

# Battle Shaping Up For County Posts

## Four Now In Commissioner Races, Donald Hicks Decides Not To Run

By DON RICHARDS  
Brand News Editor

More hats landed in the ring this week as the deadline nears for candidates to file for county and district offices.

Political battles are beginning to take shape fast, especially in the races for the two county commissioner posts as incumbent Donald Hicks announced he will not seek re-election to the Precinct 4 position.

Hicks announcement that he will not run leaves both commissioner election races without an incumbent. Marcus Latham, commissioner of Precinct 2, announced early last week that he will not seek re-election.

One candidate announced this week that he will seek the Precinct 4 post and two others joined in the race for the Precinct 2 position. All three of the recent announcements were for the Democratic primary. A fourth candidate had already announced for the Precinct 2 post in the Republican primary.

FILING this week for the Precinct 4 position as a Democrat was Luther Lesly, 58. As of noon Wednesday he was the only candidate to announce for the Precinct 4 position presently held by Hicks.

Clinton Jackson, 57, announced this

week he will be seeking the Precinct 2 position, subject to the May Democratic Primary.

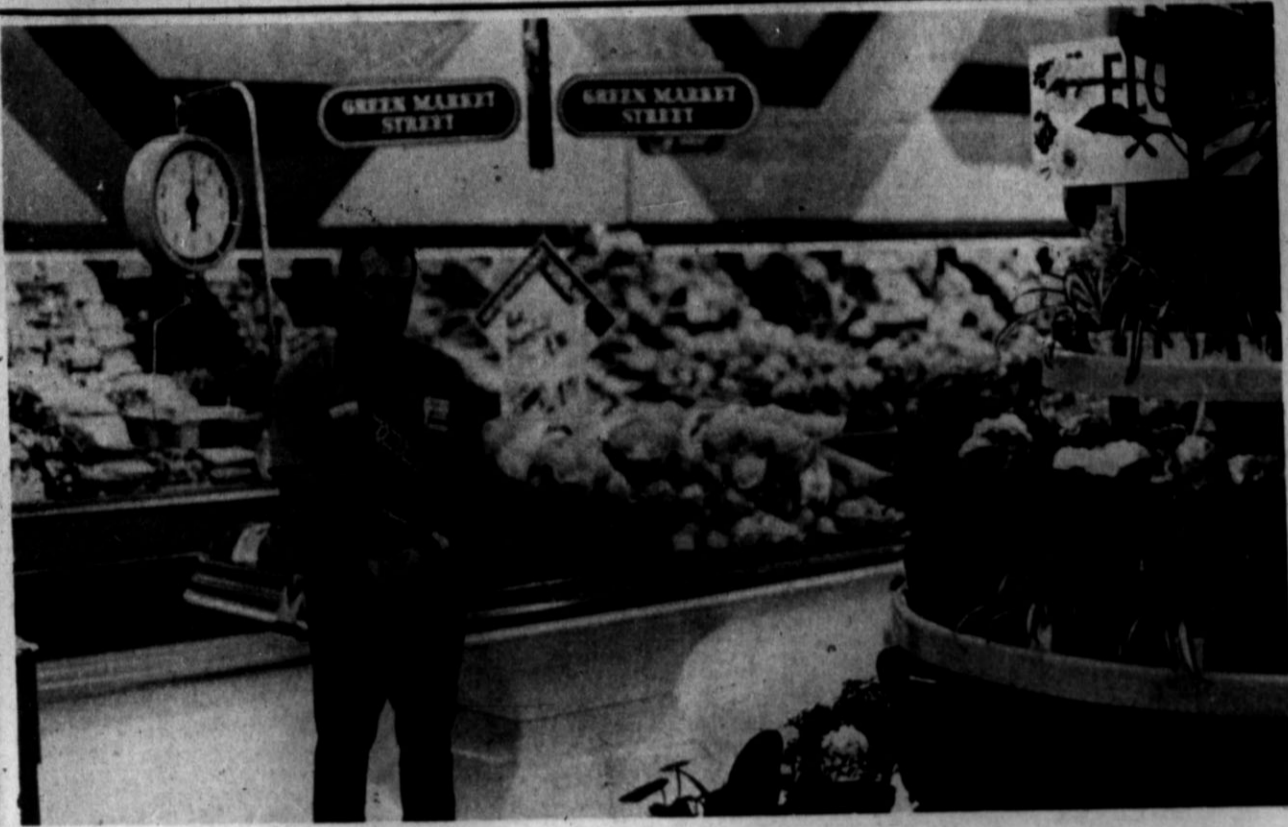
Also announcing for the same position in the Democratic Primary was Joe Zinser, 37.

Other announced candidate for Precinct 2 post was LeRoy Williamson. However, Williamson filed as a Republican and will be subject to

action of the Republican Primary which is to be held on the same day as the Democratic Primary.

IN OTHER action in local races, 69th District Judge Archie McDonald told The Brand this week he will "definitely file for re-election," and that "if re-elected, it will be my last term in the office as

See BATTLE Page 2



### New Food Store Opens

Bob Staiger, manager of the new Ideal Food Store on West Park Avenue, stands in the produce section of the new store and building

which opened its doors to the public Monday. The store is celebrating its grand opening today. See additional story Page 2



LUTHER LESLY  
For Precinct 4



CLINTON JACKSON  
For Precinct 2



DONALD HICKS  
Will Not Run

### CC Banquet Planned Tonight In Bull Barn

More than 700 tickets have been sold for the annual Deaf Smith County Chamber of Commerce banquet scheduled at 6:30 p.m. today in the Bull Barn.

Featured speaker for the annual affair will be Dr. Heartsill Wilson, a motivational speaker from Denver, Colo. Theme of the banquet will be "Quality Living Through Cattle and Agriculture."

Jim Conkwright, retiring president of the Chamber, will be the master of ceremonies.

Officers to be formally installed at the banquet include Roy Faubion, president; Bud Eades, vice president; Larry Wartes, treasurer; and Lavonne Nieman, president of the Women's Division.

A special section of today's issue of The Brand is devoted to the Chamber banquet and to the work and divisions of the local chamber.

73rd Year - No. 3    Hereford, Texas, Thursday, Jan. 17, 1974    48 Pages

# the Hereford Brand

### Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says hats off to the past, coats off to the future!

THE BRAND joins others in the community in welcoming a new firm to the town. Ideal Food is having its grand opening on W. Park Avenue. The supermarket is part of a new shopping center in this area, with the TG&Y Family Center to have its opening in the near future.

And, speaking of the local business scene, a big Sidewalk Sale gets underway at Sugarland Mall today. Special prices for the Sidewalk Sale and the Ideal Food opening will be found inside today's issue of The Brand.

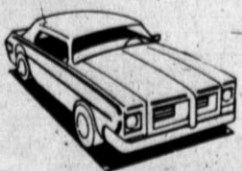
POLITICAL activity got off the launching pad this past week, and it appears to be a hot year for campaigning. The incumbents on the county commissioners court and the school board have decided not to seek re-election, and some good races may be in the offing.

Hereford's annual Chamber of Commerce banquet is set tonight at the Bull Barn, and don't miss the early starting time—6:30 p.m. Should be another fine event with Dr. Heartsill Wilson as the featured speaker, and special presentations to be announced.

THE NEW 55 mph speed limit goes into effect at midnight Saturday, so keep that in mind if you plan to do any Sunday driving! The speed limit will be hard for many drivers to become accustomed to, but it should help the energy crisis, and probably the big benefit will be a reduction in traffic fatalities.

HEREFORD'S Whitefaces open the 4-AAAA basketball race in a big game at Lubbock Friday night against the Monterey Plainsmen. Here's hoping a good turnout of Hereford fans will be seen at the contest. An easy way to remember the district schedule this year—all home games are on Tuesday and out-of-town games are on Friday.

55 MPH Limit



Begins Sunday

# Shuval Challenges Commissioners Court On Pay Raise Procedures

By O.G. NIEMAN  
Publisher

Deaf Smith County Commissioners held a lengthy and productive semi-monthly meeting Monday, with the session sparked by a challenge from Criminal DA Andy Shuval on the court's procedure in giving public notice of salary adjustments.

In other matters, the court: —Approved a new schedule of percentages each precinct receives from ad valorem taxes and license tag fees.

—Approved bills, including a payment of \$28,108 to the library contractor, and \$19,002.60 to reimburse property owners who paid for caliche on a road in Precinct 1.

—Approved purchase of a new pickup for Precinct 1 from Orval Watson Ford.

—Denied a request from Nell Miller, tax assessor-collector, to appoint a second chief deputy in her office.

—Considered a tentative plan to combine the offices of adult probation officer and juvenile officer.

—Considered a petition from a group of citizens in Precinct 1 requesting the county to caliche four miles of road.

—Approved the change of library hours from 9 a.m. to 6 p.m., rather than 8

to 5. (Library is now closed on Saturday morning).

—Announced receipt for a revenue sharing check for the last quarter in the amount of \$63,903.

—Approved the appointment of Donald Hicks and Doug Manning as the county's representatives on the juvenile board.

ON THE matter of salaries, the court had published a legal notice prior to Jan. 1 of intentions "to grant a 5 per cent increase in salaries to county officials and employees, and to make some salary adjustments to become effective Jan. 1, 1974."

Shuval advised that the public notice on the adjustments "requires the names and amount of increases to be granted." County Judge H.C. Williams, pointing out that Shuval was bypassed on the "additional increases, disagreed with the DA's interpretation of the publication requirement.

After a sharp exchange between the judge and attorney, both Williams and the four commissioners announced they would be glad to announce the adjustments, regardless of the legal question. Shuval said he was not at-

tacking anyone's adjustment, "just the manner in which it was done."

THE LIST, later handed to the press, revealed that all county elected officials—with the exception of Shuval and the four commissioners—had received a raise of approximately \$600 per year. These increases were above the 5 per cent hike granted to all officials and employees. They were listed as "approximately" \$600 because the monthly pay was evened off to dollars, dropping the cents.

Several employees were also granted the \$600 raise, and a number received a \$300-per-year raise. (A complete listing is made at the conclusion of this article).

BRUCE COLEMAN, Precinct 3 commissioner, brought up the matter of percentage of funds drawn on the motor vehicle license fees. He complained that he had been "getting the short end of the stick for nine years," and he thought each precinct should receive 25 per cent of the funds.

Coleman said his budget "looked bad to the public because I come up in the red, but I get only 20 per cent of the fees." Marcus Latham, Precinct 2, pointed out that "transfers are made to help each other out," but he agreed with Coleman's argument and seconded his motion.

Donald Hicks, Precinct 4, pointed out that he had more roads to work in his area and this was the reason his precinct had been allocated a larger percentage of the fees. He, too, indicated that the four work together when more funds are needed by one of the commissioners.

LATHAM added that three of the precincts had spent about the same amount of funds through Dec. 1. The

expenditures were listed at Precinct 1—\$126,909, Prec. 2—\$123,031, Prec. 3—126,733, and Prec. 4—\$167,428.

While discussing a new formula of percentages, commissioners discovered

the split was even different than what they thought. The split on the tag fees was found to be 24-30-16-30 for the precincts, instead of the 24-28-20-28 they

See SHUVAL Page 2



### March Of Dimes

Elmore Rains, right, holds the Hereford March of Dimes poster girl, Kelli Ferguson, as Myron Morgan, treasurer of the campaign drive looks on. Rains is chairman of the drive which is titled the Mothers' March against birth defects and is sponsored by the Hereford Jaycee-Ettes. The drive begins next week as contribution cards will be passed out to Hereford school students and then the campaign will begin for the public Jan. 28.

### Antique Show And Sell Set

An antique show and sale, sponsored by the L'Allegre Study Club, will be held in the Community Center Friday, Saturday and Sunday.

About 14 antique dealers from several states are expected to bring antiques for the show and sale, the profits of which

will go to equipment for the extensive care unit of Deaf Smith General Hospital.

The show will begin at 1 p.m. both Friday and Saturday and last until 10 p.m. each night. The hours for the show and sale Sunday will be from 1 p.m. until 6 p.m.

# INSIDE TODAY

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Local Man Recalls Ship Sinking, Capture By Japanese See Page 11

Bobby Wynne Makes First Recording In New Hereford Studio See Page 11

Saturday Program Notes

Sunday Program Notes

MEXICAN

PLAINS

# Ideal Opens New Store In Hereford

## Doors Opened Monday, Grand Opening Scheduled Today

Ideal Food Stores, which operates 33 supermarkets in Texas, Kansas, Oklahoma and New Mexico, will open its newest, most modern store this Thursday in Hereford, it was announced today by Steve Phillips, Ideal vice president and general manager.

Doors actually opened Monday, but the grand opening is scheduled for Thursday.

The store, which will be located at 1105 W. Park Avenue, contains 18,000 sq. ft. and will be decorated with ultra-modern graphic designs in vivid colors.

"We are truly excited about our Hereford store because it incorporates many new features to provide customers with a shopping experience that is both pleasant and convenient," said Phillips.

"Of course our main goal is to offer the finest and freshest meats, produce and grocery items at the lowest possible prices," he said.

"HEREFORD is a growing community and we are proud to become part of its expansion," Phillips stated.

Some of the special features of the new store include an in-store bakery, self-service delicatessen, complete pharmacy, "Green Market Street" produce section, health and beauty aids plus a wide selection of household goods.

Ideal will offer only U.S.D.A. Choice beef, and all fresh meat will carry new "truth-in-meating" labels which were recently adopted throughout the Ideal chain.

These labels tell the consumer the type of meat (beef, pork, lamb or veal), the part of the animal from which the cut comes (chuck, ribs, etc.) and the specific portion or retail cut (Chuck Roast, Rib Eye, Sirloin Steak, etc.).

The labels carry standardized names for all fresh cuts of meat and are intended to eliminate customer confusion caused by the estimated one thousand different names used to identify approximately 300 cuts of beef, pork, lamb and veal on sale at the nation's meat counters.

IDEAL WILL offer free Gum Brothers Stamps with all purchases and double stamps on Tuesdays and Wednesdays with purchases of \$2.50 or more.

Hours for the Ideal Food Store will be from 8 a.m. until 11 p.m., seven days a week. The store adjoins a TG&Y Family Center, due to open in February.

BOB STAIGER, a veteran of 18 years in the supermarket industry, will be manager of Ideal's newest supermarket. He is transferring to Hereford from Ideal's store in Plainview, Texas, where he had been store manager for almost eight years.

Co-manager of the store will be Val Clawson, a graduate of



### Win Beet Awards

James W. Witherspoon, center, executive secretary of the Texas-New Mexico Sugar Beet Growers Association, stands with two honorees of the association who were awarded honors during the annual beet growers banquet Saturday night in the Bull Barn. At left is Dick Reinhardt, who was honored for his high yield of 7,482 pounds of extractable sugar per acre for the beets he raised. At left is A.L. Black, whom the association honored for longtime outstanding service.

### Blood Bank Planned Jan. 23 In Hereford Community Center

The mobile unit of the blood bank will be in Hereford Jan. 23 at the Hereford Community Center.

New goal for persons wishing to donate blood will be the donation of "one gallon" of blood. In order to donate one gallon persons will have to give the regular one-pint donation eight different times.

Times for the mobile blood unit to be here will be from 1-6 p.m. on Jan. 23.

### RESEARCH



DR. PETER N. GILLETTE is studying new treatment for sickle cell anemia, under a March of Dimes research grant, at the Rockefeller University, New York City.

## Battle Shaping Up For Local Posts

Continued From Page 1

Hicks, commenting on his many years in office, said he appreciated the cooperation of school and city officials in working with the county for the betterment of all citizens. He added there had been many "ups and downs" since 1954, adding that he had worked with some fine men on the court and he thought the county had progressed greatly the past 20 years.

Hicks and his wife, Mildred, have one son, Mark, and one grandson. Mark is associated with his father in the farm and cattle business.

CLINTON JACKSON, 57, announced his intentions Tuesday to file as a candidate for Deaf Smith County Commissioner, Precinct 2, subject to the May Democratic primary.

Jackson, engaged in farming and the insurance business, has been a resident of the county for 49 years and resides four miles north of Hereford. He and his wife, Jerry, have four children—Becky Kropp of Hereford, Mrs. Pat Snider of Stinnett, Don of Amarillo, and Bob of Toadlena, N.M.

A native of Gray County, Jackson is currently serving as Demo precinct chairman and is treasurer of the Breakfast Kiwanis Club of Hereford. He is a member of the First Baptist Church, a Mason, former member of the FHA county committee, and former member of the ASCS county committee.

JOE ZINSER, 37, resides at 304 Western, and is seeking election to the Precinct 2 position subject to the Democratic Primary.

Engaged in the farming and cattle business here, Zinser was born in Hereford and was graduated from the Sacred Heart Academy in Morrilton, Ark. He has presently lived in the county the past 15 years. He served in the U.S. National Guard.

LUTHER LESLEY, 58, announced Wednesday his intentions to seek the Precinct 4 position, subject to the Democratic Primary. Lesley resides on Route 4, 12 miles north of Hereford on U.S. 385.

He and his wife, Evelyn, have four children, of which one daughter, Helen, still lives in the home. He was director of the County Soil Conservation Service for 20 years and has been involved in the farming business in the county for 30 years.

Lesley also has been owner of Lesly Motor Company and in the implement business in Hereford the past 20 years.

PERSONS wishing to file for county and district offices have until Feb. 4 to file with the county chairmen of the party of their choice. Chairman of the Republican Party in the county is Joe Shollenbarger. Party officials with the Democratic Party in the county are Leo Witkowski, chairman; B.F. Cain, secretary.

### The Hereford Brand

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Don Richards News Editor  
Sue Coleman Women's Editor  
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### Shuval Challenges Commissioners

Commissioners agreed, in principal, to the proposal, but the county juvenile board would have to approve Wheeler's appointment before such a plan could be approved.

CARL KLEUSKENS served as spokesman for a group of citizens in Precinct 1 who brought a petition to the court asking for a caliche-base road. The road would start at a point about 5 miles northeast of Hereford on Hwy. 60, extending four miles north.

The petition pointed out that there are nine dwellings served on the four-mile road, with a population count of 27, and a vehicle count of 38 units. It adds that two public school buses use the road, and the West Texas Rural Telephone Co-Op has an exchange building located three miles north on the road.

Kleuskens said a number of petitioners had asked commissioner Holt about the road, "but received no response. Holt was not present when the group appeared, having left on an out-of-town trip. The court agreed to consider the petition. Thirteen persons appeared with the petition.

HOLT AND HICKS had been serving on the juvenile board, and Holt asked that Manning be appointed in his place. Since Holt had only one more year to serve, Hicks suggested that he be appointed to fill out Holt's term and Manning be appointed for a full two-year term. The court approved the motion.

CONCERNING the salary adjustments, the following elected county officials were granted a \$600 per in-

### Shuval Challenges Commissioners

crease: Judge H.C. Williams, Sheriff Travis McPherson, Tax Assessor-Collector Neil Miller, Treasurer Veste Mae Nunley, County Clerk B.F. Cain, District Clerk Lola Faye Veazey, and JP Glen Nelson.

Others receiving the \$50-per-month hike were sheriff's deputies Art Burton, Dean Butcher, John Martin and Jim Cooper; Wanda Spain, county judge's secretary and juvenile board secretary; and J.B. Culp, maintenance.

Receiving a \$25 a month, or \$300 per year, adjustment were: Jewell Smith, welfare office; J.C. Simpson, maintenance; Vance Crume, tax office; and all of the road maintenance employees.

MONTHLY salaries of the top elected officials are now listed at the following: county judge, \$1,108; sheriff, \$989; criminal DA, \$1,163.13; county clerk, \$855; tax assessor-collector, \$855; treasurer, \$766; district clerk, \$766; justice of the peace, \$767.

County commissioners chose to do away with a travel allowance, moving the \$50 per month in with total salary. They now draw \$721 per month. The chief sheriff's deputy now draws \$775 a month plus \$25 clothing allowance, and other deputies earn \$750 and \$700 plus the \$25 allowance.

However, commissioners indicated this week that the \$25 allowance on cleaning uniforms will be withheld if an officer does not wear a uniform.

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Early Spaniards believed that a white bird's singing could give the blind back their sight.

# Board Approves Med Staff

Directors of Deaf Smith General Hospital Tuesday morning approved the Medical Staff of the hospital and reappointed the physicians to the staff.

Directors also noted the financial outlook of the hospital "did not look good" for December but administrator said the picture should get brighter over the next several months.

Welty said December had been an unusually high month for expenses and said the normal patient intake was down for the month.

"We normally have 40 babies born in December and this year we had only 20," he said. "That alone would have picked up hospital revenues."

Welty said the cash flow of the hospital should stabilize over the next several months and said the hospital should get quite a bit in funds as refunds for the Medicare program.

Dr. A.T. Mims reported on the regular meeting of the Medical Staff and said the staff had approved the appointment of all physicians in a meeting Monday night.

Mims said Med student Dick Marsten is working with hospital physicians now and said "the doctors are enjoying this program having med students here because it leaves someone in the hospital at all times and night for small emergencies."

Mims said the staff reviewed

several complicated medical cases and said medical staff committees were appointed.

L.J. Strafus, chairman of the board, asked Welty and Mims if persons outside the hospital are allowed access to the medical records of patients. He referred specifically to a news announcement recently where by life insurance companies in another state had access to medical records of the public.

Both Welty and Mims said the

medical records are kept confidential and not released except at the consent of the patient or by order of a judge in a court of law.

In other action Welty told the board a resident doctor associated with the Medical School at Texas Tech in Lubbock would be serving with the hospital here all the time. He said the doctor would be a second-year resident physician and would really benefit the hospital.

## Elliot Earns Commendation

Navy Commissar man Third Class Michael D. Elliot, son of Mr. and Mrs. Gordon Elliot of Route 2, Hereford, was commended as a crewmember of the destroyer escort USS Vreeland for his efforts as part of the U.S. Sixth Fleet task force

in the Mediterranean during the latest Middle East crisis. The powerful force stood ready to evacuate American citizens from danger areas and to back up our government's diplomats as they helped negotiate a cease fire.



Medieval people believed that Jerusalem was the center of the earth and the universe.

**S S**  
is  
coming  
to  
**Hereford!**  
( Watch for  
more details )

# AUCTION

Saturday, January 26 at 11:00 A.M.

Located 2 1/2 miles East of Ford Elevator or 19 miles North of Hereford, Tx. on highway 385 and 2 1/2 miles East or 10 miles South of Vega and 2 1/2 miles East.

( In case of inclement weather sale will be Monday, January 28. )

### TRACTORS & COMBINES

- 1973 M.F. model 760 Combine, Serial No. 1746-00534, has diesel motor, cab, air condition, 24 ft. header, Hydraulic electrostatic variable Hume Reel, tires are 24.5 x 32 total time 326 hours, ps and pb.
- 1972 M.F. model 1150, V-8 diesel tractor, serial No. 9B8033, has cab, multi power transmission, total hours 1454, fully weighted, ps and pb.
- 1973 M.F. model 135 tractor, serial No. 9A-165648, has multi power transmission and total times 31 hours.

### TRUCKS

- 1972 Ford 300 6 cylinder motor, has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 4424.
- 1970 Dodge V-8 has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 11280.
- 1964 Ford V-8 has 16 ft. bed with tip top and tarp hydraulic lift, total mileage 15745.
- 1954 GMC (army) 6x6 truck with 20,000 lbs capacity grain tank and low mileage.
- 1964 Jeep pickup 4 wheel drive.

### FARM MACHINERY

- 16 ft. Bush Hop off set disc has solid frame bar scalloped disc in front.
- 1973 M.F. 6 row model 41 Flex Planter with chrome plated knife openers
- S. & S 7 shank ripper and gauge wheels
- 16 ft. Double Tool Bar, Rod Weeder and gauge wheels
- 20 ft. Tye Drill has double disc 8 inch spacing, 3 pt.
- Caldwell 4 row Shredder
- Hamby 16 ft. 3 tool bar frame and gauge wheels
- 12 ft. Float has hydraulic lift.
- 7 ft. Super Rhino Blade
- Myers disc ditch filler.
- 1972 6 row Roll-A-Cone
- 3 pt. Post Hole Digger
- 6 row hydraulic Marker front mount
- 16 ft. Double Tool bar and gauge wheels
- 7 ft. Mower, 3 pt.
- 20 ft. Spe-dee 3 pt. Rotary Hoe
- Big 12 4 wheel Trailer frame with new tires

### FUEL TANKS

- 1000 gal. fuel tank & stand
- 500 gal. fuel tank & stand
- 500 gal. fuel tank on skids
- 2 - 300 gal. fuel tank & stands
- 3 - 300 gal. diesel storage tanks & diesel
- 500 gal. butane tank & filler hose

### MISC.

- Nashua House Trailer
- 27 ft. Gilmore Tatge 6 inch model 60 Auger with gas motor for fertilizer & grain
- 41 ft. Mayrath Auger 6 inch
- Star Craft Camper Trailer, sleep 6
- 16 ft. Sooner Craft Boat with triple hull & drive on trailer with 100 hp. Johnson motor
- 2 - 18.4 x 24 12 ply tire, wheels and axles for grain cart
- Ensilage truck bed
- Grain exhaust fan equipped with new 5 hp electric motor
- 16 ft. 4 inch Mayrath Grain Auger with 3 hp Briggs & Stratton motor.
- Air Compressor with electric motor
- 2 - New 825 x 20 10 ply truck tires
- 65 gal. pickup tank
- Sicle blade changer
- Gas powered water pump
- Shop heater
- 2 - Milo scoops
- Land-measuring wheel

**TERMS:** Cash All accounts settled day of sale.

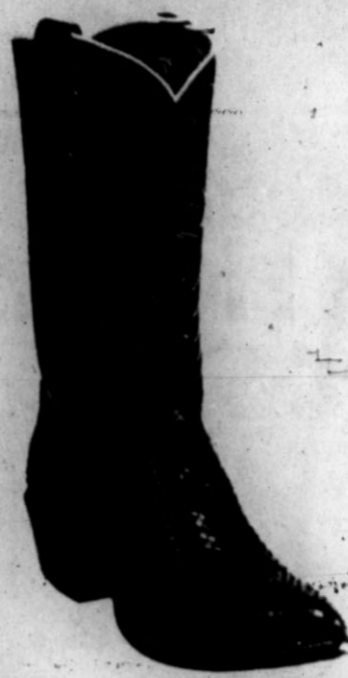
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95	83 <sup>95</sup>	54 <sup>95</sup>	46 <sup>95</sup>
89 <sup>95</sup>	79 <sup>95</sup>	52 <sup>95</sup>	44 <sup>95</sup>
74 <sup>95</sup>	63 <sup>95</sup>	49 <sup>95</sup>	42 <sup>95</sup>
69 <sup>95</sup>	59 <sup>95</sup>	47 <sup>95</sup>	41 <sup>95</sup>
67 <sup>95</sup>	59 <sup>95</sup>	44 <sup>95</sup>	38 <sup>95</sup>
66 <sup>95</sup>	58 <sup>95</sup>	42 <sup>95</sup>	36 <sup>95</sup>
64 <sup>95</sup>	56 <sup>95</sup>	39 <sup>95</sup>	33 <sup>95</sup>
62 <sup>95</sup>	54 <sup>95</sup>	29 <sup>95</sup>	25 <sup>95</sup>
59 <sup>95</sup>	52 <sup>95</sup>	26 <sup>95</sup>	22 <sup>95</sup>

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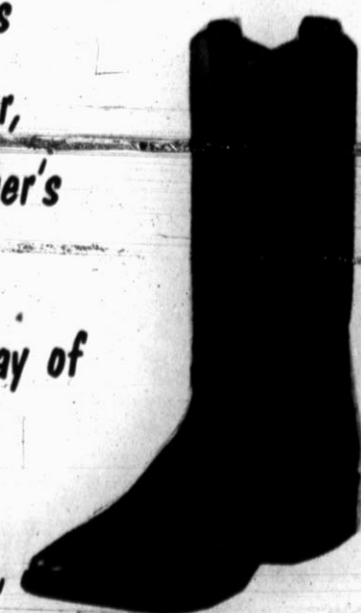
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LADIES**

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This is our way of  
saying  
"THANKS  
HEREFORD"



At Annual Sugar Beet Banquet

# Blakely's Success Produces Laughter

A crowd of more than 400 "rolled in the aisles" Saturday night at the annual Sugar Beet Growers banquet as Dr. James Blakely of Wharton spoke on his theme of "success."

Relating humorous stories about his life and tales of farmers round the basic theme of success with sugar beets, Blakely climaxed the annual meeting in which the Texas-New Mexico Sugar Beet Growers Association honor sugar beet farmers.

Winning the top awards at the banquet were three area sugar beet farmers for their high yield production of sugar beets. Dick Reinhardt, David Block and Kenneth Heard were all cited for outstanding yield for the crops they grew.

Reinhardt raised 63 acres of sugar beets with an average sugar content of 15.30 per cent and produced 28.9 tons of beets per acre. He produced 7,482 pounds of extractable sugar per acre.

Block raised 32 acres of sugar beets with a sugar content of 15.53 per cent and had 27.6 tons of beets per acre. His total yield was 7,278 pounds of extractable sugar per acre.

Heard had 184 acres of sugar beets with 25.6 tons of beets per acre. He had a sugar content of 15.8 per cent and had 6,900 pounds of extractable sugar per acre.

ALSO CITED by the sugar beet association was A.L. Black for his outstanding service to the association. The award was presented by James W. Witherspoon, executive secretary of the association, and was for Black's seven years as a director of the association.

Bob Ginn, agricultural manager at Hereford's Holly Sugar Plant, reported to the crowd on the sugar beet crop this past year.

"We certainly came a long way in improving the sugar content in the crop this year," Ginn said. "We had a good fall and our quality improvement program helped the sugar content yield."

Ginn said the acreage of sugar beets has been down in the area for the past several years and asked for support in "getting the word out about the good returns from sugar beet crops."

Ginn said farmers could now get the same returns from 100 acres of sugar beets as they

could from 180 acres of milo crops.

"FARMERS have had a misconception about the amount of water it takes to raise sugar beets," Ginn said. "It doesn't take near as much as people once thought and we proved that in recent crop years."

"Talk up sugar beets for the area," he said. "For the best use of the land and water, sugar beets are the best crop."

