

Beet...

(Continued from page one)

normal seasons." On an average year, Holly would pay \$12.60 per ton with a 14 percent sugar content in addition to the \$2.20 paid for the ASC payments. This year with approximately a 10 percent sugar content and 64 percent sugar extraction, the payment is around \$6.63 a ton."

Ginn stated two definite reasons for the lower price this

year. "The sugar content is much lower, and the extraction is lower."

As the farmer's prices have been cut in half in comparison with those of the past also has the number of harvesters operating in the field. An average year would see somewhere in the area of 160 machines digging but this year Ginn said only eighty were operating.

The receiving line at the plant as a result is only open from 8 a. m. till 4:30 p. m. Since the number of harvesters is expected to decrease this week, they may have to stretch the time of leaving the receiving gate open to attain the necessary day's supply.

Holly Sugar plants throughout the nation other than the ones in California, Michigan, Washington, and Ohio, are experiencing the same problems as Hereford. "It was a bad year for the majority crops all over," said Ginn.

If things return to normal next year, Holly plans to once again pile the beets. This will aid the farmers more than anyone. Ginn commented that the slow day by day harvesting has been "a real drag on the farmers."



HIGH TICKET SALES — J. C. Simpson, left, is presented a radio by Ray Simpson, vice-president of Noon Lion's Club, for selling the most tickets for the Pancake Supper last Friday. Len Carlyle, right, won a high speed blender for second-high sales and donated it back to the club for auction. Alan Parsons, shown with Carlyle, bought the blender. —Staff Photo

Letter To The Editor

Editor,

If it may be permitted, I would like to take issue with Mr. W. T. Thompson's letter to the editor published in the Hereford Brand of Thursday, Feb. 12, 1970.

Although I can appreciate Mr. Thompson's concern with the cultural improvement of the community and the attendance at the concert of these two fine artists, I feel it was unjust to have singled out the equally cultural entertainment offered by the Boy Scouts.

The entertainment offered by the Boy and Cub Scouts also took much planning and months

of preparation and the time and place determined by the availability of the dancers coincidental to adequate seating capacity of a suitable nature (mainly free of charge) to afford a profit to the local Boy Scout Troops, and as a highlight of Boy Scout Week, which comes but once a year.

Unfortunately, the Kwahadi Dancers did not receive the amount of publicity afforded the team of Ferante & Teicher for diverse reasons, mainly financial. The Scouts could ill afford paid advertising, and depended on the generosity of the Hereford Brand and KPAN.

If Mr. Thompson will turn to the Calendar of Events in the paper in which his letter ap-

pears, it can be noted that the Kwahadi Dance Concert does not appear on this calendar, nor does the Hereford-Muleshoe basketball game, which might also cause conscientious parents

Funeral Rites Conducted For Leola Turner

Funeral services for Mrs. John (Leola) Turner, 65, of 1003 Grand St., were conducted at 2 p. m. Friday in the First Baptist Church where she was a member.

Dr. Gerald Mann officiated with burial in West Park Cemetery by Gilliland Funeral Home.

Mrs. Turner died at 1:30 a. m. Wednesday while visiting a daughter at Odessa.

Born April 21, 1904 in Cook County, Tex., she was a long-time resident of this area.

Leola Good married John E. Turner on Oct. 16, 1921.

She was a member of the Re-

bekah Lodge.

Survivors include her husband; three daughters, Mrs. Harold Meacham of Lubbock, Mrs. Gene Roberson of Amarillo and Mrs. Neal Crist of Odessa; one son, Doyle of 427 Ave. J.; six sisters, Mrs. J. B. Sowell, 603 E. 13th, Mrs. Alfred Walker of Panhandle, Mrs. S. W. Sandage, Mrs. Walter Tice, Mrs. Garry Grant and Mrs. G. W. Wells, all of Sacramento, Calif.; one brother, C. L. Goad of Sacramento; seven grandchildren and one great-granddaughter.

Pallbearers for the service were Ben Plummer, Fred Fox, Don Daughterty, Del Bajnum, Thad Cole and Nathan Hopson.

COW POKES



"I don't understand ole Wilbur... cattle prices at the bottom, hay prices at the top, he ain't had rain for two years, and he's broken hearted because he's lost the lease on his ranch!"

Hereford STATE BANK

The Sunday Brand

Entered as second-class matter July 16, 1948 at the post office at Hereford, Texas under the Act of March 3, 1879.

Second class postage paid at Hereford, Great Smith County, Texas.

Established 1948

Published every Sunday at 130 West Fourth St., Hereford, Texas 79404

By The Brand Publishing Co.

Subscription Rates: Zone 1, \$4.00 per year; Zone 2 and above, \$6.00 per year. With this Hereford Brand, both papers Zone 1, \$5.95 per year, Zone 2, \$7.40 per year. Carrier delivery, 60 cents per month. Single copies 15 cents each.

CIRCULATION

Mail 364-2030

Carrier 364-1855

James M. Gillettine, Publisher

Malvin Young, General Manager

Marshall Day, News Editor

Grady King, Advertising Manager

Barbara Dryden, Society Editor

Joy Spain, Mechanical Superintendent

CHARLES

IS COMING!

Look Who's New

Mr. and Mrs. Emilio Barrera are the parents of a daughter born February 14. She weighed 7 lbs. 13 oz.

Mr. and Mrs. Richard Frank are the parents of a daughter, Kristen Layne, born February 13. She weighed 7 lbs. 2 1/2 oz.

Mr. and Mrs. Natividad Torres, Jr. are the parents of a son, Ross, born February 12. He weighed 8 lbs.

Mr. and Mrs. Federico Sanchez are the parents of a daughter, Ann Marie, born February 11. She weighed 4 lbs. 12 oz.

Mr. and Mrs. Thomas Bullard are the parents of a son, Bryant Keith, born February 9. He weighed 8 lbs.

Mr. and Mrs. Ellis McCurdy, Jr. are the parents of a son, Dale Alan, born February 8. He weighed 7 lbs. 3oz.

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LION'S CLUB GUESTS — Cub Scouts and Webelos from Pack 50 were guests of the Noon Lion's Club Monday at the Civic Club Center. Following the luncheon, the Cubs presented two skits to the club. —Staff Photo



VICA CONTEST REPRESENTATIVES — Representing Hereford in the District 6 YICA Contest to be held in Amarillo March 13 and 14 are, standing behind their models from left to right, Carmen Malouf, first place winner with her model, Glenda Nahrgang; Cynthia Short, second place, and model Linda Sorrells; Lilia Benavidez, third place, with model Betsy Jarrett; Pam Turner, fourth place, with her model Mary Martin; and Melody Ott, fifth place, with model Susie Sebastian. —Staff Photo

Area Vica Contest Representatives Named

Five girls from Hereford High School's Cosmetology Department will represent Hereford in the District 6 YICA contest to be held March 13 and 14 at Amarillo Vocational College. These five will enter the hairstyling division of the contest.

Eliminations were held Tuesday evening at 7 p. m. in the Cosmetology Dept. at high school with Delores Garcia and Ginger Barella of Mary Helen's Beauty Salon, and Clea Passmore of The Beauty House doing the judging. The eight girls participating were judged on suitability, originality, technical execution of the comb-out, and speed.

Selected to represent Hereford were Carmen Malouf, first place; Cynthia Short, second place; Lilia Benavidez, third

place; Pam Turner, fourth place and Melody Ott, fifth place.

Models were respectively Glenda Nahrgang, Linda Sorrells, Betsy Jarrett, Mary Martin, and Susie Sebastian.

Approximately fifteen other girls will enter various fields of competition and the three district winners will go to state in Austin April 20 and 21, according to Mrs. Jack Thurlow, a teacher-coordinator.

Foundation Meet Set For March 18

The Annual Meeting of the Texas Panhandle Heritage Foundation, Inc., will take place at the Amarillo Club, Wednesday, March 18, at 11:30 a. m. in Amarillo. There will be a buffet luncheon at 12 noon.

This is an organization of Panhandle people involved in the "Texas" Musical Drama which the organization produces each summer in the Palo Duro Canyon State Park near Amarillo and Canyon.

Mrs. H. A. Cavness, Mrs. Jack Renfro and Earnest Langley represent Hereford as members of this foundation.

Everyone interested in maintaining and strengthening this creative approach to history is invited to become a member. Write P. O. Box 268, Canyon, 79015 for information.

Directors of this organization serve two year terms on a staggered basis. Half of the Board is elected each year at the annual meeting. In turn these directors elect the officers.

Present officers are: President, Eddie Melin; Vice-President, Russell Carver, F.V. Wallace, Avent W. Lair; Secretary, Mrs. Emil Olson; Treasurer, Jerry N. LaGrone; Directors at Large, Joe Gidden, Mrs. Marcella Lanham, Wales Madden, Jr.

Administration Urged To "Come To Grips"

(WACO) — In an address to a state-wide meeting of the Texas Farm Bureau, Congressman Bob Price called on the Nixon Administration to come to grips

with farm problems and the farm program.

Price declared, "The Farm

Mrs. Miller Is Honored Guest

Mrs. Gladys Miller of Hereford, author of the book "Junior Dear," was an honored guest of the Dimmitt Book Club Wednesday when her daughter, Mrs. Jerry Jacobs of Canyon, presented a review of the book to the club.

Accompanying them to Dimmitt was Mrs. James Murphy White of Canyon.

A lovely corsage was presented to Mrs. Miller by members of the club.

Refreshments were served by Mrs. Nancy Hayes, formerly of Hereford, from a table decorated with a Valentine centerpiece.

Ginger Hughes On Dean's Roll

The names of 416 students at Eastern New Mexico University have been included in the Dean's Honor Roll announced by Dr. Gall Shannon, vice president for academic affairs.

Included in the list are the names of 52 students who received all A's last semester. Students who earn a 3.25 grade point average out of a possible 4.0 average for 15 or more hours are named to the Dean's List.

The designation "All A's" follows the names of those students who earned a 4.0 semester grade point.

Making the list was Ginger L. Hughes, of Hereford, who registered all X's.

The first President of the United States to have been a Boy Scout was John F. Kennedy, who joined Troop 2, Bronxville, N. Y., in 1929 at the age of 12.

Mrs. Burk Gives H. D. Program

Mrs. C. F. Burk presented a program on Cooking in 5 and 11 Quantities and demonstrated by preparing dishes of Ham Loaf, Hammettes and 18 Minute Cake to members of Bippus Home Demonstration Club at a meeting Wednesday in her home.

She distributed recipes of the dishes to each member and guest.

In a business meeting Council reports were given by Mrs. Jimmy Bradley.

Opening exercise was given by Mrs. C. F. Homford followed by group singing.

The next meeting is scheduled March 11 in the home of Mrs. J. V. Perrin.

Others attending were Mmes. Kenneth Homford, Wayne Sifford, C. T. Douglas, John Hill, G. V. Hall and guests, Mrs. Jack Weaver and Mrs. J. S. Stocks.

A LUCKY NUMBER
LAKEWOOD, Colo. — Five players who have worn uniform number 36 at Lakewood High School, west of Denver, have been named to all-state football teams in recent years.

HOT DOGS BLANKED
DENVER — During an American Football League game some pranksters climbed up behind the scoreboard and changed the words, "San Diego," to read "hot dogs." The scoreboard operator was unaware of it and the words stayed in place for several minutes. The San Diego Chargers were far from hot that day, losing to the Denver Broncos 13-0.

program must not be a casualty of inflation, America draws its strength from its land and its products. Our economy and 70 per cent of our labor force depends directly or indirectly on the well-being of the agricultural sector. As a society we simply can not afford to lose sight of this fundamental fact."

The Texas Republican observed that for the last eight months the House Agriculture Committee and the Secretary of Agriculture have been meeting in an effort to hammer out a new farm program.

"In these meetings, I have maintained that farmers are entitled to increases in benefits, just as other federal programs are increased to meet rising needs," Price said.

"I have urged Secretary Hardin to take the farmers' case to

the Bureau of the Budget and convince the watchdogs of the federal purse strings that Rural America, with its farms, farm families, and rural communities, needs and is entitled to equal treatment with other sectors of society," he added.

Price observed that a proposed "Agricultural Act of 1970"

has been developed as the result of many work sessions and discussions between officials of the U. S. Department of Agriculture and members of the House Committee on Agriculture. He said, "The proposal is now being carefully studied, debated, and refined by the House Agriculture Committee."

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Herd Kicks Muleshoe To Win Final Home Game



DISTRICT CHAMPS—The Stanton Junior High freshman cagers (above) proudly display their championship trophy they won last week as they downed cross-town rival, LaPlata 54-47.

Stanton Freshmen Take District Title Thursday

By JERRY ODOM
Staff Writer

The climax of the 1969-70 basketball season for both Stanton and La Plata arrived Thursday night when the two teams met in the La Plata gym. It was the fourth time this year for the freshmen teams of the two schools to clash and for the fourth time Stanton walked away with the smiles.

Besides the heated rivalry between the two schools it was also the contest to determine the junior high district champs. The game was a typical Dogie verses Maverick affair — one decorated with close scoring and an individual 110 percent effort by all involved.

The outcome posted on the scoreboard revealed the game wasn't as close as the one played in last week's tournament. But it was and maybe the closest. In the Hereford Junior High Invitational Tournament Stanton squeezed by the Mavericks 48-47 and in Thursday night's game they pulled a 54-47 victory.

A spokesman from Stanton said, "It was a nip and tuck game till the very end. Then we managed to get ahead by a few points."

Stanton jumped into the lead the first quarter. Both teams seemed to be cold at this point. By the time the second quarter rolled around, both sides had loosened up and played the type ball capable of them. Stanton was still ahead at the half mark 23-17.

The Mavericks surged with points in the third quarter and at one time were in the lead by one point. The Dogies recovered and went on to win the district title.

Competing for scoring honors on the teams were Terry Champ with eighteen points for La Plata and Keith Kitchens with twenty-four for Stanton. Next on the list for the Mavericks were Larry McNutt with eleven points, Danny Harris with seven, Wallace Hill with six and Barry McNutt with five. For Stanton Robert Lee netted fourteen points, Wayne Moton scored eight, and Terry Scott scored eight.

Stanton ended the year with the winningest record 17-1 while La Plata boasted a 13-6 slate. Along with taking the conference title, The Stanton freshmen swiped first place honors in the Canyon, Hereford, and High Plains tournaments.

By JERRY ODOM
Staff Writer

In their final home game of the season, the Herd sought revenge and attained it, Friday over Muleshoe after faulting in the first district meeting with the Mules. In the first round of conference 1-AAA battle, Muleshoe defeated the Herd in their own home surroundings by the slim score of 45-41.

But in Friday night's game, Hereford maintained the whip. The Whitefaces jumped to an early lead and remained there till the buzzer sounded and the scoreboard read 68-56.

In the first quarter, the Herd showed a favorable bit of accuracy on the distance shots. When it ended they were tipping the scales with most points 19-11.

The second quarter proved contradictory to the first. Hereford was fouling much more and hitting below normal from the floor. The setting was nicer for the Mules however as they managed to capitalize on Hereford mistakes. At one point they were even with the Whitefaces 25-25 but by the midway mark the locals were a small two points ahead 29-27.

Committing the most fouls in the first half was by far Hereford. They had fourteen to their credit while Muleshoe posted only five. The Herd's scoring ace, Marsh Pitman was in trouble in the department with three while center Dennis Hicks was in the same predicament.

Another factor proving favorable to Muleshoe was the second period scoring. Though the Herd was ahead, Muleshoe had racked up sixteen points. Hereford had netted only ten.

The strategy of simply getting closer the goal proved changed in the early minutes of the third quarter. Simultaneously Pitman received two passes under the board. Each in turn were good for two points. Following this the Herd was set deeper in trouble when Dennis Hicks committed his fourth foul.

Muleshoe began to defend the under-the-board style scoring that Hereford was advancing on. When they did, junior Gary Lemons hit a long corner shot and threw the visitors a might of balance.

with six, and Bobby Fields with one.

The Mavericks ended the year with a record of eleven wins and ten losses while Stanton finished with two wins and twelve losses.

Though La Plata's ninth grade were second in the race for the marbles, the eighth grade were not. They had won the district title prior to Thursday night's game but slacked off little as they downed the Dogies 38-22. Stanton kept the sharpshooting of the Maverick's tall scoring aces to a minimum in the first quarter and when it had ended were behind only one point.

But as the game grew older the margin widened. At half-time La Plata was ahead 15-8. By the end of the third quarter it was 29-18 and at the finish line La Plata had increased it to 38-22.

The scoring attack among players on both teams was primarily balanced out. The point makers for Stanton were Micki Ward with eight, Armando Gonzales with four, Mike Albiar with five, Gary West with four, and Chip Guseman with one. Scorers for La Plata were Dan Vanderzee who netted twelve, Jim Marsh with nine, James Harris with eight, James Waits with seven, and Jerry Brock with two.

La Plata ended the season with a record of twenty two wins and two losses. Stanton's was three wins and thirteen losses.

La Plata's seventh graders tipped the victory count for the night to their side as they defeated Stanton 40-26. Leading scorers for La Plata were Doug Charest with eight points, Mike Munnerlyn with four, Marvin Harris with four, and Zane Mayfield with eight.

Those for Stanton were Humberto Morales who scored nine, Billy Wilson with six, Keith Gooch with four, Hank Stringer

In the last of the third period, Muleshoe imitated the Herd's offense. They hit the mark from the corner as well as feeding the man under the basket for two. Nevertheless Hereford had shined more by scoring 20 points to the visitors twelve and retained the lead 49-39.

Just as the Whitefaces popped the bucket from close range in the third quarter, Muleshoe began the fourth in the same manner. After scoring the two points, they stole the rebound and capitalized for two more.

Hereford's Percy Mays repeated the act and stole the ball for his team. About this time Pitman was getting open again under the basket for valuable points although both teams were playing exceptional defensive ball.

Then with 3:59 left in the game Hicks fouled out and with his foul came more Whiteface fouls. In the closing minutes Whiteface Santry Rush made a back hand lay up for what might have been the prettiest play of the game.

As time grew shorter, Muleshoe began to gamble leaving Hereford players wide open down court. Twice the Whitefaces passed down court for two points — once to Pitman and then to John Richard Sparks.

Final seconds were ticking away now and in the last second Sparks hit from the corner to end the game.

Pitman played one of his best games for Hereford so far in conference play. He netted twenty points along with performing well defensively. Other top scorers for Hereford were Rush with thirteen points, Mike Wartes with eleven, Percy Mays with eight, and Hicks and Sparks with five.

The Herd will complete their season Tuesday night when they take on Dumas in Demon land. The way things stand at the present, Hereford has an excellent chance to take the second place slot in conference. If they don't Dumas they will have it and if not it will be pending on the other district contests.

ALL ON CLOVER

GRANBY, Colo. — One of the season's best fish stories features a 6-year-old Tammie Estes of Broomfield, Colo. She said she lost a lure while fishing with her parents at Granby Reservoir. So she baited the hook with a bit of clover and reeled in a 15 1/4-inch rainbow trout.



A TWO POINTER—Whiteface cager Percy Mays (24) goes up for a two point bucket in Friday night's game between Hereford and Muleshoe in the LaPlata gym. Also pictured of Hereford is John Sparks (42). Hereford won the game 68-56.

WELL DISCIPLINED TEAM

GREENSBORO, N. C. — North Carolina State's football team was the least penalized squad in the nation during the 1969 season. The Wolfpack, second to South Carolina in the Atlantic Coast Conference race, averaged only 21.9 yards in penalties per game.

The team drew only 25 penalties for 219 yards. Seth Miller of Arizona State intercepted 11 passes in 1969 to lead the nation's collegians in that department. Neal Smith of Penn State was second with 10 interceptions.

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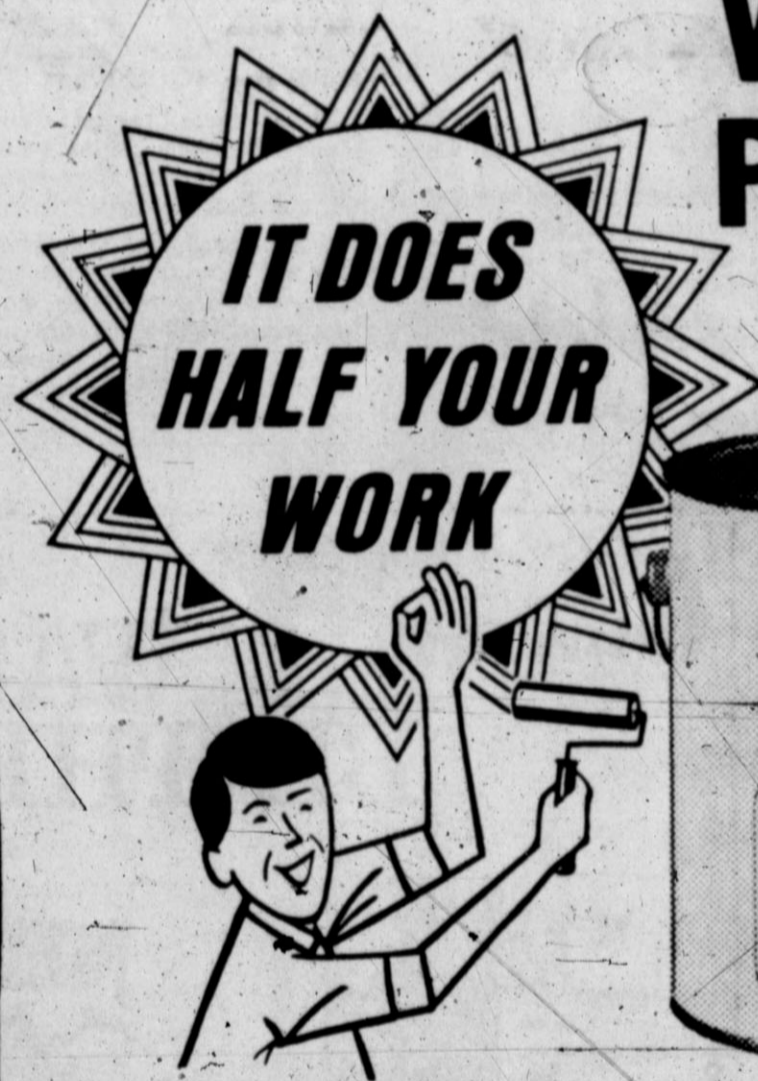
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The Sunday Brand Sports

Page Four

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TOP CONTENDER—Percy Mays goes up for a jump shot in Friday night's game between the Mules of Muleshoe and Hereford. Mays was a big factor for the Herd in the game both defensively and offensively. Also pictured from Hereford is Jeff Loerwald (30). Hereford won the game 68-56.



