





# Social Changes Cause Americans To Spend Dollars Eating Out

NEW YORK (AP) - Americans now spend more than one of every three food dollars away from home, a figure that is expected to rise to two of every five in the 1980s, says the National Restaurant Association.

Food service people accept such predictions as automatic, easily documented and richly deserved. There is a confidence about them that few industries have. Says Victor Rosellini of Seattle, the NRA president, the industry is in "spectacular health."

Even when cold weather and rising gasoline prices were pressing on restaurant sales last winter, few serious worries were expressed. Proprietors warned themselves with the feeling they were riding a wave of social change.

Among the factors involved, they point to the greater presence of women in the labor force, more singles households, the standardization of menus by big-volume restaurant chains, more professional institutional care, rising incomes.

"I feel that underlying forces, demographic especially, are feeding the industry," says Louis Boochever, NRA's chief economist, whose personal elation sometimes is expressed in puns, albeit significant ones. "This is no flash in the pan," he says.

Before the year is out, continues Boochever, the industry is expected to achieve a sales level of \$86.9 billion, a 10.6 per cent increase over last year. Two-thirds of the total will come from eating-drinking

places. Meals served in public schools, colleges, hospitals, factories, clubs, airlines, ships, military bases, prisons and in other retail stores make up the other third of the industry, which is now the nation's largest retail employer.

It is the restaurants, however, where innovation and entrepreneurial spirit are being expressed most observably, and it is in this area that a clash of mammoth social dimensions is taking place.

In the first five months of the year, says the NRA pointedly, "eating and drinking place sales totaled \$22.342 billion, up more than 9 per cent from last year, while food stores showed a modest 6 per cent gain."

The battle of the restaurant versus the food store hasn't yet taken on the dimensions that some farsighted planners expect it to, because no matter what the restaurants claim, most people are convinced it costs less to eat at home.

But, as the restaurant people can demonstrate, those saved dollars come at the expense of a lot of work, on which more and more people are inclined to put a dollar sign.

There is, to illustrate, the time, money and effort involved in shopping, preparing, cooking, cleaning up. And there is waste. The purchase of doughnuts sometimes means a package of eight, some of which become stale garbage in a household of one.

Rising family income and the growing

number of working women is adding impetus to this type of cost accounting. Tired from working, women are said to be less inclined to defrost the dinner when a telephone call or a short drive relieves them of the drudgery.

Note the word "drudgery," a word that has come into common usage in describing the tasks commonly performed in the home by women. Could it be in part a product of the creative imaginations of restaurateurs? Indeed, it could.

While some sociologists are disturbed by what they see as an attack on some solid family virtues, the eating-out outlets are in fact now planning on bringing the family together - over a table, at their establishments.

The family style restaurant, that is, is one of the hottest new ideas in the business, aimed at keeping pace the family status of former teenagers, who originally provided many of the customers for fast-food outlets.

One company, for example, plans to develop 100 or more Country Kitchen family style restaurants in California during the next five years. The same style of restaurant is prominent in the plans of the Friendly Ice Cream chain.

These, and ethnic restaurants, are the latest developments in a remarkably adaptive industry seeking to stay atop the crest. The wave, they say, is a permanent one and they intend to ride it like a surfer.

# Group Gets Mouse Amendment Added to November Election

COLUMBUS, Ohio (AP) - When Ohioans go to the polls in November it appears they'll be voting on an amendment to the state constitution that would ban mousetraps.

The Ohio Committee for Humane Trapping, Inc., has tentatively qualified its proposal to ban leg-hold traps in the state as one of the amendment issues for the general election ballot.

The committee, headed by Sandy Rowland of Bowling Green, claims the traps are inhumane and cause "continuing, prolonged suffering" in both wild and domestic animals.

Mrs. Rowland said she was optimistic that the voters would approve the amendment in light of a poll which "indicates 74.9 per cent of the Ohio electorate favors" such a ban.

While there may be many Ohioans who want to outlaw the traps, some 50,000 state residents are licensed to trap and their income from raw furs alone totals \$8 million a year, according to the Department of Natural Resources.

"Economy is not my business, managing resources is," said wildlife division chief Dale Haney. "But there is a whole other picture involved" in such a ban.

The wildlife division feels that trapping "is essential to wildlife management," Haney explained. "And we view the proposed ban as a threat to our ability to manage the wildlife resource."

Mrs. Rowland calls leg hold traps "totally indiscriminate...barbaric...and unnecessary. There are other trapping devices that could and should be used."

The trouble is, it looks as if the amendment also would wind up outlawing the catching of birds for banding purposes and the use to the common, everyday home mousetrap. The language of the amendment proposal says it would be against the law to use any kind of trap that would cause "continuing, prolonged suffering."

Opponents point out that anytime you keep an animal

against its will in any kind of trap, including the sort Mrs. Rowland says should be used-it suffers for a continuing period of time-even if it's just 20 minutes.

The department will be putting up a fight. So will Ohioans for Wildlife Conservation, the Wildlife Legislative Fund and other organized sportsman's groups and interests.

The newest group, Ohioans for Wildlife Conservation, has some high powered backers-

former U.S. Atty Gen. William Saxbe, home in Mechanicsburg after a stint as U.S. Ambassador to India; Dan Galbreath, financier and sportsman, and pro golfers Tom Weiskopf and Ed Sneed.

Gov. James A. Rhodes hasn't taken a public stand on the issue. But as governor, he runs the natural resources department and the department is totally against the proposal. This indicates that the department has his tacit approval to oppose the ban.

# Pentagon Orders Review Of 712 MIA Servicemen

WASHINGTON (AP) - With President Carter's approval, the Pentagon Tuesday ordered a resumption of military reviews of the official status of 712 U.S. servicemen still listed as missing in action or war prisoners in Southeast Asia.

