## United Way Breakfast To Kick Off \$199,815 Drive



## aise $\$ 199,815$.

Volunteers will ask both businesses
and employees to help in achieving the and employees to help in achieving the
largest goal in the history of Deaf Smith County United Way. Most agencies have asked the United Way for 100 percent of
their operating expenses, resulting in the their operating expenses, resulting in the
higher goal. gher goal.
Agencies affected by this year's United
Way and their allocations along with their percentage of the total goal are as Collows:
percent; Big Brothers-Big Sisters S22.580, 11.3; Kids Inc., $\$ 28,110,14.1$;
Camp Fire Girs, , 3 37.500, 18.8; Boy
Scouts, 524,000 , Scouts, $\mathbf{5 2 4 0 , 0 0 0 , 1 2 ;}$, Children's Rehabili-
tation Center, 51,000 . 5 . ation Center, $\mathbf{S 1}, 000$, .
Adult programs Adult programs.-.Senior Citizens,
54,625, 2.3: High Plains Association, s2,700, 1.4; Family Services Association, $\mathbf{5 2 , 7 0 0}, 1,4$ Family Services
Center, $\mathbf{5 2} 2800$, 1.4; Red Cross, 510,500 , 5.3; Salvation Arry, $\mathbf{5 5 , 0 0 0 ;}$; Council on
Alcoholism, $\mathbf{S 2 , 0 0 0}$, USO, $\mathbf{\$ 2 5 0}$. Alcoholism, $\mathbf{S 2 , 0 0 0}$, USO, $\mathbf{\$ 2 5 0}$. All of the agencies affect local people.
USO and Texas United Way (s250) are
the local United Way, but Hereford
servicemen and the Deaf Smith County Servicemen and the Deaf Smith County organizations. Of the total, $\mathbf{5 1 1 , 5 0 0}$ has been allocated for local expenses.
United Way directors and agency
representatives stressed a one-drive epresentatives stressed a one-drive concept in pre-campaign publicity.
Agencies have agreed not to call on businessmen for donations should the United Way reach its gnal.
that if they have done their best in supporting the United Way, no one from
the United Way or agencies will ask them for money during the
president Paul Sims said.
president Paul Sims said. "But we plan to reach our goal, no
matter how high it is. Advance gifts and workers' response and the overal attitude tell me that people want this to work. And I think that peeple realize that
they gave $\$ 200,000$ last year--through the they gave $\$ 200,000$ last year--through the United Way and in all these different
fund drives. We just want them to give it
in a lump sum." Sims said.

United Way volunteers, who are led by White, Lynton Allred, Bob Gentry and Sims. also have stressed payrol deduction as the key to this year's campaign. "but it hasnst been the key," Sims said but it hasn't been something enough business, it's painless for the employee and it's important to our success. It's the only way that most employees can give
substantially, and .I would hope that
employers allow it."

## Gas, Sugar Actions May Hurt Panhandle





Honored At Coffee
An informal coffee was held Saturday morning at the Country Club, honoring
Mrs. James Bulliard, wife of Deaf Smith County Hospital Administrator. Mrs. James Bullard, wife of Deaf Smith County Hospital Administrator.
Guests included wives of local City and County Commissioners, School Board Guests included wives of local City and County Commissioners, School Board was Mrs. H.A. Cavness, shown here with Mrs. Bullard.

z


 stoven in hoow polats son 1 neerer thought any more about ti. Lass night when 1 gox home
from d date wit
ent

 cards and driver's license 1 I'm
worried about. I could fall in
love with Bev if Iet myself

## So far we've only exchanged kisses. I hate to think what I'm thinking. Any advice? ?. R.D.

 DEAR R.D.: If you've been DEAR R.D.: If you've beenexchanging kisses with Bev
suggest you count your suggest you count your teeth.
Bev is either a kleptomaniac or a Bev is either a kleptomaniac or a
thief. probably the later, since thief .. probably the later, since
kleptos usually take items they have no use for.
I have no advice I have no advice for you. Bu
Figure it out for yourself.

