

Four-County Livestock Show Opens

Almost 500 animals are expected to begin their parade through the show arena at the Bull Barn today as the annual Hereford Young Farmers Junior Livestock Show gets underway. Most of the animals were weighed in Wednesday with the first round of judging expected to be at 2 p.m. today in

the hog division. Judging for lambs will begin at 8 a.m. Friday with the judging of steers at 2 p.m. Friday.

Sale of the top-ranking 130 animals is expected to begin Saturday afternoon after the annual 4-H and FFA Livestock judging contest Saturday morning.

Admission to the Bull Barn for the showing, judging and selling of all animals is open to the public. There will be no admission charge.

THE ANNUAL show will feature about 350 animals of youngsters in Deaf Smith County along with another expected 150 animals from Oldham, Parmer and Castro Counties.

Many of the steers entered in the show will be weighed in early today and lambs to be shown will be classified beginning at 8 a.m. today.

The hog show, to begin at 2 p.m. today, will be judged by Jim McMannigal of the Agricultural Department at West Texas State University. Division Superintendents of hogs are Jimmy Christie, Joe West and Bill Cheek.

THE JUDGING of the lambs, to be at

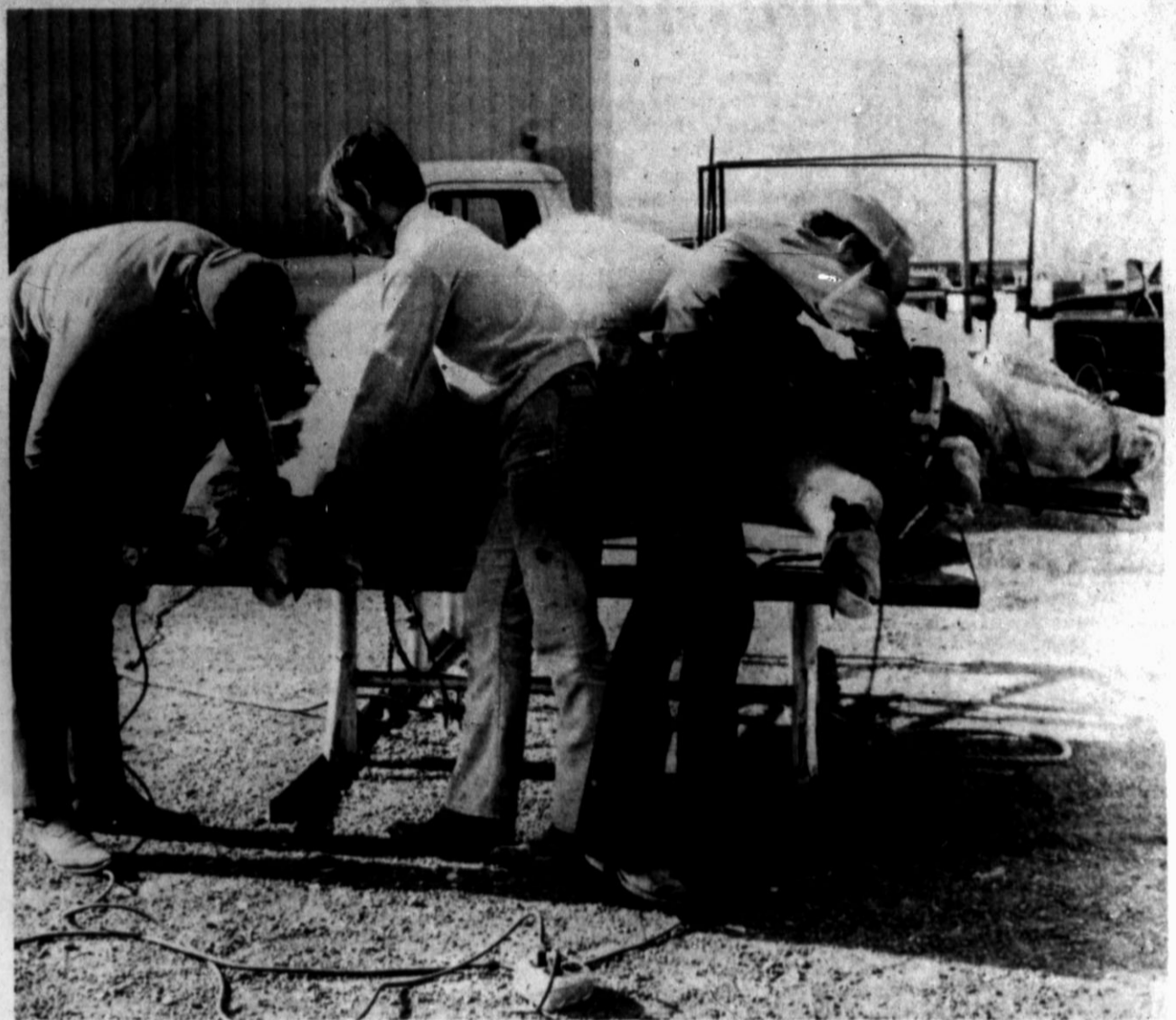
8 a.m. Friday, will be by Tooter Smith, agricultural teacher at Kress. Division superintendents are Robert Higgins, Jim Bob Perrin and Ronnie Andrews.

Judges of the steer division will be Don Beerwinkle of the Agricultural Department at West Texas State University. Judging will begin on the steers at 2 p.m. Friday. Division superintendents of steers are Tommy Sparkman, Jack Andrews and George Muse.

GENERAL superintendents of the show are Layton Sawyer, Don Howard and Joe Shultz.

Officials of the show said buyers will be able to tell if a youth wishes to keep his animals because of special markings on the ticket. Officials also have arranged methods to avoid confusion when buyers wish to keep animals rather than send them to market.

Animals to be sold Saturday will include the champion lamb of each class; grand and reserve champion hogs; the 30 top steers; 40 top lambs and 60 top hogs. The champions of each division will be sold first.



Getting Ready For Show

Deaf Smith County Agent Justin McBride, left, and assistant Robert Devin, right, help Mike McCathren put the finishing touches on this calf to be shown in the annual Young Farmers Junior Livestock Show which gets underway today. The men here are polishing the hooves of the calf in preparation for the steer judging contest.

Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says when you look at your troubles, your eye becomes a microscope, enlarging things to a thousand times their real size.

THE ANNUAL Junior Livestock Show gets underway today under the sponsorship of Hereford Young Farmers organization. It should be another interesting show and draw a large number of spectators. You can help the youngsters who put so many hours into raising the stock, too, by participating in the sale Saturday afternoon.

How about those hustlin' Whiteface cagers? The Herd beat Monterey at its own "keep-away" game last week in Lubbock, then beat the Westerners in a basketball game here Tuesday. An exciting district race appears in the making, with any team capable of beating any other team on a given night.

NOTE TO A caller: In response to your question about the byline of "Dr. Roy Hartman" over an article last week on the editorial page, The Brand was correct in using the title. The superintendent earned his doctor's degree in education last year.

the Hereford Brand

73rd Year - No. 4 Hereford, Texas, Thursday, Jan. 24, 1974 32 Pages

This writer had intended to have some column notes concerning the Chamber banquet in The Sunday Brand, but the death of my grandmother took me out of town suddenly. Although it's a few days late, here are observations:

It was time to present the coveted "Citizen of the Year" award at the Chamber banquet Thursday night, and Jim Hale-Lions Club president—was just getting started on the list of accomplishments of the honoree. A few people had guessed who the man was... then something happened that left no doubts.

"Atta' boy, Pop!", came a proud exclamation toward the rear of the banquet room. Alex Schroeter, unable to stem the rising jubilation of the moment, had risen from his chair and waved an arm in the air to salute a father who had been his "man of the year" every year. The crowd loved the impromptu response, and they loved the man who was so deserving of recognition for his unselfish work in the community. Congratulations, Major Schroeter!

The banquet speaker, Dr. Heartsill Wilson, apparently won hearty approval from most of his audience with an intense, thought-provoking message on the state of the nation and why it is time "to stand up and be counted." A long line of banquet-goers stayed to shake hands with the speaker and congratulate him on his talk.

Dr. Wilson tossed out some real "attention getters" during his talk, including some opinions on how things were going to be in the 21st century. The speaker was one of 68 people—all experts in their fields—who were invited to attend a conference and discuss the future.

One speaker predicted that deaths and births would be "programmed" during the next century. Another forecast that much of the world's food would be reaped from the ocean floor—not only because of scarcity of farmland but due to pollution. One predicted that transplant of vital organs would be common, with the exception of the brain.

A noted historian predicted the United States would not be around to see some of these things. "This statement made me mad, and I asked for his reasoning," Dr. Wilson told his audience. The historian listed five things which he said had caused the downfall of great civilizations, and he thinks America is headed well down that road.

The five factors were: immorality of the people, breakdown of law and order, the turning away from Godliness, breakdown in confidence of the governmental system, and polarization of the population.

"Some people don't realize how blessed they are to live in this part of the country," Wilson stated. He pointed out that in many metropolitan areas, people are cautioned not to walk alone after dark on city streets. It was the speaker's opinion that the breakdown of law and order should not be blamed on enforcement officers, but on the judiciary system.

Dr. Wilson also commented on some of America's other problems, but he emphasized that "with all our problems, we still have the greatest nation in the world." The main solution is for "grassroots American citizens to get involved... and to stand up and be counted."

Herd Bops LHS, Looks To P'View

Whitefaces, Bulldogs Now 2-0 In District, Face Off Friday

There will be standing room only Friday night in Plainview.

The Hereford Whitefaces, via a 73-64 win over Lubbock High here Tuesday night, will be battling for the District 4-AAAA lead Friday night as they travel to Plainview. Hereford, now 2-0 in district, is presently tied with the Bulldogs for the lead and Friday night's game should go a long way in deciding the winner of the first half of district play.

Plainview, also 2-0 in District and one of the pre-season picks to win the title, won a squeaker Tuesday night over Snyder in two overtimes 51-49.

Tipoff for the contest is set for 7:30 p.m. in Plainview High gymnasium. Junior varsity and sophomore games will precede the varsity game at 4 p.m. and 5:45 p.m.

THE HERD, behind the shooting of Dennis Noggler, jumped off to a 20-18 first period lead and then a 41-34 intermission margin over the Westerners Tuesday night. Noggler, who finished the night with 22 points, had 16 of those points in the initial half and also was six-for-six at the charity line during the initial two periods.

However, Noggler's performance for the Herd was not enough to offset the excellent outside shooting of Lubbock's Danny Marrujo, who also had 16 points at the half—all from long distance.

THE GAME, and especially the first period, was laden with fouls as both teams recorded a total of 43 fouls during the contest. Lubbock had nine of the 14 first-period infractions.

Hereford quickly jumped to a 10-point lead just after the third period started

and maintained about a 10-point margin the remainder of the contest.

Herd postman Dan VanderZee, guard Mike Albarr and forward James Harris all shared with Noggler in the scoring

honors as each scored in double figures. VanderZee netted 19 points with Albarr getting 17 and Harris 13. Lynn Tarr added the other two points to round out the scoring.

Marrujo finished with 25 points for the Westerners to lead all scorers and teammate Chuck Harjes added 16 as the only other Westerner in

See HERD Page 2

By School Board

Contracts Renewed

By DON RICHARDS
Brand News Editor

Hereford's School Board of Trustees in a called session Tuesday morning approved new three-year contracts for Athletic Director Larry Dippel and several administrative assistants and voted to raise the pay for substitute teachers to \$20 per day.

Trustees also backtracked on a recent vote on Supt. Roy Hartman's contract extension because it was feared the original vote by the board, which was taken in closed session, might be declared void. Trustees, this time in open session, gave Hartman the same one-year's extension to his present contract with the vote of the board staying the same 4-3 count as was recorded in the earlier closed session.

IN OTHER major action Trustees approved an administrative "chain of command" chart and decided to make application with the Texas Education Agency for a bilingual program in lower elementary grades in Hereford.

Dippel, who also serves as head football coach and carried the Whitefaces to the regional finals for the second time in his three years as head coach, was given a new three year contract and, along with six other administrative personnel, was set up on a salary schedule in line with state requirements. The schedule sets a minimum salary for school personnel based on education level achievements and total years experience in the teaching profession. However, school boards are allowed to pay personnel above the

See TRUSTEES Page 3

Five Now In Trustee Race

Four more candidates jumped into the School Trustee race this week to bring the number of hopefuls to five for the two open positions.

The two positions, elected as at-large positions with the top two vote-getters winning, are presently occupied by Dr. A.T. Mims and Hilrey Aven. Both have announced they will not seek re-election.

Filing this week for the April 6 election were Lynton Allred, Jim Clark, Jim Conkwright and Glenn Watts. Announcing last week for the race was Bill Johnson.

Persons wishing to run for the school board election have until March 7 to file with school tax-assessor-collector Orpha Click, who is serving as election clerk. Filing should be done in the school tax office on Sampson Street across from the Deaf Smith County Courthouse.

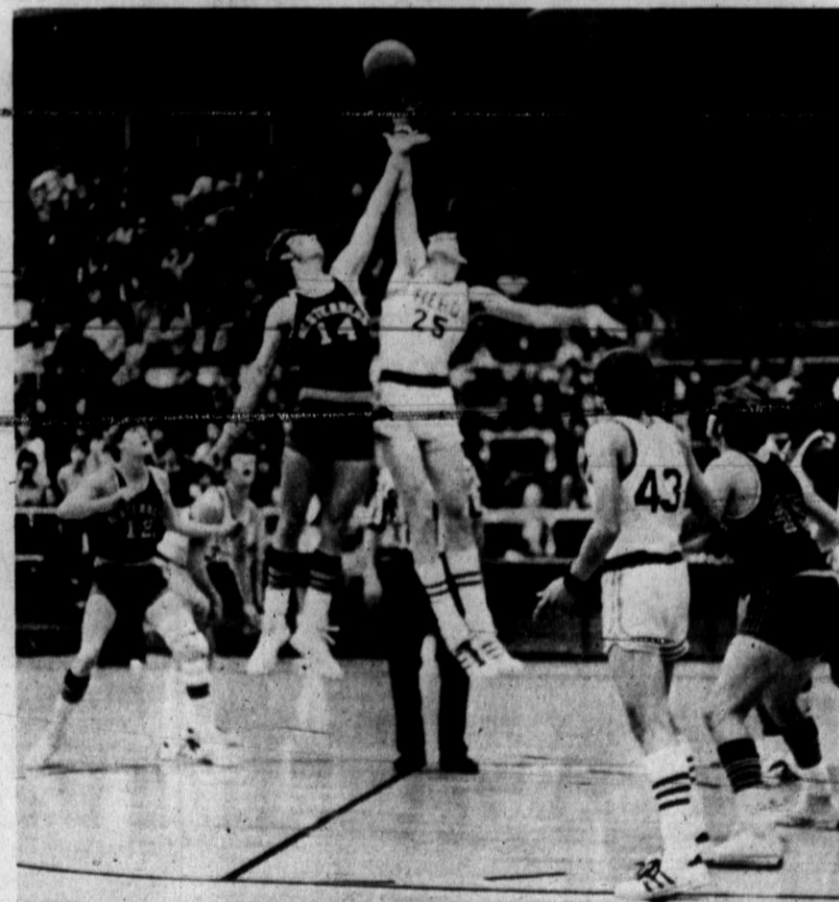
Allred, 30, is a petroleum wholesaler with Allred Oil Company in Hereford. He and his wife, Joyce, reside at 334 Centre with their two sons, Mike 7 and Brad 4.

Clark, 42, is owner of Jim's Plumbing, Heating and Air Conditioning in the city and resides at 605 South Main. He and his

wife Elaine, have three sons and a daughter, Tommy 14, Brent 11, Bruce 10, and Michelle 8.

Conkwright is a rancher in Deaf Smith County and is immediate past president of the Chamber of Commerce. He and his wife, Janice, reside on Rt. 4 and have two daughters, Robin 7, and Leslie 4.

Watts, 49, who lives at 308 Star, is vice president of Agri-Sul. He has lived in Hereford all his life and he and his wife Bunny have two sons ages 25 and 21, and a daughter age 15.



Brand Photo By Don Richards

By At Least A Hand

Hereford's Lynn Tarr (25) goes up at least a full hand higher than Lubbock High's Ricky Merritt on a jump ball during action here Tuesday night. Standing around the circle for Hereford is Gerald Shipley at left, and Dennis Noggler (43) and James Harris at right. Hereford won the game 73-64 to remain undefeated in district play. The Herd and Plainview, also undefeated in district, will battle for the district lead Friday night in Plainview.



LYNTON ALLRED

JIM CLARK

JIM CONKWRIGHT

GLENN WATTS

Harvey Milton Files For City Commissioners Post City Approves Bid For New Shop

By DON RICHARDS
Brand News Editor



Harvey Milton this week announced his candidacy for Place 3 on the Hereford City Commission.

The city election, scheduled for April 2, will include Places 3 and 4 on the city commission. The places are presently occupied by Dub Boyd and Frank Barrett respectively. Neither of the two incumbents have announced their plans whether they will seek re-election or not.

Milton, 31, is employed by Owens Electric in the city and resides at 213 Greenwood. He and his wife, Joan, have three daughters.

Persons wishing to file for the two positions up for election have until March 1 to file their names with the Hereford City Secretary in City Hall.

Terms on the non-paying City Commission post are two-year terms with two of the four commissioners coming up for election each year. The mayor's post also is a two-year term, but will not expire for another year.

Hereford City Commissioners Monday night let the bid for a new city shop building and voted to join a radio network system that would put the city police, sheriff and highway patrol on the same radio frequency.

Bid for the new shop building, to be located near the old building near the city dump grounds, was approved from Brownlow Brothers in the amount of \$40,758.41. Brownlow won the bid as the low bidder among three bids submitted. The base bid for Brownlow was \$41,658.41, but an alternate bid for a different roof for the

building called for a deduction of \$900 which the commission accepted.

Other base bids were submitted by Hallmark and Hunter Construction in the amounts of \$41,974 and \$45,759 respectively.

Cost of the building will be paid out of revenue-sharing funds received by the city from the federal government.

The Panhandle Regional Planning Commission (PRPC) has set up the new radio system whereby all law enforcement personnel would be on the same frequency to insure better communication. Dudley Bayne, city manager, said he felt the city police department presently had an "excellent" radio system, but that the Commission should join in with the new system.

The new radio network will cost the city \$6,857 with the state paying an additional \$21,000.

operating in the black," said Mike Patrick, vice chairman of the Center Board. "We have a budget, but have many repairs to the building and lot and are just getting our heads above water good. We hadn't budgeted this assessment and it will really throw us into a bind. We would have to postpone many other repair jobs that are desperately needed. Things are looking up and we want to keep it that way."

Commissioners explained that they could not pay the assessment because of the precedent it might set for others who may not want to, or can,

pay the paving assessment. Commissioners then told Patrick that a lien could be placed against the property of the Day Care Center, and any person who buys the land and building in the future will have to bear the \$673 expense.

The Day Care Center presently is using a track of land at no cost under an agreement that the land will revert to original owners if the Day Care Center quits or becomes something other than a non-profit organization.

—SET THE city election for April 2 with voting to take place

in the Community Center. Filing date for the election was set at March 1. The two places up for election this year are Place 3, presently held by Dub Boyd, and Place 4, presently held by Frank Barrett.

—Approved the contract for the lease of Hereford Municipal Airport to Hereford Aviation.

—Discussed the 1974-75 proposed budget and planned for additional capital expenditures in the next fiscal year. Bayne said the city was "in relatively good shape financially" and that there will be "no increase in water or sewage rates or in the taxes."

Herd To Play Plainview Friday

Continued From Page 1

double figures.

THE WIN set Hereford's season record at 17-7. Lubbock is now 0-2 in district and 5-17 for the year.

In other action around the district in addition to the Plainview-Snyder game, Lubbock Coronado won a close one over Lubbock Monterey 48-47 in regulation time.

Hereford also won the junior varsity and the sophomore games over the Lubbock team Tuesday night. The Herd JV beat the Westerner JV 65-53 as Mike

Hull dropped in 22 points, backed by Jim Arney with 16 and Craig Nieman with 12.

In the sophomore game Vance Hennington had 18 and Mike Crim hit for 11 to pace Hereford to a 51-44 win.

Over the weekend the sophomores dropped two games in the Canyon junior varsity tournament. The sophomores had defeated Spearman Thursday, but lost to the Berger JV and to Floydada JV in the finals.

Dave Charest put in 12 points in the 63-39 losing effort against Berger. In the 53-48 loss to Floydada JV, Mike Crim netted 13 and Dave Charest had 10.

Hereford 20 41 59 73
Lubbock 18 34 44 64

HEREFORD — Andrew Wingert 0-0-1-0; Mike Albiar 7-3-2-17; Junior Morales 0-0-0-0; Lynn Tarr 1-0-0-2; James Harris 6-1-4-13; Dennis Nogger 7-8-4-22; Dan VanderZee 9-1-5-19; Gerald Shipley 0-0-1-0. Total fouls 17.
LUBBOCK — Danny Marrujo 11-3-3-25; Eric Felton 3-1-4-7; Chuck Harjes 7-2-5-16; Ricky Merritt 0-1-4-1; Billy Duffy 3-0-5-6; James Moore 0-0-2-0; Jesse Mojica 0-0-2-0; David Rogers 2-0-1-4; Mike Pope 2-1-0-5. Total fouls 26.

IN OTHER major action:

—Representatives of the Hereford Day Care Center appeared before the Commission concerning the \$673 the city had assessed the Day Care Center under the recent street paving program. The representative requested the city pay the \$673 for the Day Care Center to defer the costs of the paving.

—For the first time in a long time the Day Care Center is

Funeral For Mrs. Craig Conducted Here

Funeral services for Mrs. Eldon Craig, 61, of 205 Ave. K, were conducted Wednesday afternoon in First United Methodist Church by the pastor, Dr. Jordan Grooms. Burial in Rest Lawn Memorial Park was directed by Gilliland-Watson Funeral Home.

Mrs. Craig, a resident of Hereford since 1945, died Sunday in M.D. Anderson Hospital at Houston.

She was a native of Tennessee, born Dec. 22, 1912, at Kenton, and was Louise Thomas before her marriage to

Eldon Craig Feb. 28, 1934, at Plainview. She came to Texas in 1915 from Tennessee, and moved to Hereford from Hondo, N.M.

Survivors in addition to her husband are two daughters, Mrs. Bedford Forrest of

Amarillo and Mrs. Wayne Smith of Plano; her mother, Mrs. Jamie Thomas of Kress; a sister, Mildred Wheeler of Plainview, and five grandchildren.

Her family has requested that memorial gifts be made to the American Cancer Society fund.

Funeral Set For Woman

Funeral services for Zulema Flack Encinas, 49, of 1515 Wulff, will be conducted at 2 p.m. Friday in Rose Chapel of Gilliland-Watson Funeral Home with the Rev. J.L. Bozeman, pastor of Temple Baptist Church, officiating. Burial will be in Rest Lawn Memorial Park.

The Hereford woman died Monday at McAllen, where she was visiting in the home of her daughter, Mrs. Tom Coleman. She was born in Electra March 31, 1924, and came to Hereford as a girl. She married Pete Encinas here in 1942 and he survives her.

Also surviving in addition to

her daughter are two sons, Pete of Killeen and William, who resides in California; her father, W.C. Flack of Hereford; a sister, Ann Werner of Hereford; three brothers, J.C. Flack of Oklahoma, J.M. Flack of Washington and Harold Flack of California, and five grandchildren.

Grandmother Of Two Residents Is Dead

Funeral services for Mrs. O.M. Tinnin, 93, of Ralls, grandmother of Mrs. Charles Springer and Mrs. Barney Gray of Hereford, were conducted Wednesday in First United Methodist Church at Ralls, where Mrs. Tinnin had lived since early in this century.

Her death occurred Tuesday morning. Burial was in the Ralls Cemetery.

Mrs. Tinnin was acquainted with many Hereford residents as she had often visited family members here. She was the mother of the late Dale Tinnin.

Infant Gamez

Daughter Buried

Burial of Alicia Guzman Gamez, infant daughter of Mr. and Mrs. Anstulio Gamez of 319 Ave. C, was conducted Sunday in West Park Cemetery, directed by Gilliland-Watson Funeral Home.

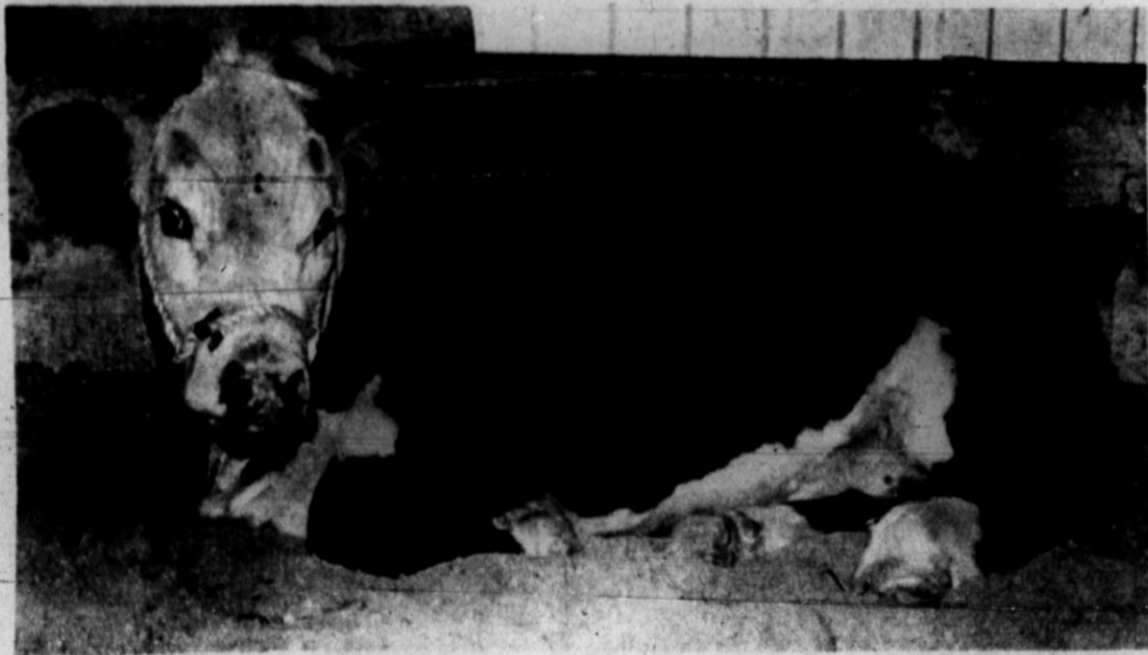
The baby died Saturday in Deaf Smith General Hospital. No formal funeral service was held.

OUR CONGRATULATIONS TO THE YOUNG FARMERS, FFA and 4-H CLUB MEMBERS ON YOUR 1974 Annual FAT STOCK SHOW

Thursday, Friday and Saturday

JANUARY 24, 25, & 26, 1974

SALE DATE: SATURDAY, JANUARY 26 at 1:30 P.M.



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Employers To Meet W-2

Deadline

Many Hereford area taxpayers will not be able to receive early refunds this year unless they receive their W-2 Forms from their employers soon.

