

Merry Christmas!

Annual Christmas Edition -- 62 Pages With TV Section

The Hereford Brand

'A Member of Most Families in the Hereford Trade Area'

73rd Year, No. 102

Hereford, Texas, Deaf Smith County

Sunday December 22, 1974

20 Cents



Upshaw Succeeds Dippel As Herd Boss

City Prepares For Christmas

By KERRIE WOMBLE
Brand Staff Writer

Wednesday will be special for the majority of people, but for some, Christmas is similar to any other day. Law enforcement, medical and communications personnel are a few of several agencies which will continue to serve the public regardless of the date on the calendar.

Working on Christmas Day is described by some as "boring and terrible," while others comment that it is "busy and profitable." However most of these public services said that Christmas workers take the extra hours in stride and do not complain much.

THE HEAVY LOAD of operator-assisted telephone calls has been shifted to direct dialing, so Christmas Day is not as hectic as in years past at the local Southwestern Bell office. Nine operators and two supervisors will be on duty at the switchboards on the 25th.

The local company has 22 operators on payroll with 12-15 working during a shift. According to a telephone spokesman, the office is busiest during the summer, but things slack off after harvest. Telephone employees receive 2 1/2 times regular wages on Christmas so most do not mind drawing a Yuletide assignment. However, those who would rather be home are free to trade shifts with someone who prefers the bonus pay.

One operator said, "It isn't bad to work on Christmas Day. You simply have to schedule your celebration at home so it will not conflict with your job."

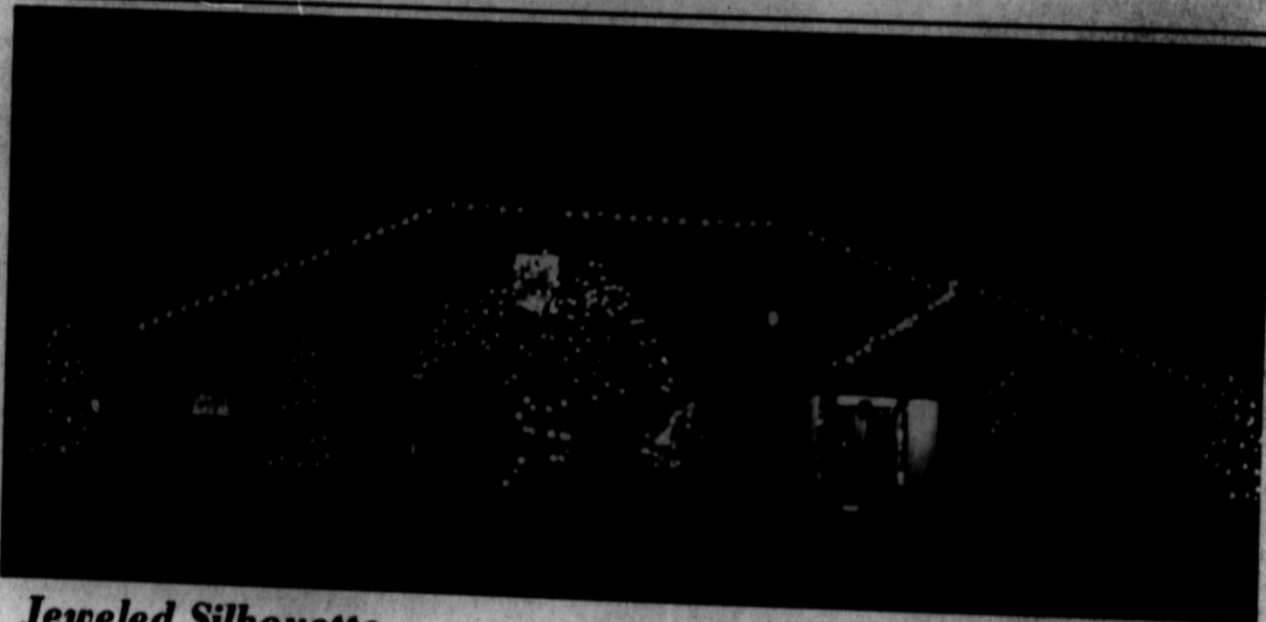
ACCORDING TO a police dispatcher for the Hereford Police Department, most law enforcement personnel realize that working on Christmas is a part of their career. "They all take it in stride. They knew when they decided to go into this field that the job would mean working on lonely Christmas nights.

"Wives of policemen also have to be special people. They have to plan holidays around their husbands' schedule. Police families are good-natured about necessity."

All law branches, including police, sheriff and highway patrol departments, are on call Christmas Day and many carry out their regular duties. None of these public servants receive overtime pay or bonus pay for employment on holidays.

One officer commented, "It's really pretty boring work on Christmas. There normally aren't any real problems that day."

JUST AS CRIME isn't deterred by (See CITY, Page 5)



Jeweled Silhouette

Outline of the Virgil Marsh residence, north of Hereford on the Vega Highway, is etched in brilliant lights against a black December sky. The home won recognition in the Christmas

decoration contest for overall beauty. (See in side pages for photographs of other prize-winning homes in the city.)

(Brand Photo)

Trio Has 44 Years of Service

Outgoing County Officials To Be Honored Here Monday

By BOBBY TEMPLETON
Brand News Editor

The Deaf Smith County Courthouse will be the scene Monday of a party which honors the end of 44 accumulated years of service to the county by three outgoing officials.

Scheduled from 2 to 4 p.m., the party

recognizes County Judge H.C. (Hank) Williams and County Commissioners Marcus Latham and Donald Hicks. Respectively, they have served in their positions for 13, 11 and 20 years.

THE PARTY, hosted by the courthouse employees, will be held in the Commissioner's Courtroom.



H.C. WILLIAMS
County Judge



DONALD HICKS
County Commissioner



MARCUS LATHAM
County Commissioner

Each of the three honorees have weathered many of the same experiences, sometimes on opposite sides of an issue or two, but each has distinguished himself.

The Judge is leaving office after being beaten in this year's attempt for a fourth consecutive term and both of the commissioners decided at the first of the year to not seek their positions again.

Judge Williams began his tenure of office by appointment upon the resignation of Don Zimmerman in 1961. Zimmerman had resigned.

Even though many of the years the Judge served were stormy ones, he says, "I have enjoyed the associations I have had and I thank the people of Deaf Smith County for the opportunity of occupying this chair."

EACH OF THE commissioners related similar thankyou's as the county residents returned the men to office time and time again.

"I have attempted to remain free of control or domination by any person or (See TRIO, Page 5)

Sandies Hire Whiteface AD

Fred Upshaw, 34, an assistant here seven years, was selected Friday evening as athletic director and football coach for the Hereford school system.

The surprising action came after Larry Dippel, head man here for four years, handed in his resignation to take the head football post at Amarillo High. Dippel's teams registered a 29-51-1 record here and he took two teams into the playoffs in four years.

BOTH DIPPEL and Upshaw came here as assistants under Larry Wartes, and the pair were teammates at Stamford High School. Upshaw was an honorable mention all-state quarterback when Stamford won the state title in 1958.

"This is probably — and I mean it — the toughest decision that I have ever made," said Dippel. "Hereford has been good to me and my family and we appreciate that. We were happy here and we hate to leave. I feel it's an opportunity and a challenge as a coach that I don't feel I can turn down."

In his letter of resignation, Dippel noted that "many hours of prayer and consideration of all the possibilities of my professional career went into this decision." He also added that "we could not ever begin to say thank you to all of the people that have done so much for us and have meant so much to us. We do appreciate the school and the community of Hereford."

UPSHAW, a graduate of North Texas State, came to Hereford in 1967 after coaching at Burleson. He and his wife, Sheila, have one daughter, Jeana. He will take over the new duties Jan. 2, the same day Dippel assumes his new post at Amarillo. Dippel and his wife, Sandras, have an 11-year-old daughter and an 8-year-old son.

There Hereford school board had met in executive session Thursday afternoon to discuss the expected departure of Dippel and the course of action on naming a successor. Trustees wasted little time in the Friday meeting on naming Upshaw as the new athletic director. He was given a two-year contract at \$15,000 per year.

According to an Amarillo news source, Dippel will receive a \$16,500 salary at Amarillo and will be provided with a car. He replaces Kenneth Clapp as the Sandie coach. Clapp resigned Nov. 21.

NO ANNOUNCEMENT was made by either Upshaw or Dippel would probably take "a couple of assistants" with him, but the school would not release them until replacements were found. The athletic director does not have classes, but all other coaches do.

Dippel has been with the Hereford (See COACH, Page 2)



Fred Upshaw

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says the fellow he'd like to boil in oil, or happily have a python coil, is the lowly cad from whom our wives are sure to buy our Christmas ties!

NOT WHAT we give, but what we share, for the gift without the giver is rare; who gives himself with his aims feeds three—himself, his hungering neighbor, and me. — James Russell Lowell

THIS ISSUE of The Brand is our annual Christmas edition, filled with ideas for the last two shopping days and containing a number of greetings from Hereford merchants and firms. If you're too busy before Christmas, we hope you'll take time afterwards to read all the greeting ads from friendly merchants who appreciate your business.

The Brand will not publish a paper Thursday so that employees will be able to take a few days off. Our office will be closed Monday through Wednesday, and we'll open again at 1 p.m. Thursday.

LARRY DIPPEL'S decision to move to Amarillo High as football coach came as somewhat of a surprise to most sports fans here Friday evening. We hate to see him go... he's a fine gentleman as well as a coach; a man who sets a great example for the boys he leads.

We agree wholeheartedly with the board's decision to move assistant Fred Upshaw into the post. From the time the board accepted Dippel's resignation until the motion was made to promote Upshaw, the school system was without an athletic director and head grid coach for only 17 minutes. It should be a smooth transition, and we wish the best for Upshaw.

CHRISTMAS is a holiday, a holy day, a holly-day. It is a time for "bearing gifts." It is a time for having "heart."

To children, it is a season of unadulterated joy; to grown-ups, a bee-hive of activity. But when the last present has been purchased and wrapped, and the quiet of Christmas Eve settles down, thoughtfulness sets in. This uplifting once-a-year miracle catches us again in its spell.

CHRISTMAS generates love and understanding and is steeped in customs, but no matter how widely the customs vary, they all mean the same: happiness for all.

Have a Happy Christmas, and let it be the springboard into a better year, a year of ever-increasing, all-inclusive interest in an empathy with all.—Amen.

Eleven Indicted by Grand Jury

The Deaf Smith Grand Jury in secret session Friday returned 11 indictments, two no-bills and one indictment against local defendants.

The 12 grand jury members met all day to reach decisions, one involving the widely publicized theft on August 2 of cattle from the Texun Feedyards. The defendants, Jerry, Tommy and Ronnie Mack Deas were originally indicted shortly after the case was uncovered but lack of evidence in the case caused the indictment, according to Criminal District Attorney Andy Shuval.

TRIAL IN THE case was set for Jan. 27th in Oldham County. The trial was moved there on a change of venue because the local and state publicity associated with the theft.

The theft involved what originally was said to be 103 head of cattle. The theft

was uncovered by a Texun employe after he noticed an empty pen.

The cattle were taken to Houston in trucks where the animals were supposedly destined for sale. Shuval spent most of the week in Houston investigating the case to come up with the evidence to present to the jury.

THE TWO NO BILLS were returned against Augustin Cruz Martinez on a burglary charge and Mark Hudson on a theft charge.

One of the indictments was returned for cattle theft on a defendant who remains at-large.

Five other indictments were ordered for felony driving while intoxicated (DWI) against Gonzalo Reyes, Margarito Estrada, Rene Saenz Montez, Ruben Gomez Ybarra and David Neil Bell.

Two separate indictments were

decided on burglary of Baker's Grocery and Romero's Welding Shop. Both places were robbed by Jimmy Rodriguez, Albert A. Romero and Arthur Roman Madrid.

THE LAST INDICTMENTS were returned against Ricardo Rodriguez for aggravated assault on a police officer, Richard Lee Thomas Hohn for deviate sexual intercourse and Kenneth Skelton for theft by false pretext.

Grand Jury members included Jerry Roberts as foreman, Gloria J. Garcia as secretary, Dora Castro, Bobby Griego, Orlene Robinson, Betty Monroe, C.D. Adams, Jimmie Robison, Ronald Ott, Bud Cawthon, Cal Mitts and Virgil Stenz.

The jurors serve for a period of six months and a new jury will be empaneled around February 4.



Mrs. C. J. Mountz, at the handsome old piano in her home at 106 West Seventh, plays Christmas carols as she has since she came to Hereford as a girl in 1908.

No Christmas Trees Then Early Hereford Christmas Recalled

By SUE COLEMAN
Women's Editor

"And always there was music," Calla Mountz concludes her recollections of Christmases in early-day Hereford.

That statement may be the best description of the pioneer woman's entire life, typified by the fact that she was the one invited to lead carol singing on the bus tour of the city's Christmas lights this week.

Since she came as a girl to the little town of Hereford in 1908, she has helped make music, in church, club and school programs and at home. So naturally she recalls the music of Christmas along with incidents in good times and bad, even the year when all Santa brought her was a pair of overshoes.

"But they were good and warm, and we walked to school so I was mighty glad to have them! That must have been a year when times were hard," she observes.

WITH HER SISTERS and brother,

she hung up one of her long black stockings on Christmas Eve, not on a mantel because few residences in timberless West Texas had fireplaces, but on the corner of a chair near the big coal-burning stove.

Even when times were good the children received only a few Christmas gifts. "Kids didn't expect to get half a dozen presents then. There was always an apple, too, nuts and hard candy, better than the hard candy you get now. And sometimes we got an orange apiece, but they were scarce and expensive so it wasn't often."

The "heating stove" was a focal point of family living in the cold winter days for Mrs. Mountz' family, the Lamberts, who moved to Texas from Iowa because her father wanted to escape the frigid winter climate there.

He came first to buy land, then the family moved despite Mrs. Lambert's misgivings because after all the Texas Panhandle adjoined the Oklahoma Indian Territory.

TRAVEL THEN WAS BY TRAIN, and the furniture including a Bush & Lane piano Lambert had bought for his daughters was loaded into a freight car along with a team of horses, a milk cow, an International Speedster automobile and 400 pounds of honey from the 60 hives of bees on the Iowa farm.

It was customary for a man of the family to ride in the freight car to care for the livestock, and Mrs. Mountz' Grandfather Lambert came that way while the others rode a passenger train.

They soon had a house built by J.A. Fox at 116 Bradley, a comfortable two-story dwelling with seven bedrooms, a bathroom with no fixtures because Hereford had no water or sewage systems then, and a parlor with a center table set beneath a hanging lamp, the piano, lace curtains, rocking chairs and an art square to cover the floor.

There was a windmill in their yard as in most Hereford yards. Main Street boasted wooden sidewalks but of course no paving, and there were hitching racks in front of all the stores.

The Lamberts' first impressions were

of the windmills, the big Stetson hats and boots worn by men of the town.

Social life centered in churches and homes in those days before radio, television and movies, and at Christmas there was a big decorated tree in each church hung with presents to be distributed by Santa Claus after a program by the children.

MRS. MOUNTZ' MOST memorable Christmas tree was not when she was a girl, but after she had married Carl J. Mountz, the Santa Fe agent and telegraph operator, and had children big enough to enjoy the holiday event.

She had taught her son, Carl Dean, a song called "What A Slow Clock," and accompanied him as he sang it for the church program. Its words depicted a child's impatience for Santa to come, and it signaled the arrival of that important person at the church.

Santa came in carrying in his arms "the prettiest Collie pup I ever saw," and Carl Dean, who had been longing for a dog, stared at it spellbound. Santa asked which of the children had been good, but the little boy was speechless as others answered, and was able only to clutch the pup ecstatically when it was handed to him.

"His father had driven out to the Lower place west of town after he let us out at the church," Mrs. Mountz explains, "and got the pup that we'd already bought for a dollar. It was our son's happiest Christmas and we all loved the dog that we kept for 13 years."

Each child at a church tree received a colored net bag of fruit and candy, which the young people had gathered to fill earlier. Occasionally the teenagers would go caroling at Christmas, too, piled on a wagon that drove around town as they sang.

CHRISTMAS TREES were not common in homes because they were not shipped in for sale in the stores. Hereford folk had to go 50 miles to the Canadian River breaks to find native cedars. That was where churches got the trees which were the objects of interest for all the children in town.

"One time Mama cut a limb off a cherry tree, dipped it in soapsuds and starch to 'frost' it and we kids strung popcorn and paper rings to decorate it," Mrs. Mountz recalls. "It was real pretty and big enough to hold all our presents. Another time she frosted a big tumbleweed and we decorated it with little red balls."

There were no outdoor decorations and of course no electric lights. F.H. Oberthier owned the first light-plant and Mrs. Mountz laughs as she tells of owners of the finest homes in Hereford being so proud of having lights installed, although the ugly bare wires ran across walls and ceilings to the single drops that each held a bulb in the middle of the room.

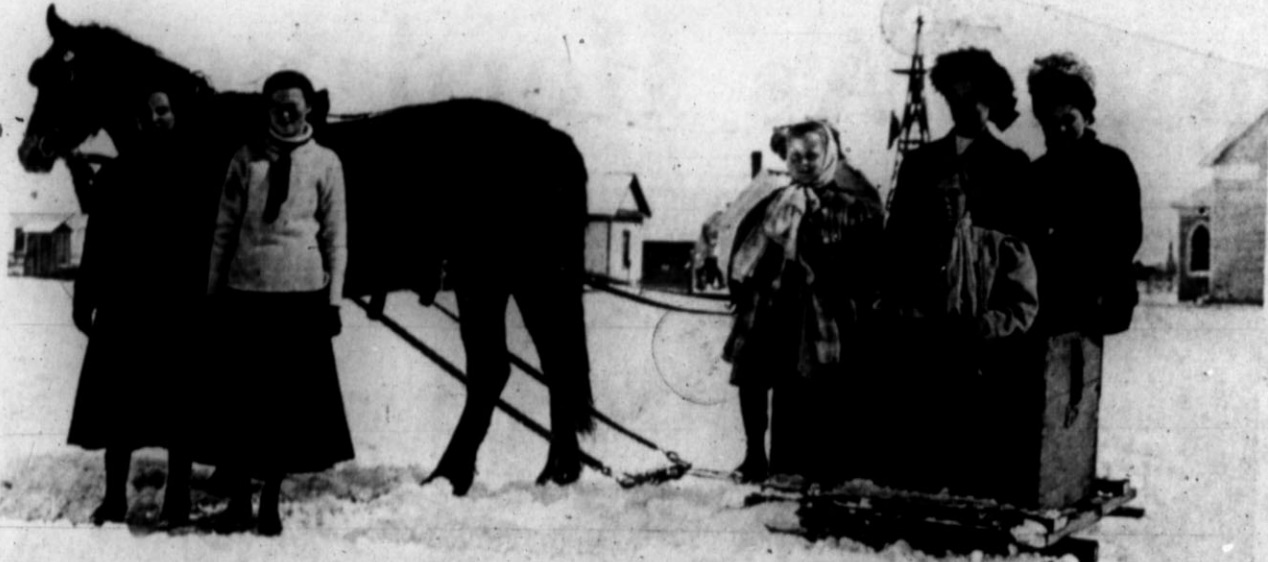
"But they looked good to us because we didn't have to fill lamps with kerosene and wash lamp chimneys constantly," she smiles.

One Christmas custom that was a shock to the lowa family was the shooting of fireworks, which they associated with the Fourth of July. They also ate plum pudding and mince pie instead of fruit cake for the holiday dinner.

They had been accustomed to snow during the holidays, and there wasn't always snow in Hereford. But there was always music, and the Lamberts made their part of it. The girls played the piano and sang and their father had a good bass voice and loved to sing.

They helped with the music in First Baptist Church and at all sorts of community programs. Mrs. Mountz played between acts of amateur plays at the Opera House, upstairs in one of the buildings in the 100 block on Main Street. On some occasions she was asked to play the piano in the lobby of the Northern Hotel.

She sang for weddings, funerals, and in a Ladies' Quartette which was the nucleus of the Music Study Club, of which she is still an active member.



Riding In a One-Horse Open Sleigh

An improvised one-horse sleigh supplied winter time fun to a group of Hereford girls in early days of this century. From left are Calla Lambert, now Mrs. C. J. Mountz, Ann Thompson,

Helen and Clara Lambert, Nona and Carrie Thompson. The box mounted on the sled runners was brought from Iowa by the Lambert family and so was the horse, Lady.

Work Program Outlined

Chamber Approves Budget

The 1975 budget was approved and a new program of work was outlined when directors of Deaf Smith County Chamber of Commerce held their last regular meeting of the year Thursday morning.

In other action, the board accepted the resignation of director Ray Seale and will consider a replacement at the next meeting; announced plans for the annual banquet Jan. 9; endorsed the County Commissioners' Court recent resolution on improvements in the food stamp program; and heard several committee reports.

Although a number of items were reduced in the new budget, the total was up about \$7,200 over the current year. The proposed budget for 1975 totals \$55,064, with increased costs of operation accounting for the higher figure.

THE NEW PROGRAM of work outlines 14 areas of activities along with the general goals for each committee. Bud Eades, president-elect, announced the chairman for seven of the committees. They include: Raymond White, agriculture; Harold Wheeler, health and safety; Mack Tubb, governmental affairs; James Hull, water; Clete Corliss, business; Ray Chambliss,

Hustlers; and Bill Johnson, membership. Other leaders will be confirmed soon.

Terry Caviness, chairman, presented the program of work to the board. Jim Conkwright, chairman, presented a new policy manual and it was also approved by directors.

SEALE SUBMITTED his resignation as a director, stating that he did not have the time because of business involvements. Roy Faubion, president, recommended the board give some consideration to the appointment of a new board member.

Bill Albright, executive vice president, announced that the installation dinner for the board of directors has been scheduled for Monday, Dec. 30, at K-Bob's Restaurant.

Albright also reminded the board that the annual banquet is set Jan. 9 in the Bull Barn with Sam Hunter of Phoenix, Ariz. as principal speaker. Tickets will be \$6 each, the same as last year, and are now on sale.

Lavon Nieman, Women's Division president, gave a report on the Christmas Home Lighting Contest and invited directors to attend the tour of homes which was held Thursday night. The tour

was arranged for senior citizens of the city. She also announced the women's general membership meeting had been set for Jan. 13.

ALBRIGHT REPORTED that 50 new decorations were installed around the city's business areas this year, and he commended the Hereford Jaycees for their work in putting up the lights and decorations. The board voted to contribute \$500 to the Jaycee organization, which is also to maintain the lights and take them down.

Following board policy, directors approved the purchase of a new car for the chamber manager. The C of C has a policy of trading cars every two years and purchasing the auto on a rotation basis with local dealers. The new car will be purchased from Orsborn Buick.

Faubion and Albright closed the meeting with expressions of thanks to directors for their work this year.

Project Christmas Card Contributions To Date Reported

Total collections in Project Christmas Card by the Wednesday deadline amounted to \$3,342.09, Mrs. A. T. Mims, chairman, reports. Late gifts are still being received and donors will have their names listed on a New Years greeting card in the Dec. 29 edition of The Hereford Brand.

The Christmas greeting appears on a full page of this issue of The Brand with a holiday message from Project contributors to friends in this community.

Hereford Medical Auxiliary, which sponsors the project each year, asks area residents to use this means of greeting local friends as they contribute the amount they would spend to mail holiday cards.

This year the fund will be used to purchase a cyrovast for Deaf Smith General Hospital and to provide a scholarship for a nursing student. Various equipment needed at the hospital, but not available under regular budget, is provided by the project.



Larry Dippel

Coach -- from Page 1

school system for eight years. During his first four years, he served as an assistant coach under Larry Wartes. He assumed head coaching duties in 1971, the second year of AAAA competition for the school.

As a head coach, Dippel's win-loss record is 29-15-1. Besides the .644 winning average, Dippel's Hereford teams have never finished worse than third in district and have always won at least half of their district games.

Hereford teams have appeared twice in the playoffs under the direction of Dippel. They advanced to the quarterfinals in 1971 and to the regionals in 1973. James Harris, one of three Hereford athletes to ever appear in an all-star football game, did so after his senior year under Dippel.

The 1971 season ended with a 28-8 loss to Wichita Falls in the quarterfinals. Dippel's Herd won seven games that season and lost six. In 1972, the Herd won eight and lost two games, but finished third in the district. Both losses were to district teams, Monterey and Lubbock High.

The 1973 season came to a close as the Herd ended a 10-2 season with a tie game against El Paso Coronado in the regional playoff. Coronado tied Hereford 7-7, but the Herd lost on penetrations 5-3.

For the Herd, 1974 was a disappointing season, ending at 4 wins and 6 losses. Hereford sparked at the end of the season, however, and was in contention for the district title until the final game of the season.

Dippel was honored with Coach of the Year twice, in 1971 and 1973. Those honors were from both District 4-AAAA and the South Plains All-Star team named by the Lubbock Avalanche Journal. In 1971, Dippel finished fourth in the balloting for Texas Coach of the Year.

DWI Cases Dominate Deaf Smith County Court

The Deaf Smith County Court handled eight driving while intoxicated cases, two theft cases and two probation revocation cases among four other miscellaneous cases during the week ending Dec. 13. Most of the cases were fully processed while six of them were just filed with the court.

The 69th District Judicial Court experienced no activity as the Justice of the Peace Court handled 10 cases of defendants still at large and one case involving a felony DWI charge.

Those filed with the county court include DWI charges against Wayne Wesley Lawrence, William Franklin Swindle and William E. Shepherd Jr. and a theft charge against Isabel Puentes. All were free on bond. The other two filed cases involve at-large defendants, one committing a theft by check and the other evading arrest.

Other DWI cases were against Raul Nava Villagomez, Wallace D. Steinkruger and Michael Myron Funk. Villagomez pleaded guilty and was given 30 days in jail and fined \$150 plus court costs. The other

two also plead guilty and were fined \$50 each plus court costs and given one year probation on 30-day jail sentences.

A DWI charge against Homer Lindeman was dismissed and refiled in JP court as reckless driving. Also dismissed was a probation revocation case of Gary Gene Hicks, who joined the marines, and a resisting an officer charge against Fred Norman Stanfield.

A revocation hearing was held on the probation of Harold Jones, who subsequently was ordered to serve his original one year sentence.

Martin Diaz was charged with DWI and possession of marijuana. He plead guilty on both and was given a one year probation on a one year sentence and fined court costs on the first charge and fined \$1 plus court costs on the other.

No fines were collected in the JP court during the week for issuance of bad checks nor were any fines or bond forfeitures assessed in the District Court.

The only JP court case not involving an at-large defendant was for a felony-DWI charge against Alfred Darrell West. He is in jail awaiting a judgment.

Contest Error Announced

In reviewing the judges' decision, the Christmas Decorating Committee discovered an administrative error and, after retabulating the scoring sheets, declared Virgil Marsh to be this year's winner.

Three out of town judges in separate cars determined the quality of individual homes brightly decorated in holiday motif. Judging was based on attractiveness, suitability with the Christmas theme and creativity.

Of the 52 entries, the Marsh home on the Vega Highway was granted top honors for overall excellence. The Ansel McDowell residence at 207 N. Texas was ranked best for animated decorations in windows. A pretty doorway earned top recognition for J.W. Robinson, 213 Cherokee.

Nancy Russell, chairman of the beautification committee in the women's division of the Chamber of Commerce, directed the project. The entire Chamber expressed appreciation to all of the entries who brightened Hereford through their decorating efforts.

Honorable mention honors were given to several local residents. Recognized on Texas Drive were the Raymond Whites at 214 and H.A. Cavness at 129.

Avenue J winners were L.J. Clark, 316, and Richard Clark, 133. On the

western side of town were Rex Lee, 304 Centre; Gene Streun, 223 Northwest; Roy Botkin, 100 Elm. To the north were Joe Frank Clark of 135 Cherokee and Joe Hacker, 119 15th.

Others included Harlan Barber of 110 Rio Vista, Cawthon Bryant of 312 Star, Leroy McDonald of 1601 Blevins and Lowell Rusher of 237 Ave. B.

The Hereford Brand

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First Water Importation?

Directors of Deaf Smith County Chamber of Commerce presented executive VP Bill Albright with an oil painting this week. Albright, whose C of C work involves the water situation, commented that "with the ocean scene, I am making the first importation of water to the Panhandle." The oil painting is the work of a local artist, Belle Hromas.



In ancient Assyria, spotted plants were recommended as cures for spotted diseases.

Mis HA \$2.8

Misses PA Group \$19.88

Miss WINT Orig. NOW

Misses PAJAM \$6

For SHIBU Orig. 5 N

Tw MATTRE & C \$4

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Boy's P SKI SW & Turb Orig. \$10

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Men's DRESS G Orig. \$6

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MONDAY NIGHT
7 P.M.
TUESDAY NIGHT
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GIFT HEADQUARTERS
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HURRY FOR BEST
SELECTION

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WOMEN'S WINTER
CHRISTMAS ROBES**
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Original ~~\$12 to \$18~~ NOW \$9⁹⁹ to \$14⁹⁹

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20% to 50% OFF**
Yes every remaining toy will be up to
50% OFF MONDAY MORNING 9:30 SHARP

**ENTIRE STOCK MEN'S, BOY'S GIRL'S AND
WOMEN'S COATS AND JACKETS**
REDUCED 15% to 20%
Due to a very mild winter and perhaps an over buy, we can save you 20% just in time for Christmas and maybe cold weather

**OUR FAMOUS WHITE GOODS SALE
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SAVE ON EVERY SINGLE SHEET FANTASTIC BUY ON
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dress shirts.
FOR MEN**

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3 For \$12

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colors. Sizes 37-46.

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CHARGE IT!

COUNTRY ROUND-UP Christmas

**ROY CLARK
FAMILY & FRIENDS**

**The Nashville
Chorus**
with Rich Songbook

**JOE STAMPLEY
TAKE ME HOME
TO SOMEWHERE**

MISS LOWMEYER

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CLASSIC CLARK**

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MEDICINE SHOW**

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Misses Better HANDBAGS \$2.88 to \$6.88	WOMEN'S BETTER DRESS CLEARANCE SAVE 20% TO 50% Some as low as \$4.88	FUR LOOK BEDSPREADS \$14.88 to \$22.88
Misses 2 and 3 pc. PANTSUITS Group 1 Group 11 \$19.88 \$24.99	The Perfect Gift Small APPLIANCES	Misses Jewelry & Billfolds NOW 99¢
Misses Warm WINTER GLOVES Orig. \$2 to \$4 NOW \$1.50	Hard Hat \$19.99 7 Speed Blender \$19.99 Hand Mixer \$11.49 Corn Popper \$14.99 Rival Crock Pot \$20.99 Broiler Rotisserie \$39.95 Steam Dry Iron \$19.99 2 Slice Toaster \$11.99 4 Slice Toaster \$18.99 Deep Fryer \$16.99 Griddle Oven \$28.99 Immersible Perk \$21.99 Poly Percolator \$7.99 Waffle Grill \$28.99 Electric Fry Pan \$19.99	MATERNITY TOPS AND SLACKS Orig. \$10 NOW \$6.88
Misses 3 piece PAJAMA & ROBE \$6.99	100% Polyester THERMAL BLANKETS \$4.88	Misses Corduroy & FLANNEL SHIRT Orig. \$6 to \$9 NOW \$5
For Ladies SHIBUI PERFUME Orig. 5 NOW 2 For \$7	Toddler and Girl's SPORTS WEAR SETS 4 to 6x 7 to 14 \$1.88 \$2.88	ELECTRIC SCISSORS Orig. \$12 NOW \$6.88
Twin Size MATTRESS PAD & COVER \$4.44	Men's Thermal SWIRTS, DRAWERS and Union Suits Orig. \$3 to \$4 NOW \$2.50 ea.	Girl's 2 piece SPORTSWEAR SET Orig. \$13 NOW \$6.88
Toddlers Penney PET COORDINATES SHIRTS PANTS \$1.99 \$3.44	Men's Hooded SWEATSHIRTS Some Thermal Orig. \$6 to \$8 NOW \$5.88 \$6.88	Girl's Better DRESS CLEARANCE Reduced to 60% \$1.88 to \$6.88
Boy's Pullover SKI SWEATERS & Turtlenecks Orig. \$4 to \$4 NOW \$3.88	LITRONIX CALCULATOR \$29.88 with memory Orig. \$69 NOW \$50	4-Only Men's Polyester KNIT DRESS SUITS Orig. \$65 NOW \$38.88
For Clothes Drapes, Curtains etc. STEAM JET Orig. \$10 NOW \$8.88	Decorative ICE BUCKET Orig. \$6 NOW \$5	Entire Stock MEN'S SWEATERS Orig. \$9 to \$15 NOW \$8 \$12.88
Decorative WINE JUGS Orig. \$5 NOW \$3.88	Men's or Women's SHOE TREES Orig. \$5 NOW \$3.88	Dyna-Match CIGARETTE LIGHTER Orig. \$4 NOW \$3.88
Men's Lined DRESS GLOVES Orig. \$6 to \$8 NOW \$5	Men's Winter CAPS & HATS Orig. \$1 to \$4 NOW 99¢ to \$2.99	Men's Corduroy HOUSE SLIPPERS NOW \$3.99
	Men's & Boy's BETTER BELTS Orig. to \$6 NOW 99¢ to \$3.99	Misses Turtleneck SWEATERS NOW \$4.99

SOME BROKEN SIZES LIMITED QUANTITIES
SUBJECT TO PRIOR SALE & PRICE CHANGES

Graveside Services Conducted Saturday

Graveside funeral rites were conducted in West Park Cemetery Saturday morning for Harvey Edgar and Robert Lester, infant twin sons of Mr. and Mrs. Jerald Barnett of Houston.

The Rev. C.R. Hankins, pastor of Trinity Methodist Church at Wellington, officiated and Gilliland-Watson Funeral Home directed burial.

Mr. and Mrs. Barnett are

former Hereford residents and were visiting relatives in this area after attending the funeral here recently for his father, Jim Barnett of Trinidad, Colo. The babies were born and died in an Amarillo hospital Friday.

Survivors include grandparents, Lavada Barnett of Amarillo, Mr. and Mrs. Billy Waters of Shamrock.

North Sea oil cost estimated at \$15-billion.



Gala decor in doorway of J.W. Robinson residence, Jr. 213 Cherokee.

Thefts Occur at High School

A rash of thefts at Hereford High School kept police busy collecting reports most of one afternoon. Money amounting to \$93 was taken from two purses. Tuesday, \$70 was taken from the purse of Terri Greenwood of Route 3 in Hereford. Kim Simpson of 229 Fir lost \$23 when it was apparently stolen from her purse.

In addition, \$50 was taken from a bank bag in the cosmetology department. The bag was in the desk of the teacher, Mrs. Charles Cabbiness. The money had been raised by the girls of the class.

Bob Hardin reported a calculator stolen from his locker Tuesday afternoon and a long black dress was missing from a closet in the sewing room that belonged to Mrs. Layman. Three sets of drafting instruments were taken from the

drafting room. They belonged to Dale Simons, John Paetzold, and the teacher, T.J. Williams. Value of the instruments was estimated at \$90.

A Hereford woman told officers a man exposed himself to her in a laundry on the north side of the city Thursday evening. The woman, a student at WTSU, reported that while at the laundry after 10 p.m. a man walked from the restroom, pulled down his pants and exposed himself, then jumped into a car and fled. The man was described as a white male, wearing white shirt and pants, blond hair and whiskers. Investigation is continuing.

A Thursday afternoon accident involved a Ruidoso woman. Dolly Shelton, of that New Mexico city, was east bound on Highway 60 when her car collided with a vehicle driven by

Lonidene Martin Edmonson of 601 Star. The Edmonson car was traveling north on Main at the time of the accident.

Officers began the weekend quietly, arresting one person for drunk, another for DWI, and one person for theft under \$5 in connection with an incident at Gibson's Discount Center.

Fire fighters were called out only once during the past three days. At 9:36 p.m. Friday, an alarm was turned in and firemen rushed to the Atex Oil Company on West Highway 60. Smoke had been seen pouring from the roof of that service station, but firemen could find no fire.

Christmas Service Planned

The Reverend Herman J. Shelter announces the Immanuel Lutheran Church will hold a special Christmas Day worship service. Besides the worship service, Shelter said, carols will

be sung by the congregation. The service will begin at 10 a.m. Christmas Day at the Park Avenue and Avenue B church.

Commissioners Scheduled to Meet Monday

The Deaf Smith County Commissioner's Court will consider resolutions by Commissioner Earl Holt and an overtime report for road employees from Commissioner

Donald Hicks in a regular meeting at 10 a.m. Monday in the Commissioner's Courtroom of the County Courthouse.

Also on the agenda is Attorney Hazen Woods who is

scheduled to appear before the court, presided over by County Judge H.C. Williams.

Energy is topic at Ford-Trudeau talks.

happy holidays

May your Christmas tree be gay with decorations, and your home be bright with warmth & laughter! Sincere greetings from all of us at

KPAN

860 khz AM 106.3 mhz FM

Hear Christmas Music each night until midnight on KPAN-FM KPAN-FM

SEASON'S GREETINGS

Here's an old-fashioned wish that is still right for today: may the holiday season extend to you and your family every joy and blessing that is possible. We wish to thank you all for your patronage throughout the year...we look forward to serving you again in the future with pleasure. Have a very merry Christmas and a wonderful year to come!

Kester's Jewelry

Since 1927

JCPenney Year-End Savings

Save 25% on Survivor and JCPenney steel belted radial tires.

Survivor Steel Radial. Features 2 ply rayon cord body, 4 rayon belts, one steel belt. 70 Series wide profile. Whitewalls. No trade-in required.

Tire size	Save	Reg.	Sale	+ fed. tax
BR70-13	12.25	49.00	36.75	2.28
ER70-14	14.25	57.00	42.75	2.79
FR70-14	14.75	59.00	44.25	3.04
GR70-14	15.50	62.00	46.50	3.16
GR70-15	16.00	64.00	48.00	3.22
HR70-15	16.75	67.00	50.25	3.42
LR70-15	17.75	71.00	53.25	3.86

CHARGE IT

Closeout Save \$20
Orig. 79.99. Now 59.99.
8-track tape deck with FM stereo radio

GIFT HEADQUARTERS

Tappan GARBAGE DISPOSER
Many Convenient Features
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Homelite XL-2 CHAIN SAW
Automatic chain oiling
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Doorkeeper Electronic Garage DOOR OPENER
Many models with a wide variety of features
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BASKETBALL BACKBOARDS and GOALS
We also have mountings to put your new goal from McCaslin's on the roof or on a pole

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Pre-Made For CHRISTMAS

Fireplace Equipment
• Screens
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Attention Mobile Home owners!
CONCRETE STEPS
Starting \$12.95 F.O.B. The Yard

VANITIES
With many different styled cabinets and a wide assortment of marble tops

WE WILL BE CLOSED ALL DAY DEC. 24-25. MERRY CHRISTMAS

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Save \$15
Reg. 104.99. Sale 89.99. Thrush outsider. Polished aluminum covers front, rear casting. Bolts on. For 60-inch rocker panel. Thrush outsider for 70-inch. Reg. 114.99. Sale 99.99. Save \$15.

Save \$25
Reg. 89.99. Sale 64.99. AF/X headers. Heavy-duty 16 ga. steel, equal length tubes. Individual port connections. Gaskets, bolts and collectors included. AF/X mini car headers. Save \$15. Reg. 49.99. Sale 34.99.

Save 7.50
Reg. 29.95. Sale 22.45 with trade-in. Survivor 36 12 volt battery. Sizes for most American cars. Survivor 36 six volt battery, sizes 1 and 19L. Save 7.26. Reg. 27.95. Sale 20.95 with trade-in. Without trade-in, add \$3.

Survivor 36 guarantee. Should any JCPenney Survivor 36 battery fail to hold a charge within 1 year from the date you bought it from us, just return it to us. We will replace it with a brand new battery at no extra cost to you. After 1 year, but during the guarantee period, we will replace the battery charging only for the time you have owned it, based on the price at time of return, prorated over the guarantee period.

Save 25% on brake overhauls.
Reg. \$66.88. Now \$50.16
You get Stop-Action® linings; we rebuild wheel cylinders, resurface drums, repack front wheel bearings, refill hydraulic system, road test. Disc brake overhaul. Reg. \$84.88. Sale \$63.66
Most American and many foreign cars.

Save 25%
Reg. \$40.99. Sale \$30.74
Keystone Classic-Style wheel. Chrome-plated lugs and hub included; fits tube or tubeless tires.

Trio-- from Page 1

any group of persons, and to dispense justice from bench impartially," Williams noted concerning his duties of judging over 1,521 recorded juvenile cases and 3,900 docketed criminal cases.

As Judge of the Probate Court, he heard more than 910 probate cases.

Again speaking of impartiality, Williams explained, "I have always assumed that this is what the people wanted of the person who occupies the office. The fact the good people of this county have asked me to serve as County Judge for 13 years is evidence of this fact."

Upon his departure from office, Hank and Delight Williams plan to do some of the things they always wanted and that's to travel. "We want to travel some of the Orient and other places we have wanted to visit," Williams said.

THEY CAME to Hereford in 1950, were impressed with the community and stayed. Also during more of his spare time in the future, Williams will concentrate more on his cattle and farming interests.

Latham, who "just had a notion to do something," when he first ran for county commissioner, has been with it for over a decade.

"Being a commissioner was rewarding," Latham said. "It's what I felt I could do to contribute the most to the community."

Noting some of his accomplishments while a commissioner, he listed the building of roads to both the Holly Sugar and Armour Meat plants and all weather

roads to the feedyards. "Also, the building of the library was a proud achievement of the Commissioner's Court," he said.

Some of the items, Latham thought were facing the court in the future include the possible renovation of the county jail, the proper use of about \$200,000 in annual Federal Revenue Sharing funds and involvement with other counties in the use of the old Amarillo Air Force Base as a rehabilitative facility for juveniles who commit misdemeanors.

"It would be good if the base could be converted into a center to teach young offenders something to contribute to society rather than take from it," he explained.

DONALD HICKS, who has the longest stretch as a county public servant, said when he announced last January his intention to resign, "There sure have been many ups and downs since 1954, but the county has progressed greatly in 20 years."

While in office he has seen just about everything happen and expressed thanks to the school and the city for their cooperation with the county. He too has enjoyed many accomplishments, which would probably fill a book.

After he leaves, he plans to devote more of his time to his farming activities near Vega. Latham also is involved in the farming and the cattle business.

The three officials won't leave public service easily as their experience will no doubt be called upon for advice by the new county officials. But before they leave, the county workers will relay the thanks of the Deaf Smith residents for "A Job Well Done."

City-- from Page 1

Christmas, neither is illness. About 50 staff members of Deaf Smith General Hospital will split the 24 hour shift Christmas day. All hospital personnel receive regular wages on Christmas but are given a day off previous to or after the holiday.

One spokesman said, "The needs of patients are the same Christmas as any other day. All of the staff and visitors have decorated most of the building."

For those confined to a hospital bed on Christmas, nurses, friends and family help brighten the day. A traditional Christmas dinner of turkey and dressing is prepared for patients. Gifts are brought by personal acquaintances and other individuals.

MOST FIRMS IN Hereford will not be open Wednesday, however some small convenience grocers will carry on business as usual. All local and federal government offices will be closed after 12 noon Christmas Eve. These hours will also be observed by the banks and Hi-Plains Savings and Loan Association.

The post office, banks and City Hall will open Thursday morning as usual. The county courthouse will be closed until Friday morning.

Utility companies including Pioneer Natural Gas and Southwestern Public Service will have servicemen on call during the holiday. Pioneer will close its office at 12 noon Tuesday. Southwestern will be closed Tuesday and Wednesday. Both firms will reopen Thursday morning.

Thou shalt know Him when He comes, Nor by vantage of His airs, Nor by anything He wears, Neither by His crown Nor His gown. But His presence known shall be By the holy harmony Which His coming makes in thee.

Author Unknown

NOTICE:
THE HEREFORD STATE BANK
and
THE FIRST NATIONAL BANK
WILL CLOSE at 1:00 P.M.
Christmas Eve and
All Day CHRISTMAS.

in order that our employees
can spend the Holidays
with their Families.



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HEREFORD, TEXAS 79045 PHONE 806-364-0185
ED SCHROETER Branch Manager

MERRY CHRISTMAS AND HAPPY NEW YEAR!

Christmas is the time of year when we count our blessings and give thanks for all our friends.

I'd like to take time out right now to let you know how greatly I have appreciated your friendship and your futures business. I hope that 1975 brings you prosperity and happiness. 1975 will take me to a new location, Bank of the Southwest, Room 405, in Amarillo, and allow me to make many new friends. However, it is with great sadness that I leave Hereford. I hope that you will continue to let me serve you and I look forward with great anticipation to having you come by the office to visit. With my close times to Hereford, I am retaining my Hereford phone number so that you can call as easily as ever.

Thank you again for your friendship and patronage, both past and future. May 1975 be your best year ever.

Sincerely,

Ed Schroeter

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ELECTRIC BLANKETS

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MEN'S
QUILTED JACKET

Lightweight but warm, this rugged utility jacket fits the needs of many. Available in black, olive, gold and blue. 27" length—outer shell is nylon quilted.

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Door Buster Special

10" FRY PAN

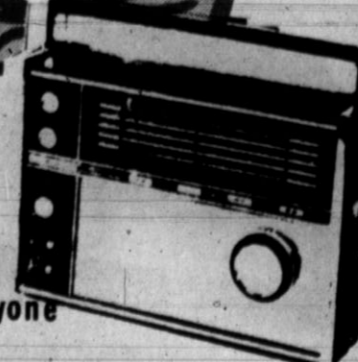
Features Teflon II interior. Handy 10" open fry pan is a must for every home. Reg. '3'

Aluminum **\$1.99** G.D.P.

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West Bend 5 Quart No. 13366

COUNTRY KETTLE

Avocado and Harvest Gold Reg. '23'

\$16.50 G.D.P.



Christmas joys

May this Holy Season bring you an abundance of happiness!

Jeanne, Mel Ruth, Esther and
The Board of Directors

CHRISTIAN BOOK STORE

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Jayvees Win, Though Home Victory Still Eludes Whitefaces

Hereford is still looking for its first home victory of the 1974-75 basketball season after Amarillo Tascosa used scoring streaks in the second and third periods to register a 64-50

victory over the Whitefaces here Thursday night. The loss left the Herd with a 4-8 record before the Christmas break. The holiday will be short, however, as the Whitefaces go

to the Berger Tournament Dec. 26-28. The Hereford junior varsity rallied for a 40-46 win in the preliminary game Thursday. Lynn Tarr and Mike Hull led

Hereford scoring against Tascosa with 20 and 14 points, respectively. Tarr had eight field goals — almost half of the Whiteface output from the field, while Hull hit three from the

field and was 8 of 8 at the charity line. Hereford stayed in the contest by hitting 21 of 24 free shots, compared to 10 of 14 for the visitors.

Tascosa had three players in double figures as Byron Carter sparked the triumph with 23 points. David Gilbreath hit 11 and Kurt Reinbold added 10. The win avenged an earlier loss to Hereford and left Tascosa with the same won-lost record as Hereford, 4-8.

Tascosa came back hot at the start of the second half and scored 12 points while Hereford managed only 2. The spurt put Tascosa up by 11 points, 45-34. The visitors went into a semi-stall game at that point, and managed to draw some fouls off the Herd and get into the bonus free-shot situation.

by 40-39 with 1:25 left. Tascosa then cashed in four free shots as Hereford tried to get the ball in the last minute.

Hereford's JV has trailed most of the way in the preliminary contest that was close all the way. The visitors led by 24-21 at halftime and by 36-33 after three quarters. The

JV won it at the free-throw line, hitting 13 of 23 shots while Tascosa had only 2 of 3.

Three Hereford players led a balanced scoring attack with James Mays tossing in 13 points, Steve Cornelius 12 and Barry Muller 11.

TASCOSA		HEREFORD	
Player	pts	ft	fr
Tarr	20	8	8
Hull	14	3	3
Charest, Dg	10	0	2
Arney	1	0	1
Munneryn	2	0	0
Charest, Dv	3	3	3
Totals	53	19	21

TASCOSA		HEREFORD	
Player	pts	ft	fr
Carter	23	0	3
Gilbreath, Dv	11	5	5
Reinbold	10	4	2
Moore	4	2	2
Lorenc	4	0	0
McDonald	0	2	2
Gilbreath, Dn	1	0	0
Totals	55	27	18



Going For Two

Senior guard Dave Charest goes up the middle to elude his Tascosa defender and lay the ball up for two points. Mike Hull and Lynn Tarr, Hereford's two tallest players, juggle for position beneath the basket in case Charest

misses. Charest scored three field goals and three free throws as Tascosa slipped by Hereford 64-59 before a home crowd in the La Plata gymnasium.

(Brand Photo)

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Commercial Division
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November 18, 1974

TO: ALL MICHELIN DEALERS

SUBJECT: Increase in Michelin Prices

Gentlemen:

Although there may be last-minute changes and the increases will vary in impact on some sizes where our prices could go above or below the percentages we indicate herein, we expect the increases to be in the vicinity of:

Passenger Tires-Domestic	+10.32% with some exceptions
Passenger Tires Non-Domestic	+11.19% with some exceptions
Truck Tires	+8%
Tubes - Will advise later.	
Earthmover Tires	+11 or 12%

These price increases will become effective January 1, 1975.

At the Michelin X Jubilee held in January, 1974, Michelin Tire Corporation stated that we would try to build inventories in order to have a 60-day supply to carry us through the change-over period from European to U.S.A. production. Due to sales well beyond our projections, we find ourselves in a position of not having adequate supply in all sizes at the present time.

During the course of the convention, we also stated that we would hold the line on our passenger tire prices as long as possible and that we did not anticipate that we would be able to give any notice of a price increase. We find that we can give you notice of the anticipated increases effective January 1.

ANY TIRE NOT SHIPPED BY DECEMBER 31 WILL BE INVOICED AT THE NEW PRICES EFFECTIVE JANUARY 1, 1975.

We will do everything possible to fill all orders prior to the price increase.

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winning ten of...
Nineteen fight...
card, and Haro...
the fighters wo...
best so far this...
is coach and...
Hereford boxing...
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technical knock...
Guerrero, Vin...
and Richard Se...
said, "The...
brothers both...
fine display of...
both winning wi...
first and second...
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knockout on Rau...
Clovis just 38...
first round. One

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Texas, 19-3...
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Hope you h...
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friends and v...
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Owner

Hereford Boxers Host Bouts; Win 10

A small crowd of about 200 boxing fans turned out Friday night as the Hereford Boxing Club hosted bouts for Amarillo, Clovis, Stinnett and Altus, Okla. boxing teams.

Hereford turned in one of their better nights of the season, winning ten of thirteen bouts. Nineteen fights filled out the card, and Harold Wheeler said the fighters were some of the best so far this season. Wheeler is coach and sponsor of the Hereford boxing team.

Hereford boys winning by technical knockouts were Hector Guerrero, Vicente Guerrero and Richard Sermino. Wheeler said, "The two Guerrero brothers both put on another fine display of AAU boxing with both winning with TKO's in the first and second rounds."

Hector scored a technical knockout on Raul Vasasquez of Clovis just 38 seconds into the first round. One minute into the

second round was all it took for Vincente to score a TKO over Angel Martinez of Clovis. Hector fought in the 98-pound division, while Vincente was in the 112-pound class.

Sermino scored a second round TKO over Mike Arrijo of Clovis. Thirty-five seconds into that round Arrijo was unable to continue and the referee awarded the technical to Sermino. That fight was in the 150-pound class.

Maurio Tijerina and Pablo Lopez of Altus had one of the night's thrillers. Maurio put Lopez on the mat in the first 20 seconds of the first round, but couldn't keep him down." Wheeler said, Tijerina won the 135-pound bout on a judge's decision.

"Eddie De Leon of Hereford had another return bout with Edward Alvarez of Altus and won on a decision in one of the night's best fights," said

Wheeler. De Leon had been ill with the flu most of the week and lacked some of the sharpness that is characteristic of his boxing style. Other Hereford boxers who

won their bouts by decisions were David Ruiz over Joey Rubalcaba of Amarillo, 53-pound; Fabian Ruiz over Ron Smith of Amarillo, 67-pound; Joe Tijerina over Jerrel Warrick

of Stinnett, 112-pound; Roy Pena over Joe Salazar of Amarillo, 115-pound; Martin Lucero over Timmy Flores of Amarillo, 126-pound.

