# The <br> Mereford Brand weanestay 

## Landry: Look, legend are intact

By JOHN BROOKS
Managing Editor
Managing Editor
$\begin{gathered}\text { Put yourself in } \\ \text { Tom Landry's shoes for }\end{gathered}$
a momen.
Youve given 29-plus years of your
a monenter given 29-plus years of your
life for the pursuit of a dream, a gaal, a
well well-done job. You have reached the
summit, won more post-season footall summit, won more post-season football
games hina any other coach in orofesional
football history, won world championships, won the heears of so many poople
that your football team is Americas Toam that your football team is America's Seam.
Then Then a new guy, who you don teven
know, doesnnt thave ite decency to ocme en
and say thanks or kiss my ring or anything know, doesn have tie decency to come in
and say unanks or kiss mying or anthing
else. A guy who, like Warren Hasse said clse. A guy who, like Warren Hasse said
Tuesday night, Bums his bridges ahead of
You find out you're fired, out of a aob,
out uhe door, finished, by watching
television.
For a man to have had his life shorldidn't show much animosity about the New Dallas Couboys in his spech to a
huge crowd at the annual aathetic banquet huge crowd at the annual athletic banquet
at obys Ranch on Tuussay ingh. keceled. stone - Faced. Tom didn Tom. Even- wear The
Hat, but he did wear The Look. I was the same Look he had when
Roger Stubach won 20 of 24 games in
which the Cowboys traiced in the fourh quarter during his carcer. The same LLork
when the Cowboys lost those games to the Stecelers and the 49 ers and the Packers, or
the Look when his Cowboys won the cook when his Cowboby won those
games against the Dolphins and the
Broncos Tom Landry talked about things like



## Clements not going 'Hightower-bashing'



## Prison reform almost ready for conference


the number of beds, but other than from both house's bills requiring
that, it's 99 percent the same" as that, it's 99 percent the same" as
the combined House bills. prisons to remain under 9.5
Legislators and Gov. Bill Clem- $\begin{gathered}\text { percent capacity. } \\ \text { The quota provision reflects }\end{gathered}$ Legislators and Gov. Bill Clem- $\begin{gathered}\text { The quota provision reflects } \\ \text { ents have agreed to the need for } \\ \text { federal court order, lawmakers have }\end{gathered}$ about 10,800 new prison beds.
Altemative facilities, such as soAltermative facilities, such as so-
McFarland, Hightower and
called boot camp prisons, would called boot camp prisons, would House Speaker Gib Lewis said they
help alleviate state prison over- have been talking with Vickers and
crowding, which has backed up other county judges about their
thousands of felons in county jails. thousands of felons in county jail




School Bell award
Betty Volkman, left, president of the Hereford Educators Association, presents the Texas State Teacherr Association School Bell Award to John Brooks, managing editor of the Brand, on Tuesday. Brooks and the Brand were cited for oustarding continuuus coverage of school events at last
weckend's TSTA state convention.

## U.S. 'Report card' is gloomy



## HUSTLE <br> HEREFORD

 comparison of school performanceacross the country, Education
Secretary Lauro Cavazos said today Secretary Lauro Cavazos said today
in releasing the discouraging repor Performance Chart shows a decline
in the national high school graduain the national high school gradua-
tion rate and falling scores on states. "We must do better," Cavazos
said in a statement accompanying
the report "We must revitalize education in America. I am chal-
lenging states and district targets."
Cavazos said he would write and school board president in the targets, which include boosting high
school graduation rates to 90


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## Page Two

## News Digest World/National

WASHINGTON - American education is stagnating by nearly every
measure in a new comparison of school performance across the measure in a new comparison of school performance across the
country, Edpcation Secretary Lauro Cavazos said today in releasing the discouraging report card.
WASHINGTON - President Bush is getting everything he wanted and more from the House Banking Commitue to prevent S\&Ls from tapping the caxpayers for another bailout, but only in exchange for new
low-income housing initiatives.
UNDATED - Consumers, environmentalists and politicians around the country have begun a "war of words and actions" against Exxo with a one-day boycot campaign over its huge oil spill.
BEIJING - The govemment rejected student protesters' ultimatum that it recognize their new independent associations or face further prodemocracy street demonstrations.
SEOUL, South K.
their deaths wrapped in flames, after police raid a university to rescue five officers held hostage by radical students. WASHINGTON - Senate investigators say they've discovered at
least two "silence-for-money" deals between builders of a Texas nuclear power plant and workers who received payments in retum for
dropping allegations of safety hazards. country will have to improve their purification equipment to reduce shemical contamination and comply with new Environmental
Protection Agency standards. Protection Agency standards
NEW YORK - Jacqueline Bouvicr Kennedy Onassis is not the frail,
whispery-voiced woman the American people saw standing by the side
of President Kennedy, says the author of an unauthorized biography of State deportation is expected to increase with a judge's order that they be advised of their legal rights. HOUSTON - Exxon responded quickly to the Alaskan oil spill and
is commited to cleaning it up although at least two government agencies should share with the company some of the blame for what's
become the nation's biggest oil accident, Exxon U.S.A. President William D. Stevens says.
EL PASO - EI Paso Electric Co, is suspending its dividend EL PASO - El Paso Electric Co. is suspending its dividend
payments on common stock this year because the Public Utitity
Commission didn't grant the rate increase the utility wanted, the company says.
SAN ANTONIO - Texas Attorney General Jim Mattox, still SAN ANTONIO - Texas Attorney General Jim Mattox, still
stinging from earlier criticism about his appearances on television
during the investigation of the ritual slayings in Mexico, has defended his appearance on two nationally syndicated television talk shows. AUSTIN - Lawmakers and education officials said more money is
needed to equalize funding between rich and poor school districts, but the $\$ 500$ million increase in public education funding is all the state the $\$ 500$ million increase in public education funding is all the state
can afford. "I think it's as much as can be done under the
circumstances," said Lt Gov, Bill Hobby; State Board of Insurance circumstances," said Lt. Gov. Bill Hobby; State Board of Insurance
nomince Paul Wrotenbery says he would not hesitate to make nominee Paul Wrotenbery says he would not hesitate to make
"radical" changes in the insurance department if there were solid reasons for doing so; A House-Scnate conference commitee coutd
begin studying a prison reform package as early as next week if the
House passes its bill soon, legislative leaders say; No applications for a Class I pari-mutuel horse racing license for the Dallas-Fort Worth area anti-crime package given the green light by the House gives notice to
"those who would hold our children hostage with drugs that we are here to fight," Gov. Bill Clements says; Republican Gov. Bill
Clements' suggestions that he might veto legislation that would put the Democratic state agriculture commissioner out of a job is not "Jim
Hightower-bashing," says the Texas House speaker: An Hightower-bashing, says the Texas House speaker, An elderly
woman who was kept in public mental hospitals for 51 of her 70 years
has been awarded $\$ 505,000$ in her lawsuit against the state, a verdict

## Today in history

## Today is Wednesday, May days left in the year <br> $\qquad$ elected by property owners. <br> In 1654, a bridge in Rowley, Mass., was permitted to charge a toll In 1765, the first U.S. medical school was proposed at the College of Philadelphia, now the University of Pennsylvania. cuted by the British for their roles in the Easter Rising. In 1921, West Virginia imposed the first state sales In Mint. <br> In 1937, Margaret Mitchell won a Pulitzer Prize for her novel, In 1948, Pulitzer prizes were awarded to playwright Tennessee Williams for "A Streetcar Named Desire" and to novelist James Michener for "Tales of the South Pacific. In 1948, the U.S. Supreme Court rulad <br> the sale of real estate to blacks and other minorities were legally unenforceable. <br> Tribe." began four days of demonstrations in Washington aimed at <br> In 1978, "Sun Day" fell on a Wednesday as thousands of people extolling the virtues of solar energy held ceremonies, demonstrations and other events across the country. In 1986, in NASA's <br> In 1986, in NASA's first post-Challenger launch, an unmanned Delta rocket lost power in its main engine shortly after liftoff, forcing safety officers to destroy it by remote conerol. In 1987, The Miami Herald said its reporters had observed a young woman entering a Washington townhouse belonging to Democratic presidential candidate Gary Hart <br> Ten years ago: Conservative Party leader Margaret Thatcher was chosen to become Britain's first female prime minister as the Tories ousted the incumbent Labor Party government of James Callaghan in parliamentary elections. <br> Five years ago: Pope John Paul II arrived in Seoul, South Korea, to begin a tour of Asia and the Pacific. begin aur of Ase The the Pacific <br> One year ago: The White House acknowledged that first lady Nancy Reagan had used astrological advice to help schedule her husband's activities, after a report about unflattering revelations in an about-to-be published memoir by former chief of staff Donald Regan. Today's birthdays: Broadway libretist Betty Comde <br> Today's birthdays: Broadway libretist Betty Comden is 70. Folk singer Pete Seeger is 70 . Singer James Brown is 61 . Singer Engel singer Pete Seeger is 70 . Singer James Brown is 61 . Singer Engelber Henning is 42 . <br> Thought for today; "No woman in my time will be Prime Minister 100 percent.". Margaret Thatcher, in an October to give yourself to it 100 percent." - Margaret Thatcher, in the "Sunday Telegraph" of London.

