

# Thanksgiving

A DAY TO COUNT OUR BLESSINGS



..and Goes Behind Closed Doors

## County Plans Caliche Roads

By O.G. NIEMAN  
Editor-Publisher

Deaf Smith County Commissioners approved several miles of caliche roads, employed a custodian for the new library.



By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says more people change their ways when they see the light, others only when they feel the heat.

ALTHOUGH the Christmas shopping season has already started, the arrival of Thanksgiving signals the real start of the hustle and bustle of the Yuletide season. Today's issue of The Brand carries a number of special ads from local merchants, offering gift ideas and shopping bargains.

NOT MANY people realize that our first Thanksgiving in 1621 was not a celebration of a bountiful harvest. Our Pilgrim fathers experienced a very lean harvest that year and had suffered many hardships. Their spirits were low, but rather than giving up in bitterness, they set aside a special day to rejoice in their meager harvest and to give thanks that they had made it for another year.

America was created with that kind of determination... the determination that no matter how difficult the present might be, we still had a lot to be thankful for and we would go on to build a better future. Today, 353 years after our first Thanksgiving, we are the strongest, most powerful and richest nation the world has ever seen. We have our problems, we have difficulties and have experienced great crises, but the determination our forefathers had lives on in us. We still have a lot to be thankful for.

THE C OF C breakfast here Tuesday morning drew great acclaim from all reports we've had. The early-morning turnout was something of a surprise for the first quarterly meeting, but chamber officials will prepare for a larger crowd the next time. It appears to be a great format for the business community to get together and have some fun and fellowship!

THE RECENT copy of U.S. Oil Week reports that Britain has increased its gasoline tax by 24 cents a gallon, and petrol now costs around \$1.50 a gallon for Britain's motorists. Some government officials are advocating a 10-cent hike here, claiming it would help force conservation of our energy. Sounds more like a way to help cover the federal government's deficit spending.

THE HARVEST season around Hereford has really been moving the past two weeks and, if the weather holds dry enough, we should have most of our

(See BRANDING, Page 2)

denied a request for additional office space for a state welfare worker, and held a closed-door session with the county sheriff during a regular meeting Monday.

County Judge H.C. Williams said no action was taken in the executive session. Asked the purpose of the meeting, he replied that Commissioner Marcus Latham had requested the session to discuss a "personal matter" with Sheriff Travis McPherson and wanted the members of the court to be present.

JUDGE WILLIAMS also announced that another closed meeting had been scheduled for Wednesday at 10 a.m., this one for the purpose of reviewing applications for the position of County Museum Director.

Commissioners went on record to approve several miles of caliche road in each precinct, as well as placing in the minutes a motion to caliche a road in Precinct 1 which has already been completed. Commissioner Earl Holt had agreed to caliche 3.1 miles of road earlier in the year, with property owners paying one-half of the cost and the county re-implementing them by Jan. 1, 1975.

The Precinct 2 project calls for two miles of caliche road extending east from Big Tex Elevator. The new Precinct 3 job is scheduled on Ponder road—two miles north of the existing five miles of pavement. Two miles of caliche road is set in Precinct 4, going north from the Richardson Seed Farm road. An additional 3.5 miles of caliche road is also scheduled in Precinct 1.

A LOCAL representative of the State Welfare Department appeared at the commissioners' meeting to request additional office space for a new worker

(See COUNTY, Page 2)

## Five Injured In Collision

Five men were injured, though not seriously, in a car-pickup collision just after midnight Sunday with both vehicles demolished by the impact.

Police were called to the intersection of Park Avenue and U.S. 60 at 12:13 a.m. Monday and upon their arrival, found that all five persons involved in the wreck required medical treatment. The injuries proved to be of a less severe nature than originally thought.

A late model car driven by Andy Darvis Rodgers of Friona with three other Friona men, Alvin Brown, Richard White, and Danny Hunn, was westbound on the through-highway at the time of the accident. A late model pickup driven by Joaquin Payan Holguin of Dumas was pulling onto the highway when the two vehicles collided. The force of the collision threw a butane tank from the back of the truck about 50 feet from the point of impact.

All five men were taken to Deaf Smith County General Hospital, and Hunn, White, and Brown were treated for lacerations and released. Holguin and Rodgers were admitted to the hospital with possible head injuries, but were listed in satisfactory condition.

## On Chamber Breakfast Menu

Deaf Smith County Chamber of Commerce kicked off a new format on quarterly meetings here Tuesday morning with a fun-and-fellowship breakfast session. Scenes from the meeting, left to right: Major Schroeter was the winner in a balloon-popping contest; Emcee Roy Faubion presented Butch Trevino with a \$50 cash award; Dean Herring was the lucky winner of a turkey in a consolation drawing; and emcees Faubion and Dean Kelly enjoyed visiting with Miss Hereford (Susie Hickman) and Miss Teenage Hereford (Monica Herring). The early-morning meeting drew 221 persons.



Hereford, Texas, Thursday, November 28, 1974

73rd Year No. 48 46 Pages including TV Section 10 cents

## GoPro Picks 30 Members

The 40-member roster of the Goals for Progress Committee (GoPro) has been completed, it was announced this week by Wesley Gulley, general chairman.

Each of the five sub-committee chairmen have confirmed the appointment of six members to work in each of the areas. The GoPro organization was initiated by Deaf Smith County Chamber of Commerce as a means of planning, conducting research, developing and compiling a comprehensive community program.

THE STEERING committee of GoPro is comprised of Gulley, vice-chairman Major Schroeter, Jim Konkright, Tom Burdett, O.G. Nieman, Herman Ford, Lynton Allred, and the mayor, county judge, and school board president. The committee's guidelines includes deadlines for reaching various phases of the project, ending in September, 1975.

Serving on Konkright's "quality of life" committee will be: Argen Draper, Paul Abalos, Bill Johnson, Dewitt Seago, Ron Welty, and Woody Wilson.

Named to Burdett's economy group were: Waldo Baxter, Jonny Cloud, Gayle Cotten, Andrew Kershner, Ed Reinauer Jr., and Ken Rogers.

SELECTED on Nieman's "govern-

## Football Contest Entries Due Today

Due to the Thanksgiving holiday, the deadline for Brand Football Contest entries has been moved up to noon today, rather than the usual 5 p.m. time.

The season's final contest page has some Turkey Day games listed, and The Brand forgot to announce the deadline change in Sunday's issue. The Brand office will be closed Thursday, but a receptacle will be at the front door until noon.

mental functions" committee are: Neil Cooper, Lanny Crump, Wanda Hoover, Rex Easterwood, Phil Guerrero, and Pat Hughes.

Herman Ford's "education sub-committee will include Victor Cantu, Bartley Dowell, R.C. Hoelscher, Adeline Loerwald, Robert Thompson and Helen Rose.

Allred's "transportation" group includes James Gentry, Charles Hoover, Gene Huntsinger, Mike Patrick, Roy Faubion and Raymond White. Each sub-committee will elect a vice chairman. A general meeting of the entire committee will be scheduled soon, according to Gulley.

## Hospital Board Works

### Quickly In Reset Meet

A light agenda faced the rescheduled meeting Tuesday of the Deaf Smith County General Hospital board of directors and although the meeting itself stretched nearly three hours, business was dispensed of rather quickly.

The original meeting had been set for Tuesday Nov. 19, but on that morning several board members were unable to attend and administrator Ron Welty adjourned the meeting after deciding a quorum was not present.

A MAJORITY of the meeting was spent with Welty explaining items on the budget for the month of October. Welty was called on again and again by board members to explain why expenditures had risen.

The board did give their approval for a new contract to be drawn between the hospital and the State Department of Welfare. The contract was to have been

## CofC Breakfast Termed 'Winner'

The next quarterly meeting of Deaf Smith Chamber of Commerce is scheduled in February, and a lot of folks are already looking forward to the event after the chamber changed the meeting to a fun-filled breakfast program here Tuesday.

The first breakfast was a rousing success with 221 people showing up for the meeting Tuesday in the Civic Club Center, and everyone apparently enjoying the fast-moving, fun-filled agenda. Butch Trevino, Conoco Station manager, had a great time—he won \$50 cash; but Harold Wheeler, adult probation officer, may not have enjoyed it so much—he missed out on \$100 cash!

EMCEES DEAN Kelly and Roy Faubion led the fast-hitting program with poise and finesse, involving more than 30 people in the activities and allowing about a dozen to say a few words. Hereford State Bank sponsored prizes for the event, and the CowBelles presented bank president Harlan VanderZee with a certificate for participating in the "Beef for Girlstown" project.

Announcements, limited to 30 seconds, were made by Bud Eades, president-elect of the chamber; Lavon Nieman, Women's Division; Barry Arnwine, Hereford High basketball coach; Raymond White, United Way Campaign drive chairman; Susie Hickman (Miss Hereford) and Monica Herring (Miss Teenage) on the upcoming Miss Hereford Pageant; Jim Konkright, on his recent trip to Washington; and Bob McFarland, on the upcoming presentation of "The Messiah".

Also recognized were Shyla Thomas, drill team captain, and other members of the team who assisted in collecting registration cards, and the Hereford High cheerleaders, who led the audience in a cheer for the Herd. C of C executive vice president Bill Albright was also presented with a ceramic bull from the CowBelles, with Marn Tyler and Velma Tanner, Wildorado, doing the honors.

TWO DRAWINGS were held during the breakfast, and Butch Trevino won the

\$50 cash prize. The other drawing was for chamber members only and was a \$100 award. Harold Wheeler's name was drawn, but he had left early and missed

(See CHAMBER, Page 2)

## United Way At \$39,579

The United Way Campaign has climbed two-thirds the way up the ladder of success in Deaf Smith County, according to a weekend report, with leaders of the drive feeling that another week's work might "make or break" the annual project.

A TOTAL of \$39,579 had been counted in contributions the past weekend and that represents 66.4 per cent of the goal of \$59,600. Mike Patrick, UW president, reported that many prospect cards are still to be worked.

"The drive is just moving a little slower this year, and it may be another week before we can tell just where we stand on reaching the goal," Patrick commented. He announced that some divisions showed an increase over the same time a year ago, and some reflected decreases.

THE TOTALS, at the last report period, for each division of the campaign: Wholesale \$9,543; utilities 6,831; public \$5,576; professional \$4,333; retail \$4,134; financial \$4,093; farm, ranch and individual \$3,768; out of town \$536; feedlot \$100; church employees \$63; miscellaneous \$600.



The United Way

## Santa Ready For Letters

Santa Claus announced last week his North Pole office is open and prepared to accept suggestions for Christmas gifts from children in the Hereford area.

Santa has named The Hereford Brand as the official letter collection headquarters for Deaf Smith County and the Hereford trade area. All letters will be published in Brand editions prior to Christmas, before being forwarded to the North Pole.

Local youngsters are urged to prepare their gift requests soon to avoid a possible Christmas mail rush. Letters should be mailed to:

Santa Claus  
% The Hereford Brand  
P.O. Box 673  
Hereford, Tex. 79045





TERRY BRANDVIK

### Gruver Girl Area Queen Candidate

Handford County Farm Bureau queen, Terry Brandvik, will represent District One in the upcoming Texas Farm Bureau Queen Contest.

Miss Brandvik, daughter of Mr. and Mrs. Ray Brandvik of Gruver, will compete with 10 other district winners for the state crown in the Dec. 2 event to be held at the Convention Center in Dallas.

SELECTION of the 1975 queen is one of the activities scheduled for Texas Farm Bureau's 41st annual convention. The state winner will receive expenses for herself and a matron escort to attend the American Farm Bureau Federation convention to be held in New Orleans in January.

Miss Brandvik is 5'8", and has blue eyes and brown hair. An 18-year-old freshman at West Texas State University, she is a graduate of Gruver High School.

She is presently majoring in sociology at WTSU, and holds tentative career plans to be a guidance counselor in a high school or college.

### Chamber--

from Page 1

the prize. At the next meeting, the award will be increased to \$150.

Two contests were held during the meeting, with cards drawn to determine the contestants. Major Schroeter, Katherine Kester and Wayne Williams were the "lucky" trio in the first contest, which involved blowing up a balloon and bursting it by sitting down on the inflated sphere.

The next game required the trio of Mike Patrick, Marn Tyler and Dr. E.H. Hendon to eat a cracker, with peanut butter, and see who could whistle first. In each game, all participants took home a Christmas centerpiece as a prize.

IN A consolation drawing, Dean Herring won a "hickory-smoked turkey", which turned out to be a book of matches, a log, and a live turkey. The CowBelles, however, offered to trade the turkey for a \$25 beef certificate.

Several new members of the chamber were recognized at the meeting, as well as members who have increased their membership for the coming year. Dewitt Seago worded the invocation at the breakfast. Music was provided by Nick Nixon and several members of the high school band, as well as "old pro" Charlie Bell.

The breakfast got underway at 6:45 a.m. and was adjourned shortly before 8 a.m.

### County--

from Page 1

in the child welfare and family services department. After the judge and several commissioners inquired about the need of another worker in the county, the representative reported that "child welfare workers are being doubled over the state." Noting that the welfare workers already have three offices in the courthouse and that no more space was available, commissioners denied the request.

After reviewing applications from seven persons and personally interviewing two men, the court employed Fred Mulkey as part-time custodian for the library. His salary was set at \$200 a month.

Commissioners were presented with a petition which requests that a road be closed in Precinct 1, south of Dawn. The court had previously denied a verbal request on closing of the road. A public hearing will be held at the next commissioner court meeting, Dec. 9, at 10 a.m.

JOHN STRIBLING and eight other property owners in Precinct 1 filed the petition, requesting that the road be closed "now existing between Section 29 and Section 36 in Block K-14 in Deaf Smith County."

The court approved the crossing of county roads with gas lines in Precinct 1 for Bill Gentry and Vincent Guerrero. Judge Williams reported that the county's share of the mixed drink tax for the third quarter amounted to \$496.36, according to a report from the Comptroller of Public Accounts.

All members of the court were present for the meeting, as well as commissioners-elect Austin Rose and James Voyles.

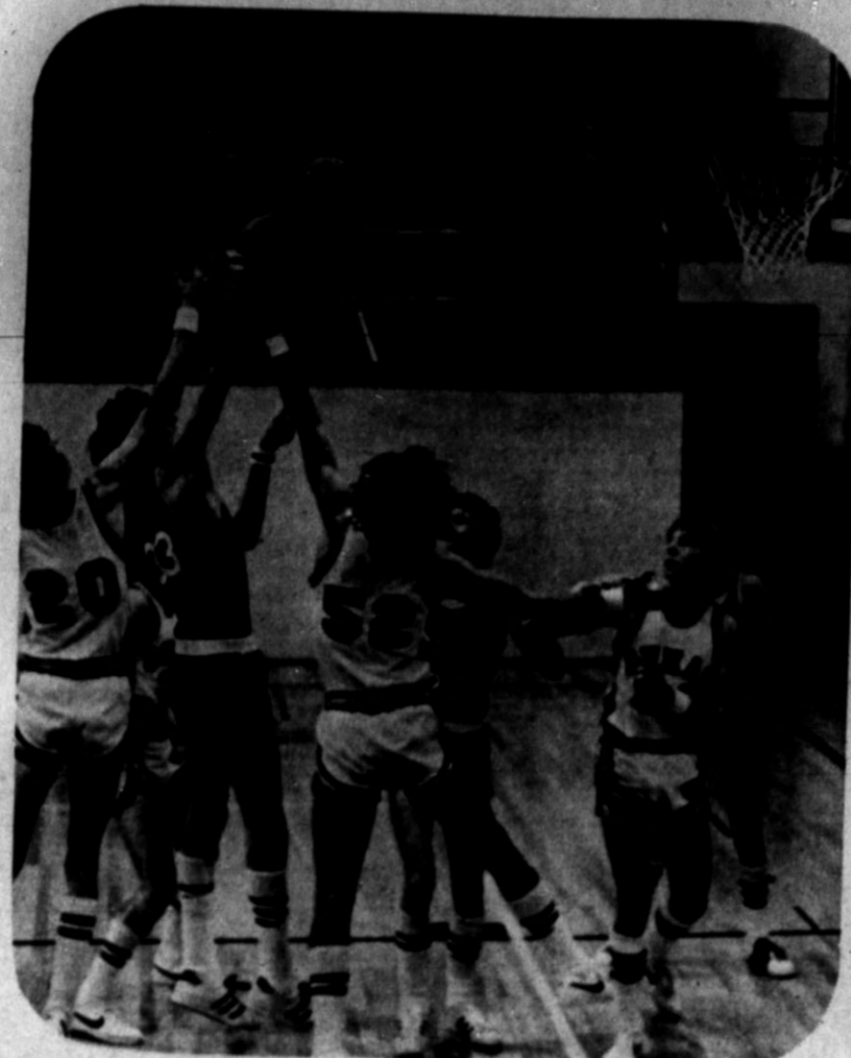
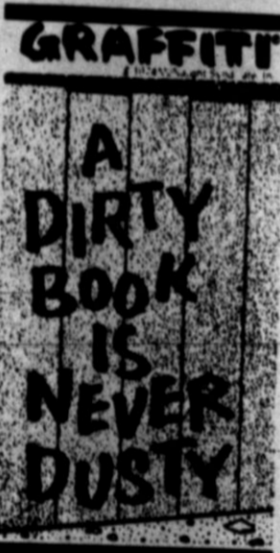
### Branding--

from Page 1

grain, corn and sugar beets out of the fields before too long. After an unusually wet period in the early fall months, the harvest has been going faster than some years when some combining was done in snow-covered fields as late as January.

WE HAD a typographical error in the article concerning the new Holly Sugar contract with the area growers' association. The increase in the hauling was from 2.5 cents to 3.25 cents per net ton per mile. The story showed an increase to 3.75 cents.

EXHILARATION is that feeling you get after a great idea hits you, and just before you realize what's wrong with it.



### Action Under The Hoop

Mike Hull (33), senior postman for the Herd, goes for two points from out of a crowd of Dumas Demons as Craig Nieman (23) and an unidentified Hereford player ready for the rebound. Hereford lost the game Dumas by only three points.

### Subscription Rates For Brand To Change After Many Years

THE HEREFORD Brand, after holding the line on subscription rates for more than six years, will raise mail and carrier subscriptions effective Dec. 1, 1974.

Price of a single issue of the Thursday Brand will be raised from 10 to 15 cents, while the Sunday issue remains at 20 cents. At the same time, The Brand will officially assume classification as a semi-weekly newspaper, according to publisher O.G. Nieman.

Although most readers are not aware of the difference, the Thursday and Sunday publications have been entered in the post office as two separate weekly newspapers. The only immediate difference will be that Sunday's paper will also carry the name "The Hereford Brand", rather than "The Sunday Brand". Subscription will also be for both papers, instead of having an option on one or the other.

Subscribers who are taking only one of the papers by mail will begin receiving two papers a week after Dec. 1. There will be no extra charge to these subscribers until their present subscription expires.

HOME DELIVERY by carrier in the city will increase from \$1 a month to \$1.19 (\$1.25 with tax) effective Dec. 1. Mail subscriptions for Hereford and the trade area will be \$9 a year, and those outside the area will be \$11.55 a year with tax.

While The Hereford Brand is one of the larger semi-weeklies in West Texas, the subscription rates have long been among the lowest, Nieman pointed out. The rates are still less than most semi-weekly newspapers, even with the increase.

"The low subscription rates are made possible by Hereford merchants,"

emphasized the publisher. "For the advertisers are the ones who provide the majority of the newspaper revenue." He added that a series of increases in newsprint, ink and other supplies have finally led to a subscription rate hike.

### Local Women Attend Annual TNHA Meet

Joyce Lyons, acting administrator of Kings Manor Methodist retirement home, and Dora Nittler are representing the local facility this week at the annual convention of Texas Nursing Home Association in Houston.

As members of the largest state organization of its kind in the nation, they will attend four lecture courses during the two-day session beginning Thursday. This will gain each of them six hours credit with the State Board of Licensure.

Classes are supervised by the distributive education department of the University of Texas at Austin. Their theme is New Frontiers Of Caring.



### The Consumer Alert

by John L. Hill Attorney General

AUSTIN—Traditionally, the season from Thanksgiving through New Year is a busy air travel time. Many people fly to be with relatives or friends for the holidays, students fly home over the winter break, some folks fly off for a skiing vacation or for a vacation in the sun.

Few air travelers will be aware when they purchase their plane tickets that they are taking part in a consumer transaction, however. In fact, though, they are contracting to purchase a product or service from the airline, and as a party to such a contract they have certain rights and responsibilities.

The Civil Aeronautics Board is the federal regulatory agency for all U.S. certificated airlines providing interstate domestic, overseas, or international service, and for foreign airline service within the U.S.

The Texas Aeronautics Commission is the agency dealing with air travel in this State. It certifies all intrastate carriers, in addition to providing airport construction grants and conducting flight safety training programs. The Attorney General's Transportation Division represents the Aeronautics Commission in legal matters.

Both the CAB and TAC, along with our Transportation and Consumer Protection Divisions, point out these rights for the air traveler: knowing in advance what service to expect, what the cheapest available fare is, what services are covered by a more expensive fare, what restrictions or conditions apply to a fare, and what extra charges may have to be paid to get certain in-flight services.

Additionally, and very importantly, the consumer has a right to know what the airline's liability is for lost or damaged baggage and for compensation if the airline has oversold its capacity.

The passenger's own responsibilities include making reservations only for those flights he plans to take, abiding by airline regulations, and reporting promptly and accurately any problems.

Possible areas of consumer confusion about air travel include extra charges and "bumping" of passengers.

boarding. If prices dropped, however, you would get a refund.

If you are flying on a special reduced fare, perhaps an excursion rate, and you fail to comply with requirements such as returning by a certain date, you have to pay the cost of a regular fare.

Other customary extra charges are made in some ticket categories for inflight movies, stereo headsets, and alcoholic beverages.

\*Bumping. Some airlines oversell their flights, assuming there will be cancellations. If there are none, some passengers with confirmed reservations may be "bumped."

If you have a confirmed reserved seat, if you are denied boarding, and if the airline cannot book you on another flight that will arrive at your destination within two hours of your original flight on domestic trips or four hours for international trips, you may be eligible for denied boarding compensation.

To be eligible, you must have a properly-confirmed reservation and you must comply with airline check-in time requirements. If you are bumped, you should stay in the check-in area until you receive a mandatory written explanation of CAB provisions regarding your rights and your compensation (usually in the form of a coupon) equal to the cost of your fare. The CAB rule requiring such payment does not apply to foreign, intrastate, or Alaska carriers, or to air taxis, however.

The airline must compensate you within 24 hours. If it does not, you have 90 days to file a claim. Don't delay if this happens, since the airline

almost one-third in a period of four years. By way of comparison, although there was no growth in that respect in the past year, neither was there a major slippage. The drop in the national output was about two per cent, now counting inflation.

The 1930's also saw people's investments and savings go down the drain. The stock market industrial average fell nearly 90 per cent in a period of three years.

AS FOR personal income, it dropped 28 per cent in four years. This is in marked contrast to what has been happening in Deaf Smith County. During the last four years, family income after taxes went up 27 per cent locally, the figures show.

Despite the fact that the cost of living has gone skyhigh, pretty much offsetting these wage gains, families are protected from financial collapse by safeguards that did not exist during the 1930 depression.

There is now unemployment insurance and minimum wage laws to protect the worker. These are backed up by Social Security and, in many cases, by private pensions. Bank accounts are Government-insured and home loans, running for longer periods, are easier to handle.

## Local Area Shielded Against Depression

With inflation continuing unabated in Deaf Smith County, as it is elsewhere throughout the country, local residents are wondering whether a recession, or what is worse — a depression — is on the way.

The term "depression" is meaningless to most local people since they never experienced one personally. There hasn't been one in the United States since the 1930's. Two-thirds of those now living in Deaf Smith County were not alive then or were too young to remember it.

TO THE OTHER one-third it brings back some bitter recollections. It was a time when industry ground almost to a standstill and when millions of workers lost their jobs.

Might it happen again? The consensus among the experts is that it is most improbable because of economic safeguards created since then.

What was it like, generally, during the 1930's? According to U.S. News and World Report, unemployment reached 25 per cent, which is over four times the rate in Deaf Smith County at present.

IT WAS a time when the national output of goods and services fell by

## Pioneer Defends Costs, Methods

Pioneer Natural Gas Company notified the cities on its West Texas System today that the average cost of gas purchased during the month of October was down 2.14 cents from the month of September. This reduction in the cost of gas for October will be reflected in the bills rendered on the company's West Texas System during the month of December.

In the letter of transmittal to the cities on the West Texas General Service rate, Pioneer included some additional information for the mayors and city officials.

IN THE four basic areas where Pioneer has been under criticism regarding cost-of-gas adjustment, W.N. Lampe, Pioneer vice president made a defense.

Lampe maintained that the company had been "prudent" in and pleased with the purchase of gas for the West Texas System.

"We have reviewed our gas supply and gas purchase contracts in meetings with large customers and some representatives of the cities and without exception, they have expressed satisfaction with the contracts completed. We would be pleased to make the same presentation to any city willing to take the time," Lampe stated.

HE DENIED excessive earnings from revenues from residential and commercial customers. He noted that such revenues in the West Texas System were less for the first nine months of 1974 than for the previous year although admitting the cost of gas was considerably higher.

Lampe also noted that, while Pioneer buys 16 per cent of its gas from subsidiaries, it had paid no more to them than the "going field price" paid other sellers in the area at the time contracts were made.

He also defended curtailments to city-owned power plants saying they were exaggerated under existing conditions for 1974. He maintained curtailments have been exaggerated due to unprecedented demands for irrigation brought on by the drought. He felt that, in spite of this, curtailment could still be up to five per cent "of historic annual consumption."

PIONEER'S acquisitions of new gas during 1974 has progressed favorably. As K.B. "Tex" Watson, president, reported to a security analysts meeting in New York recently, "In the first six months of 1974, we acquired new gas supply equal to about 130 per cent of sales during the same period, and in the third quarter acquisitions of an estimated 70 billion cubic feet were considerably in excess of sales for the period."

keeps ticket records for only three months.

Of course, it is better not to get bumped at all. To avoid the problem, get to the airport early to have plenty of time for check-in and finding your gate. Be sure to determine the length of time it takes to get to the airport if you are in a strange city.

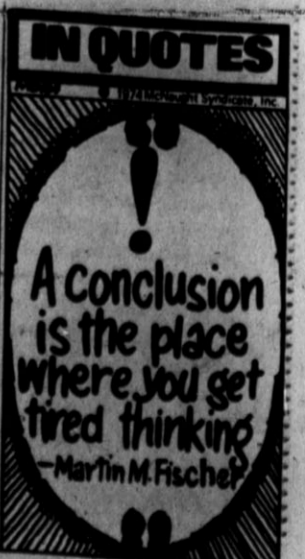
If you need help or information with a consumer problem involving air travel, consult the Texas Aeronautics Commission or the Attorney General's Consumer Protection Division. Future columns will explore other aspects of airline-consumer relationship.

China lifts secrecy on large projects.

Trudeau seeks special Canada-Europe ties.

Venezuelans view oil wealth as challenge.

Wallace efforts aimed at '76 Presidential race.



### Baptist Church Plans Revival

Members of Westway Baptist Church invite the public to hear the Rev. Robert Field of Wildorado Dec. 1-7 when he speaks during revival services there.

Local vocal groups will join worship services which are scheduled each weekday at 7:30 p.m. and Sunday at 6 and 7 p.m. Interim pastor Gene Suttle urges area residents to share fellowship during these special church services.

### The Hereford Brand

Entered as second class matter at the Post Office in Hereford, Texas under the act of March 3, 1879. Second class postage paid at Hereford, Deaf Smith County, Texas.

Published every Thursday at 130 W. 4th St., Hereford, Texas 79045, by The Hereford Brand, Inc. Subscription rates: Deaf Smith and adjoining counties, \$3 per year; other points \$4.20 per year. With The Sunday Brand—both papers \$5.95 per year locally and \$7.40 other points. Carrier delivery, both papers, \$1 per month. (All rates plus 5 per cent sales tax).

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

### Former County Resident Dies

Funeral services for Willis Hothouse, 83, of Stillwell, Okla., a resident of the Hereford area before he moved to Oklahoma last year, were conducted Monday and burial was at Stillwell.

Mr. Hothouse farmed 20 miles northwest of Hereford for about 10 years. He died Friday of an apparent heart attack.

A daughter, Mrs. Tommy Mason, lives on Rt. 5 Hereford. Five other children survive with the wife.

### Hereford Woman's Brother Is Dead

Funeral services were conducted Friday in Denver for C.E. Williams of that city, brother of Mrs. R.L. Cocanougher, 312 Sunset. His death occurred Nov. 20 at the age of 78. He was a retired employe of Union Pacific Railway, a member of Methodist Church

and of the Veterans of Foreign Wars.

Survivors include his wife; two sisters, Mrs. Cocanougher and Gladys Camron of Ballinger; a daughter, Anne Lyons and a son, Dr. C. Edward Williams, both of Denver; nine grandchildren and a great-grandchild.

### Shirley's Sister Buried Wednesday

Services were held yesterday for Mrs. Arthur Landers, sister of Jess Shirley of Hereford, in Hale Center First Baptist Church with the Rev. Carrol Green, pastor, officiating. Assisting was the Rev. Elton Wyatt, pastor of Olton First United Methodist Church.

Burial was in Parklawn Memorial Gardens near Plainview.

Mrs. Landers, 71, died at Methodist Hospital in Lubbock at 4 p.m. Monday.

The wife of Hale Center's city judge, Mrs. Landers had been a Hale Center resident since 1946 when she and her husband moved from Abernathy.

Born in Indian Territory, Okla., she moved to Hale County in 1918 from Collingsworth County. The former Clara Shirley, she married Arthur Landers Aug. 16, 1921 at Dimmitt.

Survivors include her husband; a son, Bob of Ridgeway, Colo.; a sister, Mrs. Ruth Blizzard of Sacramento, Calif.; two brothers, Roy Shirley of Lubbock and the local Shirley; and three grandchildren.

### Lubbock Funeral Held For Mother

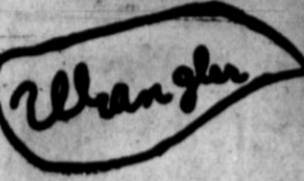
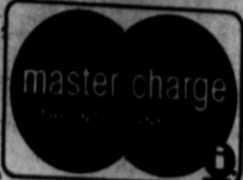
The funeral of Mrs. O.P. Blair of Lubbock, mother of Mrs. Coreen Odom of Hereford, were conducted Wednesday afternoon in Parkway Baptist Church at Lubbock by the Rev. Wayne Williams, and burial was in Resthaven Cemetery. Mrs. Blair, 71, had been a Lubbock resident 54 years.

She is survived by her husband, five daughters, a son, one sister, one brother, 19 grandchildren and 17 great-grandchildren.

## obituaries



# CHRISTMAS



Cowboy Cut \$9.11  
Flares \$9.11



## ON THE RANGE

**327 N. MAIN  
DOWNTOWN  
HEREFORD  
364-2801**

ONE OF THE LARGEST SELECTION OF HATS  
IN THE AREA

(SALE RUNS THROUGH CHRISTMAS)  
STARTS FRIDAY NOV. 29

OPEN DAILY 9 A.M. to 7 P.M.  
THROUGH CHRISTMAS



**ALL SHIRTS LONG SLEEVE by**  
B.R. Reg. to \$13.00  
D.J. **\$7.91**  
WRANGLER NOW EA.  
LEVI  
MESQUITE

**ONE GROUP MEN'S CHECKED JEANS**  
1st quality, perma press, famous brand  
Reg. \$13.00 **\$5.91** PAIR  
Sizes 28-42

**ALL OTHER MEN'S JEANS**  
by LEVI WRANGLER **20% OFF**

GENUINE INDIAN JEWELRY **1/3 OFF** LADIES PANTSUITS AND BLOUSES **1/2 PRICE**

WE EXPERTLY  
HAND SHAPE AND CREASE  
YOUR HAT TO YOUR LIKING

**FREE GIFT WRAPPING**

**ALL BOY'S LONG SLEEVE SHIRTS**  
Reg. to \$8.00 NOW **\$3.91** EA.  
**FUZZY CAPS**  
Reg. to \$6.00 NOW **\$3.91** EA.

### GIFTS

- ★ BILLFOLDS
- ★ HAND BAGS
- ★ BUCKLES
- ★ NAME BELTS
- ★ ASH TRAYS
- ★ LEATHER JACKETS
- ★ NECK TIES
- ★ INDIAN JEWELRY
- ★ MOCCASSINS
- ★ HAT PINS
- ★ GLOVES
- ★ SADDLES
- ★ BOOTS
- ★ WATCH BANDS

**FREE GIFT WRAPPING**  
with every purchase

by BAILEY  
**GOOSE DOWN JACKETS** Reg. \$89.00 SALE **\$59.91**  
**COAT AND FUR COLLAR JACKETS** 52.00 **38.91**  
**VESTS** 21.00 **15.91**  
15.00 **9.91**

FREE 1975 CALENDARS

### BOOTS

SANDERS

NOCONA

JUSTIN

TONY LAMA

	REG.	SALE
Water Buffalo Top Foot 12" Treeback Top	\$69.00	\$38.00
Calfskin Walnut 12" Top	71.00	47.00
Calf Skin Ivory Foot 14" Top Treeback Choc. Lizard Toe	85.00	47.00
Ladies Burgandy Foot Ivory Top 12"	69.00	38.00
Children's Size 1 1/2 - 6	38.00	26.00
Size 12	34.00	22.00

	REG.	SALE
Brown Roper 10" Top	\$48.00	\$34.00
Ladies Roper	44.00	32.00
Ostrich Print, Gray Buffalo	74.00	29.00
Benedictine Calf	69.00	39.00
Calfskin Bone Foot, Check Lizard Wing Top, Treeback/Top	69.00	42.00

	REG.	SALE
Soft Lizard	\$112.00	\$69.00
Iguna Lizards	114.00	82.00
Elephant	109.00	74.00
Shark	92.00	62.00
Kangaroo Black	77.00	47.00
Benedictine	64.00	42.00
Water Buffalo Choc. Lizard Print	72.00	49.00
Ladies Styles	61.00	37.00

	REG.	SALE
Ostrich P.B. Lizard Choc. P.B.	\$245.00	\$185.00
Elephant Bone Choc.	124.00	89.00
Shark, P.B. Choc. Sand	115.00	82.00
Camel	99.00	64.00
Classo Calf	89.00	52.00
Caribou	78.00	52.00
All Wellingtons	72.00	48.00
LADIES & CHILDREN'S STYLES DRASTICALLY REDUCED	42.00	28.00

**OVER 2000 BOOTS TO CHOOSE FROM**

**FREE DRAWING**  
Register for \$200.00 Prize  
to be given away  
DURING DECEMBER

**MEN'S DRESS SLACKS**  
NOW BUY ONE AT REG PRICE  
GET ONE FREE OF SAME VALUE

**NAME BELTS DONE FREE**  
**ALL BELTS 20% OFF**  
MEN'S, LADIES, CHILDREN'S  
**MOCCASSINS 20% OFF**

**COMPLETE TACK SHOP!**  
SADDLES 20% OFF  
HOOF PICKS  
SPURS  
ANIMAL HEALTH PRODUCTS  
BITS  
BLANKETS  
SADDLE SOAP  
CURRY COMBS  
BELLY STRAPS  
HALTERS  
LEATHER BUNDLES  
PADS  
STIRRUPS



# Demons Outshoot Herd 63-60 on Free Throws

Hereford's Whitefaces couldn't overcome the home court advantage at Dumas Tuesday night, losing a 63-60 basketball contest as the Demons connected on long shots and free throws to post the triumph.

The defeat left Hereford at 0-2 and the team travels to Midland over the weekend for some tough tourney action. The Whitefaces open against Midland Lee at 9 p.m. Friday.

Dumas won the Tuesday game at the free-throw line where the home team converted 19 of 26 charity tosses, and Hereford had only 8 points from 11 shots. Hereford had four more field goals than Dumas.

Guard James Arney sparked Hereford in the losing cause with 21 points, while Lynn Tarr and Craig Nieman were also in double figures with 16 and 11 points, respectively. Dumas had four players in double figures as Rick Page led the winners with 17 points.

Hereford captured the junior varsity game easily, posting a 64-38 decision. The Longhorns

led by only 28-17 at half but kept stretching the lead in the second half. Paul Trollinger led Hereford with 18 points, followed by Roy Martinez with 11 and James Mays with 10.

Hereford led through much of the first half in the varsity game, but Dumas started

hitting free shots in the second period and took a one-point lead at halftime, 27-26. Hereford was whistled for five team fouls early in the first period.

Dumas pulled five points ahead again before Arney hit with 1:15 left to cut the Demon lead to 59-56. Nieman hit from

the corner, but officials ruled he was fouled before the shot and Hereford only got the ball out of bounds. Dumas led by 61-58 with 12 seconds left, when Hereford finally got the 1-and-1 and Tarr sank two free shots.

Coach Barry Arwine said after the game his team would "have to play better defense. . . we play pretty good under the basket but commit too many unnecessary fouls." He thought the Whitefaces "took care of the ball" better than in the first outing.

H—12 14 16 18—60  
D—11 16 15 18—63  
HERD—Arney 8-5-21, Tarr 7-2-16, Nieman 5-1-11, Morales 2-0-4, Hull 2-0-4, Loerwald 2-0-4. Totals 26-8-60.  
DUMAS—Page 5-7-17, Rice 7-1-15, Russell 6-0-12, Hulsey 3-4-10, Stagle 3-0-6, George 1-0-2, McDade 0-1-1. Totals 22-19-63.

## Stanton Freshmen Win Season Opener

The Stanton freshman basketball team began the season on a winning note Monday as the Dogies hosted Morton and downed them 68-57.

Randy Marrs led the Dogies with 18 points, but four other team members were in double figures. James McDowell had 16, Kelly Kitchens had 14, Greg Hennington and Albert Del Toro had 10 each. Stanton led 16-12 at the first quarter, 36-29 at the half, 51-41 at the third quarter and won 68-57.

The Stanton ninth grade B

team lost to Morton's B team 61-40. The La Plata freshmen were idle this week and do not see action until Dec. 2 when they meet Canyon.

In the intramural program four games were played Tuesday. Eighth-grade games found the Stanton Blues downing the La Plata Reds 37-23 and the La Plata Whites beating the Stanton Whites 21-16. Seventh grade action: the La Plata Reds beat the Stanton Blues 23-18 while the Stanton Whites edged the La Plata Whites 22-21.

# Martinez Named Soph of Year

Roy Martinez, running back for the Hereford Whitefaces, was picked Saturday by news media representatives as Sophomore-of-the-Year in District 4-AAAA.

Other honors voted on by sportswriters and broadcasters gave George Kirk of Plainview Coach-of-the-Year and Monterey's Brad Harrelson Player-of-the-Year in the district.

Martinez, who Hereford coaches feel has potential at the tailback spot, performed well enough in spring training to make the varsity squad as a sophomore. Injuries to other players during the season provided Martinez with a

chance to perform in the running-back position.

The final season statistics show that Martinez was fifth in the district in total yardage with 378 yards on 102 carries. In addition to the 3.7 yard per carry average, Martinez scored three touchdowns for the Herd. Martinez also caught eight passes for 79 yards during the season, an average of 9.9 yards per catch.

George Kirk, who came to Plainview after a two-year stint with the Baylor Bears, took a team that went 1-9 a year ago and turned them into a 6-3-1 team. Plainview tied Monterey for the district title, but

Monterey represented the district in the playoffs. The Plainsmen forced more penetrations than Plainview in the time game between the two.

Harrelson received Player-of-the-Year honors for his defensive talents at the safety position. His defensive play affected the outcome of more than one or two ball games. Harrelson led the district in pass interceptions with six. He was fifth leading tackler in the district with 103 from the safety position.

Hereford players honored recently on the All-District roster were Terry Bell, John Paetzold and Dave Charest.



ROY MARTINEZ



From the Corner

Craig Nieman, (23) puts up a jump shot from the corner as Dumas players move in and fellow team mates Lynn Tarr (25) and Mike Hull (33) look on. Nieman scored 11 points as the Herd fell to the Demons 63-60. The Herd is readying for the Tall City Tournament in Midland this weekend.

## Simons Grabs Lead

Tom Simons, who has trailed along at the end of our forecasters averages all season, zoomed to the front of those averages by missing only one game in an all-college slate this week.

Speedy Nieman, Brand publisher, missed five games and upped his average to .703, while Herd coach Larry Dippel and Dan Welty each missed six, staying in their tie and averaging .706 correctness.

A scheduling error on the part of the Brand provided the forecasters with two free games, and two free games to our football contest entrants as well. Penn State and Pitt do not meet until next week and the Army-Navy clash is also a week away.

Simons chose incorrectly in the Kansas State upset of Colorado, but other than that game, his choices were all correct.

Nieman missed the Tech-Arkansas clas, Idaho and Boise State, Washington-Washington State, Colorado-Kansas State and Purdue-Indiana.

## Fearless Forecasters This Week's Picks

Larry Dippel 212-88 .706	Tom Simons 214-86 .713	Speedy Nieman 211-89 .703	Dan Welty 212-88 .706
Alabama at Auburn Arizona St. at Arizona Army at Navy Rice at Baylor Georgia at Georgia Tech Texas at Texas A&M West Texas at Louisville Notre Dame at USC Oklahoma St. at Oklahoma Tennessee at Vanderbilt Houston at Tulsa LSU at Utah Denver at Detroit Washington at Dallas Baltimore at Buffalo Green Bay at Philadelphia Houston at Pittsburgh Kansas City at St. Louis Los Angeles at Atlanta New England at Oakland New Orleans at Minnesota NY Giants at Chicago San Diego at NY Jets San Francisco at Cleveland Americans at Hawaii	Alabama Arizona Navy Baylor Georgia Tech Texas A&M West Texas Notre Dame Oklahoma Tennessee Houston LSU Detroit Dallas Buffalo Green Bay Pittsburgh St. Louis Los Angeles Oakland Minnesota NY Giants NY Jets San Francisco Birmingham	Alabama Arizona Navy Baylor Georgia Tech Texas West Texas USC Oklahoma Vanderbilt Houston LSU Denver Dallas Buffalo Green Bay Pittsburgh St. Louis Los Angeles Oakland Minnesota NY Giants NY Jets San Francisco Birmingham	Alabama Arizona Army Baylor Georgia Tech Texas West Texas USC Oklahoma Tennessee Houston LSU Detroit Dallas Buffalo Green Bay Houston St. Louis Los Angeles Oakland Minnesota NY Giants NY Jets San Francisco Birmingham

## Jean Beene Takes Contest

Jean Beene of Box 606 in Hereford is this week's winner of the Brand football contest and the recipient of \$15 as the contest enters its final week.

