



Purple Ribbon Winners

Top awards in the County 4-H Club Fair Saturday were denoted by purple ribbons in each division. They were received by, from left front row, Bill Cheek Jr. for crop exhibit; Diane

Warden, baking; and De Ann Walsler, crafts; back row, Patty Harris, junior clothing; Rhonda Hagar, senior clothing; Beverly Beene, household linens; Phylecia Rowland, vegetable gardening.

Somebody's trying to take something that belongs to you.

Right here in Texas

In fact, somebody's trying to take something that belongs to all of us: freedom of speech. Somebody's undermining your right to communicate, to listen, to have all available information on a given subject.

Somebody's trying to tell certain Arkansas companies they may not advertise their services.

But advertising is just another word for communication. It is public information; it gives you a choice. It encourages new and better ways of doing things and helps continue the development of newer, better and more economical consumer goods.

Now, however, the right of certain Texas companies to communicate with their customers is in danger. This could ultimately have more far-reaching effects on free speech as we know it.

Right now, we want you to think very long, very hard and very deeply about advertising and about the good it does in America. We want you to think about its effect on business, on your own entertainment, on radio, television, newspapers and magazines, on your right to know.

We want you to think about the effect advertising has on your company's sales, and how the sales of your company affect your own life-style.

Right now, we want you to think very long, very hard and very deeply about the issue of free speech. Then we want you to write Governor Dolph Briscoe, State Capitol, Austin, Texas 78711, and your legislators and your friends and tell them how you feel.

The ball is in your hands. It's up to you not to drop it.

Advertising is everybody's business.

This ad appears as a public service of this newspaper.

Would you like to get back part of every shopping dollar you spend?

**YOU CAN ...
WHEN YOU DO
YOUR SHOPPING
IN *Hereford***

Most of us know that we usually get better values and service when we shop at our local stores. But did you know that by shopping at home, you also get back part of each dollar you spend? Here's how it works: Spending more money at home means more money in the form of wages to local merchants and their employees. More wages mean more taxes for our local government and more tax monies mean more and better community services and improvements. More money at home means a stronger and healthier economy all the way around. If you work at home, chances are that the money you spend here will eventually find its way back to you not only in the form of community improvements, but by creating more and better jobs and higher pay due to a better local economy. Shop at home for better values, better service, a better community and better jobs!



The Hereford Brand

YOU GET PART OF EACH SHOPPING DOLLAR BACK WHEN YOU SHOP AT HOME



Rollover Injuries Woman

32-year-old Louella Greenwood Manning received head and neck injuries when the car, pictured at the left, collided with another vehicle and went out of control, rolling once into a ditch on Austin Road. The photo at right shows the

initial collision was slight, with the other vehicle doing little damage to the small station wagon, but causing it to weave and skid. Mrs. Manning, a passenger in the station wagon, was thrown from the vehicle.

Car Rollover Injures One

Louella Greenwood Manning, of Route 3 in Hereford, sustained head and neck injuries when the car in which she was a passenger tumbled out of control and rolled once in a ditch Sunday evening.

Mrs. Manning, 32, underwent

emergency care at Deaf Smith County General Hospital after the accident and is listed there in satisfactory condition. Hospital officials said Mrs. Manning was being treated for a possible broken neck, but that a final diagnosis had not been made.

Mrs. Manning was a passenger in a small foreign station wagon driven by her sister, Terry Lynn Greenwood, a student. They were enroute on Austin Road about seven miles southeast of Hereford at the time of the accident, 6:20 p.m. Sunday.

Department of Public Safety officer Ralph Pedigo, investigating the accident, said that a late model American car driven by Duin Amalie Kelly

was in a slight collision with the station wagon, causing the station wagon to swerve out of control and into the ditch on the right side of the road. Mrs. Manning was thrown from the vehicle as it rolled over once.

Mrs. Manning was found by officers on the other side of a barbed wire fence from where the accident occurred, apparently thrown there when the car rolled.

Mrs. Manning was carried to the Hereford hospital by Gilliland-Watson ambulance after receiving first aid at the scene. The driver, Terry Greenwood, sustained only minor injuries.

The other vehicle sustained no damage and none of its occupants were injured.

Welcome Rev. C. W. Allen To Deaf Smith County Chamber of Commerce Enrolled By Betty Wilson

Welcome Hereford Septic Tank & Cesspool Service To Deaf Smith County Chamber of Commerce Enrolled By Major Schroeter

Welcome City Tortilla Factory To Deaf Smith County Chamber of Commerce Enrolled By Javier O. Gutierrez

A diamond is forever



Because of its lasting beauty and value, a diamond ring is the perfect symbol of love. And... there is no finer diamond ring than a Keepsake.

Keepsake

KESTER'S JEWELRY

Across from the Post Office, Downtown, Hereford



School-- from Page 1

declined to debate the information presented, stating that "I'm carrying out a board policy to the best of my ability, and it is a policy in which I believe."

Later in the board meeting, when the subject came up again, Hartman strongly defended George and assistant principal Gene Barkowsky for their "fair treatment to all students on the same basis."

George told the board that this has been "the smoothest beginning of school I can remember... we've only had two problems with the dress code so far."

Conkright commended the principals for enforcing school board policy, and it was apparently the consensus of the board that the policy was needed and no changes would be made at this time.

G.C. GRAVES and Ray Barber gave reports on the distributive education and industrial cooperative training programs at high school. Trustees heard reports on various programs from time to time in their board meetings.

Graves reported the DE program has 41 students this year, and he showed slides which outlined the two-year cooperative program. Barber explained the ICT program, which now has 28 students, pointing out it is for juniors and seniors. "These cooperative programs do not prohibit a student from going to college," he emphasized.

Richard Robinson also gave a report on the Community Education Program, pointing out that courses are being offered here from Amarillo College. He also explained that a number of self-improvement courses are being offered for adult education. He said the school had added a "Gym Night" to the

program this fall, with individuals or groups eligible to use the high school gym on Tuesday nights for a 50-cent fee.

Patsy Giles, president of the Texas Classroom Teachers Association chapter here, and Carolyn Waters, president of the Texas State Teachers Association chapter, also gave brief reports on their organizations at the meeting.

THE TCTA group has 280 members from a potential list of 309, while the TSTA group lacks just one member from an eligible list of 356, the two presidents reported. They outlined the benefits of the organizations, and also commended the school administration and trustees for keeping an "open line of communications."

The board also heard reports on the cafeteria, transportation, enrollment, and finances. Larry Wartes reported the school district has received three new buses, and also commented on increasing prices for the vehicles. Latest bid on a 60-passenger bus without power brakes and steering was quoted at \$10,470.

Trustees approved a tax roll with an assessed valuation total of \$116,634,050. This total is up by \$4,716,950 over a year ago, which should increase the local tax revenue by some \$90,000. The budget approved for 1974-75 was in excess of \$5.5 million.

THE BOARD accepted the resignation of Joed Cupell, high school math teacher, and approved Richard Wildman as his replacement. Also approved was Janet Taylor, an additional teacher at Stanton Junior High due to increased enrollment at that campus.

Herd-- from Page 1

Demons for the 31 yards, with Lipscomb catching two of those passes. But he also threw two interceptions.

HEREFORD will have a different look in defense with Robert Scott moving to defensive tackle and Gary Schumaker moving to inside linebacker. A tentative move is John Paetzold to noseguard. Luis Marquez sustained a knee injury at that spot last week.

An addition to the offense this week will be Mike Munnerlyn, one of Hereford's three returning starters. Munnerlyn, wingback, was out of action last week after a tonsillectomy.

Offensively, the Herd starters will be

Ronnie Ohlig at split end; Terry Bell at tight end; David Fish at quick tackle; Melvin Betzen at strong tackle; Kevin Fox at quick guard; Danny Collins at strong guard; Dennis Evans at center; Mike Crim at quarterback; Dave Charest at tailback; Doug Charest at fullback; and Munnerlyn at wingback.

DEFENSIVELY, Hereford will start Bell at left end; Jimmy Sanchez at right end; Vance Hennington at left tackle; John Paetzold at noseguard; Robert Scott at right tackle; Dennis Evans at left linebacker; Danny Jones at right linebacker; David Artho and Kent Hollingsworth at cornerbacks; and Dave Charest and Kirk Spain at safeties.

County-- from Page 1

During the Monday meeting, commissioners approved a payment on the construction project, transferring \$15,000 from a certificate of deposit. Revenue sharing funds had been placed on a CD in excess of \$50,000.

Commissioners discussed the possibility of resurfacing the parking area around the Bull Barn, but decided it would be satisfactory until next summer. The monthly fire report showed only

three county fires recorded by the Hereford Volunteer Fire Department.

ALL COMMISSIONERS were present for the monthly meeting along with County Judge H.C. Williams and County Clerk B.F. Cain.

Gearing Up To Buy a Bike

By Virginia Knauer Special Assistant to the President and Director Office of Consumer Affairs Department of Health, Education and Welfare

Thinking of buying a bicycle? Perhaps you're already asking questions: Three-speed or 10-speed model? What's the basic difference? And what about five-speed?

First, analyze how you will use the bicycle. Then, get basic information. Cycling experts tell me that novices often buy more bike than they need. The experts shared these tips with me.

If you have four types of bicycles to consider, in four price ranges. The bicycle without gears is easiest on your budget but hardest on your legs. You cannot adjust it for easier pedaling in hilly areas, but it does offer good exercise for short rides. Of the geared bikes, the three-speed is the least expensive, followed in cost by the five-speed and topped by the 10-speed.

If you want an easy-pedaling bicycle for local riding, especially in an area with few hills, a three-speed may be your answer. It could be ideal for riding a few miles to pick up the newspaper or visit nearby friends. A three-speed gives you first gear (for uphills), second gear (for flat ground) and third gear (for downhills). In a three-speed, the gears are inside the hub of the rear wheel and they need little attention. However, you must take it to a professional mechanic when something does go wrong, so your repair costs may be high.

A 10-speed bicycle, on

the other hand, has exposed gears on the outside of the wheels and they need occasional adjustment. However, these adjustments can be made easily by the rider. Having gears on the outside reduces friction on the rear wheel. This frees it up and makes pedaling easier.

The 10-speed is for touring—getting out on the road and moving. The gearing has five free wheels on the rear-wheel hub; these are connected to two chain wheels in front. By combining in various ways, these gears produce the 10 speeds that allow you to adjust to constantly changing terrain. With 10-speed gearing, going uphill & downhill is easiest of all.

Other reasons for faster pedaling with 10-speed: They are almost always lighter-weight than three speeds and they have narrower tires, too. All in all, the 10-speed is designed for at least a 10-mile jaunt over uphill, downhill and flat country.

The five-speed is another possibility. It is built on the same principle as the 10-speed, with five free wheels in back. However, the five-speed has only one chain wheel in front. Though the five-speed offers fewer gears, it is a useful touring bike.

Hereford Brand

Published Every Thursday MEMBER National Editorial Association Member Associated Press at 130 W. Fourth Hereford, Deaf Smith County, Texas, 76844

THE HEREFORD BRAND, INC. Entered as second class matter at the Post Office in Hereford, Texas under the act of March 30, 1897. Second-class postage paid at Hereford, Texas. Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office. Subscription Rates: Zone 1, \$3.00 per year, Zone 2 and above, \$4.20 per year. With Classified advertising rates: 6 cents per word first insertion; 4 cents minimum; 6 cents per word additional insertion. 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.

CIRCULATION 266-2000 Mail O.G. Nieman Publisher Sue Coleman Women's Editor Lynn Brisandine Advertising Manager

Get together with financial house and get the money you want together.

There are a lot of things to want, but what most people need is the money to get them. And financial house is where the money is. Get up to \$2,000 or more to turn your "wants" to "haves." And remember, the more you borrow, the lower your interest rate.

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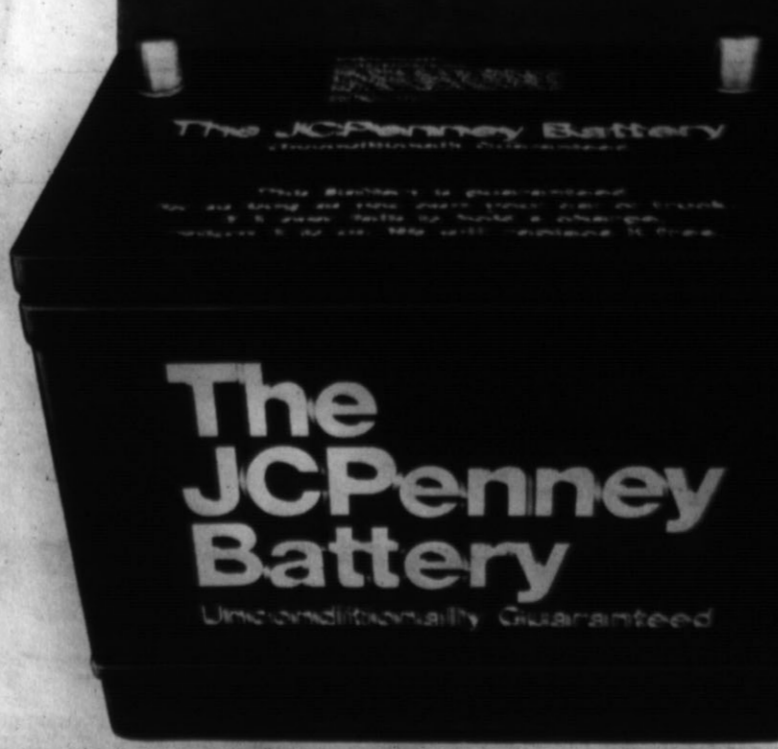
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REVIVAL

Good Old Fashion Country Style Preaching

Gene Streun Summerfield Music Derrel Lewis Canyon Evangelist

SEPT. 15-21 8:00 P.M. SUMMERFIELD BAPTIST CHURCH

BILL BROXSON, Jr. PASTOR Ya'll Come, Nursery Provided

Fiesta--

from Page 1

Main Street, turn east on 2nd and proceed to the Bull Barn. At 8 o'clock that night, a fiesta dance will be featured at the Bull Barn until 1 p.m.

A final fiesta dance is scheduled from 8 p.m. - 1 a.m. Monday at Wishing Well Ballroom.

DON MIGUEL Hidalgo y Costilla is known among Mexico's descendants as the Father of Independence because of



They say in Cornwall, England that biting off the first fern seed of Spring will keep one free from toothache all year long!

his campaign for liberty in 1810. Castillo, who was eventually executed for his beliefs, studied and adhered to the freedom creed which was being spawned by French and American revolutionaries of the 18th century. His efforts are compared to those of Ben Franklin, Thomas Jefferson, Patrick Henry and other heroes of that era. His cry was "Long live America and may bad government die!"

TV COMMENTARY

By John Smiley

THE HUMAN personality provides the something that makes for the real joy of living. During the first week of September, TV provided a recap of two human personalities that are interlaced in the heritage of America.

HAL HOLBROOK starred in the first of a six-part portrait of Abraham Lincoln, adapted from Carl Sandburg's Pulitzer Prize-winning biography. Shown on NBC, these dramatizations about

Lincoln will avoid the expected historical events and will concentrate on the human side of the 16th President.

ANOTHER outstanding personality presented to viewers the maiden week of September was that of Clarence Darrow, the defense attorney in the Scopes "monkey trial," portrayed by Henry Fonda. In this instance, one hopes Fonda's brilliant and moving performance will be re-run. Those who viewed it the first time will enjoy a second helping; those who haven't seen it can see what was missed.

IT IS REPORTED that CBS's White House correspondent Dan Rather may be considering taking on a different assignment. Rather also anchors "CBS Saturday Evening News."

IN THE win-some-lose-some department: Jack Lord went on a short strike from "Hawaii Five-O" to back his demand that CBS fire one of the producers. The network backed the producer. Lord is back on the job.



Attorney General Visits After Dinner

Texas attorney general John Hill shakes hands and chats with Hereford citizens at a barbecue dinner Saturday night. The event, held by the Deaf Smith County Democratic Club, was attended by more than 150.

Hill Addresses Demo Club

Texas Attorney General John Hill told a group of about 150 members of the Deaf Smith County Democratic Club Saturday night that the citizens of Texas would have to work as a single unit if the problems facing the state were to be solved.

Hill was the guest speaker at a barbecue dinner held by the DSCDC and many ranking Democratic officials were on hand for the occasion. Although Hill was the main speaker, 13th Congressional candidate Jack Highower gave a short speech.

Others on hand included Representative Bryan Poff, now judge-elect for Potter county, several Deaf Smith county officials, including district clerk Lola Fay Veasey, tax collector Nell Miller, sheriff Travis McPherson, county commissioners Earl Holt, Bruce Coleman and Austin Rose,

several precinct chairman and county chairman Leo Witkowski. Two other guests were state committeewoman Ruth Oliver of Pampa and Swisher County chairman Dick O'Daniel.

Hill told the group that if the people of Texas did not cooperate with each other in facing the state's problem, the state will not make it. "We don't need any solo acts. As attorney general I work with officials on the county level and every level of state government. By working this way, it will not only benefit what I'm trying to accomplish, but what we're all working for."

Furthering his plea for unity for action, Hill urged the group to work not only as Democrats, but as citizens to help others. Hill had praise for Democrats in the state, though, and on the national level. "Democrats

have concern for the people. I want to see this nation have another chance under a Democratic administration. But we can't have any weak candidates. We need strong candidates that will be offering some solutions to the problems in this country."

Working as attorney general, Hill said, he had become aware of the growing problem of organized crime in the state of Texas. "I'm not an alarmist, but organized crime, unless we stop it, is going to be a serious problem in our state. Unless we get behind our law enforcement officials, we'll have serious problems. Crime could overtake us."

Concluding his speech, Hill said that politics was a great part of the country, but that it required participation on the part of the individual if the country is to succeed.



Tree Litter

From time to time, when the west wind blew, twigs and leaves from Fred Miller's poplar tree would flutter down into a neighbor's back yard. Resentful, the neighbor finally took the matter into the courtroom.

"It is up to Miller to keep his litter out of my yard," he told the judge. "If there is no other way, then let him cut the tree down."



But the court refused to mix in. Noting that the tree was located entirely on Miller's land, the court said he could not be blamed for the natural process of shedding.

Generally speaking, the law will not interfere with natural growth on private property.

Then, another man was held entitled to maintain four large maple trees on his land even though they kept a neighbor's house in the shade. The court said his freedom to use his own property outweighed the indirect annoyance to the neighbor.

On the other hand, the neighbor may have a valid complaint when the injury he suffers is more substantial. Then, when branches actually spread across the property line, most courts give the neighbor the right to chop them off at the boundary.

Furthermore, a neighbor usually has grounds for suit if a tree threatens his safety. Another case involved a badly decayed elm standing near a back yard fence. The next door neighbor, fearful of an impending accident, warned the tree's owner of the danger—to no avail.

One morning, during a storm, a heavy branch split off and fell across the fence, striking the neighbor on the shoulder. Under these circumstances, the owner of the tree was held responsible for the neighbor's injuries.

The court said he had no more right to keep a dangerous tree on his property than to keep a dangerous building.

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

© 1974 American Bar Association

Duckwall's

Treasure Hunt Night

Starting at 6 P.M. Two \$10 Gift Certificates hidden in plain sight.

Lucky finder will be able to redeem it for

merchandise of your choice.

CLIP COUPONS

SAVE 3 BIG DAYS

Prices Subject to Stock On Hand

<p>Sept. 12, 13, 14 Laternite Antiseptic 20 oz. 78¢ Our Reg. \$1.29 Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Polident 4oz. 66¢ Our Reg. \$1.09 Limit 1 with Coupon</p>	
<p>Sept. 12, 13, 14 Hold & Hold & Hold Regular or Unscented 8 oz. 83¢ Our Reg. \$1.47 Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Johnson's Baby Shampoo 12 1/2 oz. \$1.07 Our Reg. \$1.64 Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Jergens Lotion with Pump 16 oz. 88¢ Our Reg. \$1.52 Limit 1 with Coupon</p>
<p>Sept. 12, 13, 14 T-RIDE Medicated Paste 4 1/2 oz. 53¢ Our Reg. 86¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Ban Roll-On Anti-Permpant 1 1/2 oz. 63¢ Our Reg. 86¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Milt-Dolone Tablets 30's 73¢ Our Reg. \$1.02 Limit 1 with Coupon</p>
<p>Sept. 12, 13, 14 FDS Feminine Deodorant Regular or Powder 3 oz. 73¢ Our Reg. \$1.24 Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Close-Up Toothpaste Family 6.4 oz. Red or Green 59¢ Our Reg. 85¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Gardol 12" x 24" 4 97¢ Our Reg. 24¢ Limit 4 with Coupon</p>
<p>Sept. 12, 13, 14 Glad Sandwich Bags 150 in Pkg. 33¢ Our Reg. 86¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Glad Food Storage Bags 75 in Pkg. 63¢ Our Reg. 85¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Glad Trash Can Bags 30 Gal. - 28 in Pkg. \$1.37 Our Reg. \$2.17 Limit 1 with Coupon</p>
<p>Shop Until 8:30 P.M. Tonight at DUCKWALL'S</p>		
<p>Sept. 12, 13, 14 Luscious Toilet Bowl Deodorant 3 For 50¢ Our Reg. 28¢ Limit 3 with Coupon</p>	<p>Sept. 12, 13, 14 Dapper Dandy Turkey Feather Duster 57¢ Our Reg. 85¢ Limit 1 with Coupon</p>	<p>Sept. 12, 13, 14 Bowl Brush with Holder 67¢ Our Reg. \$1.19 Limit 1 with Coupon</p>
<p>Sept. 12, 13, 14 Twill Towels 4 in Pkg. 96¢ Our Reg. \$1.29 Limit 2 with Coupon</p>	<p>Sept. 12, 13, 14 Tomato Pin Cushion 12¢ Our Reg. 25¢ Limit 2 with Coupon</p>	<p>Sept. 12, 13, 14 Soft Football Tough, Heavy Team \$1.77 Our Reg. \$2.49 Limit 1 with Coupon</p>

Wheat Growers To Hear Rees

Jerry Rees, Executive Vice President of the National Association of Wheat Growers will be the keynote discussion leader Tuesday, beginning at 10 a.m. at the Quality Inn in Amarillo during a special meeting of the directors of the Texas Wheat Producers Association, according to Leo

Withoutski, Hereford, president. He said that twenty-five county officers and many of their wives from throughout the commercial wheat producing area of the state are expected to participate.

During the morning wheat policy development session it is expected that Rees,

headquartered in Washington, D.C., will brief the Texas leaders on the status of many current wheat-related issues including: expectations for agriculture during the Ford administration, export controls, domestic and international grain reserves, target prices and loan rates as well as food and agriculture expectations in the Economic Summit Conference Conference scheduled later in the fall.

Rees will have just participated as one of 60 invited farm leaders in a "mini-summit" on food and agriculture in Chicago tomorrow.

During the afternoon session the Association leaders will complete plans for holding the Texas Wheat Producers Association leaders will complete plans for holding the Texas Wheat Producers Association Annual Meeting and Wheat Symposium in Wichita Falls, Nov. 21 and 22 and elect committees and develop plans for holding the National Association of Wheat Growers Annual Convention in Amarillo, Jan. 13-16, 1975—the first time the 400 delegate convention has met in Texas since 1964.

Wives of wheat growers attending the Tuesday meeting will have a morning tea and tour Las Tiendas de Amarillo. They will join their husbands for lunch and participate in the afternoon planning session developing details for the women's activities of the forthcoming convention, Withoutski said.

The Texas Wheat Producers Association was founded in 1950 and has since continuously represented Texas wheat growers at state, national and international meetings.



The Greeks believed that the soil of Lemnos cured snake-bite.

The only excuse for writing is to spread intelligent thought and information rather than seek popularity.

Third Man Arrested In Cattle Rustling

Jerry Deas, 29, surrendered himself to Deaf Smith County sheriff's deputies Monday morning in connection with a cattle-rustling case that dates back to Aug. 2.

Deas was named in an indictment handed down by the County grand jury on Aug. 27 in which his two brothers, Tommy and Ronnie Mack Deas, were also named. The case involved 103 head of cattle missing from the Texsun Feed Yards.

The theft, which officers believed occurred the night of Aug. 2, began a case that kept sheriff's deputies and the county task force busy with the investigation for over a month. The cattle were believed

stolen in a borrowed trailer, and then shipped to Houston. The cattle were discovered in Houston four days later and officers began piecing the case together.

Tommy Deas and Ronnie Mack Deas were both arrested before the grand jury met and were both released on \$25,000 bond. After the grand jury indictment named Jerry Deas in the case, it was discovered he was at large in California. Officers held a warrant for his arrest until Monday morning when he surrendered at the sheriff's office. Legal counsel was present.

Deas posted \$25,000 bond on the charge of theft over \$10,000 and was released.

JCPenney

OPEN EVERY THURSDAY AND SATURDAY NIGHTS UNTIL 8:30

Come join us tonight for our TREASURE HUNT. Five \$5 Gift Certificates will be placed in open view between 6 P.M. and 8 P.M. on sign holders, displays ect.

SHOP OUR FALL SAVINGS FAIR CIRCULAR Inserted in today's paper for some real budget savings

Lieutenant Governor's Report

By Bill Hobby

AUSTIN—Now in its second decade of operation, the Texas Tourist Development Agency has proved to be a real booster of our state's economy.

The agency was created in 1963 to reverse our sagging tourist fortunes. From 1957 to 1962 the number of tourists in Texas declined seven per cent, and their spending was off by 13 per cent.

In the five-year period after creation of the TDA tourism rose 58 per cent and visitor spending increased by 130 per cent.

By 1972, visitors to Texas totaled 22,300,000. They spent almost \$2.2 billion, or about twice as much as the state's crops were worth that year.

That year also put Texas in the exclusive company of Hawaii, Florida, California, and New York as the only states to attract more than \$2 billion in tourist spending.

Last year, tourists paid \$197 million in direct state taxes. This is a return of \$113 in taxes for every dollar the state invested in tourist development during the year.

During its first decade of operation, the Tourist Development Agency has consistently realized a return of at least 100-to-1 on the state's investment in attracting visitors.

The dramatic change of direction in our state's tourist industry since 1962 is attributable in large measure to the close cooperation between the public and private sectors and their growing investments in tourist development.

With prospects of continuing gasoline shortages, the TDA recently began emphasizing package tours featuring fly-drive trips.

Last year, the Tourist Development Agency published 100,000 copies of its "Tours of Texas" pamphlet, describing 40 package tours.

Armed with something tangible that travel agents could offer clients, the TDA last year intensified its efforts to reach the foreign markets. For the first time, the agency led a travel mission to Mexico, a trip that already is paying dividends in more visits from our South-of-the-border neighbors.

Because of the huge contributions to the Texas economy in general, and the state treasury in particular, it is obvious that we must continue our efforts to attract tourists.

We can all help insure the success of these efforts by continuing our state's tradition of hospitality.