## $1 t$ takes two $\ldots$... The Chamber \& You

 BY: F. MICHAEL CARRThe Deaf Smith County Cham-...The Diet Center has relocated to
ber of Commerce is pleased to once 607 N. Main along with a unique ber of Commerce is pleased to once 607 N . Main along with a unique
again have the opportunity to have a
new tore for Hereford, The Oak again have the opportunity to have a
regular column to share some of the happenings around Hereford and Deaf Smith County. The purpose of
"The Chamber and You" is intended enjoyable.
The C The Chamber column will be
provided by guest writers. These
writers will include Chamber Board members, community leaders, and have all the answers but we do want to share some issues with you and
also some things of which also some things of which we all
need to be aware. During the month of May the
Deaf Smith County Chamber of Commerce will be focusing o membership development and
retention. Our membership provides both the manpower and the funds to provide an effective program of
work. Hereford ha proud of but we aso much to be goals to tain and work toward. We
can do together. We need the support of all our citizens. If you're not a Cham
ber member we hope you'll consid ber member we hope you'll consid
er joining this next month. er joining this next month
Hereford Texas Hustle left in it! As we begin to look around us we will, notice a
great deal of the Hustin' Hereford great deal of te Hustin Herefor
attitude taking place. This is eviden ced by the new ideas emerging from local industries-from the expansio of local businesses to attract new
potential and address growing markets and needs. In addition
Hereford continues to attract an Hereford conunues to atract and
add new retail and commercial firms. The limit of this growth is up
to all of us. These limits are influenced by our atutud. Let's $\begin{aligned} & \text { one } \\ & \text { one know }\end{aligned}$ grow in Hereford and that we're proud of our town. Looking around Hereford we'd
like to call your attention to things that are underway. Plans are now being finalized for the location of a new bowling center. The
facility should be in full facility should be in full operation by mid-summer. Mr. and Mrs.
Tracy Minson are moving to
Hereford this month to operate the bowling lanes...Two groups are currently working on a location fo

## Local Roundup <br> Juvenile reports investigated

the Hereford Police Department overnight. A fight between juveniles was reported in the 700 block of night. An officer on patrol discovered two 13 -year-old boys taking soft drinks from a truck on Tuesday. The juveniles' fam
and the matter was turned over to juvenile authorities. Other incidents investigated by city police were:
Theft of beer at a convenience store on Park Avenue; a break-in to an
automobile parked at Hereford High School; a rock-throwing incident at Bluebonnet Elementary School: a prowler in the 300 block incident a K ; an individual leaving a city motel without paying his bill; and a
woman receiving harassing phone calls. City police issued ten citations and investigated two minor traffic The Hereford Volunteer Fire Department made four fire calls Tuesday. A vehicle fire was extinguished at Horizon Seed; a shed fire
was reported on South Main Street; a grass fire was reported at and a vehicle fire was reported two miles west of town at Holly Suga
Four persons arrested
Officers from the Hereford Police Department arrested a 42 -year-old
male for assault in connection with a domestic dispute.
Arrests made by the Deaf Smith County Sheriff's Department were: A 39 -year-old male arrested for driving while intoxicated; a 28 -year arrested on a warrant for violation of probation. Cloudy, rain chance
Tonight will be partly cloudy with a 20 percent chance of
tudnerstorms. The high will be 48 , with east winds $5-15 \mathrm{mph}$ becomin north after midnight.
$0-15 \mathrm{mph}$.

## Das ${ }^{\text {BY }}$ ASHLEIGH BRILLIANT

## hopes are dimming




Winners at VOCT contest
Lucy Hastings, left, and Christina Perez competed in a state VOCT contest April 28-29 in Odessa. Hastings won first place in both notebook and photo panel, and Perez was second in prepared speech and third in extemporaneous speaking.

## Money to equalize education funding

## Aucation officials - Lawmakers and

 is needed to equalize funding between rich and poor school districts, but the $\$ 500$ million increase in public education funding is all the state can affordone under the circumstances," said Lt. Gov. Bill Hobby on Tuesday after the Senate sent the fund-
ing bill to the House on a 31-0 vote. State Board of Education Chairman Monte Hasie of Lubbock said 'We understand the state's economic difficulties, but we believe teffort to improve adequacy and equity in the school finance sys-
tem." $\begin{aligned} & \text { But } \begin{array}{l}\text { representatives of } \\ \text { ditron }\end{array} \\ & \text { school } \\ & \text { districts } \text { said the }\end{aligned}$ million over the next two years was
only a Band-Aid. 'It's like you're dying of hunger and you get another meal, so you're Craig Foster, executuive director of the Equity Center, an association comprised of poor schools.
Sen. Carl Parker, D-Port Arthur, said his funding bill represented the
first outlay of a $\$ 2$ billion slate commitment over the next five between schools in poor and rich
areas of the state. areas of the state.
"The longest journey begins with the first step. This puts us on
the road to equity," said Parker, who is chairman of the Senate
Education Committee. In addition to the school fundin ures that would provide state
support for the construction of support for the construction of
school buildings and reward school academic performance. Sen. Carlos Truan, D-Corpus
Christi, voted for the increase, but Christi, voted for the increase, bu
said, "obviously we need to do said, obviously we
more than $\$ 500$ million

Obituaries

## RCHIE WEBB <br> May 2, 198

Former Hereford resident Archie Webb, 65, of Alvin died Tuesday
May 2,1899 , in Alvin Convalescen Center after a lengthy illness.
Graveside services will be Graveside services will be held
at 2 p.m. Thursday in Oak Park
 American Cancer Socie

## He and other members of the nenate Hispanic Caucus issued

 statement saying their support for the increase "should not be miscon strued as support for the propositio that this bill will bring the Legislature within its constitutional man date."
The state is the target of lawsuit by poor school districts wh claim Texas' method of funding
public schools discriminates agains them because they are unable raise as much in local tax dollars to supplement their schools as wealthy school districts can.
In 1987, a state district cour judge agreed with the poor district and declared the state's finanancing
system unconstitutional. An appeals system unconstitutional. An appeal
court, however, said it was state lawmakers to correct the
problem. The case is pending befor the Texas Supreme Court. do nothing this session that if we do nothing this session that the
Supreme Court will uphold the state district court's decision in som form," Parker said. the Senate action would halt legal action against the state on schoo finances.

## Hospital Notes

Mr. and Mrs. Terry Shelton are
the parents of a girl, Jessica Hope the parents of a
born May 1, 1989
Mr. and Mrs. Elp are the parents of a girl, Alt

PATIENTS IN HOSPITAL Maria Carmen Aquino, Mary
Louise Baum, Alice Brown, Leona Chrise Cardinal, Delia A. Carrera, Inf. Girl Carrera, Edra Clabom, Lori Escamila
Shirin Finley.
Inf. Girl M. Garcia, Eva Gililland Gonzales, Manzales, Pascuala M. M .
Hope, Alber Hope, Albert Rex Lee.
Johnny J. Martinez, Diane Mejia Pablo Mireles, Catarina Nunez,
Infant Girl Nunez, Annie Margare Infant Girl Nunez, Annie Margare
Pugh, Ina M. Richards, Ricky
Melvin Robledo. Infant Girl Shelton, Sandra L
Shelton, Della Stagner, Sheri Shelton,
Steward.


## Lifestyles



Planning reception
The Deaf Smith County Chamber of Commerce health and safety committee will be hosting a reception from 2-4 p.m. Sunday at the E.B. Black House to acquaint residents with local doctors. The general public is invited to the affair which will honor full-time full-time practicing physicians, dentists, veterinarians, chiropractors, etc. Refreshments will be served by members of the Women's Division. Discussing the event are (from left) Dr. Robert Clark and Dr. Nadir Khuri, surgeons; Monta Cochran, R.N., reception planning committee member; and Bobby Moore, Chamber member

## Senior Citizens

## LUNCH MENU

 THURSDAY-Beef brisket steamed cabbage, baked beansfresh vegetable platter with dres sing, fruited cheese cake.
FRIDAY-Cream of celery soup, FRIDAY-Cream of celery soup,
tuna spaghetti casserole, green tuna spaghetti casserole, green
beans, Waldorf salad, pudding with topping.
MONDAY-Beef stew, broccoli
with cheesc, sauce, cottage cheesc MONDAY-Beef stew, broccoli
with cheess, sauce, cotlage cheese

TUESDAY-Roast beef with advanced line dance 10 a.m., gravy, mashed potatocs, peas, fruit beginners line dance l:15 p.m.
MONDAY-A.m.
salad, meringue pie. WEDNESDAY-Barbeque 10 a.m., business mecting 10 a.m. coleslaw, Texas toast, fresh fruit. line dance l:15 p.m.

ACTIVITIES TUESDAY-Stretch and flexibili THURSDAY-Knitting 9.30 am ty 10-10:45 a.m., blood pressure FRIDAY-Board mecting noon,

## Ann Landers

## DEAR READERS: I ran across hot, soapy w gold mine of information and frosting in it.

## before mixing in Mississipi

want to share it with you. The
subject is so ordinary that you will subject is so ordinary that you will probably laugh. It's eggs. I, too,
thought that I knew all there was to thought that I knew all there was to
know about the subject but I was wrong.
Take this lest and you'll be It's from the Mayo Clinic Nutrition letter.
WHAT
WHAT IS YOUR EGG SAFE-
TY SENSE? TY SENSE?
Answer true or false to these
questions to find out how many tips questions to find out how many tips
you know for preventing bacterial growth in the eggs you eat. AA All commercial Grade A and AA eggs
sanitized.
2. Eggs should be refrigerated in heir original carton at 40 degrees 3. Cracked or leaking eggs probably safe to eat.
4. Never leave eggs or eggcontaining foods at room temper
ture for more than two hours. 5. Keep hot foods hot (above 140
degres Fahrenheit) degrees
cold (below 40 degrees Fahrenheit). 6. Runny eggs may still contain some bacteria.
7. It is safe 7. It is safe to reuse a container after it has had raw egg mixture in
Answers: 1. True. 2. True. 3 False. Use only uncracked eggs. 4. True. If you hide hard-cooked eggs
for an Easter egg hunt of display for an Easter egg hunt of display
them as a centerpiece, either follow the two-hour nule or do not eat the eggs. 5 . True. When refrigerating a
large amount of a ho large amount of a hot, egg-rich dish
or leftover, divide it into several shallow containers so it will cool quickly. 6. True. Cook eggs thoroughly until both yolk and the white are firm. When you eat in a restaurant, check eggs made-to-order or
served from a buffet to be visible. 7 False. Use only clean, sanitized equipment and utensils. For example, after mixing cake bater that
contains raw egg, wash the bowl in

