



**THE POPULAR STORE** — This picture, taken in 1938, shows Gaston Baer's store when it had just half the store front it has today. Baer opened the store in its Main Street location 50 years ago and it's in the same place today.

# It's April -- and Gaston has baked a cake...

By MELVIN YOUNG  
Managing Editor  
April is here and what has Gaston Baer done about it? Well sir, he's baked a cake and he's inviting all his friends to share it. And what does Teddy think about all this? To date, she has not seen fit to comment on Gaston's culinary talent but thinks the occasion certainly merits a cake. After all, it's Gaston's 50th Anniversary as a Hereford merchant. In fact, 50 years at the same Main Street location. It was 50 years ago this month that Gaston E. Baer and his bride came to Hereford and established the Popular Store on the city's main street. The young merchant had been in this country only 7 years and was still having some difficulty with the language but he knew how to merchandise and he knew how to turn a neat profit. His late teens and early 20's

had been spent in New Mexico learning the trade by helping a brother operate a general mercantile store at Vaughn. He learned fast and by 1921 he was ready to open shop on his own. The little city of Hereford, about 2000 strong at that time, looked like a good place to start. "It's a great place and I wouldn't want to live anywhere else," Baer said when interviewed this week. "The town has been good to me and I've enjoyed doing business here." Actually, Gaston Baer would probably not have been in Hereford or even America except for a series of happenings evolving from the rumors and threats of war in his native France. Although Gaston was born and reared in Paris, his father was a German citizen and when it appeared that Germany would march against France, the elder Baer became concerned about his family's safety. He gathered them up one day at noon and by nightfall the family was on their way to the nearest port and soon boarded a ship for America. Many people were leaving the old country at that time for the sanctuary of America. Soon after arriving in America the family migrated to Michigan where they had relatives and Gaston Baer would probably be there yet except for the difficulty he was having with the English language. The fact that so many other foreign born had settled in Michigan made it even more difficult since many languages and dialects were still spoken there. So the decision was made to send Gaston to Vaughn, N.M. where a brother owned a store. He would not only learn the language but the dry goods business as well. And it was also in New Mexico that Gaston met and married Pauline Berg. Soon afterwards the couple came to Hereford to build a business and raise a family. Their only daughter, Teddy, was born and educated here and she and her husband, Irving J. Alexander, are now active in the business. Those early days were hard however and the Baers spent long hours in the store. But the business grew and the Popular Store, as it was then known, had built a solid foundation by the time the "dirty 30's" arrived. These were indeed trying times and many businesses failed but Gaston and Mrs. Baer kept the faith, watched their pennies and always had a good stock of merchandise on the shelves for their customers. Back then, a good stock of merchandise usually meant plenty of brogans and stacks of overalls for the boys and a few print dresses for the ladies. A few suits and "fancy" dresses filled out the stock. The dry goods business has undergone a tremendous change since 1921, according to Gaston, and so has the Popular Store. In 1949 the Baer's son-in-law joined the family in the business and envisioning a continued growth for the city, started making plans for expansion. At that time the store had a 12½ foot front and was about 100 ft. deep. In 1954 an additional 12½ foot building adjoining the store on the north was incorporated and in 1960 another 25 ft. was included in both buildings being extended to the alley. A complete remodeling program was carried out and a basement and mezzanine constructed at the back of the north building. The store had no more than quadrupled its floor space. Additional expansion was undertaken in 1965 when the new shopping complex, Sugarland Mall, was completed and just one year later Mr. and Mrs. Alexander opened a branch store in the Western Plaza complex in Amarillo. "We're still looking ahead," Gaston said. "You've got to keep abreast of the trade if you are going to stay on top." But Gaston Baer will always remain at his spot on Main Street regardless of how many

## Bronco League meets tonight

There will be a meeting at 8 p.m. today at Pioneer Natural Gas warehouse for representatives of the Bronco Baseball League to work out final plans for the upcoming try-outs. John Bunch, president of the Bronco League, said all interested persons are invited to attend the meeting. Try-outs for the new league are to be held Monday, Tuesday, Thursday, and Friday. Try-outs will begin at 6 p.m. on Monday, Thursday and Friday and at 7:30 on Tuesday. The late start for the Tuesday try-outs is because of the Kiwanis Track Meet that is to be held that afternoon.

## Home delivery rates increase

Effective today, home delivery price for the Hereford Brand and Sunday Brand is being raised to \$1 per month. The increase from the former fee of 60 cents is the first rate hike on home delivery since the service began in 1948. That was the year the Brand switched from weekly to semi-weekly publication. The news stand cost for the Sunday Brand will rise from 15 cents to 20 cents effective Sunday. The Thursday Brand will remain at 10 cents. The rate also remains the same for newspapers sent through the mail.

# Voters decide Saturday on School Board posts; city election is next

The first election of 1971 unfolds here Saturday when voters make their appearance at the polls to name two Hereford Independent School Board Trustees. Only two men, incumbents Dr. A. T. Mims and Hilrey Aven, filed for the two posts on the school board. A record off-year number of county residents registered for this year's elections which will include the School Board election Saturday, the City Com-

mission election Tuesday and a number of constitutional amendments. The off-year record number of residents to register for this year's elections included a much larger number of Mexican-Americans than had registered in previous years. A spokesman for the Mexican-American segment of the population here said at the time of the registration, that Mexican-Americans were considering putting several of their people up for offices in the near future, but would not say if it would be in any of the immediate elections. Voters will participate in the naming of a new criminal district attorney for Deaf Smith County, and possibly establishing a hospital district. Voting for the school board election will begin at 8 a. m. Saturday and continue through 7 p. m. at the school tax office at 323 N. Sampson, across the

# Police start crackdown on car tags

Beginning at 12:01 a. m. today, city police officers, highway patrolmen and sheriff's officers will have their eyes peeled for vehicle owners driving with out-dated license plates. Don Brush, chief of police, said all law enforcement agencies will start enforcing the law immediately after it becomes effective. He asked the public to cooperate in getting new tags on their vehicles. "The new tags are supposed to be on display on the car," Brush said, "and this does not mean in the glove compartment, in the trunk or under the seat, but in plain view." Anyone caught driving a ve-

hicle without 1971 tags will be subject to fine of \$5 to \$200 and possibly a late registration fee by the county tax assessor-collector. Brush said his officers will give citations for failure to meet the tag requirements and the fine will be handled by the corporate judge. Nell Miller, tax assessor-collector, said Wednesday nearly 10,000 tags had been sold, but an estimated 11,000 to 12,000 was expected to be reached by closing time Wednesday. Mrs. Miller said some 2,000 tags were sold during the first two days of this week, hiking the overall total to about 10,000.

# The Hereford Brand

70TH YEAR — NO. 13      HEREFORD, TEXAS, 79045, THURSDAY, APRIL 1, 1971      PUBLISHED EVERY THURSDAY



ROSA SPEER would have been 100 in September

## Services held for Rosa Speer, 99

Funeral services for Mrs. Rosa Lee Speer of 203 East Fifth, at 99 one of the oldest residents of Deaf Smith County, were conducted Monday afternoon in Rose Chapel of Gilliland Funeral Home. Mrs. Speer, a native of Missouri and a resident of Hereford since 1926, died Saturday afternoon in a local hospital. She was a member of First Christian Church; the Rev. Eugene Brink, minister, conducted the funeral rites. Burial in West Park Cemetery was directed by Gilliland Funeral Home. Mrs. Speer was born Sept. 14, 1871, in Mercer County, Mo., and married D. J. Owens there Dec. 19, 1889. They came to Hereford from Missouri, and Mr. Owens' death in December, 1935, she later remarried. Surviving Mrs. Speer are two daughters, Mrs. Frank Marrs and Mrs. Gertrude White, both of Hereford; two sisters, Mrs. George Bush of Trenton, Mo., and Mrs. Hattie Golder of Maywood, Calif.; two grandchildren, five great-grandchildren and six great-great-grandchildren.

## Legislature looks at hospital bill

By BETTY HANNA  
Brand Correspondent  
AUSTIN — The Texas House is expected to give final approval today to a bill authorizing the creation of a hospital district in Deaf Smith County. Rep. Bill Clayton said Wednesday the bill was on today's calendar. After House passage, the bill would go to the Senate, where it would be expected to win approval sometime next week. Sen. Max Sherman introduced the bill in the Senate Feb. 12 but it apparently has not emerged from committee in that body. Since the bills are identical, the Senate will take the practical step of just considering the House-passed bill. Gov. Preston Smith then would sign the bill. The hospital district would not become a reality, however, until after a local favorable vote. The bill provides that the district shall not be created nor any tax authorized until the majority of qualified property tax-paying electors of the area of the proposed district, voting at an election called by the county judge, approves it. The election would be held from 30 to 45 days from the date the election is ordered. Clayton said he voted for both resolutions passed in the House Monday in regard to investigative committees. The resolutions provide for two committees in the House. One will investigate the alleged irregularities of the Sharpstown Bank and the second, appointed by House Speaker Gus Mutschler, is the one always picked each session. The resolution provides that the investigative committee be chosen early instead of at the last of the session. "That committee has always been a hard-hitting, fair and thorough group of men who will not mind stepping on anybody's toes, and I have no reason to be-

lieve it will be otherwise this year," Clayton said. The Springlake representative said he does not believe the investigation will result in a whitewash but would disclose the truth of the matter. Clayton has introduced 65 bills this session, including the mammoth water codification bill. He said Wednesday he has asked for 50 hearings in the next few weeks on this and other matters of legislation.

## Ben's Band comes thru for 9th time

Hereford High School won its ninth straight sweepstakes in band Tuesday afternoon in Amarillo, adding a "1" rating in concert and sightreading to their top mark of last fall in marching. The achievement came despite a jump from Class AAA to Class AAAA that meant moving up to a considerably harder list of music to play. Hereford and Borger were the only Class AAAA schools in the Panhandle to win the sweepstakes honor. Tulia and Canyon were the only Class AAA schools in the elite group. "We were worried about everything. We just had never been through anything that difficult before. Four A is just a whole new world, myself included. I had never gone through it before and it was quite frightening," Music Director Ben Gollehon said. "This band has had to work very hard for everything they achieved but they've paid the price all year, whatever it took, and put in many, many hours." The University Interscholastic League competition was in the Civic Coliseum of Amarillo. The word came about the sweep-

stakes about 3:15 p. m. Tuesday, about a quarter-hour after Ben Gollehon led his band through the sightreading contest. The word on the "1" rating in concert had come while the band was going through the paces of the sight-reading competition. The celebration in Amarillo over winning sweepstakes again "was not a yelling or screaming thing. They were just glad they had won. They had worried so much about this. It was a strange reaction, more of just a relief and a quiet pride," Gollehon said. The schools competed not against each other but against a standard. "It's a lot tougher. We felt we just kind of slipped under the wire this year — but we still made it," Gollehon said afterward. "We played more difficult music this year than we ever have. It was just harder to perfect than the AAA list. We worked harder this year, but we felt overall it was not quite as good as in the past. But it was still good enough." A second band also represented Hereford and got a second division rating in concert. "They didn't quite make it, but they came a long way," Gollehon said. By winning sweepstakes, the band is eligible to return to the Buccaneer Music Festival in Corpus Christi April 28-May 2. "That will be a higher level still yet. We'll be competing against twice as many AAAA Bands. In Amarillo there were 10 or 12 in our class, and there See BAND, Page 2

## Jesko fund will aid S. Vietnam orphanage

Mr. and Mrs. Jimmie Jesko have selected an orphanage in Vietnam to receive money donated to the Stephen Jesko Memorial Fund. Stephen, 20, died in action Oct. 16, while serving as a member of Company A, 1st Battalion 52nd Infantry of the American Division. He was their son. Capt. Joseph Sheehan of the U. S. Army recently notified the Jesko family of availability of the Van Coi Orphanage in Quang Tin, Vietnam, near where Jesko died in a mine explosion. Sheehan will select a 4-year-old girl whose needs will be sup-

plied by the memorial fund and private donations from the family until she is 18. The Catholic orphanage, with a New York City headquarters, is staffed by the Sisters of the Holy Rosary, all Vietnamese, caring for 235 children, ages one day and up. Jesko befriended a small Vietnamese girl, near the same age of his younger sister Jennifer, for some time before his death. He mentioned his concern for her plight in several of his letters. This concern prompted his family to apply the memorial funds to another

such child. In a recent communication, Capt. Sheehan told the Jeskos "God knows that your son and many like him have given to the many thousands of Vietnamese in this area days and months and years of safety from Viet Cong and North Vietnam troops, and every day the people here are growing stronger and able to fend for themselves." Mr. and Mrs. Jesko recently received the Bronze Star for the meritorious service of their son. This posthumous award was presented at the National Guard Armory in Amarillo.



## Chamber urges big vote turnout

The Deaf Smith County Chamber of Commerce has issued a statement urging all qualified voters to exercise their right to vote in the coming school trustee and city elections. The statement said that "many times even in contested races, only a small segment of the voters take time to visit polling places and mark their ballots." "The Deaf Smith County Chamber of Commerce points out that other communities, and industry as well, pay attention to voter turn-outs. "Thus, even in elections where the incumbents or announced candidates have no opposition, it is important that qualified voters recognize their responsibility to cast their votes."



OUTSTANDING STUDENTS — Selected as the "Outstanding Teenagers" at Hereford High School were, from left, David Collins, Sharon Readhimer, David Thomas and Mike Wartes. The four will vie for state and national recognition.

## Hereford lands 4 students on 'outstanding teen' list

Four Hereford High School students have been selected as "Outstanding Teenagers of America" for 1971 and will vie with others for the national scholarship prize of \$1,000.

Selected to the group were Mike Wartes, Sharon Readhimer, David Thomas and David Collins.

The students are nominated by the principals chosen from individual schools across the country for excellence in community service and academic achievement. The four students will now try for the honor of "Outstanding Teenager of the

Year Trophy" to be presented to winners in other states.

The state winners are selected by the Outstanding Teenager Awards Selection Committee, in cooperation with the board of advisors.

From among the 50 state winners, one boy and one girl will be chosen for the national schol-

larship of \$1,000 to attend the college or university of their choice.

## 18-year-old youth faces drug charge

An 18-year-old Hereford youth was released from custody Monday after he posted bond of \$10,000 on a charge of possession of narcotics with purpose of sale.

The youth, James Brent Sweney, was arrested about 10:30 p. m. Saturday on Holly Sugar Road by deputy sheriff Gary Gillespie and city police officer Norman Neese.

Bond was set at \$10,000 Saturday night and Justice of the Peace Glen Nelson continued the bond at that amount at the arraignment Monday morning.

Gillespie said a citizen saw some unusual activity on Holly Sugar Road Saturday where a youth was seen digging in a bar ditch. He said after the youth left, the citizen went to the spot and discovered a plastic baggie that contained one pill, approximately one-half pound of what was believed to be marijuana, and three rolled cigarettes.

Gillespie said the person notified the sheriff's department and he and Neese returned the baggie and its contents and set

## Jaycees, KGNC 4-Flushers schedule benefit cage game

The Hereford Jaycees will raise money for the summer baseball program here and for the Warm Springs Foundation in Gonzales next week through a basketball doubleheader with the KGNC Four-Flushers of Amarillo.

The games will be next Thursday night, April 8, in La Plata Gym.

The Warm Springs Foundation is a hospital for treatment of crippled children burns victims and others. It is a state-wide Jaycee project.

The doubleheader will involve both girls' and boys' play. The twinbill will start at 7 p. m. with a game between the Jaycees and the Four Flushettes, with an 8:15 p. m. match between the Jaycees and Four Flushers coming afterward.

An added highlight of the evening will be the announcement of All Stars for the Hereford Little Dribblers' basketball season that is almost complete. The 10 National League All-Stars — the league for boys in the fifth and sixth grades — will advance as the Hereford team to play in a double-elimination district tournament at Dimmitt April 16-17 against Dimmitt, Pampa and Levelland. The winner there advances to the national tournament April 29-30 May 1 at Levelland.

Tickets for the Jaycees-Four Flushers doubleheader next Thursday will be on sale for 50 cents for children and \$1 for adults at both Stanton and the High School Gym tomorrow night during the Little Dribblers' game. All boys playing in the Little Dribblers program will be admitted free to the doubleheader with the Four Flushers.

## Burglary suspects arrested

Two Hereford youths were arrested Tuesday and placed in county jail in lieu of \$5,000 bond in connection with the March 22 burglary of an estimated \$10,300 in tires and mufflers at Penney's Auto Center.

Sheriff's officers and city police arrested a 16-year-old juvenile about 4 p. m. Tuesday as he was leaving school, and at about 7 p. m. Tuesday they arrested Steven Reyes, 17.

Sheriff Travis McPherson said the juvenile was arrested after a city police officer, while at the high school, saw a car he suspected of having on some of the stolen tires. Officers waited until school was out to find out who the car belonged to and when the boy was approached by officers and later questioned, he admitted to the burglary, McPherson said.

About 275 tires were taken in the burglary, but McPherson said only 12 were recovered from the juvenile. The sheriff said others are believed to have been involved in the burglary.

It was after questioning that the juvenile told officers Reyes helped him during the burglary, officers said. Reyes was arrested just northwest of the city on a farm where he worked.

Admission for the Little Dribblers' games is 10 cents for children and 25 cents for adults.

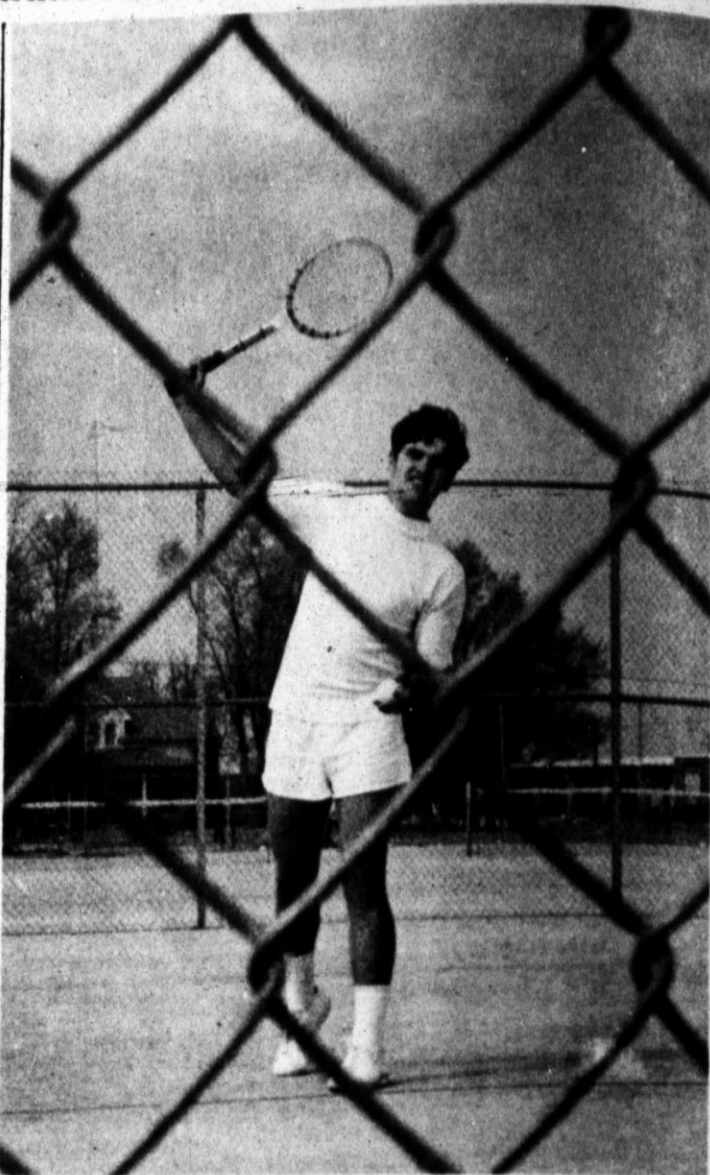
The American League match to determine the champion of the third and fourth grade league will be at 7 p. m., with the National League game scheduled for 8:15 p. m. Tickets to the April 8 doubleheader will be sold at this game also.

Rebekahs plan for guest supper

Mrs. Edna Mathes' was hostess for the social period which followed the regular meeting of the Rebekah Lodge in the IOOF Hall Tuesday evening. She served refreshments to 17 members.

Mrs. Jim Loving, noble grand, was in charge of the meeting. Plans were made for a covered dish supper later in the spring, to include members' husbands.

More than 6,000 medical research projects are under way at 146 VA hospitals.



SINGLES WINNER — David Cupell, senior member of the Hereford High School tennis team, captured the A Boys singles title during recent matches in Borger. The Hereford team finished third in the 13-team meet and will compete Friday and Saturday in the tennis division of the Amarillo Relays.

## Adrian FHA girls celebrate national week

The Adrian FHA chapter this week observed the officially-recognized national week of their organization.

They attended church together at the Church of Christ Sunday to start the week, and observed Courtesy Day Monday. They worked toward being more courteous than usual to boys and teachers and wrote Larry Guffey a letter wishing him and his students luck in the district play contest Thursday night.

The girls lunched together in the home economics room Tuesday. Their beau, Chris Burns, joined them.

The juniors and seniors put notes of thanks on all the teachers' desks Wednesday and the freshmen and sophomores hosted the teachers with a tea for about 10 or 15 minutes.

The girls will wear the FHA colors of red and white today and dress in pioneer costumes Friday for a 1 p. m. contest. The girls had devotions all week.

## Band...

(Continued From Page One) will be about 30 in Corpus Christi. Most of the good bands in the state will be there.

The band also will compete in the Greater Southwest Music Festival April 24 in Amarillo. It will join all other Hereford bands and orchestras for the big Music Festival May 20 in the high school auditorium. Dean Kelly of KFDD-TV Amarillo, will narrate the show.

## Gaston...

(Continued From Page One) stores they have in other locations. You can find him there early and late and he's always anxious to talk to his friends and customers. He has traveled some this past year since his wife and companion of almost 50 years passed away and he plans to travel a little more, but right now he's busy getting things ready for the gala 50th Anniversary celebration that starts today. He's hoping to see all his friends in the store soon.

But if you want a piece of that cake, you had better be one of the first to arrive. It surely will not last long and reports are that Teddy refuses to let him bake another.

up a surveillance.

About 10:30 that night, Gillespie said, he and Neese observed a car pull up to the place where the baggie was hidden. Sweney got out of the car and began looking around in the bar ditch and the officers arrested him.

Officers said there were three other youths with Sweney when he was arrested, but they were released. All three were from Dimmitt.

## The Hereford Brand

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## Hereford teams face busy week

The Hereford tennis, golf and track teams journey to Amarillo Friday and Saturday for the prestigious Amarillo Relays while the baseball team continues its district warfare with

a trip to Lubbock Monterey Friday and to Plainview on Saturday.

Hereford's tennis, golf and track teams will compete in the large-school division of the Amarillo Relays which through Tuesday had attracted more than 170 schools in the three different divisions. Preliminaries in the AAAA-AAA and AA-A-B divisions will begin at 12 noon in Dick Bivens Stadium and all finals will be held in that stadium also.