Internal Revenue Service (IRS) Administrative Officer, Elton W. Davidson, reminds employers that next Thursday, Jan. 31, is the last day to have completed W-2 Forms in the hands of their employees.

"W-2 Forms for those employees who left the job during the year should have been furnished to the employees not later than 30 days after the last paycheck," Davidson reminded. "Those W-2's which are undeliverable should be sent to the IRS with the employer's Form 941 or 941E for the second quarter of 1974," he said.



Pageant Planners

The steering committee for Miss Hereford pageant of 1974 approved plans and completed appointment of chairmen at a Monday meeting. From left are Mrs. Lynn Kester, who heads the steering committee; Mrs. O.G. Nieman, president of the sponsoring organization, the Chamber of Commerce Women's Division; Mrs. Dwight McGee and Mrs. Terry Caviness, co-directors.

Chamber Ladies Diagram Miss Hereford Contest

This is it! will be the theme of the 1974 Miss Hereford pageant, to be staged the evening of March 23 to select this city's entrant in the Miss Texas pageant.

Entry is open now for girls who meet requirements of the Miss America contest: over 18 years of age and never married. Younger girls may enter to compete for the title of Miss Teenage Hereford. An intensive search for entrants will be made beginning Feb. 3.

The steering committee for the pageant, made up of members from the Deaf Smith Chamber of Commerce Women's Division which sponsors the annual event,

announced plans and completed committee chairman appointments at a meeting in the chamber office Monday morning.

Mrs. Lynn Kester is chairman of the steering committee and the pageant co-directors are Mrs. Dwight McGee and Mrs. Terry Caviness. Mrs. Ken Rogers is committee secretary.

Other members at the meeting were Mrs. Jack Renfro, Mrs. Harlan VanderZee and the Women's Division president, Mrs. O.G. Nieman. Mrs. J.W. Robinson is chairman of entries and has planned to send letters early in February to girls and their

parents, inviting entrants to register, then make personal contacts. An informal party for prospective entrants is planned at 2 p.m. Feb. 17 at Community Center.

The co-directors plan to attend a workshop for local pageant directors, sponsored by the Miss Texas committee, at Fort Worth Feb. 1 and 2.

All committee chairmen are to meet at 10 a.m. Monday in the Chamber of Commerce office, and steering committee members again Feb. 18 to complete detailed plans.

Ideas for stage decoration were discussed Monday morning, and decision was made to limit trophies at the pageant to

Miss Hereford, Miss Teenage Hereford, their first and second runners-up, Miss Congeniality and the talent winner. Roy Paulson, C of C president, will again serve as master of ceremonies.

To complete the list of chairmen, Mrs. Danny Martin was named to head the welcome committee, Mrs. Calvin Goodin to direct decorations and Mrs. Guy Warden advertising.

Heading other committees are Mrs. Clint Formby, judges; Mrs. E.H. Hendon, publicity; Mrs. Ed Line, sponsors; Mrs. Jack Wilcox, banners; Mrs. Melvin Hoover, tickets; Mrs. Nieman, program books.

Trustees

Continued From Page 1

minimum required by the state.

HARTMAN recommended the schedules and the three-year contracts and the board approved them all unanimously. Salaries for the new contracts were set at: Dippel \$17,000; Richard Robinson, vocational director, \$15,500; Mal Manchee, director of Planning and Evaluation, \$14,000; Ed McCreary, director of federal programs, \$17,156; Jim Holmes, administrative assistant, \$18,000; Larry Wartes, administrative assistant, \$19,756; and Bill Phillips, administrative assistant, \$18,836.

Hartman said he felt he had "the best administrative staff in the state" because they were "dedicated and concerned about doing a good job."

BOARD member Bobby Veigel asked Hartman how Hereford compared with other schools its size in the area as far as salary was concerned and said he expected Hartman to keep the board informed "so that we can pay our people good enough to keep them here. We want good teachers and we want to be able to keep them."

BOARD Chairman Hugh Clearman read to the Board a copy of the recently approved open-meetings law as passed by the Texas Legislature. The law requires all votes of state agencies and board to be taken in open session, except those dealing with real estate and security.

Clearman then said he felt the Board had possibly violated this law during the last regular meeting Jan. 8 when it approved a one-year's extension to Hartman's contract.

The superintendent was given a five-year contract last year by the board and the one-year's extension would have brought it back up to five years.

"If anyone ever challenged that vote then it might be declared void," said Clearman. "That's why I feel we need to bring it up again and vote in open session to make it legal."

THE VOTE was the same 4-3 decision it had been in closed session with Clearman, Dr. A.T. Mims, Bobby Veigel and Hilrey Aven voting to approve the extension. Darny Martin, Jim Arney and Ron Zimmerman voted against the extension.

Martin explained that his negative vote was nothing personal against Hartman, but that he just did not feel the school board should grant five-year contracts to anyone.

"I just don't feel it is good to have a five-year contract," he said.

"I feel like a vote against this extension is a vote against me, the administrative staff and the entire school system," Hartman replied. "It also makes other personnel in the school feel insecure for the superintendent to get a contract by a 4-3 vote. It is just not comfortable to get a 4-3 vote and I don't feel any other superintendent would feel comfortable on a 4-3 vote."

"WE ARE elected much like a board for a corporation," said Aven. "Those boards make long-term contracts well past their tenure in office and I feel it is needed to give the personnel a feeling of security."

Aven added that he appreciated Martin's opinion in the discussion, but that he disagreed with him.

Zimmerman said he felt the 4-3 vote was a sincere vote of the members of the board and should not be looked upon as a "vote of confidence or not a vote of confidence."

"I sincerely feel the way I voted," said Zimmerman. "We just gave all the other administrative staff three-year contracts and to me that is a vote of confidence and support. Even the President of the United States only gets a four-year contract."

Hartman commented to the board about the merits of a long-term contract for superintendents and said one is needed in order for an administrator to properly guide the school system.

Martin added again that his vote was not personal, but that he felt the board just should not obligate itself to long-term contracts. He said he felt Hartman was doing a fine job in the post as superintendent.

"We support the staff and the school every time we meet by the voting record we have and the decisions we have made all year," said Martin. "All our votes have backed them up. My vote against is nothing personal and if it offended you personally, then I apologize."

IN EARLIER action at the meeting Hartman recommended the pay for substitute teachers be raised from \$15 each day to \$20 per day.

"We are having difficulty getting an adequate list of substitute teachers," he said. "We have been paying that same \$15 per day for at least the past 12 years and I feel we need to raise it to attract more people to get on our substitute list."

Hartman said there are about 1,200 substitute teachers days each school year. The superintendent said teachers are allowed five days sick leave, but must then forfeit the cost of a substitute teacher from their salaries for each school day they are sick past the five-day period.

Hartman presented the administrative chart to the board for review to show the responsibilities of each office.

"Persons in the chart should come through their immediate superior before moving up the chain of command," said Clearman. "It really breaks down morale for a person to pass up this chain of command. Teachers as well as board members need to observe this chart."

All board members were at the called meeting in the School Administration Building.



Airman Jo H. Bland, daughter of John H. Bland of 330 Ave. F, Hereford, has been assigned to Chanute AFB, Ill., after completing Air Force basic training. During her six weeks at the Air Training Command's Lackland AFB, Tex., she studied the Air Force mission, organization and customs and received special instruction in human relations. The airman has been assigned to the Technical Training Center at Chanute for specialized training in the missile electronics field. Airman Bland is a 1973 graduate of Hereford High School.

Dawn Church To Hold Revival

The Rev. Clayton Hoffman, pastor of Avondale Baptist Church in Amarillo, will conduct revival services at Dawn Baptist Church January 27 - February 3.

Prayer service will begin at 7 p.m. and evening worship service at 7:30 p.m. Music will be led by Johnie Price. Nursery facilities will be provided.

Band Invited To March At Astro-World

Randy Vaughn, director of the Hereford Whiteface Marching band, this week received an invitation to the annual marching contest at Astro-World in Houston.

The contest, scheduled for Oct. 16-19 will have nine finalists which will then march at the halftime of the University of Houston-Villanova football game in Houston.

"We are not sure we will attend the contest," said Vaughn. "However, we consider it a great honor to be invited. Only the top bands in the state even get a chance to march in the contest. We will decide if we can go, and the final approval will have to come from the school administration and school board."

Powell Gets Promotion

David L. Powell, 19, son of Laurence Powell, 420 Schley, Hereford, was promoted to army private first class at Ft. Hood, where he is serving with the 1st Cavalry Division.

Pvt. Powell is a field wireman in Company B of the division's 227th Aviation Battalion.

His wife, Sandra, lives in Belton, Tex. His mother, Mrs. Winnie Harper lives on Route 2, Hale Center.

AFTER INVENTORY SALE

20% off all boys' shirts.

Sale 2³⁸
Reg. 2.98. Polyester/cotton knit shirts. Sizes 6-18.

Sale \$2
Reg. 2.50. Short sleeve polyester/cotton shirt. 6-18.

Sale 2⁷⁸
Reg. 3.49. Polyester/cotton shirts. Sizes 8-20.

Men's slack sale.

Sale 6³⁹
Reg. 9.98. Baggy style western jeans with cuffs. Polyester/cotton denims or chambrays. 28-38.

Sale 7⁹⁹
Reg. 9.98. Men's polyester/brushed cotton slacks, baggy with wide cuff in sizes 28-36.

Sale 7⁹⁹
Reg. 9.98. Cuffed slacks for men. Dacron® polyester/acrylic. Sizes 28-36.

20% off sleepwear

Sale 3²⁰
Reg. \$4. Misses shift length gowns of nylon tricot. Sizes S, M, L.

Sale 4⁸⁰
Reg. \$6. Misses overlay shifts of nylon tricot. Sizes S, M, L.

Sale \$4
Reg. \$5. Junior gowns. Full length of nylon tricot. Sizes P, S, M, L.

Pantihose sale.

Sale 3 for 1⁹⁹
Reg. 3 for 2.77. Sheer leg pantihose. Reinforced toe and panty. Many fashion colors. Sizes short, average, long. Queen sizes, short, tall, stout. Reg. 3 for 3.77. Sale 3 for 2.99.

20% off girls' pants.

Sale 3.04 to 5.60
Reg. 3.97 to \$7. Save on a wide selection of girls' 3-6X and 7-14 pants and jeans. Many in easy care cotton or polyester/cotton blends. With wide cuffed flare leg in fashion plaids or solids.

20% off blouses.

Sale prices effective thru Saturday.

**AFTER INVENTORY REDUCTIONS
IN EVERY DEPARTMENT, BE HERE
EARLY, FOR THE BEST SELECTION
AND BUYS**

Limited Quantities, Broken Sizes

STORE HOURS
WEEKDAYS 9:30 to 6
SATURDAY 9:30 to 8

JCPenney
We know what you're looking for.

Charge it!

Grand Opening Set Sunday For New MH-MR Center Here

The new Mental Health-Mental Retardation Center in Hereford will be celebrating its grand opening from 2-5 p.m. Sunday.

Located at 625 East U.S. 60, the center will be operated through the regional office of MH-MR in Amarillo.

A reception is planned for the grand opening, along with

ribbon cutting ceremonies and a tour of the new facilities in the building. Officials connected with the center will also give an explanation of the programs of the MH-MR center and describe the referral and other functions of the center.

"This will be the first of its type in the state," said Don Elwell of the MH-MR center.

"We have put both programs (mental health and mental retardation) under one office to coordinate referrals through state hospitals," Elwell also said the parent program of the center is sponsored by the MH-MR office in Amarillo.

"Sunday it will be open to the public and everyone is invited," said Elwell. "There will be refreshments for visitors to accompany the tours given by workers at the center."

"This center will be responsive to the needs of the community," said Elwell. "We will have a sheltered workshop and as part of it we will have pre-vocational training skills, socialization training and rudimentary background. We will act as a referral agency for post-hospital after care. We hope people will come by and inspect the facilities and ask questions and see how they can support it and how it can support the people of Hereford."

Two Local Men Pass Mechanics Certification

Two automotive mechanics at Orval Watson Ford Company in Hereford recently passed the National Automotive Certification Test given in Amarillo.

Becoming licensed mechanics by the test were Bobby Wyne and Chindo Hill. The test, which includes five parts about automotive functions, was taken in December by the two and results of their successful passing of it were received this week.

The taking of the test is not presently required of auto mechanics, but legislation requiring it is presently pending in the state legislature.

BIBLE VERSE

"For the Lord seeth not as man seeth; for man looketh on the outward appearance, but the Lord looketh on the heart."

1. Where is the saying recorded?
2. To whom were the words addressed?
3. What was the occasion?
4. Where was the prophet at the time?

Answers To Bible Verse

1. Samuel 15:7.
2. Samuel.
3. Selecting a son of Jesse to become king of Israel.
4. In Bethlehem.



Talks To Rotary

Rotarian Ben Childers talked to the Rotary Club Monday about the business he is involved in, lumber yard business. The classification talk was the program of the Monday noon club. Childers began in the lumber business in 1927 in Dalhart and described the progress of the lumber business and the changes in operations and costs. He presently is employed at Carl McCaslin Lumber Co.

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. E.L. Martinez, P.O. Box 2188; Mrs. Salvador Grijalva, 107 Ave. F; Farris Kromer, Adrian; Mrs. Nellie Oldham, 110 Lake; Adelia Rodriguez, Route 5.

Link Kropff, Route 4; Willie Daniel, 510 W. Fourth; Mrs. Joseph Crowley, 613 Ave. G; Pedro Foster, P.O. Box 1896; Mary Martinez, 806 Texas.

Mrs. Zeferino Reyes, 227 Ave. D; William Lomas, 115 Goff; Mrs. Mabel Coffey, 427 N. 25 Mile Ave.; Mrs. W.H. Goettsch, P.O. Box 182; Mrs. Gertrude Prodasco, 510 Sampson.

Bobby Steward, 424 Ave. D; Mrs. Joe Tubb, 209 Fir; Mrs. J.S. Cross, 604 Irving; Mrs. Bessie Story, 125 Nueces; Mr. G.F. Muller, 221 Ave. D; Edgar Blakney, Route 3; Mrs. Theola Sherrill, Westgate; Mrs. W.D. Randolph, Friona; Mrs. Neil Coope, 136 Mimosa; Mrs. Robert White, No. 5 Yuca Drive.

Mrs. Carlos Ruiz, 216 Ave. I; Mrs. Joe Farley, 133 Ave. K; Mrs. Juan Silva, 333 Ave. D; Oralia Gamez, 318 Ave. C.

PATIENTS DISMISSED

Walter Hodges, January 23. Gene Brock, Severo Garcia, Mrs. D.G. Hand, Edwin E. Stewart, Guadalupe Garcia, Mrs. Johnny Galan, Vicki Tollett, Claudia Holguin, Mrs.

Glenn Wilson, Delbert Timmons, January 22.

Mrs. William Brooks, Jenna L. Blankenship, P.L. Burrell, Chad Larkin, Mrs. Caroline Godman, Gladys Setliff, Randall B. Futrell, January 21. Charles King, Mrs. Gene Brownlow, Mrs. G.F. Armstrong, Mrs. Alice Orr, January 20.

Dale Glover, January 19. Otey Hinds, Mrs. Charles Weems, January 18.

Look Who's New

Mr. and Mrs. Joe Stephen Farley are the parents of a son, Eric Scott, born January 22. He weighed 6 lbs. 1 oz.

Mr. and Mrs. Carlos A. Ruiz III are the parents of a son, Nicholas Trevino, born January 22. He weighed 7 lbs. 4 1/2 oz.

Mr. and Mrs. Juan Garza Silva are the parents of a daughter, born January 22. She weighed 8 lbs. 6 oz.

Mr. and Mrs. Ramon Trevino Garcia are the parents of a son, Rodolfo Rudy, born January 19. He weighed 7 lbs. 4 1/2 oz.

American Legion Slates Meeting

Members of the Hereford Post 192, American Legion and the Auxiliary will host the monthly meeting of Zone 2 of 18th District this evening at the American Legion Hall, located in Veterans Park.

Dinner will be served at 7:30 p.m. with a short business meeting and program following. Zone 2 consists of Legion Posts and Auxiliaries from Friona, Dimmitt, Hart, Happy, Nazareth, Tulia and Hereford.

Jack Flynn of Dimmitt is serving as Zone Commander.

Mrs. Jones Hostess To Club Group

Mrs. Clois Kemp won the hostess gift at the Sunshine Club meeting Tuesday evening in the home of Mrs. Elmer Jones, 142 Northwest Drive.

The business agenda consisted of planning for the club's Valentine party Feb. 12. Husbands and friends will be guests and secret pal gifts will be exchanged.

A buffet was served to Mmes. George Miner, Kent Lundry, Cottie Green, Helen Watts, Edith Sheppard, M.J. Koelzer and Willodyne Brooks.

Letter Read On Club Program

A letter from Japan, written by a former Hereford woman, was read on the program of West Hereford Extension Club Tuesday afternoon at a meeting in Mrs. Blanche Hardin's home.

Mrs. John Jacobsen Sr. read the letter, sent to Mrs. A.G. Bell by Virginia Earle Stagner, daughter of the H.D. Reids of Hereford. A program topic, Defensive Driving, was discussed by Mrs. U.V. Pierce. Mrs. E.M. Cox received the hostess gift. Also present were Mmes. Robert Boyd and A.C. Flowers and Miss Evelyn Bell.

GIVES UP LIMOUSINES

Senators Mike Mansfield of Montana and Hugh Scott of Pennsylvania, the Senate Democratic and Republican leaders, are giving up their limousines and are shopping for smaller cars with better gasoline mileage.

Soviet-U.S. trade shows a sharp increase.

Cruise Is Topic Of Travel Talk

A Caribbean cruise for two Hereford women and about 100 other persons from the Plains area last fall, was the subject of a travelogue given for Lone Star Study Club Tuesday afternoon in the home of Miss Mildred Elliott and Mrs. J.J. Durham.

Mrs. L.N. Cox, who with Mrs. F.O. Naylor went from this city with the cruise party, showed slides of scenes on the trip and commented informally. Mrs. Hardy Benson, program chairman, introduced Mrs. Cox.

In addition to stops on four islands, each with different attractions, the trip included a tour of Caracas, Venezuela, on

the South American mainland. Isles visited were Curacao, a Dutch possession; Granada, where many kinds of spices grow; Guadalupe, which Mrs. Cox described as an emerald isle, prettiest of the four; and St. Thomas.

Entertainment and excellent food on the cruise ship were other pleasures of the trip she mentioned. The ship left from Ft. Lauderdale, Fla.; the Hereford women went by plane to Florida.

In a short business session club members discussed possible service at Kings Manor retirement home.

Young Mothers Club Entertain Guests

Mrs. Tom Rambo and Mrs. Roy Carlson were recognized as guests by members of the Young Mothers Study Club Tuesday evening in the Community Room of First National Bank.

A short business meeting was conducted in which members discussed plans for a future

project and scheduled the Valentine party Feb. 12.

Hostesses included Mrs. Travis McPherson and Mrs. Harvey Milton. Present were Mmes. Burl Spears, Jerry Tisdale, Robert Devin, Stan Solomon, Eldon Howell, Jim McDowell and Bud Thomas.

American Travels Is Program Given

American Travels was the program presented by Mrs. Billy Wayne Sisson to members of the Valed Study Club Tuesday evening in the home of Mrs. John Poindexter.

During the business session, the Kings Manor transportation committee decided to furnish

the residents of the manor with transportation through January.

Members present included Mmes. Bill Brady, Gid Brown, Hugh Clearman, Arnon Lauderback, Richard Ottesen, George Ritter, Laurence Rutherford, Bill Walden, Glenn Watts and Frank Zinser Jr.

99% of all babies are born with perfect feet. Too bad they don't stay that way.



You've created a perfect baby from head to toe. But what happens to that perfection? Those perfect toes? That perfect foot? What happens to that perfect foot is the wrong first shoe. And all the wrong shoes after. Shoes that misshape and ruin bone structure, as 8 out of 10 people with life-long foot problems know all too well. That's why we believe in Jumping-Jacks. They make all of their boys' and girls' shoes with these vital facts in mind. The first shoe your child will wear with the original "sole-up-the-back" construction, gives your baby greater stability when learning to walk. A feature that eliminates the back-stem so there's no irritation to the heel, while the one-piece tongue replaces the ordinary seam, to prevent abrasion of the instep. And the unique ribbed plug in the sole helps prevent skidding and slipping. And we know how to measure and fit Jumping-Jacks shoes. Precisely. Only nature can give your baby perfect feet. But we try to keep them perfect. \$7.99 to \$14.99

Jumping-Jacks

Most feet are born perfect. They should stay that way.



Gattis Shoe Store
In Sugarland Mall

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

A WINNER!

Yes, everyone's a winner

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JUNIOR LIVESTOCK SHOW

Today thru Saturday

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small
is
beautiful



Dazzle her with a cluster of twinkling small diamonds all this beauty at a fraction of the cost of a single large diamond.
Cowan Jewelers
Downtown

Digest Finds Bill Hard To Swallow

The Reader's Digest, in a rare "message from the editors," warns that "a large number of magazines" will be forced to stop publishing if projected increases in second-class postal rates are allowed to take effect as presently scheduled.

In the lead article in its January issue, the Digest characterizes the increases as "the most serious financial threat in the magazine industry's history."

The rates, which apply also to newspapers, are already 50 per cent higher than they were three years ago. Yet last Sept. 25, the U.S. Postal Service announced its intention to more than double second-class rates over the next three years. Moreover, some observers of postal affairs think the rates may actually triple.

Individually, these increases may seem relatively small, amounting to just a few cents per copy. But cumulatively they mean many millions of dollars of added expense, which newspapers and magazines simply cannot absorb.

The Digest, for example, estimates that if the increases go through as planned they will raise its bill for second-class postage alone from the present \$7 million year to \$16 million! That's in addition to \$4 million increase in first-class postage. Passing along these postal increases, along with increases for paper and other factors, could raise the price of a subscription from the present \$4.97 a year to \$6.97 by 1976. If other publications are forced to increase their prices in similar fashion, the result could be to create a magazine industry for the affluent only, the article says. "In other words, lower-income Americans, the very people who perhaps most need an inexpensive means of continuing education, are the main losers."

The article declares that magazines and newspapers are "captive customers" of the U.S. Postal Service which is a legal monopoly. Even so, much of the work of sorting, bagging and shipping magazines is done by private truckers, rather than the Postal Service. But there's a catch: "At the end of each truck's journey, it must back up to a post-office ramp, where the

bags (are) handed over to the Postal Service for the age-old give-it-to-the-mailman system of delivery."

For two centuries, it has been U.S. postal policy not to take unfair advantage of this monopoly. Following a policy first established by Benjamin Franklin, Congress has since 1782 granted rates which allowed magazines and

newspapers to be mailed at less than cost, because these periodicals were considered an educational service to the nation.

In 1973, for all periodicals, this support amounted to \$190 million. "Few public policies have been more successful - or a better bargain," the article declares. For an annual charge of about a dollar per capita, the

Post Office helps to maintain the health of newspapers and magazines, which together constitute our most powerful medium for the continuing education of citizens.

But under terms of the Postal Reorganization act of 1970, The Postal Service is required by law to establish rates that by 1976 will make almost every class of mail pay its own way.

Many who voted for the Act did so on the assumption that modern business techniques would help the Postal Service reduce costs and improve service, and that rates would not skyrocket. In the words of Rep. Olin Teague of Texas, "The assumption proved wrong." Instead, service remains substantially the same, costs are rising, and the Postal Service is

demanding second-class rate increases that could soar 200 or 300 per cent!

The Digest recommends two steps to prevent this action: one immediate, the other long-range. First, it urges that Congress act favorably on a bill sponsored by Sen. Gale McGee (D., Wyo.), that would phase in the payment by magazines of their full postal costs over the

next eight years instead of the next three. Rep. James Hanley (D., N.Y.), supports similar legislation.

For the longer range, the article declares: "Congress should take a hard look at its basic decision to make periodicals pay their full costs. For we don't see how anyone can logically defend a decision that is almost certain to kill off a large segment of one of this country's most fundamentally important institutions."

The article urges readers to write their Congressmen and additionally Sen. McGee and Rep. Hanley.

Inventory Sale

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GIBSON'S

DISCOUNT CENTER

Toni HOME PERMANENT

Gental, Regular or Super **\$1.19**

White Rain SHAMPOO

14-oz. **69¢**

Toni HAIR COLOR

87¢

Prices effective **Thursday Jan. 24th through Saturday Jan. 26th.**

BankAmericard **Master Charge**

Tame CREME RINSE

Lemon Reg. pr W/Body 16-oz. **\$1.19**

Adorn HAIR SPRAY

13-oz. **87¢**

Women's Mini PEGNOIR SET or GOWNS

Asst. Sizes & Colors **1/3 OFF G.D.P.**

SHOP GIBSON'S FOR ALL OF THE MANY FANTASTIC INVENTORY REDUCTIONS THIS WEEK. DON'T MISS OUT

CHIP & DIP SET

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No. 735 G.D.P. \$1.27 **NOW \$89¢**

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Retail Value \$24.95

MAGIC CUBES

NOV **\$1.29**

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CORN POPPER

Princess by Regal ELECTRIC BUTTERCUP AUTOMATIC

NOV **\$7.97**

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RADIO

No. 2297 Sound Design AM/FM-AC/DC PORTABLE

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CAN OPENER KNIFE SHARPENER

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1-1/2 & 5 Gallon Capacity

Come in and choose the right one for you.

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HOUSE PAINT

Gibson's No. 450 White Acrylic Latex Exterior

\$3.97 Gal.

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Wilson No. G0202 Famous Player

Reg. \$7.99 **NOW \$5.89**

SAVE WHEN YOU BUY A 1 LB. CAN of FOLGER'S COFFEE

77¢

SPECIAL PRICE WITH THIS COUPON

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GOOD THRU JAN. 26

PAINT ROLLER & TRAY SET

Reg. \$1.99 **99¢**

WHO KNOWS?

- Name the first man to take office under the Constitution's 25th Amendment.
- Who is the new House Republican Leader?
- Identify John Wilkes Booth.
- Who was Count Von Ferdinand Zeppelin?
- What lighter-than-air ship was named for him?
- Name the longest river in the world.
- When did Hitler become Chancellor of Germany?
- How old will President Nixon be on January 9th?
- Name the flower and stone for January.
- The Battle of New Orleans was fought on what day in 1815?

Answers to Who Knows

- Gerald R. Ford as Vice President.
- John J. Rhodes (R-Ariz).
- The assassin of President Lincoln.
- A German pioneer in aerial navigation.
- The Graf Zeppelin.
- The Nile, 4,145 miles long.
- January, 1933.
- Sixty-one.
- The carnation and the garnet.
- January 8th.

Golden Gleams

The years teach much which the days never know.

-R.W. Emerson.

A year begun is to be reckoned as one finished.

-Legal Maxim.

No one ever regarded the first of January with indifference. It is the nativity of our common Adam.

-Charles Lamb.

Ring out the old, ring in the new, Ring, happy bells, across the snow; The year is going, let him go; Ring out the false, ring in the true.

-Alfred Tennyson.

The roads are very dirty, my boots are very thin. I have a little pocket to put a penny in. God send you happy, God send you happy, Pray God send you a happy New-Year.

-Old English Carol.