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Mr. Woods Speaks To Galliopians

"Changing Laws in Regard to Rights of Women," presented by Hazen Woods, at the Calliopean Club guest night, Thursday evening at the First National Bank, stressed some of the rights single and married women have concerning ownership of property, business, etc. During the business meeting, a decision was made to hostess at the museum during May, with Mrs. Ansel McDowell chairmen.

In keeping with the season, cherry tarts with coffee and punch were served by the hostesses Mrs. Sue James and Mrs. Eugene Parsley to members: Mmes. B.F. Cain, C.J. Crump, E. W. Dettman, David Gibson, Tom Kendrick, Ansel McDowell, D. C. McWhorter, Millard Nobles, Kathlee Palmer, George Warner and Jack Wilcox. Guests present were: Mmes. Marilyn Odland, John Stribling, Robert Velgel, Maurice Tannahill, Rodney Laubhan, Nancy Jones, Freddie Jo Moreman, Carl Swanson, Jim Neill, Peggy

Sweet And Fancy Club Met Friday

The Sweet and Fancy Decorating Club met Friday morning at the Community Center and voted to order things the members could use at times to fill baking orders for customers. Two cakes made by the club

Latin-American Revival Is Set

Harlan Overton, internationally known among the Spanish speaking nations will preach in a revival here today through Friday for the Church of Christ.

were taken to residents of King's Manor, also.

Attending were Mmes. Dale Henson, Lloyd Smith, Leroy Edwards, Lynn Pittard, Janice Shaffer, J. A. Crofford, and L. C. Routs.

The Anglo-American Church of Christ meeting at Sunset and Plains, (the Spanish speaking congregation meets in simultaneous services with the Anglos), extends an invitation through their preacher, Abel Ortiz, to all of the Spanish speaking people of the area to hear Mr. Overton.

Evangelist Harlan Overton is from the Windsor Park Church of Christ, Corpus Christi. During the last 17 years he has spent full time evangelizing among the Spanish speaking people. Five years were spent in Puerto Rico; he has preached

in Central South America, Old Mexico, and various states of his own nation. He is considered one of the most fluent speakers of the Spanish language. Each year he conducts more than fifteen gospel meetings. Services Sunday will be: Bible school at 9:30 a.m.; preaching at 10:30 a.m. and 7:30 p.m. Services Monday through Friday at 10:00 A.M. and 7:30 p.m. All evening services will be conducted in the main auditorium of Central Church of Christ, Sunset and Plains.

READ THE CLASSIFIED



Harlan Overton

With its 2.4 million monthly circulation "Boys' Life," published by the Boy Scouts of America, is among the top 20 general magazines in the Nation.

CAMPANA EVANGELISTA
Por La
iglesia de Cristo Plains and Sunset Dr.
FEB. 15-20. HORA DE SERVICIOS
Domingo, 10:30 A.M. y 7:30 P.M.
Lunes a Viernes, 7:30
EVANGELIST
HARLAN OVERTON
TODOS BIENVENIDOS

POLITICAL CALENDAR

DEMOCRATIC PRIMARY

May 2, 1970
 For County Judge: H. C. "Hank" Williams
 For Commissioner, Pct. 2: M. R. Latham
 For Commissioner, Pct. 4: R. Donald Hicks
 James A. Bullard
 For Justice of Peace: Bill Rowland
 Glen Nelson
 For State Senator, 31st Senatorial District: Max R. Sherman
 Nancy Moyer
 Jack Hazelwood
 For District Clerk: Lucille Posey
 For County Clerk: B. F. Cain
 For County Treasurer: Wanda Newman
 Nell Williams
 Vesta Mae Nunley
 For District Judge, 69th Judicial District: Archie McDonald

REPUBLICAN PRIMARY

May 2, 1970
 For State Senator, 31st Senatorial District: Malouf Abraham
 For House of Representatives, 18th Congressional District: Bob Price

Pharmacy Topics



By Freddy Cooper
 By 1970, the Drug Industry is expected to be spending close to \$500 million annually for research.

Years ago children with nasal congestion were relieved by having warm whiskey rubbed on their soles.

In 1928, the treatment of mastoiditis (a common ear inflammation) including surgery, cost \$1,000 and risked permanent impairment of hearing. Today, \$20 worth of antibiotics clears up most cases.

Scientists may be able to change skin color someday by raising or lowering the levels of a body enzyme called glutathione reductase. This enzyme controls melanin formation, which determines skin color.

Yesteryear's fever remedy: tie to a live eel a bag containing the sufferer's nail parings. For prompt, courteous service, bring your doctor's prescription to

COOPER'S CITY DRUG
 364-1144

DISCOUNTS

SAVINGS EVERYDAY AT GIBSON'S

WHERE YOU ALWAYS BUY THE BEST FOR LESS

Prices good thru Feb. 18, 1970

59¢

97¢

53¢

99¢

\$3.99

43¢

69¢

49¢

53¢

\$1.37

\$8.88

83¢

97¢

19¢

29¢

\$12.97

39¢

\$2.27

59¢

43¢

77¢

47¢

29¢

\$2.23

63¢

GIBSON'S R pharmacy
 Phone 364-4900
SAVE ON PRESCRIPTIONS
 EMERGENCY 364-4753

Aspergum regular or cherry flavor
 reg. 49¢
 36 count **29¢**

One-A-Day Vitamins
 with iron 100 count
 reg. 3.29
\$2.23

Gibson's brand Vitamin C
 100 mg
 100 ct. reg. 88¢
63¢



HELPING — Recent requests from the city for cleaning up alleyways around town has brought about much improvement, much more is still needed and resident are urged to continue to keep the

alleys and vacant lots and other places around town free from debris. Scenes such as these still remain around town.

Town & Country

By MRS. T. B. THOMAS
Mr. and Mrs. W. W. Thomas and Jeannie were hosts for a family get-together on the weekend with Mr. and Mrs. Bent on Bolin and children of Olton spending Saturday night. Mr. and Mrs. Bud Thomas and children joined the group on Sunday.

Mr. and Mrs. D. W. Dieter returned home on the weekend from a two week stay in Oregon Pipe, Ariz. They visited the Fred Shermans there. The Dieters came home for the purpose of helping her sister and husband Mr. and Mrs. Bill Schmidt of Plainview celebrate their fiftieth wedding anniversary on Sunday.

Mr. and Mrs. M. C. Kaul spent Sunday in Friona with Mr. and Mrs. Ralph Durstine.

While Rev. and Mrs. Clifford Trotter were in Dallas the past week they visited with Jan Turrentine. She is a student at SMU.

Carol Turrentine spent the weekend in Dallas with her sister Jan Turrentine.

L. Cpl. Ronnie Nunley is spending his furlough here with his parents Mr. and Mrs. W. B. Nunley. Nunley has been stationed at Yuma, Ariz. he will be reporting for duty in Hawaii.

Members of the Rural Telephone Association have returned home from a week's convention in New Orleans, La. Those enjoying the week are Vernon Inman, local manager of the West Texas Rural Telephone Co., Mr. and Mrs. Keith Brock, Mr. and Mrs. James Dixon, Mr. and Mrs. George Olson, Mr. and Mrs. James Ensors, Mr. and Mrs. Edwin Morrison, Sr. The group enjoyed bus tours of New Orleans, a forty-nine mile trip on the Mississippi River on riv-

erboat The Mark Twain. They got to see a Mardi Gras parade every night. The Edwin Morrison, Sr. drove down they spent Friday night in Stephenville with her parents Mr. and Mrs. Jess Frost, on Saturday night they visited Mr. and Mrs. Edwin Morrison, Jr. and children in Dallas. While they were in New Orleans they visited her niece and family Mr. and Mrs. Edgar Fore and Julie. On their return trip home they helped the Edwin Morrison, Jr. to pack up and move to Hereford. Gary Kreigshauser and Mr. and Mrs. Harrell Mays of Friona were there to help.

Mr. and Mrs. J. C. Morrison spent Wednesday night in Amarillo with her daughter Judith.

Mrs. T. B. Thomas spent Wednesday in Clovis visiting her sister and family Mr. and Mrs. Don Heddis.

Capt. Jimmy Dale Auten arrived home on Sunday from Thailand on an emergency furlough because of the illness of his father Jim Auten. Mrs. Jimmy Dale Auten and boys of Lubbock routed the family here. Capt. Auten has five months of his year left to serve in Thailand.

Mr. and Mrs. Stan Sigman, Jr. of Monahans arrived here on Friday evening to visit her parents, Mr. and Mrs. Mutt Wheeler. The Sigmans have just recently been transferred from Hereford to Monahans by the Bell Telephone Co.

Boy Scouts acquire character traits, attitudes, and abilities leading to self-reliance.

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Hospital Notes

ADMISSIONS

Fortunato Martinez; Mrs. Connie Walker, 400 W. 1st; Mrs. Ozetta Wilhelm, 111 Avenue A; Mrs. Willard Witherspoon, 606 E. 3rd; Mrs. Rufus DeLos Santos, 117 Kibbe; Alfredo Carreon, 326 Avenue H; Mrs. Elsie Boardman, 407 Lee; Mrs. Roy Beardin, Friona; Dennis Artho, Route 4; Jim Auten, 700 Miles; Mrs. Ethel Reeve, Friona; Ernesto Suarez, 328 Avenue H; Mrs. Anna Wolf, 122 Greenwood; Mrs. Garland Harris, 505 Avenue K; Mrs. Minnie Bartlett, Vega; Mrs. Carrie Lillard, Westgate; Mrs. Olin Hardy, 603 Avenue H; Mrs. William Walker, 437 Barrett; Almus Yokum, 637 Avenue H; Jerry Easton, 811 Irving; Cliff Estes, Westgate; Mrs. R. R. Jackson, 441 N. Miles; Hester Reagan, Hobbs; Mrs. Lela Prather, 1006 E. 3rd; Mrs. George Mingus, Friona; Claude McDougal, 836 Park; Mrs. Louie Olson, 80 Park; Henry Thomas, 322 Avenue J; R. D. Lance, 132 Beach; Mrs. A. C. Brotman, Route 4; Frank Cogdell, 915 Park; Mrs. Fannie Warrick, Star Route; Mrs. Tom Bullard, Route 4; Mrs. Richard Frank, 428 Avenue B; Mrs. Natavidad Torres, 609 Blevins.

DISMISSALS

Robert Wood, Juan Herrera, Bill Harwell, Mrs. Fedrico Sanchez, Carlos Vaughn. Mrs. Noe Coronado, Mrs. John Stokes, Mrs. Lee Meek, Pablo Aguirre, Mrs. Atha McIver 2-13. Mrs. Manuel Garcia, 2-12. Mrs. Nora Paetzold, Kristina Kerr, Mrs. Gertrude Probasco, Raymond Martin 2-11. John Sowell, Reuben Aasland, Cameron Gault, Mrs. William Burns, Mrs. J. E. Sorrells, J. D. Kirkland, Norma Harkins, Mrs. Ellis McCurdy, Luther Ellis.

Four Residents Make Honor Roll

CANYON, Tex. — Four Hereford residents have been named to the fall semester Honor Roll at West Texas State University, announced Dr. Donald Cates, Dean of Admissions and Registrar.

Mrs. Nola Jobe, Rt. 2, maintained a 2.8 grade point average on the 3.0 system at West Texas. Mrs. Jobe is an elementary education major with an English subject concentration.

Robbie Sheffy, daughter of Mr. and Mrs. Bob Sheffy, 104 Aspen, earned a 2.7 average. Miss Sheffy is a junior mathematics major.

Mrs. Gerry French, 772 Thunderbird, held a 2.6 average during the fall semester. Mrs. French is a junior government major.

Martha A. Morgan, daughter of Mr. and Mrs. Myron E. Morgan, 420 Sunset, earned a 2.5. Miss Morgan is a freshman accounting major.

Two hundred forty-one students of the 7,998 enrolled at WT last fall were listed on the Honor Roll. Twenty-five of these maintained a perfect 3.0 average.

Mrs. Leona Packard, Ozetta Wilhelm, Mrs. Eunice Robinson 2-10.

Mrs. Walter Easter, Mrs. H.L. Deavenport, Mrs. Johnny Wilson, Artie Loyd, Mrs. David McDonald, George Hartman, Mrs. Myrtle Guinn 2-9.

Mrs. Arvell Williams, Mrs. Clayton Jobe, Mrs. Inman Larson, David Allen 2-8.

Elbert Summers, Pedro Serina 2-7.

Harry Coffin, Mario Coronado 2-6.

Bell Company Extends Line

Southwestern Bell Telephone Company here is now underway with the job of increasing the number capacity of telephone numbers by 1,000. This will mean approximately 880 new line capabilities as well as modification of switching equipment to provide new talking paths.

This means the company will be able to provide better, faster service for customers by "beefing-up" the switching equipment. This addition is forecasted to cope with the growth of Hereford for the next eighteen months.

Swimming is the merit badge subject that is earned by most Scouts — camping is second, more to come.

ALL PURPOSE TRACK SHOES



available in all sizes!

Regular \$4.99
Gottis Price!

\$3.99



Hereford Texas

In Sugarland Mall

In Sugarland Mall

DR. E. H. HENDON
OPTOMETRIST
Announces The Removal of His Office
to 811 WEST PARK AVENUE
(Harrison Highway)
HEREFORD, TEXAS
Mon. thru Fri. TELEPHONE
9:00 to 12:00 — 1:00 to 5:00 364-0987
Sat. 9:00 to 12:00

WIGS

WIGLETS AND FALLS
*The Most Beautiful Girls in the World,
Miss U.S.A. and Miss Universe, agree ...
for the look you want, when you want it ...*



WIGS BY
La Contessa
100% Human Hair
THE CROWNING GLORY OF
WOMEN THE WORLD OVER

5-Piece Set
Wig-Wiglet-Fall
Eye Lashes & Brush

regular price \$149.88
Special Harold Close Drug

Introductory Offer ... **\$89**

Guaranteed
Wigs-Wiglets
and Falls

This set can be ordered by your national brand hair coloring number... see our display today!

HAROLD CLOSE

Rx WALGREEN AGENCY DRUG

Sugarland Mall — Phone 364-2344

SAVINGS

ACRILAN ACRYLIC BONDED KNITS
\$3.00 YD
Zing into spring '70 with hand-washable and Wear-dated 54/56" EXPO-100% Acrilan® bonded to 100% Acetate tricot. In fancies and coordinated matching colors. Great pastel shades and the red-white-and-blues. Choose now, sew later.

CREPE A'LEGANTE Textured Polyester
2.99 YD
45" Crepe Elegante, 100% textured polyester crepe—has the look, feel and hand of the finest silk crepe. Ah, and it's washable, never press—ideal for shirt dresses, at home costumes, blouses. In solids for elegance.

Sportswear & Prints
3 yds. \$2.00
Values to \$1.69 yard—fors your Springtime wardrobe planning. 36/45" Sportswear Prints and Solids: 100% cottons including twills, poplins, sailcloth, ducks, hamespuns, piques and canyons prints. An excellent selection for you.

- 36" BROWN MUSLIN 39c yd.
- 36" BLEACHED MUSLIN 35c yd.
- 36" ANCO BLEACHED MUSLIN 44c yd.
- 36" PILLOW TUBING 55c yd.
- 32" 6-OZ. ACA TICKING 55c yd.
- 36" SOLID COLOR OUTING 49c yd.
- 36" SOLID COLOR BROADCLOTH 49c yd.

Anthony's
CR ANTHONY CO
Downtown & Sugarland Mall

BEST DANGED DEAL
ALWAYS CLEAN CARS AT FAIR PRICES

1967 Plymouth Fury 111, 2-dr. H-Top, loaded, new tires, low mileage, very white, turn. Cloth trim, an extra sharp car.

1968 Chev. 1/2 ton pickup, long wide bed, 307 V-8, auto. trans., factory air, almost new tires, clean as a whistle, inside and out see for yourself.

1967 Ford Ranchero, 289 V-8, auto. trans., white vinyl top, light blue lower, new covered roof box, mounted back of cab. An extra nice pickup.

1965 Ford 1/2 ton pickup 352 V-8, auto. trans., air cond., beautiful red finish, cleaner body etc. than most 69 models, you will just have to look at this one to believe it.

1966 Chev. 11, 4-dr., 2 seat Station Wagon, Off white, 6-cyl., 3 spd. trans., factory air, luggage rack, good rubber, low mileage, perfect condition.

1965 Chev. Imp., 4-dr., Sedan, loaded, turbo, top white, lower tan, cloth trim, one every, traded in on new Chev., and it is the closest to the Golden Spread.

J.V. CAMPBELL MOTORS
321 N. 25 Mile Ave. 364-4482



SURPRISE PRESENTATION — Gracie Vargas, left, presents Miss Patsy Giles a large box of candy for the Stanton faculty in a recent assembly held at the school. The candy was paid for by money raised by the student body at the school. — Staff Photo



Rev. W. Lawson Brown

Revival Services To Begin Monday

Revival Services will begin Monday at the First Church of the Nazarene in Hereford. Rev. W. Lawson Brown from Bethany, Oklahoma, will be the evangelist.

Brown's forty years as evangelist and pastor enable him to combine evangelistic fervor with pastoral compassion to produce a message Bible-centered and relevant to the needs of our day. In addition to successful preaching, Brown is a soloist of exceptional ability and provides the special singing for his revivals. His unusual interpretation of the old hymns such as "Amazing Grace" and "Rock of Ages" has made his singing an inspiration to thousands.

Revival Services will begin at 7:30 each evening, February 16-21, Monday through Saturday. Sunday services are at 10:00 a. m. and 7:00 p. m.

Rev. Bill Ray, pastor, invites everyone to attend these revival services.

Dawn Club Entertains

Members of Dawn Music Club entertained the Dawn Home Demonstration Club with a Parade of American Music Tuesday at the Dawn Community Center.

The group sang the hymn of the month and other musical selections included "Falling In Love With Love" (Rodgers) sung by Mrs. R. E. Curtisinger and Mrs. Roy Mann n g, accompanied by Mrs. Jerry Haley; "How Great Thou Art" was played by Mrs. Manning on the violin and Mrs. Curtisinger at the piano.

Others were "Summertime" (Gershwin), sung by Mrs. R. T. Stewart with accompaniment by Mrs. Carl Wimberley; a piano solo of "Marianne" by Mrs. Clarence Betzen; a piano duet, "Star Dust" by Mrs. Haley and Mrs. Wimberley; and "The Lord's Prayer" was played by Mrs. Stewart and Mrs. Wimberley.

Refreshments were served from a table decorated in colors of red, white and blue with an arrangement of spring flowers as the centerpiece.

The next meeting is scheduled March 10 at the Dawn Baptist Church.

NOBODY'S PERFECT

DENVER — Bobby Howfield, a soccer player from England, kicked 57 consecutive points after touchdown for the Denver Broncos of the American Football League in two seasons until one of his tries was blocked by San Diego.

READ THE CLASSIFIED ADS

Book Review
Honest Approach To Problems Told

By Genevieve Miller
Ever talked in "Childre- nese?" Dr. Haim G. Ginott has written a book entitled, "BETWEEN PARENT AND CHILD," which presents new solutions to old problems and even differentiates between acceptable and unacceptable praise. He discusses the various aspects of child-rearing in terms of avoiding self-defeating patterns, responsibility and independence, discipline, jealousy, sources of anxiety and even considers the problems of children and parents who need professional help. It is a book designed to help parents and chil-

dren to communicate in a manner that promotes mutual respect and dignity. In "BETWEEN PARENT AND TEENAGER," Dr. Ginott devotes one chapter to "Acknowledging Experience," a pertinent suggestion to parents of teenagers. First of all, he quotes a motto of physicians: "Primum Non Nocere," which means above all do no damage. How much hostility might never have been had parents been knowledgeable in this direction! The chapter entitled "The Healing Dialogue" presents interpersonal skills used with empathy and genuineness.

We strongly recommend both of these books for their honest approach to and treatment of the problems which do exist between parents and children. In "ENTHUSIASM MAKES THE DIFFERENCE" by Norman Vincent Peale, the author offers encouragement and common sense ideas for improving every activity of life. He describes various techniques which he devised to start individuals moving away from worry and fear to productive, enthusiastic living. He submits a formula for making any day good, to-wit: (1) think a good day, (2) thank a good day, (3) Plan a good day, (4) Put good into the day, (5) Pray a good day, (6) Fill the day with enthusiasm. Dr. Peale recommends that the eleventh commandment suggested by Amos Parrish be accepted as a guide also: "THOU SHALT USE ALL THY TALENTS TO THE UTMOST."

How, then could one have time for unhappiness? Leslie D. Weatherhead in a little volume entitled "THE WILL OF GOD" has attempted clarification for those who are confused as to what does constitute the will of God. He has divided his presentation into three parts: (1) God's Intentional Will, (2) God's circumstantial will, and (3) God's ultimate will. Having considered these important distinctions, the author then discusses how and whether we may discern the will of God. The last chapter explains the truth of Dante's sentence, "In his will is our Peace." Religious bodies of all denominations sponsor 74,750 Scout units in the United States, or 49.1 percent. Community organizations are next with 43,965 units or 28.9 percent, and schools back 33,569 units or 22 percent.

Films Available On All-America

DETROIT — Chevrolet regional and zone offices throughout the United States now have available free-loan copies of a film featuring the official 1969 All-American football team selected by college coaches. Other copies of the 25-minute

color film may be borrowed through offices of Modern Talking Pictures Services, Inc., located in most major cities. Co-sponsored by Chevrolet's Sports Department and Eastman-Kodak, the film includes action highlights of each player during the last season as well as comments by the players and their coaches. READ THE CLASSIFIED ADS

The Hereford Benefit Association is a non-profit local insurance plan organized in 1908 by local citizens. A membership in this association can mean as much as \$1,000.00 of life insurance. The average cost is less than \$20.00 annually. Frank Ball is membership chairman. Phone 364-3119. Bruce Rose is secretary. Office at 407 North Main. 364-0285

SAFEWAY

USDA CHOICE

Safeway Carries Only U.S.D.A. CHOICE BEEF To Assure You Of Fine Quality And Flavor!

EVERYDAY LOW DISCOUNT

Young Tender Whole Fryers - 2 to 3-lbs. Average **lb. 29¢**

USDA Choice Beef - Center Cut, Bone In **lb. 98¢**

Safeway Pure Dependable Beef - 3-lb. Pkg. or More **lb. 53¢**

EVERYDAY LOW DISCOUNT

Sliced Bacon **69¢**

Cut-up Fryers **35¢**

Fryer Gizzards **39¢**

Fryer Livers **69¢**

Pork Steak **79¢**

Fish Crisp **47¢**

Cattfish Steaks **99¢**

Sirloin Steak **98¢**

Beef Rib Steak **99¢**

Cube Steak **\$1.38**

Boneless Roast **89¢**

Chuck Roast **58¢**

7-Bone Roast **68¢**

Arm Roast **78¢**

T-Bone Steak **\$1.19**

Porterhouse **\$1.29**

Spencer Steaks **\$1.99**

Safeway Franks **49¢**

Sliced Bologna **67¢**

EVERYDAY LOW DISCOUNT

YOU CAN SAVE EVERY DAY AT SAFEWAY DISCOUNT

EVERYDAY LOW DISCOUNT

Orange Juice **23¢**

Hash Browns **34¢**

Cream Pies **27¢**

Tortillas **17¢**

Shrimp Dinner **69¢**

Margarine **16¢**

Safeway Everyday Low Discount Prices!

