

# Two File For County Judge Post

## Sam Morgan, Mike Ranspot File Against Incumbent H.C. Williams

By DON RICHARDS  
Brand News Editor

Two previously unopposed candidates for county offices picked up opponents this week as political tensions gets tighter as Monday's filing deadline grows nearer.

The first of the week was highlighted as two local men jumped into the race for the county's top post — that of county judge — and another filed as a candidate for a previously unopposed county commissioner position.

Filing as Democrat candidates in the

race for Deaf Smith County judge was Sam Morgan, 62, and J. Mike Ranspot, 27. The two filings presently set up a three-man race as incumbent H.C. Williams had already announced for re-election. In other major action at the county level James Voyles, 41, filed in the

Democratic race for the county commissioner Precinct 4 position. Already announced for the position is Luther Lesly. The post is presently held by Donald Hicks, but Hicks has stated he will not seek re-election.

Commissioner Pct. 2 — Clinton Jackson, Grant Hanna, Bill Griffin, and Joe Zinser as Democrats; LeRoy Williamson as a Republican.

Commissioner Pct. 4 — Luther Lesly and James Voyles.

District Judge — Archie McDonald. Criminal District Attorney — none. District Clerk — Lola Faye Veazey. County Treasurer — Veste Nunley. County Surveyor — A.J. "Major" Schroeter.

Justice of Peace — Glenn Nelson. City Commission Place 3 — Dub Boyd and Harvey Milton.

City Commission Place 4 — Frank Barrett.

School Board (2 places) Lynton Allred, Jim Conkright, Jim Clark, Bill Johnson and Glenn Watts.

FILING Deadline for county and district offices is Monday. Fees for filing range from \$50 up to \$150 for most complete county offices and \$400 for criminal district attorney. However, hopeful candidates may present a petition of about 50 qualified voters in

lieu of the filing fee. Democrat candidates should file with B.F. Cain and Leo Witkowski and Republican candidates should file with Joe Shollenbarger.

Filing deadline for city election is March 1 at City Hall with the filing date for the school board set at 7 at the school tax office.

BOYD WAS first elected to the city commission in 1972. He is owner of Boyd Machine and Supply and resides at 308 Douglas. He and his wife, Ruby, have two sons.

MORGAN, 62, is an executive assistant at Deaf Smith Rural Electric Cooperative (REC). He has been associated with REC in the county for the past 17 years after moving here from Bonham. He was raised in Stonehall County and he and his wife, Ora, have two daughters and a son and nine grandchildren. They are members of the First Baptist Church and reside at 223 N. 25 Mile Avenue.

Morgan attended two summer schools

See TWO FILE Page 2



SAM MORGAN  
Files For Judge



JAMES VOYLES  
Vies For Pct. 4



DUB BOYD  
For City Commission

### Asks DST Change

Directors of the Deaf Smith County Chamber of Commerce have sent telegrams to state and national representatives asking for the elimination of Daylight Savings Time.

Telegrams were sent to U.S. Sen. Lloyd Bentsen, John Tower, Cong. George Mahon, State Sen. Max Sherman and State Rep. Bill Clayton.

The telegrams stated that the Chamber "fully supports the immediate return to Standard Time" and also included two alternate requests: One that the state of Texas be exempt from DST or second, that the West Texas area be included in Mountain Time Zone rather than the Central Time Zone.

# the Hereford Brand

73rd Year - No. 5 Hereford, Texas, Thursday, Jan. 31, 1974 Price 10c 28 Pages

## District In 3-Way Tie

# Herd Claws Tigers

Hereford's Whitefaces kept alive their hopes for at least a share of the first-round title in District 4-AAAA by capturing a 63-54 decision over the Snyder Tigers in a bruising battle here Tuesday night.

The Herd's accuracy at the free-throw line was the eventual difference, but Coach Barry Arwine saw his starters build up a 15-point advantage before emptying the bench in the closing minutes.

The triumph, along with Coronado's win over Lubbock High and Monterey's defeat of Plainview, set up a showdown for the Herd in Lubbock Friday night. Hereford meets Coronado Friday with a Herd triumph meaning at least a share of the first-round title. Hereford, Coronado and Plainview all have 3-1 records.

THE DISTRICT plays two rounds, with the champions of each round playing for the championship. A tie for

the first-half lead could result in all kinds of possibilities in the second round — unless one of the teams won the second round outright. Coronado was the pre-season pick to win title, followed by Plainview.

In the game here Tuesday night, Snyder took an early lead and held a 14-10 edge after the first quarter. Hereford gained the momentum in the second period of the rough contest, and took a 31-26 advantage at halftime. The Herd upped the lead to 10 points, 45-35, going into the final period.

BIG DAN VanderZee paced the scoring attack for the Herd with 19 points, and guard Mike Albiar was close behind with 16. Dennis Noggier had 10, while James Harris and Lynn Tarr chipped in 8 each for a balanced scoring attack.

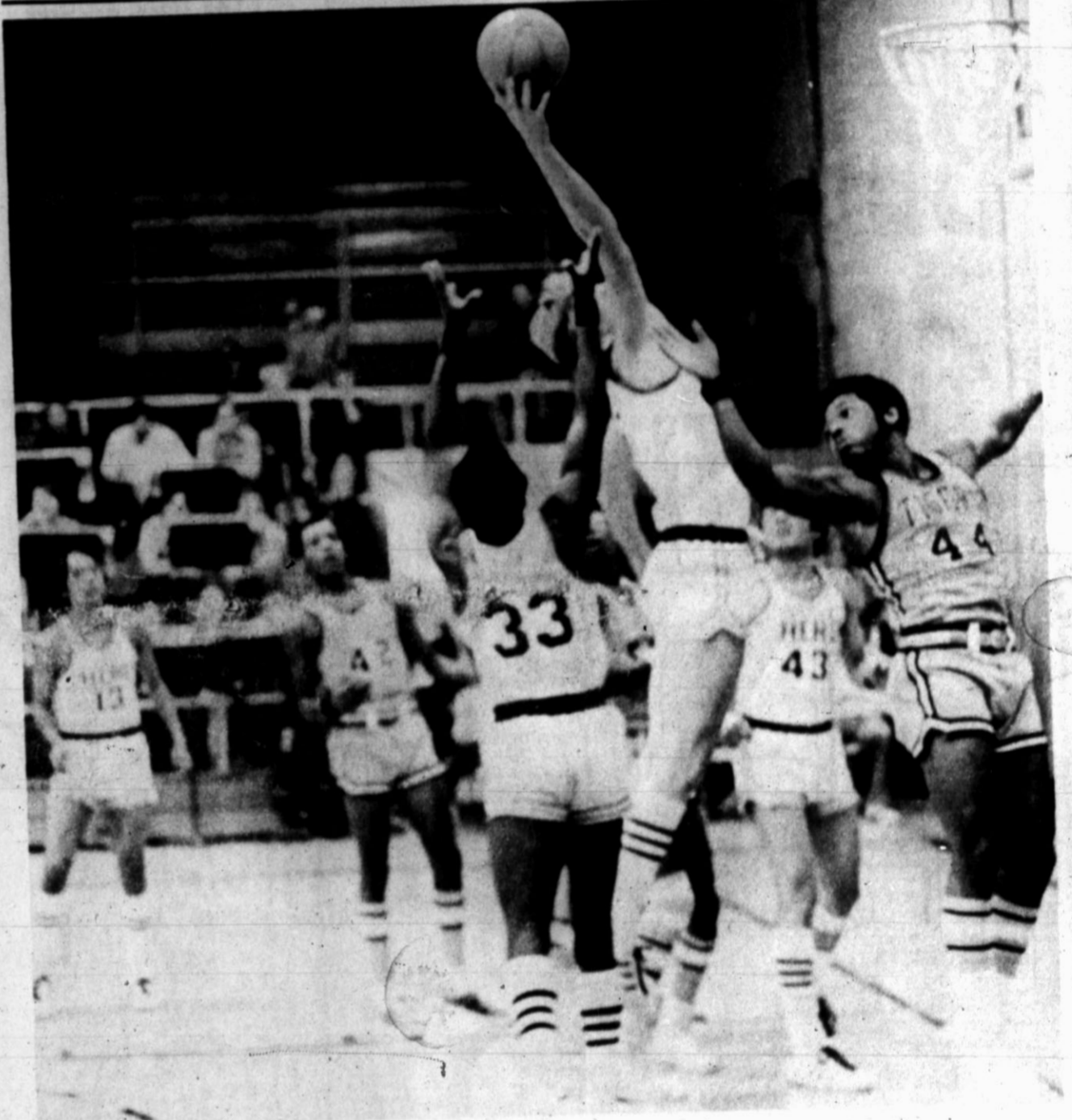
Hereford was charged with 12 fouls in the game and Snyder with 15, but the

Herd took advantage of the one-and-one situations to gain a big edge at the charity line. Hereford hit 17 of 24 free shots, while the Tigers hit only 6 of 14. Center Larry Johns led Snyder with 14, while Chester Cobb and Walton Cobb added 12 and 10 points, respectively.

THE VICTORY left Hereford's season record at 18-8, and Snyder is 9-17 for the year. In the other District 4-AAAA contests, Monterey clamped a strong defense on Plainview in the second half to come away with a 51-37 victory, and Coronado outlasted the Lubbock Westerners by 87-78.

Hereford won all three contests here Tuesday night. The junior varsity rallied from a 15-point deficit in the second half to score a 58-52 victory, and the Hereford sophomores scored a close 55-54 win in a double-overtime battle.

Mike Hull and James Arney led the JV. See HERD CLAWS Page 2



### Rebound And Tipin

Hereford's big Dan VanderZee makes a one-handed catch of a rebound and prepares to tip it back in for two points during the Herd's 63-54 win over Snyder Tuesday night in District 4-AAAA action. The win put Hereford back into a tie for

first place in the district. VanderZee was the high-point man for the night with 19 points. The Herd will now travel to Lubbock Friday to play Coronado, who also shares the district lead. (Brand Photo)

## County Approves \$29,840 Bid

# Furnishings Completed

By O.G. NIEMAN  
Publisher

Purchase of equipment and furniture for the new county library was completed at a total cost of \$29,840 when Deaf Smith County Commissioners held a regular meeting Monday.

Commissioners, in other action, approved an alcoholism program proposed by the Mental Health Mental Retardation center, approved a crime prevention program through the Panhandle Regional Planning Commission, authorized expenditure of \$6,428 as the county's portion of radio communications cost with the PRPC, and approved an increase in the mileage allowance for county officials when on business out of the county.

Commissioners had previously accepted a low bid of some \$22,402 from the Sperry Rand Corp. for furniture and installation of shelving and other items in the new library. To complete what was termed the "total package" for the interior furnishings, the county approved

an additional \$7,438 in expenditures Monday.

Scott Cherry, Sperry Rand Corp., and Herb Brasher, architect, met with the court to discuss the additional furnishings.

AFTER A short discussion, commissioners approved the increase of mileage allowance from 10 to 12 cents a mile for county officials on business out of the county. The court decided to pay actual expenses on lodging and meals, rather than going to a "per diem" system.

Two items on the agenda were postponed for further study. One concerns the holding of juveniles when committed to jail, and the other concerns a "management analysis" of the sheriff's department through a PRPC grant.

The court approved the crossing of a county road with a water line in Precinct 2, after receiving the request from Charles Schlabs.

THE COUNTY'S participation in the new alcoholism education program will be to collect an additional \$35 from driving-while-intoxicated offenders, then pass the money on to the MH MR Center for its classes.

Under the new program, the judge of the appropriate court can order the offender and require the DWI offender to attend an eight-week course in alcohol education. The sessions will be one hour each, one time a week.

Fred Ready, director of the Alcoholism Program at Northwest Texas Hospital, and Bill Cooke, director of education at Amarillo for the Texas Commission on Alcoholism, were at the county meet to present the proposal. They reported it has been initiated in other area towns and proving successful in decreasing the number of DWI offenses.

A NUMBER of agencies are providing input into the eight-week courses, Cooke noted, with the MH MR centers handling it on the local level. There is no cost to the

county. If the \$35 fee assessed to the offender does not take care of expenses, the balance will be borne by the Alcoholism Treatment Program.

Cooke pointed out that alcohol is now officially the number one health problem. It ranks behind cancer and heart failure as the leading killer, however it becomes number one in traffic deaths related to alcohol are added.

The program is proposed as a continuing one for at least a year. A full-time, professional counselor will not only work with the DWI cases, but with other court-referred people as well.

The resolution on the Governor's crime prevention program authorized PRPC to make application for assistance in the creation of a "crime prevention unit" to serve the 25-county Panhandle region. The crime prevention public information unit is designed to upgrade prevention efforts in each community and to assist local law enforcement agencies in conducting prevention programs.



### Mothers' March

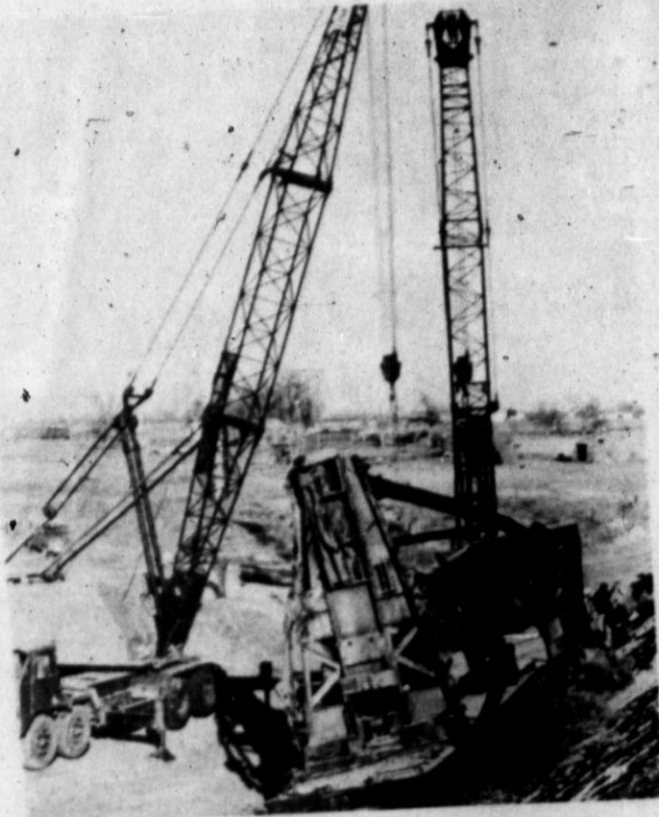
Workers for the Mothers March of Dimes will continue to collect contributions throughout the week for the annual campaign sponsored by the Jaycee-Ettes. Here some of the workers kept track of collections during a meeting Monday night. At left is Elmore Rains, campaign chairman, and Vera Hughes. At right is Linda Woodard and Linda McDowell.

### Local Girl On OU Honor Roll

Miss Margaret Ann Wilcox of Hereford was listed on the University of Oklahoma honor roll. The university announced that 6,648 students achieved 3.0 or better grade point averages for the 1973 fall semester. Of the total, more than 1,000

students had straight A (4.0) averages. In addition to the 3.0 minimum grade point average, a student must be enrolled in a minimum of 12 credit hours and must not have a "failing" or "unsatisfactory" mark in any course.

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**Moving Wrecked Train**

Workers began Tuesday attempting to move the wrecked railway crane in Southwest Hereford in which a 32-year-old man was trapped last October. Guy E. Carroll was the trapped man and eventually died of the injuries received. Santa Fe sold the crane to a local pipe and supply company as salvage.

## Two File For County Judge Post

Continued From Page 1

at the University of Texas in the 30's and has taken agri-education work at Texas Tech. He attended a Naval Training School and studied applied psychology for 18 months.

He has completed a course in management through National Rural Electrification Cooperative Association School. Raised on a farm and involved in farming much of his life, he worked as a bookkeeper in a bank after graduation from high school. He helped organize a bank in Roby before serving in the Navy in World War II.

He was coordinator of Fisher County Vocational Schools and taught class in vocational agriculture for five years. He began working for REC in 1961.

Morgan has served on the school board, water authority, county program building committee, PEP and various other civic responsibilities. He also is a member of the Whiteface Kiwanis Club.

RANSFOT, 27, is employed at Shook

Tire Company and is a life-long resident of Hereford and Deaf Smith County.

He and his wife, Barbara, reside at 130 Northwest Drive in the city and have three sons.

VOYLES, 41, is a farmer and resides in the Ford Community. He was born and raised in Vega and has farmed in the Ford area for about 10 years. He and his wife, Esta, have three daughters, one of

which is married, and the other two are still of the home.

In May Voyles will complete 12 years on the Vega School Board and is presently commander of the American Legion Post 140 in Vega. He is a trustee of First Baptist Church of Vega and has been a member of the Masonic Lodge for the past 15 years. He served two years in the Army Signal Corps in 1951 and 1952. Other than the school board, this is Voyles first time to seek political office.

## Herd-Claws

Continued From Page 1

scoring for Hereford with 21 and 15 points, respectively. The soph game was tied at 0 at the end of regulation. Mike Crim and David Artho led the soph with 12 and 10 points, respectively.

Snyder 14 12 9 19-54  
 Hereford 10 21 14 18-63

SNYDER—Johns 6-2-14, C. Cobb 5-2-12, W. Cobb 5-0-16, Gressett 3-1-7, Aldrette 2-1-5, Carter 1-0-2, Jones 1-0-2, Perry 1-0-2. Totals 24-4-54.

HEREFORD—VanderZee 7-5-19, Albiar 6-4-16, Noggler 3-4-16, Harris 3-2-8, Tarr 4-0-8, Shipley 0-2-2. Totals 23-17-63.

## Hereford Men Elected To NORM

SAN ANTONIO—Three Hereford men were reelected to the National Organization for Raw Materials, Inc. (NORM) board here last week during an annual meeting and economic conference in the San Antonio Convention Center.

Harlan VanderZee, Hereford banker, declined the nomination to a third term as NORM president, but was elected as the executive vice president. The 74-member board gave VanderZee a unanimous "thank you" for his leadership the past two years. NORM now has members throughout 33 states.

Two other Hereford men—Gerald McCathern and A.R. Dillard, were also reelected to the NORM national board of directors. Texas Commissioner of Agriculture John White was a featured speaker at the economic conference sponsored

by NORM.

"Farmers in 1973, by a great crop and improved prices, saved the United States from economic bankruptcy," White stated. He added that "agriculture is the only muscle the U.S. has to maintain supremacy in the world."

Jon Wefald, commissioner of agriculture from Minnesota, another featured speaker, said his state had been losing up to 4,000 farmers a year the past several years, but no losses were recorded this year because of improved farm prices.

Wefald compared the increased farm prices to that of attracting new industry to the state. The increase in farm income in Minnesota in 1973 had the same impact as if 800 new industries had moved in with an annual payroll of \$1 million each, he stated. "The impact in

Texas should have been even greater, because Texas is a much bigger agricultural state."

"NORM can do more to stimulate and generate national prosperity through promoting parity prices for raw materials than any other program I know," Wefald concluded.

NORM is chartered under the

State Laws of Texas, registered with the U.S. Internal Revenue Service, for the purpose of education, research, legislation and public information.

NORM's primary goal and purpose is to educate the nation on the impact that gross raw material income—especially agriculture—has on the overall economy of the nation.

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Published Every Thursday  
 MEMBER National Editorial Association

at 120 W. Fourth  
 Hereford, Deaf Smith County,  
 Texas, 79045

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The Sunday Brand, both papers, Zone 1, \$5.95 per year; Zone 2, \$7.50 per year. Carrier delivery, \$1.00 per month. Single copies 10 cents each.

O.G. Nieman Publisher  
 Don Richards News Editor  
 Sue Coleman Women's Editor  
 Lynn Brinsdine Advertising Manager  
 CIRCULATION 344-2030



## Holly Sends Ginn To Sugar Meeting

Robert F. Ginn, agricultural manager for Holly Sugar Corporation's Hereford factory

district, will play a key role in the 18th general meeting of the American Society of Sugar Beet Technologists in San Diego next month.

Ginn will present a paper on using soil tests to improve beet quality which was prepared by Ginn, Don Anderson, technical advisor at the Hereford factory, and Dr. Donald D. Dickenson, Holly's director of agricultural research.

The Society is composed of 750 of the beet sugar industry's top scientific and technical people and meets biennially. Ginn is one of 19 Holly Sugar scientists and technicians who are scheduled to present papers. Dickenson is general program chairman.

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The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

# Letters To The Editor

## Wants End To Promiscuity In Hereford

Dear Editor,  
I am writing this letter on the boost that Dr. Heartsil Wilson, the speaker at the recent C of C banquet, has given me. I want to Stand Up for America.

As I am sure that all who heard this fine man will agree with me in saying, we are a very complacent permissive bunch of human beings. So without any fuss or fight Hereford is being put in the same broken-spirited label America is being classified now.

We do not have to be! We are still a free people! We have a right to make a choice; thank God for that freedom!

I must admit I am one of those who is always the first to gripe and the last to do anything about our country's and our cities' problems. No more! With the Lords' help, I am going to speak up.

In the world today three of the main topics discussed, publicized, and are controversial are ecology, politics, and the moral degradation of man and country. As a Christian mother of three wonderful and beautiful sons, I feel a deep and a very personal conviction to take a stand against promiscuity.

I know that I am not alone in this conviction. Like so many other mothers, I have kept quiet before, not in fear, but in lack of confidence. Now I can no longer keep quiet and be at peace with myself.

I see now that the only way anything can be accomplished, for the betterment of a community or country is that the everyday ordinary citizen, like me, must speak up.

My efforts are aimed only at stirring up the consciences of born again Christian families to help fight promiscuity in our own city. A door was opened to solving this matter when Congress recently stated that it was up to the individual communities to whether they permitted pornographic movies, reading materials, and activities, in their city. What more could we as responsible citizens ask for?

Why are we still allowing X and R rated movies, filthy books and magazines, and hard-rock music performances, where promiscuity is the main direct topic?