The Hereford Boxing Club traveled to Amarillo Saturday night to complete their year of fights for 1974. Results of those bouts were not available at press time. Tournaments will begin January 2 through 4 in Amarillo and go on through the District AAU Junior Olympics and Regional Golden Gloves the first week in February.



Landing That Right

Martin Lucero delivers a hay-maker right hand that staggers Timmy Flores of Amarillo in the 126-pound division. Lucero knocked Flores to the mat in the second round of the fight, but couldn't finish him off.



Ducking the Blow

Edward Alvarez of Altus, Oklahoma ducks a hard-driving right hand punch by Hereford's Eddie De Leon. De Leon went on to win the final match of the evening as the Hereford Boxing Club hosted four other teams for fights

SPORTS TALK Chuck Hardy

SPORTS HIGHLIGHTS IN 1974

THE END of another year is near. A year which produced outstanding feats and exciting events. A year that now ushers in the final quarter of a momentous last century, second millennium anno Domini.

A YEAR in which Muhammad Ali regained the most coveted prize in sports - the Heavyweight Championship of the World - when he punched George Foreman to the canvas in the seventh round, October 30th, about 4:45 a.m., Zaire time.

A YEAR in which a field goal in the final quarter gave Notre Dame a 24-23 victory over Alabama in a furiously fought Sugar Bowl game that gave the unbeaten Irish claim to No. 1. Ohio State beat USC, 42-21, in the Rose Bowl, Penn State won over LSU, 16-9, in the Orange Bowl, and Nebraska conquered Texas, 19-3, in the Cotton Bowl.

A YEAR in which the Miami Dolphins, with Coonka, Griese, Warfield and Morris leading the attack, massacred the Minnesota Vikings, 24-7, in Super Bowl VIII at Houston's Rice Stadium. In the playoffs Miami beat Oakland, 27-10, and the Vikings topped Dallas by the identical score.

A YEAR in which Henry Aaron broke Babe Ruth's all-time home run record when he slammed his 715th homer off Al Downing of the Dodgers before 53,000 Atlanta fans. Aaron added 20 more before the season ended. The Oakland A's became World Baseball Champs for the third straight year by defeating the Los Angeles Dodgers in the world series 4 games to 1. Lou Brock of the Cardinals set a new record with 118 stolen bases.

A YEAR in which the Notre Dame basketball team snapped UCLA's 88-game win streak with a 71-70 triumph. Nothing was finer for North Carolina State when they won the NCAA basketball championship over UCLA, 80-77. The Boston Celtics, led by Havlicek and Cowens, won the NBA Championship over the Milwaukee Bucks, 102-87, in the seventh game.

A YEAR in which Ivory Crockett ran the 100-yard dash in 9 seconds flat - something no one else has ever done. Tony Waldrop ran nine straight sub-four-minute miles, including a world indoor mark of 3:55. George Woods heaved the 16-lb. shot put 72 feet 2 3/4 inches for a new world mark.

A YEAR in which the Philadelphia Flyers defeated the Boston Bruins, 4 games to 2, to win the Stanley Cup. Cannonade won the 100th running of the Kentucky Derby. The Indianapolis 500 was won by Johnny Rutherford, and Bobby Unser rolled home second.

A YEAR in which Courageous won a fourth straight win over the Australian challenger, Southern Cross, to keep America's Cup, symbol of world sailing supremacy. West Germany outbooted The Netherlands, 2-1 in soccer to win the World Cup.

A YEAR in which Johnny Miller pocketed more than \$360 grand to lead the golf pros, while winning eight tournaments. Gary Player won the Masters and the British Open. Hale Irwin won the U.S. Open. Lee Trevino won the PGA.

A YEAR in which Evel Knievel came up short in his attempt to clear mile-wide Snake River Canyon, but earned \$6 million for trying. Sweethearts Jimmy Connors, 21, and Chris Evert, 19, each won the singles tennis championship at Wimbledon, before becoming Mr. and Mrs.

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Hope you have smooth sailing all through the holiday season. It's a pleasure to greet our many good friends and wish you a happy Yule!

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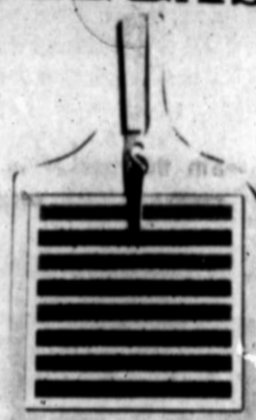
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Look Who's New

Mr. and Mrs. Richard Lyons are the parents of a daughter born Dec. 12. She weighed 7 lbs. 9 oz.

Mr. and Mrs. Celistino Galicia Sr. are the parents of a son, Celistino Jr., born Dec. 19. He weighed 4 lbs. 1 oz.

Mr. and Mrs. Jose Clemente DeLa Cruz are the parents of a daughter born Dec. 19. She weighed 6 lbs. 11 oz.

Mr. and Mrs. Marcos Alaniz are the parents of a son, Marcos Jr., born Dec. 18. He weighed 8 lbs. 1 oz.

Mr. and Mrs. Michael Ray Farmer are the parents of a daughter, Darl Jo, born Dec. 18. She weighed 7 lbs. 15 oz.

Mr. and Mrs. Enrique Hector Mendoza are the parents of a son, Pete, born Dec. 17. He weighed 6 lbs. 15 oz.

Mr. and Mrs. Gilbert Perez Olivarez Jr. are the parents of a son, Nick, born Dec. 19. He weighed 7 lbs.



Best window decoration...animated figures in the Ansel McDowell home, 207 N. Texas.

Hospital Notes

PATIENTS IN HOSPITAL
 Paul Aguirre, 606, Ave. F.; Mrs. Jimmie Allred, 129 Ave. B.; Mary Bourn, 711 E. 4th; Wayne Carthel, 206 N. 25 Mile Ave.; Leslie Combs, 109 B. Kingwood.
 Mrs. Guy Cornelius, 202 Fir; Mrs. Jose DeLa Cruz, 440 Barrett; H. Leroy Edwards, Summerfield; Mrs. Tino Galicia, Friona; Mrs. Gregory Herring, 726 Ave. G.
 Tomas Maldonado, 223 Ave. C.; Mrs. Bennie Moore, 1505 Plains; James Newell, 205 Ave. C.; Donnie Owen, 308 Union; Mrs. Michael Parmer, Route 4; Julian Tijerina, Route 2.
 Audrey Tohn, 201 Ave. B.; Mrs. Gilbert Olivarez, P.O. Box 102; Santos Mireles, 211 Blevins; William Miller, 418 Star; Mrs. Enrique Mendoza, 829 Brevard; Mrs. Carlos DeLa Paz, Route 1.

PATIENTS DISMISSED
 Maria Aranda, Mrs. Nathiree Bradford, Willie Cagle Jr., Mrs.

Gift Exchange, Coffee Held

Secret pals exchanged gifts during L'Allegre Study Club Christmas coffee Thursday morning in the home of Mrs. Terry Caviness.

Hostesses for the morning party included Mmes. Gerald Payne, Rudy Metz, Joe Reinauer Jr. and J.H. McCrary. Members present were

Refugio Caludio, Walter Easter, Mrs. James Hull, Alma Jimenez, Mrs. Edward Villarreal, Dec. 18.
 Dennis Carter, Mrs. William Johnson, Mrs. Albert Hernandez, Dec. 19.
 Sherrie White, Mrs. Willa Williamson, Mrs. Marcos Alaniz, Bobby Poarch, Dec. 20.

Helpful advice: Don't overdo Christmas.

Modern wisdom: A fuss in time saves nine.

The age of man has little relation to his sense.

Mmes. Eddie Reinauer Jr., Alex Schroeter, Dwaine Walker, Jerry Parker, Cliff Skiles, Burns Hamilton, Jim Conkwright.
 Also Mmes. Dennis Farley, Dennis Lomas, Bill Warrick, Danny Martin, Jim Carnahan, Tommy Carnahan, Cameron Gault, Bill Lyles, John Smith and Gary McQuigg.

AS USUAL ABOUT THIS time of year, there are a number of coaching jobs open. If you want to break into this field, now's the time to do it.

The End Zone

THE RESIGNATION OF COACH Larry Dippel brings about mixed emotions for us. We hate to see him go, but after talking with him, we're also anxious for him at his new job. Having known Larry Dippel for the past three years and working closely with him in the past few months, it's with complete confidence that I can say there's just not many of 'em around that's as fine a fellow as he is. We'd boast on him a little more, but it might destroy his good-natured humility.

Just being asked to coach at Amarillo High School is quite an honor. The name of Larry Dippel will be added to a list that includes Blair Cherry and others who are among the coaching elite.

Good Luck, Larry. We'll miss Ya.

IF YOU ARE EVER at the firehouse and if you are ever told that it snowed 28 inches in Red River the night before and if you believe it...you gotta be crazy. They'll tell you anything. But I'll get 'em back. One way or another.

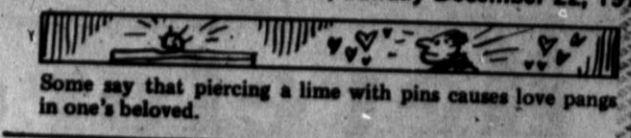
WOMEN LIBBERS, HERE'S one for you. Remember the Superstars competition that was on TV last spring? Kyle Rote Jr. won the top money. And now they're going to do the bicycle races and obstacle courses with women.

Competition is Friday and Saturday in the Astrodome. The 24 women will compete in tennis, rowing, bicycle race, obstacle course, basketball shoot, softball throw, swimming, 60-yard dash, quarter-mile run and bowling. Total purse (if you'll excuse the play on words) is \$83,000.

Some of the women who have signed to compete are Billy Jean King, tennis star, and Janie Blalock, golfing great. The list goes on and on, including skiers Suzy Chafee and Barbara Cochran, skaters Janet Lynn and Debbie Meyer, gymnast Cathy Rigby, and a multitude of women athletes from surfing, bowling, horse-racing and most facets of sports.

If you don't attend in person, the Women's Superstars competition will be televised nationally on ABC-TV Jan. 19, 1975.

FOLKS, IF WE DON'T have a White Christmas, there is going to be one put-out sports editor in the mountains.



Some say that piercing a lime with pins causes love pangs in one's beloved.

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 Adjustable bottle cutting machine designed to cut various sizes and shapes safely and easily. Includes tapping plate, abrasive grits, polishing paper.
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 No lessons needed Easy to play
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Hasbro Vinyl No. 1370 NURSE KIT
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Peace

GREETINGS

Happy Holiday

Cheer

Best Wishes

NOEL

Merry Christmas

Here comes Santa loaded down with good wishes galore for all our wonderful friends... we hope he brings you your heart's desire on Christmas morning!

THE Vogue

Bess Moore, Owner Downtown



We have seen His star

...and are come to
worship Him. Such
was the message of
the Wise Men who
laid their gifts
before the newborn
King. Now, at Christ-
mas, the star of Beth-
lehem shines before
us more brightly than
ever. Let us follow it
to lasting peace.

DIRECTORS

- J. R. Allison
- O. L. Bybee
- Jeff Carlile
- Marvin Carlile
- Howard Gault
- Walter F. Johnson
- R. T. O'Daniel
- Harlan D. Vander Zee

OFFICERS AND EMPLOYEES

- | | |
|---------------------|-----------------------|
| Allen, C. W. | Pena, Isabel |
| Baxter, Waldo R. | Rhoton, Nell |
| Bunch, Joy | Rogers, Sadie |
| Batterman, Betty J. | Rosson, Madeline |
| Betzen, Janet | Simons, Rita |
| Carlile, Jeff | Simmons, Carrell Ann |
| Coffey, Norma J. | Simpson, Veatrice |
| Culpepper, Marilyn | Smalts, Lola M. |
| Gilbert, Steve | Smith, Craig |
| Hodges, Steve | Snyder, Lynette |
| Hoover, Sherry | Underwood, Becky |
| Lamm, Thelma | Vander Zee, Harlan D. |
| McKinster, Irene | Walterscheid, Opal A. |
| Maxwell, Marie | Williams, Wayne |



Koobraey Spells Out Highlights of HHS 1974-75



Personality King and Queen
Brenda Owen and Rob Lomas

Koobraey (that's yearbook spelled backwards) is many things to the students of Hereford High School. It means the end of school for 1974 and the beginning of the Christmas vacation. It means class favorites, entertainment and fun. Friday afternoon as the excitement over the upcoming holidays was about to reach a fever pitch, students packed the school auditorium and watched as Dee Ann Miller and Doug Charest were named Mr. and Miss HHS, Brenda Owen and Rob Lomas were named Personality King and Queen and Cindy Smart was named Annual Queen.

But the presentation of school favorites was not the only item on the program. Craig Nieman and Rob Lomas acted as emcees, playing the part of long-graduated students remembering back to the Koobraey of 1974. Music was presented by "The Streyleets" and Linda Dones, accompanied by Rex Barber. Slapstick by the "High Plains Pasture Pickers" added comedy to the program, and led to some strange pictures as personalities were called upon to have their snapshots taken in "Pasture Picker" overalls. D'Lyn Davidson did her impression of Edith Anne, the lovable five-year-old who's always getting in trouble and closes with the line, "And that's the truth!"

Personalities voted on by the student body were called onstage. Screams of joy and delight accompanied thunderous applause as Class Favorites, Most Handsome and Most Beautiful, Personality King and Queen, and Mr. and Miss HHS made their way to the stage.

Teachers had taken part in balloting honors also, and the Who's Who, Most Intellectual and Most Versatile students were presented before the crowd.

A sigh of relief, a few cleanup chores, and a picture-taking session was all that stood between teachers and students and their Christmas holidays. After those items were quickly dispensed with, each went his separate way, and Koobraey '74 was only history.



Mr and Miss HHS
Dee Ann Miller and Doug Charest

Personalities

Presented To

HHS Student Body



Annual Queen and Escort
Cindy Smart and Kirk Andrews

Entertainment,

Music and Fun

Grace the Program

Page 2D The Hereford Brand, Hereford, Texas, Sunday December 22, 1974



Favorites

Class Favorites were, l to r, James Mays and Kristie Mason, sophomores; Gloria Mays and Melvin Betzen, senior; Sara Ricketts and Pete Hale, juniors.

High Plains Pasture Pickers

Jivin' with the music are members of the High Plains Pasture Pickers, who even broke up the act to tell a few knee-slappers. Coveralls were the standard uniform.



Story, Photos, and Layout by Dan Welty



The Most...

Students named Most Versatile by the teachers were Tommy Loerwald and D'Lyn Davidson, left. Most Intellectual were Shyla Thomas and Gary Landers, right.

Beautiful and Handsome

Finalists for Most Handsome and Most Beautiful. Final winners will be shown in Round-Up, the school's yearbook. Top, l to r, are Sharon Dearing, Hank Stringer and Betty Griego. Bottom, l to r, are Terry Bell, Karen Kitchens and James Arney.



Who's Who

Chosen Who's Who were, back row l to r, Stan Fry, Hank Stringer, Kent Hollingsworth, Gary Landers and James Arney. Front row l to r, Christie Offesen, Cindy Smart, Shyla Thomas, Debbie Klechak and D'Lyn Davidson.



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HOW ABOUT THIS FOR A CHRISTMAS DINNER
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TRY OUR NEW SELECTIONS OF FRESH LUNCH MEATS

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—ASSORTED SIZES—

1/2 Peck \$3.98
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Doctors' Fees Lower Than Cost Of Living

The spiral of inflation affects everyone, including your doctor, but increases in physicians' fees have been less than the general increase in the cost of living.

These were among the findings documented in an article entitled, "Medical Care Costs — Know the Facts", published in the current issue of Texas Medicine, the journal and newsmagazine of the Texas Medical Association.

Physicians' fees increased 16.1 per cent during the three year period from August 1971 through July 1974, while during that same period, all items in the Consumer Price Index (CPI) increased 21.4 per cent. Stating that "few other professions or groups can match medicine's record", figures from U.S. Bureau of Labor Statistics were used to

compare percentage increase changes in selected items of the CPI. As of July 1974, "physicians' fees have increased 16.1 per cent, less than prices in the health care sector, the CPI 'all services' category, the 'all items' category, and legal fees."

The article with its comparison tables proved that "beginning with the inception of the Economic Stabilization Program in August 1971, and continuing through 1973, the CPI increased at a greater rate than physicians' fees." "Physicians' fees and hospital service charges during each of the four phases of the Economic Stabilization Program increased at rates "less than that of the 'all items' category of the CPI."

Under Phase I, physicians' fees "showed a decline from former rates of increase" as did the economy as a whole. During

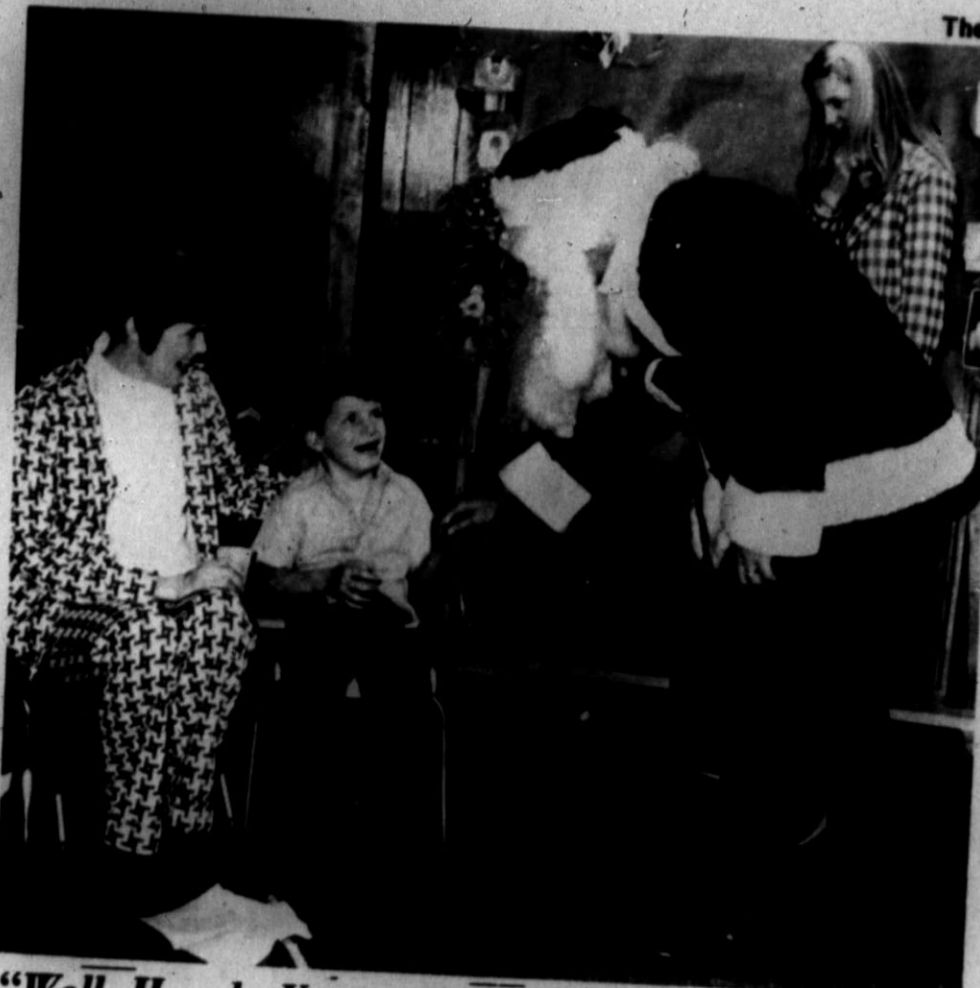
Phase II, physicians' fees "increased 2.4 per cent less than the 2.5 per cent goal set by the Economic Stabilization Program. It was also less than one-third the corresponding rate of increase for 1969 and 1970."

The medical care sector operated under Phase III regulations for all of 1973, while the rest of the economy was placed under Phase IV in July of that year. During 1973, the "all items" category increased at a rate more than doubling the increase for physicians' fees (9.4 per cent "all items" compared to 4.1 per cent for physicians' fees). During the Phase IV period (January 1974 through April 1974), physicians' fees increased at an annualized rate of 13.4 per cent, while the "all items" category increased at 13.0 per cent.

Since controls were lifted in April of 1974, several factors have influenced physicians' fees: (1) physicians who experienced substantial increases in operating costs during the last three years were unable to "pass through" these costs in the form of increased fees under the Economic Stabilization Program; (2) with the end of controls, medical practices came under increased pressure from their employers for large salary adjustments; and (3) physicians in recently formed practices were unable to increase their fees in line with increases in their experience, ability, as well as added operating expenses. During May, June and July, 1974 physicians' fees reflected a 4.4 per cent increase in order to adjust for these factors.

CPI figures for August, September and October 1974 show the rate of increase in physicians' fees continually declining, and slightly less than the general Consumer Price Index increase.

Soviet orbits 2 men in link-up test.



"Well, Howdy Young Fella!"

An elated student in Mrs. Wanda Verschelde's special education class at Shirley School gives Santa Claus a hearty greeting at a Christmas party Thursday sponsored by the Leo Club of Hereford High School. Leo Club members presented each student with presents and hosted a Coke and cookie party for them.

On Wall Street

BY BOB HILL
Lents, Newton & Co., Amarillo

If you think one of those fourteen wheel tandem rigs can pull the hat off your head when it whips by you on the highway now, just wait. Legislation now in Congress will make heavier and possibly longer trucks legal in all 50 states, and also make the big rigs an even greater highway safety hazard than they are today.

The Senate has passed a bill raising the authorized federal truck weight limit for the interstate system to 80,000 pounds from 73,200 pounds currently, and also raising the top weight for each axle. A similar bill in the House doesn't mention the weight issue, but when conferees from both houses meet to compromise their differences, the House delegation is expected to be in favor of the increased weight limits.

There is widespread opposition to the increased weight limits because of the safety hazards. Federal safety experts find that for each truck driver killed in truck-car accidents there are 31 other persons who die. They add that a fatality is 10 times more likely to occur when a big highway rig and a

car collide as when two cars collide, and that the death rate in accidents involving big trucks is nearly twice that of accidents involving other motor vehicles.

Backers of the bill are a mixed group. Many shippers favor the legislation, but the big push for the bill is coming out of the Ford administration which says the measure is a necessary payoff for the independent truckers who own and drive their own rigs. These are the ones who pulled the trucking strikes in 1973 during the energy crisis. However the independent truckers are sharply divided on whether increased weight limits are a good idea. Many believe the heavier trucks will benefit only certain large trucking companies while tearing up the pavement on highways, adding additional hazards from rutted roads and causing more wear and tear on highway bridges.

LOVE & SKATING
CHARLOTTE, N.C.—Mark Gordon and Cathy Wilson, both 19, met on roller skates, dated on roller skates and talked about marriage on roller skates, were married recently on roller skates at a local roller skating rink.

The First American Xmas Tree

Christmas traditions date back thousands of years... to the Druids and ancient Rome and beyond, but the first Christmas tree in America was brought into being comparatively recently... in 1847.

The place was Wooster, Ohio. A young German immigrant, August Imgard, a youth of 21, is said to have introduced the Christmas tree to America.

As Christmas drew near that year, it proved to young Imgard a season of somewhat dismal anticipation. He missed the fund of entertainment and observance which marked the Day in his homeland. So he decided to have one like those in Bavaria.

Two other reasons, very personal ones, were his nephew and niece. He wanted to bring added joy to their Christmas, and make it one they would never forget.

December 20, 1974

Dear Friends:

In just a few days it will be Christmas. A day set aside to celebrate the birth of Jesus Christ. This is a holiday of Warmth and Love. Of seeing Loved Ones and renewing Old Acquaintances, again.

But for most of us Christmas is our favorite holiday because of the GIVING. I love seeing the expressions of JOY and SURPRISE on the faces of those I love as they open their Christmas packages. It is as much fun to GIVE AS TO RECEIVE.

A few months ago I RECEIVED A GIFT from someone who loved me. I didn't know this person intimately, but I knew of him, and had heard of him. I did not give, earn, work for or pay for this gift. It was FREE. This GIFT changed my life completely. The gift was ETERNAL LIFE. The giver was JESUS CHRIST.

The moment I RECEIVED this GIFT my life began to change with no conscious or physical effort on my part. I did not have to GIVE UP anything. Some of the things I thought were fun, no longer were fun anymore. My whole attitude toward my family, friends and community began to change. I no longer got mad while watching TV or reading the newspaper. Nothing looked the same anymore. It was just as if I had literally been BORN AGAIN. I was seeing everything as if I had never seen it before. It was as if I had stepped out of complete darkness into light. But, most of all I had for the first-time, real PEACE, JOY and LOVE.

St. John 1:11-13 says: "He came unto his own, and his own received him not. But as many as RECEIVED him, to them GAVE he POWER (Holy Spirit) to become the sons of God, even to them that believe on his name: Which were born, not of blood, nor of the will of the flesh, nor of the will of man, but of God."

"Which were born not of blood" (You can't inherit it because your mother had it. It can't be had genetically.)

"Nor of the will of the flesh" (You won't get it by works, deeds, tithes, going to church, teaching Sunday School, by obligation.)

"Nor of the will of man" (You cannot have it by reason or intellect of mind.)

Only by asking (RECEIVING) JESUS CHRIST into your heart. Rev. 3:20 says: "Behold, I stand at the door, and knock: If any man hear my voice, and open the door, I will come into him, and will sup with him, and he with me." When you ask Jesus to come in he shares what you have and he will share what he has.

His GIFT never wears out. It is easy to carry. It is many gifts in one. Joy, Peace, Love, Longsuffering, Meekness, Temperance and ETERNAL LIFE. He is waiting to give you HIS GIFT. Please, don't turn HIM away.

With Love,
A Friend

P. S. Share your gift with someone else.

Letter to the Editor

Dear Editor,

These are promises to keep in 1975: Promise yourself... To be so strong that nothing can disturb your peace of mind. To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them. To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press to the greater achievements of the future.

To give so much time to the improvement of yourself that you have no time to criticize others.

To be too calm for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

Copied from
The Home Visitor
Morrilton, Ark.

Christmas Seal Campaign Sags

This year's Christmas Seal Campaign is lagging to a disastrous degree, according to Mrs. Jewel Smith, an executive director for the Top of Texas division.

A campaign report dated Dec. 6 shows last year's contributions standing at \$622,936.60 compared to the most recent statistics of \$569,530.69.

Mrs. Smith said this figure is \$53,405.91 behind the previous drive in December.

The Top of Texas area is formed by 26 counties in the Texas Panhandle. The Top of Texas board includes four local residents — Dr. Clyde Rush, Mrs. Joyce Seigler, R.N., Mrs. June Rudd, R.N. and Mrs.

Smith. Deaf Smith County contributed \$1,009.85 to the Christmas Seal organization last year. This locale has chipped in only 58 per cent of that total so far, \$592. This is \$417.85 behind the former campaign.

Carson and Hutchinson Counties are the only areas in the Top of Texas division which have better percentages than Deaf Smith County. Carson has donated 59.3 per cent of last year's amount and Hutchinson has given 58.9 per cent of their total last year.

Christmas Seals are designed to conquer lung diseases and currently the association is mainly researching asthmatic diseases.

Labor Laws Stressed

Assistant Secretary of Labor for Employment Standards Bernard E. DeLury called for improved communication and cooperation between federal, state and local government in enforcing worker-protection laws.

Speaking before the International Association of Government Labor Officials in Washington, D.C., DeLury said, "I have a strong commitment to increasing your understanding of wage and hour, workers' compensation, and other labor

laws — laws that improve working conditions for millions of Americans."

He told the group that the 10 regional offices of the Employment Standards Administration (ESA) will work closely with state labor officials to share information on ESA policies, enforcement activities, and other vital issues.

"By working together," DeLury said, "we are better equipped to make the intent of these laws a reality."

CHRISTMAS: MESSAGE OF HOPE FOR WORLD'S WOES

In a world torn with violence at almost every level, through formally or informally declared war, in rioting, anarchy, in cruel discrimination, it is difficult for thinking people to truly experience Christmas.

Yet, through the very meaning of Christ's coming, every man, of every persuasion... whether "Christian" or not, can take Christmas to his heart and profit by it.

For Christ personified brotherhood, abiding love, tolerance; if Christians have gotten away somewhat through the "outward and visible signs," the ceremonials and the

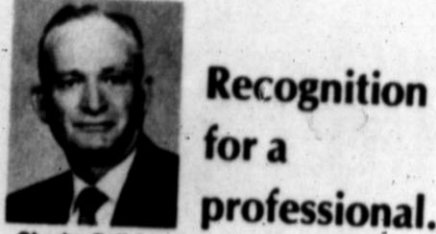
trappings — perhaps this is the year to come home to Christ.

Whatever the rest of the world is doing, let each of us celebrate Christ's birth in our individual, personal ways.

Let us forget self, let us truly open our hearts, to genuinely offer friendship and brotherly love.

This is the Christmas to really show those you love that you do love them, in important, little ways... and in large ways, too. It is so human to take care of the vital, "large" ways, and overlook the small, also vital ways! This is the year to do something about that.

We thank you for your Good Will and Confidence and extend our Best Wishes for a very Merry Christmas and a Happy New Year
McDowell Drug
Downtown



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FALL and WINTER
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DEC. 26th.

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Reg. \$26 ⁹⁵	NOW \$16.90	REG. \$18 ⁹⁵	NOW \$12.90
23 ⁹⁵	12.90	18 ⁹⁵	10.90
22 ⁹⁵	12.90	17 ⁹⁵	10.90
21 ⁹⁵	12.90	16 ⁹⁵	10.90
19 ⁹⁵	12.90	16 ⁹⁵	10.90

WEATHER BOOTS
Reg. \$26⁹⁵ NOW 1/2 PRICE
\$22⁹⁵

HANDBAGS 1/3 OFF
Stretch Boots REG. \$12⁹⁵ NOW 1/2 PRICE
GIRL'S SCHOOL SHOES
VALUES TO \$18⁹⁵
AS LOW AS \$8.90

Dutch Christmas Brings Back Memory of St. Nick

Black Pete Prompted Scary Dreams

By BOBBY TEMPLETON
Brand News Editor

Remember the excited anticipation of Santa and what his sleigh and eight tiny reindeer would bring you on those Christmas eves spent while you were still the age of believing in fairy tales and such?

You would wait up most of the night wondering if you would get what you wished from that jolly bearded old man. And in your dreams during the night, you might picture the scene of Santa dumping his bag full of goodies on the living room floor and then piling up the presents under that colorfully decorated tree.

Such are some of the passing thoughts that occur in our minds from time to time as the Christmas Season gets merrier and the spirit that accompanies it gets thicker in the air.

ONE PARTICULAR sleepless Christmas eve spent in a far off land comes to the mind of this writer. It was one when I was still at the age of fearing the scary tales told by my older brother and enjoying the thoughts of a jolly fellow slithering his way down the chimney.

It was a blistering cold and snowy night in the residential part of Amsterdam, Holland, where Christmas is just about the same as young people here experience it. The only difference is that of traditions that surround the festive holiday.

I remember the same anticipation, the grand expectation of what was to happen the next morning and the wonderment of what Santa was doing downstairs after he parked his sleigh on roof.

However, as anyone who spends time in another country knows, your dreams are slightly changed by custom. The Dutch have a Santa but there he is known as Saint Nicolas, who travels about with a rather fiendish black fellow known in English simply as "Black Peter." Instead of stockings on the fireplace mantle, my brothers and I left out our wooden shoes.

We did, however, if my memory serves me correctly, have a tree and decorated it as in past American Christmas.

HOLLAND WAS a grand place to celebrate Christmas as the atmosphere came as true to life as anyone of my age then could have ever imagined. The schools were all treated to a brightly dressed St. Nick, who along with his black companion came to our one-room kindergarten school, reached in his bag and then threw all of us a hand of candied goodies. It was

then a mad dash to see who got the most candy.

However, it was Christmas eve when the real excitement came. Early in the evening, communities participated in a common spirit to even make a believer out of non-believers.

A red-costumed man, again with a rather hard-to-see fellow, came around the neighborhood knocking on each door, greeting the occupant with a big "Hol Hol!" and then tossing another handful of candy onto the floor.

To this day I feel in the back of mind that this was the real thing.

During the night, my dreams faded into what would happen if I came face to face with St. Nick and his buddy. You see, over

there Black Pete could cause someone a very unpleasant Christmas.

If one had been bad during the previous 12 months, it was Pete's duty to kidnap the misbehavior, stuff him or her in his bag and haul that person off to some horrible destiny. That was the part of the Dutch holiday that supposedly made

me a better person than I might otherwise have been.

Other possibilities for the mischievous boy or girl was a piece of coal in the wooden shoe, which meant no presents or even worse a switch. This was partly for the parent who by tradition was to use it on the receiver.

FOR ME, THE NIGHT

A Prayer For All At Christmas

Give us the faith of innocent children, that we may look forward with hope in our hearts, to the dawn of happy tomorrows.

Reawaken the thought that our most cherished desires will be realized, the things closest to our hearts — that we may come to an appreciation of the limitless joys and bountiful rewards of Patience, Charity and Sacrifice.

Above all, endow us with the spirit of courage, that we may face the perplexities of a troubled world without flinching, imbued with the child-like faith which envisions the beautiful and inspiring things of life... and restore the happy hours and experiences so many of us foolishly believe are lost forever.

Give us faith in ourselves and faith in our fellow man... then, the treasures and beauties of life that make man happy will spring from an inexhaustible source.

And at Christmas, when the hearts of the world swell in joyous celebration, let us cast aside the pretense of sturdy men and live, if only for a day, in the hope and joy we knew as children.

Our sincere thanks to the unknown author.

Choir Winners

Gary Landers was selected as alternate baritone singer to the All-Area Auditions to be held in January in Odessa. He earned the honor by qualifying against other competitors in recent regional tryouts in Amarillo.

The townsfolk gathered 'round to admire it. Before long, the word had been spread far and wide, about the beautiful tree in Wooster, Ohio. It became an American custom.

America honors August Imgard. His tomb stands on Madison Hill in Wooster. This year, as in previous years, a lighted Christmas tree will probably stand at its door, a tribute to the man who first brought to America the symbol of joy and peace and love that should be Christmas for us all, all over the world.

Santa's Helpers:

A giant pine cone can be turned into the world's smallest Christmas tree. Just mount an 8-12 inch pine cone on a piece of plastic foam, decorate as you would a tree but with sequins and glitter glued on the cone edges. Top off with a star.

One name-store, famous for its distinctive, expensive gifts, offered in a recent Christmas catalogue: For \$10,800, a mini-computer that can be programmed to plan menus and balance the household budget. For him, what should be a lifetime supply (100,000 gal.) of status cologne with a price tag of \$5-million. The man who pays the bills may need this little extra for himself: For only \$45 he can own an old-fashioned candy machine that at the drop of a coin dispenses tranquilizer pills.

Invest in a living Christmas tree, bring it inside during the holidays and enjoy its evergreen splendor in your garden for the rest of the year. Walk through the nearest nursery and check the Ponderosa Pine, which is very hardy Colorado Spruce, and loves containers; Austrian Black Pine, a fine small tree for table-top; Monterey Pine, more irregular; and Alberta Spruce. The Alepo and Japanese Pines are also recommended.

After Christmas, when you are ready to plant your tree outdoors, check your local nurseryman to see what procedure is best for that particular variety. And then give it all the love it deserves.

While that of other Christmas trees is usually brown.

The long needled Scotch Pine is a handsome tree, although its foliage is not quite so thick as other Christmas trees. Young Scotch Pines hold their pyramidal shape, but as they get older become more irregular. Blue-green needles reach three inches in length and give a soft look to your living room.

A fresh tree is usually darker, and one way to test its freshness is to tug gently at the needles. If they come out readily the tree is not at its best for several weeks "imprisonment" inside a heated house. In a young tree, needles are about 3/4 inch long.

Another popular tree called the Silvertip is really the Red Fir. Silver-gray and green needles grow straight from its symmetrical branches making it a formal, stately tree. The bark is gray-white.

Among the best varieties are the Douglas fir, balsam spruce, cedar, hemlock and a host of pines. Probably the most popular Xmas tree is the Douglas fir, with its dense green and blue-green needles.

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



Herf's
411 N. 25 Mile Ave. 364-4111



It's Christmas once again! May the season be a truly joyous one for you, our many fine customers. Thank you for your loyal patronage.
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Bill Swanson — Westpark 66

The 'Christmas candle': a seasonal highlight with centuries-long history

The glow of candlelight casts an enchanting spell. Ever since the Europeans of many centuries ago placed lighted candles at the window to welcome the Christ Child, candles have enhanced the feeling of reverence and happiness at Christmastime throughout the world.

Because there was supposedly no candle to light the manger in the stable at Bethlehem, the custom of placing tapers at windows began.

Anyone coming to the door was invited to enter, since many people believed Christ would appear, concealing his identity, to learn the extent of their kindness.

Christmas candle research designers disclose that candles, as we know them today, first came into general use in the eleventh century.

Beeswax or tallow were the primary substances used for candle-making until the eighteenth century.

In fact, until the fifteenth century, church candles were made only of beeswax because of an ancient belief that bees originated in Paradise.

The religious symbolism of the candle grew through the centuries after early Christians, huddled in damp, chilly catacombs of Rome, used lighted candles as a symbol of spiritual comfort.

In 1750 spermaceti, a substance from the head of the sperm whale, was found to be superior to tallow or beeswax. Later, in 1850, paraffin wax was developed and combined with stearic acid to make excellent candles.

The tedious task of making candles by a hand-dipped process was eliminated in 1834 when a modern candle-molding machine was developed by Joseph Morgan. It was the first to permit continuous wicking and ejection of molded candles by movable pistons.

America's earliest contribution to the history of the candle, say researchers, is the delicately-scented bayberry taper.

The Pilgrims began making bayberry candles after learning to extract the greenish wax from wild bayberries. These aromatic tapers are said to bring good luck to those who burn

them during the Yuletide season.

And what of the lights on the Christmas tree? Tapers were the principal source of light in the eighteenth century as well as the oldest symbols.

Especially significant for use at Christmas, the lighted candle according to religious teaching, represents Christ in all His glory — the Light of the World.

Consequently, candles were lighted with ceremony on Christmas Eve with all the members of the family participating. Again on Christmas Night and continuing through the Feast of Epiphany, the candles traditionally were burned.

The very mention of candles for use on feast days brings forth myriads of rec-

ollections from every corner of the globe.

Whether candles are utilized for reasons of reverence or for decorative purposes, they still impart a significant and mystical aura.

Candle expert, John Sijem, reports that there has been an exciting re-discovery of candles in the 60's and 70's, both for entertaining and home decoration.

Candle sales have doubled in the last ten years and every size, shape and color is now easily attainable to fit any decor or season.

It would be difficult to imagine daily living without electric lights, but how dark our world would be without the glowing beauty of candlelight!

some gifts, unlike some children, should be both seen and heard

This Christmas, when some children should be seen and not heard, consider giving them a gift which can be seen, be heard and be educational all at the same time.

One prime example of just such an educational gift is the Talking View-Master electronic / lighted stereo viewer. With it, children can listen to a synchronized recording while enjoying the realism of full-color, three dimensional photographs of science or travel adventures or their favorite cartoon characters. GAF makes it.

The stereo viewing mechanism of the electronic / lighted sound viewer is the same as that of the time-proven standard View-Master viewer, except that the visual image is illuminated internally by two type "C" batteries to insure constant brightness.

The electronic / lighted sound model is also just as easy to use as the standard viewer. Children merely have to push the scene lever,

press the sound bar, and the popular stereo pictures describe the scene being viewed. The audio dimension emanates from a tiny record fixed permanently to the back of the 3-D reel with the sound projected through a speaker in the front of the viewer. Modern electronic circuitry in the speaker system adds high-fidelity, while a volume control raises or lowers the sound level.

Packaged in an attractive permanent storage canister, the electronic / lighted sound viewer is bright blue in color and can also be used to view standard View-Master reels without sound. The selection of subject matter among the "talking" reels is by no means limited, however. Nearly 90 different titles are available in either three or new five-reel packets, ranging from "Snoopy and the Red Baron" to a "Grand Tour of Asia" to the "Apollo Moon Landing."

Ideal for any child on your Christmas list!



SAINT LUKE

Chapter 2 Verses 1 through 17

And it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed. (And this taxing was first made when Cyrenius was governor of Syria.) And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem; (because he was of the house of lineage of David;) to be taxed with Mary his espoused wife, being great with child.

And so it was, that while they were there, the days were accomplished that she should be delivered. And she

brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you; . . . Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, . . . Glory to God in the highest, and on earth peace, good will toward men.

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, . . . Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known unto us.

And they came with haste, and found Mary, and Joseph, and the babe lying in a manger. And when they had seen it, they made known abroad the saying which was told them concerning the child.

From  & its employees

237 N. Main 364-0414

To our many fine customers. May your Holiday Season be full of happy blessings and the joys of Christmas cheer.

From All Us At

Continental Grain Co.

101 S. Lee 364-2366

'Christmas Only for Children'? Let's Change That

Grown-up cynics are frequently heard to say, "Christmas is only for children". This is a declaration of having abandoned any of the precepts of Christmas as far as they, themselves, are concerned. And perhaps in an attempt to set things right again, these same grown-ups "go all out" for the children in their family circles, and their acquaintance.

It's fine to "go all out" for children, at any time, as long as it is in proportion to the event, and if the children's well-being is taken into account. But sacrificial or extravagant giving can be harmful to the children, give them a false sense of values, and of course cause the giver hardship, for no good purpose.

Let us take an adult look at Christmas. Let us think of the strong, virile Christ when we think of Christmas, not merely the helpless Babe. Let us think of this mature man-God, with his adult convictions, his adult compassion, his adult physical strength, and honor these qualities. Let us put this true evaluation of Christ into Christmas. As adults, it is we who must do this. And in doing this, we take not a whit away from the children's pleasure. But we add significance, immeasurably, to our own.

① AUCTION ①

SATURDAY, DECEMBER 28, 1974
11:00 A.M.
HEREFORD, TEXAS

LOCATED: South Main to Austin Road
½ Mile East
HEREFORD IRRIGATION

- 1968 GMC 396 V/8, 4 Speed
- 1968 Chev. 50 Series, 34' pulling rig, 292 six, 4-2 speed, 900x20 disc Lincoln 200 amp. 40-volt portable welder
- 1960 IHC L190, twin screw oilfield clean out rig-telescopes to 55' w/GK 140 Wauksha
- 1952 IHC-L190 w/6 cylinder GMC marine Baling rig
- 310' 5" column pipe
- About 500' of tubing & shaft
- No. 8 Tulsa winch
- 17" clausing lathe with 72" bed
- W.T. ½" drill press
- Manley 70 ton Hydraulic press
- New 150 gal. fuel tank & pump
- Marvel draw cut saw
- No. 2 Hacksaw
- Several pipe wrenches & hand tools
- 1 lot 1 ¼ to 1 15/16 stainless steel shaft
- 2 homemade air compressors
- 2 stone shop grinders
- 1 lot bearings and cupplings
- 265' new cable ¼"
- Several work tables & pipe stands
- Carman 5 Hp. 3" pump
- 10" Star windmill wheel & motor
- 1952 Chev. truck
- 1 lot six and eight inch pipe

TERMS: Cash
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Tumbleweed snowman at 100 Aspen St.

in Barcelona gifts arrive on January 6

About the time when most westerners think about taking the tree down and "putting Christmas away for another year", across the ocean, in Spain, the season is reaching its height.

On January 6, Twelfth Night or King's Day, as it is called in Spain, gifts are given.

King's Day celebrates the first Christmas when the Wise Men or Three Kings brought gifts to the Child in Bethlehem.

The Kings are so important there that they take the place of Father Christmas.

Between 5 and 6 on the afternoon of January 5 the Kings appear. In seacoast cities such as Barcelona they appear in the harbor on a beautiful ship, are rowed to shore and then paraded through the town in full regalia with their retinue.

Up until midnight the streets throng with people buying gifts and the special treats offered for this occasion.

The true spirit and joy of the season flower in this Latin land. The outward and visible signs are everywhere in Barcelona... gifts in gorgeous wrappings, and a dramatic mode of delivering gifts: some of the larger stores send men dressed as the Three Kings to go around after nightfall leaving packages on the windows and sometimes entering houses through the windows to distribute the gifts and sweets.

On King's Day the streets are decorated magnificently, there are receptions at the civic buildings, which are illuminated with spotlights - even the army is resplendent in full dress in honor of this happiest of all birth-days.

Life is really more what you make it than what you make.

-Courier, Waterloo, Ia.



Richard-L. Clark home, 133 Ave. J

A Favorite Tale Tchaikovsky Set to Music: "The Nutcracker"



time he clicked his heels. No wonder Marie stole softly downstairs to see him again! But what was her astonishment, reaching the tree, to find a fierce battle raging between the plump parlor mice and the come-alive toy soldiers. To protect her from harm, the valiant nutcracker transformed himself into a boy prince, and bore her away to the land of the Sugar Plum Fairy. There, all her favorite candies joined in dances representing the countries from which they originated.

changing by enchantment, had escaped forever into the Land of Dreams Come True. Ever since that night, the nutcracker has refused to talk about the strange adventure. But at times there is a twinkle in his eye which amounts almost to a wink. Marie knows that he, too, will never forget! At great formal parties when her father and mother entertain the peers of the Realm, the



Light as spun sugar themselves, the children traveled on through the frosty night to the land of the Snow King and his Queen. Before scintillating thrones of ice, they whirled with the dazzling snowflakes, until a drift of perfumed blossoms melted the ice-bound court, and wreathed the drowsy children with the magic of spring. Deep in a mist of dreams, Marie and the little Prince lost one another. When at last Marie awoke in her little white bed at home, the amazing nutcracker lay stiffly on the counterpane. But the Prince, long a

nutcracker is an object of special delight to all - and only Marie truly knows why.

One Christmas Eve, many years ago, a little girl named Marie received as a gift a wonderful wooden nutcracker. No ordinary kitchen tool, this - but a brave hussar with high black shako and bright red coat, who cracked nuts between his teeth every

Carol Singing Still A Popular Christmas Custom

Caroling is the custom in many countries throughout the world. And, there are about as many different customs connected with it as there are countries.

Bagpipe music accompanies the carolers in (no, not Scotland) Italy!

In England the carolers receive gifts for their efforts. "Gifts" of refreshments are often the case in America.

"Star-singers" is the name for groups of carolers in many nations. The term is taken from the pole they carry, which has a lighted star on top.



☆ A churchman, John Pierpont, composed the gay Christmas song, "Jingle Bells," which has been popular for over a century.



Here's a
hearty greeting
to you, our loyal patrons:
may you have a joyous Yuletide!

John Orsborn Buick - Pontiac

146 W. 2nd

364-0990

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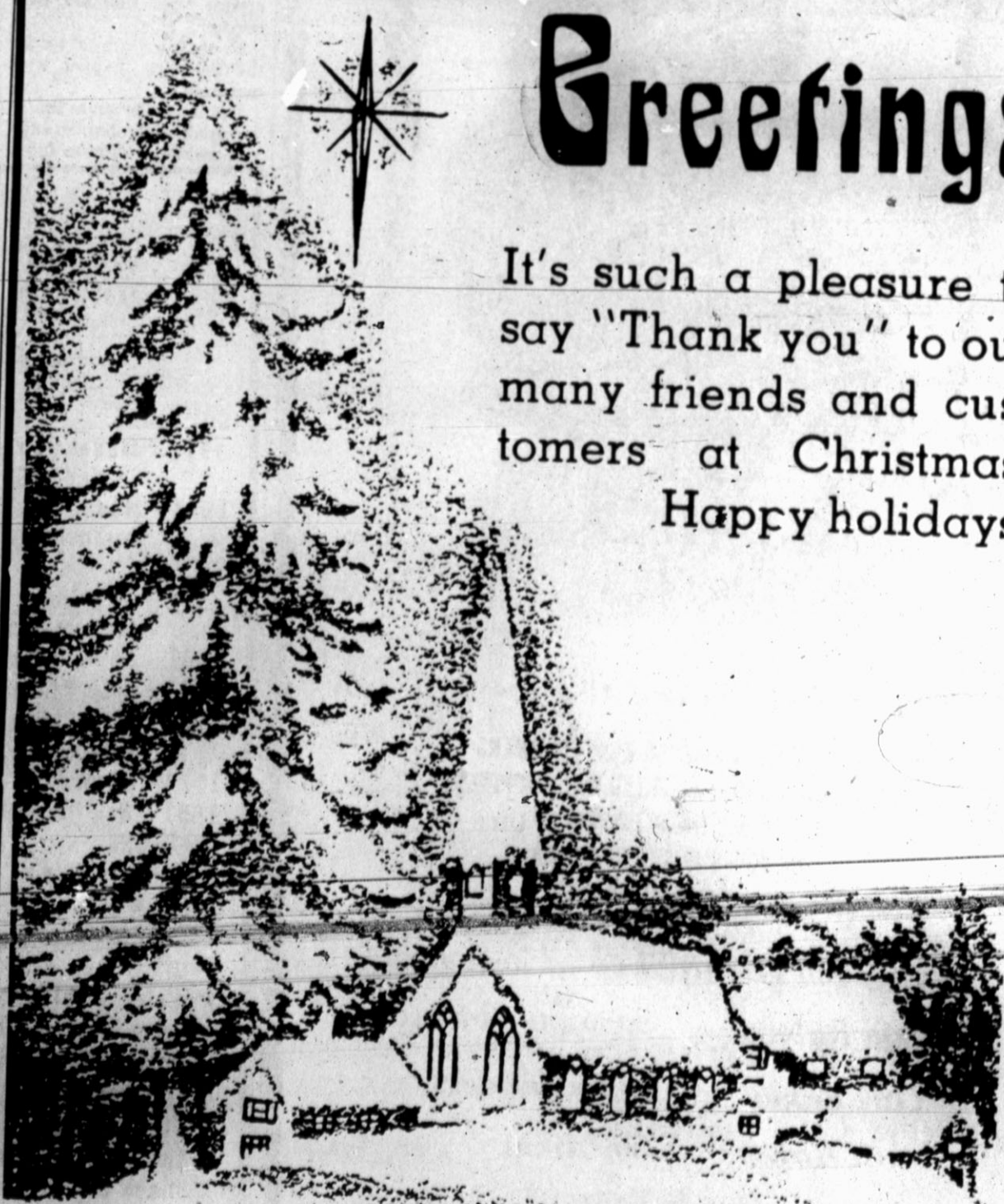


KESTER'S JEWELRY

Across From The Post Office In Downtown Hereford

Greetings

It's such a pleasure to say "Thank you" to our many friends and customers at Christmas. Happy holidays!



Easter Grain Inc.

Frio

276-5255

Letters To Santa Claus



Dear Santa Clause, I am 10 years old. I am in the 4th grade. Please bring me a record play. That is all I want.
Your Friend,
Roy Edward Vera
Aikman Elementary School
305 Knight Street

Dear Mr. Santa Claus, Derrell and Cody have been pretty good boys this year. Would you please bring them some nice things this Christmas. They have helped their mother and father during the year.
Derrell says, "he would like you to bring him what ever you have in your sack for little boys five years old."
Young Cody would like to have a red tricycle and they both would like to have a red wagon and also what about some

football uniforms please. Cody and Derrell want to remind Santa that they will be at their grandparents house during Christmas, so please leave some of the presents in New Orleans and a few in Hereford. Thank you very much.
Derrell & Cody

Dear Santa, May I have a baby doll. (unsigned)
201 Elm

Dear Santa Clause, I am Linda Zepeda. I would like for Christmas a little sewing machine.
To the Best Santa Clause I know.

Love,
Linda Zepeda
618 Blevins

Dear Santa Claus, I have been a good girl this year. Please bring me a doll with baby bed. I would also like a teddy bear.

Love,
Suzy Lassiter
247 Hickory

Dear Santa Claus, I would like an automatic plane & kiddymo brige and center & crazy buggy and little camp'n tent and what ever you want to bring me. I have been a good boy.