President Ford has signed an \$11.9 billion housing and community development bill which he said "will give real impetus to local decision making, local action and local responsibility."



To Relinquish Crown

Miss Diana Torres, reigning queen of the fiestas patrias celebration, will relinquish her crown at a coronation dance tomorrow night at the Bull Barn. Her successor is Miss Angelina Guillen, daughter of Mr. and Mrs. Juan Guillen. Miss Torres, daughter of Mr. and Mrs. Frank A. Torres of 410 Ave. K, is a freshman student at West Texas State University where she is majoring in elementary education. Carrying her train are her little brother and sister, Dickie and Sobelda. Also giving up their titles Friday evening will be Minerva Perales, princess, and Mary Camarillo, duchess.

Club Has 1st Meeting

Joyce Shipp, county home demonstration agent, was guest speaker at Palo Duro Extension Club's first meeting of the new club year Monday evening in the home of Mrs. State Norvell, 736 Ave. G.

Mrs. Shipp spoke of the history of men's clothing and exhibited men's fall fashions.

During the business meeting, three new officers were elected. Mrs. Norvell was voted to serve as president; Mrs. Doug

Phillips, secretary-treasurer; Mrs. Jimmy Yeager, council delegate.

Members present were Mmes. Dan Gorman, Ralph Warren, Lynn Fisher, Tony Gorman, Mickey Brisendine, Mike Oberski, Yeager, Ted Coleman, Phillips and Stacy Lea.

France detonates another nuclear device.

Congress may reduce net total of budget.

Las Grandes Fiestas Patrias

Finalmente hemos llegado a las Grandes Fiestas Patrias de 1974. En este año conmemoramos 164 años de la Independencia de Mejico. En La Madrugada del 16 de Septiembre de 1810, se formo un pequeño ejercito con el cura de dolores, Miguel Hidalgo y Costilla, como líder para luchar su libertad y su independencia de Espana.

Missouri Beef Announces Sales

David J. La Fleur, President of MbPXL Corporation, successor to Missouri Beef Packers, Inc. announced that Missouri Beef Packers, Inc. had sales of \$402,163,175 and earnings after taxes of \$3,464,040 for the nine months ending July 27, 1974. The earnings per share of \$3.01 compare with \$1.88 in the nine months ending July 28, 1973.

On Sept. 3, Missouri Beef Packers, Inc. merged with Kansas Beef Industries, Inc. to form MBPXL Corporation. It is expected that this is the last separate earnings statement to be issued for Missouri Beef Packers, Inc. The new corporation has slaughtering and fabricating facilities in Missouri, Kansas, Texas and Idaho, cattle feeding facilities in Kansas and a distribution center in Philadelphia.

En Atotonilco el cura Hidalgo tomo el estandarte de la Virgen de Guadalupe, al cual le puso una inscripcion que decia: "Viva La Religión; Viva Nuestra Madre Santisima de Guadalupe; Viva Fernando VII; Viva la America; muera el mal gobierno." Este fue el estandarte de guerra que se uso.

Muriendo por la libertad, el cura Miguel Hidalgo y Costilla se reconoce en la historia de Mejico como el padre de la independencia, siendo que sembro la semilla de la independencia. Ahora despues de mas de siglo y medio recordamos la gran obra de este heroe celebrando las Fiestas Patrias.

A las celebraciones estan cordialmente invitados todos de la comunidad de Hereford, Deaf Smith, y ciudades circunvecinas. El programa de los dias de Las Fiestas sera lo siguiente:

El 13 de Septiembre — Baile de Coronacion dara principio a las 8 p.m. En big Bull Barn y sera amenizado por la orquesta La Sangre Viva y la orquesta de Angel Moya. Las Taquillas se obtendran de los miembros de la organizacion de San Jose a \$6 la pareja por adelantado y a \$8 a la puerta. Su majestad, la Reina Angelina Guillen, sera coronada en este baile.

El 14 de Septiembre — Dia del desfile. Todo participante en el desfile se reunira en el

Hereford Community Center (Avenida C y Park) a las 3 p.m. El desfile empezara a las 4 p.m. Desfilando por la calle Main, calle Segunda hasta Avenida K por la Carreterra 60 hasta el Big Bull Barn. A las 8 p.m. Dara principio el baile en el Big Bull Barn, amenizado por la orquesta La Guerra de Mission, Tejas y el conjunto Los Vampiros. Las taquillas para este baile se obtendran de los miembros de la organizacion de San Jose por adelantado \$8 y a la puerta \$10.

El 16 de Septiembre — Baile de la Independencia. Despues de gran exito del baile de eleccion, estara de nuevo en el Wishing Well Ballroom, 201 N. Main Angel Moya y su Orquesta. Este, el ultimo baile

principio a las 8 p.m. Las taquillas estaran a \$5 la pareja por adelantado, \$6 a la puerta.

Es un hecho que el pueblo Mejico-Americano participa en dos culturas y que habla dos idiomas, o a lo menos los reconoce. Siendo nuestra herencia tan rica y la influencia de nuestra historia tan profunda nos urge proclamarle al mundo que los nuestros hemos legado que estamos orgullosos de nuestra herencia historica y que afirmamos que por los esfuerzos de nuestros antepasados igual que los nuestros hemos legado hasta este punto en la historia.

En particular al pueblo Mejicano y Mejico-Americano y a todos de nuestra comunidad les deseamos unas Fiestas Patrias de mucha alegria.

SEPTEMBER Savings

SUGARLAND MALL

THURSDAY NIGHT GIFT CERTIFICATES

Flannel Lined Warm Up Jacket

7⁴⁴

Casual jacket ideal for the first cool weather. 100% water repellent nylon shell with regular collar, snap front, elastic wristlets, draw-string bottom, and slash pockets. S-M-L-XL in navy, burgundy, green, gold, or red.

Denim Flares

6⁹⁷

Men's 13 1/2 oz. heavy weight all cotton blue denim jeans. Waist sizes 28" to 38" and S,M,L lengths.

Value To \$25⁰⁰

Flannel Shirt

65% Cotton 35% Polyester

Ultra Press Never Needs Ironing. Machine Wash, Tumble Dry Warm. No Bleach Wash Reds & Dark Colors Separately

\$6⁹⁹

Thursday Eveing AFTER 6 SPECIALS

Men's Dressed Up Work Oxford

ROBERTS

Ideal for the man on his feet who needs a comfortable shoe for work. Brown textured leather with moc toe 2 eyelet lace, crepe sole and heel. Sizes 6 1/2 to 12.

13⁸⁸

Special Purchase

Irr's Ladies Better Knit PANTS

\$5⁰⁰

No Iron Brushed Acetate

Red Only GOWNS

\$2⁹⁹

Group Polyester DOUBLE KNIT

Values To \$2⁰⁰

3" Yd.

TREASURE HUNT FOR GIFT CERTIFICATES

Thursday Night Special Big Mama

PANTY HOSE

Reg. \$1⁰⁰

1" Pr.

Fully Lined All Vinyl TABLE CLOTHS

52 x 70

60 x 90

70 In Round

Reg. \$3⁰⁰

\$2⁸⁸

Giant Size SLUMBER BAGS

Reg. \$10⁰⁰ to \$11⁰⁰

Thurs. Night Special

\$9⁸⁸

Special Group DRESS & PANT

SHOES

\$6⁹⁹

*5 Gift Certificates at \$5 Each. You Have 5 Chances to Win!!!!!!

THURSDAY 6 to 8:30 ONLY

Gift Certificate Night

\$25* IN GIFT CERTIFICATES TO BE GIVEN AWAY TO THE CUSTOMERS WHO FIND THEM

Ladies Polyester PANT SUITS **\$13⁹⁰**

2 Racks Junior & Misses SEPARATES

- Pants
- Blazers
- Skirts
- Sweaters
- Vests
- Shirts
- Shells

Special Rack Junior & Misses PANT SUITS & DRESSES **\$29⁹⁰**

MENS & YOUNG MENS

- Ties
- Outer Coats
- Belts
- Shirts
- Pants
- Pajamas
- Suits
- Casual Jackets
- Sport Coats
- Leathers

SPECIAL GROUPS

BOYS DEPT. E.S.P. EXTRA SPECIAL PREMIUM

SPORT & WINTER COATS **20% OFF**

SHOE DEPT. SHOES **\$6⁹⁹**

1/2 PRICE

4-H Suits Volunteers

If volunteer programs are your "thing," then the Texas 4-H and youth program offers unlimited opportunities to help young people learn and develop. 4-H is the youth development program of the Texas Agricultural Extension Service and focuses on the needs, interests and concerns of boys and girls between 9 and 19 years of age," points out Yvonne Garcia, Extension 4-H and youth specialist. "Its aim is to help young people develop through practical learning experiences like preparing a nutritious meal, building bookshelves or growing a vegetable garden."

Since young people do not develop their skills and attitudes overnight, they need and seek guidance from the 4-H volunteer who helps them probe the "why" behind the "how to do it."

"Helping youth develop, however, requires different kinds of leadership," notes the Texas A&M University System specialist.

For those who prefer to work primarily with youth, 4-H offers leadership roles related to the organization, project or activity aspects of a 4-H group. While the organization leader guides the overall operation of a 4-H group, the project and activity leaders help boys and girls learn by involving them in a specific project—clothing, auto repair, bicycle safety—and related activities, such as

safety clinics, exhibits and local tours. These leaders may, in turn, be assisted by junior and teen leaders who work closely with an adult or teen advisor. Volunteers who prefer to work primarily with adults also have a wide range of choices. A 4-H project or activity chairman helps other leaders with a specific activity or project. A 4-H recruiter seeks out youth and adults interested in becoming 4-H members or leaders, then allows the 4-H organizer to help the new group get started. Volunteers are also assisted by the 4-H trainer who helps train other leaders in the area and by the 4-H resource person who secures special materials or people from the community.

"If you are interested in young people, want to share your talents and hobbies, and enjoy meeting other adults with your same interests, consider being a 4-H volunteer," says Miss Garcia. "Contact your local county Extension agent for personal assistance to help you find a volunteer role that's right for you."



Roast Beef For Lunch

Members and guests of Hereford TOPS Club were served West Texas beef roast at a lunch Tuesday, by home economists from Furr Foods who gave the program on meat cookery. They are setting platters of sliced roast on the table as two club members look on. Mrs. Ancil Greenway, second from left, is TOPS club leader.

Ford 4-H Club Hears Patrolmen

"Many of the 28 million people who have left agriculture since 1940 would still be operating small family farms if they could have supplemented their income with a local non-farm job," said Will Erwin, Assistant Secretary of Agriculture for Rural Development.

Sgt. Bill Wells and patrolman Ralph Pedigo were guest speakers at Ford 4-H meeting Monday evening in Ford Community building. The two Department of public Safety patrolmen gave a program on safety tips while riding trail bikes. They also

explained the best way to fall and stressed that helmets be worn when riding the bikes. During the business meeting members made further plans for improving motorcycle tracks on an area farm. Painting signs and building spectator seats are some of the

club's projected plans for the track area. They also made tentative plans for participation in 4-H Day at the Tri-State Fair. Seventeen members were present including the club advisors, Mr. and Mrs. William Cheek.

Discount Buying Clubs Paint Rosy Pictures

By JOHN L. HILL
Attorney General

The chance to buy merchandise at low discount prices has a lot of appeal for consumers these days because of currently rising prices on many consumer goods.

In the face of such price increases, some consumers have considered joining "buyers clubs" that offer savings on a number of items.

Many of these clubs are able to offer such savings because they can buy in bulk, or because they offer a more limited selection than regular department or specialty stores. In addition, those buyers clubs that operate by mail, with members ordering from catalogs, have no overhead or employee salaries to offset.

BUT TEXANS who are solicited to join buyers clubs that may make offers of savings on various kinds of purchases should exercise some caution before committing themselves, say our Consumer Protection attorneys.

Buyers club solicitations often are made by telephone, through the mail, or even in person-to-person or on-the-street contact. They may be followed up by a personal visit

from a salesman who occasionally may employ high-pressure tactics.

Salesmen or promotional material for such clubs may paint rosy pictures of the merchandise available and may also indicate unrealistic amounts of the savings consumers can realize if they join and buy through these clubs.

Our Consumer Protection Division points out, however, that what may not be emphasized by the salesman or in the promotional material is that a consumer must pay what usually amounts to a substantial membership fee to get the right to purchase through the club.

After paying such a fee, the consumer may find out that the benefits, products, and savings are not as great as they had been represented to be.

Consumers may find that some clubs occasionally substitute products for those ordered and that such substitutes may be of a different grade or quality than the original order.

Some clubs may also have an insufficient quantity of the products on hand to fill orders, or may require a minimum order.

It may be difficult to get prompt delivery on certain items offered by a buyers club, and in addition, the purchaser must usually assume the cost of returning any damaged items to the club for replacement.

PERSONS CONSIDERING membership in a buyers club should take the following

precautions, according to our Consumer Protection attorneys:

1. Make sure you have the correct name, mailing address, and telephone number of the seller.

2. Get from the salesman or the club itself the names of club members in your area and check with them to see if they have been satisfied with the savings, benefits, and products supplied by the club.

3. Do some comparison shopping before agreeing to join such a club, to determine that the prices advertised are accurate and to assure yourself that membership will result in significant savings.

4. Be aware that a club's listed prices usually do not include sales tax or mailing or delivery charges.

5. Check to see that local stores or repair shops will honor warranties on buyers club goods, or you may have to send merchandise back to the club for repairs.

6. Remember that if you join a club through door-to-door solicitation you have the right to change your mind and get your money back if you cancel within three days.

7. Examine the club's membership contract carefully. Make sure your obligations and benefits are spelled out.

IF YOU have a consumer problem, consult the Attorney General's Consumer Protection Division, your county or district attorney, or your local Better Business Bureau.

Water Importation Plans Get Boost

Plans for importation of water to the high plains of West Texas and Eastern New Mexico are getting a big boost from the governor's water task force, Gen. James Rose, director of planning coordination for the governor's office, told directors of Water, Inc. at a Lubbock meeting. "For the first time," Gen. Rose said, "we have all water interests in the state and our congressional representatives working in harmony toward a common goal."

Water importation into semi-arid areas of Texas and New Mexico is included in the statewide action program being drafted by the task force, Gen. Rose said. This means that the project along with delivery of water to the Rio Grande Valley and various dam construction projects are being put "on the front burner," he said.

The water task force, organized late last year by the governor, has been meeting

monthly and is developing an overall water program to recommend to the governor, and is calling on him for leadership in implementation. Gen. Rose is chairman of the task force.

Gen. Rose praised the efforts of Water, Inc., in keeping the "Ballrolling" on an import program, and he told the directors that the organization must continue to play a key role in the development of a unified program for water development that all areas can support.

A highlight of the board meeting came when Geo. W. McCleskey, president, presented a resolution to Marvin Shurbet of Petersburg commending him for his service on the Texas Water Development Board and as a longtime Advisory Director to Water, Inc. Shurbet retired from the Water Development Board earlier this year after 12 years of service.

WTSU Plans Unusual Programs

Four outstanding programs are planned for the West Texas State University academic year that are somewhat unusual, educational and entertaining, according to Dr. John Green, special program chairman at West Texas State.

Boston Professors Raymond McNally and Rada Florescu will conduct a discussion on "The Search for Dracula" at 8 p.m. Oct. 8 in WT Activities Center. A discussion is scheduled for 4 p.m. that afternoon.

The legendary Count Dracula, the fictional nobleman who rose from his coffin nights to drink blood from the necks of Victorian ladies, was inspired by a real person — ghoulishly cruel, but not a vampire, according to these professors.

Professor Florescu has discovered that his heritage is traced back to Dracula's times and has tracked the vampire trail throughout Romania three separate times. He found Dracula's castle in 1969.

Surrounded by dense forests, its walls rising straight up from the sides of a 300-foot precipice, the castle was every bit as imposing, isolated and sinister as the man, Prince Dracula, that the two professors had spent nearly a decade researching.

According to Florescu, Dracula means "son of the Devil. It was derived from his father, Dracul, which is the

word for Devil in modern Romanian.

We have no doubt that there really was a Dracula," Oxford-educated Florescu said, "and the count was as fiendish as his fictional reputation, except he wasn't a vampire."

In contrast with the Dracula Program is the Yugoslavian dance company FRULA at 8 p.m. on Nov. 4 in the WT Fieldhouse. It was founded in 1904 by Dragoslav Džadovic, former artist-director of the Branko Krmanovic Ensemble. Džadovic created, according to Dr. Green, an explosively colorful, varied and fast-moving show that fairly bursts at the seams with energy and vitality and keeps audiences riveted to the edges of their seats from the first curtain to the last.

Džadovic started with an ensemble of 30 carefully selected dancers, singers and musicians. He embarked upon a prolonged and intensive research and training program, taking his small troupe to the farthest reaches of their homeland to study and perfect the music and folkways they discovered there. They developed a unique style, which has brought them international renown, Dr. Green explained.

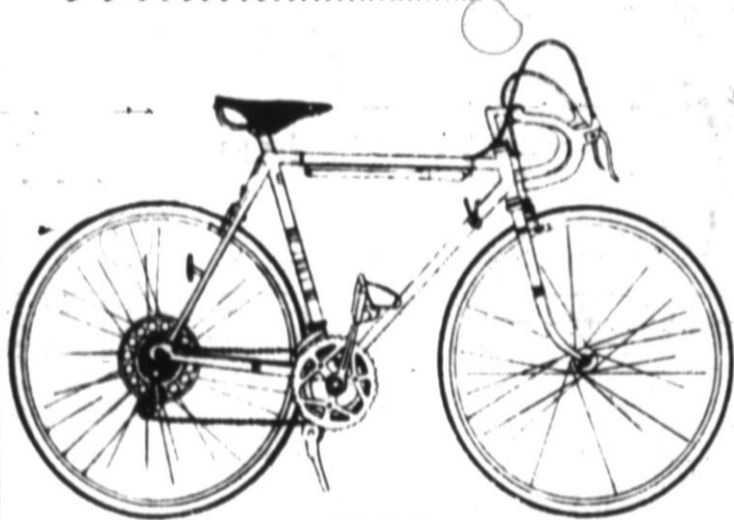
There are now "dances, acrobats, folk instrumentalists, and singers whose average age is twenty-one.

GRAND OPENING

of SPOK SHACK in Sugarland Mall

This Thursday-Friday & Saturday
Featuring:

CCM HIGH QUALITY BIKES
Sales & Service
Our Bikes Carry a 3 Year Warranty



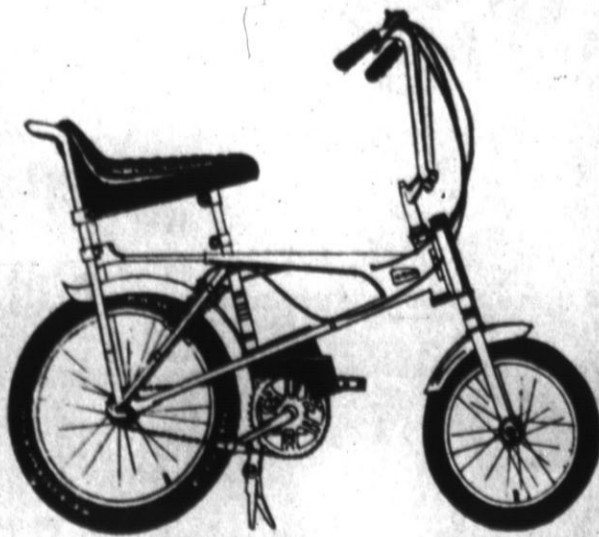
MISTRAL



TARGA



ESPRIT



MARAUDER

Register For

GRAND PRIZE

10 Spd. Bike
to be Given Away
Saturday Sept. 14th

We Service All
Makes and Models
Of
BICYCLES

GRAND OPENING SPECIALS

	Reg.	Sale	Reg.	Sale	
BEACON	'129	\$109 ⁹⁵	STINGRAY	'99	\$79 ⁹⁵
Brown Masburg 10 Spd.		\$99 ⁹⁵	CARNARDE	'155	\$139 ⁹⁵
DELUXE	'119	\$69 ⁹⁵	Mohawk Single Speeds		
3 Spd.			LADIES	'65	\$49 ⁹⁵
MOHAWK	'79	\$149 ⁹⁵	MENS	'65	\$49 ⁹⁵
Merc					
DELUXE	'169	\$119 ⁹⁵			
Other					
24"	'139	\$109 ⁹⁵			
RACER	'129				

For the best in
Bikes come to
SPOK SHACK

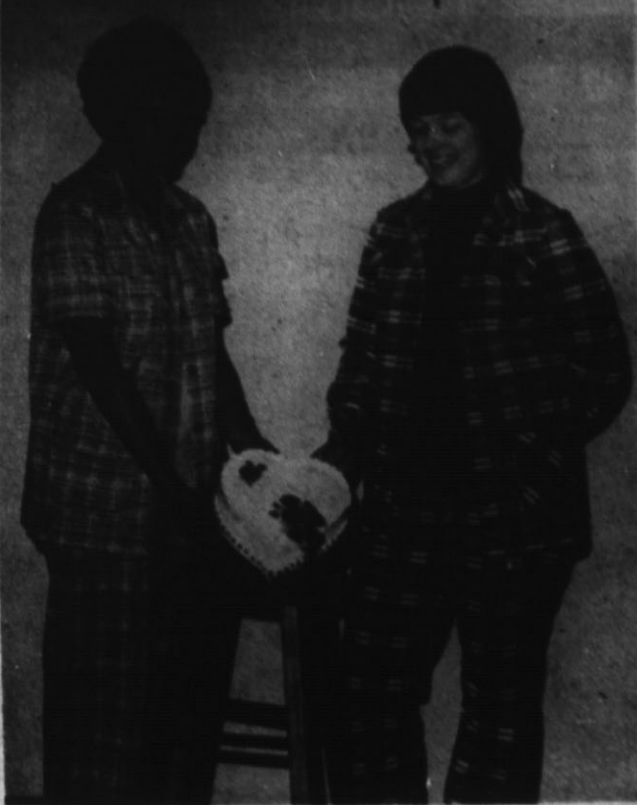
Now Open In
SUGARLAND MALL
—Come On By—

T G & Y

FRIDAY 13th

family center

Good Luck SPECIALS! Thursday thru Saturday



A Tempting Confection

Mrs. Larry Walterscheid and Mrs. Tommy Albracht display a sample of the baked goods which will be on sale Saturday in Sugarland Mall. The sale, which will begin at 10 a.m., is sponsored by Citizens For Decency Through Law. This particular cake was prepared by Mrs. Mark Koenig of Route 3.

Nurses Hear Possible Duty Role

Disaster preparedness for nurses was discussed with a group from Hereford when Odell Woody of Lubbock, nursing consultant for the West Texas Division of the American Red Cross, visited here Monday. The group met for lunch at Dickie's Restaurant.

Responsibilities and duties of nurses in case of disaster were outlined by Mrs. Woody, who has lately had experience with Red Cross disaster teams in Pennsylvania and Kentucky areas hit by floods and storms. Some of the local nurses could contribute their own experiences from the Hereford

tornado of a few years ago. Tentative plans for a disaster workshop for Red Cross nurses in this area were presented by the visitor.

Joyce Seigler, chairman of the nursing service committee in Deaf Smith County Red Cross Chapter, announced the appointment of Winnie Ruth Anderson as chairman of the disaster nursing committee. She also named Rose Ann Smith as chairman of nurse enrollment for possible disaster service.

Others at the meeting were Kathryn Acton, director of nursing at Deaf Smith General Hospital, Phyllis Cornelius and Pat Barber.

Dealer Is Suspended For Violation

Arvel L. Baker, operator of the Art Baker Cattle Co. of Hereford, has been suspended as a registered livestock market agency and dealer for violating requirements of the Packers & Stockyards Act, it was announced this week by the U.S. Department of Agriculture.

Baker consented to issuance of the order and waived oral hearing. He neither admitted nor denied the charges contained in an administrative complaint filed by USDA's Packers & Stockyards Administration.

Baker's registration was suspended for a 60-day period, and thereafter until he demonstrates he is no longer insolvent. The complaint alleged violation of financial, payment, and record-keeping requirements of the P&S Act.



Navy Graduate

Mr. and Mrs. John Kirk Owsley are the parents of a daughter born September 10. She weighed 6 lbs. 6 oz.

Mr. and Mrs. Moses Ramirez are the parents of a daughter, Mary Lou, born September 9. She weighed 7 lbs. 6 1/2 oz.

Mr. and Mrs. Juan B. Jackson are the parents of a girl born September 10.

Mr. and Mrs. Ron Hale are the parents of a son, Brandon Brice, born September 8. He weighed 8 lbs. 2 1/2 oz.

Mr. and Mrs. Harlan Dale Milner are the parents of a daughter, Mendi Paige, born September 7. She weighed 8 lbs. 9 oz.

Navy Seaman Randall C. Amundson, son of Mrs. Paula J. Amundson of 1416 W. 10th, graduated from recruit training at the Naval Training Center, San Diego. He is scheduled to report to Electronics Technician School, Great Lakes, Ill. The training included instruction in seamanship, military regulations, fire fighting, close order drill, first aid and Naval history.

Mike Mansfield, Senate Democratic Leader: "I hope he (Ford) does seek reelection. He is, by far, the best they have."

It's not peace we object to, only the nervous tension that goes with it. -Times, Roanoke.

Seems So? Even a woodpecker owes his success to the fact that he uses his head. -N.O.W. Magazine.

Gerald Ford, President: "I will not hesitate to use the veto to control inflationary excesses."

HELP WANTED

The City Of Hereford Is Accepting Applications For Employment For The Street And Water Departments.

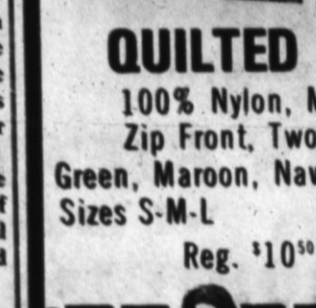
Application Forms May Be Had At The Water Department Office In The City Hall.

REMNANTS OF BETTER QUALITY FABRICS 30% OFF!

