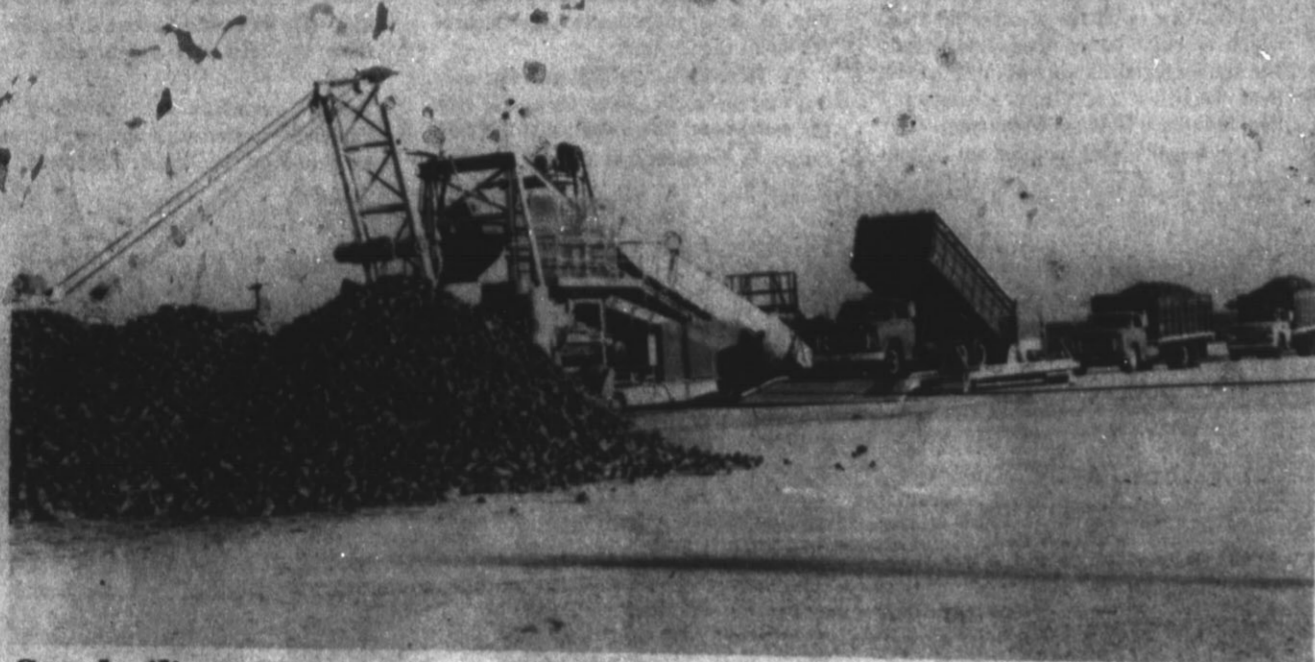


Corn Harvest, Beet Campaign Underway



By JIM STEERT
Brand Farm Writer

Deaf Smith County farmers have plenty of reason for optimism after most harvested their initial loads of corn over the weekend and early this week and found the yellow grain to be of outstanding quality.

WHILE THE COMBINES were rolling through local corn fields early this week, another harvest got underway as local farmers and Holly Sugar Corporation's Merrill E. Shoup plant officially launched the sugar beet campaign for 1975 Tuesday morning.

Although corn yields should be good this year, beet tonnage could be down by as much as 20 per cent, due to heavy infestations of curly top in some areas.

According to reports from local elevators, not enough corn has been harvested to obtain yield figures as of yet, but good test weights and the overall high quality of the grain indicate that this year's corn crop should be classified in the bumper category.

Gene King of Easter Grain reported that the corn in that area "is great", with test weights in the 55 pound range and (See HARVEST, Page 2A)

thursday
the Hereford Brand

Hereford, Deaf Smith County, Texas Thursday, October 2, 1975
74th Year, No. 79 32 Pages Plus Insert 15 Cents

Sue Ann Pledges 175 Jobs 'Texas First' Program Gains 32 Jobs Here

"Texas First," Governor Dolph Briscoe's job creation campaign, has been successful in the past four months by identifying 18,000 available jobs, 31 of which were found in Hereford.

David Pruitt, chairman for the local campaign, said that as of Tuesday, 74 firms had been contacted with 13 possibilities that were in existence in the community after the survey began. "This does not include the jobs that were already available."

The jobs were sought in an anti-recession move and to increase the job potential of this area. The firms were initially contacted by letter and asked if they had any unsubsidized jobs.

The Texas first goals were set at 4,000 jobs when the program started in May and were revised upward to 15,000 one month later according to Reagan Brown, chairman of the state campaign.

The 18,000 jobs found across the state were identified through response from top Texas industrialists to letters sent out by the governor's office offering the state's resources in helping them with economic expansion.

Pruitt said that the count so far does not include those which might become available through Sue Ann Inc., the Dallas based clothes manufacturer which is building a plant here to accommodate about 150 sewing workers.

However, Sue Ann jobs will be included under the Texas First program once they are open, which is expected within a month.

Sue Ann, Inc. has pledged to hire 175 new employees as its contribution toward

the effort to make Texas First in business and industrial development.

"We greatly appreciate Sue Ann's involvement in this program to improve living in Hereford and Deaf Smith County," said Pruitt.

The 175 new workers Sue Ann has pledged to hire will be trained through the Texas Start-up Training program under the direction of the Texas Industrial Commission. The course of instruction will be provided by Texas State Technical Institute. After this training, the new employees will be fully qualified for their new positions at no cost to their companies. This training program has proven its value by showing

(See TEXAS FIRST, Page 2A)

Police Have Quiet Weekend

Hereford police encountered a fairly quiet weekend, investigating several thefts.

Saturday burglars took a calculator and amp gauge at Stan Fry Sheet Metal. A calculator was also taken from Sateway grocery Saturday.

The front wheel of a Honda motorcycle was stolen from the Savas Celaya residence at 219 Catalpa Friday morning.

Officers are currently investigating an incident of vandalism which occurred at the Antonio Romero home at 122 Ave. A. The back window of a 1968 Chevrolet was broken in the incident.

Stockpiling

Long lines of beet-laden trucks formed at Holly Sugar Corporation's Merrill E. Shoup plant here Tuesday morning as the 1975 sugar beet campaign officially got underway. Here, trucks form lines to

dump their loads on a beet piler, which stockpiles the beets for processing later. According to a Holly spokesman, the beet harvest could end as early as Nov. 20 with favorable weather.



By Speedy Nieman

That feller on Tierra Blanca Creek says it's no fun to just loaf around unless you have plenty of work to do.

oOo

If you'll ask enough people, eventually you'll find someone who will advise you to do what you were going to do anyway.

oOo

HERD COACH Fred Upshaw goes against his former boss when the Whitefaces take on the Amarillo Sandies Friday night, and it should be an interesting contest. Larry Dippel moved (See HEREFORD BULL, Page 2A)

Clash With Sandies Excites Herd

By JOE LACKEY
Brand Sports Writer

Whiteface head coach Fred Upshaw has predicted a "great game" will result from the Hereford-Amarillo High clash Friday night in Amarillo, and has said Whiteface gridders are very excited about playing the team coached by former Hereford head coach Larry Dippel.

"This is a special week for us. We are looking forward to this game," Upshaw said, noting that he grew up with Dippel and that they have been friends for 30 years.

Upshaw said that Amarillo High has a good football team, stating that the Sandies have a sound offense. "They're not real fancy on offense, but they will use an occasional trick play," he said. "The Sandies will use a defensive alignment similar to ours. The big

difference between the two teams is on offense, where Amarillo High will use more rollouts with their quarterback than we will."

The Whiteface Booster Club has proclaimed Friday "Maroon Day" in Hereford, and urges all Herd fans to wear the Hereford colors on that day. Booster President Mack Tubbs said he wants Dippel to be aware of Hereford fans on game day.

Robert Priest, assistant coach on the Hereford varsity staff, scouted the Amarillo High-Plainview game last week, won by Plainview. Priest said the Amarillo High defensive alignment will be similar to that of Hereford's. "They will use a five-man front on defense, as we do, but will use a lot of alignment changes on defense, and occasionally will go into a four-man front," Priest said. "They have given up a lot of points against some good teams," he said. Offensively, Priest noted that Amarillo

High lost one of their top runningbacks early in the season because of an injury. The Sandies have good speed in the other back, however, the assistant coach said.

Richie, the Amarillo High quarterback, is the leading passer in their district, which is not a passing district, Priest said. The assistant coach expects Amarillo High to do a little of both running and passing.

"Coach Dippel uses the Wing T offense, and mixes his play well," Priest said. Game films of Amarillo High games this year reveal that in first and ten situations, Amarillo High has used 31 different plays.

"Dippel tries to find a combination that pays off," Priest said. "What they run on offense is extremely varied."

Priest said that Amarillo High's squad is about the same size as the Hereford eleven.

Upshaw reported that injured Whiteface gridders Abel Trevino, Dennis Evans and Mike Dudding have been working out this week, although Evans has been withheld from contact work. Both Trevino and Dudding are expected to play some defense Friday night.

Looking back at the Canyon game, Upshaw said "We were tickled to death to win. We thought we played a good football game. Our kids did an especially good job on defense."

The head coach said the big play had been killing the Whitefaces in the first three games, but the Herd defense permitted no big plays in the Canyon game, won by Hereford 7-6.

"Their longest gain was 17 yards," Upshaw said. "When you shut off the big gainer defensively, you always have a chance."

Offensively, Hereford came up with one big play, the long touchdown run by Crim, which, together with the extra point, proved to be enough for a victory.

"Beating Canyon has made a lot of difference in our workouts this week," Upshaw said.

The head coach said that sophomore quarterback Kelly Kitchens will be on the varsity squad Friday night in Amarillo.

Both Amarillo High and Hereford have 1-3 records entering the Friday night game.

Grady Explains Benefits Of New Postal Customer Service Program

A nationwide Consumer Service Program designed to improve and broaden the quality of mail service has been organized in Hereford according to Postmaster Nolan Grady.

As of Oct. 1, the U.S. Postal Service introduced a program at the Hereford Post Office and other offices across the nation to encourage mail users to register problems they may have with their mail service.

At the core of the program is a consumer service card, through which problems are identified and which postal managers attempt to expeditiously resolve.

The Consumer Service Program reflects Postmaster General Benjamin F. Bailar's determination that mail services to the public will be "friendly, courteous and efficient, as well as speedy and reliable."

"Good service is a far broader concept than just mail handling, as important as that is," the Postmaster General says. "It is also built on employee courtesy, our

representatives to customer needs, the sympathy and understanding we bring to your own expectations of what good postal service is all about."

Postmaster Grady urged customers in Hereford to bring their inquiries and complaints to the attention of postal managers.

To make it easier for a customer to make a suggestion or complaint about postal service, the new consumer service card will be available from letter carriers and at the post office.

According to Grady, the card is two postal cards with carbon paper between them.

"One copy goes to me so work can begin on the problem," he said. "The other goes to Postal Service Headquarters in Washington for cataloging and analysis. The cards will help management spot problem areas and trends and take corrective action if necessary."

The Consumer Service Program was tested earlier this year in Illinois,

Massachusetts, Arizona and Rhode Island. Postal Customers in the test found cards easy to complete and most complaints were resolved to the customer's satisfaction.

The card should take no more than two minutes to fill out. The postmaster also said he and his staff are willing to discuss any problems, including lack of courtesy, irregularities in deliveries, etc.

"We want you to come to us with your problems," concluded Grady. "The whole point of this service program is to bring your problems and gripes out into the open where we can attempt to resolve them."

School Newspaper Starts Up Again see page 1B

UW Chairmen Named, Drive Kickoff Set

Eight division chairmen have been named for this year's United Way campaign in Deaf Smith County, and the drive will be launched with a kickoff breakfast Oct. 8, it was announced this week by Raymond White, president of the local UW organization.

Campaign chairman Speedy Nieman announced the appointment of the eight division chairmen. They are: Bill Johnson, retail business; Lanny Crump, wholesale, manufacturing and services; Robert Mayfield, professional, real estate and insurance; Andrew Kershen, agricultural; Nolan Grady, public employees; Bartley Dowell, financial; Mike Patrick, utilities; and R.C. Hoelscher, out-of-town management.

The division chairmen will appoint captains this week, and the captains will recruit volunteer workers prior to the kickoff breakfast on Wednesday morning, Oct. 8. While the month of October has been declared "United Way Month", the main push of the campaign drive will be the two-week period from Oct. 8 to Oct. 22. The kickoff breakfast is set for 6:30 a.m., Oct. 8 in the Civic Club Center.

The United Way goal here this year will be the same as last year—a total of \$59,600 for the 10 agencies included in the program. The drive fell short of the

goal last year when about 82 per cent was collected, and directors decided to keep the same goal and concentrate on getting 100 per cent.

UWDC directors and the division chairmen were working this week to arrange prospect cards and prepare them for distribution to the captains at the kickoff breakfast. White said the budget and admissions committee will determine allocations when the drive ends, but agencies will be tentatively assigned the same quotas as last year.

Approximately 71 per cent of the UW budget goes to local youth programs. This includes about 25 per cent to Scouts, 21 per cent to Campfire Girls, 13 per cent to Kids Inc., 11 per cent to Big Brothers-Big Sisters, and 1 per cent to the Children's Rehabilitation Center.

Other agencies and approximate portion of the budget: Red Cross, 17 per cent; Salvation Army, 7 per cent; Council on Alcoholism, 2 per cent; USO, one-half per cent; and Texas United Way, one-half per cent. Local expenses amount to about 2 per cent.

Other UWDC officers this year include Bud Snyder, 1st vice president; Mal Manchec, 2nd VP; Gayle Cotten, treasurer, and Genevieve Miller, executive secretary.



'We Want To Help'

Hereford Postmaster Nolan Grady displays one of the customer service forms which postal patrons may use to request help in specific areas of need. It is authorized under a new program which began Wednesday.



Hook 'Em Horns!

Harold Close, left, and Dr. Hap Cavness unveiled a newly-decorated golf cart on the municipal course the past week. Painted a bright orange, the cart also has a set of horns mounted on the front to denote their support of the University of Texas Longhorns. The sight of the cart may not be too pleasing to Red Raiders fans this week!

Only National Monument in Texas

Public Support Sought for Alibates Development

The Panhandle of Texas has never been the center of tourism for the state, but it has what can eventually be a focal point for visitors coming to this area in the future.

It is the Alibates National Monument, the only one in Texas. However, its present condition is a surprise to most observers who might have been expecting museum facilities, large open pit flint quarries, paved roads, reconstructed Indian dwellings, permanent ranger stations and more.

ALIBATES is the location of vast flint deposits which were used by early Indians of this area some 12,000 years ago. The Prehistoric settlers were up

against great odds and the flint provided a means for them to kill the large mammoths which gave them their food, clothing and shelter like buffaloes did later.

It was designated a national monument in 1965 since the beautiful multi-colored flint was being depleted by rock collectors and legislators felt the area should be protected for its historical significance. But the funds for the monument and park were not much and little has been done since to build it and to develop it.

BUT PANHANDLE AND HEREFORD people don't let things lie and a committee of members of the Amarillo Board of Convention and Visitors

Activities has been organized to lobby for further development of the monument. It is headed by Travis Aaron, Amarillo district manager of Southwestern Public Service.

A big push is underway to involve the public and garner interest to show the Congress that Alibates is worth more funding and should put at the top of the list of the National Park Service's projects. Alibates is under the administration of the Lake Meredith National Recreation Area of the NPS, located about 35 miles northeast of Amarillo.

Newspaper representatives from all parts of the Panhandle including Hereford were called to a meeting Sept. 4 and another one Monday to hear a promotion on Alibates and to tour its 92-acres.

At Monday's meeting, cards were passed out on which signatories were to note their interest in having the Congress appropriate more money for the monument. These were self addressed to Senators Lloyd Bentsen and John Tower and Congressman Jack Hightower of the Amarillo district. Congressman George Mahon of the Lubbock district has also pledged his support of Alibates.

A SIGNIFICANT RESPONSE in signed cards was received at the Tri-State Fair in Amarillo, where almost 5,000 persons showed their interest. And the committee is hoping for added response in preparation for the park service's next hearing on Alibates scheduled for the first of December. It will be held either in Amarillo or Borger.

Numbers are apparently the key to the game, and the committee has asked citizens in all Panhandle towns to write their senators and representatives as the monument is expected to benefit the

whole region through increased tourism.

Hopefully say Alibates supporters, this interest can mushroom into results including the purchase of more land on which to build badly needed facilities. The site is officially known as the Alibates Flint Quarries and Texas Panhandle Pueblo Culture National Monument.

Park ranger Ed Day pointed out on the

media tour that Alibates is the natural place to tell the story of the Indians who roamed the plains since most of them got one of their most essential natural resources there—flint.

AT PRESENT, TOURS are the only way that the public can be allowed to visit the monument. The presence of the park ranger is necessary to ensure that the

flint—the very essence of the monument—does not disappear in a flurry of souvenir collecting. Moreover, most visitors need someone to explain to them how and why the quarries were used.

BEVA members are convinced the Panhandle cannot wait another 10 years for action on the Alibates problem.

Disease Film Shown Tonight By County Heart Association

A meeting open to the public will be held at 7:30 p.m. tonight at the First National Bank by the Deaf Smith County Heart Association, which will show a film entitled, "I am Joe's Heart."

It will be the first of monthly meetings at which films and presentations will be made to better inform the local public of their need to take better care of their hearts especially with the mounting number of heart disease cases reported in the Hereford Area. The local unit of

the American and Texas Heart Associations was formed this year after a representative of the Amarillo association organized people here under the leadership of JoAnn Dwyer, president.

The film will describe the different physiological functions and care of the heart. It is similar to the Reader's Digest series of articles by the same name.

While the association board of directors of the association will convene for business, the film will be shown first so others can leave.

School Board Schedules Special Meeting Today

The Hereford School Board of Trustees will meet in special session at 4 p.m. today at the school district administration building.

The meeting was called to hear a presentation by Charles Schlabs concerning an outlined procedure he recommends be used in the operation of physical education department. He presented the recommendation to the board over a year ago but no action was taken on it.

It is possible that the board may decide not to act on it again or they may decide to rescind or accept it.

Also on the agenda is a discussion by jewelers on the local policy dealing with the purchase of senior class rings.

These two items were the only scheduled business for the board. The next regular meeting of the school board is set for 4 p.m. Tuesday, Oct. 14, when others desiring to speak to the board may schedule presentations through Jim Conkright, board president.

Harvest from page 1

moisture content from 15 per cent on up.

WE'RE OFF TO A pretty good start on the corn crop, there was some slight mite damage in some of the local fields, but I don't think it's too serious. We'll be into the busiest stage of the corn harvest in the Easter area in a week to ten days," said King.

King also indicated that milo harvest in the Easter area should peak from Oct. 15-20. Early milo test weights are reported as good and moisture is in the 14-15 per cent range.

Joe Arthro of Hereford Grain Corp. reported that all of the early corn which has been delivered to his facility has been of "very good quality." Arthro also estimated average test weights of 55 pounds on corn and reported that the milo he has been receiving is "much better than last year's," with a load received Tuesday morning testing at 60 pounds.

The big push in the local corn harvest should begin sometime next week according to Wister Clevenger of Grain Handling Corp.

"WE'RE STAYING BUSY right now here in Hereford, although the really big rush is yet to come," said Clevenger.

Grain Handling Corp. also operates facilities at Hart and Olton, and according to Clevenger, yields in those southern areas have proved good, and he is optimistic that they will also be good in the Hereford area.

A spokesman for Pitman Industries Grain Elevator reported that corn is just beginning to come into the facility and no estimates on yields are available as of yet.

Test weights were listed in the 54-55 pound range and the spokesman indicated that moisture content was ranging from 21-25 per cent.

MILO RECEIVED AT THE elevator was testing at 58 pounds with moisture

content 15-16 per cent.

Bob Ginn, agricultural manager at Hereford's Holly plant reported that beet harvesting operations got off to "a real good start" early Tuesday morning.

"We had good deliveries Tuesday, and our first day tonnage will probably run around 7,000 tons, with about 3,000 tons being delivered to the Hereford plant and 4,000 tons delivered to various collection points in the area," said Ginn.

The Shoup plant began beet processing operations Wednesday morning. According to Ginn, processing will probably continue into January.

THE HOLLY OFFICIAL pointed out that harvesting could be concluded as early as Nov. 20 with favorable weather. Ginn estimated beet yields at 18 tons per acre.

Last year's average beet yield was also 18 tons per acre, down from the 1973 figure of 21 tons per acre.

Sugar content figures on the first beets processed Wednesday were not available at presstime.

Hereford Bull from page 1

to Amarillo last year and his Sandies now have a 1-3 record, the same as the Whitefaces. Hereford scored three straight wins over the Sandies from 1971 to 1973, winning by 14-13, 32-3, and 21-2. Last year the Sandies romped to a 35-7 win, and they won the first meeting in 1970 by a 42-7 score.

Would you believe Jim McDowell went to Norman, Okla., the past weekend, when the Sooners were playing in Florida? He attended a pharmacy seminar at Norman.

A LOT OF STRONG Buffalo boosters have been clamoring for a renewal of the West Texas-Texas Tech football and basketball rivalry, with the main argument being one of finances. With the money crunch felt by college athletic departments, they argue that a Tech-WT game would pack the stadium every year.

Hoping to get some formal action started, an Amarillo delegation came to Hereford Monday to visit with Clint Formby, chairman of the Texas Tech board of regents. Formby termed the meeting "interesting and cordial," and added that it provided an excellent exchange of ideas.

Formby told the group that he would not place the question on the board's agenda, since it was not one of their duties to schedule games. He added, however, that the board is interested in scheduling and he would "visit informally with board members, as well as members of the athletic council to further explore the subject."

Formby said personally he could see no chance of WTSU being on the schedule in

Texas First-

from page 1

a return of four dollars for every one invested.

"Every employer in this area is urged to pledge to hire new employees, whether one or 100," Mr. Pruitt said. "If each company hires at least one new person, it will have a very noticeable effect."

Pruitt explained that the main purpose of his campaign is to solicit and survey the current job market and turn over any job findings to the Texas Employment Commission and the Texas Industrial Commission.

"The jobs will filter down to the TEC, where persons will be found to fill them if they are still available," he said. "I see my purpose as giving the TEC some lead time to find the right individuals."

More jobs are being sought and Pruitt asks potential employers to contact either him at the Deaf Smith Rural Electric Cooperative or to call the Deaf Smith County Rural Electric Cooperative.

"There seems to be no limit to the number of vacant jobs in Texas," Brown said. "Rather than constantly revising our goals, we're going to see just how far we can go matching Texans with these jobs."

On the drawing boards now are 114 Industrial Start-Up Training programs being designed to meet the employer's specific requirements for workers. The TIC Texas Education Agency and local learning institutions are cooperating on this project.

from page 1

the next few years, due to advanced scheduling contracts. "I think we should leave the lines open, because we never know what could happen in the future." For example, Formby pointed out that the NCAA is considering the possibility of permitting a 12th game for colleges.

Speaking of the money problems, Formby said Tech was one of the few Division I schools that had its athletic budget in the black last year. He said there were about 170 schools in the top division, and it was reported that only 28 to 30 per cent were not in the red last season.

THE SUBJECT is an emotional issue with alumni of both schools, but we think Formby is to be commended for "opening the lines of communication." West Texas supporters have been especially miffed with Tech athletic director JT King who, they say, won't even discuss the possibilities. Formby's reaction should help relations between the schools, but it's a stance which will make him unpopular with some avid Raider fans who don't want to play that "little college" in Canyon.

As a Tech ex myself, I can see that Tech wouldn't gain much in the grid rankings by playing the Buffs. But Tech is vulnerable to that argument as long as they play such schools as New Mexico and Cincinnati, when they'd have much greater fan attraction throughout the region in scheduling West Texas.

According to an article in the Globe-News, the Amarillo delegation was pleased with the meeting and found Formby receptive to a discussion. The delegation included State Rep. Ben Bynum, Doug Rains, chairman of the Amarillo C of C sports committee, longtime Buff booster Larry Wright, and LeRoy Tillery of the Amarillo C of C office.



