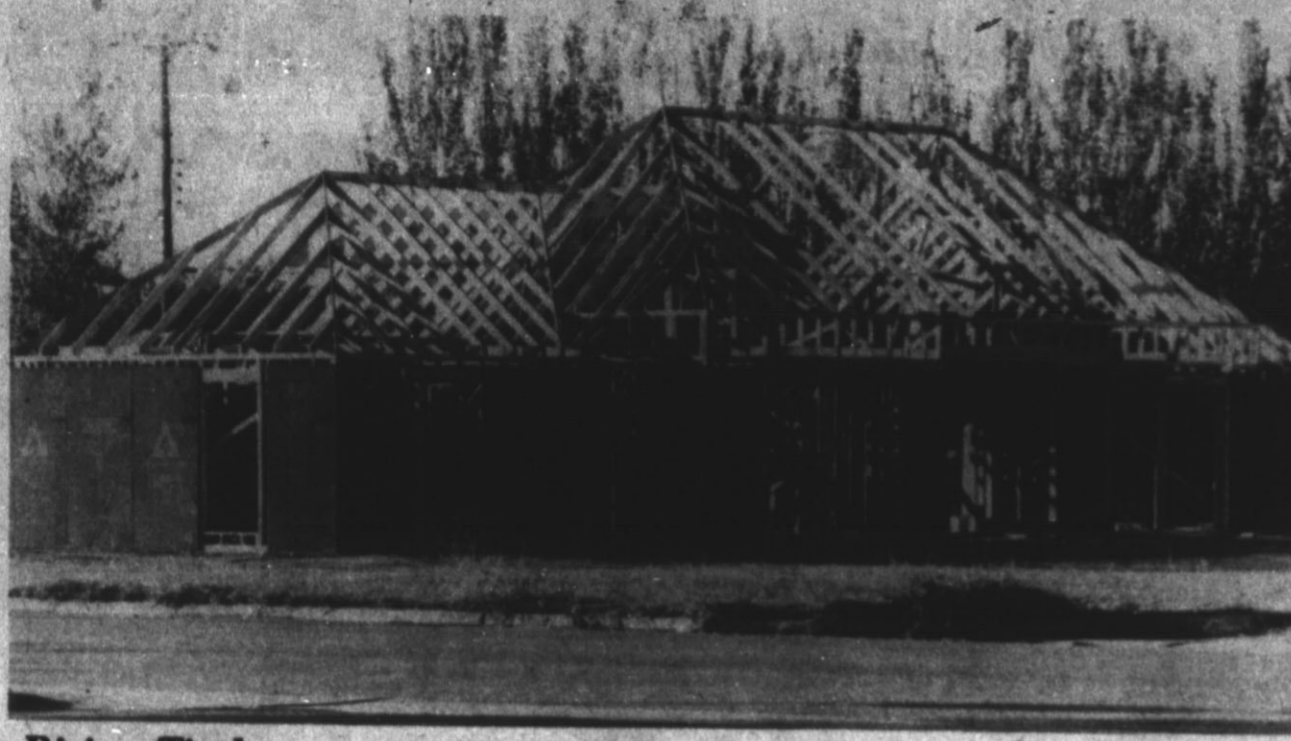


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September Building Permits Set Record

Construction Nears \$3 Million Mark



Rising Timbers

The September building permits show a large increase in the amount of residential construction. Large houses as above accounted for a majority of the building. Permits were taken out for 12 houses last month. (Brand Photo)

By BOBBY TEMPLETON
Brand News Editor

Johnny Carson's familiar joke of, "I have some good news and some bad news," is only half applicable to the current status of Hereford's economy as the city's building permits have recorded a second straight month of record breaking construction investments. Also, compared with last year's figures at this time, the amount of local building during the first nine months of 1975 is \$1,105,901 higher. This represents a 58.8 per cent increase over the same number of months last year.

THE TOTAL AMOUNT of permits issued from the city's tax office through the month of September have reached \$2,985,451, compared with \$1,879,550 during 1974.

This has resulted from a dramatic increase in construction during August and September. Last month's total was \$581,500 which was the second month in a row during which permits totaled over half a million dollars. The August building permits amounted to \$567,834.

Therefore, September is the highest monthly total for permits during the last two years. Of course, August is the

second highest. "It sure has been a good month," Cliff Arnold, the city tax assessor-collector, said. He is responsible for issuing the permits required by the city for new construction amounting to over \$100.

THE MAIN REASON the September total climbed was the building of 12 new single-family residential structures, more than was expected due to the sagging economy. But the local economy seems to be heading for better times than the national economy, which has been plagued with continuous inflation, slower amounts of construction and high unemployment.

Value of the new residences was placed at \$447,250, amounting to a majority of the September total. The biggest house is being built by R.C. Shaw of Hereford for a price of \$52,000.

The Boggs Construction firm is building the next three largest houses for prices of \$48,000, \$46,000, and \$42,500 respectively. Richard Bunch is building a house costing \$42,500 and \$36,000.

The cost of other houses under construction and their builders are as follows: \$38,500-Bob Damon; \$34,000-John Craig; \$33,500-Lester Moffitt; \$30,000-Mike Ferguson; \$22,250 and

\$22,00-both being built by John Farrell Lumber.

THE SINGLE LARGEST building permit was issued to Property Enterprises for a \$90,000 addition.

While the building has reached a peak during the fall, it peaked during June last year when the monthly total reached \$427,250. During the three following months totals slumped as follows: July, \$45,850; August, \$132,900; and September, \$62,700. The lowest month last year was in November when permits totaled only \$41,100.

The monthly totals for this year are: January, \$140,450; February, \$76,350; March, \$186,750; April, \$377,195; May, \$330,001; June, \$490,820; and July, \$234,551.

If the trend continues as it has this year, especially in the last two months, then construction might top the previous record set in 1970 of \$5,196,150. The 1973 total was \$4,232,202 and the 1974 total was \$2,215,000, the lowest level in the last six years.

Other construction making up the 33 permits issued in September are:

- \$3,000; Mike Patrick; garage.
- \$250; John C. Hicks; moving in storage building.
- \$200; Antonio Torres; addition to residence.
- \$500; Frank Flores; garage.
- \$10,000; Jessie Scott; moving in mobile home.
- No value; Mrs. J.T. Boynton; demolishing storage building.
- \$7,600; George Warner Seed; green house.
- \$2,300; Wayne Patty; cellar.
- \$500; Dwight Rose; canopy.
- \$150; W.C. Rose; covered patio.
- 15,000; Pauline Loven; asbestos siding for building.
- \$1,000; J.B. Pool; addition to residence.
- \$750; H.J. Edwards; moving in residence.
- \$500; Legal Buildings Corp.; alter outside of office.
- \$5,000; Joe Soliz; addition to residence.
- \$1,500; Henry Solomon; residence construction.
- \$100; Jim Williams; car port.
- \$1,500; Kenny Gearn; addition to residence.
- \$4,000; Charles R. Hinton; addition to residence.
- \$400; Justo Cepeda; moving in residence.

The Hereford Brand

'A Member of Most Families in the Hereford Trade Area'

74th Year, No. 80 Hereford, Deaf Smith County, Texas Sunday, October 5, 1975 36 Pages 20 Cents



School Board Considers Athletic Suggestions, Senior Ring Sales

After 4 1/2 hours of discussion during a called meeting Thursday night, the Hereford School Board of Trustees delayed action establishing a new policy for purchase of high school senior class rings, tabled consideration of a five-point recommendation for operating the athletic department, and decided to further investigate the policy of exempting senior students from final exams.

As it turned out, the meeting lasted until late into the night even though it started at 6 p.m. SCHLABS, a local farmer, addressed the board members first taking up the full 30 minutes allotted him. He gave copies of his recommendations toward administering the athletic program to all board members.

He suggested (1) the positions of athletic director and head coach be separated, (2) guaranteed playing time of about a quarter of each game for each team member during the sports seasons (principally football), (3) elimination of

outside competition in at least two girls and two boys sports to emphasize the playing, not winning, aspects such as in tennis and golf, (4) abolishment of the "Honor Rule" as a requirement to participate in athletics and school activities, and (5) a limit of one week or five school days for suspension from sports or school.

State Ruling Could Affect Cost of Local Education

The ruling this week by Texas Attorney General John Hill claiming it unconstitutional for public school districts to charge students for workbooks, lab fees, driver education classes and the like may end up costing the Hereford Independent School District anywhere from \$10,000-\$19,000 if legislative sanction is given for such charges.

Phillips said the programs involved (driver education for workbooks and associated materials, and lab fees) run the district about \$22,500 annually. Of this, about \$9,000 is charged the students for driver education tuition with about \$7,500 going for workbooks and similar materials and about \$6,000 for student fees, which are not included in the regular budget.

Another area of doubt are club membership fees which are not yet interpreted as a part of education. "If we handle it right, I don't think it will hurt us any," he said. "We might do something with the fourth quarter term (summer school) during which driver education is offered. I think local funds would be affected by about \$10,000 if the ruling is upheld."

At least we won't be hurt as much as the smaller districts which charge for the classroom instruction part of drivers education (as well as the actual driving part), he concluded. While Brockette said drivers education should either be paid by the state or eliminated from the curriculum, the legislature would have to wait until the next session before helping school districts. This could be as early as the first of 1976 if the new constitution mandating annual sessions is passed.

However, the education commissioner said it would be inconsistent to ask the legislature to authorize such fees.

He bitterly opposed the so labeled honor rule which states that, "Students who plead guilty to or are convicted of a felony or a misdemeanor punishable by a jail sentence shall forfeit

the privilege of holding office or positions of honor. In such cases participation in athletics and other school programs or activities shall be suspended for one semester." Schlabs said this punishes a student beyond what he or she deserves since the courts have already done it. However trustee Clark Andrews contended the school board has the right and responsibility as to who can play and who can represent the school.

Schlabs admitted that he had personal involvement in this area and argued that "you don't know what you do to a boy when you suspend him." Trustee James Gentry asked if an intramurals program wasn't what Schlabs wanted and he answered "yes." At that point Jim Conkright explained the intramurals brochure which details offerings in tennis, table tennis, horseshoes, touch football, handball, paddleball, badminton, basketball, softball, volleyball and track and field events.

Celebration Ideas To Be Collected On Columbus Day

Goals for the local Bicentennial observance will be formulated during a town meeting in Hereford High School auditorium, beginning at 7:30 p.m. Monday, Oct. 13, Columbus Day. Mrs. Joe Reinauer, Sr. and Mrs. Clint Formby, who are co-chairmen of the Hereford Bicentennial council, will define the American Revolution Bicentennial symbol. The pair and other directors here will give progress reports concerning the impending celebration. Suggestions will be asked from the audience during the assembly, which will follow an open forum format. "Residents of this county are urged to attend this town meeting and express their ideas for Hereford's celebration of the nation's 200th birthday," Mrs. Reinauer stated. "The Bicentennial directors here are interested in staging an observance which will be meaningful to this community."

Kickoff Breakfast Wednesday United Way Drive Set

The United Way of Deaf Smith County launches its annual campaign drive Wednesday morning with a "kickoff breakfast" for volunteer workers, who will be seeking to secure \$59,600 in contributions and pledges to finance the programs of 10 worthwhile agencies. Doug Manning, publicity committee and pastor of the First Baptist Church, will be keynote speaker at the kickoff breakfast at 6:30 a.m. Wednesday in Civic Club Center. The breakfast for the directors and workers will be sponsored by First National Bank of Hereford.

"Thanks to You, It's Working" is still the theme of the United Way campaign, and campaign chairman Speedy Nieman this week urged citizens to get involved in the "people helping people" program. "Our goal is the same as last year; we think it's a realistic total and a goal we can reach if all our citizens participate." Nieman added that a concerted two-week drive is planned. "Hereford and Deaf Smith County are noted for their

pride in getting things done, but we've come up short on the United Way several times. Join your neighbors who are helping conduct this drive, and let's go over the top in two weeks," he urged. Raymond White, president of the UW board, is urging employers and employees to consider the merits of the payroll deduction plan. With the approval of employers, the employees can specify an amount to be withheld from their checks each month. "If we could get all employees to give 50 cents a week, we wouldn't have to worry about reaching our goal each year," said White. He added that a "fair share" nationally is considered as one hour's pay per month, or six-tenths of 1 per cent for salaried employees. "Remember, this is a one-time gift for 10 agencies," he pointed out. White urged all directors and workers to attend the breakfast Wednesday morning. Division chairmen will distribute packets and prospect cards to the volunteer solicitors, and other information on the campaign drive will be presented. Heading up the divisions of the campaign will be: Bill Johnson, retail business; Lanny Crump, Wholesale business; Robert Mayfield, professional, real estate and insurance; Andrew Kershen, agricultural; Nicks Farris, public employees; Mike Patrick, utilities; Bartley Dowell, financial; and R.C. Hoelscher, out-of-town management. Each of the chairmen have recruited captains who, in turn, will select workers to make contacts in the various segments of the divisions. The workers will receive their prospect cards at the Breakfast Wednesday. The UWDC funds 10 agencies with the campaign drive, with approximately 93 per cent of the funds remaining in the county. Four youth programs account for a large portion of the budget—Campfire (See UNITED WAY, Page 2A)

That feller on Tierra Blanca Creek says he's always tried to profit from the mistakes of others, because he knows he ain't going to live long enough to make them all by himself.

We really can't own anything and be happy until we share it with somebody.

HEREFORD IS on the move again with new construction, and a story in today's Brand outlines the boom in building the past two months. Total permits for the year are nearing \$3 million and already past the total for all of 1974.

We hear that quite a few new homes are on the drawing board, as well as a much-needed apartment complex. We hope to have an announcement on the latter project very soon.

WHITEFACE FANS turned out in large numbers to support their team at Amarillo Friday night, but it just wasn't Hereford's night. Nothing seemed to go right for the Herd, and the Sandies rolled to a convincing victory.

Don't give up on the Herd, though. We think they'll bounce back and get things together. District 4-AAAA teams are having rough going in non-conference play, and the district race could be very interesting.

A NEW COLUMNIST makes his debut in The Brand today. The author is Roy Faubion and the column will be called "The Clod Kicker". Faubion, formerly associated with KPAN radio, has formed his own company to conduct leadership-motivation seminars. Roy started writing his column last year, and it has been carried by several weekly publications. We believe you'll find the column interesting and thought-provoking. Look for it in today's issue!

From 1946 to 1973, the United States has given away in foreign assistance \$478 billion—almost as much as the total U.S. debt, according to a U.S. Chamber of Commerce report. The give-away means each working American must work three weeks each year just to pay the interest on this gift!

ONE THING for sure, it has not always bought friendship. Some of the nations (See HEREFORD BULL, Page 2A)

Hereford Sits Inbetween

Disparities Shown in Sales Taxes Rebated to Cities

By JOE LACKEY
Brand Staff Writer

Comparisons of the amount of sales tax money rebated to Hereford during the period ending August 29 to the amounts rebated towns of similar size reveals interesting aspects of the nature of the economy of Hereford and other area towns.

City Manager Dudley Bayne pointed out the Hereford was rebated a total of \$30,700.23 for the month of August, but Berger, a city with a population close to Hereford's in size, was rebated \$60,611.20 for the same period.

Bayne explained that the disparity in the sales tax rebates could be explained at least in part by the fact that Berger is slightly more industrialized than Hereford, and that Hereford's economy is largely agricultural.

MANY SALES OF AGRICULTURAL products are not subject to the state or city sales tax, Bayne explained, under special provisions of state and city law. Agricultural exemptions were set up to stimulate the vital agricultural portion of the Texas economy.

Bayne is concerned in the disparity between sales tax rebates of Pampa and Hereford. During the period ending August 29, Pampa collected enough sales tax amounts to be rebated \$84,674.93. Bayne said that Pampa's population, it would appear, isn't enough larger than Hereford's to explain the difference, but that Pampa is located in a highly industrialized area which is blessed with

much oil revenue.

Bayne mentioned Lamesa and Brownfield as examples of area towns with populations near the size of Hereford population. Both these cities received smaller sales tax rebates than Hereford, with Lamesa getting \$27,324.13 and Brownfield receiving \$25,642.20.

"People wonder about the difference between sales taxes collected here and in other towns of our size, and apparently don't realize that so much of the Hereford economy has to do with agriculture, which means lower sales tax revenues," Bayne said.

The city manager also noted that Berger has approximately twice the number of city employees as Hereford. He said he is not aware of the explanation for this situation.

A city sales and use tax allocation summary is released periodically by the office of Bob Bullock, state comptroller of public accounts. The figures used in this article are based on Bullock's latest report.

Bullock's summary shows that Amarillo, center of a considerable amount of the area's economic activity, received a rebate for the period ending August 29 amounting to \$524,653.06. For the same period Lubbock received \$589,925.28.

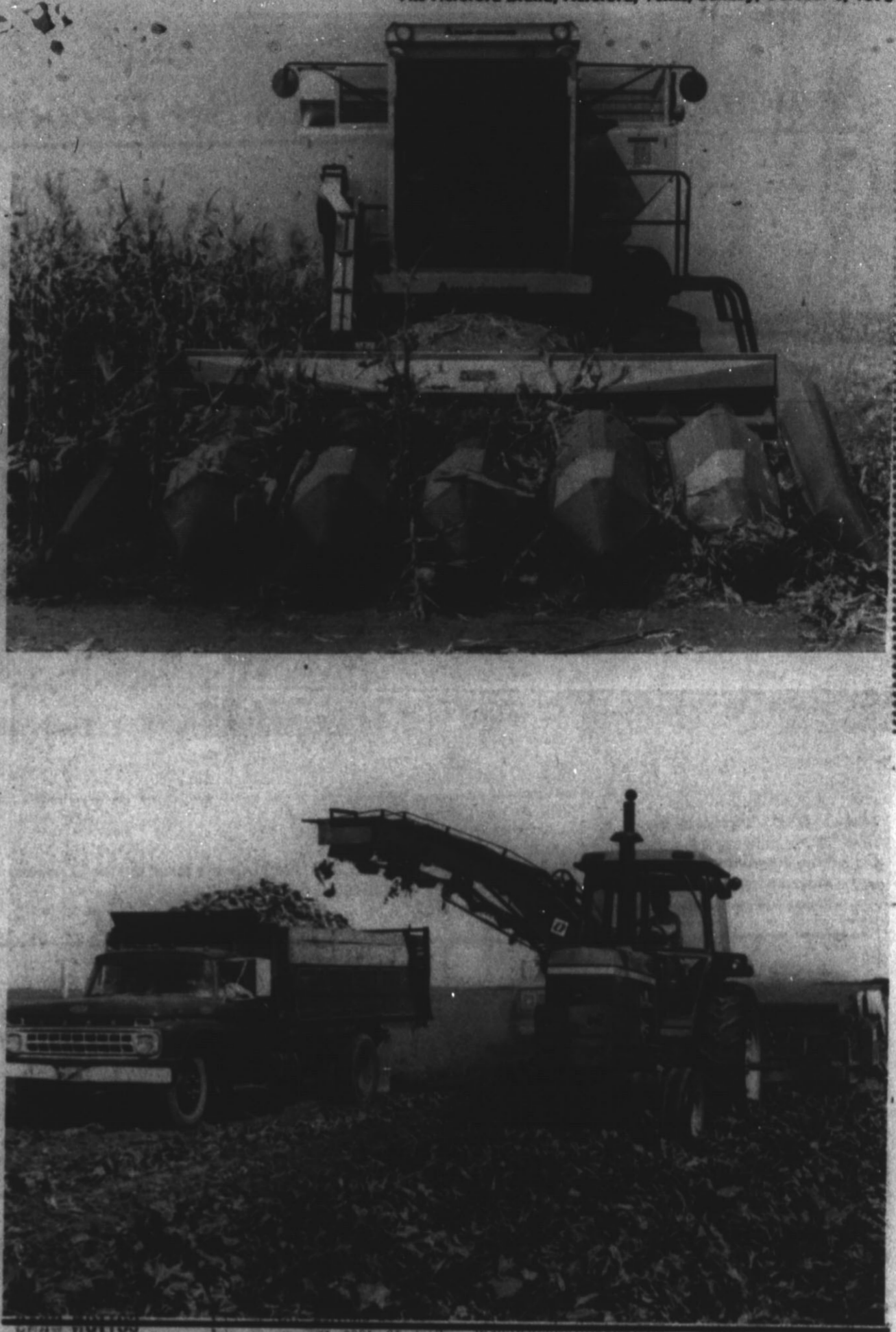
Houston, the largest city in Texas and one of the biggest in the country, received a rebate check of \$6,502,163.06. Much of this is due to a strong economy with much revenue generated by a profitable oil industry.

The state of Texas collects a sales tax of

four per cent and Hereford and the other cities mentioned are rebated a one per cent amount. Prominent exceptions to sales tax collections include food, medical supplies, and many agricultural supplies.

Mechanization Makes The Difference

Modern machinery such as this six-row corn header shown mounted on a large combine and this tractor-drawn beet harvester plays a key role in efficient crop production in Deaf Smith County. This year's corn harvest is now moving at a rapid pace and the first week of beet harvesting has seen plenty of beets moving to the Merrill E. Shoup plant here, thanks to efficient farm machinery. A USDA economist has estimated that 61 million horses and mules would be needed to do the farm work performed by machinery in this country. [Photos By Jim Steiert]



Hereford Bull-- from page 1

who have received our foreign aid are now richer than the U.S. For example, the following nations should consider repaying their debts: Germany, \$3.7 billion; Kuwait, \$20.3 million; Saudi Arabia, \$149 million; France, \$7.2 billion; Switzerland, \$46.6 million.

AREA FARMERS may soon be contributing to the newest ice cream flavor, "Sunflower Ice Cream." According to a news story, the new flavor was originated at Winaber, Pa., by a dairy noted for cashing in on the current health food craze.

The new sunflower ice cream is a blend of sunflower kernels from North Dakota and Minnesota that are toasted and seasoned in sea salt. The ice cream is currently being marketed in 11 cities in Pennsylvania. Who knows, they may soon be using Texas sunflowers, or maybe a Texas dairy will produce it Texas style!

Commission Plans Regular Session Monday

The agenda for the regular meeting of the City Commission, set for 7:30 p.m. Monday in City Hall, includes a zoning change request, a petition to close a block of a city street, consideration of bids for a fire vehicle, ordinances approving plats and dedication deeds of areas in Green Acres Estate, a preliminary plat approval, and appointment of members to the City Plumbing Advisory Board.

The zoning change request involves part of Lot 1, Block 9, in Whitehead Addition. The city commission will also consider a petition to close the 100 Block of South Sampson, and may consider an ordinance closing this street.

The city governing body will consider bids for an emergency fire vehicle for Hereford's Fire Department. The emergency vehicle now in use has approximately 50,000 miles on it. Dudley Bayne, city manager, told the commission at a recent meeting that the emergency vehicles used by the fire department have many important uses.

An ordinance approving the plat and dedication deed of Lot 13, Block 3, Green Acres Estate, Unit Four, and another ordinance approving the plat and dedication deed of Blocks One and Two, Green Acres Estate, Unit Five, will be considered.

Also on the agenda is preliminary approval of a plat submitted by J.W. Robinson.

Finally, the city body will consider appointing members to the City Plumbing Advisory Board to fill positions where terms have expired.

Tax Statements Sent By Local Governments

Area citizens definitely know its local tax time again as the county, schools and city have completed the mailing of the first series of tax notices. And while the taxpayers have already expressed frustrations at recent increases by the school board and county commissioners court, they really are made aware of the hikes when they see them applied directly to their pocketbooks.

All three taxing agencies report that during the past week notices have been mailed to all citizens owing real and personal property taxes for the coming year. The largest portion of the taxes go to support the local schools with \$2,763,306.38 being owed by all school district property owners. The district tax office set out 12,320 notices according to Orpha Click, school tax assessor-collector.

The county, which raised the taxes by about 20 per cent, sent out 16,108 tax statements asking for a return of \$1,522,794.07 in tax payments as reflected on the 1976 tax rolls. Nell Miller, county tax assessor-collector indicated. This compares with \$1,352,240.75 in taxes last year.

The city, which operates on a fiscal year slightly different for the county and schools, completed its tax roll mailout about a week and a half ago according to Cliff Arnold, city tax assessor-collector. The city's total tax roll amounts to \$559,467.34 for the coming year. The city begins its fiscal year on May 1, 1976.

The city sent out 8,258 real and personal property tax notices.

The schools remain as the largest single employer and business in the county with its tax receipts, which will be

up about 23 per cent over last year based on a recent tax increase. Its collection last year amounted to \$2,332,318.

In all, three notices will be sent taxpayers with the next one going out sometime in December. The last one, which is sent shortly before the tax payment deadline of Feb. 1 reminds those who still owe that a delinquent penalty is applied after the deadline.

Of course, those who pay early receive a slight reward in the form of a discount. A three per cent discount is given for payments made in October, a two per cent discount if payment is made in November and a one per cent discount for payments made in December.

Taxes paid in January are due at the full amount shown on the notices.

Click said he has received a fairly good reception from taxpayers this year even though an increase was enacted. "Of course, we have received a few calls on those who don't understand why they're so high compared with last year," he explained.

Some may be stymied as to why the property values vary on the different tax statements even though all property is appraised at the same amount by the same appraiser. This results from the different percentages of assessment used by the county, city and schools.

For instance, all property begins at the same "appraised value" and the figure recorded on the statement is the "assessed value." The schools tax at 60 per cent of appraised value and the city and county tax at 45 per cent and 30 per cent respectively.

Master Yourself

Human beings, blessed with a good earth, have made a mess of many things. However, viewed from any distant peak of the past, the present records unmistakable gains, and the natural belief is that the future, compared to the era in which we live, will show similar advances.

The reader of this editorial has a very definite role to play in all the drama that makes up human life. The part may be small, insofar as history is concerned, but large in its effect upon other human beings.

Every man and woman must attempt the mastery of his or her own nature and a productive translation of his or her personality through living among other people, difficulties and faults, inherent in the imperfection of human beings.

Shooting Leads To Arrest Of Hereford Man

City police arrested a Hereford man at his home Friday morning following a shooting incident near the Castro County community of Arney.

Fedencio Torres, 23, of 508 Brevard was charged with attempted murder in connection with the incident, which took place at a service station 1/2 mile west of Arney.

Officers arrested Torres after spotting his vehicle here.

He was later transferred to Castro County jail by Castro County Sheriff's officers.

The theft of a 1966 Oldsmobile owned by Carl Last of 231 Beach is currently under investigation. The car was taken from behind the Hereford Credit Union building sometime Wednesday morning.

Stan Fry Sheet Metal was again hit by burglars Wednesday night. Access was gained by digging under a door. A soft drink machine was broken into an about \$10 was taken.

Officers are also investigating a break-in at Colville & Wilson potato shed. It was not known if any items had been taken in the break-in.

Eight Convictions Returned In Court

Eight convictions were returned among the cases handled by County Court for the week ending September 26, including six for driving while intoxicated, one for driving with license suspended, and one for theft by check.

One conviction was returned in Justice of the Peace Court on a bad check charge. The cases handled in County Court resulting in convictions were:

- Larry Eugene Wade; driving with license suspended; fined \$100 plus court costs; 10 days jail; six months probation.
- Elizabeth Zimmer; driving while intoxicated; fined \$150 plus court costs; 15 days jail; one year probation.
- Delio Almazan; driving while intoxicated; fined \$50 plus court costs; 15 days jail; one year probation.

-Juan Lara Maya; driving while intoxicated; fined \$150 plus court costs; 15 days jail; one year probation.

-Sam Porter Lindsey; driving while intoxicated; fined \$150 plus court costs; three days jail.

-Nolan Wilburn Conner; driving while intoxicated; fined \$50 plus court costs; 15 days jail; one year probation.

-Vera High; theft by check; fined \$25 plus court costs; restitution made; five days jail.

-Total County Court fines assessed during the week were \$825.00. Total County Court fines assessed in 1975 are \$23,298.00.

The Justice of the Peace Court conviction was:

-Daniel Martinez, Jr.; bad check; fined \$9.50 plus court costs; restitution made.

Total fines assessed during the week in Justice of the Peace Court were \$9.50. Total fines assessed in 1975 on issuance of bad checks in JP Court are \$1,067.50.

School Board from page 1

we're trying to hide any expenses in the athletic department."

The board decided to discuss the matter further at the next board meeting.

SCHLABS ALSO QUESTIONED the board on its policy to exempt students from final exams on a basis of grades and attendance records. The student handbook exempts students with a "A" and two excused absences, a "B" and one excused absence, or a "C" and perfect attendance. Those with three or more unexcused absences are not exempted as are students with either a "D" or "F" or a "U" in citizenship.

He didn't agree with the policy of tying attendance in with grades to exempt a student. Others present agreed as well as trustee Lynton Allred.

Conkwright appointed a committee of James Gentry and Andrew to study the matter.

Charles Skinner of Cowan Jewelers was the only local dealer present to voice objections to an out-of-town company using public school buildings in which to sell high school class rings. "As a local taxpayer and supporter of the local schools, I don't think it's right to allow him to use the buildings since he doesn't pay taxes here," he said.

He suggested the designation of a general high school ring as opposed to a senior ring, "which is worn only one year if a student goes on to college."

