

Herd Wins 4-AAAA Championship

Faces Rally Past Lubbock 28-7 To Take Title

By DON RICHARDS
Brand News Editor

It took the Herd half the game to get its steam up but when they did it was like one man's trying to stop 11 bowling balls rolling downhill.

Hereford not only rolled its way past Lubbock High 28-7 Thursday night in the final regular season game of the year, but also into the state playoffs against Amarillo Caprock at 7:30 p.m. this Friday in Amarillo.

The Herd's win, coupled with a 7-7 tie Friday night between Monterey and

Coronado gave the Whitefaces sole possession of the District 4-AAAA crown. The tie dropped Monterey into second place by half a game.

Lubbock, Snyder and Coronado tied for third place and Plainview finished last in the district. District records were: Hereford 4-1; Monterey 3-11; Lubbock 2-2-1; Snyder 2-2-1; Coronado 1-1-3; and Plainview 0-5.

"We were just playing too tight that first half," said a jubilant Herd Head Coach Larry Dippel in the dressing room following the Whiteface win. "We were just pressuring ourselves too much. We

told the boys to just settle down and play ball."

And tight was the way the Herd had played that first half as the Whitefaces managed only 79 yards offense while the Westerners jumped to a 7-0 lead behind 204 yards.

BUT THE Herd came back in the final two periods to demolish the long-shot title hopes of the Westerners.

Behind the 100-yard-plus outputs of Hereford's dynamic duo, James Harris and Chuck High, the Herd challenged the reckless playing of the Lubbock team with sound ball-control offense and a stingy, aggressive defense. And the Herd came out on top.

HEREFORD drove the length of the field following the half to score the catch-up TD and the go-ahead try for two proved successful.

Harris, who broke the 1,000-yard barrier with a 141-yard performance, teamed with defensive end Willie Glass to break the game wide open. Harris,

***** GAME STATISTICS

	H	L
First Downs	18	14
Rushing	295	190
Passing	26	83
Total Yards	323	273
Pass C-A	3-10	6-16
Intercepted By	2	1
Punts-Avg.	4-31	2-41
Fumbles Rec.	2	0
Pen-Yds.	6-50	3-25

Hereford	0	0	8	20	—	28
Lubbock	7	0	0	0	—	7

seemingly stopped at the line, broke for a 66-yard scoring jaunt and Glass sky jacked a Lubbock pass for the insurance TD. High, who scored Hereford's first touchdown, added the final points in the fourth period on a one-yard run.

The Herd defense held the Westerners three times inside the Herd 20 during the game. Willie Glass and Wayne Schumacher each recovered Lubbock miscues and the third time an aggressive rush sent an Eric Felton field goal wide to the left.

LUBBOCK scored with just 41 seconds left in the half when Jesse Mojica slipped behind Herd defenders to take a 31-yard scoring toss from Westerner quarterback Donnie Combs. Felton's boot was good and things got quiet in Hereford's side of the stands.

Hereford almost pulled the impossible in those 41 seconds remaining, and had it not been for a holding penalty the score could have been even going to the dressing room.

Herd Quarterback Franklin Higgins found Schumacher open for 12 yards and

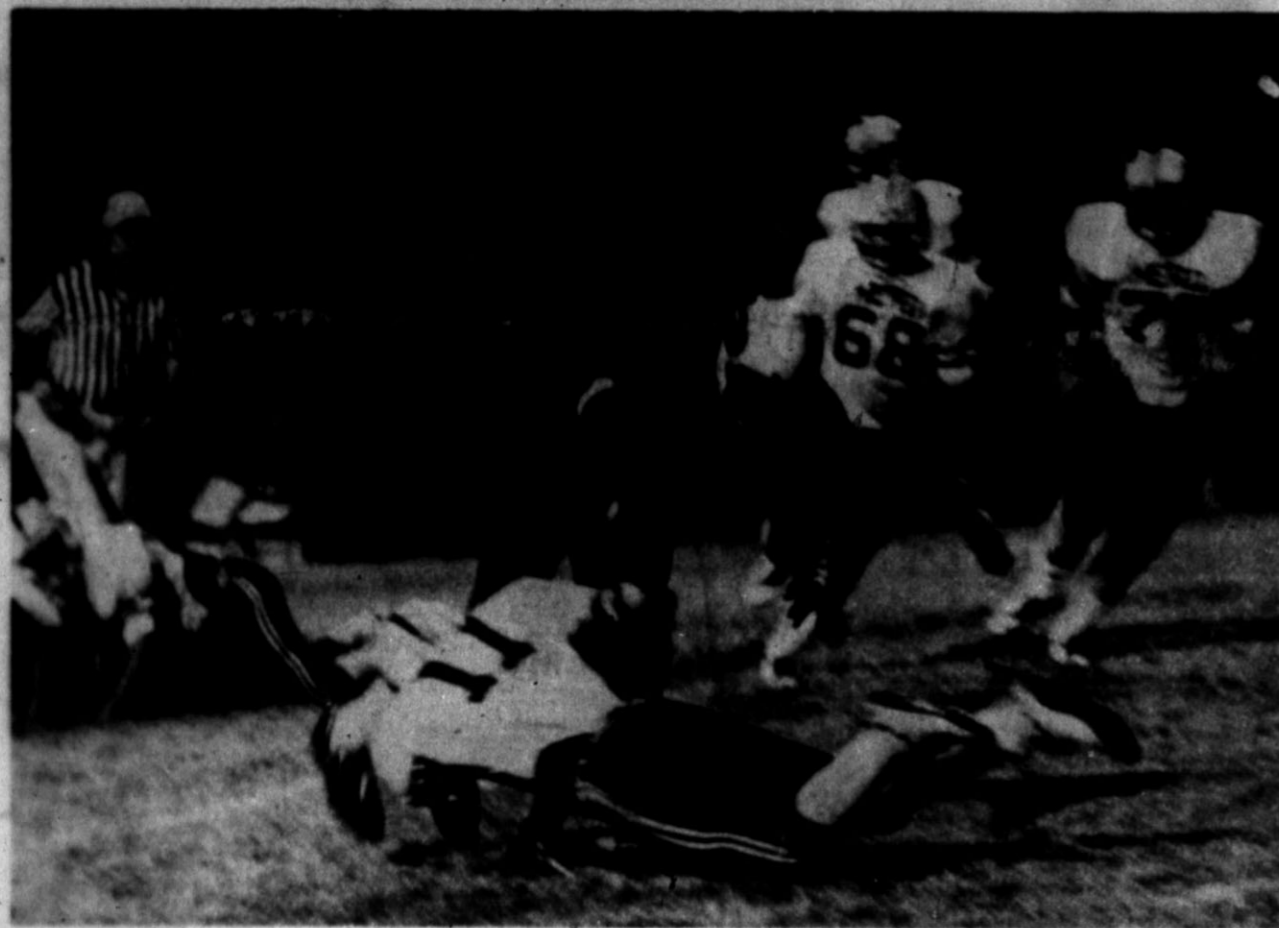
then delivered the ball to Dave Charest at midfield. A first and 10 draw to Harris caught Lubbock off guard as Harris moved to the Lubbock 25 with 19 seconds left. However, the penalty pushed the ball back to Hereford's 38.

Higgins and Harris then just missed connections on a bomb pass as Harris had two steps on everyone. Higgins then pulled a 22-yard quarterback sneak to

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the Sunday Brand

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Brand Photo By Lynn Brisendine

Payne Makes Stop

Bucky Payne, 11, stops Lubbock runningback ace Eric Felton from getting to the outside in Hereford's 28-7 win over Lubbock Thursday night which clinched the district crown for the Whitefaces. Hereford now meets Amarillo Caprock in bi-district action.

Bi-District Scheduled

Hereford, winner of District 4-AAAA, and Amarillo Caprock, winner of District 3-AAAA, will meet in bi-district action at 7:30 p.m. Friday in Amarillo's Dick Bivins Stadium.

Price of admission has been set at \$3 for reserved adult seats and \$1.50 for students. Tickets are on sale at Hereford's School Administration Building and The Hereford Bakery.

School officials are urging fans to purchase their seats early this week because of the Thanksgiving holidays. The school will be closed Wednesday afternoon, Thursday and Friday, and the Bakery will be closed Thursday.



Brand Photo By O. G. Neman

Football Queen Crowned

Teri Reinaser, a senior and head majorette in the band, was elected as Football Queen for 1974 and crowned by Whiteface griddier Paul Timberlake at the pep rally Thursday prior to the final regular season game at Lubbock. Kim Wilson and Debbie Gainez were the other two senior candidates, while junior Karen Kitchens and sophomore Tami Lawson served as attendants.

An Editorial

Make It Work

The Deaf Smith County United Way campaign is on the verge of reaching its goal for the first time in a number of years. Can you say, "Thanks to me, it's working?"

Contributions totaled more than \$40,000 this week, and volunteer workers are optimistic that the goal of \$50,925 can be reached. Many business firms and individuals had not been personally contacted this week, and Mike Patrick, campaign president, said workers were enthusiastic about soliciting the unworked cards and putting the drive "over the top."

Although the campaign is extending beyond the planned two to three-week period, Patrick

and others feel "we are too close to a big success to quit now . . . It would be unfair to the participating agencies and the community."

If you have not made your contribution to this important cause and want to help reach the goal, call Patrick at 364-1003 and he'll see that someone picks up your check or money.

Remember, too, the "fair share" idea of giving. The contribution is for nine agencies . . . you are giving one time instead of nine. Hustlin' Hereford has the potential for a successful United Way campaign, and it's important that we reach that goal if we want to think about providing other services in this community!

New Plan Aids Farmers In Buying Diesel

A 60-day priority preference for diesel fuel users was put into effect Friday in an effort to increase allotments in critical areas such as agricultural production.

The action was announced by Congressman George Mahon in a telegram here Friday, and the move was reported in many news media Saturday. Mahon said it "is the first time we've had anything that actually seems to mean something" concerning the fuel problem.

Permitting oil companies to sell available fuel to farmers—regardless of their purchases last year—should lessen the harmful effect the fuel shortage is having here and in other areas.

DEAF SMITH County Chamber of Commerce had sent telegrams to Mahon and U.S. Reps. Bob Price and Bob Poage Thursday calling for assistance in getting diesel fuel to farmers. The C of C had received several complaints from farmers who couldn't purchase fuel, according to Bill Albright, executive vice-president.

The notice issued Friday by the Office of Oil and Gas stated:

"In order to relieve unintended results under the mandatory allocation program . . . it has been determined that . . . for a period of 60 days, effective immediately, suppliers shall give

preference in the allocation of diesel fuel in the middle distillate range for the following purposes:

"FOR OPERATION of power movers necessary for the exploration, production, refining and distribution of fossil fuels, which include petroleum, natural gas and coal.

"For the operation of mobil and fixed farm and ranch equipment as well as for the planting, growing and harvesting of crops and/or livestock.

"For the operation of public mass transit systems within metropolitan areas when certified as essential to public welfare by the governor of the state."

CONGRESSMAN Bob Price said the priorities in increasing fuel allocations should help agricultural producers who are now hampered by a critical diesel fuel shortage.

The OOG pointed out that the new priorities are not a suspension of allocations, and added that additional fuel supplied during the 60-day period will be assessed against the total adjusted allocation of each supplier.

There had been much confusion here, as elsewhere, since the OOG had announced the mandatory allocation program which was to begin Nov. 1. The local Chamber received a telephone

report from one OOG official that the implementation of controls was postponed until Dec. 1, but the authority had not been received by local oil companies. Many did not know what action to take, since stiff penalties were announced for suppliers who did not comply with the rules of the mandatory program.

MAHON SAID he had received numerous telephone calls and telegrams from High Plains farmers, and from interested organizations, complaining of problems under the mandatory program.

Following the notice Friday, a local oil company official said, "We feel we

are in much better position than we were 30 days ago.

Sen. Lloyd Bentsen announced that he was pleased the OOG had made a "positive response" to farm needs. He cautioned against "over-optimism", however, warning that the energy shortage "remain a critical long-term problem."

A local oil company official said the new order "gives us some flexibility, if we have the fuel available." He added that company officials feel a new bill will be drawn up in the U.S. House and "will have some teeth in the provisions when they settle on a program."

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Community
Thanksgiving
Service Planned
Wednesday Evening

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Community Service Set

The community Thanksgiving service sponsored annually by the Hereford Ministerial Association is scheduled at 7 p.m. Wednesday in First Baptist Church. Everyone in the area is invited.

Subject of the sermon by the Rev. Roger Knapp, interim minister at First Presbyterian Church, will be THANKSGIVING! THANKSGIVING!

Ben Gollehon of Amarillo, formerly of Hereford, will lead hymns by the congregation and sing a special solo.

The Rev. William Lang, vicar of St. Thomas Episcopal Church, will read the first Thanksgiving proclamation in America, issued by William Bradford, governor of Plymouth Colony, in 1623.

The Scripture reading will be by the Rev. Bernard McGorry, pastor of St. Anthony's Catholic Church, and the pastoral prayer by Dr. Jordan Grooms, First Methodist pastor.

Doug Manning, host pastor, and the Rev. Eugene Brink, First Christian minister, will also take part in the service. The offering will be contributed to Hereford Day Care Center.

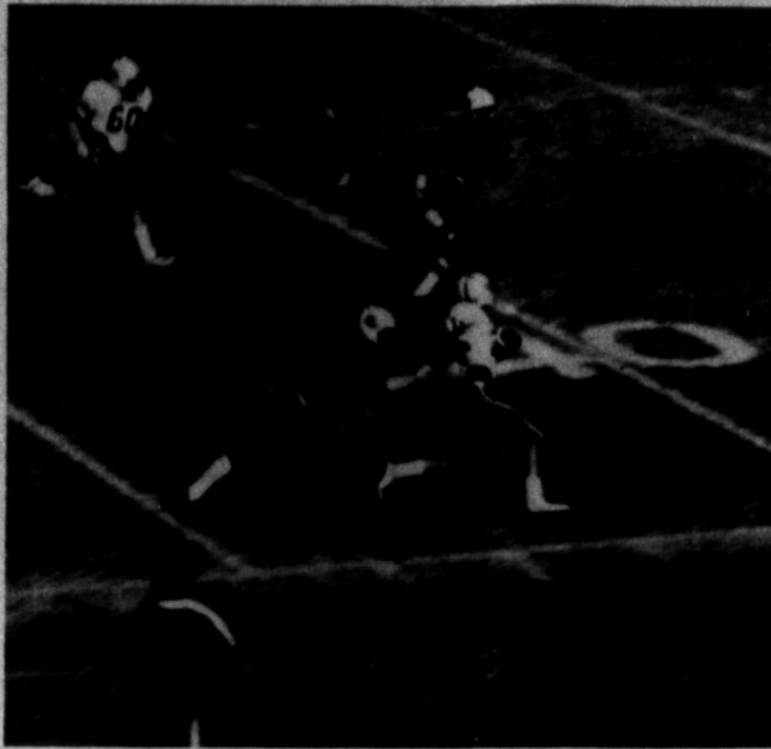
A nursery will be open to care for small children during the hour-long service, which will be broadcast by radio station KPAN-FM.

Brand Football Contest To End After This Week's Ball Game

The Brand Football Contest will continue through this week's games, but will then end for the season.

In an effort to include as many high school playoff games as possible, the entry blank for the contest will appear in Thursday's paper only.

This week will be the final opportunity for Brand readers to go after the \$100 jackpot prize for guessing all games correct. No one has been awarded the prize this season.



Brand Photo By Lynn Brisendine

Harris Chases 1,000

James Harris carries the ball down the right sideline against Lubbock Thursday night in pursuit of the 1,000 season total which he broke later in the night as Hereford won 28-7. Coming up to aid in blocking is Gary Yosten, 60.

Whitefaces Win District Crown

Continued From Page 1

end the half.

HEREFORD roared back from intermission with blood on their mind. After taking the second half kickoff, the Herd set up for action from the Whiteface 30.

From there Harris and High continually burned grass around the end for 15 plays and 61 yards. High made the final two steps for Hereford's first score.

Dippel, who had promised fans it would not be a tie ball game, decided to prove that point early as he opted for the run instead of the kick for extra points.

Quarterback Franklin Higgins took off to the left on the option play but saw the outside was boxed in. The senior signal-caller cut back inside and sliced his way past Lubbock defenders for the two-points to give Hereford the biggest lead it actually ever needed.

BIG PLAY on the drive was when Dippel decided to chance a fourth and one situation at midfield half way through the sustained drive. Harris made the first down good, but only through guts and a second effort.

Back-breaker for the Westerners seem to come on the next series of downs as Lubbock moved deep into Herd territory at the 10. Lubbock ace tailback Eric Felton then lost the handle to the ball and Herd linebacker Wayne Schumacher claimed it for the visitors.

HARRIS and High swapped carries to move the ball into the third quarter and out to the Hereford 32. Then Harris, who was just 32 yards away from 1,000 yards rushing for the year, broke the magic marker in style as he broke loose from tackles at the scrimmage line and galloped 68 yards to the double stripes. Dave Charest aided Harris just past midfield when he screened out Lubbock's Felton and allowed the Hereford speedster to go untouched for the score.

Charest then split the uprights for a 15-7 lead.

But the stampede had only just begun. Lubbock ran two plays following the kickoff and faced a second and 14 from their 25 yard line. Westerner quarterback Donnie Combs called a screen pass, but Herd defensive end Willie Glass must have sneaked into the huddle.

Glass smelted the pass coming, slipped between Combs and Felton, one-handed the intended screen and loped the final 17 yards into the Hereford end zone as Hereford fans climbed the stadium.

Charest again did his thing and suddenly Lubbock was playing catch-up, 22-7.

THE FINAL crush to Lubbock came with 10:44 in the fourth period when the

Westerners attempted a fourth and 10 at their own 40. Herd defender Mike Munnerlyn killed any hopes of a Lubbock comeback when he slipped away a Combs pass intended for Jesse Mojica, who had scored Lubbock's early TD.

High then carried on nine of 10 plays with the score coming from one yard away for the final scoreboard showing.

Felton returned the Herd kickoff to the 40 but Munnerlyn intercepted his fourth pass of the year three plays later to kill Lubbock's final chance of a score.

Much credit to Hereford's outstanding performance in the second half can be given to the offensive line. Starters Ed Warren, Terry Bell, Ron Johnson, Donnie Hanson, John Stoy, David Crume and Armando Gonzalez were the mainstay with outstanding defense work by Paul Timberlake, Bucky Payne, Doug Charest, Barry Allen, Mauri Montgomery and Brian Clark.

Harris said after the game he could "see it coming" when he broke for his 68-yard touchdown run.

"It really felt good," he said. "I thought I could make it because it (the field) was too open over on the other side."

Dave Charest, who screened out Lubbock's Felton to let Harris go all the way untouched said "I just saw Felton trying to move toward the sideline to stop James. I moved over and hollared at James and he (Harris) cut back just right and went all the way."

Glass said he suspected the screen pass was coming just before he intercepted the Lubbock pass and went for the 17-yard return score.

"I thought it looked like a screen when the fullback floated off the right. I went over that direction and the ball just came right there."

The win left Hereford at 9-1 for the regular season and put Lubbock at 4-5-1.

RUSHING

Hereford
Harris 20 for 141; High 26 for 100; Higgins, 1 for 23; Waits 1 for 9; Crim 1 for 0; Dave Charest 1 for 4; Doug Charest 2 for 19.

Lubbock
Felton 15 for 89; Combs 14 for 83; Quimby 6 for 16; Morales 1 for 2.

PASSING

Hereford
Higgins 2 of 7 for 25; Crim 1 of 3 for 3.
Lubbock
Combs 6 of 16 for 83.

RECEIVING

Hereford
Schumacher 1 for 11; Dave Charest 1 for 14; Loerwald 1 for 3.
Lubbock
Andrews 1 for 26; Perez 1 for 5; Morales 1 for 9; Mojica 2 for 37; McMillan 1 for 6.

Over Supplies Expected To Keep Beef Price Low

A backlog of cattle will probably keep the price of live beef at current low levels for the next several weeks, Dr. Ed Uvacek, Texas A&M economist, told delegates of the annual Panhandle Economic Program (PEP) Friday at West Texas State University in Canyon.

Dr. Uvacek, speaking of excessive livestock production, said the nation was ahead of schedule "and Texas leads the way." He cautioned that, while the preference for beef is increasing, "we are expanding too fast in terms of our breeding herds."

Uvacek also spoke to delegates of the Southern Beef Council in Amarillo Friday. The touring group of about 80 men visited Hereford area feedyards and packing plants Thursday. Bud Bowman, manager of Big Tex Feedyards, participated in a panel discussion at the Friday session in Amarillo.

The A&M economist speculated that fat cattle prices, now down to about \$39 a hundred, should reach the \$42 to \$44 level by year's end and go up in early 1974 before dropping again. He foresees no improvement in the fat cattle market until the price of feeders goes down.

UVACEK, AND other speakers at the PEP meeting, pointed out three factors which were affecting the price of feeder calves: an oversupply of feeder calves, the price relationship between feeder calves and fat calves, and losses of feeder calves.

Gov. Dolph Briscoe was also a featured speaker at the PEP conference. He said the nation was now "rediscovering its economic heritage of agriculture—never has more attention on agriculture been shown."

The governor also focused attention on the energy crisis, calling it "one of the most serious things affecting this nation today."



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Registration Planned Monday For Basic Education Classes

Registration for adult basic education classes will be at 7:30 p.m. Nov. 26 at Tierra Blanca Elementary School, according to Richard Robinson, director of Vocational and Adult Education of Hereford Schools.

Classes are open to all persons who wish to work toward a GED Certificate. The GED Certificate is equivalent to a high school diploma and is

awarded after students pass the GED test.

The classes will include work on every level from beginning reading, math, writing and speaking, up to review and preparation for the GED test.

Classes are free and students may enroll at whatever class level meets their needs. Information can be obtained by calling Robinson at 364-5112.



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"Now, if yer lookin' for a place where the deer, antelopes, jack rabbits and rattle snakes play, we had better look for another place, cause around here they hafta work all time!"

Hereford
STATE BANK

Turkey Demand Up As Thanksgiving Nears

The demand for turkeys will increase as the holiday season approaches, and that trend plus fewer birds in cold storage will keep prices up over the next few months.

That's the contention of Dr. David B. Mellor, poultry marketing specialist for the Texas Agricultural Extension Service.

According to Mellor, turkey prices generally are more stable than broiler and egg prices because most turkeys are sold frozen or in some processed form, such as turkey pie. However, cold storage stocks have gone down due to increased demand this year, so prices have increased.

Citing figures from the U.S.

Department of Agriculture, Mellor notes that turkey production so far this year is about two per cent above that of 1972. However, production during the remainder of the year—usually a heavy marketing season—will be

lower. Cold storage holdings on September 1 totaled 261 million pounds, down 53 million pounds from a year earlier.

According to the Texas A&M University System specialist, retail turkey prices averaged 55

cents a pound in 1972 and are now near the record levels of 1949-50.

"But turkeys are still a good buy," contends Mellor, "when you consider how much other goods and services have increased in recent years. The

average factory worker today can buy almost two more pounds of turkey with wages from one hour of labor than he could in 1959."

Mellor invites consumers to buy more turkey for 'in season' the year round!"

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Collection points and times will be announced later.

PRE-HOLIDAY SAVINGS

SMART SANTAS LIKE TO GET THE RUSH OVER WITH EARLY

THE FAMILY LAWYER

Bankruptcy: A Clean Slate?

Almost two billion dollars in debts will be wiped out this year in the nation's bankruptcy courts. Almost one American in every 1,000 will take this means of "getting out from under."

Most of them will emerge with a clean slate. However, there are certain kinds of obligations that bankruptcy does not touch. The most important are:

- 1) Taxes less than three years old. This includes taxes owed to federal, state, or local governments.
- 2) Debts based on family obligations. This includes alimony and child support.



3) Debts based on a written false financial statement. Suppose, for example, that in obtaining a personal loan you deceived the lender by purposely understating your liabilities. Under these circumstances, you would ordinarily remain liable for the loan even after going through bankruptcy.

4) Debts based on "willful and malicious" injury inflicted on persons or property.

Usually this involves liability for causing an automobile accident. Thus:

A drunken driver, travelling at high speed on a rainy night, swerved across the double line and smashed into an oncoming car. Held liable afterward in damages, he sought refuge in bankruptcy. But a court said bankruptcy did not wipe out this debt, because his driving was not just negligent but "willful and malicious."

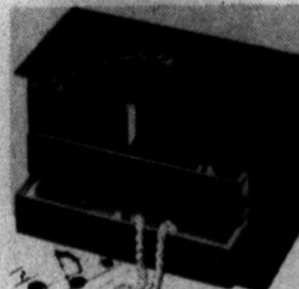
Non-auto injuries may also be considered willful and malicious. In another case, a man allowed his vicious bulldog to run free even after it had bitten three pedestrians. When a fourth victim went to court and won a sizeable verdict, the dog's owner tried to escape through bankruptcy.

But again, a court held him still liable. The judge said bankruptcy laws were meant to protect the hapless debtor, not the malicious wrongdoer.

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

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JCPenney Presents Audrey Hepburn and Rex Harrison in My Fair Lady on Channel 4 for the first time Thanksgiving Night at 7:00 P.M.

SHOP PENNEY'S CHRISTMAS CATALOG
FOR
MORE GREAT VALUES 364-4205

Work around gas or oil?



also available with steel toe

Sure cure for 5 o'clock feet
Perfect for work in service stations, garages, machine shops wherever there's gas/oil. Tough Neoprene sole stands up to petroleum and rough wear. Come in — try 'em for comfort!

SUGARLAND MALL

RED WING



Anthony's
BY ANTHONY'S CO.

HEINOLD COMMODITIES INC. Affiliated with Meinold Hog & Cattle Markets

Mo.	LIVE CATTLE			Prev. Close
	Hi	Lo	Close	
Dec	43.70	41.85	43.70b	41.57
Feb	48.80	47.05	48.62	46.90
Apr	50.30	48.50	49.92	48.30
Jun	50.40	48.60	49.95b	48.45
Mo.	FEEDER CATTLE			Prev. Close
	Hi	Lo	Close	
Nov	53.50	51.00	53.90	50.90
Mar	54.97	54.20	54.90	54.25
Apr	54.90	54.00	54.50	53.20n
Mo.	MILO			Prev. Close
	Hi	Lo	Close	
Dec	435	430	432a	431
Mar	440	440n	440n	438b
Mo.	KC WHEAT			Prev. Close
	Hi	Lo	Close	
Dec	472	451	459	438
Mar	482	410	438	415
May	413	374	398	377

(b-bid, a-ask, n-nominal)

One Murder With Malice

Grand Jury Indicts Five

John C. Trotter, 64, of Hereford was indicted for murder with malice Thursday by a 60th District grand jury of Deaf Smith County.

Trotter's case, that of the shooting death last Sunday of Alfonso Diaz, 60, was one of five indictments in felony cases returned by the grand jury. Twelve other persons were no-billed (refusal to indict) by the jury.

Trotter was arrested by Sheriff's officers Sunday following the shooting outside Trotter's apartment in Hereford. He and Diaz, a farm laborer who recently moved from Lubbock, had reportedly

gotten involved in an argument that led to the shooting incident.

Officers confiscated a .22 caliber rifle in connection with the case.

Other persons indicted by the grand jury included Walter Laverne Mabry for driving while intoxicated (DWI) — second offense; Vernon F. Nivens, for a charge of DWI-2nd; Joe Nieves for a charge of burglary by breaking; and Johnny Sierra for a charge of burglary by breaking.

Charges against persons that were no-billed by the jury included eight persons for possession of marijuana and another

for possession of narcotic paraphernalia. Criminal District Atty. Andy Shuval said recent charges in drug laws brought about some of the no-billed actions because the alleged crimes were no longer classified as felony cases.

Other no-billed cases included one for aggravated assault with deadly weapon; assault with intent to murder; and assault with a prohibited weapon.

Shuval also said the grand jury passed on several cases and will consider at later sessions of the grand jury.

Lions View Film On Winning Habit

A film, entitled "The Winning Habit", was presented at the regular weekly luncheon meeting of the Hereford Lions Club Wednesday at the Civic Club Center. Herman Ford presented the program for the week.

The movie, featuring Jerry Dramer, former All-Pro griddler for the Green Bay Packers, expounded on the "habit of winning" as taught by the late Vince Lombardi.

Jim Hale presided at the weekly meeting. Ray Shannon, representing the Leo Club, presented a contribution for the United Way, and Lynton Allred accepted for the organization. Cindy Smart gave the weekly Leo Club report.



LEO CLUB AIDS CAMPAIGN

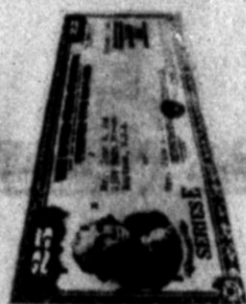
The Leo Club, a high school organization sponsored by Hereford Lions, presented a contribution to the United Way during the Hereford Lions Club meeting Wednesday. Ray Shannon, right, made the presentation and Lynton Allred accepted for the United Way campaign.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowan's Jewelers
Downtown

"We Are No Longer Associated with Crow's Meat Co. of Friona, But We Want to thank you for Your Past Patronage."

Mr. and Mrs. W.S. Crow
McAllen, Texas

Bonds are for building.



Take stock in America.
New Bonds pay a bonus at maturity.

Firestone the people tire
SENSATIONAL!
'6 to '18 DISCOUNTS PER SET MOST SIZES "500" WHITEWALLS

"500" POLYESTER CORD TIRE
✓ Low, wide 78 series profile with 7-rib tread for excellent traction.
✓ Concave molded to put full tread width on road for long mileage.

ANY SIZE LISTED
E78-14, F78-14, 15
Whitewalls
2 \$55
FOR
Plus \$2.22 to \$2.42 per tire F.E.T. and 2 old tires

ANY SIZE LISTED
G78-14, 15; H78-14, 15
Whitewalls
2 \$62.50
FOR
Plus \$2.53 to \$2.80 per tire F.E.T. and 2 old tires

ANY SIZE LISTED
J78-14, 15; L78-15
Whitewalls
2 \$67.50
FOR
Plus \$2.89 to \$3.13 per tire F.E.T. and 2 old tires

Similar low prices for singles

FREE MOUNTING

6 WAYS TO CHARGE...

Rallye Twin
FLOOR MATS!

• Heavy-duty fully-molded rubber mats with reinforced heel pad.
• Choice of black, blue, red, gold or green.

\$199

PER PAIR
Limit one pair per customer
Additional \$2.98 per pair

Attention **CAMPERS!**
VANS! PICKUPS!

Firestone
Town & Country
TRUCK TIRES

\$24.95

6.00-16 Black Tube-type.
Plus \$2.56 F.E.T. and exchange.
6-ply rating.

Lube & oil change **\$4.88**
Includes up to 5 quarts of high quality oil

Front end alignment **\$9.95**
Most American cars. (Air card extra on some cars).
Parts extra if needed.

Shock absorbers **\$12.88** EACH
Famous brand. Includes installation.

Front disc brake service
Our experts install 4 new front brake pads, repack outer front wheel bearings, inspect calipers and rotors and inspect rear axle brakes. Discs machined and calipers rebuilt extra cost.

\$29.88
American Compacts, Fords, Chevys, Plymouths. Others slightly higher.

Tire rotation **\$1.88**
We'll also inflate them to recommended pressure.

Firestone the people tire

105 N. Main, Hereford
Open Mon. - Fri. 8-6
Saturday Till 4
Phone 364-4333

The Down the Road Disc for the Down the Road Farmer.

CRUST BUSTER

FLEXIBLE OFFSET DISC

WE HAVE 17½' and 19' DISC IN STOCK!

SPERRY RAND

NEW HOLLAND
HEREFORD

PHONE 364-4001
S. HWY. 385 Hereford, Texas

B.J. Crowley's HOROSCOPE

Week of November 18

SCORPIO—Oct. 23 to Nov. 22—Don't let yourself become bogged down with minute details. Plan an orderly schedule of coming events and obligations.

SAGITTARIUS—Nov. 23 to Dec. 21—Someone is extremely perplexed by your attitude. Avoid presenting an image of haughtiness. You really aren't that way.

CAPRICORN—Dec. 22 to Jan. 19—Involvement with people you don't enjoy is a waste of time. Keep the faith and be kind to family and friends.

AQUARIUS—Jan. 20 to Feb. 18—This should be an easy week, when you can do pretty much as you please. Enjoy the dullness of these moments and take care of small responsibilities you have been pushing aside.

PISCES—Feb. 19 to March 20—Start this week by attacking a task you have been shirking. The longer you wait the more complicated it may become.

ARIES—March 21 to April 20—Although it may be difficult, you must learn to be practical. Emotionalism cannot lead to the answers you seek. Stand firm!

TAURUS—April 21 to May 20—If you press for advancement you will now succeed. This is a week when you enjoy evenings with congenial friends.

GEMINI—May 21 to June 20—Start this week off right by taking care of neglected correspondence. If you know someone overseas, write to them.

CANCER—June 21 to July 22—If you own a car, have it serviced and resolve to take better care of it. By so doing, you can save a considerable amount for repairs.

LEO—July 23 to Aug. 22—Rid yourself of impulsive tendencies. Give carefully thought out actions to your plans. Keep your faith strong.

VIRGO—Aug. 23 to Sept. 22—Follow a careful diet, avoiding an excess of food and drink. Your health will improve and your energy level will reach a much higher peak.

LIBRA—Sept. 23 to Oct. 22—Learn to play the role of peacemaker. When you downgrade your fellowman, you are in essence diminishing yourself.



Joe Rojek

Is now selling new and used trucks and cars at Hudiburg-Jones Truck Center. He invites you to come by and visit with him and let him help you find the answer to your transportation needs.

HUDIBURG - JONES

Chevrolet

TRUCK SALES
45th & Canyon E-Way
355-9921

Young Attorney Joins Thomas, Burdett Firm

Robert Mayfield, a 1972 graduate of the University of Texas Law School, this week joins the Hereford law firm of Thomas and Burdett.

Mayfield, a native of Cleburne, was formerly with a law firm in Woodville, Tex., before joining the local firm.

Presently searching for a home, Mayfield said he is well impressed with Hereford and the progressive attitude of the community.

"I've been really pleased with what I've seen so far," he said. "Before I even knew I was coming to Hereford I had checked it off as one of the cities in Texas where I would like to live and work."

Mayfield, along with his wife, Marion, who is a native Canadian, found out about his new Hereford job through the Texas Law School placement service.

"I thoroughly researched all of the major towns in West Texas because West Texas seemed to be the most dynamic part of the state," he said. "At that time, before I even knew about the open position here, I had Hereford on the top of the list as the most growing of any place. The people are really friendly here and I feel we will really enjoy it."

Mayfield and his wife met while both were in school in Scotland. Mrs. Mayfield was doing post-graduate work after her graduation from Acadia

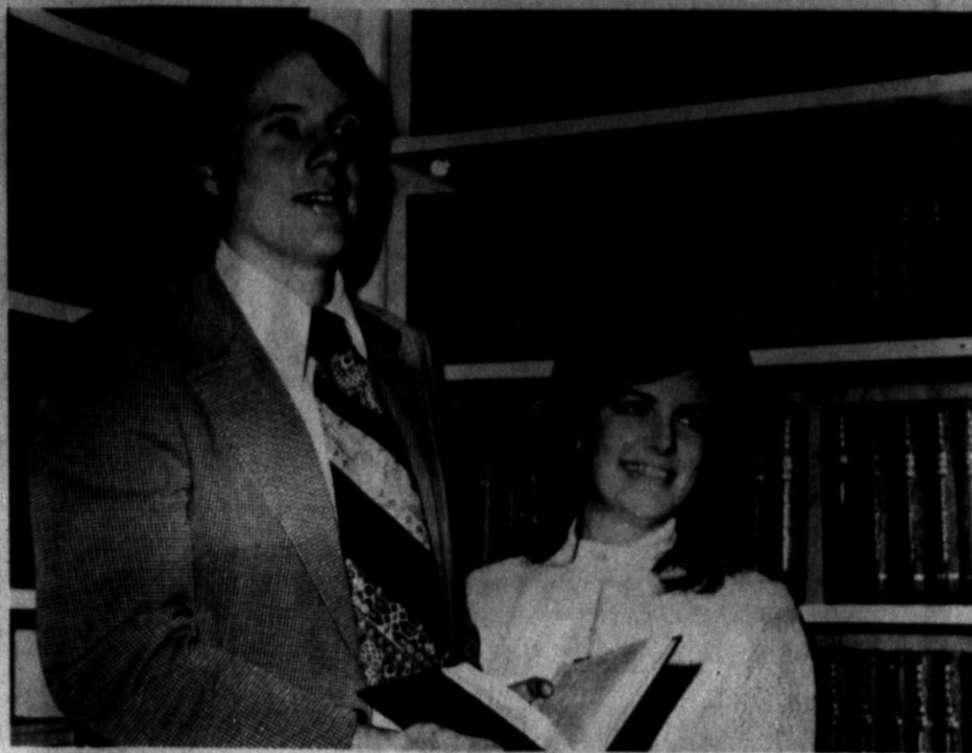
University in Nova Scotia, Canada, and Mayfield was finishing his bachelor of arts degree in history.

Mrs. Mayfield admits she was "smuggled" across the United States border after their marriage two years ago and she is presently working toward her U.S. citizenship.

He is an avid football fan and said he feels he will fit right into the Hereford community in that aspect. But Mrs. Mayfield never saw a game of football until after the couple met and says she still has considerable learning to go through.

The couple have one infant son, Linton.

Mayfield said he will practice general law out of the Thomas and Burdett firm, located at 116 S. 25 Mile Avenue.



Mr. and Mrs. Robert Mayfield
... new Hereford Attorney

11 DWI Cases Handled In Local County Court

County Judge H.C. Williams handled 11 cases involving driving while intoxicated (DWI) this week and one case of driving without license and two cases of child desertion.

