

Farmers Hope To Introduce Parity Bill

By JIM STEIERT
Brand Farm Editor

EDITOR'S NOTE: In order to give local readers a close perspective of the farm movement in Washington, Brand Farm Editor Jim Steiert is in the nation's capital to provide complete coverage of the striking farmers' attempts to gain 100 percent parity prices from American legislators.

WASHINGTON, D.C. — Striking farmers from the Texas delegation are hoping to get a bill covering 100 percent parity prices for farm commodities introduced in Congress today following the first day of meetings with representatives and committee chairmen

on Capitol Hill Wednesday.

Farmers representing a vast cross-section of Texas scattered to the four winds early Wednesday taking the American Agriculture Movement request for 100 percent parity to various government officials. Thousands of cheering and clapping farmers put in an appearance on the west side of the Capitol drawing attention from television cameras, but the behind-the-scenes work of the day was done by groups of farmers and their wives who hoofed it around the capital to various meetings.

A contingent from Deaf Smith County started the day with a meeting at the United States Department of Agriculture.

There, a gathering of farmers quickly swelled to near-capacity in the Jefferson Auditorium as busloads of farmers converged on the scene.

Most of the agriculturists directed their questions and remarks to Kenneth R. Farrell, an administrator with the Economic Statistics and Cooperative Department, and Claude Freeman, a Texas native employed with the Agricultural Stabilization and Conservation Service.

The farmers wasted no time unleashing broadsides at the USDA as Lanny Bezner of Dalhart asked Farrell if the USDA had any idea how far behind corn exports were for the 1977-78 year as compared to

1976-77.

The USDA official failed to answer the questions.

It wasn't until late in the afternoon that the figure was uncovered—export sales of corn for 77-78 are lagging by a whopping 100 million bushels.

Hereford farmer Robert Diller took issue with a statement by Farrell concerning the need for American farmers to remain competitive on the world commodity market. "Who sets the price of oil today? The countries who have a lot of it," Diller emphasized.

"Why are we busy worrying in terms of competition for farm commodities when we set the world market? Our whole

system is set up on the basis of competition while someone else sets the price.

"We're busy buying oil and giving our food away," Diller complained.

Freeman commented on his work with the USDA: "I've been in Washington a long time and never seen so many farmers here. I want to tell you fellows that this place works on the damn squeaky wheel theory and you've got to make some noise to get attention."

Freeman's statement drew a roar of approval.

Lewis Powers of Panhandle presented a copy of the proposals drawn up in bill form by the American Ag movement,

following a comment that complaints would not help, only ideas for action. The proposals covered an eight-item list of recommendations for farm legislation governing parity prices, importation and production.

"We're asking for a commitment from the Ag Department to help us put our program across," Powers said.

One farmer commented that he had "more faith in the Good Lord than any banker," but added, "we've lost our shirts and britches and don't have much left. We're sure going to look funny as a nation when we're hungry and without

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Begin Says Salvaging Talks up to Egypt

JERUSALEM (AP) — Prime Minister Menahem Begin said today it is "up to Egypt" to salvage the stalled Mideast peace talks and said he was sure the United States would never pressure him to bow to Egyptian demands.

Speaking to a group of French Jews, Begin also ridiculed the Egyptian contention that President Anwar Sadat had made a major concession to Israel by recognizing its right to exist.

"We have existed, my dear Egyptian friends, without your recognition for 3,700 years," he said. "Our right to exist was given by the God of Abraham, Isaac and Jacob."

Begin scoffed at the possibility that Egypt could bring U.S. pressure to bear on Israel for concessions. "Pressure? What pressure?" he asked rhetorically. He called it "an inconceivable concept."

Secretary of State Cyrus R. Vance, meanwhile, was trying to get the Egyptian-Israeli peace negotiations going again. He spoke with Begin by telephone this morning and the two scheduled an evening meeting in the American's hotel suite. Vance plans a trip to Egypt Friday to see Sadat.

Begin told the French group: "We

hope the talks will be resumed. It is up to Egypt." He said that despite Sadat's recall of Foreign Minister Mohammed Kamel to Cairo Wednesday, "peace is inevitable" and that "ups and downs and crises" in the negotiations had to be expected.

The Egyptians have said the next move is up to Israel—that Begin must change his position if the negotiations are to resume.

Begin's speech amounted to a defense of his refusal to permit Palestinian statehood or disband Jewish settlements in the Sinai—two key sticking points that led to the rupture in the talks after only two sessions.

"No land was taken from anybody," Begin said of the Sinai. He said Israel had irrigated the barren sands to "turn a desert almost into a garden."

He renewed his attack on the Palestine Liberation Organization, calling it a "Nazi-like organization." He said he once told Sadat that many PLO members were Soviet agents "and the president corrected me, saying, 'All of them!'"

"We presented a positive plan, a humane plan, a decent plan," he said of his peace proposals. "And no pressure

can be exerted on us to turn fairness into unfairness."

He charged that it was Egypt's general attitude, rather than the progress in the talks themselves, that led to the breakdown.

He said Egypt and Israel had reached agreement on five out of seven general principles for a Mideast settlement. He did not elaborate but the points in dispute were believed to concern the Palestinians and the general issue of Israeli withdrawal from occupied lands.

Radios and newspapers of conservative Arab oil states, including Saudi Arabia, welcomed Sadat's decision to suspend the talks. Newspaper editorials in Saudi Arabia, Kuwait and the United Arab Emirates called for a new Arab summit to reunite the pro- and anti-Sadat Arab nations.

"I've been through a lot of international negotiations. I've seen ups and downs in the past. We all have the same objectives. We all want peace and I think, therefore, the talks will continue in the future," Vance said Wednesday after Sadat recalled Foreign Minister Mohammed Kamel to Cairo and suspended his talks with Foreign Minister Moshe Dayan after only two sessions.

Dayan also took an optimistic public stance, saying that before long "we shall find other ways to reach peace."

President Carter telephoned Sadat to ask if the talks could continue for day or two, apparently to allow Vance a chance to patch things up. Sadat replied that the Israelis "want land, not peace" and said the negotiations could resume if Israel changed its position. Information Minister Abdel Moneim el Sawy reported in Cairo.

However, Sawy said Carter persuaded Sadat to cancel an order suspending the parallel negotiations which the Egyptian and Israeli defense ministers began in Cairo last week.

Chamber Banquet Scheduled Tonight

Tickets for the annual Deaf Smith County Chamber of Commerce banquet at 7:30 p.m. today in the Bull Barn are still on sale at the chamber office, both Hereford banks and from any Hustler member.

Price is \$7. Ed. O. Daniel, Fort Worth humorist, is the featured speaker for the banquet, which will have seating space for 600 people.

The highlight event of the banquet will be naming the Hereford "Citizen of the Year", an honor which went to Carl McCallin last year.

Chamber officers for 1978 will be presented to the public tonight. New officers are Speedy Nieman, president; Ken Rogers, vice president; and Jonny Cloud, treasurer.

Nieman replaces Joe Shollenberger, and Rogers succeeds Bob Ginn. Cloud has been re-elected as treasurer.



Wally Shelton . . . Doing His Thing

He's 78, Still Broadcasting

By PAUL SIMS
Managing Editor

Wallace Shelton has to think quickly and know how to handle emergencies. Two things he seems to have done well in the last 15 years in his job with the Hereford Police Department.

Shelton, called "Wally" by those who know him is a dispatcher. He also is 77 years old.

"I don't want to retire. I'd rather be doing this than sitting at home," Shelton said.

"I'm going to do this as long as I'm able to work."

Chief of Police Don Brush said that Shelton works a lot younger than what you might expect for someone who will be 78 in April.

"He hasn't slowed down much

since I've known him," said Brush, who has been with the HPD a year longer than Shelton.

"He would be hard to replace. He knows the operations here and he's very familiar with the town and the county."

"I think Wally is very dedicated to his work, very punctual, and he's suffered very little loss of time since he's been here."

City Manager Dudley Bayne, a close friend of Shelton, had similar praises.

"Is he 78?" Bayne asked. "He doesn't look or act 78."

Bayne said that Shelton will not be asked to retire.

"He's doing a good job and I see no point in it. And, besides, he doesn't want to retire."

"You bet, he's efficient."