DEAR ANN LANDERS: My Miss., and spoke wilh Jackson, Dusband has asked for a divorce. He Miss., and spoke with Larry E. says he doesn't love me. I'm general. He suggested that you get shocked and heartbroken. We have your own lawyer. If both parties do been married 44 years. I'm 62 and

63 . marriage was marriage was never very for a divorce and hor asked him stay, so I did. The same thing lappened five years ago.
Although we were never happy together 1 had become resigned to married forever. I now feel that I've invested too much in this marriage let him pull out.
I have begged my husband not to go through with the divorce, but he
says his mind is made up. We have been to his lawyer, but I have no agreed to anything.
I don't know what to do, Ann. do is cry. Please advise me.--D.R. 0

## Auxiliary elects officers

Members of the Hospital Auxil- books were given to patients. iary met at noon Monday in the President Mary Lou Spinhirne conference room of Deaf Smith announced that this year's conven General Hospital to elect new tion will be held June 5-7 in Hous officers.
The

nominating committee reported on the slate of officers: president, Anna Stindt; vice presi-. Members Phyllis Morrison. ent Members present included Koenig; treasurer, Baxter London; Spinhime, Lueb, Helen Brown, Nell | and reporter, Ruth Lueb. | Waits, Bertha Dettmann, Quinaw, |
| :--- | :--- | Lueb reported that for the month Olga Harris, Grace Covington, of April, members had worked 198 Stindt, Mary Williamson, Theda hours and 11 care bears and 34 baby Seiver, Koenig and Irene Reinart




## Cancer survivors celebrate June 4

Texas cancer patients will join their disease this year. Nationwide,
with friends, family, health five million Americans are cance professionals and the American survivors.
Cancer Society Sunday, June 4, to The first National Cancer
celebrate the second annual Cancer celebrate the second annual Cancer The first National Cancer
Survivors Day. Local events held in 1988, and sponsored by the Americommunities across the state will can Cancer Society and Coping
provide a festive atmosphere Magazine, a national publication for provide a festive atmosphere
dramatizing the significant gain being made in cancer treatments and prognosis.
"We have $\begin{aligned} & \text { said Susan Rutherford, Dallas, } \\ & \text { chairman of the Society's state }\end{aligned}$ "We have good news to share
Patient Services Promotion
about gains in cancer survival," said
subcomittee. "The Survivors Day George N. Peters, M.D., Dallas, activities will be designed to demchairman of the American Cancer onstrate life and hope after a cancer Society's Patient Services commit- diagnosis and to celebrate the
tee in Texas. "Almost one out of progress being made," she said. tee in Texas. "Almost one out of
two cancer patients diagnosed today will be alive in five years. That's a "But the day will also remind us substantial improvement over the that cancer survivors face some
one in threc survival one in three survival rate common $\begin{aligned} & \text { problems related to re-employment, } \\ & \text { in the } 1960 \mathrm{~s} \text {," }\end{aligned}$ Peters said. in the loos, Peters said. entry," Rutherford said. "It is our The American Cancer Society hope that recognition of the many estimates 160,000 Texas with a personal victories being won in
cancer history are alive today and fighting cancer will change altitudes can be considered cured. Another and unfortunate stigmas often 84,000 are receiving treatment for attached to this disease," she said.

## Mother's Day Sale <br> 

A couple's shower was held Sunday at the Cowgirl Hall of Lauren Monti. The honorees plan to exchange Puptials and 3 in Houston. The prospective bridegroom is the son June and Mrs. Buddy Peeler of Hereford and the bride-elect is the daughter of Mr. and Mrs. Charles Monti of Houston.

## Peeler, Monti honored with shower Sunday

 Bryan Pecler and Lauren Monti $\begin{aligned} & \text { linen cloth accented with wide } \\ & \text { were honored with a couple's embroidery edging. } \\ & \text { Further }\end{aligned}$ shower Sunday at the Cowgirl Hall enhancing the table were crystal and Center. They plan to exchange arrangement of mauve carnations, wedding vows June 3 in Houston. baby's breath and ivy. the son of Mr. and Mrs Budd the son of Mr. and Mrs. BuddyPeeler of Hereford and the bride Serving as host couples were Mrs. Charles Monti of Houston. Allred Homer Lynd and Joyce Shower guests were invited to Waldo and Carolyn Baxter, Euddon
Wers. register by Melanie Peeler, the
prospective groom's sister, and prospective groom's sister, and
guests were welcomed by the honorees and Buddy and Alva Lee Refreshments of cookies, fruits, coffee and punch were served by
Joyce Allred and Dolores Foster
from a table covered with an ivory
More citizens link diet with coronary problems

There is a growing perception
by many Americans that links diet with heart disease problems.
Dr. Mary Kinney Sweeten, a nutrition specialist with the Texas more people are cating more selectively in an attempt to reduce "They believe the way to a ach, Land are attempting to reduce the risk of heart disease," Sweeten She said the National Heart, related groups are continuing their educational efforts on behalf of healthier hearts.
The institute suggests these tips reduce risk of heart disease: -Less than 30 percent of total aily calories should come from fat, and less than 10 percent of calories
should come from saturated fat. -No more than 10 percent of the 30 percent of calories should come rom polyunsaturated fat, and 10 percent or more of the total fal calories should come fro
monounsaturated fat sources. -Between 50 to 60 percent of
or daily calories should come from carbohydrates.
-A daily diet should contain less and calorie intake should be adjusted to achieve or maintain a desirable weight.

- While pure protein or
carbohydrates contain four calories per gram, pure fat contains nine calories per gram. Alcohol provides our calories per gram.


## The One to See: <br> JERRY SHIPMAN, CLU 2

801 North Maln St
Off: $341-13161$

Administration health and diet
surveys conducted in 1986 showed surveys conducted in 1986 showed
that 43 percent of the people who responded believed that fats and fatty foods caused heart disease and
40 percent said cholesterol caused 0 percent said cholesterol caused
heart discase. In a 1988 survey, 55
percent said fats and fatty foods caused heart disease and 45 percent indicated cholesterol was a risk
factor.
The specialist said that people The specialist said that people

wanting to have their blood choles| terol checked may have tests |
| :--- |
| prescribed by a physician and | performed in a laboratory meeting

standards set by Centers for Disease Control. Sweeten said that new, portable
cholesterol screening equipment cholesterol screening equipment is
available at pharmacies, hospitals, health fairs and other locations to
make blood cholesterol measurement readily available, rapid and
quite affordable. CIncin CINCINNATI (AP) - New from
Duncan Hines: Oat Bran \& Honey and Oat Bran Blueberry muffin mixes. Each muffin contains as
much dietary fiber as a breakfast much dietary fiber as a breakfast
bowl of fruit bran cereal, aceording bowl of fruit bran
to company officials.
The muffins contain no preservaives, no artificial flavors and no dietary cholesterol, consumers can choose to make the muffin with 2 egg whites instead of 1 egg .

## Dr. Milton

 Adams
## Optometrist

 Phone 364 -2255Office Hours:
Monday - Friday 8:30-12:00 1:00-5:00


May Fellowship Day, sponsored The observance will begin with a the Carrie Black Cirele of United by Church Women United, is covered dish luncheon at Il:45 am. Methodist Women. Wirc of planned Friday. A nursery will be Frida in the fellowship hall of First The pastors of all churches will
plavist provided.

Tea hosted by club
Members of the Pioneer Study Club of Hereford hosted a tea in honor of the organization's 80th birthday and the 100th birthday of the General Federation of Women's Clubs April 25 at the Hereford Community Center. Pioneer members in attendance included (from left) Catherine Gripp, Mary Panciera, Gladys Miller, Mable Heard, Etoile Manning, Willie Wimberly, Eunice Petersen, Lucy Fay Cocanougher, Fern Sigle, Helen Langley, Rosemary Thomas and (seated). Bessie Hill and Billee Johnson.

dmatidetunion
moster Credit Union ous awards in federated work. This year members won 10 district awards. regiseroximately 100 guests

## Club observes 80th anniversary

The GFWC/TFWC Pioner
Study Club observed its 80 th Dawn and Canyon.
Recognized as special guests Alstil of the club's yearbooks from Recognized as special guests All of the club's yearbooks from
anniversary and lo0th anniversary were Lisa Kuhlman of Canyon, Top 1910 to 1989, scrapbooks and of the General Federation of of Texas Xistrict president; Jo Carol minutes were on display during the
Women's Clubs April 25 with a Lindsey of Canyon, district past tea. Also, of interest to guests were Women's Clubs April 25 with a Lindsey of Canyon, district past tea. Also, of interest to guests were
reception and tea in the lounge of president; and Beulah Lee Carter posters with pictures taken from reception and tea in the lounge of president, and Beulah Lee Carter posters with pictures taken from
the Hereford Community Center.
Rutherford, daughter of a charter The Hereford Brand of various The club was organized in 1909 member, Mrs. J.T. Rutherford. events of the Pioneer Club's history, and federated in 1910 making it one Mrs. Carter presented the club with especially the women's fashions
of the oldest clubs sharing an 80 th
several books used by the members exhibited in a 1909 club picture. of the oldest clubs sharing an 80 th several books used by the members exhibited in a 1909 club picture.
birthday in this district. During the when Mrs. Rutherford served as Paintings by Eunice Petersen that years, the club has received numer- president in 1911 . received many awards during registered at the afternoon affair. which centere the refreshment table Pioneer Study Club has been Uut-of-town guests represented cloth made by the late Belle moral, mental and spiritual natures,

## Water facts presented

National Drinking Water Week, May 1-7, was established to en-
hance public awareness of drinking water issues and increase public recognition of the difference that
drinking water makes to the health drinking water makes to the health,
safety, and quality of life consumers safety,
enjoy.

