

# Miss Hereford To Be Crowned Saturday Night



A lively pageant with the theme, This is It! will present contestants for the titles of Miss Hereford and Miss Teenage Hereford beginning at 7 p.m. Saturday in the high school auditorium.

Beauty and talent will be judged as Miss Hereford 1974 is chosen to represent the city in the annual Miss Texas pageant at Fort Worth in July. Seven girls of high school and college age are competing for the title.

In the Teenage division, a dozen younger girls will appear and a winner will be chosen; however, there is no state contest in that division.

CHANGES IN the pageant schedule

were necessary in the last week, to conform to Miss Texas rules and the judges' schedules. The pageant will begin at 7 p.m. and will include the appearance of contestants in bathing suits as well as in formal dress.

Proceeding the evening event, a Coke party at 4 p.m. in the directors' room of Deaf Smith County Chamber of Commerce building will give the girls an opportunity to meet the judges informally.

Tickets are on sale for the pageant at both Hereford banks, the Pants Cage and Kester's Jewelry. They will also be available at the door Saturday evening. The ticket price of \$2 includes a souvenir

program with photographs of all entrants.

THE TWO previous winners of the Miss Hereford title, Sherry White in 1972 and Sandy Caison in 1973, will be program guests at the pageant. Roy Faubion will again act as master of ceremonies.

Among this year's entrants are the previous Miss Teenage Herefords, Cindy Haigrove and Susie Hickman. Their respective sponsors are Kester's Jewelry and Park Avenue Florists.

Other contestants and sponsors are Kim Wilson, Hereford Meat Market and Nursery; Libbie Parten, Grain Handling Corp.; Donna Munnerlyn, Thriftway;

Debbie Games, Cowan Jewelers; Joyce Brady, Property Enterprises.

ENTRANTS in the Miss Teenage division and their sponsors are Melinda Watts, Plains Insurance Agency; Delfine Ulibarri, C.R. Anthony in The Mall; Gussie Sanders, Pioneer Natural Gas; Jana Ray, Ralph Owens and Associates; Kandy Newman, Pants Cage.

Also Lisa Martin, Spanglers Diamonds Ltd.; Lisa Lyles, Brown Sheet Metals; Karen Kitchens, Flowers West; Beverly High, J.C. Penney Co.; Monica Herring, Chandelier Gift Shop; Lynda Dones, Gaston's Mall Store; Cindy Crider, Boots West.



## The Hereford Brand

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### Interstate Proposed Through Hereford

## Highway Meeting Draws Strong Support

By O.G. NIEMAN  
Publisher

Strong support of the proposed interstate highway route from Amarillo to Las Cruces was voiced here Tuesday night when approximately 85 people attended a public meeting to discuss the feasibility and necessity of such a highway system.

The meeting was hosted by the Texas Highway Department "to determine, for the benefit of Congress, whether or not such a proposed interstate highway is feasible, and if it is necessary."

Phil Wilson, planning and research division of the Texas Highway Department, explained that the session was not a "hearing". He emphasized that it was "a meeting to receive the public's advice on such a proposal."

ABOUT 20 persons spoke in support of the interstate system, and there were no negative responses from the audience. Statements in support of the interstate included data on the economic makeup of the cities along the route, growth potential, the influence of agricultural and its related need for good transportation, present and potential industrial development, the need for present interstates to be inter-related with lateral systems, benefits from

tourism, and the potential saving of lives through a better highway system.

Amarillo, Canyon and Hereford speakers led the way on presenting supportive statements for the project. Others came from Roswell and Ruidoso in New Mexico. Visitors also registered from Friona, Portales and Clovis.

DON DAY, resident engineer of Hereford, opened the meeting, and C of C president Roy Faubion welcomed visitors to Hereford. Day introduced several highway officials, including A.L. McKee, district engineer of Amarillo; George Wab, district engineer of Lubbock, and Wilson.

The session ended with Wilson fielding questions from the floor. One of the first questions was how long before such a project could be completed, if Congress approved the funding. If approval was given in 1975, Wilson estimated it would be about 1984, "if everything went smoothly."

ANOTHER MAN posed a question about widening some of US-60. McKee said the department was presently programmed to acquire right of way, adding that disapproval of the interstate would not slow down a future program on four-lane divided highways.

Many facts were presented to reflect

the growth of the "Magic Triangle" and its status as the "cattle feeding capital of the world." Amarillo officials pointed to the industrial development of their city, reporting that 58 firms located there in 1973—providing a minimum of 4,000 jobs. Canyon officials gave vehicle counts, relating to tourism and the increased attendance at Palo Duro State Park.

STATISTICS on the trucking industry, which has spawned from the cattle feeding operations, vegetable, grain and sugar beet crops, and other related agribusiness were given by several of the spokesmen. "We feel this interstate system is a response to what the

See HIGHWAY Page 2

## City Commission OK'S Annexation

By DON RICHARDS  
Brand News Editor

The Hereford City Commission, working from a relatively light agenda, annexed two blocks to the city on a first reading Monday night and approved heating and air conditioning bids for the club house at Pitman Municipal Golf Course.

The city annexed the two blocks at the request of a petition signed by many of

the residents living on the two-block plot South of Hereford. Annexed were two blocks in the center of a four-block plot between South Main and Jackson Street. The blocks are bordered on the south by James Street.

THE COMMISSION had discussed annexing the total four-block plot after City Attorney Earnest Langley advised them they may not be allowed to at a later date. Langley said if the two blocks—one on each side of the two being added to the city—were left out now, then they possibly could not be added later because of a recent law passed by the Texas Legislature.

However, he said the law was "unworkable" and he expects that it will be repealed during future sessions of the Legislature.

The law prohibits cities from annexing strips of land less than 500 feet in width. It was passed by the last session of the Legislature.

LLOYD NEWTON appeared before the commission and requested that the block in which he resides (which is one

See COMMISSION Page 2



### High And Dry

Chuck High, Hereford's ace hurdler, rips the finish line here in the 330 intermediate hurdles Saturday during the Deaf Smith County C of C Invitational Track Meet. High also nabbed first place in the 120 yard high hurdles. Hereford placed second in the meet. See story, inside; other pictures inside and on Page 4, Section Two.

## Grand Jury Indicts 14

A 60th District Deaf Smith County grand jury has returned indictments for felony offenses against 14 persons for 13 offenses, including one for a charge of murder.

In addition to the murder indictment, another was handed down for attempted murder, one for assault, one for being an habitual criminal, theft by bailee, forgery and passing, swindling with a worthless check (SWWC) and six for driving while intoxicated (DWI) felony offense.

The murder indictment was returned against Tommy Perez, 28, who is charged with the Feb. 1 stabbing death of Jose Zapata, 31, at Zapata's residence at 302 Norton.

The other individuals named in the true bills passed down by the grand jury include:

David Martinez and Tanto Villarreal on a charge of attempted murder; Arthur Alvarez on a charge of being an habitual

criminal; Dan Lewis on a charge of theft by bailee; Buddy Galvan on a charge of assault.

Others indicted on felony DWI charges were: Gordon B. Kerr; Virgil Lee Werther; Tommie C. Livingston; Marvin Edmund Anderson; Phillip Chavez and Nicodemio Lamas.

Two others were indicted on charges of SWWC and forgery and passing, but both remained at large from Sheriff's officers.

## Canine Catcher Cares For Curs



By JANIS LOCKHART  
Brand Staff Writer

"I've wanted to be a Veterinarian since I was about 10 years old," said Linda Hagar, Hereford's new Dog Catcher and Meter Maid. "Hereford had the position open and I have the ability and was wanting to go to work, so everything just fit together."

Miss Hagar won't be a veterinarian, but with all her training she will be able to handle any complaint that you may have, and is the type of person that will do anything to get an animal back with the people to which it belongs.

"I just can't stand the thought of some child crying, because his pet has run away."

BEFORE coming to Hereford, Mrs. Hagar lived and worked in Chicago, Ill., as an assistant to a veterinarian. Starting at 12 years old, she cleaned kennels, and then advanced to grooming, dietary, and surgery for animals.

Swimming with the porpoise at the Brookfield Zoo while working was one of her favorite pastimes.

Training German Shepherds for basic obedience, and guard work was another job until she started teaching a Poodle grooming class.

SHE DOES not live alone, not by any means. There is Paul, her husband, her three year old daughter, Donda, two year old son, Dusty, two Basset hounds, T-Bone and Cleopatra, and a cat named Twenty-One (due to the cat having 21 toes).

"The duties of my job will be to carry out the laws that are in effect. If I can, I will try to locate the owners of any animal that has gotten out, at which time they will be given a warning, but any time after that, a ticket will have to be issued."

"I will have to try to locate the owners as soon as I find the animal, because the law states, that as soon as an animal is put into the wagon, a ticket must be given to the owner."

THE CITY regulations for animals that are found are: An animal can be kept for 72 hours after which time they can be adopted by anyone for \$8, or claimed by their owner, or they will be destroyed.

All animals must be licensed by the city, which means having a vaccination for rabies every year. This is done for the animal's sake as well as for the people.

Animals must be kept on a leash or inside a fence. If an animal is reported for loud noises or offensive odors, a warning will be given and the next time a citation, fine, or whatever the court decides.

"I have not been fully briefed on my duties as a Meter Maid, but that will probably be done sometime next week, but I think it should work in real well, as between the two-hour checks on parked cars, along the main streets, I will take calls concerning animals."

"MY TAKING this job, I hope is not interpreted as that I am a 'Women's Liber', as all officers have treated me as a lady and that is how I like it. I just happen to enjoy animals and enjoy my work, but I would not be offended if they found a man better qualified to replace me, as I am not out to prove any point, or muscle in on any man's job."

### Funeral Held Here For Giles Couple

Funeral services for Frank A. Giles Jr. and his wife, Lucille Lee Giles, former Hereford residents who were found dead of gunshot wounds at their home in Pampa Thursday, were conducted Tuesday afternoon in Rose Chapel of Gilliland-Watson Funeral Home.

The Rev. Doug Manning, pastor of First Baptist Church, officiated. Burial was in West Park Cemetery.

Mr. and Mrs. Giles moved to Pampa in 1971 from Hereford and operated a restaurant there. The deaths were apparently murder and suicide.

Mrs. Giles was born May 11, 1921, at Sabinal. She is survived by two sons, Richard Bowers of Dallas and John Bowers of Malibu, Calif., and two grandchildren.

Giles, who grew up in Hereford, was born Sept. 18, 1923, in Canyon. He was in U.S. military service for a time during World War II. Surviving him are a daughter, Christy Hacht of Las Vegas, Nev., a granddaughter and his step-mother, Mrs. Viola Giles of Hereford.



### No Charge For This One

Jim Tucker, president of the American Cancer Society, and Mrs. Lois Gilliland stand at the ticket box to Hereford's Star Theatre which will be showing two films concerning the danger signs of Cancer at a special showing at 10 a.m. Saturday. There will be no admission charge and it is open to the public. Dr. Clyde Rush will be on hand to answer questions after the films. Scott Brewer, manager of the theatre, donated the use of his equipment and theatre for the special showing for the local chapter of the cancer society.

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## Highway Proposal Draws Crowd

Continued From Page 1  
economy of the area has already justified," stated one official.

Those speaking for the interstate designation included city, county and chamber of commerce representatives; truckers, feedlot managers, seedmen and grainmen, a bus company official, a representative of Texas Good Roads Association, and a motel owner.

BARNEY WIEGAND of Amarillo, chairman of the C of C highway committee, led off the discussion. He reported the Amarillo C of C had supported improvement of US-60 to interstate standards since 1967. He added that representatives also testified before a Senate sub-committee in 1969 about upgrading the route. He then presented

economic data concerning the five Texas counties which the route goes through. (Potter, Randall, Deaf Smith, Castro and Farmer).

Wiegand followed by introducing several other Amarillo men who made statements. These included Val Hall, executive director of the BCD; Morris Cobb, trucking executive and a former state representative; Bill Holland, vice president of Producers Grain; R.G. Mills, tourist and convention board; Delbert Sanders, operating supervisor for a bus company; Sam Thomas, ag manager for Southwestern Public Service Co.; Dale Williamson, city traffic engineer; Charles H. Smith, contracting firm executive and a representative of

the Texas Good Roads Assn.; and County Judge Branch Archer.

OTHERS WHO spoke briefly included: Jim Kofford, Missouri Beef Plant manager; George Lowder, representing Canyon City Council; David West, Canyon C of C and West Texas State University; Burke Inman, transportation committee of Deaf Smith C of C; Roy Faubion, Deaf Smith C of C president; Art Stoy, Hereford seedman; Robert Nichols, Shupe Bros. Trucking; Michael Waldron, Ruidoso C of C; and Bill Wells, highway patrolman in Hereford.

Wilson pointed out that interested parties can still send statements to the district engineer, A.L. McKee, Box 2708, Amarillo 79105. All information must be gathered by August 15.

## Commission Approves Annexation

Continued From Page 1  
that later was not annexed) not be added to the city. He said he understood he may not be allowed to join the city later, but that he still wished to stay outside the city limits.

"It has almost always been a policy with the commission and Dudley (Dudley Bayne, city manager) that we didn't annex people who didn't want to come inside the city limits," Langley told Newton. "This new law hits us though and if we don't annex you now, then we may never be allowed to later unless the law is repealed."

The commissioners then decided to annex only the two blocks that had

petitioned to come in and take the risk that the law will be repealed at a later date.

Final reading on the annexation will be May 6 after proper notification and publication of the proposed annex.

IN OTHER action Commissioners accepted a low bid of \$4,342.94 from Brown Sheet Metal for heating and air conditioning of the remodeled club house at Pitman Municipal Golf Course. The old rock club house is presently being remodeled and will be opened as the new club house to accommodate the new nine holes recently added to the course. Other bids submitted were from R.

and R. Refrigeration for \$4,390 and one for \$5,608.94 from Pioneer Natural Gas.

Commissioners also approved an amendment to the recently adopted retirement systems for city employees and then authorized Bayne to negotiate and possibly file a tax suit involving a piece of local property which has more than \$4,500 in past-due taxes.

IN GENERAL discussion by commissioners Bayne added that Park Avenue is to be seal coated by the Texas Highway Department and will be marked for extra lanes as a four-lane street.

Commissioners also discussed the possibility of repealing their decision to ban right turns on red at local traffic signals. They decided to place the item on the next agenda for discussion. Both Commissioners Frank Barrett and Dub Boyd commented they felt right turns should be allowed, but said the turning ban may have to be kept at the intersections of Park and U.S. 385 and at U.S. 60 and U.S. 385.

Bayne also informed the Commission that an animal warden and meter maid has been hired by the city. He said Mrs. Paul (Linda) Hagar had been hired for both jobs and that the recently ordered pickup for use as an animal control vehicle has arrived.

THE CITY manager also said he presently is hunting someone to work at the city dump grounds from 2-6 p.m. Sundays in order for the grounds to be open for local residents on Sundays.

A total of nine guests visited the Commission meeting, including three for the annexation hearing, and Harvey Milton, who is a candidate for the Commission.

Commissioner H.A. Cavness was present at the meeting along with Boyd and Barrett, Mayor Jim Sears and Bayne and Langley. Commissioner Paul Abalos was absent.



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## Hereford Brand

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## LEGAL NOTICE

### Pork Referendum and Producer Board Election

Being certified by the Commissioner of Agriculture of the State of Texas for this purpose, the Texas Pork Producers Association, 2422 Taho, Sherman, Texas 75090, proposes a referendum election on May 14, 1974 under provision of Article 55c, Vernon's Civil Statutes, on the proposition of whether or not the pork producers in the State of Texas shall assess themselves a maximum amount of 10 cents per head on all slaughter animals to be collected at the point of first processing or sale and to elect members of a 15 member commodity producers board to administer proceeds of such assessment to be used for research, predator control, disease and insect control, education, and promotion designed to encourage the production, marketing, and use of pork.