"There is no credible evidence to indicate that any U.S. servicemen are alive and being held against their will in Southeast Asia," the Pentagon said in making the announcement.

There has been a four-year moratorium on such reviews because of court challenges by families of those unaccounted for and by congressional and presidentially ordered investigations designed to find out whether there is any hope for survivors among those still unaccounted for.

A representative of many of the families of men still listed as missing denounced the decision and said no status changes should be made until Vietnam gives a full accounting of American dead.

"We should put pressure on them to give us an accounting," said Sarah Francis Shay. "They the Vietnamese said they would. It would take about a year if this country would push them into it."

Mrs. Shay is a director of the National League of Families of American Prisoners and Missing in Southeast Asia.

But Rep. G.V. "Sonny" Montgomery, D-Miss., who was chairman of a special House committee that studied the problem, called Carter's decision "a humanitarian approach to a very sad situation."

In its announcement, the Defense Department stressed that the United States will continue efforts to obtain "as full an accounting as possible" of what happened to the 712 still listed as missing or as war prisoners and another 1,793 men who have been technically declared killed in action although their bodies have never been recovered.

Families of those unaccounted

for and still carried on the books as missing or war prisoners continue to receive their full active duty pay and allowances pending a final determination of their fate.

A Pentagon spokesman said that Carter approved resumption of the case reviews last Friday, acting on a recommendation from the secretaries of the Army, Navy and Air Forces who have the legal responsibility for any changes in status of casualties.

Lt. Col. Carlos Matthews, adviser to Defense Secretary Harold Brown on POW-MIA matters, told newsmen that a large number of the 712 have been missing for more than 12 years.

Of this total, 31 are still technically listed as war prisoners although North Vietnam released all those it said it held in early 1973 and the government has not suggested that any are still alive.

## LOST DOLLARS IN THE MAILROOM

STAMFORD, Conn. (AP) - While business cannot do much about postage rates, they can hold down the cost of mailing business letters, says Samuel J. Paul, manager of Pitney Bowes' Postal Education Center.

Paul cited a recent study by the Dartnell Institute of Business Research, showing that the average mailing cost for a business letter, not including postage, is 25 cents. Mailing includes the work of gathering, sealing, stamping and sorting - all the tasks not performed by the letterwriter or secretary.

"A well-organized mailroom," Paul advises, "can save as much as one-third the cost of mailing a business letter. Small businesses, as well as large corporations, can find lost dollars in the mailroom."

Since 1971, only four hurricanes have reached the continental United States, but their damage was great, reports the Insurance Information Institute.

# Insurance Course Offered in Amarillo

CANYON--A certified Professional Secretary Examination Review Course will be conducted this fall through West Texas State University's Business Education/Office Administration Department.

The course will cover financial analysis and the mathematics of business, office procedures, and communications and decision making. Each of these subjects are involved in the Certified Professional Secretary examination.

Other subjects comprising the examination are environmental relationships in business, business and public policy, and economics and management.

Individuals desiring to take the test must meet any of the variety of combinations of work experience and education. Those applying for the examination must submit a processing fee along with their application. Fees are \$15 for members of the National Secretaries Association and \$30 for nonmembers.

A fee of \$60 is charged for taking the entire examination. Each part which is retaken in the six-part test carries a fee of \$10.

The examination is administered annually on the first Friday and Saturday in May at approved colleges and universities. If one or more parts are passed on the first attempt, the candidate may use the next four consecutive examination periods to complete the remaining parts, taking one or all of the remaining parts at any one examination administration.

All six parts must be passed within four years; otherwise, the candidate must repeat the entire examination sequence. No limit is set on the number of attempts on any part within this period.

The Institute for Certifying Secretaries awards certification to successful candidates and will provide official notification. The institute will also attest to certification when a valid inquiry is received.

Individuals interested in attending the WTSU course may register during the regular fall registration August 26-27 in the WTSU Activities Center. Tuition will be \$69.95 for the course.

Dr. Sam Murphy, associate professor of business education/office administration, will instruct the course. Classes will meet each Monday at 7 p.m., beginning August 29.

**BLACK ALWAYS FIT**  
ATLANTIC CITY, N.J. (AP) - Jockey Tony Black is known as a physical-fitness addict and says it goes back to his high school days.

"I guess it started when I was on the wrestling team in high school," he said. Black was a school district champ while performing for Haddon Township High. He was in the 98-pound class.

Tony was also the high point man in a U.S. Marine Corps physical fitness test which was won twice by his school.

Bidet Amor, a village in the Algerian Sahara, is constructed entirely of dried mud and would dissolve in a rain.



**364-4900**  
GIBSON'S pharmacy  
EMERGENCY - 364-2818  
364-4109

your BANKAMERICARD welcome



**CLIP THIS COUPON**  
YOUR CHOICE OF ANY ONE  
**ELECTRICAL APPLIANCE**  
EXCLUDES SALE ITEMS

**20% OFF**

**Panasonic COLOR TELEVISION**  
With exclusive Quintric II in Line Picture Tube

**\$299.97**

**ALBUMS NOW**  
Reg. \$5.77 **\$4.97**

**TAPES NOW**  
Reg. \$6.99 **\$5.77**

**ALL PICTURE FRAMES**  
Assorted Styles YOUR CHOICE

**20% OFF**

**LUGGAGE LUGGAGE LUGGAGE**

YOUR CHOICE **1/4 OFF**

**Men's WORK & WESTERN BOOTS**

YOUR CHOICE

**\$3.00 OFF REG. PRICE**

**Ladies' SCARVES**

Reg. 89¢

**59¢**

**Ellis VIENNA SAUSAGE**

4/\$1.00

**ALL MEN'S TIES**

YOUR CHOICE **20% OFF**

**MILK ONE-GALLON**

**\$1.29**

**Dash DETERGENT**  
Family Size 13-Lb. 3-Oz.

**\$4.49**

**Earth Born CREAM RINSE & CONDITIONER**

8-Oz. **99¢**

**Earth Born SHAMPOO**

8-Oz. **99¢**

## Today In History

By The Associated Press

Today is Wednesday, Aug. 17 the 229th day of 1977. There are 136 days left in the year.

