





# Lifestyles



## To serve as officers

During a Christmas party and luncheon Monday, Deaf Smith County Extension Homemakers Council members participated in an installation ceremony. At far right, Argen Draper, Wyche Extension Homemakers Club member and retired county extension agent, installed incoming officers. New officers elected were (from left to right), Toni Vaughn, reporter; Carol Odom, parliamentarian; Byrdie Fellers, treasurer; Jewell Hargrave, corresponding secretary; Sherrie Blackwell, recording secretary; Maudette Smith, chairman; and Kate Bradley, vice-chairman.

## EH Council officers installed

The Deaf Smith County Extension Homemakers Council met to hold their annual Christmas party on Monday, Dec. 4, at the Bicentennial Room of the Deaf Smith County Library.

The recreation committee of Edith Higgins, chairman; Johnnie Messer, Dolores Brorman, and chairman, Carol Odom, planned the covered dish luncheon and program.

Following the luncheon for 34 members and five guests, food donations were presented to Sunshine Acres. Bill Devers received the donations. Sacks bearing pictures of Agent Beverly Harder, Carol Odom and Chairman-Elect Maudette Smith became a humorous method of collecting the goods as members placed their vote of food donations for "Your Favorite

Turkey Award" in the sacks. Devers was special luncheon guest and gave the invocation.

Holiday recreational activities were enjoyed by those attending with a final exchange of white elephant gifts among members and guests.

Argen Draper, EH member of Wyche and retired County Extension Agent, presented the formal charge and goals for the 1990 EH year. She also installed incoming officers of: Maudette Smith, chairman; Kate Bradley, vice chairman; Sherri Blackwell, recording secretary; Jewell Hargrave, corresponding secretary; Byrdie Fellers, treasurer; Toni Vaughn, reporter and Carol Odom, parliamentarian.

Serving a second term will be TEHA chairman, Johnnie Messer.

Special guest for the event included Reta Smith, Extension Homemaker from Loveland, Colo.; Nettie Green of Lubbock, who formerly served as dietary manager at Golden Plain Home and Hank Messer and Hazel Savage, who is a newcomer to Hereford.

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion, handicap or national origin.

## Ann Landers

**DEAR ANN LANDERS:** Like you, I get sick when I read about newborn babies found in trash cans and on the steps of hospitals and churches.

Please print the following message to pregnant, unmarried teenagers. It might help persuade other young women to do for someone else what our son's young birth mother did for us. Thank you, Ann. -- Hot Springs

**DEAR H.S.:** Here's the letter, and a very good one it is. Thank you, dear.

Dear Unwed Mother-To-Be: I would like you to consider doing something that I could never do. Give up your newborn child for adoption. Hear me out.

I played with dolls for as far back as I can remember. I remember stuffing a pillow under my shirt pretending that I was pregnant. I have always loved the idea of being a mother, but unfortunately I could never conceive.

My husband and I feel extremely fortunate to have a son who is now five. We adopted him when he was three days old. We have accepted

the fact that he will be our only child. I quit teaching to stay home with him. With only my husband's income we could never get together another \$10,000 to pay for a second adoption.

I am asking you to please consider giving up your baby. Your parents might say, "No grandchild of mine is going to be given away to a stranger!" But please ask yourself, "Am I ready to be a mother? Will I be able to devote myself to this child and not resent missing the fun that my teenage friends are having?"

Do you believe that having a baby of your very own will be wonderful? If so, talk to some of your friends who have had babies. They will tell you that it is very hard work. Babies mean sleepless nights. They get sick. They cost money. Motherhood is an enormous responsibility. Are you ready for it?

Giving up your baby for adoption is the most unselfish thing a mother can do. If you are not sure which direction to go, please get counseling. Talk with someone who knows all sides of this story. It will be the most important decision of your young life. Make the right one. -- No Name Please

**DEAR ANN LANDERS:** In all the years I've read your column, this is my favorite and the one that makes me laugh the most. My mother sent it to me years ago and I've carried it around as we've moved all over the U.S. Every time I come across it I laugh again. It certainly is good advice to kids. Please reprint it for the harrowed mother's sake. -- Barb in DuBois, Pa.

**DEAR BARB:** With pleasure. Here it is:

**DEAR ANN LANDERS:** I'm a 16-year-old girl who is a nervous wreck for getting yelled at. All I

hear from morning till night is, "Stop smoking, get off the phone, hang up your clothes, do your homework, clean up your room."

How can I get them off my case? -- Sick of Parents

**DEAR SICK:** Stop smoking, get off the phone, hang up your clothes, do your homework and clean up your room.

**DEAR ANN LANDERS:** In 1987, you addressed the problem of paying for unordered magazines. I kept that column because several of my friends had been victims of that scam. In July, 1989, it happened to me. I wrote the company, citing U.S. Code Sec. 3009, Title 39, as you suggested. I have not had a statement from them since. Apparently the "official" language did the trick. -- Seattle.

**DEAR SEATTLE:** Thanks for letting me know it still works. Readers take note.

Is that Ann Landers column you clipped years ago yellow with age? For a copy of her most frequently requested poems and essays send a self-addressed, long, business-size envelope and a check or money order for \$4.85 (this includes postage and handling) to: Gems, c/o Ann Landers, P.O. Box 11562, Chicago, Ill. 60612-0562. (In Canada send \$5.87.)

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## La Madre Mia Study Club has annual Christmas party

The La Madre Mia Study Club met recently in the home of Merle Clark for the annual Christmas party.

## Dinner, dance Saturday

The Elks Lodge will be sponsoring a benefit dinner and dance for the Jim Curtsinger family Saturday, Dec. 9, at the lodge.

The chili and bean dinner will be from 6 p.m. to 8 p.m. The cost of the dinner is \$3 per person. The cost of the dance will be \$5 per person. Dinner and dance per couple is \$15.

All proceeds from the event will be donated to the Curtsinger family. Anyone wanting to make a donation may contact Janice Holmes at 364-7140.

The first lollipops were dabs of sugar candy placed on the end of a slate pencil.

The Clark home was decorated throughout in the Christmas spirit and co-hostesses Judy Williams, Marlene Watson, Betty Taylor, and Bette Owen served an array of holiday goodies.

Roll call was answered with "Best gift ever given" and a gift exchange was enjoyed by members.

A report was given on the "Holiday Tour of Homes" with approximately 500 people attending the event.

The club voted to give a donation to the Christmas Stocking Fund and to foster parents here in Hereford.

The project committee members, Owen, Susan Robbins and Francine Bromlow, are working on other projects for the club to give donations to.

Members present were Carolyn Baxter, Ruth Black, Bromlow, Clark, Mary Herring, Sharon Hodges, Betty Lady, Barbara Manning, Gladys Merritt, Lavon Nieman, Owen, Nancy Paetzold, Robbins, Lucy Rogers, Tricia Sims, Mysedia Smith, Georgia Sparks, Taylor, Watson, Judy Williams, and Debbie Bentley.

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# Sports

## Lady Whitefaces, Herd JV gain wins

Hereford Whiteface varsity and JV basketball teams gained a split in District 1-4A action at Dumas on Tuesday as the Lady Whitefaces pulled off a 44-42 win and the Herd JV took a 41-31 decision.

The Herd varsity suffered its sixth loss of the season to open district play, 82-59, while the Lady Whiteface JV fell, 32-39.

### Lady Whitefaces 44, Dumas 42

Stacy White scored the winning basket with less than 15 seconds left in the game to give Hereford its first lead.

Dumas steadily built up a five-point lead through the first three quarters of play before Hereford mounted its comeback.

"They pressed us most of the first half," Coach Dickie Faught said, "and we had some trouble with it at first. Then Brienna (Townsend) began handling it and we started coming back with our press."

The Demonettes pulled out to a 12-9 lead after the first period on the strength of six points by Keva Raper. The Herd played Dumas even in the second quarter (15-15) as five Hereford players put points on the board.

Dumas enjoyed its biggest lead in the third quarter, scoring eight points while Shantel Cornelius put in all six Hereford points.

Hereford turned up the press to start the final eight minutes and cut the margin to two with just over four minutes remaining.

Faught said the difference in the game came at the free-throw line.

"Dumas had two more field goals than we did," he said, "but we were 12 of 15 at the line (80 percent)."

Dumas managed an even higher success rate from the charity stripe (87.5) with a seven-of-eight performance, but committed 14 fouls to the Herd's 10.

For the game, Cornelius led all scorers with 16 points, including eight out of eight free throws. White added 10 points while Jennifer Bullard had seven, Townsend six, Cande Robbins three and Chandra Brown two.

Dumas was led by Raper with 12 points and Camille Morton with nine.

The win moved the Lady Whitefaces to 4-7 on the year and 1-1 in district play. The Lady Whitefaces will continue 1-4a play when they host Berger at 8 p.m. Friday.

### Dumas 82, Herd 59

A cold first half left the varsity boys still looking for their first win of the season, but, Coach Jimmy Thomas said, progress is being made as most of the team enters its second week in the gym.

"We were taking a lot of good shots - shots in the lane," Thomas said of the first half, "we just weren't getting them to fall."

The Demons led by six after the

first quarter, then blew the game open with a 23-8 run in the second.

The Herd warmed up in the final 16 minutes, scoring 39 points to the Demons' 41.

"We came back really well in the second half," Thomas said. "(Jason) Walterscheid (15 point in the half) played good and Daniel Garcia played hard. It's just going to take some time to get everything to fall together."

Hereford's biggest problems after the first half came in the form of Demons Brad Summersell and Chris Northcutt, who combined for 55 points on the night.

Summersell led all scorers with 30 points and Northcutt had 25 to account for two-thirds of the Dumas scoring. Kirk Gearhart also reached double figures for the Demons with 12 points and Brandon Christie added nine.

For the Herd, Walterscheid finished with 17 points and Matt Bromlow with 13. Garcia added five points with

Chuck Lemons getting five, Dee Nall and Leo Brown four each and Russell Backus three. Anthony Tijerina, Chris Steward and Keith Kelso each scored two points.