The referendum and election will be held by mail ballot which will be provided to all eligible voters not later than 15 days prior to the election. Ballots must be mailed to the polling place at Sherman, Texas before midnight on the date of the election. Any person within this state engaged in the business of producing, or causing to be produced slaughter hogs for commercial purposes is eligible to vote, including owners of farms and their tenants and sharecroppers, if such person would be required to pay the assessment proposed.

Any person qualified to vote at the referendum may place his name in nomination for membership on the proposed commodity producers board by application to the above organization signed by himself and at least ten other persons eligible to vote in the referendum. Such applications must be filed at least 30 days prior to the election date.

Any person qualified to vote who does not receive a ballot prior to April 30, 1974 may obtain one at his local County Agent's Office.

The Hereford Brand, Hereford, Texas, Thursday, March 21, 1974

### Hospital Directors Wait On Remodeling Proposal

Directors of the Deaf Smith County Hospital District held a routine monthly board meeting Tuesday, with discussion on some proposed remodeling being deferred until the April meeting.

Ron Welty, Deaf Smith General Hospital administrator, gave the February financial report and reviewed other general items with the directors. Dr. A.T. Mims presented the medical staff report for the month.

Since two members of the board were absent, discussion on proposed remodeling in older parts of the hospital building was postponed until the next meeting.

Attending the session were board president L.J. Strafass, Wanda Hoover, Donna Vander Zee, and Dr. J.H. McCrary. Absent were Tommy Carnahan and Ed Wilson.



### Motorcycle Club Stops In Hereford On CC Trip

The Panhandle Motor Club of Amarillo stopped here last Friday morning on their first cross-country trip to Carlsbad Caverns.

equipped with a 7 1/2 gallon gas tank and the rider says he is planning on making the trip, one way, without having to fill up or even put in any additional gas.

A trailer, pulled by one of the bikes, contains an additional 250 pounds of camping equipment and gas.

The club is a family endeavor for some. Husband and wife can either ride together or the couple may have individual bikes. Ten motorcycles and 12 riders left Amarillo, and said the results should be compiled by March 30 or 31.

Riding all types and makes of motorcycles, their objective is to compare gas mileage between cycles and the compact cars since the new 55 mile an hour speed limit went into effect.

The club will keep a record on mileage and usage of gas on this 700 mile trip. One of the bikes is



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### Cruzin' Couple

Mike Miller and his wife of Canyon were through Hereford Saturday with the Panhandle Motor Club testing motorcycle gas mileage to Carlsbad, N.M. Miller is prsiden of the Amarillo-based club and Mrs. Miller is a former Hereford resident.

### Kiwanis To Square Off

Members of the Noon Kiwanis Club's Official Board accepted a challenge from the Whiteface Kiwanis Club to compete in an interclub basketball game during their regular board meeting Wednesday morning.

Details concerning the exact time and place of the game are now being determined by respective committees in the two-clubs, but early signs point to scheduling the game

some time in April. Whiteface Kiwanis Club president Cecil Boyer said, "I'm really excited about the upcoming game because it will help promote a spirit of cooperation between the two clubs. Hopefully, we will be able to involve the Key Club in this activity as well. My only fear is that the old men in the Noon Club won't be able to stay up with us."

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# Red Cross Remembered In March

By **KERRIE WOMBLE**  
Brand Staff Writer

A young Swiss citizen's deep compassion for suffering soldiers on an Italian battlefield in 1859 has spiraled into the largest humanitarian organization in the world.

The merciful concern felt by Henri Dunant on that day is the nucleus of the world Red Cross. Dedicated to the neutral care of wounded soldiers and disaster victims the Red Cross has become an international symbol of humane treatment of people in times of trouble.

March is designated as Red Cross Month, urging Americans to give financial and moral support of this legendary organization. Last year alone, the Red Cross spent millions of dollars responding to 25,273 disasters and assisting 68,119 families.

Dunant's idea spurred the Geneva Convention of 1864, the benevolent treaty between nations which opened the door for the international Red Cross movement.

The world Red Cross includes the International Committee of the Red Cross, the League of the Red Cross Societies and the more than 100 national Red Cross, Red Crescent and Red Lion and Sun societies.

THE AMERICAN Red Cross blossomed under the vigilant care of Clara Barton, "The

Angel of the Battlefield", during the Civil War.

The dedicated nurse looked after soldiers at such bloody battles as Antietam and Fredericksburg, blinding herself to uniform colors. Moved by her example, others joined her merciful ranks.

In 1870, she learned of the Red Cross while nursing those that were felled in the Franco-Prussian War in Europe. Miss Barton embraced those noble ideals and carried them back to her homeland. In 1881, the American Association of the Red Cross was formed in Washington, D.C. under her direction. Later, the name was altered to The American National Red Cross.

America's battle scars had almost healed in the '80's, so the Red Cross turned its eyes to a disaster relief operation. Clara Barton's tireless loyalty to humanitarianism carried her to Michigan forest fires, the catastrophic Johnstown flood and the Armenian massacres in Turkey.

Her small crew became a warm fire in the cold, dark aftermath of natural disasters. They brought medical supplies, food and comfort to victims of a turbulent environment, whether it be war or weather.

In 1900, the Red Cross goal was supported by a Federal charter granted by Congress which directed responsibilities for disaster relief and for

assistance to the armed forces. Since then, the Red Cross has concerned itself with prevention of accidents and disease and first-aid treatment. Added to its worthy tributes have been instruction of home nursing, first-aid and water safety and the creation of a staff of public health nurses.

The Red Cross has aided in the rehabilitation of hospitalized veterans, helping the crippled and blind. It also introduced psychiatric social work in military hospitals.

THE FIRST recruitment of blood donors in Georgia in 1937 was to have a far-reaching effect on medical treatment around the world. More than 13,300,000 pints of blood were collected for the sick and wounded soldiers of World War II.

The Red Cross continued to expand its blood program so that it could service civilians as well as military personnel. It has burgeoned into a highly complex organization devoted to distribution of the vital fluid. In 1973, the Red Cross received and processed 3,806,278 units of blood.

The 1970's has been labeled the worst disaster decade in American history. The Red Cross spent almost \$111,000,000 in response to natural devastation in the United States and approximately \$6,200,000 for foreign disasters. The most spent annually for

catastrophes was between July 1, 1964-Dec. 1, 1965. During that period, the Red Cross aided in 12,300 disaster situations in 50 states, the District of Columbia, Guam, the Canal Zone and Puerto Rico. The daily cost of emergency care and recovery aid averaged \$43,200 that year.

THE ROLE of volunteers is essential in the Red Cross scheme. These youths and adults are the hands and hearts which support the Red Cross ideal.

They are active in hospitals, schools and community agencies. Volunteers serve those mentally, physically and economically handicapped.

These humanitarians carry out the Red Cross vision — to close one's eyes to prejudice and focus on the common needs of mankind. Any support of the Red Cross, whether it be in the form of financial contribution or voluntary work, is in agreement with Dunant's belief that "all men are brothers."



For Veterans

Mayor James H. Sears, signs Proclamation naming Friday, March 29 as "Vietnam Veterans Day." On hand for the signing were James Jesko, Commander of the Hereford American Legion Post and L.R. Boggs, Commander of the local Veterans of Foreign Wars.

## Narration Given To Club Members

Mrs. A.J. Schroeter presented the program for members of La Plata Study Club Tuesday evening when they met in the home of Mrs. Emil Dettman. Slides were shown and narrated by Mrs. Schroeter on a trip to Mexico City and Acapulco. Most of the slides were made during the Lions International Convention that was held in Mexico City.

Refreshments were served to Mmes. W.D. Askew, Jack Brown, J. C. Brown, Pat Hughes, O.G. Nieman, Lewis McCustian, J.D. Neill, Frank Prowell, Ken Rogers, Ray Seale, Don Taylor, Harlan VanderZee and Louis Woodford.

The club plans to tour the Sagebrush Galleries in Amarillo for its next program.

## Shipp Gives Program to 4-H Club

Joyce Shipp, county extension agent, gave a program on Method Demonstration to members of the Green Valley 4-H Club Monday afternoon at Dawn Community Center. She explained to the new members what a method demonstration is and how to go about writing one. She gave informative bulletins to the group that included many subject ideas for a demonstration.

Mrs. Robert Strain, local 4-H leader, reported on the Heart Fund success in which the club assisted.

Those participating in a method demonstration for this year include, Wesley Strain, money management; Rhonda Hagar, food and nutrition, let's speak out; Sherry Strain, public speaking; Mark Betzen and Alonso Cabezuela, cooperative demonstration.

## Firemen's Auxiliary Fund Spent

Funds raised by the Hereford Fire Department Auxiliary at the annual benefit dance recently, are being spent to replenish supplies and materials in the kitchen at the fire department building.

Some will go for food to serve firemen when they are unable to come in from a fire of long duration. Auxiliary members, who are wives of the city's volunteer firemen, serve food or coffee to firemen after a run or if they must stay long hours at

the scene of a fire. Money raised by the dances and other activities also goes to various projects, with emphasis in recent years on Girlstown, U.S.A. A sewing machine has been purchased for Girlstown at Whiteface, and most recently, nine fire extinguishers for the new dormitory at the Borger branch of Girlstown.

Francis replaces Popein as Rangers' coach.

Tokyo expects air treaty with Peking soon.

Supreme Court voids a loyalty oath.

## Special Observance Planned For Vietnam Veterans Here

Citizens of Deaf Smith County have been invited to take part in the observance of Vietnam Veterans Day, Friday, March 29.

Commander James Jesko of the Hereford American Legion Post No. 192 and Commander L.R. Boggs of the local Veterans of Foreign Wars, announced the special observance.

This one-day observance is being sponsored in DSC by these organizations, however, Jesko pointed out that this action does not designate this date as an annual holiday.

The designation of March 29 as Vietnam Veterans Day was accomplished through Congressional passage of House Joint Resolution 865, which was signed by President Nixon in December.

"The intent of the Congressional Resolution," he said, "was to set aside one day this year to honor the more than six million young men and women who served the United States with honor during the tedious struggle to help the people of South Vietnam gain the ability, to sustain their own right to self-determination." He pointed out that the

veterans, for the most part, returned quietly and modestly to civilian life after serving their country and had not received much in the way of expressions of appreciation.

Jesko said every effort was being made to contact personally each Vietnam Veteran residing in Deaf Smith County and the area, to invite him or her to attend the event as a guest of honor. He asked the help of citizens in the area to assist in this task by telephoning 364-3296 or 364-0588, to help make sure the guest list is complete.

A special committee has been organized under the chairmanship of Dr. Milton Adams, to plan and conduct all events in conjunction with this special observance.

Dr. James Jones, of the Jones Willis Corp. will be the guest speaker at the observance, which will be held at 7 p.m. at the American Legion Hall, following the meal which will be served by the Legion Auxiliary.

## Brockman Speaks To California Group

Allan Brockman, elevator manager for the Big Tex Cattle and Grain Company, Inc., spoke to the California Animal Nutrition Council, in Fresno, Calif., recently on the use of acid treated wet grain.

Big Tex Grain and Cattle Company used Triple "F" Feeds, "Super Shield" to treat nearly 800,000 bushels of high moisture corn, or 45 million pounds of corn which amounts to about 20 per cent of their annual grain needs.

Big Tex was counting on laying in a good share of its grain supply during the harvest season but was not equipped to handle high moisture corn, this is where that Super Shield came to their rescue.

"Handling as much as 120,000 bushels of corn in a normal working day," Brockman says,

"This corn was treated and put into storage just about as fast as we could have done without treating. I shudder to think of drying this volume of corn. We just wouldn't have gotten the job done."

Brockman visited with several farmers who had used Super Shield, and was convinced the product would work before putting it into use at Big Tex, and now the product has proved itself again.

## Comedy

ANY WEDNESDAY, hit comedy by Muriel Resnik, opens Friday at Amarillo Little Theatre, 2019 Civic Circle in Amarillo's Wolfin Village. Additional performances are set for March 23, 24, 28, 29 and 30. Curtain time is 8:15 p.m. with the exception of the matinee performance March 24 at 2:30 p.m.

There will be a preview performance today at 8:15 p.m. Seats for this performance only are not reserved, and ticket prices are 75 cents for students and \$1.50 for adults.

Reservations may be made by calling 355-9991 or by writing ALT, Box 2424, Amarillo, 79105.

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## Youth Program Surveyed By LAE

A new program in Hereford, the Big Brother-Big Sister plan was explained to members of La Aflatus Estudio Club Tuesday afternoon by JoAn Dwyer, director of the local organization.

She was the guest speaker introduced by Mrs. Sam Morgan, program leader, at a meeting in the REC Medallion Room where Mrs. Lottie Clark was hostess.

Mrs. Dwyer said the aim of the program was to give needed adult companionship and guidance to children and teenagers from homes lacking

one or both parents. She explained how the Big Brothers or Sisters are selected and matched to the youngsters they will aid.

Volunteers to work in the program are being enlisted now and Mrs. Dwyer is speaking to men's and women's clubs, inviting those interested to talk with her and learn the requirements. Big Brothers-Sisters is supported by the United Fund.

Her appearance in LAE Club was in a series of programs being given this year to acquaint members with various facets of this community.

An informal social period followed the program and refreshments were served to Mmes. Walter F. Johnson, Marlin Gilliland, S.C. Ramey, George Suggs, A.B. Higgins, Emmitt Hale, T.W. Roberson and Cecil Braly; also Della Stagner and Madeline Bell.

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1973 MAVERICK, 2 Door, 6 Cylinder, Automatic Transmission and Air Conditioning \$2895

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1967 GALAXIE 500, 4 Door, Power Steering, Air, Extra Sharp \$1195

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# Little Dribblers Complete First Half Of Season Play

The Little Dribblers, sponsored by the Jaycees, have just finished their first half of play for this season.

Ten teams have struggled to obtain first place in their respective zones, with the Suns, coached by John Bunch, capturing the lead with a record of 4-0 for the South Zone.

Two teams battle for the title, for the North Zone, the Bucks, coached by Tommy Rambo and the Hawks, coached by Randy Jones for the South. Each team has maintained a 3-1 record so far.

Vying in an unofficial race for high point man in each zone is, Belin Ramirez for the South with an average of 20 points per game, and the North is led by Alan Wartes averaging 13.5 points per game.

The Jaycees have stated that the games have brought excitement, laughter and sometimes a little heartbreak to the gymnasium of Stanton Jr. High, and also would like to express their thanks to the parents, coaches, officials, and scorekeepers for their time and energy to promote these games. The concession stands were provided by the Jaycee-Ettes, another service greatly appreciated by the Jaycees, said Duane Taylor.

The public is invited to attend the Little Dribblers games starting at 6 p.m. on Monday, Tuesday, and Friday nights. Prices are 25 cents and 10 cents for children 12 and under.

SOUTH ZONE			
Team	W	L	T
Suns	4	0	0
Warriors	2	2	0
Royals	2	2	0
Pistons	1	3	0
Lakers	1	3	0

NORTH ZONE			
Team	W	L	T
Bucks	3	1	0
Hawks	3	1	0
Bullets	2	2	0
Celtics	2	2	0
Knicks	0	4	0

These avg. for 4 games

Team	Total Points	Avg. Per Game
SOUTH ZONE		
Belen Ramirez-Suns	80	20
Randy Ellis-Warriors	58	14.5
Joe Walker-Lakers	37	9.5
NORTH ZONE		
Alan Wartes-Celtics	54	13.5
Ernie Suarez-Hawks	34	8.5
Ronald Plummer-Knicks	31	7.7

(Top 3 Scorers from each zone)

**NIXON ON BEEF QUOTAS**  
President Nixon has acted to remove all restrictions on imports of beef into the United States this year. The proclamation said potential imports of meat in 1974 will be 1.5 billion pounds.