On Wall Street

Margin Accounts Play Large Role In Stock Markets

By BOB HILL
Lentz, Newton & Co.,
Amarillo

Last week the Federal Reserve Board announced a reduction in margin requirements from 65 per cent to 50 per cent and the stock market shot ahead in heavy

trading on the news. The Fed sets margin requirements because these are credit transactions involving the lending of money by brokerage firms to customers.

Stocks purchased on margin are purchased with the investor paying part of the total purchase price and borrowing the

balance from his brokerage firm.

The amount of money the investor puts up is the "margin" and this is what was just lowered from 65 per cent to 50 per cent. The investor now has to put up only half the purchase price of a stock instead of 65 per cent. But, before

you pick up the telephone to call your broker with an order, let me point out that the regulation covering margin transactions states that the margin shall be not less than the greater of \$2,000 or 50 per cent.

This excludes the very small investors because the minimum amount of cash required in a margin transaction is \$2,000. If you wanted to purchase 100 shares of a \$30 stock, under the 50 per cent rule you would have to put up only \$1,500 of the \$3,000 purchase price, but that phrase, the greater of \$2,000 or 50 per cent comes into play.

So, your margin would be \$2,000, not \$1,500. In order to get the maximum leverage out of a margin account, the investor

would have to purchase \$4,000 or more of stock on margin. This way he gets full usage of the 50 per cent.

Brokerage firms like margin accounts. In fact, some firms aggressively seek margin account business, paying their salesmen a bonus for opening margin accounts.

Here's why. The investor is paying interest on the money he borrows from the brokerage firm when he buys stock on margin. The interest rate is usually one per cent to two per cent above the lowest bank rate available.

Secondly, margin accounts tend to be more active. This means more buying and selling by the investor, more com-

mission income for the brokerage firm and the salesman.

Thirdly, it tends to "lock-in" business. Stocks purchased in a margin account must be held by the brokerage firm in the name of the brokerage firm, but for the account of the customer. The customer cannot take possession of his margined stock until after paying off any money he owes the brokerage firm. Consequently, few margin accounts are transferred, although they can be shifted from one brokerage firm to another upon written request of the customer.

There are two basic ways to use a margin account. The first is by full usage of the 50 per cent

margin requirement (or whatever the percentage is at the time-it has been as low as 35 per cent. In this way, if an investor purchased 200 shares of a \$20 stock (\$4,000 market value), it would require \$2,000 margin. If the stock goes up \$5 per share, the investor could take a profit of \$1,000 (before commissions and interest on the margin account) or a return of 50 per cent on his equity.

Not bad. On the other hand, if the stock goes down \$5 per share, he could lose 50 per cent of his equity of \$2,000. Not so good. This is why stop loss orders are vital in margin accounts.

The other way to use a margin account is to use it to pay for the last \$500 or \$1,000 on a purchase

of stock. For instance, if our investor in the first example wants to buy 200 shares of a \$20 stock and has \$3,000 cash available but doesn't want to tap his savings account or just doesn't have immediate access to other funds at the moment, he can margin the \$1,000 balance of the purchase price.

In other words, use the margin account as a convenience, for a relatively small amount of money and not for maximum leverage. I prefer this approach.

The one thing the investor should always be able to do, is live with a mistake if he chooses to do so, until the price of the stock gets back up to the purchase price or goes higher. You may not be able to do that if you are fully margined.

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Vehicle Inspection Detailed

Colonel Wilson E. Speir, director of the Texas Department of Public Safety, today said the response to numerous inquiries that farm trailers and other small trailers of less than 4,000 pounds gross weight are among certain types of vehicles exempted from the State's Motor Vehicle Inspection Law.

Others which do not have to be inspected include those with the following types of license plates: Paper Dealer In-Transit, used by dealers to convey vehicles; Parade

License; Factory Delivery License; In-Transit License; Machinery License- Disaster License; Permit License; and Antique License. Also exempted from inspections are vehicles moved with Prorate Tabs; One-Trip Permits; and 72-hour Temporary Commercial Permits.

All other motor vehicles registered in Texas including passenger cars, trucks, motorcycles, motor-driven cycles, and trailers weighing over 4,000 pounds must be inspected at a State licensed inspection station at least once annually.

Speir noted that a new procedure is being used in the issuance of inspection certificates for motorcycles. Under provisions of a State law which became effective Jan. 1, the certificates are being mounted on a piece of adhesive acetate which is attached to the rear of the cycle near the license plate.

The DPS director said many motorcyclists are purchasing transparent tubes or metal holders from motorcycle dealers, which can be fastened to the license plate. If the cycle is so-equipped, the inspection certificate is placed in the tube holder.

Motorcycles inspected prior to Jan. 1 do not need to display an inspection sticker, Speir

said, but it must be carried by the operator and made available to police officers on request. He pointed out, however, that all motorcycles would be required to display a rear mounted sticker by Jan. 1, 1975, or when the current inspection sticker expires, whichever date comes first.

Texas operates on a year-round inspection program, with certificates expiring 12 months from the month in which the

inspection was conducted. The DPS licenses and supervises the privately owned garages and stations which perform inspections.

The inspection fee as set by Texas law is \$2, with any required adjustments or repairs extra. Speir noted that a motorist is not required to have adjustments or repairs made by the mechanic-inspector, and may have the work done elsewhere and then return a

vehicle which fails the inspection to the same station for reinspection of the failed items within seven days.

He said inspection certificates being issued during 1974 are green in color. A number showing the month of inspection is displayed in the front of the certificate which, on passenger cars and trucks, is mounted in the lower left-hand corner of the windshield.

6,000 Trail Riders Ramble

Houston is a thriving city of nearly two million people. It is one of the fastest growing cities anywhere in the world. Every day new high-rise office complexes spring up. New freeways open up. Apartment projects open to accommodate the ever-increasing population. However, Houston is a rural city...a city of contrasts.

Around the middle of January, the hustle and bustle begins to slow down and the citizens of Houston and the surrounding area turn their thoughts to the days of the "Old West", days of campfires, cattletrides, and trail rides. Western suits and boots replace business suits and shoes. Saddle

bags are dusted off and packed, all in preparation for the trail ride to Houston for the Houston Livestock Show and Rodeo, Feb. 20 through March 3.

There are 12 trail rides consisting of some 6,000 riders and 200 wagons coming from

all directions of Texas and some from as far away as Louisiana. They will all meet in Memorial Park, Houston, and ride through downtown Houston in the opening day parade that is part of the Houston Livestock Show and Rodeo.

WASHINGTON NOTES

ON LOWER SPEEDS

Secretary of Transportation Claude Brinegar says states with speed limits lower than 50 m.p.h. will be able to keep the lower limits if the state speed limits were set before Nov. 1, 1973.

plan to merge seven bankrupt Eastern and Midwestern railroads, trim away unprofitable branches and rebuild the remaining rail system with government-backed financing.

AIR RULES & PETS

A Congressional subcommittee has recommended joint action by the Civil Aeronautics Board, the Federal Aviation Administration and the Agriculture Department to monitor conditions under which animals are sent to pet markets by air.

SPEED LIMIT SIGNED

President Nixon has signed into law legislation that would deny federal highway funds to states which do not lower speed limits to 55 miles per hour within 60 days.

SIGNS MANPOWER BILL

President Nixon has signed into law legislation designed to give state and local governments a larger role in determining their need for a variety of employment and training programs.

CRIME UP

Violent crime rose 3 per cent in the United States in the first nine months of 1973, the Federal Bureau of Investigation reports. The national serious crime rate a year earlier showed a 2 per cent decrease.

OIL AND THE DOLLAR

LONDON—Sharp increases in the price of Libyan and non-Arab oil sent the American dollar surging in European exchanges recently. The price of gold jumped \$5 to a five-month high.

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Will demonstrate the
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The Fantastic New way
to cook.

MICROWAVE OVEN Demonstration
Let us answer all your questions
about Microwave Cooking . . .
EVERYONE IS INVITED
Thursday, Jan. 24
7:30 P.M.

Get more out of cooking—more time for living.

Litton's new world of microwave cooking is a bright new world. Where gourmet meals can be cooked quickly in cool comfort—with maximum convenience and minimum cleanup.



Micromaster™ ranges

Microwave cooking comes of age with the Litton Minutemaster countertop microwave ovens

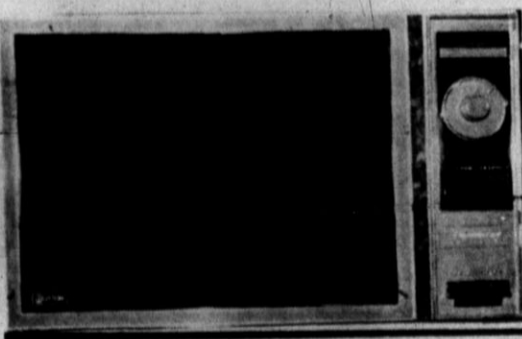
So advanced they'll handle most of your cooking by themselves. Litton countertop ovens deliver microwave speed, large capacity and yet they'll fit almost anywhere in your kitchen—anywhere in your home.

With such exclusive features as the exclusive Micro-Browner™ steak grill that sears, browns, grills and fries. Plus automatic defrost, and a bright easy-clean acrylic interior.

Remember, too, microwave cooking seals in good taste.

Litton provides more in the most advanced cooking appliances today—for the many cooks in you.

Microwave countertop ovens



Come in for a demonstration of the difference Litton makes.

DEMONSTRATION TIME THURSDAY 7:30 P.M.

LITTON
Litton Microwave Ranges
Nobody knows more about microwave cooking than Litton. Nobody.

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"12 MONTHS FREE COLOR TV SERVICE"

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TRADITIONAL WEDDING RINGS
Matched Keepsake wedding rings, sculptured and textured in 14K yellow or white gold.

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**to the Young People of
Deaf Smith County and the surrounding Area.**



**We urge everyone to support our
future Cattlemen during the Livestock
Show this Thursday, Friday & Saturday
at the Bull Barn.**

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Come in and get your **FREE** Galaxy of Gifts FOLDER...

Save now for your future, and choose from over 4 DOZEN FREE GIFTS!

Handsome home accessories — gourmet cooking and serving helpers . . . special items for your leisure-time sports and hobbies — any one of these gifts can be free to you! Just deposit one of these amounts in your new or existing savings account.

- There are three gift groups for First Federal savers . . .
- \$200 deposited in your savings account earns a Bronze Gift Certificate.
- \$500 in a new or existing account will be rewarded with a Silver Gift Certificate.
- \$5,000 in new savings earns you our Gold Gift Certificate, good for your choice of our most outstanding group of Galaxy Gifts.

(One gift per customer, please.) Offer good through January 31, 1974. Come in now . . . to either First Federal office . . . open or add to your account. . . enjoy this easy and rewarding way to get something you've wanted, while you save—and earn—for your future, the First Federal way.

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First Federal Savings & Loan Association of Amarillo

Chas. A. Wolflin
Real Estate Development

John M. Heket
Continental-Panhandle Lines, Inc.

Selden Simpson
Gibson, Ochsner, Adkins, Harlan & Hankins, Attorneys

STATEMENT OF CONDITION December 31, 1973

ASSETS:	
Mortgage Loans and Other Liens on Real Estate	\$72,707,964
All Other Loans	1,339,025
Real Estate Owned and in Judgement	45,310
Loans and Contracts Made to Facilitate Sale of Real Estate	456,973
Cash on Hand and in Banks	348,962
Investments and Securities	5,176,392
Fixed Assets Less Depreciation	456,937
Deferred Charges and Other Assets	6,501,387
TOTAL ASSETS	\$87,032,950
LIABILITIES AND NET WORTH:	
Savings Accounts	\$76,569,856
Advances from Federal Home Loan Bank	NONE
Other Borrowed Money	800,000
Loans in Process	37,209
Other Liabilities	1,835,510
Specific Reserves	5,434
General Reserves	\$ 5,552,641
Unallocated Reserves	398,152
Surplus	1,834,148
TOTAL LIABILITIES AND NET WORTH	\$87,032,950

OFFICERS

E. H. KLEIN President • R. E. HAYES Executive Vice President and Manager
 CHAS. A. WOLFLIN Vice President • NORVAL D. FIELDS Secretary
 MAURICE E. RAY, SR. Treasurer and Controller • E. M. BYRNES Vice President and Branch Manager
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E. H. Klein
Star Lumber and Hardware Co.

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION

406 POLK DOWNTOWN Wolflin at Duniven
 PHONE: 372-3247 / AFTER FEBRUARY 11: 376-5781 Phone: 355-3375

Goodwill Gains Certification

Goodwill Industries of Amarillo, Inc., which operates a Goodwill Store in Hereford, received official notice of their certification by the Texas Rehabilitation Commission on Monday.

In a report from TRC Assistant Deputy Commissioner, Doyle Wheeler, the Goodwill facilities received a Level I rating in all areas. Such a rating is the highest possible level of certification.

The certification applies to the three main service areas which include vocational evaluation, work adjustment training, and personal, social adjustment training.

The survey done Jan. 9, by three members of the TRC staff, included inspection of physical facilities, staff qualifications, client records, and an in depth study of services offered.

The seven-page report concluded, stating that Goodwill provides quality services to the handicapped clients and is in compliance with TRC standards.

Goodwill was first certified with a Level I rating in 1970, and has been re-certified each year since then.

Since 1969, the Goodwill facilities have served 449 TRC clients.

College Available To Senior Citizens

As a service to the senior citizens of the Amarillo area, Amarillo College is inviting those 55 years-of-age or older to attend college courses where enrollment openings exist on an audit basis.

There will be no tuition charge. The only costs will be for those desiring to purchase textbooks or a special activity fee for courses such as bowling.

Daytime and evening classes are available. A complete schedule of classes with meeting times may be obtained by calling or coming to the admission's office in the Administration Building on the AC Washington Street campus. Copies are also available in the office of the Senior Citizens Center Assoc., Inc., at the AC Polk Street Campus, 1311 S. Tyler.

Registration will begin at 2 p.m. today at the Senior Citizen's Center and from 9 a.m. to 8 p.m. Monday in the Conference Room of the AC admissions office.

Registration will continue until Friday at the Washington Street campus, but individuals should enroll as early in the week as possible.

Stock Exchange Set

Ada Resources, Inc., is offering to exchange shares of its common stock for Partnership Interests in certain drilling programs (Ada 1968, 1969, 1969 Midyear, 1970, 1971, and 1971B Oil & Gas Programs) operated by Ada Oil Exploration Corporation, for common stock of Southwest Feed Yards, Inc. and Champion Feeders, Inc. and for certain other assets owned directly or indirectly by K.S. Adams, Jr.

Assuming the consummation of the Exchange Offer, the Company will be engaged in the marketing of refined petroleum products and related products, the exploration, development and operation of oil and gas properties, the transportation of petroleum products and other bulk commodities, the operation of two cattle feedlots and, to a lesser extent, in certain real estate activities.

DuPont Walston Incorporated, as Dealer Manager, intends to solicit all tenders of the Partnership Interests and Feedyards Stock.

NEWS VIEWS

John Connally, former Treasury Secretary, speaking in Atlanta:

"I predict and guarantee to you that if Nixon and McGovern ran again (today), the results would not be measurably different."

Henry Jackson, Senator (D-Wash):

"The nation is wasting one million barrels of oil each day that the rationing decision is delayed."

Peter Walker, British Trade and Industry Minister:

"Our reserve position does nothing to suggest that the government should now take action to ration petrol."

Ronald Reagan, California Governor, on being a potential presidential candidate in 1976:

"I don't even let myself think about anything of that kind until this job is over."



District Judge Archie McDonald has authorized the Brand to announce his candidacy for his last term as District Judge. His reelection is subject to the Democratic primary on May 4, 1974.

"It has been an honor and privilege to serve as your District Judge," says Judge McDonald.

"We have had excellent cooperation with all officials in connection with the work of the court. The citizens of this district have responded well when called for jury service. The diligent and conscientious manner in which they have discharged their obligation has been most gratifying.

"At the conclusion of the term of office which begins January 1, 1975, I will be eligible for judicial retirement and I plan to retire at the end of that term of office. Therefore, for the last time I respectfully solicit your support and vote to reelect me as your District Judge."

Judge McDonald began the practice of law in Dumas in January of 1947, following his discharge from the Army. Before being elected as District Judge he had served as County Attorney and as County Judge of Moore County.

He is a graduate of Texas Tech, with a degree in government. He received his LLB degree from the University of Texas. He is a member of the 69th Judicial District Bar Association, the Texas Bar Association and American Bar Association.

Judge McDonald and his wife live in Dumas. They have a son who is a freshman at Texas Tech and a married daughter who lives in Amarillo.

Pd. Pol. Adv.

Chamber Of Commerce Opts To Cut Gas Usage 25%

A VOLUNTARY, nationwide campaign to cut gasoline consumption by at least 25 per cent — and avert the need for compulsory rationing — was launched recently by the Chamber of Commerce of the United States. The theme: "Save, America — Save 25 Per Cent."

Arch Booth, chief executive officer of the nation's largest business federation, called upon businessmen throughout the country to give leadership in their communities and their

places of business to the campaign aimed at all Americans.

Noting that a gasoline shortage of at least 25 per cent is expected for the immediate future, even if the Arab oil embargo is lifted or relaxed, Booth said:

"Thus, we must learn to get along on about 75 to 80 per cent of the gasoline we would normally use."

"Unless we succeed in conserving the gasoline available, on a voluntary basis, we face

compulsory rationing, which most people would like to avoid."

THE NATIONAL Chamber's conservation drive urges:

—All Americans, by driving their cars two days less a week or by other measures, save at least 25 per cent in gas consumption.

—All business and industry reduce their own consumption by 25 per cent or more.

The National Chamber is mobilizing its 2,500 local and

state chambers and 1,100 trade and professional associations to initiate conservation programs in their communities and industries. Underlying membership is more than five million.

The huge effort will rely heavily on 47,000 business firms and other enterprises which are members of the National Chamber, including the largest employers in the nation, as well as thousands of smaller employers.

The National Chamber will support the campaign with a national media program, including newspaper advertisements and public service radio and television announcements, and promotion materials such as bumper stickers, posters and messages for employees.

Besides asking business to cut gasoline use in its operations, Booth said, the employer-

members would be asked to establish and encourage conservation programs for employees, such as car pools and promotion of mass transportation.

CALLING the energy crisis "real" and saying it would "be with us for several years," Booth, in a statement announcing the campaign, said:

"What this means most directly for individual Americans is that we are going to have far less gasoline for our automobiles, for a long time to come."

"For the immediate future, we must save all we can. We face a shortage of at least 25 per cent in the first part of 1974 and perhaps beyond, even if the Arab embargo is lifted or relaxed."

"Thus, we must learn to get along on about 75 per cent of the amount of gasoline we would normally use."

"Unless we succeed in conserving the gasoline available, on a voluntary basis, we face compulsory rationing, which

most people would like to avoid."

"The National Chamber believes Americans can do the job voluntarily."

"WE ARE calling today upon our members and all American business to give leadership to a nationwide conservation program to reduce gasoline consumption by 25 per cent — voluntarily. The theme of the campaign is 'Save, America — Save 25 Per Cent.'"

"The campaign urges:

—All Americans, by driving their cars two days less a week or by other measures, save at least 25 per cent in gas consumption."

—All business enterprises to reduce their own gasoline consumption by 25 per cent or more and organize programs with their employees, such as car pools, which will help conserve gasoline.

"To carry out this vital effort the National Chamber is urging chambers of commerce and trade associations to initiate conservation programs in their communities and industries. Our campaign is built upon and taking nationwide a program initiated by our Chamber members in the Twin Cities area of Minnesota."

"We urge all Americans, businessmen and the public

alike, to cooperate in our 'Save, America — Save 25 Per Cent' campaign."

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

Farmers Not Noticed In Energy Shortage

Noting that agriculture has been denied representation on Administration energy policy-making councils, Senator Lloyd Bentsen said last week that the needs of farmers must be given strong consideration in this time of energy shortage.

In a letter to the President, Bentsen urged that the new Federal Energy Administration include a representative of agriculture. This new cabinet level agency is charged with alleviating the current energy crisis and planning for future needs.

"The importance of this Nation's agricultural production warrants careful planning to insure that adequate fuel supplies are available in our food production efforts," Bentsen said in his request.

He pointed out that farmers have been pressed to increase production in order to lower consumer food prices, but have been strapped by a serious shortage and unwise distribution of diesel fuel:

"There are many cases of field work having been stopped due to a lack of fuel. This situation has resulted in farmers strongly questioning the wisdom of increasing their production effort," the Senator said.

"Farmers cannot be expected to increase the acreage they are planting without some assurance there will be fuel for harvest."

In his letter Bentsen expressed concern that the previous administration policy-making body, the Emergency Energy Action Group, did not include in its membership a representative of agriculture.

Basketball In The Beginning — And Now



Basketball was originated in 1891 by Dr. James Naismith, physical education instructor of the International YMCA Training School in Springfield, Mass. Within months the sport had spread throughout the city with teams representing different YMCA's playing against each other for such scores as 2-2 and 1-0. Though the Carlisle School in Martinsville, Virginia played its first Varsity Season just last year, its star player alone averages 13.4 points per game. One reason for the difference in scoring may be that the first team played in long pants and tight fitting long sleeved wool jerseys. Once in action on the court, Carlisle boys doff their comfortable sweatsuits of Creslan acrylic fiber for lightweight shorts and sleeveless tops.

Time for caring
birth defects are forever unless you help
give to the March of Dimes

Announcing New Location
914 EAST PARK
Phone: 364-4918

Effective Date February 1, 1974

The La Plata INSURANCE Agency

Thanks Again!
Pauline and Robert

Bonds are for giving at weddings.



Give the bride and groom a U.S. Savings Bond. Who knows, maybe when they buy their first house, their first car, or take their first vacation, it'll be because you gave them their first Bond. U.S. Savings Bonds. A good way to start a marriage.



Take stock in America. Buy U.S. Savings Bonds. Now E Bonds pay 8 1/2% interest when held to maturity of 5 years, 10 months 14% the first year. Bonds are replaced if lost, stolen, or destroyed. When needed they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

CONGRATULATIONS

To The 4-H and FFA Clubs, and we sincerely hope you will give all your support to these fine young people for a job well done. Good Luck to all entered in the

HEREFORD JUNIOR LIVESTOCK SHOW

AT THE BULL BARN
Thursday, Friday & Saturday
January 24, 25, 26
Sale date: Saturday, 26
1:30 P.M.

FFA THE IRIS SPOT 4-H

PRINTING & OFFICE SUPPLIES
144 W. Fourth HEREFORD Phone 364-0430

TIRE SERVICE!
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Scientific wheel alignment is a specialty at our shop... and we do it right, with all modern up-to-date equipment.

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Featuring **LEE**
OF CONSHOHOCKEN

Passenger, Truck and Tractor Tires

La Plata Splits Games With Three Opponents

La Plata and Pampa Junior High split wins in two games played last Thursday.

La Plata won the 8th grade game 48-36 with Kent Ellis leading the way with 17 points. Daniel Olson added 12 for the La Plata winning effort.

The Pampa Junior High 9th grade won out in the other game over the La Plata 9th 36-42. High scorer for La Plata was Archie Crim, hitting for 18 points, with Terry Brady adding 13 for the Hereford Junior High team.

In games Monday against Canyon La Plata's 7th and 9th teams won with the 8th grade losing to the Eagles.

LP won the 7th grade game

29-13 with Brent Allen and Greg Demont both hitting 8 points.

In the 8th grade game Daniel Olson hit for 14 and David Arney got 9 as La Plata fell to Canyon 41-30.

In the 9th grade's 43-35 win over Canyon Archie Crim had 14, Roy Martinez had 9, Terry

Brady had 11 and Rowen Alexander got 7.

In games Tuesday La Plata's 8th and 9th grade teams split wins with Borger Junior High.

The LP 8th lost 53-25 with David Arney hitting for 8, Kent Ellis had 7 and Daniel Olson had 6.

In the 9th grade's win over

Borger 9th, Rowen Alexander had 11 and Terry Brady and Roy Martinez each had 10. The La Plata 9th fell behind Borger by 8 points at the end of the third period.

However, the La Plata 9th rallied in the final stanza and outscored Borger 17-4 for the win.

Supper For Whiteface Fans

The Whiteface Booster Club will sponsor an ice cream supper Monday night, Jan. 28, at the high school cafeteria, it was announced by president Virgil Marsh this week.

All booster club members and parents of high school basketball players are invited to the supper, and admission is only 25 cents. Ice cream and cake will be served. The supper begins at 8 p.m. in the cafeteria. Plans for the event were formulated Monday night at the regular weekly meeting of the boosters. Donna VanderZee was appointed as chairman of an arrangements committee.

Basketball coach Barry

Arnwine discussed offensive strategy of his team and showed a filmed portion of the Monterey game. "Needless to say, I was extremely pleased with the team's performance against Monterey," the Whiteface coach stated.

"I can't voice enough praise

for the composure displayed by the team," he added. Arnwine felt that Hereford's defensive play was the key to the close overtime victory over Monterey. "We kept pressure on them without getting too many fouls," he pointed out. He said Hereford won the battle of rebounds by 34-28.

Cowboy Establishes New Season Earning Record

With winnings of over \$38,200 Ernie Taylor of Hugo, Okla. has established a new season's record for prize money won in a single event beating Dean Oliver's record of \$38,117.

Ernie climaxed a tough year on the rodeo circuit at the National Finals also by winning his first World's Calf Roping Championship. When asked about his new title Ernie said, "World's Champion Calf

Roper...is hard to believe. There's a lot of us out there so it's real special to me."

Taylor attributes his world's title in the calf roping event to a lot of hard traveling, a lot of hard work and his trusted roping horse "Scorpion". Ernie says, "Scorpion is just great. He'll get a jump on a calf and as I am coming down out of the saddle he is backing up keeping the rope tight all at the same



Calf Roping Champion

Ernie Taylor of Hugo, Okla., World's Champion Calf Roper displays his championship style atop his roping horse "Scorpion" during the National Finals Rodeo action last weekend in Oklahoma City.

Ex-Locals Boost WT Track

West Texas State's track team opened its 1974 indoor season by capturing five events in a multi-team field at Lubbock Christian College Saturday. Texas Tech also won five events; but no team totals were kept.

Hereford athletes figured prominently in the meet. George Fuller of WT won the long jump with a 21-6 1/2 effort, while Luther Mays of Tech won the 600-yard dash.

Hereford's Jim Henson was third in the 2-mile run; Steye Nieman was fourth in the 440 and ran a leg on the mile relay team that finished second; and Danny Harris was fourth in the long jump.

West Texas will host an indoor meet Feb. 2.

Dr. Milton C. Adams
OPTOMETRIST
335 Miles
Phone 364-2255
OFFICE HOURS
Mon.-Fri. 9:30 to 6:00
Saturday 8:30 till 12:00

Casa Ramirez RESTAURANT
206 N. SCHLEY 364-6791
MEXICAN FOODS
OPEN EVERY DAY EXCEPT TUESDAYS
11 A.M. - 2 P.M. and 5 P.M. - 10 P.M.
Friday Special - GIANT BURRITOS
Tostados, Salad \$1.00 FRIDAY ONLY!

Stanton Wins Three, Loses Two To Opponents This Week

Stanton Junior High teams won three games this week and lost two to opponents.