Today's highlight in history:

1800 On this date in 1943, in World War II, Allied forces gained complete control of the Italian island of Sicily.

1600 On this date:

1648 Oliver Cromwell defeated Royalists under the Duke of Hamilton at the Battle of Preston in England.

1780 a hero of the Battle of the Alamo, Davy Crockett, was born in Tennessee.

1863 Federal batteries and ships bombarded Fort Sumter in Charleston harbor during the Civil War.

1879 the French Panama Canal Company was formed under Ferdinand de Lesseps.

In 1945, the Dutch refused to recognize the territory of Indonesia as an independent nation.

In 1969, Hurricane Camille slammed into the U.S. Gulf Coast. About 300 people were killed as the storm battered Mississippi, Louisiana, Tennessee, West Virginia and Virginia.

Ten years ago: It was disclosed that the toll of Americans killed in the Vietnamese War had passed 15,000.

Five years ago: In South Vietnam, insurgent rockets rained down on Da Nang airbase in the heaviest shelling of the year at the installation.

One year ago: An earthquake that caused a tidal wave on the southern Philippine island of Mindanao left an estimated 8,000 people dead or missing.

Today's birthdays: Entertainer Mae West is 84 years old. Financier John Hay Whitney is 73.

Thought for today: The secret of success is this: there is no secret of success. — Elbert Hubbard, American writer, 1856-1915.

### Money Talks

Money printed in the Revolutionary War era not only paid for guns and military supplies, but served as propaganda encouraging Americans to fight. Notes bore such slogans as "An Appeal to Heaven" and "Pro Arms et Fides" and featured woodcuts of victorious battles.

### Varying Rules

American checkers and English draughts are identical, but there are other versions of this popular game. All 64 squares on the board are used in playing Turkish checkers, while in Spanish checkers, all pieces move backward as well as forward.

## At The Library

# 'Be Yourself' Hard Advice to Follow

Tips for "being yourself" are given in a book by Andrea Boroff Egan, one of three authors being featured this week by Deaf Smith County Library.

Ms. Egan offers helpful advice for natural behavior in several aspects of life through her book, "Why Am I So Miserable if These Are the Best Years of My Life?"

The Gordons, authors of two

previous novels, have released a third suspense-packed episode, entitled "Ordeal." Set in the mysterious surroundings of the Navajo Desert, the book follows the plight of a young female pilot, stranded with a tempting fortune in Indian jewelry.

The third offering at the local library is "The Shadows of Castle Fosse" by Jill Tattersall. The gothic romance encircles Damaris Marchester, a rich orphan who is perplexed by the unexplained death of her aunt in the picturesque, but disturbing castle Fosse.

The library is open free to the public from 9 a.m. - 9 p.m. Monday and Thursday; from 9 a.m. - 6 p.m. other weekdays; and until 12 noon Saturday.

**WHY AM I SO MISERABLE IF THESE ARE THE BEST YEARS OF MY LIFE?**

by Andrea Boroff Egan.

People have probably been telling you all your life, "Just be yourself." Andrea Boroff Egan believes that's not as easy as it sounds. "Being yourself isn't more automatic than playing tennis or reading," she says. "First you have to learn the basics and then you have to practice."

This book can help you learn the basics and apply them in all areas of your life—from your sexual relationships, romances and friendships, to planning your future.

Ms. Egan won't tell you what's right for you or wrong for you. She believes only you can decide that. What she will do is give you the information you need—on subjects ranging from anatomy to legal rights—to make the best decisions for yourself.

### ORDEAL

by The Gordons

There were signs that might have warned Sandra she was heading for trouble if she could only have read them...If she hadn't been upset and preoccupied by the breakup with her fiancé...If the half-million dollars in cash carried by an incautious man hadn't been

spoiled by the wrong pair of eyes...If the storm hadn't struck just when it did...

But the storm did strike and when Sandra's little two-seater plane crashed in the Navajo Desert it was only a prelude to a night of terror, and all the "if" in the world wouldn't help her—or the dead man whose fortune in Indian jewelry and cash lay strewn about the wreckage like an exotic kind of bait set out to attract some particularly vicious breed of predator.

Sandra didn't know it, but they were already on the way.

The background is the spectacular Navajo country, an emerging "nation within a nation," and the Gordons bring alive a people caught up between sharply conflicting cultures. They include Sergeant An Tachess of the Tribal police, who wants the Navajos to secede from the United States, and his co-worker, Ramona Davis, who finds herself

enmeshed by tradition in a tragic love affair.

The Gordons have written another fast-paced novel—comparable to "The Night Before the Wedding" and "Operation Terror"—of a young woman trapped at the mercy of criminals. And, like those earlier stories, the suspense here creates such tension that the pages seem to turn by themselves.