## Bud To Blossom Club

## Discuss Convention

child ask for so much. He's a
greedy little pig, jumps on the
furniture, eats everything in
sight (between meais) and sight (between meals) and
defies metopunish him. When I
try he laughs in my face. try he laughs in my face.
Hal admits Paul is incorri
ible ible but says his mother ruined
him and Imust accept him as he is. Our friends don't want to be is. Our friends don't want to be
around the boy. They refuse to
bring their children $\begin{array}{cc}\text { Bud to Blossom Garden Club } & \begin{array}{c}\text { Bud To Blossom Garden Club } \\ \text { is hostess with Hereford Garden }\end{array} \\ \text { recently met in the home of }\end{array}$

## KI Bridge Tourney

 To Help Girlstown
## 

 bridge tournament at theCrizes will also be eawardend to
Community Center, Tuesday, $\begin{array}{ll}\begin{array}{l}\text { Community } \\ \text { Oenter, }\end{array} & \text { Tuesday, }\end{array}$ the low-scorer. A card table and Oct. 24, sponsored by Kappa
lota Chapter of Beta Sigma Phi
Sorority. $\begin{aligned} & \text { matching chairs will be given } \\ & \text { away a a door prize. } \\ & \text { Refreshments will be served. }\end{aligned}$ lota Chapta
Sorority.
Advance Advance tickets, priced at $\mathbf{S 2}$
each, are on sale from Kappa $\begin{gathered}\text { Judy Wall is president of thq } \\ \text { sorority chapter; which has }\end{gathered}$ each, are on sale from Kappa
sorority chapter; which has
lota members. Proceeds of
tickenducted the bridge tourna$\begin{array}{lll}\begin{array}{l}\text { lota members. } \\ \text { ticket sales. } \\ \text { Giroceeds of }\end{array} & \begin{array}{l}\text { conducted the bridge tourna- }\end{array} \\ \text { Girlsown. USA. }\end{array}$

Gastot's of Hereford. Thursday
evening. Held evening. Held at Gaston's Members of Calliopian pre
Sugarland Mall store, the style sent were Lee Alston. Eula Lee Sugarland Mall store, the style sent were Lee Alston. Eula Lee
show was presented with a
backere, Zella Mae Crump. Amy background of disco music and Giililand, Jane Gulley. Nancy
nargated by Sheldon Alexander. Hays. Virginia Holmes, Sue narrated by Sheldon Alexander.
Showing sportswear, daytime Showing sporstwear. daytime
dress. evening fashions and furs
were Jance Gulliey. Claudia were Jane Gulley. Claudia
Mcbrayer. Pasty Patrick. Cindy
 Brooks. Lynn Metts, and Chris
Haley of Amarillo. Highlighting the evening wear presentation
were Amarillo disco dancers were Amarilo disco dancers
Ron Lewis and Kathy Tubinis.
Furs by Michaelson of New York Furs by Michaelson of New York
are featured as the finale
Guective by Guests for the evening's the Art Gallery of Ontario
festivities were Ruth Allison. 16 and will continue festivities were Ruth Alinson. 4rough Nov, 12 . . ne ot the most influential
Joan Strafuss. Ethel Knabe.
Brenda Strafus. Katists of his generation," the Joan strafuss. Ethel Knabe.
Brenda Strafuss. Katie Clay. pool, Ola M. Gren, Lynn
Gowdy, Orlene Robinson Rut Gowdy. Orlene Robinson. Ruth
$\qquad$ James. Claudia McBrayer.
Elizabeth McDowell. Kay Mc.
Whorter. Marjorie. Mims and Whorter. Marjorie Mims and
Nony Stewart
Hostses for the evening. gallery
pioneer
ceptual
nifican
perform ioneer in the field oo con-
eptual art and has made sig
eficant contribut $\begin{array}{ll}\text { Kerr. Elizabeth Cesar. Avis } & \text { ceptual art and has made } \\ \text { nificant contributionst } \text { ear } \\ \text { White, Nadine Lance. Helen } \\ \text { performance and body art." }\end{array}$


A Touch of Class invites you to bring a friend (guy or gal) to receive
a new fall look. Get one perm at regular price, and get second one for half price. Offer expires October 28, 1978 A Touch of Class W. Park \& Oak $364-5050$ Open Monday through Saturday

## (2)

| But not just any mouse The colortul Mickex Mouse Phone ${ }^{\circ}$ is a big favorite with children as well as grandparents. And all ages in between <br> Mickey is available with rotary dial or Touch-Tone "service, and he's genuine Bell. Which means he's top quality and you'll never have to worry about repairs. Since his working components are owned by the Bell System, we'll fix them anytime he's not working properly. Withou additional charge. <br> Join the Mickey Mouse Calling Club at your nearest PhoneCenter Store, where you can also choose from a variety of other colorful and attractive styles. Or call your local Sóuthwestern Bell business office. Choose a phone that's genuinely you and genuine Bell. |
| :---: |

[^0](f) Southwestern Bell

THE CHOTCT IS YOURS. BK CEDOSHY.