I know that some of you will label me and my convictions as narrow-minded, old fashion, and not up with the times, but what have the present times brought us? The incident in

Houston, the falling disrespect of our own children, our gutless government, and our country's suicidal decline.

The news is full of the present times. Ask yourself, can our country, our government, or any other ethical group, we can pass the 'buck' to, be blamed? Again another question arises: Are we, the people, the core of America too permissive, too

liberal, and too complacent in our standards of living? Yes, I know that we as individuals do not have to participate and we can try to see that our children do not. Shutting our door still does not mean that the problems are gone. We do not live to ourselves, or die to ourselves. Our lives, how insignificant they may seem, are the core of what

our country or community stands for and believes. This is why if we love our children as God loved us and gave His only Son for us, we will want our children to have a clean mind as well as a clean city! Tell me, why are we so worried about clean air for the future generation when their minds are being corrupted daily

with this kind of garbage we provide as entertainment? Remember pollution does not destroy quickly; it eats slowly away the outer parts till it reaches the heart of the matter. One day God will no longer strive with man's heart. Is it already too late? Will the Lord come back and still find us sitting on our constitutions talking but doing nothing?! We can start now. I am ready, are you? Voice your opinion and then give glory to God for His grace and mercy in the freedom we still have to turn back to Him and repent. Let's give our kids a reason to go on by implanting in our-

selves a new mind and a new heart. 'Not with eyeservice, as menpleasers; but as the servants of Christ, doing the will of God from the Heart.' Ephesians 6:6  
A very concerned mother, Mrs. J. Mike Ranspot  
P.S. I pray that I'm not alone and that there are some willing to give of their time to do whatever it takes to end promiscuity in Hereford.



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BSP QUEEN CANDIDATES.

Mrs. Roger Williams, Mrs. Nelson Kendall, Mrs. Fred Mulkey

### Valentine Candidates Honored With Tea

Beta Sigma Phi Valentine queen candidates were honored with a Valentine Tea Sunday afternoon in the home of Mrs. Clyde Russell of 309 Cherokee. Honorees included Mrs. Robert Williams of Alpha Iota Mu Chapter, Mrs. Nelson Kendall of Kappa Iota Chapter and Mrs. Fred Mulkey of Xi Epsilon Alpha Chapter. These women will succeed last year's Valentine queen,

Mrs. C.D. Fitzgerald and princesses Beverly Barrett and Mrs. Tom LeGate. Judges at the tea were Mmes. J.D. Blackburn, C.C. Braaflap and Bud Hill of Dimmitt. Beta Sigma Phi City Council met for a brief business meeting afterwards to discuss the Valentine Dance to be held Feb. 9 in the Knights of Columbus Hall. The crowning ceremony will begin at 9:30 p.m. with

breakfast being served after the dance. Tex Rhodes and his band will entertain. Present were Mmes. Bob Jones, Davie Sorrells, Tom Bullard, Edward Allison, Kendall, Howard Gore, Max Stipe, Chuck Laing, Fred Mulkey. Also, Mmes. Jim Cramer, Delbert Banum, Hicks Roberson, Williams, Chick Holbert, Bill Drake, Jerry Shipman and Ken Wiley.

### Gandy Nominated By Club

Mrs. J.G. Gandy was nominated to attend the District meeting in Borger April 18 by members of the Cultural Extension Club Friday in her home at 414 Star.

Sumner, Tom Hargrave, P.M. Houser, John Hunter, Paul Corbett, and Mary Ella Cocanougher and Novella Stallings.

Joint programs were given by Argen Draper, county home demonstration agent, entitled Gaining U.S. Citizenship and Mrs. M.H. Wiseman on Ten Commandments for Parents. Present were Mmes. Grady Parsons, Wiseman, M.W.

Going to college isn't the same thing as being educated.

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**CO-ED INITIATED—** Melissa Ann Johnson, freshman nursing student at West Texas State University was recently initiated into Delta Lambda Chapter of Alpha Delta Pi Social Sorority. Miss Johnson received a gold medallion for having the best scrapbook of her pledge class. Daughter of Mr. and Mrs. Julian W. Johnson of Star Route, she has been appointed scholarship chairman for the coming year.

### Miss Wilcox Is Student Teacher

Margaret Ann Wilcox is one of over 300 seniors in the College of Education at the University of Oklahoma who have been given student teaching assignments for the spring semester. She is the daughter of Mr. and Mrs. Jack Wilcox of 205 Ranger, Hereford. Each student teacher will gain experience in planning and classroom teaching at an elementary, junior high, or senior high school in the greater Oklahoma City metropolitan area.



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## BEL AIR VEGETABLES

9-oz. Cut Gr. Beans, Fr. Sh. Beans, 10-oz. Chopped Broccoli, Mixed Vegt., Peas Succotash, and Leaf or Chopped Spinach!

# 41¢

Pkgs. For

Hash Browns	Bel Air 2-lb. Pkg.	49¢	Meat Pies	Manor House 8-oz. Pkg.	28¢
Brussel Sprouts	Bel Air 20-oz. Pkg.	79¢	Cream Pies	Bel Air 14-oz. Pkg.	31¢
Peas & Carrots	Bel Air 2-lb. Pkg.	65¢	Cauliflower	Bel Air 20-oz. Pkg.	69¢
Vegetables	Bel Air Mixed 2-lb. Pkg.	73¢	Sliced Beans	Bel Air French 20-oz. Pkg.	63¢
<b>CORN</b>	Bel Air Cut 10-oz. Pkg.	<b>24¢</b>	<b>PEAS</b>	Bel Air Frozen 2-lb. Pkg.	<b>69¢</b>

# Fill Your Freezer With

### SAFEWAY REFRIGERATED FOODS

## MARGARINE

Empress Everyday Low Price!

**53¢**

2-8-oz. Ctns.

**BISCUITS** 8¢

Kraft Parkay	Quarter Margarine 16-oz. Pkg.	49¢	Margarine	Coldbrook Soft 16-oz. Pkg.	51¢
Kraft Parkay	Soft Margarine 8-oz. Pkg.	62¢	Cheese	Safeway Brand 16-oz. Pkg.	\$1.47
Margarine	Kraft Miracle 16-oz. Pkg.	53¢	Real Butter	Lucerne Quality 16-oz. Pkg.	\$1.09
Margarine	Kraft Parkay 2-lb. Pkg.	58¢	Corn Bread	Pillsbury Brand 8-oz. Pkg.	29¢
Maxi Cup	Kraft Parkay 16-oz. Pkg.	62¢	Margarine	Sunnybank 16-oz. Pkg.	38¢
Margarine	Coldbrook Quarters 16-oz. Pkg.	37¢	Buttermilk	Lucerne Quality 11-gal. Ctn.	75¢
Margarine	Coldbrook Solid 16-oz. Pkg.	36¢	Yogurt	Lucerne Quality 8-oz. Ctn.	29¢

Peanut Butter Real Roast 3-lb. Jar \$1.49

White Flour Kitchen Craft 5-lb. Bag 89¢

White Flour Kitchen Craft 10-lb. Bag \$1.57

Soda Pop Cragmont Beverage 2-lb. Bottle 33¢

Miracle Whip Sliced Dressing 48-oz. Jar \$1.19

Tomato Catsup Town House 32-oz. Bottle 54¢

Dog Food Pooch Brand 15-lb. Can 13¢

Liquid Bleach White Magic 1-gal. Bottle 29¢

Hi C Drinks Fruit Drinks 46-oz. Can 37¢

Fruit Drinks Cragmont Drinks 46-oz. Can 33¢

Grapefruit Moon House Juice 46-oz. Can 45¢

Tomato Juice Town House 46-oz. Can 42¢

**TURKEY** 59¢

Swift Grade 'A' Turkey Hindquarters! 1-lb.

**WIENERS** 79¢

Safeway Brand All Meat! 12-oz. Pkg.

**SLICED BACON** 99¢

Safeway Brand Sliced Bacon! 2 Lb. Pkg. \$1.97

### HEALTH & BEAUTY AIDS

## CREAM RINSE

Truly Fine After Shampoo Creme Rinse!

16-oz. Botl. **78¢**

Toothbrush	Safeway Oval Medium	35¢	Aspirin	Safeway Brand 100-ct. Botl.	29¢
Toothbrush	Safeway Oval Hard	35¢	Mouthwash	Safeway Brand 16-oz. Botl.	39¢
Shampoo	Truly Fine Wash Protein	78¢	Vitamins	Safeway Vitamin C 100 Mfg. Botl.	72¢
Hair Spray	Truly Fine Hard to Hold	55¢	Vitamins	Safeway Multiple With Iron 250-ct. Botl.	\$1.99
Hair Spray	Truly Fine Regular	55¢	Motor Oil	Safeway 30 wt. H.D. Oil Can	32¢
Hand Lotion	Truly Fine	78¢	Motor Oil	Safeway 20 wt. H.D. Oil Can	32¢
Mouthwash	Safeway Amber	39¢	Mouthwash	Safeway Blue 16-oz. Botl.	39¢

### NEW STORE HOURS

8 TILL 10 A.M. 10 P.M.

7 DAYS WEEK

### TOWN HOUSE TOMATO SAUCE

8-oz. Can **13¢**

### WHITE MAGIC LAUNDRY DETERGENT

49-oz. Box **65¢**

Think Three

Beautiful Mr. and Mrs. bridal sets... a brilliant perfect keepsake diamond engagement ring with matching wedding rings. Master-crafted and fully guaranteed.

**Keepsake REGISTERED DIAMOND RINGS**

**KESTER'S JEWELRY**

Across from the Post Office in Downtown Hereford

# Cowbelles Involved In Area Campaigns

Four members of the Hereford Cow Belles organization were guests of the Lamb County Home Demonstration Club at a salad-luncheon Monday at Littlefield's REA building. Attending the "Friendship Day" meeting were Mmes. N.E. Tyler, CowBelle president, C.F. Newsom, 1st vice president, Leo Helman and David Hutchins. Other Panhandle towns represented at the assembly were Sudan, Springlake and Littlefield. The Hereford ladies participated in the program by explaining the chief concerns of the CowBelle organization.

Mrs. Newsom gave a brief history of the auxiliary and its major programs. Mrs. Tyler rendered the details of beef promotion and education. The CowBelles held discussions with the directors of Littlefield Feeders, Inc. and the Chamber of Commerce president concerning the possible organization of a CowBelles group in Littlefield. The Hereford CowBelles have helped many area branches get "on their feet". One of the newest groups to assemble is the Dimmitt club.

Mrs. Tyler was present at the first Dimmitt CowBelle meeting Jan. 26 at the Colonial Inn at Dimmitt. She helped in the installation of officers and gave a synopsis of the beef-oriented organization. Those officers to be serving in the Dimmitt chapter for 1974 are: Dottie Lewis, president, Rita Welsh, 1st vice president; Juanita Bruegel, 2nd vice president, Charlene Howell, 3rd vice president, Beverly Lindsey, secretary, Jan Baca, treasurer and Wynema Adams; beef for Father's Day chairman.

## Federation Club Elects New Officers

Seven clubs were represented at the Deaf Smith County Federation Club meeting Monday in the Community Center.

Clubs present at the covered dish luncheon were La Afflatus Estudio, Pioneer Study Club, Music Study Club, Bud to Blossom, Summerfield Study Club, Hereford Garden Club, Garden Beautiful Club and Lone Star Study Club.

Mrs. Jim Bookout, Federation program chairman, introduced Mrs. Major Schroeter as Music Study Club's program chairman. Entertainment was provided by the Music Club.

After programs were given, Mrs. Schroeter gave a synopsis of several composers life in music.

During the business meeting, new officers were elected. They will be announced in April. Also, the Federation changed its name and will be known as the Deaf Smith County Women's Forum.

Clubs hosting were LAE, Bud to Blossom and Summerfield Study Clubs. Dried flower arrangements decorated the tables.

There were 43 club members present.

## Hospital

### Notes

**PATIENTS IN HOSPITAL**  
Fidel Salazar, Summertield; Mrs. Nellie Oldham, 110 Lake; Farris Kromer, Adrian; Manuel Celaya, P.O. Box 2109; Chester Lyons, 25 Mile Ave. Mrs. Ray Anderson, 210 Ave. J; Mrs. Jimmy Galvan, 205 Jowell; Thomas Ward, Route 3; Mrs. Bruce Miller, P.O. Box 1111; Merry DeLeon, 304 Blevins.

Mrs. Jimmy Garner, 209 Western; Mrs. Robert Brooks, 126 Fir; Mrs. Pearl Gass, 311 Jackson; Mrs. Cora Danforth, 120 Gracey; Mrs. Gertrude Prodasco, 510 Sampson.

Mrs. Billy Ott, 505 Star; Mrs. A.D. Cowley, Route 8; William Lomas, 115 Goff; Mrs. Irma Orr, 808 Brevard; Thomas White; 319 Centre; Mike Jimenez, Dimmitt.

Mrs. John Stengel, 117 Ave. F; Mrs. Bessie Story, 125 Nueces; Mrs. G.F. Muller, 221 Ave. D; Edgar Blakney, Route 3; J.W. Cawthon, 802 Brevard; Mrs. William Jordan, 106 W. Eighth; Mrs. Michael Padilla, 603 W. Fourth; Mrs. Benito Torres, 406 Lee; Mrs. Willie Torres, 616 Irving.

Mrs. Jesse Barba, P.O. Box 495; Mrs. T.J. Maples, Hart; Mrs. Mario Rodriguez, 607 Lee; Mrs. Paul Ramirez, 706 Blevins.

### PATIENTS DISMISSED

James Pankey, Shelby Rogers, Leopoldo Perales, January 30.

Mrs. Rodrigo Elizondo, Mrs. Bruce Travis, Mrs. Danny Newton, Mrs. Jeff Smart, January 29.

Mrs. W.H. Goettach, Mary Martinez, Robin Jordan, January 28.

A.V. Shipp Jr., David Garcia, Mrs. Salvador Grijalva, January 27.

Mrs. Bill White, Mrs. Joe Tubb, Mrs. J.S. Cross, Mrs. W.D. Randolph, Mrs. Neil Cooper, Mrs. Joe S. Farley, January 26.

Mrs. Zeferino Reyes, Mrs. Adam Gonzales, January 25.

### \$32-MILLION ERROR

SANTA BARBARA, CAL. -- Bill Wiberg and his wife were surprised when they opened a letter from the Internal Revenue Service telling the 50-year-old house painter he owed the Government more than \$32-million. He said he had a back tax bill of "around \$130," which he had been paying off in installments.

**1973 F-100 FORD PICKUP** — V-8, Automatic Transmission, Power Steering, Power Brakes, Air Conditioning, Extra Clean — \$2995.

**1971 PLYMOUTH SATELLITE** — 4 Door, Automatic Transmission, V-8, Air Conditioning — \$1795

**1970 FORD LTD** — V-8, Automatic Transmission, Air Conditioning, Power Steering and Power Brakes, 4 Door, Vinyl Roof — \$1495

**1970 PLYMOUTH SATELLITE** — 4 Door, V-8, Automatic Transmission, Air Conditioning — \$995

**ORVAL WATSON FORD SALES**  
200 W 1 st. 364-2727

**income tax**  
returns prepared for as little as \$5  
accurate, complete, confidential... by trained consultants. Call, come by now... the year 'round tax service!

**TAX MASTERS** INTERSTATE SECURITIES COMPANY  
615 S. 25th St. Ave Hereford 364-4432

**BEL AIR PIES**  
Bel Air Frozen Deluxe Pumpkin or Deluxe Mince Pies-At Safeway Super Saver Price!

40-oz. Pies **69¢**  
SUPER SAVER

**BEL AIR VEGETABLES**  
10-oz. Cauliflower, 8-oz. Brussel Sprouts, 10-oz. Whole Okra, or 10-oz. Blackeye Peas-Super Saver Value!

3 **\$1**  
Pkgs. For  
SUPER SAVER

**BEL AIR GRAPE JUICE**  
Bel Air Frozen Grape Juice Shop Safeway And Save-On Super Saver Value!

6-oz. Can **43¢**  
SUPER SAVER

**REMODELING CELEBRATION**  
OF YOUR SAFEWAY STORE  
**125 W. PARK AVE. HEREFORD, TEXAS**  
REGISTER FOR FREE PRIZES  
PORTABLE COLOR T.V. PLUS MORE PRIZES!

Just Register Each Visit. No Purchase Required. Must Be 16 Years Old Or Older. Drawing will Will Be Held Sat. Mar. 2nd Need Not Be Present To Win!

Fries	Bel Air Brand 23-oz. Pkg. 59¢	Pie Shells	Bel Air 2-ct. Pkg. 3/89¢	Egg Beaters	Felschmann Brand 2-8-oz. Ctn. 98¢
Cheese Pizza	Bel Air 16-oz. Ctn. 85¢	Strawberries	Bel Air Frozen 16-oz. Ctn. 63¢	Donuts	Morton Glazed 10-oz. Pkg. 69¢
Corn On Cob	Bel Air Frozen 4-ct. Pkg. 59¢	Ice Cream	Lucerne Cherry Van 1-qt. Ctn. 89¢	Donuts	Morton 12-oz. Pkg. 69¢
Pie Shells	Mrs. Smiths 2-ct. Pkg. 48¢	Dinners	Swanson Chicken, Meat Loaf, Salsin, or Turkey! 10-oz. Pkg. 69¢	Noodles	Reamed Brand 12-oz. Pkg. 55¢

**OKRA** Bel Air Cut Okra 20-oz. Pkg. **73¢**

**BEANS** Bel Air Cut Green 28-oz. Pkg. **63¢**

**CORN** Bel Air Cut 2-lb. Pkg. **69¢**

# These Fine Frozen Foods

Wilson Chili	Wilson Certified 24-oz. Can \$1.35	Sweet Peas	Del Monte 17-oz. Can 25¢	Cake Mix	Mrs. Wrights Layer 18-oz. Pkg. 35¢
Peas	Town House 17-oz. Can 24¢	Tomatoes	Garden of Eatin' 16-oz. Can 24¢	Rye Bread	Skylark Brand 1-lb. Loaf 37¢
Bakerite	All Purpose Shortening 3-lb. \$1.21	Chunk Tuna	Sea Trader 8-oz. Can 53¢	Bread	Mrs. Wrights Special Formula 1-lb. Loaf 38¢
Shortening	Valley All Purpose 3-lb. \$1.17	Pinto Beans	Town House 4-lb. \$1.35	Softener	Sta Pul Fabric 11-oz. Bott. 73¢

**SMOKED HAM**  
Shank Portion! (Butt Portion lb. 89¢)

lb. **79¢**

**FRESH WHOLE FRYERS**

lb. **39¢**

**GROUND BEEF**  
100% Pure Regular Ground!

lb. **98¢**

FRESH PRODUCE AT SAFEWAY

**BANANAS**  
Fancy Golden Ripe Sweet Fruit-Super Saver!

lb. **10¢**

**CARROTS**  
Sweet Texas Carrots!

2-lb. Pkg. **19¢**

**APPLES**  
Wash. State Red, Golden, Rome & Winesap Extra Fancy!

4 lbs. **\$1**

**Steak Fingers** Fully Cooked Tendermade 1-lb. 99¢

**Burritos** Senior Blue Beef & Bean 79¢

**Beef Sausage** McCoy Brand 2-lb. \$1.89

**Ground Beef** Safeway Premium 1-lb. \$1.28

**Stewing Beef** Boneless Cubes \$1.39

**Club Steak** U.S.D.A. Choice Beef \$1.79

**Rib Steak** U.S.D.A. Choice Beef \$1.49

**T-Bone Steak** U.S.D.A. Choice Beef \$1.59

**Porterhouse** U.S.D.A. Choice Beef \$1.69

**Yellow Corn** 3.39¢

**Celery** Large Stalks 25¢

**Radishes** Salad Favorite 2 bunch 29¢

**Green Onions** Wild Flavor 2 bunch 29¢

**Jam** Country Pure Blackberry 16-oz. Jar 65¢

**Orange Juice** Safeway Brand 32-oz. Jar 45¢

**ORANGES**  
Sunkist Navel Without Seeds!

5 lbs. **\$1**

**ORANGES**  
Florida Grown Temple Oranges!

5 lbs. **\$1**

**TOWN HOUSE CUT GREEN BEANS**

16-oz. Can **23¢**

**DUET FINE CHINA DINNERWARE**

GOING OFF SALE **SAT. FEB. 9th**

HURRY AND COMPLETE YOUR SET

THIS COUPON WORTH

Toward the Purchase of a 1-lb. Can of

**MARYLAND CLUB**  
Reg. Price \$1.09 With Coupon 89¢  
One Coupon per Customer  
Coupon Expires Sat., Feb. 2  
Redeemable only at Safeway!

**20¢**

**LETTUCE**

EACH HEAD **19¢**



## Luncheon Discussed By HD Council

Mrs. Gaylon Bryan reported on the Appreciation Luncheon scheduled Feb. 25 in the Bull Barn to clubs represented at the Home Demonstration Council meeting recently.

Bedford Forrest will be the featured speaker and the Woman of the Year will be announced.

After reports were given, clubs were reminded to get stories and pictures of nominees for Woman of the Year turned

into the paper by Feb. 15. Also during the business session, it was announced that the State meeting will be held in Sept. in Amarillo. The District meeting will be held April 8 in the First Christian Church in Borger.

It was noted by those present that Argen Draper, county home demonstration agent, has the second largest county of clubs and club women which include 13 clubs and 163 members.



Mr. and Mrs. Terry Hodge  
... at home in Hereford

## Couple At Home After Recent Wedding

Mr. and Mrs. Terry Glenn Hodge are at home at 600 Irving after their recent marriage in St. Thomas Episcopal Church with Billy D. Slaton of Amarillo performing the ceremony.