Wilderness Delights

Alibates National Monument ranger Ed Day explains the uses of surrounding plants as food by the prehistoric Indians who roamed the plains. He is leading a tour of Panhandle media

representatives through the 92-acre federal park to show the need to preserve the early flint quarries which were so essential to the Indians even up to the late 19th century. (Brand Photo)

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The Hereford Brand

Entered as second class matter at the post office in Hereford, Texas under the act of March 3, 1907. Second class postage paid at Hereford, Deaf Smith County, Texas.

Published every Thursday and Sunday at 130 W. 4th St., Hereford, Texas 79045, by The Hereford Brand Inc. Subscription rates: Deaf Smith County and trade area, \$9 per year; other points, \$11.50 (tax included) per year; home delivery by carrier, \$1.25 per month (tax included).

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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Obituaries

CHARLIE R. SOWELL

Services for Charlie R. Sowell, a fifty-year resident, will be held in First United Methodist Church at 2 p.m. today with Dr. Jordan Grooms, pastor, officiating.

Interment will be in West Park Cemetery through arrangement with Smith & Co. Funeral Home.

Mr. Sowell died Tuesday morning in Deaf Smith General Hospital after a lengthy illness. Born July 1907 in Winters, Mr. Sowell was a retired real estate agent and was a former county commissioner. His widow, Verna, of Route 2 survives him.

Other survivors include three daughters, Mrs. Jeareen Frye, Route 2, Mrs. Wynojene Sharp of El Paso and Mrs. Sue Hodges of Lubbock; four brothers, Jim and Barrett of Hereford, Edgar of Dawn and Morris of Coleman; two sisters, Mrs. Lois Moore of 212 N. Texas and Mrs. Rebecca Singletary of Texico, N.M.; and eight grandchildren.

EMMA SCHUMACHER

Funeral services are pending at McCauley-Smith Funeral Home at Munday for Emma Schumacher, 83, a Hereford resident since 1961.

Mrs. Schumacher died Tuesday afternoon at Westgate Unit of King's Manor Methodist Retirement Home. She was married to Carl Schumacher who preceded her in death in 1941.

A member of St. Anthony's Catholic Church, the deceased came to Hereford from Rhineland, Texas. Survivors include two daughters, Mrs. Mark Lindeman of Hereford and Emil Ehly of Nazareth, and three sons, W.J., Herman and Al, all of Hereford.

BRIAN EUGENE McDONALD

Services were conducted Saturday in First Presbyterian Church at Canyon for Brian Eugene McDonald, 78, who previously had farming and

ranching interests in this county. The Rev. Baldwin Stribling officiated and burial was in Dreamland Cemetery at Canyon by Schooler-Gordon Funeral Home.

Mr. McDonald, who was born Nov. 28, 1896, died in a Canyon hospital Sept. 25. He was the son of the late Mr. and Mrs. C.F. Kerr, who resided in Hereford. Reared in Dimmitt, he married Mary Davidson Menecke at Oona in 1925. He was employed at Kerr Implement Company.

Survivors include the widow of Canyon; four sons, Charles, Dick Lee, Billy Joe and Donald; a daughter, Patsy Thompson; a brother, Reavis Kerr of Canyon; two sisters, Frankie Ridgway of S10 Union, and Bettie Rose Birchfield of Amarillo; 19 grandchildren and one great-grandchild.

Pallbearers were his nephews, including Clifford Kerr, Pat Kerr, Joe Kerr and Norman Kerr, all of Hereford, and his widow's nephews, Frank McMullan Jr., Charles E. Davidson III, Joe Tom Davidson and Sonny Bailey.

GREMLAND INFANT

Graveside services for Regina Diann Gremland, the three-day old daughter of Mr. and Mrs. John Gremland of Amarillo and the granddaughter of Mr. and Mrs. Tom Word of Hereford, were conducted at 10:30 a.m. Wednesday in Silverton Cemetery with the Rev. Larry Wilson, pastor of the First Baptist Church of Silverton, officiating. Arrangements were handled by Silverton Funeral Home.

The infant died at 11:15 p.m. Monday at St. Anthony's Hospital in Amarillo.

Survivors include her parents; a brother, Johnny Alan of Amarillo; her grandparents, Mr. and Mrs. Tom Word of Hereford and Mr. and Mrs. Riley Yates of Silverton; and her great-grandparents, Mr. and Mrs. A.M. Perkins of Silverton, Mr. and Mrs. J.W. Dillard of Gentry, Ark., Mrs. Ester McClellan of Amarillo and Mrs. Myrtle Kirby of Tulla.

A \$19,000 grant to study the feasibility of building a cold storage and freezer facility in Alaska has been approved by the Commerce Department.

SENATE ON PAY RAISES
The Senate has voted to limit a pay raise for members of Congress and other federal employees to 5 per cent, as urged by President Ford.

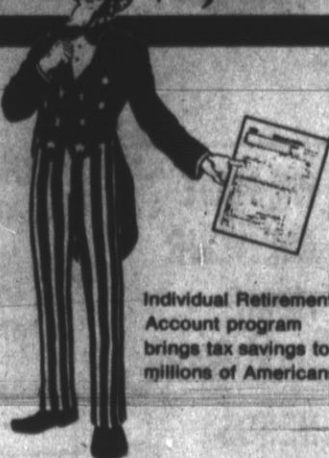
MORE ON TAPES
Congress has moved to force nearly complete public disclosure of 42 million documents which former President Richard M. Nixon contends belong to him.

OVERRIDES VETO
The Senate overrode President Ford's veto of the \$7.9 billion education appropriations bill and enacted it into law.

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Students Should Plan To Meet College Costs

By PHIL BAREFIELD,
Senior Counselor
Hereford High School

As college expenses continue to increase, more students will seek financial assistance. The responsibility of meeting these expenses remain that of the

student and parents.

But if families do not have the resources that are necessary, more than \$6 billion in financial assistance is available through various grants, loans, scholarships, and work programs. As the demand on these sources increase, the need for making

early application also increases in importance.

Those making such early application will have more assurance that funds are still available.

Many middle-income families think that they will not qualify for any financial assistance. The

truth is that many middle-income families are eligible for financial aid and are encouraged to submit applications.

There are few such families today that can afford to carry the full financial burden of a student in college. A booklet prepared by the College Entrance

Examination Board, entitled "Meeting College Costs" is available to assist students to determine whether they are eligible for financial assistance.

This booklet explains how to estimate educational expenses, how to figure the amount the student and parents might be expected to contribute toward those costs, and how much the student will require from other sources. The student should not rule himself out because he thinks he cannot meet the costs or his family income is too high to make him eligible for aid.

You can get an idea of whether he can qualify for aid by reading the booklet, "Meeting College Costs," available at no charge from: Editorial Office, College Entrance Examination Board, 888 South Avenue, New York, New York 08540. That booklet and additional information is also available at the counseling office of Hereford High School.

Various College representatives will be available to visit with students and parents on the night of October 20 at a planned College Night. Additional information about the College Night will be released at a later date.

Assistance from most post-secondary programs is awarded

to students on the basis of need. The amount of the student's financial need at a particular college is determined by subtracting the total family expected contribution from the college budget.

When education costs are greater than the amount of money a student and his family can reasonably contribute, the student is considered to have a "financial need." This student has an excellent chance of receiving enough assistance to meet the costs.

There is literally dozens of sources available to meet these needs. College is still an investment that pays off in higher earnings and personal satisfaction.

Business Helps Charity Groups

The Easter Seal Society for Crippled Children and Adults of Texas, citing several national and international business leaders, reports there is an increasing awareness within the business community of "corporate social responsiveness of business to the needs of the community."

John H. Filer, Chairman of Aetna Life and Casualty and a member of that firm's Board Committee on Corporate Responsibility, stated in his preface to the Committee's Social Responsibility Report for 1974 states: "The concept of corporate social responsibility has evolved in recent years from one of making modes financial contributions—to responding to a rather wide range of concerns in the public interest—"

Filer stated, in the report, that Aetna gave "primary consideration to activities which offer people assistance in self-help." Aetna contributed, in 1974, \$954,200 to health and social service organizations, including \$102,000 to national health agencies, including Easter Seals.

C. William Daniel, Chief Executive Officer of Shell Canada Ltd., in an address before the Rotary Club of Toronto as reported by the

Ontario Society for Crippled Children, stated: "The Voluntary Organization can do some special things which a government agency would find hard to do."

Daniel included, among these, that individuals help in a personal way and continuity of purpose. He concluded the "extra responsibility" of businesses is to give generous support to "causes which are not only worthy in themselves, but which add to the—health (and) well-being—of society, and to—maintain the economic health and work of the voluntary, non-profit organization—"

Stanley G. Karson, Director of the Clearinghouse Corporate Social Responsibility of the Institute of Life Insurance, cited a 1975 booklet on such responsibility by the life and health insurance companies of America showing the activities of 179 such companies in America. The companies contributed more than \$24 million to community and charitable institutions in fields including local health care.

The committee for Economic Development, in a 1971 study, identified contributing money to support public health and charities as a main corporate responsibility, according to 36

per cent of people surveyed.

The study relates the complementary aspects of profit and social objectives in many such understandings, by the corporate community and reports that 92 per cent of 1,000 small, medium, and large corporations in 1967 were making financial contributions, to health, welfare, and education.

The Texas Easter Seal

Society, in citing these examples, suggests that business leaders in every community have the opportunity to play an important part in bringing the concept of corporate social responsibility closer to home. For further information, contact the Easter Seal Society for Crippled Children and Adults of Texas, 4429 North Central Expressway, Dallas, Texas 75205.

Problems Of Aged Topic Of Tech Talk

Community responsibilities and the elderly will be the topic of a community discussion to be held in the Municipal Garden and Arts Center, 4215 University Ave., Lubbock, Wednesday, Oct. 1, at 7:30 p.m.

The seminar is the fourth in a series of public discussions on health care problems sponsored by the Center for Public Service at Texas Tech University.

Discussion moderator will be James Clotfelter, Ph.D., director of the Center for Public Service and associate professor of Political Science at the university.

Transportation to the seminar

may be arranged at no charge by calling 742-7279 on the day of the meeting. There is no charge for the seminar.

The next meeting in the series will be Oct. 8 at 7:30 p.m. at the First Unitarian Universalist Church, 2104 36th St., Lubbock. The topic will be "Community Seminars on the Aging? Me? Aging? Not on Your Life!"



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Local Men Finish Telephone Training

Leroy Sims and Danny Stancell of Hereford have completed special telephone training with Texas A&M University.

They participated in an extension course conducted at Lubbock by the Power and Communications Division of the Texas Engineering Extension Service, part of the TAMU System.

The 72-hour XY print reading course was instructed by C.R. Guthrie. It ran 10 days. The training familiarized students with symbols, schematics and circuitry associated with the XY central office switching system used in the telephone industry.

Maintenance and operation of the switching equipment requires technical knowledge they acquired for adjusting power.

switching and control circuits. Such training is part of a wide variety provided by the EES division.

Other divisions of the Service also supply specialized training that helps make life better for the people of Texas: Peace officers, firemen, vocational industrial teachers, heavy equipment operators and water and wastewater treatment personnel, among others are trained.

Sims and Stancell work at the West Texas Rural Telephone Co-Op home office at Hereford. They handle maintenance and equipment, respectively. Sims resides at 107 Catalpa; Stancell on Rt. 3.

Caspar W. Weinberger, Secretary of Health, Education and Welfare:

"I had not realized... that athletics is the single most important thing in the United States."

Gerald Ford, President, on Rockefeller:

"I am confident both of us can convince the delegates that individually and as a team we should be nominated."



Honored Saturday

These members of the Deaf Smith County 4-H Horse Club were among those honored at a dinner in Dimmitt Saturday. Pictured from front left are Brad Cunningham and Laura Thames. At rear from left are Tania Willson, Sheri Whitaker, Jeanine Jobe and Lee Washington.



Horsemen Get Awards

Among those receiving awards at the Six County Association dinner held in Dimmitt Saturday were these members of the Deaf Smith County 4-H Horse Club. Pictured from left, front row are Kevin Cassels, Bob Pledge and Kristin Stallings. At rear, from left are Linda Walker, Patty Johnson, Kelli Stallings and Sandee Finley.

Club Members Get Awards

A number of Deaf Smith County 4-H'ers were honored at an awards dinner held by the Six County 4-H Club Association Saturday in Dimmitt.

Awards were presented to 4-H'ers on the basis of points compiled over the summer shows in Farmer, Deaf Smith, Oldham, Castro, Lamb and Bailey counties.

In the halter class for registered geldings under five years Phylisia Rowland was second and Sheri Whitaker was fifth.

Patty Johnson was third in the class for registered geldings five years and over and Kevin Cassels and Linda Ruth Walker were sixth.

Brad Cunningham was third in the class for grade geldings five and over and Kristin Stallings was third in the class for registered mares five and over.

Laura Thames and Lee Washington tied for second in the class for registered mares five and over.

In the class for grade mares five and over, Miss Stallings was second and Bob Pledge was sixth.

Junior division performance awards went to Phylisia

Rowland, who was second in western pleasure and first in western horsemanship; Kelli Stallings, first in reining; Laura Thames, fifth in reining; Tania Willson, fourth in poles; and

Lisa Phillips, fifth in poles. Senior division performance awards went to Patty Johnson, second in showmanship and fourth in western pleasure; Allyn Rowland, fourth in western pleasure; Debbie White, fifth in western pleasure; Sandee Finley, sixth in western pleasure; and Jeanine Jobe, fourth in poles and first in barrels.

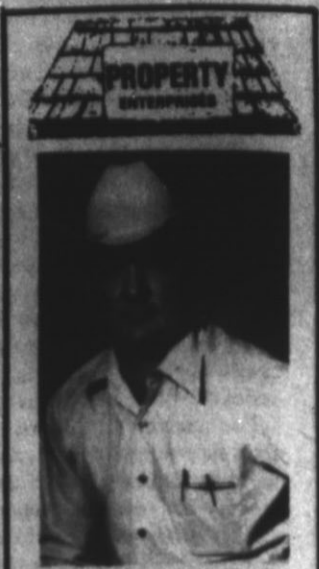
TSTI Offers Several Skills Courses

Enrollment at the Mid-Continent Campus of Texas State Technical Institute in Amarillo for fall 1975 is 513 full time students. The enrollment figure of September 1974 was 389, a 32 per cent increase in enrollment.

Six-quarter programs offering associate degrees are Commercial Art in Advertising, Construction Technology, Drafting and Design Technology, Printing Technology, Electronics Systems Technology and Interior Design Technology.

Aircraft Mechanics is a six-quarter program qualifying students for the FAA license. Cosmetology is offered in cooperation with Amarillo College of Hairdressing, and La Plata School of Hairdressing in Hereford.

Further information is available at the Mid-Continent Campus weekdays and at the State Tech booth in Western Plaza Shopping Center each Saturday.



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Definition
Heavy drinking: Drink between drinks.
-Gosport, Pensacola, Fla.

Trail Ride Is Conducted

Members of the Deaf Smith County 4-H Horse Club held their annual trail ride recently on the Thomas White ranch north of Adrian.

Club members met at Sugarland Mall and formed a caravan for the trip to the ranch.

Members enjoyed trail riding, cooking and sleeping around the campfire, prior to returning Sunday evening.

Those attending included Keile and Kara Robinson, Scott and Shelly Gentry, Phylisia and Allen Rowland, Kelli and Kristin Stallings, Lana and Angela Porter, Holly and Steve Viegel, Linda Walker and Holly McNeese.

Also, Shawn Taggart, Shawn Wiley, Sid Lookingbill, Elizabeth Rudd, Patty Johnson and Renee Latham.

Parents and sponsors attending included Mr. and Mrs. Dean Stallings, Mr. and Mrs. Jigger Rowland, Mr. and Mrs. James Gentry, Mr. and Mrs. Homer Rudd, Vance Robinson, Julian Johnson and Mrs. Taggart.

AC Offers Driving Course

The Amarillo College Community Service program will offer three defensive driving courses during the fall semester, in time for the first graduates of the National Safety Council course in 1972 to re-take the course.

Sessions will be offered at the AC West campus on Oct. 4, Nov. 1 and Dec. 6 from 8 a.m. to 5 p.m.

Persons may enroll in the registrar's office at either the Washington Street or West campus, 6222 W. 9th.

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Scribbles and Scratches

By **KERRIE WOMBLE**
Women's Editor

By **KERRIE WOMBLE**
Women's Editor

PERHAPS THE ONLY thing duller than the "new" fall line-up of tv shows is the endless stream of reviews which are as unimpressive as their topics. So, not to be outdone, I'll contribute my two cents worth (which is probably valued at 35 cents due to inflation.)

"There's nothing new under the sun," is a common adage which seems to be the theme for the writers of the premier television series. It seems that every debut show bears a close similarity to a returning hit series.

For example, "The Family Holvak" boasts the famous faces of Glenn Ford and Julie Harris, but tends to allow its story line to use "The Waltons" as a crutch. And the latter series offers about all the wholesomeness one can stand within a week's duration.

Another dependent offering is "Starky and Hutch" which relies heavily on the popularity of big brother "Baretta" for a lead-in audience. S&H has promise, but is would be nice to hear some adult dialogue rather than those infernal squealing tires during less-than-intriguing chase scenes.

Situation comedies (sit-coms) are in abundance due to the success of Norman Lear and Mary Tyler Moore productions. After seeing "When Things

Were Rotten," it was unanimously decided that things still are. "Welcome Back Kotter" should retrieve the welcome mat until the time when the writers stop throwing together those 62 one-liners in hopes of filling an endless 30 minutes.

"Phyllis" and "Fay" are two

bright spots on the television horizon, however, don't get too excited because the second show has already been cancelled.

Those anonymous folks who are in charge of programming contrived some cheap strategies to keep your eyes on the more

familiar entries. For instance, "The Rookies" is slotted against the impressive "Police Story" and "Switch," which stars Robert Wagner and Eddie Albert. All could be big moneymakers, but one will probably be bumped due to the fragmentation of the audience.

It's depressing to think that some shows will be cancelled even before they have a proper chance to be seen. "Three For The Road," which at least has a substantial plot and good character actors, has already been listed on death row for new series contenders.

Apparently, the major networks believe that imitation is

the truest form of flattery because the "new" television series aren't exactly what could be termed innovative.

S&S

THE RECENT COMMUNITY Concert Association membership drive here was a tremendous success according to Mrs. Paul Scott and Mrs. George Warner. The campaign was the largest ever in Hereford CCA history.

Mrs. Scott expressed appreciation to all the volunteer workers enrolling the staggering membership, who can expect to be treated to some of

the best entertainment ever on the CCA circuit.

S&S

SOMEHOW SEPTEMBER got lost on the calendar and we seem to have already slipped into October, ready or not. Lots of activities are planned this month, many of them involving the Chamber of Commerce Women's Division.

The entire membership of the Chamber women are urged to attend the quarterly meeting, which will feature a relevant film entitled "The Emerging Woman." A short business meeting will be conducted after

the Dutch buffet luncheon in Civic Club Center Tuesday.

Also sanctioned by the Women's Division is a Parade Sunday at the Community Center's patio and a tour of the western portion of the county that same afternoon. The pet show culminates the Summer Youth Program and offers pleasant entertainment for spectators as well as its youthful participants.

Pretty autumn fashions will be in the spotlight at Gaston's in Sugarland Mall Oct. 14 in observance of the 9th anniversary of Hereford Newcomers Club. New residents of the area are especially welcome at the

style show.

S&S

Mr. STEVE CLEMENTS brought in news about her son Randy, who had a role in the dramatic production of "USA," a Bicentennial revue, at Stephens College at Columbia, Mo.

Clements, who graduated from Hereford High School in 1972, expressed a fondness for the footlights even as a youth appearing in school plays. He is now a junior and attended West Texas State University. He worked at Six Flags Over Texas for two years. His parents reside at 208 Sunset.

Artist Enters Plainview Arts Festival

Peggy Lang of Hereford will be one of the featured artists at the Running Water Draw Arts and Crafts Festival, in Plainview Oct. 17-19. Mrs. Lang, who has studied under Jon Birdsong of Amarillo and Gwendolyn Branstetter of Refugio, will display her detailed, still-life oil paintings.

Mrs. Lang has been painting since 1968, and her work has won a number of awards in displays throughout Texas and New Mexico.

Her one-woman shows and gallery displays now hang in collections in Texas, New Mexico, Colorado and other Southwestern states.


Visitors to the Festival will find in Mrs. Lang's paintings a variety of landscapes, from mountainous Colorado scenes to Texas Plains landscapes. She will be one of the many talented artists displaying oil paintings at the Festival.

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It's all right to save money, but too many are trying to save it from people they owe it to.
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-Globe, Mason City, Ia.

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Legal Secretaries To Meet

Deaf Smith-Castro Counties Legal Secretaries Association held its regular meeting in Hereford on September 2. The highlight of the meeting was the initiation of six new members: Carolyn Calvit, Rita Miller, Rhonda Husmann, Barbara Lomenick, Virginia Co-wart, and Virginia Stevens. As President, Barbara Wheat read the Code of Ethics and administered the oath of membership. Each new member received a copy of the chapter bylaws and a membership pin from the National Association of Legal Secretaries. Mildred Fuhrmann and Elsie Baker were hostesses for the meeting and served refreshments. The next regular meeting will be held at the offices of Burkett, Ross and Edwards, in Dimmitt, October 7, at 7:30 p.m. Trade surplus breaks record.

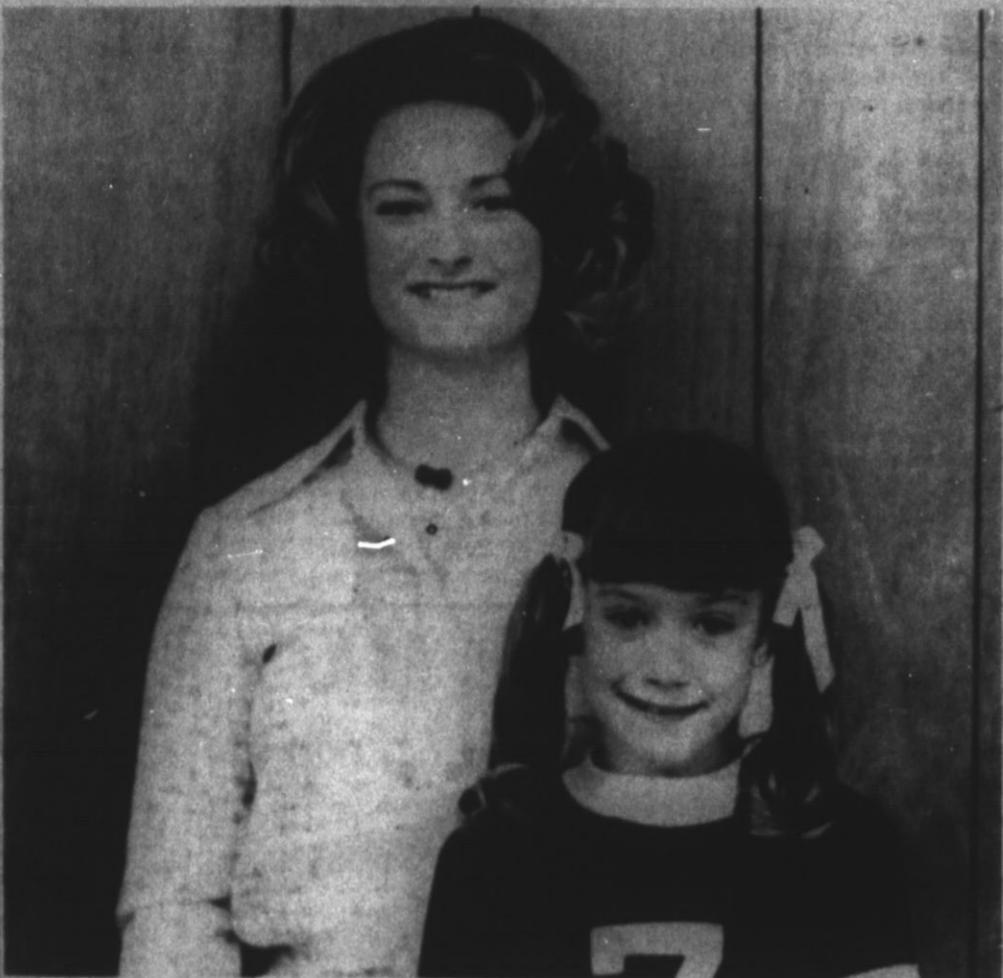
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Asthma Sufferer

Seven-year-old Shelly Edwards, shown here with her mother, is a vibrantly healthy girl in every respect except one: she has suffered from asthma since the age of three. Shelly is the daughter of Buddy and Susan Edwards of 244 Elm. An area-wide asthma seminar will be held Saturday at the Quality Inn, 1-40 East, in Amarillo. Morning sessions will be for health professionals, but the afternoon program, beginning at 1:00, will be for parents of asthmatic children and adult asthma sufferers. Faculty for the seminar includes Dr. Gary Gross of Dallas, Dr. Robert Kinsman, a staff member of the National Jewish Hospital in Denver, Dr. Maurice Dyer of Amarillo and Dr. Ted Nicklaus of Amarillo.