Shelton came to Hereford from Missouri in 1949 and went to work with his brother selling tires for Goodyear. He did that for 12 years then took the job as police dispatcher.

Shelton had previous law enforcement experiences, having been a deputy in Oklahoma in the mid-1920's. Besides dispatching, Shelton patrolled some for the HPD.

He once helped Capt. Ray Morgan, then a patrolman, subdue a drunk rearing a disturbance on the corner of 13th Street and Ave. F. Shelton calls it his most exciting time as a Hereford police officer.

"He broke and ran, and Ray caught him just before he got in a building."

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REX EASTERWOOD

Easterwood Announces Candidacy for Judge

Rex Easterwood, Hereford attorney, today announced his candidacy for District Judge of the 222nd Judicial District Court, which serves Deaf Smith and Oldham counties.

In announcing as a candidate, subject to the Democratic Primaries, Easterwood stated: "I feel I am the best qualified candidate for District Judge. I solicit the opportunity to serve as your district judge and assure you when elected that the district court will be conducted with the primary goal to see that law is administered equally and fairly with due

regard for all persons' rights, including the citizen who is called to give his time as a juror."

Easterwood is the second candidate to file for the post. Wesley Gulley, appointed as judge of the newly created 222nd Judicial District, announced he will be a candidate for a first elected term in the Democratic primary.

Easterwood, 41, and his wife, Shirley have one daughter. He is an attorney with the firm of Tubb, Easterwood & Saul and has practiced law in Hereford since his graduation from law school in 1969. His practice includes every aspect of law, with primary emphasis on trial and litigation.

A graduate of Dimmitt High School, Easterwood earned a bachelor degree at West Texas State University and took his law degree at St. Mary's University in San Antonio. Prior to law school, he served two years in the U.S. Army and farmed in Castro County.

Easterwood is a member and active in local and state bar associations, Texas Trial Lawyers Association, First Baptist Church, local Democratic organizations, chamber of commerce, director for Camp Fire Girls, past president and director of Hereford Day Care Center, past president of Kiwanis Breakfast Club, lieutenant governor-elect of District 33 of Kiwanis International, Scottish Rite Mason, and past president of the Oasis Shrine Club.

Bidders Set To Battle in Junior Livestock Auction

By JIM STEIERT
Brand Farm Editor

The golden-tongued oratory of the auctioneer adds what is probably the most exciting and certainly the most important conclusion to any junior livestock show.

It's during the auction that bidders vie with one another for the outstanding animals of the show, and nervous 4-H and FFA youngsters hope for the top prize money on their animals. Money that

could spell the difference between profit and loss.

Such will be the case during the upcoming Hereford Young Farmers Junior Livestock Show Auction, to be conducted at 1 p.m. Saturday, Jan. 28, following the organization's annual stock show competition for youngsters from Deaf Smith, Castro, Parmer and Oldham counties Jan. 26 and 27.

While the drone of the auctioneer and the shouts of bidders add an air of

excitement to the local auction each year, many potential bidders are put off by the confusion of terms and processes that accompany the livestock sale proceedings.

Jigger Rowland, vice president of the Deaf Smith County Booster Club, explains that the processes aren't really all that complicated, and the purchase of a project animal at the auction may cost less than many businessmen think.

"The first thing that happens at the

auction is the establishment of a 'floor' price," Rowland explained.

"The floor is a price bid by local packers for the animals. The packer will then take all animals not designated for donation or holding and pay that price," he added.

Rowland cited steers as an example of the functioning of the floor price.

"Judging from the current price of cattle, we'll project that the floor price will be around 40 cents a pound, if not

more. If a businessman purchased a 1,000 pound steer at a price of 65 cents, he would be paying \$650. But he can turn around and sell the animal to the packer at the floor price and receive \$400. So he is actually out only \$250 for the animal, and that is the price he would pay to the exhibitor," Rowland stated.

The floor price functions in the same manner for lambs and pigs. Rowland emphasized that many individuals may bid only on lambs and pigs, because they

feel they will have to pay less for these animals, but with the floor price established, this may not necessarily be so.

"A lot of the animals on the sale bill will have the words 'take home' beside them, and this means that the exhibitor has elected either to retain the animal for breeding purposes, or to take it to another livestock show. In that case, the exhibitor will not receive the floor price,

(The AUCTION, Page 2)

Let's Cook New Lifestyle Found Through Retirement

By DIANNE BANNER
Brand Staff Writer

The leisurely life of retirement isn't always enjoyed by those who have given up their daily routine of work for "well-earned relaxation", but for Mrs. A.N. McRight it is a "lovely time."

"I just love being retired! It feels so good to share and spend time with my husband. A lot of people say that they don't have

time to do anything since they quit working. I am happy to be retired."

Keeping books for over 20 years at her husband's self-owned business, the attractive woman commented that the only regret she has is not seeing the regular "customer-friends."

Her husband, Nelson, was owner of McRight Garage and Supply since 1954. He sold his

business in July 1974 to retire. The two enjoy the opportunity to travel and are presently planning a trip to Salem, Ore. where their only son Terry resides. He is co-owner of a radio station there.

The eldest of their three grandchildren, Terri Diane, is attending Texas Tech University in Lubbock. She frequently comes to Hereford to visit her grandparents.

The other grandchildren, Conya and Chip live at home in Oregon with their parents.

Mrs. McRight has a twin sister, Nina.

"Growing up with a twin sister was great!" commented the vibrant and optimistic housewife.

"We did everything together, double dated and ran around with friends. We graduated in 1927 from Hereford High School."



NORMA McRIGHT
... heirloom document

in needlepoint which took stichery enthusiast a great amount of time and patience to complete. She calls it her "masterpiece."

She and her husband spend their summer time outside gardening, then canning and freezing vegetables.

She likes to keep house, cook, visit shut-ins, do handwork and as her husband added, "piddle" when time allows.

Mrs. McRight would like to share one of her favorite recipes which was given to her by one of her friends plus a Mexican dish.

COCONUT POUND CAKE
2 sticks oleo
1/2 C. vegetable oil
3 C. sugar
1 tsp. coconut flavoring
1/2 tsp. almond flavoring
6 eggs
3 C. flour

ENCHILADA PIE
1 1/2 lb. ground meat
1 C. chopped onions
1 1/2 tsp. ground cumin
2 garlic cloves chopped fine
2 tsp. chili powder
1 1/2 tsp. salt
Several dashes of black pepper
1 C. water

1 C. milk
1 small can of Angel Flake Coconut
Cream, oleo, shortening and sugar until light and fluffy. Add eggs one at a time, beating well after each addition. Add flavoring. Add flour and milk alternately beating well after each addition. Stir in coconut and spoon batter into 10 in. tube pan or large bunt pan that have been greased and floured. Bake at 350 degrees for 1 hour and 15 minutes.

2 C. taco sauce
12 to 15 corn tortillas
1/2 lb. grated cheese or more
1 C. sour cream

Cook meat, onions and garlic. Spray large casserole pan and line with tortillas then taco sauce. Add meat mixture and water, more tortillas, sour cream and grated cheese. Cook for 1 hour at 350 degrees. Remove cover and brown 10 minutes.

This dish may be prepared ahead of time and frozen, but do not cook for the last 10 minutes when casserole needs to be covered.

Mrs. Rettman Added To Rebekah Rolls

Karol Rettman was welcomed into Hereford Rebekah Lodge #228 during the regular meeting Tuesday evening in IOOF Temple.

With Edna Mathes presiding, special attention was given to the next meeting, scheduled Jan. 24. Friona Rebekah Lodge #308 will bring a team to install new officers of the local lodge.

Members are asked to bring a covered dish for a Pot Luck supper and be in formal attire, if possible. Also, members are reminded to note that the lodge's winter meetings will begin at 7:30 p.m.

A quilt is to be put in the frames this week in the home of Nola Tralston. All members are urged to add their efforts in completing this quilt so that it will benefit each member of the local lodge.

The Hereford Rebekahs took the opportunity to pay tribute to Thomas Wildey, founder of the Independent Order of Odd Fellows, on his birthday. "A pebble cast into the water will make ripples go on and on," a lodge member said, explaining

that this symbolizes the work begun by Wildey, which "has spread good throughout the world and is still going on."