Hereford is entered in the meet against Amarillo High, Amarillo Palo Duro, Amarillo Caprock, Amarillo Tascosa, El Paso Irvin, Big Spring, Midland Lee, Guymon, Okla., Wichita Falls Hirschl, Lawton, Okla., Eisenhower, Muleshoe, El Paso Bel Air, El Paso Andress, Wichita Falls Rider, Borger, Dumas, El Paso Eastwood, Lubbock Coronado, Pampa, Plainview, Vernon, Wichita Falls, El Paso Ysleta and Duncan, Okla.

Golf competition will be at the Amarillo and Tascosa country clubs and at the Southwest Golf Club starting at 8 a. m. Friday.

In that meet, Hereford will go against Amarillo's four schools, Plainview, Lubbock Monterey, Lubbock High, Levelland, Muleshoe, Rider, Dumas, Lubbock Coronado, Pampa, Clovis and Tulla.

Tennis matches will be played at the Tennis Center, Amarillo High School and Elwood Park starting at 8 a. m. Friday.

Hereford will compete against the Amarillo schools, Albuquerque, Manzona, Odessa Permian, Midland Lee, Big Spring, Lubbock Coronado, Snyder, Plainview, Midland High, Lubbock Estacado, Sweetwater, Odessa, Lubbock Monterey, Borger, Vernon and Pampa.

The Hereford tennis team finished third in last weekend's meet in Borger where senior David Cupell won the A Boys

### Funeral service set Friday for Mrs. Edelman

Funeral services are scheduled for 2 p. m. Friday for Mrs. Gussie Edelman, 57, of 409 Ave. K who died at her home Tuesday afternoon. The service will be held in Rose Chapel of Gilliland Funeral Home and burial will be in Rest Lawn Memorial Park.

J. T. Marlin, pastor of Central Church of Christ, and Bob Ware, a former pastor, will officiate. Mrs. Edelman was a member of that church.

She was born June 15, 1913, in Floyd County and married Willis Edelman Feb. 9, 1935, in Amarillo. They came to this county in May, 1956, from Waldenburg, Colo.

Survivors are her husband; a daughter, Becki, and a son, Jo Don, both of Hereford; a sister, Mrs. Vencil Heare, and one grandchild.

## We should pay less in income taxes this year

Taxes are again in the spotlight in the county, what with the day of reckoning, April 15th, just around the corner.

Uncle Sam will be present that day, hand extended, to receive all offerings in the form of personal income taxes based upon 1970 earnings.

The big question, as you struggle with the various forms and scheduled you must fill out, is how big the bite will be this time.

Last year, approximately \$7,160,000 in personal income taxes left the local area, bound for Washington.

This time, based upon government estimates, the overall amount is expected to be somewhat less. This is so due to the favorable factor of a smaller surtax, 2½ percent, and despite the fact that many people earned more money in 1970 than in the previous year. The reason is that many more people than us-

singles title. The baseball team played Lubbock High Wednesday in a game that was postponed from Tuesday because of the death of a Lubbock coach's wife.

Friday they will journey to Lubbock to attempt to crack the awesome attack of the Lubbock Monterey team which has lost only one game this season.

On Saturday, the diamonds will go to Plainview for a district game there.

ual were unemployed. As a result, the government expects to collect \$88.3 billion in personal taxes, or \$1.9 billion less than last April.

Deaf Smith County's share of the tax load was determined by an unofficial breakdown of the payments received from the State of Texas as a whole, which totaled \$4,475,000,000.

Local residents contributed close to 0.16 percent of that amount, or about \$7,160,000.

This year, in line with the

### Vaughn funeral service is held

Funeral services for Olen Elvin Vaughn, 60, retired farmer whose death occurred Saturday morning, were conducted Tuesday in Rose Chapel of Gilliland Funeral Home by the Rev. Bobby Myers of Southside Baptist Church of Canyon. Burial was in Rest Lawn Memorial Park.

A native Texan, Mr. Vaughn came to Deaf Smith County last July from Wiley. He resided at 908 S. Schley.

He is survived by his wife, the former Ruby Bouse whom he married in 1952 at St. Charles, La.; a daughter, Mrs. Kenneth King of Malibu, Venezuela; two sons, Jerry of Houston and Olen D. of Ft. Worth; four brothers and five grandchildren.

changed economic situation and with the revised figures contained in the budget that was recently submitted to Congress, the personal tax returns from the local area will be around \$6,988,000, it is estimated.

Large as this amount is, it may be the smallest sum they will be called upon to pay, on an annual basis, for some time to come.

The expectations for the next fiscal year, beginning July 1, 1971, run considerably higher. The budget counts on personal income taxes reaching \$93.7 billion, which is \$5.4 billion more than at present.

For Deaf Smith County residents to be able to carry their current share of that tax load and, at the same time, maintain their present standard of living, their 1971 incomes will have to be about 6.1 percent higher than they were in 1970.

### Weather

	High	Low
Saturday	94	53
Sunday	68	48
Monday	71	40
Tuesday	81	41
Wednesday		48

Precipitation for year to date - 1.45 inches (all in snow)

Invert a large bowl over that layer cake to keep it covered and fresh.

### Volleyball team play bi-district game at Midland

The Hereford High School girls volleyball team, champions of district 4-AAAA, travel

to Midland for the bi-district games at 7:30 p. m. Friday against the Midland team.

The winner of the bi-district clash will advance to the regional championship to determine the entrant in the state tournament April 23-24 in Austin.

### Harry Cannon, longtime area resident, dies

The funeral of Harry H. Cannon, 70, of 535 Willow Lane, farm owner who came to Deaf Smith County in 1914, was conducted Monday morning in a graveside service at West Park Cemetery.

The Rev. Don Larkin, pastor of Avenue Baptist Church, officiated. Burial was directed by Gilliland Funeral Home.

Mr. Cannon died Saturday at his home. He was born Aug. 28, 1900, in Kentucky and came to this area from Colorado. He married Ruby Thornton at Clovis, N.M., in 1939.

She survives him, with one son, Larry Cannon of Nashville, Tenn.

### Local student participates in modeling show

DENTON, Tex. — Cynthia Hanna of Hereford, junior home economics major at Texas Woman's University, is one of 40 students who will model her original design today in a 1971 show of campus originals sponsored by Cone Mills and Titcher-Goettinger's in Dallas.

Miss Hanna, the daughter of Mr. and Mrs. Grant Hanna, will model a printed pants suit, featuring white trim around the collar and belt. Miss Hanna is president of the Home Economics Education Club and was on the Dean's Honor Roll.

Titcher-Goettinger's sponsors the program jointly with Cone Mills, which furnishes the fabrics for the garments created by the students. The project demonstrates how TWU clothing classes work with industry and business in their preparation for careers in the fashion field.

Co-directors of the project are Dr. Bethel Caster and Mrs. Clarice Garrett of the TWU College of Household Arts and Sciences.



CYNTHIA HANNA

### School sets deadline on transfers

The deadline for a student transferring to or from the Hereford Independent School District has been set for June 1, school administration officials said this week.

Any student who is planning to transfer from the Hereford system to another should contact the superintendent's office of the school where he plans to attend next year.

Anyone wishing to come into the Hereford system from another should go by the superintendent's office to fill out the necessary forms.

This applies only to transfers from one school district to another — such as Friona to Hereford — and not from one school to another within the district — such as from Bluebonnet to Alkman.

### Dale Carnegie course to be offered in city

The Dale Carnegie training course in leadership, public speaking and human relations will be conducted soon in Hereford.

A number of local residents met in the Civic Center Tuesday night for a free orientation session concerning the course, which will be conducted for four hours, one night a week for 14 weeks.

"We believe this adult education program is a genuine community service," said Pat E. Sasser of Amarillo area manager for the Carnegie organization. He and Dick Randall of Amarillo, an associate, have been in Hereford the last two weeks lining up details for the program and prospective enrollees.

"Businessmen, professional men, sales people, homemakers, clubwomen, office personnel — every adult — will benefit from this training," Sasser said. "It will build a new enthusiasm, develop self confidence, and create a new understanding among the citizens of Hereford."

The principles taught in Dale Carnegie books such as "How to Win Friends and Influence People" and "How to Stop Worrying and Start Living" are emphasized in the course.

More than 90,000 students enroll each year in the course, which is the world's largest adult training organization for individuals and company personnel. Since the course was founded in 1912, more than 1.5 million men and women have taken the course, in 1,500 cities, in the United States, Canada and 26 other countries.

### Hereford Lions offer vacation for handicapped

Applications for a summer vacation full of fun for handicapped children in the Hereford area are now being accepted by members of the Hereford Lions Club.

This unique Texas Lions Camp for Crippled Children at Kerrville will open its first two weeks session Sunday, June 6, 1971. Five sessions will be held this summer for youngsters from seven through sixteen years of age.

The Camp is free to eligible blind, deaf, mute or crippled children. Transportation to and from the Camp is supplied by the local Lions. All requests for summer camp are handled locally by Lions.

For more detailed information about the Camp, you are urged to contact Tommy Bowling of the Hereford Lions Club at his business phone 364-0622 or residence phone 364-6638.

In the past years, Lions have sent over 12,000 youngsters to Camp.

**LOW-LOW CLOSE-OUT PRICES ON BRAND NEW 1970 AGRI-KING**

**NOW PRICED FROM \$7900.00**

**Best Prices Best Trades**

**CASE POWER & EQUIPMENT**

**S. Hwy. 385**

**364-2015**

**Save 20% on our finest fiber glass belted tires!**

**Closeout! Now 31<sup>16</sup>**

plus 2.21 fed. tax and old tire E78-14 whitewall tubeless. Orig. 38.95

**Foremost "El Tigre" 4+2 with 2 belts of fiber glass on a 4 ply polyester cord body. Dual whitewall design, too.**

Whitewall tubeless	Size	Fed. tax	Orig.	Now
	F78-14	2.38	40.95	32.76
	F78-15	2.42	40.95	32.76
	G78-14	2.55	42.95	34.36
	G78-15	2.64	42.95	34.36
	H78-14	2.74	44.95	35.36
	H78-15	2.80	44.95	35.36
	J78-14	2.91	46.95	37.56
	900-15	2.89	46.95	37.56

**Closeout! Foremost Super High Volt 12 volt battery.**

**Now 22<sup>88</sup>**

Sizes for most American cars. Orig. 25.95

**SUPER HIGH VOLT 48 MO. GUARANTEE**

Should any Foremost Super High Volt battery fail (not merely discharge) within 18 months from the date of purchase, return it to Penneys and it will be replaced at no extra charge. After 18 months but prior to the expiration date of the guarantee, J. C. Penney Co. will replace the battery charging only for the period of ownership, based on the current price at the time of return, pro rated over the stated guarantee months.

**OFFICIAL STATE INSPECTION CENTER STICKER NO. 4**

**NOW AVAILABLE PHONE 364-4065**

**YOUR HEADQUARTERS FOR TRUCK AND TRACTOR TIRES. ON THE FARM OR ROAD SERVICE**

**Value.**

**It still means something at Penneys**

**Panty hose sale.**

Cantrece II® Arresta-Run® stretch nylon panty hose in colors galore. Four proportioned sizes. Reg. \$2. **Now 2 pairs for \$3**

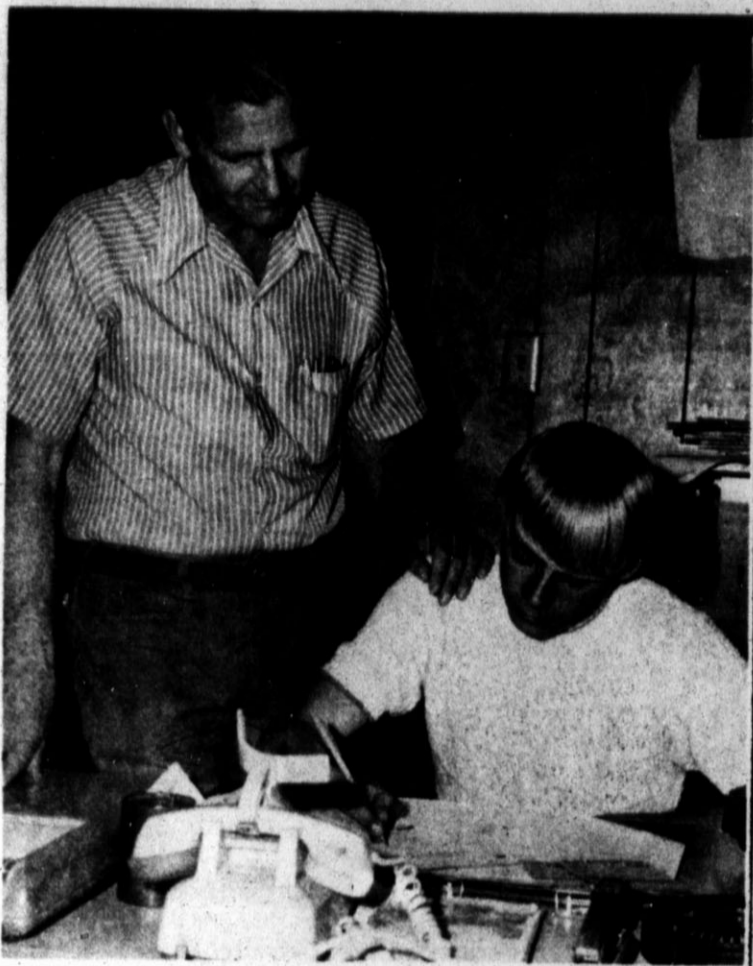
**Shoe sale.**

Square toe poromeric shoes with tricote lining. Choose smooth or patent-like finish in Black and White Sizes 5½ to 9 AA & B Widths. Reg. 10.99. **Now 8<sup>88</sup>**

**LARGE GROUP CHILDREN'S SHOES ..... \$3.88**

**SHOP EVERY DEPARTMENT FOR OUR SPRING VALUE CIRCULAR ITEMS**

**SPRING AND EASTER BARGAINS!**



## Home marriage is solemnized

The marriage of Miss LaRue Crawford of Portales, N.M., and Bill Fowler of Hereford took place Saturday morning in the home of Mr. and Mrs. Homer Garrison, close friends of the bridegroom. After mid-April the couple will be at home at 133 Cherokee.

Dr. Gerald Mann, pastor of First Baptist Church, conducted the marriage service. Only the bride's mother, Mrs. Rhoda Crawford of Ogden, Utah, and a few friends were present for the simple ceremony.

Mr. and Mrs. Garrison acted as matron of honor and best man. The fireplace wall in the living room, with the mantel

## Hospital notes

### PATIENTS IN HOSPITAL

Gary Bentley, Route 4; Mrs. Jesse Rodriguez, Friona; Mrs. Lula Ogilbee, Temple, Okla.; Mrs. G. W. Good, 834 Irving; Mrs. Billy Shipp, 221 Star; Otis King, Route 3; Ray Sanders, 617 Avenue J; Mrs. J. M. Frost, Route 3; Deborah Thomas, 309 Grand.

Mrs. Flossie Thompson, 606 Blevins; Mrs. Annie Hulse, Muleshoe; J. L. Russ, Route 5; Lester Funk, Route 3; Tommy Inman, 626 Avenue G; Mrs. Morris Davis, 130 Avenue E; Mrs. Roy Manning, 327 Avenue B.

Mrs. John McNey Sr., 527 Westhaven; Cecil Braly, 507 E. Third; Mrs. Delberta Drake, Box 1903; Mrs. E. E. Martin, Box 1486; Mrs. Alice Brady, 404 W. Third; Henry Sears, 145 N. Texas.

Mrs. Fred Fogg, 405 Ross; Mrs. Melvin Kalka, Box 663; Moss Howell, Route 2; Mrs. John Welch, Earth; Beverly Barnett, Del Norte, Colo.; Richard Frye, Dawn; Mrs. Ollie Freeman, 219 N. Texas; Alfred Hopson, Route 2.

Mrs. Ruby Middleton, 427 Mabel; Mrs. Clifton Zweischer, 305 Lawton; Mrs. Gilbert Arellano, 420 Barrett; Mrs. Julian Griego, 900 Lafayette.



**LOCAL QUARTET** — A little Barber-shop Quartet music, via four members of the local teaching staff, livened things up for the annual banquet for past and present school board members at the high school cafeteria last Friday. From left they are Ben Gollehon, lead; Bobby Boyd, tenor; Bill Penn, baritone; and Bill Devers, bass.

**DE STUDENT OF THE WEEK** . . . Rollin' R Fertilizer is training station for Distributive Education student of the week, Tommy Riggan, 18-year-old son of Mr. and Mrs. Charles Riggan, 212 Hickory. Riggan, a senior at Hereford High School, is in his second year of DE class and on-the-job training. His employer is his father, shown above going over bookkeeping papers at the end of the month.

## Margaret Collins is top bowler

Margaret Collins went 36 pins over her average Monday to win Bowler of the Week honors in the Sunset Keglers League.

LaVerne Shultz rolled a 518 for the high individual series scratch and a 605 for the high individual series handicap. Carol Dyer had the high individual game scratch of 223 and the high individual game handicap of 241.

Hereford Welding rolled a 2677 for the high team series and H&H Sporting Goods had the high team game of 935.

Converting splits were Carrie Shirley, 3-10; Faye Lamcke, 5-6; Pauline McDonald, 3-10; Helen Arnt, 5-6-10; Evelyn Crawford, 3-10; Eleanor Hudspeth, 3-10; and Carol Dyer, 2-7.

Rolling 500-or-better series were Alice Lueb, 515; Phyllis Channer, 503; and Margaret Collins, 500. Rolling 200-or-better games were LaVerne Shultz, 21 and Phyllis Channer, 200.

In play last week, Team No. 2 won four from Cypress Club by forfeit, Clarks House of Flowers won three from Lone Star Agency, Pants Cage won three from Sunset Lanes, and H&H Sporting Goods and Hereford Welding split.

Standings have Team No. 2, 75½-32½; Lone Star Agency, 71-37; Pants Cage, 60-48; H&H Sporting Goods, 54-54; Sunset Lanes, 52½-55½; Hereford Welding, 49-59; Clarks House of Flowers, 42-64; and Cypress Club, 28-80.

**DISMISSALS**

Rupert Dowell, Mrs. Joe Tubb, Homer West, Melvin Haspenflug, Kevin Hamby, Virgil Lucero Jr., Kenneth Wiley, Kenneth Hunter, Robert Perez, Isabel Martinez 3-30.

Mrs. Amanda Miller, E. A. Goetsch, E. E. Martin, Mrs. Charles Davis, Mrs. Marin Gavana 3-29.

Mrs. Freddie Balderamas, Mrs. Juan Barrientez, Mrs. Robert Lemons, Mrs. Elzie Sealy, Mrs. Gladys Smith 3-28.

Mrs. Dorman Duggan, Mrs. Elwood Skypala, Mrs. Hilton Jones, Mrs. Robert Spaulding, Debra Tolbert, Mrs. Curtis Ritchie, Boby White, James Elliston 3-27.

Tamra King, Mrs. Earl Vaughan 3-26.



by MELVIN YOUNG

Gaston Baer is celebrating his 50th Anniversary on Main Street this week, and he has baked a cake (or so he tells us) for the occasion. It was 50 years ago this month that the Baers came to Hereford from New Mexico and established the Popular Store in its present location. It is the oldest business in Hereford under the same ownership and management.

happened to be routine correspondence concerning taxes and the last was a laminated copy of a Brand story concerning his daughter. The Gillilands have been doing that for the past year or so and it's real nice. But it does give a fellow cause for concern when that's all there is in the mail box.

Hopefully, with the month of

Sol Bloom "the music man," an enterprising song publisher, claimed credit for the first copyright in the 20th century. His entry, "I wish I was in Dixie Land Tonight," was received and numbered on Jan. 2, 1900.

In 1900, there were fewer than 30 special libraries, not open to the public, in the United States. Today there are more than 10,000.

April, will also come those "April showers" that we hear so much about.

Which reminds us of a bumper sticker we saw recently. It said: "Think rain!"

Actually, the business has expanded tremendously in the past few years, but the south 12½ feet of the present downtown location is the same one that Gaston started in 1921. There are other businesses in town that have been in the same family for more years than this, but this is the only retail store in Hereford still operating with the original management.

They have made big plans over there this week as you can see by their full page advertisement in this issue of the Brand, and Gaston is looking forward to visiting with his many friends and customers during the month long celebration.

Gaston has had a lot of kidding about the little teaser ads we've been running in the Brand. Everyone has been curious and a few even thought the ads might have had something to do with his recent marriage, but not so. It was just the anniversary promotion. We've had a lot of fun with it though, and thoroughly enjoyed doing the story about the anniversary.

The local Rotarians have challenged the other civic clubs to a golf tournament, and in turn have been challenged by the Lions to a volley ball tournament. This should be interesting.

Have already signed up for the golf, but believe I'll leave the volley ball to some of the "kids" in the club.

On the other hand, if Major Schroeter and Ray Cowser can enter, then by golly I'll be there. Anyhow, it should be a lot of fun.

Grant Hanna, operator of Hanna's Coffee Shop at the Civic Club Center, says that some days a fellow shouldn't go to the mail box. He did Monday morning and received the following correspondence:

1. A letter from the Internal Revenue Service.
2. A letter concerning the Employer's Quarterly tax report.
3. A letter from the Social Security administration, and
4. A letter from Gilliland Funeral Home.

Actually, it wasn't as bad as it might seem. The first three

# GROUND BREAKING

## for New Building & Facilities

of

# DICK NORWOOD

# CHEVROLET-OLDS

## 3:30 p.m. FRIDAY

### 1 and 1/2 Blocks North of SUGARLAND MALL

### on the West Side of 385

# EVERYONE IS INVITED

SPRING SALES CAMPAIGN STILL IN PROGRESS AT

The No. 1 Deal on the No. 1 Car from the No. 1 Dealer

## DICK NORWOOD

## CHEVROLET-OLDS

364-2160



**FIRE DAMAGE** — This car was gutted Tuesday afternoon by fire in north Hereford behind the Rolling Stables on Avenue F. It belonged to Bob Haunschild, who recently moved from Kansas. Firemen said it had not been determined what caused the fire. —Photo by Betty Koelzer

## Gattis Shoe Store

offers you

"The Tremendous Choice"





BURSTING ONTO THE FASHION HORIZON... THE SUPER-STAR!

Joyous, exuberant, shining... a galaxy of bright young creations foretell a fun-filled season ahead! Exercise your options... choose — we dare you! This one? That one? More than one?

Personality.

\$14<sup>99</sup> to \$17<sup>99</sup>

**Gattis SHOES**

IN BEAUTIFUL SUGARLAND MALL

**KIDS SEE TUGGIE AND PATRICIA HILL, "MISS SUGARLAND MALL" DURING THE KIDDIES EASTER PARADE, SAT., APRIL 3rd, 2:30 P.M.**

# CLASSIFIEDS GET RESULTS

## AUCTION

**SATURDAY, APRIL 3, 1971**  
**SALE STARTS AT 1:30 P.M.**

LOCATION. 14 Miles West of Hereford - 3 Miles North of Black - 1/4 Mile East.