The bride was the former Pamela Gail Scoggins before her marriage and is the daughter of Mr. and Mrs. John W. Scoggins of 243 Hickory. Parents of the bridegroom are Mr. and Mrs. Jim E. Hodge of Tucumcari, N.M.

Pat Scoggins served her sister as maid of honor and Sharolyn Stephenson and Lupe Palacia were bridesmaids. Trent Petty of Keesler Air Force Base in Mississippi served as best man and Kenny Hickman and George Altenberger of Tucumcari were groomsmen.

Gary and Barry Hodge, the bridegroom's brothers, ushered guests to their seats. The bride's sister, Kelly, was candlelighter and her cousin, Leah Sikes, was flower girl.

Traditional wedding music was played by Jim Aikin who accompanied Lilli Lyon as she sang the Wedding Song.

The bride's empire gown of nylon organza featured appliqued lace panels in front with a lace applied train falling from the waistline. Her fingertip veil was held by a single nylon blossom.

As a good luck piece she wore an heirloom pendant necklace belonging to her grandmother

and she carried a cascade bouquet of white and peppermint carnations and greenery.

The bridesmaids' dresses were of red taffeta trimmed with white lace featuring long puff sleeves. They carried nosegays of white and peppermint carnations.

Kathy Keyes greeted guests and invited them to the registry table at the reception held in the church.

LaJuana Matchett served the traditional wedding cake and Gayle Gripp poured punch.

Mrs. Hodge is a senior student at Hereford High School and is employed at the Chandelier Gift Shop. Hodge is a graduate of Tucumcari High School and is employed by Tucumcari Industries.

**SPECIAL SALE!**  
SPECIAL FACTORY SALE TO JONES MOTORS  
LET'S US BUY AT BARGAIN PRICES



**LOWEST PRICES EVER!**  
AND WE WILL PROVE IT WITH NEW  
AND LOW MILEAGE SPECIALS.

**DARTS - DUSTERS  
SATELITES - POLARAS  
CORONETS - FURY'S  
CHRYSLERS - IMPERIALS**

YOU CAN'T AFFORD TO MISS THIS SALE -

AT  
**JONES MOTORS**

34 S E 1st

HEREFORD, TEXAS

### Look Who's New

Mr. and Mrs. Benito A. Torres are the parents of a daughter, Vanessa Marie, born January 28. She weighed 8 lbs. 7 1/2 oz.

Mr. and Mrs. Jesus Barba are the parents of a son, Jesus, born January 28. He weighed 8 lbs. 10 oz.

Mr. and Mrs. Paul R. Ramirez are the parents of a son, Joseph Raymond, born January 26. He weighed 7 lbs. 14 1/2 oz.

Mr. and Mrs. Bruce Winford Travis are the parents of a

daughter, Deborah Kay, born January 26. She weighed 7 lbs. 15 oz.

Mr. and Mrs. Rodrigo V. Elizonda are the parents of a son, Rodrigo Chong, born January 26. He weighed 6 lbs. 10 1/2 oz.

Mr. and Mrs. Adam M. Gonzales are the parents of a daughter, Anabelia, born January 23. She weighed 8 lbs. 4 oz.

### Church Gains New Reverend

In an election held Jan. 24, the Rev. Ignacio Vasquez was chosen pastor of the local Spanish branch of the Assembly of God Church.

The election was presided over by the Rev. Josue Sanchez of San Antonio, Tex.

The church, located at the corner of 13th Street and Ave. H, extends an invitation to the public to attend a revival, Feb. 10-17. Each session will begin at 7 p.m. and will feature the Rev. Eusebio Florido from Monterrey, Mexico.

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

### WHOLESALE PRICES UP

The Labor Department reports the December seasonally adjusted increase of 2.2 per cent pushed wholesale prices in 1973 to a level 18.2 per cent higher than a year ago.

### SECRETARIES FOR ARMY

Representative Les Aspin (D-Wis) has urged the Army to replace G.I. typists with civilian secretaries, contending that 80 per cent of the Army's typists are required to type only 30 words or less a minute.

Sweden imposes gasoline rationing.

## DANCE MOONLIGHTER

OPEN 7 P.M.  
MONDAY THRU THURSDAY  
WITH NO COVER CHARGE  
EVERY FRIDAY & SATURDAY  
MUSIC BY

"TEX RHODES & THE  
TEXAS TWISTERS"

COVER CHARGE ACCORDINGLY

ADULTS ONLY

ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION!

DAY PHONE: 364-0064 - NITE-364-9629  
1 MILE NTH OF HEREFORD ON HWY 385

Announcing  
New Location  
914 EAST PARK  
Phone: 364-4918  
Effective Date  
February 1,  
1974

**The  
La Plata  
INSURANCE  
Agency**

Thanks Again!  
Pauline and Robert.

## SAVE HERE ..... STOCK YOUR FREEZER

Save When You Buy In Large Quantities  
At Crow's

ALL BEEF FREEZER PACKS \$24.95  
2.5 Lbs. ... Steaks, Roasts, HB.....

BONELESS SIRLOIN STEAK 10 Lb. Pkg. \$14.99

TENDERIZED ROUND STEAK 10 Lb. Pkg. \$9.99

BONELESS ROAST 10 Lb. Pkg. \$9.99

FAMILY STEAK 10 Lb. Pkg. \$8.99

LEAN GROUND BEEF 10 Lbs. IN 2 Lb. Pkgs. \$8.99

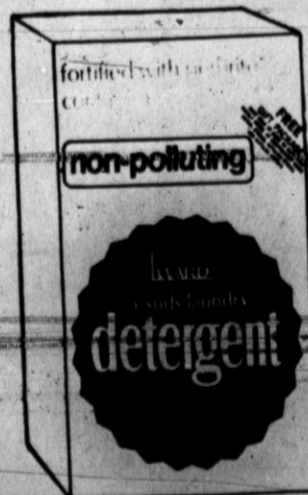
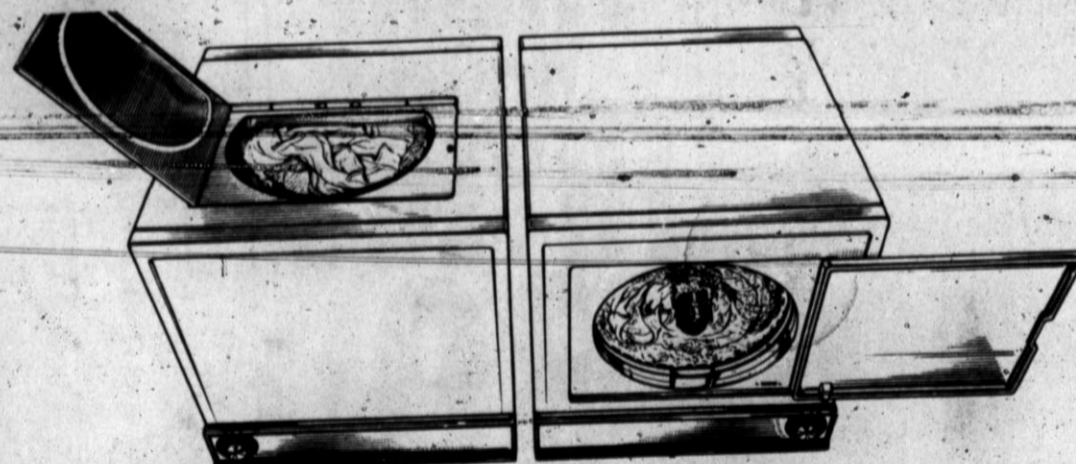
HAMBURGER PATTIES WITH TVP 10 Lbs. \$6.99

**CROW MEAT CO.**

So. Hwy. 214

Frona, Texas

## SICK WASHERS AND DRYERS? OUR TECHNICIANS CAN FIX-UP FADING WASHDAY WORKERS...



FREE 10 Lb. box  
of soap with every  
service check of  
your  
WASHER & DRYER

MONTGOMERY  
**WARD**

114 PARK AVE.  
364-5801  
HEREFORD, TEXAS

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

### Derek Horton Is Honored

Circus time provided the birthday theme for Derek Horton, one year old son of Mr. and Mrs. Mike Horton of 604 Irving.

Streamers, balloons and a tiger-shaped birthday cake helped to carry out the theme. Honored guests included his great-grandparents, Mrs. E.T. Hale and Mr. and Mrs. Randall

Walvoord of Amarillo, and his grandmother, Mary Hale.

Other guests attending were Jimmy and Jeromy Gowdy, Steven Welch, Chad Maupin, Clay Coker, Shane Ward, Laura, Jo Susame and Phillip Barthel, Donnie Schmer, Leasha Deyke, Nikki Huison and Lynn and Lisa Garrett.



### In Social Work

Jane George, daughter of Mr. and Mrs. Ray Wilhelm, Rt. 3, Box 86A, Hereford, is a participant in the Kentucky January project. An educational program of the University of Kentucky College of Allied Health Professions. She will spend a prescribed amount of time observing activities in hospitals, home health service agencies, clinics, nursing homes and private physician offices. In this way, she can learn first hand, what the various health specialists do, and gain an appreciation of each specialty's unique contributions. Jane, a student in social work, is a member of the Louisville Methodist-Evangelical team.



Derek Horton celebrates birthday

France confirms oil talks with Saudi Arabia.

U.S. Steel plans to raise prices.

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

### Key Club Elects Officers

Election of officers for the next year was conducted when the Key Club met Tuesday night at Dickie's Restaurant. Tommy Loerwald was named as the president-elect and will succeed Franklin Higgins.

Other officers elected for 1974-75 were Craig Nieman, vice president; Pete Hale, secretary; Dirk VanderZee, treasurer; Kevin Malone and Doug Charest, senior board members; and Steve Cornelius and Mike Hull, junior board members.

Higgins presided at the meeting. Hale was also nominated to be a candidate for lieutenant-governor of the district. This election will be held during the Spring Rally—a district conference to be held in Hereford on Feb. 10.

Hereford's Steve Loerwald is the current lieutenant-governor for the district. Higgins announced that the Texas-Oklahoma district Key Club convention will be held in San Antonio April 4-6. Several Hereford members are planning to attend.



When is the last time you felt like a King? Attend **LADIES NIGHT** AT THE STAR THEATRE every Tuesday Night, you just might find a crown on your head. Treat Mom like a Queen.

## MOTOROLA Value Time '74

We have reduced prices on many models for this TV VALUE EVENT! Check these Motorola Values!

**25" Quasar II**  
WORKS IN A DRAWER®  
**CREDENZA COLOR TV**  
Magnificent twin-speaker Mediterranean style Credenza cabinet. Insta-Matic Color Tuning. Matrix Bright Picture Tube. Pushbutton UHF Tuning.

**649<sup>95</sup>**  
SAVE \$50



### MOTOROLA BLACK & WHITE PORTABLE TV



Model BP405JW  
Deluxe personal portable in Walnut grain plastic cabinet. Pre-Set Picture Control.

**99<sup>95</sup>**  
SAVE \$10



Model BP5604KW  
Deluxe Walnut grain print cabinet with pop-up handle, telescoping dipole antenna.

**139<sup>95</sup>**  
SAVE \$20

Serving the people of Deaf Smith County over Two Decades

**Star Knox TV & Music**

509 PARK

364-0766

## CALENDAR OF EVENTS

**THURSDAY**  
Hereford Study Club, in the home of Mrs. Sam Long, 117 Centre, 7:30 p.m.  
Kiwanis Club, Civic Club Center, noon.  
Jaycees, Dickie's Restaurant, 8 p.m.

**FRIDAY**  
Campfire Leaders Assn. covered dish luncheon, CFG Lodge, 10:30 a.m.  
Bud to Blossom Garden Club, Community Center, 9:30 a.m.  
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.  
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.

**MONDAY**  
4-H Parent-Leader Assn., Reddy Room of Southwest Public Service building, 7:30 p.m.  
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.  
American Legion and Auxiliary, Legion Hall, 7:30 p.m.  
Dawn Lions Club, Dawn Community building, 7 p.m.  
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.

**TUESDAY**  
Women's Division of Deaf

Smith County Chamber of Commerce executive board meeting, Hereford Country Club, 12:30 p.m.

La Plata Study Club, home of Mrs. Ray Seale, 8 p.m.  
Heritage Extension Club, home of Mrs. Jacob King, 7 p.m.  
Young Homemakers of Texas, Flame Room of Pioneer Natural Gas building, 7:30 p.m.  
La Afflatus Estudio Club, home of Mrs. George Suggs, 3 p.m.  
Kappa Iota Chapter of Beta Sigma Phi, home of Mrs. Tom Bullard, 7:30 p.m.  
Alpha Alpha Chapter of Beta Sigma Phi, Hospitality Room of Hereford State Bank, 8 p.m.  
Jaycee-Ettes, Community-Room of First National Bank, 7:30 p.m.  
Progressive Extension Club, home of Mrs. E.C. Hammett, 2:30 p.m.  
Rebekah Lodge, Odd Fellows Lodge, 8 p.m.

**WEDNESDAY**  
Garden Beautiful Club, home of Mrs. L.H. Lookingbill, 3 p.m.  
Palo Duro Extension Club, home of Mrs. Ted Coleman of 603 Ave. J, 7:30 p.m.  
Simms Study-Craft Club, Simms Community building, 1:30 p.m.  
First United Methodist Women of Church, executive meeting and luncheon at church, 12:30 p.m.  
United Presbyterian Women's Assn., luncheon at church, noon.  
Merry Mixers Square Dance Club, Community Center, 8:30 p.m.  
Noon Lions, Civic Club Center, noon.

Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.  
Calorie Patrol TOPS Club Community Center, 9:30 a.m.  
BPOE Lodge, Lodge Hall, 8:30 p.m.

**A 10-GALLON LIMIT**  
William E. Simon, the Federal energy administrator, said he had asked the major oil companies to do what they could to encourage retail gasoline dealers to limit sales of 10 gallons per customer.

**A.O. THOMPSON ABSTRACT CO.**  
Mr. and Mrs. A. J. Schroeter  
Courthouse  
Phone 364-1504  
P. O. Box 73.  
Free City Maps  
Showing Blocks

# FABRIC SALE

**45" 100% TEXTURED DACRON® CREPE**

**\$1. YD.**

Regular 1.39 yd.

Choose from prints and solids in 45" wide 100% textured Dacron® polyester dress crepe. Assorted spring patterns and colors to make your wardrobe complete.

**45" GROUP OF SPRING 1974 DRESS AND SPORT FABRICS**

**\$1. YD.**

Regular 1.19 yd.

Boutique prints, gingham, checks, Country Girl prints, cotton and polyester blends, broadcloth, sport fabrics and Jean Denim prints. Just perfect for this year's fashions.

**58/60" 100% POLYESTER DOUBLE KNIT**

**\$2. YD.**

Regular 2.88 yd.

The most popular fabric for any fashion! This large group of easy-care, easy-sew, double knit includes crepes, ribs, diagonals, jacquards, chevrons and more. They're machine washable and dryable, and need no ironing. Colors of white, navy, red royal, rose pink, soft blue, lilac, and purple.

**60" 100% POLYESTER WOVEN FANCIES**

**\$3. YD.**

Completely washable, easy to care for are these polyester woven fancies. 50% Traversers jacquards and 50% yarn dyed jacquards. Perfect patterns for your outfits this spring. They last and keep their shape. Colors stay bright.

**58/60" 100% DACRON® POLYESTER DOUBLE KNIT**

**\$4. YD.**

The easy care fabric that looks great all the time. 58" x 60" 100% Dacron® polyester-multi-color yarn dyed double knits. Coordinated with solid color crepe or rib knit. Start creating your spring look now!



Outstanding selection to choose from. Every yard first quality, and all new spring "74" colors and patterns. Sew and save now!

DACRON® Reg. T.M. DuPont Co.



# SAVE A BUNDLE DOLLAR DAYS SALE

<b>ORANGES</b>	CALIFORNIA NAVELS	5 LBS.	\$1.00
<b>APPLES</b>	RED OR GOLDEN DELICIOUS OR RED ROME, LB.		28¢
<b>CARROTS</b>	1-LB. CELLO BAG		18¢
<b>BANANAS</b>	CENTRAL AMERICAN GOLDEN RIPE LB.		13¢
<b>GRAPEFRUIT</b>	TEXAS SWEET RUBY RED LB.		13¢
<b>LEMON</b>	CALIFORNIA FINEST LB.		29¢
<b>TANGERINES</b>	ARIZONA'S FINEST LB.	5 FOR	\$1.00
<b>ICEBERG LETTUCE</b>	CALIFORNIA'S LB.		15¢
	<b>CABBAGE</b>		10¢
	<b>TOMATOES</b>		29¢

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

**WE REDEEM USDA FOOD STAMPS**  
PRICES IN THIS AD EFFECTIVE THRU FEBRUARY 2, 1974

**POT PIES**  
TOP FROST FRESH FROZEN  
BEEF-TURKEY CHICKEN  
8-OZ. PKG  
**4 FOR \$1.00**

**GREENS**  
FOOD CLUB MUSTARD OR TURNIP  
NO. 303 CAN  
**4 FOR \$1.00**

**SWEET PEAS**  
FOOD CLUB NO 303 CAN  
**4 FOR \$1.00**

**POTATOES** FOOD CLUB SMALL WHOLE OR SLICED NO. 303 CAN **4 FOR \$1.00**

**GOLDEN CORN** FOOD CLUB WHOLE KERNEL OR CREAM STYLE NO. 303 CAN **3 FOR 69¢**

**Coca Cola OR Dr. Pepper** 16-OZ. 6 PACK PLUS DEPOSIT **59¢**

**CHILI WITH BEANS** MORTON HOUSE 24-OZ. CAN **69¢**

**CORN FLAKES** FOOD CLUB 18-OZ. PACKAGE **39¢**

**TEA BAGS** FOOD CLUB 100 COUNT PACKAGE **89¢**

**BEEF STEW** MORTON HOUSE 24-OZ. CAN **79¢**

**FLOUR** FOOD CLUB 5-LB. BAG **69¢**

**DETERGENT** TOPCO WHITE OR BLUE GIANT BOX **69¢**

**CAN LINERS** HEFTY TRASH 20 CT. PKG. **\$1.49**

**KITCHEN BAGS** HEFTY TALL 15 TALL PKG. **69¢**

**DINNERS** FOOD CLUB ASS'T REG. PKG. **49¢**

**SAFEGUARD** DEODORANT BAR 6¢ OFF LABEL 2-BARS **52¢**

**SHOP Furr's DISCOUNT PRICES!**

**LOMA HOUSEHOLD PRODUCTS**  
...AT PRICES WE CAN'T OFFER AGAIN!

**2:88** choice each

- JUMBO ROLL PAPER TOWEL HOLDER
- "SEE-THRU" LETTUCE SAVER
- 2-QT. RECTANGULAR FOOD SAVER
- DAGGET & UTILITY DRAWER TRAY
- 8-CLIP "MICRO-WAVE" FOOD SAVER
- 3-PC. MIXING BOWL SET
- BUSHEL LAUNDRY BASKET
- 12-QT. ROUND WASTE BASKET
- BIG 15-QT. RECTANGULAR DISH PAN
- 11-QT. DIAMOND SHAPE WASTE BASKET
- 11-QT. NON-DECORATED WASTE BASKET
- 11-QT. HEAVY DUTY PAIL WITH POUR SPOUT

**2:100** choice each

**CHILTON ALUMINUM COOKWARE**

- 3-Qt. Covered Sauce Pan
- 3-Pc. Sauce Pan Set
- Aluminum 7-Cup Percolator
- 4-Qt. Covered Sauce Pan
- Large 3-Qt. Colander
- 12-Quart Dish Pan
- YOUR CHOICE

**EACH ONLY 99¢**

See & Take Cake Pan



1, 1974 The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

# TASTE TEMPTATIONS

GREAT MEALS ARE BUILT ON GREAT MEATS



- ROUND STEAK** FURR'S PROTEN LB. **98¢**
- SIRLOIN STEAK** FURR'S PROTEN LB. **98¢**
- RIB STEAK** FURR'S PROTEN LB. **98¢**
- RANCH STEAK** FURR'S PROTEN SEVEN BONE LB. **89¢**
- CLUB STEAK** FURR'S PROTEN LB. **\$1.29**
- FAMILY STEAK** BONELESS SHOULDER LB. **98¢**
- RUMP ROAST** FURR'S PROTEN LB. **98¢**
- T-BONE STEAK** FURR'S PROTEN LB. **\$1.39**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

## HAM

HICKORY SMOKED

SHANK END LB. **89¢**  
(WATER ADDED)

BOX

---

## HEN TURKEYS

TOP FROST LORD MARLIN

USDA GRADE A

14-LB. **69¢**  
16-LBS. LB.

10-12 LBS. **65¢**  
LB.

