

UNBELIEVABLE DISCOUNTS

LAY-A-WAY FOR CHRISTMAS

Listerine
MOUTHWASH
32. oz **\$1.37**



WHERE YOU ALWAYS BUY THE BEST FOR LESS

GIBSON'S DISCOUNT CENTER



All Boy's Western
BOOTS
Regular G.D.P.
1/4 OFF

Vitalis
DRY CONTROL
For Men's Hair 7 oz. **79c**

PRICES EFFECTIVE...THURSDAY NOV. 8 THRU SATURDAY NOV. 10 at GIBSON'S in HEREFORD

Gold Bell Asst. Colors Retail '\$1.49'
WINTUK
100% Orlon 4 ply 3 1/2 oz. Mothproof Knitting Worsted Machine Washable **79c**

Style
HAIR SPRAY
13 oz. **49c**

Colgate
TOOTHPASTE
Family Size 7 oz. **69c**

Floral Shreaded Polyurethane
FOAM PILLOWS
18 x 25 Retail '\$1.97' **97c**

Boys 4 ply
SOCKS
100% Stretch Nylon Deluxe Ribs fits Size 6-8 1/2 Retail '\$75' **2/\$1**

12" Westmark Automatic Buffet
SKILLET
Gibson's Discount Price
SALE Reg. '\$23.97'
\$18.97

Square Shooter II
CAMERA
\$19.97

Mark III Remington
SHAVER
\$25.97

8 Track
STEREO TAPES
1 Group **\$1.97**

Cassette
TAPES CASES
\$4.97

Men's
DRESS SLACKS
Regular
1/4 OFF Gibson's Discount Price

GIBSON'S **R pharmacy**
EMERGENCY
364-2432 or 364-4109
PRESCRIPTIONS
Phone 364-4900

NO. C-57
IRONING BOARD
by Ever Ready
SALE PRICE **\$3.57**

Fresh-Loc
CONTAINER
Seals Freshness in and Moisture Out
SALE **97c**

1-Asst. of
DECORATOR GLASS NOW ONLY **37c**
by Anchor Hocking

SCRABBLE
Cross Word Game for Juniors
Ages 6-12 NO. 18 G.D.P. '\$3.29' **\$2.29**

MOTOR CYCLE HELMETS
20% on remaining stock
Meets all Safety Requirements

Just Arrived Large selection of
HEATER & FURNACE FILTERS
Most sizes available
Reg. 77c NOW **2 99c**
(A clean filter saves on heating cost)

Buddy L Jr.
HOOK -n- LADDER TRUCK
Sturdy Steel NO. 5113
NOW G.D.P. **\$4.79**

Playskool Typeworld
LOCK-UP-ZOO
Ages 2-5
NO. 390 G.D.P. Reg. '\$15.97' **\$11.19**

Mrs. Bairds
CINNAMON ROLLS
3/\$1.00

NOW IS THE TIME TO BUY
ALL RODS
IN IN STOCK
10% OFF G.D.P.
Choose From (Garcia; Zebco; Heddon-Shakespeare)

Time Change Made In AARP Meetings

A change in the meeting time for the Hereford Chapter, American Association of Retired Persons, is announced by Ed Dziuk Sr., president, to be effective until Daylight Savings Time returns.

The group will meet at 7 p.m. through the winter months, on the third Thursday of each month. Meetings are held in Community Center and all residents over the age of 55 are invited. The next meeting will be on Nov. 15.

You can't buy a finer diamond ring



Keepsake... a perfect diamond of pure white color and precise modern cut. See our beautiful collection of Keepsake rings, each hand-crafted in luxurious 14K gold.

Keepsake
REGISTERED DIAMOND RINGS



Kester's Jewelry

Across from the Post Office in Downtown Hereford.



4-H'ers Find Sewing Own Clothes Easy, Fun

It doesn't take years of sewing experience to create a modern wardrobe for yourself. New products and new fabrics have made home sewing easier and more enjoyable.

The 786,000 4-H girls and boys enrolled in the national 4-H clothing program are using needles and thread and sewing machines, fabric, patterns and notions to create clothing that's appealing, attractive and comfortable for themselves, their friends, and others.

Supervised by the Cooperative Extension Service and sponsored by Coats & Clark, Inc., the 4-H clothing program helps 4-H'ers become knowledgeable consumers. They learn to buy fabrics, sewing equipment, notions, accessories. Awareness of new fabrics and new products related to home sewing and the care of clothing are stressed in the program. Along with developing

sewing skills and having the satisfaction of wearing garments they've made, 4-H'ers also share what they've learned with others.

Carol Myers, a 1972 national winner in the 4-H clothing program, taught sewing techniques to 92 low income girls in her home town of Winston-Salem, N.C. The program she began was so successful that local officials used it as a pattern for similar programs in other locations.

The creativity involved in making their own clothes also leads 4-H members toward careers in the field of fashion. Patricia Vandevanter, another 1972 national winner, from Tulsa, Okla., is preparing for a career as a fashion designer because of her 4-H clothing experiences. "My interest in fashion design sharpened (in the 4-H clothing program) as I saw how my artistic ability and creative nature could be used in a clothing career," Miss Vandevanter commented. Coats & Clark, Inc., which has supported the 4-H clothing program for 33 years,

provides incentives and recognition for involved people. Up to four county winners receive medals of honor, while the top 4-H clothing winner in each state receives an expense-paid trip to the 52nd National 4-H Congress in Chicago, Nov. 25-29.

At the national event, six are chosen by the Cooperative Extension Service to receive \$700 educational scholarships, courtesy of Coats & Clark, Inc.

The awards donor also provides 4-H members and leaders with instruction booklets on numerous sewing techniques that will help them improve their skills.

For more information about the 4-H clothing program, contact the county extension office.

Young Matron Is Shower Honoree

Mrs. Max Neeley of Albuquerque, the former Kathi Monroe of Hereford, was honoree at a layette shower recently in the home of Mrs. B.J. Gilliland. Mrs. Morris Easley was co-hostess.

After a series of games, guests assisted the visitor in opening gift packages. Cake and spiced tea were served from a table centered with a pink and blue teddy bear.

Signing the register were Becky Owen, Mary Sue Neff of Canyon; Mmes. Gene Huntsinger, Jimmy Monroe, Jim Monroe, Earnest Brown, Johnny Hoffman; Mrs. Wayne McCain of Clovis and Mrs. Jack Jones of Melrose, N.M.

Progressive Club Has Program In Three Sections

Misinformation about food was discussed in Progressive Extension Club's meeting Tuesday afternoon in the home of Mrs. Pete Carmichael. Mrs. T.J. Parsons gave this part of the program, with emphasis on fad diets.

New sewing aids and methods were reviewed by Argen Draper, county extension agent,

as she showed a number of gadgets which make home dressmaking easier.

Mrs. H.L. Hershey and Mrs. Tom Morgan demonstrated cutting blocks for a quilt in the cathedral pattern. The program opened with a reading, America, by Mrs. Morgan.

Plans were made for conducting a farm sale lunch Nov.

15, and for a club lunch Nov. 20 in Mrs. Hershey's home, where she will demonstrate pantry meals.

Mrs. John McCleskey was a guest, and other members at the meeting were Mmes. Floyd McGee, Taft McGee, Dick Fellers, Dean Stallings, E.C. Hammett and A.B. Jacob.

Aid To VA Patients Is Item For Auxiliary

Focused on aid to the patients in Amarillo's Veterans Administration hospital, the business meeting of the American Legion Auxiliary Tuesday evening included plans for several coming events.

Open house at the VA hospital will be held from 2 to 5:30 p.m. Friday as a district Legion Auxiliary project, members who attended a recent district convention at Amarillo reported. Mmes. Grant Hanna, Ira Ott and James Jesko represented Hereford at the convention.

Mmes. Jesko, Ott, Gaylon Bryan and Clyde Gilleland will go to the hospital Monday and take refreshments and prizes for a bingo party for patients. Items for the annual Christmas Gift Shop at the

hospital will be taken to the gift shop where patients select gifts to send their relatives, without charge. It was also announced that

eyeglasses and shoes are needed for some patients.

Another joint effort of Hereford Legion and Auxiliary will be the annual Armistice Day breakfast Nov. 11, commemorating the end of World War I. All veterans are invited to breakfast from 6:30 to 9 a.m. in the Legion Hall.

Alpha Alpha Plans Christmas Party

Several items of business were discussed by members of Alpha Alpha chapter of Beta Sigma Phi Tuesday evening in the Hospitality Room of Hereford State Bank with Mrs. Joe Story as hostess.

The chapter's Christmas party is scheduled for December 22 at the Music Stand.

Mmes. Bill Kendall and Dink Godwin were voted members at large and letters were read from Rose Marie Christian, director of international funds.

Members present were Mmes. Howard Gore, Nolan Grady, Hicks Roberson, Chuck Laing, John Schneider, James Shearer, Delbert Bainum and Ollene Williams.

