In Effect

All fuel allocation orders issued by the Dallas office of the Federal Energy Administration are effective until expiration of the program and did not expire Dec. 31, unless otherwise stated, according to Delbert M. Fowler of Dallas, regional administrator for the Federal Energy Administration.

Fowler said the FEA office in Dallas has had a number of inquiries from representatives of petroleum firms who had the misconception that all allocation orders expired at the end of the current calendar year.

"This is absolutely not true,"

declared Fowler. "Any orders we have made from this office remain in effect until the end of the program or until some official change is made by the Dallas office of FEA or until the program expires."

"For instance, the January 1975 allocation will remain the same as for January 1974, unless some official change is made."

The Dallas office is responsible for the petroleum allocation program for the southwestern United States, which comprises Texas, Louisiana, Arkansas, Oklahoma and New Mexico.

GET YOUR \$ WORTH

BY SALLY AND JIM ADAMS

CATALYTIC CONVERTERS - I

Most of the new 1975 automobiles will come equipped with the much-talked-about catalytic converter - the controversial system that is designed to reduce pollution caused by auto emissions and give us cleaner air. All the General Motors cars will have the system, 70 percent of Fords and Chryslers will have it and 35 percent of American Motorcar Corporation cars will have it.

The converter is hailed by some as the greatest advance since the self-starter, condemned by others as a tricky gadget that may not do its job. Listen to Chrysler executives: Some call the CC "a tremendous achievement - something the industry can be proud of." Others call it the "dumbest thing that ever happened to the automobile."

What is a catalytic converter? The idea, if not the operation, is simple. It looks something like a muffler in a stainless steel case that's hooked up between the engine and muffler. It contains substances that by a complicated process purify the auto's two major emissions - carbon monoxide and unburned hydrocarbons - that foul up the air. If it works properly, the CC will cut carbon monoxide by at least 90 percent, and will cut hydrocarbons by at least 90 percent. The substances in the converter change them into harmless carbon dioxide and water on its way to the tailpipe. No one argues about the desirability of cleaner air. And there are beneficial side effects that will save you money and make driving easier. Generally agreed is that the CC will give better mileage. The Environmental Protection Agency thinks the system will result in a fuel saving of about 12 percent. Automakers are not so optimistic; one company figures the fuel saving at 3 to 5 percent.

STATE CAPITAL Highlights AND Sidelights

by Lyndell Williams

AUSTIN—Legislative Budget Board heard warnings that spending demands and cost of school finance formula revision are fast eating up an anticipated \$1.4 billion surplus.

LL Gov. Bill Hobby said talk of tax cuts is "premature" until the board completes its spending recommendations next month.

LBB aides echoed earlier words of caution that spending all the fat surplus in sight would mean a record tax bill of \$1.5 billion in 1977.

They also calculated that state government agencies already have requested more than \$1.7 billion in increased general revenue appropriations for the coming fiscal period. That is 60.3 per cent over the current level—and \$300 million more than the anticipated surplus at the end of the next biennium.

Cost of overhauling the school finance formula—priority goal of the 1975 Legislature—was estimated at from \$570 million to \$873 million during 1976-77.

LBB figured it has recommended \$362 million in general revenue increases for the agencies. More agencies will have their appropriations requests reviewed and acted on December 9.

The Mental Health and Mental Retardation Department would receive under Board recommendations \$68.4 million in general revenue—an increase of \$27.3 million, but far short of the \$913.6 million requested.

Recommendations of the budget board will go to the legislature when it convenes next January to write the 1976-77 appropriations act and perform other biennial

lawmaking assignments. WIDE OPEN ALLOWABLE—For the 33rd consecutive month, the Railroad Commission ordered a 100 per cent statewide oil allowance in December.

Major purchasers of crude oil wasted slightly more than four million barrels a day produced. This is a slight decrease, of 22,912 barrels, from November.

Most purchasers asked for the same amount. One asked a substantial increase, and another decreased its nomination to buy slightly.

LIQUOR BOARD HEAD QUILTS—O. N. "Newt" Humphrey resigned under fire as administrator of the Alcoholic Beverage Commission.

Hired in 1968 in a general cleanup move, Humphrey said he was quitting because a second member of the three-man ABC had asked him to step aside.

E. L. Thornton Jr. of Dallas had been after Humphrey's scalp since last May. Joe Burkett of Kerrville last week came over to Thornton's point of view, at least in part.

Humphrey shocked a House Liquor Regulation Sub-Committee by announcing his move at a meeting of the group immediately after a brief closed-door ABC meeting. He indicated he was caught in a cross-fire between Thornton and Burkett over whether or not to fire some of his employees.

COURTS SPEAK—The Supreme Court took under advisement lengthy arguments over whether the Railroad Commission has power to apportion natural gas among areas in accord with supplies

and needs. A Lower Colorado River Authority \$11 million contract suit against Coastal States Gas Producing Company has been transferred from Brennan to Bryan.

The Court of Criminal Appeals reversed a life sentence ordered for a Harris County man convicted of slaying three, and ordered a new trial.

Another sentence—35 years for sale of heroin—was reversed by the same court on grounds of hearsay notations on the evidence submission envelope.

AG OPINIONS—A county mental health and mental retardation authority must post notice of meetings on a public bulletin board in the courthouse under the open meetings law.

In other recent opinions, Hill concluded: When no fees are set by the legislature, district clerks can charge a reasonable fee for their services.

There is no necessary legal incompatibility between the dual employment of independent school district tax assessor-collector and city commissioner, although such a conflict is conceivable depending on facts in each case. (Hill declined to pass definite judgment).

A prison inmate on emergency reprieve is subject to Department of Correction rules and regulations and custody precautions.

The Texas Air Control Board, while it has power to establish standards of performance for new stationary sources which have a practical possibility of emitting air contaminants, does not have authority to require permits for construction and operation of indirect sources of contaminants. Neither does it have authority to enforce federal regulations, although it can adopt and monitor pollution activities.

El Paso County can legally use a portion of its federal revenue sharing funds to contract with El Paso Hospital District for mental health and retardation ser-

vices, public health units and clinics. A public employee can be reimbursed for expenses within his designated headquarters while using a public conveyance.

NEW SCHOOL FINANCE PLAN BACKED—The House sub-committee on public school financing endorsed the "weighted-pupil" concept of distributing school aid funds.

The proposal would provide money on the basis of individual student needs within districts.

The panel also approved determining state finance assistance in proportion to full market value of property in each school district.

It made no recommendation on what salaries teachers should be paid.

Portions of six different plans for school finance revision were reviewed and borrowed from.

APPOINTMENTS—Judge T. Gilbert Sharpe of Brownsville has been named by Texas Water Rights Commission to act as conservator for Duval County Conservation and Reclamation District.

Dr. Robert A. Montgomery and John R. Guepule will be new assistant deputy state commissioners of education. Charles Nix, Dr. Sev-

Page 11C
eno Games and Dr. J. R. Morgan are associate commissioners. Dr. L. Horton Ford will be deputy commissioner for educational program and personnel development and Allison Brown deputy commissioner for administrative services.

SHORT SNORTS
First National Bank of Dallas and associates were successful bidders on a \$10 million "clean water" bond issue—at an effective interest rate of 4.75 per cent for 10 years.

Development of oil and gas resources on federal lands off Texas shores will cost state and local governments \$62 million a year, Land Commissioner Bob Armstrong estimated.

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Hope, Hustle!

Hereford and the area felt the crunch of a troubled economy during the past year, but it could have been worse. And to report it truthfully, it may get worse before it gets better.

But there were some bright spots the past year, and there are indicators which point to a correction of economic problems and a record crop production year in 1975. The top economists are predicting an upturn by mid-year, and government policy leaders apparently have made some nerve-wracking decisions that could have more positive results than we realize.

We don't pretend to know how stimulative government policy will become, but we're optimistic enough to believe the response will be timely and adequate. The worst thing we could do is to ignore the corrective forces at work and push the panic button.

There's nothing wrong with our area economy that couldn't be cured by the opportunity to earn fair profits on cattle and crops. Hereford's proud claim to "the cattle-feeding capital of the world" turned into a nightmare the past year due to sagging cattle prices. It was a good crop year with relatively high prices, with only the bad weather keeping it from being a "great" year for farmers.

A noted woman journalist, Barbara Ward, recently stated that "inflation is one of the most unjust and disrupting conditions in which economies may fall." She also noted that a free society which produced Lincoln would not say: "Pick up the cross and relax."