GAME	HIGH SCORER
Celtics - 18	Alan Wartes - 14
Hawks - 27	Ernie Suarez - 12
Bucks - 20	Steve Farran - 8
Knicks - 16	Ronald Plummer - 12
Warriors - 27	Randy Ellis - 17
Lakers - 20	Joe Walker - 14
Suns - 22	Belen Ramirez - 18
Pistons - 19	Steve Viegel - 5
Hawks - 20	Ernie Suarez - 12
Bullets - 18	T. Blackwell & G. Robinson - 6

Bucks - 16	Steve Farran & Juan Flores - 5
Celtics - 14	Alan Wartes - 10
Royals - 16	R. Torres, Jackson & T. Martinez - 4
Lakers - 14	J. Walker, Christie & Clark - 4
Warriors - 19	R. Ellis - 11
Pistons - 21	P. Juarez - 8
Hawks - 24	D. Brady - 12
Knicks - 23	R. Plummer - 9
Bullets - 25	Blackwell - 8
Celtics - 28	Wartes - 18

Suns - 30	Ramirez - 22
Lakers - 17	Walker - 4
Royals - 19	D. Torres - 4
Warriors - 24	R. Ellis - 14
Bucks - 24	T. Carlton & S. Farran - 6
Hawks - 22	E. Suarez & F. Maes - 8
Knicks - 16	M. Alonzo, M. Hale & S. Taggart - 4
Bullets - 24	R. Carnahan - 8
Pistons - 14	P. Juarez - 8
Lakers - 20	J. Walker - 15

Suns - 22	B. Ramirez - 14
Royals - 21	T. Martinez - 6
Knicks - 24	S. Taggart - 10
Celtics - 28	A. Wartes - 12
Bucks - 28	C. Beard & B. Sermino - 8
Bullets - 30	R. Carnahan - 12
Suns - 37	B. Ramirez - 26
Warriors - 22	R. Ellis - 16
Royals - 21	Clark - 7
Pistons - 16	Juarez - 11

Oil-shale processing plans are pushed.  
Podiatrists urged to protest shoe designs.

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Girls 2 pc.  
**SHORT SET**  
100% Polyester  
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SPECIAL PRICE WITH THIS COUPON  
**85¢**  
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Keepsake captures the enchantment of your marriage in these matching wedding ring sets. Make your choice today from our many new styles, crafted in 14K gold.

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# CowBelles Spread Data On Cattle Price Crisis

Telegrams to legislators and public officials including the President of the United States, also to news media in other states, have been sent by Hereford CowBelles concerning the crisis in beef prices, it was reported at the organization's lunch Tuesday in Hereford Country Club.

Mrs. G.V. Hall reported 40 messages sent to newsmen and officials, informing them of the effect price controls are having on the market for cattle and the meat-counter price of beef. These telegrams repeated the messages sent by the local Chamber of Commerce and other organizations here.

Seven new members were among the 135 women at the lunch, where a fashion show was the entertainment. Special guests were from Adrian and Vega, members of the Oldham County CowBelles who were welcomed by Mrs. N.E. Tyler, president. A silver coffee was planned

for 9 to 10 a.m. April 12 in Community Center. Members are to invite their husbands and other guests for this event. The style show was presented by La Boutique with narration by Jeanie Caison, owner, and Roy Faubion. Background music was by the Caison Kids, Sandy, DeeAnn and Rodney, with

Sandy Caison, Miss Hereford of 1973, as vocalist. Theme of the show was Easy Living, and Mrs. Caison commented that fashions this spring are softer than in recent years, and super-casual. Members served as models to show pantsuits, dresses, suits and formals. Modeling were Mam Tyler, Genele Clements, Ruth Bartlett, Mary Gibson, Mary Duggan, Joan Coupe, Willie Braddy, Pete Hodges, Kay Hall, Della Hutchins, Nita Hart, Sara Lawson, Helen Thompson, Mary Lou Aven and the Misses Caison.

Backstage managers for the showing were Gladys Click and Katherine Russell of La Boutique staff. Hostesses who decorated tables in Easter eggs, rabbits and bright spring flowers were Mmes. Jack Brown, Robert Benson, James Bullard, J.E. McCathern Jr., Bob Spangler and Rachel Hunter.

Signed with names of all the CowBelles, the telegram sent to officials and newsmen read, "135 Hereford CowBelles, whose members consist of women interested in beef promotion, ask your support in calling attention to critical situation regarding the fed cattle industry and the economic crisis for the cattle feeders."

"We would like for you to note that fat cattle prices are lower than a year ago, and that the retail price is higher than ever. Controls, prize freezing, excessive imports in competition with our domestic production, have all led us to an economic collapse. RSVP"

Sextuplets born to a South African woman.

Auto makers seek to sell to Cuba.

Black leaders detect sympathy in meeting Ford.

NASA defends itself on equal employment.

Bethlehem Steel sets price increases.

Nixon nominates Wallich for Reserve post.

# Calendar of Events

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

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

**SATURDAY**  
Club, Dickie's Restaurant, 6:30 a.m.  
Bridge Menagerie Club for contact bridge, 309 Western, open to the public, 7:30 p.m.  
Young Homemakers of Texas Ho-Down, Community Center, 7:30 p.m.  
Junior Gardeners Club, home of Mrs. Ray Johnson, 3 p.m.  
Deaf Smith County Historical Museum, open to the public free of charge, from 2 until 5 p.m. Saturday and Sunday.

**MONDAY**  
VFW Auxiliary, VFW Clubhouse, 7:30 p.m.  
County Home Demonstration Council, County Courtroom, 2:30 p.m.  
Easter Lions, Easter clubhouse, 8 p.m.  
Rotary Club, Civic Club Center, noon.  
Odd Fellows Lodge, IOOF Hall, 8 p.m.  
Evening Lions, K-Bob's Steak House, 7 p.m.

**TUESDAY**  
Hereford Art Guild, Community Center, 7:30 p.m.  
Veleda Study Club, La Boutique, 8 p.m.  
Lone Star Study Club, home of Mrs. G.W. Newsom, 3:30 p.m.  
Young Mothers Study Club, home of Mrs. Eldon Howell, 8 p.m.  
La Madre Mia Study Club trip to Amarillo for movie.

**WEDNESDAY**  
Food-Fun-Fellowship Club covered dish lunch, First United Methodist Fellowship Hall, 11 a.m.  
Noon Lions, Civic Club Center, noon.  
Deaf Smith County Historical Museum, open to the public, free, from 2 until 5 p.m.

**Anthony's SUGARLAND MALL & DOWNTOWN**

## Value Parade

Master Charge BankAmericard

### Smart New Fashions For A Happy Easter



**5.99**

Sizes 4-6X

LAY AWAY NOW

For Easter, dress her in this darling, short sleeve, solid colored outfit. Has rounded collar, puff sleeves, and accordion pleated skirt highlighted with lace edging. Pink, blue, lilac, green. Sizes 4-6X.

### Dresses To Make An Angel Of Your Daughter On Easter Morn...



**4.99**

65% polyester and 35% cotton, stripe, voile dress with lace trim bodice and sleeves. In sunny colors of red, lavender, and pink. Toddlers 2 to 4.

LITTLE GIRLS SHOES \$6 TO \$10

### Just In Time For Easter...



**4.99**

Little girls' 65% polyester and 35% cotton, accordion pleated dress trimmed with embroidery and lace on bodice and puff sleeves. One color, red-white-blue. Sizes 9-12-18 mos.

### What A Lovely Easter Picture

#### Toddler Girls' Dress



**3.99**

Girls' crystal pleated, polyester, cotton, and nylon dress with embroidered bodice accented with a lace trim on sleeves and hem. Toddlers 2 to 4.

### FOR THE YOUNG MISS AT EASTER TIME...



**6.99**

Sizes 7-14

She'll love this dress of plaid polyester and cotton fabric topped with a white lace trimmed collar and checked sleeves. In warm hues of blue and pink.

### Easter Buys For Girls



**5.99**

SIZES 7-14

100% polyester, elastic waist, short sleeve dress in contrasting solid colors of blue and pink, yellow and navy, or pink and navy. Collar, puff sleeves, and waist band in flower print to accent and create a new look for Easter.

### Cutest Kid Contest Blanks Available

Final preparations are being made for the Newcomers Club's Second Annual Cutest Kid Contest scheduled May 4 at the Community Center with Len Slesick, weather forecaster at KVII TV in Amarillo, as master of ceremonies.

Entry blanks for children 2 to 5 years old may be obtained from Mrs. Melvin Hoover at the Hereford State Bank and Mrs. Les Oesterreich at Carousel Beauty Salon Thursday through Saturday or by calling Mrs. Glenn Perry at 364-5708. Entry deadline is April 1 and entry fee is \$2 per child. Judging will begin at 11 p.m. and awards for winners in each age group will be presented at 2 p.m.

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**CUDAHY'S "HOLIDAY" FULLY COOKED SMALL LEAN BONELESS HAMS HALVES**

4 to 5 LB. AVERAGE LB. **\$1.55**

**GROUND BEEF LB. 85¢**

SHORT RIBS LB. **49¢**

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

BEEF LIVER LB. **89¢**

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

WILSON'S CERTIFIED FULLY COOKED CANADIAN STYLE BACON 1 LB. **\$1.59** 1/2 LB. **\$1.79**

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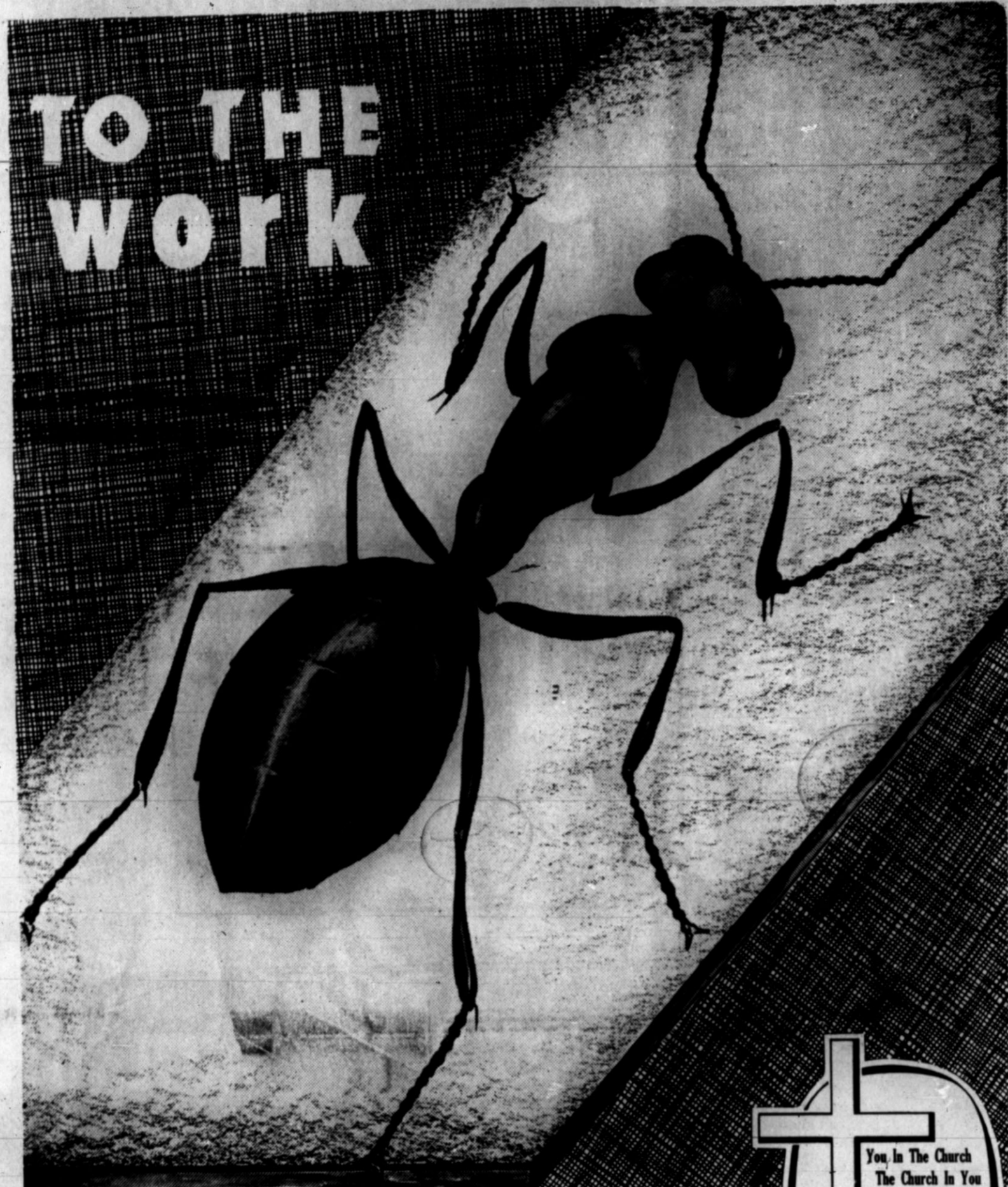
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Paul said, *if a man will not work, don't let him eat.* Jesus told us to do all our work in six days. If the ant's system is to make preparation for her future, then, man better get about the business of his future. *Many people have forgotten that it is honorable to work.* Jesus said again, "the Father worketh and I work." You are either a worker or a drone. Like a true Christian, the ant is industrious. Then, march to God's vineyard. *Help bring in His Kingdom. To The Work.*



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 — 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 and attend services regularly.

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The Hereford Brand, Hereford, Texas, Thursday, March 21, 1974



**COUPLE TO BE MARRIED** — Romona Gonzales, daughter of Mr. and Mrs. Joe Fuentes of 129 Campbell, and Abelardo Talamantez, son of Mrs. Ambroisa Talamantez of 508 Mable, will marry Saturday at Temple Baptist Church. Both are students at Hereford High School and Talamantez is currently employed at Ideal Food.

### Girls Travel To Mountain Camp Area

Winter camp at Camp Summer Life was a treat for approximately 60 older Campfire Girls from Discovery and Horizon Club groups, who spent the weekend in the New Mexico mountain area where the annual summer outing of Hereford Campfire Girls is held.

Leaving Friday, the girls and their adult advisors enjoyed the experiences of a different season in the mountains near Taos. Many of them went skiing at nearby Sipapu resort.

"On the summer camps, older girls spend a great deal of their time assisting with the program for younger members," Mrs. Lewis Lea, Campfire executive secretary, explains, "so this weekend was planned just for the older girls with no purpose except fun."



**BOUND FOR CAMP** — Some of the Campfire Girls from Discovery and Horizon Club groups who went to the New Mexico mountains for a weekend camp are stowing luggage and bedrolls in a car for the trip. From left are Stacy Lea, Sandee Finley, Tommie Charry and Mary Rhodes.



Napoleon rejected plans for a submarine as a "barbaric" method of warfare.

### HD Club Tours Arrowhead Mills

Heritage Extension Club toured Arrowhead Mills Tuesday afternoon and then met in the home of Mrs. Joe Bowers for a natural foods tasting spree. Gloria Gonzales presented the program entitled Famous Women of Texas, featuring Mrs. Lyndon Baines Johnson. Lupe Gonzales followed with a synopsis of German culture in Texas. Senate rejects two pay rise compromises.