Below are some water trivia facts:

1. How much water does it take
to process a quarter pound to process a quarter pound of
hamburger? Approximately one gallon
2. How much water does it take to make four new tires? 2,072 gallons 3. What is the total amount of water used to manufacture a new car including tires? 39,090 gallon per car
3. What are the three forms that 4. What are the three forms that
water occurs in? Liquid, solid (frozen) and gaseous
4. Water is the only substance found on earth naturally in the forms. True earth's temperature? Yes, it is a 7. How long can a person live without food? More than a month How long can a person live without depending upon conditions 8. How much water must a person consume per day to maintain
health? $21 / 2$ quarts from all sources, i.e., water, food, et 9. How much water does a birch 70 gallons 10. How much water does an acre of corn give off per day in evaporation? 4,000 gallons
5. How and aqueducts are in the $U S$. and 12. What were the first water pipes made from in
charred or bored logs 34. How many gallons of water
6. How much water is used to do you get in one inch of rain per
square mile? 17.4 million gallons flush a toilet? 2-7 pallons square mile? 17.4 million galloss the averow much water is used in Or almost the equivalent of all 14. How much water is used in
the average shower? $25-50$ gallons
consumptive use of water in Wash15. How much water is used to ington, DC for one day
35 At ath your teeth? 2 gallons 16. How much water is used on water freeze? 32 degrees F, 0

## washer? $12-20$ gallon

 the average to have wash dishes? 20 18. How much community 18. How much communitypublic water supply systems are
there in the United States 58.900 there in the United States? 58,900 19. How much water do these utilities produce daily? 34 billion
gallons 20. Of the nation's community
water supplies, how many are investor-owned? 32,500
21 average residence water does the year? 107,000 gallons I persow much does an individ 23. What does a person pay for drinking water on a daily basis? National avcrage is 27 cents 24. How much of the earth's 25. Of all the earth's water, how much is ocean of seas? 97\%
26 . 26. How much of the world's
water is frozen and therefore 27. How much of the eath' water is suitable for drinking water? ${ }^{1 \%}$ 28. Is it possible for me to drink water that was part of the Dinosaur 29. If all community wate systems had to be replaced, what systems had to be replaced, what
would it cost? In excess of $\$ 175$ billion
30. Wh 30. What does it cost to operate the water systems throughout the
country annually? Over $\$ 3.5$ billion -31. How much gallon of water weigh? 8.34 pounds 32. How many gallons of water would it take to cover one square
mile with one foot of water? mile with one
trillion gallons llion gallons
33. How much
ubic foot? 7.84 gallo do you get in one inch of rain 36. At what temperature docs
washer? How much water is used on water vaporize? 212 degrees $F, 100$
36. At what temperature docs
water vaporize? 212 degrecs $\mathrm{F}, 100$
degrees C degrees What is the most common substance found on carth? Water
38. How much of 38. How much of the human
body is water? $66 \%$

$$
\begin{aligned}
& \text { body is water? } 66 \% \\
& 39 \text {. How much of a chicken is } \\
& \text { water? } 75 \%
\end{aligned}
$$

$$
\begin{aligned}
& \text { water? } 75 \% \\
& \text { 40. How mi }
\end{aligned}
$$

40. How much of a pineapple is
water? $80 \%$
41 How much of a tomato is
water? $95 \%$
41. How much of an elephant
42. How much of an elephant is
water? $70 \%$
43. How much of an ear of corn
is water? $80 \%$ is water? $80 \%$
44. How much of an earthworm
is water? $80 \%$ is water? $80 \%$
45 . Who 45. Who determines consumer
water rates- for investor-owned utilities in most states? The state public utility commission 46. How much water does it take
to process 1 chicken? 11.6 gallons to process 1 chicken? 11.6 gallons
45. How much water does it take to process one can of fruit or vegelables? 9.3 gallons
46. How much water 48. How much water does it take
process one barrel of beer? 1,500 oo process one barrel of beer? 1,500
gallons galions
47. How much water does it take to make one board foot of lumber?


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## Mitts, Scott lead Herd to 6-2 win



## Bringing the heat

Hereford pitcher Jason Scott was almost untouchable in the early innings of Tuesday's game against Frenship at
whiteface Field Scout had 10 srrikeouts, and gave up just Whiteface Field. Scott had 10 strikeouts, and gave up just three hits and one earned run in Hereford's $6-2$ win.

## By JOHN BROOKS

 Managing EditorStuart Mitus drove in three runs and went two-for-three, while Jason Scott held Frenship hitless through win of the season as the Hereford Whitefaces season as ated Frenship 6-2 in a District $1-4 \mathrm{~A}$ baseball ga The win was Hereford's 20th of he season and improved the Herd's district mark to 13-0-1. It was the the year.
The teams were scoreless until the bottom of the third, when Scott singled and Glenn Parker walked. double to center, giving Hereford a 2-0 lead. Kyle Andrews and Russell Backus filled the bases before Mitts doubled to righ

## Four sweep in NBA first round

By BILL BARNARD By BILL BARNARD
AP Basketball Writer The networks aren't the only ones having a sweeps month in
May. May. ${ }^{\text {Detroit, New York, Golden State }}$ and Phoenix completed $3-0$ sweeps in their first-round, best-of-5 NBA playoffs Tuesday night, and two
more series could end that way more
lonight. tonight.
The biggest shocker was Golden State, which finished eight games
behind Utah in the Wester behind Utah in the Western Confer-
ence standing. The Warriors won 120-106 at home Tuesday night

## Gil gets goodbye call

IRVING (AP) - For days, Gil to be close friends, particularly Brandt dreaded to hear the tele- since Brandt helped Johnson get the phone ring.
He knew He knew owner Jerry Jones and coach jimmy Johnson were debat-
ing the fate of his Dallas Cowboys' scouting department "It's kind of like being staked to be made," Johnson said. "It's out on an ant hill while somebody scouting department.' gave you Chinese water torture," Johnson said the Cowboys said Brandt, 57. "Then in one call I thir edge in getting free agents whe
went from being went from being in, the mansion to other clubs caught onto the game.
being in a pup being in a pup tent.".
The "turk" did call and the purge was complete of the men who
built the Cowboys from sion team in the 1960s to Super Bowl champions. the original foursome whe built the Cowboys from scratch.
"He told me finances was the reason, that he's losing $\$ 29,000$ a
day," Brandt said. "He'll probably day," Brandt said. "He'll probably
fire four or five scouts including fire four or five scouts including
Bob Griffin. a job as as hissible. I feel good about the 29 years I had with the Cow-
boys. But it's a bad whel boys. But it's a bad way for it to
end. He didn't even shake my hand. These guys are over their headg."
Jones said the Cowboys' Jones said the Cowboys' 10 -year
drought in landing top talent wasn't dhe reason Brandt was let go.
"We just fet the way we wanted to go in the scouting departmen
was without Gil," Jones said was without Gil,"' Jones said.
Johnson was more "We had a difference in philoso phy on how you go about drafting
players," Johnson said. "Our coaches will play a large part in the evaluation and sclection of player and we'll go with a smaller scouting
deparment," The Cowboys will be more active in picking up cuts from
preseason rosters and not depend preseason rosters and n
heavily on free agents. heavily on free agents.
Johnson and Brandt

Brandt was a baby photographer
who dabbled in evaluating profes-
sionat foobalif talent when he was hired by clubriaresident he was ramm.

Schramm, Brandt, owner Clint Murchison, and coach Tom Landry built the team in 1960 starting with building just off Automobile Club building just off Central Express-
ndt were thought

City over the favored Jazz.
Golden State coach Don Nelson, who had 42 playoff victories as a coach at Milwaukee, said this was
his most satisfying win "One satisfying win.
One year we swept Boston. But
had a veteran team," he said. "This is a young team," he said. together this year and that's grew In other special." Pistons onded Bames Tuesday, the playoff season in 33 years with a
$100-85$ victory; the Knicks won 100-85 victory; the Knicks won their third straight close game ove
Philadelphia with a $116-115$ decision in overtime; Phoenix overcame a 23 -point second-half deficit to
sweep Denver $130-121$. sweep Denver 130-121; and Mil-
waukee took a $2-1$ lead over Atlanta waukee took a $2-1$ lead over Atlanta
by winning 117-113 in overtime. by winning $117-113$ in overume.
In tonight's games, it's Cleve In tonight's games, it's Cleve-
and at Chicago, Seatule at Houston and the Los Angeles Lakers at lead 2-0 and the Cavaliers and Bulls are tied 1-1.

Ted Williams served as a marine pilot for the better part of five years, taking part in two wars. But he still
had a career batting average of . 344 .
inning. Only one of the runs was place Estacado Tuesday at 4 p.m. at The ball fell in front of Fren- inning. Only cken and Andrews. Before the ball Scout ran his record to 11-0, and decide the first- and second-place
could be retrieved Mits had 10 strikeouts gave him 110 for district representatives in postcould be retrieved, Mitts had his 10 strikeouts gave him 110 for district representatives in post-
husted into second and Backus had the year and 214 for his two-plus season play. The teams have already husted into second and Backus had the year and 214 for his two-plus season play. The teams have aiready
scooted to third. Backus then scored year career. on a wild pitch to give the Herd a 5 0 lead. The Herd will play Saturday at 2 Herd must defeat Estacado to carm p.m. at Randall, then face second- the league title.


## Hold up a minute

Stuart Mitts asks for time after sliding safely into second on a third-inning double in Hereford's game with Frenship on Tuesday at Whiteface Field. Mitts' double drove in two runs to give Hereford a 4-0 lead. Mitts had two hits and three RBI to help the Herd to a $6-2$ win.

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## McGwire, A's (Iiterally) bash Blue Jays, 8-5

By The Associated Press

## Despite the circumstances, Mark

 McGwire wasn't about to become selective when he stepped to the un down with one out separating hem from a loss to the Toronto Blue Jays.McGwire joked inting on anything." he swung at a very high witch against Toronto reliever Tom Henke. Once he hit it, there was liute doubt the ball would find its
way into the left field seats at way into the leff field seats at that gave the A's an 8-5 victory Tuesday night. "He's just one of those pitchers, who I've never been able to solve," McGwire said. "Tonight, I just got
around on one."