Glen Yeager, vice president of Holly Sugar, was special guest at the banquet and he said the "returns to you this year from agricultural crops have been long overdue... this is the 10th year for Holly Sugar in Hereford and we want to congratulate you for these past years."

Yeager then presented the awards for the highest yields to the three farmers.

BLAKELY, a member of the agricultural department at Wharton Junior College, delighted the crowd with his "cutting" remarks at persons seated at the head table, and then with his tales of "success."

The speaker joked about lawyers, county agents, newspapers, churches and state and world events relating to his central theme of success.

"You are enthused about agriculture and sugar beets and you should be..." he said. "Sometimes we need to show off the good stuff we have done and how good we are doing now... that's why we are here tonight."

"A LOT of your success depends on how you see yourself," he said. "We need to quit trying to compare ourselves with other people and worry about how we are doing. Some people spend half their lives trying to catch up with the Joneses... then when they catch them, the Joneses have refinanced."

Blakely reminded the audience about the life of Charlie Pattock who won Olympic track races and inspired Jesse Owens to win the Olympics. Then how Owens inspired Harrison "Bones" Dillard to win.

"That's how success can inspire success," he said. "You have a lot of success going for you here in this area... and it always comes in 'cans'."

failure comes in 'cans'."

"WE ARE all right as long as we continue to think in terms of success," he said. "I have great respect for the Jews and their success. They are always thinking of ways to succeed and make money... That is why that first war only lasted six days. Israel had those tanks and guns and planes rented by the week and they wanted to get it over with and save money."

The speaker also told a joke about President Nixon trading a couple of "generals" from the United States for two generals from Israel.

Blakely said Nixon got first choice and picked two of Israel's best field Army generals.

"Then Golda Meir took her choices and said 'we will take General Motors and General Electric.'"

"But before you get success you must have a goal," Blakely said. "The world is dying to get what you, the United States have... and they will get it like you did... by setting a goal and the scratching for it."

Blakely concluded his remarks telling the crowd he had been successful if he had pleased them.

"I am hopeful I have made you forget the troubles of the world, made you think or laugh... if I have taken the problems of your mind for even a second... then I have been a success."

Dinner music for the banquet was furnished by Elson Clark. Invocation was given by Dr. Jordan Grooms, pastor of the First United Methodist Church in Hereford.

Jay Boston, president of the association was master of ceremonies and Director Virgil Marsh introduced special guests.



**Entertain At Banquet**  
Dr. James Blakely of Wharton College, left, was the guest speaker at the annual Sugar Beet Growers Banquet Saturday night. At right is James Witherspoon, executive secretary of the Texas-New Mexico Sugar Beet Growers Association who introduced Blakely. Blakely entertained the crowd of 400 with humorous stories.

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# Tierra Blanca Honored For Programs

The Texas Education Agency recognized Tierra Blanca Elementary School as one of 59 Texas schools offering proven programs keyed to the individual needs of students.

All of these education programs are now being invited to open their doors to other educators seeking new ideas.

This statewide "open house" of ideas, the 1974 network of Demonstration Schools for Individualized Instruction, includes programs in 43 public school districts plus six private or parochial schools.

Elementary school efforts to meet the needs of individual students top the list with 48 programs, including a cooperative which combines more than one district. Seven junior high, four high schools, one kindergarten, and one adult learning center round out the list.

The 1974 network, largest in the three-year history of this

statewide show-and-tell for educators and other concerned citizens, includes 27 schools which participated last year.

Programs on the new list were selected from a total of 138 schools nominated by regional education service centers, colleges and universities, the Southwest Educational Development Laboratory, school administrators, and members of the Texas Education Agency staff.

Evaluation teams of

professional educators visited each school nominated for the network, studying both the operation of the program and its impact on the students. Team members then evaluated the programs according to criteria standardized for the entire state.

The evaluation reports were reviewed by a 17-member steering committee of educators from throughout the state who met for two days at the Texas Education Agency in

Austin to compile the final list. Invitations to join the 1974 network have been mailed to all 99 schools.

"We know some of the finest efforts now being made to individualize instruction will be studied during the next 12 months," Wayne Kilgore, director of administrative services for the Tyler Independent School District and steering committee chairman, says.

"Many school ad-

ministrators, teachers, and board members see an increasing need to tailor the curriculum to the needs of individual students," Kilgore points out. "For this reason, more school professionals want to see good examples of individualized instruction actually at work in Texas schools. The network gives them an ideal opportunity."

Schools are expected to complete their agreements to open their doors to visitors by

mid-January. The final list of schools will then be made available to educators throughout the state, enabling them to call or write for additional information and set up a visit to the program.



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## Bus Line Reduces Speed

Major changes in New Mexico Transportation Company bus schedules in New Mexico and West Texas were announced today by D.M. Parsons, President, to become effective Jan. 15. The changes are in conjunction with other nationwide inter-city bus companies to conform to the requested National 55 mile per hour speed limit.

The President of the United States has asked that reduced highway speed limits be imposed to conserve our precious fuels. "We of the Intercity Bus Industry are doing our part to conserve fuel in light of the energy crisis," said Parsons. Bus travel is by far the most efficient consumer of energy. Buses obtain 85 passenger miles per gallon of fuel, railroads 48, automobiles 40 and aircraft 16. These facts were disclosed by a recent study by the National Science Foundation.

New Mexico Transportation Company officials suggest prospective bus passengers call their local terminals, 364-0257, for latest schedule information.

## Truck Driver Dies Of Heart Attack

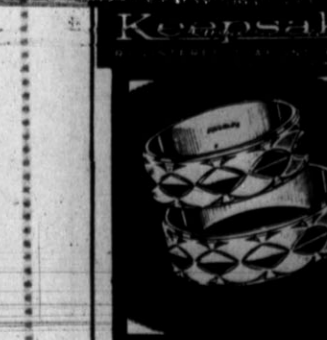
An autopsy indicated a coronary attack as the cause of death of an Oklahoma City truck driver, Melvin Lyle Nelson, 49, who was found dead in the sleeping compartment of his semi-trailer rig parked beside east Highway 60 Saturday evening.

The autopsy was ordered after Justice of the Peace Glen Nelson had pronounced the trucker dead at the scene. The dead man's partner, Jerry Balser of Oklahoma City, told officers he drove the truck into Hereford and stopped so the two men could eat, but was unable to rouse Nelson.

The men were employees of Trans-Con Trucking Co. Balser said his partner had gone to sleep in the compartment while they were driving in New Mexico.

Funeral arrangements were made by Bill Merritt Funeral Home of Oklahoma City. Gilliland-Watson Funeral Home was in charge of local arrangements.

**BACTERIA & JUPITER MOUNTAIN VIEW, CALIF.**  
-- Discovery of rod-shaped bacteria in an isolated alkaline spring gives new support to a theory that life may exist on Jupiter, the National Aeronautics and Space Administration reports.



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### Longtime County Resident Mrs. C.R. Walsler Dies Here

The funeral of Mrs. C.R. Walsler, 83, of 425 Star, was conducted Tuesday afternoon in First Baptist Church by the Rev. Merl Weathers of Amarillo. Burial was in West Park Cemetery, directed by Gilliland-Watson Funeral Home. Grandsons of Mrs. Walsler acted as pallbearers.

Mrs. Walsler, a resident of Deaf Smith County since 1917 when she came here from McLean, died Sunday afternoon in a local hospital.

She was born Oct. 21, 1890, in Montague County and was married to C.R. Walsler at Chillicothe Dec. 20, 1908. She was a member of the Baptist Church.

She is survived by descendants to the fifth generation: a daughter, Leatrus Clark of Hereford; three sons, W.H. and D.C. of Hereford and Guy of Summerfield; 18 grandchildren, 36 great-grandchildren and one great-great-grandchild.

Also surviving is a brother, Earl Lape of Summerfield.

### Mary E. Woolery, 92, Buried After Funeral Tuesday

Funeral services for Mrs. Mary Ellen Woolery, 92, a Hereford resident since 1918 and in recent years at Westgate unit of Kings Manor retirement home, was conducted Tuesday morning in Rose Chapel of Gilliland-Watson Funeral Home. Mrs. Woolery died Saturday afternoon at Deaf Smith General Hospital.

Dr. DeWitt Seago, Kings Manor chaplain, officiated for the service. Burial was in West Park Cemetery.

Mrs. Woolery was a native of Missouri, born July 30, 1881 as Mary Ellen Doak. She married Ira E. Woolery who preceded her in death. She was a member of the Methodist Church.

Survivors include a daughter, Grace Sanders of Hereford; two sons, Clayton of Hereford and

### Ray Carlile Rites Set At Abilene

Memorial services for Ray Carlile, 64, of Albany, former Hereford resident, will be conducted at 10 a.m. today in the Elliott-Hammil Funeral Home at Abilene, and graveside services this afternoon at Aspermont with burial in the Carlile family grave site.

Mr. Carlile died Tuesday in an Abilene hospital. He moved from Hereford to Albany last September. He had operated a grain handling firm and cotton gin here until his retirement a few years ago.

Survivors are his wife; two daughters, Maurien Cannon of Lubbock and Marda Gamble of Tulsa; a son, Carl Ray of Odessa; nine grandchildren, two sisters and a brother. Jeff Carlile of Hereford is a nephew.

### Funeral Service Scheduled For Manor Resident

Mrs. Fannie Pearl Burnam, 88, who came to Kings Manor here from Bovina in 1964 died Tuesday in Deaf Smith General Hospital after a long illness. She was a resident of Westgate Unit at the retirement home.

Funeral services are scheduled at 3 p.m. today in First United Methodist Church at Dimmitt with the Rev. Lemol Hester, pastor, and the Rev. DeWitt Seago, Kings Manor chaplain, officiating. Burial in Castro Memorial Gardens will be directed by Gilliland-Watson Funeral Home.

Mrs. Burnam was born May, 1884, at Cone and married Bill O. Burnam Nov. 8, 1906, at Tucumcari. He died in 1943. She was a member of First Baptist Church at Dimmitt.

Survivors include two

### Funeral Services Planned Today For Mrs. E. B. Posey

Funeral services for Mrs. E.B. Posey, 88, resident of Hereford since 1907, are scheduled at 5 p.m. today in Rose Chapel of Gilliland-Watson Funeral Home. The Rev. DeWitt Seago, chaplain at Kings Manor retirement home, will officiate. Burial will be in West Park Cemetery.

The family has requested memorials to be in the form of contributions to the Westgate Unit of Kings Manor.

Mrs. Posey died Tuesday in Westgate unit of Kings Manor after a long illness. She was the

widow of E.B. Posey, a longtime employe of First National Bank here and manager of Deaf Smith Chamber of Commerce in the 1940's.

She was born Louella Simmons on Aug. 21, 1885, at Quanah, was married there April 30, 1905 and came to Hereford from that city. Her husband's death occurred in 1967. Mrs. Posey was a member of the Baptist Church.

She is survived by two daughters, LaVerne McMinn of Summerfield and Mary Robertson of Amarillo; four sons, J.M. Posey of Hereford, Dr. E.B. Posey of Canyon, the Rev. A.R. Posey of Abilene and Clyde Posey of Clovis.

Other survivors are a sister, Mrs. Beryl Keys of Wichita Falls; a brother, H.S. Fuqua of Littlefield; 13 grandchildren, 19 great-grandchildren and three great-great-grandchildren.

### Bryant Rites Conducted Here Tuesday

Funeral services for Belton Bryant, 75, of 415 Ave. J, founder of a heavy construction firm here, were conducted Tuesday afternoon at Central Church of Christ, of which he was a member. J.T. Marlin, minister, officiated; burial was

in West Park Cemetery, directed by Gilliland-Watson Funeral Home.

Mr. Bryant died Saturday evening in a hospital here, after a long illness. He had been a Hereford resident 17 years, after moving from Littlefield. He was born Feb. 12, 1898, at Granbury.

Surviving him are his wife, the former Triona Autry; three sons; Dean of Phoenix, Ariz., Tom of Ridgeway, Colo. and Kenneth of Pueblo; two sisters, Maxine Howe of Fort Worth and Gladys Eves of Louisiana; and two brothers, Homer of Taos, N.M., and Ray of Lakewood, Calif.

### E. M. McDill Rites Held

Funeral services for E.M. McDill, 76, resident of Westgate unit at Kings Manor retirement home, were conducted Tuesday in Rose Chapel of Gilliland-Watson Funeral Home by the Rev. DeWitt Seago.

Mr. McDill, who formerly was a bus driver for the Dawn School District and had been employed on farms of this county for a number of years, died Sunday in an Amarillo hospital.

Only survivors are two half-sisters. He was a member of the Baptist Church.



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**Smorgas Pac** Edrich Brand 1-lb. **\$1.59**

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**Sliced Bologna** Wilson Certified 6-oz. Pkg. **59¢**

**Liver Cheese** Wilson Certified 6-oz. Shred Pkg. **59¢**

**Sliced Bacon** Oscar Mayer 12-oz. Pkg. **\$1.35**

**BOLOGNA** Oscar Mayer Thick or Thin 12-oz. Pkg. **95¢**

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Tomato Catsup	Del Monte 20-oz. Bot. 41¢	Cocktail	Del Monte Fruit 17-oz. Can 33¢	Soda Pop	Cragmont Beverage 2-1-oz. Bot. 33¢	Toilet Tissue	Aurora Tissue 2-roll Pkg. 31¢	Clover Honey	Empress Honey 24-oz. Size \$1.29
Keg O Ketchup	Hains 32-oz. Ketchup Bot. 67¢	Applesauce	Town House 16-oz. Size 35¢	Olives	Empress Stuffed 2-oz. Bot. 29¢	Pancake Syrup	Empress Golden Syrup 24-oz. Bot. 71¢	Grape Jelly	Witch Jelly 32-oz. Jar 65¢
Peanut Butter	Real Roast 3-lb. Jar \$1.45	Golden Corn	Del Monte 12-oz. Can 26¢	Zippy Chips	Qipps Hamburger 16-oz. Jar 37¢	Dill Pickles	Del Monte Whole 26-oz. Bot. 55¢	Preserves	Empress Strawberry 10-oz. Jar 37¢

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**APPLE PIE** Bel Air Deluxe 40-oz. 98¢

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**STRAWBERRIES** Bel Air 20-oz. 89¢

**ORANGE JUICE** Bel Air Quality 16-oz. Can 59¢

**ORANGE JUICE** Scotch Trust 12-oz. Can 41¢

**CORN ON COB** Bel Air 4-1/2 Pkg. 59¢

**CUT CORN** Bel Air Frozen 92-oz. Pkg. 69¢

**ONION RINGS** Bel Air 7-oz. Pkg. 49¢

**CUT FRIES** Scotch Trust Crinkle Cut 5-lb. \$1.15

**CHEESE PIZZA** 16-oz. 85¢

**PIE SHELLS** Bel Air 3-2-1/2 Pkg. 89¢

**WAFFLES** Bel Air Frozen 5-oz. Pkg. 14¢

**FUDGE PIES** Eskimo Chocolate 8-oz. Pkg. 49¢

**SANDWICH** Long Treat 8-oz. 69¢

**LIBBYLAND** Dinner For Kids 10-oz. Pkg. 79¢

**BISCUITS 12¢**

Mrs. Wrights Buttermilk! 8-oz. Can

**MARGARINE** Sunnybank Regular 1-lb. 42¢

**MARGARINE** Coldbrook Quarters 1-lb. 39¢

**MARGARINE** Empress Soft Tub 2-8-oz. Pkg. 53¢

**MARGARINE** Coldbrook Soft 1-lb. 48¢

**MARGARINE** Sunnybank Corn Oil 1-lb. 49¢

**MARGARINE** Coldbrook Soft Corn Oil 1-lb. 51¢

**REAL BUTTER** Lucerne Butter 1-lb. \$1.09

**CHEESE** Safeway Longhorn Halfman 1-lb. \$1.47

**CHEESE** Safeway Swiss Chuk 1-lb. \$1.43

**BISCUITS** Texas Style Buttermilk 12-oz. 22¢

**ROLLS** Mrs. Wrights Cinnamon 8-1/2-oz. Can 39¢

**CREAM CHEESE** Kraft Brand 8-oz. 18¢

**CHEESE** Safeway American Single 12-oz. 99¢

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**BISCUITS** Pillsbury Buttermilk 8-oz. 13¢

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**BEL AIR FROZEN FRENCH FRIES 31¢**

Fine Quality! 16-oz. Pkg.

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**BEL AIR FROZEN LEMONADE 29¢**

Fine Quality! 12-oz. Can

EVERYDAY LOW PRICE!

**MACARONI DINNER 26¢**

Kraft's Misc. & Cheese Dinner! 7.25 Oz. Pkg.

**SEA TRADER TUNA 63¢**

Light Chunk Tuna! 9 1/4-oz. Pkg.

**TOMATO SAUCE 12¢**

Town House Sauce! 8-oz. Can

News From Austin

# Con-Con Slow Getting Started Last Week

AUSTIN, Tex. — Lawmaker delegates to Texas' first Constitutional Convention since 1875 got off to a bumpy start last week.

They lost little time in election of House Speaker Price Daniel Jr. as "president" but they wrangled for two and a half days over procedural rules.

The rules fight appeared to center largely on concern of some delegates over yielding too much authority to the presiding officer and professional staff.

Some observers feared the preliminary wrangles indicated a minority of delegates really do not want a new constitution at all.

Some were sniping at Daniel, and others were following legislative custom and

trying to leave their imprint on the rulebook of a historic event.

Top officials, including Gov. Dolph Briscoe, Lt. Gov. Bill Hobby and Daniel, offered words of encouragement to delegates and predictions of success.

Plain citizens are supposed to get their chance to express their views to the delegates when committee hearings get underway, probably this week.

Convention planners hoped to run off a fast-paced 81-day schedule before the spring primary election, but hope for keeping that pace dimmed with the drawn-out rules debate.

Mood of delegates appeared to be to take all the time they want. They can work until July 31 if they insist on it.

**SPEED LIMIT CUT** — Starting January 20 at 12:01 a.m., the speed limit will be 55 — not 70 — miles per hour.

Governor Briscoe issued the official proclamation hours after the Texas Highway Commission approved lowering the limit in line with federal directive as a fuel-saving measure.

President Nixon January 2 signed a new law providing for withholding of federal highway aid funds in those states which refuse to establish a 55 mph limit in 60 days.

An earlier effort by the Commission to reduce the limit was rejected by Atty. Gen. John Hill, who said special legislative authorization was necessary. Briscoe then called the legislature into session and asked for a new law giving the Highway Com-

mission power to lower the limit with his concurrence. Lawmakers granted that authority last month.

Efforts will be made to protect those who get early speeding tickets under the law from jacked-up insurance premiums as a result.

**POLITICIANS IN, OUT** — Some state office holders bowed out of and some jumped into statewide races during early January.

Comptroller Robert Calvert, 81, announced he would retire at the end of his present term. And Speaker Daniel indicated it is unlikely he will enter any state race.

Meanwhile, Railroad Commissioner Mack Wallace of Athens, appointed last year by Governor Briscoe to fill a

vacancy, said he is seeking an elective term.

State Sen. Jim Wallace of Houston sounded like a likely contender for Calvert's job, as did Hugh Edburg, head of the comptroller's accounting, revenue and statistics section. Former Secretary of State Bob Bullock of Austin has been campaigning for comptroller since last summer.

**COURTS SPEAK** — The State Supreme Court found a Jefferson County welder was due the maximum 200 weeks of workmen's compensation benefits for an injured knee, although he refused corrective surgery.

In other cases the High Court held:

• Lower courts were wrong in directing a Nacogdoches

highway contractor to pay school taxes on construction machinery located outside the school district.

• Claims by 14 ex-employees of a pipeline construction company that the company owed them \$71,728 in bonuses on promise of the president are not valid.

• A divided (3-2) Court of Criminal Appeals once more ruled against the appeal of former State Representative Walter Knapp from a four-year prison sentence for theft of \$1,200 in state postage stamps.

**PORT HEARINGS SET** — Texas Offshore Terminal Commission January 10 began a series of public hearings on plans for a state-financed \$300 million superport 30 miles off the Texas coast from

Brazoria County.

First of the hearings was in Freeport January 10. The second was slated January 15 in Austin and the third at Dallas January 17.

The Commission will meet again in Houston January 24 to consider adoption of the superport plan before it goes to the legislature.

**GAS FIRMS HIT** — A Texas Railroad Commission official charged refusal by natural gas pipeline firms to give the state information on their reserves is delaying development of an apportionment plan.

The Commission can't draw a plan for dividing gas over the state until it finds out specifics about reserves, installations where gas is coming from, how much companies pay for it and how much is

being piped out of state, according to Frank Youngblood, TRC gas utilities director.

**APPOINTMENTS** — Dr. Wayne Longnecker of Dallas and Dr. Virgil Tweedie of Waco were named by the Governor to the State Board of Examiners in the Basic Sciences.

Briscoe also appointed Robert Lewis Dabney Jr. of Houston to the Texas Civil Air Patrol Commission, Price K. Johnson of Refugio to the Advisory Council on Community Affairs and Jack A. Mitchell of Dallas and Billy F. Spivey of Austin to the Credit Union Commission for six-year terms.

Thomas B. (Tody) Dupont of Houston is a special election assistant in the office of Secretary of State Mark White.

**SHORT SNORTS**

Texas church-related colleges cannot get state financial aid if they require their staffs to hold certain religious beliefs, Attorney General Hill held.

Texans may be buying gasoline by the half-gallon, because some pumps don't register prices more than 49.9 cents per gallon.

Cotton growers in Pecos, Ward, Reeves and portions of El Paso and Hudspeth counties face a February 1 deadline for stalk destruction.

A 20 per cent insurance reduction is promised for Chrysler, Volvo and American Motors 1974 cars with stouter bumpers.

The League of Women Voters is maintaining a Constitutional Convention office in Austin to furnish information on action.

The State Board of Insurance is monitoring the impact of the energy crisis on all aspects of property and liability coverage, particularly with regard to effect of slower speeds on auto insurance rates.

**WHO KNOWS?**

- Three Presidents were born in December. Name them.
- When does winter begin?
- What is the speed of light?
- Light travels how many miles in one light year?
- When is it winter in the North Temperate Zone, what season is it in the South Temperate Zone?
- The drug hashish is made from what plant?
- How are comets named?
- In what state is the famous post office, Santa Claus, located?
- Name the colors in the rainbow.
- What is an icogoclast?

**Answers To Who Knows**

- Martin Van Buren, Andrew Johnson and Woodrow Wilson.
- December 21, 7:08 p.m.
- Light travels at a speed of about 186,282 miles per second.
- 5,874,589,152,000 miles.
- Summer.
- The Indian hemp.
- They are named for their discoverers.
- Indiana.
- Violet is on the inside, then indigo, blue, green, yellow, orange and red.
- A person who attacks cherished beliefs, and calls them shams.

 <b>PORK LOINS</b> \$1.19 lb.	 <b>CANNED HAMS</b> \$7.49 5-lb Can	 <b>TURBO FILLET</b> 89¢ lb.	 <b>FRESH FRYERS</b> 36¢ lb.
Spare Ribs \$1.09 Country Style	Cod Fillet \$1.09 Captain Choice	Burritos \$1.89 Senior Menu Deep Fried	Fish Fillet \$1.19 Van De Kamp
Pork Steak \$1.09 Lean Butt Cuts	Catfish Fillet \$1.45 Captain Choice	Sausage \$1.69 Roth Back Brand	Perch Fillet \$1.09 Captain Choice
Pork Roast \$1.09 Lean Butt Cuts	Whiting Fillet \$1.84 Captain Choice	Sausage \$1.89 McCoy Brand	Beef Patties \$1.09 Charbon
<b>SAUSAGE</b> \$1.09 Safeway 2-lb. Pkg.	<b>HAMS</b> \$2.45 Oscar Mayer	<b>STEW MEAT</b> \$1.29 Beef Cubes	<b>CORN DOGS</b> \$1.09 Little Boy Brand

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Pine-Sol 99¢ Low Price 28-oz. Size	Gelatin Mix \$1.09 Jell 3-oz. Pkg.	Toilet Tissue 43¢ Brocade Tissue 4-roll Pkg.	Paper Towels 33¢ Truly Fine 1-lb. Roll	Dog Food \$6.85 Pooch Brand 50-lb. Bag
Detergent 55¢ White Magic Dishwasher 35-oz. Size	Nestle Quik \$1.89 Low Price 32-oz. Size	Toilet Tissue 49¢ Truly Fine 8-roll Pkg.	Paper Napkins 15¢ Northern Brand 80-ct Pkg.	Fruit Drinks \$3.33 Cragmont Brand 48-oz. Can
Spray Starch 48¢ White Magic 22-oz. Size	Edwards Coffee \$1.93 All Quality 1-lb. Cans	Toilet Tissue 89¢ Georgian Brand 10-roll Pkg.	Can Liners \$1.12 Kitchen Craft 30 Gallon Size	Tomato Juice \$4.12 Town House 48-oz. Can

 <b>LAUNDRY DETERGENT</b> 65¢ White Magic Dry 49-oz. Box	 <b>GRAPEFRUIT JUICE</b> 45¢ Town House Quality 46-oz. Can	 <b>POOCH DOG FOOD</b> 12¢ Fine Quality 15 1/2-oz. Can	 <b>LIQUID BLEACH</b> 29¢ White Magic 1/2-gal. Bott.
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**HEALTH & BEAUTY AIDS**

 <b>SHAMPOO</b> 78¢ Truly Fine With Protein Ea.	 <b>DIAL SPRAY</b> \$1.39 Anti-Perspirant 9-oz. Size
Denture Creme \$1.75 Warrants 4.2-oz. Brand Size	Lozenges \$1.79 Onion Throat 18-ct
Blades \$1.09 Schick Plus Plus Injector 7-ct	Contac \$1.29 Cold Capsules 10-ct
Hair Conditioner \$1.35 Alberto Balsam Super 8-oz.	Sinus Spray \$1.19 Size 5-oz.

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Tangerines \$1.00 Calif. Sunkist 3 lbs.	Ginger Root \$1.44 Fresh At Safeway 1 lb.	Watercress \$1.39 Fresh At Safeway 1 lb.
Potatoes \$1.79 White 5 lbs.	Zucchini \$1.35 Fresh 1 lb.	Orange Juice \$1.68 Brand 68¢ 1 lb.
<b>LARGE CELERY</b> 25¢ Ea. Crisp Stalks!	<b>GRAPEFRUIT</b> \$1.59 Texas Ruby Red 15-lb. Bag	<b>GREEN CABBAGE</b> 10¢ lb. Solid Heads!

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**STAR THEATRE**



**C OF C BANQUET TAKES SHAPE** — Decorations for the annual Deaf Smith County Chamber of Commerce banquet this evening were made by members of the Women's Division, working in the Bull Barn Monday, and will be completed today, beginning at 9 a.m. Women who will assist at any time today are asked to come join the work party. Co-chairmen of decorations, standing in top photos, are Mrs.

W.B. Davis, left, and Mrs. Calvin Goodin, the county's cattle and crops, with related industries, supply the decorative motif. Mrs. Rex Lee and Mrs. Bill Albright, lower left, are amused at their work of painting black spots on white Holstein cattle cutouts, while Mrs. Dean Herring and Mrs. O.G. Nieman, bottom right, concentrate on shaping miniature wheels for ammonia tanks.

# Smokers Helped To Boot Habit

The Human Resource Development Project Office of the U.S. Navy has signed an agreement with the Temperance Department of the Seventh-day Adventist Church that will offer help to its personnel who want to kick the smoking habit.

The agreement enables the Counseling and Assistance Centers (CAAC) of the Navy to take over and operate the Five-Day Plan to Stop Smoking developed by the Adventists.

The Plan, which involves five successive evenings of group therapy, has proved more than 75 per cent effective in enabling people to stop smoking, even chain smokers. It has been held in more than 100 countries and is a continuing community service of most of the hospitals operated by the church in the U.S.

The Navy will use the control books and films produced by the church in presenting the Plan and will follow the outline and principles of the Plan, which

advocates total abstinence rather than gradual withdrawal.

The first training session for implementers of the Plan has been scheduled for Jan. 22 at Norfolk with Ernest H.J. Steed and Milo C. Sawvel, director and associate director of the Adventist Temperance Department, present.



DANIEL J. LARSEN  
... sold on sugar beets

# Local Retired Farmer 'Sold On Sugar Beets'

"Don't sell them short . . . they have proved in the past that they will bring you out."

That's the philosophy of Daniel J. Larsen, longtime area farmer about the value of sugar beets as an income crop.

Larsen, 78, and retired from farming for the past five years, gave this bit of philosophy to

many of the area farmers who gathered in Hereford recently for the Texas-New Mexico Sugar Beet Growers Assn. meeting and annual banquet.

"Nothing has done more in this inter-mountain region to promote the financial well being of the people than the sugar industry," Larsen quoted from the writings of Wilford Woodruff, fourth president of the Church of Jesus Christ of Latter Day Saints. "That statement was made in 1890-91 and was true then as it is here now."

Texas in 1961 and that many people felt he was making a mistake and that it was the "beginning of the end" for him. Larsen said he was bordering on the age when men do foolish things and that people felt he would go broke in several years.

"I was 56 at the time, but I had within me a quiet determination and a willingness to give what it took to make things work out and those kind of doubts stirred me to action rather than fear," he said.

"In 1962 I started growing sugar beets for Crystal Sugar Beet Company and pasturing the tops off with lambs," he added. "In the next 13 years I never missed a farm payment. One of those years I had the leaves hauled off the beets three times and I still made 15-ton beets with 15 per cent content sugar."

"Don't sell your sugar beet average short. I believe you will find profits and safety in this crop in the future as I have in the past."

# Weather Curtails Vegetable Crops

Adverse weather conditions in growing areas has limited vegetable supplies, according to Mrs. Gwendolyn Clyatt.

The consumer marketing information specialist, Texas

Agricultural Extension Service, Texas A&M University System, noted that accurate supply estimates are difficult to make at this time.

"Potatoes, dry yellow onions, bulk turnips, hard shell squash, celery and broccoli generally carry attractive prices, while cabbage and carrots are the least expensive vegetables."