The loss drops Hereford to 0-6 for the year and 0-1 in 1-4A action. The Herd will spend the weekend at the Denver City Tournament with its first-round game set for 7 p.m. Thursday.

### Dumas 32, Lady Whiteface JV 29

Hereford held an 8-5 lead after the first quarter, but got into foul trouble early in the half, allowing Dumas to spend most of the second quarter at the free-throw line.

The Demonettes took advantage of the situation, hitting seven of eight free-throw attempts in the second period, including five of six by Taylor Ann Halbert, to take a 17-10 lead at the half.

Hereford mounted a comeback in the final period as Brek Binder and

Lori Sanders combined for 10 points, but the Herd could never cut the margin to less than three.

For the game, Binder and Sanders shared high-point honors with nine points each while Melinda Holmes added seven. Brenna Reinauer, Teresa Baker and Roxann Torres each contributed one basket for the Herd.

### Herd JV 41, Dumas 31

Hereford broke open a tight game with a 21-7 run in the third quarter as Blake Buckley and Ben Weatherly combined for 13 points.

The two teams played even through the opening period at 8-8, and the Demons edged in front at the half, 17-16.

Weatherly finished with 11 points to lead all scorers and Buckley ended in double figures with 10. Richard Sanderson added eight points for the Herd while Chris Blair, Chris Tardy and Brady Wilson all scored four each.

## 'Pokes watch 'Buddy Board'

IRVING (AP) - On a bulletin board in the Dallas lockerroom, is a reminder of what happened Thanksgiving Day against the Philadelphia Eagles. It says unkind things about the Cowboys, who have a dozen NFL losses.

The "Buddy Board" is just another shot fired in the "bounty war" between Jimmy Johnson of the Dallas Cowboys and Buddy Ryan of the Philadelphia Eagles. It will all be settled on Sunday in Veterans Stadium.

"Emotions will be high," promised Johnson, who accused Ryan of placing a \$200 bounty on placekicker Luis Zendejas and \$500 on quarterback Troy Aikman in a 27-0 loss to the Eagles Thanksgiving Day. "And I think the officials will be on top of the game this time."

Johnson said linebacker Jessie Small deliberately went out of his way to hurt Zendejas. Johnson said he would have confronted Ryan on the field after that game but Ryan "hustled his fat rear end to the dressing room."

The NFL is investigating the bounty charges and Ryan called on Johnson

to apologize for the charges, including the personal slur.

"Please!" Johnson replied on Tuesday when asked if he would apologize.

Ryan pressed the attack on Tuesday in a telephone call to Dallas media.

"My players will be ready because of what Johnson has accused us of," Ryan said. "We won't be flat."

Told Johnson wasn't going to apologize, Ryan said: "I'm sure the league will have him do that before long. This has been a bunch of bull. All the league had to do was look at our film."

Ryan said Johnson didn't even have the respect of his own players.

"If you took a vote of the (Dallas) players you'd find out they have more respect for me than Jimmy," Ryan said. "It would probably have to be a silent vote, though."

Asked if he would try to run the score up on the team with the worst record in the NFL, Ryan said "points are an important thing in this business. If we need them, we will. However,

I'd take a win by one point."

Ryan said after the first game, "It's probably the worst prepared team that I've seen in the NFL since I've been in it."

Ryan added on Tuesday, "They weren't very well prepared, but they'll probably do better this time because they have longer to get ready."

Johnson said he hoped his players didn't fall for Ryan's emotional smokescreen.

"If we get caught up or distracted, then it will take away from our play," Johnson said. "We've been trying to downplay the incident."

Asked if that was so, why would he have the bulletin board material in place, Johnson replied, "We do want to remind 'em of what happened a little bit."

Johnson did agree with Ryan on one thing - the Cowboys will be better prepared this time.

"I feel we will be better," Johnson said. "We had one of our worst games last time. We have more time to get ready."



### YMCA grid champs

The Bears took the third-fourth grade division title in the YMCA's youth flag football league with a 26-6 win over the Red Raiders. Members of the Bears are (kneeling, left to right) Vincent Guerrero, Brent Huseman, Tate Head, Brent Carlson, Thomas Suarez, (standing, left to right) Steven Holmes, Zayle Wall, Mark Rodriguez, Fedencio Ruiz, Robert Fuentes, Bryant McNutt, John Campean and Coach Johnny Wall.

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# Blacks expand sewing room into family factory

## H&R Manufacturing will produce more than 15,000 personalized jackets, caps, tee shirts, this year

By ORVILLE HOWARD  
Special Feature Writer  
Herschel Black tossed personal security to the wind and walked away from a top position in management to find a lifestyle in Hereford.

He found it, developed it and nourished into a fabric blend that now touches lifestyles of others from coast to coast.

With little more than a lot of grit and guts in marketing, Herschel Black and his wife, Ruth, have expanded a backyard stitching room into a family factory that is now shipping garments across North America and to many foreign countries.

"We have never tried to be the biggest but we've always tried to be the best," said Black, as he reflected on more than 20 years in the clothing manufacturing business. "This has been a people-to-people business which related to customers as individuals, not just as marketing points."

This year, H&R Manufacturing Co. will produce and ship more than 15,000 personalized jackets, and similar numbers in personalized caps and T-shirts. Though the Hereford business gained much of its national marketing momentum in personalized vests, this mode of outer wear has taken a backseat to the windbreaker jackets now coming off the cutting tables at H&R Manufacturing.

The Blacks seldom speak of volume or expansion, but relate more to the quality of life and

quality of products. They speak of their employees as being family and talk of Hereford as if the whole city was their backyard. Factory coffee breaks are filled with fun-talk rather than shop-talk, with the entire atmosphere of the Blacks' family factory woven around the theme of a country village.

As a matter of fact, the environment of H&R factory comes on as a breath of spring rather than the old sweat-shop image created by the textile industry of earlier times. The interior is built around the theme of a country village—from frontier hotels to a corner soda shoppe...livery stable and blacksmith remnants to stained-glass windows of a country church.

And running parallel to the country village is the cutting edge of the factory—sewing machines operated by some of the finest seamstresses in the business. Cutting tables, computerized embroidering machines and an entire division devoted to silk screening blend with the sewing rigs. Rows upon rows of custom-made jackets were ready for shipment to the winter holiday market that eventually will funnel the fine garments to someone's Christmas tree.

"Christmas is one of our heaviest marketing seasons since so many organizations, service clubs and companies believe our jackets make excellent Christmas gifts for their employees, customers or friends," said Black. "Schools from all over the nation order our jackets for their

various activity groups, such as the FFA clubs."

The commercial cattle feeding industry across the High Plains Beef Belt is also classed among the larger customers of H&R—and there are the rodeo clubs, farm and ranch organizations and the widespread agribusinesses that reach for the Hereford-made garments.

"Schools and the agricultural/livestock industries have always been a vital part of our business, but in recent years, we have branched out into many different lines of customized jackets and caps," said Black. "We have a lot of good customers in Mexico who saw and purchased our products at various stock shows across the Southwest."

The Blacks maintain marketing booths at the Houston Stock Show and Rodeo and the Southwest Livestock Exposition and Rodeo at Fort Worth on a regular basis, tapping new markets on each go-round.

"There's a lot of fine folks from Mexico who come to the Houston and Fort Worth stock shows each year, and by having this exposure, we've been able to reach a lot of international marketings," Black added. And, as a coincidence, as Black was speaking on his Mexican customers, a phone call for a new shipment of jackets came from a town in Mexico.

Specialties of H&R Manufacturing are the custom-made jackets and T-shirts, personalized with silk screen and embroidered work. The Blacks' son, Carey, is in charge of all silk screening with the embroidery work handled by four computerized embroidery machines programmed on floppy disks. Black pointed out that they also get numerous orders calling for fancy stitching on caps—from company logos to cattle brands.

"After all is said and done, I guess you'd say our primary function here at H&R Manufacturing is a sewing operation and the many items manufactured are the light-weight jackets on the order of a windbreaker," said Black. "The two most popular materials are nylon fabrics with a satin finish and a poplin-weight of 65/35 cotton blend."

Black noted that these waist-length jackets are the more popular trends for streetwear, sports outings and workaday wear...leisure time clothing for the young at heart.

Though the staccato sounds of needles or the near-silent slice of scissors reflect precision in fabric in the assembly lines, the perfection in H&R clothing actually begins at a textile factory in New England or the Deep South—or at the giant trade centers in Dallas where the Blacks each year spend a bundle of time and money in selecting the best materials for their customers.

"We buy some of our materials direct from the factories in the South or up-state New York," said Mrs. Black, who is much more than a wife or mother in this family business, attending to small personal problems of employees or taking a lead in church and community affairs. "We go to market each year in Dallas which gives a wide perspective of the fabric industries—when you've been there, you've just about seen it all."

Though the steel structure over in the 200 block of Ross Street houses one of the finest family factories of the Southwest, it doesn't date back to the wagon trains or to the irrigation boom of the 1950s. In fact, when measured



Herschel and Ruth Black

# HUSTLE HEREFORD

by most business longevities around Hereford, H&R Manufacturing is still just a babe in swaddling clothes—the Black family this year celebrated their 20th anniversary in the clothing business.

Herschel and Ruth Black have had close connections since birth. They were delivered just three days apart in the same community by the same doctor. On Dec. 10, 1935, in the small Texas town of Groom, Dr. John L. Witt delivered a son to Sam and May Black whom they named Herschel.

On Dec. 13, 1935, Dr. Witt delivered a daughter to Ollie and Ethel Blackwell whom they named Ruth. A day or so later, while making a routine house call to the Black home, Dr. Witt casually remarked: "I've just delivered you a mate, young man." And so, in 1953, his prophesy came to pass.

Dr. Witt later delivered the Blacks two sons, Greg and Carey. They also have a daughter, Tonja. As Mrs. Black put it, they had their "first crush" on each other in the 6th grade but didn't start dating until they were sophomores in high school at Groom.