In games Monday with the Canyon Purple, the Stanton 7th grade posted a 35-20 victory. Scoring for the Stanton 7th was Robert Graves and Rodney

Symons with 8 each, Buzz Abalos 6, Jackie Mercer and Henry Torres with 4 each.

Stanton also won the 8th grade game over Canyon Purple 44-29. High for Stanton was Albert Del Toro with 9, Greg Hennington and Randy

Marrs each had 8, and Kelly Kitchens and Clay Pittman each had 6.

Canyon took the 9th grade game 78-50. High for Stanton was Ismael Adame and James Mays with 14 each, and Bill Fraser and Kenneth Marcer with 6 each.

In Tuesday games Stanton split with Perryton Junior High.

Perryton won the 8th grade games by 41-38 with Albert Del Toro getting 18, Kelly Kitchens 16 and Greg Hennington and Joe Barrientez getting 2 each.

Stanton grabbed the 9th grade game 47-36 with Ismael Adame getting 13, Scotty Taylor 10, Bill Fraser 7, Barry Acton 5 and James Mays 5.

MARCH OF DIMES SET A GOAL... PREVENTION OF BIRTH DEFECTS!

ACE QUARTERBACK JOHN BRODIE SAN FRANCISCO 49ERS
GOLF'S ARNOLD PALMER HONORARY NATIONAL CHAIRMAN
ALL STAR OUTFIELDER AL KALINE DETROIT TIGERS
TOP DEFENSEMAN BOBBY ORR BOSTON BRUINS

BIRTH DEFECTS ARE FOREVER... UNLESS YOU HELP
Give to the March of Dimes!

ONE MINUTE SPORTS QUIZ

1. Name the NFL Offensive and Defensive Player of the Year.
2. Bill Virdon is the new manager of what team?
3. Name the Offensive and Defensive Rookies of the Year in the NFL.
4. NFL Coach of the Year is whom?
5. Who was declared winner of the Bing Crosby National Pro-Am Golf Tournament?

1. Defensive - Dick Anderson.
2. New York Yankees.
3. Offensive - Chuck Foreman and Defensive - Wally Chambers.
4. Chuck Knox - Los Angeles Rams.
5. Johnny Miller.

Robert H. Bork, Acting Attorney General: "My position is untenable unless these investigations and prosecutions are handled correctly."

Answers To Sports Quiz

1. Offensive - O.J. Simpson.

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 operation 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 (P2O5)	.73 - 1.95	1.21	243
Potassium (K2O)	.90 - 2.83	2.17	362
Sodium	.29 - 1.43	.74	148
Calcium	.81 - 1.75	1.30	260
Magnesium	.32 - .96	.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.

BIRTH DEFECTS ARE FOREVER. UNLESS YOU HELP.
MARCH OF DIMES
THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE BY THE PUBLISHER

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!

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When the quality of your grass goes down, UP YOUR PROTEIN with our special Liquid Feed Supplement 32

The nutritional value of grass varies from time to time and from place to place. That's why T-E has developed a complete line of liquid feed supplements to meet all the conditions faced by cattlemen.

T-E Liquid Feed Supplement 32 is the one to use when the grass is dry or poor. It delivers protein, phosphorus, vitamins, trace minerals. And it delivers the energy to make them get out and rustle for what grass there is.

T-E LIQUID FEED SUPPLEMENT

TAYLOR-EVANS FARM STORE
Sugar Beet Road

Get with the program... the T-E Liquid Feed Supplement Program.



Serve As Agriculture Advisors

Charles Schlabs (center) of Hereford, secretary of the West Texas Vegetable Growers Council was among key agricultural producers and commodity leaders who met at Texas A&M University recently. They are serving in an advisory role to the Texas Agriculture Extension Service in developing some educational programs in each of the state's economically important commodities aimed at maximizing agricultural production and income. The advisory board consisted of (L-R) Dr. John E. Larsen, Jerry Keese, Schlabs, Lloyd Justiss, and Joe Van de Walle Jr.

Grant Okayed For Panhandle

Governor Dolph Briscoe has announced the approval of a State of Texas Regional Planning Assistance Grant in the amount of \$6,918 to the Panhandle Regional Planning Commission (PRPC). The grant program is administered by the Governor's Division of Planning Coordination. James M. Rose, Division Director, stated that the funds are provided to PRPC to assist in meeting their regional planning and service responsibilities. The Division of Planning Coordination is that section of the Governor's Office charged with assisting the Governor in carrying out his responsibilities as the State's Chief Planning Officer. In addition to administering the regional planning grant program, the Division is actively engaged in

coordinating State planning activities and in developing assistance programs for local governments and regional councils of governments. Funding for the PRPC planning grant comes from a \$1.7 million dollar appropriation of the 68rd Legislature. PRPC is headquartered in Amarillo. It is an association of local governments, with membership including 40 cities, 14 special purpose governments and the counties of Armstrong, Briscoe, Carson, Castro, Collingsworth, Deaf Smith, Donley, Gray, Hall, Hartley, Hemphill, Lipscomb, Moore, Oldham, Parmer, Potter, Randall, Swisher, and Wheeler. The State grant funds will be used to support such Commission activities as manpower planning, water quality and

pollution control, criminal justice planning, health planning, determination of regional goals and objectives, technical services to member governments and the coordination of State-federal-assisted programs. Chairman of the organization for 1974 is W.W. Nicklaus, City Commissioner of Amarillo. The Executive Director is Ernest R. Clark.

Jayroes Attend Realtors Meet

Many local men and women in real estate were in Mexico City Jan. 11-13 to see Franklin Jeffers of Amarillo become the 1974 president of the 28,000-member Texas Association of Realtors. Although the highlight of the session was the installation of Jeffers and his slate of new officers, local members were also much involved in committee meetings and in the directors session. Attending the meetings from this area were Melvin and Teebie Jayroe, Vice Chairman of State M.L.S. Committee. The board here is represented by TAR regional vice president, Leroy Land from Lubbock. "We also picked up some good ideas on investment techniques from a leading real estate editor

of Mexico City and also some very innovative thoughts on condominiums from a luncheon speaker," Jayroe said.

Get Full Value From Food Dollar

by John L. Hill
Attorney General
IT'S AN economic fact of life that the costs of almost all goods and services have risen at a rather heady rate in recent months, but most consumers feel the pressure most in their grocery budgets.

Economists are telling us that there's no immediate hope of turning the price trends downward, so it's more important than ever that individuals follow the examples of business and government, and concentrate on getting full value for money spent. Most shoppers are aware that unit pricing is a good indicator of value, and have learned to compare the costs of various brands, shop for "specials," and experiment with new labels and products.

NOT SO well known is the fact that the U.S. Department of Agriculture requires that practically all food products be coded as to freshness; ingredients included; nutritional values, and weights by general measures as well as measuring units for cooking (cups, pints, etc.).

Some food manufacturers and processors have made it easy for the buyer to tell how long an item can be expected to retain its fresh flavor. For instance, the label of one brand of mayonnaise clearly states that the customer should not buy a jar of a specific batch after such-and such a date.

Most cereal and cheese manufacturers, as well as producers of baked goods put

the sales expiration dates on packages so that they are easy to find and read.

Coding on canned goods, on the other hand, may be a bit obscure for the average consumer, but your store manager should have a key list for coding to guide you.

Date coding on meat may vary from store to store. Some large chains stamp the day of the month a cut was packaged right below the weight and price. Others use codes which would have to be deciphered by the butcher or store manager.

Milk is dated, but usually the date is embossed—without a color contrast—at the top of the carton on the spout side.

Bakers of bread usually employ colored tag twists to denote the difference between days loaves were baked. Package markings also serve as clues in the cases of some bakers with national distribution. Do not be misled by such assurances as "baked fresh daily," if the loaves were shipped from a city faraway.

THE IMPORTANCE of date coding is that it tells you how long you may expect to use a food item without worrying about its going stale, losing its flavor, or posing a health threat to your family.

Certainly, nothing would be gained if you took the trouble to buy groceries in large quantities, to make a saving or to resist the temptation of an extra trip to the market, and then had to throw out an unused portion.

Do not assume that the item nearest at hand is the freshest. In order to keep stock moving in sequence, store clerks usually put the most recent inventories at the back of a shelf, so the others can be sold first.

Do not hesitate to tell your

grocer if you find out-dated goods (such as canned biscuits which are too old to rise, or old cottage cheese) on his shelves. The mechanics of updating are complex, and honest errors do occur.

MOST GROCERS are sincerely cooperative. After all, they deal daily with one of the toughest consumers of all—the food-buying housewife. If you do run into a problem indicative of a deceptive trade

practice or misrepresentation, and cannot solve it yourself, contact the Attorney General's Consumer Protection Division office in San Antonio, Lubbock, Houston, El Paso, Dallas or Austin.

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OPEN SATURDAY JANUARY 26, 9:00 A.M.

Board Prepares For Summer Spectacular

Members of the Board of Directors of the Texas Panhandle Heritage Foundation, Inc. met in a general meeting Jan. 16 at the Amarillo Club. The purpose of the meeting was to discuss the opportunities available for the "Texas" Musical Drama in this coming season.

After discussion of the opportunities for "Texas" in 1974, the members of the Board decided to:

1. Present the 1974 show in as polished a way as possible.
2. Urge patrons to use public transportation whenever they

can, including the bus service from any door in Amarillo and Canyon to the show.

3. Postpone capital investment.

Show dates for the 1974 Season of the "Texas" Musical night except Sundays at 8:30 p.m. For more information call 806-655-2182 or write Box 268, Canyon, Texas 79015. Canyon, Texas 79015.

As far as Americans of colonial times could see, the best cure for eye diseases was the plant called eye-bright.

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White
Holds 805 Lbs.
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NO. 4934
White
Holds 665 Lbs.
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23-CU. FT. CHEST
HOLDS 805 LBS.

Cotton Polyester **MATTRESS PADS**
OUR BEST
Twin Size Was \$7⁹⁹
NOW \$5⁷⁶
Full Size Was \$9⁹⁹
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Dacron Polyester Fill **PILLOWS**
With Foam Core
Reg. 2 For \$11⁹⁹
NOW **2 FOR \$7⁹⁹**

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Values \$24⁹⁹ to \$45
NOW **\$29⁹⁵**

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12 Cycle Portable **DISHWASHER**
Walnut Cutting Board Top
Harvest Gold or White
NOW **\$288⁹⁵**

Men's Knit **SLACKS**
NOW **\$4⁸⁸**
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Men's Knit & Broadcloth **SHIRTS**
Values to \$4⁹⁹
NOW **\$2⁴⁹**

Boy's **COATS**
Values to \$24⁹⁹
NOW **\$19⁹⁵**

Modern Desk **LAMPS**
White, Black or Brown
\$2⁹⁹

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1/2" thick poly foam gives you smooth easy sleeping. Buy now for summer comfort.
Full or Twin Size
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Plastic Covered Decorator Colors
Reg. \$5.95
\$3⁶⁶

RIPPLE or GRANNY AFGHAN KIT
45" x 60" Asst. Colors Complete Instructions
\$5⁹⁷ Ea.
Our Reg. \$8.88

PILLOW SHAM
Quilted prints or solid colors. Zipper opening. Fits standard bed pillow.
\$1.19 Value
99¢

BANK-O-MATIC Bubble Gum BANK
Gum included
Our Reg. \$1.77
\$1¹⁷

3 Minute Brand POPCORN
2 Lb. Bag Yellow or White.
Our Reg. 36c
14¢

light her world

See how many starry lights twinkle her world bright. One diamond gives her a rainbow to wear. . . beautiful diamond jewelry with clusters of smaller stones gives her dozens of rainbows. Make her starry-eyed.

Cowan Jewelers
DOWNTOWN

Bettys-Y-Coed

Attention Joe Coled, a town in Wales is called Bettys-Y-Coed!



PRICES IN THIS AD ARE EFFECTIVE THRU 1-26-74

RED HOT VALUES

ARE YOURS WHEN YOU SHOP FURR'S

REDEEM YOUR COUPONS RECEIVED IN THE MAIL FOR 200 EXTRA GOLD BOND STAMPS THIS WEEK 100 STAMPS FREE - 100 STAMPS WITH PURCHASE OF \$5⁰⁰ OR MORE.

- ICEBERG LETTUCE** ARIZONA'S FINEST LB. **19¢**
- APPLES** WASH, STATE, RED DELICIOUS, GOLDEN DELICIOUS, LB. **28¢**
- CABBAGE** GREEN CABBAGE CALIF. FINEST POUND **10¢**
- BANANAS** CENTRAL AMER. GOLDEN RIPE POUND **12¢**
- ORANGES** CALIFORNIA FINEST NAVELS POUND **4 FOR 88¢**
- LEMONS** CALIFORNIA FINEST LB. **29¢**

FAMILY STYLE STEAK
BONELESS FURR'S PROTEN LB. **\$1³⁹**

BONELESS CUTLETS STEAK
LB. **\$1⁶⁹**

Delicatessen
1 - FRIED CHICKEN
1 - PT. COLE SLAW
1 - PT. PINTO BEANS
Serves 4 **\$3¹⁹**
ALL FOR
FRUIT SALAD Pint 69¢
POTATO SALAD Pint 69¢
NO SALES TO DEALERS

- ROUND SIRLOIN RIB STEAK SWISS STEAK RANCH STEAK KEY CLUB PRIME RIB RUMP ROAST** FURR'S PROTEN LB. **\$1³⁹**
- ROUND BONE ARM LB.** **\$1³⁹**
- FURR'S PROTEN STEAK LB.** **\$1²⁹**
- FURR'S PROTEN LB.** **\$1⁶⁹**
- FURR'S PROTEN "THE BEST" ROAST, LB.** **\$1³⁹**
- FURR'S PROTEN LB.** **\$1²⁹**

- OLEO** GAYLORD SOLIDS LB. **28¢**
- CHILI** MORTON HOUSE WITH BEANS 24-OZ. PACKAGE **69¢**
- CORN** FOOD CLUB, CREAM STYLE OR WHOLE KERNEL GOLDEN, NO. 303 CAN **3 FOR 69¢**
- MIRACLE WHIP** KRAFT QT. **68¢**
- PICKLES** HEINZ SWEET CUCUMBER SLICES QUART JAR **59¢**
- GREEN BEANS** FOOD CLUB CUT NO. 303 CAN **3 FOR 69¢**
- TOMATOES** GAYLORD NO. 303 CAN **4 FOR \$1⁰⁰**
- DINNERS** CHUN KING, 29%-OZ. CHOP SUEY; 19-OZ. SWEET & SOUR; 29%-OZ. PEPPER STEAK, 29%-OZ. SUKIYAKI OR 30%-OZ. EGG FOO YOUNG, YOUR CHOICE **89¢**
- DINNERS** FOOD CLUB ASSORTED FLAVORS, PACKAGE **49¢**
- COOKIES** NABISCO COCONUT, CHOCOLATE CHIP OR CHIPS AHOY, PKG. **69¢**

DOUBLE GOLD BOND
TUESDAYS AND WEDNESDAYS Double Stamps with \$2.50 or more purchase

STALEYS SYRUP
24 OZ. **59¢**

DEL MONTE CATSUP
20 OZ. **3 FOR \$1⁰⁰**

CRISCO
3 LB. CAN **99¢**

- Frozen Food Favorites**
- BROCCOLI SPEARS** TOP FROST FRESH FROZEN 10-OZ. PACKAGE **29¢**
 - POTATOES** FRENCH FRIED GAYLORD REGULAR OR KRINKLE CUT 2-LB. PACKAGE **49¢**
 - CORN** GAYLORD WHOLE KERNEL, FROZEN 24-OZ. PKG. **49¢**
 - APPLE JUICE** TREE TOP 6-OZ. CAN **32¢** 12-OZ. CAN **61¢**
 - CARROTS** TOP FROST FROZEN SLICED, 24-OZ. PACKAGE **39¢**
 - ICE CREAM** BORDENS 1/2 GAL. ASSORTED ROUND **89¢**

TOPAZ STONEWARE

THIS WEEK SAUCER **49¢** (Regular Price 79¢)

START NOW - COLLECT A FULL SET

NO PURCHASE NECESSARY...and so smart!

Safe in oven and dishwasher

- CHUN KING CHINESE FOOD** CHICKEN CHOW MEIN, BEEF CHOW MEIN OR SHRIMP CHOW MEIN, 42-OZ. DIVIDER PACK **99¢**
- SPAGHETTI DINNER** KRAFT TANGY, 8-OZ. **39¢**
- KAL KAN DOG FOOD** DINNER BEEF, BEEF WITH CHICKEN, BEEF WITH EGG BACON, CHEESE 14-OZ. **34¢**
- CHUN KING NOODLES** 3-OZ. CAN **26¢** 5-OZ. CAN **37¢** 9 1/2-OZ. CAN **57¢**
- DRINKS** DEL MONTE, PINEAPPLE-GRAPEFRUIT PINK PINEAPPLE GRAPEFRUIT OR PINEAPPLE ORANGE, 46-OZ. CAN **3 FOR \$1⁰⁰**
- Coca Cola** 32 OZ. RETURN BOTTLES **19¢**
- 7 Up** 32 OZ. RETURN BOTTLES **19¢**
- COFFEE** MARYLAND CLUB 3-LB. CAN **\$3²⁵**

DISPOSABLE DIAPERS
TOPCO OVERNITE 12's **65¢**

3-PC. CAST IRON SKILLET
TREND PRODUCTS SET **\$3⁹⁹**

Ironing Board
Cover and Pad Set **99¢**

BIC PEN SUPER SALE, 4 PENS, MEDIUM POINT **37¢**

BABY POWDER JOHNSON AND JOHNSON, 14-OZ. **89¢**

HAIR COLOR NICE & EASY BY CLAIROL **\$1⁵⁰**

CREST TOOTH PASTE
REGULAR OR MINT, 7-OZ. **73¢**

NYLON KITCHEN TOOLS
RECOMMENDED FOR ALL FINE COOKWARE AND TEFLON BAKEWARE
SPATULA, SLOTTED SPOON, FORK SPOON, REG. 49c Ea. **2 49¢**

LONG HANDLE METAL KITCHEN TOOLS
LONG HAMBURGER TURNER-LONG CAKE SERVER WEDGE PIE OR CAKE SERVER **2 FOR 59¢** REG. 59¢ EACH

FOLEY WANDEE ROLL CAN OPENER
OPENS ANY SIZE CAN, REMOVES BOTTLE TOPS EASY TO OPERATE REG. 49c EA. **39¢**

SURE DEODORANT 9-OZ. **\$1¹⁷**

CEPACOL MOUTH WASH 20-OZ. **89¢**

SHOP Furr's MIRACLE PRICES



The Whiteface

PUBLISHED

AS PART OF

THE HEREFORD BRAND

Page 1

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

The Hereford Brand, Hereford, Texas, Thursday, January 24, 1974

Bull Corner

Rationing? Gas Shortage? Energy Crisis? Daylight-saving time? New School Hours? These are a few of the puzzling changes taking place in our country. We, the Whiteface Staff, asked some students of HHS how some of these changes affect them personally.

"The only way the gas shortage affects me is the price of gas is going up. I have not seen any rationing and I hope I never will. The energy crisis is the cause of all this trouble. I do not like the new school hours because I would rather get out earlier. There is not much you can do after 4:30 when most stores close at 6:00 and some at 5:00. I like the daylight-saving time because it stays light longer."

Vickie Kelley, senior

"Daylight-saving time, to me is alright. The time is really the same, maybe we get out an hour later, but it's still the same. The people it affected the most were the business. They have to go to work in the dark. But otherwise it is alright."

Mary Castillo, sophomore

"The only thing that affects me personally and that is the new school hours. These new hours are messing up a lot of the agriculture industry by keeping the help late. The gas shortage is a result of the big business' attempts to raise gas prices. A plot conceivable only in a Republican Administration."

David McLeod, sophomore

"People need to realize that there is a shortage of gas and energy and that we need to start conserving energy for future use. As for changing the school hours, I liked them better the other way, because getting out at 4:20 doesn't leave enough time between school and the closing hours of businesses. Even if they do ration gas it won't hurt people to walk every once in a while."

Melinda Bradley, senior

"Rationing? I don't think they should unless they really have to. Gas shortage? Well, gas shortage has affected me because we have to sit at home more and when we do go, my mother has to try to plan where she wants to go and how to try and save gas. I think we ought to go back to horses or ride bikes. Also people should think of walking more - they need the exercise."

Wilma Knight, sophomore

"Rationing of gas will probably mean less driving for me. Daylight-saving time makes the day really too short. The new school hours, I don't like at all. I feel it should be put back to the old time. It makes the day too short after school is over."

Donna Walterscheid, senior

"I think the gas shortage is a nonexistent issue and is just a way for the oil companies to make more money. I don't think that there is that big of an energy crisis, because all of a sudden, we're out of everything."

Barry Muller, sophomore

"Rationing would affect me. I wouldn't be able to make frequent out-of-town visits. At first, daylight-saving time bothered me. I don't like to do things in the dark, but I've gotten used to it now."

Ronda Whitener, sophomore

"Rationing, Gas Shortage, Energy Crisis, Daylight-saving time, and the new school hours, I think, affect everyone in one way or the other. But the gas shortage is the one I have the most problem with, because now the joy of riding around is cut down mighty low. In a way, it will help me catch up on my exercise in walking."

Sylvia Gonzalez, senior

A turn of the century sure-fire insect irradiation consisted of two blocks of wood and instructions to "place insect on block 'A'. Bring block 'B' down smartly on block 'A'. If insect survives, repeat process."

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REMEMBER, THIS IS YOUR CONSTITUTION.

Leo Club Escapes To Snow-Crowned Peaks

The HHS Leo Club took advantage of the semester break as the group of 25 members and seven sponsors made their way to the snow-covered slopes of Red River, N.M. for two days of skiing.

The group left for Red River at 3 a.m. Thursday, Jan. 10 and returned Saturday night, Jan. 12.

The club stayed at the Ponderosa Inn, which was conveniently located near the slopes.

Sponsors for the trip were Messrs. and Mmes. Tommy Bowling, Jerry Shipman, and

Alan Wagoner and Mrs. Ralph Owens.

Members of the club that went on the trip were: Leesa Sledge, Lynette Cawthon, Kiska Hodges, Karen Walden, Shyla Thomas, Vickie Payne, Janene Bradley, David McLeod, Barbara Poindexter, Brian Eades, Debbie Hale, Kathi Bell, and Cindy Smart.

Others were Kelly Lea, Eddie Ambold, Pat Scoggins, Debbie Lindsey, Ray Shannon, Earl Behrends, Bob Behrends, Brad Clark, David Crume, Dee Ann Miller, Debbie Klechak and Stacy Hacker.

History Teacher Honored Before Move To Kansas

The honor of being the teacher of the six weeks went to Mrs. Rodney Symons, former American History teacher. Mrs. Symons recently resigned her position at HHS to move to Kansas with her husband who is a major in the Army.

"I was shocked, overwhelmed and everything like that," replied Mrs. Symons when she was asked her reaction to this honor.

Living in Hereford, Ft. Leavenworth, and Germany, Mrs. Symons is going to make her home once again in Ft. Leavenworth, Kan.

She has two sons; Rodney Jr., 13, and Tad, 8. Her hobbies are reading, playing bridge, riding horses and swimming. She is hoping to teach in Kansas, but

she said she doesn't have a job yet.

"I think that the students here are the greatest people in the world and they motivate the teachers to do their best," was Mrs. Symons' opinion of the personnel at HHS.



MRS. RODNEY SYMONS

Former Drug Addicts Tell Synanon Story

Jan. 17, Fred Wells and Miss Arleen Heede came to HHS and presented the student body with an assembly about their life of Synanon. Both Wells and Miss Heede are former drug addicts and they told their stories of taking drugs and traveling to California to the Synanon Foundation for help.

Synanon is a drug rehabilitation center that anyone needing help may obtain free assistance. The only money it requires is what it takes to get

you to the doors of Synanon. The directors of Synanon are former drug addicts and all are under the age of 30. They have all been in a similar situation as anyone going to Synanon. No one at Synanon is required to stay any longer than they wish and the doors are open to anyone wanting to go.

Wells and Miss Heede are in Texas seeking beer donations for Synanon. The assembly was opened for students to ask questions about drugs and Synanon.

Herd Still In Action

With football season out of the way the gridiron athlete will now concentrate on off-season work outs.

Off-season work outs are designed to help the individual exploit quickness, strength, size, and ability, by lifting weights, wrestling, running, and participating in most games.

To win a football game, a player must be both physically and mentally better than his

opponents, a player filling these requirements must have the will to win.

Although size, power and speed are attributes to every player, he must also learn the fundamental game skills.

Intramural Cagers Begin Brief Season

Intramural Basketball began Tuesday immediately before school in the boy's gym: Eleven teams are enrolled for the short season; these included the 13th Street Rhythm Rogues, Cohort Kinks, HMF, Super 7, B & H Inc., Esteline Bears, VBF, Timber Turks, Birds Amalgamated, Lenbons, and the Rat Traps.

The intramural seasons are fairly short-lasting from Jan. 22 - Feb. 28 and play-off games for 1st - 3rd places on March 1st and 2nd.

The officials and directors in charge of activities are: Andrew Wingert, Dan VanderZee, Gerald Shipley, and James Harris. Over-all sponsor is Coach Joe Tubbs.

Alive And Well
There's one number the American Cancer Society just loves - 1,500,000. That's the number of Americans alive today who are cured of cancer. And, their ranks could be even greater, says the Society, if everyone understood the importance of an annual physical checkup including cancer tests.

Taking Up The Habit
Youngsters will be more likely to smoke cigarettes if their parents and teachers and "good examples" do. Please be a "good example" and don't smoke, says the American Cancer Society.



Joining the Hereford High School faculty at semester were Mrs. Martha Layman and Roy Shipp. Mrs. Layman is a home economics instructor and Shipp teaches American history.

High School Faculty Gains New Teachers

One of the two new teachers that joined the HHS teaching staff is Mrs. Martha Layman who teaches foods, home furnishings, and home and family living.

Mrs. Layman has taught at Stanton Jr. High School and at Muleshoe where she taught homemaking. She graduated from Hereford High and continued her education at West Texas State University in which her major was home economics.

Mrs. Layman has lived in Hereford for 27 years. She loves working with her hands. She sews, works needlepoint and loves yard work.

She says, "This is a new experience for me even though I have taught before, because I have never taught boys in my classes."

Mrs. Layman has three children ranging from a senior in HHS to a son who is five. They are Holly, 18, Lisa, 9, and Jesse Trent, 5. She and her husband R.L. Layman reside at 207 Baltimore in Hereford.

Another new teacher at HHS is Roy Shipp, American History instructor.

Outdoor sports being his hobbies, Shipp enjoys hunting, fishing, golfing and skiing. Mr. Shipp came to Hereford in May of 1971 from Snyder where he was store manager at Piggly Wiggly. He is replacing Mrs. Rodney Symons, who recently moved to Kansas.

Shipp did his student teaching at HHS under the supervision of Coach Joe Tubbs. He graduated from Muleshoe High School in 1968 and has just completed his college education at West Texas State University where he majored in Physical Education.

Shipp says he doesn't know that much about the school system, but he thinks the students are great and he enjoys working with the students. His wife, Joyce, is County Extension Agent for Deaf Smith County. They reside at 205 Fir Street.