## FARM SALE

<b>EQUIPMENT:</b>	1964 Oldsmobile Car 1962 Corvair Panel 1969 Yamaha Motorcycle 350cc Lyster Bottoms 4 sets of Gage Wheels Set of Markers 12 ft. Oneway Tool Bar Shanks Wheel Weight Carrier Frame	Tires & Wheels Lawn Mowers Asst. of Barrels Garage Door Butane Regulators Batteries Butane Tank for Pick-Up Filler Hose Clothes Line Poles Pick-Up Tool Box Tractor Wheel Weights
602 Moline - wide front end UB Special Moline - single front end 18 ft. Offset King Tandem 14 ft. Offset King Tandem 2 16-8 Moline Wheat Drills 10 ft. Emerson Float Rod Weeder 5 Row Knife Slide 6 ft. Breaking Plow - 3 point 3 Point Rotary Hoe 3 Point Blade Rollover Fresno 2 3 bottom 18 in. Moline Turnover Breaking Plow Ferguson Front End Cultivator Service Shredder 18 ft. Stock Trailer 8x24 Travel Trailer - Fully Equipt. 1969 Chevrolet Pick-Up A-AT-LWB-Butane System 1965 Chevrolet Truck like new 16 ft. American Steel Bed 14,000 actual miles 1959 Chevrolet Car	<b>MISCELLANEOUS:</b> 2 Wheel Trailer Drive Shaft Covers 2 Well Covers Electric Fence Charger T V Antenna Saddle - like new 5 yr. old Gliding Buckskin Horse Real Gentle 2 Bird Dogs - 7 months old Subject to Registration Chest Type Deep Freeze Rack for Drip Oil Irrigation Motor Stand Roll of Electric Fence Wire Asst. Steel Post	<b>IRRIGATION EQUIPMENT:</b> 30 20 ft. Joints of Irrigation pipe with 40 in. Outlets Asst. of Irrigation Tubes Valves, Elbows & Ends 2 Chevrolet 6 Cyl. 265 Engines Ford 6 Cyl. Engine Big Ford 8 Cyl. Engine Chevrolet 6 Cyl. 292 Engine 2 Slant Chrysler Engines 1956 Chrysler Engine 2 Oldsmobile Engines Walkshaw Engine

NOT RESPONSIBLE FOR ACCIDENTS      ACCOUNTS TO BE SETTLED DAY OF SALE  
 BRING YOUR OWN CHECK BOOKS

**Owners: Mr. & Mrs. W. L. Lee**

CONSIGNMENTS WELCOME

Knowles Auction Service

Information Call: Nelvis Knowles - 364-4630 Hereford, Texas

JACK KNOWLES  
Muleshoe, Texas

NELVIS KNOWLES  
Hereford, Texas

JIMMY KNOWLES  
Brownfield, Texas

### Letter to the editor

Dear Editor:

Remember who Uncle Sam is? He is that kind old man who keeps a lady with a flaming torch in her hand as a welcome mat for others at his front gate. He welcomes them because they might be in need of a new home. He will not give it to them. He expects them to work for it. He will give them every opportunity he can think of but the rest is up to them. He expects his neices and nephews to grow up to be men and ladies. He expects them to take pride in their work, to be proud they can be called his Americans.

I am sure he is very sad when he looks around at some of his neices and nephews. Those especially who do not have enough pride to keep themselves clean much less wave his flag. Those who do not have the guts it takes to manage on a dollar if that is all that he can make at the present time, and be grateful for the opportunity. Those who seem to think their Uncle should house, clothe, feed and educate them because they do not have the get up and go to do it for themselves. Those who say, "My Uncle is rich, let him do it for me."

Yes, my Uncle is rich. He is rich because some of his neices and nephews have worked hard to make him that way. Because some say "He has done so much for me, now what can I do for him?" Some are fortunate enough to be able to say, "Here, let me build that hospital for you, Sir" (Others can only say, "Fine, I'll help to keep it clean." You know something, my Uncle thinks just as much of the one who cleans the floor as the one who built the hospital. Mainly because one can not run without the other. Unity, that is what he is trying to teach us. Unity.

What good does it do to build that big fine college if some of his nephews are going to raise

such a fuss all the time that he can not give them the opportunity to educate themselves. As the old saying goes, "You can lead a horse to water but you can't make him drink." Well, I say if they are not thirsty they should move aside, some of us are. My Uncle puts up with them and constantly says, "Let's not give up yet, surely we can show them the way soon." I am Grateful for my uncle's patience, I don't have that much. My Uncle Sam can not stand to see people hungry, so he does everything he can to help, but he doesn't expect to have to feed them when the only thing that keeps them from feeding themselves is laziness.

My Uncle Sam is sad when he sees some of the homes his Americans live in, but why should he give them anything better, when they do not have enough pride to rake up the garbage around the one they have? If he gave them one like the man's across town it would soon look the same way. The man across town wants a better home badly enough to work for it.

My Uncle Sam is sad because some of his Americans think they are being discriminated against. He is sad because he can not make them understand. Mr. Businessman is out to make money. The only way he can do that is to hire the best help he can get. The man who can do the job the best and the quickest. Mr. Businessman doesn't care if the man he hires is Mr. Black, Mr. White, Mr. Red or Mr. Yellow; what he is in need of is the man who puts out the most effort and can do the job the best.

That is what makes him money and that is what he is after.

My Uncle is sad when he looks out across the sea and sees people being mistreated. He can not say, "Well, here, all you people come to America." All he can say is "I'll help;" and how very sad he is when some of his nephews lack the compassion to want to help the weak and the weary. When some of his nephews can think only of themselves and have no love for their fellowman. I think the thing which makes my Uncle the most sad is



**GRAIN WINNERS** — These Deaf Smith County men won recognition recently from a national seed firm for producing at least a giant hopper carload of grain sorghum in 1970. From left they are A. J. Urbanczyk, A. E. Hodges, LeRoy Johnson and Carl Straffuss. Not pictured is Alfred Smith.

that some of his neices and nephews refuse to accept the fact that without God we are nothing. That some can not look at those who are worse off than they and say, "But for the grace of God there go I," that "No man is an island," that we are "One Nation, Under God, with Liberty and Justice for all," and "United we stand, divided we fall."

My Uncle Sam is very sad when he sees all this, but then he turns and takes a look at those who are working so hard for him. Men such as our President, who carries a load almost as big as my Uncles. He is very proud of these men who try so hard to keep America a government "of the people, by the people and for the people." My Uncle Sam is also very much ashamed of so many of his "average Americans" who sit like an ostrich with its head in the sand; ignoring the fact that he needs their help, their moral support.

I heard my Uncle Sam calling for help long ago. He is asking very little of you. All he asks is that you stand as tall as he is, and let the world know that you are proud to be called his

Americans. Is that asking too much?

We celebrated Uncle Sam's one hundred and ninety fourth birthday the fourth of July. How many of you were too busy to come to the party? How many of you were too busy enjoying the privileges Uncle Sam has provided for you to even stop and say "Happy Birthday?" You know they tell us Uncle Sam won't live to be two hundred years old. If that happens we have no one to blame but ourselves do we? Too many of us were too busy to stand up and be counted.

Have your patriotism eroded so much that you can not hear his cry for help?

Mrs. Lucille Martin  
704 E. 4th St.  
Hereford, Texas 79045

#### RETURNS HOME

Mrs. Jesse Fuller, 837 Blewins, has returned to Hereford after spending some time in the Canyon hospital.

She underwent surgery at the Canyon hospital and is now home recuperating.

Read The Classified Want Ads!

### Look who's new

Mr. and Mrs. Clifton Leonard Zwiacher are parents of a daughter, Ginger Lea, born March 30. She weighed 7 lbs. 8 ozs.

Mr. and Mrs. Julian Joe Griego are parents of a daughter, Valerie Ann, born March 28. She weighed 8 lbs. 3 1/2 ozs.

Mr. and Mrs. Joe Tub are parents of a son, Gano Chad, born March 28. He weighed 6 lbs. 7 1/2 ozs.

A "breathtaking" record was set in 1942 by a Middletown, Conn., Wesleyan University Junior. According to "Time Capsule 1942, a paperback book that records events for that year, Eugene J. Frechette Jr. "took three breaths of oxygen, then sat purple-faced, breathless, like-to-bust, for 20 minutes 5 seconds."

Broadcasting from a radio station began in Texas in 1920 from a station owned by the City of Dallas.

YOU ARE INVITED TO OUR  
**FLAME ROOM**  
 OPEN HOUSE



Now that we're finally settled in our new building, we'd like to invite everyone to attend the open house we're having Sunday, April 4 from 1 p.m. until 5 p.m.

We'd like you to come by and enjoy some refreshments with us while we show you around. We're very proud of our new FLAME ROOM facilities. We'll also have favors for all our guests.

So, come by and let us brag a bit. There's plenty of parking space. The address is 301 West Third. We'll be looking for you.

IF YOU ARE PLANNING A MEETING YOU'LL ENJOY THE FLAME ROOM.

It's a delightful meeting place for your club, civic, and social get-togethers. If refreshments are on the agenda, you'll find adequate facilities such as tables, chairs, and kitchen equipment readily available. Make your reservations by merely visiting or phoning PIONEER NATURAL GAS COMPANY.



PIONEER NATURAL GAS COMPANY

## GOLDEN SPREAD AMUSEMENT



WILL BE AT SUGARLAND MALL

ON THE PARKING LOT

**Thurs., April 1, thru Sat., April 10, 1971**

RIDES FOR YOUNG & OLD

- Ferris Wheel
- Scrambler
- Merry-Go-Round
- Hammer
- Tilt-A-Wheel
- Plus Many, Many More!



★ **Join The Fun** ★  
 at Sugarland Mall

CLIP & REDEEM

See Tuggie

Saturday, April 3  
 Inside Sugarland Mall, Hereford

This Coupon Good For

**1-FREE RIDE**

GOLDEN SPREAD AMUSEMENT CO.

SUGARLAND MALL PARKING LOT  
 Hereford, Texas

1 FREE RIDE Per Customer With a Newspaper Coupon

# CLASSIFIED ADS

**CLASSIFIED ADVERTISING RATES**  
 Reader Ads (Minimum 10 words) 1st insertion per word . . . . . 8c  
 Additional insertions, when paid in advance: per word . . . . . 6c  
 Classified Display (10 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch . . . . . \$2.00  
 Repeat insertion without copy change per col. inch . . . . . \$1.50  
 Display Advertising Not Classified under a heading, but placed on the classified page . . . per col. inch . . . . . \$1.12  
 Deadline for Classified Advertising in the SUNDAY BRAND.  
 5 p. m. Friday

Deadline for Classified Advertising in the HEREFORD BRAND.  
 5 p.m. Tuesday

## 1. FOR SALE Miscellaneous

NOW AVAILABLE: The Hereford Brand Bull of the Prairie Press by Dudley M. Lynch. Price \$4.98 Hereford Brand, 130 West Fourth St.

## TOWN & COUNTRY MOBILE HOME SALES

HWY 60 East & Myrtle. Phone 364-8169. We sell for less because the overhead is low.

## CARPET REMNANTS and ROLL ENDS.

Southwest Carpet Tile & Floors. 308 North 25 Mile Avenue. Phone 364-1753.

## WILL BUY OR SELL Tops, Boats, Sewing, Pigs and Feeders. C. P. McGhee.

800 West Park, Hereford, Texas. Phone 364-1045.

## FOR ALL YOUR FENCING NEEDS Call Burnia Riley.

2-WAY MOTOROLA Radio. Includes two vehicle units, one base station, one remote station, one telephone station, one aerial. Price \$1,200.00. Phone 364-1655.

## CONTINENTAL GRAIN CO. BOX 1470, HEREFORD, TEXAS

PHONE 364-2366.

## LIKE NEW — M. W. Fiber Glass Steam Sauna.

NEW & USED SADDLES Bits & Spurs-Chaps. 103 South Texas, Phone 364-3552.

## FOR "job well done feeling" clean carpets with Blue Lustre.

NUTRI-METICS PRODUCTS — Organic Hypo-Allergenic Cosmetics — Food Supplies — Nutri-Clean Products — Sculpdress Bras.

## STATED MEETINGS Second Monday 7:30 p.m. Thursday 7:30 p.m. Floor Practice

Jim Cherry, W. M. W. A. Phipps, Sec.

## Hereford Rotary Club meets every Monday at 12:05 Civic Club Center (Jim Hill)

## Lions Club meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)

## KIWANIS CLUB Thurs. Noon IOOF Hall 207 E. 6th

## CHAROLAIS BULLS FOR SALE.

NEW Story-Clark Console Piano. \$900.00. Call 364-4602.

## !CARPET!

Financing Available C & W CARPET PLAINS AND N. 25 MILE AVENUE PHONE 364-3448

## 1969 MARLETTE MOBILE HOME.

FOR SALE: 1969 Yamaha Motorcycle 227 Aspen. Phone 364-0768.

## ORDER YOUR COPY TODAY

The new and up-to-date 1971 issue of the CATTLE FEEDLOTS & GRAIN DEALERS DIRECTORY.

## BASSET HOUNDS — pups and young adults.

FOR SALE OR TRADE — 1968 Model, 90 Honda. Camper, top, fits long wide bed, lined and insulated.

## AKC black, male, miniature poodle.

FOR SALE: 1968 Buick Wildcat. 1970 Dodge truck. Call 276-5665.

## FOR SALE WEANER PIGS.

FOR SALE 2 1/2 year old quarter horse filly, broke, beautiful, good disposition.

## 1970 SUZUKI 125 CC Trail Bike.

FOR SALE: 1968 Buick Wildcat. 1970 Dodge truck. Call 276-5665.

## EXCELLENT Selection good used tractor tires.

FOR SALE — WURLITZER Spinnet Organ. Phone 364-3417 after 5:00 p.m.

## USED SPANISH sofa and chair.

FOR SALE: 1968 Buick Wildcat. 1970 Dodge truck. Call 276-5665.

## ATTENTION! BUY NOW AND SAVE

FOR SALE: 1968 Buick Wildcat. 1970 Dodge truck. Call 276-5665.

## MILBURN MOTOR COMPANY

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## 1967 DETROITER Mobile Home.

CARPETS a fright? Make them a beautiful sight with Blue Lustre.

## SPECIAL OF THE WEEK FRISKIES assorted dog and cat canned food.

FRISKIES Medium Mix. 50 lb. bags. IMCO PLUS — 40 lb. bags.

## ALBERS MILLING COMPANY FEED AND FARM SUPPLIES

JUST PAST THE UNDERPASS ON HIGHWAY 385 SOUTH

## GARAGE SALE — Everything reduced.

TENT SALE — Today and tomorrow. 112 Avenue I. Quick-Kamp trailer and camping equipment.

## GARAGE SALE: Bicycles, TV-Stereo, miscellaneous.

GARAGE SALE — 204 Aspen. Complete religious library, over 1000 different books, many other items.

## 2. FOR SALE Farm Equipment

### See Us For Parts-Sweeps-Chisels for Graham (Hoeme) Plows

DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811

### See Us For Mayrath Grain Augers In Stock

Also have parts in stock DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811

## FOR RELIABLE, EFFICIENT AND EXPERIENCED SERVICE, CALL US.

FOR SALE: Some 282, 425, 605 and 800 MM Engines. HIGHWAY GARAGE, Hart, Texas. 938-2169 or 938-2376.

## FOR SALE

Floating type lake and toll water pumps. Designed for high efficiency, trouble free operation.

## ALUMINUM PIPE

1200' — 7" flow line. 25 — joints 40" graded. 5 — joints 38" graded.

## FARM EQUIPMENT

2 — 1970 Massey-Ferguson 1100 Diesel Tractors. Loaded.

## EXCELLENT Selection good used tractor tires.

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## FOR SALE BY ABSENTEE OWNER

Nice 2 bedroom home, 1 1/2 baths, wall to wall carpeting, refrigerator, range, garbage disposal, dishwasher, drapes, central heating and air conditioning.

## BE QUICK

FOR SALE: Large, older 2 bedroom home. Partly furnished. Call 364-5640.

## 5. FOR RENT

OFFICE FOR LEASE. Ralph Owens. 364-2222.

## SUMMERFIELD MOBIL MANOR.

NICE furnished home. Adults. No pets. After 5:00 p. m. 303 Avenue H.

## ONE BEDROOM furnished apartment.

SUGARLAND GUARDS 428 Avenue B. 2 bedrooms, fully carpeted, dropped total electric kitchen, ranges, refrigerators and disposals.

## 3 BEDROOMS

Unbranded 3 large rooms. One bedroom, private bath. Couple with one small child or middle age couple.

## 3 BEDROOM unfurnished apartment.

PERMANENT Renters wanted. References. 2 bedroom house. Mrs. Clay Ridgway.

## TWO BEDROOM trailer.

FRIONA APARTMENTS 1-2-3 Bedrooms LOW RENT UTILITIES PAID.

## FOR SALE: Freight damaged washer, dryer and refrigerator.

FOR RELIABLE, EFFICIENT AND EXPERIENCED SERVICE, CALL US.

## 2 SECTIONS NEAR BUR, TEXAS

Improved with home, barn, irrigation wells, underground tile, on paying. Only \$175.00 per acre.

## 5 ACRES AT EDGE OF HEREFORD

1900 sq. ft. home, 2 car garage, irrigation well, barn, on paying. Price \$37,500.00.

## NEAR AIKMAN SCHOOL

3 bedroom with den, only \$10,000.00. \$1,000.00 down balance terms.

## ONLY \$13,500.00

Three bedroom brick, single garage, corner lot, new shop carpet in living room and hall, central heat.

## PURCHASE ON G. I.

1200 sq. ft. 3 bedroom with single garage, \$10,500.00.

## COUNTRY CLUB DRIVE HOME

Very nice split level with lots of extras on large lot must see to appreciate. Price \$37,500.00.

## BARGAIN 3 BEDROOM BRICK

3 baths, den kitchen, double garage, on nice corner lot, approx. 1900 sq. ft. ONLY \$22,500. existing. 6 1/2 percent loan can be assumed.

## NORTHWEST HEREFORD

1900 sq. ft. 3 bedroom, den, double garage, assume existing loan. Price \$18,000.00.

## \$1,000 DOWN

nice 3 bedroom for \$9,500, monthly payments of \$113.00

## IMMEDIATE POSSESSION

3 bedroom with 2 baths, double garage, fenced yard. Price \$15,500.00. Good terms available.

## TWO TRACTS AT MULHESHO, TEXAS

30 acres with nice 3 bedroom home, irrigation well, good allotments. Price \$30,000.00, \$5,000.00 down. 80 acres on paving, 2 bedroom home good "B" well, land lays good Estate would like offer.

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## PART TIME WAITRESS

START at \$1.25 per hour plus tips. Will train. Must be at least 21 years old. Apply in person after 4:00 p.m.

## 9. Situations Wanted

WILL DO baby sitting in my home. Call 364-3394.

## WILL CARE FOR children Monday through Saturday.

ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call 364-4540 from 8 a.m. till 12 p.m. until 5 p.m. Monday through Friday.

## 10. NOTICE

FROM this date forward, I will not be responsible for any debts other than my own.

## 11. Business Service

PORTABLE DISC ROLLING Scalped or plain. Jacobsen Brothers. Phone 364-1543.

## EXPERT PIANO TUNING

Call Elson Clark, 364-1150 if no answer, call 364-0628.

## C & H BACKHOE SERVICE

Underground Tanks Hereford, Texas. Bob Campbell 364-4261. John Hampton 364-4029.

## KELLY ELECTRIC Doug and Virgil Electrical Contractors

Residential - Commercial All bids and wiring competitive. Phone 364-1345. Night phone 364-2012 or Box 130 364-1345

## BEAR Wheel Alignment Complete Front-End Service

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Seven days a week service. Must call soon as possible after animal dies. HEREFORD BI-PRODUCTS 364-0951

## CUSTOM FARMING, ROY CARLSON

258-7795, HEREFORD, TEXAS.

## PASTURE WANTED.

WANT ED — CUSTOM FARMING Call Joel Williamson, 364-1933.

## HIGHEST CASH prices paid for scrap iron, metals, batteries; also wrecked trucks, pickups and cars.

WANTED: Pasture for light cattle. Call 364-3117 evenings.

## WANTED CUSTOM FARMING.

WANTED — Grazed-out wheat, rye, etc. pasture, DAVID BRUMLEY, Phone 364-1174.

## WANTED — All types custom farming.

WANTED — baby sitting by the hour, day or week. Phone 364-4175.

## WANTED — yards and gardens to rotory fill.

WANTED — yards and gardens to rotory fill. Phone 364-5068.

## 3. HELP WANTED

NEED AT ONCE TIRE SERVICE MAN.

Must have experience in installation of passenger, truck and tractor tires in both shop and on service truck. Must have good credit references.

## COMPANY BENEFITS AVAILABLE

\*40 hour, 5 day work week. \*Paid vacations and holidays. \*Hospital and surgical benefits. \*Accidental death & dismemberment. \*Automatic Life insurance. \*Social Security benefits. \*Retirement Savings plan.

## APPLY IN PERSON J. C. PENNEY COMPANY HEREFORD, TEXAS

WANTED — Relief Dispatcher. Apply Sheriff's Office in Court House.

FRONT End loader operator needed at local feed yard to clean pens. Call 805-276-5627.

## AAA WRECKER SERVICE HEREFORD WRECKING COMPANY

Day-Phone 364-0580 Nights-364-4009 and 364-0075.

## 13. LOST & FOUND</

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803 S. Texas Jim Clarke 364-3160

# Interior designer suggests buying old, not new, houses

By VIVIAN BROWN  
AP Newsfeatures Writer  
Young house shoppers often overlook good buys in older houses that might be remodeled for a small investment, says interior designer Robert W. Houseman, first prize winner of the S. M. Hexter award to select the interior of the year.  
The jury for the decorative fabrics house chose Houseman because of the originality of design, integration of various elements in the interior and use

of color in a vacation home he remodeled and furnished in Coral Gables, Fla.

"There are some great buys in older houses," says Houseman. "It is far better to own a house than to sink rent into an apartment year after year. Young people might borrow a down payment from parents or perhaps postpone the expensive honeymoon trip."

Before buying an old house, find out how much it will cost to remodel it. You should think

of that sum as part of the purchase price. Houseman spent \$8,000 on his Spanish adobe house. One should also have a good idea of what the place will look like when finished. It is worth consulting an architect for a fee so that you will have an overall plan with the approximate cost.

Do-it-yourselfers might be able to do some of the work. Here are some Houseman suggestions:

—Restrain yourself. Tearing out things — plumbing, walls, appliances — can be expensive. In the beginning, if money is a factor, do only what you must do and no more. Houseman tore out tile counter tops and substituted white plastic. He painted kitchen cabinets white and put orange and white wallpaper on the kitchen walls.

—He used rough-textured plywood on the fireplace wall and changed the look of doors on either side of it with masonite gridded panels set into the upper section of double-hung door frames. He changed the view from the living room looking toward a dinette that has "a typical arch" separating the rooms by removing two doors in the dinette and substituting louvered doors. —He had the standard oak

### You've Never Seen Such Thorough Service STOP IN SOON

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EAST SIDE "66"  
Rocky Stewart  
1303 E. 1st 364-2644

### State panel picks Hereford teacher

Mrs. Bob Holman, teacher at Hereford's new Tierra Blanca Elementary School, has been appointed to the State Advisory Commission for the Texas Study of Public School Instructional Resources, it was disclosed recently by the director of the association.