Three of the DWI cases were bonds for the suspects are four

of the cases were dismissed. Three of the DWI cases received \$50 fines and jail terms and the other case received a \$100 fine and jail terms.

One of the child desertion cases was dismissed after the suspect was found to be in the state penitentiary and the other was an amended temporary support order.

The case of driving without license was dismissed after the man pleaded guilty to no drivers license in Justice of the Peace court.



22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowan's Jewelers
Downtown

LAND

1600 acres, between 500 and 600 in cultivation. 8-irr. wells, 3 bdrm. house. Only \$30,220.00 down.

Nice 652 acres dry land with nice improvements, 1/2 in cult. planted in wheat. Will consider trading for nice home in Hereford and some cash on equity.

Nice 160 acres all cult. 2-irr. wells, \$18,000.00 down, balance \$2,000.00 per year plus interest.

1490 acres all grass. Southeast of Raton, New Mexico. Improved 105 acres, 1/2 down.

10 acres irr. Nice 3 bdrm. brick home \$34,500.00, \$6,750.00 down.

Have nice 90 x 110 building, 2 offices and shop. 50x75 storage with shed on side, 570 ft. highway frontage by 300 ft deep, large fenced lot, 25 per cent down- good terms on balance.

Call J.M. Hamby
at
Hamby Real Estate
Office 364-3566
Res. 364-2553

Kiwanis Lt. Gov. Speaks To Local Club Thursday

Kiwanis Lt. Gov. Danny Lewis of Dimmitt made his official visit to the Hereford Kiwanis Club at noon Thursday and asked club members to "Give of Yourself."

Lewis, introduced by Rodney Gordon, said "This is what Kiwanis Club is all about. Help enrich your lives by helping other lives."



DANNY LEWIS

Lewis urged the club to "get some activities going - get involved in your community and let them know you want to help."

Lewis said Kiwanis Clubs internationally collected more than \$12 million in revenues from projects last year and then spent more than \$13 million on community service projects.

"Now that's not the most profitable position to be in but it shows just how much Kiwanis Clubs is doing across the world - they are spending more in their communities than they are receiving."

"Kiwanis Club is not here to raise money for the club or for ourselves - we are here to raise money for community projects," said Lewis. "Give of Yourself. Sometimes giving money is necessary, but you get a better reward if you give of yourself and of your time."



Another Fine Texas Recipe

TURK A LA ONION

4-5 lb. turkey parts
1 pkg. dry onion soup mix

Skin turkey; wash and pat dry. Place single layers of turkey in shallow casserole dish. Sprinkle onion soup mix over turkey parts. Cover casserole with foil. Bake in a 350 degree oven for 1 hour and 15 minutes. Uncover and cook 15 minutes longer. Serve natural juices with turkey; for gravy combine juices with sour cream and heat gently. Serves 5-6.

NOW EARN **5 1/4 %** ON PASSBOOK SAVINGS
PER ANNUM

UP TO **7 %** ON CERTIFICATES
PER ANNUM

Federal regulations require a substantial interest penalty for early withdrawal on certificate accounts.

HI-PLAINS SAVINGS

and Loan Association

4th & Sampson, Hereford

An Equal Opportunity Lender



★ AUCTION ★

Monday Nov. 19, 1973 Time: 1:30 P.M.
Location: 112 Archer, Hereford, Texas
Directions, Turn right just off South Hwy. 385 across from Hamby Real Estate on Labor Camp road. Watch for signs.
Real Estate: 4 lots to sell.....with house, shop buildings.

FURNITURE

- 5 pc. Spanish Livingroom Suit
- 2 Vinyl Swivel Rockers
- Saba Stereo w/AM-FM
- Curtis Mathis Spanish T.V. 1 yr. old
- Spanish Octogen game table
- Hotpoint Avocado green washer 1 yr. old
- Wizard Avocado Green Refrigerator
- Step Stool
- 3 pc. Maple Bedroom Suit 1 year old
- 4 pc. White Prov. Bedroom Suit 1 year old.
- Queen Size Head Board
- Queen Size Mattress & Box Springs
- 2 reg. size sets Mattress & Box Spring
- Spanish Carved Hall Mirror
- Table Lamp
- 1 Gold Swag Lamp
- 1 Blue Swag Lamp
- Norge Dryer
- Antique Bench
- Bicycles
- Lawn Mower
- Lawn Chairs
- Picnic Table-Dishes & Boxes of Clothes

REAL ESTATE

- 1 Lot w/3 Bedroom - 2 Bath Home Fully carpeted - recently remodeled
- 1 Lot w/40x60 Sheet Iron Shop Building w/concrete floor
- 1 Lot w/2 small storage buildings
- 1 Lot w/20x60 Store Buildings
- Can be bought as a whole or in separate lots. Property to be sold at 2:30 P.M.

Terms: Cash or Check - Bring own checks
10% down payment required on Real Estate.
Balance on Closing

KNOWLES AUCTION SERVICE

HEREFORD, TEXAS

By Popular Demand H.R.'s Flowers & Gifts

Will have an early open house this year

We extend a cordial invitation to

you to attend our

Christmas Open House

Sunday, November 18

2 p.m. to 5:30 p.m.

813 W. Park Ave.

Register For Door Prizes.

Distinctive Fresh Flower Arrangements

"Gardens In Glass" Terrariums

Blooming Plants

Exquisite Silk Flower Designs

New "Mini" Florals Under Glass

Christmas Decor

plus competely new

Christmas Tree Decorations



Cotton Harvest Increasing

The South Plains cotton harvest is gaining momentum daily as stripping operations increase in all counties, according to Paul R. Dickson, in charge of the USDA Cotton Classing Office in Lubbock.

This great increase in harvest activity is reflected in the increasing number of samples being received daily at the four area USDA classing offices. Approximately 20,000 samples were received at the four South Plains offices on Friday. This was the largest number of samples received any day this season and this volume is expected to increase daily if favorable weather continues.

During the peak of the harvest this volume usually reaches 50,000 to 60,000 samples per day. Classers from other areas are being transferred to the local classing offices to take care of this increased volume.

The USDA classing offices at Lubbock, Brownfield, Lamesa, and Levelland classed 92,000 samples last week and had approximately 96,000 on hand Friday afternoon. Total classed so far this season now stands at 188,000. This is far ahead of the volume at this date last year when only 8,500 samples of the 1972 crop had been classed.

Quality of the cotton harvested continued excellent and is considerably higher than last year.

Grades 31 and 41 continued to be the predominant grades at Lubbock, making up 72 per cent

of all classed. Grade 31 made up 32 per cent, Grade 41, 40 per cent and Grade 32, 12 per cent.

Staples were predominantly 30 to 32. Forty-five per cent had staple lengths of 30 and shorter and the remaining 55 per cent stapled 31 and longer. Average staple length was 31.2-32nds of an inch.

Micronaire readings are an indication of fiber fineness or maturity. These readings indicate that most of the early harvested bales were fully mature. Eighty-three per cent of all cotton tested at Lubbock had micronaire readings in the premium range of 3.5 to 4.9, 11 per cent was in the high micronaire range of 5.0 to 5.2 and 4 per cent was in the very high range of 5.3 and above.

The Agricultural Marketing Service of the USDA reported increased trading on the Lubbock market. Prices were \$20.00 to \$30.00 per bale higher and averaged 34 cents per pound over the loan. Most lots were selling in the price range of 50 to 60 cents per pound.

Average prices paid for the most predominant qualities in the 3.5 to 4.9 premium micronaire range were: Grade 31, Staple 30 - 49.65 cents per pound, Grade 31, Staple 31 - 52.40, Grade 31, Staple 32 - 55.40, Grade 41, Staple 30 - 48.70, Grade 41, Staple 31 - 51.25, and Grade 41, Staple 32 - 53.95.

Cottonseed prices were higher and farmers received an average price of \$102 per ton.

Muleshoe Civic Club Seeking Entries For Christmas Parade

The Llano Estacado Civic Club and the Business Activities Committee of Muleshoe are sponsoring their Annual Christmas Parade, "Happiness is Christmas", Saturday, December 1, 1973, at 2:30 p.m. All organizations and clubs are invited to enter floats.

sweethearts, or school bands. There will be prize money given, first, \$100; second, \$75; third, \$50; and fourth, \$25.

For entry forms contact Mrs. Willie Reeder, 122 W. Avenue H., Muleshoe or Mrs. Gayla Toombs, 213 Elm Muleshoe, Texas 79347. Deadline is Wednesday, November 28.

The parade will start at 2:30 p.m. but all entries must be there by 1:30 at the Babe Ruth Ball Park, Muleshoe.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowen's Jewelers
Downtown

A STUDY OF WINE
PARIS—The students of a new school in Paris find the classroom work delightful. France's first "Academy of Wine" teaches pupils how to drink wine, smell it, buy it, store it and look at it.

Pollution agency asks construction curbs.

Start an Umbrella of Savings ... TODAY

Into each life, a little rain must fall...and so must a few unexpected financial emergencies. Have money ready...a savings plan will do that.



CREDIT UNION SAVINGS
5% Quarterly Basis
Life Savings
Insurance on shares

Hereford Texas Federal Credit Union

330 Schley Phone 364-1888



SAVINGS INSURED TO \$20,000.00 by NCUA

GIBSON'S DISCOUNT CENTER

Magic Net
HAIR SPRAY
69¢



CONGESPIRIN
36's **49¢**



EXCEDRIN

100 Tablets **\$1.09**



Ultra Ban
DEODORANT

14-OZ. **\$1.37**

Thanksgiving

These Prices effective Monday through

Wednesday Nov. 21 at Gibson's

LAY-A-WAY NOW for CHRISTMAS OPEN THANKSGIVING!

Nestles 16-oz. **BABY SHAMPOO**
Nestles 16-oz. **BABY OIL**
Nestles 12-oz. **BYE-BYE-TANGLES**
YOUR CHOICE **59¢**



Ertl NO:5007

MINERAL FUN SET

w/animals

SALE **\$5.00**

One Group
WOODEN CANDLES
19¢

Instamatic
X-15 CAMERA
\$13.97

1 Group of
BRASS ARTWARES
\$2.27

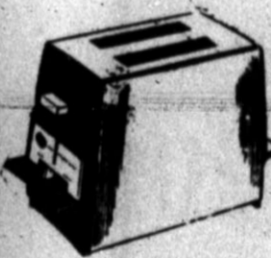


Children's

CHARACTER WATCHES
20%

Gibson's Discount Price

TURKEY PLATTER
Birchwood color
G.D.P. '3.39
\$2.77



TOASTER

by Sunbeam
2 slice fully automatic
Radiant control with
convenient off setting

\$25.77

AT35A

Johnston
PIES
Pumpkin, Mince & Green Apple
2 LB. 4 OZ.
99¢



(2 lbs. 4-oz.)
NOW ONLY



Playtex Hand Saver
GLOVES
(small & medium size only)

G.D.P. 87'
SALE **69¢**

GIBSON'S
WITH THIS COUPON
3-pound Can of
Maryland Club Coffee
\$2.71
Without coupon \$3.21
Limit one per customer
COUPON EXPIRES 11-21-73 SAVE 50'



NO. 13735 All Purpose Bake, Cook & Serve
LASAGNA DISH
by Nordic Ware 8 1/2 x 15 Overall
Heavy Gauge Aluminum Teflon 11 interior
Reg. '79
NOW **\$5.77**



SCHOOL

SALE **38¢**

Self Stick Self

DECOR

WV

12' Long 12'

Big Sale

OPEN 9 - 9
MONDAY
THROUGH
SATURDAY

Monday Nov. 19
Christmas
Friday 9 - 6

Pharmacy
EMERGENCY
364-2432 or 364-4109
PRESCRIPTIONS
Phone 664-4908

GIBSON'S DISCOUNT CENTER

WHERE YOU ALWAYS BUY THE BEST



Honey Comb
BED SPREAD
52% Rayon
48% Cotton
Pre-shrunk
Washable
\$7.97



Dorsey Deluxe Plastic
BABY PANTS
Guaranteed
Waterproof Nylon Cushioned
Legs & Waist S-M-L

Retail 59¢
39¢



Healthknit Permanent Press
Boy's
BRIEFS

NOW

\$1.69



Buckingham
RUG
50% Polyester
50% Nylon
Asst. colors

SALE **\$1.97**

Improperly Thawed Meat Causes Food Diseases

Improperly thawed meat is one of the most common sources of food-borne diseases, according to a foods and nutrition specialist. "Bacteria which cause these diseases grow and multiply at temperatures between 40 and 120 degrees F. When foods remain in this 'danger zone' for three to four hours, they can become unsafe to eat," Sally Springer with the Texas Agricultural Extension Service, Texas A&M University System, warned.

with an internal temperature of 180 degrees F. "Also cook pork to the well-done stage, or 170 degrees F." If planning to stuff poultry or pork chops, wait until just before placing them in the oven to stuff the cavity, she advised. "With today's high food prices, don't waste food by letting it spoil—and never endanger the family by serving unsafe food."

RECIPE

By Sarah Anne Sheridan
Oven main dishes and full dinners are popular in our home. The sauce for "Sunday Chicken" can be prepared the day before.

Sunday Chicken

3 lbs. frying chicken pieces
Brown chicken in margarine and place in covered casserole—skin side up.

Sauce For Chicken

½ stick margarine
¼ c brown sugar
2 T cornstarch
½ t Worcestershire sauce
¼ c vinegar
½ c catsup
2 T chili sauce
1 t salt
1 can (2 cups) pineapple pieces, drained reserve juice

Melt margarine in pan. Add brown sugar, cornstarch, seasonings and pineapple juice. Cook slowly over low heat, stirring constantly until thickened. Add pineapple pieces. Spoon over chicken, cover and bake 1½ hours at 350 degrees.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowan's Jewelers
Downtown

Thanksgiving
Week at

Firestone

Gobble up these
CAR SERVICE COUPON SAVINGS
All work done by automotive experts
CLIP & SAVE!

Firestone
Car Service Specials
Nov. 18-24 1973

LUBE & OIL CHANGE
\$3.95
Includes expert change, lubrication and up to 5 quarts of high quality oil. Check differential and transmission oil and battery water level.
Coupon expires Nov. 24, 1973

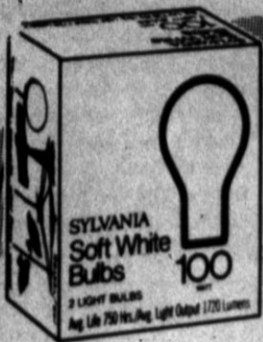
BEARING REPACK & GREASE SEALS
\$3.95
Repack front wheel bearings and replace grease seals. Drum brake cars only.
Coupon expires Nov. 24, 1973

FRONT WHEEL ALIGNMENT
\$8.88
Precision alignment by factory trained mechanics. Fire applies except where non-original equipment accessories interfere with alignment adjustment. Parts extra if needed. Most American cars.
Coupon expires Nov. 24, 1973

TIRE ROTATION & WHEEL BALANCE
\$9.95
We'll rotate your tires and balance all four wheels to improve tire wear and provide for smooth ride.
Coupon expires Nov. 24, 1973

DISC BRAKE RELINE
\$26.88
We install 4 new front brake pads, inspect outer front wheel bearings, rotor wear, calipers, rotor and rear axle bushes. Disc mechanical calipers result in extra cost. Ford, Chevy, Plymouth, U.S. Contacts. Others slightly higher.
Coupon expires Nov. 24, 1973

WE REDEEM SEAFOOD STAMPS



PEOPLE
HEY KERRY,
THIS SYLVANIA
PROMOTION
IS REALLY
SOMETHING.

Sylvania
100-75-60 Watt
Soft white or Inside Frost
LIGHT BULBS
Retail value up to 74¢
NOW
44¢
Pkg. of 2



NO. 5007 12 pc.
FARM N SET
Animals
5.59

Play Skool NO. 4553
HUG-A-BOOK DOLL
SALE
\$5.19

Daisy 8040
Spittin-Image
Genuine Leather.
HOLSTER
Sturdy Metal Pistols
SALE **\$3.39**

Hunting-Fishing-Camping- or any Sport make
GIBSON'S YOUR SPORTS HEADQUARTERS

FEDERAL

	REGULAR	SALE
12 Gauge Hi Power-2 shot	\$3.67	\$2.99
Hi Power-4 shot	3.67	2.99
Hi Power 7½ shot	3.67	2.99
16 Gauge Hi Power 4-shot	3.39	2.89
Hi Power 7½-shot	3.39	2.89
20 Gauge Hi Power 4-shot	3.19	2.79
2¼ mag Hi Power 6-shot	3.37	2.89
Hi Power 7½-shot	3.19	2.79
410 3 in. Hi Power 4-shot	2.87	2.47
3 in. Hi Power 6-shot	2.87	2.47
3 in. Hi Power 7½-shot	2.87	2.47
2½ in. Hi Power 6-shot	2.87	2.47

HUNTING & FISHING LICENSE SOLD HERE

Ertl NO. 814
FORD LAWN & GARDEN SET
SALE
\$2.89

The Poly-Lite
COOLER-COOLER
by Coleman
NO. 528513-700 or
NO. 5285B704
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TWO MANTEL
LANTERN
NOW **\$13.99**

Coleman 3500 BTU NO. 512AT00
CATALYTIC HEATER
\$20.99

Stick Self Adhesive
DECORATIVE VINYL
Decorative Patterns
SALE **89¢**
Long: 18" Wide

Firestone RETREADS
DLC-100
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NEWS REPORT FROM WASHINGTON

Oil Crunch. Sooner Than Expected-October 22nd-Two Tapes-

WASHINGTON, D.C.--The oil crunch is not just around the corner but has turned it, now, stares Washington and the American people squarely in the face.

Airline flights are already being cancelled, plans are being drawn up in a number of states for curtailing power, oil is certain to be short, and limited, in coming months and some of the nation is already feeling the pinch.

The recent Israeli-Arab war worsened the U.S. position by reducing supplies from the Arab countries. The result is that instead of late winter or spring, most of the

nation may be feeling some effects of the crunch by Christmas.

The cease-fire in the Middle East was to have taken effect on October 22nd, and the reason the Arabs were willing to agree to it was that Israeli forces were by then getting the best of them.

It's probably true Israeli forces on the 22nd didn't stop all advances, cheating a bit where they were surrounding the Egyptian Third Army, but then the Israelis look upon the sneak Arab attack as far more reprehensible, understandably.

Washington's struggle now is to bring both sides to some form of agreement at last, the hope being that Israel's military comeback, and the relatively better Arab showing in the war's first stages, will induce both sides to moderate demands.

The announcement by White House lawyer Fred

Buzhardt of the non-existence of the two now world-famous presidential tapes made the job of winning support for the President in both Congress and among the public more difficult.

The coincidence was too bulls-eye for many to accept without doubts and, in fact, there have been so many sensations, reversals, coincidences, etc., in recent weeks the credibility gap now confronting President Nixon is somewhat like that which confounded Lyndon Johnson in his last years in the White House.



Roy Faubion

WASHINGTON NOTES

JAWORSKI AND SAXBE

President Nixon has nominated Sen. William B. Saxbe as his fourth Attorney General. At the same time he announced that the new Watergate prosecutor would be Texas attorney Leon Jaworski.

DEFENSE & PETROLEUM

The Defense Department has been given special pri-

ority to buy U.S. domestic petroleum ahead of other customers, according to an announcement by Interior Secretary Rogers C. B. Morton.

SUPPORT REASSURED

Prime Minister Golda Meir of Israel said after a recent meeting with President Nixon that she was reassured of U.S. support in trying to achieve "a true and lasting peace" in the Middle East.

GAS PRICES UP

The Cost of Living Council (CLC) has handed down new price control regulations that will allow all segments of the petroleum industry, from refiner to the gas station, to boost prices once a month to keep up with higher costs of doing business.

COX & LEAK

Former Watergate special prosecutor Archibald Cox has indicated that the Justice Department could have been the source of a news leak about the ITT case. He admitted talking to friends.

ALERT ENDED

The Pentagon has ended its worldwide military alert as 350,000 servicemen return to normal duties.

Faubion To Head Chamber

Roy Faubion was named president-elect of Deaf Smith County Chamber of Commerce during a regular monthly meeting of the board of directors Thursday morning.

Faubion, KPAN Radio executive, is currently serving as vice president and will succeed Jim Conkwright. Other officers elected for 1974 were R.A. (Bud) Eades, vice president, and Larry Wartes, treasurer. Installation of officers is scheduled for Jan. 3, and the annual C of C banquet follows on Jan. 17.

Directors also elected Mrs. O.G. (Lavin) Nieman as president of the Women's Division. She served as a vice president the past year. Other officers will be elected by the Women's Division board of directors. Mrs. Nieman will succeed Helen Lee as president.

OTHER highlights of the director's session included committee reports—with an emphasis on the energy crisis. The board adopted a resolution calling for "a concerted local effort to save on fuels and conserve energy supplies." Directors urged a "common-sense approach" to the problem, and also adopted a resolution urging the Federal government to "discourage oil exports."

Ray Seale, Christmas decorations chairman, reported that lighting of the business sections will proceed as planned, but lighting of the business sections will proceed as planned, but the number of bulbs and the wattage will be cut by about 50 per cent. He explained that the lights could not be easily turned off at certain times, since they are connected with the street lighting system. Therefore, the committee decided to leave them on but to reduce the number and size of bulbs in complying with the President's request to conserve energy.

BUD SNYDER, co-chairman of the ag committee, gave a progress report on the diesel fuel shortage, and also urged directors to consider cattle-feeding industry.

Both Snyder and R.C. Hoelscher, chairman of the governmental affairs committee, reported there was still confusion over the federal program on allocation of diesel fuel.

A news report from Washington Thursday indicated that Rep. Bob Price of Pampa will press for "immediate rescinding" of the penalties or fines levied upon suppliers for exceeding allocation limitations as long as that

excess goes to a critical agricultural need.

The report also stated that local ASCA offices would be allowed to handle hardship applications for increased amounts of diesel fuel for farm producers.

Even with relaxed rulings however, the farmer's allocation still depends on whether or not the oil company has the fuel available. Directors agreed the two committees should continue to study the situation and seek help when needed.

Bill Albright, C of C executive vice president, announced that 396 "usable" questionnaires were returned to his office in a recent labor survey. Albright said Hereford could offer a labor availability of from 300 to 500 persons for certain industrial prospects.

Conkwright appointed a budget committee to start work on the 1974 budget for the Chamber. Wartes was named as chairman, with the executive committee—both incoming and outgoing—to serve on the study group.

Albright announced that Dean Herring will serve as chairman of the annual banquet arrangements committee. The banquet is set Jan. 17 in the Bull Barn with Hartsell Wilson as featured speaker.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowan's Jewelers
Downtown



You Are Invited to Hear the HARVESTER CHOIR

From Southwestern Assemblies of God College
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SUNDAY, NOV. 18, 1973 7:00 P.M.
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22nd Anniversary Sale
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Nov. 18th thru Dec. 24th
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Welcome
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To
Deaf Smith County
Chamber of Commerce
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The ancient Greeks believed that the nautilus, a shell-fish resembling the snail, used its shell as a boat and its arms as a sail.



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TODAY — 1:00 p.m. to 6:00 p.m.

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This house has many unique features designed by D B & S

- ★ 3 bedrooms (2 above 1 below)
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Refrigerated air and central heating... with a patented air system using special basement construction will cut cost of heating and cooling 50 to 60%....



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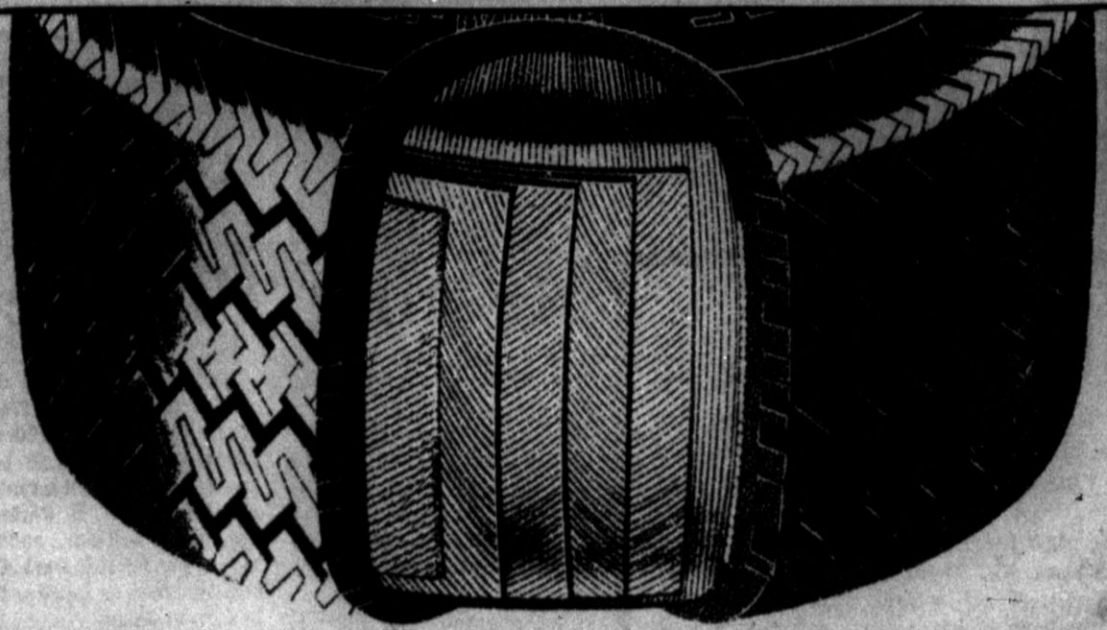
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The Lee GT Radial-Steel Belted. Responsive handling, sure traction you can only get with a radial tire.

- The strength you can get from a belt of steel.
- Long mileage because it's a radial with 2 plies of polyester cord in the body and 4 belts of rayon cord.
- A price that's less than you might expect for a tire this good. But it's from Lee, so you know it's one of the best.

Buy Four at Regular Price and Get the Fifth one FREE!



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Who know tires and sell the Best...



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We've been here 5 years...that means our product must be the best...



There is a Lee tire made for what you need Let us show You.



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SERVICE—

Counts at SHOOK TIRE CO.

We have 5 men to install tires . . . repair tires and maintain tires for longer life. . .

Always - ON THE ROAD or FARM SERVICE



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4-ply polyester tires for riding comfort.



The Lee XL-200 Whitewall Or Blackwall.

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- Four full plies of polyester cord for a comfortable, smooth, quiet ride — and long mileage.
- Low profile and wide tread provide stability and traction, great all 'round performance.
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Buy Four at Regular Price and we'll Give You the fifth one

FREE!

We also feature the finest equipment - And we specialize in Front-end Alignment

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MAY WE SERVE YOU

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Open HOUSE

today 2 p.m. til 6 p.m.



- 104 OAK**
- 3 Bedrooms**
- 2 Baths**
- 2 Car Garage**
- Large isolated Master Bedroom**
- Large Utility & Work Room**

SPANISH ELEGANCE 1970 sq. ft. living area
The home that spells success! Luxury within the bounds of reason tells the story of this magnificent Gerald Boggs home. The completely isolated master bedroom of king-sized proportions with "his and her" bathroom adjoining sets the pattern for other spacious bedrooms. (3 bedrooms, 2 baths)

The utility room is a special feature for the lady's hideaway while the successful executive has a place of his own. This home will enhance the personality of those who live in it through its uniqueness and charm.

Shown by Your Realtor Melvin Jayroe

- 4 Bedrooms**
- 2 Baths**
- 126 OAK**



EARLY AMERICAN 2356 sq. ft. living area
An exciting plan that provides 4 bedrooms each with ample storage space and a living room off the foyer that adds splendor to the home. A large family room is made even more attractive with a raised hearth corner fireplace with sizable bookshelves adjoining. A uniquely designed dining space neighbors the food preparation area. The bay window section faces a most charming patio.

- Corner Fireplace with book shelves, covered Patio, abundant storage, all underground utilities**
- Fenced on 2 sides**

Shown by Your Realtor Lee Umstead
BOGGS CONSTRUCTION CO.
BUILDER

Gerald Boggs is the personification of an American dream come true. Born and raised in the Panhandle of Texas, he hauled lumber, laid tile and worked as a carpenter.

He, like so many men, dreamed of building homes... not ordinary houses, but warm, livable homes to suit the personality of the owner. Ten years ago, Gerald Boggs started building these homes and his highly personalized service has gained him acclaim as a "builder who cares". His strict attention to detail has caused his customers to hold him and his organization in regard and respect.

A Gerald Boggs home is distinguished for its quality. The craftsmanship displayed is assurance of permanent joy to the home owner.

Boggs Construction, Inc. in addition to building homes, has designed and erected apartments and motels.

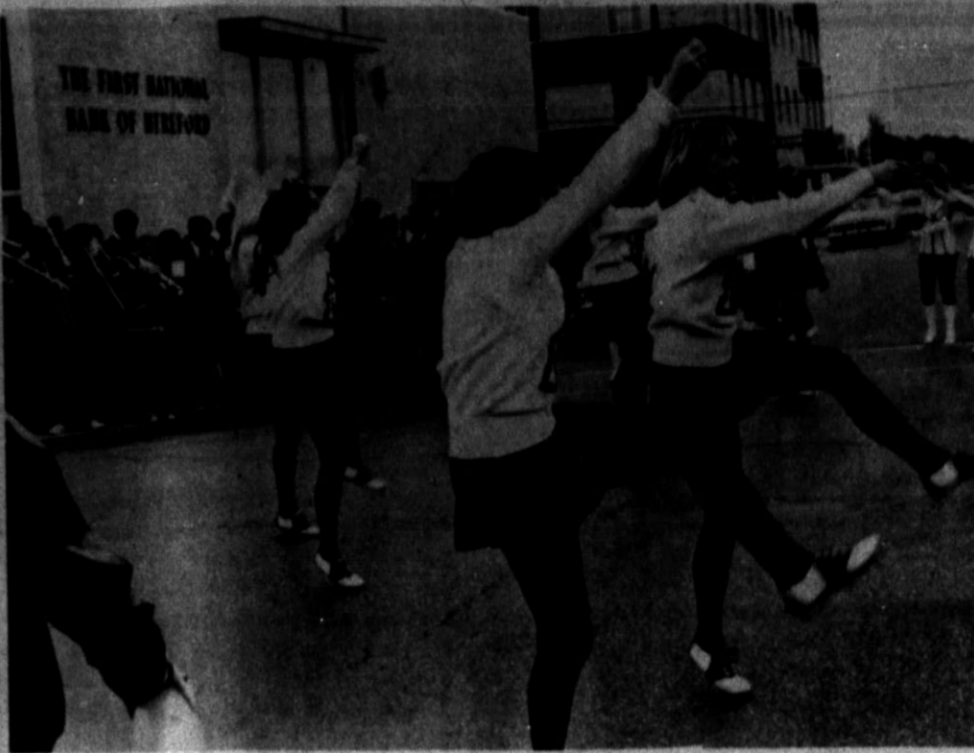
The Boggs family, consisting of Gerald, his wife Elba and children Michael, Debra, Carol Jean and Wanda Gail, resides at 3501 Edgewood in Amarillo. They are members of Bell Avenue Baptist Church.



Quality is remembered long after price is forgotten

These beautiful homes are located in Green Acres addition — For Gracious, comfortable living come to GREEN ACRES

Presented by
Lone Star Agency
364-0555



CHEERLEADERS AT WORK—The Hereford Whiteface Cheerleaders do more work than many athletic fans realize—not only leading the cheers for the teams, but making signs for the dressing rooms and gyms and providing yard signs for team members. The group is shown here during a pep rally downtown.

Know THE Weather

Does bad weather always accompany a very low pressure system?

Bad weather invariably accompanies a very low pressure system unless the pressure dips only for a few hours and then rises quickly. A freak situation does occur occasionally and momentarily the weather will hold good, even as the mercury column falls.

But, invariably, this decline, if not reversed, will bring winds and probably precipitation. Very low pressure means a valley on top of the layer of gases surrounding the earth is above you. Air swirls into this valley from mountains (high pressure areas) and sets up a counter-clockwise rotation motion and a weather disturbance—in this hemisphere.

Below the Equator, the motion is reversed—it is clockwise in low pressure areas, counter-clockwise in high pressure systems.

NOTICE

Sears, Roebuck and Co. is continuing its efforts to locate owners of six models of portable dishwashers because of a possible safety-related defect.

Virginia Hammett, store manager of Sears Hereford, Texas, 421 N-Main, said the models can be identified as model Nos. 587.720210, 587.720211, 587.720310, 587.720311, 587.720410 and 587.720411. The unit can be identified by the model number located on the inside door frame. She said 65,000 units in question were produced since April, 1972.

The spokesman said that in production some door panels were placed in such a manner as to pinch timer motor wires causing a potential shock hazard, if not properly grounded.

Customers were urged to disconnect their units and to contact their nearest Sears unit at 364-3854 for inspection as soon as possible.

Sears said it has reported the possibility of a malfunction to the Consumer Product Safety Commission. There have been no reported injuries.

Sears also sells other models of portable dishwashers. These dishwashers are not affected.

Meeting Planned

Fertilizer-use information will be presented to fertilizer dealers and producers in Extension Districts 1 and 2 during Nov. 27 to Nov. 30, 1973, according to Jim Valentine, area soil chemist with the Texas Agricultural Extension Service.

Valentine says the meeting will be aimed at stretching the limited fertilizer supply to maximum profits. The fertilizer supply situation, fertilization practices for major field crops, micronutrient disorders, and current research will be among topics discussed by industry personnel, producers, Extension specialists and Texas Agricultural Experiment Station research scientists.

Meeting locations and dates are as follows: Nov. 27 & 28 - Easter Community Building in Castro County at 7:30 p.m.; Nov. 28 - Alcove Restaurant, 900 West 5th Street in Plainview from 10 a.m. to 3 p.m.; and Nov. 30 - at the Forrest Park Community Center in Lamesa from 10 a.m. to 3 p.m.

Details of each program can be obtained from the office of the local county Extension agent, Valentine adds.

Those interested are cordially invited to participate in the meeting nearest to them.

Specific topics will vary in order that certain points pertinent to each area can be emphasized, Valentine concludes.



The great 16th century Dutch writer Erasmus wrote that it was effeminate for boys to have white teeth. And he called himself a humanist!

PRE-Thanksgiving Sale

Visit Our **THRIFT CONER**

Long & Short Dresses Asst. Items **1/2 Price**

THE Vogue

19 **CAR COATS 1/3 OFF**

Priced From \$45⁰⁰ - \$89⁹⁵

UNEXPECTED PANTIE HOSE

Reg. \$100 PR. 11⁹⁵ pr.

One Group Early Fall DRESSES

1/3 OFF

All Early Fall Catalina SPORTSWEAR

Stocks - Jackets - Shells Skirts - Vests

1/3 OFF

Broken Sizes but nice selection

One Group Vanity Fair LONG QUILTED ROBES

Reg. \$25⁰⁰ Special Purchase **\$17⁹⁰**

One Group Now JR. DRESSES BY "Peter Thousand"

25% OFF

THE Vogue

Best Moore Owner

Another Group Vanity Fair SHORT QUILTED ROBES

Reg. \$17⁰⁰ Special Purchase **\$12⁹⁰**



La Plata Cheerleaders

Leading the cheers for the Maverick teams at La Plata Junior High this year are these seven girls. Left to right, standing — Pam Cosper, Emma Thompson and Julie Wilcox; front — Kathy Wilson, Denise Coffon, Staci Payne and Pam Whitley.

MAIL EARLY
TO THE ARMED FORCES
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NOVEMBER SALE

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Christmas Cards and Gift Items
CHRISTIAN BOOK STORE
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(To serve you better)

A-1 Beauty and Wig Salon
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Call Phyllis Neill, Peggy Davis
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layered blow cuts and
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"Have you tried
the Perfect Touch?"

PERFECT TOUCH
by *Rilling*

Oversized Motor On Boat Causes Hazard

"There is no such thing as an engine too big for a boat — at least as far as the federal law is concerned.

But the man who puts a 100-horsepower engine on a 14-foot john boat is asking for trouble safety-wise.

Texas Parks and Wildlife Department water safety officials say there is some confusion among boat owners about the recommended size of the engine stated on the boat's capacity plate.

Although these capacity plates have been required by federal law on all monohull outboard boats under 20 feet long since Nov. 1, 1972, the in-

formation on the plates are just recommendations and do not have the force of federal law behind them.

However, say water safety officials, there are some very practical reasons to abide by the maximum horsepower recommendations.

First of all, there is the safety aspect. The recommendations are based by the manufacturer on the size and construction of the boat, and exceeding them could be perilous.

Also, there may be a question of legal liability to passengers in case of an accident. It is still not clear what recourse passengers have toward a boat owner who overpowers his boat.

And while Texas and the U.S. Coast Guard do not regard overpowering illegal, there are states which do.

However, says Parks and Wildlife Department officials, if an officer observes negligent or unsafe operation of a boat, and upon boarding finds that the stated capacity has been exceeded, he will issue a notice of violation for the illegal act and will note on the citation that the

formation on the plates are just recommendations and do not have the force of federal law behind them.

stated capacity was exceeded and by how much.

WHO KNOWS?

- Name the comet that is expected to appear from late November to early January.
- The oldest daily newspaper in the nation was recently sold. Name it.
- How old is this newspaper?
- When was the first American Legion convention held?
- When was England and France connected by telegraph?
- On what day in 1883 was standard time adopted in the United States?
- How many Attorney Generals has President Nixon nominated?
- Name them.
- Name the first Vice President designate to be questioned by the Senate Rules Committee.
- Name the capital of Kansas.

Answers To Who Knows

- Comet Kohutek.
- Alexandria (Virginia) Gazette.
- 189 years old.
- November 8, 1919.
- November 13, 1851.
- November 18th.
- Four.
- John Mitchell, Richard Goodwin, Elliot Richardson and William B. Saxbe.
- Gerald R. Ford.
- Topeka.