Ice Cream **59¢**

Fruit Drinks **25¢**

Salad Dressing **49¢**

EVERYDAY LOW DISCOUNT

Canned Biscuits **9¢**

Lucerne Butter **54¢**

Homo. Milk **1.15**

Chocolate Milk **63¢**

Cole Slaw **38¢**

Cottage Cheese **39¢**

Chunk Tuna 29¢

Cottage Cheese 59¢

Layer Cake Mix 29¢

Safeway Everyday Low Discount Prices!

Folgers Coffee	85¢	Pineapple	23¢	Vanilla Wafers	27¢
Folgers Coffee	\$1.49	Gr. fruit Juice	43¢	Pinto Beans	51¢
Folgers Coffee	\$2.53	Golden Corn	23¢	Grain Rice	53¢
Edwards Coffee	76¢	Golden Corn	23¢	Kraft Dinner	19¢
Edwards Coffee	\$1.53	Green Spinach	16¢	Detergent	59¢
Edwards Coffee	\$2.25	Oyster Stew	37¢	Canned Milk	16¢
Shortening	79¢	Soft Drinks	29¢	Vaseline	89¢
Baby Food	10¢	Miracle Whip	47¢	Coets	57¢

Safeway Everyday Low Discount Prices!

Dog Food 9¢

Tomato Soup 8¢

Pork & Beans 14¢

Avocados 3 For \$1

Tomatoes 3 lbs. For \$1

Red Potatoes 10¢

Green Onions 10¢

Rome Apples 15¢

SAFEWAY

WARREN BROS. MOTOR CO.

1410 Park Ave. 364-1423

● CLOSED SUNDAY ●

THIS WEEK'S SPECIAL

67 CHEVY IMPALA 4-dr. Sedan, factory air, and power. Green metallic finish. Local owned. 4,000 mile 90-day protective warranty. **\$1495.**

64 FORD GALAXY 500 XL 2-dr. Hard Top. Beautiful red body, white vinyl top. Red vinyl interior. This car is in perfect condition throughout and new white wall tires. Be sure and see this one. Air & power, 390 V-8 with automatic.

68 Ford Galaxy 500, 4-dr., Hard Top, Pastel green with beautiful matching interior. Factory air and power. Sharpest used car you will find. 302 reg. gas, V-8. A test drive will surely sell this one.

68 Ply. Fury III 2-dr. Hard Top, beautiful green metallic body with white vinyl top. Factory air & power. 318 reg. gas, V-8. Factory warranty transferable.

74 T-Bird, 2-dr., Hard Top, loaded with extras. Here is a sharp 64 model at a moderate price. Protective warranty.



By MELVIN YOUNG

There has been a number of incidents in the past concerning the soliciting of advertising by promoters supposed to be used for pension funds for widows and orphans of Texas law enforcement officers. Actually there is one such magazine that does just that. The profits from sales of advertising actually go into such a fund, but this organization takes the precaution of making contact with the local sheriff's department and getting a local man to go with them when soliciting. The others usually work by telephone, and if you fall for their line, you've just lost your money.

Now we understand, the firemen are having the same problem. A story in the February edition of The Texas Firemen's News tells about an incident involving the apprehension of fraudulent fire magazine advertisement solicitors. The scheme in question, which apparently has been used several places in the mid-west, involves solicitation for ads in a non-existent fire magazine from which the profits are supposedly used for the benefit of widows and orphans of fire fighters. A second part of the sales pitch is to indicate that the advertisement seller is a "fire inspector" and that no violations of the fire code will be found in the future if the person solicited agrees to take the offered advertisement.

The latter should be a sure give-away, but some people still fall for it. However, the best thing to do, in any case involving out of town solicitors, or people you do not know is to turn them down. Local advertising people normally will not call on the telephone unless they know you pretty well. Out of towners will almost always use the telephone for their solicitations.

Furthermore, when a stranger visits your place of business and leaves the impression that he is working with the local newspaper or radio station, it's a good idea to pick up the telephone and call. We often have salesmen come through town selling "advertising services," and too often they leave the impression, (without saying so in so many words) that they are working with the newspaper. It's always a good idea to call. It might save your money.

-HB-

Apparently everything is on schedule concerning the junior college application. The petitions and formal application have been received by the Coordinating Board in Austin and a public hearing has been set for March 5 in Hereford. The meeting will be held at 7:30 p. m. in the District Court Room, Deaf Smith County courthouse.

-HB-

Had a little excitement over at the First National Bank Thursday evening. Apparently something went wrong with the alarm system, flashing the proper light over at the police station, and in a matter of minutes the place was surrounded with law enforcement officers - riot guns and all.

Actually, anyone with ideas about burglarizing the local bank might better think twice. The police moved pretty fast.

-HB-

And then there's the story about the young lad whose father wanted him to have all the things he missed as a youngster. Like a straight-A report card.

H.D. CHATTER

Questions About Sugar

By Mrs. Argen Draper, Home Demonstration Agent



The demonstrations on Cooking Meat In Small Quantities, have gone over well with the club members. I hear good reports on those who gave the programs. Too, we have some recipes on cooking meat in small quantities. This recipe sheet has Pork Fondue, Shish-Kabobs, Ham Loaf, Swedish Meatballs, and Hamettes. Call 364-3573, if you'd like a copy of this recipe sheet.

If you count each grocery penny, balance your food budget and your family's diet by cutting costs within each of the four food groups. These ideas may help balance nutrition and bargain.

Meat: We need two or more servings from this food group each day. Count as a serving: two-three ounces lean cooked meat, poultry or fish with out bone; two eggs, one cup cooked dry beans or peas; four tablespoons peanut butter.

To save on meat money buy weekend meat specials; buy dressed chicken whole rather than cut-up; and select variety meats.

Milk: Use two to four servings a day. A serving would be one eight-ounce glass fluid milk, two cups ice cream; one and a



LOCAL WINNER— E. R. Frye of Hereford, left, received an award for his contributions to the Agricultural Chemicals industry at a luncheon last week in Lubbock. Presenting the award is Bill Johnson of Lubbock, president of the Agricultural Chemicals Institute. Also shown is Dr. A. F. Wiese of Bushland who was also honored.



CONSERVATION WINNERS— These six students were chosen by the Tierra Blanca Soil and Water Conservation District Board as winners of this year's essay contest. In top photo from left to right are Becky Noyes



and Beverly Beene, sixth graders of Aikman Elementary School. In bottom photo are from left, Rosario Cantu, 8th grade; Cathy Walker, 6th grade; Greg Skypala, 7th grade, and Marilyn Schmucker, 8th grade.

half cups cottage cheese or two one inch cubes Cheddar type cheese.

Save in this department by using nonfat dry milk and save up to one-half of your milk bill, serve milk shakes and fewer soft drinks, grate hard cheeses of cheese and use to top casseroles.

Bread-Cereal: Eat four or more servings a day. One serving equals one slice of bread, an ounce ready-to-eat cereal or a half cup cooked cereal, pasta or rice.

Save here by preparing bread and cereal products at home. They usually cost less than ready-baked breads and ready-prepared cereals.

Vegetable-Fruit: We need four or more servings daily. Count as a serving a half cup vegetable or fruit; or a portion as ordinarily served such as a medium apple, a half cantaloupe or juice of one lemon.

Save in this food group by taking advantage of fresh seasonal items; and by buying frozen vegetables and fruits if they cost less a serving than fresh or canned.

The cyclamate scare roused a flurry of questions. Here are some of the questions most frequently asked.

"Can I use beet sugar for cane sugar?" They are exactly the same product, chemically. There is absolutely no difference between the sweetening power of cane and beet sugar. Each contains 99.8 percent sucrose, the chemical name for sugar.

Processors presently are testing sugars to which vitamins, minerals, and flavorings have been added. So we can expect further changes in our sugar choices.

"Is brown sugar unrefined white sugar?" No, brown sugar is as highly refined as white sugar and is refined in exactly the same way, except at a lower temperature. This produces a sugar of minute crystals mixed with natural refiner's syrup.

As a result, proportionally, the actual granulated sugar content of brown sugar is less; but they taste sweeter on the tongue because of the syrup present.

"What's the difference between dark and light brown sugar?" The amount of refiner's syrup (molasses-like) in proportion to the granulated sugar present makes the difference. The darker the brown, the more refiner's syrup, the richer the flavor.

In whole, cost is higher by 7 to 11 cents a pound for dark brown sugar. In the recently developed easy-pour, non-caking products, syrup and flavor have been reduced. The newest product, distinct granules of brown sugar, are the results of a pressure, temperature which

compacts it into uniform morsels for easy pouring and handling. No change in recipe proportions are needed since product "bulks" about the same as packed brown sugar.

"Why do confectioners powdered sugars contain starch?" The three percent starch added

E.R. Frye Recognized At Lubbock Conference

Dr. A. F. Wiese of Bushland and E. R. Frye of Hereford were presented awards at the 17th annual Agricultural Chemicals Conference at noon Thursday.

They were recognized for their contributions to the agricultural chemicals industry at the awards luncheon by Bill Johnson of Lubbock, president of the Agricultural Chemicals Institute, sponsor of the conference along with Texas Tech College of Agricultural Sciences, the Texas A&M Agricultural Extension Service and the Lubbock and West Texas chambers of commerce.

The institutional award went to Dr. Wiese, who has been with the Texas Agricultural Experiment Station at Bushland for 16 years.

Johnson pointed out that Wiese

helps keep the sugar from caking and also makes it work up into a smoother icing than would be possible with powdered sugar that did not contain starch. The label declares the presence of starch.

Can semi-sweet chocolate be substituted when a recipe calls for unsweetened chocolate? The answer is yes. There is such a slight difference in the amount of sweetness that you will never know which chocolate you did use. Use the same amount of sugar whether you use unsweetened chocolate or semi-sweet chocolate.

When a recipe calls for blanched almonds, why is blanching necessary? Blanched almond will give a main dish, vegetable or dessert a special nutty flavor and texture. To blanch, cover shelled almonds with boiling water. Let stand until skins will slip. Drain, put into cold water and rub off skins. Dry between towels.

I have been reading about soft drink bottles exploding, have you? It is supposed to be that no-return bottles lack of strength. Some say that bottling companies have reduced carbonation to reduce internal pressure. A recent insurance survey showed accidental injuries from exploding soft-drink bottles total about 150,000 a year. Accidents from bottles outnumbered the next greatest hazard, power mowers, by more than three to one.

There are three 4-H jackets for boys in the office. Some of you 4-H members who need jackets come by the office and try them on. They're for the using, if you can wear one. Many men think a woman's place is in the home - as soon after 5:00 P. M. as possible.

se has published more than 100 papers, is now working in perennial and annual weed control for wheat, sugarbeets, cotton, and grain sorghum, and is conducting studies on herbicide residue analysis in grain sorghum and cotton.

Dr. Wiese, a professor of agronomy at Texas A&M University in the Soil and Plant Sciences Department, is also on the graduate faculty.

"He has worked with many private companies in getting numerous compounds ready for label registration and helped in preparing compounds to be used in this area," Johnson said.

Frye has operated an American Dusting Company unit, on the High Plains of West Texas with headquarters at Hereford for the past 17 years.

His company started with 6,000 acres for dusting and spraying in 1951 and expanded until in 1969 it served a total of 250,000 acres under three unit managers operating seven to nine aircraft.

During the last year, Frye served as district or regional manager working with units in and near Hereford, Bovina, Hart and De Leon in Texas, and Holyoke, Colo.

The Texas Tech soil judging team and its coach, Dr. B. L. Allen, were recognized at the luncheon.

Approximately 250 persons at-

tended and participated in the conference at Koko Palace.

Mrs. Jones Is Wyche Hostess

Members of Wyche Home Demonstration Club met recently in the home of their president, Mrs. Wayne Jones, for a cooking demonstration given by Mrs. Ira Ott.

Cooking meat in small quantities was the program topic presented by Mrs. Ott, followed by the preparation of dishes served at refreshment time to members.

A poem entitled, "Friendship" was read by Mrs. Jones as opening exercise and leader for the meeting; Mrs. E. C. Hewitt Jr., gave a council report and presented recommendations for a year book, recreation, finance and education committees which were accepted by the club.

Other business included the approval of sending a donation to Satellite Day Care Center.

A farewell gift was sent to Mrs. Cecil Hart, a former club member.

Others attending were Mes. Byron Grover, Charles Packard, C. C. Ellis, L. B. Wortham and Ellwood Skypala.

READ THE CLASSIFIED ADS

THE HISTORY OF VALENTINE'S DAY



Cynical bachelors and little boys aren't the only ones who think Valentine's Day is for the birds - even romantics once thought so.

In fact, at one time nearly everyone believed that February 14 was the day most birds mated. And though fact proved fancy false, the day stayed set aside - at least for lovebirds.

Though not exclusively, lighthearted lovers used Valentine's Day as a peaceful day to sleep. They took no chance that a common belief - that the first person of the opposite sex you saw became your loved one for the year - came true. No heartaches or aggravation for them.

In the late 1700s, sweethearts began penning and decorating cards, some so elegant and beautiful that now they are virtually museum pieces.

Today's husbands and wives, even those decades past the courting stage, frequently exchange holiday gifts as a continuing token of affection. One sweetheart of a gift that scores a strike every time is a bowling ball for the special sportsman or sportswoman in your life.

As Dick Weber All-Pro bowl, the ball, the professional's choice, is a sure way to score with your favorite male. And for the gal, an AMF ball in a striking choice of colors, is a sureshot favorite.

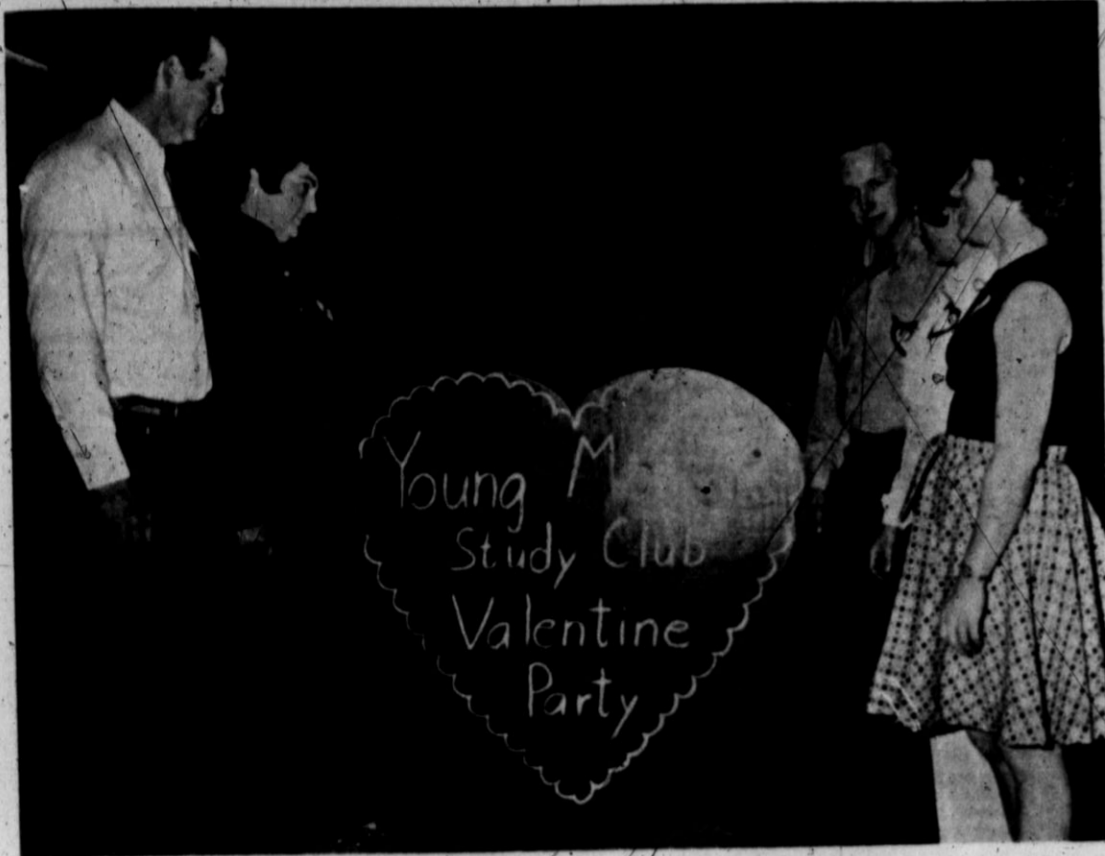
However you observe it, Valentine's Day is a lovely time for the expression of love. And there's no time like the present to bestow the present!

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VALENTINE HOE-DOWN — Members of Young Mothers Study Club entertained their husbands and guests with an old fashioned hoe-down Valentine party Tuesday evening at Sugarland Mall. Shown left are Mr. and Mrs. Charles Wright and standing right are Mr. and Mrs. Worlan Robinson and Mrs. Lynn Pittard. —Staff Photo

Mothers Club Hosts Party

Members of Young Mothers Study Club entertained their husbands and guests Tuesday evening with an old fashioned hoe-down Valentine party in Sugarland Mall. Members and guests were dressed in informal western wear and were instructed in square dances by John Brazzil, County Agent from Canyon. Hostesses for the evening were Messrs. and Mrs. David Brumley, Worlan Robinson, Chesley Johnston and Lynn Pittard. Others attending were Messrs. and Mrs. Jim Arney, Charles Brown, Don Barsh, Don Chap-

Concerning Veterans

Q — If I take a paid-up policy after changing from my World War II 20-year endowment plan, will my dividends man, Larry Dobbs, Ray Simpson, Eugene Baldwin, and guests, Messrs. and Mrs. John Robinson, Tom Sparkman, Charles Wright, Carlton Richardson, Roy Parten, and Don Beard. Valentine refreshments were served from a Valentine decorated serving table and the evening was spent in square dancing.

discontinue?
A — No. However, the dividends may be less than on your present policy.
Q — I enlisted in the Air Force in 1964 and served four years. I was separated honorably in October 1968. Am I entitled to 48 months of educational assistance?
A — No, unless you are or were also entitled to educational assistance under another VA law. You may then receive a combined total of up to 48 months. Otherwise, your maximum entitlement is 36 months of educational assistance under the GI Bill.
 Boy Scouts often find a lifetime career interest by qualifying for one or more of 113 merit badges.

Elks Lodge To Host 3 Clubs

The Hereford Elks Lodge will be host to the Elks Lodges from Amarillo, Plainview and Clovis here Tuesday evening, according to C. D. Kelton, Exalted Ruler of the Hereford Lodge. The purpose of the gathering will be the initiation ceremonies for 20 new members of the local lodge in addition to the re-instatement of approximately 25 members. This meeting is just one of several steps being taken by the local lodge in its efforts to reorganize. According to Kelton, the Hereford lodge is growing fast and all Elks from throughout the area are invited to get acquainted. Kelton also reported that plans are now underway for the purchase of a new building site for a lodge to replace the building presently being used by the order. The new building, Kelton said, will provide facilities and entertainment for entire families. Any questions pertaining to the Elks Lodge may be directed at Kelton at 364-2112. A new membership drive is also underway at the local

Veleda Study Club Annual Event Held

Veleda Study Club met Tuesday evening at the Caisson House for their annual Husband's Party with entertainment being provided by Mrs. Deke Kendrick of Friona. Mrs. Kendrick impersonated Phyllis Diller and gave humorous hints from Phyllis Diller's book, "Housekeeping Hints." Each member also introduced her husband and recalled a lodge and will be until April 1 at reduced rates. Any person interested in joining the lodge may also contact Kelton at the same number.

special time in their marriage. Hostesses for the event were Mrs. Allen Parson, J. R. Oglesby, Glenn Watts, and George Ritter. Other couples present were Don Baugous, Bill Bradley, Gid Brown, Joe Frank Clark, Gwynne Owen, Billy Wayne Sisop, Howard Bridwell, and James Trail.

THERE WHEN NEEDED WINDSOR, Colo. — A new high school football field at Windsor has been named in honor of Dr. C. W. Sabin who brought into the world a number of boys playing at Windsor and Eaton high schools.

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Roast lb. **78^c**

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★ **\$1500 Down** & assume low interest loan on this 3 BR, 1 1/2 baths, brick home with single garage, close to Aikman school, monthly payments only \$116 per month.

★ **TRADE FOR SMALLER HOME** - 2200 sq. ft. double garage, cent. heat & air, West Hereford, near all schools, will trade for two or 3 BR with fireplace.

★ **78 ACRES** Next to City Limits - Good well, excellent allotments. Government payments \$2,600. \$725 per acre.

★ **DEN With Bar & Built-in Bookcases**, sliding doors to patio, carpets, drapes, 3 BR, 2 Bath brick home, storm windows & doors, fenced. \$23,000.

★ **8846 TOTAL MOVE IN** - 3 BR, 1 Bath, Extra Clean, evap air, cent heat, double car garage, payments \$142 per month.

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\$4250.00 DOWN - Enjoy excellent neighbors in this 4 BR, 2 bath home close to schools. Large double garage, dishwasher, disposal and small yard. H-4039

227 RANGER DR. - Owner is moving and would like to sell immediately. Decorated in good taste with built-in hutch, large baths and 3 nice bedrooms. See this one today. H-3318

\$2000.00 DOWN - On this all new 3 bedroom, 2 bath beauty. Pick your own colors and enjoy living near school and shopping. Fight inflation and pay rent to yourself. H-3313

TRADE - Owner will trade for smaller home and give immediate possession. Double fireplace, 3 bedroom, 2 bath, large corner lot. H-3302

75 ACRES near town can be yours on easy terms. Hurry to see this good farm in 8" water area. Raise cattle and supplement your income. F-1050

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6 1/2% INTEREST - FHA - \$2,500 EQUITY - three bedrooms, 1 1/2 baths, fenced yard, attractive interior. It's vacant. Monthly payments of \$105.

UNDERSTATED ELEGANCE and painstaking craftsmanship distinguishes this new three bedroom brick, N.W. area from others in this price range. Plush carpeting among many other features. Formal living and dining with bay window view. Den with fireplace.