The Deficit

Inside sources in Washington are now speculating that the size of next year's Ford deficit may reach the whopping figure of \$35,000,000,000! That would be near the record and would reflect the economic plight the nation now finds itself in—an economic recession Senator Barry Goldwater still doesn't admit, at last blast.

If the next deficit is anywhere near that size, that could trigger a bad case of jitters for the dollar overseas and might well force more devaluation. Also, if that kind of emergency spending is necessary, that is certain to make it more difficult to check inflation.

Since Mr. Ford entered office talking publicly about a balanced budget, this prospect shows that events have dictated an almost total turn-around in the President's economic thinking. That in itself is the best evidence of the impact of the current recession.

Rather than accept such a staggering deficit, the President would be well advised to lop ten or fifteen billions off the Defense Department budget, which could be done by eliminating worthless weapons projects that are primarily pets of the various services, and reducing the number of bases in use and personnel.

The Brand Files

50 YEARS AGO

The Farm Sale Wave continues to spread, and in addition to the six sales announced in The Brand last week, there are five more to chronicle for this issue...A great many Hereford people will be disappointed to learn that the one hope of getting natural gas from the Amarillo field through Amarillo water development is about ruined. It has been rumored for a long time that when Amarillo came into the Hereford Shallow Water Field for her water, gas would be piped into the field and used as fuel for pumping water.

35 YEARS AGO

Postal receipts for the year 1939 jumped more than a thousand dollars over receipts for 1938. Amount taken in for 1939 was \$18,396.98 as compared with \$17,166.79 in 1938, or a gain of \$1,230.19. With this issue The Brand enters its 40th year. Since its founding in 1901 by F.L. Vanderburgh, The Brand has seen many changes in Hereford and has gone through many changes in ownership, equipment and locations. Nearly two weeks after the first of it fell, snow still remained on the ground today with no indication that it would be quickly melted. While much of the snow has already melted a sizeable amount still remained.

20 YEARS AGO

With his wife Sheila expecting, Guy Madison, Wild Bill Hickock of the movies, takes no chances. He has ordered a two month supply of Hereford Texas Water shipped to him in Mexico City on location....Beginning Saturday Jan. 1955 all farmers and farm workers are covered by Social Security. The Social Security benefits were extended to farmers and farm workers by the last congress for the first time. The move is mandatory: all farmers and farm workers are automatically covered and will be required to make their report for Social Security purposes in January 1956.

10 YEARS AGO

Three bid opening dates on equipment and projects that will eventually cost the city of Hereford close to \$100,000 were set Tuesday by City Manager Dudley Bayne after authorization to proceed was granted Monday night by the city commission. Chief among the proposed items is a trash incinerator. The conical-shaped refuse destroyer should carry a price tag of \$64,000 to \$70,000...Gross postal receipts at the Hereford Post Office climbed 13.5 per cent during the year just ended, reaching a record of \$189,109.82, according to postmaster Nolan Grady.

5 YEARS AGO

The increasing demand but insufficient number of adequate housing was discussed at length at the first meeting of the new year by the city commissioners, but no solution was arrived at here Monday night...A crowd of about 750 persons is expected to be on hand Friday night for the annual Chamber of Commerce Banquet at the Bull Barn at which Dr. Charles W. Jarvis, speaker and humorist from San Marcos, will be the featured guest.

1 YEAR AGO

The population of Hereford is estimated from 15,200 to 15,700 but all indicated the city is well over the 15,000 mark. This is an increase of about 2,000 over the past three years since the census was taken here...Hereford's First National Bank and Hereford State Bank reported a total of \$73,609, 986.06 in deposits over the final quarter of the year at the bank call of Dec. 31. The total is more than \$21 million over the high of \$52,269,154.33 reported for the same time period last year.



TEXAN'S NUMBER ONE PROBLEM FOR '75

The Sunday Brand Editorial Forum

Page 12C Sunday January 5, 1975 Hereford, Texas.

Why Wage-Price Controls Don't Work

By ARCH BOOTH

They tried government price controls in Antwerp, in 1584. This is the story:

Antwerp was, at the time, the most important city in the Low Countries—the region we now know as Belgium and the Netherlands. Technically, the turf belonged to the Spanish king, Philip II. It was not unusual in those days for monarchs to own widely separated bits of territory all over the face of Europe.

Philip was troubled by both Protestant heresy and political rebellion in the Low Countries. He was not inclined to put up with either. So he sent his troops—then the most feared soldiers in the Western world—to the fractious territories to bring them back into line.

The Low Countries proved difficult to subdue, Philip had to change his commanding general several times.

In 1584, the commander was the Duke of Parma, who began a siege of Antwerp in that year. (Parma, incidentally, was also the man who was supposed to lead Spanish troops into England in 1588.)

The purpose of a siege is to starve 'em out, so food quickly becomes a scarce commodity in a besieged city. And scarcity causes a rise in prices. This is what happened in Antwerp.

THE CITY FATHERS of Antwerp acted to "protect" their citizens against these price increases by passing a law limiting the price of food. Severe penalties were prescribed for charging more than the ceiling price.

Antwerp's price controls succeeded in keeping down the price of food for the duration of the siege. They also insured a short siege.

The controls had two major effects on the city's resistance:

First, the citizens continued to eat up their precious food reserves at pre-siege rates of consumption, because the price remained low.

Second, although the Duke's blockade was far from perfect, merchants from outside the city would not attempt running it. They would not try to run it because they could get no better price for their food in Antwerp than they could get elsewhere, at far less risk.

Consequently, Antwerp—by its price controls—assured itself a rapidly diminishing food supply with no hope of relief. The city surrendered to the Spanish in 1585.

THE SAD EXPERIENCE of Antwerp illustrates two bedrock principles of economics; principles that have sunk every ship of controls that has ever ventured out of port for more than a short voyage.

First, rising prices encourage conservation of scarce commodities.

Second, rising prices bring forth increased supplies.

In the siege of Antwerp, we can see the consequences of violating those principles. Stated in the negative, the principles become the inescapable causes of failure for any program of wage-price controls of more than token effect:

First, controls encourage waste of scarce resources.

Second, controls diminish sources of supply.

These lessons have been learned, forgotten and relearned for at least 4,600 years of recorded history. We learned them again as recently as 1971-73. And it is beginning to look as if we have already forgotten that.

Resolutions Suggested

BOB HILL
Lents, Newton &
Co., Amarillo

The automobile manufacturers and their dealers are putting on the most aggressive sales campaign in many years as their industry has suddenly gone from feast to famine. You know business is bad when your best car salesman is making \$125 a month compared to \$1,250 a month less than a year ago. Chevrolet is trying a double-barrelled approach with bumper-stickers which read "Whip Inflation Now, Buy a Car." A group of 13 San Diego Ford dealers received delivery of 150 specially-ordered red, white and blue Pintos, plattered them with "inflation fighter" decals and promoted heavily

pressures are growing for price cuts and there has been a halt to statements coming out of Detroit to the that additional price increases are justified.

Meanwhile, dealers are pulling in their horns by cutting inventories and going after more business in the service, parts and leasing areas. One thing the car dealers might remember, I have lived in the High Plains for 15 years and I have never had a car salesman walk into my office, give me his card and invite me to visit his dealership the next time I decide to buy a car. And, a car is the second most expensive purchase I will make. A house is the most expensive.

the theme of economy and low price. They didn't sell many of

the Pintos, but they got people into the showrooms and, after all, that's more than half the battle.

An imaginative foreign car dealer gave away Christmas trees to people who would take a demonstration drive. He doubled showroom traffic and sales as a result.

Although auto dealers are scrambling for sales promotion ideas that get the buyers into the showroom, many put the blame for low car sales directly in the manufacturers' laps. One major car dealer says "The best answer is for Americans to have more money in their pockets each week. We need a tax cut and we need it yesterday." So far, Detroit has refused to cut prices but

Talk of Texas

By Jack Maguire

THE LAST WORD — When Raiford L. Stripling, the famed architect, was employed to restore the beautiful Mission Espiritu at Goliad, his crews spent countless hours retouching the 200-year-old paintings on the stone walls.

Restoration of the paintings, many dating back to the building of the church in 1749, was planned as a highlight of the \$1 million-plus project.

Once Stripling completed his restoration, the old mission was taken over by the State Parks Department. To get the mission ready for visitors, the parks people decided to do a little sprucing up. They had the interior walls white-washed — and covered all of the paintings that Stripling has so carefully restored.