Art Sale Scheduled Saturday

Hereford's "starving artists," about 40 of them, will exhibit their work in the annual sale sponsored by the Art Guild all day Saturday in Sugarland Mall. The public is invited to visit, look and buy.

A maximum price of \$15 has been set this year on paintings, unframed, and there will be a wide choice of subjects and styles among the Guild members' exhibits. Purchase of the paintings for Christmas presents is suggested.

The show and sale has been held for several years at the beginning of the holiday season. Mrs. Joel Newman is president of Hereford Art Guild for the 1973-74 year.

ALASKAN STATEHOOD
On May 21, 1948, President Harry S. Truman sent a special message to Congress proposing statehood for Alaska.

PIETA DAMAGED
Michelangelo's "Pieta," in St. Peter's Basilica, Rome, was damaged when a Hungarian-born emigre attacked it with a hammer on May 21, 1972.

BOOTS -

The Footwear for Comfort and Durability

Boots West has boots by

* Tony Lama * Nocona
* Sanders * Cowtown
* Justin * Acme

HATS

* Resistol * American

BELTS

* Tony Lama

GRIER GLOVES

Boots West
Hwy 60 E 364-5961



You've Never Seen Such Thorough Service
STOP IN SOON
Phillips "66" Products
EAST SIDE "66"
Rocky Stewart
1303 E. 1st 364-2644

3 DAY SPECIAL
1970 PLYMOUTH FURY III \$995
4 Door, V-8 Automatic, Power and Air

1973 DODGE POLARA CUSTOM
4 Door, Hard Top, Automatic, Power and Air White Vinyl Roof, Only 14,000 Miles

1973 PLYMOUTH FURY III
4 Door, HM Hard Top, Automatic, Power, Air, Vinyl-Roof Only 11,000 Miles

1972 DODGE DART
6 Cylinder, Automatic, Power, Power Steering, Air, A 7,000 Mile Reality

1972 PLYMOUTH DUSTER
2 Door, 6 Cylinder, Automatic, Power Steering and Air Only 11,000 Miles

1972 AMBASSADOR
2 Door Hard Top, 360-V-8 AU Auto, Power and Air 13,000 Miles

1972 DODGE CHARGER
2 Door, Hard Top, 400 V-8, Automatic, Power and Air, A Light Gold Beauty

1971 FORD GALAXIE
4 Door, Hard Top, Power and Air, Automatic, Only 33,000 Miles

1969 PONTIAC CATALINA
4 Door, Automatic, Power and Air

1968 BUICK LeSABRE
4 Door, Hard Top, Automatic, Power and Air, A Nice Car

JONES MOTORS
345 E. FIRST Hereford Texas 364-4150

MOTOR INN AUTO SUPPLY
311 So. 25 Mile Avenue, Hereford, Texas
Store: 364-6400 Service Center 364-6411

Gates
6 Ft. Heater Hose 5/8" or 3/4" with Clamps \$1.99
Electrical Tape
PAN AM
3/4" x 66ft. 45¢

Spark Plug WRENCH
13/16 No. 525 34¢

Pouring OIL SPOUT
No. 530 44¢

OIL FILTER WRENCH
54¢

Don't Lose Your Coolant or your Anti-Freeze!
\$2.90

Shock Proof Plastic Grips
8 ft. 6 Clamps BC608 \$6.50
12 Ft. 6 Clamps BC612 \$8.32

TUNE IT YOURSELF
SAVE MONEY - SAVE GAS - SAVE TIME
PKO TUNE UP TOOLS \$14.17

CAROL ORIGINAL EQUIPMENT TYPE THERMOSTAT
INCREASE COOLING SYSTEM EFFICIENCY
From \$2.06 ea

BOOSTER CABLE
BC408P 8 Ft. \$3.30
BC412P 12 Ft. \$4.25

HOSE CLAMPS
STAINLESS STEEL
Package of 2 A MILLION USES!
from 65¢

MOTOR INN AUTO SUPPLY
311 So. 25 Mile Avenue, Hereford, Texas
Store: 364-6400 Service Center 364-6411

RAKE IN FALL SAVINGS
at HAROLD CLOSE DRUG

SINUTAB'S \$1.57
Reg. 2 1/2 size 30's

Alka-Seltzer
CONTENTS 25 TABLETS
Bottle of 25, Limit 57¢
Reg. 80¢ 3

Alpha Keri BATH OIL
8 Oz. \$1.99
Reg. 3.25

Bayer ASPIRIN 100's Reg. 88¢

Diaparene OINTMENT 2 Oz. Size 89¢
Reg. 1.25

Allerest TABLETS 24's \$1.07
Reg. 1.10

Gillette TRAC II RAZOR \$2.29
Reg. 2.25

SUGARLAND MALL
HAROLD CLOSE
Rx Walgreen Agency Drug
PHONE 364-2344

CALENDAR OF EVENTS

THURSDAY
Mon Amis Study Club in education building of Sumnerfield Baptist Church, 10 a.m.
Madre Mia Study Club in home of Mrs. Bud Snyder, 8 p.m.

FRIDAY
Hereford Garden Club in home of Mrs. R.W. Mitchell, 305 Westhaven, 2:30 p.m.
Sweet and Fancy Decorating Club at Community Center, 9:30 a.m.

MONDAY
Music Study Club, home of Mrs. W.T. Carmichael, 2 p.m.
Beta Sigma Phi Council, Hospitality Room at Hereford State Bank, 8 p.m.

TUESDAY
Veleda Study Club, home of Mrs. Gid Brown, 8 p.m.
Dawn Music Club, home of Mrs. Clarence Betzen, 2 p.m.

WEDNESDAY
Ceramic Art Club covered dish luncheon, to meet at Community Center 9:30 a.m. for trip to Amarillo.

THURSDAY
Pioneer Study Club luncheon, Dickie's Restaurant, 11:30 a.m.
Newcomers Club, covered dish luncheon, Community Center, noon.

FRIDAY
Order of Eastern Star, Masonic Temple, 7:30 p.m.
Lone Star Study Club, home of Mrs. C.B. Wombie, 409 Star, 4 p.m.

Look Who's New
Mr. and Mrs. Marcos Cantu are the parents of a daughter, Alaniz, born November 5. She weighed 7 lbs.

DO YOU KNOW WHERE TO FIND THIS MAN?
One manufacturer has created maternity clothes for dogs.

See Page 6

BARRICK FURNITURE
2nd ANNIVERSARY SALE CONTINUES....

Free Delivery ... Never Undersold
LAY-A-WAY NOW!

ALL OUR ENTIRE STOCK BEDROOM GROUPS HAVE BEEN GREATLY REDUCED!
Contemporary Style 6 Pc. BEDROOM GROUP
Spanish Style BEDROOM GROUP
KING SIZE BEDROOM GROUP
BEDROOM SUITE
FREE DRAWING
REGISTER EACH TIME YOU ARE IN OUR STORE!

SOFA \$189.95
SOFA & CHAIR \$289.95
SOFA & CHAIR \$129.95
SOFA & CHAIR \$149.50

BOSTON ROCKERS \$39.95
DINING ROOM SUITE \$399.95

RECLINERS
OVER 40 TO CHOOSE FROM
ALL REDUCED FOR THIS BIG EVENT!

LARGE TABLE LAMPS
NOW 1/2 PRICE
4 Pc. LIVING ROOM SOFA - LOVESEAT - CHAIR - OTTOMAN

ELECTROPHONIC & MORSE STEREOS
Spanish Style Console 60" Long
Tape Deck - Stereo - FM/AM Radio
SAVE \$60.00 \$239.50

STEREO
65" MEDITERRANEAN STYLE ELECTROPHONIC WITH FM & AM RADIO, 8 TRACK TAPE PLAYER, GARRARD RECORD CHANGER Model TG 77604

Red or Black Naugahyde
REGULAR \$539.00
NOW \$429.95

Car TAPE DECK
With Speakers \$49.95
Many others to choose from

Early American SOFA \$199.00
Green Tweed SOFA & CHAIR \$109.95

NEVER UNDERSOLD

Table LAMPS
Over 150 to Choose From
\$6.00 & up

KELVINATOR UPRIGHT FREEZER \$229.95
REFRIGERATOR \$279.95
REFRIGERATOR \$299.95

SWAG LAMPS
Priced From \$12.00 & up

OKEEFE & MERRIT GAS RANGES
30" RANGE \$169.95
30" RANGE \$219.95
36" RANGE \$271.00

SLEEPER SOFA \$226.00
SLEEPER SOFA \$249.95
PLATFORM ROCKER \$24.00
DISHWASHER \$224.00
MUSHROOM SEATS \$19.95 & \$26.95

2nd ANNIVERSARY FABULOUS SLEEP BUYS
ALL BEDDING REDUCED FOR THIS SALE
SAVE ON FAMOUS-BRAND MATTRESSES AND BOX SPRINGS
QUILTED MATTRESS WITH BOX SPRINGS
REGULAR \$129.95 NOW \$89.50 SET

QUEEN SIZE MATTRESS WITH BOX SPRINGS
Real Firm Quilted Set
REG. \$179.00 NOW ONLY! \$124.00 SET
KING SIZE SET
20 Year Warranty Firm Quilted Set
REG. \$359.00 ANNIVERSARY SPECIAL, NOW! \$234.00 SET

BARRICK FURNITURE & THE BIG RED BARN

HWY. 60 WEST ... 364-3552
EASY TERMS - FREE DELIVERY - NEVER UNDERSOLD

WHY ... Do Stores Start Christmas Before Thanksgiving?