Following their marriage, the Blacks moved to Amarillo where Black later became employed with Crowe-Gulde Cement Co. During the boom years of cattle feeding and sugar beet development, Crowe-Gulde transferred Black to Hereford as manager of the Deaf Smith County operations. New feedyards were being built at a rate never experienced before or since, and right in the middle of it all came the big Holly Sugar Plant that became the talk of Texas.

Concrete mixers and steel fabricators worked almost around the clock on the big business push in agriculture. Front page stories about Hereford hit the Big City press—New York Times, Wall Street Journal, Chicago Tribune, Kansas City Star, Dallas Morning News, Fort Worth Telegram and the Houston Chronicle, to name only a few. In less than five years, the greater Hereford area had come from near zero point in cattle feeding to a million head capacity,

from a railroad siding for sugar beet loadouts to headquarters of one of the largest and most sugar factories in the world...this was Hereford in the mid-1960s.

But then came a slide in building and non-resident companies began to pull in their horns and look for other boom areas. Crowe-Gulde offered Black his position back in Amarillo but he turned them down—he'd rather look for a job in Hereford than be a manager in Amarillo.

"We had found out that Hereford was a pretty nice place to live and we didn't want to leave," recalled Black, as he related a decision he made in 1965 that would reflect on his lifestyle for the rest of his days.

During their short stay in Hereford, the Blacks had invested as a stockholders in a community-financed dress factory, so when Black turned down the Amarillo move, he went to work in the business where he gained some the next season, so we began to look for additional lines."

In an effort to conserve every piece of scrap material left over from the stadium bags, Mrs. Black pieced together some quilted nylon vests for her sons to wear to school activities and to FFA stock shows. As it turned out, their sons, Greg and Carey, became walking show-cases for a new line of garment—every kid in the showing wanted a vest like the Black boys wore.

Mrs. Black turned out about a half dozen of the colorful vests on for her children's closest friends. And then came the regional stock shows in such places as Amarillo and Lubbock...wherever the vests went orders for more came back to Hereford.

"It finally dawned on me that if the FFA youngsters liked these vests, perhaps other children around

the schools would like them too," said Black. "So, I took two samples of our work and hit the road, showing them to ag teachers in other school in other places."

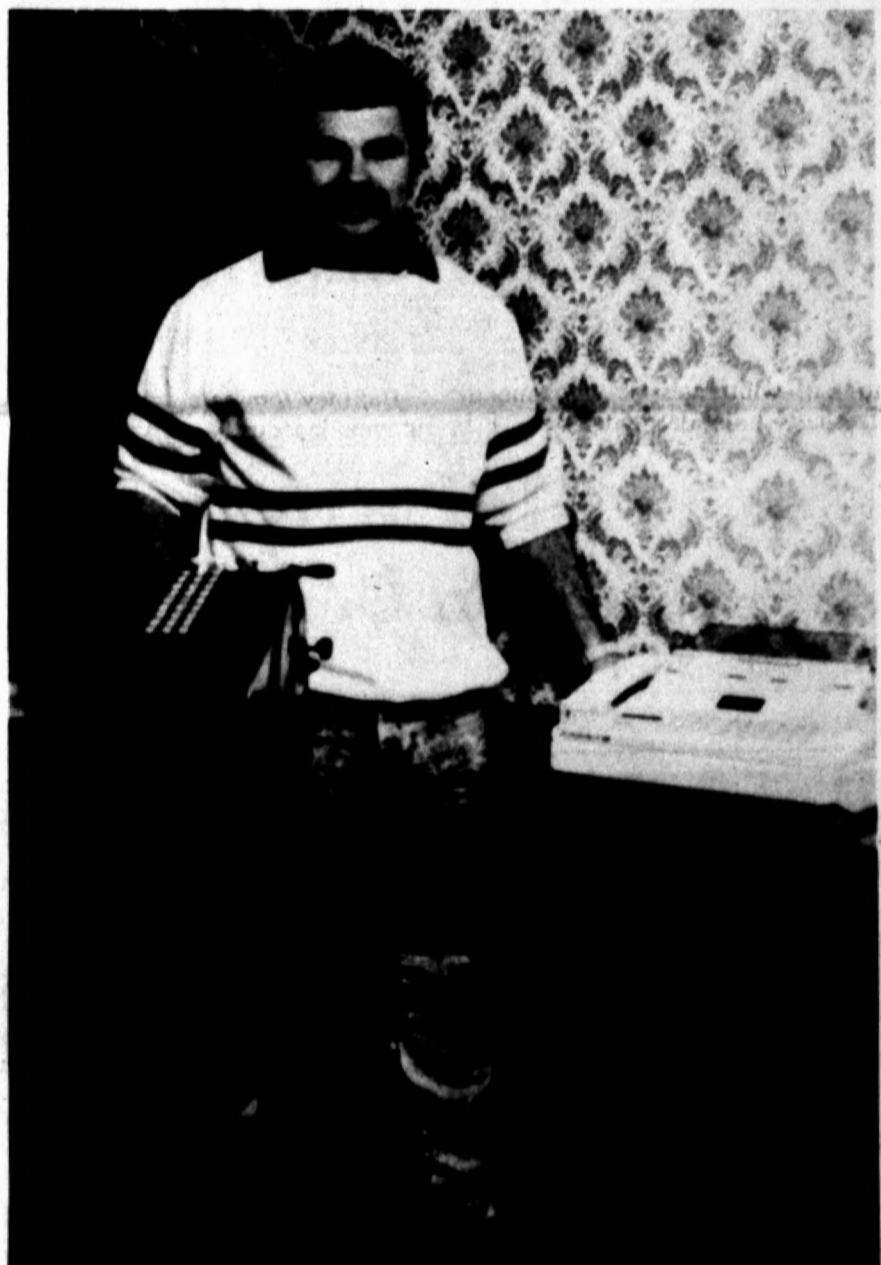
The spring of 1969 found Black traveling from school to school across the Southwest, showing his wife's hand-stitched vests. His big selling point was that the vests could be custom-made to fit school colors and decked with school emblems and mascot drawings. The vests became the hit of the 1970s in schools and organizations across the High Plains and eventually into the Midwest.

"At one time, I think I knew every ag teacher in Oklahoma," said Black, as he recalled their expansion into the surrounding states in the early 1970s. "The FFA boys soon found that they could make extra orders then sell the vests around town to raise money for their club activities. One of our largest marketing centers was a central Oklahoma town by the name of Clinton—it was a real powerhouse in the Oklahoma livestock showings back then, I believe it still is."

By the mid-1970s, anyone who was anyone in Southwest livestock youth shows wore a Hereford-made vest which became something of a status symbol along the sand-packed arena trails. The washable, durable garments were also enjoyed by the household budget-makers—the vests were sold wholesale to the youngsters at \$5.50 each.

Black recalled how their vest business soon mushroomed far beyond their experience in the sewing and marketing end of clothing.

In 1969, Black left the dress factory and started H&R Manufacturing Co.—"On \$500 and a hope (See HUSTLE, Page 7)



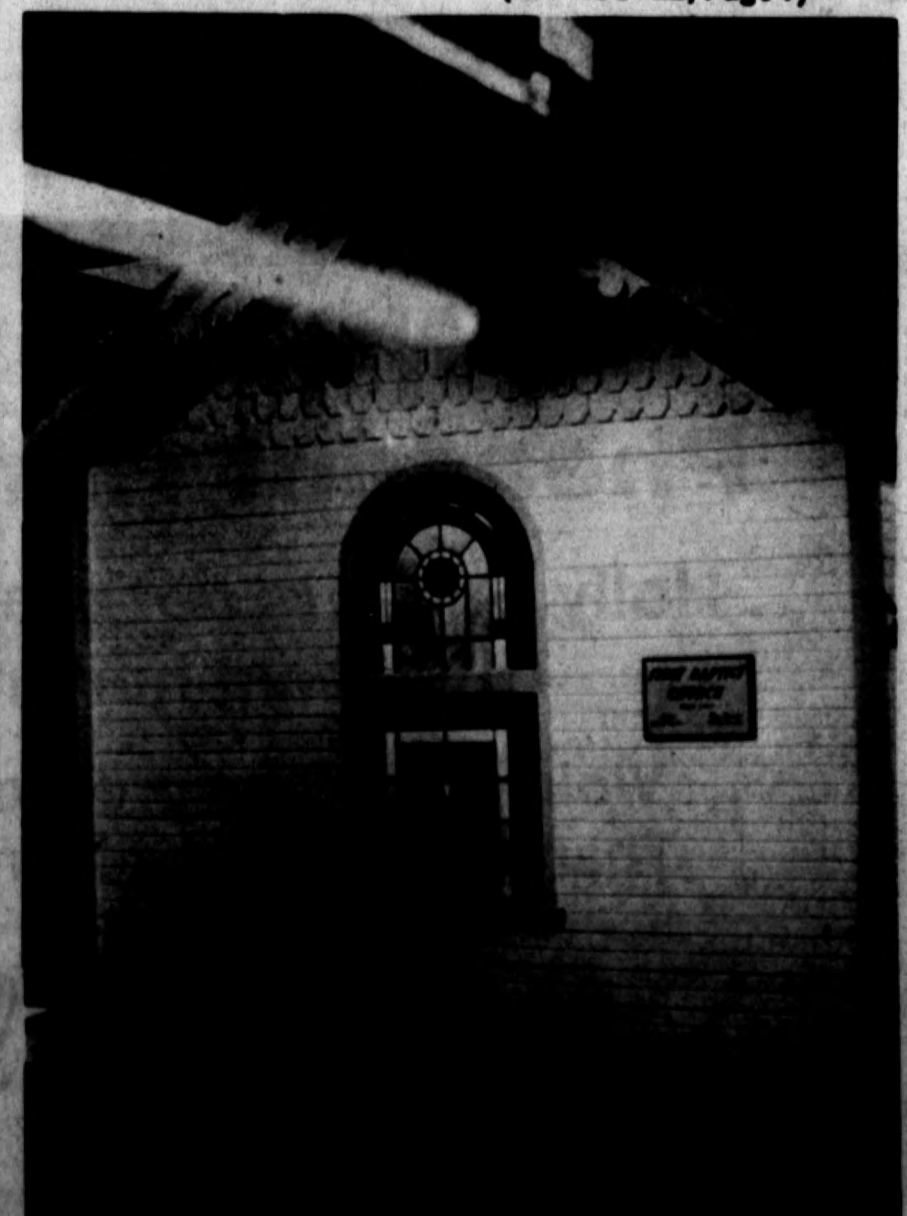
Carey Black...involved in total management



Cindy Castille...veteran at the cutting table



Mizzi Johnson...high-tech digitizing



(Continued from Page 6)

and a prayer." The Black's first product was a bulky-looking body cover which he called a stadium bag. This resembled the lower half of an ordinary sleeping bag that zipped down the side of quilted nylon material. When zipped over the lower half of one's body, the stadium bag offered excellent protection during fall and winter sporting events, such as Texas football games.