- NO SALES TO DEALERS
- CUBE STEAK FURR'S PROTEN ADVERTISED SPECIAL LB. **\$1.39**
  - CHUCK ROAST FURR'S PROTEN ADVERTISED SPECIAL BLADE CUT LB. **79¢**
  - BEEF ROAST FURR'S PROTEN 7-BONE CUT ADVERTISED SPECIAL LB. **89¢**
  - SIRLOIN TIP FURR'S PROTEN ADVERTISED SPECIAL LB. **\$1.19**
  - ARM ROAST FURR'S PROTEN ROUND BONE CUT ADVERTISED SPECIAL LB. **98¢**
  - STEW MEAT FURR'S PROTEN LEAN ADVERTISED SPECIALS **98¢**
  - GROUND BEEF**
  - FRESH GROUND LB. **79¢**
  - LEAN **\$1.09**
  - EXTRA LEAN **\$1.19**

- AIR FRESHNER** TOPCO ASS'T SCENTS 7-OZ. CAN **3 FOR \$1.00**
- JUICE** PINEAPPLE JUICE STOKELYS 46-OZ. CAN **3 FOR \$1.00**
- CATSUP** DELMONTE 20-OZ. BOTTLE **3 FOR \$1.00**

THIS COUPON ENTITLES YOU TO

**SAVE 50¢ ON MAXWELL HOUSE INSTANT COFFEE**

10-oz. Jar With Coupon \$1.39 Without Coupon \$1.89 Coupons Expires 2-2-74

LIMIT ONE COUPON PER FAMILY

THIS COUPON ENTITLES YOU TO

**SAVE 20¢ ON MAXWELL HOUSE COFFEE**

1-Lb. Can With Coupon .89c Without Coupon \$1.09 Coupons Expires 2-2-74

LIMIT ONE COUPON PER FAMILY

- QUICK TO FIX FROZEN FOODS**
- ORANGE JUICE** MINUTE MAID 6-OZ. CAN **27¢** 12-OZ. CAN
  - HASH BROWNS** ORE-IDA FRESH FROZEN SOUTHERN STYLE 2-LB. PACKAGE **53¢**
  - BROCCOLI** TOP FROST-FRESH FROZEN SPEARS 10-OZ. PACKAGE **39¢**
  - GOLDEN CORN** GAYLORD-FROZEN WHOLE KERNEL 24-OZ. PACKAGE **29¢**
  - PIZZA** TOP FROST ASSORTED **49¢**
  - STEAK CHOP'T** Night Hawk 14-oz. Pkg. **\$1.75**
  - STEAK CHARBROILED** Night Hawk 7-oz. Pkg. **\$1.12**

- SWEET 10** PILLSBURY 6-OZ. **89¢**
- 10-OZ SIZE** **\$1.49**
- CAKE MIX** DUNCAN HINES ASS'T FLAVORS, REG. PKG. **49¢**
- INSTANT COFFEE** MAXWELL HOUSE 6-OZ. **\$1.29**
- TOMATO PASTE** CONTADINA 6-OZ. CAN **21¢**
- TOMATO SAUCE** CONTADINA 8-OZ. CAN **12¢**



## TOPAZ STONWARE

THIS WEEK **SALAD PLATE**

Regular Price 79¢

**49¢** each

START NOW - COLLECT A FULL SET

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

- KOTEX TAMPONS** Regular or Super BOX OF 40's **99¢**
- PANTY HOSE** HOLEPROOF AMPLON NYLON THE SIZE THAT WON'T QUIT 2 SIZES FIT ALL 5. COLORS **59¢** PAIR
- KNEE HI HOSE FOR LADIES** SPRINGCREST 4-COLORS, ONE SIZE FITS ALL REG. 69¢ **39¢** PAIR
- BARREL WASTE BASKET** FESTIVAL 30 QT. The Early American Look NO. 3330 **\$1.99** EACH
- BIG STORAGE BOX** 24 1/2" x 14 3/8" x 10 5/8" SIZE REINFORCED HANDLES **99¢** EACH
- KITCHEN SINK SET** TRANSCO 5-PC SET EA. **\$1.99**

- LISTERINE** MOUTH WASH 20-OZ. **79¢**
- MAALOX LIQUID** 12-OZ. **\$1.07**

SHOP

# Furr's

**DISCOUNT PRICES!**

## Big Brothers-Big Sisters Now Offering Services Here

Big Brothers-Big Sisters of Hereford is now offering its services to boys and girls, ages 6-16, from one parent families. Offices have been established downtown at the Civic Club Center, 141 E. 3rd.

Big Brothers-Big Sisters of Hereford is a social service agency which provides mature adult guidance and companionship for young boys and

girls from single parent homes. "Big Brothers and Big Sisters" see their "Little Brothers and Little Sisters" once a week. During this weekly visit they might spend 30 minutes drinking a coke or an evening at the wrestling matches, whatever the two of them decide.

The important thing is the "one-to-one" relationship.

Big Brothers and Big Sisters are volunteers over 18 years old. For further information regarding the program, call 364-6171 or go by the Civic Club Center, 141 E. 3rd St.

The organization is in its first year in Hereford and is funded through the United Way. JoAn Dwyer has been selected

\*\*\*\*\*

## Lewis McCuistian is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.



Gifford-Hill's 360. Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories.

If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy. We can save you money!

**Gifford-Hill & Company, Inc.**

Box 847  
Hereford, Tx 79045  
(876) 364-1266



### New Officers

Officers selected to head the new Big Brothers-Big Sisters organization of Hereford are (standing l-r) Bartley Dowell, treasurer; Rodney Laubhan, president; and Andy Shuval, vice president; JoAn Dwyer, executive director; and Mrs. Charles Hoover, secretary.

\*\*\*\*\*

as executive director for Hereford Big Brothers-Big Sisters.

Persons wishing to be "Big Brothers or Big Sisters" must apply through Mrs. Dwyer's office in the Civic Club Center. Applicants will be screened by a special committee and if selected will then be matched with a little brother or sister.



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

## Dimmitt Hosts C of C Banquet

The annual Castro County Chamber of Commerce banquet will be held Saturday night at 8 p.m. in the Dimmitt High School gymnasium.

Featured speaker for the banquet will be Bob Murphy of Nacadoches. A lawyer by profession, Bob Murphy has had a colorful and varied background. He served a tenure as Sergeant-At-Arms of the Texas House of Representatives. He has been a war-time Merchant Marine Officer, a country politician, a ranch hand, County Attorney, Fire Captain and District Attorney.

The highlight of the banquet will be the presentation of the annual Castro County "Citizen of the Year Award." The award is presented each year to an outstanding county resident

who has made worthwhile contributions in recent years to the county.

Other special awards will also be presented, including: The Beta Sigma Phi First Lady Award, presented to an outstanding Castro County woman; The Jaycee of the Year Award; The Lion of the Year Award; and the Kiwanian of the Year Award. Other persons who have won special awards during the past year will also receive special recognition at the banquet.

Dickie's Restaurant of Hereford will cater a steak dinner and banquet tickets are priced at \$6 each. Tickets are available in advance at the Castro County Chamber of Commerce office in downtown Dimmitt and at several Dimmitt business locations.

## Train-Truck Accident Fatally Injures Man

A truck-train collision near Summerfield Monday morning resulted in fatal injuries to a 32-year-old Bovina man driving the truck.

Weldon Taft Williams died about 2:30 p.m. Monday, in an Amarillo hospital from the injuries he received when he was thrown from the truck-cab in which he was riding after it collided with an east-bound Santa Fe train near the entrance to Cattletown Feedyards in Parmer County. Site of the accident was about nine miles west of Hereford and was at a small marked railroad crossing immediately south of U.S. 60.

Investigating officers said Williams truck, loaded with manure from the feedyards, was traveling north across the tracks when it collided with the

east-bound freight about 10:30 a.m. The truck cab was thrown more than 100 feet by the force of the impact and Williams was thrown about 20 feet farther.

The bed portion of the truck was carried by the train engine almost a mile down the tracks.

The victim was first carried to Deaf Smith General Hospital in Hereford before being transferred to Northwest Texas Hospital with massive head wounds.

He is survived by his wife, three sons, his father, his mother, one sister and one brother.

Mrs. Meir's party confirmed as biggest.

Cuba gives terms for resuming U.S. ties.

When the quality of your grass goes down,  
UP YOUR PROTEIN  
with our special

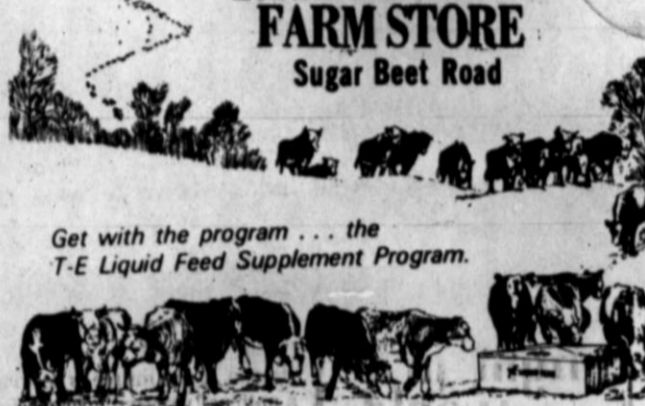
### T-E Liquid Feed Supplement 32

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.

## Here's a deal you'll really eat up.

**\$1.00**  
off a 21-piece Barrel of  
Kentucky Fried Chicken

Take this coupon to your participating Kentucky Fried Chicken store and get \$1.00 off on a 21-piece Barrel.  
Offer good through Feb. 4, 1974.  
Limit one Barrel per coupon.

**75¢**  
off a 15-piece Bucket of  
Kentucky Fried Chicken

or a 10-piece Kettle of H. Salt Fish and Chips with this coupon at participating Kentucky Fried Chicken stores.  
Offer good through Feb. 4, 1974.  
Limit one Bucket or Kettle per coupon.

**50¢**  
off on 2 Dinner Boxes of  
Kentucky Fried Chicken

or 2 Dinners of H. Salt Fish and Chips with this coupon at participating Kentucky Fried Chicken stores.  
Offer good through Feb. 4, 1974.  
Limit two Dinners per coupon.

## Kentucky Fried Chicken®

Let the Colonel cater your next party. Call our central catering office in Amarillo - (806) 352-1612 or your local store. Offer good at all Amarillo, Canyon and Hereford stores.

## THERE IS NO FERTILIZER SHORTAGE!

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

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

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

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

	RANGE	AVERAGE	AMT. IN 10 TONS
Nitrogen	1.16 - 1.96	1.34	268 lb
Phosphorus (P <sub>2</sub> O <sub>5</sub> )	.73 - 1.95	1.21	243
Potassium (K <sub>2</sub> O)	.90 - 2.83	2.17	362
Sodium	.29 - 1.43	.74	148
Calcium	.81 - 1.75	1.30	260
Magnesium	.32 - .66	.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. P/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.

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

## La Plata Wins One, Loses Three In Games

Hereford's La Plata Junior High split games with Perryton Saturday before losing both games to Pampa Monday. In Saturday's games in Perryton the LP 9th whipped Perryton 53-43. Archie Crim dropped in 15 points and grabbed 25 rebounds followed by Rowan Alexander with 11 points and 12 rebounds. Roy Martinez added 9 points, Terry Brady 8 points and Mike Oglesby had 6. The 8th fell to Perryton 57-23. Perryton 8th is leading the league and remained undefeated in the league. For LP Kent Ellis had 8 points and David Arney added 6.

In games Monday here against Pampa, LP 8th and 9th both fell. The 9th fell to league-leading and undefeated Pampa 9th 66-56. Roy Martinez hit for 15 and Archie Crim had 13, Rowan Alexander 12 and Terry Brady 8. The LP 8th lost to a strong Pampa 8th 43-34. Kent Ellis made 11 points followed by David Arney with 8 and Daniel Olson with 6. Both 8th and 9th grades at La Plata host Borger today with the 9th playing at 4 p.m. and the 8th at 5 p.m. La Plata and Stanton 7th grades will face off Friday at 4 p.m. in La Plata gym.



### You Did It!

The referee points the guilty finger at Hereford's James Harris (33) on the floor during the Hereford-Snyder basketball game Tuesday night. Center is Dan VanderZee (51). Hereford went on to win the District 4-AAAA game 63-54 to go into a tie for the District race.

### Local Residents Reminded About Voting, Car Tags

Hereford and Deaf Smith residents were warned about two different upcoming deadlines by Neil Miller, county Tax Assessor-Collector.

"Persons who have not registered to vote must do so through this office 30 days before the election they plan to vote in," she said. "However, all local persons who registered to vote or voted in 1972 for the presidential elections are still classified as registered voters. Their registration was good for three years and they don't need to re-register until 1975."

The tax assessor-collector also reminded that registration is needed of all persons who have recently moved into the county or have moved into different precincts.

Because of the 30-day residency requirement and the 30-day registration law the deadline for registering for the April 2 city election is March 2 with the deadline for the April 6 school board election at March 6. Registration for the May primary must be done by April 4. These are only for those persons who have not voted in the county since 1972 and for all new residents of the county.

The second deadline facing local residents concerns license plate tags for vehicles. The tax office will begin issuing license tags Friday and the new plates must be on vehicles before the April 1 deadline.

"All we need is the three-part renewal form mailed out by the state," she said.

New fight looms between the A.B.A. and N.B.A.

## Stanton Wins Two Trophies In Canyon Tourney Last Week

Stanton Junior High cagers brought home two trophies from the Canyon Junior High Tourney last weekend as the 9th graders won the consolation crown and the 8th graders captured second place.

The Dogie 9th graders were drubbed by South Borger, 62-28, in the opening game but came back to whip Panhandle, 49-36, and River Road, 52-37.

In the opener, Ismael Adame led the scoring with 10 points; Bill Frazier had 8 and Barry Acton 4. Against Panhandle, James Mays tallied 16 and Frazier had 13. Adame scored 18 in the final game with Acton adding 10 and Mays 9.

The Stanton 8th graders opened with a 49-35 win over Bushland as Kelly Kitchens scored 17 and Albert Del Toro chipped in 10. Stanton nudged North Borger, 37-32, in the second game as Randy Marrs and Greg Hennington led the way with 14 and 13 points. The Dogies lost in the finals to South Borger, 48-46. Kitchens hit 20 in

that thriller and Del Toro added 10 points.

Stanton's 7th grade team rolled over Canyon Monday by a 37-16 score. Kenneth Mercer led

the scoring for Hereford with 11 points, while Gary Cornelius tallied 6. Kevin Bunch, Buzzy Abalos and Robert Hernandez had 4 each.

LEON RICHARDS SUGGESTS



## Consolidate ...and get your bills under full control

Gather up those nagging bills, those dragging charge accounts, your lagging expenses...bring them to financial house! Let us show you how to add them all together (consolidate!), pay them off in one convenient loan. Your payment may be less than your total monthly payments!

Come in...call us. Consolidate to a larger loan... \$1000...\$1500...\$2000 or more. Act today!

Leon Richards, Branch Manager  
615 So. 25 Mile Ave.  
364-4432

financial house  
INTERSTATE SECURITIES COMPANY



### Little Dribblers Planning Organizational Meet Monday

An organizational meeting for the Little Dribblers program will be held at 8 p.m. Monday in Troy's Sweet Shop in Hereford.

The meeting will be for coaches and persons interested in becoming coaches, scorers, timekeepers or others positions in the program. General rules and procedures of Little Dribblers will be explained at the meeting.

"We are still looking for coaches for Little Dribbler teams," said Steve Slagle, president. "We will take either male or female coaches. They should contact me at 364-6376; Garre Lowrance at 364-6175; David Gass at 364-4980; or Paul Hamilton at 364-3298."

Lowrance is president of the minor league and Gass is president of the major league. Hamilton is secretary-treasurer of Little Dribblers here.

Little Dribblers games are tentatively set to begin March

### Booster Club Supper Gets Big Turnout

Whiteface Booster Club had a large turnout of fans for its ice cream supper Monday night, with parents of basketball players invited as special guests.

Coach Barry Arnwine discussed recent games and the District 4-AAAA race, and filmed portions of the Plainview and Lubbock High games last week were shown.

Admission to the supper, with cake also being served, was 25 cents. Virgil Marsh, club president, reported that plans for the All-Sports Banquet were started. A committee is seeking a nationally-known speaker for the event.

#### ONE MINUTE SPORTS QUIZ

1. Name the basketball coach of UCLA.
2. What sport is Romania's Ilie Nastase outstanding in?
3. Name the 39th Heisman Trophy winner.
4. What college football team was named number one?
5. Where is the San Diego Padres' new home?

#### Answers To Sports Quiz

1. John Wooden.
2. Tennis.
3. John Cappelletti.
4. University of Alabama.
5. Washington, D.C.

Air-conditioners makers optimistic on energy.

Robert Baker to pay \$40,000 to U.S.

### 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

# AFTER INVENTORY CLEARANCE

at **Gaston's** Sugarland... **DOORS OPEN at 12 NOON Thurs.**  
During our Annual Inventory, we found that we were overstocked in much of our seasonal, New Merchandise...WHICH MUST BE SOLD NOW!!!! Thurs.-Fri.- & Sat. So come in and get your share at these clearance sale PRICES.

#### MEN'S DEPARTMENT:

- SPECIAL RACKS:
- SPORT COATS Knit Val. to 180<sup>00</sup> \$39<sup>00</sup>
- SUITS Knits & Wovens Val. to 125<sup>00</sup> \$59<sup>00</sup>
- SHIRTS 14 1/2 - 17 1/2 Val. to 12<sup>00</sup> \$5<sup>99</sup>
- ENTIRE STOCK GREAT SELECTION!
- SHIRTS Sweaters & Pendleton's Knits & Wovens Sport & Dress \$9<sup>90</sup>
- PANTS Dress & Casuals Double Knit Famous Brands \$13<sup>90</sup>
- COATS Outerwear Cards Includes Leathers 20% OFF
- SUITS Double Knit 36 - 52 Reg. & Longs Val. to 130<sup>00</sup> \$98<sup>00</sup>
- SPORT COATS Double Knits 36 - 52 Regs. & Longs Val. to 195<sup>00</sup> \$68<sup>00</sup>
- All Polyester Solids & Patterns Val. to 130<sup>00</sup> \$19<sup>90</sup>
- DRESS SLACKS \$19<sup>90</sup>
- TIES \$2<sup>99</sup> & \$4<sup>99</sup>
- BELTS 20% - 50% off
- PAJAMAS \$1/2 Price
- ROBES \$1/2 Price
- JUMP SUITS \$1/2 Price
- SHORTS - ETC. \$1/2 Price
- ENTIRE STOCK GIFTS \$1/3 OFF
- Gloves - Billfolds
- Cologne - Dopp Kits
- Jewelry - \$1/3 OFF
- Electronic Jewelry - Etc.

#### BOY'S DEPARTMENT:

- ENTIRE STOCK:
- SHIRTS \$2<sup>99</sup> & \$3<sup>99</sup>
- PANTS \$4<sup>99</sup> & \$5<sup>99</sup>
- WINTER COATS 1/3 OFF
- SPORT COATS 1/3 OFF
- TIES \$1<sup>99</sup>
- PAJAMAS - ROBES \$1/2 Price
- SHORTS - ETC.

#### SHOE DEPARTMENT:

- FREDA CLOG \$12<sup>99</sup>
- JUNIOR PANT & DRESS SHOES \$9<sup>90</sup>
- BETTER PANT & DRESS SHOES \$19<sup>90</sup>
- SPECIAL TABLE \$5<sup>99</sup>
- DRESS - PANT SHOES \$5<sup>99</sup>
- MENS SHOES \$13<sup>90</sup>

#### JEANERY:

- 1,000 JEANS & CUFFERS \$6<sup>99</sup>
- SPECIAL TABLE \$5<sup>00</sup>

#### LADIES - READY - TO - WEAR :

- ALL REMAINING FALL & HOLIDAY POLYESTER SEPARATES
- JACK WINTER ACT III 1/2 Price
- JANTZEN DABNEY LANE 1/2 Price
- COATS - COATS - COATS OVER 100 JUST ARRIVED \$35<sup>00</sup>
- FAKE FURS - FAKE LEATHERS ALL OTHERS 1/3 OFF
- CLOTH - JUNIOR & MISSES PANT & DRESS 1/3 OFF
- PANTS SUITS? DID YOU SAY OVER 150 JUST ARRIVED \$19<sup>00</sup> & \$39<sup>90</sup>
- JUNIORS DEPARTMENT JUNIOR SEPARATES \$1/2 Price
- TWO LARGE RACKS \$1/2 Price
- GARLAND - YOUR OWN THINGS PANTS - VESTS - SWEATERS \$1/2 Price
- SKIRTS
- JUNIOR COATS \$35<sup>00</sup>
- FAKE FURS
- FAKE LEATHERS

for our EOM sale - we've REDUCED all winter fashions to

Less than 1/2 price

dresses \* pant suits \*

formals \* sportswear \*

coats \* lingerie

Just reduced... another group of fashions... 25% off

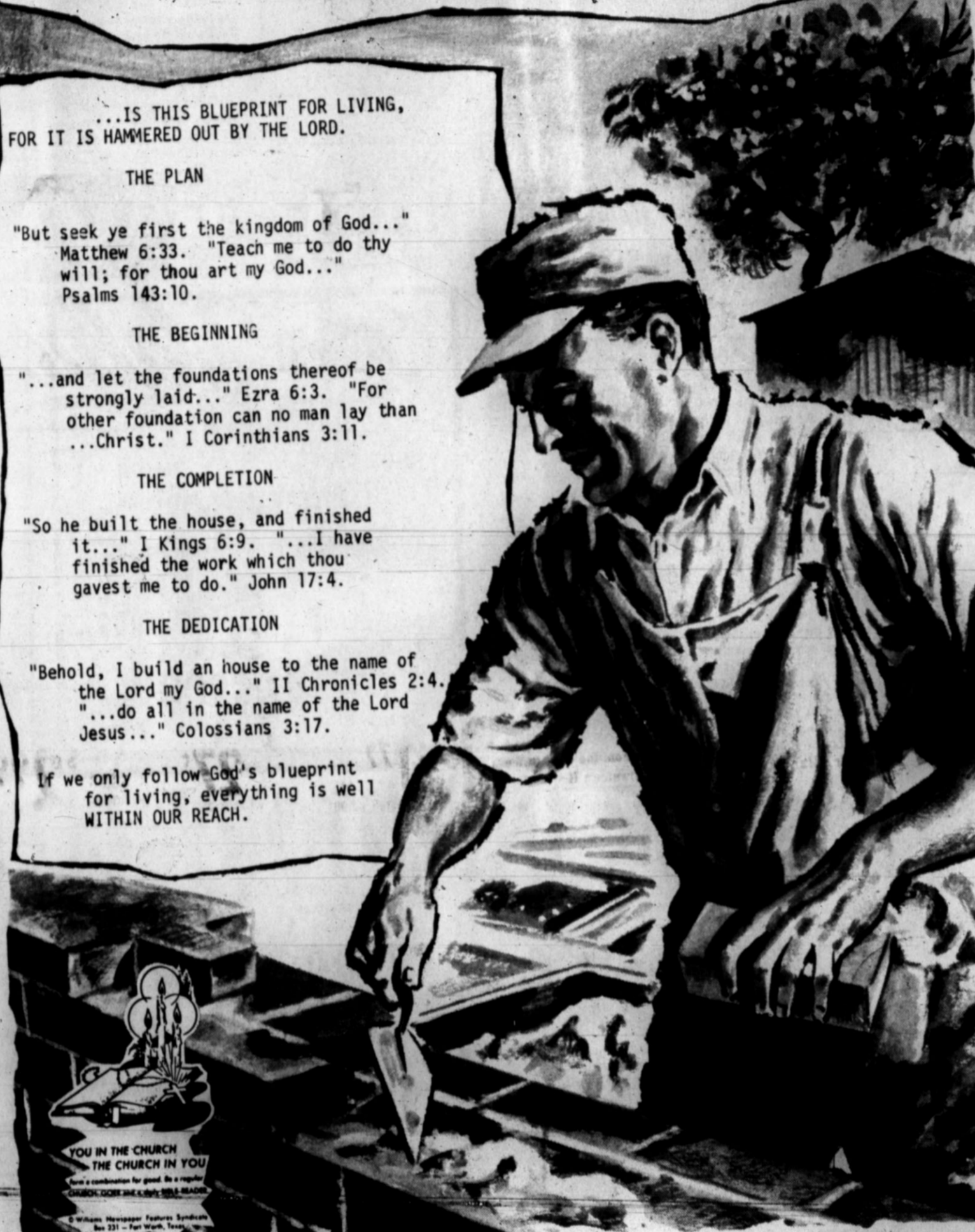


Nadine Jeter, Mgr.  
Sugarland Mall

# 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**  
Rev. Bill Miller
- 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

## WITHIN OUR REACH



...IS THIS BLUEPRINT FOR LIVING,  
FOR IT IS HAMMERED OUT BY THE LORD.