"Citrus fruits continue to highlight produce counters, but they, too, were affected by the weather," she added. Oranges, tangerines, tangelos and bananas are reasonably priced—and apples remain in good supply. Pear prices, on the other hand, range from reasonable to relatively high, the specialist continued.

"First-of-the-season prices accompany the fresh strawberries now on the market."

At meat counters, Mrs. Clyatt reported the appearance of new labeling on various cuts of meat in some markets. This is the start of a voluntary standardized identification labeling program designed by the meat industry to give specific cuts of meat standard names throughout the United States, she explained.

"Meat supplies also were affected by cold weather—as well as transportation tie-ups."



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<b>\$1.80</b>	<b>\$1.25</b>	<b>\$1.05</b>
Make a credit card, third number or collect call—or phone from a coin or hotel telephone—Monday through Friday, 5 p.m. to 8 a.m. or any time Saturday or Sunday.	Just dial the One-Plus way Sunday through Friday evenings between 5 p.m. and 11 p.m.	Rates are lowest when you dial One-Plus between 11 p.m. and 8 a.m. daily, Saturday between 8 a.m. and 11 p.m. or Sunday, 8 a.m. to 5 p.m.

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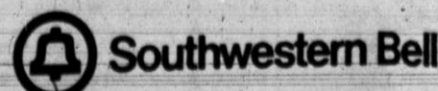
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The Hereford Brand, Hereford, Texas, Thursday, January 17, 1974

# Texas Prepares For Speed Change



Replacing a 60 with a 55 on Interstate 40 in Amarillo is Curtis Munger, a Highway Department maintenance technician.

To accommodate the new maximum posted speed limit law, Texas Highway Department maintenance employees this week have been correcting signs along the state's highways.

Beginning Sunday morning, new and old signs that indicate "SPEED LIMIT 55" will have to be obeyed.

## Water Board To Elect Officers

The Deaf Smith County Water Association will hold a board of directors meeting Friday morning at the House of Wong, it was announced this week by Charles Hoover, president.

Purpose of the meeting will be to elect new officers for the association for 1974. The meeting will start at 7 a.m. The county board includes about 30 directors.

Enforcement begins when the law goes into effect and all new signs have been posted, Maj. C.W. Bell, Texas Highway Patrol regional commander at Lubbock, Monday.

There will be no warning period. Motorists who violate the new law will be given citations.

The Texas Highway Commission on Jan. 8 lowered the maximum speed on Texas roadways to 55 miles per hour, effective 12:01 a.m. Sunday.

In the 17 northern Panhandle counties—the Amarillo district—about 400 new signs with 55 on them will be in place by the clock's first second-hand movement Sunday. Lowering the posted limit on highways in the district will cost an estimated \$15,000.

In addition to placement of the 400 new signs, the cost will include removal of about 1,100 current speed limit signs that allow speed in excess of 55 and removal of a few "SPEED ZONE AHEAD" markers.

James N. Moss, district supervising traffic engineer, explained that signs where the posted limit is gradually increased from or decreased to 55 m.p.h. will not have to be replaced. This is normally the case when entering or leaving a city, Moss said.

"SPEED ZONE AHEAD" signs no longer needed are those at the outskirts of small communities along a highway where the current posted limit through the city is but 55. Examples are U.S. 60 through Umbarger and Kings Mill and

U.S. 87-287 through Etter.

Tabl expressing 55 in fresh black paint will have been appropriately placed on all maximum legal speeds signs which are located at most roads that enter the state in this district.

Masonite tabs will have been nailed to the existing plywood speed limit signs on the Canyon Expressway in Amarillo to say 55 and cover up the 60's.

The metal signs that are removed will be stored at the Amarillo district office, 5715 Canyon Drive, for the time being.

The Highway Commission's move to lower the limit to 55 was in keeping with the law passed by the recent special session of the Texas Legislature, empowering the

commission to set lower speed limits to comply with federal energy saving actions.

Under terms of the Emergency Highway Energy Conservation Act signed by

President Nixon on Jan. 2, a state not establishing a 55 m.p.h. maximum speed limit would not receive its share of federal highway construction funds.

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## Hotline Available For Constitution Questions

A statewide tollfree telephone line which enables Texans all over the state to ask questions and offer suggestions on constitutional revision will continue to operate

Constitutional Convention.

The telephone number is 1-800-262-9600.

The Texas Constitutional Information Center was originally established by the Texas Constitutional Revision Commission as part of its charge to inform the public of its activities.

The telephone line has averaged a high volume of calls from citizens with questions about the constitutional revision process or the Commission's proposed new Constitution for Texas.

During the first month of its existence, between Nov. 15 and Dec. 15, the center received an average of 48 calls on each working day. The number of calls ranged from a low of 15 on the first day of operation to a high of 143.

The information center will continue to operate 24 hours a day. It will be manned by staff during the daytime and calls at night will be recorded for answers later.

Information Center staff is equipped to answer many of the questions asked. Other questions will be referred to appropriate Convention research staff for written answers.

The Constitutional Revision Commission found the Information Center valuable in accurately answering citizen questions and receiving suggestions from those wishing to help with the Constitution.

UNITED STATES DEPARTMENT OF AGRICULTURE  
Rural Electrification Administration  
APPENDIX A

### Statement of Nondiscrimination

Deaf Smith Electric Cooperative, Inc., P.O. Box 753, Hereford, Texas, has filed with the Federal Government a Compliance Assurance in which it will comply fully with all requirements of Title VI of the Civil Rights Act of 1964 and the Rules and Regulations of the Department of Agriculture issued thereunder, to the end that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in the conduct of its program and the operation of its facilities. Under this Assurance, this organization is committed not to discriminate against any person on the ground of race, color or national origin in its policies and practices relating to applications for service or any other policies and practices relating to treatment of beneficiaries and participants including rates, conditions and extension of service, use of any of its facilities, attendance at and participation in any meetings of beneficiaries and participants or the exercise of any rights of such beneficiaries and participants in the conduct of the operations of this organization.

"Any person who believes himself, or any specific class of individuals, to be subjected by this organization to discrimination prohibited by Title VI of the Act and the Rules and Regulations issued thereunder may, by himself or a representative, file with the Secretary of Agriculture, Washington, D.C. 20250, or the Rural Electrification Administration, Washington, D.C. 20250, or this organization, or all, a written complaint. Such complaint must be filed not later than 90 days after the alleged discrimination, or by such later date to which the Secretary of Agriculture or the Rural Electrification Administration extends the time for filing. Identity of complainants will be kept confidential except to the extent necessary to carry out the purposes of the Rules and Regulations."

# JANUARY SALE

## SAVE SAVE SAVE



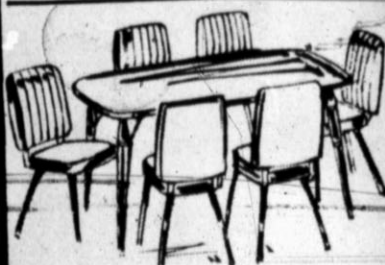
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SOFA Reg. '349<sup>95</sup>

Early American by Covey Brown or Green

Tweed SOFA Reg. '259<sup>95</sup> **\$199<sup>00</sup>**

2 P.C. Vinyl Group Brown, Black, Green & Gold

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Choice of Colors Herculon Reg. '149<sup>95</sup> **\$109<sup>95</sup>**

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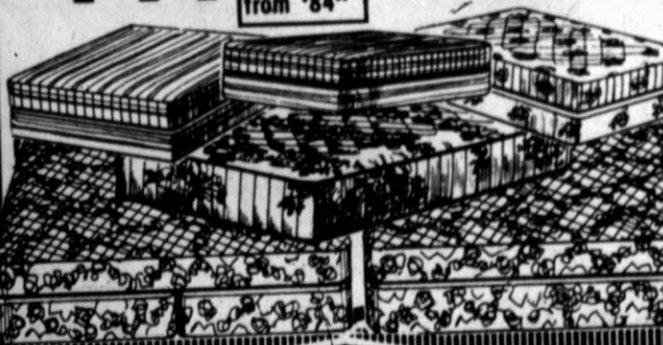
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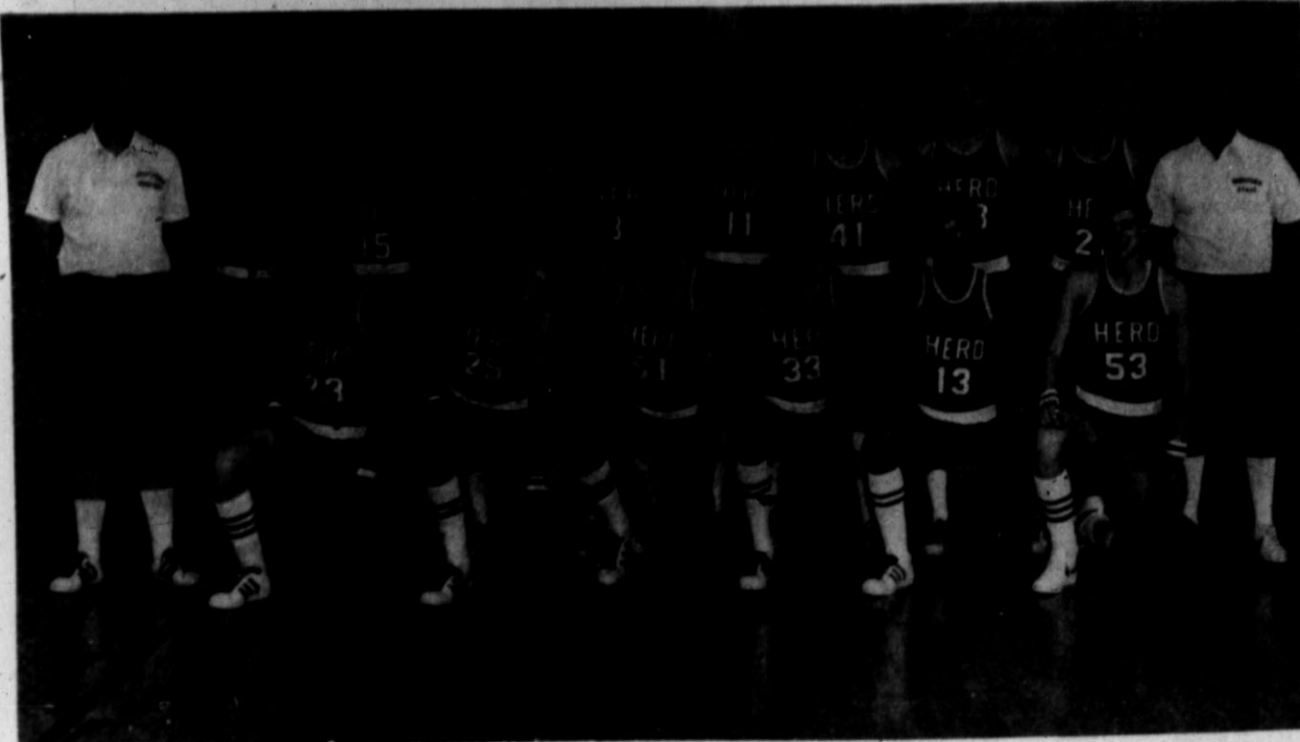


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AMARILLO

# Herd Opens District At Monterey

## 'Faces Ready To Play,' Varsity Tipoff At 7:30 p.m. Friday



### Varsity Herd Team

Hereford's Whiteface basketball team opens District 4-AAAA action at Lubbock Friday night against Monterey. Shown here is the varsity squad as named by Coach Barry Arnwine. Left to right, standing—Coach Arnwine, manager Joe Evans, Hank Stringer, Doug Charest, Gerald

Shipley, Andrew Wingert, James Arney, Dennis Noggler, Junior Morales, Coach Joe Tubb; kneeling—Mike Munnerlyn, Lynn Tarr, Dan VanderZee, James Harris, Mike Albiar, Craig Nieman.

(Bradly photo)

The Hereford Whitefaces open District 4-AAAA play Friday night when they travel to Lubbock to take on the highly rated Monterey Plainsmen.

Hereford, rated in fourth place in pre-season polls, has been labeled again as the "surprise team" of the district with its healthy 15-7 record. Monterey, picked in early polls to be among the top finishers in the district has a 13-7 record.

Three games are on tap with varsity tipoff set for 7:30 p.m. in the Monterey gymnasium. The sophomore game will begin at 4 p.m. with the junior varsity game at 5:45 p.m.

"I'm well pleased with the team at this stage," said head coach Barry Arnwine. "We have played well in non-conference action and I feel we are ready for district to open. We are not quite at our peak yet and I think we are where I wanted us to be at this point."

THE DISTRICT will play a double round-robin schedule with each team playing the

other twice—once at home and once away. Hereford will be playing in Hereford each Tuesday night and all away games will be on Friday nights.

The district play will be divided into two halves with the winners of each half playing in a playoff game, if necessary, to determine the district champion.

PREDICTED starters for the Herd against Monterey will be Mike Albiar and Dennis Noggler at guard positions; Lynn Tarr and James Harris at forward positions and Dan VanderZee at the post.

VanderZee leads the team in scoring with a 19.2 point average per game. He also has a rebound average of 13.9 per game. Albiar is scoring at a 13-point average and Noggler has an 11-point average. Harris is at 8.1 and Tarr is at 5.2 points per game. Harris is second behind VanderZee in rebounds with an average of 10.6 per game. Noggler is third with 6.7 rebounds per game.

CORONADO was picked in pre-season polls to win the district and Arnwine says he still would have to go along with that prediction at this point. Monterey was picked second, Plainview third, then Hereford, Snyder and Lubbock.

"However, I think we are moving up on the three picked ahead of us. The top four teams will be pretty tight games. In fact I feel the eventual district champion could have four or five losses. Last year the champion had one loss.

"I feel Lubbock and Snyder will play the upset role and will be knocking off the top four at different games down the line." ARNWINE said Monterey has done well in recent play and has come off a good road trip.

"They beat Borger in Borger and beat Pampa in Pampa," he said. "Four of our seven losses have come at the hands of Borger and Pampa—two to each team."

Arnwine said he expects the players to watch for Monterey

will be the Plainsmen's 6-7 postman J.C. Eakn and forward Dick Clardy.

The Herd coach said he predicting a close game because of the "slow, deliberate play of Monterey."

"I feel rebounds will be the key to the ballgame along with the fact that their front line is bigger than ours," Arnwine said. "Also fouls will enter into it because of our lack of depth."

THE HEREFORD coach said he feels the key to Hereford's surprisingly good start this year is the play off the bench.

"We have had some questionable players come along and really begin to perform for us," he said. "Tarr, Albiar, Noggler and Morales have all come along really well. Even off-the-bench play by Andrew Wingert and Gerald Shipley has really helped."

"Both VanderZee and Harris were proven players and are our big men under, but the development has come from our players who had not had previous experience."

## Coaches Association Meeting 'Learning Situation' For Coach

The American Football Coaches Association annual meeting in San Francisco proved to be a "learning situation" for Hereford Athletic Director Larry Dippel.

"I attended several interesting sessions by many of the outstanding college coaches and learned quite a bit that we could use in our program here," said Dippel. "The sessions kind of crystallized some of the ideas we have here. I didn't hear anything to make any drastic changes in our program, but it answered some questions I had about various parts of our football program."

Dippel said one of the most interesting lectures was by Ara Parseghian, head coach at Notre Dame, concerning "Notre Dame Football 1973."

"His offense closely relates to ours here in Hereford," the coach said. "Many of the things he talked about are what we are doing now."

"I particularly enjoyed the lecture by Woody Hayes, coach of Ohio State University. He knows football and is a very entertaining speaker."

Dippel said the conference was mainly for the business of the college coaches, but said he felt he made some good contacts for scholarships for several of the Herd football players.

"It gave me a real good opportunity to talk with some of the college coaches about possible college athletes we have in our program."

Dippel said one major piece of discussion centered around the 30 scholarship colleges are allowed to grant each year.

"They can give out 30 scholarships each year with a maximum of 105 total scholarships," he said. "The number used to be 50 each year and some of the bigger colleges could get a lot of players. However, the limit at 30 leaves quite a few players for the smaller colleges, but also completely cuts out the marginal players who might have previously gone to the smaller colleges to play ball."

Other speakers Dippel heard at the meeting included Jim Carlen, Texas Tech; Bill Yeoman, Houston University; Pepper Rodgers, Georgia Tech; and Bill Mallory, Miami University.

The Hereford coach also attended the Coach of the Year Awards banquet last Thursday night.

At the banquet actor John Wayne was given the "Tuss McLaughry" award for outstanding and highest distinction in service to others. Wayne appeared at the banquet to accept the award. He is a former tackle for the University of Southern California.

Paul "Bear" Bryant of Alabama was awarded the Large College Division Coach of the Year and Dave Maurer of

Wittenberg University was awarded the college division coach of the year.

The coach of the year award is selected by the coaches themselves by late season balloting. Nominated for the award as Large College Coach of the Year was: Jim Carlen, Texas Tech; Jake Crouthamel, Dartmouth; Joe Paterno, Penn State; Jerry Claiborne, Maryland; Paul Bryant, Alabama; Bill Mallory, Miami; Barry Switzer, Oklahoma; Jim Young, Arizona; and John McKay, USC.

## Stanton, Plata Trade Games

Hereford's two junior high school, La Plata and Stanton swapped games here Monday in intra-city basketball action.

La Plata won the 9th grade game, Stanton took the 8th grade game and La Plata won the 7th grade game.

The 9th grade game was won by LP 47-33. Top scorers for La Plata were Roy Martinez with 15, Archie Crim with 13 and Rowan Alexander with 10. For Stanton Ismael Adame, Berry Acton and James Mays each had 7 points.

In the 8th grade game Stanton carted away a 48-24 victory. Joe Barrientez put in 14 points and Albert Del Toro added 10 for Stanton. Kelly Kitchens was third with 8. For La Plata David Arney dropped in 9 points.

La Plata won the 7th grade game 21-19 with Bryan Brooks 7 and Paul Bell 6 for La Plata. For Stanton Kevin Bunch had 6, Buzz Abalos and Jackie Mercer had 5 each.

La Plata's next game will be at 4 p.m. today when Pampa comes to Hereford. The 9th grade teams will clash at 4 p.m. followed by the 8th grade game at 5:15.

**Keepsake**

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



When attempting to bag a squirrel or a chipmunk, the wise trapper will conceal himself in a tree, and act like a nut!

## THERE IS NO FERTILIZER SHORTAGE!

While the principal business of our feedlot is the production of beef for a hungry world, there are certain byproducts of our operations which are available to help in the operations of other segments of agriculture. One such product is nutrient-rich manure, offering unique fertilization potential.

Through tests conducted at the U.S.D.A. Southwestern Great Plains Research Center at Bushland, Texas, we have learned specific facts relating to the use of our solid wastes as fertilizer. For example, application of only ten tons of solid waste material to an acre of moderately irrigated crop lands has been sufficient to obtain maximum yields. There is a residual effect available through manure fertilization: the process of decomposition continues to provide nutrients, at a reduced level, through the second and even third years after application!

There are definite economic advantages to the crop-producer using the manure fertilization system. Initial cost, of course, and also the economies of the methods of application. No special equipment is required: the material is deep plowed into the field and application can be made at the time of working fields prior to planting (the farther in advance of planting the better). Thus, fertilization occurs as a course of normal operation, with standard plowing equipment, resulting in fewer man hours required and, particularly important in light of the energy crisis, less fuel consumption.

The table below lists the nutrient content of manure sampled from 23 feedlots on the Texas High Plains, giving the range, average percentages and average pounds of nutrients present in ten tons.

	RANGE	AVERAGE	AMT. IN 10 TONS
			lb
Nitrogen	1.16 - 1.96	1.34	268
Phosphorus (P <sub>2</sub> O <sub>5</sub> )	.73 - 1.95	1.21	243
Potassium (K <sub>2</sub> O)	.90 - 2.63	2.17	434
Sodium	.29 - 1.43	.77	154
Calcium	.81 - 1.75	1.30	260
Magnesium	.32 - .86	.50	100
Iron	.09 - .55	.21	42
Zinc	.005 - .012	.009	1.8
Water	20.9 - 54.5	34.5	6,900

HERE ARE SAMPLE YIELDS IN POUNDS PER ACRE:  
Grain Sorghum Yield in Lbs/A

	No Treatment	Manure 10 T/A	Manure 30 T/A	Fertilizer 240 lbs. N/A 100 lbs. N/A
4-yr. average	4735 lbs/A	6366 lbs/A	6232 lbs/A	6156 lbs/A

Corn Silage Yield in Tons/A (70% water)

	No Treatment	Manure 10 T/A	Manure 20 T/A	Fertilizer 200 lbs. N/A
3-yr. average	19.9 T/A	21.7 T/A	22.7 T/A	21.0 T/A

THERE CAN BE A DEFINITE ADVANTAGE TO YOU THROUGH FARMING WITH MANURE FERTILIZATION. PLEASE TALK TO US. WE'LL BE GLAD TO HELP YOU FIGURE THE ECONOMICS AS THEY APPLY TO YOUR OWN OPERATION!

CONTACT YOUR LOCAL FEED YARD.

### Opportunities for Musicians.



"Bandmen—just one of over 300 job opportunities offered by the Army Reserve. Why not join us?"

The Army Reserve. It pays to go to meetings.

**Hereford Police Dept. is sponsoring a show & exhibit on MARIJUANA and DANGEROUS DRUGS**

**January 25th & 26th 7:30 p.m.**

**at Hereford High School Auditorium**

**Admission Free**

**Parents Especially Urged To Attend**

# Hereford's F. H. King Captured By Japanese

## Historic Ship Survivor Attends Commemoration

By SUE COLEMAN

Survivor of one of the legendary sea battles early in World War II when his ship, the USS Houston, was sunk by the Japanese and he was among the few who survived only to spend the next three and a half years as a prisoner of war, F.H. King of Hereford is in Houston today for a commemoration of the event.

The Hereford implement dealer was a young recruit from Wheeler County, one of a group of Marines attached to the Houston, a heavy cruiser which was doing a great deal of the United States' sea fighting in those desperate months after Pearl Harbor.

Sunk in the battle of Sunda Strait, March 1, 1942 the hulk of the Houston was discovered last year by Indonesian divers who brought it to the surface. The Indonesian government presented the ship's bell to the United States, and it is being officially presented to the City of Houston in the ceremony today.

Mr. and Mrs. King received a formal invitation to the program, to take place this morning in the city hall rotunda. All survivors of the battle, the long hours in the sea and long years in Jap POW camps have been invited to be honor guests.

OF THE 1084 men on board the Houston when it engaged in the battles of the Java Sea and Sunda Strait, more than half were killed in the fights with vastly superior Jap forces and others lost their lives in the sea.

Only 368 were numbered as captured by the Japanese, and of these 76 failed to live through the ordeal of imprisonment. Fate of the men was not known for months, as they were reported missing in action. King's family believed him dead for 19 months.

Those who finally returned to the United States have held reunions through the years and King has never missed one, so he has kept in touch with the group of men who were so closely knit by danger and hardship.

THEY WERE held prisoner on the island of Java about eight months, then sent to Burma and Siam where they remained until their release after the war ended in 1945. Forced labor on the infamous Burma-Siam railroad which is the subject of the book and movie, Bridge On The River Kwai, was a part of King's experience.

Scant food and brutal treatment, the fate of all prisoners of the Japanese, was a common story to Americans during the war in the Pacific, but has been forgotten or never heard by many living today. King will never forget it, even without reminders he has in written history, newspaper clippings of the time, and such souvenirs as the three postcards he was allowed to write to his family in all his years of imprisonment.

His mother and sister kept a scrapbook with every item they could find about the Houston, its heroic fight and its men. A pathetic clipping is from a Shamrock paper, telling of the memorial service for King conducted by students in the high school he had attended, after he had been given up for dead.

THE POSTCARD which reached his parents after nearly two years, and a couple more sent later, were forms provided by the Japanese Army, with a printed message that "I am well... have sufficient food... well treated" and other such information which Americans already knew were not true, but his signature did assure the family that he was alive.

Prisoners with the men from the Houston were Australians from their ship the Perth, which went down in the same battle. Last September Mr. and Mrs. King made a trip to Australia and attended a national convention of World War II POW's in the city of Perth, where there were 12 of his fellow ex-POW's.

Other fellow-prisoners were Americans from "the Lost Battalion", an artillery company made up of National Guardsmen from Texas. They were captured on Java at about the time the Houston was lost.

THEIR FATE, like that of many military groups, planes and ships, was not known in the United States for months, among the reverses which allied forces suffered through early years of the war when the Japanese military machine ran roughshod over all opposition.

Actually, details of the Houston's fate were not known until after the war, but another USS Houston, a light cruiser, had been put in service and battled the Japs until it was badly damaged by bombs. Texans, especially from the Houston area, raised the money for the second Houston in reaction to the sinking of the first.

THE SAGA OF the Houston began in the late 1920's, when a U.S. fighting ship was given that name at the urging of residents of the city and others interested in memorializing the name of Sam Houston. The proud ship served as a temporary White House when President Franklin D. Roosevelt chose it for his cruise to Hawaii in 1934.

When the Japanese surprise attack on Pearl Harbor began the Pacific war by battering U.S. naval equipment, the Houston was in a harbor in the Philippines. It was ordered to sea at once; and when the Japs hit that harbor next day they reported the Houston destroyed because they did not know it was gone.

SEVERAL TIMES afterward the enemy believed they had sunk the Houston; their reports of its loss, contradicted by its reappearance, earned it the designation, "Ghost of the Java Coast." It was engaged primarily in escort of troop ships and supply ships from Australia to the endangered allied forces of the Java Sea area.

Marines assigned to the ship manned some of its eight big guns; King was in one of the gun crews. The Houston had been in previous battles where losses of the U.S., British, Australian and Dutch ships had been heavy. She was the largest U.S. vessel left in the area.

Trapped off Java, the Houston and Perth were attempting to reach the Indian Ocean through Sunda Strait when they unexpectedly ran into a large fleet of Jap ships landing troops on the island.

As King remembers, they fought "30 or 40 minutes" before the order to abandon ship was given. They were in the water, with some rafts and life jackets, for some time before the Japanese picked them up.



Served On Historic Ship

The USS Houston, a storied ship of the War in the Pacific, is depicted in a painting which Mrs. H.J. King commissioned as a Christmas gift to her husband, who was serving on the vessel when it was sunk by the Japanese in March, 1942. Jeanne

McGee is the painter. Mr. and Mrs. King are in Houston today, as survivors of the ship are honor guests at official presentation of the recovered ship's bell to the City of Houston.

Brand Photo By Sue Coleman

### THE FAMILY LAWYER

#### Poker Face On The Bench?

How neutral does a judge have to be in conducting a trial? That was the issue in The Case of the Smiling Judge. A man had been found guilty of assault, and his attorney appealed to a higher court on the following ground:

"Just as one of the defense witnesses was telling his story, the judge broke into a smile. The implication was obvious: he thought the witness was lying. Although the judge told the jury not to be influenced by his smile, the damage had already been done. The jury got the message and brought in a verdict of guilty."

However, the appellate court refused to set aside the verdict. The court said the judge's smile was just too minor an element, in an otherwise fair trial, to make the entire proceedings null and void.

Of course, a trial judge is supposed to be as neutral as possible. Ideally, he should keep a poker face at all times, since his facial expressions may well speak as loudly as words.

But the law also recognizes that judges, being only human, cannot be in total control of their emotions. Thus, another appellate court decided it was "most natural" for a judge to grin when a man named Ananias was sworn in as a witness.

On the other hand, a verdict may indeed be overturned on appeal if the trial judge made his feelings too convincingly clear.

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

© 1973 American Bar Association

#### FUNDS FOR ISRAEL

President Nixon's \$2.2 billion request to help Israel replace its October war losses has been approved by the House.

## Kitchens Tells Rotarians WT Track Program 'Looking Good'

Bob Kitchens, head track coach at West Texas State University, told Hereford Rotarians Monday that the WT track program is "looking good."

Guest speaker at the regular weekly noon meeting of the club, Kitchens also accepted a \$250 scholarship check from the club to be used in the track program at the school.

Introduced by Rotarian Roger Ruland, Kitchens said the track program is doing well; to be in only its sixth year at the school.

The coach named off the different students involved in the track program and said it includes several runners from Hereford. Sitting with Kitchens at the head table was George Fuller of Hereford, who is on the track team at the school.

Kitchens said the next track meet for the team will be an indoor meet Saturday in Lubbock involving WT, Texas Tech, Lubbock Christian College, where the meet will be held; and Wayland Baptist College of Plainview.

Kitchens said another track meet will be Feb. 2 at Canyon in which WT will host Wayland and LCC, February 9 the WT team will host UT-Arlington and New Mexico State in Canyon before hosting Okla. State in an indoor meet Feb. 16.

Kitchens said the Missouri Valley Conference meet will be held Feb. 22 in Des Moines, Iowa.

"I can't express my appreciation for the support of this club and the entire Hereford area," said Kitchens.

When you watch some television programs, you can almost be thankful for the commercials.



Receives Scholarship

Bob Kitchens, left, head track coach at West Texas State University, receives a check for \$250 from Roger Ruland of the Hereford Rotary Club Monday at noon. The money is for a track scholarship from the club. Kitchens was guest speaker at the Monday meeting and outlined the WT track team's prospects for the 1974 season.

## Wynne Makes First Recording Sunday In New Hereford Studio

Bobby Wynne, Hereford musician, will be the first artist to be released on Halo Records, a new recording label based in Hereford.

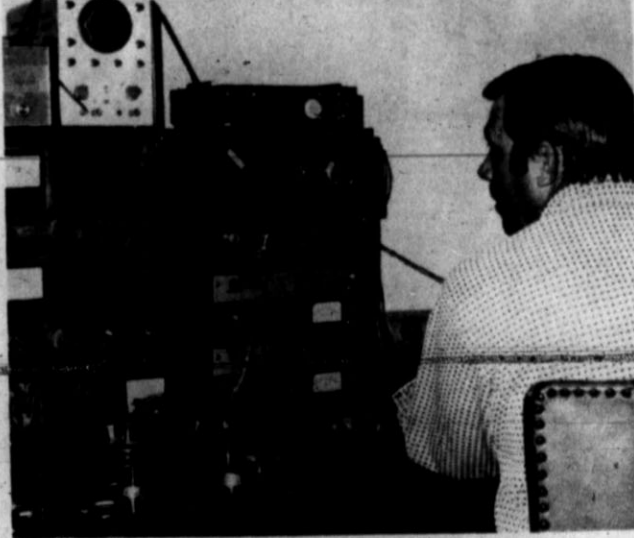
Also performing was Marion Carter of Hereford, bass guitar. Wynne is featured singer on both songs and performs with the steel guitar.