WALK TO SCHOOLS - from this sharp three bedroom, two bath home in NW area. Formal living room, den-kitchen combination with paneling, bookcases and all built-ins. Low interest loan with payments under \$150 per month.

JUST ACQUIRED - spacious older home on Star Street. All brick, three bedroom, bath & 3/4 kitchen, dining, 16 x 27 den with built-in bookcases. Owner will pledge or carry loan to responsible party.

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LOW DOWN - Owner will pledge 3 bedroom - 1 1/2 bath - built-in-kitchen - den - living room - fenced yard - vacant - immediate possession - \$18,200.00.

LARGE BASEMENT - 3 bedroom - 1 bath - living room - dining room - kitchen - double garage - outside storage - good commercial property also - low down - owner will pledge - \$13,800.00 - vacant - immediate possession.

COUNTRY HOME - 3 acres of land, 3 bedroom - 2 bath - large den - woodburning fireplace - built-in kitchen - fenced - storage house - very nice - appointment only.

10% DOWN - 1750 sq. ft. - 3 bedroom - 2 bath - double garage - fenced yard - 8x12 storage bldg. - refrig. air - nice home - 510 Star - \$20,000.00.

EXISTING LOAN - low interest - 3 bedroom - 2 bath - double garage - fenced yard - nice - clean built-in kitchen - 523 Ave. J - \$22,800.00 - appointment only.

4 BEDROOMS - Snuggled onto one acre of ground - large den - double fireplace - built-in kitchen - refrig. air - double garage - sprinkler system - storage house - existing loan - might trade for smaller home - appointment only.

3 BEDROOM - 1336 living area - 3 years old - extra low equity - immediate possession - clean, very attractive - payments only \$93.00 a month - Don't miss this one!

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Adult Probation Officer Has Busy Schedule Here

By BETTY KOELZER
Staff Writer

On the third floor of the County Courthouse Lowell Sharp conducts his duties as Adult Probation Officer for the 69th Judicial District. At the time of his appointment, November 1966, by District Judge Archie McDonald, Sharp was sheriff of Deaf Smith County, where he served a total of 12 years, in two "hit-ches."

The area covered in this district includes Deaf Smith, Oldham, Hartley, Moore, Dallam and Sherman counties. His "clients" are charged with felonies, convicted and placed on probation; a felony being any crime that can carry a penitentiary sentence.

Officer Sharp's duties during an individual's probation sentence include: preparing the probation order, sentencing the individual within range of punishment, keeping monthly check on the probationers, collecting fees due from each (court costs, attorney fees, if appointed, restitution or child support, etc.) and advising probationers or their families whenever necessary.

Sharp also participates in court supervision, that is, keeping surveillance on other counties' probationers, such as Potter or Randall, nearby. In interstate compact, probationers are transferred to the state wherein they have moved during probation.

Some monthly reports to Sharp are answered on the printed forms that he provides, while others are personal letters adding touches of familiarity, concerning families, jobs or accidents and illnesses.

As of December 31, 1969, the Adult Probation Department had a total of 183 probationers, 100 of these active while 23 were filed to have probation revoked. Of the total number, 14 were female. Probationers from other counties and states under the local office's surveillance were 15 in number. Between June 30 and December 31, 27 probationers were received and 35 removed, (24 had expired, nine revoked and two deceased) Driving while intoxicated pro-



Lowell Sharp . . . Adult Probation Officer

ved to be the most frequent charge, providing 45 of the total offenses, forgery or passing a forged instrument providing 25, burglary 23, theft 28, and swindling by worthless check 13. Twenty-six of these probationers were from Deaf Smith County, with Moore (Dumas area) furnishing the next largest amount of 36.

Lowell Sharp, in addition to being adult probation officer, is

vice president of Hereford Salt Inc.; vice president of Texas United Feedyards Inc., and owns Lowell Sharp (butane) Co. He and his wife, Mary Jo, have one daughter, Shirley, Mrs. James Alston. The Alstons provide the Sharps with four active grandchildren.

About 30,000 Boy Scouts each year attain the highest rank of Eagle Scout.

Waiting Wives Plan Trips To Amarillo, Clovis

Waiting Wives met recently to discuss plans for an ice-skating trip to Amarillo and a trip to the Air Force Base in Clovis.

Mrs. Jerry Curtsinger showed slides of her recent trip to Hawaii where she met her husband on R. R. leave. Following was a talk given by Corinne

Neely, co-ordinator, on "making the best of what you have."

Other business included the securing of flags, both Texas and the U. S., followed by the mention of present location and activity of servicemen-husbands.

Refreshments were provided by Mrs. Bryan Baum.

The next meeting will be wives and mothers on Feb. 27. Any mothers or wives interested in joining are asked to contact the Red Cross office, Mrs. Neely, or Mrs. Jerry Curtsinger, chairman.

Club Members Attend Meet

Four members of local garden clubs attended a recent meeting of the North Zone National Judges group held at the Garden Center in Amarillo.

Attending were Mrs. Bill Gentry from the Bud To Blossom Garden Club and Mmes. R. L. Ethridge, John Jacobson Jr. and A. L. Manjeot, all members of Hereford Garden Club. The program was a resume of

a recent symposium held in Ft. Worth.

It was announced that the State Board Meeting of Texas Garden Clubs is scheduled in Amarillo in October and the annual spring convention of District I, TGC will be March 16-17 at Midland. The Hereford Garden Clubs will assist with both meetings.

Newsprint from Canada's pulp-and-paper mills supplies more than half the world's needs.

ASTROS CUT TRAVEL
HOUSTON — The Houston Astros will play 22 baseball exhibition games in Florida next spring, 11 of them at their home base in Cocoa.

However, the Astros won't do as much traveling in Florida as they did last spring. Their longest trips will be to Fort Meyers to play Kansas City on March 8 and to Clearwater to

face the Phillies on March 19. Last year the Astros visited Miami, Sarasota, Pompano Beach and St. Petersburg, four towns they will skip this spring.



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Spec. 4 Nunley

Nunley Promoted To Computer Unit

U. S. Army Specialist Four Ricky L. Nunley has recently received this promotion being transferred from the Data Processing Department to Computer Programming Unit of Headquarters Company Inventory Control Center of Vietnam at Long Binh where he has been stationed since December 15.

Spec. 4 Nunley, a 1968 graduate of Hereford High School, enlisted in the Army July 25, 1969. He received his basic training at Fort Lewis, Washington.

After completing basic he was sent to U. S. Army Adjutant General School at Fort Benjamin Harrison, Indianapolis, Indiana where he attended Data Processing Equipment Operating School. Upon graduation from this school he attended a week of Replacement to Vietnam Orientation at Fort Riley, Kansas.

Nunley is the son of Mr. and Mrs. W. B. Nunley, Route 4, Hereford.

PLAYING WAS EASIER
DENVER — Monte Huber, an end on the University of Colorado football team, was one of 10 persons who tied for first in one of The Denver Post's weekly grid contests with only one miss. But an Englewood, Colo., woman got the \$350 first prize with the best guess as to the score of the Indiana-Colo. game, in which Huber played.

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Brides

Mrs. Terry R. Johnson
... nee Terri Townsend
(Bradly Photo)

The Sunday Brand

Hereford, Texas, Sunday, February 15, 1970

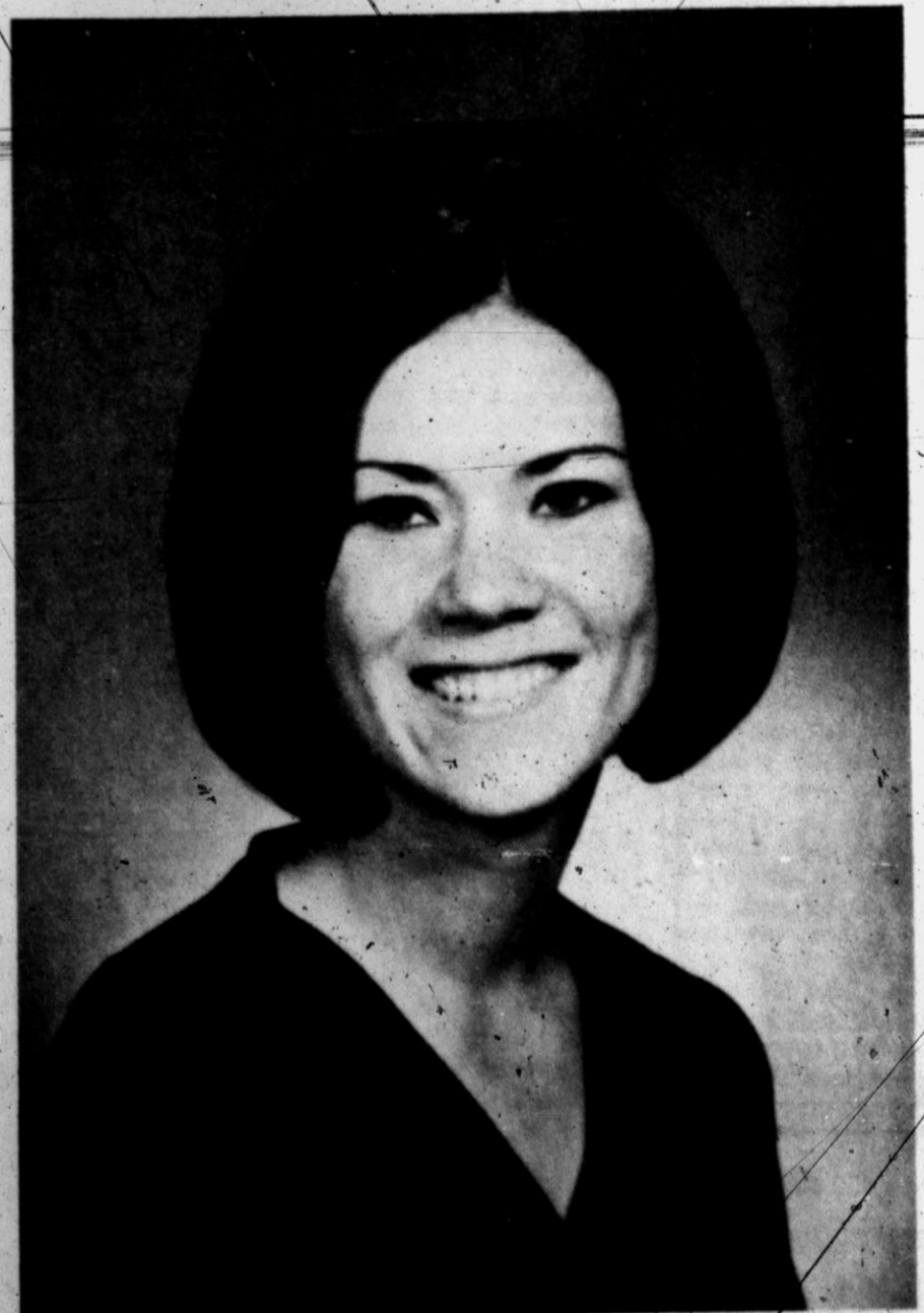
SECTION TWO

(See Stories Inside Pages This Issue)

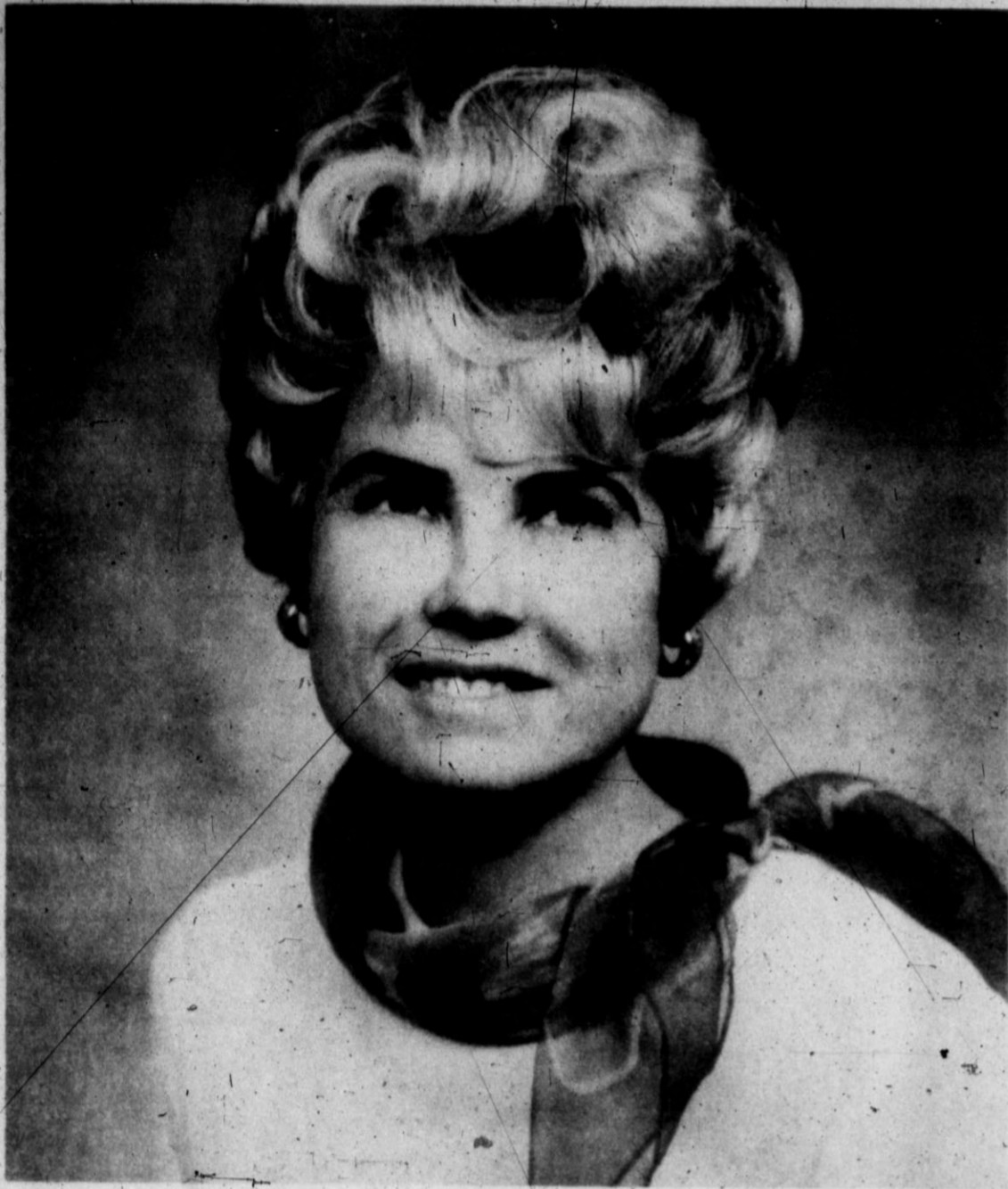


Mrs. Michael Duane Hope
... nee Ann Mims
(Bradly Photo)

Engagement Announced



Miss Camilla Nash
... plans June vows



Engagement Announced

Mr. and Mrs. J. Duane Nash of 118 Mimsa, announce the engagement and approaching marriage of their daughter, Camilla, to M. H. Wideman Jr., son of Mr. and Mrs. Morris Haney Wideman of Ralls.

Vows will be exchanged June 6 in First Baptist Church of Floydada.

Miss Nash is a senior business education major at Texas Tech University.

Mr. Wideman attended Hardin Simmons University and Texas Tech and is serving active duty in the U.S. Army Reserves at Fort Leonard Wood, Mo.

Couple Marries At Borger

Mr. and Mrs. Michael Don Horton are now at home in Canyon where they are both students at West Texas State University, following their recent wedding in the First Christian Church of Borger.

The bride is the former Miss Kristi Jean Rickard, daughter of Mr. and Mrs. John Rickard of Phillips. The bridegroom is the son of Mr. and Mrs. John

Students Collect Competition Wins

Seven Hereford High School Distributive Education students attended the area leadership conference held this past weekend in Odessa where some six hundred students met for competition in various areas of distributive education.

Students attending from Hereford were Betty Trevino, business speaking; Frances Perez, job interview; Kay Lynne Alexander, business speaking; Juanita Reinart, sales demonstration; Albert Hernandez, window display; Keith Anderson, job interview; and Patricia Hendrickson, window display.

First place in business speaking went to Kay Alexander with Albert Hernandez taking first place in window display. Second runner-up in business speech was Betty Trevino.

C. R. Anthony's. The bridegroom was graduated from Plainview High School and attended South Plains Jr. College and Sull Ross College. He is associated with East y Feed Yards.

First place winners will be eligible to attend the state competition in Houston March 13 as the state winner will be eligible to attend national competition in Atlantic City, New Jersey with all expenses paid.



Kay Lynne Alexander



Albert Hernandez

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Miss Ann Mims Is Bride Of Michael Duane Hope

First United Methodist Church was the setting Saturday afternoon for the marriage of Miss Ann Mims, daughter of Dr. and Mrs. A. T. Mims, 600 E. 5th, and Michael Duane Hope, son of Mrs. Dalton Hardison of Dawn and Richard Hope of Scobey, Mont.

Officiating for the 3 p.m. double ring ceremony was the Rev. Clifford Trotter, pastor.

Vows were solemnized before an altar arrangement of white tuft and stock, softly illuminated by altar candles.

Miss Prissy Crume was maid of honor and Dalton Hardison served as best man for his stepson.

Tommy Davis ushered guests. Don Baugous, organist, presented a program of nuptial music and accompanied Robert Wert as he sang "O Perfect Love."

Given in marriage by her father, the bride wore a street-length white shantung dress in empire silhouette. White velvet ribbon emphasized the high waistline and ruffles complimented the neck and sleeves. Her brief veil of illusion was held by a matching coil and she carried a nosegay of white chrysanthemums.

Miss Crume wore a dress similar to the bride's in blue shantung with blue velvet trim and carried a nosegay of white chrysanthemums with blue streamers.

For traveling the bride wore a pink crepe A-line frock with navy blue accessories. Her corsage was white sweetheart roses.

The newlyweds will be at home at the Lynette Apartments. Outs of town guests were Mr. and Mrs. Charles Mims, Calif., Mrs. M. C. Scott, Lubbock, Michael Ray Hardison of Odessa.



AWARD WINNER — Charlotte Hill, daughter of Mr. and Mrs. O. G. Hill, Jr., received the Outstanding Junior Award at the recent Southwest Texas State University Student Union Leadership Awards Banquet.

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Townsend-Johnson Wed In Impressive Ceremony

Marriage vows of Miss Terri Jan Townsend and Terry R. Johnson were spoken in a single ring ceremony at the Avenue Baptist Church at 7 p. m. Thursday with the Rev. D. K. Larkin impressively officiating.

Parents of the couple are Mr. and Mrs. Johnie Townsend of Route 4, Hereford, and Mr. and Mrs. J. W. Johnson of Plainview.

A pair of seven-branched candelabras flanked a heart shaped arch entwined with greenery and gold pompon chrysanthemums at the church altar. In the center of the arch, behind the kneeling bench, was a three-branched candelabra. Gold satin bows marked the pews on the bridal aisle.

Mrs. Bob Perkins of Friona was matron of honor and best man was Don Kersh of Lometa, Tex.

Miss Cindy Johnson of Plainview, sister of the bridegroom, was bridesmaid and groomsmen were Gary Thompson of Friona.

Guests were ushered by John Burns of Fort Worth, nephew of the bride; Joe Johnson, of Dimmitt, cousin of the bridegroom and Sam Coleman of Canyon.

Candlelighters were Janice and Jerry Burns, children of Mr. and Mrs. John Burns.

Chip Combs, son of Mr. and Mrs. Gene Combs, carried the wedding ring to the altar on a heart-shaped satin pillow.

Mrs. Billy Wall, organist, presented a program of nuptial music and accompanied Mrs. Terry Hill as she sang "More" and "Wedding Prayer."

Given in marriage by her father, the bride's formal gown of candlelight satin and lace was styled in empire silhouette. Designed and sewn by the bride's mother, the gown was styled with elbow length lace scalloped bell sleeves and chapel train. Her lace veil fell from a satin bow and she carried a nosegay of white daisy chrysanthemums with satin streamers. Her only jewelry was her mother's engagement ring which had been worn by her two sisters in their weddings.

Gold satin made the street length gowns of the feminine attendants which were trimmed with green and gold braid at the empire waistline. They wore gold satin bows in their hair and carried gold pompon chrysanthemum nosegays with green streamers.

A reception honoring the bride and groom was held in the Fellowship Hall of the Church where guests were registered by Miss Donna Woodward.

The bride's table was laid with a white cutwork cloth and centered by the bridesmaids' bouquets. The heart shaped wedding cake was set on a mirror and topped by doves and wedding bells.

The bridegroom's table was draped with a gold cloth and held a horseshoe cake and silver service. Refreshments were served by Miss Ruth Koelzer, Mrs. Thad Keyes, Miss Kathie Haworth and Miss Marilyn Smith.

Other members of the house-party were the bride's sisters, Mrs. John Burns and Mrs. Gene Combs.

For the wedding trip to South Texas, the bride wore a grey coat-dress with red accessories and a red corsage.

They will be at home at Grande-E Trailer Park.

The bride is a 1968 graduate of Hereford High School and received a certificate of business from WTSU. She is employed by

Scouts from Den 4 met Wednesday afternoon in the home of Mrs. Nancy Noggler, den mother, to make name cards for the Blue and Gold Banquet to be held Feb. 24.

Scouts Prepare For Banquet

The boys were led in flag ceremony by Danny Romo and served refreshments by Danny Graver.

The group were presented prizes by the den mothers for doing so well on their skit at the last pack meeting.

Others present were Kevin Cardinal, Rodney Eubanks, Ricky Parker, Gary Vogel, Tommy Noggler, assistant den mother Mrs. Elizabeth Torres, and guests Michael Swanson and Wendell Gage.

The Johnston Historical Museum near New Brunswick, N. J., houses thousands of exhibits from the world of Scouting including mementos and works of Scouting's founder, Lord Baden-Powell, who created the program in 1907.

GOOD FOOD IS MY LINE

By Red Hagan

Many aspiring hosts and hostesses have asked me, embarrassedly, to tell them the facts of life about wine. Americans need not be ashamed of their ignorance about wines. Prohibition interrupted the tradition of serving wine with meals here in the United States; but you need not suffer from ignorance. Here are a few facts to help you understand the etiquette of wine serving. Both imported and domestic (American) wines fall into three classes: natural still wines, sparkling wines and fortified wines. Natural wines are drunk with meals; sparkling wines, with meals or alone on special occasions (Champagne is one of these); and dry fortified wines are drunk as appetizers or with clear soup. Sweet fortified wines are served with desert.

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Cain Is Named To Dean's List

Phillip T. Cain of Hereford has been named to the Dean's Honor List for the 1969 Fall semester at Texas Christian University.