BATTLE HARRIS of Southern Engraving Co., the present suppliers of the rings, thanked the board for his long and close association with the district and explained that anything the board decided would be fine with his company. "I go directly to the superintendent of any school district and if I'm given the green light, I sell the rings. But, if I'm given the red light, I go on down the road."

In the past, an outside dealer was the only supplier of rings, but the four local jewelers have started carrying the rings

of different varieties and have since felt entitled to supply the rings.

Lengthy discussion continued on specifics such as who offered the best ring at the best price, but Conkwright appointed trustees Ron Zimmerman and Danny Martin to study alternatives on how to supply the rings in the future.

The board briefly considered a rotation method of using local gas distributors for the district's fuel supply and heard an update on the number of bids offered so far for the lighting of the new tennis court complex. Further bids are expected and will be considered at the next regular meeting at 4 p.m. Tuesday Oct. 14.

A committee composed of Andrews and Jim Arney, trustee, will investigate the gas distribution situation.

All the items discussed will be included on the next meeting agenda.

The Hereford Brand

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this newspaper, will be gladly corrected upon due notice of same being given to the editor personally at this office.

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Students of Six Weeks

Two La Plata Junior High students were recognized as "students of the six weeks" during the Hereford Lions Club meeting at noon Wednesday in Civic Club Center. Lion president Weldon Dickson presented pens to Staci Payne, 9th grader, and Randy Ellis, 8th grader. Students are nominated by home rooms and elected by the student body.

Lions Club Spotlights Day Care Center

The Hereford Day Care Center was in the spotlight Wednesday when the Hereford Lions Club viewed slides depicting activity at the facility and heard director Bettie Roberts outline the purpose and program of the center.

Mrs. Roberts, along with photographer Betty Koelzer, presented the program for the weekly luncheon meeting after being introduced by program chairman Roy Faubion.

Mrs. Roberts, noting she received a check for \$1,750 the last time she attended the Lions' meeting, expressed appreciation to the club. She said playground equipment was purchased for the center with the contribution, and some of the equipment was shown in the

slide presentation. She also noted that Gary Billingsley's Boy Scout troop installed the equipment.

The Day Care Center, a non-profit organization, is licensed by the State Department of Public Welfare and provides services for children whose mothers must work or who are enrolled in school. The center has about 45 children, ranging in age from six months to eight years. The center is open from 7 a.m. to 6 p.m. Monday through Friday.

Mrs. Roberts showed slides of the playground and interior scenes of the library, tv nook, a play center with blocks, home-making center, the art and music centers, and the dining area.

The center is governed by a local board of directors, several of whom attended the Lions' luncheon Wednesday. Fees are established by the board.

A presentation Wednesday was made by club president Weldon Dickson, who gave pens to "students of the six weeks" from La Plata Junior High. Receiving the awards, in recognition of outstanding scholarship, school activities, and citizenship, were Staci Payne, 9th grade cheerleader, and Randy Ellis, 8 grade griddler.

The meeting, held in the Civic Club Center, was cut short when a problem developed with the boiler in the basement. As a safety precaution, everyone was asked to leave the building.



BETTIE ROBERTS

LOS ANGELES—Naveis are a no-no during family hour, a CBS censor has ruled, whether they belong to Cher or her guest. The show's star has been directed to dress more conservatively this year.

NOTES, COMMENT

Wisdom is the art of proportion.

The casual borrower is a casual payer.

Good workers are always in demand, somewhere.

The truth is a great enemy to conversation.

We're now ready to see a few good football games.

Despite what "they say" clothes don't make the man.

The key to happiness in life lies in unselfishness.

JCPenney Days

OCTOBER DOLLAR DAY SAVINGS

LADIES' LONG DRESSES Orig. \$15 ⁰⁰ to \$36. NOW \$13.88 TO \$16.88	Huge Shipment Polyester DOUBLE KNIT Solid Colors-Few Patterns Left SALE NOW \$1.44 YD.	PRE-WASHED GIRL'S DENIM JEANS NOW \$3.88	Men's 100% Polyester LEISURE SUITS New Shipment just arrived Navy, Green, Brown, Tan, Grey SPECIAL \$22.99
Junior-Misses-Half Sizes Better DRESSES AND PANT SUITS Reduced from regular stock Orig. \$16 - \$54. NOW \$9.88 - \$34.88	Mixed Assortment BETTER FABRICS Reduced to NOW 77¢ YD.	Girl's Pattern KNEE HIGH SOCKS NOW 77¢ EACH	Men's 100% Brushed COTTON JEANS \$4.99 Matching Jacket \$7.99
Misses Better PANT SUITS 2 and 3 piece sets SPECIAL PURCHASE \$15.99 - \$16.88	BETTER DOUBLE KNIT Coordinate Fabrics Orig. \$3 ⁰⁰ - \$4 ⁰⁰ NOW \$2.44 YD.	1 Rack Girl's & Infant DRESSES, BLOUSES, JEANS, SLACK SUITS & SETS 20% OFF NOW \$2.44 to \$9.88	Men's Machine Wash 'PRINT LEISURE SHIRTS SPECIAL NOW \$6.99
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STATE CAPITAL Highlights AND Sidelights
by Lyndell Williams
TEXAS POLITICAL ASSOCIATION

AUSTIN — Two hundred and fifty Texas liberals met here recently to talk 1976 presidential political strategy and threatened to challenge the new presidential primary bill.

The group, led by Democratic National Committeewoman Billie Carr, said winner-take-all provisions of the primary law — designed to help presidential aspirations of U. S. Sen. Lloyd Bentsen — may tend to deprive minorities of delegate strength.

Ma. Carr indicated the primary act would be challenged under the Federal Voting Rights Act, designed to protect minorities.

Liberals, determined to make things tough for Bentsen and Alabama Gov. George Wallace in the 1976 primary, remained undecided what course of action to follow.

They will meet again October 25 and November 22.

Ma. Carr urges filing of uncommitted delegate slates for national nominating convention seats from all 31 senatorial districts.

Others prefer lining up behind one of the serious liberal presidential contenders, and still others want to file delegates for a "favorite person" like former U. S. Sen. Ralph Yarborough or Ma. Carr.

Meanwhile, the liberals heard sales talks from representatives of six potential presidential candidates.

FAIRFAX CITY, VA.—Mrs. Chris Sizemore has revealed publicly that she is the woman portrayed in the 1957 movie, "The Three Faces of Eve." She said she no longer fears the 21 different personalities she manifested will return.

Obituary

LENA BELL

Funeral services were conducted Saturday in First Christian Church for Lena Rivers Bell, 94, of 604 W. Third. The Rev. Gene Brink officiated and Gilliland-Watson Funeral Home directed burial in West Park Cemetery.

Mrs. Bell, a member of First Christian Church, died Wednesday in Deaf Smith General Hospital after a short illness. She had worked as a saleswoman for Fuller Brush.

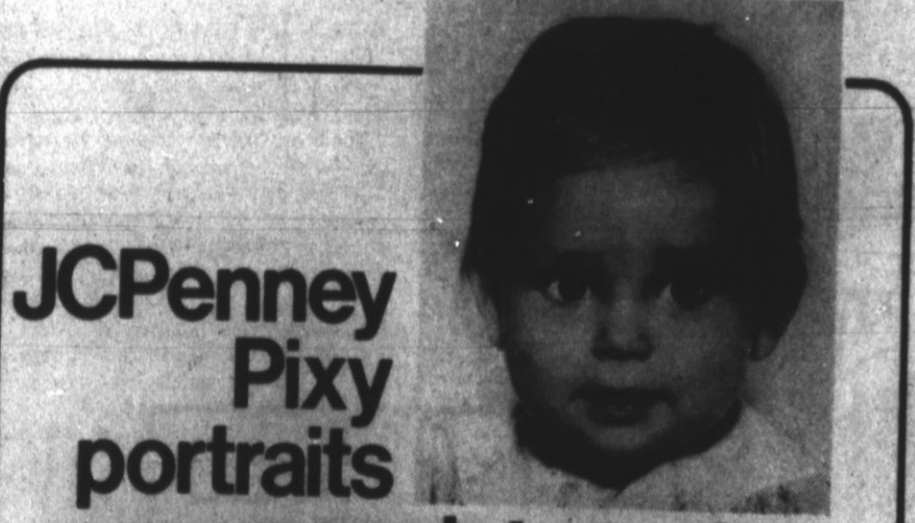
Born Dec. 16, 1880 in Era, she deceased married A.G. Bell Sept. 10, 1903. He predeceased her in death in 1941.

Survivors include a daughter, Miss Evelyn Bell of Hereford; three sons, Daniel of Scottsdale, Ariz., James of Santa Clara, Calif., and Charles of Montgomery, Ala.

Also, eight grandchildren and eight great-grandchildren.

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Sandies Beat Herd, 27-7

Coach Larry Dippel's Amarillo High Sandies demonstrated a balanced rushing and passing attack and scored three first-half touchdowns, enough for a 27-7 victory over the Whitefaces Friday night in Amarillo.

The Sandies rushed for 242 yards and Amarillo quarterback Tim Ritchie completed five of eight passes in the clash. Reserve Sandies quarterback Mark Fox added two more pass completions as the combination of timely passing and the bruising running attack proved too much for the Whitefaces.

The Herd scored a touchdown in the first quarter and led at the end of that period, 7-6. But the Sandies gradually wore down the Whiteface squad and dominated the game both statistically and on the scoreboard.

Hereford was limited to 149 yards rushing in the game, and only 37 yards passing. The seven Amarillo pass completions totaled 116 yards. Total offense figures gave Amarillo 358 yards to the Herd's 186.

The Sandies scored early after the Herd's Dave Charest fumbled the opening kickoff, which was recovered by Amarillo's Jay Latham at the Hereford 22.

The Sandies needed only four plays to score, and one of those saw the Sandies penalized for clipping. But with 10:15 left in

the first quarter Ritchie connected with split end Jamie Whyte on a 17-yard touchdown pass. The kick was wide, and Amarillo High had drawn first blood for a 6-0 lead.

The Whitefaces came roaring back, however, for a few brief moments of glory. After receiving the Amarillo kickoff, the Herd reached their 29, where a roughing the kicker penalty kept the drive going. Big fullback Carlee Graves then sensationalized the crowd with a brilliant 54-yard run to the Sandies one. Crim kept for the touchdown from the one, and Mike Artho's extra point kick was good. With 7:51 left, Hereford led 7-6.

Amarillo ran the ensuing kickoff back to the Amarillo 42. The Sandies utilized seven short rushes to reach the Herd 33, where the drive stalled. After two incomplete passes Hereford took over on downs at that point.

Sophomore quarterback Kelly Kitchens entered the game, but fumbled on the first play. The Sandies quickly marched to the Hereford 15 after recovering the fumble, but their scoring threat was stopped as a defensive back Jim Lawson intercepted a Sandies pass on the Hereford 4.

Hereford could not get a first down from that point, and was forced to punt. Mike Foster got off a booming 46-yard punt; he

was outstanding all night with his long, high punts.

The Sandies took over on the Herd 49 after a seven-yard runback of that long punt. Ten medium-length rushes and one 12-yard pass from Ritchie to tight end Steve Thomas resulted in the second Amarillo score. The scoring play, a 3-yard quarterback sneak by Ritchie, came with 6:09 left in the second quarter. Brad Netherton surged into the endzone for the two extra points, and Amarillo High led 14-7.

The Whitefaces could not get a first down after taking the Amarillo kickoff, and were forced to punt. Foster's kick was good for 44 yards as his punting remained effective.

Amarillo drove from their own 24 to the Herd 16 before losing the ball on downs. Seven rushes and a 16-yard pass from Ritchie to Thomas highlighted that drive.

Getting the ball on the 17, the Herd attempted to get something going, but disaster struck. Crim rushed for three yards, and then attempted a pass, which was intercepted by Amarillo linebacker Kent Jones, who sailed into the endzone untouched from the 30. The kick was good, and with 0:20 left in the first half Amarillo had an insurmountable 21-7 lead.

Halftime statistics told the story. After two periods Amarillo had 185 yards total offense to only 81 yards for the Herd. Even more significant, in the first half Amarillo ran 39 offensive plays, and Hereford ran only 15.

The third quarter saw no scoring. Amarillo threatened on one drive, but defensive back Mike Dudding intercepted a Ritchie pass on the 6-yard line. After the interception, the Herd drove to midfield before being forced to punt. A 15-yard pass

from Mike Crim to brother Archie highlighted that march, which stopped after the Sandies defense stiffened.

Beginning late in the third quarter and continuing into the final period, Amarillo High put together an 83-yard drive, involving 10 plays, set for the final score of the night. A 37-yard pass from Ritchie to Thomas set up the touchdown run of seven yards by Amarillo halfback David Bond.

The extra point kick was wide, and with 10:38 left in the game the scoring was complete, and Amarillo had a 27-7 victory over the disappointed Whitefaces.

With Kelly Kitchens at quarterback, the Herd attempted to score a second touchdown late in the game, but the drive stalled on the Amarillo 9 as the Herd lost the ball on downs.

Despite the loss, there were several outstanding performances for the Whitefaces. Graves looked great carrying the ball, gaining 84 yards on 8 carries. Foster's punting was strong, and on defense, linebacker Vance Hennington

and defensive backs Jim Lawson and Mike Dudding excelled.

STATISTICS

	Amarillo	Hereford
First downs	21	9
Yds. rushing	242	149
Yds. Passing	116	37
Total yds.	358	186
Passes	7-13	3-12
Intcpt. by	2	2
Punts	0-0	4-43
Fumbles lost	1	2
Penalties	4-50	2-30

Individual Rushing: (Amarillo) Ritchie, 7-24; Bond, 19-106; Netherton, 3-30; Fowler, 12-40; Fletcher, 8-40; Fox 3-2.

(Hereford) Crim, 5-7; Brady, 14-47; Graves, 8-84; Kitchens, 2-7; Harkins, 1-4.

Passing: Ritchie, 5-8; Fox, 2-5 (Amarillo) Crim, 1-4; Kitchens, 2-8, (Hereford).

Pass Receptions: (Amarillo) Thomas, 5-98; Hollan, 1-9; Whyte, 1-17.

(Hereford) Archie Crim, 1-15; Charest, 2-22.



Surrounding The Rusher

Several Whitefaces, including Jim Lawson, number 33, Vance Hennington, number 77, Kevin Douglas, number 85, and Gregg Yostan, number 88 converge on an Amarillo rusher in the Friday night Whiteface loss to Amarillo High. Although Amarillo scored 27 points, the Whiteface defense did have its moments of excellence.

Booster Club Sets Meeting

The Whiteface Booster Club will conduct its regular weekly meeting at 7:30 p.m. Tuesday night in the High School Auditorium here.

The Booster Club will hear a report on the Hereford-Amarillo High clash from Head Coach Fred Uphaw, and will also hear a scouting report on El Paso Burges, the next opponent for the Herd.

The Whiteface Booster Club meetings feature in-depth reports on the functions of the different portions of a football

team. Thus far these reports have included the defensive backfield, the defensive interior line, and the offensive setbacks and wingbacks. Tuesday night another part of the team will be discussed.

Highlights of Booster Club meetings are color films of the preceding week's Herd game. Key plays are discussed during the show of the film by Uphaw. Tuesday night films of the Herd-Sandies clash will be shown.

All members of the Booster

Club are urged to attend each meeting of the club. Prospective members are welcome. Ladies are welcome.

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Hereford Schools Continue Football

Caprock's Junior Varsity defeated the Hereford JV 27-16 in football action Thursday night. Jim McDowell got off two long touchdown runs for Hereford, one for 64 yards and one for 30 yards. Greg Hennington ran for the extra points twice.

The Hereford JV led 8-7 at the half in that game.

Hereford sophomores ran into more bad luck in their last two games, losing to Lubbock Monterey 45-0 in Lubbock on Saturday, Sept. 27, and losing another to Tulia's Junior Varsity

26-6 Thursday night. In the Tulia game, Jeff Neilson scored for Hereford's sophomores on a quarterback sneak. The touchdown was set up by a pass interception by Hereford's Lolo Mercado.

LaPlata's ninth grade team lost to Friona's Junior Varsity 49-25 Thursday night, and LaPlata's eighth grade squad lost to Pampa's eighth graders, 34-12.

Stanton's ninth grade unit beat Morton 38-20 Thursday, and Stanton's eighth graders lost to Dumas, 20-6.

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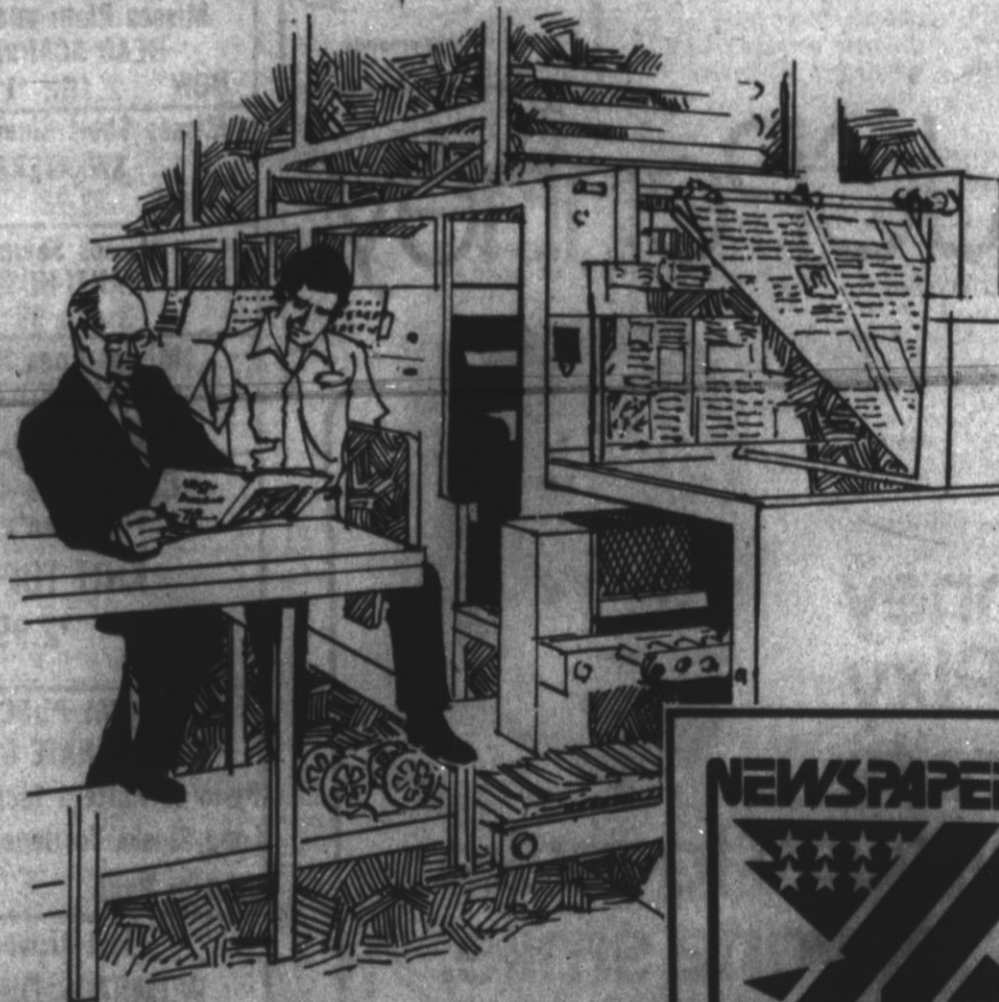
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Gene Coulter

NEWSPAPERS...THE SPIRIT OF FREEDOM!

Since the early days of newspapers in Colonial America, the people of this country have fought to protect their right to a free press. The first news publication in the American colonies was called "Public Occurances" which was published in 1690, beginning a tradition of informing people of the activities of all levels of government through the foremost print medium, the newspaper! Even the Stamp Act of 1765 which Parliament passed to impose a tax on all paper and documents could not keep the people from wanting to know all of the news. As we approach the 200th Anniversary of the United States, we would like to salute the brave

men and women who fought for this nation's independence and the right to a free press. We also salute the reporters, editors, advertisers and readers who have supported us in our efforts to present the latest local, national and international news as objectively and accurately as possible. In the spirit of a free press, we have written editorials expressing our opinions and published letters offering opposing opinions. And we will continue to present our readers with the latest news, features and the best advertising available in the fine tradition of freedom of the press which has made America great!



NEWSPAPERS
SPIRIT OF FREEDOM
NEWSPAPER WEEK
OCTOBER 5-11
4-04 OCT 75 Form 2

THE HEREFORD BRAND

Golf Team Seventh

A high school golf tournament at Plainview Friday was won by Odessa Permian and Midland High with identical scores of 288. Hereford's varsity golf team finished seventh in the field of 21 teams with a team score of 305.

medalist with a 69. Hereford golf coach Terry Russell said he feels that both Odessa Permian and Midland are capable of winning the state title this year.

Russell said "I'm real pleased with the way the Hereford team played. We are playing real well as a team. 305 is the best score in a long time for any district 4-AAAA school, as far as I know."

In the Plainview tourney, George Yocum had a 71, Curtis Stoerner a 75, Billy Word, 79, Tommy Weaver, 80, and Doug Walterscheid, 81.

The Hereford linksters travel to Pampa next Friday for their next tournament.

Congress asked to act to protect ozone shield.

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View From The Plains

BY J.D. PEER

TEXAS PARKS AND WILDLIFE DEPT.

CRANE HUNTERS NEED PERMIT

Sandhill crane hunting has been popular in West Texas since the first season in 1961, but this year sportsmen will need a permit to hunt the elusive cranes.

A federal crane permit will be required of anyone taking or attempting to take sandhill crane. This free permit can be obtained by sending a written request to the Texas Parks & Wildlife Department, John H. Reagan Bldg., Austin, Texas 78701.

Texas along with eight other states and two Canadian provinces have sandhill crane season this fall. Much information about the population of cranes, the numbers bagged each season and survival rates are still being collected by both state and federal waterfowl biologists.

The required crane permit will provide a mailing list for a post-season survey to furnish additional information on the number of hunters and birds they bag during the 1975-76

season and help biologists set seasons and bag limits next year.

The sandhill crane season will open October 25, 1975 in Zone A, an area west of a line from Del Rio north along U.S. 277 to San Angelo and then along U.S. 87 north to Amarillo and north along U.S. 287 to the Oklahoma state line. The season in Zone A will close January 25, 1976.

Zone B crane season will open November 29, 1975 and close January 25, 1976. This area is east of Zone A and west of a line from San Angelo north along U.S. 277 to Albany and north along U.S. 283 to Vernon and north to the Oklahoma state line.

Daily bag limits for both Zones will be three birds and a possession limit of six.

Shooting hours for crane are one-half hour before sunrise to sunset daily. Check these exact times in your local newspaper.

Sandhill crane hunters are not required a federal migratory waterfowl stamp but many sportsmen combine crane hunting with duck or goose hunting and this stamp will be required of all duck and goose hunters.

Firearms legal for ducks or geese are legal for crane and include shotguns smaller than 10 gauge plugged to a three-shell capacity including the chamber and magazine.

For more information about the sandhill crane season, contact your local game warden, any district or regional law enforcement office or call (806) 744-6847.

DEER WITH A BOW

A few bowhunters have already bagged their deer since the Texas archery season opened Oct. 1.

You still have time to try your luck with a longbow as the season continues through Oct. 16 in the Panhandle and Oct. 31 in the Permian Basin.

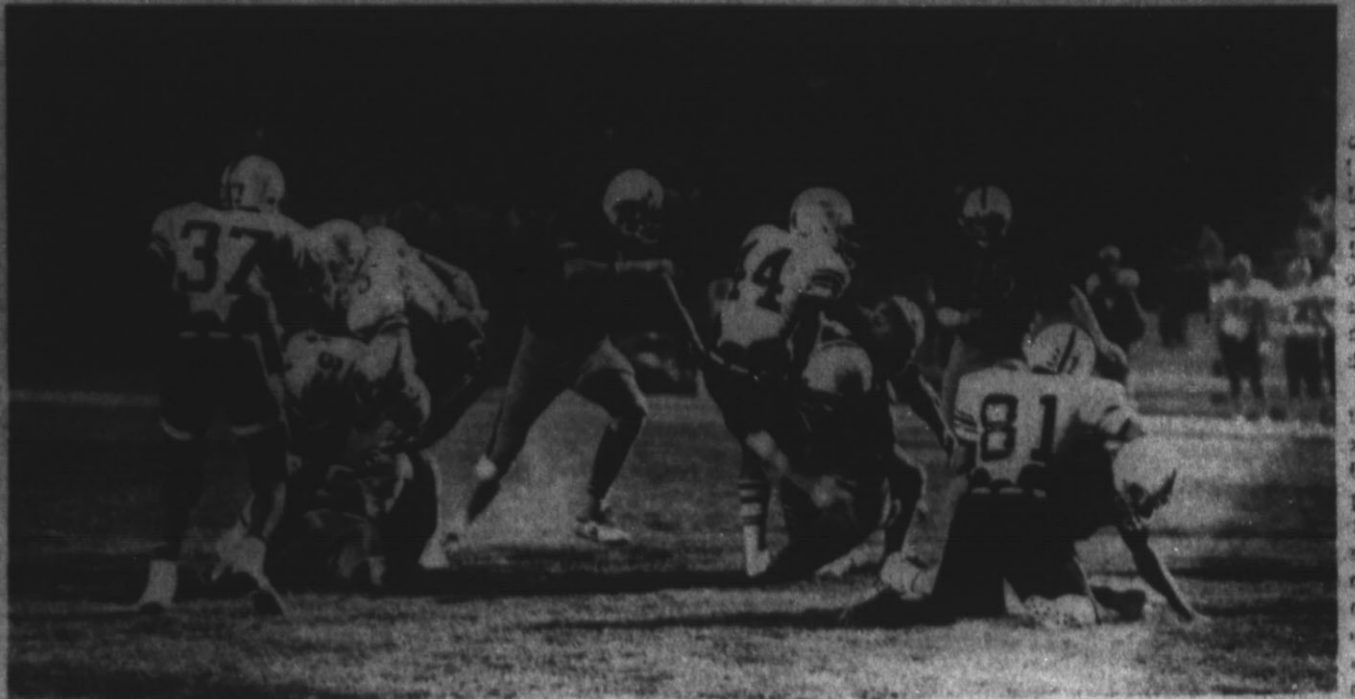
A special archery stamp is required of all bowhunters along with a Texas hunting license if you are between the ages of 17 and 65, hunting out of your county of residence or are a nonresident. This special permit is good for persons hunting wild deer, bear, turkey and javelina during any open archery season in which only long bows and arrows may be used. The permit must be signed by the person using the \$3.25 stamp.

The taking of game animals and birds during regular seasons requires the bowhunter to use a bow capable of shooting a hunting arrow equipped with a broadhead hunting point for a distance of 130 yards.

The broadhead hunting point must be at least seven-eighths inches (7/8") in width and not more than one and one-half inches (1 1/2") in width, and the arrows must be marked with the name and address of the user in some non-water-soluble medium. These arrows may not be poisoned, drugged or explosive.

Crossbows are not legal for taking game animals and birds at any time in regulatory counties or during archery-only seasons in other counties.

A bowhunting survey com-



Running With Power

Herd back Carlos Graves, number 44, is tackled after a substantial gain in the Friday night loss to Amarillo High. Graves was the leading rusher for

the Whitefaces for the night. Terry Brady, number 37, looks on as Harvey Torres, number 81, completes a block.

ONE MINUTE SPORTS QUIZ

1. What team won golf's Ryder Cup?
2. What was O.J. Simpson's rushing yardage in the Buffalo Bills' opener?
3. Name the active scoring leader in pro football.
4. Ray Guy plays football for what pro team?

Answers to Sports Quiz

1. The U.S. team.
2. 173 yards.
3. George Blanda, Oakland.
4. Oakland Raiders.
5. St. Louis Cardinals.

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EDITORIAL

Thanks to You?

"Thanks to you, it's working."

Does that theme of the United Way campaign apply to you? If enough of us contribute a fair share to the United Way of Deaf Smith County, the campaign will be a success.

The local drive starts Wednesday and campaign workers are hoping to finish the job and reach the \$59,600 goal in two weeks. As with most community projects, participation is the key. If all employees would pledge just 50 cents a week on the payroll deduction plan—and employers would support that way of giving—the campaign would be easy.

Remember, the one-time gift is for 10 agencies. Even the 50-cent a week gift averages out to just \$2.60 per agency. And, the united gift saves 10 solicitations, 10 organized drives, and many man-hours for volunteer workers.

Hereford and Deaf Smith County have tremendous community pride, and it has been reflected in project after project. Yet, the United Way goal has been reached only once in the past few years. The 1975 goal is the same as it was last year, but we didn't make it in 1974.

Let's put some "togetherness" in this drive and hit the 100 per cent mark in two weeks!

Local Decisions

Who is best equipped to make decisions on the use of land in Hereford and Deaf Smith County? We think it is YOU, your local government, your state government—not the federal government.

Here's the situation: Sen. Henry Jackson has another land use bill pending in the Senate that appears to be over-reaching and does not afford sufficient local governmental decision making. The proposal (S. 984) is seductive in its simplicity, according to Rep. James Santini (D-Nev). It gives money to states "which undertake land use planning programs consistent with federal standards and criteria."