That's a question that's often asked and it deserves a sincere answer!

Your newspaper appreciates the spirit that prompts many of the objections to early Christmas shopping promotions.

However, when the reasons for the urge to "Shop Early" are examined, the most critical agree it's MORE than a problem for stores alone.

So we're happy to take this opportunity to present some of the problems that confront all stores at holiday time.

Every successful store directs its best effort toward perfecting a helpful service to ALL its customers. And since many customers ask stores to make it easier for them to complete their gift shopping before the crowded-post-Thanksgiving period, Christmas merchandise and displays are brought forward early to accommodate them.

And scarcely a major store in the nation could cope with the store traffic that would be generated if any part of early Christmas shopping was postponed until after Thanksgiving. Even under present circumstances most stores are strained to capacity during the peak of

the season, to maintain the kind of store service all shoppers have learned to expect.

When you recall the extremely crowded conditions of stores the final two or three weeks before Christmas the problems becomes evident.

If no early Christmas shopping were done this condition would be multiplied many fold. (Actually there would not be enough room behind store counters for enough sales people to serve shoppers during this period between Thanksgiving and Christmas.)

The same condition exists in regard to the children's visits to Santa Claus. Thousands of children and their parents look forward to their annual visit with him, and unless he makes an early appearance, many hundreds would be doomed to disappointment, simply because it's physically impossible to reach him in a shorter time.

Those in the store business know that an extremely large percentage of the Christmas gifts that are selected are

items that are in plentiful supply the entire year.

If you were to ask the thousands of retail employees—(and as a group they represent one of the largest employee groups in Hereford) they would tell you that much of the stress and strain of their Christmas would be relieved if the shopping public would anticipate Christmas shopping throughout the year. (Then you'd seldom hear your friends in retailing remark, "I'm simply worn down to my knees by Christmas Eve.")

Granted that the problem is not a one-sided one it should be recognized that stores are faced with the problems of convenient service to customers, of maintaining helpful employee relations, of providing a place where those of the public who can not, or do not, plan ahead may select the traditional gifts for their loved ones and friends.

We are sure that if all of our storekeepers could chat with you, personally and informally, that you would be convinced of their sincerity, and that in the true spirit of Christmas they would not be criticized for their efforts to perform a helpful service to their shopping public.

Published as a public service by the,

SUNDAY BRAND

Hereford, Texas

Opry' Musicians Invited To Take Part In Jamboree

Western music performers are invited to register by Saturday for the Western Jamboree which Rebekah and Odd Fellows lodges will sponsor in the IOOF Hall Tuesday evening.

Instrumental and vocal music will be included in the Jamboree, to which the public is invited. This will be the third in a series of Little Grand Ole Opry nights sponsored by the two lodges.

Musicians of the area are invited to take part in the informal evening of western sounds. They are asked to register and pick up their free tickets from Woody McDermitt at the Mary L. Spence Music Store.

**IOOF
Grand Ol' Opry
Nov. 13 IOOF Hall**

WANTED:

One feed lot cowboy. Also one general purpose man for feed lot work. An opportunity to become associated with growing feed lot and also enjoy the security of excellent company benefits. Opportunity of advancement for men with initiative.

CALL 276-5241



No One Injured

An accident at the intersection of Farm-to-Market Road 2943 and U.S. 385 occurred shortly after noon Saturday when the brakes on a truck driven by George Deanda, 1535 E. 16th, Amarillo, failed. Deanda could not stop at the intersection and the truck overturned and came to a stop near the edge of the highway. Deanda was not injured.

TACH Presents Programs

Spencer Guimarin, director of the Texas Health Careers program, presented an assembly in the HHS auditorium Oct. 24, on health careers for young adults in Texas.

Guimarin is a pioneer in nationwide health careers programming, and has been giving Health Careers assemblies in Texas high schools for five years and has more than 500 "shows" to his credit.

Guimarin has taught at both the secondary and college levels and holds a master's degree in European history and speech.

For many years he has been active in the entertainment industry and is much in demand as an after-dinner speaker. He is currently from Austin.

Kappa Iota Members Present Programs

Poise was the program given by Mrs. Kirk Owsley to members of Kappa Iota chapter of Beta Sigma Phi Tuesday evening in the home of Mrs. Davie Sorrels.

exchanges were made for new pals.

Co-hostess for the meeting was Mrs. Bullard. Members present were Mmes. Nelson Kendall, David Block, Tom LeGate, Bobby Jones, George Muse, John Kreighauser and Young.

In her program she discussed facets of being poised while at home, business office, with friends and at social affairs.

Mrs. Tom Bullard presented a program entitled Ability To Understand Love in which she gave a resume from Dr. Albert Schweitzer's writing.

Mrs. Edward Allison announced that \$224 was made from the benefit bridge held recently. Proceeds go to Girlstown.

Secret pals were disclosed after the business meeting and

**DO YOU KNOW
WHERE TO FIND
THIS MAN?**



See Page 6

Freeman

It's a good year for rich full bodied color. Here, the Tailored Slip-on, slashed and strapped for elegant fit.

In Antiqued Brown or Black Leather.

MADEIRA \$27⁹⁹



*Vintage
Year*

"We care about
your feet" At...

Gattis Shoe Store

In climate controlled
SUGARLAND MALL

Years In Japan As Missionary Precede Assignment To Hereford

Almost a quarter-century of missionary work in Japan is in the background of the Rev. Arthur Newell, S.A., who lately came to Hereford as associate pastor of St. Anthony's Catholic Church.

During his work in Yokohama, southwest of Tokyo, with the Society of the Franciscan Friars have built 18 churches and a large school in Japan, and now maintain five of these churches, Father Newell says.

"The idea of the mission is to establish a church and gradually allow the native priests to take charge," he explains.

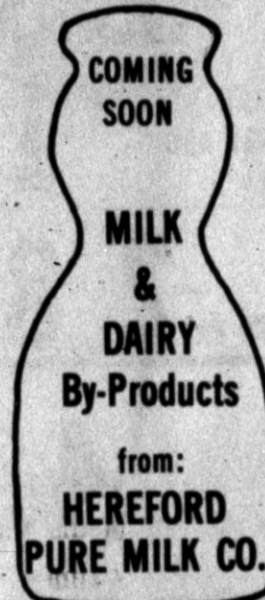
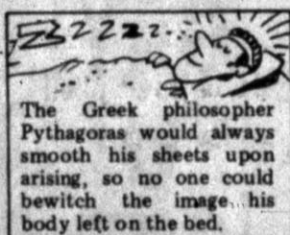
His assignment to the mission area came soon after his ordination as a priest in New York City Feb. 21, 1948. He was born Dec. 3, 1917, in New York,

second youngest in the family, with three sisters and three brothers.

Early education was in a Dominican school in a New York City suburb and he completed education for the priesthood with the Atonement Society.

Hereford has impressed him as "a beautiful town with beautiful homes and streets" and a climate he has been enjoying. However, when he was given the assignment here someone told him it never snows in Texas and co-workers at St. Anthony's had to disillusion him about the winter climate.

His duties at St. Anthony's, where he praises "the friendly atmosphere," include teaching 11th grade religious instruction and serving as moderator for the liturgical committee, also the building and maintenance committee. He has been acting moderator for the parish newsletter until another staff member arrives.