CLEAN CARS
J.V. Campbell Motors

USED CARS FROM
CADILLAC TO
VOLKSWAGENS

1973 GMC 1/2 Ton Pickup, Sierra Grande, loaded, long wide, new tires loaded with all the extras. White and beige two tone finish, custom cloth interior, has new camper top, with full insulation. This one is new enough for a show room.

1971 Chev. Vega 3-dr. Hatchback, loaded, beautiful red finish, good tires, low mileage, very sharp little economy gas saver.

1968 Pontiac Lemans 3 dr. 4-top, loaded, low mileage for this model, loaded, custom vinyl interior, has light green vinyl top, beige lower, almost new tires. If you have been looking at 72 models, look at this one.

1969 Ford Pickup 1/2 ton, long wide, small V8, Auto. trans., White and light beige two tone, extra, extra sharp for a 68 model.

1967 Ford 1/2 ton pickup, Small V8, Auto. Trans. long wide, all white, a sharp pickup.

J.V. CAMPBELL MOTORS
321 N. 25 Mile Ave. Hereford

NEW REALTOR ASSOCIATES



Neil Cooper



Barbara Cooper

We are extremely pleased to announce our association with NEIL and BARBARA COOPER, well-known, respected Hereford residents. In addition to being a successful businessman, Neil is an outstanding civic leader, having been president of our Chamber of Commerce, President of the Hereford Lions Club, as well as Lions district offices. Both Neil and Barbara will attend college level real estate courses, along with our own comprehensive training program.

WE CAN SELL YOUR PROPERTY!

Place your land or city property with us today!



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MLS Multiple Listing Service



Equal Housing Opportunity

JCPenney presents
Audrey Hepburn
and **Rex Harrison** in
My Fair Lady.



On NBC TV
for the first time
Thanksgiving Night.

7:00 P.M. on Channel 4

Roundballers Make Clean Sweep Over Canyon

The Hereford Whitefaces opened their basketball season on a victorious note here Friday night, rallying from a four-point deficit at halftime and holding off the Canyon Eagles in the closing minutes for a 62-59 decision.

The Whitefaces moved ahead by 52-45 after three periods, but the battling Eagles came back to grab a 59-58 lead with 2 minutes to go. Mike Albiar hit two free throws to put Hereford back in front, then he fed Dennis Noggler for a lay-up that clinched the victory.

Dan Vander Zee joined Albiar in sparking the Herd's attack as the pair combined for 42 points. Vander Zee tallied 22 and Albiar had 20. Noggler was next with 8 points.

CANYON had three players in double

figures with sharp-shooting guard Wayne Pitt tossing in 21 points. Andy Cooper hit for 16 points, and Lynn Wright added 12.

The teams were fairly even at the free-throw line, too. Hereford hit 12 of 21 at the charity line, and Canyon was 11 of 20. Hereford's Lynn Tarr fouled out of the game in the fourth period, scoring 6 points and doing a good job rebounding.

The Whitefaces played again Saturday night, hosting the Pampa Harvesters, but results were not available before press time.

The team elected captains Thursday night with Vander Zee, Albiar and James Harris named as the three squad leaders. Harris is still with the football team, but

is the only returning letterman beside Vander Zee.

HEREFORD MADE a clean sweep of the games Friday night, as the junior varsity scored a close 47-46 victory and the sophomores won a 45-32 decision. The JV game was close all the way, with Hereford having a big margin at the free-throw line. Craig Nieman and Mike Hull led the scoring with 15 points each, and Jim Arney added 11.

The sophomores led only by 14-10 at halftime but upped the lead in the second half. Muller led the scoring with 10 points and Sigle chipped in 9 for the Hereford team.

WHITEFACE coach Barry Arnwine making his debut as head coach, was

pleased with the opening triumph. "We didn't handle the ball too well at times, but the win should help our team's confidence," he remarked after the game.

Canyon	18	19	8	14	59
Hereford	13	20	19	10	62

HEREFORD (Player, field goals, free throws-total points)—Vander Zee 6-6-22, Albiar 8-4-20, Noggler 4-0-8, Tarr 3-0-6, Winger 1-2-4, Morales 1-0-2. Totals 25-12-62.

CANYON—Pitt 7-7-21, Cooper 7-2-16, Wright 5-2-12, Lair 2-0-4, Collier 2-0-4, Harper 1-0-2. Totals 24-11-59.

JVs And Sophs Lose Final Season Games

Hereford's junior varsity Longhorns and the sophomore Shorthorns both lost their season final grid games Wednesday and Thursday.

The Herd JV lost a 24-13 decision to Lubbock Monterey here Thursday afternoon. David Artho scored on a short plunge for the Longhorns and passed to

Vance Hennington for a 3-yard scoring play.

The Shorthorns went to Plainview Wednesday afternoon to close out their season and lost a 37-12 decision. Hereford's scoring came on a long 65-yard run by Steve Jones and a 20-yard scamper by quarterback Mike Artho.

This is a good time to start training that bird dog.

We're now ready for the autumn business pickup.

Half the truth is often far more dangerous than no truth.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
Cowan's Jewelers
Downtown

Hereford Boxers Win Eight Matches

Hereford AAU boxers won eight matches in an invitational boxing tournament with Canyon and Amarillo here Friday night.

A total of 21 matches were held here with Amarillo tying Hereford also with eight matches won and with Canyon winning five matches in the 21-bout tourney before the good turnout crowd.

The Hereford boxers entered an Amarillo Invitational match in the Golden Gloves Arena in Amarillo Saturday night but results of the tourney were not available by press time.

The results of the matches are as follows:

—Tito Castro of Hereford in a decision over Flip Timmon of Amarillo.

—Mike Morgan of Hereford in

a decision over Brady King of Amarillo.

—Ted Clements of Canyon in a decision over Edwin Smith of Hereford.

—Andrew Griego of Amarillo in a decision over Ruben Rameriz of Hereford.

—Mike McClure of Amarillo in a decision over Terry Smith of Hereford.

—Joe Doss of Canyon in a decision over Mat Morgan of Hereford.

—Fabion Ruiz of Hereford in a decision over Sonny Bohannon of Amarillo.

—Randy Johnson of Canyon in a decision over Garen Flemon of Amarillo.

—Johnny Johnson of Canyon in a decision over Danny Hernandez of Hereford.

—Don Rouse of Amarillo in a decision over Hector Guerrero

of Hereford.

—Jerry Louderdale of Amarillo in a decision over Ernest Castro of Hereford.

—Vincent Guerrero of Hereford with a technical knock-out (TKO) over Robert Johnson of Canyon.

—Charlie Gomez of Amarillo in a decision over Eddy Clemmets of Canyon.

—Odie Lucero of Hereford with a knockout (KO) over Richard Diaz of Amarillo.

—Glenn Griego with a KO over Reynaldo Martinez of Amarillo.

—Bobby Steele of Amarillo with a decision over Juan Ruiz of Hereford.

—Tim Flores of Amarillo with a decision over Roy Pena of Hereford.

—Paul Buckles of Canyon with a decision over Clayton

Faubion of Hereford.

—Romero Guzman of Amarillo with a decision over Felipe Luna of Hereford.

—Raymond Dela Cerda with a KO over Roger Wiley of Amarillo.

—Eddie De Leon of Hereford with a decision over Richard Timmon of Amarillo.

ONE MINUTE SPORTS QUIZ

1. What was the score of the recent Southern Cal-Notre Dame football contest?
2. What was the score of the recent Alabama-Tennessee contest?
3. Name the winner of the Texas Open Golf Tournament.
4. Bill Russell coaches what basketball team?
5. Dick Butkus plays for what football team?

Answers To Sports Quiz

1. Notre Dame 23, Southern Cal 14.
2. Alabama 42, Tennessee 21.
3. Ben Crenshaw.
4. Seattle SuperSonics.
5. Chicago Bears, linebacker.

WOMEN'S PRO TEAM
LOS ANGELES—The West Coast's professional women's football team has been organized. Called the Los Angeles Dandelions, it's one of 10 women's professional football teams in the United States.



Jonathan Livingston Seagull soars with Springbok!

The one-in-a-million bird who inspired millions in Richard Bach's best-selling novel, now soars to greater heights with Springbok. See our exclusive gift collection of Jonathan posters, plaques and key chains today.

McDOWELL DRUG
DOWNTOWN

Gaston's SUGARLAND PRE THANKSGIVING DAY

LADIES READY-TO-WEAR OVER 50 PANT SUITS -By Famous Makers -New Fall Colors -100% Dacron Polyester -Sizes 8 - 18 \$39.90	Young Men's PANTS -Knits & Wovens -Sizes 26 - 38 -Values to \$21.00 \$11.90
OVER 100 POLYESTER SEPARATES -Act III -Dabony Lane -Jack Winter -Devon -Jantzen -And More 1/3 OFF	MEN'S DEPARTMENT OVER 90 SUITS -Double Knit -Solids -Patterns -Values to \$130.00 \$98.00
SPECIAL GROUP PANT COATS -Fake Furs -Sizes 8 - 18 -Assorted Styles \$35.00	OVER 180 SPORT COATS -Double Knits -Solids -Patterns -Values to \$100.00 -Sizes 36 - 52 Reg. & Long \$68.00
BOY'S & YOUNG MEN'S DEPT. Boy's SPORT COATS -Sizes 4 - 20 -Values to \$45.00 -Solids & Patterns \$28.00	OVER 300 PAIR DRESS & SPORT PANTS -Double Knit -Solids -Patterns -Values to \$25.00 \$15.90
Boy's PANTS -Knits & Wovens -All by Famous Brands -Sizes 3 - 16 Reg. & Slim \$6.99	SPECIAL GROUP DRESS & SPORT SHIRTS -Famous Brands -Knits & Wovens -Values to \$15.00 -Sizes 14 - 18 1/2 -Sleeve Length 32 -36 \$11.90
Boy's SHIRTS -Knit & Broadcloths -Dress & Sport -Sizes 3 - 20 \$4.99	- JEANERY - HUNDREDS OF JEANS \$5.00
Young Men's SPORT COATS -Double Knit -New Fall Colors -Values to \$85.00 \$48.00	SPECIAL GROUP CUFFERS 26 - 38 Waist \$9.90 SPECIAL GROUP GIRLS CUFFERS Sizes 5 - 13 \$9.90



No If's, Or's, But's

Herd co-captain Wayne Schumacher, speaking at the pep rally Thursday, told students there were no "if's" about the way the District 4-AAAA football race was going to wind up. "We're going to Lubbock to win the championship," he stated. His prediction was true, as the Herd rolled to a 28-7 win over the Westerners and undisputed possession of the district crown.

WARREN BROS.

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LAY-A-WAY NOW for CHRISTMAS

Here In Texas It's FRIDAY NIGHT FOOTBALL

(Editor's Note: John Jeanson, New York City sportswriter for Newsday, recently visited the West Texas area to write a feature article concerning the enthusiasm surrounding Texas high school football. While in Texas he visited Hereford, attended the homecoming pep rally, parade, and watched the Hereford-Monterey football game. The following is a reprint of his article as was published by the San Antonio Express.)

By JOHN JEANSON
(C) Newsday News Service

HEREFORD—Anyone who never has had chicken-fried steak just wouldn't understand.

Neither would anyone whose morning doesn't begin with pure, cloudless skies, scented by oil refineries or cow manure; anyone who doesn't mark the center of town with the drug store; anyone whose social life runs into more money than a dollar for a movie.

Yet these country constants are not what makes rural Texas unique. They are props for something bigger. Something which is discussed in churches, bars (where they aren't against the law), cafes, schools, Kiwanis Club meetings, oil fields and out on the North Forty. Football, particularly high school football, is the staff of life.

While Sunday is the Sabbath on the dusty plains of the Bible Belt, Friday is GAME DAY, and not even believing in THE SPIRIT quite generates the urgency that believing in TEAM SPIRIT does. Last Friday—in this small cattle town—dawned just as any autumn Friday does in any small Texas community.

Women came to work, at the Hereford Banks and the drug store and the Christian Book Store, wearing white mum corsages with maroon Hs on them. Nearly every man not compelled to wear Levis on the farm opted for maroon slacks or maroon sports coat or maroon tie.

"Everybody wears the team colors today," explained Hereford Brand News Editor Don Richards. Indeed, even the manikins in the two apparel shops' windows on Main Street were dressed in maroon.

Of the 13,414 residents of Hereford, more than 6,000 would be at the Hereford High School football game. "I guarantee," Richards said, "there won't be any no-shows." Hundreds of them would leave work early in the afternoon to attend the pep rally in the high school gym, and more would line Main Street for the parade involving the high school and junior high school bands, cheerleaders and drill teams. Hereford, in West Texas, north of Lubbock, has only 10 traffic jams per year—five after high school parades on Friday afternoons and five after the high school's home football games on Friday nights.

Peering out almost every store window was an eight-by-10 glossy of a high school football player. With a fill-up of gas, customers received a water and oil check, a cleansing of the windshield and a free prediction on the game: "Best damn team we've had in many a moon," it went. "I think we'll whup 'em."

Entire communities like Hereford funnel all of their excess energies into the high school football program for three major reasons:

Isolated as they are, more than 300 miles from the nearest professional team and at least 70 miles to the nearest major college team, there is no team other than the high school for a fan to follow.

There is fierce community pride (I'm From Dimmitt, Dammit! or "Lucky Me, I Live in Lubbock" adorn the car bumpers). Probably because most residents spend their entire lives in the same community.

Football reflects the basic belief of small,

non-industrialized towns: that hard work and the spartan existence makes strong men.

George Kirk, for 14 years a high school coach in West Texas and now an assistant coach at Baylor University, said, "The community EXPECTS a boy who's able to play to play. Football becomes important to the community.

"It's like the feudal times," Kirk said "and each town is a kingdom at war with the other." Gary Shaw, author of the book "Meat on the Hoof," based on his experiences as a University of Texas football player, remembers his high school days in Denton. "There was a deep feeling of community responsibility when you played for the high school team," Shaw said. "You were defending the town against the aliens who were about to attack."

Phil Bonsal, 17, a starting guard on the high school team in the oil and farm area of Dumas (pop. 9,771), is reminded every day that he is representing his town against such invaders as Muleshoe, Canyon and Levelland. "I guess I know about half the people in town," Bonsal said, "but they all know who we (the football players) are. They stop me and ask me if I'm ready for the next game.

Dr. Robert H. Smith, a Dallas psychologist who specializes in teenage problems, experienced the football phenomenon firsthand while growing up in the tiny West Texas town of Anson. "Football is just so readily available to the kids in this situation," Smith

provide a watering system for the field. The football coach has a yearly salary almost double the town's average, and five assistant coaches are paid \$1,500 annually above their teaching salaries.

It is difficult to find a Texan who questions the emphasis on high school football. Frank Vollert, Dumas superintendent of schools, does question the emphasis in the lower grades. "Frankly," Vollert said, "I have reservations for starting the kids at organized tackle football in the second grade, because I think it can discourage some of the quick-growing youngsters. A 10-year-old kid with baby fat may get popped a few times by a smaller kid and give up.

"But," he emphasized, "in the high schools football is a rallying point for the community. There's a genuine spirit and pride in the football team that everyone feels."

So you have magazines like Texas Football, with a 77-page section presenting pictures and previews on every school which plays football (more than 700). In the Panhandle area there is a magazine named "Top-o-Texas Football," 432 pages of pictures, rosters, schedules and praise. Every local town with a local radio station carries the high school game live—except where the station is so small that its license requires sun-down sign-off, and then it carries taped coverage of the Friday night game on Saturday morning.

The football team members are treated like dignitaries at all times. On the field, there are new game uniforms at least two out of three years (home uniforms ordered one year, road uniforms the next, skip the third year if there aren't too many grass stains visible). Many teams have special game shoes (usually white) and many have separate, lighted practice fields so that the game field will be in good shape on Friday night.

The player-to-coach ratio at Dumas is 6-1, while the student-to-teacher ratio is 18-1. For out-of-town games, the players are excused from classes around noon, bused to the game and are provided with snacks before the game (usually toast and honey and hot tea) and a full meal after the game (usually chicken-fried steak, potatoes, one vegetable, iced tea). The going rate is \$2.50 per player and the school always picks up the tab.

The players are honored at weekly pep rallies, when the entire school and many of the local residents crowd into the gym to sing and cheer and holler while the players sit stone-faced like soldiers. Letter jackets used to be a gift from the schools to all lettermen until five years ago, when a statewide rule banned the practice for fear of violating amateur rules.

"I know just how it is," Dr. Smith said. "You go to church on Sunday morning and the preacher will get up and talk about Friday night's football game for 10 minutes. Or you go to the weekly Kiwanis Club luncheon and the thing turns into a booster club meeting."

Texas state high school rules, governed by the University of Texas Interscholastic League, allow for the maximum in football competition. For the largest class of schools, those with enrollments of 1,120 and up, there is even a three-week period of spring practice, pads and all.

There are seven classifications, including eight-man and six-man football for the tiniest of schools, in which state championships are determined. Each classification breaks down into a five-week playoff system, so that added to a team's regular schedule of 10 games, a state champion would play 15 games.

"When it gets to the playoffs," said Danny Andrews, 25, who played at Plainview, "people really go nuts, I saw a quarterfinal game last year between two schools with enrollments of about 150 each and there were four radio stations, two television stations (filming for news reports) and six newspapers there."



said, "In cities that aren't quite as industrialized, there is a definite interest in the spartan life and football is the best avenue for that."

Bill Spann, coach and athletic director at Dumas High affirms that theory. "People in this part of the country are still rugged individualists," Spann said. "We believe that hard work and a challenge are good for a man. One thing which disappoints me in our society is our bad-mouthing of athletics and our drift toward uncontrolled discipline. I feel football is the last place where we have discipline."

Shaw said, "Backing football so completely is not a mindless thing that the people do. It is what they believe. They want their sons to be tough, aggressive, competitive."

So into the high school football program goes fanatic enthusiasm and plenty of money. In Dumas, also north of Lubbock, where the average yearly income per family is approximately \$7,000, the residents voted a local bond issue in 1964 which built a \$316,000 stadium, capacity 6,000. The stadium is constructed of prestressed concrete and steel, with fiberglass sheathing on the seats, and is equipped with six light poles and 100 floodlights, plus an electric scoreboard and double-level press box.

Beyond the basic cost of its stadium, Dumas paid \$2,000 just for grass, \$500 for labor and seeding of the field and \$600 to

In Dumas, they still talk of how former coach Burt Bartlett motivated his team for an important playoff game. He promised that if the Dumas Demons won he would dye his hair green. They did, and he did.

There is such an urgency to win, in fact, that many small communities have their entire youth program dictated to by the high school coach. "We did a study a while back," said Hollis Biddle, associate editor of Texas Football Magazine, "and we found that the real fine high schools will have their coach take charge of the whole program down to the second grade. He'll have those second graders running the same plays as the high school varsity. Getting them ready."

It leads to an intense high school program. Dr. Smith said, "Emotions run so wide for a high school player getting all of this attention. There is pressure from the community as well as glory, so that the youngster can be very happy one week and very depressed the next. Actually there is probably more reality of life in this experience than a 16-year-old can handle, and in some cases it may lead to him going through life looking for the extremes. In

other words, seeing something as an ultimate success or ultimate failure, and nothing in between.

"I see a positive and a negative. Positively, there is a team spirit and community spirit which is truly working. But negatively, there is unrealistic success for these youngsters which can't be duplicated in adulthood."

Shaw feels that small Texas communities will continue to overlook the negative in favor of the positive. "People will move away from football as a basic way of filling community and discipline needs when they find something of value which can replace it. They won't move away from football just because there are some negative things about it," Shaw said.

"I'm not worried about football devouring other important things," said Hereford School Supt. Roy Hartman. "I have a little proverb for that. Take a dinosaur and an ant, and you know that a dinosaur is so big he could mash ants a thousand at a time. But you look around, and how many dinosaurs survived in this world and how many ants?"

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 Flame Proof Tarnish Proof Luxury Quality
 3" x 18' 2 PLY, BOX **59¢**
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 200 STRAND PACKAGE 2 For **25¢**
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 NO. 4106 - 11 1/2" **39¢**
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Shop our complete selection of Christmas tree decorations. We have many styles to choose from all priced at low, discount prices.

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Creative Women Putting Wares In Benefit Sale

ORIGINAL GIFTS and holiday decorations, handmade by a club which calls itself the Creative Women, will be on sale in a bazaar next Saturday as a benefit for the arts and crafts groups at Kings Manor retirement home. Proceeds of the daylong sale will buy equipment and materials for the work which is a social activity, a creative expression and a pleasant pastime for Manor residents.

OPENING AT 9:30 a.m., the bazaar will continue to 5 p.m. in the building formerly occupied by Ward's catalog store in Sugarland Mall. Wearing apparel, home accessories, nursery items and toys, all suitable for holiday giving, will be on sale with unusual Christmas decorations and cards.

MANOR RESIDENTS will have some of their work on sale along with that of the club members. Products of their imagination and nimble fingers are displayed by two groups in the photos at upper right.

DRESSY WINTER TOGS for the younger set are modeled, upper left, by Penny Tubbs, daughter of the Mack Tubbs, and Shyla Gerck, daughter of the Ray Gerks. Caps and cape are samples of the varied crocheted pieces; more sale merchandise is in the background.

STOCKINGS TO HANG by the fireplace are among the Christmas decorations, and a few original greeting cards are standing on the mantel, inspected by Mrs. Ray Gerck, bazaar chairman, and Mrs. Tubbs. (Center left)

MOTHER'S INTEREST in the Raggedy Ann pictures, towels, blankets and bibs is not shared by Jana Pruitt, who prefers to watch the camera. Mrs. David Pruitt is one of the club members who has made numerous bazaar items. (Center right)

KIDS TAKE A HAND in the creativity as Shannon and Shelley Gerck add more decorations to the Christmas sacks which are a good gift-wrap idea for holding things not easily wrapped. Looking on are Penny Tubbs, Ben Burney, son of the Gerald Burneys, and Shyla Gerck. (Bottom right)

CLUB MEMBER who now lives in Amarillo, Mrs. Ross Cooley is formerly of Hereford. She shows some of the many decorative accessories to brighten homes in all seasons, not just at Christmas. Other members not pictured are Mmes. Roy Hartman, John Gilliland, Howard Johnson and Jonny Cloud. (Bottom left)

(Photos by Ann Burney)



Regional Artist Speaks To Club

Paintings with the feeling of the High Plains region were shown by Don Ray of Channing as he spoke to Bay View Study Club Thursday afternoon with The Spirit Of Art as his subject.

Ray, an artist with a growing reputation, paints the country where he lives, at present in the northern Panhandle and formerly in the Big Bend country of Texas and western mountain areas.

Although he showed some of his work, he talked more of his philosophy of the art of living, saying that concentration, discipline and patience are the prime requirements not only for an artist but for anyone who wants to make living his best expression of art.

Appreciation of painting does not always come by training in art, but sometimes by experience in life, he said, adding,

"My father, Ron D. Ray, who has worked on ranches in this county and other parts of West Texas, appreciates a good painting of a horse not because he has learned much about art, but because he knows a good horse when he sees one."

An informal question and answer session followed Ray's talk and members were interested to learn that his home is the old bank building in Channing.

Mrs. Charles Newell and Ruth Budlong were welcomed as guests by Mrs. Gault, presiding for a brief business period.

Members present included Mmes. Robert Josseland, Juston McBride, Ansel McDowell, Keith Simmer, Austin Rose Jr., W.K. Golden, Bill Griffin, John Gilliland, D.N. Gerner, R.W. Eades, Bruce Burney, H.L. Benefield and J.R. Allison.

Dinner To Entertain Families

A custom in Hereford American Legion Post and Auxilliary, the annual Thanksgiving dinner is scheduled at 7:30 p.m. Tuesday in the Legion Hall at Veterans Park, for members and their families.

Guests are expected from Dimmitt, Friona, Childress and possibly other posts and Auxilliary units in Zone III.

Traditional Thanksgiving turkey and dressing will be served, with other dishes which members will bring for the dinner.

Hostesses who are making arrangements for the evening are Mmes. Meinard Koelzer, Jacob King, Bill Gilliland and Ira Ott.

Music Club Has Readings

Several members of the Dawn Music Club gave readings at their meeting Tuesday afternoon in the home of Mrs. Clarence Betzen.

Mrs. Carl Wimberley read an article about the Grand Ole Opry and Mrs. Alfred Smith read Rich, Sad Songs of Nashville.

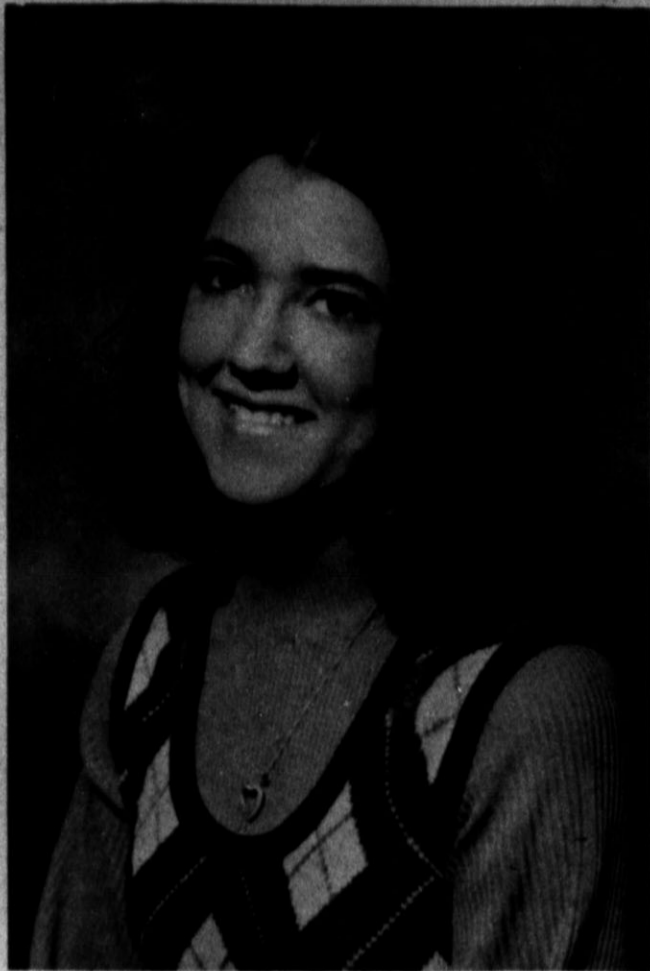
Mrs. Edgar Sowell gave a musical reading, Martins And The Coys, accompanied by Mrs. Wimberley. The barber shop quartet also provided entertainment.

It included Mmes. Ray Stewart, J.B. Caraway, Gene Meachan and Wimberley. Mrs. Jerry Parker and Mrs. Carl Kleuskens played piano pieces entitled Praying in the Chapel and Cruisin' Down the River.

During the business meeting, all members were asked to bring gifts for Veterans to the Dawn Community house by December 5. Also, the club is scheduled to serve dinner at a farm sale at Dawn December 6. There were 12 members present.

F.D.I.C. to study charges on Rebozo stock role.

Alcatraz, now empty and silent, open to public.



Women Present Program

Thanksgiving Arrangement for Today's Living was the program given by Mrs. Bruce Brown and Mrs. W.H. Gentry to members of Bud To Blossom Garden Club Friday in the home of Mrs. Jim Pavlicek.

Fruit and dry and fresh flowers were used to demonstrate arrangements.

Mrs. Harve Williamson was accepted as a new member by the club and Mrs. H.V. Wilhelm was honored as a guest.

In closing the meeting, Mrs. Gentry read a Thanksgiving poem to members who included Mmes. Mack Tucker, Jess Robinson and Sam Long.

Fashion

Styles of the day are reminiscent of thirty years ago. Capes are back—also cape-like sleeves. Scarfs are used around the throat or across a backless dress.

Scarfs or voluminous stoles of soft materials are used with halter style dresses.

Many of the new dresses are floor length.

DECEMBER WEDDING PLANNED — I.D. Rhodes of 238 Beach and Mrs. Jack Bullard of Muleshoe announce the engagement of their daughter, Melinda, to Dennis Hickman, son of Mr. and Mrs. Tommy H. Hickman of Route 3. The couple plan to marry December 28. Miss Rhodes is a junior at Hereford High School and is employed as a receptionist at Jim's Bathe Shoppe. Hickman also attended HHS and is currently employed by Champion Feeders. (Bradly)

Calendar Of Events

- | | |
|---|--|
| MONDAY
El Llano Study Club, home of Mrs. Pete Caviness, 8 p.m.
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions, K-Bob's Steak House, 7 p.m. | THURSDAY
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m. |
| TUESDAY
CowBelles luncheon, Country Club, 11:45 a.m.
La Afflatus Estudio Club, Hospitality Room of Hereford State Bank, 3 p.m.
Rebekah Lodge, Odd Fellows Hall, 8 p.m.
La Plata Study Club Thanksgiving Dinner, Flame Room of Pioneer Natural Gas building, 7:30 p.m.
BPOE Lodge, Lodge Hall, 8:30 p.m.
American Legion and Auxiliary family Thanksgiving supper, Legion Hall.
Progressive Extension Club luncheon, home of Mrs. H.L. Hershey, noon.
Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.
Cable Patrol TOPS Club, Community Center, 9:30 a.m. | FRIDAY
Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.
Campfire Girl Art Exhibit, CFG Lodge.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m. |
| WEDNESDAY
Merry Mixers Square Dance Club, Community Center, 8:30 p.m.
Knights of Columbus, KC Hall, 8 p.m.
Noon Lions Club Center, noon. | Aggie Party Is Planned
A holiday party for area students in Texas A&M University, while they are at home for the year-end vacation, was planned by the Aggie Mothers Club at a meeting Thursday afternoon in First National Bank's Community Room.
Date set was Dec. 28, and the party for the Aggies, their dates and parents, was tentatively scheduled for Pioneer Gas Flame Room.
Reports were heard on a successful bake sale last week, which added to a scholarship fund of the local club.
Present were Mmes. Robert Lloyd, Hilrey Aven, J.J. Durham, Jack Griffin, George Olson and Thurman Atchley. |

Small Talk

By SUE COLEMAN
Women's Editor

IT WAS their highly pleased grandmother, Idle Gearn, who told me the twin boys born Nov. 10 to Keith Ann and Tim Gearn have been named Jason Allan and Dustin Allan. That's right, the same middle name.

The boys were born in Parkland Hospital in Dallas, weighing about four pounds each, and are reported doing well. Keith Ann, who had been in the hospital here and then at Dallas several weeks, has been dismissed for a while but is to return for thyroid surgery.

The Tim Gearn lives at 245 Aspen. The Kenny Gearn of 124 Kingwood and the Keith Howards are the twins' grandparents.

"ABOUT HALF of the town" went down to Houston the first of the week for the Texas Cattle Feeders convention, according to an offhand estimate by Mary Roark.

Anyway Hereford and the Deaf Smith County cattle feeding business were well represented. A great many of the local conventioners went with others from over the Panhandle in chartered planes from Amarillo, leaving Sunday and returning Wednesday.

There was no special entertainment for the wives, Mary said, but since many of the women are actually involved in the industry, they wanted to hear the speakers and go to

business meetings. Then there were some occasions planned to entertain both the women and men, so a good time was had by all.

A VISIT with her mother who lives in Sudan was an extra pleasure for Della Hutchins when she went with some other members of Hereford CowBelles to give a program and spread the idea of a CowBelles group for that town.

Another idea they were spreading, and are spreading here, was that a juicy beef roast would be just the thing for a main dish at the Thanksgiving dinner here in West Texas, where so many beef roasts are growing.

TALKING to Amy Gilliland this week, I learned that another Christmastime show for children will be brought here by the Community Players this year.

It will be the Amarillo Little Theatre production of an old favorite holiday play, Babes In Toyland. Afternoon and evening performances are scheduled, with admission of 75 cents for children and \$1.50 for adults.

Right now the place is not certain; that perennial problem in our city, a place to stage a show, keeps cropping up. But after a canvass of all the possibilities, the Community Players will announce the location, and plan to have seats for lots of children.

Spice, Recipe Shower Honors Nelda Norton

A spice and recipe shower honored Nelda Norton, bride-elect of Paul Hendon, Friday evening in the home of Mrs. Ron Crist, 138 Nueces. The couple will marry January 3.

Receiving guests with Miss Norton were her mother, Mrs. C.P. Norton, Hendon's mother, Mrs. Eugene Hendon, and Mrs. Crist.

Paula Beauchamp and Tracy Stewart served punch and

cakes. A white lace overlay tablecloth decorated the serving table and Shasta daisies edged in blue were arranged in a pottery teapot, a gift of the hostesses to the honoree.

Hostesses included Mmes. Gerald McCallern, Fred Boren, C.P. Wortham, Bill Hutson, Steve Caviness and Crist. Approximately 20 guests attended.

Guest Gives Club Holiday Ideas

Ideas for Thanksgiving meals — table settings, decorations and food — were presented to Hereford Study Club Thursday evening by a guest, Mrs. Bruce Brown, and the program leader, Mrs. W.H. Gentry.

The meeting was in Mrs. Gentry's home with Mrs. Don Robinson as co-hostess. Table centerpieces for holiday dinners were demonstrated by Mrs. Brown and Mrs. Gentry, using fresh and dried flowers, fruits and vegetables. One fruit arrangement was ready for serving as the dinner dessert.

In the business period members agreed to serve as

chauffeurs for Kings Manor retirement home residents during next August, an annual service project in cooperation with the Manor Auxiliary transportation committee.

Plans were completed for the club Christmas party Dec. 6, a dinner at Civic Club Center with members' husbands as guests.

Those at the meeting included Mmes. Bob Poston, Merlin Kaul, Noble Howard, Roy Hartman, O.Z. Golden, Cawthon Bryant, T.E. Braddy, B.F. Cain, R.N. Yarbro, Ed Wilson, Joe Story and Melvin Thompson.

LAY-A-WAY-XMAS GIFTS
Cowan's Jewelers
Downtown

TIRES RECALLED
AKRON, OHIO—The Firestone Tire and Rubber Company reports that it was recalling 2,592 truck tires because of inadequate vulcanization that could result in the tires overheating.

EVERYONE INVITED TO OUR CHRISTMAS OPEN HOUSE TODAY 2 - 5 P.M.

- ★ CANDLES
- ★ CHRISTMAS CENTERPIECES
- ★ DOOR PIECES
- ★ REFRESHMENTS
- ★ DOOR PRIZES

PARK AVENUE FLORIST and GIFT SHOP

Smartest Way To Greet The Fall Season

29⁹⁰

You'll love the elegant look of fake fur for fall. Various styles and trims to choose from. You have a choice of brown, poprika, purple, rust, or royal blue. Sizes 7-15.

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Genuine leather, Genuine crepe, Genuine comfort

FLORSHEIM

"We care about your foot"

At Gattis Shoe Store IN SUGARLAND MALL

For Your Christmas Shopping convenience, We will be open Late Every Night from Thanksgiving until Christmas Except Sundays.

Cultural Club's Subject Is 4-H

New programs for 4-H Club members as well as those continued from past years, were explained by Mrs. Bruce Terry, a 4-H Club leader in Deaf Smith County, and Joyce Shipp, extension agent, as guest speakers to Cultural Extension Club Thursday.

A morning meeting of the club was held in Mrs. Hilrey Aven's home for the program on the youth organization.

The annual family supper for club members and guests was scheduled at 7 p.m. Nov. 29 in Pioneer Gas Flame Room.

Mrs. Aven's sister, Mrs. Gene Noel of Canyon, was a guest. Members present were Mmes. Grady Parsons, John Hunter, M.H. Wiseman, M.W. Sumner, Ira Scott, Tom Hargrave and Paul Corbett.

Seaver is voted his second Cy Young Award.

Welcome Hereford Pure Milk To Deaf Smith County Chamber of Commerce Envoied By Dorrel Jones



ENGAGEMENT ANNOUNCED — Mr. and Mrs. Carl Sciombato, Route 5, announce the engagement of their daughter, Linda, to Tim Northcutt, son of Mrs. Jim Blakey, 510 McKinley. The couple will marry December 15 in St. Anthony's Catholic Church. Miss Sciombato is a senior at Hereford High School and is employed at Westgate Nursing Home as a nurses aide. Northcutt also attended HHS and completed four years of duty in the U.S. Army. He is currently employed at Fair Fax Industries in Amarillo as a salesman.

Club Dines With Guests

Dinner in the Thanksgiving spirit, with members' husbands as guests, was served Thursday evening when Mothers Needle Club met in the home of Mr. and Mrs. Haskell Benson.

Places were laid for Messrs. and Mmes. Ellis Carter, H.E. Lindley, Joe Davenport, J.L. Shirley and Benson; Mmes. Claude McClure and Hattie Jones.



TOMATOES WERE NOT EATEN IN THE U.S. UNTIL THE 1830'S!



WORKING TO BEAUTIFY — Planting bulbs for bloom next spring in the flower bed at the entrance to Westgate unit of Kings Manor retirement home are, from left, Mmes. Melvin Jayroe, Jack Renfro and Travis McPherson. They are members of the beautification committee of Deaf Smith Chamber of Commerce Women's Division, which planted more of the bulbs at the chamber office on North Main. Mrs. Jayroe is committee chairman.

Gourmet To Give Program

A gourmet cooking demonstration will be the program at the November luncheon of Hereford CowBelles, at 11:45 a.m. Tuesday in Hereford Country Club.

William J. Murphy of the Lone Star Company, Dallas, will be the program guest.

Also at this meeting, members will cast their votes for the Hereford CowBelle Of The Year, Mrs. Bob Josseland, president, announces.

Reservations for lunch are to be made with telephone committee members, at \$3 each.

BSP Rituals Are Planned By Council

Fall rituals for Beta Sigma Phi, to be conducted at 7:30 p.m. Tuesday in Community Center, were planned in detail at the City BSP Council meeting this week at the home of Mrs. Johnie Burkhalter.