Mrs. Holman will serve for 17 months on the committee with 20 other persons who were appointed.

The committee is dedicated to a better state educational system for the boys and girls of Texas.

floors bleached white. This was accomplished with many bleaches and with white rubbed into the floors to attain a frosty white finish. He furnished the living room in yellow and blue fabric with a mixture of furniture—Rattan, tubular steel, antiques — and modern graphics.

—The master bedroom decorating scheme is great for old houses, he says. He used rough-textured plywood painted white over walls. He added white bamboo shades and white wall-to-wall carpet. The only touch of color is an old-fashioned colorful patch quilt on the white lacquered four-poster bed.

The white adobe house was painted a sandy beige, and the murky brown door black. There is a big lion's head for a door knocker.

The most important point in remodeling is that you shouldn't try to do everything at once.

### Bull Barn has a plate or two now up for sale

Planning a big bash soon? Well, if you are, you might possibly be in the market for 750 plates that are available from the county.

The nine-inch plates, used for the past several years at banquets at the Bull Barn, have been replaced by larger ones and the nine-inchers are up for sale.

The new plates, 10 and one-half inches wide, were purchased through contributions from the two local Kiwanis Clubs, two Lions Clubs, the Rotary Club and the county. Each of the organizations donated money for the purchase of the new plates to replace the ones used since the Bull Barn was constructed.

"Thanks to the two Kiwanis Clubs, the two Lions Clubs, the Rotary Club and Deaf Smith County for the new plates," said A. J. "Major" Schroeter, who helped in getting the new plates purchased.

Jim McDowell and Virgil Marsh, with the Rotary and Chamber of Commerce, respectively, also assisted in the drive to get the new plates.

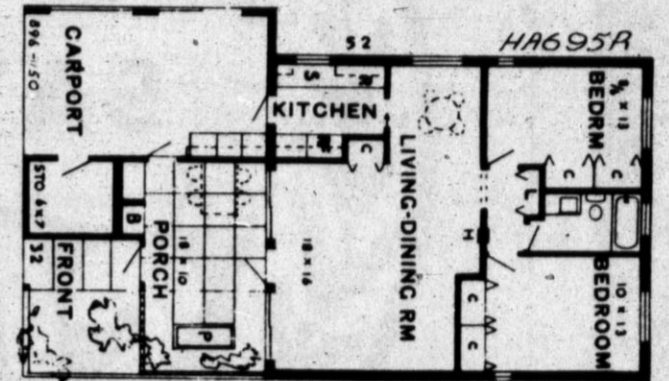
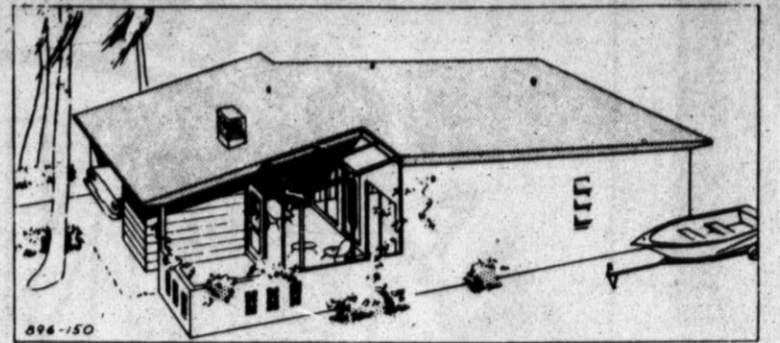
The new plates were used for the first time March 23 when the International President of the Kiwanis Club visited here.

### Glenda Dillard joins ACC tour

Glenda Sue Dillard, daughter of Mr. and Mrs. A. R. Dillard of 217 N. Texas, is part of a 77-member band from Abilene Christian College on a three-state tour.

Charles Traylor, ACC assistant professor of music and director of bands, is directing the band on its annual spring concert tour. The band will present 12 concerts in five days in Texas, Oklahoma and Missouri. Miss Dillard graduated from Hereford High School in 1968 and is a junior special education major at ACC.

## HOMES FOR AMERICANS



**RETIREMENT HOME** — This compact two-bedroom, one bath is designed for a narrow lot. It requires 896 square feet, plus carport and screened porch. For maximum privacy no windows face the neighbors. The porch contains a barbecue and a fish pool and can be used for dining out. This is a masonry, slab-on-grade structure topped by a gently pitched tar and gravel roof. Heat can be gas or electric. Plan HA 695R was designed by Architect Jan Reiner, 1000 52nd Street North, St. Petersburg, Fla., 33710. (AP Drawing)

**MOBILE HOME**  
SUB-DIVISION WITH 100' LOTS  
**BUY YOUR LOT TODAY!**

1. Located outside City Limits
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3. 1 block to Denton Park pool.
4. 100 foot by 125 foot lots . . . four times as large as the usual mobile home lots.
5. Name your own down payment.
6. Name your own monthly payments.
7. You can park 4 cars on the driveways . . . all on your own lot.

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**WRESTLING**  
SATURDAY APRIL 3 - 8:45 P.M.  
**RAMON TORRES**  
-VS-  
**CICLON NEGRO**  
\* TAG TEAM MATCH \*  
**THE BEAST & THE BUTCHER**  
-VS-  
**RICKY & BOBBY ROMERO & DUNCUM**  
GIRLS \* SENORITAS \* GIRLS  
**MARIE LAVERN**  
-VS-  
**PAT PARTLOW**  
PROMOTED BY HEREFORD LIONS CLUB  
\*\*\* HEREFORD \*\*\*  
**BULL BARN**

**JOE NAMATH**  
as C.C. Ryder  
**ANN-MARGRET**  
as his girl  
loving, brawling and bustin' it up  
**C.C. AND COMPANY**  
FIRST RUN  
SHOWTIME THURS.-FRI 7:00 - 8:50  
SHOWTIME SATURDAY 1:30 - 3:20 - 5:15 - 7:10 - 9:05  
**STAR**

**RASPBERN - THE RED MONK**  
Ladies, Men - And Lady Killers!  
"THE DEVILS BRIDE"  
CLUB OF BLUES  
**BLOOD CHILLING HORROR!**

STARTS APRIL 7th COMING SOON STARTS APRIL 16th  
**STAR THEATRE**  
THE #1 NOVEL OF THE YEAR - NOW A MOTION PICTURE!  
**AIRPORT**  
BURT LANCASTER - MARTIN JEAN SEBERG JACQUELINE BISSET  
NOMINATED FOR 10 ACADEMY AWARDS EACH!!

**THURSDAY FRIDAY SATURDAY**  
AS ADVERTISED ON T.V.  
**"POOR WHITE TRASH"**  
A FILM FROM SWEDEN  
**'SKAMMEN SHAKEN'**  
ADULTS ONLY!  
GATES OPEN 7:10 P.M.  
Tower DRIVE IN W. Hwy. 60.  
Pray for Rosemary's Baby  
**THE ADVENTURERS**

**WALGREEN PRODUCTS**  
**PENNY**  
**SAVING**  
**SALE**

**HAROLD CLOSE**  
**WAGREEN AGENCY DRUG**



Sugarland Mall PHONE 364-2344

**3 - BIG DAYS**

**ON SALE THURSDAY, FRIDAY & SATURDAY**

 <p><b>Super Aytinal Vitamins &amp; Minerals</b>  <b>50 FREE</b>                  When You Buy 100                  13 vitamins, 9 minerals &amp; whole dried liver.                  \$9.67 Value <b>5<sup>98</sup></b></p>	 <p><b>\$2.98 Value</b>  <b>Circus Mates</b>  <b>Vitamins with Iron</b>                  Chewable, fruit flavored tablets in 4 animal shapes. 100's  <b>2<sup>298</sup></b></p>	 <p><b>\$5.49 Size</b>  <b>SUPER GERIATRIC FORMULA</b>                  Formulated for "over 40" folks, 100's.  <b>2<sup>549</sup></b></p>
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 <p><b>\$6.98 Size</b>  <b>OLAVITE-M VITAMINS MINERALS</b>                  Therapeutic formula.  <b>2<sup>698</sup></b></p>	 <p><b>\$3.29 Size</b>  <b>LIVER &amp; IRON Tablets</b>                  With B-complex &amp; Vitamin C. Walgreens. 84's.  <b>2<sup>329</sup></b></p>	 <p><b>\$2.49 Size</b>  <b>CHEWABLE ORANGE FLAVOR Vitamin C</b>                  250 mg. 100's.  <b>2<sup>249</sup></b></p>
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**53¢ Size-Infants, Adults, 12's**  
**GLYCERIN SUPPOSITORIES**  
 Walgreens **2<sup>53¢</sup>**

**5¢ ea. Values**  
**Fruit Drops or Mints**  
 Flavor choice, luxury.  
**6<sup>20¢</sup>**

 <p><b>59¢ Size</b>  <b>RUBBING ALCOHOL</b>                  For massage, rubdown. Walgreens. 16 oz.  <b>2<sup>59¢</sup></b></p>	<p><b>OPEN DAILY</b>  <b>8 A. M. TO 9 P. M.</b>  <b>CLOSED SUNDAYS</b></p>
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 <p><b>\$1.69 Size-Chambly</b>  <b>MILK BATH</b>                  With Cold Cream                  Smooths, moisturizes dry skin, 32 oz.  <b>2<sup>169</sup></b></p>	 <p><b>\$1.19 Size</b>  <b>Hillrose K Lotion</b>                  Softens whitens and protects. 6 os.  <b>2<sup>119</sup></b></p>	 <p><b>98¢ Size</b>  <b>PERFECTION HAND CREAM</b>                  Lanolized for soft, lovely hands. 8.25 oz. nt.  <b>2<sup>98¢</sup></b></p>	 <p><b>\$1.19 Size</b>  <b>BUBBLING BATH OIL</b>                  Choice of 4 delightful fragrances. 16 oz.  <b>2<sup>119</sup></b></p>
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 <p><b>\$1.29 Size</b>  <b>CONCENTRATED Moisture Fresh Lotion</b>                  Hillrose K. 8 oz.  <b>2<sup>129</sup></b></p>	<p><b>Northern Electric</b>  <b>"The Switchable"</b>  <b>HAIR SETTER</b>                  EITHER dry or moist setting. 20 rollers, case.  <b>2<sup>395</sup></b></p>	 <p><b>\$1.19 Size</b>  <b>Fresh Breath MOUTH SPRAY</b>                  Choice of 3 flavors. Compact. 1/2 oz. nt. wt.  <b>2<sup>119</sup></b></p>	 <p><b>\$1.75 Size</b>  <b>Lord Briargate COLOGNE</b>                  Refreshing spicy scent. Gift boxed. 4-7/8 oz.  <b>2<sup>175</sup></b></p>
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 <p><b>79¢ Size</b>  <b>100 ASPIRIN</b>                  5 gr. U.S.P. Walgreens.  <b>2<sup>79¢</sup></b></p>	 <p><b>98¢ Size</b>  <b>EFFERVESCENT SACCHARIN</b>                  1000's - 1/4 gr.  <b>2<sup>98¢</sup></b></p>	 <p><b>98¢ Sizes-Walgreens</b>  <b>MOUTH WASHES</b>                  Choice of Fresh Breath, Orlis Pleasant Tasting, Chlorophyl, Sterident. 16 oz. sizes.  <b>YOUR CHOICE</b>  <b>2<sup>98¢</sup></b></p>	 <p><b>98¢ Size</b>  <b>SPEED SHAVE</b>                  Menthol or Regular Walgreens. 11 oz. nt.  <b>2<sup>98¢</sup></b></p>
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 <p><b>WESTCLOX "DROWSE" Alarm Clock</b>                  10 min-drowse feature. Lighted dial. Colored dial.  <b>4<sup>77</sup></b></p>	 <p><b>35¢ Size</b>  <b>CHILDREN'S ASPIRIN</b>                  Cherry or Orange flavors. 1-1/4 gr. U.S.P. Walgreens.  <b>2<sup>35¢</sup></b></p>	 <p><b>Ladies' Nylon HEAD SCARVES</b>                  Choice of colors. 30 x 30" size.  <b>33¢</b></p>	 <p><b>PANASONIC DIGITAL CLOCK RADIO</b>                  Exceptional fine sound.  <b>29<sup>95</sup></b></p>
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 <p><b>UTILITY KIT with English Leather</b>                  Toiletry Samples                  Leather-like vinyl, 2 foam padded vinyl pockets.  <b>3<sup>33</sup></b></p>	 <p><b>GARDEN HOSE - 60ft.</b>                  8 yr. guarantee. 100% red vinyl. 1/2" bore.  <b>1<sup>99</sup></b></p>	 <p><b>ANCHOR HOCKING BEVERAGE SET</b>  <b>JUBILEE DESIGN</b>                  10 - 1 1/2 oz. Tumblers.  <b>99¢</b></p>	 <p><b>FEVER THERMOMETERS</b>                  Oral or rectal styles. With Case.  <b>66¢</b></p>
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# IT'S APRIL 1st & THIS IS WHAT GASTON HAS DONE ABOUT IT!! He Has Baked a Cake

"AND TEDDY WILL HAVE THE FIRST SLICE"

1921-1971 . . . 50 wonderful years doing business with the friendly folks of Hereford and the High Plains of Texas. Our Sincere THANKS for your patronage and support . . . It has been a rewarding 50 years and we look forward to many more!

These Sale items are our regular quality merchandise offered to you at REDUCED PRICES DURING our 50th ANNIVERSARY CELEBRATION. GASTON'S, Where fashion & quality comes first.



## MEN'S FASHION SUITS

- Regular \$95.00 reduced to **\$57.00** During Anniversary Sale
- Regular \$85.00 reduced to **\$51.00** During Anniversary Sale
- Regular \$75.00 reduced to **\$45.00** During Anniversary Sale



- ### MEN'S WOOL & WOOL BLENDS DRESS SLACKS
- Reg. \$12.00 NOW! **\$8.00**
  - Reg. \$16.00 Now **\$10.67**
  - Reg. \$18.00 Now **\$12.00**
  - Reg. \$25.00 Now **\$17.67**



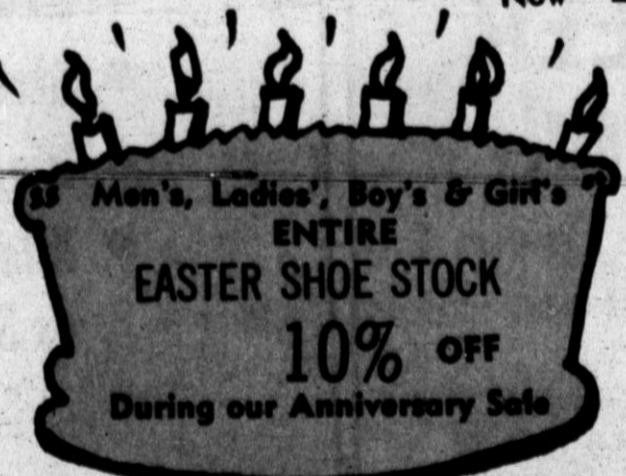
- ### 1 Group Young Men's Short and Long Sleeve SPORT SHIRTS
- Values to **\$2.99** Each



- ### 1 Group Men's Short and Long Sleeve SPORT SHIRTS
- Values to **\$8.00** Now **\$4.00**

- ### Men's BERMUDA SHORTS
- \$5.00** Pair
- ### Dacron-Cotton & Cotton PAJAMAS
- Values To **\$9.00** Now **\$4.50**

- ### Ladies' Good Assortment SHOES
- 4 RACKS to choose from
- Rack No. 1 reduced to **\$4.00** During Anniversary Sale
  - Rack No. 2 reduced to **\$6.00** During Anniversary Sale
  - Rack No. 3 reduced to **\$8.00** During Anniversary Sale
  - Rack No. 4 reduced to **\$12.00** During Anniversary Sale
- (DOWNTOWN ONLY)



- ### LADIES' HAND BAGS
- 1 Group Both Stores **\$2.00** YOURS FOR ONLY!
- Men's Florsheim & Weyenberg

- ### SHOES
- Black & Brown Values To **\$28.95** **\$15.00** Pr. or 2 Pr. **\$28.00**

RECEIVE 10% OFF ON ANY ITEMS NOT LISTED, COME SEE FOR YOURSELF & HAVE A SLICE OF CAKE & COFFEE

## FUR DEPARTMENT DOWNTOWN STORE ONLY

- 3 MINK STOLES
  - 4 MINK JACKETS
  - 2 Sheared MUSKRATS
  - 2 MINK PAW COATS
  - 1 WOLF TRIM MUSKRAT COAT
  - 1 MINK HEAD COAT
  - 1 MINK GILL COAT
- Plus Many Others
- 1/2** Price
- All At Anniversary Reduced Prices!



- ### ALL NEW SPRING DRESSES
- Sizes 6 to 18 Reduced **10%**



- ### All New Spring PANT SUITS
- Values to **\$35.00** **\$19.90**

- ### All New Spring Junior DRESSES
- Now **10% Off**



- ### 1 Group of ALL WEATHER COATS
- Reduced For Anniversary Sale **10%**



- ### Costume JEWELRY
- 1/2** Price



- ### 1 Rack of DRESSES
- Sizes 8 To 18 Reduced **1/2** Price

- ### Complete Stock SEPARATES POLYESTER

- ### All Famous Brands Reduced

**10%**

- ### CHOOSE FROM 75 PANT COATS
- Reduced To Sugarland Mall Only **1/2** Price



- ### Ladies' LINGERIE
- ROBES
  - GOWNS
  - SHORTS
- NOW! **1/2** Price

- ### 68 TUNIC PANT TOPS
- Were Priced To **\$15.00** Sugarland Mall Only **\$5.00**

- ### LARGE SELECTION OF BETTER SPORTSWEAR

- Bleyte
  - Manhasset
  - Jane Colby
- REDUCED **10%**
- DOWNTOWN ONLY!

- ### Complete Stock HOT WHEELS & SIZZLER CARS
- Sugarland Mall Only **1/2** Price



# Double ceremony read as two couples marry

Two brothers and their brides, who spoke marriage vows in a double wedding Saturday, left afterward for honeymoon trips to New Mexico resort areas, and will be at home in the Summerfield community.

Miss Luwana Kaye Williams became the wife of Larry Robert Kuper, and Miss Betsy Hine of John Henry Kuper, in a late afternoon service in St. Anthony's Catholic Church, where the Rev. Boniface Riedmann, pastor, conducted the nuptial mass.

Mrs. Larry Kuper is the daughter of Mr. and Mrs. Robert M. Williams, 204 Aspen, and Mrs. John Kuper of Mr. and Mrs. John Hine, 316 Star. Parents of the bridegrooms are Mr. and Mrs. Henry John Kuper of Summerfield.

At the church altar was an archway of green foliage with yellow chrysanthemum blossoms, and bouquets of the same flowers and white gladiolus on either side.

Mrs. Allen Evers, the bridegrooms' sister, played the organ prelude, music from Romeo

and Juliet. Mrs. Joe Reinauer was accompanied by Mrs. Jim Cramer at the organ as she sang One Hand One Heart and other solos. Randy Martin sang a medley of wedding songs with Mrs. Evers accompanying.

The traditional march from Wagner's Lohengrin was played by the organist for the Hine-Kuper wedding party, then as Miss Williams and her attendants appeared, her fiancé sang a solo he composed, A Promise of Love.

Recessional music was also sung, with Martin as soloist. We've Only Just Begun was the selection for the first couple, and More for the second.

Each bride was escorted to the altar by her father. Miss Hine's maid of honor was Miss Mary Martin and John Kuper's best man was his brother, Marvin. Mrs. Ronnie Wagner and Miss Gwen Duncan were bridesmaids, Wagner and a cousin, Richard Kuper, groomsmen.

Miss Williams was attended by Mrs. Marvin Kuper as matron of honor, Miss Sharon

Cash as maid of honor and her sister, Miss Charlene Williams, as bridesmaid. David Wagner was best man for Larry Kuper, with the bride's brother, Robert Williams, and Allen Evers as groomsmen.

Grover Fleming, Nick Milburn and Stanley Williams acted as ushers. Candles were listed by Richard Schilling and Matt Hushman, Shannon Evers was flower girl for both couples and Mark Williams carried the rings.

Blue satin made her attendants' frocks, with velvet ribbons circling the empire waists, round necklines and baby-doll sleeves complemented by above-the-elbow white gloves. Their flowers were yellow roses.

A reception after the wedding was held in the Knights of Columbus Hall, where Mrs. Nick Milburn, sister of the bridegrooms, registered guests for the Larry Kupers and Miss Mary Kay Wagner for the John Kupers.

Miss Becky Williams, a cousin of the bride, and Miss Vickie Kuykendall were at the respective punch services and the

Miss Hine chose a dress of Victorian design, its full skirt and train fashioned of lace tiers. The lace bodice, fitted at the natural waistline, had a Sabrina neckline and dropped shoulders above fully gathered tulle sleeves which were held to wide cuffs at bracelet length.

From a pearl-trimmed coil, an illusion veil with lace edging floated over her shoulders. Her cascade bouquet was white carnations.

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twine wedding cakes were served by Miss Nita Cupell, another cousin of Miss Williams.

The bridal bouquet were laid at the base of crystal candelabra in the centerpiece, and the two wedding cakes, each topped with bride-and-groom figurines, were connected with a latticed walk where figurine attendants were dressed in colors of the two bridal parties.

The Larry Kupers left the reception for a trip to Carlsbad, and the John Kupers to Red River.

Mrs. Larry Kuper is an employee of Southwestern Bell Telephone Company here, and is a graduate of Hereford High School. Her husband, who attended West Texas State University two years after graduation from HHS, is employed with Wilson & Company. He appeared in a number of musical productions in high school, at WTSU and for two years in the Palo Duro Canyon summer musical, Texas.

Mrs. John Kuper is a senior in Hereford High School and

## Area TOPS convention is discussed

Sugar Blues TOPS Club members discussed plans for the Area TOPS Convention scheduled April 30 and May 1 in Amarillo at their weekly meeting Monday night.

Mrs. Roger Huber, showing the greatest weight loss for the week, was crowned TOPS Queen.

Mrs. Woody McDermitt presided over business. The announcement was made that

newly elected officers will be installed at next week's meeting with Mrs. Larry Paschel to begin serving as leader. Net weight loss for the week was six pounds.

## Community calendar

APRIL  
26 - Hereford High School All-Sports Banquet at Bull Barn, 7:30 p. m.

Read The Classified Want Ads!

## VB tournament set at Walcott Friday, Saturday

The Walcott Parent-Teachers-Association is sponsoring a two-day volleyball tournament Friday and Saturday at the Walcott gym.

There are five mens' teams and five womens' teams entered in the tournament. The first game will begin at 5:30 p. m. each of the two days.

Admission to the tournament is \$1 for adults and 50 cents for students. A concession stand also will be open during the tournament.