Mrs. D.N. Garner, president of Hereford Garden Club, presents the coveted
Gladys Manjeot Award to Mrs. Ray L. Johnson, at right. The honor has
been ppresented by the club to a privileged gardener since the club's 25th
anniversary in 1962. Mrs. Johnson holds honorary life membership in
Hereford Hereford Garden Club. [Brand photo by Denise Smith]

## Mexico City was founded by the Aztecs in 1321 as Tenochtitlan and was their <br> capital until and was the Conquered by

Fall Theme Used At Flower Show

see me. She said, "He verbalizes during chass. periodically
engages in excursions up and down ther and
 When he was in the third grade, a teacher at Open House
told me he "did not work to capacity and was definitely an
underachiever." underachiever."
In the fourth grade, he was still "goofing off"' but he wa
described as "lacking in tasic skills as he described as "lacking in
his level of competency."
In the sisth grade. I had a long talk with his teacher who
said. "Your son has. potential, but he is incapable of said, 'Your son has potential., but he is incapable of any
viable feedback. You tell me. What are we going to do with viable feedback. You tell me. What are we going to do with a
child who doess not relate to social interaction?" (I don't know
what she did but child who does not relate to social interaction?" (I don't kno
what she did, but 1 ran home and got out my dictionary.) In the eighth grade, my husband answered the phone on
night. When he hung up, he turned around and night. When he hung up, he turned around and said numbly,
"Bruce is not motivated by curriculum innovation. They don" Bruce is not motivated by curriculum innovation. They don't
to st him to stagnate in a lockstep sys.cm and they're trying to stimulate his awareness. What doess all that they're tryin
"It means they'retery "It means they're trying to stop him from "goofing off." Bruce was in his sophomore year when he was diagnosed as
having problems modifying his behavior. They decided to pu him in a modular-flexible schedule. At the beginning of his senior year a few weeks ago,
Bruce's adviser summoned me to her office and said, "Well Bruce's adviser summoned me to her office and said, "Well
we're at that time where we have to consider the conundrum we re at that time where we have to consider the conundrum
(she lacghed nervously). It's hard to say where the burden for
the lack of motivation and apathy lies, but before Bruce's he lack of motivation and apathy lies, but before Bruce's
achievement levels polarize. It hought we ought to have
little talk.
"This year will hopefully open up options for Pieve so can realize his potential and aim for some tangible goals." I leaned over to the secretary on my tang oute goals." "Dou
speak English? (She nodded.) What was the oulti, abo". speak English? (She nodded.) What was the talking about?"
"Bruce is goofing off." she said flaty. "Bruce is goofing off," she said flat)

 he egs
dog He sold very good hot dogs. He put up signs along the highway and advertised in the newspaper telling how good they were.
He stood on the side of the road and cried:
"Buy a hot dog. Mister?
And people bought.
He increased his meat and bún orders.
He bought a bigger stove to take care of his trade
He finally got his son home
from college to help him out. But then something happened His son saidd "Father, haven't you been listening to the radio
and watching TVY

No Matter What You Sell..: We'll Help You Sell More of It! The Hzerforn Brand

There's a big depression. The foreign situation is temibte The domestic situation is worse. Whereupon the father thought, "Well, my son's been to college. he listens to the radio and watches TV and he ought to watches
know."
So the father cut down on his meat and bun orders, took dowif his signs and cancelled his newspaper ads and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost ovemight.
"You're right, son" the father said to the boy.
"We cettainly are in the middle of a great depression.'


## Unhealthy But Happy Yanks Send Catfish to Mound



Pass Defense
The Hereford Whitefaces played good defense against the Cubs Friday night as hown here with Herd defender Keith Adams breaking up an intended Cub pass.
SMU Rally Nets Cougar Showdown


## McEachern Gets Job



In Tonight's Game Six


Dilers Admit Pitt Looking
玉w=w was $\begin{array}{lll}\text { edged Buffalo } & 7-10 \text { Sunday"-a } & \text { performances of the season. } \\ \text { Monday night date with the } \\ \text { Steelers is all that lies ahead } & \text { "We left a little e bit of our } \\ \text { Sam Oakland," said Oiler }\end{array}$
 The Oilers, 4.3, were not who batted down three Bills
pleased with their performance, passes to help preserve the
and had to come from behind in victory. We were at a
the third quarter to finally put emotional Wige wist
 Ion't think we were
looking aheae to Pitstsburgh but men tally. We didn't
make the mental errors that 1 might have relaxed a a liutle, after that quick touchdown.
confessed Oilier linebacker
Robert Brazile. Robest Brazile.
Relaxation is