Love,
Coby

Dear Santa, I have been a good girl. I am 6 years old. I would like a Barbie Friendship, operation game ice bird and a surprise.

Love,
Sandra

Dear Santa, My name is Cari and I am almost two years old. Most of the time I am a good girl. For Christmas I would like a tricycle and a new baby doll and bed. Some puzzles and blocks would be nice too.
Hope you have a very nice Christmas and I'll be waiting for you when you come to our house.

Love,
Cari Reinart

Dear Santa Clause, I am Robert Zepeda. My address is 618 Blevins. I would like for Christmas a Walkey Talkey.

Thank you,
Robert

Dear Santa, My name is Chris. I am four years old. Will you please bring me a rifle, a telescope and Big Jim with the rescue equipment. I'll leave a snack for you by the tree. Thank you, Santa.

Love, Chris Childers

Dear Santa, My name is Ricky and I am seven years old. Please bring me an archery set, the operation game and watch with a leather band.

Love,
Ricky Childers

Dear Santa, Please bring me an electric train named Top Express and a pool table and a trampoline.

Thank you,
Donnie Childers

Dear Santa Clause, I am Janie Zepeda. I am 5 years old. I would like a dolly that talks for Christmas.

I live at 618 Blevins.
Thank you
Janie Zepeda

Dear Santa Clause, I am Rose Zepeda. I would like for Christmas a necklace for Christmas.

I live at 618 Blevins,
Thank you,
Rose Zepeda

Dear Santa, I am Delia Zepeda. I would like for Christmas a easy bake oven.

I live at 618 Blevins.
Thank you,
Delia Zepeda

Dear Santa: We have been thinking a lot about you. Have you been busy making toys? How are your reindeer?

We are four years old and go to the First Baptist Kindergarten.
This is our Christmas list:
Randall-robot, Jennifer-slide and make-up, Michelle-Rub-A

Dubaby, Jay-Big Wheel, Paul-Big Wheel, Tiffany-Carly Cathy, Norma-Baby Alive, Glenn-Big Wheel, Thomas-Putt Putt Train, Gina-Velvet doll Justin-windup toy, Shayna-rocker, Steven-choo choo train.
Drive carefully to Hereford and don't fall out of your sleigh. We love you.

Dear Santa Claus, How are you and Mrs. Claus? I hope that you are fine. My name is Lorinda Tijerina. I am in the third grade. I want a Rub-A-Dub dolly. I want a big bear. My sister's name are Velora Ann and Christina.

Velora is in the second grade and she wants a Kathy Quik Kurl and a Raggedy Ann & Andy clock.

Christina is two years old. She wants a dolly and some play dishes. We have all tried to be good girls this year.

Please don't forget the needy boys and girls this year.
Merry Christmas and we all love you.

Signed,
Lorinda, Velora Ann
And Christina Tijerina
332 Ave. C

the first brighten Christmas spirits with Christmas \$1-or-less stocking stuffers music over fields of Bethlehem

Hymns and carols to celebrate the Child's birth have come down to us through the ages. Mortals from many different ethnic origins have expressed their love, awe, joy and praise, the music varying according to their particular culture and the customs of the day.

Certainly inspired, the beloved favorites still retain all their charm and appeal, probably because of their simplicity and sincerity which generations identify with, through the ages.



Carols are primarily folk-songs, even if motivated by religious impulse. As such, they are often in the popular vein, and some are even comically unrestrained.

Hymns, on the other hand, are songs of praise for God, according to St. Augustine. To quote the Saint, writing about hymns by St. Ambrose: "I wept at the beauty of thy hymns and canticles... the truth streamed into my heart; so that my feeling of devotion overflowed, and the tears ran from my eyes, and I was happy in them."

Every century has contributed to the treasury of Christmas carols. From the earliest recorded hymns and carols of the 4th century to the late 19th century and the present time, the world is richer because of the many heart-felt, sincere expressions of devotion, joy and praise.

Veni, Redemptor, gentium

A grab bag of fun-filled Christmas spirit - that's a stuffed Christmas stocking. No other Yuletide custom offers so many opportunities for imaginative gift-giving, whether you're aiming your gifts for fun, usefulness, or both. Why not hang a stocking for every member of the family, then set a \$1 limit on the price of any gift dropped in. That way, you can afford to let even the youngsters get in on the shopping, and watch their Christmas spirits soar.

An often overlooked, bountiful source of \$1-or-less stocking stuffers for the entire family is your local stationery store or the stationery department of the five-and-dime or department store. With the wide variety of "fun and functional" items available there, stocking stuffer shopping can be an inexpensive one-stop affair.

For the youngsters, there are pencil sharpeners in all shapes and colors. Novelty pencil sharpeners shaped like spiders, TV sets or airplanes are sure to please any school youngster. You might even find one of the small plastic pencil sharpeners made by Sterling Plastics that sells for only a nickel - the same price it sold for when the company first made it in 1946! The same

company also makes a combination sharpener / ruler / pencil box with a multiplication table printed on top and a couple of pencils inside, which sells for only 39c. For the little girl in the family, you might put a smile on her face as she corrects her mistakes by giving her erasers made in the shape of tiny Oriental dolls.

Stuff Dad's stocking with a \$1-or-less pen-and-pencil caddy with a built-in sharpener or a stapler set, T-square, slide rule and staple remover to make his home office work easier. For Mom, there are novelty note pads and magnetic memo holders for use in the kitchen, or a small photo album to keep all those memory-filled Christmas photographs in order. And you're bound to please the teenage girl in your family with a telephone and address book or a one-year diary, complete with lock and key.

Among the many other stationery store stocking stuffers meeting the \$1 limit are handy hand-size adding machines for Mother's grocery shopping, pocket dictionaries, and an almost limitless variety of other budget-priced gifts that you'll probably find your family still using when Christmas rolls around again next year.

Youth Completes Marine Training

Marine PFC Edgar L. Warren, son of Mr. and Mrs. John Warren of Star Route, graduated from recruit training at the Marine Corps Recruit Depot, San Diego. Physical conditioning, discipline and teamwork are emphasized during Marine recruit training. Classes included instruction in close order drill, Marine Corps history, first aid, uniform regulations and military customs and courtesies.

Carving Know-How

The first rule of carving to remember is that all meat has grain. Meat grain may be best visualized as bunches of tiny, closely-grouped tubes, each brimming with savory juices. When the meat is cut with the grain, the slices will consist of these tubes, side by side - in other words, chewy or tough. When meat is cut across the grain, the slices are made up of short lengths of these tubes standing end on end - tender and holding all their natural juices.

'Tis the Season to Be Sewing, Making Gifts

The holiday season is such a warm, joyous time of the year. It's filled with happy, busy days that make you feel good all over. And, when you have that holiday spirit, it's the right time to sew up some easy fashions.

The festive fashions of '73 have a super movie-star glamour. This season, the emphasis is on the nostalgic mood of the 40's and 50's. Holiday outfits are casually styled and comfy to wear. Sportswear goes classic with lots of shine and dazzle. Some of the nicest looks are the short dinner dress, the full pajama-style pants topped with a jacket that opens over a knit tube top and the old-fashioned Christmas caroling long skirts and frilly blouses.

For family get-togethers, try sewing up fashions for the entire family. Mom and

the girls can have look-alike dresses or long jumpers and blouses - Dad and the boys can sport jaunty vests or ties.

Quick, simple to sew garments are just great for the active, fun-filled holidays. With time at a premium and a dozen different things to do before Christmas, here are some quick, easy tips to make your holiday sewing carefree:

1. Make a detailed list of everything you need before going to the fabric store. Don't get caught empty-handed without the right thread or machine needles when you start your holiday sewing projects.
2. Select patterns with a minimum of buttons, zippers, and pleats. Keep the style simple - jazz up the fashion by using exciting fabrics like taffeta, satin and velvet.



In Scandinavia the burning of the yule log on Christmas Eve insures the house against lightning for a year.



Comin' down your chimney with loads of good wishes for the holiday season. We hope Santa brings you everything you've been hoping for!

KPAN
860 khz AM 106.3 mhz FM
Hear Christmas Music each night until midnight on KPAN-FM

Merry Christmas!
Here's an old-fashioned greeting from all of us to all our friends!
E.Z. Way Grocery
& E.Z. Way No. 2
910 Park Ave. 421 N. 25 Mile Ave.

It's Time to Wish One and All a Joyous Holiday

TO OUR MANY FRIENDS AND CUSTOMERS MAY YOUR HOLIDAY BE FILLED WITH HAPPINESS AND MAY ALL THE BLESSINGS OF LIFE BE YOURS IN THE NEW YEAR. FROM ALL OF US

Mildred Drake Louise Ferguson
Sue Roberts Suzanne Solomon
Carl Baker Ruby Sanders
Patti Dirks Jim Aikin
Pick & Mary

We will be closed December 25 & 26 for Christmas - so that our employees may enjoy the Holidays.

HARMAN'S
DOWNTOWN & SUGARLAND MALL

AUCTION
MONDAY - DECEMBER 30, 1974 - 1:00 P.M.
LOCATED Seven miles South of Wildorado to Co-Op Elevator, one mile East or thirteen miles North of Dawn and one mile East.
In case of inclement weather, sale will be held Monday January 6, 1975, 1:00 P.M.

COMBINES
1973 - Model 915 International Diesel combine, cab, fully loaded, 20' header, turbocharge
1972 - Model 915 International Diesel Combine, cab, 20' header, turbocharge

TRUCKS
1974 - C60 Chev. truck, 366 eng., 20' American bed, twin lift, tandem axle, R&H, 7,000 miles
1967 - Chev. truck 327 eng., 20' bed, tandem axle, twin lift, R&H
1951 - Jeep Pick-up, W/locking hubs, good motor
1957 - Ford Pick-up W/utility bed 1973 - 4 wheel drive International Pick-up, 10,000 miles
1974 - Chev. C65, Tandem axle, 20' King bed, twin lift
1951 - Reo truck, tandem axle, twin lift

TRACTORS
806 International, butane, 3 sets of hydraulics

FARM MACHINERY
20' John Blue fertilizer rig
Parris-Wilkenson grain cart - New
6' Caldwell blade - 3 point
2 point hitch for International
Starcraft folding trailer (camper)
4 Row Rod weeder
9 - Orchard shanks
8 Row Dempster flex planter
7 Shank Big Ox Chisel

TERMS: Cash
OWNER: Ben Spell Phone 806/426-5493
QUINTON JENKINS & ASSOCIATES
Suite 600 - Bank of the Southwest
Amarillo, Texas 79109
Phone: 806/355-5191

Unemployment Rises In November

The Nation's unemployment rate rose from 6.0 per cent in October to 6.5 per cent in November and the number of persons with jobs declined sharply, it was announced by the U.S. Department of Labor's Bureau of Labor Statistics.

The jobless rate was at its highest level since October 1961.

Total employment (as measured by the monthly sample survey of households) fell by nearly 800,000 in November to 85.7 million—a level approximating that of a year earlier. Until this large decline, employment had been advancing, although slowly and unevenly, throughout the year.

Nonfarm payroll employment (as measured by the monthly survey of business establishments) declined by 440,000 in November to 78.4 million.

Employment reductions occurred in a number of industries, with the largest in manufacturing and retail trade. Beginning with this release, establishment data have been revised based on new benchmark levels and seasonal adjustment factors.

The number of persons unemployed reached nearly 6 million in November, up 460,000 from the previous month. Most of the increase was accounted for by workers who have lost their last jobs. Since the October 1973 low, the number of unemployed persons has risen by almost 1.9 million, and the portion of job losers among the unemployed has increased from 37 to 47 per cent.

After moving down to the 3 1/2-year low of 4.6 per cent in October 1973, the Nation's unemployment rate has risen almost 2 full percentage points.

A small part of this increase took place last winter during the energy crisis, but the bulk occurred since June. Over this 5-month span, the rate of joblessness has moved from 5.2 per cent to the present level of 6.5 per cent.

Although the November increase in unemployment was widespread, adult women (20 years and over) were especially affected, their rate rising a full percentage point over the month to 6.6 per cent. The jobless rate for adult men also rose, from 4.3

to 4.6 per cent. Within the adult group, those 20-24 years of age were particularly hard hit by rising joblessness. In contrast, at 17.3 per cent, the rate for teenagers was little changed from October.

Black workers experienced a significant increase in unemployment in November as their rate rose from 10.9 to 11.7 per cent; the rate for white workers rose proportionately from 5.4 to 5.8 per cent.

Jobless rates for household heads and married men moved up to 3.9 and 3.3 per cent, respectively, while the rate for full-time workers rose to 6.2 per cent. All of these groups have posted large increases in unemployment over year-earlier levels.

The jobless rate for workers covered by State unemployment insurance programs increased to 4.3 per cent, up from 3.6 per cent in October and 2.6 per cent in November 1973. The 2.8 million unemployment insurance claimants under state programs now account for close to half of the total jobless.

Among the major occupational groups, sizeable up-

swings in unemployment were registered among blue-collar workers, particularly operatives (many of whom are assembly-line workers). These were also jobless increases among white-collar workers. Manufacturing workers in both durable and nondurable goods industries and construction workers experienced the sharpest rises in joblessness among the major industry categories. The manufacturing rate at 7.3 per cent in November, compares with an October 1973 low of 3.9 per cent; the construction rate reached 13.9 per cent, its highest level since 1953.

The unemployment rate for Vietnam-era veterans 20-34 years old, at 5.8 per cent in November, was about unchanged from the previous month, remaining substantially below the rate for nonveterans, which increased to 7.4 per cent. However, the youngest veterans (those 20 to 24 years old) continued to experience a higher incidence of unemployment than nonveterans of the same age. The young veterans' rate was 12.4 per cent, compared with 9.9 per cent for young nonveterans.

The civilian labor force declined by 320,000 in November to 91.7 million (seasonally adjusted). Over the past 12 months, the labor force has risen by 1.7 million, in marked contrast to a 2.9 million gain

over the prior year. The number of persons employed declined by 790,000 in November. Employment reductions were spread among the three major age-sex groups; occupationally, the most severe cutbacks took place among blue-collar and service workers. Total employment was about unchanged from last November.



In one recent year, there were a total of 310,000 Americans with tuberculosis, according to the National Tuberculosis Association, 1740 Broadway, New York, N.Y. 10019. New active cases numbered 38,650. Support the work of the association.

There's a lot of "togetherness" in a crowded theater. If you've had your favorite garlic shrimp scampi for dinner, check your breath at the door — with a mint.

INVENTORY REDUCTION

We're reducing the prices on all guns and ammunition 10-20%

We need to cut down our inventory before the end of the year.

A & M GUN SHOP

715 S. 25 Mile Ave. 364-6996

GOOD GIFTS FOR THE HOLIDAYS

A Gift Certificate redeemable for Meats, Poultry and Dairy Products is the perfect way to say "Happy Holidays" to all those on your remembrance list.

And, it's so easy and convenient to give. Just go to your favorite grocery store and ask for a gift certificate in the amount you wish.

Many stores have their own gift certificates. We've tried to provide certificates to all other stores that wish to participate. And, we've also provided colorful gift envelopes.

A note to those who prefer to give by check—perhaps to someone in a distant place: We have gift envelope and a message card that suggests the foods to be purchased. Just come by the office and pick up your free supply.



Deaf Smith County Farm Bureau

1306 W. Park

364-1070

Glad Tidings

Coming your way . . . with tidings of the season! We hope your Christmas abounds in old-fashioned cheer. Thank you so much for your patronage in the past.

GONZALES BROS. Plumbing Co.

We will be closed Dec. 24th, through Dec. 26th.

West Walnut Road

364-0193

LAND

162 Acres, 4 miles from Hereford, Texas all in cultivation, 2-irr. wells, 1 1/4 mile of tile domestic well and trailer house location a good buy for \$25,000.00 down and good terms on balance. Possession by paying for plowing, wheat and fertilizer.

Nice 167 acres, 12 miles from Hereford, all in cultivation, 4 irr. wells connected, with 1 mile of tile, nice 3 bedroom home, 2-baths and double garage. \$25,000.00 down, good terms on balance. Possession by paying for plowing, wheat and fertilizer.

Nice 327 acres, all cultivation, 4 irrigation wells connected with tile and tailwater pit. 250 acres of growing wheat \$450.00 per acre, \$30,000.00 down. Full possession at closing of contract.

Nice 240 acres, all cultivation, 2 irr. wells in good water district, 3-bedroom brick home, \$55,680.00 down. Good terms on balance.

349 acres on paving 12 miles from Hereford, Texas, 2 irr. wells, 3/4 mile of tile, approximately 300 acres of wheat being pastured now, good 3-bedroom home, shop building and corral. Price \$325.00 per acre, has a 29 year loan of \$54,000.00 at 5 1/2% that can be assumed. Check us for down payment, possession on closing of contract.

450 acres in Farmer County in cultivation, 5 irr. wells, some tile, 250 acres of wheat, \$300.00 per acre, \$25,000.00 down, good terms on balance. Possession on closing of contract. Location for trailer house.

385 acres north of Edmonson, Texas. 360 acres in cultivation, 3-irr. wells and tailwater pump connected with tile, 3-bedroom house, shop, grainaries, sheds and corral. \$550.00 per acre \$60,000.00 down. Possession on closing of contract.

644 acres paving on two sides, near elevator, all in cultivation 6-irrigation wells connected with tile, 250 acres of wheat being pastured now. Old improvements. \$500.00 per acre, \$113,500.00 down terms on balance. Full possession on closing of contract.

30 section ranch, Improvements 5-bedroom rock home, 2-bedroom tenant house, hay barn, scales and 2-corral. 1100 acres river frontage Development property in New Mexico \$500,000.00 down 40 years on balance. Call for information.

Check with me for information. Call for J.M. HAMBY Hamby Real Estate Office - 364-3566 Res. - 364-2553

MERRY CHRISTMAS



Large 2 story colonial on a 3 acre site right outside the city limits. Beautiful location. Nearly 4,000 sq. ft. of living area. 4 bedroom, 3 bath. Large den with woodburning fireplace. Owner will carry loan.

New listing. Extra nice for the young couple New carpeting and floor covering throughout. All redecorated. Central gas heating and refrigerated air. Down payment only \$500. Will qualify for FHA or VA.



Large 4 bedroom, 2 1/2 bath brick home in prominent location of Northwest Hereford. Sprinkler system front and back and large storage building. Quality carpeting, beautiful drapes and flocced wallpaper. Call for an appointment soon.

11' x 22' Greenhouse located adjacent to this lovely 3 bedroom, 2 bath home in Northwest Hereford. Low equity can be assumed with 7 1/2 per cent interest rate. Shag carpeting, refrigerated air with humidifier. Excellent buy.



Payments of \$184 per month. Large 3 bedroom, 2 bath. Just outside city limits. Private water well. Storm cellar. Many large trees. Assume low interest rate.



Three bedroom home with 1024 sq. ft. has monthly pmts of \$122.00 if this loan is assumed. Beauty shop attached or will make good location for your business.

Lone Star Agency, Inc.

364-0555

601 N. Main

- Don Tardy 364-1006 Don Zimmerman 364-3274
- Melvin Jayroe 364-3766 Kenneth Campbell 364-6077
- Lloyd Sharp 364-2543 Ken Rogers 578-4350

Charles Wagner 364-6475

SERVING HEREFORD FIRST WITH INSURANCE & REAL ESTATE



SELL IT FAST! BUY IT RIGHT! USE WANT ADS!

Phone 364-2030

CLASSIFIED ADVERTISING RATES
 Readers Ads (Minimum 10 words) 1st insertion
 -per word 10c
 Additional insertions, when paid in advance:
 -per word 8c
 Classified Display (8 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 \$1.54
 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

FIRE WOOD
PINON-OAK
 Seasoned
 Bud Sparks - 364-1264
 Dean Hearing - 364-2203
 B-1-13-tfc

For Sale: Like new 1972
 Chemetro portable 200 amp arc
 welder on excellent two wheel
 trailer which includes cutting
 torch. Call 364-2947.
 B-1-22-45-tfc

!! **CARPET** !!
 We have moved to
 310 North 25 Mile Avenue

C&W CARPET
 364-3448
 B-1-14-tfc

"THE SADDLE HOUSE"
COMPLETE
 Riding Equipment
 New & Used Saddles
HIGGINS & SOUTH TEXAS ST.
PHONE 364-3583
 B-1-5-tfc

WE BUY AND SELL
USED FURNITURE
BARRICK FURNITURE
WEST HWY 60
PHONE 364-3552
 B-1-37-tfc

DON'T FORGET
OUR BIG FURNITURE
(NEW AND USED)
AUCTION SALE TODAY
AT 1:30 P.M.

!! **WE HAVE MOVED!!**
TO
KNOWLES AUCTION BARN
ON MISSION ROAD
 We have a full line of new and
 used furniture and appliances at
 bargain prices.
 Open 9 a.m.
 Closes 5:30 p.m.
BIG JIM'S FURNITURE
 Phone 364-4740
 B-1-31-tfc

FOR SALE
 1-21" Color Console TV
 1-19" B&W Portable
WE MAKE HOUSE CALLS
 Repairs on all makes & models,
 color, B&W and radios.
TOWER TV
 248 Northwest Drive
 Phone 364-4740
 B-1-25-tfc

STATED MEETING
SECOND MONDAY
 7:30 P.M.
 Thursday
DEGREE WORK
 L.J. Clark 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)

FOR SALE
 4" Pipe Posts-8' ft. long \$1 ft.
 2 7/8" Pipe Posts-7 ft. .75 ft.
 2 3/8" Rejected Pipe .55 ft.
 2 3/8" Upset .60 ft.
 1 7/8" New Pipe .65 ft.
 1 9/12 ga. New Pipe .55 ft.
 Cable .06 ft.
 Sandline Cable (new) .085 ft.
 12' Gates \$48 ea.
 15' Gates \$56 ea.

Northwest Feed Yards, Inc.
 P.O. Box 566
 Hereford, Tx. 79045
 Phone: 806 / 364-4614 or 806 /
 364-4460
 B-1-98-tfc

VICTORIA
HOUSE OF ANTIQUES
 Antiques and gifts,
 New shipment of cut glass
 For appointment:
 Call 364-5636
 B-1-46-tfc

New G.E. TV's—Special prices:
 10" color portables, \$199.95
 25" color consoles, \$499.95 with
 trade.
TAYLOR FURNITURE
& APPLIANCE
603 Park Avenue
 B-1-22-21-tfc

Steel belt radial at reduced
 prices. Hurry while supply last.
 50-HR78-15 and 50-GR78-15.
 Firestone. Call 364-4333.
 B-1-17-45-tfc

For Sale: Baling wire, \$33.50
 per roll. 16 ft. well casing, 1/4
 wall, new \$12.50. Farwell Pipe
 & Iron, Farwell, Texas, Phone
 481-3287.
 B-1-21-46-tfc

For Sale: Sears portable
 dishwasher. One year old.
 Copertone color. Good Xmas
 for Mom. \$125.00 Call 364-1346.
 B-1-17-98-tfc

For Sale: Story and Clark solid
 pecan piano. Call 364-5280.
 B-1-10-22-tfc

DISHWASHERS...
 the place to buy
CRIST APPLIANCE
 112 Miles Ave.
 Phone 364-6285
 after the SALE
 it's the SERVICE that counts.
 B-1-48-8c

For Sale: Complete CB mobile
 radio set-up. Call 647-3340
 Dimmitt after 6 p.m.
 B-1-12-97-tfc

For Sale: Wood burning cook
 stove. Only 2 left, \$150. each
 423 Schley. Phone 364-0300.
 B-1-15-100-4c

POODLE PUPPIES
FOR SALE FOR CHRISTMAS
Chantel's Grooming Salon
Phone 364-2048
210 West 5th Street
 B-1-99-2c

NEW G. E. FREEZERS. Cheap
 or upright. Good selection.
Taylor Furniture & Appliance.
 603 Park Avenue.
 B-1-15-98-tfc

NEW GIFT SHOP
Large Selection
Open daily 10 a.m. - 9 p.m.
Saturday 10-6
Across from High School
 Needle point, crewel, cross
 stitch & craft kits, Maple & Pine
 gifts, Brass-Copper & Tinware,
 ceramics, hand made rugs by
 Marie.
MILDRED MARIES
 211 Ave. F
 364-3452
 B-1-99-tfc

FOR SALE: Baled maize stalks.
 Ivan Block, 364-0296.
 B-1-10-99-tfc

'69 Ford Galaxie '74 Porche;
 quarter horse filly. Phone
 364-5984.
 B-1-10-100-4c

FOR SALE: RCA Stereo tape
 players, car-home units.
WILHELM TELEVISION SER-
VICE 364-5821.
 B-1-14-98-5c

For Sale: Yard swing set; used
 divan. Call 364-0799.
 B-1-10-99-tfc

FOR SALE
 2-only 19" portable color
 TV's-#12933. Was \$364.88, now
 \$266.88. In stock only.

Console stereo AM-FM radio-
 record changer and 8 track tape.
 Was \$381.95, now \$286.00.

Electronic oven #8165. Was
 \$229.95, now \$214.88.
MONTGOMERY WARD
114 Park Avenue
Phone 364-5801.
 B-1-100-tfc

FOR SALE: Like new, recondi-
 tioned color TV's. New picture
 tube.
WILHELM TELEVISION
SERVICE 364-5821
 B-1-14-100-tfc

For Sale: Two nice female
 German Shepherd puppies.
 \$10.00 each. 7 weeks old at
 Christmas. Phone 364-6949.
 B-1-17-101-1c

FRIGIDAIRE MICROWAVE
Ovens.....
 deliver faster cooking, easier
 cleaning, even a cooler kitchen
 — Cooks up to 75% faster than
 conventional methods!!!!!!
NOW ONLY \$399.95.
CRIST APPLIANCE
112 MILES AVENUE
364-6285
 B-1-101-2c

Ideal Christmas gift for
 someone you love. A beautiful
 registered Collie. I have three
 puppies and three grown dogs.
 \$100.00 each. Call 806-622-0462
 after 6 p.m.
 B-1-25-101-2c

CHRISTMAS SPECIAL!
 Bikes in box-cost plus \$5.00
FIRESTONE, 364-4333
 B-1-10-1-2c

For Sale: Miniature Dachshund
 puppies. Call 364-3790 after 4
 p.m.
 B-1-10-101-tfc

CARPETS and life too can be
 beautiful if you use Blue Lustre.
 Rent electric shampooer \$1.
Duckwalls, Sugarland Mall
 B-1-21-101-2c

EVERY make electric carpet
 shampooer does a better job
 with famous Blue Lustre.
McCaslin Lumber
 B-1-17-101-2c

ANNUAL AFTER
CHRISTMAS SALE
Begins December 23rd
 Afghan kits — Cross stitch
 quilts — Table cloths — Crewel
 — Needlepoint — Christmas
 jeweled kits.
DAN'S OF CANYON
 B-1-101-2c

For Sale: Kitchen Aid dish-
 washer, like new; also Roper
 electric stove with double ovens.
 Phone 289-5553.
 B-1-16-101-2p

REPAIR OR BUILD
 Air lifts
 Legs
 Dump pits
 Spouts
 Tanks
 Dust collectors
 Transitions
 Fans
 Buildings
 Equipment
 Tagco Industries is a diversified
 fabricator of MILLS, buildings
 and heavy equipment, and
 rebuilders of mechanical equip-
 ment.
 Our extensive shop and field
 experience are ready to serve
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Hereford, Texas
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 B-1-101-tfc

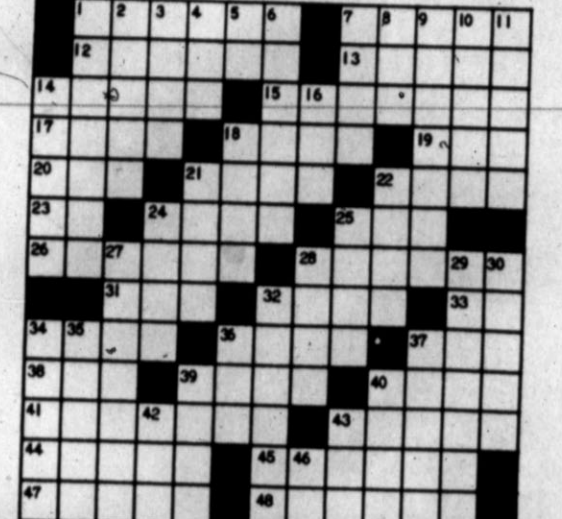
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 Hammarlund Hi Frequency
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 S-1-102-2c

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ACROSS
 1. Governing body
 in USSR
 7. — prizes
 12. Merchant
 13. Escape privately
 14. Lifting machine
 15. Attachment on
 wing of plane
 17. Unspirated
 consonant
 18. Legal document
 19. Peculiar
 20. Siamese coin
 21. Charitable gift
 22. Color tints
 23. Supreme Court
 (Abbr.)
 24. Equal scores
 25. Towing vessel
 26. Voracious fish
 (Pl.)
 28. Golf club
 31. Tell a falsehood
 32. Join
 33. U.S. state (Abbr.)
 34. Drive down by
 gentle strokes

DOWN
 1. Draw out to
 greater length
 2. Praying figure
 3. Weathercock
 4. Food fish
 5. Electrical Engi-
 neer (Abbr.)
 6. Follows by
 tracking
 7. Feminine nick-
 name
 8. Bull-fight cheer

9. A corporate
 town
 10. Lyric poem
 11. Grants tempo-
 rary use
 14. A school group
 16. Island (Fr.)
 18. Sorrows
 21. Leave
 22. Corn covering
 24. Journey
 25. Strong taste
 27. The farmer's —
 28. Aromatic herb
 29. Originates
 30. Masculine name
 (Pass.)
 32. Linger
 34. Spring flower
 35. Genus of grasses
 36. Weapon
 37. Summit of a hill
 39. Observes
 40. Pertaining to
 an ode
 42. Interest (Abbr.)
 43. High note
 46. Direction (Abbr.)



REMEMBER!
 Call Fuller for Fuller Brush
 products. Jessie Fuller,
 578-4377; or Cepelia Fuller,
 578-4374.
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SEVERAL good used organs
 and pianos. Phone 355-0931.
 Amarillo.
 B-1-10-102-tfc

30% DISCOUNT
THROUGH DECEMBER 31ST
ON GRAIN STORAGE BINS

5,000 BUSHEL
THROUGH 127,000 BUSHEL
STORAGE CAPACITY

CALL—COLLECT 316-872-5350
 [Steel prices will go up after
 January 1st, 1975]

DISNEY
CONSTRUCTION CORP.
SCOTT CITY, KANSAS 67871
 S-1-102-2c

Baled volunteer wheat hay,
 bright green - no weather
 damage. 276-5364.
 S-1-10-102-2c

Weiner pigs for sale. Call
 276-5554.
 B-1-10-102-tfc

For Sale: 1969 Kawasaki Trail
 Bike, in good condition. Phone
 258-7511.
 B-1-11-102-tfc

FOR SALE: Fence posts, any
 size, oak or pine. Treated or
 untreated. Call 364-6685 or
 364-6616 after 6 p.m.
 B-1-18-102-9c

FREE: 5-cute puppies, black
 and white, mixed breed. 8
 weeks old. 578-4412.
 B-1-13-102-1c

AKC Registered German Shep-
 herd Puppies. 2 white, 5 black, 4
 weeks old. 289-5525 or
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Baldwin Organ, 25 pedal. Like
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SELECTED
USED TIRES
\$3.00 UP
30 Day Guarantee
MONTGOMERY-WARD
AUTOMOTIVE SALES
114 EAST PARK
 B-3-17-tfc

FOR SALE
 '68 Chevy Pickup with camper
 topper, and 17 ft. Glastron Boat
 & Trailer, outboard-inboard 150
 V/6 Buick Engine, Easyload
 drive on trailer.
 CALL 364-0235 after 4 p.m.
 S-3-22-tfc

WALKER'S USED CARS
AND TRUCKS
WE BUY, SELL OR TRADE
 400 West First
 Phone 364-2250
 B-1-41-tfc

For Sale: Good used tires, \$5.00
 and up.
FIRESTONE-364-4333
 B-3-10-43-tfc

For Sale: 1971 Ford Galaxie 500.
 Phone 276-5850.
 B-3-10-97-tfc

FOR THE BEST BUY IN
 Pre-owned and personally
 selected cars
 Contact
COMBS USED CARS
 F.D. "Chick" Holbert (Owner)
 1503 Park Avenue,
 Hereford, Texas 79045
 Office Ph. 364-1310
 Home Ph. 364-1797
 Bank Rate Financing Available
 B-3-13-tfc

For Sale: 1973 Buick Riviera,
 loaded. Call 364-6801 or
 364-5017 after 5 p.m.
 B-3-12-14-tfc

FOR SALE: RCA Stereo tape
 players, car-home units.
WILHELM TELEVISION SER-
VICE 364-5821.
 B-3-14-98-5c

FOR SALE
 1969 IHC F-1800 Series. Twin
 screw. Excellent condition. '71
 Dodge 'M tons '71 Dodge one
 ton. Call 364-0951.
 B-3-98-tfc

For Sale: 1973 Buick LeSabre.
 37,000 actual miles, radial tires.
 Can be seen at 1209 Grand.
 364-3744 or 364-0160.
 B-3-19-21-tfc

MILBURN MOTOR
COMPANY
We pay cash for Used
Cars
 136 Sampson
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WHILE THEY LAST
 35 to 50% off in sets
 7339 GR70x14 W.T.O. Radial —
 Reg. \$232.00 13.07 ea. F.E.T.
 Sale \$116.00 13.07 ea. F.E.T.
 6031 678x15 Poly-Trak Cushion
 Ride (W) — Reg. \$164.00 12.63
 ea. F.E.T. Sale \$106.60 12.63 ea.
 F.E.T.
 6018 678x15 Poly-Trak Cushion
 Ride Blk. — Reg. \$152.00 12.63
 F.E.T. Sale \$98.80 12.63 ea.
 F.E.T.

6014 H78x15 Poly-Trak Cushion
 Ride Blk. — Reg. \$164.00 12.82
 ea. F.E.T. Sale \$106.60 12.82 ea.
 F.E.T.
 6036 L78x15 Poly-Trak Cushion
 Ride (W) — Reg. \$196.00 13.13
 ea. F.E.T. Sale \$127.40 13.13 ea.
 F.E.T.
 2132 H78x15 Glass-Track Belted
 Traction Grip (W) — Reg. Pair
 \$58.00 29.97 ea. F.E.T. Sale Pair
 \$55.90 29.97 ea. F.E.T.

1825 G78x14 Sno-Grip 4 ply Blk.
 — Reg. Pair \$41.90 20.95 ea.
 F.E.T. Sale Pair \$27.24 20.95 ea.
 F.E.T.

9848 H78x15 Power Grip Super
 Wide Blk. 6 ply — Reg. Pair
 \$106.00 53.00 ea. F.E.T. Sale
 Pair \$68.90 53.00 ea. F.E.T.

9890 800. 16.5 Power Grip Super
 Wide Blk. 6 ply — Reg. Pair
 \$90.00 45.00 ea. F.E.T. Sale
 Pair \$58.50 45.00 ea. F.E.T.

MONTGOMERY WARDS
 114 Park Ave. 364-5801
 B-3-100-tfc

FOR SALE: 1973 Monte Carlo.
 Loaded. Includes tape. 14,200
 mile. Call after 5 p.m. 364-2808
 or 364-2965.
 B-3-16-97-tfc

FOR SALE
 1966 SS Chevy hardtop with 327
 motor. On floor shift.

'68 Chevelle, 2 dr. 396 motor, on
 floor shift.

389 Pontiac motor, with .060
 pistons, new ring inserts, etc.,
 has hot cam.

396 Hi-perf. Chevy motor.

Complete 327 motor, ready to
 go.

Complete 427 Chevy motor with
 4 speed.

New rotators for any antenna.

Complete super 8 movie setup.

Set of mag wheels with nearly
 new tires.

1966 Chevy Pickup — \$495.00 if
 sold this week.
PHONE 364-2044
after 5 p.m.
 B-3-101-2c

For Sale: '72 Ford, 250 Custom
 Pickup. Power brakes, auto-
 matic transmission. 14,000
 miles. \$2400.00. Phone
 276-5526.
 B-3-16-102-1c

For Sale: 1970 GMC Pickup,
 full power and air. Nice condition.
 Call 364-6936.
 B-3-13-102-1c

FOR SALE
 1970 Olds Delta 88, 4 dr. H.T.
 Extra clean and fully loaded.
 Must sell. \$950.00.
 Call 364-6846 after 6
 B-3-102-1p

4. REAL ESTATE
For Sale Or Trade

I have Farm and Ranch Buyers,
 I need your listings.
J.M. HAMBLY
REAL ESTATE
Phone 364-3566
Res. 364-2553
 B-4-29-tfc

HEREFORD HARDWARE
FOR SALE
 Total price, \$65,000
 includes building, land, fixtures
 and inventory. Will finance
 \$35,000 at 7% interest.
 Contact
Ray Seal
 364-4042 or 364-2075
 B-4-97-tfc

22 acres, 3-bedroom house,
 barn and other improvements, 5
 miles from Hereford, for sale, or
 would consider trading for a 2
 bedroom trailer house, 10 ft. or
 12 ft. wide on equity.

Nice 40 acres 1 1/2 miles from
 Hereford, dig. tr. well, and sign
 20 year note on balance at 8 per
 cent interest.

Have other small tracts
 improved and unimproved.
 Check with me for information.

Call for
J.M. HAMBLY
Hambly Real Estate
Office - 364-3566
Res. - 364-2553
 B-4-100-tfc

Commercial Building, 6,000 ft.
 of floor space, fire proof, quality
 built, heated, cooled, rest
 rooms, offices and lounge, etc.

US66 TRUCK STOP & CAFE
 Diesel storage 50,000 gallons.
 Should net \$1,000 week.
Phone 364-0484
 B-4-101-3p

FOR SALE IN FRONA
 2 lots and storage house, cellar,
 and orchard. Call Harrell Mays,
 247-3477.
 B-4-15-99-8c

350 CHOICE IRRIGATED, \$700
 acre. Numerous crops net \$1500
 acre. Call 364-0484.
 B-4-101-3p

STORAGE FOR RENT. Phone
 364-1483 or 364-3937.
 B-5-10-50-tfc

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

TRAILER SPACES FOR RENT Northwest Mobile Lodge Phone 276-5518 B-5-10-13-tfc

FURNISHED one and two bedroom apartments. Inquire 112 Avenue H, Apt. 36. B-5-12-46-tfc

One bedroom furnished house. No pets. Adults only. 303 Avenue H, after 2 p.m. B-5-13-22-tfc

Furnished efficiency apartment for one person only. Inquire after 4:00 p.m. to 364-5315. B-5-12-98-tfc

APARTMENTS, FURNISHED 1 and 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath. B-5-12-98-tfc

FORREST AVENUE APARTMENTS Phone 364-1887 1B-5-4-tfc

SUMMERFIELD MOBILE MANOR Water furnished. 7 miles West on Hwy. 60. Phone 357-2552. B-5-15-10-tfc

BLUE WATER GARDENS 612 Irving 364-6661 UTILITIES FURNISHED DEPOSIT REQUIRED 2, 3, & 4 bedrooms, stove, refrigerator, garbage disposal, central heat and air conditioner. B-5-20-tfc

DIAMOND VALLEY MOBILE HOME PARK 600 & 700 Block Avenue H, Sioux & Cherokee, 700 Block Avenue G. Phone 364-1483 or 364-3937 S-5-6-tfc

HEREFORD MINI STORAGE Economical storage facilities for furniture, boats, motors, homes or any storage needs. Size 12'x12', 10'x22' & 12'x32'. Call 364-5520 S-5-49-tfc

BACHELOR APARTMENTS Carpeted - private entrance, private bath, 821 South 25 Mile Avenue. S-5-17-21-tfc

2 bedroom furnished duplex, 300P East 7th. Adults, no pets. Shown by appointment. Call 364-0022 or 364-2039. S-5-17-21-tfc

For Rent: Unfurnished 2 bedroom house. Small family, no pets. References and deposit required. 364-3786. B-5-102-1p

6. WANTED WANT TO BUY: Old gold, rings, watches, old class rings, etc. Spangler's Diamonds Sugarland Mall Phone 364-0070 B-6-48-tfc

WANT: To buy coins. Double your money on all 1964 and earlier silver coins; 1959 and earlier pennies. Call 364-2559, 241 Centre. B-6-22-31-tfc

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 578-4361 or 364-0165. B-6-13-6-tfc

8. HELP WANTED Need cook and custodian at Walcott School, prefer man and wife combination. Apply at school office or call 289-5874 or 289-5812. B-8-21-100-4c

NEED Mature lady to keep 3 year old boy in your home 5 days a week from 8 until 5. Phone 364-2417 after 5 p.m. B-8-100-tfc

Hide room labor wanted. We offer: Good pay Paid vacation Paid hospitalization Colorado By-Products 3 1/2 miles West Hwy 60 Phone 276-5331 days 364-2495 nites B-8-42-tfc

Need Experienced welders at our new facilities on Holly Sugar Road. Phone 364-4621. B-8-13-32-tfc

Man or woman interested in real estate. License and some experience preferred, not mandatory. Call 364-0780 for appointment. B-8-18-99-tfc

Fuel delivery truck driver and automotive service man. Inquire at Friona Consumers or Call 265-3350 evenings. B-8-100-6p

NEED school bus drivers. See Eldon Owens at school bus shop. B-8-11-48-tfc

MBPXL Corporation is now accepting applications for kill floor personnel. We offer you year around employment, paid vacation, paid holidays, company paid group insurance. Good wages, no experience necessary. Apply at personnel office, MBPXL Corporation, Friona, Texas, 4 miles west of Friona on Hwy. 60. Equal opportunity employer B-8-100-3c

FREIGHTLINER DRIVER MECHANIC Tools. Ten years long haul experience required. Phone 364-0484 B-8-101-3p

Family man needed with references to run irrigated farm near Dimmitt. 3 bedroom home. Phone 276-5349. B-8-16-101-4c

NEED mature lady to live-in and care for elderly person (not an invalid) and do light housekeeping in Vega. Good pay. Must have references. Call 806-267-2342 after 6 p.m. B-8-102-2c

WORKING FOREMAN needed for farming and small feed lot operation. Only qualified applicants with references need apply. 806-352-8248 before 8 a.m. and after 6 p.m. S-8-102-2c

NEED Mature man for elevator branch manager. Sales experience in agricultural field helpful. For further information, write P.O. Box 673-VW, Hereford, Texas. S-8-22-102-2c

9. SITUATIONS State Licensed Child Care For Working Mothers Hereford Day Care Center 6 months through 8 years After school care available 364-1293 B-9-46-tfc

10. NOTICE ALCOHOLISM INFORMATION For information on alcoholism, referrals for help, counselling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8 a.m. 'till 12, 1 p.m. until 5 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-12-tfc

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron - One mile North of Big Daddy's Truck Stop. HEREFORD IRON & METAL North Progressive Road by City Dump Anson A. & June Dearing Phone 364-3350 or 364-3777 1 1/2 B-10-34-tfc

11. BUSINESS SERVICE PORTABLE WELDING Any kind of welding - Steel barns, sheds, all livestock pens, panels, etc. "If you can't come here, we'll come there." HARVEY ROWLAND 840 Avenue F Phone 364-1189 B-11-48-tfc

FOR PORTABLE DISC ROLLING Call Ralph Paul, 364-1842 or 364-2978 B-11-99-tfc

Call "WE FIX" for your building chores. Repair for houses shops and stores. A roto-tiller we now own For your plowing ring our phone. Lawn or yard or garden patch Any job you have we'll match. Call us late or in the morn 'Cause after 8 you'll find us gone. Call Robert Betzen 289-5500 B-11-100-tfc

We buy old gold rings, mountings, etc., for Swest Refinery. Cowans Jewelers Downtown B-11-13-51-tfc

Custom swathing, stacking and hauling. Alfalfa, milo and corn stubble. Heaston stack hand system. 364-2907 or 364-3117. B-11-15-42-tfc

KLEMME CATTLE CO. Stocker & Feeder Cattle Wheat & Pasture Calves Phone 417-742-2624 Rt. 2, Walnut Grove, Mo. B-11-19-15p

FRANK WESTER CEMENT CONTRACTOR 107 BRADLEY Residential-Commercial Turnkey Job Straight finish Phone 364-5169 IB-11-39-tfc

KELLY ELECTRIC Virgil Kelley Electrical Contractors Residential - Commercial All bids & wiring competitive. Ph. 364-1345 - Nights 364-1523 or 364-5929. P.O. Box 30 B-11-15-tfc

We repair all makes of TVs and Stereos. MONTGOMERY WARD, 114 Park Avenue. B-11-98-tfc

B.L. Jones CONCRETE CONTRACTOR We will do your finishing or give you a turnkey job. Free Estimates. 246 16th Street Phone 364-6617 B-11-21-tfc

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL CLIFF JOHNSON, 364-2111 B-11-45-tfc

WILL PICK UP JUNK CARS FREE Call 364-3350 or 364-3777 IB-11-28-tfc

BOBBY GREGO DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS LOADER DOZER Day Phone 364-0574 Night - 364-2322 IB-11-14-tfc

WANTED 100 to 150 watches a week to repair by latest approved methods. COWAN JEWELERS B-11-15-29-tfc

JOHNSON IRRIGATION Peerless PVC Plastic Pipe Don Johnson, 364-2870 Mobile Phone 364-4741 Unit 3470 P.O. Box 2024, Hereford, Texas B-11-8-tfc

HEARING AID BATTERIES for all makes sold and tested at THAMES Pharmacy Phone 364-2300 S-11-12-40-tfc

HEREFORD WRECKING CO. New & Used Parts WRECKER SERVICE We buy scrap Iron & Metal Have storage for cars, boats, etc. 1st & Jewell Ph. 364-0580 Nites - 4009 or 0075 S-11-2-40-tfc

COMPLETE Turn Key Installations of Pumps and Gear Drives Big "T" PUMP CO. INC. Sales & Service HEREFORD 364-0353 DIMMITT 647-3444 FRIONA 247-3311 S-11-24-tfc

ROWLAND STABLES 840 AVENUE F PHONE 364-1189 Stall rentals - Boarding - Breaking - Training - Fitting for show - Horses for sale - Stallion at stud. AA Alegre Lad, grandson of Skipper W on top and Three Bars on bottom. Conformation galore, excellent disposition. Good cowhorse. S-11-37-tfc

FOR ALL YOUR INSURANCE' Consult The La Plata Agency 914 East Park Avenue / Phone 364-4919 Pauline Lovan 364-3526 Robert Lemons 364-1726 Frank Pannell 364-2412 S-11-16-tfc

TURNER WELL SERVICE Submersible pumps Repair & Exchange Pipe - Pressure tanks Dempster - Pumpco CALL Doyle Turner - 364-0811 Scott Turner - 364-4447 S-11-47-tfc

HEREFORD ELECTRONICS State License No. 1129 Douglas M. Kelley Owner COMPLETE ELECTRICAL SERVICE Commercial - New Construction - Residential - Remodeling - Industrial - Repairing. Licensed and Bonded in Hereford, Dimmitt, Friona, Dalhart. Call 364-0011 Day or Night 531 East First Street S-11-3-tfc

14. CARD OF THANKS To the Hostesses: Charlene Sanders, Sara Bell Morton and Modelena Hutson for the baby shower of James Allen Gutierrez. With deepest thanks to all who attended and for the gifts received before and after the shower. Thank you all very much. Tonna Gutierrez

IN APPRECIATION We would like to express our sincere thanks to all our friends who stood by us and never lost their faith and trust in us. Russell & Beverly Wheeler

Legal Notice NOTICE TO CONTRACTORS Sealed bids addressed to the City of Hereford, Texas will be received at the City Hall until 2:00 PM, January 6, 1975, and then publicly opened and read for furnishing all plant, labor, material and equipment, and performing all work required for seal coating city streets. Bids shall be submitted in sealed envelopes upon the blank form of the proposal attached hereto and marked in the upper left hand corner. All proposals shall be accompanied by a cashier's check or certified check upon a national or state bank in the amount of five (5%) per cent of the total maximum bid price payable without recourse to the City or a bid bond in the same amount from a reliable surety company, as a guarantee that bidder will enter into a contract and execute performance bond within ten days after notice of award of contract to him. The bid security must be enclosed in the same envelope with the bid. Bids without check or bid bond will not be considered. The successful bidder must furnish performance and payment bonds upon the forms which are attached hereto in the amount of 100% of the contract price from an approved surety company holding a permit from the State of Texas to act as surety or other surety or sureties acceptable to the Owner. The right is reserved to reject any and all bids and to waive any informality in bids received. Plans, specifications and bidding documents may be secured from the office of the City Manager or at the office of Bill R. McMorries & Associates, Inc., 6300 Canyon Dr., Amarillo, Texas 79109, on deposit of Twenty-five (\$25.00) Dollars per set which sum so deposited will be refunded, provided: (1) All documents are returned in good condition to Bill R. McMorries & Associates, Inc. not later than 48 hours prior to the time for receiving bids; or (2) The Contractor submits a bid and all documents are returned in good condition to Bill R. McMorries & Associates, Inc. not later than five days after the time that bids are received. CITY OF HEREFORD, TEXAS By: James H. Sears, Mayor S-102-2c

WANT ADS A WORLD OF RESULTS

Perils of the Christmas Puppy

Deck your halls with boughs of holly, but make sure they're out of Bowser's biting range. Holly berries can poison a dog. Mistletoe can kiss him off too.

If there's going to be a puppy under your tree this year, make plans for a very wary Christmas. Until he grows a bit, chewing is baby Bowser's favorite sport, and you can bet your bottom Christmas tree ornaments that he'll sample everything in sight during the Yuletide season. In fact, Christmas is an especially hazardous time for puppies, according to Bob Bartos, Director of Friskies Research Kennels.

Glass ornaments, tinsel, and figures in your under-the-tree creche (a holy terror in Pennsylvania wolfed down one Wise Man, Joseph and half an angel before anyone noticed) are just the kind of thing a puppy gulps now and regrets later. Exposed extension cords, which he loves to get his teeth into, may give him the shock of his life. Soft rubber, as found in many children's toys, tears easily and can stick to puppy's insides. Wooden and plastic toys can be chewed into splinters.

Your safest course is to clear the decks of all swallowable objects when puppy has the run of the house.

And while you're at it, get rid of those tempting turkey bones; a little gnawing can make them as sharp as daggers. Even an older dog will go for leftover bones, so put them safely out of reach.

In spite of the fact that canine sales shoot up 50 percent at Yuletide, Christmas day is not the best time to introduce a new puppy to your household, advises Bartos, author of (the paperback manual) "All About Puppies." Christmas morning chaos can be terrifying to the little fellow, and if his first day in new and strange surroundings is an exhausting and frightening experience, you could end up with a nervous pup on your hands.

If a puppy heads your family gift list, why not choose one ahead of time and make arrangements to pick him up after Christmas, when all is calm? You can still make his imminent arrival an exciting surprise on Christmas morning. Hang an extra stocking filled with a new collar, leash, doggy toys, and a stuffed dog peeking out. This is one way to make Christmas last longer. Puppy might last longer, too!

If such delaying tactics won't work, do keep puppy out of the Christmas hubbub as much as possible. Remind the children that he's not a toy. Handle him gently. Put him in a quiet room frequently for naps. Give him some safe toys of his own, and make your house as puppy-proof as possible.



SURE TO MAKE CHRISTMAS MERRY, a puppy under the tree. But don't let him get tired and over-excited during the Yuletide hubbub, advises Bob Bartos, Director of Friskies Research Kennels and author of "All About Puppies." Treat puppy gently, give him lots of rest, and keep him away from all swallowable objects, from tinsel to turkey bones, that might make him sick. Remember he's only a baby, and he may be a little scared in his new and strange environment.

introduce a new puppy to your household, advises Bartos, author of (the paperback manual) "All About Puppies." Christmas morning chaos can be terrifying to the little fellow, and if his first day in new and strange surroundings is an exhausting and frightening experience, you could end up with a nervous pup on your hands.