True, no state is forced to take part, but the threat of withholding federal funds is enough to persuade most state and local officials to get into the act. Should this "limited" federal program be initiated, we can envision more controls being added as the act is amended, and as administrative rules are added.

There is need for improvement in land planning. The question is who should do it. We think it is best left to states, counties, cities and private citizens who know what they are talking about and who must shoulder costs once decisions are made. A federal agency in Washington—no matter how dedicated or well-intentioned—cannot be expected to have the same feeling for local needs and conditions that you and your neighbors have. Such a bureaucracy would simply add confusion and red tape to an already difficult problem. It would be burdensome, expensive and unresponsive to local needs.

We don't need funds and guidance from the federal government, whose deficit for 1976 may reach \$80 billion. Why add more? The money comes out of our pockets anyway; why ship it to Washington, paying collection and disbursement costs, to solve our local problem?

If you agree, tell your Senator. He is in the best position to keep the federal bureaucracy out of at least this segment of your local affairs. But he needs to know how you feel!

The Brand Files

ONE YEAR AGO

Mrs. Ruby Kendrick Sears of Hereford was one of four persons receiving the 1974 Cultural Achievement Awards from the West Texas Chamber of Commerce at that organization's annual banquet in Fort Worth. Her many cultural projects included in the organizing of the Deaf Smith County Historical Society and the establishing of Deaf Smith County Museum... The Whitefaces lost to El Paso Borges 7-6 as a Herd drive barely failed as the clock ran out... Hereford hosted 125 people, most of them husband-wife teams, in connection with the 1974 All Texas Air Tour. The visitors toured local points of interest before flying to Pampa... The First Baptist Church celebrated its 75th anniversary with special services and a covered dish luncheon. The church was organized in 1899 when Hereford was only one year old...

FIVE YEARS AGO

Andy Shuval was appointed by County Commissioners Court to serve as County Attorney until the general election in November of 1970, and the county Democratic Committee decided to put Shuval's name on the ballot to serve the remaining two years of John Aikin's unexpired term. Aikin had submitted his resignation to the commissioners... Hereford's two foreign exchange students, Gabriele Lottner of Germany and Samin Aydin of Turkey, were becoming acquainted in the community... Processing and harvesting operations at Holly Sugar continued to run smoothly despite several days of freezing temperatures and snow which hit the area... There was talk of possibly establishing a branch of Texas State Technical Institute in Hereford...

TWENTY-FIVE YEARS AGO

A Hereford man was charged with murder in connection with the shooting death of his brother... O.P. Cowart, who had served here as Chamber of Commerce Secretary for four years, was given a check for \$1,000 by his friends in appreciation for the work he had done in promoting Hereford. Cowart was leaving Hereford for Ft. Hood where he would assume active duty in the Army with the rank of Captain... A Hereford man drew a two-year prison sentence after being convicted of counterfeiting. Two other men, one his brother, were paroled in connection with the case...

FIFTY YEARS AGO

All Hereford businesses, including filling stations, closed during an afternoon football game between Hereford and Tulsa... A Dimmitt man accidentally shot and killed himself while hunting cranes. He hit a crane with the butt of his gun, which discharged; the shot penetrated his lungs. He died soon thereafter... Wet weather was hampering the harvesting of crops in Deaf Smith County... Students in the Hereford public schools had once lived in nine states besides Texas...



Talk of Texas

By Jack Maguire

TALES OF THE TOWNS—Texas, which still has a hamlet named New York, once had a Chicago, too. Chicago died at the ballot box.

It was founded May 15, 1889, in Dawson County to serve ranch hands in the area. It got its name because one of the founders said that once a general store, post office and saloon could be built, it would be "as purty as Chicago."

For a few years, Chicago flourished. Then a rival community named Lamesa sprang up on the prairie. On March 20, 1905, Dawson County citizens called an election to decide which town would be the county seat. Lamesa got 58 votes to Chicago's 53.

Residents of the two towns decided that the only answer was the merger. Lamesa residents, glad of the chance to increase their town's population, went over to nearby Chicago to lend a helping hand. In two days, every home and business establishment had been moved to Lamesa.

YOU MAY NOT KNOW—That The University of Texas at Austin has what is believed to be the world's largest zoo devoted to one animal.

The University's fruitfly collection, an international stock center without a peer anywhere in the world, maintains about 300 species of *Drosophila* (fruit) flies in more than 3,000 vials.

They are used by researchers in many fields of science.

NO REST FOR A HERO—Seguin, county seat of Guadalupe County, planned to celebrate the U.S. Bicentennial in 1976 by reinterring

the remains of the town's namesake in a local cemetery.

Now relatives of the hero of the Texas revolution against Mexico have filed a lawsuit to prevent the reburial of Juan N. Seguin in the town that bears his name. They want him buried in San Antonio.

The town of Seguin was founded in 1834 and was first called Walnut Springs. The name was changed in 1839 to honor Col. Seguin. Later Seguin served in the Senate of the Republic of Texas and as mayor of San Antonio. He died in 1840 and was buried at Nuevo Laredo, Mexico.

Residents of Seguin got permission from the Mexican authorities to bring his ashes back to Texas for reburial. Nine descendants of the Mexican-born hero objected, claiming that his contribution to Texas history lies mainly in San Antonio. They want him buried in the Alamo City.

THE UNCHANGING TIMES—

Dodge City, Kans., no longer has anything on Big D. For the first time in decades, Dallas also has a city marshal now.

Dallas city fathers created the job after the Texas attorney general expressed some doubt about the legality of letting officers carry guns if their only assignment is to serve warrants. Dallas wanted its process-servers to be armed, so it appointed a city marshal and made the warrant officers deputy marshals.

UNNEIGHBORLY?—When the State of Louisiana asked to borrow the electric chair at Huntsville State Prison for a couple of executions, Texas officials politely refused.

The Voice of Business

BY RICHARD L. LESHNER, President
United States Chamber of Commerce



"Work is work if you're paid to do it, and it's pleasure if you pay to be allowed to do it," said Finley Peter Dunne.

That's a wry commentary on the importance of our attitude toward what we do.

Suppose someone offered you a job at moderate pay that required you to spend 40 hours a week inserting a small sphere into a series of holes spaced over a large park, and suppose they insisted that you accomplish the task solely by use of a set of oddly shaped and rather inefficient instruments capable of moving the sphere only by repeated impact?

As work, it would be infuriating; as pleasure, it's called "golf."

Just before the recession, there was a lot of speculation about whether our attitude toward work was changing: Did we still want to work? Did we need more "meaningful" jobs? Had our youth become "alienated" from the

traditional work environment?

By and large, such questions have been shelved in the scramble to find enough jobs of any kind. But they will return, especially in a society that is producing far more college graduates than college-level jobs.

In anticipation of economic recovery—and we are recovering—it's worthwhile to review some of the ideas that have been proposed (and in many cases tried) to make work more enjoyable for the workers, as well as more productive.

BETTER COMMUNICATIONS—There are lots of variations on this one. What it all comes down to, though, is a realization that the people who actually do the work are often in the best position to know how to improve upon their methods. Therefore, managers should seek the advice of the workers and then take it.

Bobby Templeton

Recovering Fumbles And The Like



Well it was a real heartbreaker to lose to Larry Dippel's Amarillo Sandies Friday night since he was the former head mentor here. But to add insult to injury, the staff representing the Brand at the game thought "it was just not our night," as the result of other frustrating circumstances.

First of all, we had trouble getting into and out of the stadium. Joe Lackey, our sports writer this season, had to hustle to three different gates before being admitted into the stadium even though he was carrying a valid press pass. He finally made his way to the press box after missing that deflating opening kickoff fumble by the Herd.

His troubles didn't end there as he and the so called dean of some sports writers, Putt Powell of the Amarillo Globe-News, carried on a lengthy argument over a fumble recovery by a Sandies' player. The ball actually went over to the home team not on the fumble but on the end of a series of downs. The ball was recovered behind our line of scrimmage, but the Herd lost the ball after falling on the fourth downs attempt.

Well, this situation smoothed itself out, but at the end of the game after calling the sad story to the Lubbock Avalanche-Journal, our little party of four were almost locked in the stadium. We trekked down the ramp to the exit gate, but it was locked. Sure the kids can climb over it but we had to maintain our dignity as "adults."

As we walked back across the field to the other end, the lights automatically went off and we were in total darkness. After continued searching, we lucked into an open gate and I ran the length of the stadium and drove back with the car.

It was a tiring night and so after a hot cup of

coffee and nutritious donuts, we drove back and arrived shortly after midnight to comfortable beds.

Well, so the tale goes for this week, but we don't regret having the next two games at home.

—BT—

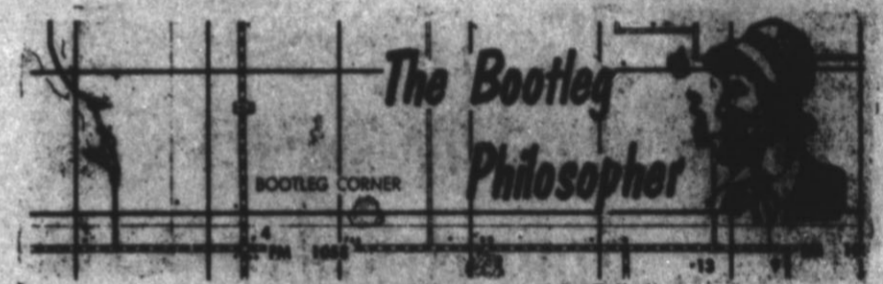
During the week, I had to get a story on tax notices being sent out by the county, schools and city. It wasn't so unusual except that it is the first time I've become a full fledged taxpayer to all three governing units. In the past, I have miraculously escaped the property taxes.

However, this year, they picked me up especially on personal property taxes through the registration of my late model auto. But the hurt comes in the fact that the county and schools had already sent me statements and I thought nothing about the city.

But after checking on the city statement, I said, off the cuff, that I hadn't been taxed by the city and wondered what their policy on personal property taxes was. Well, the city tax assessor-collector looked amazed that I hadn't received a statement and so he fixed me right up.

Yes, a big mouth paid off for him and the city and I naturally played the part of the honest citizen paying his fair share of the load. Occasionally, taxpayers are missed in this day and time but not if it can't be helped.

Actually, we're glad to do our part, although that money could have bought so many nice things. Anyway as I guess most taxpayers do, we just grunted and survived the consequences.



Editor's note: The Bootleg Philosopher on his Deaf Smith grass farm on Bootleg Corner thinks he has discovered a possible tax loop hole.

—O—

Dear editor:

These days, if you want to keep up with labor-management news you naturally have to read the sports pages and that's what I was doing the

other night when I ran across an item that made me sit up straight.

According to it, owners of professional football teams can depreciate the cost of quarterbacks. That's right. Say they pay \$500,000 for a quarterback. They then estimate he'll last for at the most, depending on how much bigger and faster the blitzing linebackers get, about five or six years, give or take a few knee operations and broken ribs. So, they depreciate the cost on their income tax return.

While some people may be outraged at this, I think it's a splendid idea and if I can think of his name I'm going to write our Congressman and ask him to introduce a bill letting everybody in on this.

For example, say you're 50 years old and it has cost you a minimum of \$2000 a year in food, clothing and shelter to reach that age. (You can't figure in what it has cost you to see \$500,000 quarterbacks play, your subscription to Playboy and things like that.)

All right. That's \$100,000 you've got invested in yourself, subject to annual depreciation on your income tax.

Now comes the ticklish part. Do you elect a quick write-off, say 10 years, or do you string it out over 15 or 20 or even more?

Suppose you feel good and drive carefully and decide to depreciate yourself over 20 years. That means you can write off \$5,000 a year on your income tax. Sure beats that \$100 Congress allowed us last year. Make a joint return, depreciate your wife, and wind up with the government owing you.

Changing the subject, considering how the CIA has been opening mail willy-nilly, how the FBI and the Secret Service have ignored clear-cut warnings about individuals who feel like shooting a President, how Washington can't for the life of itself figure out an energy policy, how our foreign policy makers seem to believe selling arms to all sides is the way to secure peace, how the Russians continue to out-smart us when it comes to buying grain, how the big cities are going broke, considering all these and a few more you are probably thinking of, do you sometimes get the feeling that this country is being run mainly by incompetents?

Generally, the concept of co-determination is also unpopular with U.S. managers, who tend to regard it as an invasion of management prerogatives... (Of course, anybody—including a union—is free to try to buy enough stock in a company to earn a seat on the board.)

Obviously, there's no single, magic method for making every job more satisfying and productive. But when management and employees join together in an honest effort to improve things, everybody gains. As one steelworker put it, "For years, we've senselessly battered each other around and confronted each other as a matter of policy, only to suddenly discover that we need each other."

Yours faithfully,
J.A.

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The Lieutenant Governor's Report

By Bill Hobby

AUSTIN—Last week, I reported that the Governor's Energy Advisory Council has been established by statute to continue its work for another two years.

The GEAC is charged with developing a comprehensive state energy policy to be implemented by all state agencies.

expending \$749,000 which is expected to be matched by \$343,000 of federal funds. This will produce a total of \$1,092,000 for the funding of the initial projects of the council.

The staff positions envisioned in this approved budget will result in a reduction rather than an expansion of state government bureaucracy. The consolidated central staff will replace functions and offices in other state agencies that have employed more than 50 people over the past two years.

Included in this budget are sufficient personnel to continue and expand the conservation program that has been operated by the Division of Planning Coordination in the governor's office.

Of the \$749,000 of state money, over \$381,000 will go to the establishment of an energy staff in the Office of State/Federal Relations in Washington, D.C. This staff will give the state, for the first time, the ability to monitor federal administrative and legislative actions so that Texas can counter the heavy-handed lobbying by the self-interested New England Caucus.

In this way the state officers of Texas will be able to collectively voice their opinion on national energy policy and to document their reasons.

This will balance the one-sided information upon which Congress has been relying in trying to formulate an energy policy. Hopefully this will help Congress to develop an energy policy for the nation that has positive results rather than the disastrous policy we have seen so far.

The Governor's Energy Advisory Council, with its small staff of experienced personnel, under the direction of Alvin Askew, will provide the state with

a new, more effective mechanism for dealing with the energy problems that we face everyday.

By bringing all the major state officeholders together around one table, the State of Texas can arrive at a collective, common position that can be instrumented throughout all agencies. In this way we, as public officers, can more fully serve your needs.



JACK H. VAUGHN

Vaughn Will Speak At PPA Meet

The Panhandle Planned Parenthood Association will host Jack Hood Vaughn of New York City as guest speaker at the organization's annual meeting Oct. 17 at the Amarillo Country Club.

Vaughn is a former Peace Corps director and former Assistant Secretary of State, and is president of the Planned Parenthood Federation of America.

A native of Columbus, Mont., he succeeded the late Dr. Alan Guttmacher as president of the organization.

As president of the Planned Parenthood Federation of America, Vaughn directs 187 affiliates throughout the country with nationwide expenditures of more than \$50 million and a headquarters staff of over 100 professionals.

Reservations to hear Vaughn speak may be made by contacting the Amarillo Planned Parenthood clinic at 614 West 8th. Deadline is Oct. 13 and admission price is \$5.

Offshore oil leasing areas being sought.

Emergency Foster Homes Needed

The Texas Department of Public Welfare has begun an all-out campaign against child abuse, according to Gene Mouser, public welfare worker in the Amarillo office of the Texas Department of Public Welfare.

Since this campaign was initiated, the "Child Abuse Hot Line" (1-800-292-5400) has received thousands of reports.

Mouser said "When a child has been so severely abused or neglected that he must be removed from his home, he must have a place to go. But where can he go? Texas Department of Public Welfare, especially in the rural areas, has a shortage of foster homes."

In order to end the "last minute search" for a foster home for dependent and neglected children, the Department of Public Welfare has funds for establishing an "emergency" foster home.

Such emergency homes would be licensed just as a regular foster home is licensed, according to Mouser, but the foster parents involved would receive \$133.32 monthly from the state, whether or not any children were placed in the home during that month. If a child is placed in the home, the foster parents would receive \$3.00 per day, per child, in addition to the \$133.32.

Mouser said that 24-hour service, seven days a week, must be available in emergency foster homes. The maximum length of time any child would stay in the emergency home would be 28 days. "Hopefully, the child could be placed elsewhere within 14 days," Mouser said.

For more information, contact: Gene Mouser, Public Welfare Worker I, Box 3700, Amarillo, Texas or call 353-7451, extension 62, Area Code 806.

Texas Army Guard Assesses Pollution

The Texas Army Guard has just completed a unique year-long environment effort aimed at assessing basic pollution threats to Texas lakes.

The project was understated jointly by the Texas Guard, the U.S. Environmental Protection Agency (EPA), and the Field Operations Division, Texas Water Quality Board.

It is part of a statewide sampling of 256 tributary sites to assess the potential for water damage by eutrophication to 39 Texas lakes.

Eutrophication occurs when nutrient enrichment, principally phosphates and nitrates, stimulates algae scums and causes shallows to be choked with masses of rooted plants.

As a direct result of the high production of aquatic plants, the value of a lake as a water resource is greatly impaired; aesthetic qualities are virtually destroyed, and depleted oxygen and reduced water clarity force valued game fish—trout, salmon, and small-mouth bass, for instance—to be dominated by those fish better adapted to the weedier conditions, such as carp and suckers.

Main sources of nutrients include municipal sewage, treatment plant effluent, industrial discharges, and fertilized cropland and feedlot drainage.

In Austin, the Adjutant General of Texas, Major General Thomas S. Bishop, commended those involved, saying, "Guardsmen are participating in this project because of their concern for the quality of our environment." They are

all volunteers, the General emphasized, "and we firmly believe their accomplishments will provide a distinct service to the State of Texas and the federal government."

All told, over 200 Guardsmen from 49 Texas National Guard armories drew more than 5,400 samples from tributaries throughout the state.



What does a red sunset tell us about tomorrow's weather? The old saying is frequently heard that a red sky at the end of the day means clear, cooler weather.

Is there any scientific basis for these predictions, based on a red sky at sunset?

In most sections of the United States the prevailing direction of movement of the gas layer circling the earth (the weather) is west to east. Today's weather was actually over some point westward yesterday.

If the sun sets red, that means dry dusty air is toward the west, between the viewer and the sun—hence the red color. If the air to the west is dry and dusty and is moving toward the viewer, it will be overhead in the coming hours.

On Wall Street

By BOB HILL

The undertaking industry, criticized sharply in recent years by books such as the *The American Way of Death* by Jessica Mitford, is headed for another onslaught of unfavorable publicity. The Federal Trade Commission has just published a staff report on the \$2 billion undertaking industry which blisters funeral directors for alleged malpractices and which recommends a stiff set of federal regulations designed to protect consumers.

The FTC report complains that the funeral industry not only uses deceptive advertising but in some cases overcharges to the tune of \$40 million a year by charging customers for flowers and death notices that are provided by third parties and at no expense to the funeral home. One chain of funeral homes was required to refund almost \$150,000 in profits it made by charging more for cremations than it had to pay to have the cremations performed.

Approximately half of the nation's funeral homes follow a "unit pricing formula." Under this formula, all charges for goods and services are lumped into one single price that varies only with the cost of the casket chosen. The FTC believes that the unit pricing formula is misleading because the customer thinks he is getting more service for the higher price, when really all he is getting is a more expensive casket. The FTC wants the funeral home to specifically price 10 key items making up the funeral.

The buyer of a \$2,500 funeral instead of a \$600 might get a casket \$400 more but he is paying \$1,900 more and the same range of services is offered to the high cost funeral that was offered to the less expensive funeral, argues the FTC. Funeral directors counter with the claim that unit pricing enables them to give a nicer funeral to poor families by letting the wealthy in effect subsidize low cost funerals with unit pricing.

The industry expects the new regulations to increase the costs of operations and eventually drive the small, independent funeral home out of business or into one of the chains of undertakers where overhead is spread over more funeral homes and volume buying can get the cost of caskets, etc. lowered.

Errors often arise when men try to prove that they have been right.

Those who lose their tempers at games should stick to other pursuits.

Planning is what separates the best communities from the average ones.

What children think of home determines whether they stay home much.



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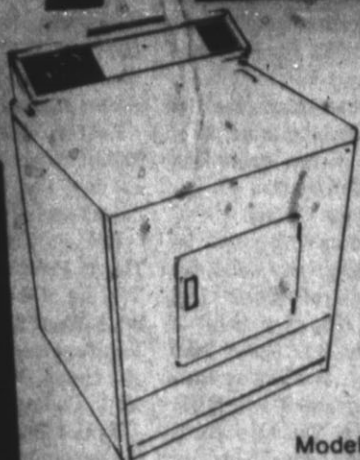
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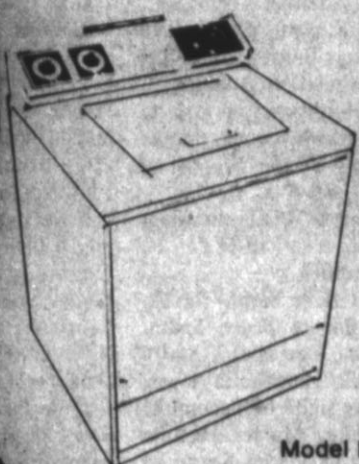


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When garments are dry, heat shuts off automatically but tumbling continues. Virtually no ironing of Permanent Press fabrics is needed. Timed drying up to 100 minutes. Extra-large lint screen and push-to-start button. Bac-Pak Laundry Information Center.

Model LDE 3000 Electric Dryer

\$158⁰⁰*



2 speed, 3 cycle automatic washer with cool-down care for Permanent Press fabrics

Offer 2 wash and 2 spin speeds and 3 cycle selections including NORMAL, GENTLE and SOAK. 3 wash/rinse water temperature selections. Choose from 2 load-size water-saving selections. Also has easy-to-clean filter and super SURGILATOR™ agitator. Bac-Pak Laundry Information Center.

Model LDA 4000 Automatic Washer

\$248⁰⁰*

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15 years with Roberts



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Sonny Flores
Trainee

It's RCA WEEK!

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BUY NOW! BANK RATE FINANCING!

The new RCA XL-100s are here—just in time for RCA Week. Don't miss this once-a-year chance to see what's new in color TV—and take the advantage of RCA WEEK specials and featured models! No monthly payment till February, on approved credit. (There is a finance charge for the deferred period.)



RCA Model XL100 25" diagonal screen

NEW
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25" diagonal console!

- 100% solid state chassis for reliability
- Great picture performance—handsome styling
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Only **\$588⁰⁰**

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If it isn't RCA,
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- Built-in 8-track stereo tape console with automatic program selection and automatic indicator lights
- Full-size BSR record changer with ceramic cartridge and diamond stylus, lightweight tone arm and cue/pause control
- Two-way tuned port, bass reflex speaker system with 8" woofer, 3" tweeter, electronic crossover network and damped enclosure
- Tape and record storage well
- Fully enclosed back and base

\$298⁰⁰

Chamber Women Busy This Week

Launching a series of activities sponsored by the Chamber of Commerce Women's Division today will be a pet parade and a bus tour of the western part of this county.

First and second place prizes in 11 categories will be awarded on the Community Center patio from 2-5 p.m. today as the Summer Youth Program concludes with the annual pet parade. Youngsters are invited to bring their pets to the east gate. An entry fee of \$1 will be required and all animals must be leashed or caged. Mrs. J.W. Robinson is chairman of the show.

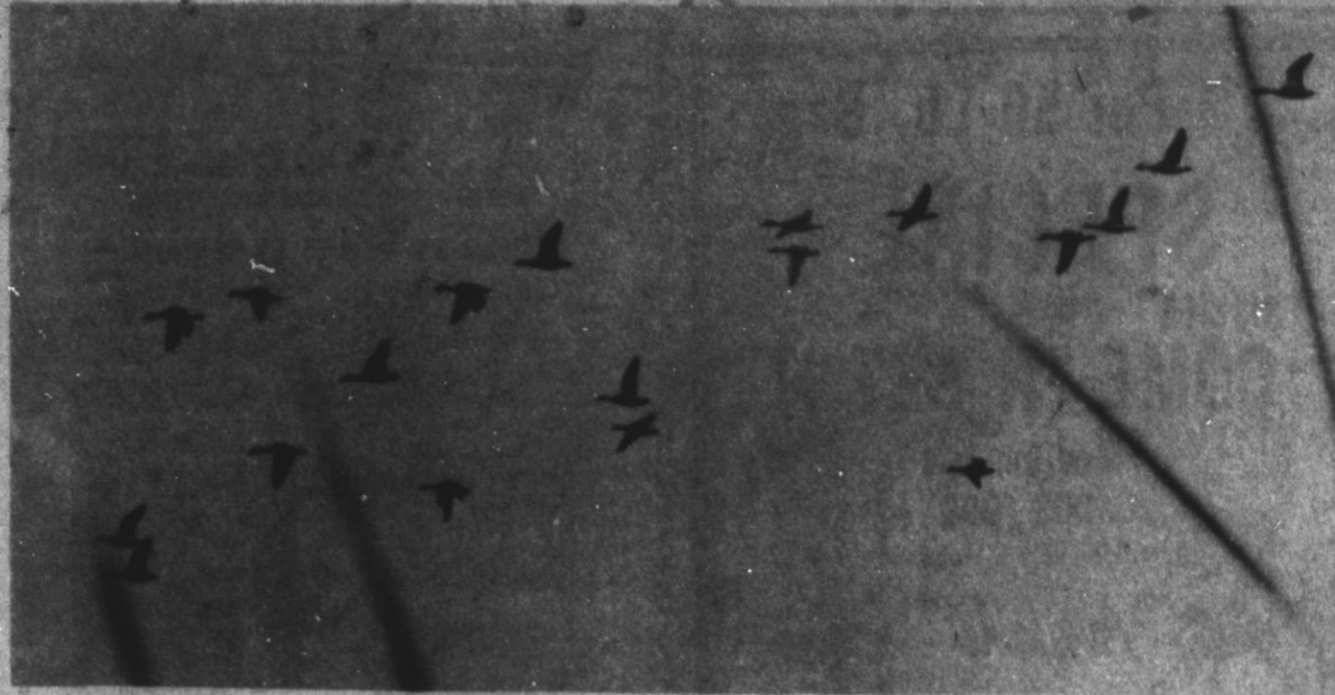
More than 70 individuals have already been promised seats on two buses which will leave Hereford State Bank at 1:30 o'clock today for a tour of this county. A.J. "Major" Schroeter will narrate the tour route, which will include stops at Bippis Community, Glen Rio and La

Plata, the former county seat. Travel hostesses will be Mrs. Earl Springer and Mrs. Andrew Kershen. Chairman of the tours committee is Mrs. Jack McKinster.

Chamber women are reminded to attend the quarterly membership meeting at 11:45 a.m. Tuesday in Civic Club Center. Following the Dutch buffet luncheon, a film entitled "The Emerging Woman" will be shown.

Mrs. J.W. Robinson, Mrs. Herschel Black and Mrs. Richard Ottesen will be nominated for posts as board directors. Nominations will also be taken from the floor. Mrs. O.G. Nieman, division president, will officiate.

Mrs. Bill Johnson is meeting chairman and Mrs. Stan Knox will introduce the program film.



Wary Mallards

A few early season teal hunters who took advantage of the season's closing day Sunday may have been lucky enough to view a scene similar to the one afforded by this flock of Mallards passing

at a distance. Although teal were the only species of duck which could be legally bagged during the special early season, all species were fair game for the man who did his hunting with a camera.

Fair To Feature Real Western Food

Chuckwagon cooking fans will again have their tastebuds thrilled this year as the Chuckwagon rolls to a halt at the State Fair of Texas, Oct. 3-19.

The Chuckwagon, a kitchen on wheels, will dish up real Western vittles from recipes passed down by old sourdough cooks, to more than 2,000 people each day.

Such taste-tingling delights as "Texas Red" Chili, Cowpoke Beans, Son-of-Son-of-a-Gun Stew, Black Night Barbeque Beef and Sunday Cobbler will grace the Marlboro Country menu.

With the Chuckwagon comes the Marlboro Western Heritage Museum, this year featuring original paintings and sculpture by four well-known contemporary Western artists: Joe Beeler, Jim Reynolds, Robert Shriver, and Bill Owen—all members of the Cowboy Artists of America.

The portable museum will also feature the award-winning

short film "The Last of the Wild Mustangs," narrated by Orson Welles.

Old sourdough Elmer "Teddy" Beer, of Marlboro Chuckwagon fame will be demonstrating authentic chuckwagon cooking under the guidance of trail boss Joe Nevitt.

Elmer became involved with chuckwagon cooking as a youth on the open range. He now owns a sizable cattle spread in Illinois. He maintains his interest in chuckwagon cooking, and travels each summer with the Chuckwagon, cooking in the open and spinning tales.

The Chuckwagon will be in a new location, across from the Women's Building.

VETERANS DAY
WASHINGTON -- The House has voted to shift the Veterans Day federal holiday back to the traditional Nov. 11 date. The legislation was sent to President Ford.

Who's New

Mr. and Mrs. J. Gonzales are the parents of a son, Jose Guadalupe, born Sept. 29. He weighed 6 lbs. 7 3/4 oz.

Mr. and Mrs. A. Wagner are the parents of a daughter, Jennifer Angel, Oct. 1. She weighed 7 lbs. 7 1/2 oz.