## Mrs. Scott has progress report

Mrs. Ira Scott reported the club's progress with its first fund-raising project of the year, the selling of school records books, at a Cultural Home Demonstration club meeting Friday in the home of Mrs. J. G. Gandy.

Slides illustrated the talk by Samim Aydin, concerning his country, Turkey.

Mrs. H. A. Spears was recognized as a guest.

Other members present were Mmes. Paul Corbett, D. C. Allmon, Grady Parsons and M.W. Sumner.

Next meeting will be April 9 with Mrs. Ira Scott.



BRIDES OF BROTHERS — Mrs. Larry R. Kuper, left, is the former Miss Kaye Williams and Mrs. John H. Kuper was Miss Betsy Hine before the wedding ceremony in which both couples were married Saturday. (Photo at left by Brady; Photo at right by Angel)

## Pins presented students at tea

Awards for work done during the year were made to members of Texas Association for Careers in Health at the annual pinning tea given by Hereford Medical and Dental Auxiliary Sunday afternoon in Community Center.

Hereford High School students who are members of TACH, formerly known as Future Nurses Association, were honorees and their mothers were also guests at the tea. Pins were presented to eight who have earned 300 points in the TACH program; guards for pins already earned were given six seniors who have reached a total of 500 points.

Assistance at hospitals here is one type of work which earns points, another is work in projects to earn money for a trip to the state convention to be held at Austin this month. Purpose of the club is to inter-

est students in medical careers.

Patsy Paetzold is president of the club in HHS, Mrs. Homer Rudd is school sponsor and Mrs. C. E. Rush sponsor from the Auxiliary.

Mrs. Gerald Payne, Auxiliary president, was in charge of arrangements for the tea. All the members, wives of Hereford doctors and dentists, assisted in greeting guests and serving refreshments. Mrs. Kenneth Hunt presided at the tea table.

Diane Fangman received both her pin and guard, both earned this year; the club president was given a guard and also a gavel guard. Others awarded guards were Tricia Herr, Thelma Warren, Kati Morgan and Marilyn James.

Pins went to the only boy in the group, Sammy Ogan, and to D'Anne Duke, Pam McCutchen, Rose Cuellar, Teresa Vines, Karen Scott and Kathy Roberts.



It's PIONEER again this year.

Here's why:

ALLEN WEBB, Dimmitt, produced 178.8 bushels of corn this past year from 162 acres of Pioneer brand 3306. He also had a 25-acre field of 3306 that produced over 180 bushels per acre. Mr. Webb is an outstanding farmer who knows how to get the most from good management programs. That's why he's particular about the seed he plants. Naturally, we're proud that good farmers like Allen Webb plant Pioneer year after year.



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A New Grain Sorghum Hybrid Developed for the High Plains

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- Yielded 10,840 Pounds Per Acre In High Plains Research Station Test.
- Yellow Endosperm.
- Medium Season.
- Excellent Head Exsertion.
- Strong Stalk Resists Lodging.
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- Adapted to Both Double Row or 30-inch Row Planting.

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"Is the One for Seventy-One"

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A CFS applicator takes most of the problems out of spreading plowdown fertilizer. It's fast, accurate, in top mechanical condition. And inside that big wagon can be the finest fertilizer you ever spread. Prescription blended to match your personalized CFS Plan and Profit Programs. Complete with secondary and micro-nutrients if CFS soil tests show they're needed for better yields. And never a delay or excuse, because CFS knows your time is valuable and delivers on schedule. Get a new lease on life this spring. Call or stop in today — make arrangements for the rental applicators you need and let us tell you about all the advantages of farming with personalized CFS Plan and Profit Programs.

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Your crop advising center



CITIES SERVICE COMPANY

# Home opened for afternoon party

## MARRIAGE LICENSES

Ricardo Juan Cordova and Anna Luna Cortinez 3-29.  
Gerald Joseph Paetzold and Kathy Elaine Markley 3-26.  
Mark Andrew Banner and Janie Louise Reinart 3-24.  
Larry Robert Kuper and Luwana Kaye Williams 3-24.  
John Henry Kuper and Betsy Hine 3-23.  
William Earl Fowler and LaRue Crawford 3-22.

"For coffee and conversation," read invitations to a Sunday afternoon at-home with Mrs. Bob Hamman and her mother, Mrs. C. L. Craig, as hostesses in their new home, 704 Plains. Scores of friends called during the two hours designated.

Conversational groups formed in the living room and family room, and guests were invited to look through the house which has throughout an attractive Oriental theme in furnish-

ings and decoration.

Black lacquered woodwork and furniture combined with bamboo, oriental designs in fabrics and ornamental pieces supply a distinctive look that fulfills the promise of the exterior, where white brick and black trim are accented with a scarlet front door marked with a Chinese symbol.

Beautiful Chinese figurines in

white were arranged in the center of the refreshment table, which was covered with a sheer white cloth applied in a border design of trailing branches and white blossoms.

Mrs. Claude McGowen Sr. and Mrs. Colby Conkright in turn ladled punch as tea sandwiches, cookies and candies were served in milk glass.

## Messenger club's senior citizens of year entertained at meeting

Entertaining the Senior Citizens of the Year whom they have "adopted" for this period, members of Messenger Home Demonstration Club met in the home of Mrs. S.N. Thweatt Friday and welcomed Mrs. E. M. Jack and Mrs. J. A. Wyly as guests.

The two women, both now residents of Friona but formerly of the Messenger community, were designated as the club's special senior citizens at the beginning of this year and have been remembered previously in various ways.

Mrs. Tom DeShazo and Mrs. A. P. Hagans gave the program at the club meeting, demonstrating the use of a quick master-mix to make a white cake which was later served for re-

freshments. They gave the recipe for the mix, and for various cakes made with it.

In the business period, ironing board covers and household tool kits which members will sell to aid the club treasury, were distributed. The group voted to make lap robes for patients in an Amarillo nursing home as a service project.

Mrs. Gene Bradley won the prize in a game of naming birthstones and flowers for each month in the year. The floating prize went to Mrs. DeShazo.

All members were present. They included Mmes. Bill Page, Leo Webb, N. A. Brown and John Garnett. Date of the next meeting was changed from Apr. 9 to Apr. 7; it will be in Mrs. Northcutt's home.

# Ray Lueb takes bowling spotlight

Ray Lueb was a double winner last week in the Kings and Queens Bowling League, taking the high scratch game and the high handicap series.

He rolled a 591 for the high scratch series and a 225 for the high handicap game. He also had a 239 for the high handicap game.

Frank Lopez rolled a 638 Kings high handicap series, Luella Dool a 190 Queens high handicap game and 232 high handicap game. Eleanor Hudspeth had a 471 high scratch series and Margaret Janssen a 591 high handicap series.

Big Daddy's Restaurant rolled a 839 high team game and a 2273 high team series.

Converting splits were Bertha Arnold, 5-8-10; Dale Moore, 5-10; Alice Lueb, 3-10, twice; Ben Lueb, 5-7; L. J. Clark, 3-10; Audine Dettmann, 3-10;

and Luella Dool, 7-8.

In play last week, Circle Three Feedyards won three from Strickland Shell, Big Daddy's Restaurant won three from Hereford Janitor Supply, Vance Hall Sporting Goods won four from Team No. 7, and Bob's Hickory Pit won three from Reeves Chevrolet.

Standings show Vance Hall Sporting Goods, 26-10 (incomplete); Big Daddy's Restaurant, 26-14; Bob's Hickory Pit, 25 1/4-14 1/4; Hereford Janitor Supply, 24 1/4-15 1/4; Strickland Shell, 19-21 Circle Three Feedyards, 16-20 (incomplete); Team No. 7, 10-30; and Reeves Chevrolet, 9-31.


Early European harps were strung with braided horsehair or gut. The triangular Irish harp had brass strings and was plucked with specially grown, hooked fingernails.

## DEKALB Silage pays you a Bonus!

**IN GRAIN** Rugged DeKalb XL hybrids put an ear on every stalk. Produce high quality grain.

**IN TONNAGE** Taller, later DeKalb maturities make big tonnage yields needed for extended feeding.

**IN ENERGY** Make high T.D.N. silage from short, bonus yielding XL's. High grain-to-stalk ratio makes excellent feed.

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364-4855 or 276-5266  
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**MARRIAGE ANNOUNCED** — Dr. and Mrs. C. E. Rush announce the marriage of their daughter, Shelley, to Larry Allen Burelsmith, son of Mr. and Mrs. M. T. Burelsmith, on August 29, 1970. The couple is now at home in the Lynette Apartments. Mrs. Burelsmith is a student in West Texas State University and was graduated from Hereford High School with the 1968 class. Burelsmith, with the Hereford Police department, has attended WTSU also.

# 70th Anniversary Sale

## FOXWORTH-GALBRAITH BUILDING MATERIALS SUPERMART

### LATEX WALL PAINT



All-Purpose White Latex  
SALE PRICE \$2.49 per gal.  
4" Nylon Paint Brush \$1.29 ea.  
Applies easily — Dries fast — Clean up with soapy water

### STORM DOORS



Heavy Aluminum  
Strong Deep Frame • Self Storing • Pre-Hung • Completely weather stripped.  
DOOR SIZES  
2'8" x 6'8"  
3'0" x 6'8"  
\$19.88 each

### WALL PANELING

Easy to Install  
4' x 8' Hardwood  
PRE-FINISHED PANELING  
From Georgia-Pacific  
\$2.39 Per Panel



NAME BRAND LIGHT BULBS  
75 and 100 watt 6 for \$1.00  
Light is Safety

### AMES GARDEN TOOLS



Now Rate \$1.99 ea.  
Hoe \$1.88 ea.  
Spade Fork \$2.99 ea.  
Long Handle Shovel \$2.09 ea.

### ELECTRIC CAN OPENER



Sunmaid  
• Opens any size can  
• Opens square sardine cans  
• Permanent magnet lift lids.  
• Bottle opener on unit  
• Tilt-proof base  
NOW \$5.88 each  
Suggested Retail \$9.99

### PLASTIC WARE

Your choice 35¢ each  
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### BAR-B-QUE GRILL

"Old Smokey"



Heavy Aluminum Coated Steel. 14" Diameter, 22" High. Positive Smoke and Fire Control. Self-Cleaning.  
SALE PRICE \$8.44 each

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Armstrong 202 WHITE CEILING TILE  
Covers, Beautifies, Softens Sounds and Insulates  
8 3/4¢ per square foot in full boxes

### SKIL POWER TOOLS

#### SKILSHOR 1/4" Drill



Easy to handle trigger speed drill with full torque, 2000 rpm single forward speed plus 2.1 amp super burnout protected resistor for tough jobs.  
\$7.99 each

### AJAX CABINET HARDWARE

15% OFF ALL AJAX CABINET HARDWARE



Easy to install — Beautifies kitchen and bathroom cabinets and furniture

### UNFINISHED FURNITURE

#### Jumbo Rocker



\$9.99  
Rush Seat, Curved Back ea. Acorn Post

#### SKIL Jig Saw



Lightweight compact jig saw with 2.5 amp motor. Delivers 3500 spm for fast, powerful cutting action. Cuts metal, plastic, compositions or wood with proper blade. Automatic blower keeps cutting line clear. One blade included.  
\$15.88 each

#### SKILSAW 7 1/4" Circular Power Saws




Cuts 2 1/2" at 90°, 1 1/2" at 45°, 10 amp, 1 1/2 HP motor, 5200 rpm. Chisel tooth combination blade. 3 prong plug  
a low \$23.77 each

#### SKIL Double Insulated Orbital Sander



Finest low-cost sander available — over 25 sq. inches of sanding surface. Sands flush on all 3 sides, gets into corners. Orbital action allows sanding with or against the grain. Holds up to 6 sheets for fast easy paper changes.  
\$19.55 each




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W. G. HARLAN, Muleshoe, produced 168.6 bushels of corn per acre last year from 14.6 acres of Pioneer brand 3306.

"This was as clean and pretty a corn as I've ever seen," Mr. Harlan said.

Because of its excellent yield and profitability, he plans to plant 3306 again this year. Naturally, we're proud that good farmers like W. G. Harlan plant Pioneer year after year.



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**VIENNA SAUSAGE**  
FOOD CLUB 5 \$1.00  
1/2 cans

**EGGS**  
FARM PAC  
GRADE A  
MEDIUM  
DOZEN **37¢**

**CRISCO** OIL  
.24 oz. Bottle **2 \$1.00**

**PEARS** TREE-RIPE  
NO. 2 1/2 CAN **3 \$1.00**

**APPLE JUICE** FOOD CLUB  
QT. **3 \$1.00**

**TUNA** FOOD CLUB  
CHUNK STYLE  
NO 1/2 CAN **43¢**

**DINNERS** Top Frost Fresh Frozen  
Turkey, Beef, Chicken,  
Salisbury Steak or Meat Loaf  
Each

**CORN** FOOD CLUB CREAM  
STYLE or WHOLE  
KERNEL GOLDEN  
NO. 303 CAN **6 \$1.00**

**GELATIN** FOOD CLUB  
ASST. FLAVORS  
3 OZ. PKG.

**FLOUR** Gaylord  
5 LB. BAG **39¢**

**PEACHES** FOOD CLUB  
IN HEAVY SYRUP  
NO. 2 1/2 CAN

**TISSUE** TOP CREST  
4 ROLL PKG. **3 \$1.00**

**PARKAY** MARGARINE  
KRAFT  
QTRS. LB.

**PEANUT BUTTER** JIF  
18 oz. **65c**  
**KRAFT DINNERS** 8 oz. Chicken Noodle **45c**  
6 1/4 oz. Noodle Cheese **32c**

**TOWELS** Top Crest  
162 CT.  
ROLL

**POTATOES** Food Club  
13 oz. Pkg. **3 For \$1.00**  
**SNACK CRACKERS** Food Club  
12 oz. Pkg. **29c**  
**GRAHAM CRACKERS** Food Club  
16 oz. Pkg. **39c**  
**HONEY** Food Club Extracted  
16 oz. Jar **39c**  
**ALUMINUM FOIL** Topco  
25 Ft. Roll **4 For \$1.00**

**MAYONNAISE** Food Club  
Qt. **59c**

**RED SALMON** Food Club Red Sockeye  
No. 300 Can **\$1**

**CRACKERS** Food Club **19c**

**CLEANSER** Topco Powder  
14 oz. Can **8 for \$1.00**

**PEAS** Food Club Sweet  
No. 303 Can **19c**

**CHERRIES** Food Club Red Sour  
Pitted No. 303 Can **4 for \$1**

**GREEN BEANS** Food Club Cut  
No. 303 Can **5 for \$1**

**FLOUR** Pillsbury  
25 lb. **\$2.20**

**MUSHROOM SOUP** Food Club  
Can **6 for \$1**

**CAKE MIX** Food Club -  
Assorted Pkg. **.27c**

**DETERGENT** For Dishes Topco  
22 oz. Bottle **3 for \$1**

**CATSUP**  
FOOD CLUB  
26 OZ. BOTTLE **3 \$1.00**

**COFFEE**  
FOOD CLUB  
ALL GRINDS  
LB. **87¢**  
**2 LBS.** **\$1.73**  
**3 LBS.** **\$2.59**

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**MIRACLE PRICES**

**FRUITS & VEGETABLES**

**BANANAS** GOLDEN RIPE **10¢**  
LB.  
**CABBAGE** TEXAS FANCY **7 1/2¢**  
LB.  
**POTATOES** U.S. NO. 1  
REDS 10 LB. BAG **39¢**

**SUNKIST ORANGES** Calif. **5 for \$1**  
Wash. Fancy Lb. **28c**  
**D'ANJOU PEARS** Wash. Fancy Lb. **28c**  
**GREENS** Mix or Match Mustard, Collards, Turnips 2 For **35c**  
**SPINACH** Fancy Calif. Each **19c**  
**LEAF LETTUCE** Butter. Red Leaf, Salad Bowl, Romaine **25c**  
**GRAPEFRUIT** Texas Sweet Lb. **12 1/2c**  
**PINEAPPLES** Fresh From Hawaii Each **89c**  
**AVOCADOS** California **5 for \$1.00**  
**RED CABBAGE** Fine For Salads Lb. **16c**  
**CELLO CARROTS** No. 1 Bag Each **25c**  
**LEMONS** Calif. Sunkist Lb. **34c**  
**TANGERINES** **5 for \$1.00**

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**GOLD BOND STAMPS**



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# Publishing scene witty-competitive

A novel dipping into the lives of publishers, an occupation for witty-competitive-minded gentlemen, is now available at the Deaf Smith County Library for your reading entertainment. Check it out today.

**THE PUBLISHER**  
by Alexander Fullerton

This is a novel about book publishing—perhaps the first to give a true insight into that "occupation for gentlemen" which is today as fiercely competitive as any other business.

The firm of Soames, Lisle was a small one, dependent, like so many of its competitors, on the flair of its founder, old Stuart Lisle, for whom publishing had been a way of life. But when things went ill and old Stuart died by his own hand, his son James moved into the driver's seat.

Not, however, before the firm had been taken over by a larger concern so that James found himself working in the shadow of men whose activities he believed had pushed his father to his last desperate act.

James Lisle is already an experienced publisher, but he is a publisher of the modern generation—a man with a nose as keen for a book as his father ever had but with few, if any, of his father's scruples. Determined to achieve success for himself and his firm, he also has a vendetta on his hands, a score to settle.

At first the struggle is a battle of wits—with James fighting with his know-how and with a gambler's instincts against the hostility of older men whose only interest in books is in the money they can make. But soon the battle becomes harder—indeed it develops into a ruthless contest in which control of the company, as well as James' professional survival as a publisher, stands balanced on a knife-edge of intrigue.

The Publisher is a fascinating novel of a fascinating business—the small, tightly knit publishing industry, written with an intimate knowledge of it. The story's setting is the world of English publishing, but the individuals and practices which it portrays are just as much a part of the American publishing scene.

**THE MERRY MONTH OF MAY**  
by James Jones

Paris, May, 1968. This is the Paris of the barricaded boulevards; of the Sorbonne and the Odeon, the rebelling students' strongholds; of the literati, the swingers, the liberals—all seen through the eyes of a master of literature who writes chillingly of a time in recent French history that clearly parallels what is happening in America

today.

James Jones has woven his novel around a band of American expatriates. The narrator of the novel, Johnathan James Hartley, failed novelist and poet, is Harry Gallagher's best friend. Harry, "star," screenwriter, sexual initiate, savant, gourmet, avant-garde liberal of the forties, is pitted against his son, Hill, a Sorbonne student and leader among the youth of the revolution. Caught in the middle of the father-son conflict is Harry's wife, lovely New England-born Louisa. David Weintraub, reluctant harpist and buffoon introduces Samantha Everton, a strange young Negro girl whose cynicism brings final doom to the House of Gallagher.

As the revolution sweeps on through Paris, one sees, feels, smells, and fears all the turmoil that was the May revolt: the paving-stone barricades surrounded by angry throngs, the tear gas, the beautiful old trees lining the boulevards toppled by furious, bewildered students. No reader can fail to be caught up in the frightening social quicksand that was Paris that year.

## WTSU students leave Friday for 10-day vacation

West Texas State University students will have a 10-day spring recess this year.

Residence halls will close at 5 p. m. Friday, and will reopen at 1 p. m. Monday, April 12. Classes will resume at 8 a. m. April 13. Easter Sunday is April 11.

The spring convocation for students receiving degrees will be at 4:30 p. m. Sunday, May 9 at the Amarillo Civic Center Coliseum.

Final examinations for undergraduates will be May 10-13.

Registration for the first term of summer school will be May 31 with the American College Testing Program test to be administered May 29 to beginning freshmen who have not taken it.

## Revival set at Grace Gospel

A revival is scheduled to begin at Grace Gospel Church, Thirteenth St. and Ave. K, tomorrow evening at 7:30 with the Rev. Jack Crawford, evangelist from Lubbock.

Other worship services will be Saturday at 7:30 p. m. and Sunday at 11 a. m. and 7 p. m. Pastor is the Rev. H. V. Fields.



**STUDENTS PRESENT PATRIOTIC PROGRAM**—Tierra Blanca Elementary School fifth-year, ten-year-old students from Learning Center E, presented a patriotic program Wednesday and Thursday afternoons for

parents, teachers and students. Mrs. Bob Wert, music teacher, produced and directed the program with piano accompaniment provided by Bill Devers.

## Small talk

By SUE COLEMAN  
Women's Editor

**MORE SIGNS of spring:** Mrs. Mary Seigler at work in her pretty yard and in the same general neighborhood, Mrs. Susie Tiefert out moving the hose around to spray the grass.

Mrs. Seigler was trimming her roses, she said when I saw her Sunday afternoon at Mary Jo Hamman's and Ruth Craig's open house. She had proof to show—marks of thorns on her wrists.

Somebody remarked, "You should have worn gloves for that job!" and she answered, "I did; you can tell where the tops of the gloves came; that's where the marks begin."

**IN WORSE shape than that,** Lois Beavers is getting around with a cast on a leg and her explanation of how the injury occurred is at least novel—"I slipped on a pork chop!"

She adds that you may not understand how that could happen "unless you've seen three

kids and two dogs eating while they watch TV."

**NEED SOME windows washed** as part of your spring clean-up? Members of the Health Careers Club at the high school thought maybe you may, so they are operating a window washing service to make money to send a group to the state convention in Austin later this month.

The members themselves are supplying the elbow grease and are eager to locate any number of foggy-looking windows to wash for a fee. And who hasn't got windows like that in sand-storm season?

The club, by the way, has something more than a dozen girls as members, and one boy. He may be a rarity, but they haven't exempted him from window-washing duty.

To get windows cleaned a telephone call may be made to Mrs. Myron Morgan, who has volunteered for secretarial duty. Of course any of the club members (Patsy Paetzold is the president) may be notified.

**LOTS OF Hereford Community Concert Association** members were in Canyon for the last concert of their CCA series. Directors for next year were elected during the evening, including Kathlee Palmer

**IT'S ALWAYS too bad when** a name gets left out of a play

en it.

The second term of summer school starts July 12.

## Calendar of events

The Hereford Brand, Hereford, Texas, Thursday, April 1, 1971

### THURSDAY

Kiwanis Club at IOOF Hall, noon.  
Toastmasters at K-Bobs, 7:30 p. m.  
Bingo at Elks Lodge, 8 p. m.  
Jaycees at Community Center, 8 p. m.  
LEO at Civic Club Center, 7:30 p. m.  
Community Players membership dinner at Community Center, 7:30 p. m.  
Hereford Study Club, 8 p. m.  
Mrs. W. H. Gentry, 400 Sunset, hostess.  
Farm and Ranch Club, trip to Amarillo, meet 9:30 a. m. at Mrs. M. S. Weber home, 501 Westhaven.  
Bay View Study Club, 3 p. m.  
Mrs. H. L. Benefield, 101 Westhaven, hostess.  
VFW at VFW Clubhouse, 8 p. m.  
L'Allegria Study Club, 1:30 p. m. at Country Club.