Lodge Makes Cash Donation

A cash donation in memory of the late Charlie R. Sowell was approved for the American Lung Association by Hereford Rebekah Lodge 228 Tuesday night in IOOF Hall. Mrs. Buck Brownlow was hostess to 15 members present. Ada Hollabaugh reported that \$61 had been added to the lodge treasury as a result of the recent "no bake" bake sale. Also, members were reminded that they will serve supper to the Odd Fellows Circle Oct. 13. Reports of ailing Rebekahs were heard and fellow members signed greeting cards addressed to these absent women. It was announced that 33 sick visits had been made since the last meeting.



Enjoying Barbecue

Guests dine on free barbecue at a dinner hosted by Easter Grain Monday night in the Easter Community Center. A large crowd turned out for the community-wide event, which is sponsored annually by the Easter grain firm.

FHA Elects Officers

Future Homemakers of America had a district meeting in Canyon, while also having elected the officers for Chapter 1 and the Royal Rose chapter, September 16. FHA officers for Chapter 1, under the supervision of Mrs. Prowell, are president, Ann Zetzsh; vice-president, Ann Brady; and secretary of treasury, Tammy Cagle. Officers elected for the Royal Rose Chapter, which is under the supervision of Mrs. Layman, are president, Debbie Smith; vice-president, Colleen Rudd; and secretary of treasury, Nancy Snow.

These students are among the 35,000 Commended students named nationwide on the basis of their high performance on the 1974 Preliminary Scholastic Aptitude Test/National Merit

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invitation for all persons interested in FHA to become a member. Those wishing to attend the state convention must enroll by the first of November, but local memberships are open year-round. Boys and girls are invited.

Merit Program Honors Students

Three seniors at Hereford High School have been named Commended students in the Merit Program by the National Merit Scholarship Corporation (NMSC).

Principal Jerry Don George announced that the following students received Letters of Commendation: Michael Hull, David McLeod, and Curtis Stoerner

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The Hereford Brand, Hereford, Texas, Thursday, October 2, 1975

Also scoring victory White enough as the team in The defense single last After average play on is average per play ment of which average per play The beating and on are even The other Lubbock view a High in Coron 1-3. Here district yards Plainville rushing teams rushing Here a 4.6 average with an Here district rush, h rushing depart coming against given u pass the district percent which Comb show average last in

Herd Retains Offense Lead

Although there wasn't much scoring in last week's Herd victory over Canyon, the Whitefaces moved the ball well enough to retain their position as the number one offensive team in District 4-AAAA.

The Herd looked good on defense, limiting the Eagles to a single touchdown, yet remain last in the district in total defense.

After four games, Hereford is averaging gaining 4.8 yards per play on offense, and on defense is averaging giving up 4.5 yards per play. This is an improvement over the week before, at which time Hereford was averaging giving up more yards per play than they were gaining.

The district has taken a beating in the last week or two, and only two of the five teams are even with the .500 mark. The other three teams have lost more than they have won. Lubbock, Monterey and Plainview are 2-2, while Lubbock High is 1-2-1 and Lubbock Coronado and Hereford are both 1-3.

Hereford is second in the district in rushing with 743 yards after four games, while Plainview leads with 892 yards rushing. The other three district teams are way back in the rushing stats.

Hereford leads Plainview with a 4.6 average per rushing play to Plainview's 4.4.

Hereford is third in total passing yardage (trailing Lubbock, Monterey and Lubbock High) in the district, but leads in average per pass completion with an impressive 16.2 mark.

Hereford is fourth in the district in defense against the rush, having given up 593 yards rushing. Plainview leads in this department, with Coronado coming in last in defense against the rush. Hereford has given up more yards against the pass than any other team in the district, and has permitted a percentage of completions which exceeds 50 per cent. Combined defensive totals shows Hereford giving up an average of 239 yards a game, last in the district.

The Whitefaces list three backs among the top 10 rushers in the district. Lester Fennell of Plainview leads with 398 yards and an impressive average of 6.5 yards per carry. Terry Brady of Hereford is third with 298 yards and a 4.5 average. Mike Crim of the Herd squad is fifth with 170 yards and a 4.4 average, and Carlee Graves of the Whitefaces is ninth with 108 yards and a 4.5 average.

Crim is fifth among the district's passers in percentage of completions, but is third in total yards.

James Bell of Lubbock has the best completion percentage, but has thrown only three times. The most impressive stats in the district passing-wise belong to Scott Gardner of Monterey, who has completed 45 of 95 for 623 yards with two touchdowns and five interceptions. Crim has

completed 17 of 50 for 264 yards with three interceptions.

Archie Crim and Dave Charest rank third and fifth in pass receiving. Crim has caught seven for 114 yards, while Charest has six for 141 yards. Richard Bowles of Monterey has made the pass-receiving derby a runaway with his 30 receptions for 477 yards.

Gardner is the total offense leader with 561 yards, after subtracting 62 yards lost rushing off his passing total. Crim is second with 170 yards rushing and 264 yards passing for a total of 434 yards. Crim ranks sixth among the punters with a 31.2 average on 12 punts.

Tony Chaps of Lubbock and Mike Crim of Hereford lead the district in scoring with 18 points apiece. Several players have scored two touchdowns, including Brady.

Vance Hennington, about as tough a linebacker as can be found among schoolboys in the area, is tied for second in the district with 59 tackles. Keith Stone of Lubbock leads with 66 tackles.

OFFENSE					
TEAM	Plays-Rush	C-A	Yds	Totals	Game Avg.
Hereford	163-743	19-55	308	218-1051	262.8
Plainview	205-892	8-29	78	234-790	242.5
Monterey	142-278	46-98	636	240-914	228.5
Lubbock	144-263	32-76	460	220-723	180.1
Coronado	178-450	13-44	194	222-644	161.0

DEFENSE					
TEAM	Plays-Rush	C-A	Yds	Totals	Game Avg.
Plainview	167-505	9-39	109	206-614	153.5
Lubbock	197-509	15-44	165	241-674	188.5
Monterey	161-520	10-35	169	196-689	172.3
Coronado	164-601	7-24	113	188-714	178.5
Hereford	174-593	20-38	363	212-956	239.0

INDIVIDUAL RUSHING					
PLAYER	TC	Yds	Avg.	TD	
Fennell, Plainview	61	398	6.5	2	
Perry, Coronado	80	300	3.8	1	
BRADY, Hereford	66	296	4.5	2	
Ellis, Plainview	40	211	5.3	2	
CRIM, Hereford	39	170	4.4	3	
Vines, Lubbock	45	163	3.6	1	
Walden, Monterey	36	119	3.3	1	
Lugo, Lubbock	37	111	3.0	2	
GRAVES, Hereford	24	108	4.5	0	

INDIVIDUAL PASSING					
PLAYER	C-A	Yds	Pct.	Int.	
Gardner, Monterey	45-95	623	.474	5	
Simpson, Lubbock	18-40	274	.450	0	
Horne, Plainview	7-20	78	.350	3	
CRIM, Hereford	17-50	264	.340	3	
Duffy, Lubbock	11-33	101	.333	1	
Hurd, Coronado	12-42	177	.286	7	

Fearless Forecasters

★★★

Upshaw 67-37 .644	Templeton 66-38 .635	Tubb 62-42 .594	Nieman 68-36 .654
Littlefield vs. Floydada Frisson vs. Hart Tulla vs. Dimmitt Stinnett vs. Gruver Bovina vs. Plains Vega vs. Panhandle Perryton vs. Dalhart Groom vs. Boys Ranch Tasoca vs. EP Coronado Plainview vs. Borger Pampa vs. Canyon Lubbock vs. Levelland Palo Duro vs. Coronado Hobbs vs. Monterey Dumas vs. Liberal Muleshoe vs. Portales UT Arlington vs. W. Texas TCU vs. Arkansas Baylor vs. S. Carolina W. Virginia vs. SMU Utah State vs. Texas A&M vs. Kansas State Tech vs. Ohio State UCLA vs. Ohio State Missouri vs. Michigan Colorado vs. Oklahoma	Littlefield Hart Tulla Gruver Plains Vega Perryton Boys Ranch EP Coronado Plainview Pampa Lubbock Palo Duro Monterey Liberal Muleshoe W. Texas Arkansas Baylor W. Virginia Texas A&M Ohio State Ohio State Michigan Oklahoma	Littlefield Frisson Tulla Stinnett Plains Vega Perryton Boys Ranch EP Coronado Plainview Pampa Lubbock Palo Duro Monterey Dumas Portales UT Arlington Arkansas Baylor W. Virginia Texas A&M Ohio State Ohio State Michigan Oklahoma	Floydada Frisson Tulla Stinnett Plains Vega Perryton Boys Ranch EP Coronado Plainview Pampa Lubbock Palo Duro Monterey Dumas Portales W. Texas Arkansas Baylor W. Virginia Texas A&M Tech Ohio State Michigan Oklahoma

Grid Panel Clipped By Upset Games

The Brand's Fearless Forecasters all gazed into the same crystal ball on last week's football contest games, and all four came up with the wrong results. Speedy Nieman, Coach Fred Upshaw and editor Bobby Templeton each missed 10 games out of the 26 listed on the weekly contest page. Mack Tubb fared

even worse, picking 12 of the games wrong. Two tied didn't help the panel's average. Several upsets hurt the forecasters' selections, as it did the contestants in the Brand contest. Tasoca scored an upset over Coronado; Gruver edged Texhoma; Estacado clipped Monterey; Borger blanked Dumas, and SMU

downed Houston to highlight the so-called "upsets." Nieman still has a one-game edge over Upshaw among the forecasters, but his percentage fell to .654 and Upshaw's to .644. Templeton is still one game behind Upshaw, and Tubb is now four games back of Templeton.

Football Action Features West Texas Versus UTA

Good things happened to West Texas State's football program when the Buffs started playing the University of Texas at Arlington back in 1962, and Coach Gene Mayfield and his players hope history will start repeating itself Saturday night

(Oct. 4) when the Maroon hosts the Mavericks in Kimbrough Memorial Stadium. In that year, the Buffs romped past UTA (then called Arlington State) by a 49-0 count en route to a 9-2 record and a Sun Bowl win over Ohio. Since then, WTSU has won six more games to take a 7-3 lead in the series.

Both teams go into the 7:30 p.m., game with 1-2 records. The Buffs have a 10-6 win over Lamar, while the Mavericks beat Texas Christian 24-7. The Buffalo losses have been to Wichita State (13-7) and Tulsa (23-14) in games decided by field goals. UTA's losses have been to North Texas State and Louisiana Tech by solid margins.

For the fourth straight week, West Texas State's starting backfield will have a new look. This time, the withdrawal of leading rusher Freddie Turner from school has forced the return of Dimmitt's Robert Mayberry to left halfback in the place of the Dallas sophomore. Sugar Land sophomore Anthony Dogan is slated to move up to the first unit at right half.

Lamesa freshman Bo Robinson at fullback and San Antonio junior Tully Blanchard will compete the WT starting backfield. Fullback Derrick Jensen is U.T. Arlington's biggest offensive threat, gaining 206 yards on 48 carries so far this year. Through the air, quarterback Doug Dobbins has completed 15 of 36 attempts for 192 yards and

two TDs. Both of the touchdowns and nine of the passes have been caught by split end Ronnie Barnett.

Before Saturday's 37-8 loss at Louisiana Tech, the Mavs had been tied for fifth in the nation in total defense, but the Bulldogs gained 510 yards to erase that ranking.

Defense has also been WT's salvation. The Buffs lead the Valley in rushing defense (142.0 yards per game) and total defense (252.3 yards per game). Already this season middle linebacker Jeff Nunn has been named the Missouri Valley's defensive player of the week, and tackle Mike Lusane was barely edged out for the honor on a second occasion.

But for the Buffs to turn their season around, the offense must start producing on a par with the defense.

If the history of the series with UTA is any indication, this could be the week of the great turnaround.

Football Upsets Plague Guessers

Several upsets last week plagued contestants in the fourth week of the Hereford Brand's football contests, with the predictors not doing quite as successful a job as had been the case in earlier weeks.

There was a three-way tie for first place, the tiebreaker system had to be used to determine which person should receive first-place money.

Mary Lou Rountree of Dimmitt will receive a check for \$15 for first place because she missed only five games and guessed a tiebreaker of 13. Debra Reed of Vega gets second-place money of \$10 for missing only five games and predicting a tiebreaker of 21. And Mrs. R.D. Hubble of

Hereford missed only five games and a tiebreaker of 26, and will receive a check for \$5 for third place.

Eight contestants missed only six games, coming ever so close to that prize money. They included Bullet Adams of Dimmitt, Shirley Adams of Dimmitt, Wayne D. Amstutz of Hereford, Ray Bromman of Hereford, Jim Clark of Hereford, S.T. Loerwald of Hereford, Max Reed of Vega, and Edna Sanders of Springlake.

Each week contestants rely on their own football knowledge, the predictions of the "fearless forecasters," and the Harris Rating System in their attempts to select winners of the featured games in the contest.

Plans Made For Men's Basketball

Attempts are being made to organize the Hereford Adult Men's Basketball League for another season, according to Clyde Whitaker, local basketball enthusiast.

Last year was the first year in several years that a men's basketball league had been formed here, Whitaker said. "We had a real successful turnout last year, with many good players taking part, but we would like to form earlier this year, so that we can have an even better season," he said.

Six teams were involved in the league last year, he said. After the conclusion of last year's season an all-star team was formed which participated in a tournament. Tentative plans for the upcoming season include holding an outsider's tournament here.

Last year league games were

conducted in the High School gym.

The schedule for the upcoming season will be worked out, Whitaker said, pending the approval of the Hereford School Board and the Athletic Director.

All adult males interested in forming a team or playing in the league should contact Clyde Whitaker at 364-3217 after five p.m.

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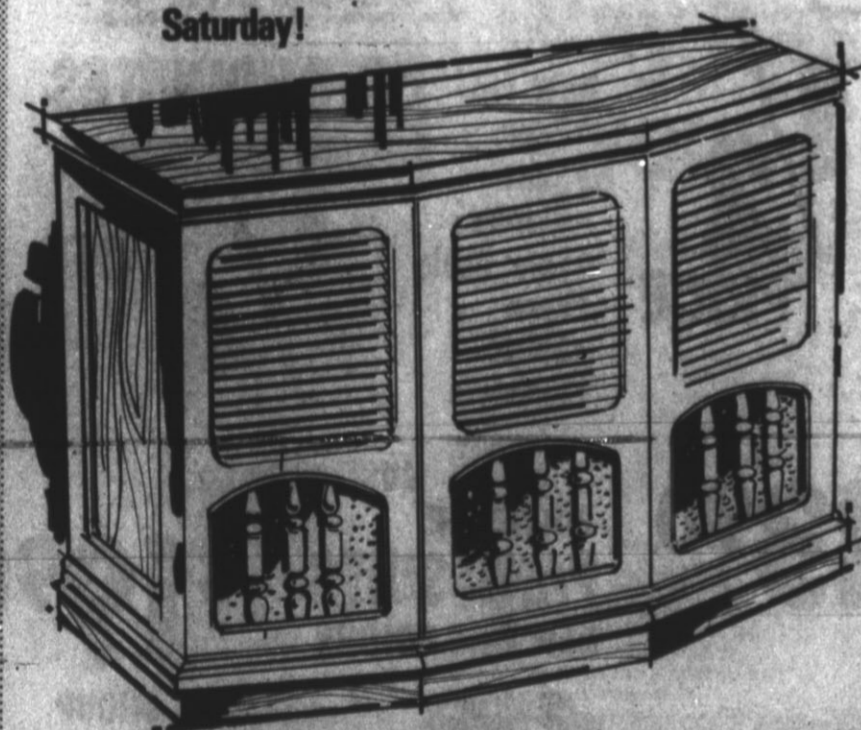
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Harris Selects Sandies Over Herd

The Harris Rating System is favoring the Amarillo High Sandies over the Hereford Whitefaces in the Friday night game in Amarillo, and has dropped the Whitefaces several positions in the ratings despite the Herd victory last week over AAA Canyon.

Amarillo, placed in the 144th position in the state AAAA schools with a power rating of 127.9, is a seven-point favorite over Hereford.

The Whitefaces were ranked 168th in the state prior to the narrow one-point victory over Canyon, but despite winning dropped all the way to the 190th position. And Hereford lost 3.6 power points, dropping from 124.8 to 121.2.

Canyon's position in the ratings remained almost the same despite the loss to Hereford. Canyon still holds the 81st position in the state among AAA schools, and gained slightly in the power ratings, from 118.4 to 119.1.

The Herd's remaining regular season opponents are all ranked ahead of Hereford, including El Paso Borges in the 177th position which passed the Herd for the first time this year in the ratings this week.

The ratings change dramatically from week to week, so Hereford may be favored in some of its remaining games this season.

As a result of being upset last week by AAA power Lubbock Estacado, the district favorite, Lubbock Monterey, dropped in the ratings from the 58th position to the 61st position.

Longview retains the number one ranking in Texas among AAAA schools. The week's big game features number two Bryan versus number three Killeen, with the game expected to decide the district championship in one of the toughest districts in the state.

One of the games listed as a top attraction by the Harris System involves Panhandle schools, Class A Memphis,

twice-defeated this year but one of the top A teams in the state in 1974 takes on a bitter rival, seventh-rated Wellington which surprised AA power Childress last week in a game which resulted in a tie. The Harris System has picked Memphis to revert to its 1974 form and upset upstart Wellington.

Listed below are the top ten teams in each classification, and other area schools of interest to readers of The Brand:

AAAA	AA
1. Longview 160.2	1. Cameron Yoe 146.7
2. Bryan 159.8	2. Freer 132.4
3. Killeen 156.4	3. Olton 132.2
4. Irving MacArthur 154.0	4. McGregor 130.9
5. San Angelo Central 154.0	5. Gladewater 130.9
6. Odessa Permian 152.1	6. Post 129.7
7. Churchill 152.1	7. Ballinger 127.9
8. Lee 152.1	8. Pearall 127.9
9. Abilene Cooper 152.0	9. Devine 127.6
10. Lufkin 151.9	10. Winstboro 127.0
15. Midland Lee 149.3	13. Tulla 126.3
36. Wichita Falls Rider 143.2	14. Childress 126.0
48. Midland 141.2	15. Spearman 125.2
51. Abilene 141.0	18. Breckenridge 125.0
52. Wichita Falls 140.8	33. Phillips 121.8
53. El Paso Coronado 140.7	34. Stamford 121.5
61. Lubbock Monterey 139.0	35. Denver City 121.0
62. Odessa 138.8	37. Littlefield 120.8
74. Palo Duro 136.6	39. Floydada 120.7
81. Plainview 136.0	82. Idalou 111.3
106. Pampa 132.6	85. Boys Ranch 110.2
110. Big Spring 132.0	102. Abernathy 107.9
123. Lubbock 130.9	103. Quanah 107.7
140. Amarillo Caprock 128.2	108. Lockney 107.0
141. Lubbock Coronado 128.2	122. Dimmitt 104.8
144. Amarillo 127.9	151. Morton 100.5
177. EP Borges 123.3	152. Dalhart 100.3
185. Borger 122.1	156. Friona 99.3
190. Hereford 121.2	192. Panhandle 90.0
191. Amar. Tascosa 121.0	
	A
	1. De Leon 130.1
	2. Seagraves 121.8
	3. Brazos 119.7
	4. Crowell 119.6
	5. Groveton 119.4
	6. Three Rivers 118.3
	7. Wellington 118.1
	8. Falls City 117.9
	9. Aledo 117.7
	10. Memphis 117.1
	21. Sunray 112.0
	22. Stratford 111.8
	23. Petersburg 111.6
	B
	1. Big Sandy 124.1
	2. Groom 113.2
	3. Celina 109.1
	4. Lone Oak 108.9
	5. Sundown 107.8
	6. Chico 106.7
	7. Valley 102.2
	8. Gorman 102.2
	9. Rochester 99.8
	10. Troy 99.2
	21. Sudan 93.6
	24. Booker 91.8
	31. Amherst 88.1
	34. Meador 86.7
	48. Anton 83.0
	49. Wilson 83.0
	50. Motley County 82.4
	54. Lefors 80.6
	71. Happy 74.3
	87. Nazareth 69.2
	91. Whiteface 68.8
	98. Luzzbuddie 64.5
	100. Tealine 64.3



Romero-Monroe Clash Set

A fall spectacular in wrestling sponsored by the Hereford Lions Club comes to the Bull Barn Saturday night. Ricky Romero, mexican speedster popular with all the fans, meets the "Sweet Man", Sputnik Monroe.

Romero, who has had his problems with Monroe in the past, describes his opponent as "A sneak with a double belly and a face like seven miles of bad road."

Johnny Starr, the agile Nashville, Tennessee human dynamo, teams with handsome Young Scott Casey against the Chicago-based team of brothers Angelo and Lanny Poffo.

Older brother Angelo recently did 1190 consecutive situps on television in one hour. He has

done 6033 in four hours and ten minutes. Younger brother "Leaping Lanny" is an accomplished gymnast with a spectacular degree of muscle control. Both men are highly conditioned, but neither is known for outstanding ethics.

In the opening match, a new comer to the Panhandle, Mike Vachon, takes on El Lobo, masked Mexican grappler. El Lobo is a fast and competent toughie who has appeared here before.

Nothing is known yet of Vachon other than that he is a son of Mad Dog Vachon. The Mad Dog was a silver medalist for Canada in the Olympics in freestyle wrestling. A skilled technician, he rarely proves it to the fans. He has more moods

than holds, and fairly earned the title "Mad Dog".

Whether or not young Mike Vachon inherits the Mad Dog's vicious style remains to be seen this week.

Action at the Bull Barn begins at 9 p.m.

Just Like Dad? The barber lifted the young customer into his chair and said: "How do you want your hair cut, son?"

"Like dad's, with a hole in the top."

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Hunting Trophy Contest Set

The Amarillo Chamber of Commerce is again sponsoring a hunting trophy contest for the biggest rack on deer, soudad, and antelope taken during the regular legal 1975 Texas hunting season.

The individual who bags a game animal whether white-

tailed or mule deer, soudad sheep or pronghorn antelope with the biggest antler or horn in the Panhandle regulatory district will win a Bicentennial Commorative coin set valued at \$50.

The deadline for entry on antelope is Oct. 15, 1975;

soudad sheep, Dec. 1, 1975; and deer, Dec. 15, 1975, and the entry must be received by the sports committee by noon of each deadline date.

All entries must also have a photograph of the trophy head attached to the application upon completion of the inspection by the game warden.



Whistling Wings

By Jim Stoert

The early teal season may have gotten off to a slow start but we found plenty of fast shooting on closing day Sunday on one of our favorite early season lakes near Hart. Green-winged teal were abundant and it didn't take long to limit out.

WE ALSO MANAGED to get out rubber boots full of water for the first time this season, so, with that important little formality out of the way, we can look forward to the regular duck season which is set to begin Oct. 28.

I long ago gave up trying to keep my feet dry when duck hunting on local playa lakes. Some days I'm lucky and get by without getting too wet, but more often than not the ducks are out there where the water is just a bit too deep for your boots. For me, wet feet become synonymous with limits of ducks a long time ago. Waterlogged boots are just part of duck hunting, and once your feet are soaked, they can't get much wetter anyway.

—WW—

Contrary to comments in my column for Sunday, Sept. 28, the local CBS station in Amarillo did carry the program "Echoes of the Guns of Autumn" Sunday, so I stand corrected on that point.