Santa Fe Declares Dividend

The board of directors of Santa Fe Industries, Inc., recently declared a quarterly dividend of forty-five cents (.45) per share being Dividend No. 29 on the common capital stock of the company, payable December 1, 1975, to stockholders of record at the close of business November 7, 1975.

There are people in the world who hate to pay anyone for anything.

New Museum Being Built In Plainview

Plainview's own Llano Estacado Museum-its exterior walls up as of last week—now being built as a joint project of Wayland Baptist College and the Hale County Historical Society, will be completed sometime in May, 1976. Formal dedication is planned for July 4th.

Dr. Gwin Morris, executive director of the museum, says, "This museum will tell the story of the people of this area from early 'Plainview Man' 8,000 years ago through the Indian

era, the removal of the Indians, the coming of the settlers, and finally to the formation of political units, the counties. We'll cover homes, families, schools, churches, businesses—the whole aspect of life through these times."

Indian artifacts from digs at Quitaque and around Lubbock will be on exhibit along with private collections that have been donated. Most of the museum's contents are now housed in Matador Hall, an old unused girl's dormitory.

Long-range plans include expanding the rear of the new building into a "living museum." An old "dugout" house will be moved in, than a "box and strip" building, and finally examples of the lumber and brick structures to be found in West Texas prior to 1930. A church and a schoolhouse will be brought in, to enhance the illusion of a typical High Plains town in the 1900's.

In keeping with the idea of recreating pioneer days, Matador Hall will be converted into a

Pioneer Arts and Crafts Building. Blacksmithing, quilting, soap-making and cooking will be demonstrated and eventually taught as short courses. Estimated completion date for this phase is 1978.

Morris also anticipates a program in museum science developing to a point that Wayland will award a Bachelor of Science degree to museum science majors. The Llano Estacado Museum will also provide jobs for 10 to 15 work-study students.

Auto Dealers Conduct Workshop

Consumer protection and customer relations will receive major attention at the Texas Automobile Dealers Association fall workshop at the Hilton Inn (IH 40 West), in Amarillo on Wednesday, October 8.

The announcement was made

by association president Hall Hall of Maggard-Nall Motor Co. in Plainview, who will preside at the one-day meeting.

Included in the program will be a discussion of Texas' Automotive Consumer Action Panel (Auto CAP). According to

Gene Fondren, TADA executive vice president, "Any Texas motorist with a grievance involving franchised automobile and truck dealers who are members of TADA will be able to take their complaints to Auto CAP."

Other speakers participating in the annual workshops are Robert Storey, Director Motor Vehicle Sales Tax (Comptroller's office); Russell Harding, Director of the Texas Motor Vehicle Commission; Bob Townsley, Director of the Motor Vehicle Division of the State Department of Highways and Public Transportation; and David Sapp, TADA assistant general counsel.

Bob Johnson, TADA director and owner of Bob Johnson Motors in Borger, said new car dealers from approximately 10 counties will attend the workshop, one of 12 being held throughout Texas. (TADA represents 1,500 franchised

automobile and truck dealers, who sell 95 per cent of the new cars and trucks sold in Texas annually and account for 17 per cent—\$4.7 billion in 1974—of Texas' total retail trade.)

TADA president Hall Hall of Plainview and Gene Fondren are directing the series of workshops. TADA executive committee members and past residents will serve as moderators and hosts.

Facts are better than dreams, if pleasant.

COW POKES By Ace Reid



"Wal, ole hoss, we've had a shortage of feed, water, labor, money . . . and now we don't have any brakes!"

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For all your Home,
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Insurance.
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Get Next Smaller Size
Free

FREE Pizza Inn
With this coupon, buy any giant, large or medium pizza at regular price and receive one pizza of the next smaller size with equal number of ingredients FREE! One coupon per visit, please.

Valid Thru
Oct. 5, 1975

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EVERY TUESDAY NIGHT FROM 8:00 TO 8:30 PM
ALL THE PIZZA & SALAD YOU CAN EAT FOR \$1.79
CHILDREN UNDER 6 — 99¢

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of **HEREFORD**
IN SUGARLAND MALL

JUMPING-JACKS SUPER-STARS!

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Racin', chasin' shoes that set the pace for fashion action! Making tracks on ground-gripping soles...striped, on the mark and ready to go!

Jumping-Jacks.
Most feet are born perfect. They should stay that way.

USED CAR CLEARANCE

SPECIALS ON EXTRA NICE USED CAR TRADE-INS AT JOHN ORSBORN

142 N. Miles Avenue BUICK-PONTIAC 364-0990

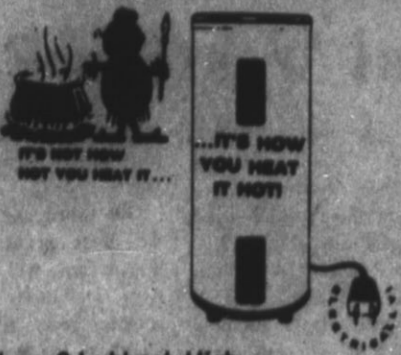
1975 Buick Limited-4-door, silver, 15,000 miles
1975 Buick LeSabre-4-door, Tan/Beige, 24,000 miles
1974 Buick LeSabre-4-door hard top Custom
A real sharpie-loaded-15,000 miles
1973 Buick Limited-Loaded-31,000 miles
1972 Buick Limited-4-door
1971 Buick 225 Custom-4-door, vinyl interior
A real sharp family car
1971 Buick Skylark-4-door, extra clean
A/C, PS, PB, AT
1970 Buick 225 Custom 2-door
A truly clean car

ALL OF ABOVE ARE ONE-OWNER CARS AND ARE READY TO GO.

ALSO, WE HAVE LEFT OVER FROM 1975

1-Pontiac Bonneville 4-door Hardtop-New
1-Buick LeSabre 4-door-Demonstrator

CALL US, We Sell Them!



1 Caprock vs. 2 Lubbock High

Serving Deaf Smith, Parmer, Castro and Oldham Counties

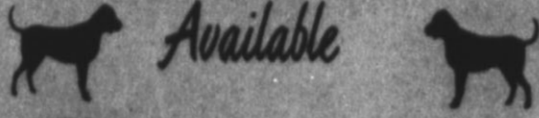
Deaf Smith REC HELPING TEXAS GROW!

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\$7.75 Per 50 Lb. Bag SPECIAL FRISKIES COME 'N GET IT

Medium Mix DOG FOOD

9. Morton vs. 10. Muleshoe



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17. Atlanta vs. 18. San Francisco

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ACCUTRON®/BULOVA®/CARAVELLE®

SERVING HEREFORD SINCE 1927

KESTER'S JEWELRY

Across From the Post Office in Downtown Hereford

3. Lubbock Monterey vs. 4. Pampa



DISCOUNT CENTER

For all your Football Game Necessities •THERMOS BOTTLES •STADIUM SEATS •BLANKETS

Come to GIBSON'S HEREFORD

11. Canyon vs. 12. Palo Duro

PIZZA HUT

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Monday Evenings 6-8 PM

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Wednesday - Spaghetti Day

Adult Dinners \$1

Childrens - 50¢

OPEN SUNDAYS at NOON

19. Buffalo vs. 20. Baltimore

Delivery from 5:00p.m. till 10:00p.m.

SALES and SERVICE

of Western Land Roller Irrigation Pumps ELECTROGATOR and HYGRO-MATIC ALUMIGATOR SPRINKLER SYSTEMS WESTERN PUMP

And Equipment Company

21. Chicago vs. 22. Detroit

Holly Road 364-3264

Sunshine SALE DAYS are here! Best values under the sun.

Send the FTD SUNSHINER BOUQUET



Right now we have special buys on fresh cut flowers, bouquets, and green plants. Buy now and save.

Reach Out and Touch Them the FTD Florist way.

5. Dumas vs. 6. Plainview

Flowers WEST

1015 Park Plaza Center 364-6452

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13. Friona vs. 14. Dalhart

Quality Cattle Feeding Equipment Parts and Service



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ALL THE WAY, HERD!

7. Lubbock Coronado vs. 8. Hobbs

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15. Dimmitt vs. 16. Lockney

Peerless PVC Plastic Pipe

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JOHNSON IRRIGATION

Don Johnson

23. Dallas vs. 24. N.Y. Giants

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PARK AVENUE FLORIST

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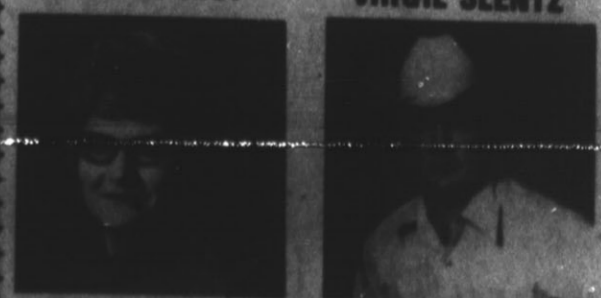
Floral Needs. 29. Houston vs. 30. Cleveland

Your Homecoming Mum Headquarters

FOR ALL YOUR INSURANCE NEEDS TODAY & TOMORROW HOME-LIFE-BUSINESS-CROP- or CAR SEE

AVIS BLAKEY

VIRGIL SLENTZ



31. Kansas City vs. 32. Oakland

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BACK THE HERD!

HI NEIGHBOR.

The good thing about a nextdoor neighbor is...they're always willing to help...and, Hereford State Bank is as close as your nextdoor neighbor. We want to get to know you...and help you like a good neighbor.

33. Los Angeles vs. 34. San Diego



Your nextdoor neighbor.



Catalina

35. New England vs. 36. Cincinnati

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Berta Ottosen Downtown
Lou Davis

The Hereford Brand



Weekly Winners Receive

- \$15⁰⁰ 1st Place
- \$10⁰⁰ 2nd Place
- \$5⁰⁰ 3rd Place

Last Week's Winners:

- 1st Mary Lou Rountree
- 2nd Debra Reed
- 3rd Mrs. R.D. Hubble

Season Winners

- | | | |
|-----------|-----------|-----------|
| 1st Place | 2nd Place | 3rd Place |
| \$100 | \$35 | \$15 |

Enter every week..simply look for games in the sponsoring merchant's ads and check the number in the official entry blank.

To be eligible for a grand prize, a contestant must participate in 12 of the 13 weeks. (If 13 entered, the worst week is thrown out)

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41. WTSU vs. 42. Utah State

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SALES SERVICE PARTS

TOM LEGATE - Owner



- DIRT BIKES • MINI BIKES
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45. Houston vs. 46. North Texas State

364-5811 1001 Park Plaza

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49. Texas vs. 50. Oklahoma

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Wishing The HERD THE BEST!

37. N.Y. Jets vs. 38. Minnesota



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- Truck
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43. Arkansas vs. 44. Baylor

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Your Complete Western Wear Headquarters

- Boots
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47. Mississippi State vs. 48. Rice

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116 New York 364-1146 39. Philadelphia vs. 40 Miami

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Only one entry per person; entrants must be at least 8 years of age to be eligible. Check the games in the ads, then mark the box number in the entry blank of the team you select to win. To be eligible for the season prizes, entrants must have at least 12 weekly scores. Entries must be turned in at The Brand office, or mailed to Box 673 by 5 p.m. on Thursday. Please use the official entry form or a similar one. Members of The Brand staff or their families are not eligible. Decision of the judges is final. Be sure to put total score on Tie Breaker.

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Mail to Box 673 or Bring By Office at 130 W. 4th

1. <input type="checkbox"/>	2. <input type="checkbox"/>	13. <input type="checkbox"/>	14. <input type="checkbox"/>	25. <input type="checkbox"/>	26. <input type="checkbox"/>	37. <input type="checkbox"/>	38. <input type="checkbox"/>	49. <input type="checkbox"/>	50. <input type="checkbox"/>
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7. <input type="checkbox"/>	8. <input type="checkbox"/>	19. <input type="checkbox"/>	20. <input type="checkbox"/>	31. <input type="checkbox"/>	32. <input type="checkbox"/>	43. <input type="checkbox"/>	44. <input type="checkbox"/>	Hereford at	
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THE SCIENTISTS TELL ME ...

By Robert L. Haney, Science Writer
The Texas Agricultural Experiment Station

The Majority of People Need Not Fear Cholesterol

In recent years everyone has been advised to limit consumption of eggs, dairy products and meat, and to increase consumption of substitutes or products modified to contain less saturated fat or cholesterol. This advice was based on the theory that the natural products increase risk of coronary heart disease, which is a gross distortion of facts. This makes no more sense than putting everyone on a diabetic diet.

That's the contention of Dr. Raymond Reiser, Distinguished Professor, Dept. of Biochemistry and Biophysics at Texas A&M University. And Reiser's conclusions are based on years of research in this field.

"Under certain conditions," Reiser says, "a limited number of people might reduce their chances (statistically but not individually) of a heart attack by reducing the amount of cholesterol they consume. But no normal person will increase his blood cholesterol to pathological levels by eating so-called saturated fat."

What are these "normal" and "pathological" levels of blood cholesterol? Reiser says that dependable studies have been made relating the number of milligrams of cholesterol per milliliter (mg./ml.) of blood serum (whole blood without the cells) to the number of cases of heart attacks. These studies show that there are no more cases among persons with levels of 250mg./100ml. than those with lower levels. The incidence of these people is about 5 to 7 persons per thousand in one year.

However, there are increasingly more heart attacks among persons whose levels are above 250mg./100ml. The higher the level in any group, the greater the incidence in that group. The incidence in the group with serum cholesterol between 250 to 275 is about 11 persons per thousand in one year. And at 300 and above, the number goes to 16.

How many people have serum cholesterol levels in the higher risk (pathological) or lower risk (normal or non-pathological) levels?

"This varies with age and sex," Reiser says. "Between age 25 and 29 about 95 percent of both sexes are in the low risk group. In males between 50 and 70 years of age, 70 to 80 percent still stay in the low risk group.

and in females this number is 64 percent after age 50.

"Women have higher serum cholesterol than men at all adult ages but suffer fewer heart attacks until after menopause.

"We can see from this that even if diet changes can lower serum cholesterol, no benefit is gained by 70 to 95 percent of the population from doing so. Of the other 5 to 30 percent, some may benefit a little but most require drugs to reduce their serum cholesterol from pathological to normal levels.

"These people with serum cholesterol in levels above 275mg./100ml. have a genetic disease and should be under medical care.

"The rest of the population, 70 to 95 percent, can eat all the eggs, butter, cheese, ice cream and marbled beef they wish without fear of increasing their risk of coronary heart attacks.

"It has been found that even babies have fatty streaks in their arteries, a condition thought to be an early stage of atherosclerosis. (Atherosclerosis is the condition in which blood fat, which includes cholesterol, is deposited under the lining of arteries.)

"Some pediatricians, therefore, fear that the babies' fatty streaks will also develop into atherosclerosis and recommend that babies be denied normal milk and be given low-fat milk.

"However, the American Academy of Pediatrics, alarmed at the potential dangers of artificial manipulation of the natural food for babies (human milk contains

even twice as much cholesterol as cows' milk), issued this statement in 1974: 'There is no scientific evidence that the incidence of atherosclerosis can be reduced by limiting cholesterol intake early in life. The Committee recommends against a radical reduction of saturated fats in the diets of all children until more is known about the benefits versus possible adverse effects. Dietary restrictions of saturated fats is indicated at present only for children with hereditary hypercholesterolemia...the indiscriminate consumption of low-fat milk by the general population might well deprive some children of needed calories.'

Similar statements have been made, Reiser says, by a number of presti-

gious organizations which have made a thorough examination of all available data. Some of these are: American Medical Association Council on Foods and Nutrition; The Food and Nutrition Board of the National Academy of Sciences - National Research Council; American Heart Association Subcommittee on Atherosclerosis, Council of Rheumatic Fever and Congenital Heart Disease; The British Advisory Panel of the Committee on Medical Aspects of Food Policy (Nutrition) on Diet in Relation to Cardiovascular and Cerebrovascular Disease; The National Heart and Lung Institute Task Force on Atherosclerosis.

"It is very unlikely that the fatty streaks found in the arteries of sucklings is any danger to the child," Reiser says. "It is contrary to all we know about nature, animal development, or evolution that nature should build into the natural milk of any mammal the seeds of its destruction.

"There is one exception. In about two of each hundred births, the child has a genetic disease that causes excess cholesterol in the blood. Such children have very high serum cholesterol at birth and require very special diet and medical treatment. This exception is noted in the statement of the American Academy of Pediatrics quoted earlier."

Research for the Texas Agricultural Experiment Station done in Reiser's laboratory with swine and rats has tested the theory that cholesterol in milk is beneficial to the newborn.

It was found that animals given formulas without cholesterol during the suckling period, and low-cholesterol diets afterward, were not able to control their blood cholesterol within normal limits when given cholesterol to eat as adults.

"But animals raised on normal milk or formulas containing saturated fat and cholesterol do have normal blood cholesterol while eating cholesterol containing food.

Reiser also found that although cholesterol in the diet will result in higher blood-serum cholesterol, it still does not cause abnormal levels in normal animals. That is, blood serum cholesterol does fluctuate within normal non-risk levels with diet but only in the unusual animal does this increase to pathological or risk levels.

He has also found that saturated fat, in the absence of cholesterol, has no effect on blood-serum cholesterol.

"Polyunsaturated vegetable oils are also healthful foods but have no special medicinal value in lowering pathological levels of blood cholesterol," Reiser says.

"They are of value to the 5 to 30 percent of the population mentioned early in this article, who, because of their inability to control diet cholesterol, should not eat high cholesterol-containing foods.

"There is a group of substances in vegetable oils called phytosterols (plant sterols). These are chemically related to cholesterol but prevent the absorption of cholesterol. Much of the credit for the apparent lowering of serum cholesterol by polyunsaturated vegetable oils belongs to these sterols instead.

"So, the main point I'm making is that except for a very few of us, all of our customary foods from babies' milk to eggs and bacon, or even margarine, are healthful and of no danger to us. Those people who are abnormal should and out and allow themselves to be advised on precautions," Reiser concluded.

Lobbying law is held inadequate.



Ed McCreary, director of federal school programs, and Jim Holmes, school administrative assistant, will be guest speakers during a noon luncheon Tuesday in Community Center. Hereford Newcomers Club is sponsoring the address concerning Hereford Independent School District and new residents are urged to attend. Shown with the school officials are Mrs. Freddie Savage and Mrs. John West, members of the Newcomers organization.

New Residents Attend Coffee

Members of Hereford Newcomers Club welcomed numerous guests to a coffee Thursday morning in the home of Mrs. Freddie Savage, 1505 Brevard. Prospective members there included Mrs. Dick Davis from the state of Washington, Mrs. Hugh Clayton from Amarillo, Mrs. Rick Metcalf from Montana, Mrs. Chuck Brockett from California, Mrs. Calvin Jones from Montana, Mrs. Bob

Ginn from Colorado, Mrs. Joe Zerolis from Delaware, Mrs. Ed Barrett from Kansas and Mrs. Merle Lister from Delaware. These visitors are all local residents now.

It was announced that administrative officials of Hereford Public School District will address Hereford Newcomers at a noon luncheon Tuesday in Community Center. The public is welcome.

Also, a reminder was issued concerning the impending style show Oct. 14 at Gaston's in Sugarland Mall. The event is in observance of the Newcomers Club's 9th anniversary and new residents are particularly welcome.

Members present Thursday were Mrs. Glen Perry, John West, Bob White, Jim Arnett,

Charles Short, Charles Brandon, Mike Webb and Arthur Dettman.

Columbus

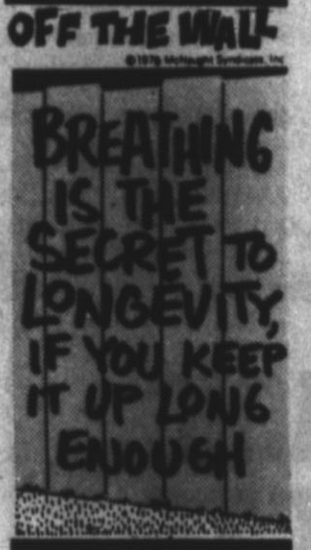
It was in the first week of August, 1492, that Columbus sailed from Palos, Spain, in search of a route across the Atlantic to China and the Far East. With three ships he sailed westward for more than nine weeks before land was joyously sighted.

Columbus was looking for islands west of the Sargasso Sea. When a lookout sighted Watling Island, on the morning of October 12th, Columbus thought he had reached India, named the natives Indians and called the island San Salvador.

Careful research has established that Columbus was not the first to discover America.



See Mark Andrews for prompt service whether you wish to sell or purchase a home. 205 S. 25 Mile Ave. 364-6633



Eve's name was mentioned only four times in the Bible.

Duckwall's

GOING OUT OF BUSINESS LAST CHANCE ENTIRE STOCK 10% OFF 3 BIG DAYS

MONDAY-TUESDAY-WEDNESDAY PLUS SELL OUT SPECIALS

NO CHECKS ACCEPTED LAY-AWAYS MUST BE PICKED UP BY OCT. 8th

9:30 - 6:00 Weekdays
9:30 - 7:00 Saturdays

HEY KIDS, THERE'S A BIBLE STORY HOUR JUST FOR YOU AT THE FIRST ASSEMBLY OF GOD CHURCH, 606 E. 15th Street, EACH THURSDAY AFTERNOON AT 3:45 P.M. WITH LENORA PIERSON AND PAM MALONEY. FOR TRANSPORTATION AND MORE INFORMATION CALL: 364-0305, 364-4221, 364-6977.

Firestone LOW PRICED TIRE BARGAINS

\$3.50 to \$5.45 LESS per tire than regular prices last fall

\$8.60 to \$14.50 OFF our June prices

4-ply polyester cord Deluxe Champion \$18.95

Double-Belted Deluxe Champion \$23.95

BLACKWALLS

Size	Reg. Price	Special Price	Savings	P.E.T.
E78-13	124.20	96.25	27.95	11.94
C78-14	128.00	100.00	28.00	2.04
D78-14	138.80	110.85	27.95	2.10
E78-16	160.00	132.00	28.00	2.27
F78-14	174.00	146.00	28.00	2.40
G78-14	180.00	152.00	28.00	2.58
H78-14	188.00	160.00	28.00	2.77
D78-15	200.00	172.00	28.00	2.80
H78-15	227.76	199.76	28.00	2.83
L78-15	288.00	260.00	28.00	3.11

SMALL CAR OWNERS!

Firestone CHAMPION

Size 8.00-13 Blackwall \$14.95
Size 8.00-13 Blackwall \$15.95
Size 8.00-13 Blackwall \$19.95

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Firestone Transport \$25.73
Firestone Town & Country \$33.85

Jack Nicklaus GOLF BALLS Made by... MacGregor

3 \$1.39 for 139 Limit one pkg of 3 Additional balls \$1.00 each.

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The CLOD KICKER

By ROY FAUBION

If you want to examine yourself in a very critical way. Ask yourself if you are the kind of person you would want in a foxhole with you.

A foxhole, for those who may not know, is merely a hole in the ground that has been dug to give men a place that will at least partially protect them in combat. Usually it is waist deep or less, and in no way gives assurance of safety. Often two men would occupy one foxhole, each watching different directions.

Now, suppose you and one

There is a harmony

In Autumn, and a lustre

in its sky.

Which thro' the Summer is

not heard or seen.

-P.B. Shelley.

I saw old Autumn in the

misty morn

Stand shadowless like

silence.

-Thomas Hood.

other soldier find yourself in a foxhole with rifle fire very active in the area. Any one split-second segment of time could bring someone down on you with instant death bursting from his rifle. Isn't that the kind of situation that calls for total trust in each other? A time when you want to know, without any doubt, that your buddy is watching his side of the foxhole, without falling asleep, without panic, without doubt in his ability? And, isn't he depending just as much on you?

Are you that kind of person in every day life? Are you in the foxhole to stay? Will you deliver the goods when the time comes?

Are you the kind who agree to do committee work, then doesn't show? Do you forget appointments? When you say you will, do others wonder if you really will? If you are un-dependable in the day to day things, who will depend on you when the big chips are played?

Take another look at that foxhole . . . and yourself.



Quick Stop

A harvester makes a quick stop to empty the grain bin on his combine before continuing harvesting operations in a corn field near the Easter community. Cooperative weather during the past

week has helped farmers get their harvesting off to a smooth start and harvesting should conclude rapidly with continued favorable weather.

Choir Modeled On Famed Choir

The Hereford community has grown recently in the liberal arts by leaps and bounds, according to Robert McFarland, Minister of Music at First Methodist Church, who said the success of the Chamber Singers and the current establishing of a Community Boys' Choir is evidence of his belief.

"Bill Devers, through the endorsement of the Deaf Smith Chamber of Commerce, established the Hereford Chamber Singers to become one of the finest community choirs ever established in our state," said McFarland.

The formation of the Hereford Community Boys' Choir is almost complete, McFarland indicated. This boys' choir has also been endorsed by the Chamber of Commerce.

The boys' choir will consist of boys in grades four through six from all the Hereford schools, McFarland said.

During the past two weeks auditions were held for the choir. About 40 boys have been selected for the choir already, a waiting list of boys who also have singing potential has been established, and further auditions will be held this week at St. Anthony's School.

"Because of the cooperation of the administrations of the Hereford Independent School District and St. Anthony's School, I was able to speak to and then audition about 200 boys," McFarland said.

McFarland will act as Director of the Hereford Boys' Choir. Bill Devers will act as Coordinator. McFarland said that the boys'

choir will be patterned after the two most professional choirs in the world, the Vienna Boys' Choir in Vienna, Austria, and the Columbus Boys' Choir of Columbus, Ohio.

The music sung by the choir will involve difficult two and three-part harmony, McFarland said, using strict English diction and the Italian vocal technique, following the Roman usage. "I believe that the boys who will sing in this choir are fine singers," he said.

During the auditions of the boys, McFarland studied the vocal range of the boys involved, looked for the best quality of voices among the boys who participated, analyzed their tonal memory by playing a difficult melody and having the boys sing it back to him, and played notes on the piano, asking the boys to hold that particular note while he played notes "around that note" to see if the boys participating could hold a particular note. "This tells me whether the boys can sing in harmony," McFarland said.

McFarland will speak to a group of interested boys at St. Anthony's school on Tuesday at 1:45 p.m. about the formation of the boys' choir, and then will audition boys there at 1:45 p.m. Thursday.

"I look forward to the performances of this boys' choir," McFarland concluded. Devers furnished a list of boys

who have been chosen for the choir, which includes:

(1) Sopranos: Andy Stengel, Tierra Blanca; Scott Hamby, Tierra Blanca; Randy Stribling, Tierra Blanca; Scott Downing, West Central; Todd Hedrick, West Central; David Fortenberry, Aikman; Allen Mongold, Aikman; Shannon Wilburn, Aikman; Allen Morris, Aikman; from Shirley, Mitchell Clark, Roy Banner, Richie Conley; and, from, Northwest, Bob Templeton and Steve Barkowsky.

(2) Second sopranos: from Tierra Blanca, Kevin Hamby, Ken Corvan, Arthur Zuniga; Edelmiro Garcia; from West Central, Bobby Bradley, Robbie Snyder, and Walt Kendall; from Shirley, Jeff McBrayer and Lorenzo Rodriguez; from Bluebonnet, John Stotts; and from Northwest, Rex Clifton, Craig McCustian, Doug Rains, and James Pittard.

(3) Altos: from West Central, Joe Baldez, Romero Medelez, Severo Gonzales, Danny Childers, and Dwight Jobe; from Aikman, David Bridges, Brad Cunningham; from Shirley, Tim Yokum, Alex Baldez, and Tony Priest; from Bluebonnet, David Dudding; from Northwest, Trent Thomas.

Education is not complete if all that the student gets is a trained mind.

Hustle H₃ Hustle Hustle

By Bill Albright, Executive VP Chamber of Commerce



YOU STAND ACCUSED! Yes, you, everyone of you, and here are the charges.

THE CHAMBER (YOU) FAVORS agriculture. The Chamber (you again) leans too much toward the businessman. The Chamber (still you) is trying to bring more industry into town. The Chamber is pushing for higher profits. The Chamber is politically involved in local, state and national issues. The Chamber has "its fingers in every pie" . . . How do you plead?

GUILTY, I HOPE! Cause that's exactly some of the things that you will find the Chamber does promote, support and stand for.

You know, a lot of people have a variety of different ideas what your Chamber does-in and should be. Let me say that there are some things that Chamber is not. It is not a civic club or a country club or a social or fraternal organization. It is not a charitable organization and it does not accept contributions.

IT IS A BUSINESS, working for the total development of Hereford and Deaf Smith County. It is composed of volunteers who gather together to promote the betterment of this community. It consists of the majority of all reputable businesses, firms and professional people plus many farmers, ranchers and individual citizens who want to be involved in action to make Hereford and Deaf Smith County a better place to live and earn a living. These are people who want to share in the responsibility of quality growth and who do not expect "the other guy" to do it all. They carry their share of the load.

THESE ARE THE PEOPLE who want to share in the responsibility of quality growth and who do not expect the other guy to do it all. They carry their share of the load.

This community was put together with that spirit of cooperation and "can do" attitude. That spirit brought us through the rough years and helped us grow into the Hustlin' community that we are today.