To be eligible for the scholastic honor, a student must be carrying at least 12 semester hours in courses that count toward a degree and must maintain a 3.5 grade-point average on the University's 4.0 scale.

A total of 887 TCU students were named to the lists. Three hundred thirty of those were from AddRan College of Arts and Sciences, 48 from M. J. Neeley School of Business, 97 from the School of Education, 34 from Harris College of Nursing and 78 from the School of Fine Arts.

Under Comdr. William R. Anderson, now a Tennessee Congressman, the submarine Nautilus in 1958 was the first ship to cross the North Pole beneath the ice. He is a former Boy Scout.

The Annual Sweetheart Banquet was held Saturday night at the First Baptist Church in Adrian. The theme was carried out in the decoration of "Voyage to the Bottom of the Sea." Coach Crawford of Friona was the guest speaker. Entertainment, fun, games and good food was enjoyed by all. There were around 25 attending.

Adrian News

Mrs. Ralph Guest visited in Lubbock with Rita Speed, Saturday morning, later Rita and Greg Thomas came home with her for the weekend.

Clinton Earl Brown of Portales spent the weekend with Mr. and Mrs. Earl Brown and Bobby.

Mrs. Hoarce Betts, Mrs. Butch Betts and Mrs. Jolene Williams of Amarillo attended a wedding shower for Mrs. Sam Betts, Saturday in the Hospitality Room of the Bank in Vega.

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Newcomers In Profile

Loves The Open Spaces

By Barbara Dryden
Women's Editor

Mrs. Richard Reich, who moved here the middle of January from Des. Plains, Ill. is enjoying living in the wide open spaces, she says, but hasn't become accustomed to looking out the window and seeing nothing but solid fences. In Illinois, she said the yards are not fenced with tall wooden fences, but with smaller see-through types.

Burdell says she loves the climate here and the people in this part of the country seem more friendly than in the northern states.

Richard is traffic manager for Wilson Co. where he has been employed for eight years.

The Reiches have three lovely sons, Scott, 13, a student at La Plata Jr. High, Todd is 11 and attends Northwest and young Mark plans to attend kindergarten next year. They have adjusted to the move and are busy making new friends.

Being the mother of three lively sons, Burdell says the role of wife, mother and homemaker keeps her quite busy. They love doing things as a family unit and sports and the outdoors is tops on their list.

"I just follow along behind the men," Burdell said, "and enjoy doing it."

Working in the yard of their new home at 126 Nueces has kept the Reiches busy and Burdell is also making all of the drapes for the house.

She enjoys reading and plays the piano for her own enjoyment, but a new hobby she has undertaken is antiquing. They have just finished a coffee table which they have antiqued in white and gold and they have plans for other pieces of furniture.

The Reich family are members of the Immanuel Lutheran Church here and Burdell plans to join a circle group.

Pork Producers Meet Wednesday

A meeting of the Panhandle Pork Producers has been scheduled for this Wednesday at the Deaf Smith County Rural Electric Cooperative building.

This will be the first meeting of the new year for the group and it will begin at 8 p. m.

Anyone interested in the association may attend.

Rev. Gary Anderson, gold medalist of the U.S. Olympic Team in 1968, was a Star Scout at Axtell, Neb.



Mrs. Richard Reich with five-year-old Mark

600,000 Betty Crocker Coupons Are Needed By Kidney Patient

Mrs. Paul (Elaine) Frey, Amarillo, stopped by the Hereford Brand last week to notify her friends in Hereford that their help is needed by a kidney disease patient in Amarillo. Mrs. Lewis (Lela) Wells of 3406 Rusk is in Dallas getting her home training for a kidney machine. A victim of this disease for the past five years, Mrs. Wells 49, needs \$7,000 to cover the cost of her machine. General Mills Corp. has offered \$3,000 towards the purchase of this machine, in return for 600,000 Betty Crocker coupons—from cereals, cake mixes, flour, etc.

Mrs. Frey, acting president of the Amarillo affiliation of the Kidney Foundation of the Texas Panhandle, since her husband's death in December, states that Miss Debbie Giles, 3601 Lewis Lane, Amarillo, is coupon chairman. However, for convenience, these coupons may be delivered to the office of the Hereford Brand, where Mrs. Frey will collect them.

"Everybody's Problem" a film concerning kidney disease and treatment, will soon be available through the Amarillo foundation, Mrs. Frey added. Any interested organization or church may secure this and relevant literature by contacting her, Mrs. Paul Frey, 2007 Teckla, Amarillo 79107. Mrs. Frey often personally conducts these programs.

Paul Frey, remembered by many from his visit in recent months to the Hereford Lions Club, suffered from kidney failure for 2½ years before his death. Mrs. Frey is the daughter of Harry Taylor, formerly of Hereford, now living with Mrs. Frey and her three sons.

Earnings of the Philhower Building in Tulsa, Okla., help maintain the 214-square-mile Philmont Scout Ranch and Exploring Base near Cimarron, New Mex., used for high-adventure camping and leadership training. Both were gifts of the late Waite Phillips.

Some dialects spoken in Assam, India, are used by as few as a dozen people.

Among America's 65 astronauts, 52 were once active in the Boy Scouts.

Soybean Group Meets Feb. 24

The Texas Soybean Association will hold its third annual meeting in Plainview at the Hale County Agriculture Center on Tuesday, February 24.

All soybean producers in Deaf Smith County are encouraged to attend the meeting which will feature important discussions on research and production of crop, reports County Agricultural Agent Justin McBride.

Registration will begin at 8:30 a. m. and the day's program will kick off at 9:30 a. m., says McBride.

Donald Bridges Attending Show

Donald Bridges, golf course superintendent of John Pitman Golf Course, is in Houston this week attending the 41st International Turfgrass Conference and Show. This year's show is being held at the Albert Thomas Convention Center through February 13, in Space City.

The annual show, which is sponsored by the Golf Course Superintendents Association of America, features a theme of "Score in Houston in '70". According to GCSAA President, John J. Spodnik... "The Association has already scored with the largest Conference in its history".

"There are more than 125 exhibitors occupying 341 booths and approximately 4,000 golf course superintendents and their guests in attendance," announced Spodnik. Highlighting the Conference are the 35 speakers of the educational program who include some of the top agronomists, research scientists, and golf course superintendents in the world.

Each year, the Conference marks the beginning of the golf season for the golf course superintendents, even though 75 percent of the nation's golf courses will not be open for play for another two months. Following the conference, the superintendents return to their courses armed with new knowledge and techniques to help them provide the ever growing golf world with the very finest golf turf.

Concerning Veterans

Veterans and their families are asking thousands of questions concerning the benefits their Government provides for them through the Veterans Administration. Below are some representative queries. Additional information may be obtained at any VA office.

Q — I served in World War II, and have a 20-year end-of-war annual business meeting of the association.

Topics to be discussed during the day-long session will include the economic outlook for soybeans, soybean research in Texas, weed control, irrigation and fertilization practices for soybean production and Russian sunflowers as they compete with soybeans.

This third annual meeting is being sponsored by the Texas Soybean Association and the Texas Agricultural Extension Service.

ment plan that will mature next year. Will I have to take face value, or can I convert it to another type of insurance?

A — You may exchange it for a policy of lesser cash value if you prove to be in good health. This must be done before the policy matures.

Q — I now receive a pension for non-service disabilities from the VA under the old (or projected) pension law. When I die,

will my wife also be paid under the old law?

A — No. The surviving widow must apply for pension at the time of your death under the pension law in effect at that time.

Nearly half of Curacao's 130,000 inhabitants live in Willemstad, the capital city of the 173 square-mile West Indies island.

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F78-15 7.75-15	33.75	29.50	28.50	25.50	2.40
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H78-15 8.55-15	40.75	36.50	34.50	30.50	2.80

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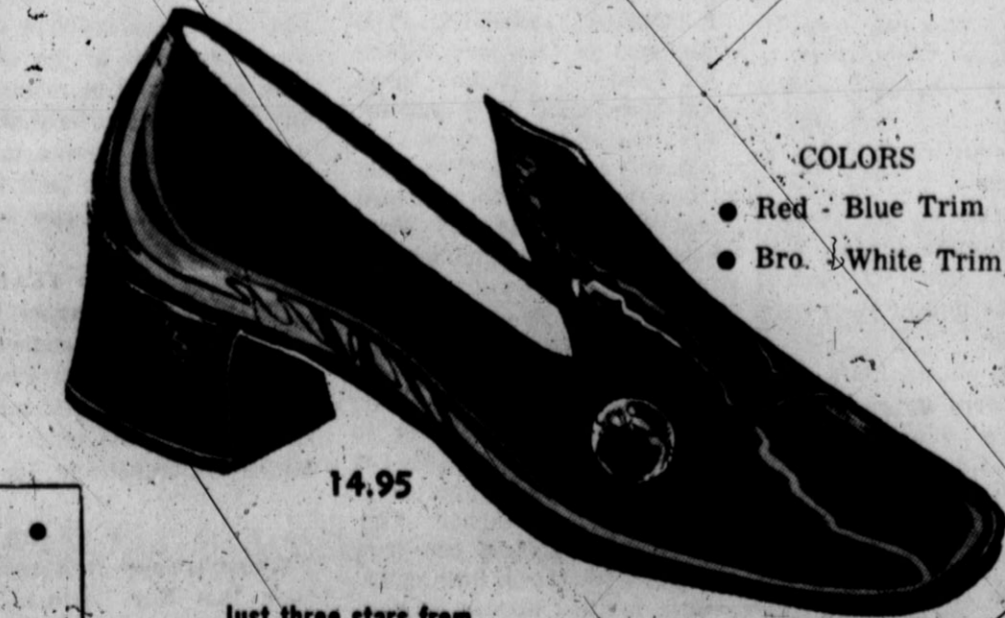
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THE SUNDAY BRAND Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, February 15, 1970

Nixon Reassures Israel

The most important objective in the Mideast must continue to be the search for peace. The ultimate hope is that the Arabs and the Israelis can be brought together to work out a settlement that is acceptable to both. Despite great efforts on the part of the United Nations, the United States, the Soviet Union and at times Britain and France, that goal still appears quite distant.

The best that can be hoped for in the meantime is that neither side achieves a military superiority over the other which might encourage it to embark

on a full scale war again. It was to the maintenance of such a balance of power that President Nixon was addressing himself when he sent his message to the emergency conference of Jewish leaders in Washington. It is simply an assurance to Israel that the United States will do what is necessary to maintain its security.

The President has made it clear at the same time that he is not particularly happy about escalation of the fighting. He again has urged restraint on the part of all nations in the shipment of arms to both sides. But the fact remains that there has been some new shipments of arms to that area by other governments recently. Secretary of State William P. Rogers just the other day took note of the recently announced sale by France, for example, of 100 jet planes to Libya, 80 of them Mirage jet fighters. He said then that the French-Libyan deal could upset the arms balance in the Mideast.

Israel has requested the sale of 24 more Phantoms. That request now is receiving "active and sympathetic" consideration, according to the State Department. The nub of the problem, though, is the fact that both Israel and the Arabs have stepped up their guerrilla-type warfare. It is this that creates the demand for more new equipment from time to time.

There does, indeed, need to be restraint on the part of outside parties in supplying such arms. But it would be even better if both the principals to the dispute would use more restraint in this "limited" warfare so that there would remain a balance of power without need for reinforcement. There is increasing need, therefore, for both parties to negotiate more and fight less. — Memphis Commercial Appeal

Disappearing Meal

Taking a stand contrary to the pollsters these days is almost inviting disaster, but the line has to be drawn somewhere and we're drawing it at breakfast. During an off day in matters critical, or perhaps at the behest of the cereal makers, some pollsters asked questions about breakfasts not long ago. Among the more dire of their findings was the possibility that breakfast may disappear entirely as a meal.

Obviously the wrong people were interviewed. It is evident that all too many in our society don't even know what a real breakfast is all about. Those of us who think of breakfast in the traditional manner, a meal not a running joust with a slice of toast and a cup of instant coffee, must have compassion. Breakfast should not be a thing of chance. It should be something well worth the exchange of an extra few minutes of sleep. There are all the traditional dishes, of course — stacks of pancakes, eggs done to individual taste and framed in a rectangle of crisp bacon. Coffee should be brewed, not dipped out of a jar. Frequently, but not often enough to become common, potatoes browned to a golden turn should be the staple.

And in Maine there are yet with us those sturdy souls who remember "left-over" breakfasts. Whatever the staple of the evening meal of the previous day, it was "warmed up" whether roast, chop, meat pie, casserole, savory soup or what have you. The meat hash that meant the final passing of a roast or the red flannel hash, that colorful, flavorful encore to a boiled dinner, was a special morning feature. Baked beans came as regularly as a Sunday morning as they did of a Saturday night and the breakfast specialist often added doughnuts to that course in place of bread.

Fried bread, a substance entirely foreign to many a contemporary tongue, was an occasional treat. And pie. Breakfast ended with pie as often as dinner. Mince pie was a particular winter favorite, but apple, blueberry in season, or custard, thick and cold would do nicely. Eliminate breakfast? Not so long as we can lift a fork, sir! It sets the tone of the day. People would get along much better if they started the day on a full stomach. And when that practice was common, it was not necessary for the government to underwrite studies on nutrition. The experts may make dinner a capsule and lunch a pill if they will but when it comes to breakfast, let the message and desist or suffer the consequences. — Portland (Me.) Press Herald

GOING FOR A SPARE

ECONOMY Lanes No. 70



MAIN STREET, U. S. A.

Consumer Concern Brings Reactions

By BERT MILLS

Washington, D. C.—President Nixon's commitment to the cause of consumers has been questioned seriously by many of the breastbeaters in the consumer movement but he has disarmed his critics in typical fashion by proposing to more than quadruple Federal spending on key consumer programs.

In a tight Budget that was pared and then pared again in order to project a slight surplus for the next fiscal year, the President managed to find money enough to seek Congressional approval for an 80 percent increase in funds for the White House consumer office headed by Mrs. Virginia Knauer.

Mrs. Knauer described the hike in her appropriation as "fantastic." Other bureaucrats whose funds were cut agree with that judgment—especially since one of the first things President Nixon did after taking office last year was to cut the consumer budget more than 13 per-

cent. Nor is the prospective 80 percent increase in funds for Mrs. Knauer anywhere near the full story. In addition, the President has recommended creation of a brand new Division of Consumer Protection in the Department of Justice to cost \$1.3 million. That is almost \$1/2 million more than Mrs. Knauer's allocation of \$810,000.

Of course, these sums are subject to Congressional action. The President proposes but Congress disposes, and not always according to the White House plan.

Kennedy Started It
The consumer movement is generations old, of course, but it did not move very fast until the politicians discovered that every voter is a consumer. Consumerism as a political issue was the creation of John F. Kennedy during his 1960 campaign for the White House. He proclaimed that if elected he would be the "lobbyist for con-

sumers." In his less than three years as President, Kennedy did not achieve a great deal in the consumer area. But as soon as Lyndon B. Johnson succeeded him, a White House consumer office was established. Esther Peterson got the job of running it, on a parttime basis, later succeeded by Betty Furness, who was the first fulltime Special Assistant to the President for Consumer Affairs.

As a campaigner, Richard Nixon was no more than lukewarm on the consumer issue. As President, he reduced the budget for that office and tried to revert to a parttime director, Willie Mae Rogers of Good Housekeeping came unstick in just four days.

President Nixon took another look and reverted to the LBJ pattern Mrs. Virginia Knauer, a Republican stalwart who ran the state consumer program back home in Pennsylvania, became the new consumer lady on the White House staff.

Her appointment was not greeted enthusiastically by leading consumer spokesmen, most of whom are Democrats. But last fall, Nixon climbed aboard the consumer bandwagon with both feet, felling Congress in a special message: "Consumerism is a healthy development that is here to stay."

Hundreds of Bills Are Pending
Nobody can be sure how many consumer bills are pending in Congress because nobody can be sure how to define "consumer." But by even the narrowest definition, the total is in the hundreds. The Chamber of Commerce of the U. S. published a booklet last December, analyzing consumer legislation then pending. It took 21 pages to explain the bills.

There are four main categories of bills, plus a bewildering number of variations. Liberal Democrats champion a full-fledged Cabinet-level Department of Consumer Affairs. No President, including Nixon, has been willing to go that far. Alternatives to that are an independent agency, a Federally-chartered Independent Consumer Council, and the Nixon blueprint to give statutory authority to the existing White House office, which was created by executive order.

Nixon also wants the proposed Consumer Protection Division in the Justice Department to "enforce consumer rights and intervene in agency proceedings to protect the consumer." Congress and organized consumer groups have shown little enthusiasm for that idea up to now.

Whatever comes of all these proposals, the President seems to have been correct when he said consumerism "is here to stay."

Yours faithfully,
J. A.

Talk of Texas

By JACK MAGUIRE

WHEN HORSE THIEVES ADVERTISED — Alsate, last chief of the Chisos Apaches, was such a successful horse thief that he let his agents in Mexico publicize the fact. Texas' peripatetic historian, Frank X. Tolbert, quotes one of the advertisements from a border newspaper of the 1870's as follows:

"The undersigned have engaged the professional services of Alsate, the celebrated horse merchant, who has much experience in selecting and importing fine stock from Texas. Alsate is now in condition to supply all classes of horses, fresh consignments every full moon." The ad is signed: Pendjeo & Sinverguzno, Santa Rosa, Mexico.

According to Tolbert, Alsate and his Chisos Apaches roamed ranches in the Big Bend area and stole only when the moon was full. They delivered the horses to Mexican agents who sold them back to the Texans.

TRAVELING TEXAS — One of the few "hanging trees" left in Texas stands near the abandoned jail in Oakville, once the proud seat of Live Oak County.

Oakville, which once had a population of several thousand, lost the county capital to George West in 1919 when the railroad by-passed it. The former county courthouse has been converted into a residence, but the jail still stands. One of the huge oaks in the jail yard served the county hangman on several occasions.

TOWN THAT REMEMBERS — At the intersection of U.S. 85 and 385 in Dalhart, Dallam-Hartley Counties, the cowboys who used to ride for the old XIT Ranch are memorialized in a monument that is topped with an empty saddle.

It all started three decades ago when John Marsh of Miles City, Montana, a retired line rider on the big ranch, was planning to return to Dalhart for the annual XIT Reunion. He died, however, before the reunion came off, and his widow asked if a horse with an empty saddle could be led in the parade in memory of her dead husband.

Each year since, a riderless horse has been a part of the XIT Reunion parade in memory of those cowboys who have gone to the last roundup. And Dalhart, adopting the riderless horse as a sort of civic trademark, had the empty saddle monument executed and installed at the highway intersection.

WINTER TO REMEMBER — It was just 71 years ago that Texas went into the deepest freeze in its history.

During the second week of February, 1899, a blue north-south wind swept into the Panhandle bringing ice and snow. Tulsa, in Swisher County, recorded 23 degrees below zero and the mercury dropped to ten below in Dallas. Rivers as far south as the Brazos at Waco were frozen over.

TEXANS AT WORK — On a 700-acre plot north of Austin, the State of Texas still operates a hog farm.

Patients of the Department of Mental Health and Retardation raise 2,300 hogs on the farm both as a work program and for food for some state institutions.

... from the Brand's files

65 YEARS AGO — 1905

One of the largest real estate deals ever made in Deaf Smith County has just been completed whereby Captain Harrison Trow, of this city, sold his ranch of 5,640 acres at \$20 per acre to Sandy Murchison of Amarillo, who recently moved to that county from Merit, Hunt County. Progressive breeders of registered Hereford cattle from this community again demonstrated the weight of their breeding and blood lines at the Big Buyers' and Sellers' Association convention in Amarillo this week.

50 YEARS AGO — 1920

N. C. Vogele, who has been taking the census for the city of Hereford, has about wound up his house to house canvass. However, he missed some who were not at home. The county enumerators will probably face the same situation. If you don't like the new Mountain Time and prefer to have Uncle Sam change this section back to the old Central Time Zone, in effect before the war, you will have a chance to present your views on the situation before an official Examiner of the Interstate Commerce Commission.

35 YEARS AGO — 1935

More cash on hand, more cars on the highways and more persons qualified to vote are the signs of improved conditions seen in the fact and figures released by Pete Murchison, deputy tax collector of Deaf Smith County. The road over the bridge at the lake, about four miles north on 25-Mile Avenue will be repaired just as soon as it is possible. Dr. T. L. Morgan, city and county health officer announced yesterday that parents must be warned during the measles epidemic not to send their children back to school until all traces of the disease has disappeared.

20 YEARS AGO — 1950

Hereford Rural School Board took actions on a grade school physical education program construction and the school census in their monthly meeting Thursday night. Ezra Norton this week authorized the Brand to announce his candidacy for the office of County Judge and Ex-Officio School Superintendent for Deaf Smith County.

5 YEARS AGO — 1965

School trustees will receive a recommendation Tuesday night that Roy Hartman, principal at Shirley Elementary School, be named to the same position at the new elementary school now under construction in north Hereford. Sugar beet growers are planning to sell as much as possible of the output of the Holly Sugar Corporation refinery here within a 500-mile radius of Hereford.

The Sunday Brand

Established 1948
Published every Sunday at 130 West 4th
Hereford, Texas 79045
The Brand Publishing Company



Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879. Second-class postage paid at Hereford, Deaf Smith County, Texas. Classified advertising rates: 8 cents per word first insertion (80 cents minimum); 6 cents per word each additional insertion. Subscription Rates: Zone 1, \$4.00 per year; Zone 2 and above, \$6.00 per year. With the Hereford Brand, both papers, Zone 1 \$5.95 per year; Zone 2, \$7.40 per year. Carrier delivery, 60 cents per month. Single copies 15 cents each.