I WAS LUCKY ENOUGH to catch the last half of the program on a CBS station out of Lubbock, and from what I saw, the sequel was a much more balanced presentation than the controversial "Guns of Autumn" which was aired Sept. 5.

Hunters were given much better opportunity to tell their side of the story in the sequel, and the contributions of the hunter toward the conservation of all species of wildlife were also mentioned.

There were still plenty of pros and cons in the sequel, but at least the points were made that the hunter plays an important role in wildlife management, and wildlife as we know it today probably wouldn't exist without the hunter and his efforts at conservation.

The point was also made that virtually all game bagged by hunters eventually turns up on the table, and although that issue was disputed, I would say that few hunters fail to clean and utilize what they bag.

Above all, "Echoes" showed a few brief moments of film depicting hunting as true sportsmen view it. Man one-on-one with nature, enjoying the special serenity which comes with a trip afield.

There were still slams toward hunting in the program, but CBS at least made an attempt to balance things out in the sequel, giving the hunter an opportunity to tell his story. I think the network would have saved itself a lot of headaches if it had followed such a policy in "Guns" when it first appeared, rather than waiting to try and balance things a bit with "Echoes."

Undeniably, CBS did make its points. There are slob hunters, and sportsmen must make a concerted effort to improve their image and cull the misfits from their ranks.

THE NETWORK also wanted viewer reaction, and found out quickly and dramatically that plenty of people will react when something as basic and time-honored as the pursuit of game is attacked.

Hopefully, both sides took a lesson from "Guns" and "Echoes."

Bruce Ennis, Attorney for the Mental Health Project of the American Civil Liberties Union:

"Ninety-five per cent of patients in state and county mental hospitals throughout the nation are dangerous neither to themselves nor others."



A Successful Golf Team

Pictured are members of the Hereford High varsity "A" team. The team recently finished second among fifteen teams in a tournament hosted by Hereford High. Curtis Stoerner, a senior, and Tommy Weaver, a sophomore [right] hold a trophy won by the team as a result of the second place finish. Weaver shot a 77 for the low score on the Hereford team in the event. Also pictured are other members of the team, from left to right Doug Walterscheid, a junior, Billy Word, a senior, and George Yocum, a junior. The next tournament for the team will be Friday in Plainview.

ONE MINUTE SPORTS QUIZ

1. Who won the U.S. Pro Tennis Championship?
2. Name the pitcher who pitched the first no-hitter in two years in the N.L.
3. Who won the Tournament Players Golf Championship?
4. Carl Yastrzemski plays pro baseball for what team?
5. Steve Forthowski plays pro football for what team?

Answers To Sports Quiz

1. Bjorn Borg of Sweden.
2. Ed Halicki, San Francisco Giants.
3. Al Gelberger.
4. Boston Red Sox.
5. Atlanta Falcons.

Shocking

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On Grain Exports

Cattle Feeders Back Farmers

Members of the Texas Cattle Feeders Association can sympathize with farmers whose grain sales abroad have been halted because similar outside interference two years ago almost wrecked the beef industry.

"We know their problem—we've been there," says Glenn Deen of Dumas, TCFPA president, recalling a period in 1973 when the protests by a few

consumer groups resulted in meat boycotts. Then the government clamped on a price ceiling. And a few months later, labor demands brought on a truckers strike.

Now, grain farmers are facing a curtailment of their export trade because labor union leaders protest that foreign sales might raise consumer costs on the home front. This has prompted the Grain Sorghum Producers Association and the Texas Wheat Producers Association to call on farmers to curtail grain sales until the Ford Administration lifts its embargo on grain transactions with Poland and other eastern European nations.

"Anytime the even flow of an agricultural product is disrupted in its normal movement from the producer to the consumer, everybody suffers," Deen says. "That applies to the cattleman

just as it applies to the plowman.

"It appears that labor wants a cheap food policy at the expense of farmers, without acknowledging that labor is more responsible for increased food costs than any group," Deen adds. "We in agriculture don't like to be blamed for higher prices when our products are selling below parity and labor is demanding full parity. (The farm-retail price spread for all farm products was 10.2 per cent greater in August than a year earlier.) Neither do we like for labor to be dictating foreign policy or agricultural policy."

Another example of labor trying to dictate agricultural policy, according to Deen, is their current drive to kill the proposed Beef Research and Information Act.

"This is a self-help program to be 100 per cent financed by cattlemen," he concludes.

"And even though many of the funds would be used for consumer oriented programs—research, consumer information and education programs aimed

at better nutrition—union leaders are opposing it for fear that we might promote efficiencies in distribution and marketing that might eliminate union jobs."

Large Calf Crop Will Hit Market

Everyone in the cattle business knows that calves are abundant this fall that that this oversupply is causing a crunch in market prices. However, just when these calves move to market will have a big effect on prices, and the "when" is anybody's guess.

"Seasonal marketing of calves in Texas and in many other states is normally heaviest in late summer and fall because most calves are born in the spring," points out Dr. Ed Uvacek, livestock marketing specialist for the Texas Agricultural Extension Service. "In fact, about 75 per cent of all the calves born across the nation are marketed in that season of the year."

So what's the big mystery about fall marketing of calves this year?

"Weather conditions since last winter could be a big factor in causing cattlemen to change from the traditional marketing pattern this fall," notes the Texas A&M University System specialist.

Uvacek cites a number of examples.

"Good forage last fall, and winter due to good rains caused considerable overstocking which in turn, may have delayed calving this spring. So calves may be marketed later than usual.

"Late spring rains this year have caused calf weights to be lighter, so producers may hold them longer for further gains.

"Good summer rains have provided for excellent grazing conditions and have reduced the cattlemen's incentive to market.

"As ranges and pastures

continue to hold up going into the fall and low prices continue, many producers will further delay marketings."

Uvacek feels there will also be a fair number of heavier feeder cattle moving to market this fall due to the large number of yearlings held over from last year.

Of course, much hinges on the course that feedgrain prices take this fall. "High feed prices will probably force a heavy movement of calves to market right after the first frost," says Uvacek.

Agricultural Labor, Wages Rise In Texas

AUSTIN—The agricultural labor force on Texas farms and ranches increased one percent and wages increased ten cents per hour from one year ago, Agriculture Commissioner John C. White reported.

The labor force numbered 301,000 during the survey week of July 6-12, according to statistics released recently.

Farm and ranch operators and unpaid family workers totalled 194,000, down three percent from July 1974, while the hired working force increased to 107,000, nine percent more than last year.

Field and livestock workers, which were estimated separately for the first time in this year's report, accounted for 68,000, 64 percent of the hired working force in the state.

Wages paid all hired farm or ranch workers in Texas during the survey week of July 6-12 averaged \$2.08 per hour, 21 cents below the national average of \$2.29 for all hired workers.



Processing Seminar Slated

With the rapid change taking place in the livestock and meat business, meat processors must continue to be concerned with providing an acceptable product for consumers. To help them in this effort, the Texas Agricultural Extension Service in conjunction with the Department of Animal Science at Texas A&M University is offering a special seminar in meat processing.

The seminar, keyed to meat processors throughout the state, will be held Oct. 3-4 at the Aggeland Inn in College Station, announced Woodrow W. Bailey, livestock and meat

specialist with the Extension Service.

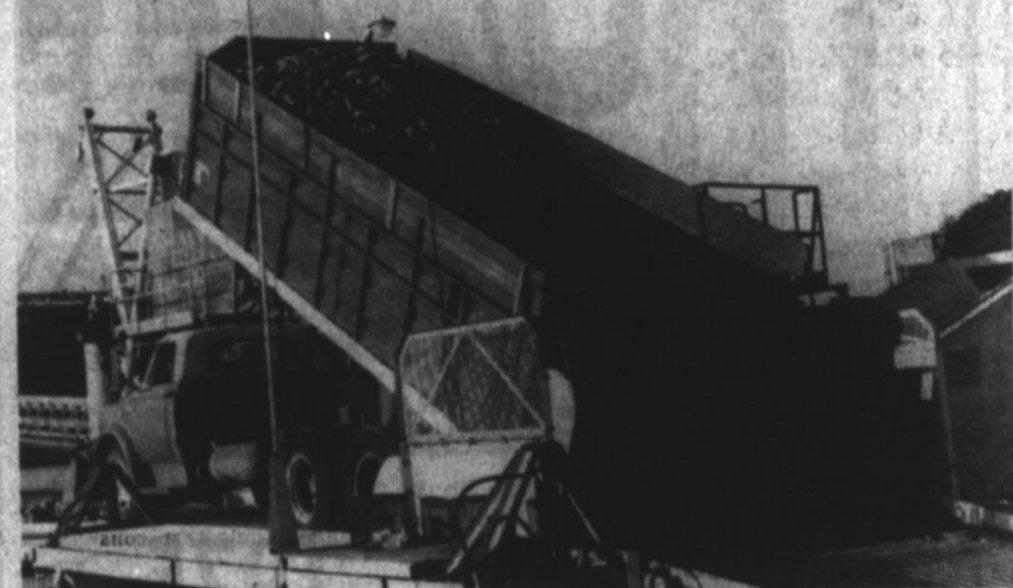
Highlighted will be such subjects as new methods of producing more tender meat, improved methods of holding fresh meat longer, use of mechanically boned meat, new packing methods and the latest material for improving the appearance of finished meat products.

"We have some 500 meat processors in Texas, and we feel they will benefit from this seminar," notes Bailey. "With the tremendous increase in the slaughter of grassfed beef in the past two years, they are all

concerned with making this type of beef more acceptable to consumers."

Slaughter of grassfed beef has increased tenfold in the last two years, points out the Extension specialist, and so far this year, grassfed beef slaughter is double what it was for the same period a year ago.

"Meat processors and consumers will continue to see more grassfed beef in the future, and we are trying to lend a helping hand to both," says Bailey.



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A truck equipped with a hydraulic hoist dumps a load of beets on a beet piler at Hereford's Holly Sugar Corp. plant Tuesday morning during the first day of the 1975 beet campaign. Modern equipment helps get beet trucks on their way back to the field in a hurry and makes the entire beet harvesting operation more efficient.

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Dr. Wiese Talks Weed Control With U.S., Russian Scientists

Weed control in sorghum was the topic discussed by Dr. A.F. Wiese, Texas Agricultural Experiment Station weed scientist from Bushland, at a Pest Management Conference held for scientists from the USSR and United States on September 29 and 30 at the Hilton Inn in Lubbock. Twelve Russian scientists exchanged information with 25 weed scientists, entomologists, and plant pathologists from the southern United States and California at the conference.

"Twenty-five years ago, weeds plagued American sorghum farmers because herbi-

cides were not available," Wiese told the visitors, "and if weather prevented cultivation of small sorghum, replanting was frequently necessary."

Johnsongrass and field bindweed are the two worst perennial weeds that plague sorghum farmers. "It is impossible to grow a profitable sorghum crop on land infested with Johnsongrass," Wiese told the visiting scientist. Common milkweed is another perennial weed that means trouble for farmers in the northern part of the sorghum belt. "Perennial weeds cost 50 to 100 per cent of the crop," Wiese continued.

Wild sorghum or shatter cane is the worst annual weed in the crop. Herbicides that kill this pest also kill sorghum.

Barnyardgrass and foxtails are hard to control annual grass weeds in the central and northern part of the sorghum belt. Broadleaf signal grass, crabgrass, browntop panicum, and Texas panicum trouble sorghum growers in central and south Texas. Several species of pigweed grow wherever sorghum is planted. These weeds are easily controlled with herbicides.

"Weeds are expensive to have around," Wiese stated. Studies at the USDA Research Center at Bushland show that one pigweed in 32 feet of 40-inch row will cut irrigated sorghum yield 10 per cent. This amounts to 500 pounds of grain, worth about 15 dollars per acre,

in an average sorghum crop. In the same study, one pigweed per foot of row cut yields 50 per cent.

The phenoxy herbicides, 2, 4-D and MCPA, were proven safe and effective in the early 1950's. Each year several million acres of the crop are sprayed over for broadleaved weed control with these herbicides.

Propazine or Milogard was the second major advance in chemical weed control for sorghum. "I received my first sample in 1957 and after five years of testing, propazine was ready for farmers," Wiese said. It was the first herbicide that would control both broadleaved and grass weeds in sorghum.

Shortly after propazine was labeled, atrazine was evaluated as a postemergent herbicide for sorghum. Atrazine applied in

a non-phytotoxic oil-water emulsion spray carrier would usually control both grass and broadleaved weeds.

In 1968, studies were started to determine the feasibility of applying atrazine and propazine by air. "Our results were almost unbelievable," Wiese stated. "Excellent weed control was obtained when as little as one quart per acre was used to apply one pound of herbicide."

Russian visitors were shown how research can whip a weed problem when studies were described that lead to control methods for barnyardgrass in sorghum. In the three year experiment three pounds per acre of propazine, applied prior to planting and incorporated,

usually controlled the weed and increased grain yields threefold. If it rained within two weeks after planting, preemergence

treatments with high rates of Milogard, Igran and Milogard mixed with either Lorox or Ramrod also controlled barnyardgrass. "Unfortunately, many farmers have used low rates of these herbicides and have had bad luck," Wiese continued.

Limited tillage research is improving sorghum production efficiency, the visitors were told. Double cropping sorghum after wheat harvest is feasible when no-tillage planting is used. Sorghum can be planted in wheat stubble the day of harvest and watered up the next. AAtrex controls weeds and volunteer wheat after sorghum emerges.

The system is faster than regular tillage and sorghum is seldom hurt by frost. Sorghum plants protected by stubble grows off faster than those on bare soil. In a five year study, by Ron Allen, USDA engineer at Bushland, no-till planted sorghum yielded 500 pounds per

acre more than conventionally planted double cropped sorghum.

Dr. Paul Unger and Jack Musick, USDA scientists from Bushland, have worked with Wiese to perfect a limited tillage system in a wheat-sorghum-fallow cropping sequence. Wheat stubble is maintained intact and weed-free during the 11-month fallow prior to sorghum planting with 2, 4-D and AAtrex. "Soil moisture storage during that fallow has doubled in most of our experiments compared to regular tillage," Wiese stated, "and sorghum grain yields have been increased about 1500 pounds per acre by the extra soil moisture."

The weed scientist stated, "We have good cultural practices and excellent herbicides for controlling weeds in sorghum." Milogard can be used preplant or preemergence. Igran and Lorox are

Milogard are used pre-emergence.

Farmers can select postemergent herbicides to suit their locality and weed species. Banvel, MCPA and 2, 4-D will control broadleaf weeds. MCPA and Banvel are safer to use near cotton than 2, 4-D. Karmex and AAtrex are postemergent herbicides that are safe to use near cotton and both have soil residual to control weeds that emerge after treatment," Wiese concluded.

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Hunting Leases Help Boost Ranching Income

Game hunting is mushrooming, and hunting leases provide a good opportunity for ranchers to increase their income, according to an area wildlife specialist for the Texas Agricultural Extension Service.

Dr. Milo Shult, at the Texas A&M University Agricultural Research and Extension Center at Uvalde, says a rancher who wants to use his land for hunting purposes must practice sound management and provide protection, cover and food for game species. In addition, many desirable non-game species profit from such management programs.

"In Texas, over 95 per cent of the land is privately owned," Shult says. "This means that sound management of game species is the responsibility of the landowner."

Maintaining land suitable for wildlife involves some costs. Because certain game species compete with livestock for food, a pasture cost must be given to deer, for example. Every six deer on pasture represent one animal unit that consumes forage, points out the Texas A&M University System specialist.

Other costs may come up through slight changes in land management practices. Shult gives the example of a rancher who leaves brush strips and weedy food plots in this pasture which benefit quail. However, this situation does not provide the best forage for livestock. Further costs are incurred through the provision of other goods and services for hunters such as cabins and blinds.

"Hunting leases, of course, can offset these costs," notes Shult. "A written lease is the best way to avoid misunder-

standing between two parties. Specific responsibilities and conditions should be assigned to all parties."

Such things as whether there are blinds, fishing spots, camping, game processing facilities or guide service are important to consider when writing or negotiating a lease.

The specialist says there are long-term and short-term leases and some are made according to the season of a particular game species.

"Short-term leases provide more income than those on a long-term basis but require a more intensive management program. Long-term leases may mean less money but frequently do not require as much personal

involvement," Shult points out.

"Like most endeavors, the more you put into the establishment of hunting leases, the more income you can expect. Management plays a key role, with the more intensely managed game areas providing the most income for ranchers," adds the specialist. "Hunters receive fair return for their dollars invested when they have exclusive hunting privileges on ranches and farms with sound game management programs."

Texas Department of Agriculture home economists advise that it is easier to cut even onion rings if the onion is sliced before peeling. Slip the peel off each slice after cutting.

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Published as part of The Hereford Brand-by the Hereford High School Journalism Department

Hereford, Texas, Thursday, October 2, 1975



New Teachers For 1975-76 School Term

MRS. BECKY PRICE

Hereford High's English department has acquired a new face, Mrs. Becky Price, formerly of Amarillo. She moved to Hereford five years ago when her husband set up his business here.

Mrs. Price completed collegiate studies at West Texas State University where she majored in Business Education and English. She is presently teaching Novels of Today and creative writing, to all grades.

Her pastimes are watching football, playing tennis, camping and sewing. When asked about Hereford she stated, "We love Hereford, and all the students are very enjoyable."

ELEANOR GOEN

"Hereford High School is one of the very best schools in which I've taught; it's outstanding." This is a statement made by Mrs. Eleanor Goen, one of our many new teachers.

She is presently teaching Vocational Office Education Pre Lab. Mrs. Goen attended West Texas State University and has degrees in business, and Bachelor Business Administration. Her hobbies are reading, knitting and crocheting. She was born in Bakersburg, Oklahoma. Mrs. Goen said she really likes Hereford and her future plans are to settle down here.

PATSY BURNAM

Among the new teachers at H.H.S. is Mrs. Patsy Burnam. Mrs. Burnam attended West Texas State University and has her Master's in Education. At H.H.S. she is a resource

teacher, helping students with learning disabilities.

She enjoys cooking, sewing, and camping with her family. When asked about her plans for the future, she stated that raising her three children successfully would be plans enough to keep her busy.

When asked about H.H.S. she replied, "Hereford High School is very unique in that there are so many courses to take that any student who wants an education can find the classes they want to be happy and learn."

FLOYD JACKSON

Mr. Floyd Jackson, who recently moved to Hereford from Fort Worth, will be teaching Government, American History and World History. Mr. Jackson completed his collegiate studies at the Texas Christian University. While at T.C.U. he obtained a double major in History and a minor in English.

As History teacher, he teaches all grades in his classes. His pastimes are, music, piano, and organ, water skiing, and tennis.

When asked to comment on Hereford he stated, "I've enjoyed every day of living and teaching here. Hereford people and students are great."

KIMA MARSH

Ms. Kima Lisa Marsh has been acquired to fill the vacancy of a Biology teaching assignment this spring. Ms. Marsh has a major in microbiology and graduated from Texas Tech. She is formerly from Hereford.

Ms. Marsh has a variety of hobbies and they are arts and crafts, macrame, water skiing,

skin diving, and all of the water sports. She also enjoys snow skiing and she loves to grow house-plants.

When interviewed about her feelings of HHS students she replied, "I knew a lot of students at H.H.S. before I became a teacher here, and I'm sure I'll get to know many more. Most of them are well-rounded people with good intentions, and I really enjoy working with them."

CHERIE ZINCK

Miss Cherie Zinck has joined H.H.S. in the English Department. She has been given the job of teaching mystery and suspense and standard English.

A graduate of The University of New Mexico, she intends to get her Master of Arts Degree. Coming to Hereford from Clayton, New Mexico, some of her hobbies are swimming, bowling, reading and writing.

When asked how she liked Hereford and the Hereford School system, she replied, "Hereford is one of the friendliest and most progressive towns in the Southwest."

MIKE SIMPSON

HHS English department acquired another new face, Michael S. Simpson from Sherman, Texas. He moved to Hereford in Jan. of this year.

Mr. Simpson attended Western College in Snyder, and graduated from Austin College, in Sherman. He majored in English and physical education.

His hobbies, when time is available, are tennis, basketball and photography. His future plans are to travel extensively and to obtain his Ph.D or Ed.D some day.

Mr. Simpson's feeling about HHS students is, "Most of the

them look and act much better than other High School students with whom I have been acquainted. For the most part they represent the school very favorably. I like the students that I know and enjoy teaching them."

CAROLYN KING

Another new and bright face this year is Mrs. Carolyn King. She teaches sophomore English and one class of mystery and suspense to juniors and seniors. Mrs. King's hometown is Detroit, Michigan and she grew up in Russellville, Kentucky. She moved here last November. She attended college at Austin Peay State University and has degrees in history and library science.

Mrs. King's hobbies are writing music; she also likes any type of water sports, such as scuba diving. Her future plans are to continue teaching but her hopes are to major in Bible Theology later.

Her remarks about Hereford High School are that she thinks it is a very progressive high school, and has an extremely good program for its students. Mrs. King also said there is much cooperation between the faculty and students, and she enjoys working here.

DANNY HANEY

Danny Haney, originally from Stratford, came to Hereford to lead the sophomore football team into action last May when he was contacted by the Hereford school system.

Mr. Haney obtained a master's degree in History and a bachelor's degree in English at West Texas State University. He is presently teaching Mystery and Suspense and Science Fiction to all grades.

"My hobbies are carpentry and golf," stated Mr. Haney. When asked about Hereford High, he replied, "HHS is probably one of the friendliest and most energetic schools, it is full of enthusiasm and warmth."

MARVEN THOUVENEL

Mr. Marven Thouvenel is the assistant coach of the junior varsity football team and will be in charge of the junior varsity basketball team. His teaching assignment is American History, and he graduated from Southeastern State University. In 1973 he acquired his Bachelor's of Art Degree, then in 1975 he received his Masters of Art Degree.

Mr. Thouvenel is originally from Muskogee. His hobbies are fishing and golf. When asked about Hereford High School and Hereford he stated that he really likes both, the community and the school system. Mr. Thouvenel also said the administration is great.

Big Red Band At Work, Play

The Big-Red Band elected officers in the band hall September 12 for the 75-76 school year. These officers represent the band at games and other various occasions.

The officers of the band are: president, Joel Valdez; vice president, Cheryl Arney; senior representative, Bob Behrends; junior representative, Charlie Arellano; sophomore representative, Stephanie Stringer. The secretary is Kathy Walker. Librarians are Annette Gooch, Jana Ray, Renee Inman and Melinda Gonzales. Drum majors are Brian Eades and Suzanne Duvall.

At the football games at halftime the band marches to tunes such as "British 8th," "Electric March," "I Saw the Light," and the "Fight Song." The twirlers and drill team are featured with songs such as "Proud Mary," "Long Tall Texan," "Down Pat," and "Tommy." This year's twirlers are Betty Banks, Kathy Walker, Debra Jones, DeeAnn Calson, Stacy Lea and Sabra Hacker.



New Teachers

Several new teachers have joined the staff of Hereford High School for the current school year. Seated left to right are Donna Klesner, Cherie Zinck, Becky Price, Eleanor Goen, and Carolyn

King. Standing from left are Floyd Jackson, Kima Marsh, Pat Burnam, and Don Clements. Not pictured are Mike Simpson, Danny Haney, and Marvin Thouvenel.

Key Club Observes Anniversary

Key Club held a meeting at the Pizza Hut Monday, September 15, to discuss plans for this year. This year is also

the 50th Anniversary of Key Club. The Golden Anniversary observance is just one of the

many projects that Key Club has undertaken. Other projects are things such as the marquee in front of the school, honoring teachers on their birthday by having a rose presented to them, raising the American flag at local businesses in observance of national holidays, spending a day at King's Manor visiting the residents there, and the annual pancake supper held in conjunction with Kiwanis Clubs.

The Key Club has seven required projects. They are service to school, vocational program, model Kiwanis meeting, support of church, interclub program, Buddy program, and the international theme which is "50 years of caring-only the beginning."

Meeting places for the Key Club are the Pizza Hut, every first and third Mondays, and at school, every second and fourth Tuesdays.