"We made a sample or two, then found a market and went for it," said Black. "We decided right then and there that if we were ever going to do anything on our own, we had to get on with it."

Black had already been indoctrinated into direct sales while with the dress factory where he had been employed mostly in local and regional marketing. Thus, the lateral move brought on new responsibilities of setting up a manufacturing plant and developing inroads to fabric factories and wholesale distributors.

Their first garment factory was nothing more than their household garage and an old Singer sewing machine. Bankers hesitated when Black offered bolts of cloth and old sewing machines for collateral. About all he and Ruth had to offer was a firm handshake and a positive attitude in gathering capital for their homespun factory.

But despite cool receptions at the money counters, Black moved against almost unsurmountable odds in his quest for a family factory. "I was on the road day and night seeking markets while Ruth stayed home taking care of our three children and keeping the garage going," said Black, who frequently smiled while speaking of the lean times.

After finding a market, the Blacks would purchase the piece goods (fabric) for a single order then send it out to sewing operation on a contract basis. "They (factories) would sew up the garments, ship them back to our residence where we would box and package the times for direct delivery," said Black.

"After that first ball season in 1969, it dawned upon us that when the ball games were over, our stadium bag business was over until beyond their Hereford garage and orders were jobbed out to various sewing factories across the country. However, Black stayed on the road selling and his wife and family handled the packaging and shipping of the finished product from Hereford.

"Our factory does not mean that we're anything extra but I think it does show that if you've got enough guts and fortitude, and a little bit of luck, you can still make a success in America," said Black. "I heard recently that a big businessman in the East said success was about 2 percent luck and the other 98 percent nothing but hard work."

For the past 15 years, the Blacks have maintained marketing booths at the stock shows in Houston and Fort Worth and more recently, have moved into computerized embroidery work and silk screen.

"We take our embroidery machines with us on the stock show circuits and let the people watch while we make their personalized jackets or T-shirts," said Black, in detailing various marketing trends.

# HUSTLE HEREFORD

The Blacks were invited to set up marketing booths at the National Rodeo Finals in Las Vegas this week, but declined the offer to take care of holiday orders earmarked for Christmas gifts.

The disk-driven computers are programmed to handle any type of embroidery work—from a rose garden to a livestock showing. Various breeds of animals, such as purebred horses and cattle, are among the favorites of the Southwest. Floppy disks actually tells the embroidering machines what stitch to make and where to make it...a high-tech, high-speed version of the thimble and hand-held hoops of earlier times. With just the touch of a keyboard, thread colors may be switched on a given image—a spotted pony or a flexen-mane sorrel...a Holstein calf or Hampshire hog. The disks may be used repeatedly and are filed for future production in the factory computer disk library.

Silk screen logos, prints and emblems are also placed in a permanent filing system which now includes styles from hundreds of schools, businesses and organizations across the country.

In addition to direct sales and people-to-people selling, the Blacks also have a direct mailing market that includes every ag teacher in the U.S., from the junior high level to the university systems. "We've shipped to every state in the nation and to many foreign countries," said Black, who noted that in many cases, one sale leads to another.

Black said they have no plans to change their present jacket styles, waist-length nylons with snaps—"We don't like to change horses in the middle of the stream...we've going to stay with the horse that brought us here and hope he'll take us home."

The stadium bags and quilted vests carried H&R Manufacturing through the decade of the 1970s and in 1981, they expanded to the custom-made jackets. They had already purchased adequate sewing and cutting equipment for their entire production, dating back to 1973 when they arranged for their children to form a leasing company called "Lease A Stitch."

To this day, the Black children still own the equipment which is used by H&R Manufacturing Co. "Our company leases the sewing machines from Lease A Stitch," said Black, who pointed out that "H&R" stood for Herschel and Ruth.

Black chuckled a bit when he told how they came by the company name: "We were down in Dallas showing our stadium bags to a national rep for JC Penney when he unexpectedly asked what was the name of our company. I looked over at Ruth and she looked back at me and I sort of blurted out...H&R Manufacturing Co. We had never discussed a company name...we just wanted to sell stadium bags." The name stuck.

While relating how the company expanded step by step, Black noted that one of the largest single marketing developments came in the Midwest when the Land of the Lakes Cooperative, headquartered at Fort Dodge, Iowa, endorsed the H&R garments for its far-flung retail outlets that stretched across some six states and encompassed more than 600 stores in as many communities.

"That deal in Fort Dodge was one of our biggest single licks," said Black, who pointed out that even this market was actually developed through their own jackets. "Someone up in Iowa saw one of the jackets at stock show at the American Royal in Kansas City and just sort of found us by word-of-mouth."

Though their son, Carey, has developed the silk screening division to a fine degree, he is also involved in total management—from selecting proper FAX communications to the oldest sewing machine in the plant. Carey and his wife, Cindy, have two children, Laci and Tanner.

The Blacks daughter, Tonja (Mrs. Steve Horrell), is employed in the Hereford School system. The Blacks also had a second son, Greg, who died in a tragic roadside accident near Hereford. His two children, Eric and Erin, live in Amarillo.

Herschel and Ruth Black speak of all their factory force on a first-name basis, with coffee breaks and noon lunches filled with laughter and jokes just a few feet away at the Corner Soda Shoppe.

Cindy Castillo, Sara Montana and Barbara Flores are experts at the sewing machines, with Emma Guevara and Daniel Garcia in silk screening and cutting. Melida Pacheco and Sharon Ebel handle the controls at the computerized embroidery machines while Mitze Johnson is in embroidered work and high-tech digitizing. Maricella Ramirez runs the cap machine.

Just as the Blacks developed their markets step-by-step, they expanded operations step-by-step...from their home garage to a rented building in the 200 block of W. Third where they set up sewing operations and did their shipping from a building at Second and Main during the early 1970s.

When in 1978 the city of Hereford purchased the entire block that contained the Black operation, H&R Manufacturing purchased its present site and built the factory building that now stands in the 200 block of Ross.

One of the old landmark buildings that went under the wrecking ball with expansion of city facilities was the old Savoy Hotel...but it's not all gone. Being lovers of frontier relics, the Blacks salvaged some of the splintered boards of the early-day hotel from the dump yards. The wordwork now grace the frontage of Black's personal office.

Black also has a roll-top desk that dates back more than 100 years



Sharon Ebel, Melody Pacheco  
... at computerized embroidery machines at H&R

and the doors to his office came directly from another frontier hotel. Carey's offices are also decked in old-time relics, including an adding machine that was once used by the Fuqua banking family of Amarillo. One complete wall area of the Corner Soda Shoppe is covered with frontier remnants—harness, spurs, hammers, pliers, wool shears, saddles, a wooden milk cart and ice tongs.

Their "country chapel" contains stained glass that came from the original First Baptist Church of Hereford. Even their restrooms are decked with flares of the past—wallpaper contains prints of automobiles dating to the turn of the century and one washstand mirror is framed with a brass replica of a

Model T Ford radiator, complete with Jitney radiator cap and thermometer visible from the driver's seat.

Black remains modest in his success in the garment business and maintains a low profile in the manufacturing world—there's not a name or letter on the outside of the clothing factory...you've got to know where you're going to get there. They also have a family factory outlet in Ruidoso, N.M., where they maintain a specialty retail store near Ruidoso Downs. Their home in Ruidoso has become something of a family gathering point. They also have property at Angel Fire, N.M.

"We've learned through the years that life is full of uncertainties

so we try to enjoy a few things along the way," said Black, as he reflected on a business career.

As result of their associations with New Mexico markets, Mrs. Black has developed a "Southwest-Style" on the knit cuffs of the Hereford-made jackets. The Southwest designs relate directly to original Indian drawings which she found through research in the New Mexico libraries and museums. "We try to make our Southwest designs as authentic as we possibly can," she added.

As fashions shift with the seasons and seasons shift with the years, so goes a family factory not far from downtown Hereford...a niche in Texas where signs of the times are done in stitches.

## Economists foresee economic slowdown short of recession

WASHINGTON (AP) - The U.S. economy will continue to weaken next year but avoid a recession and any substantial change in unemployment, the nation's top business economists predicted today.

The National Association of Business Economists said a survey of its members found 62 percent expecting no recession for the next three years.

But the forecasters' optimism was tempered by considerable concern about the short-term outlook: Nearly 20 percent of the respondents said a recession will occur either by the end of the year or during the first three months of 1990, ending an unprecedented peacetime economic expansion that began its eighth year this month.

Nevertheless, the new report was considerably more optimistic than last May's survey, which found 63 percent of the economists expecting a recession next year. Four months later, 37 percent of the economists still forecast recession in 1990.

In the November survey, the consensus among the 55 respondents was that the gross national product—the nation's total output of goods and services—would continue to grow slowly, dropping from the 2.9 percent forecast for 1989 to 1.8 percent next

year. The survey also showed an easing of inflation fears, with predictions that the consumer price index will fall from 4.8 percent forecast for 1989 to 4.2 percent next year.

At the same time, the economists expect interest rates would continue to fall, with rates on three-month Treasury bills dropping from 8.1 percent in 1989 to 7.1 percent in 1990. For 30-year Treasury bonds, the expected estimate is 7.8 percent next year, compared with 8.4 percent this year.