IT WAS THE same spirit that formed the Goals for Progress Committee and who will work

those goals into reality in the future. And it was your Chamber of Commerce that was the nucleus of the other good things that have happened to us. The Chamber (you) was there. And the Chamber is still working for you-everyday. It is the dynamic action agency that gets things done.

ARE YOU GUILTY? I hope you are and if you're not a part of this group-you should be. There's still room for you-for of your ideas-your energy-your support and you can be sure there's always a need for lots of Hustle, Hustle, Hustle.



JIMMY SANCHEZ

Marine Finishes Training

Marine Private Jimmy Sanchez, son of Mr. and Mrs. Santiago Sanchez of 331 Ave. G, Hereford, has graduated from recruit training at the Marine Corps Recruit Depot, San Diego.

Physical conditioning, discipline and teamwork are emphasized during Marine recruit training.

Classes include instruction in close order drill, Marine Corps history, first aid, uniform regulations and military customs and courtesies.

GEN THEFT

LONDON-Four raiders wearing stocking masks and armed with shotguns, robbed a safe deposit center in London's jewel district and escaped with gems worth about \$2.2 million.

FOR SALE

- 1-8" Nebraska-Western Pump
- 200' Tube Shafting
- 200' Flanged Column Pipe 8"
- 200' Shaft Housing

CALL Woody Wilson 364-1464

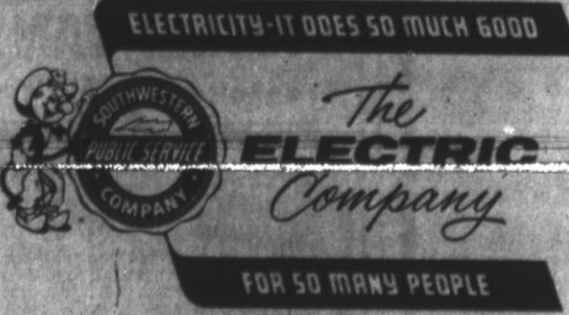
IT'S NOT MAGIC... IT JUST ACTS THAT WAY



Once again the Electric Company has "pulled one out of the hat". The electric heat pump is today's answer to maintaining a comfortable climate in your home and at an economical cost. The heat pump heats and cools with one unit . . . that means just one setting of the thermostat. No, it's not magic at all . . . just acts that way.

BE SWITCHED

... to electric heat. There's a heating system that's perfect for your particular lifestyle. A magician "might" be able to show you . . . but a call to the experts at Southwestern will definitely provide you with all the facts about electric heating for your home. Call us this week and see how easy you can BE SWITCHED to electric heating.



CALL US FOR A FREE ELECTRIC HEATING COST ESTIMATE

EQUAL OPPORTUNITY EMPLOYER

Summerfield Fertilizer Co. in Hereford has been selected as your Certified Crop Care Center.



Jimmy White
In recognition of professionalism as a supplier of farm services Jimmy White of Summerfield Fertilizer Co. has been named as a member of the new Certified Crop Care network.

Crop Care is a unique concept in farm supply service, especially designed for you, the progressive farm businessman. Management takes time. Time to plan. Time to think. Time to make decisions. Good management also takes professional help and advice when and where it is needed. Your Crop Care dealer offers these kind of professional help you need to better manage your cropping programs:

1 Complete, accurate, soil testing service. Your Certified Crop Care dealer will assist you in obtaining soil samples and will send them for you to a leading soil analysis laboratory. The laboratory soil analysis and computerized fertilizer recommendations will be reviewed with you and an application plan developed.

2 Plant analysis. Your Crop Care dealer will help you take samples, and handle all details of the tests. He will provide you the printed report analysis along with expert interpretation. This service pinpoints deficiencies in uptake of plant food nutrients.

3 One-source responsibility for your farm chemicals. Your Certified Crop Care dealer offers weed and pest control programs, as well as fertilization of your crop land. Your Crop Care dealer is qualified to render a complete range of services from planting to harvest.

Your Certified Crop Care dealer pledges to offer farmers:

- Products and services best suited for maximum, efficient crop production under local growing conditions.
- Sound counsel on crop production, based on soil test and plant analysis services.
- Product application equipment and services that fit customer needs.
- A staff of professional people with the experience, knowledge and capability to relate to local grower requirements.
- A progressive retail business dedicated to building and maintaining high standards in quality of products and services.

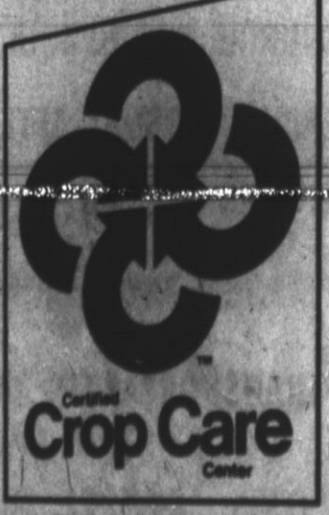
4 Professional counsel. Your Crop Care dealer is well informed on all matters associated with efficient and profitable crop production. He is a most valuable source of

information about successful farming ideas used in the area. And he can draw on the experiences and techniques of other Crop Care dealers, too.

5 Skilled, professional application. As a part of his total Crop Care service, your dealer offers custom application of fertilizer and other farm chemicals. Application may be made by one of your Crop Care dealer crews. Or he may arrange for application by a qualified applicator.

The services your Crop Care dealer offers are designed to help you get maximum yield; and to free up your time to do what you do best: Manage. Your Certified Crop Care dealer can provide professional advice and services to help you do it better.

Remember, you get Certified Crop Care Center services only where you see this sign:



NEXT WEEK'S HOROSCOPE

By Clay R. Pollan

Note planetary ruler of your birth symbol

FOR WEEK BEGINNING MONDAY, OCT. 6, 1975

Virgo | Aug. 23 - Sept. 22 | Mercury ♀
 People are going to come into your life who make a nuisance of themselves. They will interrupt and distract you and give you misleading ideas. The thing to do is to reevaluate your friendships and avoid pushy and noisy people. Be wary of signing papers which make you responsible for payments.

Libra | Sept. 23 - Oct. 22 | Venus ♀
 Warmly seize any hand that is extended in friendship. New friends will try to interest you in "good causes." One in the upper-income bracket will be looking you up. Your popularity will hit a new high. Make the most of goodwill at work and play. Friends now will be party minded and will extend invitations.

Scorpio | Oct. 23 - Nov. 21 | Mars ♂
 You will just have to control those nervous feelings if you hope to attain your desires. Disclose your aims and purposes to trustworthy friends. They could come up with a brilliant suggestion on how to achieve them. Make sure that there is no wavering in your optimism. Spend within your means.

Sagittarius | Nov. 22 - Dec. 21 | Jupiter ♃
 A good week to enhance or protect your resources. Investigate possible investments to get the returns you seek. Keep diet, health and work resolutions. Avoid extremes in all vital areas. Pay attention to details, especially the fine print in written agreements. Protect self in emotional clinches.

Capricorn | Dec. 22 - Jan. 19 | Saturn ♄
 Your money picture, although slightly befogged, will be clarified this week. A friend should be able to help if a short-term loan is needed. Good time for asking for the return of loaned money or possessions. Ask a good price for something old you have for sale. Beware misplacing money.

Aquarius | Jan. 20 - Feb. 18 | Uranus ♃
 There may be a power struggle under way at your place of work, or in your family. Your uncanny intuition will enable you to recognize bluffing. Don't be stampeded by a clever talker. Stick to the facts and let the chips fall where they may. Make reasonable concessions if it'll promote harmony.

Pisces | Feb. 19 - Mar. 20 | Neptune ♆
 Fortify yourself with vitamins and start controlling your emotions, for you will have very many important decisions to make this week. You could suffer by agreeing to put up funds. Give sincere praise where warranted. Watch out for jealousy or a beligerent competitor. Guard your tongue. It pays.

Aries | Mar. 21 - Apr. 19 | Pluto ♇
 Mixed aspects prevail this week. This implies that you have ahead of you a rather hectic week. There'll be a lot of coming and going, chopping and changing and working under pressure. Unless you're careful you'll be chasing around in circles. Use your ingenuity to brighten up your surroundings.

Taurus | Apr. 20 - May 20 | Venus ♀
 Keep a firm eye on the targets you are aiming at, and take advantage of the circumstances of the moment. Maintain or renew all possible business contacts. You'll get a chance to exhibit your creative qualities. You also receive the confidence of a person who is attracted to you.

Gemini | May 21 - June 20 | Mercury ♃
 Moon signs spark renewed vigor and aggressiveness. Make sure that end results will be happy ones. Love, physical attraction, impulse—these now are emphasized. Be ready for change, travel and variety. Opposite sex will respond to overtures. News from a distance may make you glad.

Cancer | June 21 - July 22 | Moon ☾
 Exercise great caution now in traveling to or from work. Don't venture far if it can be avoided. Report to authorities if any suspicious persons happen to lurk in your environs. Welcome visits from friends who share your likes in leisure and entertainment. Confine purchases to necessities only.

Leo | July 23 - Aug. 22 | Sun ☉
 It may be well to redefine goals and to bolster your determination to attain them. Get back to any neglected diet or health program. Follow your creative impulses as they arise, for they are potential winners. Good period for civic activities. You could transform an adversary into a valuable ally.

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Growth Can Be Kept In Local Hands

Say you live in a small town or out in the country, you want to create new jobs so that your young people, if they want to, can stay there; or you want your town to serve better needs of your family. Is assistance available? And if so, do you have the final say in how that assistance is managed?

The answer to both of these questions is "Yes," according to Dr. James Bostic, acting assistant secretary of agriculture for rural development. Rural development assistance programs are processed through the local or county office of the Extension Service, Farmers Home Administration (FmHA), or other U.S. Department of Agriculture (USDA) agencies. And neighboring county USDA workers have a long and enviable record of helping local people help themselves, he says.

Dr. Bostic puts it this way: "If rural and smalltown

community growth goals and patterns were set in Washington, it would be wrongly imply that federal wisdom and capability about community development exceed that of local people. I doubt if any of our workers are foolish enough to make that assumption."

Suppose you need advice on how to bring new manufacturing office, or laboratory jobs to your area. Perhaps your town needs added water or sewer facilities, a medical center, or industrial park, or housing assistance. How do you proceed? Whom do you see?

Dr. Bostic suggests that you see your local Extension Service agent, Farmers Home Administration county supervisor, or other USDA employee. Increasingly, USDA and the state land grant universities are training their county representatives to handle community growth and development problems. And if they are not able to

cope with a specific situation, they will put you in touch with a specialist who is.

Last year FmHA made over 3,000 community facility loans, up from less than 1,000 such loans made in 1969. FmHA housing loans to low and moderate income families last year exceeded the 100,000 mark, which is roughly double the number of such loans made in 1969.

The Extension Service, meanwhile, has over 700 full-time, rural development specialists assisting county agents and local people meet neighborhood growth problems. That's one specialist for every four counties. One of their duties is to help local communities broaden their economic bases and their quality-of-life characteristics.

Other USDA agencies, such as the Soil Conservation Service, the Forest Service and the Agricultural Stabilization and Conservation Service, are staffed with people able to help solve specialized developmental problems.

"USDA programs," Dr. Bostic points out, "are designed to provide you with facts, know-how, loans, grants, and organizational assistance. And our county employees know about loans and grants, as well as other assistance programs, that are available from other departments and agencies of the

federal establishment.

"Decisions relating to every aspect of community growth are best made by local people. They know what is going on. It is their community destiny that is being shaped. They will decide if they want to grow or not to grow and how to achieve it.

They will decide the kind of jobs they want to create and how the land will be used.

"The American dream has led to a good life for our people primarily because it was based on self-determination. And community self-determination is basic to that process."

NEWS NOTES

ON UNLISTED NUMBERS
 NEW YORK—A telephone official says growing numbers of Americans are getting unlisted phone numbers to protect themselves against criminals, cut down nuisance calls and, in some cases, evade bill collectors.

DROPS CHILD'S STORIES
 NEW YORK — Audrey Barksdale, 29, trapped in a burning tenement, saved her 2-year-old daughter by dropping her five stories into a blanket held like a net by neighbors. The mother was rescued moments later.



Girl's & Boy's Survival JACKETS
 \$15⁰⁰ Value
\$9.88

Big Men's SHIRTS
 Values to \$14⁰⁰
\$3.47

Size 16½-22

Ashleys the Outlet Store

SUGARLAND MALL
 9:30-6:00 MON.-SAT.

Texas Taxes



By BOB BULLOCK, State Comptroller

Austin—A district court in Austin ruled recently that the state's admissions tax on movie theater tickets is unconstitutional.

The ruling did not particularly come as a surprise to me in light of the history of the admissions tax laws.

Back in 1962 one portion of the admissions tax was also ruled unconstitutional. This was a tax on entertainment events such as movies, plays and concerts held somewhere other than an established movie theater building.

This section was held unconstitutional because the 10 percent tax rate was applied starting at tickets priced at 51 cents or more while at established movie houses the 10 percent tax started with tickets priced \$1.05 or more.

The result was that the tax then remained on tickets at regular movie houses. This is the section which was knocked out by the new court ruling in a suit brought against the state by a movie chain.

on admissions charged at dance halls and night clubs. I think this last remaining section of the tax law is very vulnerable to attack in court.

These technical flaws in

the law could have been corrected simply by putting all entertainment admissions under the sales tax. This would have provided a constitutional uniform rate and by covering all entertainment events would have raised about the same amount of money the 10 percent on movies, night clubs and dance halls was raising.

There were a couple of proposals in the past session of the Legislature to do just this and my office supported them. However, the bills did not pass.

In many respects the admissions tax is more

trouble than its worth.

During the past year the admissions tax brought in \$5.4 million and while this is a significant amount of money, it is not all that big in a state budget worth more than \$13 billion.

We estimate that we will lose a substantial part of that money, perhaps as much as 90 percent, because of the court ruling. Should the remaining tax on night clubs and dance halls be challenged in court and be found unconstitutional, we would lose all the admissions tax money.

A-1 Beauty Salon

Bonnie Carlson

Peggy Ferguson

Brenda Thomas

Phyllis Neill



We feature the latest styles on blow cuts & perms for the special curly look.

We now have the Weider 5-MINUTE Body shaper

A-1 BEAUTY SALON

308 N. 25 Mile Avenue
364-5271



PUT ON A HAPPY FACE!

Your interest is on the rise!

You'll be happy with the way we put your money to work for you. And the longer you leave it in . . . the happier you'll be. Left to us your savings grow fantastically. There's practically no end to how happy OUR

interest in YOUR interest can make you. Why, you may never frown again.

A good bank has more Answers than Questions!

THE BEST OF ALL POSSIBLE BANKS

THE FIRST NATIONAL BANK of HEREFORD

Member FDIC

COLUMBUS DAY SALE



BLUE HERITAGE
IRONSTONE DINNERWARE

THIS WEEK'S ITEM:
CUP

EACH BASIC PLACE SETTING WITH EVERY \$5.00 PURCHASE

49¢

FAMILY CIRCLE DO-IT-YOURSELF Encyclopedia

THIS WEEKS VOLUME NO. 7 EACH

\$1.79

FROZEN FOOD & DAIRY VALUES

SHURFINE 6-OZ. CANS
ORANGE DRINK 4 FOR **89¢**

SHURFINE 9-OZ.
WHIPPED TOPPING 49¢

BORDEN
Ice Cream

ALL FLAVORS

99¢

MACARONI & CHEESE DINNERS 4 FOR \$1.00

WEIGHT WATCHERS OR SHURFINE
DIET DRINKS 6 FOR \$1.00

GENERAL MILLS NEW 9-OZ.
HONEY GRAHAM CEREAL 49¢

RAID 16-OZ. SPRAY CAN
ANT & ROACH KILLER 89¢

MARYLAND CLUB COFFEE

ALL GRINDS LB CAN

\$1.19



GRAIN FED FULL CUT SIRLOIN **Steak** LB. \$1.49

GRAIN FED T-BONE **Steak** LB. \$1.79

GRAIN FED CLUB **STEAK** LB. \$1.69

GRAIN FED BLADE CHUCK

ROAST

LB. **89¢**

CRISCO PURE VEGETABLE SHORTENING

LB CAN

3 \$1.69

HERSHEY'S 12-OZ.
CHOCOLATE CHIPS 89¢

SHURFINE TWIN PAK
POTATO CHIPS DIP OR REG. 69¢

PRESERVES & JAM BLACKBERRY STRAWBERRY APRICOT PEACH 3-LB. JAR \$1.29

THRIFTY GROCERY BUYS

JOAN OF ARC **Pork & Beans** 303 CAN 4 FOR \$1.00

JOAN OF ARC **Corn** CREAM STYLE OR WHOLE KERNEL 3 FOR \$1.00

ALLENS **Tomatoes** 303 CAN 3 FOR 89¢

RAGU **Spaghetti Sauce** 32 OZ. \$1.09

GLADIOLA **Flour** 25-LB. BAG \$3.89

PETER PAN **Peanut Butter** 28-OZ. \$1.09

GLADIOLA POUND **Cake Mix** 17 1/2-OZ. 69¢

QT. JAR GARDEN CLUB

SALAD DRESSING

79¢

CURITY 30 DAYTIME

DISPOSABLE DIAPERS

\$2.09

RENUZIT SOLID 7-OZ.

AIR FRESHENER

49¢

ORCHARD

ORANGE DRINK

64-OZ. **69¢**

HILLSHIRE FARMS **Hot Links** LB. \$1.39

KAHN'S JUMBO FRANKS OR **Beef Franks** LB. \$1.29

AUSTEX WITHOUT BEANS 19-OZ. CAN **Chili** 79¢

RUDY'S FARM WHOLE HOG-2 LB. ROLL #3.17 HOT OR MILD 1-LB. ROLL **Sausage** \$1.59

LITTLE BROWNIE **Cookies** 20 ASST. 3 FOR \$1.00

ROXEY **Dog Food** 5 1/2-OZ. 6 FOR \$1.00

BETTY CROCKER **CAKE MIX** ASSORTED LAYERS **59¢**

APPLES

WINESAP 3 LBS. FOR \$1.00

AVOCADOES

CALIFORNIA 5 FOR \$1.00

LETTUCE

HEREFORD 25¢ HEAD

NESTEA **INSTANT TEA** 3-OZ. \$1.29

HOLLY OR SHURFINE **SUGAR** 5-LB. BAG \$1.29

Play SIMPLE AS:

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WIN UP TO **\$100.** IN CASH

OTHER CASH PRIZES \$5-\$10 OR WIN \$50 IN TRADING STAMPS (500 STAMPS)

REGISTRATION LIMITED TO PERSONS 18 YEARS OF AGE, OLDER, OR MARRIED.

DOUBLE GUNN BRO.
TUESDAY & WEDNESDAY
426 N. MAIN

Local Youngsters Saluted During National 4-H Week

4-H boys and girls throughout Texas and the nation will join in a salute to America's Bicentennial celebration during National 4-H Week, Oct. 5-11.

The annual observance, with this year's theme of "4-H—'76... Spirit of Tomorrow," is designed to accent the history, ideals and goals of the 4-H program, points out Dr. Don Stormer, state 4-H and youth leader with the Texas Agricultural Extension Service.

"Many county groups are planning special events, service projects and recruitment drives during National 4-H Week," notes Stormer. "It's a special time when 4-H is recognized for its contributions to the growth and development of youth."

The 4-H program is active in all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands as well as in more than 80 countries. It is administered by the Cooperative Extension Service, and Extension professionals play an active role in recruiting, training and assisting volunteer leaders who help with local 4-H activities.

According to Stormer, some 7.2 million youth between the ages of 9 and 19 are currently enrolled in 4-H, with more than 215,000 of these in Texas. More than 21,000 volunteer adult and youth leaders assist with local 4-H programs in the state.

"Although the majority of 4-H members still live on farms

and in rural communities, 24 per cent now come from larger urban and suburban areas," notes the 4-H leader. "Well over half the Texas 4-Hers live on farms or in towns of under 10,000 population."

Texas 4-Hers participate in more than 60 educational project areas, with the most

popular being food and nutrition, clothing and textiles, and horses and ponies.

"Since its beginning around the turn of the century, 4-H has offered practical learning and citizenship experiences to millions of young people," Stormer points out.

The Hereford Brand

Hereford, Texas, Sunday, October 5, 1975

Page 1C



Garland Stewart, assistant county agent, teaches the rudiments of riflery to several county youth. Pictured here, standing from left, are members of

Buffalo 4-H Club, including Chip Combs, Scott Clearman and Bryan Peeler. Kneeling is Glenna West, a member of Argen Draper 4-H Club.



Terry Johnson, right, directs activities of Deaf Smith County 4-H Horse Club. Livestock and other animals play important roles in the 4-H program.

Shown here are, from left, Marcia Duren, Brett Cunningham, Kevin Cassels and Kristin Stallings.



Interior decor and crafts are studied through the local 4-H organization, as evidenced by the feminine touches Melody and Juanita Kendrick

have added to their bedroom. The girls are members of Showmanship 4-H Club and are daughters of Mr. and Mrs. Bobby Kendrick.



Deaf Smith County Historical Museum is a prime target for field trips taken by 4-H youngsters. Here, members of Merry Maidens Chapter pose

on the red caboose at back of the museum. The youngsters include, from bottom, Susette Edwards, Cosette Moore and Joycelyn Aven.



Practicing techniques they learned through child care studies are these members of Ford 4-H Club. Submitting to their supervision is Dale Glover, son of Mr. and Mrs. Larry Glover. The club members

shown here include, standing, Brenda Glover and Robin Hightower, and seated, Brenda Straluss and Cindy Stokesberry.

Tour Conducted For Club

A tour of West Central Elementary School was conducted by principal Bill McCarly for members of Hereford Study Club Thursday evening.

McCarly pointed out the school's modern facilities including the different designs of the classrooms with a home center established for students and teachers to store materials and to use as a home base for instructions.

During the business meeting which was held in the home of Mrs. Labry Ballard, Mrs. Cawthon Bryant appointed club members to serve on the Bicentennial committee.

Mrs. Bryant will serve as president, Mrs. Roy Hartman, vice president and Gladys Setliff, chairman.

As an annual fund-raising project, the club will have a garage sale in the home of Mrs. Bob Poston. Also, discussed during the business session was the club's guest night style show to be held Oct. 16 at La Boutique. Mrs. C.E. Winget will serve as co-hostess for the affair. Members present included

Mmes. Maurice Tannahill, George DeBoer, Joe Story, Winget, Hartman, Don Robinson, Bob Word.

Others, Mmes. B.F. Cain, T.E. Braddy, R.N. Yarbro, S.L. Garrison and N.D. Bartlett.

Anniversary Celebrated By Couple

A golden wedding anniversary was observed by Mr. and Mrs. Fred Walton of Easter day was observed by Mr. and Mrs. Fred Walton of Easter community recently in the home of Mr. and Mrs. B.F. Brown of Las Cruces, N.M.

Walton came to this area by wagon in 1919 and Mrs. Walton, the daughter of the S.T. Fields, moved here with her family in 1923. The couple were married in 1925 in the Dimmitt Methodist church where they are members.

Attending the celebration were Mr. and Mrs. D.W. Fields of Barstow, Calif; Mr. and Mrs. W.H. Fogle of Bennington, Okla.; Mr. and Mrs. Brown and Gail and Mr. and Mrs. J. Mark Norman, all of Las Cruces, N.M.

Westway Men Are Honored Recently

The birthdays of three Westway men were celebrated during a pot luck supper recently in Messenger community clubhouse.

Honorees included Elmer Northcutt, Gene Bradley and S.N. Thweatt. Other special guests recognized included D.W. Anthony and Mr. and Mrs. Jack Clark, all of Friona.

Following the dinner, games of "42" provided entertainment.

Hostesses for the affair were Mrs. Northcutt and Mrs. Thweatt. There were 27 guests present.

Everyone is a coward, about some things, and justly so.

Courage and Candlelight was the review given by Mrs. Austin Rose to members of Bayview Study Club Thursday afternoon in the home of Mrs. Coby Conkright.

Mrs. Rose characterized the struggles of feminists of 1876 in America. She typed the revolutionary era of conflicts faced by Peggy Arnold, Deborah Franklin and Abigail Adams.

Mrs. D.N. Garner conducted the business meeting in which an invitation to a tea hosted by the Campfire group which the club sponsors was extended.

Before the close of the meeting, a dessert course was served to members present.

They were Mmes. S.M. Davis, Si Darling, Herman Ford, Jack Gilliland, Robert Josseland.

Also, Mmes. W.S. Kerr, Ansel McDowell, R.B. Miller, Keith Simmer and Jack Wilcox.

HD Members Pick Project

Contributions to a resident of Gristown were approved as a club project by North Hereford Home demonstration women during a noon luncheon Thursday in the home of Mrs. Peg Hoff.

Mrs. A.E. Hodges directed a business meeting and called for reports from committee chairmen. Proceeds from a recent

garage sale conducted by the club were reported.

Several methods of floor care were described during the program delivered by Mrs. Tony Hoffman and Mrs. Roger Williams. The latter women will be hostess in her home at the next meeting Oct. 16.

Joining the club was Mrs. A.G. May.

Mrs. Tom Draper was recognized as a guest by members in attendance, who were Miss Roberta Campbell and Mmes. Bob Campbell, Neal Lemons, Walter Leub, Thomas Brisendine and Iva Saltzman.

Authorized Longines-Witnauer



FIRST LADY COWAN JEWELERS Downtown

Magic Show Is Scheduled Here Monday

The Great Marquise will be presented in a magic show at 7 p.m. Monday at St. Anthony's Catholic Parochial School with the public invited to attend.

Tickets may be purchased at Gibson's Discount Center with adult tickets being priced at \$2 and children's \$1. Door tickets are available for \$2.50 and \$1.50.

Proceeds from the show will benefit the children of the school.

Couple To Marry At Slaton Today

Miss Kimmy Sue Cooper of Slaton will be the bride of Michael Lee Emerson this afternoon during a double-ring ceremony at First Baptist Church, Slaton. The Rev. J.L. Carthel, pastor, will officiate during the service.

A graduate of Slaton High School, Miss Cooper is the daughter of Mr. and Mrs. C.L. Cooper of Slaton. The bridegroom is the son of Mrs. Martha Emerson of 611 Ave. J.

Miss Mary Denzer of Slaton will be the bride's only attendant and Mike Vuicich of Denver City will be best man.

Ushering wedding guests will be the bridegroom's brother, David Emerson of Amarillo, and Stan White of Lubbock.

Appearing as flower girl will be Annette Cooper, who will be escorted by the ring bearer, Tommy Jay Cooper.

Ceremony selections will be sung by Nan and Patricia Bilberry with accompaniment

provided at the organ by Clarice Schwertner.

To be presented in marriage by her father, the bride will be attired in a formal length gown of snowflake Chastilly lace, fashioned in scalloped to form a high Victorian neckline. Lace ruffles band her long fitted sleeves, also of lace. Falling in soft gathers from the empire bodice, her skirt sweeps into tiers of scalloped lace, extending into a chapel train.

The newlywed couple will greet guests during a reception this afternoon in the church Fellowship Hall, prior to a honeymoon trip to Santa Fe, N.M.

Mr. and Mrs. Emerson will be at home at 3020 W. 27th, Apartment 42 in Amarillo after Oct. 8.

The bridegroom is a graduate of Hereford High School and attended Texas Tech University, where he joined Sigma Nu Fraternity.

Reunion Coincides With Homecoming

Members of the 1950 graduating class of Hereford High School will assemble for a 25th anniversary observance during Homecoming activities here Oct. 17.

Alumni, parents and any other interested persons are invited to a coffee that day at 1 p.m. in Community Center. The group will then line the route of the Homecoming parade, which will include a 1950 class float,

and then return to Community Center.

Reunion activities will culminate that evening at Civic Club Center, where a buffet supper will be served at 5 p.m., followed by a dance.

For further information, contact Joyce Lomas, 364-1794 or Alex Schroeter, 364-0701. The duo are co-chairmen of the silver anniversary.

Marriage Announced

Mr. and Mrs. Lyndon Miles (Chubby) Black are at home at 112 Ave. H. after their recent marriage in Clovis, N.M.

The bride is the daughter of Mrs. James Cash, 205 Grand, and the late Mr. Cash. She is employed with Southwestern Bell Telephone Co.

Black, the son of Mr. Sam Black of Groom and the late Mrs. Black, is employed with John Stribling Spraying Service.

Mrs. Hewitt Speaks To Wyche Club

Mrs. E.C. Hewitt Jr. presented a report from the County Home Demonstration Council to fellow members of Wyche HD Club Thursday afternoon in Southwestern Public Service Reddy Room.

Mrs. Wayne Jones and Mrs. Leo Hellman were co-hostesses.

Mrs. Hewitt announced that HD delegates from Deaf Smith County will speak during a covered dish luncheon Oct. 27 in Pioneer Natural Gas Flame Room. All Home Demonstration women are invited.

Mrs. G.W. Duncan, recreational leader, opened the meeting by reading a poem, "It's A Fine Day." Each member answered a roll call with "my favorite bathroom cleaning aid." This tied in with the program, "concerning bathroom care, presented by Mrs. Hellman. Narrating slides, the speaker stated that a sterilized

bathroom promotes better health and prevents illness.