TRAVELING TEXAS — El Paso, which boasts the state's only museum devoted to bullfighting, now has one dedicated to the U.S. Cavalry.

The Cavalry Museum, opened last July 4 off Interstate Highway 10 east of the city, doesn't limit its displays to mementoes of America's now outmoded horse troops. The El Paso museum covers virtually every group that ever mounted up and rode through the history of the West.

Open daily except Mondays, the Cavalry Museum is free.

THE UNCHANGING TIMES — Priesthood for women may be causing a controversy in the Episcopal Church these days, but a Texas woman was given the power

to call clergymen to pulpits more than a century ago.

Mrs. Frances P. Henderson, who had been instrumental in organizing the first Episcopal church in Texas at San Augustine in 1848, became concerned later when the congregation was having trouble getting a new rector. She decided to journey east and find one.

The vestry of San Augustine's Christ Episcopal Church armed her with a letter giving her sole and full authority to call a clergyman for the parish. She took the letter to Philadelphia and presented it to the Bishop of Pennsylvania. Then she asked permission to address the clergy of his diocese.

The astonished bishop, finding Mrs. Henderson's credentials in order, granted her request. She returned to Texas with a new rector for the church.

ARMADILLO WORLD — If a former Dallas legislator had his way, the armadillo would be the official state animal of Texas.

When Ben Atwell was a member of the House of Representatives, he once introduced a resolution calling for the armadillo "to be elevated to the high honor of Official State Animal."

Other legislators didn't share Atwell's enthusiasm for the hard-shelled little beast, however, and the resolution was defeated.

YESTERDAY'S SPECIALS — In 1904, bonded bourbon whiskey was selling in Texas saloons at \$1 a quart — less than a drink cost in most bars today.

Chasing A Ghostly Villain

Food prices are going up, but food retailers are not getting rich. In highly-competitive retail food stores, prices cannot be adjusted fast enough to cover increased costs during periods of inflation. The food chain industry has always depended on high-volume sales to make exceptionally low mark-up per item possible.

Net earnings after taxes have traditionally run around 1.3 to 1.5 cents per dollar of sales. As inflation progressed, the margin of profit in the food retailing business dropped in 1973, sliding to an all-time low of .50 one cent per dollar of sales with a rate of return on net worth of only 5.63 per cent.

CLARENCE ADAMY, speaking as president of the National Association of Food Chains, has said, "The consuming public pays for the inefficiencies resulting from rules and regulations imposed by governments, work restrictions imposed by union contracts and indeed by marketing practices imposed by organized consumer pressures.

"The consumer's political power must

somehow be brought to bear on governments, and on unions and managements to reduce costs...There is no pay dirt for consumers in reducing profits. If all food chain profits were given to the consumer in lower prices, the result could not be measured in the Consumer Price Index."

ADEQUATE PROFIT levels are the only thing that will encourage sufficient rates of capital investment vital to the growth of the productive enterprises that provide everything from electric power, to groceries, to automobiles, to the gasoline necessary to run them.

In the case of the food chain industry, profit levels should be double or more what they are today if modern food distribution facilities — capable of operating at maximum efficiency with minimum prices to the consumer — are to be part of America's future. The ghostly villain of excess profits, chased so avidly by politicians, simply does not exist in basic U.S. industry today, and it is certainly not one of the causes of inflation in America.

Benny's Legacy

One of the more depressing factors about the recent death of Jack Benny is the realization that this old-time comedian's style is going the way of some of the better things of life.

Benny's humor was soft and gentle, not the fast-paced, high-pressure shouting of ninety per cent of television and show-biz stuff passing for humor today. It was more in the style of the British theater and British humor, and Benny was popular in England, where so many American screamers are flops.

Benny did more to an audience with a look or a pause than most comedians are able to do falling into a barrel of oil or taking a pie in the face. It was artful, sophisticated humor he gave Americans, and badly needed in these fast-moving tension-filled times. No one on the scene can quite replace him.

The average individual thinks all of his problems could easily be solved if his income increased enough.

Some of the puzzles of life confound us, but we're always able to find someone who knows all the answers.



"Words can be confusing. For example, if you call a young lady a 'vision,' she will consider it a compliment, but if you say she is a 'sight,' then watch out. Yet, basically, they both have the same meaning. Now let's take the case of productivity and production. There is an important difference. Production refers to the total quantity of goods produced, while productivity is often expressed as the measurement of output per man hour. Just as a football player, no matter how much skill he has, or how hard he works to keep in condition, needs good equipment to produce victories, increased productivity by business and industry is achieved by melding all factors — raw materials, labor and capital costs — in the manufacturing of a product. A major result in the efficient use of capital funds is an increase in output per man hour with no increase or reduction of the physical work effort in the creating of products. A better appreciation of what productivity is all about is essential if we are to compete successfully in the marketplaces of the world," HILLSBORO, ORE., ARGUE.

"State and national leaders would do well to inform their constituents of what we might expect. This information is available through study, research, concentration and thoughtful reflections. Efforts to replace items with available substitutes will ease the crisis. It is time to use all our creative knowledge and research capacity to fulfill the needs of a prosperous country, instead of spending so much time and money getting elected." BRIDGEPORT, ILL., LEADER.

"Addressing the New England Agricultural Stabilization and Conservation Service... (a congressman) produced a bag of what he said was re-cycled horse manure. He claimed that before long, doctored up a bit, it would be used for human consumption. Politically speaking, 'So what's new!'" ST. ALBANS, VT., MESSENGER.

"Don't you long for the days when Uncle Sam lived within his income, and without most of yours?" REEDLEY, CALIF., EXPONENT.

NEXT WEEK'S HOROSCOPE

By Clay R. Pollan

Note planetary ruler of your birth symbol FOR WEEK BEGINNING MONDAY, JAN. 6, 1975

★ If your birthday occurs this week...
 ... you are spontaneous and communicative, alert and observant. You have a great deal of nervous energy which makes you lively and sometimes talkative. Your restlessness and indecisiveness often cause you to change horses in midstream. You know what to do and will gain deserved recognition.

♈ Aries Mar. 21 - Apr. 19 Pluto ☿
 Without making a fortune, you should do well financially this week. There are several possibilities. A pleasing windfall may come to hand for work you've done in the past. Chances to earn pin-money are likely and a spare-time interest could become delightfully profitable. Keep an open mind.

♉ Taurus Apr. 20 - May 20 Venus ♀
 This week promises to be a happy, enjoyable and relatively "swinging" one. An exceptionally close harmony will prevail with your associates or marriage partner. People you are in contact with will go out of their way to be generous, hospitable and kind. Leave flash and glitter to others.

♊ Gemini May 21 - June 20 Mercury ☿
 How you handle your finances now will be of long-term significance. Careful thought should be given towards saving and investing. Indulge yourself by buying new clothes and other personal possessions, whilst you are doing well, financially. Cash may be harder to come by in the near future.

♋ Cancer June 21 - July 22 Moon ☾
 This period's stars will stimulate the artistic side of your Cancer personality, bringing to the surface any talent you have for art, music or literature. You'll be drawn towards the more beautiful things of life. Make sure to hide secret fears. If expressed they may damage your personal relationships.

♌ Leo July 23 - Aug. 22 Sun ☉
 Not quite so obviously a progressive and rewarding week, but you should find life pleasantly varied and interesting. Cultivate conventional people. Avoid the daring, unusual or risky. A course of action you favor will be given a trial. If you have friends with political influence, look them up.

♍ Virgo Aug. 23 - Sept. 22 Mercury ☿
 All sorts of lines of communication will be important. Pay special attention to personal letters, both those you get and those you send off. Quite a lot of news and information will be coming your way, most of which will be favorable. Family life may not be all milk and honey, yet home is the best place.

♎ Libra Sept. 23 - Oct. 22 Venus ♀
 You will feel a bit restless now and inclined to move around more than usual. You'll probably be getting chances to go on short trips with friends or relatives. Arrangements are subject to change at the last minute. The more you get out and about the greater the prospect of excitement.

♏ Scorpio Oct. 23 - Nov. 21 Mars ♂
 This is a week in which to skate light-heartedly over the surface of life. You can be quite certain of having a good time if you attend social gatherings. Get out and about and find out what the rest of the world is up to. It is generally in your interests to mix in with what is going on in your locale.

♐ Sagittarius Nov. 22 - Dec. 21 Jupiter ♃
 The stars might flash some slight storm signals, warning that a certain amount of discretion must be shown about signing documents or committing yourself to paper. In writing personal letters, be inclined to limit yourself to bare essentials. Don't let an amateur bungle a job. Call in an expert.