Planning began for the sorority's annual Valentine ball, where a queen and princesses chosen by members of the four local chapters will be presented.

Final reports were heard on the recent area convention held here, and council members voted thanks to merchants who contributed door prizes and floral decorations, with special appreciation to Gaston's store for presenting a style show and to Hereford Community Players for staging a comedy as an evening's entertainment.

Dollar stronger in European markets.

Hereford Cowbelles Trio Visits Neighboring City

Three members of Hereford CowBelles visited in Sudan recently, gave a program on the Rotary Club, took educational pamphlets on beef to the school homemaking department, and toured a new cattle feeding lot near the town.

Mrs. N.E. Tyler, 1974 president-elect, Mrs. Reece Lawson and Mrs. David Hutchins went from the Hereford organization with the aim of interesting Sudan residents in a CowBelles chapter.

History and purpose of the CowBelles were sketched in the club program, emphasizing the importance of beef production to this area and of beef in nutrition. Suggestions of serving beef for Thanksgiving were made.

A Hereford banker's views, used as part of the program, compared the price of beef and

other farm products with a "balloon band note, where the borrower makes small payments and then the balance falls due and must be paid.

Consumers have paid low prices for beef while the producer lost money, and now the balloon note is coming due, the banker pointed out. Beef prices in the United States and other countries of the world were compared.

Invited to Sudan High School, the Hereford women gave the homemaking classes a Texas Grain-Fed Beef Cook-Off Recipe book. One of the recipe winners is Rod A. Bowling, who graduate from Sudan High a few years ago.

Jerry Stokley, assistant manager of Sudan Livestock Feeders yard, conducted a tour of that lot.



BEEF PROMOTERS — Carrying the CowBelles' story for promotion of beef-eating, three members of the Hereford group were in Sudan recently to urge formation of a similar organization there. They spoke to the Rotary Club and visited the school homemaking department to leave literature and recipes. From left are Mrs. N.E. Tyler, Mrs. Reece Lawson and Mrs. David Hutchins.

Comings And Goings At Kings Manor

By FAYE GAUGGEL

Dinner guests of Roy Thornton were Mr. and Mrs. Randal Price of Amarillo and Mrs. Wanda Amo of Brownfield.

Buddy Roland was a recent

Club Observes Annual Dinner

North Hereford Home Demonstration Club held its annual Thanksgiving family dinner Thursday in the Flame Room of Pioneer Natural Gas building.

Argen Draper, county extension agent, presented a program entitled What's New and Different to club members and guests.

During the business meeting, it was reported Paul Hoff was a patient at M.D. Anderson Hospital in Houston.

Guests present were Mr. and Mrs. Doyle Johnson, Mr. and Mrs. Jim Thompson, Mmes. Edgar Hartley, Cliff Jones, Micky Brisendine, Saleeta Brink, Mack Tucker and Lynn Brisendine.

Thirteen members were present.

CELEBRATES BIRTHDAY SCHENECTADY, N.Y. — Dr. William D. Coolidge, the scientist who invented the X-ray tube has celebrated his 100th birthday. The "Coolidge tube," unveiled in 1913, made possible modern medical and industrial X-ray technology.

Keepsake

 VENTURA
KESTER'S JEWELRY
 Across from the Post Office
 in Downtown Hereford

dinner guest of Mrs. Don Davidson.

Carrie Hendrix's guest was her daughter, Yvon Jones of Panhandle.

Tom Nisbet's daughter, Mrs. Marine Sims of Oklahoma and son, Joe Nisbett of Dalhart, visited him recently.

About 26 guests from Pampa

Club Members Take Trip

A trip to Amarillo for a lesson in one-stroke was taken by members of the Ceramics Art Club Wednesday.

Leaving from the Community Center Wednesday morning were club members, Mmes. W.C. Hromas, O.H. Culpepper, Marcel Fischbacker, W.J. Stengel, W.S. Fluit, Earl Brookhart, Lloyd Kirkeby and Leona Seavey and Zelma Kuykendall.

The president's prize was won by Mrs. Brookhart at the covered dish luncheon.

District of the United Methodist Church came to Kings Manor for a luncheon. The Rev. Jack Elzy of Borger, district head of health and welfare affairs, had arranged the occasion.

The group was also making a tour to visit other church-affiliated installations of the area. The Rev. Ted J. Dotts is district superintendent of Pampa District.

At the Manor, place cards made of geranium leaves were interspersed with those of our 64 residents' cards so that guests and residents could relate to each other more easily.

The Rev. Dewitt Seago, chaplain of the Manor gave the invocation. Director Richard Snow presided from the speakers' table where Mmes. Ola Davis, Anna Blake and Mary Helen Fischer were seated. Those three have been at the Manor since it has been in operation.

Toward the middle of the meal Mrs. Don Davidson was asked to call names of our residents who in turn introduced themselves and told where he or she came from. Several of us sneaked in a plug for the Manor.

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 Create a whole new look. Have your diamond mounted in a sensational new setting from our collection of earrings, pins, pendants and rings. We promise quality craftsmanship at a moderate price.

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Beat the Christmas Shopping rush, while our selection is greatest and you have ample time to use our Lay-away plan to your advantage. Help Santa by shopping early!

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- Pullover Sweaters

—PLUS MANY MORE APPROPRIATE GIFT ITEMS—

We have something for everyone on your list from the Grandson to Grandfather and it's all moderately priced for additional savings yet our entire stock of men's furnishings are all manufactured by the leader in their respective fields.

Our Shoe Department features Shoes for the entire family!
SHOES FOR MEN, LADIES and CHILDREN
 Dress Shoes, Work Shoes, Boots, Rubber Foot Wear all in the very latest Fashions. Color and Styles and again you'll find only name brands for one and all!

ALL ITEMS GIFT WRAPPED FREE
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 DOWNTOWN SINCE 1921
 "Come in you are always welcome to browse around"

MONTGOMERY WARD BATTERY SALE
 ALL BATTERIES ARE WET AND READY

GROUP	DESCRIPTION	SIZE	QUANTITY ON HAND	REG. PRICE EACH*	DISCONTINUED PRICE EACH*	MONTHS OF GUARANTEE**
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27	ESP	12 Volt	4	39.95	23.98	60 Months
22 F	Heavy Duty	12 Volt	5	28.95	18.48	42 Months
24	Heavy Duty	12 Volt	1	28.95	18.48	42 Months
27	Heavy Duty	12 Volt	3	28.95	18.48	42 Months
60	Heavy Duty	12 Volt	3	28.95	18.48	42 Months
27	Heavy Duty	12 Volt	3	34.95	20.48	48 Months
27 F	Heavy Duty	12 Volt	2	34.95	20.48	48 Months
24 F	Heavy Duty	12 Volt	2	34.95	20.48	48 Months
24	Heavy Duty	12 Volt	3	34.95	20.48	48 Months
22 F	Heavy Duty	12 Volt	8	34.95	20.48	48 Months

* WITH OLD BATTERY **EXCEPT COMM'L USE

114 PARK AVE. HEREFORD, TEXAS 364-5801



Psychedelic Set Placed For Dance

With a psychedelic theme, a dance for junior high students at Hereford Country Club Friday evening was held in a multicolored setting as children of club members entertained their friends.

Hostesses and hosts were Stacy Payne, Kathy Wilson, Pam Whitley, Doug Josseland, James McDowell and Randy Marrs.

They were assisted by their parents, The Marshall Wilsons, Gerald W. Paynes, J.W. Robinsons, W.C. Russells, Joe Whitleys and Bod Josseland. Music for dancing was the Strey Leaf.

Paper streamers in brilliant colors lined the foyer, with matching balloons overhead. Banners, posters and signs in the youth cult mode decorated the rooms, strating with a sign outside the door, Can You Cut It, on a huge bare footprint.

More of the footprints are varied colors and miniature size, bloomed on a bare branches sprouting from soft drink cans on tables around the dance floor. A large figure of the sophisticated dog, Snoopy, in dark glasses, presided on the refreshment table. Flashing lights gave appropriate illumination to the scene.

SCHOOL Lunch Menu

JUNIOR HIGH HIGH SCHOOL

MONDAY—Steak and gravy or steamed wieners, mashed potatoes, green beans, peach cobbler, rolls, butter, milk.
TUESDAY—Burritos or hot tamales, pork and beans, mixed

greens, pineapple cake, school bread, butter, milk.

WEDNESDAY—Hamburger or barbecue on bun, potato chips, fruit, cookie, buns, milk.
THURSDAY—THANKSGIVING.

FRIDAY—THANKSGIVING. ELEMENTARY SCHOOLS

MONDAY—Steak and gravy, mashed potatoes, green beans, peach cobbler, rolls, butter, milk.

TUESDAY—Burritos, pork and beans, mixed greens, pineapple cake, school bread, butter, milk.

WEDNESDAY—Hamburger, potato chips, fruit and cookie, buns, milk.

THURSDAY—THANKSGIVING. FRIDAY—THANKSGIVING.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY—Fish patties with tartar sauce, buttered corn, tossed salad, brownies, rolls, butter, milk.

TUESDAY—Turkey and dressing with gravy, cranberry sauce, peas, fruit salad, buttered bread, milk.

WEDNESDAY—Ranchburgers, potato chips, fruit pie, milk.

THURSDAY—THANKSGIVING. FRIDAY—THANKSGIVING.



Mrs. L.W. Norvell
... Division I director

DAR Post Given To Mrs. Norvell

Appointment of Mrs. L.W. Norvell as director of Texas Division I, Daughters of the American Revolution, was announced by Mrs. E.S. Brainard of Amarillo at the Thursday afternoon meeting of Los Ciboleros Chapter, DAR, in the home of Mrs. Roy Smith.

Mrs. Norvell, who is serving as regent of the local chapter, received the appointment from the state regent, Mrs. F. Hastings Pannell of Midland. Division I comprises the entire Texas Panhandle.

The DAR Good Citizen Award for 1973-74, an annual honor to a high school student here, was presented to Kathy Bell, daughter of Mr. and Mrs. Charles Bell.

Second of the Bell's daughters to be so honored, Kathy was selected by high school faculty

committee from a panel of three seniors chosen by vote of senior girls.

Contributions for Indian programs and DAR schools were received by Mrs. Jack Gilliland, chairman, while Sue James collected donations to the DAR service for veterans.

Mrs. Stan Knox commented on slides from national DAR headquarters for a program titled What The Daughters Do.

Mrs. Gilliland was co-hostess with Mrs. Smith. Others present were Amy Downing, a guest, Mildred Elliott and Mmes. J.J. Durham, G.T. Downing, T.J. Carter, N.D. Bartlett III, William D. Johnson.

Also Mmes. Jess Robinson, Joe Reinauer Sr., Steve McWhorter, C.F. Newsom, J.R. Johnson, Alfred Smith and Bell.

ALONG THE FRIO

By MRS. OWEN ANDREWS
Brand Correspondent

The Rev. and Mrs. Sam Ogan and Sammy Ogan went this week to Dallas to attend the Bill Gothard Bible Conference. They will visit relatives in the area also, and be home the first of this week.

The Rev. Chester O'Brian of Amarillo, Baptist area missionary, will preach at Frio Sunday morning and evening. A light supper and fellowship is planned for after church Sunday evening.

Frio Homemakers Club met Tuesday in the home of Mrs. J.E. Warrick. The program was given by Mrs. Weldon Stephen who discussed and brought displays for Christmas decorating ideas. Also some Christmas gifts which can be hand made were shown.

Mrs. Herbert Bruns discussed Choosing Children's Toys, and brought out the ideas of safety features to be noticed in selecting suitable toys.

Roll call was answered by "A most useful gift I have received". Others present included Mmes. Annie Lee Dobbins, D.F. Yandell, Fred Walton, T.L. Sparkman Jr., Eugene Baldwin, Laura Littrell, Henry Andrews, Jack Andrews, Owen Andrews, Frank Robbins, Harlan Barber and Miss Alma Andrews.

Honored with a birthday skating party. Tuesday were sons of the Tony Urbanzyks, Mark and Brian, and their cousins, Andy and Micky Stengel, son of the J.W. Stengels. Their mothers hosted the group of children at the Hereford Skating Rink.

Friends of Mrs. Annie Springer will be interested to know she was released from St. Anthony's hospital Nov. 10 after about 10 days of tests there. She has been with her daughter,

Mrs. Elbert Summers, and Mr. Summers for several weeks. An appointment with her Amarillo specialist was scheduled for this Tuesday, also.

Mr. and Mrs. Tommy Sparkman and children, Mr. and Mrs. Eugene Baldwin and family and Mrs. B.H. Baldwin visited the Wesley Earps at Denton, during the last weekend. Saturday the group went to the Six Flags Over Texas show at Fort Worth.

Mr. and Mrs. John Simpson have moved into Hereford, during the past week. They lived in this community since during the '40s and are members of the Frio Baptist Church. Mr. Simpson will celebrate his 90th birthday next spring so they are moving to be nearer the sons, J.C. and Robert Simpson. The new home is at 119 Star Street.

Mr. and Mrs. Clark Andrews visited Rocky at Oklahoma Panhandle College, Goodwell, during the weekend. They had lunch Sunday with Mr. and Mrs. Arthur Betts and two children at Keyes, Okla. Betts is a former resident of this community.

Hazel Cole of Yuma, Ariz. visited during the week with the Floyd Coles, H.E. Lindleys and other friends in the area. She also went to Oklahoma City for a routine health check.

Mr. and Mrs. Harold Shearhart of Vinita, Okla. were to be here during the weekend to visit her brother, Floyd Cole and family.

When a man loses his desire to do things well, he's done for.

JAMES FENIMORE COOPER
Author James Fenimore Cooper was born on Sept. 15, 1789.

ENGAGED — Mr. and Mrs. E.A. Hartley of 321 Cherokee announce the engagement of their daughter, Belinda, to Dean Kirby, son of Mr. and Mrs. V.L. Kirby of Dimmitt. The wedding is planned for February 9 in First Baptist Church. Miss Hartley is a graduate of Hereford High School and an employe here of Tucumcari Industries, and her fiancé, who attended Dimmitt schools, is employed with Dimmitt Redi-Mix Co.

Mrs. Sears Tells Kiwanians About Museum Collections

Mrs. Henry Sears, Chairman of the Deaf Smith County Museum Board of Directors, told of the different areas of the museum's exhibits to the Whiteface Kiwanis Club at their breakfast meeting on Friday.

Mrs. Sears told how the museum had developed excellent exhibits like a country store, gun collections, clothing from a bygone era and other West Texas relics. The museum

also houses biographical information about Deaf Smith, Texas scout and namesake of Deaf Smith County.

The Whiteface Kiwanis went on record as congratulating the museum board and volunteers for their work during the six years of the institution's existence. The club also went on record as congratulating the Hereford Whiteface football team on their fine season and encouraging them to win State.

Wayne Keeter, popcorn sales chairman, announced at the meeting that sales were in excess of \$840. He and President Cecil Boyer encouraged members to sell all the popcorn that was still available. Profits

from the popcorn sales and similar fund raising activities help finance youth oriented activities in the Hereford area.

SUCCEEDS ULBRICHT
BERLIN—Premier Willie Stoph has been elected by the East German parliament as successor to the late Walter Ulbricht as chief of state.

MEANEST ROBBER
LEBANON, IND.—Having planted a large garden to relieve his food bill, George Klink awoke one morning to find his entire garden gone. Someone had made off with five rows of corn, several rows of tomatoes and one-half bushel of beans.

22nd Anniversary Sale
From
Nov. 18th thru Dec. 24th
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 <p>CREOSOTE POST 3" x 6 1/2" ...99¢ 30 YEAR GUARANTEE</p>	 <p>CEILING TILE NO. 12" X 24" TWIN TILE SMOOTH WHITE 10 1/2¢ SQ. FT.</p>
 <p>SPECIAL \$19.95 PER 100' BF</p> <p>1X12 NO. 3 RESAWN DECKING</p>	 <p>NO. 96 LAME 12" X 12" SPUN GOLD ON WHITE 21 1/2¢ SQ. FT.</p> <p>1/4" ELECTRIC DRILL \$7.99</p>

FARM DISCOUNT LUMBER & COMPANY
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Member American Gem Society
Downtown

GOOD DEAL TIME

on Reliable Used Cars

- 1973 GRAND PRIX Maroon, Extra Sharp, Low Mileage
- 1972 FORD LTD. 4 Door Loaded, One Owner Local Car Clean
- 1971 CHEVY IMPALA 4 Door, Hard Top, Extra Nice, 3 to Choose from
- 1971 KINGSWOOD ESTATE 9 Passenger Wagon, All the extras, New Tires, Excellent Condition
- 1971 BONNEVILLE 4 Door, Loaded, Sharp and extra clean
- 1971 FORD TORINO 2 Door Hard Top, 39,000 Mile, A very clean car
- 1970 GRAND PRIX-REAL GOOD-REAL CLEAN CAR
- 1969 CHEVY IMPALA Custom Coup, Green/White, A real nice car
- 1969 BUICK Le SABRE 2 Door Hard Top, Real good cars, 2 to choose from
- 1968 PONTIAC BONNEVILLE 4 Door, Local one owner, clean car

GMC PONTIAC BUICK

John Orsborn Buick-Pontiac
142 Miles Hereford, Texas 364-0990



PAINTINGS FOR SHOW — Mrs. Charles Springer, right, coordinator for the Campfire Girl art contest which will be climaxed with a show and tea open to the public this afternoon, and Mrs. John Gilliland, a Campfire group leader, look over some of the early entries at the Campfire Lodge.

First Art Show For CFG Today

An art show-tea to display entries in the first Campfire Girl art contest in Hereford, is scheduled from 3 to 5 p.m. today in the Campfire Lodge, with the public invited. There will be no admission fee.

Winners in the contest have been determined and their paintings, which are eligible now for a national contest, will be distinguished in the show today. Cash prizes were awarded these entries.

Jean Barber and Helen Lesly won first place in a tie; Angela Hartman and Helen Lesly share second place honors, Rita Collins and Genell Hartman third place. Judges made the double awards, saying it was too difficult to select only one. They also chose for

honorable mention the entries of Melanie Peeler, Jan Brun, Sheri Whitaker, Kathy Milton, Jolanna Crump, Laurie Higgins, Doris Hill, Susan Hamby, Cynthia Easterwood, Cynthia Streu and Tania Wilson.

Quality of the entries was praised and all the 46 girls who placed their work in this first Hereford Campfire Art Show were commended.

Leaders hope to make the contest an annual event here. They also plan to secure for Hereford a 1974 showing of the 55 pictures which will be selected from national entries for a tour.

Mrs. Charles Springer is serving as coordinator for the show today.

Christmas Seal Campaign Lagging Behind In Area

Mrs. Jewel Smith of Hereford said the Christmas Seal campaign, which finances an area program against emphysema, TB, asthma, and air pollution, is lagging behind last year.

"We are working on a massive attack against cigarette smoking among students, through a peer-teaching program in which trained older students teach the younger ones the foolishness

and danger of getting hooked on cigarettes," she said. "And we certainly do need the public's financial support to carry this educational fight on to the finish."

Mrs. Smith said that the country is paying a terrible toll for its smoking habits in terms of emphysema, sudden death through heart attack, and lung cancer. She urged all Deaf Smith residents to contribute to

the Christmas Seal community health and research work.

Serving with Mrs. Smith on the Lung Association's program board are Mrs. June Rudd and Dr. Clyde Rush.

Confidence must get mighty weary of waiting to be restored.

The guy who takes his own time often robs another of his.

Economy is one tune that can't be played without practice.

Some take desperate chances because they've nothing to lose.

Quick Recipes Demonstrated

Pantry Meals With Ease was the program given by Mrs. Charles Packard and Mrs. Leroy Bodkin to members of Wyche Extension Club Thursday afternoon in the home of Mrs. Ira Ott.

Mrs. Packard demonstrated to members how to cook Baltimore chicken and Mrs. Bodkin showed how to bake raised biscuits.

During the business meeting, the annual holiday dinner was scheduled for December 1 in the Flame Room of Pioneer Natural Gas building.

Plans were also made for the

Christmas and gift exchange party to be held December 13, in the home of Mrs. L.B. Worthan. December 9 was the date set for a birthday party for Westgate residents.

Members present were Mrs. E.C. Hewitt Jr., Frank Duncan, Ellwood Skypala, H.L. Ward, C.F. Newsom and Wayne Jones.

Jewelry Gifts are Lasting

Cowan's Jewelers

Downtown



Brown Antique
Black with Red Antique

28⁰⁰



White & Wine

Palm Springs Patents

Step out in fashion... have a fling. Feel like you want to feel... look like you want to look. Come in soon for new Nunn-Bush Palm Spring Patents.

31⁰⁰

Harman's
DOWNTOWN

MONTGOMERY WARD

TIRES! TIRES! TIRES!

PRICES SLASHED FOR FAST SELLOUT!

ALL TIRES PRICED AND TAGGED FOR IMMEDIATE SALE—HURRY IN! STOCKS LIMITED...

ALL TIRES WITH TREAD WEAR GUARANTEE

BLACKWALLS, WHITEWALLS

FAST, FREE MOUNTING

CHARGE IT WITH WARDS CHARG-ALL

SIZE	DESCRIPTION	TREAD WEAR GUARANTEE	REG. PRICE EACH*	SALE PRICE EACH*	PLUS F.E.T. EACH
6.50-13	H.S.T. - 4 Ply Nylon - Blackwall	36 Months	\$ 25.00	\$ 12.50	\$ 1.73
8.25-14	H.S.T. - 4 Ply Nylon - Blackwall	36 Months	33.00	16.50	2.24
8.25-15	H.S.T. - 4 Ply Nylon - Blackwall	36 Months	33.00	16.50	2.30
8.55-15	H.S.T. - 4 Ply Nylon - Blackwall	36 Months	36.00	18.00	2.47
7.00-13	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	30.00	15.00	1.88
6.75-14	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	29.00	14.50	1.88
	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	33.00	16.50	2.09
8.55-14	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	39.00	19.50	2.43
7.75-15	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	33.00	16.50	2.11
8.55-15	H.S.T. - 4 Ply Nylon - Whitewall	36 Months	39.00	19.50	2.47
A-78-13	22-78-2 Ply Nylon +2 Glass Belts Blackwall	24 Months	24.00	12.00	1.81
E-78-14	22-78-2 Ply Nylon +2 Glass Belts Blackwall	24 Months	28.00	14.00	2.31
F-78-14	22-78-2 Ply Nylon +2 Glass Belts Blackwall	24 Months	30.00	15.00	2.50
F-78-15	22-78-2 Ply Nylon +2 Glass Belts Blackwall	24 Months	30.00	15.00	2.54
G-78-15	22-78-2 Ply Nylon +2 Glass Belts Blackwall	24 Months	33.00	16.50	2.73
E-78-14	22-78-2 Ply Nylon +2 Glass Belts Whitewall	24 Months	31.00	15.50	2.31
F-78-14	22-78-2 Ply Nylon +2 Glass Belts Whitewall	24 Months	33.00	16.50	2.50
G-78-14	22-78-2 Ply Nylon +2 Glass Belts Whitewall	24 Months	36.00	18.00	2.67
F-78-15	22-78-2 Ply Nylon +2 Glass Belts Whitewall	24 Months	33.00	16.50	2.54
G-78-15	22-78-2 Ply Nylon +2 Glass Belts Whitewall	24 Months	36.00	18.00	2.73

*Due to the importance of proper vehicle maintenance in delivering stated mileage, Montgomery Ward will rotate tires purchased at retail or catalog stores having installation facilities free of charge, every 5,000 miles. Wheel alignment and wheel balance may be checked at that time.

*Montgomery Ward will repair nail punctures free of charge for the full term of the tread wear-out guarantee.

WE HAVE MANY OTHER SIZES AND STYLES NOT LISTED AT UNBELIEVABLE CLOSE OUT PRICES COME BY AND LET US SHOW THEM TO YOU.

*WITH TRADE-IN TIRE OFF YOUR CAR.

CAMPUS

America's biggest selling sportswear.

MEN'S BRUSHED ARGYLE SLEEVELESS SWEATER

Fashioned here in classic V Neck design in 100% Du Pont Orlon
Colors - Green, Blue & Gray White, Brown, Wine & Gold
6.99 to 9.99

ALSO BOY'S SIZES

Large Selection
MEN'S 65% Dacron 35% Cotton Long Sleeve Permanent Press
SHIRTS 4.99 to 11.99

also
DOUBLE KNITS

FREE GIFT WRAPPING

BUY NOW FOR XMAS

MEN'S LONG SLEEVE SWEATER SHIRT

The time of the turtle is now!
100% Virgin Orlon with varied Rib Stitching choice of latest Solid Colors
4.99 to 7.99

Harman's
DOWNTOWN

SAVE ON THESE BIG TIRE VALUES—JUST SAY "CHARGE IT" WITH CHARG-ALL

you'll like **WARDS** 114 E. PARK AVE ... — HEREFORD — ... PHONE 364-5801

H. D. Chatter

By Argen Draper
Home Demonstration
Agent



THE TV PROGRAMS on Channel KVII Wednesday were less painful than we expected, when we were encouraged by Sue Farris, District Agent, to come to Amarillo to discuss the Panhandle Economic Program. Anyway, we hope we did all right and we did try to boost Hereford a bit. Too, my first fan letter was from Roy Messer, freshman at West Texas. Roy called while we were on the air and it caused quite a stir among the personnel at the station. Some of the employees said they'd worked years and had never gotten a fan letter. Anyway we were flattered at the attention. Do you suppose Bedford Forrest will leave his program with Bill Clymer, Sue Farris and me again?

struction is really going fast. All of us are so proud of the building and the expanded library facilities. LAST SATURDAY we saw Sybil and C.W. Edwards who were visiting Deaf Smith County friends including Mrs. Phillip Miller. C.W. is salesman for Pine Tree Ear Tag Company. The tags come in ten non-fade colors in durable plastic and will last for life. The loss of the tags has been less than one per cent. It's a new idea and we think it seems practical. The Edwards formerly lived in the Sims Community but now reside in Dodge City. WE ENJOYED a visit with Nelvis and Carol Knowles. We

got some laughs out of the time one of Tom Draper's "friends" kept bidding in Tom's name on a burro. At the time, Tom thought it was a break he didn't get the burro, but now with the energy crisis, the purchase might have been a good investment. How many miles per hour can a burro make?

HAVE YOU noticed the number of places you've thought of going since we've been encouraged to conserve gasoline?

Legion Post Plans Dinner

The annual American Legion Family Thanksgiving Dinner will be held Tuesday 7:30 p.m. at the Legion Hall. Plans have been made by Post 192 and The Auxiliary to provide the meat dish while all other items for the meal will be brought by the members. A very special program is planned and all members are invited.

Hospital Notes

PATIENTS IN HOSPITAL
Mrs. Nickolasa Sanchez, 602 Ave. I; Mrs. Apolonia Valdez, 828 Ave. K.; Mrs. Virgil Merrill, 511 W. Third; Mrs. Exie Lee Mays, 322 Ave. E.
Otis Lee King, Route 3; Manuel Serrano, 116 Ave. A.; Mrs. Verda Littlejohn, 102 Northwest Drive; Lela Day Duggan, 510 E. Fourth; Irma Linda Vasquez, 205 Ave. H. Michelle Guerra, 604 Irving, Apt 14; Michelle Galan, 330 Ave. E.; Damon B. Godwin, 203 Gough; Shirley Blasingame, 403 Ave. H.; Mr. and Mrs. Chester Pinkert, 119 S. Ave. K.
Robert L. Baum, 702 Stanton; Wayne Jones, 204 Beach; Mrs. Gladys Smith, 904 Sioux; Willa Williamson, Route 4; Mrs. Charles Davis, 113 Ave. C. Mrs. Willie Burgess, Route 1; Mrs. Pedro Coronado, P.O. Box 1224; Mrs. Nellie Stanford, 202-A Cottage Drive; Herbert Bippus, 401 S. 25 Mile Ave. Mrs. Mary Brumley, 109 Texas; Mrs. Enrique Gauna, Friona; J.W. Duffey, Route 2; Charlie Sowell, Route 2; Mrs. Leroy Price, 118 Northwest Drive.
Cecil Braly, 507 E. Third; Robert Russell, 309 Cherokee; Mrs. Mike Mendoza, P.O. Box 1443; Mrs. Donald Roberts 410 Ave. B.
Mrs. Daniel Vallejo, 302 Bradley; Mrs. Fidencio Rivera, P.O. Box 483.
PATIENTS DISMISSED
Mrs. Billy Emmons, Bobby Bridwell, Mrs. Bess Werner, November 16.
Reddita Alvarez, Mrs. Paul Martinez, Ervery Munoz, Carolyn Sue Pipes, Mrs. L.J. Knight, Roy E. Hargis, Mrs. Arturo Garcia, Mrs. Reinaldo Cervantez, Mrs. Cruz Garza, November 15.
Louis Drerup, Michele Galan, Mrs. Cecil Morrison, Mrs. William Ray, Mrs. Prentiss Hooser, November 14.

Weekly Market Report
Pumpkin Supplies Look Good For Thanksgiving

Adequate pumpkin supplies mean plenty of Thanksgiving pies and other treats. "Prices are the same to a bit lower than last November," Mrs. Gwendolyn Clyatt, consumer marketing information specialist, Texas Agricultural Extension Service, Texas A&M University System, noted. White potato and onion prices fell from last month's levels—with best potato values in three-to-five- or ten-pound bags, she continued. "Cooking greens—including turnip greens, mustard and collards—cabbage, hard shell squash, carrots, celery, head lettuce, sweet potatoes and rutabagas carry reasonable price tags. "Green beans, broccoli, eggplant and cauliflower, on the other hand, are moderately priced and lend variety to meal planning." Fresh fruit items in good supply at the most economical prices include apples, oranges, bananas, Tokay grapes, cranberries, tangerines, tangelos and pears. Grapefruit supplies are increasing with quality improving, the specialist added. "If planning to bake fruit cakes early, all the ingredients are now available." Turning to meat counters, Mrs. Clyatt cited best beef values as "round steaks and roasts, beef and calf liver, ground beef, and arm and blade pot roasts and steaks. "With prices continually decreasing from summer high levels, look for best pork buys on hams, picnics, shoulder roasts and steaks, and end-cut loin roasts and chops. "Fryer chickens remain a bargain—with features on whole birds and parts," the specialist emphasized. "For

best combination of quality and economy for the egg money, choose Grade A large-size eggs. "Although selling considerably higher than a year ago, frozen turkey prices likely will decrease some before Thanksgiving," she said.

Look Who's New

Mr. and Mrs. Daniel Vallejo are parents of a son, Daniel Jr., born November 17. He weighed 6 lbs. 7 1/2 oz.
Mr. and Mrs. Mike Hernandez Mendoza are the parents of a daughter, Socorra Lee, born November 14. She weighed 6 lbs. 2 oz.
Mr. and Mrs. Donald Laverne Roberts are the parents of a daughter, Malissa Ann, born November 14. She weighed 6 lbs. 2 oz.

Hereford Gift Headquarters
Cowan's Jewelers
Downtown

WE SURE were glad to encourage all to come to the fourth annual PEP program, as we think our programs have helped Panhandle families improve family living. The entire economy is strengthened by good management in the home. Charlie Patterson, engineer at KVII, gave us a guided tour of the studio, showing us some of the professional tricks of the trade. It had been a long time since we'd been in a studio and it is fascinating. Patterson made most of the props himself and takes pride in his work. Every person has a story to tell: Patterson and his wife have four children of their own and three adopted children. He's proud of being able to care for them and educate them.

BOB JOSSELAND'S report over KGNC radio of the Texas Cattle Feeders Association was very good. Bob is one of the most qualified to speak on cattle market and conditions. He said he felt it would be two to three months before the cattle prices rally.

TOO, HOW did you react to the report of Dr. Debakey's comments on cholesterol? It may be taking the comment out of context, but we need, he said, "a saner attitude toward the diet" before blaming cholesterol, smoking, or even diabetes as the cause of arteriosclerosis.

IN THE NICE department: Mrs. John Jacobsen Sr. made Christmas early at club Tuesday. She rooted and potted beautiful coleus for each club member. She and Alice Cox brought these to club and presented them to us. The coleus is some Mrs. Vern Witherspoon once gave Mrs. Jacobsen. We remember the pretty window boxes at the Witherspoons' east windows. We'll try to keep this growing as it is pretty and we're sentimental over these three ladies involved.

HAVE YOU noticed the progress being made on the library? It seems the con-



SAFEWAY

STORE HOURS
SUNDAY 9 A.M. - 7 P.M.
MON-SAT. 9 A.M. - 9 P.M.

Prices Effective Thru Nov. 21 in—Hereford, Texas

FRESH GRADE 'A' TURKEYS

Honeysuckle Toms Self-Basting!	Manor House Young Tom Turkeys	Serving Suggestion
77¢ lb. Over 16 Lbs.	67¢ lb. Over 16 Lbs.	
Hen Turkeys Honeysuckle Self Basting \$.77¢ Under 16 Lbs.	Hen Turkeys Manor House \$.77¢ Under 16 Lbs.	
Turkey Roast Manor House 2-lb. \$2.98 (L. & O.K. Pkg.)	Turkey Roast Manor House 2-lb. \$3.59 (All White Pkg.)	Turkey Roast Manor House 3-lb. \$4.98 (L. & O.K. Pkg.)
HEN TURKEYS		Turkey Roast Checkboard 1 1/2-lb. \$2.98 (L. & O.K. Pkg.)
Young Trophy Brand lb. 75¢		Turkey Roast Checkboard 1 1/2-lb. \$3.69 (All White Pkg.)
		Turkey Roast Checkboard 2-lb. \$3.98 (L. & O.K. Pkg.)

Foods for a

SAFEWAY WILL BE CLOSED THURS. NOV. 22nd - THANKSGIVING DAY!

SAFEWAY FROZEN FOOD BUYS

BEL AIR FROZEN MINCE or PUMPKIN PIES

Bel Air Deluxe! **79¢** 40-oz. Pkg. **EVERYDAY LOW PRICE**

Pumpkin Pie Mrs. Smiths 48-oz. Super Saver Pkg. 95¢	Hash Browns Bel Air 2-lb. Pkg. 47¢
Mince Pie Mrs. Smiths 48-oz. Super Saver Pkg. \$1.15	Com On Cob Bel Air 4-ct. Pkg. 59¢
Orange Juice Scotch 12-oz. Pkg. 41¢	Cool Whip Bimbeve Whip Topping 9-oz. Bowl 57¢
Asparagus Bel Air Spears 8-oz. Pkg. 68¢	Dessert Topping Party 8-oz. Pkg. 49¢
Cauliflower Bel Air 10-oz. Pkg. 35¢	Orange Juice Scotch 12-oz. Pkg. 22¢
Broccoli Bel Air 10-oz. Pkg. 33¢	Orange Juice Bel Air 12-oz. Can 43¢
Broccoli Bel Air Chopped 10-oz. Pkg. 32¢	Frozen Waffles Bel Air 5-oz. Pkg. 14¢
Orange Juice Bel Air 6-oz. Pkg. 24¢	Sherbet Lucerne Quality 1-gal. Ctn. 75¢
Brussels Bel Air Sprouts 8-oz. Pkg. 35¢	Ice Cream Lucerne Quality 1-gal. Ctn. 89¢

- Nestle Morsels 12-oz. Pkg. **55¢**
- Baker Chips Chef Flour 12-oz. Pkg. **45¢**
- Whip Topping Jell Well 8-oz. Pkg. **39¢**
- Instant Tea Canterbury Tea 3-oz. Jar **\$1.09**

- Pineapple Latini 15-oz. Can **29¢**
- Asparagus Town House 8-oz. Cut Spears **35¢**
- Dinner Napkins Kleenex 80-ct. 2 1/2 Brand Pkg. **35¢**
- Cranberry Ocean Spray 48-oz. Size **99¢**

- Cane Sugar Imperial or C&H 5-lb. Bag **76¢**
- Brown Sugar Imperial Brand 2-lb. Bag **40¢**
- Oranges Town House Mandarin 11-oz. Can **30¢**
- Milk Eagle Brand Condensed 14-oz. Can **41¢**

OCEAN SPRAY CRANBERRY SAUCE

29¢ 15-oz. Size **EVERYDAY LOW PRICE**

EMPRESS STUFFED OLIVES

49¢ 5-oz. Bot. **EVERYDAY LOW PRICE**

LE SUEUR SWEET PEAS

37¢ 17-oz. Can **EVERYDAY LOW PRICE**

SAFEWAY REFRIGERATED FOODS

Margarine Coldbrook 1-lb. Pkg. 38¢	Cream Cheese Lucerne 3-oz. Pkg. 17¢	Biscuits Pillsbury Butterick 8-oz. Can 13¢
Empress Soft Margarine 2-ct. 51¢	Cheese Whiz Kraft 8-oz. Size 69¢	Biscuits Pillsbury Butterick 4-oz. Can 10¢
Real Butter Shady Lane 97¢	Cream Cheese Kraft Philadelphia Size 43¢	Cinnamon Pillsbury Cans 41¢
Biscuits Mrs. Wrights 8-oz. Can 12¢	Onion Dip Kraft Quality 8-oz. Can 59¢	Crescent Rolls Pillsbury 8-oz. Can 37¢
Cinnamon Mrs. Wrights 9-oz. Can 39¢	Cheese Kraft Party Stack Pimento 4-oz. Size 33¢	Cookies Pillsbury Dough 18-oz. 58¢
Crescent Rolls Mrs. Wrights 8-oz. Can 33¢	Margarine Coldbrook Quarters 1-lb. Pkg. 37¢	Margarine Sunnyside Corn Oil 49¢
Cream Cheese Lucerne Brand Size 42¢	Margarine Soft Tube, Empress 1-lb. Pkg. 46¢	Cheese Safeway Hall-Moon Longhorn \$1.33

WHIPPING CREAM

29¢ 1/2-Pt. Ctn. **EVERYDAY LOW PRICE**

WHIPPING CREAM

57¢ Pt. Ctn. **EVERYDAY LOW PRICE**

LUCERNE EGG NOG

\$1.09 1/2-Gal. Ctn. **EVERYDAY LOW PRICE**

22nd ANNIVERSARY

Give her the BLUEBIRD THAT REALLY SINGS LIKE A BIRD!