McGwire said he could not
emember ever having much uccess against Henke. And me said enke knows it, too
Despite his heroics. McGwire said teammates Luis Polonia and Dave Henderson deserved much of 1-4, struck Reut the first two Ward, in the ninth ine first two batters in the ninth and then allowed
singles to Polonia and Henderson. singles to Polonia and Henderson. play

## "If anyone won the ballgame, it was those two guys." McGere

 was those two guys," McGuiresaid. "He (Ward) had Luis (Polona) $0-2$ and then he fouls off about five pitches then he gets a base hit.
He had Henderson 0 He had Henderson 0-2. He fouls off a couple pitches and then drops in a

Elsewhere in the American Royals 5, Yankees 3
eague, it was Kansas City 5, New
Luis de los Santos hit a two-run, go-ahead single in the seventh inning and Mark Gubicza pitched a
six-hiter, leading Kansas City past six-hiter, leading Kansas City past
New York. de los Santos, playing in his first game of the season since his weekend recall from the minors, singled loaded the bases.
Jesse Barfield went 1-for-4 in his
low
New York debut, getting a single in
the second.
Orim Traber's sacrifice fly in the
ninth inning gave Baltimore the
victory over California.
Brady Anderson led off the ninth
with a double off reliever Willie
raser, $0-2$ Oison, 3-0, got the victory
in relief of Jose Bautista. Olson
piched two innings, allowing one
hit. Sox 4 innings,
Ellis Burks hit a three-run homer
in four-run eighth inning for
Boston. four-run eighth inning for
Burks' homer off reliever Jeff Reardon negated a strong performance by starter Fred Toliver, who carried a no-hitter for $52-3$ innings.
Rich Gedman began the rally by singling to left against Toliver and
gave way to pinch-runner Marty gave way
Baren.
White Sox 6, Brewers 1 third, Alvin Davis walked on four
straight pitches, seting up Leon-
ard's sixth career slam, off Charles ard's sixth career slam, off Charle Hudson, 0-2. Indians 8, Rangers 3
Cory Snyder hit Cory Snyder hit a three-run
homer and drove in four runs, and Greg Swindell picched a strong $1-3$ innings to lead Cleveland.
The Rangers led $2-1$ in the sixt The Rangers led 2-1 in the sixth
when Snyder hit his fifth homer of the season, off Jamie Moyer, 3-1. Swindell, $3-0$, allowed seven hits, struck out six and did not walk
a batter as the Indians swept the two-game series.

Ron Kitule and Ivan Calderon hit
Who-run hometrs as Chicago ended
Chris Bosio's four-game winning
streak.
Eric King, 2-3, gave up five hits
including a run-scoring single to
Robin Yount in the first inning.
Mariners 7 , Tigers 2
Seautue's Jeffrey Leonard hit a grand slam and Mike Dunne limited Derroit to six hits over seven
innings.
innings. After two-out singles by Harold
After two-out singles by Harold
Reynolds and Henry Coto in the
Charlie's
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Hereford Veterinary Clinic

## \& On. Sreve Lema

have "hired on two new hands!"

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## Comics

BLONDIE $\quad{ }^{\oplus} \quad$ by Dean Young and Stan Drake




Barney Google and Snuffy Smith ${ }^{\text {® }}$ By Fred Lasswell


## Calendar of Events

| Ladies exercise class, |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Baptist Church Family Life Center |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Teen. |  |  |  |  |  |  |
| ing livingroom of Hereford High |  |  |  |  |  |  |
| School, 3:45 p.m. |  |  |  |  |  |  |
| Immunizations against chil |  |  |  |  |  |  |
| Health office, 914 |  |  |  |  |  |  |
| a.m. and 1-4 p.m. |  |  |  |  |  |  |
| San Jose prayer |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Brevard, 8,p.m. ${ }^{\text {Weigh }}$ Wathers, Comm |  |  |  |  |  |  |
| Church, 6:30 p.m. |  |  |  |  |  |  |
| Kids Day Out, First Unite Methodist Church, 9 a.m. until |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| p.madies exercise class, Chur |  |  |  |  |  |  | the Nazarene, $5: 30$ p.m. Center, noon Club, Community TOPS Club No. 941 , Community Center, 9 a.m.

Amateur Radio Operators, north 7:30 p.m. Story hour at library, 10 a.m.
Hereford Toastmaster's Club Ranch House, 6:30 a.m. Hereford Child Care Providers, 7:30 pud to Blossom Garden Club, Elketts, 8 p.m.
Elketss, 8 p.m.
L'Allegra Study Club, 10 a.m. Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, 8 p.m. North Hereford Extension Homemakers Club, 2:30 p.m.
Bay View Study Club, 2 p. Bay View Study Club, 2 p.m. Club, Community Center, 8:30 p.m. VFW, VFW clubhouse, 8 p.m. BPOE Lodge at Elks Hall, 8:30 ${ }^{\mathrm{pm}}$. Summerfield Study Club, 2:30 p.m. ${ }^{\text {National Association of Retired }}$ National Associaion of Reired
Federal Employees, Hereford
Senior Citizens Center, I p.m.

## FRIDAY

Kiwanis Whiteface Breakfast Club, Caison House, 6:30 a.m. Club, Community Center, 7:30 p.m. Ladies exercise class, Nazarene Church, 5:30 p.m.
Garden Beautiful Club, $9: 30$ a.m. Hereford Senior Citizens ness meeting 3 p.m. at Senior Citizens Center.
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m. MONDAY
AA meets Monday through
Friday, 406 W . Fourth St., noon, Friday, 406 W . Fourth St, noon,
$5: 30 \mathrm{p} . \mathrm{m}$, and $8 \mathrm{p} . \mathrm{m}$.
For more Si30 p.m. and 8 p.m. For more
information call $364-9620$. Spanish speaking AA meetings each Monday, 406 W. Fourth St., 8 p.m. ${ }_{\text {Ladies }}$ exercise class, First Baptist Church Family Life Center, 7:30 p.m.
SOS. Teen NA/AA group,
homemaking livingroom of Herehomemaking livingroom of Here-
ford High School, 7 p.m. ford High School, 7 p.m.
Odd Fellows Lodge, IOOF Hall, 7:30 p.m. Chapter No. 1011, Community Center, S:30-6:30 p.m. Rotary Club, Community Center,
noon.
Planned Parenthood Clinic, open Monday through Friday, 71125 Mile Ave., 8:30 a.m. to 4:30 p.m. Church, 5:30 p.m. Church, 5:30 p.m. Auxiliary, Community Center, 7 p.m. Wesley United Methodist Women, at the church, 7 p.m Masonic Lodge, Masonic Tem ple, 8 p.m.
Eastes Lions Club, Easter clubEastes Lions
house, 8 p.m. house, 8 p.m.
Deaf
Smith County Republican Women's Organization, Hereford
State Bank Community Room,


Kids Day Out, First United Women's Golf Association play
Hereford Music Study Club, $\mathrm{l}: 30$ Mehodist Church, 9 a.m. until 4 day, City Golf Course, $5: 45 \mathrm{pm}$.
Pilot Club, Community Center, 7 9 am. until noon. ${ }^{2}$. . Conents Aginst Chichol day nursery, 201 $\begin{array}{llll}\text { p.m. } & \text { Beta Sigma Phi City Council, p.m. Free women's exercise class, }{ }^{22} \text { Hereford Rebekah Lodge No, Parents Against Chemical Abuse, Counury Club Drive, } 9 \text { a.m. until } 4 \\ \text { p.m. Call } 364-0040 \text { for reservations. }\end{array}$ Reddy Room of Southwestern aerobics and floorwork, Community Problem Pregnancy Center, 505 Communty Corer Public Service, 8 p.m.
Veleda Church, $7: 30$ p.m. $\quad$ E. Park Ave., open Tuesday through Veleda Study Club, 8 p.m.
Deaf Smith County Historical Tlood pressure screening. Friday. Free and confidentia Monday: Regular museum hours Plains Health Providers Cinic, 603 or $364-7626$ for appointment. Monday through Saturday 10 a.m to
$5 \mathrm{p} . \mathrm{m}$. and Sunday by appointment 5 p.m.
only.

## TUESDAY

TOPS Chapter No. 576 , Commu nity Center, 9 a.m. Ladies exercise class, Church of he Nazarene, 5:30 p.m.

Deaf Smith County Historical Tuesday through Friday South pregnancy testing. Call 364-2027 Park Ave., 8:30 a.m. to 5 p.m. $\quad$ Hereford Fine Arts Association, Centen, noon. Hereford AMBUCS Club, Ranch $\left.\begin{array}{c}\text { Community Center, } 7 \text { p.m. } \\ \text { Lone Star Study Club, } 2: 30 \text { p.m. }\end{array}\right]$ House, noon.
Social Security representative at Order of Eastem Star, Masonic courthouse, 9:15 a.m. to 11:30 a.m. Temple, 7:30 p.m.
courthouse, : 15 a.m. to Il:30 a.m. Wiwanis Club of Hereford- Wes tway Ex en en Kiwanis Club of Hereford- We tw a y E X t
Wolden K, Senior Citizens Center, noon. Alateens and Al-Anon, 406 W . for business meeting and luncheon
Fourth St Fourth St., 8 p.m.

WEDNESDAY
United. Methodist Women of
First United Methodist Church in Noon Lions Club, Community Ward Parlor, M:30 a.m. Young at heart program, YMCA Ranch House, noon.


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neous. $\frac{1 \mathrm{~A}-215-2 \mathrm{p}}{}$ Garage sale Wednesday, Thursday and
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| :--- |

## 4-Real Estate

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## AXYDLBAAXR ISLONGFELLOW

One letter stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters.
apostrophes, the length and formation of the words are ali hints. Each day the code letters are different.