Halo Recording Studio is located at 847 East First Street and is owned by Roger Hale, G.D. Caison and Roy Faubion. The studio is equipped to record anything from a one person "talk" record to a full choral or orchestra group, and has stereo capabilities.

The "plug" side of the record will be "Never Leave, and Make Me Cry Again" (copyright 1974 Golden Spread Music Publishers) backed with "I'll Be Waiting Just For You" (copyright 1974 Golden Spread Music Publishers). Wynne wrote both songs. The record will be released in about a month.

In the first recording session Sunday, Wynne was backed up by members of the Bobby Wynne Show that performs regularly at the T-13 Club in Amarillo. Members of the show are Eddie Morris, drummer; Dottie Goode, bass player and vocalist; Forrest Hanson, lead guitar; Lloyd Wheeler and Dee Dee Mongrain, fiddlers; and Bobby Wynne, steel guitar and vocalist.

Wynne has performed with such recording stars as Bob Wills, Hank Thompson and Ray Price, and has become well known in the music field in West Texas and Eastern New Mexico. Lloyd Wheeler formerly was with Bob Wills and has been heard on a number of recordings.



### New Recording Studio

Roger Hale, one of the owners of Hereford's new recording studio, watches over the recording equipment dials as Bobby Wynne made the first recording in the new studio Sunday. Other owners of the new studio at 847 East U.S. 60, are G.D. Caison and Roy Faubion.



First Recording

Bobby Wynne here is "cutting" the first recording at the new recording studio in Hereford. The recording session was held Sunday at the new studio located at 847 East U.S. 60.

## Chapter To Host RFE Convention

Members of Magic Triangle Chapter of the National Association of Retired Federal Employees voted in their regular monthly meeting at Pioneer Flame Room Tuesday afternoon to host the spring convention of District 12, NARFE. Date for the meeting will be coordinated with other district meetings during the latter part of February or early in March.

John F. Moyer of Amarillo, district chairman, brought information from district, state, and national levels and assisted with preliminary plans for the convention. Elmer Patterson, president of the local chapter, conducted the meeting.

Attending were Mrs. Martha Shirkey secretary; Mmes. Moyer, Patterson, Eva Lookingbill, and Bob Fotheringham; Mr. and Mrs. Perry Jayroe and George Millard, Moyer, and Patterson.

Military musicians given re-enlistment bonuses.

Experts see higher market prices in 1974.

Sluggish economic growth forecast next year.

- MEETING -

A LAYMAN'S ANSWER TO NUTRITION PROBLEMS

GUEST SPEAKER:  
MR. WALLACE C. THARP  
ALBUQUERQUE, NEW MEXICO

FOR YOUR GOOD HEALTH

Attend This Meeting!

FREE AND INFORMATIVE

Sunday, January 20, 3:00 P.M.

MEDALION ROOM  
DEAF SMITH  
ELECTRIC CO-OP

Public Invited

No Fees                      No Obligation

Friday and Saturday  
JANUARY 25th and 26th.

**9 99¢**

KING SIZE  
WALLET  
CREATIVE  
COLOR  
PORTRAITS  
FOR ONLY

NO LIMIT

Extra Charge for GROUPS

GET PICTURES MADE OF GRANDPA, GRANDMA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

★ ASK About Our FREE 8 x 10 OFFER ★

**SHUGART COLOR PHOTOS**

400 Sugarland Drive

Juni's SUPER MARKETS

# GRAND OPENING

## THRIFTWAY

Double-Gunn Bros. Stamps throughout this Week:

- LAST WEEK'S WINNERS**
1. Mrs. Ronnie Hathaway - Puppy
  2. M.J. Jenkins - 50,000 Stamps
  3. Roberta Blackburn - 20,000 Stamps

PRICES EFFECTIVE THRU JANUARY 19, 1974



U.S.D.A. GRADE "A" FRESH **WHOLE FRYERS** LB.

RATH RACORN **BACON** 1, LB. PKG

**55¢** FAMILY STEAK LB.

WILSON'S CURED **PICNICS** WATER ADDED LB.

OSCAR MAYER, 1 LB PKG **45¢ WIENER'S and FRANKS** \$1.19

**\$1.19** RIB STEAK LB.

**98¢** PORK CHOPS

**\$1.09** FAMILY PAK

**\$1.29** RIB CHOP

**\$1.39** LOIN CHOP

Thriftway **PRODUCE** Specials



GOLDEN DELICIOUS **APPLES** WASHINGTON EXTRA FANCY LB. **25¢**

TEXAS GREEN **CABBAGE** ..... LB. **10¢**

CELLO **CARROTS** ..... 1-LB. PKGS. **29¢**

TEXAS RUBY RED **GRAPEFRUIT** ..... 8 LRG. SIZE **\$1.00**

JALAPENO **HOT PEPPERS** ..... LB. **49¢**

WASHINGTON D'ANJOU **PEARS** **29¢** LB.

**POTATOES** ALL PURPOSE RUSSET 10-LB. POLY BAG **88¢**

WITH 10c IN AD COUPON GOLD MEDAL **FLOUR** 5-LB. BAG **79¢**

**FAMILY SIZE IVORY LIQUID** **99¢**

CAMPBELL'S **TOMATO SOUP** NO. 1 CAN **10¢**

SOFLIN, JUMBO **PAPER TOWELS** **4/\$1.00**

DEL MONTE, **GREEN BEANS** 303 CAN **3/\$1.00**

**TIDE** LAUNDRY DETERGENT KING SIZE **\$1.28**

NESTLE'S CHOC. FLAVORED **QUIK** 2 LB. CAN **79¢**

BORDEN'S - ALL FLAVORS **ICE CREAM** 1/2 GAL. RD. CARTON **89¢**

PURE VEG **CRISCO** 3 LB. CAN **\$1.19**

PARKAY TWIN TUB **MARGARINE** **49¢**

32 OZ. RETURNABLE **COCA-COLA** **5/\$1.00**

SHURFINE CUT **GREEN BEANS** 16 OZ. CANS **4/88¢**

CARNATION **TUNA** Light Chunk 6 OZ. **39¢**

SHURFINE **CANNED MILK** TALL CANS **5/\$1.00**

SHURFINE **CORN** GOLDEN, CREAM, WHOLE KERNEL 17 OZ. CAN **4/88¢**

MRS. BAIRD'S **SWEET ROLLS** **2/99¢**

BATH BAR **ZEST** **3/59¢**

POTATO CHIPS **CHIPOS** 9.5 OZ. **59¢**

BORDEN'S **DIPS** 8 OZ. CARTON **39¢**

LIBBY'S BLACKEYED **PEAS** 300 CAN **5/\$1.00**

Chok-Rated SHURFINE FROZEN **VEGETABLES** "MIX OR MATCH" CHOPPED BROCCOLI, C.S. GOLDEN CORN, MIXED VEGETABLES, GREEN PEAS

**4** 10-oz. BOXES **\$1.00**

SHURFINE, 6 OZ. CANS **ORANGE JUICE** **5/\$1.00**

SHURFINE, LARGE SIZE **WHIPPED TOPPING** **39¢**

CLEANSER **COMET** 14 OZ. **2/35¢**

SHURFRESH, IN NATURAL JUICES **PINEAPPLE** CHUNK CRUSHED SLICED **4/\$1.00**

SHURFINE KRISPY **CRACKERS** 1 LB. BOX **3/\$1.00**

GEBHARDT'S **CHILI-BEANS** 24 OZ. CANS **79¢**

SHURFINE BARTLETT HALVES **PEARS** 16 OZ. CANS **2/69¢**

SHURFINE **EARLY JUNE PEAS** 303 CAN **4/\$1.00**

WELCH, **GRAPE JELLY** 32 OZ. JAR **59¢**

ASSORTED, **DIET SHASTA** 12 OZ. **10/79¢**

MAXWELL HOUSE INSTANT **COFFEE** 10 OZ. JAR **\$1.59**

GOLD MEDAL **FLOUR** 5 LB. BAG **79¢**

FOLGER'S **COFFEE** 1 LB. CAN **79¢**

VALUABLE COUPON NO. 35512  
FOLGER'S **COFFEE** 1-LB. CAN **79¢**  
WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER JAN. 19, 1974

VALUABLE COUPON NO. 35512  
GOLD MEDAL **FLOUR** 5-LB. BAG **79¢**  
WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER JAN. 19, 1974

VALUABLE COUPON  
MAXWELL HOUSE INST. **COFFEE** 10-oz. JAR **\$1.59**  
WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER JAN. 19, 1974



**"A BETTER WAY TO SAVE"**  
**5th and MAIN**  
**HEREFORD, TEXAS**



**ALL HONOREES** — The three nominees for the title, Hereford CowBelle Of The Year, laughed heartily at the announcement Tuesday that votes were too close for choice of one, so the honor would be conferred on all three. From left they are Mrs. Bob Josseland, Mrs. Joe Reinauer Sr. and Mrs. Reece Lawson.

## Antique Shops Brought To City In Club's Show

Browsing through antique shops, a dozen under one roof, is the unusual opportunity offered area residents when L'Allegra Study Club presents an antique show Friday through Sunday afternoons in Community Center to benefit a fund for equipment of the intensive care unit of Deaf Smith General Hospital.

Antique dealers from Oklahoma City, Des Moines and six cities in Texas will show their wares. The public is invited to look and buy items on display. There will be a variety of collectors' items on sale: furniture, china and glass, metals and jewelry, early American and Texas pioneer pieces.

Mrs. Wesley Gulley is general chairman from the sponsoring club and Mrs. Cameron Gault is ticket sales chairman. Tickets priced at a dollar may be bought in advance from club members and will be available at the door during the show.

Three door prizes will be given each day. Merchandise for prizes has been contributed by the Chandelier Gift Shop, Harold Close Drug, the Pans Cages Plus, Park Avenue Florists, the Brogue, McCaslin Lumber, Spanglers Jewelers, Clark's House of Flowers and Arrowhead Mills.

A ticket will admit the holder at any time the show is open. Hours are 1 to 10 p.m. Friday and Saturday, 1 to 6 p.m. Sunday.

Hereford dealers who will have show displays are Maariki Hutto and J.E. Sorrells. Out-of-

## CowBelle Trio Of Year Named For 1973

Voting was too close to choose a Hereford CowBelle Of The Year among three nominees, the committee decided, so a CowBelle Trio Of The Year was named instead and presented at the first 1974 meeting Tuesday.

Mrs. Bob Josseland, Mrs. Joe Reinauer Sr. and Mrs. Reece Lawson are the three who shared the award, it was announced by Mrs. Dick Coupe, chairman of the selection committee. Each received a gift and Mrs. Josseland also was presented a jeweled CowBelle pin in appreciation for her services as president the past year.

New officers headed by Mrs. N.E. Tyler were installed at the luncheon in Hereford Country Club. Mrs. Jack McKinster conducted the installation. Mrs. C.F. Newsom became first vice president and program chairman, Mrs. James McCarty second vice president and beef promotion chairman.

Mrs. Coupe took office as secretary, Mrs. Olen Caviness for a second term as treasurer

and Mrs. Ed Reinauer Sr. as chairman of Beef For Fathers Day.

Mrs. Tyler introduced appointed officers and committee heads: Mrs. Hilrey Aven, historian; Mrs. Andrew Kershen, reporter; Nancy Perrin, telephone chairman; Mrs. Josseland, chairman of the by-laws committee.

Also chairmen, Mrs. Joe Putt White, membership; Mrs. Melvin Cordray, ways and means; Mary Gibson, public relations; Mrs. Bill Griffin, cheer; Mrs. Caviness, finance; Mrs. Newsom, yearbook.

In the retiring president's report for the year, she said membership has reached the 200 mark since the club began in mid-1972 with 39 enrolled. Mrs. Jack Carrothers and Mrs. Josseland are members of the national CowBelles' board, Mrs. Tyler and Mrs. Josseland of the state board and Mrs. Cordray of a state committee.

Date of the next Texas CowBelle convention will be April 22 and 23, during the annual fiesta at San Antonio, it

## Oldham County CowBelles Organize, Name Leaders

Oldham County CowBelles were formally organized at a lunch in Jesse's Restaurant at Wildorado, with six members of the Hereford group present to assist in installing officers. The visitors were Mmes. Bob Josseland, Olen Caviness, Reece Lawson, C.F. Newsom, Jim Perrin and Mary Gibson.

They and other Hereford members aided and encouraged women from Vega, Wildorado, Adrian, Dawn and other Oldham County communities in forming the new organization, which has 50 initial members.

Duties of officers were briefly outlined by Mrs. Josseland, Hereford president, as she installed Velma Tanner as president, Alma Zaring and Johnnye Doshier vice presidents, Lorraine Fite secretary, Laverne Harwell treasurer, Louise Cranmer historian and Zeta Sharp parliamentarian.

Appointed officers and chairmen are Mary Lou Spahr, reporter, Susan Browning, ways and means chairman; Janie Axe, publicity; Brenda Perkins, legislative; Irma Burns, Constitution and bylaws, June Cleavinger, Beef For Father's Day; Sarah Simmons, finance; Shirley Scott, hospitality.

On the telephone committee are Linda Denney and Ruth Curtsinger of Wildorado; Frances Engle and Audrey Gruhlkey of Adrian, Betty McNaughton and Mayme Berry of Vega.

### Save 20% on our steel belted radials. Save 7<sup>80</sup>

**Sale 31<sup>20</sup>** plus 2.5¢ fed. tax, Reg. 39.00 SR70x13 whitewall tubeless.

Survivor steel radial tire, 4 rayon belts and 1 steel belt on 2 Rayon body piles, 7 ply tread with wide wrap around tread design. Wide modern profile. No trade-in required.

Tire size	Save	Reg.	Sale	Plus fed. tax
ER70-14	9.60	48.00	38.40	2.65
FR70-14	9.80	49.00	39.20	2.91
GR70-14	10.20	51.00	40.80	2.88
HR70-15	10.60	53.00	42.40	3.06
HR70-15	11.00	55.00	44.00	3.17

Sale prices effective thru Saturday.

### Save 25% on battery. Sale 20<sup>19</sup>

Reg. 28.95. Survivor 48. Twelve volt battery. Polypropylene plastic case. Sizes 24, 22F, 24F, 27, 27F, 72, 74, 77.

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# PENNEY'S SEMI ANNUAL SIDEWALK Sale!

3 BIG DAYS THURSDAY, FRIDAY and SATURDAY.

<b>ENTIRE STOCK WOMENS WINTER JACKETS and COATS</b> <b>REDUCED</b> Original to \$58 <sup>99</sup> <b>NOW \$10<sup>99</sup> to \$38<sup>99</sup></b>	<b>Womens BETTER DRESSES</b> Reduced From Regular Stock Save 20% to 60% Large Rack Assorted Styles and Colors Orig. to \$28 <sup>99</sup> <b>NOW \$3<sup>88</sup> to \$16<sup>88</sup></b>	<b>Womens Reduced FASHION CLEARANCE</b> Blouses \$1 <sup>99</sup> to \$4 <sup>99</sup> Slacks \$5 <sup>99</sup> to \$11 <sup>99</sup> Sweaters \$3 <sup>99</sup> to \$8 <sup>99</sup> Blazers \$13 <sup>99</sup> to \$17 <sup>99</sup> These Prices Have Been Reduced 20% to 60%	<b>FAMILY SHOE CLEARANCE</b> 500 PAIR FACTORY CLOSEOUTS and SOME REDUCED FROM REGULAR STOCK HURRY! Boys and Girls NOW \$4 <sup>99</sup> - \$5 <sup>99</sup> Mens (all types) NOW \$6 <sup>00</sup> - \$14 <sup>00</sup> Womens Casuals & Dress NOW \$4 <sup>99</sup> - \$8 <sup>99</sup> Extra Special Broken Sizes - Fashion Boots, House Shoes, Knits & Sandals \$2 <sup>29</sup>	<b>SPECIAL PURCHASE Huge Selection MENS JEANS</b> These are Cotton Denim and Brushed Cotton Bush Jeans and Some Dress Slacks Original 7 <sup>99</sup> Ea. <b>NOW 2 Pair \$7<sup>00</sup></b>	<b>26 Only Mens DOUBLE KNIT SPORT COATS</b> Special Purchase Some Reduced Original to \$39 <sup>99</sup> <b>SAVE NOW \$28<sup>88</sup></b>	<b>ENTIRE STOCK MEN'S WINTER JACKETS</b> Reduced Reversible, Wools Parkas - Corduroy Dress or Work Original to \$30 <sup>99</sup> <b>NOW \$15<sup>00</sup> to \$24<sup>00</sup></b>
<b>100% Nylon WOMENS GOWNS</b> \$1 <sup>99</sup>	<b>Monica Simone COSMETICS</b> Huge Assortment Any 2 For \$1 <sup>00</sup>	<b>Large Rack Womens Reduced PANT SUITS</b> \$16 <sup>88</sup> to \$43 <sup>88</sup>	<p><b>WHITE GOODS SALE</b> ON EVERY SHEET IN STOCK LAST THREE DAYS</p> <p><b>SALE \$1<sup>66</sup></b> Twin size Flat or Fitted Reg. 2.19 Soft White Muslins of Polyester/Cotton NO IRON Full Size reg. 2.79 Sale 2.28 Pkg. of 2 standard pillow Cases reg. 1.39 Sale 1.26</p> <p><b>SALE \$2<sup>22</sup></b> Twin size Flat or Fitted Reg. 2.99/3.46 Decorator Muslins in Solids, Prints and Strips Full Size Sale 3.22 Queen Size Sale 5.32 King Size Sale 6.32</p>	<b>Men's Better SHIRT and SWEATER SETS</b> Orig. \$14 <sup>99</sup> NOW \$10 <sup>00</sup>	<b>Men's Polyester Better Knit SPORT SHIRTS</b> Orig. 7 <sup>99</sup> NOW \$5 <sup>00</sup>	<b>Men's Knit Short Sleeve DRESS SHIRTS</b> 2 For \$5 <sup>00</sup>
<b>Nude Toe and Heel SANDAL FOOT PANTI-HOSE</b> 88¢ Pair	<b>Womens BETTER PURSES</b> Reduced \$2 <sup>88</sup> - \$5 <sup>00</sup>	<b>Womens Plain or Print HEADSCARVES</b> 2 For \$1 <sup>00</sup>		<b>Mens All Weather COATS</b> Texturized Polyester Plain or Plaids Orig. \$55 <sup>99</sup> NOW \$38 <sup>88</sup>	<b>Entire Stock Men's Lined WINTER GLOVES</b> Orig. to 7 <sup>99</sup> NOW \$3 <sup>99</sup>	<b>Mens Polyester Double Knit DRESS SLACKS</b> Orig. to \$19 <sup>99</sup> NOW \$8 <sup>99</sup>
<b>Ladies 100% NYLON BIKINIS</b> Machine Wash 2 Pair 99¢	<b>5-Only WOMENS WIGS</b> Original \$19 <sup>99</sup> NOW \$5 <sup>00</sup>	<b>Womens Nylon Luxury Quilted WINTER ROBES</b> Short \$5 <sup>88</sup> Long \$8 <sup>88</sup>		<b>Men's Winter CAPS</b> Nylon - Corduroy Knits \$1 <sup>99</sup>	<b>Entire Stock Men's Winter FLANNEL SHIRTS</b> Orig. \$5 <sup>99</sup> - \$6 <sup>99</sup> NOW \$3 <sup>99</sup>	<b>Mens One Piece INSULATED WORKSUITS</b> Machine Wash \$19 <sup>98</sup>
<b>Entire Stock Boys Winter JACKETS</b> NOW \$10 <sup>99</sup> - \$14 <sup>99</sup>	<b>Boys Warmly LINED GLOVES</b> Orig. \$3 <sup>99</sup> NOW \$1 <sup>99</sup>	<b>Stech PERSONAL FILES For INCOME TAX</b> \$3 <sup>99</sup> - \$4 <sup>29</sup> - \$6 <sup>69</sup>	<b>72" X 90" Polyester THERMAL BLANKETS</b> \$4 <sup>29</sup>	<b>Reversible AREA RUGS</b> Set of 3 \$26 <sup>99</sup>	<b>Girls Fashion CLEARANCE</b> Blouses \$2 <sup>99</sup> - \$3 <sup>99</sup> Sweaters \$2 <sup>99</sup> - \$4 <sup>44</sup> Slacks \$2 <sup>99</sup> - \$5 <sup>99</sup>	
<b>Boys Winter KNIT CAPS</b> Entire Stock Orig. \$1 <sup>79</sup> NOW \$1 <sup>00</sup>	<b>1 Large Table REDUCED ITEMS</b> Ladies Blouses \$1 <sup>99</sup> - \$3 <sup>99</sup> Mens Shirts \$2 <sup>99</sup> Mens Ties Reg. \$3 <sup>99</sup> 99¢ Boys Sweaters 2/17 <sup>99</sup> Wash Cloths 25¢ Girls Gym Shorts 99¢	<b>Large 20" X 26" 100% Polyester BED PILLOWS</b> 2 For \$3 <sup>88</sup>	<b>PIECE GOOD BONANZA SALE</b> 100% Polyester Double Knits Plains, Jacquard and Crepes Orig. \$3 <sup>99</sup> NOW \$2 <sup>99</sup> Yd. Printed Cotton Terry Cloth Orig. \$1 <sup>99</sup> NOW 66¢ Yd. Corduroy Plain or Prints Orig. \$1 <sup>79</sup> /\$1 <sup>99</sup> NOW \$1 <sup>44</sup> Yd. Cottons and Acrylic Orig. \$1 <sup>99</sup> /\$2 <sup>99</sup> NOW 50¢ Yd. Jersey Prints Orig. \$2 <sup>99</sup> NOW 99¢ Yd. Checked Scersucker Orig. \$1 <sup>99</sup> NOW 99¢ Yd. Bellwether Solid Sports Cloth Orig. \$1 <sup>99</sup> NOW \$1 <sup>22</sup> Yd. REMANTS 20% to 40% OFF	<b>40" X 81" Polyester CURTAIN PANEL</b> 99¢ Ea.	<b>BABY BED AND MATTRESS SET</b> 48 Coil \$32 <sup>99</sup>	
Store Hours Weekdays 9:30 to 6:00 Saturdays 9:30 to 7:30	<h2>JCPenney</h2> <p>We know what you're looking for.</p>		Some Limited Quantities and Broken Sizes So Be There Early For Best Selections THURSDAY - FRIDAY & SATURDAY.			

## Let's Cook Low-Calorie Food With Flavor Aids Weight Loss

By SANDY INMAN  
Brand Staff Writer

"ONE OF the lecturers at Weight Watchers told me at my first meeting 'This is the first day of the rest of your life' and for me it has been ever since," exclaims Mrs. Max Bridges.

Her success in attaining a desired weight is due to following a diet with low-calorie food that she has learned to prepare in various ways. She likes to share recipes with other would-be losers.

"I had tried every diet imaginable to lose weight. At one point I ate only grapefruit, and when I realized that wasn't helping, I went on another crash diet."

"Nothing seemed to help until I joined Weight Watchers,"

says the young homemaker. "In five months I had lost a total of 35 pounds and 21 inches."

AS A MEMBER of the club, the dieter stresses that in order to reach a set weight goal, it is up to the individual to stay on the controlled balanced diet.

"The main objective of the diet," says Mrs. Bridges, "is to eat larger quantities of the right foods and try to eliminate foods which contain a high calorie content."

"Being overweight made me feel both physically ill and mentally depressed. I was short of breath with just a little exertion and I didn't enjoy life the way I once did," says Mrs. Bridges.

The young dieter was first introduced to the club by a close

friend, who had lost a considerable amount of weight as a member. "I was very impressed because I saw for myself just how effective the plan is."

For a tasty meal Mrs. Bridges prepares Pizza Treat and as a low calorie dessert she makes Gelatin Mold.

### PIZZA TREAT

1 slice white bread  
Tomato sauce (1/4 cup of tomato juice cooked to 1/2 of its use)  
2 oz. hard cheese, cut up  
Oregano to taste  
Garlic powder if desired  
Toast bread. Spread lightly with tomato sauce. Put cheese on top. Sprinkle with oregano and garlic powder. Broil until cheese is melted. (Serves one).

### GELATIN MOLD

2 cups dietetic carbonated beverage (any flavor)  
1 envelope unflavored gelatin  
Pour 2 Tbsp. beverage in 1 qt. bowl. Sprinkle gelatin over beverage and allow to soften. Heat remaining beverage to a boil. Dissolve thoroughly and place in refrigerator until firm. (Diced fresh fruit or berries may be added.)

BEFORE her marriage in 1969, Mrs. Bridges was Sharon Lewis. The couple lives at 129 Ave 1.

"Several months after we were married, my husband was drafted into the army. When he had completed two years of military service, we bought our



Mrs. Max Bridges  
... after weight loss

house that we are now living in."

"We more or less had to start our life over since it had been interrupted, but it was a challenge we had to accept. Since that time, I have been busy furnishing our home," she says.

Both enjoy hunting, fishing and entertaining for small groups of friends and are members of the First Baptist Church. Mrs. Bridges is employed at Gibson's Pharmacy as a pharmaceutical assistant and her husband works at Vernon Lewis' Exxon Station.

## Nursing Service Is Topic

Nursing as it is practiced in hospitals today was discussed on the program of La Afflatus Estudio Club Tuesday afternoon, with Kathryn Actor, director of nurses in Deaf Smith General, as the guest speaker.

The program was one in the club's study course this year, which reviews various community services in Hereford. Mrs. A.B. Higgins was program chairman and introduced the speaker.

Mrs. A.N. Hopson gave the Thought For The Day on the topic, Art Of Living.

Also present were Mmes. Sam Morgan, Ira Ott, Lottie Clark, George Suggs, B.F. Markham, Marlin Gilliland, Emmitt Hale, Cecil Braly, Misses Madeline Bell and Della Stagner.

## Trip To Weather Bureau Made

Weather bureau functions were studied by 24 members of Happy Hustlers 4-H Club who made a field trip to Amarillo recently and visited the offices located at the old Amarillo airport building.

Members learned how weather reports are obtained from other parts of the country, how local weather records are made by use of instruments and weather balloons.

Len Slesick, television weather broadcaster, conducted a complete tour of TV station KVII, where the group watched video-taping in progress, saw themselves on closed-circuit television and had an opportunity to meet the station's newsmen.

Adults who accompanied the 4-H'ers were Mrs. B.G. Cotton, Mrs. Eugene Zinser, Mrs. Jim Ogle and Roger Sanders.



Mrs. Jerry D. McCaslin  
... former Anne Ellsworth

## Couple In Hereford Home After Mexico Honeymoon

Mr. and Mrs. Jerry Don McCaslin, married in Houston, have been at home at 1310 West Park since their return from a trip to the Pacific coast of Mexico.

The bride is the former Elizabeth Anne Ellsworth, daughter of Mr. and Mrs. Ralph Irving Ellsworth of Houston. Parents of the bridegroom are Mr. and Mrs. Carl G. McCaslin, 409 East Fifth and he is associated with the Carl McCaslin Lumber Co.

The marriage ceremony was read by William J. McRae of the Believers Chapel at Dallas, in St. Luke's Methodist Church at Houston. In addition to the bridegroom's family, Mr. and Mrs. Ben Childers of Hereford were among the guests.

Sisters of Miss Ellsworth were her attendants, Miss Jane Ellsworth as maid of honor, Misses Nancy and Katherine Ellsworth bridesmaids. Butch McCaslin was his brother's best man, Ed Cox of Dallas and George Oge of Tyler the groomsmen.

Garth Merrick, Ted McWhorter and Tim Gearm of Hereford were ushers with

Tommy Barrow and Ray Tolson of Dallas.

The bride's costume was of sentimental significance; she wore a pencil-slim gown of Swiss embroidered silk organza with cummerbund of plain organza belonging to a friend, Mrs. Don Jackson of Aledo. Her shoes and a handkerchief she carried were from her mother's wedding ensemble.

She brought her Brussels princess lace veil in Europe for the wedding. Her bouquet was of gardenias, stephanotis and greenery.

Bridesmaids' dresses were of red plaid taffeta with solid red midriff and slightly flared skirt. The wedding reception was in the Ellsworth home, with Mrs. Jackson pouring punch and Mrs. Dan Parker serving the bride's cake. Mrs. Richard Wallenstein of Austin was at the guest book.

Mrs. McCaslin was employed as an interior designer in Dallas after her graduation from the University of Texas at Austin, where she was a member of Kappa Kappa Gamma. McCaslin is a graduate of UT at Austin and Southern Methodist University. His fraternity is Phi Delta Theta.

## JANUARY WHITE SALE UNIFORMS

All 100% Polyester and Dacron/Nylon Cord. Dress and Pant set uniforms. All machine washable. Petite, Missy and Half-Sizes.

SAVE \$1 TO \$3... CHOICE OF THE HOUSE.

\$7.99 ..... \$1.00 off  
\$8.99 to \$10.99 \$2.00 off  
\$11.99 and up..... \$3.00 off

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SUGARLAND MALL

## SIDEWALK SALE!

### INSIDE

Group LADIES PANTS <b>1/3 OFF</b>	Group LADIES BLOUSES Long Sleeve <b>1/3 OFF</b>	Ladies SHIRT JACKETS <b>1/3 OFF</b>
Group Ladies WESTERN SUITS <b>1/3 OFF</b>	Ladies Denim Justin PURSES and BILLFOLDS <b>1/3 OFF</b>	Group Tony Lama LADIES BOOTS <b>\$30<sup>00</sup></b>

Group Reg. \$50<sup>00</sup>  
**TONY LAMA BOOTS Now \$32<sup>50</sup>**

BOOTS  
Tony Lama  
**WELLINGTON BOOTS \$29<sup>95</sup>**

BOOTS  
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Reg. \$59<sup>95</sup>  
**SEAL BOOTS Now \$49<sup>95</sup>**

Clearance Group  
**TEXAS BOOTS \$20<sup>00</sup>**

Group MEN'S SUITS <b>1/3 OFF</b>	MEN'S SHIRT JACKETS <b>1/3 OFF</b>	Close Out On Group Of KNIT JEANS Reg. \$14 <sup>00</sup> <b>\$6<sup>00</sup></b>	Group MEN'S SHIRTS <b>1/3 OFF</b>
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**BOOTS & SADDLE**  
WESTERN WEAR  
ACROSS FROM SUGARLAND MALL

## Best Of Press

Temporary  
Many men who think they have closed their eyes to temptation are only winking.  
-News, Breda, Ia.