Jean missed only two games in the contest and had a tiebreaker score of 40, six points off but closer than any others.

Two free games were given to all contestants because of a scheduling error on the part of the Brand. The Army-Navy game and the Pittsburgh-Penn State game were listed on the contest, but won't be played until this weekend. Each game was counted correct on all

entries regardless of their pick. Jean missed the Wichita State loss to Memphis State and Boise State win over Idaho. Second place winner in the contest was Dempsey Alexander who also missed only two games, but whose tiebreaker score was 36, 10 points off the correct total. Alexander is the sophomore basketball coach.

Third place went to David Coakley of 324 Avenue D. Coakley missed three games and missed the tiebreaker by 4 points. Other contestants who missed three games but finished out of the money were Theresa Albracht, Mike O'Rand, Joyce Lomas, Joyce Wartes, Dorothy Mercer, Cawthon Bryant, Gene Batterman, J.D. Bryant, Neal W. Lueb, Mrs. Melvin Kalka, Larry Walterscheid, Santry Rush, Lowell Rusher, Roy Shipp, June M. Owens, and Lynn Lauderback.

Contestants who missed four games were Kent Herring, Duane Albracht, Beverly Beene, Christie Beene, Alan Wartes, B.F. Cain, Max Reed, Jim Clark, Joyce Shipp, Clifford Johnson, James Mercer, Sherry Hoover, Bob Baker, Beverly Bryant, Juana Valdez, Becky Owen, Saleh Igal, Jimmy R. Walker, Melvin Kalka, Terri Beth Rush, Joe L. Hamilton, Marie Loerwald, Joe Rusher, Pat Goforth, Joy Stagner, David Smalts, and M.L. Shipp.

Due to the Thanksgiving holiday and games that will be played that day, a special deadline of Thursday noon will be enforced. Contest entries may be placed in a box to be displayed on the front of the Brand office Thanksgiving day, but no other entries will be accepted.

## PD Favored Against EP

As the schoolboy playoffs moved into regional play for most of the teams competing, the number of schools in competition steadily declines, and Amarillo Palo Duro hopes to remain one of those few that still appear in the Harris Rating System.

The Dons will meet El Paso Coronado this week in Amarillo. Coronado will have virtually the same team that traveled to Hereford to beat the Herd on penetrations in the regional playoff last season. Coronado has lost only one game, and they're a three-point underdog against Palo Duro.

### HARRIS RATING SYSTEM

AAAAA PLAYOFFS			
A.P. Duro (10-0-1)	142	vs. EP Coronado (10-1)	139 (3)
W.F. Rider (11-0)	161	vs. Mesquite (9-0-2)	147 (14)
Ds. Carter (9-1-1)	153	vs. FW A. Hts. (11-0)	152 (1)
Bryan (9-1-1)	151	vs. Plano (11-0)	150 (1)
Bav. S'ling (10-1)	149	vs. Ho. Madison (9-3)	142 (7)
PN-Groves (9-2)	154	vs. Texas City (7-2-2)	141 (13)
Brazoswood (10-1)	153	vs. McAllen (8-3)	141 (12)
SA Churchill (11-0)	151	vs. SA H'lands (10-0-1)	150 (1)
AAA PLAYOFFS			
Brownwood (10-1)	151	vs. Monahans (8-3)	136 (15)
Gainesville (8-2-1)	134	vs. De Soto (9-1-1)	125 (9)
Jacksonville (11-0)	144	vs. Belton (10-0-2)	137 (7)
Greg-P'land (10-1)	145	vs. Cuero (12-0)	144 (1)
AA PLAYOFFS			
Spearman (10-1)	131	vs. Olton (10-1)	124 (7)
Alpine (9-2)	130	vs. Denver City	124 (6)
Bowie (8-3)	123	vs. Alvarado (9-2)	121 (2)
Hooks (9-2)	135	vs. Willis Point (9-2)	116 (19)
Newton (10-1)	136	vs. Columbus (9-1-1)	128 (8)
Cameron Yoe (9-0-2)	136	vs. West (11-0)	129 (7)
LaGrange (8-2-1)	122	vs. Pearsall (6-4-1)	113 (9)
Freer (11-0)	129	vs. Kennedy (11-0)	129 (0)
A PLAYOFFS			
Memphis (11-0)	124	vs. Petersburg (10-1)	112 (12)
Seagraves (10-1)	127	vs. Jim Ned (11-0)	118 (9)
Aledo (11-0)	130	vs. De Leon (10-1)	116 (14)
Archer City (8-3)	101	vs. Princeton (10-1)	100 (1)
Grapeland (10-0-1)	126	vs. New Diana (10-1)	106 (20)
Groveton (9-2)	105	vs. Timpson (9-2)	103 (2)
Royal (11-0)	138	vs. Schulenburg (10-1)	126 (12)
Falls City (10-1)	121	vs. Dilley (9-2)	108 (13)
B PLAYOFFS			
Bronte (11-0)	113	vs. Lefors (7-4)	105 (8)
Celina (11-1)	113	vs. Valley Mills (9-2-1)	100 (9)
Big Sandy (11-0)	120	vs. Axtell (10-1)	99 (21)
Ben Bolt (8-2)	114	vs. Moody (11-0)	107 (7)

**CORRECTIONAL OFFICER POSITIONS**  
The Texas Department of Corrections has Correctional Officer positions open. Basic requirements, high school diploma or GED. Duties include supervising inmates in: Recreation and education departments, laundry and drycleaning plants, food service, medical, mechanical shops, security, and numerous other functions. Salary \$571.00 per month. All meals, uniforms, laundry and dry cleaning, and Bachelor Quarters are furnished at no cost to employee. Applications are available at your Texas Employment Commission Office and must be completed before interviews which will be conducted from 8:00 A.M. to 5:00 P.M. at the Texas Employment Commission Office located at: 700 - 25 Miles Ave., Hereford, Texas, on December 10, 1974. Applicants must bring proof of high school diploma or GED for interview.

**EQUAL OPPORTUNITY EMPLOYER M.F.**

**Values**  
Life is really more what you make it than what you make.

-Courier, Waterloo, Ia.

**Comparison**  
Some statesmen are like buttons, popping off at the wrong time.

-Telegram, Worcester, Mass.

**Snob Rule**  
A democracy is a country in which everyone has an equal right to feel superior to the other fellow.

**Comment On Sports**  
By Pete Fritchie

WASHINGTON, D. C. -- Florida's football fortunes, with Doug Dickey, have risen as Tennessee's, without Dickey, have fallen. The University of Florida is headed for the lucrative Sugar Bowl this season while the Volunteers are having a dismal-for-them season.

It has been years since Florida was ranked in the top ten collegiate teams—where Tennessee often was ranked under Dickey. But for the past two years some wondered whether Dickey's magic as a coach had deserted him. Florida wasn't winning.

Dickey, in fact, had inherited a team raked with dissent, prima dona stars trying to second-guess the coach, etc.

It took years to unravel the mess but using the best players available, black and white, Dickey has now moved Florida into the national power class, a considerable feat.

**Festive Footwear For Christmas Giving**

Nifty, new fashion footwear, comfort cushioned and styled to please. A fun-and-fancy-free gift for the lady in your life!

**Daniel Green LEISURE FOOTWEAR**

"SPUNKY"  
Leather with Fleece Lining  
In Black or Bone Smooth  
or Gold Suede Leather

**GATTIS SHOE STORE**  
OPEN THIS FRIDAY & SATURDAY UNTIL 8:00 P.M.  
SANTA'S SHOE HEADQUARTERS  
IN BEAUTIFUL SUGARLAND MALL

**FOR SALE**  
**WALL SHELVING**  
and  
**GONDOLA SHELVING**  
CALL 364-4484  
or come by  
**SHERWIN WILLIAMS CO.**  
1003 West Park Avenue

**TRADE-IN-WATCH SALE**  
**COWAN JEWELERS**  
Downtown



The Hereford Brand, Hereford, Texas, Thursday November 28, 1974



**Undefeated Boxers**

These three boxers have gone undefeated during the early weeks of the boxing season for the Hereford Boxing Club. Each will be matched with an opponent from another city during the next two weekends as Hereford hosts two bouts. From left to right are Vincent Guerrero, 105-pound boxer, Eddie De Leon, 147-pound fighter, and Hector Guerrero, 100-pound division fighter.

**Boxing Club To Host Two Fights**

The Hereford Boxing Club will be the host club the next two Friday nights as boxing clubs from other cities travel to the Bull Barn for bouts.

Harold Wheeler, sponsor for the Hereford group, says several quality athletes will be on hand for the matches. Wheeler hopes to match all the Hereford boys with out-of-town competition during the two Friday night meets. Although many Hereford boys have been involved in the program, they have missed matches due to illness from the flu.

Friday, Nov. 29, Altus, Vernon, Amarillo, and Muleshoe boxing clubs will travel to Hereford. Wheeler hopes to provide 20 matches in the Bull Barn that evening, with the first bouts to begin at 8 p.m. The Altus and Vernon clubs have never boxed in Hereford and Wheeler is delighted his boys will be facing different competition.

The following Friday night, Dec. 6, Lubbock, Amarillo, Levelland, and Hereford will match against each other in the Bull Barn. About 50 boxers are expected for that evening's bouts. "When these four clubs get together there's usually

some good fights," said Wheeler. Matches that evening are set for 8 p.m.

The Hereford Boxing Club boasts three members who have yet to be defeated this season: Hector Guerrero, Vincent Guerrero, and Eddie DeLeon. All three boxed in the AAU Junior Olympic Regional tourney held in Hereford last May, and Wheeler expects, each to advance far in the Junior Olympics program.

Saturday night in Lubbock, the Hereford Boxing Club competed in six matches, winning four and losing two. Abelardo Tijerina lost to Israel Rena of Muleshoe in a 65-pound match, while Joe Tijerina lost a decision to Jackie Williams of Levelland in a 112-pound bout.

Robert Martinez won a decision over Ronnie Ybarra of Levelland in the 60-pound division. David Tijerina won a decision over Albert Ontiverrez of Muleshoe in the 65-pound division.

Hector Guerrero decided Allen Harp of Lubbock in the 100-pound class, and Vincent Guerrero won a decision over Roddy Blake of Levelland in the 105-pound division.

**SPORTS TALK**  
Chuck Hardy

IT'S THAT TIME of the year again - the approaching yuletide season... with chestnuts roasting on an open fire (preferably to the accompaniment of Nat King Cole)... If overjoyed with the Christmas spirit, you might want to cull the best of gift offerings - perhaps a sports book - to give a loved one, particularly the young adult, with special emphasis on the inspirational kind. And now there are many - more than ever - good sports books available, and you don't have to go to any great lengths to get them.

BEFORE RUSHING to the nearest book store be prepared that you won't find "Frank Merriwell at Yale," or "Tom Swift and His Electric Runabout" staring you in the face. Not on the bookshelves. But anyone who grew up during the 1920s or 30s will remember them well, particularly Tom Swift. He was the clean-cut, young-adult inventor, with outthrust jaw, collar-ad profile and a steely glint to his bright blue eyes, ready to give a thrashing to any bully speaking ill of his mother, his flag, his old school ties, or using foul language in front of ladies.

TOM SWIFT, circa 1930, was a walking warehouse of adverbs. He was always saying things "dynamically," or "truculently," or "somerly" (never "soberly" because with Tom that went without saying). He could never say simply, "Pass the sugar." It would be, "Pass the sugar," Tom said sweetly. Or, "Pass the salt," he said bitterly. Or, "Pass the collection plate," Tom said softly. How would it sound if young Tom were resurrected and applied his picturesque speech to the world of sports (ahem) presently?

YOUNG TOM, defender of the righteous and idol of every right-thinking schoolboy, might buzz up and say dynamically: "I never had a faked fight," said George Foreman fixedly. Or, "I never bet on a football game," said Joe Nameth oddly. Or, "Aaron has to hit 61 homers in 154 games for it to count on Babe's record," said Bowie Kuhn ruthlessly. Or, "My car did not leak oil," said race driver Tim McAdam slickly. Or, "I will turn Clay to ashes," said Joe Frazier smokingly.

It's So Inflation blows up everything a white collar worker has to buy, but leaves his pay envelope as flat as ever.  
-Times, St. Louis.

Over 500 Watches to select from  
COWAN JEWELERS  
Downtown

**Biologists Eye Mourning Dove**

As the most important game bird in the U.S., the mourning dove has received considerable attention from both hunters and biologists.

Biologists of the Texas Parks and Wildlife Department's Statewide Mourning Dove Project recently have completed a study to update information on the density, distribution and movement of mourning doves in the state.

After running survey routes over all of Texas, project leader Fielding Harwell and his staff have found that the wintering dove population in Texas has increased by 46 per cent from 1969 to 1974.

But in a shorter period of time - 1973 to 1974 - the spring breeding population of doves statewide has declined by 11 per cent.

This last figure is significant since Texas hunters are dependent on local nesting doves for a large portion of the annual harvest. Harwell arrived at the 11 per cent figure by conducting spring call-counts in May and June just before sunrise in all of the 10 major ecological regions of Texas.

According to Harwell's report, the 11 per cent decline is only a statewide average. Some areas like the Blackland Prairies of Central Texas actually increased spring production by 17 per cent but the High Plains decreased by 61 per cent and the Post Oak Savannah dropped 22 per cent.

Texas also is the wintering ground for a substantial portion of the Central U.S.'s mourning dove population. And for this reason, TP&WD biologists monitor the population during the winter months at five-year intervals to obtain long-term information.

Winter surveys were conducted in January and February one hour before sunset.

Harwell's information shows the most of the doves which spend the winter in Texas do so in the South Plains. Here, wintering doves increased a whopping 163 per cent from 1966 and accounted for 40 per cent of all the birds in the state.

As would be expected, some 98 per cent of all doves which winter in Texas are in the South



**Finishing Cross Country**

Girl tracksters come to the end of a grueling one and one-half mile cross country run late Monday afternoon as high school girl's track coach Roy Shipp times the event at the far right. Although the girls will not compete until March, girls from Stanton and La Plata Junior Highs as well as the high school team workout each day.

South Zone hunting is scheduled to reopen for a brief season Jan. 4-19, 1975. Based on a long-term decline of 11 per cent in the

number of breeding birds in Texas, project biologists recommended a conservative 60-day season this year with a bag of 10 birds and possession limit of 20.

TRADE-IN-WATCH SALE  
COWAN JEWELERS  
Downtown

**FINAL 2 DAYS**  
Friday & Saturday November 29th & 30th 9:30-9:00

**Christmas Begins in November**

Every year, about this time we at Gaston's, Sugarland celebrate Christmas in November. Our Holiday stock is complete, our personnel is ready and eager to serve you. Our gift wrappers are standing by with our beautiful, free, fast gift wrapping, and the prices this low will not be seen for months. So come in and join the celebration at Gaston's Sugarland.

Come see Santa 4:00 - 7:00 Friday and Saturday

**Gaston's SUGARLAND MALL**

**MEN'S DEPT.**

**SPECIAL GROUP MEN'S SUITS \$59.00 TO \$98.00**  
•Double Knits  
•Polyester & Wools  
•All Wool's

**SPECIAL GROUP SPORT COATS \$39.00 TO \$68.00**  
•Polyester Knits  
•Corduroy  
•Leathers  
•Poly & Wool Wovens

**SPECIAL GROUP CASUAL JACKETS \$12.90 TO \$58.00**  
•Corduroy  
•Double Knit  
•Leathers  
•Denim

**SPECIAL GROUP DRESS & SPORT SHIRTS \$9.90**  
•Solids  
•Patterns  
•Knits & Wovens

**SPECIAL GROUP DRESS & CASUAL PANTS \$12.90**  
•Double Knit  
•Solids & Patterns

**ENTIRE STOCK SWEATERS & VESTS \$8.99**  
Sleeveless  
VALUES TO \$15.00

**BOY'S DEPT.**

**BOY'S SPORT COATS \$22.90**  
WINTER COATS  
VALUES TO \$34.95

**BOY'S SPORT & DRESS SHIRTS \$5.99**  
VALUES TO \$10.00

**BOY'S SPORT & CASUAL PANTS \$6.99**  
VALUES TO \$12.00

**BOY'S CASUAL JACKETS \$6.99**  
For Dress or Sport

**LADIES READY TO WEAR DEPT.**

**POLYESTER SEPARATES 1/3 OFF**  
By: Act 111  
Jantzen  
Jack Winter & Many  
Many more  
•Shirt Jacks  
•Shirts  
•Blazers  
•Blouses  
•Vests  
•Pants  
•Skirts  
•Sweaters  
•Long Skirts

**POLYESTER PANT SUITS \$19.90**  
From our famous California suppliers.  
All new collection of fall & holiday patterns & Colors

**FALL PANT COATS \$48.00**  
•Corduroy  
•Fake Leather  
•Fake Fur  
•Velveteen  
SIZES 6-18  
5-15

**POLYESTER CO-ORDINATES 1/2 PRICE**  
All our famous brands on one rack

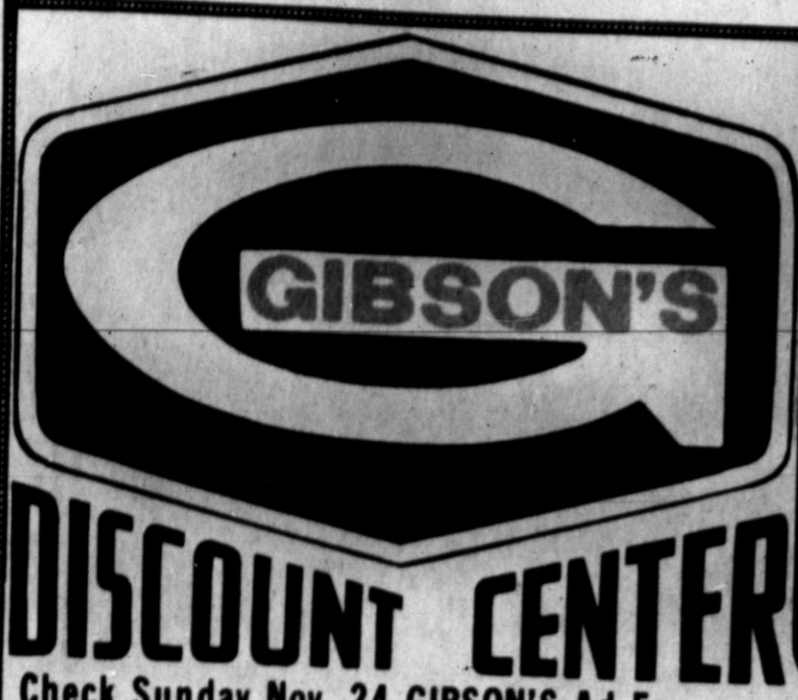
**JUNIOR DEPT. 1/3 OFF**  
NEW FALL CO-ORDINATES  
•Garland  
•Label 4  
•& Other Brands  
•Blazers  
•Shirts  
•Shirt Jacks  
•Sweaters  
•Skirts  
•Pants  
•Sleeveless Vests

**CHILDREN'S DEPT. 1/3 OFF**  
ENTIRE FALL CO-ORDINATES  
•Sweaters  
•Shirts  
•Vests  
•Jackets  
•Pants  
•Skirts

**SHOE DEPT.**

Amalfi Thos. Cort Barefoot Originals  
Naturalizer Nina  
Miss America Buskens  
VALUES TO \$24.90  
\$36.00  
VALUES TO \$19.90  
\$27.00  
VALUES TO \$12.90  
\$20.00





**DISCOUNT CENTER**

Check Sunday Nov. 24 GIBSON'S Ad For  
Additional Money Saving Specials  
Good Through Saturday Nov. 30th

Holly  
**SUGAR**  
5-Lb.  
**279**  
G.D.P.



These Prices  
Good  
**THURSDAY**  
**ONLY**  
OPEN 9-6



Colgate  
**INSTANT SHAVE**  
11-Oz.  
Regular,  
Menthol or  
Lime  
Reg. 49¢  
**29¢**  
G.D.P.




**TODAY ONLY!**  
There Will Be Items  
In Every Department  
With Special Red Tags  
At Ridiculously Low  
Prices  
**SHOP ALL DEPARTMENTS  
FOR THESE NEVER  
AGAIN PRICES**

your  
**BANKAMERICARD**  
welcome

master charge



Vaseline  
**PETROLEUM JELLY**  
7 1/2-Oz.  
Reg. 73¢  
**47¢**  
G.D.P.



Aqua Velva  
Ice Blue  
**AFTER SHAVE TOBACCO HUMIDOR**  
Reg. \$5.57  
**\$2.99**  
G.D.P.




**EIGHT TRACK STEREO TAPE RIOT**  
One Group Large Selection  
Of Christmas Music  
Reg. \$12.57  
**\$1.25**  
G.D.P.



**SHOES**  
All Mens  
**25¢**  
OFF



All Mens & Boys  
**RUBBER FOOTWEAR**  
**1/2**  
PRICE  
G.D.P.



Breck  
**HAIR SPRAY**  
Reg. 67¢ 13-Oz.  
**44¢**  
G.D.P.



Clairol No. AB-3  
**STYLER DRYER**  
4-Styling & Drying  
Attachments  
Reg. \$26.97  
**\$18.88**  
G.D.P.



Daffodils-Hyacinths-Tulip  
**FLOWER BULBS**  
All  
**1/2** PRICE  
G.D.P.

Super Hard Teflon II Actually Fused To A  
Special Super Hard Ceramic  
REGAL OPEN  
**FRY PAN**  
Reg. \$3.97  
**\$2.10**  
G.D.P.



9 Cup Non-Electric  
Enterprise Aluminum  
**PERCOLATOR**  
Reg. \$2.47  
**\$1.75**  
G.D.P.  
Parrot Green  
Or Tangerine



Frito Lay  
**PRETZEL STICKS-RODS or TWISTS**  
Reg. 53¢  
**39¢**  
G.D.P.



Folgers Instant  
**COFFEE**  
10-Oz.  
Reg. \$1.89  
**\$1.19**  
G.D.P.



Thursday Only  
All  
**B&B LURES**  
**1/2** PRICE  
G.D.P.



Unpainted Ladder Back  
**CHAIRS**  
by Donie Chair Co.  
Reg. \$11.97  
**\$7.50**  
G.D.P.



Huffman 2 Gal.  
**GAS CANS**  
Metal Cans Reg. \$1.99  
**\$1**  
G.D.P.



Gibson's  
**MILK**  
1-Gallon  
Reg. \$1.39  
**\$1.19**  
G.D.P.



Gotham Styrofoam  
**ICE CHESTS**  
Reg. \$1.47  
**75¢**  
G.D.P.



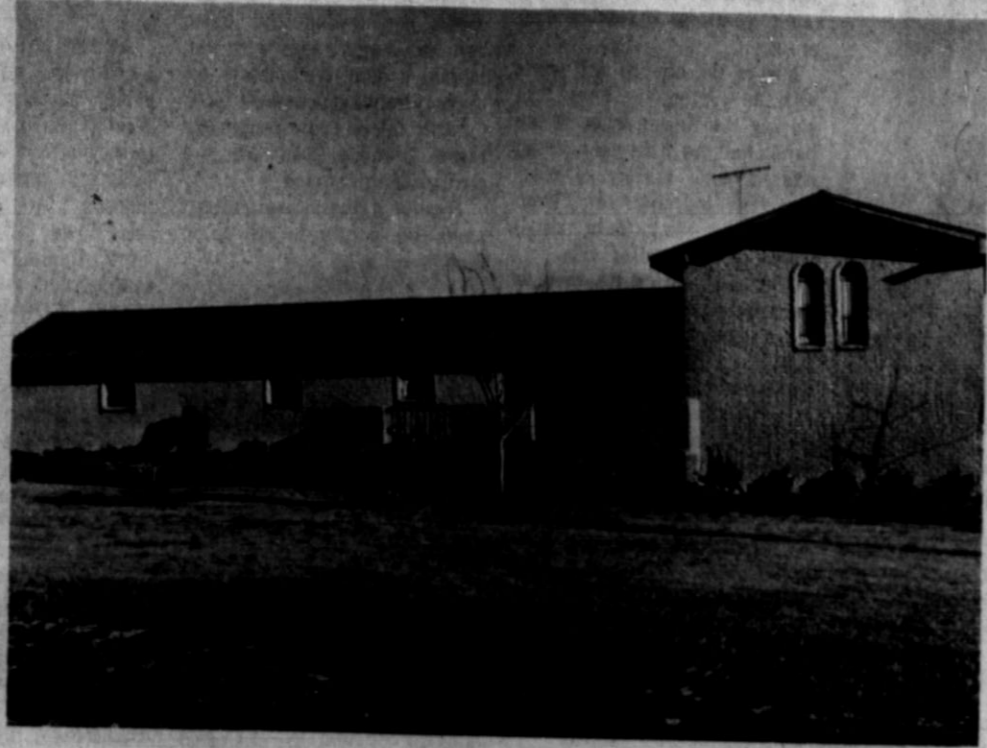
WE REDEEM  
U.S. GOVERNMENT  
**FOOD STAMPS**



ADVERTISED SPECIALS ON THIS AD GOOD THURSDAY ONLY



# BE IN YOUR HOME FOR CHRISTMAS



Call **LONE STAR**  
for an appointment  
to see one of these lovely homes

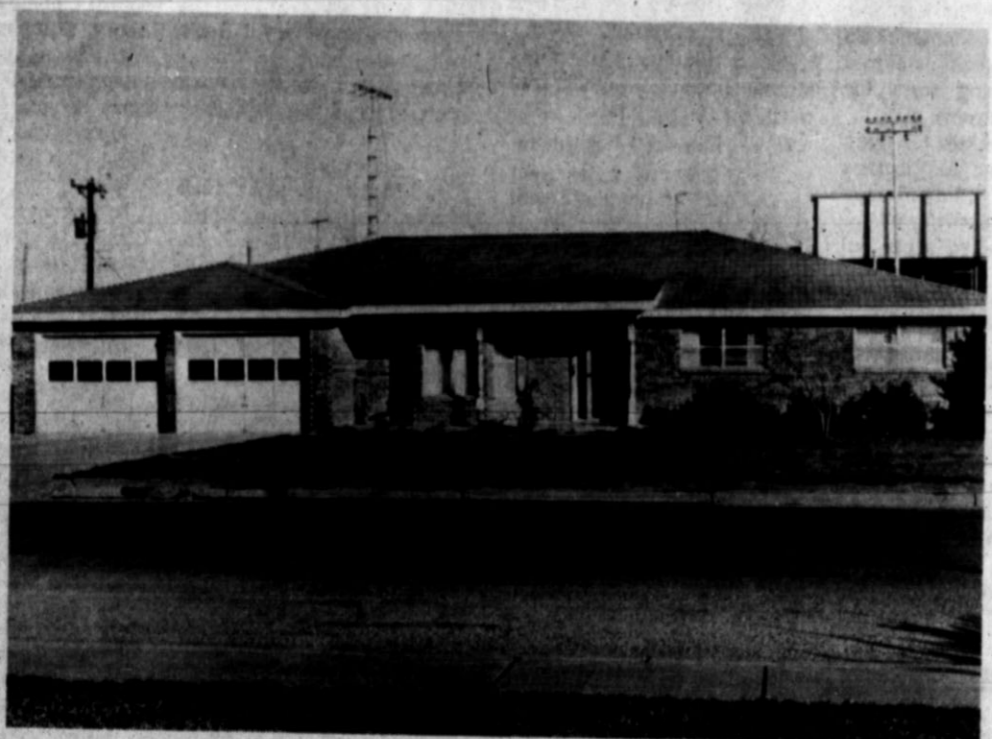
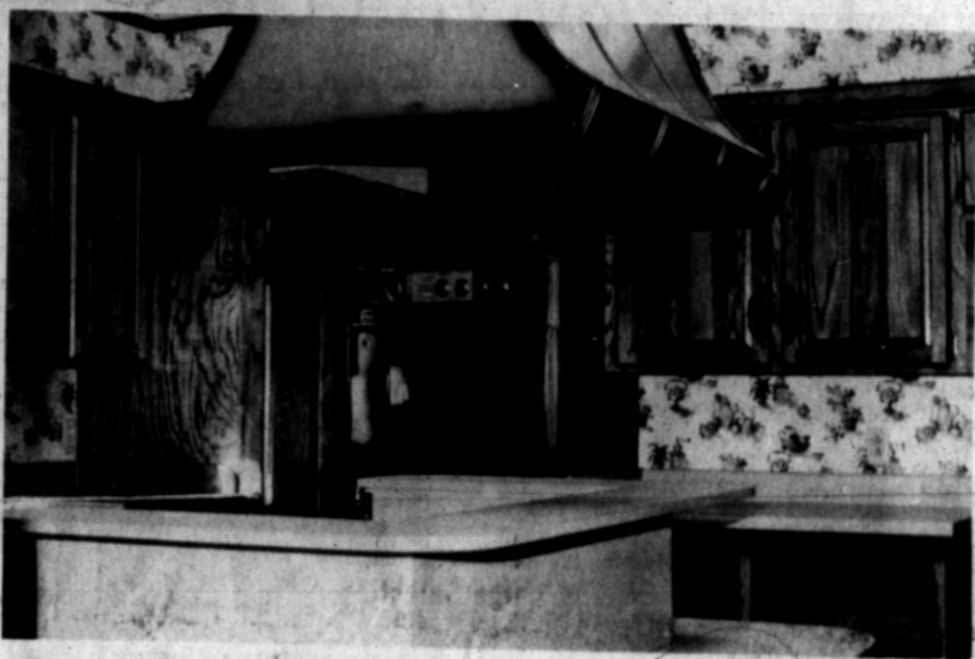
Enjoy Country Living  
in this Yucca Hill's Beauty

Featuring a unique tri-level  
design.....

- 2789 Sq. Ft.
- 4 bedroom
- 4 bath

This home sits on a 4.6 acre site with sprinkler system. An eating Bar surrounds the island cook top in the kitchen. The master Bedroom has a large 12'x17' dressing and bathing area. Extra's include: Brick planters-double fireplace-builtin hutch & desks and Tennis Courts -

See it now...



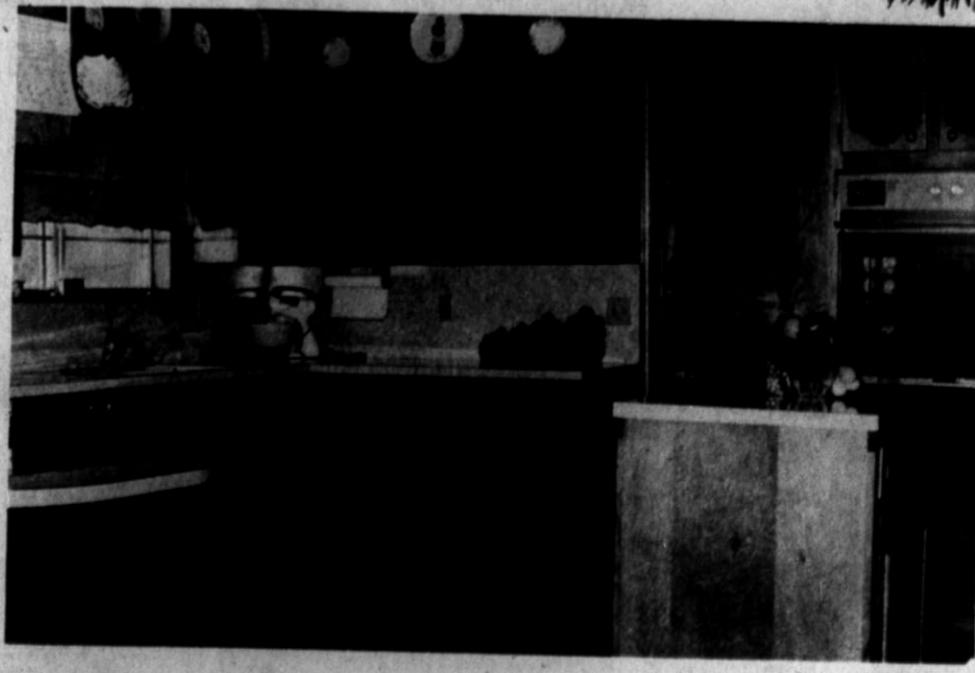
Call for an appointment  
to see this....

**STYLISH HOME**  
in **NORTHWEST**  
**HEREFORD**

Large-comfortable-  
completely decorated!

- 2600 Sq. Ft.
- 4 bedroom
- 2½ baths

Quality carpet throughout and beautiful drapes give this home a rich decor. Flocked wall paper and a sunken living room are other features of this home. Also included are storm windows and doors, front and back sprinkler system, and a 10'x16' storage building



364-0555  
601 N.  
Main

# LONE STAR

Don Tardy  
Don Zimmerman  
Melvin Jayroe  
Lloyd Sharp  
Ken Rogers



# Pioneer Woman Recalls Thanksgiving Holiday

BY SANDY PANKEY  
Brand Staff Writer

"THANKSGIVING holidays are basically the same," says Mrs. Kate Dixon of 807 Knight. The 82 year-old homemaker explains the major difference in the national celebration of years ago and today is in the preparation of the meal itself. "When I was raising my three children, we all helped to prepare the annual feast. We didn't go to the grocery store and buy turkeys already prepared but raised and killed the fowls ourselves," recalls Mrs. Dixon.

The one thing that hasn't changed, explains the vivacious woman, are the dishes. "We had the traditional Thanksgiving turkey and dressing and naturally pumpkin pie and whipped cream," smiles Mrs. Dixon.

THE CHARMING woman came to the Hereford area over 32 years ago with her husband

and six-week-old son James. "We lived in the Summerfield, Jumbo and Frio communities several years before moving to Hereford."

Mrs. Dixon has three children. Her son James is stationed in Germany at present where he is employed with the Civil Service. Her oldest daughter, Mrs. Bud Cawthon, resides with her family in Hereford and her youngest daughter, Mrs. Marshall Ebling, owns and operates a shop in Tulsa.

She has 10 grandchildren and 1 great-grandchild. "I suppose it's unusual that I had such a small family considering I came from a family of 10," states Mrs. Dixon.

"WHEN I was still very young, I came to the high plains in 1900 with my family from Sweetwater in a covered wagon. My parents slept in an over-jet (a small bed inside the wagon) and the girls had pallets on the floor of the wagon,"

continued Mrs. Dixon.

"The boys slept on the ground but really thought that was quite an adventure."

Mrs. Dixon completed high school and entered Lockney Christian College at the age of 14. "I studied at the school for two years. That's another thing that has changed a great deal, the colleges and universities."

"I TOOK WHATEVER courses I wanted. Nothing was mandatory in those days. There wasn't a variety of courses offered, so a person usually took whatever was offered and was thankful he had the opportunity," says Mrs. Dixon.

Another major change Mrs. Dixon noted was that in the Hereford community itself. "Hereford is no longer the small town I knew 50 years ago. The rapid growth is really remarkable."

One of Mrs. Dixon's hobbies is traveling. "Whenever I can I pack a couple of bags and go. It's monotonous just staying at home day after day, especially when I don't drive. So, when someone says let's go, I'm ready," states Mrs. Dixon.

A recipe that she likes to use during festive occasions is Orange Slice Cake.

### ORANGE SLICE CAKE

2 cups sugar  
1 cup shortening  
1 1/2 cups buttermilk  
4 cups flour  
1 tsp. soda dissolved in milk  
1 lb. dates, pecans and candy orange slices, cut in small pieces  
1 tsp. vanilla  
1 tsp. lemon extract  
Dredge dates, pecans and orange slices in 1 cup flour. Cream sugar and shortening. Add eggs and remaining ingredients. Bake in 350 degree oven for approximately 1 hour.  
Glaze:  
1 cup brown sugar dissolved in 1/2 cup orange juice ice cake while still warm.



Mrs. Kate Dixon  
...preparing for holiday

## Church's Benefit Sale Set

Help from the masculine segment of St. Thomas Episcopal Church will be given to Women of the Church this year in the holiday bake sale and flea market which they have sponsored annually for many years as a fund-raising project.

Men of the church will work with the women Dec. 6 and 7 in staging the flea market in the parish hall. As in the past, it will offer a wide variety of merchandise, old and new, even more this year than usual stocks of the popular sale.

The Arts and crafts show is designed to help solve Christmas gift problems, with jewelry, pictures, holiday decorations and surprise items. In the rummage sale will be found furniture, clothing in good condition and ready for wearing, home accessories, games, toys and puzzles, all in mint condition.

The bake sale is traditional for the women of St. Thomas, whose cooking skill has become well known in this area.

Coordinator of sale preparations is Mary Waldrep, with Bill Smith as chairman of men's participation.

### BIRTH ANNOUNCED

Mr. and Mrs. Lonnie Noyes of 703 Stanton are the parents of a daughter, Misti Sheree, born here Nov. 20. She weighed 6 lbs. 1 oz.

Now thank we all our God,  
With heart and hand and voice  
Who wondrous things hath done,  
In whom His world rejoices.  
-Catherine Winkworth.

## Small Talk

BY SUE COLEMAN  
Womens Editor

BEST wishes to everybody for a very fine Thanksgiving with plenty of turkey and whatever else makes a good holiday, even televised football for those who like it.

This must be the official beginning of the holiday season, bringing, as C.E. Coleman wryly commented the other day, too many weeks with two Mondays each. Well, that's not the only holiday pleasure to look forward to and some people are more interested in all the parties of the season.

They've already begun and it looks like a gala month or so that faces us.

PROBABLY not many towns the size of Hereford had so large a delegation at the National Campfire Girls Council meeting last weekend in Anaheim, Calif. Not many have a couple of members, and Hereford has in Helen Langley, zone leader, and Kiska Hodges, a youth consultant.

They were accompanied by Kiska's mother, Nell Hodges, who is a member of the Hereford Council, and Nita Lea, the executive here. Saw Kiaka downtown for a minute Tuesday and she said the trip was great, with perfect weather instead of smog in the West Coast city. We'll try for a better report soon.

HEREFORD actor Randy Clements had the leading role in a WTSU musical comedy, The Apple Tree, Tuesday night at Canyon. The play, with words by Mark Twain, has its setting in the Garden of Eden and Randy played Adam, not the snake, although the reptile had a role along with Adam and Eve.

The WTSU speech and music

departments presented the comedy as a special Thanksgiving week program. The Hereford student has frequently appeared in productions of the department, as he did in high school shows here, as his brother Cameron is doing now.

AFTER the sandstorm Monday the next day was so pretty, as they usually are in West Texas, that it wasn't easy to stay indoors and work. Some folks got outside and worked instead, I noticed in the little time I was driving around at work. Laura Milburn, for instance, who was washing the outside of the big window that opens onto her front porch.

POST-Thanksgiving visitors here will be Janis and Ted Lockhart and their sons, Gerron and Shayne, former residents now living at Austin. They are due tomorrow to be guests of the Charles Hoovers and the O.G. Niemans, after Thanksgiving Day with Ted's relatives in Amarillo.

PAINTINGS on display in the board room of the Chamber of Commerce office now are by Belle Hromas, and include a group of very attractive bird pictures as well as several landscapes.

These are of varied subjects and indicate that the artist is trying out her colors; one is almost entirely in blue tones, contrasting with another study of flooding sunlight in yellows. The Chamber display of paintings by area artists is changed often, giving more painters a chance to show their work and also giving new scenery for the groups which meet in the room.

## Coming Events Scheduled For County HD Members

Dates for a holiday party and a late winter luncheon in Deaf Smith County Home Demonstration Clubs were set at the County HD Council meeting Monday afternoon in the county courtroom.

The Christmas party for all HD Club women of the county is scheduled for 2 p.m. Dec. 9 in Community Center ballroom.

The annual appreciation luncheon, another event for all club members, will be held Feb. 25, on a Tuesday instead of the usual Monday since the County Bull Barn is now closed on Mondays. County officials and other supporters of the Home Demonstration program here will be guests.

By custom, the County HD

Club Woman Of The Year is presented at this luncheon. Council members voted to base the choice on only one year of HD Club work, from January 1974 to January 1975. Each club will be asked to select its own Woman Of The Year to be a nominee for the title, as in past years.

Mrs. Jimmie Bradley past Council chairman, presided at the meeting in the absence of Mrs. H.L. Hershey, chairman. Also present were Meses. Roger Williams, Grady Parsons, Leroy Johnson, Carl Parnell, Dean Stallings, E.C. Hammett, T.E. Brisendine, J.H. Holden and Gaylon Bryan, also the county HD agent, Joyce Shipp.

## La Plata FHA Gives Service In Projects

Gestures of friendship to older residents of Hereford and to girls living at Girlstown U.S.A. are among service projects being carried out by the Future Homemakers of America at La Plata Junior High This year.

Activities are led by chapter officers and also, since the chapter is a large one, by leaders of four divisions which have been made, each with its own chairman and vice chairman.

Kim Martin is chapter president this year, Patricia Grimsley vice president and Lee Kindsfater secretary.

In the mini-chapters, Vivian Martin and Dana Hutchins are chairman and vice chairman of the first group; Paula Barber and Donna Paetzel of Group II, Debra Villa and Elizabeth Rodriguez of Group III, Tomasita Chavez and Janann Bullard of Group IV.

Each member has selected an older woman of the community as her FHA Grandmother for this school year, and has done special things for the chosen grandmother such as regular telephone calls, visits, gifts, food such as cakes and pies, Sunday dinner prepared by the girl, house cleaning and errand running.

The girls have provided child care and assisted the Hereford Chapter, Young Homemakers of Texas, in preparing children for eye screening tests for detection of amblyopia.

They baked cookies for ninth grade football players' lockers before the La Plata-Stanton game to promote school spirit.

Each has selected a pen pal from residents of Girlstown.

Programs at FHA meetings this fall have included a slide presentation on dangerous drugs and a demonstration of holiday food ideas by Marilyn O'Dowd, Southwestern Public Service home service advisor.

The overall goal of FHA is to help each member improve personal, family and community living, explains Mrs. M.T. Burelsmith, chapter advisor.

## Calendar of Events

### FRIDAY

Kwanis Whiteface Breakfast Club Round table meeting, Dickie's Restaurant, 6:30 a.m.

### SATURDAY

Deaf Smith County Historical Museum open to the public, free of charge, 2 to 5 p.m.

Story hour for children, grades 1 through 4, at Deaf Smith County Library, 10 until 11 a.m.

### SUNDAY

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

### MONDAY

Wyche Extension Club holiday dinner with families, Flame Room of Pioneer Natural Gas building, 7 p.m.

Palo Duro Extension Club Christmas program, home of Mrs. Lindell Fisher, 7:30 p.m.

Order of Rainbow for Girls, 8 p.m.

Masonic Hall, 7:15 p.m.

Rotary Club, Civic Club Center, noon.

Odd Fellows Lodge, IOOF Hall, 8 p.m.

Evening Lions Club, K-Bob's Steak House, 7 p.m.

Dawn Lions Club, Dawn community building, 7 p.m.