THE PLAN

"But seek ye first the kingdom of God..."  
Matthew 6:33. "Teach me to do thy  
will; for thou art my God..."  
Psalms 143:10.

THE BEGINNING

"...and let the foundations thereof be  
strongly laid..." Ezra 6:3. "For  
other foundation can no man lay than  
...Christ." I Corinthians 3:11.


THE COMPLETION

"So he built the house, and finished  
it..." I Kings 6:9. "...I have  
finished the work which thou  
gavest me to do." John 17:4.

THE DEDICATION

"Behold, I build an house to the name of  
the Lord my God..." II Chronicles 2:4.  
"...do all in the name of the Lord  
Jesus..." Colossians 3:17.

If we only follow God's blueprint  
for living, everything is well  
WITHIN OUR REACH.



**YOU IN THE CHURCH  
THE CHURCH IN YOU**  
Send a contribution for good. Be a regular  
CHURCH GOER AND A BIBLE READER.

- 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 Jettton, 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.**

**CARL McCASLIN LUMBER CO.**  
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 BROS.**  
231 W. 2nd

**ROCKWELL BROS. & CO.**  
Ray Chambliss, Mgr.

**DOYLE JOHNSON CHEVROLET - OLDS**  
Doyle Johnson

**WAC SEED, INC.**  
Hugh Clearman-Armon, Lauderback

**OGLESBY IMPLEMENT CO.**  
Cecil Oglesby

**HI-PLAINS SAVINGS & LOAN ASSOC.**  
Myron Morgan, Mgr.

**BOYD MACHINE & SUPPLY**  
Mr. and Mrs. James J. Boyd

**THE SUNDAY BRAND  
THE HEREFORD BRAND**  
Phone 364-2030

**GILLILAND - WATSON FUNERAL HOME**  
Marlin Gilliland-John Gilliland  
Charles Watson

**COIN OPERATED MAYTAG LAUNDRY**  
Two Locations: 213 13th  
1009 Park Ave.  
Herb and Dennis Edwards, Owners

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

# Services Held For Mrs. Adams

Services for Mrs. Beulah (Kitchens) Adams, 84, of Lubbock were held Saturday, in Faith Temple Church with Rev. Boyd McSpadden of Dallas and Rev. E.D. Throckmorton, pastor of the church officiating. Mrs. Adams had been a member of that church the 29 years she had lived in Lubbock. Burial was under the direction of Sanders Funeral Home in City of Lubbock cemetery.

Mrs. Adams died at 3 a.m. Friday, Jan. 25 in Highland



MRS. BEULAH ADAMS

Hospital following a lengthy illness.

Born in Wood County, April 14, 1889, Mrs. Adams moved to Lubbock from Quanah in 1945, where she resided with a daughter, Mrs. O.A. Webb.

Survivors include three daughters, Mrs. Cardease Wilson of Hereford, Mrs. O.A. Webb and Mrs. Louise Ashley of Lubbock; two sons, J. Howard of Amarillo and Douglas of Lubbock; one sister, Mrs. Maude Adams of Fort Worth; 11 grandchildren; 19 great-grandchildren; and two great-great-grandchildren.

The relatives in addition to Wilson are a granddaughter, Wanda Newman, a great-granddaughter, Kandy Lyn Newman and a nephew, Cuby Kitchens.

Mrs. Adams' husband, Ben W. Adams, preceded her in death Nov. 7, 1925.

## Local Woman's Brother Dies In Washington

William Hare, 83, died Friday in his home town of Kennerwick, Wash. His final resting place will be in a Seattle, Wash. cemetery.

Mr. Hare was the last living son in his immediate family. Preceding him in death were his three brothers, A.A., Earl and Jamie Hare and his wife, born Mamie Newberry.

Surviving him are two daughters: Mrs. Ruth Garmely of Kennerwick, Wash. and Mary Ann Sylvia of Greatneck, N.Y.

He left two sisters: Mrs. Maude McClung of Hereford and Mrs. Louise Robb of Victor, Mont. Mr. Hare had nine grandchildren.

# Former Resident Dies

Services for Mrs. C.C. Cox, 82, were held Saturday in Sanders Memorial Chapel with Dr. J.O. Haymes, former Hereford minister, officiating.

Mrs. Cox and her husband were previous residents of Hereford.

Burial was in the City of Lubbock Cemetery.

Mrs. Cox died at 5:30 p.m.

Wednesday, Jan. 23 in Lubbock Osteopathic Hospital after a five-week illness.

A resident of Lubbock since 1955, she had lived in Slaton and Hereford. She was a member of the First United Methodist Church.

Survivors are her husband; a son, Clifton Neil of Tulsa, Okla.; a daughter, Mrs. Virginia Cocanougher of Lubbock; a brother, Wesley Anthony of Dimmitt; two sisters, Mrs. Lenis Beyers of Amarillo and Mrs. Addie Sasser of Tahoka; eight grandchildren and 14 great-grandchildren.

## Hereford Woman Buried Tuesday

Funeral services were held Tuesday afternoon in Amherst, Tex. for Mrs. Theola Watson Sherrill, 76, long-time Hereford resident.

Mrs. Sherrill had lived at Westgate and died Saturday in Deaf Smith General Hospital.

Gilliland-Watson Funeral Home transferred burial arrangements to Payne Funeral Home in Amherst.

Mrs. Sherrill was preceded in death by Bob Watson and Barney Sherrill, her respective husbands.

She is survived by a daughter, Martha Armstrong of Causey, N.M. and three sons, David Watson of Hereford, Don Watson of Dalhart and Frank Watson of Denton.

She also left a step-son, Leon Sherrill of Amherst and 11 grandchildren.

## Funeral Held For Nephew Of Local Woman

Funeral services were held Wednesday in Lubbock for Wilson E. Dickson, 54, who was the nephew of Mrs. Bill Smith of Hereford.

Dickson, of 3514 33rd St., died about 11:30 a.m. Monday in a Lubbock hospital after a brief illness.

Services were held in W.W. Rix Chapel with the Rev. Jimmy Hardy, pastor of Melonie Park Baptist Church, officiating, assisted by the Rev. Lee Taylor, associate pastor.

Dickson was a native of Tahoka and was married to Ernestine Fielding Nov. 19, 1946 in Lubbock. He was a member of the Knights of Pythias and Forrest Heights United Methodist Church.

Survivors include his wife; a son, Dick of Earth; a daughter, Mrs. Jan Tensfield of Blanco, N.M.; his mother, Mrs. Edith Dickson of 2207 16th St.; a sister, Mrs. Geneva Mae Lloyd of Hobbs, N.M.; and one grandchild.

Your wife will be dazed too, if you take her to **LADIES NIGHT** at **THE STAR THEATRE** - Treat the women in your life like a Queen every Tuesday Night.

**DANCE MOONLIGHTER POOL TOURNAMENT SUNDAY FEBRUARY 3 PLAY OFF BEGINS 8 PM PLEASE REGISTER AHEAD OF TIME OPEN 4 P.M. SUNDAY ADULTS ONLY**

ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION!  
DAY PHONE: 364-0064 - NITE - 364-9629  
1 MILE NTH OF HEREFORD ON HWY 395

**Keepsake**

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

# 1974 CHEVROLET PICKUPS BIG STOCK GOOD SELECTION OF STYLES AND COLORS

CHEYENNE, SUPER CHEYENNE, CUSTOM DELUXE AND CUSTOMS. COME BY AND SEE THEM ALL!

## DOYLE JOHNSON CHEVROLET-OLDS, INC.

Hwy 385 N. 25 Mile Ave. MIC - GMAC

# DUCKWALL'S

SUGARLAND MALL

**HONEST Values**

- POLYESTER KNITS** - Choose double knits or warp knits in fancies or solids. 60" Width. **\$1.77** Yd. Our Reg. \$2.98
- AUNT LYDIA'S RUG YARN** - Ideal for rugs, purses, slippers. 75% Rayon-25% Cotton. 70 yd. Skein. **27¢** Skein Our Special Price
- SEWING CHEST** - Large size plastic chest with handy lift-out tray. Stores all sewing needs. In bright new colors. **\$2.99** Value
- LADIES' PANTY HOSE** - Sized to fit. Lovely fashion shades. Petite Med. or Med. Tall Style No. 2721. **47¢** Pr. Our Reg. 77¢
- LADIES' BOOTIES** - 75% Acrylic-25% Nylon. Size 8 1/2-11 Style No. 2450. **44¢** Pr. Our Reg. 57¢
- BATH TOWELS** - Cotton terry towels. Colorful styles. Slightly irregular. **66¢** Ea. Our Reg. 88¢
- WASH CLOTHS** - **9¢** Ea. Our Reg. 15¢
- FLANNEL BACK TABLECOVERS** - Pretty vinyl tablecovers are easy-to-clean. Cotton flannel back protects table. 52" x 70". **\$1.96** Our Reg. \$2.79
- HERSHEY'S PEANUTS** - **63¢** Pkg. Our Reg. 93¢
- HERSHEY-ETS** 16 oz. OR Candy Coated PEANUTS 15 oz. Your Choice **63¢** Pkg. Our Reg. 93¢
- STREET STREAKS** - Quick lock assembly. No paint or glue. Rebuild again and again. **\$1.77** Our Reg. \$2.66
- 320-Page COLOR BOOKS** - Giant size color books with pictures that beg to be colored! **2 For 97¢** Our Reg. \$1.96
- YAHITZEE GAME** - A game of skill and chance, loaded with action and suspense! **\$1.27** Our Reg. \$1.96
- STEEL SHELVES** - Rust resistant enamel finish. 3 adjustable shelves. Unassembled. Model No. 3624. **\$3.97** Our Reg. \$5.95
- METAL CHECK FILE** - Handy to use. 9" x 9" x 4 1/4". Model No. 1499. **\$1.88** Our Reg. \$2.94
- GARMENT RACK** - Heavy tubular steel. Hat shelf. Shoe rack. Easy to assemble. Model No. 9834W. **\$3.97** Our Reg. \$5.95
- 8" WOOD STOOL** - An unfinished 8" step stool for do-it-yourselfers! **\$1.77** Our Reg. \$2.29
- METAL ROOM ACCESSORIES** - Beautifully co-ordinated grouping fits the modern decor. Useful and hand-somely heavy gauge welded steel in ebony finish. Telephone Table, Utility Table, Book Rack. **\$3.88** Ea. Our Reg. \$5.95



## When your tractor tires go lame, what do you do?

Don't do anything drastic. Simply call us. We're Shook, Texas' largest tire dealer. And solver of some of Texas' biggest headaches. In no time at all, we can be on our way to your place. To fatten up a flat farm tire. Or replace a real goner. So the next time you come face-to-face with a tire problem, give us a call. And we'll come face-to-face with you.

We have the know-how to get you back in business in a hurry. Lee farm tires to put you back in business in a hurry. Lee farm tires are tough and dependable. You can give them loads of punishment. But then, you probably already know that if you have Lee tires on your car. What you don't know is that Lee is all you have to know about farm tires, too. And all you have to know about repairs is Shook. Look to

**"QUALITY WITH PRICE" "MAY WE SERVE YOU"**

**SHOOK FOR LEE**  
HWY 60 E. HEREFORD

# SELL IT FAST! BUY IT RIGHT! USE WANTADS!

Phone 364-2030

**CLASSIFIED ADVERTISING RATES**  
 Readers Ads (Minimum 10 words) 1st insertion 10c per word  
 Additional insertions, when paid in advance: 8c per word  
 Classified Display (5 pt. type under a specific heading, 1 column width only - no art or signature cuts) per col. inch \$2.00  
 Repeat insertion without copy change per col. inch \$1.50  
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.54  
 Deadline for Classified Advertising in the SUNDAY BRAND. 5 p.m. Friday  
 Deadline for Classified Advertising in the HEREFORD BRAND. 5 p.m. Tuesday

**1. FOR SALE Miscellaneous**

**TOWN & COUNTRY MOBILE HOME SALES**  
 Hwy 60 & MYRTLE Phone 364-0169  
 Also spaces & furnished trailers for rent at TOWN & COUNTRY ESTATES B-1-23-9p

**"THE SADDLE HOUSE" COMPLETE Riding Equipment**  
 New & Used Saddles HIGGINS & SOUTH TEXAS ST. PHONE 344-3382 B-1-5-tfc

**"CARPET!" Financing Available**  
 C&W CARPET PLAINS AND N. 25 MILE AVE. PHONE 364-3448 B-1-24-tfc

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

**GARAGE EQUIPMENT NEW & USED**  
 Air Compressors; Valve Machines, Steam Cleaners, etc. BOYD MACHINE & SUPPLY 1306 East Park Phone 364-1055 B-1-9-tfc

**RCA WHIRLPOOL commercial ICEMAKERS - Sales and Service - Brown Sheet Metal.** B-1-11-52-tfc

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

**New Singer Dealer in Hereford. Sewing machines and vacuum cleaner repair. All makes. Free estimate in advance. Work done by Singer trained mechanics. Scissors sharpened. Call 364-4051. Sanders Sewing Machine Center, 226 Main, Hereford. B-1-4-tfc**

**WATER BEDS Southwest Carpet, 200 Park Avenue. Phone 364-1763. B-1-41-tfc**

**REPRO STEREO**  
 Electrographic Component Stereo. 200 watt amplifier with built-in 8 track tape player, AM-FM radio, Garrard Turntable and 10 speaker system. Regular \$399.95. Assume balance of \$240.00 or take over \$10.00 monthly payments at:  
 MARTINS SOUND CENTER Corner of Georgia & I-40 Amarillo, Texas B-1-2-tfc

**KIRBY VACUUMS**  
 Rebuilt with genuine Kirby parts. \$59.95 & up. 2-year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Phone 364-0422 B-1-35-tfc

**FOR SALE: AKC Registered Wire Fox Terrier Puppies. Six Weeks Old. Call 364-0199. \$45 Each.**

**Baled hay for sale. Phone 364-2150 evenings and Sundays. B-1-10-28-tfc**

**1973 14x70 unfurnished trailer house. 3 bedrooms, 1 1/2 baths, all appliances included. Phone 357-2366. B-1-14-29-tfc**

**We sell new B-W TV's, color TV's, stereos, dinettes, living room furniture, bedroom furniture, major appliances. Financing available if qualified. Plains Finance & Furniture 906 S. 25 Mile Ave. B-1-30-tfc**

**STATED MEETING SECOND MONDAY 7:30 P.M. Thursday DEGREE WORK Charlie Brown W.M. W.A. Phipps Sec. Hereford Rotary Club meets every Monday at 12:05 Civic Club Center (Jim Hill) Lions Club meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)**

**!!WE HAVE MOVED!! TO KNOWLES AUCTION BARN ON MISSION ROAD**

We have a full line of new & used furniture and appliances at bargain prices. Open for business Saturdays only 8:00 a.m. to 8:00 p.m. BIG JIM'S FURNITURE Phone 364-1873 B-1-31-tfc

**For sale: 1973 Norton Motorcycle #50. Call after 6:00 p.m. 364-6328. B-1-31-2p**

**Wanted: Responsible party with good credit to take over small monthly payments on S-pinet Piano. Like new. Write Credit Manager: Kimball Music Center 2832 34th Street Lubbock, Texas 79410 B-1-29-31-tfc**

**FOR SALE Registered Apaloosa horses. Bred Apaloosa fillies, Apaloosa Stallion - 10 years old and gentle to ride and a good cow horse (Grandson of Whistle Breeches) J.A. Crofford Phone 364-0952 B-1-20-tfc**

**FREIGHT DAMAGED -**  
 Electronic console stereo with pecan finish. Mediterranean Style, AM-FM radio, built-in 8 track tape player, 4 speed record changer, 8 speaker system. Regular \$299.95, damaged during shipment, now only \$145.00 or \$10.00 monthly at MARTINS SOUND CENTER Corner of Georgia & I-40 Amarillo, Texas B-1-2-tfc

**KIRBY VACUUMS**  
 Rebuilt with genuine Kirby parts. \$59.95 & up. 2-year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Phone 364-0422 B-1-35-tfc

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 Electrographic Component Stereo. 200 watt amplifier with built-in 8 track tape player, AM-FM radio, Garrard Turntable and 10 speaker system. Regular \$399.95. Assume balance of \$240.00 or take over \$10.00 monthly payments at:  
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**We sell new B-W TV's, color TV's, stereos, dinettes, living room furniture, bedroom furniture, major appliances. Financing available if qualified. Plains Finance & Furniture 906 S. 25 Mile Ave. B-1-30-tfc**

**Oak fire wood for sale. Phone 364-1127 or 364-5264 after 5:00 p.m. B-1-10-11-tfc**

**For Sale: 1972 model 14x73 Mobile Home. Fully carpeted. Small equity and take over payments. Call 364-2566 after 7:00 p.m. B-1-19-29-tfc**

**Fireplace wood for sale. Call 364-2111. B-1-10-46-tfc**

**For Sale: 1973 Model Yamaha, 175 CC. Phone 289-5710 days; 289-5967 nights after 7:00 p.m. IB-1-14-3-tfc**

**Closeout on all Tappan 30" Gas Ranges - \$139.95 New!! Taylor Furniture & Appliance 803 Park Avenue B-1-16-3-tfc**

**For Sale: Roto Tiller, 5 HP, heavy duty tines, 2 hrs. on motor since over-haul. Horizontal shaft motor. Good condition: \$75.00. Call 364-4407. B-1-23-30-tfc**

**For Sale: 11 young mixed Hamp and Suffolk Ewes, 4 Suffolk Ewes, 1 Hamp. Ram. Good quality. Sheep start lambing in March. Call: 647-2489, Dimmitt, Texas B-1-31-2p**

**For Sale: 1-14,000 gal. gas or diesel tank. 1-12,000 gal gas or diesel tank. Phone 287-2125 B-1-15-31-2c**

**Like new - table and chairs with matching hutch. Call 364-5520. 204 Douglas. B-1-12-5-tfc**

**GARAGE SALE FRIDAY & SATURDAY Feb. 1st and 2nd 200 Baltimore (Just North of Tierra Blanca School - garage at rear of house). Children's clothes and toys. Good selection of clothes, size Jr. petite and other miscellaneous items. B-1-5-tfc**

**1 - Lot Com iron, long lengths \$14.95 per sq. Red bottom stock tanks, 5' \$29.95; 6' \$39.95. Rockwell Bros & Company 104 South Main Phone 364-0933. Hereford, Texas B-1-5-tfc**

**For Sale: 1972 CL 450 Honda. 2000 miles. 421 McKinley. B-1-10-5-8c**

**SPOTS before your eyes - on your new carpet - remove them with Blue-Bustre. Rent electric shampooer \$1. Duckwalks Sugarland Mall B-1-21-5-2c**

**Reduce excess fluids with Fluidex \$1.39 - Lose weight with Dex-A-Diet capsules \$1.98 at Harold Close Drugs. T-1-5-10p**

**For Sale: 2-200 gal. gas tanks - ready to fill, lockable and complete with hose and nozzle. Call 364-5616 for Gary Victor after 8:00 p.m. B-1-5-2c**

**Used Kirbys for sale. Phone 364-1854. B-1-10-5-2c**

**For Sale LUMBER: 1x6 No. 2 w.p. No. 11x car siding 15c per sq. ft. 1x12 S V No. 2 10c sq. ft. 2x4, 2x6 utility grade 15c sq. ft. 2x6 Rgl. oak 18c sq. ft. Rockwell Bros & Company 104 South Main Phone 364-0933. Hereford, Texas B-1-17-5-tfc**

**For Sale: Western style den furniture. Sofa \$25.00; chair \$25.00; coffee table \$10.00. Phone 364-3760. 233 Cherokee. B-1-17-5-tfc**

**FOR better cleaning, to keep colors gleaming, use Blue Lustre carpet cleaner. Rent electric shampooer \$1. McCaslin Lumber B-1-20-5-2c**

**GARAGE SALE. 107 Sunset. (Behind St. Anthony's). Saturday only. Baby furniture, clothes, humidifier and stove. B-1-15-5-tfc**