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SUPPLEMENT YOUR WHEAT PASTURE Loose Stack Hay & Stalks Call MARTIN MOORE 364-0161 or 364-0162

NOEL May the Holy Family bless your home with peace and harmony. WARREN BROS. "Reputable Service Since 1948" 1410 Park Ave. 364-1423

Seasons Greetings As nature sparkles in her new white raiment, we think of those who have been good friends. GUTIERREZ FINA 227 N. 25 Mile Ave. 364-9679

MOONLIGHTER CLUB LOCATED 1 MI. NTH ON HWY 385 PHONE: 364-9629 OR 364-0064 THE GAMES MEN AND WOMEN PLAY THE LAST STEP DOWN RODOLFO de ANDA NUBIA MARTI FUGA EN LA NOCHE

COMMONWEALTH THEATRES MULATO SUN. STAR 1:00 CHARLOTTE'S OF THE GODS THE DEVILS TRIANGLE THE GAMES MEN AND WOMEN PLAY THE LAST STEP DOWN RODOLFO de ANDA NUBIA MARTI FUGA EN LA NOCHE

LADIES...GET THE JUMP ON YOUR HOLIDAY RUG CLEANING
Have Your CARPETS CLEANED NOW...
 *No Shampooing *No Heavy scrubbing brushes
 *No dry-based Cleaning Agents
BE THE FIRST ON OUR WAITING LIST - CALL TODAY!

RULAND'S HIGH PLAINS STEAMWAY
 FREE ESTIMATES
364-3578
OPEN 24-HOURS PER DAY
 1400 Moreman David Ruland, owner 364-3575

Arthur Burns, Chairman of the Federal Reserve Board:
 "The prudent course of action would be to delay the reopening of the gold market until a more propitious time."

Survey Shows 5.5 Million House, Property Fires

There were an estimated 5,575,000 household and personal property fires in the

United States in the year ending April 1974. This figure is part of a fire survey sponsored jointly by the U.S. Consumer Product Safety Commission and the Commerce Department's National Bureau of Standards.

The purpose of the survey was to develop for the first time a statistically accurate estimate of the extent of the fire problem in American households. Of the 5,575,000 personal property fires, 4,547,000 were started in the home and the remainder occurred in vacation homes, automobiles, boats and other buildings on private property.

The survey also revealed that 325,000 people were injured in fires during the year and of that number 141,000 were injured in residential fires. Property loss was estimated to be \$1.5 billion involving 2.4 million fires. In 2.9 million incidents there were no losses reported.

The leading ignition source was found to be appliances in 3,474,000 cases, including gas stoves (855,000), and television sets (196,000). Food and grease were involved in 1,872,000 of the 3,474,000 appliance fires.

The next most common ignition source was electrical wiring in 435,000 cases, of which 167,000 occurred in the home. Cigarettes started fires in 365,000 of the incidents, followed by matches in 248,000 cases.

The first items to ignite were food and grease in 1,874,000 cases and appliances in 1,242,000 cases. Fabric fires, including interior furnishings, bedding and clothing, ignited first in 628,000 incidents.

Included in the 285,000 interior furnishing fires were carpets and rugs (142,000), upholstered furniture (124,000) and drapes and curtains (19,000).

Bedding was involved in 115,000 fabric fires, including blanket and bedspreads (69,000) and mattresses (33,000). There were some 159,000 clothing fires and other fabric items constituted the remaining 69,000 fabric fires.

The survey was conducted by the Bureau of Census during the week of April 15, 1974 using 33,000 civilian households comprising about 100,000 persons. The respondents were asked to recall any fire which had been nonintentionally started on their personal property during the preceding year. Except for the number of people injured in fires, the survey excluded fires in government buildings.

Boost office morale. Tell the boss when someone is doing an especially good job.
 Help a shut-in. Ask a neighbor who is temporarily "grounded" if you can pick up any groceries for her.

COKER REALTORS
364-6061
 Hwy. 60 & Main E.H.O.
 MULTIPLE LISTING SERVICE

May Christmas bring to you the warmth of friendship, the spirit of love and the peace of God.
"CALL US WE CARE"
 Jeane Coker 364-5439
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OWENS ELECTRIC
 WE SPECIALIZE IN:
 Complete sales and service of electric motors (new and used), magnitos, starters and generator repairs.
LOAN MOTORS AVAILABLE
 809 E. 2nd. 364-3572 HEREFORD, TX.

Floating Tailwater Pump
 Conserve that water.

Vertical "Hollow Shaft"
 Electric Belt Driven Gear Head

"Guaranteed Satisfactory Service"
 Warren Owen...Harvey Milton

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 Come in and talk with one of the men AT
JOHN ORSBORN BUICK-PONTIAC-GMC
 at 142 N. MILES or 221 N. 25 Mi. Ave.
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VALLEY SELF-PROPELLED CENTER PIVOT SPRINKLERS
 INEXPENSIVE PRACTICAL AVAILABLE NOW
THE PERFORMER
 GET THE FACTS, GO VALLEY
 CALL: GARY VICTOR, AVI Inc.
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 if no answer
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Simmentals For Christmas!
 Improve your herds with percentage Simmental bulls. Simmental crosses average wt. gain of 100 lbs. per month. Calving ease is exception and calves grow at a vigorous rate. Will make excellent 4-H calves too. So help Santa-Give a Simmental-Come see for yourself at Springer Simmental
 Rt. 3 Hereford, Texas 276-5605
"Breed'em All Simmental"

PROPERTY ENTERPRISES
 205 S. 25 Mile Avenue List With Us For Quality Service. 364-6633

FARMS
 DRY LAND
 330 acres dry land farm N.W. of Walcott School. Good slotments. \$300.00 acre
 18 miles west of Hereford 3 small wells, 80' by 10' barn 1/2 mile tile, 320 acres.
 300 acres Dimmitt. 3 good wells, close to town.
 N.W. DAWN
 288 acres, 2 wells, lays good \$500 acre.
 320 ACRES
 9 miles N.W. of Friona, house, Barn, 2 wells, 5'-6" pumps and motors, 1 mile of tile.
 160 ACRES
 N.E. Hereford 4 miles, 2-4" wells, do not pump full pipe.
 FRIO AREA
 480 Acres, 5 wells, motors, pumps lake pumps, some tile.
 22 Acres
 3 bedroom, barn, pens, irrigation well, pump and motor.

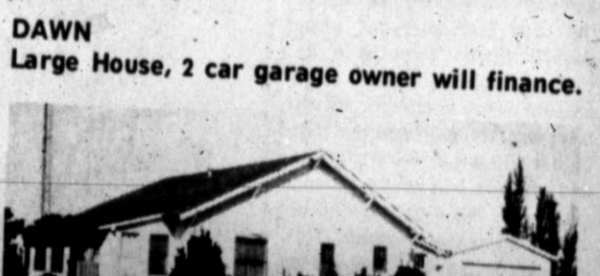
COMMERCIAL
 STAR LITE CLUB Owner needs to sell, 60' by 100' brick building, 300 ft. frontage of Country Club drive, all fixtures go with sale for a turn key business.
 OFFICE BUILDING 1400 Sq. ft. office building and large corner lot, owner might finance.
 6 DUPLEXES
 excellent income property, would trade for land. Nets over \$800 per month.

RESORT
 LAKE TANGLEWOOD
 50 miles of Hereford, north end of Palo Duro Canyon, 2300 Sq. Ft. home with wood burner, boat house and much more.


ATTENTION VETERANS
 2 furnished houses and furnished Duplex can be bought in one package, brings in over 450.00 per month.



DAWN
 Large House, 2 car garage owner will finance.




DISTRESS SALE
 Owner needs to move to Amarillo says sell FHA or VA only \$16,000. Star Street.



FHA OR VA
 Check on this 2 bedroom home today.



RE-DECORATED
 Very nice close to school 3 bedroom only \$17,500.00.



EXCEPTIONAL CONDITION
 2 Bedroom Refoir, beauty pleat drapes, storm cellar, pretty yards with fruit trees.



BLUEBONNETT
 extra nice near bluebonnett school, owner might take smaller house trade in.



N.W.'S BEST BUY
 With a little decorafing inside this could be a doll house, make us on offer.



INVENTORY REDUCTION
 We're reducing the prices on all guns and ammunition **10-20%**
 We need to cut down our inventory before the end of the year.
A & M GUN SHOP
 715 S. 25 Mile Ave. 364-6996

TODAY COME TO BIG JIM'S FURNITURE AUCTION SALE
 Sunday, December 22nd. at 1:00 P.M.
 New and used furniture and appliances;
 Love seats, couches, bedroom suits, dinettes, end tables, chairs, lamps.
 And much more
 South 385 & Mission Road (Hamby's Rental)

• SOM built, Western and bu anytim
 • LAND farm la Pullma per ac
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 • VETE with 4 b fenced \$15,000.
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HEATER ON THE BLINK?

Call Us
**BROWND SHEET
 METAL**
 364-3867
 We service all makes &
 Models and have a wide
 selection of parts
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Best Wishes for Christmas
 From **BOOZER REAL ESTATE**

FOR SALE
 813 Baltimore - 3 bedrooms, 2 full baths, deluxe in every way. GE appliances, fireplace, beautiful carpet.
 815 Baltimore - 3 bedrooms, 2 baths, fireplace, lots of paneling, beautiful view, 2 blocks from Country Club.
 These houses are most attractive and are priced for sale.
 3 Bedroom, 2 bath Country Home. Large barn with recreation room and office upstairs over the barn. 2 acres of land. \$10,000 will handle.
RANCHES: Almost any size or location.
 We are in need of farm listings. Come by or call us for any of your real estate needs.
 Joe Boozer 354-0029
 Office 364-1755
 144 W. 3rd St.
 Jo Hamrick 364-3502



We hope your home and heart will be filled with laughter, joy and good will this glad Holiday season—
MERRY CHRISTMAS!
 From Marn Tyler and Melvin Tiemann
Marn Tyler
 Real Estate
 111 Ranger 364-0153

LINK BELT ROLLER CHAIN SPROCKETS
 Stocked at
Cottingham
 Reeling Corp.
 1107 W. HIGHWAY 60
 HEREFORD, TEXAS 364-5881

WINTER
 WINTER IS HERE
 Don't let him sneak upon you...
 Have your heating system checked and repaired now
 CALL: **364-4714**
 Robert (Bob) Rhoton
R & R REFRIGERATION AND HEATING SERVICE Coleman

Best Wishes

Greetings in the spirit of the season to all our wonderful friends and patrons. You deserve the best!

From your friends at
Carmichael Real Estate
 Troys Norman Sherry

Multiple Listing Service MLS

Campbell Realtors



218 West 3rd Street, 364-0780
 E.H.O.

MERRY CHRISTMAS



TO ALL OF YOU, HAPPY HOLIDAYS
 From Grady & Claudine, Neil & Barbara, Ted & Fran, Gene and everyone at Campbell Realtors

- **SOMETHING DIFFERENT** in a truly quality-built, 3 bedroom, 2 bath home. Located on Western Street; it is very clean with nice carpets and built-ins. Compare at \$24,500.00. Can be seen anytime.
- **LAND BARGAIN!** Nearly 658 acres of irrigated farm land. 5 good wells, underground tile, good Pullman soil. Really a good farm for only \$450.00 per acre.
- **SMALL EQUITY,** assume loan payments of less than \$100.00. 2 bedrooms, garage is being converted to 3rd bedroom. \$9,800.00.
- **VETERAN'S SPECIAL.** Remodeled 2 story home with 4 bedrooms, 2 baths, carpet, paneling, and fenced yard. What more could you ask for \$15,000.00?
- **LARGE IRRIGATED FARM** with 16 wells tied together, 2 lake pumps, nice improvement. Equipment can be bought. Nearly 4 sections of good land, reasonable price and terms.
- **BEST OF LOCATIONS** for an older home. Quiet surroundings, lots of trees, near schools & shopping. Owner needs a quick sale for this lovely, redecorated 2 bedroom home. Large existing loan, priced \$12,500.
- **YOU CAN AFFORD** this completely redecorated 3 bedroom home. New paneling and carpets, fresh paint. Has 1 1/2 baths and 2-Car garage. \$17,000.00.
- **INVESTMENT OPPORTUNITY** Buy this excellent local retail business operating at a steady profit. Owner retiring. Call for details.
- **FOR THE LARGE FAMILY.** Reasonably priced 4 bedroom, 2 bath home. Large bedrooms, fully carpeted. Only \$18,500.00.
- **COMPARE THIS ONE!** \$33,900 buys completely redecorated 4 bedroom, 3 bath home, NW location, ref. air, fireplace, all new kitchen, carpet and over 2,000 square feet.

WE CAN SELL YOUR PROPERTY!



Blessings to All

May all your hopes and dreams come true during this happy holiday season. You've helped make ours come true this year.

Ralph-Sam-Tommy & All The Staff

RALPH OWENS & ASSOC.

364-2222

311 E. Park Ave.





DOUBLE GUNN BROS. STAMPS MONDAY and TUESDAY

MERRY CHRISTMAS!

NESTLE'S TOLL HOUSE
CHOCOLATE CHIPS

12 OZ. **79¢**

TIDE
LAUNDRY DETERGENT
GIANT SIZE **99¢**

NESTEA LEMON & SUGAR
ICED TEA MIX

10 ENV. TO PKG. **79¢**

NESTLE'S
HOT COCOA MIX

10 ENV. TO PKG. **79¢**

FOOD KING
PAPER PLATES

100 COUNT **69¢**

NESTLE'S
CANDY BARS

40 BARS TO PKG. **\$1 09**

STALEY PANCAKE
SYRUP

99¢

SHURFRESH
TOMATO SAUCE

NO. 300 CAN **3 FOR 79¢**

SHURFRESH
POTATOES

NO. 303 CAN **3 FOR 89¢**

WILSON'S
HAM

CUDAHY HOLIDAY HALF OR WHOLE

BOONESS **Ham Slices**

SHURFRESH FULLY COOKED BONELESS

Ham

FRESH SLAB SLICED

Bacon

PRIME-GRAIN FED BEEF

Rib Roast

SHURFRESH

Franks

SHURFRESH

Bologna

MOISTURE ADDED BONELESS HALF OR WHOLE—LB. **\$1 29**

WHOLE **\$1 79**

LB. **\$1 49**

5 LB. CAN **\$6 99**

LB. **99¢**

12 OZ. PKG. **\$1 29**

12 OZ. PKG. **59¢**

12 OZ. PKG. **59¢**

SHURFRESH GRADE "A" SELF-BASTING

TURKEYS

BAKING 5-7 LB. AVERAGE

HENS 55¢

WITH POP-UP TIMER LB.

WE HAVE A FULL VARIETY OF HOLIDAY POULTRY

*DUCKS *GEESE *CAPONS *TURKEY BREAST & ROAST *BAKING HENS



WILSON
SEMI-BONELESS

HAMS

MOISTURE ADDED WHOLE OR HALF

\$1 19

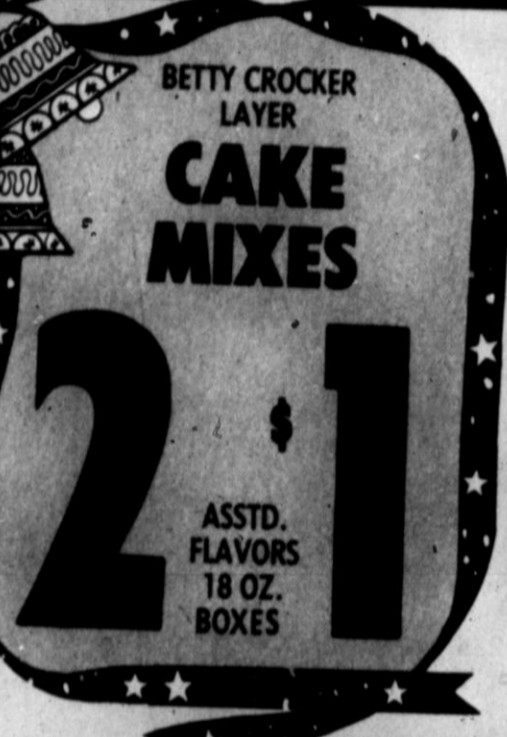
LB.



CLOVERLAKE

WHIPPING CREAM

29¢



BETTY CROCKER
LAYER
CAKE MIXES

2 1

ASSTD. FLAVORS 18 OZ. BOXES

Appetizers

SHURFRESH POTATO

Chips TWIN PACK **69¢**

HOLSUM THROWN STUFFED MANZ. 5 OZ. JAR **69¢**

SHURFRESH WHOLE SWEET 22 OZ. JAR **69¢**

FISHER MIXED 13 OZ. CAN **\$1 09**

LINDSAY MED. PITTED 16 OZ. BOX **69¢**

SUNSHINE HI-HO 16 OZ. BOX **69¢**

NABISCO ASSTD. SNACK 8 OZ. CTN. **39¢**

SOUR CREAM CLOVERLAKE 8 OZ. CTN. **39¢**

Dips



ASSORTED FLAVORS
SHURFRESH ICE CREAM

89¢

HALF GAL. CTN.

Holiday Fixin's

SHURFRESH SALAD **89¢**

SHURFINE RED MARASCHINO **Cherries** 4 OZ. JAR **29¢**

BOND **Stuffing Mix** 8 OZ. PKG. **45¢**

JOHNSTON FROZEN **Pie Shells** 2 CT. PKG. **49¢**

SHURFINE FROZEN HALVES **Strawberries** 10 OZ. CTN. **45¢**

BIRDSEYE TOPPING **Cool Whip** 9 OZ. CTN. **59¢**

SWANSON FROZEN CHICKEN **Livers** 8 OZ. PKG. **49¢**

Traditional Treats

SHURFINE CRANBERRY WHOLE OR STRAINED

Sauce 16 OZ. CAN **33¢**

BRUCE'S **Cut Yams** NO. 3 SQUAT CAN **45¢**

HUNT'S-HALVES **Pears** 2 15 OZ. CANS **89¢**

SHURFINE TINY SWEET **Peas** 17 OZ. CAN **43¢**

Baking Needs

NESTLES MORSELS CHOCOLATE

Chips 6 OZ. PKG. **49¢**

LIBBY PUMPKIN PIE **Mix** NO. 2 1/2 CAN **59¢**

PURE VEGETABLE **CRISCO SHORTENING**

1ST **3 \$1 89**

3 LB. CAN THERE-AFTER REGULAR PRICE

COCA COLA OR **DR. PEPPER**

32-OZ. Returnable **27¢**

MIX 'N MATCH SUNKIST NAVAL **ORANGES** 4 LBS. FOR **89¢**

OR WASHINGTON GOLDEN DELICIOUS **APPLES** **89¢**

CALIFORNIA LARGE ZIPPER SKIN **Tangerines** LB. **29¢**

HONDURAS **Cocoanuts** EA. **59¢**

CALIFORNIA GREEN PASCAL **Celery** LB. **15¢**

YELLOW SWEET **Onions** LB. **9¢**

PORTALES U.S. NO. 1 **Yams** LB. **19¢**

LONG SLICERS **GREEN CUCUMBERS** LB. **25¢**

BANANAS GOLDEN RIPE **10¢**

LB.

WALNUTS LARGE ENGLISH **49¢**

LB.

KRAFT CRACKER BARREL **Sticks** MILD-MELLOW. SHARP-EXTRA SHARP 10 OZ. PKG. **99¢**

BAKER'S ANGEL FLAKE **Coconut** 14 OZ. PKG. **89¢**

KRAFT MARSHMALLOW **Cream** 7 OZ. JAR **39¢**

ELLIS NEW CROP-HALVES OR PIECES **Pecans** 6 OZ. PKG. **79¢**

KRAFT MINIATURE **Marshmallows** 10 1/2 OZ. PKG. **39¢**

SCHILLING POULTRY **Seasoning** 1/4 OZ. CAN **29¢**

Holiday Dairy Values

PHILADELPHIA CREAM **Cheese** 8 OZ. PKG. **39¢**

WHIPPING CLOVERLAKE **Cream** HALF PINT **29¢**

SHURFRESH CORN OIL-QTRS. **Margarine** LB. **69¢**

SHURFRESH SOFT **Margarine** LB. **69¢**

PARKAY MAXI-CUP SOFT **Margarine** LB. **79¢**

PILLSBURY CLOVERLEAF **Dinner Rolls** 8 OZ. CAN **43¢**

PILLSBURY BUTTER SCOTCH-PEANUT BUTTER OATMEAL WITH RAISIN-OATMEAL WITH CHOCOLATE CHIPS-PEANUT BUTTER WITH CHOCOLATE CHIPS **Cookies** ROLL **79¢**

Tender Crust, 12 Count Package **BROWN & SERVE ROLLS**

3 FOR \$1 00

SHURFINE **SLICED BEETS** NO. 303 CANS

3 FOR 79¢

SPECIALS GOOD DECEMBER 23-28, 1974

THRIFTWAY
426 N. MAIN HEREFORD
A BETTER WAY TO SAVE



20 VALUABLE COUPON 20
NO. 51618
GOLD MEDAL **FLOUR** 5 LB. BAG **79¢**

WITH THIS COUPON VOID AFTER DEC. 24, 1974
THRIFTWAY FOOD STORES

20 THRIFTWAY 20

THE FACES OF... CHRISTMAS

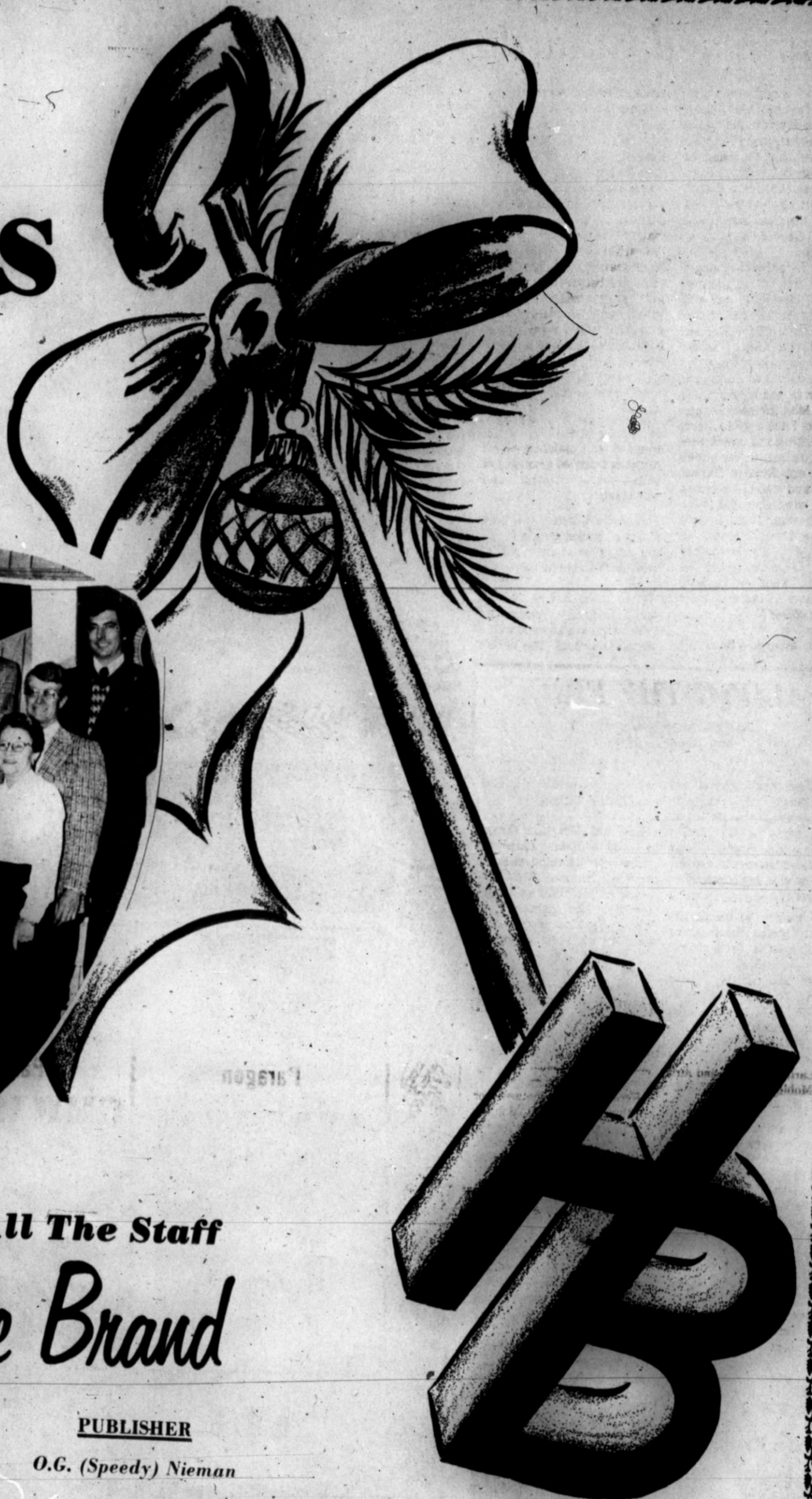


The magical world of Christmas sparks a unique light in the eyes of children around the world. Timothy three year-old son of Mr. and Mrs. James Pankey, typifies the special joy and wonder of the holiday season.

The Hereford Brand
Section B
Hereford, Texas, Sunday December 22, 1974

MERRY CHRISTMAS

And A Happy, Prosperous New Year



To You And Yours From All The Staff

At *The Brand*

EDITORIAL

Bobby Templeton, News Editor
Sue Coleman, Women's Editor

Dan Welty
Sandy Inman
Kerri Womble

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Lynn Brisendine, Manager
Ken Richardson
Julie Koenig

BOOKKEEPING & CLASSIFIED ADV.

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Delight Williams

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Pam Kendrick

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Dennis Collins
Wade Ohlig
Danny Collins
Marc Strange
Jim Lyles
Carla Farran
and all the carrier boys.

HEREFORD BRAND, INC.

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Duggan-Allen Marriage Conducted Saturday

A pair of candelabra and a large bouquet of yellow gladiolas and yellow daisy poms were decorations used Saturday in the wedding ceremony of Miss Elizabeth Ann Duggan and Danny Gene Allen of Dalhart.

The marriage was performed in First Christian Church with the Rev. Gene Brink, pastor, officiating.

The bride is the daughter of Mr. and Mrs. W.R. Duggan, north of Hereford, and the bridegroom is the son of Mr. and Mrs. Gene Allen of Dalhart.

Miss Yvonne Duggan served her sister as maid of honor and Vance McGee was best man.

The bride and bridegroom's sisters, Miss Brenda Duggan and Miss Sandra Allen, were candle lighters and ushers were Willis Dean Duggan, the bride's brother, and Richard Barker.

Mr. and Mrs. Dorman Duggan sang principal selections, Because, There Is Love and The Lord's Prayer, accompanied by Mrs. Joe Hacker.

Given in marriage by her father, the bride wore a floor-length gown of peau de soie and re-embroidered Venice lace over bridal taffeta.

It was designed with a high

neckline, empire waist, bishop sleeves and a semi-A-line skirt. Ruffles and lace trimmed the yoke cuffs, and hemline of the dress which had an attached chapel train.

Her shoulder length bridal veil of imported illusion was attached to a Juliet cap of matching lace and seed pearls. She carried a nose gay of yellow sweet-heart roses, white daisy poms, and babybreath trimmed with white streamers. The bride's honor attendant wore a long fitted yellow dress with a bolero top of brown and yellow silk print on a white background. It was fashioned with flare sleeves.

To complete the ensemble, she wore a yellow picture hat trimmed with matching velvet ribbon and carried a nosegay of yellow daisy poms and babybreath.

The bride's sister, Miss Lisa Duggan, invited guests to the registry table at the reception held in the church fellowship hall.

Miss Debbie Lindsey served punch from the refreshment table which was covered with a white satin cloth. The bride's

bouquet was used as a centerpiece.

Miss Pat Scoggins served the three-tiered bride's cake. A lacy church window pattern decorated the bottom layer of the cake, bride and bridegroom figurines were placed between the second and third layers and yellow roses topped the cake.

Miss Teresa Allen, the bridegroom's sister, served the bridegroom's chocolate sheet cake trimmed with yellow hearts with the couple's name inscribed.

Other members of the houseparty included Mmes. Elmo Hall, Buel Monroe and Bill Page.

Leaving for her wedding trip, the bride wore a three-piece powder blue knit suit and brown accessories. Her white orchid corsage was a gift of the bridegroom.

The couple will be at home after Thursday at Dalhart.

The bride was a senior student at Hereford High School where she served on the student council and was a member of Leo Club. She also was chosen Simms Lion's Club sweetheart while attending HHS.

The bridegroom attended West Texas State University after graduation from Dalhart High School.



Mrs. Danny Allen
...nee Elizabeth Duggan

Miss Zinser Is Shower Honoree

A bridal shower honored Jane Zinser, bride-elect of Gary Rice of Seattle, Saturday afternoon in the home of Mrs. Billy Wayne Sisson. The couple will marry Friday evening.

Receiving guests with Miss Zinser was her mother, Mrs. Frank Zinser Jr. Both were given corsages from hostesses. The honoree's sister, Diana Zinser, presided at the registry table and Mrs. Dan Welty and Betty Hodges served refreshments.

A red cloth overlaid with net and appliqued with red and gold ornaments covered the table and a Christmas arrangement of red holly, Christmas balls and greenery was used as the centerpiece.

Hostesses for the holiday shower were Mmes. Wilbur Gibson, Clarence Betzen, George Ritter, Walter Kuper, Joe Reinauer Sr., Andrew Kersten, Ray Frye.

Also Mmes. Leo Witkowski, Garland Solomon, Glen Wilson, Merlin Kaul, James Jesko, Charles Hoover, Ewald Berend, Bill Brady, Joe Hacker, J.E.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

McCathern and Clifton Robinson. Approximately 50 guests were present.

Page 3B
PACKING CANDIES AND COOKIES FOR MAILING
Wrap candies and cookies carefully for mailing. Gwendolyn Ciyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, cautions. Then cushion them for traveling with shredded newspaper or a filler like puffed cereal or unbuttered-unsalted popcorn.



Guess who's wishing you a wonderful Christmas season? May the festive spirit be yours throughout the holidays and after!
Dairy Queen
801 Park Ave. 364-0578

ALONG THE FRIO

By MRS. OWEN ANDREWS
Brand Correspondent

Christmas parties have been the highlight of community activities the past week. An all church party is this Friday evening at Frio Baptist Church with refreshments and entertainment to be for members and guests.

Two Sunday School classes met at Casons Steak House Tuesday evening, for a supper. Those attending included Messrs. and Mmes. Harlan Barber, D.F. Yandell, J.E. Warrick, Olin Parris, Billy Warrick, T.L. Sparkman Jr., Clark Andrews, Floyd Cole, Earnest Harder, Lon Conner, Mrs. Carlton Dobbins and Mrs. H.M. Mobley.

Mrs. Homer West, Donna and Linda of McAllen were to arrive during the weekend for a weeks Christmas visit with her mother, Mrs. B.H. Baldwin and others of the family. West was planning to come the first of the week for a shorter stay with the family.

Rev. and Mrs. Lon Conner entertained church deacons in their home on Tuesday evening for a time of visiting and refreshment.

Visiting Mrs. Carlton Dobbins Saturday evening, were her brother, C.R. Scott and Mrs.

Scott of Abilene and also Mrs. Joe Scott of Dimmitt.

Rev. and Mrs. Lon Conner attended a family Christmas gathering of her relatives at the home of an aunt, Mrs. Roy Miller and Mr. Miller on Sunday evening. Her parents, the Wayne Appings of Floydada were among those attending.

Mrs. Floyd Cole, Beverly Cole and Nelle Miller spent last weekend at Childress. They went especially to help Mrs. Coles granddaughter Shelley celebra her first birthday with the Herman Vinsons.

Here the first of the week for bird hunting were Mrs. Mobleys brother-in-law, J.W. Taylor and his son-in-law, John Brittan, both of Odessa. They visited the Mobleys also.

The regular Christmas Eve program and tree with Santa appearing is to be again this year. It is held in the Fellowship room at Frio Baptist Church and friends and community neighbors are always invited along with church members and guests.

Rev. and Mrs. Lon Conner expect to visit his parents, Mr. and Mrs. Eddie Conner and brother Guy in Amarillo on Christmas Day.

Realism Reflected at Christ's Birthplace

In the Middle East, where Christ lived, Christmas has a touch of realism. The patriarch comes from Jerusalem with a troop of cavalry in gorgeous array. The service lasts from 10 p.m. until long after midnight.

After the reading of the gospel the clergy and congregation leave the church and journey to the Grotto of the Nativity.

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

Did you know that winter colds and other respiratory ailments can be the result of dry home atmosphere?

Christmas Greetings

We're not just spinning our wheels when we say we hope you have a great Yuletide season. Greetings to all!

Swedes CYCLE SHOP

510 Myrtle 364-0325

GIBSON'S PRICES Slashed

<p>Paragon CHRISTMAS ORNAMENTS Reg. 97¢</p> <p>1/2 Price G.D.P.</p>	<p>Paragon CHRISTMAS BALLS Reg. \$1.17</p> <p>1/2 Price G.D.P.</p>
---	--

While Supply Lasts

Unbeatable Value!!

35-LITE DOUBLE FLASHER
Twinkling Light Set
Factory pre-tested. If one goes out, others stay lit. 2 extra bulbs.

While Supply Lasts! **1/2 Price G.D.P.**

ALL CHRISTMAS DECORATIONS IN STOCK

1/2 Price

While Supply Lasts

PRICES GOOD THRU SAT. DEC. 28th

INDOOR REPLACEMENT BULBS

Size C-7 1/2
5 in Box
Multi-colored. PKG. OF 5

1/2 Price G.D.P.

CHRISTMAS TREE STAND

Made entirely of steel. Baked enamel finish. Large size water container.

1/2 Price G.D.P.

Wedding Vows Exchanged In Afternoon Ceremony

The marriage of Miss Angela Sullivan of Lookeba, Okla. and Frank Cerda was solemnized at mid afternoon Saturday in Temple Baptist Church, where bouquets of white gladiolas and paired candelabra based in green foliage made a background for the wedding party.

The bride is the daughter of Mr. and Mrs. Monroe Sullivan of Lookeba, and the bridegroom's parents are Mr. and Mrs. A.C. Cerda, 214 Avenue H.

The Rev. J.L. Bozeman, pastor of the church, conducted the ceremony in which Charles Sullivan of Lookeba gave his sister in marriage. Her maid of honor was Miss Carolyn Hernandez, aunt of the bridegroom, and best man was his brother, David Moya.

Another brother, Johnny Moya, and a cousin, Americo Gamez, served as ushers. Steve Cerda and Alvin Sullivan lighted candles before the ceremony. Young members of the wedding were Cindy Valdez, daughter of Mr. and Mrs. Joe Valdez, flower girl, and Jackie Sullivan, son of the Larry Sulfivans, ring bearer.

Miss Leslie Euler sang pre-nuptial solos, More and Twelfth of Never, accompanied by Miss Joan Waters, pianist who also played traditional marches.

Sheer crystalline over bridal satin made Miss Sullivan's gown, trimmed in French lace sewn with seed pearls. Lace overlaid the empire bodice, formed a panel on either side of the skirt and was appliqued on the train. The illusion veil was bordered in rose-patterned lace.

Her headpiece of dainty wax flowers was an import from Mexico. Her only jewelry was a pearl drop necklace accenting the portrait neckline of her gown. She carried roses in a cascade arrangement.

In a style similar to the bride's gown, a blue nylon satin

dress was worn by her attendant. Her bouquet was of blue and white cushion pompons.

The couple received good wishes of guests at a reception in the church fellowship hall immediately after the wedding. Miss Ann Valdez served the bride's cake while Miss Rose Valdez ladled punch at a table laid with white lace. Across the front of the table, the cloth was caught in swags held by three blue bows.

Miss Linda Betzen invited

guests to register.

Leaving on a trip to Oklahoma City, Mrs. Cerda had changed to a navy blue pantsuit and pinned on a corsage taken from the bride's bouquet.

The couple will be at home at 210 Short Street. The bride is a graduate of Lookeba High School and Cerda is a mid-year graduate of Hereford High.

Wedding guests from other cities, in addition to members of the bride's family, were Mr. and Mrs. Manuel Cerda of Odessa.



Mrs. Frank Cerda
...nee Angela Sullivan
(Bradly photo)



Mr. and Mrs. Homer Garrison
...toast their anniversary

Anniversary Is Marked At Party

With a wedding anniversary coming near Christmas, Mr. and Mrs. Homer Garrison have a double reason for the holiday party they give almost every year at their home, 126 Cherokee.

As usual, some longtime friends from other cities were included as guests at this year's party Thursday evening. Supper was served buffet style with Mrs. Garrison's mother, Hazel Davis, assisting the host couple.

Candles burned in red cups on stems of varying heights, circled at the base with holly leaves, to center the buffet table. Fat red candles set in

greenery added their glow to that of the log fire in the living room, where poinsettias in bloom were placed on tables.

There was a glittering tree in the large front windows, a green wreath with red balls on the front door and lights across the edge of the roof facing the street, while more colored lights in backyard trees were glimpsed from the dining room.

Mrs. Garrison wore a simply-cut dress in shades of pale green sparkled with metallic threads. Guests from out of town included the Elton Wilsons, Jack Kunzes and I.V. Cooks of Plainview, Mr. and Mrs. Jack Wilkinson of Tulsa.



Observe Anniversary
Mr. and Mrs. F.Y. Moreman were honorees on their Golden Wedding anniversary Tuesday at a family dinner in their home, 214 Aspen. Daughters of the couple and their husbands who joined in the celebration are Mr. and Mrs. Frank Robbins of Frio community, Mr. and Mrs. Glenn O. Edwards of Commerce. Moreman and Miss Daisy Scott of Hollis, Okla., were married Dec. 17, 1924 at Hollis and came to Deaf Smith County in 1930. Moreman farmed north of Hereford until 1950.

Mill Whole Grains At Home

In case you haven't noticed the growing popularity of health foods and the trend toward back-to-basics cooking, it's here. Researchers say the health food market has expanded rapidly in the past several years.

Nature's whole grains—wheat, rye, oats, corn, rice, buckwheat and barley—can now be milled right in your kitchen. You can bake crisp and tender loaves of yeast bread, cookies—rich with fruit and nuts, cakes or any other "from scratch" recipe. And, the home-milled flour supplies an abundance of natural vitamins and minerals.

Families who love home baking and like to share the pleasant chores involved in the preparation of good food will find the KitchenAid new grain mill mixer attachment an indispensable kitchen tool. Designed for use with KitchenAid mixers, the grain mill encourages recipe innovations, giving each cook the opportunity to "mix and match" a variety of grain to create unique recipes—uniquely their own.

The grain mill is both simple in design and easy to clean—important when grinding involves several types of grain. Consistency of flour can also be regulated.

Most grains are available at health food stores or granaries.

Buttermilk Corn Bread

- 2 cups corn meal
- 3/4 teaspoon salt
- 1 teaspoon cream of tartar
- 1/2 teaspoon soda
- 3 tablespoons brown sugar
- 1 cup buttermilk
- 2 eggs
- 1/4 cup liquid shortening

Mix corn meal, salt, cream of tartar, soda and brown sugar together thoroughly. Set aside.

Beat eggs on medium-high speed of mixer for about 30 seconds. Add buttermilk and beat on medium speed for 30 seconds longer.

Add dry ingredients and liquid shortening to egg mixture. Mix on low speed of mixer until ingredients are combined.

Pour into a greased 8 x 8-inch pan and bake at 425°F for 20 minutes or until done.

Yield: 16 2-inch squares.

Variation: Substitute 1 cup whole wheat flour for 1 cup of the corn meal. Proceed as directed.

Santa Claus

While some in this country choose not to observe the Santa Claus tradition at Christmas, which is their privilege and not to be criticized, for most American children Christmas Eve is a magic night unmatched for the rest of the year.

How many have tried to stay awake Christmas Eve night, to hear Santa land on the roof? How many have left food by the fireplace? How many have thrilled to the marrow at a glimpse of him, in red and white? How many millions of letters have gone out to him, of childish hopes for wonderful toys and fun?

If it can't last, and it can't, if it isn't real life, and it isn't, it is nevertheless a magic time of joy and excitement and wonderful anticipation for youngsters, and even more reward for parents. For young and old the sweet memories never die—and help keep the home a nostalgic, loved centerpiece in our long ago and memories.

Christmas Eve

In many countries of the world December 24th is as much fun as the 25th. In England Christmas carols are sung on Christmas Eve. In Scandinavia and in many American homes a family dinner the afternoon of the 24th ushers in Christmas.

The custom of lighting candles (now lights in most cases) in windows on Christmas Eve originated, in this country, in Boston. The Santa Claus legend comes from Germany but it has been expanded and changed in America, with greater emphasis on toys for children. And Christmas Eve night, of course, is the high pitch of anticipation for millions of youngsters.

Many churches have special Christmas Eve services. Some church choirs still go about singing carols on Christmas Eve.

The great Christmas rush, unfortunately, reaches its hectic climax for millions of parents on the 24th. If one can plan ahead and enjoy a leisurely Christmas Eve, it can bring as much pleasure, fulfillment and reward as the 25th.

23rd ANNIVERSARY AT COWAN JEWELERS Downtown
Give your children something they can't lose or break this Christmas—U.S. Savings Bonds, the ongoing gift with a future.
Southwestern Bell under new scrutiny.



May He Whose birth we celebrate at this joyful season, bless you with every happiness now & always!

HANDY HUT
Open 7-11 7 Days a Week
817 W. Park 364-6761

Anthony's



STOCKING STUFFERS

Slendo CONTROL PANTY
This great pair of panty hose features ribbed control panty that gently firms and trims tummy and hips plus luxuriously sheer multi-filament legs. 82% Nylon/18% Spandex. Petite, Average, Tall. Beige, Taupe, Sunset, Coffee and Off-Black.
\$1.49

MEN'S JIFFIES SLIPPERS
So easy to slip into... so easy to enjoy.
"Squire" men's corduroy slipper that is machine washable with outdoor sole in Whiskey, Blue and Red. **\$5.50**
"Footnote" men's crushed velvet slipper with outdoor sole and completely washable in Red, Blue, and Brown. **\$6.**

MEN'S ORLON CREW SOCKS
We have a complete selection of the new Fall, Holiday and Spring colors Orlon and Stretch Nylon socks with Spandex crew tops to coordinate with all his great looking outfits. One size fits 10 to 13.
3 PAIRS \$2.

BLITZ HACKER
Great little Christmas gift. 4-way Rotary Chef with stainless steel blades. Safety chop anything you want.
\$3.98



Downtown & Sugarland Mall

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

perry's COUPON SPECIALS

BRING THESE COUPONS BACK INTO OUR STORE THE DAY AFTER CHRISTMAS AND SAVE MONEY. HURRY! QUANTITIES ARE LIMITED. COUPON SALE BEGINS DEC. 26

<p>perry's</p> <p>100-CT. BAYER ASPIRIN</p> <p>81¢ Void After Jan. 2, 1975</p> <p>COUPON</p>	<p>perry's</p> <p>10-OZ. VASELINE INTENSIVE CARE LOTION</p> <p>76¢ Void After Jan. 2, 1975</p> <p>COUPON</p>
<p>perry's</p> <p>LISTERINE ANTISEPTIC</p> <p>77¢ Void After Jan. 2, 1975</p> <p>COUPON</p>	<p>perry's</p> <p>D-CELL SIZE ONLY BATTERIES 2 BATTERIES PER PACKAGE</p> <p>29¢ Void After Jan. 2, 1975</p> <p>COUPON</p>
<p>perry's</p> <p>ASSORTMENT PICTURE FRAMES</p> <p>67¢ Void After Jan. 2, 1975</p> <p>COUPON</p>	<p>perry's</p> <p>CONTAC COLD CAPSULES</p> <p>1.09 Void After Jan. 2, 1975</p> <p>COUPON</p>

LOOK! EVERY COUPON IS WORTH BIG SAVINGS TO YOU DURING THIS SPECIAL SALE
EVENT COUPONS VOID AFTER JANUARY 2, 1975

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Small Talk

By SUE COLEMAN

IN THE first place, here's wishing everybody in the county and its neighbors a very Merry Christmas, with joy and peace and hope and all the other attributes of this special season.

BIRTHDAYS at Christmas time are seldom properly celebrated because things are in too much of a dither over the big holiday. As one with a birthday early in the month I can vouch that the occasion is likely to get short shrift, with cards and gifts inscribed "Happy Birthday and Merry Christmas".

But one downtown merchant hardly has reason to complain of a near-Christmas birthday being ignored. Shoppers Friday couldn't help seeing those big banners in the windows at Glenn's Footwear saying "Happy Birthday Hazel - From Bea and Susan." A nice thought of the employees.

Still closer to Christmas, Mae Fralin has a birthday Dec. 24 and I don't quite know whether to wish her a Happy Birthday or offer condolences.

OF ALL the beautifully dressed women (and some men!) seen at holiday parties this month, I remember best

Juanita Brown's soft pink silk gown printed in an oriental flower design and styled with a definite eastern air, and Faye Holt's moss green velvet trimmed with rows of tiny gold studs.

THOSE exciting parties are still going on and will probably last through New Year. Saturday afternoon there was a Christmas tea at the Edgar Lemons home on Oak, with Rosemary Shook, Helen Lee, Susan Robbins, Merle Clark and Beverly Wagner as hostesses.

The decorative lighting that won first place in Hereford's Holiday Lighting Contest this year guided guests to the beautiful home of Thelma and Virgil Marsh when they held open house Saturday evening.

Holiday decoration was just as striking indoors, making a gala setting in the living room, dining room, den and upstairs recreation room which were all filled with friends sharing the season's merriment.

At the Archie Dwyers' house on South Main, members of the Community Players and friends enjoyed a buffet supper Saturday, again surrounded with colors and symbols of the holiday.



Good Citizen Honored

Special guest at the local DAR Chapter's Christmas tea this week was Debbie Klechak, Hereford High senior chosen Good Citizen of 1975 to receive an annual award. She is pictured left

with Mrs. Steve McWhorter, chairman of the award committee. At right are Sue James and Mrs. Earl Holt, tea hostesses in the Holt home.



A Christmas party at the A.T. Griffin home entertained Ise-Ta-Yo Group on their regular meeting day, Monday.

Girls present were April Holly, Laura Martin, Janelle Coupe, Brenda Brown, Tanya Willson, Becca Gibson, Karen Drake, Jennifer Griffin, Sherri Whitaker, Lynette Rhoten, Lynn Garrett, Linda Walker, Karla Driskill, Lesley Metz and Kerry Hacker.

Christmas gifts were completed by the Happy Face Bluebird group at their Christmas party recently held in the home of Darla Duggan.

For entertainment at the covered dish dinner, holiday songs were sung and Julie Culp told a Christmas story. Business discussed during the meeting included the groups service project which was

completed with the help of Ma-W-Je-Ya Horizon group.

The horizons assisted the bluebird group in making Christmas decorations which were donated to the special education class of Shirley Elementary School and to the Mental Health Mental Retardation Center.

Officers this year include Karri Vinton, president; Darla Duggan, vice-president; Tracy Shepherd, secretary. Other members are Juli Culp, Staci Clifton, Kelly Lindsay, Angella Roddy, Becky Ruland, Shashma Rhodes, Lori Tijerina and Sandra De Los Santos.

Despite the short routes and quick cures, there's no easy way to anything that is worth very much.

Party Given Music Pupils

Frosty the Snowman set the theme for a Christmas party that was combined with a recital by voice and piano pupils of Joe Ella Canlier Saturday afternoon. The party is an annual holiday event in the teacher's home.

Each student performed two or more numbers with a Christmas theme. Carol singing and an exchange of gifts followed.

Hot mulled cider and homemade holiday sweets were served from a table centered with a snowman and other seasonal decorations.

Those giving the program were Jennifer Canlier, Mendy Tatum, Juanita Kelley, Shelley Gentry, Scott Gentry, Sonya Hacker, Shavon Sisson, Shawn Frye, Melisa Tatum, Susan

Schlabs, Melinda Tatum, Sabra Hacker and Janette Schlabs, all of Hereford, and Shannon Parr of Friona.

MADDOX REOPENS CAFE ATLANTA, GA. -- Lester Maddox, who lost his bid for a second gubernatorial term, returned to the restaurant business when he opened a new integrated eatery.

Good Citizen '75 Is DAR Guest

Chosen DAR Good Citizen for 1975 in Hereford High School, Debbie Klechak was honor guest at the Christmas tea of Los Ciboleros Chapter, Daughters of American Revolution, in Mrs. Earl Holt's home Thursday afternoon.

Her mother, Mrs. Kenneth Klechak, was also introduced when the annual award winner was presented by Mrs. Steve McWhorter, chairman of the award committee. Each year the local chapter selects a Good Citizen from Hereford High School seniors, basing the award on participation in school and community activity.

Mrs. B.E. Roberson was another guest at the meeting and Mrs. Charles Holt was a new member. The program was given by an out-of-city guest, Mrs. Glenn Reeve of Friona.

Dolls which she has dressed in replicas of wedding gowns worn by the 16 brides married in the White House, were shown as she gave descriptions of the weddings, bits of history current at the time of each wedding, and information about each bride. Mrs. L.W. Norvell, chapter regent, poured coffee and was

assisted by Sue James and Mrs. Holt, hostesses, in serving refreshments from the table which repeated holiday colors that brightened the entire house.

Members at the tea included Mmes. Jess Robinson, J.J. Durham, V.O. Hennen, T.J. Carter, Carroll Newsom, Jack Gilliland and Stan Knox.

TURKEY STUFFING SECRET "Loose" is the word for good turkey stuffing, according to Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service.

"Stuffing swells as the turkey cooks, so go easy on adding broth even if you want the stuffing moist, because it takes up moisture from the turkey. Also, don't stuff the turkey until time to roast it."

Over 500 Watches to select from COWAN JEWELERS Downtown

THE HOME GAME

By VIRGINIA TRUAX

FLOWER FLAIR -- Fresh flowers in the house are a real treat during the holidays. To lengthen the life of your luxurious blooms, cut the stems on the diagonal with a sharp knife and dip them in salt!

BANANA BRAVOS -- Need a quick dessert during these busy, busy days? Try this: Peel and cut 4 firm bananas in half. Place in shallow baking dish and spoon 2/3 cup sour cream over them. Sprinkle with 1/3 cup brown sugar. Place under broiler until tender and lightly browned. Served with those homemade Christmas cookies, this makes an elegant finale for four people.

Over 500 Watches to select from COWAN JEWELERS Downtown

Your yard will become a sanctuary for birds if you keep a well filled feeder. Birds that feed on insects will love a suet ball.

Festive Footwear For Christmas Giving

Nifty, new fashion footwear, comfort cushioned and styled to please. A fun-and-fancy-free gift for the lady in your life!

Daniel Green LEISURE FOOTWEAR

"SONORA"

Use your Bank Americard or your Master Charge

Black Bone \$11.00

Gattis Shoe Store
In Sugarland Mall
OPEN TIL 9 EACH EVENING UNTIL CHRISTMAS

WE ARE QUITTING BUSINESS!

We Will Close Our Doors

At 6 P.M., Dec. 24.

ONLY 2 DAYS LEFT!

50% OFF!

EVERYTHING IN THE STORE!

Terms:

Cash - All Sales Final

Hereford Hardware

216 N. Main

Comings And Goings At King's Manor

by FAY GAUGEL

Our own Miss Lillie Hostetter of Westgate was the honoree at a party celebrating her one hundredth birthday Dec. 15 at Westgate.

Hostesses were Members of First Christian Church, Woman's Fellowship president is Mrs. Wynelle Robinson. Others were Mmes. C. Ora Cockrell, Fern Ford, Grace

Coombes and Joe Williams.

A fabulous gift a robe was draped over Miss Lillie in her chair. (The weather was chilly). The hostesses helped friends to be recognized or introduced. The affair was a come and go tea lasting only an hour.

Miss Lillie's remarks were all along the lines of her life having

been a good one. King's Manor has never had a more worthy V.I.P.

Last Sunday's Brand carried an article telling of Miss Lillie's life in detail.

We wish to thank the Hereford Lions for being so gracious and generous to us on Thursday evening when we were guests at

a fabulous banquet. We are always deeply impressed with the Civic and philanthropic goals you set and reach in a marvelous way. We were fortunate in having the community Singers under the capable baton of Bill Devers. There was pin dropping attention from the second the lights were turned out. We were reminded that Christ and the Fine Arts is much more than a status symbol volume lying carelessly on a coffee table. We heard celestial Glorias and saw Madonnas as we closed our eyes and opened ears and hearts to Christmas.