### THE SHADOWS OF CASTLE FOSSE

by Jill Tattersall

"There is a shadow at Castle Fosse and it has to do with my Aunt Phoebe, the former Lady Q. She fell from the high tower...why did she fall? Could it have been a suicide and is that why her death has cast such long shadow? The old Lord sounds as if he were a monster and perhaps he drove her to her death—but I have a dreadful presentiment the tragedy is not so easily explained."—From

Damaris Marchester's stolen journal, October 1805

Rich, innocent and orphaned, Damaris Marchester had come to Castle Fosse with her stepmother, Ladia Urania, newly married to the present earl, Damaris's own cousin, Francis Quayle. In a few short months she'd been there, she'd begun to believe the frightening rumors surrounding the Reveres and the castle that had been their home for centuries past.

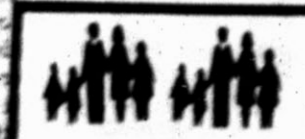
There was the mysterious death of her aunt Phoebe and the unexplained disappearance of the magnificent Quayle rubies; stories of gypsy prophecies and the legend of the Black Arras Chamber, haunted by the hostile spirits who disturbed the sleep of all but the brides of Revere.

When Lady Urania insisted that Damaris sleep in the Black Arras Chamber and her precious journal with incriminating speculations about her aunt Phoebe's death

disappeared, the real terror began. Were her stepmother and Cousin Francis trying to seize her fortune by driving her mad—or marrying her to the earl's cousin, the brooding, handsome, ubiquitous Jaeger Revere?

It was he who warned her about probing into the past. But he had much to gain by keeping it buried. Now, virtually a prisoner in a haunted castle, Damaris realizes that she is truly in danger. There is only one place to turn. But can she be sure that the arms of elegant Tom Southwood, boyhood friends of Francis and Jaeger, can protect her from the shadows of Fosse which swirl around, threatening to envelop her?

A rich, compelling novel in the gothic tradition, "The Shadows of Castle Fosse" is a tale of romance and drama played out against the crumbling turrets and restless spirits of the ancient castle of Fosse.



James Self

We still have a need for listings in the \$25,000.00 to \$35,000.00 range.

Let us come out and give you a professional market analysis on your home. No Obligation.

**FAMILY HOMES REAL ESTATE**

OFFICE: 364-5501  
HOME: 364-6069



**COMMUNITY DAY SCHOOL**  
(No Enrollment Fee)  
**CENTRAL CHURCH OF CHRIST**  
Phone 364-1605 - 1608

## Bandy Masters Clinic Scheduled Aug. 26-27

The Northwest Texas Chapter of the Myasthenia Gravis Foundation announces the date for the annual Melba Bandy Masters Clinic for Myasthenia Gravis patients in this area. The Clinic will be held the 26th and 27th of August at the Hi-Plains Hospital, Hale Center.

This free patient clinic has been funded by a Trust set up by the Masters families of Amarillo and Cotton Center, Texas. The fund is maintained through contributions enabling the Free Clinic to become an annual event. The time set for the Clinic will be from 10 a.m. until 6 p.m. each day.

Appointments may be made by calling Hi-Plains Hospital, Hale Center, (806) 839-2471 ext. 36.

Dr. J.E. Tether of Indianapolis, Ind. will be in Hale Center to conduct the Clinic, and he will be assisted by the Medical Staff of the Hi-Plains Hospital. Dr. Tether is well known in this area

as a noted authority on the diagnosis and management of Myasthenia Gravis, having been active in the field for over 20 years.

He is Professor of Neurology at the University of Indiana School of Medicine, and is the physician in charge of the Myasthenia Gravis Clinic at the Indiana University Medical Center. As a member of the National Foundation of Myasthenia Gravis, Dr. Tether has served on the Medical Advisory board since its inception, and is the author of several text books and articles on Myasthenia Gravis.

Myasthenia Gravis is a neuromuscular disease, characterized by the varying weakness of the voluntary muscles of the body. It is aggravated by exertion, emotion, infection or stress. It is relieved, in part, by rest and anticholinesterase drugs. The first symptom may

only be unusual fatigue, which may be accompanied by aching in the neck, back or legs in milder cases. Prosis of one of both eyelids, blurred vision due to difficult focus, or actual diplopia are the most frequent early signs and symptoms.

Slurring, nasal tones, jaw weakness, and fatigue on chewing may occur in early or more severe cases. Many complain of arm fatigue on reaching up, as in the care of hair or in shaving. Legs tire on stairs or short walks, or may collapse without warning.

J.E. McVicker of Muleshoe is chairman of the Northwest Texas Chap.; Emory Hunter of Wellington is vice-chairman; E.E. Masters, Cotton Center is treasurer; and secretary is Mrs. H.J. Carlisle of Plainview. Serving as Area Representatives are: John Dunbar of Clovis, N.M.; James and Mamie Mason of Burkburnett; Don

Hutton of Dalhart; Dr. George Payne Jr. of Levelland; Mrs. Wesley Masters of Amarillo; and Mrs. J.E. McVicker of Muleshoe.

The Chapter supports the annual Free Patient Clinic and a Drug Bank through gifts and contributions. The Drug Bank makes it possible for the M.G. patient to buy essential medication at the least possible cost. The Chapter also participates in area Health Fairs and distributes important educational literature on request. They answer letters regarding Myasthenia Gravis problems.

On Friday evening, Aug. 26 at 7:30 p.m., a meeting of the Northwest Texas Chapter will be held in the dining room of Hi-Plains Hospital, Hale Center. At this time, Dr. J.E. Tether will be the guest speaker. All interested persons are invited to attend the clinic and the Chapter meeting.