James M. Gillentine, Publisher
Melvin Young, General Manager
Grady King, Advertising Manager
Marshall Day, News Editor
Barbara Dryden, Women's Editor
Jay Spain, Mechanical Superintendent

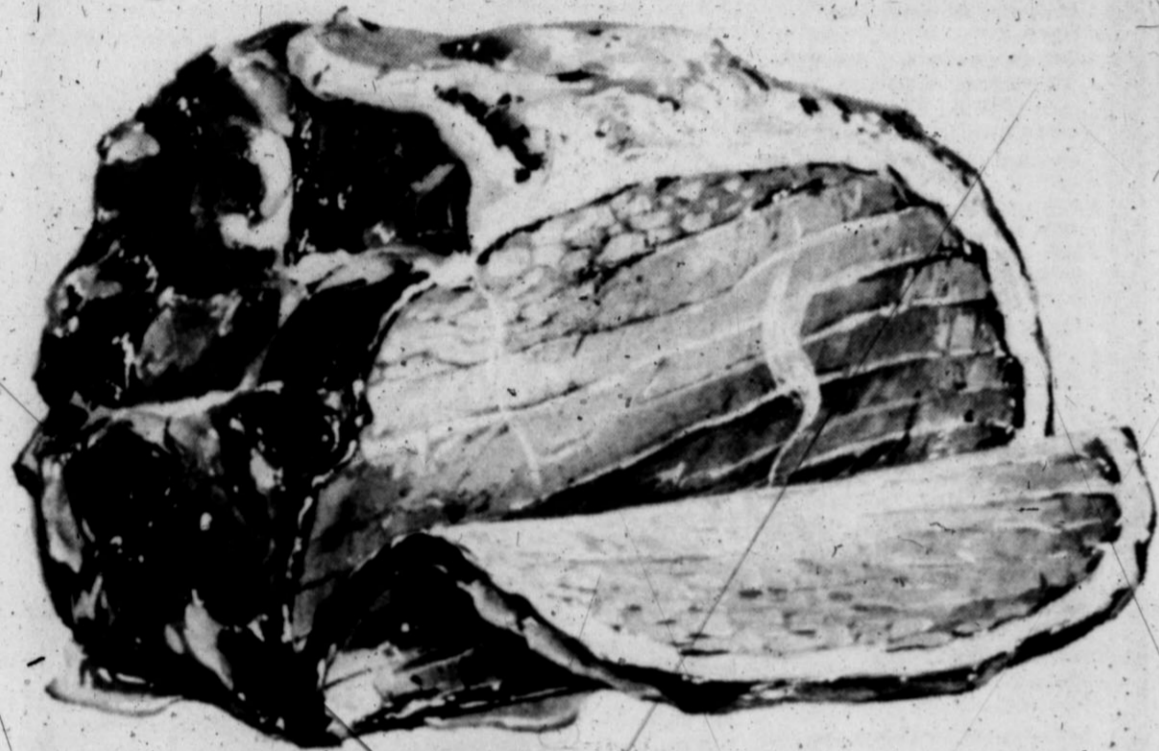
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T-BONE STEAK Furr's Proten lb. **98c**
CLUB STEAK Furr's Proten lb. **98c**
LOIN TIP STEAK Boneless Furr's Proten lb. **1.09**
CLUB STEAK Boneless Furr's Proten lb. **1.69**
SWISS ROAST Bone Round Furr's Proten lb. **88c**
SHORT RIBS Fine for BBQ ExtraLean lb. **49c**
BOLOGNA Farm Pac all meat 12 oz. pkg. **59c**
BEEF LIVER slice tender lb. **59c**
GROUND BEEF Extra lean lb. **59c**
GROUND STEAK Fresh ground lb. **88c**
CORN DOGS 8 for 1.00

STEAKS Shurtenda 5 for 1.00
STEAK FINGERS Shurtenda 18 for 1.00
FISH CAKES 16 for 1.00
FISH CRISPS 8 oz. pkg. 3 for 1.00
CREAM CHEESE Food Club 8 oz. pkg. **33c**

FRYERS USDA Insp. whole lb. **29c**
PAN READY lb. **35c**
— FRYER PARTS —
Leg lb. **59c** Breast lb. **79c**
Thigh lb. **59c** Wings lb. **19c**

TOMATO JUICE Libby's qt. **3 FOR 89c**

PEAS Del Monte sweet no. 303 can **5 FOR 89c**
MILK Food Club tall can **6 FOR 89c**

DELICATESSEN
1 Whole Grade A Fried Chicken
1 Pint Green Beans
1 Pint Hot Buttered Mashed Potatoes all for \$1.98
Banana Pudding fresh daily pint **59c**
Pimento Cheese Spread Sandwiches each **35c**
Ham Salad Sandwich each **40c**
Chicken Salad Sandwich each **40c**

ORANGE JUICE Libby's 6 oz. can
BROCCOLI SPEARS Top Frost 10 oz. pkg.
MIXED VEGETABLES Top Frost fresh frozen 10 oz.
CAULIFLOWER Top Frost fresh frozen 10 oz. pkg.
OKRA cut Top Frost fresh frozen 10 oz. pkg.
BLACKEYE PEAS Top Frost 10 oz. pkg.
PEAS and ONIONS Top Frost 10 oz. pkg.
GRAPE JUICE Top Frost 6 oz. can
LEMONADE Top Frost fresh frozen 12 oz. can
GRAPEFRUIT JUICE Top Frost fresh frozen 6 oz. can

MIX OR MATCH

4 FOR 89c

FRUITS & VEGETABLES

GRAPEFRUIT Texas Ruby Red sweet and full of juice lb. **10c**
ORANGES California Sunkist Navels large size no seeds lb. **15c**
CELERY California Green Pascal for salads and sticks large stalk **19c**
POTATOES All purpose Russets for frying or baking or mashing 10 lb. bag **49c**

TOMATOES Large Size Red ripe for slicing or salads lb. **19c**
CARROTS Fresh for stews, salads, or sticks 1 lb. pkg. **12½c**
LETTUCE California firm green solid heads Salad King lb. **15c**
CABBAGE Fresh green heads for corn beef and cabbage or cole slaw **10c**

DISCOUNT PRICES

On Favorite Health and Beauty Aids

CREST Toothpaste Family Size **53c**
PRELL Shampoo Concentrate Family Size Tube **99c**
BAYER Aspirin 100 Ct. Bottle **59c**
EPSON SALTS 16 oz. **23c**

Mouthwash Colgate 100 12 oz. bottle **67c**
Toothbrushes Colgate adult or youth medium, hard each **13c**
Alka Seltzer 25 ct. bottle **39c**
Digel Liquid Anti Acid 12 oz. **1.19**
Formula 44 Vicks cough mixture 3½ oz. bottle **79c**
Vaseline 8 oz. jar **47c**

TAMALES Gebhardt's Beef No. 300 can **4 FOR 89c**

DOG FOOD Dog Club Gourmet Assorted Flavors can **4 FOR 89c**

GREEN BEANS Food Club No. 303 can **5 FOR 89c**

BABY FOOD Food Club Strained Assorted Jar **11 FOR 89c**

CORN Food Club Cream Style or Whole Kernel, No. 303 Can **5 FOR 89c**

TUNA Food Club Light Chunk No. ½ Can **3 FOR 89c**

JELL-O Gelatin Assorted Flavors 3 oz. pkg. **9c**

PEARS No. 2½ can **3 FOR 89c**

SPINACH Del Monte No. 303 Can **5 For 89c**

DOUBLE GOLD BOND STAMPS WEDNESDAY!

Catsup Del Monte 20 oz. bottle **3 for 89c**

Blackeyed Peas Kurer's fresh shelled No. 300 can **5 for 89c**

Tomato Sauce Libby's 8 oz. can **10 for 89c**

Apple Juice Food Club qt. **3 for 89c**

New Potatoes Food Club or whole No. 303 can **6 for 89c**

Bathroom Cleaner Johnson's crew 17 oz. **69c**

Room Deodorant Sun Country assorted flavor 9 oz. **59c**

Cranberry Juice Cocktail Food Club qt. **49c**

Mixed Vegetables Food Club No. 303 can **5 for 89c**

Salad Oil Food Club 48 oz. bottle **89c**

Detergent Liquid for dishes Topco 32 oz. **2 for 89c**

Floor Wax Topco 27 oz. **58c**

Cat Food Nine Lives assorted flavors 6½ oz. **9 for 89c**

We Reserve The Right To Limit Quantity





BOARD OF REALTORS INSTALLED — Newly elected officers of the Hereford Board of Realtors were installed at a recently held banquet by Franklin Jeffers of Amarillo.

Melvin Jayroe is the new president with Betty Cope serving as vice president and Virgel Merriott as secretary-treasurer. — Staff Photo

Adrian News

By ANN BEAVERS
Mr. and Mrs. John Horton met their daughter Doriss of Lubbock, in Canyon, Sunday and attended the play "Antigone" at the High School Auditorium. The play was Greek and with the French troops in France. Later they visited Mr. and Mrs. Mike Horton.

Mrs. Glen Rusk, Mrs. Dick Rich, Mrs. Allen Ehresman of Glenrio, and Mrs. Joe Newbill of Vega were in Amarillo, Friday to attend a Girl Scout meeting and luncheon at the Howard Johnson East.

Larry Wiggins of Amarillo visited Sunday with Mr. and Mrs. Keith Kromer and Steven.

Mrs. W. B. Hale and Ralph of Guymon spent the weekend with Mr. and Mrs. Ted Hale and family.

Girls district basketball tournament is Feb. 12th and 13th at Texline. The Adrian girls will play both nights.

Feb. 19th the Channing basketball boys (only) will play against the Adrian Matador boys at Adrian, Feb. 20th the Adrian boys (only) will go to Clarendon to play ball.

Mr. and Mrs. Ed Bawcom and boys of Boys Ranch visited Mr. and Mrs. R. C. Chism and family, Saturday.

Mr. and Mrs. Greg Pohlmeier visited with Mr. and Mrs. R. L. Pinnell.

Mr. and Mrs. D. P. Doherty visited Woodrow Woodward, Friday in St. Anthony's Hospital in

The Sergeant reminded all motor vehicle owners that still have their inspection stickers on the lower right-hand side of their windshields that April 15 is the deadline for having the new sticker placed on the lower left-hand side of their windshields. The Sergeant also stated only about 33 percent of the registered vehicles in the surrounding area have been inspected.

Amarillo. Later they had lunch with Mrs. Emma Lou Hall.

Clifford Rich of Ft. Worth and Mrs. Georgia Hoover of Auberry, California visited during last week with Mr. and Mrs. Dick Rich and family.

Tanya Travis of Amarillo spent Tuesday thru Sunday with Rev. and Mrs. Don Travis and Clayton and Donette.

Jess Fincher and Dub Edmonds attended the funeral of Mrs. O. B. Harbour in the First Baptist Church in Chillicothe, last week.

Sunday was Donette Travis' 10th birthday and she celebrated it by going ice skating in Amarillo at the Civic Center. Dana Betts and Debbie Wagner all went. Rev. and Mrs. Don Travis and Clayton and Tanya took them.

Mr. and Mrs. Davis Brown and Kile visited in Dumas, Sunday with Mr. and Mrs. S.P. Vick.

Mrs. Irene Brown attended the funeral of Richard Fisher in Matador, Monday.

Mr. and Mrs. Joe Brownlee and David and Shana visited in Tucumcari Saturday with Mr. and Mrs. Jim Pennington and then had dinner at the La Cita.

Rev. and Mrs. Don Travis attended the Annual Race Relations Tea at the Hill Top School in Amarillo, Sunday afternoon. It was given by Wyatt Memorial United Methodist Church.

Mr. and Mrs. Jake Fortenberry and Patty helped Mr. and Mrs. Mack Fortenberry move to Canyon, Saturday.

Mrs. Jess Russell of Vernon visited Tuesday with Mr. and Mrs. E. E. Allen.

Kelli and Renae Boydston are visiting their grandparents in Vega this week, the Glen Boydstuns.

Joel Browline and Sharon McCown visited in Tucumcari, Saturday with Mr. and Mrs. Jim Pennington and also enjoyed

Mexican food at the La Cita.

Mr. and Mrs. Buddy Judd and Mrs. Doagarty of Vernon visited Saturday with Mr. and Mrs. E. E. Allen.

Thursday thru Saturday in the North West Texas Hospital in Amarillo.

Mrs. Glenda Miller and Mrs. Nanette Boydston visited Mrs.

Doris Sellars in North West Texas Hospital in Amarillo, Wednesday.

Mrs. Alford Jobe, and Dale visited Mrs. J. E. Thomas in Amarillo, Tuesday.

Mr. and Mrs. Bob Lotspeich and boys of Hale Center spent the weekend visiting Mr. and Mrs. and Mrs. Keith Kromer and Steven.

Mrs. George Gruhkey visited in Amarillo, Saturday with Mr. and Mrs. Marvin McDuff and family.



Charles Bell

Stocker-Feeder Confab In Amarillo Wednesday

The very "heart" of the mushrooming cattle feeding industry in the Texas Panhandle and adjacent areas will undergo careful examination at a PEP (Panhandle Economic Program) Stocker-Feeder Conference in Amarillo on Wednesday.

An outstanding program has been developed for the conference, points out Justin McBride, Deaf Smith County agricultural agent, and everyone interested in the cattle industry is encouraged to attend.

The conference will kick off at 9 a. m. at the Holiday Inn West. Its theme is "Meeting the Need for Feedlot Replacements."

Opening remarks will be made by R. B. Dawson, Jr. of Tulia, chairman of the PEP Agricultural Production Task Force, and Leo Forrest of Amarillo, PEP chairman. Erbin Crowl program committee chairman will preside at the morning session.

Leadoff speaker will be Dr. C. M. Smallwood of West Texas State University who will discuss "Stocker Cattle — Who Needs Them? You Do." He will be followed by Stanton Brown with the League Ranch at Benjamin. Brown's topic will be "They'll Never Look Back."

A panel of three order-buying firm representatives will round out the morning session — John Spightes, Kenneth Murray Livestock Co., Montgomery, Ala.; J. D. Vann, Vann-Roach Cattle Co., Vann, Texas; and J. W. Dawson, Texas Livestock Commission, Jackson, Miss. They will tell "How We Shake 'Em Out of the Bushes."

Dawson will preside at the noon luncheon and during the afternoon session of the confer-

ence. Speaking at the luncheon on "Selling Beef Is Everyone's Job" will be Jim McNease with the National Livestock and Meat Board.

Headlining the list of afternoon speakers is Dr. E. E. Krause, veterinarian from Clovis, who will discuss "Avoiding the First Two Week Wreck." He will be followed by Ross Cooley, consulting nutritionist from Hereford, whose presentation will be "You Can't Starve a Profit Out of Them."

The day-long confab will be brought to a close with a "question and answer" period in which all program speakers will participate. Smallwood will moderate this portion titled "Let's Get It Straight Before We Leave."

The conference has something to offer for everyone interested in the economy of the area, points out McBride. And it's an excellent opportunity to learn more about stocker and feeder cattle can mean additional income to farmers and ranchers in the Panhandle.

This conference is being sponsored by the PEP Agricultural Production Task Force and is the third of a series of such PEP meetings designed to bolster the overall economy of the 25 counties in the PEP area. These include Armstrong, Briscoe, Carson, Castro, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher and Sheeler.

READ THE CLASSIFIED ADS

January Traffic Count Is Given

The Texas Highway Patrol investigated seven accidents on rural highways in Deaf Smith County during the month of January, according to Sergeant W. E. Wells, Highway Patrol Supervisor of this area.

These crashes resulted in one person killed, three persons injured, and an estimated property damage of \$5,395.00.

The rural traffic accident summary for the 60 counties of the Lubbock DPS Region for January, 1970 shows a total of 460 accidents resulting in 15 persons killed, 188 persons injured, and an estimated property damage of \$648,408 as compared to January, 1969 of 447 accidents resulting in 26 persons killed, 260 persons injured, and an estimated property damage of \$428,881.

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TAYLOR EVANS

Sugarbeet Road

16th ANNUAL MEETING

Of the membership of

WEST TEXAS RURAL TELEPHONE COOPERATIVE, INC.

FEBRUARY 19, 1970 - 7:30 P.M.

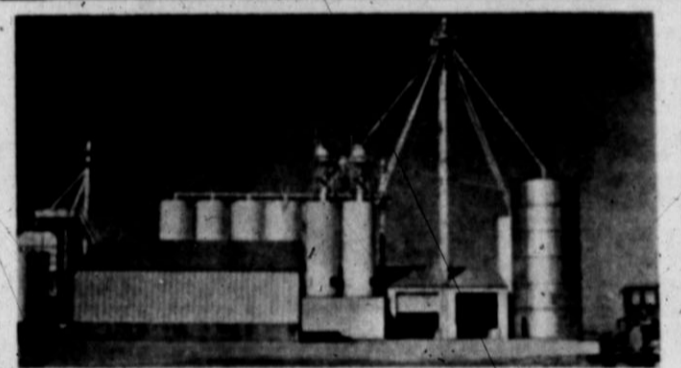
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Sen. Tower Speaks Out On Care Of Environment

I am currently attending a NATO Defense Study Conference which is meeting in Europe but I have pre-recorded this program so I may discuss with you another matter of vital legislative importance. I will return to Washington on Monday and I hope to report to you next weekend on our defense situation in Europe.

But this weekend I would like to address myself to a problem which, if not met, could, in a very real sense result in the termination of man's existence as a form of life on this planet. I am speaking of the proper care

of our environment.

In the history of our country's rapid economic growth and development, we have enjoyed, virtually unlimited physical resources to utilize in pursuing material wealth. In the decade of the '60's, however, we learned that a process of exploitation of our natural environment could lead to intolerable degradation of our air, our water, and our land.

It has been reported that in Los Angeles, school children are not allowed to exercise outdoors during about half the school days in order to help

safe-guard them against the noxious gases of smog. Without corrective action, a similar situation could occur in Texas.

Not too long ago, a newspaper reporter simply thrust his hand into the Cuyahoga River near Cleveland and then pulled it out. A photographer snapped a picture of the hand as it was removed and it appeared as though encased in a snug-fitting black rubber glove. Those who have observed the Houston Ship Channel can easily see how perilously close a part of Texas is to that dubious honor.

Without corrective action, the water we drink will become poisonous to human life.

And there are forms of pollution other than air and water which urgently require our attention. There is the need to fight congestion, the need to preserve a degree of quiet, and the very real need to find a place big enough in which to throw our garbage. At the rate man discards containers, and old, worn out or simply out-of-style goods, it is easy to foresee a day when we will all be living literally on the trash heap.

Clearly the decade for action against pollution is upon us, and it is time to assess the costs of pollution against the benefits we derive from this rich Earth before we impoverish it altogether.

The question facing us now, is indeed, whether we shall surrender to our polluted surroundings, or whether we shall make peace with nature and begin to

make reparations for the damage we have done.

We must be ready to begin making those reparations.

I expect to see substantial pollution control legislation and substantial financial federal assistance passed by Congress this year. I am already seeking approval of legislation to provide tax incentives for the installation of pollution control equipment by industrial plants.

I am also urging passage of a bill to create an oceanographic center which would work in the field of pollution control for the ocean and coastal areas. And, I expect to cooperate with responsible efforts to combat pollution in other areas.

In Texas, we have already begun to make progress towards better care of our environment. For example, we recently obtained designation by the National Air Pollution Control Administration for three air quality control regions in our state under the Clean Air Act. These regions include three counties in San Antonio area, 10 counties in the Dallas-Fort Worth area, and eight counties in the Houston-Galveston area. These designations are the first step toward formulation by our state government of air quality standards for these regions and the enforcement of those standards.

When I spoke earlier of paying reparations for the damage we have dealt our environment, I meant exactly that. Pollution control programs are going to

cost money, but we are going to have to pay the price in order to provide a healthful environment for our children and our children's children.

In the long run, I believe much of the cost of pollution control is going to be assessed directly against the products which generate the pollutive substances. If an industrial plant produces equipment, we can expect that the action will cause a rise in prices for the products that

fitting from the products of our technology and our industrialization while paying only the costs of materials and labor. The true cost of the product includes the cost of protecting our environment.

We are going to have to be extremely careful in making our

reparations to our environment. We will have to make them in such a way as to avoid harming the health of our economy. Actually, we are talking about two extremely complex systems, involving many facets and uncountable variables. These are our environmental system and

our economic system. We are going to have to coax and nudge both systems simultaneously in order to pay our debt to nature without harm to our economy.

But there is no doubt in my mind that we certainly must pay that debt.

IT'S AN HONOR!

AMONG THE FIRST HONORARY MEDALS WERE THOSE STRUCK BY ANCIENT ROMANS TO ACCLAIM OUTSTANDING RULERS. MANY OF THESE ARE NOTED FOR THEIR REALISTIC LIKENESSES OF THE MEN PORTRAYED.

MEDALLION, STRUCK AFTER ENGLAND DEFEATED THE SPANISH ARMADA IN 1588, WAS ONE OF THE FIRST TO BE AWARDED FOR VALOR IN COMBAT.

TSAR NICHOLAS III ISSUED A MEDALLION TO THE HOUSE OF SMIRNOFF IN 1906, ACCORDING TO HEUBLEIN, INC., AS A SIGN THAT ONLY SMIRNOFF VODKA COULD BE SERVED AT THE ROYAL TABLE TO MARK ITS 150TH ANNIVERSARY. SMIRNOFF RECENTLY COMMISSIONED A MEDALLION BEARING THE CREST OF THE ROMANOV, TSARS, WHO RULED RUSSIA FROM 1613-1917.

Steve Owens of Oklahoma led the nation's collegians in rushing in 1969 with 1,523 yards. He scored 23 touchdowns and led the nation in scoring with 138 points.

Boys can enjoy Scouting over a 10-year span, from ages 8 through 17.

Ed Marinaro, a Cornell sophomore, ranked second in the nation in rushing in 1969 with 1,409 yards. He scored 14 touchdowns.

Fine Watches Expertly Serviced

No examination charge
no charge for timing adjustment

3 Qualified Watchmakers assure you 3 day service

Cowan Jewelers
your watch hospital
Downtown Hereford

LOOK

WE'RE NEW

B&H ELECTRICAL CO.

107 ARCHER ST. . . . PHONE 364-5091

Next door to Hamby Rental

24 HOUR - DAY & NIGHT SERVICE

Industrial-Commercial- Residential ELECTRICAL CONTRACTORS

We're there when you need us! Ask the customer we serve . . . They are our best advertising!

FREE ESTIMATES . . . "No Job Too Small Or Too Large"

Taco Tienda Says

We have something new . . .

Fresh Fried Pies, Fried Fresh Frequently Several times a day always hot and ready to eat . . .

Another new item for those who are not Lovers of good Mexican Food

BAR-B-QUED BEEF on a BUN

Fried PIES	20c	Bar-b-qued BEEF on a BUN	50c
------------	-----	--------------------------	-----

TACO, CHALUPES, BURRITOS, FRIJOLE & BURGERS 29c

COUPON WORTH 25c on the purchase of BAR-B-QUED BEEF on BUN Good thru February 17, 1970

TACO TIENDA
308 E. 7th at McKinley

WE MAY NOT BE THE ONLY TACO PLACE IN TOWN BUT WE TRY TO ACT LIKE IT . . .

Installing Gas Air Conditioning in the Winter is for the

and the Joneses and the Smiths . . .

and just about everybody who loves comfort and knows a wise move when they see one. Installing gas air conditioning now will allow you to beat the spring rush that always comes with that first hot or dusty day. So, while others are waiting for the overworked installers, you'll be cool, calm and collected . . . already enjoying the benefits of your winter air conditioning buy. Gas quietly cools your whole house for what you may have been paying to cool two or three rooms before. And, you'll save on repairs, too, because gas air conditioning has no compressor to break down or wear out, and a compressor is a usual source of failure in other air conditioning systems.