Choirs To Render Church Songfest

The Hereford High School mixed choir and girls choir will be performing at St. Anthony's Catholic Church on Jan. 27 at 7 p.m.

In a special church service sponsored by the Ministerial Alliance, an organization of the town's church ministers. Both groups will perform one number each.

The girls' choir will be singing

"Simple Gifts" a Shaker Melody by Aaron Copland.

The mixed choir will sing the tune "Sing Ye Righteous" by Viadance.

The special service celebrates the season of unity, a special period and time when every one unites together in one way or another. The service is open to the public.

Drill Team, Stage Band Entertain At WT Game

The HHS stage band, along with the drill team, performed at the Amarillo Civic Center Coliseum where West Texas State University unsuccessfully battled Memphis State University in a nonconference basketball game Jan. 5.

Jim Holston, director of student activities at West Texas State, asked Nick Nixon, stage band sponsor, and Mrs. Sue Powell, drill team sponsor, to

provide the half time entertainment for the night.

The stage band played "American Pie" and "Joy to the World" as the drill team performed, plus a wide selection of tunes for the audience entertainment.

The stage band will begin providing spirit and entertainment for the pep rallies and home basketball games during district play.

HHS Band Concert To Be Held Feb. 4

The Hereford High School Concert Band will perform a "Pops" concert at the high school auditorium on Feb. 4 at 8 p.m. Admission will be \$1 for adults and \$.50 for students.

The money will be used for scholarships so students can

attend summer band camp and to provide expenses for the band when they journey to the Corpus Christi Music Festival in April.

The Band extends their invitation for everyone to attend the concert and listen to a variety of new tunes.

Save, America.

Unless we conserve gasoline on a voluntary basis, we're going to have compulsory rationing. Which most people want to avoid.

The better gasoline-saving option is a voluntary effort. A pitch-in-together, national effort. An effort that's very possible.

But it doesn't mean just driving a few miles an hour more slowly.

And not just walking a little more often. And not just setting up a car pool of three people in a station wagon that holds six.

It does mean a national effort by every American and every American business to slash gasoline consumption by 25%.

How? Take a look at the lists and you'll get a few practical examples.

How you can save gasoline.

1. Determine your current weekly use of gasoline. Divide that by four. That's how many gallons you'll want to save each week.

2. Don't drive two days a week. Take mass transit. Or if you must drive don't go it alone. Set up a car pool. If you already have one, enlarge it.

3. Drive efficiently. Slow down. Cut sudden starts and stops. And try not to idle for more than three minutes.

4. Make sure your car is in top mechanical shape. Have your engine tuned and have it retuned regularly.

5. Make sure your tires are properly inflated.

6. Cut down on "family business trips". Plan your trips. Consolidate lots of errands into one trip.

7. When possible, use the phone to conduct family business.

8. Use your imagination. Devise your own plan to save 25%.

How your business can save gasoline.

1. Determine your current weekly use of gasoline. Divide that by four. That's how many gallons you'll want to save each week.

2. Reduce your use of fleet vehicles by 25%.

3. Get in a car pool yourself and encourage your employees to do the same. Computers are a big help in setting up a large company's car pool system. Some banks and other firms are donating computer time. Ask.

4. Make sure your vehicles run efficiently. Get them tuned and keep them tuned. Make sure all the tires are properly inflated.

5. Make sure your vehicles are slowing down. And not making sudden stops and starts. And not idling for a long time.

6. Conduct as much business as possible by phone. Personal contact is essential. But your customers will appreciate your trying to save gas. It's their gas, too.

7. Try to cut down on wholesale and retail deliveries. Encourage your customers to take packages with them. Delivery is an essential service. But these days it can be a luxury.

8. Use your imagination. Devise your own plan to save 25%. Involve your employees in your firm's efforts.

9. Help your community and industry to do their part. Cooperate with your local and state chamber of commerce and your

trade and professional association in implementing this campaign.

Any or all of these steps can help conserve gasoline. But we all have to start now.

While we still have to save.

Save, America. Save 25%



Chamber of Commerce of the United States, Washington, D. C. 20006
A Division of Chamber of Commerce, Inc. and National Chamber of Commerce. Form 100-100-1000
Approved by the Department of the Interior for the purpose of promoting the conservation of energy.

STOCK SHOW TIME IS HERE

... AND HEREFORD YOUNG FARMERS WISH TO EXPRESS THEIR APPRECIATION TO THE COMMUNITY FOR YOUR PAST SUPPORT. YOU HAVE CONTINUALLY INCREASED THE SALES, FOR WHICH WE ARE THANKFUL.

The Stock Show is in progress again and the Hereford Young Farmers invite you to come on out. The judging is Thursday and Friday and Sale Saturday at 1:30 p.m. We wish to express our thanks to those who participated in the show & Sale last year - Included were:

FOLLOWING IS A LIST OF 1973 SUPPORTERS

- | | | |
|------------------------|-------------------------|------------------------|
| Kenneth Artho | Garrison Seed Co. | McWhorter Cattle Co. |
| Adrian Wheat Growers | Golden Spread | New Holland - Hereford |
| Bill Allen | Spraying | Norton, Inc. |
| Allred Oil | Mrs. C. T. Guseman | Charles Nutt - Dimmitt |
| Arrow Head Mills | Hereford Bi Products | Oglesby Implement |
| Hilrey Aven | Hereford Butane Co. | Olson Shorthorn |
| Art Baker Cattle Co. | Hereford Grain Co. | Orsborn Buick |
| Wayne Barber | Hereford Livestock | E.C. Reinauer |
| Frank Bezner | Hereford Parts & Supply | Ted Robb |
| Waldo Baxter | Hereford State Bank | Roberts & Harris |
| Big Tex Cattle & Grain | Hi Pro Feeds Friona | Austin Rose |
| Big T Pump Co. | Hereford 4H Boosters | Cliff S. Kiles |
| Big Tex Elevator | Hill Farms | Raymond Schlabs |
| Bobs Bar B Que | C. W. Holcomb | Shollenbarger - Allen |
| James Bullard | Earl Holt | Pitman Industries |
| C & E Cattle Co. | H & R Manufacturer | Piggy Wiggy |
| Champion Feed Yard | Hickory Enterprises | Pioneer Publishers |
| Clifton Cattle Co. | Hereford Cartage | Pre Feeders |
| Jim Cluck - Dimmitt | Beef Steak Co. | Shook Tire Co. |
| Community Grain | F.L. Eicke | Ed Schilling |
| Floyd Cole | Imperial Livestock | Shupe Bros. |
| Consumers Fuel | Burke Inman | Shur-Gro |
| Crist Fertilizer | Don Johnson | Southwest Feed Yards |
| Dawn Coop | Le Roy Johnson | Summerfield Fertilizer |
| Deaf Smith Farm | Billy Jack Johnson | Sugarland Cattle Co. |
| Bureau | Kerr Mobil | Sandy Cattle Co. |
| Deaf Smith Feed Yard | Latigo Cattle Co. | T & D Cattle Co. |
| Deaf Smith Co. NFO | Reese Lawson | Taylor Evans |
| Dawn Oil | Robert Lloyd | Taylor and Sons Gro. |
| Deaf Smith REA | Livestock Health | Texsun Feed Yard |
| Jake Diel Construction | F.A. Marnell | Tip Top Oil |
| Charles Durham | Marsh Cattle Co. | Thuett Fertilizer |
| Easley Order Buyers | Rudy Metz | Triangle Hog Feeders |
| Arlis Edwards | Donald Meyer | Vogle and Kendall |
| Farr Better Feeds | Jim McCabe | Cattle |
| First National Bank | Buster Miller | Robert Veigel |
| Dalhart | McCathern Charlois Farm | Wac Seed |
| First National Bank | McCaclin Lumber Co. | Wall & Sons |
| Hereford | Hereford Lions Club | George Warner |
| Economy Package | Cannally Feed | Water Industries |
| First State Bank of | Kenneth Christie | White Implement |
| Vega | S. F. Shannon | Ink Spot |
| Frio Cattle Corp. | Edward Allison | Cattle Town |
| Ralph Futrell | Danny Jones | T-Bone Cattle Co. |
| Emmett Duke | Bob Anthony - Dimmitt | Delta Cattle Co. |
| H & W Implement | | |

- FURNISHING TROPHIES WERE:**
- | | | |
|-------------------------|-----------------------|------------------------|
| Deaf Smith Co. Electric | West Rural Telephone | J. E. Brooks |
| Von Roach Cattle | A to Z Tire Co. | Mrs. Joel Hodges |
| K-Bobs | Winget Pump | Pioneer Gas |
| Ralph Owens Assoc. | Howards Cust. Farming | Tide Product |
| Jimmie Christie | Clover Spraying | Deaf Smith Farm Bureau |
| Davis Implement | Boyd Machine | Kiwanias Club |

- OTHERS HELPING OUT WERE:**
- | | | |
|--------------------|----------------|---------------------|
| KPAN | Kenneth Grigg | Hereford Lions Club |
| The Hereford Brand | J. D. Harder | Simms Lions Club |
| J. C. Simpson | Arvel Williams | Shollenbarger Allen |
| The Auctioneers | Wade Crist | and CO. |

We apologize for those we may have over looked

COME ON OUT TO THE BULL BARN

Pioneer Officers Chosen At Lunch

Heading officers of Pioneer Study Club for the next two-year term, Mrs. P.B. Sowell was named president at the January meeting Tuesday, a luncheon at Hereford Country Club. She and other new officers will be installed in May.

Mrs. Herman Ford was elected vice president; Mrs. W.F. Ball reelected secretary, Mrs. Ralph McCullough correspondent and Mrs. W.C. Hromas treasurer; Mrs. Delmar Sigle was chosen historian, Roberta Campbell yearbook chairman and Mrs. Tandy Legg Federation director.

Briefly sketching the history of women's clubs in America, she said the National Federation was formed in 1890 and the Texas Federation in 1897, with the aim of coordinating work of women's clubs. Pioneer Club joined the Texas organization in 1910, a year after it was organized.

It was one of the clubs which formed a Deaf Smith County Federation in 1929. A primary interest of both state and county groups was free libraries available to all residents.

Miss Campbell is the retiring president, completing the second year of her term. Mrs. Ted Panchiera gave the nominating committee's report. Heritage of Federation in Deaf Smith County was the luncheon program topic with Mrs. Ray L. Johnson as speaker. She is a life member of the Top Of Texas - District Federation of Women's Clubs, a board member of Texas Federation and is currently serving as Pioneer Club's Federation director.

Mrs. Johnson gave some amusing personal reminiscences of women's club work in past years, and introduced Mrs. John Heard, one of the club's newer members, who added some of her own experiences in many years of club membership at Falls, her former home town.

Mmes. A.L. Manjeot, Marlin Gilliland and Wirt Phillips were hostesses who made luncheon arrangements. Blooming begonia plants brightened the tables.



PIONEER CLUB OFFICERS — Mrs. P.B. Sowell, standing left, was elected Tuesday as Pioneer Study Club president for the two-year term to begin in May, and Mrs. Herman Ford was named vice president. Mrs. Frank Ball, seated, was returned to office for another term as secretary.

At The Library

Life Of French King Portrayed

The Evergreen Gallant by Jean Plaidy is the book being featured this week at the Deaf Smith County Library. Henry of Navarre, known as the Evergreen Gallant, is presented as one of the most irresistible kings to ever reign France.

EVERGREEN GALLANT

By Jean Plaidy
From the time he was 15, women found Henry of Navarre irresistible. But he was never faithful for long. Marked for death by a Catholic count who saw in him the rallying point of Huguenot fortunes, Henry took his pleasures where he found them.

A father at 15, he was sent to become a soldier under the great Coligny but still found time for love affairs. Yet when his mother died mysteriously,

he began to change, and the man who rode to Paris to play the part of bridegroom in the "Blood-red Wedding" was alert for treachery.

Facing death nonchalantly, accepting the Mass in exchange for his life, amusing himself with the mistress who he knew had been set to spy on him, he deluded even Catherine de' Medici.

Life with the tempestuous Margot was like a succession of farcical incidents from the Decameron. Reputed to have

had more mistresses than any King of France, he passed lightly from one to another.

There were the spies of Catherine de' Medici, promiscuous Charlotte de Sauves, and gentle Dayelle; Fosseuse, who came into conflict with Margot; Corisande, whom he loved as a wife; Gabrielle, who had been sold to a King and others by her rapacious mother; Henriette, with the acid tongue; these and others occupied him until the day of his death when he was

pursuing the youthful Charlotte de Montmorency.

In addition to his mistresses, there were two wives to plague him; flamboyant Margot, whose adventures rivaled his own, and Marie de' Medici, who came to torment his later years.

This was the man who, affectionately known as the Evergreen Gallant because all through his life he was in love with some woman, brought prosperity back to a warscarred country, declared Paris to be worth a mass and was recognized as the greatest King the French had ever known.



LET'S HAVE ORDER!

In Supporting Our Fine Young People
By Attending The 1974
HEREFORD
YOUNG FARMER'S JUNIOR LIVESTOCK SHOW
January 24, 25, & 26
Thursday, Friday & Saturday.

at the **BULL BARN**
Sale Date:
Saturday-January 26
At 1:30 P.M.

CONSUMERS FUEL CO-OP

116 NEW YORK HEREFORD, TEXAS 364-1146

New Officers Installed For Hereford Rebekahs

Installed in a ceremony at IOOF Hall Tuesday evening, officers for a new term in Hereford Rebekah Lodge are headed by Mrs. R.E. Curtsinger as noble grand. She succeeds Beatrice Cox in the office.

Mrs. P.B. Sowell was presented as the new District 5 deputy president. A team of members from Friona Rebekah Lodge conducted the installation, led by Mrs. Floyd Brookfield, district deputy.

Elected officers who assumed their duties with Mrs. Curtsinger are Edna Mathes, vice grand; Mrs. Jim Shaw, secretary; Mrs. Jim Loving, financial secretary and also

lodge deputy; Ada Hollabaugh, treasurer.

Appointed officers are Mrs. Elmer Combs and Ann Freeman, supports to the noble grand; Ola Hacker and Frances Parker, supports to the vice grand; Mrs. J.L. Davis, warder; Nola Ralston, conductor; Mrs. J.W. Cawthon, color bearer; Mrs. Wallace Shelton, banner bearer; Mrs. A.R. Rogers, musician; Faye Brownlow, chaplain; Mrs. Hollabaugh, reporter; Mrs. Sowell and Mrs. Henry Murrell, guardians.

Members of the installing team from Friona included Mmes. G.E. Reed, Denver Smith, Lillie Taylor, Sam Williams, Tommy Barker, Ed White, Cecil Slak and Jewel Claborn.

Garden Club Has Program

Geraniums was the topic of a program given by Mrs. L.H. Lookingbill with Mrs. Herman Ford assisting to members of Garden Beautiful Club Friday afternoon in the Flame Room of Pioneer Natural Gas building.

Mrs. V.O. Hemen and Mrs. Ray Cowsett hosted the meeting in which 15 members were present.

IQ (I Quit)
Want to test your I.Q.? Think about the dangers of cigarette smoking, then pick a day to quit, an I.Q. Day. That bit of good health advice comes from your American Cancer Society.

Welsh tradition holds that Prince Madoc established a colony in America in 1170.

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accurate, complete, confidential... by trained consultants. Call, come by now... the year 'round tax service!

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CALENDAR OF EVENTS

THURSDAY
 Madre Mai Study Club in home of Mrs. Jimmy Anderson, 8 p.m.
 Kiwanis Club lunch at Civic Club Center, noon.
 Jaycees at Dickie's Restaurant, 8 p.m.

FRIDAY
 Sweet And Fancy Decorating Club at Community Center, 9:30 a.m.
 Cultural Extension Club in Mrs. J.G. Gandy's home, 414 Star, 2:30 p.m.
 Kiwanis Whiteface Breakfast Club at Dickie's Restaurant, 6:30 a.m.

MONDAY
 County Federation of Women's Clubs, Community Center, 12:30 p.m.
 County Home Demonstration Council, Deaf Smith County Courtroom, 2:30 p.m.
 Easter Lions, Easter Clubhouse, 8 p.m.
 VFW Auxiliary, VFW Clubhouse, 7:30 p.m.

TUESDAY
 Westway Extension Club work day, Flame Room of Pioneer Natural Gas building, 1 p.m.
 Rebekah Lodge, IOOF Hall, 8 p.m.
 Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.
 Cakorie Patrol TOPS Club, Community Center, 10 a.m.
 BPOE Lodge, Lodge Hall, 8:30 p.m.

WEDNESDAY
 First United Methodist Women Ward Parlor of First UM Church, 10:30 a.m.
 Merry Mixers Square Dance Club, Community Center, 8:30 p.m.
 Noon Lions Club, Civic Club Center, noon.

Rotary Club, Civic Club Center, noon.
 Odd Fellows Lodge, IOOF Hall, 8 p.m.
 Evening Lions Club, K-Bob's Steak House, 7 p.m.

Sunday Tea To Honor BSP Candidates

Mrs. Nelson Kendall was nominated as a candidate for the Beta Sigma Phi Sorority's Valentine Queen by members of Kappa Iota Chapter Monday evening in the Community Room of First National Bank.

A tea will honor the candidates from 3 until 5 p.m. Sunday in the home of Mrs. Clyde Russell of 308 Cherokee. Out-of-town judges will be present as well as chapter members.

The News Medium was the program given by Mrs. Kendall. She discussed the qualities of a television speaker and how different personalities lead the public to watch various newscasters.

The fuel shortage, White House tapes and other controversial subjects were brought up to promote a discussion of how the individual can overcome persuasiveness in the news media.

Mrs. Edward Allison presided over the business meeting in which plans for a ladies sports tournament were debated and supplies for Gristown residents were collected.

Mrs. Sparky Stephens and Mrs. Kendall served sandwiches and cake to Mmes. Lennon Young, Kirk Owsley, Tom Bullard, Bob Jones and George Muse.

Small Talk

By SUE COLEMAN
Women's Editor

ANYONE who has the idea that women's club money-raising projects are piddling efforts like cake sales where the members buy each other's cakes, might consider the report of Pioneer Study Club's 1973 bulb sale, which netted more than \$700 for the treasury this year.

It is a project that has grown since the club began it several years ago, mainly with the purpose of helping beautify the town, and a hope that it would add a few dollars to funds for community activities.

The beautification has worked out all right, as spring blooms from bulbs pop up all over town, on the grounds of public buildings and in the yards of householders who have found how easy it is to grow a showy bed of flowers with bulbs.

IT HAS developed into a nice money-making source, too, managed by such astute businesswomen as Ann McCullough, the finance chairman, and Bessie Hill, public affairs chairman. All the members help, of course, and some have become mighty good salesmen of beauty.

At least part of this year's profit will be used to further beautify Mothers Park, the little triangular spot of park at the north end of Main Street where some sort of flowers are in bloom at nearly any season because of work by members of

Club Guest Day Style Show Held

Spring fashions for many occasions and all hours of the day were paraded in a style show at Gaston's Sugarland Store Monday evening to entertain El Llano Study Club members and guests. Sheldon Alexander, store manager, was narrator.

After seeing the costumes worn by models, the style show spectators enjoyed looking at others in the store during an informal social period. Refreshments were served by Mrs. John Jacobson Jr. and Mrs. Jim Bookout, hostesses for the evening.

All 15 members of the club and approximately 25 friends they invited for the annual guest day meeting, were present for the special evening.

Plans were made for the February meeting, a party for club members and their husbands. It will be in Mrs. Melvin Thompson's home at 8 p.m. Feb. 12, with Mmes. Elmer Kimball, Labry Ballard and Fain Cesar as other hostesses.

Mrs. Hopson Feted With Bridal Shower

A bride who came to Hereford from Rapid City, S.D., Mrs. Rod Hopson was complimented with a shower Friday evening in SWPS Reddy Room, where Mmes. W.B. Nunley, Stella Mae Flowers, Merlin Kaul, Jerry Robinson and Jerry Landers were hostesses.

The honoree is the former Cheryl Lee Sarenson of Rapid City; the couple married earlier this month and is at home in Hereford.

Tonya Landers invited shower guests to register in the bride's book, and assisted Kelli Robinson in serving blue and white cake squares and punch. The table, laid with a lace cloth, was centered with votive candles in blue candelabra, circled at the base with a daisy ring twined with white ribbons.

Mrs. Hopson wore a brown knit dress with a daisy corsage. After guests were greeted and refreshments served, the bridegroom joined the honoree to open the gift packages.

Market Report Notes Bargains

To help cut food costs, thrifty shoppers compare prices and quality at several different markets, according to one observer.

"This week, they'll find pork prices up a bit, with scattered values on advertised cuts," Mrs. Gwendolyn Clyatt, consumer marketing information specialist, Texas Agricultural Extension Service, Texas A&M University System, noted.

"Watch for good values on Boston butt roasts, shoulder roasts and steaks, end-cut loin roasts and chops, sliced quarter-joins, smoked picnics, ham portions, sausage and pork liver," she advised.

"We used to be pretty much a steak and roast country. But now we're discovering there's more to beef than just the most glamorous cuts. Whole beef prices reflect this trend." Ground beef and beef liver are the main beef values this week, the specialist said.

"Fryer" chicken specials continued in some stores despite a cost increase—with both whole birds and fryer parts featured." Grade A large-size eggs, on the other hand, offer the best combination of quality and economy for the egg money, Mrs. Clyatt added.

Turning to fruits and vegetables, the specialist noted that January is the month for peak orange and grapefruit supplies. "Tangerines, tangelos and apples furnish additional good choices, with more apple stocks coming from controlled atmosphere (CA) storage.

"Other fruits and vegetables in best supply at the most economical prices include bananas, avocados, grapes, pineapples, collards, mustard, spinach and bulk turnips. Also rutabagas, lettuce, celery, cabbage, carrots, potatoes, broccoli and dry yellow onions."

Bride On Visit Is Party Honoree

A bride who teaches at Charlotte, Mrs. Kim Parker flew back to Hereford for a weekend visit and was complimented with a shower Saturday afternoon in the home of Mrs. Henry Solomon.

She is the former Ann Priddy of Hereford, and was a guest in the home of her parents, Mr. and Mrs. James Priddy. Mrs. Parker will continue to teach in the South Texas city while her husband is stationed in Korea in U.S. military service.

Shower guests were served refreshments by Mrs. Jimmy Johnson, Sandra Willis of

Club President Nominated As Extension Envoy

Mrs. T.E. Brisendine, president of North Hereford Extension Club, was nominated by members as a delegate from this county to the spring convention of District 1, Texas Home Demonstration Association. The nomination was made at the recent club meeting in Mrs. Roger Williams' home.

Local responsibilities of citizenship were named by members at roll call, and the program was an explanation of requirements which aliens must meet to obtain U.S. citizenship.

Argen Draper, county extension agent, was the speaker.

Announcement was made of a work day Jan. 29 in Pioneer Gas Flame Room, sponsored by Westway Extension Club, to make shoes for patients in the Wichita Falls State Hospital. Members were invited to help at any time in the afternoon.

A new member, Linda Thorrell, was welcomed to the club.

Local Youth Attends LCC

David Wiggins, son of Mr. and Mrs. Chester Wiggins of Box 8 in Summerfield, has enrolled in Lubbock Christian College (LCC) for the spring semester as a freshman Corporation Finance major.

Wiggins is a 1973 graduate of Hereford High School.

LCC is now a fully accredited senior college offering liberal arts and pre-professional programs.

Emerson On Dean's List

Jan. 17—Mary Catherine Emerson, daughter of Martha Emerson, 611 Ave. J, of Hereford, is listed on the Dean's Honor Roll for the fall semester at Angelo State University in San Angelo.

Miss Emerson is listed on the 3.00 to 3.49 honor roll.

Yanks send McDaniel to Royals for Piniella.

BIRTH DEFECTS ARE FOREVER. UNLESS YOU HELP.

MARCH OF DIMES

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City, Hereford, Texas.

Ass'n Name	Hi-Plains Savings and Loan Association	Charter Date	January 26, 1957
Street Address	119 East Fourth Street	Date Insured	August 19, 1957
City	Hereford	State	Texas
County	Deaf Smith	Zip	79045
Area Code & Phone No.	806-364-3535	No. Approved Branches	One
President	Jimmie Allred	No. Operating Branches	One
Vice President	Donald H. Lane	No. Operating Agencies	None
		Exec. Vice President	Myron E. Morgan
		Secretary	Ray Cowser
		(Managing Officer designated by asterisk)	

STATEMENT OF CONDITION—DECEMBER 31, 1973

ASSETS

First mortgage loans outstanding	015	14,549,162.06
Loans on savings accounts	02	169,457.26
FHA Title I loans	03	7,818.44
Property Improvement Loans	04	297,075.73
Personal Loans	05	none
Real estate sold on contract	06	none
Real estate owned	07	none
Land purchased for development	08	94,700.00
Stock in Federal Home Loan Bank	09	20,000.00
U.S. Government obligations	10	none
Other investment securities	11	1,052,124.86
Cash on hand and in banks	12	35,398.88
Office building, less depreciation	13	none
Leasehold improvements less amortization	14	none
Furniture, fixtures and equipment, less depreciation	15	22,115.78
Prepayment to Secondary Reserve, FSLIC	16	120,272.72
Deferred Charges	17	9,861.95
Investment in Subsidiaries	18	none
Other Assets	19	none
TOTAL ASSETS	205	16,413,318.38

CAPITAL AND LIABILITIES

Savings Accounts	215	14,849,449.18
Advances from Federal Home Loan Bank of Little Rock	22	none
Other borrowed money	23	250,000.00
Dividends declared and unpaid	24	25,410.00
Accounts payable	25	9,844.35
Loans in process	26	4,564.32
Advance payments by borrower for taxes and insurance	27	184,469.03
Income tax liability	28	16,372.06
Other liabilities	29	138.00
Deferred credits to future operations	30	96,486.84
Specific reserves	31	none
Permanent Reserve fund stock	32	254,100.00
General reserves:		
Legal reserve and/or Federal Insurance Reserve		552,861.03
Reserve for contingencies		none
Other reserves		2,726.25
Surplus or Undivided Profits	33	555,587.28
	34	166,906.52
TOTAL CAPITAL AND LIABILITIES	355	16,413,318.38

OFFICIAL STATEMENT OF FINANCIAL CONDITION

STATE OF TEXAS, DEAF SMITH COUNTY OF

We, Jimmie Allred as President, and Ray Cowser as Treasurer of the Hi-Plains Savings and Loan Association located at Hereford, Texas, each of us do solemnly swear that the statement of condition as of December 31, 1973 submitted herewith is true to the best of our knowledge and belief.

CORRECT-ATTEST

Jimmie Allred President Ray Cowser Treasurer

Subscribed and sworn to before me this 21st day of January, 1974

Walter J. Summers Notary Public, DEAF SMITH County, Texas

GILBERT SUMMERS

ORVAL WATSON FORD SALES
 200 W I st. 364-2727

1972 F-100 Ford Pickup 360 V-8, Automatic, Power Steering, Long Wide Bed. \$2195

1964 Fairlane V-8, Automatic, Air, 4 door, Economical and Extra Nice. \$595.

1973 Ranchero Squire V-8, Automatic, Power Steering, Power Brakes, Air, One Owner, Low Mileage, Extra Clean. \$3695

1970 Ford LTD, 4 door, Power Steering and Brakes, Air, Vinyl Roof. \$1595

Farm News Focuses On Wheat And Hogs

Water Maps Available

The High Plains Underground Water Conservation District No. 1 has made available the 1973 depletion maps, to be used by landowners and their accountants to calculate their possible deductions on their income tax statements.