♑ Capricorn Dec. 22 - Jan. 19 Saturn ♄
 A week devoted more to routine trivialities than an exciting phase. Routine chores are likely to take up most of your time. Curiously, you'll find that there's a tendency to revive the past. A lot of good can be achieved by visiting the elderly. News of a friend will present something of a puzzle.

♒ Aquarius Jan. 20 - Feb. 18 Uranus ♀
 This period has a very special significance in regard to the family and personal aspects of your life. Thus, friends are likely to be more demanding and will butt in and influence the course of your affairs. You'd probably get a lot of fun from picking up oddments at junk rooms or garage sales.

♓ Pisces Feb. 19 - Mar. 20 Neptune ♆
 This is a time to streamline your affairs and strive to achieve greater efficiency. Concentrate on your goals and spot ways of eliminating expensive or time-consuming activities. It is also a good time for installing new equipment to save labor and expense. Make changes that will improve working methods.

THE SCIENTISTS TELL ME...

By Robert L. Haney, Science Writer
 The Texas Agricultural Experiment Station

Food Value Boosted In High-Protein Bread

Foods seem to be caught in the upward flight of the price of everything we buy. It's news, indeed, when we hear of more of anything for the money.

But that's the case with protein, the "building block of the body"; there are bargains. Though much of our animal protein has shown radical increases in price, there are ways to get more protein into your diet.

Last month, in this column, we told you about the high-protein extract from slaughter blood. This month we've mentioned the widespread acceptance of textured vegetable protein.

But are you aware that many of our oil seeds offer great potential as high-protein flour? Bread and other baked products may soon contain substantial quantities of cottonseed and peanut proteins. Such food will contain both greater quantity and quality of protein according to Dr. Lloyd Rooney, an Experiment Station scientist in cereal chemistry. Bread fortified with peanut and cottonseed products could serve as a relatively inexpensive source of protein.

Scientists in the Cereal Quality Lab of the Texas

Agricultural Experiment Station believe it's only a matter of time until breads are widely available with substantial amounts of cottonseed and peanut protein.

The goal of these researchers is to get as much protein as possible into the bread while retaining the flavor, color and texture of white bread. That's not an easy task because the oilseeds don't contain gluten, the unique protein of wheat that permits production of yeast-leavened bread.

If too much cottonseed or peanut flour is added to the wheat flour, the resulting bread, when baked, has low loaf volume and an extremely dense, dark-colored crumb.

"The actual amount of oilseed protein that can be successfully incorporated into the baking formula," says Rooney, "depends on the kind of oilseed, the gluten strength of the wheat flour and the specific baking formula and procedure."

The kind of oilseed is especially important. Defatted peanut flour has consistently given the best quality bread according to Dr. Mir Najafali Khan, a cereal chemist with the Experiment Station.

"We can use as much as 15 percent defatted peanut flour with the remainder wheat flour, and the bread will have excellent loaf volume, crumb color, keeping properties and taste," says Khan. "And the payoff is that the protein content of the bread is increased by 36 percent over that of straight wheat flour."

Scientists in the Oilseed Products Center of the Food Protein Research and Development Center at Texas A&M University have developed processes for producing peanut and other oilseed products.

The method of processing plays an important role in determining the properties of the oilseed flour. The combination of baking research and processing research will lead to development of products with the most useful characteristics.

Peanut protein for use in foods is not now available commercially. However, Rooney says at least one company will soon be selling food-grade, bland, defatted-peanut flour and grits. So you can expect that bread fortified with peanut protein will appear in the local supermarket relatively soon.

Soy flour is already in commercial use. And though cottonseed and peanut meals are close to commercial development, research continues on other possible high-protein

food sources. Sesame and sunflower meals are also being investigated.

Each oilseed protein product has both advantages and disadvantages in use as a food fortifier. And the use of a particular oilseed protein will depend on availability, cost and baking properties. It may be that a baker will have available a number of high-protein substances he can use to enrich his products. He may blend these so as to use the best properties of each.

We are making gratifying progress, and research will continue on how we can best use these vital food sources to improve the human diet.

Editor's Note - Any questions regarding this column should be addressed to Science Writer, Dept. of Agricultural Communications, Texas A & M University, College Station, Texas 77843.

TRUDEAU & OIL
 Canadian Prime Minister Pierre Elliott Trudeau told President Ford recently that Canada is committed to cutting back its oil exports to the United States, but there was still room for negotiation.

FOOD STAMPS & PRICES
 The Agriculture Department has announced new proposed regulations which will require poor people to spend more for food stamps and will save the government at least \$645 million a year.

GET YOUR \$ WORTH

BY SALLY AND JIM ADAMS

CUT YOUR PHONE BILLS - I

A telephone, most of us would agree, is a necessity. But like a lot of things we need, we tend to use it extravagantly - and the costs mount up. This and next week's column offer tips on how to keep your phone bill under control.

Ask your phone company if a Basic Budget Service is available in your area. This service permits you unlimited incoming calls at no charge, and for outgoing calls you're charged (in the New York area, for example) 8.2 cents per call plus a monthly fee of \$4.03. If you normally make no more than one outgoing call a day (the national average is 5.36), this is a real money saver.

Now available in a few areas is the Pick-A-Point rate. A flat monthly fee allows you to make a specified number of calls to a specific number anywhere in the country. If you frequently phone out-of-town relatives, or a son or daughter at college, this service may be for you.

Moving to a new home? Save by planning your phone needs carefully. Think about having outlets, or jacks, installed in convenient areas: guest room, workshop, laundry, garden, etc. Planning well will save you money by having everything done at once, including the actual installation. For help, ask your local phone company if it has the booklet, "Phone Ideas & Moving Planner." If not, the service representative can be helpful.

In some areas you can take your phone with you when you move to a new location and are given credit toward the new service. The Bell Telephone Co. calls this Take & Save, and it saves you \$5 in the New York area.

If you get a wrong number on a long-distance call, don't hang up and curse. Ask the person who answers for his area code and number, then dial 0 and tell the operator what happened. You'll not be charged for the call.

If your phone starts to give out buzzing sounds, static or other voices, report it immediately to the operator. If you're lucky the trouble can be cleared up easily. And if your phone is out of order for 24 hours or more, in some areas you'll be given an adjustment on your bill.

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WHO KNOWS?

1. Name the environmental protection chief.
2. When was the prohibition amendment added to the Constitution?
3. What well known southern general was born January 20, 1807?
4. What type plane did the Air Force test recently?
5. William R. King was Vice President to which President?
6. What event took place on January 31, 1943, during World War II?
7. Name the largest lake in the world.
8. What is the area in square miles?
9. The convening Congress will be known as what Congress?
10. Name the capital of Belgium.

Answers To Who Knows

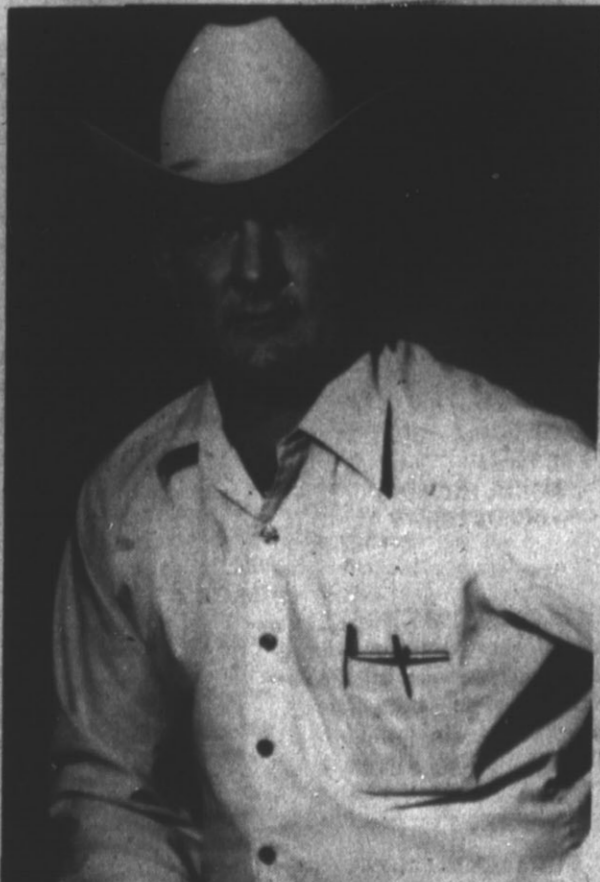
1. Russell E. Train.
2. January 16, 1920.
3. Robert E. Lee.
4. The B-1 intercontinental bomber.
5. Millard Fillmore.
6. The Germans surrendered at Stalingrad.
7. Caspian Sea between Asia and Europe.
8. 143,500 square miles.
9. The Ninety-fourth, first session.
10. Brussels.