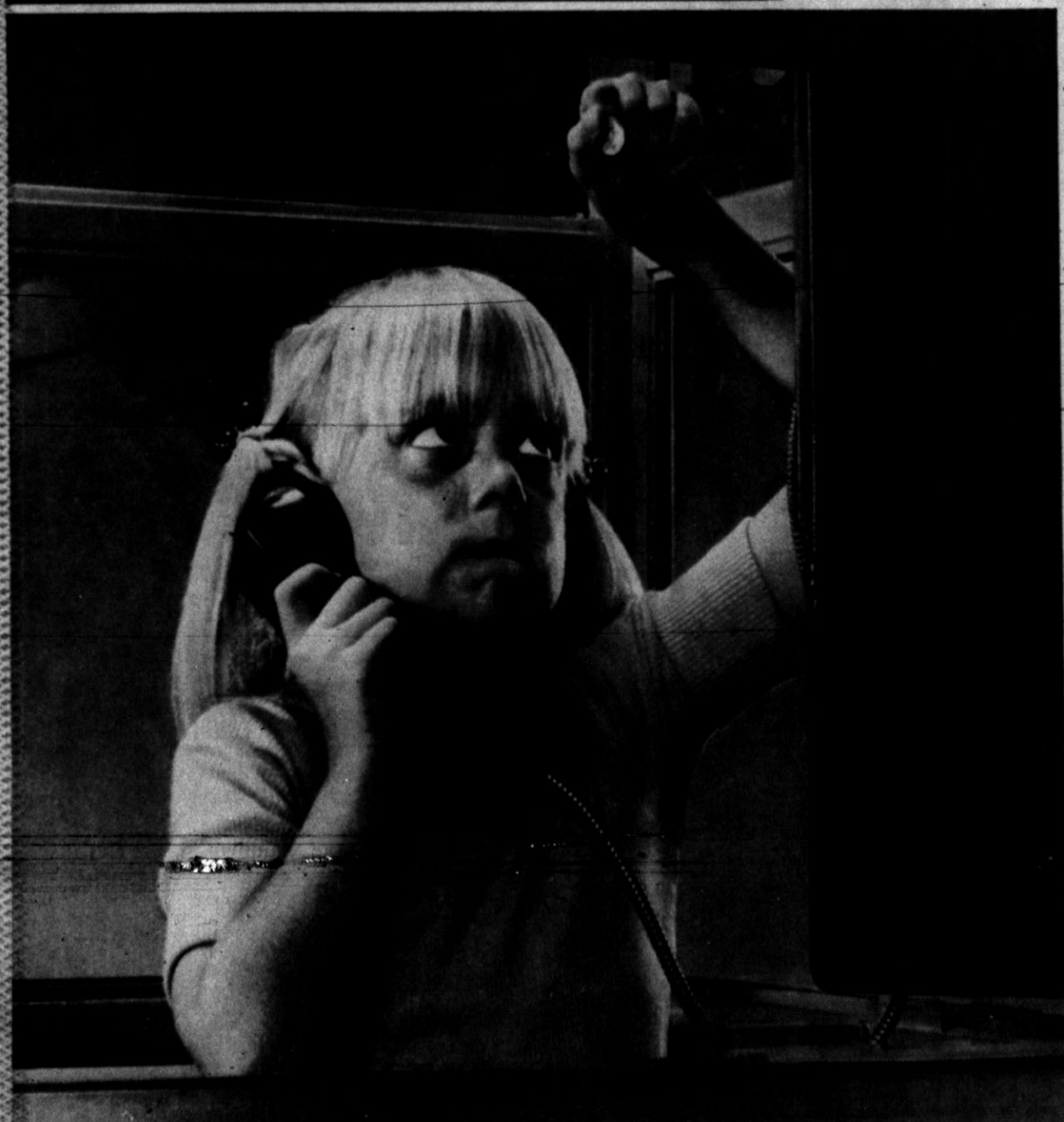


Federal
LAND BANK
Association

of
Hereford, Texas

**55th Annual
Stockholders Meeting**

COMMUNITY CENTER
Sat. Nov. 10, 1973
**SPECIAL
Entertainment
Door Prizes**
All members urged to attend



To a lost child, a phone call means home

If your youngsters get lost, find they're going to be late or need to reach you in an emergency, can they phone you? Or, can someone call home for them? We're offering an Emergency Phone Call Card. For children's use and parents' peace of mind. No charge. It's a billfold-size card with room for your child's name,

address and home phone number. If you can't be reached there's space for the numbers of a trusted friend or relative, and the family doctor. There's also a slot for a dime.

To order your card—or cards—write: Southwestern Bell, P. O. Box 972, St. Louis, Missouri 63188.

 Southwestern Bell

IT ISN'T EASY....



saying Good-bye to such wonderful people, who have been our friends and customers for so many years; however, we are moving out and another is moving in.

We will always be thankful for the many years you have been coming into Piggly Wiggly for your grocery needs and believe the new owner will soon become your friend and grocer, too. You will continue to see the same familiar faces in the store. Only the ownership and name has changed to Thriftway.

Thank you kind friends and good-bye--

**Gaylord and
Virginia Newell**



FOR YOUR BEST BEEF BUYS

IT'S FURR'S PROTEN BEEF



PRICES IN THIS AD EFFECTIVE THRU NOVEMBER 10, 1973

- BANANAS** CENTRAL AMERICAN GOLDEN RIPE LB. **10¢**
- POTATOES** ALL PURPOSE RUSSETS 10-LB. BAG **88¢**
- APPLES** RED ROME, RED OR GOLDEN DELICIOUS LB. **4 FOR \$1.00**
- CARROTS** TOP FRESH FANCY 1-LB. PKG. **2 FOR 35¢**
- GRAPEFRUIT** TEXAS RUBY RED LB **19¢**
- AVOCADOS** FLORIDA LARGE SIZE EA. **2 89¢**

CHOPPED SIRLOIN
FURR'S PROTEN LB. **\$1.19**

BONELESS STEW
\$1.14

BEEF PATTIES
FROZEN LB. **89¢**

TENDA MADE STEAKS
BLUE MORROW LB. **\$1.09**

ROUND SIRLOIN

RIB STEAK PRIME RIB

DELUXE RIBS

PORK CHOPS CANNED HAM PATTIE MIX

- Delicatessen**
- 1 LB. MEAT LOAF ALL FOR
 - 1 PT. GREEN BEANS **\$2.89**
 - 1 PT. CREAMED POTATOES
 - 1 PT. PEA SALAD **79¢**
 - 1 PT. FRUIT SALAD **89¢**
 - FURR'S PROTEN STEAK LB. **\$1.19**
 - FURR'S PROTEN STEAK LB. **\$1.19**
 - FURR'S PROTEN STEAK LB. **\$1.19**
 - ROAST FEATHER BONE REMOVED FURR'S PROTEN LB. **\$1.19**
 - LEAN LB. **69¢**
 - FAMILY PAC LB. **\$1.19**
 - FOOD CLUB 3-LB. CAN LB. **\$4.99**
 - LB. **79¢**

- SPINACH** FOOD CLUB NO. 303 CAN **4 FOR 88¢**
- TEA BAGS** FOOD CLUB 100 COUNT PACKAGE **89¢**
- DRESSING** KRAFT, 1000 ISLAND 16-OZ. BOTTLE (8-oz. SIZE 39¢) **69¢**
- GREEN BEANS** FOOD CLUB, CUT NO. 303 CAN **4 FOR 88¢**
- PANCAKE MIX** FOOD CLUB 2-LB. PACKAGE **39¢**
- DETERGENT** LAUNDRY TOPCO WHITE OR BLUE GIANT PACKAGE **59¢**
- SYRUP** FOOD CLUB 36-OZ. BOTTLE **89¢**
- CORN** KOUNTY KIST WHOLE KERNEL 12-OZ. CAN **5 FOR \$1.00**
- OATS** FOOD CLUB QUICK 18-OZ. PACKAGE **33¢**
- CAT FOOD** NINE LIVES ASS'T FLAVORS 6½ OZ **20¢**
- MAYONNAISE** KRAFT 32-OZ **95¢**

CAKE MIXES
BETTY CROCKER **39¢**
BOX ASSORTED

CATSUP
DEL MONTE 32-OZ. BOTTLE **59¢**

- Frozen Food Favorites**
- GAYLORD CORN** FRESH FROZEN WHOLE KERNEL 24-OZ. PACKAGE **49¢**
 - POTATOES** GAYLORD FRESH FROZEN FRENCH FRIED 5-LB. PKG. **99¢**
 - CUT OKRA** TOP FROST FRESH FROZEN 20-OZ. PACKAGE **69¢**
 - SHORT CAKE** TOP FROST PEACH, BLUEBERRY OR STRAWBERRY 32-OZ. PKG. **\$1.12**
 - COFFEE CAKE** SARA LEE LARGE 12½-OZ. PKG. **97¢**
 - WAFFLES** EGGO FRESH FROZEN 13-OZ. PKG. **52¢**
 - STREUSEL** SARA LEE BUTTER OR CINNAMON PKG. **95¢**
 - CASSEROLE** Green Giant, Scalloped Corn, Brussel Sprouts, Broccoli, Cauliflower, 12-OZ. **53¢**

- TOWELS** KLEENEX LARGE ROLL ASSORTED **3 FOR \$1.00**
- WINDOW CLEANER** TOPCO 15-OZ. SIZE **35¢**
- FABRIC SOFTENER** TOPCO ½ GALLON **69¢**
- PALMOLIVE LIQUID** DISH DETERGENT 15' OFF LABEL QUART **69¢**
- SPRAY STARCH** FAULTLESS 22-OZ. **75¢**
- MILK** PET EVAPORATED TALL CAN **23¢**

PANTY HOSE
HOLEPROOF'S SHEER AMPLON SANDLE FOOT 3 Colors REG. 99¢ PR. 2 SIZES FITS ALL **59¢**

DISPOSABLE DIAPERS
TOPCO TAPE TAB NO PINS NEEDED
NEWBORN 30's **\$1.29**
DAYTIME 30's **\$1.49**

FACIAL TISSUE
KLEENEX ECONOMY BOX OF 280 **37¢**

CREME RINSE
BRECK SALON FINISH FOAM SPRAY 8-OZ. **\$1.19**

Alka-Seltzer
25 COUNT **49¢**

PROTEIN 29 HAIR DRESSING CREAM 3-OZ. **73¢**

VITAMINS ONE-A-DAY MULTIPLE WITH IRON **\$1.89**

NO SALES TO DEALERS

Adjustable STACKABLES
3 SHELF UNIT **\$4.99**

- Spacious and Functional
- Adjustable Shelves
- Sturdy Steel Construction
- Warm Walnut Grained Finish
- Flexible Arrangements

OPTIONAL ACCESSORIES

Small size 30" wide x 12" deep x 30" high complete with stacking plugs



PRESTONE 11
ANTI-FREEZE COOLANT PLASTIC CONTAINER **\$1.89**

BABY POWDER
VASELINE INTENSIVE CARE 9-OZ. **69¢**

LISTERINE
MOUTH WASH 32-OZ. SIZE **\$1.29**

SHOP Furr's MIRACLE PRICES

here and now!