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### Art Of Thinking Is Program

Mrs. Kirk Owsley presented a program entitled The Art Of Thinking to Kappa Iota Chapter of Beta Sigma Phi Sorority Tuesday evening in the Community Room of First National Bank. She listed four kinds of thinking: day dreaming, imaginative, problem solving

and the great thinker. She also reminded members that thinking was a habit. Mrs. Kreighshauer told the history of Beta Sigma Phi Sorority to members and guests, Mmes. James Head, Temple Abney, Gary Royal, Torrells and Don Childers.

Business discussed after the program was a plan for starting a BSP Chapter in Friona and a trip was scheduled to that city April 2. Also, a report was given concerning supplies collected for Girltown.

Members present included Mmes. Tom Bullard, Nelson Kendall, Tom LeGate, David Sorrells, Bobby Jones, Edward Allison, Sparky Stephens and George Muse.

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The first sign of intelligence is to appreciate those who do not agree with you.

True friendship is based upon service to others, not upon favors received.

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B78-13	6.30-13	\$30	16.00	6.00	1.81
C78-13	7.00-13	\$32	17.00	6.50	1.93
B78-14	6.45-14	\$32	18.00	6.50	1.96
B78-14	7.35-14	\$35	18.75	6.37	1.92
B78-14	7.75-14	\$37	20.33	6.75	2.07
C78-14	8.25-14	\$39	21.75	7.25	2.23
B78-15	7.75-15	\$37	18.00	6.10	1.87
C78-15	8.25-15	\$39	22.50	7.25	2.20
B78-15	8.55-15	\$39	24.75	6.37	1.92

\*With trade-in for off road use. White-walls \$3 each each. (B78-14 w/w applicable) (B78-15 only)

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B78-14	7.35-14	\$35	24.50	10.50	2.31
B78-14	7.75-14	\$37	27.75	9.25	2.50
C78-14	8.25-14	\$40	30.00	10.00	2.67
C78-14	8.25-14	\$43	30.75	10.25	2.73
B78-15	8.55-15	\$44	33.00	11.00	2.90

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B78-14	7.35-14	\$38	28.00	11.20	2.31
B78-14	7.75-14	\$40	30.50	12.00	2.50
C78-14	8.25-14	\$43	33.25	10.75	2.67
C78-14	8.25-14	\$46	35.00	11.50	2.73
B78-15	8.55-15	\$47	37.50	12.25	2.90
B78-15	8.55-15	\$50	39.50	13.00	3.12

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# Small Talk

By SUE COLEMAN  
Women's Editor

LITTLE did I ever think of living long enough to see the day when high school girls would be more interested in competing in a track meet than a beauty pageant, but scheduling for the Miss Hereford pageant Saturday night had to be made around an out-of-town track meet.

Teenage girls, in my observation, have always been enthusiastic about school athletics—or rather athletes—without much ambition to be one of the athletes. Looks like ladies lib, or something, is changing the picture, as I gather it's not just HHS that has a girls' track team this year.

Since I favor spreading a school athletic program around among as many students as possible on the theory that exercise is good for almost anybody's health, the current boom in girls' athletics has my endorsement.

But it's a far cry from my memory of that outdoor basketball court which was the total equipment for girls' teams when I was in high school.

Girls who wanted to play basketball were considered rather tacky anyway, and in college about the most uncomplimentary remark that could be made about a girl was, "She looks like a P.E. major!" Now I guess that would be a compliment.

THOSE pretty pictures of the

**Keepsake**  
TRADITIONAL WEDDING RINGS

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

glamor girls you will see in the Miss Hereford contest, which ornamented pages of Sunday's Brand, were the work of the Bill Bradley Studio. And the paragraph sketches of each girl were the work of Norma Hendon.

If that sounds like, someone else was doing our work, that's right. And we thoroughly appreciate it every bit.

SOME days get pretty well filled up with things to do, and Tuesday was like that for Mary Fraser. She was supposed to be a model in the style show, for the CowBelles lunch, then make her report as a social activities subcommittee chairman at the Kings Manor Auxiliary meeting.

So she hurt an ankle and didn't get to either. Hope the hurt isn't serious so she can make the next appointment.

HE WAS training a new assistant, Guy Lawrence said the other day when his grandson, Chris Cooper, was helping him at the filling station. Chris used to live in Hereford, with the rest of the Benny Cooper

## Joint Programs Given To HD Club

Famous Women of Texas, with emphasis on Lady Bird Johnson, was the program given by Mrs. H.L. Herabey, and German Culture in Texas was presented by Mrs. Pete Carmichael to Progressive

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family, and has been visiting the Lawrences during the school-term break.

Melba and Benny Cooper and their children, Melissa and Chris, live in Gallup, N.M. now. Melba is the Lawrences' daughter. They will be here until Saturday, except Benny who had to get back to work Monday.

IT'S between terms at her business school in Salt Lake City, Linda Hallows says, but it was the final term for her. She has completed her studies and now is ready to go to work full time instead of in the student's job she has had.

She is visiting her parents, Kay and Dale Hallows, and other relatives here for a while before she goes back to Utah, and she was looking great when I saw her downtown for a short visit. She's a one-time Brand employe and we're always glad to see her.

IF YOU haven't seen Juanita Perrin's paintings in the Chamber of Commerce office, or Jon Birdsong's in First National Bank, I recommend a little time out for looking.

Extension Club Tuesday afternoon in the Reddy Room of Southwestern Public Service building.

Mrs. Hershey also gave the opening exercise, a humorous recipe for washing clothes in 1916.

Three women from the club decided to go to the district meeting during the short business meeting. They were Mmes. Hershey, Dick Fellers and Dean Stallings.

Mrs. Stallings was hostess for members present, including Mmes. A.B. Jacob, Taft McGee, James Merrel, Floyd McGee, Buck Parsons and Tom Morgan.



**GIFT SWELLS FUND**—Mrs. Jerry Stewart, right, president of Dawn Extension Club, presents a check for \$500 from the club to Mrs. Edgar Sowell and Wallace Shelton Jr., representing Dawn Community Association which has plans for construction to begin soon on a new Community Center for that neighborhood. The Extension Club is one of several organizations which have raised funds for the building, planned to replace the old Dawn School building which has been the community center since Dawn and Hereford schools consolidated.

## Fun Night Plans Completed

Ticket sales reports were made by Kings Manor Auxiliary members at the spring membership meeting Tuesday afternoon, and it was announced that tickets will be available at the door Friday evening for bridge and 42 games, a benefit Fun Night sponsored by the Auxiliary.

It will begin at 8 p.m. in Lamar Garden Room at Kings Manor with the public invited. Tickets are priced at \$2. Mrs. Earl Harkins, general chairman, announced that clubs or groups which play bridge or 42 together, are especially invited. She asked that Auxiliary members lend cards and dominoes for the games; tables are being loaned by Community Center.

Committee reports featured the meeting; Mrs. Robert Strain, membership co-chairman, announced that more

than 100 persons are now enrolled in the Auxiliary.

She and Mrs. John Hine, resident aid chairman, repeated the need for men to work with the Auxiliary, since men are among the retirement home residents, and appreciate visits from other men. New members are always welcomed, for whatever volunteer service they wish to give.

New members already enrolled and those enlisted before April 8 will be given an orientation course on that date. Other members who wish this information about the Manor and its residents' needs, are invited to attend also, Mrs. J.J. Durham, president, added.

In her report on social activities, Mrs. Keith Simmer said the annual open house at the Manor is scheduled for May 8, with Auxiliary members as hostesses.

Mrs. V.O. Hennen, reporting for Della Stagner, transportation chairman, said a schedule has been arranged to take residents to doctors' offices as needed, as well as the weekly shopping trips on Tuesdays.

Purchase of a cart to serve as a mobile library and to carry other supplies at Westgate was announced by Mrs. Bill Davis of the sunshine committee.

After the meeting, residents of Kings Manor were invited to join Auxiliary members for tea in the garden room. Hostesses were Mmes. H.D. Fowler, J.B. Caraway, H.H. Miller and Strain, all from the Dawn Community.

## Couple Will Be Married

The marriage of Miss Melinda Lea Simons of 340 Ave. A and Robert Eugene Saunders is to be solemnized at 6 p.m. Saturday in Avenue Baptist Church. The couple will make their home here after a trip that will take them as far as Reno, Nev., to visit Saunders' relatives.

The bride-elect is the daughter of Mrs. Amy Hill of Amarillo and Saunders is the son of Mrs. Grace Cole of Reno.

## Laquita Robinson Is Party Honoree

Honoring Laquita Robinson, whose marriage to John Cadena of Arlington is to take place Saturday, a shower-tea was given Saturday afternoon in the First National Bank Community Room. Several other parties have recently complimented the bride-elect.

One of the dozen hostesses, Mrs. Alma Scott greeted guests with Miss Robinson and her mother, Mrs. Clifton Robinson. Other hostesses were Mmes. Fred Muller, Bill Ott; Frank Zinser Jr., Bill West, Frank Boren, Joe Hysinger, Woodrow Dutton, C.P. Worthan, Cliff Hutson, Davis Sawyer and Joel Hodges.

Yellow daisy chrysanthemums in corsage bouquets were worn by the honoree and her mother, also Mrs. Jim Bob Perrin, who ladled punch, and Mrs. John W. Seiver, who poured coffee.

Spring colors of yellow and green, chosen by Miss Robinson for wedding decor, appeared on the table where a bouquet of the daisy mums with white daisies

and babybreath was the centerpiece.

Guests registered were Mmes. R.B. Hutson, Oscar Timms, Harvey Jones, Jimmy Robinson, Don Chapman, May Fralin, Pat Livesay, Craig Fuller, Ted Royal, B.H. Roberts, Sam Ogan, Jackie

Andrews, Gary Royal, Dale Betts, John Seiver and A.E. Hodges; also Valerie Shaw and Betty Hodges.

A lingerie shower was a courtesy for Miss Robinson earlier this month in Mrs. Hiltton Higgins' home. Mrs. Jim Bob Perrin and Mrs. Truman Riddle were hostesses with Mrs. Higgins.

The bride-to-be and her mother flew to Arlington for a shower given by friends of the bridegroom and his family. Hostesses were Mmes. James O'Neill, Charles Smaistria, Theran Hibbits and Robert Floyd of that city.

Cadena is the son of the John Cadenas of Arlington. The engaged couple both attend Texas Tech University.

## Former Resident Gives

### Facts As Food Expert

A former resident of Hereford and Summerfield, Patsy Huckert Morgan, who is now chief dietitian at University Hospital in Lubbock, was the subject of an interview for the Lubbock Avalanche-Journal recently, as spokesman for the Lubbock Dietetic Association.

The newspaper story, written by Mary Alice Diers of the paper's family news staff, concerned ways to reduce a family food bill through knowledge of nutrition facts.

Mrs. Morgan is the daughter of Mr. and Mrs. Frank Huckert of Summerfield. She was graduated from Hereford High School with the class of 1965.

In the interview she gave buying tips for saving money while serving nutritional meals. The occasion was observance by the Lubbock Dietetic Association of National Nutrition Week, March 3-9.

Suggestions by Mrs. Morgan began with menu planning for a week ahead, then checking food

ads and making a shopping list. She said meals should be planned around the four basic food groups: protein foods such as meat, eggs, dried peas and beans; dairy products including milk; fruits and vegetables; cereals and breads.

She pointed out that cheaper cuts of meat are as nutritious as more expensive cuts, that milk can be "stretched" by use of evaporated or dried milk, that ready-prepared foods are more expensive than those the housewife cooks, and that food fads should be examined carefully to see whether their claims are valid.

Appetizing use of left-overs was also advised by Mrs. Morgan, along with the familiar economies such as buying day-old bread.

Suez Canal force separation is completed.

Pentagon seeks to bar more super carriers.

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EVENING

8:00 P.M.

SUNDAY SCHOOL

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WORSHIP

10:00 A.M.

11:00 A.M.

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# Let's Cook

## Homemaker Emphasizes Importance of Unity

BY SANDY INMAN  
Staff Writer

BEING A FULLTIME wife and mother are first on Mrs. Bill Kuykendall's agenda. Until recently, the mother of two children has spent all of her married life working in the public.

"It's now time to stay at home and concentrate of my family," states the pretty blonde.

The family moved back to Hereford from Denver in November and have recently moved into a three bedroom house in the country.

"I'm really excited because I can have a vegetable garden and my husband is anxious to start raising pigs," says Mrs. Kuykendall.

BESIDES being able to save money on the rising food costs of today, the young homemaker says one great advantage to having her own garden is saving trips to the grocery store.

Vicki Brownlow before her

marriage in 1970, both she and her husband refinish furniture and are currently in the process of decorating their home. One enjoyable hobby they share is hunting for antiques at garage sales.

They have found many good buys at the sales and one they are particularly proud of is their 50 year-old master bedroom suit.

"WE ARE really proud of it because for the price we got well-made furniture which includes a vanity, dresser and head and foot board."

Making drapes and reupholstering a swivel rocker are the current projects Mrs. Kuykendall has planned. She also sews for her two-year old son, Eugene, and one-year-old daughter, Michelle, in addition to sewing her own wardrobe and several garments for her husband.

The first chance she gets she wants to quilt a full size quilt cover belonging to her great-grandmother.

Her favorite hobby, however,

is baking. "What I really missed when I worked was not having time to bake. The first year we were married we lived in the Wildorado community. I hated to make unnecessary trips to town, so I began baking my own breads and pastries."

A delicious dish to prepare, especially on chilly days, is Meat Balls With Spaghetti.

### MEAT BALLS WITH SPAGHETTI

- SAUCE:
- 1 lb. shortening
  - 1 clove garlic, minced
  - 1 onion chopped
  - 1/2 green pepper, chopped
  - 1 No. 303 can tomatoes
  - 1 8-ounce can tomato sauce
  - 1 teaspoon salt
  - 1/4 teaspoon pepper
  - 1/2 tsp. oregano.
- SPAGHETTI:
- 1 8-ounce package spaghetti
  - 1 lb. salt
  - 3 quarts or 12 cups boiling water
- MEAT BALLS:
- 1 lb. ground beef
  - 1 tsp. salt
  - 2 tb. shortening
  - Grated Parmesan cheese

### TO MAKE SAUCE:

Melt shortening in large skillet, cook garlic, onion and green pepper about 5 minutes, or until tender. Add tomatoes, tomato sauce, salt, pepper and oregano. Simmer 15 minutes, uncovered.

### TO COOK SPAGHETTI:

Add spaghetti and salt to boiling water and cook until tender. Drain.

### TO MAKE MEAT BALLS:

Soften bread crumbs with milk. Toss with beef and salt. Shape into 24 balls. Melt fat in skillet and brown meat balls. Add meat balls, with pan drippings to sauce after it has simmered 15 minutes and cook 5 minutes longer.

Serve meat balls and sauce with drained hot spaghetti. Sprinkle with Parmesan cheese. Serves six.

BOTH MRS. Kuykendall and her husband attended Hereford High School and she went to West Texas State University. Her husband is employed as a mechanic at Hereford Bi-Products.



Mrs. Bill Kuykendall ... enjoys family meals



Middle American Indians try to cure the effects of the evil eye by rubbing the victim with an egg and burying it under a stream. It seems as effective as anything else!

## AC Begins Mid-Term

Mid-term registration at Amarillo College School of Vocational Arts at 6222 W. 9th for full-time programs will start at 8 a.m. Monday, March 25.