### TUESDAY

La Plata Study Club Christmas party, home of Mrs. Ken Rogers, Yucca Hills, 8 p.m.

Jaycee-Ettes, Community Room of First National Bank, 7:30 p.m.

Women's Division of Deaf Smith County Chamber of Commerce, executive meeting in Hereford Country Club, noon

Young Homemakers of Texas, La Plata Junior High School, 8 p.m.

American Legion and Auxiliary, American Legion Hall, 8 p.m.

La-Affiliatus Estudio Club Christmas luncheon, home of Mrs. Ira Ott, noon.

Kappa Iota Chapter of BSP Sorority, home of Mrs. Temple Abney, 7:30 p.m.

Xi Epsilon Alpha Chapter of BSP Sorority, home of Mrs. Jerry Shipman, 7:30 p.m.

Alpha Alpha Chapter of BSP Sorority, Community Center, 7:30 p.m.

Progressive Extension Club Christmas party, home of Mrs. Dean Stallings, 2:30 p.m.

Rebekah Lodge, IOOF Hall, 8 p.m.

Hereford TOPS Club, Community Center, 9 a.m.

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

Weight Watchers, First Baptist Church, 6:30 p.m.

### WEDNESDAY

Simms Study Club supper with husbands, Simms community building, 7:30 p.m.

United Presbyterian Women's Association Luncheon at church, noon.

United Methodist Women of First United Methodist Church, program at 10:30 a.m. and luncheon at 11:30 a.m. at church.

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

Knights of Columbus, KC Hall, 8 p.m.

Cultural Club family Christmas dinner, Pioneer Natural Gas Game Room, 7 p.m.

Noon Lions Club, Civic Club Center, noon

Deaf Smith County Museum open to public free of charge, 2 to 5 p.m.

Story hour for preschool children, Deaf Smith County Library, 3 to 3:30 p.m.

## Golden Gleams

It is a good thing to give thanks unto the Lord.

-Psalms 17:1.

Some people always sigh in thanking God.

-E.B. Browning.

Though my mouth be dumb my heart shall thank you.

-Nicholas Rowe.

Let never day nor night un-hallow'd pass, But still remember what the Lord hath done.

-Shakespeare.

## Three reasons why you'll want to Shop at Home!

1. Better roads and streets.
2. Better schools and churches.
3. Higher property values.

Good things begin to happen to our community when you shop at home. More money spent with local merchants means more tax revenue for our community. More tax revenue means more money for better roads and streets, better schools and better community improvements. More money spent locally means that there's more money and more jobs for more people. And that means more money for better churches. It all adds up to a better overall community which, in turn, means higher property values. When you shop at home, you're doing yourself a favor.



Courtesy of

# The HEREFORD BRAND

## Diamonds and Rubies Diamonds and Sapphires

OPEN TIL 8 P.M. EVERY NIGHT TIL CHRISTMAS

Santa Claus will be in the Mall

From 4:00 - 7:00 P.M.

Friday and Saturday, November 29th and 30th.



\$795.00



\$1200.00



\$175.00



\$395.00



\$695.00

Spangler's  
DIAMONDS LTD

364-0070

Sugarland Mall



# Holiday Embers Stirred By Memory

By CORRINE J NEELY

Of all American holidays, Thanksgiving has probably changed least from its original purpose. The day was conceived and is observed exclusively by United States residents.

Thanksgiving is a day set aside by the Pilgrims for family gatherings and expression of gratitude for the year's blessings. After reaping their first good harvest, the Pilgrims shared a bountiful meal with the Indians. The white men owed their survival in large part to the Indian's knowledge of farming.

courting, and was aimed more at entertainment than a necessity for food. This took place during the early 1920's.

Often the hunters (many still live here) returned at dusk, gathered food and met at the Jim Black home for snacks, bridge and conversation. The Blacks, Jim and Prudy, were considered the official chaperones of that time, said Mrs. Stambaugh.

become smaller, with relatives scattered in other cities, states and even other countries. So Thanksgiving has become a smaller, quieter celebration within individual families.

As modern transportation shrinks the globe, many remain home on holidays to avoid heavy traffic and highway dangers. This trend has become more evident during the passing years, particularly with the energy shortage.

TODAY FAMILY circles have

## Spring Festival Set For Artists

A future activity of Hereford Art Guild, a Spring Art Festival was scheduled March 13-15 at the Little Bull Barn, and members decided to invite other artists of this region to take part, as plans were made at the Guild's November meeting in Community Center Tuesday evening.

Dr. Helene McFarland of Happy was guest speaker at the meeting, explaining and demonstrating use of acrylics in painting as a new trend in art. She showed how the paints can be used in combination with watercolors and pastels as well as oils, on various types of canvas.

Womack of Happy.

A new member, Jan Harper, was formally welcomed with six others who have become members in recent months: Mrs. Robert Hickman, Elaine White, Gayla Kimball, Nancy Richie, Mrs. Steve McWhorter and Jack Nunley.

Two guests, Mrs. Warren Owen and Julian Perrin, were also present with 37 members to whom Mrs. John Gilliland and Mrs. E.A. Guinn, hostesses, served refreshments from a table decorated in Thanksgiving motif.

Several of her own paintings in the modern medium were displayed by the speaker, who introduced as her guest Mary

## Lodge Visits Are Topic

Visits to Rebekah Lodges at Morton and Plainview by members of the Hereford Lodge were reported at the Rebekah meeting Tuesday evening in IOOF hall. Zelma Waller, a former member at Morton, was honored there by presentation

of a corsage.

Mrs. Leonard Davis was hostess and served refreshments to 20 members. Edna Mathes, noble grand, presided for business including nomination of officers for next term.



### New Perry's Manager

Don Howarton is the new manager of Perry Bros. variety store downtown. Before moving to Hereford, Don was assistant manager at the Perrys store there. He has been with the Perry organization for 2 1/2 years. Don, and his wife Donna, reside at 227 Ave. E.

HAIG ASSUMES POST STUTTGART, GERMANY - Gen. Alexander M. Haig Jr., onetime White House chief of staff under former President Richard M. Nixon, has assumed command of all U.S. forces in Europe.

TRADE-IN-WATCH SALE  
COWAN JEWELERS  
Downtown

### Festive Footwear For Christmas Giving

Nifty, new fashion footwear, comfort cushioned and styled to please. A fun-and-fancy-free gift for the lady in your life!



LOTUS  
Black or Champagne Brocade with Satin Lining

## GATTIS SHOE STORE

OPEN THIS FRIDAY & SATURDAY UNTIL 8:00 P.M.  
SANTA'S SHOE HEADQUARTERS  
IN BEAUTIFUL SUGARLAND MALL



### January Bride-Elect

A mid-winter wedding is planned by Miss Pam Lupton, daughter of Mr. and Mrs. Richard Lupton, Canyon Highway, and Mike Clark, now serving in the United States Coast Guard and stationed at Corpus Christi. The couple is to be married Jan. 11 in St. Anthony's Catholic Church, and make a home in Corpus Christi. Parents of the prospective bridegroom are Mr. and Mrs. Charlie Clark of Fort Worth.

Regular exercise is the secret of old age.

Two airlines offer free drinks on Florida runs.

Fishing solves a surprising number of problems.

FOR GIFTS THAT ARE LASTING  
COWAN JEWELERS  
Downtown

Being frank is the road to unpopularity, unfortunately.

## THE Vogue



Colors:  
• Spruce Green  
• Red Plush  
• Sugar Plum

Like living on velvet... SHEVELVA® by VANITY FAIR

All's bright on the home front. Our tri-color zip-on of Vanity Fair's unique Shevelva®, a Dacron® polyester that looks and feels as luxurious as velvet. Yet it's totally washable. Sizes 8 to 18. Long, \$26. House Shoes to match \$5.00

Bess Moore Owner

Downtown

## Easter Resident Honored

Moving to a new home in Hereford after 45 years' residence in the Easter community, Mrs. W.A. Epperson was honored at an informal tea Tuesday afternoon in the home of Mrs. S.I. Garrison at Easter.

Hostesses were neighbors who, like Mrs. Epperson, had been members of the Easter Women's Club. They are Mes. Trent Downing, William Moss, Ruby Stone, Wendell Markley,

Ernest Flood and Garrison. A Thanksgiving theme appeared in the attractive table decorations. Numerous longtime friends and neighbors called during the afternoon to wish the honoree happiness in her new home and tell her they are pleased that she will be in a neighboring community so they may see her often.

The Eppersons were Easter residents since 1929. The new home in Hereford is at 538 Willow Lane.

## Project Is Completed

A month-long electrical study project carried out in November by Buffalo 4-H Club was completed Monday, when a film of safety was shown by Jim Simmons.

are Gary Jones, president; Douglas Strange, vice president; Tip Combs, secretary-treasurer, and Kevin Sparkman, reporter.

Garland Stewart, assistant county Extension agent and 4-H leader, directed the electric project at meetings each Monday in the month. Officers of the club this year

Tired business men might try resting. Money should not be the end sought in life.

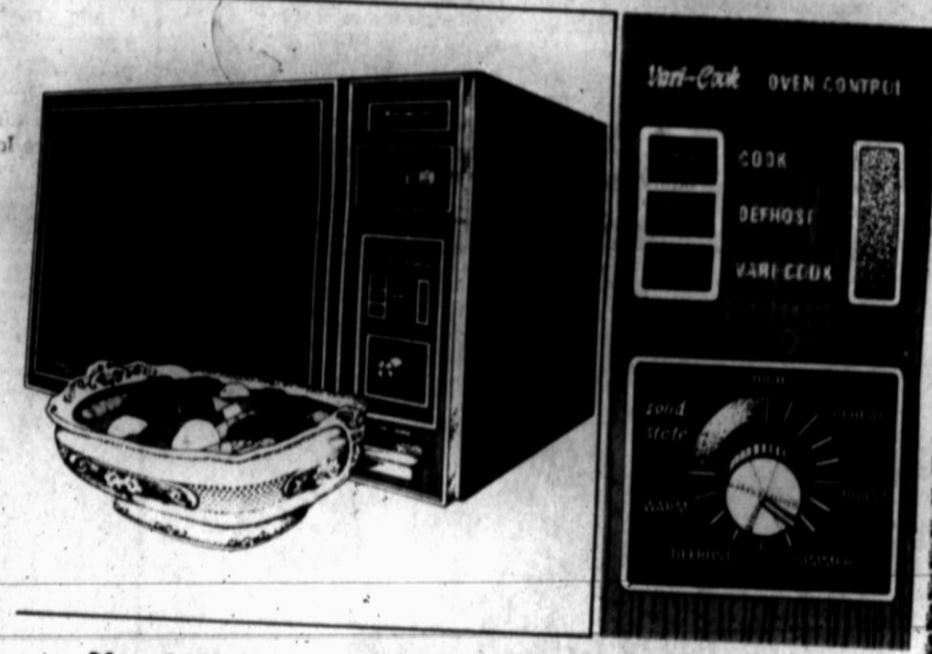
23rd ANNIVERSARY SALE  
COWAN JEWELERS  
Downtown



### See a MICROWARE Demonstration

Presented by... Betty Roberts  
SATURDAY NOV. 30 at 10:00 A.M. and 2:00 P.M.

## Introducing old-fashioned slow-cooked goodness at microwave speeds.



### New Litton solid-state Vari-Cook™ oven control makes it possible. In up to one-fourth the time.

For the first time, the new Litton Minutemaster® "416" microwave oven lets you set the cooking speed. With Vari-Cook infinite oven control, you change speeds as you change foods: Cook, reheat, roast, simmer, warm, defrost - or any microwave speed in between.

#### Check these Litton features:

- 60-minute Micro-Timer™ digital control
- Vari-Cook oven control with separate "Cook," "Defrost" and "Vari-Cook" switches
- Automatic defroster
- Extra large 1.2 cubic ft. usable oven interior
- Easy-clean acrylic interior
- Intrusion-proof, tempered glass door with safety latch door release
- Sealed-in ceramic shelf for easy cleaning
- Vari-Cook oven control indicator light
- Oven interior light
- End-of-cycle bell
- Simulated rosewood styling
- 168-page cookbook
- Plugs into any standard 110 volt outlet
- Vari-Cook cooking guide



OPTIONAL: Micro Browner™ steak grill and Micro-Temp food thermometer

Litton Minutemaster "416"

## Litton... changing the way America Cooks.

Make the change to microwave. Taste a Litton microwave cooking demonstration.

Hereford's Oldest Appliance Dealer.

# ROBERT'S APPLIANCE

The Home of the Best Dollar Value

136 W. 3rd

364-1588



Use our Convenient  
Lay-Away  
or Just say  
CHARGE IT!

# JCPenney The Christmas Place

## Fantastic closeout!

Save 45% to 65% on a  
tremendous selection of  
men's casual slacks.

### Now \$4.99

Orig. \$7.98 to \$9.98. Choose from a wide  
assortment of popular styles and  
comfortable fabrics. Many machine  
washable. Find wide belt loops, flare  
leg styles and more. In terrific solid  
colors and bold patterns. All great looks  
for fall. So hurry in and save!

## 20% to 50% off texturized wovens.

### Now 7.99

Orig. \$9.98 to \$16.00. Top quality men's  
dress slacks. In great looking woven  
texturized polyester. Find flare leg and  
cuffed styles with lots of popular  
features. In a select group of fancies  
and solids.



CHARGE  
IT!

## This was our number one double knit at 3.99 yd.

Now it's 2.99 yd and still  
comes in loads of colors.  
Still machine washable.  
Still needs no ironing.  
And if you think it was  
a fast seller before,  
you should see it now.

### Now 2.99 yd.

Originally 3.99 per yard.  
We've permanently  
reduced the price of our  
best selling crepe stitch  
polyester double knit  
fabric by 25%. It comes in  
a wide range of solid colors  
including fashionable  
pales, vibrants and  
neutrals. Double knit for  
today's fashions,  
polyester for easy care.  
Just machine wash and  
tumble dry. Resists  
wrinkling beautifully.  
58/60" wide.



CHARGE IT!



## 15% off outerwear, \$40 and up.

### Sale \$32 to \$89.25

Reg. \$40 to \$105. Wait! If you see  
what we've got for you—a super-  
terrific collection of coats and  
jackets in a wide selection of  
styles, colors, fabrics. There are  
wool blends, nylons, synthetic  
leathers and suedes, plushes,  
make-believe furs—just to name a  
few. Fancies, solids, untrims, fake-  
fur and leather-look trims, and  
more. All this and 15% off, too—  
that's a terrific sale.

CHARGE IT!

## Save on our popular slippers.

### Sale 2.29

Reg. 3.50. Ladies' terry  
scuff with embroidery  
in blue, pink, or white.  
Sizes S, M, L, XL.

Reg. \$4 Sale 2.59



## Save 20% on any handbag \$8 or up.

### Sale \$6.40 to \$9.60

Reg. \$8 to \$12. The  
selection is fantastic!  
Everything from classic  
carries to shoulder  
strap styling with the  
tailored look. Choose  
from easy-care vinyls,  
polyurethane glaces,  
leather and more.



## 20% off men's flannel shirts.

### Sale \$5.58 to \$7.18

Reg. \$6.98 to \$8.98. Great  
looking sport shirts. All  
cotton flannel for  
warmth. A great sporty  
look for indoors or out.  
Choose plaids or solids  
in a full range of men's  
sizes.



## 20% off girls' two-piece pants looks

### Sale \$6 to \$11.20

Reg. \$7.50 to \$14. All our girls'  
3 to 6X and 7 to 14 pants looks  
are on sale. Choose from many  
styles in holiday bright patterns  
and colors. Most pants have  
flare legs and easy-on elasticized  
waists. Topped with smocks,  
plaids, denims, pretty applique  
tops with embroidery. Mostly  
polyester or polyester/cottons.



## Young men's sweater vest.

V-neck sweater vest  
in ribbed knit  
Orlon® acrylic.  
S-M-L-XL.

### Special 3.99



## Girls' tops and pants.

Two piece Sportswear Sets  
20% OFF  
Sizes 3 to 14  
Reg. \$7.50 to \$14

### NOW \$6 to \$11.20



## Men's and women's NAME BRAND WATCHES

### Special \$29.88

Handsome, dependable  
Brand watches. A great-  
looking assortment for men  
and women. 17 jewel Swiss  
movements.






OPEN  
LATE EVERY  
NIGHT TIL  
CHRISTMAS

# JCPenney The Christmas Place

Place your Catalog  
order Now  
by Phone  
364-4205

ear,  
up.

Now \$5.44



Barbie Quick Curl.

Now 6<sup>88</sup>

Snoopy Pencil Sharpener  
by Kenner®



SNOOPY  
PENCIL  
SHARPENER

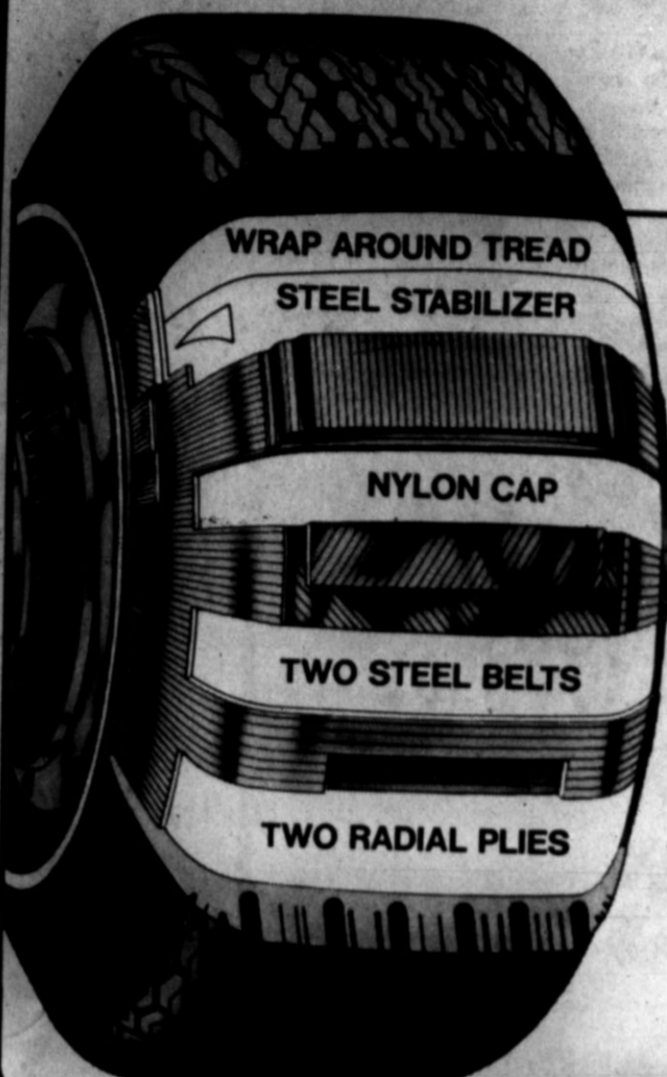
Now 6<sup>99</sup>

Smash-up derby.



Now \$10<sup>88</sup>

Vertibird Air Police.

auto center

## Save 25% on JCPenney steel belted radial tires.

JCPenney steel belted radial, 2 steel belts, 2 polyester radial plies. In whitewall No trade-in required.

Tire size	Save	Reg. Sale	+ fed. tax	Tire size	Save	Reg. Sale	+ fed. tax		
FR78-14	15.25	61.00	45.75	2.81	HR78-15	18.50	74.00	55.50	3.26
GR78-14	16.25	65.00	48.75	2.95	JR78-15	20.00	80.00	60.00	3.44
HR78-14	17.75	71.00	53.25	3.15	LR78-15	20.50	82.00	61.50	3.60
GR78-15	17.75	71.00	53.25	3.05					

## Great toys. Great prices.

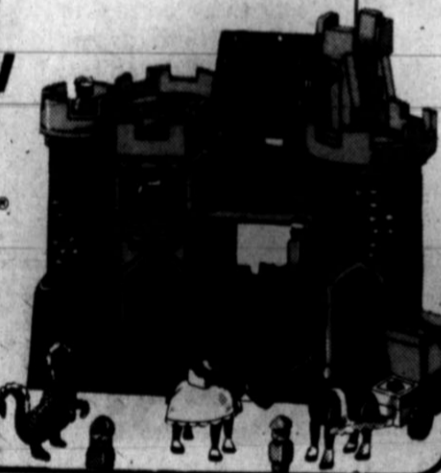
Penneys has big buys on some  
of this year's big name toys.

Many, Many more ITEMS too numerous to advertise.

### CHARGE IT

Now \$13<sup>99</sup>

Castle by Fisher/Price®



International Pro Road Race.



Now \$14<sup>99</sup> to \$29<sup>99</sup>

Now \$6<sup>88</sup>

Snoopy Toothbrush by Kenner®



Now \$12<sup>88</sup>

Mattel® Putt-Putt Railroad,  
or Camp Putt-Putt



Now \$12<sup>99</sup>

Baby Alive.



Now \$12<sup>99</sup>

Cathy Quick Curl.



Sure Foot. A four ply construction winter tire with our exclusive dual pattern tread design for today's winter driving needs. 78 series wide profile. Molded for studding in all sizes. No trade-in required.

Blackwall tubeless

Tire size	Save	Reg. Sale	+ fed. tax	
G78x14	11.24	44.95	33.71	2.67
H78-14	11.99	47.95	35.96	2.97
G78x15	11.49	45.95	34.46	2.74
H78x15	11.99	47.95	35.96	2.97
F78-14	9.24	36.95	27.71	2.41
G78-14	9.74	38.95	29.21	2.55
S60-15	7.74	30.95	23.21	1.78

Whitewalls only 2.25 more per tire.



Save \$4  
on heavy duty mufflers.

Reg. 14.99. Sale 10.99. JCPenney heavy-duty muffler. Expert installation available at extra cost.

JCPenney Heavy Duty Muffler Guarantee. If a JCPenney Heavy Duty Muffler fails after installation by a JCPenney Auto Center, due to defective merchandise or workmanship or wear out while the original purchaser owns the car, we will contact you and a JCPenney specialist will replace the Heavy Duty Muffler at no extra charge. Guarantee form must be presented when having any work done under the guarantee.



25% off  
belted truck tires.

Belted 78. Wide 78 series profile fiber glass belt on nylon cord body.

tube type

Tire size	Save	Reg. Sale	+ fed. tax	
G78-15/6	12.24	48.95	36.71	3.14
H78-15/6	13.99	55.95	41.96	3.36
F78-16/6	11.24	44.95	33.71	3.04
H78-16/6	11.99	47.95	35.96	3.61
L78-16/6	17.74	70.95	53.21	4.01

tubeless

Tire size	Save	Reg. Sale	+ fed. tax	
E78-14/8	12.24	48.95	36.71	3.02
G78-15/6	13.49	53.95	40.46	3.45
H78-15/6	14.99	59.95	44.96	3.64

25% off  
traction truck tires.

JCPenney Traction Truck tire. 2 fiber glass belts in a wide 78 series action profile. No trade-in required.

Blackwall Tubeless.

Tire size	Save	Reg. Sale	+ fed. tax	
E78-14/8	12.74	50.95	38.21	3.46
G78-15/6	13.99	55.95	41.96	3.59
H78-15/6	15.74	62.95	47.21	3.61

tube type

Tire size	Save	Reg. Sale	+ fed. tax	
F78-16/6	12.49	49.95	37.46	3.41
H78-16/6	13.24	52.95	39.71	3.69


Sale prices effective thru Saturday.



Save \$10 on  
Survivor 60  
Battery

Reg. 40.95 with trade-in. Sale 30.95 with trade-in. Our most powerful automobile battery. Without trade-in, add \$3.

Survivor 60 guarantee. Should any JCPenney Survivor 60 Battery fail to hold a charge within 2 years from the date you bought it from us, just return it to us. We will replace it with a brand new battery at no extra cost to you. After 2 years, but during the guarantee period, we will replace the Battery charging only for the time you have owned it, based on the price at time of return, pro-rated over the guarantee period.

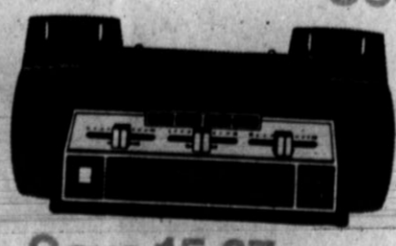


Save 25% on  
tune-ups.

Reg. 30.88. Now 23.16. We'll install new points, plugs, rotor, condenser and distributor cap. We inspect air filter, fuel filter and PCV valve. Adjust timing, carburetor and dwell angle. Sale prices effective through Saturday.

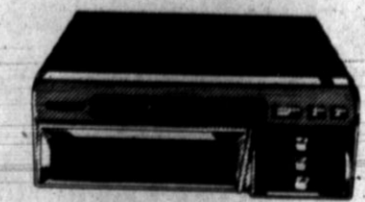


### Sound savings. for your car.



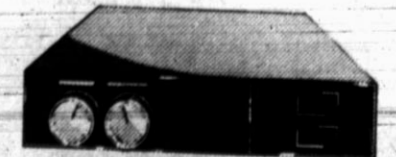
Save 15.07

Reg. 74.95. Sale 59.88. Deluxe 8-track tape deck stereo. Individual slide type controls for volume, tone and balance; burglar alarm, tape light, eject button, fast forward control and repeat button.



Save 25.07

Reg. 99.95. Sale 74.88. 8 track tape deck with FM stereo radio. Features slide controls for volume, balance and tone. Manual repeat button. Equipped with burglar alarm.



Save 17.51

Reg. 69.95. Sale 52.44. Ultra-mini FM stereo radio (does not include speakers). Built with solid state circuitry; individual slide type balance and tone control.

Installation available on all these radio units—at extra cost.

BIG DADDY GARLITS  
TACHAMETER  
Reg. \$34<sup>95</sup>  
NOW \$26<sup>21</sup>

FM CONVERTER  
Convert AM Radio to FM  
Reg. \$29<sup>95</sup>  
NOW \$22<sup>46</sup>

BURGLAR ALARM  
SIREN  
Protect your Car  
Reg. \$29<sup>95</sup>  
NOW \$8<sup>16</sup>



# Hospital Notes

**PATIENTS IN HOSPITAL**  
 Mrs. Aubrey Bell, 506 N. McKinley; Mary Bourn, 711 E. 4th; Emmett Brown, 402 A, W. 4th; Edd Cardinal, 1405 Plains; Percy Clough, 142 Kingwood; Woverly Coates, Farwell; Mrs. Thurman Davis, Route 3; Mrs. Emil Dettman, 117 Beach; Mrs. Walter Easter, 228 Ave. D; Albert Flowers, 202-Lawton; Cruz Garcia, Sweetwater; Santiago Gonzales, 215 Lake; Mrs. Johnny Hamilton, Friona; Mrs. Frank Hernandez, Blue Water Gardens Apt. 53; Mrs. Odella Huckert, 117 Snet; Mrs. Leonardo Martinez, 210 Kibbee; Mrs. Francisco Martinez, Route 1; Gary Mason,

Route 2; Mrs. Dwight McGee, 125 Aspen; Mrs. Eduardo Pena, 503 Willard.

Mrs. Leo Price, 423 Lee; Wallace Shelton, Dawn; Mrs. Jack Streun, Summerfield; Mrs. Donald Unrah, Thunderbird Apt. 5; Antonio Vasquez, 812 S. Texas; Mrs. Luther White, 110 Bradley.

**PATIENTS DISMISSED**

Andy Rodgers, Onesimo Rivera, Mrs. George Parker, Harvey Hammett, Mrs. Juan Camargo, Johnnie Wilson and Mrs. Fidencio Torres, Monday. Majin Garza, Jose Vasquez, Joaquin Holguin, Mrs. Jimmy Ward, Arliss Edwards and Mrs. Juan Hernandez, Tuesday.

If you haven't noticed, there's a church nearby where you're welcome.

23rd ANNIVERSARY SALE  
 COWAN JEWELERS  
 Downtown

## Study Club Has Holiday Program

Thanksgiving thoughts and poems were read by Mrs. Carl Williams to members of Lone Star Study Club Tuesday afternoon in the home of Mrs. Jim Bookout.

In one of the thoughts presented by Mrs. Williams she said, "Pilgrim Fathers stand among American folk heroes and we do well to honor courage, piety and gratitude to God for his goodness."

"Significant memorial to their heroic living means far more than praise for their bravery, endurance and devotion. It means putting into practice the chief principle that established Thanksgiving day," continued Mrs. Williams.

Members present included Mmes. Gaston Baer, Hardy Benson, H.E. Henslee, Jim Higgins, G.W. Newsom, J.E.

Shirkey, Dale Tinnin, Ed Warren.

Also Mmes. S.S. Williams, C.B. Womble, R.G. Blue, Robert Thompson, V.E. Dodson, C.O. Phillips, W.S. Fluit, S.A. McCathern and John Moore.

An emotional person is usually easily led—the wrong way.

Compulsion is often substituted for mental processes.

When you go hunting, be sure you don't move the bushes.

Superstition never contributed to the unfolding of truth.



### Engagement Announced

Mr. and Mrs. W.R. Duggan, northwest of Hereford, announce the engagement of their daughter, Elizabeth Ann, to Danny Gene Allen, son of Mr. and Mrs. Gene Allen of Dalhart. They will marry Dec. 21. The bride-elect is a senior student at Hereford High School and her fiancé is farming in the Dalhart community. He attended West Texas State University. (Bradly Photo)

### Thanksgiving Prayer

Mamie Osburn Odum	Has come to us through Thee, and so
Lord, we thank Thee—	
For precious heritage forefathers gave,	In humbleness we lift our hearts in prayer.
For noble ones so fearless, true and brave,	Asking thy protection and Thy daily care.
Who came to clear a wilderness unknown,	We thank Thee, Lord—
Transforming waste to a foundation stone—	For food, shelter, hearth, home and love.
Surviving dangers, loneliness and fears,	For herds, new grain, and blessings from above.
Looking and trusting to the future years.	As year by year we meet in festive scenes,
This day we lift our hearts, for we are free	Help us to know just what Thanksgiving means,
To sing our songs of thanks, all thanks to Thee.	And on this day of days in bright November
We thank Thee, Lord, this heritage we know	Help us live true, and heritage remember,
	And strive each year for better, nobler living,
	Giving thanks to God on this Thanksgiving.
	In the name of Christ our Lord, Amen

## Thanks Received For Club's Gift

A thank you note was acknowledged by Mrs. Laurence Ruther from JoAn Dwyer at the meeting of Veleda Study Club Tuesday evening in the home of Mrs. Gid Brown. Mrs. Dwyer, director of Big Brothers, Big Sisters Organization, expressed appreciation for the club's donation and said the funds would buy a camera for the organization. Also during the business session, club members voted to sponsor Mrs. B.W. Sisson's Bluebird group. Our Faith As An Investment was the Thanksgiving program presented by Mrs. Lloyd Crume. The theme was based on an inspirational story underlining thoughtful and understanding hearts, seeing eyes and hearing ears.

She stressed the concept of the first Thanksgiving was a struggle of Pilgrims during a life of hardships. In conclusion she read a poem entitled Thank You, God, For Little Things. Guest Miss Donna Kendall, sang a solo, My Tribute, accompanied by Mrs. Ken Walsar at the piano. Members present included Mmes. Howard Birdwell, Bill Bradley, Richard Ottesen, George Olson, Gynne Owen, John Poindexter, Laurence Ruther, Bill Walden, Frank Zinser and Betty Oglesby. Tolerance is not a matter of conversation; it is the business of living. In spite of all the ads, we haven't found a way to lose ten pounds painlessly.



### Turkey Winners

A Turkey Run provided fun for students at Stanton Junior High this week, and food for 1 their Thanksgiving dinner for the winners. Races were held for each grade with three prizes in each, topped by frozen turkeys. Ninth grade winners, top photo, were Arnulfo Barrien tez, Raymond Zepeda and Johnny Gomez placing first, second and third. In the same order, eighth graders, center photo, are Jose Soto, Jesse Salazar and Alonso Cabezuella; and seventh graders, lower photo, Joe Tijerina, Juan Alejandro and Joe Davila.

**Boot's West**  
 OPEN TIL 7 P.M.  
 E. Hwy 60 364-5961  
 All Men's And Ladies'  
**BOOTS**  
 20% OFF

BAILEY  
**GOOSEDOWN JACKETS**  
 JACKET Reg. '52 \$44.95  
 COAT AND FUR COLLAR SALE  
 Reg. '89 \$78.95

BAILEY WINTER  
**INSULATED VESTS** Reg. '15.95 and '21.95  
**SALE!**  
 \$12.95 AND \$17.95  
  
**FUZZY CAPS**  
 Reg. '6.95 and '5.95  
**SALE!**  
 \$4.50

**WESTERN SHIRTS**  
 Men's Reg. '11.95  
**\$8.95**  
 Children's Reg. '8.95  
**\$5.95**

**Largest Selection of FELT HATS**  
 Hand Creased  
 To Your Liking

**WE GIVE OLD-FASHIONED PERSONAL SERVICE at**  
**DISCOUNT STORE PRICES!**  
 INSULATE-CUT FUEL CONSUMPTION  
  
 PROPER INSULATION Will cut fuel bills up to 45% in winter... keeps rooms 15% cooler in summer.  
 Check these advantages: Easy Application, High insulating efficiency, Condensation protection, Radiant heat reflection, Snug fitting blanket, Permanent installation.  
 2 1/2" Semi Thick \$6.95 Per 100' Sq. Ft.  
 Pay Cash & Save  
**FARM DISCOUNT LUMBER & SUPPLY**  
 (Just outside city limits)  
 PHONE 364-8892 HIGHWAY 305 SOUTH

**COTTON TRAILER REPAIR MATERIALS**  
 4x6-20' No. 2 Y.P. 29 1/2¢ BF  
 4x4-8' No. 2 Y.P. 29 1/2¢ BF  
 1x6-20' Rough Y.P. 29 1/2¢ BF  
 48" 1x2 Welded Wire 59¢ LF

**LAWN FENCE**  
 RUF-X-90 REVERSE BATTEN SIDING. 1 1/2" wide square cut grooves on 12" centers create a dramatically different plank effect. Rough-sawn surface adds a distinctive rustic charm to any exterior... defies harsh weather, dents and years. Grainless... with no natural defects. Works easily with ordinary carpenter's tools. Finishes beautifully with paint or stain.  
 42"x100' \$43.00  
 48"x100' \$48.00  
 Each \$11.49



The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

### Luncheon Is Held As Thanksgiving Event For Club

West Hereford Extension Club had its Thanksgiving luncheon Tuesday in the home of Mrs. F.E. Walton, with each member bringing a dish for the meal.

Plans were completed for the annual Christmas party Dec. 10. Joyce Shipp and Sherry Harder, county extension agents, were guests for the lunch.

Members present were Mmes. U.V. Pierce, D.W. Allmon, Norman Livesey, A.T. Flowers and W.B. Phillips, and Miss Evelyn Bell.

### Honors Past Leader

During a recent meeting of Texas Classroom Teachers Association (TSTA) here, Mrs. Patsy Giles, president, presents an honorary pin to past president Reece Whittington.

## Little shoppers have dandy ideas

This year the littlest shopper in your family just might come up with the biggest gift idea. When she selects a gift for dad, she'll probably consider the fun it will bring the whole family.

That's why an Insulated Sports Kit by Thermos will probably be at the top of her list. It's versatile enough to use throughout the year, and rugged enough to last.

Mom will realize the convenience and economy of the sports kit when dad

leaves for a one-day business trip or the family takes a short junket. The insulated case helps maintain the temperature of everything inside, and there's a container for keeping food fresh for hours.

When traveling, dad and the family won't have to make unnecessary stops for a hot cup of coffee or a cold glass of iced tea. An insulated sports kit can be packed with everything needed.

### Look Who's New

Mr. and Mrs. Douglas Dwight McGee are the parents of a daughter born Nov. 26. She weighed 7 lbs. 4 1/2 oz.

Mr. and Mrs. Ronald Gene Giller are the parents of a son born Nov. 26. He weighed 7 lbs. 15 oz.

Mr. and Mrs. Francisco Javier Martinez are the parents of a son born Nov. 25. He weighed 8 lbs. 5 1/2 oz.

Mr. and Mrs. Fidencio G. Torres are the parents of a son, Joel, born Nov. 22. He weighed 7 lbs. 8 1/2 oz.

Arafat warns of war in six months.



Thanksgiving Party

Dr. and Mrs. Marcus Hoelscher chat with guests from Amarillo, Mr. and Mrs. Virgil Smith, at right in top photo, at a party in Thanksgiving theme given Saturday evening in the Hoelscher home, 145 Mimosa. Dinner was served buffet fashion to approximately 40 guests from Friona and Amarillo as well as the Hereford community. Decorations in the holiday spirit began at the front entrance, where the Hoelschers' sons, Richard and Tim, look over the arrangement of grains, fruit and vegetables which they helped collect.

## Do-it-yourself Yule projects

Homemade is the word this year for a naturally fun holiday. Do-it-yourself Christmas tree decorations and greeting cards are great projects for the whole family to enjoy.

For tree decorations, all you need are a cook, seamstress, and artist (your children). The cook makes cookie shapes with a string baked in them to tie onto the tree.

The seamstress threads popcorn onto a very long piece of thread, to wrap around the tree, and the artist cuts out paper dolls and chains to hang on the branches.

Everybody gathers all their small colorful toys and trinkets to put up.

For a fun Christmas card idea, cut a potato in half and draw a holiday design on one flat side. With a knife, cut around the design until it is raised on the potato. Press the design on an ink pad and stamp on a postcard or construction paper. After the design dries, the chil-

dren write in their season's greetings. Cutouts of Yuletide illustrations are another favorite activity among the children.

Peruse with the kids through the newspaper ads and cut out different Christmas illustrations, such as Santa Claus, reindeer, Christmas trees, stockings, ornaments, snowflakes, etc. You'd be surprised at all you can find, many times in color too!

Here are just some of the things that can be done with cutouts of such illustrations:

Make rectangular cardboard fold-down tabs, bend them and paste one side to the artwork so that the cutouts can stand up on their

own. Make a little display with figures, for instance.

Or paste the artwork to the little one's shopping bag, or even your own. Glue them onto Christmas packages for added decoration.

Use them to decorate the Christmas tree. Simply poke a little hole on the top of the cutout and hang it by a bit of thread from the tree's branches.

History books are written from the record and from prejudices.

Dr. Milton C. Adams

OPTOMETRIST

335 MILES

Phone 364-2255

OFFICE HOURS

Mon.-Fri. 8:30 to 5:00

23rd ANNIVERSARY SALE  
COWAN JEWELERS  
Downtown

## Send season mail without any delay

Watch the calendar! You can make sure your Christmas cards and packages are delivered on time if you just follow a simple rule — mail early.

Although "it's the thought that counts," a Christmas card or Christmas gift received in the mail late can be disappointing. Not to mention the aggravation it produces among U.S. Postal Service employees who are deluged with billions of cards and packages during the season.

So, to get holiday material delivered on time, and help the postman perform his duty, use zip codes and keep some deadlines in mind:

—Before the last week of November begins, send out parcel airmail packages and cards to servicemen overseas.

—By the end of November you should have mailed: surface parcels to Alaska and Hawaii; packages via parcel airmail to the Arctic and Canada; and airmail parcels and cards to South and Central

America, and the Near East or Far East.

—During the second week of December, try to take care of these holiday mailings: international greeting cards and parcels to Africa, Near East and Far East; surface mail for the whole United States (including Alaska and Hawaii); airmail parcels and cards to Canada, Europe and Mexico.

—And finally, by the end of the third week in December, with only three to five days to spare before the 25th, send all airmail parcels and cards to Alaska and Hawaii as well as all destinations in the continental United States.

The year 1975 will soon be here; what have you accomplished so far in 1974?

SHOP EARLY  
BE SMART  
COWAN JEWELERS  
Downtown



### To Appear In Matinee

Outlandish situations are common ingredients in the adventure film, "Pippi In The South Seas," which will be featured at Star Theatre tomorrow and Saturday afternoons. The plot of the family film entails Pippi's quest for her seafaring father, who has fallen into the hands of vicious South Seas pirates.

## 'Pippi' Sails Into Exciting Seas

Colorful, irrepressible Pippi Longstocking will come to life again as her enchanting adventures are captured on film

### Older Residents

### All Invited To AARP Fun Party

Any area resident over the age of 55 will be welcomed to a holiday fun party in Community Center Dec. 5 if he brings a dish for the potluck dinner planned by the Hereford Chapter, American Association of Retired Persons.

Dinner is scheduled at 6:30 p.m., then entertainment will include games and informal visiting. Members of the chapter, headed by Ed Dziuk, president, will play hosts.

The chapter invites residents who are at or nearing retirement age to become members, but membership is not a requirement for attending this party or other monthly meetings of the AARP here, Dziuk emphasizes.

Work that's performed ahead of schedule is a pleasure, when completed.

and presented during 1 p.m. matinees Friday and Saturday at the Star Theatre.

According to theatre manager Bill Willis, a series of quality movies are being planned in conjunction with national show month.

A film for the entire family, "Pippi In The South Seas" stars Inger Nilsson as the vivacious, freckled redhead who was first introduced in the Astrid Lindgren novels. In this second "Pippi" episode, the screen's youngest super star sets out to find her sea captain father who has been captured by pirates in the South Seas.

With her pet monkey, Mr. Nilsson, and her inseparable pals, Tommy and Annika, Pippi invades an island thought impregnable by its pirate population. Through a series of fantastic yet funny escapades, Pippi and her unique companions provide panoramic entertainment for the audience.

The G.G. Communications film is acceptable for general fare.

FOR LARGER GIFT SELECTION  
COWAN JEWELERS  
Downtown

## IMPORTANT ANNOUNCEMENT

December 24th is the last day of business for

## HEREFORD HARDWARE!

unless we have found a buyer for the store before that date

EVERYTHING HAS BEEN TREMENDOUSLY REDUCED!