Beautifully modelled, porcelain bird amidst lovely flowers. 6-1/2" high. Push a button and the bird sings so wonderfully you'll think it's a real bird. A great gift idea. ONLY 13.95

COWAN JEWELERS
Downtown

EVERYDAY LOW PRICE!

BEL AIR PIE SHELLS

2-ct. 9" Shells **39¢** Ea. Pkg.

SUPER SAVER

BEL AIR PUMPKIN or MINCE PIES

Bel Air Quality! **39¢** 14-oz. Pkg.

EVERYDAY LOW PRICE!

FIELDS PECAN PIES

Low Price! **\$1.75** 32-oz. Pkg.

By The Garden Gate With Glad

By Mrs. Art Manjeot

LOOK ON THE SUNNY SIDE AND GIVE THANKS.

There are always two sides, the good and the bad. Let us be well aware of the great number of things for which we are to be thankful. Carefully count each blessing. Then take a serious invoice of the bad.

We have no reason whatsoever to complain. The balance is so much in the good. With grateful hearts and humility we should be thankful for the many blessings showered upon us.

Ours has been a bounteous harvest. Our land was highly blessed with fruition. Yes our

blessings have been rich, abounding and eternally given. Great is our heritage. It is well as we approach Thanksgiving Day to turn back the pages of time and review some of the Historical facts pertaining to our heritage.

The small craft which brought the 102 Pilgrims to these shores more than 350 years ago was scarcely larger than a lifeboat on a modern liner.

The very first thing they did was to humbly kneel upon the ground and thank God for bringing them safely to the new land. Today we give thanks for their courage, faith and per-

severance.

A community garden furnished the Pilgrim's bountiful harvest for the first Thanksgiving. Plenty enjoyed because each family tended their garden and shared one with the other.

The pilgrims located a plot of land which has not been used for years. Upon inquiry of the Indians, they learned that at one time it was tilled and produced crops. During which time a plague struck the tribe. They thought it came from bad spirits in the ground, therefore the Pilgrims were welcome to use it.

The soil had really been worn out, and at the advice of the Indians the farmers placed three fish heads together under each hill of corn.

Fish emulsions, dead dry fish waste from dressing of fish also fish oil, are good fertilizers and plant food.

To secure fish for this use, the Indian Chief instructed the wives how to make nets and the men to make traps to catch the fish. The summer was very hot and the land was stricken by a

drought; corn grain and beans withered.

The people were called together to pray for rain. An hour after they ended their petitions, the clouds formed and soon a quiet rain began to fall. After the good rain, there were "seasonal showers and warm fair days".

Three years of hardships were followed by good yields. A service of thanks and praise was held. Wild game was provided by the hunters. The people prepared vegetables.

Governor Bradford wrote a poem in which he mentioned many of the things which the Pilgrims should be thankful for; parsnips, carrots, turnips, onions, milons, cucumbers, radisher, shirrets, beets, coleworts, cabbage, wheat, rye, barley, oats, beans and peas; and from the woods, berries, pears, apples, cherries, plums, quinces and peaches.

We Americans owe much to the ones who till the soil, plant the seed and harvest the crops. Gardening is a good gift to man and should be used wisely. For all this and much more we

should humbly and gratefully give thanks.

NOVEMBER GARDEN CHORES. These beautiful autumn days should be used in cleaning out the flower beds, cutting off matured materials, harvesting the root crops, gathering squash and pumpkins, taking care of gladioli corms, dahlia tubers, canna bulbs, moving iris (if not already done) transplanting daylilies and planting spring flowering bulbs.

All should be planted as soon as possible except tulips; they can be left until January if you wish. Weather may not be as good then, so prepare the soil now.

Shasta daisies can also be divided and planted, and if you wish to lift some of the daffodil bulbs and plant elsewhere, it should be done now.

Since we have been cautioned to be conservative we should gather seeds; cure them and store for spring planting. Do long range planning for planting a vegetable garden. Share with neighbors and

others any extra root vegetables and plants that you might have.

We have been warned that next planting season there may not be an abundance of fertilizer, so we gardeners should make a compost pile of trimmings from the gardens, the fallen leaves and scraps from the kitchen (do not use any fats or oily substances), also trim our large hard stems or boughs. Come springtime, you will be glad that all these chores have been done and the gardening will go better another growing season.

FOUR B's for the gardener: B... Conservative; B-Busy... B-Thankful, and you will B... Happy.

Only people with nothing to do look upon life as a burden.

Most bragging is heard about the non-blooming family tree.

If you have a new leaf to turn, prepare to turn it today.

A life is more precious than the time you'll save speeding.

Sound Of Music Is HHS Fall Musical

Sound of Music, one of the most popular stage and motion picture musicals of recent years, will be presented by Hereford High School choral department Dec. 6 and 7 as its fall production.

The date has been advanced a week from that first announced, to avoid a conflict in school activities. The public is invited for the showing in the school auditorium.

Fred Radliff, HHS choral director, is directing the lively musical comedy based on the actual story of the Von Trapp family of Austria, which made a hairbreadth escape from the Nazis in early months of World War II and earned worldwide fame as the Trapp Family Singers.

Lilli Lyons will appear as Maria, the girl from the convent who went to the Von Trapp home as governess and developed family's singing

talents, while Ray Lee enacts Captain Von Trapp and Lesly Euler has the role of Mother Avis.

The children, whose engaging songs are highlights of the play, are Melinda Watts and Jimmy Wright, from junior high, and Kelli Stallings, Bret Boyd, Bethany Boyd, Eva Johnson and Craig McCuistian, elementary school pupils.

Doug Morris of Stanton and Bill Devers of LaPlata Junior High music faculties are assisting in direction. Nick Nixon is orchestra leader and Elaine White is in charge of set building.

AAUW Study Begun On Environment

Global Interdependence was the study recently begun by members of AAUW at Community Center.

Mrs. Colby Conkwright, chairman of the discussion group, is using the book, World Without Borders, for the study.

Earthkeeping was the topic presented by Mrs. Cawthon Bryant, in which she pointed out that more than seven billion people will starve to death this year.

Argen Draper, county home demonstration agent, reported on an international foods conference in Stockholm. Pamphlets concerning environmental control were handed to members.

Serving refreshments were hostesses, Mmes. David Pruitt, Richard Barnard, W.J. Gilliland, Gene Huntsinger and Shirley Simpson.



Serving Suggestion!

WHOLE FRYERS **39¢** lb.

Whole Fryers! (Cut Ups lb. 45¢)



SLICED BACON **\$1.99** 2-lb.

Safeway Lean! (1-lb. pkg. *1'03)



SMOKED HAMS **79¢** lb.

Shank Portion! (Butt Portion lb. 89¢)



GROUND BEEF **89¢** lb.

REGULAR 100% Pure Beef

Rib Roast **\$1.39** USDA Choice Large End

Rib Roast **\$1.59** USDA Choice Small End

Boneless Steak **\$1.39** USDA Choice 8 Cross Rib

BAKING HENS **89¢** lb.

Manorhouse Grade "A"

Canned Ham **\$4.99** Safeway Brand 3-lb. Can

Canned Ham **\$7.99** Safeway Brand 5-lb. Can

Canned Ham **\$5.25** Safeway Brand 3-lb. Can

Boneless Ham **\$1.98** Wilson Certified Whole or Half lb.

Boneless Ham **\$2.09** Oscar Meyer Halves

Mini Hams **\$2.59** Oscar Meyer

BONELESS HAMS **\$1.98** Safeway Whole or Half lb.

Chuck Roast **78¢** USDA Choice

7-Bone Roast **98¢** USDA Choice Center Cut

Beef Roast **\$1.18** USDA Choice Round Bone

Happy Feast! SAFEWAY

Whole Oysters **63¢** Orleans 8 3/2-Bottl

Swanson Broth **19¢** Chicken 13 1/2-oz. Size

Sweet Pickles **59¢** Zappi Whole Jar

Foil **49¢** Kitchen Craft Aluminum 18"x25"

Marshmallow **29¢** Kraft Cream 7-oz. Size

Dream Whip **87¢** Low Price 8-oz. Size

Green Beans **25¢** Town House White 16-oz. Can

Golden Corn **20¢** Town House 17-oz. Can

Jell Well **10¢** Gelatin 2-oz. Pkg.

Potatoes **39¢** Town House Sweet 23-oz. Can

Coconut **67¢** Bakers Angel Flake 14-oz. Pkg.

White Flour **\$1.57** Kitchen Craft 10-lb. Bag

Boutique Tissue **29¢** Super Save 2-4-pkg. Pkg.

Stuff N Such **39¢** Uncle Bens 9-oz. Super Saver Pkg.

Tomato Juice **41¢** Town House 46-oz. Can

Grape Jelly **65¢** Welch Brand 32-oz. Jar

Fruit Drinks **33¢** Hi-C Super Saver 48-oz. Can

Marshmallow **23¢** Kraft Miniature Pkg.

Marshmallow **32¢** Kraft Jet Puf 16-oz. Pkg.

Shortening **\$1.29** Royal Van Pure Veg. 3-lb. Can

KITCHEN CRAFT FOIL

Everyday Low Price!

25¢

12" x 25'

TOWN HOUSE CUT GREEN BEANS

Everyday Low Price!

23¢

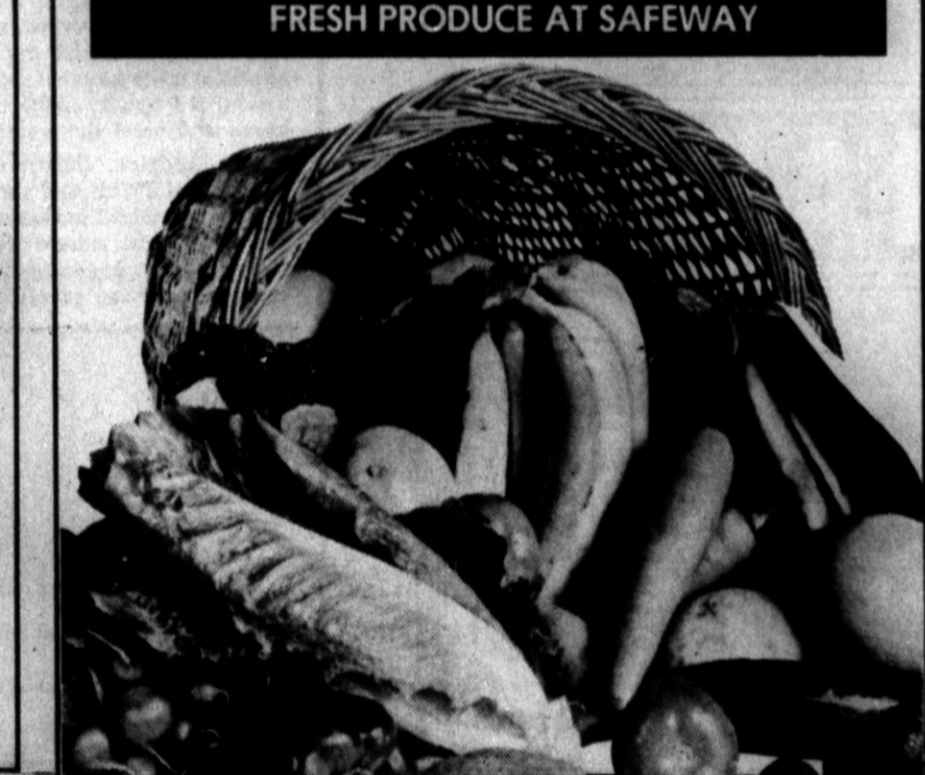
16-oz. Can

LIBBY BRAND PUMPKIN

19¢

16-oz. Can

FRESH PRODUCE AT SAFEWAY



Here's fine china designed for the tempo of today's living. Duet. It's casual, it's elegant. And it's so easy to collect.

And this exciting new collection is offered in two patterns: sparkling white *Silhouette* and colorful, casual *Accent*.

Duet COLLECTION

ON SALE THIS WEEK

Saucer **59¢** Only WITH EVERY \$5.00 PURCHASE

Two Salad Plates **\$2.59** Only NO PURCHASE REQUIRED

EVERYDAY LOW PRICE

Muffin Mix **12¢** Jiffy Corn 9-oz. Pkg.

Cake Mix **35¢** Mrs. Wrights Layer 18 1/2-oz. Pkg.

Soup **17¢** Town House Mushroom 10 1/2-oz. Can

Lipton Soup **42¢** Onion Mix 2-oz. Pkg.

Seasoning **32¢** Crown Colony Poultry 1-oz. Size

Pie Spice **54¢** Crown Colony Pumpkin 1 1/2-oz. Size

Rubbed Sage **34¢** Crown Colony 2 1/2-oz. Pkg.

Polaroid 108 **\$4.13** Color Film

Polaroid 88 **\$3.07** Ea. Shutter Color

Kodak Film **99¢** CX-124-12 Color

Dressing **69¢** NuMade Salad 32-oz. Jar

Syrup **39¢** Karo Red Label White Syrup 16-oz. Jar

Cherries **45¢** Engross Massachusetts 8-oz. Jar

Edwards **93¢** All Grains 1-lb. Can

CRISP CELERY **14¢** Ea.

Crisp Tender Stalks!

DELICIOUS APPLES **4 \$1** lbs.

Wash. St. Red & Golden!

SWEET YAMS **5 \$1** lbs.

Sweet And Moist!

Bananas **14¢** Golden Ripen

Yellow Onions **17¢** Add Flavor To Salads

Cranberries **29¢** Ocean Spray 1-lb. Bag

Red Grapes **39¢** Engross Grapes

Potatoes **89¢** All Purpose Russets 10-lb. Bag

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COWAN JEWELERS Downtown

DEAF SMITH COUNTY

Farm News

Feedlot Waste Being Used As Fertilizer For Ag Crops

Official Says Beef Industry Must Keep Public Informed

If the beef industry is to repair the damage that has been done in the past year of boycotts, price controls and short supplies, it must continue to provide consumers with straightforward, honest information without "dodging issues or sounding like phony apologists," according to John L. Huston, Chicago, Executive Vice President-Secretary of the Beef Industry Council of the National Livestock and Meat Board.

talk presented at the annual meeting of the Texas Cattle Feeders Assn. in Houston, November 13. He said a major thrust of the Beef Industry Council's program this fall has been an all-out information effort alerting consumers to meat counter beef values. This was brought about by a dramatic decline in live cattle prices since the removal of the beef price sellings on September 12.

He told the Texas Cattle Feeders they are "on target" in

their concept of getting the beef industry's message told where it most needs to be told: where the people are.

He reported on expanded national promotion-public relations programs to build the image of beef and the beef industry in urban centers, noting that additional industry funds to support the effort were sparked by an initial investment of \$200,000 from the Texas Cattle Feeders Assn.

Huston called special attention to the "bold move" made by TCFE last spring in increasing their per head assessments from 10 cents to 50 cents. He said action was "in sharp contrast to the picture that's often painted of our industry being pikers when it comes to investing in promotion programs.

The increased assessments made possible the down-payment of \$200,000 as seed money to be used by the Meat Board-Beef Industry Council in establishment of the industry-wide effort. Huston said the program had been in various stages of concept for several years but without the necessary funds to get it in motion.

Huston said any effective public relations program must be long range in concept. Maintaining consistent growth in demand for beef and preserving its "top of the line image," are the long range goals of the beef industry effort, he said. But, he added, the program must also be flexible enough to adjust to fast-breaking situations without allowing short-term market fluctuations to overshadow long-term goals.

Throughout recorded history, the use of animal waste has made an important contribution to domestic agriculture.

Within the last few decades commercial inorganic fertilizers have become prominent as a source of plant nutrients. Without doubt, commercial fertilizer will retain this position; but, since their price is increasing and inadequate supplies are in prospect, it is time to take a new look at feedlot waste as a source of plant food.

The USDA, Southwestern Great Plains Research Center at Bushland has been studying the effects of feedlot waste since 1968. Their chemical analyses of material from 23 feedlots show that on an average, 10 tons of manure contains 268 lbs. nitrogen, 244 lbs. P₂O₅ and 360 lbs. K₂O. These values are much higher than those

previously reported for barnyard manures. The material varied in nitrogen content, ranging from 226 to 392 pounds of nitrogen in 10 tons.

Research by scientists at Bushland indicates that about half of the nitrogen present in 10 tons of manure, or some 120 lbs. of nitrogen, is available to the first sorghum crop. Sixty pounds of the remaining nitrogen will be available the second year and 30 pounds, the third year.

The rate at which phosphorus becomes available for plant use appears to be similar to that of nitrogen. Potassium in the material is readily available. In consideration of less crop removal and the slower mobility of phosphorus and

potassium when compared to nitrogen, it is highly probable that application rates sufficient to supply adequate nitrogen will be more than adequate to supply these elements even on soils known to be deficient.

Ten to 15 tons applied at anytime after harvest and just ahead of cultivation is generally adequate for high yields of irrigated sorghum or corn. Additional commercial fertilizer is not likely to be needed. The possibility of introducing weeds from seeds contained in the waste perhaps warrants consideration.

Even distribution and good incorporation of the waste fertilizer into the soil soon after application will insure best results.

Agri-Culture HOW'S YOUR?

FARM INVESTMENT IN LAND, BUILDINGS, LIVESTOCK, AND EQUIPMENT HAS DOUBLED IN LAST 20 YEARS

YET FARMERS' RETURN ON THEIR INVESTMENT IS ABOUT 5% COMPARED WITH AROUND 15% IN ALL MANUFACTURING

AT THIS RATE, FARMERS COULD GET EQUAL RETURN BY PUTTING THEIR MONEY IN GOVERNMENT BONDS!!

Wheat Board Creates Fuel Liaison Program

After reviewing reports of expected continued short supplies of fuel and fertilizer and in anticipation of the President's message (November 8) calling for the possibility of quotas and rationing of such energy based products, the Texas Wheat Producers Board established and funded a "Fuel & Fertilizer Liaison Program" with the National Association of Wheat Growers.

The Board called on other major wheat producing states to do likewise through their Wheat Commissions and Associations for an all-out nation-wide effort to assure that where ever a company, organization, government administrative or legislative body might meet to discuss Fuel or Fertilizer supplies, markets or controls, that a wheat producer representative might be sent to make sure that their specialized needs might be known and hopefully prevail.

Ken Kendrick, Stratford, Chairman of TWPB said that, "I know that wheat producers, like all patriotic citizens will cooperate in implementing the energy conserving practices

called for by the President in every way possible and no special privileges will be sought in these areas."

In calling for such action at the regular scheduled quarterly meeting of the Board of Wichita Falls on November 6 and 7, Kendrick pointed out that "wheat producers have voted an assessment of 1/2 cent per bushel for we 9-man board members to direct the expenditure of in interest of their production and marketing problems of wheat, I firmly believe that they are looking to us to use some of these resources on their behalf in this new and unfamiliar potential crises to their costs, income and perhaps even their level of farming." The Fuel and Fertilizer Liaison program carried unanimously.

Besides Kendrick, other members of the farmer-elected Board are: Dwight Hamilton, Olney; C.L. Edwards, Panhandle; Winston Wilson, Quamh; Otis Harman, Tulia; W.R. Moore, Jr., Munday; N.F. Renner, Spearman; Delbert Timmons, Spearman; and Leo Witkowski, Hereford.

Ruling To Put Damper On Prepaid Livestock Feed

A ruling by the Internal Revenue Service last week will put a damper on prepaid feed for livestock, Howard Simpson of Amarillo said today.

Simpson, a member of the ANCA Cattle Feeders Tax Committee, told members of the Texas Cattle Feeders Association, meeting in Houston, that the new IRS ruling sets-up three test which must be met in order for a cash basis farmer to deduct amounts paid for feed to be consumed by his livestock in a subsequent taxable year.

"The expenditure must first be a payment and not a deposit," he said. "Second, the prepayment must be made for a business purpose and not merely tax avoidance; and third, the deduction must not result in a material distortion of income."

The IRS ruling, made before Congress could take up tax legislation next year, was handed down following an examination of Western Beef, Inc.'s limited partnerships. Simpson is vice president and treasurer of Western Beef.

Stressing the need for outside investment capital to keep the cattle feeding industry growing, Simpson said the ANCA earlier this year commissioned a national accounting firm to determine the extent of outside investor's involvement in cattle feeding.

"The amount of prepaid feed from those feedlots responding to the questionnaire amounted to approximately \$26 million at Dec. 31, 1970; \$85 million at Dec. 31, 1971; and \$118 million at the end of 1972. If we assume the

same ratio exists in these feedlots which did not respond (60 per cent), this would amount to approximately \$300 million of prepaid feed at Dec. 31, 1972 in the feedlots with over 4,000-head capacity in 10 cattle feeding states," he said.

The survey showed the number of cattle owned by outside investors Dec. 31, 1970 was 470,000 head, or about 21 per cent of cattle in the feedlots, as compared to 1,510,000 head a year later, which is equal to about 41 per cent of the feedlot population. The equity capital invested was about \$40 million and \$180 million in 1970 and 1972, respectively.

"It was interesting to note that the growth in feedlot capacities from Dec. 31, 1970 to June 30,

1973 was almost exactly equal to the number of cattle owned by outside investors," he said. "It is apparent to me that the outside investor has not replaced the conventional cattle feeder as is so often claimed, but rather he had provided the equity capital for the rapid expansion in recent years. How would the additional production of beef be financed had we not had the outside investor?"

The survey figures, he said, do not include 50 per cent of the cattle production obtained from feedlots of less than 4,000 head. Assuming that 10 per cent of the remaining cattle are owned by outside investors, the result would indicate that about 25 per cent of all cattle produce are owned by outside investors.

WT Torches To Be Turned Off Tuesday

The two natural gas torches marking the main entrance to the campus of West Texas State University in Canyon will be turned off Tuesday in an energy conservation move.

The torches, which sit atop two columns at the west entrance on busy U.S. 87, were first lighted Oct. 13, 1966 as a project of the West Texas Ex-Students, Inc.

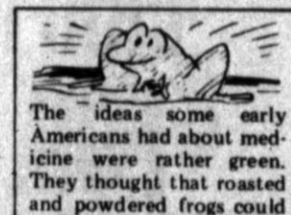
The flames will be extinguished in a ceremony at 3:30 p.m. "in the interest of conservation natural gas for more important uses," said Wayne Rankin of Plainview, president of the ex-students.

In their decision to extinguish the torches for the duration of the energy crisis, directors of the ex-students association also

decided to reignite them to commemorate special events on campus.

Two Hereford men were instrumental in the \$8,936 project to beautify the campus entrance. Frank Barrett was president of the former students association when the fund drive was begun in 1964 and Wayne Thomas was president when the construction contract was signed two years later.

The ideas some early Americans had about medicine were rather green. They thought that roasted and powdered frogs could reduce fevers.



How To Get It All Together After DIVORCE

FORUM-DISCUSSION SERIES

7:30 - 9 Mondays, beginning Nov. 12th

Fellowship Hall
First Baptist Church
Hereford

Sponsored by the Recovery group. Free of charge, this series of discussions and fellowship is designed to help persons who have experienced divorce to work through the unique problems they now face. It will be helpful no matter how long ago the divorce happened. The same series will be helpful to those who are single because of a death.

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Highway Patrol Taking Recruits For February Class

The Texas Department of Public Safety is actively recruiting applicants to fill the ranks of its uniformed services. Major C.W. Bell, Regional Commander of the DPS, announced that the training school for new uniformed law enforcement personnel is tentatively scheduled to begin February 1, 1974.

The Major noted that the DPS has been increasingly successful in recruiting persons from minority groups to these positions and said efforts in this direction will continue.

Also in keeping with the current trend, female applicants will be considered for these careers in law enforcement.

Major Bell said general qualifications for DPS officers are these: applicants must be 20 through 35 years of age; height not less than 68 inches; weight

not less than two pounds per inch of height; visual acuity of 20-40 correctable to 20-20; and a minimum of 45 semester hours of college credit, of which six hours may be obtained while in training.

Applications may be obtained by contacting any DPS employee or any DPS office. The completed application form should be taken to offices in Lubbock, Amarillo or Wichita Falls where the competitive examination is given each Tuesday and Wednesday at 9:00 a.m.

Major Bell said persons selected as cadets will be assigned to Austin for training at the DPS Academy. The salary during training will be \$630.00 per month. Upon being commissioned the salary is raised to \$719.00 monthly with the opportunity to advance to

\$948.00 per month. Uniformed personnel receive additional longevity pay for each five years of service to 25 years. They are also granted a monthly uniform cleaning

allowance, and receive travel expenses when away from their station.

Uniforms, vehicles, weapons, ammunition and related equipment are furnished. Group

life and hospitalization are paid for the employee and dependent coverage is available at reasonable rates. Officers participate in the Employees Retirement System of Texas as

well as Social Security. Vacation, holidays and sick leave are as provided for all State employees.

Successful graduates will be assigned to the Highway Patrol,

License and Weight Service, Motor Vehicle Inspection Service, or Drivers License Service, according to the needs of the DPS and consideration of personal preference.

All officers are eligible to compete for promotions after two years of service. Experienced uniformed DPS personnel interested in criminal investigation may apply for appointment to positions in the Criminal Law Enforcement Division, which includes Narcotics, Intelligence, Motor Vehicle Theft and Texas Ranger services as vacancies occur.

Arrangements will be made for a physical examination. A

character investigation will be conducted and those persons who are accepted for employment will be notified prior to the beginning of the February recruit school.

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New Star Plays Role Of Sheriff In Film Based On True Story

Joe Don Baker is tall and strong, perfect casting for the role in "Walking Tall" opening Wednesday at the Star Theatre. In this film, Joe Don portrays a man whose real life story is so extraordinary that it has become a living legend.

Buford Pusser is the living legend, a man of incredible determination and courage, a man who has never stopped walking tall.

For six years he was the sheriff of McNairy County in Tennessee. During that time, he led an intensive campaign to root out vice, gambling and corruption against forces of crime and evil. In his three two-year terms, Buford jailed 13,000

them they would shoot you dead than last year's apple cider."

Although he plays a rural law enforcement officer in the film, Joe Don is hardly a barefoot boy from the panhandle country. He has appeared on Broadway and is a veteran of top TV series as well as such highly praised movies as "Cool Hand Luke," "Guns of the Magnificent Seven," "Wild Rovers," "Adam at 6 A.M.," and "Junior Bonner."

Meanwhile, Buford is looking forward to continuing law enforcement. "I want to continue,

possibly at the state level. I guess I was lucky because, as I look back on it now, I could have been killed. But I guess I put the fear of God into some of those people."

His impact was so strong that his successor has kept up the same law and order approach. Most of the 'criminal element' of the county has been put behind bars and the county is once again on the road to becoming the happy community that Buford knew as a young man growing up.

For Joe Don Baker and Buford Pusser, the future looks bright indeed.

Sears Role Told

The role played by Sears, Roebuck and Co. in the economy of Texas was told today by Virginia Hammett, manager of the company's catalog sales store here in Hereford.

Mrs. Hammett said that Sears, the nation's largest retailer:

-Buys merchandise from 416 suppliers in Texas. In 1972 alone - the last full year for which figures are available - purchases from these suppliers totaled \$311,994,000.

-Employs more than 380,000 nationally, including 26,241 in Texas.

-Operates a total of 284 sales and service facilities in Texas including a large Catalog Merchandise Distribution Center in Dallas.

-Has 490,000 shareholders, including more than 24,632 in Texas.

"Nationally, as we begin our 88th year of operations, Sears has more than 20,000 individual suppliers," said Mrs. Hammett. "These suppliers are located in every state."

"Sears longstanding policy has been to buy goods from communities in which our sales units are located," he continued. "This directly benefits both the company and the local communities."

"While the number employed by Sears suppliers has not been compiled, it is obvious that hundreds of thousands are employed producing the merchandise we sell," she said. "This means continued employment - and maintained purchasing power - by residents of cities throughout this state."

Some 200,000 of the shareholders nationally are Sears employees who are members of the employe profit sharing fund. Company employees in Texas own more than 1,919,000 shares of Sears stock.

"In addition, Sears believes in being a good corporate citizen in each community it serves," Mrs. Hammett said. "We can point with pride to the voluntary contribution of time and money by Sears employes to civic, community, and welfare efforts throughout the nation."

Carol Of Lights Planned For WT

West Texas State University Christmas Carol of Lights will go on this year as planned, but in the interest of conserving energy—the 3,000 colored bulbs which outline campus buildings will not be on throughout the night.

"We want to do our part in conserving energy," says Vicki Foster, Amarillo graduate student. "We know that reducing the hours from almost

12 to three every night does not mean much, but it will show the outside world we are trying."

The lights will be on from 8 to 11 nightly beginning Dec. 2 after a ceremony involving campus singing and musical groups.

The Carol of Lights Committee, headed by Miss Foster, also voted to turn off the lights Dec. 26 rather than let them burn through New Year's Eve as in previous years.

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COME IN! AS SOON AS POSSIBLE!
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Editorials

Vote Of 'No Confidence'

WHATEVER OTHER messages may have been contained in last week's voting in Texas on proposed Constitutional Amendments, one should have come through loud and clear to Texas legislators: they are not yet held in high esteem by the citizens of this state.

The overwhelming "no" vote on a proposal to increase legislative salaries should have told lawmakers that their "reform" from the scandal-ridden Legislature of the past few years has not yet convinced the voters of Texas.

Six times now in the space of eight years Texas voters have rejected legislative pay raises in various forms and various amounts.

The voters this time were also rejecting annual sessions for the Legislature . . . another reaction which amounts to a vote of no-confidence for the state governing body as it is presently constituted. The attitude across the state seems to have been summed up by one citizen's comment that "when they're not in session, we know they're not doing any damage."

We editorially supported the pay raise (and the annual sessions provision) this time, not because we are convinced that the present Legislature deserves it, but because we see not

much hope for improving the quality of Legislative membership until salary increases are granted. We are getting about what we are willing to pay for in the way of representation in Austin . . . and about what we are willing to stand for, too. The situation will not be vastly improved until the citizens of Texas' legislative districts actively seek out qualified citizens for the office and persuade them to run, then support them at the polls and provide adequate salaries for them after they're elected.

If it's a question of "which comes first, the chicken or the egg?" then we think Texas voters may have to provide a little more "scratch" before a better quality chicken will come out of that shell.

As for the present membership of the Legislature, however, we wouldn't lose much sleep over their survival. They're a hardy breed, and wise in the ways of the wayward. They have coped with voter refusal of salary raises before . . . by the simple expedient of increasing their own expense allowances . . . and we expect they'll find the way clear to do it again as soon as they're back in session.

—The Canadian Record

A Time To Give Thanks

It's easy to be thankful when everything is going your way . . . the way Americans have had it for the past 20 years. For the most part, we have had good steady jobs with wages that have gone up faster than our living expenses.

Americans today have more money than ever to spend on life's extras -- boats, campers, stereos, color television sets, even a second home.

Suddenly in 1973, the land of plenty started running a little short of some everyday food items. Things like steak and pork chops became just a little hard to find and very expensive. It seemed the great American dream was running in reverse. Instead of an endless supply of anything for everyone costing almost nothing, Americans in the past year have seen limited supplies of many foods costing them more than ever.

Thanksgiving may come a little hard for some people this year. They may feel there is little to be thankful for because it is costing them so much more to put food on the table.

But somehow it seems wrong to view Thanksgiving in strictly economic terms. The Pilgrims at Plymouth Colony were thankful because they had had a good harvest on the heels of a disastrous winter that had left many of their people dead. But they came through that winter, worked hard and at last there was food for all and the future looked bright.

In the years following that terrible winter on the bleak New England coast, Americans in succeeding generations have also worked hard. When they ran out of new lands to discover, and explore, they turned their energies to discovering better ways of doing old jobs. Industry became the new frontier once the West had been settled. People left the farms to work in factories and machines were invented to take their places.

Today, only 4.6 per cent of the people in this country live on farms. This means every farmer must raise enough food, on the average, to feed himself and 51 other people.

This doesn't leave much room for error on the farmer's

part. If he has a bad year, someone somewhere is going to be short their supply of food.

Well, the farmer did have a bad year in 1972. Floods ruined crops in the East and South. Snows prevented corn and soybeans from being harvested in the Midwest; and in Texas, several hundred thousand cattle -- our future beef -- died in severe winter storms. Add to this a record grain sale to other nations, along with shortages of fertilizers, fuel and seed and you have today's food price situation.

America's food production system is like a giant food auction. The more people who bid on an item, the higher the price goes. When demand is greater than the supply for a given product, those who are willing to pay the best price get that product.

Does this mean the American farmer is no longer able to feed the remaining 96.4 per cent of the population? Not at all. He can probably feed all of America as well as much of the remainder of the world if he tries, and here is where we can be most thankful.

Millions of acres of farmland have gone unplanted in recent years simply because farmers had been growing too much and surpluses were causing low farm prices. These empty acres will be put back into production. Food will not disappear from grocery store shelves. People will not starve. Government researchers say our foods in the future will be fresher, more nutritious, and more readily available than ever before. Seasonal fruits and vegetables will know no season.

In fact, about the only things we may run short of in the future are farmers themselves. So, don't bite the hand that has fed you so faithfully ever before food prices caught your attention. We need all the hands we can keep down on the farm or we'll all be hungry.

Like the Pilgrims, we Americans have experienced a "rough" year, but also like the Pilgrims, we do have food to eat and the prospects for the future are bright. If this isn't reason enough to be thankful, then we've lost the spirit of the Pilgrims who were glad just to be alive and thankful they had food again.

The Pro Game

Some of the best college football coaches were recently asked why they thought college football more exciting than professional. Most said college ball was more exciting because it was less conservative.

Paul Bryant, Ara Parseghian of Alabama and Notre Dame, and others, said because pro clubs play perhaps twenty games (exhibitions and regular season) a year, coaches feel they can't afford to let the quarterback risk being injured on the option play.

Said Bryant: "The biggest thing of all about college ball is the option play with the quarterback running, throwing or pitching out. The pros can't afford to take the chance of getting the quarterback hurt." Johnny McKay, of Southern California, agreed: "As long as the colleges run their quarterbacks, the offenses will stay ahead of the defenses."

Ironically, then, the pros play a duller game in an effort to protect their highly-paid quarterbacks from physical injury, an interesting commentary on pro football and college football.

JFK

The nostalgia surrounding the John Kennedy Administration is unique--for several reasons. First, the handsome President was tragically assassinated--just ten years ago this month. He and his wife projected a fine public relations image as a glamorous, youthful couple.

Kennedy was a splendid speaker and captured audiences with his personality, sense of humor and frankness. He was the candidate of the party of the left and many of the "peopulists" saw him as their champion, to a degree, as a symbol of what can happen in America.

Though he actually didn't accomplish a lot legislatively, Kennedy inspired many to greater hopes, to plans for better days. And while he committed the first Americans to the shooting in Vietnam, he is usually not held accountable for this fateful step. The public tends to blame the late Lyndon Johnson, who so vastly escalated the war.

Thus the Kennedy memory and legend remain undimmed and the nation tends to forget the unaccomplished goals and to recall the spirit, the hope, the idealism of that three-year period, 1961-63--and the handsome, youthful image and personality of the martyred President, especially in these troubled times when so much doubt and confusion surround the highest office in the land.

That boyish, handsome smile and likeableness are certain to continue to captivate the American public, and the world, for years to come--that in itself being a measure of the late President's character, personality and charm.

Trees & Fall

In the days and weeks immediately ahead the countryside and forests will again offer unusually beautiful and even inspiring scenery to all who have the time to enjoy nature and her annual autumn spectacular.

Maple, gum, oak, nut, sycamore and so many other trees, ending their 1973 cycle of life, now beckon all outdoors--to enjoy a beauty which can't be duplicated.

The Sunday Brand

Editorial Forum

Hereford, Texas, Sunday, November 18, 1973



Letters To The Editor

Asks Hereford

Residents To 'Wake Up'

Dear Editor:

What has happened to Hereford and Deaf Smith County and the United Way? Have we become so affluent that we no longer need our neighbors, friends and workers?

We have hardened our hearts and lost our love for our fellow man to the point that we can't give our fair share or just plain give a small amount so that we can be looked upon as a community who pulls together and comes up a winner instead of a community who just can't support the agencies of the United Way and looks like a real loser to other communities who more than match their goal year after year?

WHY CAN'T we support these agencies who need our support in operating expense once each year? We support the Chamber of Commerce to the extent that there is hardly enough room at the Bull Barn to attend the annual banquet and that is a pretty expensive night for two.

We support the churches, schools, football, band and all other activities to the point of no breaking yet we have no funds to send our children to the rehabilitation center in Amarillo.

THERE ARE nine agencies supported by the United Way, six of which are youth and youth oriented. Probably the most important and least supported is the Children's Rehabilitation Center in Amarillo in which we send our kids but can't support because we don't support the United Way.

Over 65 per cent of this year's goal was earmarked for our youth. For lack of support, what part do we cut out? Campfire Girls, Boy Scouts, Boy's Baseball, support to the center in Amarillo; which one? How can we tell our kids there will be no baseball program, no Campfire Girls, no program for them to attend? How?

THERE are parents who have children in these programs who refuse to support the United Way. What are these parents thinking -- Will the other parents take care of my kids? Will the businesses take care of them? Maybe someone will -- who?

Every parent that has a child in one of these programs should be on a payroll deduction plan and support the United Way and encourage others to do likewise. The payroll deduction plan is taken care of through the employer and by doing so some of the burden is taken away from the firm or business owner who has the doors knocked down everytime someone wants a handout. Every owner or manager of a business should encourage payroll deduction to the point of almost insisting. By doing this, every person is supporting our community and not just the owners of businesses.