The economy has slowed considerably this year as the Federal Reserve boosted interest rates to restrain rising prices. But it began in June to gradually let rates fall as inflationary pressures moderated.

The manufacturing sector has been among the hardest hit by Fed actions, and the economists forecast continued weakness in industrial production.

But their report said "the slower overall growth and weaker industrial production is not expected to be reflected in higher unemployment." The survey suggested unemployment would rise only from 5.3 percent this year to 5.5 percent next year. That was down from the 5.8 percent

predicted in their May survey and 5.7 percent in August.

The housing industry, hurt by higher interest rates earlier this year, is expected to improve modestly, with housing starts rising from 1.4 million in 1989 to 1.45 million in 1990, the economists said.

But they foresee no relief for the automobile industry, a third sector in the economic doldrums. Car and small truck sales, they said, would drop from 15.1 million this year to 14.7 million in 1990.

The NABE report also suggested changes in the expected composition of the GNP in 1990.

"Consumer demand is expected to constitute a significantly larger share of growth while investment, reflecting a deteriorating outlook for corporate profits, is expected to weaken," it said.

The NABE also said its forecasters predicted the nation's twin deficits in merchandise trade and the federal budget would narrow, but "only very slowly."

"For 1990, the trade imbalance should be about \$100 billion (down from \$109 billion in 1989) and federal spending will exceed revenue by \$141 billion (after a reported \$152 billion in fiscal 1989)," it said.

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# Abundant Life

**WORRY DOESN'T HELP**  
By Bob Wear

Worry, to some degree, is well-known to most of us and we will probably continue to 'worry'. It seems that there is always something about which to 'worry'. It is difficult to draw the line between reasonable wise concern and worry. This 'wise concern' can be helpful but when it becomes worry we have let it go too far. 'Worry' is mental distress or agitation resulting from unwise concern for something

impending or anticipated. "Worry is interest paid on trouble before it becomes due." -Inge.

Some things cannot be changed and when this becomes evident we must work to make the indicated adjustments in our thought processes. We may not like it but worrying about it makes everything worse.

Some things are not going to turn out alright, at least not as we wish, but 'worry' will not help. In fact, it is harmful to us because it weakens

us and we become less capable of making necessary adaptations.

Many things can be corrected, changed, improved or partially altered. When such is possible we must do what we can and then forget it. We may continue to be wisely concerned but not worried. With wise concern we are in control but with worry 'worry' is in control.

Worry will erode our energy, suppress our initiative, and dull all of our good impulses. "Worry affects the circulation -- heart, glands, and the whole nervous system." -Dr. Mayo.

Life is distorted by worry. We become blind to our blessings and overlook what is right with us and with the world. Worry minimizes the desirable aspects of living and maximizes the undesirable things.

Wise concern is helpful but 'worry' especially prolongs worry and reduces living to a sad and miserable kind of existence.

## Choose gifts from the heart

The best way to get into the Christmas spirit is to try to please your friends and loved ones by giving thoughtful gifts that have special meaning to them. The more personal and individualized your gift, the more you are showing genuine care and affection.

Each present should be a symbol of something you know about the person's interests and passions. Don't play it safe and give a bland, neutral present. Focus on the person until something clicks.

Observe the colors you see your

friends and loved ones wear and surround themselves with; then be on the lookout for gifts in those colors. Such a gift will let the other person know you've noticed something special about him or her.

Think about what your friend likes to read, what she does in her leisure time, what she enjoys collecting.

The gifts we treasure most are often those that require more time and thought than money. Reach back into your own experience.

See Our Selection Of  
**COOKIES**  
Troy's Sweet Shop  
1003 E. Park Ave



## Examining sale item

Richard Holmes, at left, and Steve Gilbert look at one of the garage sale items to be sold during the First Christian Church's benefit sale set from 9 a.m. until 3 p.m. Saturday, Dec. 9, at the church. In conjunction with the garage and bake sale, a chili luncheon will be served from 11 a.m. until 1 p.m. The meal will consist of chili, cornbread and a variety of desserts. The public is invited to attend the fundraiser which will benefit the Cornerstone Ministries.

# Senior Citizens

### LUNCH MENU

**THURSDAY**-Pork fritters, rice pilaf, California vegetable medley, tossed salad, gelatin dessert, homemade bread.

**FRIDAY**-Catfish fillet, baked potato, spinach, Waldorf salad, custard pie, cornmeal muffin.

**MONDAY**-Smothered liver and onions, scalloped potatoes, buttered peas, carrot and raisin salad, fruit and cookie, homemade bread.

**TUESDAY**-Roast beef with gravy, creamed potatoes, green beans, vegetable and cottage cheese salad, banana pudding, rolls.

**WEDNESDAY**-Barbequed chicken, pinto beans, potato salad, coleslaw, fruit cup, Texas toast.

### ACTIVITIES

**THURSDAY**-Knitting 9:30 a.m., oil painting 9:30-11:30 a.m., choir 1 p.m., investment seminar 10 a.m.

**FRIDAY**-Board meeting noon, advanced line dance 10 a.m., beginners line dance 1:15 p.m.

**MONDAY**-Business meeting 10 a.m., advanced line dance 10 a.m., devotional 12:45 p.m., beginners line dance 1:15 p.m.

**TUESDAY**-Stretch and flexibility 10:10-45 a.m., Travel Club 1 p.m., blood pressure 1:30-3 p.m., liquid embroidery 1:30 p.m., bowling 1:30 p.m.

**WEDNESDAY**-Stretch and flexibility 10:10-45 a.m., ceramics 1:30 p.m.

## Betty Crocker

**Q.** Can instant pudding be used for pie filling when topped with meringue and baked? I.R., Raymond, S.D.

**A.** No. Instant pudding won't hold its structure in a hot oven. Use cooked puddings when you plan to top with meringue and bake.

**Q.** Why does my powdered sugar frosting "curdle" when beaten? It's made with solid shortening, milk and vanilla. Mrs. C.d.G., Porterville, Calif.

**A.** Curdling may be caused by using very cold shortening that is difficult to whip smoothly into powdered sugar. Be sure to use solid vegetable shortening measured at room temperature. Other margarines contain a high proportion of water and may cause frost-

ing to look curdled. Carefully measure milk and be sure to use finely sifted powdered sugar.

**Q.** How long will unopened mayonnaise keep? E.N., Stowe, Vt.

**A.** Store unopened mayonnaise no more than three months at room temperature or until the expiration date on jar. If there is a "sell by" date, the product is best used by that date, but will keep several weeks beyond that if stored in the refrigerator.

**Tip of the week:** When cooking dried beans such as lima beans or pinto beans, don't allow them to remain at full, rolling boil for long or the beans will burst.

The pessimist would be happy to "have a good day," if he could only find one.

**Chem-Dry IS THE SOLUTION!**

**TO YOUR HOLIDAY CARPET CLEANING PROBLEM!**

**10% DISCOUNT**

**OUR PATENTED PROCESS FEATURES:**

- Dry in 60 Minutes
- No Steam to Saturate
- No Sticky Residue
- No Dry Chemicals
- Non-Toxic & Safe
- Odor Removal
- Removes Most Pet Stains
- 100% Guaranteed

**SADLER'S CHEM-DRY**  
SERVING THE CASTRO & DEAF SMITH COUNTY AREA  
CALL: 647-4173

**JCPenney**

## GREAT SAVINGS FOR YOU AND YOUR FAMILY!

<p><b>25% OFF</b> All* sweaters for juniors Just two from our selection for juniors: Sale 22.50 Reg. \$30. Intarsia acrylic sweater. Sale 14.99 Reg. 19.99. Mock turtleneck sweater of ramie/cotton. <small>*Sale excludes JCPenney Smart Values.</small></p>	<p><b>25% OFF</b> Stafford® dress shirts From our Stafford® collection for men: SALE \$18 Reg. \$20. Button-down oxford dress shirt of cotton/polyester. Solids. <small>Sale price effective through Sat., Dec. 16th.</small></p>	<p><b>\$7 TO \$15 OFF</b> Athletic footwear for men and women Make your move on great savings! Nike® and Reebok® athletic shoes great for running, basketball and more!</p>
<p><b>25% OFF</b> All Sweaters All misses', petite, and women sizes.</p>	<p><b>25% OFF</b> Men's underwear Save on men's polyester/cotton basics: SALE 3/7.12 Reg. 9.50. T-shirts. SALE 3/5.62 Reg. 7.50. Briefs.</p>	<p><b>33% OFF</b> Selected St. John's Bay® sport shirts for men SALE 16.99 Reg. \$26. Brushed oxford. SALE 13.99 Reg. 22.00 All-cotton jean shirt.</p>
<p><b>20% OFF</b> All Ladies' Pantihose</p>	<p><b>30% OFF</b> Men's All Cotton Solid Color Underwear SALE 3.15 to 4.20 Reg. 4.50 to 6.00.</p>	<p><b>25% OFF</b> All* heavyweight outerwear for men St. John's Bay® jackets for men S-XL: SALE \$60 Reg. \$80. Polyester/cotton bomber jacket. SALE 48.75 Reg. \$65. Nylon shell jacket. <small>Sale prices effective through Sun., Dec. 24th.</small></p>
<p><b>30% OFF</b> Ladies' Winterweight Sleepwear and Robes</p>	<p><b>25% OFF</b> All Bugle Boy® for men Just two from our Bugle Boy® collection: SALE 20.99 Reg. \$28. Striped all-cotton shirt. SALE 31.99 Reg. \$42. Cotton denim cargo pants.</p>	<p><b>25% OFF</b> Boy's Branded Sportswear Bugle Boy® Apparatus®Rush, Cotler and more.</p>
<p><b>50% OFF</b> Ladies' Fashion Jewelry</p>	<p><b>25% OFF</b> All Levis® For Boy's</p>	<p><b>30% OFF</b> All Boy's and Girl's Sleepwear</p>

Sale prices on regular priced merchandise effective through Saturday, unless otherwise noted. Percentages off represent savings on regular prices. Intermediate merchandise may have been taken on original priced merchandise. Prices on original priced merchandise effective until stock is depleted. Sale excludes JCPenney Smart Values.