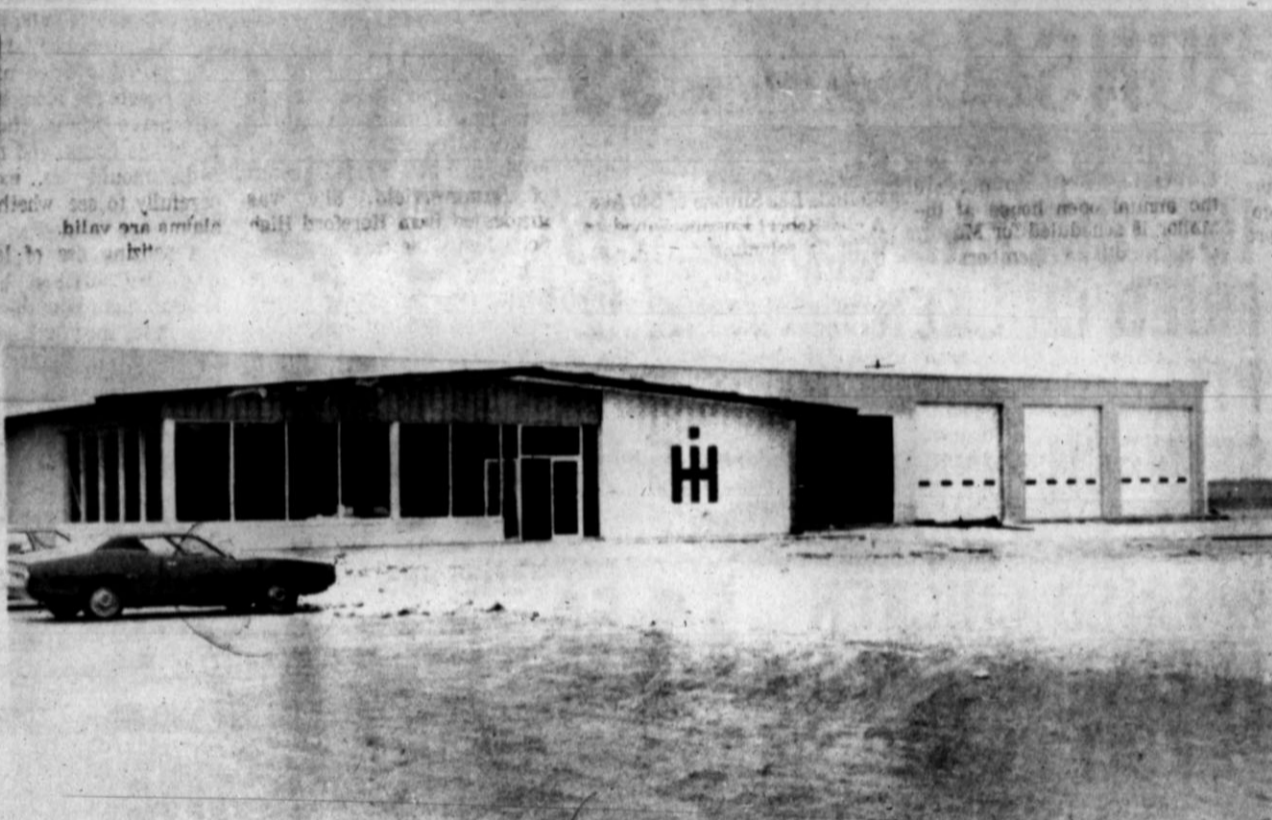
Everett Williams, dean of the school, said students can enroll in day classes for the programs at any six-weeks period. Most courses are set up for 21 months, but some students receive certificates in 15 to 18 months, he said.

Programs offered at the west campus include air conditioning and refrigeration, automotive mechanics, commercial electronics, diesel mechanics, and industrial welding.

*Fashion*

A lovely outfit for the mother of the bride, or for the grandmother, is the clinging long dress with its jacket of the same material. Crystal beads or sequins on the jacket add to its elegance.

Hats are being worn by the young as well as by older women. These may be large picture hats or small close caps.



## LOOKING TO THE FUTURE!

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- TOP FRESH FANCY 1-LB. **2 FOR 29¢**
- CELLO BAG..... **2 FOR 29¢**
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## BANANAS

## ORANGES

## CABBAGE

## APPLES

## CHUCK STEAK

## RANCH STEAK

## BEEF ROAST

## GROUND BEEF

## STEW MEAT

## RIB STEAK

- ROUND STEAK FURR'S PROTEN LB..... **\$1 19**
- SIRLOIN FURR'S PROTEN LB..... **\$1 19**
- PERCH FILLET TOP FROST LB..... **99¢**
- HALIBUT FRESH FROZEN INDIVIDUAL SIZE SQUARES, LB..... **\$1 39**

- FURR'S PROTEN LB..... **93¢**
- FURR'S PROTEN LB..... **98¢**
- FURR'S PROTEN SHOULDER LB..... **98¢**
- FRESH GROUND LB..... **89¢**
- FURR'S PROTEN LEAN CUBES BONELESS LB..... **98¢**
- FURR'S PROTEN LB..... **\$1 19**
- BACON FARM PAC FRONTIER AND SLICED SLAB LB..... **99¢**
- FISH CAKES FULLY COOKED HEAT & SERVE LB..... **60¢**
- CANNED HAMS FOOD CLUB BONELESS 3-LB. CAN..... **\$4 85**
- FRANKS FARM PAC 12-OZ..... **79¢**

## DRESSING

## GRAPE JELLY

## SPINACH

## JELL-O

## POTATOES

## DETERGENT

- KRAFT 1000 ISLAND 16-OZ. BOTTLE..... **59¢**
- WELCHES 3 LB. JAR..... **88¢**
- FOOD CLUB NO.303 CAN..... **3 FOR 69¢**
- ASSORTED FLAVORS 3-OZ. PACKAGE..... **13¢**
- FOOD CLUB INSTANT 13-OZ. BOX..... **39¢**
- AJAX 10' OFF LABEL 49-OZ..... **77¢**

## BUNS

Farm Pac Hamburger or Hot Dog 8 Count..... **39¢**

### Frozen Food Favorites

- ICE CREAM Borden's Round 1/2 Gallon..... **99¢**
- FRIED CHICKEN TOP FROST FRESH FROZEN 32-OZ. PKG..... **\$2 03**
- PIES TOP FROST FRESH FROZEN MINCE OR PUMPKIN 24-OZ..... **49¢**
- SPINACH TOP FROST LEAF OR CHOPPED FRESH FROZEN 10-OZ. PKG..... **5 \$1 00**

### Shop Our Delicatessen

- 1/2 FRIED CHICKEN **\$1 69**
  - 1/2 PINT COLE SLAW
  - 1/2 PINT POTATO SALAD
- HAVING A PARTY? LET US PREPARE IT CHECK WITH US FOR PRICES WE TAKE FOOD STAMPS

ART LINKLETTER'S MONEY-SAVING SUGGESTION!

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Regular Price 79¢

### THIS WEEK SOUP/CEREAL BOWL

each **49¢**

START NOW. COLLECT A FULL SET

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

NO PURCHASE NECESSARY

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<h3>SUGAR</h3> <p>FOOD CLUB 5-LB. BAG</p> <p><b>39¢</b></p> <p>GOOD THRU 3-23-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET</p>	<h3>COFFEE</h3> <p>MARYLAND CLUB 1-LB. CAN</p> <p><b>59¢</b></p> <p>GOOD THRU 3-23-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET</p>	<h3>FRANKS</h3> <p>FARM PAC ALL MEAT 12-OZ. PKG.</p> <p><b>19¢</b></p> <p>GOOD THRU 3-23-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET</p>	<h3>EGGS</h3> <p>FARM PAC GRADE A MEDIUM DOZEN</p> <p><b>19¢</b></p> <p>GOOD THRU 3-23-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET</p>
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Without Coupon **45¢**

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MAXWELL HOUSE COFFEE

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LIMIT ONE COUPON PER FAMILY

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GOTHAM EXTRA HEAVY 6-PACK HOLDS ALL BOTTLES

**77¢**

### GARDEN HOSE

TOPCREST EXTRA LENGTH 75 FT. 1/2" 10 YR. GUARANTEE

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PASTE WAX 12-OZ.

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### QUAKER STATE

OIL 20W OR 30W

**3 \$1 00**

### BEN GAY GEL

3-OZ. SIZE

**\$1 19**

MAYBELINE BLOOMING COLORS..... **\$1 47**

KLEENITE DENTUR CLEANSER 6-OZ..... **71¢**

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SPRING CREST PERFECT FOR SNEAKERS REG. 39¢

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D-SIZE PKG. OF 2 ONLY

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MODEL 170

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AMBER, EGG OR GREEN 16-OZ.

**59¢**

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# The Whiteface

PUBLISHED  
AS PART OF  
THE HERFORD BRAND

This Page Assigned, Written And Arranged By The Whiteface Staff.

The Herford Brand, Herford, Texas, Thursday, March 21, 1974

## NHS Honors Zinser, Scott, Bell

Mrs. Margaret Bell was given the honor of being chosen as teacher of the six weeks by the National Honor Society (NHS) on March 5. Mrs. Bell was also nominated by the faculty as teacher of the year for TSTA.

Mrs. Bell, who teaches sophomore and junior English has taught at Herford High six years. She attended West Texas State, the University of Texas and the University of Colorado, where she majored in English and minored in Spanish.

Mrs. Bell stated, "This is my first time to receive this honor and I was surprised and pleased when I received it."

Some of Mrs. Bell's hobbies include reading, playing bridge and cooking.

Mrs. Bell complimented the students of HHS by saying they were the best-looking, best-behaved and most likeable students anywhere.

Mrs. Bell and her husband Charles have four children, one married, one attending college and the other two attending Herford schools. The Bells reside at 504 Ave. I.

Future Teachers of America. She also received all-area band honors this fall.

She worked as a lifeguard this past summer and taught private as well as Red Cross swimming lessons.

The seniors' hobbies are swimming, teaching swimming, ballet, modern dancing, piano and bike riding.

Her favorite class is band, and her favorite subjects are math and music.

Judy plans on attending Texas Tech University next year, majoring in elementary education and minoring in math.



### Noted For Scholastics

David Zinser and Judy Scott were chosen students of the fourth six weeks by the National Honor Society. Mrs. Margaret Bell was selected as teacher of the six weeks.

## HHS Honor Roll Students Selected For Six Weeks

The honor roll for the fourth six weeks has been posted. The honor roll is based on a 4.0 and 5.0 number system.

**5.0 Senior**  
Fourth Six Weeks  
Mike Aven, Sylvia Betzen, Kay Blasingame, Brenda Burdine, Carmela Burges, Lupe Castillo, Sherry Coleman, Wesley Eades, Cindy Faubion, Eugenia Fish, Charlotte Fisher, Paul Galley, Paula Grady, Chip Guseman, Shelley Hacker, Maggie Hudson, Mary Jesko, Brenda King, Wendy Kirk-

patrick, Cathy Koelzer, Lee Line, David Loerwald, Jose Marquez, Vicki Mills, Donna Munnerlyn, Ginger Newton, Sharon Owens, Darla Payne, Gerald Payne, David Readimer.

Barry Roberts, Paul Rudd, Margaret Schilling, Marilyn Schmucker, Judy Scott, Gerald Shipley, Babette Stengel, Denise Strange, Neida Valdez, Dan VanderZee, Susan Wartes, Sharon Watson, Rhea Ann Wesson, Chris White, Kim Wilson, Layne Young, David Zinser.

Robinson, Steven Robinson, Sheree Rose, Lisa Rudder, Adelaida Ruiz, Wayne Schumacher.

Jana Self, Sue Smith, John Stoy, Gary Thames, Robert Tijerina, Paul Timberlake, Mike Tucker, Grace Vasek, Kathryn Vogel, Donna Walterscheid, Edgar Warren, Teresa Waters, Dany West, Randall Williams, Andrew Wingert, Charlene Wright.

HHS student Judy Scott was chosen for the student of the fourth six weeks.

She was chosen for her wide variety of scholastic abilities. She is in band, orchestra and Future Business Leaders of America. Judy is treasurer of National Honor Society and

### Seniors Tour TSTI

More than 50 seniors went to tour the campus of Texas State Technical Institute Monday, March 11.

The trip was offered in order to acquaint seniors with the college facilities. Counselors Mrs. Wilma Braddy and Mrs. Betty Mercer accompanied the seniors on their tour.

The visit of the campus began in the lounge of the main building where the students were given pamphlets of the school's courses and activities. The students were then split

### Choirs Sing Today

The Herford High School choirs will travel to Amarillo's Civic Center for UIL Competition today.

They will perform along with five other northern region schools. They are Borger, Amarillo High, Tascosa, Caprock, Palo Duro and Pampa.

Judges for the event are Mitt Pullen of Clear Creek High School in Houston and Claude Zethy from Trinity University in San Antonio. The choirs will be rated in two categories, concert performance and sight reading.

Cortes's of this type are designed to elevate the standard of music in the state of Texas.

Fred Ratliff, director,

### Math Test Taken At HHS

Individuals placing at the Coronado tournament were Miss Newton, 2nd veteran number sense, Jean Barber, 2nd novice number sense, Goheen, 3rd veteran number sense. In slide rule competition, Furhmann placed 2nd in veteran slide rule, Barbara Garcia, 2nd novice slide rule and Miss Bartels, 5th novice slide rule.

In overall competition the Herford team placed 4th in sweepstakes division.

Members of the UIL math team are Furhmann, Misses Garcia and Bartels in slide rule. Miss Newton, Goheen, Misses Barber, Wosnitzky, Debbie Walterscheid and Rhea Ann Wesson in number sense.

The sponsor of the team is Don Hooper.

The members of the science team are Cheryl Arney, Miss Barber and Beverly Phillips.

The sponsor of the science team is Tommy Rosson.

### Math Test Taken At HHS

The University Interscholastic League math and science teams from HHS brought home a 1st in the slide rule event and a 1st in number sense event from the Lubbock Cooper Invitational Math Tournament conducted Saturday, March 16.

Individuals placing at the meet were Ginger Newton, 1st veteran number sense and Jim Goheen, 4th veteran number sense. In the slide rule competition, Furhmann placed 3rd veteran. Mary Jo Bartels, Rhea Ann Wesson and Denise Wosnitzky competed but did not place.



### Reign Over Future Teachers

Rhea Ann Wesson and Mauri Montgomery were named as Mr. and Miss FTA at the "Apple-for-the-Teacher" banquet March 11.

## Mr. - Miss FTA Named At Dinner

The "Apple-for-the-Teacher" dinner was held Monday March 11 at the Pioneer Flame Room with each FTA member inviting their favorite teacher as guest for a covered-dish supper and program. Forty members and guests attended.

Mrs. Margaret Bell, FTA advisor announced that chapter numbers had chosen Mauri Montgomery and Rhea Ann Wesson to be Mr. and Miss FTA. Dee Ann Miller and Mrs. Betty Mercer, FTA advisor, reported on the recent state convention attended by Sina Sims, Scottie Clark and

themselves. Special appreciation was expressed to the Deaf Smith County Classroom Teachers Association for paying the expenses for these people to go to Dallas for the convention.

A panel, consisting of Jerry Don George, Eugene Barkowsky and Mal Manchee spoke to the members and guests about the preparation needed for the teaching profession and about the opportunities available to prospective young teachers.

Miss Wesson, chapter president, officiated during the program and business meeting.

### Bears Win Play-Offs

An over-flowing of students crowded the Herford High School gym to witness the showdown in intramural basketball play-offs between the Timber Turks and the Estilline Golden Bears.

The first half saw the battle for the lead as neither team would allow his opponent to exceed 4 points.