IF HEREFORD had a payroll deduction plan and everyone contributed a fair share, we could send our children to the center in

Amarillo with pride. We could have Boy's baseball, Campfire Girls, Scouts, and all of the other things this community needs, to become the Outstanding community in the state because we have everything else. Education, churches, Chamber of Commerce, football, Band and money, ways of making more money, we have many other things too numerous to name. We support all these things but where is our community pride in supporting the United Way?

WHILE working with the United Way, I found some very generous people and some who think they don't have to put anything back in the well in which they draw their daily bread. These people are a drag on our Community because they only take. If we all supported our United Way with a fair share, we can someday look back and say "I helped those kids and am proud to have done so because the youth of today will be Hereford tomorrow."

I say, Wake up People, support the United Way and Hereford. Give a fair share, give a little all year and that will be a lot when the time comes to support the future for all of us.

Sincerely,
Charles Skinner



GRASSROOTS OPINION

"Just to keep the record straight--and since I was asked the question, 'What does the United Nations cost us?' The most recent figure that I could come up with was 1969, when the United States contributed \$90,965,000. This is quite a figure--when you consider that last year at the close of business the organization was \$189 million in debt, due to the failure of other nations to pay their dues, assessments, and contributions. (Just thought you'd like to know where some of your taxes go.)" FOWLER, IND., BENTON REVIEW

"In free America it's 'Love it or Leave it,' but in Red China or Russia, or the other Captive Nations, you can't love it and you can't leave it. Here in America we have the freedoms of choice, while in Communist ruled nations there are neither freedoms nor choices." ARVIN, CALIF., TILLER-BOOSTER

"States-righters, of which I am one, have always said we should not rely on Washington to solve all our problems. At present I'm willing to compromise with the strong central government advocates, if they will agree to let Washington create fewer problems than they solve, if any." BELTON, TEXAS, JOURNAL AND BELL COUNTY DEMOCRAT

Csonka Talking

Larry Csonka is the full-back of pro-football's Miami Dolphins. As such, and because he is such a determined, forceful runner, he has been battered savagely in his six years in that spot at Miami.

An indication of how brutal and savage the game is came from Csonka recently when he told a reporter he never knew whether he was playing his last game. In fact, he said, every play could be his last. That is the physical danger he accepts in playing professional football. And that's why he is thinking of quitting.

Following the many other revelations recently about the violence and savagery of the game (which admittedly draws fans and makes money because of its exciting violence), Csonka's plight emphasizes the question thoughtful sportsmen are increasingly asking: "How can any game which is certain to cause permanent injury, serious injury and sometimes death, be classified as a sporting contest?"

Death In Fall

Each year in fall, as bad weather sets in, a rash of air disasters occurs. The official explanation is that they are caused by pilot error, mechanical failure, etc.

Landing an aircraft at 150 miles an hour, or more, in dense fog, when visibility is poor, is a delicate task, even though most major airports now have radar approach devices, glide paths, lighting systems, etc.

In good weather errors in instruments, pilot error or control tower error can be quickly recognized with the eye. In bad weather the pilot is flying comparatively blind. Errors are often not discovered. Part of the explanation of air tragedies in recent years was attributable to fall's weather. Pay attention to forecasts and conditions, therefore, when flying.

Food Down

The Department of Agriculture says the price of food dropped sharply in September, and should have dropped more. In a recent tabulation for the press, the department reports the first monthly decline of the year was also the sharpest drop in seventeen years.

The department says middlemen--processors, wholesalers and retailers--didn't pass on to consumers all the reduced costs of food from the farmer. The middlemen, in other words, were taking advantage of the situation to increase their profits.

But it is only fair to point out that middlemen have not enjoyed as much of an increase in prices this year as have farmers, though they have upped their share of food prices by a sizeable 12.5 per cent. This seems an adequate, or more than adequate increase, and one hopes food prices will continue some decline in the coming months.

Mafia & Smut

Writing under an assumed name, living incognito far from home, a former Mafia operator recently wrote part of the story of his work with the mob in the smut racket.

Lewd films, smut books, prostitution and other vices bring mob leaders profits in the millions, he reports. And despite courageous action by some, such as this informer who helped send several mobsters to jail, many believe (including informers) that as long as there are people to purchase pornographic magazines, the mob will get its cut and there will be those to cater to them.

While children should be protected, a growing number of people are coming to the conclusion adults should be able to buy whatever they please and privately see whatever films and magazines they like. Many, after once shelling out the money for such material, knowing it's available everywhere--not forbidden--may never waste their money again.

The Sunday Brand

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O.G. Nieman
Don Richards
Sue Coleman
Lynn Brisendine

Publisher
News Editor
Women's Editor
Advertising Manager

CIRCULATION

Mail 364-2030

Talk Of Texas

By JACK MAGUIRE

FOOTNOTE TO HISTORY— On Thanksgiving Day, 1916, the Rice University Owls and the Southern Methodist University Mustangs played a football game that probably always will have a place in the record books.

Rice beat SMU by the highest score ever run up by a college football team in Texas. Nobody, however, is certain what the final score actually was.

It is a known fact that Rice scored 22 touchdowns against a single field goal for SMU. In question, however, is the number of points after touchdown which the Owls may have scored. It seems that the referee got so tired of raising his arms to signal the points after that he quit doing so in the last quarter.

As a result, some newspapers announced that Rice scored 143 points to 3 for SMU. Others said that the score was 146 to 3. Rice officials announced the score as being 145 to 3.

Most record books say that Rice scored 146 points. And everybody agrees that SMU had nothing but a 3-point field goal all afternoon.

THE SIGNS OF TEXAS — Superstitious motorists in East Texas sometimes do a double-take when they see the direction marker on State Highway 19 on the outskirts of Lovelady. It reads: "Friday 13." Friday, in adjoining Trinity County, is exactly 13 miles from Lovelady.

THE GOOD OLD DAYS? — So you think that today's prices are high?

In Houston in 1839, flour cost \$80 a barrel and eggs were \$2 a dozen. Currency was worth 20 to 30 cents on the dollar.

TRAVELING TEXAS — Houston soon will boast what is believed to be the largest painting in the world.

It is a mural 18 feet high and 240 feet long and it is designed to tell the story of Mexican migrants to the U.S. Artist Leo Tanguma says the mural will tell of the oppression of the Chicanos and their growing awareness that they can, and must, solve their own problems.

Tanguma, assisted by several young art students, in painting the mural on the exterior wall of a can manufacturing plant in the 5800 block of Canal in the port city.

DISAPPEARING SUDS — Since the first brewery was opened in Texas in the 1840's, more than 100 have been built in the state. Today only seven continue to produce beer.

U.S. ACCUSED
On June 8, 1972, a North Vietnamese spokesman in Paris charged that U.S. bombers had deliberately destroyed dams and dikes.

22 YEARS
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Favor his fancy
—guard his keys!



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SPORTS AND HOBBY
KEY
PROTECTORS

Bright-reminder of his favorite sport or hobby; safer handling for his keys. Anson Key Protectors come apart at a touch, relocks easily. Ideal when parking in attended garages — whenever keys must be separated easily. *Must for motorists. Gift boxed. \$6.00

COWAN
JEWELERS
Downtown

THE UNCHANGING TIMES — Carry Nation, the hatchet-wielding warrior against the evils of drink, was enticed to The University of Texas at Austin in October, 1916, as the result of a student prank.

The pranksters had written Mrs. Nation that University students were being mistreated by hard-drinking faculty. Among other things, the letter charged that the school's president (who really was a model of sobriety) sometimes got drunk with the janitor and went about the campus in his nightshirt yelling like an Indian.

This so enraged Carry that she invaded Austin on October 16. The students who had arranged her visit met her at the train and accompanied her up Congress Avenue as she smashed saloon windows and lectured imbibers. On the campus, she accosted President William L. Prather, called a respected dean a "booze hound" and addressed a gathering of students.

"The Kansas cyclone," as she termed herself, left Austin only after she was convinced that she had made prohibitionists of the faculty and made the University a spot where a student could be educated with sobriety.

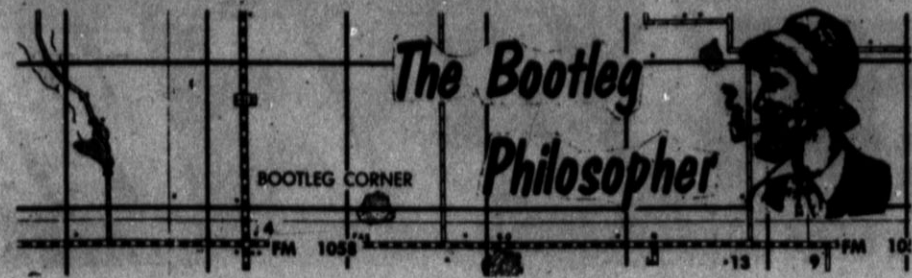
HISTORY'S MYSTERY — Canton's famed "First Monday," a monthly outdoor swap-and-shop fair that has become one of the largest trading markets in the U.S., is celebrating its 100th anniversary this year.

The fact is that the trades today is at least 125. Maybe older.

Nobody knows for sure when it began. It could have been on the first Monday in December, 1848, when a circuit judge arrived in Canton to hold the first court in Van Zandt County. Two farmers waiting for court to convene under a tree began discussing their favorite horses. After much arguing, they decided to trade even.

By 1850, when the first courthouse was built, swapping Old Dobbin had become such a tradition on "Court Monday" that local residents began calling it "Horse Monday." Later when the farmers began trading their favorite coon hounds along with their horses, the day was called "Dog Monday" for a few years. In the years following the Civil War, it became a general trades day and "First Monday" became the one time each month when people brought in goods they didn't want to swap for something they needed.

Today Canton's "First Monday" begins on Friday when the dog traders arrive. By Saturday, dealers in almost everything arrive. By Sunday as many as 800 stalls are open to serve the usual crowd of 25,000 customers that come to swap or bargain. It's all over on Monday night.



Editor's note: The Bootleg Philosopher on his Deaf Smith County grass farm on Bootleg Corner tackles the energy crisis this week, we guess you'd say.

Dear editor:

Although nobody has acted like it, everybody knows there's just a certain number of barrels of oil left inside the earth and when that's gone that's all she wrote, so naturally everybody is interested in steps being taken to conserve what we've got until a substitute can be invented.

Some European countries for example where they don't have professional football have banned Sunday driving, in the U.S. all government cars are now required to stay under 50 miles an hour and the rule may be extended to everybody, schools in colder areas may have shorter hours and longer holidays, the country may go back to daylight saving time the year around, airlines are making fewer flights, homes and offices are urged to turn their thermostats down 6 degrees this winter, etc.

I'M IN favor of all this and am wondering where I can buy stock in a company making old fashioned long-handles, but the plan doesn't go far enough. I mean, there are other areas where man can save enormous amounts of fuel without just wearing more clothes, and I'm going to think again before buying that stock. You're going to run into

problems trying to get women to wear long-handles with mini-skirts.

BUT LET'S move on. For example, take tanks. Huge tanks lined up on the desert fighting each other consume thousands of gallons of fuel, whereas you could get the same results with just as many casualties and prisoners at a 100 per cent saving of gas and oil if you used armoured knights riding on horses.

For the price of probably half a dozen tanks the U.S. and Russia could equip 5,000 knights on both sides with horses, armoured suits and all the swords and lances they could lug, and the battle could start whenever the referee blew his whistle. The Humane Society might object to the damage to the horses, but the television crews could use the same rule used in filming Westerns: show a man being shot, but never his horse.

This is just a start. Put your mind to it. There must be hundreds of other ways to save fuel, without of course banning the use of lighter fluid. I just don't believe civilization has advanced far enough for a man to light his cigarette with a flint rock.

Yours faithfully,
J.A.

P.S. This is off the subject, but I just read that some people now believe that the world is coming to an end. I don't hold with this but it's something to think about. I mean, it might be the only solution to the situation we've got in Washington.

Letters To The Editor

Lincoln Philosophy

Dear Editor:
I am submitting for our readers consideration Ten statements made by a former president, Abraham Lincoln:

1. You cannot bring about prosperity by discouraging thrift.
2. You cannot strengthen the weak by weakening the strong.
3. You cannot help strong men by tearing down big men.
4. You cannot help the wage earner by pulling down the wage payer.
5. You cannot further the

brotherhood of man by encouraging class hatred.

6. You cannot help the poor by destroying the rich.
7. You cannot establish sound security on borrowed money.
8. You cannot keep out of trouble by spending more than you earn.
9. You cannot build character and courage by taking away man's initiative and independence.
10. You cannot help men permanently by doing for them what they could and should do for themselves.

Sincerely,
Mrs. Cora Johnson
301 E. 6th

NEWS VIEWS

Hubert Humphrey, Senator (D-Minn), on war power curb:
"... A signal to the world that Congress and the President will work together on issues of national security."

William O. Douglas, Associate Justice:
"I think the heart of America is sound, the conscience of America is bright and the future of America is great."

Dr. Milton C. Adams
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OFFICE HOURS
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Saturday 8:30 till 12:00



ART SHOW

the students of Anna Kovacs
present their art

1:30 to 6 P.M.
Sunday, November 18

Fellowship Hall, First Presbyterian Church
PUBLIC INVITED

Best Of Press

Never!
The chief fault of the party system is that we never manage to get all of the liars on the same side.
-Independent, Ashland, N.C.

True
Worry will make almost anyone thin—except the people who worry because they are fat.
-Reporter, Kanawha, Ia.

William Proxmire, Senator (D-Wis):
"The military budget is about to explode."

Richard Nixon, President:
"I have no intention whatever of walking away from the job I was elected to do."

True
Stupid Steve says: "Minds are like parachutes; they won't work unless they're open."
-Tribune, Chicago.

An Observation
A modest girl never pursues a man. A mouse trap never pursues a mouse, either.
-The Hoist.

Admitted
Women can never be as successful as men. They have no wives to advise them.
-Grit.

Dilemma
Some people can't do their Christmas shopping early because they don't know who their friends will be by holiday time.
-Pathfinder.

CLOSE OUTS
on several Popular items
in the store. Come in
and see our selections

CLOSE OUT 2 Groups	CLOSE OUT GROUP
TONY LAMA BOOTS SEAL Reg. \$59.95 NOW \$49 ⁹⁵	LEVI KNITS Reg. \$14.00 NOW \$6
ROPERS 11" TOPS Reg. \$39.95 NOW \$32 ⁹⁵	

Shop Early for Christmas from our large selection in Every Department. Boots - Clothes - Gift Items.
We also have Western Christmas Cards and Gift Wrapping.
Use Lay-a-way, Bank Americard or Mastercharge

BOOTS and SADDLE
HWY. 385 NORTH . . . ACROSS FROM SUGARLAND MALL WEST
PHONE 364-5332 HEREFORD, TEXAS

BE THANKFUL!

Let's count our blessings, for a change. Yes, there are problems yet to be solved but we have much to be grateful for, just as the early Pilgrims did. Let's concentrate on the pluses this Thanksgiving.

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SELL IT FAST! BUY IT RIGHT! USE WANT ADS!

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CLASSIFIED ADVERTISING RATES

Reader Ads (Minimum 10 words) 1st insertion per word 8c
 Additional insertions, when paid in advance: per word 6c
 Classified Display (8 pt. type under a specific heading, 1 column width only - no art or signature cuts) per col. inch \$2.00
 Repeat insertion without copy change per col. inch \$1.50
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.12
 Deadline for Classified Advertising in the SUNDAY BRAND. 5 p.m. Friday
 Deadline for Classified Advertising in the HEREFORD BRAND. 5 p.m. Tuesday

FOR SALE: 19" color TV set. Beautiful early American maple cabinet. Excellent condition. \$200. 364-0199.

FURNITURE FOR SALE
 Sofa and chair, stove and refrigerator, floor lamps, assorted chairs. Call 364-1794
GARAGE TYPE SALE at 224 Avenue B. All day Saturday and Sunday afternoon. B-1-46-2c

Fireplace wood for sale. Call 364-2111. B-1-10-46-tfc

50 Kit Mobile Home with 5x119 ft. lot with 6 ft. cedar fence, 11x11 play house, double drive, patio, gas grill and light, wood burning fireplace. Priced to sell. 364-2423. B-1-46-2c

Two coats for sale: one size 12 with beaver collar, one size 14 with mink collar. Phone 364-6179. B-1-18-46-2c

FOR SALE
 12 Gauge Model 1100 Remington Bird Gun excellent condition. Viola by Roth of Germany professional instrument mellow tone. Violin by Roth of Germany fine tone. Public Address system 2 twelve inch speakers, will accommodate 4 instruments or microphones, like new. 2 small speakers. 2 small amplifiers like new. Sony Cartridge player. Call 364-1226 evenings or 364-2733 days
 R. J. Cramer 122 Catalpa St. Hereford, Texas S-1-20-tfc

FOR SALE: Evinrude boat and all accessories. 308 Star. S-1-10-15-tfc

FOR SALE: Raggedy Ann and Andy dolls and Barbie doll clothes. 217 Centre. Phone 364-0273. S-1-15-tfc

FULLER BRUSH PRODUCTS
 Good personal service. Mrs. Jessie Fuller, 258-7228. S-1-10-1-tfc

Gemeinhart Flute. Very reasonable price. Excellent condition. Call 364-1580. B-1-21-2p

FOR SALE: Duck decoys \$29.95 per dozen - while they last, also other miscellanea. A&M Gun Shop, 715 South 25 Mile Avenue. B-1-20-21-2c

ANTIQUE & DEPRESSION GLASS SALE
 Large private collection. Sale begins after 3:00 p.m. November 19th 208 Star Street B-1-21-1c

THE proven carpet cleaner Blue Lustre is easy on the budget. Restores forgotten colors. Rent electric shampooer \$1. Hereford Hardware B-1-21-21-2c

MOTOCROSS SPECIAL
 Ossa TT Special. Very fast. Lots of goodies. Make offer. 364-6546 B-1-21-tfc

GARAGE SALE: Today, Nov. 18th, 10:00 a.m. to 5:00 p.m. at 108 Douglas. Clothes, men's, women's, children's, baby items, coats, kitchen items, bedspreads, sheets, some old glassware and much more. B-1-21-1p

2. FOR SALE Farm Equipment
 See Us For Parts-Sweeps-Chisels for Graham (Hoeme)-Plows DAVIS IMPLEMENT 409 EAST FIRST Phone 364-2811 B-2-35-tfc

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

McCaslin Lumber B-1-18-46-2c

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Pressure tanks - 250 to 6,000 gallons, 80 to 200 pressure. 364-0484. B-2-20-3p

FOR SALE
 2-40 ft. flat trailers 1-1957 Ford dump truck 4-10:00x22 in. tires, lugs nearly new Phone 364-2530 B-2-18-tfc

3. FOR SALE Automobiles
 For Sale: '73 Grand Prix Pontiac. Loaded. 13,000 miles. 364-1779. B-3-10-45-tfc

FOR SALE: 1968 Pontiac 4 dr. Executive. One owner. Very clean. Automatic power steering and brakes, air conditioning. See this excellent buy at 207 Cherokee. B-3-25-45-tfc

1969 Plymouth Sport Suburban nine passenger wagon. Fully loaded. Extra clean. Call 258-7721. B-3-13-18-tfc

WALKER'S USED CARS AND TRUCKS
 WE BUY, SELL OR TRADE 400 West First Phone 364-2250 1B-41-tfc

SELECTED USED TIRES \$3.00 UP
 30 Day Guarantee MONTGOMERY-WARD AUTOMOTIVE SALES 114 EAST PARK 1B-3-17-tfc

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

NEW & USED CARS
 ORVAL WATSON FORD PHONE 364-2727 1B-3-18-tfc

NEW AND USED CARS now for sale at John Orsborn Buick, Pontiac, GMC's new location - 221 NORTH 25 MILE AVENUE. B-3-20-42-tfc

For Sale: 1973 LTD Country Squire Stationwagon. 10,700 miles. Power, air, cruise control, luggage rack. Lists \$722.00, take \$370.00 or best offer. Would consider small car in trade. Phone 364-6088. 132 Hickory. B-3-33-45-tfc

For sale or trade - '69 Chevy 4 door. 507 Park Avenue after 4:00 p.m. B-3-13-46-2c

'72 Ford Explorer. Air conditioned. Power steering, automatic. 364-5099 after 5:00 p.m. B-3-11-46-4c

For Sale: 1966 Buick. Low mileage, excellent mechanically with power and AC. Call 364-5054 after 5:00 p.m. B-3-16-46-4c

For Sale: '61 Ford Ranchero Pickup. 6 cylinder. Standard shift. Contact David Hill, 430 Ranger Drive. B-3-15-46-2c

1970 Chevy Nova. \$1,700.00. Phone 364-6430. B-3-21-2p

1968 Chevy Impala Custom. Power and air. Excellent condition. 364-0660. B-3-10-21-1c

FOR SALE
 1964 Chevy PU. Powers tool bed, 292, 4 spd. Extra good PU. 1949 Ply. 4 dr. runs good orig. 1958 Chevy truck camper. Perfect cond. Camper 60 per cent built. 16 ft. Lone Star Alum. Boat, 65 Merc. motor & dilly trailer. Water skis, life jackets, etc. Spare tire. Phone 364-2908 Northwest Mobile Lodge Office B-3-21-4c

1962 Super 88 Olds. Best offer. Phone 258-7640. B-3-10-21-tfc

FOR SALE: 1972 24 ft. Winnebago Motor Home, all extras, sleeps seven. 17,000 miles. Might consider some trade. 364-3274. B-3-18-21-1c

4. REAL ESTATE For Sale Or Trade
 THREE BEDROOM Central heat with humidifier and refrigerated air. New carpet in living & dining room and kitchen. Two car garage. \$3,700.00 equity with \$135.00 mo. payments. Call 364-1170 after 6:00 p.m. 1B-4-42-tfc

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

437 AVENUE C Move in cost less than \$500.00. New FHA Loan. 5 UNIT APARTMENTS Good location, good income. NORTHWEST HEREFORD-3 bedroom and den, 2 full baths, double garage, builtins, sunken living room with fireplace and book shelves. Fenced yard. 8 per cent interest. Priced to sell.

OASIS IN THE DESERT
 10 acres with nice two bedroom main house - two rent houses. Ref. air conditioning, draped and carpeted. 4' well, storm cellar, swimming pool, chicken barn. Lovely shade trees, all hardwood, many peach trees and grape vines. Cess pool cleaner, tree sprayer, 5 acres of corn planted. Beautiful grounds - like a park. 10 miles from Hereford.

LOANS
 Let us help you with your financing FHA-VA & CONVENTIONAL LOANS are now available. Check with our office for details. Board of Realtors Multiple Listing Service CARTHOL REAL ESTATE 206 N. 25 Mile Avenue Phone 364-0944 364-0938 Wayne Carthol Leola Peters EQUAL OPPORTUNITY B-4-10-tfc

450 ACRES FRIONA
 \$325.00 acre. Write 1900 West 10th, Plainview, Texas 79072. 4-4-12-3-tfc

7 1/2 x 250 ft. lot for sale on Avenue G. (Across from Stanton Jr. High. If interested contact Bruce Miller. B-4-45-4p

FOR SALE BY OWNER IN NORTHWEST HEREFORD
 3 bedroom, living room, den, 1 1/2 bath, double car garage, fenced yard, builtins. 5 1/2 per cent loan. Buy equity and assume loan payments at \$138.00 per month. Phone 364-0038 or 364-5844. B-4-45-tfc

WELCOME TRADE.
 652 acres, half in cultivation, nice improvements, wheat planted - goes with sale. Welcome nice home in Hereford as trade-in.

PRESTIGE LOCATION
 In Northwest, 3 bdrm. brick, 2 1/2 baths, den and kitchen comb., dining room, living room, ref. air, 2 fireplaces, \$2,000.00 worth of drapes. Double garage with electric door lift. Built-in vacuum cleaner, patio with barbecue grill, gas lites front & back, 5 1/2 per cent loan. Call for details.

PRIME LOCATION
 3 bdrm. brick, NW, 2 full baths, fully carpeted including kitchen, has kitchen & den comb., living room, double garage yard, ready to plant. The house has new paint. Call and we will show you this home, then make us an offer, you might buy it.

LIKE LARGE ROOMS
 You will have to see this 3 bdrm. home in NW with 1 1/2 baths, fenced yard with sprinkler system. A good location. B-5-12-19-tfc

SOUTH DOUGLAS
 3 bdrm. 1 1/2 baths, existing loan can be assumed, new elementary school and shopping center near by. B-5-13-19-tfc

COUNTRY HOME EAST OF HEREFORD
 Large 3 bdrm. brick with one acre of land. Paved road. Buy equity and assume loan with payments of \$110.00 per mo. B-5-13-19-tfc

COUNTRY HOME WEST OF HEREFORD
 LOOK AT THIS 4 bdrm. brick with 2 full baths, all built-ins, basement, double garage, 4 acres of land with barn 30x50 all steel. Pressure pump. Also other improvements. We just got this one, call today for details. B-5-28-tfc

COUNTRY HOME NORTH OF HEREFORD
 12 acres, 3 bdrm. brick and large barn, small irr. well. Priced \$48,000.00 cash. B-5-10-3-tfc

WHY WAIT
 2 bdrm. 1 bath, new carpet, fenced yard. Buy equity and assume loan. Payments less than \$100.00 per mo. B-5-12-46-tfc

COUNTRY CLUB DRIVE
 1.7 acres overlooking golf course. Ideal for nice mobile home spaces. 2 bdrm. rent house goes with land. Terms available. B-5-10-13-tfc

SMALL TRACT
 15 acres just off paving. \$500.00 down \$150.00 per month. B-5-10-13-tfc

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EQUAL HOUSING OPPORTUNITY
 For Sale: 320 acres irrigated East of Ford: 1500 acres four miles from Matador. Call B.T. Spear, 355-1802. B-4-17-16-tfc

Brick duplex. Good location. Cash or new loan. Phone 364-0022. B-4-10-44-tfc

LAND
 80 acres with a well. Good farmland, at \$325.00 per acre. Carthol Real Estate Phone 364-0944 B-4-43-tfc

FOR SALE BY OWNER
 3 bedroom house, 1 1/2 baths, nice yard, fenced backyard with many fruit trees. 5 1/2 per cent interest. 906 Irving. Call 364-5068 for appointment. B-4-17-tfc

Local motel for sale with established clientele. Good location, reasonable price and terms. Campbell Real Estate Phone 364-0780 B-4-20-tfc

For Sale: 2 bedroom home. Nice yard and garden area. Call 364-0982. B-4-12-46-2p

For Sale: 175' lot on corner of Main Street and 6th. Zoned for business: many possibilities. Ruby Hickman 364-3275. S-4-18-13-tfc

1600 A West Hereford, 500 A irrigated, 1100 A grass 640 A SW Friona, irrigated. \$365.00 A. 2,000,000 bu. Elevator, \$600,000. Motel - 16 units. Shows good net profit. 6500 A Ranch, 8 irrigation wells, 1 Valley sprinkler, good grass, plenty of water. Call Grady Rogers 364-0780 or 364-1949 B-4-21-1c

5. FOR RENT
SUMMERFIELD MOBILE MANOR
 FIRST MONTH FREE. 7 miles West on Hwy. 60. Phone 357-2552. B-5-15-10-tfc

OFFICE FOR LEASE. Ralph Owens 364-2222. 1B-5-10-14-tfc

Office for rent. Answering service available. AGRISCIENCE CENTER, 1500 West Park, Phone 364-5822. B-5-14-19-tfc

Nice furnished house. Adults. No pets. After 5:00 p.m. 303 Avenue H. B-5-12-19-tfc

Thunderbird Apartments. Unfurnished 2 bedroom, 1 1/2 bath, Phone 364-5360 B-5-13-19-tfc

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

DIAMOND VALLEY TRAILER PARK
 Located on the 600 & 700 block of Avenue H. - Sioux & Cherokee Streets, and 700 block of Ave. G. Storage for rent. PHONE: 364-1483; 364-3937 B-5-28-tfc

MOBILE HOME SPACE for rent. Call 276-5333. B-5-10-3-tfc

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

TRAILER SPACE FOR RENT
 Northwest Mobile Lodge, Phone 364-1108 B-5-10-13-tfc

WHY PAY OUTRAGEOUS PRICE FOR YOUR APARTMENT?
 We have apartments to suit your needs in any size. Your rent is adjusted to your income so you will not be paying more than you can afford. Apartments have stove, refrigerator, central heat and air and fenced playground, laundry facilities, recreation room that will have pool tables and ping-pong tables. And you can use the recreation room whenever necessary. 1 bedroom start \$79.95 2 bedrooms start \$101.55 3 bedrooms start \$113.75 4 bedrooms start \$123.00 All bills paid. Deposit is required. BLUE WATER GARDEN 608 Irving Phone 364-4641 3B-5-2-tfc

For Rent: two bedroom trailer - furnished. Couple or single preferred. Call 364-6470 after 6:30 p.m. Thursday; after 11:00 a.m. Sunday. B-5-46-2p

Eldorado Arms - 1 and 2 bedroom furnished apartments. All bills paid, free cable TV. Call 364-5961 from 9 to 7 week days and Saturdays; after 7 p.m. and on Sunday, 364-4332. B-5-20-tfc

BACHELOR APARTMENTS
 Carpeted-private entrance, private bath, 821 South 25 Mile Avenue. S-5-14-32-tfc

HEREFORD MINI STORAGE
 Economical storage facilities for furniture, boats motor, homes or any storage needs. Size-12'x12', 10'x22' & 12'x32'. CALL 364-5620 S-5-49-tfc

Clean One bedroom apartment for rent. Responsible couple or single. \$105.00 per month. Available December 1st. 364-5844 or 364-0038. B-5-19-21-tfc

Three room furnished house for rent. 129 Avenue A. B-5-10-21-tfc

3 bedroom home for rent. Fully carpeted. Central heat and air. Located on Avenue K. Call 364-3316. B-5-17-21-2c

6. WANTED
 Dress making, pants suits, party dresses & etc. Phone 364-6294. B-6-45-6p

WANTED: Stubble grazing. David Brumley, Phone 364-1174. B-6-10-45-tfc

WANTED - CUSTOM FARMING
 Call Joel Williamson, 258-7728 or 364-1933. B-6-10-9-tfc

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7761 or 364-0165. B-6-13-6-tfc

Want to lease - 1/2 to 1 Section of land. Will discuss rental. Call Lewis Block, 364-4117. B-6-15-7-tfc

WANTED: YOUR WHEAT PASTURE
 DAVID BRUMLEY 364-1174 B-6-10-4-38p

COMMUTER NEEDED. A.M. Classes all week to W.T. Call Steve, 364-1317. B-6-35-tfc

Wanted: Wheat pasture by the CWT or acre. Premium prices for good farms. Call Mike Solomon, 289-5757, after 8:00 p.m. B-6-19-35-tfc

Help us collect 10,000 Campbell's Soup Can Labels. 6th grade class, Bluebonnet Elementary School. B-6-14-17-9c

WANT: Pasture for cattle. O.G. Hill 364-1871 or 364-4741; Foster Hill, 364-4217 or 364-4741. B-6-14-17-tfc

Adults only would like to rent nice, clean small furnished house or apartment. 364-6285. B-6-14-20-3c

8. HELP WANTED
 Need cocktail waitress. Apply at Headquarters after 4:00 p.m. B-8-10-43-tfc

Hide room labor wanted. We offer: +Good pay +Paid vacation +Paid hospitalization Colorado By-Products 3 1/2 miles West Hwy 60 Phone 276-5331 days; 364-2495 nites B-8-42-tfc

RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate. B-8-16-39-tfc

MISSOURI BEEF PACKERS, INC.
 is now accepting applications for female production workers. No experience necessary, but must be willing to learn and work. This is year around employment, not seasonal. We offer: +Paid vacation +Paid holidays +Company paid group hospital insurance +Good wages. Apply at Personnel Office of Missouri Beef Packers, Inc. Friona, Texas, 4 miles West of Friona on Hwy 60. We are an equal opportunity employer. 3B-8-14-tfc

Good welders and welder's helpers wanted. Phone 364-4621. B-8-10-17-tfc

STATED MEETING SECOND MONDAY
 7:30 P.M. Thursday DEGREE WORK
 Charlie Brown W.M. W.A. Phipps Sec.

Hereford Rotary Club
 meets every Monday at 12:05 Civic Club Center (Jim Hill)

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

HAYGRAZER 4200 bales, heavy grain. 3500 bales Johnson grass hay in field. \$50.00 ton. 364-0484. B-1-20-3p

75" Packard-Bell Stereo with Garrard Turntable 1963 MG Convertible 4 baby bull calves 1 Ranch oak chest Call 364-3940 after 4:30 p.m. B-1-20-tfc

IF carpets look dull and drear, remove the spots as they appear with Blue Lustre. Rent electric shampooer \$1. Duckwalls, Sugarland Mall B-1-23-46-2c

Complete house full of furniture for sale. After 5:00 p.m. 731 Avenue H or 364-4129. B-1-14-46-2c

FLUFFY soft and bright are carpets cleaned with Blue Lustre. Rent electric shampooer \$1. McCaslin Lumber B-1-18-46-2c

NEED PAPER BOYS
APPLY AT
THE HEREFORD BRAND
B-8-44-tfc

School bus drivers needed. See Eldon Owens at school bus shop. B-8-10-17-tfc

Need qualified personnel for part time business. For interview phone 364-2329 after 6:00 p.m. B-8-13-17-tfc

MISSOURI BEEF PACKERS INC.
is now accepting applications for beef luggers, production workers, maintenance men and kill floor personnel.
We offer:
+Year around employment
+Paid vacations
+Paid holidays
+Company paid group Hospital insurance
+Good wages
+No experience necessary
Apply at Personnel Office of Missouri Beef Packers Inc., Friona, Texas, 4 miles West of Friona on Hwy. 80.

We are an equal opportunity employer. B-8-39-tfc

SEMI-DRIVERS NEEDED
One year's experience necessary. Must be 22 or older. Call Steere Tank Lines, Dimmitt, Texas 647-3183. Equal opportunity employer. B-8-22-18-tfc

Need experienced man for permanent employment on farm. Nice house and utilities furnished. Ivan Block, 364-0296. B-8-16-18-tfc

Part time waitress needed to serve both cocktails and food. Excellent tips, quality clientele. Applicant must be 18 years of age or older. Apply in person to The Music Stand, 628 West 1st, Call 364-1150. B-8-44-tfc

Need experienced woman for general office. Call 364-0750 for interview. B-8-10-20-tfc

Young men ages 16-18 years. Job openings for ushers and doormen. Apply in person Star Theatre after 1:00 p.m. Monday. An equal opportunity employer. B-8-24-21-tfc

POSITIONS OPEN
Immediate opening for security guards. Rotating shifts, uniforms furnished and no weapons required. Must be mature, responsible and conscientious.
Contact:
Barry Love or Carl Perkins 806-647-2137. Amstar Corporation, Dimmitt Plant, Box 169, Dimmitt, Texas 79027. An equal opportunity employer. B-8-21-tfc

SNAP-ON TOOLS CORPORATION
We need an ambitious dealer to take over an established territory centered in Hereford, Texas to sell our line of hand tools and shop equipment. Over 8,000 items in our line. Average earnings in this area, over \$300 a week. We offer on the job training, national advertising, protected territory, customer financing, product guarantee, sales promotion programs and investment protection.
This is a business of your own. Investment is required. For more information write or call:
Bill Day
7113 Calumet, Amarillo, Texas 79106
806-355-3865
B-8-21-tfc

PARTS MAN WANTED
We are looking for someone who has:
+A farm background
+Experience with harvesting equipment
+Mechanical ability
+Ability to meet people
Interested parties contact:
Al Sauter or Frank Swint at New Holland-Hereford South Hwy 385 Hereford, Texas 79045
An equal opportunity employer. B-8-21-tfc

OPPORTUNITIES-BUSINESSES
I would like to talk to a man and his wife in the privacy of their home about a business of their own, requiring no investment other than time. For appointment, write P.O. Box 2866, Amarillo, Texas. B-8-21-tfc

Brand Ads
Get Results

WANTED: PLANT OPERATION TRAINEE
If you are of average intelligence and willing to work, you can be trained to perform these jobs. Earn while you learn, liberal company fringe benefits.
Amstar Corporation
Box 169
Dimmitt, Texas 79027
Phone 647-2137
Equal opportunity employer
B-8-21-tfc

9. SITUATIONS
State Licensed Child Care For Working Mothers Hereford Day Care Center 364-1293 B-8-46-tfc

Steady worker wants permanent job. Have commercial driver's license and can do a number of different jobs. 364-5936. B-8-46-20

Yard work and odd jobs is my only business. Walk Boston, 364-4164. S-9-11-19-tfc

Will be happy to do your alterations. Call 364-6137 or come by 136 Avenue H. S-9-15-21-5p

Will do baby sitting in my home 8:00 a.m. to 5:00 p.m. Monday through Friday. 364-1250. B-8-21-2p

Ironing in my home. 364-0870. B-9-10-21-tc

Strayed: Light weight heifers from Jack William's place, branded L O on right side. Call 289-5861 or 357-2364. B-13-17-21-3c

10. NOTICE
For the convenience of you, our customers, we now have truck scales to weigh your scrap iron - One mile North of Big Daddy's Truck Stop. HEREFORD IRON & METAL North Progressive Road by City Dump Anson A. & June Dearing Phone 364-3350 or 364-3777 1 1/2 B-10-34-tfc

ALCOHOLISM INFORMATION
For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call 364-4540 from 8:00 a.m. 'till 12, 1:00 p.m. until 5:00 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-12-tfc

11. BUSINESS SERVICE
HOME APPLIANCE REPAIRS
Guaranteed work on all makes and models. 10 years experience. Available for night-time emergencies.
JOE'S HOME APPLIANCE REPAIRS 343 N. Main Ph. 364-5751 B-11-45-tfc

KIRBY VACUUMS
Rebuilt with genuine Kirby Parts. \$69.95 & up, two year guarantee. Your only authorized Kirby Distributor. Kirby Sales & Service 522 Irving Ph. 364-0422 B-11-35-tfc

DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS
30 ton crane. B-8-21-tfc

BOBBY GRIEGO
Day Phone 364-0574
Night 364-2322 B-11-14-tfc

PAINTING CONTRACTOR INSIDE-OUTSIDE
All work guaranteed
Free estimates
Julio Pesina
204 Catalpa St.
Hereford, Texas Ph. 364-4856 B-11-40-17p

APPLIANCE REPAIR
We repair all makes and models of appliances. All work guaranteed.
MONTGOMERY WARD & CO. 114 East Park Phone 364-5801 B-11-53-tfc

B.L. Jones CONCRETE CONTRACTOR
We will do your finishing or give you a turnkey job. Free Estimates. 246 16th Street Phone 364-9617 B-11-21-tfc

KELLY ELECTRIC DOUG AND VIRGIL
Electrical Contractors Residential Commercial
All bids and wiring Call bids and wiring competitive. Phone 364-1345 Night phone 364-2012 or 364-1345 Box 130 B-11-46-tfc

DICKEY'S DOZER SERVICE
Dirt Work - All Kinds
Bull dozers - Scrapers
Back Hoe - Dragline
Motorgrader
See or Call FLOYD DICKEY S.E. 4th & Belsher Dimmitt, Texas Business Phone 647-4553 Residence Phone 647-4565 B-11-29-tfc

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

Tree Trimming and Topping. Call Cliff's Tree Service 364-2111. B-11-10-46-tfc

FOR PORTABLE DISC ROLLING. Call Ralph Paul, 364-1842 or 364-2978. B-11-10-43-tfc

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

N.O.T.I.C.E
State Inspected Plant Custom Slaughtering and Processing:
Hogs, beef, goats, sheep and wild game.
Vega Meat Company Vega, Texas (1/2 mile south 385) Phone 267-7311 Guy & Eula Killian, Operators B-11-46-5c

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

TREE TOPPING & SHAPING, HEDGE TRIMMING
Free estimates
C.L. Stovall 208 Avenue C Phone 364-4160 S-11-39-tfc

The best way to help others is to see that they don't have to help you
JOIN HEREFORD BENEFIT ASSOCIATION
See or Call Frank Ball 364-3119 G.W. Owen 364-3744 Mrs. Brucie Rose 364-0285 1 1/2 S-11-43-tfc

PART TIME SERVICE REPAIR
Work guaranteed
Frigidaire, Maytag, Kitchenaid
Phone 364-1618 S-11-20-2p

GROOMING BY APPOINTMENT ONLY
Poodles, Schnauzers, Scotties, Kerry Blues, Spaniels, Yorkshires, Setters, Wirehairs and more.
Phone 364-0706 S-11-18-tfc

HEARING AID BATTERIES
for all makes sold and tested at THAMES Pharmacy. Phone 364-2300. S-11-12-40-tfc

HEREFORD WRECKING CO.
New & Used Parts
WRECKER SERVICE
We buy scrap iron & Metal Have storage for cars, boats, etc.
1st & Jewell Ph. 364-0580. Nites - 4069 or 0675 S-11-12-40-tfc

Know THE Weather
Does the weather affect wildlife and hunting to an appreciable degree? Yes. The weather is a most important influence on our hunting. First, enough rain and the right conditions are required to populate our woods and fields with wildlife, by giving them vegetation and insect and animal food.
Second, weather often determines when and where birds migrate. It can determine where native animals and birds are to be found during the hunting season - in heavy, protected areas, or out in the open, so to speak.
What some people don't realize is that severe weather kills game, as well as people.