##  <br> 

## Oiler linebacker Steve Kiner

 Steelecrs $7-0$ anpather. Oiter the would severely dim orter Oiler loss
## "Now you are talking about

 conferè̀nce ball," " Brazile said of


\section*{| $*$ | Pro-Grid |
| :---: | :---: |
| $*$ |  |
| $*$ | Standings |}



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Sutton said the Yanks could
expect him to change speeds expect how to spots a style that
and thro
Hunter has used s.e.



 lous recovery from an ailing
shoulder. receiving a novel would not play hand probably
Mickey Rivers, the white manipulation treatment June center fielder. is expected to
24, then rescuing the comeback Yanks by going 10.3 for the rest
of the regular sese Hunter's arm is not 100
percent and he is just one of
several Yanks who are Boosters To Meet In Auditorium

$\qquad$ this Series. Reggie
with a . 444 batting av runs batted in and his mere
presence in clutch situations.
has given the Yanks a major advantage over the Dodgers.
who have gotten three hits and
on RI from their designated
hitters. Lee Lacy and Rick

## WANTED - WINTER PASTURE

Gain basis or per month rates. Joull lit in the TRI-STATE CATLL FEEDERS, INC. Bob Sims $364-4030$

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| OFFICIAL ENTRY BLANK | 1. $\square . \quad 2 . \square$ | 13. $\square$ | $14 . \square$ | 25. $\square \quad 26 . \square$ | 37. $\square$ | 38. $\square$ | 49.]. 50.] |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $3 . \square \quad 4 . \square$ | 15. $\square$ | $16 . \square$ | 27. $\square \quad 28 . \square$ | 39. $\square$ | 40. $\square$ | 51. $\square \quad 52 . \square$ |
|  | 5. $\square \quad 6 . \square$ | $17 . \square$ | $18 . \square$ | 29. $\square \quad 30 . \square$ | 41.] | 42. $\square$ | TIE BREAKER |
| 边 | $7 . \square 8 . \square$ | 19. $\square$ | 20.7] | 31. $\square$ [ $32 . \square$ | 43. $\square$ | 44. $\square$ | Albbamatennesse |
| Name Address | 9. $\square .10 . \square$ | 21. $\square$ | $22 . \square$ | $33 . \square \quad 34 . \square$ |  | 46. $\square$ |  |
| Phone | 11. $\square$ ] 12. $\square$ | 23. $\square$ | 24. $\square$ | $35 . \square 36 . \square$ |  | 48. $\square$ | TOTAL SCORE |

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 Fon $800!$

## CALH

 364-2030\author{

1. Monterey at 2. Plainview
}

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3. Coronado at 4. Lubbock High

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SUGARLAND DRUG Sugarland Mall



The Hereford Brand-Tuesday, October 17, 1978-Page 7

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"t s been like this ever since he failed


RANK AND ERNEST



DID YOU HEAR AgOUT BROTHER JEPOME T.. HE FELL BEHIND IN HIS PATMENTST TO HIS EXORCIST
 GOOD
HEAVN
HAPPE
HAPP
$=0$


THE BORN LOSER


| 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 |  |  |  |
| 4 | 47 |  |  |  | 48. |  |  | 49 |  | 50 | 51 | 52 |
| 53 |  |  |  | 54 |  |  | 55. |  |  |  |  |  |
| 56 |  |  |  | 57 |  |  |  |  | 58 |  |  |  |
| 59 |  |  |  | 60 |  |  |  |  | 61 |  |  |  |

## TEE GEREFORD BRAND

 Comics


| YOU ASKED SNOOPY |
| :--- |
| TO GET YOUR BLANET |
| BACK FROM EUOORA? |



OH, MY SS! GET BACK, FEAR NOT! THE OLD



Hustler

The Hustlers group of Deaf Smith County
Chamber of Commerce conducted a ribbon-eutting
ceremony Friday afternoon to formally introduce the opening of Trucker's Diesel Service. The now firm is located on E. Hwy. 60, just west of Boots West. Owners and managers Lloyd and Bonnie

Mannon are pictured in the center of the group with the giant scissors, and are flanked by Hustiers and other members of the niew firm. The determined by proup, with membership helps promote membership in the chamber.