Open Daily 9:30 to 7:00  
Sunday 1:00 to 5:00

We bring out the Santa in you at JCPenney  
Visit Santa Claus in The Mall  
Saturday 12:00 - 5:00

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# CLASSIFIEDS

# 364-2030

**THE HEREFORD BRAND** Since 1901  
**Want Ads Do It All!**

**YOU WANT IT,  
YOU GOT IT  
CLASSIFIED**

**364-2030  
313 N. Lee**

**CLASSIFIED ADS**  
Classified advertising rates are based on 14 cents a word for first insertion (\$2.80 minimum), and 10 cents for second publication and thereafter. Rates below are based on consecutive issues, no copy change, straight word ads.

TIME	RATE	MIN.
1 day per word	14	2.80
2 days per word	34	4.80
3 days per word	34	6.80
4 days per word	44	8.80

**CLASSIFIED DISPLAY**  
Classified display rates apply to all other ads not set in solid-word lines - those with captions, bold or larger type, special paragraphing, all capital letters. Rates are \$3.95 per column inch; \$3.25 an inch for additional insertions.

**LEGALS**  
Ad rates for legal notices are 14 cents per word first insertion, 10 cents per word for additional insertions.

**ERRORS**  
Every effort is made to avoid errors in word ads and legal notices. Advertisers should call attention to any errors immediately after the first insertion. We will not be responsible for more than one incorrect insertion. In case of errors by the publishers, an additional insertion will be published.

**1-Articles For Sale**  
Concrete construction B.L. "Lynn" Jones, Driveways, walks, patios, foundations, slabs. Free estimates. Over 20 yrs. experience. 364-6617. 40

Reposessed Kirby. Other name brands used and rebuilt \$39.00 and up. Sales and service on all makes. 364-4288. 1200

T.V.'s, VCR's, stereos, appliances, bedroom sets and other furniture...all for rent. Call 364-8816. 11760

1/2 male Rottweiler to give away. Nice dog. \*Call 364-8280.

Part German Shepherd puppies to give away to a good home. Call 364-0677. 11804

Subscribe to the Amarillo paper. Phone 364-7736. 11806

Ladies wedding set, 14K, Gas Stove, refrigerator, entertainment center, white Jenny Lind baby bed with mattress. Call 364-3752. 11816

For sale: Upright piano with bench. Phone 276-5879. 11824

Looking for that special Christmas gift. Two adorable AKC registered male poodles 8 weeks, wormed & shots, 364-6089. 11828

Houses to be moved; two bedroom, \$2150, large two-room \$1750. For add on; 2-room, \$1500, one-room \$1250. Prices include 30 mile move. 806-352-8248. 11831

Will stand 300 gal overhead tank with stand for small butane tank or pay cash. 258-7744. 11838

25" Magnavox T.V. color console in excellent working order. 364-6969. 11843

One black female Chow puppy, registered, \$50. Call 364-0242-days; 364-7531, evenings. 11853

Corsicana Fruit Cakes. Naomi Hare Circle of First United Methodist church. Available now. Call Gladys Willoughby, 364-3769. Bulk orders & out of town mailing.

**CHILDREN'S EXCHANGE**  
**DRAW FOR A SURPRISE DISCOUNT!**  
Park Plaza - 1005 W. Park  
364-4302

**PUBLIC NOTICE**  
Ben's Appliance buys and sells used furniture and appliances. We pay top dollar. Call 364-4041 or come by 212 N. Main, Hereford.

**YOCUM UPHOLSTERY AND DRAPERIES**  
Open for business once again.  
20% discount on all materials  
603 South 25 Mile Avenue  
Monday-Saturday  
10-6  
364-4099

**Christmas Open House**  
522 Ave. G  
9 am - 5 pm Thurs-Sat  
Decorated sweatshirts,  
Christmas puppies A.K.C.,  
Wood Decorations/craft items

Glass top dinette, full bedroom sets, china cabinet, dressers, lamps, Ataris, Atari tapes, 3-\$10.00; baby bed, lots of toys & more. Maldonado, 1001 W. Park, 364-5829 11859

**2-Farm Equipment**  
Haygrazer, round baled, sweet sucrose, from George Warner. 276-5291-days; 364-4113, night 574

Used Heston 30A 3 ton stacker, good condition. Call 655-2225/2500. 11793

**3-Cars For Sale**  
**MILBURN MOTOR COMPANY**  
We pay cash for Used Cars  
136 Sampson  
Phone 364-0077

**NEW & USED**  
Now for sale at  
**STAGNER-ORSBORN**  
**BUICK-PONTIAC-GMC**  
1st & Miles

Low prices on cars everyday. Milburn Motor Co., 364-0077, 136 Sampson. 3970

1979 Thunderbird, light blue, white vinyl top, mag wheels, one owner car. Runs good, 206 Ranger. Call 364-4610 or 276-5350. 9620

1975 GMC 80 Series, 20 ft. bed/hoist, tandem axle, 13 speed. Consider trade for late model 3/4 ton pickup on a car. Hamby Rental, 364-3466. 10500

For sale: 1980 6 cyl. Ply. call 364-2493. 11769

1979 Jeep Waggoner, 360 V8 Engine. Call 364-1070, ask for Jim Clarke or nights 364-4189. 11781

"ATTENTION-GOVERNMENT SEIZED VEHICLES from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 1-602-838-8885 EXT. A 1488/1813

'77 Silverado short bed. Good condition. New engine, new tires. Call 289-5331. 11829

**3A-RVs For Sale**  
Motorcycle  
For sale: 185 Suzuki, Contact after 5 and weekends 364-1874. Excellent condition, low mileage. 11834

**4-Real Estate**  
Money paid for houses, notes, mortgages. Call 364-2660. 790

Two houses and two separate corner lots near San Jose Church, one house at 237 Catalpa, 1/2 block, 140x300, that has been cleared on corner of Gracey & Sampson. Call 364-8842. 5470

Equity 5500, assume loan 31,000. Nice 4 bedroom, 2 bath, large utility, new fence, fans. 630 Ave. J, 364-0324. 11659

"ATTENTION-GOVERNMENT HOMES from \$1 (U-repair). Delinquent tax property. Repossessions. Call 1-602-838-8885 Ext. GH 1488/1747

MUST SEE!! 1 1/2 year old 3 bedrooms, 2 bath, large closets, 10 foot ceilings, beautiful yard with sprinkler system, many extras, considering all offers. 326 Fir. 364-6450 after 10 a.m. 11791

Nice 3 bedroom, 2 bath, fireplace, new carpet & tile, NW area. 364-7578. 11808

10 acres of land for sale with well, equity and take over payments. Call 258-7746 between 8 a.m. & 2 p.m.

House in the country for sale to be moved. 1100 sq. ft., good condition. Call 364-2132. 11826

By owner: 1/4 section land 3 miles north on Hwy. 385, 2 miles west (is southeast corner) Two wells tied together. \$675 per acre. Call 806-293-4804. 11846

**AXYDLBAAXR**  
is **LONGFELLOW**

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

**CRYPTOQUOTE**  
**12-6**  
SWH WMZUC ZACO SNHUSQ U  
CHY AOHU SWH YUI SWH  
LTOI SNHUSQ U QSNUCEH  
RNTSHAC; AS NHDHBSQ AS.

— R. L. ZHOUYUN  
Yesterday's Cryptquote: I HAVE A SIMPLE PHILOSOPHY. FILL WHAT'S EMPTY. EMPTY WHAT'S FULL. SCRATCH WHERE IT ITCHES. — ALICE ROOSEVELT LONGWORTH

Owner wants offer on 4 bedroom brick, two bath home on Ave. J. Over 1900 square feet for \$30,000. Shown by appointment.  
**HAMBY REAL ESTATE**  
South Highway 385  
Gerald Hamby, Broker  
364-3568  
Equal Housing Opportunity

122 ASPEN  
3-13-42  
Corner 1 p. automatic sprinkler, storm cellar. New carpet, paint. Price \$48,900.  
364-4677  
after 5 p.m.

**PRICE REDUCED**  
\$117,000/\$99,000  
Large 4 bedroom, 2 baths, plus formal and office  
Recently Redeclared,  
leaded glass in kitchen and surrounding wet bar in den  
Covered patio with fountain.  
364-8313.

**4A-Mobile Homes**  
3 bedroom, 2 bath home on lot with fenced yard. Low down payment, payments to suit your budget. Call 364-2660. 11719

**5-Homes For Rent**  
1,2,3 and 4 bedroom apartments available. Low income housing. Stove and refrigerator furnished. Blue Water Garden Apts. Bills paid. Call 364-6661. 770

One and two bedroom apartments. All bills paid except electricity. 364-4332. Eldorado Arms, 364-1018. 820

Need extra storage space? Rent a mini storage, two sizes available. Call 364-4370 for special fall rates. 870

Best deal in town, furnished 1 bedroom efficiency apartments. \$175.00 per month bills paid, red brick apartments 300 block West 2nd Street. 364-3566. 920

Nice, large, unfurnished apartments. Refrigerated air, two bedrooms. You pay only electric - we pay the rest. \$275.00 month. 364-8421/1320

Self-lock storage. 364-8448. 1360

For rent, 2 bedroom 810 S. Texas \$150.00 mo., Call 364-3566. 9720

Palma Lane Apts. 2 bedroom available, clean, well cared for, reasonably, \$170 deposit, no pets, EHO, 364-1255. 6060

Special move in rate, two bedroom apartment, washer/dryer hookup, stove and refrigerator, water paid. 364-4370. 9020

For rent, 2 bedroom duplex, fenced back yard, good location. \$100 deposit, \$275 monthly. Call 358-6225. 5100

One bedroom duplex apartment, \$225 monthly, bills paid. Call 364-7332 after 5 p.m. 11690

2 bedroom furnished mobile home. \$300 per month; \$75 deposit. Bills paid. No pets. Call 364-4694. 11714

One bedroom duplex with all bills paid. Stove & refrigerator provided. Large bedroom & livingroom. \$260/mo. 364-3209. 11726