However, in the second half the Bears pulled away from the Turks by a margin of 8 points to go on and win the game by a score of 52-44.

Members of the championship team are Jim Marsh, Chuck High, Craig Solomon, Wayne Schumacher, Joe Priddy and John Stoy.

### Cosmetology Visits Kings Manor

The HHS cosmetology students visited residents in Kings Manor to give manicures to the residents at the Manor.

Two different classes went to the Manor, totalling 22 students, accompanied by Mrs. Charles Cabbiness, cosmetology sponsor.

The decision to go to the Manor was made at the last monthly meeting held Feb. 26.

A short meeting was also held on March 12 where the

cosmetology students discussed new projects to raise money to help pay for expenses for state board examinations in May.

The meeting was held at the residence of Mrs. Charles Cabbiness. Those attending were Kathy Scott, Carmen Alejandre, Debbie Guyons, Sue Smith, Mary Shipp, Mary Jean Reinart, Sharon Homfeld, Sherry Anderson, Maria Chavez, Lane Rowan, Paula Reyna, Ruth Fowler and Vickie Keyes.

Students in cosmetology will be collecting the names and

## HHS Forensics Club Competes In Canyon

"West Texas had the hardest competition we've run into all season," remarked Rhea Ann Wesson, president of the HHS Forensics Club from a two-day tournament in Canyon.

There were 29 3-AAA and 4-AAAA schools from various parts of Texas where they competed in what they termed "the toughest tournament of the season."

Judges were chiefly WTSU students and forensic coaches from the participating schools.

This tournament was different from most tournaments attended because it was strictly a large school tournament.

Competition was hard because most of the larger schools in West Texas which have strong forensics programs were entered.

Fifth place rating in overall sweepstakes went to Tascosa, 4th place was handed to Cooper,

3rd place went to Midland High, 2nd place was taken home by R.L. Turner and 1st place by a two-point margin, went to Midland Lee.

There were a number of categories, included were UIL listed categories, duet acting, dramatic interpretation, original oratory and radio and television announcing.

Students from Herford advancing to semi-finals were Russ Odom competing in boy's prose and Jerry House in boy's poetry.

Advancing to finals were D'Lyn Davison competing in girl's informative, Denise Strange competing in girl's persuasive and Rhea Ann Wesson who placed 1st in girl's poetry.

The squad will travel to Lubbock Christian College for their District 4-AAAA meet April 6.

### Volleyball Girls Learn Teamwork

The HHS volleyball season is coming to a close. The season started Feb. 1 and the team will play their last game March 26 against Palo Duro in Herford.

"The varsity and junior varsity teams have improved tremendously since the first of the school year," Miss Helen Reed commented. "Power volleyball is more difficult to learn and master than the recreation volleyball, which requires more time and effort on the part of the player."

"This season has basically been a good season. The girls have learned that team work is the most important skill to be mastered. The varsity team works exceptionally well together. The girls know each other well enough on the court

that there is very little hesitation on who should or shouldn't get the ball," Miss Reed replied.

"The varsity team has the ability and the skill to have a winning team," said Miss Reed. There will be only two players on the varsity team returning for next year. Hopefully next year it will not hurt us too much because there will be some junior varsity players returning.

"The junior varsity team hasn't done quite as well as the varsity but there has been some improvement. Basically the biggest weaknesses of the junior varsity are team work and mastering the skills required for power volleyball."

"The junior varsity has come a long way and I believe with their determination and desire they will accomplish their goals," stated Miss Reed.

The year '74-'75 will be the start of a new year for the players. There will be a workshop in the spring for any sophomore or junior girl who wishes to try out for the team. Hopefully, next year the team will have some added height.

Miss Reed concluded, "The girls were a great group of young ladies and they played some very excellent games."

## Girls' Track Sees Hard Competition

The HHS girls' track team found lots of tough competition and bad weather in Sunray last Friday, the 15th.

Below freezing temperatures, wind and fog made track the wrong sport for that particular day.

Besides the bad weather, there were 23 schools competing for top honors and competition was stiff.

Entering into the finals was the 400 yard sprint relay team composed of Renee Payne, Gussie Sanders, Terry Hetzel and Debbie Albright, placing 5th. In the 100 yard and 60 yard dash Gussie Sanders placed 3rd.

Saturday the girls' track team will be running in Borger, March 30 Herford will host a track meet for the girls. The district track meet for the girls will be held in Canyon, April 19.

Unless you are paid to do so, never argue over grammar.



Honored At Tourney  
These members of UIL math class won first place berths in the Lubbock Cooper tournament: (L-R) first row, Ginger Newton, Mary Jo Bartels, Barbara Garcia. Second row, Debbie Walterscheid, Denise Wosnitzky, Jim Goheen, Joel Fuhrmann and Jean Barber.



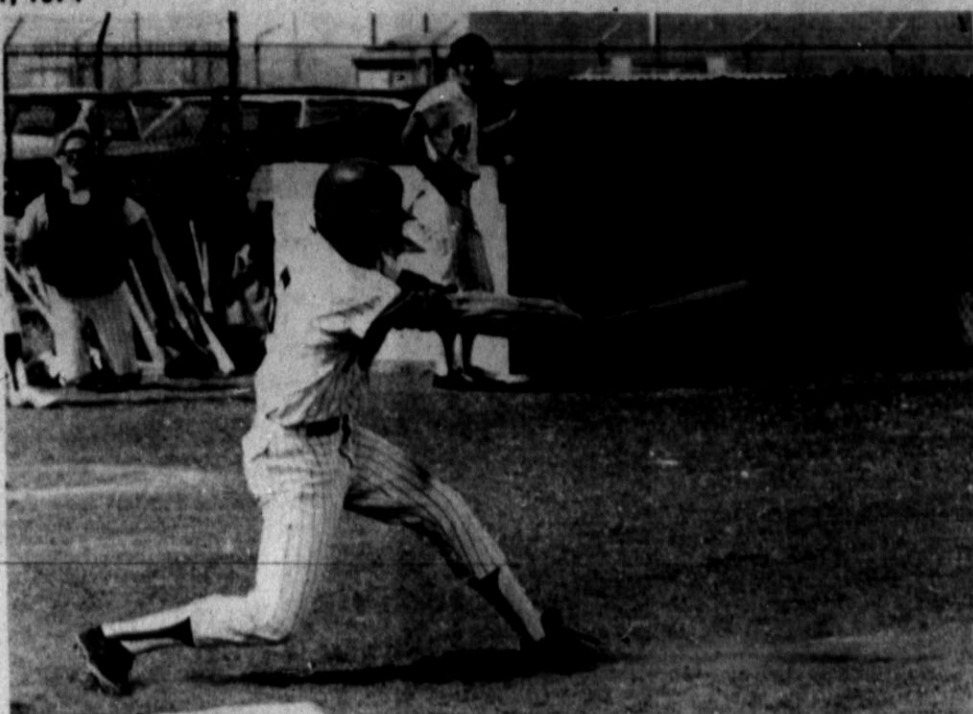
# Hereford Baseball Statistics

11 Games Record 3-8

TOTAL POINTS  
Hereford 46  
Opponents 76

Name	AB	R	H	2B	3B	RBI	SO	BB	E	AVG.
Harvey Torres	35	9	7	—	—	5	8	4	12	.200
Doug Charest	38	3	9	—	—	1	4	10	—	.237
Steve Loerwald	34	6	13	1	—	3	1	6	1	.382
Dave Loerwald	38	6	14	3	1	8	7	1	—	.388
Mike Crim	31	7	8	4	—	9	8	8	4	.258
Albert Gonzales	36	3	12	2	—	1	6	6	—	.333
Lynn Tarr	7	—	—	—	—	—	—	—	—	.000
Vanoe Hennington	11	2	3	—	—	1	4	2	—	.182
Pete Hale	22	4	4	—	—	2	5	3	—	.182
Dennis Evans	5	1	1	—	—	1	3	2	—	.200
David Artho	26	2	2	—	—	1	8	2	—	.077
Richard Harmon	7	—	—	—	—	—	—	—	—	.000
Dennis Nunley	7	2	1	—	—	—	1	1	—	.143
Chris King	1	—	—	—	—	—	—	—	—	.000
Mike Foster	2	—	—	—	—	—	1	1	—	.000

Name	IP	Runs	Hits	Earned	SO	BB	ERA
Dave Loerwald	241/3	18	22	6	23	16	1.75
Steve Loerwald	19	19	23	8	23	12	2.95
Lynn Tarr	14	13	17	2	11	10	1.00
Mike Crim	2	15	1	—	1	12	.000
Harvey Torres	42/3	4	2	1	3	8	1.50
Albert Gonzales	7	7	8	2	7	9	2.00



### Hits Away

Doug Charest turns one loose Friday against the Levelland Lobos during the baseball tournament here Friday. The Herd fell to the Lobos and then lost to Borger 5-1 Saturday in the game for third place. Levelland went on to beat Pampa 18-6 to win the tournament.

### Open District Here Friday

## Hereford Bows To Borger For Tourney's Third Place

The Hereford Whitefaces bowed 5-1 to the Borger Bulldogs in the 3rd Place game Saturday in the Deaf Smith County Chamber of Commerce Baseball Tournament.

The Levelland Lobos, who had edged the Herd 5-4 on Friday to gain the finals, went on to slaughter Pampa 18-6 in the final game Saturday to capture the top trophy for the tourney.

Steve Loerwald went the distance for the Herd at the mound Saturday and was credited with the loss. He allowed the Bulldogs seven hits for their five runs.

The Herd had eight hits

during the game, but couldn't put it all together for the win.

Dumas had defeated Palo Duro in the early game Saturday and took home consolation honors in the tournament.

In a single game Tuesday the Herd fell 6-1 to the Amarillo High Sandies. Hereford had seven hits during the game but was able to manage only a single run in the fifth inning.

Lynn Tarr started at the mound but was relieved in the fifth by Dave Loerwald. However, Tarr was credited with the loss.

Hereford's run came after Albert Gonzales led off the

inning with a single up the middle. Tarr and Pete Hale both flied out before Dennis Evans slammed a double to bring in Gonzales.

Amarillo's big inning came in the third when the Sandies combined three hits, a walk and a Herd error into four runs.

The loss left the Herd at 3-8 for the year.

Coach Aaron Bourland and the Herd now begin district action in District 4-AAAA as they entertain Plainview here Friday in a doubleheader beginning at 2:30 p.m. at Whiteface Field just east of Whiteface Stadium.

The Herd will then travel to Lubbock Saturday to battle Lubbock Corona do in a doubleheader beginning at 1 p.m.

Lubbock Monterey is again favored to take the district title. Each team in the district will travel to each school in the district for a doubleheader game during district action.

#### Saturday games

Hereford 000 010 0-1 8 2  
Borger 102 020 x-5 7 1

Levelland 220 725 0-15 20 2  
Pampa 200 001 3-6 7 3

#### Tuesday's Game

Hereford 000 010 0-1 7 3  
Amarillo 014 010 x-6 10 1

Richard Nixon, President, speaking to Young Republicans:

"You learn from your defeats, and then you go on, fight again, never quit."

**PORK LOINS** 99¢  
Assorted Chops Super Saver

**BONELESS STEAK** \$1.39  
Bottom Round Beef Steak!

**GROUND BEEF** 89¢  
Safeway Regular (Premium lb. \*1.19)

**MEATS AT SAFEWAY!**

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All Purpose Russet SUPER SAVER 10-lb. Bag

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Large Stalk Celery! SUPER SAVER Ea.

Milk 77¢	Margarine 45¢
Yogurt 29¢	Margarine 33¢
Potato Salad 59¢	Margarine 56¢
Butter 87¢	Margarine 54¢
Cheese \$1.49	Margarine 32¢
Biscuits 12¢	Margarine 55¢
Biscuits 23¢	Margarine 59¢

Tomatoes 3 \$1.00  
Apples 4 \$1.00

Cauliflower 39¢  
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Avocados 39¢  
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White Marble For Landscaping! 50-lb. Bag

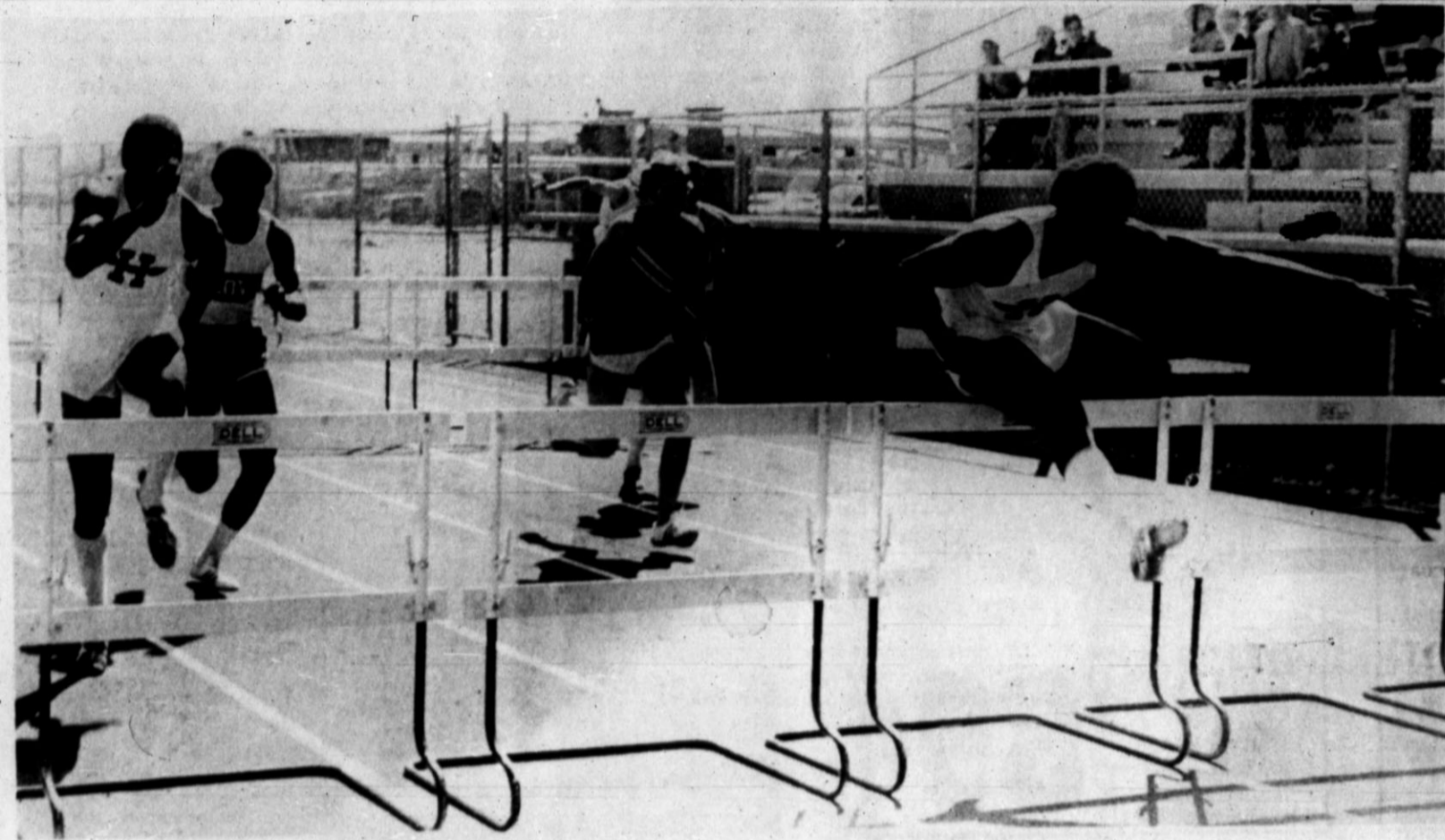
Here's something to smile at... King Francis of France hung the Mona Lisa in his bathroom!