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ance is that and "row-waters." Nice
grain handiling and storage installa-. Large 3 bedroom home on 13 plus acres, Vega School District. 7 miles tion

LOTS O COTTON or sale by owner-large 3 bedroom one bath house in good shape. Small down payment, reasonable person with permanent job and p For sal
all cas
Final
1989.
4670. rash bids on 523 Gcorge Strect. 989. Call HCR Real Estate, 364 ,

For sale in Castro Co: 320 acres
with one conter-plvot sprinkler and 2 plvot points. Base pacres in cotton, corn and milo with large cot-
ton allotment. Immediate posses-

## heal sleeper

 24 unit apartment complex in Here-tord. Goood cash flow: High occu-

## ancy rate and priced tho nder current appraisal.

DON C. TARDY CO.
REALTORS $\overline{\text { Good } 2}$
nue K. \$ K. $\$ 20,000$. Call $364-7700$.

New home on Quince-3 bedroom, bath, double car garage; fenced
yard. Latest style. Call HCR Real

4A-Mobile Homes Zero down payment-3 bedroom, 2 bath home. Free dleivery and setup. at $15.75 \%$ at five years. per month

Very, very nice $14 \times 70$ two bed-
room, two bath, Large home-3 bedroom, 2 bath,
with basement. Only $\$ 47,000$. Call with basement. Only $\$ 47,000$. Call
HCR Real Estate, $364-4670$

Houses to be auctioned May 4th:
2-two room houses; 1 -onc 2-two room houses; 1 -one room
house. Located 12 miliss west of Dimmitt on Hwy. 86 at Tam Annc
S4500 or best offer for big 3 bed-
room house. (Will move) Located 3 room house. (Will move) Located 3
miles south of Tam Anne Gin, cast miles south of Tam Annc Gin, cast
side of road. Call 806-352-8248.

Tired of renting?? Own your own
home?? Total down payment home?? Total down payment and
move-in cost $\$ 2600.00$ Payments $\$ 361.00$. Newly remodeled 2
bedroom, 1 bath, single garage, bedroom, 1 bath, single garage,
large back yard with beautiful trecs.
D Days 364-3450; nights 364-3297.
$\qquad$ need of much repair. Owner will reduce the price \& finan
small down payment. 401
Call Don Tardy Co. $364-456$ deposit.
nights.

By owner: $66 \times 14 \mathrm{ft}$. Mobile home 3 bedrooms, $11 / 2$ baths. RefrigeraAll furniture in hexcellent condition.
latich 364-1064, if no answer call 364 -
4466 . 4466.

4A-215-ff


Self-lock storage. 364-8448.

## One and two bedroom apartments

 All bills$364-4332$.

## Saratoga Gardens, Friona low rent for needy families. Carpet, laundry

 facilities. Rent startspaid, collect 247 - 3666 .

## $\xrightarrow{4-213-5 \mathrm{c}}$

Nice 3 bedroom house on Star St.
By owner. Fenced backyard with storage building, fireplace, storm windows, well insulated. Priced for
quick sale. Call 364-5394.

1,2,3, and 4 bedroom apartments available. Low income housing.
Stove and refrigerator furnished Blue Water Garden Apts. Bills paid
Bernigher Call 364-6661. Need extra storage space? Rent a
mini storage, two sizes available. mini storage, two sizes available.
Call 364-4370.
For rent: $30 \times 60$ building with or rent: $30 x 60$ building with
offices, garage and fenced-in area
Located on East Hyy Located on East Hwy. 60. Excellen
for business and storage. 364-4231 for business and
or 364-2949.
Nice, large, unfurnished apartments Aikman.
4242.

$$
\begin{aligned}
& \text { Refrigerated air, two bedrooms. } \\
& \text { You pay only electric-we pay the } \\
& \text { rest. } \$ 275.00 \text { montt. } 364-8421 .
\end{aligned}
$$

Best deal in town. Fumished bedroom efficiency apartments
$\$ 175.00$ per month bills paid, red

## 2nd Street. 364-3566.

## $\overline{\text { Spacious, clean, freshly painted }}$

Spacious, clean, freshly painted
apartment a a vailable. Includes
ceiling fans, central heat and air.
ceiling fans, central heat and air.
Well maintained yard. From $\$ 190$
Well maintained yard. From $\$ 19$
for one bedroom and $\$ 210$ for two
bedroom. No pets. EHO. 364-1255.
2 bedroom duplex. New carpet. Gas
and water paid. $364-4370$.

## Nice 2 bedroom apartment, slove and refrigerator, fireplace, washer, dish wisposal, fenced area. No one but your and refrigerator, fireplace, dish- washer, disposal, fenene but your Water and gas paid. $364-4370$ area. 5-154-ff 

 bedroom, 3 bedroom or 1 bedroom.Cable and water paid. Call 364 .
4267 .
offers the keys to
your car rental needs.
We can offer you a
great deal, because
were part of the Ford Rent-A-Car
Large 2 or 3 bedroom duplex Large 2 or 3 bedroom duplex
Fenced yard, $11 / 2$ baths. Washer/
dryer hookup. $364-4370$. dryer hookup. 364-4370. 5-176-tfc 810 South Texas-2 bedroom. $\$ 140$ per month. Call $364-3566$.

Two bedroom apartment. Stove, and refrigerator. Furnished or unfur-
nished. Fenced patio, laundry facilities. Water and cable paid.
$364-4370$. Large $\quad$ 5-191-tfc Large 3 bdrm, 2 bath,
$500 \mathrm{E} .3 \mathrm{rd}, 364-3566$. $\qquad$ $\square \quad 5-193$-tfe One bedroom house. Stove and
refrigerator. $\$ 150$ per month. Call refrigerator.
$364-5982$ after $5 \mathrm{p} . \mathrm{m}$.

2 and 3 bedroom homes for rent
2 and 3 bedroom homes for rent.
$\$ 200$ to $\$ 350$. Possible $\$ 2000$ bonus
to qualified tenants. to qualified tenants. Call $\begin{array}{r}364-2660 \text {. } \\ 5-198 \text {-ff }\end{array}$
bedroom duplex, good area.
Fenced backyard
$\$ 250$ Fenced backyard. $\$ 250$ per month,
$\$ 100$ deposit. Water paid 358 , 225 , \$100 deposit. Water paid. 358-6225. $5-198$-ffe
For lease: 3 bedroom, $11 / 2$ bath, garage, washer/ dryer connection
Call 364-2926.

Very nice 3 bedroom, ${ }^{2}$ bath
Double garage. Builtins, fans Dence garage. Builtins, fan
fenced yard $\$ 400$ per month; $\$ 20$

Efficiency house. \$135 per month | $\begin{array}{l}\text { water paid. } \\ 364-7776 .\end{array} \quad 5002$ Russell. Phon |
| :--- |

Northwest location-3 bedroom, 1 $3 / 4$ bath, builtin dishwasher and stove, 2 car garage. $\$ 525$ per
Call after 6 p.m. $364-2904$.

3-1 $1 / 2-1$ brick/large fenced back yard, storm cellarg, , layhousce, bacar
Aikman School. $\$ 375$ month. 364

2 bdrm home shopping \& school
close by $\$ 275.00$ mont $\$ 150.00$ close by $\$ 275.00$ month $\$ 150.00$
deposit. Vacant June 1st Call 515
674-4214.
Office space available at 1500 We
Park. newly carpeted. $\$ 125$ p
month. Call $364-1281$.
2 bedroom apartment, good paint new carpet, stove and refrigerator
Water paid, No rent until May 15t Call 364-4370.
2 or 3 bedroom house. Has stove and refrigerator, washer/drye
hookup. Fenced yard. $364-4370$.

Onc bedroom efficiency, furnished
and water paid. $\$ 160$ per month.
Call $364-2131$.

$$
\frac{5-211-\mathrm{tfe}}{\text { One bedroom apartment, has stove }}
$$

$$
\begin{aligned}
& \text { One bedroom apartment, has stove } \\
& \text { and refrigerator. } \$ 100 \text { deposit; } \$ 130 \\
& \text { per month, at } 201 \text { Jowell, Apt. B. } \\
& \text { Also } 60 \times 40 \text { barn for rent, at } 609 \\
& \text { East 2nd. Call 276-5823 after } 7 \text { p.m. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Also } 60 \times 40 \text { barm for rent, at } 609 \\
& \text { East } 2 \text { nd. Call } 276 \text { - } 5823 \text { after } 7 \text { p.m. } \\
& 5 \cdot 212, \text {. }
\end{aligned}
$$

$$
\frac{5-213-\mathrm{ffc}}{2 \text { bedroom. Fenced yard. Large }} \begin{aligned}
& \text { utility room. } 413 \text { Barrett. } 364-1917 . \\
& 5-214-50
\end{aligned}
$$

$$
\begin{aligned}
& \text { 2 bedroom, possibly. } 3 \text { full base- } \\
& \text { ment. Washer/dryer hookup. Fully } \\
& \text { carpeted. } \$ 250 \text { per month plus }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ment. Washer/dryer hookup. Fully } \\
& \text { carpeted. } \$ 250 \text { per mont plus } \\
& \text { deposit. 131 Avenue F. } 364-2285
\end{aligned}
$$

## BOYS

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students interested in getting out
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on Saturdays now, and full orhoor part-
nime this


essery. Paid dally. Bring your friencial.
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|  |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| $\$ 200.00$ dally vrite: PASE-4801 North Auroria, II. 60542. |  | Found: Keys on Highway 60 near ford Brand. ford Brand. <br> 13-215-5p <br> THE HEREFORD BRAND |  |
|  |  | LEGAL NOTICES |  |
|  |  | NOTICE TO BIDDERS |  |
|  |  | The City of Hereford, Texas, will receive sealed bid proposals in the office of the City Manager until 2:00 P.M., Thursday, May 18, 1989, for Thursday, May 18, 1989 , for the leasing of 622.46 acres of land (known as the "Fraser | By: THAD KEYE |