Officers for the 75-76 school year are president, Pete Hale; vice president, Mike Foster; secretary, Kent Herring; treasurer, Rowan Alexander; and Lt. Governor, Mike Hull. Hull is also Lt. Governor for the whole Division 33.

Senior board members are Dave Charest and Steve Cornelius. Junior board members are Mike Olgiesby and Dale Tarr. Sophomore board members are Mitchel George and David Arney. The faculty advisor is Gene Brock and the Key Club sweetheart is Sarah Ricketts.

Key Club is sponsored by Kiwanis International and the local sponsoring clubs are the Whiteface Kiwanis Club and the Noon Kiwanis Club.

The school with one of last year's projects, the big "H", which is mounted at the base of the flagpole at the football stadium, in hopes of boosting school spirit and starting a lasting tradition of respect for the "H" and all its represents.

Members work for "points" to attend the District Convention to be held in Dallas, April 9-10-11.

Golf Teams Acquires Second Place At Invitational Tournament Friday

HHS golf team won second with a score of 312 last Friday at the Hereford Invitational golf tournament.

Fowler with a score of 82. Other scores were Greg Pagett 89, Jim Lyles 90, Tony Albracht 93, and then Mike Hill first a score of 96.

Tommy Weaver led the Hereford team with a score of 36-41-77. Following close were captain Curtis Stoerner, and senior Billy Word, with scores of 78's. One more runner-up was junior George Yocum with a 79.

The tournament was won by Amarillo High School with a score of 308, four ahead of the Hereford team. Amarillo was led by Tony Fritts and Scott Sebastian with 76's. Next was Greg Morrison 77 and then Andy Eschenburg with a score of 79. Bringing up the rear was Stephen Russell with an 80. Only the top 4 scores counted.

Hereford also played a B team, which shot a score of 354. Leading the team was Mark

The Hereford team was number 1 in their District which is 4AAAA. Members of that district are Monterey and Coronado of Lubbock, Plainview and then Lubbock High School. The scores of the teams are Monterey 324 with Rex Robertson leading the team with a 77, Coronado with 324 with Roger McMillan leading the team with an 80. Plainview came through with a 326 behind Greg Weathered's score of 76.

Medalist was won by Bryan Garner of Canyon with a score of 75. Second place was won after an immense sudden-death playoff. Six players were tied with a score of 76. They were Tony Fritts, Scott Sebastian, Gret Weathered, Brian Goolsby, Wally McIntire and Bobby Casanova.

The field was reduced to two players at the end of 4 holes with Casanova and Sebastian remaining. Sebastian then birdied the 5th hole to win second place and force Casanova to settle for third place.

Remaining teams that completed were Berger-327, Caprock-349, Palo Duro-343, Clovis-387, Canyon-336, Tascosa-326, Pampa-324, Brownfield-357.

The next Hereford team tournament will be tomorrow at Plainview. When asked about the chances of Hereford winning a tournament this year, he had

FBLA Selects New Officers

Future Business Leaders of America elected new officers to serve for this school year. Dennis Evans will serve as president and Julie Hallows was elected vice president; secretary for this year will be Jana Ray; and the treasurer is Mike Olgiesby; Philipp Zinser will be this year's reporter; and Delores Abalos was elected historian.

Board of Directors were also chosen. They are Mike Dudding, Jami Durham, Terri Hill, Charles Dickson, Rose Warren and Gayle Yosten. Requirements to be a member of FBLA are that you have to be enrolled in a business course. FBLA has been the largest club in HHS in the past years.

A party was held Sept. 29 at the Pioneer Natural Gas Flaming Room.

Choir Raises Funds

HHS Choir recently conducted a fund-raising drive throughout the community selling subscriptions for various popular magazines. The proceeds will go to finance choir activities, including their competitive trips through the school year.

Bill Hardin, leading salesman in the drive, collected nearly \$1,100. Close behind Hardin was Larry Landers with sales close to \$1,080. The top five

salesmen were to be awarded valuable prizes, including 23 channel citizen's band radios and 8 track tape players.

According to Don Moore, choir director, the total sales in the drive amounted to approximately \$6,300; 40 per cent of which the choir will be able to keep. Sixty people participated in the drive, collecting an average of \$105 per person. This figure was very close to a goal set by the choir before the drive started.



DECA Officers

Pictured above are the officers installed for the DECA organization. They are (L-R) Joe Valdez, reporter; Elaine Birkenfield, president; Carla Jones; Stacy Hacker, vice president; Emma Gahan, parliamentarian; Cathy Brownlow, secretary; and Shiela Dyke, treasurer.

DECA Officers Installed

Elaine Birkenfield was installed as president of the 1975-1976 DECA club by Carla Jones, the 1971-1972 president during a candlelight ceremony. Stacy Hacker, vice president; Cathy Brownlow, secretary; Sheila Deyke, treasurer; Emma Galvan, parliamentarian; and Joel Valdez, reporter were also installed.

Elaine Birkenfield gave the invocation. DECA cake and

punch were served after the installation.

DECA club is a national, state and local organization. The local club consists of 43 members, 42 of whom attended the banquet.

The banquet was held in the Bicentennial Room at the county library on September 15, and Park Avenue Florist furnished corsages and boutonniere for everyone.

Sophomores In Troubled Water

The sophomore football team of Hereford High has not played well due to technical difficulty which they are now smoothing out. The team as a whole is working hard and great stress is being put on the front line and backfield.

There are many outstanding football players the squad, some of which are Jesse Mendez,

Steve Cortez, Rudy Coleman and Paul Garcia, all of whom are hard working players.

Dan Haney, coach of the sophomore team, feels they will play well the rest of the season and should do well in their next game. Through hard work and stress on plays the team is looking good and spirits are high for their next game.

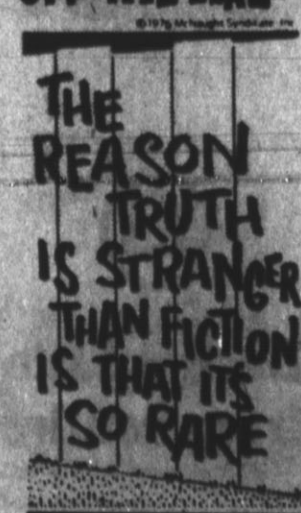
Tennis Team Has Initial Match

Hereford High School's tennis team opened their tennis season with a practice round with Lubbock High, Saturday, September 13.

Hereford fell to Lubbock by a narrow margin, losing eight to ten of their possible eighteen matches. Winners of the matches were: Steve Hoover-#3 singles, Jessie Castaneda-#4 singles, David Rudder-#5 singles, Herbie Del Toro-#6 singles, Shelly Scott-#6 singles, Hoover-#7 doubles, Rudder-Del Toro #3 doubles, and Scott-Grimsley #3 doubles.

Hereford and Lubbock played their practice round, consisting of nine girls matches and nine boys matches. Each of the top varsity players played a singles and a doubles match. Due to the weather on Saturday, the two teams played on indoor courts in Lubbock High's Gym.

OFF THE WALL



Youth Program Climaxes At Pet Parade Sunday

As a grand finale to the Summer Youth Program, the Chamber of Commerce Women's Division will stage a Pet Parade from 2-5 p.m. Sunday in the patio area at Community Center. The event marks the end of the SYF, which also comes under auspices of the Women's Division and was coordinated this year by Mrs. Bill Allen.

All young residents of Hereford are invited to enter the contest, which is open to toddlers through teens. Entrants with the leashed or caged pets will register and pay a \$1 fee at the east gate leading to the patio area. Two awards will be made in each of 11 categories, announced Mrs. J.W. Robinson, chairman. Trophies will be presented to

first and second place winners. Contest divisions will include most unusual pet, highest jumper, loudest, longest hair, shortest tail, cutest trick, most original name, most unusual physical trait, most unusual marking, longest ears and best obedience.

Offering a variety of activities for school-age children, the Summer Youth Program ends

traditionally with the annual Pet Parade. The year's program was unique in that Miss Cindy Hairgrove was the first part-time SYF to be salaried by the City of Hereford.

Women's Division members who serve on the education and youth committee led by Mrs. Allen and Mrs. Charles Hoover are Mmes. Andy Shuval, Philip

Coker, Jim Conkwright, Ed Coplen, Dan Warrick, Bill Johnson and Ros Zimmerman.

Also, Mmes. Ed Alliston, Lee Drake, Roy Shipp, Don Cherry, Gayle Cotten, Dick Coupe, Jim Culpepper, Clarence Veazy, Bob Laster, Tom Draper, Jeff Carlile, Barry Lynn Jones, James Braly, Bill Reinauer and John West.

New Staff Members To Be Presented

Two new staff members will be introduced at a Sunday afternoon reception at Kings Manor Retirement Home, with the entire community invited to meet them.

Both coming to the retirement home from Lubbock, Zona Smith will become hostess and Jane Bickley assistant hostess. They will succeed Graco Mason, who has resigned after two years of service and plans to live

in New Mexico. Reception hours are 3 to 4:40 p.m. Sunday in Lamar Memorial Room of Kings Manor.

Mrs. Smith is a former teacher who has also worked as a nurses-aide in a rest home. Mrs. Bickley is known in many parts of Northwest Texas where her husband, the late C.A. Bickley, was pastor or district superintendent in the Methodist Church.

Annual Doll Show, Sale Is Scheduled This Month

The Amarillo Doll Association will sponsor their annual Doll Show and Sale Oct. 17-19 at Amarillo Civic Center. Admission for adults is \$1 and 50 cents for children.

All proceeds will be donated to Camp Wig Wam, a summer camp for mentally retarded children.

Dolls and other related items from various states will be on exhibition and anyone interested in displaying their works

in the competitive booth is asked to contact Elizabeth Rickwartz at 1200 W. 9th, Amarillo, 79101.

Entrants may also phone 806-374-8015 or bring their wares to Amarillo Civic Center Oct. 16 from 9:30 a.m. until 1 p.m. Entry fee is 50 cents per doll.

A souvenir booth will also be featured and two door prizes will be presented.

CowBelles Hunt Cattle Brands

Hereford CowBelles are now taking orders for registered cattle brands to emboss on table napkins for a fee of \$10.

Brand insignias should be submitted to Mrs. Gary Victor, project chairman, before Nov. 1. Brands which already appear on the CowBelle napkins should be renewed.

A cattle brand can be registered at the courthouse for \$2. For further information, contact Mrs. Victor, 364-5616.

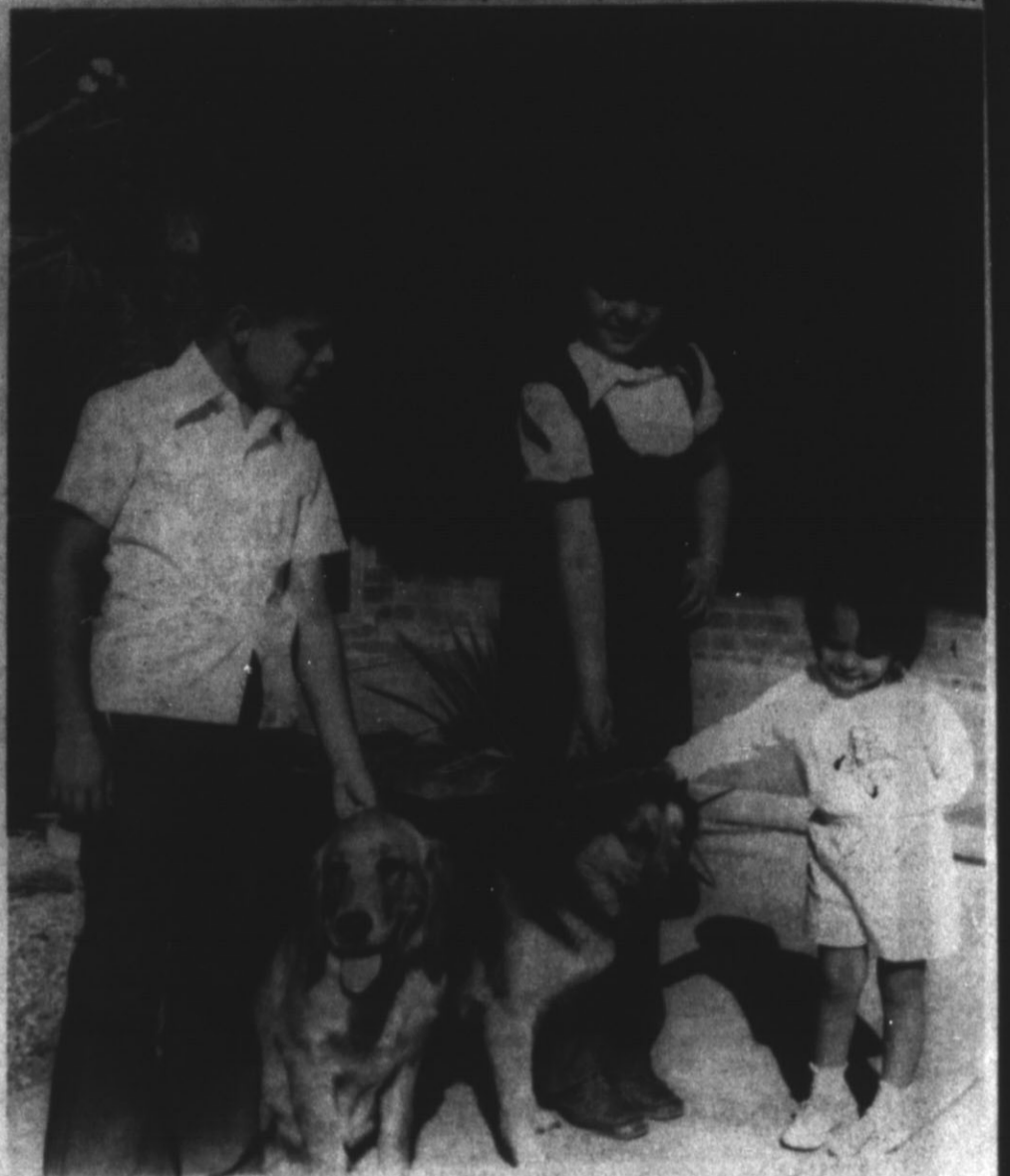
ABOUT YOUR HOME

Gutters and drainspouts should be cleaned often where falling leaves collect.

When selecting carpet, consider traffic areas. The best carpet for long wear should be your first consideration.

When closing your summer camp, don't forget to oil pots, pans and other utensils to prevent rusting.

Brisk walking, an excellent exercise, is most enjoyable at this season when mother nature has displayed so much beauty.



Canine Competitors

This golden retriever and German shepherd will be among competitors in the annual Pet Parade from 2-5 p.m. Sunday on the Community Center patio. Shown here with their canine wards are James Hamby Jr. with his sister Michelle and Elva Silva, daughter of Mr. and Mrs. Natividad Silva. Mrs. J.W. Robinson, show chairman, stressed that all pets must be leashed or caged.



Branding Time

Mrs. Gary Victor of 108 Northwest Dr. sells promotion space on this CowBelle napkin to Mike Bradford, who will have his registered cattle brand imprinted on it. Anyone interested in having a brand embossed on the napkins is invited to contact Mrs. Victor, project chairman.

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..... OUR MOST SINCERE THANKS

We at Smith & Co. Funeral Home wish to offer our most sincere thanks to the hundreds of fine people who were able to attend the formal opening of Smith & Co. Funeral Home Saturday and Sunday.

Your wonderfully warm and complimentary reaction to our new funeral home made the months of planning and preparation more than worthwhile. We enjoyed meeting you and offer our heartfelt thanks for your visit.

We also wish to thank the many firms and individuals who helped open our doors. . . . the suppliers, the contractors, the workmen. . . . all those whose fine cooperation made our task lighter. If for some reason you were unable to attend on one of the days of formal opening, please feel welcome at any time in the future.

Again we say, Thank You, from the entire staff of Smith & Co. Funeral Home.

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DAVID FROST and his associates got the rights to RICHARD NIXON's memoirs, agreeing to pay \$600,000 for four 90-minute TV programs . . . Calcutta, India, finally has television . . . American tourists to Ireland seem to enjoy Dublin, Cork/Kerry and the Shannon region the best.

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At The Library Author Escapes Humdrum Life

The generation gap in reverse is explored by author Shelby Hearon in a fascinating novel entitled "Hanna's House," which is featured this week at Deaf Smith County Library. Hearon searches, through security teas, a bridesmaid's party and unsettling visits from a radically different kind of college girl, the richness and complexity of a relationship which both separates and binds a mother and a daughter. "Benedict Arnold Slept Here" by Jack Douglas is a

humorous book showing America's sense of humor in this day of turmoil and uncertainty. The library is open free to the public from 9 a.m. until 9 p.m. Monday and Thursday; from 9 a.m. until 6 p.m. other weekdays and noon Saturday.

HANNA'S HOUSE by Shelby Hearon

It is the year before Hannah's traditional church wedding, a wedding that is to become a symbol for a mother and

daughter of how each has irrevocably marked the other's life.

Beverly, the mother, forty and divorced, is reluctant to marry her lover of seven years, and perplexed over a girl who is everything she wanted a daughter to be and everything she herself is not.

Hannah, nineteen, and longing for what is "nice," wishes above all for her mother to buy the elegant yellow stucco house from which she can marry her proper engineer and settle into

the life she has always wanted.

BENEDICT ARNOLD SLEPT HERE Jack Douglas

Who hasn't dreamed of dropping out of the workday world to live in beautiful surroundings and enjoy playing host (at a profit) in his very own resort hotel? Never a bashful man with a fantasy, Jack Douglas—along with wife Reiko and the kids—decided to make that dream come true. In short order the perfect spot and hotel were located, the mortgage signed, and a proud new sign erected: JACK DOUGLAS' HONEYMOON MOUNTAIN INN.

Ah, but where would America's sense of humor be today if life ran smoothly for its zaniest funny man? Jack soon learns that the economy of the entire resort community depends not upon the tourist business which the venerable old hotel attracts, but upon the annual bankruptcy of the hotel's new owner.

The furnace, the well, the septic tanks, the plumbing, the wiring—everything including the roof over the Douglasses' heads and the exterior paint—require almost weekly repair and service owing to the carefully calculated lack of craftsmanship of the local talent.

Food and beverage are not easily available and delivery is undependable. The access road is owned by the town golf course, and its use by the hotel is disputed—which actually matters very little since the land deed to the hotel grounds is also soon in question.

What does a red-blooded, two-fisted American boy do in such circumstances? He fights back, of course, with his own very special and hilarious brand of warfare.

It's an even draw on laugh meter as Jack tells it, but to the relief and reward of Douglas fans everywhere, the town finally wins and our wiser and wittier-than-ever here goes home to tell it all in this extra-special treat of a book.



VOE Student

Selected as Vocational Office Education Student of the Week is Lupe Barrientes, daughter of Mr. and Mrs. Juan Barrientes of 508 Blevins. A senior student at Hereford High School, Miss Barrientes is employed as a typewriter in the composition department of The Hereford Brand. She is pictured with her supervisor, O.G. Nieman, Brand publisher. Following graduation, Miss Barrientes plans to attend West Texas State University.

Senate panel backs equal-employment nominee.

Iran struggles to increase food production.

CCA To Feature Korean Troupe

Local Community Concert Association members are eligible to attend concerts at Lubbock and Canyon featuring the Little Angels of Korea this week.

The 32-member troupe will perform in Monterey High School auditorium, Lubbock, at 8 p.m. Saturday and in Canyon High School at 3 p.m. Sunday. Admission is for CCA cardholders exclusively.

Appearing on their 8th tour of the United States, the Angels are an official folk ballet, selected by the government to present Korean dance. Selected on a competitive basis, the cast members range in age from 6-15 and include 29 boys and three girls. Focusing on ancient legends and tales, the dances are not performed in the stylized ritual associated with Oriental dance. Each ballet requires a costume change; reviewers have acclaimed the troupe for brilliant production garments.

The children's performance is choreographed by Soon Shim Shin, one of Korea's foremost dancers. They are accompanied by a five-member court music orchestra. These musicians are members of Seoul's National Court Music Academy and perform on more than 50 instruments of Oriental origin.

Hereford's first home-based CCA concert will spotlight "Scotland on Parade" at 8 p.m. Oct. 23 in Hereford High School auditorium.

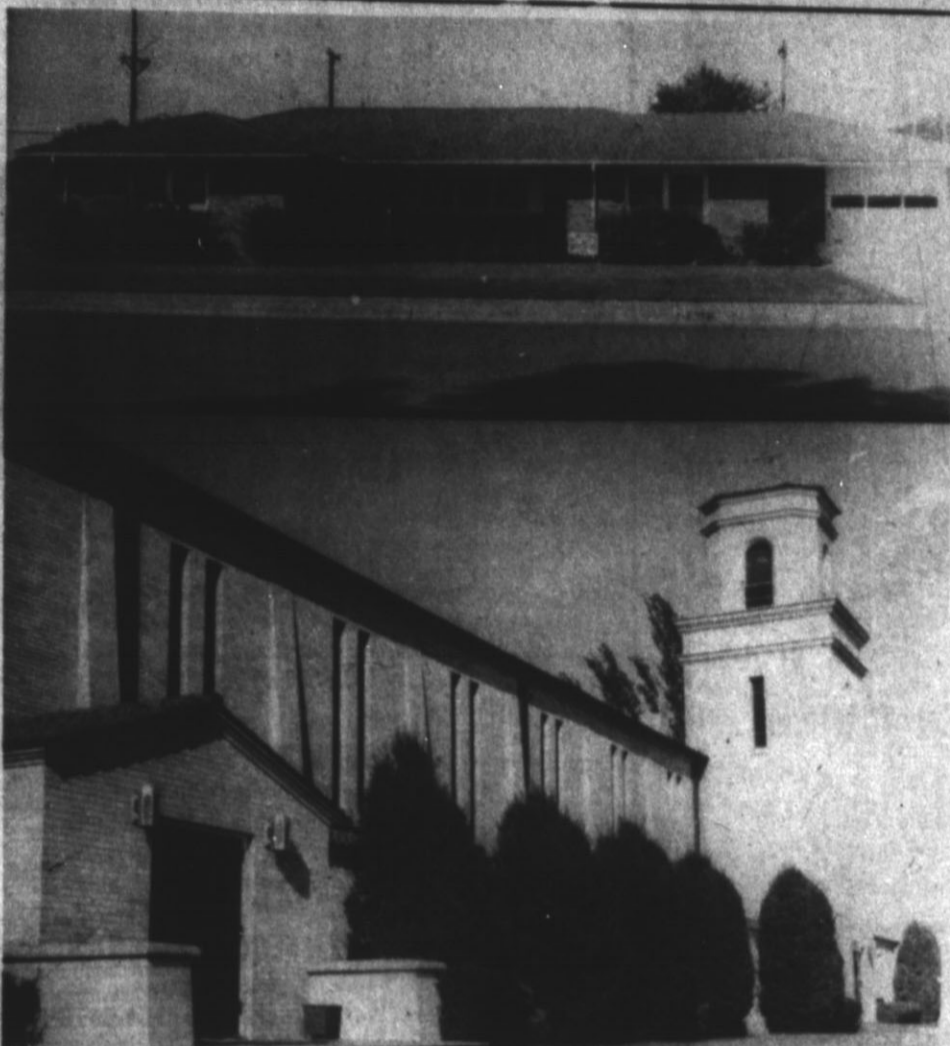
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To qualify for Certificate of High School Equivalency administered on the third Monday of each month at the Hereford Independent School District Administration Building. 8:30 A.M.

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



Beauty Spots Announced

The Deaf Smith County Chamber of Commerce Women's Division has selected beauty spots for the month of September. In top photo, the Wayland Smith's home at 401 Star was chosen as residential beauty spot of the month. St. Anthony's Catholic Church, located at the corner of Park Ave. and Hwy. 385, is recognized as non-residential beauty spot.