Good luck rarely comes unexpected; usually, it's over-expected.

The man who spends less than he makes is independent; the man who spends more than he makes is a slave.

PROPERTY ENTERPRISES 205 S. 25 MILE AVE. HEREFORD, TEX. 79045 364-6633

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***GREAT CHOICE OF PATTERNS! This Includes Our Men's Knit Fabrics And The Johnny Carson Patterns.**

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- * Nylon Reg. \$12⁹⁷ \$9⁷⁵
- * Corduroy Reg. \$17⁹⁷ \$13⁵⁰
- * Pile Lined Reg. \$19⁹⁷ \$14⁹⁸
- * Suede Reg. \$25⁹⁷ \$18⁷⁵
- * Leather Reg. \$26⁹⁷ \$19⁸⁷

Men's KNIT DRESS SLACKS

Size 29 - 42

Reg. \$13⁹⁷ **\$7⁹⁷**

MALOUF'S SHOPPING CENTER FRIONA

Hope, Hustle!

Hereford and the area felt the crunch of a troubled economy during the past year, but it could have been worse. And to report it truthfully, it may get worse before it gets better.

But there were some bright spots the past year, and there are indicators which point to a correction of economic problems and a record crop production year in 1975. The top economists are predicting an upturn by mid-year, and government policy leaders apparently have made some nerve-wracking decisions that could have more positive results than we realize.

We don't pretend to know how stimulative government policy will become, but we're optimistic enough to believe the response will be timely and adequate. The worst thing we could do is to ignore the corrective forces at work and push the panic button.

There's nothing wrong with our area economy that couldn't be cured by the opportunity to earn fair profits on cattle and crops. Hereford's proud claim to "the cattle-feeding capital of the world" turned into a nightmare the past year due to sagging cattle prices. It was a good crop year with relatively high prices, with only the bad weather keeping it from being a "great" year for farmers.

A noted woman journalist, Barbara Ward, recently stated that "inflation is one of the most unjust and disrupting conditions in which economies may fall." She also noted that a free society which produced Lincoln would not say: "Pick up the cross and relax."

The Deficit

Inside sources in Washington are now speculating that the size of next year's Ford deficit may reach the whopping figure of \$35,000,000,000! That would be near the record and would reflect the economic plight the nation now finds itself in—an economic recession Senator Barry Goldwater still doesn't admit, at last blast.

If the next deficit is anywhere near that size, that could trigger a bad case of jitters for the dollar overseas and might well force more devaluation. Also, if that kind of emergency spending is necessary, that is certain to make it more difficult to check inflation.

Since Mr. Ford entered office talking publicly about a balanced budget, this prospect shows that events have dictated an almost total turn-around in the President's economic thinking. That in itself is the best evidence of the impact of the current recession.

Rather than accept such a staggering deficit, the President would be well advised to lop ten or fifteen billions off the Defense Department budget, which could be done by eliminating worthless weapons projects that are primarily pets of the various services, and reducing the number of bases in use and personnel.

The Brand Files

30 YEARS AGO

The Farm Sale Wave continues to spread, and in addition to the six sales announced in The Brand last week, there are five more to chronicle for this issue. A great many Hereford people will be disappointed to learn that the one hope of getting natural gas from the Amarillo field through Amarillo water development is about ruined. It has been rumored for a long time that when Amarillo came into the Hereford Shallow Water Felt for her water, gas would be piped into the field and used as fuel for pumping water.

35 YEARS AGO

Postal receipts for the year 1939 jumped more than a thousand dollars over receipts for 1938. Amount taken in for 1939 was \$19,398.88 as compared with \$17,166.79 in 1938, or a gain of \$2,232.09. With this issue The Brand enters its 40th year. Since its founding in 1901 by F.L. Vanderburgh, The Brand has seen many changes in Hereford and has gone through many changes in ownership, equipment and locations. Nearly two weeks after the first of it fell, snow still remained on the ground today with no indication that it would be quickly melted. While much of the snow has already melted a sizeable amount still remained.

30 YEARS AGO

With his wife Sheila expecting, Guy Madison, Wild Bill Hickock of the movies, takes no chances. He has ordered a two month supply of Hereford Texas Water shipped to him in Mexico City on location. Beginning Saturday Jan. 1958 all farmers and farm workers are covered by Social Security. The Social Security benefits were extended to farmers and farm workers by the last congress for the first time. The move is mandatory: all farmers and farm workers are automatically covered and will be required to make their report for Social Security purposed in January 1958.

10 YEARS AGO

Three bid opening dates on equipment and projects that will eventually cost the city of Hereford close to \$100,000 were set Tuesday by City Manager Dudley Bayne after authorization to proceed was granted Monday night by the city commission. Chief among the proposed items is a trash incinerator. The conical-shaped refuse destroyer should carry a price tag of \$94,000 to \$70,000. Gross postal receipts at the Hereford Post Office climbed 13.5 per cent during the year just ended, reaching a record of \$180,109.82, according to postmaster Nolan Grady.

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In 1584, the commander was the Duke of Parma, who began a siege of Antwerp in that year. (Parma, incidentally, was also the man who was supposed to lead Spanish troops into England in 1588.)

The purpose of a siege is to starve'em out, so food quickly becomes a scarce commodity in a besieged city. And scarcity causes a rise in prices. This is what happened in Antwerp.

THE CITY FATHERS of Antwerp acted to "protect" their citizens against these price increases by passing a law limiting the price of food. Severe penalties were prescribed for charging more than the ceiling price.

Antwerp's price controls succeeded in keeping down the price of food for the duration of the siege. They also insured a short siege.

Resolutions Suggested

BOB HILL, Lents, Newton & Co., Amarillo

The automobile manufacturers and their dealers are putting on the most aggressive sales campaign in many years as their industry has suddenly gone from feast to famine. You know business is bad when your best car salesman is making \$125 a month compared to \$1,250 a month less than a year ago. Chevrolet is trying a double-barrelled approach with bumper-stickers which read "Whip Inflation Now, Buy a Car." A group of 13 San Diego Ford dealers received delivery of 150 specially-ordered red, white and blue Pintos, plastered them with "inflation fighter" decals and promoted heavily

pressures are growing for price cuts and there has been a halt to statements coming out of Detroit to the that additional price increases are justified.

Meanwhile, dealers are pulling in their horns by cutting inventories and going after more business in the service, parts and leasing areas. One thing the car dealers might remember, I have lived in the High Plains for 15 years and I have never had a car salesman walk into my office, give me his card and invite me to visit his dealership the next time I decide to buy a car. And, a car is the second most expensive purchase I will make. A house is the most expensive. The theme of economy and low price. They didn't sell many of

The controls had two major effects on the city's resistance:

First, the citizens continued to eat up their precious food reserves at pre-siege rates of consumption, because the price remained low.

Second, although the Duke's blockade was far from perfect, merchants from outside the city would not attempt running it. They would not try to run it because they could get no better price for their food in Antwerp than they could get elsewhere, at far less risk.

Consequently, Antwerp—by its price controls—assured itself a rapidly diminishing food supply with no hope of relief. The city surrendered to the Spanish in 1585.

THE SAD EXPERIENCE OF Antwerp illustrates two bedrock principles of economics: principles that have sunk every ship of controls that has ever ventured out of port for more than a short voyage.

First, rising prices encourage conservation of scarce commodities.

Second, rising prices bring forth increased supplies.

In the siege of Antwerp, we can see the consequences of violating these principles. Stated in the negative, the principles become the inescapable causes of failure for any program of wage-price controls of more than token effect:

First, controls encourage waste of scarce resources.

Second, controls diminish sources of supply.

These lessons have been learned, forgotten and relearned for at least 4,600 years of recorded history. We learned them again as recently as 1971-73. And it is beginning to look as if we have already forgotten that.

the Pintos, but they got people into the showrooms and, after all, that's more than half the battle.

An imaginative foreign car dealer gave away Christmas trees to people who would take a demonstration drive. He doubled showroom traffic and sales as a result.

Although auto dealers are scrambling for sales promotion ideas that get the buyers into the showroom, many put the blame for low car sales directly in the manufacturers' laps. One major car dealer says "The best answer is for Americans to have more money in their pockets each week. We need a tax cut and we need it yesterday." So far, Detroit has refused to cut prices but

Talk of Texas

By Jack Maguire

THE LAST WORD—When Raiford L. Stripling, the famed architect, was employed to restore the beautiful Mission Espiritu at Goliad, his crews spent countless hours retouching the 200-year-old paintings on the stone walls.

Restoration of the paintings, many dating back to the building of the church in 1749, was planned as a highlight of the \$1 million-plus project.

Once Stripling completed his restoration, the old mission was taken over by the State Parks Department. To get the mission ready for visitors, the parks people decided to do a little sprucing up. They had the interior walls white-washed—and covered all of the paintings that Stripling has so carefully restored.

TRAVELING TEXAS—El Paso, which boasts the state's only museum devoted to bullfighting, now has one dedicated to the U.S. Cavalry.

The Cavalry Museum, opened last July 4 off Interstate Highway 10 east of the city, doesn't limit its displays to mementoes of America's now outmoded horse troops. The El Paso museum covers virtually every group that ever mounted up and rode through the history of the West.

Open daily except Mondays, the Cavalry Museum is free.

THE UNCHANGING TIMES—Priesthood for women may be causing a controversy in the Episcopal Church these days, but a Texas woman was given the power

to call clergymen to pulpits more than a century ago.

Mrs. Frances P. Henderson, who had been instrumental in organizing the first Episcopal church in Texas at San Augustine in 1848, became concerned later when the congregation was having trouble getting a new rector. She decided to journey east and find one.

The vestry of San Augustine's Christ Episcopal Church armed her with a letter giving her sole and full authority to call a clergyman for the parish. She took the letter to Philadelphia and presented it to the Bishop of Pennsylvania. Then she asked permission to address the clergy of his diocese.

The astonished bishop, finding Mrs. Henderson's credentials in order, granted her request. She returned to Texas with a new rector for the church.

ARMADILLO WORLD—If a former Dallas legislator had his way, the armadillo would be the official state animal of Texas.

When Ben Atwell was a member of the House of Representatives, he once introduced a resolution calling for the armadillo "to be elevated to the high honor of Official State Animal."

Other legislators didn't share Atwell's enthusiasm for the hard-shelled little beast, however, and the resolution was defeated.

YESTERDAY'S SPECIALS—In 1904, bonded bourbon whiskey was selling in Texas saloons at \$1 a quart—less than a drink cost in most bars today.

Chasing A Ghostly Villain

Food prices are going up, but food retailers are not getting rich. In highly-competitive retail food stores, prices cannot be adjusted fast enough to cover increased costs during periods of inflation. The food chain industry has always depended on high-volume sales to make exceptionally low mark-up per item possible.

Net earnings after taxes have traditionally run around 1.3 to 1.5 cents per dollar of sales. As inflation progressed, the margin of profit in the food retailing business dropped in 1973, sliding to an all-time low of .50 one cent per dollar of sales with a rate of return on net worth of only 5.63 per cent.

CLARENCE ADAMY, speaking as president of the National Association of Food Chains, has said, "The consuming public pays for the inefficiencies resulting from rules and regulations imposed by governments, work restrictions imposed by union contracts and indeed by marketing practices imposed by organized consumer pressures.

"The consumer's political power must

somehow be brought to bear on governments, and on unions and managements to reduce costs...There is no pay dirt for consumers in reducing profits. If all food chain profits were given to the consumer in lower prices, the result could not be measured in the Consumer Price Index."

ADEQUATE PROFIT levels are the only thing that will encourage sufficient rates of capital investment vital to the growth of the productive enterprises that provide everything from electric power, to groceries, to automobiles, to the gasoline necessary to run them.

In the case of the food chain industry, profit levels should be double or more what they are today if modern food distribution facilities—capable of operating at maximum efficiency with minimum prices to the consumer—are to be part of America's future. The ghostly villain of excess profits, chased so avidly by politicians, simply does not exist in basic U.S. industry today, and it is certainly not one of the causes of inflation in America.

Benny's Legacy

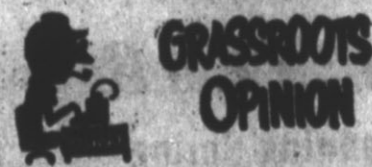
One of the more depressing factors about the recent death of Jack Benny is the realization that this old-time comedian's style is going the way of some of the better things of life.

Benny's humor was soft and gentle, not the fast-paced, high-pressure shouting of ninety per cent of television and show-biz stuff passing for humor today. It was more in the style of the British theater and British humor, and Benny was popular in England, where so many American screamers are flops.

Benny did more to an audience with a look or a pause than most comedians are able to do falling into a barrel of oil or taking a pie in the face. It was artful, sophisticated humor he gave Americans, and badly needed in these fast-moving tension-filled times. No one on the scene can quite replace him.

The average individual thinks all of his problems could easily be solved if his income increased enough.

Some of the puzzles of life confound us, but we're always able to find someone who knows all the answers.



"Words can be confusing. For example, if you call a young lady a 'vision', she will consider it a compliment, but if you say she is a 'sight', then watch out. Yet, basically, they both have the same meaning. Now let's take the case of productivity and production. There is an important difference. Production refers to the total quantity of goods produced, while productivity is often expressed as the measurement of output per man hour. Just as a football player, no matter how much skill he has, or how hard he works to keep in condition, needs good equipment to produce victories, increased productivity by business and industry is achieved by melding all factors—raw materials, labor and capital costs—in the manufacturing of a product. A major result in the efficient use of capital funds is an increase in output per man hour with no increase or reduction of the physical work effort in the creating of products. A better appreciation of what productivity is all about is essential if we are to compete successfully in the marketplace of the world." HILLSBORO, ORE., ARGUS.

"State and national leaders would do well to inform their constituents of what we might expect. This information is available through study, research, concentration and thoughtful reflections. Efforts to replace items with available substitutes will ease the crisis. It is time to use all our creative knowledge and research capacity to fulfill the needs of a prosperous country, instead of spending so much time and money getting elected." BRIDGEPORT, ILL., LEADER.

"Addressing the New England Agricultural Stabilization and Conservation Service... (a congressman) produced a bag of what he said was re-cycled horse manure. He claimed that before long, doctored up a bit, it would be used for human consumption. Politically speaking, 'So what's new!'" ST. ALBANS, VT., MESSENGER.

"Don't you long for the days when Uncle Sam lived within his income, and without most of yours?" REEDLEY, CALIF., EXPONENT.

NEXT WEEK'S HOROSCOPE

By Clay R. Pollan
Note planetary ruler of your birth symbol
FOR WEEK BEGINNING MONDAY, JAN. 6, 1975

Aries Mar. 21 - Apr. 19 **Pluto**
Without making a fortune, you should do well financially this week. There are several possibilities. A pleasing windfall may come to hand for work you've done in the past. Chances to earn pin-money are likely and a spare-time interest could become delightfully profitable. Keep an open mind.

Taurus Apr. 20 - May 20 **Venus**
This week promises to be a happy, enjoyable and relatively "swinging" one. An exceptionally close harmony will prevail with your associates or marriage partner. People you are in contact with will go out of their way to be generous, hospitable and kind. Leave flash and glitter to others.

Gemini May 21 - June 20 **Mercury**
How you handle your finances now will be of long-term significance. Careful thought should be given towards saving and investing. Indulge yourself by buying new clothes and other personal possessions, whilst you are doing well, financially. Cash may be harder to come by in the near future.

Cancer June 21 - July 22 **Moon**
This period's stars will stimulate the artistic side of your Cancer personality, bringing to the surface any talent you have for art, music or literature. You'll be drawn towards the more beautiful things of life. Make sure to hide secret fears. If expressed they may damage your personal relationships.

Leo July 23 - Aug. 22 **Sun**
Not quite so obviously a progressive and rewarding week, but you should find life pleasantly varied and interesting. Cultivate conventional people. Avoid the daring, unusual or risky. A course of action you favor will be given a trial. If you have friends with political influence, look them up.

Virgo Aug. 23 - Sept. 22 **Mercury**
All sorts of lines of communication will be important. Pay special attention to personal letters, both those you get and those you send off. Quite a lot of news and information will be coming your way, most of which will be favorable. Family life may not be all milk and honey, yet home is the best place.