## First Lady's fashions

 reflect current trendBy The Associated Press fashion. What, she wants is to look
Barbara Bush may be deliberate- nice, to look pretty, And Barbara Bush may be deliberate- nice, to look pretty. And she wants
ly un-fashion conscious, but among to be comfortable with the way she ly un-fashion conscious, but among to be comfortable with the way she
women in her age group, that's looks."
fashionable. Fashion experts say that women are among the biggest customers in in the 35-65 age range are indepen- the stores these days. And wh
dent in choosing dent in choosing their clothing, and they're buying reflects their concer
they have a lot of economic clout to with details, quality and classi exercise that independence.Quality wity stes hat can pe worn for yeass and classic styles are the common "We're experiencing a return to
denominators in otherwise diverse taste, "she syys denominators in otherwise diverse taste," she says.
choices. choices.
"Mrs. Bush isn't necessarily a one-year majority are not loo she adds.
trend setter, but she is an example trend setter, but she is an example a $\begin{gathered}\text { one-year fixes," she adds. } \\ \text { The classics include suits, "but } \\ \text { of what the trend is now }\end{gathered}$ says not what I coll of what the trend is now "" says not what I call the Wall Street
Lucille Klein, women's fashion Lucille Klein, women's fashion banker suits of a few years ago. The
director at the J.C. Penney depart- new ones are beautifully cut, with director at the J.C. Penney depart- new ones are beautifully cut, with
ment stores. "This kind of woman details like butoons and linings of
feels secure and self ment securese and self-confident. She
knows she's arrived, professionally
good quality.
Other knows she's arrived, professionally
or other faverites are updated
or otherse. She's not struggling,
not striving to
shartaist dersses, with attention to detail, cut and colors. they also like
not striving to impress people.
Barbara Mackoff, a Seatle-based
separates in street and sportswear Barbara Mackoff, a Seatle-based separates in street and sporiswe
psychologist, agrees. Succcss in that center around basic jackets.
business and community Psusiness and community life have They like their jewelry to loot
relaxed the hold of the likess for the real thing "What is relaxed the hold of the "ddess for like the real thing. "What is real, or
success" dictum. "It was profession- at least what looks real," Mrs. success dictum. "It was profession- at least what looks real," Mrs.
al success, achievement and the Kleins says. "The pieces are not al success, achievement and the Kieins says. The pieces are not
security and confidence that follow" necessarily smaller, but they are
that did it. "Smart women have more refined. secat did it. "Smart women have
thopped trying to hide their own distinctive attributes."

- Their attitudes toward fashion was Tomorrow is Another Day. are much like those of Mrs. Bush, Hawaii residents have the longest
Mrs. Klein says. "The typical lifespan of any people in the U.S.-73 American woman is not hung up on


## New color code now in vogue

 brave new color code in vogue, and it Take nectar, for example, the virtually coloriess stuff that bees extract from flowers to make honey.Then, what to make of an ad for a silk Thin, what ol make of ar
shirt the color of neclar?
A color word can be hijacked from
any of several contexts a a fanciful as any of several contexts - as fanciful as
flora and flora and fauna or as basic as the weather and building materials.
Ad and catalog oolorsmiths, pert Ad and catalag olorsmiths, perhaps
bered with words such as red, blue, yellow and green, reach for poetry
and-or eleg and-or elegance to give us, instead,
gamel, cornflower, saffron and loden. gamet, cornflower, saffron and loden. natell, they asse give us cork, cadet,
mist and verdant mist and verdant.
Toconfuse us further, one fanciful describer's shubarab is another's plum;
this one's mint is another's sea glass; his sepia is her stucco. They also tend to specialize in
narrow fields. There are the bird narrow fields. There are the bird
watchers, eyes glued to their egshell, watchers, eyecs glued do their eggshell,
teal and peacock. The e uilders, secing ceal ann paccock. The builicers, secing
nothing but hues of limestone, marble, slate, adobe and stucco. We get a cooor's sour with rubarb,
chutney and pistachio, mint and sage. chutrey and pistachio, mint and sage.
Beachcombers have mediterancan, sea spray, sea glass and occan in their minds' eyes. A continental touch
comes with ecru, bisque and taupe. comes with eccul, bisque and taupe,
sienna and sepia. We are led down the sienna and sepiaia We are led down the
gardeners' path with marigold. gardeners s, pah wiun marigold.
wisteria, willow, briar - and thom.
Official Official comment is fair, inclined ${ }^{10}$ be generous, to the perperatatrs. mislead,", says Margaret Walch,
associate dirctor ogete. colot
Association of the United States, at

## NEW YORK (AP) - There's a the same ime explaining there is some <br> the same time explaining there is some Cadet, periwinkle, flax, pacific, justification for creative color naming. lapis: blues.

 The asociation is the nation's depositeo standara colors, maintains and issues color forecasts, for govermment and industry.the correct a category, Walch points oul it can also "evory, waich points out 'II's betuer to say 'fog' than ' t hing of blue, light-gray."." According to Walch, "there is an
appropriateness in color naming that takes into account the glamour of fashion,"" while still being accurate.
In addition, she says.'The In addition, she says, "The whole
color thrust of the 80 s has been movement from simple colors to
complex.""
In its forecasts, the Color Associa-
In its forecasts, the Color Associa-
tion sometimes reaches for glamorous
tion sometimes reaches for glamorous
complexity in its names, but usually
with an adjective popped on to a safe anchor noun - for example: volcanic
black, fridge grey, kiln blue, dec black, fridge grey, kiln blue, deco
green, airy pink. green, airy pink.
A glossary follows, a listing of
ne of the more oblique terms that some of the more oblique terms that
have been spoted in recent fashion ads, placed in what an educated guess
suggests is meant to be their approximate color group:
Nectar, blush, shell, petal, mali, bubblegum: pale pinks, peach,
Mist, egsshell, sea spray, ocean, Mist, eggshell, sea spray, ocean,
sky, arctic: pale blues. Sage, willow, mint, sea glass,
pistachio, palm, elm, balsam: pale greens.
Peacock, teal, mediterranean, tropic, aqua, occean: turquoise.
Eruu, chino, bisque, adobe, thorn,

Midnight, ink, lake, regal: dark Maize, butter: yellows.
Saffron, citron, marigold, tangelo, Stucco cork chutney toast, sepia sienna, clay, toffee, acom, spice: light,
warm brown. warm browns.
Taupe, marble: gray-browns
Maple, peat, cognac, sable, nutme
Ochre, sesame: yellow-browns.
Mango, hibiscus, watermelo
quartz, jasmine, blossom pinks.
uartz, jasmine, blossom: pinks.
Verdant, loden, cypress,
rattan, aspen, moss, basil, jungle:
greens.
Teak: khaki. Limestone pale lik Slate, graphite: dark grays. Birch Wisteria: pink-mauve.
Rhubarb, grape: purples.
Berry
Berry, madder, ox-blood, currant,
The next time you see an elegant
Parisienne promenading along the boulevard in an ensemble of taupe, bisque and ecru, say a silent thanks to the wordsmiths of the fashion world.
Those same colors, you see, could just as well be called mole, soup and unwashed linen.
The Yellow River watershed,
cradle of Chinese civilization cradle of Chinese civilization, has supported an agricultural society for
more than 7,000 years, longer perhaps than any other place on
Earth, says National Geographic. Beaver dams have been found that are taller than a man and more than 1,000 feet long.

## $\begin{aligned} & \text { Schlabs } \\ & \text { Hysinger }\end{aligned} \square=$ <br> Schlabs Hysinger <br> $364-1281$

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GRRIN FUTURES
METLL FUTURES


## FUTURES OPTIONS

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## Wilcox optimistic on Hereford, hub of giant agricultural industry

Automotive dealership expands on north edge of town

By ORVILLE Howard Special Feeature Warier
Roger Wilcox has worked froun Roger Wilcox has worked from
the top of the world, warched a sun
that never sel and criss-crossed a continent of rich vallisys s.rossed green
forests, but he relurned to Texas to build a businiss coumedrotione out on
the north edge of Hereford. the north edge of Hereford.
Wilcox and parners have

two in volume for dealerships of
this size in a vast ruate area hhat
strecthes from a point below Brady strecthes from a point below Brady
in the Central Texas Hill Country
the Kansas line some 600 miles to the north. It's a big business in a big country. of all, I think Hereford is
ne irs the finest places on carrh io
one
 elcectronics firm. .And scenghdy.
dontit know of any city the size of don't know of any city yhe size of
Hereford that is as progressively
minded. It seems as though folks around here are continuously looking for a better way of doing
something." something."
With more
With more than 125 new ve-
hicles on the sales line at all times,
Whiteface Ford has a Whiteface Ford has a computerized 16-bay service center adjacent to
the office-and-showroom complex the office-and-showroom complex,
with a $\$ 180,000$ parts inventory with a $\$ 180,000$ parts inventory
Every nut, bolt and washer, from ine tiniest switch to precision bearing sleeves, are itemized on a
digital system second to none. If
Whiteface doesn't have the part his Whiteface doesn't have the part this will be in the hands of a mechanjic workime tomorrow.
"All of our mechanics are
required to attend special training
schoors and they continuously do
in-service training as needed," said Wilcox, the dealership's presesident.
"We have some of the finest servic We have some of the finest service have the specialized mechanics to go with it."
Wilcox also noted that Whitefac is on line with a national video and communications system that instant ly dispatches any new maintenance
or performance information connecor performance information connec-
ted with every phase of the automobile industry.
Whiteface
Whiteface also keeps a full line
high-quality used of high-quality used cars and
pickups to meet the demands of the pickups to meet the demands of the
greater Hereford business and
agricultural region.. "There's always
a chance we'll overlook something

## re 2end



ROGER WILCOX: "I think Hereford is one of the finest places on earth to live . . . I don't know of any city the size of Hereford that is as progessively minded."