Thanks to seven Kiwanians who came with their families to decorate King's Manor Christmas Tree. President Hoelscher led some Christmas songs as Dan Welty played the piano. In record time the tree was decorated and wired before one could say "Merry Christmas" or "Ho! Ho! Ho!". They served us refreshments and were on their way.

Thanks to two groups who caroled up and down our halls, the Big Brother group and a crowd from the Presbyterian Church with the inimitable Jane Gulley leading.

Sixth graders of St. Anthony's School, about 20 in number, gave a program directed by their teacher, Sister Mary Fernanda. Mrs. Allen Evers Accompanied at the piano.

Renee Pagett as the Virgin with babe was elevated in mid-stage. The girls were angels robed in white Grecian costumes. Each child carried a letter of the alphabet.

They formed and recited an acrostic using the letters PRINCE OF PEACE. Then the girls surrounded Mary, hailing her as they bowed and pantomimed around her with graceful gestures of adoration.

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

They sang Silent Night in English, then in Spanish. We thank these friends for the program.

Repeat
A man telephoned his doctor, asking him to come as quickly as possible. "My wife has appendicitis."

The doctor retorted: "Nonsense! I took your wife's appendix out three years ago, and I never heard of anyone having a second appendix."

Calendar of Events


FRIDAY
Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.
Duplicate Bridge Club, 309 Western, 7:30 p.m.

SATURDAY
Story hour for children, grades 1-4, Deaf Smith County Library, 10 until 11 a.m.

Bonn and London agree to market summit.

Double GUNN BROS. Stamps

the home of THRIFT-Prices



WE WILL CLOSE AT 7 P.M. ON CHRISTMAS EVE AND WILL REMAIN CLOSED CHRISTMAS DAY...

MERRY CHRISTMAS TO ALL OUR FRIENDS FROM THE FOLKS AT THRIFT-IDEAL FOOD STORES!

Prices Effective thru Tuesday, December 24, 1974.
None sold to dealers.
Limit rights reserved

EMPIRE BRAND

Young Turkeys

16 TO 20-LB. AVERAGE

LB. **49¢**

SHENENDOAH BONELESS

Turkey Roast

DARK MEAT, IN 4-LB. BOXES

LB. **79¢**

MEADOWDALE HICKORY SMOKED

BONELESS Hams

WHOLE... 7 TO 9-LB. ABG.

LB. **\$1.69**

ALL GRINDS... LIMIT 1 CAN WITH \$5 OR MORE PURCHASE



Folger's Coffee..... \$ **1.08**

1-LB. CAN

EMPIRE BRAND

10 TO 14 LB. AVG.

Non Turkeys... LB. **55¢**

SWIFT'S BONELESS, WHITE & DARK

3 TO 5 LB. AVG.

Turkey Roast... LB. **99¢**

SWIFT'S

3 TO 5 LB. AVG.

Turkey Breasts... LB. **\$1.19**

BAR-S FULLY COOKED

Boneless Hams... HALF OR WHOLE LB. **\$1.99**

baking needs...



Crisco

3-LB. CAN **\$1.68**

LIMIT 1 WITH \$5.00 PURCHASE...

MEL-O-CRUST BROWN 'N SERVE

DINNER ROLLS

QUICK 'N EASY TO SERVE... WITH HOME-BAKED FLAVOR!

PKG. OF 12 **32¢**

DEL MONTE CUT

GREEN BEANS... 16-OZ. CANS **3 83¢**

DEL MONTE WHOLE

Green Beans... LIMIT 6 3 1.00

DEL MONTE SEASONED... 16-OZ. CANS

Beans... LIMIT 6 3 89¢

DEL MONTE LIMIT 6 16-OZ. CANS

Sweet Peas 3 89¢

DEL MONTE LIMIT 6 16-OZ. CANS

Fruit Cocktail 2 73¢

CAMELOT ENRICHED

FLOUR

LIMIT 1 WITH \$5.00 OR MORE PURCHASE

5-LB. BAG **66¢**

SEMI-SWEET CHOCOLATE

NESTLE'S MORSELS

12-OZ. PKG. **78¢**

OCEAN SPRAY JELLIED OR WHOLE

Cranberry SAUCE

15-OZ. CANS

FOR **2 69¢**

fresh dairy...

Whipping Cream

FAIRMONT FRESH **32¢**

thrift-t special!



CAMELOT WHOLE

Sweet Potatoes... 16-OZ. CAN **48¢**

KRAFT MINATURE

Marshmallows... 10-OZ. BAGS **2 69¢**

CAMELOT HALVES OR SLICES

Cling Peaches... 3 16-OZ. CANS **1.00**

HUNT'S

Pear Halves... 15-OZ. CAN **36¢**

CAMELOT WHOLE

White Potatoes... 16-OZ. CAN **28¢**

BLACKBURNS

White Syrup... 32-OZ. BTL. **72¢**

CAMELOT STUFFED 7-OZ. JAR

Manzanilla Olives **78¢**

LINDSAY PITTED LARGE

Ripe Olives... 15-OZ. CAN **56¢**

KLEENEX BOTIQUE ASSORTED

Paper Towels... JUMBO ROLL **46¢**

CAMELOT GRADE A QUARTERED

BUTTER... 1-LB. CTN. **88¢**

FAIRMONT

Sour Cream... 12-OZ. PKG. **52¢**

CAMELOT

Gouda Cheese... 8-OZ. PKG. **77¢**

KRAFT, PHILADELPHIA

Cream Cheese... 8-OZ. PKG. **38¢**

CAMELOT MILD

Longhorn Cheese... 16-OZ. PKG. **78¢**

EAGLE BRAND

Condensed Milk... 14-OZ. CAN **44¢**

TOM THUMB

Pecan Pieces... 6-OZ. PKG. **77¢**

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

Between-Holidays Foods Can Be Special Eating

COLLEGE STATION — As the holiday pace slows a bit, the hostess with imagination and leftover energy can make the week between holidays a special one — with some different ideas.

Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, offers these suggestions for between-holidays eating.

WHIPPED PARMESAN SWEETS

1 cup grated Parmesan cheese
2-3 (2 lb.) medium sweet potatoes
Salt

Cook potatoes in jackets 30-45 minutes, or until tender. Peel and cut in 1/4-inch thick slices. Deep fry in 375 degrees fat until lightly browned. Drain, shake on Parmesan cheese and sprinkle with salt. Serve immediately. Makes 4-6 servings. Or, to prepare ahead, deep-fry potato slices partially or until just golden. Drain on

absorbent paper. Just before serving, re-fry chips about 1 minute, or enough to brown and proceed as above.

GREEN RICE

1/4 cup thickly sliced onions
3 tablespoons salad oil
1 cup uncooked rice
1/4 cup minced bell pepper
1/4 cup minced parsley
2 cups of chicken stock
1 teaspoon salt
1/4 teaspoon pepper
Cook onions in salad oil until soft, but not brown. Add

remaining ingredients, put into a 2-quart baking pan with cover or use foil. Bake at 350 degrees in gas oven for about 30 minutes. Toss lightly with fork before serving. Serves 6.

CONFETTI RELISH

1 No. 2 can sauerkraut
1 can bean sprouts
1 can French-cut green beans
1 cup chopped bell pepper
1/4 cups chopped onion
1 7-oz. can whole pimientos, chopped
1 cup grated carrots

Drain everything-marinade for 24 hours in 1 cup vinegar 1 cup oil, 1 cup sugar. Keeps indefinitely!

FOR LEFTOVER TURKEY
Cream the cut-up turkey, add a bright touch of pimiento. Mix up waffle batter using 2 cups biscuit mix and adding a cup of whole kernel corn. In no time: creamed turkey on hot corn waffles.

BROILED SHRIMP APPETIZERS

1 cup shredded sharp Cheddar cheese
1 teaspoon Worcestershire sauce

1 1/4 oz. can shrimp, shredded
2 teaspoons cream
one-third cup sour cream
2 teaspoons grated onion
Melt cheese in a saucepan over very low heat. Add cream and Worcestershire sauce and mix well. Remove from heat and add shrimp, sour cream, and grated onion.
Spread on toasted bread cut in squares, diamonds, or rec-

tangles and brown under the broiler. Serve at once-topped with small pieces of pimiento if desired. Makes enough for about 2 dozen small sandwiches.

HOT SPICED EGGNOG

While eggnog is readily available, take advantage of its tasty goodness and serve it as a snack with crackers or butter cookies...or for company with thinly sliced fruit cake.

To make 6 servings: combine 1 1/2 cups dairy eggnog, 1/4 cup milk, 1 stick cinnamon and 1/4 teaspoon of cloves in a saucepan. Heat just to the boiling point. Pour into cups and

top with sweetened whipped cream and freshly ground nutmeg.

EGGNOG FRENCH TOAST

A toast to the hostess who serves "Eggnog French Toast." She dips baker's raisin bread slices in dairy eggnog and skillet fires them in hot shortening. What a treat for a holiday brunch!

PEPPERED NUTS

Saute one pound pecan-nuts in a little butter. Add teaspoons Worcestershire sauce, a dash of Tabasco, salt and white pepper. Toast in oven at 300 degrees F. for about 10 minutes. Serve hot.

Sun.. Mon.. Tues..

with \$2.50 or more purchase...

AGAR FULLY COOKED

Canned Hams

IN 5 TO 8-LB. CANS

\$1.39 LB.

LOUISIANA GULF

Jumbo Shrimp

21 to 25 PER LB.

\$2.89 LB.

BUTCHER BLOCK BEEF

Rib Roast

LARGE END OF BEEF RIB

\$1.09 LB.



Boneless Pork Roast

BUTCHER BLOCK PORK SHOULDER CUTS **\$1.09** LB.

CENTER LOIN CUTS **\$1.19** LB.

Pork Loin Roast.....

OSCAR MAYER FULLY COOKED

Boneless Hams

HALF OR WHOLE LB.

\$2.19

WILSON'S FULLY COOKED

Boneless Hams

HALF OR WHOLE LB.

\$2.09

OSCAR MAYER

Cooked Ham..... **\$1.59** 4-OZ. PKG.

BUTCHER BLOCK BEEF

Arm Pot Roast

BEEF CHUCK LB.

99c

VIRGINIA REEL

Pork Sausage

1-LB. PKG.

\$1.29

VIRGINIA REEL

Pork Sausage

3-LB. PKG.

\$2.57

WILSON'S SMOKED

Pork Chops

CENTER RIB CUTS LB.

\$1.49

PEELED AND DEVEINED

Camelot Shrimp

12-OZ. PKG.

\$2.49

OSCAR MAYER

Sliced Bologna

12-OZ. PKG.

\$1.19



CHOCOLATE ICE CREAM

Ice Cream

CAMELOT ALL FLAVORS 1/2-GAL. CTN.

89c

WILSON'S HICKORY SMOKED

Sliced Bacon

1-LB. PKG.

\$1.39

OSCAR MAYER

Canadian Bacon

5-OZ. PKG.

\$1.59

OSCAR MAYER

Little Smokies

5-OZ. PKG.

83c

OSCAR MAYER PURE PORK

Link Sausage

5-OZ. PKG.

\$1.49

OSCAR MAYER SLICED LOAF

Ham & Cheese

5-OZ. PKG.

\$1.09

frozen foods...



BIRDS EYE DESSERT TOPPING

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LIMIT 1 WITH \$5.00 OR MORE PURCHASE

9-OZ. CTN.

52c

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SLICED STRAWBERRIES

10-OZ. PKG.

38c

CAMELOT

Orange Juice

6-OZ. CANS

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Dinner Rolls

PKG. of 24

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MEADOWDALE WHOLE KERNEL

Golden Corn

3 10-OZ. PKGS.

89c

MEADOWDALE

Sweet Peas

3 10-OZ. PKGS.

89c

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STYLE

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ALL VARIETIES

13-OZ. CAN

58c

CAMELOT LIQUID

Antacid

12-OZ. BTL.

78c

FOR UPSET STOMACH

Alka-Seltzer

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58c

YORK

Aspirin

BTL. of 100

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REG. or WITH IRON

Liquid Similac

13-OZ. BTL.

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LET US FILL YOUR PRESCRIPTION NEEDS IDEAL DRUG STORE PHONE 364-6861

fresh produce

EXTRA FANCY RED DELICIOUS

APPLES

GREAT FOR CHRISTMAS STOCKINGS... **4 LBS. \$1**

CALIFORNIA NAVEL

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4 LBS. \$1

U.S. NO. 1 SOUTHERN

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4 LBS. **\$1**

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2 6-OZ. BAGS **29c**

IMPORTED NUTS

Brazils

LB. **89c**

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Onions

2 LBS. **23c**



Melinda Watts



Nancy McDonnell



Beverley High

Coeds May Enter Title Contest

Entry in the Miss Hereford Pageant will remain open through the holidays for girls at home from college, and the list is expected to be complete by Jan. 24 with names of those who will compete Feb. 15 for the title of Miss Hereford or Miss Teenage Hereford.

Mrs. Glenn Watts, chairman of entries, and Mrs. J.W. Robinson, chairman of the pageant steering committee, invite interested girls or their parents to discuss entry requirements or any question about participation in the annual pageant which is sponsored by the Women's Division, Deaf Smith County Chamber of Commerce.

The Hereford pageant has been scheduled earlier in 1975 than previously, so the girl chosen as Miss Hereford will have additional time to prepare her talent presentation for the Miss Texas Pageant next summer, in which she will compete at Fort Worth.

Judging is based on talent as well as appearance in formal dress and bathing suit, also personality and poise shown in meetings with out-of-town judges. The local pageant is staged in Hereford High School auditorium and Roy Faubion will be master of ceremonies again this year.

Among entries already accepted are three talented high school misses, Beverley High, Nancy McDonnell and Melinda Watts.

A senior this year and captain of HHS Pep Squad, pretty Miss High is the daughter of Sylvia Mae High, Route 1. She is a member of the Soul Patrol and lists soul and rock as her favorite types of music. Singing, dancing and cooking are her favorite things to do.

She participates in track at Hereford High, enjoys watching football and basketball and being an involved young person.

Nancy is the charming daughter of Mr. and Mrs. R.B. McDonnell, 120 Kingwood. She is also a senior and has received awards for dancing and performance in gymnastics. In fact, her dancing ability qualifies her for teaching and she says she finds her pupils both challenging and exciting. She likes rock music, skiing, swimming and cooking as well as dancing, and when she has spare time for outdoor activities she enjoys trampoline, riding bikes, tennis and — more dancing.

Petite Melinda Watts is a high school junior, the daughter of the Glenn Watts. School activities and friends add to her zest for living which she exercises in hobbies of riding horses, piano, singing, skiing on either snow or water, tennis and sewing.

She has received awards for music and track, and leadership ability is demonstrated in offices she has held in Student Council, FHA, Choir and Drill Team.



Story Hour Santa

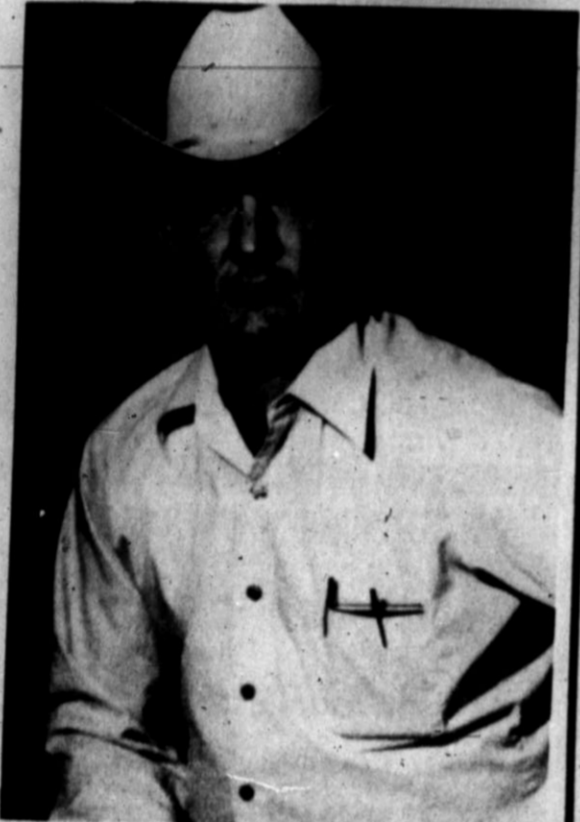
One of the many appearances made by Santa Claus this week to visit groups of children, was at Deaf Smith County Library at the weekly story hour for pre-schoolers. Some of the crowd of youngsters, eager to assure Santa they have been good and to remind him of their Christmas wants, surrounds him here.



FRUITCAKE CONTAINS CARROTS. Brandy, fruits and chopped nuts go into this Christmas fruitcake, but grated carrots make it something different, according to Agriculture Commissioner John C. White. A slice is just the thing to serve guests, and a whole cake makes a perfect gift.

PROPERTY ENTERPRISES 205 S. 25 MILE AVE. HEREFORD, TEX. 79045 364-6633

Virgil Slentz Sells Insurance At Property Enterprises



- Vehicle
- Livestock
- Homes
- Farm Liabilities
- Crop

Commission Has Annual Celebration

Texas Employment Commission employees held their annual Christmas party recently in Reddy Room of Southwestern Public Service building.

E.G. Travis, district director of Texas Employment Commission, and his wife of Amarillo, and Kay Manz of Canyon were recognized as guests.

Present at the dinner were Messrs. and Mmes. Lester

Rape, Orval Galley, Joe Bradley, Glenn Gripp, Joe Lyons and Bud Kelley; also Robert Gordon.

British bills to curb I.R.A. become law.

Israel Premier doubts Ford-Brezhnev formula.

Crope reports endanger U.S. food aid.



Holiday Greetings

from all the gang at North Plains Printing.

We wish you a Merry Christmas and a very prosperous New Year!

O.G. Nieman President

- Wayne Taylor Ricky Castenda Ray Rodriguez
 Sherry Davis Nanah Braly Gay Garrison Raul De La Paz
 Casper Morales Frank Torres III
 ...and Kelly Daniels (not pictured)

North Plains Printing

SPECIALIZED OFFSET PRODUCTION OF NEWSPAPER PUBLICATIONS

Members Given Junior Club Awards

Every member of the Johnson Junior Gardeners carried out all projects set for this year, so each received a reward at the December meeting in Hereford Garden Center Wednesday afternoon when Allen Almanza was given the cash award for high point total.

When records of the young gardeners were checked, they revealed that no one failed to complete the projects of growing vegetables, flowers and sunflower seed, and entering an exhibit in the junior section of Hereford Garden Club's flower

show. Three tied with 119 points in the scoring, but Almanza earned a bonus point for maintaining a terrarium for more than a year. His sister Anita and Marie Schillings divided second place awards, LeAnn Dobbs scored third and Debbie Brown fourth.

Cash prizes were given them by Hereford Garden Club, which sponsors the juniors. Their leaders, Mrs. Ray Johnson, gave prizes for special projects, won by Marie Schillings for her 45-pound

pumpkin, Anita and Allen Almanza for growing the most sunflower seeds to feed birds.

She also presented a dollar bill to each of the other members to reward them for completing the year's work.

Mrs. A.J. Manjeot gave prizes for first places in gardening, won by Marie Schillings for vegetables, Anita Almanza for flowers and Allen Almanza for rock gardens. Debbie and Linda Brown placed second as flower growers, LeAnn Dobbs for her rock garden.

THE HOME GAME

by MARY FUREY CRYMES

FRAME-UP — Gingham checks or calico prints look smashing over small picture frames. Use a quick-dry white glue that dries clear and remember to pull the fabric tight. Or, use the fabric as a mat for small pictures and paint the frame with a coordinated color. Marvellous accent for informal rooms, and great gift or bazaar idea.

STRIP TEASE — Redecorating before Christmas? New wallpaper looks much smoother when you remove the old paper first. If you're using the boiling water method, apply the water with a paint roller, but don't forget a drip cloth to catch that icky overrun. For smaller areas, use a half-and-half solution of hot water and vinegar. Apply with a sponge until paper is saturated and can be scraped off.

Tradition Has It That Yule Tree Began in Egypt

The Christmas tree, now almost a universal symbol, probably came to America from Germany, although tradition has it that Christmas trees originated in Egypt. The palm tree is supposed to put forth a branch every month, and a spray of this tree, with 12 shoots on it, was used in Egypt.



Busy Gardeners

Goals set for the year by the Johnson Junior Gardeners were met by all club members, who received awards this week. Top winner was Allen Almanza, who is given his prize, top photo, by Mrs. O.G. Hill Sr., while his sister Anita and Marie Schillings wait for runner-up awards. In center are, from left, Debbie and Linda Brown and LeAnn Dobbs; in lower photo, Mrs. Johnson is shown certifying by two members recognized for completing goals.

CALORIE COUNTDOWN

SUSAN DUFF MASTRO

SOUL-SATISFYING BREAKFASTS

Most nutritionists contend that people should spend about one-quarter of their daily allotment of calories on breakfast. I think that dieters can and sometimes should eat even more than this in their morning meal. A really fulfilling breakfast can last well into the day and help you to eat less later on. Plus, hearty early eating can be burned up more efficiently during the day's activities — before-bedtime eating is the worst for pound-counters as most of us know, and even a too-large supper doesn't allow much time for us to use the calories consumed before we go to sleep. Since 1,000 calories a day is a very good reducing allotment, let's explore some soul-satisfying breakfasts that take up about a third of this or 330 calories.

How about pancakes — yes, pancakes! You can have a yummy pancake breakfast for 330 calories. Here's how: Have two four-inch pancakes (60 calories each), one tablespoon butter or margarine divided between the two (100 calories), a tablespoon of maple syrup (that's 60 calories — or less, if you like the low-cal brands now on the market), four ounces of orange juice (50 calories), and a cup of black coffee (with artificial sweetener if you like). Now, that's a nice way to start the day. It almost makes you forget you're on a diet at all.

Or, how about a fried egg sandwich? Fry two eggs (80 calories each) in a Teflon pan with one tablespoon of butter or margarine (the eggs will only absorb half the calories, i.e., 50), scrunch the eggs between two slices of gluten bread — toast if you like — (that's 35 calories a slice, or 70 altogether), and enjoy it with a six-ounce glass of tomato juice (35 calories) plus a cup of coffee with a tablespoon of skimmed milk (6 calories) and artificial sweetener if you like. That totals up to 321 and can make you feel sinfully self-indulgent.

Breakfast can and should be as filling to your stomach as it is fulfilling to your soul. Try one of these morning menus and see how interesting diet breakfasts can be.



Gracias a toda mi apreciable
Clientela 1974 Felice Navidades

ALEX'S CITY
BARBER SHOP

419 N. Main Open this Sunday
Monday and Tuesday 364-9001



CHRISTMAS Greetings

We hope the holidays ring in the best of everything for you!

At this joyous time, we'd like to take the opportunity to thank you for your loyal patronage throughout the past year — we look forward to serving you again in the years to come.

From all the gang at

DICKIES RESTAURANT

Delicious Food in a Friendly Atmosphere

West Hwy 60

364-6901

Resident Has Special Treat While On Visit

Mrs. Reuben McGilvary Sr. has returned from a pre-Christmas visit with her daughter and family, the Jerry Colliers of Ft. Worth, that included attendance at the senior piano recital at the grand-daughter, Cindy Collier, at Texas Wesley College.

Assisting the young pianist was her sister, Christy, a TWC freshman. The two girls played as duets to end the recital, a

piano concerto by Saint-Saens and Danzon Cubano (Copland). Futher assistance was given by brothers, Kyle and Kent, who turned pages of music for the pianists.

Miss Collier played as solos a Grieg sonata, Romanze (Schumann), Impromptu (Schubert) and two Debussy selections, La Fille aux cheveux de lin and La cathedrale engloutie.

The latter piece was also presented at Dallas when the two sisters, both members of Sigma Alpha Iota at TWC, attended a state meeting of the sorority.

Mrs. Collier is the former Mary Helen McGilvary of Hereford, remembered for her interest in music while she attended Hereford High and later when she was a music major in McMurry College at Abilene. She is now a piano teacher. The family is widely acquainted here from visits with relatives.



Proud Of Granddaughter

Mrs. Reuben McGilvary, left, was in Fort Worth recently to attend the senior piano recital of her granddaughter, Cindy Collier, at Texas Wesleyan College. She stands with the young soloist and her mother, Mrs. Jerry Collier, who is the former Mary Helen McGilvary of Hereford.

gift boxes need no ribbon—come in many smart design

You've spent weeks making super jellies for Christmas giving, but they'll never shine under the tree because they've been hustled into an old shirt box which is bulging at the sides.

For all the nimble fingers that need boxes ready to go, American Greetings has a clever new answer.

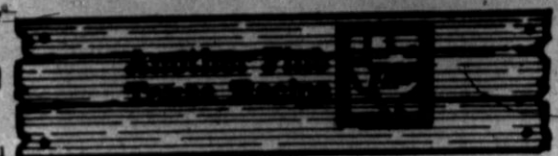
They're decorated gift boxes that need no ribbon or wrapping paper and are ready to be presented just as soon as they're folded into shape.

The boxes are available in square, rectangular, concave, stocking and hexagonal shapes in a variety of sizes to hold everything from jelly jars to homemade cookies and candies, handmade pillows, wool mittens and scarf sets to shirts and sweaters. The de-

signs on the boxes include Holly Hobbie children a Holly's version of Santa stuffing his toy bag at coming down the chimney.

One charming box features a child reading in bed—a girl on one side, a boy on the other—with appropriate toys on the sides. A 16-1/2 high "toy soldier" box can be used to disguise something special for the men in the house—regardless of their ages. The decorative box can hold everything from bottles to ties and folding umbrellas.

Specially for boys and girls there is a friendly pink and green bear whose body forms the package proper. And for almost everyone on your list there is a parcel post package "tied" in string and "stamped" for delivery.



WHOLE WHEAT BREAD

1 package active dry yeast
1 1/2 cups lukewarm water
1 1/2 cups milk
1 1/2 tsp. salt

3 Tbsp. brown sugar
3 Tbsp. shortening
6-7 cups unbleached whole wheat flour

Disolve yeast in lukewarm water. Scald milk and pour in large bowl. Add salt, brown sugar and shortening to scalded milk. Stir until sugar dissolves. When milk mixture has cooled to lukewarm, add yeast mixture. Gradually add whole wheat flour, stir well after each addition as whole wheat flour absorbs water slowly. When dough is stiff enough to handle, turn it onto a floured board and knead thoroughly, gradually adding as much of remainder of flour as necessary. Try to keep dough soft by kneading in only enough flour to keep it from sticking. All-purpose flour can be used when kneading. Place dough in well-greased bowl and let rise 2-3 hours or until doubled in warm place. Punch down and shape into 2 loaves. Place in greased 9x5-inch loaf pans and allow to rise until almost doubled, about 2 hours, still keeping dough warm. Bake at 325 degrees for 1 1/2 hours, or until loaves sound hollow when tapped with fingers. Remove from pans and cool on wire rack.

Endorsement

"Pa, what is flattery?"
"Flattery, my son, is having somebody else tell us the nice things we have always thought about ourselves."

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

Women's Credit Is Outlined

COLLEGE STATION — Credit granted to either a husband or wife is the sole responsibility of that person as of August, 1973, in Texas.

New legislation passed recently by the U.S. Congress also bans "Discrimination against any applicant on the basis of sex or marital status—with respect to any aspect of a credit transaction," says Doris Myers, family resource management specialist with the Texas Agricultural Extension Service.

The new law passed in congress also includes a section on fair credit billing. The credit card holder has the right to stop making payment for items that prove defective without being subject to suit for the entire amount owed.

"But the amount must be more than \$50 and the purchase must be made in the same state or within 100 miles of the buyers' home. Also, the buyer must first try to resolve the problem at the store," Mrs. Myers said.

She pointed out that this section of the law also requires a business firm to reply within 30 days when a consumer complains about a billing error. The firm then has 60 days to correct the error or explain in writing why the bill needs correction.

"On the same subject, a business firm may not issue an unfavorable credit report because a customer fails to pay a disputed bill until the company has complied with the law on replies, and the customer has had at least 10 days to pay the disputed bill," she continued.

And if the customer replies within the 10 day period that the amount is still in dispute, the company must include that information in any unfavorable credit report.

Under this new law, customers are allowed 14 days to make payment on the disputed bill without additional finance charges being assessed. Turning to other sections of the new law, Mrs. Myers said that a store must either refund upon request or credit a customer's account for any excess payment made.

"Also, a buyer of real estate must be given a complete statement of all closing costs at the time a mortgage commitment is made," she said.

The sections of the law passed by the U.S. Congress will become effective in October, 1974.

Christmas Creche Has Tradition

We do not know when the first creche was set up as a tableau to illustrate the nativity, but church records indicate that St. Francis of Assisi received special permission from the Pope to reconstruct the scene in the Bethlehem stable.

Today the crib, surrounded by figurines of the Holy Family, the Three Wise Men, shepherds, angels and farm animals, is to southern Europe and Catholic countries what the brightly decorated Christmas tree is to America.

In the Southern Hemisphere Christmas is celebrated in mid-summer heat. They will have the traditional turkey dinner. Families often go to the seashore or the hills for a picnic.



Our Stores Will Be Closed Christmas Day So That Our Employees May Enjoy The Holiday With Their Families!

TURKEYS

Manorhouse Grade 'A' (OVER 10 lb.) **53¢** lb.

SAFeway STOCKS ONLY GRADE 'A' TURKEYS!

BONELESS TURKEY ROASTS

Manorhouse-Light & Dark.....	2 lb.	\$1.30
Manorhouse-All White.....	2 lb.	\$2.00
Manorhouse-Light & Dark.....	3 lb.	\$3.00
Checkerboard Farms-Light & Dark.....	1 lb.	\$2.00
Checkerboard Farms-All White.....	1 lb.	\$3.30
Checkerboard Farms-Light & Dark.....	2 lb.	\$3.00

HONEYSUCKLE TURKEYS

Self Basting Grade 'A' (OVER 10 lb.) **59¢** lb.

MANORHOUSE TURKEY

With Dressing and Gravy 3 lb. 6 oz. **\$3.79**

Young Ducklings .99¢	TURKEY BREASTS Safeway Self Basting \$1.29	Fryer Gizzards <small>Low Price!</small> .79¢
Baking Hens <small>Manorhouse Grade 'A'</small> .59¢		Fryer Livers <small>Low Price!</small> .99¢
Turkey Hindquarters .49¢		Turkey Wings <small>Low Price!</small> .59¢

The very foods for a

Frozen Foods For The Holiday!

PUMPKIN PIE 24-oz. 49¢	MINCE PIE 24-oz. Size 69¢	GREEN BEANS Town House! 29¢ <small>16-oz. Can</small>	MANDARIN ORANGES Town House! 33¢ <small>11-oz. Can</small>	TOWN HOUSE CORN Whole Golden! 29¢ <small>17-oz. Can</small>	DREAM WHIP Topping! 53¢ <small>3 1/2-oz. Box</small>
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Safeway's Jolly Fresh Dairy Items!

WHIPPING CREAM Lucerne! 29¢ <small>1/2 Pt. Ctn.</small>	JOYETTE MELLORINE 69¢ <small>1/2-GAL. SIZE</small>
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WHIP TOPPING Party Pride 49¢ <small>9-oz. Tub</small>	ORANGE JUICE Scotch Treat! 5 \$1 <small>6-oz. Cans</small>	CRANBERRY SAUCE Ocean Spray! 39¢ <small>15-oz. Can</small>	BUTTER-ME-NOTS Mrs. Wrights SUPER SAVER! 4 9/10-oz. \$1 <small>Cans</small>	CRESCENT ROLLS Mrs. Wrights SUPER SAVER! 3 8-oz. \$1 <small>Cans</small>	CREAM CHEESE Lucerne! SUPER SAVER! 39¢ <small>8-oz. Pkg.</small>
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Over 500 Watches to select from
COWAN JEWELERS
Downtown

Joyce's Journal

Kitchen Gifts Prove Welcome At Christmas

by Joyce Shipp

WHAT would be more welcome than sweetmeats from the kitchen gaily wrapped and tied with Christmas ribbon? One-pound fruit cakes and larger, decorated with candied

fruits and nuts, and wrapped in cellophane are beautiful and most acceptable. A box of homemade jams, preserves or jellies put up in uniform jars and wrapped in

holiday attire would be hard to resist. Fill a clever cookie jar with luscious homemade cookies—decorated or plain. If you're good at baking yeast breads, make some Jule Kaga and loaves of bread. Wrap attractively and presto—your next door neighbor and other friends welcome your thoughtfulness. Aluminum foil is attractive for wrapping and protects gifts of food.

PACK cookies in decorative tins or gaily wrapped boxes. They will be gratefully enjoyed throughout the yuletide season. Homemade candies always make a hit. Make them several days ahead of time and pack in tin boxes. Bottles of homemade salad dressing are another idea for Christmas giving. If you have a pressure canner, can fruit cakes; then wrap cans and label.

Gala popcorn balls or popcorn and peanuts wrapped in colored cellophane and tied with bright ribbon are good gifts for children.

Plum pudding is a traditional Christmas goody. Include with the pudding suggestions for serving, plus a recipe of hard sauce to serve with the pudding.

AN IDEA for baking the plum pudding is to fill individual custard cups or a large casserole with the pudding mixture and bake. The folks will eat the pudding in a jiffy, but the cups and casseroles will pop back on their tables for years.

Other ideas for Christmas gifts are wooden bowls with Texas pecans and a nutcracker; a Mexican basket filled with colorful fruits and homemade sandwich spreads in little pottery jars. Canned chicken or other meats on your pantry shelf would make a lovely gift.

Jams, jellies, cakes, pies or whatever you decide to give from your kitchen will always be appreciated and you'll be remembered for a gift with its personal touch.

DATE-FILLED BARS

1 c. dates
1/2 c. sugar
1/2 c. water
1/2 c. nuts, chopped
2 c. flour
1/2 t. baking powder
1/4 t. salt
1/4 t. cinnamon
1/4 t. cloves
1/2 c. shortening
1 c. brown sugar, packed
1 egg, beaten

Combine dates, sugar and water in a saucepan. Cook over direct heat, stirring constantly until thick. Cool. Add nuts, flour, baking powder, salt, cinnamon and cloves. Cream shortening and sugar. Add egg. Blend in dry ingredients gradually; mix thoroughly. Spread half of dough in well-greased 12"x8" pan. Spread date mixture over dough in pan and cover with remaining dough. Bake at 375 degrees F. for 10-12 minutes. Cut into bars or squares. Yield: 3 1/2 dozen bars.

DATE LOAF

3 c. sugar
1 c. milk
1/4 c. white corn syrup
1/2 lb. pitted dates
1 c. chopped nuts
Cook sugar, milk, corn syrup and dates to soft ball stage (235 degrees to 240 degrees F.) Stir as needed to prevent burning. Remove from heat. Cool to 104 degrees F., which is just about lukewarm. Beat until it begins to harden.

ADD nuts and turn onto a damp cloth. Shape into a roll 2 inches in diameter. Let stand until firm. Cut into slices as needed. This candy may be stored for some time if tightly covered. Yield: 25-30 1/4" slices.

BUTTER TOFFEE

1/2 c. butter or margarine
2 1/2 c. sugar
1/4 t. salt
1/4 lb. blanched almonds or pecans, halved
2 squares unsweetened chocolate, optional

Melt butter or margarine in skillet; add sugar and salt. Heat slowly, stirring constantly to dissolve sugar. Mixture should turn a light brown; add almonds or pecans, stirring about 10 minutes or until nuts become light brown.

Pour immediately into well-buttered pan. If used, melt chocolate over hot water, then spread over surface of candy. Break into serving pieces when

SAND TARTS

7/8 c. butter or margarine
2 c. flour
1 T. water

DEVILED HAM DIP

2 3-ounce cans deviled ham
2 hard cooked eggs, chopped
2 T. diced pickle or pickle relish
1 t. horseradish
Blend ingredients until smooth. Chill before serving. Yield: 1 cup.

CHRISTMAS

It's the sinking, bubbling laughter of children placing glittery baubles on the Christmas tree... the spicy, wonderful odors of goodies wafting from the kitchen.

It's the bundle-laden shoppers rushing along a crowded street... passing glittering shop windows.

It's the warm handclasp and the feeling of love and friendship as families and friends come together.

It's church spires silhouetted against a starlit sky... and stained glass windows glowing in the twilight, welcoming the stranger.

It's the muted voice of old and young... joined together in one joyous, reverent song... a song that binds together hearts and hopes of America... whose message on the Star foretold: "Peace on Earth, Good Will Toward Men"

Let us be your Jewelry Gift source for every occasion

Cowan Jewelers

Downtown AMERICAN GEM SOCIETY

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

BONELESS HAMS

He-Man Brand Halves!

(5 to 6 lb.) lb. **\$1.59**

SLICED BACON

Smok-A-Ronpa!

2 lb. Pkg. \$1.97
lb. pkg. **99¢**

BONELESS ROAST

Beef Round USDA Choice Bottom!

lb. **\$1.19**

YOU FIND THIS SHIELD AT SAFEWAY!

USDA CHOICE

EVERY BEEF STEAK AND BEEF ROAST WE CUT AT SAFEWAY IS U.S.D.A. CHOICE BEEF!

Smoked Ham Shank Portion Water Added lb. 78¢	SLICED MEAT Safeway Brand 3-oz. Pkg. 39¢	Sausage Link Sausage Oscar Meyer \$1.29	SALAD SHRIMP 8-oz. Size 99¢	Boneless Steak USDA Choice Bottom Round lb. \$1.19	GROUND BEEF Regular 100% Beef lb. 78¢	Beef Steak Blue Marrow Steak lb. \$1.19	Chicken Fried Tenderloin lb. 89¢	Comy Dogs Little Boy Blue 89¢
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MERRY CHRISTMAS

GET IT TOGETHER AT SAFEWAY

PRICES EFFECTIVE THRU DEC. 24, 1974 IN

Green Beans 16-oz. Frisch Can 30¢	Paper Towels Truly Soft 100% Cotton 3-oz. Pkg. 49¢	Seasoning Crown Colony 43¢
Sweet Peas Town 17-oz. House Can 33¢	Paper Plates 100% Paper 11-1/2" Dia. 89¢	Pumpkin Spice Crown Colony 65¢
Asparagus Town House 8-oz. Can 43¢	Soft Drinks Crown Colony 2-qt. 59¢	Rubbed Sage Crown Colony 53¢

BROWN & SERVE ROLLS Mrs. Wright's **3 \$1** 12-ct. Pkgs.

FROSTING MIX Mrs. Wright's **49¢** 14-oz. Box

LAYER CAKE MIX Mrs. Wright's **49¢** 18 1/2-oz. Box

Health and Beauty Aids!

POLAROID FILM Type 108 Color Ea. **\$4.49**

KODAK FILM CX-126 12 Exp. Color Ea. **\$1.19**

WHOLE SWEET PICKLES Zippy! **69¢** 22-oz. Jar

THE FUNK & WAGNALL'S NEW ENCYCLOPEDIA!

ON SALE TILL DEC. 28! **\$1.99** Each

Seasoning 1-oz. Can **43¢**

Rubbed Sage 1-oz. Can **53¢**

Pie Spice 1 1/2-oz. Can **65¢**

Brown & Serve 3 1/2-oz. Pkg. **\$1**

APPLES Red or Golden Delicious! **4 lbs. \$1** for

ORANGES Sweet Sunkist Navell **5 lbs. \$1** for

CELERY Crisp Tender Stalks! **10¢** Ea.

WE ALSO HAVE DATES, COCONUT, CRANBERRIES, TANGERINES, PEARS, BRUSSEL SPROUTS, CORN, EGG PLANT, MUSHROOMS, PARSLEY, BAKING SQUASH, TURNIPS AND OTHER QUALITY PRODUCE ITEMS!

Red Grapes Empire For Salad 1/2 Doz. 29¢	Yellow Onions Mild 10 lbs. 10¢	Chestnuts Imported Italian 99¢
Yams Serve With Ham 4-oz. \$1.00	Broccoli Cauliflower 39¢	Peanuts Fresh Roasted 69¢
Potatoes Russet All Purpose Bag 89¢	Radishes Or. Onions 2 29¢	Azaleas Ass. Colors 6" Pot. \$4.98

ANGEL FOOD CAKE MIX Mrs. Wright's **76¢** 16-oz. Box

NEW CROP NUTS Almonds Brazils Filberts Pecans Walnuts lb. **79¢**

BEAUTIFUL POINSETTIAS Christmas Plants—6" Pot. Ea. **\$2.98**

CHRISTMAS CACTUS Salmon Color! 3" Pot. Ea. **\$1.49**



Mr. and Mrs. Raymond J. Betzen

Couple Is At Home

Mr. and Mrs. Raymond J. Betzen are at home at 1918 Breckon, Hobbs, N.M., after their recent marriage in St. Helena's Catholic Church of that city and a trip to Dallas, then a short visit in Hereford.

The bride was Miss Deedra Ann Razo, daughter of Mr. and Mrs. William D. Razo of Hobbs. Betzen is the son of Mrs. Agnes Betzen, 1101 Union, and Robert Betzen of Route 4.

Scott E. Brewer, former Hereford resident, was best man and Mrs. Bob Edwards of Lancaster matron of honor. Others from Hereford in the wedding party were the bridegroom's sisters, Misses Linda and Robin Betzen, bridesmaids; and his brothers, Francis and Jerry Betzen, groomsmen. Melvin Betzen was an usher.

Mrs. Betzen attended Mt. View Junior College at Dallas and New Mexico Junior College at Hobbs after graduating from Hobbs High School. Betzen, a Hereford High graduate, is employed with Commonwealth Theaters.

In addition to the bridegroom's mother, wedding guests from Hereford were Mr. and Mrs. Mike Betzen, Joyce Betzen, Wayne Betzen and Miss Sara Pesina.

Gaps of your Christmas list? Fill them with the gift that appreciates—Series E Savings Bonds.

Never base your opinion on a one-sided presentation of any subject—unless you want to be wrong.

Hereford's Authorized LONGINES-WITNauer DEALER

COWAN JEWELERS DOWNTOWN

Sights, Sounds, Scents Point Toward Christmas

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

BY CORINNE J. NEELY

Are you aware of the feeling and spirit of Christmas in the air? First we noticed its approach even before Thanksgiving by the hurry of the early shoppers and a few decorations about.

Then after "turkey day" the tempo increased in sights, scents and sounds. There is a feeling which is special at this time, not felt any other season. One finds it everywhere, in the home, the shops and on the streets.

Smiling faces of shoppers searching for gifts for their loved ones are much in evidence. The mood carries over into the many holiday activities, as parties, dances, meetings, programs, other social affairs and in the churches.

Whoever coined the phrase "Christmas is for children" was not all wrong because their excitement at this time can not be matched. Their bright, eager eyes and glow is seen as they run everywhere trying to see all they can in the stores.

Parents are kept busy with the smaller ones and the less small are heard to call out or even cry for a missing guide whom they have lost in the crowd.

Friends are seen visiting at coffee-breaks where they happily chat with one another. Usually they are accompanied by numerous bundles which show their errand of shopping. The "hail-well-thet!" feeling exists everywhere one goes.

Predominating in sounds is the roar of cars which hold the busy shoppers or social-goers. These mingle with a few harvest trucks or other farm pickups busy with their chores, permitted in these sunny days. In the shops, the hum of voices of clerks and buyers as

they discuss this and that as a suitable gift. Other voices are heard in greetings between shoppers — usually asking about families to be home for Christmas.

The merry pedestrians meet and greet or at least smile at one another, be they friend or an unknown, as they say "hello". This happens only at Christmas. The cold, crisp, sunny days of this year promote these salutations.

And music—it is very important, whether it is radio, records or piped-in kind. Many add new seasonal records each year to have a fine collection for the holiday weeks. Piped-in music is soothing in shops, banks and such locations. Radio music goes everywhere, cars, homes, trucks and even in hand. Some mail men wear their own car-phone sets, on their rounds. In homes, already there is the aroma of spicy cakes, mince-meat pies, cookies and other tasty things which can be prepared early. They set the scene for the coming feast of family and friends.

Later in the kitchen there will be other smells of turkey, ham, a prime rib roast, fresh pork or even a lego-lamb. Since the Christmas meal tradition has broken away from the turkey, there is a greater variety in meats served for the holidays. Supplementing the meat course will be a wide variety of vegetables. These range from

the most commonly used potato to the more exotic types, as artichokes. The vegetables will be cooked in enticing ways, often by a new recipe.

Other accenting odors in the home may be the fresh evergreen tree — unless this tradition gone modern is an artificial one. In this case, perhaps the fragrance will come from candles in pine, bayberry or one of many available scents.

Added essences are in the powders and perfumes worn by milady. Some of which may have been a gift since these are much favored gifts for her.

Even the men contribute with their scented colognes and shaving lotions. To these add the marmish odor of cigarettes or cigars. (But for the pipe smokers let them be out of doors before they light up!)

At evening time on the outside comes the whiff of drifting wood-smoke from fireplaces in the neighborhood. Some of these are scented too. The smoke hangs pungent in the cold night air and the out-for-a-stroll walker benefits most from this very special odor.

Every type of store has its own particular kind of scent. Often the essence is similar to mixed spices and in any case is always agreeable as it fits into its right place.

All of these along with your own mood can make Christmas

the most wonderful time of the year."

"On Christmas Eve, the story says, an enchantment falls upon the earth. It is a time when the Spirit of a newborn Child whose name is Love, possesses the world. The way to Christmas lies through an ancient gate,

patterned after a sheepfold and guarded by angels with star dust in their hair. It is a gate child-high, child-wide and there in a password: Peace on earth to men of good will. May you, this Christmas, become as a little child again and enter into His kingdom." Angelo Patri.



Choir Entertains Lions

The Hereford High School Mixed Choir, under direction of Don Moore, presented a special program of Christmas music to the Hereford Lions Club Wednesday at Civic Club Center.

The choir sang a variety of holiday selections, ranging from the classical to the traditional, and wound up with a swinging version of "Jingle Bells" and an inspirational presentation of "Silent Night". Ed Wilson was program chairman for the weekly luncheon meeting of the club.

President Wayne Lady announced the club would not meet on Dec. 25 or Jan. 1. Lions will not sponsor wrestling

matches at the Bull Barn again until Jan. 4. A number of guests and visiting Lions were recognized at the luncheon meeting. Lion Roy Faubion gave a report on activities of the Hereford Boxing Club, urging Lions to attend matches here Friday night.

Engagement Announced

Mr. and Mrs. Enrique Hernandez of 910 S. Schley announce the engagement of their daughter, Maria Teresa Arizola, to Richard Sierra, son of Mr. and Mrs. Mike Sierra of 325 Ave. E. The couple will marry Jan. 11 in First Christian Church with the Rev. Gene Brink officiating. The prospective bridegroom is a 1974 graduate of Cisco Junior College in Cisco and graduated from Hereford High School in 1972. (Bradly Photo)

4-H Club Greet Guests At Party

Special guest of Agren Draper 4-H Club at its Christmas party this week in Community Center was Mrs. Tom Draper, for whom the club was named. She was the speaker on the subject, Meaning Of Christmas. Games, a gift exchange and refreshments entertained 18 members, leaders and guests.

SHORTENING 'SWITCHES'
Butter, lard or hydrogenated shortening may be substituted for each other in a recipe successfully, if allowances are made for their differences in shortening power, one authority says.

Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, warns, however, that it's never a good idea to substitute salad oil in a recipe written for one of the hard fats.

Senate approves \$2.67-billion foreign aid bill.

Merry Christmas

Coming your way with greetings of the season! May it be lighted with both love and laughter!

KPAN
860 khz AM 106.3 mhz FM

Hear Christmas Music each night until midnight on KPAN - FM

Gifts Collected

Grooming items to be sent to Gristown were collected by La Plata Junior High Future Homemakers this month; some are shown by Staci Robinson and Vivian Martin. Other December activities included correspondence with pen pals at Gristown, making gifts for FHA grandmothers, a Christmas party for members and their guests and the monthly program when a film, I Have To Be Me, was shown.



We're drumming up lots of good wishes for our wonderful friends this holiday season. We'd like to thank you for your loyal patronage through the year. Greetings from

helen's

417 N. Main (closed Dec. 25, 26) 364-3221

Christmas has changed greatly since the time of Dickens but there's one thing that's still the same—the heartfelt greeting of friends to one another as they celebrate the festive season... "Have a very merry Christmas!"

Home Owned-Home Operated...

McGEE FURNITURE

511 N. Main 364-2586

ESPECIALLY THIS CHRISTMAS

WHEN VALUE MEANS SO MUCH



Gaston's BONUS CHECK

PAY TO THE ORDER OF _____ \$ _____

DOLLARS

SALE



After Christmas Prices
Before Christmas
Selection
Mon., Tues.,
Thurs., Fri., & Sat.
(Closed Christmas Day)



MEN'S CLOTHING DEPT.

Special Group
BETTER SUITS \$68-\$125
Values to '165

Special Groups Values to '95
SPORT COATS \$29-\$79

Better
DRESS SLACKS
Values to '28 \$9.90-\$19.90

Special Groups
Men's **SWEATERS** \$8.99

Values to '30
Special Group
DRESS & SPORT SHIRTS \$6.99

DRESS & SPORT SHIRTS \$9.99



BOYS DEPT.

Special Group
BOY'S PANTS \$6.99

Special Group
BOY'S SHIRTS \$5.99

Special Group
Boy's
WINTER COATS \$22.90
SPORT COATS

LADIES' RTW

Special Purchase
ACT III

SPORTSWEAR

- Pants
- Skirts
- Jackets
- Sweaters
- Shirts
- Shells

1 / 3 OFF

Pant & Dress
COATS \$48

New Colors Just Arrived
PANT SUITS \$19.90



JUNIOR DEPT.

Junior CO-ORDINATES

- Pants
- Skirts
- Jackets
- Sweaters
- Vests
- Turtlenecks
- Shirts
- Blouses

1 / 3 OFF

Junior
PANTS \$12.99

Junior
TOPS \$9.99



SHOES

Special Group
Men's & Young Men's

JARMAN CALUMET

Values to '28

- Ties
- Loafers
- Suedes
- Leathers
- Patents

\$15.99

Finest Quality

- Brands
- Amalfi
- Barefoot Orig.
- Thos Court
- Nina

SHOE DEPT.