At HEREFORD MEAT MARKET, INC.



Another Truck load of Garden Fresh Produce arrived last night (Wednesday) From the Valley.

Imagine having these items at this time of year

- Fresh Okra, Fresh Cucumbers, Fresh Greens, Fresh Yellow Squash, Fresh Green Onions, Fresh Pineapple, Fresh Mangos, Fresh Papayas, Fresh Bell Peppers, Fresh Leeks, Fresh Red (Firm) Tomatoes, Fresh Golden Ripe Bananas, Fresh New Crop Grape Fruit, (in 5 lb. & 18 lb. Bags) Fresh New Crop Oranges, (in 5 lb. & 18 lb. Bags) Fresh Large Florida Avocados, and many other items

Our truck arrived last Sunday with a load of new crop Pecans from Charlie, Texas. These are full meated Pecans and are the best we have had in several years....

Only at **HEREFORD MEAT MARKET**

Where we haul our own Produce can you get such a selection come in.

OPEN EVERY NIGHT TILL 8:00 P.M.
SAT. TIL 9:00 P.M.

HWY. 385 NORTH AT THE SIGN OF THE WHITEFACE BULL

Weekly Television Magazine

The Hereford Brand

THURSDAY, NOV. 8, 1973

Tel-Aire



Dean Martin and Jacqueline Bisset star in "Airport."

Something For The Whole Family!

- 8 Big Stations
- Three Major Networks
- Static-free Reception
- Three Independent Stations
- 24 Hour Weather and FM Music
- Public Broadcasting Service
- Free Installation
- \$5⁹⁵ Per Month

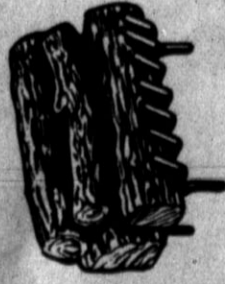
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126 E. 3rd

You Get It All On Cable TV

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SEE McCaslin for Fireplace Accessories



- Fireplace Fixtures, Grills, Screen Sets, Log Holders, Breakdown

Notice! McCaslin will be closed all day Saturday, November 10, for inventory.

Carl McCaslin Lumber Co. 364-3434

334 E. 3rd

MONDAY THRU FRIDAY TV schedule table with columns for channel, time, program name, and station.

On The Cover

'Airport,' the box-office sensation that the New York Times called 'the sort of movie most people mean when they say Hollywood doesn't make movies the way it used to.'

THURSDAY TV schedule table with columns for channel, time, program name, and station.

Thursday Program Notes

7:00...NBC...IRON-SIDE...Down in all his badge and poses as a skidrow wino to catch a killer. David Wayne and Kim Darby guest-star.

Tuesday Program Notes

7:00...ABC...THE NEW TEMPERATURES RISING SHOW...The Physical...A mix-up of lab reports at Mercy Hospital indicates that Dr. Mercy has venereal disease.

Wednesday Program Notes

5:00...ABC...WEDDING AT WESTMINSTER...THE PRINCESS AND THE CAPTAIN...ABC News will provide live television coverage of the royal wedding of Great Britain's Prince Charles and Lady Diana.

HAROLD CLOSE RX WALGREEN AGENCY DRUG We're More Than Just A Pharmacy 364-2344 Sugarland Mall

HSB areford STATE BANK For Time & Temperature Call 364-5100

WEDNESDAY TV schedule table with columns for channel, time, program name, and station.

Wednesday Program Notes

5:00...ABC...WEDDING AT WESTMINSTER...THE PRINCESS AND THE CAPTAIN...ABC News will provide live television coverage of the royal wedding of Great Britain's Prince Charles and Lady Diana.

CAMPBELL REAL ESTATE 218 WEST 3RD STREET HERFORD, TEXAS 79045

Spangler's DIAMONDS LTD 'Heretofore Standard Of Excellence' Custom Jewelry Designing & Manufacturing

JACK'S MARINE SUPPLY E. Hwy. 40 344-4281 NOW YOUR AUTHORIZED MERCUISER DEALER

Adidas The Official Shoe of the Sports World! Also Adidas Tee Shirts and Adidas Travel Sports Bags Available

SEE McCaslin for Fireplace Accessories... Notice! McCaslin will be closed all day Saturday, November 10, for inventory. Carl McCaslin Lumber Co. 364-3434

7:00...NBC...ADAM-12...Capture... Capturing a huge, angry dog proves easier for Officers Malloy and Reed than trapping an elusive burglar.

7:00...NBC...ADAM-12...Capture... Capturing a huge, angry dog proves easier for Officers Malloy and Reed than trapping an elusive burglar.

Boxers Win Five At Canyon

Hereford Boxers ran into some tough competition in Canyon last Saturday, but carted away five of 12 matches involving Hereford youths. The Canyon match was the best contest for the local club until November 16 when Hereford will hold an invitational tournament. Boxing will be in the Bull Barns that night and the team will travel to Amarillo Nov. 17. The team works out each

Monday, Tuesday and Thursday at 6:30 p.m. in the Little Bull Barn and visitors are invited to attend the sparring matches, according to boxing director Harold Wheeler.

Hector Guerrara fought Marrio Martinez of Lubbock. Frank Celeya fought Herbert Martinez of Lubbock. Martin Lucero fought Denny Bridges of Canyon.

ONE MINUTE SPORTS QUIZ

1. Who was the recent winner of the World Series?
2. Name the winner of the 1973 NASCAR Winston Cup grand national driving championship.
3. Which NFL team had the best rushing average in the 1972 season?
4. Has pitcher Mickey Lolich ever won the Cy Young Award?
5. Name the new American League president.

Answers To Sports Quiz

1. The Oakland A's.
2. Benny Parsons.
3. Chicago.
4. No.
5. Lee-MacPhail.

FOOTBALL CONTEST ENTRY

- 1st Place — \$20
- 2nd Place — \$15
- 3rd Place — \$5
- 4th Place — \$2

**SPECIAL
\$100
JACKPOT**
(If all games are guessed correctly)

Circle Team You Predict To Win

Lubbock at Coronado
Monterey at Plainview
Tascosa at Amarillo
Palo Duro at Pampa
Borger at Caprock
Perryton at Dumas
Muleshoe at Canyon
Dalhart at Panhandle
Dimmitt at Morton
Littlefield at Olton

Arkansas at Rice
Baylor at Texas
SMU at A&M
Tech at TCU
Houston at Colo. St.
LSU at Alabama
Dallas at NY Giants
San Francisco at Washington
Cincinnati at Buffalo
Pittsburgh at Okland

TIE-BREAKER

Total Points of Hereford-Snyder _____

(Tie-breaker will be used to break any ties — either in regular contest or for the jackpot.)

Name _____
Address _____
Phone _____

Mail entries to Box 673, Hereford, Tex. 79045, or bring entry by the Brand office by 5 p.m. Friday.

In order to facilitate judging, contestants may use either the official contest entry blank printed in The Brand or a reasonable facsimile. No one may submit more than one entry, nor may an entry be submitted with the name of a person who could not personally have submitted an entry. Entries mailed to The Brand must be post-marked by 5 p.m. Friday. Decision of the judges is final.

Marie Cogdell Wins Brand FB Contest

Marie Cogdell, 915 Park Avenue, was the top forecaster this week as she won top honors in the Brand football contest. She missed only two games of the 20, one of which was a tie game.

She wins the \$20 first prize. Taking second place was James Self, 422 Ave. G. Self wins \$15 for his three misses and 10 points off the tie-breaker. Third place with \$5 was E.H. Loerwald, 715 Blevins with three misses and 14 points off

the tie-breaker score. Four persons tied for fourth place and each will receive 50 cents prize money for the normally \$2 award.

Tying with four misses and each guessing 28 points (Which was exactly correct) were: Jimmy R. Walker, 204 W. 7th; Mrs. M.L. Simpson Jr., Rt. 5, Dimmitt; Mary West, Rt. 4, Hereford; and Patsy Webb, 214 Elm.