The maps are available at the District's Lubbock office, 1628 15th Street. The maps depict the decline of the water table in the Ogallala Formation, and are available to persons owning property lying within the 15-

county boundary of the Water District at a cost of \$7.50 per map. The guideline maps are a result of the cost-in-water depletion, income-tax-allowance, program carried on each year by the District's Lubbock office.

A new method for determining saturated thickness for any new claims for depletion allowance in Farmer County was also adopted by the Board on Jan. 15.

Also, the Board announced that the Internal Revenue Service had accepted the results of a District survey of cost-in-water values for land changing hands in 1973. This information will be supplied free of charge to claimants.

Wasps Wage War

Some 850,000 pinhead-sized wasps were released in eight states this summer as part of the government's biological war on pests. The wasps are harmless to man, animals, and insects other than cereal leaf beetles. They're natural enemies to these beetles which eat away at small grain crops.



Amarillo To Host 1975 Wheat Meet

The National Association of Wheat Growers will hold its annual meeting in January, 1975 in Amarillo, Texas, according to Mr. Ray Davis, wheat producer of Potter, Nebraska, President.

The decision was made by the 400 delegates at the closing sessions of their current meeting in Omaha, Nebraska, this week. Leo Witkowski Hereford resident and President of the Texas Wheat Producers Association, heading

a group of more than twenty Texas growers attending the conference, extended the invitation for the 25th Annual Convention of the group to be in Texas.

Witkowski said this will be the first time the national organization has met in Texas since 1964 and commended the Amarillo Convention and Tourist Bureau for its cooperation in providing material and assistance which helped attract the national meeting to Texas.



Rexton L. Prather
...headquartered in Hereford

FOR THE FIRST time in four months, Texas farm prices have shown an increase. The all-farm products index is now 42 per cent above a year ago, and one per cent above a month ago.

The livestock and livestock products, however, was down one per cent from last month, but is 17 per cent above a year ago. Beef cattle prices have declined 30 per cent from August levels. However, retail meat prices have declined less than 10 per cent.

For Texas, hog prices as of Dec. 15 averaged \$38.30, down \$1.60 from November. Beef cattle averaged \$38.20, down 90 cents from a month ago. Hog prices are 10 cents above beef prices for the month. Calf prices at \$47 were down \$2.90 from a month ago. Sheep prices at \$16.30 per hundred-weight were down 30 cents from a month ago. Lamb prices were up \$2 from a month ago.

Beef, cattle, calves and lambs are below effective parity levels.

Crop prices show that wheat was up 37 cents per bushel from a month ago; corn is up 16 cents; oats are 3 cents per bushel higher; grain sorghum is 24 cents higher. Grain sorghum is currently 14 cents under effective parity.

Wool and mohair prices are unchanged from a month ago. Broilers are also unchanged at 19 cents. Turkey prices declined 2 cents per pound and egg prices advanced 6.2 cents per dozen.

With the modest increase in farm prices, some economists were predicting higher food prices.

HOGS AND PIGS in Texas at the end of 1973 totaled 1,050,000 head, down 9 per cent from a year ago. Hogs kept for breeding purposes numbered 163,000; there were 887,000 market hogs and pigs.

From now through May, Texas hog farmers intend to farrow 103,000 sows, 3 per cent above the previous year.

Nationwide, hog and pig numbers are up 3 per cent from a year ago. The total pig crop for the year was down 3 per cent.

Hog producers intend to farrow 6,500,000 sows through May across the nation. This would be an increase of less than 1 per cent from a year ago.

TEXAS WINTER WHEAT acreage is up, but expected crop is down. The Texas Crop and Livestock Reporting Service notes that acreage of 1974 winter wheat is 5,600,000 acres. This is 22 per cent above a year ago and 38 per cent more than in 1972.

But because of dry weather, yield is expected at 78,400,000 bushels. This compares with 98,600,000 bushels in 1973.

Nationwide, winter wheat acreage is 18 per cent higher than a year ago. It is the largest acreage since the 1967 wheat acreage. The estimate nationwide is 19 per cent above 1973, the previous record.

COMMERCIAL slaughter plants in Texas during November produced 183,000,000 pounds of red meat, which is a decrease of 7 per cent from the previous month and 6 per cent under the 1972 production.

Cattle slaughter was 19,000 under a month ago; calves killed were 1,100 below the previous month; hog slaughter was 14,000 below last month. Sheep and lambs killed were 37,000 below last month.

A FINAL reminder: if you have received a crop or livestock questionnaire from the Texas Crop and Livestock Reporting Service, please fill it out as accurately as possible and return it at once. The surveys will be used to compile statistics about Texas agriculture, the State's most basic industry.

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Friday and Saturday
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9
WALLET SIZE
COLOR PORTRAITS
99¢

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

TECO PRODUCTS 

URGES EVERYONE

TO ATTEND and SUPPORT the
HEREFORD

JUNIOR LIVESTOCK SHOW

TODAY thru SATURDAY
at the Deaf Smith Co. Bull Barn

Come On Out East Hwy. 60 to **TECO**

Cattle Raisers Center Field Inspector Here

Rexton Lynn (Rex) Prather, assumed duties on Jan. 1 as a field inspector for the Texas and Southwestern Cattle Raisers Association in a newly created district comprised of nine counties in the Texas Panhandle, according to Don C. King, TSCRA secretary-general manager.

Prather, who was born in Muskogee, will be based in Hereford. He will serve cattlemen in the counties of Bailey, Castro, Deaf Smith, Lamb, Oldham, Palmer, Potter, Randall and Swisher.

Following graduation from high school in Vinita, Okla., Prather attended Western Texas College at Snyder, Texas, and Northeast A&M Jr. College at Miami, Okla., majoring in animal science. He later spent

two years in the U.S. Army, attaining the rank of sergeant and serving in Korea for 16 months.

A member of the Rodeo Cowboys Association for two years, Prather has participated in calf roping, steer roping and team roping events at Denver, Colo., Cheyenne, Wyo., Pendleton, Ore., and Odessa,

Texas, rodeos and numerous other shows.

For the past five years Prather has worked on the O.S. Ranch at Post, Texas. He is married to the former Julia Childs of Post and they have three boys, aged, two, three and four years.

The new inspector will be available to inspect direct

movements of wheat and grass cattle for strays as well as investigate cattle losses and mixups in the area.

King stated that Prather's extensive ranching experience and background as a cowboy are ideal to serve these needs of cattlemen and feedlots in the new district, and urges anyone desiring assistance to call him.

Water Depths Studied To Record Aquifer Changes

Personnel of the High Plains Underground Water Conservation District No. 1, assisted by several Texas Water Development Board (TWDB) staff members, have begun the annual measurement of depths to water in the more than 800 observation wells in the 15 counties comprising the District.

Serving as vice president on the Board of Directors is Billy Wayne Sisson of 114 Liveoak in Hereford.

The coordinated and systematic measurement of the depths to water in the observation wells constitutes the

only method of determining changes in the volume of water stored in the Ogallala aquifer beneath the land surface. The water level records obtained through the observation wells located in Deaf Smith County constitute the foundation for the District's cost-in-water depletion, income-tax-allowance, program.

An observation well is a well that has been selected for inclusion in the annual water-level measuring program. All wells are privately-owned—the District does not own any wells—and are measured with the permission of the well owners.

'Plant Doctors' Diagnose Crop Malnutrition

Got a sickly looking house plant? It may be suffering from malnutrition.

Diagnosing such problems for farm crops is the business of a plant analysis laboratory at South Dakota State University.


Farmers collect leaf samples from both good and problem areas of their fields, and send them off for scrutiny by a "plant doctor."

By plant analysis and soil tests, lab scientists are able to tell what nutrients are available to the plant for growth and how much of them has actually been taken up by the plant.


Comparison of plant analysis results on good and bad leaf samples enables the lab to pinpoint the elements needed by the plant.

CONGRATULATIONS AND OUR BEST WISHES

To The 4-H AND FFA
1974 HEREFORD JUNIOR LIVESTOCK SHOW
THURSDAY, FRIDAY & SATURDAY
JANUARY 24, 25 & 26
AT The Bull Barn

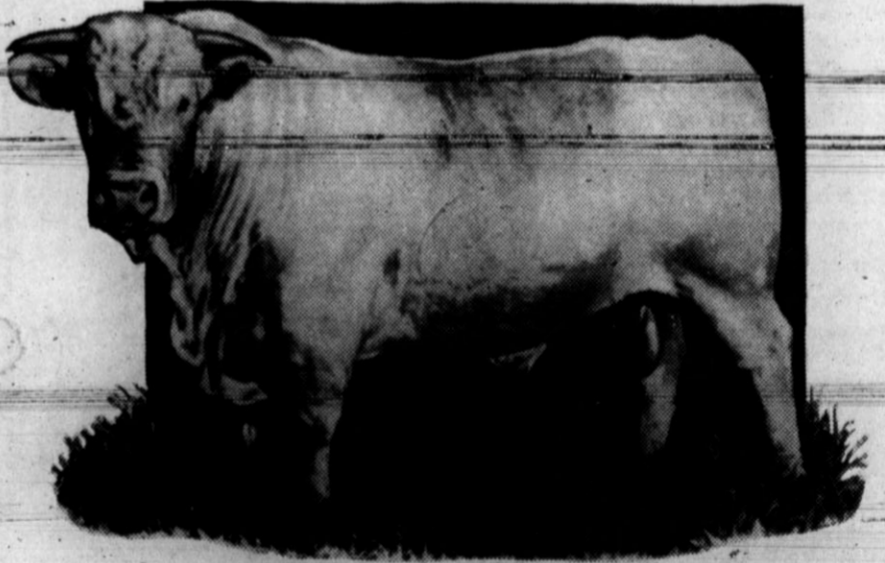


Lets Support the Young Agri-people of our area!






"A Complete Building Service"
Carl McCaslin Lumber
1. BLK. EAST of COURTHOUSE PHONE THE LUMBER NUMBER 364-3434

SEE **THE FINEST STOCK IN THE AREA**



At The Annual Hereford **JUNIOR LIVESTOCK SHOW**
Thursday - Friday - Saturday

We would like to congratulate F.F.A. and 4-H members and all other young people involved in the Livestock Show for their efforts.

  364-5961
Hwy. 60 E. 

Keepsake



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

Regular TV Guide Will Appear In The Sunday Brand

THURSDAY EVENING PROGRAMS ALL PROGRAMS SUBJECT TO CHANGE January 24									
CHANNEL CABLE	4 KQNC NBC	7 KVII ABC	10 KFDA CBS	11 KTVM IND	13 KERA PBS	39 KXTX IND	3 IND	6 IND	
6	Newsweek	Pro News	News Scene at Six	Dick Van Dyke Show	Electric Company	Hogan's Heroes	Weather And Public Service		
7	The Lucy Show	To Tell the Truth	What's My Line	The Rifleman	Newsroom	Andy Griffith Show			
8	RCA Presents Jack Benny's Second Farewell Special	Chopper One	The Walltons	The Untouchables	Bill Meyer's Journal	The 700 Club Part I			
9	Bob Hope Special	Kung Fu	CBS Thursday Night Movies "Valley of the Dolls"	8:00 Movie "Once Before I Die"	Humanities Film Forum "Hamlet"	The 700 Club Part II			
10	Music Country U.S.A.	The Streets of San Francisco				Teach In			
11	Newsweek	Pro News		Metropolis	Newsweek	Bold Ones			
12	Tomorrow	of Entertainment		News Meditations	Sign Off	News and Weather			

FRIDAY EVENING PROGRAMS ALL PROGRAMS SUBJECT TO CHANGE January 25									
CHANNEL CABLE	4 KQNC NBC	7 KVII ABC	10 KFDA CBS	11 KTVM IND	13 KERA PBS	39 KXTX IND	3 IND	6 IND	
6	Newsweek	Pro News	News Scene at Six	Dick Van Dyke Show	Zoom	Hogan's Heroes	Weather And Public Service		
7	The Lucy Show	To Tell the Truth	What's My Line	The Rifleman	Newsroom	Andy Griffith Show			
8	Sanford and Son	Brady Bunch	Dirty Sally	The Untouchables	Washington Week	The 700 Club Part I			
9	The Dean Martin Comedy Hour	Toma				Bob Harrington			
10	Newsweek	Pro News	News Scene at Ten	Metropolis	Reel Friday's Big Movie	Bold Ones			
11	Johnny Carson	ABC Wide World	"Green Slime"	"Spirits of the Dead"	Hathayoga	Bonanza			
12	Tomorrow	of Entertainment		News Meditations	Sign Off	Late Movie "The Trouble With Angels"			

SATURDAY EVENING PROGRAMS ALL PROGRAMS SUBJECT TO CHANGE January 26									
CHANNEL CABLE	4 KQNC NBC	7 KVII ABC	10 KFDA CBS	11 KTVM IND	13 KERA PBS	39 KXTX IND	3 IND	6 IND	
7	Lidsville	The Bugs Bunny Show	The Flintstone Comedy Show	Yogi's Gang	Bailey's Neighborhood	Misterogers' Neighborhood	Heckle and Jeckle		
8	Emergency	Super Friends	New Scooby-Doo Movies			Sesame Street	Deputy Dawg		
9	Star Trek	The Brady Kids	Speed Buggy	Adventure Theatre "Tarzan and the Huntress"	Sesame Street	Circus Boy			
10	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball			
11	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball			
12	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball	College Basketball			

Thursday Program Notes

7:00...NBC...RCA PRESENTS JACK BENNY'S SECOND FAREWELL SPECIAL
Music and comedy program featuring the renowned entertainer with guests George Burns, Johnny Carson, Redd Foxx, Dinah Shore and The De Franco Family.

8:00...NBC...THE BOB HOPE SPECIAL
Guests include Dyan Cannon, Dionne Warwick and Peter Sellers.

8:00...CBS...THE CBS THURSDAY NIGHT MOVIES—"VALLEY OF THE DOLLS"
Starring Barbara Parkins, Patty Duke, Susan Hayward, Paul Burke, Sharon Tate, Tony Scotti and Lee Grant. The story focuses on four women caught up in the heady world of show business and follows the major events in their lives as tensions and disappointments increase. Joey Bishop and George Jessel guest star. (1947) (R)

8:00...ABC...KUNG FU
"The Raiders," with guest stars Gary Merrill, Fritz Weaver and Robert Ho. Caine finds himself caught in the middle when a trio of Chinese "Robin Hood" raiders prey on claim jumpers.

9:00...ABC...THE STREETS OF SAN FRANCISCO
"Blockade," with guest stars Ida Lupino, Don Stroud, Charlie Martin Smith and John McCormack. Detectives Stone and Keller hunt for two men guilty of a coldly premeditated sexual assault and murder.

11:00...CBS...THE CBS LATE MOVIE—"THE FACE OF FEAR"
Starring Ricardo Montalban, Jack Warden and Elizabeth Ashley. A young woman, believing she has a fatal illness, arranges for her own murder through the San Francisco underworld and then tries to halt the hired gunman when she learns she is in perfect health. Dane Clark, Roy Poole and Charles Dierkop co-star and Burr de Benning is featured. (1971) (R)

8:00...NBC...NBC SATURDAY NIGHT AT THE MOVIES—"THE NIGHT THEY RAIDED MINSKY'S"
Starring Elliott Gould as Billy Minsky, the owner of a famous burlesque theatre, and Britt Ekland as Rachel, a dancer from Pennsylvania. On the night of her debut, Rachel accidentally rips her dress but goes on stage anyway. Also starring are Jason Robards, Norman Wisdom, Bert Lahr and Forrest Tucker. United Artists, 1968.

8:00...CBS...THE MARY TYLER MOORE SHOW
Mary and Rhoda's friendship goes down the drain when Rhoda makes what Mary thinks is an unkind remark.

8:30...CBS...THE BOB NEHWART SHOW
Hoping to make a contribution to society, Bob offers his psychological counselling services free to a parolee who had been convicted of armed robbery, but Bob seems to be more influenced by his patient's manner than the patient is by Bob's therapy.

9:00...CBS...ENTERTAINER OF THE YEAR AWARDS
Special broadcast, with Ed Sullivan as host. The broadcast will highlight the AGVA (American Guild of Variety Artists) awards and will also feature music and comedy presentations by some of the winning performers and presenters. Carol Burnett, Sonny and Cher, Redd Foxx, Sammy Davis Jr. and Roberta Flack are among the performers who will receive awards. (From Las Vegas, Nev.)

9:00...ABC...OWEN MARSHALL, COUNSELOR AT LAW
"The Attacker," Clu Gulager stars as a mute gardener named by three women as their attacker. Also starring Dana Wynter.



Carol Burnett, star of her own show on the Network, will receive the Female Comedy award for the fourth year in a row from the American Guild of Variety Artists, on "The Entertainer of the Year Awards," a 90-minute special hosted by Ed Sullivan, to be broadcast Saturday, Jan. 26 (9:00-10:30 p.m.) on the CBS Television Network.

Friday Program Notes

7:00...ABC...THE BRADY BUNCH
"Welcome Aboard," Robbie Rist is introduced as a regular member of the cast in the role of Oliver, the Brady kids' cousin who comes to visit.

7:30...CBS...THE CBS FRIDAY NIGHT MOVIES—"THE MARCUS-NELSON MURDERS"
Starring Telly Savalas, Marjoe Gornor and Jose Ferrer. Dramatic investigation into the murder of two young women in their Manhattan apartment. (1973) (R)

9:00...ABC...TOMA
The episode is "Rockabye," written by series star Tony Musante and his wife Jane. Toma infiltrates a baby-selling racket after he and his wife are offered a newborn infant with an enormous price tag.

10:30...NBC...THE TONIGHT SHOW STARRING JOHNNY CARSON
Guest: Karen Valentine.

10:30...CBS...THE CBS LATE MOVIE—"THE GREEN SLIME"
Starring Robert Horton, Richard Jaeckel and Luciana Paluzzi. Science-fiction thriller about an asteroid that is on the verge of colliding with the earth. (1969) (R)

Saturday Program Notes

11:00...ABC...THE ABC SATURDAY SUPERSTAR MOVIE—"THE RED BARON"
Original movie starring the Red Baron, a flying ace schneider, who leads a squadron against the forces of the Cal People and their wicked leader Calahari. (R)

11:30...NBC...GO
The program shows the Coast Guard in action.

2:00...ABC...PRO BOWLERS TOUR
The \$55,000 King Louie Open from Overland Park, Kansas. Commentary is provided by Chris Schenkel and Billy Welu.

3:30...ABC...ABC'S WIDE WORLD OF SPORTS
A World Television premiere of the "Fight of the Century" between former World Champions Joe Frazier and Muhammad Ali in which Frazier first won the World Heavyweight title in a 15-round decision against Ali. Howard Cosell provides the blow-by-blow description.

5:00...ABC...THE ANDY WILLIAMS-SAN DIEGO OPEN
ABC Sports live coverage of the third round of play in this golf tournament from the Inland Empire Municipal Golf Course in San Diego, California.

7:00...ABC...THE PARTRIDGE FAMILY
"Orbits Out," with guest star James Gregory. Danny wants to drop out of school to pursue a career, and the school psychologist suggests that Shirley let him have his way.

7:30...ABC...ABC SUSPENSE MOVIE—"HEATWAVE"
Starring Ben Murphy and Bonnie Bedelia. An unseasonal heatwave of extreme proportions throws a community into catastrophic turmoil. A resourceful man and his wife help the community realize their strength and potential in meeting the challenge of survival.

We Congratulate... Area Young People on their many Achievements... in the JUNIOR LIVESTOCK SHOW



JANUARY 24-25-26 Deaf Smith County Bull Barn

The Future Looks Brighter with Young People Like these... who will soon be in the business and agricultural world!

OGLESBY EQUIPMENT CO. where you will find... the International Harvester Line of Fine Equipment

Support and Attend THE JUNIOR LIVESTOCK SHOW OGLESBY EQUIPMENT CO. S. Hwy. 385

THE BIG ONE

We At Gaston's Sugarland Have Regrouped & Repriced Much Of Our Inventory For This

at Gaston's Sugarland... THE FINAL BIG WEEK

News From Austin

Newsman Meet To Discuss Police Records

AUSTIN, Tex. - Texas media groups interested in "freedom of information" met with Attorney General John Hill this week to discuss his opinion that police officers' arrest and offense reports are confidential under an exception to the new Texas open records act.

The quasi-judicial hearing was held because legislative leaders who supported the open records law said it was not their intention to allow police departments to keep arrest and offense reports secret.

Representatives of the Texas Joint Media committee were meeting with their attorneys to prepare statements for Attorney General Hill. Members of the committee include the Texas Press Association, Texas Daily Newspaper Association, Texas Association of Broadcasters, Texas Associated Press Managing Editors, Sigma Delta Chi, American Society of Newspaper Editors and Texas Press Women.

Most police chiefs were leaving their "blotters" open to news people, because they interpreted Hill's opinion as giving them an option on the closing.

Original sponsor of the amendment to the open records law that would close police records was Col. Wilson Speir, director of the Department of Public Safety.

"If this attorney general's opinion holds, and reports of crimes are withheld from the public, the Texas Joint Media Committee representatives will consider amendments to this legislation," stated Glenn Seaman, Texas Press Association vice president and legislative chairman.

SPECIAL SESSION TALKED - As the Constitutional Convention rolled along, pretty much on schedule, new pressures started for a special legislative session on school finance during the summer.

Governor Dolph Briscoe, who has been firm against a special session on comprehensive restructuring of the finance formulas, ordered a day-by-day monitoring of school money problems resulting from inflation and the energy crisis.

Aides said he is giving "serious consideration" to requests for supplementary financial aid before school opens next September.

School administrators and Texas State Teachers Association have requested emergency appropriations of \$100 million for school maintenance.

Green Valley 4-H To Aid Heart Fund

A special service project in their community, collection of money in the annual Heart Fund drive, was planned Green Valley 4-H Club at its recent meeting in Dawn Community Building.

Importance of keeping 4-H Club records was discussed by Joyce Shipp, county extension agent who gave the program. She reminded members to make a record at the completion of each project.

Alonso Cabezuela was elected club reporter. The next meeting was set at 5:30 p.m. Feb. 18.

Guest Is Speaker To 4-H Horse Club

Garnet Higen of Amarillo was guest speaker at the regular meeting of the 4-H Horse Club Monday evening in the Community Center.

Higen, who is a member of the Amarillo American Quarter Horse Association, showed a display of the various styles of riding.

A short business meeting followed the program with Alan Rowland presiding. Twenty members were present.

WOMAN STOPS BUS

DETROIT - A young woman rushed to the aid of a runaway bus recently while watchers cheered. The girl jumped in the seat, turned the wheels and brought it to a halt as an embarrassed bus driver emerged from a nearby coffee shop and took control.

ance and operation. Another \$40 million is asked to increase teacher retirement payments an average of 30 per cent.

State Rep. Dan Kubiak of Rockdale renewed his request for a meeting of the legislature on school money matters to help districts "in desperate financial need."

He noted a \$315 million surplus is anticipated at the end of the current state fiscal period.

However, Kubiak agreed to soft-pedal talk of a special session during the Constitutional Convention.

Briscoe reportedly is continuing to push for complete data on property tax values in each school district as a basis for long-term revision of the finance system.

He may offer a tentative overall plan by November for consideration of the next regular session.

EVERYBODY'S INVITED - When witnesses were slow to schedule appearances before Constitutional Convention committees, delegates proposed to go out looking for them.

One even went so far as to suggest "witness wanted" advertisements.

Citizens who have something they would like to say to the delegates about how to revise the constitution can line up appointments with the appropriate committees by free long distance calls.

The toll-free number is 1-800-292-9600. Call for instructions on how to get on

the schedule to testify - or for general information.

About 90 lobbyists for varying special interests, meanwhile, have registered with the Secretary of State to make their own efforts at influencing the shape of the new constitution above board.

TICKETS DON'T COUNT - It's official: speeding tickets picked up during the next 60 days under the new 55 miles per hour speed limit won't count against insurance rates.

Insurance Board Chairman Joe Christie said a moratorium on all speeding convictions as far as insurance rates are concerned has been declared from January 20 through March 20.

AG OPINIONS

The contract of employment of the Borger school

superintendent is disclosable under the open records law.

So are names and addresses of incoming university freshmen public information.

Parks and Wildlife Commission may prohibit use of seines and nets in the Gulf of Mexico only in those areas which are within one mile of a pass connecting bays and tidal waters with the Gulf of Mexico.

Neither the county treasurer nor the county auditor has any responsibility for funds of a legally organized non-profit corporation.

The legislature may not by appropriations bill rider require the governor's approval of agency expenditures. A finding by the governor of the existence of a particular fact may be required as a pre-

requisite to an expenditure, however.

A county is entitled to reimbursement from sureties for reasonable and necessary costs of rearrest after a bond forfeiture or an affidavit of surrender.

Texas Animal Health Commission may prohibit admission of Mexican cattle into designated Tick Eradication Areas in an effort to prevent introduction and spread of pleuropneumonia or Texas fever.

COURTS SPEAK - The Third Court of Civil Appeals ruled for the state over the federal government in a Texarkana ammunition plant sales tax suit that could mean \$50 million in back tax collections. In other cases, the high court held:

Land owners don't have right to profit on land condemnation due to projects like the Dallas-Fort Worth Regional Airport.

Affirmed a Waco court finding that a 23-year-old man did not commit suicide, allowing his mother to collect on an insurance policy.

Upheld a negligence verdict against a man involved in an accident in which parents of a child were killed near Del Rio.

The Court of Criminal Appeals upheld a 1,000-year sentence conviction of a Dallas man for rape of a 12-year-old girl.

APPOINTMENTS - Jim Ray, 32, of Austin was selected as executive director of the Constitutional Convention, with

broad powers over the professional staff.

Briscoe named Stephen F. Cross of Borger district attorney of the 84th district.

Dick Whittington, Texas Water Quality Board deputy director, is a member of a nine-man team selected by the U. S. Environmental Protection Agency for a sewage treatment technology conference in Japan next month.

SHORT SNORTS

Attorney General Hill filed a federal court suit here to force release of \$3 billion in federal water pollution control funds impounded by the president.

Daiwa Spinning Company agreed in principle to locate its new cotton spinning plant in Levelland.

SAFEGWAY GET IT TOGETHER advertisement featuring various food items and prices. Includes sections for Fryer Breast (79¢), Jumbo Bologna (79¢), Turbot Fillet (89¢), Sliced Bacon (99¢), Sausage, Wiener, Franks, Variety Pack, Catfish Fillet, Shrimp, Fish Fillet, Canned Ham, and Half Hams. Also features 'NEW STORE HOURS SUNDAY 9 A.M. to 7 P.M. WEEKDAYS 8 A.M. to 10 P.M.' and a 'SAFEGWAY FROZEN FOOD BUYS' section with items like Corn on the Cob (59¢), Pumpkin Pie (69¢), Mince Pie (69¢), Pie Shells (89¢), Strawberry Pie (89¢), Orange Juice (1.04), Lemonade (14¢), Apricot Pie (55¢), Pumpkin Pie (95¢), Mince Pie (1.15), Strawberry Pie (89¢), Orange Juice (1.04), Lemonade (14¢), Apricot Pie (55¢), Pumpkin Pie (95¢), Mince Pie (1.15), Strawberry Pie (89¢), Orange Juice (1.04), Lemonade (14¢), Apricot Pie (55¢), Pumpkin Pie (95¢), Mince Pie (1.15). Also includes 'SAFEGWAY REFRIGERATED FOODS' section with items like Cottage Cheese (45¢), Skim Milk (73¢), Biscuits (12¢), Margarine (48¢), Tomato Sauce (20¢), Tomato Ketchup (49¢), Kraft Mayonnaise (92¢).