So, join the smart ones. Call Pioneer today and tell them you'd like to find out more about installing gas air conditioning in winter. A representative will come, tell you just what it will take to convert your present forced air heating system to gas air conditioning. It costs you nothing to get a complete cooling survey of your home or business.

PIONEER NATURAL GAS COMPANY

Call Local Office 364-1322

Sea otters have no blubber but are kept warm by an insulating layer of air trapped in their extremely fine undercoat.

The first code of rules for the game of baseball was formulated by American Alexander Cartwright in 1845.

School Menus

Jr. and Sr. High Schools
MONDAY — Baked ham or sausage pattie, candied yams, mixed greens, coconut cake, hot rolls, butter, and milk.
TUESDAY — Hamburgers or Sloppy Joe, potato chips, tomato, lettuce, pickle and onion slices, berry pie, buttered buns, and milk.
WEDNESDAY — Corn dog with mustard or hot tamale, baked beans, buttered spinach, jelly with fruit, cookie, corn bread, butter, and milk.
THURSDAY — Southern fried chicken and gravy or chicken fried steak, mashed potatoes, mixed vegetables, apple pie, hot rolls, butter, and milk.
FRIDAY — Fish fillet with tartar sauce or steak fingers with catsup, green beans, buttered carrots, pineapple cake, hot rolls, butter, and milk.
 Elementary Public Schools
MONDAY — Sausage pattie, candied yams, mixed greens, coconut cake, hot rolls, butter, and milk.
TUESDAY — Hamburger, po-

lo with fruit, cookie, corn bread, butter, and milk.
THURSDAY — Southern fried chicken and gravy, mashed potatoes, mixed vegetables, apple pie, hot rolls, butter, and milk.
FRIDAY — Fish fingers, green beans, buttered carrots, pineapple cake, hot rolls, butter, and milk.
 St. Anthony's Parochial School
MONDAY — Hotdogs with chili, potato salad, carrot sticks,

plum cobbler and milk.
TUESDAY — Meatloaf with catsup, buttered potatoes, mixed cake, rolls, butter, and milk.
WEDNESDAY — White beans and bacon, seasoned spinach, jello with fruit, corn bread, butter, and milk.
THURSDAY — chicken, mashed potatoes, green beans, chocolate cake, whole wheat rolls, butter, and milk.
FRIDAY — Fish filets and cabbage pineapple salad, cookies, buttered bread, and milk.

Alpha Phi Omega with 420 chapters on campuses all over the Nation is a service fraternity of former Scouts and Explorers.
 Scouting operates through three program phases, Cub Scouting, Boy Scouting, and Exploring.

ENGLISH TASTES
LONDON—Roast beef still is the most popular meat dish in Britain, but steak is gaining fast, according to a recent poll. Thirty per cent of those questioned preferred roast beef and 23 per cent steak. But among the 16 to 24 years old bracket, steak was favored 31 per cent.

READ THE CLASSIFIED ADS

Loans

**Auto-Furniture-Signature
PLAINS FINANCE CORP.**

364-3400
906 So. 25 Mi. Avenue
Hereford, Texas

"Give us a chance to say yes"

COLOR TV SPECIALIST
 Service on All Makes
TOWER TV Phone 364-4740
 "One Day Service Call"

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Prices good thru Wed.,
February 18, 1970
Double Gunn Bros. Stamps
Every Wednesday!

Jimmy Dean
Pure Pork
SAUSAGE
79¢
Lb. This Beats All

Morton
CREAM PIES
\$1 for

ORANGE JUICE Shurfresh 5 cans \$1
6 oz. frozen

TISSUE Soffin facial 4 200 ct. boxes \$1

DOG FOOD Roxey canned 12 300 cans \$1

Wilson
MOR or BIF LUNCHEON MEAT 12 oz. 49¢
Big Top 18 oz. jar 55¢
PEANUT BUTTER No. 2 can 69¢
Ireland's **CHILI** 6-10c packages 45¢
Nestles **CANDY** 3 200 ct. boxes 89¢
Kleenex **FACIAL TISSUE** 1/2 gal. ctn. 69¢
Cloverlake **ICE CREAM** 69¢
Friskies **DOG FOOD** bag 69¢

SAVINGS!

Gladiola Pound Cake
3 for \$1

U.S.D.A. CHOICE SIRLOIN STEAK lb. 98¢

Armour Star BACON lb. 79¢

Armour Star FRANKS lb. 59¢

Tendercrust Brown & Serve ROLLS 3 pkgs. 99¢

Viking-Foil 4 25' rolls \$1

Shurfresh BUTTERMILK 1/2 gal. 48¢

Gold Medal FLOUR 5 lb. bag 49¢

Fresh Ripe Strawberries 4 pint boxes \$1

Grade A Medium EGGS dozen 58¢

Jerusalem ARTICHOKES each 35¢

Washington Danjou PEARS 4 lbs. \$1

No. 1 White cello bag POTATOES 10 lb. bag 69¢

Wagners DRINKS 4 46 oz. cans \$1

DASH Jumbo Size Box \$1.99

Wilson VIENNA SAUSAGE 5 4 oz. cans \$1

30 qt. capacity ICE CHEST 99¢

Kraft Cheese Spread VELVEETA 2 lb. box \$1.09

Cloverlake Cottage Cheese 2 lb. ctn. 58¢

PIGGLY WIGGLY

100 FREE GUNN BROS. STAMPS

With \$10.00 or more in grocery purchases.
Coupon expires Wed., Feb. 18, 1970

SPECIAL COUPON VALUE

50 FREE GUNN BROS. STAMPS WITH THE PURCHASE OF ANY OF THE FOLLOWING

- 22 1/2 oz. Betty Crocker Brownie Mix
- 3 lb. can Maxwell House Coffee
- 27 oz. jar Tang Breakfast Drink
- 2 lb. box Nestles Quik

FREE

- SHEETS
- BASKETBALLS
- HOOS & REELS
- DOLLS
- FOOTBALLS
- LADIES HOSE

WHEN YOU SAVE
Shurfresh Coupons

TenderCrust Bread & TenderCrust Coupons

PROTOR SILEX

CAN OPENER \$5.88

with \$10 or more in purchases.
Offer good thru

PIGGLY WIGGLY

100 FREE GUNN BROS. STAMPS

With \$10.00 or more in grocery purchases.
Coupon expires Wed., Feb. 18, 1970

SPECIAL COUPON VALUE

50 FREE GUNN BROS. STAMPS WITH THE PURCHASE OF ANY OF THE FOLLOWING

- 22 1/2 oz. Betty Crocker Brownie Mix
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- 27 oz. jar Tang Breakfast Drink
- 2 lb. box Nestles Quik

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

DON'T MISS OUT
 This is the Big Sale
 You Have
 Waited For
 Sale Starts
 9 a.m.
 Monday, February 16
 Limited Quantities on Some Items now in stock!

Men's Flannel
SHIRTS
 REGULAR 2.98 VALUE
 EXPANSION SALE PRICE
NOW!
99¢ EACH

14 Only! Boy's Cardigan
SWEATERS Regular 5.99, now **\$2**
 Boy's knit mostly pullovers
SWEATERS values to 8.98 **\$2**
 Boy's better by Campus sizes 8 to 18
SWEATERS values to 9.98 **\$3.50**
 Boy's hooded regular 2.98
SWEAT SHIRTS **99¢**
 Boy's size 3-8
SWEATERS regular 5.98 **\$2**
 Boy's flannel
SHIRTS regular 2.98 **77¢**
 Boy's Sta Prest
SHIRTS values to 2.98 **99¢**
 Boy's Nylon with hidden hood
JACKETS reg. 3.98 **\$1.97**

Boy's Knit
SHIRTS
 UP TO SIZE 18
 REGULAR 2.98
 CLEARANCE PRICE
NOW!
77¢ EACH

Young Men's Bell Bottom
PANTS Regular 9.98 now! **\$5**
 Men's Sta Prest Tricot-Cotton
SHIRTS 80-20% short & long sleeves values to 4.98 **\$1.88**
 Men's Terrycloth by Campus
SURFING VEST reg. 3.98 **\$1.66**
 Men's short sleeve Sta Prest
KNIT SHIRTS reg. 3.98 clean-up **\$1.22**
 Men's reg. 3.98 clean-up
FLANNEL P.J.'s **\$1.66**
 Men's Western
BOOTS values to 32.50 pr. **\$19.77**
 52 Men's by H.I.S. values to 69.95
SUITS **\$30.00**
 Men's Sta Prest H.I.S. reg. 10.00 now
SLACKS **\$6.88**

SHOPPING AT MAY'S IS LIKE A RAISE IN PAY!

• NOTICE •

May Discount Store will continue its policy of operating on a lower mark-up than most other stores. This is based on our ability to maintain a lower overhead with direct volume buying and wholesale facilities providing statewide distribution.

While remodeling goes on — We ask that you bear with us for the inconvenience we may cause you.

BUSINESS WILL GO ON AS USUAL AS WE TRY TO LIQUIDATE OUR PRESENT STOCK!

Group Boy's
SWEATERS
 VALUES TO 8.98
 Final Close-Out Price
NOW!
\$2.00

Boy's Western
SHIRTS
 REGULAR 2.98 & 3.98
 EXPANSION SALE PRICE
NOW!
\$1.22 EACH

THINGS are **HAPPENING** at **May Discount Store**

MAY DISCOUNT STORE

203 N. MAIN... HEREFORD, TEXAS

SAVE AS NEVER BEFORE - WE'RE EXPANDING

IT'S HAPPENING NOW!

May Discount Store in downtown Hereford, Texas is expanding and announces an overall upgrading of their merchandise with new quality first line name brands in every department. This merchandise will appeal to the middle and upper income people of our trade area.

Plans now underway call for changing the store name from May Discount Center to May Department Store & Varsity Shop. Our expanded store will feature: Name brand western wear for men and boys, complete bridal department and accessories, ready to wear and custom made clothes, name brand family shoes, mens and boys varsity shop, and fabrics. Now all under one roof with emphasis on better quality merchandise for less.

IT PAYS TO SHOP AT MAY'S

700-PAIR BOY'S
SHOES
 SIZES 8 1/2 to 12, 12 1/2-3, 3 1/2-6. VALUES TO 4.98
 FINAL CLOSE-OUT PRICE
\$1.99 PAIR

15-ONLY!
 Ladies
 CARDIGAN & PULLOVER
SWEATERS
 REGULAR \$8.98
 Final Close-Out Price
\$2.50 EACH

REMODELING Sale

SALE STARTS MONDAY
 FEBRUARY 16, 1970

OPEN
 9 a.m. to 8 p.m.

THINGS ARE NOW HAPPENING AT MAY DISCOUNT STORE

We are changing over many lines to better quality merchandise... and our present large stock —

MUST BE SOLD

May will continue it's present policy of operating on a close mark-up to save you more!

GOOD SELECTION Ladies & Girls
BLOUSES
 ASSORTED COLORS, SIZES AND PATTERNS
 Close-Out Price
50¢ EACH

Ladie's Better Quality
DRESSES
 VALUES TO 22.95 ASSORTED SIZES, PATTERNS AND FASHION COLORS
 Close-Out Price
\$5 & \$10

GOOD SELECTION Ladies & Girls
 TENNIS
SHOES
 REGULAR 1.59 PAIR
 EXPANSION SALE PRICE
 NOW!
65¢ PAIR

GIRL'S BULKY KNIT CARDIGAN
SWEATERS
 REGULAR 5.98 VALUES PRICED TO CLEAR
 NOW
\$2.88 EACH

Ladies Spring Patent
PURSES **\$2.66** regular 3.98
 Ladies
FLATS values to 5.98 NOW 2 PAIR **\$5.00**
 Ladies & Girls one size fits all
PANTY GIRDLES 5.00 reg. 4.00
 Ladies values to 3.00 clean-up price **50¢**
 Ladies
BRAS **50¢**
 Ladies half sizes
LOAFERS values to 5.98 NOW 2 PAIR **\$5.00**
 Ladies
DRESSES values to 10.98 NOW \$5 and **\$6.88**
 Ladies bonded regular 4.98 final close-out **\$1.50**
CAPRIS

Ladies VELVETEEN
SHOES
 REGULAR 5.95 VALUE
 EXPANSION SALE PRICE
\$2.50 PAIR
 IT PAYS TO SHOP MAY'S

Girl's stretch
BOOTS in white & black reg. 5.98
 Girl's 2 piece
CARDIGAN SETS regular 1.98
 Girl's 100% stretch nylon
TOPS sleeveless mock turtle regular 1.98
 Teenage
GIRDLES regular 4.00 NOW **50¢**
 Girl's knit 26 only sizes 7 to 14 values to 6.98
DRESSES **\$2.00**
 Girl's with pushup sleeves
PULLOVERS regular 1.00 **50¢**
 Girl's bulky 14 only sizes 8 to 14 values to 6.98
SWEATERS **\$1.00**

Ladies & Girls
FORMALS values to 39.95 NOW \$7, \$10 & **\$15.00**
 Girls Bell Bottom sizes 3 to 14 regular 2.98
PANTS Ladies, man made fur, corduroy, wool reg. 18.98 to 55.00 now reduced **1/2**
 Group girls sizes 3-6x & 7-14 **\$1.88**
DRESSES Ladies skooter reg. 3.98 now **\$2.97**
CULOTTES Full size chenille regular 4.00 now 2 FOR **\$5**
BEDSPREADS

GIRL'S BELL BOTTOM
PANTS
 SIZES 3 TO 14, ASSORTED COLORS & PATTERNS
 REGULAR 2.98 VALUE
 PRICED TO CLEAR
 NOW
\$1.00 PAIR

Group Men's Casual
SHOES values to 10.98 clearance price **\$3.00** pr.
 Group men's dress
SHOES values to 18.98 clearance price **\$9.97** pr.
 Men's golfer's
KNIT SHIRTS priced to clear, each **\$1.00**
 Men's colored
T-SHIRTS regular 88¢ each **50¢**
 Men's mock turtle & turtleneck double knit values at 10.98
SHIRTS **\$1.00**
 Men's white dress regular up to 3.98 clean-up price **\$1.00**
SHIRTS Men's white pkg. of 10 ct. **99¢**
HANKERCHIEFS

SHOPPING AT MAY'S PAYS

USE OUR LAY-A-WAY PLAN

DON'T MISS MAY'S

DOLLAR-RAMA SALE!

LARGE GROUP GIRL'S SCHOOL
SHOES
 REGULAR 3.98 PAIR
 EXPANSION SALE PRICE
 NOW!
\$1.00 PAIR

Infants leather
MOCASINS regular 2.98 pair **\$1.00**
 Little girls 100% stretch nylon mock turtle pullovers each
SWEATERS **99¢**
 Children's 2 piece regular 2.59 pr. **99¢**
SKI PAJAMAS regular 2.98 **50¢**
 Toddlers 4 piece regular 3.98 now **\$1.66**
CARDIGAN SETS
 Toddler's 4 piece regular 3.98 now **\$1.66**
SUITS

LADIES MID & HIGH HEEL PARTY
SHOES
 REGULAR 9.98 PAIR
 EXPANSION SALE PRICE
 NOW!
\$1.00 PAIR
 28 pair only!

GIRL'S BULKY KNIT
SUITS
 WITH CAP TO MATCH
 REGULAR 9.98 VALUE
 EXPANSION SALE PRICE
 NOW
\$5.00 EACH

Drapery 2 to 10 yds. lengths values to 1.49 yd. **49¢** yd.
 Better drapery
MATERIALS in rolls reg. 2.98 yd. now **99¢** yd.
 Cotton percale & assorted
MATERIAL 15¢ yd.
 1 group irregular **50¢** each
BATH TOWELS

LADIES NEVER IRON
PAJAMAS
 REGULAR 3.98 VALUE
 EXPANSION SALE PRICE
 NOW
\$1.66 PAIR

MAY DISCOUNT CENTER IS CHANGING ITS NAME TO MAY DEPARTMENT STORE

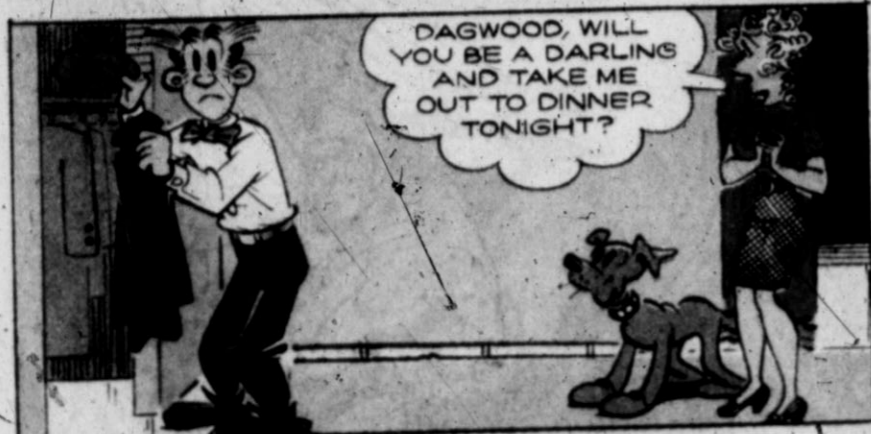
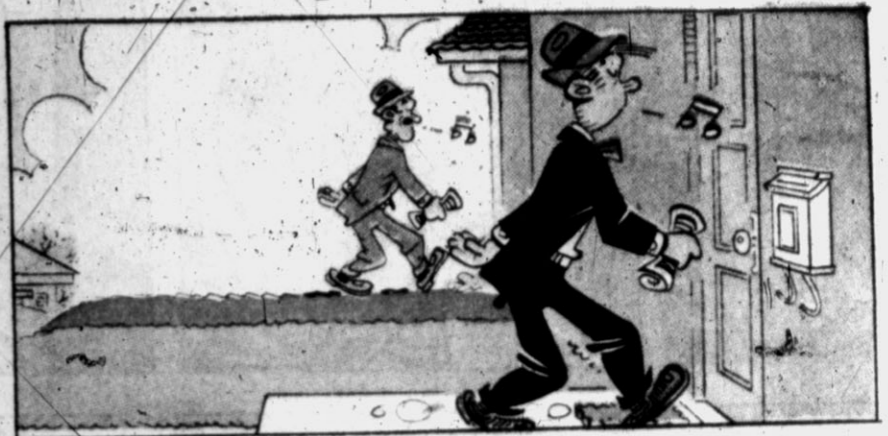
Published Every Sunday

Our Slogan: "More People - More Farms"

SUNDAY, FEBRUARY 15, 1970

BLONDIE

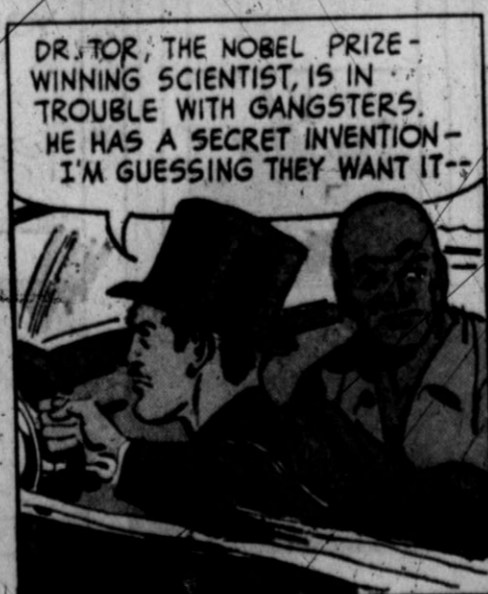
CHIC YOUNG
by YOUNG



MANDRAKE THE MEDIUM



BY LEE FALK

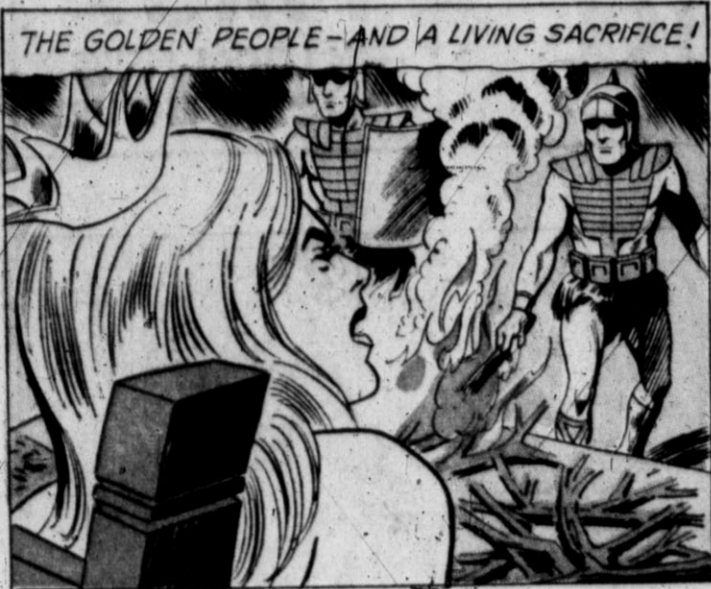


FALK AND HERBROOKS 2-15

CONT'D

The PHANTOM

By Lee Falk



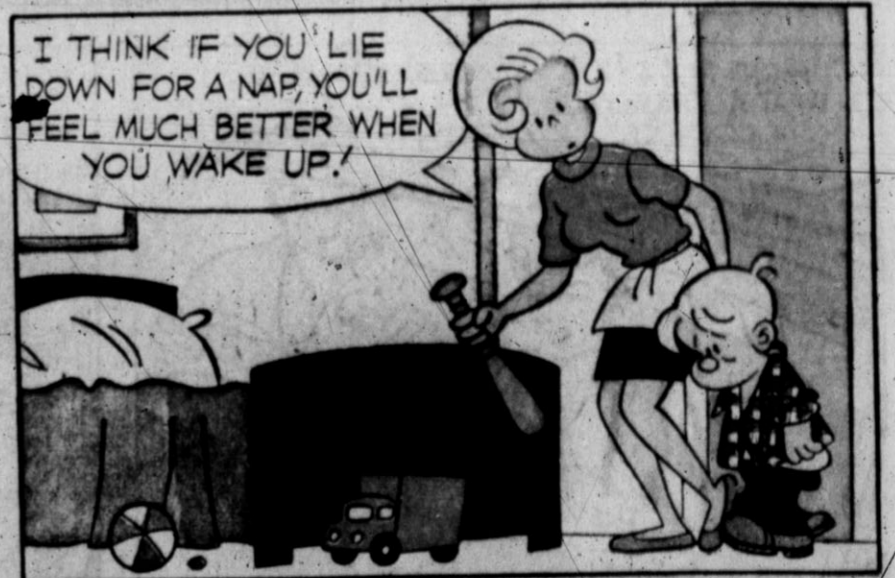
BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



Hi and Lois

by MORT WALKER and DIK BROWNE



TIM TYLER'S LUCK

by Lyman Young and Tom Massey



TIGER

by BUD BLAKE



PONYTAIL

BY LEE HOLLEY



BUZ SAWYER

Featuring His Pal Rosco Sweeney

by ROY CRANE



I'M GLAD WE DECIDED TO EAT OUT TONIGHT, BROTHER. THIS IS FUN!