A total of 281 local residents entered the contest.

It's KICK-OFF Time

<p>Sept. 7 Hereford 12 Pampa 0 Sept. 14 Hereford 37 Palo Duro 7 Sept. 21 Hereford 15 Borger 12 Sept. 28 Hereford 28 Canyon 11 Oct. 5 Hereford 21 Amarillo 2</p>	<p>Oct. 19 Hereford 26 Monterey 10 Oct. 26 Hereford 28 Plainview 16 Nov. 2 Hereford 20 Coronado 8 Nov. 9 Hereford vs. Snyder Nov. 15 Hereford at Lubbock</p>
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HEREFORD WHITEFACES

—VS—

SNYDER TIGERS

FRIDAY NOVEMBER 9, 7:30

AT HEREFORD

Dalby-Mayflower
Local & Long Distance Moving
211 S. 25 Mile Ave.
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HEREFORD BI-PRODUCTS
"Your local used cow dealer"
364-0951

Meet Mr. Spudnut
1003 Park
364-0570

Doyle Johnson
Chevrolet - Olds
"The Friendly Place"
Hwy. 385 N.
364-2160

Kester's Jewelry
Across from the Post Office in Downtown
Hereford
364-1811

Plains Insurance Agency

Harold Close
Walgreen Agency Drug
Sugarland Mall
364-2344

DICKIE'S RESTAURANT
Stop by after the game.
W. Hwy. 60

Oglesby Equipment Company
305 Dimmitt Hwy.
364-1551

Motor Inn Auto Supply
311 S. 25 Mile Ave.
364-6400

GONZALES BROS. PLUMBING
Let us service your heaters for this winter.
Hwy. 80 West
364-0193

Abbie's Mister Shop
"Everything in Clothes for the Man"
319 N. Main
364-0204

John's
303 N. Main
364-1707

Quilthony's DOWNTOWN
"NO. 1"

HEREFORD STATE BANK
364-3456
TIME & TEMP.
364-5100
F.D.I.C.

JOHN ORSBORN BUICK-PONTIAC
"ALL THE WAY TO STATE"
364-0990

WALKER REFRIGERATION SERVICE
305 E. 3rd St.
364-0788

Cowan Jewelers
DOWNTOWN
364-4241

TECO of TEXAS
E. Hwy. 60
364-4204

THE INK SPOT

High Plains Laboratory
"Behind you 100%"
1502 W. Park
364-0242

WHITE STORES, INC.
330 N. Main Street
Tony Cortez
364-0574

Allstate
David Cates
Agent
364-6041

THE FIRST NATIONAL BANK
Member F.D.I.C.
300 N. MAIN
364-2435

HEREFORD PARTS AND SUPPLY CO.
702 W. 1st
364-3522

BOOZER REAL ESTATE
205 S. 25 Mile Ave.
364-1755

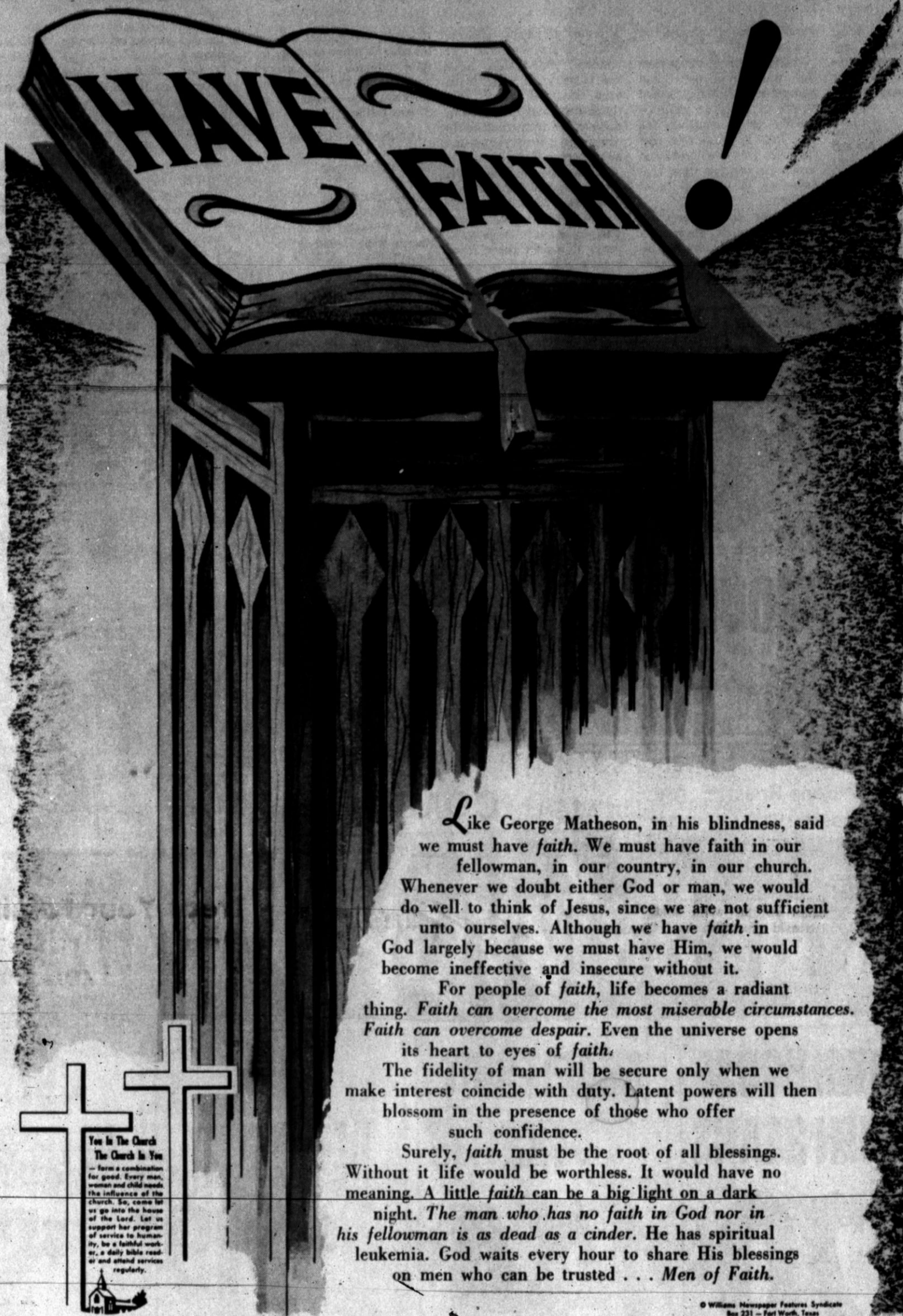
HEREFORD BRAND "GO WHITEFACES"
364-2030

Firestone
"ON TO STATE"
101 N. MAIN
364-4333

BIG PUMP CO.
DIMMITT-HEREFORD-FRONGA
NEW YORK AVE.
364-0353

For God So Loved The World

- FIRST BAPTIST CHURCH**
Doug Manning, Pastor
Fifth and Main Streets
- FRIO BAPTIST CHURCH**
Rev. Samuel B. Ogan, Pastor
Frio Community
- WESTWAY BAPTIST CHURCH**
Rev. Dick Hollis
- MT. SINAI BAPTIST CHURCH**
Rev. C. H. Frost, Pastor
302 Knight Street
- SUMMERFIELD BAPTIST CHURCH**
Rev. Niel Foster
- TEMPLO CALVARIO
ASAMBLEA DE DIOS**
13th & Ave. H
Rev. Ralph J. Molina
- CHURCH OF JESUS CHRIST OF
LATTER DAY SAINTS**
(Mormon)
Country Club Drive
- TEMPLE BAPTIST CHURCH**
Rev. J. L. Bozeman
Forrest Ave. and Ave. K
- GREENWOOD BAPTIST CHURCH**
"A Bible Baptist Church"
Rev. Prentice D. Smith, Pastor
- IGLESIA METODISTA
SAN PABLO**
Rev. Thomas Balderas, Pastor
- SAN ANTONIO A LA IGLESIA**
North 25 Mile Avenue
- TEMPLO BAUTISTA MEMORIAL**
(A.O. Thompson)
Robert Foster, Pastor
- LA IGLESIA DE CRISTO**
Sunset and Plains Ave.
Abel Ortiz, Minister
- CENTRAL CHURCH OF CHRIST**
J.T. Marlin, Minister
148 Sunset Dr.
- PARK AVE. CHURCH OF CHRIST**
On Harrison Highway
- TRINITY BAPTIST CHURCH**
Southern Baptist
Rev. C.F. Powell
4th and Jackson
- SAINT JOHN BAPTIST CHURCH**
400 Mable St.
Rev. C.W. Allen, Pastor
- PENTECOSTAL CHURCH
OF JESUS CHRIST**
So. Miles and Gracy St.
364-5119
Rev. Joseph A. Myers



Like George Matheson, in his blindness, said we must have *faith*. We must have faith in our fellowman, in our country, in our church. Whenever we doubt either God or man, we would do well to think of Jesus, since we are not sufficient unto ourselves. Although we have *faith* in God largely because we must have Him, we would become ineffective and insecure without it.