Just In Time
For Christmas

Reg. \$30 to '42
NOW \$19.90

Reg. \$20 to '27
NOW \$12.90

Reg. \$30 to '35
NOW \$9.90

Our Finest Shoes In December • At Feb. Prices
Sorry No Refunds Or Exchanges

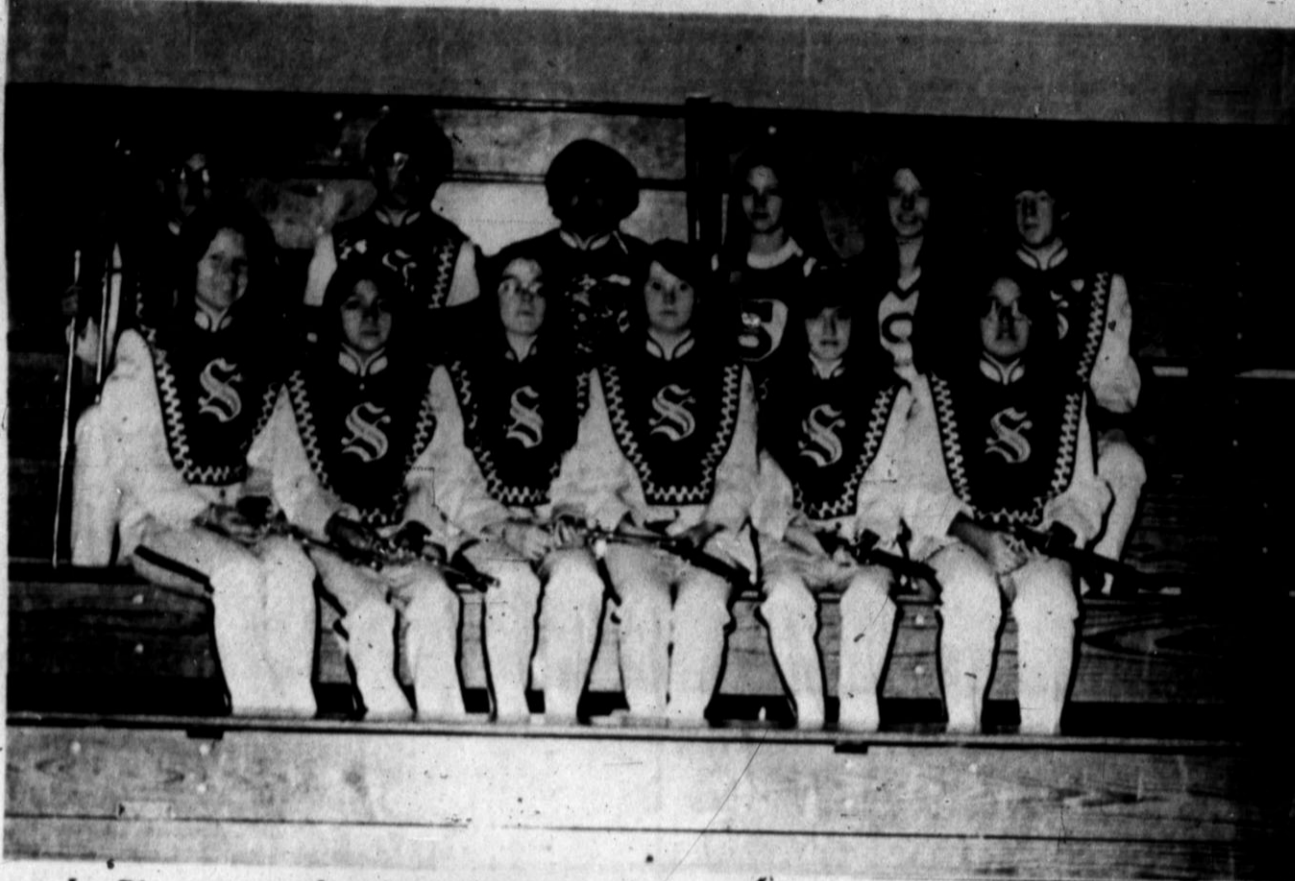
ALL NEW ELECTRONICS DEPT.

No.	Reg.	Sale
665	\$49.95	\$45.95
819	\$69.95	\$59.95
821GT	\$79.95	\$69.95
SSR8	\$149.95	\$75.00

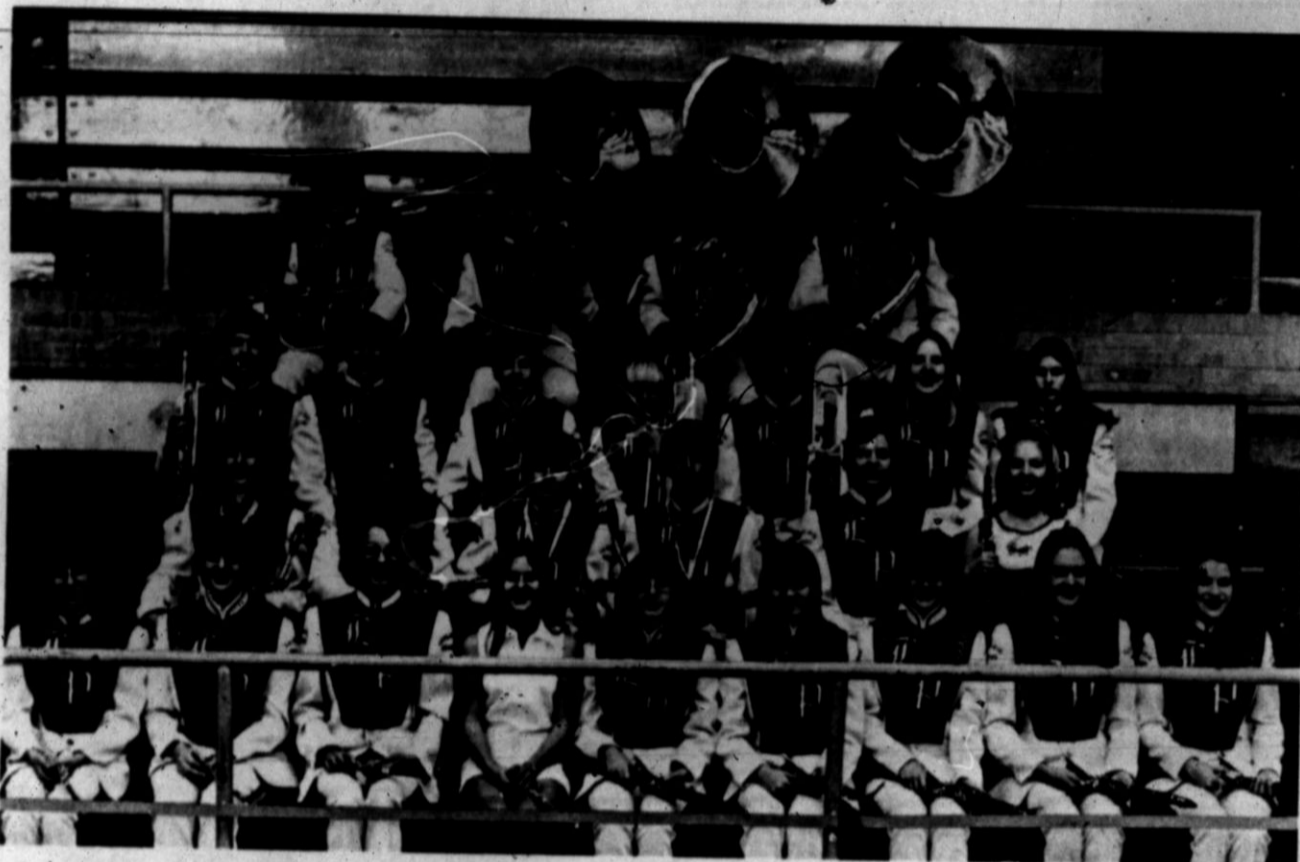


Savings
Up To

50%



La Plata All-Region Band Members



Stanton All-Region Band Members

Junior High Bandsmen In All-Region Band

Hereford's two junior high schools placed 43 musicians in the All-Region Honor Band during tryouts held in Amarillo's Benham Junior High recently.

Eighteen junior high schools were represented as band members tried for 96 places in the All-Region Band. The band will perform in Pampa January 11.

A day of clinic and practice will be held in Pampa Jan. 10, with the Junior High All-Region bands to perform the same day will include the 3 p.m. concert of the Class B and A bands, the AA class Band at 4 p.m. and the AAA-AAAA Honor Band to perform at 5 p.m. Hereford High School will have 14 members in the 5 p.m. concert.

Directing the Junior High All-Region Band will be J.R. McIntyre, Music Supervisor of the Odessa School System. McIntyre served as director of the Odessa Permian Band for a number of years, directing them to numerous honors.

Admission to the concerts will be \$1 for adults and \$.50 for students. The public is invited.

Members of the Stanton band who will perform in the All-Region Band are Sonja Hacker, first chair bassoon; Billy Bayne, clarinet; Elizabeth Marquez, clarinet; Susan Chambliss, clarinet; Kim Foster, clarinet; Margaret Brumley, clarinet; Donna Smith, flute; David Granada, french horn; Mary Agala, flute;

Steve Fortenberry, baritone; Chris Southward, trombone; Ronda Clark, flute; Stephanie Stringer, flute; Becky Landin, first chair clarinet; Kenneth Varner, horn; Lori Stienbruger, first chair bass clarinet; and Tonja Black, bass clarinet. La Plata band members performing with the All-Region Band are Cindy Ford, piccolo; Angela Hartman, flute; Judy Birdwell, flute; Staci Payne, flute; Zam Zimmerman, first chair oboe; Lee Kindsfather, clarinet; Becky McGilvary, clarinet; Denise Albracht, clarinet; Mary Kooser, clarinet; Rhenalea King, clarinet; and Debbie McPherson, clarinet. Also Lynn Mitts, clarinet; Joni Webb, alto sax; Vickie Christie, alto sax; Ricky Matchett, first chair tenor sax; Ryan Lawson, tenor sax; Vivian Martin, first alternate bassoon; Mitchell George, trumpet; Tony Melugin, french horn; Barry Friemel, trombone; Dale Rhoton, trombone; Mark Priest, first chair baritone; Mike Kerr, tuba; Dale Gibson, tuba; Todd Martin, first alternate tuba; and Rodney Caison, drum.

Duckwall's

OPEN EVENINGS TIL 9:00 P.M.

LAST MINUTE CHRISTMAS SPECIAL
ENTIRE STOCK OF CHRISTMAS TREES

4' Scotch Pines and
6' Scotch Pines **1/2 PRICE**

ENTIRE STOCK OF CHRISTMAS BOWS
Up to 25 Bows in a Package

1/2 PRICE

ENTIRE STOCK OF CHRISTMAS WRAP
Values up to \$2⁰⁰

1/3 OFF

Holiday happenings can start right at the top

As tinsel and glitter herald the holiday season, the party-going Ms. tosses her faded jeans aside, curls up her hair, and transforms her everyday "casual" look into something special.

Whether attending a tree-trimming get-together, or sipping eggnog at the season's ball, she'll look fresh and sparkling in soft feminine dresses that skim the ankle in softest jerseys or smoothest velvets, topped off with shiny party hairstyles.

Helene Curtis suggests this dressed-up "do" to capture many a festive eye. Hair sweeps up the crown into a swirling top knot, bangs are side-parted and smoothed softly to one side into delicate curls.

Or, for those who want to show off their long shiny

locks, hair is brushed to the shoulders, turned under at the ends and held back from a center part on each side with a sparkling barrette.

To keep all styles life-of-the-party best, Evernight Long Hair Conditioner is one of Santa's helpers that combats winter-dried strands making them more receptive to dressy party styles.

The conditioner restores life and bounce making hair easy-to-manage and soft and shining for those romantic moments under the mistletoe.

And because it's actually recommended for use "everynight," 1973's party girls can choose their own very special hairstyles to fit every day of the busy holiday season.



People once believed that fossilized sea urchins were bread baked by the fairies!



Joyous Noel

At this holy time, we extend the blessings of the season to you and yours. May the peace of Christ abide within every heart.

Monk Johnson, Virginia Beasley, Dorothy Herr and Mr. and Mrs. Bill Bryant

RUTHERFORD'S

322 N. Main

Fine Department Store

Downtown



Once more the message of Christmas shines in men's hearts... "Peace on earth, good will toward men!" Our sincere hope is that this holy season may find a world at peace.

Davis Implement Co.

409 E. 1st

364-2811



In England, a borrowed chestnut was once supposed to cure rheumatism.

NEW YEARS PARTY

Ramada Inn
Camelot Amarillo

Price Of Admission

Includes Champagne, Party Favors, Hors-d'oeuvres, and limited number of mixed drinks

Continuous Entertainment

\$17⁵⁰ Per Person

\$34⁵⁰ Per Couple

\$49⁵⁰ Includes Room For Night

373-8333

For Reservations

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

McNAUGHT SYNDICATE, INC 60 EAST 42nd STREET
NEW YORK, N.Y. 10017 FOR RELEASE DEC. 16 - 22, 1974



NEXT WEEK'S HOROSCOPE

By Clay R. Pollan
Note planetary ruler of your birth symbol
FOR WEEK BEGINNING MONDAY, DEC. 23, 1974

Aries Mar. 21 - Apr. 19 **Pluto**
This week's emphasis is on the development of new relationships rather than strengthening existing ones. If your sweetheart or mate hesitates, it's the lack of money, not affection. Friends may indulge in wild talk. Don't take them too seriously. Avoid the talkative type among acquaintances.

Taurus Apr. 20 - May 20 **Venus**
This week's general picture is of a relatively prosperous picture ahead. You'll do better, financially, than the average person. You'll have sufficient money to indulge in pleasant luxuries. Money decisions made now will be justified by future events. Past financial efforts now begin to pay off.

Gemini May 21 - June 20 **Mercury**
There will be an urge to do something new and different. You may seriously consider a change of career. If you're striving after promotion, your chances of success are good. Concentrate on long-standing interests and activities. You may get a chance to cash in. Deal with those of authority.

Cancer June 21 - July 22 **Moon**
Your inborn talent for getting on with other people will blossom most pleasingly. You'll find yourself very much "in the swim," socially. There'll be a goodly number of invitations, outings and entertainments. You'll have the good luck to be happily in tune with companions.

Leo July 23 - Aug. 22 **Sun**
You won't necessarily lead a leisurely life this week but you will get a tremendous amount of fun out of most everything you do. You may have the urge to develop the recreational facilities of your home, to install a new and better television set. Spectator sports and dancing are favored.

Virgo Aug. 23 - Sept. 22 **Mercury**
Your home life is under exceptionally favorable stars now. An extra pleasant feeling of harmony will prevail with your mate or sweetheart. Give attention to essential details and avoid repercussions. Pleasingly settled conditions will enable you to plan ahead with confidence. You influence others easily.

Libra Sept. 23 - Oct. 22 **Venus**
Aspects accent a strong stimulation of personal interests, but some of these can be blocked through the jealousy of others. There'll be no problems on the home front, but at the place of your work dark clouds begin to form. You must have a positive attitude and seek sound advice of qualified people.

Scorpio Oct. 23 - Nov. 21 **Mars**
Indications point to special opportunities for you regarding money. People in the financial world, who were formerly unfriendly, can now become well disposed toward your progress. Push your luck! It's possible to clinch a deal now being negotiated. Contacts with influential people should be used.

Sagittarius Nov. 22 - Dec. 21 **Jupiter**
The week forecasts some dull days, but generally this is a flowering period for sociability and income matters. Success can come due to teamwork. Partnerships are favored. It's a favorable time for taking on long-term insurance. Unexpected but delightful invitations are likely to come.

Capricorn Dec. 22 - Jan. 19 **Saturn**
Don't count any chickens before they're hatched. This can be a good period for Capricorn as long as you play it by ear and don't annoy people. A touch of rivalry develops, if you join in group activities. Face competition courageously and take care not to let your tongue run away with you.

Aquarius Jan. 20 - Feb. 18 **Uranus**
Travel has the green light now. You would enjoy moving midst new scenes and seeing new faces. Get away, if possible, from your duties and keep your perspective bright and cheerful. It's easy to do the wrong thing now. Leave travel arrangements to others. People in foreign places will be lucky to you.

Pisces Feb. 19 - Mar. 20 **Neptune**
Your associates seem to be argumentative, critical and hard to please. It's best to hug the sidelines rather than commit yourself to overt actions. Let the chips fall where they may. Heed that compulsion to push yourself into a higher earning echelon at this time. Don't waver. Forge ahead!

© 1974 McNaught Syndicate

Card Read During HD Fellowship

A Christmas greeting card was read from Kathy Skinner, a resident of Gristown, to members of North Hereford Extension Club at their Christmas party Thursday afternoon in the home of Mrs. A.E. Hodges.

It was reported that Miss Skinner who is sponsored by the extension club, will spend the Christmas holidays here with Viola Williams, a board director of Gristown.

For the festive occasion, Mrs. Gaylon Bryan read the Christmas story and two other holiday pieces and Mrs. Bob Campbell and Roberta Campbell led the group in games and directed the song hour.

Christmas songs recorded on tape will be presented to Mrs. Otto Olson, member who is a resident of Westgate unit of Kings Manor Retirement Home.

Gifts were exchanged with secret pals and Mrs. Carl Luke was welcomed as a guest as was Jana Johnson, Kim and Lisa Williams, Melissa and Regina Bryan and Kiska Hodges.

Members present included Mrs. Ed Brisendine, J.A. Crofford, Paul Hoff, Tony Hoffman, Neil Lemons, Cliff Johnson and Roger Williams.

MERRY CHRISTMAS

The Yuletide season brings thoughts of Christmases gone by...and thoughts of friends like you. We sincerely hope that you enjoy the happiest of holidays!

Farm Discount Lumber & Supply
Closed Dec. 24 - 25
South Hwy 385 364-6002

Christmas Special!

AUCTION

Hopi, Navajo, Zuni

Indian Jewelry

Date: Saturday, Dec. 21 and Sunday Dec. 22

Time: 10 AM to 5:30 PM Saturday
2 PM to 10 PM Sunday

Place: Ballroom, Jim Hill Hotel

PUBLIC INVITED-NO RESERVATIONS

Everything Sells, No Minimums, Free Door Prizes

Brooks Auctioneers

Albuquerque N.M. (505) 344-0100

Shopper Specials

Goose Down Filled JACKETS \$69.95
3/4 Length, Fur Collar, Reg. \$89.00

Goose Down Filled JACKETS \$39.95
Waist Length Reg. \$52.00

BOOTS!

One Group **LADIES 50% OFF**

Tony Lama **SHARKSKIN \$59.95**
R-Toe Reg. \$89.00

Tony Lama **CALF \$39.95**
U-Toe, 14" Top Pull Hoops Reg. \$79.00

Justin **SEATURTLE \$125.00**
Honey Reg. \$160.00

Justin **OSTRICH \$199.00**
Smoke, Full Quill Foot, Smooth Ostrich Tops Reg. \$275.00

Nocona **ROPER \$39.95**
Reg. \$49.00

One Group Men's Tony Lama, Sanders, Nocona **BOOTS \$39.95**
Values to \$110.00

Men's **WESTERN SHIRTS \$11.95**
Reg. \$14.95

Reg. \$12.95 **\$9.95**

Roy Trammel **SPURS and BITS 30% OFF**

Children's Western **SHIRTS \$6.95**
Reg. \$8.95

FREE GIFT WRAPPING!

BOOTS WEST

E. Hwy 80 364-5961



DOUBLE GOLD BOND STAMPS

EVERY DAY 'TIL CHRISTMAS!



GRAPES

CALIFORNIA
RED EMPEROR

LB. **39¢**

SUPER DISCOUNT SPECIALS

COFFEE

FOLGER'S
1-LB. CAN

69¢

GOOD THRU 12-24-74
WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

PECANS

ELLIS
PIECES OR HALVES
6-OZ.

29¢

GOOD THRU 12-24-74
WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

OLIVES

FOOD CLUB
STUFFED
5-OZ. JAR

9¢

GOOD THRU 12-24-74
WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

WHIPPING CREAM

BORDEN'S
½ PINT

2 FOR 15¢

GOOD THRU 12-24-74
WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET



SHOP

Furr's
MIRACLE PRICES

BATTERIES

EVEREADY
FLASHLIGHT
PACKAGE OF 2
"C" "D" SIZE

70¢

KOTEX

12 REGULAR NAPKINS

WITH **56¢**
5¢ OFF

OLD TIME FEDERAL GINGER JARS

2½ QUART
AGEAN BLUE

\$1.89

PRELL SHAMPOO

11-OZ.

WITH 35¢ OFF

\$1.14

LISTERINE MOUTHWASH

WITH 12¢ OFF

14-OZ. **77¢**

SUAVE HAIR SPRAY

NORMAL HOLD
13-OZ.

69¢

BEACON BUBBLING BATH OIL

32-OZ.

64¢

TOPCO ANTI PERSPIRANT SPRAY

8-OZ.
CAN

59¢

SAVE AT FURR'S FOR A LOWER TAPE TOTAL



TURKEYS

HONEYSUCKLE TOMS-16 to 20 LB. **59¢** LB.

HONEYSUCKLE HENS-10 to 14 LB. **65¢** LB.

Frozen Food Favorites

STRAWBERRIES TOP FROST FROZEN 10 1/2-OZ. **39¢**

WHIP TOPPING TOP FROST FROZEN 9-OZ. **59¢**

PUMPKIN PIE TOP FROST FROZEN 26-OZ. SIZE **59¢**



CORN ON COB
TOP FROST FROZEN
4-EAR PKG. **69¢**

BREAD DOUGH
MEADES FROZEN
32-OZ. PKG. **49¢**

BROCCOLI
TOP FROST
SPEARS 10-OZ. PKG. **39¢**

COLOGNE
OLD SPICE
4-OZ. **\$2.15**

COLD CAPSULES
TOPCO
10-COUNT PACKAGE **44¢**

ASPIRIN
SQUIBB
5-GRAIN 250-CT. BTL. **77¢**

FLASHCUBES
WESTINGHOUSE
REGULAR MAGICUBES **93¢**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

DIGEL LIQUID
ANTACID
12-OZ. LIQUID
 **\$1.49**

SINEX NASAL SPRAY
 **97¢**

SHAMPOO
CLAIROL
HERBAL ESSENCE NORMAL OR OILY
12-OZ.  **\$1.63**

COLGATE INSTANT SHAVE CREAM
41¢

SHOP

Furr's

MIRACLE PRICES



Many Will Not See Morning

'Twas The Night Before Christmas

1973-

AUSTIN — Time: 6:26 p.m. Christmas Eve; Place: Streets of medium size East Texas city; What: On-coming dune-buggy whipped into approaching vehicle; Toll: One killed.

—Time: 6:30 p.m. Christmas Eve; Place: On city streets of North Central Texas metropolis; What: Three-vehicle collision at intersection when one driver failed to yield right-of-way to another car; Toll: Passenger in one car killed.

—Time: 8:48 p.m. Christmas Eve; Place: City streets of growing medium sized North Central Texas metropolis; What: Three-vehicle collision at intersection when one driver

failed to yield right-of-way to another car; Toll: Passenger in one car killed.

—Time: 8:48 p.m. Christmas Eve; Place: City streets of growing medium sized North Texas city; What: Two-car broadside collision with one of the drivers speeding and under the influence of alcohol and one of whom ran a stop sign; Toll: One woman and unborn child killed.

—Time: 9:15 p.m. Christmas Eve; Place: City streets of large Gulf Coastal city; What: Drinking pedestrian walking in roadway against traffic and was struck by on-coming drinking driver; Toll: One killed.

—Time: 10 p.m. Christmas Eve; Place: On streets of far West Texas city; What: Hit-and-run; Toll: One killed.

—Time: 2 a.m. Christmas Day; Place: Straight stretch of rural farm to market road in Central Texas; What: Speeding driver under influence of

alcohol ran off roadway on right side, crossed ditch and hit culbert abutment; Toll: one dead.

—Time: 3:50 a.m. Christmas Day; Place: Nine miles north of a Northeast Texas city; What: Speeding pickup ran off roadway on west side, side-swiped tree and slid broadside into another tree; Toll: One killed.

—Time: 9:37 a.m. Christmas Day; Place: City streets of spreading Gulf Coast city; What: Two-car broadside accident in which one driver was attempting a left turn in front of an on-coming vehicle and failed to yield the right-of-way; Toll: One passenger in vehicle killed.

—Time: 11:45 a.m. Christmas Day; Place: Highway intersection south of busy Central Texas county seat city; What: Two-car broadside collision with one driver failing to yield the right of way and a second driver apparently speeding over the limit. Toll: One passenger in one vehicle killed.

—Time: 1:30 p.m. Christmas Day; Place: City streets of West Texas oil and gas town; What: One drinking driver, who was speeding, lost control of his automobile, hit street curb, flipped over and skidded upside down. Toll: One killed.

—Time: 6:30 p.m. Christmas Day; Place: City street intersection in Gulf Coast city; What: Drinking pedestrian departed night club on side of road and attempted to cross in front of approaching vehicle, which was unable to stop in time. Toll: one dead.

—Time: 9:05 p.m. Christmas Day; Place: Highway intersection in another Gulf Coastal town; What: Hit-and-run accident involving unknown auto which cut corner at intersection and struck pedestrian as he attempted to cross thoroughfare; Toll: one killed.

—Time: 11:30 p.m. Christmas Day; Place: Six miles north of East Texas fishing & hunting town; What: Drinking driver lost control of his vehicle, crossed the highway and slid sideways, hit tree and overturned with the impact throwing the victim from his car; Toll: One killed.

the deaths of 14 persons during a 30-hour period. Twelve died during the observance and two died several weeks later.

Colonel Wilson E. Speir, DPS director, said drinking or speeding were major contributing factors in 10 of the

deaths last year. Four of the dead were auto-pedestrian mishaps, he noted.

Five of the toll killed during the 30-hour period were claimed during the first six hours of the holiday period.

This year, Speir estimates

that 14 persons will be killed on the state's streets and highway during a comparable 30-hour period starting at 6 p.m. December 24 and continuing through midnight and Christmas Day.

By The Garden Gate With Glad

When Mr. Manjeot and I were first married, we went to spend Christmas with his parents. One of the first things I noticed was a rose in full flower.

It had been planted in a protected place, and Dad Manjeot had mulched and covered it so that there would be blossoms for Christmas time. I asked him what kind it was, he didn't know exactly, but he did tell me that it usually bloomed at Christmastime.

There is a Christmas rose.

It is an elegant plant that begins blooming in December and in some locals blooms until April. The Christmas rose (*helleborus niger*) is so named because it can usually be counted on to bloom for Christmas.

Not a true rose, this evergreen perennial grows especially well in the Upper South; it is not well adapted to areas with mild winter temperature.

I have a large clump of the yellow roses, my mother grew them when we lived on E Street, and they are of interest and add beauty in the early spring.

When we moved to our new home, Art dug up a large clump and transplanted it for me. It is good for screening and when in flower is very fragrant. I love it.

WARNING: Some of the Christmas plants are poison, so I can not let it go by without warning parents. It is not my purpose to alarm, but to caution.

The beautiful poinsettia (*euphorbia pulcherrima*) is one to be cautious about. The leaves are poison, the milky secretion that oozes out when stems are cut or bruised. If a small child should put a bruised or fallen leaf in his mouth he could be killed.

So place your poinsettia where it can not be reached by the small children, and watch for the falling leaves, also caution older children or adults to not ever put the stems or any part of the plant in the mouth.

English ivy, a very common vining plant here, is also poison if a person should chew on the stems or foliage they will become very ill and should have the attention of a physician at once.

Buxus (all species) boxwood is also poison. Many animals have been killed by eating hedge clippings of the boxwood. They are great favorites for making garlands at Christmas time also they are good material for arrangements. Please remember these cautions, and remind friends and members of the family about them.

Mistletoe (*phoradendron*) all species which have the small white berry is poison. The berries are very poisonous. The small berries fall easily and a small child could pick up the berry and put it in his mouth. So be careful. If such a thing should happen, go to the doctor at once.

This Christmas green is one of the largest money-making greens in Texas, and I have always liked to use it. The traditional Killing Ball needs the Mistletoe.

The seed of the Jerusalem cherry, which has been so pretty in town this fall, is very poisonous. It is grown as potted plant also.

The little red berries of the yew is also poisonous, only the tiny seed. However the juicy part of the berry is not poison, use care with these berries.

Use your Christmas greens but also use caution with them. 'Tis the season to be jolly and happy. Merry, Merry Christmas from my house to your house". GLAD.

La Comunidad Mexicano Catoloca Celebra La Navidad

EDITOR'S NOTE: The following is a message written by Padre Joe Gilligan of the San Jose Catholic Church for the community as a gesture of the Christmas Season. Basically, it expresses the wish for all persons to unite at this holiday time in mutual peace without the destruction of wars. Listed are times when the church will conduct Christmas related services.

Cristo en el espiritu santo que el realice en nosotros su voluntad de paz en la tierra.

Para este fin tendremos el horario particular por la semana navidena:

Lunes 23 dic.
confesiones . . . 4-5 p.m.
8:15 p.m.

misas . . . 7:45 p.m.
Martes 24 dic.
confesiones . . . 4-5 p.m.

8:15 p.m.
misas . . . 7:45 p.m.
Fiesta De La Navidada 25 dic.: Misa del Gallo a la medianoche. Despues adoracion del Nino Jesus; procesion con pastorcitos cantando villancicos hacia el salon donde habra tertulia navidena.

Misas durante el dia de la Navidada: a las 9 a.m.; a las 11:30 a.m. a las 5 p.m.

Christmas Is Open Season For Burglars

"This year, take some precautions — don't let any one 'take away' from your holiday fun." Travis McPherson, Deaf Smith County Sheriff said that Christmas is open season for burglars.

"One way you can protect valuables is to mark them and then display a sticker outside your home to indicate that your property can be easily traced and identified," McPherson continued.

Operation Identification is a project of the Crime Prevention Unit of the Deaf Smith County Sheriff Department. "The program is working as a deterrent to burglars," McPherson said that the thinking behind the program is that burglary is a crime of opportunity. And if the disposal of stolen property is made more difficult and the burglar's chances of being detected with identifiable property is increased, his inclination will be to seek an easier mark.

Therefore, the more individuals participating in Operation Identification, the less opportunity there is for easy access to and easy disposal of stolen property.

"We suggest that individuals plan to check out an engraving pen from Sheriff's Department right after Christmas or include an engraver on their own shopping list," McPherson said.

"Whenever you get something new, you need to update your Operation Identification list and mark the item," advised Sheriff McPherson.

To participate in Operation Identification, contact the Crime Prevention Unit of the Deaf Smith County Sheriff's Department. A crime prevention officer, or Consultant Against Crime, gives information as to where to find printed materials on the program and when and where to check out engraving pens.

Once valuables are marked with a driver's license number, decals should be placed on the front and back doors or windows. These warn burglars that the property inside that home is protected and is easily traceable.

"Our statistics show that Operation Identification works, and that the incidence of burglary is reduced significantly in homes and offices where the program is in effect," Sheriff McPherson concluded.

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TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown



We can think of nothing better to wish our many patrons than this: lots of love, plenty of good friends, a houseful of laughter and a treeful of gifts!

Mr. & Mrs. Doyle Vines
Mr. & Mrs. Bud Godwin
and employees of
Vines' Earth Moving Service

THE 14 SEPARATE mishaps thumbed above actually occurred at Christmas last year and ultimately accounted for

Ellis "A Meal in a Minute"
BEEF STEW

LET US TELL YOU ABOUT OUR FORD IRRIGATION ENGINES AND WE JUST MIGHT GIVE YOU ONE.

FREE.

But getting an engine free isn't the only reason for talking to us. We want to tell you why right now is the best time to buy one. **GUARANTEED PRICE.** There's no telling what inflation is going to do to the price of irrigation engines this spring. With our plan, however, you pay 10% down and you don't have to worry about the price going up in the spring.

PAY FOR IT ON DELIVERY. We don't tell you when to take delivery. You tell us. You can take delivery any time. January, February, March. So, you also get a guaranteed delivery date and you don't have to pay for it until then.

GET THE IRRIGATION ENGINE YOU NEED. We have the 300 CID 6-cylinder and the 428 and 534 CID 8-cylinder engines. This is the best part. Because you get the best irrigation engine on the market. Ford. Unlike most irrigation engines, ours have been modified for irrigating. Not for cars and trucks. Because of that, they're more durable so they're more economical to operate. Very simply, they're designed to save you time and money. And these days, that's exactly what you need.

WE JUST MIGHT GIVE YOU A 428 CID. FREE. Come by right now. Let us tell you about our irrigation engines and register for a free 428 CID. There's no purchase necessary and you don't have to be present at the drawing to win. Registration ends January 31, 1975.

But don't let that keep you from booking your engine early. If you go ahead and buy one, and your name is drawn, we'll give you your money back.

Come by right now. Any way you go, you're a winner with Ford.

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HEREFORD

Passengers Tour Homes

With 47 passengers, a bus toured Hereford streets Thursday evening to give elderly residents and others who joined them, a look at Christmas lighting on homes and streets.

The tour was sponsored by the Women's Division of Deaf Smith County Chamber of Commerce to follow its Holiday Lighting Contest which ended the first of the week. The bus, supplied by the Hereford School District, went on a route that took it past most of the homes entered in the contest.

Passengers were picked up at Kings Manor retirement home and at the Chamber of Commerce Office.

Mrs. Jack McKinster, tour chairman, and Mrs. Stan Knox acted as hostesses on the bus while another member of the Women's Division, Mrs. M.C. Adams, drove her car on the same route with some residents of Westgate unit of Kings Manor, who were not able to ride the bus, as passengers.

Mrs. C.J. Mount led the group on the bus in singing familiar carols during a part of the tour.

Tour members were enthusiastic in thanks to the Women's Division as they requested a similar evening next year. Mrs. McKinster reported.

Life insurance can protect your business the same way it protects your family. Who can show you how? A professional.

Southwestern Life
Happiness is what we sell

Charles Bell Jr.

100 E. 3rd.
364-2343

ve a large clump of roses; my mother when we lived on E they are of interest beauty in the early

moved to our new uping up a large clump it for me. It is eaning and when in y fragrant. I love it.

G: Some of the plants are poison, so at it go by without ents. It is not my alarm, but to

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ountz led the bus-in singing during a part of ers were en- hanks to the sion as they milar evening s. McKinster

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974 Evel Is Today's Choice

By DAN WELTY
Brand Staff Writer

Ask anyone who was a kid 30 years ago, and he'll probably tell you what he wanted for Christmas: Guns, jeeps and army suits. The nation was embroiled in World War II and kids wanted to reflect the war hero image.

Today, influences have changed. Ask any kid today and he'll also tell what he wants for Christmas. Most want sports-

related toys or games. The nation idealizes professional footballers, baseball players, basketball and hockey players. And the kid of today wants to reflect the image of the sports hero.

LOOK THROUGH THE LETTERS to Santa that have appeared in the Brand the last few issues. Chances are over 90 per cent of the boys will have asked for an Evel Kneivel stunt cycle, while the requests for Dallas Cowboy uniforms covers

more than half the boys wants for under the tree Christmas morning.

After strolling through a few toy aisles in Hereford stores, I was amazed at how toys have changed in the few years it's been since I was wanting toys for Christmas. I never wanted a Big Jim doll complete with sports camper and Evel Kneivel was still a punk teenager running around the streets of Boise, Idaho.

For those parents who have

been hounded and hounded for an Evel Kneivel stunt cycle and haven't bought one yet, you're too late. Most Amarillo and Hereford stores ran out long ago.

And for those who don't know who Evel Kneivel is, welcome back to the world. Evel is the daredevil who dared to jump a motorcycle across the Snake River Canyon early this fall. From that stunt has come a host

of toys immortalizing Evel. Evel has been made into a doll, with accessories that would make the Barbie Doll sit up and take notice.

The Evel doll can be bought separately, costing the parent about \$5. Evel is decked out in riding leathers and a star-striped helmet. The Evel stunt cycle will set you back a \$10 bill and of course you can't have one without the other. Evel and his bike, that is.

Add all of Evel's other accessories including sports camper, motorcycle van, jump ramps, motorcycle tools and workbench. Now you can see why experts estimate Evel will make about \$10 million dollars and maybe more from his jump across Snake River. Don't be surprised if next Christmas you can buy a scale model of the river canyon.

If you missed getting the original Evel equipment, though, maybe you can console the youngsters with one of the myriad of imitations. One of the imposters, dubbed the Electric Hog, claims to do the same stunts the Evel bike does. Not as much as Evel, but close.

Uniforms of heroes have always been hot items on the children's market, and the number of junior Dallas Cowboy suits that have been made in the past few years is incalculable. Even though Dallas missed the playoffs this year, boys are clamoring for the suits again. Available with your favorite number (74 for Bob Lilly, 12 for Roger Staubach and 35 for Calvin Hill) the youngster is all set to portray the football games of his wildest imagination.

Don't care for the smell of locker rooms and perspiration-laden socks? You can still compete in most all sports without ever leaving your living room. Football games can be simulated with any one of the current sets, including Monday Night Football (endorsed by Dandy Don and Modest Cosell), See-Action Football (endorsed by O.J. Simpson), and Talking

Football (batteries not included).

If your hero is in the administrative part of football, there's Pro Draft. Hockey? Phil and Tony Espitito's Action Hockey is the answer for you. Hank Aaron, to no one's surprise, has baseball down to living room size with Hank Aaron's Baseball Game.

There's Basketball for indoor basketball, as well as Wilt Chamberlain's basketball game. Finishing out the line is Basket, the Harlem Globetrotters' "real basketball in miniature."

There is even a game set that includes baseball, football, basketball, hockey and other games, all on the same board. Remember when you bowled at the bowling alley and played pool at the pool hall? You might not recognize those games now with the arrival of Skittle-Pool, Skittle-Bowling, Pivot-Pool, Pivot-Bowling, Pendulum-Pool

and Pendulum Bowling.

If you have interests that fall somewhere among the other sports, you may want to get simulated boxing games, simulated tug-of-war games, simulated deep sea diving games, and simulated gun-fighting games. All are designed to instill the feeling of competition without moving from the easy chair.

The automotive racing world has been honored by toy manufacturers with many toys copying current racing-car body styles. Cars that will run on tracks, run off of tracks, turn flips, crash and burn.

Evel is not the only person imitated by dolls. Some of the dolls boys may want include Big Jim, Big Josh, Big Jeff, Mr. Action, GI Joe and Steve Scout. Each is available with many adventure kits that simulate survival of man against the wilderness.

You can get a sports camper and 15' boat, camping tent, swamp boat complete with alligator, desert survival kit, mountain climbing kit and jungle adventure kit to name a few.

Should your favorite doll hero get in a tight situation, Duke the Wonder Dog (complete with rescue unit), can be sent to the scene.

Even Old West figures have now become dolls. Sheriff Garret (the moveable lawman), Jane West (the moveable cowgirl) General Custer (the moveable Indian fighter), Princess Wildflower (the moveable Indian) and Geronimo (the moveable Apache).

Pity the poor parent with the woes of Christmas. Selection of toys so wide and wants so many. If there was a Santa, he'd need a million helpers and a herd of Rudolphs to keep up with Christmas 1974.

H³ / HUSTLE HUSTLE HUSTLE

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

At least once a year it's a good practice to "halt in place" and reflect a bit on what has happened over the past 12 months. This is done for the purpose of trying to get a better view of reality in preparation for the coming year.

New goals can be established. Unfinished tasks can be examined. Lessons of experience can be evaluated and a fresh start for the next 12 months can be made. Most folks will associate this process with New Years and the traditional New Years resolution.

But each of us has a very special time of our own - our birthday! And that day can be the time to carefully look at where we are - where we've been and where we plan to go.

It's really a simple planning process - we use it everytime we take a trip - if we go by car, we generally use a road map and make reservations at a motel along the way - an airline pilot files a flight plan - and just in case there's bad weather he picks an alternate route. You know of other examples.

OUR INDIVIDUAL courses should receive no less attention. In the Chamber of Commerce we annually do just that. Once a year in December we review what we did for the preceding 12 months.

Then we try to determine where we want to be 12 months from now. And finally we chart a course or file a flight plan to get to our destination.

Looking back each year we review the accomplishments, the events and activities and the services that have been completed - we look at the less successful ventures - the times we didn't do what we wanted to or had planned to.

We gather up all the experience we can and proceed to a new starting point. We call that our Program of Work. It's a road map for Hereford and Deaf Smith County for the coming year.

What it really boils down to is a listing of committees and the tasks that each committee is expected to accomplish. Some of these projects are specific - some are pretty broad. But they

do reflect many of the recognized needs of our community and hopefully they will satisfy some of those needs.

I THINK IT'S important to point out that these projects are not the feelings of one or two people - many have contributed ideas and many others have reviewed these ideas - a specially formed committee has finalized them and the Board of Directors has put their stamp of approval on them. Now it's up to the Chamber President and his committees to see that the projects are accomplished.

We'll publish a complete list along with the new committee chairmen in the Annual Report of the Chamber which you can get at the banquet on Jan. 9.

By the way it would be a good idea to get your tickets now at the Chamber Office. And it might be a good idea to order them right away since there's a limited number - that can be seated. Better Hustle Hustle Hustle - and while you're Hustlin' have a Happy Hustlin' Holiday!

HEADS CHURCH
LONDON - The Most Rev. Donald Coggan has been confirmed and sworn in as the 101st Archbishop of Canterbury and spiritual leader of the world's 65 million Anglicans.

Pierre Elliott Trudeau, Canadian Prime Minister: "Canada is committed to cutting back its oil exports to the United States."

Maybe So
"I'll have you know that I'm nobody's fool."
"Cheer up, boy. Maybe someone will adopt you."

WOMAN CHAPLAIN
FORT WORTH - Jeannette Zachry has been sworn in as the first woman chaplain in the Air Force Chaplaincy Reserve Corps. The 24-year-old woman has been commissioned a second lieutenant, and will become a captain.



Hereford Hardware Shuts Doors Christmas Evening

Hereford Hardware will close its doors on Dec. 24, bringing to end a history of some 50 years operation of a hardware business at the location on 216 Main St.

Ray Seale, owner, announced this week that he was "with regrets" that he close the firm at the end of business on Dec. 24. "A combination of factors has influenced us to close the business," stated Seale, "including involvement in other business, the cost-price squeeze and inventory problems, and the trend to large-store merchandising of many hardware items."

Seale purchased Hereford Hardware in February, 1972, from Don Zimmerman. Under

Seale's ownership, the firm has been managed by Mr. and Mrs. Wilbur Davis, who have been associated with the store since 1951.

Zimmerman purchased the store in July, 1947, he recalls there were four hardware stores in Hereford. After Christmas Eve, there will be none - at least not in the strict sense of the traditional hardware store.

Motherly Advice
The mother lion opened her eyes lazily and saw her young son chasing a hunter around a tree.
"Junior," she called, "don't play with your food."

TG & Y
OPEN TIL 10 PM

family centers

Pre-Christmas
CHRISTMAS DECORATION CLOSEOUT!

50% OFF

That's Right! Save 50% On

- Tree Tops
- Tinsel Garland
- Candle Rings
- Christmas Ornaments
- All Artificial Christmas Flowers
- Artificial Trees

Save Big BEFORE Christmas This Year!
Christmas Lights, Wrapping Paper, Not Included

SALE!
SAVE \$21.20 to \$31.80 PER SET OF 4
Firestone DELUXE CHAMPION
4-PLY POLYESTER CORD

AS LOW AS \$18.90 EACH

SIZE	BLACKWALL	WHITEWALL
878-13	\$24.20	\$21.20
878-14	\$26.80	\$23.80
878-14	\$26.80	\$23.80
878-14	\$26.80	\$23.80
878-14	\$26.80	\$23.80
878-14	\$26.80	\$23.80
878-15	\$27.75	\$24.75
878-15	\$27.75	\$24.75
878-15	\$27.75	\$24.75
878-15	\$27.75	\$24.75
878-15	\$27.75	\$24.75

4 strong plies of smooth-riding polyester cord.
Wide, aggressive 7-rib tread for excellent traction, handling and stability.
"Cross-cut" tread pattern similar to our radial tires.
Concave-molded tread gives full road-to-road contact for long mileage.

CHARGE 'EM!
Open an account with We also honor... **FREE MOUNTING**

Discount prices on 3 popular sizes!
Size: 6.50-13
\$15
Size: 6.00-13
\$14 Blackwall Plus \$1.60 F.E.T. and old tire.
Size: 6.60-15
\$18.50
Blackwalls, Plus \$1.76 F.E.T. and old tire.

Whitewalls proportionately low priced.

Firestone CHAMPION™ FULL 4-PLY

CHRISTMAS AMERICA
All new 1974 record album
ONLY \$1.29 (Limit one additional \$3.99 each)
Vol. 2
Featuring great artists like:
• Bing Crosby • Glen Campbell • The Lettermen • Merle Haggard

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BUY YOUR FOURTH SHOCK FOR ONLY \$

When you buy 3 at regular price
FAMOUS BRAND INSTALLED

If you've delayed buying new shocks, now is your chance to buy at this special price.

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COW POKES By Ace Rold

"Wul, bussing ain't a problem here, we jist put our kids on the bus and let 'em go to the nearest school—56 miles away!"

Hereford STATE BANK

Seasonal Ideas Surface

Students Express Christmas Spirit Through Poems

WHAT ABOUT JESUS

By Danny Brillhart, 8th Grader
While shepherds are lying in their fields watching a star,
While kings in their palaces are watching by far,
While shepherds are lying in their fields, an angel appears way over the hills.
"Fear not, for I bring you good tidings of joy,"
For in the town of Bethlehem there's born a baby boy.
His name is Jesus for which He is a king.
Angels shall appear for him and soothe him while they sing.
Soon after he will die upon the cross.
At the time most people will consider it a small loss.
Three days later they went to the cave,
He was gone and the disbelievers were certainly saved.
But soon after He went away, He said "He'd be back. He'll be back some day. And when he comes, OH HAPPY DAY,
The good will part and go away."

CHRISTMAS FOR THE FIRST TIME

By Sylvia Gamez, 7th grade
She was 21 years old and was going to graduate from college in spring. Right now it was the middle of December. It was Christmas time and everybody was happy and singing but Morgan wasn't.

Morgan had never really believed in Christmas. She really just thought it was a time people gave and received gifts. When she was small her parents told her there was no Santa Claus so

even when she was small she didn't have a lot of fun in Christmas.
Christmas was just another day for Morgan. Morgan didn't believe in God so she didn't even know the real story of Christmas.

One day when Morgan was coming back from her last class. She stopped by to talk to one of her neighbors named Billy. He was about 70 years old.
He asked her how she was and all that and then he asked her how her Christmas was coming along. She told him that she really didn't believe in it so he started telling her the real meaning of Christmas.

He told her that Christmas was the day that Jesus was born and that was why everyone was so happy at Christmas time. But that people were beginning to consider Christmas as a gift-giving time and the real meaning.
Christmas was a time for showing your love and telling people you care. This got Morgan to really thinking. So the next day she went to all her friends, especially Billy, and told them how much they meant to her and how much she cared. One of her friends asked her why she was acting so weird. Morgan said, "nothing, it's just that I love you and I found out about Christmas."

CHRISTMAS IS
By Donna Riley, 7th grade
Christmas is a tree,
The snow,
Stringing popcorn to hang on the tree,
Playing in the snow,
Making fudge,
Wrapping presents to put on the tree,
Stuffing the turkey,
Saying "Merry Christmas," to everyone who comes,
Playing with all the little kids,
And having fun.
That's what Christmas is.

THE MEANING OF CHRISTMAS
By Velma Arroyos, 8th grade
To me, Christmas means presents and fresh evergreens,
And lights that sparkle through the night.
With their colors gay and bright
And a Christmas carol with a merry tune
That told us Christmas would be here soon.

THE MEANING OF CHRISTMAS
By Carol Huckabee, 8th grade
Each December 25th we celebrate the birth of Christ. His parents were Mary and Joseph. Christ was born in a stable behind a hotel. Since the hotel was filled up, they had no other place to go except the street. His bed was a manger.
To most people, all Christmas

is to eat and exchange gifts. They don't even think about the true meaning of Christmas. A few Christmas carols remind them but only the ones with Christ's name in them.
The parts of Christmas are the traditional trees and exchange of gifts. The Christmas tree resembles living things and the living Christ. The gifts resemble giving without expecting to receive.
This year, when you celebrate Christmas, have a merry one, but remember the true meaning.

WHAT CHRISTMAS MEANS TO ME
By Anthony Levario, 8th grade
It means that we get to have a Christmas tree. We get to see all my aunts and uncles and celebrate Jesus' birthday. We get to have a bunch of presents and open them on Christmas morning. We have a real big meal with turkey and ham and everything.
I LOVE CHRISTMAS.
ME AND SANTA
By Carmen Aguirre, 7th grade
Santa is a jolly man.
And I'm his biggest fan.
Every Christmas night
I think that he is right
When he teaches me to say
"Merry Christmas to all
And to all a good night."

I like men like Julius Caesar,
Women like Cleopatra.
I like em, too
But I like Santa, do you?
"Dear Santa,
I would like a dolly that cries
And an oven to bake pies
A tin soldier that stands up straight.
A clown to keep me awake.
And if you come back
I'll bake you a pie
Protect you with my soldier
And my clown and dolly to keep you company."

CHRISTMAS TIME
By Vicki Hutcheson, 7th grade
At Christmas time there's always light,
And lots of people go to see bright sights;
When everything is so tall in height.
When Christmas time is here.
When Christmas time is here
People are filled with joy and happiness,
When boys and girls are laughing,
When Christmas time is here.

AT CHRISTMAS TIME
By Leslie Thomason, 7th grade
At Christmas time there's lots of joy.
Cause that's when kids get lots of toys.
At Christmas time it's lots of fun,
And that's when Dad gets a new

gun.
At Christmas time there's lots of cheer,
But no need to cry, it comes next year.

CHRISTMAS
By Cindy Beldwell, 7th grade
Christmas is a joyful season.
People want to know the reason.
You get gifts and everything.
Santa also brings you things.
Christmas is a joyful day.
You can even ride your sleigh.
Christmas is a lot of fun.
You can play and even run.

WHAT CHRISTMAS REALLY IS
By Raymond Granado, 7th grade
Christmas is a holiday that everybody all over the world celebrates.
Christmas is a sort of a reminder, it tells you when Christ, our Father, was born, just in case we have forgotten about Him.
Christmas is also when you receive presents. You also give, too. They give you presents to show you how considerate you have been to them.
And Christmas is a feeling, a happy warm feeling that's inside you. It's not a thing, it's just Christmas.

THE NAUGHTY BOY
By Eva Ayala, 7th grade
It was a week before Christmas and there was a white blanket of snow on the ground. Sue and her brother David were in the house. They could not go outside and play.
"Mom said, "Why don't you play house, Sue?"
Sue got her toys out of her room. Soon she came running out of the room crying.
"Mother said, "What's wrong?"
"Sue said, "David took my doll and won't give it to me!" But in the meanwhile David, in the other room, hid the doll. Mom came in.
"David where's the doll?"
"I don't have it."

Mom asked him again. He still gave her the same answer. When David's Dad got home, Mom told him. David had to go to bed early. When Dad, Mom and Sue were eating supper, David tore the doll's arm off, and put it in Sue's bed.
When Sue went to bed she screamed. Mom ran in.
"Sue," she said, "What's the matter?"
Sue picked up her doll and showed it to her.
Mom called out, "David."
David walked in very slowly. Dad came in with him. After Dad saw what David did he punished him and he did not get what he wanted for Christmas.

A READING FOR CHRISTMAS
By George Cervantes, 7th grade
Our savior is born today,

dearly beloved, let us rejoice. For it is not right that place be given to sadness when it is the birthday of life, which, having taken away the fear of death, fills us with joy by reason of the eternal life which it promises.
All have one common cause of joy, for, as our Lord, the destroyer of sin and death, finds no one free from guilt, so He comes to liberate everyone.

CHRISTMAS
By Ernesto Cabezaola, 7th grade
Christmas is a holiday that comes in the month of December. It represents Jesus Christ's birthdate. When three kingsmen came and brought presents to Jesus that laid in a manger.
Today we represent Christmas by our giving presents to each other or in the family. We have a feast and we have fun playing in the snow.

CHRISTMAS DAY
By Rosemary Rodriguez, 7th grade
My Mother went to buy the Christmas tree and then we fixed it. She went to go buy some presents for the Christmas tree. When it is Christmas Day we open the presents.
We should give thanks to God and be happy that it is Christmas.

SANTA CLAUS
By Jeff Milam, 7th grade
Have you ever believed in Santa Claus?
Like when you were young?
You know, I don't think it's so bad.
What's the matter with anyone believing in Santa Claus?
Has anyone ever laughed if you happened to say that you believe in Santa Claus?
For little kids believing in Santa Claus provides a sort of fantasy that they can use to imagine all sorts of things.
To me, Santa Claus kind of

portrays a living and wonderful God" who gives without receiving. So if you ever hear someone saying that they believe in Santa Claus, think about it before you laugh.

CHRISTMAS HOLIDAY
By Deborah Fleider, 8th grade
When Santa comes in his suit of "red
The children are asleep in their beds,
All asleep, or so they'd say.
They cannot wait for Christmas day.
In the morning when they awake
They race downstairs to see what awaits
All exclaim with happy joy
When they see their new toys.
Then mother starts to fix the feast
And everyone knows it will be a treat.
Everyone is happy and gay
Because it is Christmas day.

CHRISTMAS STORY
By Norma Tijerina, 8th grade
This is a story about a little boy who didn't have a mother or a father. And he was not happy because all the other boys had a very happy day.
There was a man and a lady who weren't happy because they didn't have any kids and they wanted some. And the boy was walking by the house of the lady and he went to the door and he asked them if he could go in because he was very cold.
The lady asked him if he had a mother and a father and he said no and then the lady said that she was not happy because she didn't have any kids and she wanted some kids. Then the man came and asked her then was the boy from and she told him that he had just passed by to say "hi."