THIS WAY. THERE'S AN EMPTY TABLE IN THE BACK.

OOPS! PARDON ME.



HEY, YOU!... COME BACK WITH MY WALLET!



CALL A POLICEMAN, BABY SISTER, WHILE I HOLD THIS CROOK!

OH, PLEASE, SIR... DON'T TURN ME IN! I ONLY WANTED SOME FOOD MONEY FOR MY STARVING FAMILY!



HAVE MERCY, SIR! THINK OF MY WIFE AND BABIES! WHAT WILL HAPPEN TO THEM?

OH, DEAR... PLEASE... LET HIM GO, BROTHER. I THINK HE'S LEARNED HIS LESSON.

WELL... MY MONEY SEEMS TO BE INTACT. OKAY. SCRAM!



LATER WELL, WE'D BETTER GET GOING OR WE'LL BE LATE FOR THE MOVIE.

I'M READY. WHAT TIME IS IT?

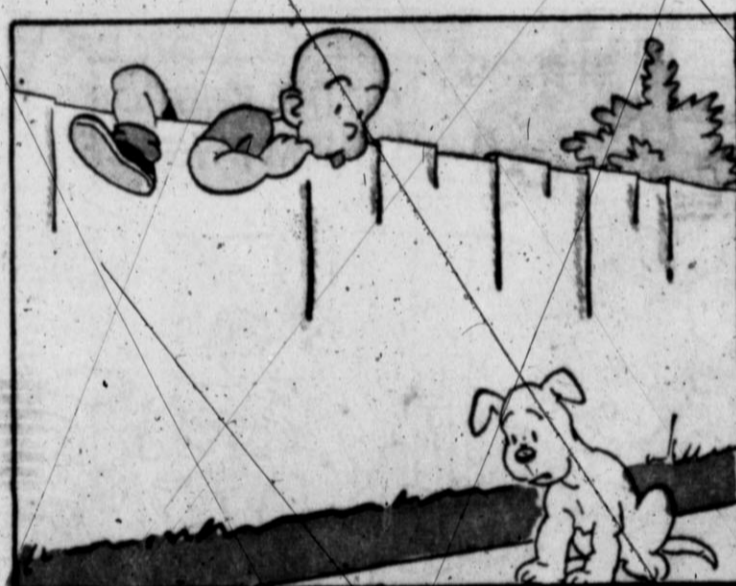
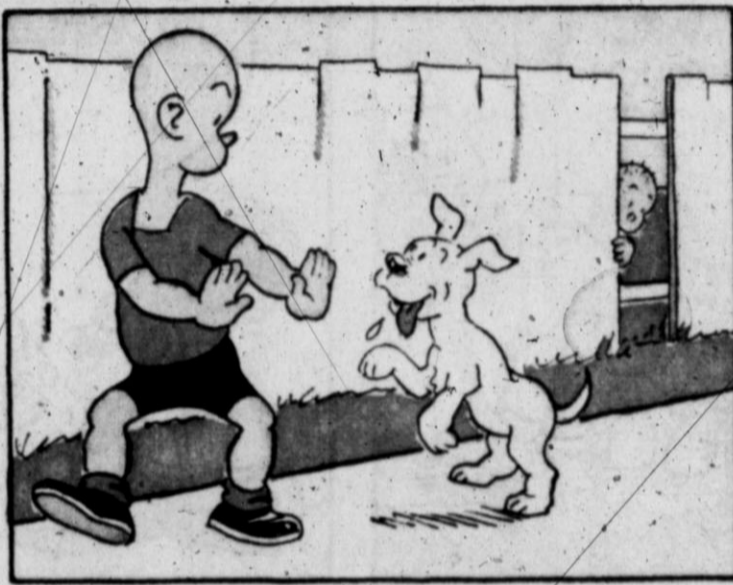
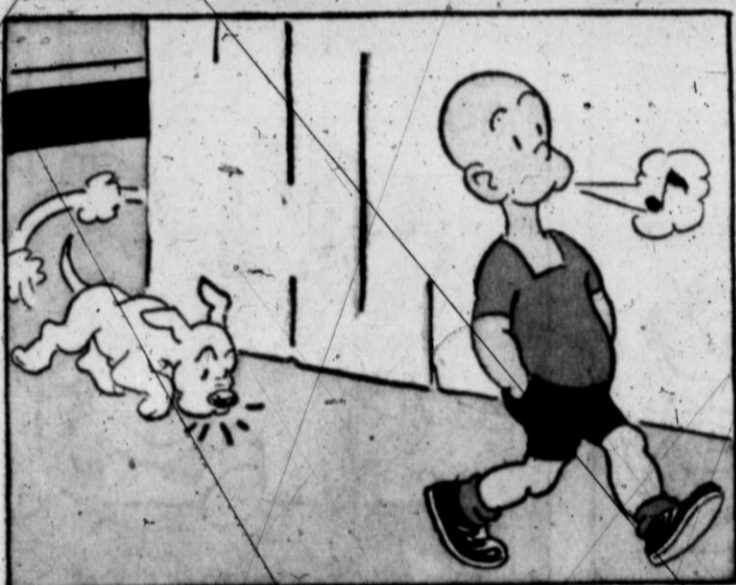


IT'S... **DANG IT!** THAT DING-DANG SO-N-SO STOLE MY WATCH!

?

HENRY

by DON TRACHTE



ME TOO, HENRY!

2-15

The KATZENJAMMER KIDS

by JOE MUSIAL



HAW HAW HAW! DOT'S DER VOIST CACTUS PLANT I EFER SAW!

INSPECTOR! SHAME!! YOU KNOW PERFECTLY WELL IT'S CHIC AND BELOMING!



HAR HAR! VOT DO YOU FEED IT?? NEEDLES?

VISENHEIMER! YOU VANT A CLOP MIT DER ROLLER PIN?? HE'S MEAN GIFS IDEA!



DON'T VORRY - SO SOON AS HE TAKES HIS NAP VELL FIX DOT KILL-JOY!

VIMMEN? -BAH! DEY NEFER CAN TAKE A JOKE!



NEXT ISS DER BEARD!

BUT UFF COURSE!



IT'S LILY-UFF-DER-WALLEY! TO MAKE YOU CHIC UND BECOMING!



COMES AN END TO EFERY LIMIT

VELL SEE YOU IN' DER GARDEN EXHIBITION!



PUFF PUFF VHERE ISS DER BRATS?

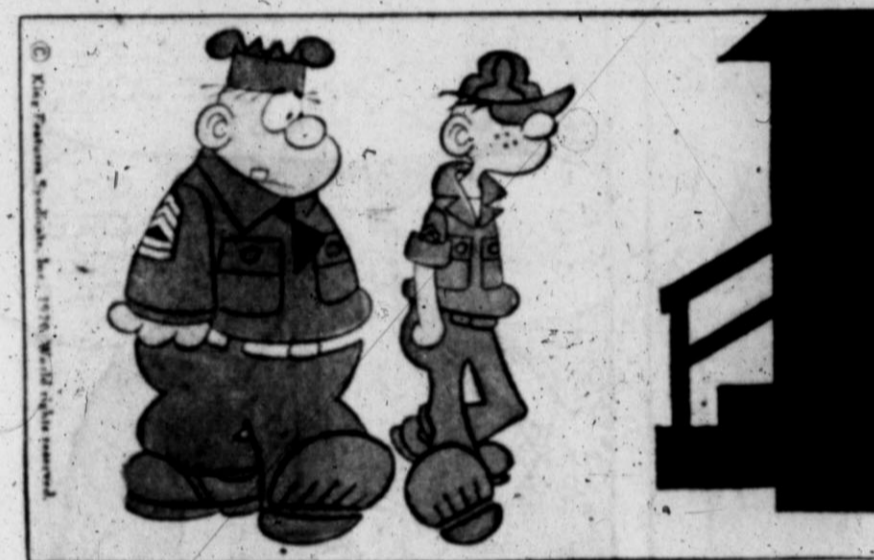
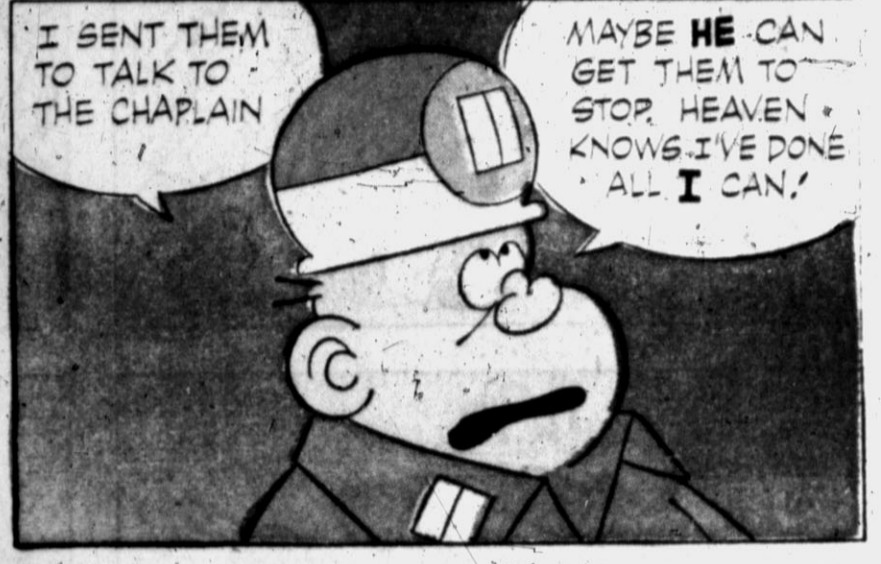
TEE-HEE! THE FUR PIECE IS ESPECIALLY SMART!

HAW! DID YOU FEED IT PERFUME?

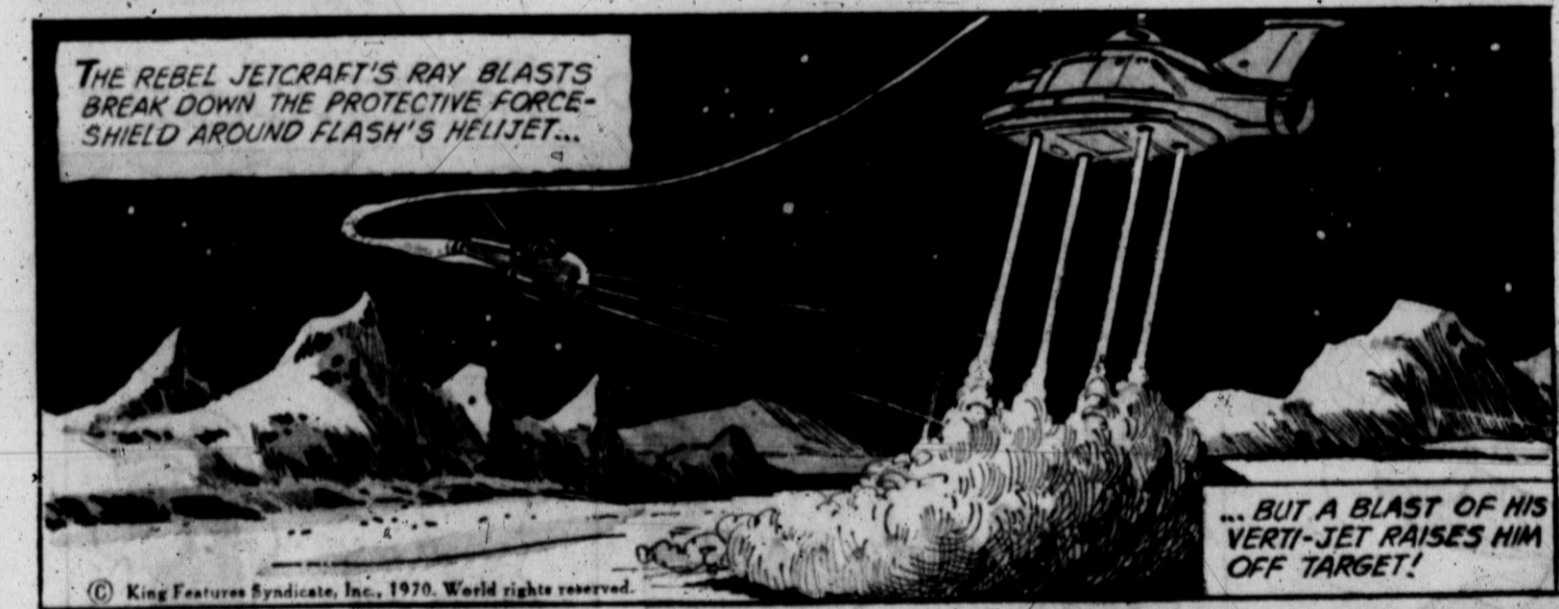
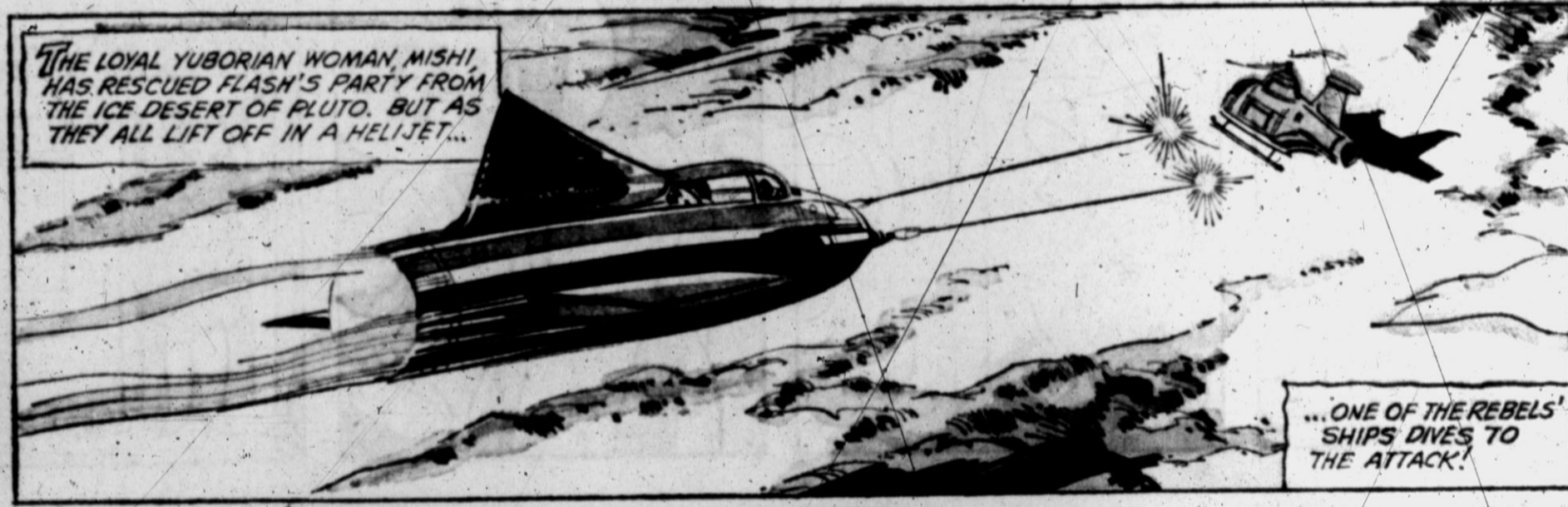
2-15

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beetle bailey by mort walker



FLASH GORDON



CONTINUED NEXT WEEK

LITTLE IODINE



WE'LL HAVE TWO PLATOONS... SHALIMAR AND RED CRILLY. YOU'RE THE DEFENSIVE UNIT. SHARKEY AND I ARE THE OFFENSIVE UNIT



SHALIMAR AND RED... HAVE YOU GOT YOUR GLOVES? LET'S GO...



THEY'RE ATTACKING! DEFENSE, TAKE OVER!



THAT'S IT... SAVE THE ONES YOU CATCH.



OKAY! OFFENSE! TAKE OVER!



WE HAVE MET THE ENEMY AND THEY GOT CLOBBERED!



WHAT ARE YOU WRITING, IODINE?



The Little Woman

by DON TOBIN



I POPIEYIE

by BUD SAGENDORF



The LONE RANGER

by Charles Flanders and Paul S. Newman



THEY'LL TAKE THE UNSUSPECTING SETTLERS BY SURPRISE UNLESS WE STOP THEM, TONTO! USE YOUR GUNS!

THEM ALL IN WAR PAINT!



TOO LONG HAVE THE PALEFACES PUSHED US INTO THE MOUNTAINS! NOW WE WILL RECLAIM OUR LAND! THE SKY GOD WILL BRING US VICTORY!



TURN BACK FROM THE SETTLEMENTS!



PING! H-HELP--



THEY HAVE CAUGHT US IN THE OPEN! TURN BACK!

ZING!



TONTO, IF WE CAN CAPTURE THAT FALLEN BRAVE, WE MAY LEARN WHY THEY PLANNED TO RAID THE SETTLEMENTS!

FLANDERS
NEWMAN
2-15



DO NOT TRY TO ESCAPE!

YOU HAVE CAUGHT ME, BUT THE OTHERS WILL RETURN! VICTORY WILL COME, NOW THAT THE SKY GOD HAS COME TO US!

CONTINUED...

WALT DISNEY'S DONALD DUCK

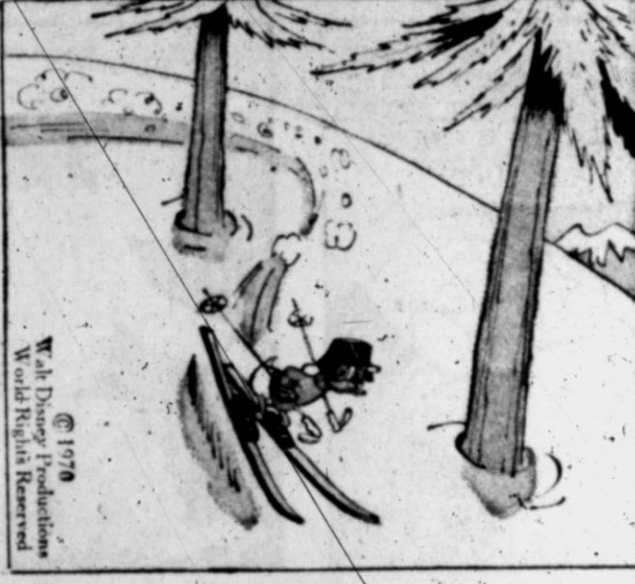


OKAY, I'LL BE AT THE BOTTOM IN NINETY SECONDS!

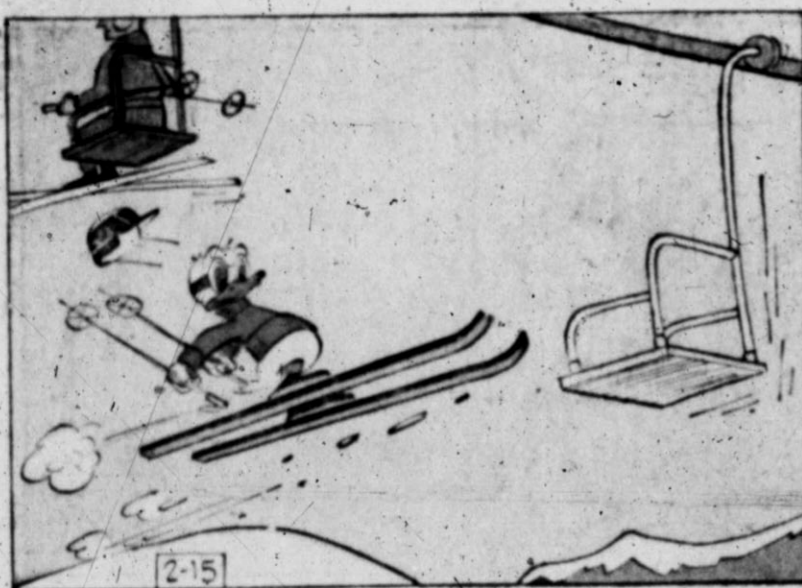
IT'S A BET!



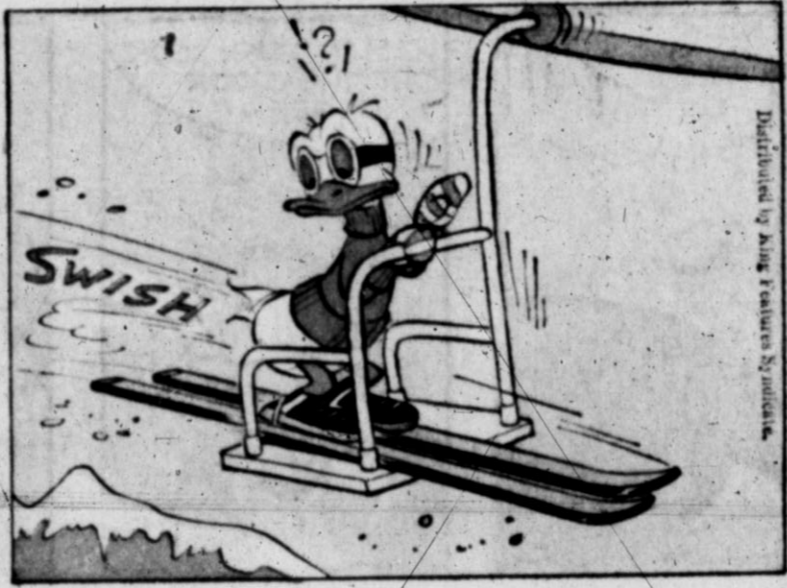
I'M OFF!



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SWISH



UNCA DONALD! THE SKI LIFT IS GOING THE WRONG WAY!



WELL, YOU BROKE THE RECORD FOR SKIING BACKWARD!

PIPE DOWN!

WALT DISNEY'S MICKEY MOUSE



MINNIE'S LATE! I'LL SKATE AROUND UNTIL SHE GETS HERE!



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OOPS!

?



EEEEK!

I'VE GOT YOU, MISS!



LET ME HELP YOU!

OH, PLEASE DO!

2-15



THAT'S IT... STEADY...!



ULP!



HERE, LET ME HELP YOU!

WALT DISNEY'S

UNCLE REMUS

AND HIS TALES OF BRER RABBIT

Adapted from the stories by JOEL CHANDLER HARRIS



MISTER BREGER

by Dave Breger



BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL