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# Fleet Feet A' Flying



James Harris, left, and Chuck High Take Top Spots In High Hurdles



Jim Marsh Sails Discus For Third Place



Kent Hollingsworth Handoff To James Harris



Kirk Spain Gets Baton From Robert Scott



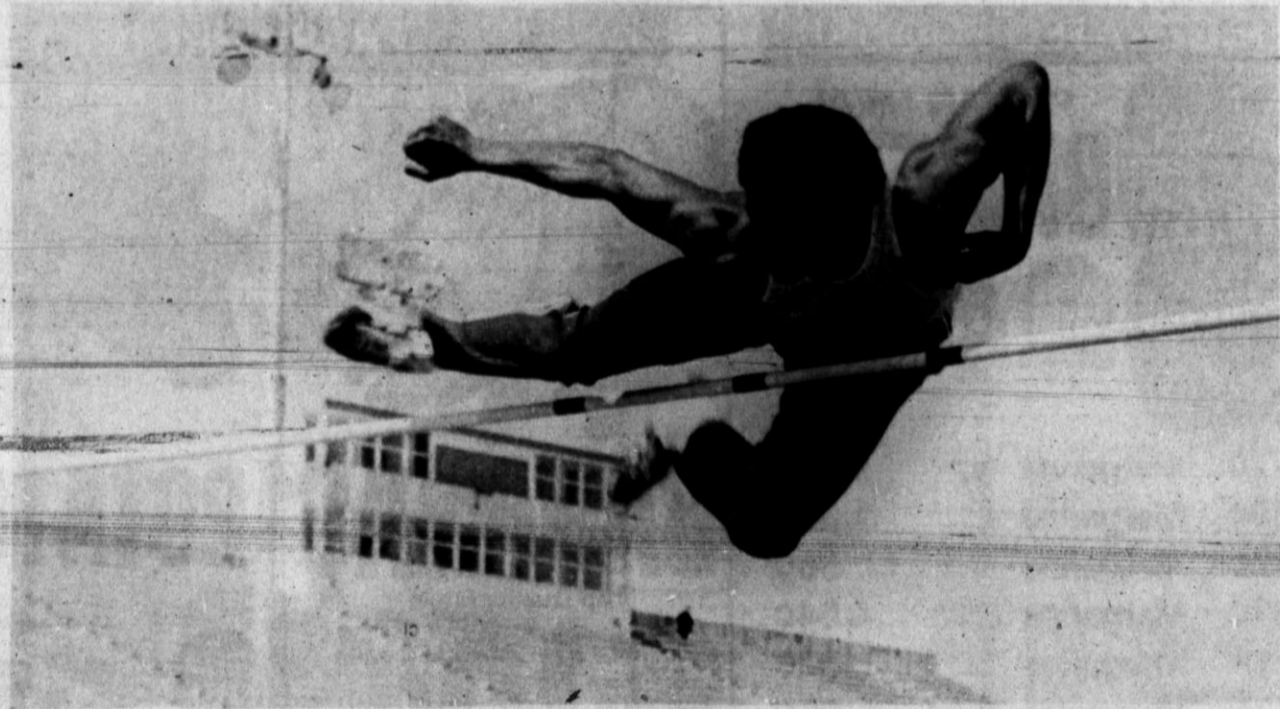
Gary Schmucher, right, sprints For Finish Line



Marvin Harris At Discus Arena



Steve Jones Takes Handoff From Dave Charest



Chuck High Just Clears Bar At 5'10" For Third Place

Brand Photos By Don Richards  
Layout By Kerrie Womble



# Herd Takes Second In Track Meet



## Hereford Boxers

Coach and Hereford Boxing Club Director Harold Wheeler, left, stands with the members of the Hereford team Saturday during the District Bouts in Amarillo. From left are Wheeler, Martin Lucero, Eddie DeLeon (top),

Fabian Ruiz (bottom), Hector Guerrero, Baltimore Guerrero, Vincent Guerrero, Timmy Sandoval, George Arroyo, Frank Celeya, Vincent, coach (top), Edwin Smith (bottom), Roy Pena, and Joe Gonzales, coach.

## Boxers Earn Places In Region Bout

Six Hereford Boxers have earned places in the Region Nine AAU Tri-State Boxing Tournament to be held in Hereford in June.

Timmy Sandoval, Baltimore Guerrero, Eddie DeLeon, Frank Celeya, Vincent Guerrero, and Hector Guerrero

will be battling for the right to advance to the national finals.

The Hereford Club is the host club to boxers from Texas, Louisiana and Mississippi for the Region Nine Tournament. The Amateur Athletic Union supervises the matches, which

will be co-sponsored in Hereford by the Deaf Smith County Chamber of Commerce.

Many organizations within the city will be working to coordinate the activities. This year will mark the first time for the tournament to be played in West Texas, and one of the few

times for a city the size of Hereford to be the site of the matches.

The six Hereford boxers advanced by winning their weight classes at the West Texas District tournament in Amarillo this past weekend.

## Signup Planned Saturday For Boys Baseball Players

Player signup for the summer Boys Baseball program has been set for 2-5 p.m. Saturday in the Flame Room of Pioneer Natural Gas building. Boys eligible for the program must be between 8-14 years of age to compete in the Bronco and Pony League.

An overall meeting of coaches and officials of both leagues is planned for 8 p.m. tonight in the warehouse at Pioneer Natural Gas on East U.S. 60.

The Hereford Whitefaces matched the Amarillo Sandies on blue ribbons, with four each, but Amarillo's team depth paid off for the championship trophy here Saturday in the annual Deaf Smith County Chamber of Commerce Invitational Track Meet.

Amarillo scored 148 points to win the Division 1 title, while Hereford took runner-up honors with 118. Friona had only two first-places in Division 2, but used team depth to claim the championship trophy with 90 points. Vega was runner-up with 74. Palo Duro romped away with the JV crown in Division 3, racking up 152 points, while runner-up Amarillo had 98.

Eight records were broken and one tied as the teams tested Hereford's new all-weather track facility. Two marks were broken in Division 1, with James Harris putting Hereford on the books with a 21-8½ effort in the long jump. Roswell Goddard's Ruben Linares set a new standard in the mile run with a 4:35.3 clocking.

SIX RECORDS fell in Division 2 and another was tied. Labus of Panhandle led the assault, setting marks of 14.8 and 42.1 in the two hurdle events. Bovina's Billy Shelby long jumped 21-10¼; David Clark of Friona added three-fourths of an inch to the high-jump record of 6-0; Larry Dear of Springlake-Earth moved the pole vault mark to 12-8; Lockney took the sprint relay in 45 flat to clip one-tenth of a second off the old mark, and John Clark of Lockney tied the 440 mark with a 52.7 timing.

EXCEPT FOR a brisk wind, more records might have fallen on the new track. All the marks in Division 3 will be records for the junior varsity teams to shoot at next year, since this was the first year for the separate Division 3.

Hereford's Chuck High was the only double winner in Division 1, capturing both hurdle events. He was high individual with 28 points—adding a third place in the high jump and running on the 440 relay team that finished fourth. James Harris tabbed 26 points with a first in the long jump, second in the high hurdles, fourth in the high jump, and ran legs on both relay teams. David Varner had Hereford's other first-place with a 51-9 effort in the shot put.

HEREFORD just edged Clovis for runner-up honors in the large division. Coming to the final event—the mile relay—Hereford needed at least a third place to stay ahead of Clovis—if the Wildcats won the relay. Clovis, a favorite in the

**Timely Advice**  
The best thing that parents can spend on their children is time—not money. —Times, Marshalltown, Ia.

**First Mistake**  
The original mistake was inventing the calendar. This led, in due course, to having Mondays. —News, Detroit.

**Smart**  
When you tell a man that he's too smart to fall for flattery, he's flattered. —Missiler, Pomona, Cal.

feature event, won first while Hereford and Amarillo battled for second.

Harris took the baton on the anchor lap about 20 yards behind Amarillo and in third place. There wasn't much doubt about Harris holding third place, but he overtook Amarillo in the homestretch and finished second to assure Hereford of second place in the meet.

Hereford travels to Borger for a track meet Saturday. The Whitefaces have finished second in three consecutive meets.

The Herd JV team finished fifth in Division 3 here last Saturday, scoring 42 points. Palo Duro won the division with 152 points, followed by Amarillo (98), Plainview (95), Clovis (78), Hereford (42), Silverton (16), Friona (7) and Roswell (4).

GARY SCHUMACHER led the JV scoring with 14 points, taking second in the high hurdles and third in the 330 hurdles. Both relay teams were fourth with Gilbert Mendoza, Kirk Spain, Brian Edwards and Fernando Garcia composing the sprint foursome. The mile relay team was made up of Robert Scott, Spain, Mario Gamez and Garcia.

Garcia also finished fourth in the 440, and Joe Gonzales was fourth in the mile run. Scott was fifth in the high jump, while sixth places went to Gamez in the 880 and Edwards in the 100.

**LONG JUMP** — 1. James Harris, Hereford, 21-8½ (record — old record of 21-7½ set by Twitty, Littlefield, 1967); 2. Gardner, Amarillo, 21-8¼; 3. Rogers, Palo Duro, 20-11¼.  
**HIGH JUMP** — 1. New, Amarillo, 6-0; 2. Jagala, Amarillo, 5-11; 3. High, Hereford, 5-10.  
**POLE VAULT** — Morris, Amarillo, 12-8; 2. Buran, Palo Duro, 12-8; 3. Bessley, Palo Duro, 12-4.  
**SHOT PUT** — 1. Varner, Hereford, 51-9; 2. Jones, Amarillo, 49-10; 3. Harris, Hereford, 48-10.  
**DISCUS** — 1. Patricia, Plainview, 147-1; 2. Moore, Amarillo, 145-4; 3. Marsh, Hereford, 142-5.

**TEAM TOTALS** — Friona 95, Vega 74, Lockney 67, Panhandle 57½, Springlake-Earth 54, Littlefield 45, Borger 27, Clovis 25, Silverton 2½, Nazareth and Lubbock 20, Happy 4.  
**440 RELAY** — 1. Lockney, 45.9; 2. Vega, 48.9; 3. Friona, 48.4 (record — old record of 45.1 set by Amarillo JV, 1971); 4. 50 — 1. Quintana, Bovina, 2:18.3; 2. Hollings, Friona, 2:18.4; 3. Lucas, Lubbock, 2:14.4.  
**120 HIGH HURDLES** — 1. Labus, Panhandle, 14.8; 2. Freeman, Vega, 14.8; 3. Duckett, Panhandle, 13.5.  
**100** — 1. Rodriguez, Springlake, 18.2; 2. Hubbard, Vega, 18.1; 3. Phillips, Lockney, 18.2.  
**440** — 1. Clark, Lockney, 52.7 (tied record set by Hutson, Panhandle, 1973); 2. 52.7, Vega, 53.2; 3. Lockney, Hereford, 54.3.  
**330 HURDLES** — 1. Labus, Panhandle, 42.1 (tied record set by Pristley, Littlefield, 1973); 2. Galbreath, Vega, 43.3; 3. Johnson, Clovis, 43.3.  
**MILE** — 1. Parsons, Friona, 4:48.6; 2. Freeman, Springlake, 4:50.7; 3. Bennett, Springlake, 5:09.2.  
**MILE RELAY** — 1. Lockney, 3:27.1; 2. Oton, 3:40.5; 3. Friona, 3:40.6.  
**LONG JUMP** — 1. Billy Shelby, Bovina, 21-10¼ (record—old record of 21-7 set by Sprague, Boys Ranch, 1969); 2. Satchel, Friona, 20-8; 3. Welch, Friona, 19-8.  
**HIGH JUMP** — 1. Clark, Friona, 6-0 (record—old record of 5-9 set by Elberta, Monterey JV, 1961); 2. Cummings, Lockney, 5-11; 3. Martinez, Panhandle, 5-10.  
**POLE VAULT** — 1. Dear, Springlake, 12-8; 2. Coston, Littlefield, 12-8; 3. Sierst, Silverton.  
**SHOT PUT** — 1. Couch, Littlefield, 52.3; 2. Edwards, Littlefield, 48.4; 3. Hoping, Littlefield, 45-10.  
**DISCUS** — 1. Cook, Littlefield, 150.1; 2. Paschel, Vega, 147.1; 3. Wiseman, Friona, 132-9.



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## Not A Ballet

Hereford's David Varner lets fly with the discus during the Deaf Smith County Chamber of Commerce Track Meet here Saturday. Varner won the shot put division of the meet to aid in Hereford winning second place in the meet.



Cowslip wine taken at bedtime was once supposed to cure insomnia. Of course, enough of any wine will cure insomnia!

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MEADOWDALE **Shortening**..... **\$1.09**  
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MEADOWDALE FRESH **Potato Chips**..... **48¢**  
14-OZ. BAG

FRESH GRADE A **Large Eggs**..... **64¢**  
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**VALUABLE COUPON**

MARYLAND CLUB Coffee 1-LB. CAN **76¢**

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D.A.K. **Luncheon Loaf**..... **56¢**  
12-OZ. CAN

ANGEL FLAKE **Baker's Coconut**..... **28¢**  
7-OZ. CAN

THRIF-T PRICED **Camelot Noodles**..... **49¢**  
1-LB. BAG

THRIF-T PRICED **Ellis Tamales**..... **32¢**  
15-OZ. CAN

HUNT'S **Pudding Cups**..... **56¢**  
PKG. OF 4

TOM SCOTT **Mixed Nuts**..... **68¢**  
13-OZ. CAN

WITH BEANS **Ellis Chili**..... **46¢**  
15-OZ. CAN

WEIGHT WATCHERS **Diet Drinks**..... **10¢**  
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DOWNY **Fabric Softener**..... **76¢**  
33-OZ. BTL.

STRONGHEART LIVER, CHICKEN, REGULAR **Dog Food**..... **8** \$1.00  
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SQUIRE **Dishwasher Detergent**..... **66¢**  
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KRAFT, ALL FLAVORS **Cheez Whiz**..... **68¢**  
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BANQUET, ALL FLAVORS **Cream Pies**..... **28¢**  
14-OZ. PKG.

White **Bread**..... **45¢**  
1-Lb. Loaf

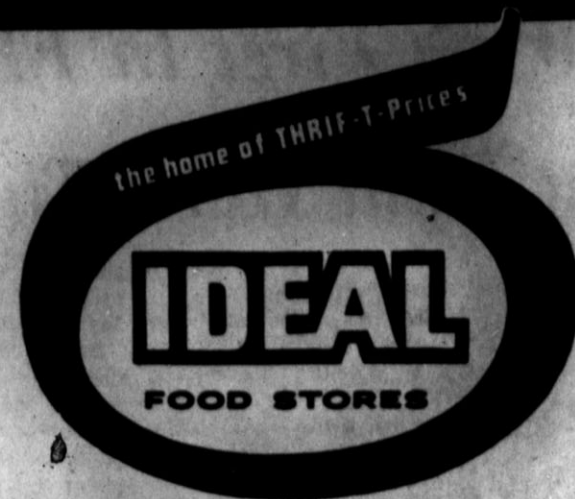
IDEAL **Cottage Cheese**..... **46¢**  
12-OZ. CTN.