The man asked him if he had any mother and father and he said no and then the man told him if he wanted to live with them and the boy said yes. And then they went to the store and bought something for the

Christmas tree and then the little boy was happy from then on.

ON CHRISTMAS EVE
By Elbert McKibben, 8th grade
On Christmas Eve
We wake to see
All the presents around the tree.
We all awake with a cheer;
For all our kinfolks came from far and near.
We open our presents
To see what we got,
And then we eat,
And talk a lot.

A SMALL POEM
By Gloria Romo, 8th grade
They bought a big tree
It was so very, very pretty.
It was so tall
We were afraid it might fall.
As we put the last decorations on it
And put the fairy on the top
The moment came and the lights went on.
As we looked outside, you could see where it glowed.
Well, it was time to open our presents
And we felt so very pleasant.
Now we gathered around and sang songs to the family
And we said: "Have A Christmas that is Merry."
Merry Christmas to all you people.

WHAT IS CHRISTMAS
By Kelli Robison, 7th grade
Most people think of Christmas as only a time of receiving gifts and eating a lot. They might only think of the football games on Christmas day.
But what is the real meaning of Christmas? Why is there a Christmas? Of course Christmas is a time of having fun but there is another reason for Christmas.
It can't only be fun. It has to have a real meaning. Let us never forget the real meaning. The real meaning is the night the Christ child was born. Let us never be a time to forget. Christmas is a time of Love said

a time of Joy.

CHRISTMAS POEM
By Alicia Cantu, 7th grade
What Christmas is to me
Is having the secret golden key.
That would lead me to see
The one and only beautiful tree.
Christmas is a special thing
When we come and bring.
Our gifts to our lovely King
Then we gather around and sing.

College Offices Close For Yule

West Texas State University administrative and academic offices will close for the Christmas holidays Dec. 20, and will re-open beginning Jan. 6. Individuals seeking information who are unable to reach departmental staff should contact the appropriate dean.
The residence halls will open on Jan. 14 for students, and beginning freshman will meet Jan. 15 in the Activities Center Ballroom from 1:30-4:30 p.m.

Academic advising of freshman and transfer students will be from 1-4 p.m. Jan. 16.
Registration for spring classes begins Jan. 17, and will continue through Jan. 18 with groups admitted into the Activities Center all-purpose room by schedule.
West Texas State University classes begin Jan. 20.

VA EXPANDS PHONE SERVICE

Jack Coker, Director of the Veterans Administration Regional Office in Waco, announces a new service for the Hereford area.
Veterans can now dial 800-792-1110, for assistance and reach a Veterans Benefits Counselor stationed in Waco. The only expense involved is the cost of a local call.

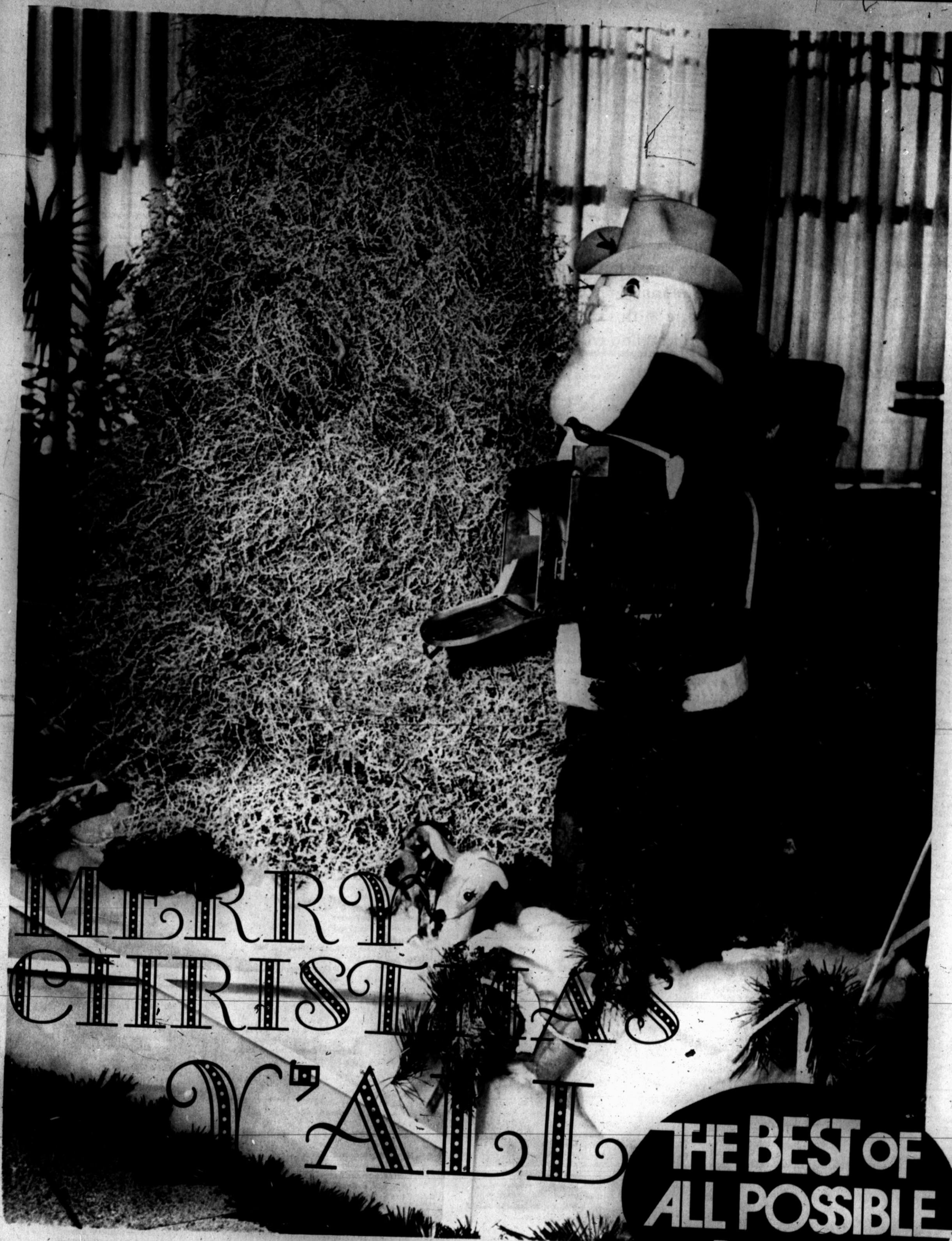
RCA ALL IN ONE advertisement listing various stereo models and prices: RCA Dashmatic Stereo AM/FM/MPX 8 track player \$159.95, RCA stereo 8/stereo FM 12R800 \$129.95, RCA 4-channel stereo 12R800 \$119.95, RCA stereo 8 12R500 \$54.95, RCA compact stereo 8 12R490 \$39.95.



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Jolly greetings are coming your way, in the spirit of the season! We'd like to take this opportunity to thank our many fine customers for their loyal patronage. May your Christmas be truly merry!
From all the friendly staff and management at
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Season's Greetings

We who participated in the "Project Christmas Card" take this means of wishing our sincere greetings to each and everyone in this area. Our lasting tribute in our community in keeping with a more true Spirit of Christmas.

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 Gertrude O. White
 Lester Wagner Family
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 Bill, Evelyn, Frankie & Dyrel Wells
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 Mr. & Mrs. Robert E. Wagoner
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Health Affects Holiday

For most people, the holiday season is a time of joy. There are gifts to be bought and hidden away where no one will think to look. There are decorations to put in place, and even though it's a time-consuming chore still, when it's done, all the tinsels and glitter are somehow transformed into something beautiful.

But the holiday season is also a time for reflection. It's a time for families to be re-united, in thought if not in fact. It's a time when most people find a quiet moment or two, to stop and think about what the past year has brought to your family.

CHANCES ARE, your health and your family's health have had a lot to do with the life you've enjoyed during the past year. So, it's a good time to take stock of your family's health. If you're lucky and have a good share of common sense, your family has stayed healthy all year long. But there's still more you can do to protect your family's health in the coming year.

Consider, for example, the

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COWAN JEWELERS
Downtown

subject of nutrition. Does every member of your family enjoy three good, well-balanced meals every day? Has weight control become a problem for someone in your family? Losing weight is never easy, and it's always tempting to try to solve the problem with ineffective, sometimes dangerous — almost always futile — quick-reducing efforts. Wouldn't it make better sense to eat well in the first place?

Has every member of your family been given a thorough physical check-up during the past year to prevent far costlier medical problems. It might even save your life.

SPEAKING OF prevention, if there are youngsters in the family, are they up-to-date on all of their immunizations? The value of immunizations doesn't stop when the school year begins. Make a note to check with your family doctor about booster shots.

While you're thinking about health, think about safety, too. Look around you; is your home as safe as it could be? Most people tend to be forgetful about leaving things lying around where they really don't belong. Why not take a few moments to check the garage and other storage areas for anything that might be

hazardous to your family's safety — and do something about it!

Don't forget about safety away from home, too, particularly in the family car. Rain, snow, ice, and other bad weather conditions are well-known dangers — but what about the dangers inside the car? For example, have you taught your children to buckle their seat belts every time you go for a drive? Small children especially must have special protection, since even a mild bump in the wrong place could be catastrophic. Older, active children may resent being confined by seat belts when it's a lot more fun to bounce around the back seat. This is one time when the only solution is the firm insistence of the parents.

Now, all of this talk of illness and danger may seem out of place during the holiday season. If so, we apologize. But we see people who are ill or unnecessarily injured all year 'round.

THE PEOPLE WHO work for your State Health Department, and your local public health department, care about you and your family.

We care about the adult members of the family, too. We're concerned about all the health problems you read about

in the papers and see on TV — drug abuse, cancer, smoking, heart disease, traffic safety, and many more. We're also concerned about many things you may have overlooked, such as diabetes and other chronic diseases, tuberculosis, VD, and occupational health and safety.

And we care about the environment your family lives in. We want you to enjoy clean air, pure drinking water, and freedom from unsanitary waste disposal. We want to protect you from rodents, insect pests, and other vermin. We want to help rid your community of disease.

WHEN A HEALTH problem does strike your family, we're still standing by, ready to help see that you have access to necessary emergency medical services, hospitals and other medical facilities, and nursing or convalescent homes.

And that's why we bring you this message during the holiday season, when you're probably thinking about your family. We'd like you to remember that we're thinking about your family, too — very day.

From all of us at your local health department, and your Texas State Department of Health, we wish you a happy, and healthy, holiday season — and many more to come!



"I've never had cancer. But I'd be crazy to ignore it. I know many cancers can be cured if they're detected early. But you've got to know the warning signals. Change in bowel or bladder habits. A sore that does not heal. Unusual bleeding or discharge. Thickening or lump in breast or elsewhere. Indigestion or difficulty in swallowing. Obvious change in wart or mole. Nagging cough or hoarseness."

"If one of them appears, see your doctor right away. The odds are you don't have cancer. But only your doctor can tell you that for sure."

American Cancer Society

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

THE SCIENTISTS TELL ME ...

By Robert L. Haney, Science Writer
The Texas Agricultural Experiment Station

"Blended Beef" Gains Wide Acceptance

"Blended beef" in the past year or so has become our most popular form of ground beef.

Most consumers first saw blended beef in their meat counters during 1973, when beef prices were rising. Many grocery retailers started selling a blend of 75 percent ground beef and 25 percent textured vegetable protein (tvp) as a way to lower prices. The blend usually retailed for about 10 cents per pound less than all-meat hamburger.

Consumer acceptance of this blended beef product was studied by marketing researchers from the Experiment Station. Widespread consumer acceptance could have important implications for both the meat and the vegetable protein industries. This consideration was what prompted the study according to Dr. Robert E. Branson and Dr. John P. Nichols, researchers in market development for the Experiment Station.

"The overwhelming initial reason for purchase of blended beef was price, mentioned by 83 percent of the purchasers," Branson says. "Hamburger cost about 10 cents per pound more and lean ground beef about 30 to 35 cents per pound more than the blended beef."

"For most purposes, blended beef appears to be an excellent substitute for all-meat ground beef and hamburger. Most consumers were either indifferent or expressed a preference for blended beef. However, some users said that

as a meat extender. The food service industry pioneered use of (tvp) and it's widely used by restaurants and other institutions.

Because it costs substantially less than natural meats, users can cut costs with little or no apparent reduction in the quality of their finished products as long as it's used at recommended levels. The use of textured vegetable protein as a meat extender gained considerable impetus in 1971 when USDA's Food and Nutrition Service approved its use at levels up to 30 percent in their School Lunch Program.

About 75 percent of all first-time users said they planned to buy blended beef again, 16 percent did not and 9 percent were undecided. But with those who had bought it twice, about 91 percent planned to buy it again. Of those who had bought it three or more times, about 99 percent planned to buy it again."

"After introduction, blended beef rapidly gained 20 to 30 percent of the total ground beef market in stores where it was available and gradually increased its market share to 30 to 35 percent within 12 weeks. The market share obtained by blended beef made it the largest selling type of ground beef in stores where it was available. This occurred even though store traffic remained virtually unchanged.

Though first "discovered" by many consumers in 1973, textured vegetable protein has been used for several years

Happy Holidays

To all our wonderful patrons... here's wishing you a truly beautiful Christmas!

Welcome Peggy James along with Sharon Williams, Leona Adams, Gladys Carroll, Pat Rhodes, Adie Nolan, Beverly Richardson

BEAUTY HOUSE

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YOU AND YOUR HEALTH

By Peter J. Esse, MD

BACKACHES MILLIONS OF YEARS AGO?

Recently I stated that human beings didn't have backaches when they walked around on all fours millions of years ago.

One man wrote: "You weren't there. How do you know whether Adam and Eve had backaches?"

And another said, "In the first place, it hasn't been millions of years since man was created. My Bible tells me that God created us in His image, and I know that my Savior doesn't look like a monkey and I don't believe that you do."

(I may not look like a monkey, but many's the time I feel like one.)

Here are some statistics: Arthritis has been traced to the Ape man of two million years ago, the Java and Lansing men of 500,000 years ago, and the Neanderthal man of 40,000 years ago. Egyptian mummies and the remains of prehistoric American Indians show evidence of degenerative joint disease.

Often a backache's cause can easily be traced. For example, the aching (otherwise uninjured) back of a youngster tackled in a football game — or sliding into, second-base. A history of injury puts us on the right diagnostic trail. At least, we investigate it right away to be sure there are no dislocations or fractures.

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'Big-Time' Arrest in San Francisco

By Bernard E. Nash

I'm not sure if this story should be described as tragic or ludicrous or both, but it's a sure bet that, if you were to see it on "The Streets of San Francisco" or some other TV police drama, you'd probably think it was too unbelievable to be true.

Yet, it actually happened last month, in an inexpensive old San Francisco hotel. Mostly old people dwell there, but it's no retirement residence with planned activities and other amenities to occupy the mind and relieve the boredom of day after day of doing nothing.

There's a lounge on the second floor in which the residents gather to watch TV and—later in the evening after the set has been turned off—to resume the nightly card game. It's the kind of game Bernard Nash where a lot of small change sometimes moves back and forth between the players, and no one wins or loses any great amount. The players range in age from 62 to 83; some are crippled while others suffer from heart conditions.

For most of them, whether playing for pennies or pleasure, it's the only game in town—the kind you can find going on in almost every senior citizen apartment house or retirement community across the country. But, the game in the Hotel Alexander in San Francisco is different—at least, since that scary night last month.

"The football games and TV shows were over," recalls George Burmaster, 83, "and we had just got started." Suddenly, two long-haired men burst into the lounge, frightening the old people who were convinced that they were hoodlums who had come to rob them of their Social Security money.

"Don't move anything," one of the invaders commanded as his partner flashed his badge, identifying the duo as members of the police vice squad. It was a bust—the old people's card game was being raided!

"I was 'sh-shaken I cried," says Ellen Neel. The vice cops seized the money on the table for evidence ("my meal money," complains Walter Rothrock), fingerprinted the players, and charged them with "visiting a gambling house or place" even though they were playing cards in the privacy of what is essentially their own home.

Then, they left, taking the money and cards with them. "We play poker because there is nothing else to do," explains a former schoolteacher who taught citizenship to immigrants, and who probably wouldn't give a passing grade to those two.

For a week, they waited and worried. Would they be sent to jail at their age? Were they to be fined—and where would they get the money? If their penny-ante card game was wrong, what were they supposed to do for fun?

and Escalator Provisions in 1975," by Edward Waslewski, a BLS economist, will appear in the January 1975 issue.

SOME ADDITIONAL highlights follow: In addition to workers covered by new contracts or reopens, 6.7 million workers will get deferred wage increases, that is, those negotiated in earlier years and slated to become effective in 1975, under major contracts (those covering 1,000 employees or more). These increases will average 5.1 per cent, or 30.4 cents per hour. (These increases exclude possible cost-of-living adjustments, except for guaranteed minimums.)

Deferred increases in 1974 covered an estimated 4.8 million workers and averaged 5.0 per cent, or 25.3 cents per hour. In manufacturing, the average 1975 increase for 3.5 million workers will be 4.4 per cent, or 22.2 cents, while in the nonmanufacturing sector the average deferred increase, covering 3.2 million workers, will amount to 5.9 per cent, or 39.5 cents. Deferred wage-benefit package increases for 4.1 million workers in bargaining units covering 5,000 workers or more are scheduled to average 5.7 per cent. The comparable 1974 figure was 6.2 per cent.

Metalworking has the largest concentration of deferred in-

Light Collective Bargaining Expected On Wage Calendar

A light collective bargaining schedule is in store for 1975, as about half as many workers are under contracts either expiring or subject to reopening provisions as in 1974, according to preliminary estimates by the Bureau of Labor Statistics of the U.S. Department of Labor.

Some 2.5 million workers are under major contracts in the private nonfarm sector that either expire in 1975 or contain 1975 wage reopening provisions. This compares with an estimated 5.2 million workers under contracts expiring or subject to reopening in 1974.

Key industries in which bargaining will take place include construction, retail trade, apparel, gas and electric utilities, transportation services (primarily maritime and airlines), petroleum, food, and lumber.

Bargaining patterns in some of these industries are discussed in the article, "Bargaining in 1975: Oil, Maritime, Postal Talks Top Light Agenda," by Lena W. Bolton of the Division of Industrial Relations, in the December 1974 Monthly Labor Review. A companion article, "Scheduled Wage Increases

and Escalator Provisions in 1975," by Edward Waslewski, a BLS economist, will appear in the January 1975 issue.

Continuing the pattern of recent years, the average deferred increase in contracts containing cost-of-living clauses tends to be smaller than in those contracts without such provisions. However, depending upon the course of consumer prices, increases in contracts with escalator clauses will be further augmented by the amounts generated under the various escalator formulas.

Contracts providing deferred increases in 1975, which also contain escalator clauses cover 4.6 million workers and will average 4.4 per cent. Contracts without escalator provisions, covering 2.2 million workers, have an average deferred increase of 6.5 per cent.

Overall, major collective bargaining agreements in the private nonfarm economy cover some 10.2 million workers. Of these, approximately 5.1 million are now covered by escalator clauses.

STATE CAPITAL Highlights AND Sidelights

by Lyndell Williams



Raymond White home, 214 Texas

AUSTIN, Tex.—Insurance fraud investigations are moving forward on several fronts. Insurance Board Chairman Joe Christie announced he has assigned a fulltime investigator to assist District Atty. Wiley Chestnam of Cuero in looking into complaints that high-rolling agents are flim-flamming old folks.

—Christie, who helped uncover the veterans land scandals of the 1960's, launched the probe last summer and termed the offenses of major proportions.

—A House of Representatives sub-committee also has been reactivated to check into the complaints and hear recommendations of top officials involved.

—Christie said Chestnam may convene a grand jury to look into possibility of fault within the State Board of Insurance for not stopping practices.

Since initial arrests of two men in Cuero, Christie said 30 agents have lost licenses for a variety of offenses and seven companies have been referred to the attorney general for possible fraud prosecution in sale of health and auto insurance to the elderly.

A State Insurance Board investigator said "goose lists" of gullible old people are used by unscrupulous insurance agents to sell millions of dollars in health insurance each year. He said seven companies agreed to refund \$300,000 to Texans bilked by agents. A West Texas couple reportedly paid more than \$20,000 in premiums for health insurance in two years.

agencies. The register, maintained by the secretary of state's office, would be available on a cost basis to every citizen of the state. It is aimed at providing the public "easy access to every decision process of Texas State Government," Briscoe said. The governor pointed out that present procedures of public notice in general circulation newspapers should be continued.

GOVERNOR RECOVERING—Governor Briscoe is back on limited duty at the governor's mansion after being hospitalized with acute nephritis, a kidney ailment. Doctors said he is recovering satisfactorily, although his illness was "very serious." He must return to the hospital for kidney tests this week.

Briscoe was stricken as he was preparing to depart for the national Democratic mini-convention in Kansas City December 7. He was hospitalized in San Antonio for four days and then allowed to return to the mansion for another 10 days' rest.

COURTS SPEAK—A San Antonio district court granted a temporary injunction against business schools in five Texas cities accused of violating state consumer laws.

Texas International Airlines took its fight to continue flying out of Dallas' Love Field (instead of the new Dallas-Fort Worth Airport) to district court here.

The Texas Supreme Court, in a split decision, held Lower Colorado River Authority can raise rates for electricity in San Marcos without city council approval.

Reversing itself, the Court of Criminal Appeals upheld a life sentence given a San Antonio man for sale of heroin.

AG OPINIONS—A district clerk is required to furnish an adoption case file to the Department of Public Welfare within a reasonable time of the entry of an adoption decree, Atty. Gen. John Hill held.

In other recent opinions, Hill concluded: "A library board acting without rule-making or judicial power does not have to conform to the open meetings act."

"Public employees aren't entitled to premium pay for holiday work but are entitled to time and a half for work over 40 hours a week. Hill supplied the formula for computing overtime pay for public workers."

"Minutes of school board meetings and data on sex, ethnic origin, salaries, title and dates of employment of government employees are open to public inspection."

"A business to obtain a sales tax permit must post required bond or security. Bonds will vary with the taxpayer record of the predecessor business."

IMPACT STUDY ORDERED—State agencies were called on by the Governor to assess impact of President Ford's plan to reduce current federal spending by \$4.6 billion.

He said the cuts may have "substantial" impact on federally-aided state programs.

Best Wishes!

May we take the time to wish our fine patrons a very happy Christmas.

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BY SALLY AND JIM ADAMS

COOLING THE ANTIFREEZE CRISIS

If you drive a car with an air-cooled engine, you can skip this column - if not, you probably know by now that the cost of antifreeze is going, like so many items, through the roof. Worse, some manufacturers are predicting that antifreeze may be in short supply in some areas.

Why a shortage? Manufacturers blame it on the fact that antifreeze production hasn't been increased over the past few years; despite the growing number of cars on the roads. Also, the main ingredient - ethylene glycol - has been diverted in large amounts to the production of polyester fibers. Well, there may be a shortage, but there's no cause for panic. Here's what you can do.

You've probably been in the habit of changing your coolant annually. But most auto manuals today don't recommend an annual replacement, so unless your manual specifically advises replacement, keep the old coolant. What you should do is drain it from the cooling system and give the system a thorough flushing. Run the coolant through a cloth to strain out impurities and then return it to the system. Then stop by your service station and ask the mechanic to run a pressure check on the cooling system to discover any leaks. Replace any hoses that feel brittle or mushy.

The Joys of Christmas

Dorthy's Beauty Salon

wishes everyone a Merry Christmas. We want to thank our customers for their patronage. We will be open Christmas week-Monday, Tuesday, Friday & Saturday. Drop in to see:

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Iris Ray Wanda Saul
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Senate Republicans Analyze Economy

By JOHN TOWER
U.S. Senator

When Congress returned after the month-long election recess in November, the primary concern of almost everyone was the state of our economy. Much of the discussion and disagreement has centered around whether our major problem is inflation or recession.

There are as many opinions on what solutions should be applied to these problems as there are people who offer the opinions. This diversity of thought has only served to aggravate and even to confuse the issue.

In light of this situation, the Republican Conference Committee, which is composed of all Republican Senators, met more than a week ago in an attempt to arrive at a consensus on economic policy. There was no desire among any of my Republican colleagues to replace the President's economic program. Rather, we felt that we could play a strong supportive role by presenting a unified effort in the Senate as well as offering guidance from Capitol Hill to the President.

THE CONFERENCE adopted a resolution calling for an ad hoc committee of seven senators to study the economic situation and to draft appropriate policy statements and to suggest supplemental initiatives. The committee of seven was asked to report back to the full conference committee in one week.

Because of my background as ranking member of the Senate Banking Committee and because I am chairman of the Senate Republican Policy Committee and I served as the Republican Senator on the Steering Committee of the President's Economic Summit Conference, I was chosen to serve as chairman of this task force. The others who served with me are Senators Howard Baker, Carl Curtis, Paul Fannin, Jacob Javits, Ted Stevens and Charles Percy.

The committee met in five separate sessions, each session lasting at least two hours. Bill Simon, Secretary of the Treasurer, met with the committee twice. In addition, Alan Greenspan, chairman of the Council of Economic Advisors, and Arthur Burns, chairman of the Federal Reserve Board met with me personally. These men, who are the top economic advisors in the administration, willingly submitted to our questions and contributed to our deliberations in a significant manner.

On Wednesday of this week the Republican Conference convened and the task force presented its unanimous recommendations for consideration. Following considerable discussion, the Conference adopted our proposals designed to supplement and reinforce the President's economic package. In the next few days, a delegation will present our suggestions to the President in some detail.

IN CONSIDERING general economic policy, we agreed that monetary policy must pursue an orderly and moderate growth and we hope that the tight monetary restraints we have experienced for some time now can be eased. The easing of the money supply, however, must be accompanied by a stringent

control on federal spending. Likewise, tax reform is essential to relieve the burden on those of low and moderate income and simultaneously encourage increased investment, capital formation and employment.

We stress in our proposals that wage and price stability should be sought through the discipline of the marketplace and not through a system of economic controls. Additionally, trade reform, strengthened anti-trust policy, review of federal regulatory agencies, financial reform, and support for the ailing housing market all should be made priority items for both the President and the Congress to address.

The package which we have adopted is multi-faceted and cuts across the entire American economy. In addition to general economic policy, we addressed the areas of jobs and employment, energy resources and conservation, food production and productivity.

Increased employment and unemployment assistance through public service jobs and an emergency jobs program have become essential with the leap-frogging unemployment figures we now are experiencing.

WE MUST LAUNCH an aggressive attack aimed at eliminating wasteful energy consumption while at the same time stimulating and encouraging increased domestic energy exploration and production.

Food production at maximum levels should be encouraged through free market channels in order that we might meet present needs domestically and foreign demands for U.S. production.

And, we must be aware constantly of the need for an improvement of a continual effort on the part of private enterprise and government bureaucracy alike to increase our nation's productivity across the boards.

In order to get the economy moving in the right direction, we must all pull in the same direction — the Congress as well as the Administration. The economic problems of the United States are an integral part of an international inflationary crisis. Only by working together can we bring our economy back to a normal rate of growth and expansion so that everyone in the United States as well as the world can enjoy a better way of life.

The Lieutenant Governor's Report By Bill Hobby

With the convening of the 64th Regular Session of the Texas Legislature only three months away, I would like to discuss, in this and future columns, some of the issues which will be considered.

Perhaps the most discussed and controversial issue which will come before the 64th Legislature will be the revision of our system of financing for public school education. The 63rd Legislature considered this matter in the last days of its Regular Session, but the complexity involved required more time for study than was then available.

In December of 1971, a three judge federal court, in the now famous *Rodriguez* case, struck down the state's system of financing public schools on the grounds that it discriminates against students in poor districts which lack an adequate tax base to support a quality education program. The court gave the Legislature two years to correct the

situation. Then, the U. S. Supreme Court overturned the lower court decision, but encouraged the Legislature to improve the system of finance. This decision removed the gun from the legislator's heads, but not the need to act.

We were given time to study the matter fully. Many studies were initiated and the information needed for proper legislative action is available.

A system which sees a school district in a poor area provided \$418 per pupil during the 1970-1971 school year while more affluent districts provided \$1276 per student virtually guarantees unequal educational opportunity.

Our responsibility is to make absolutely certain that every school child in Texas receives an equal quality education. This insurance must be provided by the 64th Legislature.

A second area of concern to the 64th Legislature will be the question of whether or not to adopt legislation to regulate public utilities.

This issue is of special interest to many of our citizens who have been faced with dramatic increases in their public utility rates.

Residents of unincorporated areas frequently lack official representation in their dealings with utilities, particularly if the companies are privately owned. Municipalities do have regulatory and rate-making powers, but some find it difficult to obtain the expert advice needed to negotiate effectively.

Public utilities exercise a monopoly in the areas they serve. A utility firm's rates may be fair and reasonable. The quality of its service may be good. But, who is to judge rate fairness and service quality, and by what standards?

Legislation to regulate utilities will probably take several forms. Some may propose the creation of a state commission to

regulate all utilities. Some may propose a commission to regulate only telephone firms.

Others, similar to bills introduced during the 63rd Legislature, might authorize the Attorney General to advise individual cities on utility regulation and rate-setting or empower county commissioners' courts to supervise utility companies in unincorporated areas. Still others might call for a commission to regulate utilities serving cities of certain size, for example cities of under 100,000 population.

Whatever the eventual shape of such legislation I feel the State must provide the tools whereby public utilities can be properly regulated so as to best serve the people.

These are only two of the many important issues which will be considered by the 64th Legislature. The work of the upcoming Session will be very demanding and I hope that each citizen will be in touch with his or her legislators to discuss all matters of interest.

ENERGY SENSE

The Bicycle Boom

by John C. Sawhill
Federal Energy Administrator

America is having a love affair with the bicycle. Not since the gay 1890's—before the age of the automobile—has the two wheeled chariot enjoyed such popularity for recreation and transportation.

In Wisconsin, the granddaddy of bike trails stretches 300 miles across the entire State. One 32 mile segment runs over an abandoned railway roadbed, complete with three tunnels, 35 bridges, trestles and overpasses. The trail has become so popular that the State recently bought another 150 miles of abandoned rail roadbeds for additional bike traffic.

It's significant for the Nation's energy future that the bicycle is now winning the popularity contest with its four-wheeled brethren, the automobile. Bicycles are our most energy efficient mode of transportation, using less RTU's per passenger mile than it takes to walk. Automobiles are one of the least efficient.

The more Americans take to pedal power for transportation to work, for quick trips to the corner grocery store, for weekend recreational fun, the less we'll depend on our cars and the less petroleum products we'll have to buy to keep them running.



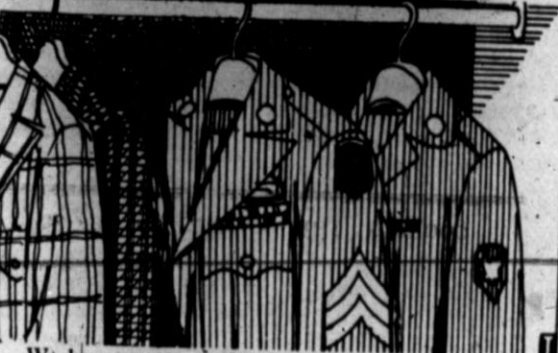
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Did You Know?

For Immediate Release

• A survey of 17 major insurance companies writing group disability income insurance in the United States has found that all of them will cover loss of income resulting from alcoholism.

• According to an insurance company statistical report, each year about 100,000 drinkers become alcoholics, and an increasing number of them are women.

• Young people appear to be drinking more often, in greater quantities, and at an earlier age than before, according to the insurance company figures.

• Insurance company health benefits to persons 65 and over reached \$521 million last year.

• Benefit payments by insurance companies to those persons over age 65 were \$51 million higher last year than a year earlier—a new benefit record.

• Hospital expense benefits for those over age 65 came to \$223.4 million through insurance companies.

MERRY

CHRISTMAS

We wish you great joy this Christmastide... may love and peace abide with you and yours all through the holiday season and in days to come.

Abbie's MISTER SHOP

319 N. Main 364-0204

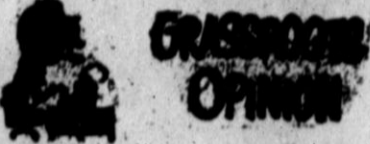
Christmas is the grandest holiday of the year for Americans, regardless of faith or philosophy. For the Christmas spirit, the love and tolerance taught by Jesus, whose birth is commemorated, can be applauded by all.

The major principles espoused by Jesus of Nazareth—tolerance, love, forgiveness, and helpfulness—can be embraced by those of all faiths and creeds. And it really is unimportant whether one believes Jesus was divine, or simply one of the greatest men of faith in world history. His teachings, and his life, stand as a great guiding light for all.

Thus atheists can endorse his philosophy, Jews (who do not believe Christ was the actual son of God), agnostics (who believe knowledge about God or the earth's beginning isn't provable), Moslems, Buddhists, etc.—all can revere Jesus' teachings.

Americans and all Christians must strive for fellowship and cooperation among all peoples. This, of course, precludes arguing over details and specifics among or between religious denominations, which has cost the world so many wars and so much bitterness. Universal tolerance and understanding are the main thrust of the Christian gospel—as Jesus taught it.

No force the world has known has created so great an impact on humanity as did Jesus' teaching. Thus no one can ignore the message, nor can one be unimpressed at Christmas.



"Amnesty may be fine. To forgive and forget may be all right, but I feel to grant full amnesty to those who fled our country to escape military service would be grossly unfair. If they want to come back then why should they not pay some sort of price? Maybe some sort of government service would be all right—like running the sanitary waste disposal plant! But then there are some of those who live near who didn't leave the country nor serve the country either and they are not paying any premium because they did not serve, and that is something to ponder also." NEW LONDON, IOWA, JOURNAL.

"Here's one that ought to make you taxpayers burn! Amtrak will receive a \$136 million federal subsidy this year to operate rail passenger service in the nation. Of that amount, \$600,000 is spent to buy airplane tickets so that employees of Amtrak can make business trips, trips they could have made free on Amtrak. Maybe they don't even believe in their product." BARNESVILLE, MINN., RECORD+REVIEW.

"It's no wonder things got out of control at the White House. Inflation hit the presidential staff, which grew to 540 persons compared to 250 when Mr. Nixon took office. Too many chiefs and not enough Indians." ABILENE, KANSAS, REFLECTOR—CHRONICLE.

"What do we mean when we say that first of all we seek liberty? I often wonder whether we do not rest our hopes too much on constitutions, upon laws and upon the courts. These are false hopes; believe me, these are false hopes. Liberty lies in the hearts of men and women; when it dies there, no Constitution now laws can save it; no constitution, no law, now court, can even do much to help it. When it lies there it needs no constitution, no law, no court, to save it." FREDERICK, S.D., BROWN COUNTY NEWS.



Editorial Forum

High Interest Rates Frustrate American Economy

By ARCH BOOTH

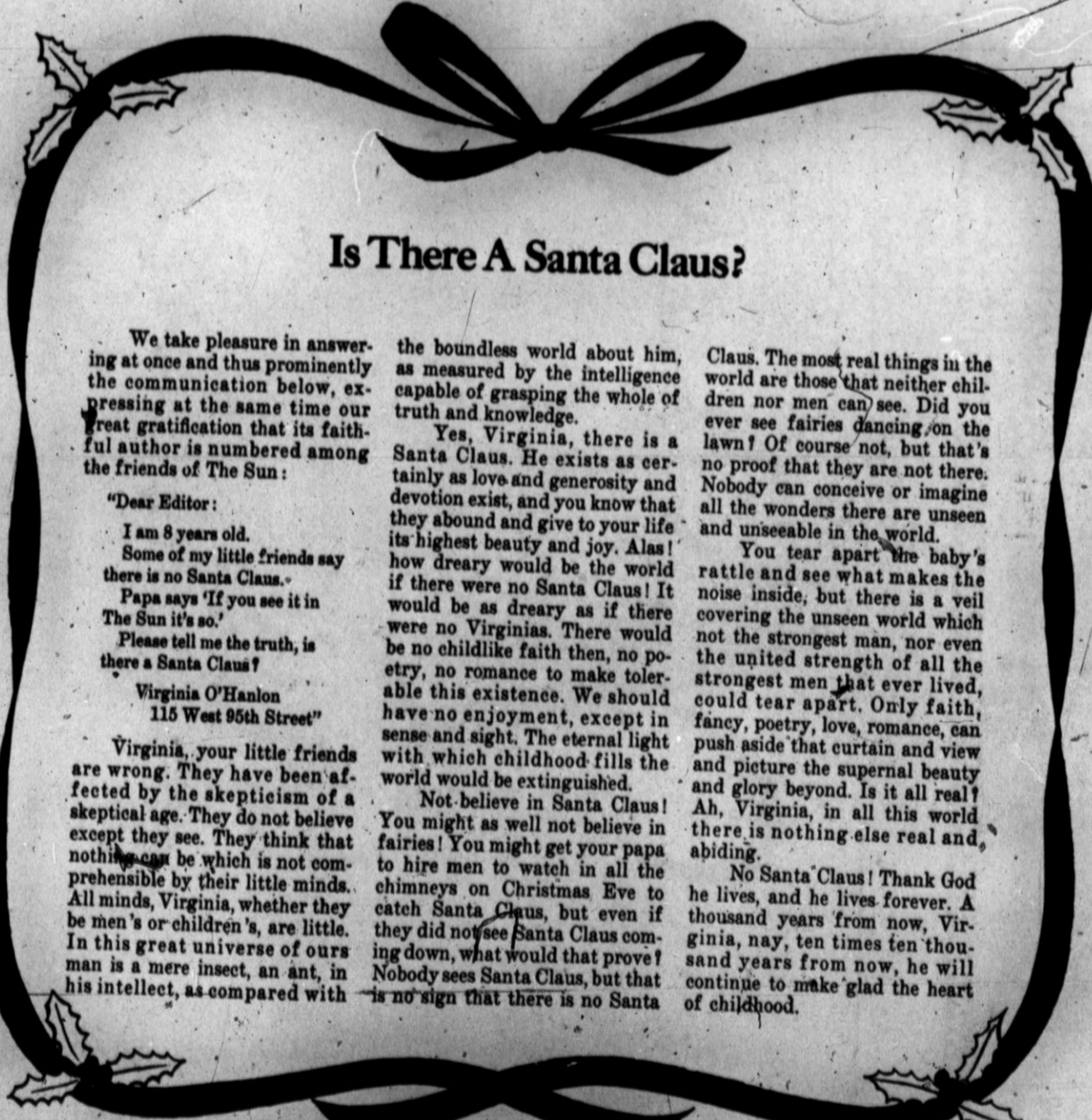
High interest rates are frustrating the hopes and dreams of millions of potential homebuyers; bankrupting the housing industry, eating into the profits of businesses large and small, and stifling economic expansion. No wonder people are upset about them!

to cater to this sentiment by proposing laws promising interest rate ceilings or special credit for this group or that group. Such "Solutions" look attractive at first glance, but they are not solutions at all, as you can see for yourself with a little background information.

roughly five per cent per year. To put that another way, you must get interest of at least 10 per cent just to stay even; more than that to come out ahead.

that the national government puts an eight per cent ceiling on all interest rates. What would you do? Lend to someone outside the country?

We happily reprint the most famous editorial ever written on the subject—and wish you a Merry Christmas



Is There A Santa Claus?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

"Dear Editor: I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in The Sun it's so.' Please tell me the truth, is there a Santa Claus?" Virginia O'Hanlon 115 West 95th Street"

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with

the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

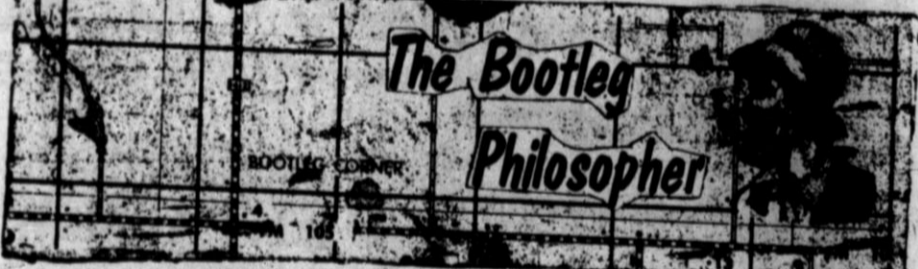
Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa

Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood.



Editor's note: The Bootleg Philosopher on his Deaf Smith grass farm on Bootleg Corner offers some suggestions to the world this week, free of charge.

Dear editor: According to an article I read in a newspaper somebody threw out of his car on a road near my house yesterday because everybody knows burning paper pollutes the air and besides, who knows, the paper might have been aimed at covering up some of the cans already there, the U.S. Treasury is considering re-issuing \$2 bills.

It says that if people would use the \$2 bills, the government could save from 2 to 4 million dollars a year by printing fewer \$1 bills, since it costs about a penny a bill for printing anyway and would cost no more to put a 2 on it instead of a 1.

I GUESS so, but it might be a better idea to print a bill worth \$1.98. Everybody knows nothing sells for \$2, it always \$1.98. A \$50 bill ought to be printed as \$49.99.

And while the government is on this economy kick there's an area where it can save a lot more money than it can by printing \$2 bills, and I'll explain.

As I understand it, when Greece and Turkey were fighting each other recently over Cyprus they were

using guns and ammunition given them by the United States. In these trying times very few countries are able to wage much of a war unless one of the bigger countries furnish them the weapons, and what would the evening network news be worth without at least one or two scenes of open warfare? It's a dull day when the networks can't find at least two countries, whether we've ever heard of them before or not, shooting at each other.

SO, WHAT the United States, Russia and China ought to do is get together and agree that, while they'll continue furnishing weapons to any country that threatens to go the other way if military aid is stopped ammunition will be blanks.

Then say when Greece and Turkey for example start shooting at each other, I doubt if one T.V. viewer in a thousand could tell they were using blank cartridges. Think what it would save in armored tanks alone. Why, we wouldn't have to furnish them new ones oftener than every three or four wars, maybe longer if they'd learn how to grease them and change the oil. And the saving in lead alone would go a long way toward paying Congressmen the higher salary they need if they're going to whip inflation.

Yours faithfully, J.A.

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"Is There A Santa Claus?" is the question Virginia, daughter of Dr. and Mrs. Philip F. O'Hanlon, put to the Editor of THE SUN in September, 1897. Her letter was turned over to

Francis Pharcellus Church to answer. The product of his fine nature, mellow wisdom and sound craftsmanship was the editorial "Is There A Santa Claus?"

Talk of Texas

By Jack Maguire

FOOTNOTE TO HISTORY — Christmas was first celebrated 291 years ago in what now is Texas.

A detachment of Spanish soldiers "going to the discovery of the East and the kingdom of Texas" camped on a hilltop along the RioGrandene river, the present town of Presidio. It was Christmas-Eve, 1683.

The next morning, Juan Dominguez de Mendoza, the commandant, ordered a special mass to celebrate the birth of Christ. This was the first recorded observance of Christmas in Texas.

Much of the traditional family Christmas, as we have it, was unknown in Texas until the German colonists arrived. Ferdinand Roemer, the German naturalist, reported that the custom of celebrating Christmas "by decorating a tree and exchanging presents" was unknown in Galveston in 1845.

The next year, when Prince Solms Braunfels and 300 German immigrants arrived, they were shocked that Americans didn't observe the Yule with lighted trees. The new settlers celebrated their first Texas Christmas by putting bits of colored paper and lighted candles on the native juniper trees.

The German custom spread. By the 1860's, the Christmas tree was common throughout the U.S.

HOLIDAY FARE — In 1903, Texas railroads offered travelers holiday rates unheard of today. For the cost of one regular one-way

ticket, plus \$2, the traveler could buy a round trip to anywhere in the state.

ADDITIONS THAT LIVE — This year, as they have since 1885, ranch hands from a large area of West Texas will gather in Anson, Jones County, for their famous "Cowboys' Christmas Ball."

It was started 89 years ago purely as a business venture. An Anson innkeeper, M.H. Rhodes, needed to increase patronage at his Morning Star Hotel and hit on the dance as a way of getting it. He invited lonely cowhands from the area to come to the hotel for a holiday dance. The ball was such a success that Rhodes decided to make it an annual event.

In 1890, William Lawrence Chittenden, who ranched near Anson, wrote his famous poem, "The Cowboys' Christmas Ball." It was first published in the Anson newspaper, the Texas Western, on June 19, 1890, as a kind of obituary for the Star Hotel after the old wooden inn burned to the ground.

WATCH OUT, SANTA — Old St. Nick would be wise to keep a sharp eye out for the Highway Patrol when he makes his Texas rounds or he could end up with a traffic ticket.

The problem is his lead reindeer, Rudolph, and the latter's bright red nose. Strictly speaking, Rudolph's scarlet proboscis violates a state law which says that the display of such red lights is reserved for emergency vehicles only.

These rings, are partition, only. Eling inspired standing If there these ri

Farm Census To Update County Statistics

The 1974 Census of Agriculture being conducted by the Bureau of the Census will bring up to date farm statistics collected for the year 1969 when the last farm census was taken.

Juston McBride, County Extension Agent, says that cooperation from every farm and ranch operator is needed in order to insure an accurate measurement of changes in Deaf Smith County. Farm business records are to be used in filling out the report form, but when records are not available, reasonable estimates are fully acceptable.

He stresses that the Census Bureau must have a good report from each operator if county records are to be complete and accurate. The report forms (questionnaires), mailed out about Jan. 1, should be filled out and mailed back as early as possible.

NOTHING IS revealed in the published reports that might disclose information about an individual operator. The data are combined into county and State totals that provide benchmarks for keeping up with changes in farming. The Census of Agriculture, taken every five years, is the only source of statistics on agriculture that are comparable, county by county, on a nationwide basis.

The 1969 census counted 751 farms in Deaf Smith County; 675 reported selling \$2,500 or more of agricultural products, and 280 reported sales of \$40,000 or more. The market value of all agricultural products sold amounted to \$167,516,834, an average of \$223,058 per farm.

THE 1974 CENSUS OF AGRICULTURE

Dr. Milton C. Adams
OPTOMETRIST
335 MILES
Phone 364-2255
OFFICE HOURS
Mon.-Fri. 8:30 to 5:00

1. Why is it the "1974" Census when it is taken in 1975? It asks about agricultural operations during 1974. Answers cannot be given until the year is over.

2. Why take it in January? Won't it conflict with IRS? We believe that it will be easier for the farmer to complete his report form at the time he has his records assembled for his IRS return. However, we urge him to mail in his census report form as early as possible and long before the April 15 deadline for IRS.

3. How do you know the mail will be successful. The 1969 Census of Agriculture was by mail and we had a 95 per cent mail back return nationwide. We found that because farmers were able to complete their report forms at their convenience, the data were more accurate by census standards than if given to interviewers when they called. Based on our experience in 1969 and in a 1974 census pretest, we have refined our questions and revised the report form. With additional publicity, plus help from other agencies such as yours, we believe that response will be even greater than in 1969.

4. Must a farmer complete and return his report form? Census questions, by law, must be answered, and they must be answered truthfully to the best of one's knowledge. However, answers can be given orally to a Census Bureau representative. In all cases we seek to obtain voluntary cooperation. We strive to help farmers understand that the statistical data from the census are useful to everyone and none of the information will be used to harm anyone.

5. What measures will you take to ensure 100 per cent return? During January-May we will mail out six messages. Jan. 7 a postcard goes to every name on the list, thanking them if they have mailed in their report and reminding them to do so promptly if they have not. Five letters follow to those who have not mailed in their forms, each mailing time to allow for response to the previous letter. The first letter goes out Feb. 19; the second March 19 with a

replacement report form in case the original has been lost; the third April 8; the fourth April 27 with another report form; and the fifth May 31. After that, in order that the data collection may be closed out June 30, field workers will telephone and personally visit the small percentage of non-respondents to obtain their information.

6. If I lose my report form, can I get another from the County Agent or a local USDA office? No, the form that should be submitted to the Bureau contains your address label with your identifying number on it. It is this number that identifies you in the name-and-address file and lets us know whether or not we have heard from you. All report forms distributed to the county agents and USDA offices are samples and are stamped Informational Copy. If you do not want to wait until the next form is mailed to you, write to Bureau of the Census, Jeffersonville, Ind. 47130.

7. Have you taken any other measures to ensure maximum returns? The Public Information Office of the Bureau is publicizing the census through the print and broadcasting media. Most farm magazines, will carry stories on the census and many will have a cover photo. Four different television spot announcements have been filmed and four different radio spot announcements recorded for stations having farm programs. The television stations also have color slides showing the rooster logo of the census. The rooster is on the posters which have been placed in farm implement, feed, and fertilizer stores, local USDA offices, and in stores in farming communities. A brochure has been widely distributed. News releases are being sent to all news media. Newspapers and magazines receive mats of drop-in ads. The USDA weekly radio tapes will carry several census programs, as well as the American Farm Bureau weekly radio tapes. The census will be a discussion topic for Community Farm Bureau groups and Vo-Ag instructors have a lesson plan for use in schools and adult farmer night classes. But no matter how much effort is put into this publicity, we need your help. We need it in those places where farmers are really reached—on local radio stations, in weekly papers, by word of mouth. We need your assistance along with the assistance of all other agricultural people in your counties.

8. Who develops the questions that are asked in the Census? The Bureau of the Census is not free to ask any question it chooses. Each question must be within the

authority granted by the Congress. It must fill an important need for information and it must be one for which people can readily provide an accurate answer. In choosing the questions, the Bureau consults people who need the statistics; that is, the Census Advisory Committee on Agricultural Statistics. This committee is composed of representatives of farm organizations, academic, government, and research groups concerned with agriculture, and organizations representing manufacturers and distributors of farm supplies and equipment, as well as users of farm products.

9. Why is the report form so big? There are 12 pages of questions. At first glance it may appear big, but it's a lot simpler than it looks. One form covers all types of agriculture practiced in the United States. Naturally, no farm operator could possibly have that great a diversification; thus, there are many sections that will not apply to an individual farmer. When that is the case, he checks the "No" box and goes on to the next section.

10. Will every farmer receive a questionnaire? A mailing list, put together largely from administrative records of other Federal agencies, provides satisfactory coverage of farms and ranches. The basic list of operators for the 1974 census consists of persons filing a form Schedule F or equivalent with their individual income tax returns for 1973. This list is supplemented by other lists available from the Internal Revenue Service and from other Federal agencies, as well as lists of large farms and abnormal farms (farms operated by institutions, Indian reservations, etc.) included in the 1969 census. Duplication of names has been eliminated. The list conceivably can be larger than it should be, but we believe it covers everyone who should receive a report form.

Every farmer/rancher whose gross exceeds \$2500 should receive the standard report form. A short version will be mailed to those whose gross annual receipts are under \$2500.

11. What if someone receives the wrong form? This may happen. If it does and he is a farmer, he should complete the form, sign it, and mail it in. If he has received the short form, but his receipts are well over \$2500, the Bureau will contact him for the missing information. Where the recipient of a standard form turns out to be below the \$2500 cutoff, data will be tabulated and published only for those items which are included in both forms.

12. What if someone receives

a form who is not a farmer? This too may happen. If it does, he should tear off the front cover of the form received, write "No farming done" beside the name and address, and return the covers so the address list can be corrected. In short, everyone who receives a report form should complete the applicable parts and mail it in.

13. Are the questions the same as in 1969 or are there new areas covered? The questions are pretty much the same as in 1969. However, additional screening questions have been inserted to lessen response burden. A new section will ask about injuries and illnesses connected with ranch/farm work. The section on contracts has been revamped and enlarged to provide data on changes in the production and marketing structure of agriculture. There are indications that a number of farmers are participating in the futures markets, which may lead to significant changes in marketing practices in U.S. agriculture. The item on expenditures of petroleum products has been expanded to include fuel storage capacity as well as value. The revised sections on type of organization and operator characteristics are designed to help the Department of Agriculture in altering farm definition and classifications. Several items in the cattle section have been added which will make it possible to report beef and dairy cattle separately in more detail.

14. Are there other surveys in agriculture or is this all until 1979? The Census Bureau's schedule of taking a census of agriculture covering years ending in 4 and 9 may be changed in order that data on agriculture—the Nation's biggest business—be collected for the same period as that on business, manufactures, construction. Data on these economic activities are collected covering years ending in 2 and 7.