Timey Warning  
You can't change the past, but you can ruin the present by worrying about the future.  
-Sun, Sac City, Ia.

# Sidewalk Sale

at GATTIS SHOE STORE  
GIGANTIC SEMI-ANNUAL CLEARANCE SALE

We have regrouped and reduced all sale merchandise. Many styles have been added to our sale collection at special reduced markdown-prices. Hurry in to our store this Thursday, Friday, and Saturday to take full advantage of our tremendous sale prices. All sales final, please. No Refunds, No Exchanges, No Returns.

Men's Shoes  
**FREEMAN-H.I.S.-WM. JOYCE-PEDWIN HUSHPUPIES**  
Sale Grouped From  
Values to \$33.99  
Good selection of styles  
**\$10<sup>90</sup> to \$22<sup>90</sup>**

Boy's Shoes  
**JUMPING JACKS-KAPTAIN KLICK**  
Group 1 Group 2  
Boots - Waffle Stomper  
Low Cut & Ankle-Hi  
Waffle Stompers  
**\$5<sup>90</sup> \$8<sup>90</sup> \$9<sup>90</sup>**

For the Kids  
**CRAZY KEDS**  
3 color combinations  
Reg. Price \$5.99  
Sidewalk Sale Only  
**SALE PRICE \$2<sup>90</sup>**

For the Boy's & Men  
**KEDS TRIUMPH OXFORD**  
All sizes white with black Stripes  
Reg. Price \$10.99  
Sidewalk Sale Only  
**SALE PRICE \$4<sup>90</sup>**

For the Ladies  
**KEDS CRICKET OXFORD**  
White or Beige  
1-Eyelét Type  
Reg. Price \$5.99  
Sidewalk Sale Only  
**SALE PRICE \$3<sup>90</sup>**

**LADIES SHOE GROUP 1**  
Dress & Casual Styles  
Red Cross-Cobbies-Socialites-Bibiannas  
Reg. Value  
\$19.99 to \$23.99  
Sidewalk Sale Only  
**SALE PRICE \$10<sup>90</sup>**

**LADIES SHOE GROUP 2**  
Red Cross-Cobbies-Socialites-Bibiannas  
Reg. Value  
\$19.99 to \$23.99  
Sidewalk Sale Only  
**SALE PRICE \$14<sup>90</sup>**

**LADIES SHOES - GROUP 3**  
Large Group of Casual & Sport Styles  
Hush Puppies-Personality-Moxees-Dates'N-Debs-Pocos-Bandolinos  
Front Row  
Reg. \$14.99 to \$24.99  
Sidewalk Sale Only  
**SALE PRICE \$10<sup>90</sup>**

**LADIES SHOE GROUP 4**  
Moxees-Daniel Green-Dates-N-Debs Front Row  
Ladies Fashion Boots - Reg. \$16.99 to 24.99  
Ladies Fashion Boots - Reg. \$10.99 to 16.99  
Special Collection - Clogs - Sale Price  
**NOW \$8.90 NOW \$8.90 NOW \$4.90**

All Sales Final - No Refunds - No Exchanges - No Returns

**GATTIS SHOE STORE**  
in Sugarland Mall

## Paper Drive Announced

A paper drive starts today, sponsored by the Muscular Dystrophy TADS. (Teens Against Dystrophy) to collect paper of all kinds from Hereford homes. Not only newspaper, but old patterns, sacks, cardboard, IBM cards or whatnot may be contributed in this drive, except magazines and similar slick paper.

The teenage collectors ask that the paper be in neat bundles or boxes. A telephone call will bring someone to pick up the paper, or information where it can be taken in the caller's neighborhood.

Calls may be made to the Grady Swindell home, 364-1236; the Al Harris home, 364-1577; 364-3946 or 364-1192.

## RECIPE

By Sarah Anne Sheridan

Never before has the butcher sold so many pounds of hamburger as in the last few years. Use shoulder, bottom round, chuck or bits of well flavored meat.

### Barbecued Meat Balls

- 2 lbs ground beef
- 2 eggs slightly beaten
- 1/2 c milk
- 2 t prepared mustard
- 2 t salt
- 1/2 t pepper
- 1/2 t nutmeg

Mix and shape into 1 1/2 inch balls. Pan-broil. Serve with barbecue sauce.

### Barbecue Sauce

- 1 medium sized onion
- 2 T fat
- 2 T vinegar
- 1 t chili powder
- 1 t salt
- 1/4 c lemon juice
- 2 T brown sugar
- 1 c catsup
- 3 T Worcestershire sauce
- 1/2 T prepared mustard
- 1 c water
- 1/2 c celery cut up
- Few drops Tabasco sauce

Brown onion in hot fat. Add remaining ingredients. Simmer for 30 minutes. Pour over meat balls.



### March Of Dimes Cans Out

Mrs. Garre Lowrance of the Hereford Jaycee-Ettes puts out the first collection can for the Hereford Mothers March of Dimes Campaign. Ed Ramey, field representative with the March of Dimes in Lubbock, stands with her as Ernest Garcia, assistant manager of Gibson's, watches from the back. The Jaycee-Ettes are sponsoring the March of Dimes drive locally which is set to begin next week.

### Programs Are Combined In Progressive Club

Two programs were combined for Progressive Extension Club at its meeting Tuesday afternoon in Mrs. Tom Morgan's home. The previous January meeting would have fallen on New Years Day, and was canceled.

Speaking on Requirements For Citizenship, Argen Draper, county extension agent, reminded members that a duty for persons who are already citizens of the United States is to vote in such elections as those for city, county and school officials which will be held this year.

Mrs. H.L. Hershey added humor with a reading, To Spank Or Not To Spank, which included Bible quotations, and Mrs. Dick Fellers read the Ten Commandments For Parents.

Mrs. Jesse Lopez and Mrs. James Murrell were guests. Other members present were Meses. Pete Carmichael and A.B. Jacob.

## Today's Music Set For Program

Contemporary music by a folk-rock group from Amarillo, The Windmill, will make up a program open to the public, sponsored by the Music Study Club March 11 to climax its study of contemporary music, it was announced at the club's meeting Monday afternoon.

Mrs. J.R. Allison and Mrs. Mack Casler were hostesses in the Allison home. The program featured music of the late 1960's and the 1970's, introduced with the comment that music has become the deepest means of communication in our culture.

Mrs. Wes Fisher was program leader.

Mrs. Lynton Allred sang, Close To You, a composition by Bert Bacharach who has been called the Leonard Bernstein of folk music. Mrs. Buddy Peeler was her accompanist. Mrs. Bill Brady played, Brian's Song, by LeGrand, as an organ solo.

Songs by McKuen followed. Mrs. Dale Young sang, The World I Used To Know, accompanied by Mrs. Ken Walser; Meses. Allen Casler, Walser and Young formed a trio to present If You Go Away, with Mrs. Wayne Thomas at the

piano; Mrs. Casler's solo was Jean.

A group that sang Aquarius and Let The Sun Shine, by MacDermut, and Joy To The World, by Axton, included Meses. W.T. Carmichael, T.W. Roberson, C.J. Mountz, J.C. McCracken and Ed Line.

Three new members, Meses. Jack Rogers, Joe Schultz and Walser, and a guest, Mrs. Don Henslee, were welcomed.

Rehearsals are in progress for an operetta, Quest Of The Gypsy, to be presented in February at Kings Manor Garden Room. Members

completed plans for the program they will give for the County Federation of Women's Clubs at a Jan. 28 luncheon. Music Study Club is one of the hostess clubs.

Those at this week's meeting included Miss Frances Dameron and Meses. Joe Hacker, W.E. Dameron, Paul Lyons, A.J. Schroeter, Tom Burdett and Ellis Coombes.

N.F.L. security aide looks into drug charges.

Soviet to exchange crop data with U.S.

## Small Talk

By SUE COLEMAN  
Women's Editor

IT LOOKED like a kindergarten class in session, Jessie Ann Davis and Marian Goodin admitted when they glanced over the bunch of women who were cutting, coloring and pasting Monday evening to make decorations for the Chamber of Commerce banquet tonight.

They are co-chairmen of the annual task, no small one, of decorating the Bull Barn. Women's Division members in the chamber take on the job of decorating for a dinner for 800 or more, and it takes more than a couple of bouquets or a dozen balloons to dress up anything as large as the Bull Barn.

They scorn such trite decor, anyhow, and come up with a clever theme every year. One year they manufactured cactus for a western theme; this time it's cattle and baskets of grain and vegetables.

Last-minute work has to be done today and the chairmen say there will be work all day, beginning about 9 o'clock, or daylight by DST. Anybody who wants to help is cordially invited to drop by at any time, and work as long as the inclination lasts.

SHE CAME over for her grandson's wedding, and Mrs.

Earl Ruffe of Sun City, Ariz., stayed for a visit in the Leroy Williamson home; she is Mary Williamson's mother.

The just-married grandson is Kim Williamson, whose bride was Karen Gamblin of Sunray. The wedding was in a Sunray church Saturday evening of last week, and the Williamson family were guests in the home of Edna Sneed, who used to live here.

The other grandmother, Mrs. Willa K. Williamson, didn't get to go to the wedding. She does want friends here to know that she is a resident now in South Hills Manor at Dimmitt, where she loves to have visitors.

WE KEEP hearing tales of drastic type weather in different parts of the country, and the California coastal regions seem to have had their share lately. It's not the snow that fell down south around Los Angeles, but torrential rains at Arcadia that Cora Johnson's daughter wrote about to her.

She is Mrs. Sam Hoover of Arcadia, and she says more than nine inches of rain fell in a storm there, doing considerable damage. The Hoovers' main complaint was that they had to drain their swimming pool twice to get rid of all the water!

### Teen Leaders Hold Workshop

A mini-workshop to inform club officers of their responsibilities, simple parliamentary rules and meeting planning, was conducted at the Deaf Smith County 4-H Teen Leaders Association at a meeting Monday.

In three parts, the program was presented by Mrs. Jim Ogle, adult leader, Joyce Shipp and Robert Devin, county extension agents.

A teen dance to be sponsored by the association Feb. 22 was discussed, as well as the lunch stand to be operated by 4-H'ers at the Young Farmers Junior Livestock Show.

Each 4-H member and leader will supply either 10 fried pies, a nine-inch pie or two dozen iced brownies for sale at the stand. Those who will donate meat for the chili are asked to notify the extension office.

### ON POOR NATIONS

President Nixon has asked Congress for \$1.5-billion more as the United States contribution to the International Development Association, which funnels long-term, low-cost loans to the world's poor nations.

New blood test for lung cancer.

Nuclear-power plants behind schedule.

## CALENDAR OF EVENTS

- |  |  |
|--|--|
| <b>THURSDAY</b>  | <b>MONDAY</b>  |
| North Hereford Extension Club, home of Mrs. Roger Williams.                  | Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.  |
| DAR, home of Mrs. Jeff Smart, 103 Fir, 4 p.m.                                | El Llano Study Club, style show at Gaston's in Sugarland Mall, 8 p.m.                        |
| Bay View Study Club, Community Room of First National Bank, 2 p.m.           | Kappa Iota Chapter of Beta Sigma Phi Sorority, at First National Community Room, 7:30 p.m.   |
| Summerfield Study Club luncheon, home of Mrs. J.B. Noland, noon.             | Rotary Club, Civic Club Center, noon.  |
| Red Cross Volunteers luncheon, K-Bob's Steak House, noon.                    | Odd Fellows Lodge, IOOF Hall, 8 p.m.   |
| Wyche Extension Club, home of Mrs. Norman Hodges, 2:30 p.m.                  | Evening Lions Club, K-Bob's Steak House, 7 p.m.  |
| AARP, Community Center, 7 p.m.   | <b>TUESDAY</b>   |
| Chamber of Commerce Banquet.   | Pioneer Study Club luncheon, Hereford Country Club, 11:30 a.m.                               |
| VFW, VFW Clubhouse, 8 p.m.   | Heritage Extension Club, home of Mrs. Lupe Gonzales, 612 Blevins, 7 p.m.                     |
| Kiwanis Club, Civic Club Center, noon.                                       | Valeda Study Club in Mrs. John Poindexter's home, 8 p.m.                                     |
| Jaycees, Dickie's Restaurant, 8 p.m.   | Lone Star Study Club, in home of Mildred Elliott and Mrs. J.J. Durham, 147 Ranger, 3:30 p.m. |
| <b>FRIDAY</b>  | Hereford Art Guild, Community Center, 7:30 p.m.  |
| Garden Beautiful Club, home of Mrs. Ray Cowser, 3 p.m.                       | Sunshine Club, home of Mrs. Elmer Jones, 7:30 p.m.   |
| L'Allegra Antique Show January 18-20, opens at Community Center, 1 p.m.      | North Hereford Extension Club, home of Mrs. Blanche Hardin, 2:30 p.m.                        |
| Bud To Blossom Garden Club, home of Mrs. B.W. Sisson, 114 Liveoak, 9:30 a.m. | Rebekah Lodge, Odd Fellows Hall, 8 p.m.  |
| Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.                  | Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.                                 |
| Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.             | Calorie Patrol TOPS Club, Community Center, 10 a.m.  |
|  | BPOE Lodge, Lodge Hall, 8:30 p.m.  |

HALF PRICE

SALE

All of our Winter

- DRESSES
- PANT SUITS
- FORMALS
- SPORTSWEAR
- LINGERIE

1/2 price and LESS

Sweetbriar

Nadine Jeter, Mgr. Sugarland Mall



<b>GROUP BOY'S &amp; GIRLS SHOES</b> Broken Sizes & Styles <b>\$2.97</b> Values to '11.00	<b>REGULAR '1" UPHOLSTER MATERIAL</b> <b>2 YDS. \$3.00</b> INSIDE STORE	<b>MEN'S KNIT PANTS</b> VALUES to '12.00 SALE PRICE <b>\$8.77</b>	<b>GROUP MEN'S SPORT &amp; DRESS SHIRTS</b> <b>\$3.00</b>
<b>LADIES HOUSE SHOES</b> FUZZY'S & SLIDES <b>\$1.88</b>	<b>GROUP POLYESTER DOUBLE KNIT</b> Short Lengths <b>\$1.67</b> INSIDE STORE	<b>MEN'S COLORED T SHIRTS and U SHIRTS</b> Reg. '1.25 to '1.50 <b>\$1.00 EA.</b>	<b>SPECIAL GROUP LADIES PANTY HOSE</b> <b>3 \$1.00 Pr.</b>
<b>Spirit PANTY HOSE</b> 67" Pr. <b>3 Pr. \$2.00</b>	<b>3 BARGAIN TABLES</b> YOU GUESS WHAT'S ON THEM WE DON'T KNOW	<b>DOUBLE RACK CHILDRENS CLOTHES</b> DRESSES JACKET PANTS	<b>1 RACK MEN'S JACKETS</b> REDUCED TO SELL <b>\$5.99 to \$9.99</b>
<b>GROUP LADIES BLOUSES &amp; SHRINKS</b> <b>1/3 to 1/2 Off</b>	<b>FEW PIECES LEFT DISCONTINUED LUGGAGE</b> <b>1/2 Price</b>	<b>DOUBLE RACK WOMENS KNIT PANTS</b> PULL ON STYLES <b>\$5.50</b>	<b>LADIES FLANNEL GRANNY GOWNS</b> <b>2 FOR \$5.00</b>
<b>BROKEN GROUP COORDINATES</b> PANTS TOPS JACKETS REDUCED	<b>LARGE RACK LADIES GOWNS PAJAMAS ROBES DUSTERS</b> REDUCED	<b>2 RACKS LADIES DRESS PANT SUITS</b> <b>20 to 30% Off</b>	<b>GROUP MEN'S PANTS</b> <b>\$5.00</b> LOTS OF STYLES
<b>ANTHONY'S IN THE MALL!</b>	<b>BIG BARGAIN TABLE</b> • SHEETS • CURTAINS • TABLE CLOTHS	<b>PURSES</b> • SPREADS • LOTS OF OTHER ITEMS	<b>1 RACK LADIES SHORT COATS</b> <b>\$20.00</b>

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Friday and Saturday  
**JANUARY 25th and 26th**  
400 SUGARLAND DRIVE

**9** WALLET SIZE COLOR PORTRAITS **99¢**

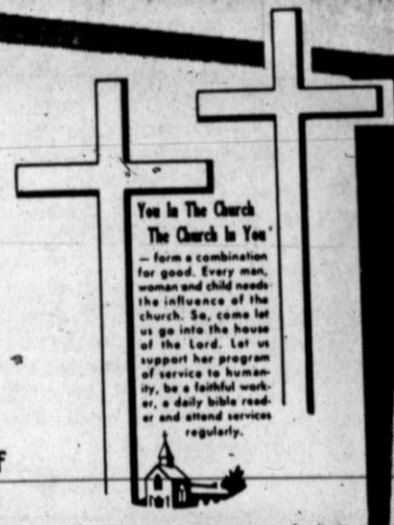
ASK About Our **FREE 8 x 10 OFFER** Extra charge for GROUPS

# For God So Loved The World



## HIS HAND

On the ceiling of Sistine Chapel, Michelangelo brings to life some of the most spectacular Old Testament depictions. In one panel portraying the Creation, he shows God reaching out His powerful right hand to Adam, thereby sending out that necessary spark of life which began the history of man. In this familiar scene, the figure of God emanates such power and force that it seems to dominate the rest of the picture. It even diminishes the agony and passion of Adam, the embodiment of longing, searching and lost mankind. Yes, if we were to examine the picture more fully, we would see that not only is God reaching out to Adam, but Adam is also reaching out to touch God. He is virtually straining every fiber in his body to affect this two-way interchange. Michelangelo said it all with the deft strokes of his brush. All too often we are aware that the huge, powerful, healing hand of God, is reaching out to us without realizing that His hand won't reach all the way. Just like Adam, we must reach out in return. God's open hand is waiting --- where is yours?



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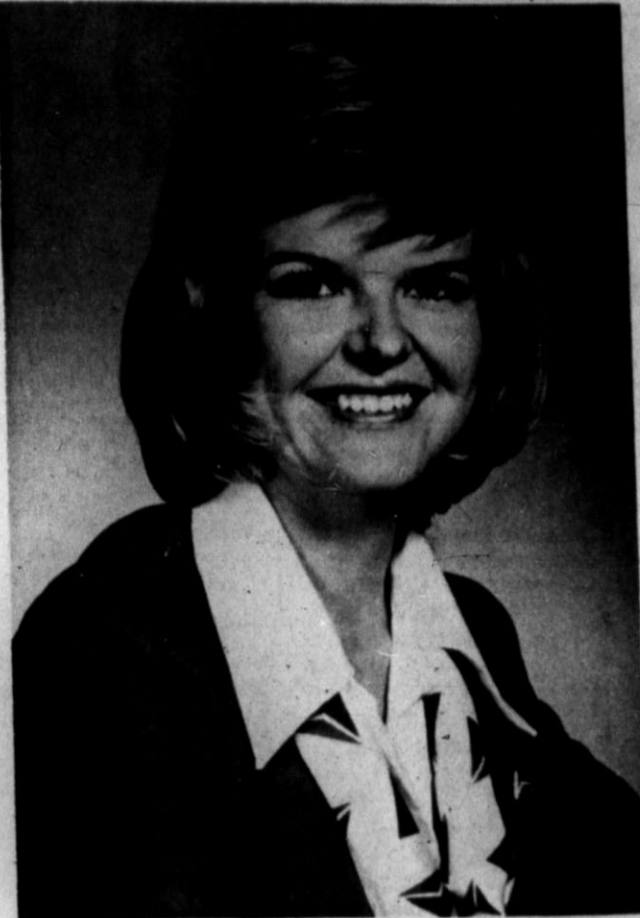
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Two Locations: 213 13th  
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## Doll Bride Show Viewed By Club



### Hostess Airborne

Jan Kay Durham has "won her wings" and is now a stewardess with Delta Air Lines. Daughter of Mr. and Mrs. Milton R. Durham, Hurst, Tex., she completed the four-week training course at Delta's Stewardess School at the Atlanta Airport and is now proudly wearing the chic uniform of the nation's fifth largest airline. She is based in Dallas. Miss Durham is a graduate of Hereford High School and attended West Texas State University.

In 18th century France, elaborate paper dolls cost up to \$7,500 a piece, and adults played with them in the streets.

Dolls dressed like the 16 White House brides who date from 1793 to 1971 were displayed by Mrs. Glenn Reeve of Friona, who presented the program for La Plata Study Club Tuesday evening in Mrs. Jay Boston's home. Mrs. Wendell Clark was in charge of the program and introduced Mrs. Reeve.

Her collection of dolls which she has dressed authentically, has been shown in cities over the Panhandle. A clubwoman who enjoys painting, playing the organ, gardening and sewing, Mrs. Reeve has done research on the brides' costumes and on the background of each marriage, finding much of her information in the book titled White House Brides.

Time of future meetings this season was changed to 8 p.m. because of the daylight savings time plan. Refreshments were served to the program guest and 18 members.

She told of one event in the 1800's when only \$100 was spent on the entire wedding; in contrast, \$5,000 was the cost of the bride's gown when President Grant's daughter married, and wedding gifts to the couple were valued at \$75,000.

Of those married in the White House, eight were daughters of presidents, one married a president's son and one married the president. Three were blondes, 13 brunettes or with auburn hair, Mrs. Reeve said. Most recent of the brides was Tricia Nixon.

When Lynda Bird Johnson was wed 500 members of the

press attended, but a wedding in the last century was covered with only one sentence in a newspaper, Mrs. Reeve related with other interesting facts.

In the business period with Mrs. J.C. Brown presiding, members voted to donate \$30 to the Mental Health-Mental Retardation Center here.

Time of future meetings this season was changed to 8 p.m. because of the daylight savings time plan. Refreshments were served to the program guest and 18 members.



"THIS TIME I BROUGHT ALONG SOME COLORING BOOKS"

# GASTON'S SUGARLAND

## \$UPER \$PECTACULAR \$AVINGS

### \$UGARLAND

## \$IDEWALK \$ALE

... And at Gaston's we have it all ... Reductions you will not believe ... In every department ... Inside and on the mall as well!

# SIDEWALK SALE

SEE US FOR \$UPER \$AVINGS!

THURSDAY - FRIDAY  
SATURDAY



3 - BIG DAYS!

GASTON'S SUGARLAND

# DUCKWALL'S

## 3 BIG DAYS

# SAVE

...and

## CLIP COUPONS

### Sugarland Mall

<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Listerine Antiseptic 20 oz. <b>73¢</b> Our Reg. \$1.24 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 7 oz. Crest Toothpaste Reg. or Mint <b>2.96¢</b> Our Reg. 78¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Bufferin 100's <b>93¢</b> Our Reg. \$1.37 Limit 1 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Lift Home Permanent Special or Body Wave <b>77¢</b> Our Reg. \$1.33 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Sudden Beauty Hair Spray Super, Reg. or Unscented 16.2 oz. <b>2.100</b> Our Reg. 77¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Everynight Shampoo Balsam, Lemon or Herb 8 oz. <b>66¢</b> Our Reg. \$1.07 Limit 1 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Tame Creme Rinse 16 oz. with 4 oz. Free Reg. or Body <b>87¢</b> Our Reg. \$1.43 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Vaseline Intensive Care Lotion 15 oz. with Pump <b>77¢</b> Our Reg. \$1.34 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Body All Deodorant 5 oz. <b>66¢</b> Our Reg. \$1.09 Limit 1 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Cutex Polish Remover 3 oz. <b>21¢</b> Our Reg. 39¢ Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Purepac Vitamin C 250 mg. 100's <b>2.100</b> Our Reg. 99¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Hanson Dietetic Scale 16 oz. - 500 gram Capacity <b>\$1.97</b> Our Reg. \$2.99 Limit 1 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Bounty Jumbo Towels Assorted Colors 3 Rolls For <b>3.99¢</b> Our Reg. 47¢ Limit 3 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Charmin Bathroom Tissue White 4 in. Pkg. <b>2.79¢</b> Our Reg. 57¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Puffs Tissues White or Colors 200's <b>3.86¢</b> Our Reg. 42¢ Limit 3 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Hytone Envelopes 100-6 3/4" Size <b>23¢</b> Our Reg. 38¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Hytone Tablet Ruled or Unruled 6"x 9" <b>26¢</b> Our Reg. 59¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Hytone Theme Book Wide or Narrow Rule <b>2.44¢</b> Our Reg. 44¢ Limit 2 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Kitchen Puffs Nylon <b>5.100</b> Our Reg. 35¢ Limit 5 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Vinyl Coated Drip Dry Hangers Asst. Colors Set of 8 <b>67¢</b> Our Reg. 99¢ Limit 2 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 SCRABBLE CROSSWORD Game No. 17 <b>\$2.97</b> Our Reg. \$4.33 Limit 1 with Coupon</p>
<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Snack &amp; Store Tables Assorted Colors <b>\$1.17</b> Our Reg. \$1.69 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Magazine Rack Gross Plastic <b>99¢</b> Our Reg. \$1.59 Limit 1 with Coupon</p>	<p><b>VALUABLE COUPON</b> Jan. 17, 18, 19 Combs 50-in. Pkg. <b>17¢</b> Our Reg. 39¢ Limit 2 with Coupon</p>

## JANUARY CLEARANCE

All Clearance items reduced even further for our SEMI-ANNUAL SIDEWALK SALE.

### FABRIC CLEARANCE VELVET & SUEDE LOOK

SUITING  
Values to \$2.99 **88¢** Yd.

COTTON & POLYESTER

BLENDS

100% Cotton  
Values to \$1.29 **47¢** Yd.





The Hereford Brand, Hereford, Texas, Thursday, January 19, 1974

TEXAS OIL COMPANY
Has opening in Hereford area. No experience necessary. Age not important. Good character a must. We train. Air Mail A.K. Dickerson, Pres., Southwestern Petroleum Corp., Ft. Worth, Tex.

APPLIANCE REPAIR
We repair all makes and models of appliances. All work guaranteed. MONTGOMERY WARD & CO. 114 East Park Phone 364-5801

WANTED: Experienced farm hand. Salary open. Prefer family man. House, pickup, utilities furnished. References required. Contact D.V. Phipps, Box 35, Welch, Texas. Phone 806-489-3664 only at nights.

WANTED: 100 to 150 watches a week to repair by latest approved methods.

COWAN JEWELERS B-11-15-29-tfc

DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS 30 TON CRANE BOBBY GRIEGO Day Phone 364-6574 Night - 364-2322 B-11-14-tfc

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

Need several part time sales people. Morning and evening work, \$160 per hour. See Mrs. White at Holiday Motor Hotel, Monday, January 21st at 10:00 a.m. B-8-24-3-2c

9. SITUATIONS

Will do baby sitting in my home. Nice neighborhood. Drop-ins welcome. 364-2135. B-9-13-27-6c

Babysitting in my home. Phone Alice Gilleland, 364-4175. B-9-10-26-tfc

State Licensed Child Care For Working Mothers Hereford Day Care Center 364-1293 B-9-46-tfc

Semi-private room and board for two women on retirement income. No invalids or convalescents. Phone 276-5333. B-9-17-2-4c

Will do baby sitting. 227 Aspen. Phone 364-5860. B-10-10-3-3c

Dress making, ladies pant suits, etc. Call 364-6294. B-9-29-6p

10. NOTICE

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

ALCOHOLISM INFORMATION

For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8:00 a.m. 'till 12:00 p.m. until 5:00 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-12-tfc

11. BUSINESS SERVICE

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

DICKEY'S DOZER SERVICE. Dirt Work - ALL Kinds Bull Dozer - Scrapers Back Hoe - Dragline Motorgrader See or Call FLOYD DICKEY S.E. 4th & Belsher Dimmitt, Texas Business Phone 647-4553 Residence Phone 647-4565 B-11-29-tfc

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

HOME APPLIANCE REPAIRS Guaranteed work on all makes and models - 10 years experience. Available for night-time emergencies. JOE'S HOME APPLIANCE REPAIRS 343 N. Main Ph. 364-5751 B-11-25-tfc

KIRBY VACUUMS Rebuilt with genuine Kirby Parts. \$59.95 & up, two year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Ph. 364-0122 B-11-35-tfc

DON'T TOSS IT - REGLOSS IT. Furniture repaired and refinished. Call Tom Tompkins, 806-257-5831 collect. B-11-27-10p

PAINTING CONTRACTOR INSIDE-OUTSIDE All work guaranteed Free estimates Julio Pesina, 204 Catalpa St. Hereford, Texas Ph. 364-4896 B-11-29-tfc

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Tree Trimming and Topping. Call Cliff's Tree Service 364-2111. B-11-10-46-tfc

13. LOST & FOUND

LOST: Four year old bay gelding branded "TJ" on left hip. Call 276-5602. B-13-13-29-2c

STRAYED: Steer calves from Art's Corner branded with Backward "C" on left shoulder. Call 289-5649 or 289-5707. B-13-17-3-tfc

NEWS VIEWS

Golda Meir, Israeli Prime Minister: "I've come to Washington, come to a friendly country, a friendly government and a friendly President." Robert H. Bork, Acting Attorney General: "I am not going to walk out of this job... as the man who in any way compromised any investigation."

You've Never Seen Such Thorough Service STOP IN SOON Phillips "66" Products EAST SIDE "66" Rocky Stewart 1303 E. 1st 364-2644

EXPERT REPAIR on BUICK PONTIAC GMC TRUCKS JOHN ORSBORN Free Pickup phone 364-0990 HOME OWNED



MR. FREDERIC TAUBES of Haverstrew, New York. To study under Frederic Taubes, distinguished American art instructor and one of the world's leading authorities of paint techniques is, an unforgettable experience. Under his guidance the student can acquire a wealth of knowledge and technical information which could hardly be gathered in years of conventional art study.