Libra Sept. 23 - Oct. 22 **Venus**
You will feel a bit restless now and inclined to move around more than usual. You'll probably be getting chances to go on short trips with friends or relatives. Arrangements are subject to change at the last minute. The more you get out and about the greater the prospect of excitement.

Scorpio Oct. 23 - Nov. 21 **Mars**
This is a week in which to skate light-heartedly over the surface of life. You can be quite certain of having a good time if you attend social gatherings. Get out and about and find out what the rest of the world is up to. It is generally in your interests to mix in with what is going on in your locale.

Sagittarius Nov. 22 - Dec. 21 **Jupiter**
The stars might flash some slight storm signals, warning that a certain amount of discretion must be shown about signing documents or committing yourself to paper. In writing personal letters, be inclined to limit yourself to bare essentials. Don't let an amateur bungle a job. Call in an expert.

Capricorn Dec. 22 - Jan. 19 **Saturn**
A week devoted more to routine trivialities than an exciting phase. Routine chores are likely to take up most of your time. Curiously, you'll find that there's a tendency to revive the past. A lot of good can be achieved by visiting the elderly. News of a friend will present something of a puzzle.

Aquarius Jan. 20 - Feb. 18 **Uranus**
This period has a very special significance in regard to the family and personal aspects of your life. Thus, friends are likely to be more demanding and will butt in and influence the course of your affairs. You'd probably get a lot of fun from picking up oddments at junk rooms or garage sales.

Pisces Feb. 19 - Mar. 20 **Neptune**
This is a time to streamline your affairs and strive to achieve greater efficiency. Concentrate on your goals and spot ways of eliminating expensive or time-consuming activities. It is also a good time for installing new equipment to save labor and expense. Make changes that will improve working methods.

THE SCIENTISTS TELL ME ...

By Robert L. Haney, Science Writer
The Texas Agricultural Experiment Station

Food Value Boosted In High-Protein Bread

Foods seem to be caught in the upward flight of the price of everything we buy. It's news, indeed, when we hear of more of anything for the money.

But that's the case with protein, the "building block of the body"; there are bargains. Though much of our animal protein has shown radical increases in price, there are ways to get more protein into your diet.

Last month, in this column, we told you about the high-protein extract from slaughter blood. This month we've mentioned the widespread acceptance of textured vegetable protein.

But are you aware that many of our oil seeds offer great potential as high-protein flour? Bread and other baked products may soon contain substantial quantities of cottonseed and peanut proteins. Such food will contain both greater quantity and quality of protein according to Dr. Lloyd Rooney, an Experiment Station scientist in cereal chemistry.

Bread fortified with peanut and cottonseed products could serve as a relatively inexpensive source of protein. Scientists in the Cereal Quality Lab of the Texas

"We can use as much as 15 percent defatted peanut flour with the remainder wheat flour, and the bread will have excellent loaf volume, crumb color, keeping properties and taste," says Khan. "And the payoff is that the protein content of the bread is increased by 36 percent over that of straight wheat flour."

Scientists in the Oilseed Products Center of the Food Protein Research and Development Center at Texas A&M University have developed processes for producing peanut and other oilseed products.

The method of processing plays an important role in determining the properties of the oilseed flour. The combination of baking research and processing research will lead to development of products with the most useful characteristics.

Peanut protein for use in foods is not now available commercially. However, Rooney says at least one company will soon be selling food-grade, bland, defatted-peanut flour and grits. So you can expect that bread fortified with peanut protein will appear in the local supermarket relatively soon.

Soy flour is already in commercial use. And though cottonseed and peanut meals are close to commercial development, research continues on other possible high-protein

food sources. Sesame and sunflower meals are also being investigated.

Each oilseed protein product has both advantages and disadvantages in use as a food fortifier. And the use of a particular oilseed protein will depend on availability, cost and baking properties. It may be that a baker will have available a number of high-protein substances he can use to enrich his products. He may blend these so as to use the best properties of each.

We are making gratifying progress, and research will continue on how we can best use these vital food sources to improve the human diet.

Editor's Note - Any questions regarding this column should be addressed to Science Writer, Dept. of Agricultural Communications, Texas A & M University, College Station, Texas 77843.

TRUDEAU & OIL
Canadian Prime Minister Pierre Elliott Trudeau told President Ford recently that Canada is committed to cutting back its oil exports to the United States, but there was still room for negotiation.

FOOD STAMPS & PRICES
The Agriculture Department has announced new proposed regulations which will require poor people to spend more for food stamps and will save the government at least \$645 million a year.

GET YOUR \$ WORTH

BY SALLY AND JIM ADAMS

CUT YOUR PHONE BILLS - I

A telephone, most of us would agree, is a necessity. But like a lot of things we need, we tend to use it extravagantly - and the costs mount up. This and next week's column offer tips on how to keep your phone bill under control.

Ask your phone company if a Basic Budget Service is available in your area. This service permits you unlimited incoming calls at no charge, and for outgoing calls you're charged (in the New York area, for example) 8.2 cents per call plus a monthly fee of \$4.03. If you normally make no more than one outgoing call a day (the national average is 5.36), this is a real money saver.

Now available in a few areas is the Pick-A-Point rate. A flat monthly fee allows you to make a specified number of calls to a specific number anywhere in the country. If you frequently phone out-of-town relatives, or a son or daughter at college, this service may be for you.

Moving to a new home? Save by planning your phone needs carefully. Think about having outlets, or jacks, installed in convenient areas: guest room, workshop, laundry, garden, etc. Planning well will save you money by having everything done at once, including the actual installation. For help, ask your local phone company if it has the booklet, "Phone Ideas & Moving Planner." If not, the service representative can be helpful.

In some areas you can take your phone with you when you move to a new location and are given credit toward the new service. The Bell Telephone Co. calls this Take & Save, and it saves you \$5 in the New York area.

If you get a wrong number on a long-distance call, don't hang up and curse. Ask the person who answers for his area code and number, then dial 0 and tell the operator what happened. You'll not be charged for the call.

If your phone starts to give out buzzing sounds, static or other voices, report it immediately to the operator. If you're lucky the trouble can be cleared up easily. And if your phone is out of order for 24 hours or more, in some areas you'll be given an adjustment on your bill.

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WHO KNOWS?

- Name the environmental protection chief.
- When was the prohibition amendment added to the Constitution?
- What well known southern general was born January 20, 1807?
- What type plane did the Air Force test recently?
- William R. King was Vice President to which President?
- What event took place on January 31, 1943, during World War II?
- Name the largest lake in the world.
- What is the area in square miles?
- The convening Congress will be known as what Congress?
- Name the capital of Belgium.

- The man who spends less than he makes is independent; the man who spends more than he makes is a slave.
- ### Answers To Who Knows
- Russell E. Train.
 - January 16, 1920.
 - Robert E. Lee.
 - The B-1 intercontinental bomber.
 - Millard Fillmore.
 - The Germans surrendered at Stalingrad.
 - Caspian Sea between Asia and Europe.
 - 143,500 square miles.
 - The Ninety-fourth, first session.
 - Brussels.

Good luck rarely comes unexpected; usually, it's over-expected.

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WE HAVE OVER 50,000 YARDS OF DOUBLE KNIT FABRICS!

Our Loss Is Your Gain!

Reg. \$3⁹⁷ Yd. **\$1⁹⁹ YARD**

We've Sold Thousands Of Yards Of This Material At \$3⁹⁷ Yard.

- ★ NO GIMMICKS! We Have To Move This Merchandise Out.
- ★ BUY NOW FOR ALL YOUR 1975 SEWING This Material May Never Be Priced This Low Again!
- ★ GREAT CHOICE OF PATTERNS! This Includes Our Men's Knit Fabrics And The Johnny Carson Patterns. Everything On Our Floor And Tables Must Go. (Only The Fabrics In The Wall Shelves Will Not Be Included In This Sale.)

SPECIAL BUY! One Table **DRESS LENGTH KNITS** Reg. \$2⁹⁹ Yard **Nice Selection Of Patterns** **\$1⁴⁹ Yd.**

Men's WINTER JACKETS

★ Nylon	Reg. \$12 ⁹⁹	\$9 ⁷⁵
★ Corduroy	Reg. \$17 ⁹⁹	\$13 ⁵⁰
★ Pile Lined	Reg. \$19 ⁹⁹	\$14 ⁹⁸
★ Suede	Reg. \$25 ⁹⁹	\$18 ⁷⁵
★ Leather	Reg. \$26 ⁹⁹	\$19 ⁸⁷

Men's KNIT DRESS SLACKS Size 29 - 42 Reg. \$13⁹⁹ **\$7⁹⁷**

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CLEARANCE

Starts Monday Jan. 6th, 9 A.M.