For people of *faith*, life becomes a radiant thing. *Faith* can overcome the most miserable circumstances. *Faith* can overcome despair. Even the universe opens its heart to eyes of *faith*.

The fidelity of man will be secure only when we make interest coincide with duty. Latent powers will then blossom in the presence of those who offer such confidence.

Surely, *faith* must be the root of all blessings. Without it life would be worthless. It would have no meaning. A little *faith* can be a big light on a dark night. *The man who has no faith in God nor in his fellowman is as dead as a cinder.* He has spiritual leukemia. God waits every hour to share His blessings on men who can be trusted . . . *Men of Faith.*

You In The Church
The Church Is You
— form a combination
for good. Every man,
woman and child needs
the influence of the
church. So, come let
us go into the house
of the Lord. Let us
support her program
of service to human-
ity, be a faithful work-
er, a daily Bible read-
er and attend services
regularly.

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Box 231 - Fort Worth, Texas

- FIRST METHODIST CHURCH**
Dr. Jordan Grooms, Pastor
501 North Main
- WESLEY UNITED
METHODIST CHURCH**
Rev. Don McWhorter, Pastor
410 Irving
- BIPPUS COMMUNITY CHURCH**
Gene Brock, Pastor
Preaching 1,2,3,4 Sundays
5th Sunday, Singing
- AVENUE BAPTIST CHURCH**
Rev. Norman MacDonald
130 North 25 Mile Ave.
- CHRISTIAN ASSEMBLY**
Interdenominational
Christian Fellowship in the Fullness
of the Holy Spirit
Rev. Tom Starcke,
South Main — 364-5556
- ASSEMBLY OF GOD CHURCH**
Rev. Homer T. Goodwin, Pastor
15th and Ave. F
- IMMANUEL LUTHERAN
CHURCH**
Rev. Hermon Schelter, Pastor
Park Ave. and B Street
- THE CHURCH OF GOD
IN CHRIST**
Rev. Calvin Hodge, Pastor
115 West Norton
- SEVENTH DAY ADVENTIST
CHURCH**
Elder Hollis A. Morel, Pastor
West Park Addition
- MISSION DA SAN JOSE**
Labor Camp
- CHURCH OF THE NAZARENE**
Rev. Max Jetton, Pastor
16th & Blackfoot
- GRACE GOSPEL CHURCH**
Thirteenth and Avenue K
- ST. THOMAS EPISCOPAL
CHURCH**
William A. Lang, Jr. Vicar
601 West Park
- ST. ANTHONY'S ROMAN
CATHOLIC CHURCH**
Rev. Bernard McGorry, Pastor
Harrison Highway at 25 Mile Ave.
- FIRST PRESBYTERIAN CHURCH**
610 Lee Street
Roger B. Knapp
(Stated Supply)
- FIRST CHRISTIAN CHURCH**
Rev. Eugene Brink, Pastor
West Park Avenue
- DAWN BAPTIST CHURCH**
Rev. Gene Meacham

These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community.

CARL McCASLIN LUMBER CO.
Carl G. McCaslin

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W.L. Davis, Jr.

PITTMAN GRAIN CO.
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KELLEY ELECTRIC
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HEREFORD IRON & METAL
Anson A. and June Dearing

HAROLD CLOSE DRUG
Harold Close

A to Z TIRE & BATTERY
Troy Rhodes

McRIGHT GARAGE & SUPPLY
Mr. and Mrs. Clyde Oldham

CONSUMER'S FUEL ASS'N.
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FARMERS' DRIVE IN
Troy Moore

HEREFORD STATE BANK
The Friendly Bank

FIRST NATIONAL BANK
Since 1900

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SUIT'S AUTO SUPPLY COMPANY

LOERWALD BROS.
231 W. 2nd

ROCKWELL BROS. & CO.
Ray Chambliss, Mgr.

HI-PLAINS SAVINGS & LOAN ASSOC.
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Doyle Johnson

RIVERSIDE CHEMICAL
Kenneth Haggard
W.J. (Wop) Lueb
LeeRoy Burges

OGLESBY IMPLEMENT CO.
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THE HEREFORD BRAND**
Phone 364-2030

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Marlin Gilliland-John Gilliland
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Two Locations: 213 13th
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Herb and Dennis Edwards, Owners

WAC SEED, INC.
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Cotton Harvest Operations Increasing

Cotton harvest operations are increasing daily on the South Plains, according to Paul R. Dickson, in charge of the U.S.D.A. Cotton Classing Office in Lubbock. This increase is reflected in the increasing number of cotton samples being received at the area U.S.D.A. Cotton Classing Offices at Lubbock, Brownfield, Lamesa and Levelland.

Samples from 74,000 bales were classes at the four offices during the week ending Friday, November 2nd. This brought the total classed for the season to 96,000. This is far ahead of the pace of last year's crop. At this time last year samples from only 1,200 bales 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 70 percent of all classed. Grade 31 made up 32 per cent, Grade 41, 38 per cent and Grade 32, 11 per cent.

Staples were predominantly 30 to 32. Twenty-five per cent had a staple length of 30, 21 per cent stapled 31 and 15 per cent was 32.

Micronaire readings continued excellent. These readings indicate that most of the early harvested bales were fully mature. Eighty-four percent of all cotton tested at Lubbock had micronaire readings in the premium range of 3.5 to 4.9, 10 percent 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 U.S.D.A. reported slow trading on the Lubbock market during the week.

DEAF SMITH COUNTY

Farm News

U.S. Beef To Keep Imports Lead

World demand for beef is increasing, so Americans will have to rely more on production in the United States rather than on increased imports from other countries.

That's the report from Dr. Don Farris and James Simpson with the Texas Agricultural Experiment Station, after a trip to five beef exporting countries in South America and an International Conference of Agricultural Economists.

"There's little chance that leading South American beef exporters will expand exports over the next four or five years," say the economists, also with the Department of Agricultural Economics and Rural Sociology at Texas A&M University.

Despite high beef prices on the world market, the leading South American exporters—Argentina and Uruguay—probably will not expand

production due to a heavy export tax, believe the economists. Expansion will be more rapid in Brazil and Paraguay, but the lower production response due to marketing of four-year-old steers combined with rapid population growth will generally hold exports in check.

"South American exporting countries could sharply increase exports in a few years if producer prices were to reach levels near those prevailing in the U.S. However, there is no indication that this will happen," say Farris and Simpson. "For example, the price for live cattle in Uruguay has not exceeded 17 cents per pound this year compared to 40-50 cents per pound in the U.S. The Uruguay market is generally the lowest price cattle market in the world."

South American beef goes

mainly to Europe due to the U.S. embargo on uncooked beef from that continent. Canned and cooked-frozen beef is shipped to the U.S. and is not under the quota applied to fresh and frozen beef imports. However, their exports have a significant effect on available world beef supplies.

"Europe and Japan are competing strongly for Australian beef so imports from that country will be limited," according to the economists. "Although Australia has increased exports in recent years, it was partly at the expense of a depressed wool industry. Now that wool prices are high, beef

production may not increase as fast."

All these factors are putting pressure on cattlemen in the U.S. to expand production, and this expansion is underway, believe Farris and Simpson. "We can expect the fastest production response in the U.S. due to the inherent productive capacity and the high level of technology used by American producers."

The two economists' work in South America involved a research project in international beef marketing through a grant from the U.S. Agency for International Development.

Deaf Smith Cattle Still Under Scabies Quarantine

Federal quarantines for psoroptic cattle scabies were lifted Nov. 2, from Curry and Roosevelt counties, N.M., and Farmer and Potter counties, Tex., by the U.S. Department of Agriculture (USDA).

Today's action by USDA's Animal and Plant Health Inspection Service (APHIS) removes all scabies quarantines in New Mexico. However, two Texas panhandle counties—Castro and Deaf Smith—are still under quarantine for the infectious skin disease of cattle. All cattle herds in the counties

released from quarantine have been inspected for scabies and with no infection found, according to Dr. Paul Becton, south central regional director of Veterinary Services for APHIS.

Scabies is caused by tiny parasitic mites that puncture the skin of cattle and feed on the body fluids released through the wounds. Heavy infestations result in the formation of large, crusty "scabs" on the skin. Cattle with scabies lick, rub and scratch to relieve the intense itching, Becton explained.

Although scabies does not affect the animal's meat, the skin irritation can cause loss of weight and decreased feed efficiency in infested animals and thus is very costly to cattlemen.

During the period from Oct. 1971 to April 1973, the worst outbreak of cattle scabies in 30 years hit ranchers in the Texas panhandle, western Oklahoma and New Mexico. Since then USDA and the states have been working to halt the outbreak and eliminate the disease.

Disease eradication measures include area quarantines and inspection and treatment of all herds and lots within the quarantine areas.