\$27,000 For Deaf Smith

A number of World War veterans living in Deaf Smith County will have their bankrolls enlarged this year by some \$27,000.

That is the amount they will receive, approximately, as their share of a \$303,800 cash dividend to be distributed by the Veterans Administration.

It will go to those World War veterans who have kept their GI insurance policies in force.

This year's dividend is the biggest ever declared, the VA states. It is larger than before because the interest earned by

the trust funds governing the policies was unusually high in the past year.

Participating in the distribution, nationally, will be nearly 138,000 World War I veterans who hold United States Government Life Insurance policies and 3,750,000 World War II vets who have National Service Life Insurance.

Of the 1,430 veterans of the two World Wars residing in Deaf Smith County, only about one-fourth of them will be on the receiving end, the figures indicate. They are the ones who held on to their policies.

Veterans of the Korean and Vietnam wars are covered by other kinds of insurance and will not share in this distribution.

Of the 340 in the local area who do qualify, the ones who were in World War I will receive an average of \$156. Those who saw service in the second World War will get \$75, on average.

The actual amounts paid will be larger or smaller than these averages in individual cases since the dividends depend upon such variables as the size and type of the policy, the age of the recipient and the like.

The \$27,000 that will be going to Deaf Smith County vets will arrive, automatically, on the anniversary dates of their policies. No application is necessary.

Many ex-servicemen in the local area and elsewhere will gain in other directions this year, the VA states. Under legislation enacted in December, about 2,400,000 veterans or their dependents who are receiving monthly benefits under two programs—the Veterans Pension Program and the Dependents Indemnity and Compensation Program—will be getting a 10 per cent increase in their monthly pensions, effective immediately.



West Texas State University opened the spring semester with a new 110,000 square foot library and a new 80,469 square foot science building. The two structures are the seventh and eighth buildings to be erected on the campus since 1967. Cornette Library, named for Dr. James Cornette and Mary Elizabeth Cornette, his wife, opened Monday morning, Jan. 14, with the Cornettes greeting the librarian, Frank Blackburn. Shown here (L-R) are freshmen students Byron Brunson of Idalou, Libby Word of Hereford, Mrs. Cornette, Chancellor Cornette and Blackburn. Libby is the daughter of the late Bob Word and his wife of 221 Ranger Drive.



VEHICLE REGISTRATIONS
 Juan Rodriguez, 74 Olds.; Jimmy Collier, 74 Ford; Lewis Lea, 74 Olds.; William Reinauer, 74 Olds.; Trans National Leasing Inc., 74 Chev. Juan Benavidez, 74 Dodge; Gerald Marnell, 74 Dodge; Margarito Gonzales, 74 Ford; Harry Brorman, 74 GMC; Western Lease Banc Inc., 74 White; Hereford Feed Yards, 74 Chev. Fred Popejoy, 74 Ford; Lloyd Vaughn, 73 Ford; Bill G. West, 74 Dodge; Grace Allred, 74 Buick; Charles Cupell, 74 GMC; Oscar Bronniman, 74 Chev. Edwin Hoffman, 74 Kawasaki; Harry Vogler, 74 Kawasaki; Dee Sevier, 74 Kawasaki; Consumer's Fuel Coop., 74 Chev.; Gary

Kriegshauser, 74 Ford. Frank Cherry, 74 Ford; Joe Don Noland, 74 Chev.; Allen Cumpston, 74 Ford; B.L. Davis, 74 Buick; Jeff Jorde, 74 Pont.; C.O. Taylor, 74 Ford. Mrs. A.G. Schlabs, 74 Chev.; Craig Smith, 74 Chev.; Edward Allison, 74 Chev.; Wamon Foster, 74 Ford; Arnold Kaluza Jr., 74 Chev. Lee Kent, 74 Ford; Augustin Padilla, 74 Chev.; Melvin Sumner, 74 Chev.; Rosa Lee Salinas, 74 Chev.; Aubrey Rogers, 74 Chev.; Jerry Roberts, 73 Datsun. Charles Brown, 74 Yamaha; Ernest Walden Jr., 73 Yamaha; Milner Farms, 74 Ford; C.R. Lovelady, 74 Ford; Ruth Ridley, 74 Ford; Bobby Ridley, 74 Ford. Felix Rojas, 73 Yamaha; Hereford Bi-Products, 74 Ford; Arnold Betzen, 73 Hale; A.H. Lueb, 74 Ford; Proctor and Gamble Distributing Co., 74 Merc. Gerald Martin, 74 Chev.; Vicki Pool, 74 Chev.; Charles Cupell, 74 Chev.; W.C. Russell, 74 Ply.; Reece Lawson, 74 Chev.; Tommy Carnahan, 74 Kawasaki; Tommy Carnahan, 73 Kawasaki; Steve Meives, 74 GMC. Bill Thompson, 74 Buick; Raymond Drager, 74 Ford; Richard Lupton, 74 Ford; Bill Walden, 73 Demco; David Brumley, 74 Chev.; E.C. Barber, 74 GMC. Jerry Walker, 74 Chev.; Herman Hund, 74 Chev.; Rosa Ramos, 74 Chev.; Graver Durham, 74 Chry.; C.V. Darden, 73 Imperial; Sonora Livestock Co., 74 Ford. A.R. Dillard, 74 Chev.; Richard Patzig, 73 Chev.; Big T. Pump Co. 74 Ford; A.T. Preston, 73 Chev.; Henry Brorman, 74 Pont. Pitman Industries, 74 GMC; Pitman Industries, 73 Chev.; Ralph Warren, 73 Bollins Dragline Service, 74 Ford; G.D. Coker, 74 Ford; Michael Carr, 73 VW. VJO Inc., 74 Chev.; George Delozer, 74 Ford; Dick D. Feller, 74 Ford; David Renfro 74 Dodge; Quinton Comm, 73 Chry.; Bill Gentry, 74 Buick. J.E. Warrick, 73 Olds.; Wanda Winfrey, 73 United; Hubert Sawyer, 73 Kawasaki; Charles Seale, 74 Kawasaki; R.D. Hicks, 74 Gremlin; J.R. Bartlett, 74 Ford. J.R. Bartlett, 74 Ford; Frank DeLeon, 74 United; Jim Bob Perrin, 74 Chev.; W.R. Duggan, 74 Olds.; Don Howard, 73 Chev.; Larry Walls, 74 Chev. Organic Fertilizer Co., 73 Intl.; Charles Cary, 74 Ford; Mrs. Ann Vick, 73 Dodge; Don Samuels, 74 Olds.; A.G. Schlabs, 74 Chev. Bill Childers, 73 Ford; Billy Wall, 74 Ford; Irvin Reeves, 74 Ford; Mrs. Walter Davis, 73 Chev.; Deaf Smith Electric Coop Inc., 74 GMC. William Kester, 74 Ply.; Pat Rampot, 74 Chev.; Richard Rickman, 73 Ford; Orval Watson Ford Sales, 74 Ford; Dale Deasley, 74 Ford; Mark Armor, 72 Chev.

at SAFEWAY

Serving Suggestion

100% Pure GROUND BEEF 98¢
 Regular—Any Size Pkg. lb.

SMOKED HAMS 79¢
 Shank Portion—(Butt Portion lb. 89¢) lb.

Beef Patties 99¢ Chicken Fried
Pork Patties 99¢ Chicken Fried
Burritos 89¢ Super Blue Cheese Fried

Ham Slices 99¢ Center Cut Bonettes
Flounder 89¢ White Dressed
Shrimp 89¢ Brilliant Brand Salad Shrimp

FOR QUALITY FOODS, USDA CHOICE BEEF CUTS, FRESH CRISP PRODUCE AND A WIDE SELECTION OF DAIRY AND FROZEN FOODS. COME SHOP SAFEWAY WHERE YOU CAN GET IT TOGETHER EVERYDAY!

FOR YOUR CONVENIENCE SAFEWAY SELLS REPUBLIC MONEY ORDERS!

Prices Effective Thru Sat. Jan. 26



PINTO BEANS Town House Dry Beans Everyday Low Price! 4-lb. Pkg. \$1.35	GREEN BEANS Del Monte Cut Beans Everyday Low Price! 16-oz. Can 30¢	PEELED TOMATOES Hunts Whole Peeled Tomatoes Everyday Low Price! 14.5-oz. Can 27¢	SWEET PEAS Town House Fine Quality Everyday Low Price! 17-oz. Can 24¢	CHUNK TUNA See Trader Light Tuna Everyday Low Price! 6.5-oz. Can 53¢	PINTO BEANS Ellis Pinto Beans Everyday Low Price! 15-oz. Can 26¢
Oranges Town House Mandarin 11-oz. Can 30¢	Asparagus Del Monte Spears 14.5-oz. Can 79¢	Sweet Yams Town House 23-oz. Can 43¢	Gold Medal Enriched Flour 5-lb. Bag 96¢	Gold Medal Self-Rising Enriched Flour 10-lb. Bag \$1.95	Cookies Busy Baker Pull Marshmallow 3-Pkg. \$1.00
Kraft Dinner Italian Spaghetti 8-oz. Pkg. 37¢	Kraft Dinner Mild Spaghetti 8-oz. Pkg. 29¢	Kraft Dinner Chili Supreme 8-oz. Pkg. 67¢	Chunk Tuna Chicken Of The Sea 5 1/2-oz. Can 59¢	Lysol Spray Spray Disinfectant 14-oz. Size \$1.43	Mop & Grow Price 74¢
Comed Beef Town House 12-oz. Can \$1.19	Spaghetti Skinner Brand 12-oz. Pkg. 34¢	Macaroni Skinner Brand 12-oz. Pkg. \$1.19			

HEALTH & BEAUTY AIDS

SHAMPOO ALBERTO BALSAM REGULAR LOW PRICE! 7-oz. Botl. **\$1.19**

Conditioner Alberto Balsam 8-oz. Botl. **\$1.35**

Crema Rinse Truly Fine 16-oz. Botl. **78¢**

Hair Spray Style Spray 12-oz. Can **79¢**

Hair Spray Cinderella Spray 12-oz. Can **49¢**

Hand Lotion Truly Fine 16-oz. Size **78¢**

Deodorant Brutt 33 Stick 2 1/4-oz. Size **\$1.19**

O. J. Lotion Beauty Lotion 8-oz. Botl. **89¢**

Cough Drops Vicks Menthyl Eucalypt 16-ct. Pkg. **15¢**

Cough Drops Vicks Drops 10-ct. Pkg. **15¢**

Nyquil Vicks Low Price 15-oz. Size **\$1.99**

Vaporub Vicks Low Price 10-oz. Botl. **59¢**

Cough Syrup Colgate Syrup 4-oz. Botl. **\$1.19**

Sinarest Tablet Form 20-ct. Pkg. **\$1.19**

Aspirin Safeway Low Price 100-ct. Botl. **29¢**

FRESH PRODUCE AT SAFEWAY

GRAPEFRUIT Ruby Red Texaswart Large Fruit! **8¢** For

BANANAS Golden Fancy Sweet Fruit Extra Savings! **10¢** lb.

POTATOES All Purpose White Potatoes! **89¢** 10-lb. Bag.

Red Grapes 39¢

Fresh Corn Large Ear **3.39¢**

SWEET YAMS Moist Texas Sweet Yams! **4 \$1** 4 lbs.

APPLES Wash. State Red or Golden Delicious! **4 \$1** 4 lbs.

ORANGES Sunkist Navel Seedless Oranges! **5 \$1** 5 lbs.

D'Anjou Pears Sweet 4 **\$1.00**

Squash Acorn Squash Served Baked **25¢**

Potatoes New Crop Florida Red **2.39¢** 2 lbs.

Tumpis **2.29¢** 2 lbs.

DUET FINE CHINA DINNERWARE GOING OFF SAT., FEB. 9th HURRY AND COMPLETE YOUR SET!

THIS COUPON IS WORTH 30¢

Toward the Purchase of A 1-lb. Can of **FOLGERS COFFEE**

One Coupon Per Customer
 Coupon Expires Sat. Jan. 26
 Redeemable Only at Safeway!

Newcomers Club Aiding MHRM Center

Hereford Newcomers Club, which has adopted as its major project aid to the Mental Health and Mental Retardation Center, will give a party for children from the center and take them to the Four County Livestock Show here Friday.

Newcomers members will also serve refreshments during the Center's formal open house Sunday afternoon, when the public is invited to visit its new quarters on East Highway 60. They are baking cakes to be served with coffee and punch.

Mrs. Homer Yocum, president, and Mrs. Dean Baxter will act as hostesses to preside at the refreshment table.

A party is given each month at the Center by Newcomers Club.

Britain imposes 50-mile speed limit.

Soviet denies role in oil embargo.

For God So Loved The World

- FIRST BAPTIST CHURCH**
Doug Manning, Pastor
Fifth and Main Streets
- FRIO BAPTIST CHURCH**
Rev. Samuel B. Ogan, Pastor
Frio Community
- WESTWAY BAPTIST CHURCH**
- MT. SINAI BAPTIST CHURCH**
Rev. C. H. Frost, Pastor
302 Knight Street
- SUMMERFIELD BAPTIST CHURCH**
Rev. Niel Foster
- TEMPLO CALVARIO
ASAMBLEA DE DIOS**
13th & Ave. H
Rev. Ralph J. Molina
- CHURCH OF JESUS CHRIST OF
LATTER DAY SAINTS**
(Mormon)
Country Club Drive
- TEMPLE BAPTIST CHURCH**
Rev. J. L. Bozeman
Forrest Ave. and Ave. K.
- GREENWOOD BAPTIST CHURCH**
"A Bible Baptist Church"
Rev. Prentice D. Smith, Pastor
- IGLESIA METODISTA
SAN PABLO**
Rev. Thomas Balderas, Pastor
- SAN ANTONIO A LA IGLESIA**
North 25 Mile Avenue
- TEMPLO BAUTISTA MEMORIAL**
(A.O. Thompson)
Robert Foster, Pastor
- LA IGLESIA DE CRISTO**
Sunset and Plains Ave.
Pete Reyna, Minister
- CENTRAL CHURCH OF CHRIST**
J.T. Marlin, Minister
148 Sunset Dr.
- PARK AVE. CHURCH OF CHRIST**
On Harrison Highway
- TRINITY BAPTIST CHURCH**
Southern Baptist
Rev. C.F. Powell
4th and Jackson
- SAINTE JOHN BAPTIST CHURCH**
400 Mable St.
Rev. C.W. Allen, Pastor
- PENTECOSTAL CHURCH
OF JESUS CHRIST**
So. Miles and Gracy St.
364-5119
Rev. Joseph A. Myers



**You In The Church
The Church In You**
... form a combination
for good. Every man,
woman and child needs
the influence of the
church. So, come let
us go into the house
of the Lord. Let us
support her program
of service to human-
ity, be a faithful work-
er, a daily bible read-
er and attend services
regularly.

LIFE

... what is it? Here, it is represented in the newborn. Generally speaking, "it is a vapor that appears for a little while and then is gone," James 4:14. Life from birth to seventy seems a very long time. But brother, reverse the sentence and take a look... *seventy back to birth is so very short.* Anyhow, the value of a life is determined by *how well it is lived* and not by *how long it is.* Every worthwhile life consumes its self serving others... administering to the sick, giving to the poor and challenging them to prepare for the Life Eternal. *The good life is full of little deeds made meaningful by a few Godly decisions.* Then attend worship services regularly.

Williams Newspaper Features
Box 211
Fort Worth, Texas

- FIRST METHODIST CHURCH**
Dr. Jordan Grooms, Pastor
501 North Main
- WESLEY UNITED
METHODIST CHURCH**
Rev. Don McWhorter, Pastor
410 Irving
- BIPPUS COMMUNITY CHURCH**
Gene Brock, Pastor
Preaching 1,2,3,4 Sundays
5th Sunday, Singing
- AVENUE BAPTIST CHURCH**
Rev. Norman MacDonald
130 North 25 Mile Ave.
- CHRISTIAN ASSEMBLY**
Interdenominational
Christian Fellowship in the Fullness
of the Holy Spirit
Fred Whipple, Pastor
South Main — 364-5556
- ASSEMBLY OF GOD CHURCH**
Rev. Homer T. Goodwin, Pastor
15th and Ave. F
- IMMANUEL LUTHERAN
CHURCH**
Rev. Hermon Schelter, Pastor
Park Ave. and B Street
- SEVENTH DAY ADVENTIST
CHURCH**
Elder Hollis A. Morel, Pastor
West Park Addition
- MISSION DA SAN JOSE**
Labor Camp
- CHURCH OF THE NAZARENE**
Rev. Max Jetton, Pastor
16th & Blackfoot
- GRACE GOSPEL CHURCH**
Thirteenth and Avenue K
- ST. THOMAS EPISCOPAL
CHURCH**
William A. Lang, Jr. Vicar
601 West Park
- ST. ANTHONY'S ROMAN
CATHOLIC CHURCH**
Rev. Bernard McGorry, Pastor
Harrison Highway at 25 Mile Ave.
- FIRST PRESBYTERIAN CHURCH**
610 Lee Street
Rev. Roger B. Knapp
Minister
- FIRST CHRISTIAN CHURCH**
Rev. Eugene Brink, Pastor
West Park Avenue
- DAWN BAPTIST CHURCH**
Rev. Gene Meacham

These Hereford Business-Firms Make This Page Possible in the Interest of a Christian-Community.

- | | | | |
|--|--|---|---|
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Carl G. McCaslin | DAVIS IMPLEMENT CO.
W.L. Davis, Jr. | PITMAN GRAIN CO.
John D. Pitman | CASE POWER & EQUIPMENT CO.
L.B. Herring, Mgr. |
| KELLEY ELECTRIC
Virgil and Doug Kelley | HEREFORD IRON & METAL
Anson A. and June Dearing | HAROLD CLOSE DRUG
Harold Close | A to Z TIRE & BATTERY
Troy Rhodes |
| McRIGHT GARAGE & SUPPLY
Mr. and Mrs. Clyde Oldham | CONSUMER'S FUEL ASS'N.
"Bud" Sparks, Mgr. | FARMERS' DRIVE IN
Troy Moore. | HEREFORD STATE BANK
The Friendly Bank |
| FIRST NATIONAL BANK
Since 1900 | THE INK SPOT, INC.
C.E. Coleman, Jr. | SUIT'S AUTO SUPPLY COMPANY | LOERWALD BRQS.
231 W. 2nd |
| ROCKWELL BROS. & CO.
Ray Chambliss, Mgr. | HI-PLAINS SAVINGS & LOAN ASSOC.
Myron Morgan, Mgr. | BOYLE JOHNSON CHEVROLET - OLDS
Doyle Johnson | WAC SEED, INC.
Hugh Clearman-Armon-Lauderback |
| OGLESBY IMPLEMENT CO.
Cecil Oglesby | GILLILLAND - WATSON FUNERAL HOME
Marlin Gilliland-John Gilliland
Charles Watson | BOYD MACHINE & SUPPLY
Mr. and Mrs. James J. Boyd | |
| THE SUNDAY BRAND
THE HEREFORD BRAND
Phone 364-2030 | | COIN OPERATED MAYTAG LAUNDRY
Two Locations: 213 13th
1002 Park Ave.
Herb and Dennis Edwards, Owners | |

Holly Announces Additional \$2 Million In Payments To Area Sugar Beet Growers

High plains growers for Holly Sugar Corporation's Hereford factory will receive an additional payment of \$2 million for their 1973 crop on February 1, Robert F. Ginn, Agricultural Manager has announced.

Ginn said the additional payment of \$2.80 a ton is based on an \$11.25 net price per hundredweight of sugar. This is the highest payment in the history of the Shoup factory.

He said the additional payment will boost returns to growers about \$7,780,000, which includes both Holly and Sugar Act payments.

Growers will receive a final payment for their sugarbeets in October based on a selling price for sugar between now and then, Ginn explained.

Ginn said that he hoped the record returns being received for sugarbeets will bring back many of the former growers who switched to other crops.

"Now that sugar beets are competitive with feed grains and with higher sugar prices assured in the future, farmers will do well to consider the many benefits of sugar beets over other crops," Ginn pointed out. "Sugar beets are the only crop that can go through a hail storm and still be harvested—a big plus in the area," he explained.

Holly's agriculturalists are presently making personal calls on all farmers in the area served by the Shoup factory to point out the many advantages of planting sugarbeets this spring, Ginn said.

minimum tillage systems, precise adjustments of carburetors and ignition systems for tractors and stationary power units, operating irrigation pumping systems at the lift and speed for which they are designed, and adequate control systems for product drying and cooling. The committee also explored consumer marketing conservation measures as well as possible fuel savings for agricultural transportation and processing.

DEAF SMITH COUNTY Farm News

FHA Office Ready For Loan Requests

Preapplications for business and industrial loans in Deaf Smith and Oldham Counties may be filed with the Farmers Home Administration office in Hereford, Tex.

This announcement was made by FHA County Supervisor, Melvin L. Hoover, who said provisions of the Rural Development Act of 1972 are now operative in the two-county area.

Hoover explained that a letter of preapplication is the first step in seeking assistance under the new federal program of financing local business development. The letter should briefly explain the type of industry or business, the proposed market for goods or services, and provide an estimate of the type and number of employment opportunities to be generated. Additional information may be secured by contacting the FHA county office at 313 West Third Street, Hereford, Tex., phone 364-1894.

"If the prospective business meets eligibility requirements," Hoover said, "the applicant will be requested to submit a formal application."

Eligible applicants—individuals, partnerships, cooperatives, and corporations—should work with their bank or other private lender. Those whose applications are approved will receive loans from the private lender with up to 90 percent guaranteed by FHA. Funds may be used to start or expand business enterprises in rural areas and cities up to 50,000 population. Loan funds may be used to purchase machinery and equipment, to buy land, buildings and permanent fixtures, and for working capital.

Public bodies also are eligible for grants to finance industrial sites that will result in development of private business enterprises.

Additional information needed by applicants or lenders is available at the FHA county office.

Task Force Copes With Energy Crisis

Formation of an Agricultural Energy Research Task Force for Texas was announced by Dr. Jarvis E. Miller, director of the Texas Agricultural Experiment Station, the state's agricultural research agency.

The Experiment Station already has responded to Governor Dolph Briscoe's request for assistance in coping with the energy crisis, Miller announced.

Miller said the Task Force has a two-fold charge: To appraise energy technology and interpret results of Experiment Station agricultural research that can be used to conserve agricultural energy, and to formulate a state research program to deal with long-term energy problems of Texas agriculture.

"This will include energy conservation practices, alternative sources of energy, and utilization of agricultural products as raw materials for energy," Miller explained.

In the Experiment Station's preliminary report to the Governor, plans for maximum energy conservation for use in formulating state programs to cope with the energy situation were included, based on both short-term and longer-range needs.

Miller and his committee cited four major points in regard to the current situation for the Governor to consider:

1. Texas agriculture doubled output in the last 30 years but quadrupled fuel consumption, therefore farm output per gallon of fuel has been reduced.

2. Agriculture has substituted fuel and fertilizer for land and labor. Shortages will reverse this and lead to higher food costs.

3. Texas has planted 25.4 million crop acres in 1973. Under the new Agricultural Act of this year, and with current domestic and foreign market conditions, up to 2.16 million additional acres can be freed for crop production in 1974. These acres will not be planted if drastic shortages are implied.

4. Shortages of fuel increases risk of operating and may lead to reduction in output due to caution by producers.

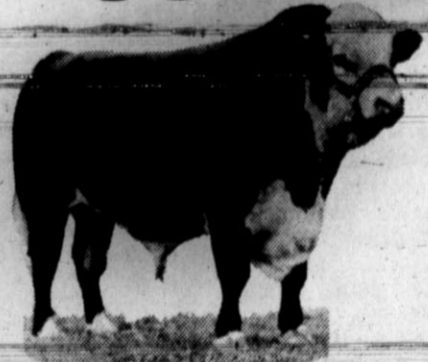
For the short-term basis, committee members studied specific energy conservation measures for cultural and mechanical practices such as

ON DEFENSE

The Defense Department said recently the United States needs more satellites or land-based radar to plug gaps in a system designed to provide nearly instantaneous warning of enemy submarine-launched missile attack on this country.

Congratulations and our BEST WISHES

To the 4-H and FFA CLUBS
1974 HEREFORD
JUNIOR LIVESTOCK SHOW
AT THE
DEAF SMITH COUNTY
BULL BARN



Thursday - Friday - Saturday, January 24 - 26

SALE TIME 1:30 P.M. SAT.

WE INVITE YOUR HELP IN SUPPORTING OUR YOUTH.

Deaf Smith

EAST 1st. 364-1166

FFA Tractor Contest Featured In Show

Paul R. Chlen, Department of Agricultural Engineering, Texas A&M University, met with service representatives of leading farm machinery manufacturers last week in Fort Worth to confirm the rules for the 1974 FFA State Tractor Mechanics Contest.

This contest, with over \$2,000 worth of mechanics' tools as prizes, is held each year at the Southwest Farm Show in March. Ten FFA districts from throughout Texas hold elimination contests to determine which chapter will go to Fort Worth for this most

competitive final event. This year the competition will get underway Saturday morning, March 9, in Tarrant County Convention Center with preliminary judging and finals being held in the Tractor Pull Arena at 5:30 p.m. the same day.

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878-13 TBSL BLK
1.81 F.E.T. TRADE
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E78-14 F78-14
G78-14 G78-15
H78-15 TBSL BLK
2.22 to 2.80 F.E.T.
TRD W.W. \$2
MORE EACH

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TUBELISS SIZE	REPLACES SIZE	REGULAR PRICE EA. BLACKWALL	SALE PRICE 2ND TIRE	REGULAR PRICE EA. WHITEWALL	SALE PRICE 2ND TIRE	PLUS \$1.12 EACH
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878-13	7-20-13	\$20	\$11.95	\$23	\$13.95	1.93
878-14	8-25-14	\$22	\$13.95	\$25	\$15.95	1.96
878-14	7-25-14	\$23	\$15.95	\$26	\$17.95	2.02
878-14	7-25-14	\$23	\$15.95	\$26	\$17.95	2.02
878-14	8-25-14	\$28	\$19.95	\$31	\$21.95	2.02
878-14	8-25-14	\$28	\$19.95	\$31	\$21.95	2.02
878-15	7-25-15	\$26	\$17.95	\$29	\$19.95	2.00
878-15	7-25-15	\$29	\$19.95	\$32	\$21.95	2.00
878-15	8-25-15	\$32	\$21.95	\$35	\$23.95	2.00

*With trade-in tire off your car.

STEEL-BELTED GRAPPLER RADIAL \$43

REG. LOW PRICE
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\$4 OFF!