The Bureau has long realized that it makes sense to collect data for all economic activities for the same period of time; therefore, the Bureau has proposed to the Department of

Commerce that the next agriculture census cover 1978, and the following one cover 1982. Thus there would be only a 4-year lapse between the next two agriculture censuses until they are brought into line with the other economic censuses.

15. How do I know that the information I give will be kept secret? The Government asks the farmer to provide certain information in order to prepare statistical data that are needed about agriculture. The information is not used for any other purpose. All information given must be held in confidence and only statistical totals may be published. Personal identification, such as name and address, are withheld when the information on a report is fed into computers. This means that no farmer and no farm data are identifiable in the resulting output. In addition, no one outside the Census Bureau can see the information for any individual. It cannot be given to any other Government agency, local officials, tax collectors, police, health, welfare, nor to anyone else. All census employees are subject to severe penalties if they violate their oath not to reveal any information.

Congressman Gallagher, when he was Chairman of the House Subcommittee on Invasion of Privacy, stated: "The Census Bureau perhaps deserves the highest commendation for protecting those who supply them with information. On the aspect of confidentiality of the Census Bureau, it seems to me that it is unimpeachable."

16. Has the jail sentence been dropped from the penalty for not answering? To ensure complete coverage, the answering of census questions has been mandatory since the first census in 1790. One of the measures used to enforce the law was the penalty of a jail sentence for refusal to answer. The use of the jail sentence penalty has never been invoked.

17. When will the county reports be published? Although report forms (4 1/2 million) will be mailed out in late December 1974 and received by farmers within a few days, we will have

to allow six months to complete the census taking; that is, until June 30, 1975. This is three months earlier than the close out of data collection in the 1969 census. Since the data for each county must be complete before we can begin preparing the county report, it will be the latter part of 1975 before we can begin publishing county reports.

18. Of what importance is census data to those at the county level? Reports from the census of agriculture give detailed findings for every county in the U.S. The census is the only nationwide source of uniform data on agricultural production and inventories at the county level. Facts collected in the censuses are published for each county showing changes and current trends in agriculture. The Department of Agriculture uses census information to plan acreage allotments, marketing quotas, crop insurance, etc. USDA also uses census data as benchmarks for its current crop and livestock estimates. County USDA De-

fense boards use census data in their records. County Disaster Committees use census data in determining variance from normal when making applications.

19. What can we do to help the census? Use every means at your disposal to alert farmers/ranchers to the census. Tell them why it is important to them. Influence them to fill out their questionnaires accurately and mail them back promptly. Mentioning the census in meetings, on your local radio, in local newspapers, and in newsletters will certainly help.

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Pesticide Publication Available

AUSTIN—Agriculture Commissioner John C. White has announced publication of the 1974 Sample Analysis of Economic Pesticides, a book to provide Texas pesticide buyers with information about products available in the state.

The 122-page book contains the results of laboratory tests on nearly 1,500 products from 154 companies. It notes products on which stop sale orders were issued.

Copies are available by writing Agriculture Commissioner John C. White, Texas Department of Agriculture, P.O. Box 12847, Austin, Tex. 78711.

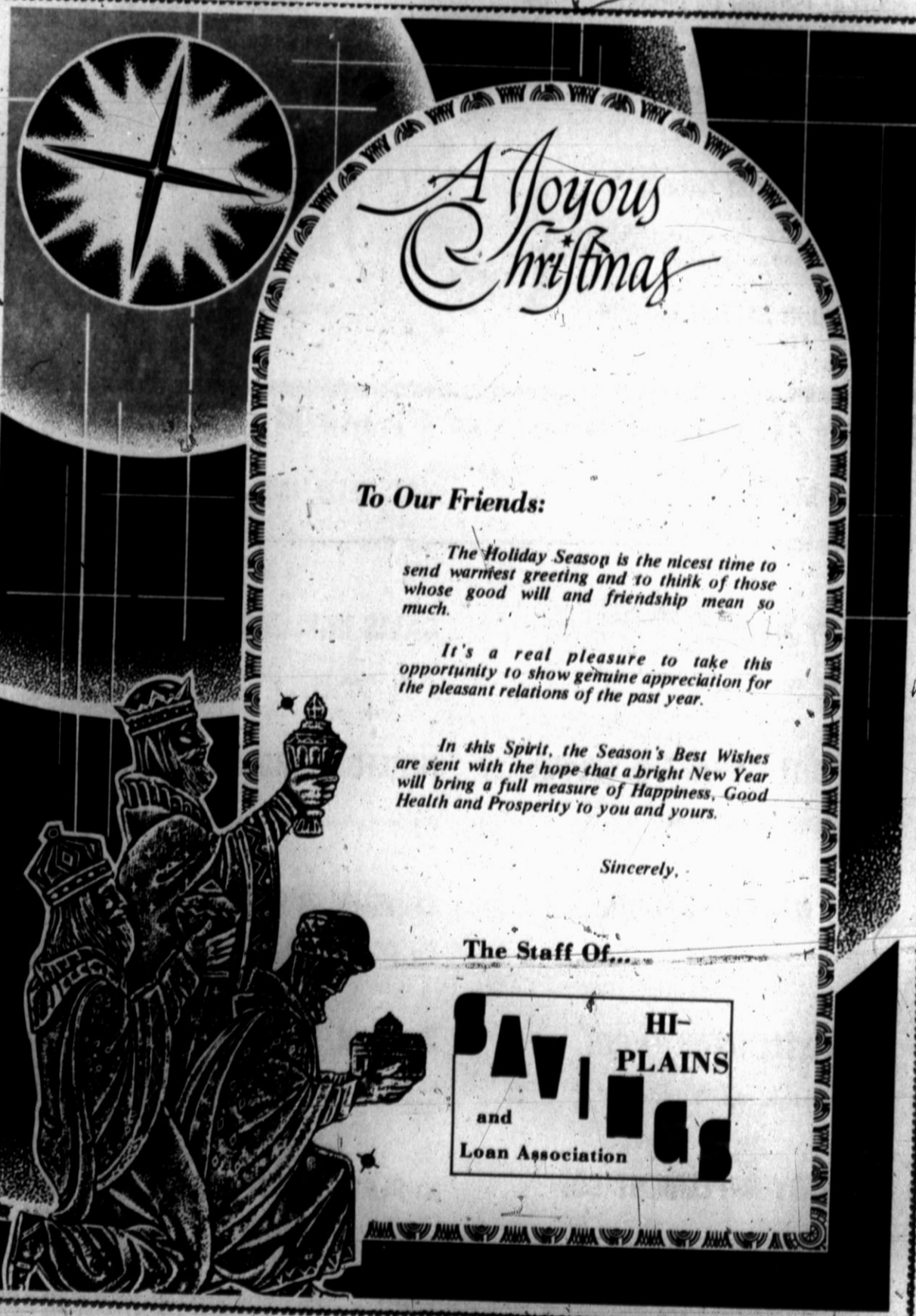
Tests were conducted by the department's Agricultural and Environmental Sciences Division.



NOEL

We're delighted to have the opportunity to say "Thank you" to our many fine patrons and to wish you the very best of the season. We've enjoyed serving you in the past... we hope to serve you again in the future.

City Tortilla Factory & Bakery
126 N. Main 364-9048



A Joyous Christmas

To Our Friends:

The Holiday Season is the nicest time to send warmest greeting and to think of those whose good will and friendship mean so much.

It's a real pleasure to take this opportunity to show genuine appreciation for the pleasant relations of the past year.

In this Spirit, the Season's Best Wishes are sent with the hope that a bright New Year will bring a full measure of Happiness, Good Health and Prosperity to you and yours.

Sincerely,

The Staff Of...

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and
Loan Association

For God So Loved The World

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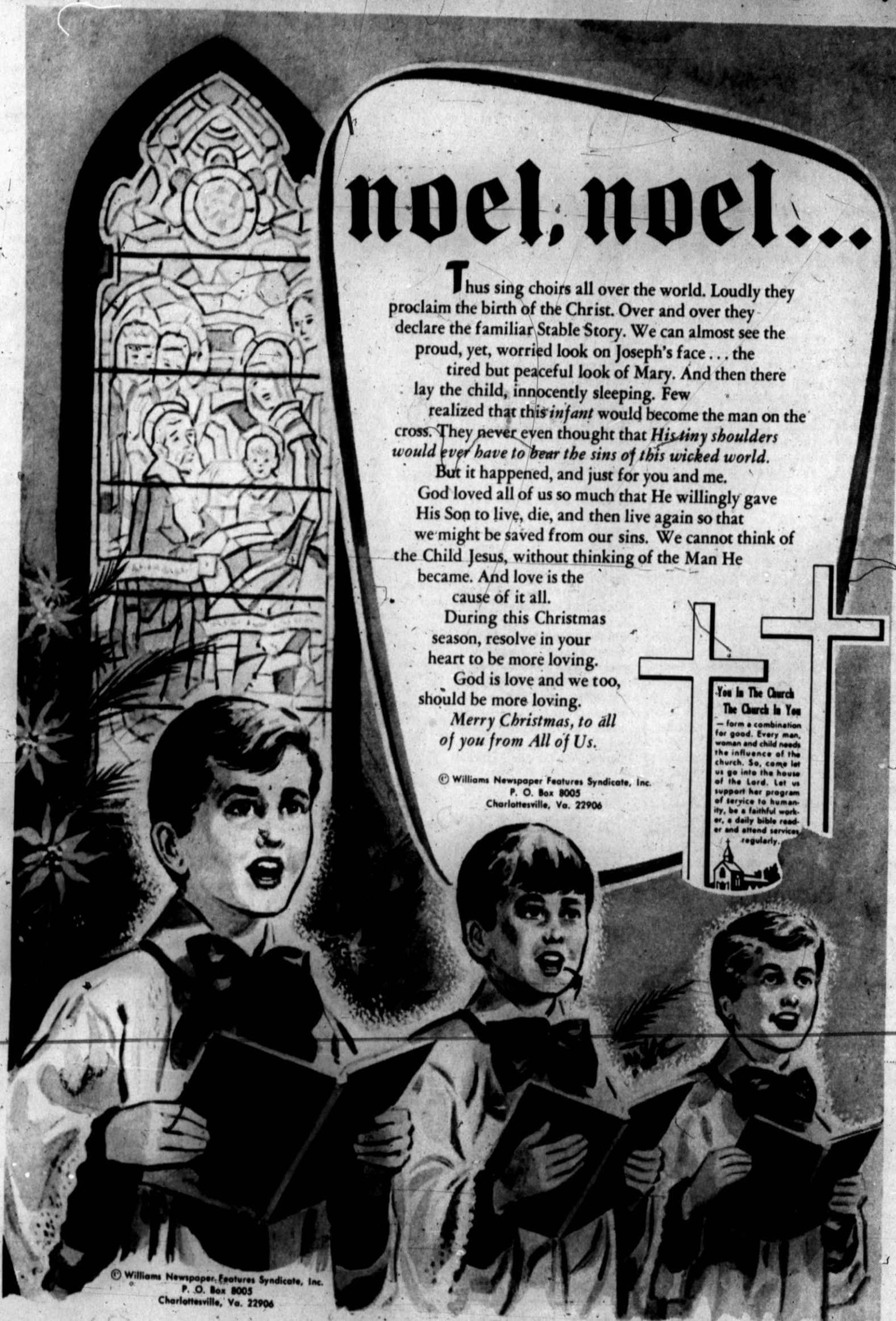
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400 Mable St.
Rev. C.W. Allen, Pastor



noel, noel...

Thus sing choirs all over the world. Loudly they proclaim the birth of the Christ. Over and over they declare the familiar Stable Story. We can almost see the proud, yet, worried look on Joseph's face... the tired but peaceful look of Mary. And then there lay the child, innocently sleeping. Few realized that this *infant* would become the man on the cross. They never even thought that *His tiny shoulders would ever have to bear the sins of this wicked world.*

But it happened, and just for you and me. God loved all of us so much that He willingly gave His Son to live, die, and then live again so that we might be saved from our sins. We cannot think of the Child Jesus, without thinking of the Man He became. And love is the cause of it all.

During this Christmas season, resolve in your heart to be more loving.

God is love and we too, should be more loving.
Merry Christmas, to all of you from All of Us.

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The Church in You — form a combination for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the Lord. Let us support her program of service to humanity, be a faithful worker, a daily bible reader and attend services regularly.

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1975 Cropland Restricted

"No new cropland will be added in Texas during 1975 although 1.1 million acres of former reserve cropland will be returned to production," says Charles K. Baker, marketing economist for the Texas Agricultural Extension Service, in taking a look at the coming year.

The economist predicts some shifts in acreage of major crops, causing an increase in plantings of sorghum, wheat

and corn and a decrease in cotton acreage.

The situation is not optimistic for beef cattle prices, contends Baker. "Fed cattle prices should improve in December and prices of feeder animals should increase toward spring, but there are still large numbers of feeder animals available."

Pork production for 1975 may be down 10-15 per cent from 1974 levels, says the Texas A&M University System economist. "Because of higher feed prices and increasing production costs, Texas pork producers are cutting farrowings by 6 per cent."

Baker says that lamb slaughter in the coming year should also run below 1973

levels, with commercial sheep and lamb slaughter down 7 per cent.

Prices for poultry and poultry products should increase during the last part of 1974 and into the coming year, but net income from poultry products will be lower due to decreased production and higher feed costs.

"The range situation is good in Texas at present," notes Baker. "Because of the high cost of feed, there will be more reliance on range grasses."

Turning back to the crop outlook, Baker points out that many cotton farmers will be switching to alternative crops such as sorghum in 1975 due to low cotton prices. Cotton acreage will be about one million acres below the available acreage.

Due to the shift from cotton to sorghum, sorghum acreage should be up substantially in 1975, contends the economist, while wheat acreage should increase about 10 per cent.

Texas peanut production will be down this year with average yields about 25 pounds per acre lower than 1973 levels, says the economist. Plantings in 1975 should equal or exceed those of 1974.

PIONEER PHOTOS MOUNTAIN VIEW, CALIF.

The Pioneer II space craft has returned photographs of Jupiter as it zoomed at more than 24,000 miles an hour towards the big planet.

U.S. adds aid to Palestinian refugee agency.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown



Hope your holiday table is loaded with goodies, and your home filled with joy!

Troy's Sweet Shop

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TRADE-IN-WATCH SALE
COWAN JEWELERS
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AgriCulture? HOW'S YOUR?

TOMATOES ORIGINATED IN TROPICAL AMERICA BUT WERE LATE COMERS TO U.S. MENUS

EUROPEANS APPRECIATED TOMATOES' GOOD-EATING QUALITIES LONG BEFORE WE DID... AND BY END OF THE 18TH CENTURY, ITALY WAS GROWING THEM AS AN IMPORTANT FOOD CROP...



BUT IT WAS ABOUT 1850 BEFORE PEOPLE IN THE U.S. DARED TO EAT TOMATOES!

NOW THE AVERAGE AMERICAN EATS ABOUT 20 POUNDS OF TOMATOES IN ONE FORM OR ANOTHER EVERY YEAR!

Farm Gifts Suggested

Farmers and ranchers in Deaf Smith County are promoting a unique gift idea for Christmas — gift certificates redeemable in meat, poultry and dairy products.

Pat Robbins of Hereford, president of the Deaf Smith County Farm Bureau which is coordinating the effort in this county, says that the idea is for people to give these foodstuffs instead of, for example, a bottle of perfume, tie or after shave lotion.

"Not that we're knocking these other gift ideas," Robbins said, "we just believe that a gift of food — especially these commodities that are in oversupply at this time — will

not only benefit the recipient, but also help the hard-hit producers of these products."

The idea is for people to go to their favorite grocery store and buy a gift certificate redeemable in these foodstuffs in any amount they wish, the farm leader said. They also can purchase gift certificates from the area CowBells...

"Some larger chains have their own gift certificates," he said, "and these are usable in our promotion. We are furnishing these stores with a colorful message insert that tactfully suggests which products to buy."

Soil Testing To Judge Fertilizer

Careful soil testing and a close watch on supply can help farmers with yet another problem facing them this spring — fertilizer, according to Dr. Jimmy Green, soils professor at West Texas State University.

"Farmers will be facing a new supply situation which we haven't had in the past," Green said. "It is very difficult to estimate how much will be available because we don't know how severe the winter will be, and we don't know how much fuel they will let manufacturers have to produce fertilizer."

Green believed farmers should make a more accurate estimate of their fertilizer needs through soil testing to make the optimum crop.

"The problem with any soil test is estimating how much of the nutrient is going to be available for plant growth," the professor said.

Obtaining the correct estimate of needed fertilizer is difficult. Green observes, "because in a soil test we only test the top six inches of the soil, and under good conditions the plant roots can go as deep as six feet."

Unless we test the full root zone our estimates can in no way be accurate, Green continued.

"The best soil test is the microbiological test," Green said. "This test is only done in a few places in the U.S. so we're not set up to doing this as of yet."

Even with the test most farmers don't really know how much fertilizer to put on to get the yield that they want, Green

observed.

But he advises that the best way to do this is to figure both the yield and per-cent protein that is desired in the grain and the total pounds of protein produced per acre, and then divide this figure by 6.25 to get the total pounds of nitrogen needed per acre for the grain.

By doubling the pounds of nitrogen needed per acre they will also take care of the plant growth, he concluded.

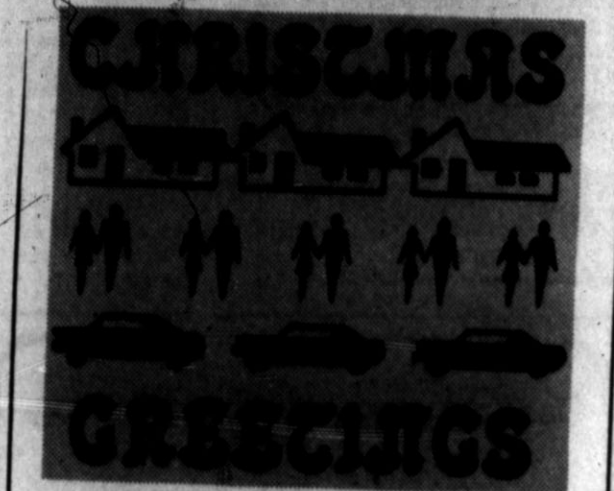
23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

Texas Meat Exports Drop

AUSTIN—Exports of Texas red meat dropped nearly 40 percent this year while production increased eight percent, another financial blow for an already ailing livestock industry.

According to Agriculture Commissioner John C. White, marketings of beef, pork, lamb and mutton reached 1,763 million pounds in September. Of this, 247.2 million pounds have been exported.

TRADE-IN-WATCH SALE
COWAN JEWELERS
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You can be "sure" of one thing... we're hoping you have the happiest holidays ever! Greetings to all!

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DEAF SMITH COUNTY FARM NEWS

Put Food On Gift List White Tells Shoppers

AUSTIN—A ham tied in red ribbon? A stocking stuffed with sour cream, fresh milk and butter? Turkey or rib roast in place of three new Hawaiian print ties? Agriculture Commissioner John C. White is encouraging Texans to "think food"—specifically meat, poultry and dairy products—this

Christmas. He announced that a Christmas gift promotion to help Texas agriculture producers hit hardest by the cost-price squeeze will begin in supermarkets and independent grocery stores around the state Dec. 1.

Gift certificates for meat, poultry and dairy products will be available at prices nearly everyone can afford. "There will be no limit—high or low—on what a person spends," said White. "Anything from the price of a single broiler to a side of beef will be accepted by participating stores."

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

Don't get engaged with a dated ring.

You'll find a fantastic selection of exciting, new styles, each crafted with that matchless "Master's Touch." And at very attractive prices, too! So come to our Goldmaster Diamond Center. It's the only sensible place to be if you've got engaging ideas.

COWAN JEWELERS
Downtown

GOLDMASTER DIAMOND CENTER

COTTON TALKS

FROM PLAINS COTTON GROWERS, INC.

A study group of the National Cotton Marketing Study Committee met December 4 in Memphis, Tennessee, and developed recommendations for improving cotton sampling, classification and standards.

The group's proposals will be submitted to the full committee prior to its next meeting in New Orleans, Louisiana, on January 6, 1975. A total of eight such study groups, established in-line with the major problem areas identified by the industry and the U.S. Department of Agriculture, will make recommendations for consideration at the January 6 meeting.

Don Marble of South Plains, member of the Sampling, Classification and Standards Study Group and President of Lubbock-based Plains Cotton Growers, Inc., reported after the Memphis meeting that this group would recommend:

- 1) That the integrity of the bale package be maintained by taking only one sample from each bale, and that this sample accompany the bale through the marketing system to its final destination;
- 2) That quality evaluation by whatever means be developed to the point that a single classification will be accepted by the industry without the necessity for multiple testing; and
- 3) That certain cotton quality standards be eliminated when the volume of such qualities falls below a predetermined insignificant level at all classing offices.

Realizing the long-range nature of the sampling recommendation, the group will also propose that any sampling done after the initial sample is taken be done hydraulically on the open or uncovered side of the bale.

In discussion of the proposal for a single classification, Marble said the group agreed that a revision of the present standard should be considered as a means of providing the simplest possible system that would indicate only those quality differences needed in cotton marketing and utilization.

At Marble's suggestion, the study group also discussed the possibility of having all bales classed both manually and by instrumentation, with both results put through a computer to determine if the two were equal or within a given tolerance. Such a system would call for the computer to "throw out" for reclassification any bale which did not fall within the allowable tolerance.

The other groups working under the Marketing Study Committee include those studying Functions and Operations of Spot Markets and Market News services, Forward Crop Contracting, Seed Cotton Storage, Bale Packaging, Warehousing and Transportation, Export Marketing, and Labor, Health, Safety and Environment.

Texas Pecan Harvest Up Over Last Year

AUSTIN—An average crop of Texas pecans, strong in Central Texas but weak in the southern part of the state, is around 60 percent harvested, Agriculture Commissioner John C. White has announced.

"The San Saba area has had its best crop in years," White said.

A 35-40 million-pound crop has been predicted, an increase over last year's 20-million pounder but far short of 1972 when Texas led the nation with 75 million pounds.

Pecans of mixed size and quality have been retailing between 95 cents and \$1.10 a pound.

The heaviest buying season for these and other nuts is during the Christmas season when large quantities are used for baking and candy-making.

Pecans not used during the holidays can be shelled

and frozen. Texas Department of Agriculture home economists recommend putting the kernels in tightly covered freezer containers or plastic bags. After thawing, pecans should be allowed to dry or evaporate before using or refreezing.

Americans get up to 50 percent of their Vitamin B intake from meat, the Texas Department of Agriculture reports.

Recent Texas Department of Agriculture studies show that agriculture provides jobs for 35-40 percent of the Texas labor force.

Here's a metric measurement from the Texas Department of Agriculture. One acre equals 100 square meters.

Farm-facts

A Weekly Report Of Agri-Business News

Compiled From Sources Of The Texas Department of Agriculture
John C. White, Commissioner

Food Shortages? ... Got Yours Yet? ... Farm Prices Down Again ... Just A Reminder.

WHILE WE HAVE no fear of a food shortage in this nation, there is a real worry about enough food for the world's population in the years ahead.

A recent study of the world food outlook noted that supplies of food for the world now depend primarily on growing conditions in 1975 and 1976. If the world—especially the United States—has good growing weather in those two years, the short-range outlook for the world's food production will be good. But bad weather can mean millions could starve throughout the underdeveloped nations.

The study goes on to recommend that the best way to assure more food for the world's hungry is to encourage more food production in the developing countries. Transferring of food from this nation or other nations who might happen to have a surplus of food production is at best an impossible situation in trying to feed all the world's hungry, the report notes.

Stepping up food production, through increased technology in developing countries, is the basic answer to producing sufficient food, the report concludes.

So while we in this nation worry about how we can afford to buy food, it really is a small item compared to those in countries where there is no food at any price. Again, it's due to the agriculture efficiencies of our farmers that we continue to be the best-fed, best-clothed nation in the world.

FARM parity as of the middle of November is down to 76, which is two points under a month ago and is 13 points under a year ago. Farmers again are finding that farm prices go down, even though not many of their city brethren realize it.

But for the record, all categories of livestock are below parity. So is cotton, but most grain prices are above parity. In Texas, hog prices averaged \$34.60 as of the middle of November while parity was \$45.70. Calves show probably the biggest difference in parity. Calf prices average \$22.10 per hundredweight, while parity is \$66.50; this is two-thirds below parity.

Cotton is a similar example. Cotton prices averaged 32.7 cents per pound while parity is 75.64 cents per pound. Poultry producers, too, are having price problems. Turkey producers averaged 34 cents per pound as of mid-November while parity was 47 cents per pound. Eggs averaged 63.7 cents per dozen while parity was 74.4 cents per dozen. Milk, wool, and mohair are also below parity levels.

IF YOU are still wondering what to do about Christmas presents, don't forget a practical gift this year. Give meat, poultry, or dairy products. Many stores throughout the state are cooperating in this program with farm groups and the Texas Department of Agriculture. If you prefer, you can give a gift certificate for meat, poultry, or dairy products.

If you want a gift certificate of your own to give, check with your nearest regional office of your Texas Department of Agriculture. You can cut the high cost of gift giving and cut the high cost of living for your friends with a gift of dairy products, poultry, or meat.

Cotton Harvest Resumes After Brief Snow Storm

The High Plains cotton harvest was halted when rain and snow moved in last week. Harvest resumed momentum as quickly as soil would support equipment, according to Paul R. Dickson, in charge of the USDA's Cotton Classing Office in Lubbock.

"Most people we talk with say we will be through harvesting by Christmas," he added.

The USDA's Agricultural Marketing Service reported Lubbock, Brownfield, Lamesa, and Levelland classed 201,000 samples during the week ending Friday. This brought the season's total to 544,000. On this same date last year the total was 1,459,000, Dickson said.

At Lubbock predominant grades this week were 51 and 42. Grade 51 accounted for 25 percent while grade 42 was assigned to 25 percent of the cotton samples. Twenty-nine percent of these samples were reduced one grade because of bark. This is up from 24 percent the previous week.

The predominant staples were 31 and 32. Staple 32 amounted to 35 percent and staple 31 was 23 percent of the samples this week.

Micronaire readings in the premium range of 3.5 to 4.9 accounted for 20 percent of the samples. This compares to 27 percent the week before. Micronaire readings below 3.5 accounted for the other 80 percent this week.

Pressley Strength tests averaged \$1,000 pounds per square inch.

Prices quoted by the Lubbock Cotton Exchange for the most predominant qualities in the 3.5 to 4.9 micronaire range were: Grade 51, staple 31-30.05, staple 32-30.60 cents per pound. For Grade 42, staple 31-30.05, staple 32-30.60 cents per pound. For Grade 42, staple 31-30.05, staple 32-30.90 cents per pound. Mixed lots of cotton brought 22.00 to 36.50 cents per pound.

Prices paid to farmers for their cottonseed ranged from \$110 to \$140 per ton.

Agriculture Costs In Red

When 1974 production costs and cash receipts are totaled, Texas' agricultural

economy may wind up "in the red," Commissioner John C. White told Senate Agriculture Subcommittee members recently.

"This year we are faced with the very real possibility of our production costs equaling or even exceeding our income in agriculture," White testified.

23rd ANNIVERSARY AT COWAN JEWELERS
Downtown

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

When trees lose their leaves, control the light in rooms with window shades that can soften natural daylight or shut it out completely—and add decoration to the room.

Survey Reveals Farm Usage

AUSTIN—A Texas Department of Agriculture fuel and fertilizer survey conducted last summer reveals that Texas agriculture producers consumed less than 40 percent of three major energy resources used in the state last year.

Agriculture Commissioner John C. White said Texas farmers and ranchers used five percent of the state's gasoline, 35 percent of the liquid petroleum gas and 37 percent of the diesel fuel.

The survey also showed farm fertilizer use, down 60,000 tons, reflecting high prices and short supplies throughout the 1973-74 growing season.

The Farm Fuel and Fertilizer Survey, the first of its kind in the nation, was conducted to help determine the state's energy needs in the coming years. White said it was done at the request of the Governor's Energy Council and with the cooperation of the Texas Crop and Livestock Reporting Service.

Merry Christmas

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MERRY CHRISTMAS

The Hereford Brand, Hereford, Texas, Sunday December 22, 1974

Recovery Of Confidence Urgent

BY LLOYD BENTSEN
United States Senator

The most urgent work facing the American people today is what I call the recovery of confidence.

And, although I include economic confidence, that is only a portion of what I mean. More to the Point is the recovery of confidence in ourselves; confidence in our political system; confidence in our own goodness and decency as a people; confidence in our credentials for world leadership.

As a people we seem currently trapped in a bewildering paradox. We are the busiest nation in the world, yet we seem curiously paralyzed. We are the richest nation on earth, yet we are as full of fear as a potential bankrupt. We are the strongest nation on this planet, yet the purpose of that strength seems to elude us.

In short, we are the world's most successful nation. But we are acting like a failure.

It is time we started acting like the great and successful nation that we are. It is time to balance the books, acknowledge our assets and seek a true perspective on where we stand.

LESS THAN a generation ago, we were fighting two wars at once, in Europe and in the Pacific. We were victorious in both. And, when the fighting

stopped, we turned our energies to restoring the shattered economies of Europe and Japan. We were so successful that we now face stiff and health competition from those very nations we once helped.

Even as we were helping rebuild war-torn foreign countries, we were improving the quality of life for millions of Americans, with highways, homes and commercial centers. Automobiles, washer-dryers and color television sets became more than luxury items for a lucky few. And there were more and better jobs at higher pay.

And our successes have gone beyond piling up creature comforts.

Our cars emit 83 per cent less pollution than five years ago and half of the 20,000 fixed sources of pollution in this country have come into compliance with clean air standards. The number of students enrolled in college has tripled in a decade. Real family income in America, after inflation, doubled in the last generation from \$5,700 to \$11,000 a year.

We've largely dismantled racial discrimination in education and employment. We spread the rewards of industrialization to the many as well as the few. We've reached out to touch the moon.

All this speaks of success, not of failure.

economic problems are very severe. Our cities are experiencing massive troubles. Our natural resources seem to be dwindling. Rich and powerful as we are, we seem brought to our knees by a handful of sinners, oil-producing nations. We have been recently shaken by assassinations, war, riots and political scandals.

BUT ALTHOUGH these serious problems cannot be minimized, neither can they be solved by a nation that declares itself a failure. Such a task can be met only by people that are self-confident.

As Mark Twain noted, "Thunder is good, thunder is impressive; but it is lightning that does the work." And we cannot permit the thundering cries of dismay to distract us from the work at hand.

We can solve our problems again and we can recover our national self-confidence. The

therapy I prescribe for this is a positive therapy of action.

We can solve our problems again and we can recover our national self-confidence. The therapy I prescribe for this is a positive therapy of action.

We can take action to restore our economic health and meet the sacrifices and hard work it will take. We can improve the delivery of health care in America. We can build a balanced transportation system in our nation. We can become less wasteful and more self-sufficient in energy. We can improve our schools and deal with rising urban crime.

Our problems today, after all, are not so different, and certainly no more difficult, than those we have encountered and resolved in the past. The difference is in the way we view them.

There is work to be done, if we can just regain the confidence in our ability to do it.

Social Security

Questions and Answers

BY TRAVIS C. BRIGGS

Medicare Explained

[Have you a question about social security? Address it to Travis C. Briggs, District Manager, Social Security Administration, 317 East Third Street, Amarillo, Texas 79101. You will receive an answer in this column or by mail.]

can use an earlier Medicare claim on other correspondence with the name and claim number on it.

Q. My doctor charged me for hospital visits for every day I was in the hospital. I know he didn't visit me every day, and when he did, he merely stuck his head in the door and said, "Hi". I don't think Medicare should pay him for every visit.

A. I am quite sure the doctor visited your hospital nurse's station, studied your chart, and entered the necessary instructions for your care on each day he charged for, even if you did not see him each time. If you have any doubt, the hospital can verify this for you.

Q. How can I get a new Medicare Card for my mother? She misplaced hers. I'm enclosing part of a previous Medicare claim showing her name and claim number.

A. We will enter your request and our Baltimore computer will print and mail a replacement card for her. Should she need to use her Medicare number before she gets the card, she

These Health Insurance Tips Can Help You Fight Inflation

"The Best of Health" features information for editors and writers in the fields of health, medicine and family money management.

To make sure that inflation hasn't eroded the ability of your health insurance coverage to handle your family's current needs, the Health Insurance Institute suggests you check these items:

• Does your insurance pay for surgery? Are the amounts in line with current surgical fees? (You can verify this by pricing the costs of typical operations with surgeons in your area.)

• What about hospital care? For how many days does your in-

urance cover you and your family? And how much does it pay towards your daily room and board rate? (You should check the hospitals in your area to get a general idea of rates.)

• Does it pay for services in addition to room and board, such as use of operating rooms, dressings, lab fees, x-rays and so on? (You can discuss this with your agent or at the personnel office handling your group policy where you work.)

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Health Insurance Benefits Headed For Record High

To PM's, Tues., Nov. 19, 1974
Insurance company health insurance benefit payments seem to be headed for another record high this year, the Health Insurance Institute reports.

The annual payments, based on figures for the first half of 1974, should be more than \$1 billion higher than for the year 1973.

According to the Institute, insurance companies paid out \$6.3 billion to Americans during the first six months of this year—over \$5.3 billion through group policies and nearly \$1 billion through individual policies.

Nearly \$6 Billion

The total was an increase of 10.4 per cent over the \$5.9 billion in benefits paid during the first six months of 1973.

If payments continue at the same rate through year end, the projection is that the companies will provide some \$12.5 billion in benefits. A year earlier they paid \$11.3 billion.

The largest amount of benefits so far have gone for medical expense insurance, totaling more than \$5 billion.

At the same time, disability income benefits, intended to help replace income lost due to illness or accident reached \$1.2 billion, during the first half of 1974.

Every diamond in this rare collection was formed over 60 million years ago...



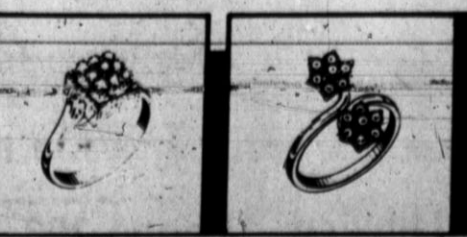
These diamond rings are forever. Diamonds, formed more than 60 million years ago, have dazzled mankind almost from the dawn of history. Their exquisite

beauty is the most eloquent expression of superb taste and enduring love.

Each of these diamond rings, all part of a special collection and set in 14K gold, is a lasting tribute to superior quality, elegant design, and exceptional value.

Kester's Jewelry

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Wishing you a Merry Christmas
And the Seasons Best!
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THE COMMUNITY CREDIT UNION

Each member account insured to \$50,000
NCUA
by Administrator, National Credit Union Administration

Conference Planned

A vegetable conference was planned Tuesday when members of Deaf Smith County Vegetable Committee and West Texas Vegetable Council met in Civic Club Center.

The conference will be conducted here at the Bull Barn on Feb. 14 from 9:30 a.m.-4 p.m. Candidates for speakers and topic suggestions were submitted and discussed. Dr. Roland Roberts, vegetable specialist, will finalize plans for the annual assembly.

Those present at the meeting also analysed needed research and demonstrations. Representatives from the council, Extension Service and Texas Tech attended.

Wes Fisher, president of the vegetable council, introduced

guests and members and requested reports on Panhandle research and demonstrations carried out this year. This information was supplied by Juston McBride, County Extension Agent, and Dr. Roberts.

Dr. John Downes and George Dickerson reported Texas Tech research. Tests conducted on the Charles Schlabs farm were analysed by Dr. Bill Lipe and Dr. Creighton Miller. The Texas Agricultural Experiment Station at Lubbock was also discussed.

Those attending included Fisher, Schlabs, Bill Reinauer, Miller, Lipe, Downes, Roberts, Dickerson, James Valentine, McBride, Preston Walker, Ray Frye, George Turrentine, Robert Berry, Mack Heald, Leon New, Clark Harvey, Chuck Holmes and Bill Clymer.



COMMON COLD "EXTRA COMMON" IN CHILDREN

Ages one and two may be considered "the cold age" for many infants, according to a controlled study reported in a medical journal. A group of researchers studied the common cold in a large number of families in the midwest and determined that between the ages of one and two, the common cold reaches a peak of 8.28 illnesses per year per infant.

The common cold accounted for 70% of all illnesses in infants during the first year of life, but were quite infrequent during the first six months.

They call her checkers because she jumps every time you make a wrong move.

Teacher Examinations Scheduled At WTSU

National Teacher Examinations for prospective teachers will be Jan. 25, at West Texas State University.

Registrations for these tests must reach the Educational Testing Service, Princeton, NJ no later than Jan. 2.

Bulletins of Information describing registration procedures and registration forms may be obtained from Dr. Kenneth Waugh, WTSU Testing and Counseling Center, or directly from the National Teacher Examinations, Educational Testing Service, Box 911, Princeton, NJ 08540.

At the one-day test session a candidate may take the Common Examination, which include tests in Professional

Education and General Education, and one of the 24 Area Examinations which are designed to evaluate his understanding of the subject matter and methods applicable to the area he may be assigned to teach.

After registering, each candidate will receive an Admission Ticket advising him of the exact location of the center to which he should report. Candidates for the Common Examinations will report at 8:30 a.m. on Jan. 25, and should finish at approximately 12:30 p.m. Candidate for the Area Examinations will report at 1:30 p.m. and should finish at approximately 4:15 p.m.

ode to egg nog

It's holiday time,
And that's a good reason
To serve the great drink
That has its own season.

Can't get it in the summer,
Can't get it in the spring,
But you can get it now
And make the season ring.

So when you're planning a party,
Or trimming the tree,
Or fixing up a snack,
For "Mr. S."

There's nothing like egg nog,
It's a season tradition.
And it not only tastes good,
It's full of nutrition.

But remember,
All egg nog's not the same,
And just in case
You forget the name,

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In the middle of the "Q."
It means Quality Chekd,
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That you've come to expect
From all the great products
From Quality Chekd!

We're at the end of the page
And our rhyme is through.
Seasons Greetings from Quality
Chekd to you!



Cloverlake

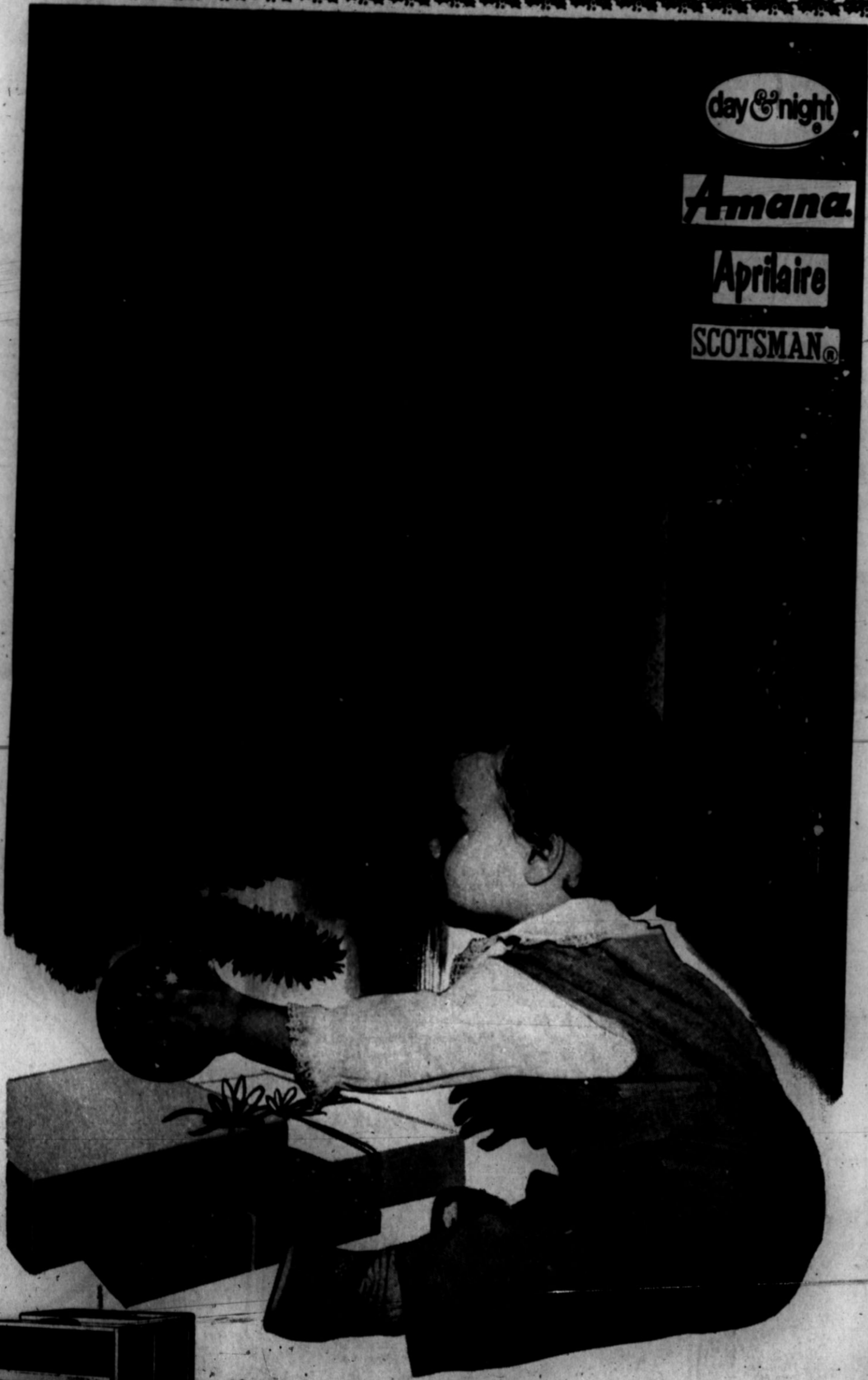
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The Hereford Brand

Weekly Television Magazine

The Hereford Brand

SUNDAY/DECEMBER 22, 1974

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10:30. ABC... MAKE A WISH
 Performance of songs written by him and his wife, which are "Wolf" and "Stick." This program will be shown on Dec. 27.

12:00. ABC... DIRECTIONS
 Hills in winter of many Christmas songs to the present. The album is sold in the form of a record and a cassette.

3:30. CBS... NATIONAL FOOTBALL LEAGUE PLAYOFF GAME
 Will feature the Los Angeles Rams and the Dallas Cowboys. The game will be shown on Dec. 27.

6:30. CBS... APPLAUSE
 The choice of a serious conflict in the choice of breaking his word to another man.

7:30. NBC... THE WONDERFUL WORLD OF DISNEY
 Ludwig Von Drake and his little bug pal Herman debut and the world of fairy tales and dreams in an animated look at the Disney behind the scenes.

7:30. CBS... SUNDAY DEEPER WORLD OF JANE DOE
 Featuring Jessica Walter as Police Chief and Jerry Robbins as the Chief. An episode of the series, "The Choice of a Serious Conflict," will be shown on Dec. 27.

7:30. CBS... KOAK
 "Lower Takes All" Lark Nielsen and Janet Dubois portray a pair of million-dollar diamond dealers who inadvertently gets her husband murdered.

8:30. ABC... THE ABC SUNDAY NIGHT MOVIE—"THE LAST RUN"
 Julie Andrews stars in the television premiere of "Star!" the musical movie about the life and loves of stage great Gertrude Lawrence, on the ABC Sunday Night Movie, Dec. 27 (8:30-10:30 p.m.).

8:30. CBS... MANNIX
 "A Choice of Victims" A bomb that kills her husband prompts a wife to hire private detective Joe Mannix to find out why it was wired to her car. Robert Barrett guest stars.

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Astronauts enter futuristic world
 Virton and Burke are astronauts hired into a futuristic world ruled by apps. In "Escape From Tomorrow" on CBS Television Network, Don Weiss directed from a script by Art Wallace. (Rebroadcasts)
 After their crash, Virton and Burke try to find refuge from searching gorilla panths. But word of the spaceship reaches Zaitus, who sends Galen, his aide, and Virto to search for the astronauts and bring them in for questioning.
 Virton
 Burke
 James Naughton

SUNDAY

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"The Last Run"

(8:30-10:30 p.m.) In color on the CBS Television Network. Also starring in the film are Tony Musante with "Trash Van" Garms, former ace getaway driver for a gang, who has been living in peace, quiet and obscurity for nine years. Finally, boredom drives him back to the business. It only for one last time he picks up tough young gunman Paul Rickard who has escaped from police custody on the way to prison, and they proceed to a ramshackle with the gang.

When Garms realizes the gang wants him back only to kill him, he tries to help Rickard and the young man's girl escape.

Extortion plot threatens volcanic eruption

Bernard Brown, a geothermal dynamics genius who, plagued by personal financial problems and pressured by a man-made volcanic eruption, wiping out the entire city of Hawaii, it is his demands are high. In "Hawaiian Nightmare" on "Hawaii Five-O" Tuesday, Dec. 24 (8:00-9:00 p.m.) on the CBS Television Network. (Rebroadcasts) Charles Dublin directed the William Bast script.

McGarrett and his Five-O unit speed to the scene in an effort to avert the deadly threat contained in Brown's extortion note.

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Saturday Program Notes

11:30. NBC... BO
 John Carr, the 11-year-old son of a CIA commander, Gerald Carr, thinks an alien is how a boy thinks about life while his father is in the military.

12:00. CBS... SUNDAY GAME
 The University of North Carolina vs. Mississippi State. Lindsay Yarnall will be the play-by-play man. Charles Pennington will be the analyst. John Charles will be the commentator. (From El Paso, Texas)

2:30. NBC... EAST-WEST ALL-STAR FOOTBALL GAME
 The Golden Gate University edition of the collegiate football bowl, played at Stanford University Stadium, Palo Alto, Calif.

3:30. CBS... FIESTA BOWL FOOTBALL GAME
 Allama State vs. Brigham Young University. (From Phoenix, Ariz.)

4:30. ABC... ABC'S WIDE WORLD OF SPORTS
 Events will be Olga Korbut and the U.S. women's Olympic team in Montreal; and the "Lendover" Free Style Skiing Championships from Heavenly Valley, California.

7:00. NBC... EMERGENCY
 "The Bath" Adam West's guest stars as a movie star "rescued" by paramedics Gage and Desoto. A movie star "rescued" by paramedics Gage and Desoto. A movie star "rescued" by paramedics Gage and Desoto.

7:30. ABC... THE ILLUSION OF MARY
 An examination of the process by which the laws are made to protect the citizens in their most vulnerable moments, and as they try to do so. The film is hosted by ABC Science Editor Jules Bergman.

7:30. CBS... PAUL SAND IN JACK'S SANDLOVERS
 Jack's Sandlovers stars as Robert's faith in his mother, a man with a vest heart at exactly the wrong time, who returns to Boston with his wife, Edie, from a trip to Arizona doesn't work out. (R)

8:30. CBS... THE MARY TYLER MOORE SHOW
 Mary Richards goes to jail rather than reveal a new source in the story. Mary Richards goes to jail rather than reveal a new source in the story.

8:30. ABC... PORTAIT: "THE MAN FROM VERMONT"
 Trumbo in this film, which reveals to his family, his deep devotion to his land and love of country, and his honesty and incorruptibility. (R)

8:30. NBC... SUNDAY NIGHT MOVIE—"THE MOVIE"—"MARY QUEEN OF SCOTS"
 Sherry Vanessa Redgrave, Gemma Jackson and Patrick Macquinn. The story of Mary, Queen of Scots, who is married to a French king and is executed for her faith. (R)

8:30. CBS... THE BOB NEWMART SHOW
 Bob NeWMart, no of his therapy groups session the evening for a marathon man every day's conversations further from the conditions of their condition. (R)

9:00. ABC... MAKIA
 "The Fire Dancer" with guest star Victor Jory. Makia has his hands with an old medicine man who insists on performing an ancient ritual to save the life of a child.

SATURDAY

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GROWTH PLAN
 Tom Smothers, getting ready for the new "Smothers Brothers Show" premiering on NBC-TV Jan. 13, has purchased 100 acres of farmland in Plumas County, Calif. He intends to plant leucocarpus in grapes and then add a 200-acre orchard.

QUICK QUIP
 "You have charisma," a fan recently told Claude Akins, star of NBC-TV's "North On," while waiting for his autograph. Akins quipped: "I took spots for that."

Paramedics rescue movie star
 Adam West of "Stars" as a movie star rescued by paramedics Gage and Desoto. (Series stars Randolph Mann and Kevin O'Neil) while waiting for his autograph. Akins quipped: "I took spots for that."

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7:00...ABC...KUNG FU...with guest stars William Shatner, Robert Quarry, and France Rovinsky...capturing the Chinese agents who use deceit to pass... (R)

7:00...NBC...SANFORD... (R)

8:00...NBC...THE LAST... (R)

8:00...CBS...THE SIX MILLION... (R)

8:00...CBS...THE LAST... (R)

8:00...CBS...THE LAST... (R)

ALL PROGRAMS SUBJECT TO CHANGE

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East-West All-Star Football Game

The National Broadcasting Company has entered into a three-year agreement for television coverage of college football's East-West All-Star Game. It was announced jointly by Carl Lindemann Jr., Vice President, Sports, NBC Television Network, and Robert W. Murphy Jr., Executive Director of the East-West All-Star Game.

The Golden Anniversary contest in this long-standing collegiate football series, which began in 1925, will be played Saturday, Dec. 28 at Stanford University Stadium and colorcast by NBC-TV starting at 2:30 p.m.

"We are delighted to renew our association with the East-West All-Star Game, a contest we last televised in 1965, and add live coverage to an NBC college football line-up which already includes the Rose, Orange and Senior Bowls," said Mr. Lindemann.

Michigan's Bo Schembecher is slated to serve as head coach of the East Squad; assisted by Bob Blackman of Illinois and Vince Dooley of Georgia. Ben Martin of the Air Force will head the West team, aided by Stanford's Jack Christiansen and Vince Gibson of Kansas State.

The high quality of the players who appear in the East-West Game is reflected in the fact that 50 participants in last year's contest were draft choices of professional teams. In the past, such outstanding collegians as John Brodie and Don Meredith, both new additions to NBC-TV's roster of football sportscasters, played with distinction in the contest. In fact, Brodie was selected as Most Valuable Player for his performance in the 1956 game.

Sun Bowl, Fiesta Bowl combined for Saturday doubleheader

North Carolina meets Mississippi State in the Sun Bowl, and Oklahoma State faces the winner of the Western Athletic Conference in the Fiesta Bowl, with both games to be broadcast as a doubleheader on the CBS Television Network Saturday, Dec. 28.

The Sun Bowl, at El Paso, Texas, begins at 12:00 Noon, and the Fiesta Bowl, Phoenix, Ariz., starts at 3:00 p.m.

North Carolina has a 5-4-1 record, with two games to play. They have defeated Ohio University, Wake Forest, Pittsburgh, North Carolina State and Virginia. Their losses were to Maryland, Georgia Tech, South Carolina and

Mississippi State has a 6-3-1 record, with wins over William and Mary, Georgia, Kansas State, Lamar, Memphis State and Louisville. They have lost to Florida, Alabama and Auburn. They also have two remaining games.

Currently Brigham Young leads the Western Athletic Conference, with Arizona and Arizona State still having a chance to take the title.

Oklahoma State has a 5-3-0 record, with three games to

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9:00...ABC...KOLCHAK: THE NIGHT...with guest stars Carol Lawrence, Suzanne Charney and Tom Van Devere...concerns a mobile robot that takes a chance to become his last... (R)

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10:30...ABC...WIDE WORLD...SPECIAL...THE WORLD PROFESSIONAL KARATE CHAMPIONSHIPS...with guest stars Anthony Quinn, with David Janssen, Vittorio De Sica, Jerry Korman, John Gielgud, Barbara Kameney, and Robert Duvall...arranges for the release of a prisoner from the Catholic Church who has been in a Siberian prison camp for 20 years... (R)

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7:00...ABC...THE ROOKIE...with guest stars Jerry Saltsitz, Dick Rocco, and Michael Christian...Owen's life is endangered when he partners with a veteran supercop... (R)

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