RUTHERFORD'S SALE

- FINE DEPARTMENT STORE -

- All Sales Final -
 - No Refunds -
 - No Exchanges -
 - No Lay-A-Ways -

- No Alterations
 on
 Sale Merchandise -

GROUP
LADIES' BLOUSES

'20 ⁰⁰	Value	'13.00
'19 ⁰⁰	Value	12.00
'18 ⁰⁰	Value	11.00
'17 ⁰⁰	Value	10.00
'16 ⁰⁰	Value	9.50
'15 ⁰⁰	Value	9.00
'14 ⁰⁰	Value	8.50
'13 ⁰⁰	Value	8.00
'12 ⁰⁰	Value	7.50

GROUP
LADIES' WINTER ROBES

'28 ⁰⁰	Value	'16.50
'26 ⁰⁰	Value	15.00
'25 ⁰⁰	Value	14.50
'21 ⁰⁰	Value	13.50
'20 ⁰⁰	Value	12.50
'18 ⁰⁰	Value	10.50
'17 ⁰⁰	Value	10.00
'16 ⁰⁰	Value	9.50
'15 ⁰⁰	Value	9.00

Ladies' **DRESSES**

Big Selection Missy & Half Sizes-Also Long Dresses

'80 ⁰⁰	Value	'48.00
'75 ⁰⁰	Value	43.00
'70 ⁰⁰	Value	38.00
'65 ⁰⁰	Value	36.00
'60 ⁰⁰	Value	35.00
'55 ⁰⁰	Value	32.00
'50 ⁰⁰	Value	30.00
'48 ⁰⁰	Value	29.00
'45 ⁰⁰	Value	28.00
'42 ⁰⁰	Value	27.00
'40 ⁰⁰	Value	26.00
'38 ⁰⁰	Value	25.00
'36 ⁰⁰	Value	23.00
'35 ⁰⁰	Value	22.00
'32 ⁰⁰	Value	19.00
'30 ⁰⁰	Value	18.00
'28 ⁰⁰	Value	16.00

LADIES' **WINTER COATS**

For Trims & Others

'150 ⁰⁰	Value	'85.00
'135 ⁰⁰	Value	80.00
'120 ⁰⁰	Value	75.00
'115 ⁰⁰	Value	70.00
'110 ⁰⁰	Value	65.00
'100 ⁰⁰	Value	60.00
'95 ⁰⁰	Value	55.00
'85 ⁰⁰	Value	50.00
'75 ⁰⁰	Value	44.00
'65 ⁰⁰	Value	36.00
'60 ⁰⁰	Value	34.00
'40 ⁰⁰	Value	24.00
'30 ⁰⁰	Value	15.00

LADIES' **PANT SUITS**

Missy & Half Sizes

'100 ⁰⁰	Value	'58.00
'90 ⁰⁰	Value	54.00
'85 ⁰⁰	Value	50.00
'70 ⁰⁰	Value	38.00
'65 ⁰⁰	Value	36.00
'60 ⁰⁰	Value	35.00
'55 ⁰⁰	Value	32.00
'50 ⁰⁰	Value	30.00
'48 ⁰⁰	Value	29.00
'45 ⁰⁰	Value	28.00
'42 ⁰⁰	Value	27.00
'40 ⁰⁰	Value	26.00
'38 ⁰⁰	Value	25.00
'32 ⁰⁰	Value	19.00

NO ALTERATIONS

LADIES' **SPORTSWEAR**

-PANTS-TOPS-JACKETS

'38 ⁰⁰	Value	'23.00
'35 ⁰⁰	Value	21.00
'30 ⁰⁰	Value	19.50
'29 ⁰⁰	Value	19.00
'27 ⁰⁰	Value	18.00
'26 ⁰⁰	Value	17.00
'25 ⁰⁰	Value	16.00
'24 ⁰⁰	Value	15.00
'23 ⁰⁰	Value	14.00
'22 ⁰⁰	Value	13.00
'20 ⁰⁰	Value	12.00
'19 ⁰⁰	Value	11.50
'18 ⁰⁰	Value	11.00
'16 ⁰⁰	Value	9.50
'15 ⁰⁰	Value	9.00
'13 ⁰⁰	Value	8.50

NO ALTERATIONS

GROUP LADIES' **DANIEL GREEN HOUSE SHOES**

DISCONTINUED STYLES

159 PAIRS

\$2.99

Values \$5.50 to \$9.50

GROUP MEN'S **SWEATERS**

'19 ⁰⁰	Value	'11.00
'18 ⁰⁰	Value	10.50
'17 ⁰⁰	Value	10.00
'16 ⁰⁰	Value	9.00
'15 ⁰⁰	Value	8.50
'14 ⁰⁰	Value	8.00

GROUP MEN'S **WINTER COATS**

'130 ⁰⁰	Value	'82.00
'120 ⁰⁰	Value	75.00
'65 ⁰⁰	Value	42.00
'60 ⁰⁰	Value	39.00
'55 ⁰⁰	Value	36.00
'45 ⁰⁰	Value	30.00

RUTHERFORD'S

- Fine Dept. Store -

GROUP **MEN'S POLYESTER KNIT SUITS**

-FAMOUS BRAND-

'155 ⁰⁰	Value	'99.00
'150 ⁰⁰	Value	95.00
'145 ⁰⁰	Value	92.00
'135 ⁰⁰	Value	85.00
'130 ⁰⁰	Value	82.00
'125 ⁰⁰	Value	79.00
'120 ⁰⁰	Value	75.00
'115 ⁰⁰	Value	72.00
'110 ⁰⁰	Value	69.00
'105 ⁰⁰	Value	65.00
'100 ⁰⁰	Value	62.00

NO ALTERATIONS

GROUP **MEN'S KNIT SLACKS**

'30 ⁰⁰	Value	'19.00
'28 ⁰⁰	Value	16.00
'25 ⁰⁰	Value	15.00
'24 ⁰⁰	Value	14.50
'22 ⁵⁰	Value	13.50
'20 ⁰⁰	Value	12.50
'18 ⁰⁰	Value	11.50
'16 ⁰⁰	Value	10.00
'15 ⁰⁰	Value	9.50
'13 ⁰⁰	Value	8.00

GROUP MEN'S **SPORT COATS**

'80 ⁰⁰	Value	'49.00
'75 ⁰⁰	Value	46.00
'70 ⁰⁰	Value	42.00

GROUP **MEN'S POLYESTER KNIT**

DUOS SPORT SUITS **\$62.00**
 Regular \$100.00 Value
 NO ALTERATIONS

ARROW SPORT & DRESS SHIRTS

'16 ⁰⁰	Value	'10.50
'12 ⁰⁰	Value	8.00
'11 ⁰⁰	Value	7.50
'10 ⁰⁰	Value	7.00
'9 ⁵⁰	Value	6.50
'9 ⁰⁰	Value	6.00
'8 ⁵⁰	Value	5.50
'8 ⁰⁰	Value	5.00
'7 ⁵⁰	Value	4.50
'7 ⁰⁰	Value	4.00

GROUP BOY'S **LONG SLEEVES SHIRTS**

'8 ⁰⁰	Value	'5.00
'7 ⁰⁰	Value	4.50
'7 ⁰⁰	Value	4.00
'6 ⁰⁰	Value	3.75
'6 ⁰⁰	Value	3.50
'5 ⁰⁰	Value	3.25
'5 ⁰⁰	Value	3.00

GROUP BOY'S **WINTER COATS**

'20 ⁰⁰	Value	'11.00
'14 ⁰⁰	Value	9.50
'12 ⁰⁰	Value	8.50
'11 ⁰⁰	Value	7.50
'10 ⁰⁰	Value	6.00
'8 ⁰⁰	Value	5.00

LITTLE GIRL'S **SPORTSWEAR**

1/3 OFF REGULAR PRICE

GROUP **TODDLER COATS, DRESS, SPORTSWEAR**

1/3 OFF REGULAR PRICE

GROUP GIRL'S **WINTER COATS**

'33 ⁰⁰	Value	'18.50
'23 ⁰⁰	Value	14.00
'20 ⁰⁰	Value	12.00
'15 ⁰⁰	Value	10.00
'11 ⁰⁰	Value	6.50