"Golden T" Polyester Acrilan[®] YARN 50% Spectra Polyester & 50% Acrilan[®] Acrylic. 4 ounce skeins. Ideal for sweaters, machine washable! Buy Several! 88c Each



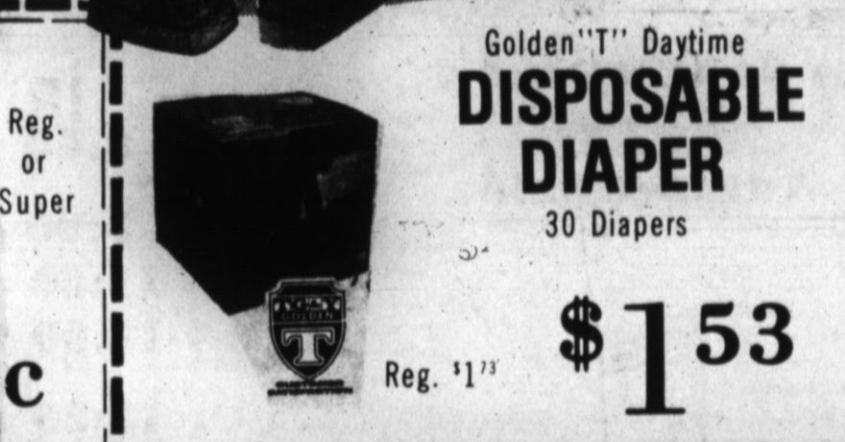
Ladies UNIFORM TOP 60% Polyester, 40% Nylon, Reg. or Gold with White trim on Collar and Arm Holes, Zipper or Button Button Front Sizes S-M-L Reg. \$8 \$6.88



Men's Nylon QUILTED JACKETS 100% Nylon, Machine Washable, Zip Front, Two Front Pockets Brown, Green, Maroon, Navy Sizes S-M-L Reg. \$10.95 \$9.95



Pleated SKIRT 100% Polyester, Elastic Waist, In Blue, Berry, Navy and White Sizes 10-18 Reg. \$8.66 \$7.66



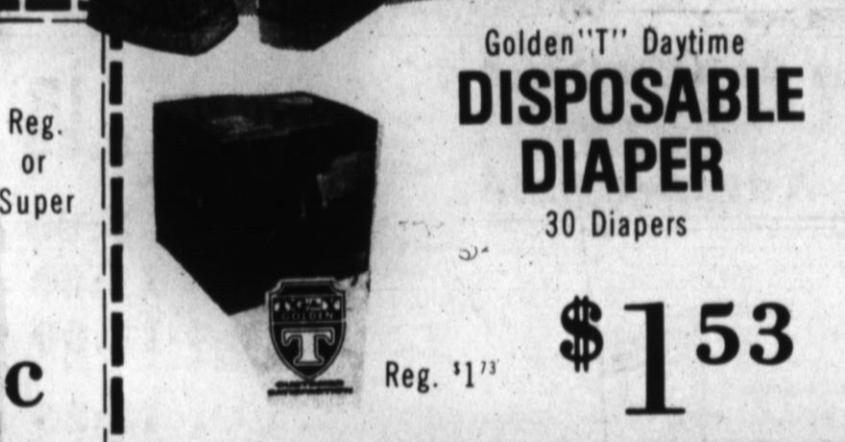
Ladies JEANS 100% Denim, Zip Jeans, 26" Flare Wide Cuff, Navy Only! Sizes 5-16 Reg. \$6.66 \$5.66



Drop Dry, Vinyl Coated HANGERS Set of 12 99c Pkg.



KOTEX 24 Count 88c



Golden "T" Daytime DISPOSABLE DIAPER 30 Diapers Reg. \$1.53 \$1.53



General Electric SILICONE SEAL Resists Mildew 3-OZ. Tube 88c



Ironing Board PAD and COVER 8-Track Tape Cartridge 99c



UTILITY TABLE Asst. Colors Reg. \$4.99 \$2.87



Super Stik DUCT TAPE 1 1/2" x 10 yds. 88c



KWIK SEAL COMPOUND Dap, White 6-OZ. 88c



BAMBOO HAMPERS Perfect for Storing Clothes Small \$2.57 Med. \$2.97 Lg. \$3.47

Health & Beauty SPECIALS

SHAMPOO Revlon Milk Plus 6 Shampoo for Normal to dry 8-Fl. Oz. \$1.29 Reg. \$1.77

SHAMPOO Breck Shampoo in Hair Color Now with liquid gold Protein 16-Fl. Oz. \$1.26 Reg. \$1.77

SUE PREE Hand & Body Lotion, Bath Oil, Shampoo 16-Fl. Oz. 48c

Johnson's Baby POWDER 24-oz. \$1.41 Reg. \$1.97

Macleans TOOTH PASTE The whiteness Tooth Paste Family Size Reg. 83c 34c

TYLENOL Tylenol Tablets safe fast Pain relief without aspirin 24-Tablets Reg. 88c 66c

Right Guard DEODORANT 7-OZ. Reg. \$1.14 88c

CLEANER Ready Mixed Windshield Anti-Freeze Cleaner & Solvent 1-Gal. 99c

EXTINGUISHER Bernz O Matic foam Fire Extinguisher for the Car & Boat Reg. \$2.99 \$2.33

Mop & Glo CLEANER Floor Shine Cleaner 32-Fl. Oz. Reg. \$1.43 \$1.21

Pine Sol Foam BATHROOM CLEANER Eliminates odors on contact Spray Can 17-Oz. Reg. 88c 66c

Scotch Guard FABRIC PROTECTOR 20-Oz. Spray Can Reg. \$2.57 \$1.96

FIESTAS PATRIAS '74

14, 15, 16 Septiembre

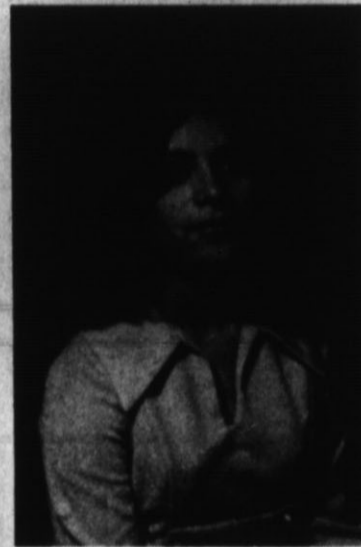


Angelina Guillen
Reina



MICHEL FIDALGO Y COSTILLA

Rosalinda Ortiz Princesa



Diana Guerra Duquesa

GRANDES BAILES DE LAS FIESTAS

Baile de Coronacion

el 13 de Septiembre de 1974

BIG BULL BARN, HEREFORD, TEJAS

dos orquestas

LA SANGRE VIVA

Y

ANGEL MOYA y SU ORQUESTA

Advance Sale

8:00 p.m. - 1:00 a.m.

\$6.00 la pareja

9:00 p.m. La Marcha

11:00 p.m. La coronacion

12:00 Medianoche Grito de la Independencia

12:20 a.m. Himno Nacional de los EE.UU.

Himno Nacional de Mexico

Celebrando las FIESTAS

el 14 de septiembre de 1974

4:00 p.m. Desfile (Parade)

BAILE DE LAS FIESTAS BIG BULL BARN

Orquesta de la Guerra y Conjunto Los Vampiros

8:00 p.m. - 1:00 a.m.

Advance Sale

9:00 p.m. La Marcha

\$8.00 la pareja

9:30 p.m. Homenaje a la bandera de los EE. UU.

Homenaje a la bandera de Mexico

9:45 p.m. Tribuna Libre

Baile de las Fiestas

el 16 de septiembre de 1974

Wishing Well Ballroom

Angel Moya y Su Orquesta

Advance Sale

8:00 p.m. - 1:00 a.m.

\$5.00 la pareja

COMERCIANTES PATROCINANTES

LA FIESTA RECORD SHOP
C.R. ANTHONY'S MAIN STREET
LARRY'S BARBERSHOP
DICKIE'S RESTAURANT
GIBSONS PRODUCTS COMPANY
SPANGLERS DIAMONDS LTD.
CITY TORTILLA FACTORY & BAKERY
CONCILIO LLANO ESTACADO-HEREFORD
JIM'S PLUMBING & HEATING
STAR & TOWER THEATRES
CHRISTIAN BOOK STORE

POYNER'S WHITES STORES, INC.
GONZALEZ BROS. PLUMBING CO.
WARREN BROS. MOTOR CO.
PRINCESS HAIR FASHIONS
TREVINO CONOCO SER. STA.
CROSS ROAR SHAMROCK
J.C. PENNY (Sugarland Mall)
BIG T PUMP CO., INC.
BARRICK FURNITURE & APPLIANCE
HEREFORD FEED YARDS, INC.
CARL McCASLIN LUMBER CO. of Hereford

BIG BURGER DRIVE IN
TAYLOR & SONS FOOD NO. 3
PANCIERA TIRE & SUPPLY
HEREFORD JANITOR SUPPLY
JOE'S HOME APPLIANCE REPAIR
SHORT'S FURNITURE & APPLIANCE
GRANADO BOOKKEEPING & INCOME TAX
BEACON PACKAGE STORE
HEREFORD STATE BANK
FRIONA STATE BANK

DOYLE JOHNSON
CHEVROLET-OLDS
DEAF SMITH COUNTY
ELECTRIC CO-OP
MRS. ABALOS' MEXICAN FOODS
BOBBY GRIEGO DRAG LINE SER.
ECONOMY PACKAGE STORE
PLAYHOUSE SKATING RINK
GUTIERREZ PREMIER SER. STA.

COWAN JEWELERS
LABOR CAMP GARAGE
LA POSTA
BLUE BONNET LAUNDRY
MENDEZ BARBERSHOP
GRIEGO WELDING
BOYNTON'S GROCERY
LEO'S CAFE
HARMAN'S
JONES MOTORS
THE INK SPOT

Report Notes Local Case Increase

The annual report of the Texas Civil Judicial Council, released in Austin, shows that the number of cases filed in the district court of Deaf Smith County during 1973 was 11 per cent more than the number filed in 1972.

Cases filed during the last calendar year totaled 427, including 142 criminal and 285 civil.

Judge Archie S. McDonald of the 69th District Court has jurisdiction in Deaf Smith County. He also serves Dallam, Hartley, Moore, Oldham, and Sherman Counties.

The local district court disposed of 373 cases during

1973, 6 per cent of the cases filed during the year or carried over from 1972. At the end of the year, 447 cases were pending on the docket.

According to the Texas Civil Judicial Council report for 1973, statewide the 254 district, domestic relations and special juvenile courts experienced a 6 per cent increase in filings during 1973 — to 296, 548 cases from 280,971 in 1972. Twenty-six per cent of these were criminal cases.

These state courts disposed of 40 per cent of the total cases filed in 1973 or carried over from 1972. The defendant entered a guilty plea in 47 per cent of the criminal cases disposed of. In the cases disposed of by a jury verdict, 80 per cent of the defendants were found guilty and 20 per cent acquitted.

For the last 40 years the Texas Civil Judicial Council has been collecting information concerning caseloads for the district and appellate courts. Beginning in 1973, the Council has expanded its data collection activities by gathering the publishing statistics on

caseloads of county, municipal and justice of the peace courts. An interim report on the activities of these courts will be published later in the year.

Medicare To Honor Patients At Fair

According to Rex B. Baxter, General Manager of the Tri-State Fair, the fair will once again honor Medicare beneficiaries in the Panhandle Area. Baxter said that Thursday, Sept. 19, has been designated "Medicare Day". On that day all persons having Medicare will be admitted to the fairgrounds free of charge upon showing their Medicare card.

Travis C. Briggs, Manager of the Amarillo Social Security Office said there are 22,000 persons living in the Panhandle eligible for free admission. Briggs added that his office will have a special exhibit in the Southeast corner of the Commercial Exhibits Building throughout the fair. It will be manned each evening from 6:30 to 8:30 p.m. and all afternoon and evening, 12:30 to 8:30 p.m. on "Medicare Day" and Saturday. Questions regarding Medicare and related subjects will be answered and free literature distributed.

Phone Pioneers To Hear Doctor

Telephone Pioneers are invited to hear a presentation by Dr. Jesse Perales, new resident surgeon, at 7 p.m. today in Pioneer Natural Gas Flame Room.

All current and retired telephone employees who worked for 21 years or more are welcome at the covered dish supper.

Coal price soars as utilities seek supplies.

Summerell unhappy Giants won't see Namath.

Saxbe favors no prison for draft evaders.



Nonresidential Beauty Spot

Chosen as the nonresidential beauty spot for the month of August is First Presbyterian Church located at 610 Lee Street. The selection was made by the Women's Division of Deaf Smith County Chamber of Commerce.



Residential Beauty Spot

The W.O. Sheltons' home at 123 Ave. K. was selected as residential beauty spot for the month of August by the Women's Division of Deaf Smith County Chamber of Commerce.

Booth For County 4-H'ers Given Approval

A booth for Deaf Smith County 4-H Clubs at the Tri-State Fair in Amarillo this month was planned when a new year started for 4-H Teen Leaders Association Monday evening at Community Center. A committee of 13 members was

appointed to set up the display booth. Members decided to play host to honor county Home Demonstration Club members at a tea the afternoon of Oct. 12, the place to be selected.

District Council delegates asked for ideas on a theme for this year's district Gold Star banquet. A suggestion that more funds be raised by 4-H members in this county for the state 4-H Center at Brownwood was set aside for later consideration.

Brit Hicks presided for the meeting, with 25 members present. Sherry Harder and Garland Stewart, assistant county extension agents, were also present.

4-H Fair Winners Announced

Products of 4-H Club members' work in growing crops and vegetables, clothing, baking, canning and crafts, were on display in the annual 4-H County Fair Saturday in Deaf Smith County Bull Barn. Awards were given in eight divisions.

Purple ribbons denoting the top entries were awarded to Diane Warden in baking, Patty Harris in clothing for juniors and Rhonda Hagar for seniors, Bill Cheek Jr. in crops.

Carla West received the main award for canning, Beverly Boone for household linens, Dee Ann Walker for crafts and Phylcia Rowland for vegetable growing.

Bill signed to allow the owning of gold.

Hoax in Congressional Record investigated.

Ford appoints former partner his counsel.

Friona Company Reports Income

Friona Industries, Inc. has reported net income of \$1,173,761, or \$1 per share, on revenues of \$50.3 million for its 1974 fiscal year ended June 30.

This compared with net income of \$1,951,748, or \$1.95 per share, on revenues of \$41.4 million in the prior year.

The company has about 17 per cent more average shares outstanding in fiscal 1974 as the result of its initial offering of common stock in October 1973.

"The company's past fiscal year was characterized by some of the most abrupt and disruptive changes that our industry has ever encountered," said Jack Carrothers, president.

"Our basic operating strengths and diversification helped the Company to cushion partially the severe shocks which caused major problems for the cattle industry," he explained.

"Revenues and operating income from four of our five primary lines of business showed improvement over last year," stated Carrothers.

Manufactured feed, animal health supplies, custom cattle feeding and grain all had higher revenues and operating income, he added.

A record tonnage of feed was produced at the Company's computer controlled milling facility in Friona. Manufactured feed accounted for 29 per cent of revenues and 42 per cent of operating income in fiscal 1974, compared with 21 per cent and 22 per cent, respectively, in the prior year.

Two new Hi-Pro Veterinary Supply stores were opened during the year, bringing the Company's total to nine stores in four states, and sales of animal health supplies were the best ever.

"Management expects that these two segments of our business will continue to grow in importance, both in revenues and net income," said Carrothers.

The company's two cattle feedlots averaged in excess of

90 per cent of their 47,000-head capacity during the fiscal year. "Custom cattle feeding revenues and operating income also climbed to record levels, as did our grain operations," he said.

"Company-owned cattle sales were primarily responsible for lower net income than in the previous year," said Carrothers. "This was particularly evident in the third and fourth quarters of our fiscal year when cattle prices continued to decline."

In fiscal 1974 the company sold approximately 19,000 head of cattle for an average per head loss after inventory write-down but before interest and taxes of \$40.53 a head.

During the fourth quarter the company sustained a net deficit of \$260,667, or 21 cents per share, on revenues of \$10.6 million as the result of depressed cattle prices. This compared with net income of \$394,647, or 39 cents per share, on revenues of \$9.8 million in the fourth quarter of last year.

He explained that the total beef supply-demand-price cycle has been interrupted in the past year by the price freeze and price controls, high grain exports, a trucker's strike, high grain prices, unlimited beef imports, high interest costs and other inflationary and unstable economic conditions for the industry.

"Fewer cattle are in the nation's feedlots each month, a trend that has been going on for more than a year," said Carrothers. "This reflects the fact that cattle feeders cannot continue to operate at a loss on each head they market."

"In the coming months two factors will become more evident; There will be less quality beef available for market, thus a lesser average consumption of choice beef, or the average family will eat a lower quality beef, an alternative with which I believe most people will not be satisfied," concluded Carrothers.

NEWS REPORT FROM WASHINGTON

WASHINGTON, D. C. — A controversy has developed over President Ford's plans to reduce federal spending by billions, but to leave the Pentagon budget as is, generally speaking.

Ford has said he thinks the Pentagon's slice of the American pie—roughly 100 of 300 billions—should not be reduced. But many who feel major spending reductions must be made to check inflation see military spending as a prime source of that economy.

The present all-volunteer system calls for enormous military pay and benefits appropriations, which could be reduced if military service were again considered an obligation for the young. In addition to soaring personnel costs, which prevent acquisition of weapons, the military is top-heavy with

brass, management systems and duplicating facilities and programs.

The Air Force, which spends more money than any other service, is looked upon as especially wasteful. Many Congressmen doubt the value or usefulness of the expensive B-1 bomber. A growing number fear the much-publicized A-10 close support aircraft will not do the job needed by ground troops, see it as an interdiction bomber.

There is some unhappiness with the F-4 and with the Air Force's until-now haughty attitude.

The Navy's F-14 program is suspect, and is now being challenged by Congress. The Army's advanced helicopter may be doomed as costly and ineffective. The Marines' Harrier (a vertical lift aircraft the Corps had high hopes for) now appears to have been a costly experiment long on theory and short on performance.

Billions are being wasted on many of these, and other, costly weapons systems, many of which don't measure up to advance claims—and, naturally enough, critics of the budget feel billions of dollars can be saved in the Pentagon.

Those who see the need for more housing, social programs for the poor, health insurance and other aid to low-income or disadvantaged Americans as the nation's priority need are especially vocal about Pentagon waste and waste on exotic new weapons systems, which so often don't work out.

President Ford may stick to his decision not to cut the Pentagon budget; if he does, and inflation continues unchecked, this is sure to be a liability in the 1976 presidential election.

Navy cost expert scores Trident contract.

Ford criticizes cuts in defense and aid.

Beach, once for Nixon, open to public.

A \$112-million in heroin seized in New York.

Clue discovered in fight against syphilis.

I.T.T. increases earnings and dividend.

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Sure thing! A sure thing for action and for style with my bouncy bottom and keen moccasin-look in full-grain leather with a kilt on top. That me, girls... Cinch.

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Most feet are born perfect. They should stay that way.
"We Care About Your Feet" at
Gattis Shoe Store
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It's only human to want the best.

We want the best too — for YOU. That's why we try to be, the very best. We not only have money. All banks have money. We have solutions to your money needs, answers to your banking problems. Come in and ask — whatever the question. After all, the more you know about savings, checking and loans the better banking will be for us both.

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Fads Exploit Health Buffs

Despite the rich bounty provided to us by the land, Texans and Americans in general are described as nutritional illiterates.

Nutrition is a relatively new science. For this reason there is room for misunderstanding, and even intentional misrepresentation. Although much malnutrition is the result of poverty, a full pocket doesn't mean a nourished body, says the State Health Department.

The focus on the high price of meat has made Texans more aware of their eating habits. But one group of individuals — the food faddists are willing to pay through the nose (and sometimes through their health) for items no better than those offered in supermarkets. Like hula-hoops and Nehru jackets, fads come and go. But for some the memory may linger on, since food fads can affect health and the quality of living for a long time.

A BIG FAD at the moment is the weight reduction kick, which is tied in by food faddist, with better health and some particular foodstuff which they say can cure all the ills of the believers. Some reducing diets, when followed too long, can lead to permanent health problems.

Nutritionists say there is no one particular cure-all food, and they have scientific proof.

Faddists, on the other hand, push hundreds of different contradictory food systems, including the current "organic" food theory.

Many diet or nutrition advocates are opportunists whose major motivations are economic. Some of these persons appear to be sincere, albeit misguided and close-minded in their nutritional beliefs.

A look at some highly-publicized diets give you an idea of the perplexing situations greeting those interested in dieting — either for weight loss or other health reasons.

The drinking man's diet, Zen diet, grapefruit and egg diet, vegetarian diet, cereal diet, low-protein, high-protein, low-carbohydrate diet — are all a part of the present-day food craze, says the Health Department. Some, such as the Zen macrobiotic diet, can result in malnutrition.

And, there are the vitamin and food supplement faddists who push all types of supplement concoctions off on the willing indulger. Vitamin E and Vitamin C, both essential to the body, are among the vitamins being pushed at present.

Dr. Linus Pauling advocated great amounts of Vitamin C to prevent the common cold. Research has failed to substantiate his claim.

The State Health Department

say you cannot get all the required nutrients, including Vitamin C and E, through a wise selection of foods. Selecting foods properly will also ensure efficient utilization of the food dollar — something that can shrink rapidly in today's supermarkets. Supplements generally are expensive and unnecessary, unless prescribed by a physician.

THE NUTRITION Program of the State Health Department says the basic food groups still are the best guide for the average person who needs strength and vitality to meet each day's challenges. These are divided into the milk group, meat and protein group, fruits and vegetables group, and the bread and cereal group. While giving you sufficient energy, these basic food groups also supply the trace elements of minerals which your body needs.

If these basic food groups remain unchallenged scientifically, why do people succumb to faddism?

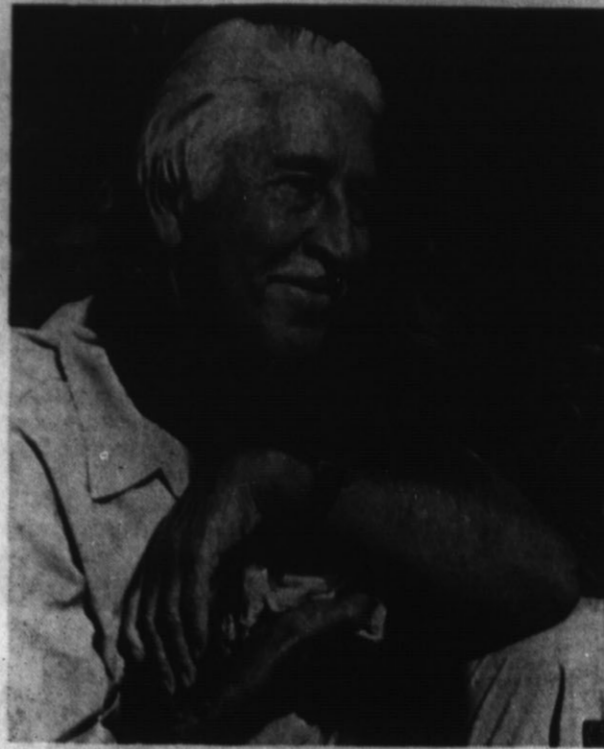
Nutritional quackery appeals to desperate people who want to believe in the impossible and the incredible. In the case of weight-reducers, they want to believe in something simple and easy, in a cure-all calling for no effort on their part. Traditional calorie counting is too slow, too limiting for their appetites.

People with illnesses want a miracle to help them.

An Ohio State nutritionist writes, "Compared to the exotic nutritional advice, which burdens on the occult or is rendered with spiritual fervor, normal everyday nutritional education lacks pizzazz. That is why the voices of the home economists — the dietitian — the nutritionist — food technologist — are not heard when they contradict the often untrue and sensational health claims being made by those who so avidly degrade the American food supply."

Significant progress has been made in the science of diet and its relationship to health, but science advances by slow, difficult steps which are much too slow for impatient, desperate people who want immediate solutions.

But when the fads have run their course, the accepted, scientifically proven food groups still stand tall as the one way to receive proper nutrition from the foods you eat and drink, says the State Health Department. A place to look for reliable information about nutrition and health is your local physician or your local health department. You may go also to a home economics teacher, or the county extension agent. They too will be able to give you sound advice and information.



Marlin Perkins, explorer, conservationist, and star of "Mutual of Omaha's Wild Kingdom" since 1963, is in his 29th year of relating first-hand observations on wildlife.

13th Season

Mutual of Omaha's Wild Kingdom Premieres

The show, ranked number one among all syndicated programs in terms of viewing audience during the past three years, will be shown on over 220 television stations across the nation, providing a blend of education and adventure for viewers.

World-famed zoologist Marlin Perkins returns to host the program, a role he has filled since the program's inception in 1963. Making his original television debut in 1945, Perkins has journeyed to every corner of the animal kingdom,

making first-hand observations on wildlife habitat.

As in the past, the program will feature the action of the wild kingdom, while working with scientists and researchers to emphasize environmental and wildlife conservation. Professional scientists will play even greater roles in the series

—appearing in, and sometimes narrating, program segments.

School Plans Open House

Charles Duvall, principal of Northwest Elementary School, invites all interested persons to attend an open house at the school on Tuesday from 7:30-9 p.m.

The open house offers parents a chance to get acquainted with faculty members and view

samples of the students' work. Also, officers of Parent-Teachers Organization (PTO) will be elected.

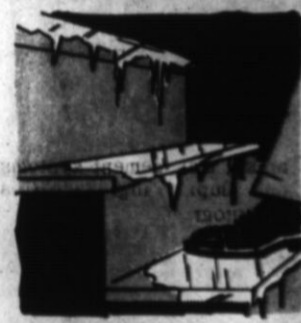
The public is welcome to visit any school in Hereford Independent School District at any time during the fall and spring semesters.

THE FAMILY LAWYER

Icy Step

Neither snow nor rain nor heat nor gloom of night ever kept George from delivering the mail at the Jenkins house. But an icy step finally did him in. He skidded, went sprawling, and dislocated his shoulder.

In due course, George filed a damage suit against Jenkins.



"They have a special problem at their house," he pointed out in court. "The roof spills rainwater across the front steps, and in cold weather this creates an unusually slick coating of ice. I didn't know about the situation until after I fell."

This "special problem," which Jenkins did not deny, was held enough basis to establish legal liability. The court said a home owner must take precautions against hazards that a visitor is not likely to notice by himself.

What kind of precautions? Perhaps sprinkling salt or spreading ashes on the ice.

Or perhaps providing adequate lighting. Thus, another home owner was held liable for neglecting to turn on his porch light, after having ordered a taxicab to come to the house at 8 p.m.

True, the cab driver realized that the steps might be icy from an afternoon storm. Still, handicapped by the darkness, he slipped anyhow. And a court later granted his claim for damages. The court said that while the home owner could not be blamed for the ice, he could indeed be blamed for showing so little regard for the cabbie's safety.

But both of these cases involved some degree of fault on the part of the home owner. If he is fault-free, he is generally free from liability as well.

The claimant in another case was a newsboy who slipped while delivering the evening paper. But the visibility was all right and the step he slipped on, though icy, was no worse than the other steps on the block.

Result: no liability. The court said a home owner owed "only that care which an ordinarily prudent person in like circumstances would exercise" — but no more.

And A Rod
Little ladies may be born, but little gentlemen are hewn, like monuments, out of solid resistance.
—News, Kiron, Ia.

Definition

Car sickness: The feeling you get when the monthly payments are due.
—Rocket, Hawthorne, Nev.