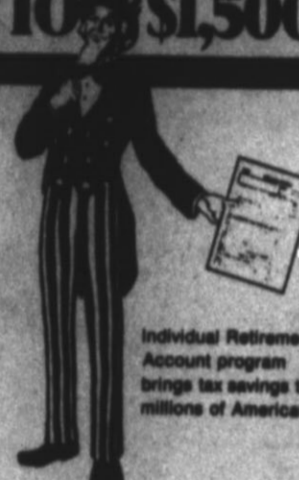
Mrs. L.B. Worthan presided during the business session.

Mrs. Duncan will be hostess at the next meeting Oct. 16 in the Reddy Room.

Other members not already mentioned who were present Thursday were Mmes. Frank Duncan, Ira Ott, J.H. Holden, H.L. Ward, Norman Hodges, Robert Trowbridge, W.P. Axe and Charles Packard.

The rush-hour driver on express highways must be concerned with traffic safety, but he also should be aware of the need to practice good hearing conservation while exposed to the loud sounds that accompany congested automobile and truck traffic, according to the Beltone Crusade for Hearing Conservation.

SAVE FOR YOUR RETIREMENT GET TAX EXEMPTIONS UP TO \$1,500



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Gastom's SUGARLAND MID SEASON CLEARANCE

We have just selected new fall merchandise to be cleared out at after season prices. Come see these great values for yourself.

MEN'S DEPT

LEISURE SUITS, SPORT COATS, SUITS, DRESS PANTS, DRESS & CASUAL, PANTS \$13.90, SHIRTS \$8.99

LADIES' RTW

NEW FALL CO-ORDINATES, POLYESTER PANT SUITS, NEW FALL COLORS, PANTSUITS & DRESSES, CO-ORDINATES, SHOE DEPT, WOOD WEDGES

BOY'S DEPT

WINTER COATS, NYLON CORDUROY, BOY'S SHIRTS, PANTS

Special offers: 1/2 PRICE, 1/4 OFF, 1/2 PRICE, 1/4 OFF, GOOD GROUP NOW \$14.99

PIZZA HUT

1304 West First St. Hereford, Texas Phone 364-5551

GOOD MONDAY TUESDAY WEDNESDAY THURSDAY

WE DELIVER FROM 5:00 P.M. TO 10:00

SPECIAL BUY ONE PIZZA - GET ONE OF SAME SIZE FREE WITH THIS COUPON

PLEASE ALLOW APPROXIMATELY 30 MINUTES

PIZZA SUPREME	1.99	2.49	2.99
CANADIAN BACON PEPPERONI	2.09	2.59	3.09
BEEF	2.19	2.69	3.19
FORK	2.19	2.69	3.19
MUSHROOMS	2.19	2.69	3.19
ANCHOVY	2.19	2.69	3.19
BLACK OLIVE	2.19	2.69	3.19
SPINACH	2.19	2.69	3.19
GREEN CHILI	1.99	2.49	2.99
ONION	1.89	2.39	2.89

PLEASE ALLOW APPROXIMATELY 30 MINUTES

MOZZARELLA CHEESE	1.49	1.99	2.49
ANY 3 TOPPING COMBINATIONS (EXCEPT CANADIAN BACON)	2.29	2.79	3.29
ANY 5 TOPPING COMBINATIONS	2.49	2.99	3.49
SPAGHETTI	.89	1.39	1.89
CAVATINI REBULAR	1.09	1.59	2.09
CAVATINI SUPREME	1.19	1.69	2.19
SUBMARINE SANDWICH, EACH SALAD, EACH			1.19

For Faster Service Phone Ahead - Allow 20 Min.

Shower Is Given For Miss Monroe

An autumn motif was used in the decorations for the bridal shower of Miss Jerilyn Monroe of Amarillo Saturday in Pioneer Natural Gas Flame Room.

The bride-elect and Frank Bezner Jr. will exchange wedding vows Oct. 18 in St. Anthony's Catholic Church.

A hurricane lamp filled with coral and green colored flowers centered the refreshment table which was covered with a green table cloth overlaid with coral fabric.

Receiving guests with the honoree were Miss Monroe's mother, Mrs. Jerry Monroe of Midland, Mrs. Melvin Kalka

and Mrs. Frank Bezner Sr.

Judy LaFlour resided at the refreshment table and honored guests included Mrs. Lewis Pratt of Amarillo, the bride-elect's sister.

Hostesses were Meses. Oskar Schwertner, Clarence Betson, Adolph Knabe, Edward Paetzold, Mark Koenig, Frank Knabe, Joe Reinauer Sr.

Also, Meses. Charles Schiabs, George Turrentino, Henry Kuper, Robert Hickman, Woody Wilson, Ewald Berend, Ira Scott, Charles Burke, John Warren, Gilbert Yosten, Tony Hoffman and A.C. Stengel.



To Repeat Nuptial Vows

Miss Cathy Marie Yarbro and J. Bryon Le Jeune of Amarillo will be wed Nov. 22 in St. Anthony's Catholic Church, it has been announced by her parents, Mr. and Mrs. Robert N. Yarbro of 121 Kingwood. The prospective bridegroom is the son of Mrs. Aurore Le Jeune of Jennings, La. and the late Mr. Le Jeune. Miss Yarbro is attending West Texas State University and is majoring in education. Her fiancé is an agri-science student at WTSU, where he is a member of Phi Delta Theta Fraternity.

Project Planned By AIM Chapter

The Voices Behind Us was the program presented by Mrs. Eldon Koch to members of Alpha Iota Mu Chapter of Beta Sigma Phi Sorority Thursday evening at Flame Room of Pioneer Natural Gas building.

Mrs. Koch compared how differently the school system in Red China was with the ones of the United States and other free countries.

During the brief business meeting, members received cookbooks entitled "Save And

Win" which they will sell for their money-making project. These books include recipes and art projects.

Mrs. David McDonald and Mrs. Darwin Heus were hostesses to members present. They included Dixie Ford, Betty Barrett and Linda Wilhite.

Also, Meses. Ron Davies, Ken Walser, Phil Scumbato, Chick Holbert, Ken Glenn, Johnnie Burkhalter, Clyde Whitaker, Randy Jones, Gerald Sledge, and Jimmy Bell.

Club Discusses Proposed Law

Members of Summerfield Study Club were urged to consider real estate exemption legislation during a meeting Thursday in the home of Mrs. L.H. Lookingbill Sr. Mrs. L.B. Lookingbill was co-hostess.

If passed, the bill would raise exemption brackets from \$60,000 to \$200,000, members were informed. This topic was connected to the program presented by two representatives of Hereford State Bank, Mrs. Melvin Hoover and Mrs. Jack McKinster. Accompanied by slides and brochures, the pair covered estate planning, estate taxes and social security which are covered by the bank's Special Organization Services program.

Mrs. Clayton Sanders, who officiated in the absence of the president Mrs. Thurman Atchley, reminded members that gifts for Wichita Falls State Hospital will be collected at the next meeting, Nov. 6 in the J.R. Euler home.

Members in attendance included Meses. Earl Lance Sr., R.B. Baker, R.E. Lance Jr., J.B. Noland, Bill Broxson, George DeLozier, Guy Walser and Lee Curry.

Never neglect ear infections or similar maladies says the Beltone Crusade for Hearing Conservation. Ear infections demand the immediate attention of your family doctor or other medical ear specialist.



Museum Hours

DEAF SMITH COUNTY MUSEUM
Open Tuesday-Saturday, 10 to 5; Sunday 2-5; closed Monday. Free admission.



LONG DRESSES in a beautiful collection... \$28 to \$60 GUNNE SAX contrasts muslin with velvet, braid and lace \$40

Nadine Jeter, Mgr. Sugarland Mall

Calendar of Events

MONDAY

Jaycee Wives Club, Reddy Room of Southwestern Public Service building, 7:30 p.m.
Order of Rainbow for Girls, Masonic Temple, 7:15 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, 100F Hall, 8 p.m.
Evening Lions Club, K-Bob's Steak House, 7 p.m.
TOPS Evening Chapter, Community Center, 6 p.m.
Square Dance Lessons, Community Center, 8 p.m.
Dawn Lions Club, Dawn community building, 8:30 p.m.
Buffaloes 4-H Club, Community Center, 4 p.m.

TUESDAY

Hereford Newcomers Club, luncheon at Community Center noon.
Deaf Smith Chamber of Commerce Women's Division general membership meeting, Community Center, 11:51 a.m.
American Legion and Auxiliary, Legion Hall, 8 p.m.
4-H Parent Leader Association, Community Center, 7:30 p.m.
Kappa Iota Chapter of BSP Sorority, home of Mrs. George Muse, 132 Ironwood, 7:30 p.m.
Alpha Alpha Chapter of BSP "State of Arizona" color movie in Heritage Room of Deaf Smith County Library with matinees at 10 a.m., 4 p.m. and 8 p.m. Free to the public.
Baptist Young Women of First Baptist Church to meet at church, 7:30 p.m.
Rebekah Lodge, 100F Hall, 8 p.m.
Hereford TOPS Club, Community Center, 9 a.m.
Weight Watchers, First Baptist Church, 6:30 p.m.
Singles group in Fellowship Hall of First Baptist Church, 8 p.m.
Booster Club, Hereford High School library, 7:30 p.m.

WEDNESDAY

Bippus Home Demonstration Club, home of Mrs. C.T. Douglas, 2 p.m.
Noon Lions Club, Civic Club Center, noon.
Story hour for preschool children at Deaf Smith County Library, 3 to 3:30 p.m.
Sorority, Community Center, 7:30 p.m.
Xi Epsilon Alpha Chapter of BSP Sorority, trip to Dimmitt, to leave from Community Center at 7 p.m.
Tierra Blanca Extension Club, home of Mrs. John Scogin, 234 Elm, 9:30 a.m.
Mothers of Twins Club, Caison Steak House, 3:30 p.m.
Hereford Chapter of Young Homemakers of Texas, La Plata Junior High School, 8 p.m.
La Affilius Estudio Club, to meet in the home of Mrs. Ira Ott, 120 Northwest Drive, 3 p.m.
La Plata Study Club, home of Mrs. Don Taylor, 8 p.m.

THURSDAY

St. Anthony's Catholic Church Women's Organization, parish school auditorium, 8 p.m.
Mon Amis Study Club, home of Mrs. Guy Walser, 9:30 a.m.
Hereford Riders Club, Community Center, 8 p.m.
Travelogue "San Francisco Then And Now" by John Strong, Hereford High School auditorium, 7:30 p.m.
Calliopean Study Club, home of Mrs. C.J. Crump, 8 p.m.
La Madre Mia Study Club, home of Mrs. Bobby Owen, 8 p.m.
Hereford Senior Citizens, Community Center, 7:30 p.m.
Westgate Birthday party at Westgate, 3 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Civic Club Center, 8 p.m.

FRIDAY

Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.
Bud To Blossom Garden Club flower show, Pioneer Natural Gas Flame Room 3-5:30 p.m.
Hereford Garden Club, home of Mrs. R.W. Mitchell, 3 p.m.
Cultural Home Demonstration Club, King's Manor Methodist Retirement Home, 2:30 p.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.
Duplicate Bridge Club, 309 Western, 7:30 p.m.
Story hour for children, grades 1-4, Deaf Smith County Library, 4-4:45 p.m.

SATURDAY

St. Thomas Episcopal Women of Church, parish hall, 9:30 a.m.

Dried Flowers Is Club Topic

Mrs. Joe Story demonstrated the art of drying flowers with alum water to members of Garden Beautiful Club Friday morning in the home of Mrs. Bruce Burney, 202 N. Texas.

Following the program with Mrs. Edward Roberson presiding, it was reported that the recent Tour of Homes was a success.

Also, letters were received from King's Manor Retirement Home inviting club members to their annual Founders Day Dinner and requests were made for members to provide transportation for home residents.

Co-hostess for the morning was Mrs. Earl Springer. Mrs. Chuck Brockett was welcomed as a guest by members present. They included Meses. W.F. Axen, N.D. Bartlett, W.T. Carmichael and Ray Cowser.

Also, Meses. V.O. Hennen, A.L. Jordan, L.H. Lookingbill and Charlie Hood.

It's easy to underestimate the jealousy of lazy people.

G. E. D. TESTS

To qualify for Certificate of High School Equivalency administered on the third Monday of each month at the Hereford Independent School District Administration Building. 8:30 A.M.

For further information Call: Robert L. Thompson 364-0843

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Anthony's Dollar Day

DOWNTOWN & SUGARLAND MALL

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45% polyester, 55% acrylic solid color 5 pc. sets. Colors: Old Gold, Blue, White, Yellow, Hot Pink, and Spring Green.

Beautiful Polyester DOUBLE KNIT FABRIC

Reg. 2.88 yd.

2.33 Yard 3 Yards \$6.

60" 100% Polyester Double Knit Fabric Solid colors in ponti de roma or crepe stitch. Dozens of new fall colors.

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BIG • THICK • THIRSTY • COLORFUL BATH TOWELS. Reg. 1.99

3 for \$4.

Jacquards, stripes and solids in Terris and Velours.

Your Complete Satisfaction Guaranteed!

Master Decorator To Teach Classes

Sandy Israel, who is credited as a master cake decorator and a Wilton gold medal recipient, will teach cake decorating classes here November 3-8.

The Arlington woman is sponsored by Sweet 'n' Fancy Decorating Club during her stay here. Lessons will include basic techniques, advanced methods, floral designs and classes for teenagers. Three classes will be conducted each day at Community Center; Tuesday's courses will tentatively be held in the Bull Barn. Enrollment fee for five days is \$25.

Mrs. Israel conducts Wilton classes regularly in J.C. Penney stores in Six Flags Mall in Arlington, where she resides with her husband and four children. Her expertise also qualifies her to give instruction at Elizabeth's Cake Supplies in Euless and for the City of Arlington's recreational department. She also periodically

leads courses in other parts of the state.

In addition, she has helped organize several cake decorating clubs in the Dallas-Fort Worth Metroplex and helps produce an annual cake show in February at Six Flags Mall. She is currently representing Wilton Enterprises at the State Fair of Texas this week, a position she filled last year also.

Having nurtured an interest in cake decorating at an early age, Mrs. Israel maintains professional status in this field. She has studied under some of the "masters" including John McNamera, Josefa Barlocco, Wesley Wilton, Martha Wilton Ellison, Mary Jane Wilton Turner and Norman Wilton.

For further information concerning the upcoming course here, contact Mrs. Carl Kleuskens, 258-7300 or Mrs. Keith Lloyd Battey 364-2516. Registration deadline is Oct. 24.



SANDY ISRAEL
...to teach decorating course

Simms Club To Collect Donations

Members of Simms Study-Craft Club decided to give toiletry items to Girlstown during a business meeting Wednesday afternoon in the Robert Lloyd home. Mrs. Terry Creitz was co-hostess.

Club members will collect the donations during the next meeting, which will be a Thanksgiving luncheon Nov. 5 in Simms community building. Mrs. Oliver Wann conducted the business discussion.

Diane Bim, representative of Southwestern Public Service in Amarillo, was guest speaker and presented a program about preparing foods for the holidays.

Introduced as guests were Mrs. Dan Guseman, Mrs. Buel Monroe and Mrs. E.H. Green. The latter woman is the mother of a member, Mrs. Jerry Roberts.

Others present included Mmes. Lawrence Jackson, Joe Myers, Roy Blevins, Willis Duggan, LeLand Burns, Grady Hughes and Jim Cavin.

The Beltone Crusade for Hearing Conservation urges each community to insure that each citizen has the opportunity to obtain a convenient, economical annual hearing test.

Housework Reduced By Standard Change

Homemakers can reduce time and effort spent on household work—if they are willing to make a "standard" shift, Mrs. Lillian Chenoweth, a family resource management specialist, says.

"Often, a family must adjust its standards to meet changing situation. For example, they may decide that the second paycheck and personal satisfaction of the employed homemaker are more important than daily vacuuming," she explained.

Mrs. Chenoweth is with the Texas Agricultural Extension Service, The Texas A&M University System.

"Another approach to reducing household work time for the homemaker is sharing family responsibilities. And sometimes this means accepting the standards of the person to whom a job is delegated. If

children make the beds, they may not look quite as neat as if the homemaker made them—but they'll be made."

Reorganizing chores is another way to ease the homemaker's load. She suggested washing sheets and putting the same ones back on the beds to

eliminate time spent folding them.

"This may mean the beds stay unmade longer on laundry day and the sheets wear out sooner—but the homemaker saves time.

"Each family has to make decisions about what satisfies them," she said.

Mrs. Page Presents Program

How To Conduct A Meeting was the program presented by Mrs. Bill Page to members of Messenger Home Demonstration Club at their recent meeting in Messenger community clubhouse.

During the brief business meeting, members decided to enter their club project, A Bicentennial quilt, in a bazaar at Friona to be held Nov. 14-15. Mrs. Page won the recreation

prize and Mrs. S.N. Thweatt was hostess to six members present.

The next meeting is scheduled at 2:30 p.m. Friday at the community clubhouse.

The truth rarely emerges from a partisan or a fanatic—it isn't in 'em.

It's now time to start planning that winter vacation.

Food Allergies Can Be Controlled

Food allergies can have several warning signals—and causes, Mrs. Mary K. Sweeten, a foods and nutrition specialist, says.

Reactions such as headache, nausea, swelling, itching or burning indicate a possible food allergy, she noted.

"These 'sensitivities' may occur because the food substance (called an allergen) contains some protein. But some researches believe that starches, fats and other chemicals may produce the reaction."

Mrs. Sweeten is with the Texas Agricultural Extension Service, The Texas A&M University System.

"Although any food may produce reactions in some individuals, the most common offenders are eggs, milk, wheat, corn, chocolate, potatoes, fish, shellfish, tomatoes, and citrus fruit such as oranges, grapefruits or lemons," she said.

One cause of a food sensitivity may be eating too much of that particular item. This is why it's unwise to follow fad diets calling for an excess of any one food, Mrs. Sweeten reminded.

"And frequently people who 'just don't like' certain foods really may be allergic to them. Nature's protective effort may be misinterpreted as just a whim or fancy—such as the preschooler who refuses to drink his milk.

"Or a teenager may be fully aware that when he eats chocolate he has a reaction such as a stomach ache, headache or bad skin condition.

"Any food giving mild symptoms should be placed on the suspect list," the specialist said.

If family members seem sensitive to certain foods, the family physician or a specialist in allergic disease, can identify the exact allergies and prescribe the proper treatment, she noted.

Because nutritional needs of an allergic person are the same as anyone else's, physicians usually recommend a diet based on the Four Food Groups—but individually modified to the person's allergies.

"Remember to read prepared food labels carefully to see that the offending substance isn't contained. Foods causing an allergic reaction should be omitted," she said.

For diets excluding wheat and milk, Mrs. Sweeten suggested

these peanut butter cookies for snacking.

PEANUT BUTTER COOKIES
5 dozen cookies
1/2 cup shortening
1/2 cup peanut butter
1 cup brown sugar, packed
1/2 teaspoon vanilla
1/2 teaspoon salt
1 egg
3/4 cup soy flour
1/2 cup potato flour
1/2 teaspoon baking soda
Preheat oven to 350 degrees F. (moderate).
Grease baking sheets.

Beat fat, peanut butter, sugar, vanilla and egg until creamy.

Mix flours, baking soda, and salt thoroughly. Add to creamy mixture and beat well.

Roll dough into balls, about 1 inch in diameter. Place about 2 inches apart on baking sheet.

Press balls down with fork to make crisscross design.

Bake 15 minutes or until cookies are set, but not hard.

Remove cookies from pan to rack. Cool.



Hostesses Introduced

New staff members at King's Manor Retirement Home, Zona Smith, hostess, and Jane Bickely, assistant hostess, become acquainted with their new duties. The women both from a retirement home in Lubbock, were introduced at an afternoon reception at the home recently.



Engagement Announced

Mr. and Mrs. Marvin Joel Cooke of Eva, Okla. announce the engagement of their daughter, Janice Gail, to Gregory Lewis Brookhart, son of Mr. and Mrs. Earl Brookhart of Hereford. The couple plan to exchange wedding vows at 3 p.m. Oct. 18 at First United Methodist Church of Texhoma. The bride-elect is a graduate of Texhoma High School and Amarillo College. She is presently employed at Memorial Hospital in Guyton, Okla. The prospective bridegroom is a graduate of Boise City High School and is currently a student at Amarillo College. Friends and relatives are invited to attend the wedding and reception.

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MEN

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Downtown Hereford

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We Cater to The Kids
417 MAIN ST. • HEREFORD, TEXAS

Crusaders QUARTET
OF AMARILLO, TEXAS

Spreading the Gospel in Song

APPEARING AT THE
WESTWAY COMMUNITY CHURCH

8 miles west on Harrison Highway
7:00 P.M. - Sunday Oct. 5
Crusaders Quartet

3316 PATTERSON
AMARILLO, TEXAS 79109
PH: 355-8873

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ODDS CHART

as of September 27, 1975

PRIZE VALUE	NO. OF PRIZES	ODDS FOR ONE STORE VISIT	ODDS FOR 7 STORE VISITS	ODDS FOR 28 STORE VISITS
\$1,000.00	1	100,000 to 1	70,000 to 1	25,000 to 1
100.00	10	10,000 to 1	7,000 to 1	2,500 to 1
20.00	100	1,000 to 1	700 to 1	250 to 1
5.00	1,000	100 to 1	70 to 1	25 to 1
2.00	10,000	10 to 1	7 to 1	3 to 1
1.00	100,000	1 to 1	1 to 1	1 to 1
TOTAL	120,010	100 to 1	70 to 1	25 to 1

Scheduled Termination Date of this Program is October 16, 1975



THRIFT-BABY BEEF
Round Steaks
CENTER SLICES BEEF ROUND
99¢ LB.

PRICES EFFECTIVE MONDAY OCTOBER 6, THRU WEDNESDAY OCTOBER 8, 1975. NONE SOLD TO DEALERS. LIMIT RIGHTS RESERVED.

THRIFT-BABY BEEF Sirloin Steak... **99¢ LB.**

THRIFT-BABY BEEF RIB STEAKS... LARGE END, BEEF RIB... **99¢ LB.**



THRIFT-BABY BEEF **Chuck Roast**
BLADE CUTS BEEF CHUCK
69¢ LB.

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- RODEO ASSORTED Luncheon Meats... **99¢ 12-OZ. PKG.**
- RODEO, MEAT Skinless Franks... **79¢ 12-OZ. PKG.**
- RODEO, MEAT Chunk Bologna... **99¢ LB.**
- RODEO, NICKORY SMOKED Sliced Bacon... **53¢ 12-OZ. PKG.**

FRESH 100 PER CENT PURE BEEF **GROUND BEEF**
IN 3-LB. PKG. OR MORE... **89¢ LB.**

U.S.D.A. GRADE 'A' **HONEYSUCKLE TURKEYS**
ALL SIZES... **79¢ LB.**

CONGRATULATIONS TO A NEW \$1,000 GAMERAMA WINNER

MARCIA ANN NIX 804 N. PURDUE LIBERAL, KANSAS

OTHER \$1000.00 WINNERS:

MYRTLE ENGLE ALVA, OKLA.	JOYCE NELSON PAMPA, TEXAS	FAY JAMES HUGOTON, KANS.
SHIRLEY BIRDWELL PAMPA, TEXAS	ALMA MANGAN GARDEN CITY, KANS.	C.K. FOLLS PAMPA, TEXAS
JOEL CURTIS LIBERAL, KANSAS	J. E. SHACKELFORD PAMPA, TEXAS	JACKIE DOYLE HUGOTON, KANSAS

NEW \$100 WINNERS:

- MARY STAFFORD, 1545 SUNSET, LIBERAL, KANSAS
- SHIRLEY C. LACOMB, RT. 4, HEREFORD, TEXAS
- LESTER NIPPLE, RR, MOSCOW, KANSAS
- BARBARA M. DAY, CHESTER STAR RT., FAIRVIEW, OKLA.
- LOUISE HALLFORD, 719 E. BROWNING, PAMPA, TEXAS

NEW \$20 WINNERS:

- MRS. E. L. CROCKER, PAMPA, TEXAS — MIKA J. HINKLE, ALVA, OKLAHOMA — LARA GRACE, SHATTUCK, OKLAHOMA — IRENE DOWNING, ULYSSES, KANSAS — DAN EIDSON, LIBERAL, KANSAS — GEORGE L. DEVERS, ENID, OKLAHOMA — JANICE DORCH, HOOKER, OKLAHOMA — LELIA CORDOVA, CLAYTON, NEW MEXICO — BENNIE W. HAYWARD, GUYMON, OKLAHOMA — JUDY WHATLEY, PAMPA, TEXAS — THOMAS G. LUTHER, PAMPA, TEXAS — MRS. C. L. TAYLOR, PAMPA, TEXAS — MRS. W. H. KISER, LIBERAL, KANSAS — DR. E. A. NIERNBERGER, LIBERAL, KANSAS — CLARENCE REEVES, LIBERAL, KANSAS — R. C. LANGLEY, PAMPA, TEXAS.



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FANCY JONATHAN

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5 **\$1.00** LBS.

FULL CARTON . . . \$4.98

40-LB. CTN. . . \$4.98

COLORADO Bartlett 5 **\$1.00** LBS.

Pears . . . 5 **\$1.00** LBS.

CALIFORNIA Tokay Grapes . . . LB. 29¢

CAMELOT **TOMATO SOUP**
WITH 5" 10 1/2-OZ. CAN OR MORE PURCHASE **8/\$1**

Coca-Cola 32-OZ. 6 PACK PLUS DEPOSIT **\$1.39** LIMIT 2

DIXIE BELLE Saltine Crackers... **38¢ 1-LB. BOX** Limit 2 With \$5.00 or More Purchase

WAGNER'S Breakfast Drinks... All Flavors Quart **3/\$1**

MORTON HOUSE Chili with Beans... 15-OZ. CAN **44¢**

CARNATION Hot Cocoa Mix... PKG. OF 12 **99¢**

PETER PAN Creamy or Crunchy Peanut Butter... 3-LB. JAR **\$1.98**

Thrif-T Health & Beauty

STAYFREE MAXI PADS PKG. OF 12 **63¢**

PEPSODENT Tooth-paste... 7-OZ. TUBE **78¢**

DOUBLE PROTECTION DEODORANT Right Guard... 5-OZ. CAN **78¢**

CHEF-BOY-AR-DEE Cheese Pizza... 28 1/2-OZ. PKG. **\$1.18**

THRIFT-PRICED Lipton Tea... 1-LB. BOX **\$1.98**

STA-PUF PINK Fabric Softener... GAL. BTL. **88¢**

GLADE SOLID Air Freshener... 5-OZ. CTN. **44¢**

SHOUT Prewash... 13-OZ. CAN **88¢**

BREAKFAST OF CHAMPIONS Wheaties Cereal... 18-OZ. BOX **78¢**

ALAMO DRY Dog Food... 8-LB. BAG **\$2.49**

DELSEY ASSORTED Bath Tissue... 2-ROLL PKG. **42¢**

LAWN AND LEAF Glad Bags... CTN. **99¢**

BARKMAN BUSY BEE Honey... 4-LB. JAR **\$2.99**

Thrif-T Dairy Foods

TWIN TUB OLEO Blue Bonnet 1-LB. CTN. **63¢**

IDEAL Cottage Cheese... 12-OZ. CTN. **45¢**

CAMELOT American Slices... 5-OZ. PKG. **58¢**

PILLSBURY Canned Biscuits... 4 5-OZ. CANS **54¢**

Thrif-T Frozen Foods

TROPHY SLICED STRAWBERRIES 3 10-OZ. PKGS. **89¢**

ALL FLAVORS Fairmont Sherbet... 1/2-GAL. CTN. **94¢**

ORE IDA French Frios... 2-LB. BAG **66¢**

GOLDEN DELUXE Peach Pie... 37-OZ. PKG. **\$1.49**

FIRE

CAN TAKE IT ALL!