Members present at Tuesday's meeting were: Mrs. Mathes, Verna Sowell, Susie Curtsinger, Ursulae Jacobsen, Lydia Hopson, Ada Hollabaugh, Mrs. Rettman, Martha Bridges, Bessie Saulcy, Faye Brownlow, Frances Parker, Blanche Williamson, Helen Sowell, Peggy Lemons and Gene Bishop.

The five Great Lakes contain almost one-fifth of the world's total supply of surface fresh water.

Canada, measured at its greatest width, is 5,780 miles in breadth.

In 1976, scheduled airlines in the United States carried 3,750,923 tons of freight and mail, for a total of more than 6.2 billion ton miles of cargo service.

The United States-Canadian boundary is 3,989 miles long, not including Alaska.

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TESTS 4 & 5 January 24, 1978
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Society

The Hereford Brand
KERRIE STEIERT
Woman's Editor

Sorority Chapter To Support Fund

Xi Epsilon Alpha Chapter of Beta Sigma Phi members agreed to support the BSP Endowment Funds project for the ensuing three years at a regular business meeting held Wednesday night in the Pioneer Natural Gas Flame Room.

Karen Ruland and Alene Mason were co-hostess and served refreshments of coffee, spiced tea and pies to those present.

It was decided that the program on the American philosopher, William James be postponed until the next meeting which will be held Feb. 7 at the First National Bank. Opal Glenn and Barbara Burkhalter will be co-hostess. Lillie Shipman will give the program.

The sorority received an invitation from L'Allegre Study Club to the Antique Show which will be sponsored by the club. It is scheduled to take place Feb. 4th and 5th. All members were urged to attend.

It was announced by the ways and means chairman that their sorority would sponsor a teen dance during the first week of April at the Community Center.

Also announced was that the chapter had sent a yellow rose bud to Pam Stephens.

The next item to be sent to girls town by Xi Epsilon Chapter will be bathroom tissue.

The Valentine Tea was discussed. It will be from 2 to 4 p.m. Sunday, Jan. 22 at the Ward Parlor of First United Methodist Church. Jo Ann Richburg is their chapter sweetheart candidate. The members will be at the event to support her.

The Valentine Dance is to be from 9:30 a.m. to 1:30 a.m., Feb. 11 at the Knights of Columbus Hall. Theme for the event is "Light Another Torch." Sandy Owsley is the

Hfd. Benefit Association To Convene

Hereford Benefit Association will hold an important annual business meeting at 3 p.m. Saturday in SWPS Reddy Room.

The prime order of business will be the election of new officers. Della Stagner, who is concluding her term as president, will conduct the meeting.

All members of HBA, which is a mutual burial insurance association, are urged to be present at Saturday's meeting.

Panhellenic Women Plan To Assemble

Hereford Panhellenic Association will conduct a business meeting Monday, beginning at 7:30 p.m. in the Community Room of Hereford State Bank.

Members and prospective members are invited to attend.

The people of the ancient kingdom of Macedonia are thought to have descended from migrants who streamed in from the north of Greece, through the valleys of the Morava and Varda Rivers, around 2000 B.C.

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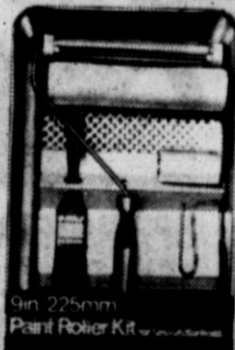


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Executive Beef Promoters

Peaches Reinauer, at left, was the installing officer Tuesday during an important business meeting of Hereford CowBelles at the Country Club. Installed were, from left, Sunny Lemons, president; Kathy

Polan, second vice president; Virginia Yandell, first vice president; Rachel Hunter, chairman of Beef for Father's Day, Sarah Lawson, treasurer and Karen Page, secretary. [Brand photo by Dianne Banner]

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CowBelles Install New Officers

At the conclusion of a lengthy business meeting Tuesday at the Country Club, Hereford CowBelles installed their 1978 slate of officers.

Sunny Lemons was reinstated to her second consecutive term as CowBelle president by Peaches Reinauer, installing

officer, who utilized cowboy paraphernalia to represent the various positions. Other officers include Kathy Polan, second vice president; Virginia Yandell, first vice president; Karen Page, secretary; Sarah Lawson, treasurer; and Rachel Hunter, chairman of Beef for Father's Day.

Following the installation, Mrs. Reinauer conducted an amusing quiz concerning CowBelles and led the group in singing the CowBelle song and repeating the CowBelle creed.

Approximately 45 CowBelles were there, plus three guests. Joyce Gayler, Sue Barrett and Betty Pickens. Mrs. Pickens was accepted as a new member during the meeting.

Marn Tyler announced that

two beeves had been donated to Girlstown, USA, by N.R. Jones and Dave Hopper of Champion Feeders. Mrs. Lemons and Ruth Newsom, who attended the state board of directors meeting Jan. 11 in Wichita Falls, reported that Hereford's promotion of beef brisket in grocery stores has been adopted as a state project and will be incorporated during the coming year by 33 Texas CowBelle chapters.

Also during the state board meeting, which was attended by 30 officers, Ruth Newsom was appointed Texas chairman of Beef on Father's Day, a project which she directed on the local level during the past year.

In other business, the CowBelles discussed the schol-

Week of Prayer for Unity To Be Observed Wednesday

The community is invited to observe the annual Week of Prayer for Christian Unity, Jan. 18-25, by attending a covered dish luncheon and worship service Wednesday.

Sponsored by Hereford Ministerial Alliance, the two observances are open to all citizens.

Members of Church Women United will serve as hostesses during the luncheon Wednesday, which is scheduled from 12 noon until 1 p.m. A program is planned, according to Meredith Wilcox, president of CWU.

That evening, the city's pastors will conduct a community worship service, beginning at 7:30 p.m. in First Christian Church. The service is open to persons of all faiths.

The 71st observance of the annual Week of Prayer for Christian Unity begins on Wednesday and is a worldwide event. Begun in 1908 by the Rev. Paul Wattson, founder of the Atonement Friars, the Week of Prayer is sponsored initially by the Commission on Faith and Order of the National Council of Churches in conjunction with the Graymoor Ecumenical Institute and the Commission on Faith and Order of the World

Council of Churches.

The theme for the 1978 observance -- "No longer strangers"--is taken from the second chapter of St. Paul's Letter to the Ephesians in which

the Apostle to the Gentiles appeals for unity among the Christians of Ephesus who were caught up in personal animosities to the detriment of the community and its witness to Christ.

4-H Personnel to Meet

Claudette Mitchell, who supervises the Deaf Smith County 4-H program, urges all 4-H members, their parents and leaders to attend a meeting at 7 p.m. tonight at the Community Center.

Martha Couch, special resources director, will be giving advice on method demonstrations, how to give them and write them.

Miss Mitchell stressed that it was important for all persons involved in 4-H to be present at tonight's meeting.

Volunteer Opportunities

By Kathy Sealy
Volunteer Coordinator

There are thousands of Texans who are in need of help. Your time and your individual talents can make a child's or

family's life a little brighter. We need people who care enough to volunteer

-to help a child make it through school

-to drive an older person to a medical appointment on short notice

-to check on a handicapped man on Saturdays, just to see if he's all right.

-We need Spanish-speaking volunteers separately!

-The Satellite Workshop is in need of volunteers to teach a client how to knit, measure recipes, and also help supervising.

We know you care. Translate that caring into meaningful action. Call Kathy Sealy, Volunteer Coordinator, at 364-6841 ext. 5 or come by the office in room 415 in the Courthouse.

Hospital Notes

PATIENTS IN HOSPITAL

Steve Batenhorst, Sandra Bock, Frank Carl, Elsie Mae Chapman, Annie Mae Clay, Margaret Diaz, John Davis, Inf Boy Denney, Bertha Dettmann, Vonita Drager.

LaVone Easley, Lindell Fisher, Vera Frank, Viola George, Lillia Hernandez, Estella Herrera, Inf. Girl Herrera, Minnie Ivins, Pamela Kerr, Otis King, Mark Lindeman, Verda Littlejohn, Jewel Lutts, Carl McCaslin, Jack McKinster, Ramon Mireles, George Muse, Maria Morales, Dora Mejia.