BENEFITS FROM AGRICULTURAL RESEARCH EXTEND FAR BEYOND THE FARM... AND AFFECT US ALL!



IN WISCONSIN, TESTS ON DAIRY CATTLE'S DIETS LED TO DISCOVERY OF VITAMIN A AND EVENTUALLY OPENED UP THE WHOLE FIELD OF VITAMIN NUTRITION RESEARCH FOR HUMANS...



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HURRY! QUANTITIES ARE LIMITED!

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ONLY 5⁹⁹

2-lb. Hostess House Chocolates or 2-lb. "classic" Fruit Cake **Buy any 2—SAVE \$1**

2 for 7⁹⁸ 3.99 each

Treat Your Family to a Holiday Meal... Wards Continuous Cleaning Oven Ranges Make It Easy

NOW ONLY \$189⁸⁸* Colors \$5 Extra

- Inside finish gradually dissolves grease and spatters as you bake
- Features: lift-off oven door, lift-up porcelain cooktop, removable burners, chrome burner bowls
- Pull-out porcelain broiler with flavor-well cover

Wards Continuous Cleaning Electric Range

• Same easy-clean features as gas model above

NOW ONLY \$199⁸⁸* Colors \$5 Extra

BEAUTIFY YOUR HOME WITH CARPETING FROM WARDS!

Foam or Jute Back Carpeting

YOUR CHOICE \$4⁷⁹* Sq. Yd.

- Strong durable 100% nylon hi-lo pile
- Excellent for family rooms, dens, bedroom or dining areas
- Six color choices—solids or tweeds

364-5801 *Plus transportation **114 PARK AVE**

STOP IN, SEE IT, BUY IT NOW— SERVICE NATIONWIDE — USE WARDS CHARG-ALL PLAN

CHURCH OF CHRIST
15th & Blackfoot St.

GLORY IN THE CHURCH: "Unto him be glory in the church." Eph. 3:21. In the New Testament, "Church" is used of all souls redeemed by the blood of Christ (Matt. 16:18; Eph. 1:7, 21, 22; 5:23.) It is also used in a local, or literal, sense (Acts 13:1.) In this sense, "Church" refers to a group of Christians who meet in some particular place for worship.

WHICH CHURCH? There is really no difficulty in knowing which church one should be a member of, in the broad sense. If one does what the Lord requires for the remission of past sins, he will be added to the church (Acts 2:47.) The Lord will do the adding, and he will surely add one to the right church.

WHICH LOCAL CHURCH? This question is more difficult, but it is vital to every one who wants to enjoy God's favor now, and forever. It can be answered by comparing the teaching and practice of any church under consideration with what the New Testament teaches.

NAME: In apostolic days, local churches were called, "churches of Christ." Romans 16:16.

DENOMINATION: A denomination is a combination of local churches. In New Testament times, there were no denominations. Each church was completely independent of all other churches. When the Bible is believed and obeyed, the same will be true today.

TEACHING AND PRACTICE: To be true to the Bible, a church must be ready unto every good work, and confine itself to the teaching of Christ (II John 9.)

AN INVITATION: The church that meets at 15th & Blackfoot in Hereford invites your consideration. We are not a part of any denomination, nor do we participate in any central organization. We are just a church of Christ, and we intend to speak as the oracles of God (I Peter 4:11.) We shall be most happy to have you visit any of our services. We will respectfully answer any questions you have about our practice.

IN-PERSON CARMEN

MASTER MAGICIAN and HIS touring Company

BAFFLE THE WORLD with stage full of dazzling illusions

Hereford High School Auditorium

7:30 p.m.

Thursday, Nov. 8

Admission \$1⁰⁰ per person

Sponsored by **Hereford Evening Lions Club**



THRIFTWAY

CASH SAVINGS EVERYDAY!

RED DELICIOUS, EXTRA FANCY

APPLES
lb. **19¢**



Shur Fine

PRICES EFFECTIVE

Thru NOV. 17

**WE REDEEM
FOOD
STAMPS**

NOW IN PROGRESS!

**BORDEN'S
ICE CREAM**
ROUND, 1/2 GAL, ALL FLAVORS

89¢

**BORDEN'S
BUTTERMILK**
1/2 GAL **59¢**

MANY FLAVORS
SHURFINE

CAKE MIXES
4 18 1/2-oz. BOXES **\$1**

**Check & Rated
FROZEN FOOD
SPECIALS**

**SHURFINE
ORANGE
JUICE**
5 6-oz. CANS **\$1**

**FRESH FROZEN, SHURFINE
VEGETABLES**
Chopped Broccoli, Spears,
Brussel Sprouts, Calliflower



Check & Rated
4 10-oz. PAC **\$1**

**NESTFRESH
GRADE A MEDIUM**

EGGS
DOZ. **59¢**

32-oz. RETURNABLE BOTTLES

5 For \$1.00
COKES

ROXEY RATION

**DOG
FOOD**
8 15-oz. CANS **\$1**

**Check & Rated
SHUR FINE
CRUSHED, CHUNK
SLICED
PINEAPPLE**
4 15 1/2 oz. CANS **\$1**

**Check & Rated
SHURFINE 3-SV CUT
GREEN
BEANS**
5 16-oz. CANS **\$1**

**Check & Rated
SHURFINE
CREAM STYLE or
WHOLE KERNEL**
5 17-oz. CANS **\$1**

**Check & Rated
SHURFINE
TOMATO
SOUP**
8 10 1/2 oz. CAN **\$1**

**Check & Rated
VIKING-STRONG
ECONOMY
ALUMINUM
FOIL**
4 12" x 25' ROLLS **\$1**

**Check & Rated
SHURFINE
MACARONI
and CHEESE
DINNERS**
4 7 1/2 oz. PKG **\$1**

SOFLIN, 2-PLY

**BATHROOM
TISSUE**
ASST. COLORS,
10 ROLL PAK

79¢

ALL PURPOSE RUSSET

POTATOES
20 lb. BAG **99¢**

CARROTS
CELLO PAK
LB. **15¢**

VAC PAC SHURFINE
COFFEE

1st 1 lb. CAN **69¢**
Thereafter 79¢

SHURFRESH FULLY
COOKED BONELESS
CANNED

HAM
3 lb. CAN **\$4.29**

WILSON CERTIFIED-SLICED
BACON 16-oz PAK **99¢**

BOLOGNA

Shurfresh ALL MEAT
SLICED 16 oz. PKG.

SHURFRESH, SWEET MILK or BUTTERMILK
BISCUITS 11 8-oz. CANS **\$1**

SHURFRESH
CHEESE 10 oz. PKG.

HALFMOON
COLBY
LONGHORN **69¢**



SHURFINE **GRAPEFRUIT JUICE** NATURAL PINK-TEXAS PAK 2 46-oz. CANS **89¢**

SHURFINE, **SHELLED BLACKEYES** FRESH 5 15-oz. CANS **\$1**

SHURFINE **FRUIT DRINKS** ORANGE, FRUIT PUNCH, PINEAPPLE ORANGE 3 46-oz. cans **89¢**

shurfine **PEELED TOMATOES** whole 4 16-oz. CANS **\$1**

SHURFINE **MUSHROOMS** PIECES and STEMS 3 4-oz. CANS **\$1**

SOFLIN, **OVERNIGHT DIAPERS** DISPOSABLE, PINLESS PKG 12 **69¢**

SOFLIN **DAYTIME DIAPERS** DISPOSABLE PINLESS PKG. 30 **\$1.29**

SHURFINE, BARTLETT **PEARS** HALVES 3 16-oz. CANS **89¢**

SHURFINE, POLY BAGS **SUGAR** POWDERED OR BROWN 2 32-oz. BAGS **89¢**

SHURFINE **PEAS** SWEET 4 17-oz. CANS **89¢**

SHURFINE **PUMPKIN** 6 14 1/2-oz. CANS **\$1**

SHURFINE, **TUNA** CHUNK STYLE 2 6-oz. CANS **89¢**

SHURFINE **COCKTAIL** FRUIT 3 16-oz. CANS **89¢**

SHURFINE **CATSUP** 4 14-oz. BTLs **\$1**

SHURFINE **STRAWBERRY PRESERVES** 18-oz. JAR **59¢**

SHURFINE **CORN SYRUP** LIGHT 32-oz. BTL **49¢**

SHURFINE **SWEET PICKLES** WHOLE 22-oz. JAR **59¢**

SHURFINE **CUCUMBER CHIPS** FRESH PAK 3 16-oz. JARS **\$1**

SHURFINE **BLACK PEPPER** PURE 4-oz. CAN **39¢**

SHURFRESH **ORANGE SLICES** 32-oz. BAG **49¢**

SHURFINE **CRANBERRY SAUCE** 4 16-oz. CANS **\$1**

DOVERSTONE

**SPECIAL OF THE WEEK
SALAD/
CAKE PLATE**

49¢



**DOWNTOWN
426 N MAIN
HEREFORD, TEXAS**