Job Vs Work

Some people are inclined to quit looking for work the moment they find a job.
—News, Charleston, S.C.

WINTER, WARD'S AN Ashley's store

SAVE OVER 50%

Ladies' Polyester KNIT SLACKS **\$2.88**

Pull-ons in patterns and solid colors. Sizes 6-18.

Without a little flax, you'd pay \$7 to \$10

AS MUCH AS 81%

Ladies' SHIRTS & BLOUSES

JUST \$1.88

Tailored classics in short or long sleeves. Choose from a big selection of prints and solid colors. Sizes 10-18 and 32-40.

SAVE OVER 60%

NFL Hooded SWEATSHIRTS

\$1.88

Without a little flax, you'd pay \$4.88

Official NFL emblem on the front. The team's name lettered on the back. Navy blue. With ribbed cuffs and waist. Fleece lined. Cotton/acrylic knit. In sizes 6-20.

SAVE OVER 50%

on sturdy double-knit blends

Boys' Knit DRESS PANTS

\$2.88

Without a little flax, you'd pay \$5.99 to \$10.99

All washable, no-iron. Boys' sizes 6-12 and Students' 25-32.

Everything you see at Ashley's is made to sell for more. Ashley's is the outlet for some of the nation's largest manufacturers of quality fashions. All makers of famous brands. Where everything is inspected so carefully that the finest flaw is found. These little flaws let you save. The label comes out, and the price goes down. Often as much as 60%.

Ashley's

where little flaws let you save

WEDNES 9:30 - 6:00

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\$17-\$31 off pairs.

YOUR CHOICE - REGULAR OR SNOW TIRES.

GLASS-TRACK BELTED TWIN GUARD OR TRACTION GRIP
REG. \$29 TO \$43 EA.

2 FOR \$41

A78-13 TUBELESS BLACKWALL PLUS 1.80 F.E.T. EACH AND TRADE-IN. NO TRADE-IN NEEDED FOR SNOW.

2 FOR \$49

E78-14, F78-14, G78-14, G78-15 TBLs. BLK. PLUS 2.33 TO 2.74 F.E.T. EA. TRADE (EXCEPT SNOW).

2 FOR \$59

H78-15 TUBELESS BLACKWALL PLUS 2.97 F.E.T. EACH AND TRADE-IN. NO TRADE-IN NEEDED FOR SNOW. **WW'S \$3 MORE EACH**

24,000-MILE TWIN GUARD has 2 sturdy fiber glass belts which firm the tread to help fight road hazards. A 2-ply polyester cord body cushions the ride.

36-MONTH TRACTION GRIP has 2 fiber glass belts to stabilize a deep-biting tread for great winter traction. 2 tough cord plies join the belts in fighting impact damage.

\$5 HOLDS YOUR SNOW TIRES ON LAY-AWAY TILL NOV. 15
FAST FREE MOUNTING

PASSENGER CAR TIRE GUARANTEE

Montgomery Ward guarantees each of its passenger car tires for a specified number of miles when used on passenger cars or station wagons, except taxis. If your tire does not give you the mileage because of:

- defects in material or workmanship,
- normal road hazard failure,
- premature tread wearout (2/32 inches or less remaining).

Montgomery Ward will:

1. During the first 10% of guaranteed mileage, replace the tire free.
2. During the remaining guaranteed mileage, replace it for a prorata charge based on mileage used.

Nail punctures repaired free during the entire guarantee period.

For guarantee, service and adjustment, return tire to any Montgomery Ward branch with the Guarantee Booklet issued at the time of sale.

Charge after first 10% of guaranteed mileage based on selling price in effect at the time of return or branch to which returned, including federal excise tax.

Passenger tires used on taxicabs, and motor vehicles other than passenger cars are guaranteed on the same basis against defects in material and workmanship only.

WINTER PASSENGER CAR TIRE GUARANTEE

Montgomery Ward guarantees each of its passenger car winter tires for a specified number of months from the time of purchase, when used on passenger cars or station wagons, except taxis. If your tire becomes unserviceable during this time because of:

- defects in material or workmanship,
- normal road hazard failure,
- premature tread wearout (2/32 inches or less remaining).

Montgomery Ward will:

1. During the first 10% of the guarantee period, replace the tire free.
2. During the remaining portion of the guarantee period, replace it for a prorata charge based on months of ownership.

Nail punctures repaired free during the entire guarantee period.

For guarantee, service and adjustment, return tire to any Montgomery Ward branch with the Guarantee Booklet issued at the time of sale.

Charge after first 10% of guarantee period based on selling price in effect at the time of return or branch to which returned, including federal excise tax.

Winter passenger tires used on taxicabs and motor vehicles other than passenger cars are guaranteed on the same basis against defects in material and workmanship only.

2.11 OFF

WARDS DELUXE BRAKE SHOES

Dual-friction EXCH. linings give you sure stops. Two-wheel set. **788**

REG. 9.99

Save 6.65

WARDS SUPREME MUFFLER REPLACEMENT GUARANTEE

For as long as you own the car on which installed, Montgomery Ward will furnish a free replacement for any Wards Supreme Muffler which fails for any reason. If Montgomery Ward originally installed the muffler, it will install the replacement free. Return muffler to any Montgomery Ward branch (any branch having installation facilities, if free installation included) with evidence of purchase. This guarantee does not apply to mufflers installed on commercial vehicles or to mufflers damaged in an auto accident.

Car shake?

GET OUR FRONT-END ALIGNMENT

We correct caster, camber, toe-in to specs. Parts extra. **788**

MOST CARS

HOW LONG CAN A MUFFLER LAST?

2 years—maybe 3? Our Supreme is guaranteed for as long as you own your car. Fits most US cars. INSTALLED, REG. 21.98...NOW JUST 14.33

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REG. 16.98

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WARDS IGNITION TUNE-UP KIT

Helps you save gas. With rotor, points, condenser. Most cars. **199**

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SAVE 2.54

WARDS 6-AMP BATTERY CHARGER

Charges 6-volt or 12-volt batteries. Tapers to 3 amps. **1744**

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The Hereford Brand, Hereford, Texas, Thursday, September 12, 1974
 people will not be satisfied," concluded Carrothers.
 Half in Gallup survey want controls back.
 Alcohol is a problem among adolescents.
 Retailers cautious on buying for fall.
 N.F.L. players' new contract offer rejected.
 Army joins pursuit of Argentine guerrillas.
 NATO urges Greece to reconsider withdrawal.

DOUBLE-BARREL DISCOUNTS



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IDEAL DRUGS 364-5861
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the right price, right now, on

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Fine Imported Stoneware.



Create
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combinations

Heather...
warm earth tones

Heather Gates...
beautifully coordinated
pattern






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**Cereal/
Dessert Dish**

WITH EACH
\$3.00 PURCHASE

59¢

EA.

ALL GRINDS FOLGER'S COFFEE	LIMIT 1 WITH \$5.00 OR MORE PURCHASE						
		1-LB. CAN	98¢				
THRIFT-PRICED MEADOWDALE FLOUR		5-LB. BAG	59¢				
ALL FLAVORS SHASTA POP		12-OZ. CANS	10¢				
NORTHERN BATH TISSUE		4-ROLL PKG.	48¢				
CAMELOT SALTINE CRACKERS		1-LB. BOX	36¢			Thrift -T- Priced	



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CAMELOT ICE CREAM

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MACARONI AND CHEESE

Kraft Dinners

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\$5.00
OR MORE
PURCHASE

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MEADOWDALE HALVES OR SLICES

Cling Peaches

29-OZ.
CAN

48¢

STOKELY WHOLE OR CREAM STYLE							
Golden Corn	4 16-OZ. CANS	93¢	MEADOWDALE	Garden Spinach	5 16-OZ. CANS	99¢	
BIG R Whole Tomatoes	4 16-OZ. CANS	\$1.00	GREEN GIANT	Sweet Peas	4 16-OZ. CANS	89¢	
CAMELOT CUT Green Beans	4 16-OZ. CANS	89¢	EXPOSITION	Mandarin Oranges	3 11-OZ. CANS	93¢	

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GIANT SIZE
OXYDOL
DETERGENT

49-OZ.
BOX **71¢**

with coupon below:

VALUABLE COUPON

GIANT SIZE
Oxydol
Detergent..... **71¢**

LIMIT 1 WITH \$5.00 PURCHASE & THIS COUPON
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SAVORY

Quartered Margarine

LIMIT 2 WITH
\$5.00 OR MORE
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1-LB.
CTN. **32¢**

CAMELOT INDIVIDUALLY WRAPPED

American Slices

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PKG. **72¢**

MELOCRUST

Canned Biscuits

10 6-OZ.
CANS **\$1**

IDEAL

Buttermilk

QUART
CTN. **33¢**

Thrift-T Frozen Foods

CAMELOT

Orange Juice

5 6-OZ.
CANS **\$1**

ONE
PRICE
MIX OR
MATCH
SALE!

BIRDS EYE Cut Corn							
BIRDS EYE Mixed Vegetables	10-OZ. PKG.	3	BIRDS EYE Potatoes	10-OZ. PKG.	FOR	\$1	
BIRDS EYE CREAM PEAS OR Peas 'n Cream Sauce	8-OZ. PKG.		BIRDS EYE Peas 'n Onions	10-OZ. PKG.			

More \$\$\$ For Home Improvements

Home improvement is the order of the day in Deaf Smith County.

Because of the high cost of new housing, the scarcity of mortgage money and economic conditions in general, many local families who had been thinking about buying new homes have apparently given up the idea for the present and are turning, instead, to sprucing up their present ones.

As a result, they have been

putting a record amount of money into alterations, additions and repairs.

THE FIGURES indicate that their expenditures for such purposes came to a total of \$1,439,000 in the past year. This is distinct from their normal month-to-month operating expenses.

The estimate is based upon sampling surveys that were conducted in all parts of the

country by the Department of Commerce and upon data from industry sources.

The finding is that the average amount spent by homeowners in Deaf Smith County's regional area during the year for upkeep and improvement was approximately \$278 per dwelling unit, as against \$366 nationally. In 1970, by way of comparison, only \$222 was so-spent locally. Part of the increase was due to inflation.

For some homeowners — those who went in for major repairs and improvements — the outlay ran much higher than average. Others, who may have done considerable overhauling a year or two earlier, did little this time.

Nationally, the Department of Commerce reports, no less than \$18.9 billion was expended in the past year for the upkeep and improvement of residential properties. This was \$1.4 billion

more than in the prior year.

As for property owners in Deaf Smith County, how did they spend their \$1,439,000 portion of this total?

In general, a breakdown of the overall figures shows, about 57 per cent of the expenditures was for additions, alterations and major replacements.

The other 43 per cent was for maintenance and repairs. By far, the biggest item in this category was house painting,

interior and exterior. It was followed by plumbing, roofing, heating and air conditioning.

Brief, Very Brief

Ford and Hussein to seek troop accord.

Kissinger's role in Cyprus crisis criticized.

Brazilian lawyers call for legalization of divorce.

ABOUT YOUR HOME

By April Rhodes

If you find early morning and late evening too hectic for a facial, cream your face and neck generously while doing morning chores.

Do your white gloves turn yellow even though you wash them often? The discoloration may be caused by not completely rinsing out all the soap.

A coating of wax on window sills and decorative shelves protects the paint from water spots and cleans in a jiffy.

If there is space, a free-standing cabinet with a cutting-board top and cabinets underneath placed in the middle of the kitchen saves many steps.

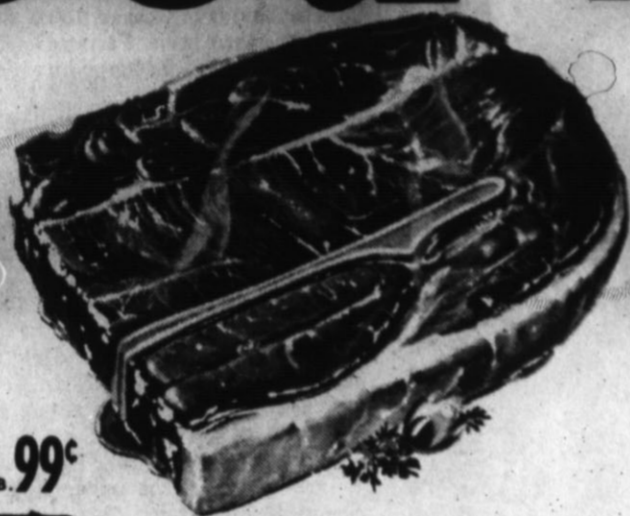
Top Food Values!

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CHUCK ROAST.....LB.

BLADE CUTS OF BEEF CHUCK

89¢



MEAT-MASTER BEEF 7-BONE CUTS

Chuck Steak.....LB. \$1.09

MEAT-MASTER BEEF CHUCK

7-Bone Roast.....LB. 99¢

MEADOWDALE, BUCKBOARD OR CORN KING

Boneless Hams

HICKORY SMOKED HALF OR WHOLE HAMS 9 TO 13-LB. AVERAGE

WATER ADDED

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- FRESH PORK STEAK
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- FRESH PORK SAUSAGE

PORK SHOULDER BLADE CUTS. EXCELLENT FOR BAR-B-Q. PORK SHOULDER LEAN CUTS. PURE PORK

YOU PAY ONLY ONE PRICE PER POUND:
99¢ LB.

FRESH, ALL BEEF

Ground Beef.....LB. 89¢

QUARTER, HALF OR WHOLE

Pork Loins.....LB. \$1.09

OSCAR MAYER

Chopped Ham.....8-OZ. PKG. 99¢

OSCAR MAYER HAM & CHEESE OR

Bar-B-Q Loaf.....8-OZ. PKG. 99¢

OSCAR MAYER COTTO SALAMI OR

Family Loaf.....8-OZ. PKG. 89¢

OSCAR MAYER PICNIC OR

Luncheon Loaf.....8-OZ. PKG. 89¢

- RODEO
- Skinless Franks**.....12-OZ. PKG. 69¢
 - Lunch Meats**.....12-OZ. PKG. 89¢
- CAMELOT
- Perch Fillets**.....1-LB. PKG. 97¢
 - Fish Sticks**.....1-LB. PKG. 97¢

- CAMELOT
- Breaded Shrimp**.....16-OZ. PKG. \$1.29
- EMPIRE FRESH FROZEN
- Whole Turkey**.....1-B. 49¢
- WINCHESTER IMITATION
- Chunk Bologna**.....LB. 59¢
- JIMMY DEAN, 24-OZ. PKG. \$1.77
- Pork Sausage**.....12-OZ. PKG. 89¢

FRESH FROM OUR IDEAL BAKERIES



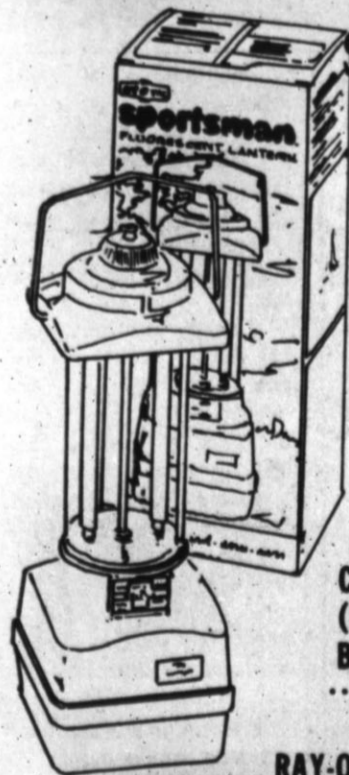
Cinnamon Rolls.....6 FOR 59¢

THRIF-T PRICED

Wheat Rolls.....12 FOR 69¢

FRESH BAKED

Egg Twist.....1-LB. LOAF 49¢



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for Fishermen & Campers
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SPORTSMAN

CONTAINS FOUR (4) HEAVY DUTY BATTERIES EACH

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TWIN PACK REGULAR OR LIGHT POWDER

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6-OZ. CAN **\$1.33**

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Hair Spray
13-OZ. CAN **46¢**

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Preparation H 2-OZ. TUBE **\$1.99**

OS CAL **Calcium Tablets** 100 OF 100 **\$1.59**

REG. or WITH IRON

Enfamil 13-OZ. CAN **35¢**

U. S. NO. 1 ROUND **White Potatoes**

10 LB. BAG **79¢**

CALIF. FLAME RED

Tokay Grapes.....LB. **39¢**

CALIFORNIA

Valencia Oranges.....5 LBS. **\$1**

MISSOURI

Jonathan Apples.....LB. **29¢**

SOLID HEADS

Green Cabbage.....LB. **10¢**

U. S. NO. 1

Texas Yams.....LB. **27¢**

Air Flight Adds New Perspectives

By Corinne J. Neely
Brand Correspondent

Is Your House Cracking Up?



If you find cracks in the walls and ceilings of your house, don't reach for the panic button.

Applying crack-repair material is now about as easy as spreading butter in July.

No more mixing of water and powder and an overnight wait before sanding and painting. Just clean out the crack with a pointed tool, apply a special ready-mixed paste, and paint over immediately.

Ready-mixed patching material is available now in tubes like toothpaste, in cartridges for the familiar caulking "gun," or in cans.

According to Red Devil, major manufacturer of weaponry for the "war on cracks," the easiest way to patch hairline cracks is with a plaster "penicil" that "draws" the repair along the crack. If your problem is "popped" nails in wall-board, hammer them back with a nail-setting end or a hammer — then spread the paste with the blade of a putty knife.

For big holes, apply two or more coats of patching material, allowing each to dry thoroughly before proceeding. Your paint/hardware store or department can advise on tools or materials.

"Regardless of one's physical condition, if you have Christ in your heart, you are whole."

Official Memorandum
By
DOLPH BRISCOE
Governor of Texas

AUSTIN, TEXAS

GREETINGS:

The right to vote is one of the most important rights guaranteed under our Federal and State Constitutions.

The rights and privileges of citizenship cannot be valuably exercised unless each qualified voter accepts the responsibility to be a part of the decision-making process of our government.

Tuesday, November 5, is the date of the next General Election in Texas, and on this date the citizens of Texas will, by their vote, determine who shall hold their state, local and federal offices.

In order to be eligible to exercise the right to vote in the next General Election, Texas first must register to vote with the Registrar (Tax Assessor-Collector) in their county of residence.

To this end I am directing the Chief Elections Officer of the State of Texas, Secretary of State, Mark W. White, Jr., to work with all organizations, groups, and individuals to endeavor to have all eligible voters register, and

THEREFORE, I, as Governor of Texas, do hereby designate the week of September 16, 1974 - September 21, 1974, as

VOTER REGISTRATION WEEK

In Texas, and call upon all Texans who have not done so to register to vote in an effort to insure maximum citizen participation in the selection of officers of state, local and federal government.

In official recognition whereof, I hereby affix my signature this 12th day of September, 1974.

Dolph Briscoe
Governor of Texas

Voting Week Proclaimed

Governor Dolph Briscoe signed this proclamation Thursday denoting the week of Sept. 16-21 as Voter Registration Week and designating Tuesday, Nov. 5, 1974, as the date for the state-wide General Election. In signing the proclamations the Governor urged all eligible Texas citizens to register to vote in order to insure maximum citizen participation in this year's important elections. He pointed out that the voters will be selecting all State officials, many members of the Texas Legislature, members of the U.S. Congress and numerous county and local officials.

Ever since giving up our land-lubber status and taking our first plane flight in 1966, we have become a flying devotee with each journey being an adventure.

True, we have not flown as many times as some people who are regulars in this flight business. We still ask for a window seat and openly gaze out of it regardless of where we are going or who is near.

MOST OF our flying has been between Amarillo and California, with a few stops in Albuquerque, where Arizona friends retrieve us. Then we drive to their home situated between Gallup, N.M. and Holbrook, Ariz.

The most exciting thing to happen on these travels was the recent bombing of Los Angeles International Air Port, which occurred exactly one week after we had taken our flight home.

Another memorable event was a scramble for tickets a few years ago when national airlines went on strike. We caught our flight one day before air travel was completely stalled, even though we had to verify our flight plans twice.

We are told by veterans of air travel, commercial and private, that each flight varies and no two trips are exactly the same. We agree.

DURING OUR recent take-off flight to California, the captain's clear voice announced (after introductions of self and co-pilot) that we would be flying at 33,000 feet. We are always interested in this type of information.

That day, as on previous flights, we were intrigued by the view of the earth below. Farming land became kaleidoscopic in shades of greens and browns in various forms as we passed over the fields.

The blue blue skies were spotted with small tufts of white, wispy clouds. We wished for once that they were a gray blue because we had been told that the old-time farmer considered this kind of sky as a forerunner of rain, which was badly needed at that time in the Panhandle area.

Before long, we came to the big ranch country, followed by breaks before the small mountains which became larger as we neared Albuquerque in our 45-minute run.

TO THIS POINT we had no seat mates, an asset which often adds more interest to a flight. However, during our stop at Albuquerque, a woman seated behind us exclaimed, "There he is!"

Her companion replied, "I told you he was on this plane." The subject of the conversation was the well-known country western singer, Charlie Pride. We saw him as he went down to meet newsmen and television reporters. We supposed he had an engagement in that city.

We had only a side and rear view of him as he left with a companion. We found him to be a mature and older man than we had visualized when hearing him sing on records and over radio.

After we left Albuquerque the really nice things began to happen to make this one of our most memorable of journeys by plane. Our captain announced this name and that of the co-pilot and we wished we could have understood them. But he was to tell us that the co-pilot would take over controls for the rest of the flight.

The motors were purring quietly, but he said we would now be flying at 33,000 feet which would be noted. This, he

explained, was because we would be flying above the growing cumulus clouds. Now the cloud formations became most interesting. Large high ones with nearly flat bottoms kept increasing in size. Then, a mass of clouds formed at their feet to make a solid cover resembling a plowed field covered with snow.

BEFORE LONG the captain's voice came again, "We will soon be flying over Winslow and Prescott, Arizona."

We really sat up on this and peered earth-ward in order to see the country long familiar to us. We had, in the past traveled there by car, train and at times, bus. It was exciting to be sailing over this terrain, so well known to us in years past.

Beyond these towns, we flew across the desert country of Arizona which ran on into California. We had a better view of it than we had ever seen before. We were most glad to be sailing so high above so awesome a place.

The women behind us voiced our sentiments when they commented on how terrible it must have been for those early pioneers who had traveled across this terrain in covered wagons.

In time the Salton Sea appeared, as was announced by our pilot. It, he said, was to the left and Lake Arrowhead would soon appear on the right. We would not be able to see the last but the Sea was very plain. Again we thought what a terrible disappointment this body of water must have been to those early tired and thirsty travelers of the wagon trains.

Neither did we see 29 Palms, which was announced, but we knew the places on the map where it fitted in. We wondered why the rivers we saw had not been announced, especially the Colorado River.

Soon we began to glide to lower altitudes and the captain remarked "You have been flying in what seemed like a noisy tunnel of sound. Now we leave the skyways which resemble the freeways. We will now take to the back roads or the quiet streets."

We seemed to coast quietly along until he said that we were only 12 miles from Los Angeles. He hoped we had a pleasant flight. Then we wished we might be able to thank him for making this one the most beautiful flight we ever had.

Then, in no time at all, we were fastening our seat belts for a landing. To make a perfect ending, our coast families were at the airport to greet us.

4-H's Agree Preserved Foods Fun



Ask young people why they can and freeze foods and their answers are likely to be as varied as the foods they preserve. And if those answers come from winners in the national 4-H food preservation program, some unusual responses may be expected.

In the Kerr Glass Manufacturing Corporation sponsored program, Noree Reick, 18, of Orangevale, Calif., preserves foods to fit strict diets

of her father and grandmother. Food preservation also is a good way to save the excess vegetables and fruits grown in the family garden, Miss Reick notes.

With the nearest food store 60 miles away, Viola Geist, 18, of Yoder, Colo., says home food preservation is essential in my family. "We have to keep an adequate supply of food on hand at all times," the 4-H'er says.

"Canned foods are especially appreciated during our snowy winter season," she added. Miss Yoder also indicates that home produced and preserved foods mean savings of as much as 50 percent in her family's food bill.

South Carolinian, Adeline Black, 19, of Prosperity, likes the better quality she can get in foods preserved at the peak of freshness. She also appreciates the warm response of persons to whom she gives canned fruits and vegetables as gifts. And for her prize winning jams and jellies, canned fruits and vegetables, Miss Black has earned considerable recognition.

There're too many leaders who would rather be smart than be right.

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You're in the market for a new home. But, the mortgage rate is 9.5%, and you figure that if you wait a few months the rate will come down and you'll save money. Right?

Wrong. A 1% decrease in the mortgage rate will save only \$400* per year. Or \$3200** over 8 years (average time a person keeps a home) Weigh that price of a home. (Due to rising construction costs.) And you end up losing a whopping \$595 every year

* \$40,000 home

EXAMPLE

1. A 1% decrease in interest rate on a \$40,000 home will save only \$400 per year. Or only \$3200** for 8 years (average time a person owns a home).
2. Yearly increased cost of land labor and material is 14.6% or \$5840. (Industry estimate on a \$40,000 home)
3. Mortgage interest is tax deductible

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—Herodotus.

Luxury is a criminal affection for pleasures opposed to Christian chastity.

—De La Salle.

Every degree of luxury hath some connection with evil.

—John Woolman.

Give us the luxuries of life, and we will dispense with its necessities.

—O.W. Holmes.

Sears Dishwasher Sale!

Kenmore Dishwashers
Now at \$20 to \$80 Savings

5-cycle Portable. No pre-rinsing, no scraping! Converts to a built-in later, if desired. White Was \$250.95
\$179.95

5-cycle Built-in. Standard replacement size; two-level washing. No need to pre-rinse or scrape dishes. Colors 85 Extra Was \$229.95
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SIRLOIN STEAK..... LB. **\$1.39**

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RIB STEAK..... LB. **\$1.19**
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PORK ROAST..... LB. **89¢**
ARMOUR STAR FRANKS
12-OZ. PKG. **69¢**

1/2 BEEF GOOD OR CHOICE TEXAS GRAIN FED **84¢**
GROUND BEEF FAMILY PAK **85¢**
BEEF RIBS **49¢**

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BAKING MEATS 4 TO 6 LB. AVE. LB. **49¢**

LEMON FRESH LIQUID DETERGENT
JOY
22-oz. BOTTLE
49¢
10 OFF LABEL



MUSTARD
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29¢
2 LB. JAR

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4 FOR \$1.00
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BANANAS CENTRAL AMERICAN LB. **15¢**



FOOD KING
PAPER PLATES 100 COUNT **69¢**

POTATO CHIPS **39¢**

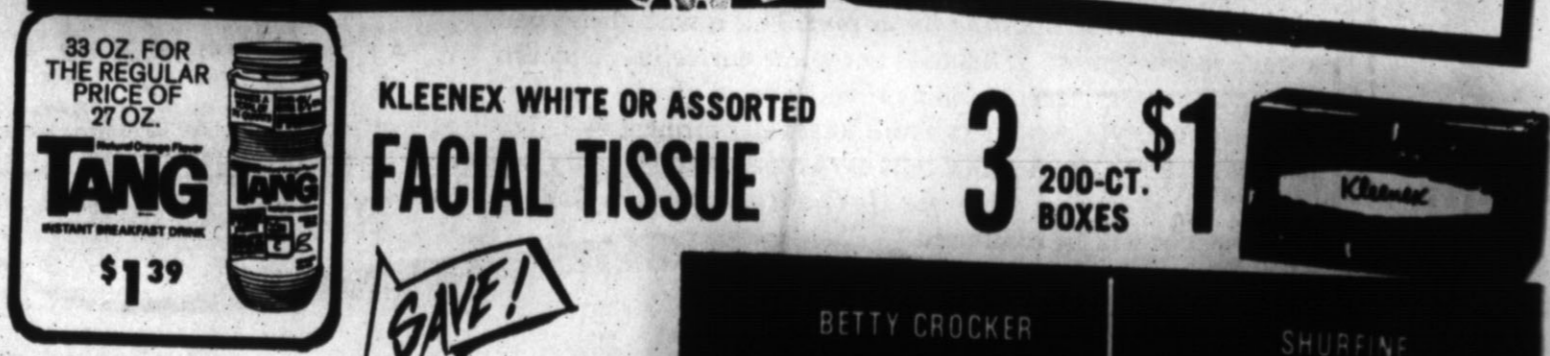
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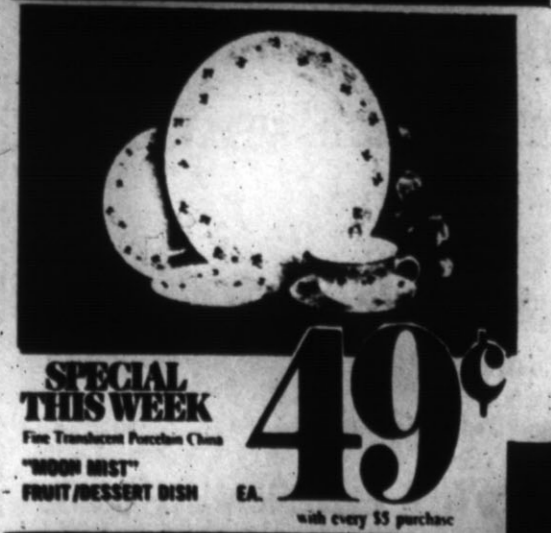
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RAID 11-OZ. SPRAY **79¢**
KILLER FLYING INSECT
RAID 18-OZ. SPRAY **98¢**
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SHURFINE
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SHURFINE ALL GRINDS
1 LB. CAN **99¢**

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CARNATION LIGHT CHUNK 6 1/2-OZ. **49¢**

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LATTER DAY SAINTS**
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400 Mable St.
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they that mourn

"Blessed are they that mourn: for they shall be comforted." Matt. 5:4.
We know the story of the Good Samaritan, the man who had compassion upon a wounded Jew. We admire him for helping his traditional enemy. We also condemn the rabbi and the Levite who offered him no aid. They had hardened their hearts to avoid seeing their own sins. *They could not feel compassion for anyone.* This is what the second beatitude warns against. We should never lose our ability to mourn... to ask for forgiveness. Sinning should always give us a guilty conscience. We may try to avoid such inner torment by hardening our hearts, but God tells us to repent and He will Comfort us. *We cannot reach others for God until we can reach God for ourselves.*
Those who mourn will be comforted.



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State Child Care Study Underway

Late last year, reports were reaching Governor Dolph Briscoe's desk which clearly convinced him that there was a critical need in Texas to upgrade the quality of all residential child care and rehabilitative services for juvenile delinquents and pre-delinquents.

To determine the state's exact needs, the governor signed an executive order Oct. 10, 1973, calling for the development of a comprehensive master plan for juvenile corrections for Texas.

The plan is to contain recommendations for the development of the most effective, economical, and humanitarian programs of social services in all appropriate state agencies."

The governor asked that another avenue of research offer direction on how community-based programs could best be established for our youth who might otherwise be committed to a correctional facility such as Gatesville.

Other portions of the order asked for a study on the possible use of trained personnel to advise judges of the best treatment and care available to each youth brought before the court; create an Office of Inspections to investigate any charges of youth mistreatment; coordinate all funding programs for maximum use and eliminate duplication; review all licensing procedures to require prelicensing for any agency offering child care; and develop a comprehensive program of child abuse prevention.

To review the overall quality of the study results, Governor Briscoe named an interagency task force composed of the commissioners of the Texas Department of Welfare, Texas Department of Mental Health and Mental Retardation, Texas State Department of Health, Texas Education Agency and the executive directors of the Texas Youth Council and the Texas Rehabilitation Commission.

Under the governor's direct supervision, the task force will assist in the final formulation of the procedures to be adopted to upgrade the juvenile corrections system.

The major challenge issued by the governor was the quick, but orderly development of a Master Plan for Juvenile Corrections in Texas. This plan is said to be progressing on schedule according to Jim Kester, plan coordinator. Kester, a former juvenile parole officer and director of planning for the Oklahoma Crime Commission, began his tough assignment when the Governor's Criminal Justice Division received a grant of \$32,708 in February, 1974, for the juvenile corrections plan.

"The Texas Youth Council, which is responsible for the custody, care and rehabilitation of juvenile delinquents, and the Criminal Justice Division of the Governor's Office have established strict guidelines to guarantee development of an in-depth review of the current corrections system with an eye on improvement," Kester noted.

"We have appointed a citizens advisory council and have contracted the services of a well-respected consulting firm," he added. "This allows for a broad cross-section of input representing all parts of our state."

The full advisory council, chaired by Robert Lanier of Houston, held its first meeting in Gatesville Aug. 29 and 30 in order to tour the juvenile corrections facilities at Mountain View and Gatesville and to review preliminary data formulated by the consulting firm. The executive committee of the council met earlier in Austin to discuss the course they thought should be taken to develop the most realistic study findings.

Data input is from people who work directly with the children. Two needs assessments have been completed through extensive testing and interviewing by consultants. One included a study of juvenile corrections programs in 15 representative counties in Texas, which were selected on the basis of population and location. Persons interviewed in those counties included juvenile probation officers, juvenile judges, district attorneys, sheriffs, police, councils of governments planners, public welfare workers and personnel from various private agencies working with Texas youth in trouble.

The other needs assessment involved Texas Youth Council operations — its staff, programs and its relationship with supportive agencies.

Additionally, the youths were tested and interviewed, checking academic, physical and emotional strengths and weaknesses. "If we find a majority of these youths lack certain skills of the average child, we will then work to assist TYC in helping them remedy the skill problems," Kester says.

At a recent council meeting, a consultant told members that material gathered is geared for prevention, treatment and rehabilitation of juvenile delinquency. Specific areas, he added, included the evaluation of the role and function of TYC,

the identification to types of youths being treated, the determination of key issues for better juvenile corrections, and a study of TYC's relationship with other agencies.

To add to the wealth of information being gathered, the project coordinator's office is researching completed master plans of other states such as Hawaii, Alabama, Maryland, South Carolina, Virginia and Florida.

The Texas plan will be unique because it will be based on some accurate measurements of the level of specific skills delinquent children have compared with the level of skills average children have. "It wouldn't be surprising," said Kester, "to find that many delinquent children are well

below average in all types of areas — reading, math, athletics, personal problem-solving — just a general shortage of skills needed to make it in the world. With good solid programs, we can teach these children many specific skills they need to succeed in school, in the home and in the community."

The completed juvenile corrections plan will be submitted to Governor Briscoe and to the Texas Youth Council who can then request appropriate legislative programs or implement certain sections administratively. Pilot projects will also be established to test the workability of the recommendations for a better juvenile corrections system in Texas.

LOUISA'S LETTER

Dear Louisa,
What do you do when you have a good friend who has a husband that nobody likes or enjoys having around.

Our problem is this. Emma is a lovely person and a member of our women's literary club but my husband dislikes her husband. When we have people in for dinner or a party he refuses to have this man invited. This makes me feel very embarrassed when I meet Emma the next day.

What should I do about this situation?

Molly-Ind.

Answer:

Your husband must have a very good reason for not wanting this man in his home. Perhaps he tells filthy jokes or gets drunk and is too familiar with the ladies.

Your best policy under these circumstances is to be especially nice to your friend with invitations which only include women.

Louisa.

Dear Louisa,
I read in the papers where hats are being worn again but no one in our church wears a hat. I like hats and they come in very handy if one's hair doesn't look so good on that particular day. Is it proper to wear a hat to church?

Puzzled-N.C.

Answer:
It is always proper to wear a hat to church. Do as you please and do not worry about what others think.

Louisa.

Address letters: Louisa, Box 532, Orangeburg, S.C. 29115

Conversationalist: One who appreciates the sound of his, or her, voice.

Any achievement worthwhile is the result of steady and usually slow progress.

The fiber of Americanism lies in the helpful spirit of neighbors found in small towns.

Making the Most of Meat

BY REBA WEBBER
Consumer Consultant
Peter Eckrich and Sons, Inc.

LABELS CLOSE NUTRITION GAP

Today's food packages, for the first time, are giving the observant homemaker much of the basic nutritional information she needs in order to feed her family a well-balanced diet.

Many outstanding food companies have already initiated voluntary programs of nutritional labeling, and more nutritional labels from more companies are on the way.

The nutrition-information panel on food packages can help the homemaker select more healthful foods for her family. Now she can easily discover the food's contribution to her family's intake of calories, protein, carbohydrates and fat, as well as important vitamins and minerals.

Our bodies do require nutritive elements not listed on the labels, but in smaller amounts than those elements listed. The opinion of nutritionists is that, if a diet is complete in the elements listed, it also will contain the "trace elements" necessary to health.

When comparing package labels, check the protein and calorie content of the foods. Generally, the higher the protein content in relation to calorie content of the food, the more likely that food will be to offer overall nutritional value.

Meats are an important source of protein, and nutritional labels on processed meats will be most helpful to the homemaker in planning nutritious meals.

Nutritional labeling may not be the complete answer to better nutrition, but it will help to close the nutrition gap if the homemaker uses the information labels supply. These labels will give the consumer more information than she's ever had before about the nutritional value of the food she serves her family. Nutritional labeling offers the homemaker an opportunity to feed her family better, and a challenge to do it!

This is one of a series of articles by Reba Webber, consumer consultant for Peter Eckrich and Sons, Inc. Questions and comments may be directed to Mrs. Webber at Eckrich, P. O. Box 388, Fort Wayne, Indiana 46801.

RODEO WEEK SALE

this Week at ALBERS MILLING

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<p>BOOT OVERSHOES 40% OFF</p> <p>GLOVES 1/3 OFF</p> <p>SPUR STRAPS 30% OFF</p> <p>HALTERS 25% OFF</p> <p>COOL BACK PADS 25% OFF</p>	<p>ALL LARIAT ROPES \$3.00 OFF EACH</p> <p>SADDLE PADS 25% OFF</p> <p>POCKET KNIVES 30% OFF</p> <p>TIE DOWNS 30% OFF</p> <p>LATIGO STRAPS 30% OFF</p>



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State TB Incidence Rate Continues To Increase

The battle against tuberculosis is one of the most successful being waged by State Health Department authorities who in 1973 saw the number of new cases drop to its lowest point.

Statistics from the State Health Department's Tuberculosis Control Program reveal that only 2,224 new active cases were reported in 1973 a case rate of just 19 per 100,000 population. This compares to the high mark in 1968 of 3,216 new active cases — a case rate of 29.3 per 100,000 population. Last year's figures, as compared to 1968, represent a 31.8

per cent reduction in the new active case rate.

STATISTICS DON'T tell the full story about tuberculosis or any other disease for that matter. How can you accurately chronicle the pain, the suffering, the stigma accompanying a disease which didn't occur?

The Bureau of Tuberculosis Services attributes the success of its TB Control Program to the active campaign that ensures treatment and other essential services for the known cases; examinations of persons suspected of having tuberculosis; and, prevention of disease in persons at high risk.

Services are provided through local health department outpatient clinics and in 10 State Health Department Regions, three State Chest Hospitals at Tyler, San Antonio and Harlingen and contracts with other medical facilities for other support services.

The Tuberculosis Control program as we know it today

was placed under the State Health Department in 1965 by the 58th State Legislature.

A significant change has been seen in tuberculosis casefinding, treatment and prevention.

ONE ASPECT OF the program is centered in the schools of Texas with close cooperation of school officials, nurses, local health departments, health officers and voluntary organizations. All school personnel must have an annual tuberculosis examination. In addition, an average of a half-million first and seventh grade students have been tested annually since 1966. The result has been a sharp decrease in the incidence of TB in children through 14 years of age.

New drugs and new treatment procedures have greatly shortened the length of time necessary to cure a new tuberculosis patient.

Tuberculosis, in fact, has been tamed. But, according to State Health Department

authorities, it hasn't been eliminated and probably will not be eliminated anytime in the near future.

What can you expect if you get TB?

THERE ARE SOME reassuring facts. First, very few TB patients die of the disease. In fact, tuberculosis no longer means that the victim must spend endless years, languishing in a hospital. In many cases, a tuberculosis patient today will spend about two or three months in a hospital — either one of the State Chest Hospitals or in a public or private hospital closer to home.

Medical treatment begins as soon as the disease has been accurately diagnosed. Usual treatment consists of two or more medicines, taken orally several times a day. In many cases, the spread of the disease can be stopped in a matter of a few days and the patient is no longer infectious.

Once it is certain that the

disease has been checked, the patient can be released from the hospital. And, in just a few weeks, the patient may return to his normal life—including his usual work. Health authorities report that most TB patients, as soon as medication begins, feel better than they have for years.

After release from the hospital, the tuberculosis patient must continue on medication for as long as two years in order to make sure that the disease organisms won't have a chance to take hold again. Because of this long-term therapy, the patient must see a physician regularly. The State Health Department keeps track of patients under going therapy, and its case registry at the end of 1973 contained 10,066 names. The State Health Department doesn't underestimate the threat of TB, once the state's leading killer. It recognizes it as a serious public health problem. But, it's a problem that can be cured and is being cured.

The Hereford Brand, Hereford, Texas, Thursday, September 12, 1974

Wise Youth
Fly Fisherman—Did you catch all those trout with nothing but worms?
Boy—Oh, no! There was brains at 'tother end of the line.

Terse!
The girl smiled at the waiting line as she stepped into the phone booth.
"I won't be long," she said. "I just want to hang up on him."

Terrible!
Jack—I'm smoking a terrible lot of cigars lately.
Jill—You certainly are, if that's one of them.

4-H Citizenship Fosters Service

Service to others is an important part of 4-H work. Helping others to help themselves also gives 4-H'ers the opportunity to better understand and learn about themselves and their relationships with others.

Thousands of youths, nationwide, are participating in activities, programs and projects that help make them better informed and useful citizens through the national 4-H citizenship program.

Six 4-H'ers are honored in the program as national winners. They receive \$600 educational scholarships and expense-paid trips to the 1974 National 4-H Congress in Chicago, Dec. 1-5 for their 4-H citizenship activities.

In addition, an outstanding boy and girl in the program, from each state, receives a special certificate of merit.

Two of the scholarships and trip awards are presented in memory of Thomas E. Wilson, a meat-packing executive, long time president of the National 4-H Service Committee and strong supporter of 4-H.

Another scholarship and trip is awarded by the Friends of Kenneth H. Anderson, a former 4-H member and leader who currently serves as associate director of the National Committee.

The National Committee also provides three other scholarships and trips to national winners in the program, supervised by the Cooperative Extension Service.

Two of the national winners, one boy and one girl, each receive an engraved silver tray, presented in the name of The President of the United States.

"Improving oneself through service to others" is the way one 1973 Presidential Award winner described her 4-H citizenship efforts. Marlene Most, 19, of Littleton, Colo., devoted over 5,000 hours to 4-H citizenship activities in her eight years in the program. Part of that time was spent working with brain damaged children on recreational and educational projects. Miss Most also helped organize a citizenship day for 4-H'ers in her county, wrote a column for a local newspaper explaining voting rights and the electoral process and helped teach migrant youths better dental hygiene.

For the other 1973 Presidential award winner, "4-H citizenship means involvement". Fred Gurley, 17, of Jefferson, Ga., got involved assisting at a local school for retarded children. Gurley made fund raising speeches for the school, along with teaching swimming and counseling, and building various recreational equipment.

Gurley also worked as a day care center counselor and initiated a "clothe-a-child" program for welfare youths. He even found time to be a special friend to three elderly residents, bringing them food packages, running errands or just stopping by to chat.

For information on local 4-H citizenship activities contact the county extension service office.

"Your wife must be a very affectionate woman. She always kisses you when you come home."

"That's not affection. She just wants to see if I've been drinking."

the 74 TRI-STATE FAIR

SEPT. 16-17

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SEPT. 18-19 THE CHARLIE RICH SHOW

SEPT. 20-21 THE CHARLEY PRIDE SHOW

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42¢

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69¢

(Rump Portion lb. 75¢) lb.



SLICED BACON

SMOK-A-ROMA

99¢

(2-lb. pkg. 117¢) lb.

Fryer Breasts **89¢**
Drumsticks **79¢**
Beef Liver **89¢**

WIENERS
Perch Fillet **99¢**
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Smorgas Pack **\$1.39**

FISH STICKS
Comy Dogs **99¢**
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LOW PRICES AND

Corn Meal **75¢**
Crackers **41¢**
Snack Puddings **65¢**

Comed Beef **\$1.29**
White Flour **\$1.75**
Tomato Sauce **17¢**

Biscuit Mix **69¢**
Wesson Oil **\$1.19**
Ketchup **35¢**

Soft Drinks **49¢**
Soft Drinks **78¢**
Snack Packs **79¢**
Miracle Whip **98¢**
Salad Olives **65¢**
Dill Pickles **61¢**



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Velkay Brand 3-lb. Can



Green BEANS

27¢

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MRS. WRIGHT'S BREAD

43¢

1 1/2 lb. Loaf



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56¢

Sea Trader Light 6 1/2-oz. Can

Peanut Butter **\$1.85**
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Dry Milk **\$2.79**
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Grapefruit Juice **49¢**
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Safeway's Fine Frozen Products!

Scotch Treat ORANGE JUICE

6 \$1

6-oz. Cans

Broccoli SPEARS

37¢

Bel Air Brand! 10-oz. Pkg.

Pound CAKE

93¢

Bel Air Brand! 11-oz. Size

Ice Cream **88¢**
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Lemonade **41¢**
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Cut Corn **31¢**
Cut Corn **89¢**
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French Fries **79¢**
Beef Dinner **85¢**

Hash Browns **69¢**
Vegetables **56¢**
Meat Pies **28¢**
Pie Shells **49¢**
Cheese Pizza **98¢**
Orange Juice **\$1.00**

CINNAMON ROLLS

38¢

Cinn. Danish or Orange Danish or 8-oz. Crescent Mrs. Wright's SUPER SAVER! 9 1/2-oz. Can

AMERICAN CHEESE

89¢

Safeway Single Wrapped 12-oz. Pkg.

MORTON DINNERS

Economy Frozen 12-oz. Pkg. **49¢**

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Reg. Dinners Except Beef 11-oz. Pkg. **59¢**

ORANGE JUICE

Minute Maid Super Saver! 12-oz. Can **75¢**
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72¢

SUPER SAVER! 2-8-oz. Tubes

Halfmoon CHEESE

\$1.29

Safeway Brand! lb.

Training Schools Vary Widely

Private, profit-seeking, vocational schools serve approximately 3,200,000 students in 8,439 schools. More than seven out of eight of these schools are not accredited by a recognized agency, though the majority of students enrolled in these schools attend the little over 12 per cent of schools which are accredited.

Unlike most other countries of the world, the United States has no ministry of education or other centralized authority which exercises national control over educational institutions. The states and other political units assume varying degrees of control, but permit institutions of higher education to operate with considerable autonomy.

As a consequence, institutions vary widely in the character and quality of their program. In this country, private educational associations of regional or national scope have established criteria to evaluate institutions or programs to determine whether or not they are operating at basic levels of quality. This voluntary, non-governmental, peer evaluation in education is known as accreditation.

FOR PURPOSES of determining eligibility for United States Government assistance under certain legislation such as for student loans or financial assistance, the U.S. Commissioner of Education is required to publish a list of nationally recognized accrediting agencies and associations which he determines to be reliable authority as to the quality of training offered by educational institutions and programs. All recognized accrediting agencies and associations are evaluated by the Commissioner of Education at least every four years to guarantee that these organizations "perform no

function that would be inconsistent with the formation of an independent judgment of the quality of an educational program institution."

THE NATIONAL Association of Trade and Technical Schools (NATTS) is an approved accrediting body for private trade and technical schools and has accredited over 400 schools.

The accrediting procedure maintained by NATTS involves four steps: 1) the establishment of standards, 2) the evaluation of the institution by competent authorities, 3) the publication of a list of institutions meeting the criteria, 4) and periodic reviews to determine whether institutions continue to meet the standards set.

Standards: To be accredited, each school must meet these minimum standards:

- clearly state its objectives and demonstrate overall ability to meet them.
- have a qualified administrative staff and teaching faculty
- have fair and proper admissions and enrollment practices in terms of educational benefits to the students
- provide educationally sound and up-to-date courses and methods of instruction, examination, and evaluation
- demonstrate satisfactory student progress and success
- maintain follow-up job placement assistance
- be fair and truthful in advertising, promotional and other representations

- provide for proper student and administrative accounting
- reflect financial and business soundness of operation
- provide and maintain adequate physical facilities, classrooms and practical laboratories.

EVALUATION: The school itself takes the first step in the evaluation process through the preparation of a self-evaluation report. During the self-evaluation, the school reviews its operations and considers such items as educational objectives, educational materials and services, qualifications of faculty, student services, student success and satisfaction, advertising promotion and recruiting, research and self-improvement.

When the institution completes its report, an examining team, made up of an independent team made up of an independent team of technical specialists, industry representatives, educators, and school executives who are not affiliated with the school under consideration, visits the school and studies its entire operation in order to verify the information in the study and to gather additional facts for the Accrediting Commission.

A check is made of a school's business procedures, including job placement records and recruitment practices. Student impressions are secured through random interviews.

The examining team forwards its report to the Accrediting Commission which has final authority. The Commission may accredit the school for a period of five years.

It may accredit the school with the stipulation that another examination must be made within a specified time to determine if requested improvements have been made. Or it may defer or deny accreditation.

PERIODIC REVIEWS: Every school must file an annual report with the Accrediting Commission, and unless the Commission requires a more frequent inspection, a school's accreditation must be reviewed at least once every five years.

DIRECTORY: NATTS publishes a Directory of Accredited Private Trade and Technical Schools annually in September. Single copies are free and may be obtained by writing to NATTS Directory Distribution, Room 440, 2021 L Street, N.W., Washington, D.C. 20036.

Public Welcome At Baptist Revival

Bill Broxson, pastor of Summerfield Baptist Church, invites the public to attend a week-long revival of "good, old-fashioned gospel worship," beginning Sunday and ending Saturday, Sept. 21.

Services, which will be held daily at 7 a.m. and 8 p.m., will feature the Rev. Derrel Lewis of Canyon and music leader Gene Streun of Hereford. Sunday's services will be at the regular times.

Each night of the revival will

place emphasis on a certain phase of religion. Young members of the church will participate in a "pack a pew" contest Monday night. Older church members and guests are urged to attend Tuesday evening, "Old Timers' Night." Attendance by the entire family is encouraged on Wednesday. Thursday is Sunday School night and Friday will be devoted to a total commitment theme.

A special youth service will be held Saturday with Summerfield hosting the Temple Baptist Youth Choir and a puppet troupe from Friona Baptist Church.

Nursery services will be available each night.

Wheat Growers Host Executive

Local wheat growers will hear Jerry Rees, executive vice president of the National Association of Wheat Growers, at a breakfast here next Wednesday, it was announced this week by Frank Zinner, president of the county wheat growers.

The breakfast will be at 7 a.m. at Dickie's, and all interested wheat growers and businessmen are invited to attend, it was reported by Raymond Schlab, secretary of the Deaf Smith County Wheat Growers.

Rees, who is coming to the area for a planning session on the national convention, will bring growers up to date on wheat matters on the national and international level. Amarillo will be the site of the national convention the second week in January.

Hospital Notes

PATIENTS IN HOSPITAL
Mrs. Hamil Brooks, Friona; Mrs. Senaida Castillo, 229 Catalpa; James Castin, Adrian; Mrs. Walter Easter, 228 Ave. D; Mrs. Albert Flowers, 202 Layton.

Rebecca Gatain, Route 3; Mrs. Ben Hale, 116 Centre; Mrs. Blanche Hill, 116 Elm; Mrs. Helen Hill, 1007 Grand; Mrs. Dudley Hughes, Bovina; Mrs. Kenneth Hutson, 330 Ave. J; Mrs. Juan Jackson, 704 E. Fourth.

Mrs. Clifford Johnson, Route 2; W.W. Jones, Route 3; Mrs. Leona Lucidde, Westgate Nursing Home; Mrs. Jimmie Manning, Route 3; Mrs. Joe Mejia, Friona.

Engene Malican, P.O. Box 1875; Mrs. John Owsley, 136 Northwest Drive; Mrs. Moses Ramirez, 604 E. Schley; Mrs. Nettie Rhinehart, Bovina. Mrs. Ira Scott, 102 Elm; Mrs. W.V. Struve, 541 W. 15th; Conrad Urbanczyk, Route 5; Ollie Vick, 116 Blevins.

PATIENTS DISMISSED

H.B. Whitten, Elmer Jones, September 7.

Delio Almazan, Grand E. Trailer Park, Victor Lucio, Danny Houchins, Mrs. Raul Castillo, September 8.

Mrs. Laura Gibson, Mrs. Miss Jones, David McCarty, Juan Morales, Joe Rojas, Ray Johnson, Mrs. Harlan Milner, Mrs. Mark McDonald, Mrs. Ira Ricketts, September 9.

Asa Swain, Mrs. Bessie Smith, Brent Gentsel, Gene Brock, Sylvia Salinas, September 10.



A good buy for the traveler is the purchase of two outfits which can be interchanged—a blazer over a pants suit which may be worn with a dress or skirt—or a blouse which may be worn with pants or skirt.

For flight trips the pants suit seems to be the answer for most women.

USDA CHOICE



SIRLOIN STEAK
BEEF LOIN
\$1.59
lb.

USDA CHOICE



ROUND STEAK
BEEF ROUND
\$1.49
lb. Full Center Cuts!

GROUND BEEF
REGULAR 100% BEEF!
78¢
Any Size Pkg.

OSCAR MAYER
Meats at Safeway!