# Let's Talk About News

## If you like Fresh Meat

## If you like Fresh Fruit

## If you like Fresh Vegetables

## Then you'll like OUR NEWS

## It arrives Fresh DAILY

(EXCEPT MONDAY AND SATURDAY)

IN

# THE HEREFORD BRAND

## 364-2030

SUBSCRIBE TODAY





# MOONLIGHT MADNESS SALE!

|   |   |   |  |                |  |                |                |
|---|---|---|--|----------------|--|----------------|----------------|
| Men & Women's Back-To-School TENNIS SHOES   |   | Women's White Coordinates SHORTS - SLACKS - BLOUSES 1/2 PRICE   |  |                |  |                |                |
| Group I \$3.50  | Group II \$7.99   |   |  |                |  |                |                |
| Women's Summer SANDALS Now \$1.99 to \$4.50   | 1 Large Table Men's, Women's & Children's SHOES Orig. \$16 NOW \$5.00 | Women SUMMER SHORTS ENTIRE STOCK \$1.99                         | 8 Only! Women's SWIMSUITS Orig. \$14-\$16 NOW \$5.00 |                |  |                |                |
| ALL SHEER PANTI HOSE LADIES' BIKINIS  | 2 Pair 88' 2 Pair 77'   | Girl's Back to School PURSES \$1.44                             |  |                |  |                |                |
| LADIES 1st EDITION SLACKS SUMMER COLORS Orig. \$9 NOW \$5.99  | Ladies' Better DRESSES & PANT SUITS Have been REDUCED 1/2 to 1/2 OFF  | Men's SUMMER JUMPSUITS Orig. \$15 NOW \$10.88                   | Girl's KNIT, SHIRTS SPECIAL \$1.88                   |                |  |                |                |
| Ladies' Antron III Sleepwear SHORTIE & FLOOR LENGTH SPECIAL PURCHASE \$3.99   | Twin or Full Size THERMAL BLANKETS \$5.99                             |   |  |                |  |                |                |
| Bigger Boy's KNIT SHIRTS 3/\$5.00   | PRESCHOOL KNIT SHIRTS 4/\$5.00  | Men's Long Sleeve SPORT SHIRTS \$3.99                           | Men's DRESS SHIRTS 3 FOR \$10.00                     |                |  |                |                |
| Only a few left Broken Sizes Boy's FLARE JEANS \$3.99   |   | Men's Jogging Suits Warm-Up Suits 100% Washable Acrylic \$15.88 |  |                |  |                |                |
| Boy's Woven SPORT SHIRTS SPECIAL BUY \$2.88   | Boy's & Girl's WARM UP SUITS SPECIAL BUY \$13.00                      | ENTIRE STOCK Men's SUMMER SPORT COATS Orig. \$50 NOW \$25.00    | Summer STRAW PURSES Orig. \$4.00 NOW \$2.00          |                |  |                |                |
| Boy's Mix & Match Penny Pets SHIRTS \$1.88  | PANTS \$3.44  | Presto FRY BABY COOKER SPECIAL PURCHASE \$15.88                 |  |                |  |                |                |
| Boy's Leather Look JACKETS Orig. \$9 NOW \$4.88   | Boy's Cotton Suede SUITS, PANTS & JACKETS CLOSEOUT \$7.88             |   |  |                |  |                |                |
| <table border="1"> <tr> <td>Girl's DRESSES</td> <td></td> </tr> <tr> <td>4 to 6X \$3.99</td> <td>7 to 14 \$5.44</td> </tr> </table> |   |   |  | Girl's DRESSES |  | 4 to 6X \$3.99 | 7 to 14 \$5.44 |
| Girl's DRESSES  |   |   |  |                |  |                |                |
| 4 to 6X \$3.99  | 7 to 14 \$5.44  |   |  |                |  |                |                |

**JCPenney**

SUGARLAND MALL HAS

# Moonlight

LAST CHANCE TO REGISTER FOR \$500.00 SHOPPING SPREE!  
SHOP FOR BACK-TO-SCHOOL!

THURSDAY NIGHT STORES OPEN

PANTS CAGE ONLY THE BEST PANTS CAGE ONLY THE BEST

## 10% OFF

Everything in Store For All Students and Teachers 7-9 P.M. Thursday Only!

**pants cage**  
SUGARLAND MALL - HEREFORD, TEXAS 79045

MOONLIGHT MADNESS EVERY ROLL IN STOCK REDUCED IN PRICE

|                                    |                                     |                                |
|------------------------------------|-------------------------------------|--------------------------------|
| KITCHEN PRINTS AS LOW AS \$3.99 YD | SCULPTURED SHAG AS LOW AS \$5.29 YD | SAXON SHAG AS LOW AS \$5.29 YD |
|------------------------------------|-------------------------------------|--------------------------------|

UP TO 30 MONTHS TO PAY.  
**GEMINI CARPET**

*Gaston's* SUGARLAND MALL

## MOONLIGHT MADNESS SALE AT HAROLD CLOSE DRUG

|   |  |
|---|--|
| SCHOOL BOXES 49¢  | BASKETS OF HOSIERY 50¢<br>3 Pair in each package                                 |
| TRIAMINICIN TABLETS 12's 88¢<br>Reg. \$1.29             | Marcy Bubbling BATH OIL & SHOWER GEL \$1.29<br>Reg. \$2.29 16-Oz. Plastic Bottle |
| St. Joseph ASPIRIN 100's 33¢                            | Sudden Beauty HAIR SPRAY 16.2-Oz. \$1.29   |
| Conair HAIR DRYER NOW \$19.88<br>1200 Watt              | - FREE COKE - PURCHASE \$3.00 IN SCHOOL SUPPLIES                                 |
| DENIM NOTEBOOK ORGANIZER PAPER, COMPOSITION BOOK BINDER | ALL FOR \$2.86   |

YOUR COMPLETE DRUG STORE  
**HAROLD CLOSE DRUG**  
OPEN 9 A.M. TO 8 P.M. SUGARLAND MALL 364-2344

## BACK - TO - SCHOOL MOONLIGHT MADNESS SALE

THURSDAY, AUGUST 18th 6 p.m. to 9 p.m. ONLY!