Key Food Buying Ideas Resolved

"Food buying" resolutions for the new year are in order now, a consumer marketing expert advises. Mrs. Gwenddyne Clyatt cited foods as "one of the major family expenditures" today and pointed to a need for wise consumer habits in food buying.

Ford Youths Organize Club In 4-H

A new 4-H Club was organized in the Ford community Monday; Melody Kendrick was elected president and Mrs. Bobby Kendrick chairman of adult leaders. The first program, on crafts, will be given at 6 p.m. Feb. 4 in Ford Community House, and all interested youths are invited.

DANCE MOONLIGHTER Each FRIDAY & SATURDAY NIGHT ADULTS ONLY No liquor for sale MUSIC-POOL-DANCE Arrangements made for private parties, for every occasion. For reservations call Days 364-0064 or 364-1760. Nites 364-9629 1-mile north of Hereford Hwy 385

DANCE MOONLIGHTER OPEN 7 P.M. MONDAY THRU THURSDAY WITH NO COVER CHARGE LIVE BAND FRIDAY & SATURDAY NITES WITH COVER CHARGE ACCORDINGLY ADULTS ONLY ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION! DAY PHONE: 364-0064 - NITE - 364-9629 1-MILE NTH OF HEREFORD ON HWY 385

BELL ELECTRIC ELECTRICAL CONTRACTOR New Construction and Repair - Residence and Commercial 364-6841 Larry Bell 803 S. Texas

WRESTLING WAHA LIBRE SATURDAY JAN. 19 8:00 PM DOUBLE MAIN EVENT DORY FUNK vs. KILLER KARL KOX Jr. BOUNTY MATCH Dick MURDOCH vs. Hank JAMES Tag Team Match Leo BEAST & BURK vs. Alex PEREZ & TAPIA HEREFORD BULL BARN HEREFORD, TEXAS

Look to SHOOK For Quality LEE Tires and on the Farm & Road Service As Close As Your Phone Quality With Price - MAY WE SERVE YOU Shook Tire Co. 364-1010

LEON RICHARDS SUGGESTS

Consolidate ...and get your bills under full control Gather up those nagging bills, those dragging charge accounts, your lagging expenses... bring them to financial house! Let us show you how to add them all together (consolidate!), pay them off in one convenient loan. Your payment may be less than your total monthly payments! Come in... call us. Consolidate to a larger loan... \$1000... \$1500... \$2000 or more. Act today! Leon Richards, Branch Manager 615 So. 25 Mile Ave. 364-4432 financial house INTERSTATE SECURITIES COMPANY

FOR THE BEST DEALS ON NEW or USED CARS Come in and talk with one of the Men at JOHN ORSBORN BUICK-PONTIAC-GMC at 142 N. MILES or 221 N. 25 Mi. Ave. 364-0990 364-1222

I TURNED AROUND AND IT WAS SOLD! We don't intend to make whirling dervishes of our clients, but we DO put all of our experience and facilities to work right now when you delegate the selling job to us. \$25,000. to \$35,000. HOME LISTING NEEDED NOW...CONTACT or CALL... Ralph Owens & Associates, Inc. 311 Park Avenue REALTORS Phone 364-2222

COMMONWEALTH THEATRES NOW SHOWING! He's a GOOD COP... On a BIG BIKE... On a BAD ROAD Electric Slide IN COLOR SAT. ONLY 1:30-3:30-5:30 7:30-9:30 WEEKDAYS 7:30-9:30 Starts SUNDAY Wild as the swamps that spawned her, She pumped HOT BLOOD and HOT LEAD! GATOR BAIT IN COLOR SUN. ONLY 4:30-6:30 8:10-9:40 SHOWTIMES - WEEKDAYS 7:45 9:35 Starts TONIGHT! THE MARTIAL ARTS MASTERPIECE! Sights and sounds like never before! COME PREPARED LEARN THE SECRET OF THE 5 FINGERS OF DEATH PLUS! BURNER UNDER LEATHER THE TITLE TELLS A LOT BUT THERE'S A LOT MORE TO SEE ALAIN DELON MARIANNE FAITHFULL TOWER DRIVE IN

The Hereford Brand, Hereford, Texas, Thursday, January 17, 1974



SHOP FURR'S FOR A

# Lower Tape Total

REDEEM YOUR COUPONS RECEIVED IN THE MAIL FOR **200 FREE GOLD BOND STAMPS**

**STORE HOURS**  
MONDAY THRU SUNDAY  
8:00 A.M. to 11:00 P.M.

100 STAMPS FREE-100 STAMPS WITH PURCHASE OF \$5.00 or MORE

<b>APPLES</b> RED DELICIOUS GOLDEN DELICIOUS, OR RED ROMES 4 LBS. FOR	<b>\$1.00</b>	<b>FRYERS</b> USDA INSP. LB. <b>36¢</b>	<b>SIRLOIN ROUND</b>	FURR'S PROTEIN STEAK LB.	<b>\$1.39</b>
<b>LETTUCE</b> CALIFORNIA ICEBURG LB.	<b>19¢</b>	<b>BACON</b> FARM PAC FRONTIER SLICED SLAB, LB.	<b>RIB STEAK CLUB STEAK</b>	FURR'S PROTEIN LB.	<b>\$1.39</b>
<b>POTATOES</b> ALL PURPOSE RUSSET	10 LB. BAG <b>89¢</b>	<b>PERCH FILLET</b> TOP FROST LB. <b>99¢</b>	<b>T-BONE CHUCK RANCH</b>	FURR'S PROTEIN STEAK LB.	<b>\$1.69</b>
<b>CABBAGE</b> FRESH GREEN SOLID HEADS, LB.	<b>10¢</b>	<b>Delicatessen</b> 1 Lb. Bar-B-Q Beef 1 Pt. Pinto Beans 1 Pt. Potato Salad 1 Pt. Buttered Corn All For <b>\$4.29</b>	<b>RUMP ROAST</b>	FURR'S PROTEIN STEAK LB.	<b>\$1.09</b>
<b>ORANGES</b> CALIFORNIA NAVELS LB.	5 FOR <b>\$1.00</b>			FURR'S PROTEIN STEAK, LB.	<b>\$1.29</b>
<b>NUTS</b> WALNUTS, ALMONDS, FILBERTS OR BRAZILS,	<b>59¢</b>			FURR'S PROTEIN LB.	<b>\$1.29</b>

<b>CANDY</b> BABY RUTH OR BUTTERFINGERS 6-BAR PACKAGE	<b>39¢</b>	<b>DOUBLE GOLD BOND</b> TUESDAYS AND WEDNESDAYS with \$2.50 purchase or more
<b>CORN OIL</b> FOOD CLUB 32-OZ. BOTTLE	<b>99¢</b>	
<b>CORN</b> FOOD CLUB CREAM STYLE OR WHOLE KERNEL GOLDEN NO. 303 CAN	4 FOR <b>88¢</b>	
<b>DRESSING</b> FOOD CLUB FRENCH 8-OZ. BOTTLE	<b>39¢</b>	
<b>INSTANT TEA</b> FOOD CLUB 3-OZ. JAR	<b>98¢</b>	<b>CRISCO</b> 3 LB. CAN <b>\$1.19</b>
<b>COCA COLA OR 7Up</b> RETURNABLE 32 OZ. BOTTLES	<b>19¢</b>	<b>FOLGERS COFFEE</b> ALL GRINDS 1 LB. CAN <b>99¢</b>
<b>SPINACH</b> FOOD CLUB NO. 303 CAN	<b>23¢</b>	
<b>IVORY LIQUID</b> DETERGENT 30" OFF 48-OZ.	<b>89¢</b>	
<b>TOPCO BLEACH</b> 1/2 GALLON SIZE	<b>29¢</b>	
<b>GREEN BEANS</b> FOOD CLUB CUT NO 303 CAN	4 FOR <b>88¢</b>	

**Frozen Food Favorites**

<b>BROCCOLI</b> TOP FROST FRESH 10-OZ PKG. FROZEN, CHOPPED	<b>25¢</b>
<b>PIES</b> TOP FROST MINCE OR PUMPKIN 24-OZ.	<b>39¢</b>
<b>HONEY BUNS</b> MORTON FRESH FROZEN 9-OZ.	<b>45¢</b>
<b>MINI-DONUTS</b> MORTON FRESH FROZEN 10-OZ. PKG	<b>58¢</b>
<b>TOPPING WHIP</b> TOP FROST 10 1/2 OZ.	<b>39¢</b>
<b>ICE CREAM</b> BORDENS ASSORTED FLAVORS	<b>89¢</b>

ART LINKLETTER'S MONEY-SAVING SUGGESTION!

**TOPAZ STONEWARE**

THIS WEEK CUP  
Regular Price 79¢  
**49¢** each

START NOW. COLLECT A FULL SET

NO PURCHASE NECESSARY

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

**Bordens**

Dips and Sour Cream 8 oz. **3/99¢**

Buttermilk 1/2 GALLON **55¢**

**Del Monte PRUNE JUICE**

QT. BOTTLE **49¢**

VALUABLE COUPON

THIS COUPON ENTITLES YOU TO **SAVE 40¢** MARYLAND CLUB COFFEE

2-LB. CAN WITH COUPON **\$1.77**  
WITHOUT COUPON **\$2.17**

EXPIRES 1-19-74  
LIMIT ONE COUPON PER FAMILY

<b>CRACKERS</b> SUNSHINE 1-LB. PKG.	<b>45¢</b>
<b>PIZZA MIX</b> CHEF BOY-AR-DEE 15 3/8 OZ.	<b>67¢</b>
<b>GARLIC SALT</b> SCHILLING 3 3/4 OZ.	<b>37¢</b>

<b>KOTEX</b> SANITARY NAPKINS REG. OR SUPER BOX OF 24's <b>77¢</b>	<b>DURAFLAME</b> FIREPLACE LOGS EACH LOG BURNS 3 HOURS IN COLOR CASE OF 6 <b>\$4.29</b>	<b>MOTOR OIL</b> TOPCO REGULAR 20 or 30 W <b>29¢</b>	<b>BABY SOFT FACIAL TISSUE</b> 200 COUNT ASST. COLORS 5 FOR <b>\$1.00</b>	<b>Colgate MFP</b> TOOTH PASTE COLOGATE 5-OZ. TUBE <b>57¢</b>	<b>RAZOR BLADES</b> WILKERSON STEEL D/E 5-COUNT <b>39¢</b>
<b>KITCHEN SINK SET</b> TRANSCO 5-PC DRAINER TRAY, SOAP DISH, SCRUBBER, UTENSIL TRAY <b>\$2.49</b>	<b>BATTERIES</b> EVEREADY SUPER 99 PACKAGE OF 2 <b>43¢</b>	<b>POLAROID FILM</b> NO. 108 COLOR <b>\$3.99</b>	<b>SHAVE CREAM</b> COLGATE REGULAR OR MENTHOL LIME OR BAY RUM 11-OZ. CAN <b>41¢</b>	<b>BUFFERIN</b> 100's <b>99¢</b>	<b>TALCUM</b> CASHMERE 10-OZ. NO SALES TO DEALERS <b>79¢</b>

**SHOP Furr's MIRACLE PRICES**

Join the "savers" at the...

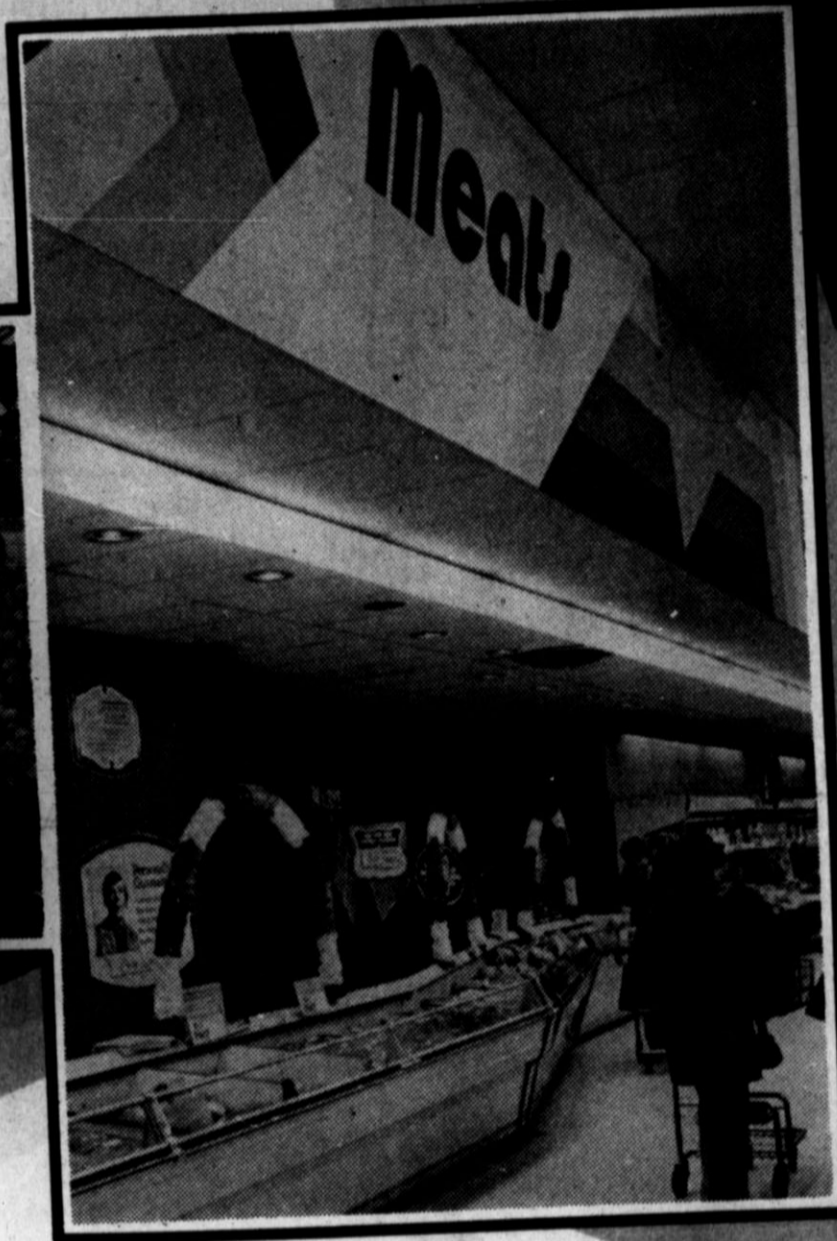
# Grand Opening

# Celebration

of Your Excitingly Colorful **IDEAL** Food Store!

**IDEAL**  
FOOD STORES

**Opens 8 A.M.**  
**Thursday Jan. 17**  
**1105 West Park**  
**Avenue...**  
**Hereford, Texas**



## Register Now For These Grand Opening Prizes!

No obligation, nothing to buy...  
You need not be present at time  
of drawing to win.

You must be 18 years of age to register.  
Winners will be announced at store and  
notified by mail or phone.

1st. Prize

**19-INCH**  
DIAGONAL PICTURE  
**R. C. A.**  
PORTABLE  
**COLOR T.V.**  
WITH WALNUT CABINET

Register each time  
you visit your new  
Ideal in Hereford

2nd. Prize

**COMPLETE**  
**ARGUS**  
**HOME MOVIE**  
**KIT**

including Super Eight instant  
load electric eye camera with  
zoom lens. Movie light with  
flood lamp, Argus Holiday Super  
8 Projector, Holiday E-Z Splice,  
four size AA batteries, one roll of  
Kodachrome 11 movie film and  
carrying case with strap

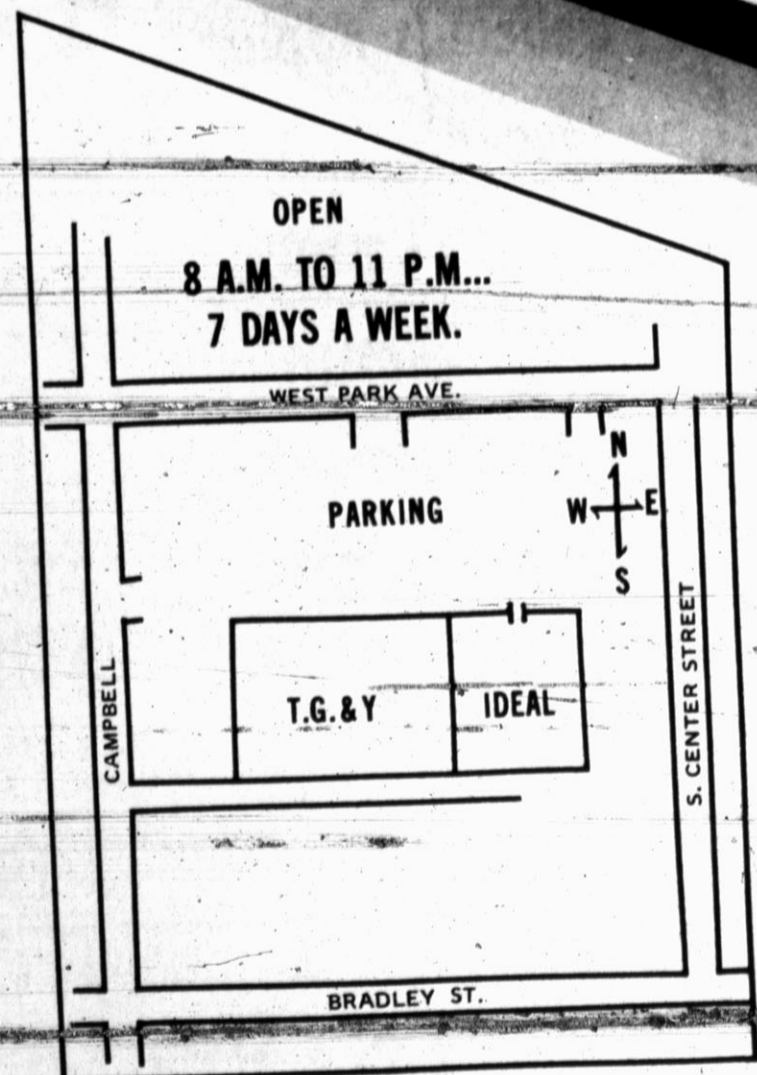
3rd. Prize

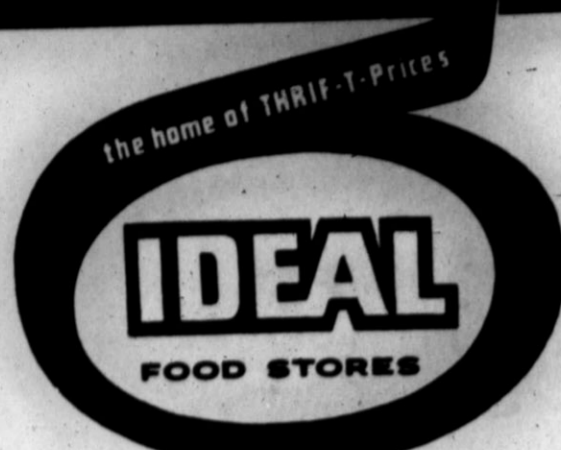
MODEL 1149 DIAL-A-MATIC  
**HOOVER**  
**UPRIGHT**  
**SWEEPER**

COMPLETE WITH  
ATTACHMENTS

Nothing to buy...  
No obligation...You  
need not be present to win.

**DRAWINGS WILL BE HELD AT 5 P.M. SATURDAY, JAN. 26th.**





# Grand Opening

Free Gunn Bros. Stamps with every 10¢ purchase at your brand new Ideal!

5 - LB. BAG OF  
**Holly Sugar**  
**FREE!**  
WITH PURCHASE OF 6 WESTINGHOUSE EYE-SAVER LIGHT BULBS AT REGULAR COST. LIMIT 1 DEAL PER CUSTOMER.

6 1/4 - OZ. BAG OF  
**Fritos Corn Chips**  
BUY ONE FOR ONLY  
**37¢**  
GET SECOND ONE...  
**FREE!**

PKG. OF 8 MEL-O-CRUST  
**Hamburger or Hot Dog Buns...**  
BUY ONE FOR ONLY  
**37¢**  
GET SECOND ONE...  
**FREE!**

10 - OZ. PKG. AMERICAN BEAUTY  
**Elbo Macaroni**  
BUY ONE FOR ONLY  
**30¢**  
GET SECOND ONE...  
**FREE!**



Welcome to Green Market Street. . . .  
CROSSROADS OF FRESHNESS AND VALUE IN FARM-FRESH PRODUCE.

**COLORADO Russet Potatoes** 20 - LB. BAG **\$1.39**

TEXAS RUBY RED **Grapefruit** 18 - LB. BAG **\$1.49**

CALIFORNIA **Navel Oranges** 5 LBS. **\$1.00**

EXTRA FANCY RED **Delicious Apples** 4 LBS. **\$1.00**

LARGE FLORIDA **Avocados** 3 FOR **\$1.00**

TENDER CALIFORNIA **Golden Carrots** 1 - LB. BAG **15¢**

PURPLE TOP **Fresh Turnips** LB. **19¢**

TEXAS GROWN **Green Cabbage** LB. **10¢**

U.S. NO. 1 **Golden Yams** LB. **24¢**

FRESH FLORIDA **Orange Juice** QUART 59¢ 1/2 - GAL. BTL. **89¢**

POPS-RITE **Popcorn** 1/4-LB. BAG **79¢**

LONG GREEN SLICING **Cucumbers** EA. **19¢**

the right price on the right foods...right now!

MARYLAND CLUB ALL GRINDS **Coffee** 1 - LB. CAN **88¢**  
LIMIT 1 WITH \$5 PURCHASE

ENRICHED FLOUR **Gold Medal** 5 - LB. BAG **78¢**  
LIMIT 1 WITH \$5 PURCHASE

PURE VEGETABLE SHORTENING **Crisco** 3 - LB. CAN **99¢**  
LIMIT 1 WITH \$5 PURCHASE

SAVE...RIGHT NOW! **Hunt's Ketchup** 32 - OZ. JUG **46¢**  
LIMIT 2 WITH \$5 PURCHASE

STAR-KIST LIGHT-MEAT **Chunk Tuna** 6 1/2 - OZ. CAN **38¢**  
LIMIT 3 WITH \$5 PURCHASE

the right price on the right foods...right now!

DEL MONTE CUT **Green Beans** 16 - OZ. CAN **18¢**  
LIMIT 3

HUNT'S **Tomato Juice** 46 - OZ. CAN **32¢**  
LIMIT 3

DEL MONTE CREAM OR WHOLE KERNEL **Golden Corn** 16 - OZ. CAN **19¢**  
LIMIT 4

DEL MONTE HAWAIIAN **Pineapple Juice** 46 - OZ. CAN **34¢**  
LIMIT 2

DEL MONTE **Garden Spinach** 16 - OZ. CAN **18¢**  
LIMIT 4

DEL MONTE SLI, CHUNK OR CRUSHED **Pine-apple** 15 1/2 - OZ. CAN **25¢**  
LIMIT 3

ALL FLAVORS **Jell-o Gelatin** 3 - OZ. PKG. **10¢**  
LIMIT 6

CAMPBELL'S **Tomato Soup** 10 1/2 - OZ. CAN **10¢**  
LIMIT 6

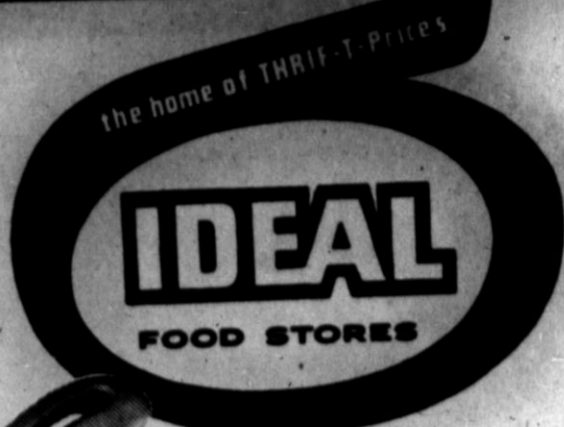
KEEBLER **Zesta Saltines** 1-LB. BOX **34¢**  
LIMIT 3

WILDERNESS CHERRY **Pie Mix** 21 - OZ. CAN **48¢**  
LIMIT 3

KRAFT SALAD DRESSING **Miracle Whip** 32-OZ. JAR **68¢**  
LIMIT 1

HUNT'S SLICED OR HALVES **Cling Peaches** 29 - OZ. CAN **34¢**  
LIMIT 3 WITH \$5 PURCHASE

# Celebration!



SWIFT'S PREMIUM TENDER-GROWN 'FLAV-R-PAK'

## WHOLE FRYERS

GRADE A FRESH DRESSED . . .

Tender-Grown is the name given by Swift Dairy & Poultry Company to a chicken that is specially bred to be plump and meaty while it's still young and tender. "Flav-R-Pak" is Swift's newest method of processing fresh chicken. It is cleaned inside and out and perfectly dressed. It is then packaged and chilled to 28 to 32 degrees F. — just cold enough to freeze the moisture within the meat but not cold enough to freeze the meat. The fresh chicken is rushed by a special refrigerated truck to your store where it is immediately refrigerated. This promises you the finest! freshest chicken.



1105 West Park Avenue  
Hereford, Texas  
Open 8 A.M. to 11 P.M.  
7 Days a Week...  
Prices effective thru  
Saturday, Jan. 19, 1974  
Limit rights reserved.  
No Sales to dealers.



SWIFT'S PREMIUM GRADE 'A'  
**Cut-up Fryers**..... **39¢**  
LB.

SWIFT'S PREMIUM FRESH FRYER PARTS		
Breasts RIBS ATTACHED	Legs TENDER MEATY	Thigh's PLUMP, JUICY
YOUR CHOICE		LB. <b>69¢</b>

**35¢**  
LB.

QUARTER PORK LOIN  
**Assorted  
Pork Chops**

9 TO 11  
MEATY  
CHOPS **99¢**

BUTCHER BOY ASSORTED  
**Luncheon Meats** 6 - OZ. PKG. **45¢**

ARMOUR STAR  
**Sliced  
Bacon**

1 - LB. PKG. **99¢**

CAMELOT ASSORTED  
**Chiffon Desserts** 24 - OZ. CTN. **59¢**

ARMOUR STAR  
**Skinless  
Franks**

12 - OZ. PKG. **69¢**

CUDAHY BAR-S  
HICKORY SMOKED  
**Cooked  
Hams**

7 TO 9 - LB. SHANK PORTION

**59¢**  
LB.

5 TO 7 - LB. AVERAGE  
**Rump  
Portion**..... **69¢**  
LB.

COME SEE OUR HUGE SELECTION OF DELICIOUS...

### Fresh Dairy Foods!

KRAFT, LIMIT 2  
**Parkay Oleo**..... **32¢**  
1 - LB. QTRS.

CAMELOT MILD  
**Longhorn Cheese**..... **68¢**  
10 - OZ. PKG.

KRAFT PHILADELPHIA  
**Cream  
Cheese**..... **38¢**  
8 - OZ. PKG.

CAMELOT INDIVIDUALLY WRAPPED  
**American  
Slices**..... **84¢**  
12 - OZ. PKG.

IDEAL GRADE A  
**Butter-  
milk**..... **58¢**  
1/2 GAL. CTN.

IDEAL LARGE OR SMALL CURD  
**Cottage  
Cheese**..... **68¢**  
24 - OZ. CTN.

HUNT'S  
**Tomato  
Sauce**..... **9¢**  
8 - OZ. CAN

BIG JOHN'S ASSORTED  
**Hamburger  
Fixin's**..... **44¢**  
PKG.

PURINA  
**Dog  
Chow**..... **98¢**  
5 - LB. BAG

ELLIS HOT OR MILD  
**Chili with  
Beans**..... **43¢**  
15 - OZ. CAN

**Fresh**  
ALL MEAT  
**Ground  
Beef**  
IN 3 - LB. PACKAGES OR MORE  
**79¢**  
LB.



WELCOME  
FOOD STAMP  
CUSTOMERS.

MEADOWDALE  
**Ice Cream**  
ALL FLAVORS  
1/2 GAL. CTN. **68¢**  
LIMIT 1 PLEASE

Frozen Foods

MEADOWDALE FROZEN

**Crinkle Cut  
Potatoes**

5 - LB. BAG **96¢**  
LIMIT 2 PLEASE

MEADOWDALE FROZEN  
**Orange  
Juice**..... **18¢**  
6 - OZ. CAN

BANQUET BEEF, CHICKEN OR TURKEY  
**Pot  
Pies**..... **21¢**  
8 - OZ. PKG.  
LIMIT 4

# in-store bakery

Visit our corner bake shop right inside the store. Get honest homemade flavor and freshness in every loaf of bread, pastry or cake that comes from our in-store ovens. Just follow your nose to old-time goodness and fresh baked flavor.