MEADOWDALE CRINKLE CUT **French Fries**..... **38¢**  
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FRESH **Glazed Donuts**..... **99¢**  
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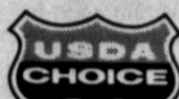
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## BLADE-CUT CHUCK ROAST

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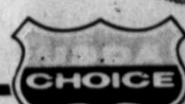
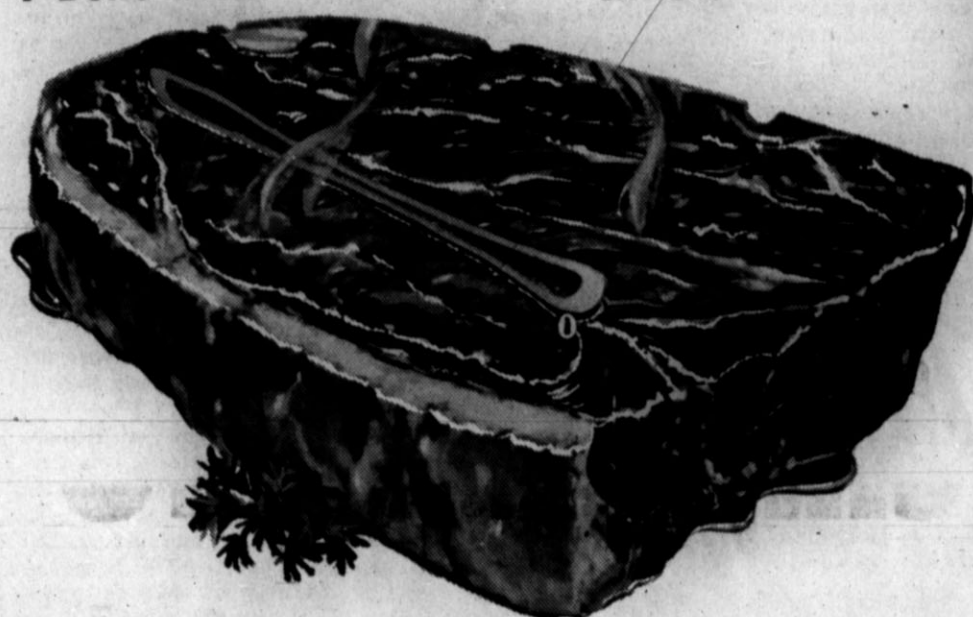
**79¢**

LB.

U.S.D.A. CHOICE BEEF CHUCK  
7-Bone Steak

**99¢**

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**59¢**

GORTON'S  
Perch Fillets

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**CAMELOT SHAMPOOS**

16-OZ. BTL.

**68¢**

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**48¢**

REGULAR OR POWDER

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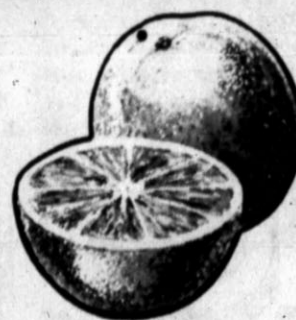
14-OZ. CAN

**98¢**



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**POTATOES**

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(EDITOR'S NOTE: The following article is taken from the March issue of "RE" magazine, a magazine serving Rural Electrification Associations.)

By Tom Hoy

No matter where you eat your next steak, there's a good chance that it came from beef fattened on a feedlot served by Deaf Smith Electric Cooperative.

Electric power from the Texas co-op serves 32 large custom feedlots that turn out almost 2-million head of cattle annually.

Each feedlot has a power load of 750 kva and electricity is used in everything from advanced computers that print out each head's feed ration for the day, to security lights that encourage cattle to eat during the night.

Although High Plains has always been cow country, the growth of huge custom feedlots in that area is a new industry. The history of large-scale cattle feeding began in the early 1960s when record harvests from the scientific hybridization of sorghum grains made cattle feed abundant and local people built the first cattle feedlot for 55,000 head. Co-op electricity, modern computers, and old-time cowboys work together to make the High Plains area surrounding Hereford, Tex., the biggest cattle feeding region in the world. This list of Deaf Smith Electric's agriculture records is impressive, even by Texas standards:

- Deaf Smith County is the most productive agriculture county in Texas and after this year's record harvest of grains and beef is challenging for the title of the richest in the Nation.

- The High Plains area served by Deaf Smith Electric is the largest producer of grain sorghum in the world.

- The cooperative serves the three most productive farm counties in the state of Texas. Deaf Smith County is No. 1, Parmer County is No. 2 and Castro County is No. 3.

- Electricity from the rural electric co-op powers wells that irrigate over seven-million acres of farm land. This is the largest irrigation development using under-

ground water in the world.

- Deaf Smith County leads the Nation in the number of cattle on feed. Co-op power serves 32 custom feedlots with a total capacity of over 800,000 head of cattle.

The three-county area served by Deaf Smith Electric on the Texas High Plains hasn't always been the beef basket of the Nation. According to *World Book Encyclopedia*, "The High Plains region of Texas was so dry that people did not settle there until the late 1800s."

The region remained sparsely settled and marginally productive during the early part of this century until 1937 when irrigation projects became feasible with electricity from the newly energized Deaf Smith Electric Cooperative. The agriculture boom was on.

Jim Hull, the genial and energetic manager of Deaf Smith Electric, explains how the agriculture boom came about: "First, we had the perfect weather—low rainfall, mild winters and comfortable summers. Then, using electric power from the co-op, irrigation projects on farms drew water from the underground aquifer that lays in huge pools 100 to 300 feet below the surface. This made possible record grain harvests with the development of hybrid sorghum grains."

Then, comparing the development of the agriculture growth to a chain reaction, Hull says: "The result from these links was the potential for local feedlot operation where cattle could be fed locally grown grains under almost perfect cattle feeding weather conditions. The first cattle feedlot opened in 1961 and was an immediate success. In less than a dozen years we've become the largest cattle feeding region in the world."

Huge grain elevators towering over the flat land on the High Plains bulge with millions of bushels of locally grown grains that fuel the expanding cattle feeding industry. A recent addition to the chain of diverse agriculture developments has been the expansion of packing plants for butchering the cattle next door to the feedlots. A dozen large packing plants are in operation and Armour Company has recently announced plans to

# COWBOYS AND COMPUTERS

increase their capacity by 25%.

The towering grain elevators, the massive packing plants and the feedlots overflowing with choice beef are all visible proofs of the agriculture boom, but Jim Hull thinks the most important ingredient in the success story isn't so obvious.

"People. That's the real reason for all this development," Hull feels. "We had the natural resources waiting to be used, but it took people working together and sweating together to make it a reality."

"Local people, local initiative, and strong and sustained leadership was the key in each step of the chain of success. We're proud of the electric co-op's contribution to each link in the chain. Deaf Smith Electric was there to supply power to the first irrigation well in the thirties and we're here today to serve the biggest, most modern feedlots. And tomorrow we'll be ready to serve new and expanding agriculture growth."

On a recent visit to the co-op I saw this civic pride and Texas spirit in action. As a luncheon guest of Jim Hull, I met a group of community leaders and felt the force of the enthusiasm they generate.

After a lunch of good Texas beef, Earnest Langley, attorney for Deaf Smith Electric and a driving force behind community efforts to recruit new industry, spoke with glowing pride of the people-led accomplishments in transforming the area from a marginal farm region to one of the richest, most productive agriculture areas in the world.

"At each breakthrough the most important additive was local par-

ticipation," he said. "The faith, hard work and confidence between rancher and banker, between farmer and city dweller, was the telling point in success."

Langley credits the rural electric cooperative with the first spark of success. "Without electricity—low-cost, dependable power to farms and ranches—none of the growth would have been possible. Electricity made and continues to make the agriculture miracle possible."

Today visitors from other states and foreign countries flock to the High Plains to ask, "How did you do it?" and to see for themselves what can be done in a few years of agriculture development.

Jim Hull believes that visitors arrive with information and statistics and on tours see the physical results but thinks, "They return home convinced that the involvement and concern of local people is the true reason for our success."

Langley tells of one local drive that diversified crop production and started a vital new industry: "We've always grown sugar beets on a small scale. But when Cuba was cut off from the U.S. in 1960, local leaders camped out in Washington until they convinced Congress to amend the National Sugar Act to create sugar-beet allotments to growers served by sugar-beet processing plants." Then, Langley recalls, "They kept on fighting for construction of a sugar-beet processing plant to handle their new allotment of sugar-beet acreage."

On April 1, 1963, the Holly Sugar Co. opened the first sugar-beet plant in Texas. Today the plant produces more than a million pounds of sugar daily. The plant, one of the area's greatest economic

boosts in decades, is served by Deaf Smith Electric. It stands above the rolling plains as visual proof of what local leadership and initiative can accomplish in expanding the economic base of a community.

Other luncheon guests included the presidents of both Hereford banks, the publisher of the newspaper, a leading cattleman, the mayor of Hereford and Jim Hull and his assistant manager, Dick Montgomery. All had worked together before on community development projects and their talk of past efforts and future plans was instructive and enjoyable. Montgomery came to Deaf Smith Electric several years ago as an industrial specialist and worked full time in that capacity for the co-op until being promoted to assistant manager in January. It was evident from the discussion that both Hull and Montgomery were in the thick of area economic planning and community betterment.

In the informal talk that followed lunch, cattle rancher Virgil Marsh slid his chair close to recount how the hiring of feedlot managers has changed. "At first we had to import managers with experience from other states. Men from Iowa and California. Now we grow our own," he says with pride. "Today the youngster who goes off to college comes back to the ranch or farm. Young men who grew up here are back running the feedlots, farms and grain operations. We've got the youngest group of farmers and ranchers in the state, and all of them are active in making the area grow and progress."

It takes a modern education to run one of the complex, custom feedlots. The logistics of bringing in thousands of cattle, feeding them, providing medical care and shipping them to market takes computers, cowboys, modern scientific practices and some pretty strong nerves.

It's a risky business, but for the American consumer it produces the best beef in the world.

Sloan Osborn, member of the co-op board for 36 years and president for over 20 years, remembers a time when "I wouldn't have taken the country if you gave it to me."

Osborn came to the High Plains in 1921 and struggled through the



Herefords, part of over 800,000 cattle on feedlots served by Deaf Smith EC, fatten up for America's dinner tables.

twenties' and early thirties' on a farm that barely survived. "I just made a living and paid my taxes," Osborn recalls. "Then in 1938 electricity from Deaf Smith Electric Cooperative came to the farm and our lives began to change for the better."

Osborn was an early user of electricity for irrigation wells on his farm but it was not until 1950 that irrigation was used on any large scale. Looking back, Osborn says: "That was the combination that made this country, electricity and irrigation. With these two things everything became possible."

Osborn is still active in farming and helps run the Hi-Plains Feed Yard in Friona, Tex.

For him the change over the past 52 years has been remarkable.

But in some ways it really hasn't changed that much.

It's still people in cowboy hats working hard together. A frontier feeling still exists on the High Plains and the spirit that made a rural electric cooperative a reality still works to make an agriculture boom continue for the future.

## BOOTS WEST SECOND ANNIVERSARY



Nocona No. 181



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Mon.-Sat.

8-6



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Work Boots  
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Sand Shark  
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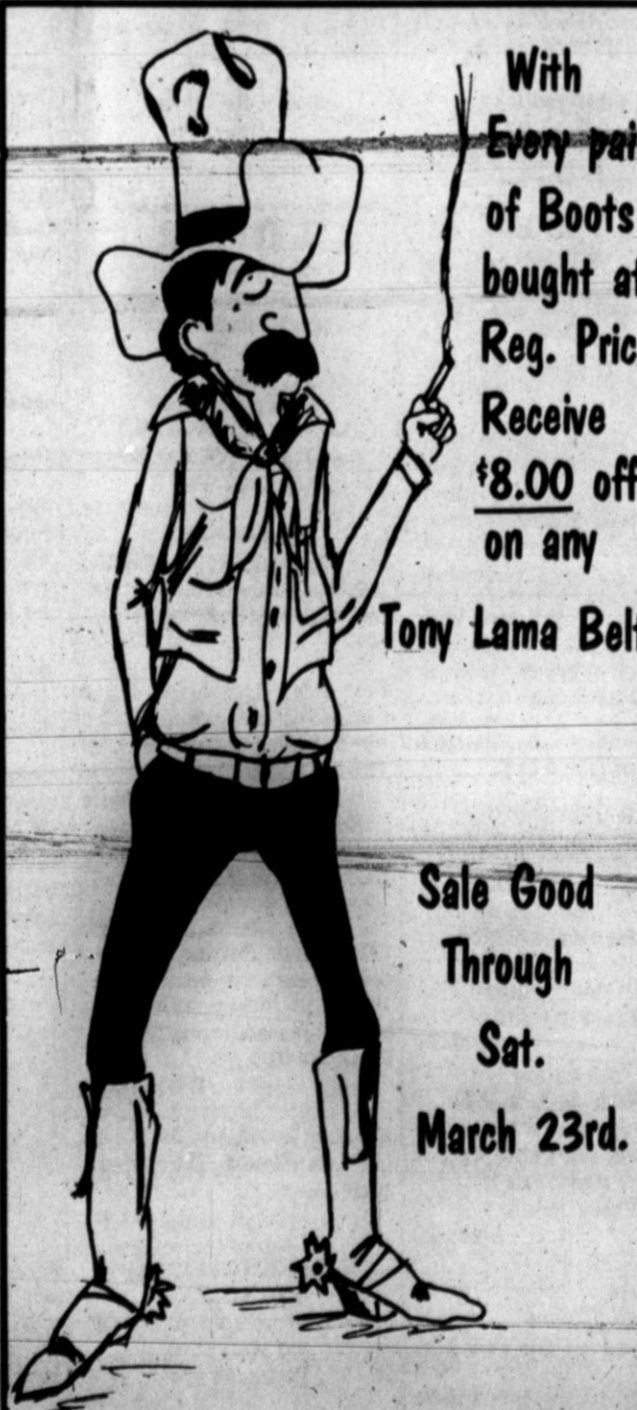
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All Kids Boots at Great savings Now  
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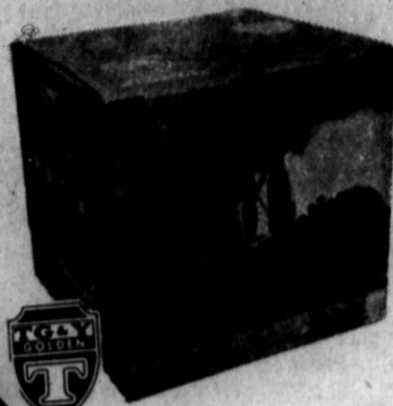
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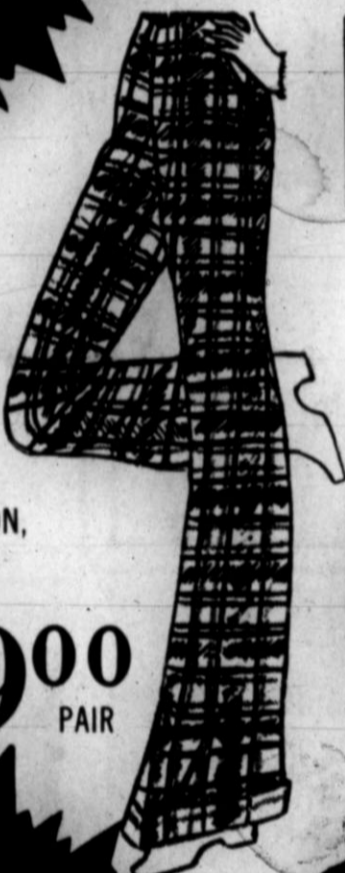
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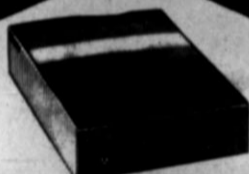


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