**Cordwood for sale. 364-4777. B-1-5-4p**

**2. FOR SALE Farm Equipment**

**See Us For Mayrath Grain Augers Also have parts in stock DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-35-tfc**

**See Us For Parts-Sweeps-Chisels for Graham (Hoeme) Plows DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-35-tfc**

**For Sale: Oswalt Manure Spreader for tandem truck. Excellent condition. Call 806-249-2242 or nites, 806-249-2247. B-2-13-51-tfc**

**FARM EQUIPMENT FOR SALE Largest inventory of new and used aluminum pipe on the Plains. All sizes from 2" through 10". Extra large inventory of new 6", 7" and 8" gated pipe in 24", 28", 30", 32" and 36" rows. Also large inventory of new 10" flowline and gated pipe going at a big savings. STATE LINE IRRIGATION CO., INC. Littlefield 806-385-4487 Muleshoe 806-272-3819 B-2-4-tfc**

**For Sale: One 1967 4000 Diesel Turbo. Weighted and cab. \$6,500.00. Call Mrs. Ernest Flood 364-2875. B-2-5-2p**

**Eagen Cab, 46-30 John Deere Tractor. Contact Al Reznik, 295-3432. B-2-10-5-4c**

**3. FOR SALE Automobiles**

**For Sale: 1969 Volkswagen Fastback. Very low mileage. Loaded. Call K.M. Cowan, 364-4241. B-3-12-3-tfc**

**For Sale: 1967 Chevrolet Pickup. 4 sp. transmission, 4 wheel drive. Clean & good. Call Cameron Gaul, 364-2330. B-3-17-3-tfc**

**MILBURN MOTOR COMPANY We pay cash for Used Cars 136 Sampson Phone 364-9077 B-3-33-tfc**

**1971 Dodge Custom 1/2 ton long wide, full power and air, V8 and automatic, tool box. Excellent shape, only 23,000 miles. Benny Womble, 364-0862 or 364-0832. B-3-25-29-tfc**

**1953 INTERNATIONAL PICKUP Good condition Good tires Priced to sell I.A. Burdine, Rt. 1, Box 475, Hereford, Texas. Location: First house Northeast of airport. B-3-30-tfc**

**1969 Datsun Pickup. Excellent condition. Call 364-0869. B-3-10-4-tfc**

**For Sale: 1973 Ranchero, 2 door. Call 364-2435. B-3-14-4-tfc**

**1972 Chevy Pickup; 1973 Ford Pickup. Call FNB, 364-2435. B-3-10-4-tfc**

**71 VW Air conditioner, 22,000 miles. Excellent condition. Call 364-6377. B-3-10-31-tfc**



**For Sale: 1964 Ford Van, 6 cyl. \$550.00. 1966 Mustang, 289-V-8, 17 miles per gal. \$600.00. Call 647-2489, Dimmitt B-3-31-2p**

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

**SELECTED USED TIRES \$3.00 UP 30 Day Guarantee MONTGOMERY-WARD AUTOMOTIVE SALES 114 EAST PARK IB-3-17-tfc**

**NEW & USED CARS ORVAL WATSON FORD PHONE 364-2727 IB-3-18-tfc**

**For Sale: 1972 Ford 1/2-Ton Pickup. Automatic, air cond. & power steering. \$2,300.00. Contact Holly Sugar Corp. 364-2593, after 6:00 p.m. B-3-24-31-tfc**

**For Sale: 1974 Mustang II, Mach I. 1700 miles. 364-4270. B-3-10-31-3c**

**For Sale: '73 Malibu with power brakes, power steering, air conditioning, vinyl roof, V-8, \$2,800.00. Phone 295-3606. B-3-5-2p**

**For Sale: 1967 Mercury Comet. Automatic, air conditioning, good gas mileage. Phone 364-5300. B-3-5-2p**

**For sale or trade - 1972 Dodge Monaco. Days, call 276-5241; nights 364-4251. B-3-12-5-2c**

**1967 Red Volkswagen. In good condition. Contact Al Reznik, 295-3432. B-3-10-5-4c**

**4. REAL ESTATE For Sale Or Trade For Sale By Owner Large double wide mobile home. 2x50. 3 bedrooms, 1 1/2 baths, large lot 85x119. 6 ft. fenced backyard with fruit trees, patio, 11x11 playhouse, wood burning fireplace, gas grill and light. Priced to sell. Call 364-2423 B-4-50-tfc**

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

**1120 ACRES approx. 400 cultivated, 5 small wells, \$50,000.00 down, bal. terms. Priced right, call for details. NORTH PLAINS 964 acres, all cultivated, on paving, 5 irrigation wells, Priced \$450.00 per acre, good terms available. B-5-1-10c**

**15 Acres cultivated. Irrigation well, 4 miles from Hereford. \$1,000 per acre, \$2,000 down, 15 years on bal. Durward Hamby 364-3466 B-4-31-tfc**

**Brick duplex. Good location. Cash or new loan. Phone 364-0022. B-4-10-44-tfc**

**HAMBY REAL ESTATE OFFICE 364-3566 Calvin Edwards 364-1017 Gerald Hamby 364-1534 Chick Weemes 364-3169 J.M. Hamby 364-2553 EQUAL HOUSING OPPORTUNITY B-4-29-tfc**

**BEAUTIFUL COUNTRY HOME**  
 One acre of ground, 3 bedrooms, 2 1/2 baths, all builtins, 2700 sq. ft. Beautifully landscaped. \$36,000.00. 5 UNIT APARTMENTS Good location, good income. LOANS Let us help you with your financing FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details. TWO BEDROOM Carpeted with finished room and garage. Fenced yard. \$9,500. THREE BEDROOM Carpeted, double car garage. On Labor Camp Road. \$9,000. FARMS Dry land with good cotton allotment. Reasonably priced. Good water, deep soil irrigated land. Unimproved except for irrigation. Reasonably priced. Raised 2 bales of cotton per acre this year. Price depends on the number of wells, the quality of soil and location. Board of Realtors Multiple Listing Service CARTHOL REAL ESTATE 206 N. 25 Mile Avenue Phone 364-0944 1-488-3611 Wayne Carthol Leola Peters EQUAL OPPORTUNITY B-4-10-tfc

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**Storage for rent. Phone 364-1483 or 364-3937. B-5-10-50-tfc**

**DIAMOND VALLEY MOBILE HOME PARK 600 & 700 Block Avenue H, Sioux & Cherokee, 700 Block Avenue G. Phone 364-1483 or 364-3937 B-5-50-tfc**

**OFFICE FOR LEASE. Ralph Owens 364-2222. IB-5-10-14-tfc**

**Office for rent. Answering service available. AGRISCIENCE CENTER, 1500 West Park, Phone 364-5822. B-5-14-19-tfc**

**TRAILER SPACE FOR RENT Northwest Mobile Lodge Phone 364-1108 B-5-10-13-tfc**

**For Rent: Trailer space at 217A Avenue A. Paved street and drive. Phone 364-4553. B-5-14-27-tfc**

**For Rent: 3 bedroom with carport. 807 Irving. Phone 364-4553. B-5-10-5-tfc**

**2 bedroom furnished apartment at 301A Lawton. Bills paid. Call 364-6280 before 8:00 a.m. and after 5:30 p.m. B-5-16-5-tfc**

**One apartment for rent. Single person only. Call 364-3744. B-5-10-5-2c**

**For Rent: 2 bedroom trailer house in Summerfield. Unfurnished, except for stove and refrigerator. 364-4777. B-5-5-2p**

**2 bedroom house with garage to responsible couple. No pets. 364-3388. B-5-11-5-tfc**

**6. WANTED**

**WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 364-0165. B-6-13-6-tfc**

**8. HELP WANTED**

**Man for countersales and delivery. Apply in person to 1107 West First Street. An equal opportunity employer. B-8-17-3-tfc**

**Experienced mechanics wanted. 2 openings. Guarantee plus commissions. Uniforms and insurance, permanent position. Authorized Ford, Lincoln and Mercury Dealer, Dalhart, Texas. Contact Jewell Gaddy 806-249-5551 B-8-24-4c**

**Wanted - Experienced farm hand. Must be capable of leading team. 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**

**Hide room labor wanted. We offer: +Good pay +Paid vacation +Paid hospitalization Colorado By-Products 3 1/2 miles West Hwy 60 Phone 276-5331 days; 364-2485 nites B-8-42-tfc**

**RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate. B-8-16-39-tfc**

**Couples work together building a business. Start part time and grow. We train. Phone for interview. 364-2329 after 6:00 and weekends. B-8-21-26-tfc**

**For Lease: Old Lockwood Grader Building. Contact S.T. Wiseman 364-1752 or 258-7265 or Leroy Williamson, 364-1933. B-5-14-51-tfc**

**BEAUTIFUL COUNTRY HOME One acre of ground, 3 bedrooms, 2 1/2 baths, all builtins, 2700 sq. ft. Beautifully landscaped. \$36,000.00. 5 UNIT APARTMENTS Good location, good income. LOANS Let us help you with your financing FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details. TWO BEDROOM Carpeted with finished room and garage. Fenced yard. \$9,500. THREE BEDROOM Carpeted, double car garage. On Labor Camp Road. \$9,000. FARMS Dry land with good cotton allotment. Reasonably priced. Good water, deep soil irrigated land. Unimproved except for irrigation. Reasonably priced. Raised 2 bales of cotton per acre this year. Price depends on the number of wells, the quality of soil and location. Board of Realtors Multiple Listing Service CARTHOL REAL ESTATE 206 N. 25 Mile Avenue Phone 364-0944 1-488-3611 Wayne Carthol Leola Peters EQUAL OPPORTUNITY B-4-10-tfc**

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**WALKER'S USED CARS AND TRUCKS WE BUY, SELL OR TRADE 400 West First Phone 364-2250 IB-4**

**STORE'S HELPER**  
Establish inventory records, requires identification of materials, typing and filing of records. Clerical knowledge required, mechanical knowledge helpful.  
**AMSTAR CORPORATION**  
Dimmitt Plant, Box 189  
Dimmitt, Texas 79027  
Phone 806-647-2137  
An equal opportunity employer  
B-8-31-2c

**AVON**  
Be your own boss. As an Avon Representative, you work for you. Avon helps you run your own business and earn good money on a flexible schedule. Call today: 364-5169 or 364-0640.  
B-8-31-2c

**MEN WOMEN**  
If high prices is stretching your pocketbook, and you need part time income, with an excellent future, write: W.C. Tharp, Box 26105, Albuquerque, N.M. 87125.  
B-8-5-6p

**LICENSED VOCATIONAL NURSES**  
Immediate opening for two LVN's on the 3 to 11 shift. Excellent salary, and comprehensive benefits program. Apply in person at  
Deaf Smith  
General Hospital  
An equal opportunity employer.  
B-8-5-6c

Want to hire waitress at The Moonlighter. Must be 18 years or older. Call 364-0064.  
B-8-15-5-2c

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

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  
B-11-52-tfc

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

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

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

**DON'T TOSS IT - REGLOSS IT.** Furniture repaired and refinished. Call Tom Tompkins, 806-267-5831 collect.  
B-11-27-10p

**DRAGLINE SERVICE**  
TAILWATER  
PIT CLEANING  
DUMP TRUCKS  
30 TON CRANE  
BOBBY GRIEGO  
Day Phone 364-6574  
Night - 364-2322  
1B-11-14-tfc

**PAINTING CONTRACTOR**  
INSIDE-OUTSIDE  
All work guaranteed  
Free estimates  
Julio Pesina, 204 Catalpa St.  
Hereford, Texas  
Ph. 364-4898  
B-11-29-tfc

**HOME APPLIANCE REPAIRS**  
Guaranteed work on all makes and models. 10 years experience. Available for night-time emergencies.  
**JOE'S HOME APPLIANCE REPAIRS**  
343 N. Main  
Ph. 364-5751  
B-11-45-tfc

**KIRBY VACUUMS**  
Rebuilt with genuine Kirby Parts. \$59.95 & up, two year guarantee. Your only authorized Kirby Distributor.  
Kirby Sales & Service  
522 Irving  
Ph. 364-0422  
1B-11-35-tfc

**KELLY ELECTRIC**  
DOUG AND VIRGIL  
Electrical Contractors  
Residential  
Commercial  
All bids and wiring  
Call bids and wiring competitive.  
Phone 364-1345  
Night phone 364-2912  
or 364-1345  
Box 130  
B-11-46-tfc

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

**FRANK WESTER**  
CEMENT CONTRACTOR  
107 BRADLEY  
Residential-Commercial  
Turnkey job  
Straight finish  
Phone 364-5169  
1B-11-39-tfc

**AAA WRECKER SERVICE**  
HEREFORD WRECKING COMPANY  
Day Phone 364-0280  
NIGHTS 364-4097 and 364-0973  
T-11-29-tfc

**PIANO TUNING.** Call Elson Clark, 364-0628 or 364-1150.  
B-11-10-5-tfc

Roofing, Hot Asphalt, Shingles, Shakes and Concrete Tile. All work guaranteed. Phone 374-5795 Amarillo.  
B-11-5-2p

**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

Lost or strayed from 7th house west of cemetery on Harrison Hwy, 135 lb. Hereford whiteface bull calf. Days, call 276-5241; nights 364-4251.  
B-13-23-5-2c

**OAK FIRE WOOD**  
NOW IN STOCK AT  
**Hereford Meat Market**  
N. 25 Mile Ave.

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

**HOME OWNED**



**Day Care Center Redecorated**  
Bettie Roberts stands inside one of the rooms at the Day Care Center which recently underwent a painting job by the parents of the children in the center. The room was only the first phase of an extensive re-painting and remodeling job to be completed by the parents. The room is complete with several designs on all walls and is open to visitors to view the new paintings.

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

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

**WE MOVED ACROSS TOWN TO 144 W. 3rd. !**

**COME SEE US SOON. WE CAN HELP YOU BUY OR SELL PROPERTY!**

**BOOZER REAL ESTATE**

144 W. 3rd. 364-1755 OR JO HAMRICK 364-3502

**Adrian Wheat Growers Wins '73 Sales Trophy**  
Adrian Wheat Growers, Inc. of Hereford, has been awarded a Silver Dollar Club Trophy by Pioneer Hi-Bred Company, Plainview, for outstanding sales performance during the last year.  
Adrian Wheat Growers, Inc. qualified for the honor by exceeding its sales goal 126 per cent. Ninety-two Pioneer dealers throughout Texas and New Mexico qualified for the award.  
The trophy has an attractive walnut base with a plaque bearing "Adrian Wheat Growers, Inc." A miniature replica of a Pioneer field sign and an authentic early-vintage silver dollar are encased in two plexiglas blocks mounted on the wood base.  
The Pioneer Silver Dollar Award Program was started in 1971 to recognize dealers who exceed their yearly sales goal of Pioneer brand seeds by at least 30 per cent.  
Adrian Wheat Growers, Inc. has been a Pioneer dealer for seven years.

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

**DANCE MOONLIGHTER**  
POOL TOURNAMENT  
SUNDAY FEBRUARY 3  
PLAY OFF BEGINS 8 PM  
PLEASE REGISTER AHEAD OF TIME  
OPEN 4 P.M. SUNDAY ADULTS ONLY  
ARRANGEMENTS MADE FOR PRIVATE PARTIES FOR ANY OCCASION!  
DAY PHONE: 364-0064 - NITE - 364-9029  
1 MILE NTH OF HEREFORD ON HWY 385

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

**NOW IN HEREFORD**  
BONDED LICENSED  
**BELL ELECTRIC**  
ELECTRICAL CONTRACTOR  
New Construction and Repair - Residence and Commercial  
364-6841 Larry Bell 803 S. Texas

**WRESTLING WCHA LIBRE**  
Sponsored by the Hereford Lions Club  
**SATURDAY FEB. 2 8:30 PM**  
MAIN EVENT  
**DORY FUNK vs. JIM DILLON Jr.**  
Alex PEREZ - vs. - Killer Karl KOX  
The PATRIOT - vs. - The LAWMAN  
El Gran TAPIA - vs. - Karl Hard Bold VON STEIGER  
**HEREFORD BULL BARN**  
HEREFORD, TEXAS

**THE BEST FROM HOLLYWOOD!**  
**COMMONWEALTH THEATRES**  
**NOW SHOWING!**  
**WESTWORLD**  
"BOY, HAVE WE GOT A VACATION FOR YOU..."  
...Where nothing can possibly go wrong.  
SHOWTIMES  
SAT. ONLY 7:00-9:45-11:25  
8:00-7:45-9:30 7:45 & 9:30  
STAR 364-7031

**LADIES NIGHT!**  
ALL ESCORTED LADIES WILL BE ADMITTED FOR 50¢  
TUESDAY ONLY!  
Does her anger at a dominating husband justify a wife's taking a lover?  
This wife was driven to find out!  
richard benjamin frank langella  
carrie snodgrass  
**diary of a mad housewife**  
SHOWTIMES: 7:30 & 9:15  
STAR 364-7031

**Starts TONIGHT!**  
**"A BRILLIANT FEAT OF MOVIE-MAKING!"**  
-THE MAGAZINE  
"It flawlessly expresses the belief that manhood requires rites of violence."  
-NEWSWEEK  
**HUSTON**  
**"STRAW DOGS"**  
PLUS!  
**BURTON IS 'BLUEBEARD'**  
He did away with beautiful women.  
VIRNA LISI  
RAQUEL WELCH  
JOEY HEATHERTON  
GATES OPEN 7:15  
SHOWTIME 7:45  
**TOWER DRIVE IN**



# THRIFTWAY

A BETTER WAY TO SAVE!

## BUDGET WATCHERS

CUDAHY, BAR-S, SEMI-BONELESS WHOLE OR HALF (MOISTURE ADDED)

# HAM 89¢

WHOLE OR HALF PORTION LB.

WHOLE 15 to 18 LB. AVG. — HALF 5 to 7 LB. AVG.

WILSON CERTIFIED

### FRANKS SAUSAGE

CUDAHY BAR-S

12 OZ. PKG.

### 59¢ CHUCK WAGON BRAND SAUSAGE 99¢

VALUABLE COUPON

100 STAMPS

With \$5.00 Purchase

GOOD THRU SAT. FEB. 2, 1974



U.S.D.A. INSP.

### FRYERS 33¢

WHOLE LB.

### FAMILY STEAK 98¢

LB.

### RIB STEAK \$1.09

LB.

### STEAKS or ROAST \$1.29

CENTER CUT HAM

RITE CARE

### CHICKEN BREAST

FRESH FROZEN

LB. 59¢

5 LB. BOX \$2.95



TEXAS GREEN CABBAGE 9¢

GREEN PASCAL CELERY 25¢

CALIFORNIA SUNKIST LEMONS 35¢

WASHINGTON DANJOU PEARS 29¢

CALIFORNIA LARGE SIZE AVOCADOS 4 FOR \$1.00

ALL PURPOSE RUSSET POTATOES 10-LB. BAG 77¢

CALIFORNIA SUNKIST ORANGES

5 LBS. \$1.00

FROZEN FOODS

Check & Rated CLOVERLAKE ICE CREAM

Round Carton All Flavors 89¢

Food King Cut Corn, Green Peas, Or Mixed

VEGETABLES 3/\$1

BIG 20 OZ. PKG.



POTATO CHIPS

### CHIPOS 49¢

9.5 PKG.

32 OZ. RETURNABLE BTL.

### COCA COLA 95¢

5 For

BROWN & SERVE ROLLS

12 TO PKG.

4 For \$1

CLOVERLAKE BUTTERMILK GOLDEN FLAKE

1/2 Gal. 39¢

CHICKEN OF THE SEA

### TUNA 49¢

LIGHT CHUNK 6 1/2 OZ.

SHURFRESH GRADE "A" LARGE EGGS 75¢

DOZ.

MEDIUM GRADE A DOZ. 71¢

FOOD KING - GOLDEN OR WHITE

### HOMINY 7 CANS \$1

14 1/2 OZ. CAN

FOOD KING - GRAPE JELLY OR RED PLUM

### PRESERVES 59¢

BIG 32 OZ. JAR

ROYAL ARMS - WHITE OR ASSORTED COLORS BATHROOM

### TISSUE 39¢

4 - ROLL PKG.

MC 2 BLUE OR ALL PURPOSE

### DETERGENT 59¢

49 OZ.

MISS BRECK - REG., UNSCENTED - SUPER, HARD TO HOLD

### HAIR SPRAY 66¢

13 OZ. CAN

BRECK - DRY, NORMAL OR OILY

### SHAMPOO 66¢

7 OZ. BTL.

CORN 5 \$1

SWEET PEAS 5 \$1

SALAD DRESSING 49¢

GREEN BEANS 6 \$1

BLEACH 29¢

APRICOTS 39¢

FOOD KING, 17 OZ. CANS

### PEAR HALVES 3/\$1

FOOD KING, 14 OZ. CANS

### SPINACH 5/\$1

FOOD KING, 16 OZ. CANS

### TOMATOES 4/\$1

FOOD KING, 12 OZ. BTL.

### CATSUP 4/\$1

FOOD KING SLICED YELLOW CLING

### PEACHES 39¢

BIG 29 OZ. CANS

FOR DISHES

### JOY LIQUID 49¢

GIANT 22-OZ.

FOLGERS COFFEE 2 LB. \$1.78

CHILI COFFEE 89¢

PARKAY MARGARINE

VALUABLE COUPON

MOUNTAIN GROWN

FOLGER'S COFFEE 2 LB. CAN \$1.78

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER FEB. 9, 1974

WITH BEANS GEBHARDT'S

### 1 1/2 LB. CAN 49¢

VALUABLE COUPON

MOUNTAIN GROWN

FOLGER'S COFFEE 1-LB. CAN 89¢

WITH THIS COUPON THRIFTWAY FOOD STORES VOID AFTER FEB. 9, 1974

TWIN TUBBS

### 49¢

5th and MAIN

HEREFORD, TEXAS



31, 1974  
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 39¢  
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 KAS

# 12<sup>88</sup> special on pantsuits. 20% off all women's pants.



**Sale \$4**

Save \$1. Reg. \$5. Knit tops. Polyester rib knit turtle-necks in short and sleeveless styles. White and colors.