Selma Redwine, Caroline Romero, Thomas Plummer, Pam Stephens, Melinda Smith, Ayala Trinidad, Grace Vannoy.

Postage stamp collectors in the United States number more than 16 million.

New Arrivals

Mr. and Mrs. Ronald Lynn Smith are the parents of a daughter, Brigit Rene Smith, born Jan. 8. She weighed 7 lb. 8 oz.

Mr. and Mrs. Gabriel Fuentes are the parents of a daughter, Lisa Marie, born Jan. 8. She weighed 6 lb. 1/4 oz.

Mr. and Mrs. Donald Lee Dalton are the parents of a daughter, Donna Jeanine born Jan. 9. She weighed 7 lb. 13 oz.

Mr. and Mrs. Arthur Leroy Denney are the parents of a son, Anthony David, born Jan. 11. He weighed 4 lb. 10 oz.

Teen Dance Saturday

The Christian Youth Fellowship of First Christian Church invite their peers to a teen dance Saturday night at the Community Center, where "The Last Dance Band" will be performing.

Scheduled from 8 p.m.-12 midnight Saturday, the dance will be catered by parents.

Admission will cost \$3 per person and \$5 for couples.

A group of doves is called a plying of doves.

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Abstracts

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Now... think about what you'd like your bank to be. And think about how you'd like to feel when you visit it.

Think about how you'd like to be treated by the people who work for your bank. The way you'd like to be treated as a person and not just another customer.

Think about the trust you put into your bank. How much you depend on it when you need assistance. And why it's so important to have faith in the people who run it.

Think about all of the reasons why you don't want to feel uneasy when you visit your bank. And why you should feel at home.

We've thought about them. That's why we're the way we are. When you visit our bank, we do whatever we have to do to make it the best of all possible banks for you.

We don't want you to think of us as just another bank. We'd like you to think the best of us.



Make Money Management
Easy!

Ask about our 24-hour
Automatic Teller Machine

THE
**FIRST NATIONAL
BANK OF HEREFORD**

MEMBER FDIC

SINCE 1900

WE ARE CLOSING

OUR HEREFORD
AUTO CENTER
ENTIRE AUTO CENTER STOCK ON SALE!

•INSTALLATION & SERVICE WORK WILL BE DONE BY APPOINTMENT ONLY. DUE TO UNUSUAL HIGH VOLUME EXPECTATION FROM THIS SALE IT WILL BE NECESSARY TO SCHEDULE INSTALLATION & SERVICE BY APPOINTMENT AS SOON AS POSSIBLE

•NO LAYAWAYS ON AUTO CENTER MERCHANDISE
•FURTHER REDUCTIONS NOW! STILL A HUGE SELECTION IN MANY LINES.

CLOSING TARGET DATE
SATURDAY JANUARY 28th

ALL 13" AND 14" PASSENGER TIRES
ALL WHEELS AND WHEEL COVERS
ALL TIRE CHAINS
LUG WRENCHES
CAR AND TRUCK MIRRORS
GAS CANS
GAS SIPHON STOPPER
SIDE PIPE PLATES
ICE & SNOW SCRAPERS
FLOOR MATS
VINYL ELECTRIC TAPE

EVERY ITEM
ON OUR SALES
FLOOR

1 1/2 price

UPHOLSTERY BRUSHES
SEAT COVERS
DOWNGUARD ANTI-FREEZE
AIR FILTERS
BRAKE FLUID
SILCONE SPRAY
LUBE OIL TREATMENT
CARBURATOR & ENGINE TUNEUP
ENTIRE STOCK AIR CONDITIONERS AND PARTS MANY MORE ITEMS NOT LISTED
NOW 1/2 PRICE

EXCEPTIONS: GASOLINE 55.9 BATTERIES 15% off-15" TIRES 20% OFF OIL-CASE LOTS OR SINGLE 33% OFF-THESE ITEMS SEPARATED IN OUR STOCKROOM

Sugarland Mall

JCPenney

Hereford, Texas Only

SAFEWAY

STOCK UP AT SAFEWAY!

Help our Wheat Farmers
Enjoy more products made with wheat!
SAFEWAY
JOINS IN SUPPORT OF OUR WHEAT FARMERS!

TURKEY DRUMSTICKS GRADE 'A' Lb. **35¢** **CHUCK ROAST** BLADE CUT lb. **68¢**

USDA CHOICE **MEAT WIENERS** OR BEEF 12-oz. Pkg. **69¢** **CHUCK STEAK** CENTER CUT 7-BONE lb. **88¢**

SLICED SLAB BACON WILSON'S Random Weight Pkg. SUPER SAVER **98¢** **USDA CHOICE ARM ROAST** SUPER SAVER OR SWISS STEAK lb. **\$1.18**

FRYER BREAST SPLIT WITH BONE SUPER SAVER **99¢** **7-BONE ROAST** USDA CHOICE CENTER CUT Super Saver **88¢**

SLICED BOLOGNA SAFEWAY BRAND MEAT OR THICK SUPER SAVER 12-oz. **88¢** **SLICED BEEF LIVER** **69¢**

BREAKFAST SAUSAGE SAFEWAY BEEF Roll 2 Lb. \$1.57 **79¢** **CATFISH STEAKS** FRESH WATER Super Saver **99¢**

SMOKED SAUSAGE HILLSHIRE BEEF OR POLISH lb. \$1.59 **WHITING FILLETS** CAPE ANN **\$1.00**

CANNED HAMS SAFEWAY BRAND Saver Super 2 1/2 Lb. \$2.99 **CORN DOGS** LITTLE BOY BLUE BRAND 27-oz. **95¢**

MAC & CHEESE DINNER TOWN HOUSE 7.25-oz. Pkg. **20¢**

TOMATOES WHOLE OF PEELED HUNT'S BRAND 14 1/2-oz. Can **35¢**

CORN GOLDEN CREAM STYLE HIGHWAY BRAND 16-oz. Can **25¢**

CHARMIN BATH TISSUE 4-Roll Pkg. **79¢**

DIET COLA CANNED SIX PACK CRABMONT BRAND SIX 12-oz. Cans **69¢**

8-TRACK OF TAPES WORLDWIDE OR AMERICA'S TOP 20 HITS AS SEEN ON TV. Exclusively At Safeway! **\$7.47**