Some Items up to 50% off  
SHOP NOW FOR CHRISTMAS  
ONLY 22 SHOPPING DAYS LEFT

\* HARDWARE \*

\* HOUSEWARES \*

\* HOUSEWARES CONT. \*

TERMS: CASH

HEREFORD HARDWARE 216 N. MAIN ALL SALES FINAL



# ABBIE'S MISTER SHOP CHRISTMAS OPENS

319 N. MAIN

"We Care How He Looks"

364-0204

Bank Americard  
Master Charge  
Lay-a-way  
30 Day Charge  
Revolving Charge



## MEN'S SUITS

by Hart Schaffner & Marx  
Don Richards  
Michael Stern  
100% Polyester. Also Dacron & Wool Blends. Now for Fall Plaids & Solids

\$125.00 to \$195.00



## MEN'S LEISURE SUITS

For Casual wear  
Handsomely tailored  
100% Polyester

\$60.00 & \$65.00

## MEN'S DRESS SHIRTS

by Van Housen

Solids & Patterns  
100% Polyester  
Washable, No Iron

\$13.00



## MEN'S DRESS SHIRTS

by Van Housen  
Dacron & Cotton  
Permanent Press  
Solids & Patterns  
Size 14 1/2 to 17 1/2

\$6.99 to \$12.00



## MEN'S SLACKS

by Jay-Mar (Sausabell)  
Molrose  
Sigfried  
100% Polyester (Kalls)  
Solids & Patterns  
Size 28W to 46W

\$16.95 to \$35.00



## MEN'S CARDIGAN SWEATERS

100% Acrylic Washable  
Fashion Colors  
Size S-M-L-XL

\$16.00 to \$20.00



## MEN'S SWEATERS

Leather & Suede Trim.  
Cardigan Style  
Size S-M-L-XL

\$29.95



## MEN'S URETHANE JACKETS

Looks and Feels Like Leather.  
Soft & easy to care for.  
Many colors

\$35.00



## JUST ARRIVED

We now have Big & Tall Men's Shirts & Sweaters.

For that big man & for that extra tall man.

Sleeve Lengths to 37 inches

Shop now for that

HARD TO FIT MAN



## MEN'S SHOES

by Freeman  
Now Fall Styles  
Patent & Suedes  
Also Leathers  
Fashion & Style

\$27.95 to \$38.00



## MEN'S ALL WEATHER COATS

Zip-out liner  
Kalls & Poplins  
Plaids & Solids

\$45.00 to \$75.00

## SPECIALS

### MEN'S SPORT COATS

100% Polyester  
Solids & Patterns  
Now Fall Colors  
Size 36R to 46XL

REG. PRICE	SALE PRICE
\$125.00	\$99.00
95.00	66.50
85.00	59.50
80.00	56.00
75.00	52.50
65.00	45.50
60.00	42.00
50.00	35.00

### MEN'S SLEEVELESS SWEATER

REG. PRICE	SALE PRICE
\$13.00	\$10.50
12.00	9.50
11.00	8.50
10.00	8.00

### MEN'S TURTLENECK SWEATERS

REG. PRICE	SALE PRICE
\$16.00	\$12.00
14.00	9.95
13.00	9.50
10.00	7.50

### MEN'S LONG SLEEVE PULLOVER SHIRTS

100% Polyester  
Reg. Price \$13.00

SALE PRICE \$8.95




### MEN'S C.P.O. SHIRTS

Washable  
REG. \$20  
SALE PRICE \$15.95

OPEN TO 9:00 P.M. EVERY NIGHT TILL CHRISTMAS  
FREE GIFT WRAPPING





# Thanksgiving Makes us think of you...

Yes, this is that special time of year during which we give thanks for our many blessings- for health, happiness, our loved ones, our homes, our jobs, and many things that enrich our lives. And on this special day, we want to say "Thank you"-to our many friends and customers. We want you to know that we will continue our efforts to give the finest service, any time and always- whenever you call upon us.



Member of FDIC





Little Chefs Concoct Holiday Menus

'We're Eating WHAT For Thanksgiving?'

If it was up to some children at First Baptist Church Kindergarten, their families might be having some pretty strange meals for Thanksgiving today. At the request of their teachers, the little chefs concocted their favorite menu for this holiday season:

Cook turkey in oven for 50 hours. Serve with rice, potatoes, potato salad, pumpkin pie and cherries. Recipe for pumpkin pie—put mess in pan, put stuff in it, put in oven. (Andy Lucero, five year old son of the Raimaldo Luceros)

Put turkey in oven for 10 minutes. Cook spinach on top of stove (not in oven because turkey is in the oven). Then cook some broccoli same way as spinach. Put some kind of stuff on broccoli and spinach. Serve with popcorn and pumpkin pie. Recipe for pumpkin pie—take out all the seeds and orange stuff. Freeze it. Put in oven for 13 minutes. (Daryl Furr, five year old son of the Dale Furr)

Pumpkin pie, salad and more pumpkin pies. Pick a whole bunch of pumpkins and make a whole bunch of pumpkin pies. Serve with two turkeys, coffee, tea and water, and ham sandwiches, roast sandwiches, cheese sandwiches, mayonnaise sandwiches and plain bread

sandwiches. (Jill Ward, five year old daughter of Kay Ward)

Put turkey on a platter, put in oven for two hours. Then put rice-a-roni on it, then put back in the oven. Take out in 10 minutes. Then put dressing on turkey, then cook dressing. Then put lettuce on it. Then put in oven for two more hours. (Markay White, daughter of Mr. and Mrs. Butch White)

Corn recipe—salt a little corn, butter it, cook alot of hours at 60 degrees. (Alisa Hoelscher, four year old daughter of the R.C. Hoelschers)

Green beans recipe—put on the stove in a big pan. Cook 17 hours at a lot degrees. (Kathy Neill, four year old daughter of the Floyd Neills)

Pumpkin pie recipe—Salt, pepper and butter it. Cook 50 hours at one degree. (John Mark Streun, four year old son of Mrs. Murlene Streun)

Turkey sandwich recipe—Put in a circle pan, put salad dressing on it, put beans on top of dressing. Put bread and a little ball of candy on top. Cook 2 minutes at one degree. (Karyn McCustian, four year old daughter of Lewis McCustian)

Put turkey in, cook at 10 degrees for 15 minutes. (Kamille Martin, daughter of Mr. and Mrs. Danny Martin)

Jelly recipe—Buy it at the store. (Chuck Prather)

Banana salad—put in banana, lettuce and salad dressing. Stir up. (Kristina Kerr, daughter of Mr. and Mrs. Norman Kerr)

Mashed potatoes—put in oven at 70 degrees for 60 days. (Jennie Perales, daughter of Dr. and Mrs. J.S. Perales)

Dressing—add peppers, carrots and cucumbers. Cook at 60 degrees for 10 minutes. (Trent Bowling, son of Mr. and Mrs. Tommy Bowling)

Cupcakes—mash them up, put them in the deal. Cook five minutes at four degrees. (Elisa Smithers, daughter of Mr. and Mrs. Lee Roy Smithers)

Pumpkin pie—cook in microwave oven for 15 minutes. Put pumpkin and strawberries, peaches in the pie first, then add nuts. (Lori Reinauer, four year old daughter of Eddie Reinauer Jr.)

Peanut butter sandwich—serve with spinach that has been cooked at 20 degrees. Eat potato chips with it. (Chad Maupin, four year old son of Mr. and Mrs. Pat Maupin)

Chocolate pie—cook pie in oven at five degrees for 30 minutes. Cherry cake—make cherry cake on stove for 30 minutes at six degrees. (Hilery Bruns, four year old son of

Herbert Bruns)

Potato salad—mix cherries and vanilla ice cream. Add potato salad. Cold slaw pie with apples and cherries. (Bliss Burdett, four year old daughter of Mr. and Mrs. Tom Burdett)

Turkey—clean out, pepper, salt, put in oven and let cook. Put in at one o'clock and take out about 3:30. (Lona Kasub, five year old daughter of Mr. and Mrs. Vernon Kasub)

Brownies—mayonnaise on, put some chocolate on, flour more, mayonnaise; Crisco under all this—cook in oven 10 minutes, three degrees. (Brad Allred, five year old son of Mr. and Mrs. Lynton Allred)

Menu: turkey, mashed potatoes, red beans, ice cream on pumpkin pie. Cook turkey 13 minutes. (Janenne Wall, five years old)

Menu: turkey, hot pie, corn, pumpkin pie! Cook turkey as long as others. (David Winder, five year old son of Mr. and Mrs. John Winder)

Menu: turkey, soup, chicken. Cook turkey until 3:00. (Kandi Sparkman, five years old)

Menu: turkey, salad, pumpkin pie, vegetables. Cook turkey overnight. (Angela Streun, daughter of Mr. and Mrs. Gene Streun)

Menu: Chicken and dessert. Cook chicken 16 minutes; our oven cooks fast. (Todd Patzid)



Chairman At Work

Plans for the 1975 Miss Hereford Pageant were advanced as the steering committee met Monday afternoon. From left in this group are Mrs. J.W. Robinson, general chairman; Mrs. Glenn Watts, chairman of entries and Mrs. Ed Line, of sponsors. Present emphasis is on enrolling eligible entrants for Miss Hereford and Miss Teenage divisions for the Feb. 15 contest.

Pageant Plans Begun

Well started on arrangements for the 1975 Miss Hereford Pageant, members of the steering committee which direct the event for the Womens Division, Deaf Smith County Chamber of Commerce, met to hear reports and work out further plans Monday afternoon.

Mrs. J.W. Robinson, chairman, presided at the session in the Chamber board room.

Emphasis was placed on securing entries to compete for the titles of Miss Hereford and Miss Teenage Hereford, as the first step. Girls of High school age are to enter before school dismisses Dec. 20 for the Christmas vacation, while those attending college may enter during vacation, with Jan. 4 as the deadline.

Date of the pageant has been advanced this year, to Feb. 15 instead of the former spring

date, so entry deadlines were also advanced.

Mrs. Glenn Watts is entries chairman, and Mrs. Ed Line Chairman of matching entrants to the sponsoring business firms. Girls or their parents who wish more information about entry requirements are invited to contact Mrs. Watts, who may be reached by telephone at her home or at Community Center.

The pageant, which is being sponsored for the fourth year by the Womens Division, is conducted in conformance with rules of the national Miss America Pageant and the girl who wins the title of Miss Hereford will be sent to the annual Miss Texas Pageant at Fort Worth to compete for the state crown.

Age limits are those of the national event, 18 to 28 years for young women vying for Miss

Hereford designation, 16 to 18 for Miss Teenage Hereford aspirants.

Mrs. Terry Caviness and Mrs. Dwight McGee are pageant directors again this year. Mrs. Calvin Goodin, heading the decorations committee is working with its members on plans for the staging theme.

Mrs. Guy Warden, in charge of advertising, and Mrs. O.G. Nieman, of programs, are beginning their tasks and Mrs. John Bunch will soon have the ticket committee ready for theirs.

Mrs. Danny Martin is chairman of the welcome committee, Mrs. Harlan VanderZee of judges, Mrs. Robert Hickman of banners. Backstage managers for the pageant are Mrs. Eugene Hendon and Mrs. Kenneth Gooch.

Cesar Romero Makes Film on Nursing Homes

For the first time in its 25-year history the American Nursing Home Association has produced a movie and television and radio public service announcements.

The 13-minute color movie, narrated by Cesar Romero, honorary chairman; National Nursing Home Week, reviews the history of the nursing home profession and discusses the different levels of care provided by modern nursing homes.

The movie shows the impressive number of professionals and their helpers who are involved in delivering quality care in safe surroundings.

The film will be used on television as a public service and by ANHA member homes and state associations before civic and service club groups.

Organizations, regardless of membership size, who are interested in seeing the film may contact an ANHA member home in their community, their state association of nursing homes or write ANHA direct. Inquiries to ANHA should be addressed to the Public Relations

Department, 1200 15th St., N.W., Washington, D.C. 20005.

The film was produced by J.P. Productions, Hollywood, California. Technical advisors for ANHA were James J. Brennan, chairman, public relations and information committee and administrator Mary Lyon Nursing Home, Hampden, Mass., and Ms. Vern A. Woodlief, ANHA public relations staff.

Mr. Romero appears in six television public service announcements; two 10-second announcements, two 30-second and two 60-second announcements. One-half of the announcements are designed for use at brochure, Thinking About A Nursing

any time of the year. The remaining three are designed for use prior to or during National Nursing Home Week.

The six radio announcements were written for similar use.

At the close of the movie and in the television public service announcements, the public is invited to write for free copies of ANHA's new "Home?"

The brochure describes the different types of nursing care provided by nursing homes. It tells how to start looking for a home and lists 40 questions to ask when touring a home being considered for a loved one who is ill or elderly.

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown

Three more reasons why you'll want to Shop at Home!

- 1. Better roads and streets. 2. Better schools and churches. 3. Higher property values. 4. Better jobs. 5. Lower taxes. 6. Better selection of goods.

- 7. Better police protection. 8. Better fire protection. 9. Better emergency services.

By shopping at home, you help create a greater tax base for our community to draw from. And that means more money for more and better trained and equipped police and firemen. More money for our community means better and more modern emergency services. Part of every dollar you spend at home stays at home and eventually finds its way back to you. When you shop at home, you're doing yourself a favor.



KOLACHES

- 1/2 cup butter or shortening 1/4 cup sugar 1 tsp. salt 3/4 cup scalded milk 1/2 cup water 1 cake compressed yeast (or 1 package dry granular yeast dissolved as directed on package) 1 egg 4 cups sifted flour

Cool milk to lukewarm by adding water. Combine butter, sugar and salt with milk. Add yeast and mix well. Blend in egg. Gradually add sifted flour mix until blended. Roll out 1/4 inch thick on well-floured board; cut with 2 1/2 inch round cutter. Place on greased baking sheet. Let rise in warm place (80-85 degrees) until double in bulk, about 1 hour. Press indentation in center of each bun. Place pitted, cooked prune or peach dipped in nuts in each indentation. Bake in 350-degree oven 20 minutes.

- Topping 1/2 cup flour 2 Tbsp. or more melted or soft butter 2 Tbsp. sugar 1/2 tsp. cinnamon

Mix ingredients. Crumble on top of each bun.

Facts in brief...

The American Nursing Home Association is a non-profit organization representing both proprietary and non-proprietary nursing homes. Dedicated to improving health care of the convalescent and chronically ill of all ages, it is a member of, and supports the Long Term Care Council of the Joint Commission on Accreditation of Hospitals.

The average age of nursing home patients is 79 years according to the American Nursing Home Association. Seventy percent of the patients are women.

While nine percent of the national adult population has never married, 32 percent of people in nursing homes have never married according to the American Nursing Home Association.

Some 20 million Americans would be eligible for benefits under Chronicare according to the American Nursing Home Association. Chronicare is a national health insurance program which would cover people of all ages when they develop chronic long-term disabilities. Several Chronicare bills are currently

under consideration by the U.S. Congress.

Today there are more than one million individuals in long term care facilities. The American Nursing Home Association expects this figure to double by the year 2000.

Over 500 Watches to select from COWAN JEWELERS Downtown

SOMETHING TO BE THANKFUL FOR!

How fortunate we are to be living in a land that has been blessed with such great abundance for so many years. As each family gathers around the table this Thanksgiving Day, there'll be choruses of "oohs" and "aahs" over the beautiful turkey Mother has prepared and the bountiful spread before us. When you stop to think about it, we have a lot to be thankful for—let us express our gratitude.

JOHN ORSBORN BUICK-PONTIAC-GMC

142 N. Miles

364-0990

Courtesy of The HEREFORD BRAND



# Red Cross Relieves Famine, Disaster

Famine, often a silent and insidiously creeping disaster, has plagued mankind since the beginning of time. Repeatedly over the centuries, civilizations have fought and supposedly conquered the spectre of starvation, only to have it rise again and sweep catastrophically over wide sections of the globe, as it did in the Sahel belt of Central Africa in recent years, and since last summer in disaster prone Bangladesh on the Asian subcontinent.

Combating hunger, which in varying degrees affects an estimated 500 million of the earth's population every day, has by necessity become one of the major programs of many governments. The United States government especially has long been one of the largest contributors of food and technical assistance to needy nations of the world, and was responsible for calling the World Food Conference, which met in Rome this month in an effort to begin a coordinated global approach to the hunger problem.

While only governments have the vast resources necessary to help effectively in a situation of this kind, the world's national and international voluntary agencies, including the Red Cross, are usually in the thick of the fight to relieve suffering, both as adjuncts to and distribution channels for government relief programs, and through the use of their own funds and resources to supplement government aid at times when famine reaches disaster proportions.

During the past decade, the League of Red Cross Societies in Geneva, a participant in the World Food Conference, has issued worldwide appeals for famine victims in 18 countries, the most recent and largest being those for Africa and Bangladesh. Of all the many

faces of disaster, none is more horrible to look upon than starvation, Red Cross workers say. Absent in a famine are the howling fury of winds and tidal surges, the thundering boom of breaking rock strata deep in the earth, and the other preludes to natural disasters. They are replaced by silence—a silence broken only by an occasional whimper or cry, or the moan of a parent helpless to provide the food and protein needed to give his family the strength and will to live.

In Bangladesh, where flood-spawned famine has taken countless lives and left millions on the brink of starvation, the faces of children especially reflect the slow erosion of malnutrition. There is a misty, luminous look about their eyes, a translucent quality in the flesh and skin of their faces. Before the final, dulling stages of starvation, many have a dreamy, haunting beauty in their faces that is heart-breaking to behold. If help reaches them in time, as it does for many, they can be saved.

In the African nation of Niger, 5,500 children under the age of ten were rescued from death by starvation through a supplementary feeding program last summer. Many of the severely undernourished children had to be fed intravenously or by gastric tube until they became strong enough to eat. They were but a handful of the almost two million famine victims throughout Niger who were helped by a multi-agency relief program supported by the government, United Nations agencies, the World Health Organization, numerous national governments including the United States, CARE, CARITAS, the League and many of the world's Red Cross societies. In varying degrees, their story was repeated in the lives of many of the ten million famine victims across Africa.

Before it was broken by more ample rainfall last summer, Africa's drought, the worst of this century, moved with increasing intensity during the

past five years across the Sahel, a continent-spanning belt south of the Sahara Desert, including the nations of Mauritania, Senegal, Mali, Upper Volta, Niger, and Chad. Also affected were Ethiopia and parts of Nigeria and Southern Algeria where many of the nomad families fled to find food and water.

A little over two years ago the tragic story of the Sahel and Ethiopia began to make headlines and to invade the living rooms of the world in living color. Although help had been given earlier by other governments, the response to this media coverage was a global outpouring of aid. The United States government sent or committed food and other relief supplies and assistance valued at \$148,900,000 for Sahel countries and another \$18,000,000 in aid to Ethiopia. Help from other governments, the United Nations and numerous voluntary agencies increased the total of African famine relief to \$488,900,000 much of it still in progress, with most of the emphasis now on agriculture rehabilitation and training.

Included in these totals is \$10,500,000 in funds and relief supplies provided by the League and 44 Red Cross societies around the globe. The American Red Cross, along with many other societies, provided funds as well as disaster personnel to the League, which sent a small army of disaster, medical and nursing teams to help with the relief work of the Red Cross and Red Crescent societies in the affected nations. (For additional details and a country-by-country report on the African relief operation, see Mail PIB 55-74 dated August 1974.)

Bangladesh, formerly East Pakistan, always has been marginal in its ability to feed its teeming population. Located north of the Bay of Bengal in the globe-girdling Equatorial belt which spawns all hurricanes and typhoons, Bangladesh has always been a target for tropical storms and other

disasters. In 1971, before it had completely recovered from one of the worst cyclones in history, civil war disrupted the country and finally led to its severance from the national government in West Pakistan. Beginning in July of this year, the most massive flooding in memory inundated more than half the nation's territory.

The fall crop was wiped out and a reported 30 million persons were affected by the floods which still covered large areas of the country in late October. The government, with the aid of the Bangladesh Red Cross and other international relief agencies, began providing tents, blankets, clothing, medicines, milk and other food to the most needy victims. As the enormous extent of the disaster became apparent, a call for help went out to other governments, the United Nations, the League of Red Cross Societies and the international voluntary agencies. In the months intervening, the United States government has sent supplies, technical assistance, transport help and funds valued at \$48,086,965. Other governments, United Nations organizations, and the voluntary agencies increased the value of disaster relief help to a total of \$135,044,888.

The League issued a worldwide appeal to Red Cross societies for funds, supplies and experienced disaster specialists to help the Bangladesh Red Cross, which is assisting the government with the relief operation. Funds and supplies came from 40 national societies, along with nine disaster delegates who are helping to guide the second phase of the relief program, expected to continue throughout the rest of this year.

The Bangladesh Red Cross reports the relief effort is being operated out of 84 basic feeding centers, usually located in urban areas, and many sub-centers in communities throughout the flooded districts. Because of the enormity of the disaster situation, only the most needy victims can be helped,

Red Cross workers report. A carefully rationed monthly food allotment is given to these families. In addition, special milk stations are providing milk each day to over 50,000 children, and baby food, special diet supplements and formulas are being dispensed for infants in other centers.

The League of Red Cross Societies reports the present program is based on resources available or promised by October 1, but that even larger numbers of flood and famine victims can be helped if additional assistance—preferably donations of funds for purchases in Bangladesh and neighboring countries—are forthcoming. American Red Cross officials said persons wishing to help with these relief programs can do so by sending fund contributions to their local Red Cross chapters. Those intended for use in Bangladesh should be marked for Bangladesh Relief; those given for Sahel countries and Ethiopia should be marked for African Relief.

The abnormal summer weather responsible for the flooding in Bangladesh brought suffering and disaster to millions of others in central Asia, the Indian subcontinent, and the Philippine Islands, which were also destined to suffer the hammering blows of five devastating typhoons by early November. In Nepal, an estimated 150,000 persons lost their homes and crops when heavy monsoon rains in August sent the country's rivers surging out of their banks.

During the same month in Burma, Red Cross volunteers joined with government and other relief workers to help 1.5 million residents whose homes and farms were swept by flood waters in the Irrawaddy Delta. The Indian Red Cross society in late summer gave relief aid to the victims of a series of disasters: a cyclone which hit West Bengal, the victims of coast-to-coast flooding in the north and central parts of the country, and to a drought-stricken population of several millions in the nation's five southern states.

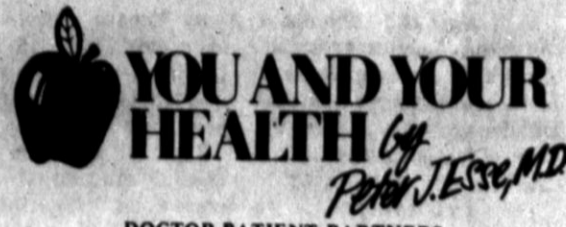
Islands since October 11. Red Cross headquarters in Manila reports that 110 persons were killed by the storms which destroyed or damaged 17,300 homes. The typhoons added to the suffering of many families affected by severe summer flooding.

Assistance continues for victims of Hurricane Fifi which made thousands of persons homeless in Honduras and Guatemala in September. American Red Cross help for storm victims now totals \$724,000 including \$358,000 in funds contributed through Red Cross chapters in this country and \$166,000 in donated and ARC purchased supplies. Three members of the five-man ARC disaster team are still on assignment in Honduras and Guatemala, where a recent volcanic eruption added to the misery of Hurricane Fifi's victims. Forty thousand pounds of veal from calves contributed by the National Farmers Organization in Wisconsin, Iowa, and Illinois are now being distributed to storm victims in Honduras. The American Red Cross sent a \$10,000 grant to the Guatemala Red Cross to help with its disaster relief program.

In the United States during the first two weeks in November, American Red Cross disaster volunteers and staff members were assisting the victims of late season tornadoes and floods in Oklahoma, Texas and Louisiana, while their associates at opposite ends of the nation in Puerto Rico and Alaska were giving shelter and other disaster aid to families made homeless by torrential tropical rains and the first winter storm on the upper Pacific coast.

Hundreds of flood and storm victims in the stricken communities received food, clothing, help with nursing and medical care, and individual family assistance. Red Cross shelters were open for several days in the disaster areas. National disaster specialists from the Eastern Area Headquarters in Alexandria, VA., flew to Puerto Rico and the Virgin Islands to assist with relief operations there, and similar assistance was sent from the Western Area Headquarters in San Francisco to help Fairbanks, Red Cross volunteers who were aiding storm victims in Nome and

other villages along Alaska's Seward Peninsula and Norton Sound. Workers from the Midwestern Area headquarters in St. Louis, the Southeastern Area headquarters in Atlanta, and the divisions involved aided in



## DOCTOR-PATIENT PARTNERS

Dear Dr. Esse: I don't have good relations with my doctor, I don't mean we argue. It's simply a feeling that I am nothing more than a number to him, he's so impersonal.

I have the same feeling as in a busy bakery store, where I take a number until called. There's always the expectation that he'll be more warm and understanding. But it's always the same story; I get "stale bread." — Mrs. L.

COMMENT: I understand how you feel. A good doctor-patient relationship is important for best results in the quest for health. Look upon yourself and your doctor as partners. He is the senior partner and you the junior.

He evaluates your health status and tells you what to do about it. You, in turn, have a job, too. As the junior partner you must make this important contribution: full cooperation. Without it, no matter how good your doctor, you are in danger of wrecking the relationship. Health bankruptcy may result.

Of course, your doctor has his responsibilities. He must keep up with the rapid advances in medicine and be able to diagnose and treat you with the most modern methods. He must answer your call when you are ill. He must be patient and understanding. (Especially in your case, Mrs. L.) He must be devoted to getting and keeping you well.

However, as I said, don't forget your own responsibilities. Don't procrastinate in seeking treatment. If you get to him late, he often has a hopeless task. The early curable growth becomes incurable cancer; the late diabetes becomes the reason for serious complications. Your responsibility is to get the early jump on disease.

Having gone to your doctor, it is also your job to cooperate fully. What good does it do to leave the bottle of medicine unopened on the medicine cabinet shelf?

Or to continue to overeat if he has warned you that your obesity is endangering your health? Or to be careless about overexertion after he has warned you your heart cannot take it like it used to.

I know it is not easy to conform to a new way of life. But when health is at stake, there really isn't any choice, is there?

Think of it as one partner saying to the other: "Let's do this for the good of the health job we've taken on together."

Remember this the next time you are in your doctor's office, Mrs. L. Have you been doing your job? Have you cooperated? Or are you still putting on weight, or smoking too much, or neglecting other advice? Perhaps this has turned him off in his "caring" for you. Some doctors become very upset when their "partners" don't take their advice.

One important way to prevent health bankruptcy is for each partner to really "care" for the other. If he is pulling one way and you are pulling the other, neither of you will be satisfied with results.

Perhaps it will make you feel better to know that we doctors don't really get any sadistic pleasure out of saying, "Don't do this and don't do that."

SHOP EARLY  
BE SMART  
COWAN JEWELERS  
Downtown

## THANKSGIVING GREETINGS

May this holiday be a time of Thanksgiving and peace for you and yours!

We appreciate your support throughout 1974 and look forward to serving you even better during 1975.

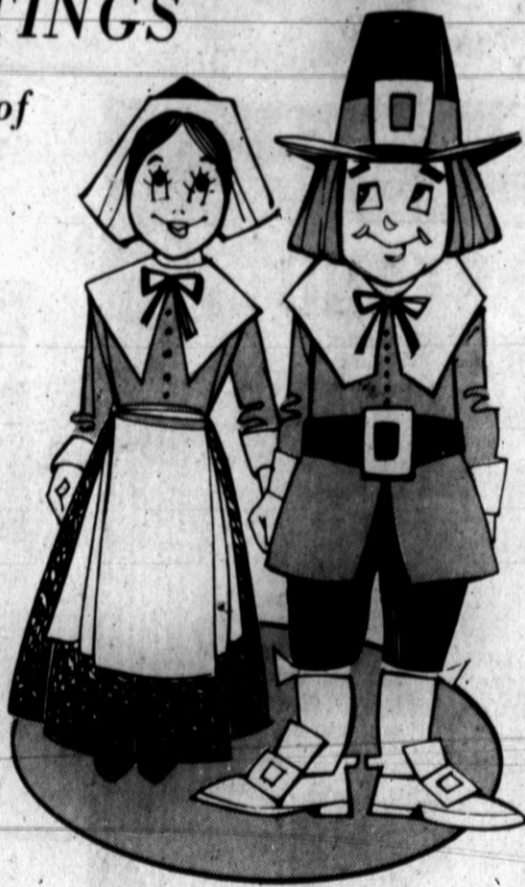
Ask any of our employees about the following new innovations which will benefit you in 1975:

- Dividends Compounded Daily
- Dividends Paid From Date Of Deposit To Date Of Withdrawal
- Accounts Insured To \$40,000 By FDIC
- Updated Computer System For Bookkeeping

## HI PLAINS SAVINGS

and Loan Association  
Hereford/Dimmitt

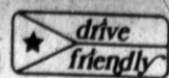
Effective December 2 We Will Close At 4:00 P.M. Daily



## Millions Of Turkeys Will Be Killed This Thanksgiving



## How Many Motorists?



Governor's Office of Traffic Safety



# Home, School Costs Spiral

BY LLOYD BENTSEN  
United States Senator

As of last month, five and a half million Americans were out of work as the unemployment rate soared to six per cent. And inflation continues to drive the value of the dollar down, at the rate of twelve cents a year.

The implications of a recession coupled with a staggering inflation have not all made themselves known yet. But, two areas in which the threat is clear and immediate are in the ability of middle-income Americans to own their own homes and send their children to college.

The homebuilding industry is in a depression, and the soaring costs of higher education are pricing middle-income families out of the market.

What do we do about it? I recently introduced legislation which would pump up to \$9 billion of sorely needed money into the nation's housing industry even as it helps some 15 million families save money for their children's education.

IT OFFERS immediate relief for the economically-stricken homebuilding industry. And, it provides long-term benefits for middle-income Americans seeking to meet their family's educational needs.

Its effects are far reaching. Basically, I am proposing a \$100 tax credit to a family that saves at least \$500 a year in a special educational savings plan for two children.

Between 1962 and 1972, the cost of tuition, room and board at public universities and colleges increased 58 per cent compared to a 30 per cent rise in the consumer price index. Similar costs at private institutions climbed 80 per cent and vocational education programs also became increasingly expensive.

Those who have suffered most from all this are middle-income families, those forgotten Americans who are neither very rich nor very poor, who cannot fully meet the high cost of tuition nor qualify to total scholarship assistance.

## Hereford In Higher Income Bracket

(Special to The Brand) How well are Deaf Smith County families managing in these days of high inflation? To what extent have their incomes been moving up to compensate for the rise in the cost of living?

For most local families, the wage and salary gains have been substantial. As a result, a greater proportion of them are now to be found in the middle and upper income brackets than ever before, according to a nationwide survey of income distribution. There has been a progressive shift upward.

The changes are detailed in a report released by the Standard Rate and Data Service, a marketing publication. It lists the percentage of local households in each income category.

The survey was designed to give a better picture of each community's earning picture and buying power than was afforded by its average income alone.

It shows whether there are a small number of families with high incomes balancing out a much larger number with small incomes, or whether earnings are well spread.

In Deaf Smith County, the figures show, both the level of earnings and the distribution are relatively good.

Locally, during the past year, the proportion of households with effective buying incomes of \$8,000 or over, after payment of their personal taxes, was 55.2 per cent.

It was a larger proportion than was reported for many sections of the country.

As to the various income groupings in the local area, the survey report shows that 21.7 per cent of the households have a net of \$5,000 to \$8,000 that 12.7 per cent have between \$8,000 and \$10,000, that 21.2 per cent are in the \$10,000 to \$15,000 bracket and that 21.3 per cent have incomes in excess of that. The remainder have \$5,000 or

By Treasury Department estimates, over 15 million families — 33 million students — would take advantage of my proposal.

Their money would go into special educational savings plans at institutions that invest at least 50 per cent of their holdings in the housing industry.

UNEMPLOYMENT for construction workers is over double the national rate, with more than 567,000 persons out of work. Housing starts are down from 2.5 million to 1 million over the last two years. Homebuilders are filing for bankruptcy. Carpenters, plumbers and cement finishers have turned to unemployment compensation.

The homebuilding industry, which has suffered seven recessions since World War II, is in a state of virtual depression today. My legislation would help assure it of a stable source of financing to prevent these recurrent periods of instability. It would mean as many as 300,000 new housing starts a year.

It would mean jobs for construction workers and a new lease on life for many contractors. But it would mean more than this. It would mean homes.

It would help end the housing shortage that is preventing a growing number of Americans from owning their own homes.

The Treasury estimates my proposal would mean a yearly tax loss to the government of \$1.7 billion. This loss, however, would be more than made up in other ways.

It would be made up through taxes on increased homebuilding wages and profits. It would be made up through decreased payments for unemployment compensation.

Incentives such as this, which work through our free enterprise system, are much less costly to taxpayers than direct government subsidies.

less left after taxes. Although incomes have been rising, year after year, they have not been advancing fast enough lately to match the increase in living costs. At the present rate, income gains will fall several percent behind price hikes by the end of 1974.

## Couple Tells 'Secret' of Long Marriage

The headlines in the June 4, 1902 newspaper could have read "President Roosevelt Solves Coal Strike" — "Miss Tremain and Mr. Perry Celebrate Nuptials."

Mr. and Mrs. Perry will celebrate their 72nd wedding anniversary in June at Milder Manor Nursing Home in Lincoln, Nebraska.

For their 71st anniversary, Mrs. Perry once again wore the silk wedding gown she wore for the first time almost three quarters of a century ago.

Victoria Tremain and Charles Perry met while attending Nebraska Wesleyan University. When Charles arrived for their first date, he was somewhat confused when Victoria, who had gone out to check the peanut crop on horseback, galloped past him returning to the house, to change to more appropriate attire, without saying a word.

Both Perrys have "the" secret for establishing such an enduring relationship. Mr. Perry's secret: "Mind your wife and you'll get along all right." Mrs. Perry's — "Neither of us tried to be boss."

Charles, who is 94, still gives Victoria, 93, a mischievous look every now and then. The twinkle in their eyes make it very clear that those 71 years have been very happy ones.

FOR GIFTS THAT ARE  
LASTING  
COWAN JEWELERS  
Downtown

**get MORE FOR your money**

**family centers**

PRICES EFFECTIVE THRU 11-30-74  
OPEN TIL 10:00 P.M.

**MONOPOLY GAME**

Deran Assorted  
**BOX CHOCOLATES**

2 lbs. **\$2.44**  
by Borden's

**Christmas CARDS**

21 Ct. 1 Design  
**97¢** Box

**Neri FOOTBALL**

Neri football is easier to pass and catch because it is easier to grip.  
**\$1.99** Each

**Sticks-to-Itself RIBBON**

5/8" x 38' - Colors  
**47¢** Ea.

**Golden "T" Cello TAPE**

1/2" x 1500' - Clear  
**27¢** Ea.

**4 or 5 Roll GIFT WRAP**

Choose 4-roll, 25 sq. ft. foil wrap or 5-roll, 50 sq. ft. paper wrap. 28" wide.  
**YOUR CHOICE 87¢** Pkg.

**GREETING CARDS**

40 Assorted general cards.  
**88¢** Box

**Jumbo GIFT WRAP**

Choose 25 sq. ft. foil or 80 sq. ft. paper wrap. 28" wide.  
**YOUR CHOICE 87¢** Each

**Kodak Instamatic 20 CAMERA OUTFIT**

Little camera, big pictures. Easy drop-in film loading. Dependable magicube flash. Complete with film, flash attachment and magicube.  
**\$26.88** Kit

**25 Stick-On CRYSTAL BOWS**

25 Bows in bag. 3-1/4" diagonal. Traditional and high colors. Perfect trimmings for your packages.  
**47¢** Bag

**SCOTCH PINE TREE**

The perfect Christmas tree that is easy to assemble and store. Beautiful flameproof plastic tree. Use year after year.  
71 Tips.  
**\$11.88** Each

**Christmas Tree STAND**

A strong sturdy stand painted in holiday colors of red with green legs. Consists of a 1-1/2-pint water capacity, 20" leg span and 3-1/8" ring opening.  
**99¢** Each

**Strung Gift TAGS**

24 Ct. Assorted  
**29¢** Pkg.

**Strung Gift TAGS**

43 Ct. Assorted  
**37¢** Pkg.

**Silver ICICLES**

800 strands. Flame resistant.  
**37¢** Pkg.

**SPRAY SNOW**

Snow for natural or artificial trees. 13 Oz. Net. Wt.  
**54¢** Ea.

**35-LIGHT CACTUS SET**

Reflectors, double flash.  
**\$1.47** Set

**OUTSIDE LIGHT SET**

25 Size C 9-1/2" Outdoor decorative lights.  
**\$3.66** Set

**Ladie's SHAVER**

#7877  
**\$7.77** Ea.

**Men's Norelco SHAVER**

TRIPLE HEADER #V1P40  
Adjustable heads for closeness. Self-sharpening rotary blades. With trimmer.  
**\$31.77** Ea.

**EMERAUDE COLOGNE**

by Coty 8-Oz.  
**\$3.00**

**PURRR**

The Power detangler Hair Dryer by Gillette  
Reg. \$16.49  
**\$14.86**

**BRUT'S**

The Splash on your face by Fabergé 7-Oz.  
**\$2.37**

**Cascade DETERGENT**

for Automatic dish washers  
35-Oz.  
**97¢**

**LIQUID-PLUMR**

Drain Opener, Unclogs Drains, Fast. Safe for pipes and disposals  
64-Oz.  
Reg. \$1.59  
**\$1.27**

**Ultra Ban 5000**

Anti-Perspirant with Antibacterial deodorant action.  
5-Oz.  
Reg. \$1.11  
**96¢**

**Flag & Sail AFTER SHAVE**

Admiral 4-Oz.  
**\$1.00**

**Shop TG&Y For The Best Bargains Around!**

**SHOE POLISH KIT**

Black, Brown, Neutral  
1 5/8 Oz. **69¢**

**BAND-AID**

Plastic Strips  
Value Pack 70 Bandages  
by Johnson & Johnson  
Reg. 87¢ **66¢**

**BATH FRAGRANCE**

Proclaim Foaming Bath  
Bath Fragrance by Colgate  
Satin Pink, Floral, Sea Green 18-Oz. Oriental, Warm Blue Continental **\$1.99**



# CLOSEOUT ON FALL FABRIC

FABRIC WAS \$1.10 \$1.25 \$1.27 \$1.47  
**NOW 97¢**

FABRIC WAS \$1.00 to \$1.00  
**NOW \$1.47**

FABRIC WAS \$2.25 & \$2.25  
**NOW \$1.97**

FABRIC WAS \$2.75 & \$2.75  
**NOW \$2.47**



**MONKEY!**

**SUPER DISCOUNTS**

**Kiwi SHOE POLISH KIT**  
 Black, Brown, Neutral  
 1/8 Oz. **69¢**

**BAND-AID**  
 Plastic Strips  
 70 Bandages  
 Johnson & Johnson

**66¢ BATH FRAGRANCE**  
 Claim Foaming Beauty  
 Fragrance by Color  
 Pink, Floral, Green  
 18-Oz. **\$1.09**

**Anti-Perspirant**  
 With Antibacterial  
 Deodorant action  
 5-Oz. **96¢**

**Flag & Sail AFTER SHAVE**  
 Admiral 4-Oz. **\$1.00**

**EAU DE COLOGNE**  
 by Coty  
 8-Oz. **\$3.00**

**PURRR**  
 Lower detangler  
 Dryer by Gillette  
 Reg. \$1.64  
**\$1.46**

**BRUT**  
 Splash on foam  
 by Faberge  
 7-Oz. **\$2.37**

**Cascade THERGENT**  
 for Automatic  
 Dish washers  
**97¢**

**WID-PLUMR**  
 Opener, Unlogs  
 Fast, Safe for  
 and disposals  
**\$1.27**



100% Cotton, Long Sleeve  
**JR. KNIT TOP**  
 pull over, Fall Colors  
 with asst. printed  
 designs and rick rack

Reg. \$5.00  
**\$4.44**



Men's Long Sleeve  
**DRESS SHIRT**

65% Polyester,  
 35% Cotton  
 Asst. Colors  
 Sizes 14 1/2-16 1/2

Reg. \$5.00  
**\$4.66**

**JR SWEATER**  
 50% Polyester, 50% Acrylic  
 Pull over style, Colors Cork,  
 Yellow, Orange & Navy

Reg. \$6.00  
**\$4.44**



Ladies'  
**BLOUSE**

Polyester & Cotton Blends,  
 both long and short  
 sleeves  
 Asst. Fall Colors  
 Sizes 32-38

Reg. \$5.00

**\$3.44**



Boy's Long Sleeve  
**FLANNEL SHIRT**

100% Cotton,  
 Perma Press  
 Asst. Colors

Reg. \$3.00  
**\$3.44**



**JR. KNIT TOP**

100% Nylon,  
 Asst. Fall Colors,  
 Styles may vary  
 slightly  
 Sizes S-M-L

Reg. \$3.00  
**\$2.44**



Ladies'

**BLOUSE**

Polyester & Cotton Blends,  
 both long and short  
 sleeves  
 Asst. Fall Colors  
 Sizes 32-38

Reg. \$5.00

**\$3.44**



Juvenile Boy's Long Sleeve  
**DRESS SHIRT**

65% Polyester,  
 35% Cotton  
 Asst. Prints & Solids  
 Sizes 4-7

Reg. \$3.00  
**\$3.44**



Men's Long Sleeve  
**DRESS SHIRT**

100% Polyester  
 Colors, Brown,  
 Blue, Beige &  
 Burgundy

Reg. \$6.00  
**\$4.88**

**JR. KNIT TOP**

100% Nylon  
 Styles may vary,  
 Asst. Fall Colors  
 Sizes S-M-L

Reg. \$5.00  
**\$3.66**

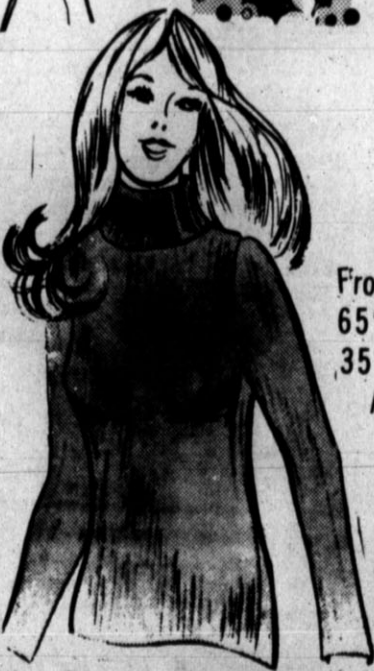


Jr. Turtleneck  
**SWEATER**

100% Acrylic  
 Rib Knit Body,  
 Colors White,  
 Navy, Brown,  
 Burgundy, Black  
 & Green

Sizes 34-40

Reg. \$5.00  
**\$4.44**



Ladies'  
**BLOUSE**

Front wrap Tie  
 65% Polyester,  
 35% Cotton  
 Asst. Fall Colors  
 Sizes 34-38

Reg. \$5.00  
**\$4.44**



Men's Turtleneck  
**SWEATER**

100% Acrylic,  
 Asst. Colors Navy, Dark  
 Brown, White & Beige  
 Sizes S-M-L-XL

Reg. \$7.00  
**\$6.44**



Ladies' **JAC SHIRT & BLAZER**

Both 100% Polyester, Jac Shirt comes  
 in Asst. Plaid Colors, Sizes 10-18  
 Blazer comes in Blue/Off-White or  
 Berry/Off-White Checks Sizes 10-18  
 Reg. \$19.88

**\$14.88**



Infant  
**CRAWLERS**

100% Cotton, Asst. Styles  
 and Colors  
 Sizes 9-24 Mo.