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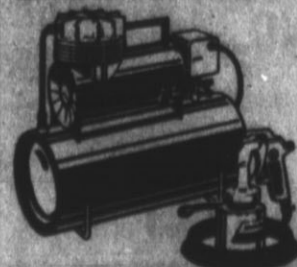
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 Plastic Panties 3 for \$1 <small>Pull-on plastic panty. Sizes S-M-L-XL. Our Reg. 48c Pr.</small>	 Cannon Washcloths 5 for \$1 <small>Slightly irregular. Assorted colors and styles. Reg. 33c. Ea. LIMIT 10</small>	 Tube Socks \$1 <small>Men's 22" socks of 80% Acrylic-20% Nylon. Style 7474. Reg. 1.37.</small>				
 Headscarves \$1 <small>Polyester scarves for colorful accents! Our Reg. 1.29.</small>	 Kitchen Towels 2 for \$1 <small>Cotton terry kitchen towels. Slightly irregular. Our Reg. 77c Ea. LIMIT 4</small>	 Braided Rugs \$1 <small>Reversible braided rug; add a charming accent. 17" x 28". Our Reg. 1.79. LIMIT 2</small>				
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And then, if you will go to Church and pray
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You'll know, before your life on earth is done;
You gave your very best for everyone.

— Gloria Nowak

"Let us hear the conclusion of the whole matter: Fear God, and keep his commandments: for this is the whole duty of man."
— Ecclesiastes 12:13

Nothing in life is more wonderful than faith—the one great moving force which we can neither weigh in the balance nor test in the crucible.
— Sir William Osler

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Calendar Of Events

THURSDAY

North Hereford Home Demonstration Club in the home of Mrs. Paul Hoff, 113 Fuller, noon.

Wyche Home Demonstration Club, the home of Mrs. Wayne Jones, 204 Beach, 2:30 p.m.



Museum Hours

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

Palo Duro HD Members Hear Program

A joint program was given by Mrs. State Norvell and Mrs. Mickey Brisendine to members of Palo Duro Home Demonstration Club Monday evening in Community Center.

Parliamentary Conduct in Meetings was the THDA program presented by Mrs. Norvell before reporting on her recent trip to Abilene where she served as one of three HD state delegates from Deaf Smith County.

As a craft project, Mrs. Brisendine demonstrated the art of making bread dough. During the craft hour, members practiced making dough plaques.

Mrs. Brisendine served as hostess to members, Mmes. Wallace Hill, Mike Hall, Charles Thomas, Ted Coleman and Lynn Brisendine.

Museum Tour Is Taken By 4-H Club

Mrs. Henry Sears, executive director of Deaf Smith County Historical Museum, acted as tour guide to members of Merry Maidens 4-H Club recently.

Following the tour, a brief business meeting was conducted in which Sherry Harder, assistant county extension agent, spoke of club projects and Jo Anna Wagner presented a summary of past programs.

Hostesses for the afternoon meeting were Donna Carr and Jo Anna Wagner.

Cynthia Manning was recognized as a visitor among members present. They included Cindy Duncan, Susette Edwards, Christy Duncan, Tonya Savage, Julie Chapman, Kelley Scoggins, Joicyelyn Aven, Cynthia Streun and Dawna Inman.

FAIR EXCHANGE?

DENVER—Mrs. Robert Schneider of Salem, Ore., lost her purse to a thief, in 1973. But it wasn't found until recently by an unidentified worker. The thief took \$500 cash from the purse but left jewelry valued at more than \$15,000.

180,000 4-H members shared in awards provided by 60 private-sector donors through the National 4-H Service Committee in 1974.

Hereford Study Club to tour West Central Elementary School at 7:30 p.m. before meeting in Labry Ballard home, 120 Beach.

Ladies Golf Association, luncheon at Country Club, noon.

Summerfield Study Club in the home of Mrs. L.R. Lookingbill Sr., 115 Ave. J, 2:30 p.m.

Bayview Study Club in the home of Mrs. Colby Conkright, 408 E. 5th, 2 p.m.

L'Allegre Study Club, home of Mrs. Alex Schroeter, 825 S.

Miles Ave., 9:30 a.m.

Alpha Iota Mu chapter of Beta Sigma Phi, Pioneer Natural Gas Flame Room, 7:30 p.m.

Kiwanis Club, Civic Club Center, noon.

Hereford Jaycees, Civic Club Center, 8 p.m.

VFW, VFW Clubhouse, 8 p.m.

American Association of Retired Persons, social meeting at Community Center, 7 p.m.

BPOE Lodge at Elks Hall, 8:30 p.m.

Westgate birthday party at 3 p.m.

home of Mrs. Bruce Burney, 202 N. Texas, 9:30 a.m.

Bud To Blossom Garden Club in Pioneer Natural Gas Flame Room, 9:30 a.m.

Campfire Girls Leaders Association, CPG Lodge, 9:30 a.m.

Merry Mixers Square Dance Club, Community Center, 8:30 p.m.

Kiwanis Whiteface Breakfast Club, Dickies Restaurant, 6:30 a.m.

Duplicate Bridge at 309 Western, 7:30 p.m.

Story hour for children, grades 1-4, at Deaf Smith County Library, 4-4:45 p.m.

Patriarchs Militant and Auxiliary, IOOF Hall, 8 p.m.

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

Wednesday

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 Afflatus 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

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.

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CHUCK ROAST USDA Choice Blade Cut lb. 78¢	SIRLOIN STEAK USDA Choice lb. \$1.88
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ICE CREAM Snow Star 1/2 Gal. Ctn. 89¢	APPLE PIE Bel Air Brand 24-oz. Pie 69¢	PIE SHELLS Bel Air Brand 2-9-in. Shells 45¢	ORANGE JUICE Scotch Treat 12-oz. Can 39¢ 5 6-oz. Cans \$1
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Whip Topping 5-oz. Tub 59¢	Lemonade 5-oz. Can \$1.00	Asparagus Spears 3-oz. Pkg. 77¢	Broccoli Spears 10-oz. Pkg. 41¢	Com or Peas 3-oz. Pkg. \$1.00
Orange Juice 4-oz. Can \$1.00	Grape Juice Wash Brand 5-oz. Can 37¢	Broccoli 3-oz. Pkg. \$1.00	Brussel Sprouts 8-oz. Pkg. 39¢	Green Beans 3-oz. Pkg. 29¢

NON-FOODS & VARIETY

CREST Regular or Mint Toothpaste 5-oz. Tube 69¢	MULTI. VITAMINS Safeway Brand Plus Iron 100-ct. Botl. \$1.01	TYLENOL Non-Aspirin Pain Remedy 100-ct. Botl. 99¢
White Rain 14-oz. 99¢	Vaseline 10-oz. 99¢	Dr. Scholl Soft Zinc Callus Pads 6-ct. 69¢
Mr. Bubble Bubble Bath 10-oz. Box 69¢	Head & Shoulders Lotion Shampoo 7-oz. Size \$1.49	

FRESH BREAD

BREAD Mrs. Wright's Buttermilk Sandwich 24-oz. Loaf 49¢	BREAD Mrs. Wright's Cracked Wheat Sandwich 24-oz. Loaf 49¢
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DIAMOND CENTER

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Vegetable Buys Offer Bargains

Economy grocery buys across Texas this week depend on vegetable selections, one observer says.

"Good choices, price-wise, are soft-shell squash, cucumber, corn and carrots—along with bell peppers, cabbage, collards and mustard greens.

"Fruit choices include Thompson seedless grapes, prunes, bananas and oranges, as well as cantaloupes, plums peaches and apples," Mrs. Gwendolyn Clyatt said.

Mrs. Clyatt is consumer

marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

Meat and poultry products are stable-to-higher in price.

"Features" at most beef counters are centering on chuck roasts and steaks, arm and blade pot roasts and steaks, round steaks, ground beef, some of the "popular steak cuts," beef and calf liver.

Pork prices are high with no signs of lowering during the fall, the specialist said, citing Boston

butt roasts, quarter-loin cut into chops, semi-boneless ham and liver as "best values."

"With poultry prices also higher, due mainly to greater demand, careful comparison shopping is most important—giving special attention to whole fryers, mixed parts and frozen turkeys.

"Eggs are a bit higher, too, but small-size eggs are in greater supply, so look for specials on them."

Also, some markets are featuring lamb, especially

shoulder cuts and leg of lamb.

CONSUMER WATCH-WORDS: Potato prices may swing upward later in the fall due to partial crop damage from adverse weather in some potato production areas.

LOS ANGELES—Mari and Ed Smith held a divorce-party where their best man, Pat Kingsburg, performed a double-ring divorce ceremony in which they removed their rings—thus ending their marriage of 15 months.

Who's New

Mr. and Mrs. Milan Anderson are the parents of a son, Chance Joe Anderson, born September 28. He weighed 7 lbs. 10 oz.

Mr. and Mrs. Joe Wallace are the parents of a daughter, Jodi Lynn, born Sept. 28. She weighed 7 lb. 9 1/2 oz.

Mr. and Mrs. Steven Jeffries are the parents of a daughter, Cyndee Gayle, born Sept. 27. She weighed 6 lbs. 14 1/2 oz.

Mr. and Mrs. Russell Hickerson are the parents of a

son, Jason Douglas, born Sept. 27. He weighed 8 lbs. 1 oz.

Mr. and Mrs. Galen Friemel are the parents of a daughter, Amy Lynn, born Sept. 27. She weighed 8 lbs. 9 oz.

Mr. and Mrs. Ronald Matthews are the parents of a son, Eric Wayne, born Sept. 26. He weighed 7 lbs. 8 oz.

Mr. and Mrs. Mario Vargas are the parents of a daughter, Sandra, born Sept. 26. She weighed 7 lbs.

The FBI disclosed its annual budget runs to half a billion dollars, including \$82 million for secret counterparty and crime-busting operations.

Art Of Storytelling Can Be Cultivated

Hearing a story is a favorite activity of most children from age 1 year on up—and some fundamental techniques can help parents make storytime memorable, Dorothy Taylor, a family life education specialist, says.

She's with the Texas Agricultural Extension Service, The Texas A&M University System.

"Select a suitable spot—one that is quiet, away from distracting noises and other activities. And be sure everyone is seated comfortably—avoid crowding. The storyteller must be able to see all the children's faces and they must see his. Sitting on the sofa, on the floor or ground, or in a semi-circle facing the reader are good seating arrangements.

"When using a book, be sure to hold it so that all can see. Hold it to one side or up near your cheek. This means that you must be able to read the story out of the corner of your eye without turning the book toward you. Do not hold the book in your lap and block another person's view," she said.

In selecting books to use with a group of children, be sure to choose those with pictures large enough to see from a short distance. If reading to only one child, a smaller book would be fine since the child can see it easily.

"Before beginning to read or tell a story, provide opportunities for the children to look at books on their own. This helps them learn meaning from pictures—a good pre-reading experience," she explained.

Get the children's attention before starting the story. Collect any books they have in their hands so they won't be distracted from the story they're hearing.

"It's important to like the story you read—otherwise you can't put enthusiasm into telling it.

"And if you don't know your story well, you'll focus too much of your attention on the book—when you should be free to notice the children's reactions.

"Knowing the story well means that you will be able to tell it with enthusiasm, expression and emphasis. Sounds are better said than read. For example, crow for 'cock-a-doodle-doo' and bark for 'bow-wow'."

The specialist advised reading the story unhurriedly with an interesting, well-modulated voice. Read naturally—don't talk down to the children or have a special "storytelling" voice. A quiet voice will encourage them to listen more attentively, she explained.

"Do not comment on the story as you read it or point out things in the pictures, for these techniques break the thought in the story and spoil its effect. Encourage the children to save their comments and questions until the end of the story for the same reason.

"Do provide the children an opportunity to comment or talk about the story after you have finished reading the book."

CALLS OFF BOYCOTT
AFL-CIO President, George Meany, reached agreement with President Ford and called off a long-shoremen's shiploading boycott for at least one month.

ECONOMY REBOUNDS
The Federal Reserve Board reports that the nation's industrial output showed the sharpest increase last month in nearly three years.

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 <p>T-BONE STEAK USDA Choice \$1.99 lb.</p>	 <p>BONELESS RUMP USDA Choice Roast \$1.89 lb.</p>	 <p>ROUND STEAK USDA Choice Full Center Cut \$1.58 lb.</p>	<p>LOOK FOR THE QUALITY GRADE ON BEEF YOU BUY.</p> <p>All Beef Graded by An Inspector U.S. Government. Emphasis Falls Somewhere in The Chart Below. With U.S.D.A. Prime Being The Top Grade And With U.S.D.A. Canner The Lowest Quality Grade.</p> <p>U.S.D.A. Prime is highest in quality with high degree of "marbling." Larger proportion of white fat. Slightly higher in water content.</p> <p>U.S.D.A. Choice is preferred by most consumers. Less marbling than Prime. Produces very rich, excellent flavor.</p> <p>Minimum degree of marbling is required. Most beef carcasses in this class is usually represented as a "house brand."</p> <p>The rib bones, a slightly wider and flat rib eye muscle is slightly dark red in color and fat is thick. A moderate quantity of marbling is required.</p> <p>Rib bones are moderately wide and flat and the rib eye muscle is moderately dark red & slightly coarse in texture.</p> <p>The rib eye muscle is very dark red in color and coarse in texture used primarily for ground beef.</p> <p>The rib eye muscle is devoid of marbling and may be soft & slightly watery—most of this beef is used for further processing into hamburger, meatballs, etc.</p> <p>The grade includes only those carcasses that are eligible for the minimum requirements specified for the Center Grade.</p> <p>FILL IN THE U.S.D.A. QUALITY GRADE ON THE BEEF YOU'RE BUYING.</p> <p>IF YOUR BEEF IS NOT U.S.D.A. QUALITY GRADED, ASK WHY IT IS NOT!</p>
<p>PORTERHOUSE STEAK Super Saver \$1.99 RIB STEAK or Roast Super Saver \$1.99 ARM ROAST USDA Choice Beef Chuck Center Cut Super Saver \$1.29 7-BONE ROAST Super Saver \$1.09</p>	<p>SIRLOIN TIP Steak or Roast Super Saver \$1.99 HEEL OF ROUND USDA Choice Roast Super Saver \$1.69 FRESH BRISKET USDA Choice Boneless Super Saver \$1.69 BEEF SHORT RIBS Super Saver .69c</p>	<p>Eye of Round NOT Removed</p> <p>GUARANTEE If ever a purchase of Safeway Meat fails to please for any reason whatsoever, just tell us. We will refund your money promptly, courteously.</p>	

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|-------------------------|--|----------------------------------|---|-------------------------------|
| Spinach 12-oz. Pkg. 25¢ | Broccoli 20-oz. Pkg. 71¢ | Potatoes O'Brien 32-oz. Pkg. 69¢ | Meat Pies 31¢ | Cooking Bags 3 1/2-oz. \$1.00 |
| Okra 20-oz. Pkg. 79¢ | French Fries Scotch Toast 8-oz. Bag \$1.59 | Hash Browns 32-oz. Pkg. 69¢ | Dinners Bel Air Turkey or Fried Chicken 59¢ | Cream Pies 16-oz. Pkg. 49¢ |

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 <p>COTTAGE CHEESE Lucerne Brand 24-oz. Ctn. 89¢</p>	 <p>MARGARINE Coldbrook Solid 16-oz. Bar 41¢</p>
<p>Fresh Eggs Lucerne Grade A Med. Doz 59¢ Coldbrook Parkay Whipped Tub Margarine 2-8-oz. Tub 75¢</p>	<p>Biscuits Mrs. Wright's Sweet or Buttermilk 8-oz. Can \$1.00 Egg Baskets From History 8-oz. Can 29¢ Cheese Safeway American 8-oz. Pkg 75¢</p>
<p>KRAFT PARKAY Margarine SUPER SAVER 16-oz. Ctn. 55¢</p>	<p>DIET PARKAY Margarine SUPER SAVER 2-8-oz. Tub 49¢</p>

GARDEN FRESH PRODUCE

 <p>APPLES Crisp Sweet Extra Fancy Jonathan 8 lb. Bag \$1.59</p>	 <p>TOKAY GRAPES Large Delicious Clusters lb. 29¢</p>	 <p>LETTUCE Solid Heads 3 Large Heads \$1</p>
<p>Waldorf Dates 10-oz. Pkg. 59¢ Waldorf Dates 28-oz. Unpkg. \$1.19 Yellow Onions Mild Flavor lb. 19¢</p>	<p>Nappa Cabbage Garden Fresh lb. 49¢ CHERRY TOMATOES Pint 49¢ Kiwi Fruit Try Somer 1 1/2-oz. \$1.59</p>	<p>Lemon Juice Solla 4-oz. \$1.59 Cauliflower Garden Fresh 3 1/2-oz. \$1.59 Air Fern 3 1/2-oz. \$1.59</p>
<p>RADISHES & ONIONS Green Onions Red Radishes Large Bunches 2 For 35¢</p>	<p>HONEYDEW Melons A Breakfast Favorite Ea. 69¢</p>	<p>ARECA PALMS Indoor Plant 6 in. Pot \$5.98</p>

Asparagus Spears Del Monte 16-oz. 81¢
Catsup Del Monte 28-oz. 75¢
Carrots Del Monte Whole 16-oz. Can 45¢

Green Beans Del Monte White 18-oz. 37¢
Lima Beans Del Monte Green 8-oz. Can 33¢
Green Beans Del Monte Seasoned 16-oz. Can 34¢

Sauerkraut Del Monte Brand 8-oz. Can 23¢
Bundt Cake Pillsbury Brand 24-oz. Box \$1.27
Streusel Pillsbury Brand 28-oz. Box \$1.27

USDA FOOD STAMP COUPONS... GLADLY ACCEPTED!

<p>DEL MONTE WHOLE OR CREAM STYLE CORN SUPER SAVER 3 17-oz. Cans 91¢</p>	<p>DEL MONTE BRAND SWEET PEAS SUPER SAVER 3 17-oz. Cans 89¢</p>	<p>DEL MONTE BRAND SPINACH SUPER SAVER 4 15-oz. Cans \$1</p>	<p>DEL MONTE WEDGE TOMATOES SUPER SAVER 2 16-oz. Cans 73¢</p>
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<p>25¢ OFF LABEL BOLD EVERYDAY LOW PRICE! 84-oz. Box \$1.99</p>	<p>50¢ OFF LABEL CHEER EVERYDAY LOW PRICE! 171-oz. Box \$4.05</p>	<p>THIS COUPON IS WORTH... towards the purchase of five 3-oz. boxes of JELLO GELATIN One Coupon Per Customer Redeemable Only at Safeway Coupon Expires Sat., Oct. 4, 1975 8¢</p>
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SELL IT FAST! BUY IT RIGHT! HERE MANIA!

Phone 364-2030

CLASSIFIED ADVERTISING RATES

Readers Ads (Minimum 10 words) 1st insertion per word 10c
Additional insertions, when paid in advance: per word 6c

Classified Display (24 type under a specific heading, 1 column width only - no art or signatures) per col. inch \$1.00
Repeat insertion without copy change per col. inch \$1.50

Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.50

Deadline for Classified Advertising in the HEREFORD BRAND:
5 p.m. Friday
5 p.m. Tuesday

WILSON'S BARGAIN CENTER
Hwy. 69 West
Phone 364-0688.

New shipment of authentic Indian Jewelry, Army Surplus, Books, COLLECTABLES.

Good used furniture OPEN SUNDAYS.

\$5.00 in merchandise given away five times daily Oct. 3rd & 4th. B-1-79-tfc

For Sale: Kenmore electric range, good condition, \$50.00. Call 276-5397. B-1-10-79-tfc

For Sale: Whirlpool double electric self-cleaning range, also white three piece bedroom suite. Call 364-1317 or 231 Centre. B-1-19-79-tfc

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

ACROSS

1 - Former Bush leader
6 - Ancient Greek military power
11 - Great lake
12 - Beachy aviator
14 - Ancient conquest of Greece
15 - Greek
16 - English county
18 - Abate
19 - Rubidium (chem.)
20 - American general
21 - The day prior to the big event
23 - Cottage point
24 - Title
25 - Done
27 - In reference
28 - Mary Ann Evans' pen name
29 - Famed British navigator
34 - "Wizard of ..."
35 - Famous U. S. head leader
36 - Individuality (abbr.)
37 - Male nickname
39 - Hero of the Battle of Lake Erie
42 - Musical note
43 - Accented
45 - Biblical section (abbr.)
46 - Prename

DOWN

1 - British king
2 - Type of horse
3 - Loose eggs
4 - Prefix for "zoo"
5 - Norwegian dramatist
6 - Preceptious
7 - Silver (chem.)

48 - Little Mouse
50 - Prevalent insecticide (abbr.)
53 - Beverage
55 - ... and dagger
57 - Babylonian deity
58 - Peruvian monetary unit
60 - Japanese dish
61 - Card game
62 - Author of "Origin of Species"
63 - To limit

8 - Scottish explorer
9 - Wooden vessel
10 - Former Belgian king
13 - Like
14 - College degree
17 - Three fire's in-it-it Rome
20 - Zodiac sign
22 - Time period
24 - Composer of "Carmen"
26 - Mince
28 - First president of Germany
30 - Land parcel
31 - ... in fly
32 - Cover
33 - To row
37 - Alaska peninsula
38 - Poem
40 - An age
41 - Color
43 - Fruit
44 - Famed American humorist
47 - Charles Lamb's pen name
49 - Short "soda"
51 - All right
52 - Land's believed
54 - Auricle
56 - Russian river
57 - Hoop
59 - Legislative Work (abbr.)
61 - Father (abbr.)

FOR SALE: 1974 Spreader truck in excellent condition. Call 364-1510 after 5 p.m. B-2-12-79-tfc

For Sale: 1964 Model 150 Farmhand one row beet digger. Phone 276-5364. B-2-12-79-tfc

For Sale: New Holland 990 Combine and 2 clean trucks. Ready to work. Phone 369-4049. B-2-15-79-tfc

3. FOR SALE Automobiles

For Sale: 1972 Buick 2 dr. Call Installment Loan Dept. First National Bank. B-3-13-77-tfc

FOR SALE: 1971 PONTIAC. Air conditioned, heater, cruise control. One owner, good condition. Call after 5 p.m. 364-1729. B-3-17-75-tfc

MILBURN MOTOR COMPANY
We pay cash for Used Cars
136 Samposon
Phone 364-0077
B-3-33-tfc

For Sale: 1971 4 dr. La Sabre. Good condition. Call 364-2378. B-3-10-70-tfc

For Sale: 1974 Ford F-100 Pickup, Custom, LWB. Orange over white. Excellent condition. Phone 364-4268. B-3-15-73-tfc

2 bedroom house on Avenue J. Friend right.

4 bedroom on Avenue I, good equity buy.

Like new, Town & Country Trailer home, 14x82. Buy equity and lot. West Central Area.

GOOD TWO BEDROOM house for sale to be moved. DO YOU NEED A HOME or rental property? You should see these:

2 bedroom \$7,500. Owner will carry paper to the right party. 2 bedroom 4,000. 3 bedroom \$8,500. 2 bedroom \$8,000. Acreages from one acre up. 1/4 section of grass with house in west part of county. 106 Acres dry land, fenced level PMA Soil. 8 1/4 Acres with nice trailer home and garage. Close in.

5 acres near city, ideal for home site. Terms.

Nice improved 70 acres on Hwy 60.