WIENERS	Oscar Mayer Meat	\$1.33
FRANKS	Oscar Mayer Beef	\$1.09
BOLOGNA	Meat or Beef	9¢ per Pkg. 79¢
Liver Cheese	Oscar Mayer	79¢
Variety Pack	Oscar Mayer	1.59
Smoke Links	Oscar Mayer	1.69
Link Sausage	Oscar Mayer	1.39
Sliced Bacon	Oscar Mayer	1.59
Ham Steak	Oscar Mayer	1.29

Pork Sausage **.59¢**
Smoked Sausage **\$1.39**
Hot Links **\$1.09**

CANNED HAM
Safeway Brand **\$6.99**
Cash

Boneless Roast **\$1.49**
Boneless Roast **\$1.79**
Eye Of Round **\$2.19**

TURKEY BREAST
Safeway Brand **\$1.39**

Chuck Roast **.89¢**
Chuck Steak **\$1.19**
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Corn Meal **46¢**
Aluminum Foil **29¢**
Dog Food **\$1.95**

Kimbies
Disposable Diapers
12-oz **99¢**
18-oz **99¢**
30-oz **\$1.88**

Kimbies
Disposable Diapers
30-oz **\$1.69**
24-oz **\$1.89**
12-oz **\$1.15**

SUPER SAVER
Niblets CORN
Green Giant
26¢
12-oz. Can

SUPER SAVER
Sweet PEAS
Green Giant
29¢
17-oz. Can

Ellis Brand BEEF STEW
Low Price!
95¢
24-oz. Can

THIS COUPON IS WORTH 50¢
toward the purchase of a 2-lb. can of **MARYLAND CLUB COFFEE**
One Coupon Per Customer
Coupon Expires Sat., Sept. 14
Redeemable Only At Safeway

THIS COUPON IS WORTH 25¢
toward the purchase of a 32-oz. bottle of **JOY LIQUID**
One Coupon Per Customer
Coupon Expires Sat., Sept. 14
Redeemable Only At Safeway

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2-lb. Bag **39¢**

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All Purpose Russets
10-lb. Bag **89¢**

POTATOS
3 Inch Pot
49¢

Dippel: We'll Be Better



By DAN WELTY
Sports Editor

"We'll be better. I feel sure we'll be better. There's no way we can be worse." Those were the words of Coach Larry Dippel, speaking before the Tuesday night meeting of the Whiteface Booster Club.

Dippel told the group the Herd would look better, a scouting report on the Palo Duro Dons was presented by Joe Tubb, the La Plata athletic program was presented and Debs Knox was named the Booster-of-the-Week.

Members of the three football teams at La Plata junior high were present at the meeting and were all introduced by their coaches. The three teams from Stanton Junior High are scheduled for next Tuesday's meeting.

Dippel told the group of about 80 boosters that the Herd would look better than they did last week. He attributed most of last week's showing to fumbles, and problems in the defensive. Dippel was quick to point out that in some spots and at times against Pampa that the Herd looked well. He especially praised the offensive line.

"Several individuals looked good," said Dippel, "and our defensive line improved. But our secondary was playing poorly and our linebackers were making mistakes that they just hadn't been making before."

He continued, "When you play a game, you get the ball maybe 10 times. At the most 12 and the least eight times. When you fumble away six of those chances as we did against Pampa, you can't beat anyone."

Dippel said that any team on any given night had a chance to win, provided they didn't begin to make mistakes. "We could have won as easily as Pampa did against us if we could have made things go our way. If we can establish some momentum, it's a different ball game altogether."

Hereford failed to establish

any momentum in Friday's game against Pampa because of fumbles. The first two plays Hereford had possession of the ball, it was lost to fumbles.

"This week we'll have Munneryn back from his tonsillectomy. Our noseguard Marquez will be out with a knee problem. Doug Charest has some ailing neck problems. We probably won't use him on defense because we feel he can get well if we don't let him do contact work. I guess you could say we have some injury problems," said Dippel. "But we'll be better this week."

Booster Club president Tom Simons pointed out the lack of noise in the stands and urged the boosters to support the team with cheers even when they were behind.

Joe Tubb, assistant coach, gave a scouting report on the Palo Duro Dons, having attended the Don-Dumas game last week. "Palo Duro has a lot of potential. We didn't feel like they were up for the game against Dumas, but we felt they could be awesome," said Tubb.

Tubb outlined the starting positions of the Dons and said that they stayed with a straight five defense throughout the night against Dumas. Offensively, the Dons run out of the 1 slot, relying on their fast backfield and throwing the ball very little.

Dons the Herd will have to be on the lookout for include Rodney Townner and Greg Sellmeyer, running backs, the quarterback Stanley Stambaugh, David Beetzley at the halfback slot and the split end Larry Lipscomb.

Tubb warned that the Dons could score quick on big plays, as they proved against Dumas by scoring on the second play of the game. "We were awed by their potential. They looked strong. Hereford is going to have to play a fine ball game because they think they owe us one for the beating we gave them last year. We're going to have to be ready," said Tubb.

Hereford To Host High School Rodeo

The fifth annual Hereford High School Rodeo will be held next week with performances here Thursday Friday and Saturday nights, as well as a matinee performance Saturday.

The event is sanctioned by the Tri-State High School Rodeo Association, and will feature youngsters who are members of that organization from four states: Texas, New Mexico, Oklahoma and Kansas will all be represented within the 225 rodeo contestants.

Rodeo participants will be competing for a chance to compete in the TSSRA finals to be held in Dumas next spring. According to Hereford's agriculture teacher Marcus

Phillips, the event held here is one of the largest on the TSSRA circuit. Hereford is a charter member of the organization.

Prizes awarded here will include saddles for the cowboy and cowboy named to all-around honors. Belt buckles will be awarded to first, second, and third places in each event. Team trophies will be awarded to the teams of boys and girls with the highest points.

Events the boys will be competing in include bareback bronc riding, bull riding, team roping, ribbon roping, tie-down calf roping, and steer wrestling. The steer wrestling is a newly-sanctioned event in the organization and there are only

a few who enter, but the event is growing. Girls will compete in barrel racing, pole bending goat tying, break-away roping and steer riding.

Although the rodeo is strictly for competition among the youngsters, many adults will be helping to stage the event. Bill Thorpe of Dumas will be working as arena clown, protecting the riders from animals and entertaining the crowd between events.

Dances will be held after the rodeo Friday and Saturday at 9:30. The dances will be in the Civic Center with Bobby Wynn and his band providing the music.

Performances of the rodeo will begin at 7:30 Thursday Friday and Saturday nights with the matinee performance Saturday to begin at 2 p.m. Admission will be \$2 for adults and \$1.50 for students.

NUCLEAR PACT
President Ford has submitted to the Senate an amendment to extend an atomic-energy agreement between the United States and Britain for another five years.

ECONOMIC SUMMIT
President Ford told his Cabinet that he wants a late-September economic summit conference to consider "new and realistic" anti-inflation measures.

Comment On Sports

FOOTBALL

By Pete Fritchie

WASHINGTON, D.C.—This football season it will again be interesting to see how college football telecasters and announcers hide the grim facts about serious injuries on the field.

Camera men are already expert in turning away from the player out cold, or in terrible pain. Some of these shots are unavoidable but camera men and announcers play it down. Football reporting and interest in the game (and approval of it) is their business, their bread and butter. They want to show the game at its best.

In the pro leagues, serious injuries and brutality

may be permissible. These players are, after all, making a living at it. But in college ranks serious injuries are indefensible.

In former years announcers shouted into the mike with glee when there was good "head-knocking" and when players were hurt, often seriously, they lightly reported them "shaken up." (A number of the shaken up never completely recovered.)

Announcers and camera men in recent years have carefully avoided the most gruesome aspect of injuries, serious or permanent injuries. But they won't go away.

Holmes Victorious In City Golf Meet

Jimmie Holmes was named the champion golfer of Hereford after the Men's City Golf Championship Tournament held this weekend at the John Pitman Municipal Course.

Holmes won the championship flight with a 36-hole score of 141. The tourney was played Saturday and Sunday with shotgun starts each day. Mac Tubb was second in the championship flight with a 149. Marsh Pitman was third with a 151 and Mike McWhorter was fourth with a 153.

Prizes were awarded to the first four winners in each flight. These were presented in the form of gift certificates for merchandise in the pro shop.

Burns Hamilton was first in the first flight with a 149; second was won by B.J. Weaver with a 158. Weaver won a playoff over Paul Torres, who also shot a 158. Fourth place went to Tom Templeton with a 159.

Second flight winner was Rocky Lee with a 170; Herb Lovan and Ronnie Osborn both shot 171's with Lovan winning

the playoff. Bill Miller and J.A. McWhorter tied in fourth place, each shooting a 174.

Percy Clough was first in the third flight with a 168. Louis Able was second at 170, Emery Brownlow was third at 171 and Walter Seed was fourth with a 177.

Fourth flight winners were Ronnie Houston, first with a 171; Chou Rangell in second with a 175; Fidencio Cantu at third with a 182; and Dan McWhorter in fourth at 183.

The 47 entrants were flighted by their handicaps. Only city men were eligible to compete in the tourney.

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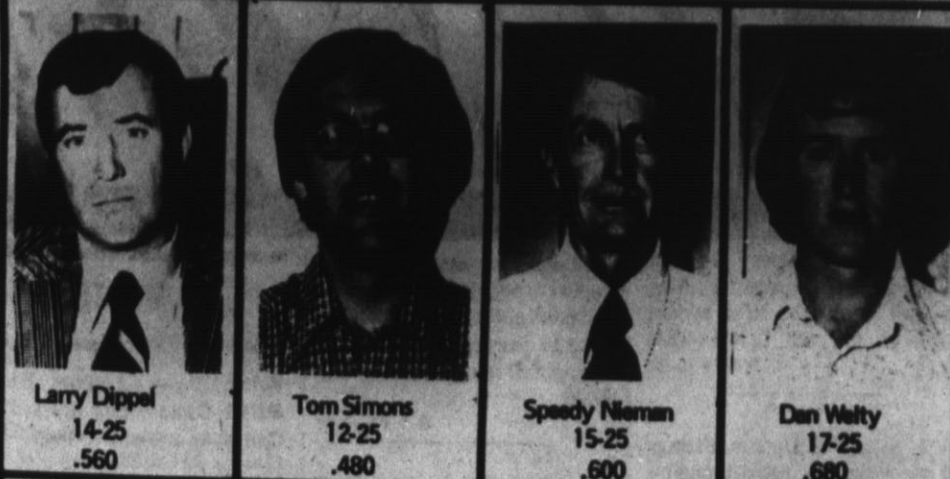
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This Week's Picks



Larry Dippel 14-25 .560
Tom Simons 12-25 .480
Speedy Nieman 15-25 .600
Dan Welty 17-25 .680

Odessa at Lubbock Tasosa at Plainview Dunbar at Coronado Monterey at Wichita Rider Borger at Canyon Pampa at Dumas El Paso Andress at Caprock Permian at Amarillo High Muleshoe at Otton Monahans at Estacado Dimmitt at Slaton Shallowater at Hart Sunny at Vega USC at Arkansas Baylor at Oklahoma SMU at North Texas Texas at Boston College Clemson at Texas A&M UT Arlington at TCU Iowa State at Texas Tech Houston at Rice West Texas State at Drake Stanford at Penn State San Diego at Houston Dallas at Atlanta	Odessa Plainview Coronado Wichita Falls Rider Borger Pampa Caprock Permian Otton Estacado Monahans Dimmitt Hart Vega USC Oklahoma SMU Texas Texas A&M TCU Texas Tech Houston West Texas State Penn State San Diego Chargers Atlanta Falcons	Lubbock High Plainview Coronado Wichita Falls Rider Borger Pampa Caprock Permian Otton Monahans Dimmitt Hart Vega USC Oklahoma SMU Texas Texas A&M TCU Texas Tech Houston Drake Penn State San Diego Chargers Atlanta Falcons	Odessa Plainview Coronado Monterey Borger Dumas Caprock Permian Otton Monahans Dimmitt Hart Sunny USC Oklahoma SMU Texas Texas A&M TCU Texas Tech Houston West Texas State Penn State Houston Oilers Atlanta Falcons	Odessa Plainview Coronado Wichita Falls Rider Borger Pampa Caprock Permian Otton Monahans Dimmitt Hart Vega USC Oklahoma North Texas Texas Texas A&M TCU Texas Tech Houston West Texas State Penn State San Diego Chargers Atlanta Falcons
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Panel Picks 58% First Week

The first week of the football season turned out differently than our panel of four fearless forecasters picked it to be. The four averaged 58 per cent correct.

The Brand sports editor, by pure luck, guessed more right than any of the other three prognosticators. Through only wild reckoning and willful abandon did Welty successfully choose more winners than any of the others on the panel. That and the fact that he picked the games to go on the poll.

Speedy Nieman, Brand publisher, was next highest prophet, picking 15 winners of 25 for a soaring 60 per cent. Larry Dippel, who obviously spent more time reading the Whitefaces for combat than he did reading pre-season polls, picked 14 of the 25 winners. Tom Simons, Whiteface Booster Club president, was the low man on the poll with a sizzling 48 per cent, picking only 12 of the eventual winners.

The two games that were tied were counted as incorrect on the poll. Some of the prophets were heard to complain of some of the games on the poll, but should realize the season was not yet fully underway. This week the fearless four-casters were given a selection of Southwest Conference games as well as NFL games.

Glancing back through last week's picks, it was easy to see the first week of the season brought a few surprises. All four prophets picked Borger to win over Perryton, but the Bulldogs were toppled by the smaller school. Our forecasters were also wrong on other occasions when at least three of them picked these winners: Estacado over Plainview; Tealine over Nazareth; Lazbuddie over Whiteface; Houston over Arizona State; and Dallas over Pittsburgh.

Check with the predictions of our panel and match them with our own predictions for the coming week. You've got nothing to lose! (But don't put any money on our predictions!)



Cold Seat

La Plata cheerleaders add more ice to an already cold seat for an unlucky freshman during a pep rally as members of the band look on. These odd activities were part of a skit during which cheerleaders determined "the coolest" football player. Junior high games are played on Tuesdays and Thursdays.



In 1886, Steven Brodie jumped off the Brooklyn Bridge to win a \$200 bet!

Judy Renfro Wins First Grid Poll

Judy Renfro is the winner of the first week's football contest here at the Hereford Brand and the winner of a check for \$15. She guessed 20 of 25 winners in our first contest, grabbing first place honors with 2 more correct guesses than the closest contender.

Joe Don Cummings was the next most correct contestant, guessing 18 of 25, with the tiebreaker score of 35. Cummings will receive a check for \$10. A tie in third place went to Lowell Risher and Jeff O'Rand, who both correctly picked 18 of 25 winners and had identical tiebreaker scores of 34.

Each of those winners may pick up their checks at the Brand office.

Several persons picked 18 of 25 winners, but had lower tie breaker scores than did the two above winners. They were Saied Igal, Bob Baker, R.D. Hubble, Gary Duggan, L.V. Watts, Curtis Barton, Marian Yosten, Dorothy Mercer and Patrick Higgins.

The following persons guessed 17 of 25 winners: Ronnie Andrews, Cawthon Bryant, Mrs. B.F. Cain, Russel Fangman, Mrs. Cheryl Hill, Mike Hull, Cliff Johnson, Melvin Kalka, Betty Kelly, James McDowell, Jack, McKinster, Tony Melugin, James Mercer, T.J. Parsons, Bob Renfro, Alan Wartes, and Chick Weemes.

In the contest, two games were tied and were both counted as incorrect votes. Due to a typing error, a third game was counted correct regardless of

Nothing speeds up work like the idea of getting a chance to take a rest.

Grid Season Underway

The football season opened for the lower grades this past week, with teams from the seventh grade on up making their grid debuts. Below are some of the results:

The HHS junior varsity downed the Pampa Harvesters' junior varsity 26-12 last Thursday. That game was in Pampa.

The HHS sophomores met the Pampa sops here on Thursday and were shut out 26-0. Ninth grade games were

played on Saturday morning, with the La Plata freshmen falling to Clovis Gattis in Hereford 14-0. Stanton traveled to Clovis and beat Yucca 8-0.

In eighth grade games Thursday afternoon, the La Plata Reds downed the Stanton Blues 20-14. The Stanton Whites downed the La Plata Whites 24-0.

Seventh grade games played Tuesday-afternoon found the Stanton Maroons beating the La Plata Maroons 38-8; the La

Plata Reds edged the Stanton Blues 14-12; and the La Plata Whites downed the Stanton Whites 22-6.

Calendar

Sept. 12
Whitefaces at Palo Duro
La Plata 9th at Pampa
Shorthorns at Canyon
La Plata White vs. Stanton Blue
Stanton 9th at Dumas
Sept. 17
Booster Club

La Plata White vs. Stanton Maroon
L.P. Maroon vs. Stanton Blue
L.P. Red vs. Stanton White

Sept. 19
Longhorns vs. Palo Duro (here)
L.P. White vs. Stanton White
L.P. Red vs. Stanton Blue
L.P. 9th vs. Dumas (here)
Stanton 9th vs. Pampa (here)

Sept. 20
Whitefaces at Borger

Sept. 21
Shorthorns at Coronado

Sept. 24
L.P. Maroon vs. Stanton White
L.P. Red vs. Stanton Maroon
L.P. White vs. Stanton Blue
Booster Club, 8 p.m.

Lady Golfers Slate Meet

Members of the Hereford Women's Golf Association will meet Thursday for a regular play day and business meeting when plans will be discussed for an upcoming Scotch foursome.

The members will meet for a noon luncheon at the Country Club and will elect a nominating committee.

The Scotch foursome is to be played this coming Sunday, Sept. 15, to be followed by a buffet dinner at the Country Club. Tee-off time for the foursome is set for 4:30.

Entry fee is \$8 per person and includes green fees and a ticket to the buffet.

Sooner Or Later... It's hard to miss your station in life. Someone is sure to tell you where to get off. -Enquirer, Cincinnati.



Twanaha Kendrick pulls her horse around a barrel while practicing for barrel racing for this weekend's high school rodeo. Twanaha is just one of 225 contestants from four states that will be competing.

Rodeo Practice

Earl L. Butz, Secretary of Agriculture:

"In spite of the disappointing prospect of farm crops this fall, there is absolutely no basis for panic... this year or in 1975."

Henry M. Jackson, Senator (D-Wash):

"Materials shortages have a domino effect throughout the economy..."

Frederick B. Dent, Commerce Secretary:

"Over-all industrial strength is indicated, but inflation continues to blight selected sectors."



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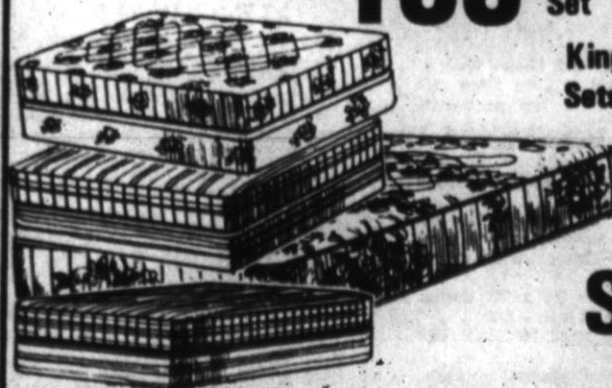
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Small Talk

By SUE COLEMAN
Women's Editor

SOMETIMES you may wonder why a particularly attractive place wasn't picked as the Beauty Spot of the Month in the program sponsored by the C of C Women's Division beautification committee. Usually there is a good reason, as I found by wondering out loud.

Grounds around the American Legion building and Larrymore Dance Studio have been so spectacularly beautiful the past few weeks with rows and rows of bright marigolds in bloom, that I asked the project chairman, Bruce Carter, whether the judging committee had seen it.

They had indeed and were sorry they couldn't pick it. But the same location was so spectacularly beautiful last summer with rows and rows of petunias in bloom, that it was picked then and is not eligible this year. Lots of times there is an answer of that sort to our "wonder-why".

If you haven't seen that show of bloom, just inside the gate at Veterans Park, it's certainly worth a drive even if you don't have occasion to be in that part of town. The orange flowers are still there and may be even prettier next week as the tall yellow flowers behind them are beginning to open.

CHILDHOOD diseases are no fun for an adult. Lavon Nieman insists after a session with the three-day measles.

It wasn't just being sick in bed that annoyed her; she had to miss the football game Friday night and it was the first hometown opening game she has missed in over 20 years, she says.

FORMER Hereford Brand news staff member Janis Lockhart, who moved away last spring when her husband was transferred to Austin, is back in a news room, we hear. She is working as a reporter for the paper at Round Rock, near the capital city.

But she was nice enough to say she still misses the bunch at the Brand, and we miss her too.

FOUR students from Hereford have enrolled for the fall term at Lubbock Christian College. Laura Pierce, a 1971 graduate of Hereford High School, is a junior business major. Her parents are Mr. and Mrs. U.V. Pierce, 216 Fir.

Simms Club Opens Year With Coffee

A coffee in Simms Community Building was the first meeting of this fall for Simms Study-Craft Club, with Mrs. Ray Brotman and Mrs. John Brotman as hostesses.

Informal talk featured the reunion of members after the summer recess. In a short business session they voted to serve dinners for Simms Lion Club again this year to raise funds for club projects.

It was announced that Mrs. Lawrence Jentzen will demonstrate cake decorating at the next meeting, Oct. 2, when Mrs. E.L. Young and Jerry Roberts will be hostesses in the community building.

Garden Club To Hold Plant Sale

A fall plant sale has been scheduled for Sept. 21 by Hereford Garden Club, offering plants and bulbs ready for planting at this season. It will be held at the club's Garden Center, Main at Park Ave., and proceeds will be used for further work on the center.

Club members will contribute plants from their yards for the sale and will give suggestions for growing them to purchasers wishing information.

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Awards Listed In Pet Carnival

Kids and their pets, 43 of each, created a lively scene on the Community Center parking lot Sunday afternoon at the Pet Carnival which ended the Summer Youth Program sponsored by the Women's Division, Deaf Smith County Chamber of Commerce.

Vying for awards in categories including Most Unusual and Loudest, there were all varieties of cats and dogs entered, as well as a pheasant, gerbils, land crab, African frog and Beta fish.

Most unusual and loudest, there were all varieties of cats and dogs entered, as well as a pheasant, gerbils, land crab, African frog and Beta fish.

Most unusual markings were on Karla Alford's rabbit.

Second place for original pet names went to Craig Hammon, whose cat, Ming Toy, was also the noisiest pet in the carnival.

Most obedient pets were those of Rhonda Clark and

Brandi Hamilton, while the cutest tricks were by those of Scott Formby and Chris Howell. Doug Owens' rabbit out-jumped Ward Thomas' frog for the highest jump title.

Mrs. Dan Warrick was chairman for the Pet Carnival, with Mrs. Jim Conkright, Bill Johnson and Gene King on her committee.

They were the last group of volunteers directing the Summer Youth Program, an activity undertaken by the Women's Division to help meet

recreational needs for young Hereford residents during vacation days, and pronounced a success after a summer-long series of varied events.

Pastry Needed

Local residents are requested to donate baked goods for a sale to be held by Citizens for Decency Through Law Saturday from 10 a.m. - 5 p.m. at Sugarland Mall.

Proceeds from the bake sale will be used by the organization to thwart pornography in literature and films. In charge of Saturday's fund-raising event are Mrs. Larry Walterscheid and Mrs. Tommy Albracht.

The next meeting of CFDTL will be Sept. 26 at Community Center. The group meets every two weeks on Thursday.



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GUN RACK

by Seaway Auto & Truck Quick Release Arms Holds Rifles & Shotguns

Reg. '1" **\$1.49**

Simms Club Opens Year With Coffee

Garden Club To Hold Plant Sale

District Leader Is Club Speaker

Reminded of the District 1 convention of Texas Federated Music Clubs, to be held in this county Nov. 9 with Dawn Music Club as hostess, members of the Music Study Club had the district president as a guest at their luncheon opening the club year Monday.

Mrs. Ivan Frederiksen of Amarillo heads First District clubs this year and will preside at business meetings at the convention in Dawn. Mrs. Joe Ince of Gonzales, TFMC president, will be a program guest.

The Amarillo visitor spoke of the founding of National Federation of Music Clubs which has grown to be the largest musical organization in the world, claiming 500,000 members.

The luncheon was held in the House of Wong and yearbooks for the new season were distributed. Program highlights will include a tribute to 20th century American opera and a concert by West Texas State University's Friends of Fine Arts, both scheduled in February.

Mrs. Joe Reinauer Sr. proposed a plan for observance of the U.S. Bicentennial. A

flower memorial honoring the late Mrs. O.A. Thompson, longtime club member, was presented by her daughter, Mrs. W.T. Carmichael. The invocation was by Mrs. T.W. Roberson.

Guests in addition to Mrs. Frederiksen were Mrs. Robert Mayfield, Betty Fiddelike of Florida and Thornton Shirley.

Other members present included Mmes. J.R. Allison, Lynton Allred, Thomas Betzen, Tom Burdett, Allen Casler, Wesley Galle, Joe Hacker, Ed Line, Paul Lyons, C.J. Mountz, Buddy Peeler, Jack Rogers, A.J. Schroeter, Joe Schultz, Wayne Thomas and Ken Walser.

Spinach Supreme
Eggs
Seasoning
1 T margarine
1 T flour
1 c milk

Line custard cups with cooked, well-seasoned spinach. Break whole egg into each spinach mold. Bake in an oven 350 degrees until eggs are set. Turn out upside down and cover with seasoned cream sauce made with the margarine, flour and milk.



Mrs. Warren Hall
... with twin daughters, Melissa and Michele

Let's Cook

Mother Of Twin Girls Learns To Budget Time

By SANDY INMAN
Brand Staff Writer

EFFICIENCY is a must for Mrs. Warren Hall who is the mother of four daughters including four-year-old identical twins.

Actually the twins have never been any problem because "their needs are the same and they demand the same amount of attention," says the attractive blonde housewife.

"It's really easier to raise twins, especially when they are young, because they entertain themselves. One interesting factor in watching the progress of their growth is that the girls always begin doing the same things within about three days of each other, such as crawling, walking and talking," states Mrs. Hall.

"ALTHOUGH the children keep me busy, I still find I miss working since I have worked outside of the home as a girl Friday most of my married life."

The Halls have recently moved to Hereford from Council Bluffs, Iowa. Hall was transferred to his job at Armour Meat Packing Co. two months ago. Their four daughters include 11-year-old Karen, six year-old Sharon and four year-old Melissa and Michele.

Mrs. Hall is a Beta Sigma Phi Sorority member and plans to transfer her membership in the near future to a local chapter. "I'm really looking forward to

becoming involved with the sorority and meeting the sorority women," says the 5'7 1/2" brown-eyed blonde.