PUFFS COSMETIC Fluffy Cotton Balls 300-Cl. Pkg. **59¢**

POPCORN ORVILLE REDENBACHER SUPER SAVER 15-oz. Jar **79¢**

CREST TOOTH PASTE 7-oz. Tube **1.13**

BIC LIGHTERS DISPOSABLE BUTANE Buy Several **69¢**

GELATIN JELL WELL BRAND SUPER SAVER 6-oz. Pkg. **29¢**

DETERGENT DISHWASHING WHITE MAGIC 50-oz. Box **1.19**

BOUNTY PAPER TOWELS SUPER SAVER Large Roll **63¢**

PECAN TWIRLS MRS. WRIGHT'S SUPER SAVER 8-oz. Pkg. **50¢**

DONUTS GLAZED FROZEN DEL AIR FAMILY PACK SUPER SAVER 12-oz. Pkg. **59¢**

CREAM OF MUSHROOM SOUP CAMPBELL'S BRAND 10 1/2-oz. Can **26¢**

JUICE TOMATO HUNT'S BRAND 46-oz. Can **55¢**

BLEACH WHITE MAGIC BRAND Gal. Jug **59¢**

PIE FILLING CHERRY THANK YOU BRAND 21-oz. Can **89¢**

SAUCE SPAGHETTI PRIMA SALSA HUNT'S BRAND 15 1/2-oz. Jar **59¢**

SOLO DOG FOOD 5 Lb. Bag **99¢**

MEAT PIES MITCHER TREAT BRAND 7-oz. **\$1.00**

BEL AIR DINNERS FROZEN 11-oz. **67¢**

CUT CORN FROZEN DEL AIR BRAND 2 1/2-oz. **\$1.09**

BROCCOLI SPEARS FROZEN DEL AIR 10-oz. Pkg. **51¢**

MEDIUM EGGS LUCERNE FRESH GRADE 'A' Doz. **59¢**

HALF DOZ. COLBY CHEESE OR LONGBORN BRAND **\$1.79**

MARGARINE COLONNAD SOLID 1-lb. **29¢**

BISCUITS MRS. WRIGHT'S TEXAS BUTTERMILK 3 1/2-oz. **\$1.00**

GRAPEFRUIT TEXAS REDS 8 1/2-oz. **99¢**

FLORIDA ORANGES TEMPLE 4 1/2-oz. **\$1.00**

AVOCADOS CALIFORNIA GROWN ea. **49¢**

CARROTS 2-lb. Bag **59¢**

RUSSET POTATOES 10-lb. **89¢**

LIMES Juicy Florida 3 for **49¢**

DATES 12-oz. Pkg. **75¢**

DIEFFENBACHIA 6" POT **\$4.99**

CHOCOLATE MILK LOW FAT LUCERNE BRAND SUPER SAVER 1/2-Gal. **1.59**

ICE CREAM SNOW STAR BRAND SUPER SAVER 1/2-Gal. **88¢**

APPLES WASHINGTON STATE RED OR GOLDEN DELICIOUS lb. **33¢**

CREAM CHEESE LUCERNE BRAND SUPER SAVER 3-oz. Pkg. **19¢**

TOTINO'S PIZZA 13-oz. Pkg. SUPER SAVER **79¢**

PATIO DINNERS FROZEN MEXICAN SUPER SAVER 12-oz. Pkg. **59¢**

POTATOES LESS THAN 6.5¢ PER POUND RUSSET ALL PURPOSE 20 Lb. Bag **\$1.29**

PRICES EFFECTIVE THURSDAY, JANUARY 19, 1978 THRU WEDNESDAY, JANUARY 25, 1978

Calendar of Events

THURSDAY
 Farm and Ranch Club, K-Bob's Steak House, noon.
 Bay View Study Club, home of Mrs. Jack Wilcox, 2 p.m.
 L'Allegria Study Club, home of Marlene Farley, 9:30 a.m.
 Chamber of Commerce annual banquet, County Bull Barn, 7 p.m.
 Senior Citizens film to be shown free of charge at Deaf Smith County Library, 3 p.m.
 Wyche Home Demonstration Club, home of Mrs. Bob Thuet, 2:30 p.m.
 Hereford Study Club, home of Mrs. Joe Story, 7:30 p.m.
 Alpha Iota Mu Chapter, Beta Sigma Phi Sorority, Hereford State Bank, 7:30 p.m.
 Los Ciboleros Chapter, Daughters of the American Revolution, home of Mrs. Ron Smith, 149 Nueces St., 3:30 p.m.
 Kiwanis Club, First Presbyterian Church, noon.
 Hereford TOPS Club, Community Center, 9 a.m.
 Round dance lessons at the Community Center, 8 p.m.
 American Association of Retired Persons, Community Center, 7 p.m.
 VFW, VFW Clubhouse, 8 p.m.
 BPOE Lodge in Elks Hall, 8:30 p.m.

FRIDAY
 Merry Mixers Square Dance Club, Community Center, 8 p.m.
 Kiwanis Breakfast Club, Dickies Restaurant, 6:30 a.m.
 Community Duplicate Bridge, REC Medallion Room, 7:30 p.m.

SUNDAY
 Beta Sigma Phi Sorority's Sweetheart Tea at First United Methodist Church, 2-4 p.m.

MONDAY
 Deaf Smith County Lapidary Club, Community Center, 7:30 p.m.
 Velda Study Club, home of Mrs. Lloyd Crume, 8 p.m.
 VFW Auxiliary, VFW Clubhouse, 7:30 p.m.
 Country Home Demonstration Council at Deaf Smith County Library, 2:30 p.m.
 Hereford Toastmasters Club, Caison Steak House, 6:30 a.m.
 Odd Fellows Lodge, IOOF Hall, 8 p.m.

TUESDAY
 Progressive Home Demonstration Club, home of Mrs. Taft McGee, 9:30 a.m.
 Merry Go Rounds Round Dance Club to travel to Dimmitt.
 Hereford Art Guild to meet in art room of Community Center, 7:30 p.m.
 Rebekah Lodge, IOOF Hall, 8 p.m.
 Planned Parenthood Clinic open at 101 Ave. E from 8:30 a.m.-3 p.m.
 Hereford TOPS Club 576, Community Center, 9 a.m.
 Weight Watchers at First Baptist Church, 6:30 p.m.
 Singles group in Fellowship Hall of First Baptist Church, 7:30 p.m.
 Preschooler story hour at Deaf Smith County Library, 9:30 a.m.
 Hereford Rotary Club, K-Bob's Steak House, noon.
 Dandi Doers 4-H Club, Community Center, 4 p.m.
 Young Mothers Study Club to meet at First National Bank, 7:30 p.m.

WEDNESDAY
 Fun-Food Fellowship to meet at First United Methodist Church, 11 a.m., followed by luncheon.
 Noon Lions, Community Center, noon.
 Story hours at Deaf Smith County Library: preschoolers at 9:30 a.m. and 3 p.m.; 1-4 graders at 4 p.m.
 TOPS Chapter 918, Community Center, 6:30 p.m.
 Blood donors urged to give blood at the Community Center, 4-6 p.m.
 Ministerial Alliance sponsoring covered dish luncheon at 12 noon at First Presbyterian Church and community worship service at 7:30 p.m. in First Christian Church. All welcome.

THURSDAY
 Square Dance Lessons at Community Center, 7:30 p.m.
 TOPS Club, Community Center, 6 p.m.
 Easter Lions at Easter Clubhouse, 8 p.m.
 Merry Maidens 4-H Club, Community Center, 4 p.m.

Convention Speaker

Congressman Jack Hightower is shown with Georgia Holt, fourth vice president of WIFE (Women Involved in Farm Economics) during that organization's first state convention, held Saturday in Amarillo. Hightower praised the efforts of WIFE, saying that the newly-formed organization played "a significant role" in the final version of the farm bill.

Courthouse Records

WARRANTY DEEDS
 Susie Conklin to Richard Collins et ux, The north 140 feet of the east 130 feet of block No. 1, together with 1/2 of the closed street adjacent to Block No. 1 of Hester & Baskin Subdivision of block No. 3 Mabray Addition.
 Santiago De Luna et ux to Charles D. Kelley, All of lot No. 67 and the east feet of lot No. 66 of Higgins Subdivision of block No. 9 of Womble Addition.
 L.H. Brady et ux to Addie E. Phillips, Being a part of block No. 66 of the town of Hereford and Additions.
 Josephine T. Friemel to Jerome L. Friemel et ux, All of section No. 93 in block K-4, Deaf Smith County, except the southeast quarter and the west 40 acres of the northeast quarter of said section 93.
 John David Martin to Judy Ann Teague Martin, The south 50 feet of the north 59.25 feet of lots 5 and 6, block 4, Events Addition.
 Marie Griffin to J.C. Tierce et ux, The north 50 feet of the south 150 feet of the east 140 feet of block 3, Ricketts Addition.
 Kelly Tyler et ux and N.E. Tyler et ux, 2.26 acres out of the southeast part of the southwest quarter of section 81, block K-3, Original Arantee, Adams, Beaty & Moulton.
 Mike Ferguson et ux, to Stanley R. Slagle et ux, The west 111.17 feet of lot No. 11, in block no. 1, Green Acres Estate.
 Clarence Loyd Flowers et ux, et all, to Lawrence G. Stoddard et ux, All of the north 60 feet of the south 384.84 feet of the west 1/2 of block 42, Events Addition.
 Harylon H. Pitcock et ux to J.H. Green, All of lot 10, except the north 10 feet there of, block 4, Green Acres Estate.
 Lawrence G. Stoddard et ux to Alfonso Cepeda Aguirre et ux, All of the north 60 feet of the south 384.84 feet of the west 1/2 of block 42, Events Addition.

MARRIAGE LICENSES
 H.C. Clayborne Jr. to Anna Lee Freeman, Jan. 16.
 Norbert Adolph Skypala to Helen Anna Westhoff, Jan. 16.
 Terry Lane Noble to Marie Elizabeth Rawbins, Jan. 16.
 Carson Dean Williams to DeAnn Dickson, Jan. 16.

The Utah state legislature has the highest percentage of legislators from the field of education. Twenty-six percent of that state's lawmakers are professional educators.

Amber, a solidified resin that comes from trees, can trap and preserve insects, which gives scientists a first-hand look at life millions of years old.