### FRIDAY

Kiwanis Whiteface Breakfast Club at Civic Club Center, 6:30 a. m.  
Campfire Leaders Association at Lodge, 9:30 a. m.  
Sweet and Fancy Decorating Club at Community Center, 9:30 a. m.  
Bud To Blossom Garden Club guest day, 9:30 a. m. at Community Center.  
Patriarchs Militant and Ladies Auxiliary at IOOF Hall, 8 p. m.  
Garden Beautiful, 3 p. m.

of Hereford, who is a member of the Canyon association as well as the local group.

Kathy Polan was with her at the concert; the Cecil Ladys and Mrs. John Robinson were together as were Hilda Havens, Oretta Wilhelm and Bobbie Metcalf, also the Bill Thompson family, Elaine and Don Chapman, Ursalee Jacobsen and daughter Linda, Nelda Guy Ricketts and daughter Sara; also I had a glimpse of Margaret Shown, and there were probably others.

Mrs. G. S. Solomon, hostess.  
**MONDAY**  
Sugar Blues TOPS Club, Community Center, 7 p. m.  
Order of Rainbow For Girls at Masonic Hall, 7:15 p. m.  
Elkettes at Elks's Lodge, 8 p. m.

**THURSDAY**  
Kiwanis Club at IOOF Hall, noon.

Rotary at Civic Club Center, noon.  
Odd Fellows Lodge at IOOF Hall, 8 p. m.  
Evening Lions at Civic Club Center, 7 p. m.  
Elks at Elks's Lodge, 8 p. m.  
Dawn Lions at Dawn Community Building, 7 p. m.

### TUESDAY

La Plata Study Club, Mrs. Jack Brown, hostess, 8 p. m.  
Jaycee-ettes, 8 p. m. Mrs. Jerry Tisdale, hostess.  
Veleda Study Club, Mrs. Gwynne Owen, hostess, 8 p. m.  
Chamber of Commerce Women's Division, Country Club, 12-noon.

TOPS Calorie Patrol at Community Center, 9:30 a. m.  
Rebekah Lodge at IOOF Hall, 8 p. m.  
Hereford Duplicate Bridge Club at Community Center, 7:30 p. m.

### WEDNESDAY

Women's Golf Association at Golf Course 9 a. m.  
Avenue Baptist Church WMU at church, 7 p. m.  
First United Methodist Women's Society at church, noon.  
United Presbyterian Church

Women lunch at church, noon.  
Simms Study-Craft Club, 2 p. m.  
Mrs. Jerry Roberts, hostess.  
Noon Lions at Civic Club Center, noon.

### SNOWMOBILES

**NEW YORK**—Today's popular sport of snowmobiling actually originated from the sport of tobogganing, says Steve Moorehead, product manager for Werlich Toboggans. "Snowmobiles were first introduced about a decade ago," says Moorehead. "A creative engineer simply took a toboggan and added an engine. Later came an enclosed seat for the riders." Snowmobiles are not the only glamorous offsprings of toboggans, according to Moorehead. A sled is a toboggan raised on narrow runners, possibly inspired by early ice skates, he said.

In primitive African harps, half a dozen curved necks, each holding one string, emerge from a sounding box that gives the instrument greater resonance.

The flame of life burns so low in a hibernating hedgehog that one taken to a laboratory survived a 22-minute immersion in water.

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Hereford, Texas

# Patriots plan to keep their new quarterback

By FRANK ECK  
AP Newsfeatures Sports Editor

The Boston Patriots trade Jim Plunkett? Maybe in five or 10 years.

The Patriots, doormats of the 1970 National Football League, are hoping Plunkett helps fill their new Foxboro, Mass., stadium, scheduled to open next fall. Boston fans figure Plunkett will make them a winner.

To the Patriots and their fans, Jim Plunkett, part Mexican and all humility, is the new All America boy.

Twenty minutes after the Stanford quarterback was chosen No. 1 in the NFL draft of college seniors, President Billy Sullivan of the Patriots was on the phone to the Downtown A.C. Plunkett was staying there as the guest of athletic director Rudy Riska. While Sullivan was on one phone, Plunkett was on the other one talking to Coach John Mazur and the Boston press via a beeper hookup.

In the mid-40s Sullivan was a lieutenant at Annapolis and handled the U. S. Naval Academy sports information office with éclat. The hookup to the Boston press could have been Billy's idea.

Knowing he couldn't turn off his own Boston press, Sullivan asked for Riska.

"Rudy," said Sullivan, "I'm president of the Boston Patriots and the commissioner (Pete Rozelle) wants Jim Plunkett to come to the draft meeting as soon as possible."

"He can't," replied Riska in mild alarm. "Jim's on the other phone talking to Boston writers and he's got about six phone calls from California waiting. He's due in one hour for a press brunch and TV interviews at a steak house."

"I can't have Jim disappoint the people we invited, and I know he wouldn't want to disappoint anybody. I'm sure the commissioner will understand. We'll try to get him to see the commissioner at the draft meeting by two o'clock."

Sullivan understood, and Riska, who had kept Plunkett under cover in bustling New York for almost 20 hours before people knew where he was, asked: "Did I say the right thing?"

"You sure did," was the consensus of five other men in the room, one of whom was an uninvited agent and a certified public accountant.

One hour after Boston had made the handsome Plunkett No. 1 pick of all pro football, Sullivan left the draft meeting and high-tailed it to the steak house to meet Jim Plunkett, his new quarterback, for the first time.

Plunkett, Sullivan learned to his liking, is a man who takes first things first. Jim was in town for the annual DAC beef-steak and sports night, not for the pro football draft. He was still an amateur for he had signed nothing. And he didn't intend to ask for any outlandish salary, and he wasn't about to rush to where most of the action was or where the nation's top football writers had assembled to tell their readers back home who drafted who.

"I won't ask for any special figure," Plunkett told this writer. "Wayne Hooper in Oakland, Calif., is my attorney and we will go to Boston together and let the Patriots make their offer. We'll take it from there, and I hope that what we agree on will be private between the club, Mr. Hooper and myself." After 10 minutes with Plunkett, Sullivan, 1948 public relations chief for the National League champion Boston Brav-

An anti-tumor drug that induces loss of hair has been given to sheep at the United States Department of Agriculture's research center at Beltsville, Md., in tests to speed shearing. Wool can be plucked from the sheep by hand.

es, said:

"We have wanted a player like Jim Plunkett for a long time. We will not trade him. Only this morning I had 12 offers for him. I just hope my son grows up to be like him."

"Our new stadium will seat 60,000 and we hope Jim helps fill it."

If Plunkett were traded in the

near future, Sullivan would have to leave Boston. Fans there would hang him in effigy. Boston football fans are buying 1971 season tickets as if there's no tomorrow — all because of what Jim Plunkett did in three seasons at Stanford and more specifically how he threw the Rose Bowl football against unbeaten Ohio State.



**CLOWNING IT UP** — Billy Sullivan, left, president of the Boston Patriots, evokes a smile from Heisman winner Jim Plunkett when they first met one hour after Boston made the Stanford quarterback No. 1 in the pro football draft. (AP Photo)

# Top kicker signs with WTSU Buffs

Juan Garza, an all-district defensive back from Pharr-San-Alamo High School and one of the state's standout field goal and extra point kickers, has signed an athletic scholarship agreement with the West Texas State University Buffaloes.

Garza signed with Buffalo assistant Leldon Hensley. In signing with the new Missouri Valley Conference entry, Juan is following in the steps of older brother Matias Garza, the present kicking specialist of the Buffs.

"We are extremely impressed with Juan's kicking ability, but he is also a standout blocker and a fine defensive back," said Hensley.

The 5-10, 170-pounder led Pharr-San Juan-Alamo to a district co-champions hip with Weslaco and to an 8-2 record.

"Juan is an outstanding all-around athlete and excellent student (he carries a scholastic average of 92)," said P-S-J-A head coach Charlie Williams.

"In football he was our best blocker, best tackler and I doubt if there was a better field goal and extra point kicker in the state."

Williams said Garza averaged seven unassisted and four assisted tackles from his safety position and intercepted seven passes.

"Juan was the key to our

ground game with his blocking," said Williams. "He gained 173 yards rushing in our first game, but a deep thigh bruise limited him to blocking duties for the remainder of the year."

Garza's strong right leg accounted for two game winning field goals. He hit on six of eight field goals and 14 of 15 extra point attempts. The conversion miss came after he rushed 73 yards to score in the first game of the season.

Williams said both Juan and Matias, when he was a senior, were outstanding as high schoolers, but said Juan probably has a little more range than Matias. Juan's longest field goal this year was 40 yards.

Matias has developed power in his right leg at West Texas. He set a school record for distance this past season with a 56-

yarder against Bowling Green. Williams added that in two more years another Garza would be a prospect. That would

**QUICKER BY PIGEON**  
DUBLIN — Infuriated by six months wait for a telephone, a local carpet factory manager advertised for a flock of carrier pigeons to help him carry on his business — "particularly pigeons familiar with the Dublin area."

The Department of Posts and Telegrams apologized for the delay and promised him a phone, within a month.

be Gilbert, a sophomore, who stands to take over brother Juan's kicking duties next fall.

Gilbert will be the fourth and final Garza to handle the placement kicks for Pharr-San Juan-Alamo. Joe, an all-state quarterback in 1954, was the first Garza to toe up a football at the school and he was the main influence for the remainder of his family of kickers.

A seventh-century Saxon harp that was unearthed in Suffolk, England, had a quadrangular shape.

**BEARDED DOE**  
INVERCARGILL, New Zealand — A red deer shot in a remote valley in the far south of the South Island was a female in every respect except that it had eight-point antlers. Dr. K.E. Westerkov, a professor of zoology, likened the deer to the bearded lady in the human species.

In parts of the South Island deer are in plague proportions. They are shot by professional hunters, and the carcasses sent to venison-exporting works.

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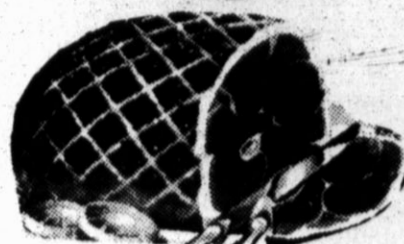
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**100 FREE GUNN BROS. STAMPS**  
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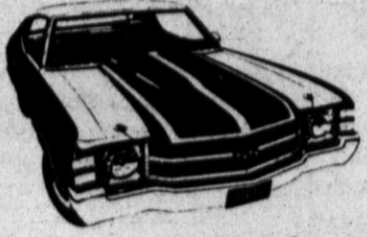
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**YOU'LL LIKE YOUR DEAL and YOUR CAR WHEN YOU TRADE at DICK NORWOOD**

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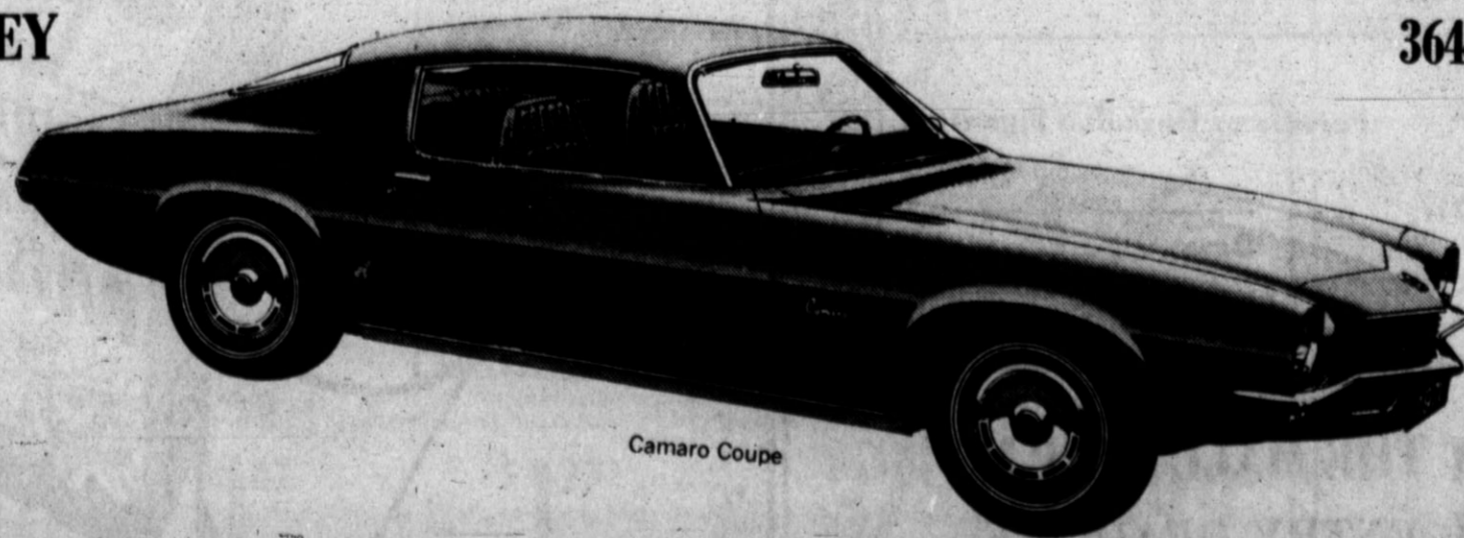
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Let's cook something

# Four small children keep mother on toes

By JANIE REINART  
Staff Writer  
MRS. BUTCH Connally, mother of four small children, ages five years and younger, says her main interest is being with and enjoying her youngsters.

The oldest two, Michelle and Lisa who will be five and four years of age, respectively, this May, continually help their mother in caring for five-month-old Wendy.  
"Chris, 20 months, is not satisfied unless he knows what is behind every door and in every drawer," smiled his mother. "It just wouldn't be a normal household without one boy around to 'pick on' and aggravate his sisters."  
MRS. CONNALLY prefers baking to other cooking if she

has to be in the kitchen at all and says since her family are not finicky eaters they are easy to please.  
"I only try new dishes if I think they'll like them. I can pretty well tell by the ingredients in the recipe," she said.  
The girls are always at their mother's heels wanting to lend a helping hand in the kitchen at mealtime.

"I THINK it's good for them to get the experience while they are young and anxious to help," says Mrs. Connally. "I let them help with drinks, salad and clearing the table after meals. Those are safe tasks."  
A recipe she uses only for family gatherings because that is the time her husband likes it best, is a casserole that "Can't go wrong."

**GREEN RICE CASSEROLE**  
¾ cup rice, not instant  
1 can cream of chicken soup  
1 can cream of mushroom soup  
1 pkg. frozen chopped broccoli  
grated cheese.  
Cook rice until tender, drain and rinse. Add soups and broccoli. Mix and place in casserole dish. Heat at 350 degrees until bubbly. Top with cheese and melt. Serve while hot. Makes enough for 8 to 10 persons.

She was given the recipe by a friend of her mothers' from Plainview who says she likes to give it to brides because it is so simple and good.  
Since the Connallys eat sweets only on Sundays and holidays, Betty bakes this 'moist' cake (recipe from her sister) only for those days:

**COCOA SHEATH CAKE**  
2 cup flour  
2 cup sugar  
Melt following and bring to rapid boil; pour over flour and sugar mixture:  
1 stick oleo  
4 T. cocoa  
½ cup Crisco  
1 cup water  
Add: 1 t. soda dissolved in ½ cup buttermilk or 1 tablespoon vinegar in ½ cup sweet milk, two beaten eggs and 1 teaspoon vanilla.  
Beat well and pour in 16-inch greased and floured pan. Bake 20-30 minutes at 400 degrees.

**ICING**  
Melt: 1 stick oleo,  
4 T. cocoa and 1 teaspoon vanilla.

## WTPA seeks applicants for \$800 scholarship

BALLINGER, Tex. — West Texas Press Association is looking for another winner in its \$800 newspaper scholarship contest.  
Applications in the 1971

Add one box powdered sugar, beat well and pour over cake while cake is still warm.

BETTY began teaching in Hereford in 1962 at St. Anthony's Parochial School. She taught second grade for four years and says "Now I have my own nursery!"

She attended Our Lady of The Lake College in San Antonio and College of Our Savior in Amarillo where she studied education.  
Her husband attended West Texas State University and is presently a salesman for Moorman Manufacturing Company, a feed and cattle business.

WITH children's clothes so expensive today, Mrs. Connally feels "one of the most rewarding skills is knowing how to sew, especially for daughters. I really enjoy it and wish I had time to do more of it."

A summer camping trip, the first vacation since they were married six years ago, is in the planning for the Connally family.

"Butch and I like to camp out and we think the kids will enjoy it, too."

THE CONNALLYS moved to 522 Avenue I only six months ago, with yardwork in its early stages.

"We've planted grass and plan to complete the landscaping this summer. In the meantime we have to keep the ground wet and the kids out of it."

To do this Betty plans to go walking with the children as soon as the winds calm down. The youngsters, like all children, are happiest when they can play outside in the grass, water and mud.

Mr. and Mrs. Connally are active members of St. Anthony's Catholic Church, Knights of Columbus and the Antonian Circle.

contest will be received from high school seniors until April 15, Richard H. Perry of Ballinger, chairman of the scholarship committee, has announced.  
Application should be sent to Richard H. Perry, editor of The Ballinger Ledger, Ballinger, Texas 76821. Announcement of the winner will be made by May 15.

The winner will receive \$200 per year (\$100 per semester) for each of the four years of college, providing satisfactory academic requirements are met.

Eleven West Texas colleges and universities have been designated for scholarship winners by WTPA. These are Abilene Christian College, Angelo State University, Hardin-Simmons University, Howard Payne College, Midwestern University, Sul Ross University, Texas Tech University, University

of Texas at El Paso, Texas Christian University, Wayland College and West Texas State University.

Chopsticks may range in length from 5 to 20 inches. The 4-inch ones are for children and the 20-inch ones are used in cooking or serving.

The first skyscraper was built in 1883 by Chicago architect William Le Baron Jenney. It towered 10 stories.



Mrs. Butch Connally and children . . .

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- Cedar
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**KIDDIES EASTER PARADE**  
SATURDAY, APRIL 3, 1971 — 2:30 TO 3:30 P.M.  
AGES 2 TO 6 YEARS

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FIRST PRIZE  
**\$15.00**  
Gift Certificate  
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**TUGGIE**  
and  
Miss Sugarland Mall  
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**FASHIONS IN THE EASTER PARADE**

Official entry blank, Sugarland Mall Children's Easter Parade  
Age limits 2 to 6 years old

**NAME** \_\_\_\_\_ **AGE** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_ **BOY**

**PARENTS** \_\_\_\_\_ **GIRL**

**KIDDIES EASTER PARADE** Parents or Guardian Signature  
**SUGARLAND MALL,**  
**SATURDAY, APRIL 3, 1971** Date: \_\_\_\_\_

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**ALL ENTRIES PLEASE BE AT THE MALL 2:00 P.M.**  
**SATURDAY, APRIL 3rd, 1971 ENTRY DEADLINE**  
**SATURDAY, 12 NOON . . . EVERYONE INVITED!**

**Borden makes a special milk for your special people.**

"It's special...it's Borden."

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VICTORIA FALLS — Missionary-explorer David Livingstone was the first white man to see the falls in 1855. Livingstone named the Rhodesia spectacular after Britain's Queen Victoria. (AP Photo)

## Tourists invade Victoria Falls

VICTORIA FALLS, Rhodesia — Nature lovers are worried about one of the world's biggest waterfalls.

Victoria Falls hasn't changed much since Scots missionary-explorer David Livingstone became the first white man to see it Nov. 16, 1855.

But the age of tourism is catching up with the once isolated spectacle, called Mosi-oa-tunya — "the smoke that thunders" — by African tribesmen who knew it long before Livingstone renamed it in honor of Queen Victoria.

The adjacent village of Victoria Falls has grown from a small bush settlement to a tourist center boasting a luxury gambling casino.

Bone-shaking access roads which discouraged the tourist mainstream have been tarred. Twice daily flights from Salisbury bring sightseers to the nearby airport.

A \$700,000 tower restaurant soon will overlook the water plunging down into the Zambesi River gorge over a crest more than a mile wide. Two elevators will take visitors to the top of the 300-foot building seating 100 people. At least two hotels will be built soon close to the falls.

Victoria Falls town planning authorities managed to keep the appearance of the actual falls unchanged until the tower restaurant project was pushed through Parliament.

Until now, the only concession to visitors were chains along the steep footpath known as the Chain Walk. It leads into a gorge at the foot of the falls and provides a view from the bottom along the entire length of the ravine.

Not even safety rails disfigure the lip of the chasm opposite the cascade, though this favorite vantage point is made dangerously slippery by the spray

which turns surrounding bush into a dripping rain forest.

Opposing factions are accusing each other of short sightedness. On the one hand, financiers backed by the National Parks Advisory Board say development is necessary to boost sanctions-hit Rhodesia's tourist revenue.

Conservationists say the tower restaurant and other projects are the advance guard of the kind of commercialism which turned Niagara Falls into a tourist center.

Few non-political issues stir as much controversy here. The falls, sometimes referred to as one of the seven natural wonders of the world, are easily Rhodesia's most important scenic asset.

The 1,860-yard wide crest is divided into five separate falls—Devil's Cataract, Main Falls, Horsehoe Falls, Rainbow Falls and Eastern Cataract.

**CAREER PREVIEW**  
DENTON, Tex. — Denton County Explorer Scouts are getting previews of their chosen careers in a program being offered at North Texas State University.

The scouts meet with representatives of the College of Business Administration and Air Force ROTC, with faculty members, students and members of business organizations conducting career-planning programs.

**BURGLARIZED GOVERNOR**  
SANTE FE, N.M. — A police walkie-talkie radio was stolen from a car belonging to Bruce King on Jan. 1, the day he became New Mexico governor. The walkie-talkie was valued at about \$700 and was taken from the automobile's dashboard.

One square foot of land at 1 Wall Street is worth \$700 according to National Geographic.

## Charley Pride: he still likes baseball

By NANCY SHIPLEY  
Associated Press Writer  
NASHVILLE — Charley Pride, the pride of Sledge, Miss., is one happy fellow. He's doing a different type of personal appearance for a short time at a baseball training camp in Arizona.

Pride, one of the greats in country music, once not too long ago dreamed of being one of the greats on the baseball field.

So, at the invitation of Milwaukee Brewers' baseball Manager Dave Bristol, Pride is attending spring training with the team.

Pride, a one-time minor leaguer, insists that the trip is

"not altogether a lark." The popular black entertainer, whose every vocal outing spells instant hit on the country charts, still believes he's pretty good as a pitcher-outfielder.

The Brewers' training camp isn't then first spring camp tryout for Pride, 33 on March 8. But, it is under much different circumstances from those which surrounded his other visits.

"I've been to spring training many times," he says, explaining that it was in a baseball park in Montana where he got his first shot at singing professionally.

One of those springs, in the early 1960s, Pride traveled by bus to Florida where he tried to

get a uniform and a workout with the New York Mets. It took him days to get there, but his stay lasted about half an hour. "We ain't running no tryout camp," was the terse response from Casey Stengel, then manager of the Mets.

On another occasion Pride trained with the old Los Angeles Angels, "but I tried to throw too much too fast and too soon."

"My arm grew weaker and weaker and they finally told me they didn't think I had a major league arm," he recalls. Pride says he's never been satisfied with that answer.