For lease: 3 bedroom, 1 1/2 bath, garage, washer/dryer connection. Call 364-2926. 11729

3-1 1/2-1 brick veneer home. Carpet, paint & much more, all new inside. Good area, fenced yard, stove & frig. provided. \$375/mo. Call 364-3209. 11757

Two bedroom, two bath, \$250/mo, stove & frig. provided, lots of room, washer/dryer hookup, Call 364-3209. 11758

One bedroom apartment. All utilities paid. \$230/mo plus \$100 deposit. 364-7526 8-5 or 364-3118 after 5 or on weekends. 11772

Nice 3 bedroom, 2 bath, fireplace, new carpet & tile, NW area. 364-7578. 11805

For rent: 2 bedroom, full basement, redecorated, 114 Ave. B. 364-1917 11837

3 bedroom house, garage, washer/dryer hookup, fenced yard, fireplace, bath & half, NW area. 364-4370. 11832

Duplex for rent, one bedroom, all bills paid, call 364-7332 after 5 p.m. 11837

Apt for rent, All bills paid. \$165 a mo. \$75.00 deposit. 364-3876/1840 11847

2 bedroom unfurnished duplex. Washer hookup. Fenced yard. Water and gas furnished. 364-4370. 11847

For rent: Two bedroom. Water paid. \$300/mo. plus \$150 deposit. 364-7526 8-5; or 364-3118 after 5 11851

For rent: Two bedroom, two bath, double car garage, duplex, 523 W. 15th East Side, \$425/mo \$200 deposit, available now. Call Top Properties, 364-8500. 11851

For rent, one bedroom, one bath duplex, 510 E. 4th, \$225 mo. All bills paid, \$150 deposit. 364 8500

For rent: Nice two bedroom house, fully carpeted, unfurnished. Inquire at 310 W. 6th. 11857

2 bedroom, 2 bath mobile home on Cherokee. Stove & refig. furnished. 275.0, mo. Ph. 364-4407 after 5:00. 11861

For rent-3 bedroom with garage, 114 Ave. A, \$300 mo, \$150 deposit, HUD approved. Call 276-5699 or 354-0084 11862

**8-Help Wanted**  
Help wanted: Experienced foodyard welder needed. Call Clarence or Mike, 258-7298. 11792

**PART-TIME**  
No experience needed - just be reliable. No selling. Car required. We're a highly popular national apparel firm requiring someone to count inventory and order for local stores 3-4 days per month. Send letter or resume to: Service Rep., P.O. Box 841, Seminole, OK 74868. EOE

**ATTENTION: EXCELLENT WORK FOR HOME ASSEMBLY WORK. INFO. CALL 504-646-1700 DEPT. P3262**

**EARN MONEY typing at home. \$30,000/year income potential. Details, (1) 805-687-6000 Ext. B-10339**

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Guaranteed Visa/MC, US Charge. Even with bad credit. No one Refused.  
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Excellent wages for spare time assembly. Easy work at home. No experience needed. Call 1-513-293-1101 Ext. 1201. Open 24 Hours, including Sundays. 11810

**ATTENTION - HIRING!**  
Government jobs - your area.

\$17,840 - \$69,485. Call 1-602-838-8885 Ext. R 1488. 11811

**EASY WORK EXCELLENT PAY!**  
Assemble products at home. Details. (1) 602-838-8885 Ext. W-1488. 11812

Waitress-excellent hours- 10 a.m. - 2:30 p.m. Good tips and working conditions-Call for appointment, Mike Miller, 364-8102. Ranch House Restaurant. 11854

**9-Child Care**

**K BOB'S STEAK HOUSE**  
215 S. 25 MILE AVENUE  
is now taking applications for  
**DISHWASHERS  
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We offer:  
-Paid holidays  
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No phone calls, please. 8-102-106

Experienced child care for children of all ages. Call Bonnie Cole, 364-6664. 6000

15-year-old freshman would like to do babysitting. Call after school or on weekends, 364-6089. 11827

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State Licensed  
Excellent program  
by trained staff.  
Children 0-12 years.  
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364-3151  
248 E. 16th  
364-5082  
9-202-tlc

**10-Announcements**

Notice! Good Shepherd Clothes Closet, 625 East Hwy. 60 will be open Tuesdays and Fridays until further notice from 9 to 11:30 a.m. and 1:30 to 3:00 p.m. For low and limited income people. Most everything under \$1.00. 890

Problem Pregnancy Center. 505 East Park Avenue, 364-2027. Free pregnancy tests. Confidential. After hours hot line 364-7626, ask for "Janie." 1290

**11-Business Service**

Having Health Insurance Problems?  
**CALL NEIL COOPER**  
806-354-2233  
Small Groups-Medicare  
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DO YOU OWN A STUCCO HOUSE? Is it cracked, chipping or flaking off? Call Hereford Stucco and Painting for a free color stucco or painting estimate. Over 16 stucco colors to choose from.  
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walls & metal buildings. Free  
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you can lower a major risk  
factor for heart disease. It's  
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Get a free booklet. Write or  
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Association.  
Your Life Is In Your Hands.



The police drama "Dragnet,"  
starring Jack Webb and Barton  
Yarborough, premiered on NBC radio  
in 1949. It became a TV series in  
1951, then again in 1967.

The skin on your body least sensitive  
to pain is that on your heel. The diameter of our galaxy, the Milky  
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or grated apples and celery.

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CATTLE FUTURES		GRAIN FUTURES		METAL FUTURES	
CATTLE-FEEDER (CME) 40,000 lbs., cents per lb.	Jan 82.85 83.10 82.75 82.97 + 17 84.35 77.30 3.761	CORN (CBT) 5,000 bu., cents per bu.	Dec 233 234 233 234 + 2 295 218 25.140	GOLD (CME) -100 Troy oz., \$ per Troy oz.	Dec 401.90 405.50 401.50 403.50 + 2.40 514.50 366.40 3.099
CATTLE-LIVE (CME) 40,000 lbs., cents per lb.	Jan 72.75 72.75 72.75 72.75 + 35 76.25 69.40 15.120	SOYBEANS (CBT) 5,000 bu., cents per bu.	Dec 573 574 573 574 + 2 774 567 24.152	SILVER (CME) -5,000 Troy oz., cents per Troy oz.	Dec 573.0 582.5 571.0 575.5 + 2.4 606.0 528.0 1.905

FUTURES OPTIONS	
CATTLE-FEEDER (CME) 40,000 lbs., cents per lb.	CATTLE-LIVE (CME) 40,000 lbs., cents per lb.
Price Jan-C Mar-C Apr-C May-C Jun-C Jul-C Aug-C	Price Feb-C Apr-C Jun-C Aug-C

## Proper winter coat care will lead to longer wear

NEW YORK (AP) - Whether it's a sumptuous sable, sporty shearling, luscious leather, fabulous fake or good old Republican cloth, a coat requires special attention when buying, wearing and caring for it.

To protect your investment, shop at a reputable retailer or dealer and look for quality in material and construction. Make sure the lining is even at the hem all around and be certain the coat will be roomy enough when worn over a suit jacket or sweater.

Always wear a scarf to protect the collar from perspiration, oil and cosmetics. Hang your coat in a well-ventilated closet on a padded hanger, never by its neck. Dryclean it whenever it is soiled and before storing. Never store a coat in a plastic bag because it can't breathe. Use a cloth or paper bag instead.

**FURS**  
A good fur is made entirely by hand, according to Sandy Blye, executive vice president of the American Fur Industry.

The fewer seams there are, the more durable the garment. So look for a coat made of full pelts and be wary of skins interspersed with leather strips.

Harry Voziou, a New York furrier, says if you're looking for long wear, consider beaver, raccoon or mink. Pelts should run vertically on the garment. Check the texture

of the skins for a silky nap and look for uniform color and good workmanship both inside and outside.

The International Fabricare Institute of Silver Spring, Md., advises checking the quality of fur used beneath the cuffs and under the collar and lapels. Inferior skins, or skins of a different animal, often are used in such places.

This season's coats are full, and featured hemlines stop at 7-8ths length or brush the ankle. The raglan sleeve and shawl collar also are smart bets, according to Voziou.

Keep your fur away from direct heat and harsh light at home and consider professional cleaning and storage in the off-season. If the fur gets wet, shake it gently, place it on a hanger and let it dry at room temperature.

**LEATHER AND SUEDE**  
Shearlings are warm, natural and less expensive than furs and are enjoying a renewed interest among the fashion-conscious consumer.

They require the same degree of care in buying and wear as other suede and leather coats.

Leather is the outside of the animal skin with all of the hair removed. Suede is the inside of the animal hide which has been mechanically treated and buffed to raise the nap and give the surface a velvety look and feel. Shearling, then, is a skin worn inside out.

A process called tanning preserves the hide. It also stretches the hide. So when buying, avoid a snug fit because some shrinkage can be expected during wear and cleaning.

Choose light and pastel colors for your leather or suede coat. They are less likely to fade in cleaning. Black can be particularly vulnerable to color loss in cleaning.

To remove surface soil from suede brush frequently with a soft brush. Leather can be wiped with a soft, damp cloth between professional cleanings.

### FAKE FUR

Imitation furs, fake furs, fun furs. Whatever they're called, they're in fashion. They're lightweight, warm and relatively inexpensive. They look great, and when stenciled to resemble exotic animal skins, offer a kicky alternative to the real thing.

They also require a lot of care to keep them looking their best. Fake fur gets its look from long, dense pile fabrics, either natural or man-made. The fibers are backed with a knitted or woven fabric.

Abrasion can cause matting and tufting of fake fur. Therefore, the International Fabricare Institute says, the wearer should not use shoulder bags, and keep rubbing at the neckline, wrists and pockets to a minimum.

When it's time to dryclean, be sure the fabric care label is intact.

### CLOTH

Now, for that reliable wool coat, the staple of the winter wardrobe. When shopping, look for quality. Is there an inner lining for extra warmth? In styles with plaids or patterns, do they match at all seams, pockets, lapels? Are the buttonholes bound with self-fabric or stitched? Are the buttons sewn on securely? And remember, a tightly woven fabric will wear better than a loose weave.