RED BALL
 Since 1919
CUSTOM MOVING & STORAGE CO.
 815 W. PARK 364-6352
 local, long distance moving & storage

Ann Landers' Exhausted Teacher Speaks



DEAR ANN: Thank God it's Friday! Entertaining my 28 first graders all week has left me dizzy and footsore. But I have just enough strength left to comment on the "Entertainment in the Schools."

This is my 14th first-grade class. Every year I improve my act in order to keep the attention of my students long enough to teach them something.

I organize games, I dispense gumdrops and jelly beans. I draw fun cartoons, sing songs, stand on my head.

The parents expect me to make their children like school. My bosses expect me to convince the parents that our school system is wonderful. So I do—to the point of exhaustion.

But what happens if next year's teacher isn't young enough or corny enough to compete with Bugs Bunny and the Bionic Woman? She'll be labeled mediocre.

It's no wonder kids get into high school (or college) without knowing how to study. The teachers, the administrators and the parents have convinced them that it is their right to be entertained. Sign me —

Accountable In Kalamazoo
DEAR ZOO: Thanks for letting us know how it is in Michigan. I've received letters from Alabama, California, Massachusetts, and Minnesota saying the same thing. Everybody knows better than anybody.

DEAR ANN LANDERS: I will be holding my breath waiting for an answer to this letter. This is the most ridiculous situation I've ever heard of and please, Ann, don't think it is made up.

My husband and I have been married for five years. This is the second marriage for both. We have been very happy and had lots of good things going for us. Recently he ran into a girl friend from 20 years ago and now he thinks he is still in love with her. He says he loves me, too, and is still living in the house; but she is getting all of his physical love while I am in bed alone several nights a week until 1:00 a.m.

He is going for counseling and I have started to go also. Now for the ridiculous part. His mistress is the receptionist at the Mental Health Clinic. So while my husband and I go for

counseling to try and save our marriage, his mistress is making our appointments. He says he loves us both but if he had to choose today he'd choose her.

I want him to go for counseling with our pastor but he refuses - says it would be too embarrassing. So I go to the clinic with him and smile sweetly at his mistress.

I hate what our life has become but I think he is going through male menopause trying to recapture what he had with her 20 years ago. Incidentally he did not marry her when he had the chance, back then.

I have received lots of words of wisdom from my pastor and best friends. Please, Ann, add yours. — Confused!

DEAR CONFUSED: Give it another three months. If Rover Boy doesn't shape up and stay home nights, sue for separate maintenance. Enough is enough.

CONFIDENTIAL to Where Am I? Nowhere. Tell Fat Stuff to buy a bag of popcorn and stay home and burn out his own TV tubes. He doesn't sound like much of a "date" to me.

Photo Collection Provides Program

An unusual and informational hobby of Aileen Montgomery provided the program Tuesday afternoon for members of La Affiliata Estudio Club, who met in the home of Leola Cook.

Mrs. Montgomery has been photographing courthouses in Texas since 1960, having amassed 162 pictures. She illustrated her program with 60 photos from her collection and referred to "Courthouses of Texas" by Coursey and "The Texas Courthouse" by Rayfield Welch and Larry Nance. She explained that the Lone Star State's 254 courthouses represent four basic architectural styles.

Della Stagner, club president, conducted the routine business discussion. Correspondence was read and the various committee chairmen gave reports.

Refreshments were served by Mrs. Hopson and her co-hostess Alberta Higgins. Other members present were Irene Markham, Ora Morgan, Pet Ott, Linnie Mae Roberson, Emily Suggs, Madeline Bell, Tresa Hale, Lucille Hughes, Eva Gilliland and Ailyn Johnson.

THR Allotted Over \$1 Million

The Texas Department of Health Resources is one of 42 state agencies that have reached the maximum expenditure level to qualify for additional funds in a reallocation to operate the Special Supplemental Food Program for Women, Infants and Children, according to the U.S. Department of Agriculture (USDA).

Through the reallocation, Texas will receive an additional \$1,333,000. Food and Nutrition Service officials announced today. The state spent at least 90 percent of the WIC money available to it for November, 1977, and therefore shared in a redistribution of unspent funds recovered from states where the maximum monthly expenditure level was not met.

This is the fifth in a series of the WIC reallocations to encourage states to expand WIC caseloads gradually by spending more of the money USDA makes available. The funds, which amounted to about \$23 million for the 42 states, are to be used between now and September, 1978.

The WIC program serves pregnant and nursing women, infants and children up to five years of age. To be eligible, participants must be "at nutritional risk" because of poor or inadequate diet and low income. The program provides monthly food packages of baby formula or milk, cereal, eggs, cheese and juice.

At Wits End

BY ERMA BOMBECK

Every couple of years or so, some inventor thinks he has put together a robot housewife that will electronically do all the chores a woman does.

The last one I observed was a 275-pound little number, built from parts of autos and appliances, that stood six feet tall. The owner was thrilled that it was programmed to meet the mailman and empty the garbage.

Whatya wanta bet? In a couple of weeks it will be emptying the mailman and meeting the garbage. No one tells a computer what to do. Everyone should know that by this time.

Do you remember your first computer? Mine was a little number at the IRS in Cincinnati. For no apparent reason it coughed up a bill for \$42.17.

I called the computer and a person answered the phone who said she had nothing to do with my return as it was handled exclusively by the computer.

"Would you please put the computer on the phone? I have a question."

"That is not possible," she said. "Computers do not answer the phone. They are not human."

"Then perhaps you would have it write me and explain the billing."

"Computers are not programmed to write letters," she said.

"I see. Could I drop by and have a discussion?"

"Computers do not receive people and have discussions."

"Then perhaps you could tell it I called."

"Computers cannot hear, nor do they take messages."

"Could I threaten it?"

"I'm afraid not. They have no natural enemies."

"What would happen if it knew we no longer had a relationship?"

"A computer has no feelings."

"Look, if it can't talk, hear, respond or feel, then what if I don't send it a check for \$42.17?"

"It could put you in a slammer for twenty years."

Computers just better watch their step. I predict someday they'll be replaced by people and then where will they be?

TONETTES
 FOR SCHOOL

SPECIAL PRICE 95¢
STAN KNOX TV & MUSIC
 900 N. Lee Hereford 364-0766

SALE The Dude



79¢



Texas Tastin' Good!™
 The Dude. Countrified, chicken-fried meat, crisp fresh lettuce, and red, ripe tomato on a golden bun.

Tuesday thru Sunday January 17 thru 22 only.

Only at participating stores.

GRAND OPENING SPECIALS Prices off thru Sun.
Free Coffee & Cokes-Friday & Saturday

Pork Sausage 98¢ LB. Bologna 99¢ LB.

25-LB. Beef Pac

6-LB. Chuck Roast 6-LB. Ground Beef

4-LB. Round Steak 3-LB. Short Ribs

4-LB. Rib Steak 2-LB. Beef Stew

Pork Steak \$1.19 LB.

Ready-To-Go Hot Bar-B-Q Beef Sandwiches \$2.89

WE REDEEM USDA FOOD STAMPS

THE MEAT MARKET
 421 N. 29 Mile Avenue



2400 Extra Gunn Bros. STAMPS

BY REDEEMING 2 COUPONS EACH WEEK FOR THE NEXT 12 WEEKS...



PRICES EFFECTIVE THRU SAT., JANUARY 21, 1978. QUANTITY RIGHTS RESERVED. NO SALES TO DEALERS.

(STORE HOURS AND ADDRESSES)



Round Steak

\$ **1.39** LB.

U.S.D.A. CHOICE BUTCHER BLOCK BEEF

Arm Pot Roast

BEEF CHUCK **\$1.09** LB.

U.S.D.A. CHOICE BUTCHER BLOCK BEEF

Chuck Roast

BONELESS **\$1.09** LB.

U.S.D.A. CHOICE BUTCHER BLOCK BEEF

Chuck Steak

7-BONE CUTS **99¢** LB.

CENTER SLICES BEEF ROUND U.S.D.A. CHOICE BUTCHER BLOCK BEEF

Be A Total Saver

PLASTIC Glad Wrap

48¢

WISHBONE Italian Dressing

58¢

Fabric Softener

SQUIRE PINK

64-OZ. BTL.