## Business briefs

EDITOR'S NOTE: Hereford is "Creating a Nation of Neighbors." agents current information on businesses are urged to submit The week is designed to celebrate changes in the insurance industry. briefs about professional accomp- private property and hewner- The ASCR is a nationally "Hustle" page of the Brand each Several of the agents will be designed to give agents information
 be submitted by Monday for the
Wednesday newspaper. The articles will run on an a
permits basis.
Open house


## All Star Sports Center opens

The Hereford Hustlers held a ribbon-cutting ceremony for All Star Sports Center Monday as the new store had its grand opening. Located at US- 385 and US-60 next to Town \& Country Food Store, the new firm features sporting accessory needs for all sports. Owner Ron Weishaar and wife, Jan, are shown in the center as employees, guests and Hustlers watch the ribbon cutting. Customers may register all week for free merchandise to be given away on Saturday, May 7.
 possible," said Wilcox
The multimillion-dollar inventory of new vehicles includes
complete line of the Fords complete line of the Fords, Lincolns
and Mercurys, along with and Mercurys, along with the
Chrysler, Plymouth and Dodge
models. They do not stock Jeeps or models. They do not stock Jeeps or
Eagles or Scorpio in the Lincoln Eagles or Sc
Mercury line.
Mercury line.
Wilcox said the demand for the heavier luxury cars has made a big
come back during the past couple of come back during the past couple of
years, with some of the larger cars years, with some of the larger cars
in the Lincoln and Chrysler lines being among the top showroom
sellers in today's executive markets. The luxury lines, as Wilcox pointed out, include such models as the
Lincoln Continentals, New Yorkers Lincoln Continentals, New Yorkers
and the Plymouth Acclaim LX. The nd the Plymouth Acclaim LX. The
demand for these fine cars has really been good," the 44 -ycar-old
dealer added. "Of course, some of our volumed. sales will lean more to for young families.
When it came to naming the models favorite among the younger
set, Wilcox grinned a bit and handed back a fast answer--"Pickups...that Ford $F$ series is the hottest
thing on wheels when it these Texas youngsters." Wilcox
backs his opinion backs his opinion with his pocket-
book by displaying rows book by displaying rows and rows
of new pickups across the White face display center. And not a fleck of dust was visible from the polish-
ed chrome bumpers to the tailgates ed chrome bumpers to the tailgates.
"The youngsters out "The youngsters out here tak great pride in their pickups and cars
and generally speaking, the younger
set keess set keeps their vehicles in tip-top
shape and spotless from bumper-toshape and spotess from bumper-to-
bumper," said Wircox. who also
takes great pride in bumper, said
takes great pride in
pcople of Hereford
Wilcox is optimistic about the economy of the Golden Spread
where Hereford where Hereford. has been the hub
of the giant agriculture industry for of the giant agriculture industry for
nearly a hundred years. From a vast production of vegetables, grain and
cattle came related industries that in turn spun off related businesses int More than two dozen foo manufacturing firms may be found on one side of the tally sheet with
an equal number of livestock feed manufacturing operations on the manufacturing row are seed, vegeta blc and commodity distributors
sandwiched with dozns of sandwiched with dozens of dealer-
ships representing nearly every ships representing ncarly every
make and model of liveslock and agricultural equipment known to mankind.
Having the largest concentration
of feeder catle in the world, the
greater Hereford area will finis greate than 2.8 million grain-fed more than 2.8 million grain-ice high-quality becf earmarked for
international markels. All of this international markets. All of this giant meat packing plants and a
motorized freight industry that motorized freight industry that
touches every terminal market in touches every terminal market in
the continental United States. This is what Wilcox sees when he
frequently speaks of "My Country."

dropped off some during the last three or four years but now the
mini-vans are coming on stron because women can sec out of
them," said Wilcox, in showing the various trends in model popularity
"We are now turning out onc of the We are now turning out onc of the
most versatile sets of automobiles ever produced in the history of the
industry. indusiry."
Bom in Plainview, Wilcox was the son of Virgil and Ola Wilcox
who farmed at various points on the South Plains and the Texas Panhan dle, including Kress, Hart and
Friona. He spent his grade-school years at Friona, but at an early ag
he moved with his parents eastern Oklahoma where his father
farmed for U.S. Sen. Robert Kerr an Oklahoma family who were
leaders in all phases of Southwest leaders in all
agriculture.
Wilcox graduated from Pocola High
School in 1963 and attended the University of Tulsa where he became an electronic engineer for a Tulsa
electronics firm by the name of LeBarge, Inc., a St Louis-based.
company that specialized in hightech electronic equipment for the military.
While speaking of the move from Eastern Oklahoma to the:
Texas Panhandle region, Wilcox said his wife was a little nervous at
first, "but you couldn't tear her
away from Hereford not first, "but you couldn't tear he
away from Hereford now..she and
the family just love it here." The Wilcox family consists of three daughters: Debbie, whose
husband, Rick Dunham, is a third

## HUSTLE HEREFORD


year dental student in San Antonio, cation and is a ystem; Teresa and her husband Rodney Alley, have both been stending west Texas State Univergraduated with a degree in elemenary education. The third daughter Stephanie whom her father described as being "Thirteen going on High.
years in the electronics field, but says that the automobile business cears ago and has never let doze ears ago and has never let go. "I doing anything else," he added,
while thumbing through a new brochure
Landau.
In late 1977 Wilcox and his brother, V.R. Wilcox, teamed
with a third person and bought with a third person and bought the
Ford-Mercury dealership in Frion where Wilcox was active in the automobile business until 1985 when he sold his Friona interests Roger and his wife. Betty had Roger and his wife, Betty, had Friona community they made the move to Hereford in a positive manner, desiring to establish a "When we moved here we ooking for a larger town in which o do business and Hereford seemed like the ideal place," said Wilcox. rea, we have a lot of customers of Canyon, Vega, Adrian and from owns in Eastern New Mexico." The Chrysler franchise Whiteface includes Castro and
Parmer counties in addition to Deaf Smith County, whereas the Ford-incoln-Mercury franchise covers sales influence reaches much arther. Wilcox pointed out that the new-car dealership has many such a business has a full-service car maintenance program tied
directly to the factories. directly to the factories.
department and we send all of our mechanics to school every year to stay abreast of the latest technology n workmanship," Wilcox added, in Showing how every vehicle sold at
Whiteface is backed by a qualified working force, from the salesperson to the mechanic. "We also have a satellite training system where we training sales people, auto parts personnel and those in the mechanical division. Both of the manufacurers send us video-tapes for each department of the dealership, giving phase of the industry."
Weff Durbin, manager of the Whiteface Service Department,
consistently ranks among the top consistently ranks among the top
service managers in the state of Texas, with the entire dealership now ranked as the second best such wich covers all of the West Tone which covers all of the West Texas-
High Plains region, including the klahoma Panhandle.
In comparing the first three months f 1988 with the first quarter of 1989. doubled this year "We're really doubled this year. "We're really
pleased with the volume of business, but I must give a lot of the
credit to the people of Hereford who have been making a concerted rather going off to some other place to trade. I think the merchants of
Hereford have seen the need to be
as competitive as possible."
Though Whiteface is not ted ough Whiteface is not design does handle trucks up to $11 / 2$ tons and stocks a full line of four-wheel
drives in both the Ford and Dodge drives in "I really love the automobile business," said Wilcox, as he he industry during the patidents in We've seen some pratty decade times along the way, but as an example of our expansion, we 1985 and now we have $24 \ldots$ and fair-sized payroll."
In the recent $m$ location on U.S. Highway 385
Wilcox handled Wilcox handled all of the office and showroom designing, putting
together in one building almost together in one building almos
everything he had liked in other everything he had liked in other
agencies. He then added a bit of agencies. He then added a bit of
individualism in giving the auto center a personal touch..such as a
winding staircase to second-floo winding staircase to second-floo
offices and a show-room opennes offices and a show-room openness
having an atrium profile. Everything from the service bays to the show room floor is spanking clean and
sparkling white. And the entire staff sparkling white. And the entire staf
has a customer approach has a customer approach that
reveals the same type of openness in business.
Before
Before moving into the new ca dealership business. Wilcox trav-
elled the continent for the Oklaho ma firm that manufactured sophisti cated electronic equipment, basicaly for the militaryy...intrusions detection devices. During the first
10 years with LaBarge, Wilcox worked as a design engineer then moved into electronic sales for St. Louis-based company buil satellite equipment designed fuil weather-data gathering station manned by the military, U.S. Corp rvice "During those years with LaBarge, r traveled quitc extensively and
was on many of the military bases on the North American Continent," said wilcox. "One of the projects
included the installation of a weath included the installation of a weath
er station in Alaska up north or Fairbanks in the Arctic Circle. The working conditions weren't so bad
but I never got used but I never got used to secing the
sun all the time...it would sort of go sun all the time...it would sort of go down prety close to he horizon
then just drift along for a while
before coming back up into the sky." As an As an example of the high-tech qualities involved in the Alaskan
weather station, the Arctic installa tion would transmit on a periodic schedule to a satellite over Hawai which in turn transmitted signals
back to Washinglon, D.C., then into Maryland to the national headquar ters of the National Weather Service where they recorded real-time data
on what the weather was doing on on what the weather was doing on
the opposite side of the world...or at the oppos of the world.
Wilcox and his partners have a bit of homespun philosophy relating to the automobile industry that
should be heeded at the factory should be heeded at the factory
levels-"We live in a type of society where people are going to drive.. and they're either going to drive a new car or they are going to repair
the one they're driving-we intend to the one they're driving-we intend to
have a business that will adequately serve all of these needs.
We're a people business and
people is all we've got when you get right down to the bottom line.
Everybody is selling something an we really enjoy what we're selling-
it's the fine people of this great Southwest that makes our word
Hereford so very rewarding."