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COMPLETE
Turn Key Installations of Pumps and Gear Drives
Big "T" PUMP CO. INC.
Sales & Service
HEREFORD 364-0323
DIMMITT 647-3444
FRIONA 247-3311
S-11-24-tfc

FOR ALL YOUR INSURANCE
Consult
The LaPlata Agency
205 South 25 Mile Avenue
Phone 364-4919
Pauline Lovan 364-3526
Robert Lemons 364-1726
Frank Pannell 364-2412
S-11-16-tfc

BROOKSIDE FARMS LABORATORY ASS'N.
Local Consultants:
David Pickens Abe Davis 276-5319 364-2789 or 364-6367
S-11-52-tfc

ROWLAND STABLES
840 AVENUE F PHONE 364-1189
Stall Rental-Boarding Breaking & Training Stallion at Stud (Mr. Pep Bar)
We cater to good horses at the Red Pens S-11-29-tfc

FOR SALE
Registered Apaloosa horses. Bred Apaloosa fillies, Apaloosa Stallion - 10 years old and gentle to ride and a good cow horse (Grandson of Whistle Breeches)
J.A. Crofford Phone 364-0952 B-12-20-tfc

CALVES
7 to 14 days old
Guaranteed healthy
Free delivery on 10 or more
214-223-4982 B-12-20-9c

12. LIVESTOCK
FOR SALE
Registered Apaloosa horses. Bred Apaloosa fillies, Apaloosa Stallion - 10 years old and gentle to ride and a good cow horse (Grandson of Whistle Breeches)
J.A. Crofford Phone 364-0952 B-12-20-tfc

13. LOST & FOUND
LOST: 10 head of 450 lb. calves from Westway area, branded "LIL" on right hip. Call 364-5344. B-13-16-19-tfc

STRAYED: Cattle branded upside-down "T" open on left shoulder. West of Hereford. Call collect Friona 247-3888 or 247-2282. B-13-18-13-19-46-tfc

LOST: Steers, branded Flying "W" on left rib. David Brumley, 364-1174. B-13-10-20-tfc

LOST: From vicinity 114 Beach, white female 6 months old Spitz. Tag No. 2890. \$15.00 REWARD. 364-6528 or 364-6489. B-13-46-2p

CARD OF THANKS
To each person who was so kind during my stay in Northwest Texas Hospital, I wish to extend my heartfelt thanks and appreciation. It is such a blessing to know that in these hurried and complex times, there are still those who will take time out to care with prayers, kind thoughts, flowers, visits, telephone calls, gifts and food.
A special thanks to Doug Marning of the First Baptist Church for his concern and to the American Red Cross for their efforts in making it possible to bring our daughter and family home from Japan. May God bless each of you in His own way.
Mrs. George E. (Annie) Brashear

NOTICE OF ENACTMENT OF ORDINANCE
IMPOSING A PENALTY
All persons will please take notice that on the 5th day of November, 1973, the City Commission of the City of Hereford, Texas, duly enacted an ordinance imposing a penalty, the caption of said ordinance reading as follows:
ORDINANCE NO. 988
AN ORDINANCE OF THE CITY OF HEREFORD, TEXAS, AMENDING THE HEREFORD CITY CODE BY ENACTING ARTICLE 5 OF CHAPTER II, PROHIBITING THE CONSTRUCTION OR MAINTENANCE OF ANY FENCE CHARGED WITH ELECTRICITY AND PROVIDING A PENALTY.
Said ordinance provides that it shall be unlawful for any person, firm, or other entity, whether the same be the owner, lessee, or person in possession of or controlling any property in the City of Hereford, to construct, maintain or permit to remain on such property any fence, barrier, partition or obstruction charged or energized with any electrical source in such manner as to transmit an electrical charge to persons, animals, or things which might come in contact therewith. It shall further be unlawful for any such person, firm or entity to cause any fence, barrier, partition or obstruction situated in said City to become charged with a current of electricity, to connect any such fence with a source of electricity, or to permit any such fence under the control of such person to be connected with a source of electricity.

Said ordinance provides that any person violating the provisions of this ordinance shall, upon conviction, be fined in an amount not to exceed \$100.00.
Said ordinance shall become effective from and after its publication as required by the Charter of the City of Hereford, which date shall be the 11th day of November, 1973.

IN TESTIMONY WHEREOF,
witness my hand and seal of the City of Hereford, Texas, this 5th day of November, 1973.
(City Seal)
-s-Mary V. Watts
City Secretary S-20-2c

LEGAL NOTICE
THE STATE OF TEXAS
To: JAMES EUGENE STRAIN
Greeting:
You are hereby commanded to appear by filing a written answer to the Petitioner's Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 31st day of December 1973, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.
Said Petitioner's Petition was filed in said court, on the 14th day of September A.D. 1973, in this cause, numbered 6900 on the docket of said court, and styled, IN RE: ADOPTION OF MICHAEL RAY BENTLEY, a minor (present birth certificate name of Michael Ray Strain).
The names of the parties to the cause are as follows: James Curtis Bentley and wife, Carolyn Webb Bentley as Petitioners.
A brief statement of the nature of this suit is as follows, to wit: Said Petitioners seek to adopt the said Michael Ray Bentley, a minor, alleging that no consent of the natural father of said child, the said James Eugene Strain, is required by reason of the exceptions contained in Article 46a, Section 6 (a) of the Revised Civil Statutes of Texas, as is more fully shown by Petitioner's Petition on file in this suit.
If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.
The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.
Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 16th day of November A.D. 1973.
Attest:
LOLA FAYE VEAZEY
Clerk,
District Court,
Deaf Smith County, Texas (SEAL) S-21-4c

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Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 16th day of November A.D. 1973.
Attest:
LOLA FAYE VEAZEY
Clerk,
District Court,
Deaf Smith County, Texas (SEAL) S-21-4c

LEGAL NOTICE
THE STATE OF TEXAS
To: JAMES EUGENE STRAIN
Greeting:
You are hereby commanded to appear by filing a written answer to the Petitioner's Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 31st day of December 1973, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.
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Best Of Press

Only Thing
The only thing we know of that doesn't suffer from being panned is gold.
-Wall Street Journal.

Trust To Lust
Most people don't have to be led into temptation—they can find their own way.

Irish Wit
For every woman who makes a fool out of a man there are a hundred who make a man out of a fool.
-Irish Digest.

Fruity?
Gossip is like grapefruit. It has to be juicy to be good.
-Sky Ranger, Dallas.

Teacher's Lament

No one is ever too old to learn, but many people keep putting it off.
-Tribune, Chicago.

Tidiness Pays
Don't smoke in bed. The ashes falling on the floor may be your own.
-Tribune, Chicago.

Designers show pretty, wearable clothes.

Cox sees future prosecutions jeopardized.

MAIL-ORDER FRAUD

CHIPPING NORTON, ENGLAND—When Leonard Clifford, 26, arrived to meet the girl he had courted through

the mail for two years and planned to marry, he found not the blonde in the picture but a 37-year-old mother of two. Mrs. Elizabeth Cain pleaded guilty in court.

Hereford Real Estate

*Homes *Ranches *Farms

2 Bedroom - New storm cellar - large lot. Excellent Condition!
3 Unit apartment house - reasonable down - excellent investment

FARMS

60 Acres, 6 inch well, 325 per acre, reasonable down.
320 Acres - 3 wells - home - on pavement.
640 Acres - 3 wells - \$287.50 an acre - north of Hereford!
640 Acres - 5 wells - home - tile.

31,000 Acres deeded - now running 1,236 head of cattle excellent water - 200 acres sub-irrigated. Ranch house - foreman's quarters - 18 pastures.

141 North 25 Mile Ave. 364-2424
evenings and Sundays

Charlie Whitehead 5355 Martin Moore 364-2496
Jim Cramer 364-0164

CAMPBELL REAL ESTATE

364-0780

● COMMERCIAL PROPERTIES. Motels, Red River lodge, private club, low-rent apartments, industrial lots, others.

● LIKE NEW and near schools. 3 bdr., 2 full baths, easily converted to 4 bdrs. Has 2 car garage, built-ins. \$22,500.00.

● ASSUME LOAN with small down payment. Clean, roomy home with carport, large storage bldg, central heat, 3 bdr., \$13,900.00.

● LARGE GAME ROOM. 3 bdr., 2 bath in good location, yet reasonably priced, flexible terms. \$21,000.00.

● AFFORDABLE HOME with small loan payments or will sell to veteran. 2 bdr. fence, new paint. \$9,500.00

● NORTHWEST LOCATION this house has been fully reconditioned and has carpet, built-ins, 2 baths, fenced yard, and 2 car garage. You can assume a low interest loan. Compare at \$25,000.00

● DUPLEX with large rooms throughout, new gold carpet, nice kitchens, completely remodeled. An 80 per cent loan available, or will trade. Only \$14,500.00.

● NEAR DOWNTOWN - rustic 3 bdr. home remodeled from roof to floor. A comfortable home in a pleasant location. \$13,500.00.

Equal Housing Opportunity
Multiple Listing Service
Neil Cooper 364-1783
Barbara Cooper 364-1783
Grady Rogers 364-0660
Ted Walling 364-0660
Gene Campbell

218 W. 3rd.

WE'RE SELLING!
WE NEED LISTINGS
List with us for fast results

FARMS FOR SALE

1/2 section on pavement, 2 small brick homes, quanset barn, mile of underground pipe, return pit and lake pump. Buyer can rent adjoining 1/2 section.

FEED LOT

Feed Lot fully equipped 3500 capacity. Priced to sell with easy terms.

INCOME PROPERTY

28 units, living quarters, restaurant, swimming-pool. Averages 85 per cent occupancy. Priced \$5,000 per unit. 29 per cent down. Good terms on the balance. Has other business interests reason for selling.

556 Acres in the Summerfield area, priced at 450 per acre. 29 per cent down and balance good terms.

Good location - older apartment house. Good income

COMMERCIAL LOTS

We have all types, sizes, prices and locations of Commercial Lots. Just call us or come by for information.

Small tracts and residential lots. Surveyed and ready for sale.

HOUSES FOR SALE

We are taking applications for FHA at 437 Ave. C.

NORTHWEST LOCATION - Over 1900 sq. ft. of living area. 3 bedrooms, 2 baths, carpet. 80 foot lot fenced. \$26,500.00.

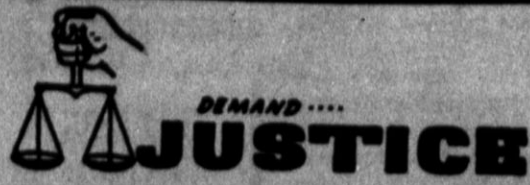
BOOZER REAL ESTATE

205 S. 25 Mile Ave. Hereford, Texas

Phone 806-364-1755

364-0029

364-3502



400 acres on Black Water Draw, permit for four 8-inch wells, 30 feet to water, on highway. Priced at \$175 an acre. \$25,000 loan, 7 per cent interest. May trade for home or acreage near Hereford.

FOR LEASE: 120 acres, adjoining city limits, paved on two sides, strong 8-inch well on natural gas.

FOR SALE: Have several good farms in good water. Low down payment and easy terms.

FOR SALE: House at 344 Douglas St., 3 bedrooms, 2 1/2 baths, fully carpeted, drapes, kitchen built-ins, fenced backyard, double garage, finished yard. Can be bought worth the money.

JUSTICE REAL ESTATE

Virgil Justice, Phone 364-0670

Marn Tyler

REAL ESTATE

111 Ranger 364-0153



JUST FOR YOU TWO
Nice 2 BR, 2 bath (large), fireplace, central air, double garage, fenced. Excellent location. 110 Elm. \$20,000.00

TRADE FOR SMALLER HOME
4 BR, 3 bath, L.R., Den, Fireplace, Refrig, Air, fenced yard with sprinkler system.

CATHEDRAL BEAM CEILING in L.R. with fireplace, 3 BR, 2 bath, refrig, air, double garage.

MOBILE HOME & LOT
Landscaped, 2 BR, 1 1/2 bath, refrig, air, storm windows, storm cellar & storage bldg.

New Grass Listings

OWENS ELECTRIC

WE SPECIALIZE IN:
Complete sales and service of electric motors, (new and used), magnitos, starters and generator repairs.

LOAN MOTORS AVAILABLE

809 E. 2nd. 364-3572 HEREFORD, TX



Floating Tailwater Pump
Conserve that water.



Vertical Hollow Shaft



Electric Belt Driven Gear Head

"Guaranteed Satisfactory Service"
Warren Owen Harvey Milton

Don't Take Your Heating System For Granted

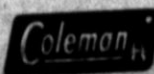
CALL THE HEATING SPECIALISTS

364-4714

Your heater is a necessity with our Panhandle winters. Make sure you have heat when you need it.

Robert Rhoton

R & R REFRIGERATION AND HEATING SERVICE



RALPH OWENS

& ASSOCIATES, INC.

REALTORS HEREFORD, TEXAS

311 E. PARK AVE.

PHONE 364-2222



ROOM TO GROW IN

See this large 3 bedroom - 2 bath home on Star Street. 2000 sq. ft. Formal living room, 2 bedrooms upstairs. Lots of storage closets. H-30011

NEED AN OFFICE, RESIDENCE COMBINATION?

We have the ideal home situation for a complete and luxurious home complete with three bedrooms, 2 1/2 baths, separate dining and living rooms, den with fireplace and all of the desired extras. There is an ideal situation for an office in the rear with side entrance, and ideally located. Call for an appointment to see! H-3515

ASSUME V.A. LOAN

Three year old 3 bedroom on Cherokee. Nice yard, fence. Newly decorated. Owner is moving. Excellent school location. H-3997

NEW PAINT AND CARPET!

Prime location, large three bedroom 2 bath home with separate den, living room and playroom. New carpet and paint plus fireplace and tremendous storage make this a great home for a family. An equity buy! H-3942

OUT OF THE ORDINARY

This home has had the love and care that only you can judge. Tastefully decorated, Cozy den with fireplace. Beautiful yard. Plenty of room for the whole family. H-3977

NEAR HOSPITAL

Buy three houses for the price of one owner retiring. Three 2 bedroom homes on one large lot. Excellent condition. Best location for rental property. H-2267

QUIET NEIGHBORHOOD

Located in quiet and delightful Denton Park. New carpet and water heater. 3 BR, fenced. New loan available or assume \$106.00 mo., at 6 1/2 per cent interest. H-3952

N.W. - CLOSE TO SCHOOLS

Over 1900 sq. ft., 3 extra large bedrooms, large den with new carpet. Lots of storage. Extra nice yard and many other nice extras. H-3009

EVERYTHING YOU NEED

Everything you might want is here. Over 2700 sq. ft., 2 1/2 bath, 3 BR. Double fireplace in panelled den and game room. Draped, sprinkler system. Many other nice features. H-3986

JUST BEGINNING

If you are buying your first home look at this lovely 2 BR home. Panelled and carpeted. 2 heaters. Real comfortable, all for less than \$11,000.00 H-2274

READY AND AVAILABLE

Lovely 3 BR, 2 bath home in N.W. Fenced, ref. air, lg. den, yard is in and has many shrubs. Price is right and loan is available. 535 Willow Lane

CATHEDRAL CEILING

2 Bedroom, 2 1/2 bath on Douglas Street. This lovely home feature-raised panel cabinets, cathedral ceiling in family room, double fireplace, built in desk - bookcases & hutch. Large playroom. Large Master bedroom with his & hers closets. H-3970

BEST PRICE IN TOWN

2300 sq. ft. for \$35,000.00. Built-in china cabinet, large sunken den with fireplace and built-in bookshelves. This home on Country Club drive has a 12x12 storm basement. H-3926

FARMS FOR SALE

DAWN AREA

320 acres, 1/2 alloted, 3 wells F-3119

NEAR MILO CENTER

990 acres, 6 wells, house, very good lake, 3 1/2 miles tile. Priced to sell. F-4114

FEEDYARD

480 acres, 2 wells, Mill, \$600.00 per acre F-3108

NORTHEAST

310 acres, 3 wells, 1 1/2 miles tile. Perfect, 29 per cent down, low interest. F-3123

"We do more for you than we have to"

NIGHTS, SUNDAYS AND HOLIDAYS

Call: Sam Long 364-0381, Virginia Holmes 364-6520, Ralph Owens 364-2560

REALTORS

601 N. MAIN
HEREFORD, TEXAS
364-0555

RANCH 3700 DEEDED ACRES
200 acres in cult., blue gramma grass, 300 cow capacity, more with crops, located in Northern New Mexico M&S4037

PECOS COUNTY 20,995 ACRE RANCH
1995 acres deeded, six irrigation wells, 12 windmills, 11 pastures, 29 per cent down, terms negotiated, wild game, white and black tall deer, Javaline, turkey, quail - M&S-4019

FEED LOT LOCATION
North Plains, will accommodate 100,000 head, perfect drainage, abundance of water, some irrigated - M&S 4000.



2 1/2 acres, 4 bedroom, 2 acres. \$50,000



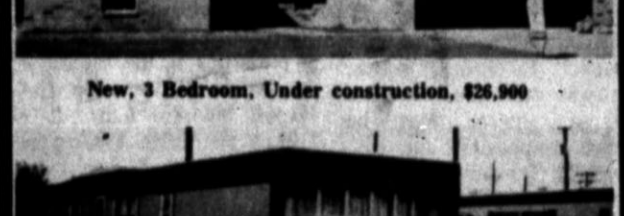
New, 4 bedroom, \$42,000



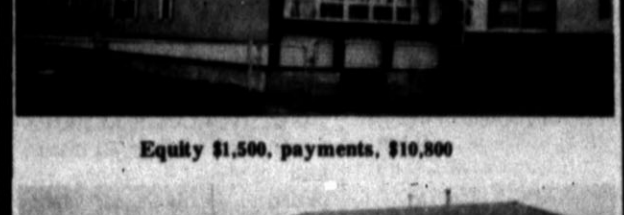
Equity \$2,500, 2 bedroom, \$12,500



New, 3 Bedroom, Under construction, \$26,900



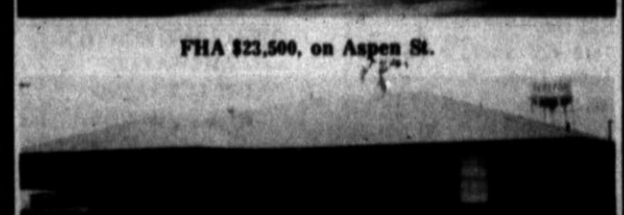
Equity \$1,500, payments, \$10,800



Beauty Spot, 4 bedroom, \$25,000



FHA \$23,500, on Aspen St.



Assume low interest, 18 months OR, \$33,500

LEE UMSTED G.R.I. - 364-6633
DON ZIMMERMAN - 364-3274
MELVIN JAYROE G.R.I. - 364-3766



Lone Star Agency

inc.
364 0555

Film Available To Aid Heart Attack Victims

The heart attack victim slumps on a city street. The next few minutes will determine whether or not he'll get a second chance to live.

In Seattle, Wash., his chances are good. Thanks to an emergency medical care system developed jointly by the Seattle Fire Department and Harborview Medical Center there, heart attack victims are receiving prompt treatment at

the scene of the emergency and skilled handling during transportation to the hospital.

To spur other communities throughout the country to consider similar programs the American Heart Association is distributing as a public service a new film, "Second Chance to Live," that documents the Seattle emergency care system.

Every year, approximately 350,000 Americans dying of a

heart attack fail to reach a hospital in time. Many thousands of these deaths could be prevented by prompt emergency care.

"Second Chance to Live" traces the development of the Seattle program and focuses on the training of paramedical personnel by the fire department.

It illustrates the importance to such a program of community hospitals prepared to receive and care for critically ill heart patients, of a suitably equipped ambulance service and of a sophisticated communications system. And it underscores the vital role an informed public plays in making the system work.

The film, which would be of particular interest to service clubs, volunteer rescue and emergency services, community groups involved in upgrading their emergency medical service, hospitals and medical organizations is available on loan without charge.

Write to the Health and Welfare Division, Metropolitan Life Insurance Company, One Madison Avenue, New York, N.Y. 10010. A brochure describing the film and containing a request blank for ordering is also available.



HARVESTER CHOIR HERE — The Harvester Choir of Southwestern Assemblies of God College, Waxahachie, will present a concert tonight at 7 at the Hereford Assembly of God Church, 606 E. 15th St. The public is invited, according to H.T. Goodwin, pastor. The 18-voice prestige choir has travelled extensively over the southwest. It is under the direction of Rev. Gaylan Claunch.



H³ HUSTLE HUSTLE HUSTLE

By Bill Albright, Executive Vice President Deaf Smith County Chamber Of Commerce

Well it looks like we've hustled all the way thru election time at your Chamber of Commerce. The directors both old and new, the officers and officers elect are all busy planning for the new year—What makes this such a special event in chamber activities is that the programs for the twelve months of 1974 are being formulated now.

The people who will guide those programs are being very carefully selected and of course

the necessary funds to carry out those programs are being budgeted.

Questions such as, "How much money do we need to spend to spruce up the signs at the entrance to our city?—Who will be the best person to lead our campaign for acquiring new industries?—What emphasis shall we place on attracting tourists and conventions?—How can we improve communications with members and other citizens?—Should we promote a large scale project

during the year? These are only a few of the many many considerations facing the chamber leaders.

Believe me, it takes a great deal of thought, judgement and foresight to keep moving in a productive direction and of course that's what it's all about. The Deaf Smith County Chamber of Commerce is dedicated to the quality growth of the community.

The object of the chamber is very concisely stated by the By Laws: "The Deaf Smith County Chamber of Commerce, Inc., is organized for the purpose of advancing the agricultural, commercial, industrial, civic and general interests of Deaf Smith County, Texas."

Everyone—no exceptions—should be interested in the Chamber because what affects everyone in some way.

How can you help?—Become a member—there's not a single business in town that can't afford a 20 cents per day investment in their own well being. Then contribute your thoughts, ideas and suggestions to those people who make things happen—the leaders of your Chamber of Commerce.

Heading 1974's Board of Directors will be Roy Faubion, President; R.W. Eades, Vice-President; Larry Wartes, Treasurer. Congratulations to these newly elected officers, and best wishes for a very successful year—But, it takes lots more than just wishes!

It takes Three-You, Your Chamber And Me (and of course an unlimited supply of hustle, hustle, hustle.)

WT Stage Band To Present Concert Tuesday

The West Texas State University Stage Band will present their fall concert at 8 p.m. Tuesday in the Fine Arts Theatre on campus in Canyon.

David Ritter, band conductor, said the group will perform eight selections.

Members of the band include Jimmie Martin, Canyon junior; Jeff Shepic, Canyon sophomore; Ricky Miller, El Paso freshman; Kathy Lynn, San Angelo sophomore; Chuddie Jones, Perryton senior; Gary Mingus, Friona freshman; Ricky Long, Hereford freshman; Richy Puga, Odessa freshman; Scout

Sharp, Wildorado junior; and Mark Workman, Pampa junior.

David Groves, Canyon graduate student; Doug Laramore, Canyon senior; Lonnie Clark, Canyon junior; Ken Barker, Dallas freshman; Van Sharp, Canyon junior; Gordon Sturgis, Fort Worth sophomore.

Jimmie Edwards, Canyon senior; Patti Ferrante, Fort Stockton freshman; Sandy McQueen, Memphis senior; Jamie Larson, Canyon sophomore; Joe Blades, Canyon senior; Randy Reeve, Pampa senior; Bailey Young, Colorado City sophomore.

Bright Comet To Be Seen After Christmas

There's a new comet named Kohoutek and it's spectacular, between Dec. 23 and Jan. 7, will have featured billings at a special show planned for Dec. 2 at Moody Planetarium in The Museum of Texas Tech University.

The comet on Dec. 28 will pass by the sun with only 13 million miles to spare. That's close for a comet, and the pass is expected to be spectacularly brilliant. On Jan. 12, the comet will pass only about 78 million miles from earth, offering earthlings another magnificent view.

Last March 7 Lubos Kohoutek, using instruments in the Hamburg Observatory, discovered comet 1973, and the comet was named for its discoverer. Comet Kohoutek's orbit was plotted after extensive calculations.

The spectacular display of a comet is caused by the fact that the stellar body is made of frozen water, gases and dust. As the "snowball" approaches the sun, the combination begins to "boil" and man sees a stream which he calls the comet's "tail." These frozen "snowballs" are estimated usually to be about a mile in diameter, but Kohoutek is estimated to be between one hundred and one thousand miles in diameter. Because of this size, discovery was possible when it was 14 trillion miles away.

Kohoutek may be seen now with binoculars and small telescopes. It appears as a fuzzy spot in the southeast two or three hours before sunrise.

For those familiar with

constellations, Kohoutek is near the constellation of Corvus, the Crow, for most of November.

It is the second comet to be discovered by Dr. Kohoutek within an eight-day period. He discovered 1973a a week before 1973f, the first was not as large as the approaching great comet Kohoutek.

The Moody Planetarium's show, "Kohoutek: Comet of the Century," will be shown at 1:30 p.m. Sunday, Dec. 2. Admission is 75 cents for adults and 50 cents for students. West Texas Museum Association members are admitted free.

Treasury sells \$2-billion of notes.

Welcome Anderson Sales To Deaf Smith County Chamber of Commerce Enrolled By Dorrel Jones

Be Soft Water Wise
Beauty Wise
Plumbing Wise
Kitchen Wise
Money Saving Wise
For Information CALL 364-3280

22 YEARS IN HEREFORD
VICTORIAN LOCKETS
MADE AS ARTFULLY AS IN GRANDMA'S TIME.
Anson
Deeply Sculptured

They have 2 photo frames with window panes to protect your photos... they open and close like a pocket watch... they have the strongest, smoothest hinges... they have the loveliest ornaments deeply struck like in fine medallions.

A. Beautiful Flower Oval.....16.50
B. Gently Sculpted Heart.....16.50
C. Large Scroll Design.....18.50

COWAN JEWELERS
MEMBER AMERICAN GEM SOCIETY DOWNTOWN

UNITED MOBILE HOMES
12' x 44' FINANCING AVAILABLE \$3885⁰⁰
E.V. CARTER ALMA CARTER 201 UNION

ECONOMY?
Does Your Car Save Gasoline...
Then Try a **VEGA**
NOVA, CHEVELLE, OR CUTLASS
NOW IN STOCK
Doyle Johnson Chevrolet - Olds, Inc. 364-2160
Hwy. 385 N. Hereford, Texas

SPANISH MATINEE SUNDAY ONLY
EL AUSENTE
Valentin TRUJILLO Patricia ASPILLAGA
LARRY AGUILAR ALL SEATS \$1.25
SHOWTIME: 12:30 2:15
AND
EXTRA! EXTRA! Lots 'A' MUSIC
LIVE ON STAGE CANJUNTO - CENTRAL LIVE TALENT SHOW
★STAR★ 364-2037

It may be our life insurance, but it's your life. Who's going to make sure one fits the other?
A professional.
Charles Bell Jr. Southwestern Life Happiness is what we sell.
144 West 3rd. P. O. Box 1931...Phone 364-2343

STARTS WED. NOV. 21st.
DON'T MISS IT!
At previews everywhere across the country, audiences have responded with a thunderous reaction to "Walking Tall". It is the deeply moving, contemporary story of a young man who wouldn't surrender to the System... and the girl who always stood beside him.
"Walking Tall" is based on the truth and it isn't "just a movie."
Walking TALL
SAT. ONLY 12:15-2:45-5:15-7:45-9:15
WEEKDAYS 7:15 9:30
★STAR★ (IN COLOR)

COMMONWEALTH THEATRES
SPECIAL NOTICE TO PARENTS
Although "Walking Tall" is Rated R because of the violence in this motion picture, which is based on the true story of Sheriff Buford Pusser, the management of this theatre feels this picture should be seen by young people under the age of 17 and we recommend families see it together. If there is any doubt in your mind, we suggest you see it first for yourself — then come back and bring your children. We believe you will want to see it the second time, anyway. —Manager
★STAR★

STARTS TODAY!
THE Brother Man in the Brotherhood. Shall it matter if... all the way.
starring **RICHARD ROUNDTREE** as **JOHN SHAFT**
SHAFT in Africa
WEEKDAYS 7:25 9:30
SUN. ONLY 8:20-7:25-9:30
★STAR★

STARTS NOV. 23 & 24
A FILM FOR THE WHOLE FAMILY!
ALL SEATS 75¢
The most famous children's book of the last decade... Now a motion picture.
Pippi Longstocking
— OFFICIAL ENTRY —
NAME _____ ADDRESS _____ PHONE _____
AGE _____
"Pippi Longstocking" Contest - Bring Entry To STAR THEATRE Before NOV. 23. Contest Deadline Nov. 23, 1973 - Midnight.
★STAR★
SHOWTIMES: PIPPI LONGSTOCKING 1:00 P.M. 2:30 P.M.

STARTS TUESDAY
Tracion En La Frontera
A COLORES
★STAR★
SHOWTIMES: TRACION 7:00 & 10:45 AMANTE 8:55
★STAR★

STARTS TONIGHT!
THESE GIRLS DO EXACTLY WHAT YOU THINK THEY DO!
CANNIBAL GIRLS
★STAR★
SHOWTIMES: CANNIBAL GIRLS 7:00-10:30 DIRTIEST GIRL 8:40
★STAR★

STARTS TONIGHT!
DIRTIEST GIRL I EVER MET
★STAR★
SHOWTIMES: DIRTIEST GIRL 8:40
★STAR★

STARTS TONIGHT!
'LA AMANTE'
A COLORES
★STAR★
SHOWTIMES: 'LA AMANTE' 8:55
★STAR★

WITH THE EXTRA SPECIAL VALUES

THRIFTWAY

CHOOSE FROM THE WIDE VARIETY OF HOLIDAY POULTRY AT THRIFTWAY.

- SMOKED TURKEYS
- BAKING HENS
- GEESE
- STUFFED TURKEYS
- TURKEY ROASTS
- DUCKLINGS
- CAPONS



AT YOUR NEARBY THRIFTWAY.
DOUBLE GUNN. BROS. STAMPS
MONDAY, TUESDAY & WEDNESDAY.

Turkey

AMOUR STAR U.S.D.A. GRADE "A" SELF-BASTING

18-22 POUND AVG.

LB.

63¢

ARMOUR STAR U.S.D.A. GRADE "A" SELF-BASTING 10/14 LB. AVERAGE

LB. **69¢**

HAMS	SHURFRESH 3 LB. CAN	\$4.29	SHURFRESH 5 LB. CAN	\$6.99
HAMS	CUDAHY BAR-S BONELESS WHOLE OR HALF 9/11 LB. AVERAGE	LB.		\$1.69
HAMS	CENTER CUT BONELESS STEAKS OR ROASTS	LB.		\$1.99

CHOICE QUALITY BONELESS RUMP OR ROUND	ROAST	LB.	\$1.29
FRESH LEAN GROUND	CHUCK	LB.	99¢
CHOICE QUALITY STANDING PRIME RIB	ROAST	LB.	\$1.29

CUDAHY BAR-S PURE PORK	1 LB. PKG.	SAUSAGE	79¢
SHURFRESH VAC PAK SLICED	12 OZ. PKG.	BOLOGNA	89¢
SHURFRESH VAC PAK	12 OZ. PKG.	FRANKS	89¢

HONEYSUCKLE U.S.D.A. GRADE "A" SELF-BASTING	TURKEYS
SWIFT'S BUTTERBALL U.S.D.A. GRADE "A" SELF-BASTING	TURKEYS

JOHNSTONS MINCE OR PUMPKIN

FROZEN PIES

32 OZ. PKG. **89¢**

SHURFINE FOR ALL YOUR HOLIDAY BAKING

ENRICHED FLOUR

5 LB. PAPER BAG **59¢**

CLOVERLAKE WHIPPING CREAM

29¢

FIRST BAG 69¢ WITH COUPON THEREAFTER AT REGULAR PRICE.