After a number of seasons in the Negro American League, Pride got a spot in the Pioneer

League as a member of a Montana club. It was during that brief stay in the Pioneer League that he was offered a chance to pick and sing prior to a game.

"I'll never forget that night," he smiles. "The singing led to a nightclub contract and after I entertained, I went three for four and drove in four runs."

Charley Pride finally decided to give up his baseball career in

Near the Mexican border, geologists believe the Imperial Valley may be a 2,000-square-mile geothermal field where wells could provide electricity and drinking water for all of southern California.

1966 after his first recording became a hit. It was called "Snakes Crawl at Night." Since then he's had hit after hit and won award after award for his singing.

Since Jan. 1, 1971, three of his LPs have been certified as gold records, "Charley Pride's 10th Album," "Just Plain Charley" and "Charley Pride in Person." The Best of Charley Pride, "is nearing a sale of a million copies.

But Pride admits, "I do have one other thing on my mind — I believe the only thing I would enjoy more than playing baseball would be to own a team.

"One of these days," he grins, "I might get me one."



CHARLEY PRIDE

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Hurry in and grab your share of these specials. Don't be fooled into waiting — limited quantities of most items.  
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Flare Leg Denim  
Choose from colorful prints or checks of 100% Cotton.  
Sizes 10 to 18  
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Stretch Denim  
Solid Colors. 70% Cotton, 30% Nylon.  
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One size stretch for smooth fit. Fashion shades.  
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Mini or short styles in white. Lace trim.  
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Smartly tailored briefs for perfect fit. 100% Acetate.  
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60 Count  
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Fashion Styles for Men, Ladies and Children.  
DISCOUNTED UP TO **30% OFF**  
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Your Choice  
**2 For 83¢**  
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Extra Large 49¢ Value **27¢**

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Bath Size 20¢ a Bar Value **8 Bars 88¢**

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\$1.00 Value **67¢**

**TOWELS**  
Choose now from many new styles and colors. Slightly Irregular.  
Bath Towels \$1.49 Value **77¢**  
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**FABRICS**  
44-45 Width, Permanent Press, Ass. Solids & Prints Reg. 79¢ Yard **2 Yds. \$1.13**

**LARGE JELS OR ORANGE SLICES**  
2 lb. Bag  
69¢ Value **47¢** Bag

**STORAGE UNIT**  
3 handsome silver shelves. Sturdy all steel construction. 30" x 30" x 12" size.  
\$5.44 Value **\$3.97**

**HONEY COMB LAMP**  
Decorative 16" plastic lamp at a low price.  
\$1.49 Value **99¢**

**CEILING FIXTURE**  
Attractive 8" white plastic ball fixture.  
\$1.19 Value **88¢**

**Vacuum Bottle**  
Plastic jacket won't rust or dent. 1 qt. size.  
\$2.99 Value **\$1.47**

**COVERED CAKE PAN**  
Colorful aluminum pan. Plastic lid for carrying.  
\$1.99 Value **\$1.27**

**LEAF BAGS**  
• Heavy duty • 7 Bu. capacity • 5 in box  
77¢ Value **37¢**

**GARAGE BROOM**  
Rugged 3" x 14" brush. Natural lacquered block.  
\$1.69 Value **99¢**

**AREA RUG**  
Add elegance to any room with this 100% Rayon pile area rug in many colors. Duck backing. Approx. 4' x 6'.  
\$5.49 Value **\$4.44**

**LITE CHEK WINDOW SHADE**  
Sturdy washable plastic shades in white only.  
\$1.59 Value **99¢**

**BED PILLOWS**  
Plump buoyant polyester filling. Comfortably soft. Corded edge. Buy now.  
\$2.29 Value **\$1.86** Ea.

**FRAMED PICTURES**  
Pictures that add to a room. Richly finished wood frames. 24" x 48".  
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**PLASTIC HOUSEWARES**  
Mini-Wastebin 13 Qt.  
Pail 15 1/2 Qt.  
Wastebasket 13 Qt.  
Dishpan 15 Qt.  
Mini-Hamper 14 Qt.  
Wastebasket 28 Qt.  
Laundry Basket 1 Bu.  
Laundry Basket 1 1/2 Bu.  
Your Choice  
**77¢** Ea.  
Values to \$1.99

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DOWNTOWN

# Courthouse records

## VEHICLE REGISTRATIONS

Orval Watson Ford Sales, 71 Merc.; 70 Ford pkp; Don Dutton, 71 Ford; Orval Watson Ford, 71 Ford pkp; W. T. Higgins, 71 Buick; Tide Products, 71 Ford; Jack Brown, 71 Chev. pkp; Moorman Manufacturing Company, 71 Intl; F. W. Hill, 71 Olds; R. D. Norwood, 70 Chev pkp; Freddy Cooper, 71 Merc.  
 Conny Rountree, 71 Ford pkp; Cherry Air Service, 71 Ford; James Cash, 71 Merc; Duane Kupper, 70 Kawasaki; Joe Henry, 71 Ford pkp; J. F. Messer, 71 Chev pkp; Southwestern Public Service Company, 71 Ford; Mrs. Fern Johnson, 71 Chev.; A&B Construction Company, 71 Olds.

## WARRANTY DEEDS

Clifford Hicks et ux to Shollenberger Allen and Company E. 138 ft. of N. 1/2 of lot 10, blk. 6, Womble Addition.  
 Glenn O'Dell et ux to William McKinney et ux lot 22, Suburban Heights Addition.  
 P. A. Parault et ux to Manuel Garcia et ux lot 8, blk. 1, Engler Addition.

Weldon Wines et ux to Ray Badillo Longoria S. 50 ft. of lot 2, blk. 2, Engler Addition.

Great Plains Homes Inc. to Tom Harkey et ux lot 13, blk. A, Crestlawn Addition.

Virgel Merriott et ux to Joe A. Tijerina et ux S. 44 ft. of lot 3, and N. 26 ft. of lot 4, Wayne Wallace Subdivision of blk. 45, Evans Addition.

Weldon Wines et ux to Trinidad Gomez Sr. et ux S. 54 ft. of lot 12 and N. 11 ft. of lot 13, Sowell Addition.

Ralph Owens et ux to Joseph Coupe et ux S. 117 ft. of lot 1, blk. 5, Westhaven Addition.

Joseph Coupe et ux to Ralph Owens et ux lot 13 and N. 30 ft. of lot 14, Brownlow, a subdivision of W. 550 ft. of blk. 18, Welsh Addition.

Euva Mae Fanning to Royce Barnes et ux S. 55 ft. of lot 12 and N. 15 ft. of lot 13, blk. 2, Crestlawn Addition.

Foxworth-Galbraith Lumber Company to Jesus Cerda et ux lot 33, Hough's Subdivision of blk. 33, Evans Addition and lot 8, Western Hills Subdivision of SE part of Sect. 132, blk. M-7.

Bradley Investment Corporation to Weldon Wines lots 10 and 11 Sowell Addition.

A. J. Schroeter et ux to James Calvert et ux N. 28.45 ft. of W. 91.35 ft. of lot 21, Evans Subdivision of blk. 17, Evans Addition.

J. E. Springer et ux to Iv a Saltzman E. 80 ft. of lots 1 and 2, blk. 43.

Joe Frank et ux to Charles Hoover et ux Sect. 24, Township 4 North, Range 2 East, of a Capitol Syndicate Subdivision, Deaf Smith County.

J. D. Andrews et ux to Gary Royal et ux lot 65, Allison Subdivision of blk. 2 and W. 1/2 of blk. 3 and E. part of blk. 18, Welsh Addition.

Earline B. Chamberlain to Marvin Kay Chamberlain E. 183.396 acres of S. 1/2 of J. W. Davis tract N. of FM Road 1058.

Virgel Merriott et ux to Antonio Frausto et ux N. 34 ft. of lot 12 and S. 27 ft. of lot 13, Tierra Blanca Addition, out of a part of SE 1/4 of Sect. 63, blk. K-3.

## DEEDS OF TRUST

Albert Earl Edwards et ux to Hereford Texas Federal Credit Union W. 60 ft. of N. 75 ft. of E. 1/2 of blk. 6, Ricketts Addition.

John Cavin to First National Bank of Amarillo 1,631.5 acres 11 miles S. of Adrian.

Shollenberger Allen and Company to Clifford Hicks et ux E. 138 ft. of N. 1/2 of lot 10, blk. 6, Womble Addition.

William McKinney et ux to Mountain States Investment Corporation lot 22, Suburban Heights Addition.

Manuel Garcia et ux to Mountain States Investment Corporation lot 8, blk. 1, Engler Addition.

Tom Harkey et ux to Mountain States Investment Corporation lot 13, blk. A, Crestlawn Addition.

Ray Badillo Longoria et ux to Briercroft Savings and Loan Association S. 50 ft. of lot 2, blk. 2, Engler Addition.

Joe A. Tijerina et ux to Lomas and Nettleton Company S. 44 ft. of lot 3 and N. 26 ft. of lot 4,

Wayne Wallace Subdivision of blk. 45, Evans Addition.

Trinidad Gomez Sr. et ux to Briercroft Savings and Loan Association S. 54 ft. of lot 12 and N. 11 ft. of lot 13, Sowell Addition.

Joseph Coupe et ux to Hill Plains Savings and Loan Association S. 117 ft. of lot 11, blk. 5, Westhaven Addition.

Jesus Cerda et ux to Foxworth-Galbraith Company lot 33, Hough's Subdivision of blk. 33, Evans Addition; and lot 8, Western Hills Subdivision of SE part of Sect. 132, blk. M-7.

Weldon Wines to Briercroft Savings and Loan Association

N. 31 ft. of lot 11 and S. 34 ft. of lot 10, Sowell Addition.

Weldon Wines to Briercroft Savings and Loan Association N. 21 ft. of lot 12 and S. 44 ft. of lot 11, Sowell Addition.

James Calvert et ux to Mountain States Investment Corporation N. 28.45 ft. of W. 91.35 ft. of lot 21, Evans Subdivision of blk. 17, Evans Addition.

Gary Royal et ux to J. D. Andrews lot 65, Allison Subdivision of blk. 2, and W. 1/2 of blk. 3 and E. part of blk. 16, Welsh Addition.

Ronald Welty et ux to Denzil Vaughan et ux S. 60 ft. of lot 34 and N. 20 ft. of lot 35, blk. 5,

# Mrs. Jayroe '70 TOPS Queen

Calorie Patrol TOPS 1970 club award winners were named at the weekly Monday morning meeting with Mrs. Mel-

Westhaven Addition.

Antonio Frausto et ux to Lubbock National Bank N. 34 ft. of lot 12 and S. 27 ft. of lot 13, Tierra Blanca Addition, out of a part of SE 1/4 of Sect. 63, blk. K-3.

winner for her 33 1/2 pound loss and Mrs. LeRoy Williamson won second place in that division for a 31 1/2 pound loss.

Mrs. Verle Powell won first place in Division IV for a loss of 24 pounds and Mrs. Ira Scott second place for a 21 pound loss.

Mrs. J. B. Digby and Mrs. R. N. Yarbro were welcomed as new members.

In business the group made plans for the April 30-May 1 state convention in Amarillo. Twelve TOPS members from Hereford will attend.

Mrs. Ira Ott will act as in-

# Granado finishes basic training

Airman Daniel Granado, son of Mr. and Mrs. Alvino Granado of 800 Brevard St., has completed basic training at Lackland AFB and has been assigned to Sheppard AFB for training in the data systems field.

Granado, a 1970 graduate of Hereford High School, attended Draughtons Business College in Amarillo.

stalling officer for new officers at the next meeting April 6.

# WORSHIP HOUSE FIND BAGHDAD, Iraq - An American archeological team has discovered an elliptical worship house dating back to 2,000 B.C. at Tel Hiba 180 miles south of Baghdad.

The archeologists, headed by Profs. Croford and Heinsen from the Metropolitan Museum of New York, also uncovered 11 small statues of the king who built the worship house, only the second elliptical building ever to be found in Iraq.

Italy pioneered geothermal power in 1904.

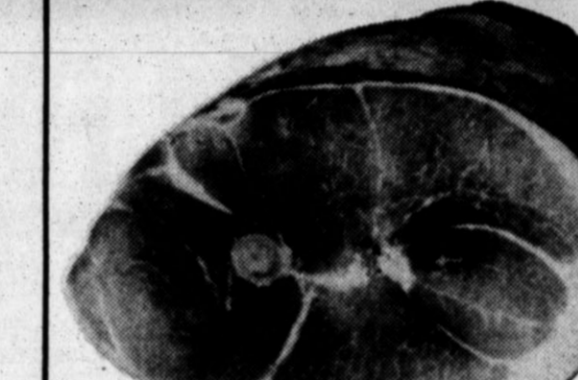
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**Fresh Fryers**  
 Fresh Whole Body Fryers  
**DISCOUNT PRICE! lb. 29¢**



**Sliced Bacon**  
 Wilson Corn Country Lean Bacon  
**DISCOUNT PRICE! lb. 49¢**



**Cooked Hams**  
 Fully Cooked Shank Portion  
 Butt Portion 1 lb. 49¢  
**DISCOUNT PRICE! lb. 39¢**



**Hen Turkeys**  
 Trophy Brand Young Hen Turkeys  
**DISCOUNT PRICE! lb. 45¢**

## Everyday Low Discount Price on Safeway Meat!

- Baking Hens** Madallon Brand lb. 39¢
- Game Hens** Manor House Cornish Hens 20 to 22 Oz. ea. 79¢
- Turkeys** Honeycreek Grade A 10 to 20 lb. Sizes lb. 49¢
- Cut Up Fryer** Freshly Cut lb. 35¢
- Fresh Fryer Breast** lb. 69¢
- Fryer Legs or Thighs** lb. 59¢
- Fresh Fryer Livers** lb. 69¢
- Fresh Fryer Gizzards** lb. 39¢

## Everyday Low Discount Price on Safeway Meat!

- Fish Sticks** Captains Choice Pre-Cooked lb. 59¢
- Perch Fillets** Captains Choice Pre-Cooked lb. 79¢
- Cod Fillets** Captains Choice Pre-Cooked lb. 79¢
- Sole Fillets** Captains Choice Pre-Cooked lb. 89¢
- Fried Shrimp** Captains Choice Pre-Cooked lb. \$1.89
- Skinless Franks** Starting Brand lb. 59¢
- Sliced Bologna** Starting Brand lb. 69¢
- Quarter Loins** Fresh Pork lb. 73¢

**MRS. WEIGHTS SALAD DRESSING**  
 Blue Cheese or Green Goddess  
 8 Oz. Btl. **35¢**  
**SUPER SAVER**

**DEL MONTE COCKTAIL**  
 Fancy Fruit Cocktail  
 8 Oz. Buff. Can **17¢**  
**SUPER SAVER**

**DEL MONTE TOMATO SAUCE**  
 With Onions  
 8 Oz. Can **11¢**  
**SUPER SAVER**

**DEL MONTE CUT GREEN BEANS**  
 8 Oz. Buff. Can **15¢**  
**SUPER SAVER**

- Jell Well Gelatin** All Flavors 3 Oz. Box 11¢
- Fluff Whip Topping** Jell Well 2 Oz. 23¢
- Marshmallows** Fluff-Puff Miniature 10 1/2 Oz. 22¢
- Sandwich Bags** Kitchen Craft 80 Ct. Pkg. 29¢
- Marshmallows** Fluff-Puff Regular 1 lb. 29¢
- Pudding Cup** Del Monte 4 Pk. Ctn. 65¢
- Diced Peaches** Del Monte 4 Pk. Ctn. 65¢
- Mixed Fruit** Del Monte 4 Pk. Ctn. 65¢
- Plastic Spoons** Ideal 24 Ct. Pkg. 19¢
- Lunch Bags** Kitchen Craft 50 Ct. 25¢
- Anacin** Save Now! 50 Ct. 76¢
- Listerine** Mouth Wash 20 Oz. \$1.11
- Corned Beef** Town House 12 Oz. Can 67¢
- Pitter Patters** Keebler 16 Oz. 53¢
- Keebler Keebies** 14 Oz. 48¢
- Deodorant Spray** F.D.S. 3 Oz. \$1.35
- Sinutabs** 30 Ct. \$1.89
- Carnation Slender** Inst. 4 Env. 83¢
- Carnation Slender** 10 Oz. 28¢
- Friskies Puppy Food** 5 lb. 85¢
- Brownie Mix** Duncan Hines 23 Oz. Pkg. 67¢
- Peanut Butter** Jif 18 Oz. Jar 65¢
- Friskies Cat Food** All Flavors 15 Oz. 18¢
- Friskies Mix** Dog Food 5 lb. 72¢
- Sauce Cubes** Friskies Dog Food 10 lb. \$1.35

## Discount Price ON FROZEN FOODS!

**Bel-air Orange Juice**  
 Pure Florida Orange Juice!  
 6 Oz. Can **18¢**  
 12 Oz. Can 34¢

**Bel-air Vegetables**  
 2 lb. Peas & Carrots  
 2 lb. Green Peas  
 20 Oz. Cut Okra  
**49¢**  
**SUPER SAVER**

## Super Saver Prices On FROZEN FOODS!

- French Fries** Bel-air Regular or Crinkle Cut 2 lb. Bag **38¢**
- Hash Browns** Bel-air Premium Quality 2 lb. Bag **28¢**
- Cheese Pizza** Bel-air 12" Frozen Pizza 16 Oz. Pkg. **56¢**
- Deluxe Pizza** Bel-air Frozen Combination 16 Oz. Pkg. **76¢**
- Apple Pie** Bel-air Frozen Delicious Pie 24 Oz. Pie **34¢**
- Peas & Carrots** Bel-air Frozen Premium Quality Box 16 Oz. **18¢**
- Green Peas** Bel-air Frozen Premium Quality 10 Oz. Box **18¢**
- Green Peas** Bel-air Frozen Premium Quality 16 Oz. Box **26¢**
- Shoestrings** Bel-air Frozen Potatoes 20 Oz. Bag **28¢**
- Fried Chicken** Swanson's 1 lb. \$1.28
- Chicken Pie** Swanson's 8 Oz. 27¢
- Chicken Pie** Manor House 8 Oz. 22¢
- Fish Cake Dinner** Captains Choice 11 Oz. 39¢
- Perch Dinner** Captains Choice 10 Oz. 58¢
- Frozen Waffles** Aunt Jemima 9 Oz. 45¢
- Pound Cake** Mortons Frozen. 12 Oz. 56¢
- Coffee Rich** Rich's 16 Oz. 29¢
- Avocado Dip** Calavo 7 1/2 Oz. 67¢
- Sweet Peas** Green Giant in Butter Sauce 10 Oz. 37¢
- Tasty Fries** Birdseye 20 Oz. 49¢
- Birdseye Awake** 9 Oz. 34¢
- Patio Dinner** Combination 12 Oz. 44¢
- Patio Dinner** Beef Enchilada 11 Oz. 44¢
- Cool Whip** Birdseye Buy 9 Oz. Get 3 Oz. Free 12 Oz. 57¢

**Discount Price!**  
 Town House Mandarin **ORANGES**  
 11 Oz. Can **27¢**

**Discount Price!**  
 Town House Golden **CORN**  
 16 Oz. Can **21¢**

**Discount Price!**  
 Sea Trader Chunk **TUNA**  
 9 1/2 Oz. Can **53¢**

## Money Saving "SUPER SAVERS" Everyday "DISCOUNT PRICES"

- Sliced Peaches** Del Monte Buff. Can **17¢**
- Sweet Peas** Del Monte Buff. Can **15¢**
- Vegetables** Del Monte Mixed Buff. Can **13¢**
- Sauer Kraut** Del Monte Buff. Can **13¢**
- Apricot Halves** Del Monte Buff. Can **19¢**
- Pear Halves** Del Monte Buff. Can **23¢**
- Lima Beans** Del Monte Green Buff. Can **19¢**
- Sliced Carrots** Del Monte Buff. Can **13¢**
- Fruit Cocktail** Town House 16 Oz. Can **24¢**
- Grapefruit Juice** Texsun 46 Oz. **49¢**
- Green Beans** Town House Cut Beans 16 Oz. Can **20¢**
- Pork & Beans** Van Camp 15 Oz. Can **18¢**
- Tomato Sauce** Town House 8 Oz. Can **10¢**
- Tomato Juice** Town House 46 Oz. Can **33¢**
- Lucerne Milk** Evaporated 13 Fl. Oz. **20¢**
- Pooch Dog Food** Reg. or Liver 16 Oz. Can **10¢**

**FOLGERS COFFEE**  
 lb. Can **89¢**

**FOLGERS COFFEE**  
 2 lb. Can **\$1.77**

**FOLGERS COFFEE**  
 3 lb. Can **\$2.64**

**Ellis TAMALES**  
 GOOD! BETTER! BEST!

# Wind erosion across state already highest since 1965

Dust storms that have ravaged Texas in recent weeks may get worse before they get better, warns the head of the state's U.S. Soil Conservation Service. Clyde W. Graham, SCS state conservationist, says Texas dust storms have reached alarming intensity. "Acres damaged by wind erosion this blow season are already higher than any year since 1965," Graham reports. "If we don't get widespread

rains soon, wind erosion damages may reach mid-1950 levels," he said. Graham said the record-breaking drouth is a major cause of the problem. Many areas report winter rainfall to be the lowest since records were started. "Dry weather last fall kept many farmers from planting cover crops," Graham said. "The drouth has also reduced the effectiveness of emergency

tillage which some farmers rely on to prevent wind erosion. And high wind velocities in the December to May blow season always seem to accompany a severe drouth." He said the combination of drouth, high winds and lack of cover was causing serious land damage across a wide section of the state. The storms are also creating health problems for people for respiratory ailments. Reports from SCS offic-

es tell of roads and streets blocked with sand and 6-foot drifts against houses. And it's not just a farm problem. Sandy land being stripped bare for urban developments is blowing, too. About 2 million acres of land in Texas has been damaged by wind erosion this year which is about the same as 1965. This compares to only 126,000 damaged last year. The most wind erosion in the past 20 years oc-

curred during the 1950 blow season when 2.7 million acres were damaged. Graham expressed concern that the 2 million figure for 1971 may double unless it rains soon. He pointed out, however, that conservation programs pushed by his agency and by local soil and water conservation districts have been extremely valuable in curtailing wind damages this

year. While the 2 million acre figure is high, it isn't close to the 15 million acres damaged during Dust Bowl days of the 1930's. "It's remarkable how land covered with a good surface mulch of crop residue is being protected from wind erosion," he said. "Farms and ranches covered with conservation measures installed under the Great Plains Conservation Pro-

gram are weathering the wind storms especially well." Graham said that in the last 15 years some 500,000 acres of cropland subject to wind damage in Northwest Texas have been planted to protective grasses. Nearly a million acres of depleted rangeland have also been seeded. Better grassland management is holding down wind erosion on range and pasture land. "But 2 million acres of land being damaged by wind this year is simply intolerable," he said, "especially when you rea-

lize it could have been prevented. It's easy to blame it all on the drouth but that's only part of the cause. We've been urging people for years to do a better job of leaving crop residues on the soil surface. Many listen but some do not." Graham said that when you have good moisture, as we have had in recent years, wind velocity drops. And emergency tillage works as a good standby measure. As a result, people get by without wind damage during good rainfall years in spite of the fact that their land may be bare. This lulls many farmers into complacency and they ignore sound conservation farming principles. But right now, the state conservationist said, all that will help is a good rain.