SHE ENJOYS baking, reading, ceramics, knitting and sewing. "I sew much of my wardrobe because it's not only less expensive but when I complete an outfit I know it is tailored to my needs. I am comparatively tall and it's sometimes difficult to find clothes that fit."

"As far as sewing much for the girls, especially the twins, it is more economical to buy their clothes. Besides investing money in the material and needed sewing notions you also invest a lot of valuable time." As joint hobbies, Mrs. Hall and her husband like to square dance and have joined Merry Mixers Square Dance Club. They also enjoy playing cards and motorcycle riding.

"WE HAVE taken several cycle trips around Hereford including excursions to New Mexico and the Canadian River. When we rode to Canadian, I

was amazed at the variety of wild flowers that were in bloom. "I also enjoy the trips we take on nearby country roads. Since moving to Hereford and cycling on the roads, I've had my first opportunity to pick cotton," states Mrs. Hall.

"Both my husband and I were raised on farms in Nebraska, so we really appreciate being able to travel around the countryside."

Mrs. Hall recommends an easy to prepare recipe, particularly nice for picnics, that she calls Sandwich Spread.

SANDWICH SPREAD

[Serves Eight]
1/4 lb. cubed American cheese (1 cup)
4 hard boiled eggs
1 6 1/2-7 oz. can tuna
2 Tbs. chopped onion
2 Tbs. chopped stuffed olives
2 Tbs. chopped sweet pickles
1/2 cup salad dressing
Mix spread on buns and put in 350 degree oven until completely heated and cheese is melted. Should be left in oven approximately 20 minutes.

CCA Membership Drive Near Close

The final day for members to be enrolled in Hereford Community Concert Association, Friday will close the 1974-75 membership campaign which has been underway 10 days, first for renewals and this week for enlistment of new members.

Approximately 75 workers are conducting the campaign under leadership of Mrs. Paul Scott and Mrs. Bill Walden, co-chairmen, and Ron Harness, representative from the national Community Concert Association.

Seven captains head the workers, who met harness at the kickoff coffee Monday morning in the Chamber of Commerce board room, headquarters for the drive.

Children's and family memberships are being offered again this year as well as adult

memberships for \$10, no increase in price. Attendance at CCA concerts is by membership card only; no single admissions are sold and members are enrolled only during the annual drive each year.

Area residents who wish to become members are invited to telephone the Chamber of Commerce office in they have not been contacted by a worker.

Hereford CCA members have reciprocity again this year with Clobis, Canyon and Lubbock associations, so a local membership card will admit the holder to concerts in the other three cities.

At least three concerts will be scheduled here and there will be 11 others in the three area CCA groups, all by artists of national reputation.

Jaycee-Ette Fall Events Are Planned

Visitors from Jaycee-Ette groups over the area will be entertained by Hereford Jaycee-Ettes at a "sit-in-banquet" on Friday the 13th. Plans were made at the recent September meeting of the club, where a bake sale this month and attendance at the Area I convention in Perryton Oct. 1 were also planned.

Jaycee-Ettes operated a lemonade stand at the Pet Carnival Sunday, with proceeds going to the Summer Youth Program which closed with the carnival. Several members went to Bowie for a Jaycee-Ette installation banquet Sept. 7.

Mrs. John West and Mrs. Lonnie Wylie were welcomed as new members. Mrs. Bill Blackburn and Mrs. Jay Hemenway as guests.

SAXBE & CRIME

CHICAGO—Atty. Gen. William B. Saxbe speaking to representatives of police agencies in 25 big cities, said that the nation must reverse the upward trend of crime to avoid getting a national police force whose creation would be "a dreadful mistake."

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Men and women who learn to laugh at themselves, are on the road to self-improvement.

A happy spirit is the greatest possession that comes to man, regardless of his wealth or lack of it.

Chinese proverb: He who deliberates fully before taking a step will spend his entire life on one leg.

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Pack it on your back... then pack off to school or overnight with the gang. 1 1/2 pound red label Dacron® polyester filled, Nylon Knit lining with cotton cover. Completely unzips to 64" x 70" size to lie flat as a comforter. Choose from patchwork, novelty, floral or sports.
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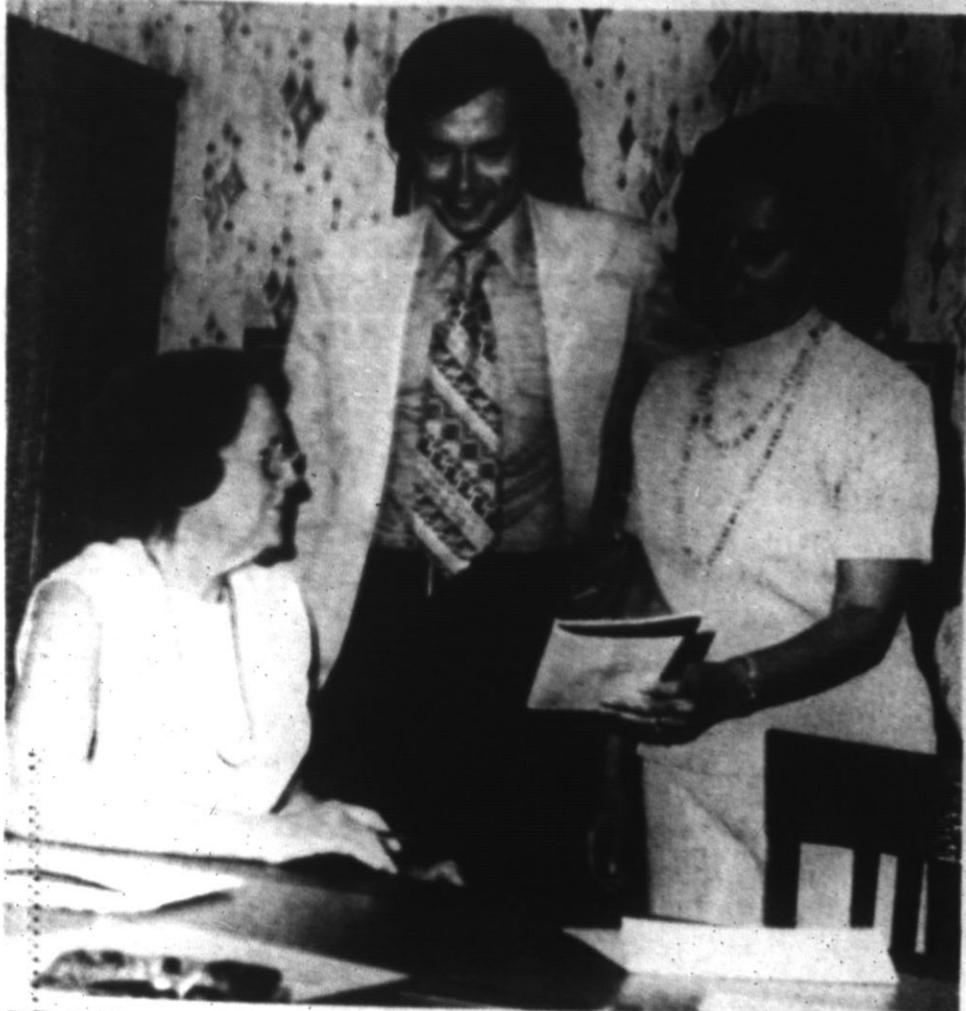
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SUGARLAND MALL





CCA Drive Near End

Hoping for a sellout of Hereford Community Concert Association memberships before the annual drive closes Friday, a trio involved in the campaign looks over reports in headquarters at the Chamber of Commerce office. Mrs. George Warner, seated, is president of the local CCA board this year and Mrs. Robert Josseland is one of seven captains directing drive workers. Ron Harness, national CCA representative, is in Hereford this week assisting in the enlistment of new members.

Guests Share Lunch And Program

A demonstration of meat cookery, with a luncheon featuring the roast beef prepared by the demonstrator, entertained members and guests of Hereford TOPS Club Tuesday in Community Center.

Each member brought a low-calorie salad for the meal, to serve with the meat for lunch. Katherine Berry of Odessa, home economist for Furr Foods, prepared three different cuts of beef to illustrate her talk and a film showing the firm's method of producing tender beef from the quality cattle fed in this area.

Since weight loss is the aim of

TOPS members, she told how to prepare meat with fewest calories.

Bouquets of tall garden flowers centered the two tables and were given after lunch to Mrs. Arthur Blackburn who had the record of greatest weight loss the past week, and Mrs. LeRoy Williamson, as consolation award.

Guests of the club were Mrs. Daniel Anderson, R.L. Ehrhridge, A.H. Brown, Beth Sunquist, and Floyd Coleman.

Members present were Mrs. Ancil Greenway, James L. Pickett, Mark Koenig, Bruce Glass, Jim Gumer, Adolph

Knabe, Inman Larson, E.C. Hewitt, John Warren, Owen Andrews, Hugh Davies and Kendon Anderson and Annie Lee Dobbins.

When athletics become more important than studies, the tail is running away with the dog.

The average adult, with all his wisdom, rarely understands how much the average child understands.

Ford cutting output of Pinto subcompacts.

Brunch Is Start Of Club's Year

Lone Star Club yearbooks were presented by the committee which prepared them, whose members were hostesses for a brunch in Pioneer Gas Flame Room Tuesday morning.

A new club year began at the meeting, with a series of programs on miscellaneous topics outlined. Mrs. W.O. McCutcheon was hostess chairman and serving with her were Meses. Henry Vaughn, J.E. Shirkey and John Jacobsen Jr. of the yearbook committee.

The program was quite informal, as each member by club custom reported on highlights of her summer vacation. These varied from trips and visits by grand-

children, to one woman's report of "three trips to the grocery store."

Mrs. Dale Tinnin conducted a brief business session in which members planned to send a wedding gift to recently married Mr. and Mrs. Willie Weaver of Canyon. Weaver, a former Hereford teacher, has given the club several travel programs.

Members at the brunch included Meses. Robert Thompson, V.E. Dodson, C.O. Phillips, W.S. Fluit, C.D. Kelton, S.A. McCathern, Hardy Benson, Jim Bookout, Jim Higgins, G.W. Newsom, Ed Warren, S.S. Williams, M.H. Wiseman and C.B. Womble.

Club Members Plan Convention

Several topics of business were discussed by members of Dawn Music Club Tuesday afternoon in the home of Mrs. Carl Kleuskens with Mrs. Alfred Smith as co-hostess for the season's initial meeting.

Plans were made for the District Federated Music Club Convention to be held in Dawn community building Nov. 9. The club's president Mrs. Gerald Parker, outlined work schedules for chairmen of convention committees.

Members voted to purchase a piano for the new community

building and discussed fund raising projects.

Mrs. R.E. Curtsinger introduced the club's book of study for the new club year entitled Emotion And Meaning in Music by Leonard B. Meyers. Mrs. Ray Stewart gave a program on Advantages of Federated Music Clubs.

Piano selections were given by Meses. Dwayne Nelson, Carl Wimberly, Clarence Betzen and Curtsinger.

Other members present were Meses. Roy Manning and H.V. McCabe.

Young Mothers Club Discusses Drive

Future projects were discussed by members of Young Mothers Study Club at their first meeting of the new club year Tuesday evening in the home of Mrs. Jerry Tisdale with Mrs. Jim McDowell as Co-hostess.

A get-acquainted party to kick off the club's membership drive

was planned for 8 p.m. Sept. 24 in Community Room of First National Bank.

Members present included Meses. Burt Spears, Bud Thomas, Eldon Howell, Stan Solomon, Travis McPherson, Harvey Milton and Chesley Johnston.

The only way to protect yourself against the fast-talker is calm thinking and slow action.



Mr. and Mrs. C.M. Smith ... reception honorees

Smiths Celebrate Golden Anniversary

Mr. and Mrs. C.M. Smith of 229 Ave. C were honored with a reception Sunday afternoon in their home by friends and relatives to celebrate their 50th wedding anniversary.

The couple was presented a white carnation corsage and boutonniere by hostesses.

The two-tiered cake, decorated with gold roses, was served from the refreshment table covered with white net over a gold cloth. It was centered with an arrangement of gold and blue flowers.

Hostesses for the afternoon were the couple's nieces, Mrs. Bud Kelley and Joyce Smith, two sisters, Mrs. Ben Medley and Mrs. Emerald Epperson and Bessie Williams.

Out-of-town guests were Mr. and Mrs. Charlie Foulks of Dodge City, Kan. and Sgt. and

Mrs. David Powell of Ft. Hood. Relatives greeting the couple were Messrs. and Mrs. Harry Smith, Medley, Bud Kelley and children, George Millard, also Joyce Smith and children.

SPY PLANE TESTED
EDWARDS AIR FORCE BASE, CALIF. -- The Air Force has made the first successful test flight of a remote-control spy plane. The drone reached an altitude of 25,500 feet.

SICKNESS COSTS
ATLANTA, GA. -- Postmaster General E.T. Klassen told a convention of postal supervisors that unauthorized absenteeism cost the U.S. postal service nearly \$200 million during fiscal 1974.

Calendar Of Events

THURSDAY

Hereford Riders Club, Community Center, 8 p.m.
Women's Golf Association, John Pitman Municipal Golf Course, 9 a.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.
Duplicate Bridge Club, 300 Western, 7:30 p.m.

Mon Amis Study Club progressive dinner beginning in home of Mrs. Don Tindal, 7:30 p.m.
Telephone Pioneers covered dish supper at Pioneer Gas Flame Room, 7 p.m.

FRIDAY

Hereford Garden Club, Garden Center, 3 p.m.
Cultural Club, home of Mrs. Grady Parsons, 1106 Grand Ave., 2:30 p.m.
Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 p.m.

SATURDAY

Story hour for children, grades 1 through 4, Deaf Smith County Library, 10 a.m.
Deaf Smith County Historical Museum, open to public, free, from 2 to 5 p.m.

MONDAY

El Llano Study Club dinner in home of Mrs. Labry Ballard, 120 Beach, 7:30 p.m.
Kappa Iota Chapter of Beta Sigma Phi Sorority, First National Bank, 8 p.m.
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
GED, Tests, board room of school administration building, 8:30 a.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

La Plata Study Club, Mrs. W.D. Askew, 8 p.m.
La Affiliatus Estudio Club, Pioneer Natural Gas Flame Room, 9 p.m.
Cowboies luncheon, Hereford Country Club, 11:45 a.m.
Rebekah Lodge, IOOF Hall 8 p.m.
Hereford TOPS Club, Community Center, 9 a.m.
(BPOE Lodge, Elks Hall, 8:30 p.m.)
Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.

WEDNESDAY

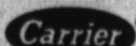
Merry Mixers Square Dance Club, Community Center, 8:30 p.m.
Knights of Columbus, KC Hall, 8 p.m.
Noon Lions Club, Civic Club Center, noon.
Deaf Smith County Museum, open to public, free, 2 to 5 p.m.
Story hour for preschool children, ages 3 to 5, at Deaf Smith County Museum, open to public, free, 2 to 5 p.m.
Story hour for preschool children, ages 3 to 5, at Deaf Smith County Library, 3 to 4 p.m.



Calomel, another name for chloride of mercury, a white powder, means "beautiful black!"

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each evening at 7:30 p.m.

With SPECIAL

YOUTH MEETING SATURDAY

1:15 to 7:30

Featuring:

Lemuel Philips - Counterfeiting the Real Thing

Re Wright - Does God really exist (illustrated)

And

V.P. BLACKS'S SERMON at 7:30 p.m.

THIS CROOKED GENERATION

EVERYONE IS INVITED

GOSPEL MEETING CONTINUES THROUGH SUNDAY SERVICES

9:30 - 10:30 and 6:00 p.m.

The CENTRAL CHURCH of CHRIST

J.T. MARLIN MINISTER

SUNSET & PLAINS

BACK TO THE SCHOOL OF FASHION

START

Check through your current wardrobe

Coops! changed sizes back 2 space

Big Party! Plan ahead

New outfit draws compliments. Put yourself on back!!

Visit your local kids clothing store.

Look at Kids Fall Fashions in magazines.

Face Fall with a smile

Everything looks good in the mirror.

GO TO THE HEAD OF THE CLASS!

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On Main Street Downtown

At The Library Author Reveals Personal Insight

Deaf Smith County Library is featuring two books this week. When Mothers Work by Evelyn Shafner and Home To My Mountains by Hazel Selby.

When Mothers Work is a thought provoking story about working mothers and how they deal with every day problems.

Home To My Mountains is set in a beautiful isolated country. A city oriented couple move from an urban community to try and find freedom and independence in a part of the wilderness world they love.

The library is open to the public on Mondays from 9 a.m. until 9 p.m., weekdays from 9 a.m. until 6 p.m. and Saturdays until noon.

WHEN MOTHERS WORK Evelyn Shafner

To work or not to work is the question often confronting modern-day mothers. Thought provoking answers related to all phases of this question are explored by Evelyn Shafner in When Mothers Work.

Drawing on long and varied experience as a mother and a teacher the author urges that any mother who considers working especially when her children are young, count the cost — financially as well as physically and emotionally — to her family and to herself.

The author firmly believes that parents not only control a child's home environment holds the key to much that is vital in a child's early development.

Case studies throughout this down-to-earth book focus on the quality of environment that may be created when both parents are absent from the home more than eight hours a day.

When Mothers Work carefully considers not only questions of whether a mother should work, but points out vividly some of the things that may happen when she does.

A home can be broken or seriously weakened, the author says, when the calming and stabilizing influence of a full-time mother is missing.

Accentuating the positive, the author describes the ideal

situation in which a woman sets priorities as she plans the stages of her life.

She provides for years when she can be with her children almost constantly, gradually releasing them to independence. She is then free to focus on personal pursuits that may include a fulfilling career.

When Mothers Work, with its unusual insights into an almost universal question will make reading for women everywhere.

HOME TO MY MOUNTAINS By Hazel Selby

This is the fascinating story of Hazel and Bert Selby who leave security and urban living behind to find freedom and independence in a part of the wilderness world they love.

In beautiful isolated country, among intriguing mountain people they carve out a new life that challenges all their ingenuity and stamina. Amidst still tall timber, a sparkling lake and lovely green valley they soon learn to fight dreaded forest fires and cope with the sudden violent windstorms.

Yet everyday, every season has its marvels — wolf tracks across the trail, bear and deer in the clearing, a walk in July to see the monkshood bloom near the trickling stream.

To bulldoze a road into the woods, clear a site for their dream house, the Selbys gather a group of crusty characters to help them.

The 80-year-old cantankerous carpenter-contractor has his own ideas about how high a ceiling ought to be and what a chimney should be made of. The man with the bulldozer, however, delights in following instructions to the letter especially when he knows they are wrong.

Then there is "Outfit", the strange and elusive well digging team with its antiquated equipment which appears and reappears at unpredictable intervals.

All their trials, alarms and adventures in returning to the mountains where they homesteaded some 40 years before make this book delightful and refreshing reading.

Advance Plans Made In Council

Looking ahead to a year's activities, the Hereford Beta Sigma Phi Council had its first meeting of the new season Monday evening in Hereford State Bank Friendship Room.

Committee assignments were made in the business discussion directed by Mrs. Bobby Jones, president. Planning started for a social highlight of the year, the annual Valentine ball slated for Feb. 15.

An invitation was given by Alpha Alpha Chapter to other chapters of the sorority, to

attend a meeting Sept. 17 when City Manager Dudley Bayne will be the guest speaker with Local Government as his subject.

Council members present, representing Alpha Alpha, Xi Epsilon Alpha, Kappa Iota and Alpha Iota Mu Chapters, were

Mmes. Phil Sciumbato, Fred Mulkey Jr., Jim Cramer, Max Stipe, Joe Story, John Schneider, Fred Ruland, David McDonald, Ken Waiser, Don Childers, Gary Ward and Jim Aldridge, also Carla George.

OES Picks Delegate

Mrs. Robert Harris, worthy matron of the Hereford Eastern Star Chapter, will be its representative at the Grand Chapter of Texas convention in Houston next month, members voted at their meeting Tuesday evening in the Masonic Hall.

Invitations were received to a tea honoring Mrs. Glenn

Dowlen of Canyon, grand organizer, at Canyon Community Center Sept. 22, also to Friendship Night programs at Friona, Amarillo and Lubbock.

Mrs. Emma Beard was welcomed as a transfer member from Ralls. Refreshments were served by the hosts, Mr. and Mrs. Merle Parker, Mrs. A.H. Brown and May Fralin.

Extension Club Has Lunch

A luncheon in the home of Mrs. Don Middleton opened the Dawn Extension Club year, as members listed meeting times, hostesses and program subjects for the new season in their yearbooks. Projects for the year were also discussed.

Joyce Shipp, county extension agent, gave the program on Men's Fashions. Guests were,

Sherry Harder, new assistant extension agent, Mmes. Ed Sowell, John Wilson and Cliff Skiles.



G.E.D.
General Educational Development
Tests will be given on the 3rd Monday
and the following Tuesday of each month.
PLACE: Admin. Office of Hereford
Independent School District
TIME: 8:30 A.M.

Mrs. Skypala Is Honoree At 80th Party

Celebrating her 80th birthday, children of Mary Skypala hosted a party in her honor Sunday at the Knights of Columbus Hall.

Greeting guests during the afternoon get-together were her daughter, Mrs. Gene Rowland of Dallas, her sons and daughters-in-law, Mr. and Mrs. Elwood Skypala and Mr. and Mrs. Norbert Skypala of Hereford, Mr. and Mrs. Ed Skypala of Austin, Mr. and Mrs. Edwin Skypala of Temple.

Shelly Ruland, daughter of the Fred Rulands, invited guests to register while granddaughters of the honoree served a three-tiered birthday cake, coffee and punch from a table centered with a money tree, a gift of friends and relatives.

Taking turns serving refreshments were Mmes. Fred Ruland, Bill Dirks, Jim Mazzell and Michael Margrave of Hereford, Mrs. John Willoughby of Amarillo and Mrs. Kirk Hartman of San Antonio.

Approximately 150 guests were greeted.

If you think nobody cares, call us at 1-800-488-4468, a Suicide Prevention-Crisis Intervention Unit.



Mary Skypala on birthday

Temptation may overwhelm anyone but not those who intelligently avoid temptation.

One way to become intelligent is to remember not to believe everything you see in print.

By Sarah Anne Sherridan
Nutritionists tell us to serve leafy vegetables at least once a day. The vitamins that we must have are abundant in greens.

Extension Club Has Speaker

Changing Styles in Men's Fashions was the program given by Joyce Shipp, county home demonstration agent, to members of West Hereford Extension Club Tuesday afternoon in the home of Mrs.

D.W. Allison, 514 Blowing. Addie Phillips was welcomed as a new member and Mrs. E.H. Cox was the business gift. Members present included Evelyn Bell, U.V. Pierce and Robert Boyd.

Bride-Elect Feted At Afternoon Party

A pre-wedding shower complimenting Ann Bellamy of Arlington, fiancée of Alton Lamm, was given at a tea Saturday in Pioneer Gas Flame Room at friends of the prospective bridegroom and his family met the bride-elect.

She was introduced by his mother, Mrs. Bill Lamm. His grandmother, Mrs. W.A. Lamm of Lubbock, was also in the morning line.

The registry table where Sharon Gasser presided and the

table where hostesses in turn served refreshments were decorated in pink and white, colors chosen by Miss Bellamy for the wedding to be solemnized in Arlington Sept. 21.

Hostesses were Mmes. Don Waters, Vernon Inman, LeRoy Burger, Sam Long, Melvin Hoover, Floye Eubanks, Eddie O'Rand, Jim Blakey, Glenn Williams and O.C. Curtsinger; Erika Durham and Shirley Simpson.

Shower -Tea Is Given

Mrs. Barry Answine was honored at a luncheon shower at a Sunday afternoon tea in the BEC Midallion Room, where the hostesses were Mmes. Roy Shipp, Stanley Simmons, Joe Tubb, Tom Simons, Waldo Butler and Dwight McGee, and Ruby Owen.

Invitations with Raggedy Ann and Andy pictures set the motif for the party, repeated in table and room decorations. Gift packages presented to Mrs. Answine were opened to guests could see the contents while they talked informally.

Gypsy Theme Is Used For Party

A crystal ball was used in a Gypsy setting to foretell the coming year for Veloda Study Club, as the 1974-75 program was introduced at a party in the home of Mrs. Bill Walden Tuesday evening.

Guests sat at tables decorated in the Gypsy theme, each centered with a jewelry box overflowing with bright baubles. Mrs. Arnon Landerback presided for the first business session. Members exchanged gifts to reveal secret pal identities.

Other members of the yearbook committee, Mmes. Richard Ottesen, Gwynne Owen and John Poindexter, were hostesses with Mrs. Walden at the colorful costume party.

A special guest was a charter member of the club, Shirley McCaskill. Others present were Mmes. Gid Brown, Bill Brody, Hugh Clearman, George Olson, Billy Wayne Sisson, Lawrence Ruter, Lloyd Crume, and J.D. Gilbert Jr.

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Tri-State High School Rodeo
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THURSDAY - FRIDAY - SATURDAY
8:00 P.M. EACH NIGHT
SPECIAL SATURDAY MATINEE AT 2:00 P.M.
Admission \$2.00 Adults and \$1.50 Students
11 - BIG EVENTS
BOY'S DIVISION
• Bareback Bronc Riding
• Calf Roping
• Ribbon Roping
• Team Roping
• Steer Wrestling
• Bull Riding
GIRL'S DIVISION
• Barrel Racing
• Pole Bending
• Steer Riding
• Coat Tying
• Break-Away Roping
AWARDS
• Trophy Buckles to top three winners in each event
• Saddles to All-Around Cowboy and All-Around Cowgirl
• Team Trophies to top Boy's and Girl's Teams
AWARDS WILL BE PRESENTED AFTER FINAL PERFORMANCE SATURDAY NIGHT SEPTEMBER 14, 1974
DANCE-DANCE-FRIDAY and SATURDAY NIGHTS
ADMISSION \$2.00 PER PERSON
9:00 P.M. to 1:00 A.M.
CIVIC CENTER
at the Jim Hill Hotel



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DEL. HOURS: 8-7 DAILY, 9-6 SUNDAY
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TOMATOES CONTIDINA 14 1/2-OZ. CAN. **4\$1.00**

RELISH DEL MONTE 12-OZ. JAR. **3\$1.00**

VEGETABLES FOOD CLUB MIXED NO. 303 CAN. **4\$1.00**

SPINACH FOOD CLUB NO. 303 CAN. **4\$1.00**

CARROTS GOLD TIP SLICED NO. 303 CAN. **4\$1.00**

MILK EAGLE BRAND 15-OZ. CAN. **49¢**

TUNA CARNATION LIGHT CHUNK 9 1/2-OZ. CAN. **89¢**

POLISH TOPCO FURNITURE 14-OZ. CAN. **63¢**

RANCH STEAK FURR'S PROTEIN LB. **\$1.09**

STEW BEEF FURR'S PROTEIN EXTRA LEAN CUBES LB. **\$1.19**

CHUCK STEAK FURR'S PROTEIN LB. **98¢**

GROUND BEEF FRESH GROUND LB. **79¢**

BEEF ROAST FURR'S PROTEIN SEVEN BONE CUT LB. **99¢**

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ROUND STEAK FURR'S PROTEIN **\$1.19**

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BROCCOLI TOP FROST CHOPPED 10-OZ. PKG.	28¢
OKRA TOP FROST FRESH FROZEN 10-OZ. PKG.	37¢
PIZZA TOP FROST SAUSAGE OR CHEESE 13-OZ.	79¢

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CREME RINSE BEACON 16-OZ. 3/\$1.00	ICE TRAY CUBE MAKE PERFECT CUBETTES 3\$1	HAIR SPRAY SAUVE 59¢	LISTERINE MOUTHWASH 32-OZ. SIZE \$1.39	SHAVE CREAM from Dippity-do Regular & Extra Hold 6-OZ. JAR \$1.13	TAME CREME RINSE WITH BODY OR WITH LEMON 10-OZ. 99¢



Weekly Television Magazine

The Hereford Brand

THURSDAY SEPTEMBER 12, 1973

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NEWSPAPERS...