Reg. \$2.00  
**\$1.88**



Ladies'  
**PANT TOP**

100% Polyester  
 long sleeves,  
 Asst. Fall Colors  
 Sizes S-M-L

Reg. \$7.00  
**\$4.44**



## THE SCIENTISTS TELL ME...

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

### Bacon Buyers Selection Aid

When you buy bacon, do you get what you want or is it often a "surprise"?

Consumer preference studies made to find out what kind of bacon Texas buyers really want turned up some interesting facts, say Experiment Station researchers. One of these was the discovery that many buyers are unaware of a relatively new regulation in bacon packaging that is designed to help consumers.

Federal Meat Inspection Regulations now require that the transparent opening in a bacon package show 70% of a representative slice of bacon. This change was brought about by consumer complaints of being unable to tell what bacon was really like before it was bought.

But some buyers don't know that on many packages the window that complies with this law is on the back of this package. So whether you like your bacon fatty or lean, doublecheck for the window that shows 70% of a representative slice.

Station marketing research that uncovered this interesting observation was being done to find out the amount of muscle, and the distribution of muscle and fat, that buyers want in bacon.

"Bacon is considered by many to be a specialty product, and many buyers prefer bacon that is not overly lean," says one of the Station researchers, Dr. Gary Smith, a meat

specialist. "While it is well known that this specialty product has a low lean-to-fat ratio, it is bought because of its desirability as a breakfast item, and because of its unique characteristics."

"Buyers recognize and accept that even the best of our bacon is still an extremely fatty cut. Bacon brings a premium price largely as a result of the ingenuity of pork processors in manufacturing an extremely palatable product and because of the expertise of marketing specialists in creating a very favorable image for the cooked product."

"With bacon prices of \$0.89 to \$1.09 per pound, the muscle costs at the rate of \$1.48 per pound in very lean bacon but \$3.89 per pound in very fat bacon."

"When buyers were asked to list factors they considered in buying bacon, 86.8% of them listed lean-to-fat ratio. This, and at least three other factors they mention (color of lean, of fat, or both; width of slices; and distribution of lean and fat) are visible to consumers through the transparent windows which comply with the revised packaging regulations."

"Since price was way down the list of what buyers consider, it's obvious that bacon with less than 30% muscle will be increasingly discriminated against. The careful shopper is now able to get the type bacon her family prefers," concluded Smith.

## Dear Debbie

Letters to DEBORAH WHITE



Dear Debbie:

Obviously, what I'm going to say is going to sound like I'm trying to make myself look innocent - which is the way my wife sizes things up: That I'm guilty and am trying to make myself "look good." Actually, I can't blame her. Putting myself in her shoes I'd be suspicious, too. Here's what's going on: A new secretary in my office (not mine personally) has attached herself to me to the point where she calls me at home to discuss her personal problems. All right, I was considerate and listened to her one time in the office and offered advice - she does seem to be emotionally distressed - and now she is making my life miserable. If I speak to her boss she might be fired and she's a kid with enough problems already. I would like to help her - and I have no ulterior motives - but not at the expense of my own happiness.

Man In The Middle

Dear Middle Man:

Probably the young lady in question is suffering from emotional problems. If she's not in reality enough to know her calling you at home might upset your wife, then she needs real help. The next time she calls tell her she should seek professional help, and that your advice might be more harmful than beneficial.

Dear Debbie:

Throughout our whole childhood my older sister captured most of the attention. When company came she played the piano and charmed them with cute stories. I spent most of the time reading and being her "straight man." Now she's 20 years old (I'm 18), and sometimes two months will go by for her between dates, while I get a call almost every night and sometimes two. The result is that she has a sarcastic remark for me at every turn I make. I feel sorry for her, but I'm not sure how much longer I can stand her verbal abuse.

Little Sister

Dear Sis:

Don't stand for it a minute longer than you feel you can. It sounds like you've earned a right to give her a verbal lashing, but unfortunately, that wouldn't do much for your relationship. Why not invite your sister to a movie some night and then stop off for coffee (your treat) and have a heart-to-heart talk. You both might profit from getting to know one another better.

**PERSONAL TO EDDIE:** A woman's tears have been known to generate more energy than a power plant. Don't fall for it.

If you have a problem, sometimes it helps to air it. Write to me in care of this newspaper. Personal replies aren't always possible, but I'll answer the letters of widest interest in this column.

**SHOP EARLY  
 BE SMART  
 COWAN JEWELERS  
 Downtown**

**SOVIETS TEST WARHEADS.**  
 The Soviet Union fired multiple warheads in its intercontinental missile test recently according to the Defense Department.



# SELL IT FAST! BUY IT RIGHT! USE WANTADS!

## Phone 364-2030

**CLASSIFIED ADVERTISING RATES**

Readers Ads (Minimum 10 words) 1st insertion per word 10c  
Additional insertions, when paid in advance: per word 8c  
Classified Display (8 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch \$2.00  
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 \$1.54  
Deadline for Classified Advertising in the SUNDAY BRAND, 5 p.m. Friday  
Deadline for Classified Advertising in the HEREFORD BRAND, 5 p.m. Tuesday

### 1. FOR SALE

**Miscellaneous**

**FIRE WOOD**  
PINON - OAK  
Seasoned  
Bud Sparks — 364-1264  
Dean Herring — 364-2203  
B-1-13-tfc

For Sale: Like new 1972 Chemetro portable 200 amp arc welder on excellent two wheel trailer which includes cutting torch. Call 364-2947.  
B-1-22-45-tfc

**CARPET**  
We have moved to  
310 North 25 Mile Avenue  
C & W CARPET  
364-3448  
B-1-14-tfc

For Sale: New 1/2 h.p. compressor, \$120.00. Like new General Electric Dishwasher, harvest gold, \$150.00. Call 276-5802.  
B-1-17-20-tfc

**"THE SADDLE HOUSE"**  
COMPLETE Riding Equipment  
New & Used Saddles  
HIGGINS & SOUTH TEXAS ST.  
PHONE 364-3583  
B-1-1-5-tfc

**WE BUY AND SELL USED FURNITURE**  
BARRICK FURNITURE  
WEST HWY 60  
PHONE 364-3552  
B-1-37-tfc

**WE HAVE MOVED!**  
TO  
KNOWLES AUCTION BARN  
ON MISSION ROAD  
We have a full line of new & used furniture and appliances at bargain prices.  
Open for business  
6 days a week  
8:00 a.m. to 8:00 p.m.  
BIG JIM'S FURNITURE  
Phone 364-1873  
B-1-31-tfc

For Sale: Simmental Hereford cross bull calves. Call 276-5605.  
B-1-10-21-tfc

For Sale: Good alfalfa hay, \$65.00 per ton. Phone 364-1596 after 7 p.m.  
B-1-12-21-3c

### FOR SALE

1-21" Color Console TV  
1-19" B&W Portable  
WE MAKE HOUSE CALLS  
Repairs on all makes & models, color, B&W and radios.  
TOWER TV  
248 Northwest Drive  
Phone 364-4740  
B-1-25-tfc

FOR SALE: Sewing unit with machine that zig-zags and buttonholes. Call 364-2520.  
B-1-15-47-tfc

Steel belt radial at reduced prices. Hurry while supply last. 50-HR78-15 and 50-GR78-15. Firestone. Call 364-4333.  
B-1-17-45-tfc

For Sale: Baling wire, \$33.50 per roll. 16 ft. well casing, 1/4 wall, new \$12.50. Farwell Pipe & Iron, Farwell, Texas Phone 481-3287.  
B-1-21-46-tfc

**LEFT IN REPAIR**  
We have several unclaimed stereos left in our repair shop that must be sold. For example — an electronic component with 8 track tape player, deluxe turntable and two speakers. Only \$98.00 or \$10.00 monthly at:

**MARTINS SOUND CENTER**  
Corner of Georgia & I-40  
Amarillo, Texas  
B-1-45-tfc

**VICTORIA HOUSE OF ANTIQUES**  
Antiques and gifts.  
New shipment of cut glass  
For appointment:  
Call 364-5636  
B-1-46-tfc

For Sale: 3 year old female St. Bernard, beautifully marked. Phone 364-2560.  
B-1-11-20-4c

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress - Chantilly lace bodice, long train, hair piece. Call 364-1238.  
B-1-22-21-tfc

Baled milo stubble. \$32.50 ton. Phone 357-2344.  
B-1-10-21-tfc

New G.E. TV's—Special prices: 10" color portables, \$199.95 25" color consoles, \$499.95 with trade.  
B-1-22-21-tfc

**TAYLOR FURNITURE & APPLIANCE**  
603 Park Avenue  
B-1-22-21-tfc

For Sale: Two registered blood hound pups. 276-5239.  
B-1-10-21-2c

**FREIGHT DAMAGED**  
New 1975 model stereos damaged in shipment. Electronic console models with 8 track tape recorder, AM-FM stereo radio, 4 speed record changer and 10 speaker system. List price \$369.95, now only \$185.00 or \$10.00 monthly at:

**MARTINS SOUND CENTER**  
Corner of Georgia & I-40  
Amarillo, Texas  
B-1-45-tfc

"Steam clean" your carpets the professional way. Do it yourself and save money. The Trexax Hydro-Mist System cleans even ground-in dirt. No shampoo residue. Leaves carpets soft and fluffy. Rent the Trexax Hydro-Mist System at

**Sherwin-Williams**  
Sugarland Mall  
364-4484  
T-1-42-7c

### MADAM ANN PALM READER & ADVISER

Advice in all affairs of life, love marriage, and business. There is no problem so great that she is unable to solve.  
See "Madam Ann" today and get rid of your problems tomorrow.  
OPEN 8 a.m. - 10 p.m.  
Daily and Sunday  
2401 East 5th Street  
Plainview, Texas  
Phone 806-293-7368  
Look for the "Palm" sign in front of her home.  
B-1-20-4p

**NEW - NATIONAL CASH REGISTER**  
Model 24-152. Used only 9 months, non-itemizing, four total, slip printing sales, 5-digit money keys with 7 identifying sales keys and 4 department totals.  
PHONE 806-364-1932  
B-1-20-4c

IF carpets look dull and drear, remove the spots as they appear with Blue Lustr. Rent electric shampooer \$1.  
Hereford Hardware  
B-1-22-21-2c

For Sale: Motorcycle trailer, 15" wheels, 2" ball hitch, good tires. \$75.00. Call 364-6266.  
B-1-14-8-2p

For Sale: 70 yds carpet. Good condition. \$2.00 yd with pad. Phone 364-2284.  
B-1-48-2p

Lecithin! Vinegar! B6! Kelp! now all four in one capsule, ask for VB6f.  
Harold Close Drugs  
T-1-48-2p

**TAKE up payments on repossessed Kirby. 226 Main. Phone 364-4051.**  
B-1-11-48-4c

**PILE is soft and lofty... colors retain brilliance in carpets cleaned with Blue Lustr. Rent electric shampooer \$1.**  
Duckwalls, Sugarland Mall  
B-1-22-48-2c

For Sale: Avocado green 30" gas range. Automatic pilot, self-cleaning oven. 2 years old. Call 364-5380.  
B-1-17-48-tfc

**FOR SALE: Couch in good condition. 603 Star Street. Phone 364-2403.**  
B-1-15-47-2c

For Sale: 14x70 mobile home, 2 bedrooms, 2 baths, unfurnished. Call 276-5865 after 5 p.m.  
B-1-14-48-2c

**FOR SALE**  
New wood panelings just arrived - many pattern colors to choose from - \$3.95 per sheet and up.  
ROCKWELL BROS & CO.  
104 So. Main, Hereford  
Phone 364-0033  
B-1-48-tfc

For Sale: 195 bu. Caprock seed wheat. Clean, double treated and bagged. Call 364-4327 nights, or see at Scott Seed Company.  
B-1-21-48-tfc

For Sale: 2 year old registered gelding. Phone 364-3583.  
B-1-10-48-2c

**BIG GARAGE SALE. Thursday, Friday, Saturday and Sunday. 146 Nucess.**  
B-1-10-48-1c

**FOR SALE**  
New ski coats, wool plaid jackets.  
Western and Wellington boots and lace type.  
New & used western and work shoes and boots for boys and men, also new and used better wear work and dress for entire family.  
THE NEW AND USED STORE  
1221 East First  
or Hwy. 60  
B-1-48-2c

For sale or rent. 1971 12x64 United Mobile Home. 2 bedrooms, 1 1/2 bath, furnished or unfurnished. 1 1/2 blocks to new school and shopping center. Call 364-0863 after 7 p.m.  
B-1-28-48-tfc

For Sale: formal beige divan; washing machine. Phone 276-5605.  
B-1-10-48-tfc

MAYTAG Washers, Dryers & Dishwashers.  
Congratulations!!!!!!  
Proud MAYTAG Owners!  
These fine folks are your neighbors who are enjoying MAYTAG... the one to buy in the first place.  
CRIST APPLIANCE  
112 Miles Ave.  
364-6285  
B-1-48-3c

### CROSSWORD PUZZLE

**ACROSS**

1. Turn aside  
6. Hauling boats  
12. Select class  
13. Army officer  
M. Zones  
15. Scurred  
16. Greek letter  
17. Just medium (Abbr.)  
18. Rose perfume  
20. Baby chick cry  
21. Tatter  
23. Matched group  
24. Tender spots  
25. Restrain  
27. Hot wine beverage  
29. Noteworthy happening  
31. Places like paradise  
34. Social class  
36. Ross and Bering, etc.  
38. Small flat cake

**DOWN**

1. Stops, legally  
2. Raise  
3. Sesame  
4. Feminine name  
5. Takes a break  
6. Endure  
7. Dancer  
Miller  
8. Scale note  
9. Garson, actress  
10. Devoured

11. Hits  
13. Rasp  
18. Camping gear  
20. Seems to be  
22. State VIP (Abbr.)  
24. What a cow chews  
26. 8 quart measures  
28. Gender and gosing  
30. Negative vote  
32. Bird's beak  
33. More impudent  
35. Gentled  
37. Range animals  
38. Having misfortunes  
39. Papal veil  
40. At the peak  
42. Bend the knees  
45. War god  
48. Mock  
51. British school (Abbr.)  
53. Hebrew letter

1	2	3	4	5	6	7	8	9	10	11
12					13					
14					15					
17		18		19			20			
21	22	23		24						
25		26		27		28		29	30	31
		34		35		36		37		
38	39	40		41		42		43		
44				45				46		47
48				49				50		51
52				53				54		55
56								56		

### FOR THE BEST BUY IN

Pre-owned and personally selected cars  
Contact  
**COMBS USED CARS**  
F.D. "Chick" Holbert (Owner)  
1503 Park Avenue  
Hereford, Texas 79045  
Office Ph. 364-1310  
Home Ph. 364-1797  
Bank Rate Financing Available  
B-3-13-tfc

1968 IHC F-1800 series. Twin screw. Excellent condition. 1973 F-250 Ford, LWB. Power steering, 4 speed 390 engine. 364-0951.  
B-3-19-47-tfc

1971 Dodge Polara. Steel belted radial tires. 32,000 miles. Excellent condition. Call 364-4342 after 4 p.m.  
B-3-15-21-tfc

1963 GMC, V-8, 1 ton, flatbed with 1967 250 AMP welder. Good shape and ready to go. Must sell, together or separate. Call 267-2183, Vega.  
B-3-18-47-8c

1974 Ford 390, V-8 four speed, 1 ton welding truck with 200 AMP Lincoln Welder. 6,000 miles. Nice rig. Call 267-2183, Vega.  
B-3-47-8c

For Sale: 1969 Chev. tandem truck. See at 100 North Cherokee Drive. Call 364-2948.  
B-3-15-47-4c

For Sale: 1973 Buick LeSabre. 37,000 actual miles, radial tires. Can be seen at 1209 Grand. 364-3744 or 364-0160.  
B-3-19-21-tfc

For Sale: 1965 Pontiac Catalina, 4 dr. Good air conditioner, heater and radio. Fair condition, excellent motor. 364-5610.  
B-3-18-21-tfc

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

For Sale: 1970 Dodge Crew Cab. 3/4 ton, SWB, \$1395.00. Call 276-5802.  
B-3-12-20-tfc

1971 La Sabre, loaded.  
McGee Furniture  
B-3-10-48-tfc

For Sale: 1973 Ford Courier Pickup. Call 364-4243.  
B-3-10-48-3c

For Sale: 1972 Granville Pontiac. Fully loaded. \$400.00 and take up payments. See Bobby Walker or call 364-6599.  
B-3-18-48-1p

1969 Mercury Marquis for sale. Very clean, good motor, new tires. Phone 364-2546.  
B-3-12-48-2c

**FOR SALE**  
'66 Chevy Pickup with 68 model 307 motor, automatic, completely overhauled.  
1966 Impala SS, 2 dr. ht, has hi-rise manifold, 780 Holly Carb, 4 speed with 327 motor.  
1968 Chevelle, 2 dr. ht, with 396 motor, standard transmission.  
396 Hi-performance motor, Holly hi-rise manifold, Holly carb. 375 cam.  
1967 Chevy Pickup, LWB.  
PHONE 364-2044 after 5 p.m.  
B-3-48-2c

For Sale: 1971 Lincoln. All power, clean, good tires. Call 364-3271 or 364-0171 after 5:30.  
B-3-15-48-tfc

For Sale: '64 Chevy 11. Like new tires. Call Friday or Saturday 364-4051.  
B-3-13-48-1c

**4. REAL ESTATE**  
For Sale Or Trade

**FOR SALE**  
1500 Acres new farm land, shallow irrigation water, 2,000 plus gallons per minute at 40 ft. All in Buffel and Klein Grass. Excellent hunting. \$375.00 per acre.  
CALL  
512-866-2444 or  
512-896-3264  
B-4-19-10c

### HEREFORD HARDWARE FOR SALE.

Owner has other business interests.  
Phone 364-4042.  
B-4-18-tfc

**EXCLUSIVE LISTING**  
On this 3 bedroom brick home, sharp inside and out, has lots of rose bushes and fenced back yard. Priced \$19,750.00 has existing loan.

**DOUBLE SHARP**  
This 3 bedroom, 1 1/2 bath, new paint, carpet, double garage, fenced yard. Buy Equity and assume loan. Priced \$23,500.

**CLOSE TO SCHOOL AND HOSPITAL**  
3 bedroom home, single car garage, nice yard front and back, fenced, also good neighborhood. Has a small loan at 5 1/4 interest. Priced \$15,500. Owner will carry some second loan. Call for details.

**CLOSE TO GROCERY STORE AND SCHOOL**  
3 bedroom, 1 bath with new paint and carpet, also has fenced back yard with storm shelter. Has existing loan with payments of \$165. Priced \$16,500.

**OWNER ANXIOUS**  
to sell this duplex, 1 bedroom-kitchen and living room on both sides. Furnished with double garage and car port. \$1,500. down and \$125. per month. Rented now for \$230. per month. Priced \$14,000.

**LOOK \$49,000. DOWN**  
Will buy this 1/2 section with nice brick home and machinery barn. 3 wells with tail pit. You need to see this place. Priced \$550. per acre. Good terms on balance.

**FARMER WANTING TO LEAVE**  
Says sell this 1/2 section for \$300 per acre. Has 3 bedroom home with 5 small wells, land lays real good. Call for terms.

**1/2 SECTION ON PAVING**  
With 3 bedroom home and some corrals, has some small wells. Has wheat on land ready to graze. Wheat goes with sale. Priced \$325. per acre. Call for details.

**HAMBY REAL ESTATE**  
1/2 Mile South of Underpass on Hwy 385  
OFFICE — 364-3566  
Calvin Edwards — 364-1017  
Gerald Hamby — 364-1534  
J.M. Hamby — 364-2553  
EQUAL HOUSING OPPORTUNITY  
B-4-16-tfc

I have Farm and Ranch Buyers, I need your listings.  
J.M. HAMBY  
REAL ESTATE  
Phone 364-3566  
Res. 364-2553  
B-4-20-tfc

**New Listing!** 4 BR. Brick. 2 Baths. Assume 7% Loan with \$135 Per Month Payments Less Than \$7,000 Equity. 1400 Sq. Ft. Plus Garage - \$21,500.  
Extra nice 2 bedroom home, Avenue C. \$15,000.  
Large 3 bedroom home - Irving St. \$159.50 - assume FHA or VA.  
Beautiful 3 bedroom, 2 bath. Stanton St. Assume loan.  
1700 sq. ft. 3 bedroom, 2 bath brick. Only 10 years old. \$23,000 with massive living and dining area. Vicinity Tierra Blanca.  
If you need room - take a look at this two story home, well worth the asking price of \$12,000.  
Nice 3 bedroom home with one acre-no restrictions, \$17,500. close in.  
CARTHEL REAL ESTATE  
206 North 25 Mile Avenue  
Henry Reid — 364-5344  
Al Wiley — 364-4985  
Wayne Carthel — 364-0944  
B-4-42-tfc

560 Acres irrigated farm for sale or lease in Tatum Area. Ten wells, house, corrals, sprinkler system, 3 5/8 miles concrete pipe. Call  
Don Bradford  
512-474-1192  
B-4-21-2c

### HOUSE FOR SALE

3 bedroom brick, 1 1/2 bath, all modern conveniences. 1768 P. floor space, immediate possession. Loan available.  
CALL 364-3166  
B-4-21-3p

**FOR SALE BY OWNER**  
640 Acres of good level land, southeast of Dalhart. Best water. Three 8" wells, return system, also 2 miles underground tile.  
Phone 364-2510  
B-4-48-tfc

**5. FOR RENT**

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

For Rent: 3 chair barber shop, 136 Main. Equipped and ready to go. Call Ramon Casares, 364-3287.  
B-5-16-43-tfc

Storage for rent. Phone 364-1483 or 364-3937.  
B-5-10-50-tfc

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

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

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

**BLUE WATER GARDENS**  
612 Irving  
364-6661  
UTILITIES FURNISHED DEPOSIT REQUIRED

2, 3 & 4 bedrooms, stove, refrigerator, garbage disposal, central heat and air conditioner.  
B-5-20-tfc

**FARM FOR RENT**  
Choice irrigated section. Fully developed, Hereford area. Past high yields in sugar beets, corn and wheat. Fine house & barns. Consider selling.  
Write: P.O. Box AR-673, Hereford, Texas 79045  
B-5-21-9c

Two bedroom house for rent in Dawn, \$80.00, bills paid. Call 364-4979.  
B-5-12-48-tfc

### 6. WANTED

**WANT TO BUY:**  
Old gold, rings, watches, old class rings, etc.  
Spangler's Diamonds  
Sugarland Mall  
Phone 364-0070  
B-6-48-tfc

**WANTED:** To buy coins. Double your money on all 1964 and earlier silver coins; 1959 and earlier pennies. Call 364-2559. 241 Centre.  
B-6-22-31-tfc

**WANTED - CUSTOM FARMING.** Contact Don Howard at Howards Custom Farming, 578-4361 or 364-0165.  
B-6-13-6-tfc

**WANTED:** Wheat and beet pasture. Ellis Lemons, 364-3117.  
B-6-10-20-tfc

**WANTED:** Custom farming. Nelson Hall, 276-5502.  
B-6-10-44-tfc

**Want to lease 20 to 80 acres of land for vegetables.** Write Box 405, Hereford or call 364-1233 after 6 p.m.  
B-6-20-21-4c

**Need wheat pasture for 1000 calves and 500 cows.** Phone 806-763-4868. J.C. Mills, Abernathy, Texas.  
B-6-14-48-2c

**Want to buy - used trampoline.** Call 276-5606.  
B-6-10-48-tfc

**Would like to cash lease small or large acreage land with good water in Hereford area.** Phone 364-5438.  
B-6-17-48-2c

**STATED MEETING**  
SECOND MONDAY  
7:30 P.M.  
Thursday  
DEGREE WORK  
L.J. Clark W.M.  
W.A. Phipps Sec.  
Hereford Rotary Club  
meets every Monday at 12:05  
Civic Club Center (Jim Hill)  
Lions Club meets each Wednesday, 12 Noon  
Civic Club Center (Jim Hill)

**CRIST APPLIANCE**  
112 Miles Ave.  
364-6285  
B-1-48-3c







# CHRISTMAS GIFTING

## at HAROLD CLOSE DRUG in Sugarland Mall

From Stocking Stuffers to that very special Gift selection for the people in your life. . . . .

MAGNIFICENT Imported REVOLVING MUSIC BOXES



"If I were a Rich Man"



"LOVE STORY" Theme Song



"School Days . . . School Days"

### They're Delightful!

It plays "Raindrops keep falling on my head"



Reg. \$6.95 **\$4.99**

Choice Very Special Boxed

Raindrops, Love Story, School Days or the unforgettable music of "If I were a rich man" from Fiddler on the Roof, captured in these handsome figurines, revolving as the music plays. Skillfully created and beautifully hand painted. Wind-up music box concealed beneath the base. Overall 6 1/2 to 7 1/2" tall. Save now on several for Christmas giving.

### MEASURING CUPS and SPOONS

With Hanging Loop & Tabs

Reg. \$1.19 **SALE 89c**

### Instant IMMERSION HEATER

Reg. \$1.39 **99c**

### Old Time Radio MUSIC BOX

Reg. \$6.25 **\$4.99**

### Scented Mini Can Candles

Assorted Scents Reg. 1.49 **99c**

### Old Time GRAMOPHONE MUSIC BOX

Reg. \$6.25 **\$4.99**

### HORSE BRUSH & SHOE HORN SET

Reg. \$1.39 **99c**

### Handy PURSETTE ASH TRAY

Reg. \$1.00 **59c**

## Wanted...

to Keep or Give!



Where you hang everything  
Reg. \$2.95 **\$1.99**

Useful Decorative  
★ **RECIPE LECTERN**

## Fantastic Buy!

Reg. \$2.49

NOW **\$1.99**

Orange • Yellow  
Avocado • Walnut



### Special Purchase Selling

★ Fast Sell-Out

## Sale Country Kitchen Charm

Was \$1.19 **79c**

★ Mini 3 1/4" Mason Jar Plastic Set



Salt & Pepper

These quaint shakers take you back to Grandma's kitchen... Mini-home-canning Jars that are authentic even to the real wire balls and sealing rings. Set boxed.

Claude De Beaux

### DIET SCALES

Reg. \$1.39 **99c**

### KNIFE SHARPENER and BOTTLE OPENER

Reg. \$1.19 **89c**

Come on in and browse around... You will find something for everyone—

# HAROLD CLOSE DRUG

SUGARLAND MALL 364-2344

(Extra charge on Gift Wrapping and Merchandise)

## Special Purchase SALE

★ New Hand Cast Powder Finished Bread Tray



Reg. \$2.49 **\$1.99**

★ Serve from Oven to Table!



★ **HI-INTENSITY LAMP**

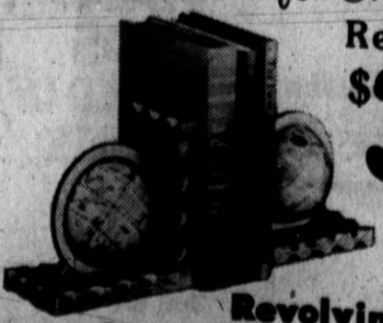
**\$4.99**  
Reg. \$9.95

★ Protect their Eyes! Check this value! High-intensity study or reading Lamp with double pivot arm and top that twist 180 degrees in any direction... allowing you to concentrate light just where you want it. Choice of Black, Coral or Ivory. 7W high, has 62" cord.

★ Decorative "Old World" **GLOBE BOOKENDS**

## Sale

for Only Reg. \$5.25 **\$3.99**



A Pair  
★ Revolving Globes on Carved Teakwood Bases





**L**ORD, behold our family here  
 assembled. We thank Thee for this place in  
 which we dwell; — for the love that unites us:  
 for the peace accorded us this day: — for the  
 hope with which we expect the morrow; —  
 for our friends in all parts of the earth, and  
 . . . Let peace abound in our small company.

*Robert Louis Stevenson*

The  
**FIRST NATIONAL BANK**  
 of  
**HEREFORD**  
 Member F.D.I.C.

**THE BEST OF  
 ALL POSSIBLE  
 BANKS**



## How To See USA On \$3 A Day

# Hereford On Route Of Transcontinental Trip

BY KEN RICHARDSON  
AND SANDY PANKEY  
Staff Writers

"HOW TO See The USA On Just \$3 A Day" is one title Sue Stricker might choose for the journal she plans to write about her travels, that is, when she finally has time to write it.

Right now Sue is concentrating on

averaging 33 miles per day to complete her transcontinental bicycle trip before Christmas. Since she left Atlantic City, New Jersey on Aug. 5, Sue has been averaging about 40 miles a day, over 2,000 miles in all, on route to her destination, San Diego, Calif.

Why would a young girl tackle the West Texas wind, Kansas cold, and the Rocky Mountains all by herself?

"I WANTED to be totally self-sufficient, to be able to survive without having to depend on anyone. Also, I wanted a chance to camp out and to understand the cycles of nature."

SUE COMES by her love and interest in nature naturally.

"For three years before, I taught Earth Sciences at a junior high school in

Neward, New Jersey." A vigorous 25-year-old she attended New York University and graduated from Rutgers University.

She and her 13-week-old puppy named Sunshine try to travel as light as they can on her 10-speed bike. Weight is very important to consider when you're cycling across the country. She tries to keep enough food for a week, a sleeping bag, a cook stove, a WWII survival knife, a tent and of course, an extra puncture-proof innertube.

OCCASIONALLY, people take her into their homes where she gets home-cooked meals and a chance to clean up. But on the road she cooks her own food on a portable stove she carries with her. Meals are simple: granola or cream of wheat breakfasts.

"You can eat pretty cheaply if you keep it simple," Sue said. "I've got a jar of sourdough I've carried with me all the way from Atlantic City. When I get to San Diego, I'm going to make the first transcontinental pancakes."

Sanitation can also be a real problem when all worldly possessions are packed into 70 pounds of baggage and pedaled on two wheels.

"I usually take sponge baths and wash my hair in service station washrooms. They don't seem to mind too much. If you are in a state park, there are showers available for the public, those are few and far between. Sometimes people would invite me into their homes to get cleaned up. That's really nice," she said.

"I GUESS I've been interviewed at least 15 times for stories like this since I left Atlantic City and they always ask me one question; 'Where are people the friendliest?'" she told.

"Usually I would say that the people are about the same everywhere, but now I'll have to say that the students at West Texas (University) are the friendliest. I spoke to a girls gym class there and afterward some of the girls found me a place to spend the night. We talked for a while and they were amazed when I told them that I didn't have a camera to take pictures of my trip. They left, took up a collection and came back in about an hour with a pocket Instamatic for me.

"Now these kids hardly knew me, and besides, they didn't have a lot of money. I guess that was the nicest thing that anyone has done for me on this trip," she observed.

About 8 a.m. Monday morning Sue broke camp, scraped the frost off her bicycle she had parked next to her tent down in Dameron Park, loaded her gear, grabbed a quick breakfast and started pedalling west on Highway 60. Her goal: reach the New Mexico border by the days end. As she pedaled determinedly down the highway, she seemed to lapse into a trance. Maybe she was concentrating on the rhythm of her leg motion, maybe she was concentrating on a title for the travel journal she plans to write. Only Sue knows, but maybe she'll tell when her book comes out.



Lonesome Road

"I've always ridden a bike. In fact, I've never even had a driver's license. I always rode a bike, a bus or walk ed wherever I went. Before this trip, the longest one I've ever tak en was only about 50 miles."



Dog-gone Comfortable

"All Sunshine has ever known is riding down the road in a sack on my back. Someday, I expect her to turn to me and ask, 'Hey, when are we getting home, anyway?'"

## 'The Messiah' Rehearsals Continue

Rehearsal for the chorus which will sing Handel's oratorio, The Messiah, in the Christmas season was held at 9 p.m. Tuesday in the fellowship hall of First United Methodist Church, Bob McFarland, director, announces. The next orchestra rehearsal is set for 7 p.m. Friday in the same place.

More than 100 singers, most of them from choirs representing 27 different churches of the area, have reported for places in the chorus for the performance of this noted work which is traditionally associated with Christmas.

McFarland has announced that those who appear in the public performance Dec. 8 in Hereford High School

auditorium must attend at least six of the eight scheduled rehearsals, unless they are hindered by business, illness or a death in the family.

After this week, another chorus rehearsal will be held Dec. 4 and an orchestra rehearsal Dec. 7, both in the church fellowship hall. All units including the soloists will rehearse on the afternoon of the presentation which is set for 7 p.m.

Soloists and orchestra members are to begin practice at 4 p.m. that day in the school auditorium, chorus members a half-hour later. Supper will be served to all participants at 5:30 p.m. in the school cafeteria.

This will be the first full production of The Messiah in Hereford in several years. Singers and instrumentalists will be from several area cities as well as from Hereford.

Soloists are Mrs. Wesley Gulley, soprano; Mrs. Bob Hucker, alto; Dan Steele, West Texas State University student, baritone; Bob Davis of Amarillo, tenor.

Hereford residents who play in the Amarillo Symphony,

several other members of that group and a number of HHS Orchestra members make up the orchestra.

The director is a newcomer to Hereford who has already earned a reputation here as a musician. McFarland came to

First United Methodist Church in August as minister of music. He has studied at Baylor University and McMurry College, taught at McMurry last year, and has sung in choruses and as soloist in productions of The Messiah since he was in high school.

## Consumers Question Usage Of Defrost

With ever-increasing utility bills a major concern today, many consumers are asking how much more energy an automatic-defrost freezer uses than a manual-defrost model.

"Several sources report that for the same usable freezer space in cubic feet, the automatic freezer costs about 30-45 per cent more to operate," Lynn Bourland, family resource management specialist with the Texas Agricultural Extension Service, The Texas A&M University System, said this week.

But she pointed out that one advantage of an automatic-defrost model is that 100 per cent of the available storage space is more easily maintained at zero degrees, compared to only about 80 per cent for manual-defrost models.

"When this factor is considered in a comparison of

operating costs, estimates indicate that automatic-defrost freezers cost only about 15 per cent more," she said.

The difference in cooling power is caused by the placement of the refrigerated coils. Those in a manual-defrost freezer are located in the shelves and at the top of the box.

"But they are outside the food storage area in an automatic-defrost model. A fan circulates air over the cooling coils and throughout the freezer compartment to keep temperature within the box constant.

"Foods must be placed carefully in an automatic-defrost freezer to allow free circulation of cold air," she noted.

Miss Bourland said that these facts may provide consumers a cost-benefit comparison for making a choice to meet the family's particular needs.

Hereford's Authorized  
LONGINES-Wittnauer  
DEALER

**COWAN  
JEWELERS**  
DOWNTOWN

FOR LARGER  
GIFT SELECTION  
**COWAN JEWELERS**  
Downtown

## Nine good reasons why you'll want to Shop at Home



1. Better roads and streets.
2. Better schools and churches.
3. Higher property values.
4. Better jobs.
5. Lower taxes.
6. Better selection of goods.
7. Better police protection.
8. Better fire protection.
9. Better emergency services.

Presented as a public service by:

The  
**SUNDAY BRAND**  
and  
The  
**HEREFORD BRAND**

**SALE! SALE! SALE!**

**Ladies' Shoes For 3 Days ONLY!**

Ladies' New Fall Dress Shoes-Famous Makes

Also **30% OFF!** Purses

Take Advantage of this Special!

**GASTON'S**  
Popular Store  
DOWNTOWN

## Meat Carving Is Art

Skilful carving of meat is an art. And one main reason to master it is that properly carved meat is more tender and manageable on the plate, according to Frances Reasonover, foods and nutrition specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

"The carver needs proper cutlery or tools. The standard carving set contains a sharp knife with a curved blade about eight or nine inches long, a matching fork and a steel. This set, or an electric knife, can be used for any cut of meat," she said.

When carving at the table, the carver may stand or sit. The platter of meat is placed in front of the carver, with stacked plates close by. Before carving, it is best to carve enough for everyone, she noted.

"Thick cuts of meat are carved across the grain. This makes the fibers shorter, yielding tender slices. Cuts that are too thin to carve across the grain—such as beef brisket—are carved diagonally across the grain. Very tender loin or rib steaks may be cut with the grain," the specialist said.

A capfull of vinegar added to a pot of cooking greens will cut down their odor considerably.

Over 500 Watches to select from  
**COWAN JEWELERS**  
Downtown



The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

# National Honor Society Names Top Scholars

## Myasthenia Clinic To Be Offered

Hereford High School honor students for the second six weeks period have been released by the National Honor Society.

Seniors with a 5.0 average are:

James Arney, Rex Barber, Dan Beavers, Cameron Clements, Cathy Close, Danny Collins, Kevin Compton, D'Lyn Davison, Sharon Dearing, Lesley Euler, Stanley Fry, Jim Goheen, Elizabeth Hawley, Monica Herring, Beverly Hewitt, Kent Hollingsworth, Joyce Jesko, Deborah Klechak, Gary Landers, Debra Lindsey, Craig Nieman, Christie Ottesen, Vicki Payne, Sue Roberts, Cynthia Ruther, Janette Schlabs, Sina Sims, Leesa Sledge, Shyla Thomas, Deborah Waterscheid, Lynn Wiley, Jay Williams, Denise Wosnitzky and Laurie Young.

Seniors achieving a 4.5 average are:

Linda Betzen, Douglas Char-est, Rose Mary Dupnik, Regina Futch, Cathy Friemel, Joel Fuhrmann, Olivia Galvan, Gloria Garcia, Debra Jennings, Carry King, Karen Kitchens, Thomas Loerwald, Rob Lomas, Ester Luna, Bodie Lyman, Kathy Manning, Nancy McDonell, Junior Morales, Darrell Murphey, Mary Oakes, Brenda

Owen, Cynthia Parten, Sammy Sanchez, Cynthia Smart, Hank Stringer, Laura Thompson, Diane Tiemann, Frank Torres, Hilda Veliz and Peter Witte.

Juniors with a 5.0 grade average are:

Dolores Abalos, Cheryl Arney, Betty Banks, Jean Barber, Mary Bartels, Marilyn Bradley, David Charest, Amy Cox, Michael Crim, Mary Deiacruz, Jane Ellis, Michael Foster, Elaine Frische, Barbara Garcia, Susan Grimsley, Robert Hardin, Terry Hetzel, Britt Hicks, Giles Inmon, Luanne Kindsfather, Dale Kizarr, Sandra Krueger, Alice Kuper, Tamara Lawson, Debra Looper, Lisa Lyles, Dianna McCarley, Rachel McGilvary, Janet McWhorter, Roy Newton, Russell Odom, Renee Payne, Beverly Phillips, Michael Pittard, Barbara Poindexter, Sara Ricketts, Olga Rios, Rocky Rodriguez, Gene Ann Shipley, Deborah Smith, William Spain, Wesley Strain, Rhonda Thompson, Joan Tiemann, Carole Vogel, Rose Warren, Jo Lynn Williams, William Word and Ann Zetsche.

Juniors with a 4.5 average are:

Elaine Albracht, Andi Askew, Bob Behrends, Theresa Betzen, Elaine Birkenfeld, Raymond DeLaCorda, Lynda Dones,

Dennis Evans, Debra Feagley, David Fetsch, Patsy Fishar, Pete Hale, Jimmy Hammock, Rene Hammock, Vance Hennington, Kiaka Hodges, Jane Hoffman, Chris Hutson, Debra Jones, Joan Josseland, Donna Kendall, Sandra Kleuskens, Pamela Lee, William Martin, Debbie Moore, Vickie Munnerlyn, Teresa Rhoton, Patti Robbins, Debra Scroggins, Michael Turner, Delfine Uilbarri and Evangelina Valdez.

Sophomores with a 5.0 average are:

Anthony Albracht, Rowan Alexander, Dee Ann Caison, Raymond Riskill, Linda Ginn, Jeanne Hair, Julie Hallows, Angeline Hasche, Laurie Higgins, Patrick Johnson, Larry Landers, Kristi Mason, Douglas Reinart, Phillip Zinser and Rhonda Hagar.

Sophomores with a 4.5 average are:

Ramon Castillo, Kimberly Cochran, Dennis Collins, Annette Cotten, Linda Fortenberry, Rebecca Friemel, Horace Gamez, Melinda Gonzales, Annette Gooch, Gregory Hacker, Melinda Masten, Lindakay Marquez, Karen Schlabs, Robert Schumacher, Kenton Sigle, Rayburn Strange, Cynthia Thomas, Juana Valdez, Becky Veazey and Judy Wright.

The Northwest Texas Chapter of the Myasthenia Gravis Foundation is announcing plans for an all day patient clinic, to be held at the High Plains Hospital, Hale Center Texas, Dec. 6, beginning at 8 O'clock in the morning.

Dr. Bernard M. Patten, Assistant Professor, Department of Neurology, Baylor College of Medicine, Houston, will be present to conduct the clinic for Myasthenia patients. Dr. Patten graduated summa cum laude from Columbia College, New York in 1962, and from Columbia University, College of Physicians and Surgeons, New York in 1966.

Myasthenia Gravis is a neuromuscular disease characterized by varying weakness of the voluntary muscles of the body. This weakness is abnormally increased by continued or repeated use of the muscles at any one time or partially relieved by a short period of rest or inactivity of the muscles. In the beginning, the symptoms often come and go, making early recognition difficult at times.

The symptoms may be any of the following, alone or in combination: drooping of one or both eyelids, blurred vision, double vision, loss of facial expression, difficulty in chewing or swallowing, and easily fatigued slurred voice, difficulty in breathing, difficulty in raising the arms overhead, weakness in arms and hands, difficulty in extending the fingers, weakness in flexing the thighs at the hips, weakness in lower limbs especially when trying to walk on heels.

J.E. McVicker, Chairman, states that the Northwest Texas Chapter is honored to have Dr. Patten coming for this all day patient clinic and urges all myasthenia gravis sufferers and their families to plan to attend. All the expenses for the clinic are being financed by the Chapter, with the exception of any extra tests such as x-ray.

Trade deficit was trimmed during September.

**IN QUOTES**

A NEWSPAPER IS KNOWN BY THE COLUMNISTS IT KEEPS

—IRVIN S. COBB

## Tech Altered For Handicapped

A matching grant of \$16,500 from the Texas Rehabilitation Commission (TRC) will assure physically limited students of Texas Tech University easier access to the major buildings on campus.

The program for the removal of architectural barriers for the physically limited calls for 80 curb cuts and seven ramps to facilitate the mobility of students and visitors in wheel chairs.