## James Cooper is top graduate at Texas Tech

James Cooper, son of Mr. and Mrs. Nell Cooper of 201 Elm St., has been graduated "cum laude" with the degree of Bachelor of Business Administration from the School of Business Administration, Texas Tech University.

Cooper is a 1966 graduate of Hereford High School and is a representative to the Student Coordinating Council of the School of Business Administration. He also is a member of the Saddle Tramps, chairman of the Residents Standards Board, member of the Men's Resident Council, vice president of the American Marketing Association, dorm wing advisor and member of the Society for the Advancement of Management.

Cooper also has been on the Dean's Honor List, named "Outstanding Marketing Student, 1970," and recipient of the Foley's Scholarship in the amount of \$500.

He is presently working toward fulfillment of the requirements for the Master of Business Administration at Texas Tech and plans to attend law school upon completion of this degree.

**LIMA IS HOME TO ASTHMA**  
LIMA, Peru — Lima ranks among cities of the world with the highest incidence of asthma, a medical symposium here declared. The doctors blamed various factors, including Lima's constant high humidity and a long chilly winter without sunshine.

When the governor of New South Wales sought to stretch his money in 1813, he imported 40,000 Spanish dollars and had their centers punched out. Each "holey dollar" was worth five shillings. The center piece was valued at a shilling and two pence. The coins also were punched on Canada's Prince Edward Island.

Conchologists — the scientific name for people who collect seashells — have catalogued some 50,000 species of marine mollusks, the National Geographic says.

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 <b>Boneless Hams</b> Mickleberry Brand...Whole or Half Ham <b>DISCOUNT PRICE! lb. 93¢</b>	 <b>Rib Roast</b> U.S.D.A. Choice Tender Rib Roast-Large End <b>DISCOUNT PRICE! lb. 98¢</b>	 <b>Round Steak</b> U.S.D.A. Choice Beef-Full Cut Bone In-Low Discount! <b>DISCOUNT PRICE! lb. 98¢</b>	 <b>Beef Roast</b> Boneless U.S. Choice Rolled & Tied Beef Shoulder Roast <b>DISCOUNT PRICE! lb. 89¢</b>
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<b>Everyday Low Discount Price on Safeway Meat!</b>		<b>Everyday Low Discount Price on Safeway Meat!</b>	
<b>Canned Ham</b> Apr Brand 3 lb. <b>\$2.99</b>	<b>Canned Ham</b> Apr Brand 5 lb. <b>\$4.99</b>	<b>Canned Ham</b> Apr Brand 8 lb. <b>\$5.99</b>	<b>BONELESS HAMS</b> WILSON TENDERMADE HORMEL CURE #1 <b>\$7.29</b> OSCAR MAYER <b>lb. 1.19</b> MINI HAMS Oscar Mayer <b>lb. \$1.69</b>

<b>KRAFT ITALIAN OR MEXICAN DINNER</b> 7 Oz. Pkg. <b>19¢</b> <b>SUPER SAVER</b>	<b>DEL MONTE CREAMED OR WHOLE GRAIN CORN</b> Buff. Can <b>15¢</b> <b>SUPER SAVER</b>	<b>EMPRESS STUFFED GREEN OLIVES</b> 5 Oz. Jar <b>45¢</b> <b>SUPER SAVER</b>	<b>MRS. WRIGHT'S DRESSING</b> Savory French Zesty French or Italian 8 Oz. Btl. <b>25¢</b> <b>SUPER SAVER</b>
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<b>Beef Stroganoff</b> Lipton Pkg. <b>69¢</b>	<b>Stroganoff</b> Lipton Chicken Pkg. <b>69¢</b>	<b>Chicken Supreme</b> Lipton Pkg. <b>69¢</b>	<b>Ham Cheddaron</b> Lipton Pkg. <b>69¢</b>	<b>Coffee Mate</b> Carnation 11 Oz. Jar <b>71¢</b>	<b>Italian Dressing</b> Wishbone 8 Oz. Btl. <b>39¢</b>	<b>1000 Isle</b> Wishbone Dressing 8 Oz. Btl. <b>39¢</b>	<b>Calif. Onion</b> Wishbone Dressing 8 Oz. Btl. <b>39¢</b>	<b>Deluxe French Dressing</b> Wishbone 1000 Isle. Low Cal. 8 Oz. Btl. <b>39¢</b>	<b>Maxwell House</b> Fresh Coffee 1 lb. Can <b>89¢</b>	<b>Maxwell House</b> Fresh Coffee 2 lb. <b>\$1.77</b>	<b>Tomato Soup</b> Campbell's Brand No. 1 Can <b>29¢</b>	<b>Ausix Beef Stew</b> 24 Oz. Can <b>79¢</b>	<b>Spaghetti</b> Austex W/Meatballs 24 Oz. Can <b>49¢</b>	<b>Pine Cleaner</b> Texize 28 Oz. Btl. <b>99¢</b>	<b>Texize Cleaner</b> Spring Scent 28 Oz. Btl. <b>53¢</b>	<b>Inst. Coffee</b> Folgers Crystals 10 Oz. Jar <b>\$1.69</b>	<b>Kitchen Craft Foil</b> 18" X 25' Roll <b>53¢</b>	<b>Kitchen Craft Foil</b> 12" X 200' Roll <b>\$1.79</b>	<b>Miracle Whip</b> Kraft Salad Dressing! Qt. Jar <b>69¢</b>	<b>Pinto Beans</b> Town House Dry Beans! 4 lb. Bag <b>57¢</b>	<b>Detergent</b> White Magic Detergent! Qt. Size <b>59¢</b>	<b>Crisco</b> All Vegetable Pure Crisco Shortening! 3 lb. Can <b>99¢</b>	<b>Sweet Peas</b> Del Monte Fine Quality! 17 Oz. Can <b>25¢</b>
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<b>Discount Price!</b> Pace Picante <b>SAUCE</b> 8 Oz. Jar <b>37¢</b>	<b>Discount Price!</b> Kitchen Craft <b>FOIL</b> 12" X 25' Roll <b>27¢</b>	<b>Discount Price!</b> Kraft Macaroni <b>DINNER</b> 7 1/2 Oz. Pkg. <b>19¢</b>
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<b>Don't Miss These Super Savers!</b>	<b>Other Great Buys!</b>
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<b>Low Fat Yogurt</b> Lucerne 16 Oz. Ctn. <b>39¢</b>	<b>Low Fat Yogurt</b> Assorted Flavors 8 Oz. Ctn. <b>29¢</b>
<b>Cinnamon Buns</b> Mrs. Wrights with Icing 10 Pkg. <b>20¢</b>	<b>Party Dips</b> Lucerne Assorted Flavors 8 Oz. Ctn. <b>35¢</b>

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<b>Lucerne Sour Cream</b> 16 Oz. Ctn. <b>67¢</b>	<b>Longhorn Cheese</b> Safeway Halfmoon <b>lb. 85¢</b>
<b>Lucerne Cream Topping</b> 8 Oz. Ctn. <b>49¢</b>	<b>American Cheese</b> Kraft Singles 12 Oz. Pkg. <b>67¢</b>
<b>Lucerne Cheese Spread</b> 8 Oz. Jar <b>47¢</b>	<b>Pimento Cheese</b> Kraft Singles 12 Oz. Pkg. <b>67¢</b>
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<b>Kraft Velveeta</b> 2 lb. Pkg. <b>\$1.19</b>	<b>Chiffon Margarine</b> Soft Diet <b>lb. 49¢</b>
<b>American Cheese</b> 12 Oz. Pkg. <b>64¢</b>	<b>Kraft Cheese</b> Sharp Cracker Barrel 3-2 Oz. <b>77¢</b>
<b>Coldbrook Margarine</b> Solis <b>lb. 17¢</b>	<b>American Cheese</b> Kraft Slices 12 Oz. <b>67¢</b>
<b>Sunnybank Margarine</b> <b>lb. 27¢</b>	<b>Miracle Margarine</b> 4c Off Label <b>lb. 35¢</b>
<b>Kraft Parkay Margarine</b> <b>lb. 33¢</b>	<b>Whipped Parkay</b> Kraft <b>lb. 47¢</b>
<b>Kraft Cheese Whiz</b> 16 Oz. Jar <b>92¢</b>	<b>Miracle Margarine</b> Kraft Off <b>lb. 43¢</b>

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<b>Cauliflower</b> Fresh Daily! <b>lb. 29¢</b>	<b>TOMATOES</b> Fresh Vine Ripe Tomatoes-Compare! 10 Pkg. <b>33¢</b>
<b>Carrots</b> Cello Bag Carrots! 2 lb. <b>29¢</b>	<b>Or. Juice</b> Safeway Orange! 1/2 Gal. Btl. <b>69¢</b>
<b>Strawberries</b> Large Berries! Pt. Ctn. <b>39¢</b>	

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# Pretty vampire moves toward horror movies

By NORMAN GOLDSTEIN  
AP Newsfeatures Writer  
NEW YORK (AP) — Horrors! What's happened to the horror movies?

The malevolent monster of the creature feature has become a luscious lesbian vampire! The frightening face of the terror of Transylvania is now a blue-eyed beauty worth the eye-teeth of any red-blooded libertine.

And while it was the vulnerable neck which lured the toothy monsters of the popcorn past, the attraction to at least one current castle-creeper is a couple of bites lower — on milady's bosom.

It's enough to set the good

Count Dracula spinning in his sepulchre.

Perpetrator of these doings is the veteran shock film shop, England's Hammer Films, who has mated sex and hex in a gothic tale with lesbian leanings for America's most prominent horror-bill distributors, American International Pictures.

Hammer is the production company with a history of successful horror remakes, and who also introduced Raquel Welch to the world in a prehistoric puffery called "One Million Years B.C." and carbonated that beauty-and-the-beast epic with Ursula Andress in "She."

In the current one, "The Vampire Lovers," the lovely lady is Ingrid Pitt, aided in her monster mien by a touch of a German accent, which is real, a slight Karloff-like lisp, which is real, and a body, shown unencumbered by wordy garments, which is real. Only the protruding fangs, an occupational necessity, are frauds.

It's not exactly the role the witty and intellectual Miss Pitt always dreamed of, but she admits it's a role to sink her teeth into.

Miss Pitt is a German-born beauty with long flowing blonde hair, blue eyes, generous lips and an intriguing upturned nose.

She has led a life worthy of a movie script in itself in her 27-or-so years, yet she hesitates to talk about it.

"My life bores me," she says.

But there are few vampires who can boast of swimming the River Spree between the two Berlins to freedom from the East as she did. And few other actresses can speak six languages, write original screenplays and practice bullfighting on horseback. ("I love bullfighting, but I cannot get off the horse and kill the bull, standing there face to face with him. I let the men do the dirty work — as all women do.")

Though born in Berlin, her family moved to Poland early in her life and she considers herself more Polish. "But I have a Russian soul." She returned to Berlin as a teen-ager and worked with the Berliner Ensemble Theatre, including a major part in "Mother Courage" after the lead fell ill, before fleeing East Berlin and The Wall.

From there she did several films and TV shows in Spain. Her first appearance on American movie screens was in the war adventure "Where Eagles Dare," with Clint Eastwood and Richard Burton. She played a

waitress.

She talks freely, in fact is an admitted chatterer — "My father used to say: 'You are much prettier if you shut up.' I didn't take his advice. I was always talking." — about everything from Tolstoy to women's liberation.

With the latter somewhat more topical, she declared: "All this emancipation is ruining the world. Woman is woman; man is man. There should be no compromise. I wouldn't want this unisex. I don't know why people want to change nature. . ."

And about current trends in movies:

"They are all nuts with that lesbianism and nudity. . . There are some people left who like normality. Marriage. Babies. Movies are indulging in pessimism. They should be more positive. . ."

All this, of course, before "The Vampire Lovers."

But Ingrid is not the type to be a vampire all her acting life.

In her next film, "The House That Dripped Blood," she's the vampire's victim!

Not all pirates were men. The widow of a Chinese pirate named Ching took over her husband's fleet and harassed the China coasts in the 1800s. At the height of her power, Madame Ching commanded 500 junks. She eventually obtained a government pardon and settled down to smuggling.

Artichoke hearts make a notable first course for a company dinner that's on the formal side. Use drained canned or frozen cooked artichoke hearts and team them with a rich cream sauce; sprinkle copiously with grated Parmesan cheese and brown under the broiler.

## Aleut grandmother says

# Old days are better

FAIRBANKS, Alaska (AP) — A tiny Aleut grandmother who remembers when the end of the sea otter hunt was a time for celebration says her people have more money today but the old times were better.

Anfesia Shapsnikoff has lived most of her 70 years in the tiny Aleutian Island community of Unalaska, where she saw the sea otter replaced by oil pollution and handsewn mukluks give way to mail order boots.

The widow of a Russian Orthodox Clergyman, Mrs. Shapsnikoff speaks, reads and writes her native Aleut language, plus English and Russian.

She and Willie Tcheripanoff, 68, from the village of Akutan recently spent several weeks at the University of Alaska teaching students native songs and dances.

"Aleuts have just as much to tell and show as Eskimos," she said. "But people only know about Eskimos, never about Aleuts."

Before the Russians and Americans discovered the Aleutian Islands, rich in fish stocks and sea otter pelts, Aleuts were known as great fishermen and hunters. During World War II, American military installations were established on some Aleutian islands and some villages were destroyed in Japanese bombing raids.

"The Army moved into Unalaska and destroyed our fishing grounds," said Mrs. Shapsnikoff. "We have no place any more. . . The Army and Navy came and used the land, then the oil companies came in and they pumped their oil right out in the bay. We have to go a far way now to get fish."

Tcheripanoff now works on a fish processing boat owned by a Seattle firm.

"The white men are a help to us in some ways, but a lot of our land around Akutan is being taken," he said.

Today the men in Unalaska work for good salaries, said Mrs. Shapsnikoff, but "it's not like in the old days when men had time to spend with their families."

"They had time to learn dancing and to play Aleut games. Everybody works now — no time to do old customs. Too busy making money so Aleut customs are fading."



ANFESIA SHAPSNIKOFF — The widow of a Russian Orthodox clergyman, Mrs. Shapsnikoff has lived most of her 70 years in the Aleutian Islands community of Unalaska. She is concerned that Aleut customs are dying out, and here, is demonstrating an Aleut dance. (AP Photo)



VAMPIRE? — She may not look the part, but actress Ingrid Pitt plays a vampire in a horror movie. (AP Photo)



150 YEARS OF MAINE STATEHOOD is commemorated in this 6-center to be issued July 9 at Portland, Maine, the state's first capital. It will be yellow, blue, red and black. Design is Edward Hopper's oil, "Lighthouse at Two Lights, Maine."

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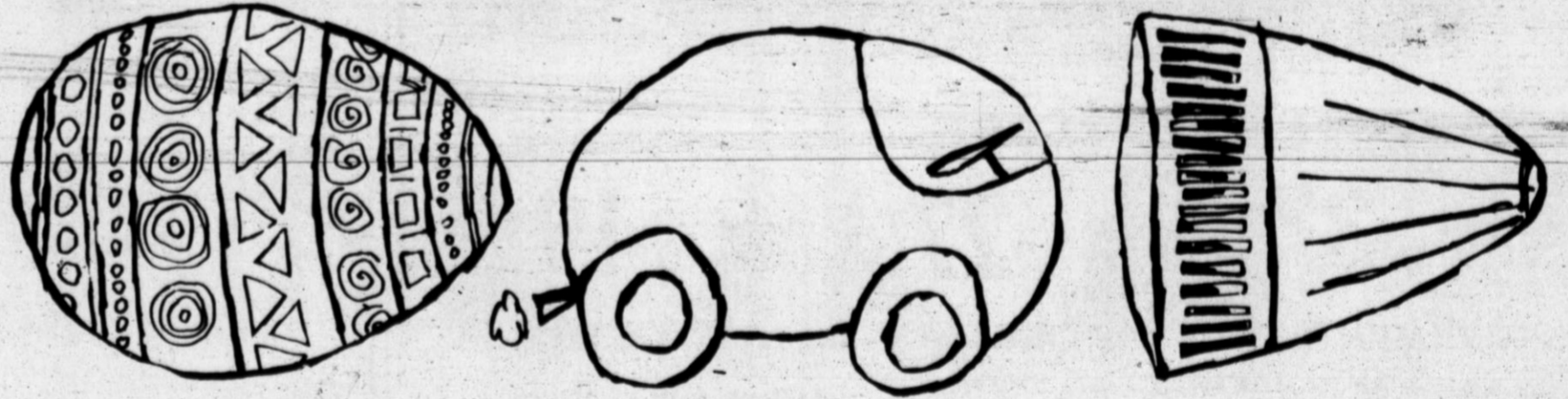
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**PHONICS:** Seeing, saying, and hearing sounds  
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**WRITING:** Writing letters to Grandmother  
**SPIRITUAL TRAINING:** Learning about God

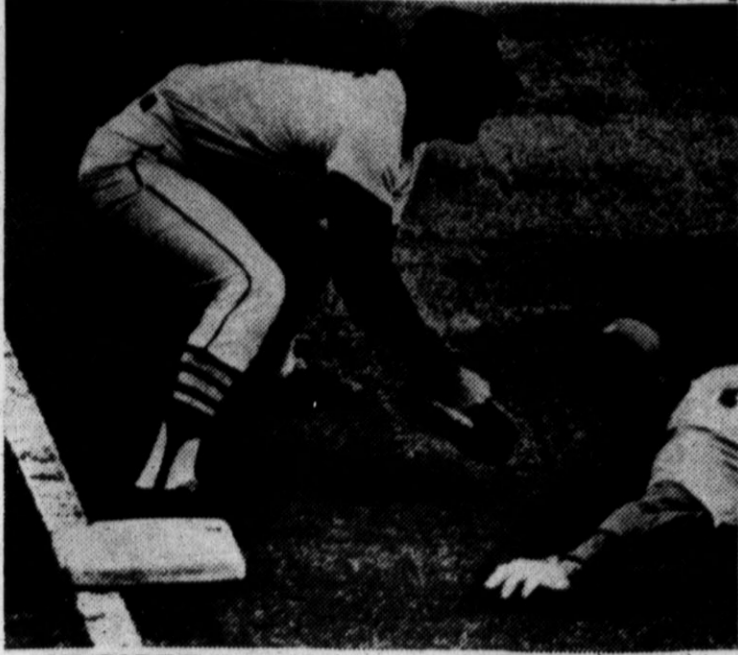
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**JOE TORRE** — at the hot corner for the St. Louis Cardinals, foot touching bag, ball in glove ready to tag sliding runner. Last year was his first at third base.



**BOUNCE THROWS** — are Torre's dish at first base, a position he has played on and off since 1963.



**AT THE PLATE** — The 30-year-old 195-pound Torre, a 100-RBI man his two years with the Cardinals, stops an errant throw home and prevents an important runner from leaving third base.

## Third base, first base and catcher — Torre

By **FRANK ECK**  
AP Newsfeatures Sports Editor

Being a versatile baseball player has its drawbacks. Joe Torre, the No. 4 hitter for the St. Louis Cardinals, knows what they are.

He has played so many positions in his 10 years in the majors that he will never go down as the catcher with the most home runs, or the third baseman with most hits, or the first baseman with most that.

It's all because Torre plays where his manager needs him.

and this spring Manager Red Schoendienst will need him at third base. Mike Shannon, regular Red Bird third baseman since 1965, was stricken with a kidney ailment last spring and it seems he'll be lost for the season after trying to make a comeback toward the tailend of 1970.

Torre, a \$100,000-a-year-man, played 73 games at third last season. Shannon played 51 there while Torre caught, and Rich Allen, now with the Los Angeles Dodgers, played 38 while Torre

caught. As a catcher Joe Torre holds the Milwaukee record for most home runs by a catcher, 27 in 1965. He holds the same record with the Atlanta Braves, having hit 36 in 1966.

Members of baseball's inner circle regard Joseph Paul Torre as one of the most underrated players in both leagues. Last year, for instance, he played three positions and only 11 National Leaguers accounted for

more runs. Torre drove in 100 runs, made 203 hits and batted .325.

Torre might still be with the Atlanta Braves but for his contract trouble with their general manager Paul Richards.

Torre played while hurt in 1968 "to help the club" finish in the first division of the then 10-team NL. His record suffered because he was not up to full potential.

Torre held out in the spring of

1969 and Richards took his case to the press. Torre refused to be quoted. On March 17, 1969, Richards traded Torre to the St. Louis Cardinals for Orlando Cepeda.

"It turned out to be a break," Joe Torre said recently. "It gave me a chance to catch Bob Gibson, one of the fastest pitchers in baseball. And don't let anyone tell you his fast ball does not move. I've caught it and I used to try to hit it."

## A book about how presidents lead companies

Title: **THE TWELVE HATS OF A COMPANY PRESIDENT**  
Author: Willard F. Rockwell, Jr.  
Publication Date: April 16, 1971,  
244 pages, \$8.95

What does it take to run a company in the complex, fast-moving industrial world of today? More important, does the president of a company have what it really takes, or can he develop it?

In a new book, **THE TWELVE HATS OF A COMPANY PRESIDENT**, to be published by Prentice-Hall, Inc. on April 16, 1971, Willard F. Rockwell, Jr., the man whose company built

the Apollo 11 command module that carried the first men to the moon, reveals the 12 management secrets that can make or break a company president.

For Mr. Rockwell, it's a matter of the "Hats" the company president wears. He believes that to head a modern corporation, the president must be everything from Skipper to Student, from Judge to Newspaper Reporter.

But first and foremost, Mr. Rockwell tells the president what it takes to wear the Hat of the Skipper — and shows how to train oneself to assume command, to bear full and complete responsibility for the myriad operations, great and small in every last unit of a great corporation.

Rockwell is chairman of the board of the North American

Rockwell Corporation. He was the architect behind the merger of North American Aviation, Inc. with the Rockwell-Standard Corporation, forming North American Rockwell in 1967. In his four years as President of Rockwell-Standard, he built sales from \$97 to \$37 million dollars.

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**A HOME STUDIO** — is ideal for pictures of pets, children, portraits and still lifes. This amusing photo by Walter Chandoha of Annandale, N. J., illustrates use of a plain background, good lighting and compact grouping. Chandoha started a home studio about 20 years ago with a kitten rescued in a blizzard and has become a leading animal photographer. (AP Photo)



**ANOTHER WIN** — This champion Poland China barrow earlier this month, brought \$3,050 at the Houston Fat Stock Show. The animal, shown with Ricky Seaton and Loy Clark, and owned by Mike Windham of Lazbuddie, also won championship ribbons at the Farmer County Show, the Hereford, Texas District, and the Amarillo show before winning at Houston.



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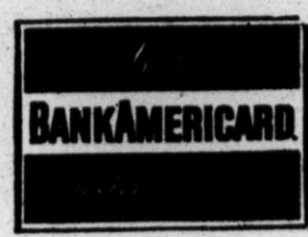
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