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Polypropylene—cased power. Up to 305 cranking amps gives dependable starts.



WARDS GUARANTEED SUPREME MUFFLERS

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We guarantee our muffler for as long as you own your car or we give you a new one free.

WARDS SUPREME MUFFLER REPLACEMENT GUARANTEE

For as long as you own the car on which installed, Montgomery Ward will furnish a free replacement for any Wards Supreme Muffler which fails for any reason. If Montgomery Ward-installed muffler, it will install the replacement free. Return muffler to any Montgomery Ward branch (any branch having installation facilities, if free installation included) with evidence of purchase. This guarantee does not apply to mufflers installed on commercial vehicles or to mufflers damaged in an auto accident.

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Caster, camber, toe-in corrected to improve tire mileage.

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USDA Reimburses Schools For Higher Food Costs



Last Day For Nature Movie At Star

This curious and dangerous grizzly bear is on the prowl for trouble in the exciting new nature movie "Vanishing Wilderness" showing for the last times today at the Star Theatre in downtown Hereford. Times for the nature feature movie are 5 p.m., 7 p.m. and 9 p.m. today only. The film is narrated by Rex Allen.

The regulations formerly provided that for schools other than those deemed especially needy, the assistance payments would be limited to the costs of obtaining food. That limit has now been expanded to include labor and other costs.

The U.S. Department of Agriculture (USDA) has retroactively increased its payment rates to state educational agencies to help schools pay for school lunches and school breakfasts they have served during the past six months.

The increased rates cover meals served under the national school lunch and school breakfast programs between July 1 and Dec. 31, 1973. They were announced by USDA's Food and Nutrition Service (FNS) as another step in implementing the new child nutrition law passed last month.

The national average payment to help defray food costs of each lunch served to participating school children was increased from 8 to 10 cents. Within that average, states were authorized to vary the rate of reimbursement to individual schools up to a maximum 15 cents a lunch. Previously the ceiling was 14 cents.

For the first time, states will receive a guaranteed additional payment to assist in the service of lunches to needy children of 35 cents for each reduced-price lunch and 45 cents for each

free lunch. Any state where payments averaged higher than this rate last year will be paid at that higher level through Dec. 31, 1973. In cases of severe need, the federal per lunch reimbursement to individual schools can range as high as 70 cents for each lunch served free, 10 cents above the previous maximum. Payment rates for each reduced-price lunch in these circumstances may vary up to a high of 60 cents, the same level previously allowed.

The new regulations also give the states the responsibility for determining relative need among schools and for setting variable rates of cash reimbursement within federally-allowed maximums.

Vanishing Wilderness

SEE IT... BEFORE CIVILIZATION SWEEPS IT AWAY.

STAR THEATRE

SHOW TIMES 5:00-7:00 9:00

SEAT NO. PASSES

AVON
Can't work 9 to 5? The great thing about being an Avon Representative is the flexibility! You can earn money in your spare hours and still have time for your family. Call: 364-5169 or 364-0640.
B-8-30-2c

Waitress needed. Apply in person at The Music Stand, 628 West First. Phone 364-1150.
B-8-14-30-tfc

School Bus drivers needed. See Eldon Owens at school bus shop.
B-8-10-4-tfc

POSITIONS OPEN
Immediate opening for security guards. Rotating shifts, uniforms furnished and no weapons required. Must be mature, responsible and conscientious.

Contact: Barry Love or Carl Perkins 806-647-2137. Amstar Corporation, Dimmitt Plant, Box 169, Dimmitt, Texas 79027. An equal opportunity employer.
B-8-4-2c

Wanted: Experienced farm hand. Must be capable of leading men. Good house, good wages for the right man. Call 276-5221 or call in person 1/4 mile West of Community Grain Elevator in Easter Community. S.L. Garrison.
B-8-4-tfc

WIVES-MOTHERS
Avg. \$2.50 hr. during hours to suit you around home. Write Personal Shopper Department, Box 10, Watkins Products, Inc. Winona, Minnesota 55967.
B-8-24-4-1c

9. SITUATIONS

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

Will do baby sitting. 227 Aspen. Phone 364-5860.
B-9-10-3-3c

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

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 1/2 B-10-34-tfc

ALCOHOLISM INFORMATION
For information on alcoholism, referrals for help, counselling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8:00 a.m. 'till 12, 1:00 p.m. until 5:00 p.m. Monday through Friday. A UNITED FUND AGENCY
B-10-12-tfc

11. BUSINESS SERVICE

APPLIANCE REPAIR
We repair all makes and models of appliances. All work guaranteed. MONTGOMERY WARD & CO. 114 East Park Phone 364-5801
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WANTED
100 to 150 watches a week to repair by latest approved methods. COWAN JEWELERS B-11-15-29-tfc

B.L. Jones CONCRETE CONTRACTOR We will do your finishing or give you a turnkey job. Free Estimates. 246 16th Street Phone 364-6617
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1B-11-14-tfc

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B-11-3-4c

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B-11-46-tfc

FRANK WESTER
CEMENT CONTRACTOR 107 BRADLEY Residential-Commercial Turnkey job Straight finish Phone 364-5169
1B-11-39-tfc

DON'T TOSS IT!— REGLOSS IT.
Furniture repaired and refinished. Call Tom Tompkins, 806-287-5831 collect.
B-11-27-10p

AAA WRECKER SERVICE
HEREFORD WRECKING COMPANY Day Phone 364-0280 NIGHTS 364-4097 and 364-0075
T-11-29-tfc

13. LOST & FOUND

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

Strayed from vicinity 136 Oak Street, grey miniature male poodle. Answers to the name "Joshua". Has black head and black feet, wearing no collar, no tags. Call 364-0215.
B-13-29-30-2c

CARD OF THANKS
The family of Mrs. E.B. Posey Sr., wish to express their thanks to each and everyone of you for the kind expressions of sympathy extended to us during our bereavement. Especially to the staff and doctors at Westgate Convalescent Home who took care of her with their love and attention. These are special people. Mr. & Mrs. J.M. Posey Rev. & Mrs. A.R. Posey Mr. & Mrs. W.P. McMinn Mr. & Mrs. Bill Roberson Mr. & Mrs. Clyde Posey Dr. & Mrs. E.B. Posey Jr. and all the grandchildren
B-11-15-29-tfc

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Texas Number Five

Trailing the four most popular states of the Union, Texas is slated to receive the fifth largest amount of federal money from the 1974 fiscal year Land and Water Conservation Fund. Texas has \$1,597,790 available to it for outdoor recreation projects, following only California, New York, Pennsylvania and Illinois. Applications for Land and Water Conservation Fund grants in Texas are administered by the Texas Parks and Wildlife Department. To be funded, all projects must be in accord with the department's Comprehensive Outdoor Recreation Plan. The Land and Water Conservation Fund matches up to 50 per cent of the cost of recreational projects with the remaining cost borne by the state or local government.

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Quality With Price - MAY WE SERVE YOU
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ELECTRICAL CONTRACTOR
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364-6841 Larry Bell 803 S. Texas

WRESTLING WWA LIBRE
SATURDAY JAN. 26 8:00 PM
MAIN EVENT RICKY ROMERO vs. HANK JAMES
Nick KOZAK vs. Don FARGO
Beautiful Beauties Betty NICOLI vs. Marie L'VERNE
BUCK ROBLEY vs. Stan HANSEN
HEREFORD BULL BARN
HEREFORD, TEXAS

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ON BUICK PONTIAC GMC TRUCKS JOHN ORSBORN
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Come in and talk with one of the Men at JOHN ORSBORN BUICK-PONTIAC-GMC at 142 N. MILES or 221 N. 25 Mi. Ave.
364-0990 364-1222

WRESTLING WWA LIBRE
SATURDAY JAN. 26 8:00 PM
MAIN EVENT RICKY ROMERO vs. HANK JAMES
Nick KOZAK vs. Don FARGO
Beautiful Beauties Betty NICOLI vs. Marie L'VERNE
BUCK ROBLEY vs. Stan HANSEN
HEREFORD BULL BARN
HEREFORD, TEXAS

COMMONWEALTH THEATRES
MOVIE MARQUEE
LADIES NIGHT EVERY TUESDAY WATCH FOR DETAILS

Starts FRIDAY
The Sheriff fought for peace. Now he would kill for vengeance.
RICHARD HARRIS ROD TAYLOR THE DEADLY TRACKERS
WEEKDAYS 7:25 & 9:30 SAT. ONLY 1:15-3:20 5:20-7:25 9:30

Starts WEDNESDAY
BOY, HAVE WE GOT A VACATION FOR YOU...
WESTWORLD
...Where nothing can possibly go wrong.
WEEKDAYS 7:45 & 9:30 SAT. ONLY 1:05-2:45 4:25-6:00 7:45-9:30

Starts TONIGHT!
"Welcome to Terminal Island, Baby!"
TERMINAL ISLAND
GATES OPEN 7:15

AND
Animal Desires Human Lust
TWILIGHT PEOPLE
SHOWTIME 7:45 TOWER DRIVE IN



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OF HEREFORD
in the
HEART
of the

ON THE
GROW
with HEREFORD



CATTLE COUNTRY



Going Places
with
Today's Youth

...Our
CONGRATULATIONS
...And
BEST WISHES
...To The

F.F.A. - 4 H MEMBERS

AND TO THE YOUNG FARMERS ORGANIZATION
ON THEIR ANNUAL

JUNIOR LIVESTOCK SHOW

THURSDAY - FRIDAY - SATURDAY JANUARY 24 - 25 - 26 ... BULL BARN

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OPEN 8 A.M. TO 11 P.M.
7 DAYS A WEEK.

1105 West Park Avenue...next to T.G.&Y. Family Center.

Register for Free Grand Opening Prizes...

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No purchase required...No obligation...Register each time you visit Ideal. You must be 18 years old to register. You need not be present at time of drawing to win.



Winners will be notified by phone or by mail.



Winners names will be publicized and posted at Ideal.



BRING YOUR DIRECT MAIL BONUS STAMP FOLDER WHEN YOU SHOP IDEAL EACH WEEK



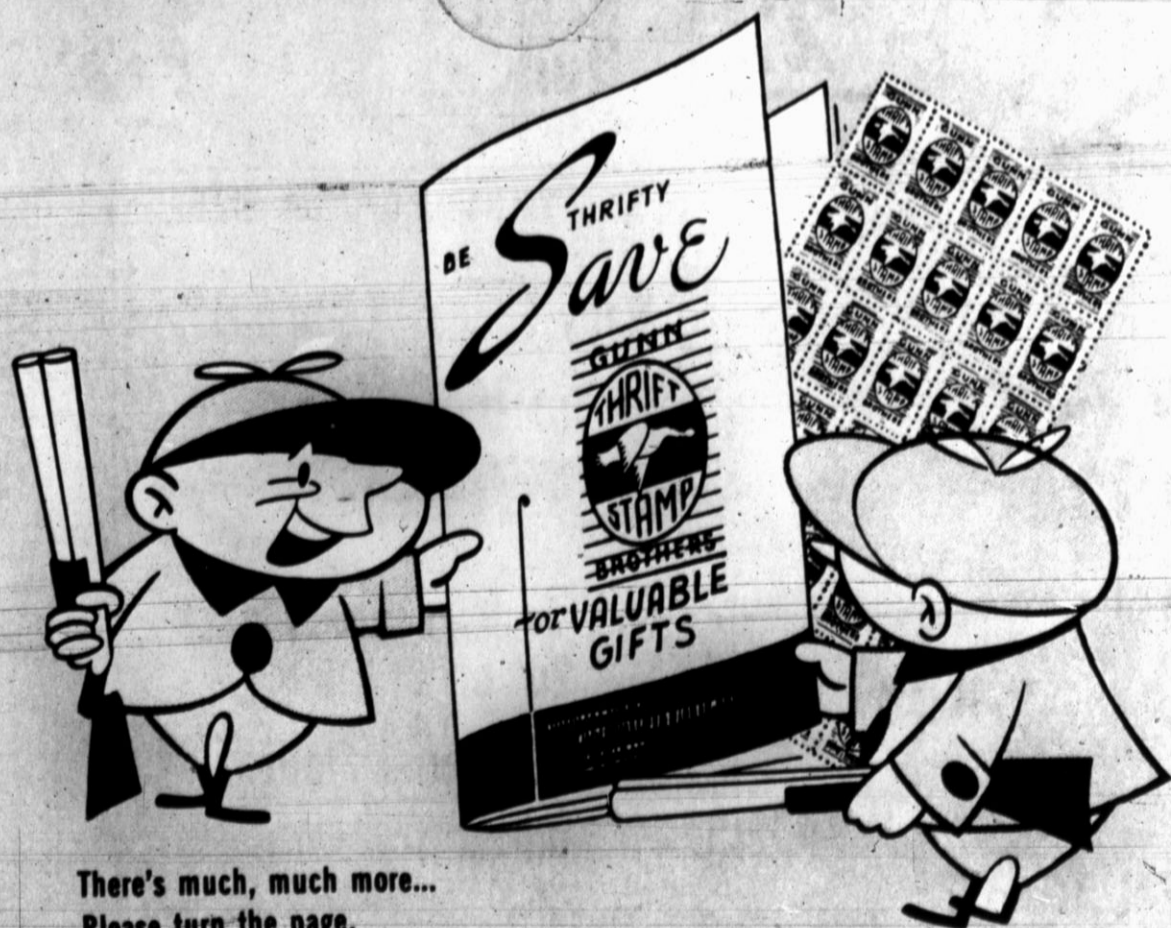
Redeem Coupon no. 1 now thru Saturday for 100 extra Gunn Bros. Stamps

You will receive sticker NO. 1 to affix to your master coupon NO. 8. When all numbered stickers are affixed to the master coupon it will be good for 800 Extra Stamps.

Let Ideal Show You A New Dimension In Modern Supermarket Shopping Convenience...

We cordially invite you to "adopt" us as your favorite food store in Hereford! We're 13,200 square feet big, with conveniently arranged displays of everything you look for in a supermarket...and MORE! In addition to fresh, new displays of highest quality meats, produce, groceries, dairy and frozen foods, you'll enjoy

delicious fresh bakery goods from our in-store ovens, big general merchandise department to save you extra stops as well as cash and the added convenience of filling your health needs at our Prescription Pharmacy while you shop for food. Visit us today... You'll enjoy the change... and the savings too!



There's much, much more... Please turn the page.



THE RIGHT PRICE, ON THE RIGHT FOODS...

Grand Opening



DEL MONTE CUT

Green Beans..... 16 - OZ. CAN **24¢**
LIMIT - 4

DEL MONTE EARLY GARDEN

Sweet Peas..... 16 - OZ. CAN **22¢**
LIMIT - 4

HUNT'S

Whole Tomatoes..... 15 - OZ. CAN **22¢**
LIMIT - 4

MEDOWDALE

Shortening..... 3 - LB. CAN **89¢**
LIMIT - 1

JIF CREAMY OR CRUNCHY

Peanut Butter..... 12 - OZ. JAR **48¢**

CHICKEN - NOODLE

Campbell's Soup..... 10 1/2 - OZ. CAN **14¢**
LIMIT - 4

THIN, CRISP

Nabisco Saltines..... 1 - LB. BOX **38¢**
LIMIT 2 WITH \$5.00 PURCHASE.

the right price...right now!
SAVE CASH PLUS STAMPS.

the right price...right now!
SAVE CASH PLUS STAMPS.

the right price...right now!
SAVE CASH PLUS STAMPS.

the right price...right now!
SAVE CASH PLUS STAMPS.

GOLDEN WHOLE KERNEL LIMIT - 4
Niblets Corn..... 12 - OZ. CAN **20¢**

LONG STRING LIMIT - 4
Del Monte Kraut..... 16 - OZ. CAN **20¢**

ALL FLAVORS LIMIT - 3
Hawaiian Punch..... 46 - OZ. CAN **34¢**

CARNATION
Coffee Mate..... 16 - OZ. JAR **91¢**

HUNT'S WHOLE LIMIT - 4
New Potatoes..... 15 - OZ. CAN **17¢**

DEL MONTE CHUNKS, OR CRUSHED.
Sliced Pineapple..... 15 1/2 - OZ. CAN **32¢**
IN NATURAL JUICE

TEXSUN PINK, UNSWEETENED
Grapefruit Juice..... 46 - OZ. CAN **38¢**

PURE TOMATO LIMIT - 1
Del Monte Catsup..... 32 - OZ. JUG **54¢**

Ideal Dog Food
16 - OZ. CAN **22¢**

MOTT'S
Apple-Sauce..... 46 - OZ. JAR **68¢**

QUICK OR REGULAR
Quaker Oats..... 42 - OZ. BOX **68¢**

CREAMY RICH
Kraft Mayonnaise..... QUART JAR **92¢**

INSTANT CHOCOLATE DRINK
Nestle's Quik..... 2 - LB. BOX **78¢**

WHITE OR YELLOW
Aunt Jemima Corn Meal..... 5 - LB. BAG **68¢**

CAMELOT MANZANILLA
Stuffed Olives..... 7 - OZ. JAR **63¢**

Snip your way to Extra Cash Savings

REDEEM THESE COUPONS AT IDEAL TODAY!

VALUABLE COUPON
HEINZ STRAINED
Baby Foods 13 4 1/2 - OZ. JARS \$1.00
Limit 1 coupon per customer
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

VALUABLE COUPON
GIANT SIZE DETERGENT
Cheer WITH COUPON 73¢
WITHOUT COUPON... 93¢
Limit 1 coupon per customer.
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

VALUABLE COUPON
DISHWASHER DETERGENT
Cascade 2 50 - OZ. PKGS. \$1.49
WITHOUT COUPON... \$1.09.
Limit 1 coupon per customer.
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

VALUABLE COUPON
GOOD FOR 20¢ off ON PURCHASE OF 5 - LB. BAG
Gold Medal Flour
Limit 1 coupon per customer.
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

VALUABLE COUPON
GOOD FOR 30¢ off ON PURCHASE OF 1 - LB. CAN
Folger's Coffee
Limit 1 coupon per customer.
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

VALUABLE COUPON
GOOD FOR 20¢ off ON TWO 4 - ROLL PACKAGES
Charmin Bath Tissue
Limit 1 coupon per customer.
Expires Sat., Jan. 26, 1974
IDEAL FOODS!

RIGHT NOW! COME JOIN OUR Celebration! THE RIGHT PRICE, RIGHT NOW ON U.S.D.A. CHOICE BEEF!



Prices Effective thru Sat. Jan. 26, 1974. Limit rights reserved. No sales to dealers.

OPEN 8 A.M. TO 11 P.M.
7 DAYS A WEEK
FOR YOUR CONVENIENCE

- | | | | |
|--|---|---|---|
| BEEF ROUND
Round Steak
CENTER SLICE | BEEF LOIN
Sirloin Steak
CENTER SLICE | BEEF RIB
Rib Steak
TABLE-TRIMMED | BEEF RUMP
Rump Roast
BONE-IN |
|--|---|---|---|

Your Choice

\$1.29
LB.

PLUS GUNN BROS STAMPS!



PORK SHOULDER BLADE STEAK
Fresh Pork Steaks
LB. **89¢**

BLUE MORROW COOKED
Beef Patties
BULK PACK LB. **89¢**

ARMOUR STAR HINDQUARTERS
Turkey Roast
3 TO 7-LB. AVERAGE
LB. **36¢** PLUS GUNN BROS STAMPS!

Visit our Self-Service Deli Dept...

Enjoy the finest selection of Smoked Meats, Sausages, special Cheese, Salads and Desserts that add tast-tempting goodness to every menu!

FRESH-FROZEN
Whiting Fish
IN 5-LB. PACKAGES
LB. **29¢** PLUS GUNN BROS STAMPS

HICKORY SMOKED, SLAB CUT
Sliced Bacon
IN 2 TO 3-LB. PACKAGES
LB. **99¢** PLUS GUNN BROS STAMPS

ARMOUR STAR
Skinless Franks
MEADOWDALE
Sliced Bologna
WINCHESTER IMITATION
Chunk Bologna
WINCHESTER IMITATION
Sliced Bologna

12-OZ. PKG. **69¢**

12-OZ. PKG. **69¢**

LB. **49¢**

LB. **59¢**

BAR-5

Skinless Franks

BUTCHER BOY SLICED
Luncheon Meats

CAMELOT COLE SLAW, BAKED BEANS OR
Potato Salad

CAMELOT
Cheese Spread

12-OZ. PKG. **69¢**

6-OZ. PKG. **45¢**

24-OZ. CTN. **79¢**

8-OZ. PKG. **69¢**

Save On Fresh Dairy Foods!

GRACE A FRESH

Medium Eggs

DOZ. **71¢** LARGE EGGS DOZ. **74¢**

CAMELOT COLBY
Longhorn Cheese 10-OZ. PKG. **78¢**

MEL-O-CRUST, LIMIT 2
Cinnamon Rolls 9 1/2 OZ. CAN **28¢**

FAIRMONT NICE 'N LITE
Cottage Cheese 24-OZ. CTN. **76¢**

IDEAL
Half and Half PINT CTN. **34¢**

CAMELOT INDIVIDUALLY WRAPPED
American Slices 16-OZ. PKG. **\$1.18**

GRADE A
Camelot Butter 1-LB. QTRS. **96¢**

ALL FLAVORS
Fairmont Yoqurt 8-OZ. CTN. **29¢**

PILLSBURY
Crescent Rolls 8-OZ. CAN **39¢**

WE DO EVERYTHING POSSIBLE TO BE FULLY STOCKED... BUT

Should we ever run out of a product on sale, ask for a "rain check", and we will have the product for you at the sale price on your next visit.

WOLF BRAND

Chili with Beans 15-OZ. CAN **48¢**

STAR-KIST LIGHT MEAT
Chunk Tuna LIMIT 2 6-OZ. CAN **42¢**

KRAFT'S SUPPERS
Chef's Surprise PKG. **52¢**

DURKEE'S PURE GROUND
Black Pepper 8-OZ. CAN **92¢**

Fabulous Frozen Food Buys!

Banquet Dinners

Chicken, Turkey, Salisbury Steak or Chopped Beef.



11-OZ. PKG. **44¢** LIMIT THREE

MEADOWDALE FROZEN
Orange Juice 16-OZ. CAN **51¢**

WELCH'S FROZEN
Grape Juice 6-OZ. CANS 2 **49¢**

REAMES FROZEN
Egg Noodles 12-OZ. PKG. **48¢**

MORTON'S
Honey Buns 9-OZ. PKG. **38¢**

ALL FLAVORS
Fairmont Sherbet LIMIT-1 1/2-GAL. CTN. **58¢**

FAIRMONT COUNTRYSIDE
Vanilla Ice Cream FULL GALLON **\$1.47**



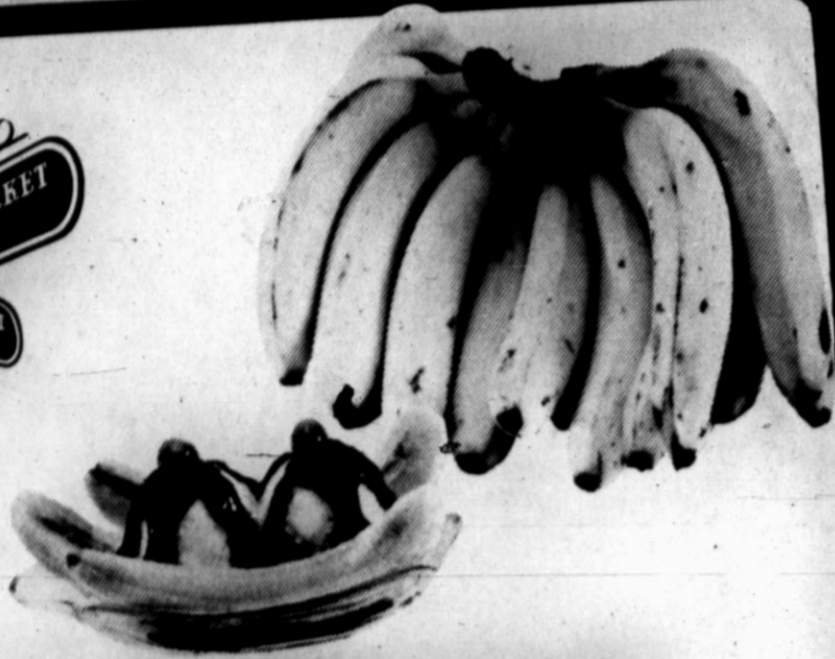
Follow the crowd for your share of savings during our

Grand Opening

Bring your friends...Make up a shopping party and save more at Ideal!



CROSSROADS OF QUALITY AND VALUE!



GOLDEN RIPE

BANANAS

10¢

LB.

CALIFORNIA CRISP

Iceberg Lettuce

HEAD **23¢**

FOR SALADS OR DIPS

Florida Avocados

EACH **39¢**

FLORIDA CRISP RED
Radishes

2 6-OZ. BAGS **29¢**

RED RIPE

Salad Tomatoes

3 LBS. **\$1**

WASHINGTON

D'Anjou Pears

LB. **29¢**

MEDITERRANEAN
Squash

LB. **19¢**



Texas Size Savings

IN OUR GENERAL MERCHANDISE DEPT.

COMPARE AT \$1.88 ... 3 - QUART SIZE

Pyrex

Roasting Dish.....99¢

THERMOS BRAND

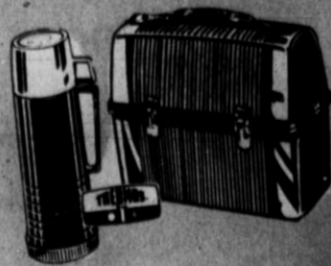
Steel Lunch Box

WITH PINT THERMOS BOTTLE

\$2.49

COMPARE AT \$4.59

ONLY



ALL PRICES EFFECTIVE THROUGH SATURDAY, JANUARY 26, 1974. LIMIT RIGHTS RESERVED. NO SALES TO DEALERS.

1105 WEST PARK AVE., HEREFORD

OPEN 8 A.M. TO 11 P.M. ... 7 DAYS A WEEK.



Fresh...from our in-store ovens!

Delicious fresh bakery goods... Mouth-watering goodness at low supermarket prices!

OVEN-FRESH
White Bread

1 - LB. LOAF **39¢**

DELICIOUS!
Cream Puffs

4 FOR **79¢**

OVEN-FRESH

Whole Wheat Bread

1 - LB. LOAF **39¢**

OVEN-FRESH
French Bread

1 - LB. LOAF **39¢**

ASSORTED

Cookies

3 DOZ. **\$1.00**

Save on Health & Beauty Aids!

COMPARE QUALITY AND PRICE...

Camelot Shampoo

Your choice of Lemon, Herbal, Balsam or Extra Rich... You MUST be satisfied or your money will be cheerfully refunded!

Your Choice

16-OZ. BTL.

59¢



VASELINE LOTION
Intensive Care

10 - OZ. BTL.

98¢

Capri

PROCTER & GAMBLE'S

Scope Mouthwash

24 - OZ. BTL.

\$1.27

DISPOSABLE

Daytime Pampers

PKG. OF 30

\$1.48



FOAMING BATH OIL
Choice of fragrances

64 - OZ. BOTTLE

99¢



Prescription Service

The new supermarket convenience available only at Ideal! Have your prescription filled while you shop for food.

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