The presentation of the grant was made to Texas Tech administrative officials by Jack

L. Thurman, regional director of the TRC, and W.T. "Bo" Kennedy, TRC counselor on the Tech campus.

Participating in the presentation ceremony, too, were Sam Schaal, president of the Texas Tech chapter of Alpha Phi Omega (APO)

organization which conducted a survey of the needs for the curb cuts and ramps, and Gary Moss and Cathy Zuniga, representatives for handicapped students in the Department of Student Affairs of the Student

Association.

Kennedy estimated the program, when fully implemented, will make for easier accessibility for up to 150 students who are either permanently or temporarily limited in their mobility. It also will be beneficial to many off-campus and non-student physically limited persons who have frequent business or social occasion to be on campus.

The grant, along with matching funds from the university, will finance an architectural plan prepared by Kennedy's office based on the survey made by the APO students over a two-year period.

The 80 curb cuts and the seven ramps are listed in a priority order. Kennedy said the funds now available are believed adequate for that number.

The Texas Tech chapter joined the national APO in the campaign to have architectural barriers removed from college and university campuses.

The chapter at Texas Tech provided the manpower for the survey of 75 buildings to determine places and priorities for curb cuts and ramps.

Kennedy said the contribution to Texas Tech resulted to some extent from the special interest of Jess M. Irwin Jr., commissioner for the Texas Rehabilitation Commission, for the work planned for Texas Tech University.

## Doctor Changes View Of Marijuana Laws

A distinguished psychiatrist who once called for the legalization of marijuana as "harmless" has reversed himself and declares: "I now believe that marijuana is the most dangerous drug we have to contend with today."

In an exclusive article in the December issue of Reader's Digest, Dr. D. Harvey Powelson writes that he changed his mind "as the consequence of observing some 200 students whom I counseled."

Dr. Powelson, who is in private practice in Berkeley and is also Program Chief of Mental Health for Calaveras County, California, says that his belief that marijuana caused no harm was based on his own occasional use of the drug — he tried it twice — and his reading of available medical literature which indicated that pot was non-addictive and produced no harmful effects.

However, he declares, his observations of patients who used pot convinced him that

"chronic heavy use of marijuana leads to a deterioration of bodily functions that is difficult, sometimes impossible, to reverse." He cites numerous case histories to document his observations.

"Heavy pot smokers lose their normal appetite," he continues. "They have trouble sleeping regular hours. They can become sexually impotent. Even more serious is the seemingly permanent loss of mental ability."

Dr. Powelson's characterizing of marijuana as "the most dangerous" of drugs stems from two conclusions: 1)

early use of the drug is so beguiling that pot smokers are unable to sense "the deterioration of their own mental and physiological processes;" and 2) its continued

use leads to delusional thinking, and the need to seduce others into using drugs.

**OUT OF THIS WORLD.**

Star of Africa diamonds

\$49.95    16 Stones    \$225.00    \$75.00

Spangler's DIAMONDS LTD.

Pre-Holiday clearance

**SALE**

to make room for our holiday fashions...selected groups of fall and winter

- \* dresses
- \* pant suits
- \* coats
- \* sportswear
- \* lingerie

REDUCED

1/4 to 1/2 and more

Sweet's

Nadine Jeter, Mgr. Sugarland Mall

Open Every Night  
Til Christmas  
Until  
8 P.M.

**You buy the sport coat for just \$29.97**

**Ashley's gives you the slacks.**

**Save two ways!**

- Save up to 40% on the sport coat.
- Save the entire price of the slacks!

**Polyester Double-Knit Sport Coats \$50**

Made to sell for up to \$50

Two-button front. Wide lapels. Flap pockets. Three-quarter lining, for smooth fit. Solid colors. Patterns. Sizes 38-46.

**You pick the slacks. We'll pay for them.**

Any pair of slacks in the store—double knits, dress casuals, jeans, whatever. Only one pair of slacks per sport coat.

Values up to **\$21**

Great savings. For around the house, around the town.

**LADIES' KNIT SLACKS JUST \$2.88**

Made to sell for \$8 to \$10  
Easy-fitting pull-on style. Polyester or polyester/rayon. Sizes 8-18.

Save up to 68%

**Men's KNIT SHIRTS \$4.47**

Made to sell for \$9 to \$14

Dress and sport styles. Long sleeves or short. With long point collars, full button fronts. Sizes S, M, L and XL.

Stocking stuffers. At prices the kids can afford.

**Men's Ties \$1.47**

Made to sell for \$4 to \$6

Save up to 56%

**Boys' NFL Jackets \$7.88**

Made to sell for up to \$17.99

Your favorite team colors. Wool blend, with rugged vinyl sleeves. Sizes 8-20.

Guaranteed Great Gifts

Little flaws affect price, not wearability. That's why we guarantee satisfaction. Or your money back.

**Ashley's** THE OUTLET STORE

SUGARLAND MALL  
Open Every Night Til Christmas  
Until 8:00 P.M.

where little flaws let you save



# ASCS Office Will Help

The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

# Questionnaire Will Take Farm Census by Mail

## TAMU Site Planned Nearby Stock Show Dates Set

Official documents have been signed by Dr. Jack K. Williams, president of the Texas A&M University System, other A&M and federal officials, to formally transfer 2.4 acres of land to Texas A&M for the university's proposed Agricultural Research and Extension Center site at Amarillo.

The land, situated on the western edge of Amarillo, was transferred to Texas A&M by the U.S. Department of Health, Education and Welfare through its surplus property utilization division.

Also cooperating in the transaction were the Amarillo Area Foundation, Inc., and the General Services Administration.

Terms of the deed call for the A&M System to acquire

U.S. Steel's earnings climb by 144.7 per cent.

Ford willing to revise economic program.

Miners get big pay raise in Poland.

ownership of the land over a 30-year period by utilizing it continuously for educational purposes.

Acquisition of the new land — which adjoins a 5.5-acre tract deeded to A&M on July 25 of this year by the Amarillo Area Foundation, Inc. — will complete the site for the proposed TAMU Center at Amarillo, President Williams explained.

Williams emphasized that "The new Center will serve the growing northern Panhandle area, so important in the production of beef, cattle feeding, forage crops, wheat, and feed grains. It will assist in the research on the use and conservation of natural resources." Dean Kunkel said the new Center will be a focal point for the Texas Agricultural Experiment Station and the Texas Agricultural Extension Service, of the A&M University System. The headquarters building to be established at the site will provide offices for staff, research labs and educational facilities. Construction of the proposed facility is programmed to begin within the next two years.

The Center will be established as a substation of the Texas Agricultural Experiment Station, as prescribed and authorized by state statute. Dr. Jarvis E. Miller is director of

the Experiment Station, the state's agricultural research agency.

Presently, the Experiment Station operates a joint research program with the U.S. Department of Agriculture at Bushland, about 12 miles west of Amarillo, which will also be expanded. Extension Service District 1 offices, now in downtown Amarillo, serve the agricultural and urban interests of the area. The new unit will provide a combined headquarters location for the two agencies, officials explained.

Thirty-eight judges will determine the winners of over \$150,000 in livestock prize money and premiums at the 1975 Southwestern Exposition and Fat Stock Show.

The Stock Show is to get underway at 8 a.m. Jan. 22 with the weighing of carcass steers and arrival of Paint and Appaloosa horses.

Scheduled in conjunction with the 79th annual livestock show will be 20 performances of the World's Original Indoor Rodeo Jan. 24 through Feb. 2 in Will Rogers Memorial Coliseum.

Farm operators in Deaf Smith County can look for their farm census forms in the mail just as soon as the Christmas rush is over, according to Don A. Tatum, Deaf Smith County ASCS. The forms will be mailed directly to farmers by the Bureau of the Census. However, farmers who want explanations or help in completing the census questionnaire can turn to their county ASCS office for assistance.

A crowing rooster on the 1974 Census of Agriculture poster proclaims, "Fill it out — Mail it back." The poster emphasizes the need for farmer cooperation in completing the agricultural census, which by federal law is taken once every five years.

Farmers are being asked to answer the questionnaires and return them by mail before the end of January, if possible.

"ASCS is cooperating with the Census Bureau to try to make sure that all farm operators are fully informed about the 1974 Census of Agriculture," Tatum said.

"The Census Bureau has supplied each county ASCS office with detailed information on the questions farmers most often ask about the census, and we will be glad to answer telephone queries if we can, or sit down with a farmer here in the office and go over the form in detail if asked."

The local ASCS official emphasized that census replies are confidential.

"HERE IN the ASCS office, we'll try to give a hand to anyone wanting a little help filling out the form, but we won't ask any questions about the farm data. That information goes to the Census Bureau

and only to the Census Bureau, which takes special precautions to make sure that no information about any individual farm or farm operator goes to anyone inside or outside the government."

The facts and figures gathered in the farm census are processed and published as statistical data, with special publication of county and state reports as well as national agricultural statistics.

"Most farm operators know the need for accurate agricultural data, and I believe the Census Bureau will get just about 100 per cent voluntary cooperation from farmers in Deaf Smith County. However, it won't hurt to point out that federal law requires that census questions be answered accurately and completely, and a penalty can be imposed on anyone who doesn't."

## Groundwater Head Accuses 'Nixon Tactics' on Water Bill

Russell Train, Administrator of the Environmental Protection Agency, a Nixon administration carry-over, is using Nixonian tactics, which is emotional sensationalism, to hoodwink the American people to put pressure on Congress to pass HR 13002, the so-called Safe Drinking Water Act, says Wayne Wyatt, Chairman of the National Association of State Groundwater Officials.

The tactics being used by Train according to Wyatt is to release very general statements that public water supplies "may" contain certain elements which "may" cause cancer. In fact, Train ordered a National-wide study of drinking water supplies Nov. 8, after reporting that the water New Orleans' residents drank contains traces of organic chemicals that "may" cause cancer.

THE NEW ORLEANS' study showed the presence of minute quantities of organic chemicals in that city's drinking water, some of which the EPA reported "may" be hazardous to health.

Wyatt says he isn't aware that our public health officials have proved that chemicals, especially in minute amounts, causes cancer and that the most recent information he has indicates that the

public health people do not yet know what causes cancer.

Wyatt says the membership of the National Association of State Groundwater Officials are in no way against safe drinking water; in fact, most members of the association work every day to provide the residents of their states with safe drinking water. The association's major objections to the bill is the specific exclusion of the actions of the oil industry and their future actions which might possibly cause pollution to the groundwater aquifers of the nation and further that the bill provide for Federal authority over the regulations of development and use the State surface and groundwater resources.

HE SAYS this is another attempt by the Federal government to seize control of the water resources of the states and to interfere in programs of the states, which programs are adequate to protect the health and welfare of the people of the several states. He notes the influence of the EPA in getting the bill titled to "The Safe Drinking Water Act" puts unfair and undue pressure on members of Congress. With this title a Congressman undoubtedly must consider that the voters at home will think if he votes against safe drinking water, as the name

of the bill implies, not being aware that he is voting against a bill which is in fact bad legislation and would be unfair to the people he represents.

HR 13002 is due for a floor debate and vote Tuesday.

Wyatt says he hopes that the public and Congress will not be fooled by Mr. Train's Nixonian tactics and will consider the proposed legislation not on the name of the bill but on the contents of the bill. He feels confident that if they do so that the bill will be defeated.

When asked why he thought the oil industry's actions were excluded in the bill Wyatt said he didn't know but assumed the EPA considered the oil industry lobby so strong that the bill would have little chance passing if the oil industry actions were included.

## FFA Earns Leadership Honors

The local chapter of Future Farmers of America (FFA) received high honors at the FFA Leadership Contest in Borger Nov. 19.

The senior chapter conducting team placed third in district competition. This squad is composed of Doug Reinart, Jerry Johnson, Tom Marnley, Dennis Schilling, Sam Finley, Rick Odom, Mike Harrell, Bryan Craig, Stan McCabe and David Bell.

The Juniors conducting team rated first in the district contest and advanced to area competition in Tulia Saturday where they placed fifth. Competing were Steve Fortenberry, Ira Robinson, Joe Monroe, Cory Walden, Bobby Meyer, Wayne Boren and Jerry Hicks. Also participating was the junior quiz team of Gerald Jesko, Allyn Rowland and David Walterscheid.

FFA officers, who were installed last spring, are Kirk Andrews, president; Jerry Johnson, vice president; Terry Yerby, secretary; Curtis Smith, treasurer; Mark Etheridge, reporter; Robert Pope, advisor; Kevin Fox, sentinel.

With stock shows and a variety of other contests just around the corner, the chapter is preparing for 1975. A part of this preparation includes the purchase of more than 100 show pigs, plus many steers and lambs for showmanship competition.

Marcus Phillips, Bob Ward and Jess Robinson, agriculture teachers at Hereford High School are club sponsors for the local chapter.

**Agri-Culture?** HOW'S YOUR

HERE'S MORE TO A STEER THAN STEAK!

HIDES AND FATS HEAD THE LIST OF SOME 80 DIFFERENT BY-PRODUCTS FROM CATTLE...

ONE OF THE LEAST KNOWN IS INSULIN, A LIFE-SAVER FOR DIABETICS. PANCREAS GLANDS FROM 1,500 CATTLE ARE REQUIRED TO PRODUCE JUST 1 OZ. OF INSULIN...

IN ALL MEDICINES ARE PRODUCED FROM BEEF CARCASSES ALONE!!!

SHOP EARLY BE SMART COWAN JEWELERS Downtown

Let us be your Jewelry Gift source for every occasion

Cowan Jewelers member AGS Downtown AMERICAN GEM SOCIETY



LORD, behold our family here assembled. We thank Thee for this place in which we dwell; — for the love that unites us: — for the peace accorded us this day: — for the hope with which we expect the morrow; — for our friends in all parts of the earth, and . . . Let peace abound in our small company.

Robert Louis Stevenson

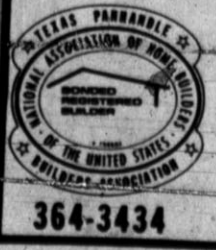
Mr. and Mrs. Virgil Justice, Business and Public Relations  
Hazel Dunn, Administrator  
DeLorise Gilliland, Bookkeeper

**South Hills Manor**  
NURSING HOME  
Visitors Welcome 647-3117  
Dimmitt



We'd Like To Give Thanks For All Our Good Friends And Customers. We'll Be Closed Thanksgiving Day So Our Employees Can Enjoy The Day With Their Families.

**Carl McCaslin**  
Lumber Company



364-3434

344 E. 3rd.

Hereford's Authorized LONGINES-Wittnauer DEALER

COWAN JEWELERS DOWNTOWN



The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

# By The Garden Gate With Glad

# Quality Fruit At Market

**THE GREEN THUMB:** Since childhood I have wondered what was meant when anyone said, "Oh! she has a green thumb." I heard that over and over, when people spoke of my grandmother Owen. Indeed it seemed that everything she stuck in the ground grew and came to fruition.

The origin of this saying is as follows: In the old days there lived in Italy a monk named Fra Antonio. In the old days there lived in Italy

The origin of this saying is as follows: In the Old days there lived in Italy a monk named Fra Antonio. So successful was he in the growing of herbs, fruit, flowers and other plants that he became the wonder and envy of all his brothers. When asked his secret he just shrugged and replied, "I don't know, except I love plants."

One day he was working in his garden when two of the monks slipped up and watched him. When he turned and saw them the senior monk smiled and said, "I know why Fra Antonio can make plants grow so well. See he has a green thumb!"

Fra Antonio looked down at his hands and sure enough, his right thumb was green from the plants he had been handling. From that day, all good gardeners have been said to have green thumbs.

Very true, many can be classified as having a green thumb. How about yours? Look carefully. Yes, there will be some signs of gardening showing on your hands, and the sparkle of happiness in the eye.

Since we have been detained in planting spring flowering bulbs, many have asked me about it and how and when to plant.

First of all if you have purchased good quality bulbs they will do well anywhere in your garden if the area drains well.

How to plant them: The prettiest effect can be attained if bulbs are planted in groups or clusters of the same variety. It is interesting and satisfying to plant daffodils in the naturalistic way. Take a handful of bulbs and toss them over the prepared soil. Note where they fall and plant them right there.

Now smaller bulbs such as crocus or grape hyacinths can be planted closer together, there should be at least 25 bulbs to the planting. Grape hyacinths make an attractive border planting, and crocuses massed together in view of the window where you look out the most...it is indeed a thrill to see the crocus bloom coming up through the snow, and adding zest and color to the landscape.

Preparation of the soil for all bulbs is most important. Again we mention the drainage. If after rain puddles stand on the soil where bulbs have been planted, you have a drainage problem.

Often this condition is the result of clay soil which is often in layers. This can be helped by adding sand and peat moss to a depth of about 1 1/2 feet, however if the soil is too sandy, work in some peat moss and also some compost this will give good storage for the bulbs to feed and grow on.

When the soil is prepared, level and plant the bulbs. Be creative in the planting. Just before you throw on the last bit of soil, toss some fertilizer which has the highest percent of phosphorus in it, rake this in good, top with remaining loose soil, tamp lightly.

Remember to plant tulips and daffodils at least 6 to 7 inches deep. Smaller bulbs do not need to be planted that deep. Many gardeners in our area plant larger bulbs 9 or 10 inches deep.

A stronger plant is grown, with better quality blossoms, and in summer, annuals can be planted over bulbs planted at this depth.

When the planting is complete give the ground a thorough soaking. The bulb needs water to start the root system. During winter it may be necessary to water again if there has not been sufficient rain or snow.

The root system of the bulb is vital to its growth and production. One that has developed good roots can withstand the severest winter. If there is extreme cold weather it would be a wish to cover bulb beds with a mulch of leaves, peat moss or evergreen boughs. Old Christmas boughs are good covering.

Coverage should be removed before the tiny shoots come through from the planted bulbs. They will quickly develop shoots two or more inches tall.

After flowering season, if bulbs are not to be lifted work some bonemeal or other phosphorus fertilizer into the soil. Spent flower heads should be removed, but do not cut the foliage until it has dried naturally. As the foliage browns and dies, it goes back into the bulbs, thus making them a stronger and more productive bulb.

When bulbs are in flower, make a sketch and begin to make plans for other planting which will be needed in the fall.

**AUTUMN LEAVES.** The leaves are falling and many trees have lost all their foliage. What are you doing with it? Fallen leaves make good fertilizer.

While in Detroit and Canada I noticed that practically every home where there were trees and other plants that they were very conservative. Many gardeners had taken hog or chicken wire and made of pen of it, and placed the raked leaves to be made into compost.

When they are all tossed into the enclosure, they are tamped down, and a good dressing of well matured manure or fertilizer was sprinkled over, then watered down.

I discussed this with my nephew, who was a native of the area and he said it has been a garden practice for years. In the spring the compost is scattered over lawns, spaded into flower beds for annuals and perennials, used around shrubs and trees.

We should not let our leaves go to waste or burn them, they will be very good for the soil if properly kept. I have two wire frames which I plan to fill. I raked some leaves this morning, and mulched around the amaryllis and shrubs I set out this fall.

For goodness sake. Let's All be good gardeners.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Improves with age.

Take stock in America. Buy U.S. Savings Bonds.

Citrus fruit quality nearing its peak as more grapefruit and oranges come to market, one consumer expert reported this week.

"Don't pass up oranges with a greenish tinge," Mrs. Gwenodyne Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System, advised.

"Greenish-looking oranges are the ripest fruit of all, and they're green because of a phenomenon known as 'regreening' — due to a return of chlorophyll to the skin during warm weather," she added.

Apples and fresh cranberries are other good seasonal choices this week, the specialist said. Moderately priced fruits are grapes, bananas, tangerines, and tangelos.

Vegetable bargains focus on cabbage, carrots, potatoes and rutabagas.

Also hard shell squash, cooking greens, sweet potatoes and dry yellow onions.

At meat counters, turkey is plentiful, but chicken prices have advanced, Mrs. Clyatt noted.

"Pork values include Boston Butt, end chops, liver and quarter-loins cut into chops. Smoked items worth checking are semi-boneless hams, picnic, bacon, frankfurters and roll sausage.

Beef prices are down in general with bargains on chuck cuts, ground beef, sirloin steak, beef liver and stew meat.

**CONSUMER WATCHWORDS:** Nuts are half shell — and half nut meat, with few exceptions. It takes about two pounds of nuts in the shell to make one pound of nut meats.

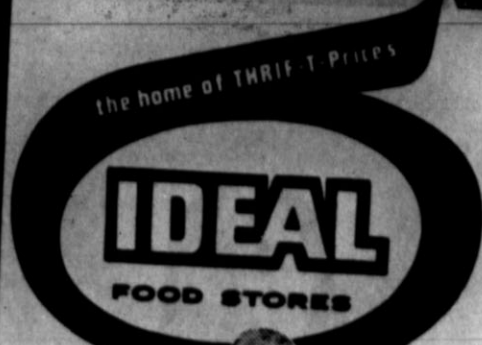
So, if already-shelled nuts cost more than twice the price of unshelled nuts, the unshelled nuts are less expensive.

Ford refuses to sign environmental bill.

U.S. rules on cigarette content urged.

Moscow, Lake Placid, awarded Olympics.

# Ideal door-busters help fight inflation...



## FRIDAY and SATURDAY SPECIALS

Nov. 29 & 30, 1974. Limit rights reserved.

### FARM-FRESH WHOLE FRYERS

FRESH DRESSED

39¢

FARM-FRESH FRYER PARTS!

FRESH... RIBS ATTACHED Fryer Breasts.....	69¢
FRESH... PLUMP, JUICY Fryer Thighs.....	59¢
FRESH... TENDER, MEATY Drumsticks.....	59¢
FRESH... ECONOMICAL Fryer Wings.....	39¢



### TOMATO SOUP

LIMIT 4 CANS WITH \$5 PURCHASE

13¢

### Banquet Dinners

LIMIT 6 PKGS. WITH \$5 OR MORE PURCHASE

42¢

### Orange Juice

LIMIT 6 WITH \$5 PURCHASE

3 48¢

### American Slices

LIMIT 3 WITH \$5 PURCH.

72¢

### POTATO CHIPS

LIMIT 2 PKGS. WITH \$5 PURCH.

68¢

### RUSSET POTATOES

THRIFT-PRICED SPECIAL!

20¢ 149

### ROOT BEER

LIMIT 2 CTNS. WITH \$5 PURCH.

\$1.09

### HAIR SPRAY

LIMIT 2 CANS WITH \$5 PURCH.

58¢

## Curtain To Rise In Tech Theatre

Stage productions ranging from the classic to the contemporary will be on tap at Texas Tech during the week of Dec. 3-7 when the university hosts the area competitions of the American College Theater Festival (ACTF).

Eleven Texas Colleges and universities will participate in the five-day program of workshops and performances sessions, according to University Theater Director Richard Weaver, coordinator of the festival events.

Each of the participating schools, including Tech, will present a full length play. Tech's entry in the competition will be "Faustus!", the adaptation of a Christopher Marlowe play performed earlier this year.

Workshops will be conducted in playwriting, movement, lighting, acting and technical theater.

All play performances will be open to the public. Admission to individual performances will be \$2.50 for adults, \$1.75 for area students, and \$1 for Tech students with validated ID cards. Season tickets to all 11 productions are \$15. Ticket information may be obtained by calling the University Theater box office, 742-2131.

The schedule of performances is as follows: Dec. 3 — Angelo State University, "A Day in the Death of Joe Egg," by Peter Nichols, 1:15 p.m.; Henderson County Junior College, "The Hairy Ape," by Eugene O'Neill, 8:15 p.m.

Dec. 4 — Vernon Regional Junior College, "Waiting for Godot," by Samuel Becket 1:15 p.m.; Grayson County College, "The Fantasticks," by Tom Jones and Harvey Schmidt, 8:15 p.m.

Dec. 5 — Lubbock Christian College, "The Condemned Squad," by Alfonso Sastre, 10 a.m.; Midwestern University, "The House of Blue Leaves," by John Guare, 1:15 p.m.; Texas Wesleyan College, "The Secret Affairs of Mildred Wild," by

Paul Zindel, 8:15 p.m. Dec. 7 — Texas Tech University, "Faustus!", an adaptation of Marlowe's play, 1:15 p.m.

The Tech festival is one of several screening events being held in Texas to select two entries for the regional competition Feb. 19-20 in Fort Worth. From the 13 regional competitions in the U.S., 10 plays will be selected for presentation at the national festival April 7-20 at the John F. Kennedy Center for the Performing Arts in Washington, D.C.



After the severe hardships of that first winter, our Pilgrim forefathers had good reason to celebrate their harvest and give thanks. Americans today have much to be grateful for as well...like the Pilgrims, let us acknowledge our debt to our Creator on this Thanksgiving Day, 1974.

Rutherford and Co. Fine Department Store

322 N. Main

Downtown



# For God So Loved The World

**FIRST BAPTIST CHURCH**  
Doug Manning, Pastor  
Fifth and Main Streets

**FRIO BAPTIST CHURCH**  
Rev. Lon Conner, Pastor  
Frio Community

**WESTWAY BAPTIST CHURCH**

**MT. SINAI BAPTIST CHURCH**  
Rev. C. H. Frost, Pastor  
302 Knight Street

**SUMMERFIELD BAPTIST CHURCH**  
Bill Broxson Jr. Pastor

**TEMPLO CALVARIO  
ASAMBLEA DE DIOS**  
13th & Ave. H  
Ignacio Vasquez

**CHURCH OF JESUS CHRIST OF  
LATTER DAY SAINTS**  
(Mormon)  
Country Club Drive

**TEMPLE BAPTIST CHURCH**  
Rev. J. L. Bozeman  
Forrest Ave. and Ave. K

**GREENWOOD BAPTIST CHURCH**  
"A Bible Baptist Church"  
Rev. Prentice D. Smith, Pastor

**IGLESIA METODISTA SAN PABLO**  
Rev. Thomas Balderas, Pastor

**LA IGLESIA DE SAN ANTONIO**  
North 25 Mile Avenue

**TEMPLO BAUTISTA MEMORIAL**  
Pablo Garcia, Pastor

**LA IGLESIA DE CRISTO**  
Sunset and Plains Ave.  
Pete Reyna, Minister

**CENTRAL CHURCH OF CHRIST**  
J.T. Marlin, Minister  
148 Sunset Dr.

**PARK AVE. CHURCH OF CHRIST**  
On Harrison Highway

**TRINITY BAPTIST CHURCH**  
Southern Baptist  
Rev. C.F. Powell  
4th and Jackson

**SAINT JOHN BAPTIST CHURCH**  
400 Mable St.  
Rev. C.W. Allen, Pastor



## Since The Pilgrims

All they wanted was a place where they could live, with liberty to worship God as they pleased. No country would grant their wish. They refused to give up. So they set sail for a *New Life in a New Land*. After a long, rough trip, they arrived but it was too late to plant and grow a crop. Shelter was scarce. Sickness and starvation took their toll. But these Pilgrims were of great faith and strong hearts. When the ground began to thaw, they started to clear their land and plant their crops. By the winter 1621, they knew they had succeeded. By then food was plentiful and homes were secure. *God had turned a winter of defeat into a spring of victory.* They even set aside a day of *Thanksgiving*. Since The Pilgrims, our nation has continued to grow, our faith increase and our prosperity mount. Please, Americans, stop long enough to *count your blessings* Since The Pilgrims.

© Williams Newspaper Features Syndicate, Inc.  
P. O. Box 8005  
Charlottesville, Va. 22906

**FIRST METHODIST CHURCH**  
Dr. Jordan Grooms, Pastor  
501 North Main

**WESLEY UNITED  
METHODIST CHURCH**  
Rev. Jack Moore, Pastor  
410 Irving

**BIPPUS COMMUNITY CHURCH**  
Gene Brock, Pastor  
Preaching 1,2,3,4 Sundays  
5th Sunday, Singing

**AVENUE BAPTIST CHURCH**  
John H. Johns  
130 North 25 Mile Ave.

**CHRISTIAN ASSEMBLY**  
Interdenominational  
Christian Fellowship in the Fullness  
of the Holy Spirit  
Fred Whipple, Pastor  
South Main - 364-5556

**ASSEMBLY OF GOD CHURCH**  
Rev. Homer T. Goodwin, Pastor  
15th and Ave. F.

**IMMANUEL LUTHERAN CHURCH**  
Rev. Hermon Schelter, Pastor  
Park Ave. and B Street

**SEVENTH DAY ADVENTIST CHURCH**  
Elder Hollis A. Morel, Pastor  
West Park Addition

**LA MISION DE SAN JOSE**  
S. W. of City  
Vicario: Padre Jose, S.A.

**CHURCH OF THE NAZARENE**  
Rev. Max Jetton, Pastor  
16th & Blackfoot

**GRACE GOSPEL CHURCH**  
Thirteenth and Avenue K  
Pastor, Jim Gilliam

**ST. THOS EPISCOPAL CHURCH**  
William A. Lang, Jr. Vicar  
601 West Park

**CATHOLIC CHURCH**  
Rev. Bernard McGorry, Pastor  
Harrison Highway at 25 Mile Ave.

**FIRST PRESBYTERIAN CHURCH**  
610 Lee Street  
Rev. Roger B. Knapp, Minister

**FIRST CHRISTIAN CHURCH**  
Rev. Eugene Brink, Pastor  
West Park Avenue

Rev. Gene Meacham

**UNITED PENTECOSTAL CHURCH**  
Ave. H. & Lafayette  
Rev. Warren McKibben 364-6578

### These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community.

**CARL McCASLIN LUMBER CO.**  
Carl G. McCaslin

**WAC SEED, INC.**  
Hugh Clearman-Armon Lauderback

**GILLILLAND-WATSON  
FUNERAL HOME**  
Marlin Gilliland-John Gilliland  
Charles Watson

**BOYD MACHINE & SUPPLY**  
Mr. and Mrs. James J. Boyd

**KELLEY ELECTRIC**  
Virgil Kelley

**DAVIS IMPLEMENT CO.**  
W. L. Davis Jr.

**PITMAN GRAIN CO.**  
John D. Pitman

**COIN OPERATED MAYTAG LAUNDRY**  
Two Locations: 213 13th  
1009 Park Ave.  
Herb and Dennis Edwards, Owners

**McRIGHT GARAGE & SUPPLY**  
Mr. and Mrs. Clyde Oldham

**HEREFORD IRON & METAL**  
Anson A. and June Dearing

**HAROLD CLOSE DRUG**  
Harold Close

**CASE POWER & EQUIPMENT CO.**  
L.B. Herring, Mgr.

**FIRST NATIONAL BANK**  
Since 1900

**CONSUMER'S FUEL ASS'N.**  
"Bub" Sparks, Mgr.

**FARMER'S DRIVE IN**  
Troy Moore

**A to Z TIRE & BATTERY**  
Troy Rhodes

**ROCKWELL BROS. & CO.**  
Ray Chambliss, Mgr.

**THE INK SPOT, INC.**  
C.E. Coleman Jr.

**SUIT'S AUTO SUPPLY COMPANY**

**HEREFORD STATE BANK**  
"The Friendly Bank"

**OGLESBY IMPLEMENT CO.**  
Cecil Oglesby

**HI-PLAINS SAVINGS & LOAN ASSOC.**

**DOYLE JOHNSON CHEVROLET-OLDS**  
Mr. and Mrs. Doyle Johnson

**LOERWALD BROTHERS**  
231 W. 2nd



The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

# Dangerous Decor Can Mar Holiday

Beautiful homes are the rule during the Christmas season just ahead, but beauty may turn into a "beast" unless you've planned safety into your decorations.

Trees, lights, candles, tree and mantle trimmings, your fireplace and excess paper can be a source of trouble, says the Texas State Department of Health.

Center of most home decorations is the brilliantly lighted and colorful tree, and it should be the place for starting your safety efforts.

In selecting a cut green tree, get one with a good green color. Needles of a fresh tree should be hard to pull from branches, and needles won't break when bent. Bounce the tree hard against the ground and you won't get a shower of needles if the tree is fresh.

Trees should be placed in a base which holds water, and this water should be checked regularly while the tree is up. Before mounting the tree, cut about two inches off the trunk to allow it to better absorb the water.

Placement of trees also is important, says the State Health Department. Keep them away from stoves, fireplaces and radiators which could cause a tree to dry out quickly and perhaps catch fire.

What about decorations? Never use lighted candles on a tree or near other evergreens, decorations or wrapping paper. Candles should be in non-flammable holders and in locations where they cannot be knocked down or blown over.

In selecting lights, check for the Underwriters' Laboratories "UL" label. On all strings of lights, make certain that all connections are tight and that there are no frayed or bare wires. These could cause short circuits and perhaps a fire — or a shock to the person installing them.

Outdoor lights should be waterproof. They are especially made for the outdoors. When away from home, or when you go to bed, turn off all lights.

And, never use electric lights on metallic trees. Trimmings for trees and elsewhere in the home should be of flame-retardant material, something that won't flare up if accidentally ignited.

If using spun glass for decorations, wearing gloves may keep the "angel hair" from irritating your skin. And, keep it away from your eyes.

Tinsel and artificial icicles are made now of plastic, which is preferable to lead products. Lead materials are hazardous if ingested by children, say safety experts.

If there are small children in the home, care should be taken in selecting decorations. The United States Product Safety Commission urges parents to avoid decorations that are sharp or breakable — including bubbly tree lights. It also warns against trim with small removable parts if used where children can get at them. Pieces could be swallowed or inhaled. And, trimmings resembling candy could be eaten by a child.

When installing their trees, many people burn the trimmings from branches in their fireplaces. If burned a piece at a time, this shouldn't cause any problem. But piling up a big mound of evergreens could cause popping and cracking and a large number of sparks. So be careful. And always use a screen before the fireplace.

The Product Safety Division of the State Health Department hopes that all clothing will someday be flame resistant. Standards are now in effect for certain types of children's clothing. But until that time, extreme care needs to be taken.

Matches, lighters and candles should be kept out of the reach of children. Children and adults should avoid the wearing of loose, flowing clothes — especially long, open sleeves — near the open flames of a fireplace, stove or candle-lit table.

And, once those presents under the tree have been opened, gather up all those wrappings from the tree and fireplace area and remove them from the home.

Christmas should be a joyous occasion. Keep it that way by planning for safety, says the State Health Department. It will add to your enjoyment of the season to know that you and your loved ones are as safe as possible.

## HOW TO DECORATE YOUR HOUSE WITH LIGHTS

This year, Christmas decorating can be easier than you think, if you have a light touch.

Outside, frame your home with colored lights around the doors, windows and eaves for a fairy-tale look — but don't stop there. Trim your trees outside with strings of light. Line your driveway and footpaths with lights that not only look festive and welcoming but will also help family and friends see their way around at night, and perhaps avoid any slippery sections.

To make sure your guests know where to find you, put a few Christmas bulbs around your house number.

If you have a big picture window, place a "candle" in it. Not a wax one, which could be dangerous, but a lamp with a flame-shaped bulb instead. The children may want to give that window a stained glass effect with easily-washed-off vegetable coloring. The light shining through it could be stunning, especially on snow.

Pretty up your porch with an old toy hoop, wound with greens and strung with colored lights mounted flush with the ceiling for a dramatic effect day and night.

Wreath your door in lights and evergreens too, to welcome holiday guests.

If you've put mistletoe in a doorway, surround it with



some pretty lights, too, since you wouldn't want anyone to miss a kiss by missing the mistletoe.

Inside the house, change all your regular light bulbs to pink ones. Pink light bulbs bring out the best in a complexion and can put your guests in a warm holiday glow for a party!

Branch out in your tree-trimming. Instead of just one, have several sparkling with lights, to spread Christmas cheer all through the house. If your rooms are too small for large ones, you might try small trees on the bedroom dresser, dining room mantel or hall table.

Should your entryway be treeless, you can double the one in the living room by placing a large mirror in the hall. Decorate it with ever-

green boughs and colored lights for a reflected frame. Before trimming your tree, investigate lights that flash on and off, and lights in special decorative holders. You can have one kind all through the house, or mix and match. Don't forget to put a just inside the shining star on top of the tree.

Start early, so you can enjoy the Christmas feeling for weeks in advance, and keep extra lights on hand just in case.

Decorate Saint Nick's doorway, too, with colored lights around the fireplace, and be sure the stockings are well lit, so he won't overlook them.

If any of these bright hints delight you, you may find that lovely lights are the bright and easy way to decorate this Christmas!

Denver obeys busing order peacefully.

G.M. net sinks by 94 per cent in quarter.



The ancients believed that ghosts ate asphodel roots.

## High Prices Not So Sweet

BY CORINNE J. NEELY

WHILE little ado is apparent in our sugar shortage compared to the beef boycott and complaints, it is with us.

We were recently shocked into this realization when we bought a two-pound bag at the cost of \$1.03 — that meant fifty cents a pound. We had heard others say sugar was now \$5 plus for 10 pounds but since we never buy that much at a time had not realized the enormity of it.

Now we have resolved to do something about our sweet tooth. We had been aware of the weight problem which many of us face and talk more about than we do anything about.

BUT we do like sweets and think we need it for energy, though some, as our doctor, may think otherwise. So we set about checking foods that would omit use of sugar, or to find substitutes for, or at least cut down on amounts used. The last could be the omitting or using smaller amounts in our beverages, cereals, and other foods we can name.

Since we have already been using some of the substitutes we can suggest the following. Of course we all know, honey is a good one and an energy producer. Molasses and syrup

can be used in a number of foods as cakes, cookies, baked apples and others.

FRESH, canned or dried fruits call for little or no sugar. Gelatins with fruits added and plain cookies are satisfying. One can save juices from fruits not used and freeze to be added to the Jello.

French toast used with artificial whipped cream and fruit makes a good and satisfying breakfast, brunch or dessert. So do home-made cinnamon rolls with beverage or hot cereal.

We can all find recipes for cakes, cookies and pies which call for little or no sugar. These call for Molasses or brown sugar.

AS IN the beef high cost added between the rancher-farmer and the consumer complaint and cries caused prices of chicken, fish and such substitutes, even beans, to shoot up because of demand, so will the sugar substitutes, we can expect.

Nowadays there are a number of cold cereal and chocolate or butter-scotch chip mixed cookies. Prune and date cakes are simple, satisfying and delicious.

## TSTI Offers Training To Local Area

The special Projects department of Texas State Technical Institute, Mid-Continent Campus, Amarillo, offers a wide variety of training to some 1,375 students in 18 area towns, including Hereford.

These statistics are not included in the 16 programs offered to 391 full-time day students.

Special Projects programs include Adult Continuing Education, with 74 current students; Special Skills, with 853 students; Industrial Training, with 163; Special funding, 169; and Workshops and Seminars, with 116 students.

Many of the courses are held

A man of fifty is responsible for his face.

—Edwin M. Stanton.



### All the efficiencies of local loan service.

What do you expect from an agricultural loan? Long terms? Reasonable charges? These traditional advantages have been offered by the Federal Land Bank for over a half-century. But the Land Bank also provides personal attention and prompt service. We're the local lender who understands local needs. Come to the Land Bank... for many good reasons.

Woodrow B. Wilson, Manager  
Federal Land Bank Assn. of Hereford

407 Main Street

364-1464



HAVE A NICE

# THANKSGIVING

It is our wish that this Holiday is full of Happiness and Peace in Your house... Let us all stop and give thanks for the many blessings we all enjoy.

P.S. Please Drive Carefully—

And may we say thanks to all our friends and customers....  
Everyone at R.E.C.



Call Us:

If we can offer suggestions as to how you can use electricity more efficiently and economically... For instance, if you have questions about converting to a year round air conditioning, Application of energy and money saving insulation, area lighting outdoors, heating of water electrically or irrigation...our experienced sales team can give you facts and ideas...call us!

364-1166

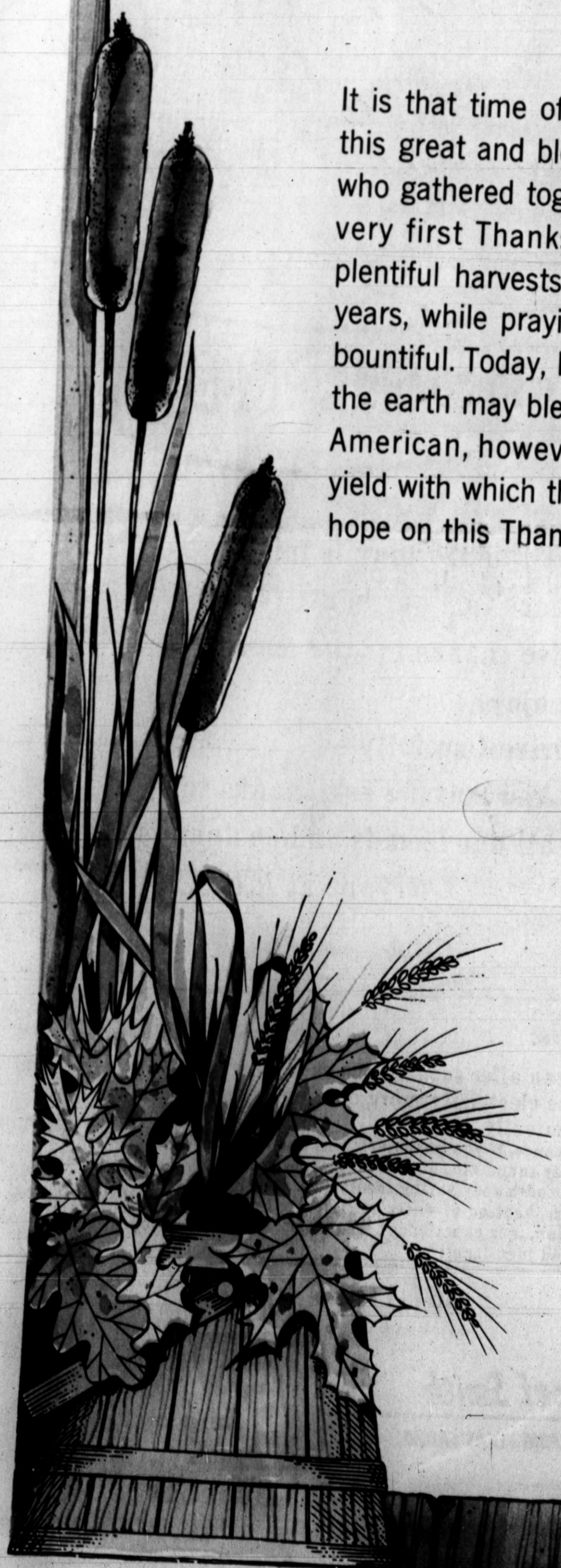
Deaf Smith  
HELPING TEXAS GROW!