HOLLY OR SHURFINE **SUGAR**

5 LB. PAPER BAG **69¢**

1st. BAG THEREAFTER REG. PRICE

HALVES OR PIECES

ELLIS PECANS

6 OZ. PKG. **79¢**

EAGLE BRAND MILK	15 OZ. CAN	39¢
HIPOLITE MARSHMALLOW	9 OZ. JAR	29¢
BAKERS ANGEL FLAKE	14 OZ. PKG.	59¢
DROMEDARY LOOSE PAK	8 OZ. PKG.	33¢

NONE SUCH MINCE MEAT	18 OZ. JAR	55¢
SHURFINE FLOUR	5 LB. PAPER BAG	59¢
AUNT JEMIMA WHITE CORN MEAL	5 LB. BAG	59¢
SHURFINE PURE CANE SUGAR	5 LB. BAG	69¢

REYNOLDS BROWN-IN-BAGS TURKEY SIZE	2 CT. PKG.	45¢
STOVE TOP CORNBREAD/CHICKEN	7 OZ.	49¢
DREAM WHIP	4 OZ. BOX	49¢
OCEAN SPRAY CRANBERRY WHOLE-STRAINED SAUCE	300 CAN	29¢

SUGARY SAM SWEET POTATOES	40 OZ. CAN	59¢
#8 HOLSUM THROWN STUFFED MANZ.	5 OZ. JAR	59¢
LINDSAY MEDIUM PITTED RIPE OLIVES	300 CAN	45¢
SHADY LANE RED SALAD MARASCHINO	10 OZ. JAR	39¢

SUNSHINE HI-HO CRACKERS	10 OZ. BOX	33¢
NABISCO OREO COOKIES	15 OZ. PKG.	55¢
TENDER CRUST BOND STUFFING MIX	8 OZ. PKG.	39¢
SHURFRESH FROZEN NON-DAIRY TOPPING	10 OZ.	39¢

Check & Rated Values From Thriftway

SHURFINE POWDERED OR BROWN SUGAR	2 LB. POLY BAG	43¢
PET EVAPORATED MILK	4 TALL CANS	89¢
SHURFINE LIGHT CORN SYRUP	32 OZ. BTL.	49¢
KLEENEX DINNER NAPKINS	50 COUNT PKG.	29¢
SHURFINE CRANBERRY SAUCE	WHOLE OR STRAINED 16 OZ. CAN	25¢
SHURFINE FRUIT COCKTAIL	3 16 OZ. CANS	88¢
GREEN GIANT WHOLE GREEN BEANS	3 16 OZ. CANS	88¢
NIBLET'S WHOLE KERNEL GOLDEN CORN	3 12 OZ. CANS	88¢
GREEN GIANT PEAS	3 303 CANS	88¢
SHURFINE CREAM MUSHROOM OR CREAM CHICKEN SOUP	3 - 10 1/2 OZ. CANS	49¢
TENDERCRUST BROWN & SERVE ROLLS	5 12 COUNT PKGS.	\$1.00
SHURFRESH ASSORTED FLAVORS YOGURT	4 8 OZ. CTNS.	\$1.00
CHRISTMAS PAPER	PAPER OR FOIL 4-30 INCH ROLLS	77¢
CHRISTMAS PRINTED OR SOLID FOIL PAPER	26 INCH JUMBO ROLL	77¢
CHRISTMAS BOWS	JEWEL ASSORTED 25 COUNT POLY BAG	39¢
CHRISTMAS RIBBON	4 DONUT ROLLS	39¢

Farm Fresh Produce

CELERY	CALIFORNIA GREEN PASCAL POUND	13¢
CRANBERRIES	OCEAN SPRAY POUND CELLO PKG.	29¢
APPLES	RED ROME EXTRA FANCY 2 LBS.	49¢
GRAPES	CALIFORNIA RED EMPEROR LB.	49¢
COCONUTS	FRESH HONDURAS EACH	29¢
APPLES	WASHINGTON GOLDEN EXTRA FANCY LB.	29¢
ORANGES	TEXAS JUICE 5 LB. POLY BAG	59¢
ONIONS	YELLOW SWEET LB.	15¢
YAMS	PORTALES MARYLAND SWEET LB.	25¢
CARROTS	CALIFORNIA CELLO PACKAGE EACH	19¢
PEPPERS	MILD GREEN BELL LB.	39¢
WALNUTS	LARGE NEW CROP LB.	69¢
GELUSIL	50 CT. BOX	99¢
SHAMPOO	HEAD & SHOULDERS - 2.5 OZ. TUBE	79¢
GLEEM	TOOTHPASTE - 5 OZ. EXTRA LARGE	69¢
SEASONING	SCHILLING POULTRY - 1/4 OZ. CAN	29¢

VALUABLE COUPON

100 FREE STAMPS
With \$7.50 or more
Purchase
THRIFTWAY

VALUABLE COUPON

HOLLY - SHURFINE **SUGAR** 5 LB. BAG **69¢**
1st. 5 LB. BAG THEREAFTER AT REGULAR PRICE
WITH THIS COUPON VOID AFTER NOVEMBER 24, 1973.
THRIFTWAY

VALUABLE COUPON

FOLGER'S MOUNTAIN GROWN **COFFEE**
3 LB. CAN **\$2.59**
WITH THIS COUPON VOID AFTER NOVEMBER 24, 1973.
THRIFTWAY

Doverstone Fine Imported Stoneware

DINNER PLATE NOVEMBER 12-17
CEREAL/DESSERT NOVEMBER 19-24

With Every \$5.00 Purchase or More **49¢**

SHURFRESH ALL FLAVORS **MELLORINE** 1/2 GAL. **39¢**

BORDEN'S ALL FLAVORS ROUND CARTON **ICE CREAM** 1/2 GAL. **89¢**

WE REDEEM USDA FOOD STAMPS

THRIFTWAY
DOWNTOWN
Formerly Piggy Wiggly
426 N. MAIN
HEREFORD, TEXAS

17

TOP FAVORITES

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"



SUNDAY, NOVEMBER 18, 1973

Prince Valiant
IN THE DAYS OF KING ARTHUR
BY HAL FOSTER

Our Story: AT LAST A SCOUT GALLOPS IN ON A SPENT HORSE: "THE LATOURS ARE COMING TO SEEK VENGEANCE. BUT THIS IS NOT JUST A RAID, FOR THEY HAVE RECRUITED THEIR NEIGHBORS AND MARCH IN FORCE!"

"THIS IS UNFAIR," CRIES SIEUR DE VOLNAY, "OF COURSE WE RAID OUR NEIGHBORS AND RUN OFF THEIR CATTLE, BUT WE ALL DO IT AND RETURN TO THE SAFETY OF OUR CASTLES." THEN HE GIVES ORDERS TO PREPARE FOR A SIEGE.

THE SERFS ARE ORDERED TO PREPARE FOR THE SIEGE. IN DUMB MISERY THEY GATHER UP THEIR MEAGER POSSESSIONS AND DRIVE THE LIVESTOCK INTO THE CASTLE COURTYARD. WHEN AT LAST THE GATES ARE CLOSED THERE IS HARDLY ROOM TO TURN AROUND, AND THE WOMEN STRIVE TO KEEP THEIR CHILDREN FROM THE HOOFS OF CATTLE.

NEXT WEEK—The Specter of Plague

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BLONDIE
BY CHIC YOUNG

DAGWOOD, I'M MAKING A SPECIAL DISH FOR YOUR DINNER TONIGHT

BUT I'M ALL OUT OF PAPRIKA... WOULD YOU BE A DEAR AND RUN TO THE STORE FOR ME?

SURE

DON'T FORGET NOW... PAPRIKA

REMEMBER

PAPRIKA, PAPRIKA, PAPRIKA...

HEY, DAGWOOD... HOW ABOUT SOME POOL?

WELL, MAYBE JUST ONE GAME

PAPRIKA, PAPRIKA, PAPRIKA...

PAPRIKA, PAPRIKA, PAPRIKA

PAPRIKA, PAPRIKA, PAPRIKA...

?

HERE IT IS, BLONDIE

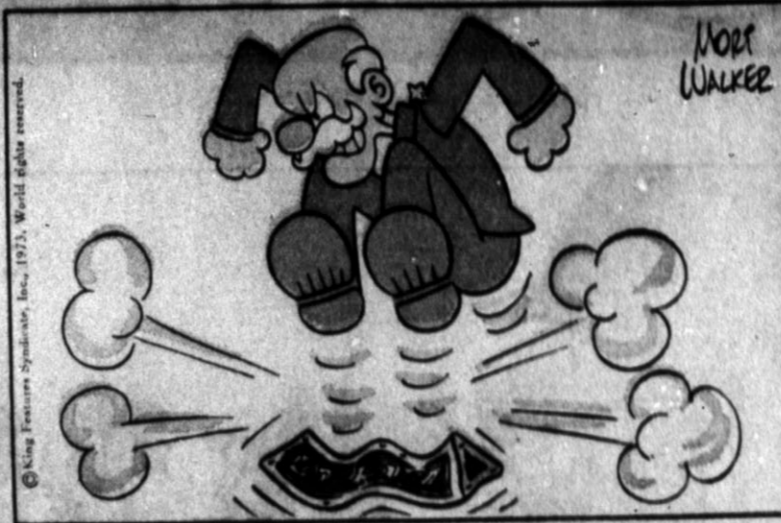
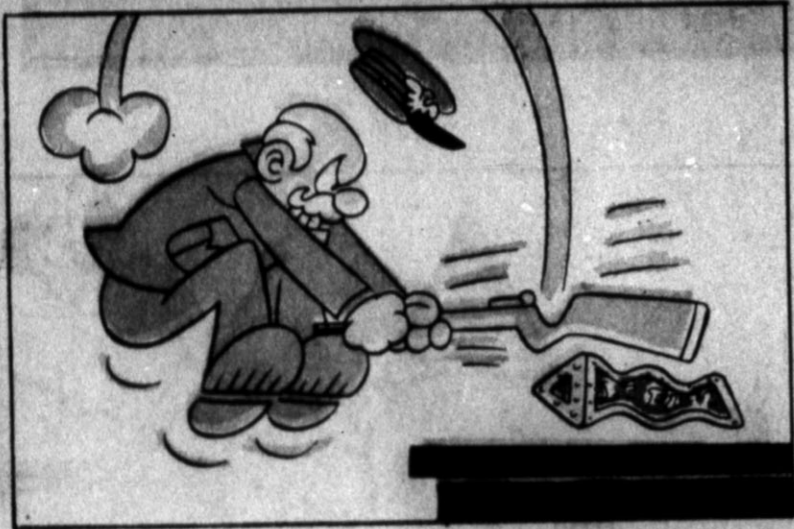
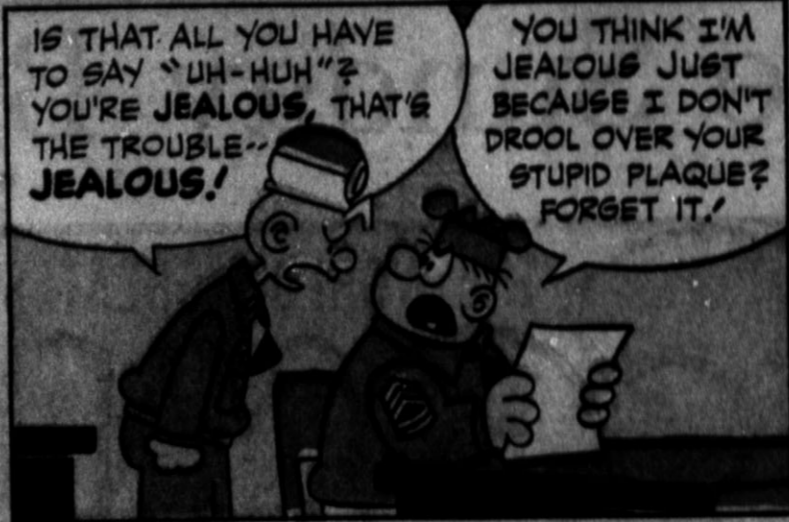
THANK YOU, DEAR

DAGWOOD! THIS ISN'T PAPRIKA! IT'S TAPIOCA!

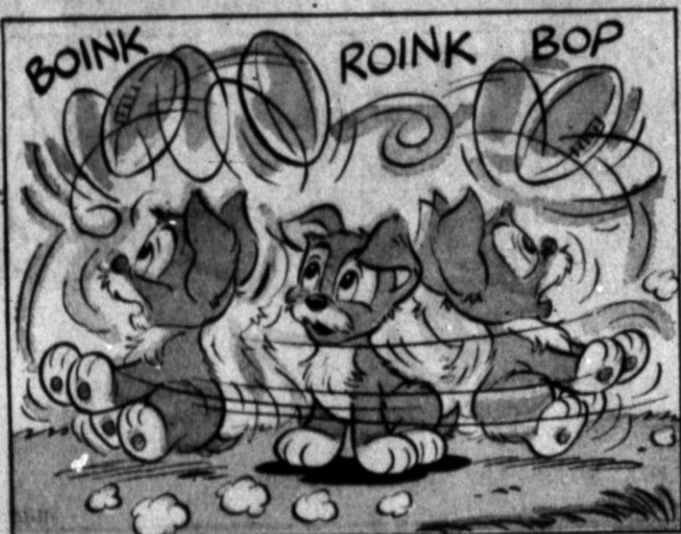
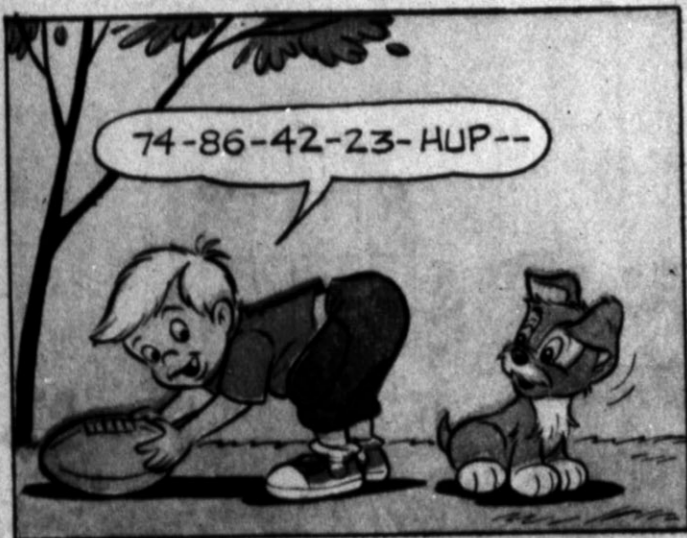
PAPRIKA, PAPRIKA, PAPRIKA...

beetle bailey

by mort walker



WALT DISNEY'S SCAMP®



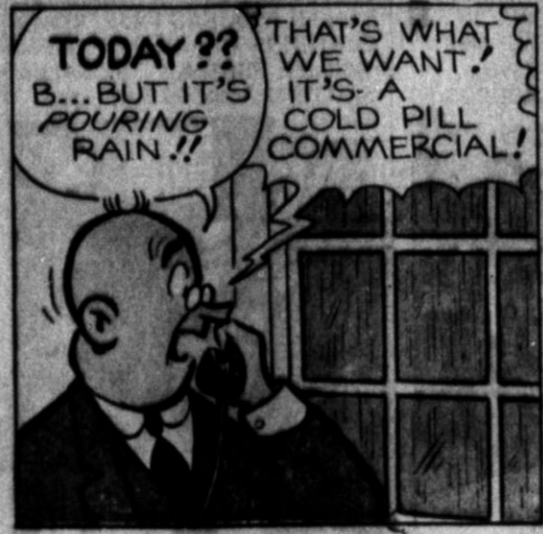
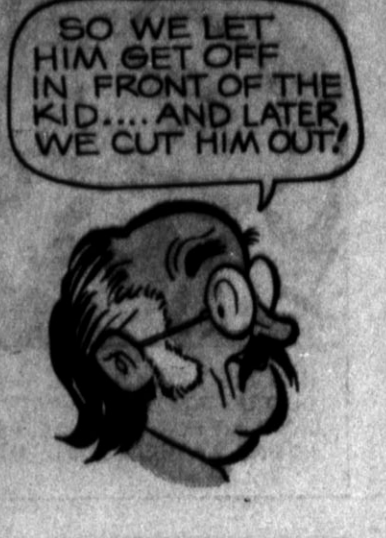
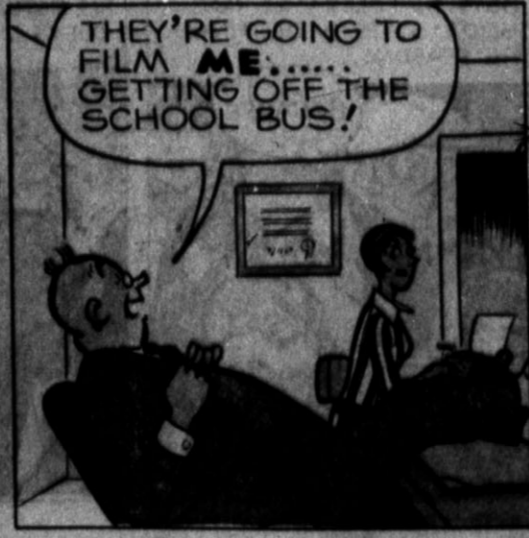
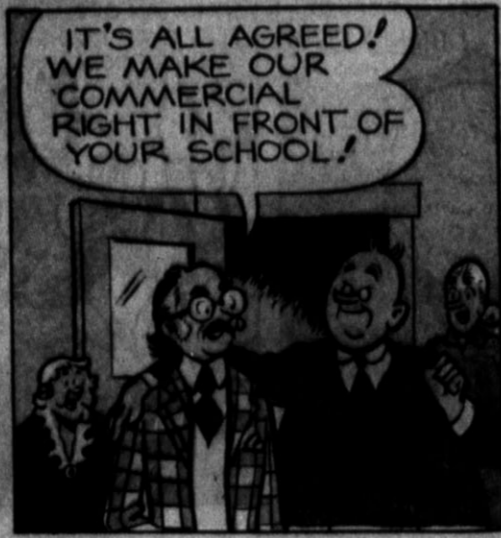
BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL



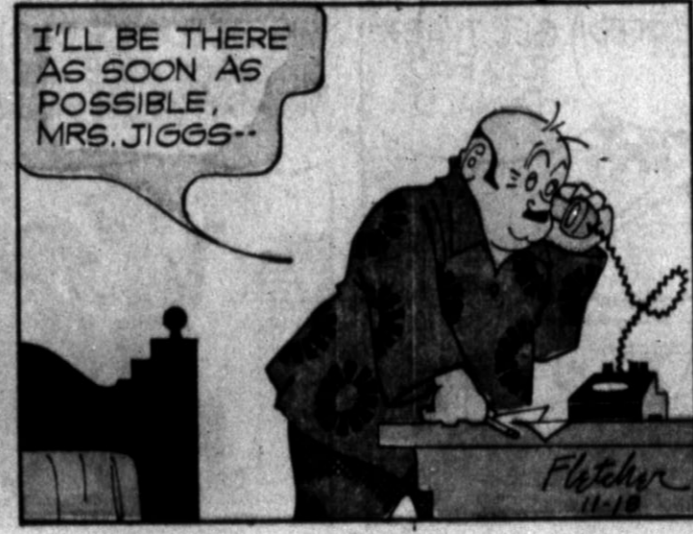
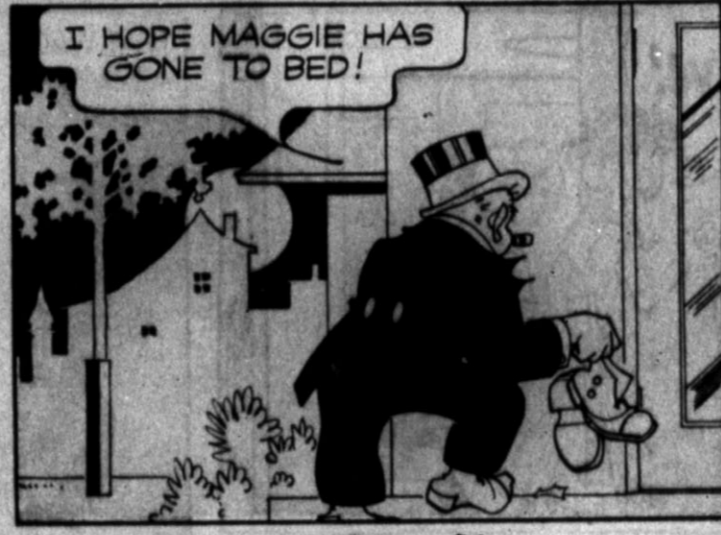
ARCHIE

by BOB MONTANA



BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



Hi and Lois

by MORT WALKER and DIK BROWNE





PONYTAIL BY LEE HOLLEY



hints from Heloise

DEAR HELOISE:
Just had to tell you about the idea our 13-year-old son Ken came up with.
He was fixing up a straight-back chair. For the cushion, he cut off the tops of worn-out crew socks and asked me to sew them together in quilt fashion, so they could be used in covering the cushion.
I was surprised to find that the tops of the worn socks were in "like-new" condition and could be cut in any direction without raveling.
With the quilt-top styles being "in" these days, there is no end to the uses that can be made of



these old socks.
Such things as: afghans, cushion covers, skirts, vests, etc. The sky is the limit.
I would advise, however, since socks are fitted, it would give a much nicer finish if each square were blocked first before using.
Mrs. G. Mackey
+++
Guess who's sporting brand-

FOR LITTLE ARTISTS
DEAR HELOISE:
Many women get rid of used maternity tops and dresses, figuring they are no longer useful.
It will be worth while to store some of them for later use, because they make great artists' smocks for preschool and first-grade children.
The tops cover them practically to the knees. And everyone knows you must cover as much area of a "child painter" as possible.
As for those tops with long

sleeves and cuffs, I cut them to three-quarter lengths.
I turn under about one inch and hem with wide, flat bias tape. Then insert elastic, cut to proper arm measurement, and sew closed.
This also makes a ruffled edge for girls.
Pat Tynan



LETTER OF LAUGHTER
DEAR HELOISE:
The saying, "Show me a woman with a clean oven, and I'll show you a woman who does not do any baking," has been tossed around the homemaking set for years.
I have a sequel: "Show me a woman with an empty ironing basket, and I'll show you a woman who hasn't done her

laundry!"
You gotta keep laughing to make it!
J. S. of Oregon
+++
You had better believe that it sure does help!
Have you heard the old saying — "A laugh a day keeps the doctor away — and who wants to see the doctor?"
Heloise

SMOKE SIGNALS
DEAR HELOISE:
Did you know that when giving a party at which there will be a number of people who smoke, it's a good idea to have a few lighted candles around the house?
They are not only decorative, but you will find that they seem to eat up the smoke. There isn't so much of that stale-smoke smell during the party, and even after the party!
Irma Torkelson
+++
I agree there's nothing like having lighted candles around for glamour and romance!
The party guests would

compliment you on the wonderful atmosphere of the party, while you could pat yourself on the back — for two reasons!



RUB-A-DUB-DUB
DEAR HELOISE:
A plastic colander makes a good-tub toy for small children. They can use it to produce miniature showers.
After the bath, all of the other small toys can be put into the colander. They drain quickly and can be taken out so that the tub can be used again.
Sam Randlett

SLEEPY SLIPPERS
DEAR HELOISE:
Here's a jiffy idea for you: When children grow out of their slippers, you can cut out the feet part for them to wear as slippers.
When you cut out the feet, you should put elastic around the cut edges to make them stay up.
Ann Gibneski
Age 10

THE FIRST STRAW
DEAR HELOISE:
I really had a struggle trying to teach my two young sons to drink with a straw. Now that I have a granddaughter, I've finally found the solution.
Most children can start the liquid up the straw, but they can't seem to pull strongly enough to get it up all the way.
I poured the drink into a small glass and cut the straw in half.
Happy day! Success the first time that she tried — and such a surprised look on her face!
A Nanna

NO STICKY MESS
DEAR HELOISE:
I'll bet a lot of Mommies shun the job of making those crispy rice cereal treats for their kids because they're such a sticky mess. I've licked the problem and can make 'em in ten minutes flat!
I scrape the sticky concoction out of the pan into a buttered sheet pan. Taking a small chunk of butter or oleo, I get the palms and fingers of my hands well greased by rubbing them together.
Using my well-buttered hands, I gently press everything nice and smooth. Simple — nothing sticks!
Now it's all ready to be cut

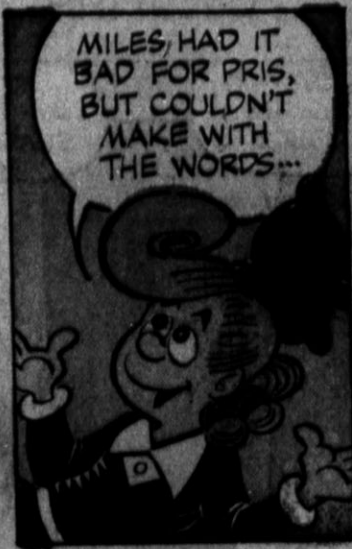
into pieces for some yummy eating — for both young and old kids!
A Mother

LET'S PATCH IT UP
DEAR HELOISE:
I have never liked patches, but still hate to throw away anything that has a lot of good wear left in it. When a small hole or tear appears in a good towel or apron, I trim the hole to a round shape with scissors.
Next I make a circle of the patch material to fit the hole. Then I stitch this circle patch to the wrong side.
Using embroidery thread, I buttonhole stitch around the edge of the circle on the right



side. If you put several French knots in the center, it will look like a flower.
Sometimes I will add a leaf or two to help camouflage the patch.
This method could be used on just about anything where the patches are small.
Blanche Long

IODINE



FLASH GORDON

by DAN BARRY



TIGER

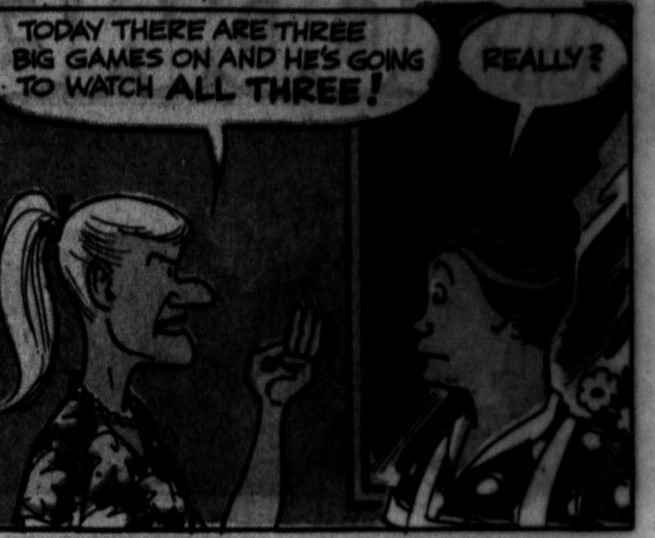
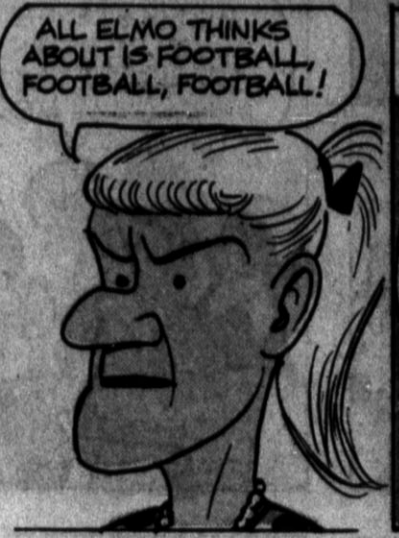
by BUD BLAKE



BUZ SAWYER

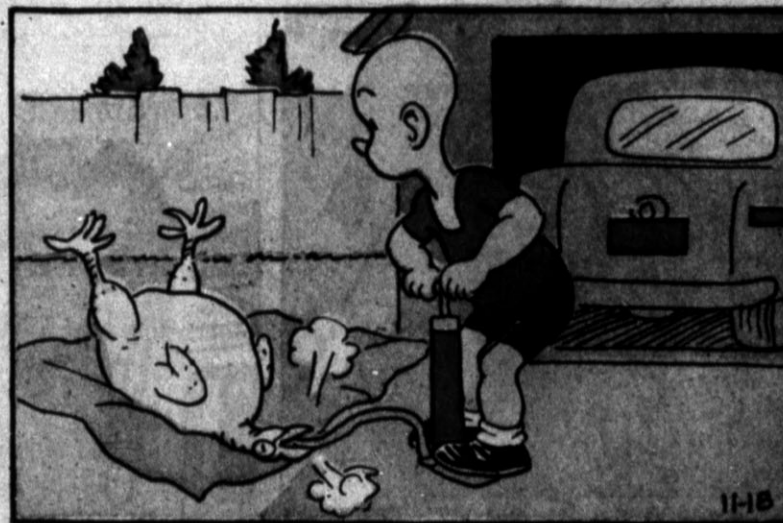
Featuring His Pal Rosco Sweeney

by Roy Crane



HENRY

by DON TRACHTE



HOCUS-FOCUS



CAN YOU TRUST YOUR EYES? There are at least six differences in drawing details between top and bottom panels. How quickly can you find them? Check answers with those below.

Hal Kaufman's JUNIOR WHIRL



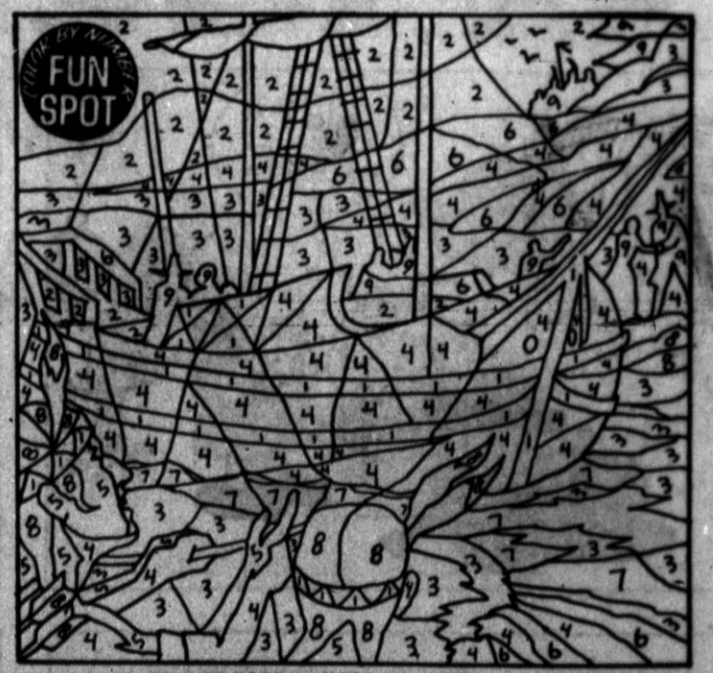
- BULLETIN BOARD**
- **GOBBLE, GOBBLE!** How quickly can you find four three-letter words and three four-letter words in the word **TURKEY**? Time limit: two minutes.
 - **Math Challenge:** Arrange the digits 1, 2, 3, 4, 5 so that the first two multiplied by the middle digit equals the last two. No fair peeking below.
 - **Exactly which is correct:** The yolk of the egg IS white or the yolks of the eggs ARE white? Hurry!
 - **Riddle-me-this:** Why is a lame dog like a student adding six and seven. Give up? Because he puts down three and carries one.

ODD ART! Here's a non-strenuous form of party pastime with which to have some fun. Supply participants with pencils, paper and something firm on which to draw.

For openers, tell them to draw a barn. Then, turn out the lights, and tell them to complete the picture in the dark. Ask them to draw a tree, a cow, a pig, a farmer, the farmer's wife. Turn on the lights after each addition has been made; switch them off again while the artists are drawing the next one. Award a prize to the drawing that is voted the best; also one for the worst.



CHASING SHADOWS! Connect dots at left; complete dotted lines, right. Shade both figures lightly. What do you see?



PILGRIMS' PROGRESS! Add colors for a surprise picture above: 1-Red. 2-Yellow. 3-Light green. 4-Light brown. 5-Flesh tones. 6-Dark brown. 7-Dark green. 8-Black. 9-Purple.

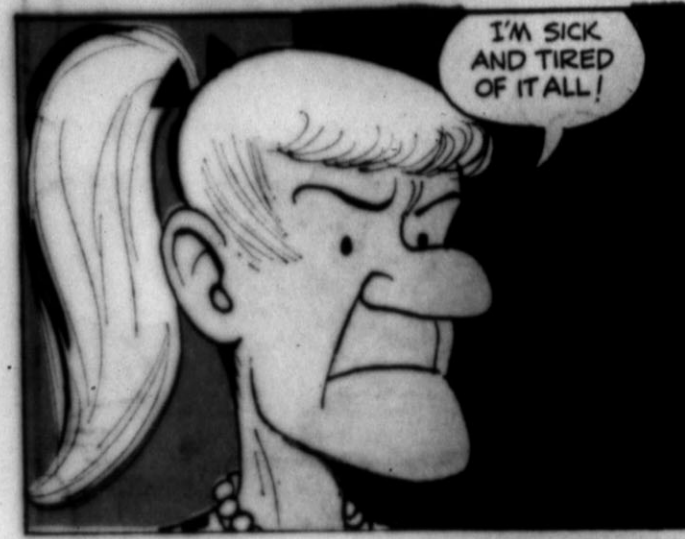
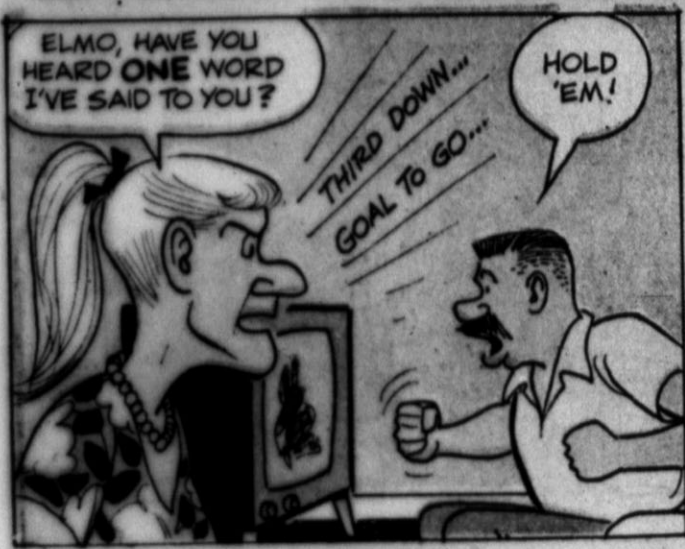
SPELLBINDER!

SCORE 10 points for using all the letters in the word below to form two complete words:

ANCESTOR

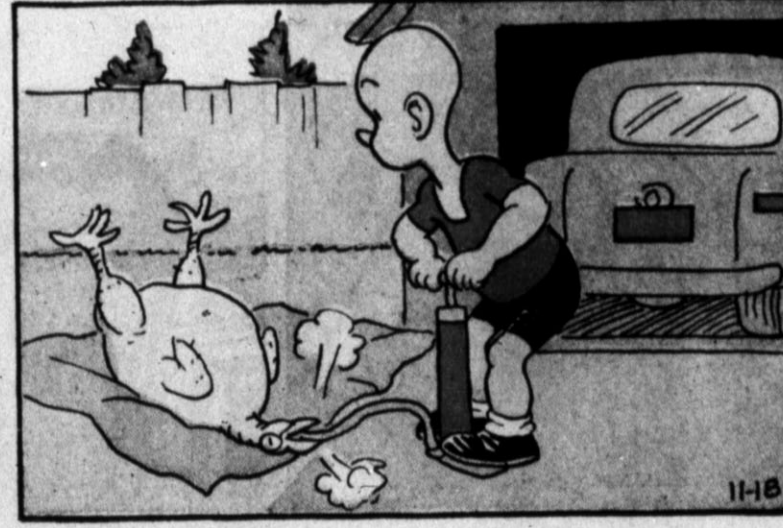
THEN score 3 points each for all words of four letters or more found among the letters. Try to score at least 50 points.

BUZ SAWYER Featuring His Pal Rosco Sweeney by **ROY CRANE**



HENRY

by **DON TRACHTE**



HOCUS-FOCUS



CAN YOU TRUST YOUR EYES? There are at least six differences in drawing details between top and bottom panels. How quickly can you find them? Check answers with those below.

Differences: 1. Bottle is missing. 2. Hat is different. 3. Handle in...
4. Towel is different. 5. Bowl is different. 6. Oval pane in...

Hal Kaufman's JUNIOR WHIRL

BULLETIN BOARD

● **GOBBLE, GOBBLE!** How quickly can you find four three-letter words and three four-letter words in the word **TURKEY**? Time limit: two minutes.

● **Math Challenge:** Arrange the digits 1, 2, 3, 4, 5 so that the first two multiplied by the middle digit equals the last two. No fair peeking below.

● **Exactly which is correct:** The yolk of the egg **IS** white or the yolks of the eggs **ARE** white? Hurry!

● **Riddle-me-this:** Why is a lame dog like a student adding six and seven. Give up? Because he puts down three and carries one.

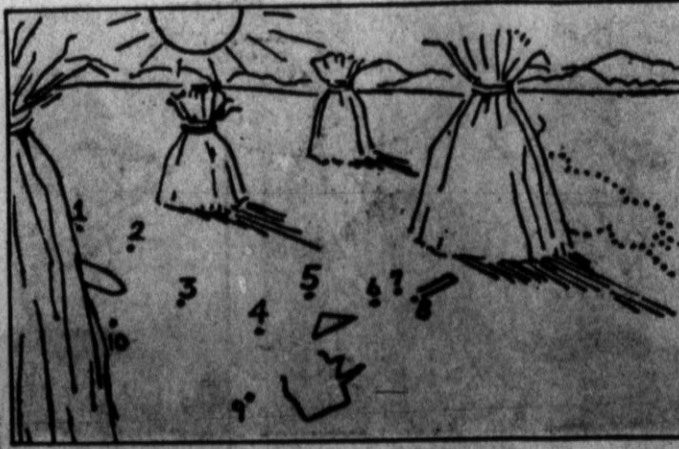


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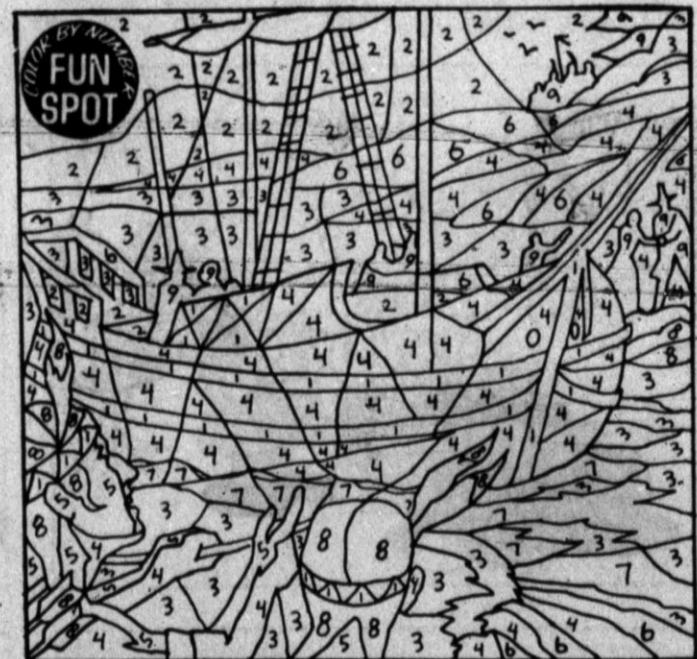
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Award a prize to the drawing that is voted the best; also one for the worst.



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(© 1973 King Features Syndicate, Inc.)



PILGRIMS' PROGRESS! Add colors for a surprise picture above: 1-Red. 2-Yellow. 3-Light green. 4-Light brown. 5-Flesh tones. 6-Dark brown. 7-Dark green. 8-Black. 9-Purple.

SPELLBINDER!

SCORE 10 points for using all the letters in the word below to form two complete words:

ANCESTOR

THEN score 2 points each for all words of four letters or more found among the letters.

Try to score at least 50 points.

One possible answer: Best, one.