**12<sup>88</sup>**

Women's polyester doubleknit pantsuits in five fabulous styles. All have short sleeve tops over cuffed or uncuffed flare pants. Fashion right colors and combinations. Have several at this very special low price.

Reg. \$11. Polyester knit pants in cuffed or uncuffed styling. Black, white, navy, red, pink or light blue. 6-14P. 10-18A, 10-20T.

**Sale 8<sup>80</sup>**

Reg. \$10. Fancy knit pants. Polyester in popular cuffed styling. Proportioned sizes. 6-14P. 10-18A, 10-20T.

**Sale 8<sup>00</sup>**

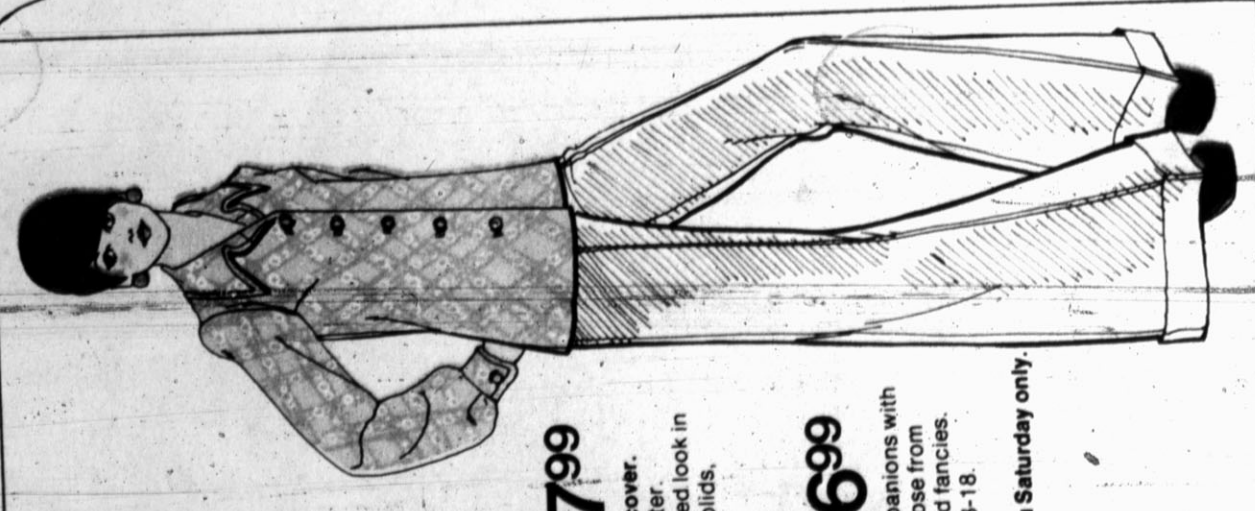
## Super buys and sales for busy gals.

**Special 5<sup>88</sup>**

Breezy care uniforms for juniors and misses in polyester warp knits. Wash and wear, wrinkle-free performance with two big pockets. Puffed sleeve dress. Zip-front uniform, also available in hat sizes.

**Special 9<sup>88</sup>**

Comfortable pantsuit styling for juniors and misses. Carefree polyester warp knits with two roomy pockets. Elasticized waist fit. High-rise waist: Zip-front fashion.



**Special 7<sup>99</sup>**

Women's smart shirt-jac cover. Machine washable polyester. Important part of the layered look in a colorful assortment of solids, patterns. 8-18.

**Special 6<sup>99</sup>**

Polyester knit pants companions with the new cuffed look. Choose from fashion-colored solids and fancies. Great wardrobe friends. 8-18.

Sale prices effective thru Saturday only.



Reg. \$1 pr. Knee-hi sandalfoot stockings in nylon stretch. One size fits 8 1/2, short to 11 long.

**Sale 3 for 2<sup>22</sup>**

Reg. 66¢ pr. Seamless nylon mesh pantyhose. Reinforced panty and toe. Basic and fashion colors. Short, average, long.

**Sale 2 for 99¢**

Reg. 3 for 2.95. Fashion colored hose. Nylon plain knit stockings, short, average, long.

**Sale 3 for 2<sup>22</sup>**

Reg. 3 for \$2, sale 3 for 1.50. Flextra™ nylon stockings. Sandalfoot.

JCPenney  
 We know what you're looking for.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.

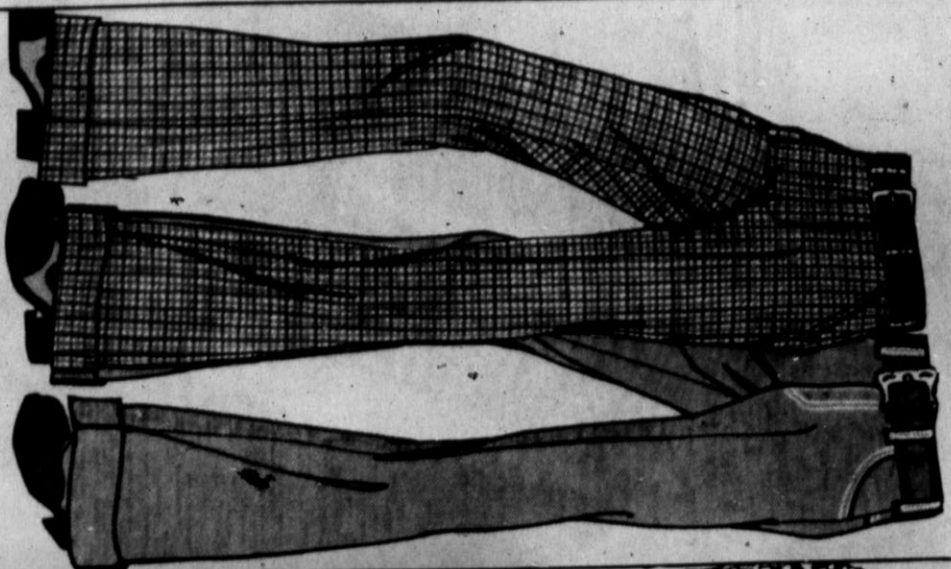
# 20% off our entire line men's sport shirts.

## Special 599

Men's solid color cut-off jeans. Carefree polyester/cotton. Wide belt looping in a great assortment of colors. Waist sizes 28-36, inseam 30-32-34.

## Special 699

Men's fancy cut-off jeans. Same great look as above in a colorful pattern assortment. Waist sizes 28-36, inseam 30-32-34.



## Special 5 for 199

Comfortable casual socks in acrylic/nylon. Assorted solids. One size fits all.



## Sale 638

Reg. 7.98. Texturized polyester knit sport shirts. A handsome assortment of solids and fancies with 4" banded collar and long sleeve styling. Reg. 6.98, sale 5.58. Short sleeve shirt with same features as above.

## Sale \$4

Reg. 35. Men's golf shirts in polyester/cotton knit. Short sleeve cool, front placket styling. White and fashion solids with machine washable convenience. Stock up now: S-M-L-XL. Sale prices effective thru Saturday only. Just say "charge it!"

**JCPenney**  
We know what you're looking for.

U.S.D. **F** **FA** **RI** **S**  
CENTS

# 20% off our girls' pantsuits.

## Sale 375

Save 94¢. Reg. 4.69. Little girl's embroidered pantsuits. Penn-pret polyester/cotton means no-iron ease. Peasant style top with ruffled sleeves and neckline and coordinating flared pants. 4 to 6X.

## Sale 640

Save 1.60. Reg. 8.00. Girl's polyester knit pantsuits. Bust-out papilion styles or shirt top looks, both with solid color pants. Other great looks at equally great savings. Sizes 7 to 14.

# Family's canvas shoe sale.

## 2 for 500

Reg. 2.99 pr. Tough-wearing boat shoes for men, women, boys, even kids at a really super price. Deck out the entire family in these comfortable cushion insole oxfords. Your choice of blue or white cotton duck uppers with skid resistant herringbone design molded rubber outsoles. White duck back taping.

Sale prices effective thru Saturday only. Just say "charge it!"



**JCPenney**  
We know what you're looking for.

SM **M** **E**  
FOLGI **CO**  
40° **FI** 40°

# 20% off boys socks and underwear. Other great buys.



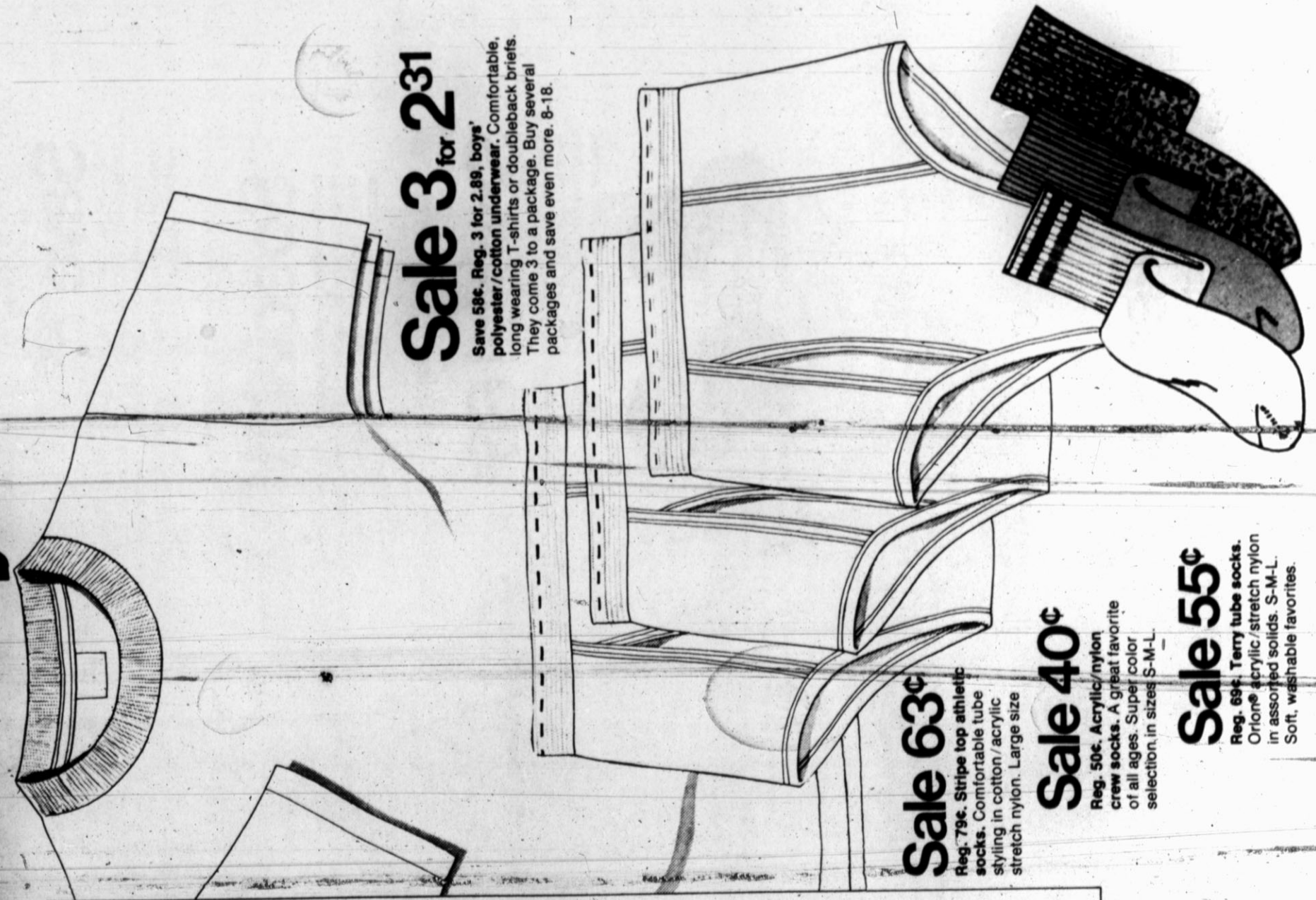
**Closeout**  
**4 for \$5**

Boys' short sleeve shirts in polyester/nylon warp knits. Longpoint collar, single pocket styling. Terrific assortment of colors and patterns. 8-18.

**Special**  
**2 for \$7**

Boys' polyester/cotton western style baggie jeans. Popular cuffed look in navy, berry, white. 6 to 18, regular and slim.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.



**Sale 3 for 2<sup>31</sup>**

Save 58¢. Reg. 3 for 2.88, boys' polyester/cotton underwear. Comfortable, long wearing T-shirts or doubleback briefs. They come 3 to a package. Buy several packages and save even more. 8-18.

**Sale 63¢**

Reg. 79¢. Stripe top athletic socks. Comfortable tube styling in cotton/acrylic stretch nylon. Large size selection in sizes S-M-L.

**Sale 40¢**

Reg. 50¢. Acrylic/nylon crew socks. A great favorite of all ages. Super color selection in sizes S-M-L.

**Sale 55¢**

Reg. 69¢. Terry tube socks. Orion® acrylic/stretch nylon in assorted solids. S-M-L. Soft, washable favorites.

**JCPenney**  
We know what you're looking for.

# Sale on popular "JCPenney" pants. Super menswear specials, too.



**Sale \$11**

Reg. \$13. Men's neat-keeping pants in fashion colored solids. These famous "JCPenney" slacks are in a fine twill weave of Fortrel® texturized woven polyester. Wrinkle resistant convenience that stretches with your every move. Wide belt loop, flare leg styling. Even features the "Shirt Hugger" waist band to hold shirts better. Waist sizes 30-42, inseam, 29-34. Sale prices effective thru Saturday only.

**Special**  
**5 for \$10**

Men's short sleeve dress shirts in a fancy group of polyester/nylon warp knits. Long pointed collar, single pocket look. A handsome assortment at a fantastic price. Machine washable favorites that stay neat and tidy all day long. Stock up now and cool it for summer. 14 1/2-17.



**Special 10<sup>88</sup>**  
Classic U-tip oxfords in a combination of brown/russet. New higher heel silhouette in man-made uppers and outsoles. A great look at a great price.

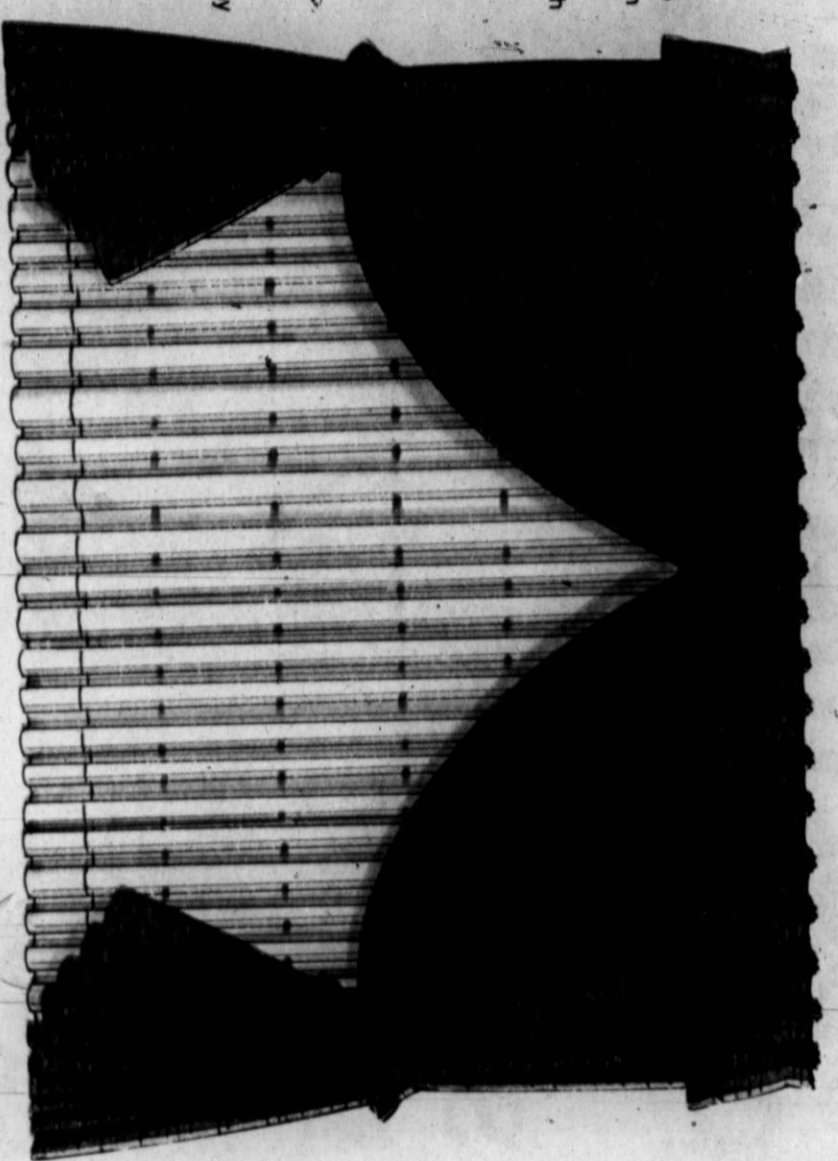


**Special 10<sup>88</sup>**  
Men's straight tip oxfords. Handsome antique brass/tan combination. Smooth man-made uppers and outsoles. Sporty look with the popular higher heel.

**JCPenney**  
We know what you're looking for.

Sale prices effective thru Saturday. Charge it. For hard to find sizes shop the JCPenney Catalog.

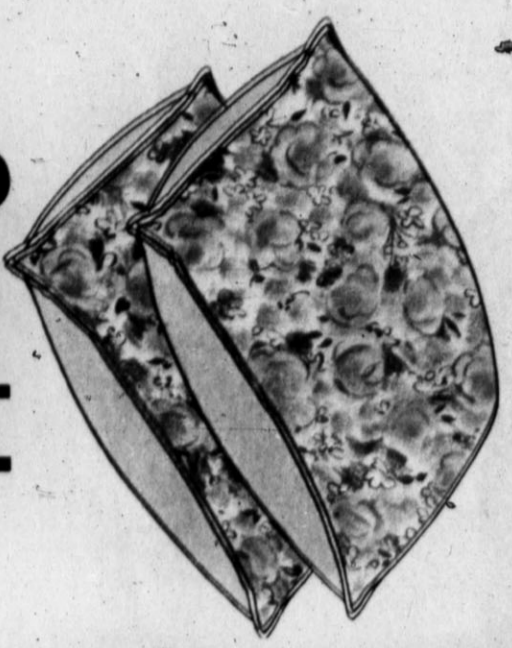
# Save 20% on drapes and novelty curtains.



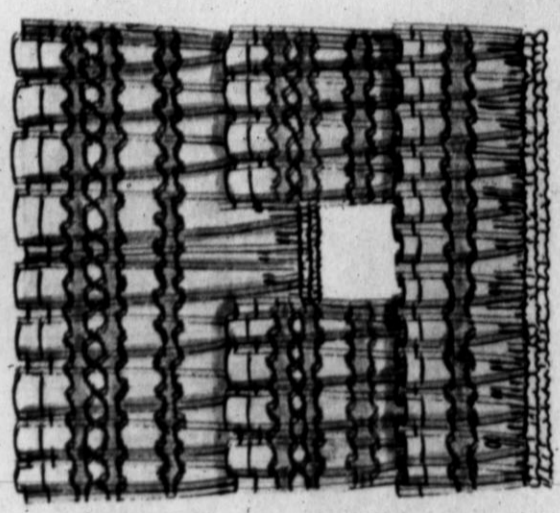
**Sale 1160**  
50x84"  
Reg. 14.50. Lustrous drapes in textured cotton/ rayon. Thermal acrylic foam backing. Machine wash, tumble dry, no ironing. Rich colors.  
75x84", reg. \$25 Sale 20.00  
100x84", reg. \$33 Sale 28.40

**Special 99¢**

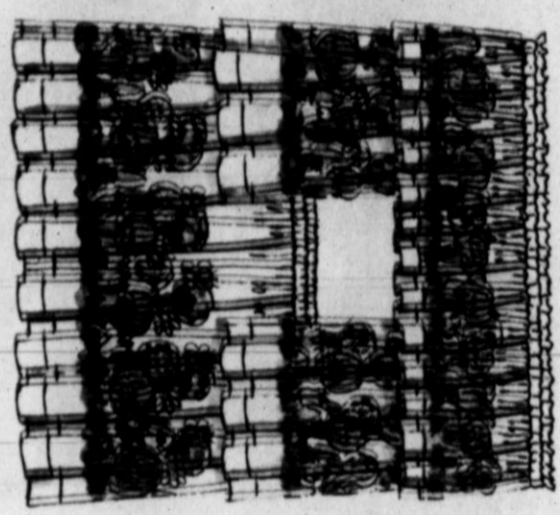
Marquisea tailored panel curtains in polyester. Beautiful by themselves or as under-drapes. 3" bottom hem. White in 40X83" or 40X81"



**Special 2 for 388**  
Standard size pillows are plumply filled with polyester. 20x26" finished size.



**Sale 343**  
68x38"  
Reg. 4.29. "Mayan" is Osnaburg cotton with coordinated color fringe trim.  
Valance, reg. 2.79, Sale 2.23



**Sale 319**  
68x36"  
Reg. 3.99. "Mod Mustroom", Kodale polyester/ Acryl/ rayon blend for easy care. Machine wash, tumble dry. Bright color combinations for your kitchen or den. Valance, reg. 2.49, Sale 1.99  
Charge it. For other decorating ideas shop the JCPenney Catalog.

**JCPenney**  
We know what you're looking for.

# Save 25% off our fashion fabrics.

**Save 100 yd.**

Reg. 3.99 yd., sale 2.99 yd. Polyester doubleknit fabrics. What a fantastic assortment of colors and looks from crepe and twill weaves to jacquard patterns, plaids and coordinates. We even have linen-look crash knits. Plan now for the season ahead. And they're machine washable with no-iron convenience.