## Modern Americans In Over Their Head



## Television




##  <br> never seen Win NWSOMY 2




## Bronchos Dump Chicago, 16-7

$\begin{array}{cll}\text { DENVER (AP). The situation } & \text { Broncos would have had to use } & \text { play executed by Foley, the } \\ \text { was growing desperate on the } & \text { cornerback Steve Foley, a } & \text { Broncos struck for a pair of } \\ \text { Denver Bronco sidelines. Norris } & \text { running quarterback in college. } \\ \text { fourth-quarter touchdowns to }\end{array}$ Weese was injured a week ago. "Foley was our third Craig Penrose went out with a quarterback," said Bronco Chicago's fourth straight destightly separated shoulder in Coach Red Miller, "and after for The second quarter and brittle that we were going to the single $\begin{aligned} & \text { Depending on who you talked } \\ & \text { veteran Craig Morton was left } \\ & \text { wing. And I'm serious." }\end{aligned}$
to, the fake field goal was eith lone to direct the Bronco Foley began preparing for anticipated by the Bears or a offense against the Chicago that eventuality on the bench, surprise. If Morton had gotten hurt in $\begin{aligned} & \text { discussing strategy with some of ofensive teammates. It all the way." said Chicago } \\ & \text { his ons }\end{aligned}$ The Monday night National Morton held together and, just blew the outside contain-

## Amarillo, Tascosa Win Hereford Meet

| Amarillo High and Tascosa won the varsity divisions here over the weekend during the | Placing in the top ten was Hereford's Manuel Carrasco who collected 6th place in the boys varsity class. | The Hereford girls varsity team placed 7th in the division with Melva Arroyos placing 5th with a time of $13: 14$. |
| :---: | :---: | :---: |
| tional Meet held | Carrasco's time was 10:40. | d |
| Memorial Park. |  |  |
|  |  | ne Warden 51st with |
| scosa with 63: Coronado 74, | time of 11:32: Raymond Carrillo. | 5:31; Naomi Fuhrmann 53rd |
|  |  |  |
|  |  |  |
| $\text { d } 212$ | 12:30 and Doug Schroeder with |  |

## Kramer Out

| GON | $\begin{aligned} & \text { yys foo } \\ & \text { any se } \end{aligned}$ |  |
| :---: | :---: | :---: |
| Doctors say Vikings quarterback Tommy Kramer will be out of | activity or other problems. | good enough after all |
| football for at least two weeks | "I don't recall ever being hit |  |
| following a mild concussion |  | looking for somebody to play gin |
| fffered in Sunday's game w | 1 completed the pass to | rummy with," Kramer said. |
| Los Angeles. | Rashad, the | The only effect I have suffered |
| Kramer was discharged from | injury," Kramer said. "When I | hat I'm a little groggy and |
| Ennepin County Med |  | drom being in bed for a day |
| nter Monday, where |  |  |
|  | there. I didn't |  |
| after being knocked unconscious on a tackle by Rams' linebacker | headache. something |  |
| m Youngblood. | ac |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 

 .


 lead.


 Y.y.rd pass 1 I runining back O Ois
Ammstrong.

 Morion. bencenced atera a poor
 performed creditably, completing 8 of 13 passes for 109 yards ${ }^{\text {interception. }}$ "Craig Morton came off the bench and did a great job for
us." said Miller. "The team gave him the game ball." Denver took a 3 .0 lead early in
the game on Jim Turner's 45 yard field goal, which gave Turner sole possession of
second place on the NFL's all-time field goal list with 283 .
George Blanda is first with 335 . Walter Payton, who rushed
for 157 yards on 22 carries keyed the Bears' offensive
attack, but Chicago didn't the lead until the third quarter. Roland Harper took a short pass
from Bob Avellini and bulled his way into the end zone, breaking at least four tackles. for
33-yard scoring play and

Then Foley pulled off the fake, and Denver was on its 5
to being $5-2$ on the season. "We lost our poise," said teams don't lose their poise.
That means we're not a good That means
team yet."


The Hereford Cross Country Invitation Moet hold at Veterans' Memorial Park last Saturday saw
about 100 young athletes from 17 different schools competo. Amarillo High and Tascosa won the boys

## American Amatetur Sports

and giris varsity divisions, respectively. The Herd and giris varsity divisions, respecively. The Herd
teams travel to Lubbock this week for more long distance running. The District 4-AAAA district meet will be in Lubbock Nov. 11

## Congressional Bill Supports




[^0]:    The Mickey Mouse Phone. $\$ 19$ a month hor five months or a one -time charge of $\$ 95$