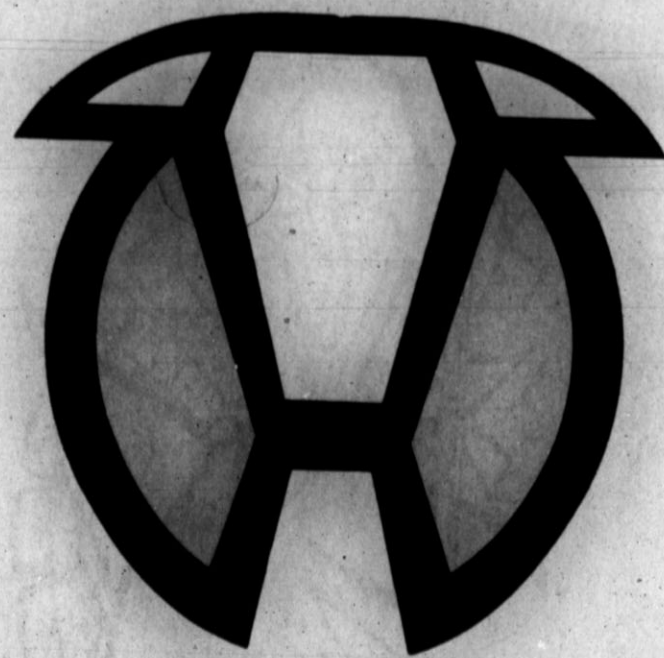


# THANKSGIVING

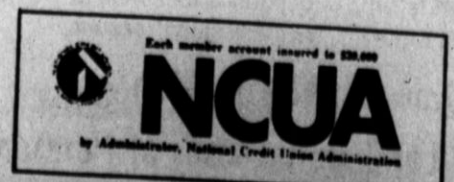
It is that time of the year when we pause to enjoy the bounty of this great and blessed land, in the tradition of the Pilgrim fathers who gathered together with their Indian brothers to celebrate that very first Thanksgiving. Today, Americans give thanks for the plentiful harvests which this nation has enjoyed throughout the years, while praying that those harvests may ever continue to be bountiful. Today, let us also pray for guidance . . . that the fruits of the earth may bless every table throughout the land . . . that every American, however humble, may be able to partake in the rich yield with which this nation has been endowed. That is our fervent hope on this Thanksgiving Day.



## THE COMMUNITY CREDIT UNION



THE HEREFORD TEXAS FEDERAL CREDIT UNION  
 330 SCHLEY • HEREFORD TEXAS 79045 • PHONE (806) 364-1888







Ask one of our salespeople about our PRE-CHRISTMAS SALE-and receive your invitation!

*Give her...*

**HOLIDAY RED**  
By RUSSELL-NEWMAN

These Holiday Red gift ensembles are made of 100% Dupont® Nylon Tricot. So pretty to look at, so easy to wear... she will love 'em.

- A. Pajama in S, M, L and XL. **\$9.**
- B. Luxurious long gown with lace trim, button front and tie bow. S, M, and L. **\$8.**
- C. Matching short waltz length gown also available but not shown. S, M and L. **\$7.**
- D. Long robe with lace trim. S, M, and L. **\$11.**
- E. Matching short robe. S, M, and L. not shown. **\$9.**
- F. 3 pc pajama set. Soft fleece study coat with quilted nylon tricot trim over ever casual button front nylon tricot pajama. S, M, L and XL. **\$21.**
- G. Lace trimmed long peignoir robe and gown set. S, M, and L. **\$20.**
- H. V-neck shortie with bikini pantie. XS-S and M. **\$7.**
- I. Bikini Pantie. S, M, L and XL. **\$1.50**
- J. Reg. pantie. S, M, L and XL. **\$1.65**
- K. Quilted saff. S, M, and L. **\$4.**



**"DEARFOAM" SLIPPERS**

L. Soft cuddly warm toes will be hers this winter in these Orlon® acrylic slippers by Dearfoam. White, Navy, Cerise, Turquoise or Red. S, M, L and XL.

**\$3.50 to \$4.**

M. 3 great styles in 6 great colors and all for a real low price. It's your choice in sizes S, M, L and XL.

**\$2.22 PAIR**

**GOLDEN VEE® MEN'S LONG SLEEVE DRESS SHIRTS**

Make your choice of a perfect shirt from Golden Vee. Men's long sleeve dress shirt with Windsor collar and barrel cuff, end-on-end stripe. 65% Polyester/35% Cotton. Assorted colors. **\$10.**

Men's 65% Dacron® polyester/35% Cotton long sleeve dress shirt with Windsor collar, barrel cuffs in solid color broadcloth. Blue, White, Tan and Maize. Sizes 14-17, 32-35 sleeve. **\$8.**



LAY-A-WAY is as simple as A.B.C. DOWNTOWN AND SUGARLAND MALL



**NYLON DE CHINE LONG SLEEVE SHEER SHIRT**

A. Soft, beautiful colors dance across these lovey shirts that are oh-so-sheer that they are see through. Easy care nylon de chine will last and last. Sizes 8-16. **\$16.**

**100% TEXTURED POLYESTER LONG SLEEVE LE SOFT SHIRT**

B. The overall sheen on these beautiful le soft shirts is an easy giveaway to their superb quality. Machine washable and permanent press. White, Pink, Hazel, Blue, or Green Haze. Sizes 10-18. **\$14.**

**Appia KNITWEAR COORDINATE GROUP**

Mix or match this high quality 100% polyester tattersall design group for several totally different looks. Choose your combinations from Coral and White. Sizes 8-18.

- C. Long sleeve tattersall short jacket **\$21.**
- D. Tattersall pull-on pant **\$15.**
- E. Sleeveless turtleneck back zip shell **\$7.**
- F. Long sleeve tattersall shirt jac **\$21.**
- G. Solid white pant. **\$15.**
- H. Long sleeve print shirt **\$12.**
- I. White sweater set **\$19.**



**Stockton PANT SUIT PLUS ONE**

J. That's right this 3-piece pant suit is a matching solid color top and solid color pant with contrasting stitching on jacket and down the pant plus a spare pair of checked pants. 100% textured polyester for easy care anywhere. Choose from Navy, Camel or Light Blue. Sizes 10-18.

**JACKET 2-PAIR PANTS ALL 3 PIECES \$29.**

OPEN TIL 10:00 P.M. FRIDAY NIGHT

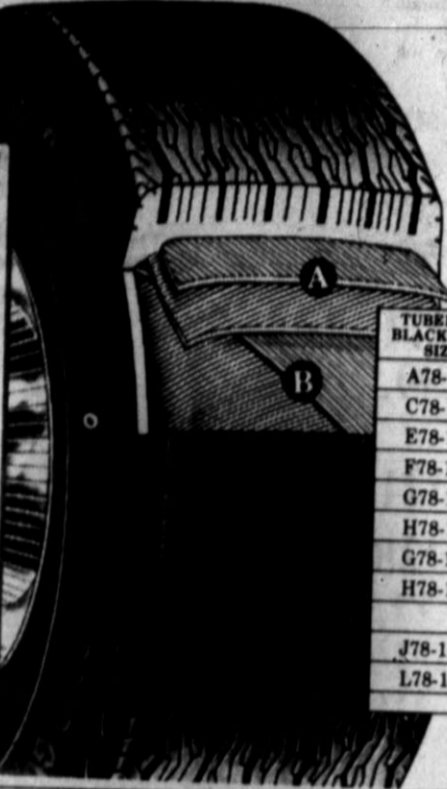


# WARDS AUTOMOTIVE SALE

## 55-65% off 2<sup>nd</sup> tire.

When you buy 1st 30,000-mile guaranteed glass-track belted Road Guard at reg. price plus F.E.T. ea., trade.

**PASSENGER CAR TIRE GUARANTEE**  
 Montgomery Ward guarantees each of its passenger car tires for a specified number of miles when used on passenger cars or station wagons, except taxis. If your tire does not give you this mileage because of:  
 a. defects in material or workmanship,  
 a normal road hazard failure,  
 a premature tread wearout (2/32 inches or less remaining),  
 Montgomery Ward will:  
 1. During the first 10% of guaranteed mileage, replace the tire free.  
 2. During the remaining guaranteed mileage, replace it for a prorated charge based on mileage used.  
 Nail punctures repaired free during the entire guaranteed mileage.  
 For guarantee service and adjustment, return tire to any Montgomery Ward branch with the Guarantee Booklet stored at the time of sale.  
 Charge after first 10% of guaranteed mileage based on selling price in effect at the time of return of branch to which returned, including federal excise tax.  
 Passenger tires used on taxicabs, and motor vehicles other than passenger cars are guaranteed on the same basis against defects in material and workmanship only.



(A) Two fiber glass belts fight costly road-hazard damage, promote long mileage.

(B) Two-ply polyester cord body provides tough strength yet cushions and quiets ride.

TUBELESS BLACKWALL SIZE	ALSO FITS	REGULAR PRICE EACH*	SALE PRICE END TIRE*	PLUS F.E.T. EACH
A78-13	6.00-13	\$32	11.20	1.80
C78-14	6.95-14	\$36	12.60	2.17
E78-14	7.35-14	\$38	15.20	2.33
F78-14	7.75-14	\$41	16.40	2.50
G78-14	8.25-14	\$44	19.80	2.67
H78-14	8.55-14	\$46	20.70	2.92
G78-15	8.25-15	\$45	20.25	2.74
H78-15	8.55-15	\$47	21.15	2.97

TUBELESS WHITEWALLS ONLY				
TUBELESS WHITEWALL SIZE	ALSO FITS	REGULAR PRICE EACH*	SALE PRICE END TIRE*	PLUS F.E.T. EACH
J78-15	8.85-15	\$55	24.75	3.13
L78-15	9.15-15	\$58	26.10	3.19

\*With trade-in tire. Whitewalls \$3 more each tire.

FAST FREE MOUNTING

RUNABOUT RADIAL WHITEWALL AT \$11-\$18 off each. GUARANTEED 35,000 MILES



TUBELESS WHITEWALL SIZE	ALSO FITS	REGULAR PRICE EACH*	SALE PRICE EACH*	PLUS F.E.T. EACH
BR78-13	178R-13	\$41	\$29	2.03
ER78-14	188R-14	\$50	\$37	2.62
FR78-14	198R-14	\$53	\$39	2.72
GR78-14	208R-14	\$57	\$43	2.90
HR78-14	218R-14	\$61	\$46	3.04
IR78-15	188R-15	\$43	\$32	2.19
OR78-15	208R-15	\$50	\$36	2.64
PR78-15	218R-15	\$53	\$39	2.72
QR78-15	228R-15	\$56	\$42	2.85
LR78-15	238R-15	\$59	\$45	2.98

\*WITH TRADE-IN TIRE

WARDS POPULAR AIR CUSHION GUARANTEED 14,000 MILES

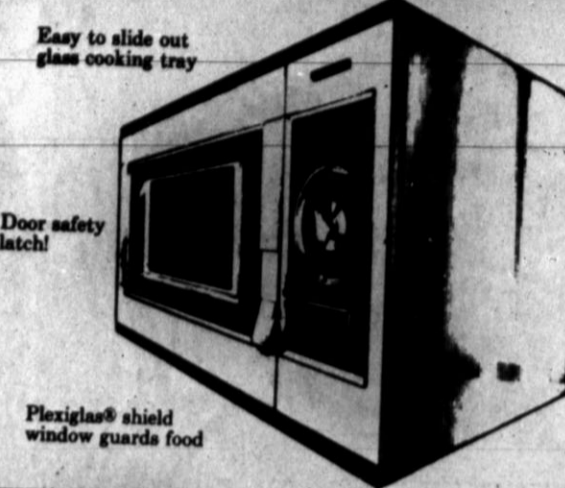


TUBELESS BLACKWALL SIZE	ALSO FITS	REGULAR LOW PRICE PAIRS*	PLUS F.E.T. EACH
A78-13	6.00-13	21.90	1.78
B78-13	6.50-13	25.90	1.83
E78-14	7.35-14	35.90	2.24
F78-14	7.75-14	37.90	2.41
G78-14	8.25-14	39.90	2.55
8.60-15	—	31.90	1.78
G78-15	8.25-15	39.90	2.63
H78-15	8.55-15	43.90	2.82

\*With trade-in tire. Whitewalls available in most sizes \$3 more ea.

## WARD NOV. ELECTRONIC OVEN BARGAINS

### Energy saving Microwave Ovens!



Easy to slide out glass cooking tray

Side-swing door for added safety

Door safety latch!

Flexiglas® shield window guards food

25-minute time-bell signal

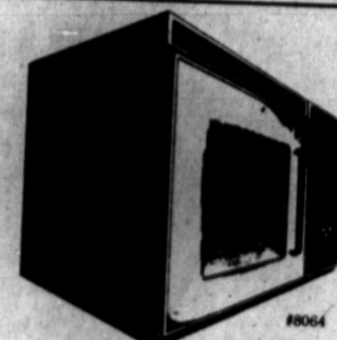
Lighted interior lets you "peek!"

WARDS BETTER QUALITY MICROWAVE OVEN

ONLY **214<sup>88</sup>** Plus transportation

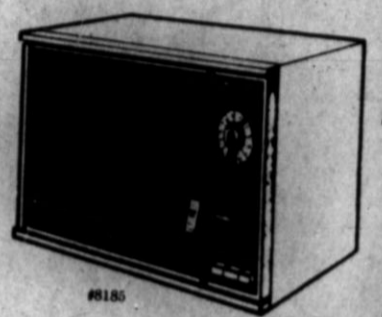
Save time, money and energy in preparing your meals! Microwave oven cuts cooking time up to 75%—a meat loaf in 15 min. instead of the usual 70 min! And it cooks cool and clean—only the food gets hot. The two-tone color cabinet is an attractive kitchen addition!

SERVICE NATIONWIDE Prompt service, factory parts



WARDS LOWEST PRICED OVEN ONLY **187<sup>95</sup>** Postpaid

WARDS DELUXE OVEN SAVE \$50 **299<sup>88</sup>** Postpaid



This oven is great for quickie meals and leftovers—it has a 15-minute timer, side-swing door, lighted interior, safety features.

Oven features Automatic Defrost Cycle-defrosts foods without cooking them! Large capacity oven has 35-min. dual stage timer!



One button Auto-Color tuning corrects color tint, contrast, brightness and AFC. 25-in. diagonal screen. Black matrix picture tube for a distinct, sharp picture. Manual adjusting—slidebar volume, tint, color, contrast and brightness controls. 2 speakers. Pushbutton on-off control. Oak or maple hardwood veneer. 40 in. wide.

SAVE \$51 CONSOLE COLOR TV ONE BUTTON AUTO-COLOR

**\$488<sup>88</sup>** Was \$539.95 Plus Transportation

CHRISTMAS GIFT WRAP PACK SAVE \$2 **\$6<sup>99</sup>** REG. \$8.99



SPECIAL BUYS IN STOCK NOW!

Hostess House 2 lb. box chocolates 2 lb. box fruit/ake IMPORTED 11-in. cheese tray Buy any 2—Save \$1 **2 FOR \$8<sup>98</sup>** REG. \$9.98 BUY ALL 3 SAVE \$2 **3 FOR \$12<sup>97</sup>** REG. \$14.97



SAVE 4<sup>11</sup> 12-SPEED AUTOMATIC BLENDER **16<sup>88</sup>** Was 20.99



Does everything from whipping to liquefying—has Touch-Power button for more manual control.

SPECIAL BUYS IN STOCK NOW

SAVE 33<sup>1/3</sup>% BUTTER AS IT POPS. POPCORN POPPER **9<sup>44</sup>** Was 14.49



Add butter before you pop! Big 4-qt. capacity popper in 3 colors is break resistant!

## Save on Wards interior flat and semi-gloss latex.

WARDS CARRIES ALL PAINTS IN STOCK



Save \$2 **2<sup>99</sup>** REG. 4.99 GALLON

Quick Cover interior. Dries in 30 minutes to a flat finish. In 10 smart colors. Easy to clean up.



Save \$3 **4<sup>99</sup>** REG. 7.99 GALLON

G.O.C. 15 interior latex. Dries quickly to a matte finish. Clean up with soap and water. 15 colors.



Save \$3 **5<sup>99</sup>** REG. 8.99 GALLON

Semi-gloss indoor latex dries fast. Leaves a scrubable, fade-resistant finish. In 25 colors. Easy wash-up.



WARDS BATTERY PROTECTION PLAN Montgomery Ward will replace this battery at no cost to the original owner if it fails to accept and hold a charge in non-commercial passenger car use during the Free Replacement Period shown. TOTAL GUARANTEE PERIOD: 60 48 42 36 24 18 Mos. FREE REPLACEMENT PERIOD: 24 16 12 9 6 3 Mos. After this period, to the end of the guarantee period, Montgomery Ward will replace the battery, charging only a pro-rated amount for the time since purchase, based on the current regular selling price less trade-in. Batteries in commercial use are guaranteed on a similar basis for half of the specified periods. Commercial use is defined as use in any vehicle for other than family or personal use. For service under this guarantee, return battery with evidence of date of purchase to any Montgomery Ward branch.

48-MONTH GUARANTEED BATTERY Provides up to 450 cold cranking amps of power. Tough polypropylene case. **35<sup>95</sup>** EXCHANGE REG. 38.95



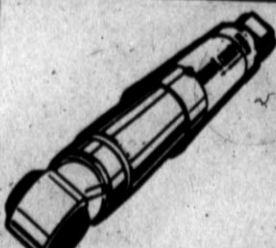
Save energy. 6-CYLINDER ENGINE TUNE-UP **24<sup>88</sup>** PARTS, LABOR Our expert mechanics install new plugs and points. We set the carburetion, adjust timing. Check battery and compression. 8-cyl. 26.88



Car shake? GET OUR FRONT-END ALIGNMENT We correct caster, camber, toe-in to specs. **\$11<sup>88</sup>** Parts extra. MOST CARS



SAVE \$3 WARDS DC TIMING LIGHT Bright xenon strobe light. Durable plastic case. 12V. **16<sup>88</sup>** REG. 19.96



SAVE \$2 HEAVY-DUTY T&C SHOCKS EACH **5<sup>99</sup>** With more control than most originals. REG. 7.99



32% OFF OUR CARTRIDGE OIL FILTER Special treated paper traps engine-damaging particles. **1<sup>88</sup>** REG. 2.79



Save 2.10 OUR SUPREME MUFFLER Tough galvanized steel for 14<sup>88</sup> years of care-free service. REG. 16.98

ENJOY WHAT YOU NEED NOW—JUST SAY "CHARGE IT!"

We care about your car. **MONTGOMERY WARD**

114 Park Ave. 364-5801

SALE PRICE EFFECTIVE THRU DECEMBER 4th, ON ALL ADVERTISED MERCHANDISE

CHARGE-ALL LETS YOU "CHARGE IT" WITH CONFIDENCE

Do it yourself. We'll help.





The Hereford Brand, Hereford, Texas, Thursday November 28, 1974

# Rail-Riding Recalled

By CORRINE J NEELY

With the energy crisis still being batted around, a reduction of the speed limit to 55 and air fares increasing, some of us "train buffs" are recalling the "good old days" when train travel was a vacation in itself. It was only a generation ago, when people were not in such a hurry, that train trips were enjoyed as a mode of travel. But the ever-increasing use of the

auto and the advent of time-saving air travel has erased much of the excitement of planning a trip by rail. Many local citizens can probably remember when Hereford had two passenger trains a day. Later this was cut to one each way a day, then a few years back the railroad companies took off the passenger-cars on trains through here and all around the

country. The companies blamed constantly rising costs per passenger.

The passenger train is far removed from Hereford today, with Tucumcari and Kansas City reported to be the nearest locations for boarding. Because of bus strikes, financial problems with Amtrak, and the energy crisis, maybe the passenger train will come back into the picture again — who knows?

Following is an excerpt from a letter written some years ago on a train ride across the Panhandle, New Mexico and parts of Arizona:

"The green expanse of the prairie spread before us, there was a cow shoulder-deep in a lake to escape the heat. Heavy showers met the train going into old Ft. Sumner, and we can imagine Billy the Kid riding along the river in just such weather.

"A strong wind pulling at her skirt and shawl, we saw a Mexican woman in a light blue dress coming down an embankment near a little settlement along the tracks. And beyond the little town was a prosperous-looking Mexican man dressed in an orange shirt and white trousers — probably on the way to attend a celebration.

"Along the train's right-of-way could be seen many yellow sunflowers, waving en masse before the gale preceding another storm we were headed into. As we met it, the train rushed onward under the dark, rolling clouds and the rain streaks on the window panes were white as milk when the lightning flashed.

"Following our release from the storm, we could look back from the sunshine at the dark clouds and see a beautiful rainbow, forming an arch from whence we came. Now, not far from the train's path, appeared a lake which was being pushed into waves by the still-strong winds, making it resemble icing on a cake.

"As night neared, beacons from airports could be seen flashing at intervals across the darkening sky — guiding planes on their way. Few and far-between came the little lighted depots and Harvey Houses. For those awake, passengers moved ghost-like and only muted noises could be heard as they got on or off.

The train glided on to other little western stations, enroute to its destination on the West Coast. By morning, the Arizona mountains appeared topped in snow, with smaller peaks below resembling children at their feet. The green pines were similar to a green carpet for them to rest upon.

"Not far away was a small crater which reminded one of a fallen cake, dipping from the edge into a deep depression in the center. This was made long ago by a falling meteor. The end of the journey was reached at Flagstaff, Ariz., and the writer of this letter spent a month in a log cabin on the shores of Lake Mary."

A train trip was once an adventure, or maybe only moving pictures to stir the imagination and remain forever in memory.



## FHA Chapter Officers

Kim Martin, standing, is president of La Plata Junior High FHA Chapter, with Lee Kindsfater as secretary-treasurer and Patricia Grimsley, right, as vice president.

# Historical Corral Wall Raised On WTSUCampus

Six hours was all that was needed to bring back a little bit of Southern Plains history eroded by wind and time as the Panhandle-Plains Historical Museum added its first outdoor exhibit.

A 30-foot section of a corral wall from New Mexico's Fort Bascom now stands north of the Museum Annex on the West State University campus.

Fort Bascom, built in 1863, was located seven miles north of present-day Tucumcari on the south bank of the Canadian River. It was from Fort Bascom that Col. Kit Carson and his 300 men came to the Panhandle to fight the first battle of Adobe Walls in 1864, a successful skirmish with the plains Indians which Carson quickly left as more threatened to attack.

Fort Bascom was built "as a base to operate against the hostile Southern Plains Indian tribes," according to Dr. James A. Hanson, Museum director. Its purpose was also to stop the trade between Indians and New Mexicans, Hanson notes, "except it didn't work because all the fort's officers were in on it, too."

The troops scheduled within the brick and adobe walls gradually dwindled as the Army failed to make further assignments. Horses, a popular barter in the illegal trade they sought to stop, were kept in two

hard-made brick corrals with six-foot walls and 50 yards in diameter that were several miles away.

The life of the fort was short, as understaffing forced the military to abandon it in 1870. Only one of those corrals still stands in its original location to remind us, and a bit at the Panhandle-Plains Historical Museum.

## NEWS VIEWS

Gerald Ford, President: "We will meet Congress more than half way."

# Workers Due \$22.3 Million

About \$22.3 million was found due to 85,341 workers underpaid under federal wages and hour laws during the first three months of fiscal 1975.

During the same period about \$11 million was recovered for 66,500 underpaid workers, the U.S. Department of Labor has reported.

Betty Southard Murphy, administrator of the Department's Wage and Hour Division, noted that the amount recovered for underpaid workers is \$1.1 million more than the amount recovered for about 51,200 underpaid employees for the same period in the previous fiscal year.

Most underpayments resulted from violations of minimum wage and overtime provisions of the Fair Labor Standards Act (FLSA).

FLSA minimum wage underpayments totaled \$5,264,000 for 37,438 employees, and overtime underpayments totaled nearly \$9,447,000 for 44,700 workers.

Employers on federally funded or assisted contracts were found to owe nearly \$1 million in prevailing wage and overtime rates to 3,580 employees.

Violations of the Equal Pay Act resulted in \$5,739,500 owed to 6,642 underpaid employees, most of them women. The act requires equal pay for men and women doing substantially equal work in the same establishment.

About 250 older workers, discriminated against because of age, were found to be underpaid nearly \$678,000. The Age Discrimination in Employment Act prohibits discrimination in employment against workers aged 40 to 65.

The total number of employees with wages restored under individual laws exceeds actual total persons counted under all laws, because some workers were found to be underpaid in violation of two or more requirements.

The major reason for the differences between the total money found due to employees and the amount actually paid is employers' refusals to pay back wages in cases unsuitable for litigation by the Labor Department.

In such cases any employee has the right to institute private and independent action for the recovery of back wages due and substantial amounts of wages are recovered by employees in this way, which are not reflected in the Department's statistics.

Another reason for the difference is the two-year statute of limitations which generally limits recovery of back wages to a two-year period prior to the Department's filing a complaint against an employer.

The Wage and Hour Division conducts enforcement activities through the work of approximately 1,000 compliance officers who investigate for compliance with wage and hour laws.

The man who extends favors acquires an importance only in the minds of those who receive them.

FOR GIFTS THAT ARE LASTING  
COWAN JEWELERS  
Downtown

## Accent on Health

J.E. PEAVY, M.D., Commissioner of Health

"I've never felt better in my life."

That's the feeling of Mary Sorenson, an alert, efficient administrative secretary at the University of Texas Development Office in Austin—and the victim of end stage kidney disease.

Her sense of well-being comes as quite a surprise to those meeting Mrs. Sorenson for the first time. You'd expect a little bit different outlook for a person with kidney failure—a person who must undergo dialysis three times a week to stay alive.

But it is this dialysis, undertaken with the aid of the State Health Department's Kidney Health Care Division, which has brought about a change in her health. The role of the program, instituted by the State Legislature, is to provide persons like Mrs. Sorenson with financial assistance during the time from first dialysis until federal Medicare coverage begins. Without this assistance the patient could be at least \$5,000 in debt before Medicare begins.

The 33-year-old secretary says she feels great with dialysis.

She is one of more than 860 Texans now receiving financial help in meeting the staggering costs of dialysis. Persons with kidney failure can expect to spend up to \$20,000 a year to stay alive. Experience has shown that the cost of a kidney transplant, hospitalization and other services is more than \$25,000.

Kidney problems have caused great adjustments in her life, starting late in 1959 in Wisconsin when she was in her late teens. "I began noticing swelling in my hands, legs and face and went to my family doctor. He took tests and told me my kidneys were diseased," she recalls.

From that moment she was on a salt-restricted diet and medication to keep her kidneys functioning. When she and her husband moved to Austin two years ago, she immediately looked up a doctor.

"When he first saw me," Mrs. Sorenson remembers, "he seemed to think I was pretty healthy and not at end stage." Tests, however, showed only about a 10 per cent kidney function.

A year later, in May of 1974, she started on dialysis at the Renal Outpatient Center in Austin, run by Dr. Jack Moncrief. Dr. Moncrief first opened a renal clinic—with one machine—in 1969. Now the Renal Outpatient Center—one of 40 such centers in Texas—has 16 machines and 30 patients who must come to the center for

dialysis—normally four hours a day, three days a week. Dialysis machines may be purchased for use in the home for less than \$5,000. But expendable supplies may cost as much as \$50 for each treatment.

Mrs. Sorenson's dialysis treatment has been effective from the start, although she says the insertion of the needle in her arm at each treatment is quite painful. In dialysis, a person's blood is routed outside the body through the dialysis machine—a filtration-type process which removes the impurities. Because the veins in her arm were so small, a vein was transplanted into her arm from her leg.

Mrs. Sorenson is sold on dialysis and the compassion of everyone involved in the renal center. "It's important for people to know how fantastic the people are at the clinic," she enthuses, naming Dr. Moncrief and Dr. Jonathan F. Dechard in particular.

"Everyone there gives me so much help—with insurance problems and dialysis," she said. "And my technician—Suzanne Burrel—is the kind of person who brightens things up for you. She's so kind, sympathetic and understanding."

Now that dialysis is so successful, there's one other step ahead—transplant.

"I had a transplant scheduled during the summer with my sister. Her tissue was typed and she's a 'C' match. But Dr. Moncrief decided to check my brother, who is a 'B' match—which is so much better," she explained. He was tested at St. Lukes Hospital in Milwaukee. Date of the transplant surgery hasn't been set, but hopefully it will be this year. She says she'll continue on her strict diet and wait for the big day.

How do her friends and associates treat her, knowing she has kidney failure?

"People I work with have been just great," she replied. "I've never had any problem missing work with kidney disease. And, I've made arrangements to work six hours a day on Monday, Wednesday and Friday when I have dialysis. My boss and others have shown real concern. If I need anything, I feel that all I have to do is call."

It seems that the case of Mary Sorenson is heading toward a happy conclusion—a conclusion in which the State Health Department was happy to have a part. It's a story which could have had a much different ending just a few short years ago—before dialysis was put within reach of almost everyone by state and federal assistance.

# Diet, Telephone, Exercise Can Stretch Health \$\$\$

To AM's, Mon., Sept. 30, 1974

Stretching your health care dollars may be a lot simpler than you think, say authorities. Probably the most simple advice comes from a study conducted by the Massachusetts General Hospital in cooperation with the department of preventive medicine at Harvard University Medical School.

The study concluded that the best way to stay out of hospitals was not to get sick. It noted that 3 out of 5 hospitalizations can be avoided through preventive measures.

Therefore, eat properly, exercise, get sufficient rest, don't over drink or over smoke, and get regular physical check-ups.

This further advice on how to protect your family's health comes from the American Medical Association:

• Use the telephone. Your family doctor can often advise over the phone about minor problems. If the problem is serious he will instruct you to come to the office. Meanwhile, you will be saving both your money and the doctor's time.

• Follow his advice on diet, medicine and life style. If you don't accept the "expert" advice you are paying for, you are throwing your money away.

• Buy health insurance. It is a bargain considering the devastating effects that prolonged illness can have on your family finances. Be certain to protect yourself against the expenses of serious, long-term illness.

## Mobile Home Owners! Here's the ideal solution for your entryway problem.



NS NATIONAL STEPS INCORPORATED concrete steps and stoops

Rockwell Bros. & Co. Lumber  
104 S. Main 364-0033

**WE'VE GOT A GREAT SELECTION OF GIFT IDEAS**

**Gaston's** Popular Store Downtown

As usual we carry Best Selections, Best Makes, Best Prices for 1st Quality Merchandise, with 53 Years of Progress! And Best reputation.

Clothing Department for Him!  
Suits from \$35<sup>00</sup> to \$130<sup>00</sup>  
Leisure Suits \$30<sup>00</sup> to \$65<sup>00</sup>  
Many Colors to pick!

Sport Coats, Solids and Fancy's \$20<sup>00</sup> to \$70<sup>00</sup>

Dress Shirts for The Tall Man, also regular sizes from \$6<sup>00</sup> to \$15<sup>00</sup>

Turtle Neck Knit Shirt also

Sweaters for The Tall Man, also Regular sizes Prices \$6<sup>00</sup> to \$23<sup>00</sup>

Nylon Pajamas \$16<sup>00</sup> Robe \$17<sup>00</sup>

Many New Colors  
Belts, Handkerchiefs, Bill Folds, Ties, Dress Hats, Stetson's and others.

Gift Certificates!  
Winter Jackets from \$15<sup>00</sup> to \$65<sup>00</sup>  
Leather Coats start at \$35<sup>00</sup> to \$130<sup>00</sup>

Top Coats, Luggage for all!  
Double Knit Trousers \$12<sup>00</sup> to \$25<sup>00</sup>  
House Shoes, Dress Oxfords, Cowboy Boots, Tennis Shoes, Hush Puppies Shoes for men, Loafers & Oxfords

Many More Items  
Shop for Sweets in our Sweet Department  
"We really do care how he looks"

Remember **Gaston's** Popular Store Downtown

Since 1921  
OPEN EVENINGS UNTIL 8 P.M.  
STARTING NOVEMBER 29

Free GIFT WRAP



# Metric System Here?

(Special to the Brand) What are some of the charges that would take place in Deaf Smith County if the United States should switch to the metric system of weights and measures? What would it be like, locally, to be using meters, liters,



**Awards Displayed**

Gold Star 4-H Club members from Deaf Smith County for 1974, Sandra Stallings and Britt Hicks display framed certificates they were given when they and Gold Star members from other Panhandle counties were honored at a district banquet in Amarillo recently. Winners of the county awards were announced at the annual Achievement Banquet Nov. 1.

**A. O. THOMPSON  
ABSTRACT CO.**  
Mr. and Mrs.  
A. J. Schroeter  
Courthouse  
Phone 364-1504  
P.O. Box 73  
Free City Maps  
Showing Blocks

**FOR LARGER  
GIFT SELECTION  
COWAN JEWELERS**  
Downtown

**Definition**  
Modesty: The feeling that others are bound to discover for themselves how wonderful you are.  
-Bulletin, Great Lakes, Ill.  
-Tower, Edenton, N.C.

**Give Thanks**  
Few of us get what we deserve, for which most of us should be thankful.  
-Enquirer, Cincinnati.

grams and kilograms instead of yards, quarts and pounds? The question is not just an academic one. A definite step toward that ultimate end has just been taken by Congress in authorizing an expenditure of \$40 million over the next four years in the nation's elementary and secondary schools for instruction in the metric system.

The attitude is that the young generation will find the new system much simpler and will take to it readily. The move toward eventual adoption of the metric system is being pushed by the Department of Commerce, which points out that every major country in the world, except the United States, is now using it. The result is that our international trade is at a distinct disadvantage, it contends. The switchover would require many adjustments on the part of Deaf Smith County residents. A local car owner, for example, would pull into a gas station and ask for 25 liters. He would get 6.6 gallons, its equivalent. With that amount he would be

able to travel 150 kilometers because he gets about 6 kilometers to the liter, otherwise known as 14 miles to the gallon. During the course of a year, he and the other 9,300 drivers in the local area have been consuming 2,720 liters per car, on average. They are now managing with somewhat less than that because of the reduced speed limit, 88 kilometers per hour (55 miles), imposed to cut down on fuel consumption.

The Deaf Smith County housewife, when she goes marketing, would be buying 500 grams of butter, equal to 1.1 pounds, a kilo of meat for hamburgers, equivalent to 2.2 pounds, and 4 meters (3.6 yards) of dress material. Those in favor of the change to the metric system argue that we cannot stand alone indefinitely in a world that has gone almost entirely in that direction. Those who oppose point to the upheaval it would cause and the billions of dollars the adjustment would entail.

## Prime Time

### Researching Causes of Heart Disease

By Bernard E. Nash

Ask most doctors today to pick the most likely candidate for a heart attack or other cardiovascular ailment, and they'll usually point to a middle-aged man who smokes cigarettes, has above-normal blood pressure and/or eats foods that increase the amount of cholesterol in his blood. If he's overweight, has a family history of heart disease, and leads a life filled with stress and devoid of exercise the choice can be even more precise. In 20 cities across the country, medical researchers are selecting the 12,000 healthy volunteers—from a field of 300,000 locally recruited men between

goal: to keep these men from fulfilling their frightening potential. The experiment is called Mr. Fit (which is what many participants may be at program's end) and the reason there is no Ms. Fit is that women in this age range suffer from cardiovascular problems far less than men. Also, Mr. Fit, more properly "MRFIT," stands for (Multiple Risk Factor Intervention Trial), and that's exactly what it is.

In heart disease, a "risk factor" is any of the habits or conditions mentioned at the beginning of this column. Convincing evidence of this was gathered by the famous Framingham Study which developed detailed medical histories of 5,127 people in Framingham, Mass. from 1948 to 1968, and through related research over the years.

Many doctors have since counseled their patients to change their ways of life (this is what is known as "intervention"), and thus avoid heart trouble. Since this has usually been done on an individual or fairly limited basis, there has been no real evidence accumulated of success or failure. This is where MRFIT, with its 12,000 potential heart attack victims, comes in. Half of the participants will be referred to their family doctors for treatment, and checked by the researchers during the duration of the experiment. At the same time, the other 6,000 volunteers will be treated for six years by MRFIT Medical personnel who will encourage them to give up cigarettes and foods high in cholesterol. Those needing it will be given medication to lower their blood pressure. In general, all will be given guidance and assistance in developing healthier lifestyles. "This is the first experiment in which everyone involved will receive treatment," notes Dr. Peter Peacock, medical director of the American Health Founda-

Categorizing politicians and the drooping economy as "well intentioned mistakes," financier Bob Hill told National Secretary Association members here last week that the country will overcome its economic problems. Hill was one of several speakers to address approximately 40 women who attended the eighth annual NSA-sponsored seminar. The forum, which centered around finances and women's rights, was held in the Civic Club Center under auspices of the Hereford-Canyon NSA Tierra Blanca Chapter.

Bill Albright represented Deaf Smith County Chamber of Commerce and welcomed the secretaries and guests. He gave an outline of local assets and a brief history of the county. Mrs. Virginia Byers of Canyon, president of Tierra Blanca Chapter, responded to Albright's welcome and expressed appreciation for local facilities. Mrs. Janie Victor, seminar

chairman, introduced Hill, who delivers a daily stock market report on Channel 7. He is also known to area residents through a newspaper column, On Wall Street, which appears regularly in The Brand. Hill stated that the 1970's would be known as the "super decade," because of many "firsts," including a Gross National Product exceeding \$1 trillion, shortages of vital resources and escalating inflation. "Inflation is a horrendous fact of life and there's no getting around it," said Hill, Branch manager of Lentz, Newton and Co. Amarillo. "Ninety per cent of solving a problem lies in defining it. This is a new problem which will require a new approach to a new solution. "Americans will need to adapt to sharp price increases and a possible recession. We must rethink investment and savings procedures," he commented.

Hill stressed that an individual should learn enough about finances to make one's own budget decisions. He also defined the assets of investing in tax-free bond funds, utility common stocks and stocks with conversion features. Real estate can be a worthy investment, according to Hill. He said that the most valuable farmland now is located near towns of 10-50 thousand population. Gold, a magic word to Americans, can be purchased in coin form, through mining stock, bullion (after Jan. 1), and futures. He maintained that gold coins are the wisest investment as collector's items. Arts and antiques can be very good investment items, although some take many years to reap profit. Hill advised that an individual seek expert opinion before purchasing such articles.

In reference to personal finance, Hill recommended that one form a budget and stick to it ruthlessly. He listed convertible bond funds as a smart investment in the future. He also advised the group to take advantage of legal tax deductions and to ascertain that property is not under-insured. The speaker also warned against "flim-flam" operations which take advantage of a novice investor. He suggested that one seek financial counseling from a reputable firm. Credit policies were explained during a panel discussion, "Will You Loan Me a \$1?" Moderated by Mrs. Avis Blakey, the panel was composed of Mrs. Pauline Howard, assistant manager of Hereford Texas Federal Credit Union; Jeff Carlile, vice president of Hereford State Bank; Mrs. Abie Crume, manager of Credit Bureau, Inc.

Panelists stressed that women have gained greater liberties in obtaining credit and assuming loans. The audience was advised to read and understand any signed agreements and then to meet all obligations. Character was underlined as a most important factor considered when granting credit. Employment, collateral and in some cases, marital status, are also decisive factors. An individual has the opportunity to rectify a bad credit rating, according to one panelist. Credit files only consider financial backgrounds of the immediate past seven years. Each financial agency maintains its own individual criteria, however sex discrimination is illegal for all banks and lending companies. A good credit rating and a good purpose for a loan will usually earn an individual, man or woman, the needed money. THOMAS BURDETT, local attorney, presented an in-depth explanation of the legal status of women 1974. He detailed many Texas laws concerning wills, marriage and divorce and abortion. Burdett listed the property rights of women in Texas as: separate property, which is brought into a marriage or received strictly as an individual; community property, all common property shared by husband and wife; special community property unique employment wages, individual insurance benefits and other specially designated property. The lawyer also pointed out that a wife owns half of everything assumed during marriage. Burdett advised that wills be updated or changed if circumstances warrant it. Marriage and divorce laws were roughly outlined by Burdett. He stated that many changes in Texas law have affected the marital institution. Burdett said that the only requirements for common law marriage were cohabitation and representation as a married couple. Common law marriages require legal divorce proceedings when terminated. The most common reason for divorce is that the marriage is "insupportable," indicating the couple is no longer compatible. After filing for divorce, a "cooling off" period of 60 days must expire before a trial. The Equal Rights Amendment, proposed in 1972, could drastically alter women's legal status, should it be ratified. If accepted, a woman could be forced to pay child support. Also, failure to support a husband could be grounds for divorce. A woman and her children would not be required to adopt her husband's name. Also, sex segregation could be abolished in hospitals, dormitories and public restrooms. Abortion laws have not changed much in Texas. It is still a felony, subject to two-five years imprisonment. Death of a woman due to abortion is defined as murder legally and a procurer for an abortionist is considered as an accomplice. However, abortion is sanctioned if a physician determines that a woman's life will be endangered by delivery of a child. Burdett closed by asking the audience if they had celebrated Women's Equality Day on Aug. 26. The legal observance was ratified in 1971 and commemorates a proclamation giving women the right to vote. A buffet luncheon catered by Dickies followed the morning program. Entertainment and door prizes were provided. Local Cowbells contributed menus for guests. After the meal, Boyd Foster, Office manager of Arrowhead Mills, led seminar guests on a tour of local facilities.

## CHRISTMAS DECORATING CONTEST

Women's Division of Deaf Smith Chamber of Commerce  
701 North Main Street, Hereford, Texas 79045

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

CATEGORIES:

TOTAL HOME  
SPOT DECORATION: WINDOW \_\_\_\_\_  
DOOR \_\_\_\_\_  
BLOCK (NEIGHBORHOOD) \_\_\_\_\_

## Bob Hill Predicts Economic Survival

# GRAND OPENING

## TEXAS GALLERY AND FRAME SHOP

in Sugarland Mall

- Oil Paintings
- Artist Supplies
- Picture Frames
- Hobby and Craft Items

Opening Nov. 30, 1974  
**FREE!**

One Black and White Print valued at \$1 to each person who visits our store on opening day

Over 500 Watches to select from  
**COWAN JEWELERS**  
Downtown



# COUNT ON FURR'S

PRICES EFFECTIVE THRU 11-30-74

WE REDEEM USDA FOOD STAMPS

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

**GRAPES** CALIFORNIA RED EMPEROR LB. **39¢**

**POTATOES** ALL PURPOSE RUSSET 5-LB. BAG. **46¢**

**CUCUMBERS** TEXAS LONG GREEN SLICERS LB. **19¢**

**LETTUCE** CALIFORNIA ICEBURG LB. **26¢**

**CABBAGE** TEXAS FRESH LB. **13¢**

**APPLES** WASH. STATE DELICIOUS RED LB. **4** **89¢**

**GROUND BEEF** FRESH DAILY LB. **79¢**

**ROUND STEAK** FURR'S PROTEN LB. **\$1.09**

**SIRLOIN STEAK** FURR'S PROTEN LB. **\$1.09**

**CLUB STEAK** FURR'S PROTEN LB. **\$1.49**

**T-BONE STEAK** FURR'S PROTEN LB. **\$1.49**

**CHUCK STEAK** FURR'S PROTEN LB. **89¢**

**CUBE STEAK** FURR'S PROTEN LB. **\$1.59**

**SPINACH** FOOD CLUB NO. 303 CAN. **4** **\$1**

**KETCHUP** HEINZ 20-OZ. BOTTLE. **49¢**

**CHILI** RANCH STYLE BEEF 19-OZ. CAN. **79¢**

**PIZZA** MIX, CHEF-BOY-AR-DEE 2-CHEESE 28½-OZ. PKG. **99¢**

**GREEN BEANS** FOOD CLUB, CUT NO. 303 CAN. **3** **FOR 89¢**

**DINNERS** MACARONI & CHEESE FOOD CLUB 7½-OZ. **4** **/\$1.00**

**RAISINS** FOOD CLUB 1-LB. PKG. **69¢**

WE GIVE GOLD BOND STAMPS DOUBLE ON TUES AND WED WITH \$2.50 PURCHASE

Shop Our Delicatessen

1 POUND POLISH SAUSAGE  
1 PINT COLE SLAW  
1 PINT PINTO BEANS  
1 PINT WHIPPED JELLO

ALL FOR **\$3.89**

**GAIN** 25' OFF LABEL KING SIZE. **\$1.46**

**BOLD** DETERGENT 10' OFF LABEL 49-OZ. PACKAGE. **\$1.05**

**COFFEE** FOOD CLUB ALL GRINDS 2-LB. CAN. **\$1.99**

YOU ALWAYS PAY THE LOWER PRICE AT FURR'S

Cans and Packages that show more than one price... YOU PAY THE LOWER PRICE

As price increases occur, all pre-marked products in our shelves will be sold at market price until that supply is exhausted.