LARGE SPECIAL GROUPING GIRL'S SPORT & CASUAL SHOES (LADIES'S SIZES) 5-10 FAMOUS BRAND NAMES MOONLIGHT PRICE \$14.90 REGULAR VALUES TO \$24.99

TONIGHT ONLY! NEW FALL SELECTION ALL 25% OFF HANDBAGS

SELECTED GROUP MEN'S & BOY'S DRESS & CASUAL SHOES DEXTER - H.I.S. - PEDWIN SIZES 6 1/2 - 12 MOONLIGHT PRICE \$19.90 REGULAR VALUES TO \$32.99

NO RETURNS, REFUNDS OR EXCHANGES ON SALE MERCHANDISE

REGISTER FOR \$500.00 GIFT CERTIFICATE DRAWING AUGUST 19th

**Gattis Shoe Store** IN SUGARLAND MALL YOUR BACK-TO-SCHOOL SHOE HEADQUARTERS

TENNIS SHOES BOY'S & GIRL'S REG. \$14.99 \$9.90 PAIR

BACK TO SCHOOL LAY-A-WAY SPECIALS IN EVERY DEPARTMENT

AS GONE MAD FOR THEIR

# Moont Sale!

Y NIGHT ONLY  
PEN TILL 9 P.M.

DON'T STAY IN  
THE SACK! GET  
OUT OF BED  
AND SAVE!

NESS SALE

STOCK  
PRICE

SAXONY  
SHAGS

\$5.29 YD

PAY

PETS



Wrangler  
thinks Americans should  
get what they pay for

(and we're doing something about it)

Just Received Large Shipment •SWEATERS  
•PANTS •VESTS •JACKETS & •BLOUSES  
Popular Prices by Wrangler

|  |  |
|--|--|
| Group<br>SWEATERS<br>\$17 <sup>00</sup> Value<br>\$8 <sup>00</sup> | Small Group<br>SPORTSWEAR<br>1/2 PRICE |
|--|--|

**HARMAN'S**

Anthony's



FASHION DENIM JEANS  
FOR GUYS & GALS

ATB

THE JEANS are all 100% cotton  
prewash denim in the basic  
western styling and fancy  
novelty designs that are so  
popular today. **\$16.**

The Tops are great to go with the  
ATB JEANS

Sizes S-M-L-XL **\$3<sup>97</sup>**  
Reg. \$6<sup>00</sup>

Downtown & Sugarland Mall

MOONLIGHT  
MADNESS SALE!!



Hooded  
Stripes,  
Warm and  
good-  
lookin'  
for  
School.

Sweetbriar

sketched  
belted coat with  
striped detailing  
\$54  
from our  
collection \$38 & up.

Nadine Jeter, Mgr.  
Sugarland Mall

# Moont Sale

LADIES'  
READY-TO-WEAR

"SEVERAL RACKS"

1/2 PRICE

"BOOTS"

16 Different "Styles"

Most sizes available

in all styles

5 1/2 to 9

Narrow and Medium  
Widths

"Serves You Better"

"Saves You More"

## M. E. MOSES CO. MOONLIGHT MADNESS SALE

BOY'S  
JEANS  
SIZE 2 to 14 **\$4<sup>66</sup>**

Girl's & Ladies'  
RAYON PANTIES  
Reg. 99¢ **57¢**

CHILDS PANTIE  
Size 2 to 12  
Reg. 69¢ **47¢**

Twill  
SPORT OXFORDS  
Boy's & Men's  
Sizes 2 1/2 to 12 **\$5<sup>44</sup>**

SCHOOL SCISSORS  
Sharp Point Reg. 69¢ **49¢**  
Blunt Point Reg. 55¢ **39¢**

NOTEBOOK PAPER  
200 Count Reg. \$1<sup>00</sup> **77¢**  
300 Count Reg. \$1<sup>00</sup> **\$1<sup>09</sup>**

M. E. Moses Special  
PANTY HOSE  
**2/\$1<sup>00</sup>**

Girl's & Ladies'  
BIKINI PANTIES  
Reg. 89¢ **2/\$1<sup>00</sup>**

Ladies'  
DOUBLE KNIT BRA  
Reg. \$2<sup>00</sup> **\$1<sup>66</sup>**

Maroon Stripe  
TUBE SOCKS  
Reg. \$1<sup>00</sup> **77¢**

BIC PEN  
SCHOOL SPECIAL  
(3 to Card)  
Reg. \$1<sup>00</sup> **43¢**

REPORT FOLDERS  
With Pockets  
Reg. 33¢ **4/\$1**

ALWAYS.....

SHOP  
HEREFORD  
FIRST!

WE'LL ALL BE THE  
BETTER FOR IT!  
PRESENTED IN THE  
INTEREST OF THE  
ECONOMY OF HEREFORD

BY The  
HEREFORD  
BRAND










|                        |                          |                         |                            |                        |                         |                            |                           |
|------------------------|--------------------------|-------------------------|----------------------------|------------------------|-------------------------|----------------------------|---------------------------|
| To<br><b>3</b><br>Want | Place<br><b>6</b><br>Ads | Your<br><b>4</b><br>Get | Low<br><b>-</b><br>Results | Cost<br><b>2</b><br>In | Want<br><b>0</b><br>The | Ad<br><b>3</b><br>Hereford | Dial<br><b>0</b><br>Brand |
|------------------------|--------------------------|-------------------------|----------------------------|------------------------|-------------------------|----------------------------|---------------------------|