WE NEED YOUR LISTINGS
Member multiple listing service.
CARTEL REAL ESTATE
206 North 25 Mile Avenue
Wayne Carthel 364-0944
Henry Reid 364-5344 or 578-4628.
Al Wiley 364-4985
B-4-79-tfc

CASTRO COUNTY
Two 1/2 sections north of Dimmitt. Call CARTEL REAL ESTATE, 364-0944 or 578-4628. B-4-66-tfc

MY HOME FOR SALE
6 rooms plus 3 in the basement, at 511 Lawton, Hereford. Call Nona Jowell, 296-5207 Plainview, Texas. B-4-79-tfc

FOR SALE BY OWNER
Will trade my office building for equity in a house or will sell outright.
Gene Campbell, Realtor
364-0780. B-4-79-tfc

320 acres, all in cultivation. Walcott area. Realtor 364-0109 or 364-6633. B-4-18-12-tfc

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

5. FOR RENT

Furnished office for rent. 804 South 25 Mile Avenue, Phone 364-1111. B-5-10-79-4c

For Rent: Furnished 2 bedroom house trailer, \$175.00 per month; \$50.00 deposit. Bills paid, no pets, not over two children. Call 364-4186 after 3:30 p.m. B-5-24-79-tfc

APARTMENTS, FURNISHED
2 and 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath.
FORREST AVENUE APARTMENTS
Phone 364-1887
1E-5-4-tfc

1200 sq. ft. office or retail store location for lease (next to Handy Hut) near Park Plaza Shopping Center. Call 364-6682. B-5-21-62-tfc

SUMMERFIELD MOBILE MANOR
Water furnished. 7 miles West on Hwy. 60. Phone 357-2552. B-5-15-10-tfc

TRAILER SPACES FOR RENT
Northwest Mobile Lodge
Phone 276-5518
B-5-10-13-tfc

For rent or lease: two offices with reception room. Days, Phone 364-3566; nights after 9 p.m. 364-2553. B-5-16-56-tfc

FURNISHED one and two bedroom apartments. Inquire 112 Avenue H, Apt. 36. B-5-12-46-tfc

For Rent: 42x100' steel barn-warehouse on railroad tracks in Hereford. Contact J.D. McCaillin, 364-3434. B-5-14-52-tfc

1. FOR SALE Miscellaneous

WE BUY AND SELL USED FURNITURE BARRICK FURNITURE WEST HWY 60 PHONE 364-3583
1B-37-tfc

FOR SALE
Late models, like new Televisions with new picture tubes. Financing available.
Contact:
WILHELM TV SERVICE
Phone 364-5821
B-1-26-tfc

Hay Grazer for sale. 6 miles north of Hereford on Hwy. 385. Call 578-4392. B-1-10-75-tfc

Large house for sale to be moved. Call 578-4351 or 289-5850. B-1-70-tfc

FOR SALE
+ New steel, 18 1/2 lb. + 6.12 and 16" well casing. + Baling wire, \$21.95. + Used 6" pumps. + No. 1 prepared scrap iron, \$32.00 per ton.
FARWELL PIPE & IRON FARWELL, TEXAS
phone 481-3287.
B-1-53-tfc

Goats for sale. 364-2111. B-1-10-30-tfc

RENT OUR RENSEN VAC
Steam clean your own carpets. \$12.00 per day.
WESTERN AUTO, 241 Main.
B-1-48-tfc

For Sale: 1975 CM 760 K-5 Honda, Windrunner Fairing. Like new, 300 miles. Call 364-5811, after 7:00 p.m. 258-7348. B-1-18-71-tfc

Snooper Radar Detector Bearcat III. Police monitor. Used color & BW TV. **TOWER TV, 248 NW Drive.** Phone 364-4748. B-1-74-tfc

HANNAH'S husband Hector hates hard work so he cleans the rugs with Blue Lustre. Rent electric shampooer \$1. McCaslin Lumber Company. B-1-22-78-2c

LOOK! LOOK! LOOK! BIG JIM'S FURNITURE & APPLIANCE is overstocked. **MUST SELL** and make room for new merchandise. **PHONE 364-1873** or come see at South 385 and Archer Street. B-1-71-tfc

Wide selection of Christmas gifts to make. Needlepoint premounted bags, tennis racket covers, aprons, pictures, jeweled stockings, tree skirts ornaments.
DAN'S OF CANYON
B-1-76-4c

For Sale: New shipment 6 ft. Western Red Cedar Fence, \$2.95 per running ft.
ROCKWELL BROS & CO. LUMBER
104 South Main
Phone 364-0033.
B-1-68-tfc

Like new, spinet piano. Small monthly payments. For further information call or write Lowry Music Center, 2471 I-40 West, Amarillo, Texas 79109, or 806/355-6851. B-1-24-78-4c

For sale: Dalmation Puppies (Firedogs). Only two of ten left. Phone 364-1346. B-1-78-3p

25" Admiral color TV Console. Perfect condition. \$260.00 cash. Call 364-0729 or see at Green Top Apts-Office. B-1-17-77-tfc

For Sale: 8 IBM Selectric Typewriters. For information, call Hereford Independent School, 364-0606. B-1-13-78-2c

For sale: Nearly new couch, makes a bed, has maple arms. \$75.00. 902 Sioux, 364-5426. B-1-15-78-tfc

HANNAH'S husband Hector hates hard work so he cleans the rugs with Blue Lustre. Rent electric shampooer \$1. McCaslin Lumber Company. B-1-22-78-2c

For Sale: Baby bed, mattress and stroller at 216 Star. B-1-10-79-tfc

For Sale: Camper topper for mini pickup, \$100.00 Call 364-0863. B-1-10-79-tfc

For Sale: Good used General Electric matching Washer and Dryer; used gas range. **TAYLOR FURNITURE & APPLIANCE.** 603 Park Avenue. B-1-20-79-tfc

GARAGE SALE. Saturday & Sunday, starting at 8 a.m. 237 Aspen. B-1-10-79-1c

TWO FAMILY GARAGE SALE. Saturday from 9 to 5 at 112 Rio Vista Drive. Lots of Stuff. B-1-10-79-1c

GARAGE SALE. 142 Ranger. Saturday only. Tires, clothes, toys, linens, miscellaneous. B-1-79-1p

GARAGE SALE. 832 Irving. Thursday, Friday and Saturday. B-1-79-1p

BACKYARD SALE. 335 Avenue K. Saturday & Sunday. Coats, clothes, tables, bookcase & miscellaneous. B-1-79-2p

FIVE FAMILY GARAGE SALE. Saturday 9 to 6; Sunday 1 to 6. Furniture, antiques, books, clothing, etc.. 622 Avenue J. B-1-20-79-1c

GARAGE SALE. 511 Willow Lane. Friday & Saturday 10 a.m. to 7 p.m. B-1-10-79-1c

GARAGE SALE. Boys, girls clothes and antique furniture. Thursday. 209 Brevard. B-1-79-1p

2. FOR SALE Farm Equipment

For sale: Quick-Way Drag Line; 1/2 yard bucket; Electrolux Vacuum Cleaner. Call 364-5746, evenings or weekends. B-1-20-78-tfc

GARAGE SALE. Furniture, clothing, bicycles and much miscellaneous. 505 Willow Lane. TODAY 9 to 5. B-1-10-79-1c

Miscellaneous for sale: Spanish recliner, dinette set, bed, etc... Phone 364-0229. B-1-11-79-2c

For Sale: 1968 BMW R-60 Motorcycle, full winter ferring. Can be seen at 602-B Star. B-1-15-79-2c

GARAGE SALE. Clothes, bicycle, miscellaneous items. Located in rear of Singer Sewing Machine store. Entrance in alley. All day Saturday. B-1-79-1c

For Sale: 1964 White Freightliner with trailer and beet baskets. 1600 West Bedford, Dimmitt, Texas. Phone 647-2263. B-2-17-78-4c

For Sale: 4 row 40" head for 1969 G. Combine. Call 258-7350 or 258-7340. B-2-14-78-tfc

STORAGE PRESSURE TANKS. Semitrailers, 1,000 to 150,000 gallons. 19", 21" I Beams. 806-364-0484. B-2-78-3p

Would buy old winch truck for farm. Need several thousand feet used roofing tin. Don Fortenberry, Friona 295-6373. B-2-17-69-tfc

Inventory Reduction Sale Pickup Truck Utility Boxes & Gas Tanks Crossover Boxes-\$77.95 Wheel Well Boxes #5-\$45.00 #6-\$50.00 UTB 50 Gas Tank-\$85.00 M-50 Fuel & Tool Box-\$165.00 #12 Crossover Box-\$70.00 Sperry New Holland Hwy 385 S. 364-4001 B-2-76-8c

For Sale: Two-1971-6600 JD Combines with or without corn heads. Call 295-3686. B-2-14-76-tfc

1972 Pontiac Ventura Sprint. Bucket seats, automatic, air, low mileage. Price \$2150. Call 364-3161. B-3-14-78-tfc

WALKER'S USED CARS AND TRUCKS
WE BUY, SELL OR TRADE
400 West First
Phone 364-2250
B-1-31-tfc

For Sale: 1974 Vega Gold Stationwagon in good condition. Call 364-0929 weekdays after 4:00 p.m. B-3-14-78-2c

For Sale: 1974 Chevy Impala 4 dr. 400 engine, air, power, tilt wheel, rear speaker. Good condition. \$2250.00. Call weekdays 364-3733. B-3-21-78-2c

For Sale: 1972 Buick Centurion, 4 dr. hardtop. One owner, clean. Call 364-2243 or 364-4614. B-3-15-78-tfc

For Sale: 1972 Olds Custom Cruiser Station Wagon. One owner, good condition. Call 364-6903. B-3-14-76-tfc

For sale: 1971 Volkswagon 411 Sedan. Air, automatic, low mileage. Call 364-2435 or 364-1299. B-3-14-77-tfc

For Sale: 1973 GMC 3/4 ton Pickup, pb, ps, ac, tw, new tires, 4 speed. Call 364-5746 evenings or weekends. B-3-20-78-tfc

For Sale: 1973 1/2 ton Ford Pickup, LWB, 4 speed. Good condition. Call 289-5829. B-3-14-76-tfc

FOR SALE BY OWNER
60x135 ft. lot, one block south of new school and TG&Y. Has lawn, garden spot and partially fenced with material for completion. \$2700.00. Phone 364-0863. B-4-76-tfc

SOUTH PART OF TOWN
Nice 3 bedroom 1-3/4 baths has been completely redecorated, has fenced yard, lots of shade trees and a large shop in the back. Priced \$22,500.00

WALK TO TOWN
2 bedroom home, one bath, fenced yard and attached garage. This house has over 1400 sq. ft. Priced \$14,500.00 Terms available. B-3-15-78-tfc

CLOSE TO SCHOOL
This nice 2 bedroom brick, one bath, double garage. You can buy this home for \$2,000.00 down and terms on the balance.

LOOK AT THIS SHARP HOME
3 bedroom one bath, single garage, fenced back yard. This home is being redecorated inside and out. Priced \$18,500.00.

LOOK YOU LAND BUYERS
320 acres all in cultivation with 3 wells. Has a nice 3 bedroom brick house with a big barn and eight horse stalls and corrals. You will have to see this place and then make up your mind. \$30,000.00 down will handle. It also has 32 cent gas. B-6-12-74-tfc

NORTH PLAINS
160 acres Southwest of Stratford. There is an eight inch well on adjoining farm pumping over a 1000 gallons of water per minute. This land lays fair and a small amount of minerals go with the sale. Priced \$200.00 an acre. Approx. \$7,700.00 loan at 6 per cent can be assumed. Balance cash. B-6-10-78-2c

160 ACRES
Near town, ideal for subdividing into smaller tracts. Priced at \$475.00 per acre. 29 per cent down and good terms on the balance.

HAMBY REAL ESTATE
1/2 mile South of Underpass on Hi-Way 385
Office 364-3566
Calvin Edwards 364-1017
Gerald Hamby 364-1534
J.M. Hamby 364-2553
Chick Weemes 364-3169
B-4-76-tfc

STATED MEETING
SECOND MONDAY
8:00 P.M.
Thursday
DEGREE WORK
Robert Harris W.M.
W.A. Phipps Sec.

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

NEW 1976 23 ft. and 28 ft. Northern Built Travel Trailer. Air conditioned, fully self-contained. Discounted. Call 364-1924. 808 West 1st. Street, Hereford. B-1-20-76-4p

GARAGE SALE. 4 miles south of Dawn, Texas. Phone 258-7722 or 258-7738. Antique 54" round table, gun cabinet, furniture and miscellaneous. Saturday; after 1 p.m. Sunday. B-1-79-2c

FOR SALE
BALER WIRE-\$24.50
IMPORTED BALER WIRE-\$20.00
PLASTIC BALER TWINE, EXTRA HEAVY, NH 10,000-100 LB. KNOT STRENGTH-\$35.00.

SPERRY-NEW HOLLAND HEREFORD
PHONE 364-4001
HWY 385 SOUTH
B-2-68-8c

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

NEW CUMMINS-DIESEL SALES & Parts Representative
Ogleby Equipment Co., Inc.
B-2-14-tfc

For Sale: John Deere Model 341 Top Saver.
John Deere 431 Lifter-Loader.
IHC 21C Beet Harvester.
Call 578-4270. B-2-74-tfc

See Us For
Parts-Swaps-Clasas for
Graham (Hoems) Plows
DAVIS IMPLEMENT
409 EAST FIRST
Phone 364-2811
B-2-35-tfc

FOR SALE
1972 MF 760 cab, air 20 ft. \$23,000.
1971 John Deere 7700, cab, air 22 ft. \$22,500.
IH 503 20 ft. with 6 row 30 cornhead. Priced for quick sale.
IH 503 14 ft. and pickup reel.
Available: 2 John Deere 105 diesels with 20 ft. and 4 row 30 cornheads.
CORNHEADS:
6 row 30 for 105 John Deere
8 row 30 John Deere
New John Deere 644.
1975 IH 6 row 30, \$7250
1975 IH 4 row 40, \$5250
8 row 30 Massey-Ferguson \$5,000 and up.
4 row 30 Massey Ferguson \$3,500.
806
PHONE/364-2634.
B-2-79-2c

For Sale: 1973 2 1/2 ton Chevy with Morhrang Manure Spreader. Excellent condition. Call 364-2269. B-2-14-79-2c

4. REAL ESTATE For Sale Or Trade

For Sale: 1974 Chevy Impala, 18,500 miles. Excellent condition. Call 364-6120 after 5 p.m. B-3-13-79-tfc

6. WANTED

WANTED: Combining for 40" combine, corn and grain. Have two trucks. Call 258-7350 or 258-7340. B-6-12-74-tfc

Wheat pasture wanted for winter grazing-cows or yearlings. Call Howard Frankenthal, 806-669-7471. B-6-12-78-4c

Would like to join car pool from Hereford to WT and back. Call 364-3759. B-6-10-78-2c

WANT TO BUY:
Old gold rings, watches, old class rings, etc.
Spangler's Diamonds
Sugarland Mall
Phone 364-0078
B-6-48-tfc

WANTED: Pasture for 1500 cattle. Wheat, beets or corn. Call Johnny Latham, 364-5754. B-6-12-72-tf

Wanted: your corn and milo harvest. 30" corn head. Phone 289-5870. B-6-10-72-tf

WANTED: Wheat, beet pasture for yearlings and calves. Ellis Lemons, 364-3117 or 364-2907. B-6-12-76-tf

WANTED: Corn and Milo Harvesting. Good machines and new heads with trucks. Reasonable rates. Call 364-2634. B-6-16-79-tf

WANTED: Yards and gardens to rototill. Free estimates. Phone 364-5068. B-6-10-22-tf

WANTED: Pasture for 4000 yearling cattle. Wheat, beets with milo and corn stubble. Pay \$1.50 per hundred. Call Shep Shepherd, 364-0149. B-6-20-75-6c

8. HELP WANTED

WAITRESSES NEEDED—ALL SHIFTS. Apply in person to JORD-INN'S, East Hwy 60. B-8-10-55-tf

HIDE ROOM LABOR WANTED
We offer:
-Good Pay (\$3.69 to \$3.96 per hour)
-Paid Vacation
-Paid Hospitalization
C.U.I. INTERNATIONAL
3 1/2 miles west HWY. 60
Phone 276-5331 days; 364-2495 nights. B-8-68-tf

Feed truck drivers and yard men wanted immediately. Contact Bert Parker at SUGARLAND FEED YARDS. B-8-15-79-2c

Man wanted to work in farm and ranch supply store. Auto or implement parts experience desired.
-Good pay
-Hospitalization
-Life Insurance
-Paid vacation
-Profit Sharing & Other Benefits.
Apply in person to GIBBO'S, 230 North 25 Mile Ave. B-8-79-2c

Would like mature lady companion of good character to live-in with active elderly lady in good health with lovely home and car. Good salary and large furnished room with private bath. Light house work, no laundry, but must have driver's license. Call 806-296-2881. B-8-79-tf

Plant man. Knowledge of trucks, equipment and handling of bulk materials necessary. 40 hours per week. Call 364-1553. B-8-18-79-2c

DIVERSIFIED OFFICE EMPLOYEE.
Excellent opportunity for person knowledgeable and experienced in feed yard or elevator operations. Typing mandatory. Call 357-2242 for appointment. B-8-79-tf

NEED combination delivery and appliance repair man. Apply in person to BARRICK FURNITURE, West Hwy 60. B-8-15-79-2c

WANTED: Experienced harvest hand. Call 258-7733. B-8-10-79-2c

IMMEDIATE OPENINGS
We are now hiring for all feedlot positions. If you are experienced in any-phase of feedlot work, and able to re-locate to the Happy, Texas area, please call 806-558-5411 for interview appointment. These are full time, permanent openings with excellent opportunity for advancement. B-8-79-2c

Need baby sitter for one, country home during harvest. Call 258-7733. B-8-11-79-2c

NEEDING: School bus drivers. See Eldon Owens at School Bus Barn. B-8-10-57-tf

NEED:
-Service Island Personnel
-Tire Men
-Janitor
Apply in person to BIG DADDY'S TRUCK STOP, East Hwy 60. B-8-78-tf

Need bookkeeper, typing required. An equal opportunity employer. Apply to JAKE DIEHL DIRT & PAVING CONTRACTORS, East Hwy 60. B-8-19-78-tf

PRODUCTIVE FARMER STOCKMAN.
Experienced irrigated pasture, grains, silage, alfalfa. Growing calves. Box 27, Hereford, Texas. B-8-78-3p

NEEDED: Feed trucks drivers. Good pay, hospitalization, steady work. Apply in person at Dimmitt Feed Yard office, located 18 miles South of Hereford on FM1055. B-8-25-78-2c

DIESEL TRUCK-TRAILER. Mechanic. With tools. Drive part time. 806-364-0484. B-8-78-3p

LADIES-NEED EXTRA MONEY? Full or part time, no investment. Car and telephone necessary. Phone 383-6713 or 376-9528 Amarillo. B-8-18-78-2c

SONIC DRIVE-INN needs full time help. Day time car hostesses and fountain. Apply in person to Mr. Beatty. B-8-17-78-tf

Experienced Diesel Drivers. Earn \$300.00 week. Produce long haul. 806-364-0484. B-8-78-3p

NEED experienced welder or millwright for crew chief for a three man crew to work in surrounding area; also positions open for experienced shop welders. B-8-16-25-tf

ALLIED MILLWRIGHTS
Holly Sugar Road
Phone 364-4621 B-8-60-tf

OPENING FOR REAL ESTATE Salesman. License and experience preferred, but not mandatory. Call 364-0783 for appointment. B-8-16-25-tf

Opening for brake and front end mechanic. Must be experienced. Paid hospitalization and vacation, 48 hour week with opportunity for sales bonus over salary. Call Chuck Boyd or James Hagee at 364-4334. B-8-79-65-tf

9. SITUATIONS

WANTED: Baby sitting in my home. Want one child about 14 months old; during day. Call 364-1969. B-9-17-78-2c

10. NOTICE

GENERAL ELECTRIC
Authorized sales and service. Expert service on all major brand appliances.
Taylor Furniture & Appliance
603 Park Avenue, Hereford.
Phone 364-1561 B-10-25-tf

ALCOHOLISM INFORMATION
For information on alcoholism, referrals for help, counselling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8 a.m. 'till 12 p.m. until 5 p.m. Monday through Friday.
A UNITED FUND AGENCY B-10-12-tf

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron—One mile North of Big Daddy's Truck Stop.
HEREFORD IRON & METAL
North Progressive Road by City Dump
Anson A & June Dearing
Phone 364-3359 or 364-3777 B-10-21-79-2c

DECORATIVE ART & TOLE LESSONS
beginning October 6th. Call Meredith Wilcox, 364-0195. B-10-78-2c

11. BUSINESS SERVICE

PORTABLE DISC ROLLING
Scalloped or Plain
PORTABLE WELDING
and
Repair Work
JOHNNY GALLAGHER
364-8777 B-11-19-tf

MCQUINN AND OTT
Custom Corn Cutting, 30" rows.
Call 578-4520 or 578-4427. B-11-73-tf

We buy old gold rings, mountings, etc., for Sweet Refinery.
Covans Jewelers
Downtown B-11-13-51-tf

EDWARDS DITCHING SERVICE
Foundations & Home Moving
913 SOUTH MCKINLEY
PHONE 364-3528. B-11-68-tf

KELLY ELECTRIC
Virgil Kelley
Electrical Contractors
Residential-Commercial
All bids & wiring competitive. Ph. 364-1345 - Nights 364-1523 or 364-5929.
P.O. Box 30 B-11-15-tf

WILL PICK UP JUNK CARS FREE
Call 364-3350 or 364-3777 B-11-28-tf

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

FRANK WESTER CEMENT CONTRACTOR
107 BRADLEY
Residential-Commercial
Turnkey Job
Straight Finish
Phone 364-5169 B-11-39-tf

Custom swathing, stacking and hauling. Alfalfa, milo and corn stubble. Hesston stack hand system. 364-2907 or 364-3117. B-11-15-42-tf

WE REPAIR Kirby, Electrolux, Singer, Hoover and Eureka Vacuum Cleaners and all makes of sewing machines.
PHONE 364-4051
226 Main B-11-104-tf

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL
CLIFF JOHNSON, 364-2111
B-11-45-tf

FOR PORTABLE DISC ROLLING
call
Ralph Paul, 364-1942 or 364-2978 B-11-19-tf

B.L. Jones CONCRETE CONTRACTOR
We will do your finishing or give you a turnkey job. Free Estimates.
246 16th Street
Phone 364-4617 B-11-21-tf

PAINTING CONTRACTOR
[Free Estimates]
JULIO PESINA, 364-4898
204 CATALPA ST. HEREFORD B-11-69-10p

CUSTOM COMMERCIAL SAND BLASTING.
ANDERSON SALES
364-4901 or 364-3443 or 364-5691. B-11-75-tf

ROTOTILLING. Call Robert Betzen, 289-5300 or 364-2976. B-11-11-67-tf

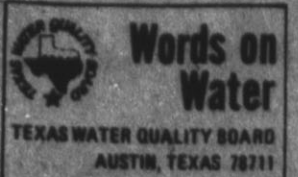
BOBBY GRIEGO DRAGLINE SERVICE
TAILWATER
PIT CLEANING
DUMP TRUCKS
LOADER
DOZER
Day Phone 364-8574
Night—364-2322 B-11-14-tf

LAWN FERTILIZER AND SEEDING NEW LAWNS.
Call Rydless Lawn & Garden Service, 364-3356. B-11-78-9c

COMMERCIAL STRAIN CLEANING
All types equipment and spray painting. Any location in Hereford area.
J.C. Hall, 364-5495. B-11-79-4c

13. LOST & FOUND

12 head mixed breed cows lost or strayed from 8 miles East of Hereford. Call Cameron Gault 364-2330 or Kellie McCormick 276-5515. B-13-20-76-4c



THEY'RE EVERYWHERE!
Just as the finger bone is connected to the hand-bone, the 12 district offices of Field Operations are the moving parts of the Texas Water Quality Board which make it function outside the central headquarters in Austin.
Sweating heat in August doesn't stop them; the rainy season in East Texas doesn't stop them; nor do the blizzards of the Panhandle stop the biologists, chemists, engineers and technicians who attend to water quality problems in their districts.
District offices are located in Amarillo, Lubbock, Waco, Duncannon, Kilgore, Orange, Deer Park, San Antonio, San Angelo, Pecos, Westlake, and Corpus Christi. Staff people in these locations monitor streams, rivers and lakes quarterly, also municipal sewage treatment plants, industries and other wastewater dischargers in the counties which comprise their districts.
Water samples gathered from rivers, streams, lakes and coastal areas by district personnel provide a continuous record of the condition of the state's waters.
In addition to regular duties, field personnel investigate complaints from citizens and also serve as trouble shooters for special problems in their districts such as floods or other disasters which destroy sewage facilities.
Special projects throughout the state also are conducted by these district staffs, such as the survey now being completed on the previously unstudied springs of the Big Bend area and intensive studies of lakes and rivers.
Each district has distinctive characteristics making it beautiful in its own way and unlike any other part of the state. Forests, coastlines, mountains, deserts and plains all are the settings for field personnel who do the "leg work" necessary to keep in their districts such as floods or other disasters which damage sewage facilities.
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If you have a question regarding water quality in your area, contact the Texas Water Quality Board in Austin for the phone number of the district offices serving your county.

WORDS ON WATER
TEXAS WATER QUALITY BOARD
AUSTIN, TEXAS 78711

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J.C. Hall, 364-5495. B-11-79-4c

Cotton Outlook Improves

Texas consumers may see an improved textile situation for cotton during 1975-76, Malene Odle, a clothing specialist, reports.