The Full-Information

MEDIUM...

THE HEREFORD BRAND
The **SUNDAY BRAND**

one of her world-famous legs in the cement; Bob Hope and

Connie Stevens in "The Sex Symbol."

Thursday Program Notes

7:00. ABC, 'THE GOD COUPLE.' The Rain in Spain Falls Mainly in Van... Felix tries to help Myra win back her old boyfriend... played by guest star, Bob O'Brien...

Table with columns for Channel, Time, Program, and Station. Includes programs like 'The God Couple', 'The Streets of San Francisco', 'The Love Boat', etc.

On The Cover

A poor research scientist finds his life dramatically altered when a duck he owns starts laying golden eggs in...

Table with columns for Channel, Time, Program, and Station. Includes programs like 'The Duck', 'The Streets of San Francisco', etc.

Tuesday Program Notes

7:00. NBC, 'THE WORLD PREMIERE MOVIE... ERROR ON THE 4TH FLOOR.' Starring John Forsythe, Marielita...

Table with columns for Channel, Time, Program, and Station. Includes programs like 'The World Premiere Movie', 'The Streets of San Francisco', etc.

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Wednesday Program Notes

7:00. ABC, 'THAT'S MY MAMA.' Clifton's Dignous Romance. Clifton to meet a divorcee...

Table with columns for Channel, Time, Program, and Station. Includes programs like 'That's My Mama', 'The Ripper', 'The Streets of San Francisco', etc.

Kolchak tracks a killer on 'Night Stalker'

The shocking murders of several young women leave Chicago stunned and lead Kolchak to a man he believes is the real Jack the Ripper...

Table with columns for Channel, Time, Program, and Station. Includes programs like 'Night Stalker', 'The Ripper', 'The Streets of San Francisco', etc.

Advertisement for Furniture and Appliances. We Have Furniture and Appliances For the Entire Home! Pampel Furniture Co. 590 La 366-5400

Advertisement for Pampel Furniture. FOR SALE PAMPEL HERBERT 364-0780

George C. Scott stars in "Oklahoma Crude"



George C. Scott and Faye Dunaway star in "Oklahoma Crude," a drama on NBC Saturday Night at the Movies, Sept. 31 (8:00-10:15 p.m.) on the NBC Television Network. John Mills and Jack Palance co-star.

In Oklahoma in 1913, Lena (Miss Dunaway), an independent drifter, challenges the Pan-Oklahoma Oil Company with her well. In an effort to help his strong-willed daughter, Lena's father, Cleon (John Mills), hires itinerant Masa (Scott) to back her efforts.

When Hellman (Palance), a trouble-shooter for the oil company, forces Masa and Lena off the field and has them beaten, her lawyer advises that she and Masa (take the claim back by force).

The 1973 Columbia release was produced and directed by Stanley Kramer. Marc Norman wrote the screenplay. Music is by Henry Mancini.

The Cast

- Masa: George C. Scott
- Lena: Faye Dunaway
- Cleon: John Mills
- Hellman: Jack Palance
- William: William Lucking
- Wilcox: Harvey Jason
- Marion: Ted Gehrig
- Wobbly: Cliff Ormond
- Massive Man: Rafeal Campos
- Jimmy: Woodrow Parfrey
- Lawyer: Woodrow Parfrey

Faye Dunaway and George C. Scott star in "Oklahoma Crude."

CHANNEL CABLE	4 KNC	7 NBC	10 KDA	13 KFS	15 KTV	11 IND	12 KIX	13 IND	3 IND	5 IND
6	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
7	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
8	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
9	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
10	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
11	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
12	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.

Connie Stevens stars as the "Sex Symbol"

There is a ceremony that has taken place in Hollywood with consistent irregularity since 1927—in fact it is the one ritual that is identified with Hollywood perhaps more than any other—the hand-and-footprint-in-the-cement formalities in the forecourt of the famed Grauman's (now Mann's) Chinese Theatre.

With all the fanfare and fans of a real hand-and-footprint occasion, Connie Stevens was "immortalized" in wet cement, not for posterity, but for her starring role as Kelly Williams in "The Sex Symbol," an ABC Television Network "Tuesday Movie of the Week," airing Sept. 17 (7:30-9:00 p.m.).

Based on the Alvah Bessie novel, "The Symbol," the movie tells of the dramatic rise and fall of the fictional Hollywood movie queen of the '40's and '50's. Also starring in the film are Shelley Winters, Madlyn Rhue and Nehemiah Persoff, all of whom appear in this particular sequence when Kelly, at the apex of her career as a blonde sex symbol of the silver screen, is asked to perform the undying ritual of placing her hands and feet in the cement and then writing her name.

The ceremony actually started by accident in 1927 when Syd Grauman (founder of the theatre), Mary Pickford and Douglas Fairbanks arrived for a premiere and trod on a slab of wet cement. So traditions are born.

Since then, 148 other stars have made their impressions in concrete. Norma Talmaage, following the aforementioned trio, was the first, on May 18, 1927. The last was Ali McGraw on November 12, 1972.

Occasionally a performer will leave another impression instead of the usual hands and feet; Betty Grable pressed one of her world-famous legs in the cement; Bob Hope and



Connie Stevens is "The Sex Symbol."

Friday Program Notes

7:00...CBS...PLANET OF THE APES... Futuristic action-adventure series, starring Roddy McDowall, Ron Harper and James Naughton. Booth

7:00...NBC...BORN FREE... A dramatic story of the Adirondack wilderness, starring Robert Redford and Anthony Quinn. Booth

7:00...ABC...KODIAK... Clint Walker stars as Kodiak, a giant of a man named by the natives after the majestic bear roaming the region.

7:30...ABC...THE SIX MILLION DOLLAR MAN... with guest stars Carol Lawrence, Fred Beir and George Gaynes. An atomic bomb has

7:30...NBC...CHICO AND THE MAN... Starring Jack Albertson and Freddie Prinze as Chico, a bright, lively Chicago

8:00...CBS...THE TEXAS WHEELERS... An earthy contemporary comedy series centering around the lives of the four motherless Wheeler children

8:00...ABC...POLICE WOMAN... Starring "Peggy" Anderson as Earl Holliman as Lt. Bill Crowley, two undercover police officers.

8:00...CBS...THE CBS FRIDAY NIGHT MOVIES... "MASH" Starring Donald Sutherland, Elliott Gould and Sally Kellerman. A film

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CHANNEL CABLE	4 KNC	7 NBC	10 KDA	13 KFS	15 KTV	11 IND	12 KIX	13 IND	3 IND	5 IND
6	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
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11	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.
12	News 4 To Tell the Truth	News 7 To Tell the Truth	News 10 Line	News 13 Line	News 15 Line	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.	The Rifleman F.B.I.

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Caine is almost captured by Chinese Agents on "Kung Fu"

China's trust in people almost causes his capture by Chinese government agents in "A Small Beginning," on the ABC Television Network's "Kung Fu," Saturday, Sept. 21 (8:00-9:00 p.m.).

A sea captain and his Chinese bride present Caine with a pardon from the Emperor of China; however, a mysterious omen leads Caine to use caution in his dealings with them.

David Carradine stars as Caine. Special guest star Rosemary Forsyth appears as Ellie. Other guest stars are William Shatner as Captain Gage and Franco Noyon as Lady Ching. Co-starring are Nadimé Para as young Caine, James Hong as Yweng Kyo and Kinji Shibuya as Pan Chiao.

Others in the cast are: Tom, Brubaker, Jeanne Jo, Yuki Shimoda, Frances Fong, Man, Woman, directed by Richard Lang. Alex. Balton and Herman Miller are producers and Jerry Thorpe is executive producer of the series.



David Carradine stars as Caine.

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SATURDAY

ALL PROGRAMS SUBJECT TO CHANGE

CHANNEL	4	5	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
CABLE	4	5	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
NET	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC
PROGRAM	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show	10:30-11:30 The Tonight Show

Saturday Program Notes

11:30...NBC...GO
Black belt Master Richard Stone and his class of youngsters are joined by Art Fleming (as host) for demonstrations of karate, judo, kung fu and aikido.

12:30...ABC...NCAA FOOTBALL
ABC Sports will provide live coverage of the game between Stanford and Penn State and commentary by Keith Jackson and sportscaster commentator Coach Ara Parsonson.

7:00...ABC...THE NEW LAND
This series pictures the hardships and triumphs of a courageous immigrant Scandinavian family struggling to carve out a life in their adopted land.

Sunday Program Notes

10:30...ABC...MAKE A WISH
Tom Chapin hosts the series and performs the original songs which are written by his brother Harry Chapin. The hit "Up Where the Sun Don't Shine" and "House" are featured.

5:45...CBS...THE NFL TODAY—PRO FOOTBALL REPORT
Interviews, pro-football scores and news presented following the broadcast of National Football League games, with Jack Whitaker as host.

SUNDAY

ALL PROGRAMS SUBJECT TO CHANGE

CHANNEL	4	5	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
CABLE	4	5	7	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
NET	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC	KONC
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Paper Moon

Mozz enters Addie in a Shirley Temple contest and then makes sure she'll win second prize—which is a turn-up for her malfunctioning car—on the ABC (Television Network's "Paper Moon" airing Thursday, September 19 (7:30-8:00 p.m.).

In "Second Prize" Mozz leaves a protesting Addie in their Grand Lavee Hotel room to pimp for the talent contest while he offers the deacon, who is to judge the event, a free Bible with his name embossed in gold in exchange for the needed prize. Mozz's troubles are just beginning when the discoverer he is nearly out of gold leaf.

Christopher Connelly stars as Mozz; "Mozz" Fry and Jodie Foster stars as Addie Fry.

The Odd Couple

Felix, the star bowler, quits Oscar's bowling team just before the championship game with The Kingpins because he thinks too much emphasis is being placed on winning in "The Odd Couple" on the ABC Television Network. Thursday, Sept. 19 (7:00-7:30 p.m.).

In "To Bowl Or Not To Bowl" despite Oscar's heated protestations, Felix resigns from The Bowlers, deciding the team to sure defeat. A desperate Oscar then decides to teach his roommate what life would be like without competition by arranging a poker game in which winning is his own reward.

Tony Randall stars as Felix and Jack Klugman as Oscar. Neen Pills (col) guest-stars as leader of The Kingpins, and Beatrice Cohn co-stars as a frustrated bride, whose honeymoon hinges on a bowling game.

TRAPPED

John Forsythe stars as a senior business executive who is trapped on the top floor of a burning skyscraper in "Trapped" on the 48th floor. A drama to be colorcast on NBC World Premiere Movie Tuesday, Sept. 17 (7:00-9:00 p.m.) on the NBC Television Network.

HORRIFIED

Shelley Long stars as Helen Hill, head of a children's talent academy, is haunted by terrifying memories from her past in "What's the Matter With Helen?" a suspense drama to be colorcast on NBC Monday Night at the Movies, Sept. 18 (8:00-10:00 p.m.) on the NBC Television Network.

"Emergency!"

Shelley Long, Miami Dolphins All Pro Running Back, Larry Conka and Carol Wayne guest star in "The Emergency!" a drama about a clinic doctor who will launch a clinic in a remote area. To be colorcast on NBC Monday Night at the Movies, Sept. 18 (8:00-10:00 p.m.) on the NBC Television Network.

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OS 3000 Portable Solid State Chassis

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Shirt-jac sale.

Save 3⁴⁰

Reg. 17.00. Sale 13.00. Long sleeve shirt-jacs with dart styling. Easy-care polyester. Assorted colors. Sizes 8-18.

Save 2⁴⁰

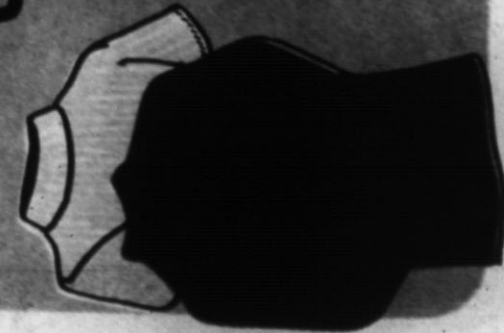
Reg. 12.00. Sale 9.60. Slim-fitted shirt-jacs with long sleeves and notched collar. Navy and assorted fashion colors. Sizes 8-18.

Sale prices effective thru Saturday. Charge it or use our convenient lay-away. For other women's clothing and accessories, shop the JCPenney Catalog.



JCPenney

Women's easy care tops at 20% savings.



Save 1²⁰

Reg. \$5.00. Sale \$4.00. Machine washable polyester knits. Short sleeves, turtleneck or long sleeve mock turtleneck. Assorted colors. 8-14.

Women's polyester coordinates at budget pleasing prices.

Short sleeve shirt or long sleeve blazer **10⁸⁸**
 Sleeveless shell or pull-on pants **6⁸⁸**

Handsome mix-and-match fashion in machine wash, tumble dry polyester knit. Terrific assortment of light blue solids, tweeds and argyle patterns. Sizes 8 to 18.

Supplement to THE HEREFORD BRAND, Thursday, September 12, 1974, Hereford, Texas

JCPenney

Our Fall Savings Fair begins with 25% off on beautiful fashion fabrics.



Save \$1 yd.

Reg. 3.99, sale 2.99 yd. Penn-Prest® polyester fabrics machine wash, tumble dry and never need ironing. Choose from crepe and linen-stitch fashion and solid and printed denim looks. 58/60" width.

Save 95¢ yd.

Reg. 3.79, sale 2.84 yd. Junior printed knits. A carefree polyester/cotton blend. White, beige and pastel grounds with floral and geometric patterns. Penn-Prest Convenience.

Special 77¢ 4-oz. skein.
 Soft, washable Orlon® acrylic knitting yarn. Terrific assortment of colors. 4-oz., 4-ply skein.

Events Starts Thursday, September 12th

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 9:30 am til 6:00 pm Daily
 9:30 am til 8:30 pm Saturday

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Sale. Decorative muslin sheets.

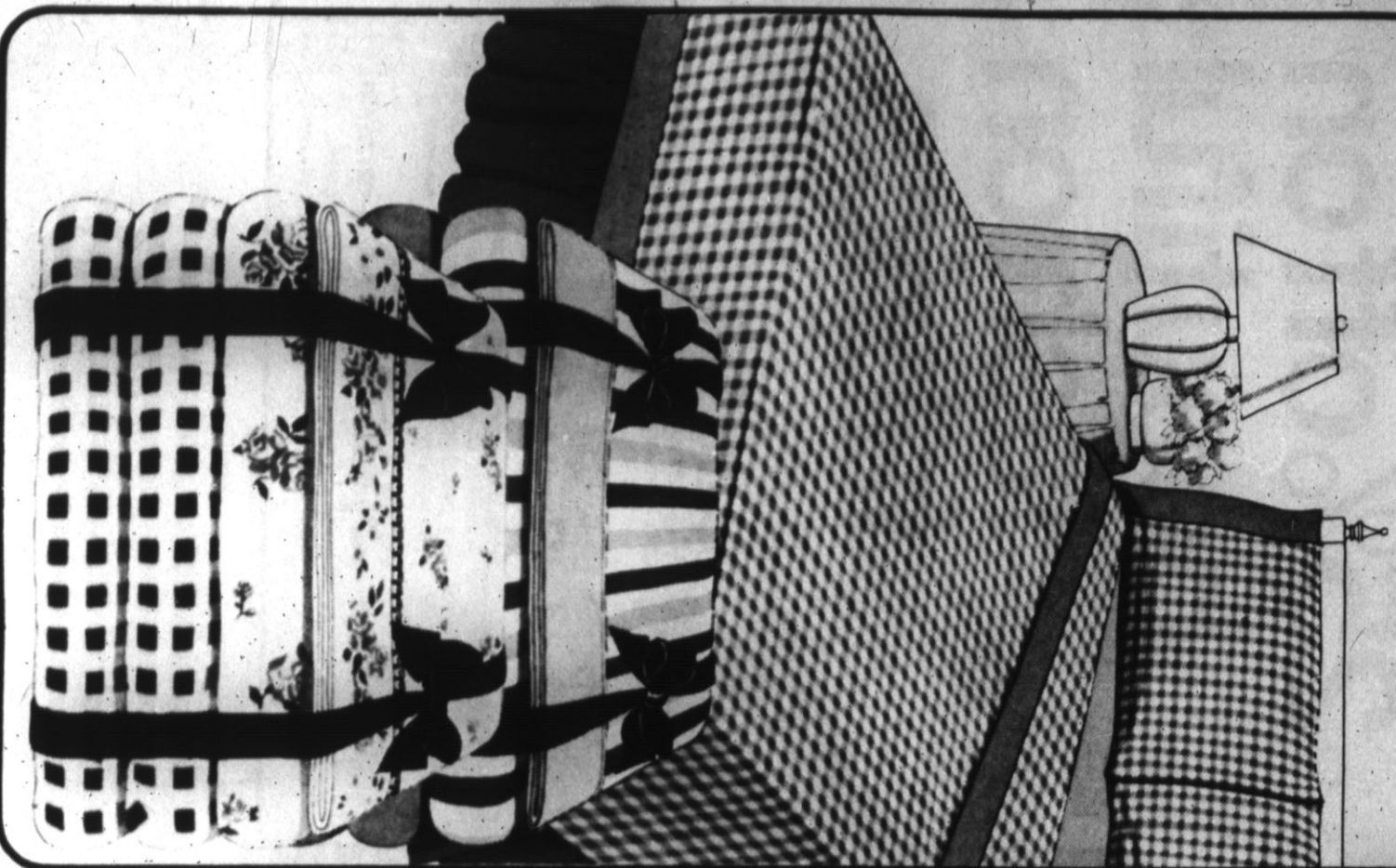
Sale 424
full size flat or fitted

Reg. 4.99. Duxtone stripe sheets in polyester/cotton muslin. Never need ironing.

Sale 348
twin size flat or fitted

Reg. 4.29. 'Parisienne' Perin-prest muslin print in easy-care, long wearing polyester/cotton. Gingham checks with the decorator look in beautiful colors.

Reg. of 2 pillow cases, reg. 3.79, Sale 3.18
Full size, reg. 5.29, Sale 4.48



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JCPenney bedroom values.

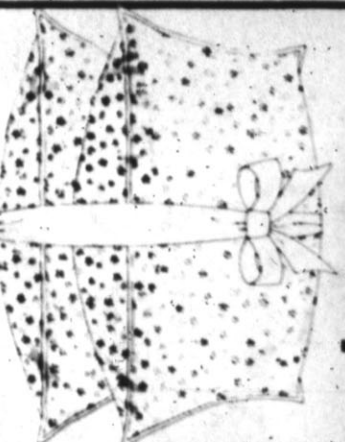
Special quilted bedspreads.



Special 1288
full size

Bold floral print on cotton. Machine washable, no ironing needed. Fully quilted; polyester fill. Gold, green or blue.
Queen size... Special 15.88
King size... Special 19.88

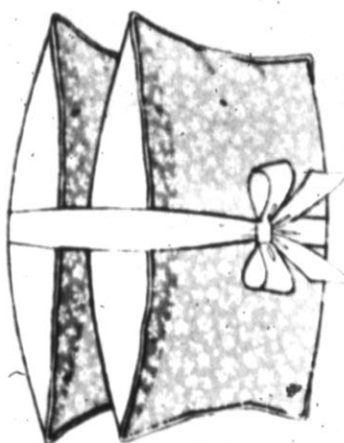
Plump pillows, value priced.



350

Standard size pillow with polyester filling. Polyester fill. Several at this low price.

2 for 499
Pretty print/solid covered pillow with polyester filling. Standard size



JCPenney Fall Savings Fair.

Save on pantihose.



Sale 4 prs. 4.00

Reg. 1.29 pr. Our beautiful Pissotart™, pantihose, now on sale. Choose from sheer stretch with nude heel or popular sandalfoot, all sheer or with a Fillock top. Basic and fashion colors in short, average or long.

A great buy on fancy bras. 1.99

Contour bra with lace look cup and soft polyester lining. Comfortable to wear and so easy care. White. 32-36, A,B,C.



Easy care polyester knit assortment in Fall colored solids and patterns. Choose from long sleeve shirt-jac and blazer styles with flare leg, pull-on pants. Belted and unbelted silhouettes, many with interesting contrast trim. 8 to 18.

Ms. pantsuits at a very special 15.88. What a beautiful buy.



Sale prices effective for a limited time only. Just say "change it" or use our convenient lay-away. For other great looks see our JCPenney catalog.

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of NBC Television Network's Columbo on the NBC Sunday Mystery Movie series Sept. 15 (7:30

with starring a sensational murder (Columbo) in the grip of lunge-induced psychosis

would be child stars hoping to emulate Shirley Temple who is then, in 1934, all the rage

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kids clothing sale.



20% savings on Penneypets® for boys and girls.

Sale 2³⁹

Reg. 2.99. Girls' turtleneck sweater. Polyester/cotton long sleeve fashion in pretty patterns, with solid neckline trim. S-M-L (4 to 6X).

Sale 3⁶⁷

Reg. 4.99. Girls' flare leg pants. Polyester/cotton twill with fly front and two pockets. Asst. solids. 4-6X.

Sale 2²³

Reg. 2.79. Solid color turtleneck in Acrylic® acrylic. Cablestitch knit with Penneypet® embroidery. Long sleeves. 4-6X.

Sale 3⁸³

Reg. 4.79. Girls' plaid pants. Carefree polyester/cotton with a yoke back and zipper front. Belt loops. 4-6X.

Like it? Charge it. Sale prices effective thru Sat. only. For something special see your JCPenney Catalog.

Sale 2³⁸

Reg. 2.99. Boys' long sleeve turtleneck. Navy, green, burgundy or brown stripes in breezy care polyester/cotton knit. 4 to 7.

Sale 3⁵⁹

Reg. 4.49. Boys' corduroy jeans. PennPrest® polyester/cotton. Flare leg styling, belt loops. Navy, burgundy, green or brown. Machine washable, tumble dry. 4 to 7.

Sale 1⁸³

Reg. 2.29. Boys' short sleeve shirts. Easy care polyester/cotton knit in navy, green, burgundy and brown. Mock turtleneck. Sizes S-M-L (4-7).

Sale 3⁵⁹

Reg. 4.49. Plaid jeans from the Penneypet® collection. No-iron polyester/cotton with flare legs and belt loop styling. Coordinating colors. 4-7.

JCPenney

linen sale.



Sale 1⁶⁰ bath size

Reg. 2.00. "Lilbon" sheered cotton jacquard towel set in bright poppy, goldenrod or dark avocado. Styled with fringed edges. Hand towel. Reg. 1.25. Sale 1.00. Wash cloth. Reg. 75¢. Sale 60¢.

Sale 2²³ bath size

Reg. 2.79. "Pansy Parade" or "Chickadee" towel sets in soft, absorbent cotton. Handsome border or jacquard print in decoration fashion colors. Hand towel. Reg. 1.99. Sale 1.56. Wash cloth. Reg. 99¢. Sale 79¢.

Sale 1⁰⁸ bath size

Reg. 1.35. "The Tote" solid cotton dobby towel set with hemmed edges in four fashion colors. Choose white, avocado, light goldenrod or pale buttercup. Hand towel. Reg. 1.00. Sale 80¢. Wash cloth. Reg. 50¢. Sale 40¢.

Save 20% on these beautiful towels in decorator fashion patterns.

Save 20% on fine Penn-Prest® "Jewel-Tex" draperies.

Sale 12⁶⁰ 50 x 84"

Reg. \$16. "Jewel Tex" draperies of cotton/nylon dobby with thermal foam/acrylic backing. Choose from 15 decorator shades of white. Extensive range of sizes at equally great savings.



Sale prices effective thru Saturday. Charge it or use our convenient lay-away. For other decorator linens, shop the JCPenney Catalog.

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Men's fashions at great prices.

JCPenney
men's specials.



Special. Handsome blazer duo.

3588

Wrinkle resistant, polyester double-knit fashion in great-looking solid and pattern combinations. Single breasted blazer, jacket, flare leg pants in tones of navy, brown or green. Sizes 38, 39, 40, 42, 44, and 46.

Special buy on shoes.

4188

Artisan resole offered in smooth man-made uppers. Important contemporary styling with higher heel, stitching trim. Comfortable.

Save 20% on men's easy-care knit shirts.

Sale 400

Fig. 5-007. Short sleeve polyester knit shirts handsewnly styled with mock turtleneck and chest pocket with button closing. Rib stitch. Machine washable. Assorted colors for S, M, L, XL.

Sale 478

Fig. 5-96. Classic short sleeve knit shirts in machine washable polyester tailored with long point fashion collar, 4-button placket and chest pocket. Assorted colors in sizes S, M, L, XL.

Sale 638

Fig. 7-88. Long sleeve turtleneck shirts in rib stitch with hemmed bottom and sleeves. Machine washable 100% nylon that dries quickly. Assorted solids and heather looks in S, M, L, XL.

Sale 558

Fig. 6-88. Long sleeve rib stitch shirts in polyester. Classic styling with long point fashion collar, 4-button placket and chest pocket. S, M, L, XL.

The JCPenney slacks.

1300

JCPenney solid color slacks in 100% Ferrari® polyester textured weave. Styled with wide belt loops, western pockets and flare legs. Pen-Prest® easy-care feature. Slacks stretch for comfort. Assorted colors in waist sizes 30-42.

1500

JCPenney fancy knit slacks of 100% Dacron® polyester. Tailored with wide belt loops, flare legs, western pockets and Pen-Prest® feature. Waist sizes 30-42.



Side prices effective thru Saturday. Change it or use our convenient lay-away. For other men's clothing, stop the JCPenney Gallery.

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at NBC Television Network's "Columbo" on the NBC Sunday Mystery Movie series Sept. 15 (7:30

(Gonka) in the grip of time-induced psychosis

Shirley Temple with 15 then, in 1934, all the rage

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