59¢



MEADOWDALE WHOLE OR CREAMED STYLE

Golden Corn 4 \$1 16-OZ. CANS

VAN CAMPS

Pork & Beans ... 3 79¢ 16-OZ. CANS

EARLY JUNE PEAS

Lindy Peas 4 89¢ 16-OZ. CANS



Camelot Shortening

PURE VEGETABLE

3 \$1.28 LB. CAN



30¢ THIS COUPON WORTH 30¢ TOWARD THE PURCHASE OF ... **30¢**

1-LB. CAN ... ALL GRINDS

Folger's Coffee

COUPON GOOD THRU JAN. 21, 1978. LIMIT ONE COUPON PER CUSTOMER.

MEADOWDALE CUT

Green Beans . 3 79¢ 16-OZ. CANS

CAMELOT

Pear Halves 59¢ 29-OZ. CAN

ASSORTED BETTY CROCKER

Hamburger 64¢ HELPER 7-OZ. BOX

CAMELOT

Applesauce 3 \$1 16-OZ. CANS

WELCH'S

Grape Jelly 68¢ 29-OZ. JAR

CAMELOT

Fruit Cocktail 59¢ 29-OZ. CAN

ASST. FLAVORS - WAGNER

Breakfast Drink . 38¢ 32-OZ. BTL.

HUNT'S BRAND

Catsup 39¢ 14-OZ. BTL.

ELLIS

Tamales 59¢ 29-OZ. CAN



MOUTHWASH

Listerine

\$1.45 20-OZ. BTL.

FAST PAIN RELIEF

Anacin Tablets

83¢ 30-CT. BTL.

CHILDREN'S

Bayer Aspirin

45¢ 30-CT. BTL.

LIQUID

Prell Shampoo

\$1.79 11-OZ. BTL.

Ice Milk • Twin

Pops or Fudge Bars .. 89¢ 12-CT. PKG.

We Give Gunn Bros. Stamps

200 BONUS STAMPS

JUST CLIP AND REDEEM OUR STAMP COUPONS!
2 COUPONS WILL APPEAR IN OUR
AD EACH WEEK FOR 12 WEEKS
REDEEM THEM ALL FOR 2400 EXTRA STAMPS!

No. 1 THIS COUPON IS GOOD FOR
100 FREE GUNN BROS. STAMPS
AT YOUR IDEAL FOOD STORE.
No Purchase Required
Please fill in your name and city.
Only One Coupon Per Customer-Coupon Expires 1-25-78.

No. 1 THIS COUPON IS GOOD FOR
100 FREE GUNN BROS. STAMPS
AT YOUR IDEAL FOOD STORE.
With the Purchase of \$5.00 or more in Groceries.
Please fill in your name and city.
Only One Coupon Per Customer-Coupon Expires 1-25-78.



Chuck Roast U.S.D.A. CHOICE BUTCHER BLOCK BEEF BLADE CUTS...LB. **69¢**
Rib Steak U.S.D.A. CHOICE BUTCHER BLOCK BEEF LARGE END - BEEF RIB...LB. **\$1.39**
Slab Bacon HICKORY SMOKED SLICED BULK PACK...LB. **99¢**
Pork Chops ASSORTED PORK LOIN...LB. **\$1.39**

U.S.D.A. CHOICE BUTCHER BLOCK
Round Steak BEEF - BONELESS...LB. **\$1.59**
U.S.D.A. CHOICE BUTCHER BLOCK
Chuck Roast BEEF - 7-BONE...LB. **99¢**
U.S.D.A. CHOICE BUTCHER BLOCK
Round Tip Steak BEEF - BONELESS...LB. **\$1.69**
PORK LOIN
Country Style Ribs...LB. **\$1.29**
RIBS ATTACHED - GRADE "A"
Fryer Breasts FRESH...LB. **99¢**
GRADE "A" FRESH DRUMSTICKS OR
Fryer Thighs...LB. **89¢**
HUDSON'S GRADE "A" - FRESH
Cut-Up Fryer...LB. **69¢**
RATH BLACKHAWK - HICKORY
Sliced Bacon SMOKED OR SMOKEY MAPLE...LB. **\$1.29**
RATH BLACKHAWK - HICKORY
Sliced Bacon SMOKED...2-LB. PKG. **\$2.57**
OSCAR MAYER - MEAT OR BEEF
Skinless Franks...LB. **\$1.39**
OSCAR MAYER MEAT OR BEEF
Sliced Bologna...8-OZ. PKG. **85¢**
BLUE MORROW PRE-COOKED
Beef Fritters OR STEAK FINGERS...1-LB. PKG. **\$1.19**



OUR LATEST "Cash King" WINNERS!

\$1,000 WINNERS

Elele Ports of Enid
Pearl Gann of Boise City

\$100 WINNERS

Brenda Norton of Enid
Oleta Carlton of Pampa
Gerene Harmon of Boise City
Homer Goodale of Woodward
Tish Doan of Pampa
Opal Hughey of Plainview

ODDS CHART as of Jan. 7, 1978
Scheduled Termination Date of this Promotion is Jan. 28, 1978.

PRIZE VALUE	NO. OF PRIZES	ODDS FOR 1	ODDS FOR 2	ODDS FOR 3	ODDS FOR 4
\$1,000.00	9	74,000 to 1	37,400 to 1	8,540 to 1	
100.00	91	7,400 to 1	3,700 to 1	900 to 1	
10.00	179	3,700 to 1	1,800 to 1	270 to 1	
5.00	853	1,210 to 1	600 to 1	87 to 1	
2.00	1,841	411 to 1	200 to 1	39 to 1	
1.00	11,362	80 to 1	30 to 1	4.2 to 1	
TOTAL	13,034	40 to 1	24.8 to 1	3.8 to 1	

At Ideal...

CAMELOT **Brown & Serve Rolls** 12-CT PKG. **38¢**
ERA **Liquid Detergent** HEAVY DUTY 64-OZ. BTL. **\$2.19**
AUTOMATIC DISH **Cascade Detergent** 60-OZ. BOX **\$1.19**

FRESH DAIRY

GRADE "A" CAMELOT **Medium Eggs** 75¢ DOZ.

CAMELOT SOFT **Margarine** 16-OZ. TUB **88¢**
PILLSBURY CRESCENT **Rolls** 4-OZ. CANS **89¢**
JALAPENO OR ONION SINGLES **Kraft Singles** 6-OZ. PKG. **59¢**

FROZEN FOOD

WELCH'S **Grape Juice** 6-OZ. CANS **\$1**
Banquet **Pies** 8-OZ. PKGS. **4 \$1**
• CHICKEN
• BEEF
• TURKEY
• CHERRY
• APPLE
• PEACH

CAMELOT **Corn or Peas** 16-OZ. PKG. **44¢**
ORE-IDA **Tater Tots** 16-OZ. PKG. **43¢**



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Farm News



Compiled By JIM STEIERT, Brand Farm Editor

Costs, Decreasing Water May Cut Production

COLLEGE STATION — The combination of low farm prices, high energy costs, and decreasing water supplies in some areas could substantially reduce Texas agricultural production, contends an economist with the Texas Agricultural Extension Service.

Sixty percent of Texas crop production comes from irrigated land, notes Dr. Ron Knutson. Studies indicate that unit costs of production from irrigated land for major Texas crops such as cotton, wheat, milo and corn are substantially higher than lower yielding dryland costs and above current market as well as farm program target prices.

For example, the economist indicates that total irrigated cotton costs on the High Plains average 63 cents per pound and dryland cotton costs average 46 cents per pound while the target price for cotton is 52 cents per pound. Irrigated wheat costs average \$4.72 per bushel; dryland, \$3.39, and the target price is \$3. Milo costs in the Rio Grande Valley on irrigated land are estimated at \$5.26 per hundred-weight; dryland costs are \$4.04. The target price for milo has not yet been announced but is expected to be about \$4.

Knutson explains that under the 1977 Food and Agriculture Act, the government pays producers the difference between the target price and the average market prices whenever the average market price falls below the target price. Market prices are currently substantially below target prices for all major Texas crops except rice. Target prices are based on the U.S. average cost of production. These costs consider out-of-

pocket costs, machinery costs, overhead costs, a return to management and family labor, and a 3.5 percent return to land.