October 5-11



PREVENTION

WEEK



The Following Businesses Salute The
VOLUNTEER FIRE DEPARTMENT
For Their Achievements During The Past
Year And Their Dedication Towards The Future

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CHEVROLET-OLDS, Inc.
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364-2160 N. Hwy 385

PLAINS Insurance Agency
218 W. 3rd 364-2232

CARL McCASLIN
LUMBER CO
364-3434 344 E. 3rd

NCUA
Hereford Texas Federal Credit Union
330 SCHLEY PHONE 364-1888

CONSUMER'S
Fuel Co-Op
116 New York 364-1146

BOOTS & SADDLE
WESTERN WEAR
513 N. 25 Mile Ave. 364-5332

JOHN ORSBORN
BUICK-PONTIAC
146 W. 2nd 364-0990

Smith & Co.
Funeral Home, Inc.
105 GREENWOOD-HEREFORD, TEXAS 79045

HEREFORD GRAIN
CORP.
Veterans Park Road 364-3755

HI PLAINS SAVINGS
and LOAN ASSN.
119 E. 4th 364-3535

ROCKWELL BROS.
and Co.
104 S. Main 364-0033

GARRISON SEED
and Co.
E. Hwy 60 364-0560

"Your Goodyear Dealer"
PANCIERA TIRE
and Supply
301 E. 1st. 364-0311

McDowell Drug
336 N. Main 364-1313

OGLESBY
Equipment Company
S. Kingwood 364-1551

JONES MOTOR
CHRYSLER-DODGE-PLYMOUTH-DODGE TRUCKS
345 E. 1st 364-3150

McRIGHT GARAGE
and Supply
642 E. 2nd. 364-1137

FITHEN FIRE
and Safety Company
327 W. 1st. 364-2951

GRAIN HANDLING
CORPORATION
East of Hereford 364-3811

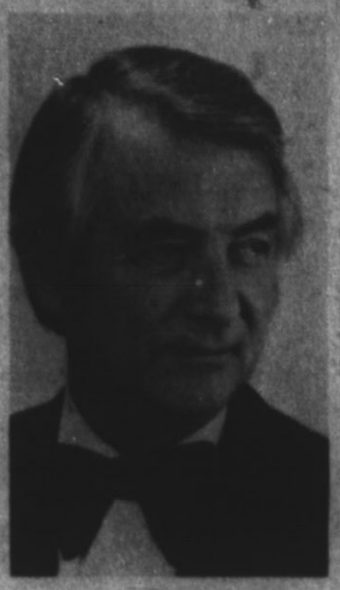
Lone Star Agency
Insurance & Real Estate
601 N. Main 364-0555

Travelogue To Feature San Francisco History

The Whiteface Kiwanis Breakfast Club will present its second program in the "Travel and Adventure Series" at 7:30 p.m. Thursday in the Hereford High School auditorium. The public is invited with tickets costing \$2 per adult.

"San Francisco—Then and Now" will be pictorially illustrated and narrated by John Strong, who was born in Phoenix, Ariz., and "grew up among cacti and rattlesnakes." A portion of his address follows: "San Francisco has a charm that is irresistible. Visitors are entranced by the steep streets, cable cars and beautiful views of the bay. It is an elegant city with well-dressed women and chic stores—a far cry from the rugged, lovely gold rush town of '49."

"In 1906, an earthquake and fire destroyed most of the city but its traces have been completely erased by time and new construction. Tall hotels



John Strong

with breath-taking views—The Mark Hopkins, the St. Francis and the Fairmont—grace the skyline. Some enjoy a walk through Chinatown. Others enjoy a cable car ride over Nob Hill to Fisherman's Wharf.

"Golden Gate Park is a perfect place to spend the afternoon at the Japanese Tea Garden or De Young Museum. The Cliff House looks down a chilly beach and Seal Rocks. A short ferry ride takes us to newly reopened Alcatraz, as visitors, not prisoners, fortunately.

"A quick drive over Golden Gate Bridge takes us to the artist colony of Sausalito. At Mill Valley hikers pass through the big trees to reach Mt. Tamalpais. Further north we visit Point Reyes jutting out into the cold waters of the Pacific.

"Not far away is the old Russian Fort, part of the United States once controlled by Russia. The Bay Bridge takes us to Oakland and to Berkeley to see the main campus of the University of California.

"Down south we pass through Stanford University and head for the sequoias at Santa Cruz, then cannery row at Monterey. Carmel entrances us with its picturesque houses and the scenic perfection of Point

Lobos. From Highway 1, we look down on the rugged grandeur of the Pacific coast at Big Sur and end our tour at Hearst's castle, San Simeon."

Strong graduated from the University of California, where he majored in physics. He conducted research work in nuclear physics on guided missiles and electronic computers. He worked briefly with a travel agency and is involved in photography.

Public Invited To See Display Of Porcelain

Hand-painted china, bisque and porcelain will be among items on display during a show Sunday Oct. 12 in Amarillo Garden Center.

Open from 1-5 p.m., the exhibit will be composed of items created by members of Porcelain Art Club, which has members representing numerous Panhandle cities. Hereford women who have joined the club are Mmes. W.C. Hromas, B.E. Roberson and O.H. Culpepper.

Door prizes will be given away during the porcelain show and some handpainted china pieces will be for sale. Refreshments will be served and there is no admission charge.

When you move your potted plants indoors this fall, remember they'll require less water than they did in the sun.

To prevent streaks on your wall, place thumbtacks along the lower underside of a picture frame.

When serving ham, make a tasty and nutritious accompaniment by adding raisins to rice while it is cooking.

Three tablespoons cocoa plus 1 tablespoon shortening can be substituted for 1 square of unsweetened chocolate.

School Menus

PUBLIC SCHOOLS

MONDAY—Chicken fried steak, and gravy, English peas, potatoes, orange cake with orange icing, hot rolls, milk.

TUESDAY—Frito pie with cheese, pinto beans, cabbage salad, banana pudding with vanilla wafers, hot rolls and butter, milk.

WEDNESDAY—Hamburger, lettuce, tomato, pickle and onion, French fries, apricot cobbler, bun, milk.

THURSDAY—Batter fry fish with tartar sauce, battered potatoes, pickled beets, peanut-butter cookies, hot rolls, milk.

FRIDAY—Chicken pot pies, green beans, glazed yams, fruit, sliced bread, milk.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY—Barbecued wieners, mashed potatoes, spinach, brownies, rolls, milk.

TUESDAY—Hamburgers, lettuce, tomatoes and pickles, potato chips, apple pie, milk.

WEDNESDAY—Spaghetti with meat sauce, cabbage-apple salad, peas, oatmeal cookies, buttered bread, milk.

THURSDAY—Tuna noodle casserole, tossed salad, green beans, applesauce, rolls, milk.

FRIDAY—Pizza, corn, tossed salad, Jello with Dreamwhip, milk.

Have you ever met anyone who had nothing to complain about?

There is great danger that what we consider important is unimportant.

Politics being what they are, you can expect government to be what it is.

Always remember that, with rare exceptions, you do not have to talk.

A fanatic is one who lets one idea dominate his life and befog his reason.

L'Allegra Members Watch Craftsman

Members of L'Allegra Study Club viewed a craftsman at work Thursday evening after a brief business meeting in the home of Mrs. Alex Schroeter. Mrs. Tommy Carnahan was co-hostess.

After routine discussion moderated by the president, Mrs. Gerald Parker, members assembled at Spangler's Jewelers, where Bob Spangler demonstrated the processes of casting silver and gold jewelry. Those women present included

Mmes. Jim Carnahan, Terry Caviness, Jim Conkright, Dennis Farley, Cameron Gault, Wesley Gulley, Burns Hamilton, David Jefferies, Tom LeGate, Dennis Lomas, Bill Lyles, Gary McQuigg, Rudy Metz, Gerald Payne, Joe Reinauer Jr. and Eddie Reinauer.

Stingy people never think they are stingy until it's too late.



Golden Gate Bridge

WASHINGTON NOTES

FEDERAL PAY HIKE
The Senate Civil Service Committee rejected President Ford's suggestion of a 5 per-cent pay raise and voted an 8.66-per cent raise for three million white-collar federal employees.

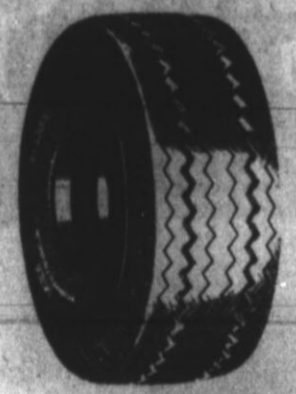
HEW ON DISCIPLINE
The Department of Health, Education and Welfare said hundreds of school districts are applying more severe disciplinary measures to minority students than to white children.

THIS WEEK'S SPECIALS

- SPECIALS IN OUR SERVICE DEPARTMENT**
- ALIGN FRONT END** \$13⁵⁰
 - MINOR TUNE-UP** \$39⁴⁵
Plugs-Points-Condensor-Scope Motor
 - SERVICE TRANSMISSION** \$24⁷⁵
Oil & Gasket
- ORVAL WATSON FORD SALES**

200 W. 1st SERVICE DEPT. 364-2727

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Shook has the equipment and trained personnel to afford you the finest in Tire Service!

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Caprock-Dallas-Hereford-Houston-Lamesa
Lubbock-Mulvane-Odessa
Pampa-Plainview-San Angelo-San Antonio
Hobbs, New Mexico

364-1010



CowBelles To Meet Soon

Texas CowBelles Annual Convention will be held Oct. 20-21 at the Sheraton-Fort Worth Hotel. "The CowBelles will meet in conjunction with the Texas Cattle Feeders," said Mrs. Wayne Owen, state CowBelle President.

Mrs. Reece Lawson, president of the Hereford area chapter of CowBelles reported that the local CowBelles will elect delegates to the state convention soon. She said a large contingent of local CowBelles will attend the

convention.

The CowBelles will begin the convention with a board meeting at 1:00 p.m. Monday, Oct. 20, where they will hear the Beef Development Taskforce program explained by National Chairman O.J. Barron, Jr.

Tuesday morning, Jerry Clower, well-known humorist from Yazoo City, Miss. will begin the days activities as the CowBelles meet jointly with the Cattle Feeders at a prayer breakfast. Speakers for the Tuesday morning session will include, Ellen Zavel, president of the National Consumer Congress, George Schott, manager of public relations, Merck Chemical Division and Draper Daniels of Draper Daniels, Inc. The CowBelles luncheon

Tuesday will be followed by the general session with Mrs. Don Ater, National President, of Ferriday, La. as guest speaker. During the afternoon session, officers for the coming year will be elected, CowBelle of the year for 1975, and Outstanding Chapter of the year for 1975 will be announced.

The convention will close with a dinner-dance Tuesday evening.

PLANE CRASH

BONN, WEST GERMANY — Four Italian pilots on dawn patrol flew their supersonic F104G Starfighters into the ground in perfect formation and were killed in a field near the Luxembourg vorder.



Trophy Presented

LaPlata twirlers presented principal Pat Hughes with a trophy they won for team twirling at a recent national twirler's association contest in Lubbock. Mrs. Patricia Lemons, at left, sponsors the group who are, standing, Sheri Whitaker and Jana Green. Kneeling are Kim Oswalt and Zann Zimmerman.

NEWS NOTES

TRUDEAU'S THREAT

TORONTO—An official of the Royal Canadian Mounted Police said that Prime Minister Pierre Elliott Trudeau's guards were put on the alert after two men were heard to make threats to kill him.

VETERANS DAY NOV. 11

LOS ANGELES — Veterans Day will be observed on Nov. 11 again starting in 1978. A new law restoring the holiday to Nov. 11, the traditional day of observance for many years, was signed by President Ford.

FORD TO TRAVEL

President Ford has tentatively scheduled out-of-town trips almost every weekend for the rest of the year. Press Secretary Ron Nessen disclosed.



Students Cited Thursday

Bob Fester and Denise Gomez, both sixth grade students at St. Anthony's Parochial School, were awarded trophies as students of the six weeks following a mass Thursday morning. The pair were recognized for academic achievement and school leadership.

Joyce's Journal

BY JOYCE SHIPP
Deaf Smith County Extension Agent

Agents Attend Cooking School

Sherry Harder, Cynthia Manning and myself attended the Southern Kitchens Cooking School in Lubbock this past week.

We learned the art of folding paper napkins into a trumpet, double trumpet and a peacock. These shapes make the napkins more interesting for the children in your family. They will probably enjoy using them when they're displayed so creatively.

They also serve as simple centerpieces. For details and/or directions on the various folds, please call us at 364-3573; we'll be happy to share this information with you. We'd like to share the following recipes with you:

oats
3 T. brown sugar
2/3 c. walnuts, chopped
1/3 c. melted butter
1 (6 oz.) can pink lemonade, thawed
1 (15 oz.) can sweetened condensed milk
1 (9 oz.) container frozen dessert topping.

Spread oats on a baking sheet. Bake at 350 degrees for 10 min. Toss with sugar, nuts and butter. Press evenly on bottom and sides of a 9-inch pie plate. Refrigerate.

Combine lemonade and milk. Fold in dessert topping. Pour into chilled oatmeal crust. Refrigerate at least 4 hours before serving. Yield: 6 servings.

TACO BEAN DIP

1 can bean with bacon soup
1-8oz. carton sour cream
2 t. instant minced onion
1/2 c. shredded cheddar cheese
3 T. taco seasoning mix

Heat all ingredients except sour cream in heavy saucepan for 15 minutes over low heat. Add sour cream and heat 3 minutes longer. Serve while warm.

SWEET AND SOUR SAUCE

2/3 c. light corn syrup
1/4 c. lemon juice
2 T. corn starch
2 T. soy sauce
1 can (8 1/2 oz.) crushed pineapple
1 clove garlic, crushed
1/2 c. chopped tomato
1/4 t. dry mustard

In small saucepan stir together corn syrup, lemon juice, corn starch and soy sauce until smooth. Add pineapple, garlic, tomato and mustard.

Bring to boil over medium heat, stirring constantly; boil 1 minute. Good with pork, beef, shrimp and chicken. Makes 1-3/4 cups.

PINK LEMONADE PIE

1 c. old fashioned or quick

COFFEE ALMOND BARS

1 c. butter or margarine
1 c. brown sugar, firmly packed
1 t. almond extract
1 t. instant coffee powder
2 1/4 c. sifted all-purpose flour
1/2 t. baking powder
1/4 t. salt
1 (8 oz.) pkg. semisweet chocolate morsels
1/2 c. almonds, finely chopped

Cream butter and sugar; add almond extract and instant coffee powder. Sift together flour, baking powder and salt; add to creamed mixture. Stir in chocolate morsels and almonds.

Press dough into a greased 15-x10-x1-inch pan. Bake at 350 degrees for 20 to 25 minutes. While warm cut into 2 1/2 x 1 1/2 inch bars. Yield: about 40 bars.

Every is the conclusive evidence of a little mind.

Good manners are good form, even on the highways. Most people are ready to spend someone else's money.

COMMODITY QUOTES
364-0185
HEINOLD
Bank of Southwest, Amarillo

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Our Preferred Loan Plan is designed specifically for those times when you need up to \$10,000... for bill consolidation, automobiles, big school money and home repairs. An SIC representative will help you determine the size of your loan. Borrow big money at SIC.

HERE ARE SOME EXAMPLES OF OUR PAYMENT SCHEDULES					
Amount Financed	Finance Charges	Monthly Payment	Months To Pay	Total of Payments	Annual Percentage Rate
\$2500.00	\$ 800	\$ 68.75	48	\$3300	14.34%
\$4000.00	\$1280	\$110.00	48	\$5280	14.34%
\$6000.00	\$1800	\$137.50	48	\$6600	14.34%

The amount financed will not be the net proceeds paid to you. If insurance is desired and included in the loan.

Where's the money coming from? that's where

SIC CREDIT COMPANY

700 South 25 Mile Ave. 364-1394

COMPARE

Case 2670



When you start to look for a four wheel drive tractor, compare the others with Case. The 2670 delivers 256* gross engine horsepower, 221** at the pto. The turbocharged, intercooled engine has 504 cubic inches of Case high-torque diesel power.

Put this to work with a power shift transmission that offers three on-the-go speed selections in each gear.

Rigid frame construction with 4-way, 4-wheel steering means the 2670 performs

as well on hillsides and in row crops as on level land. A 15'6" turning radius makes this one of the tightest turning 4-wheel-drives available.

Add a three point hitch and independent pto for power and versatility to keep that tractor working year 'round. Get the facts on other 4-wheel-drives, then stop in and we'll show you why the Case 2670 is one best for you.

*Manufacturers Rating
**Official Test

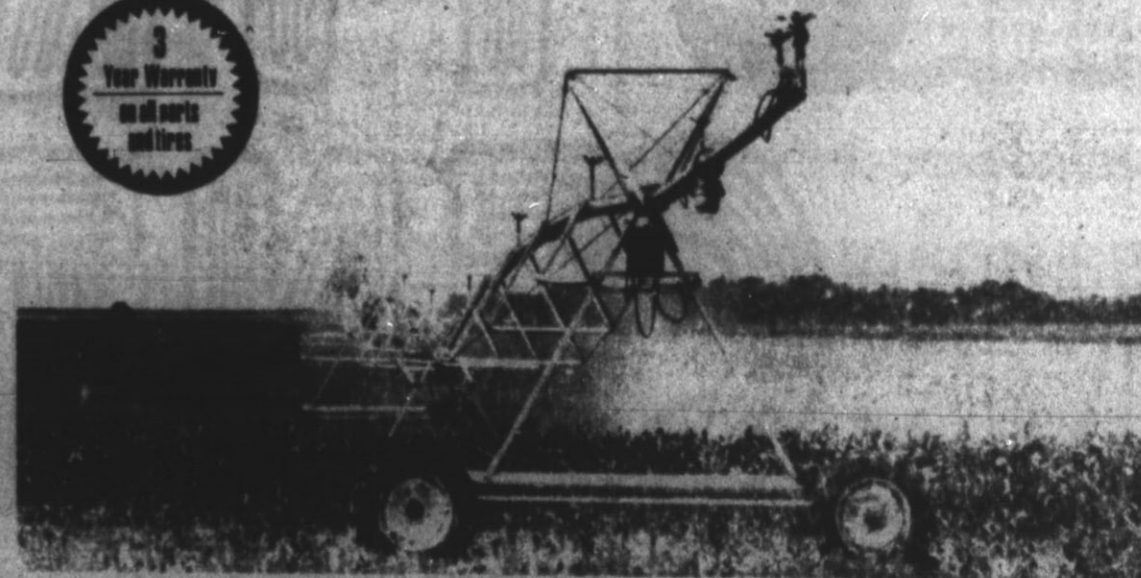
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Comings And Goings At King's Manor

By FAY GAUGGEL

Carrie Hendrix's Tuesday guests were Mrs. Ruby Pemberton and Mrs. Fay Herndon of Panhandle.

Our Mr. and Mrs. Vincent Carr had a son, Warlick Carr, to visit them on Tuesday.

Ten members of First Methodist Women in Canyon had lunch with us on Tuesday.

CROP TOUR AGAIN

Again on September 24 at 9:30 a.m., a group of us from both Westgate and the Manor—about 30 in all—went on a tour to view farms on the northwest side of town. The bus drove us about 25 miles.

We visited and drove through a feed yard. Corn combines took corn from the ear on the stalk and processed it all the way to the rich golden seeds. What an example of mechanized farming it was! The maize was not ready for harvesting. Sugar beets are being gathered too. But not much lettuce.

Our immaculate Rev. Seago got mud on his shoes in jumping a concrete irrigation ditch.

Thanks to the school system for the bus and thanks to the driver.

We're so glad some one in the days before King's Manor existed, decided to put the Manor in lovely Hereford.

PROGRAM

Robert McFarland, minister of music at First United Methodist Church, brought a youth choral group to Lamar Memorial Garden Room to perform on Wednesday at 6:30 p.m. There were about 25 of

them. The Lewis McCuistian family were outstanding in that Mr. Lewis accompanied on guitar while a son and a daughter sang with the group. Miss Zann Zimmerman helped Mrs. McFarland accompany at the piano.

Most impressive renditions were:

1. "Seek ye First the Kingdom of Heaven and all these other things" etc. etc. The second portion was done in parts.

2. "God Loved so Much"
3. "Mr. Simon"

4. "Come to the Waters" God said, "You will not be denied Stand by my side For those tears I died." This was quite melodious. The bass of the piano ran lovely arpeggios simulating waves of water. They sang selections from some youth group in California who compose and are known as "Children of Light."

5. "Welcome Back to the Lord" and "So Glad You Did."

We evidently were all feeling in accord, in that the McFarlands, being thoroughly Christian themselves, made every rehearsal and every performance rife with bits of witnessing, good counsel and other concepts of an exemplary nature.

Mrs. Don expressed it for us when she said that with such fine youth and such excellent leadership we need not be disturbed over the future of our youngsters.

PARTY

Monday evening marked an auspicious occasion at King's Manor when a celebration took place honoring our outgoing and very popular hostess, Mrs. Grace Mason. She can chalk up a most successful administration in that she was always

gracious, helpful and cheerful. She came here to stay a few weeks; then stayed about one and one half years.

A program was arranged as follows:

Mrs. Don presided with her usual enthusiasm and wit. Mr. Clyde had written a parody of words on the plaintive Red River Valley "From King's Manor they say your are going, We will miss your bright eyes and sweet smile" etc., singers were Mr. and Mrs. Seago, Clyde Hudson and A.W. Tooley. Second number was a duet by Mrs. Seago and Clyde Hudson entitled "For Away Places" presumably referring to Mrs. Mason's plan to travel some in the future.

A poem composed by our own Hattie Boling was read extolling the virtues and loveliness of Mrs. Mason.

The honoree was called to the front and presented a sizable album containing one snap shot of each King's Manor resident. She spoke with characteristic enthusiasm and surprise. "Oh, I don't know what to say!" After an appropriate acceptance, there was a general hubbub as we all waited to get a peep at the album.

A punch and cookie refreshment interlude took place as we were served by Mmes. Carrie Hendrix, Roberta Wilson and Roberto Seago.

Many Westgate people enjoyed the affair. We dispersed with mixed emotions-happiness brought us by Mrs. Mason and regrets that she is leaving.

She promises to visit us ever and anon. We wish for her everything good in the future.

Mr. and Mrs. Virgil Dodson had as guests Sunday: Mrs. Frank Allen. Mr. and Mrs. Herschel Allen and their own Scott. The Herschel Allens have recently moved to Amarillo from Rockford, Ill.



MRS. MARK HICKS
...displays macramé

Garden Club Readies For Fall Flower Show

Staging details for an autumn flower show dominated conversation Friday morning during a meeting of Bud To Blossom Garden Club in Pioneer Natural Gas Flame Room.

Dedicated to Mrs. A.L. Manjot, the garden show will be centered around the theme, "By The Garden Gate." There will be no admission charge for the affair, slated from 3-5 p.m. Friday in the Flame Room. The public is urged to attend, stated Mrs. W.H. Gentry, chairman. This year's competition will include a category for amateur designers, she related.

Acting as president, Mrs. Gaylon Bryan volunteered to serve on the club's Bicentennial

committee with Miss Gladys Setliff and Mrs. Wayne Porter. Mrs. Porter and Miss Setliff delivered the program concerning conditioning plants.

Others attending the meeting were Mmes. Bruce Brown, Sam Long, Jess Robinson and Billy Wayne Sisson.

The folks who live on interest rarely worry about the troubles of the man who lives on a salary.

Those who think they're too smart to be governed by the laws of their land are over-estimating their smartness.

Library Film Marks Start Of Events

Colorful scenes surrounding Sun City, Ariz. and other features of the western state will be shown in a film, which will be presented in three matinees Tuesday in Deaf Smith County Library. There will be no charge to view the movie in the Heritage Room.

One hundred prints of the film are in constant circulation in the U.S. and the library has scheduled three showings for the convenience of local residents. The feature presentation kicks off numerous activities scheduled this month at the library. All events are free to the public.

In order to accommodate the library discussion groups, family film night has been changed to Monday, Oct. 13 at 7:30 p.m. The general fare movie is comparable to a Walt Disney production and will be the story of a famous horse in

American history. Craft ideas will be shared by local artisans during a craft and hobby day from 10:30 a.m.-4:30 p.m. Wednesday Oct. 15. The following week, on Oct. 21, Roberta Seago, a member of the library staff, will review the book, "In One Era And Out The Other" by Sam Levenson. The critique will commence at 10 a.m. in the Heritage Room.

A genealogy society will be formed during an organizational meeting at 7:30 p.m. Oct. 23 in the Heritage Room. A charter member of the Dimmitt Genealogy Society will be present to give helpful facts about establishing such a chapter. Interested persons are invited.

The recently-formed library discussion groups will be activated this month with the American Issues forum meeting

the first and third Thursday of each month. The Great Books group will be assembling on second and fourth Thursdays.

Featured at the library this month is a macramé display by Mrs. Mark Hicks and an art exhibit composed of works by Emma Alston, a former local resident now of Amarillo.

Parents are reminded of the weekly story hour programs conducted at the library! Preschoolers will meet each Wednesday at 3 p.m. and first-fourth graders gather at 4 p.m. on Friday.

Gwen London, main librarian, stated that any individuals, school classes or civic clubs interested in scheduling a tour of the library facilities should call the library, 364-1206.

Aggie Mothers Plan Bake Sale

A major ways and means project for the Aggie Mothers Club Scholarship treasury was discussed during a meeting Monday in Caison Steak House.

A bake sale will be held in November to raise the needed money, which will assist a student bound for Texas A&M

University. Mrs. A.L. Hollingsworth presided at the meeting attended by six members.

Fishermen are coming home with the usual astounding stories about the large ones—that got away.

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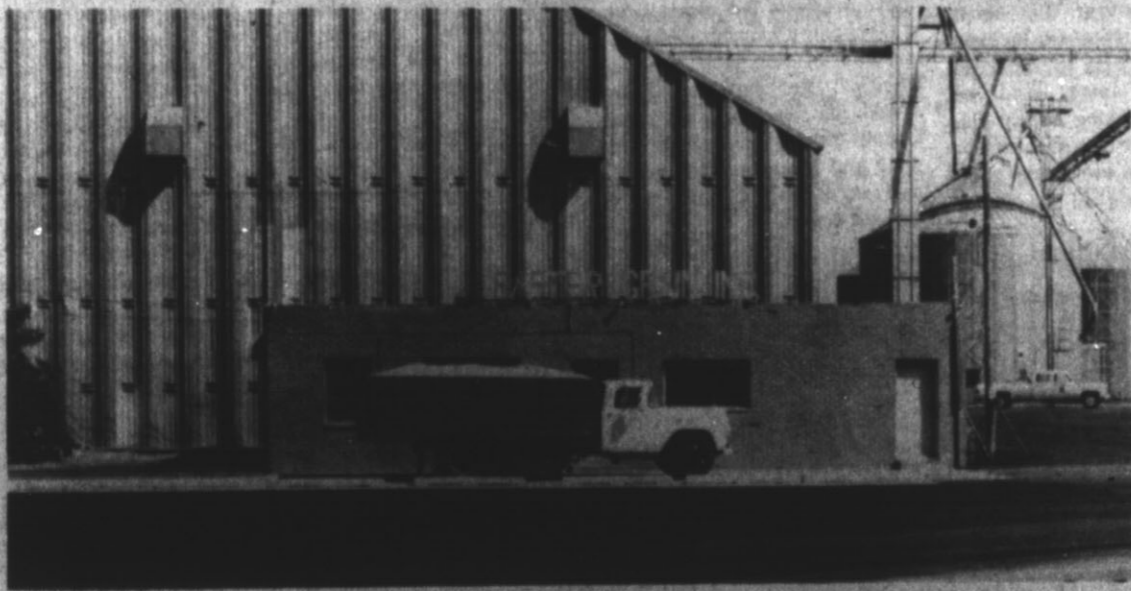
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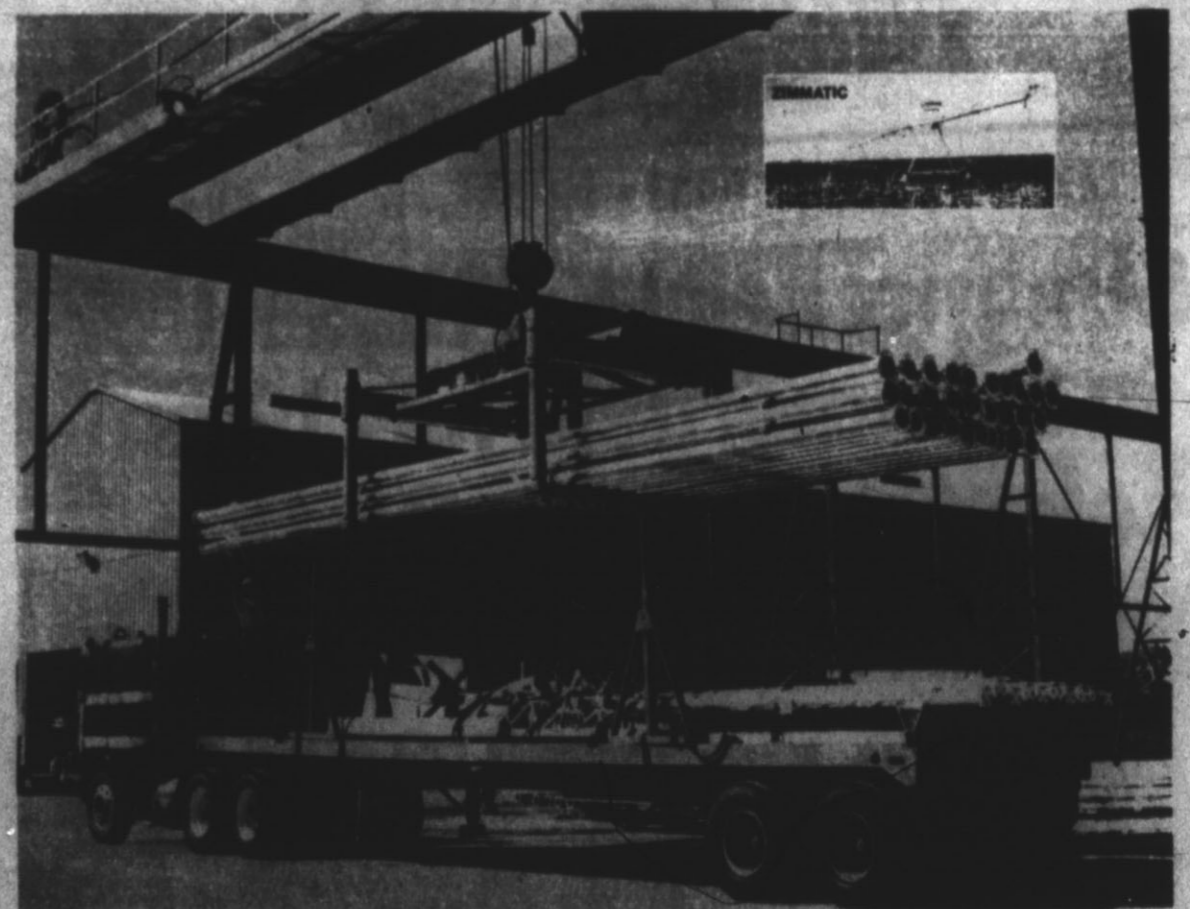
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Pest Management Conference Held

A six-member Soviet Union delegation of agricultural scientists met in Lubbock this week with 32 U.S. scientists to exchange scientific information about pest management in crops.