**Special 144 yd.**

Polyester short lengths. A colorful assortment of solids and fancies just in time for your Spring sewing. Get an early start on your warm weather wardrobe. Really great buy.

**Special 66¢**

100% Acrylic worsted yarn is machine washable, dryable, 4-oz. 4-ply skeins in a wide selection of colors. Perfect for popular sweater vests and shrinks.



**JCPenney**  
We know what you're looking for.

**Starts THURSDAY**  
JANUARY 31

HEREFORD, TEXAS  
436 Sugarland Mall  
9:30 am till 6:00 pm  
Saturday 9:30 am till 6:00 pm

# Is 33¢ a good price to start a 78 piece set of imported china?

It is when it's our "Night Blossom" imported china. This beautiful translucent china 5-piece place setting - dinner plate, luncheon plate, bread and butter plate, cup and saucer - is a \$5.95 value... and part of an entire set you can own at great savings, and buy over a period of 15 weeks.

**Start with this special:**

With every food purchase of \$3.00 or more this week, you can buy the feature piece of the week for 33¢. The first featured piece will be the large formal dinner plate. (If your food purchase comes to \$12.00, for example, you can buy four dinner plates at only 33¢ each.)

**Fifteen weeks of specials.** Each week for the next 15 weeks, we will offer feature pieces of this lovely china at prices that will save you as much as one-half or more, so you can build an entire service for 6, 8 or more.



Feature Week	Special	Price
1, 6, 11	Dinner Plate	\$ .33*
2, 7, 12	Tea Cup	.33*
3, 8, 13	Tea Saucer	.33*
4, 9, 14	Bread & Butter	.33*
5, 10, 15	Salad/Luncheon Plate	.33*

(\*With Each \$3.00 Purchase)

Out of an ancient tradition. The delicate translucent quality of "Night Blossom" china is created by craftsman whose tradition and technique go back 500 years. A mixture of the finest powdered stone and rare snow-white minerals. A curing and firing of each piece four different times during a span of many days in fierce heat. The application of three separate glazes to create a glass-hard finish that is safe in any

detergent, in any home dishwasher... whose lovely sheen will never stain. And, the method of hand application of the charming "Night Blossom" design is itself hundreds of years old.

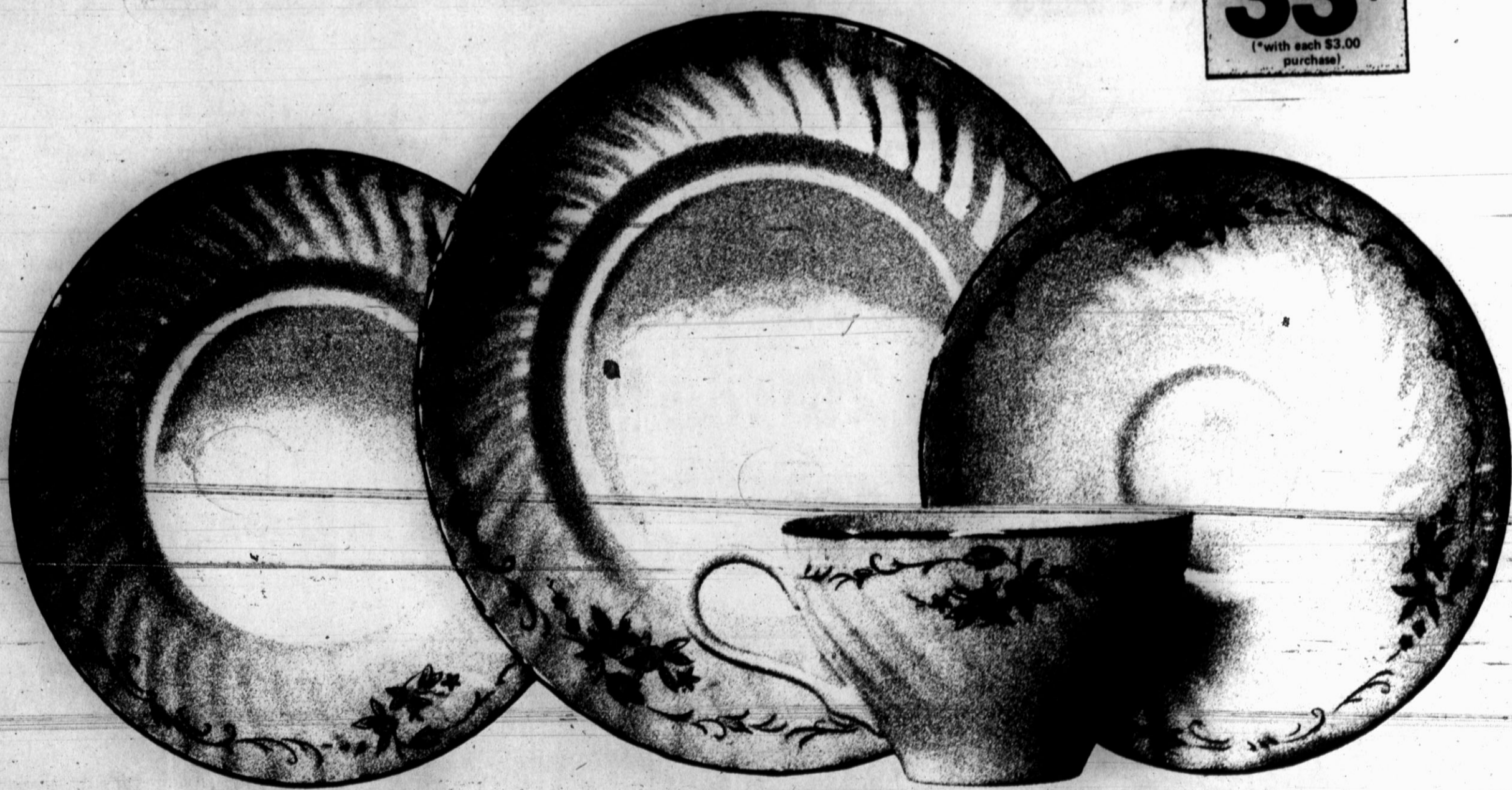
Savings up to one-half on "completer" pieces. You can buy the "completer" pieces whenever you like. There is no limit on the numbers you can buy at once or no other purchase is necessary. But, by shopping regularly you can buy one or two at a time and have an entire set to serve dinner on without ever disturbing the family budget.

**PURCHASE COMPLETER UNITS ANY TIME AT THESE SPECIAL LOW PRICES**

Completers	Price
4-pc. Place Settings	\$1.89
4-pc. Soup Plates	2.49
4-pc. Fruit Dish	1.79
Sugar & Creamer Set	3.29
Gravy Boat	2.99
14" Platter	4.99
Covered Casserole	5.99
Oval Baker/Vegetable Dish	2.49
12" Chop Plate	3.99
9" Salad/Vegetable Bowl	2.49
4-pc. Coaster/Ash Tray	1.19
Salt & Pepper	1.49
Coffee Server	4.99
2-pc. Cereal Bowls	1.59
Candleholder (pr.)	1.99
Covered Butter Dish	2.49

Look at it this way: this may be a discount price, but it certainly isn't discount china.

What more can we say?



Your dollar here is a value dollar

**Ideal Food Store**  
Hereford, Tx.

Save 25% off

Supplement to THE HEREFORD BRAND, Thursday, January 31, 1974, Hereford, Texas



THE RIGHT PRICE, ON THE RIGHT FOODS...

# Grand Opening

Redeem Bonus Stamp Coupon No. 2 today for 100 extra Gunn Bros. Stamps plus sticker No. 2 for your Master Coupon

**1500 BONUS**  
"GUNN BROS. STAMPS"  
100 Extra "Gunn Bros." Stamps FREE EACH WEEK for Seven Weeks, with Coupons 1 thru 7; an additional 100 FREE "Gunn Bros." Stamps with the Master Coupon 8; Total—1000 FREE "Gunn Bros." Stamps In All!



GRAND OPENING SPECIAL!

**Coca Cola**

**6 \$1**  
32- OZ. Btl. (Plus Dep.)  
Limit 6 with \$5.00 Purchase



GRAND OPENING SPECIAL!

**Meadowdale Potato Chips**

**48¢**  
14-OZ. BAG  
Limit 6 with \$5.00 Purchase



GRAND OPENING SPECIAL!

**Charmin Bath Tissue**

**3 \$1**  
4- ROLL PACKAGES  
Limit 3 with \$5.00 Purchase

GRAND OPENING SPECIAL!

ALL FLAVORS

**BORDEN'S ICE CREAM**

**\$1.09 FREE!**

Buy 1/2 - Gal. Round Carton for only

Get second 1/2 GAL CARTON

LIMIT ONE DEAL PER CUSTOMER



FREE GUNN BROS. STAMPS WITH EVERY PURCHASE!

GRAND OPENING SPECIAL!

**Meadowdale Pears**

**38¢**  
IRREGULAR PIECES  
29-OZ. CAN  
Limit 3 with \$5.00 Purchase



HERE ARE THE

**WINNERS**

OF IDEAL'S GRAND OPENING PRIZES:

FIRST PRIZE

MRS. EUGENE H. HENDON  
126 KINGWOOD

SECOND PRIZE:

MRS. JACK MCKINSTON  
111 FIR ST.

THIRD PRIZE:

RAMON ANDRADE  
611 S. TEX. ST.

the right price...right now!  
SAVE CASH PLUS STAMPS!

GOLDEN WHOLE KERNEL

**Niblets Corn** 12-OZ. CAN **22¢**

GREEN GIANT

**Lindy Peas** 16-OZ. CAN **20¢**

CAMELOT

**Cut Green Beans** 16-OZ. CAN **20¢**

VAN CAMP'S

**Pork & Beans** 29-OZ. CAN **28¢**

CAMELOT GREAT

**Northern Beans** 1-LB. BAG **38¢**

CAMELOT

**Leaf Spinach** 16-OZ. CAN **20¢**

the right price...right now!  
SAVE CASH PLUS STAMPS!

AMERICAN BEAUTY

**Pure Egg Noodles** 12-OZ. PKG. **38¢**

ALL MEAT

**Wolf Brand Chili** 15-OZ. CAN **66¢**

DANISH CHAMP

**Sandwich Loaf** 12-OZ. CAN **46¢**

SLICED, CRUSHED OR CHUNKS

**Camelot Pineapple** 20-OZ. CAN **38¢**

CAMELOT

**Peanut Butter** 13-OZ. JAR **59¢**

V-8

**Vegetable Cocktail** 46-OZ. CAN **42¢**

the right price...right now!  
SAVE CASH PLUS STAMPS!

DUNCAN HINES LAYER

**Cake Mixes** 18-OZ. PKG. **36¢**

PILLSBURY

**Pancake Mix** 2-LB. BOX **48¢**

POWERED OR

**Brown Sugar** 2-LB. BAG **39¢**

BAMA

**Grape Jelly** 18-OZ. JAR **39¢**

CARNATION

**Liquid Slender** 10-OZ. CAN **20¢**

BRISK

**Lipton Tea Bags** PKG. OF 100 **98¢**

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1974

RIGHT NOW! THIRD BIG WEEK...

# Celebration!

the home of THRIFF-Prices

**IDEAL**  
FOOD STORES

Prices effective thru Sat., Feb. 2, 1974. Limit rights reserved. No sales to dealers. OPEN 8 A.M. TO 11 P.M. 7 DAYS A WEEK. 1105 W. PARK AVE., HEREFORD, TEX.

WILSON'S FULLY COOKED

## Boneless Hams

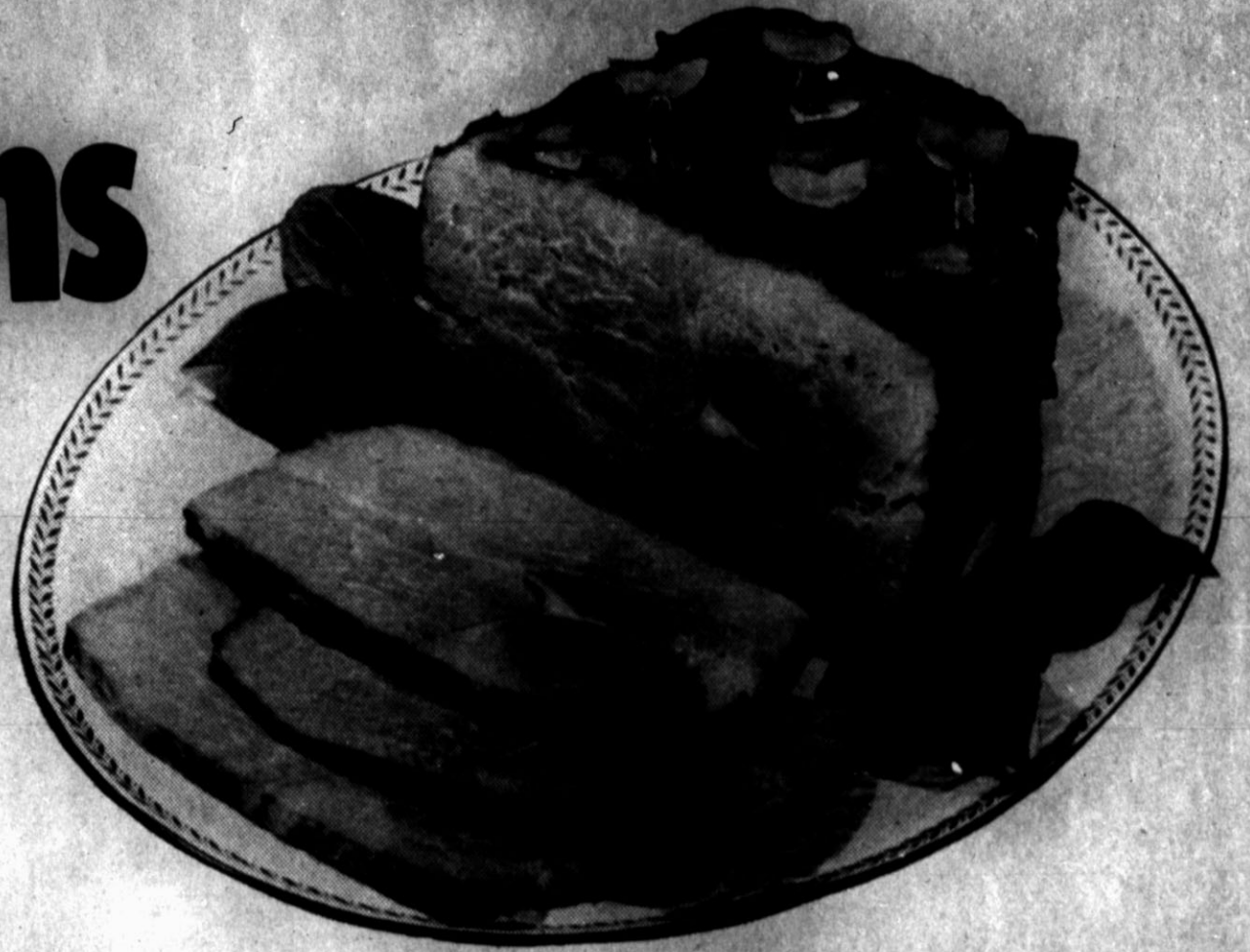
**\$1.19**  
LB.

Whole ...

10 to 14 - LB.

AVERAGE

The right price ... right now.



ARMOUR'S PLUMP, MEATY

### Turkey Roast

HINDQUARTERS

**39¢**  
LB.

U.S.D.A. CHOICE, BLADE CUT

**Chuck Roast**..... LB. **79¢**

7 BONE CUT, BEEF CHUCK

**Chuck Steak**..... LB. **89¢**

BLUE MORROW COOKED

**Beef Patties**..... BULK PACK LB. **89¢**

QUARTER PORK LOIN...9 to 11 CHOPS

**Assorted Pork Chops**..... LB. **99¢**

FRESH FROZEN, 5-LB. PKG.

**Whiting Fish**..... LB. **29¢**

**Cudhay's Smoked Fully Cooked**

## HAMS

**Shank Portion** LB. **69¢**

**Rump Portion** LB. **79¢**

**LEAN CENTER HAM SLICES** LB. **\$1.29**



THE RIGHT PRICE...RIGHT NOW...IN OUR SELF-SERVICE DELI!

HICKORY SMOKED SLAB CUT

**SLICED BACON**

2 to 3 - LB. PKGS. **99¢**

ARMOUR STAR

**Skinless Franks**..... 12-OZ. PKG. **69¢**

OSCAR MAYER ALL MEAT OR BEEF

**Skinless Franks**..... 1-LB. PKG. **\$1.39**

WINCHESTER IMITATION

**Chunk Bologna**..... LB. **49¢**

CAMELOT BAKED BEANS OR

**Cole Slaw**..... 24-OZ. CTN. **79¢**

CAMELOT MACARONI OR

**Potato Salad**..... 24-OZ. CTN. **79¢**

CAMELOT

**Cheese Spread**..... 8-OZ. CTN. **69¢**

WINCHESTER IMITATION

**Sliced Bologna**..... LB. **59¢**

KRAFT

**Parkay**  
MARGARINE

1-LB. CTN. **35¢**



BALLARD OR PILLSBURY

**BISCUITS**..... 8-OZ. CAN **10¢**

BUTTER-ME-NOT

**Merico Biscuits**..... 9.7-OZ. CAN **19¢**

KRAFT HALF-MOON

**Longhorn Cheese**..... 10-OZ. PKG. **76¢**

KRAFT SLICED

**American Cheese**..... 12-OZ. PKG. **78¢**

GRADE A

**Ideal Buttermilk**..... QT. CTN. **31¢**

IDEAL

**Chocolate Milk**..... QT. CTN. **38¢**

OUR MEATS ARE FRESHNESS DATED

You are assured that you have a reasonable amount of time to enjoy our meat at its freshest... after the date stamped.

MOUNTAIN PASS, HOT OR MILD

**Enchilada Sauce**..... 8-OZ. CAN **21¢**

CAMPBELL

**Tomato Soup**..... 16 3/4-OZ. CAN **10¢**

NATUR SWEET

**Cling Peaches**..... 3 29-OZ. CANS **\$1**



We Welcome Food Stamp Customers!

BEEF, CHICKEN OR TURKEY

**Banquet Pot Pies**

8-OZ. PKG. **29¢**

MEADOWDALE FRENCH FRIED

**Potatoes**..... 5-LB. BAG **88¢**

MEADOWDALE FROZEN

**Orange Juice**..... 6 6-OZ. CANS **\$1.00**

BIRDS EYE

**Cool Whip**..... 4 1/2-OZ. CTN. **29¢**

APPLE OR DUTCH APPLE

**Golden Deluxe Pies**..... 44-OZ. PKG. **98¢**

HEAT IN TOASTER

**Camelot Waffles**..... 5-OZ. PKG. **10¢**

MORE GREAT BUYS DURING THE THIRD WEEK OF OUR

# Grand Opening



JUMBO SIZE CALIFORNIA

## NAVEL ORANGES

**7** LBS. **\$1.00**

Bursting with Vitamin C ... Buy a sackfull at this low price!



Prices effective thru Saturday, February 2, 1974.  
No sales to dealers  
Limit rights reserved.

MIX OR MATCH SALE!  
WASHINGTON EXTRA FANCY RED DELICIOUS  
**Apples**  
OR WASHINGTON  
**D'Anjou Pears**  
**4** LBS. **\$1.00**

CRISP GREEN SOLID HEADS  
**Fresh Cabbage**..... L.B. **10¢**

RUBY RED  
**Grapefruit**..... 5-LB. BAG **79¢**

FINE FOR BAKING...FLORIDA  
**Acorn Squash**..... L.B. **19¢**

CRISP, TENDER  
**California Celery**..... LARGE STALK **29¢**



### Oven-Fresh...

BAKED RIGHT IN OUR OWN IN-STORE OVENS!

SERVE YOUR FAMILY A SPECIAL TREAT TODAY!

## ASSORTED Danish Rolls

**6** FOR **89¢**

OVEN-FRESH  
**Brownies**..... 6 FOR **53¢**

OVEN-FRESH  
**Assorted Cookies**..... 2 DOZ **99¢**

TASTY!  
**French Bread**..... 1-LB. LOAF **45¢**

SERVE PIPING HOT!  
**Dinner Rolls**..... DOZ. **43¢**

### WHERE FRESHNESS ABOUNDS!

Green Market Street runs from coast-to-coast, and sometimes to far and distant lands. Because wherever the growing season is, that's where we have our own Green Market Street buyers, selecting the very best fruit and vegetables for you - our customers.



### Savings in our General Merchandise Dept.

#### INNOVATION GLASS **ASH TRAYS**

3 COLORS...6-INCH DIAMETER

COMPARE AT 99¢  
**73¢**  
EA.

#### WAFFLE WEAVE **DISH CLOTHS**

COMPARE AT 99¢

PKG. OF 3  
**69¢**

**COMPLETE PRESCRIPTION SERVICE AT YOUR BRAND NEW IDEAL FOOD STORE!**

Have your prescription filled while you shop for foods. If you're in a special hurry, have your Doctor phone 364-6861 and we'll have your order ready when you arrive.



COMPARE QUALITY AND PRICE!  
5 GRAIN  
**Camelot Aspirin**  
BTL. OF 100 **27¢**

5-GRAIN  
**Bayer Aspirin**  
BTL. OF 100 **57¢**



COMPARE QUALITY AND PRICE!  
CAMELOT MULTIPLE PLUS IRON  
**Vitamins**  
2 BTL. OF 100 **\$1.66**  
ONE-A-DAY MULTIPLE PLUS IRON  
**Vitamins**  
BTL. OF 100 **\$2.38**

#### CAMELOT **Shave Cream**

REGULAR, MENTHOL OR LIME

1-1/2 OZ. CAN  
**58¢**