"These cost figures indicate there is trouble ahead for many Texas producers," says Knutson. "While Texas production cost estimates cited here are not strictly comparable - and substantial cost variation exists among producers - a comparison of target prices and average costs clearly indicates serious pressures exist on many producers to make ends meet financially."

A continuation of producer prices in the neighborhood of U.S. target prices over a period of years could result in a realignment of land values, increased risk of financial failure, increased consolidation of farm operations, conversion from irrigated to dryland production, and even a reversion from crop to ranching and cattle production in some areas of the state. The result could be an absolute reduction in Texas crop output, contends the economist. The magnitude of these effects is not known and must await further study. What is known is that a further increase in energy costs, wasteful use of water supplies, and continued low prices will increase the severity of the problem.

Research has shown that through the use of new crop production systems, it is often possible to produce crops at lower cost using less energy, water, fertilizer and chemicals. Some drought and disease resistant varieties are also available. However, this research is just beginning and has not yet been applied on an

extensive basis.

Are there any current solutions to the farmers' dilemma?

Knutson suggests that potential policy solutions to the problem might lie in higher target prices for higher cost production areas, subsidies on input prices used in agriculture, or substantially increased research and extension support for discovery and implementation of cost-reducing production techniques.

Government Sets Target Prices

LUBBOCK — Jan. 12 the White House officially announced the '77 target price for grain sorghum at \$4.07 per hundred-weight. The '78 target price for sorghum will be \$3.96 cwt.

It is directly because of Grain Sorghum Producers Association's (GSPA) work with Congress that the 1977 Food and Agriculture Act contains a provision establishing sorghum target prices in relation to the cost of production, according to A.W. Anthony of Friona, association president.

When the bill became law in September, GSPA was lauded

as having won a major battle for grain sorghum farmers. However, OMB influenced the White House to hold up on final announcement of the target price until now.

The \$4.07 target insures sorghum farmers of over \$300 million in deficiency payments on their '77 crop. Deficiency payments (the difference between the target price and the government loan level) are estimated at 68 cents cwt. for sorghum, with the exact amount to be determined by the average price received by farmers from Oct. 1 through Feb. 28.

Amount of Pork To Be Up

WASHINGTON (AP) — The amount of pork entering the consumer market this year should be 10 percent greater than in 1977, an Agriculture Department analysis says. That's less than was thought in the fall, but still enough to keep total red-meat production running 1 to 2 percent above last year, said a paper from V. Eldon Ball of USDA's Economic Research Service.

The prospects also are for a slower dip in the slaughter prices hog growers receive than first thought. Ball forecast averages for the winter near \$40 per 100 pounds "before slipping to the middle-\$30 range this spring," with the possibility of a dip below \$30 between seasons.

Economist Glenn Grimes of the University of Missouri has predicted averages between \$38 and \$41 in the January-March quarter and between \$36 and \$39 in the spring.

They and others foresee lower prices in the spring and fall. As a recent Farmers Union newsletter put it, better prices than earlier expected "might keep farrowings climbing and lead to rather sick markets next fall and winter."

In December, prices averaged about \$44.30, up 16.4 percent in a year.

For consumers, whose demands have a major but not total effect on slaughter prices,

Ball's analysis had mixed news: good supplies, but still a climb in overall meat prices in 1978 because of "the effects of inflation on processing and marketing costs" beyond the farm gates.

USDA figures show choice-grade beef averaging \$1.43 a pound last month at retail, a 3.2 percent climb in a year.

Retail pork prices may average 5 percent higher than a year ago though June, he said, although end-of-year declines should bring the year-to-year figures to a decline of 2 to 3 percent.

Pork last month averaged \$1.31 a pound at retail, up 11.4 percent in a year. The spreads between farm and retail prices will down for beef but up 2.6 percent for pork.

As important as the hog and pig inventory is to pork prices, the situation in the beef market is probably equally influential.

USDA is predicting "modest reductions" in the beef supply, but the cuts are coming in the part of the slaughter that usually goes into hamburger, range-fed cattle.

Marketings of grain-fed cattle from feedlots are expected to increase. Ball said, but not enough.

At the same time, a National Cattlemen's Association analysis notes, consumer demand for hamburger is rising to the point where it accounts for 40 percent

of all beef sales.

The probable result, according to the NCA study, will be higher-quality hamburger with a higher price tag and indications that the public will spend some extra grocery money on other meat, like pork or chicken, but not reduce their

beef consumption too much.

In the fall quarter of 1977, with disposable income in the economy working out to \$1,521 per person, an estimated \$32.84 was spent per person for beef to eat at home, \$17.65 for pork, \$1.48 for veal and 70 cents for lamb or \$52.67 for red meat, a

few cents above average for the last three years.

Pork's role in the last half of the year depends on whether farmers decide to expand their continuing plans to increase the supply or keep their farrowing below 10 percent, in hopes of stable prices, Ball said.

Minimum Pay Set

WASHINGTON — Secretary of Agriculture Bob Bergland has announced sugarcane and sugarbeet field workers must be paid a minimum of \$3.00 to \$3.60 an hour for work on the 1978 crop.

The rates apply for all field work performed on or after Nov. 8, except in Hawaii and Puerto Rico, where sugarcane work rates are set by labor union agreements or by federal or local legislation or regulation.

This is the first time since 1974, when the old Sugar Act expired, that the Secretary of Agriculture has been required to set minimum wage rates for sugar field work.

Producers must pay at least the minimum rate to their workers to qualify for the federally-insured price of 13.5 cents per pound, raw sugar equivalent, for their sugarcane or sugarbeets.

The 1978 rate for the local producing area is \$3 per hour for

hand labor operations of thinning, hoeing, hoe trimming, weeding, pulling, topping loading or gleaning sugar beets.


Provision is also made in the minimum wage regulations for reductions in the piecework rates specified for the sugarbeet area if the beets are planted in wide rows, and for increases in planted in narrow rows.

Other provisions of the regulations specify producers cannot reduce the specified

minimum wage rates through any subterfuge or device, and records which will demonstrate that each worker has been paid in accordance with regulations be maintained.

A notice of the proposed determination of minimum wage rates for sugar fieldworkers was announced by the Secretary on Nov. 8, 1977. The Department received 45 responses to the invitation for comments on the proposal.

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AN OPEN LETTER TO OUR FARMING FRIENDS

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Charges are being made to the effect that Pioneer Hi-Bred International, Inc., is not sympathetic to the financial difficulties you are experiencing. I want to emphatically state that such is not the case. Nothing could be further from the true stand of Pioneer Hi-Bred International, Inc.

No company or organization is more aware of the contribution American farmers make to the economic health of the U.S. and to the survival of the world's population. In fact, Pioneer has spent untold manhours and dollars telling this story to the general public and to economic and governmental leaders...NOT for just the past four or five months, but from our company's earliest beginnings.

No company or organization is more aware of the economic pressures put on you, either. In fact, our success is directly tied to you. You're not just a customer. Many of you participate in the research that develops our products. Others of you help produce our seed. And then many of you also help market Pioneer brand seeds. To understand your problems is as basic to our business as is the research, production and marketing of our planting seed.

The man who founded Pioneer Hi-Bred International, Inc., dedicated his life to the welfare of the American farmer. It was our founder, Henry A. Wallace, who first produced and marketed hybrid seed on a large scale...which may be the greatest individual contribution in the history of agriculture. To suggest that the company he founded does not understand or support you, the farmer, is a serious error and a supreme injustice.

A letter written by an individual of the Garst and Thomas Hybrid Corn Company of Coon Rapids, Iowa--an independent company which distributes Pioneer brand products in Southwestern Iowa, Kansas, Nebraska, Colorado and Missouri--is being circulated among farmers. The comments in that letter do not reflect Pioneer policy and attitudes. The letter was NOT written by an official of Pioneer Hi-Bred International, Inc. It reflects ONLY the views of its writer.

I will not speculate about who is spreading this charge among you...or why it is being done. Farmers who know Pioneer, and the work we've done to support your cause, will know this charge is NOT true. If you don't know already, we hope you'll recognize that, through honest error or malicious intent, you are being misled if told that Pioneer Hi-Bred International, Inc., is not the farmer's friend.

Sincerely,
James W. Lindsey
James W. Lindsey, President
Southwestern Division

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