FRESH  
**Glazed Donuts**  
DOZ. **89¢**

FRESH ASSORTED  
**Variety Cookies**  
DOZ. **\$1.00**

DELICIOUS, FRESH  
**Banana Nut Bread** ..... LOAF **59¢**

ALL VARIETIES 7-INCH ICED  
**Layer Cakes** ..... EACH **98¢**

FRESH CHOCOLATE  
**Brownies** ..... 6 FOR **59¢**

## GENERAL MERCHANDISE AND HEALTH & BEAUTY AID SPECIALS!

ALL COLORS, COMEO 100%  
**Acrylic Yarn**  
MACHINE WASHABLE  
4-PLY, 4-OZ. SKEIN  
ONLY **68¢**  
COMPARE AT 99¢

GILLETTE  
**Right Guard Deodorant**  
THE FAMILY DEODORANT  
7-OZ. CAN  
**76¢**  
LIMIT 2 PLEASE

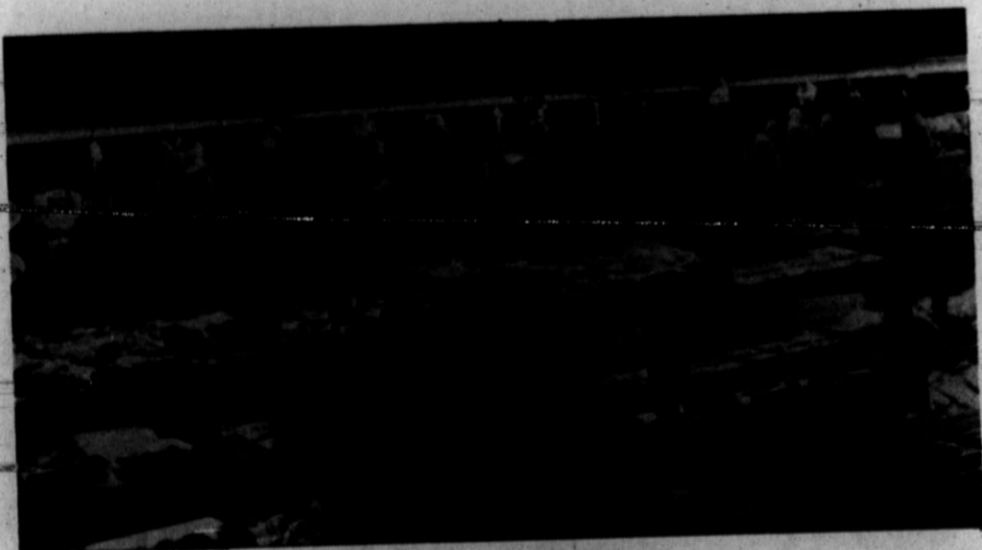
ELECTRIC  
**Westclox Alarm Clocks** **\$3.99**  
ASSORTED STYLES  
EXCEPTIONAL VALUE!  
ONLY  
COMPARE AT \$5.98

LADY-CAMELOT  
**Amplon Panty Hose** **46¢**  
TWO SIZES  
FIT ALL  
PAIR  
LIMIT 2 PAIR



## General Merchandise

Here's a department designed to save you extra stops on your shopping trip. All kinds household needs, tools, kitchen gadgets, ready-to-wear, Panty Hose, electrical supplies, greeting cards... All at low supermarket prices!



## Self Serve Deli

Loaded with delicious ready-to-serve salads, cole slaw, baked beans, gelatin salads, chiffon desserts plus favorite smoke meats, sausages and specialty cheeses at low supermarket prices.

BAKED BEANS, COLE SLAW, MACARONI SALAD, POTATO SALAD

**Camelot Fresh Salads** ..... 14-OZ. CTN. **47¢** 24-OZ. CTN. **79¢**

## Visit Our Pharmacy...

Here's a valuable time-saving convenience new to supermarketing in Hereford! Now you can have your prescriptions filled as you shop for foods.

In a special hurry? Have your doctor phone 364-6861... We'll have your order ready when you arrive!

## Household Needs...

SOFT PLY ASSORTED  
**Bath Tissue** ..... 4-ROLL PACK **36¢**  
SOFT PLY ASSORTED  
**Facial Tissues** ..... BOX OF 200 **22¢**  
LIMIT 4  
SQUIRE  
**Blue Detergent** ..... 49-OZ. BOX **64¢**  
LIMIT 2



# BUY QUALITY

**IT'S CHEAPER IN THE LONG RUN**  
at Hereford Meat Market, Inc.

**CHUCK WAGON**  
2 LB. PACKAGE **\$1.97**

**BACON**

**FRESH PORK STEAK** LB. **99¢**

**FRESH PORK ROAST** LB. **89¢**

**FRESH FRYERS** LB. **39¢**

**FRESH GROUND BEEF** LB. **79¢**

**CHEF'S DELIGHT (In Chunks)**  
**CHEESE SPREAD** LB. **79¢**

## MOUNTAIN HONEY

PRODUCED IN THE HEART OF THE  
ROCKIES AT HAEFELI'S HONEY FARM  
MONTE VISTA, COLO.

- CREAMED HONEY**
- PURE HONEY LB. PKG. - \$1.15 Value **95¢**
  - PURE HONEY 1 LB. JAR \$1.15 Value **95¢**
  - PURE HONEY 5 LB. JAR \$4.55 Value **\$3.95**
  - PURE HONEY 5 LB. BUCKET \$4.55 Value **\$3.95**
  - PURE HONEY 10 LB. BUCKET \$9.15 Value **\$7.95**
  - PURE HONEY 2 LB. JAR \$2.15 Value **\$1.85**
  - PURE HONEY 3 LB. JAR \$2.15 Value **\$2.35**

**FRESH HOT**  
MADE FRESH DAILY

**STEW** Qt. **69¢**

**BAR-B-Q BEEF** LB. **\$1.19**



**OCEAN SPRAY CRANBERRY SAUCE** 300 CAN **3/\$1**

**SHURFINE CAKE MIXES & FROSTING** All Flavors **4/\$1**

**SOFT WEAVE TOILET TISSUE** 2 Roll Packs Ass. Colors **3/\$1**

**PINTO BEANS** 5 LB. BAG **\$1.99**  
25 LB. BAG **\$9.95**

**HEREFORD COTTAGE CHEESE** 1 LB. **49¢**  
20¢ OFF

**ORANGES** 18 LB. BAG **\$1.49**  
RUBY RED BAG

DIRECT LOAD OF FRESH CITRUS FROM THE TEXAS VALLEY

**GRAPEFRUIT** 18 LB. BAG **\$1.99**  
RUBY RED BAG

**HEREFORD MEAT MARKET INC.**  
At the Sign of the WHITEFACE BULL  
HWY 385N. OPEN DAILY 8:00 A.M. to 8:00 P.M.



Weekly Television Magazine

**The Hereford Brand**

Thursday, January 24, 1974

**Tel-Aire**



Clint Eastwood stars in "For a Few Dollars More..."

## Winter Fun - Hereford Cablevision

- Three Independent Stations
- Public Broadcasting Service
- Static-Free Reception
- 24 Hour Weather and FM Music
- Three Major Networks
- 10" Installation Charge
- 8 Big Stations
- \$5.00 Per/Mo. Service Charge

126 E. 3rd **HEREFORD CABLEVISION** 364-3912

You Get It All On Cable

## SAVE ENERGY BY CHANGING THE FILTERS ON YOUR FORCED-AIR HEATERS. THIS CHANGE WILL MAKE YOUR HEATING SYSTEM CLEANER AND MORE EFFICIENT.

NEW STORE HOURS:  
8:00 - 6:00 MONDAY - FRIDAY 8:30 - 4:00 SATURDAYS

334 E. 3rd  
**McCaslin Lumber** 364-3434

MONDAY THRU FRIDAY

Channel	Time	Program	Channel	Time	Program
4	7:00	KQBC	10	10:00	KIDA
7	7:00	KVII	11	11:00	KIYI
10	7:00	KVCY	13	13:00	KEEA
13	7:00	KVCY	29	29:00	KXIX
39	7:00	KVCY	3	3:00	IND
4	7:00	KQBC	10	10:00	KIDA
7	7:00	KVII	11	11:00	KIYI
10	7:00	KVCY	13	13:00	KEEA
13	7:00	KVCY	29	29:00	KXIX
39	7:00	KVCY	3	3:00	IND

### On The Cover

"For a Few Dollars More," the sprawling western starring Clint Eastwood as the dangerous "man with no name," makes its television premiere on the ABC Television Network's "ABC Sunday Night Movie" Jan. 28 (7:30-9:30 p.m.).

This film is the second in a series of Italian-made western dramas written and directed by Sergio Leone, which made Clint Eastwood one of the world's top box-office attractions. Variety applauded its "upfront action and close-up details with a hard-hitting pace reminiscent of the Bond pic... Clint Eastwood is fine in a tailor-made role of the squint-eyed opportunist... the physical values are impressive, too, Spanish southwestern effect..."

Lee Van Cleef and Gian Maria Volonte also starred. In "For a Few Dollars More," the mysterious "man with no name" (Eastwood), known by the poncho he always wears and his six-shooters that never miss, is after a sadistic and deranged outlaw called Indio (Volonte), for the \$10,000 price on the bandit's head.

Colonel Mortimer (Van Cleef), a former Confederate Army officer, is also after Indio, who was responsible for the death of the Colonel's sister.

**THURSDAY**

ALL PROGRAMS SUBJECT TO CHANGE

Channel	Time	Program	Channel	Time	Program
4	7:00	KQBC	10	10:00	KIDA
7	7:00	KVII	11	11:00	KIYI
10	7:00	KVCY	13	13:00	KEEA
13	7:00	KVCY	29	29:00	KXIX
39	7:00	KVCY	3	3:00	IND

### Thursday Program Notes

**7:00... CBS... THE WALTONS** The Heritage. A large corporation planning a health resort offers the Walton family an enormous sum of money for their land. Desperately needing the money, the Waltons are unable to decide whether they would be worth selling up their roots to the city.

**7:00... ABC... CHOPPER ONE** A series of high drama which tells the story of two young policemen who combat crime from a helicopter with a team of police officers and Don Burdick as their pilot. The show follows a young man in the park, rescue a young boy in the ocean or prevent a rooftop attack on a woman. Starring as Don Burdick and Jim MacMillan as Ted Harley co-starring as "Chopper" Tom Sawyer. The show is written by the author of "Hawaii Five-O" and "Kung Fu".

**7:30... ABC... PIRENOSTICH** focuses on a group of men who put their lives on the line by fighting fires each day. These men are constantly involved in such human dramas as rescuing an old man from a rear-end collision, confronting the landlord of a firetrap tenement by restoring life to a woman named Drury. Starring as Richard Jackel and Bill Overton.

The premiere episode is "Sentenced to Burn," with guest stars Bob Greer, Julie Mannix, Maxine Stuart, William Wilson and Herbie Jefferson. The show is written by the author of "Kung Fu" and "Hawaii Five-O".

**7:30... ABC... KUNG FU**

### Tuesday Program Notes

**7:00... ABC... HAPPY DAYS** The Lamm. With guest stars Cindy Eilbacher and Tina Bell. Richard and Mable are in a bit of a predicament when they find the sock hop when mechanical breakdowns begin.

**7:00... NBC... ADAM-12** North Hollywood Division. Officer Malloy becomes the subject of a magazine article written by a man who has just been released from prison. Starring as Adam-12.

**7:30... ABC... HORSE OF A DIFFERENT COLOR** A valuable champion race horse vanishes during a workout. A search is called in to find out how it happened. Starring as "The Week-End Christies".

**7:30... CBS... HAWAII FIVE-O** Death with a difference. An ex-lawman Dogan sees his only son involved in a heroin-refining operation on Oahu.

**8:30... CBS... MAWKINS** "Murder in the Slave Trade" with Stephen McNally as a special guest star. A leading football star is charged with murdering his best friend's owner and he attempts to handle the defense. Peter Mark Richman, James Luss, Dick Gautler, Warren Kemmerling, Robert Sampson and Stacy Keach Sr. are featured in guest roles.

**9:00... ABC... MARCUS WELLY, M.D.** Each Day a Doctor. Chuck Howell and stars Robinson. A girl, enjoying the longest leukemia remission on record, falls in love with her professor and plans to marry him against the advice of both of her parents.

**10:30... CBS... THE END GAME** A Beck. "Friend Who Walked the West."

**Adidas**  
The Official Shoe of the Sports World!

Also  
Addis. Tee Shirts  
and Addis Travel  
Sports Bags Available  
At  
**GATTIS SHOE STORE**  
"We care about your feet!"  
Sugarland Mall

There's a GAS SHORTAGE on I-15! It's stopping travel to your favorite places! Let us introduce you to the world of **MOTORCYCLING** during HOAOKA'S SALE on 1973 HONDA! 155cc Street/Trail Motorcycle. Come in, we'll be glad to show the whole family how easy it is to beat the high cost of transportation.

**JACK'S MARINE SUPPLY**  
E. Hwy. 48  
364-5311  
"Marine Services is First!"

**Spongler's**  
DIAMONDS LTD

Handmade Standard Or Excellence  
Custom Jewelry Designing & Manufacturing  
Sugarland Mall 364-0070

### Wednesday Program Notes

**7:00... CBS... THE SONNY AND CHER COMEDY HOUR** Guest stars: Robert Goulet and Carol Lawrence. **SPECIAL WEDNESDAY FOR THE WILD CATS**—"PRAY FOR THE WILD CATS" starring Andy Griffith, Marjoe Gortner, William Shatner, Robert Reed, Angie Dickinson, Janet Margolin. Three adventures with executive Jon Rumms advertising a wild motorcycle trip and events leading to leopardize careers, families and their very lives.

**8:00... CBS... CANNON** Guest star Pamela Franklin plays a dual role as a shy waitress who hires Cannon to halt the vandalism she attributes to her long-missing sister. Jennifer and an aspiring actress who becomes an important figure in the investigation.

**8:00... NBC... ABC WEDNESDAY NIGHT AT THE MOVIES—"QUESTOR"** Starring Robert Foxworth as a man like robot facing a nuclear doomsday. Mike Farrell also stars. Guest stars Malini John Vernon, Deborah Singer and James Shigeta. Universal Television Production.

**9:00... ABC... DOC ELLIOT** The premiere episode is "The Touch of the..."

**WEDNESDAY**

ALL PROGRAMS SUBJECT TO CHANGE

Channel	Time	Program	Channel	Time	Program
4	7:00	KQBC	10	10:00	KIDA
7	7:00	KVII	11	11:00	KIYI
10	7:00	KVCY	13	13:00	KEEA
13	7:00	KVCY	29	29:00	KXIX
39	7:00	KVCY	3	3:00	IND

**HAROLD CLOSE**  
R WALGREEN AGENCY DRUG  
We're More Than Just A Pharmacy.  
Sugarland Mall 364-2344

**WALGREEN**  
STATE BANK  
For Time & Temperature Call 364-5100

Starting Hugh O'Brian and Robert Ely. While serving a prison term for attempted bank robbery, a rancher meets a psychopathic fellow inmate who taunts him by intimating that his wife is probably being kidnapped. When the rancher threatens to end the inmate's life, the inmate kills him and his other friends and family (1969) (R)

**10:30... ABC... ABC WIDE WORLD OF ENTERTAINMENT—"A BEAUTIFUL FILM KILLING"**

Starring Chris George, Linda Day, George, Nina Simon, Pippa Scott, Janet Dobson. Battle of private detective and widespread blackmail at a push health spa for women.

**7:00... CBS... THE TONIGHT SHOW** Starring Johnny Carson. Returns as host with guest Jack Benny.

**10:30... CBS... THE TONIGHT SHOW** Starring Johnny Carson. Returns as host with guest Jack Benny.

**10:30... CBS... THE TONIGHT SHOW** Starring Johnny Carson. Returns as host with guest Jack Benny.

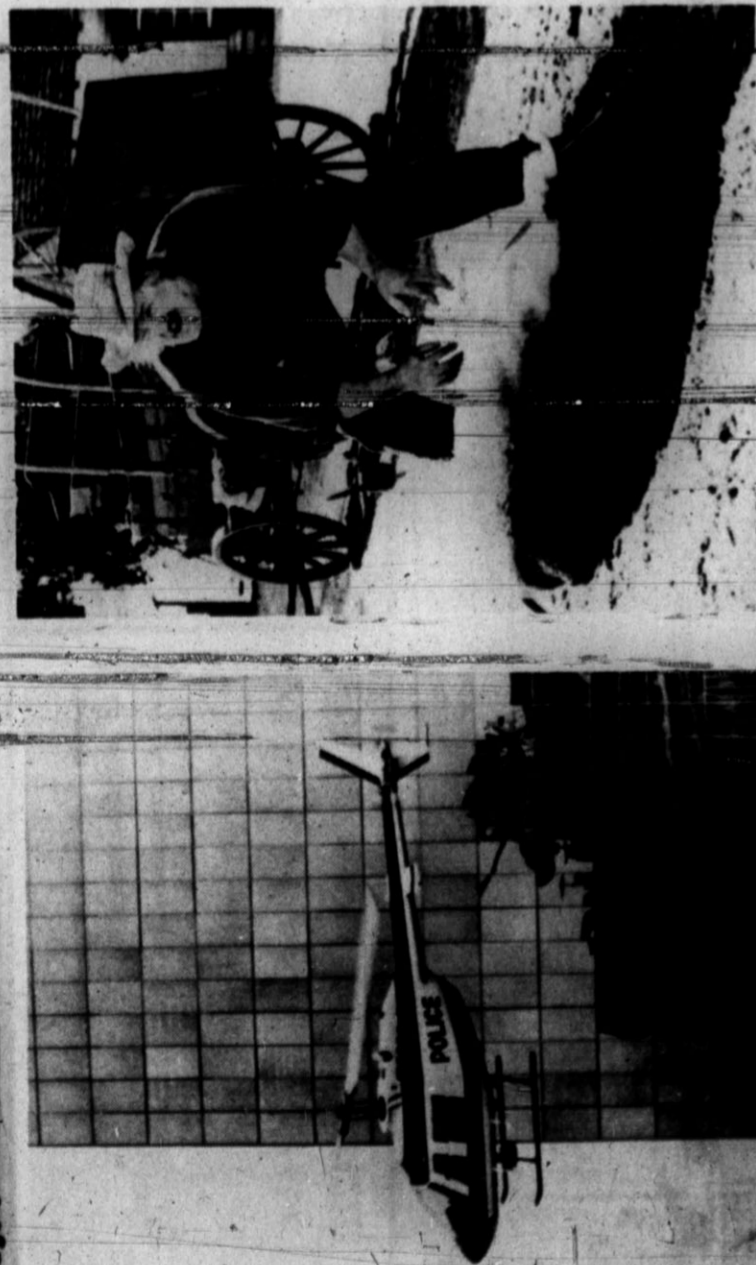
**Horsin' around on NBC Mystery Movie**

A champion race horse, valued at \$5 million, inexplicably vanishes from the back stretch during a workout and Banache (George Peppard) is called in to find out what happened. In "Horsing a Slightly Different Color" on "NBC Tuesday Mystery Movie" Jan. 22 (7:30-9:00 p.m.) on the NBC Television Network.

The horse had been in full view during the workout except for five seconds when he was out of sight behind a panel in the board. A horse reappears and finishes the workout but it turns out to be another animal disguised to look like the champion.

**CLASSY CONSCIOUS**

Carolee Campbell, who plays Nurse Simpson on NBC TV's daytime series "The Doctors," teaches classes in acting and play production at Richmond Hill College, Staten Island, N.Y.



"Chopper One" is the police helicopter flying to the scene of a reported shopping in midtown in the premiere episode of the new police drama series on the ABC Television Network Thursday, Jan. 17 (7:00-7:30 p.m.).

ENRAGED

Pig rancher Tobias (Walter Barnes) attends to his prized sow that has been knicked unconscious by one of his neighbors in "Hog Wild," a two-part adventure to be colorcast on "The Wonderful World of Disney," Sundays, Jan. 20 and 27 (6:30-7:30 p.m.) on the NBC Television Network.

MONDAY EVENING PROGRAMS table with columns for Channel, Time, Program Name, and Network.

Executives make perilous trip with ruthless client

Three advertising executives join a ruthless client on a wild motorcycle trip into Mexico, a journey in which people and events combine to jeopardize careers, families and their very lives, in "Pray for the Wildcats," a special two-hour Wednesday Movie of the Week, airing on the ABC Television Network, Jan. 23 (7:00-9:00 p.m.).

The Cast

- Sam Farragut
William Summerfield
Andy Griffith
William Shatner

Lila Summerfield
Krislie Kincaid
Paul McIlvain
Terry Maxon
Howard Nolan
Scotty Lorris
Mr. Perrins
Dr. Harris
Capt. Gutierrez
"Pray for the Wildcats" was written by Jack Turley and directed by Robert Michael Lewis with Anthony Wilson as producer.

It's Magic

Magician Anthony Blake (Bill Bixby) gets shot and feigns death to make a shady prison executive think he has a clear path to the heisting of banknotes, in the concluding half of "Rip-Off," on NBC Television Network's "The Magician."

After Blake is shot, prison official Paul Gunther (John Colicos) and his henchmen kidnap Janet Keegan (Carol Lynley) as hostage to ensure that her father, reformed criminal Charles Keegan (Lloyd Nolan), cooperates in the heist. Blake invokes Keegan's wrath for failing to rescue his daughter and for subsequently involving the police, thereby endangering the girl's life. With the assistance of Jerry (Jim Walkins), Blake evades Keegan's men.

Monday Program Notes

7:00...ABC...THE UNDERSEA WORLD OF JACQUES COUSTEAU: "COUSTEAU IN THE ANTARCTIC: FLIGHT OF THE PENGUINS" A filmed study of the penguin, one of the most fascinating and remarkable creatures in the frigid Antarctic. Filmed for the first time by divers in the California equatorial zone, the underwater sequences possessive life and water, where they are graciously agile as they are amusingly clumsy on land. Shown in detail are the challenges penguins must overcome to protect their yearly egg, and their struggle for survival in the most inhospitable environment on earth.

7:00...NBC...THE MAGICIAN Conclusion of a two-part story, "Rip-Off." Magician Blake gets shot and feigns death in order to make a shady prison executive think his path is clear for heisting banknotes. "Rip-Off," "The Old Times," Nehemiah Persoff guest stars as a reformed criminal, with Gloria De Haven as his former sweetheart. A reformed criminal returns to Dodge City after serving 12 years in the penitentiary. He hopes to renew his romance with a woman who brought a lot of changes in their lives.

8:00...CBS...HERE'S LUCY Lucy feels like a registered nurse when circumstances force her to set up the "Carter convalescent ward" to care for ailing Uncle Harry, Kim and Mary Jane. Mary Jane Groff is featured.

8:00...ABC...THE MONDAY MOVIE: "THE NEW DICK VAN DYKE SHOW" Dick Van Dyke stars as a young lawyer who tries to advance her career by impressing those who can help her. Barry Van Dyke is featured in a guest role.

9:00...CBS...MEDICAL CENTER "Choice of Evils," with Paul Burke as guest star, tells of a young bride who submits to life-saving surgery because it may leave him impotent.

10:00...ABC...THE MONDAY MOVIE: "THE GIRL WITH THE BRIDLE" A dramatic story of a young girl who is discovered by a natural disaster and discovered by other scientists in the 2nd Century.

Friday Program Notes

7:00...ABC...THE BRADY BUNCH "Out of This World," with guest star Astronaut James McDivitt. Peter and Bobby's interest in UFO's grows after they meet Astronaut James McDivitt, who has come on board the space shuttle.

7:00...NBC...SANFORD AND SON "The Land is Whose Land?" Fred gets into a dispute with his neighbor Julio (Gregory Sierra) over the boundary dividing their properties.

7:00...CBS...DIRTY SALLY Sally is suspicious, but Pike feels that he is getting the better of her. Having he is getting the better of her. Having he is getting the better of her.

7:00...NBC...THE CBS FRIDAY NIGHT MOVIES "THE UNDEFEATED" Cock Starrling set in the Southwest immediately following the termination of the Civil War, the action-packed adventure drama concerns the leader of a Union cavalry unit that attacks a Confederate position. (1949) (R)

7:30...ABC...THE SIX MILLION DOLLAR MAN The series which follows Steve Austin, a test pilot who, nearly killed in a plane crash, is recreated by means of futuristic, cybernetic medical science with a superhuman strength, speed, sight and endurance. He is given the ability to fly by means of a unique man can succeed. Starring in the title role is Lee Majors with Richard Anderson co-starring.

8:00...ABC...THE GIBBY GIBBY "The Fittest," with guest stars James McEachin, William Smith, Christine Belford, and Randolph Crenshaw. Members of the "Gibby" organization attempt to kill Oscar and after crashing landing on a Pacific island, the deadly cat-and-mouse game is played in the snake ridden marshes. Richard Anderson co-stars as Oscar. (1970) (R)

KIRBY VACUUM CLEANER CO. SALES & SERVICE

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Armstrong Visits Zululand

Zululand region of South Africa, focuses on five young adults from urban areas in this country and England. It shows how they adapt to the dangers of life in the African wilderness while learning first hand about the need to protect our natural environment.

"We are pleased to announce that Joe Wilhelm, an experienced electronics technician, will handle all of our electronic service work." Ed Coplen, Manager, Western Auto Associated Store, Hereford, Texas. WESTERN AUTO 241 N. Main St. 364-1355

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Hereford's House of Diamonds

Cowan Jewelers

Downtown AMERICAN GEM SOCIETY member



ALL PROGRAMS SUBJECT TO CHANGE January 18

FRIDAY EVENING PROGRAMS table with columns for Channel, Time, Program Name, and Network.

valuable phosphorus in the uncontrolled areas of the interior. Once the party arrives, however, they discover something much more interesting—a gentle tribe of creatures, neither ape nor human, which they call "Tropis." Dr. Sybil Greame (Susan Clark), leader of the expedition, is convinced that the Tropis are the long-sought "missing link" in evolution, and informs the backer of her expedition (Hubschmid).

TECO Farm - Ranch - Feedyard Equipment & Supplies Phone 364-4204 E. Hwy. 60

A & W DRIVE INN Closed Mondays 1605 PARK AVE. PHONE 364-4600 A & W Root Beer to take Home

PRINTING & OFFICE SUPPLY Photo Offset Printing 144 W. 4th 364-0430

SHORTS FURNITURE & APPLIANCES We Buy Good Used Furniture & Appliances 136 W. 3rd 364-6731

C & W CARPET 149 N. 25 Mile Ave. 364-3448 QUALITY CARPET CLEANING Free Estimates

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# 1974's New Officers.....



Roy Faubion  
President



R.W. Eades  
Vice President



Larry Wartes  
Treasurer

## .....& Directors



Arturo Gonzales



Calvin Goodlin

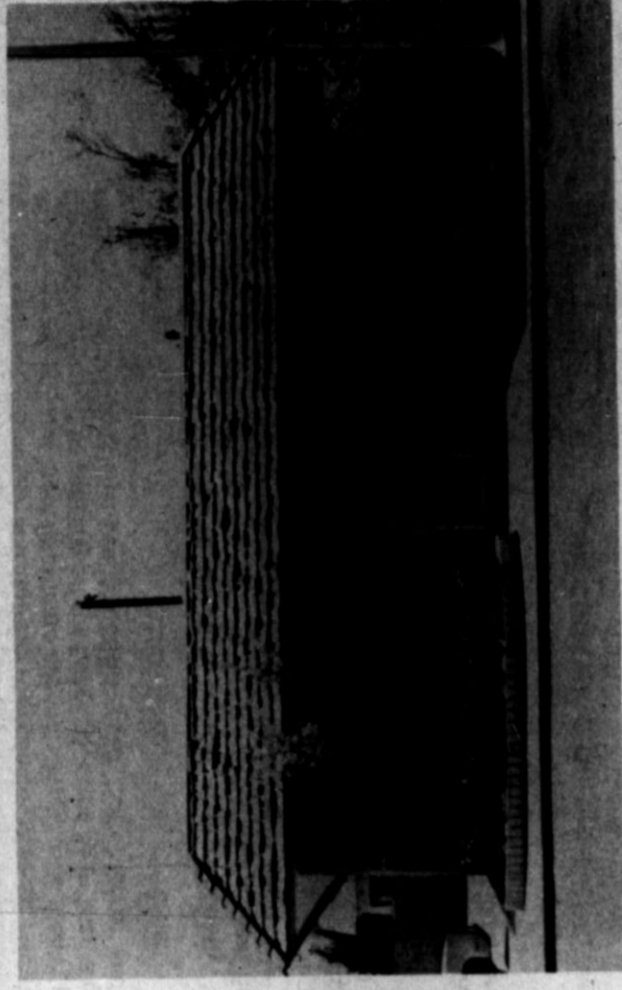


Andrew Kersten



Ray Seale

# Hospitable Hustlin' Hereford Quality Living thru Cattle and Agriculture



DEAF SMITH COUNTY CHAMBER OF COMMERCE

Published As A Section Of  
THE HEREFORD BRAND  
Thursday, Jan. 17, 1974

## Annual Report

Deaf Smith County

# Chamber Of Commerce Annual Banquet

## C of C Officers



Dinner Music

Elson Clark



Invocation

Rev. DeWitt Seago



Miss Hereford, 1973

Sandy Caison

Introduction of Guests

Bill Allright

Introduction of Honorees

Jim Conkright

Special Presentations

Roy Faubion

Citizen of the Year Award

Jim Hale

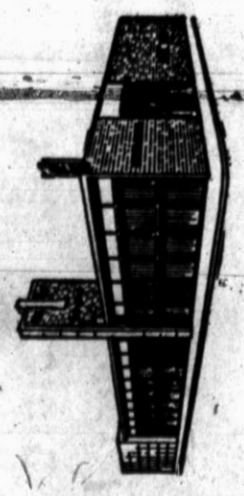
Guest Speaker

Dr. Heurtall Wilson

## Banquet Program

Building for a greater Hereford & Deaf Smith County...

# THE FIRST NATIONAL BANK OF HEREFORD



"The Bank where your Financial Problems Are Important"

Member F.D.I.C.

# A Message From Your Outgoing President....

Reviewing a year such as 1973 is a very difficult task. This community felt the impact of so many forces both of nature and man's own making that at times it still shudders. After a long hard winter we had a beautiful spring and were no more out of that — then we were into the energy problem. Both of these followed executive personnel changes and mixed in with all of it was the 110 per cent effort of the community in carrying out its Diamond Jubilee birthday.

Other highlights included an outstanding Miss Hereford Pageant sponsored by the Women's Division of the Chamber of Commerce, successful projects carried out by the sports, publicity, agricultural, governmental affairs and other committees. The Deaf Smith County Chamber of Commerce was reaccredited by the United States Chamber of Commerce for another five year period. This is something we can all be proud of, as there are only 12 Accredited Chambers in the state of Texas.

Therefore, in closing out a year marked by extremes, unusual and unique situations and much activity, I think the Chamber of Commerce has grown a lot through experience, has polished its image to the public and has demonstrated that it stands ready to serve the whole community when called upon. The Chamber has become a unifying factor and is not dominating or dictating. The Chamber has proved its effectiveness in tackling such major problems as I've previously mentioned, yet is still responsive to the smallest whim or request from any member.

None of this could have been done without several important factors. First, of all, Bill Albright, Executive Vice President, plus a competent staff. Bill has gone far beyond the area of required service to give leadership and assistance to the Chamber and to this community. Next, the officers, board members, and committee chairmen who have served with me this past year should receive a major portion of any credit due. All have served untiringly and faithfully, and nothing could have been accomplished without their total team concept. My special thanks go to five people who will be retiring off the board, but who have been a great help; Melvin Jayroe, Helen Lee, Major Schroeder, Earl Stagner and Bob Veigel.