While Texas produces about one-third of the nation's cotton, it only processes about one-fifth of the national total. Now a relatively new development—open-end spinning—makes Texas cotton more useful for clothing.

"This system can use short-staple, low micronaire cotton to spin high-quality yarns and do it three to five times faster than the conventional ring spinning method.

"The spinner works more efficiently and saves seven to eight cents a pound on raw material costs. New open-end spinning mills in West Texas will increase the percentage of cotton processed in Texas," she said.

Miss Odle is with the Texas Agricultural Extension Service, The Texas A&M University System.

"Highlights of the 1975-76 world cotton outlook are prospects for near-record beginning stocks, smaller production, and larger consumption. Market analysts expect U.S. cotton exports to increase because of improved foreign relations and anticipated foreign purchasing."

T-shirts, athletic shirts and briefs.

"A new dyeing technique for cotton that adds new dimensions to denim and twill allows one side of the fabric to be dyed one color and the other side another color.

"Cottons blended in different amounts with other fibers are constantly researched to produce fabrics that combine performance characteristics with comfort and easy care. One of the most recent blends is 60 per cent cotton with 40 per cent polyester. Other blends are with spandex, wool, mohair and rayon," she said.

"And the largest U.S. slack manufacturer has introduced a 100 per cent cotton fabric into its line of products for the first time since the advent of manmade fibers."

New fabric finishes promise to make cotton more versatile, the specialist reported.

"Researchers at the Southern Regional Research Laboratory are testing a new germicidal finish for cottons. It will kill and inhibit the growth of unwanted bacteria, with potential uses for bandages, hospital gowns, sheets and pillowcases," she said.

"No smell" underwear with its own "built-in deodorant" is now available in men's socks.



UNCLE SAM'S PRESENTS
DIRECT from the Crosstimbers
Ed Stabler
Friday and Saturday Night

FREE KIDDIE SHOWS AT THE STAR THEATRE
BEGINNING SAT. OCT. 4th AT 10 A.M.
CHILDREN UNDER 12 FREE WITH PASSES FROM THESE PARTICIPATING MERCHANTS:
1st NATIONAL BANK
TROY'S SWEET SHOP
GONZALES BRO'S PLUMBING
GIBSON DISCOUNT CENTER
HOBO'S FRIED CHICKEN
LA FIESTA RECORD SHOP
EL TORO RESTAURANT
PARK AVE. FLORIST
HEREFORD MEAT MKT. & MELROSE NURSERY

WRESTLING
SATURDAY OCT. 4 9:00 PM
MAIN EVENT
RICKY ROMERO vs. SPUTNIK MON ROE
SEMI-FINAL
Angelo POFFO vs. Larry POFFO
-VERSUS-
Scott CASEY vs. Johnny STARR
Mike VACHON vs. El LOBO
HEREFORD BULL BARN

COMMONWEALTH THEATRES
MOVIE MARQUEE
THE MOST INCREDIBLE ENDING OF ANY MOTION PICTURE EVER
THE DEVIL'S RAIN!
A SANDY HOWARD Production
"THE DEVIL'S RAIN"
A BRYANSTON RELEASE - COLOR
WED. 7:30 SAT. NITE 7:30
THUR. ONLY 9:15
2001: A SPACE ODYSSEY the ultimate trip

WALT DISNEY PRODUCTIONS
One of our Dinosaur is Missing
The WALT DISNEY comedy caper of the year AND the most magical cartoon classic!
CINDERELLA
DOUBLE FEATURE STARTS WED. OCT. 8th
ATTEND YOUR MOVIE IN HEREFORD
STAR

COMMONWEALTH THEATRES
MOVIE MARQUEE
Willing young coeds eager to do anything to get ahead
Swinging Coeds
THEIR...
...WOMEN WERE THE ONLY THINGS CHEAPER THAN LIFE
HOT SPUR
A WESTERN WITH THE SCOPE AND QUALITY OF THE LARGEST STUDIO... AND THE BLATANT RAWNESS OF A SATURDAY NIGHT SMOKER FILM

Mixed Company
A GROWN-UP FAMILY FVM
WE'RE GOING TO HAVE A BABY - 3 OF THEM!
Tony Anthony in the **SILENT STRANGER**
PLUS CLINT EASTWOOD in GOOD, BAD, UGLY

Sunday only
LA TRENZA
Plus
ENTRE MONJAS ANDA
EL DIABLO
CLOSED MON. & TUES. ATTEND YOUR MOVIE IN HEREFORD
TOWER
SHOW TIME 8:00

AUTUMN VALUES!



GRAIN FED BEEF FULL CUT

ROUND STEAK

LB. **\$1.49**

GRAIN FED BEEF BONELESS

RUMP ROAST

LB. **\$1.49**

- BONELESS Lean Stew Meat LB. **\$1.19**
- GRAIN FED TENDERIZED (FOR CHICKEN FRY) Beef Cutlets LB. **\$1.89**
- GRAIN FED BEEF Pikes Peak Roast LB. **\$1.39**



NEW FANGLED POTATO CHIPS 10¢ OFF LABEL
PRINGLES 9 OZ. TWIN PACK CANS **79¢**

NICE'N SOFT BATHROOM 4¢ OFF LABEL
TISSUE 4 ROLL PKG. **69¢**

VIVA OR FIESTA VIVA PAPER
TOWELS JUMBO ROLL **49¢**

COCA-COLA 32 OZ. BOTTLE **23¢**

THRIFTY GROCERY BUYS

- STOVE TOP - CORNBREAD OR CHICKEN Stuffing Mix 7 OZ. BOX **57¢**
- AUSTEX Plain Chili 19 OZ. CAN **79¢**
- NABISCO Fig Newtons 16 OZ. PKG. **69¢**
- SHURFINE, STRAWBERRY PRESERVES 18 OZ. JAR **89¢**
- LITTLE BROWNIE COOKIES **3/\$1**
- ORCHARD ORANGE Breakfast Drink 64 OZ. BTL. **69¢**

GRAIN FED BEEF BONELESS

ROUND STEAK

LB. **\$1.69**

SHURFRESH QUALITY Franks or Bologna 12 OZ. PKG. **79¢**

LITTLE BOY BLUE Corn Dogs 12 OZ. PKG. **89¢**

TOP QUALITY LEAN Slab Sliced Bacon LB. **\$1.69**

FROZEN FOOD & DAIRY VALUES

SHURFINE Orange Juice 4 6 OZ. CANS **89¢**

BANQUET ASSORTED MEATS Cooking Bags 3 5 OZ. PKGS. **\$1.00**

PHILADELPHIA Cream Cheese 8 OZ. PKG. **45¢**

HUNGRY JACK BISCUITS
FLAKY OR BUTTERMILK 3 10 OZ. CANS **\$1**

ALL FLAVORES SHASTA POP
64 OZ. BTL. **69¢**

FAMILY CIRCLE DO-IT-YOURSELF Encyclopedia **\$1.79**
THIS WEEK'S VOLUME 6 EACH

Play SIMPLE AS:
A B C D

WIN UP TO **\$100.** IN CASH
OTHER CASH PRIZES \$5-\$10 OR WIN \$50 IN TRADING STAMPS (500 STAMPS)



CHEESE FOOD Velveeta 2-LB. BOX **\$1.59**

PARKAY - IN QTRS. Margarine 1-LB. PKG. **45¢**

DOUBLE GUNN BRO. TUESDAY & WEDNESDAY 426 N. MAIN

20¢ VALUABLE COUPON NO. 00004
GOLD MEDAL Flour 10 LB. BAG **\$1.39**
WITH THIS COUPON VOID OCT. 4, 1975
LIMIT ONE COUPON PER CUSTOMER
20¢ **THRIFTWAY** 20¢

DETERGENT 30¢ OFF LABEL
DASH JUMBO BOX **\$2.99**

CAMPBELL'S TOMATO SOUP 10 1/2 OZ. CANS **\$1.16**

CASCADE DISHWASHER DETERGENT 35 OZ. BOX **79¢**

- MEDIUM SWEET Yellow Onions LB. **19¢**
- MARYLAND Sweet Yams LB. **29¢**
- FLORIDA RUBY RED Grapefruit LB. **19¢**

WASHINGTON FANCY GOLDEN Delicious Apples LB. **39¢**
CORN 303 CAN **3/\$1**
CREAM STYLE OR

BLUE HERITAGE IRONSTONE DINNERWARE
THIS WEEK'S ITEM: Dinner Plate **49¢**
EACH BASIC PLACE SETTING WITH EVERY \$5.00 PURCHASE

SUNKIST ORANGES

2 **39¢** LBS.

A BETTER WAY TO SAVE

THRIFTWAY

SPECIALS GOOD SEPT. 29 - OCT. 4, 1975

For Fast Results...

CLASSIFIED PAGES

If you want to buy or sell anything from "A" to "Z", you'll get fast results with our Classified Advertising Pages! Our Want Ads are effective and are used and read by more people seeking to buy, sell, rent or give away something in just about every imaginable category! If you have something to sell or buy--turn to the Want Ads.

Call The Hereford Brand

364-2030

AIR CONDITIONING REFRIGERATION SERVICE

- COMMERCIAL RESIDENTIAL TRAINED MEN DEPENDABLE FAST



For Your Comfort, We Are Here To Serve You

BROWND SHEET METAL

364-3867

OR AFTER HOURS CALL:

DON 364-1920 STEVE 364-6395 GID 364-2384

Weekly Television Magazine

The Hereford Brand

Hereford, Texas, Thursday, October 2, 1975

Tel-Aire



HAPPY DAYS



YOUR NEWSPAPER



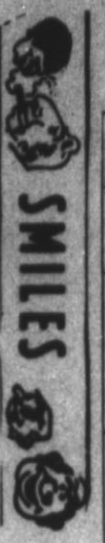
Thursday Preview

7:00...NBC...THE MONTPELUCIOS... Do you take this Montpelucio? Pop and Norma Montpelucio renew their marriage vows for their 40th wedding anniversary...

Table with columns for Channel, Time, Program Name, and Subject. Rows include programs like 'The Waltons', 'The Streets of San Francisco', 'The Family', etc.

On The Cover

Tom Bosley (right) and Howard Cunningham, breaks the news to wife Marion (Marion Ross) that their son Richie (Ben Howard, center) has arranged for pal Poole to impregnate him on a blind date with one of Mr. Cunningham's clients' daughters...



R. All Depends... Joyner—What do you call a man who tries to pick you up in a car? Jan—How big is the car?

Table with columns for Channel, Time, Program Name, and Subject. Rows include programs like 'The Waltons', 'The Streets of San Francisco', 'The Family', etc.

Tuesday Preview

7:00...ABC...HAPPY DAYS... Richie Cunningham and Potte Wobber change identities when Howard Cunningham asks Richie to take out the daughter of a business associate...

Table with columns for Channel, Time, Program Name, and Subject. Rows include programs like 'Major League Baseball', 'The Waltons', 'The Streets of San Francisco', etc.

Kate McShane

Suspicious when her client (guest star Allen Garfield) clear her client but could ruin the sensitive federal investigation...

Table with columns for Channel, Time, Program Name, and Subject. Rows include programs like 'The Waltons', 'The Streets of San Francisco', 'The Family', etc.

Adidas

The Official Shoe of the Sports World! Also Adidas Tees, Socks and Adidas Travel Sports Bags Available.

GATTIS SHOE STORE... The care about your feet! Suggest Mail

Friday Preview

7:00...NBC...**THE INVISIBLE MAN**
Barnard wants out. David McCallum stars in the title role as Dr. Dan Weston with Melinda Fee as his wife. Kate, guest stars in this episode are Nehemiah Persoff and Jane Actman.

7:00...ABC...**BARBARY COAST**
"Guns for a Queen" with guest stars John Erickson, Fred Beir and Joan Van Ark. A beautiful lady returns from Tahiti and brings with her a new husband and a riot of a not of trouble for Cable and Cash as they become part of a lissas in, involving a weird assortment of

buyers for a stolen shipment of Army rifles.

7:00...CBS...**RHODA**
If giving a party means live-in? If time, you couldn't prove it. Rhoda and Joe when they host a genuine flop.

8:00...NBC...**NFL MONDAY NIGHT FOOTBALL**
ABC Sports will provide live coverage of a game between the Dallas Cowboys and the Detroit Lions from Detroit, Michigan. Commentary will be provided by Howard Cosell, Frank Gifford and Alex Karras.

CHANNEL	4 KAME	7 KVI	10 KTA	11 KTV	13 KEA	19 EXI	29 IND	33 IND
6	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS
7	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS
8	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS
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12	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS

9:00...CBS...**MEDICAL CENTER**
A mild flirtation assumes night-marish proportions for Dr. Gannon when the girl refuses to play second fiddle to his career.

10:30...CBS...**THE VICTIM**
MOVIE...THE VICTIM. Montgomery Clift, George Maharis, Eileen Heckart and Sue Ann Langdon. A woman braves a violent storm to visit her sister, who is having domestic problems. She arrives unaware that the sister has been murdered, and is trapped inside, with no electricity or

7:00...CBS...**BIG EDDIE**
Yielding to high pressure, Eddie hires Bang-Bang's sweetheart, Venus, as a model for his tuxedo.

7:00...ABC...**MOBILE ONE**
Hilly Hicks and Brenda Sykes. Reporter Peter Campbell and his sidekick cameraman are caught in the middle of a jail break and become the hostages of a desperate young man.

7:00...NBC...**SANFORD AND SON**
"AM America" special guest contributor John V. Lindsay took a punster's approach to the preparation of salads during a recent appearance on ABC's early-morning entertainment-information program.

7:30...NBC...**CHICO AND THE MAN**
During a demonstration of how to make an unusual, but simple-to-prepare summer salad by foods expert Perla Meyers, Mr. Lindsay said, "I did a lot of tossing when I was Mayor of New York City, and I did my share of dressing down, but I never made a salad."

8:00...NBC...**THE ROCKFORD FILES**
Conclusion of "Gearjammers." (Noah Beery) are made by assassins, and police zero in on a bizarre hijacking scheme. James Garner stars as Jim Rockford.

8:00...ABC...**THE ABC FRIDAY NIGHT MOVIE—"SLEEPER"**
Woody Allen wrote, directed and stars in the adventures of a contemporary Rip Van Winkle who turns the year 2172 into a slapstick carnival (1972).

8:00...CBS...**HAWAII FIVE-O**
After a man with gambling connections is found murdered in his Honolulu apartment, Steve McGarrett and his Five-O team hunt for a girl courier for a Las Vegas casino and discover that a hit man is racing to beat them to her.

9:00...NBC...**POLICE WOMAN**
"Pattern for Evil." Sgt. Pepper Anderson (Angie Dickinson) goes undercover as a model in a lingerie house, which is the object of a takeover by underworld figures. Rick Lenz and Janet Margolin guest star.

9:00...CBS...**BARNABY JONES**
Kristopher Tabori guest stars as the heir to a large fortune, with a history of mental illness, who becomes the prime suspect in a murder because the evidence matches that of a previous killing for which he spent time in a mental hospital.

10:30...CBS...**THE CBS LATE MOVIE—"THE LOSERS"**
Starring William Smith and Adam Roarke. Four cyclists go after a POW in the Vietnam jungles in this war drama. The Army enlists the cyclists to rescue a Presidential advisor who is held captive by the Chinese. (1970)

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9	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS
10	THE NEWS	TO TELL	THE NEWS	REVIEWED	BUSINESS	NEWS	NEWS	NEWS
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Star Focus YOUR HOROSCOPE

Sign	Forecast
Aries	March 21
Taurus	April 19
Gemini	May 20
Cancer	June 21
Leo	July 22
Virgo	Aug. 23
Libra	Sept. 23
Scorpio	Oct. 23
Sagittarius	Nov. 21
Capricorn	Dec. 21
Jan. 19	
Feb. 18	
March 20	

TV Plotwords

Plotword	Source
1. ACTOR SHARIP	3. PART OF SPEECH (abbr.)
2. GOLFING HAZARDS	4. DARK BREAD
3. LETTER CARRIER	5. RING RESULT (abbr.)
4. TINY	6. THE COMICS
5. PUB BREW	7. OPPOSITE OF SINGULAR (abbr.)
6. GRAND OPFRY	8. DO NEEDLEWORK
7. "CHICO AND THE NEWS"	9. EMPLOY
8. THE	10. DO
9. ANSWER	11. MT

Best Of Press

Sure Sign
Regardless of your age, you're getting along in years when it takes you longer to rest than it does to get tired.
—News, Andalusia, Ala.

He Is
He who laughs last is the guy who was going to tell the same story a little later.
—Journal, Washington, Ia.

Any Takers?
A vacation is what you take when you can't take what you've been taking any longer.
—Record, Columbia, S.C.

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JCPenney Days



**Bath towels
to mix or match.
Special 1.66**

Bath towel. Choose blue, pink or gold in soft cotton towel sets. Stripes and solids for smart combination. Hand towel, Special 1.06. Wash cloth, Special 66¢.



Supplement to THE HEREFORD BRAND, Thursday, October 2, 1975, Hereford, Texas

JCPenney Days



**Gala
Printed
Broadcloth.**

77¢

100% cotton. Machine washable and dryable. Shrink resistant. Four-ounce slivers, 4-ply. Washed in popular colors.



**Group of
cotton
Special**

99¢

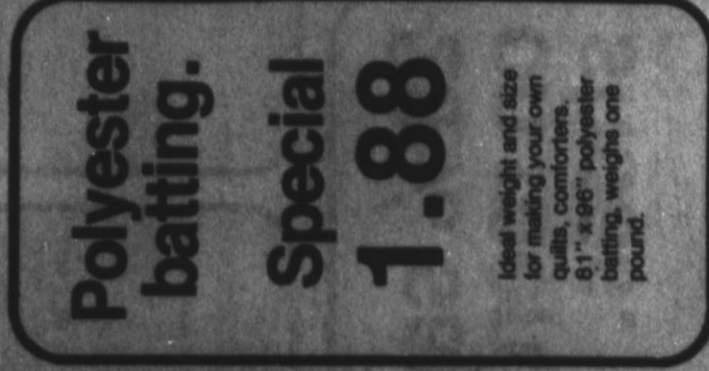
100% cotton. Machine washable and dryable. Shrink resistant. Four-ounce slivers, 4-ply. Washed in popular colors.



**Little tots'
boxer
jeans.**

**Special
99¢**

100% cotton. Machine washable and dryable. Shrink resistant. Four-ounce slivers, 4-ply. Washed in popular colors.



**Polyester
batting.**

**Special
1.88**

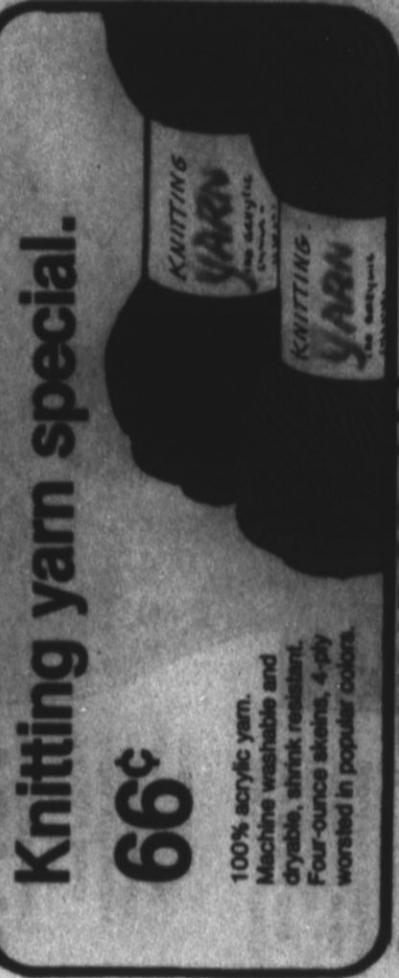
Ideal weight and size for making your own quilts, comforters, 8 1/2" x 96" polyester batting, weighs one pound.



**Flannelette
long gowns.**

**Special
3.44**

Warm and pretty long gowns of printed cotton flannelette. Assortment of patterns and colors. Women's S-M-L.



Knitting yarn special.

66¢

100% acrylic yarn. Machine washable and dryable, shrink resistant. Four-ounce slivers, 4-ply. Washed in popular colors.

Starts THURSDAY

OCTOBER 2

HEREFORD, TEXAS
435 Sugarland Mall

9:30 am to 6:00 pm Weekdays
9:30 am to 8:00 pm Saturday


JCPenney Days



Our pile-lined P.V.O. jacket is extra warm.

Special 17.99


Reg. 24.99. Pile-lined P.V.O. jacket. Long sleeves. Collar. Button front. Full length. Machine washable. Imported.



Save 30% on dress men's shirts.

Sale 4.90

Reg. 6.99. Patterned dress shirt. Long sleeves. Collar. Button front. Machine washable. Imported.



Western style brushed jeans.

Special 5.99

Reg. 8.99. Western style brushed jeans. Machine washable. Imported.



20% savings on men's shoes.

Sale 10.39

Reg. 12.99. Plain toe chukka boot of brushed split leather in natural chamo color. Cushion crepe rubber sole and heel.

Sale 18.40

Reg. 23.00. Classic men's toe slip-on of antique brown leather with leather-covered ornament, leather sole, well construction.

Sale prices effective for a limited time only. Use your charge card or ask about our convenient lay-away plan. For other men's needs, stop the JCPenney Catalog.

JCPenney Days

Bedroom values.

Our beautiful blanket buys.



Save a big 30%.

Sale 6.99

Reg. 9.99. Patterned blanket. Machine washable. Imported.

Also prices effective for a limited time only. Use your charge card or ask about our convenient lay-away plan. For other bedroom values, stop the JCPenney Catalog.



Special 11.88

Full slippers. Choose from decorative prints in these lovely throw style quilted bodyspreads. Completely washable.

Twin size, Special 16.88. Queen size, Special 18.88. King size, Special 18.88.



Special 11.88

Reg. 16.88. Full slippers. Choose from decorative prints in these lovely throw style quilted bodyspreads. Completely washable.

Twin size, Special 16.88. Queen size, Special 18.88. King size, Special 18.88.

JCPenney Days

Values for men and boys.



Sale prices effective for a limited time only. Use your charge card or ask about our convenient lay-away plan. For other good buys, shop the JCPenney Catalog.



Great fake suedes at a little price.

Special 20.99

Soft, supple rayon flocked on cotton for the luscious look of suede in two distinctive jacket shapes. Each with olefin-backed polyester pile trim for the look of fleecy shearing. Nylon lining is quilted to reprocessed unknown fibers for added warmth. Navy, brown or gray, sizes 8 to 18.



Coordinate some pretty looks with this group of special buys.

9.99 4.99 5.99

A soft and subtle candy green... checked and solid in pretty fashion pairs for your own arranging. A short sleeve jacket, a blouse, a skirt and slacks plus solid white ribbed knit turtleneck. All polyesters, sizes 8 to 18.

**Closeout sale
of women's
knit tops.**

**Now
2.99**

Short sleeve tops made to sell for much more than our buy price. Polyester knit in mock twill, seersucker, button placket or industrial zipper placket style in assorted colors. M-L-XL

Sale prices effective for a limited time only. Use your charge card or ask about our convenient lay-away plan. For other women's needs, shop the JC Penney Catalog.



**Super sale
on our
best-selling
women's
pants.**

30% off

Reg. 8.00, Sale 5.20. Sturdy double-knit cord textured polyester in pull-on style with stitched creases. Assorted colors. Average 8-20, tall 10-20.



**Special
3 for 5.00**

Boys' crew neck shirts of polyester/cotton knit. Assorted solids and stripes. Sizes S-M-L



**Closeout group
of boys' jeans
and special buy
shirts to go
with them.**

2 for 7.00

Boys' polyester/cotton jeans at an unusually low price for easy wardrobe building. Closeout group in an assortment of solid colors and fancy patterns. Sturdy, tough-wearing canvas for sizes 8 to 16 slim, 8 to 16 regular.



**Save 20%
on infants'
sleepers.**

Sale 3.98

Reg. 4.98 print/solid sleeper of polyester. "Pacifier"™ foot. Flame retardant.

Sale prices effective for a limited time only. Use your charge card or ask about our convenient lay-away plan. For other good buys, shop the JC Penney Catalog.