### COMPUTER DISPENSES VITAMIN INFORMATION

DETROIT (AP) - Shoppers at a national discount department store chain are receiving vitamin supplements, but they are not being taken internally.

Shoppers going to the pharmacy sections of the stores can obtain background information on a wide variety of vitamins, minerals and multivitamins on an interactive computerized "adviser," reports Intermark Corp., developer-producer of the units.

Pharmaceutical officials say the interactive units solve the problem of providing accurate information to people in the store. Previously there was reliance on literature and large-type posters or charts where vitamin products were stocked, but shoppers didn't bother to read the displays.

Since they do, however, like to operate computers and computer-like devices the move was made to electronic "advisers," units only 4 inches high and 14 inches wide, mounted on shelves at eye level or slightly below for the average female shopper.

President Harry S. Truman signed an executive order in 1945 that established the Medal of Freedom.

Bring this coupon in or phone in. We will send a Christmas card to inform them of their lasting gift.

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### Donations requested

Hereford residents are asked to participate in this year's 33rd Project Christmas Card which is underway. Proceeds from the event, sponsored by L'Allegra Study Club, will benefit Deaf Smith General Hospital. Instead of using money normally spent on mailing local Christmas cards and on postage, citizens may donate to the major fundraiser. Those making contributions by Friday, Dec. 15, will have their names printed in a fullpage yuletide greeting in *The Hereford Brand's* special Christmas edition, Thursday, Dec. 21. Canisters, like the one shown, have been placed at various locations throughout town to receive contributions. Pictured are L'Allegra Study Club members (from left), Kaye Lynn Caviness and Dee Anne Trotter.

### Garden club welcomes 100 guests

The Garden Beautiful Club welcomed approximately 100 guests to the annual Christmas coffee Friday, Dec. 1, at the Cowgirl Hall of Fame and Western Heritage Center. Receiving guests was President Nadine Hill and Margaret Young registered. Refreshments served were fruit breads, cheese crests, sausage balls, cookies and coffee. The table setting was a Christmas net cloth with a poinsettia centerpiece. The hall was decorated throughout for Christmas. The yearbook and program committee served as hostesses with other members helping. Members present were Louise Axe, Luella Cowser, Audine Dettman, Jeane Dowell, Rosalie Gilbreath, Bobby Metcalf, Marquiete Newell, Dorothy Noland, Pat Northcutt, Helen Spinks, Bessie Story, Inez Witherspoon, Doris Bryant, Hill and Young. The next meeting will be Jan. 5 with Emmons serving as hostess.

To remove corn silks, dampen a paper or terry towel and brush downward on ears of corn.

### Hints from Heloise

#### BOOT SECURITY

Dear Heloise: If I am afraid of being alone at night, I set a large, dirty pair of men's work boots outside my front door. They were donated to the cause by my boyfriend who wears a size 14 boot.

It is not true security, but it could dissuade any would-be intruders. Sometimes I even run a little water over them to make it appear as if they were recently worn.

It does help me sleep better. — Julie Samuelson, Houston, Texas

Some people might call that a false sense of security, but if I were a would-be intruder I would definitely think twice about having to confront a man who wears size 14 boots. — Heloise

#### COLOGNE INSERTS

Dear Heloise: I use cologne inserts in my chest of drawers to scent lingerie as well as for bookmarks to mark my place in a novel.

I now put them to good use by filling them with the kids' favorite drinks. And, when we travel during these cold winter months, they each take along a thermos of warm chocolate milk to sip on. — A Reader, Amarillo, Texas

Either one (drawer or book) I open will arouse me with a fresh scent. — Andrea Caputo, Fort Hueneme, Calif.

#### LONE THERMOS

Dear Heloise: I have found a use for those thermos bottles left alone when the children's lunch boxes can no longer be used. I had several of these thermoses on hand and needed to find a good use for them since, unlike the lunch boxes, they were in good condition.

I now put them to good use by filling them with the kids' favorite drinks. And, when we travel during these cold winter months, they each take along a thermos of warm chocolate milk to sip on. — A Reader, Amarillo, Texas

Send a money- or time-saving hint to Heloise, P.O. Box 795000, San Antonio, TX 78279 or fax it to 512-HELOISE. I can't answer your letter personally but will use the best hints received in my column.

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### Tamale sale Dec. 9

The Senior Class parents will be selling tamales all day Saturday, Dec. 9, at St. Joseph's Church. Any senior or senior parent who wishes to help may contact Nora Perez, Richard Perez, Delinda Hernandez or Edward Castillo.

## Calendar of Events

### THURSDAY

Ladies exercise class, First Baptist Church Family Life Center, 7:30 p.m.  
Immunizations against childhood diseases, Texas Department of Health office, 914 E. Park, 9-11:30 a.m. and 1-4 p.m.  
San Jose prayer group, 735 Brevard, 8 p.m.  
Weight Watchers, Community Church, 6:30 p.m.  
Kids' Day Out, First United Methodist Church, 9 a.m. until 4 p.m.  
Ladies exercise class, Church of the Nazarene, 5:30 p.m.  
Kiwanis Club, Community Center, noon.  
TOPS Club No. 941, Community Center, 9 a.m.  
Amateur Radio Operators, north biology building of high school, 7:30 p.m.  
Hereford Toastmasters Club, Ranch House, 6:30 a.m.  
Hereford Child Care Providers, 7:30 p.m.  
Camp Fire Leaders Association, Camp Fire Lodge, 7:30 p.m.  
Bud to Blossom Garden Club, 9:30 a.m.  
Elketts, 8 p.m.  
L'Allegra Study Club, 10 a.m.  
Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, 8 p.m.  
North Hereford Extension Homemakers Club, 2:30 p.m.  
Wyche Extension Homemakers Club, 2:30 p.m.  
Bay View Study Club, 2 p.m.  
Merry Mixers Square Dance Club, Community Center, 8 p.m.  
VFW, VFW clubhouse, 8 p.m.  
BPOE Lodge at Elks Hall, 8:30 p.m.  
Summerfield Study Club, 2:30 p.m.

Spanish speaking AA meetings each Monday, 406 W. Fourth St., 8 p.m.  
Ladies exercise class, First Baptist Church Family Life Center, 7:30 p.m.  
Odd Fellows Lodge, IOOF Hall, 7:30 p.m.  
TOPS Chapter No. 1011, Community Center, 5:30-6:30 p.m.  
Rotary Club, Community Center, noon.  
Planned Parenthood Clinic, open Monday through Friday, 711 25 Mile Ave., 8:30 a.m. until 4:30 p.m.  
Ladies exercise class, Nazarene Church, 5:30 p.m.  
Civil Air Patrol-U.S. Air Force Auxiliary, Community Center, 7 p.m.  
Masonic Lodge, Masonic Temple, 7:30 p.m.  
Easter Lions Club, Easter clubhouse, 8 p.m.  
Deaf Smith County Republican Women's Organization, Hereford State Bank Community Room, noon.  
Hereford Music Study Club, 1:30 p.m.  
Beta Sigma Phi City Council, Southwestern Public Service Reddy Room, 8 p.m.  
Sweet 'n' Fancy Cake Decorating Club, Community Center, 7 p.m.  
Veleda Study Club, 8 p.m.  
Hospital Auxiliary, Christmas luncheon at the home of Mary Williamson, noon.  
Deaf Smith County Historical Museum: Regular museum hours Monday through Saturday 10 a.m. to 5 p.m. and Sunday by appointment only.

Golden K, Senior Citizens Center, noon.  
Alateens and AI-Anon, 406 W. Fourth St., 8 p.m.  
Hereford Rebekah Lodge No. 228, IOOF Hall, 7:30 p.m.  
Problem Pregnancy Center, 505 E. Park Ave., open Tuesday through Friday. Free and confidential pregnancy testing. Call 364-2027 or 364-7626 for appointment.  
Hereford Fine Arts Association, Community Center, 7 p.m.  
Lone Star Study Club, 2:30 p.m.  
Order of Eastern Star, Masonic Temple, 7:30 p.m.  
Westway Extension Homemakers Club, 7 p.m.  
Pioneer Study Club, 10:30 a.m. for business meeting and luncheon follows.  
Pilot Club, Community Center, 7 a.m.  
Parents Against Chemical Abuse, Community Center, 7:30 p.m.

### WEDNESDAY

Noon Lions Club, Community Center, noon.  
Young at heart program, YMCA, 9 a.m. until noon.  
Play school day nursery, 201 Country Club Drive, 9 a.m. until 4 p.m. Call 364-0040 for reservations.  
Bippus Extension Homemakers Club, 2 p.m.  
United Methodist Women of First United Methodist Church, in Ward Parlor, 9:30 a.m.  
Credit Women International, Ranch House, noon.  
Cultural Extension Homemakers Club, 2 p.m.

### TUESDAY

TOPS Chapter No., 576, Community Center, 9 a.m.  
Ladies exercise class, Church of the Nazarene, 5:30 p.m.  
Kids' Day Out, First United Methodist Church, 9 a.m. until 4 p.m.  
Free women's exercise class, aerobics and floorwork, Community Church, 7:30 p.m.  
Free blood pressure screening, Tuesday through Friday, South Plains Health Providers Clinic, 603 Park Ave., 8:30 a.m. until 5 p.m.  
Hereford AMBUCS Club, Ranch House, noon.  
Social Security representative at courthouse, 9:15 a.m. to 11:30 a.m.  
Kiwanis Club of Hereford.

### FRIDAY

Kiwanis Whiteface Breakfast Club, Caisson House, 6:30 a.m.  
Community Duplicate Bridge Club, Community Center, 7:30 p.m.  
Ladies exercise class, Nazarene Church, 5:30 p.m.  
Hereford Garden Club, 2 p.m.  
Deaf Smith County Crimestoppers Board of Directors, Chamber of Commerce board room, noon.

### MONDAY

AA meets Monday through Friday, 406 W. Fourth St., noon, 5:30 p.m. and 8 p.m. For more information call 364-9620.



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