The high level international conference was sponsored by the Texas Agricultural Experiment Station, Texas A&M University; Agricultural Research Service—USDA; U.S. Environmental Protection Agency; and Cooperative States Research Service—USDA.

Coordinator of the three-day event at Lubbock's Hilton Inn was Dr. P.L. Adkisson of the Department of Entomology, Texas A&M University, College Station. Billy C. Gunter, district Extension agent and Dr. Don Rummel, Experiment Station entomologist, both of Lubbock, served as hosts.

Rummel said that the conference was called as part of the U.S.-U.S.S.R. scientific exchange program. Lubbock was selected as a meeting site because of its importance as the center of the most important cotton and grain sorghum production areas in the U.S. and because of the importance of research being conducted on cotton and grain sorghum at the Lubbock Experiment Station.

Rummel said the conference is being used as a way for U.S. and Russian crop production scientists to exchange ideas and information on pest control measures that are of interest to both countries.

The six Russian scientists, Drs. Y. Fadeev, V. Lebedev, K. Novozhilov, V. Shapa, G. Susidko and V. Vasiljan represent universities and agricultural experiment stations at Moscow, Leningrad, Kishinev and outlying areas of the Soviet Union.

The U.S. scientists are from Auburn University, University of California, Michigan State University, Washington State University, Cornell, Texas A&M the USDA and EPA.

Formal lectures were presented at a conference in the Lubbock Hilton Inn Monday and Tuesday. The meeting terminated Wednesday with a tour of experimental plots at the Texas A&M University Agricultural Research and Extension Center.

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On The Turnrow

By Jim Stelert



Cattlemen are generally recognized as individuals who make their own breaks and do things to help themselves,—independents you might say.

A current attempt by cattlemen to help themselves met with a degree of success Thursday when, after a number of delays, the House gave approval to the proposed Beef Research and Information Act.

Cattle industry representatives had gone to Washington some time ago to ask Congress to enact legislation which would allow the establishment of a

"check-off" system in the cattle industry.

Such a measure was approved Thursday by a vote of 229 to 189, despite the protestations of consumer advocates and union representatives who claimed the proposal is a consumer "rip-off."

"Check-offs" cost the producer, not the consumer. The producer agrees to allow a certain percentage to be deducted from his cash receipts and that money is then used to finance research, promotion, market development and other activities that can help to stabilize and expand his markets and aid his industry.

The grain industry has used "check-offs" quite successfully in developing markets and some major breakthroughs which led to more efficient production were first discovered with the aid of check-off funding.

CATTELMEN want to take \$30 to \$40 million annually from their own pockets and plow it back into improving their industry, yet consumer advocates were screaming in Congress for equal voice in just how the cattlemen conduct their affairs.

Understandably, cattlemen are pretty upset over the attitude of consumers who have paid nothing to produce the beef but want an equal say in how that beef is to be handled and

marketed. Agriculturalists everywhere are pretty well fed up with outside interference in farm and ranch affairs. Cattlemen especially remember two years ago when consumer boycotts of beef, a labor-backed truckers strike and the imposition of an unfair price ceiling almost destroyed the beef industry.

Plenty of cattlemen took their lumps in that fiasco and the road to recovery has been a long rough one since that time. The beef industry isn't eager to see such mistakes repeated.

According to Glenn Deen, president of the Texas Cattle Feeders Association, union leaders joined forces with the consumer advocates in reducing the chances of enactment of the new legislation.

"Even though many of the check-off funds would be used for consumer oriented programs such as research, consumer information and education programs aimed at better nutrition, union leaders opposed the check-off legislation for fear that the cattle industry might promote efficiencies in distribution and marketing that might eliminate union jobs," said Deen.

THERE AREN'T too many unions or organizations that carry their own weight and hoe their own row any more, and it's regrettable that unions and consumer advocates attempted to prevent the cattle industry from doing so.

The way so many outfits act these days, you'd think it's disreputable to pay your own way.

—TURN—

American farmers have produced an estimated 26 per cent more corn, 29 per cent more grain sorghum, 19 per cent more wheat and 18 per cent more soybeans this year than in the 1974 crop year. Only about half of these crops will be used domestically and in order to avoid the same kind of disastrous backlog which plagued the cattle industry, a major portion of the remaining grain must be placed on the export

market. SOONER OR LATER, the lid must be lifted on exports, farmers are being pushed to the limit and if they decide to drastically cut back on next year's plantings due to the mishandling of this year's crop, we're all in serious trouble.

The American public has grown to believe that cheap food is one of those inalienable rights guaranteed by the Constitution, regardless of the consequences to the man who must make the sacrifices necessary to get that food on American tables. Those sacrifices include taking subsidy prices for farm products, by the way.

Granted, food does cost more these days, but just take a look at any other country in the world and see how the quality of our diet and the prices we pay for the finest food in the world compares with our neighbors.

We've still got it pretty good, but it won't be that way much longer if we strangle the very industry which makes it possible.

WITH AN election year coming up, farmers will be tossed about in a political juggling act; it's an old and familiar routine with lots of promises and rosy optimism. Some of that juggling is going on right now, with the administration attempting to make points by playing cheap food politics.

If the current juggling act continues much longer, however, and export embargoes aren't lifted, farmers will be forced to cut back production and we'll all be paying the piper come election time.

—TURN—

With harvesting of a number of crops in full swing now, there are plenty of heavily loaded trucks on the road, and sometimes it's hard for a loaded truck to stop in the same short distance you can. They don't move nearly as fast either, and it takes only a moment to run up on one of the slow-moving vehicles. Be alert for these trucks on the highways and county roads; give them the time and the room they need, and we'll have a much safer harvest season.

Blight Attacks Soybeans

There's a new version of an old disease attacking soybeans for the first time in Texas.

This disease is aerial Rhizoctonia, sometimes called "web blight," and is normally a soil-borne fungus with a wide host range, according to Dr. Glenn Whitney plant disease researcher with the Texas Agricultural Experiment Station at Beaumont.

Previously, aerial Rhizoctonia has been reported in Louisiana, Arkansas, Mississippi and other Delta areas. The disease moves up into the canopy of the soybean causing water-soaked unnatural frosted appearing areas. A web of mycelium is associated with its appearance, Whitney said.

Although results have been devastating at several Texas locations where the disease has been found this season, Whitney emphasized at a recent Soybean Field Day here that the disease organism can be controlled.

"The use of Benlate as a foliar fungicide is effective in controlling the organism and also increases yields by 15 to 20 per cent," said Whitney.

Good soybean varieties are available in each of four maturity groups (V, VI, VII and VIII) grown on the Texas Gulf Coast, said Dr. J.P. Craigmiles, resident director of research and leader of the soybean breeding effort.

"Generally, the later the group, the higher the yield. The later groups are taller and have higher pod set. Group V matures four to six weeks before Group VIII but the quality of the beans is generally poorer," Craigmiles told approximately 200 farmers and agribusiness people during the field day activity.

An Experiment Station soybean physiologist, Dr. John Sij, discussed soybean research including lime studies, variety

trials, plant population and foliar fungicide studies, as well as studies on rice herbicide drift onto soybeans.

In the drift studies, it was evident that of the three commercial varieties—Lee 74, Davis and Bragg soybeans—the Davis variety was most susceptible to the rice herbicide propanil, said the researcher.

"Hence, extra caution should be exercised in rice herbicide spraying operations if the Davis variety is planted adjacent to a rice field," Sij warned.

Soybean fertility studies were viewed where work is underway to determine the nitrogen fertilizer response of plants grown on poorly drained soils. The preliminary results, along with past experience and results from other states, indicate that nitrogen fertilizer application will not increase yields of properly inoculated soybeans, researchers emphasized.

Weed research studies on hemp sesbania competition, red rice control and crop-herbicide rotation studies were discussed by Dr. Ford Eastin, Experiment Station weed control project leader.

Another speaker, Ralph T. Jackson, American Soybean Association, executive vice president with responsibilities for worldwide market development and research in 36 countries, emphasized the importance of soybeans as America's No. 1 cash crop and export crop.

Jackson warned that Brazil is presently exporting a greater per cent of its crop than does the United States.

"Indications are that palm oil will be used in 25 per cent of the world vegetable oil market by 1980. To keep soybeans competitive and inexpensive, the Soybean Association is emphasizing production research and promotion with financial support through a check-off system.

Breaking the yield barrier and increasing yield per acre is the best way to cut production costs and provide inexpensive soybeans, Jackson said.

When making custard-type pies, bake at a high temperature for about ten minutes to prevent a soggy crust; then finish baking at the recommended temperature, say Texas Department of Agriculture home economists.

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Accent on Health

J.E. PEAVY, M.D., Commissioner of Health

Do you happen to know, just offhand, what the fourth-largest industry in the United States is? As a matter of fact, it's the food service industry. Today's on-the-go family spends one out

of every three dollars in the family food budget in a restaurant, cafeteria, or other food-serving establishment. There are, of course, many reasons for the tremendous

growth of the food service industry in the past twenty-five years. One important factor is the progress that has been made in food service sanitation. Today, most people feel confident in visiting almost any restaurant, feeling that regular inspections by public health authorities—and the conscientious attitude of food service operators—will protect them against disease.

And it's true that every public health agency—whether local, state or federal—considers food

service sanitation to be a top priority. Wherever you go to eat out, you're almost sure to visit a restaurant or cafeteria that has been licensed by local authorities and visited periodically by well-trained health inspectors who have the authority to impose legal sanctions if they find anything out of order. It's reassuring to know that serious outbreaks of food-borne disease are comparatively rare.

But they do happen, and they can happen to you. The vast majority of food service

operators realize their obligation to the public, and they take seriously their responsibility to safeguard their customers from disease.

But inevitably, there are a few individuals who take short cuts. And even where the management recognizes the need for sanitation, there is always the possibility of a single employee who, through lack of training and poor attitude, fails to take the proper precautions.

Your Texas Department of Health Resources offers a few

simple suggestions that you can use to reassure yourself about the safety and sanitary condition of any restaurant you visit.

First, don't overlook the obvious. A restaurant, cafeteria, cafe, tavern, concession stand, or sidewalk vendor should look clean. Trash and food scraps should be removed from the floor and from tables as soon as each customer finishes his meal. Chairs, walls, carpets, and other fixtures should be neat and clean to both sight and touch. Dishes,

The Hereford Brand, Hereford, Texas, Sunday, October 5, 197

silverware, and cups and glasses should look and feel clean, too.

What about the restrooms? In many places, especially smaller restaurants, kitchen employees use the same restrooms that the public uses. If the restrooms aren't spic and span, you may have good reason to wonder about the sanitary condition of the kitchen, too.

Notice the food serving personnel. A good waiter or waitress never touches the food contact surfaces of the silver-

ware and never holds a cup or glass near where your lips will touch it.

Another dangerous, but all-too-common, practice is carrying food to the table with the dishes stacked on top of one another, so that some of the dishes are actually resting on your food.

If you see carelessness, here it's a strong indication of poor training for all of the employees.

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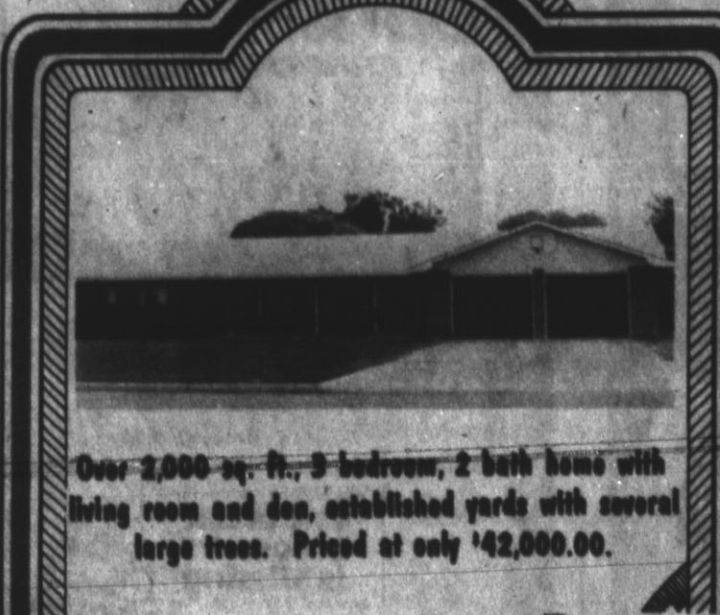
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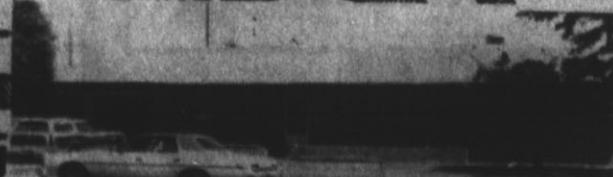


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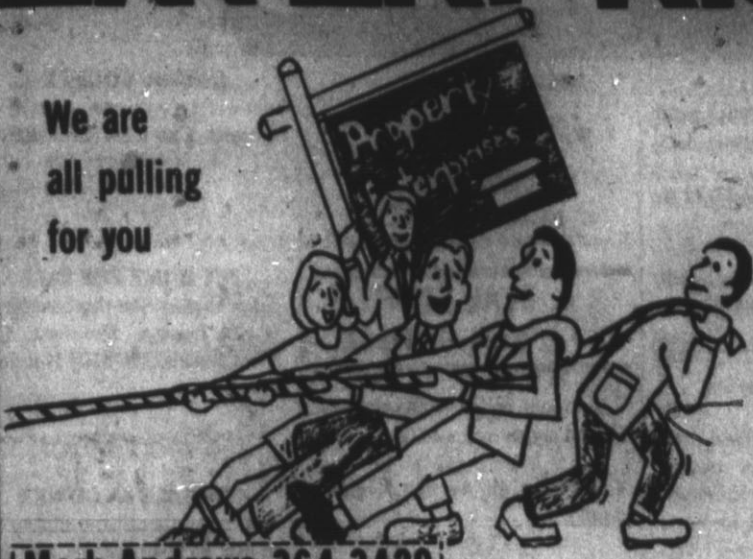
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2 br., 1 bath, 780 square feet. Only \$9,900. Let us sell you this one.



Attractive 3 br., 1 bath home in N.W. Hereford, excellent location. Only \$18,900. Call us about this one.



NEW LISTING on Star Street, Beautiful 2 story, 3 bdr., 2 bath, Cedar Shake Roof, 2 car garage, 3 car drive way-Best buy in Hereford.



3 br., 1 bath, den, over 1600 square feet in Aikman District. Extra large bedrooms. Call us for details.

COMMERCIAL:

Excellent Steel Bldg. located on West Hiway 60, only \$12,500 - Call for appointment.

Looking for a good business location on Park Ave?

Call us and let us help you.

CARMICHAEL

REAL ESTATE

505 S. 25 Mi. Ave.
364-1251



TRUYS CARMICHAEL
364-1082

We have many prospects interested in homes & land...List your property with us for efficient sales service!

1/2 Section of perfect land in Deaf Smith Co., 3 irrigation wells and 1 pump-back system, all tied together with underground pipe.

INVESTMENT PROPERTY 300 acres join city limits with pavement on 2 sides, 3000 head feedlot with scale and complete facilities, many self feeders and barns, 4 houses, 5 domestic wells. 160 acres cultivated land 1 (8") well, 1 (6") well, 2 creek pumps, 1 pumpback system

312 ACRES of choice flat land all under cultivation in a strong water area. Three irrigation wells, one pump-back system. All wells are connected with underground pipe.

NORTH PLAINS LAND 2 1/4 sections with seven 8" irrigation wells that are all 1000 g.p.m. plus. This farm also includes seven sprinkler systems with nine pivots.

1 section with four 8" irrigation wells, 600 acres under cultivation, three pivots with balance of cultivated row watered. This farm has very good price and terms.

2658 ACRES, 1908 ACRES cultivated 750 Native pasture, Nineteen 8" irrigation wells, four 6" irrigation wells, four pump-back systems. Over eleven miles of underground pipe. One three bedroom home, two duplexes, very good barn and cattle pens. This is a well developed, productive unit with very good terms.

TEMPLE ABNEY
364-4616

JAMES SELF
364-6069

TOMMY CARNAHAN
364-5494

Homes

RALPH OWENS

& ASSOCIATES, INC.

364-2222

REALTORS

"We do more for you than we have to"

311 E. PARK AVE.

Farms

NORTH OF FRIONA
Excellent 320 acres with 2 wells, talpi & 2 BR home. Will meet all the requirements for F.H.A. Loan.

EXISTING F.H.A. LOAN
318 acres with 3 small wells. Large metal barn. A bargain at \$300 per acre.

TRADE
Owner would like to trade for land near Ford. At \$320 per acre, could be an excellent farm for FHA loan. 320 acres, 2 wells, 4000 U.G. Tile.

MULESHOE, TEXAS
240 acres. West of Muleshoe, 3 wells, 2500 feet underground tile. Terms. H-2071

PRICED REDUCED
279 acres Northwest of Hereford. \$425.00 per acre. F-3070

COUNTRY LIVING
247 acres on pavement. \$325.00 per acre, 2 wells, house, feed bunks, fenced. Owner will sell \$30,000.00 down & carry 7 per cent second. F-3132

OUT OF COUNTY OWNER
Pavement with 2 good wells, 326 acres with 186 acres allotted. Farm now rented to excellent farmer. Small house, 2 miles tile, return pit, N.G., owner will trade. 170 bushel corn yield (ASCS). F-3131

\$500.00 PER ACRE 136 BUSHEL CORN YIELD (ASCS)
160 acres Northwest of Hereford. 120 feet of water. 700 G.P.M. water available. \$45,500.00 loan. 110 acres of allotments. F-1056

INDUSTRIAL WATER
240 acres near plant. Could have potential other than farming. F-2068

15 TOWER SPRINKLER
6 wells, Tile, Lockwood Sprinkler, Pavement, Barn, F.L.B. loan. \$600.00 per acre. F-3129

TRADE
900 acres owner will trade for good 1/2 section. 7 wells. Sprinkler. Good lake, \$175,000 loan. F-4126

80 ACRES
House, Barn, 1 well, near Hereford. Assume existing loan. Ideal for family, \$60,000.00.

320 ACRES
With 2 good wells, excellent water area. 2 pivot points, one 360 sprinkler, growing wheat, fertilized. 5 per cent existing loan.

305 Acres, 200 ft. water, 3 wells, table top. Owner will partially finance. You will not see a better farm. F-2089

640 ACRES
On pavement with 7 wells. Excellent improvements for farming. \$750.00 per acre. Enough water to plant all to summer crop. F-4125



HARD TO BELIEVE
3 BR, 2 bath, all brick home. In N.W. Hereford. Lg. den and LR combo. The price of only \$25,000.00 is hard to believe. Call us today. H-31123



CLOSE TO DOWNTOWN
Established neighborhood. Close to downtown, hospital and all schools. Lg bedrooms, 1800 sq. ft. area, 2 car garage. Excellent buy. H-31138



LOTS OF ROOM
This 3 BR, 3 Bath home has plenty of room. Ex. large closets, 8x12 cedar closet and storm cellar. Lg lot, approx. 2300 sq. ft. and ref. air. All for only \$28,500.00. Call today. H-31151

\$12,000.00
Nice 2 BR, 1 bath. Large den. Close to school. Call for more details. H-2040

REALTOR

REALTOR

REALTOR

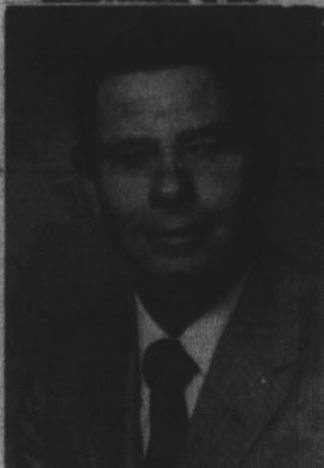
REALTOR

REALTOR

REALTOR



RALPH OWENS
364-2560



SAM LONG
364-0981



TOMMY BOWLING
364-5638



DEAN STALLINGS
364-6980

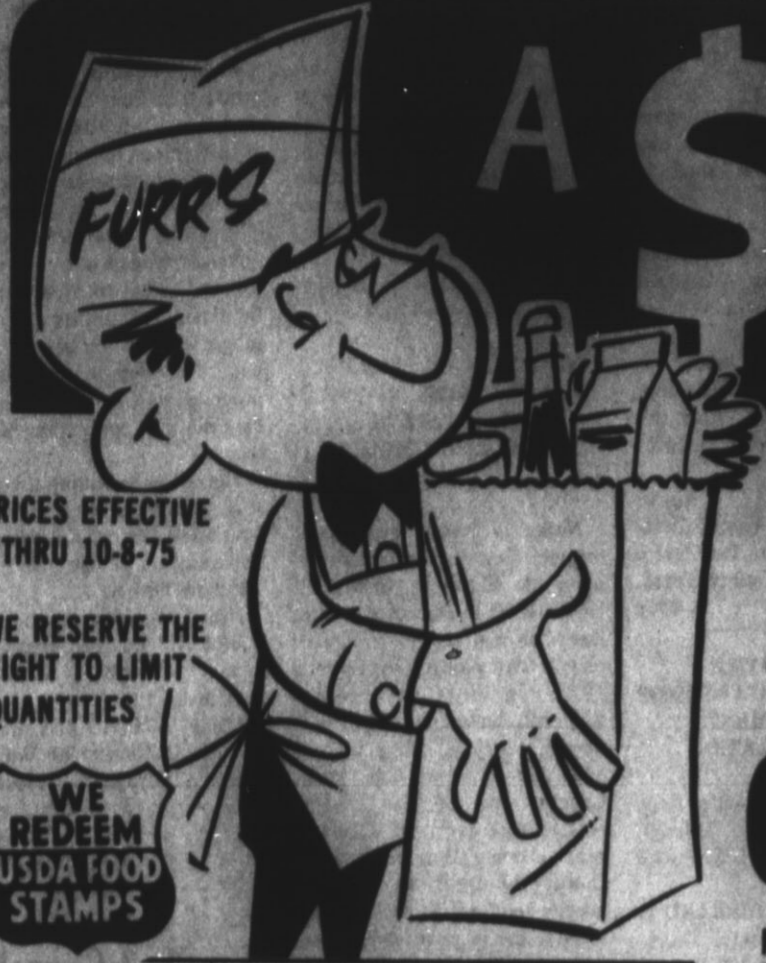


BETTY GILBERT
364-4950



BETTY LADY
364-4056





A \$ BUYS A BUNCH

PRICES EFFECTIVE THRU 10-8-75

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

WE REDEEM USDA FOOD STAMPS

☆ YOU PAY THE LOWER PRICE AT FURR'S
 ☆ WE WILL NOT CHANGE A PRICE ON A MARKED CAN OR PACKAGE EXCEPT TO LOWER THE PRICE.
 ☆ ONCE PRICED... ALWAYS PRICED.

PEARS
 SWEET AND JUICY
 LB. 4 FOR \$1.00

GREENS
 MUSTARD, COLLARD OR TURNIP BUNCHES
 4 FOR 88¢

GRAPES CALIF. TOKEY LB. 35¢
CABBAGE TEXAS FINEST LB. 13¢

GRAPEFRUIT RUBY RED LB. 19¢
APPLES FANCY RED DELICIOUS LBS. 4 FOR \$1.00

ROUND STEAK FURR'S PROTEN LB. \$1.39 ADV. SPECIAL

SIRLOIN STEAK FURR'S PROTEN LB. \$1.39 ADV. SPECIAL

RIB STEAK FURR'S PROTEN LB. \$1.39 ADV. SPECIAL

CHUCK STEAK FURR'S PROTEN LB. 98¢ ADV. SPECIAL

RANCH STEAK FURR'S PROTEN 7-BONE CUT LB. \$1.19 ADV. SPECIAL

GROUND BEEF REGULAR GRIND FRESH DAILY LB. 79¢ ADV. SPECIAL

SHORT RIBS FURR'S PROTEN DELUXE, B-B-Q, LB. 79¢

PORK and BEANS VAN CAMP'S NO. 303 CAN 4 FOR \$1.00

BLACKEYE PEAS FOOD CLUB, FRESH SHELLED NO. 300 CAN 4 FOR \$1.00

APPLE JUICE QUART BOTTLE 2 FOR \$1.00

TOMATOES FOOD CLUB NO. 303 CAN 3 FOR \$1.00

CORN FOOD CLUB NO. 303 CAN 3 FOR \$1.00
SPINACH FOOD CLUB NO. 303 CAN 4 FOR \$1.00

Shop Our Delicatessen
 ½ Lb. Hot Links Serves Two for \$1.69
 ½ Lb. Potato Salad
 ½ Pt. Cole Slaw

BISCUITS
 FOOD CLUB TEXAS STYLE 12 OZ. 3 FOR \$1.00

TOMATO SOUP FOOD CLUB CAN-NO. 1 6 FOR \$1.00
PEACHES GAYLORD-SLICED OR HALVES-NO. 2½ CAN 49¢
TEA BAGS FOOD CLUB 100 COUNT PACKAGE \$1.29

GREEN BEANS FOOD CLUB NO. 303 CAN 4 FOR \$1.00

DOUBLE GOLD BOND STAMPS
 TUESDAYS AND WEDNESDAYS

WEXFORD CRYSTAL
 BY ANK HOK HOK KING
 THIS WEEK'S FEATURE
ON-THE-ROCKS
 GOOD THRU OCT. 11 55¢ EACH
 NO PURCHASE REQUIREMENT
 COMPLETER PIECE
4lb JAR & COVER \$1.49

SUPER DISCOUNT SPECIALS

SUGAR FOOD CLUB
BEEF 5-LB. BAG
99¢
 EXPIRES 10-8-75 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

GROUND COFFEE
 ALL GRINDS 1-LB. CAN
75¢
 EXPIRES 10-8-75 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

FRESH MILK
 HOMOGENIZED ½ GALLON CARTON
29¢
 EXPIRES 10-8-75 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

LARGE EGGS
 FARM PAC USDA GRADE 'A' DOZEN
9¢
 EXPIRES 10-8-75 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

Frozen Food Favorites
LIMA BEANS TOP FROST-FORDHOOK-BABY, 10 OZ. 3 FOR \$1.00
POTATOES TOP FROST, HASH BROWN, 2 LB. PKG. 3 FOR \$1.00
CORN ON COB TOP FROST, 4 EAR PKG. 69¢
WAFFLES TOP FROST-10 OZ. PKG. 39¢

KITCHEN GADGETS TOPCREST
 ALUMINUM KITCHEN FUNNEL, EA. 3 FOR \$1.00
 ALL METAL COIL BEATER OR BLACKHANDLE 3 1/8" STRAINER EA. 2 FOR \$1.00
LONG HANDLE TOOLS
 2 TINE FORK, BASTING SPOON, SMALL CAKE TURNER, SLOTTED SPOON, HAMBURGER TURNER, OFF SET TURNER 2 1/2" STRAINER, YOUR CHOICE, EA. 2 FOR \$1.00
 3 CUP SIFTER, 5-PC. PLASTIC SNAP N-STORE MEASURE CUP SET 5-IN BOWL STRAINER, 2-CUP MEASURER, CHOICE, EA. \$1.00

BAKEWARE TOPCREST
 CHOOSE FROM: SEAMLESS 6-CUP MUFFIN PAN 9-IN. DEEP LAYER CAKE PAN, 9 5/8" x 5 1/2" BREAD & MEAT LOAF PAN, 11 1/4" x 7 1/2" BAKE & ROAST PAN, SQUARE 8" x 8" CAKE PAN, 12-IN. ROUND PIZZA PAN, EA. 2 FOR \$1.00

SHAMPOO AQUA-VELVA
 HEAD & SHOULDERS LOTION 7-OZ. SIZE \$1.17

AFTER SHAVE MUSK OR HERBAL 4-OZ. SIZE \$1.53

BEN-GAY GREASELESS OINTMENT 3-OZ. SIZE \$1.62
BODY POWDER SHOWER TO SHOWER 8-OZ. SIZE 87¢

SINUS TABLETS SINE-AIDE 24's 93¢

DEODORANT ARM & HAMMER WITH SODA, REG., UNSCENTED 7-OZ. SIZE \$1.11

SHOP Furr's MIRACLE PRICES