WANTED: Waitresses (two) willing to work. Rheingold's Restaurant, Umbarger, Texas. 806-499-3546. 8-28-tfc

**9. SITUATIONS WANTED**

Registered home for children. Limited number - have room for 2 more teacher's children or W.T. Student. References. 364-1346. 9-32-3c

STATE Licensed Child Care For Working Mothers. HEREFORD DAY CARE CENTER. 6 months through 8 years. After school care available. Phone 364-1293. 9-9-tfc

Licensed child care in my home; 2 years and older; Monday through Friday. Drop-ins welcome. 364-1094. 9-18-22c

STATE LICENSED CHILD CARE In my home INFANTS 0 to 6 years Prefer Teacher's Children Call Alice Gilleland, 364-4175 9-23-tfc

Want to do wallpaper hanging. Experienced. References furnished. Jimmie Middleton, 258-7715 or Pat Nelson, 258-7337. 9-222-tfc

**10. NOTICE**

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron. One mile North of Big Daddy's Truck Stop.

HEREFORD IRON-METAL North Progressive Road By City Dump Anson A & June Dearing Phone 364-3350 or 364-3777. 10-34-tfc

**Hereford Lions Club** meets each Wednesday, 12 Noon Civic Club Center (Jim Hill)

TO VEGA AREA RESIDENTS For subscriptions or renewal to Hereford Brand and news items, call Mary Lou Spinhirne, 267-2660. 10-190-tfc

ALCOHOLISM INFORMATION For information on alcoholism referrals for help, counseling, on programs on the subject of the disease of alcoholism, call 364-4540 from 8 a.m. 'till 12:00 1:00 p.m. until 5 p.m. Monday through Friday. A UNITED FUND AGENCY 10-1-tfc

**11. BUSINESS SERVICE**

ELECTRICAL CONTRACTING GRANADO ELECTRIC CO. Larry Granado-712 Stanton Industrial\*Commercial\* Residential Licensed, bonded & insured Mobile phone 364-4741, ask for Unit 3309 11-101-tfc

KELLY ELECTRIC Virgil Kelley Electrical Contractors Residential-Commercial All bids & wiring competitive Ph. 364-1345. Nights 364-1523 or 364-5929. P.O. Box 80 11-15-tfc

TEX-MEX DITCHING Phone 364-4907 All your ditching needs Turn key job Free estimates 11-35-tfc

Complete Lawn Renovation--New lawns, old lawns, seeding, rototilling. Melrose's Nursery, 364-4012. Free Estimates. 11-31-tfc

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CLIFF JOHNSON, 374-2111 11-123-tfc

TV & STEREO RENTAL AGENCY Black & White & Color 364-5077 Open 9 a.m. to 9 p.m. Closed Sundays & Holidays Gary & Peggy Betts 709 Seminoole 11-136-tfc

BOBBY GRIEGO DRAGLINE SERVICE TAILWATER PIT CLEANING LOADER DOZER Phone 364-2322 Mobile Ph. 374-4741 11-136-tfc

SAVE MONEY ON UTILITY BILLS Have your house insulated. For free estimate call A&M Gun Shop, 364-6996. J's Insulation, 374-7161. 11-230-tfc

AUTHORIZED APPLIANCE SERVICE General Electric, Hotpoint, Admiral, Hardwick. Fast expert service on all major brands. Doug Barker, Technician TAYLOR'S FURN. & APPL. 603 Park Ave., Hfd. Phone 364-1561 11-204-tfc

SINGER APPROVED DEALER Complete sales, repairs and parts on all makes of vacuum cleaners including Kirby, Singer, Eureka, etc. Complete service on all sewing machines. McKNIGHT SEWING CENTER Phone 364-4051 226 North Main 11-205-tfc

FELIX ESTRADA BACKHOE SERVICE Cleans slush pits, barditches, also digs storm cellars, basements, etc. Days 364-8149; Nights 364-5577. 11-19-22p

FRANK WESTER CEMENT CONTRACTOR 107 BRADLEY Residential-Commercial Turnkey Job Straight Finish PHONE 364-5169. Phone 364-5169 11-210-tfc

COMPLETE CROP PREPARATION, and planting services. Free estimates. Call Bob Hicks, 578-4521 or Mike McGee 578-4565. 11-13-22c

MONEY TO LOAN On guns, jewelry, radios, watches, stereos or anything of value. PFC Pawn. 900 Lee. Phone 364-3400. 11-139-tfc

NOW OPEN: McCullar Welding, 124 Gough. Repair, welding and service truck. Night 364-4525; shop 364-8021. 11-257-tfc

WILL PICK UP JUNK CARS FREE Call 364-3350 or 364-3777 11-24-tfc

**12. LIVESTOCK**

PASTURE WANTED FOR CALVES FALL THRU WINTER Gain or per head basis. SUMMERFIELD CATTLE CO. BUYERS AND SELLERS OF STOCKER AND FEEDER CATTLE Call Ralph Battey 806-276-5279--Office 806-364-7020--Nights Route 3, Box 1 Summerfield, Texas 79085 12-31-10c

STOCKER CATTLE for sale. Pasture wanted, for stocker cattle. Western Feed Lot. 364-2723 or 258-7549. 12-37-tfc

**13. LOST & FOUND**

LOST: Purse on 25 Mile Ave. Please keep money, but return contents. No questions asked. 364-6875, 364-2045. 13-33-5c