During the year many prices are lowered due to supply. When prices are lowered you receive the savings immediately. Products bearing the old higher price will be marked with the new lower price. You can see the savings... YOU PAY THE LOWER PRICE

Note: The only exceptions to our pricing policy is when price change timing is controlled by law

## SUPER DISCOUNT SPECIALS

<b>WHIPPING CREAM</b> ½ PINT BORDEN'S <b>2/28¢</b> WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	<b>CRISCO OIL</b> 24-OZ. <b>69¢</b> WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	<b>FOLGERS COFFEE</b> 1 POUND CAN <b>69¢</b> WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	<b>PEACHES</b> DEL MONTE NO. 2½ CAN <b>9¢</b> WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET
---	--	---	--

### Frozen Food Favorites

**DINNERS**  
PATIO FRESH FROZEN MEXICAN, COMBINATION, CHEESE ENCHILADA OR BEEF ENCHILADA EACH... **49¢**

**POTATOES**  
GAYLORD, FRESH FROZEN 5-LB. PACKAGE... **\$1.69**

<b>TOPCREST TWIN JUMBO</b> 30" WIDE PAPER AND FOIL \$1.59	<b>TOPCREST COMBINATION</b> 6-ROLL PACK \$1	<b>SATIN SPUN TREE ORNAMENT BALLS</b> 2½" SIZE SOLID OR ASST. COLOR PACK GIANT BAG OF 18 <b>\$1.89</b>	<b>SEGO DIET FOOD</b> 10-OZ. SIZE <b>21¢</b>	<b>DIGEL ANTACID LIQUID</b> BY PLOUGH 12-OZ. <b>\$1.43</b>	<b>COTTON PUFFS</b> 360 COUNT... <b>41¢</b>	<b>BEAUTY-LOTION</b> 8oz... <b>73¢</b>
<b>TOPCREST JUMBO ROLL</b> 26" WIDE SOLID ROLL, 20 SQ. FT. ALL PAPER, 50 SQ. FT. <b>79¢</b>	<b>CHRISTMAS CARDS TAGS AND SEALS</b> 54 PC. PKG. <b>59¢</b>	<b>RIBBON BURNWICK TRADITIONAL</b> asst. COLORS ¾" WIDE 100 FT. <b>49¢</b>	<b>HAIR COLOR</b> LOVING CARE EACH <b>\$1.33</b>	<b>SUAVE CREME RINSE</b> 16-OZ. BOTTLE <b>87¢</b>	<b>SHOP Furr's MIRACLE PRICES</b>	



# TEXAS BUSINESS

by Dudley Lynch

The Texas Legislature attempted to pass a law to kill corporate farming four years ago, but the bill failed to pass. Similar laws exist in Oklahoma, Kansas, North Dakota and Iowa.

Bankruptcy petitions in the two major bankruptcy courts in Texas are up this year over last. In the Dallas bankruptcy court, 515 bankruptcy petitions of various kinds were filed for the first ten months of this year, compared to 436 for the same period last year. In Houston,

there were 733 filed through Oct. 31, compared to 516 for the same period last year.

Dallas bankruptcy judge Dean M. Gandy distinguishes between straight bankruptcies (involving liquidation and distribution of assets) and chapter bankruptcies (involving reorganization), and he says that chapter bankruptcies "are definitely larger" this year.

Gandy says there has been an upsurge of people in the housing and construction business filing for bankruptcy.

"These things run in cycles," he says. "Four or five years ago, it was the oil companies. Then it was the computer companies. Now it is the construction people."

Texas shrimpers, like Texas beef raisers, are caught in a cost-price squeeze.

The catch for August (the latest figure available) was 57% above the same period last year, but the total value was 3% lower. The average price for shrimp in August was \$1.15 a pound. In 1973, the average price was \$1.85 a pound.

Meanwhile, fuel prices have rocketed. The cost for operating a 70-foot vessel for one night ranges from \$60 to \$80 currently, according to the Gulf Coastal Fisheries Center of the National Marine Fisheries Service. In 1973, that cost ranged from \$30 to \$42. U.S. Rep. Kika de la Garza, whose Rio Grande Valley district includes the Brownsville shrimpers, says the Marketing Assistance Program of the fisheries services will be expanded soon to promote the Gulf shrimp industry. But de la Garza admits, "This is only a drop in the bucket toward meeting the promotional needs of the industry."

A solar power plant operating between San Antonio and El Paso by 1985?

That's the prediction of a University of Houston scientist, Dr. Alvin Hildebrandt, who says that West Texas is the most likely site in the state because of its abundant supply of sunshine. Hildebrandt's concept calls for a field of movable mirrors that would follow the sun and focus its rays on a boiler mounted on top of a 500-foot tower in the center of the field. The steam would be piped to the ground, where it would power a standard turbine and generator.

Texas lawmakers compiled a strong overall pro-business and anti-inflation record during the past session of Congress, says a reporting service.

On 10 key issues, Senators John Tower and Lloyd Bentsen and 20 of the 24 Texas congressmen voted with business on at least half. Tower

voted "correctly" on 9 of 10, while Bentsen was rated 5-5.

Perfect marks from the business viewpoint were compiled by Rep. Omar Burleson of Anson and Bill Archer of Houston.

Among the low scorers on the pro-business index were Representatives Bob Eckhardt of Houston (1-9), Barbara Jordan of Houston (2-8), Charles Wilson of Lufkin (3-7) and Henry Gonzales of San Antonio (3-5).

Texas-based companies mirrored the general trends for U.S. corporations during the third quarter of 1974 — increases in profits but falling profit margins — although a spot sample shows some major Lone Star firms did better than the average.

Among the Texas companies listed in Business Week Magazine's quarterly "Survey of Corporate Performance," two oil service and supply firms showed large increases in profits for the third quarter of '74 over the same quarter a year ago.

Dresser Industries, Dallas, showed a 46% increase in profits — to \$16.8 million — and Hughes Tool Co., Houston registered a 106% increase — to \$7.2 million. Not surprisingly at all, as a category, the oil service and supply industries recorded the biggest third quarter profit increase this year of any group of American industries: a 332% jump.

Despite the leap-frog trend in profits, the two Texas oil service-supply companies reported a minimal change in margins (net income as a percent of sales). Dresser's profit margin increased slightly, from 4.4% to 4.6% while Hughes Tool's remained at 11.7%. The industry average showed an increase in margins from 1.5% to 4.6%.

In other categories:

—Braniff International Airline's profits tumbled 23% from the third quarter of '73 (to \$5.9 million), and its profit margin dropped from 6.8% to 4.3%. (Industry average: 38% increase in profits; margin increase from 4.6% to 5.3%)

—First International Bancshares of Dallas saw profits jump 17% to \$11 million and margins fall from 11.7% to

# Lieutenant Governor's Report

By Bill Hobby

It has been my pleasure during the past weeks, to address a meeting of the International Good Neighbor Council and the opening of the Mexican Trade Fair in San Antonio. These occasions gave me the opportunity to reflect on the good will existing between the people of Texas and the people of Mexico.

As any student of history knows, our people have not always lived together in friendship. We have had our disagreements, some violent. But, it is remarkable that the violence which once marked the interaction of our people has been so quickly replaced by respect and affection.

The people of Texas and the people of Mexico are different in many ways. But, more numerous than our differences are our similarities. We have much in common; and it is this commonality which merits our attention.

The greatest danger to the unity of nations at this time in the history of world civilization is that the severe crises of the moment frighten our people so much that they turn

inward. The first reaction, when threatened, is to withdraw, like a turtle, into a shell. But, withdrawal is not the answer to the particular dangers we face today.

Texans are concerned, as are all the people of the United States, with the continuing inflation, the absence of mortgage money, the shortages of commodities and all the other symptoms of an unhealthy economy. We are also concerned with the prospect that energy supplies are being depleted and other natural resources are being destroyed by pollution.

What we must acknowledge is that we are not alone in facing these problems. Inflation, shortages, energy cutbacks, pollution are problems shared by virtually every nation of the world.

The problems do not end at a nation's borders. They did not result from the actions of the United States alone or will they be solved by the United States alone. A step taken in Houston triggers a reaction in Mexico City which results in worries in London.

Once the people of the world recognize their

interdependence, they will also come to understand the necessity of greater cooperation.

In the relationship between Texas and Mexico, we can see a growing recognition of the interdependence of nations. I call upon our people to work together in such a way as to make this relationship an example of the type of relationship which must come to exist among all the nations of the world.

It really should not be difficult for us to work together in this way. We only have to expand the feelings of good will, the understandings, the willingness to cooperate which are already present in the relations between Texas and Mexico.

What our people have been able to do in overlooking our difference and stressing the things we have in common should be a lesson for all the world. And, we have much in common.

In addition to working together as members of the international community to combat worldwide problems, Texas and Mexico have many areas in which to help each other.

We have lived as neighbors for many years. We can understand each other and each others needs. We can see more clearly than others far removed from our borders how best to deal with the pressing questions facing our people.

We should encourage increased commerce between Texas and Mexico. Texas needs new markets for her products as Mexico needs for hers. We can expand our service as each other's marketplace.

Our agricultural industry is very similar, being concerned with many of the same type of crops and much the same weather and growing conditions. We can share from each others agricultural advances and together fight common threats to our crops.

Above all, Texas and Mexico must always remain good neighbors. In a world where too many people seem to thrive on disagreement and conflict, there is still room for friendship and cooperation. And, what more is a good neighbor than one who offers friendship and pledges cooperation?

At The Library

## Wild Rabbits Are Heroes In Book

Midnight Is A Place by Joan Aiken and Watership Down by Richard Adams are the two books being featured this week at Deaf Smith County Library.

Lucas and Anna-Marie are the two main characters in Midnight Is A Place. Although their backgrounds were worlds apart, they soon find out that not only did they need each other to survive but genuinely liked each other.

Watership Down is a picturesque tale of the maverick band who set out against all odds on a quest for a new home, a better society. The heroes of this book are wild rabbits.

The Library is open to the public on Mondays from 9 a.m. until 9 p.m., weekdays from 9 a.m. until 6 p.m. and on Saturdays until noon.

By Richard Adams

They lived, comfortable and secure, in the best of all worlds. Until one of them had a vision: he saw the hillside that was their home covered with blood. Prophesying imminent destruction to all who remained there, he and his brother appealed to their chief.

They were dismissed routinely. Obedience — and death — faced them. Or rebellion — and survival, maybe.

Watership Down is a picturesque saga of the maverick band who set out against all odds, on a quest for a new home, a better society. How they succeed is an epic adventure — and a compelling contemporary odyssey of leadership found and leadership lost.

The heroes of this tale are animals — wild rabbits. Their behavior is consistent with the laws of nature, yet each is endowed with a blood-and-gut personality that is unforgettable. The full-bodied characterization and compelling plot fuse, transcending the animal world and illuminating man's great humanity — and terrible inhumanity. The setting is the rolling hills and meadows of England. The time is now — or tomorrow — or always.

## Best Of Press

Think

Plan ahead—it wasn't raining when Noah built the Ark. —Record, Columbia, S.C.

Of Course

Being married saves a man a lot of time making up his mind about things. —Construction Digest.

Smart Girl

To a smart girl men are no problem—they're the answer. —Stinger, Midway Island.

Soon?

Researchers say that woman may soon dominate the United States. What do they mean by soon? —Sun-Times, Chicago.

Cheer Up

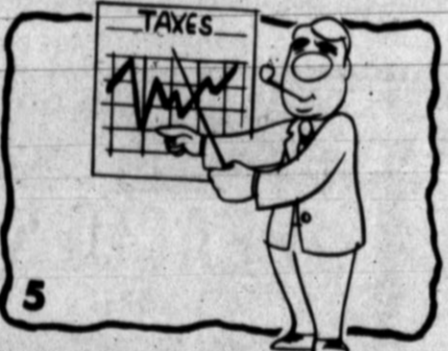
If you can look happy when you aren't, you'll get along all right. —Observer, Vail, Ia.

WATERSHIP DOWN

## Three more reasons why you'll want to Shop at Home!

1. Better roads and streets.
2. Better schools and churches.
3. Higher property values.
4. Better jobs.
5. Lower taxes.
6. Better selection of goods.

More money spent locally means more and better jobs for everyone. The more our community prospers, the more everyone living and working here prospers. And the more people we have making more money, the greater our tax base becomes, lessening the individual tax load for everyone. There's a big extra plus when you shop at home, too: The more you shop at home, the better our local merchants do. The more business they do, the more goods they begin to order. And the more goods ordered by local merchants, the better selection you have. When you shop at home, you're doing yourself a favor.



An economist for a leading Houston bank says that one of his chief concerns is what will happen to the Texas economy when the oil begins to play out.

Dr. Jim Gibbs of Texas Commerce Bank says, "We think about it all the time." He notes that the decline has already set in. He says that for the first six months of '74, Texas crude oil production dropped .3 of a per cent even though producers were trying to pump every ounce they could.

Gibbs believes that plans should be accelerated for a superport or two.

The Energy Institute of the University of Houston agrees. In a study that suggested Texas will be an importer of energy before 1985, the Institute staff said, "Decisions about a deep water mono-buoy terminal or superport location and whether it should be publicly or privately financed and managed should be reached as soon as possible."

A consortium of oil companies is now planning a privately-owned deepwater port off Freeport. However, the Texas

Offshore Terminal Commission, a state agency, prefers a publicly-owned facility.

Gibbs believes the state's petroleum and petrochemical processors may also need a superport off Corpus Christi.

Footnote: In 1970, according to the Energy Institute report, Texas consumed only 43% of its total energy production, exporting the rest. By 1985, it will need 102% of its total production.

It's no longer news that the family farm — a cherished American tradition — is in trouble, with its purchasing power, market 'clout' and financial strength overshadowed by corporate, or conglomerate farming.

And it comes as no surprise that the U.S. Chamber of Commerce has, in effect, endorsed the "corporate" farm concept. "It is important that this sector be kept viable and efficient, not only because of consumer needs for food and fiber but also because of the jobs for workers and the opportunities for investors," a report says.

Texas farm spokesmen are divided on the threat of corporate farming to the family farm. Joe Hubenak, chairman of the House Agriculture and Livestock Committee says, "There's no way a farm can compete against the conglomerates." But Warren Newberry of the Texas Farm Bureau says, "We don't believe corporate farming is a major problem. They don't do well. Look at the big feedlots in West Texas now. They do fine when everybody's going strong. But when it gets tough, they get out."

## WHO KNOWS?

1. When was President Zachary Taylor born?
2. The British evacuated New York on what day in 1783?
3. Admiral Byrd flew over the North Pole on what date?
4. What breed of dogs cannot bark?
5. Name the 17th President of the United States.
6. When was the first U.S. Post Office opened?
7. How many Friday the 13ths are there in 1975?

## Answers To Who Knows

1. November 24, 1784.
2. November 25th.
3. November 29, 1929.
4. The Basenji—a dog native to Africa.
5. Andrew Jackson.
6. November 28, 1832.
7. One, June 13th.

## FOR GIFTS THAT ARE LASTING

COWAN JEWELERS  
Downtown

Home Repairs and Remodeling all kinds FREE ESTIMATES Rockwell Bros. & Co. Lumber 104 S. Main 364-0033

Courtesy of The HEREFORD BRAND



# Duckwall's



**BATTLESHIP**  
Game  
Reg. \$3.50  
**\$3.66**

**CANDLE WAX**  
In 11-LB. Slab  
Reg. \$3.00  
**\$2.99**



**6" Vanity MIRROR**  
Reg. \$4.00  
**\$2.77**



**Decorated METAL TINS**  
Reg. 39¢ **28¢**  
Reg. 59¢ **47¢**  
Reg. 79¢ **67¢**




**BANDED GOODS**  
Reg. \$1.00  
**99¢**  
Your Choice Pkg.




**HAMPERS**  
Reg. \$12.00  
**\$8.33**



**Eveready FLASHLIGHT**  
Reg. \$1.00  
**88¢**



**4 Pc. Wooden SPOON SET**  
Reg. 89¢ **57¢** Limit 1



**NERF BALL**  
Reg. \$1.00  
Limit 2  
**74¢**



**PAPER PLATES**  
by Bondware  
Reg. 93¢  
**61¢**



**Holiday Mix**  
2 lb. Bag  
Our Reg. \$1.29  
SPECIAL 3 Days Only  
**97¢** bag



**6 Foot Artificial Scotch Pine**  
Handsome Scotch pine trees are flame resistant. Coded branches so tree sets up in a jiffy! Complete with stand.  
Our Reg. \$12.99  
**\$9.88**  
SPECIAL 3 Days Only



**Lil' Woodies**  
Adorable wooden ornaments add a special look to your Christmas tree and decorations.  
\*Wooden angels, elves, nativity scenes.  
Our Reg. 69¢ **43¢** (SPECIAL 3 Days Only)  
\*Hobby horse, Raggedy Ann, Humpty Dumpty, Boy Blue or Drum major.  
Our Reg. 59¢ **37¢** (SPECIAL 3 Days Only)



**Kodacolor FILM**  
Stock Up Now  
126-12  
110-12  
**97¢**  
Your Choice Special Price




**Sylvania MAGICUBES**  
3 Cubes in Pkg.  
Special Price  
**\$1.23**



**Duckwall's is child's play**  
For toys and a whole lot more.



**Men's WORK SOCKS**  
Reg. \$1.00  
2 pr. in Pkg.  
**99¢**




**Icicles**  
Silver metalized icicles. 200 in box. Our Reg. 2 boxes for 37¢.  
SPECIAL 3 Days Only  
**12¢**



**Mini Coppers**  
Miniature copper-colored ornaments. Values to 39¢.  
SPECIAL 3 Days Only  
**18¢**



**Renuzit AIR FRESHENER**  
Reg. 69¢  
**2/93¢**



**Digital Wall THERMOMETER**  
Reg. \$1.00  
Limit 1  
**97¢**



**PANTY HOSE**  
No. 2721 Reg. 77¢  
**2/99¢**  
**KNEE-HI'S**  
Size 9-11  
No. K-99 Reg. 81¢ **57¢** Pr.



**Tree Light Set**  
35 lights twinkle or shine steadily to add to the magic of Christmas. Mini lights are mini-power users...same as a 25 watt bulb!  
Our Reg. \$1.99  
**\$1.17** Set  
SPECIAL 3 Days Only



**Tinsel Garland**  
Gold or Silver. 20' x 4".  
Our Reg. \$1.39  
**77¢**  
SPECIAL 3 Days Only



**Gift Wrap**  
\*Jumbo Gift Wrap - 66 sq. ft.  
\*Jumbo Foil Wrap - 26 sq. ft.  
\*Our Reg. 99¢  
SPECIAL 3 Days Only  
**83¢** roll



**SATHER'S COOKIES**  
Sathers  
Reg. 39¢ EACH  
NOW **4/99¢**



**SILLY PUTTY**  
Perfect Stocking Stuffer  
Reg. 88¢  
**66¢**



**Tree Light Set**  
Turn off a household light and turn on Christmas lights! 25 light multiple set for outdoor decorating. Our Reg. \$5.49.  
SPECIAL 3 Days Only  
**\$3.44** Set



**Glass Ornaments**  
Twelve 1 1/2" ornaments in holiday colors. Our Reg. 99¢.  
SPECIAL 3 Days Only  
**57¢** set



**General Electric Extension Cord**  
9 foot cord. Our Reg. 92¢.  
**59¢**



**TOTE BAG**  
Reg. \$4.00  
**\$1.99**



**Walt Disney Movie Viewer**  
Turn the crank and watch your favorite Disney character! For ages 3 to 10.  
Our Reg. \$7.44.  
SPECIAL 3 Days Only  
**\$4.97**



**Satin Sheen Ornaments**  
1 1/2" to 3" balls, 12 to 5 in box. 3" balls, 4 in box. Our Reg. \$1.19.  
SPECIAL 3 Days Only  
**66¢** box



**Christmas Tablecovers**  
Wipe-clean plastic. Holiday patterns. 54" x 72".  
**59¢**



**General Electric LIGHT BULBS**  
Reg. \$1.00  
**88¢**



**Bear**  
Soft plush teddy bear is fun for all ages!  
Our Reg. \$5.88.  
SPECIAL 3 Days Only  
**\$3.88**



**Tree Top Star**  
Twinkling 10-lite star tops your tree! Our Reg. \$1.99.  
Uses 8 1/2 watts.  
SPECIAL 3 Days Only  
**\$1.33**



**Hassock**  
Vinyl covered hassocks are a grand gift item! 15 1/2" x 11 1/2" high.  
Our Reg. \$5.95.  
SPECIAL 3 Days Only  
**\$3.99**




**Gloves**  
Ladies' Jolmin Gloves  
Our Reg. \$1.99  
Ladies' Knit Gloves  
Values to \$1.99  
Children's Knit Mittens  
Values to \$1.29  
Duckwall's has gloves and mittens for the entire family! Check out our values for boy's, men's and infant's too. An ideal gift.  
SPECIAL 3 Days Only




**Ohio Art Etch-A-Sketch**  
Turn the knobs to draw, shake to erase. An interesting gift for adults and children! Our Reg. \$4.57.  
SPECIAL 3 Days Only  
**\$3.57**



**Ladies' Jolmin Gloves**  
Our Reg. \$1.99  
Ladies' Knit Gloves  
Values to \$1.99  
Children's Knit Mittens  
Values to \$1.29  
Duckwall's has gloves and mittens for the entire family! Check out our values for boy's, men's and infant's too. An ideal gift.  
SPECIAL 3 Days Only



**Strombecker Jam Pac Fleet**  
7 die cast metal cars and trucks. Priced right for exchange gifts! Our Reg. 99¢.  
SPECIAL 3 Days Only  
**66¢** Set



**Lynka Construction Set**  
Realistic 5 piece set for junior road builders! Sturdy.  
Our Reg. \$7.44.  
SPECIAL 3 Days Only  
**\$4.97**



# GIFTS THAT GO GREAT



See our beautiful selection of unique gift ideas....

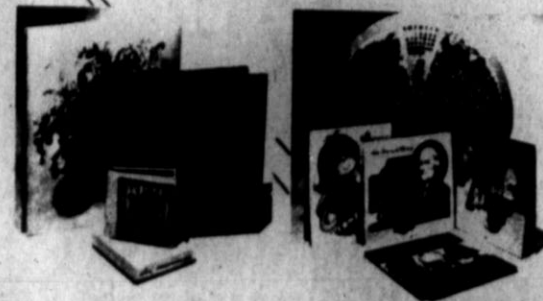


## Stocking Stuffers

See our great stocking-sized children's gifts today.



## Follow the Hallmark Santa's Sugarplum Road to Christmas Gifting



Albums: Keep treasured memories alive in a beautiful Hallmark Album. A gift of thoughtfulness.

Calendars: Count up the days 'til next Christmas with attractive Hallmark calendars. The year-round gift.



Writing Papers: Practical, yet personal, bright Hallmark stationery and notes make the perfect gift for the man, woman or child in your life.



Gift Wraps: Let your Christmas gifts reflect your good taste. Wrap them with Hallmark gift wrap, or "ready-wrap" gift boxes, bags and ties.



if ever casual dinnerware was meant for a bride

## Stoneware '74 by Noritake

The designers' stoneware

**WINSOME.** A vibrant expression of the new naturalness. A stroll through some of Nature's most inviting pathways. Let your mind soar. You'll see our wild flowers — brushed in Cobalt Blue and four tones of Woodland Brown — come alive, swaying and bending in the breeze. As a master gardener creates his world... Winsome's decorations, varying from piece to piece, grow naturally and gracefully in their settings.

**Noritake**  
a world leader  
in fine tableware  
for generations



True to a basic theme, each piece comes alive with its own intriguing decoration

"Create tomorrow in casual dinnerware." That was the assignment given to Noritake's designers when Stoneware '74 was conceived. Look at it... picture it as part of your life; we think you'll agree Noritake's designers achieved their goal. Stoneware '74 is imaginative, fresh, free-spirited.

Decorations complement each shape — they're not paper doll copies of the dinnerplate motif. With truly innovative styling, with great strength and the handcrafted look that is true to timeless stoneware tradition — Noritake's Stoneware '74 is indeed everything you want tomorrow to be in casual dinnerware.

Stoneware '74 means so much more to you because it is safe in oven, microwave oven, freezer, dishwasher or detergent. In special value sets or open stock. Oh yes, since the designers did their work so well, Stoneware '74 is called "the designers' stoneware".

- 45-PIECE SERVICE FOR 8 ..... \$174.95
- 20-PIECE SERVICE FOR 4 ..... \$71.95
- 5-PIECE PLACE SETTING ..... \$18.95

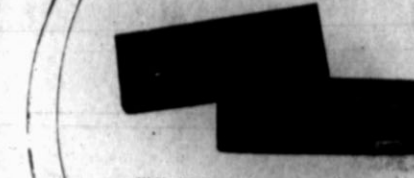


**NORITAKE ACCESSORIES**  
Perfect Go-Togethers for Your Stoneware '74  
Complete your picture with Spotlight Glassware in a radiant choice of coordinated colors.  
**STEMWARE AND TUMBLERS ..... \$4.00 ea.**  
The perfect final touch: Today Stainless Steel crafted with stoneware handles to complement Stoneware '74.  
**5-PC. PLACE SETTING ..... \$19.95**

**Climbing Vine.** Tradition takes a look at today, as Noritake's classic flowering vines grow contemporary.



**Fruitful.** The classic fruit motif suddenly swings contemporary... with an exciting and creative flair.



Writing Instruments: Hand-crafted from real woods, elegant gift-boxed Hallmark pens and pencils are guaranteed for a lifetime of writing pleasure.



Hallmark Cards: When you care enough to send the very best.



Candles: Glowing gifts for holiday decorating. Santa offers a selection of candles and card-wrappers that will light up any night!



Books: Traditional favorites, humorous, inspirational, religious — The Hallmark Santa has a Crown Edition title to please everyone on your gift list.



Home Decorations: Spread holiday cheer throughout your home (or a friend's) with festive Hallmark home decorations.

Bridge Ensembles: All decked out for Christmas giving — playing cards with matching acetate and pencil in a decorative gift box.

Party Sets: Have more time to spend with guests at your holiday party this year, with attractive, Hallmark party accessories.



Dress up your tree with elegance!

Add a touch of glass to your tree this year with unusual Hallmark glass ornaments in exclusive designs. So beautiful, you'll want to give them as gifts!

## springbok



## Puzzle your family

What better way to spend an evening than to put together a Springbok puzzle with your family? Intriguing designs range from Mickey Mouse to fine art reproductions. Break the TV habit — pick up a Springbok puzzle today. Perfect for gift-giving, too.

We have a gift just right for everyone on your list....

## Russell Stover CANDIES

Everyone's Favorite Gift



### ASSORTED CHOCOLATES

Always a Christmas favorite... creams, nuts, fruits, caramels, nougats, toffee, scotch, crunches and chewy centers, dipped in finest dark and milk chocolate.

- 1 lb. \$2.60 2 lb. \$5.15 3 lb. \$7.70 5 lb. \$12.75
- 8 oz. box \$1.30



### THE GIFT BOX

... an exquisite gift package filled with a variety of chocolates and butter buns... creams, nuts, crisp and chewy centers.

- 1 1/2 lb. box \$3.90

# McDOWELL DRUG

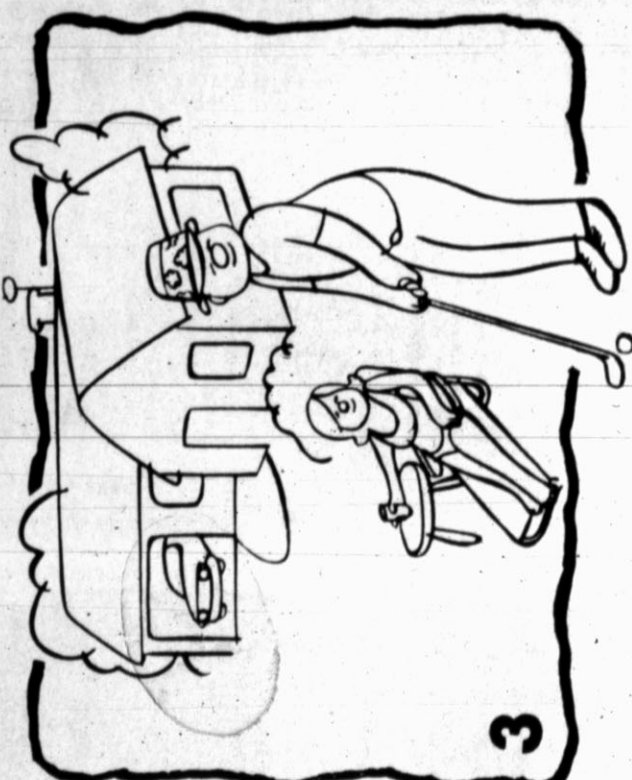
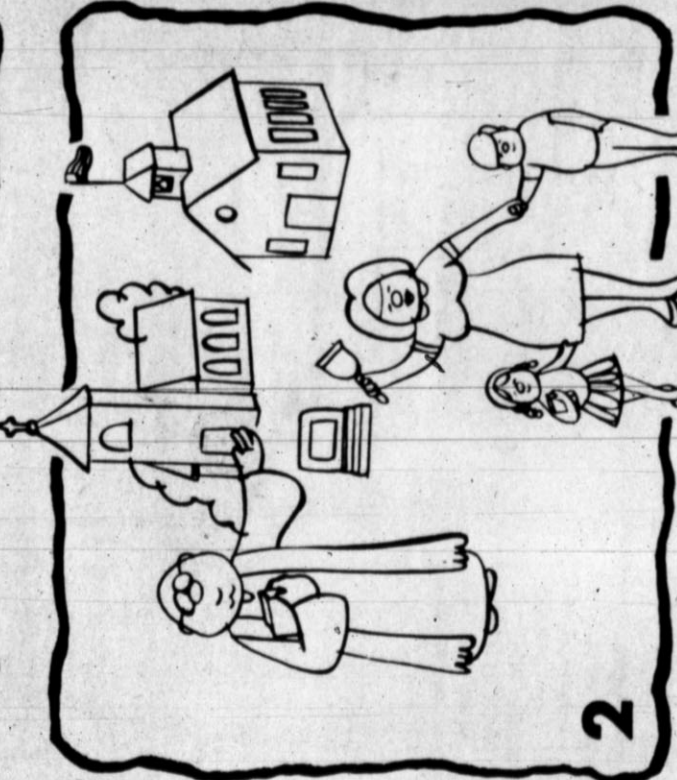
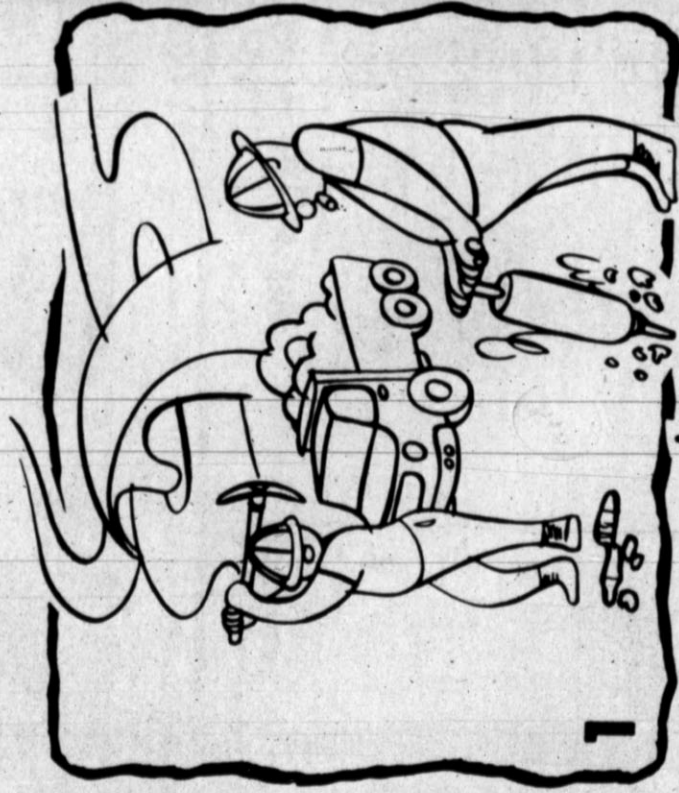
DOWNTOWN  
HEREFORD  
364-1313



# Three reasons why you'll want to Shop at Home!

1. Better roads and streets.
2. Better schools and churches.
3. Higher property values.

Good things begin to happen to our community when you shop at home. More money spent with local merchants means more tax revenue for our community. More tax revenue means more money for better roads and streets, better schools and better community improvements. More money spent locally means that there's more money and more jobs for more people. And that means more money for better churches. It all adds up to a better overall community which, in turn, means higher property values. When you shop at home, you're doing yourself a favor.



The Hereford Brand  
The Sunday Brand

Tel-Aire

Weekly Television Magazine

The Hereford Brand

THURSDAY NOVEMBER 28, 1974



Paul Newman, Jeanne Woodward and daughters star in "Wild Places."

Winter Time Is TV Family Time.....

The best of movies, all net shows, sports, and news are your by calling 364-3912 for your cable installation.

CABLEVISION CALL 364-3912



Thursday Program Notes

Commentators for the Philadelphia Convention...  
 9:30... CBS... THE 4TH ANNUAL PARADE...  
 A colorful special presenting the highlights of the nation's most famous...  
 11:00... CBS... THE CBS FESTIVAL OF LEVELS...  
 "Alley Celebrates Ellington" Famed modern dance choreographer Alvin Ailey will present six new works created by him and inspired by the music of the late Duke Ellington. The Ailey Ailey Workshop, a company of young dancers between the ages of 17 and 21, will perform on the special.

MONDAY THRU FRIDAY	4	7	10	11	13	39
CHANNEL	KONC	KVII	KFOA	KTVI	KRBA	KXIX
CABLE	NBC	ABC	CBS	IND	IND	IND
40	Tony Show	Pro News	CBS Morning News	Sam Bang Theatre	Instructional Propagating	Big Story
41	News 4	News 7	News 10	News 11	News 13	News 39
42	News 4	News 7	News 10	News 11	News 13	News 39
43	News 4	News 7	News 10	News 11	News 13	News 39
44	News 4	News 7	News 10	News 11	News 13	News 39
45	News 4	News 7	News 10	News 11	News 13	News 39
46	News 4	News 7	News 10	News 11	News 13	News 39
47	News 4	News 7	News 10	News 11	News 13	News 39
48	News 4	News 7	News 10	News 11	News 13	News 39
49	News 4	News 7	News 10	News 11	News 13	News 39
50	News 4	News 7	News 10	News 11	News 13	News 39
51	News 4	News 7	News 10	News 11	News 13	News 39
52	News 4	News 7	News 10	News 11	News 13	News 39
53	News 4	News 7	News 10	News 11	News 13	News 39
54	News 4	News 7	News 10	News 11	News 13	News 39
55	News 4	News 7	News 10	News 11	News 13	News 39
56	News 4	News 7	News 10	News 11	News 13	News 39
57	News 4	News 7	News 10	News 11	News 13	News 39
58	News 4	News 7	News 10	News 11	News 13	News 39
59	News 4	News 7	News 10	News 11	News 13	News 39
60	News 4	News 7	News 10	News 11	News 13	News 39
61	News 4	News 7	News 10	News 11	News 13	News 39
62	News 4	News 7	News 10	News 11	News 13	News 39
63	News 4	News 7	News 10	News 11	News 13	News 39
64	News 4	News 7	News 10	News 11	News 13	News 39
65	News 4	News 7	News 10	News 11	News 13	News 39
66	News 4	News 7	News 10	News 11	News 13	News 39
67	News 4	News 7	News 10	News 11	News 13	News 39
68	News 4	News 7	News 10	News 11	News 13	News 39
69	News 4	News 7	News 10	News 11	News 13	News 39
70	News 4	News 7	News 10	News 11	News 13	News 39
71	News 4	News 7	News 10	News 11	News 13	News 39
72	News 4	News 7	News 10	News 11	News 13	News 39
73	News 4	News 7	News 10	News 11	News 13	News 39
74	News 4	News 7	News 10	News 11	News 13	News 39
75	News 4	News 7	News 10	News 11	News 13	News 39
76	News 4	News 7	News 10	News 11	News 13	News 39
77	News 4	News 7	News 10	News 11	News 13	News 39
78	News 4	News 7	News 10	News 11	News 13	News 39
79	News 4	News 7	News 10	News 11	News 13	News 39
80	News 4	News 7	News 10	News 11	News 13	News 39
81	News 4	News 7	News 10	News 11	News 13	News 39
82	News 4	News 7	News 10	News 11	News 13	News 39
83	News 4	News 7	News 10	News 11	News 13	News 39
84	News 4	News 7	News 10	News 11	News 13	News 39
85	News 4	News 7	News 10	News 11	News 13	News 39
86	News 4	News 7	News 10	News 11	News 13	News 39
87	News 4	News 7	News 10	News 11	News 13	News 39
88	News 4	News 7	News 10	News 11	News 13	News 39
89	News 4	News 7	News 10	News 11	News 13	News 39
90	News 4	News 7	News 10	News 11	News 13	News 39
91	News 4	News 7	News 10	News 11	News 13	News 39
92	News 4	News 7	News 10	News 11	News 13	News 39
93	News 4	News 7	News 10	News 11	News 13	News 39
94	News 4	News 7	News 10	News 11	News 13	News 39
95	News 4	News 7	News 10	News 11	News 13	News 39
96	News 4	News 7	News 10	News 11	News 13	News 39
97	News 4	News 7	News 10	News 11	News 13	News 39
98	News 4	News 7	News 10	News 11	News 13	News 39
99	News 4	News 7	News 10	News 11	News 13	News 39
100	News 4	News 7	News 10	News 11	News 13	News 39

On The Cover

Paul Newman and Joanne Woodward will stress the importance of unspoiled lands to the future of America as they take viewers to some of this nation's most majestic natural regions—from the icy peaks of Alaska to the tree-capped Presidential Range in New Hampshire's White Mountain National Forest—during "The Wild Places," a special to be broadcast on the NBC Television Network Monday, Dec. 3 (7:00-8:00 p.m.).

Supreme Court Justice William O. Douglas is to appear on the special in a section dealing with the Olympic seacoast area of his native Washington State.

This marks the first joint appearance by the Newmans in a TV special. They are accompanied by two of their daughters—Lissy, 13, and Celia, 9—as they hike along trails

THURSDAY	4	7	10	11	13	39
CHANNEL	KONC	KVII	KFOA	KTVI	KRBA	KXIX
CABLE	NBC	ABC	CBS	IND	IND	IND
40	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
41	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
42	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
43	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
44	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
45	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
46	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
47	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
48	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
49	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
50	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
51	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
52	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
53	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
54	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
55	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
56	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
57	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
58	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
59	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
60	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
61	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
62	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
63	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
64	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
65	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
66	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
67	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
68	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
69	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
70	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
71	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
72	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
73	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
74	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
75	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
76	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
77	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
78	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
79	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
80	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
81	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
82	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
83	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
84	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
85	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
86	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
87	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
88	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
89	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
90	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
91	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
92	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
93	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
94	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
95	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
96	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
97	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
98	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
99	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service
100	News 4	Pro News	Exploitation News	The Girl	Exploitation News	Weather And Public Service

**Adidas**  
The Official Shoe of the Sports World!

Also  
Aidas Travel  
Sports Bags Available

**GATTIS SHOE STORE**  
"The care about your feet!"  
Sugarland Mall

**Winterize Your Boat NOW**

**Save Money Later**

**JACK'S MARINE SUPPLY**  
14001 Katy Road  
Sugarland, Texas 77478

**Spangler's**  
DIAMONDS LTD

**Wonder Standard Of Excellence**

Custom Jewelry Designing  
& Manufacturing

Sugarland Mall 364-0070

**60" Console Stereo**  
In the box Reg. \$229.95

**\$149.95**

**PLANS Furniture & Finance Corp.**

900 Lee Jive Furniture... Jeddly Financing 364-3400

**FOR SALE**

**CAMPBELL**  
NEEFORD REALTORS

364-0780

**Adidas**  
The Official Shoe of the Sports World!

Also  
Aidas Travel  
Sports Bags Available

**GATTIS SHOE STORE**  
"The care about your feet!"  
Sugarland Mall

**Winterize Your Boat NOW**

**Save Money Later**

**JACK'S MARINE SUPPLY**  
14001 Katy Road  
Sugarland, Texas 77478

**Spangler's**  
DIAMONDS LTD

**Wonder Standard Of Excellence**

Custom Jewelry Designing  
& Manufacturing

Sugarland Mall 364-0070

Permanently 1971.  
 7:00... CBS... THE WALTONS...  
 A special two-hour episode written for John Jay...  
 7:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 8:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 8:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 9:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 9:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 10:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 10:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 11:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 11:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 12:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 12:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 1:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 1:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 2:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 2:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 3:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 3:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 4:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 4:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 5:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 5:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 6:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 6:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 7:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 7:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 8:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 8:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 9:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 9:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 10:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 10:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 11:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 11:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 12:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 12:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 1:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 1:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 2:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 2:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 3:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 3:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 4:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 4:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 5:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 5:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 6:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 6:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 7:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 7:30... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...  
 8:00... CBS... THE ODD COUPLE...  
 "The Big Broadcast" Oscar gets his own radio sports show...