The year 1974 is shaping up as a critical year nationally. New challenges will be coming our way. But, I believe that the Deaf Smith County Chamber of Commerce has already made a solid start for progress. My best wishes coupled with a pledge of my continued support go to President Roy Faubion, the other officers and directors and the staff. Roy Faubion has been a loyal Vice President and has served well and I am most confident that he will have a most successful year in 1974.

My thanks go to you, the membership of the Deaf Smith County Chamber of Commerce for allowing me to serve as your President for the year 1973.

JIM CONKRIGHT

## Your Chamber Staff



Bill Albright  
Executive Vice Pres.



Betty Wilson  
Office Manager



Marilyn Schmucker  
VOE Student

# Your 1973 Women's Division



Helen Lee  
1973 President



Lyvon Nieman  
1974 President

1973 BOARD: Helen Lee, Lyvon Nieman, Katherine Kester, Thelma Lamm, Wanda Newman, Georgia Sparks, Carolyn Baxter.



Woman Of The Year....  
'Peaches' Reinauer

## Pageant Leaders

Heading up the Miss Hereford Pageant were chairwoman Mrs. Lynn Kester (Mrs. Terry Caviness) and Mrs. Dwight McGee. Mrs. Kester is a past president of the Women's Division and was named Woman of the Year for 1972. The 1973 pageant was held March 23.



It Takes Three . . .  
You, the Chamber  
and Me!

SUPPORTING OUR LOCAL CHAMBER OF COMMERCE

# JCPenney

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SUSARLAND MALL  
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A SIGN OF A GROWING  
CITY...AN ACTIVE  
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LET'S GROW WITH HEREFORD!



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Lloyd Sharp-Ken Rogers-  
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REAL ESTATE &  
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Continuing For 27 Years.

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Hereford, Texas

Phone 364-0555



Lone Star Agency  
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## DICKIE'S RESTAURANT

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A Stronger County Means Full Support of the  
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Phone 364-6901

Stimulating Business is a Chamber Activity

TAYLOR'S

FURNITURE & APPLIANCE  
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SALES & SERVICE

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364-1561

## COWAN JEWELERS

Downtown

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Member

American Gem Society



Growing with Hereford  
through Chamber work!  
Delicious Food For Everyone

801 Park Ave.

364-0578



801 Park Ave.

364-0578

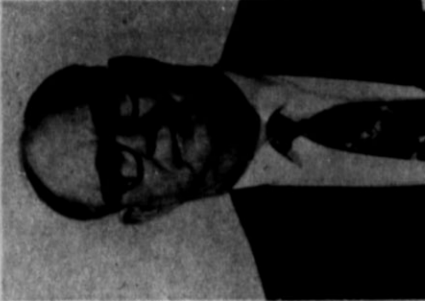
# Your 1973 Chamber Board



Jim Conkwright  
President



A.J. Schroeter



Earl Stegner



Bobby Valgel



Larry Wartas



R.W. Eades



Terry Caviness



Roy Faublon



Tom Burdett



R.C. Hoelicher



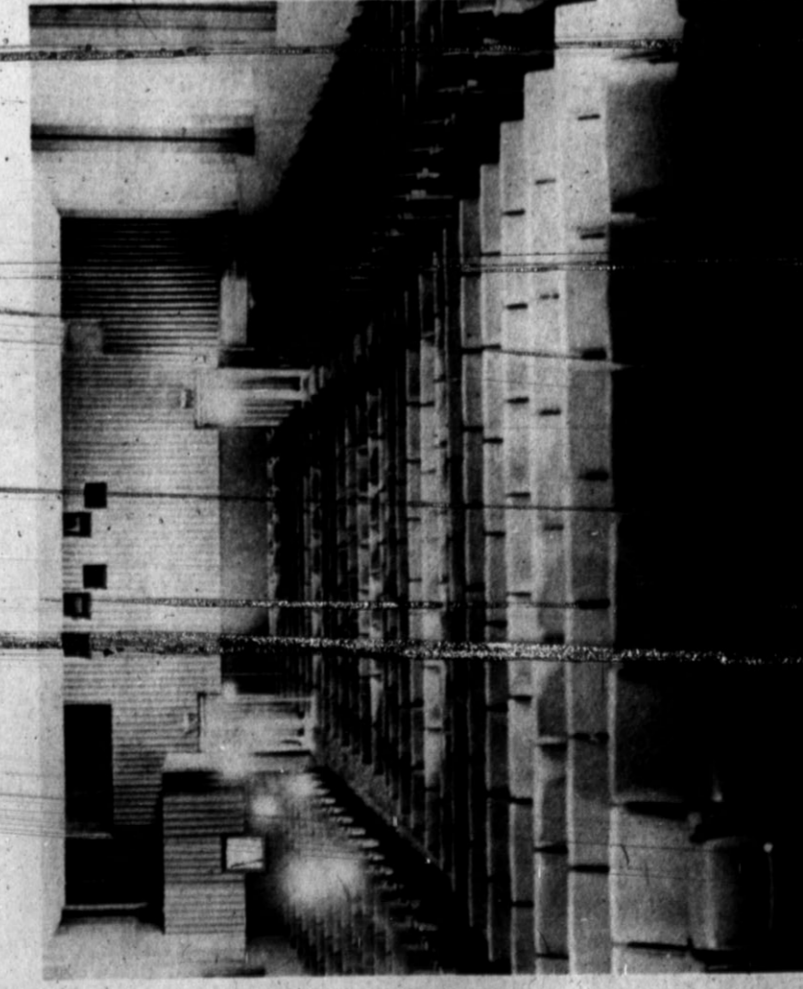
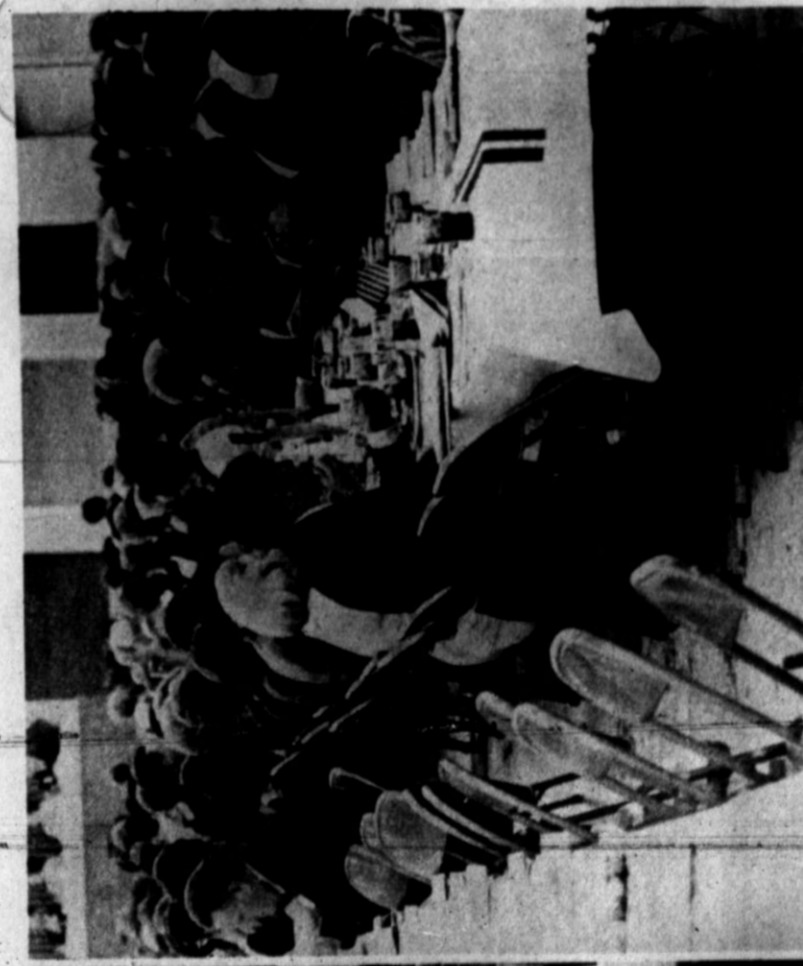
Hugh McCrary



Dick Montgomery



Bill Albright  
Executive VP



SEE THE DEAF SMITH COUNTRY COOKBOOK  
HARDBOUND and PAPERBACK STYLES  
Now Available at

**Arrowhead Mills**

Building A Better Way of Life thru the Chamber

**TECO PRODUCTS**  
MAKE TECO YOUR WESTERN EQUIPMENT HEADQUARTERS

East Hwy. 60 Phone 364-4204

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FOR 35 YEARS

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"A Complete Building Service"

1 Block East of the Courthouse Phone 364-3434

Support your Chamber of Commerce for a strong future

**CONTINENTAL GRAIN CO.**  
101 S. Lee Phone 364-2366

STANDING BEHIND AN ACTIVE CHAMBER.

**CONSUMER'S FUEL CO-OP ASSOCIATION INC.**  
116 New York Ave. 364-1146

**THE NATURAL ENERGY COMPANY SALUTES THE DEAF SMITH COUNTY CHAMBER OF COMMERCE**

**301 W. 3rd 364-1322**

*Sandy Caison*  
*Miss Hereford, 1973*



*Cindy Hairgrove*  
*Miss Teenage Hereford, 1973*

### Homecoming Exhibit

The Chamber joined in supporting Hereford's Hustler Herd by displaying a real Hereford—complete with maroon and white ribbon—for the Homecoming parade. The 4-H Club steer, owned by Lynette Clearman, is named "Big Juston", and was on display in front of the Cot Corral.

### Ag Committe Busy

Agriculture was deeply involved in sponsoring ag hours and promoting campaigns to relieve unfavorable circumstances for all phases of farming and ranching. In cooperation with the Governmental Affairs committee, victories were registered in holding beef prices in the spring and gaining early relief in the fuel shortage crisis.



SERVING THE PEOPLE OF THIS AREA  
WITH THE FINEST FARM EQUIPMENT.

**WHITE IMPLEMENT CO., INC.**

1403 PARK AVE.

HEREFORD

364-1155

THE FRIENDLY, FAMILY DRUG STORE  
**McDOWELL**  
**DRUG**

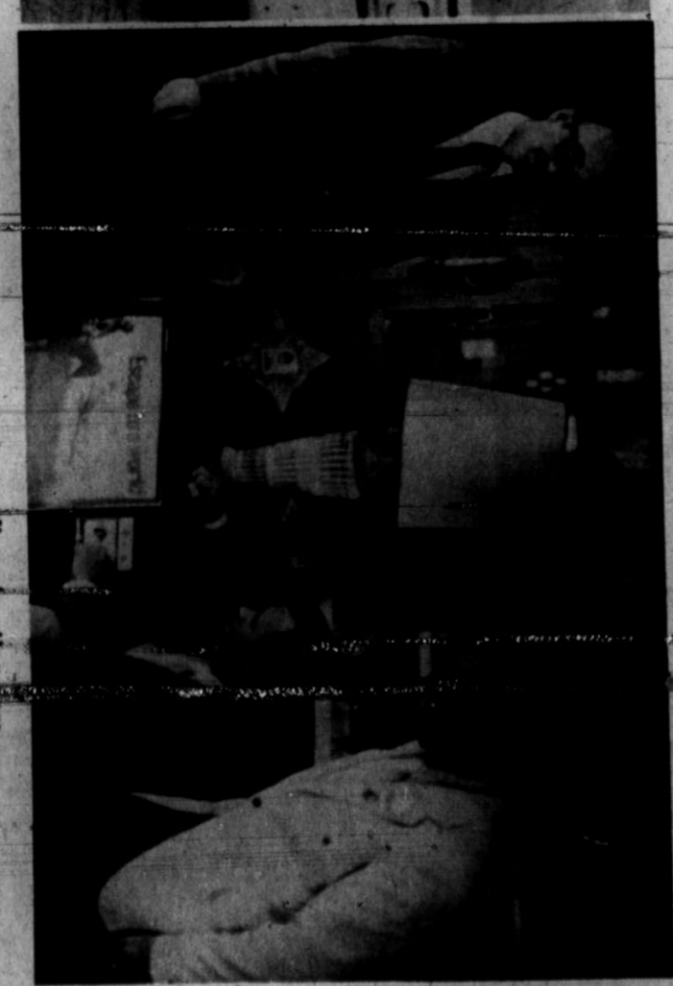
"Supporting Hereford & Deaf Smith County  
For 21 Years"

Downtown Hereford

364-1313



Milk maid chumps at Diamond Jubilee



Cable TV was one of new firms boating here

The chamber needs you...you need the chamber.  
**WAC SEED INC.**  
"Shooting for higher yields"

High Chassis mgr.

West of City 364-1424

Support the Deaf Smith County Chamber of Commerce  
**ALLRED OIL CO. INC.**

VETERAN PARK ROAD



PHONE 364-3366

**Herb Vogel** 364-6121

Fats Feeders Stockers



**VOGEL & KENDALL**  
**CATTLE CO.**

**L.L. Kendall** 364-6121  
Contracts on Fats Feeders Stockers

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364-6121



### Jubilee Souvenirs

The 75th Jubilee Celebration played a big role in Chamber plans and activities in 1973. At a luncheon for dignitaries at Hereford Country Club, Jubilee chairman Dale Young presented souvenirs to Dr. and Mrs. Lloyd Watkins, president of West Texas State University.



### CITIZEN OF THE YEAR

Jewell Smith was named "Citizen of the Year" for 1972 and was presented the coveted award at the annual Chamber banquet by Lions Club president Nolan Gladby.

### Diamond Jubilee Cake

Jubilee Queen Betty Hodges feeds a piece of the 73rd Birthday cake to Mayor Jim Sears during special ceremonies at the Community Center on Sept. 1, 1973.

An Active Chamber Means A Growing County.

### HI-PLAINS SAVINGS & LOAN

ASSOCIATION  
Fairth and Sampson



CHAMBER ACTIVITIES ARE WORKING FOR A BRIGHTER FUTURE



FARM SUPPLIES  
DRY FERTILIZER  
Sugarbeet Road

LIQUID FEEDS  
ANHYDROUS AMMONIA  
HEREFORD  
Phone 364-0142

### Membership Drive

A successful membership drive conducted in March swelled membership rolls. Rex Easterwood won top honors in the drive; Opal Norton was second and Irene McKinster was third.



### Publicity Committee

The publicity committee was one of the busiest during the year and counted their accomplishments: a new sign for the Chamber building, auto bumper stickers, a brochure of Hereford (Yesterday, Today & Tomorrow), and detailed plans for a truck sign plugging our community.

### Try Hereford First!

The Retail Merchants campaigned to get residents to "Try Hereford First" and buy it at home! The committee sponsored seminars on Small Business Administration, OSHA and in conjunction with crime prevention, an orientation designed to reduce shoplifting and bad check passing.

### Ode to Hustlers

The Hustlers "hustled" in 1973 and helped to highlight the Diamond Jubilee Celebration. "They hosted and greeted and led the way, with all that hustlin', what more can one say?"



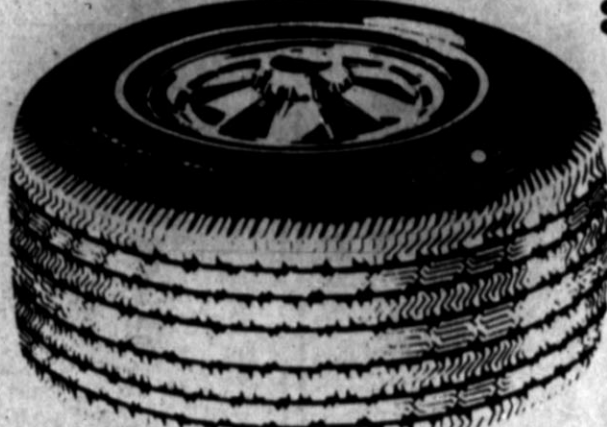
We urge everyone's support of  
THE DEAF SMITH CHAMBER OF COMMERCE

### BIG T PUMP CO. INC.

HEREFORD, TEXAS

New York Ave.

Phone 364-0353



**LOEE**  
OF CONSHOHOCKEN  
MAY WE SERVE YOU

**SHOOK TIRE CO.**

600 W. 1st. 364-1010

HELP PROGRESS OUR COUNTY . . . SUPPORT THE  
CHAMBER OF COMMERCE



**The ELECTRIC Company**  
FOR SO MANY PEOPLE

HEREFORD, TEXAS PHONE 364-3121

4th & LEE



### Education Committee

The annual New Teacher Banquet, sponsored by the Chamber's education committee, was held in the Civic Club Center with about 65 teachers being recognized. Visiting at the event were Mr. and Mrs. Charles Wagner and their teacher guest, Dixie Ford, and Rodney Laubhan, education committee chairman.

### Governmental Affairs

The Governmental Affairs group worked with most committees to insure action on vital issues. Much credit is due them for their persistence in resolving problem areas.

### Industrial Development

Industrial Development announced the addition of several new businesses and the major expansion of others. Continuing high quality economic growth was the theme for 1973.

### Area Development Vital

Area Development worked to obtain more favorable freight service for the area and to re-inforce the position on obtaining an early solution to the High Plains water situation.



Support a Hustlin' Chamber

**HEREFORD TEXAS-FEDERAL  
CREDIT UNION**

364-1888  
330 Schley



115 Schley

Hereford

Phone 364-1500

Supporting the Progress of the Chamber of Commerce

*Suit's Auto Supply Company*

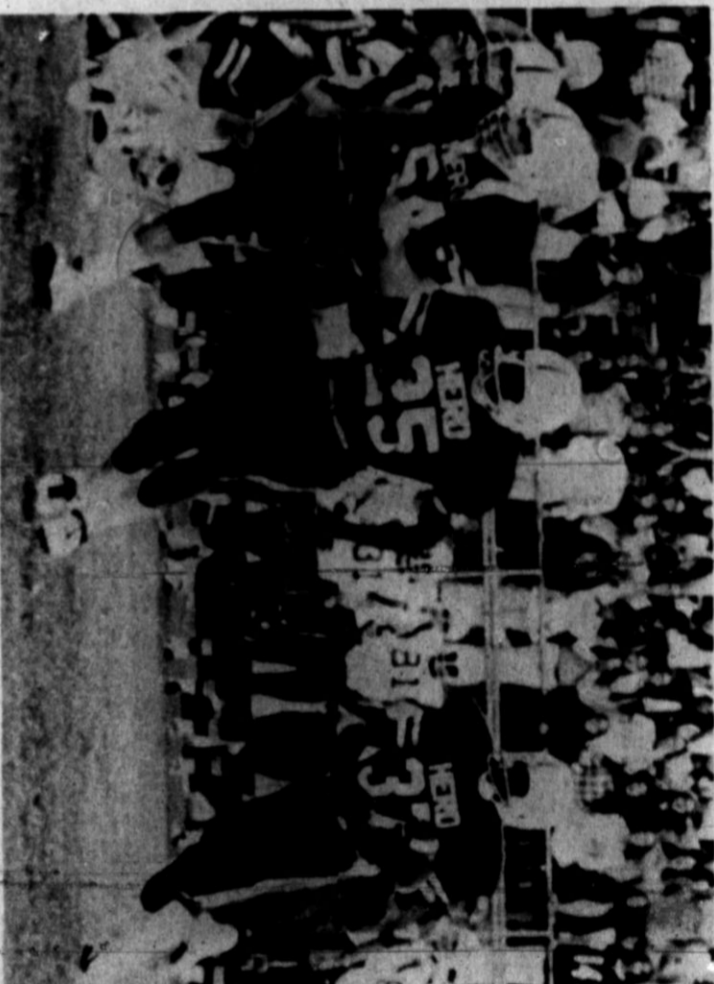
WHOLE SALE AUTOMOTIVE & TRACTOR PARTS & SUPPLIES

A STRONG COUNTY STARTS WITH AN ACTIVE CHAMBER  
**CAVINNESS PACKING  
COMPANY INC.**

PETE CAVINNESS owner  
TERRY CAVINNESS mgr.

"Growing with Hereford"

West Hwy 60  
364-0900



### Big Sports Committee

Sports sponsorship of track meets, a tennis tournament, a district coaches' conference, and football playoff games highlighted the sports scene. This committee was the largest and most active.

OFFICE (806) 364-0250

MOBIL (806) 289-5697

HOME (806) 364-1033



"QUALITY CATTLE FEEDING EQUIPMENT"

**OSWALT DIVISION**

Butler Manufacturing Co.

P. O. Box 1328

HEREFORD TEXAS 79045

**NOLEN LEGATE**  
Branch Manager



"Congratulations Chamber on a great year  
in 1973. Good Luck in 1974."

212 Sampson

TIME and TEMPERATURE DIAL 364-5100

364-3456



**Transfer Of Leadership**

Executive VP Bill Albright poses with the 1973-74 Chamber leaders. At left are Roy Faubion, C of C president for 1974, and Lavon Nieman, Women's Division leader for the new year. At right are Helen Lee and Jim Conkwright, retiring leaders.

**A Message from the New President...**

Dear Friends,  
In looking ahead for Deaf Smith County we first have examined the foundation that has been built in the past. Our confidence in the year 1974 and its optimistic promises stem from the fact that your chamber is firmly established with a strong membership and healthy past.

Certainly the national and world problems are evident, and they will have their effects on our area. But, your chamber leadership accepts the problems as opportunistic challenges and we promise to meet them head on. Our approach to solutions will be aggressive and imaginative, drawing from the rich resources that we have in the minds and talents of our members.

There is not the slightest doubt in the minds of your committee chairmen, the members of the board, and the staff that we will have the successful chamber year that you expect and deserve. It will be a year for hard work and total involvement of the people of Deaf Smith County. Make sure you are a part of this exciting experience by expressing yourself to the committees, the board, and the management of your chamber.

Please accept my warmest thank you for allowing me to serve you this year.

ROY D. FAUBION

WE SUPPORT HEREFORD'S CHAMBER OF COMMERCE

**BARRICK**

**FURNITURE & APPLIANCE**

"NEVER UNDER SOLD"



Strong Chamber Activities make a stronger Future

**JOHN ORSBORN BUICK - PONTIAC**

Wouldn't you really rather have a BUICK? or Pontiac or GMC Pickup.

142 N. Miles Ave. HEREFORD

364-0990

**PEOPLE MAKING THINGS HAPPEN  
MAKE PROGRESS**

**The Hereford Brand - Sunday Brand**

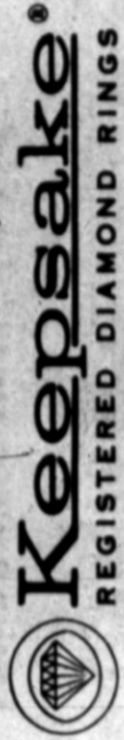
SUPPORTERS OF HEREFORD AND MAGIC TRIANGLE

**Hereford Bull Awards**

Honorary "Hereford Bulls" were presented to several dignitaries during the year, and three presentations are pictured here. President Jim Conkwright makes the presentation to Gov. Dolph Briscoe, who served as grand marshal of the Jubilee parade, while Mrs. Briscoe looks on. State Ag Commissioner John White received his Bull at the quarterly meeting during the special week. Baseball's famed Mickey Mantle, here for a youth baseball program, proudly holds his Bull award at a banquet in the Bull Barn.



When You Know It's For Keeps, Choose



**Kester's Jewelry**

Across From The Post Office

Support Progress... Support the Chamber of Commerce

**BOOTS and SADDLE SHOP**

ACROSS FROM SUGARLAND MALL

HEREFORD

364-5332

JOIN THE TEAM... WORK TO SUPPORT AN ACTIVE CHAMBER OF COMMERCE

**HEREFORD FEED YARDS**

EAST HWY. 60

HEREFORD, TEXAS

PHONE 364-0172

# So What's in Store For 1974?

## TRANSPORTATION

Chairman: Burke Lamm  
Serve as focal point and action agency on all matters of passenger and freight transportation, including air, rail and highways.  
Support Highway 60 and Highway 284 Associations and the proposed Interstate Road, Roswell to Amarillo via Hereford.  
Promote a program of continuing improvement of Hereford streets and construction and maintenance of roads in Deaf Smith County.  
Promote the development and use of the Hereford Airport and promote the viability of the Amarillo Air Terminal.  
Maintain relations with Aviation, Rail and Highway Office in the interest of promoting economy in Deaf Smith County.



## CULTURE, ARTS, RELIGION AND EDUCATION

Chairman: Berta Olesen  
Coordinate with local clubs and organizations in the promotion of fine arts, education, religion and other cultural activities in Hereford.  
Sponsor the annual New Teachers Banquet.  
Provide a recognition for Hereford High School Valued Citizen and Salutatorian.  
Encourage active participation in activities of local churches.



## GOVERNMENTAL AFFAIRS

Chairman: Seane Ocker  
Monitor local, state and national issues which have an effect on the local economy and recommend policy positions on legislative issues.  
Sponsor orientation courses on practical politics and current issues.  
Sponsor public meetings with state and national legislators.  
Conduct such activities as voter registration and "Get-Out-The-Vote" campaigns.



## HEALTH & SAFETY

Chairman: Ron Waby  
Actively support a program to encourage the availability of adequate professional resources for the community.  
Support and promote programs designed to improve the health and safety of the community.  
Coordinate with local groups in matters pertaining to preventive and corrective actions involving health and safety in general.



## WATER

Chairman: Charles Schelske  
Initiate action to focus local, state and national attention upon the economic development of water in the Panhandle Area.  
Actively promote conservation of water.  
Support the Deaf Smith County Water Association and Water, Inc.



## Here are your Committee Chairmen for 1974 and a list of the tasks which constitute the Chamber's Program of Work for this year.

## RETAIL TRADE

Chairman: Lynn Arnold  
Unite all local retail areas to promote Hereford as regional retail center.  
Assist in coordinating retail promotions in Deaf Smith County.  
Promote better consumer relations thru dissemination of information on the free enterprise system and profit motivation.  
Promote and coordinate a sales course by clinic and other orientation programs.  
Coordinate the establishment of holidays to be observed by retailers.  
Assist special committee with Christmas Decorations.



## PUBLICITY

Chairman: Joanne Price  
Promote Hereford as the "So Spitable Hustlin' Hereford" of the Panhandle Empire.  
Provide input for monthly newsletter.  
Coordinate repainting, replacing and installation of all Chamber of Commerce signs as required.  
Utilize all available communicative media to tell the "Hereford Story" and to promote chamber projects.



## HEREFORD HISTORIANS

Chairman: Melvin Jayroe  
Act as official host for Deaf Smith County.  
Assist in special projects for the community.  
Visit all new business and professional offices as soon as they are open.  
Assist membership committee in sustained campaign for new members and help conduct annual membership drive.



## MEMBERSHIP

Chairman: Ed Copley  
Conduct a sustained campaign to enroll every reputable individual, firm, or corporation in Deaf Smith County's program of quality growth.  
Conduct an annual membership drive.  
Develop and implement a systematic program to contact prospects and to maintain communications with the membership.  
Review annually the membership support of each member to identify those members whose business growth would indicate their ability to increase their investment in the Chamber.



## SPECIAL ACTION COUNCIL FOR HUMAN RESOURCES DEVELOPMENT

Chairman: R.C. Heescher  
Directly confront and challenge every citizen in Deaf Smith County who is physically and mentally able to perform, to become actively involved in the civic affairs of this county, through whatever organization he or she may wish to participate in.  
Learn the habits, thinking, and dreams of every citizen as they may pertain to the improvement of our way of life for today and the future.  
Communicate with organizations in every phase of activity about the results in the hope to uncover a large amount of volunteer help for every worthwhile endeavor.  
Demonstrate to the State and Federal governments that Deaf Smith County has the grass roots leadership and inventiveness that fearlessly faces problems and works out solutions, and to express their appreciation for such an effort will spread throughout the United States.  
To provide the basis for a continuation of such human resources development on a year to year program.



## INDUSTRIAL DEVELOPMENT

Chairman: Earnest Langley  
Develop a comprehensive and continuing plan of prospecting.  
Continuously update material and information provided to prospects.  
Organize and train a team to meet with industrial prospects.  
Maintain liaison with other industrial development agencies.  
Initiate study to determine feasibility of establishing an Industrial Foundation and/or an Industrial Park in Hereford.



## SPORTS

Chairman: Jake Webb  
Develop a complete recreational plan for the area.  
Sponsor a local Tennis Tournament for all ages.  
Sponsor AAU, Junior Olympic and area High School Track Meet.  
Assist other sports or recreational groups when aid is needed.



## TOURISM

Chairman: Allen Parson  
Attract more conventions and meetings to Hereford.  
Promote and support the musical production "Texas".  
Support the Panhandle Fairground Association in an effort to establish permanent recreation opportunities in the Panhandle area.  
Provide assistance in conducting local tours.



## ENVIRONMENTAL

Chairman: Ed Allison  
Plan and conduct a campaign designed to encourage conservation of all types of resources and energy sources vital to the economy and well being of Deaf Smith County.  
Coordinate with local agencies on matters pertaining to pollution control.  
Monitor and coordinate program with the beautification committee of the Women's Division on clean up campaigns and anti-litter programs.




# DOYLE JOHNSON CHEVROLET - OLDS, INC.

THE NO. 1 DEAL ON THE NO. 1 CAR FROM THE NO. 1 DEALER ... HWY. 385 NORTH ... HEREFORD

The Chamber of Commerce is people, working together for the good of all ... and we're proud of our small part in helping Hereford and Deaf Smith County grow.

Come In  
And  
Be Somebody!



We're The  
Happy  
People!

# Anthony's

GRANTHONY CO.

TWO STORES TO SERVE YOU  
DOWNTOWN & SUGARLAND MALL

### SUPPORTING HEREFORD'S CHAMBER OF COMMERCE

PREMIER  
HUSH PUPPIES  
ALLS  
JUMPING JACKS

Your Name Brand Shoe Center  
U.S. KEBS  
AVIDAS  
PEWIN



RED CROSS  
FLORISHEM  
SOCIALITES  
PERSONALITY

# HAROLD CLOSE

## Rx WALGREEN AGENCY DRUG

"MORE THAN JUST A PHARMACY"

A complete family shopping center... with gift department, fountain, cosmetics, health and beauty aids, plus much much more!

### GROWING CITY... A GROWING CHAMBER OF COMMERCE

"We Support Both"

Enjoy a movie this week at the  
**STAR & TOWER THEATERS**