**LEGAL NOTICE**



NOTICE TO PUBLIC The Deaf Smith County Commissioners Court advises that it is a violation of the Penal Code of Texas to obstruct or injure a county road, and the operation of any equipment which cuts into the road bed is prohibited; and that any structure of any kind placed in the barrow ditch of country roads which obstructs or tends to obstruct such road is prohibited; and further that the plowing of ditches constitutes an injury to the road; and also that the public be advised that the disposing of refuse, trash, junk, garbage, dead animals or unsightly matter is a violation of county and state law. Violators are guilty of a misdemeanor and upon conviction shall be fined not less than \$75 nor more than \$200. Every law enforcement officer of this state and its subdivisions have authority to enforce the provisions of this Act. DSC Commissioners Court Sam Morgan, presiding S-W-12-tfc

**TOO LATE TO CLASSIFY**

MOVING SALE. 201 Ave. K. Thursday. Bedroom suite, welder, gas tank, pump, butane tank, power plant, camper. 1A-34-1c

PRINCE PRODUCTION -CHICAGO (AP) - Harold Prince, one of the most successful directors and producers of American theater, will stage Puccini's opera "Girl of the Golden West" during the Lyric Opera of Chicago's 1978 season, company officials said. Prince will stage the opera in cooperation with conductor Bruno Bartoletti. The production will star soprano Carol Neblett, bass Carlo Cossutta and baritone Gian-Piero Mastromei. Prince's credits include "Side by Side by Sondheim," "A Little Night Music," "Cabaret," "Zorba," "Superman," "West Side Story," "Damn Yankees" and "A Funny Thing Happened on the Way to the Forum." He has recently finished directing a film version of "A Little Night Music" with Elizabeth Taylor and Diana Rigg.

Hereford Lodge 849 8 P.M. STATED MEETING SECOND MONDAY L.V. Watts WM W.A. (Bill) Phipps, Sec.

**Educators Urge Early Start For Aspiring Young Musicians**

CHICAGO (AP) - Eight who once considered the ideal age to start piano lessons but now leading music educators are recommending that lessons begin at a much younger age. That's one of the findings revealed in a recent survey conducted by the National Piano Manufacturers Association, which says that because the piano is the nation's most popular musical instrument - more than 200,000 are sold annually - thousands of youngsters begin piano lessons each year. To assist parents who are considering investing their money and their children's time in lessons, the association polled educators at some of the nation's top music schools. "Kids are very creative at the age of 4, 5 or 6," says Dr. Robert Pace, professor of music education at Columbia University Teachers College. "It's usually the best time for them to start. He offers these guidelines for parents: "Children who can read and recognize primary colors, and who have normal finger dexterity and coordination for their age, are probably ready for piano lessons." Five is a good age "for a mature child whose parents have a helpful attitude and an interest in music," according to Tinka Knopf, associate dean of Baltimore's Peabody Conservatory. Dianne Flagello of the Manhattan School of Music concurs: "At that age, their minds are so open that it becomes almost a way of life."

teacher is whether pupils learn how to sight-read fluently. "Many piano teachers fail to teach sight-reading," he says. "I think it's the largest single cause for children dropping piano lessons after the second or third year, yet even children who are not terribly musical can learn how to sight-read." The San Francisco Conservatory of Music's May Kurka recommends choosing a teacher who has had special training in working with young people at the piano. And Dr. Knopf advises, "Look for a teacher who attends workshops and who is interested in self-improvement as well as improving students." Many of the educators suggested that parents consider group rather than private lessons. Fernando Lares, of the National Music Camp at Interlochen, Mich., says, "Group lessons have great advantages. For the average young child, 30 minutes alone with a teacher can be too much." The Manhattan School of Music offers an unusual group program. "We enroll youngsters with their parents in small groups," says Dianne Flagello. "The parents learn at the same time as their children." There are also nonmusical reasons why teachers recommend group piano lessons. Clare Barker of Northwestern University School of Music points out that "a group situation is good for either an aggressive or a shy child. It calms one down and draws the other out."

Dr. Pace, creator of Contemporary Group Piano, a teaching concept used by 8,000 piano teachers here and abroad, says, "In a group, a child can see his own unique abilities as compared to those of others. A good group teacher stresses the individuality of each pupil." The peer interaction involved in group piano also motivates children to learn, he says. "Teaching the piano fosters reading, discipline for study and memory," says Dr. Knopf. "It gives you a whole set of tools to use in other areas of your life." Ms. Barker points out, "Children who start out with piano understand music in a total way. Whatever instrument you go to later, you pick up much more easily." And Dr. Pace notes, "The same creative processes involved in music are involved in all problem solving. Music is a key subject in developing creative thinkers." As for when to stop, Dr. Warren E. George, professor and head of the program in music education at the Pennsylvania State University, says parents should not yield the first time a child wants to quit. "Get them over the basic hurdle of playing well enough that there is satisfaction in taking piano lessons so that they are playing music and not just exercises," he advises.

**THE WORLD ALMANAC'S Q&A**

- ANSWERS
1. From which nation's flag did the Red Cross reverse colors to adopt its emblem of a red cross on a white field?
  2. The lowest denomination of U.S. savings bonds issued by the federal government is (a) \$5.00 (b) \$10.00 (c) \$25.00
  3. The Constitution of India recognizes 14 languages in addition to Hindi. True-False

**"The Iffie Ad"**

If: you can't think of how you would like to word it

If: you haven't time to write it down

If: you can't find a stamp


If: you need any help at all with your "ADS"

Just pick up your phone and dial **364-2030**

It will only take a minute.

We will be happy to oblige in any way we can to fulfill your every wish.

**THE HEREFORD BRAND**



**TOWER DRIVE IN**

TUESDAY WEDNESDAY

**TELL THEM DANNY WADD IS HERE**

JOHN C. HOLMES as JOHNNY WADD

In COLOR (ADULTS ONLY)

**A CLIMAX OF BLUE POWER**

STAR

